



# *Net Neutrality Report*

Prepared for CALinnovates

May 2017

MORAR  
A leap of insight

# Research Methodology

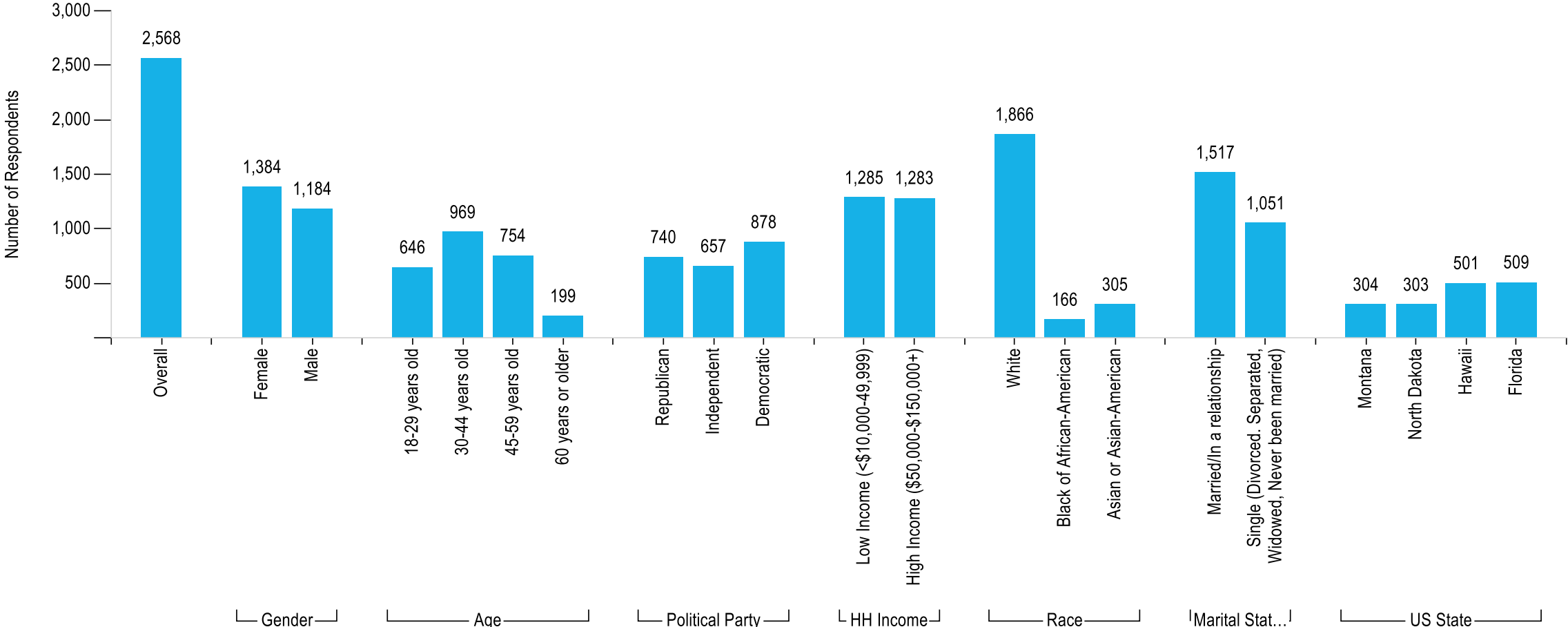
In May 2017 we launched a US-wide online survey to understand perceptions on regulations surrounding the internet.

The survey was implemented by Morar Consulting, global marketing research specialists.

- Online survey fieldwork carried out between May 19 – June 2
- A national sample of 2,568 US residents aged 18+.
- Quotas were setup to ensure robust sample sizes from key states of interest: Montana (n=300), Hawaii (n=500), Florida (n=500), North Dakota (n=300) and all other US states (n=1,000).
- 12-minute online survey hosted by Morar Consulting's proprietary online research platform

\*Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 1.9 % percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

# Sample Details



(N=2,568)



*Detailed results*

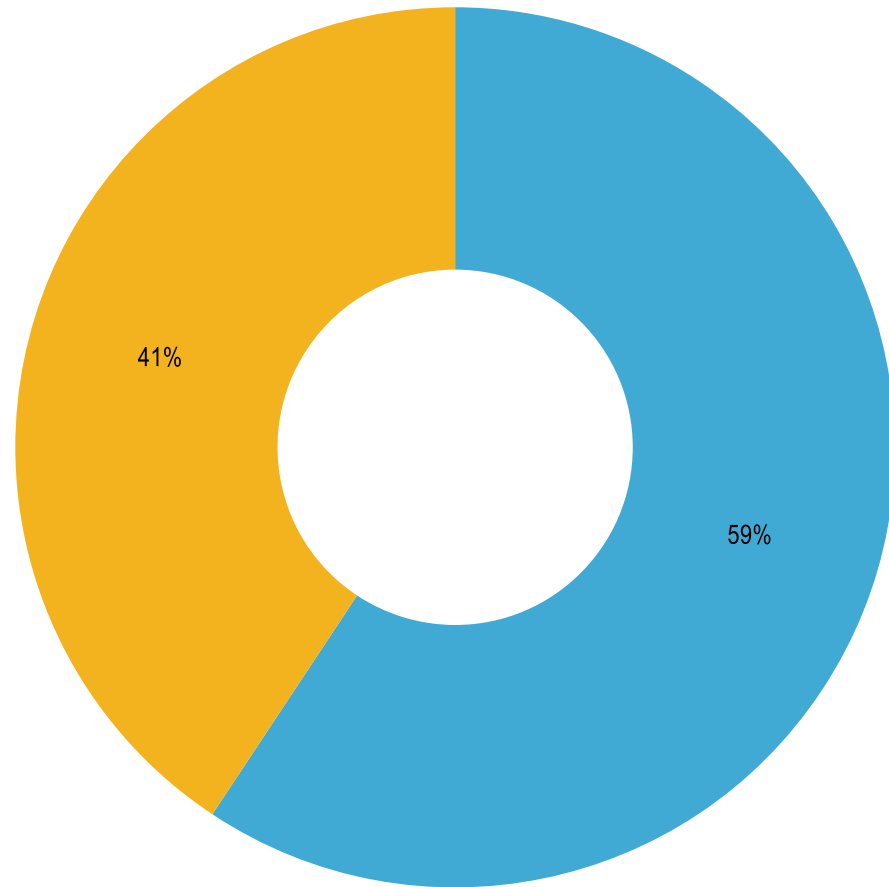
# *Perception Toward Government Regulation*

Question:

Which statement is closer to your opinion, when it comes to government regulation?

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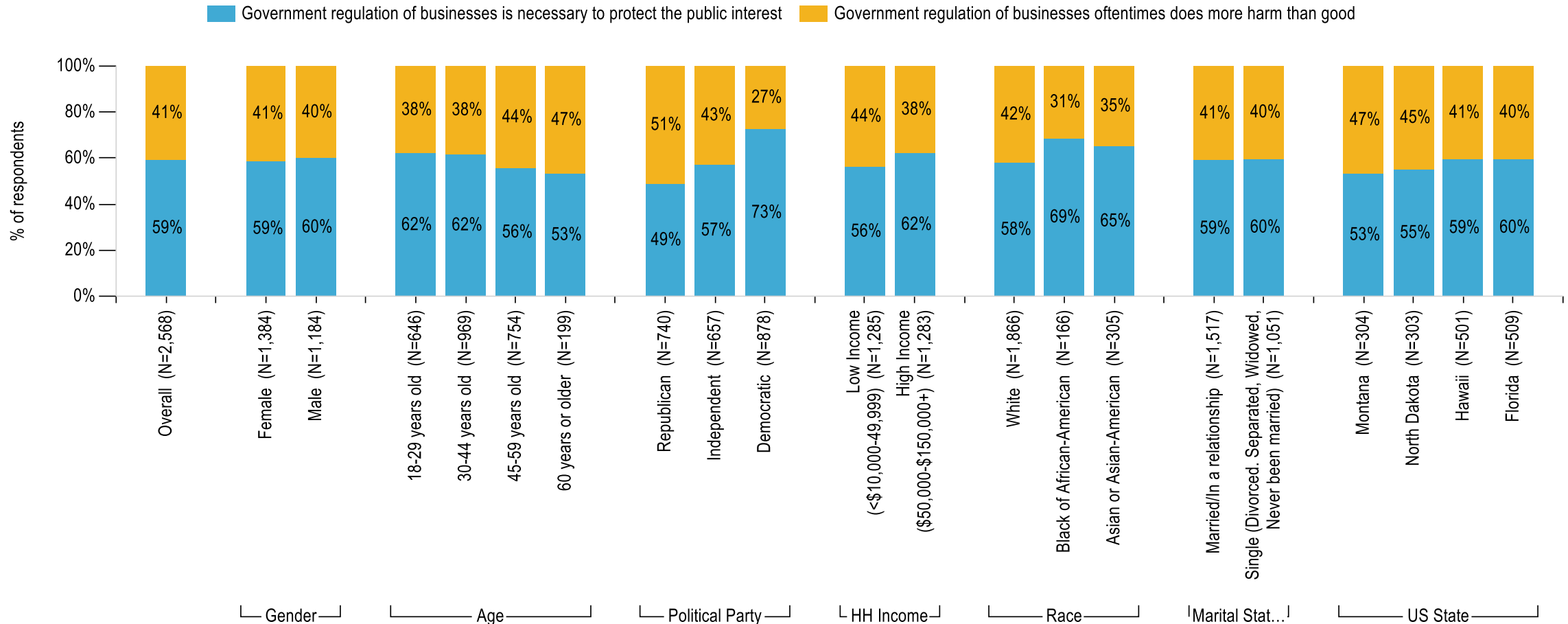


- Government regulation of businesses is necessary to protect the public interest
- Government regulation of businesses oftentimes does more harm than good

(N=2,568)

# Profile: Perception Toward Government Regulation

Which statement is closer to your opinion, when it comes to government regulation?



# *Government Regulation of Internet*

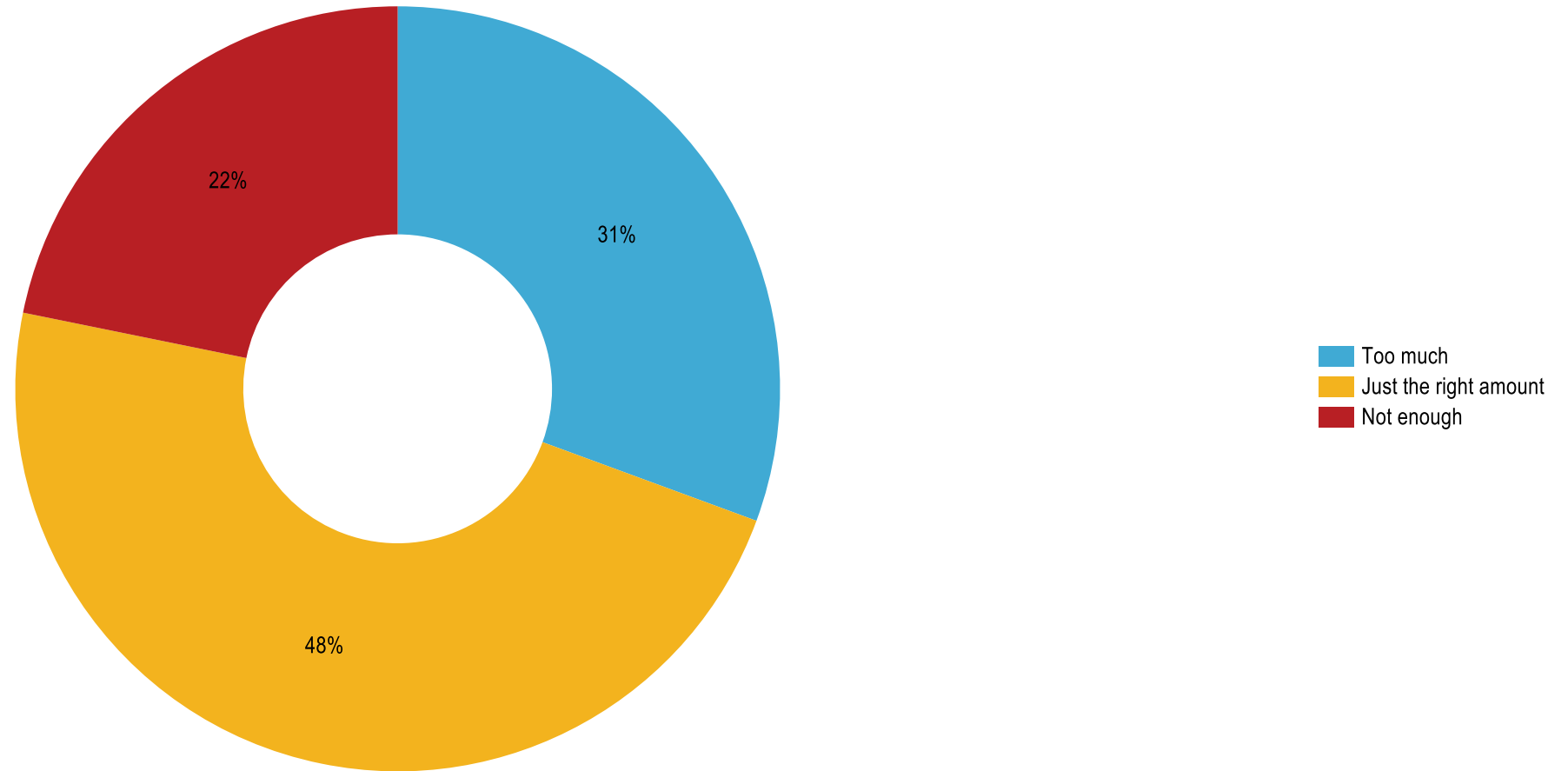
Question:

In your opinion, to what extent does the government currently regulate the internet in the United States?



# Government Regulation of Internet

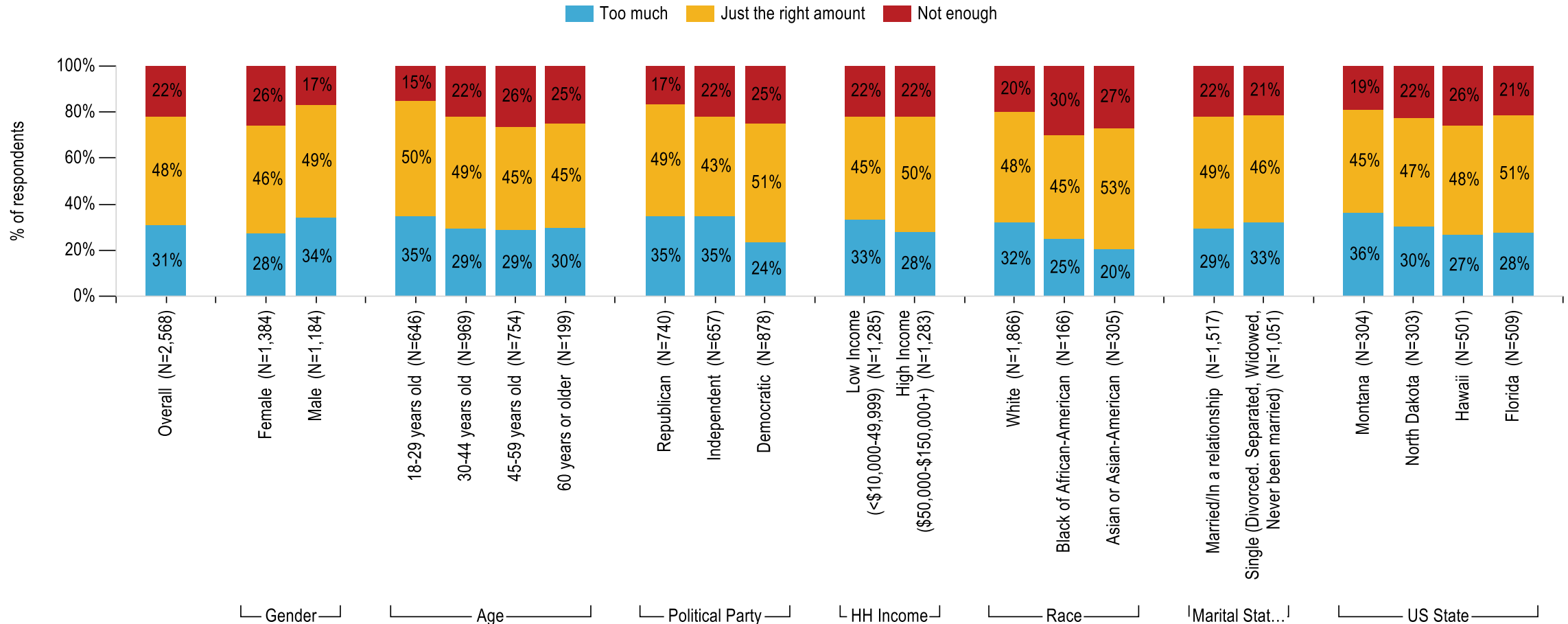
In your opinion, to what extent does the government currently regulate the internet in the United States?



(N=2,568)

# Profile: Government Regulation of Internet

In your opinion, to what extent does the government currently regulate the internet in the United States?



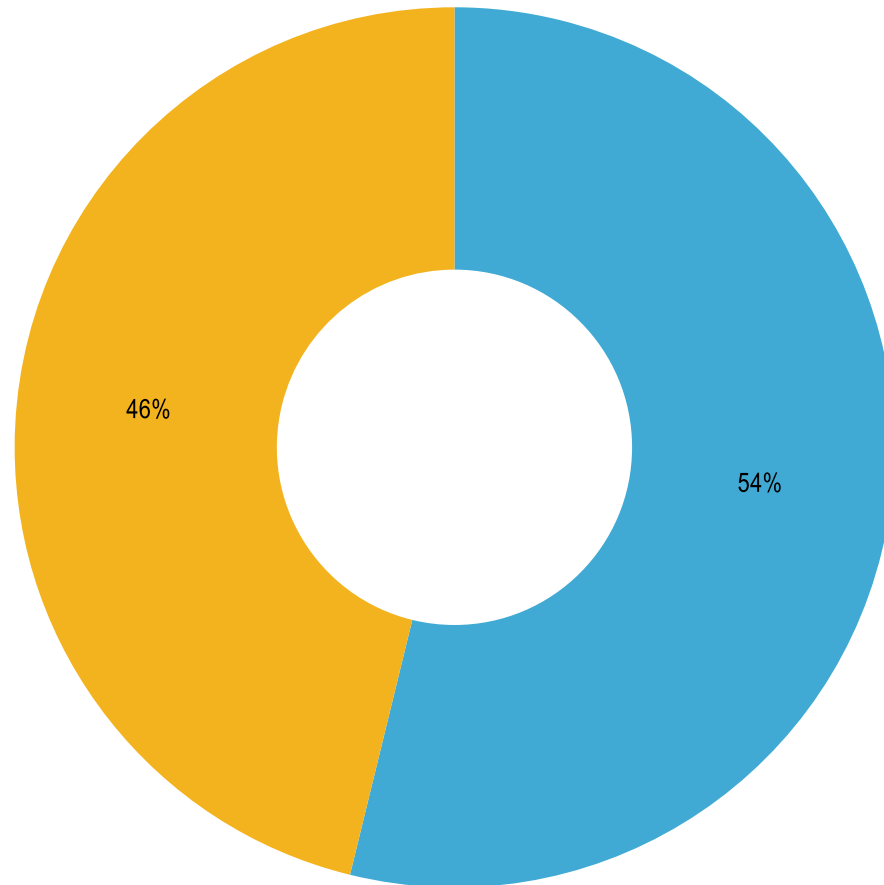
# *Government Role with the Internet*

Question:

When it comes to government oversight and regulation of the internet, which of following statements is closer to your opinion?

# Government Role with the Internet

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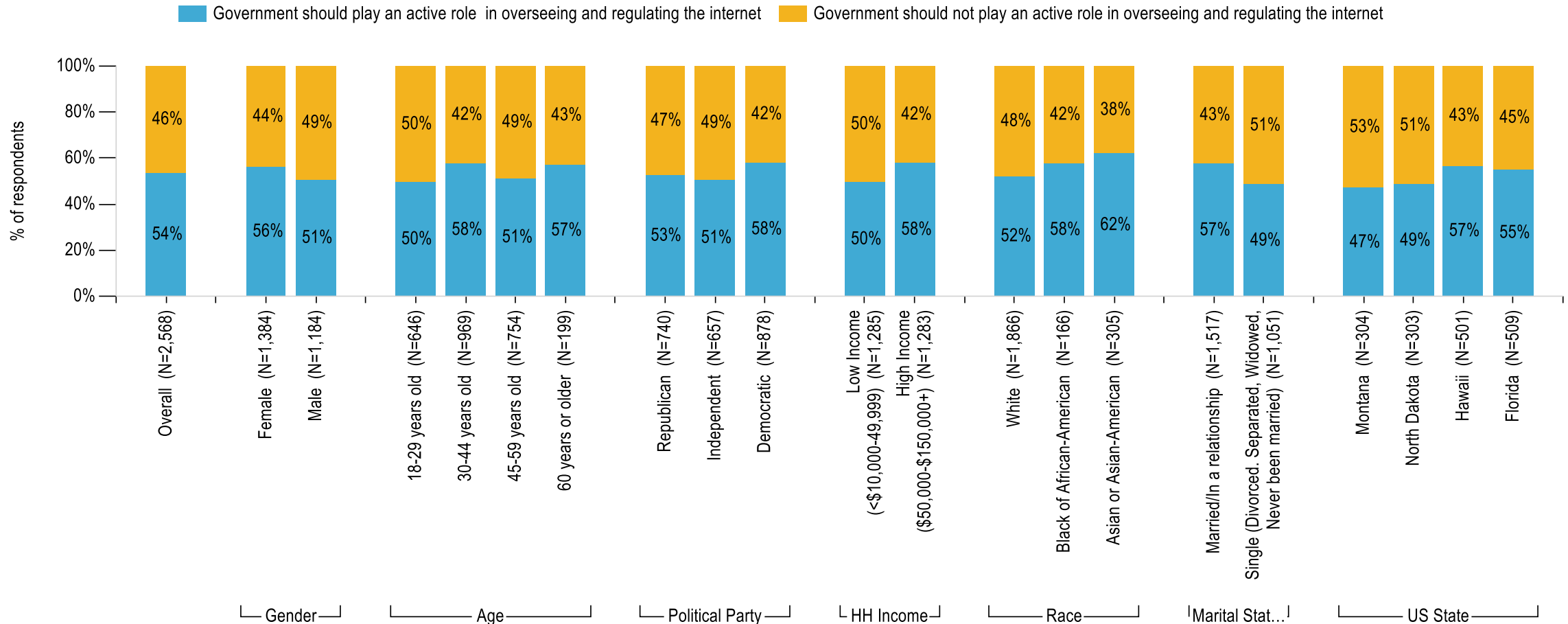


- Government should play an active role in overseeing and regulating the internet
- Government should not play an active role in overseeing and regulating the internet

(N=2,568)

# Profile: Government Role with the Internet

When it comes to government oversight and regulation of the internet, which of following statements is closer to your opinion?



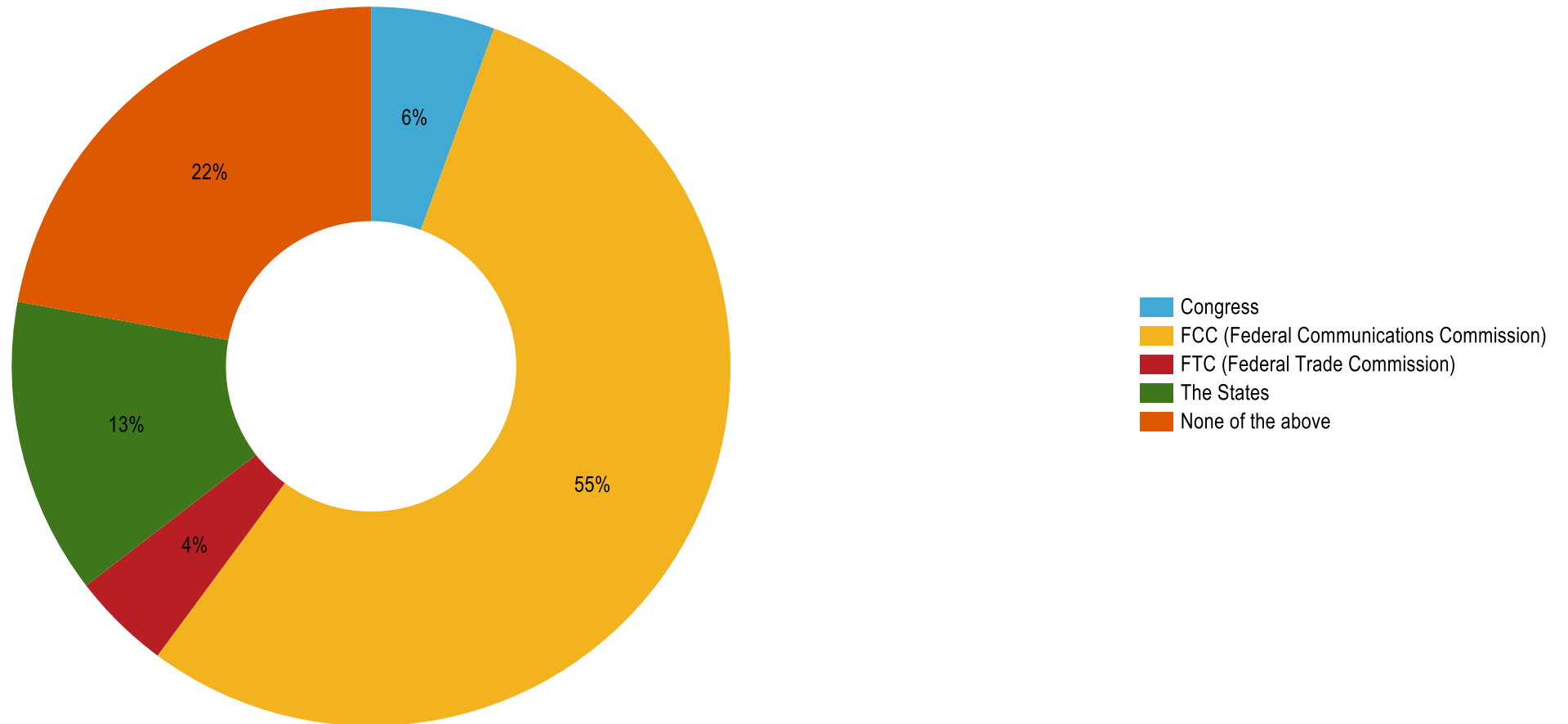
# *Government Agency to Oversee Internet*

Question:

Who do you think is the proper government agency to oversee the internet?

# Government Agency to Oversee Internet

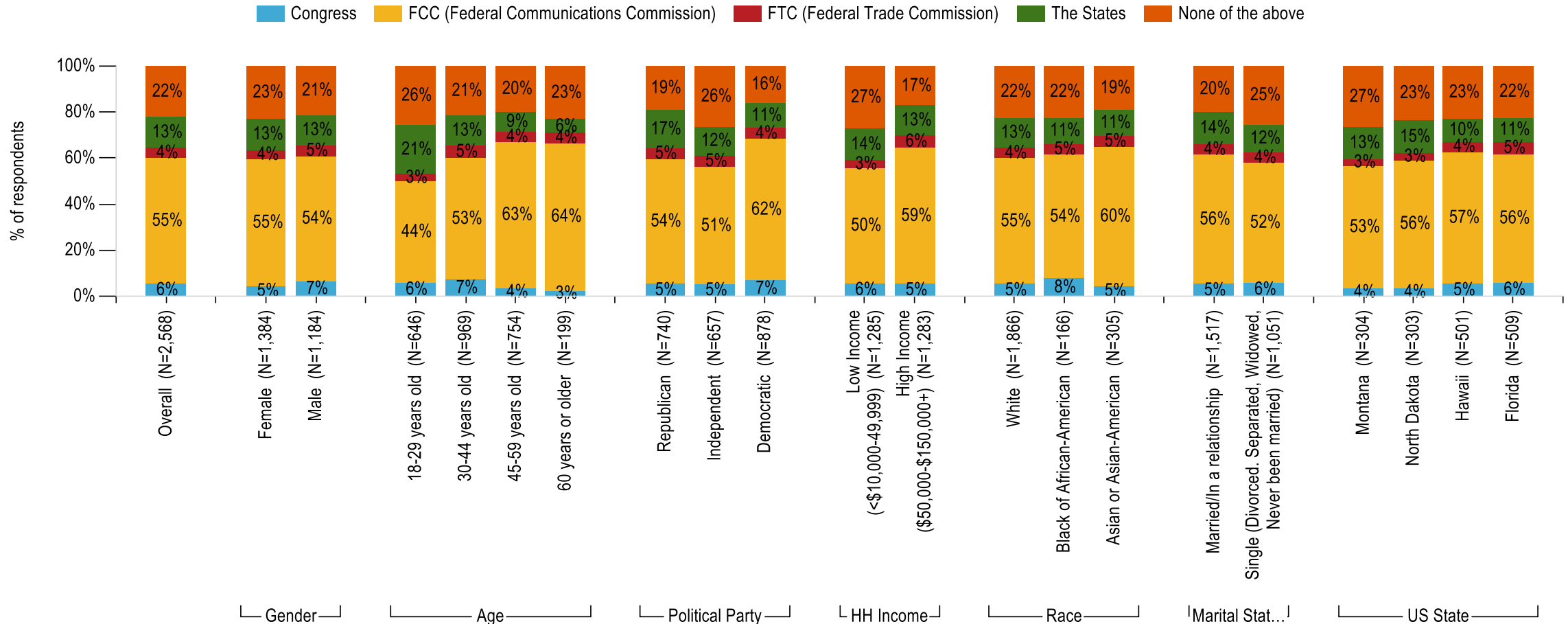
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(N=2,568)

# Profile: Government Agency to Oversee Internet

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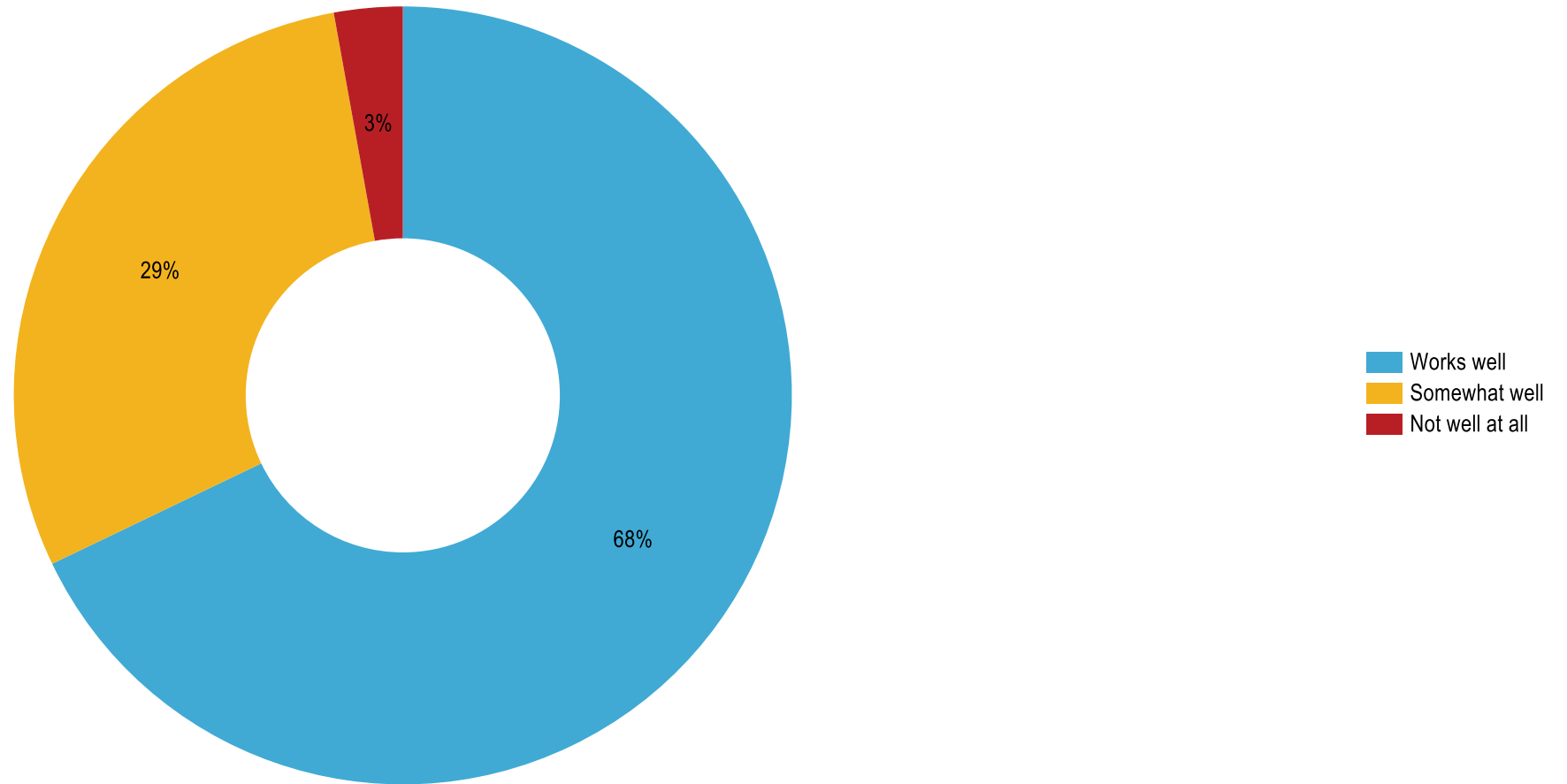
# *Internet Performance*

Question:

In your everyday life, how well would you say the internet works?

# Internet Performance

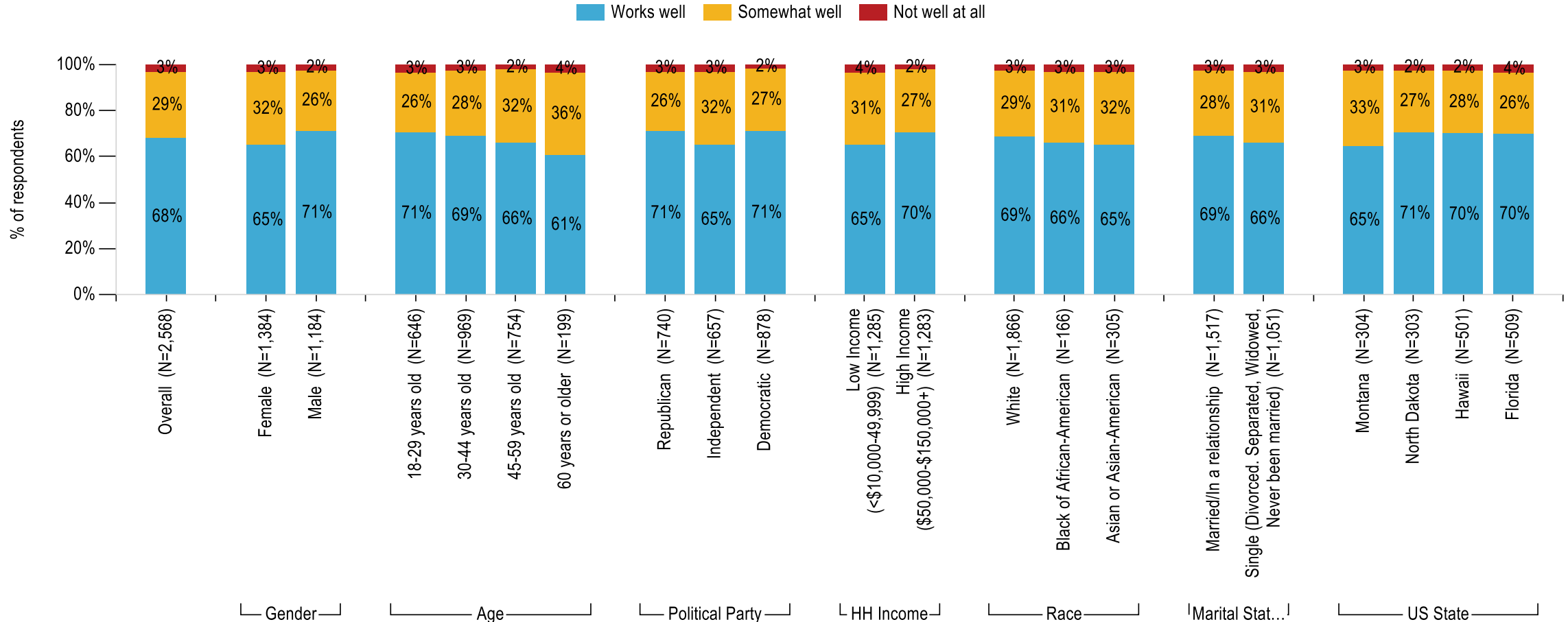
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# Profile: Internet Performance

In your everyday life, how well would you say the internet works?



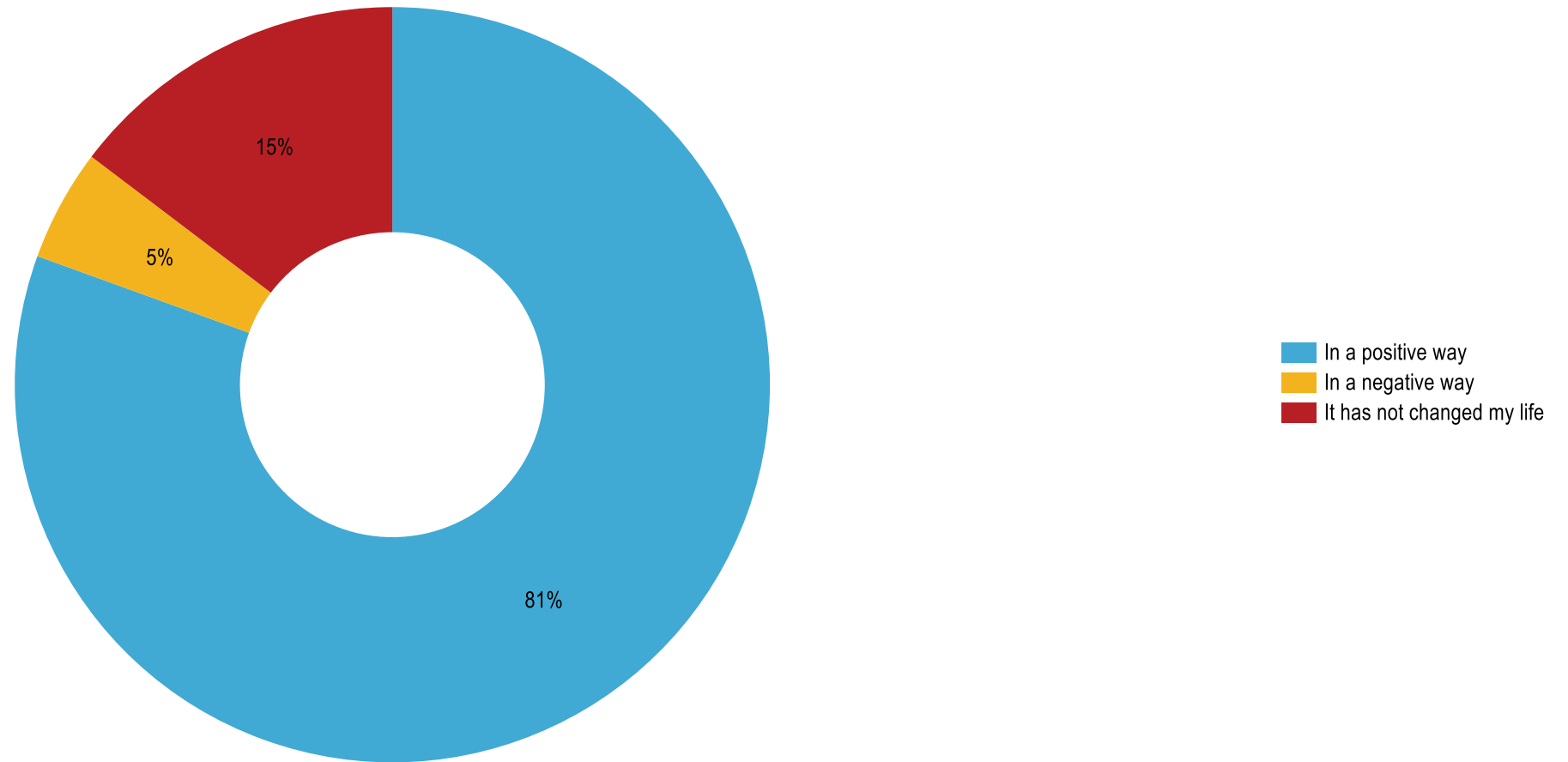
# *Internet Impact on Life*

Question:

How has the internet changed your life?

# Internet Impact on Life

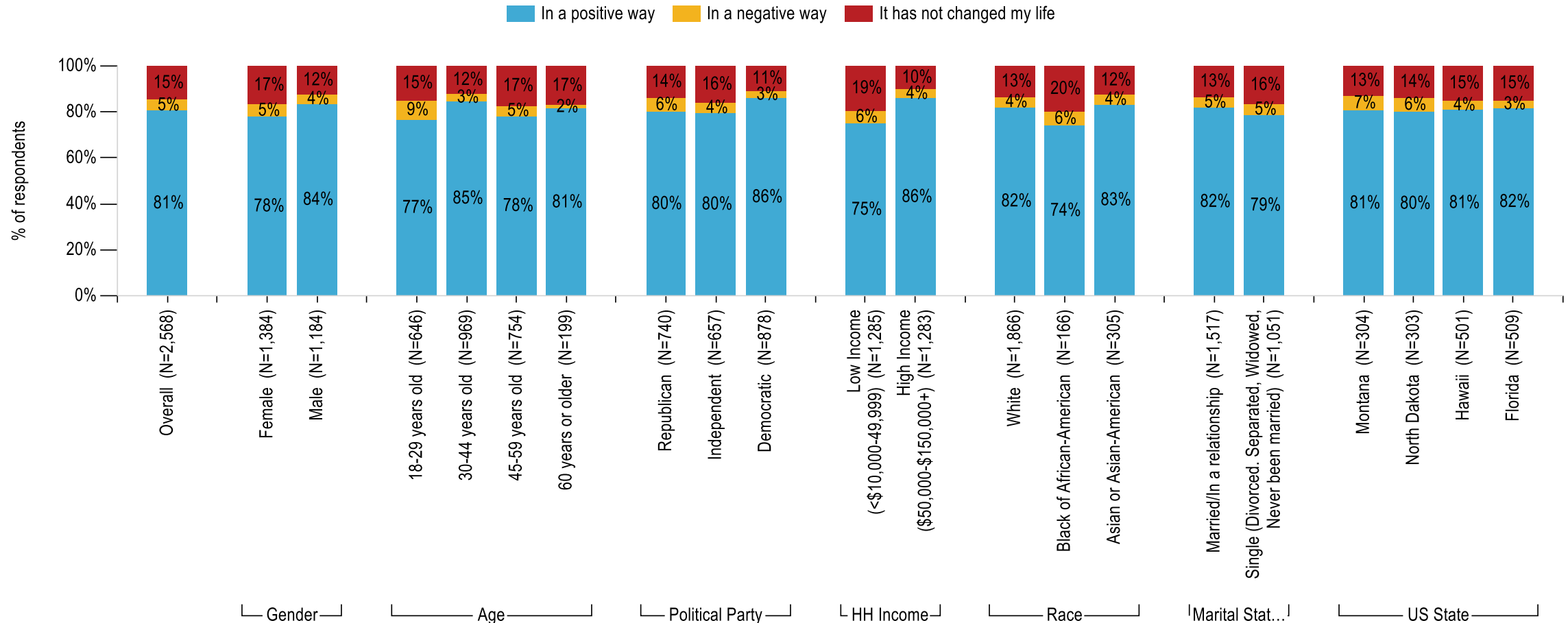
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# Profile: Internet Impact on Life

How has the internet changed your life?



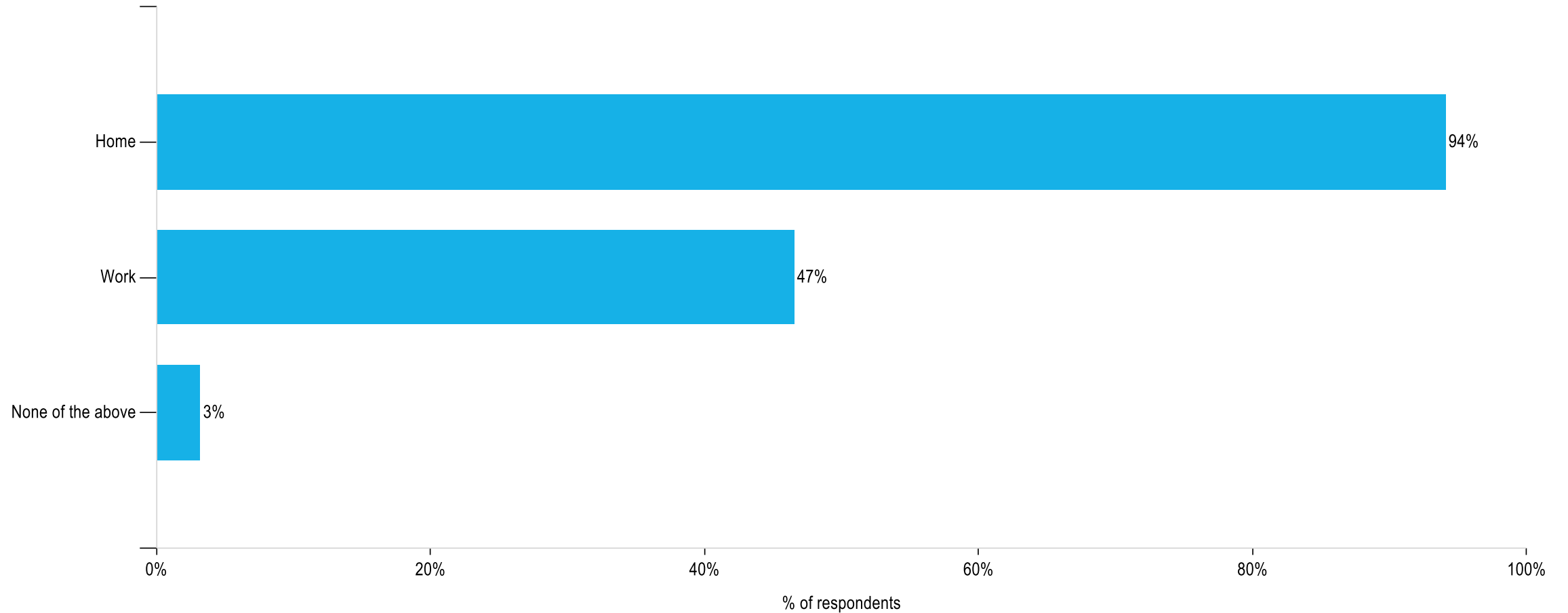
# *Internet Access*

Question:

Where do you have access to high-speed internet?

# Internet Access

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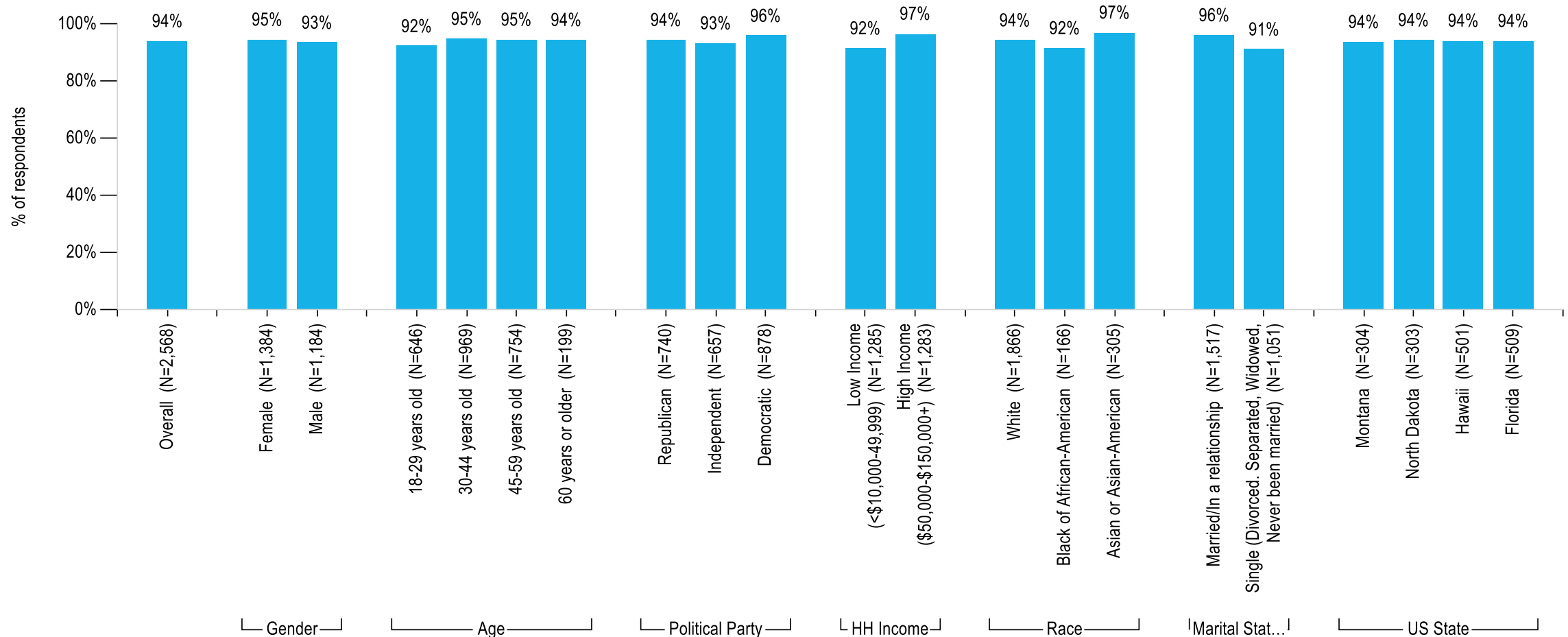


(N=2,568)



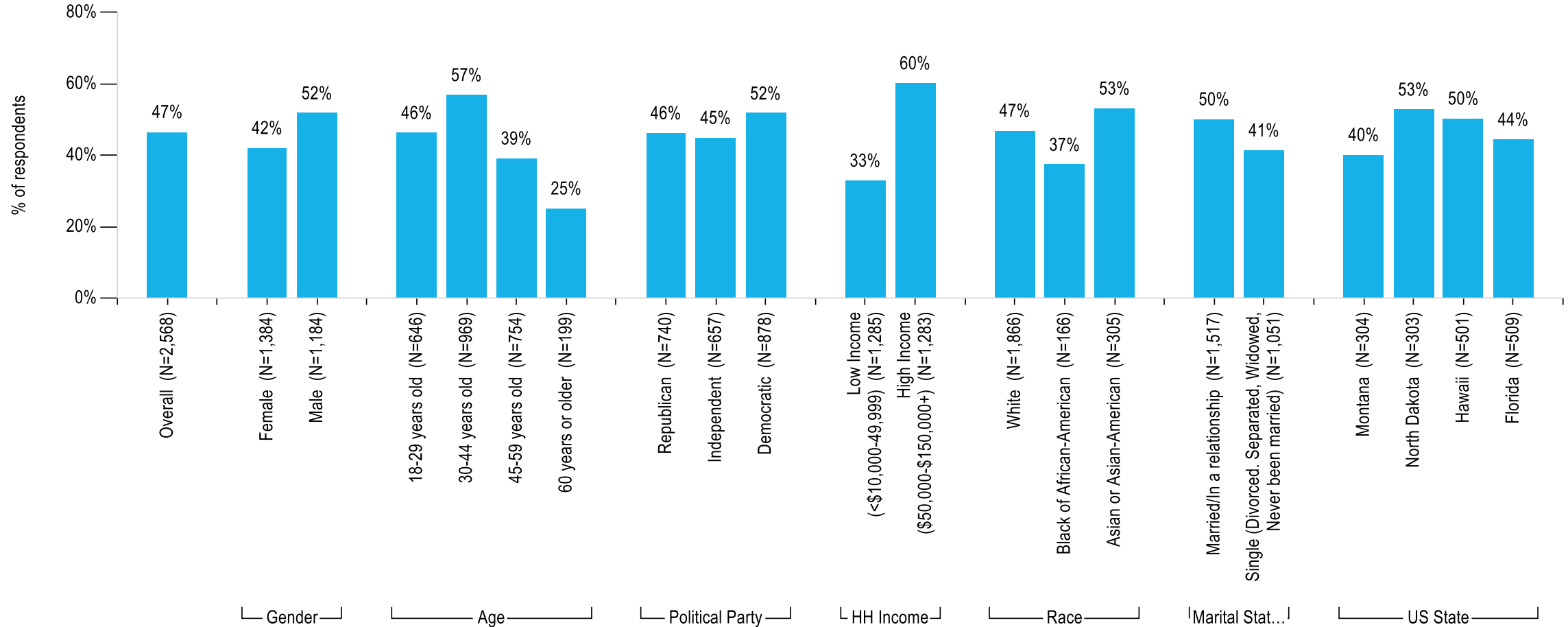
# Profile: Home

Where do you have access to high-speed internet?



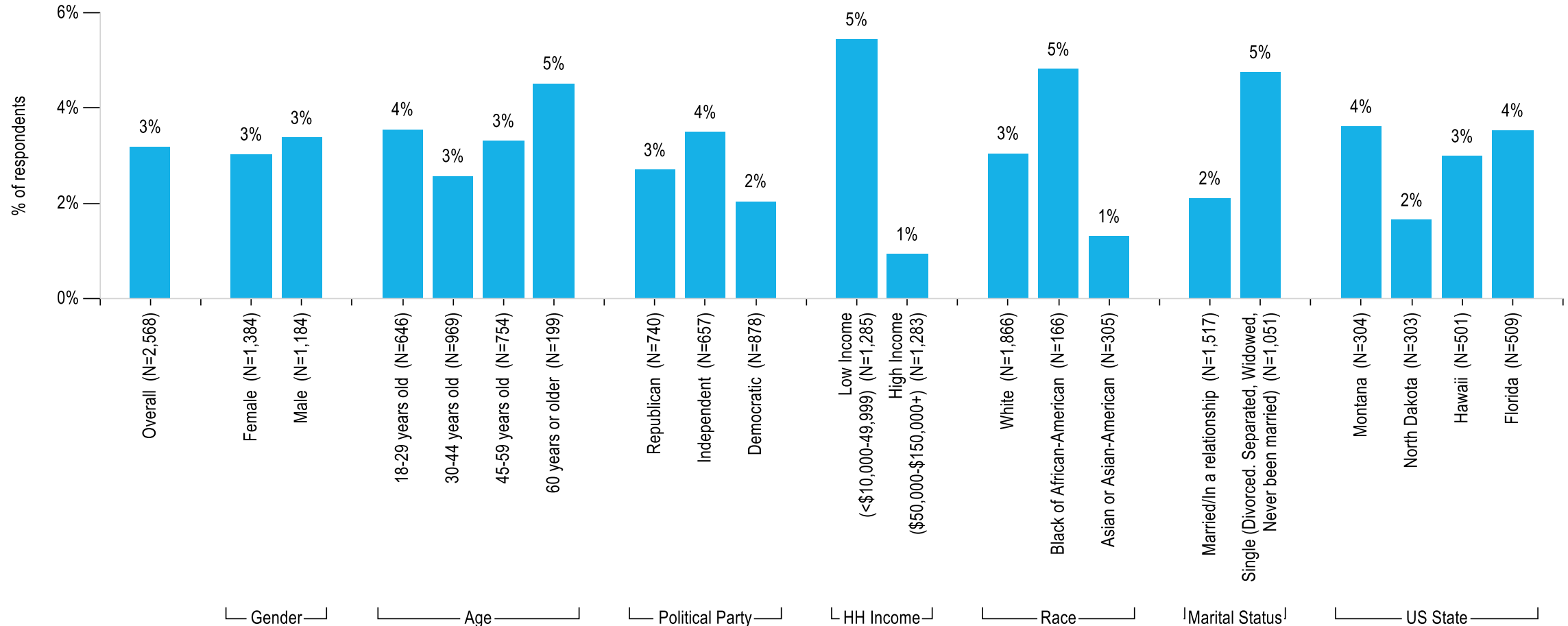
# Profile: Work

Where do you have access to high-speed internet?



# Profile: None of the above

Where do you have access to high-speed internet?



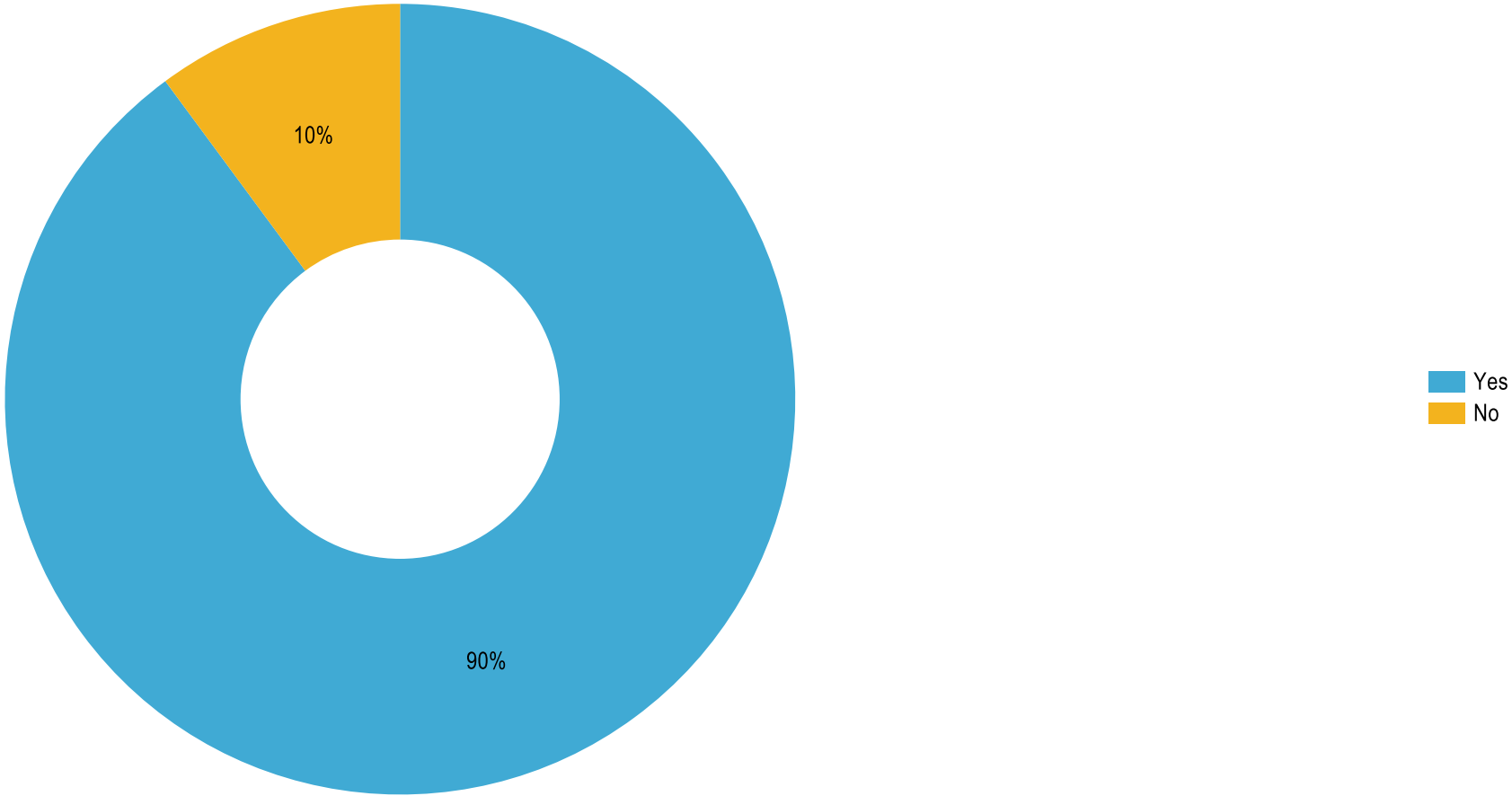
# *Smartphone User*

Question:

Do you own a smartphone such as an iPhone, Android or Windows phone?

# Smartphone User

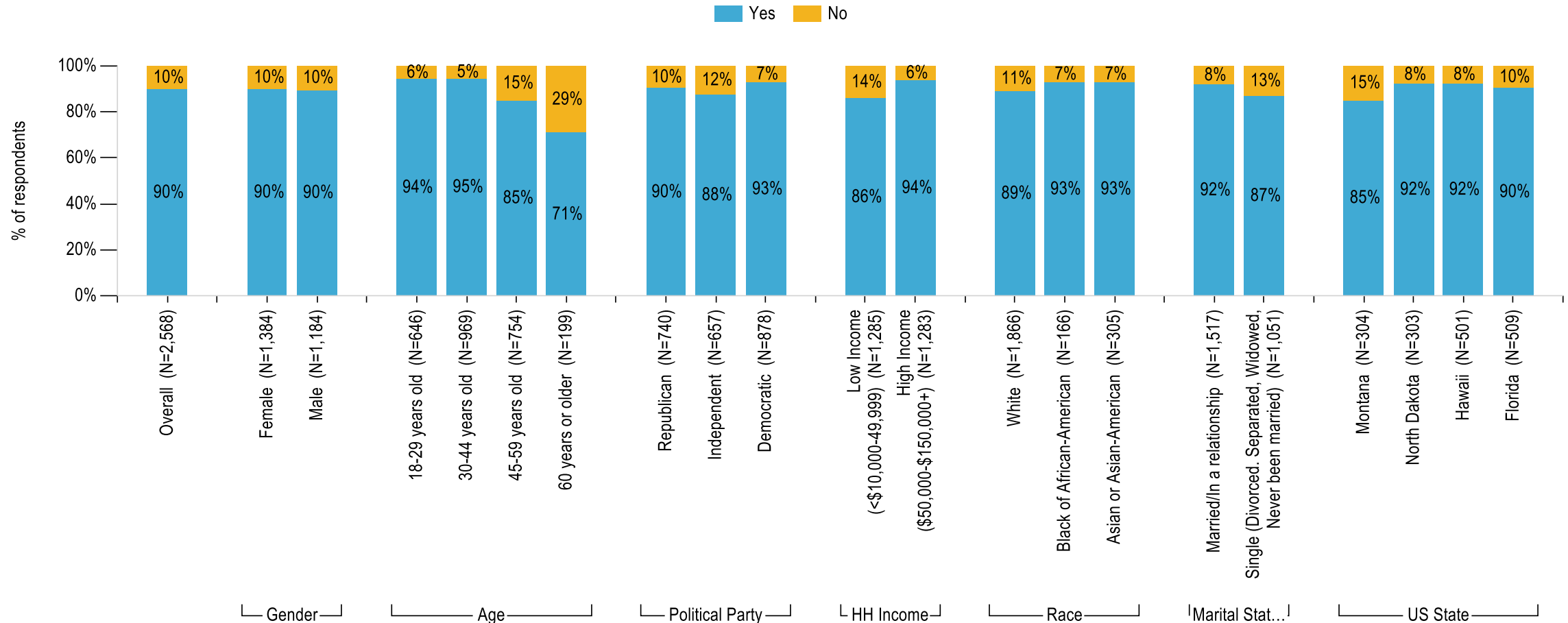
Do you own a smartphone such as an iPhone, Android or Windows phone?



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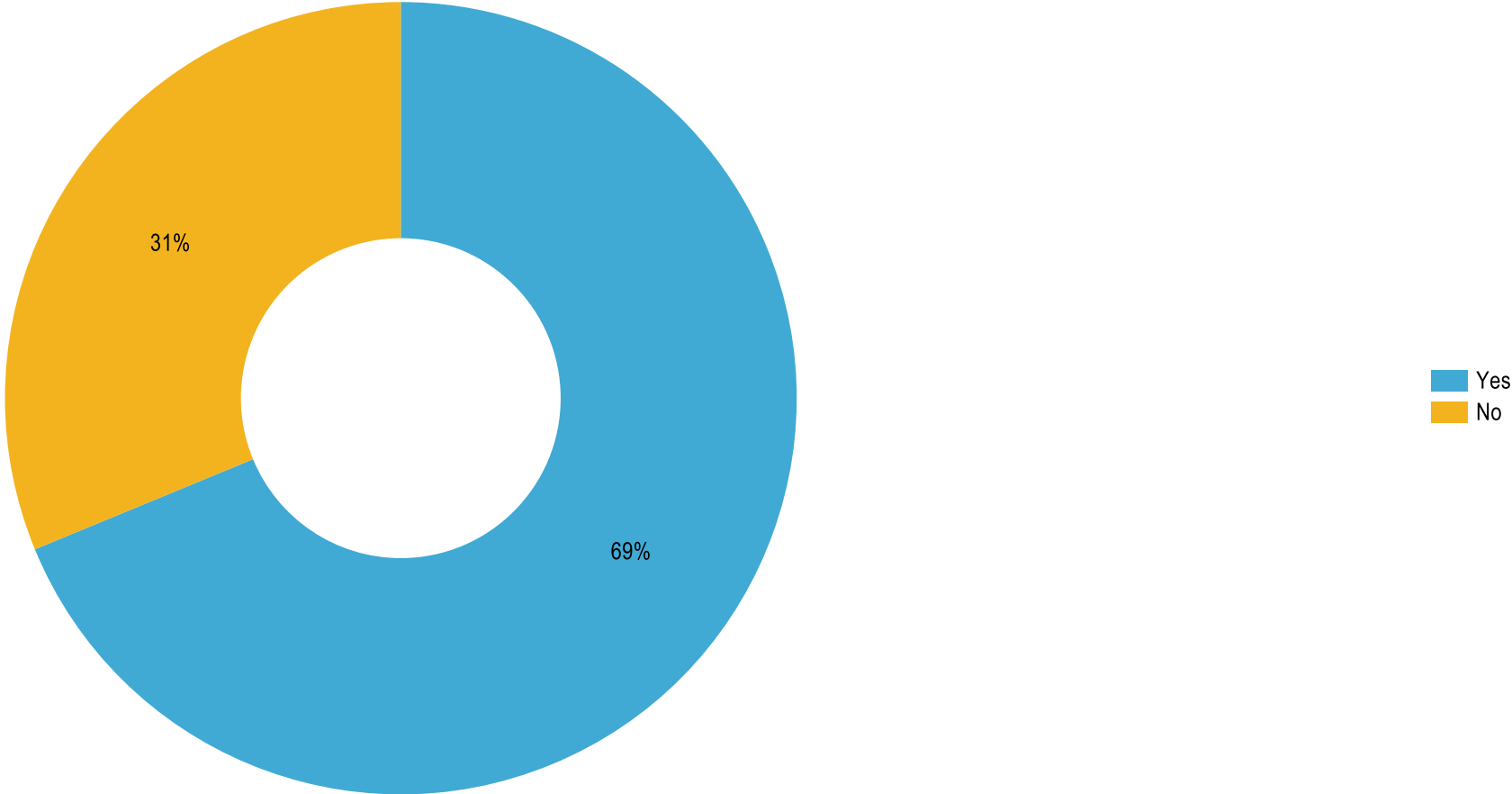
# *Tablet User*

Question:

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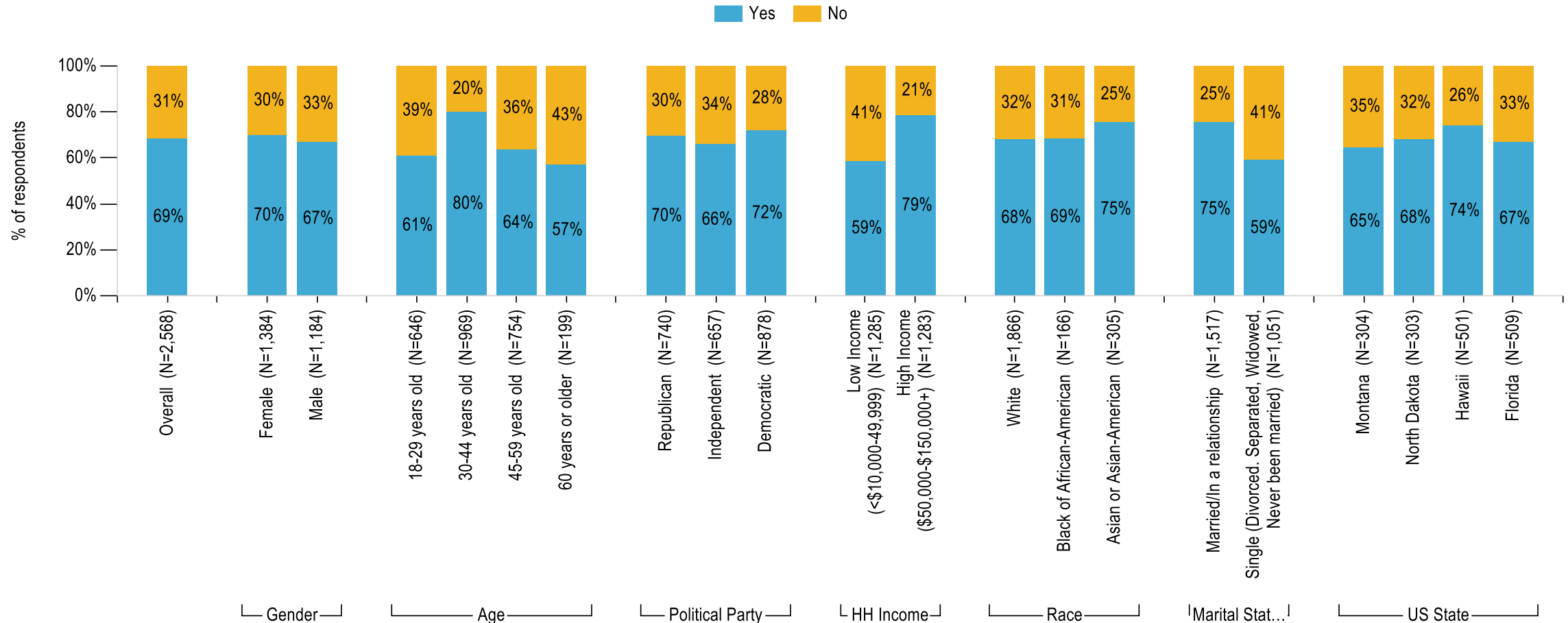


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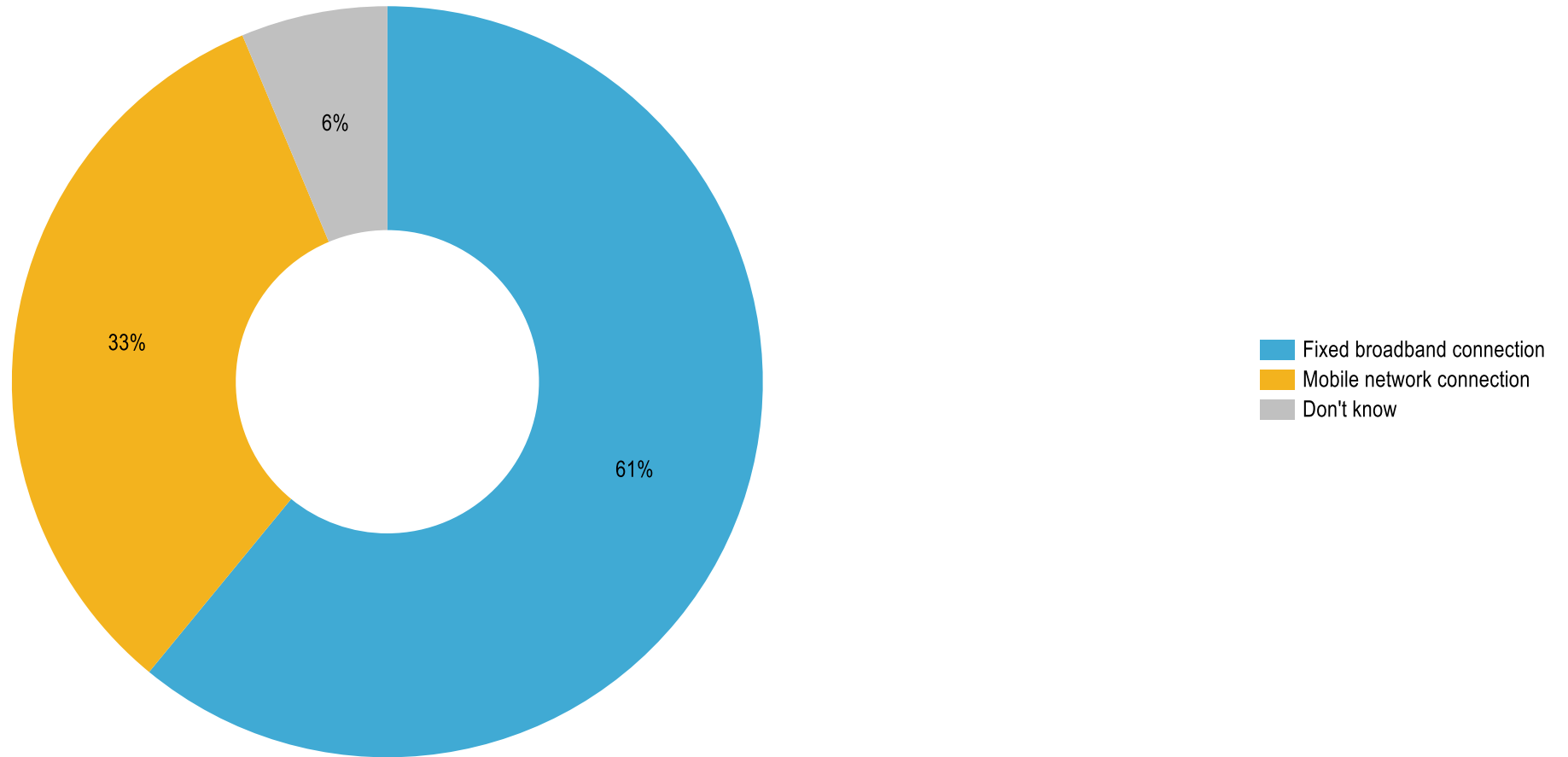
# *Accessing the Internet*

Question:

How do you typically access the internet?

# Accessing the Internet

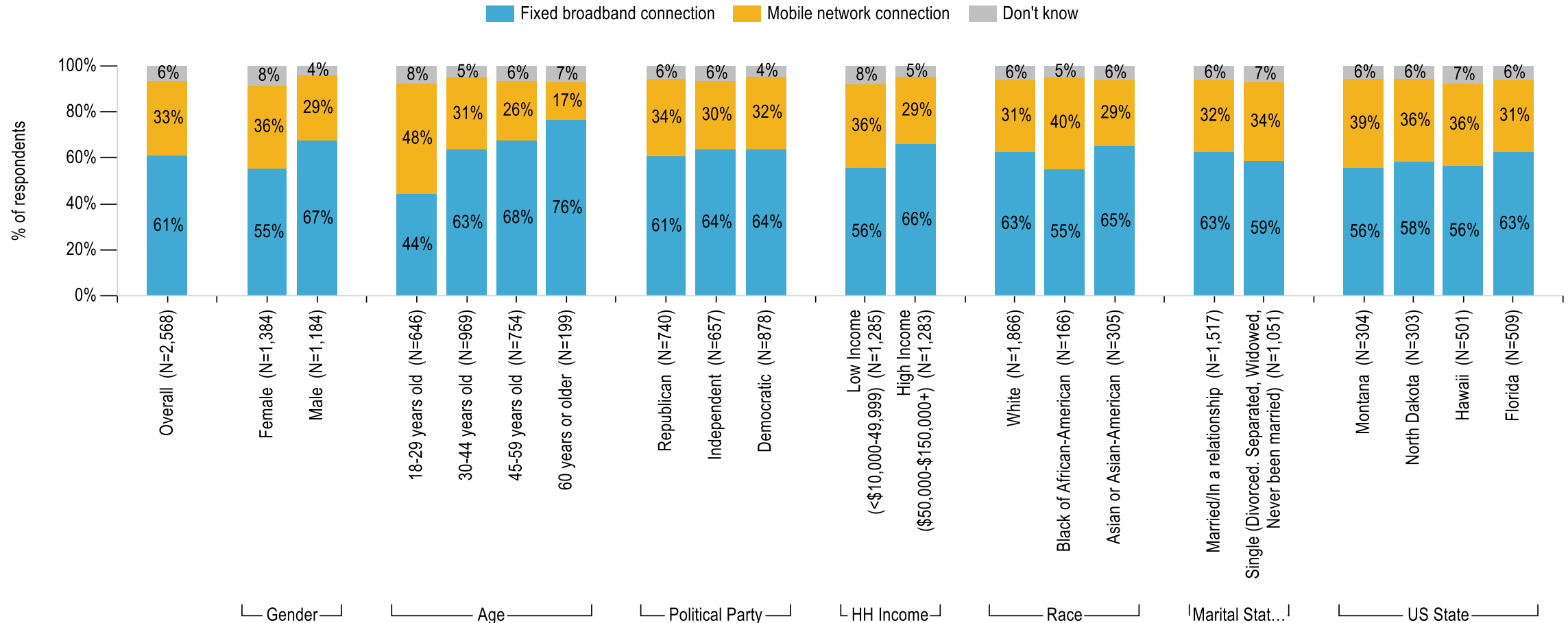
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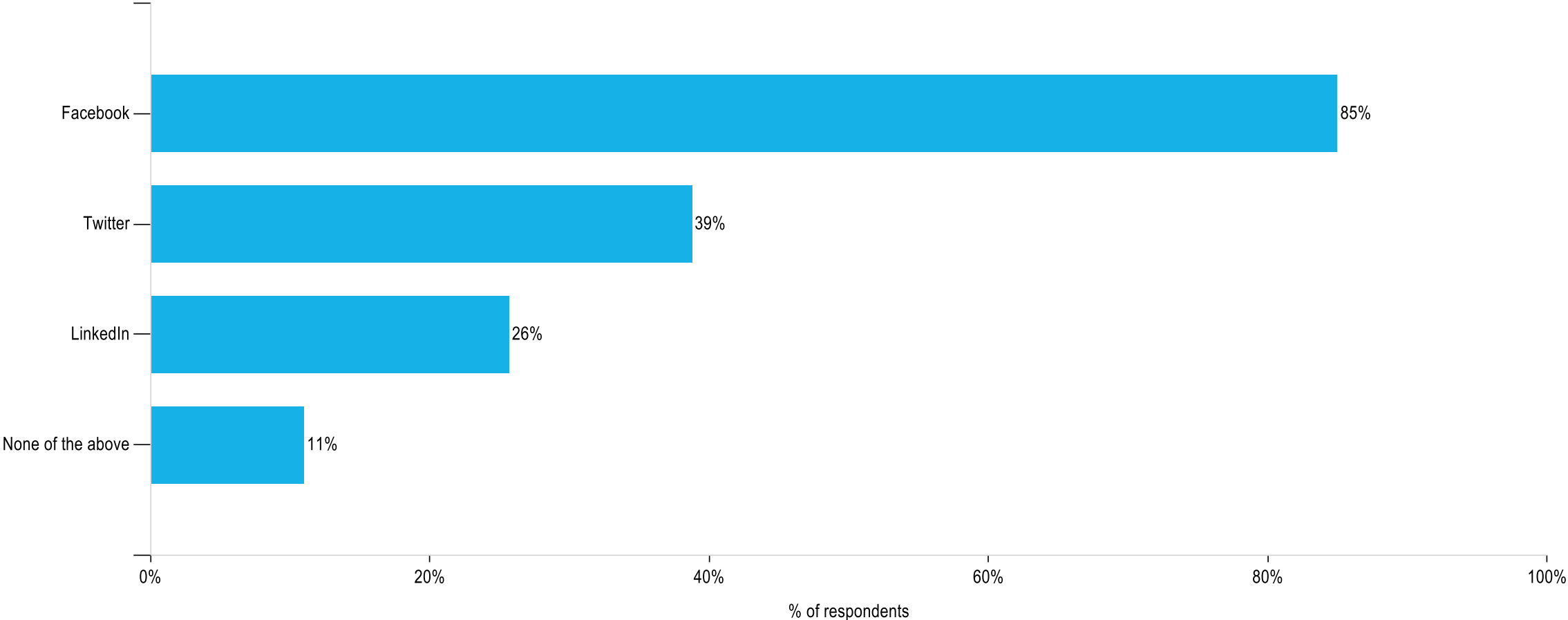
# *Social Networking Usage*

Question:

Which of the following social networking sites do you use?

# Social Networking Usage

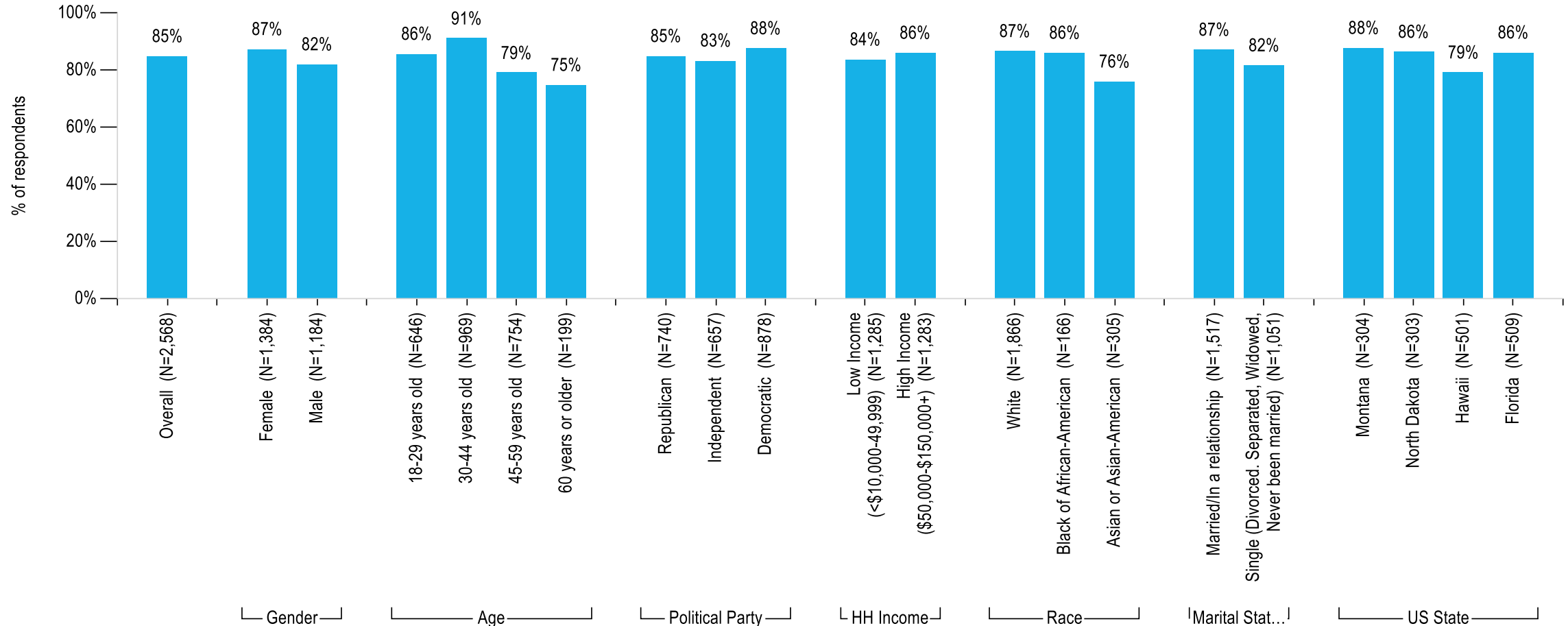
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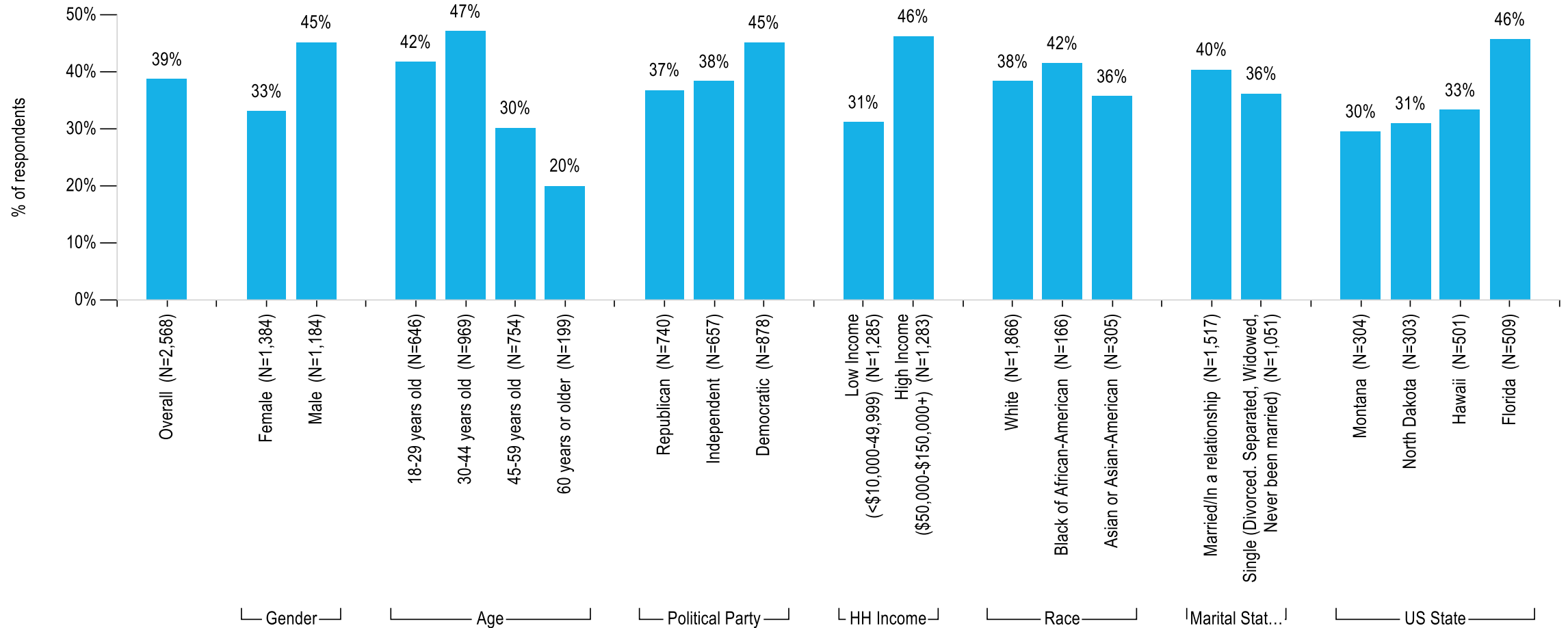
# Profile: Facebook

Which of the following social networking sites do you use?



# Profile: Twitter

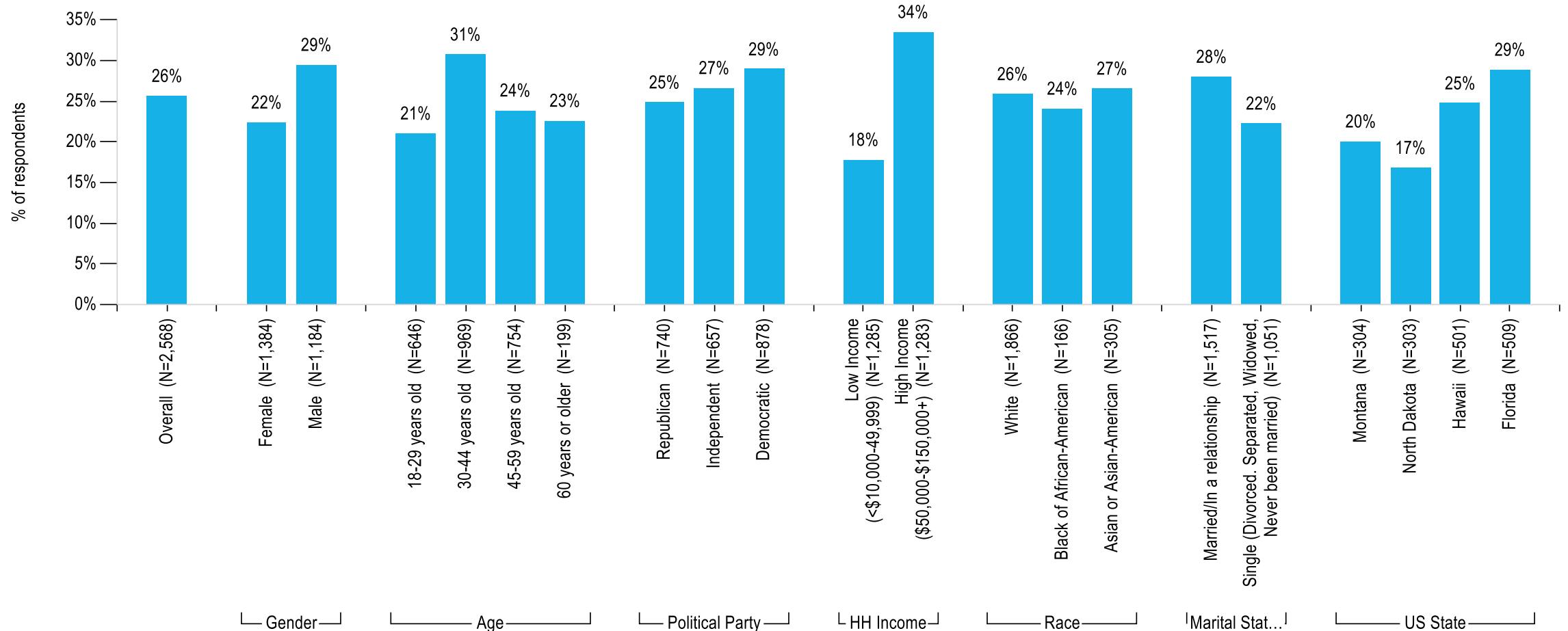
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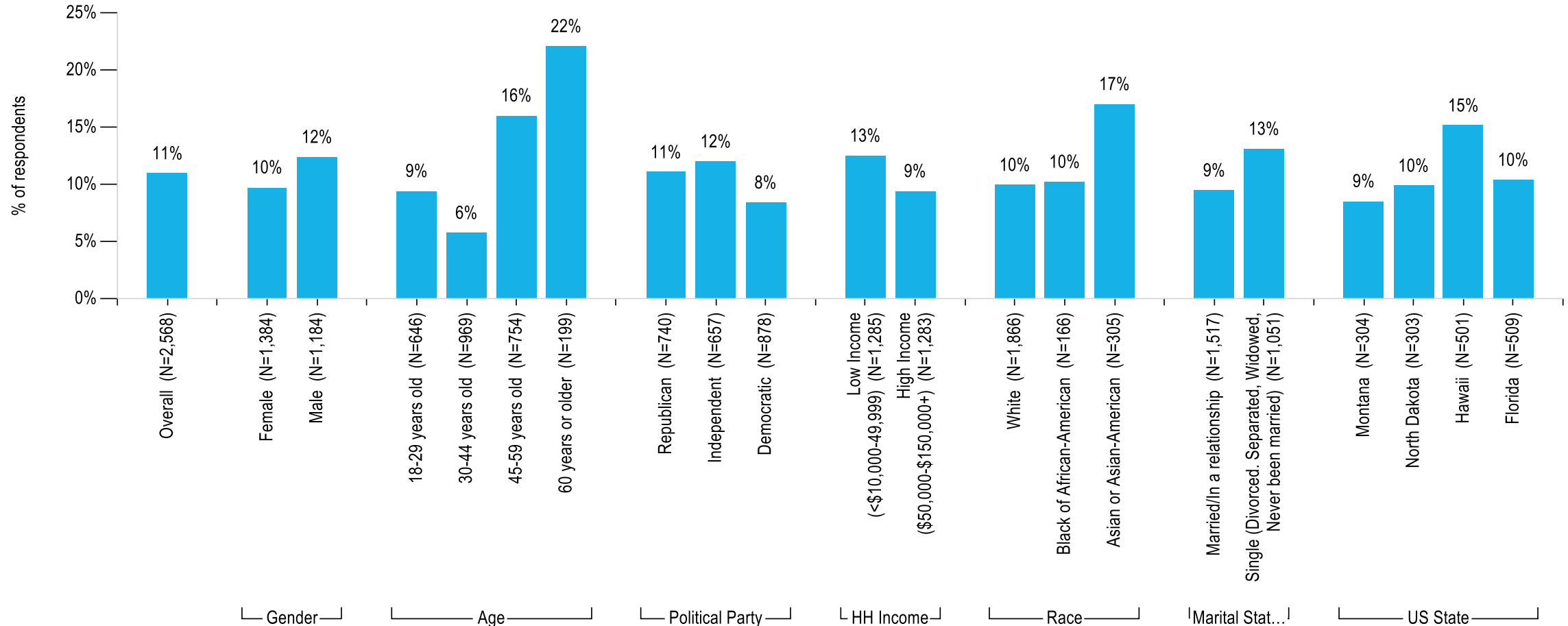
# Profile: LinkedIn

Which of the following social networking sites do you use?



# Profile: None of the above

Which of the following social networking sites do you use?



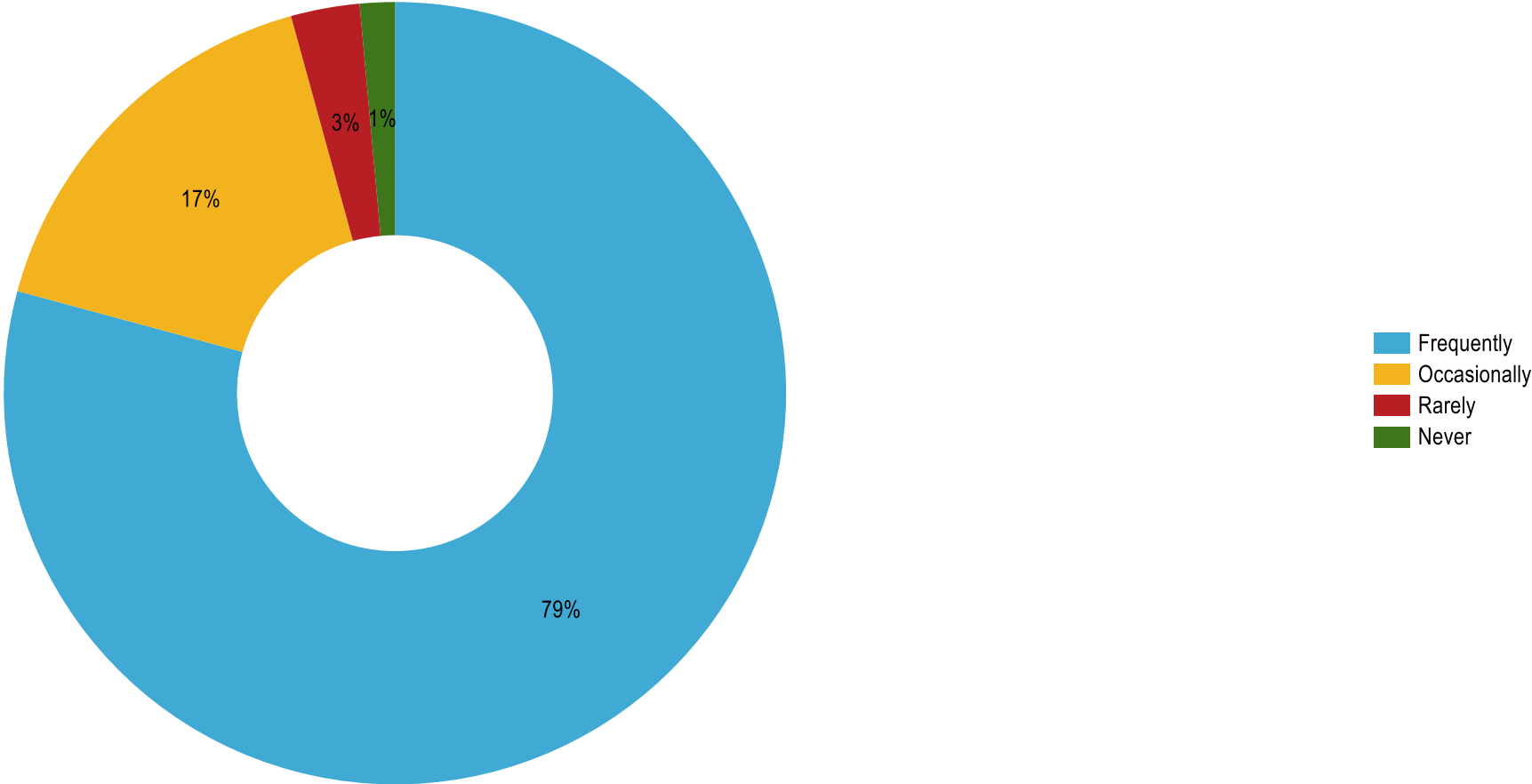
# *Search Engine Usage*

Question:

How often do you use a search engines like Google, Bing or Yahoo?

# Search Engine Usage

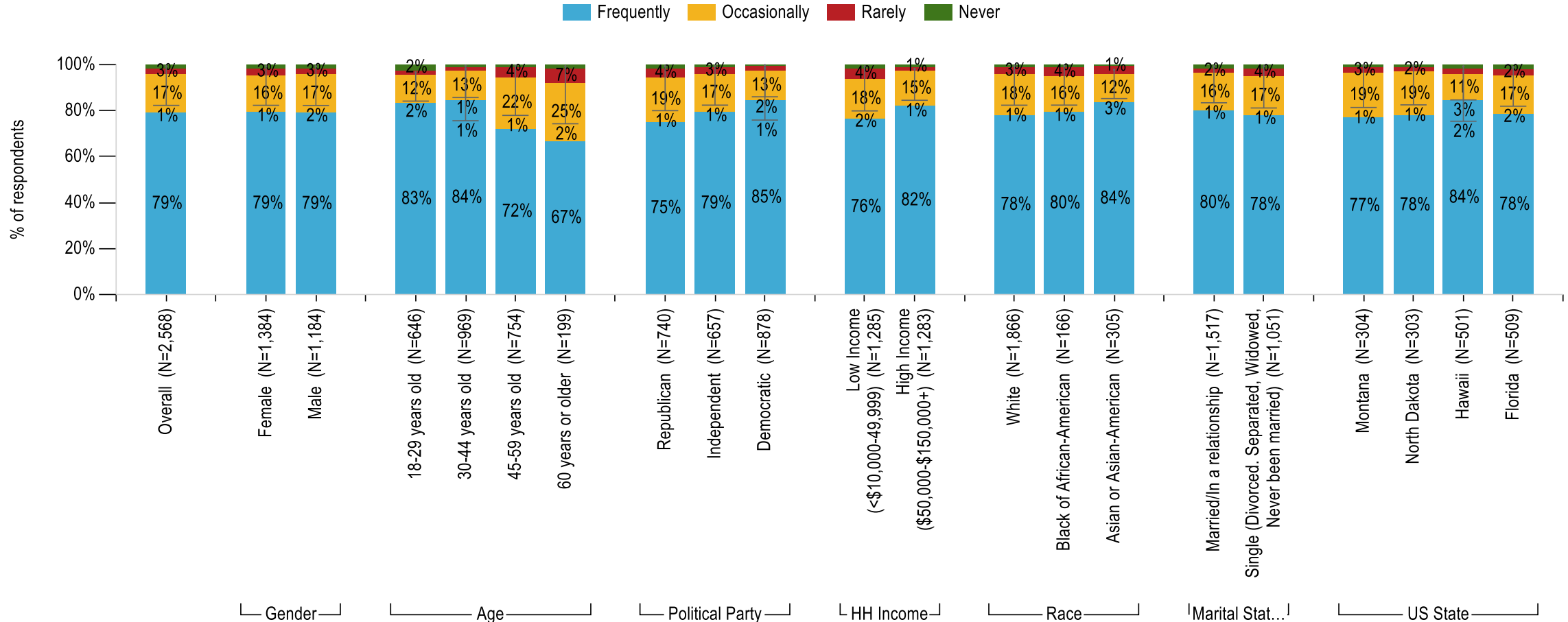
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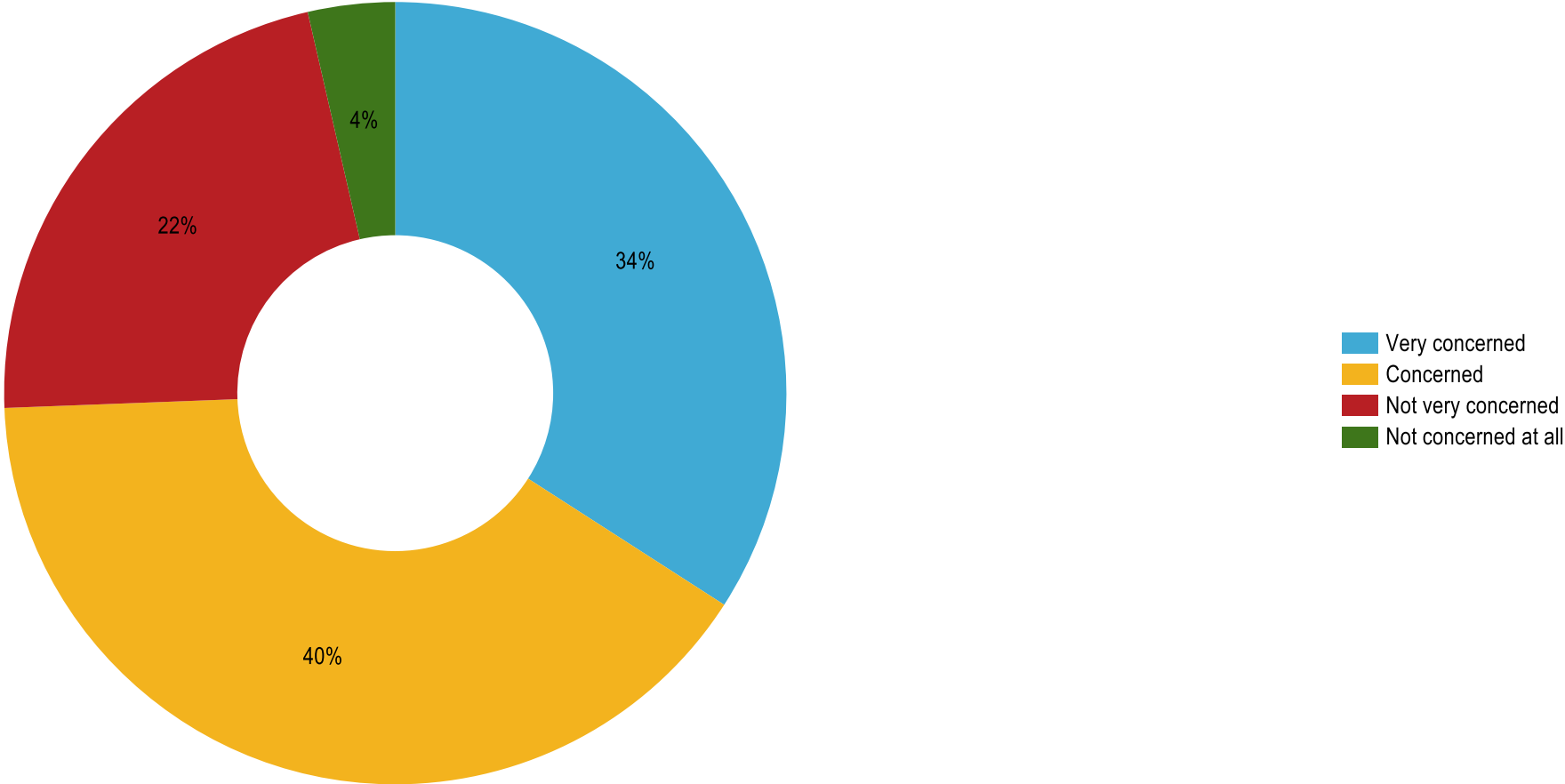
# *Search Engine Privacy*

Question:

How concerned are you about the privacy of your information when it comes to using search engines like Google, Bing or Yahoo?

# Search Engine Privacy

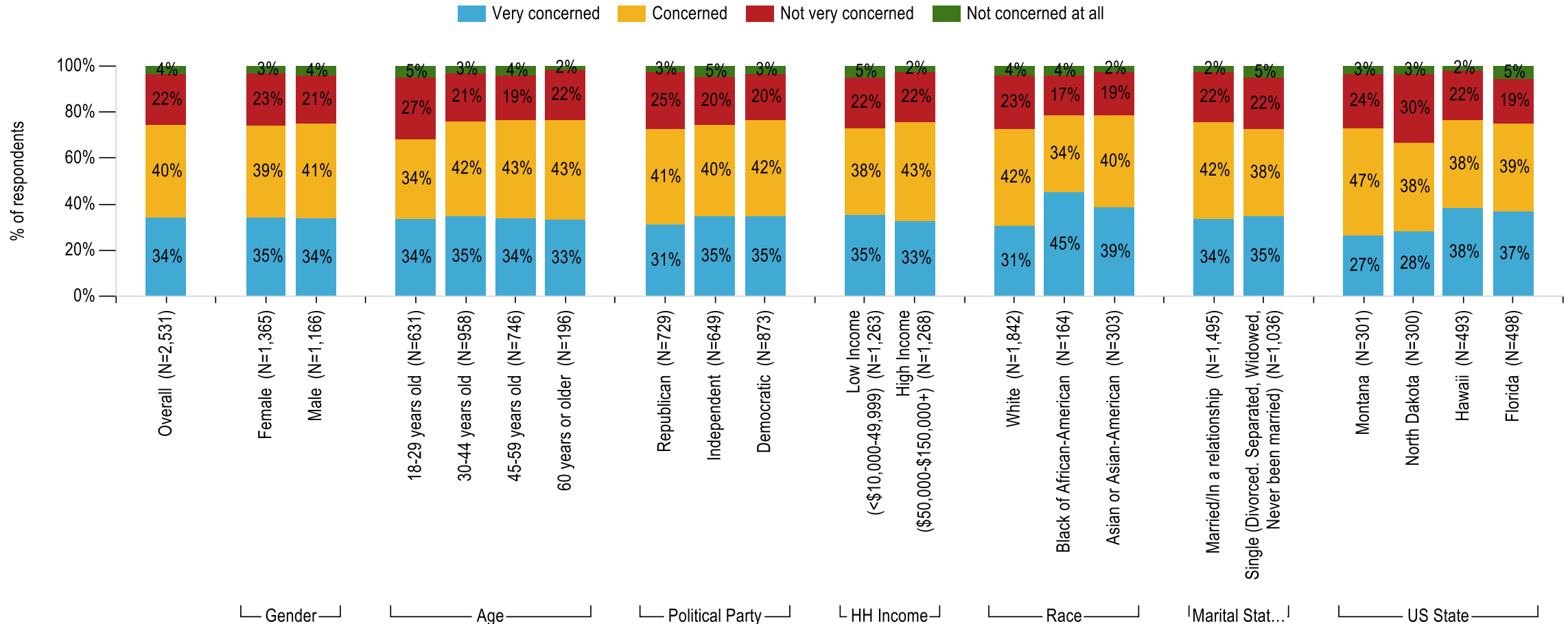
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(N=2,531)

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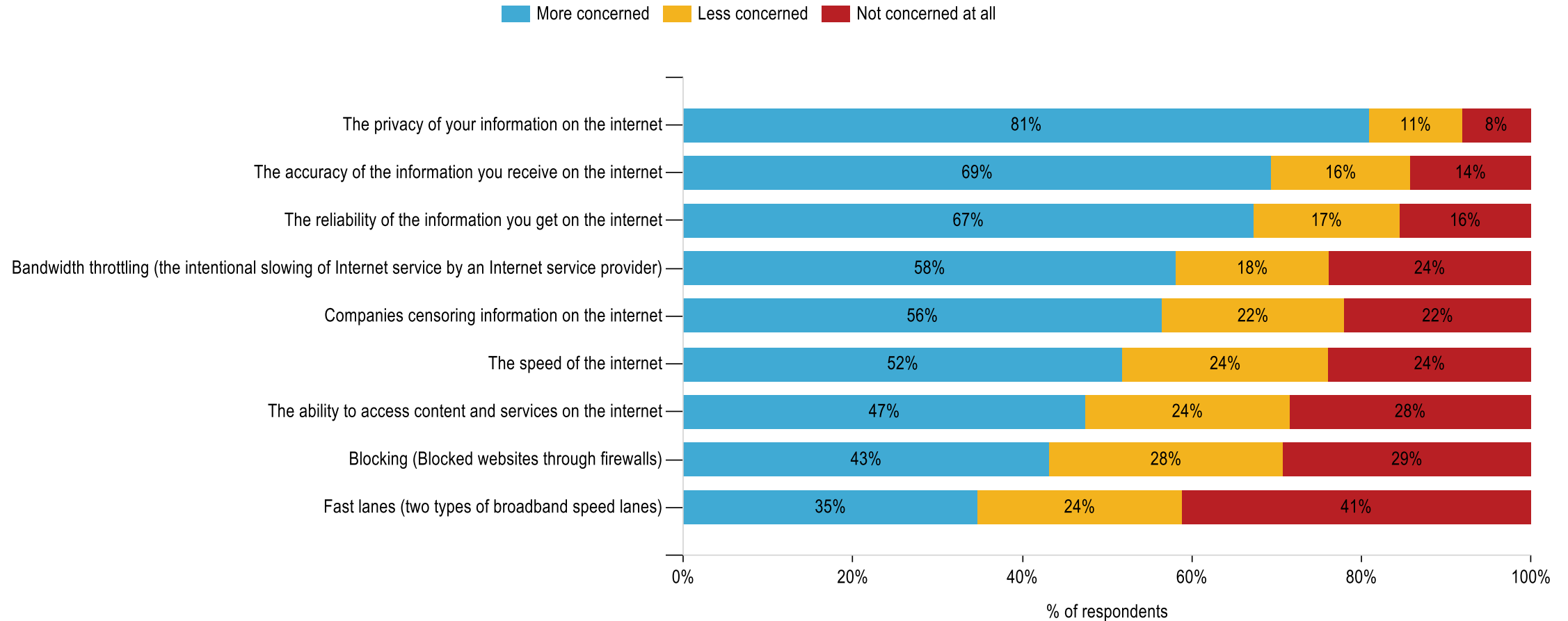
# *Internet Issues*

Question:

Over the past few years, have you become more or less concerned about each of the following issues?

# Internet Issues

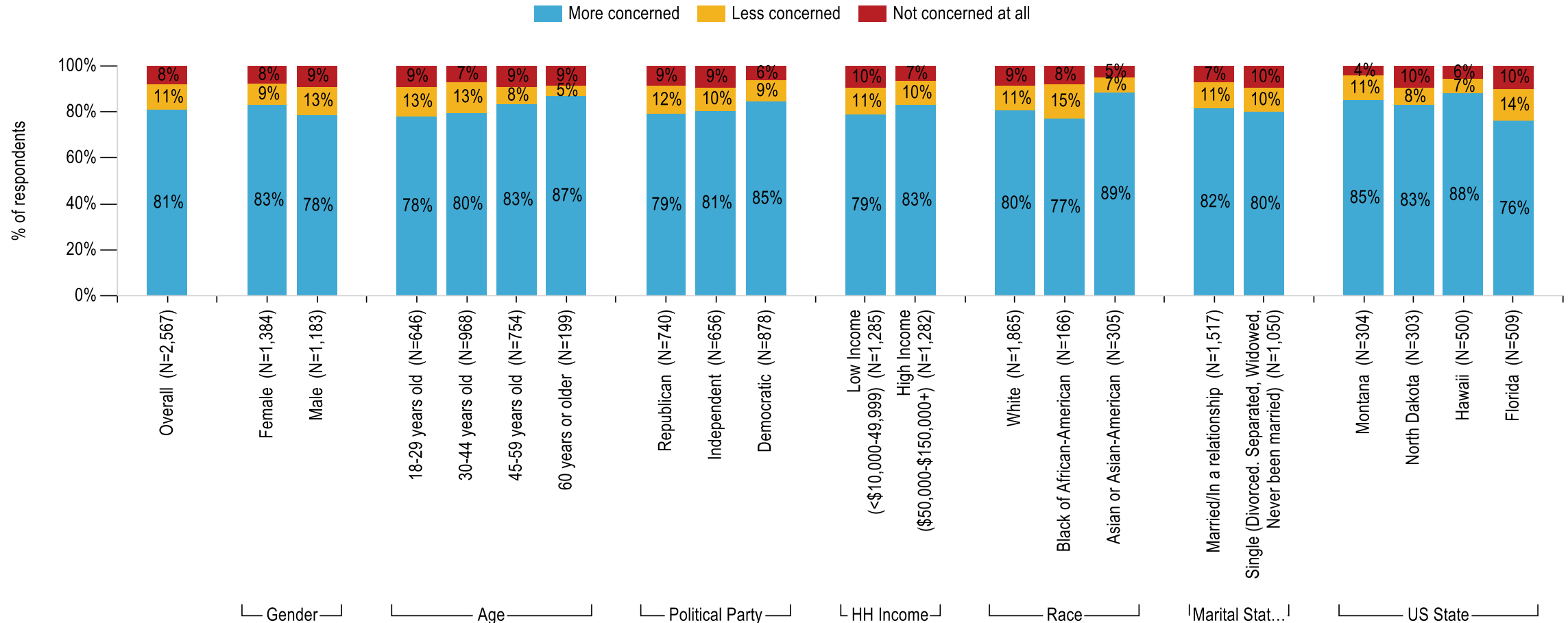
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(N=2,567)

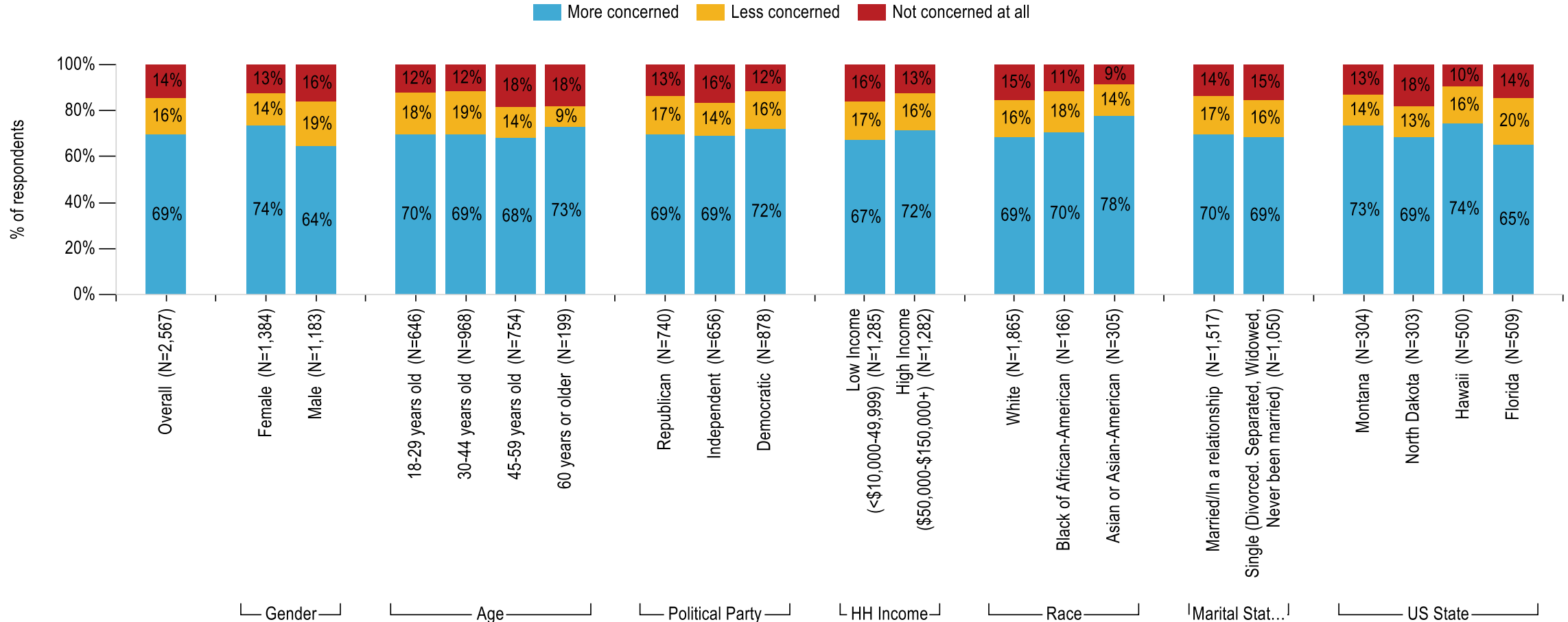
# Profile: The privacy of your information on the internet

Over the past few years, have you become more or less concerned about each of the following issues?



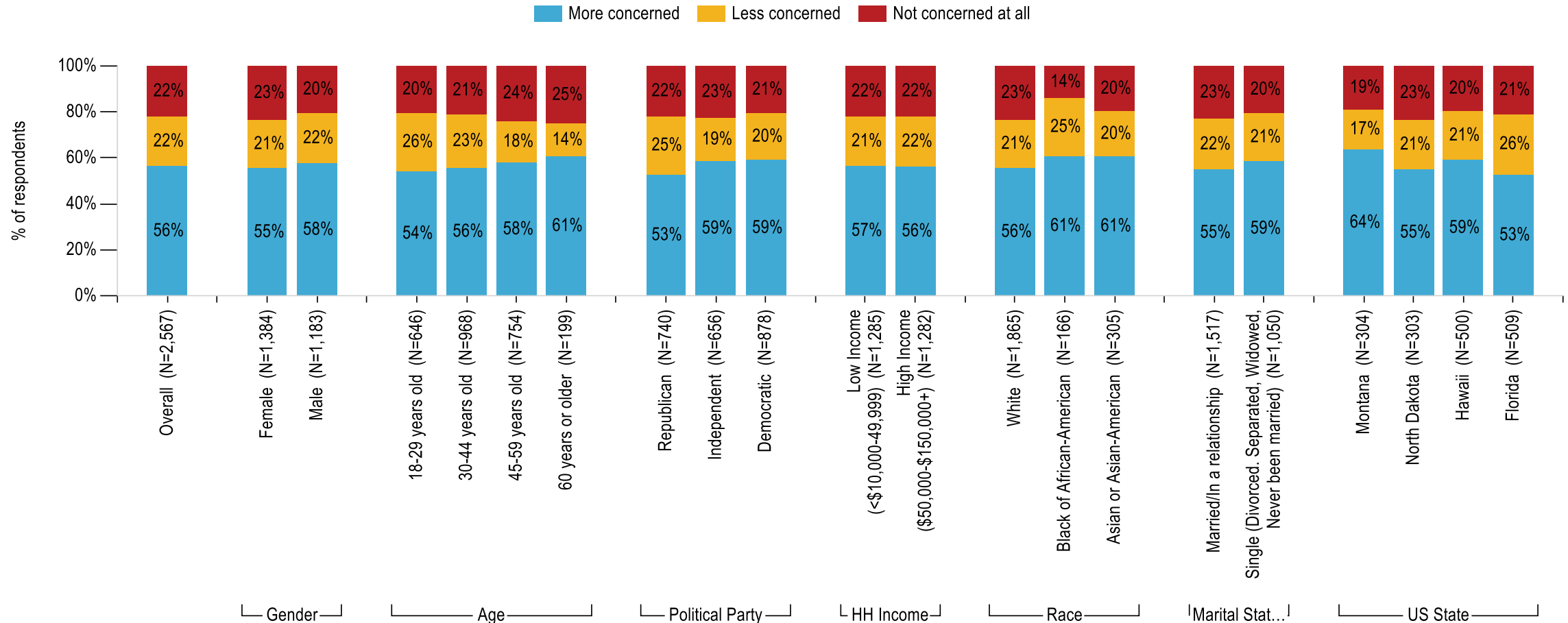
# Profile: The accuracy of the information you receive on the internet

Over the past few years, have you become more or less concerned about each of the following issues?



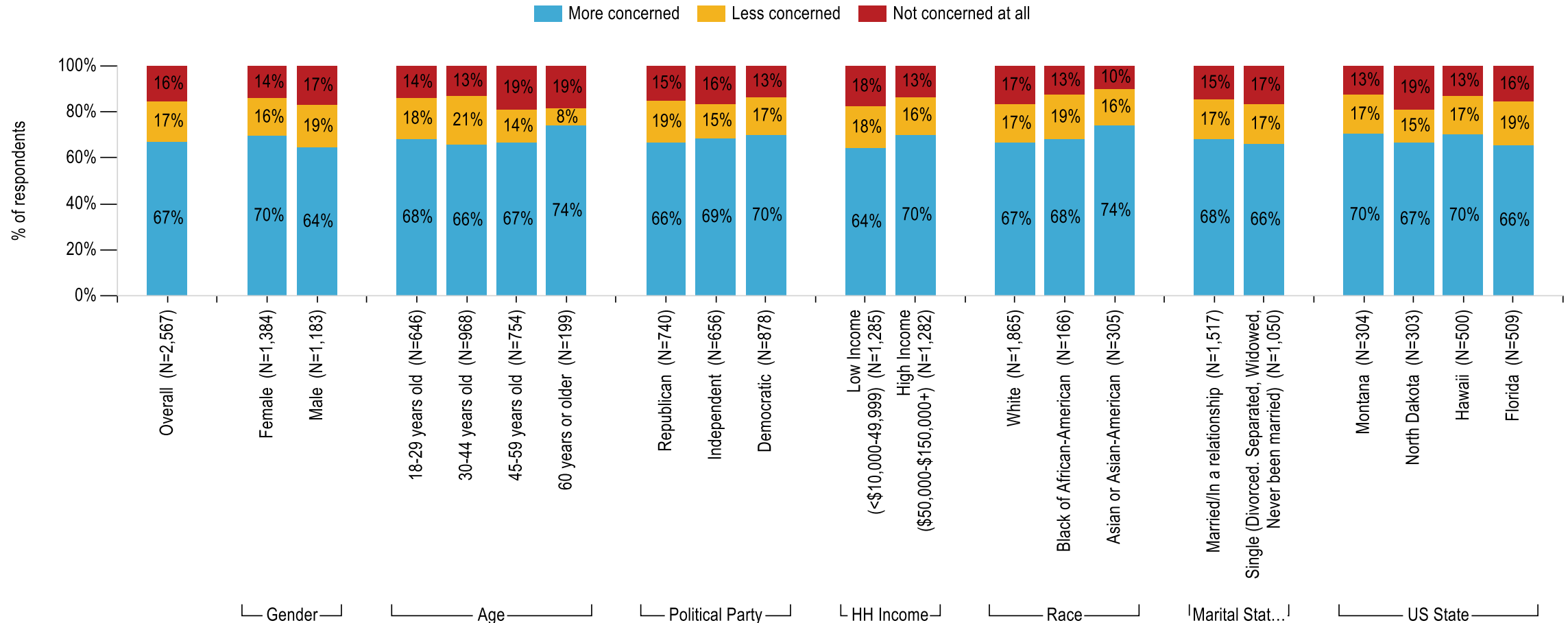
# Profile: Companies censoring information on the internet

Over the past few years, have you become more or less concerned about each of the following issues?



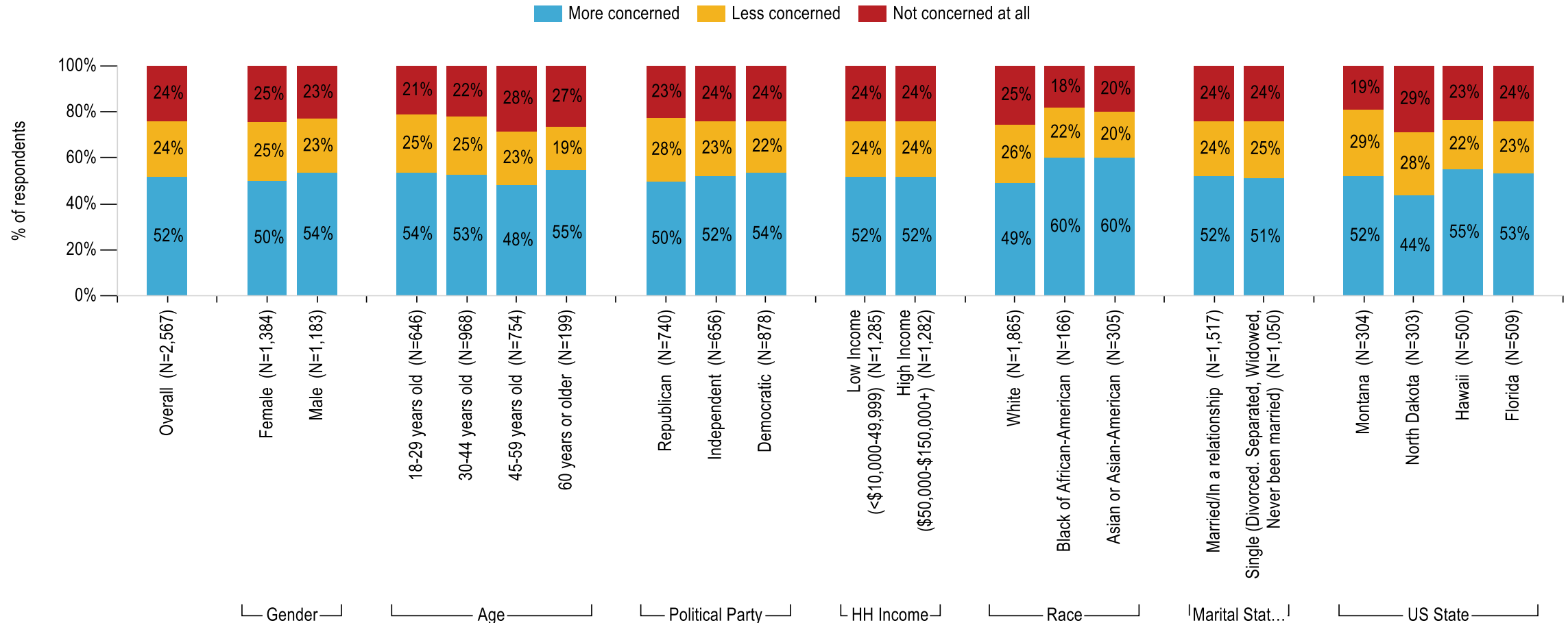
# Profile: The reliability of the information you get on the internet

Over the past few years, have you become more or less concerned about each of the following issues?



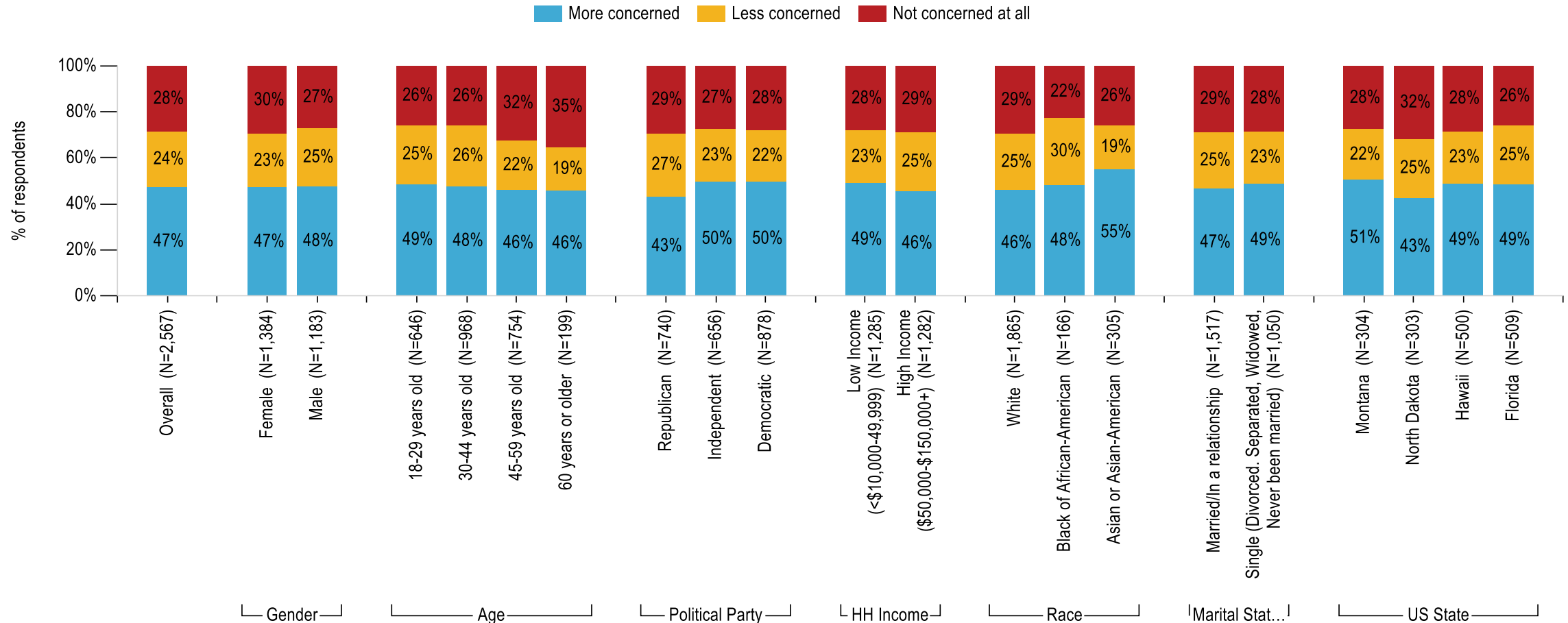
# Profile: The speed of the internet

Over the past few years, have you become more or less concerned about each of the following issues?



# Profile: The ability to access content and services on the internet

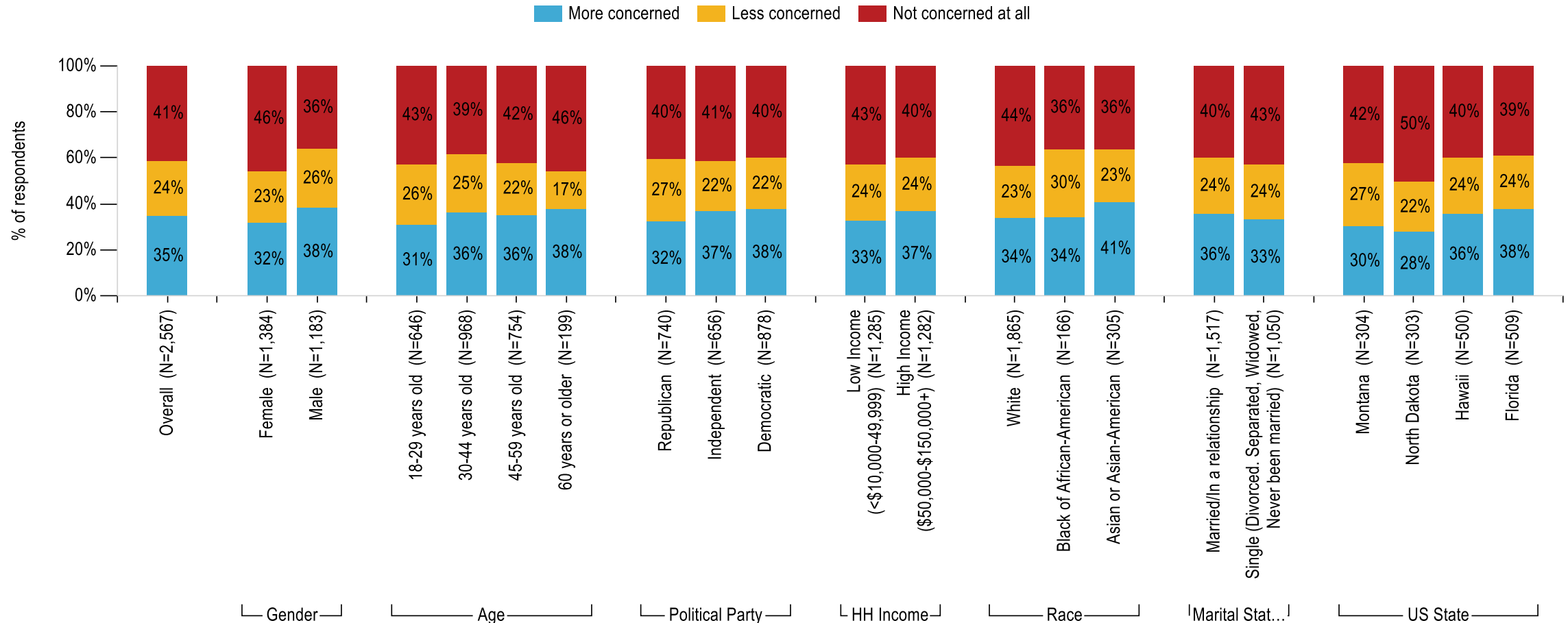
Over the past few years, have you become more or less concerned about each of the following issues?





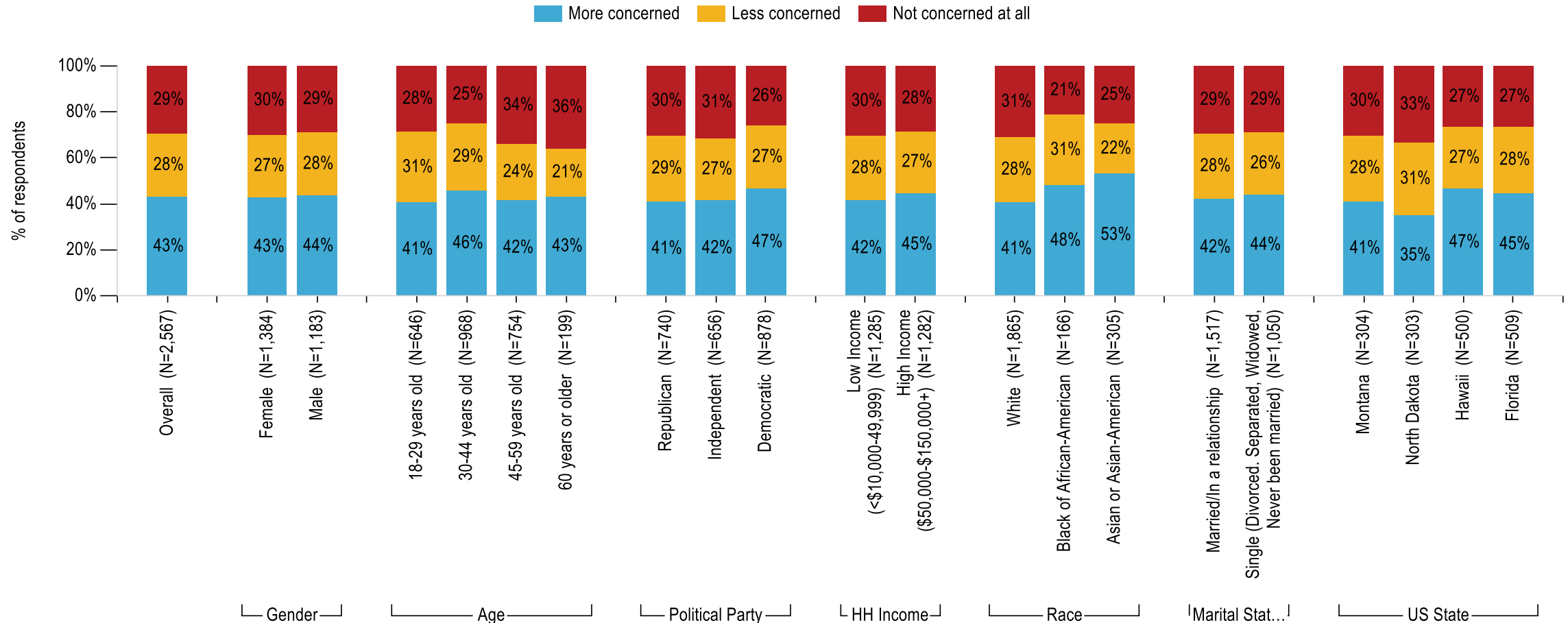
# Profile: Fast lanes (two types of broadband speed lanes)

Over the past few years, have you become more or less concerned about each of the following issues?



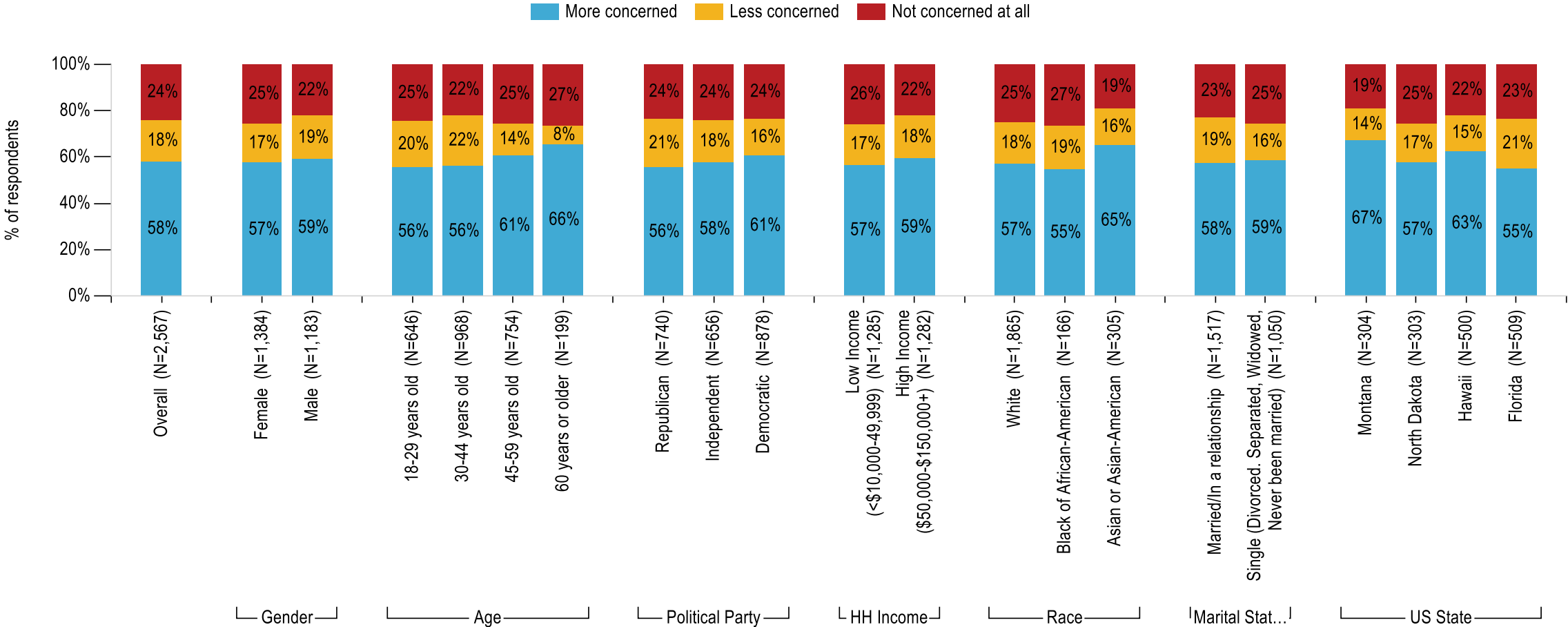
# Profile: Blocking (Blocked websites through firewalls)

Over the past few years, have you become more or less concerned about each of the following issues?



# Profile: Bandwidth throttling (the intentional slowing of Internet service by an Internet service provider)

Over the past few years, have you become more or less concerned about each of the following issues?



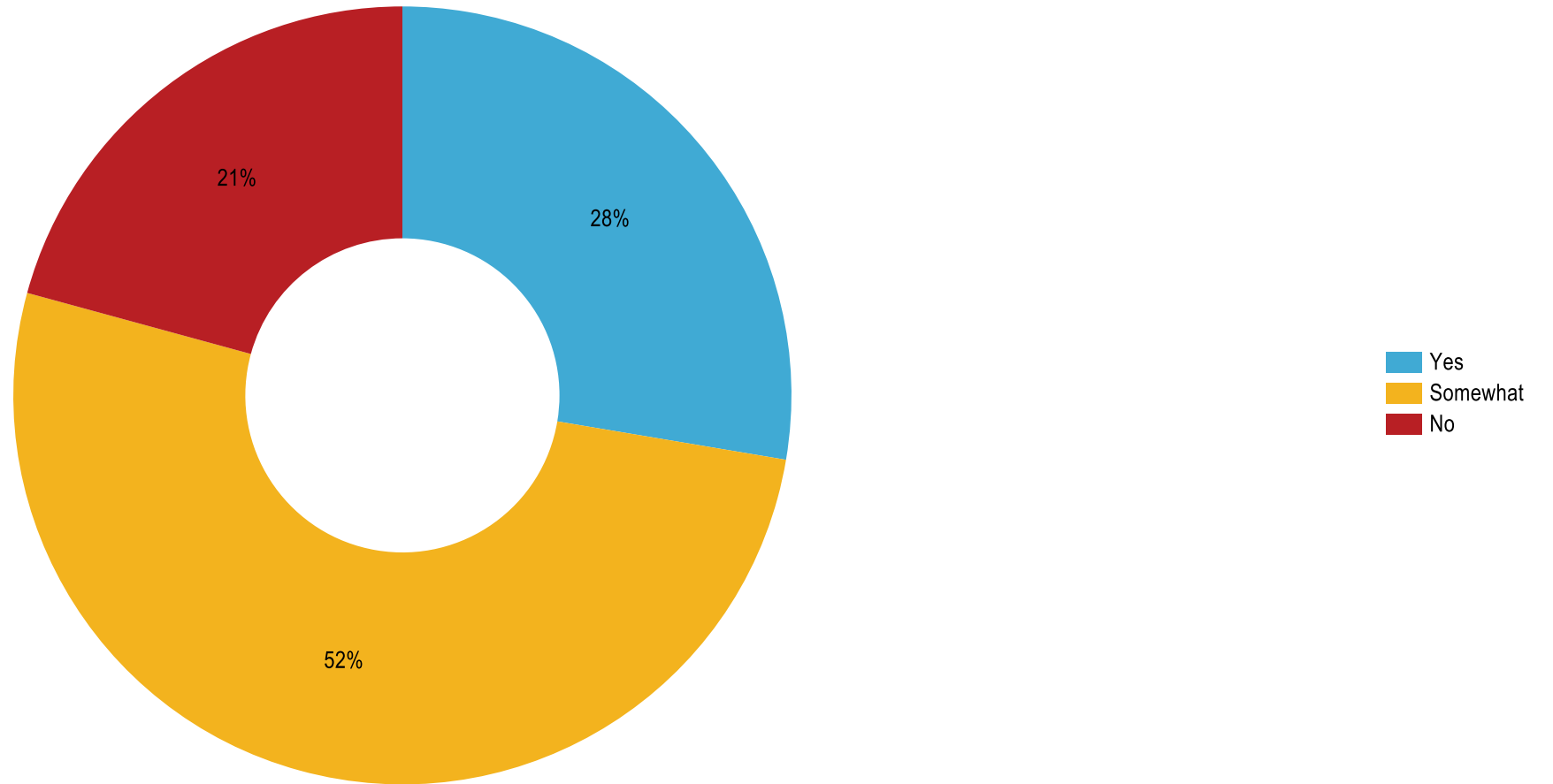
## *ISP and Privacy*

Question:

Generally speaking, do you believe that internet service providers, such as Comcast, Verizon and AT&T, respect the privacy of your personal information?

# ISP and Privacy

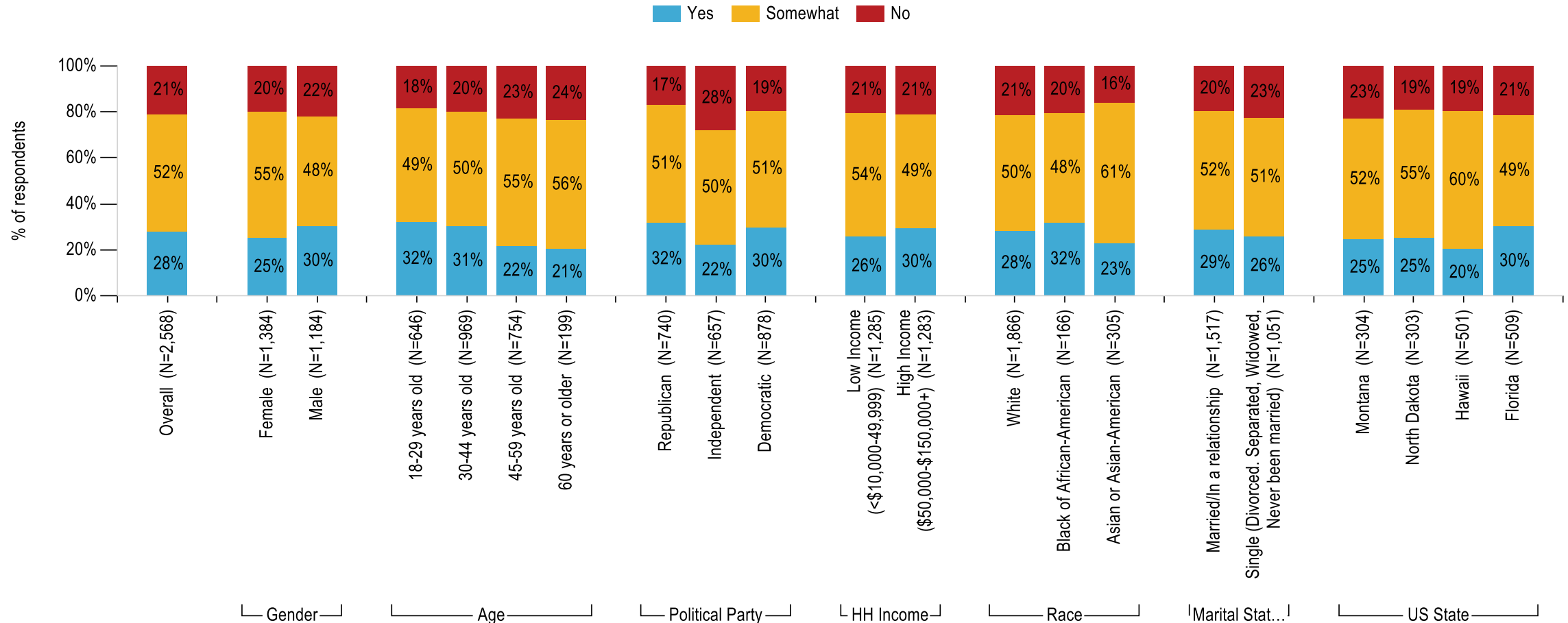
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(N=2,568)

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# *Brands and Privacy*

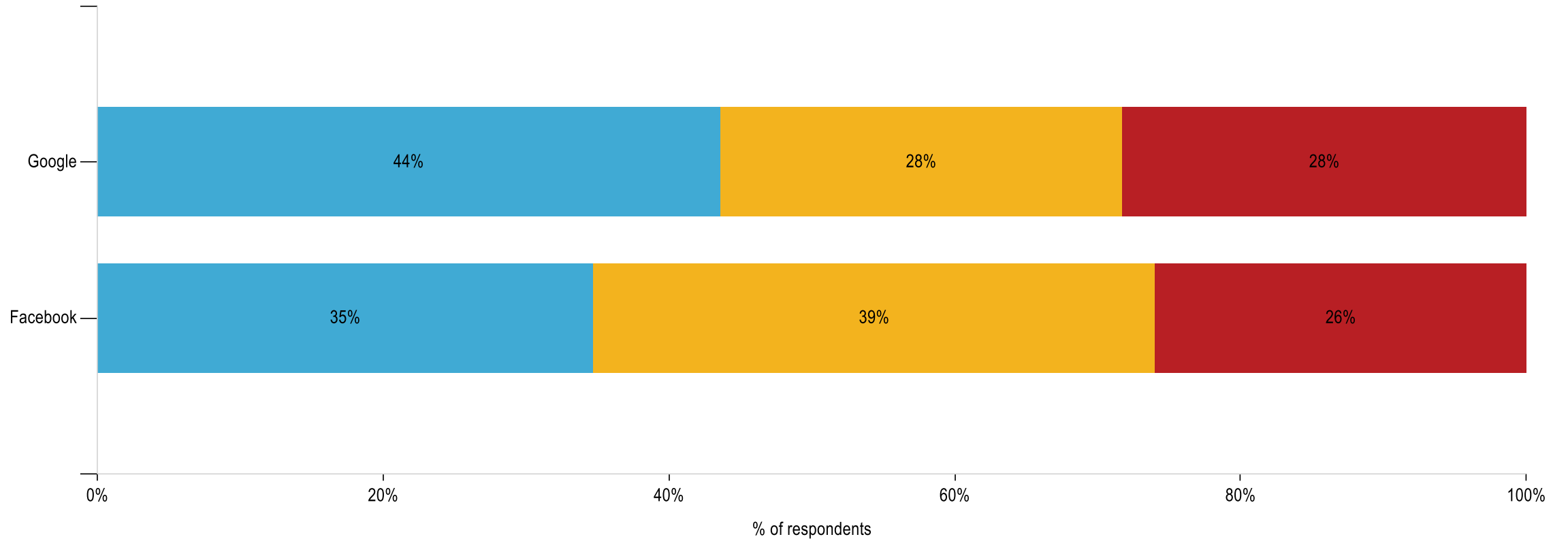
Question:

Generally speaking, do you believe the following companies respect the privacy of your personal information?

# Brands and Privacy

Generally speaking, do you believe the following companies respect the privacy of your personal information?

Yes No Unsure

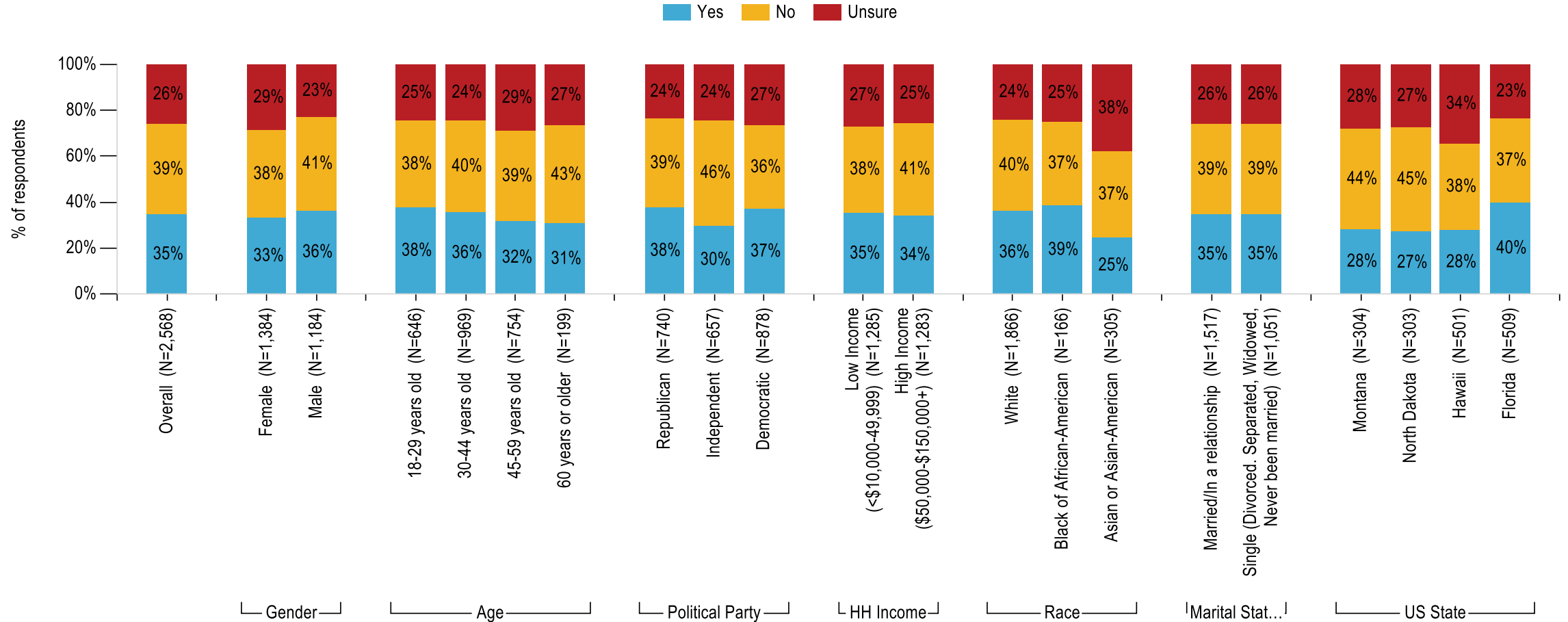


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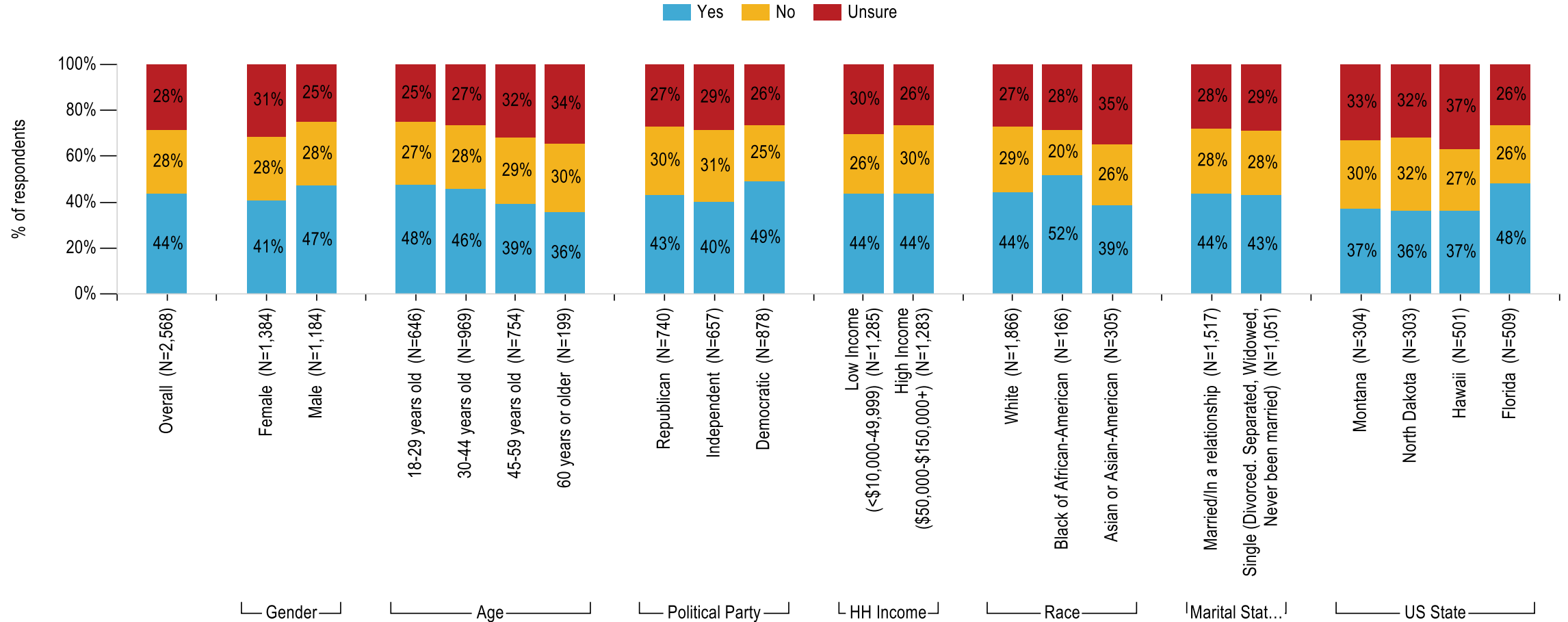
# Profile: Facebook

Generally speaking, do you believe the following companies respect the privacy of your personal information?



# Profile: Google

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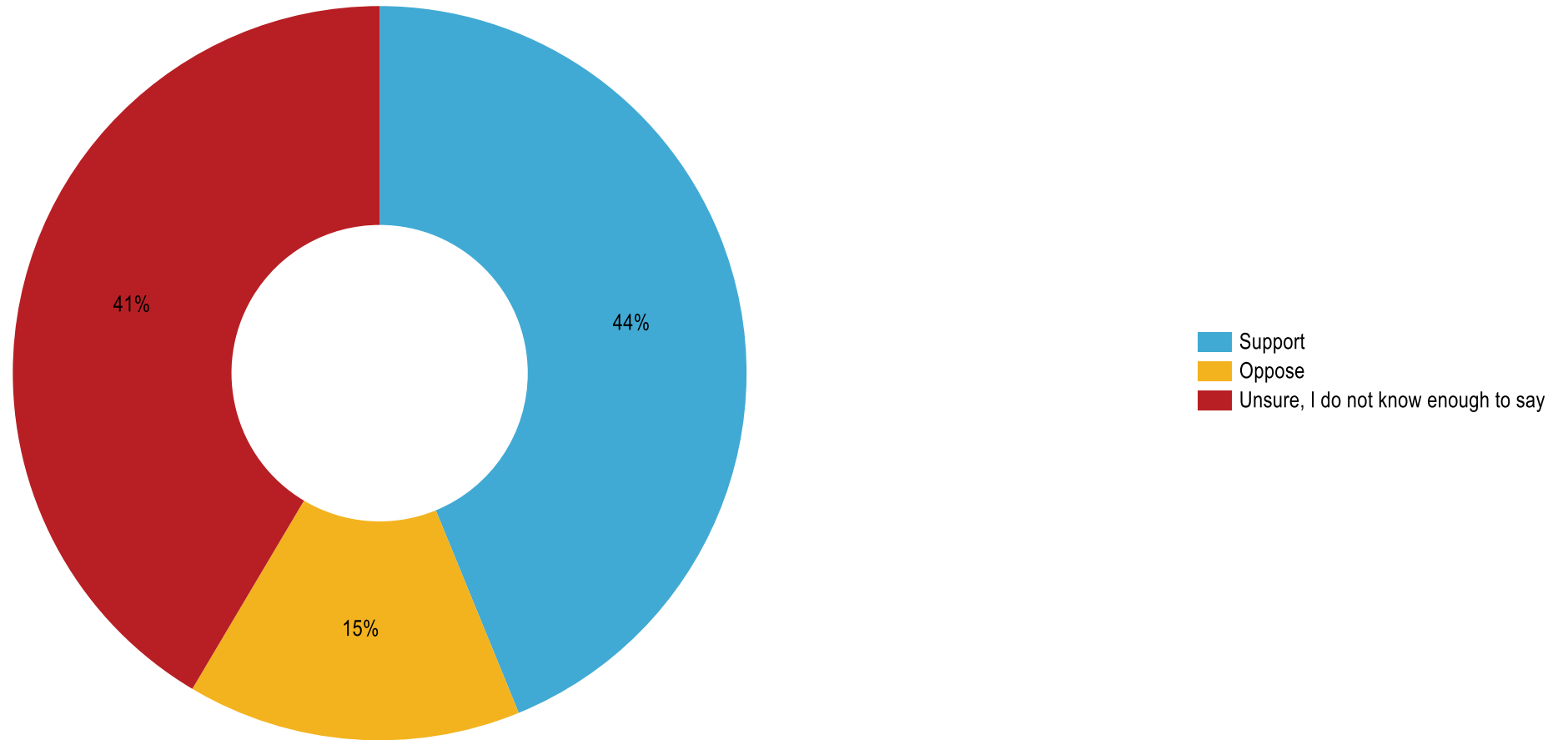
# *Net Neutrality*

Question:

What is your opinion of net neutrality?

# Net Neutrality

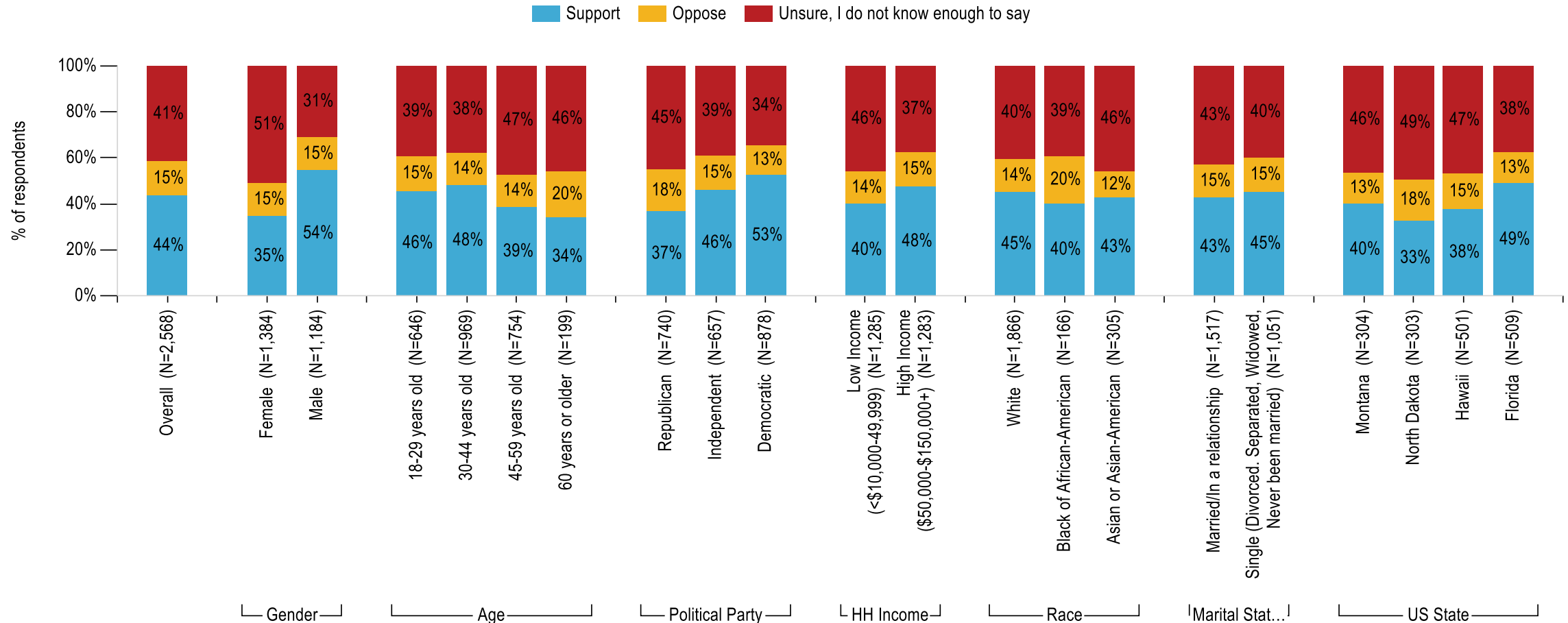
What is your opinion of net neutrality?



(N=2,568)

# Profile: Net Neutrality

What is your opinion of net neutrality?



# *Net Neutrality Stance*

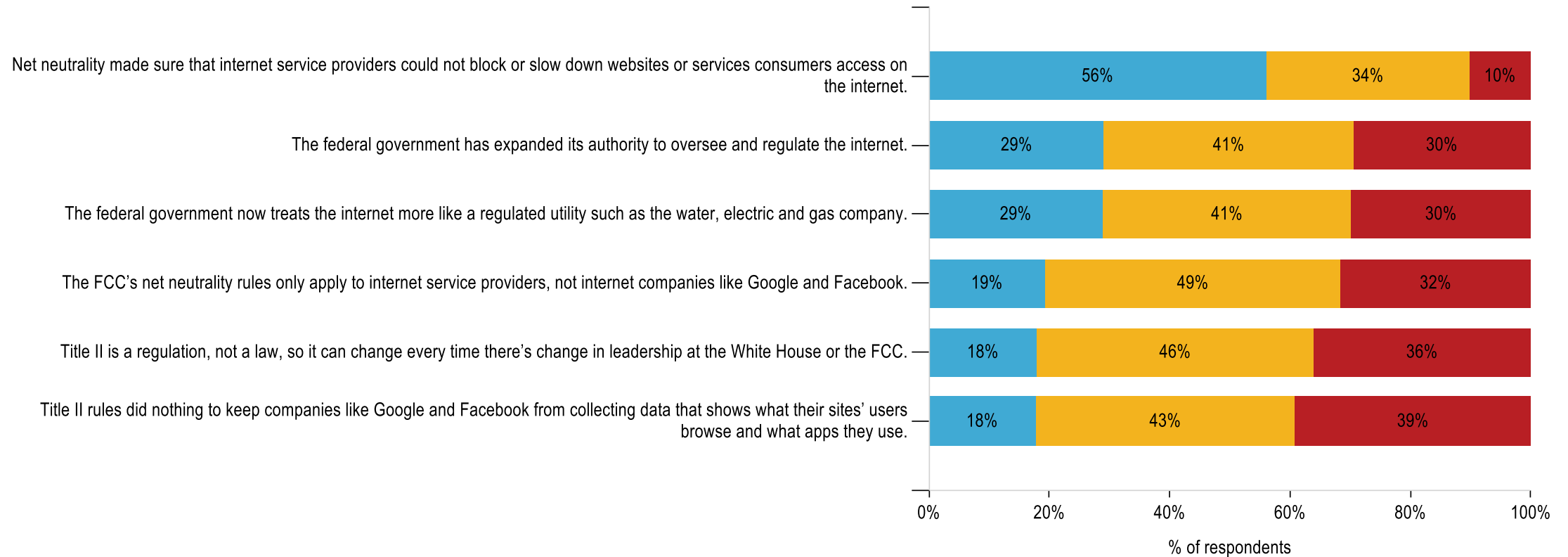
Question:

Please indicate if any of the following information changes your opinion on net neutrality.

# Net Neutrality Stance

Please indicate if any of the following information changes your opinion on net neutrality.

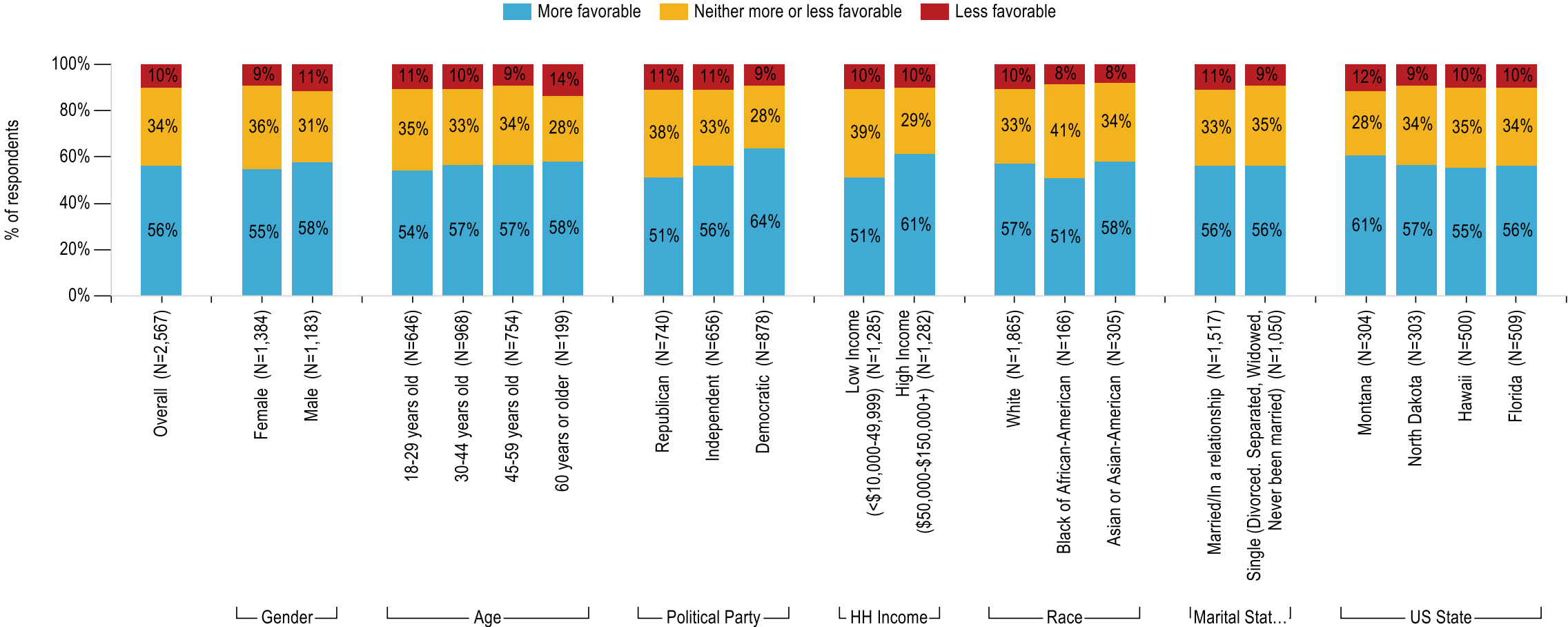
More favorable Neither more or less favorable Less favorable



(N=2,567)

# Profile: Net neutrality made sure that internet service providers could not block or slow down websites or services consumers access on the internet.

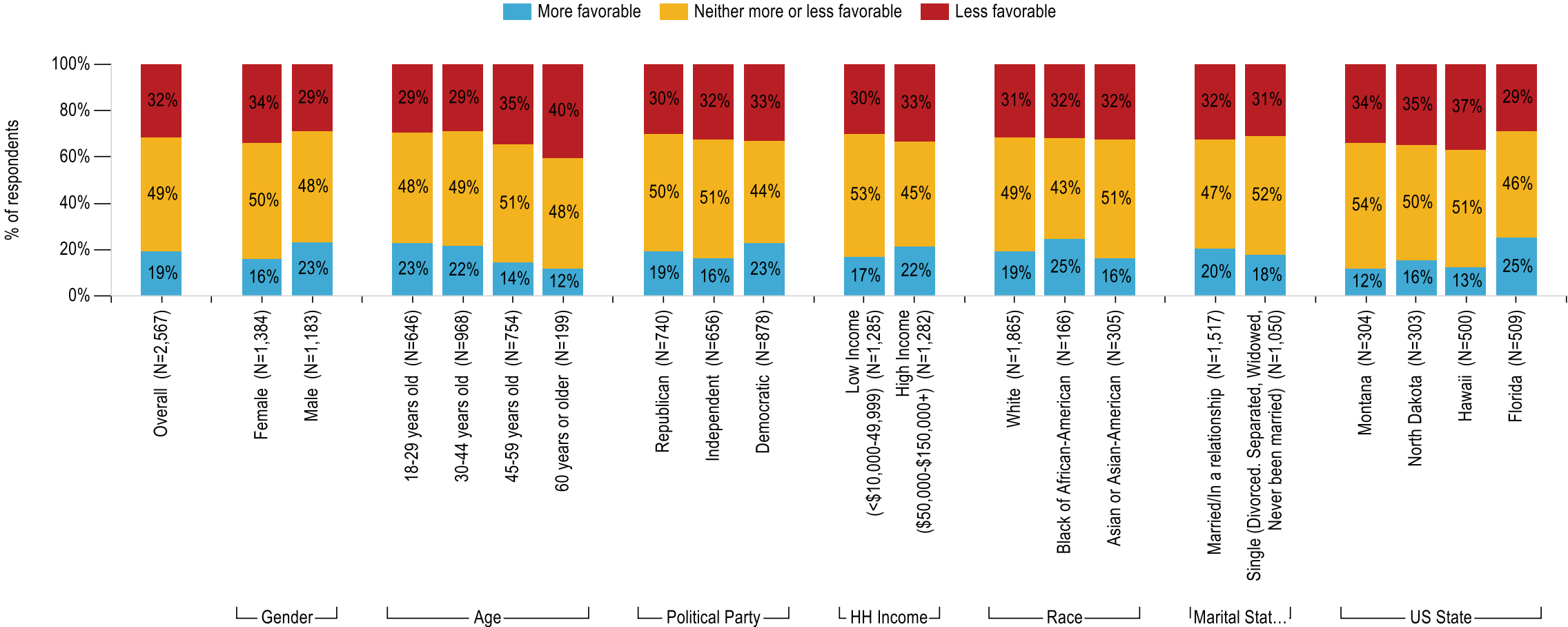
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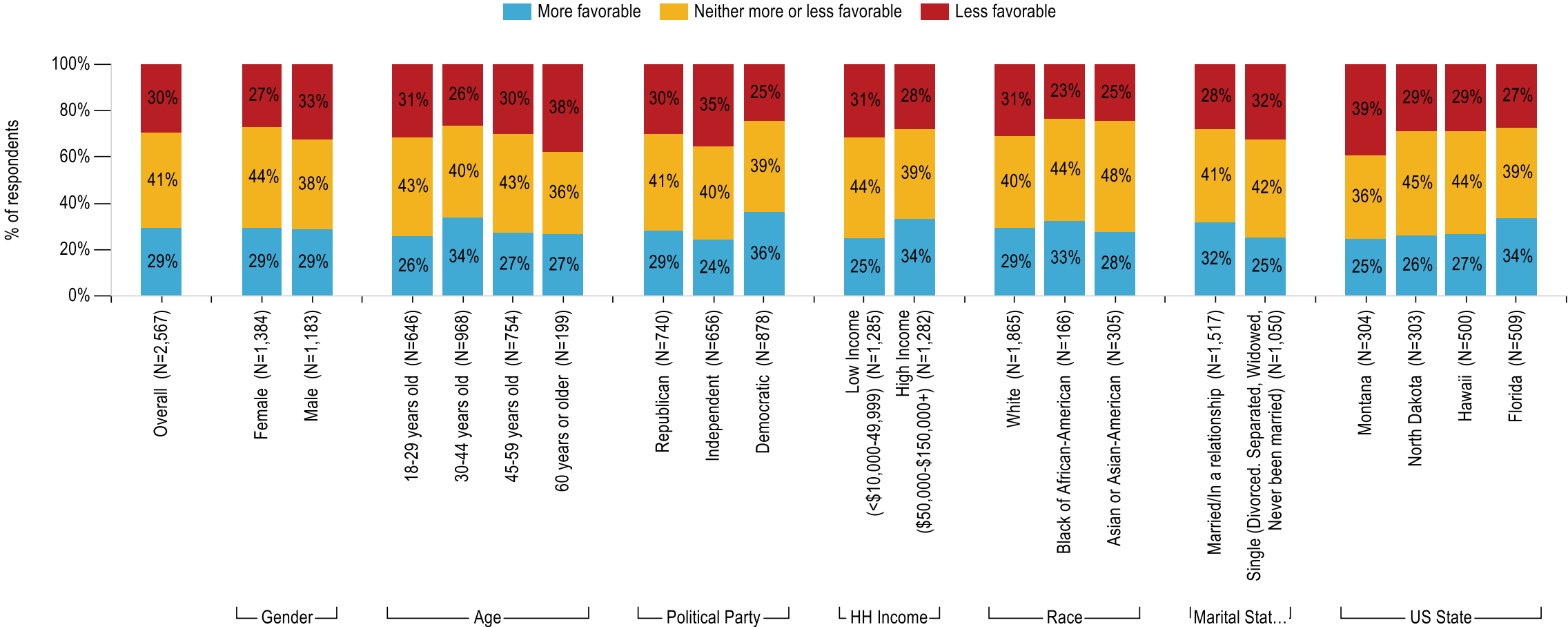
# Profile: The FCC's net neutrality rules only apply to internet service providers, not internet companies like Google and Facebook.

Please indicate if any of the following information changes your opinion on net neutrality.



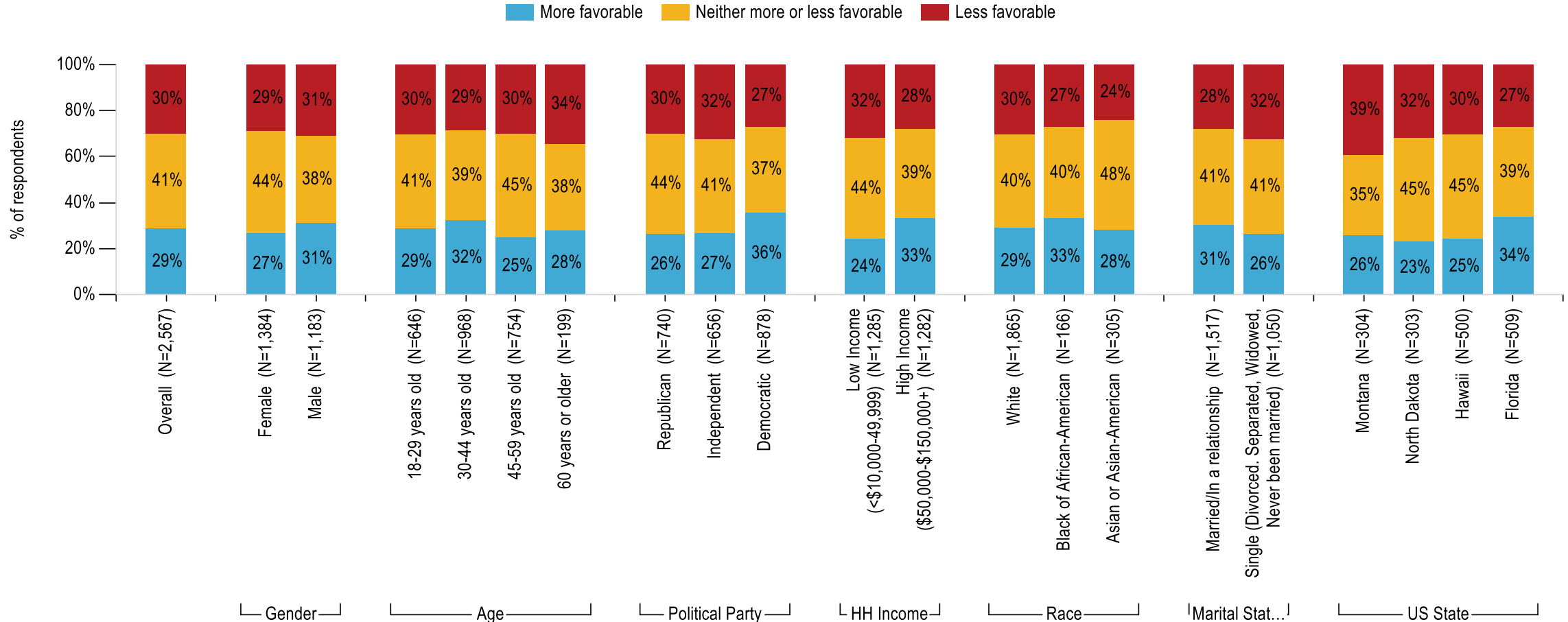
# Profile: The federal government has expanded its authority to oversee and regulate the internet.

Please indicate if any of the following information changes your opinion on net neutrality.



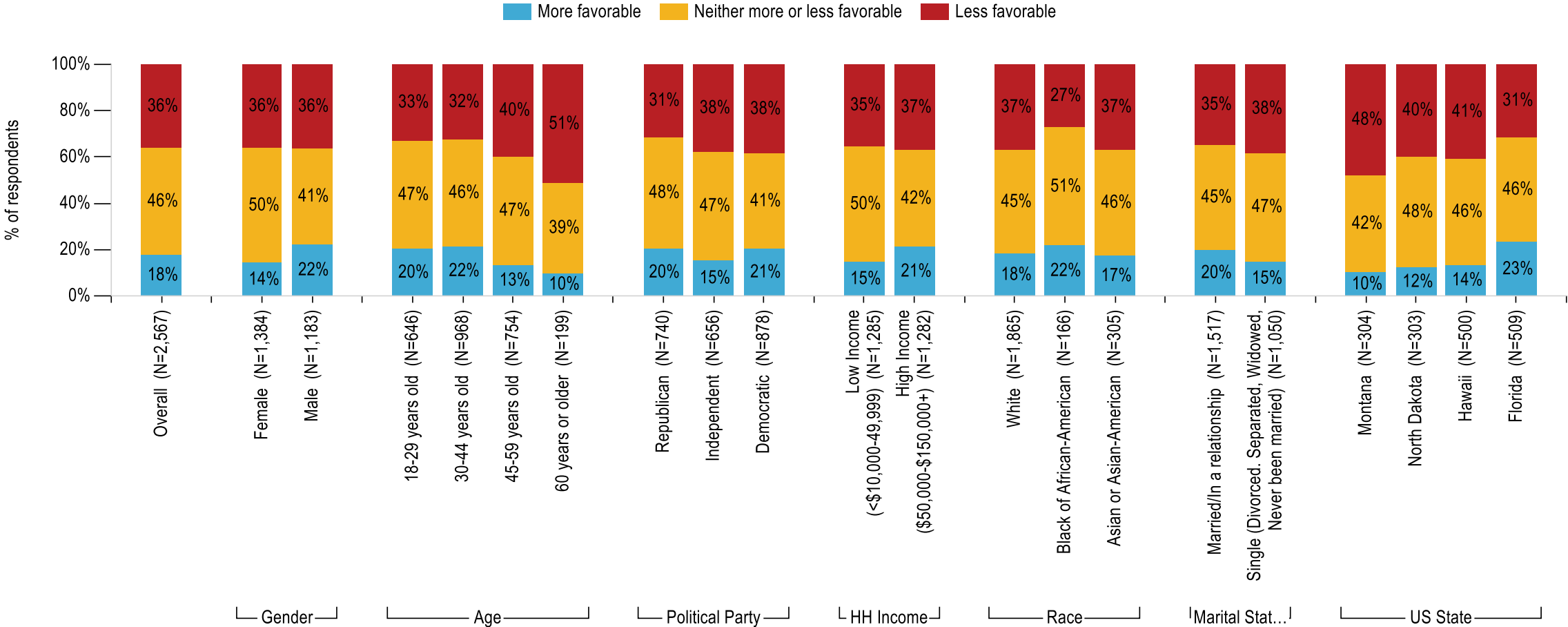
# Profile: The federal government now treats the internet more like a regulated utility such as the water, electric and gas company.

Please indicate if any of the following information changes your opinion on net neutrality.



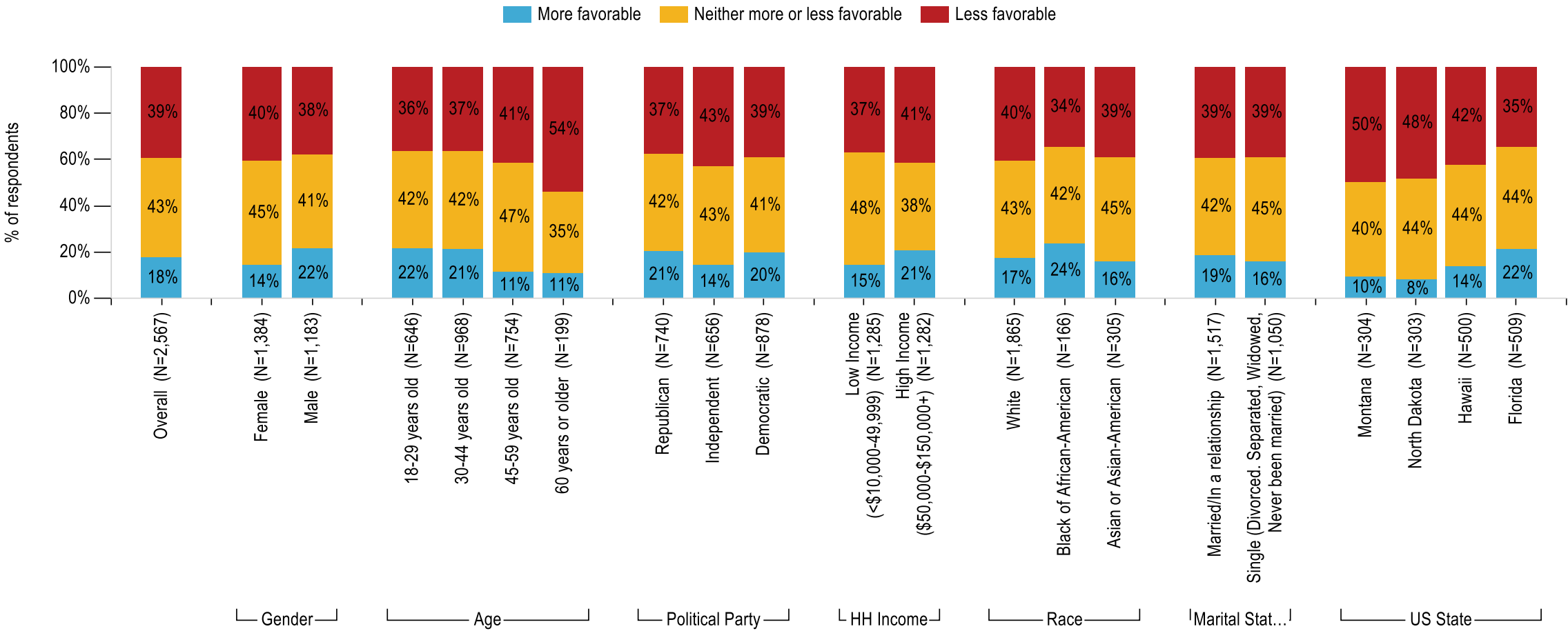
# Profile: Title II is a regulation, not a law, so it can change every time there's change in leadership at the White House or the FCC.

Please indicate if any of the following information changes your opinion on net neutrality.



# Profile: Title II rules did nothing to keep companies like Google and Facebook from collecting data that shows what their sites' users browse and what apps they use.

Please indicate if any of the following information changes your opinion on net neutrality.



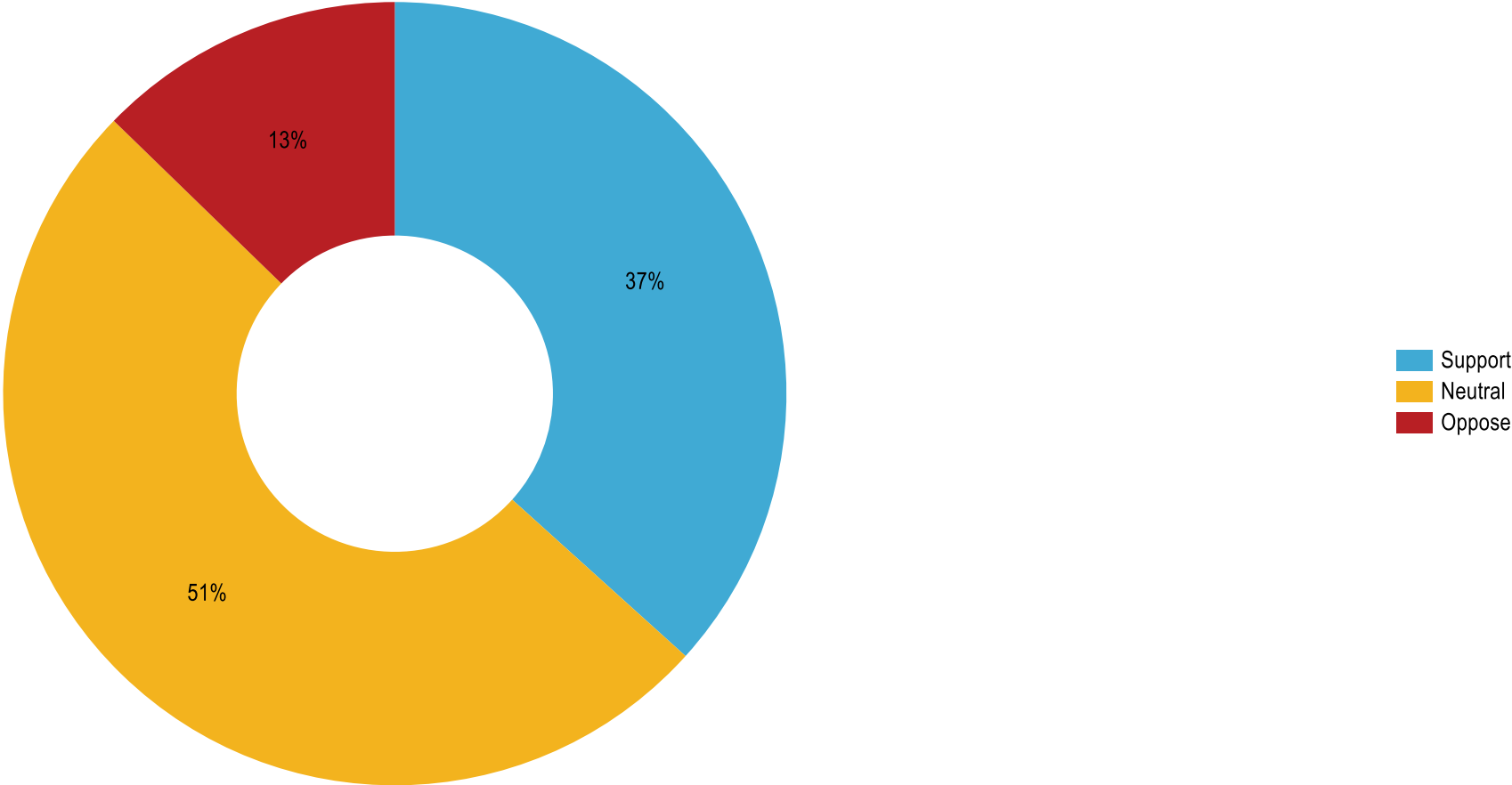
# *Support for Net Neutrality*

Question:

After reading through the information in the prior question, what is your stance on net neutrality?

# Support for Net Neutrality

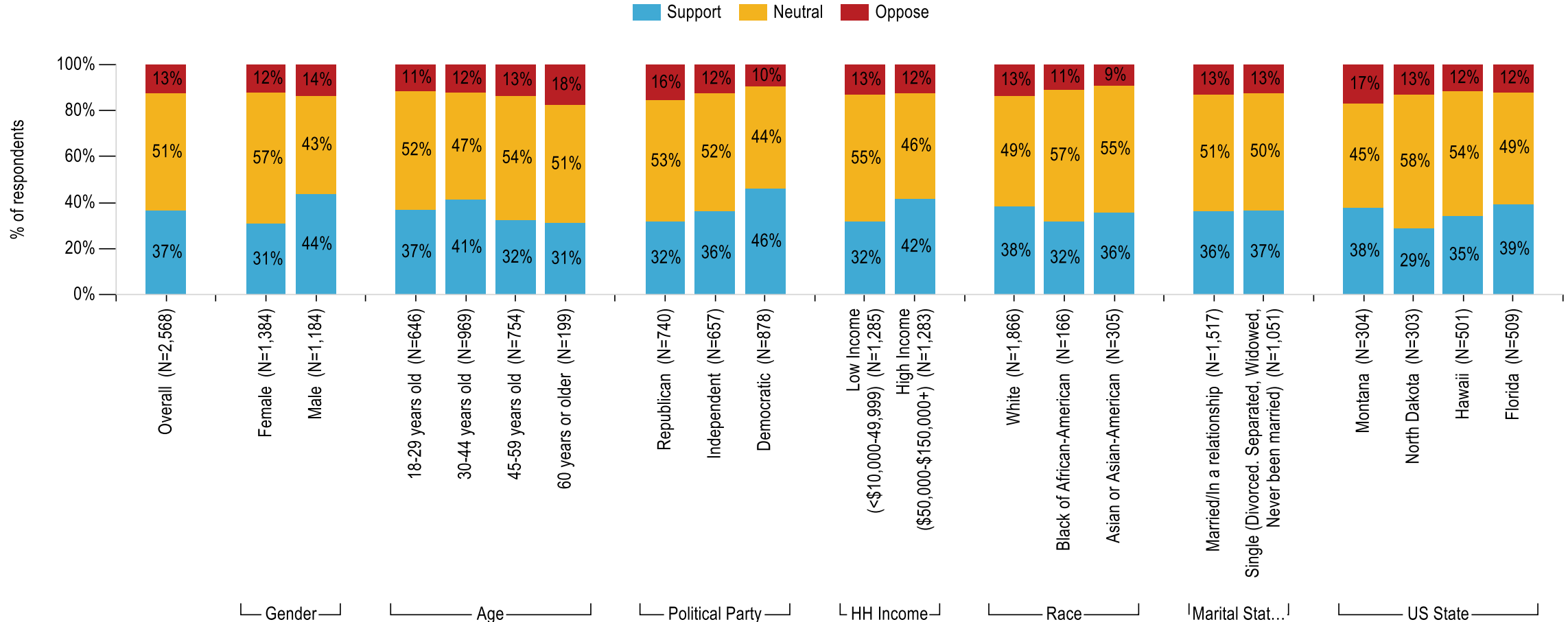
After reading through the information in the prior question, what is your stance on net neutrality?



(N=2,568)

# Profile: Support for Net Neutrality

After reading through the information in the prior question, what is your stance on net neutrality?





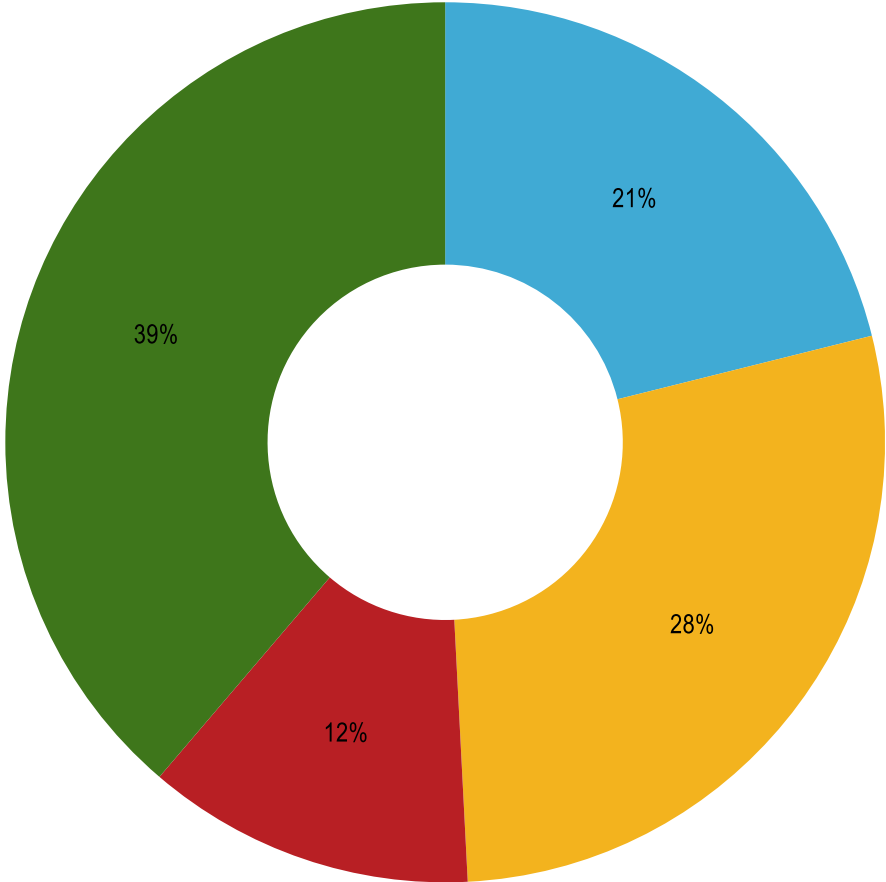
# *Support for Title II*

Question:

Do you support or oppose Title II?

# Support for Title II

Do you support or oppose Title II?

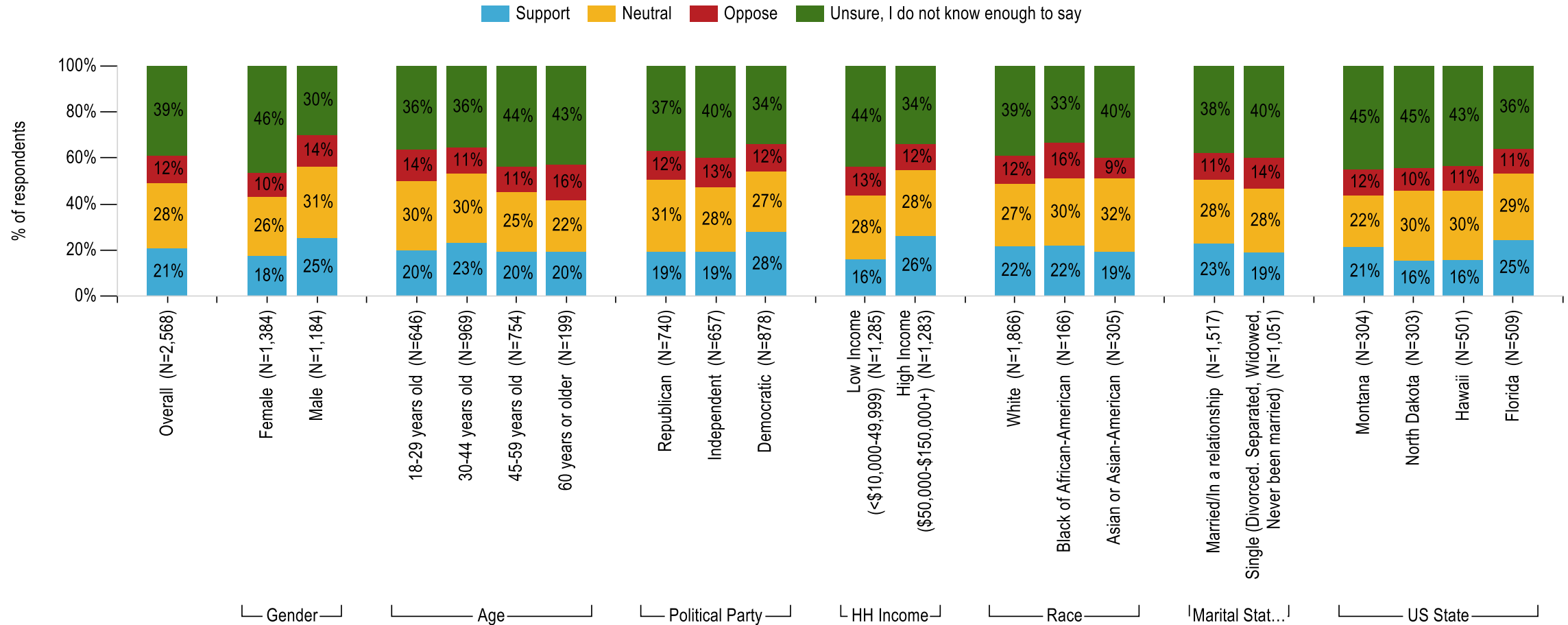


- Support
- Neutral
- Oppose
- Unsure, I do not know enough to say

(N=2,568)

# Profile: Support for Title II

Do you support or oppose Title II?



# *Next Steps*

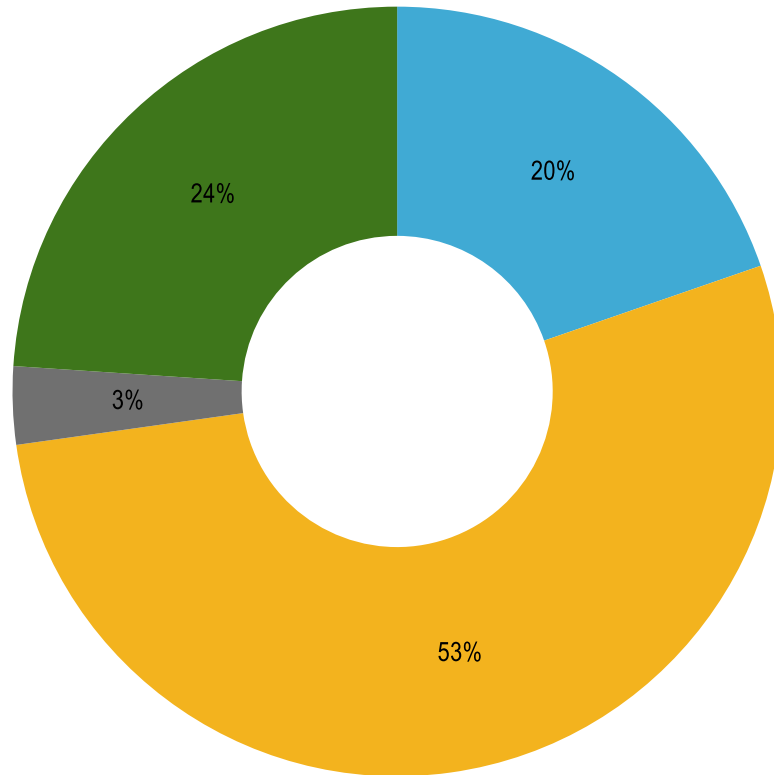
Question:

Which one of the following comes closest to your opinion about what should happen next?

# Next Steps

Which one of the following comes closest to your opinion about what should happen next?

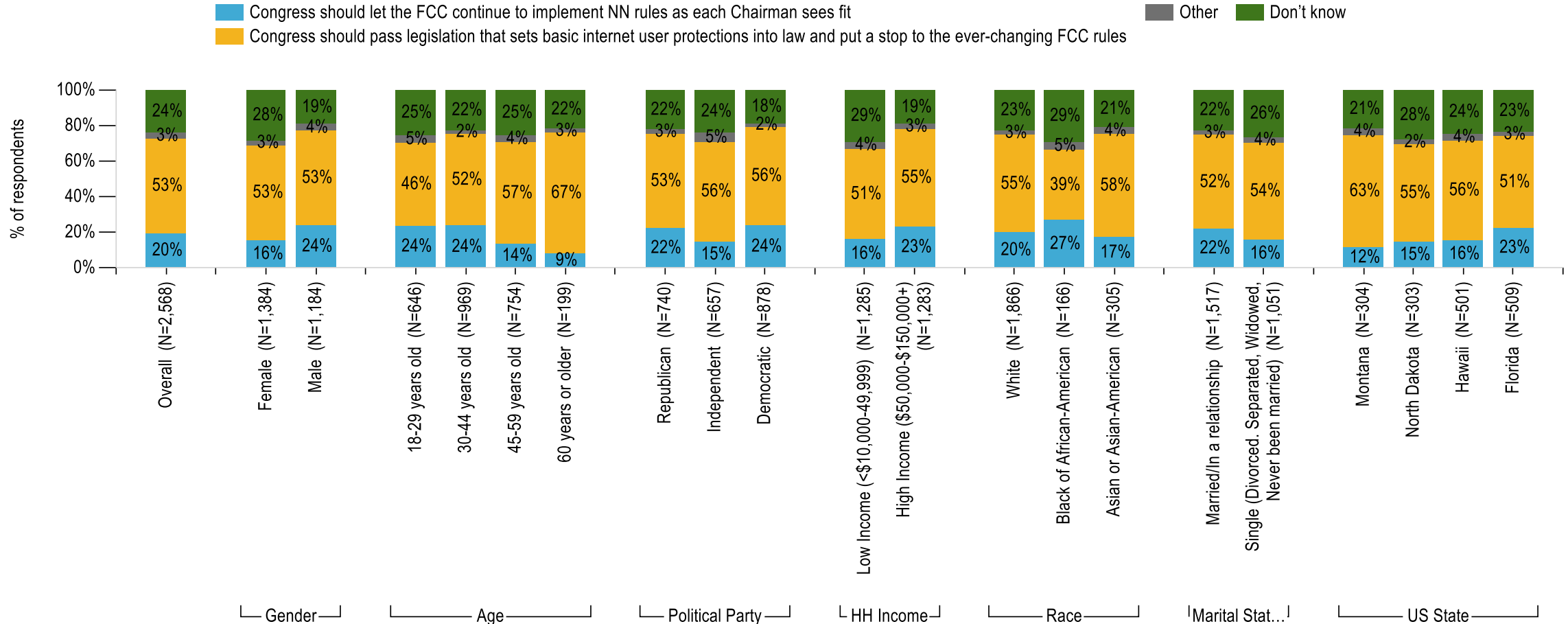
- Congress should let the FCC continue to implement NN rules as each Chairman sees fit
- Congress should pass legislation that sets basic internet user protections into law and put a stop to the ever-changing FCC rules
- Other
- Don't know



(N=2,568)

# Profile: Next Steps

Which one of the following comes closest to your opinion about what should happen next?



# *ISP Perceptions*

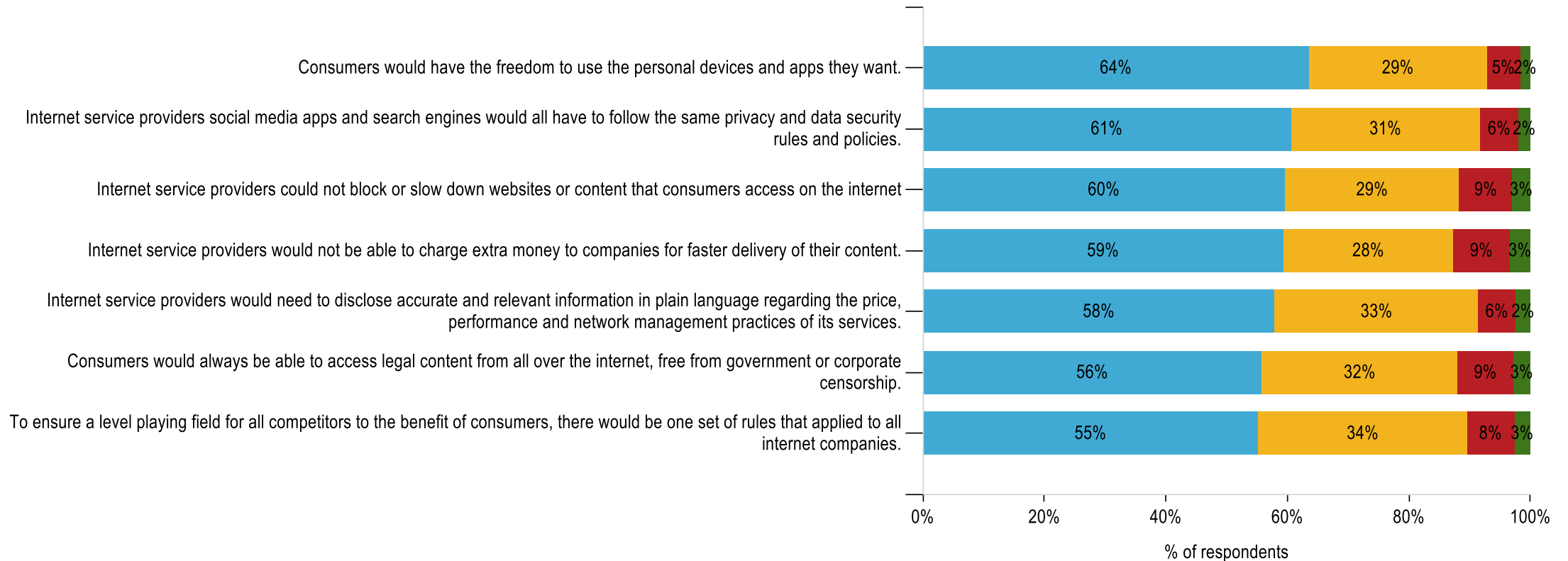
Question:

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:

# ISP Perceptions

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:

■ Strongly approve
 ■ Somewhat approve
 ■ Somewhat disapprove
 ■ Strongly disapprove

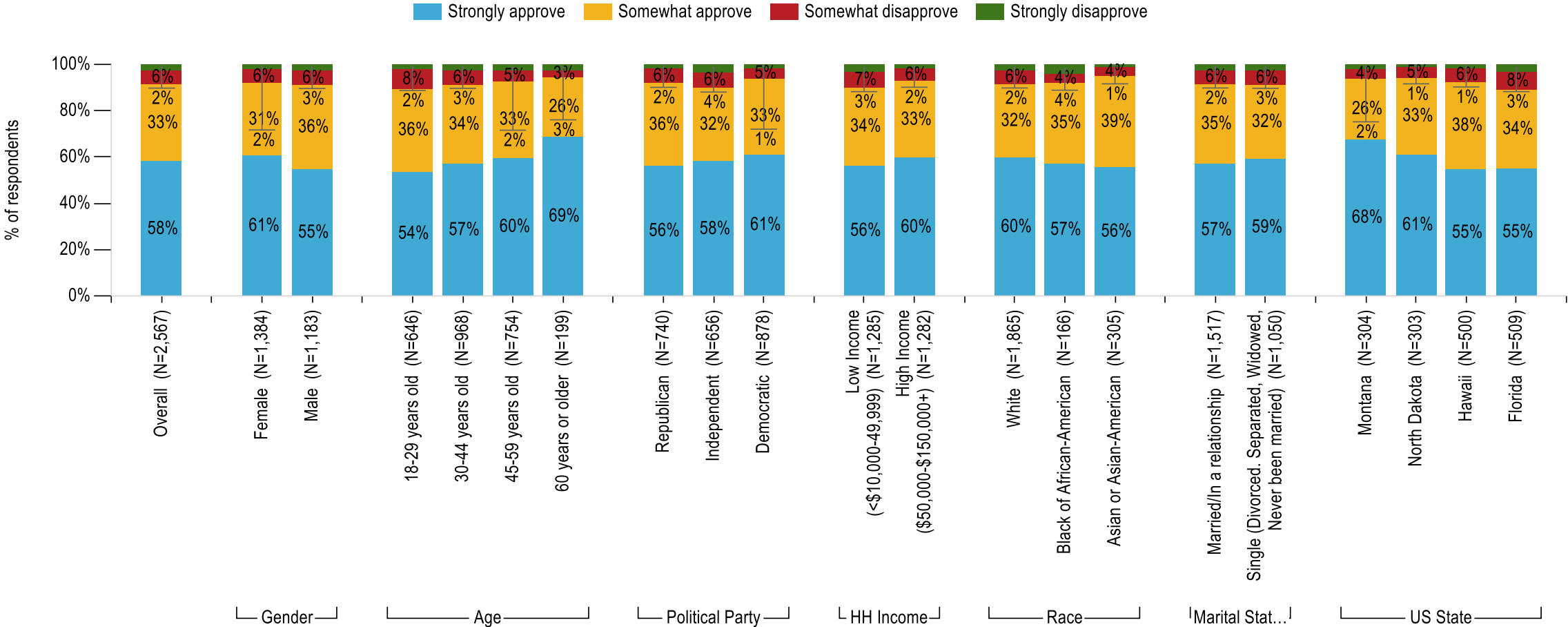


(N=2,567)



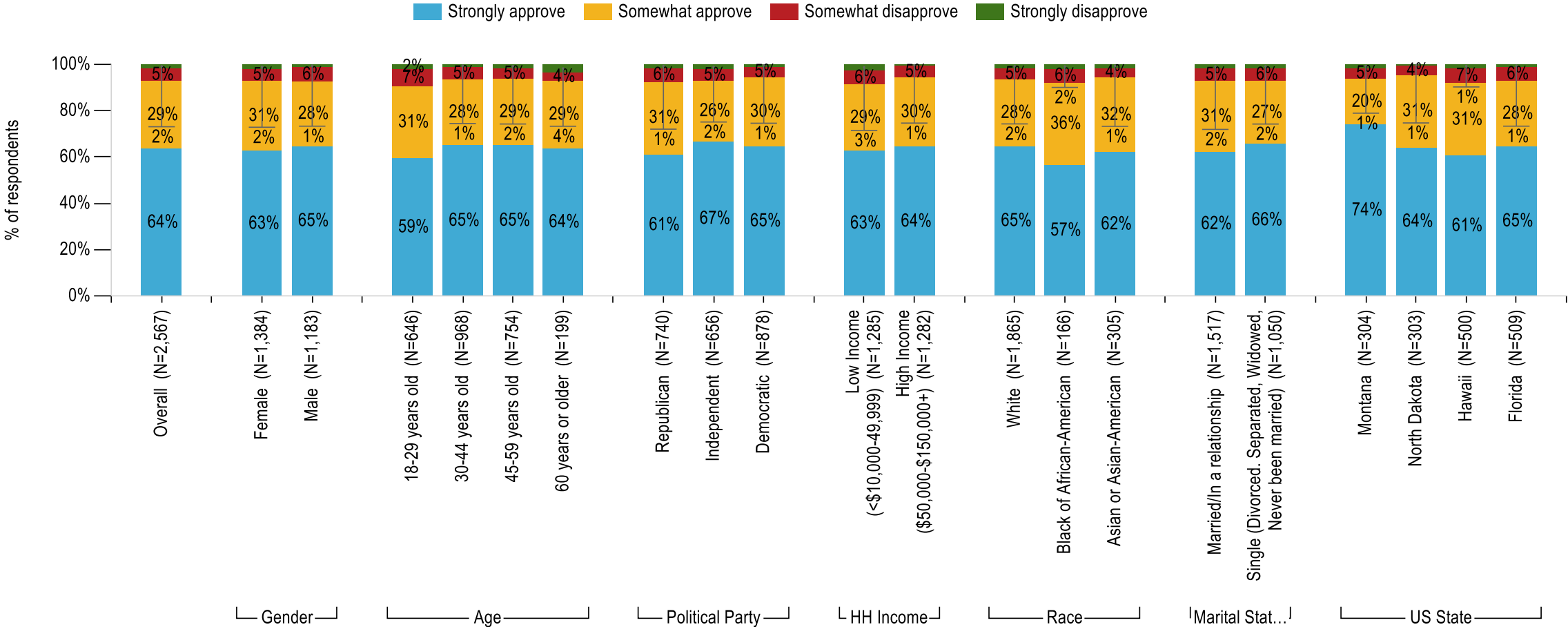
# Profile: Internet service providers would need to disclose accurate and relevant information in plain language regarding the price, performance and network management practices of its services.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



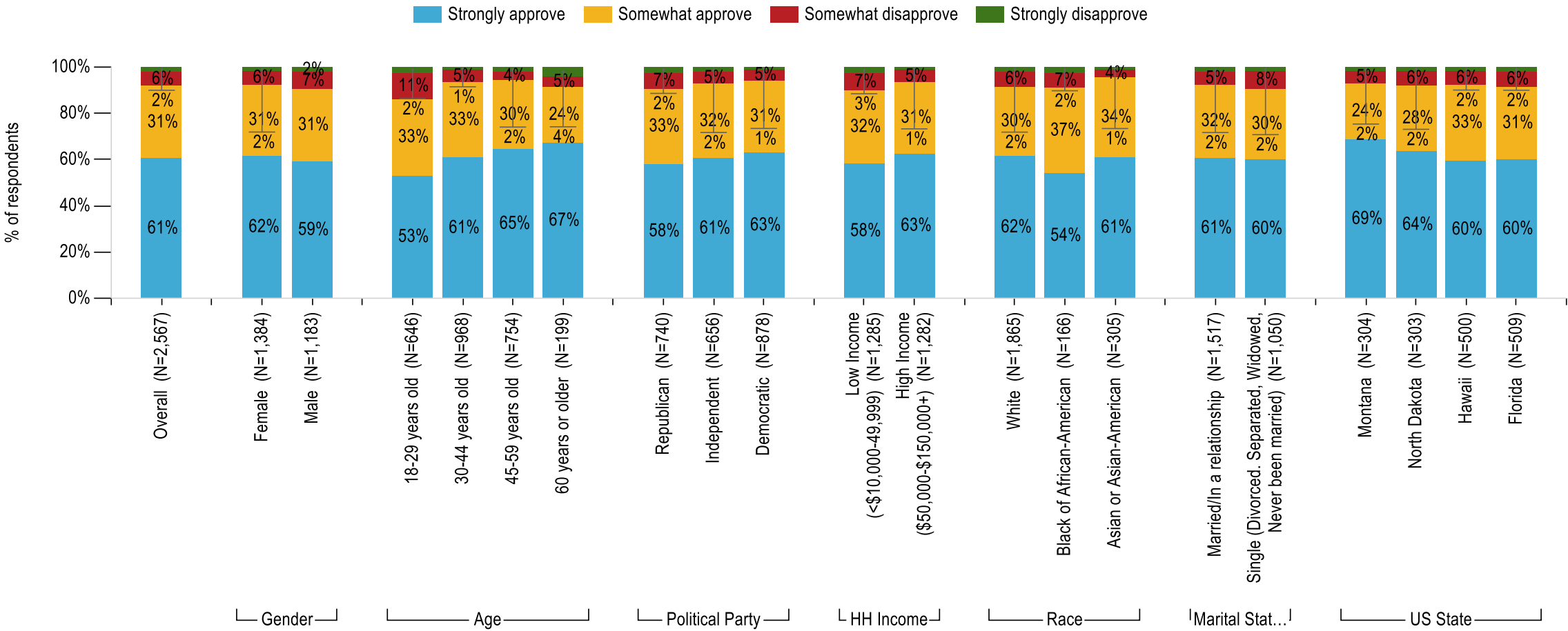
# Profile: Consumers would have the freedom to use the personal devices and apps they want.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



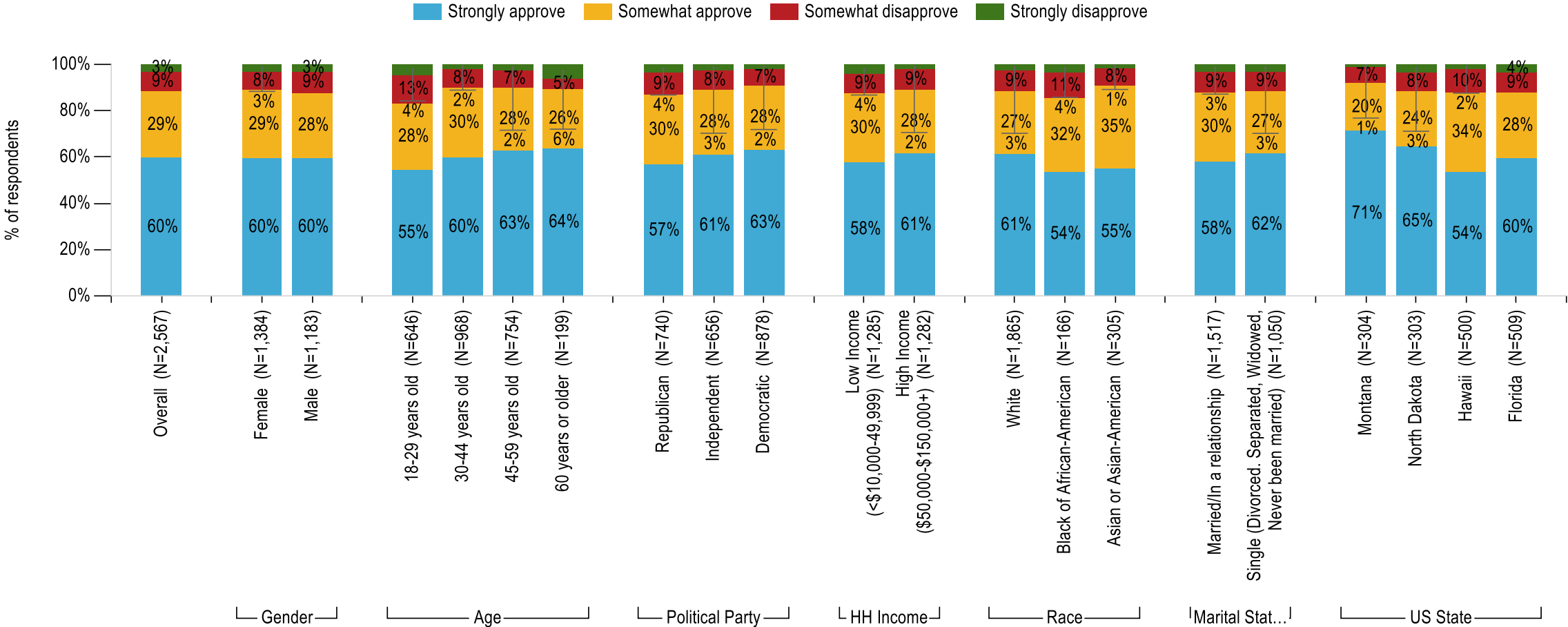
# Profile: Internet service providers social media apps and search engines would all have to follow the same privacy and data security rules and policies.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



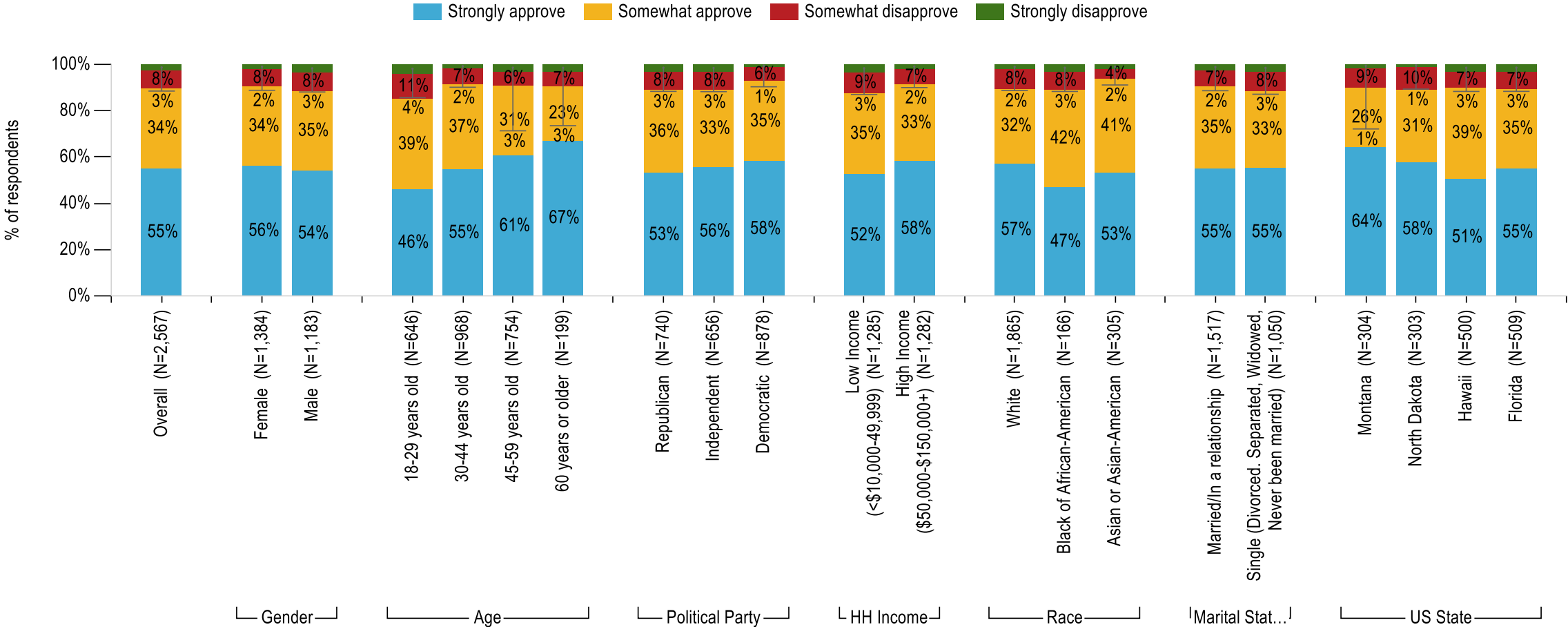
# Profile: Internet service providers could not block or slow down websites or content that consumers access on the internet

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



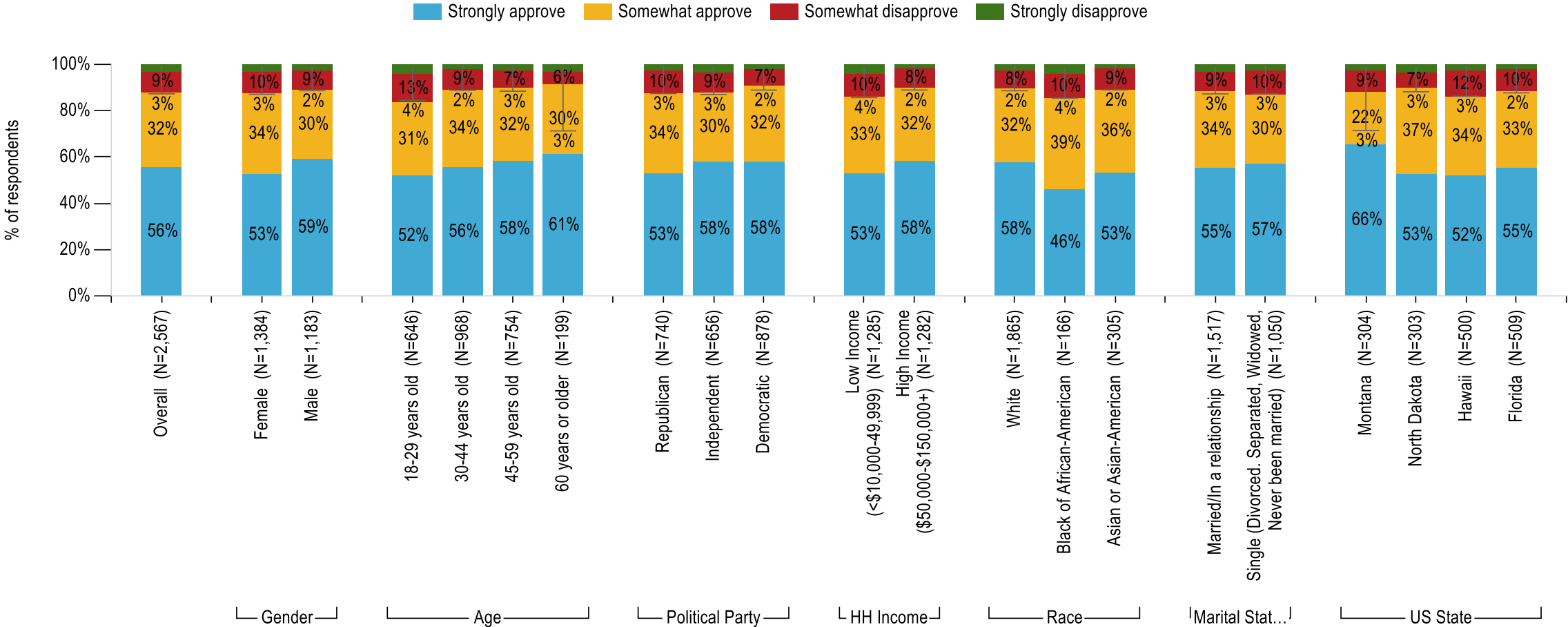
# Profile: To ensure a level playing field for all competitors to the benefit of consumers, there would be one set of rules that applied to all internet companies.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



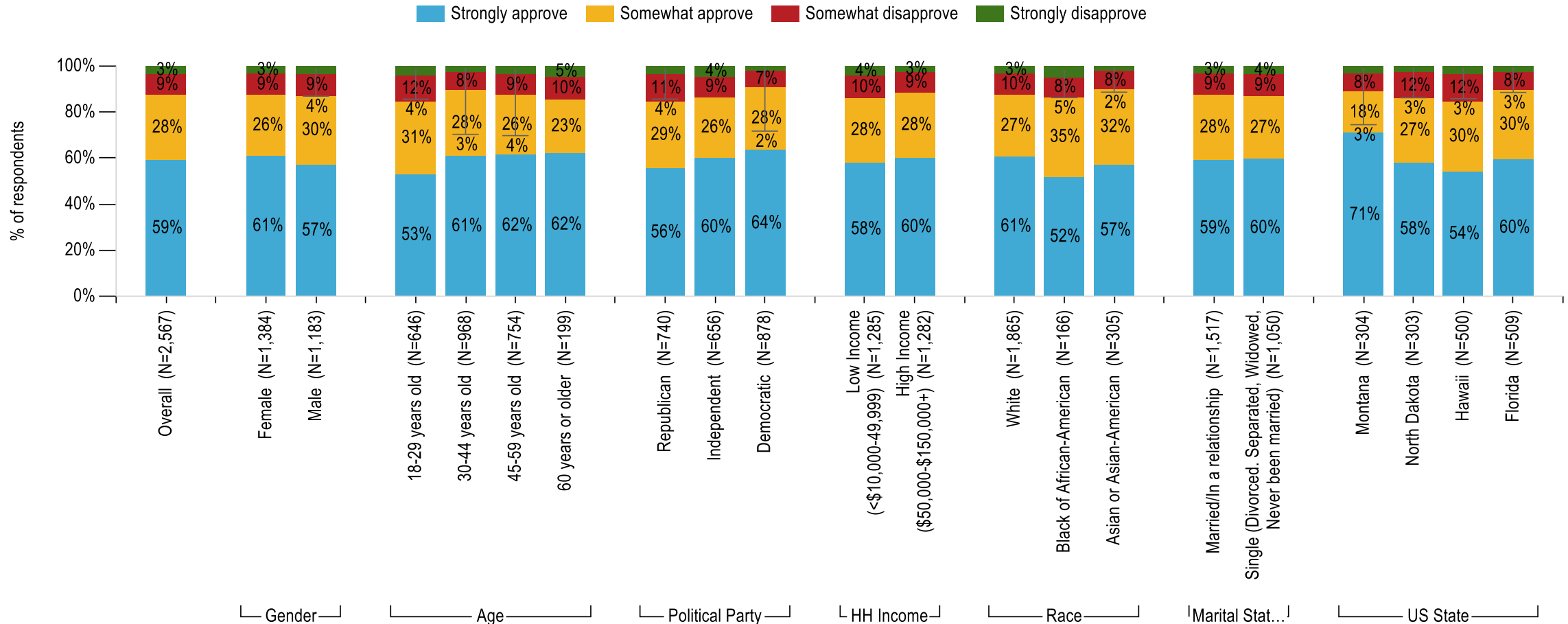
# Profile: Consumers would always be able to access legal content from all over the internet, free from government or corporate censorship.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



# Profile: Internet service providers would not be able to charge extra money to companies for faster delivery of their content.

As far as net neutrality principles are concerned, please indicate how strongly you approve or disapprove of the following:



# *New Net Neutrality Legislation*

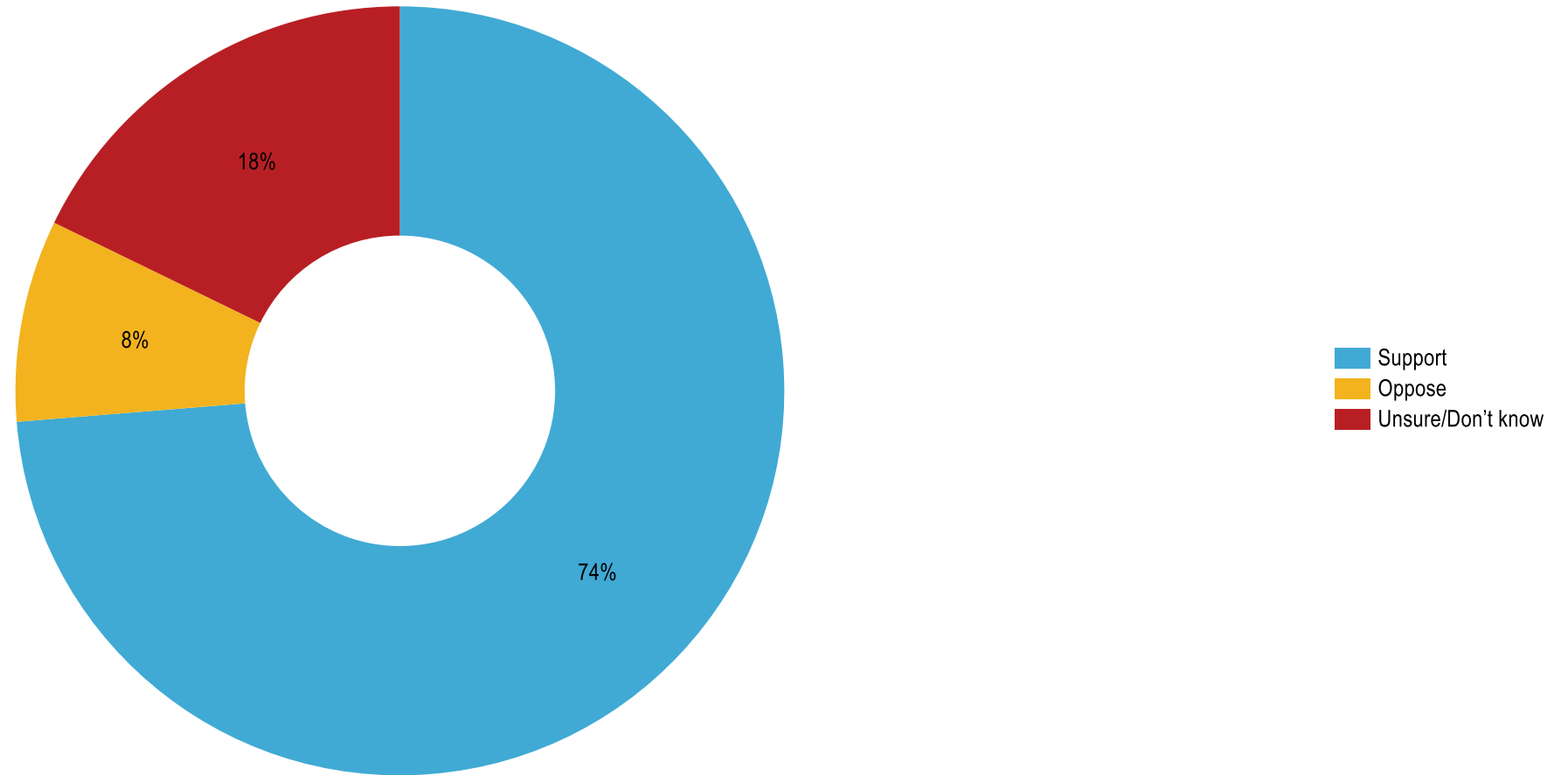
Question:

What would your stance on this new law be?



# New Net Neutrality Legislation

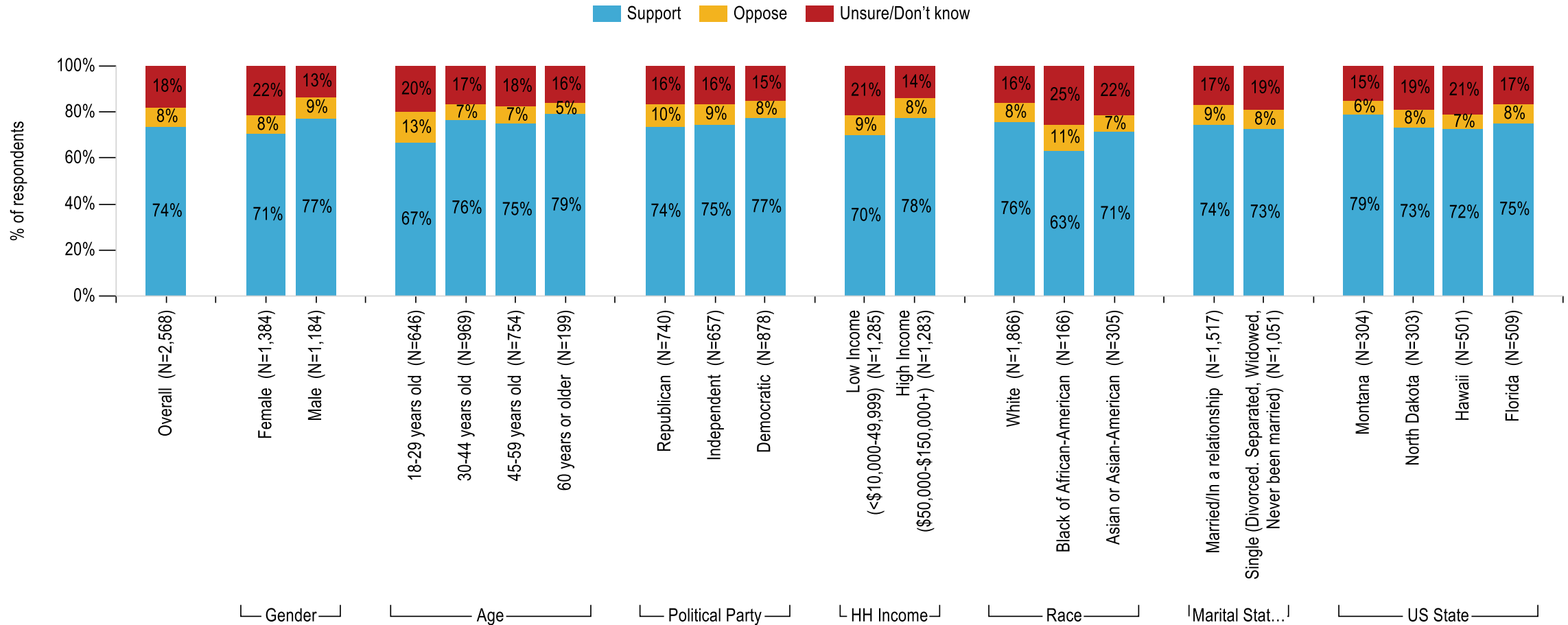
What would your stance on this new law be?



(N=2,568)

# Profile: New Net Neutrality Legislation

What would your stance on this new law be?



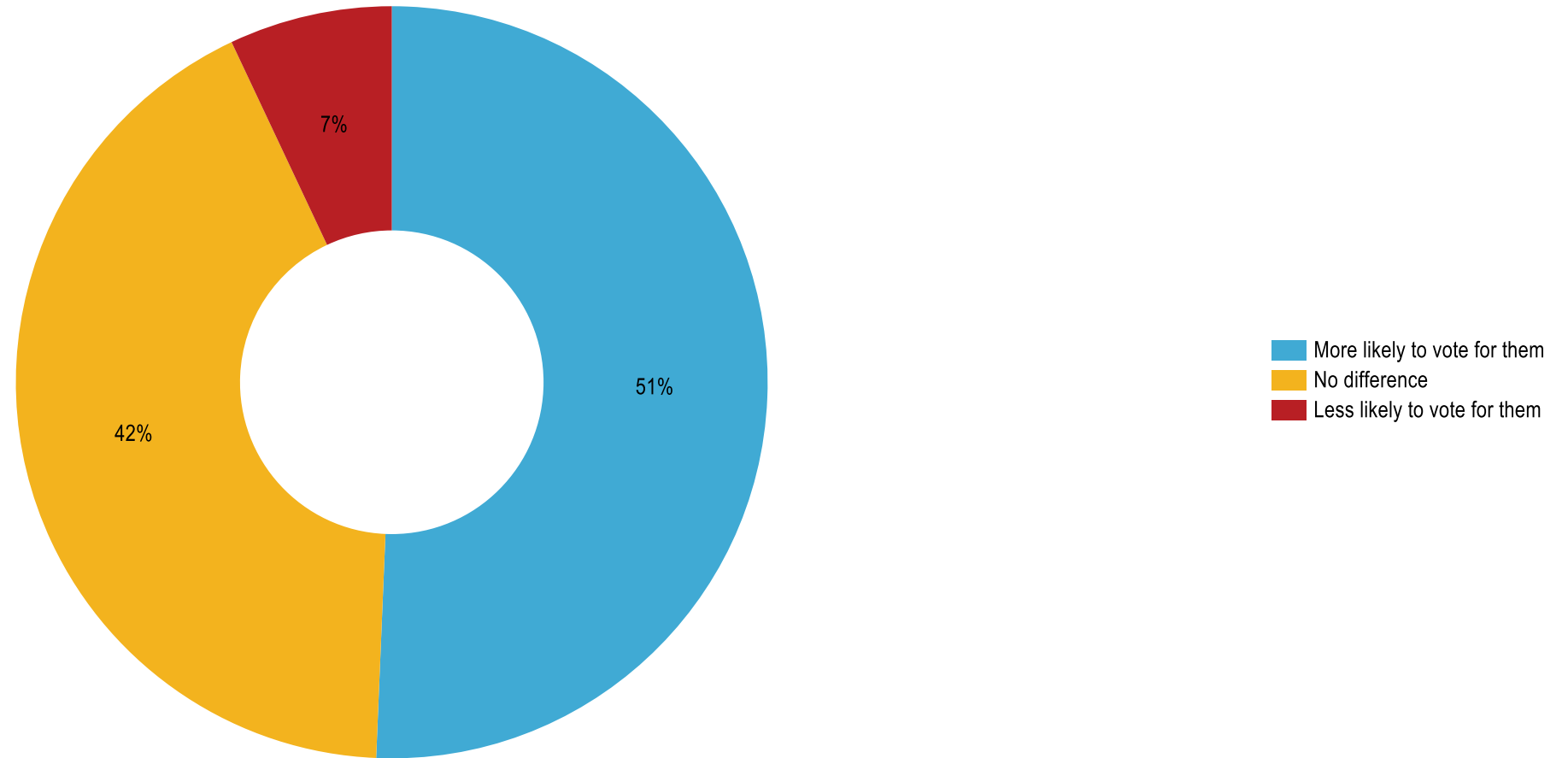
# *Change in Congress Perception*

Question:

How would your stance on a member of Congress change if you learned they supported this new legislation?

# Change in Congress Perception

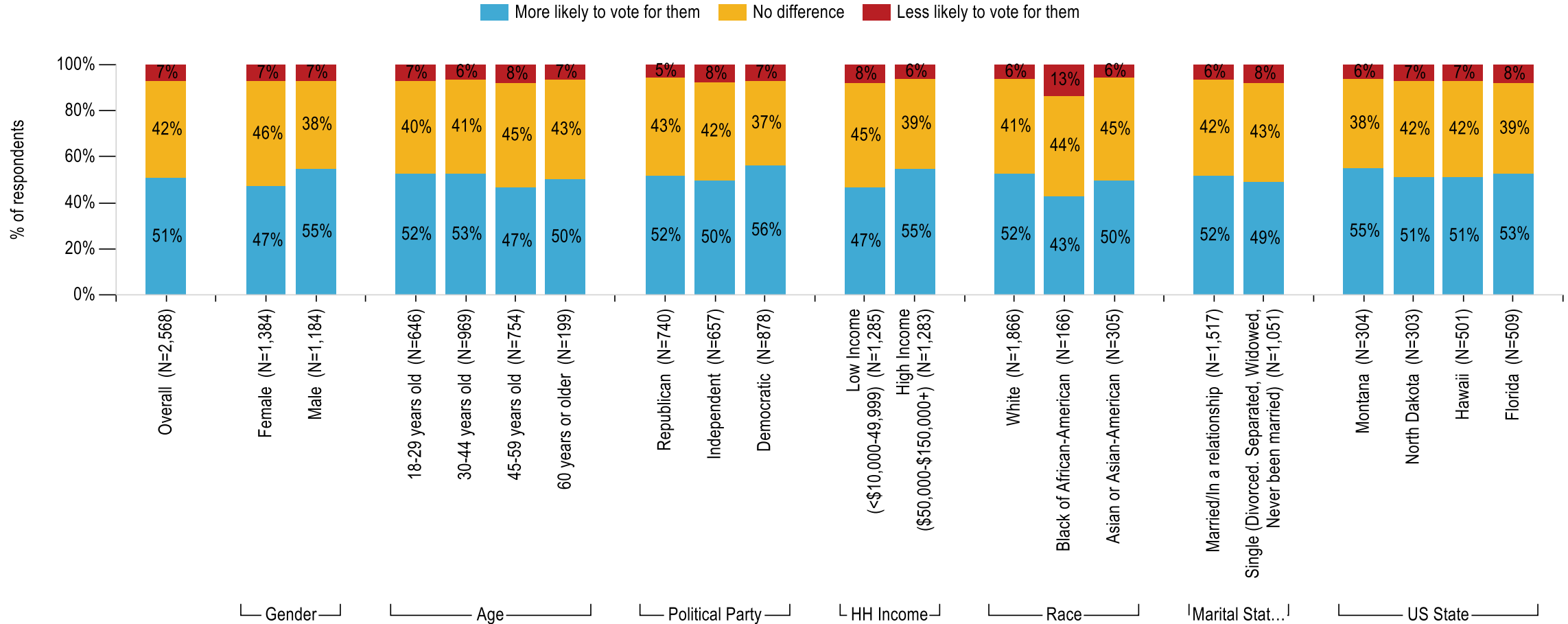
How would your stance on a member of Congress change if you learned they supported this new legislation?



(N=2,568)

# Profile: Change in Congress Perception

How would your stance on a member of Congress change if you learned they supported this new legislation?



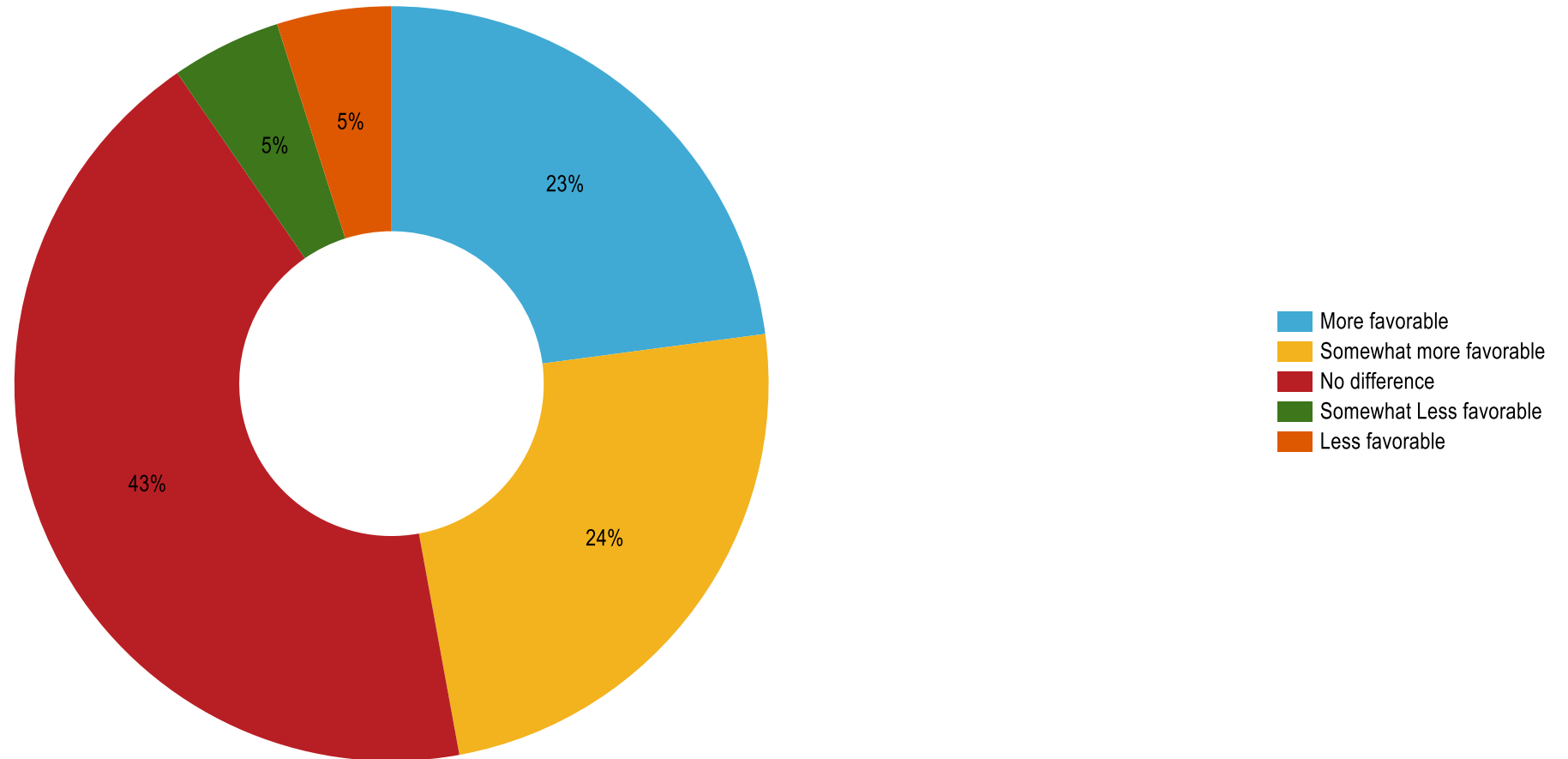
# *Change in Republicans Perception*

Question:

How would your stance on Republicans in Congress change if you learned they passed this new legislation?

# Change in Republicans Perception

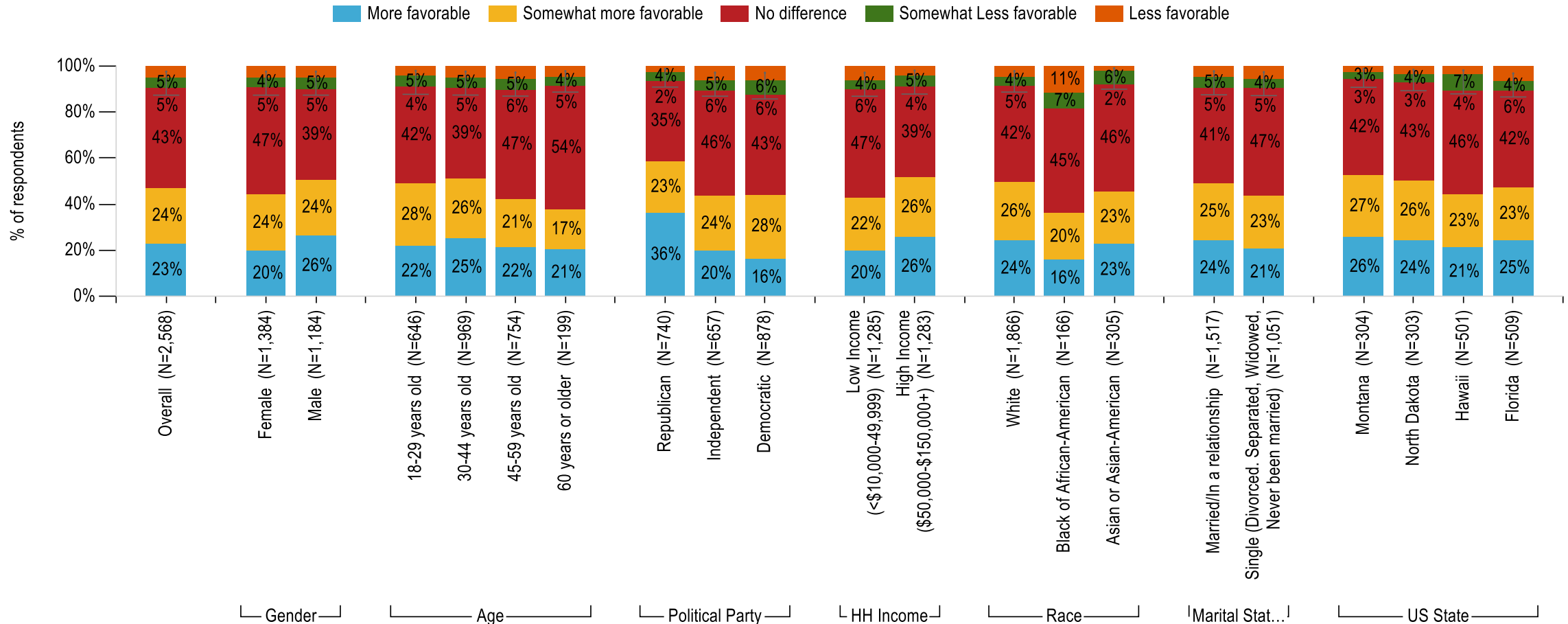
How would your stance on Republicans in Congress change if you learned they passed this new legislation?



(N=2,568)

# Profile: Change in Republicans Perception

How would your stance on Republicans in Congress change if you learned they passed this new legislation?





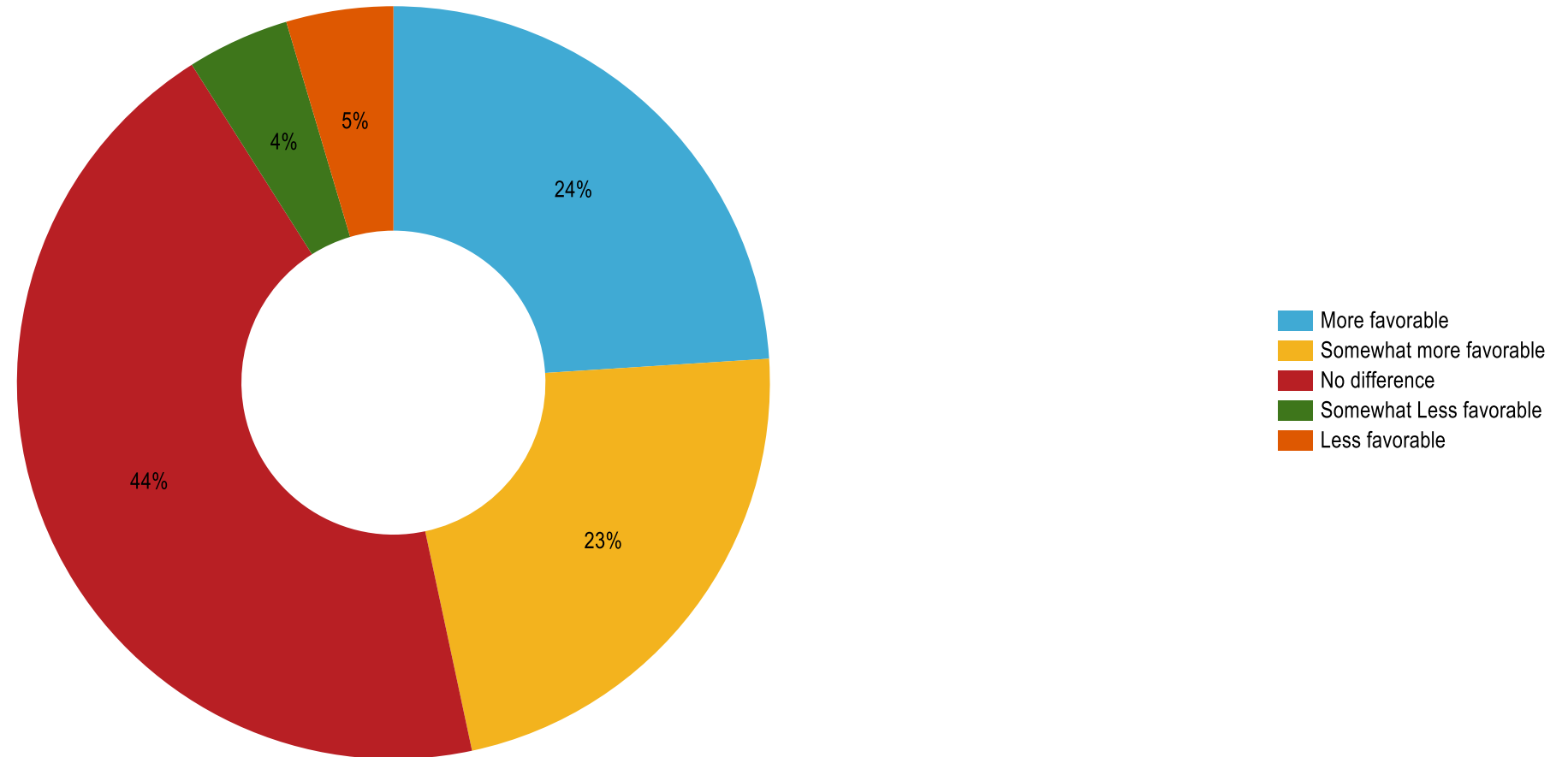
# *Change in Democrats Perception*

Question:

How would your stance on Democrats in Congress change if you learned they passed this new legislation?

# Change in Democrats Perception

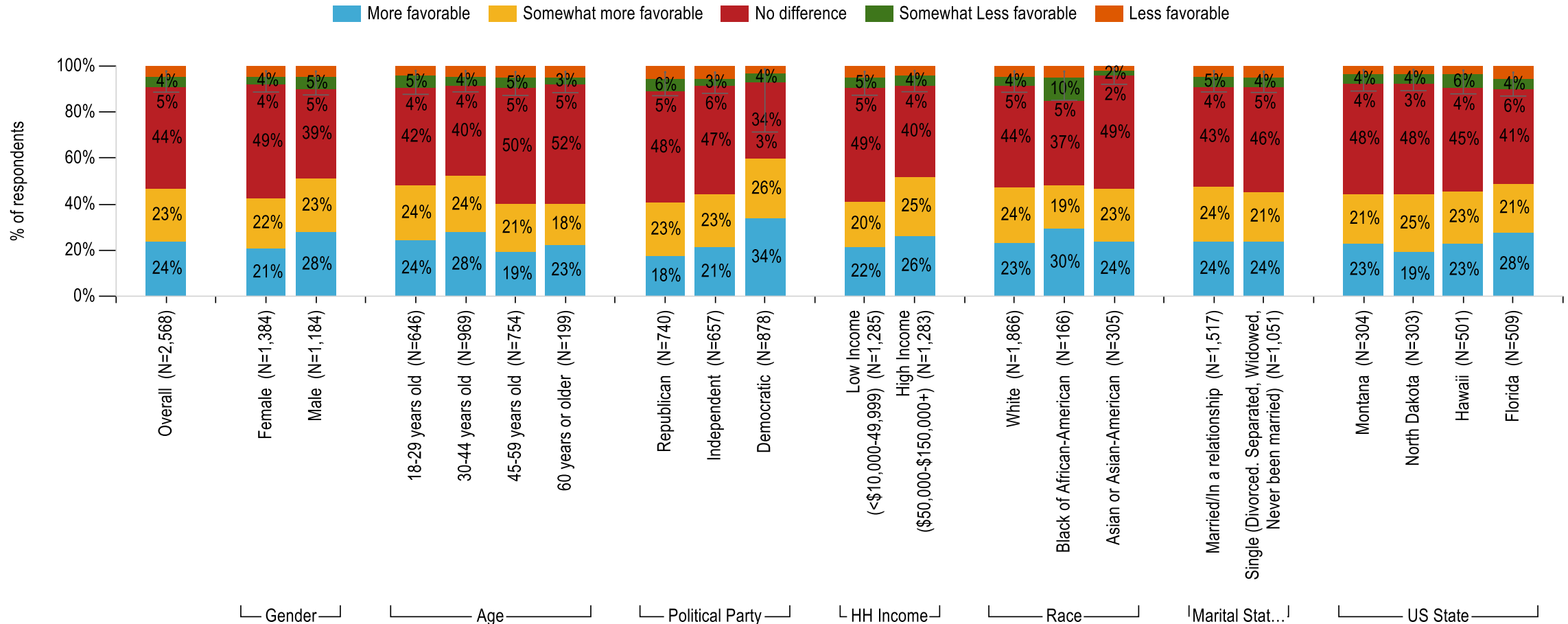
How would your stance on Democrats in Congress change if you learned they passed this new legislation?



(N=2,568)

# Profile: Change in Democrats Perception

How would your stance on Democrats in Congress change if you learned they passed this new legislation?



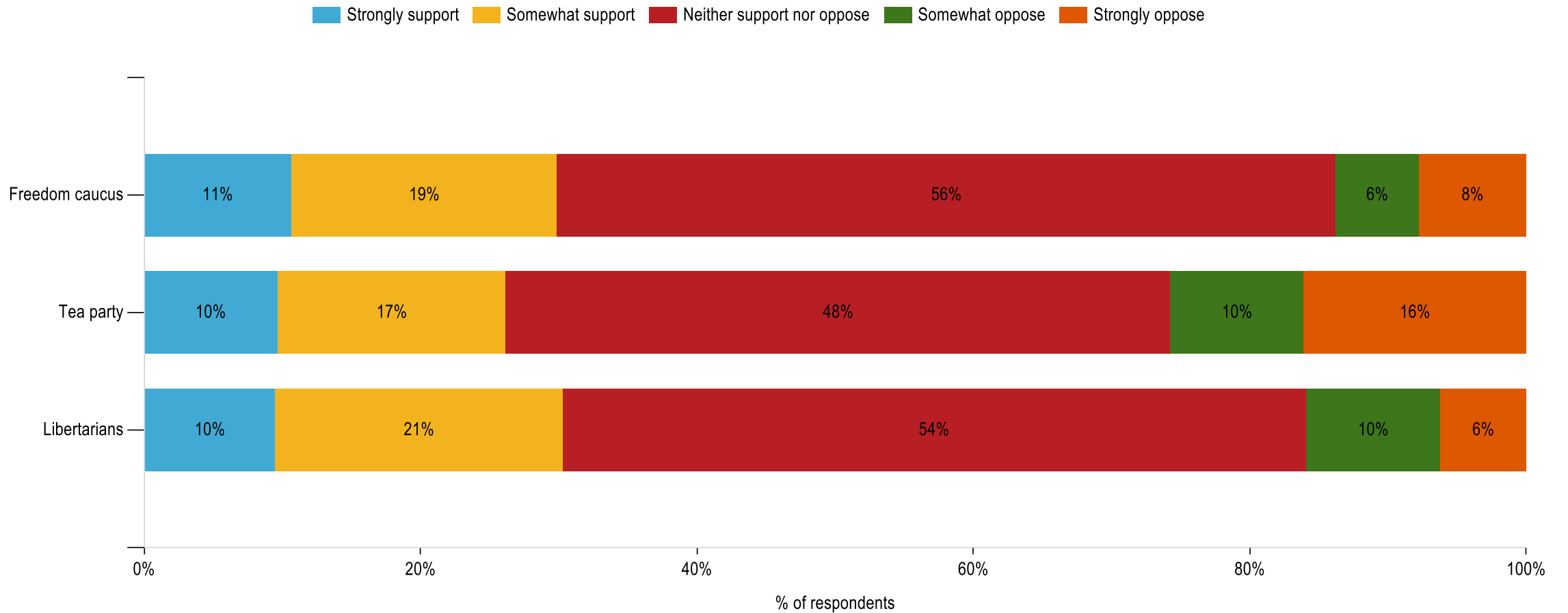
# *Group Support*

Question:

To what extent do you support, oppose the goals and objectives of the following groups.

# Group Support

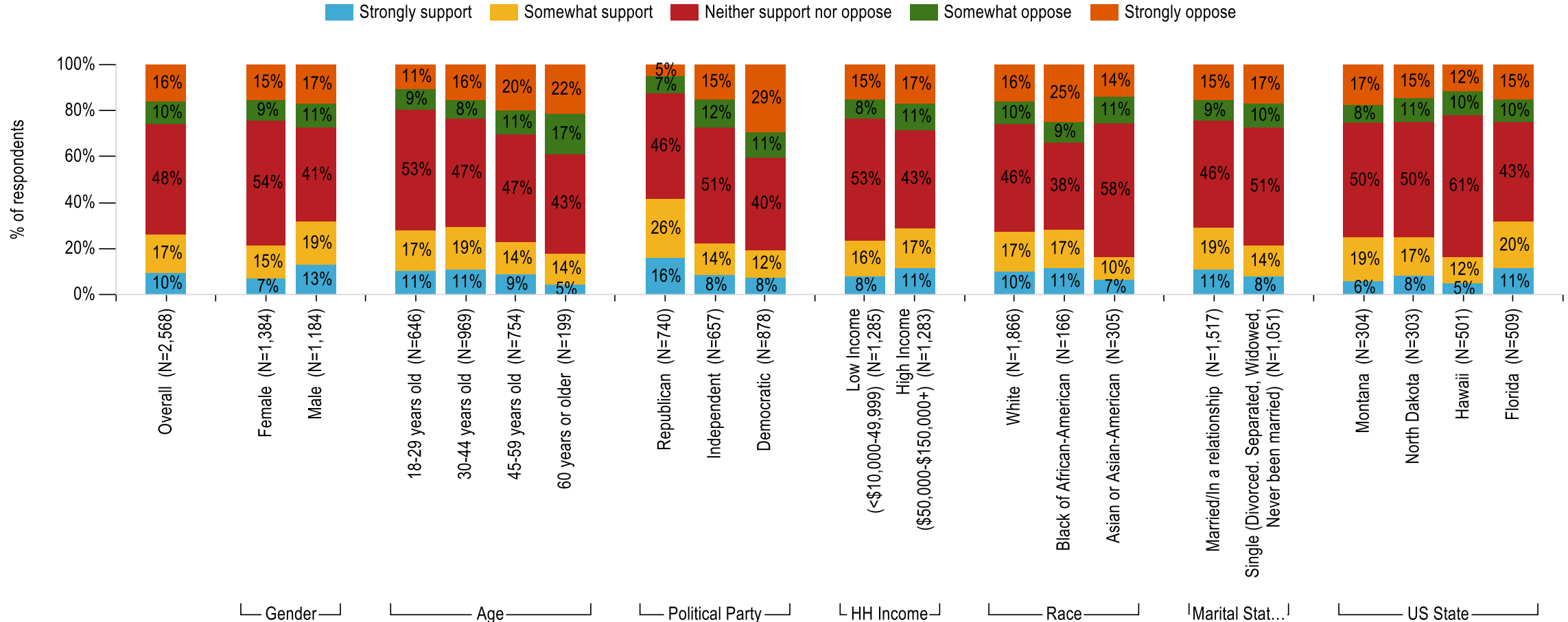
To what extent do you support, oppose the goals and objectives of the following groups.



(N=2,568)

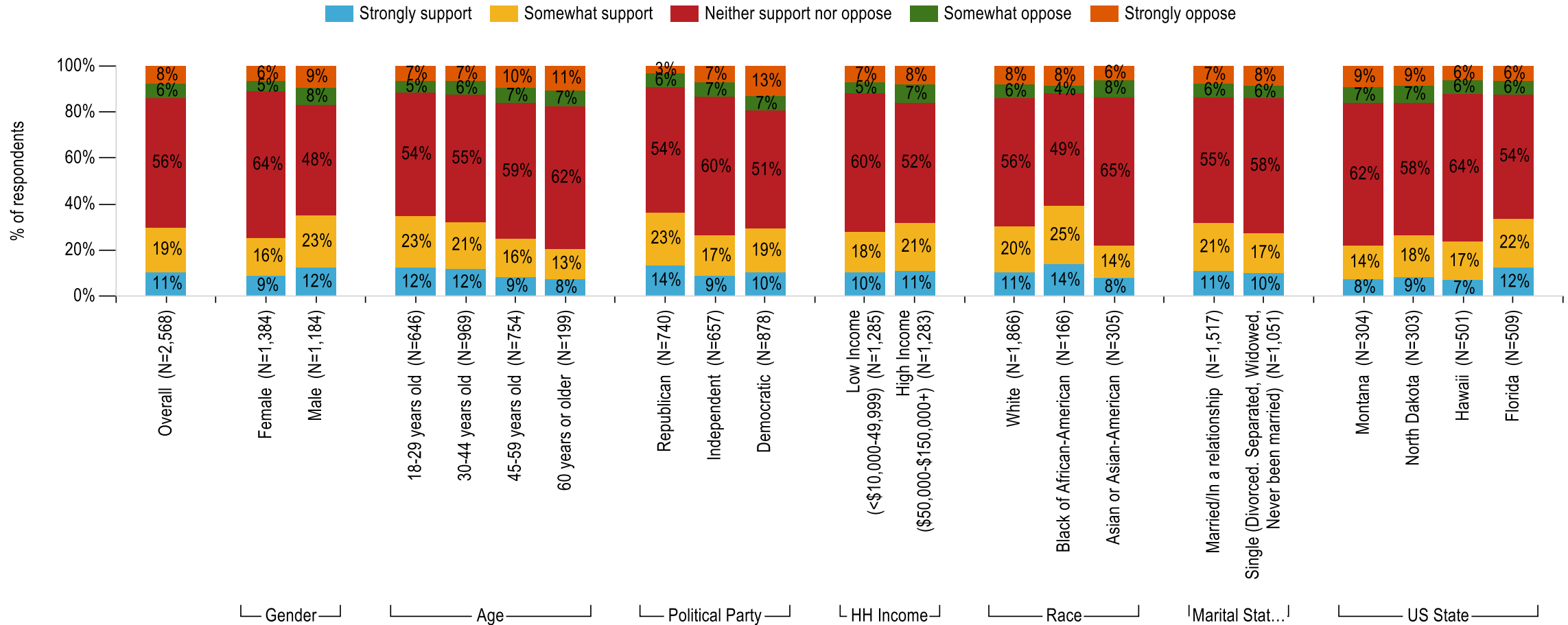
# Profile: Tea party

To what extent do you support, oppose the goals and objectives of the following groups.



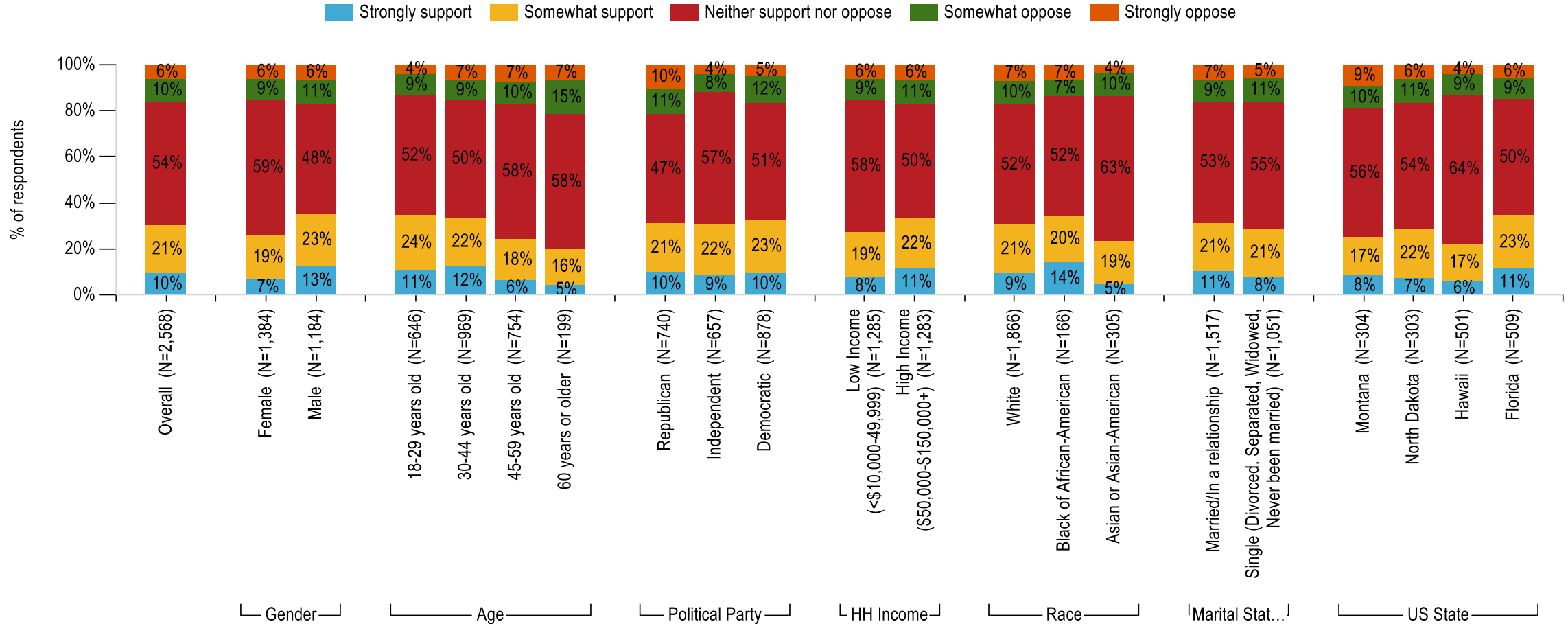
# Profile: Freedom caucus

To what extent do you support, oppose the goals and objectives of the following groups.



# Profile: Libertarians

To what extent do you support, oppose the goals and objectives of the following groups.



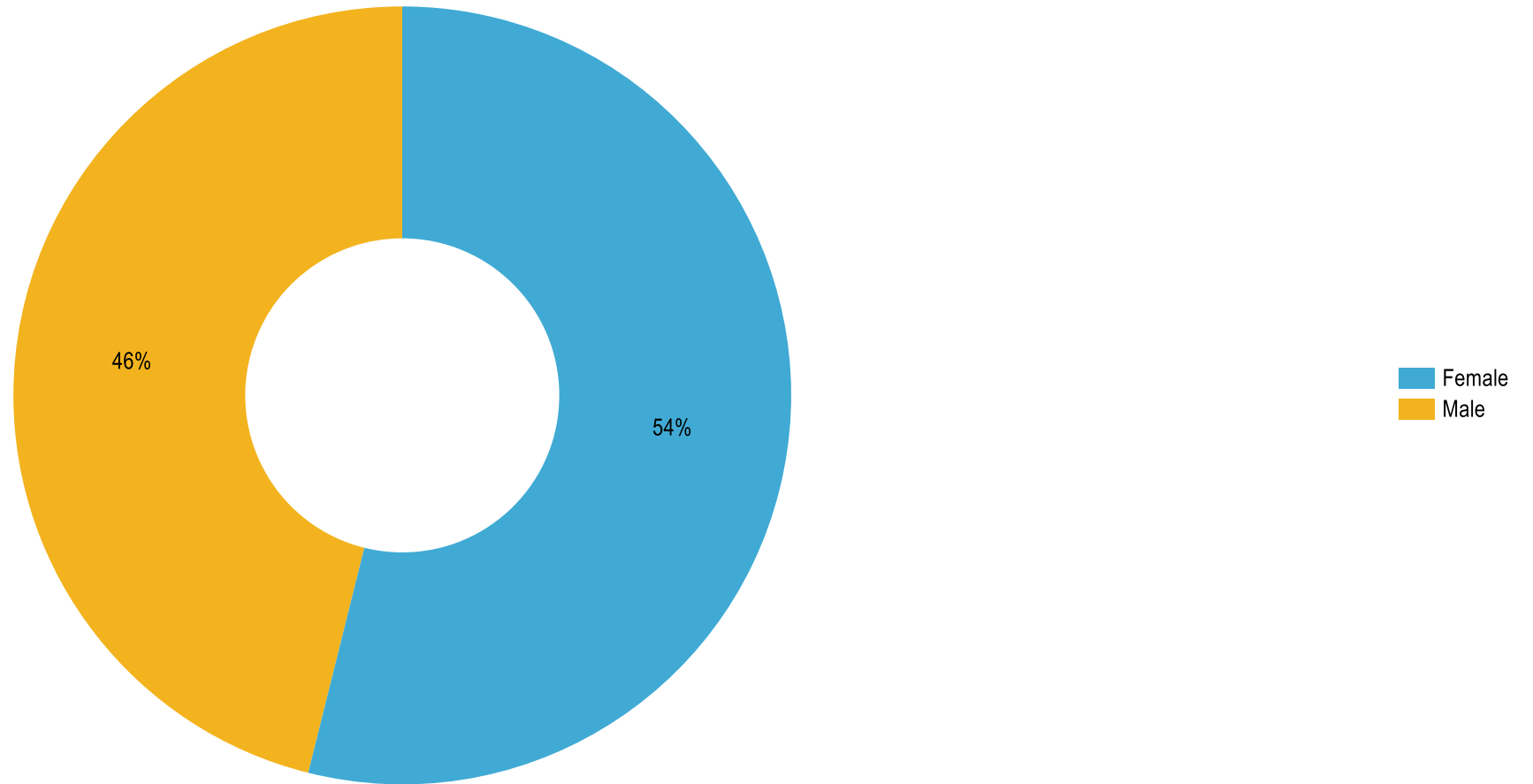




# *Respondent Profiling*

# Gender

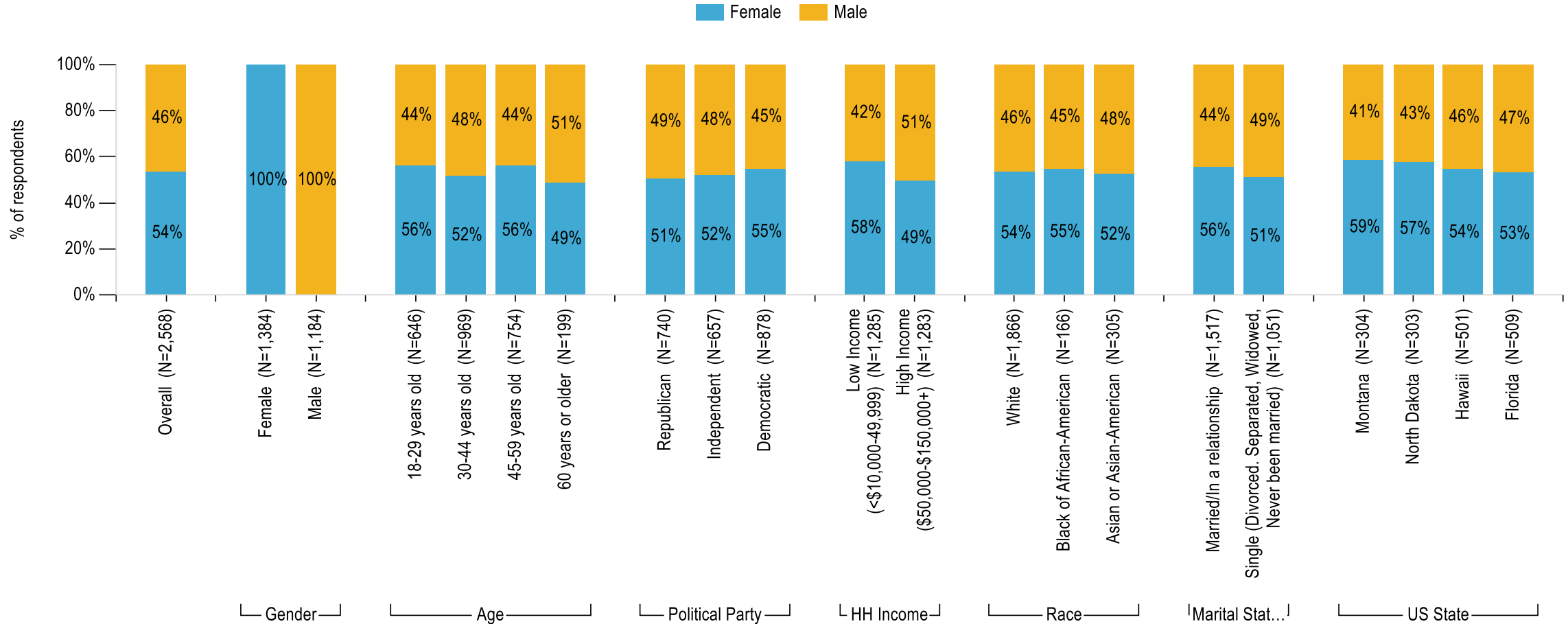
Are you male or female?



(N=2,568)

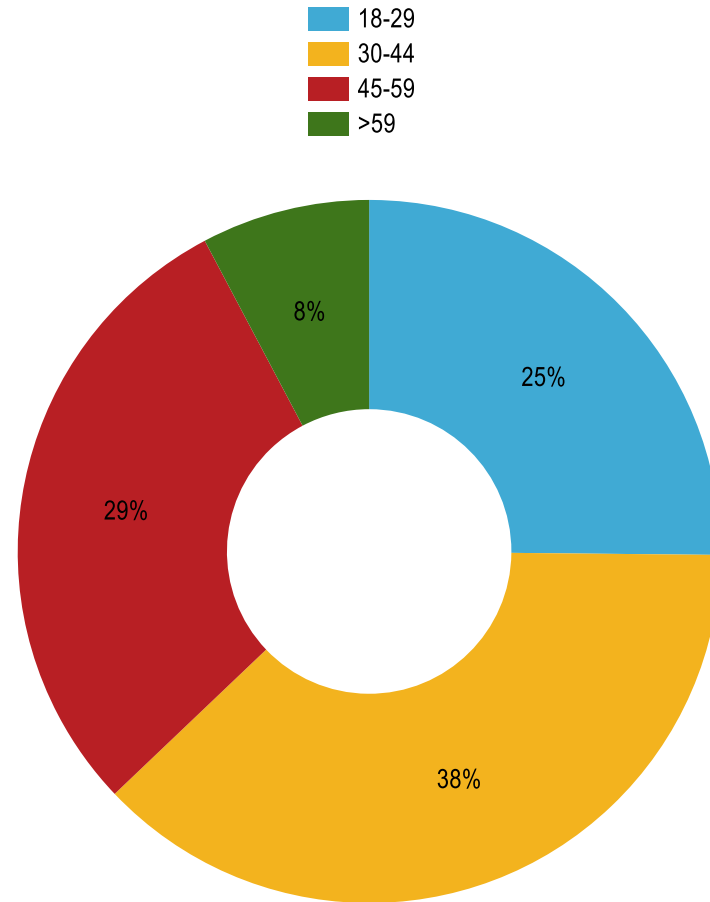
# Profile: Gender

Are you male or female?



# Age

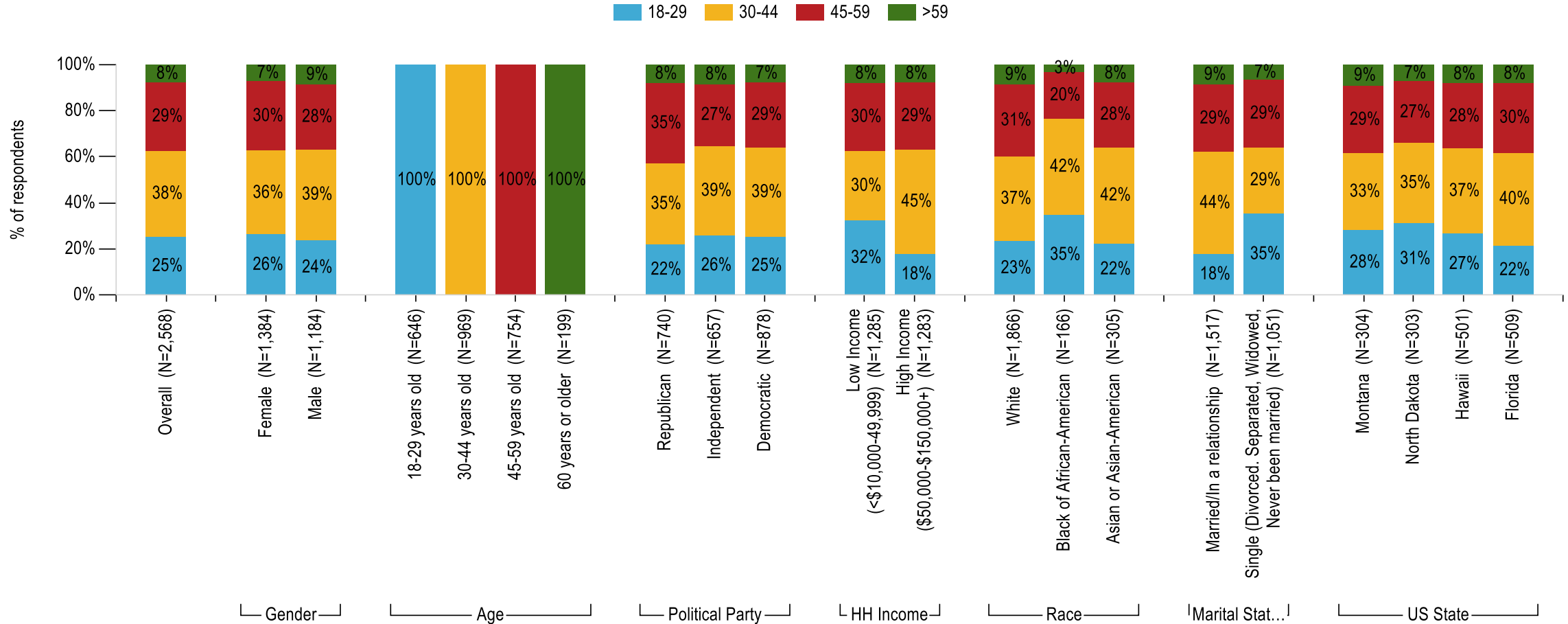
How old are you?



(N=2,568)

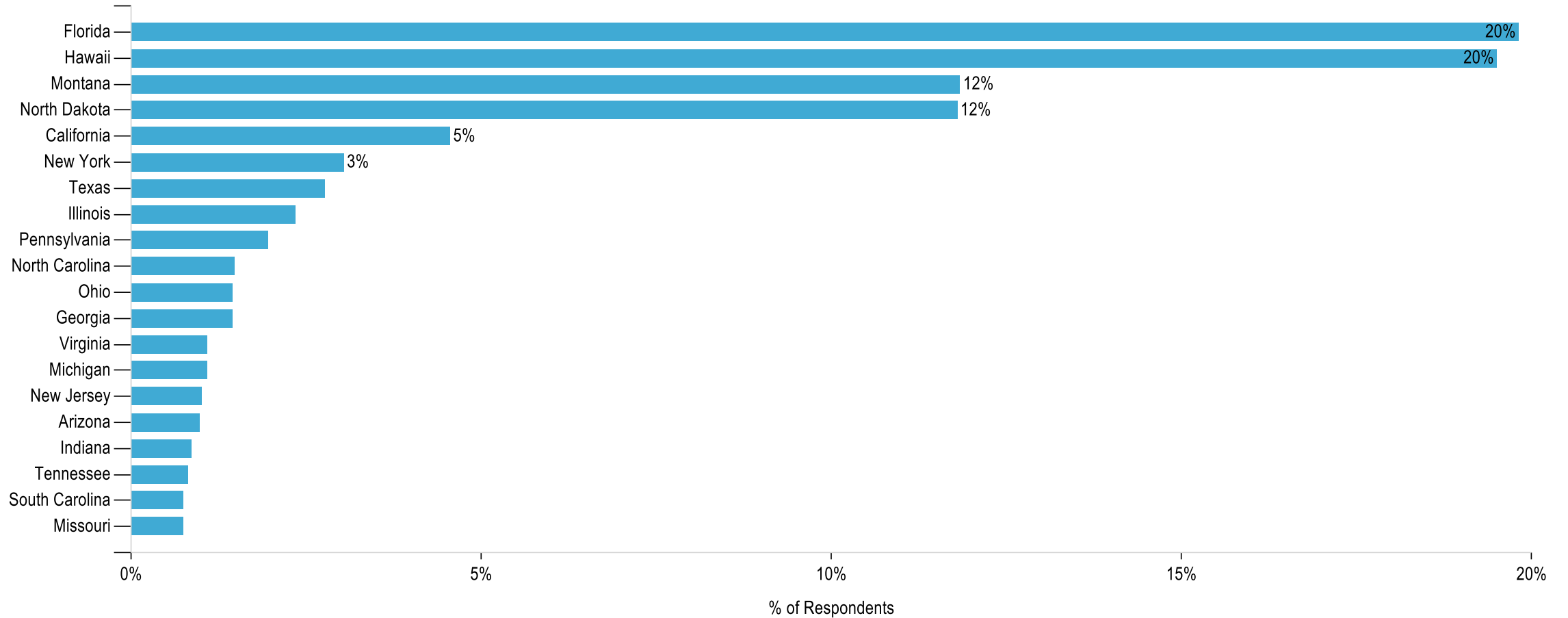
# Profile: Age

How old are you?



# US state

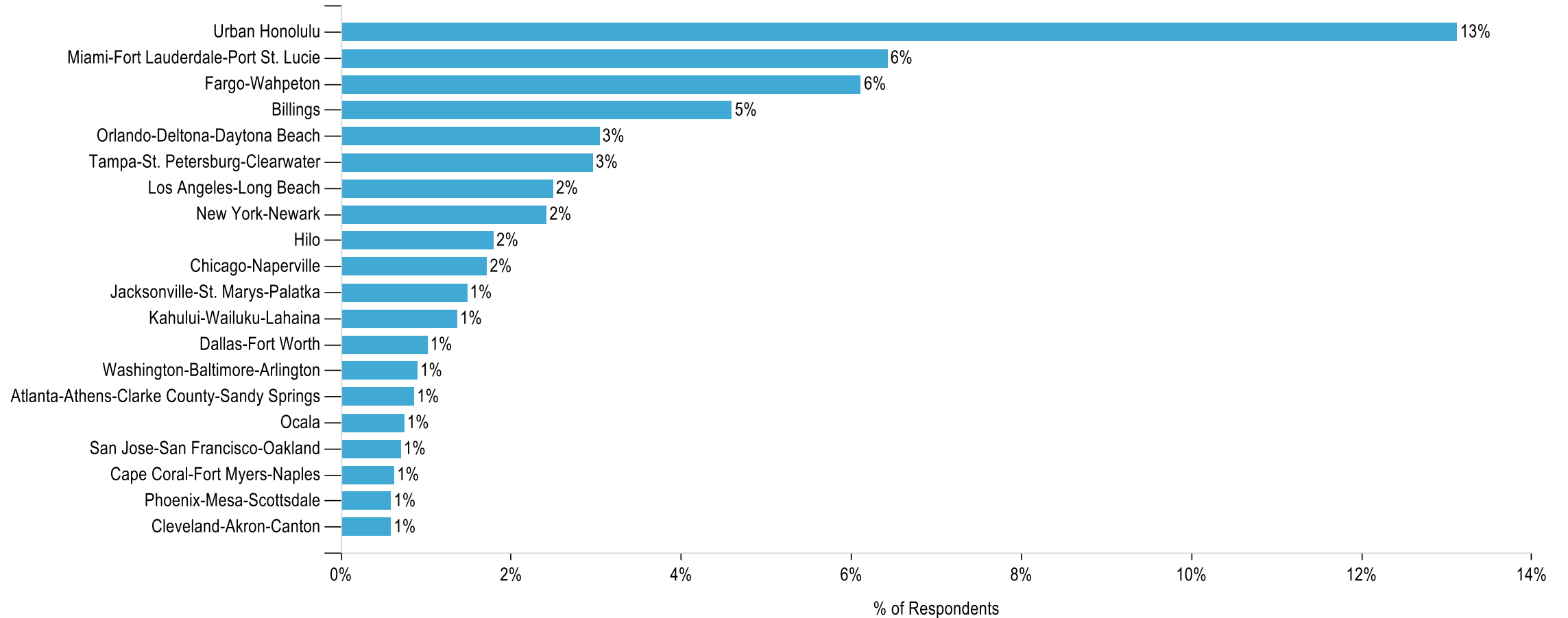
Where in the USA do you live?



(N=2,568)

# US metro

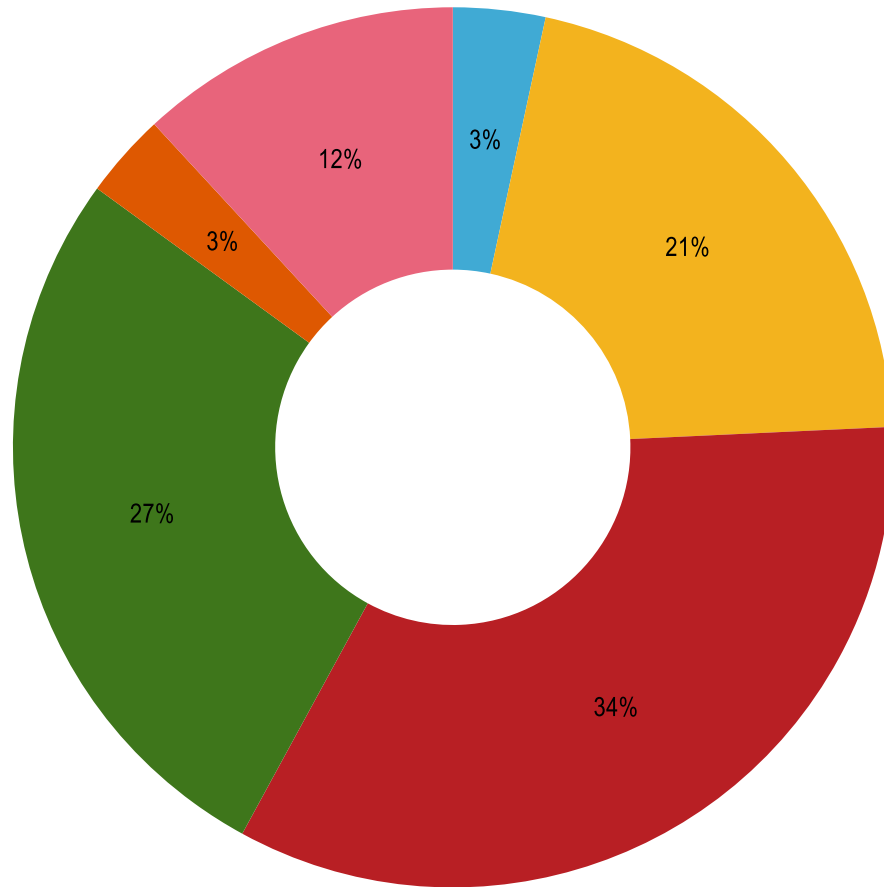
Which of these metro areas do you consider to be your primary location?



(N=2,568)

# Education Level

What is the highest level of school you have completed or the highest degree you have received?



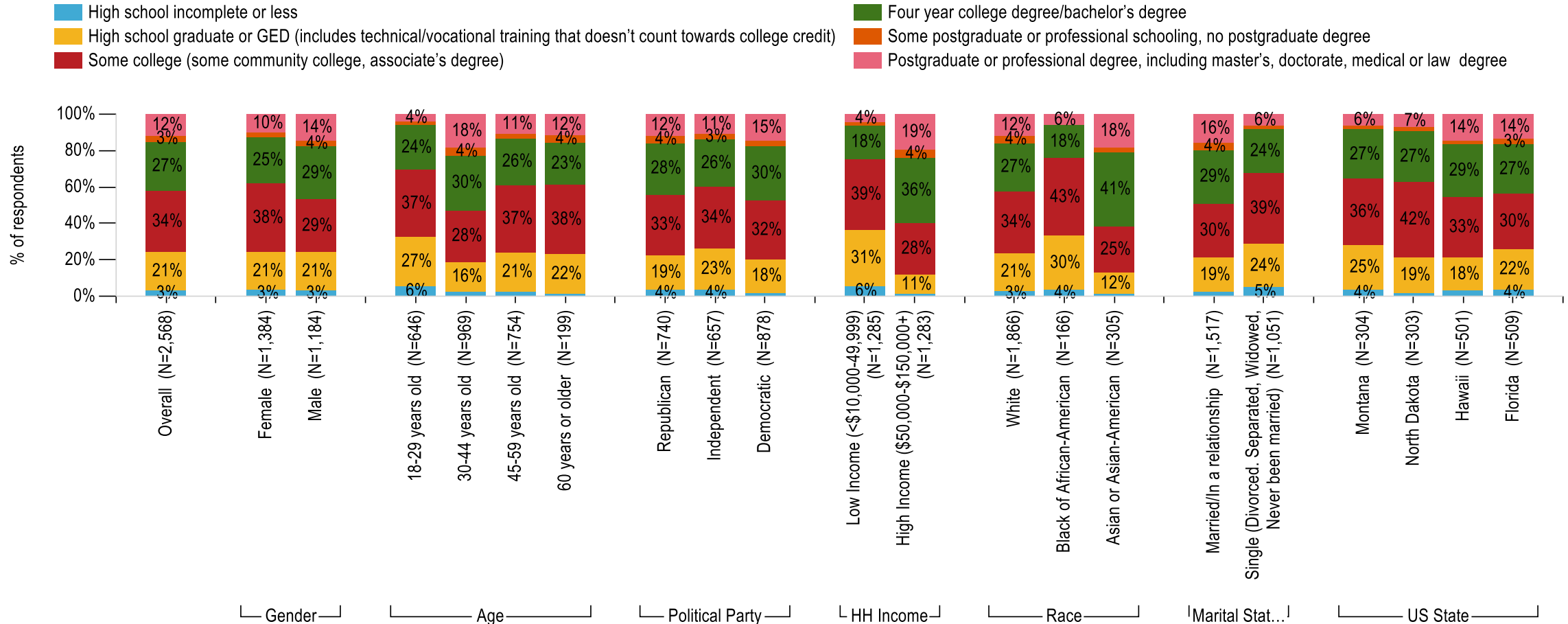
- High school incomplete or less
- High school graduate or GED (includes technical/vocational training that doesn't co...)
- Some college (some community college, associate's degree)
- Four year college degree/bachelor's degree
- Some postgraduate or professional schooling, no postgraduate degree
- Postgraduate or professional degree, including master's, doctorate, medical or law...

(N=2,568)



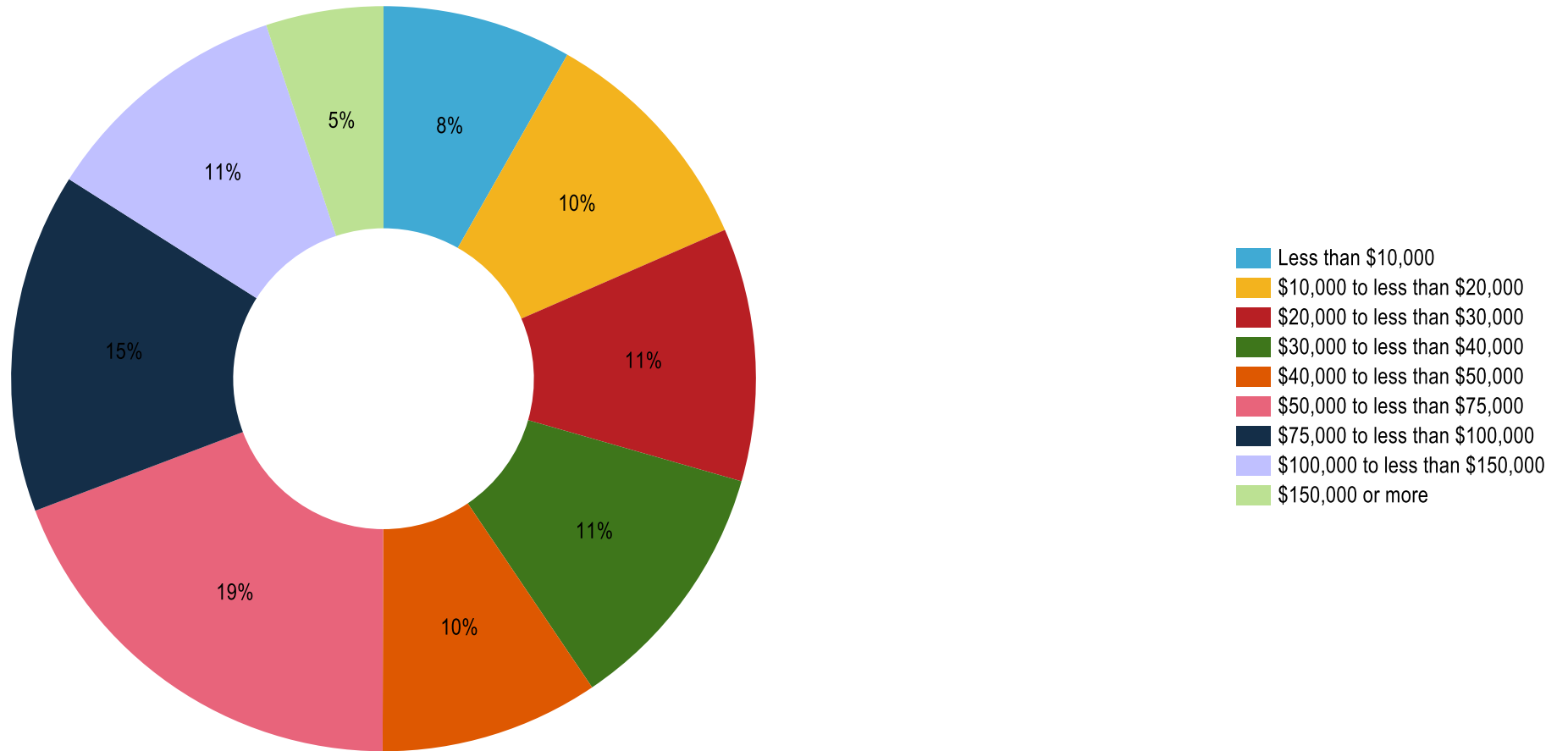
# Profile: Education Level

What is the highest level of school you have completed or the highest degree you have received?



# Income

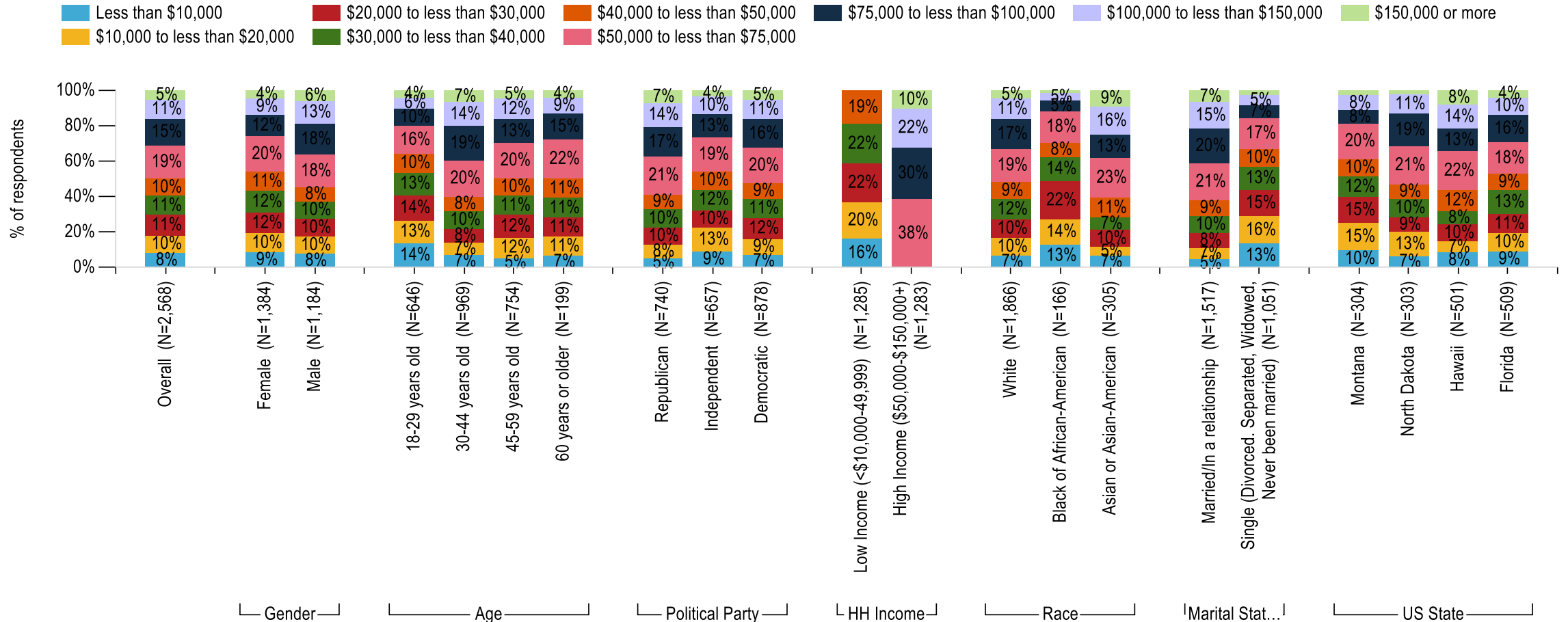
Last year, that is in 2016, what was your total family income from all sources, before taxes?



(N=2,568)

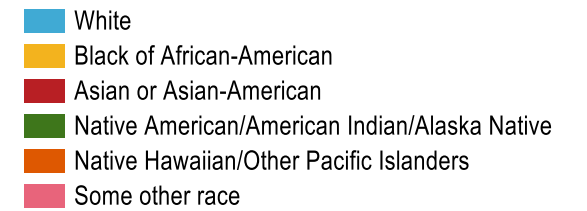
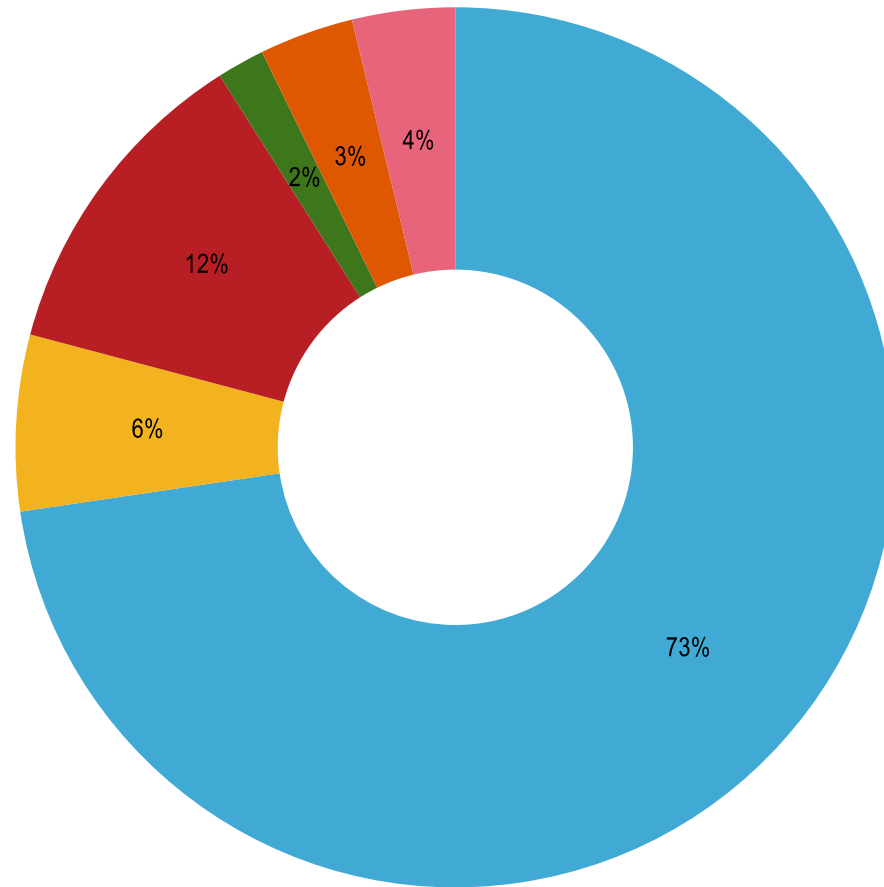
# Profile: Income

Last year, that is in 2016, what was your total family income from all sources, before taxes?



# Race

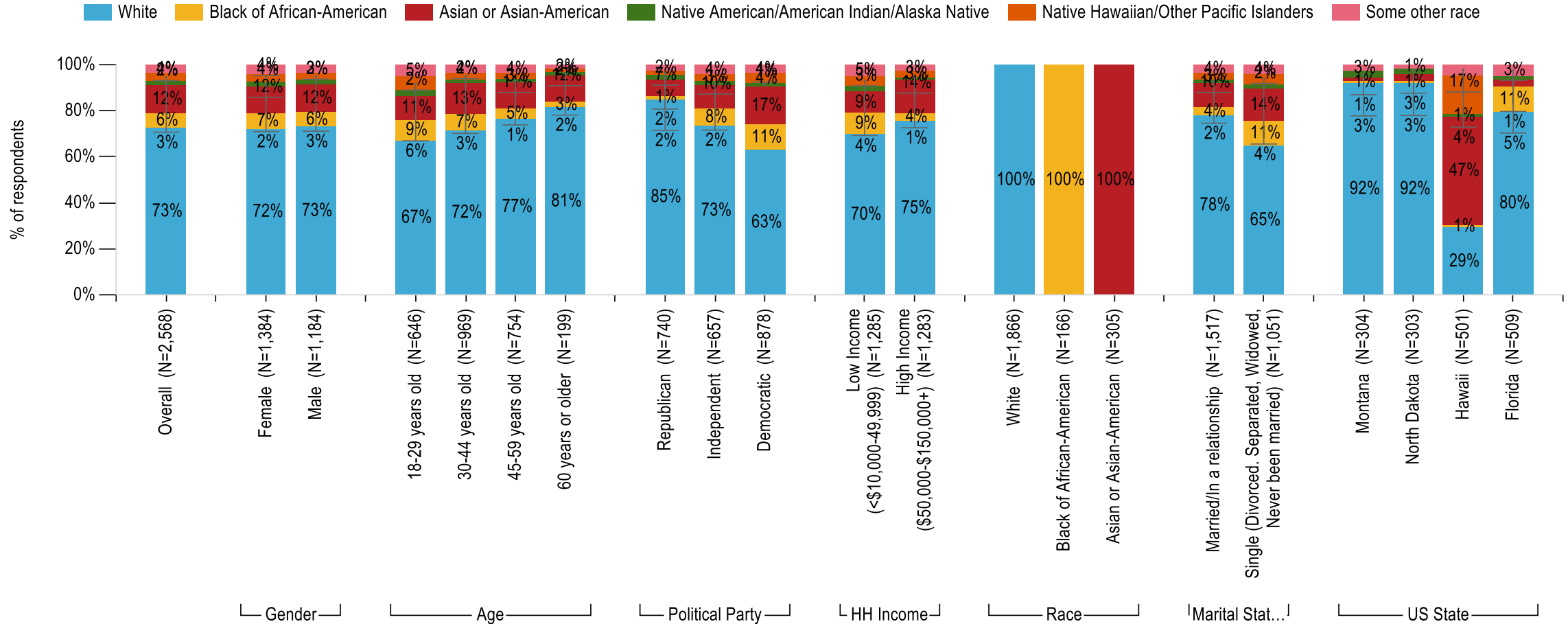
Which of the following describes your race?



(N=2,568)

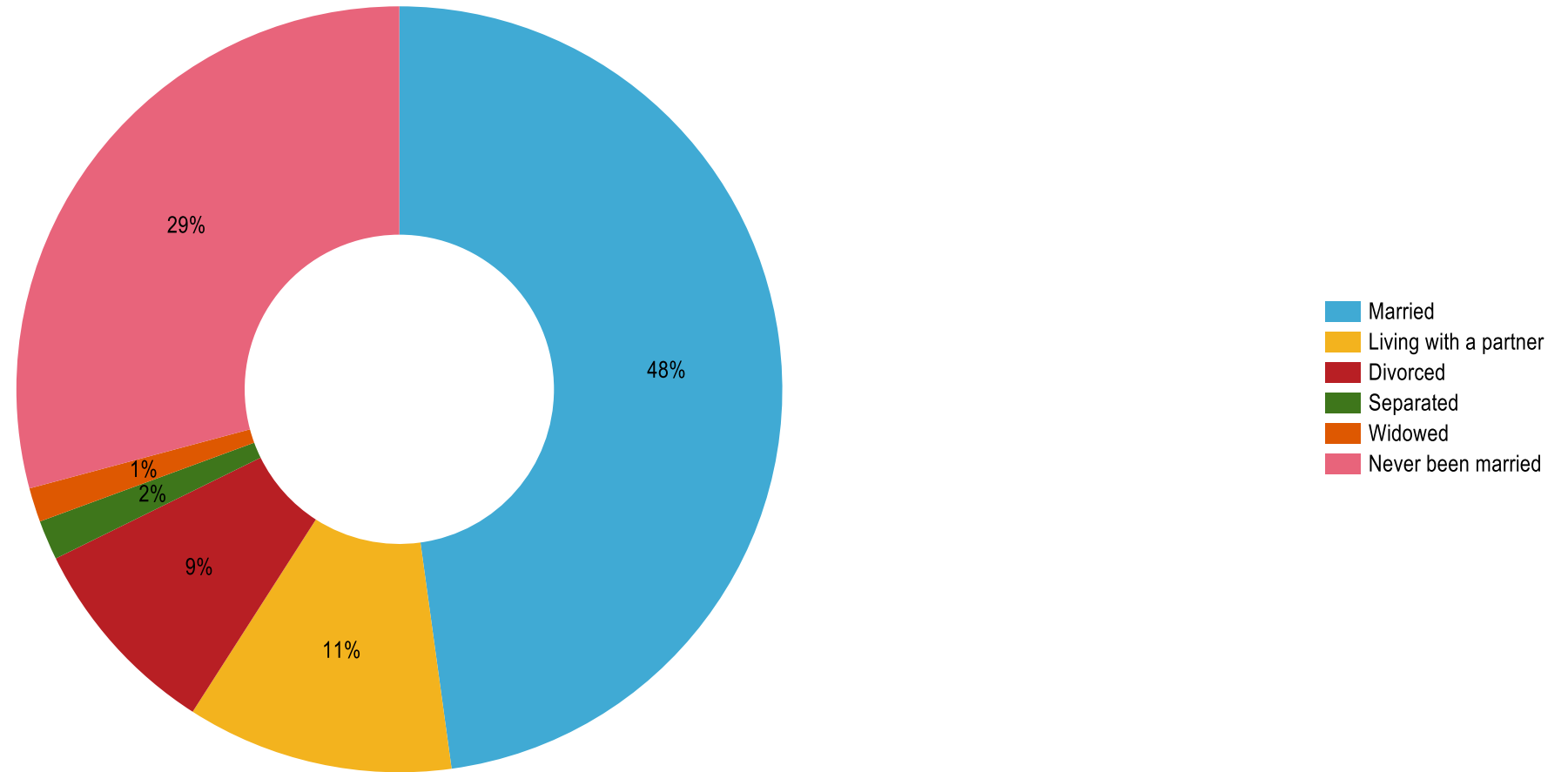
# Profile: Race

Which of the following describes your race?



# Marital Status

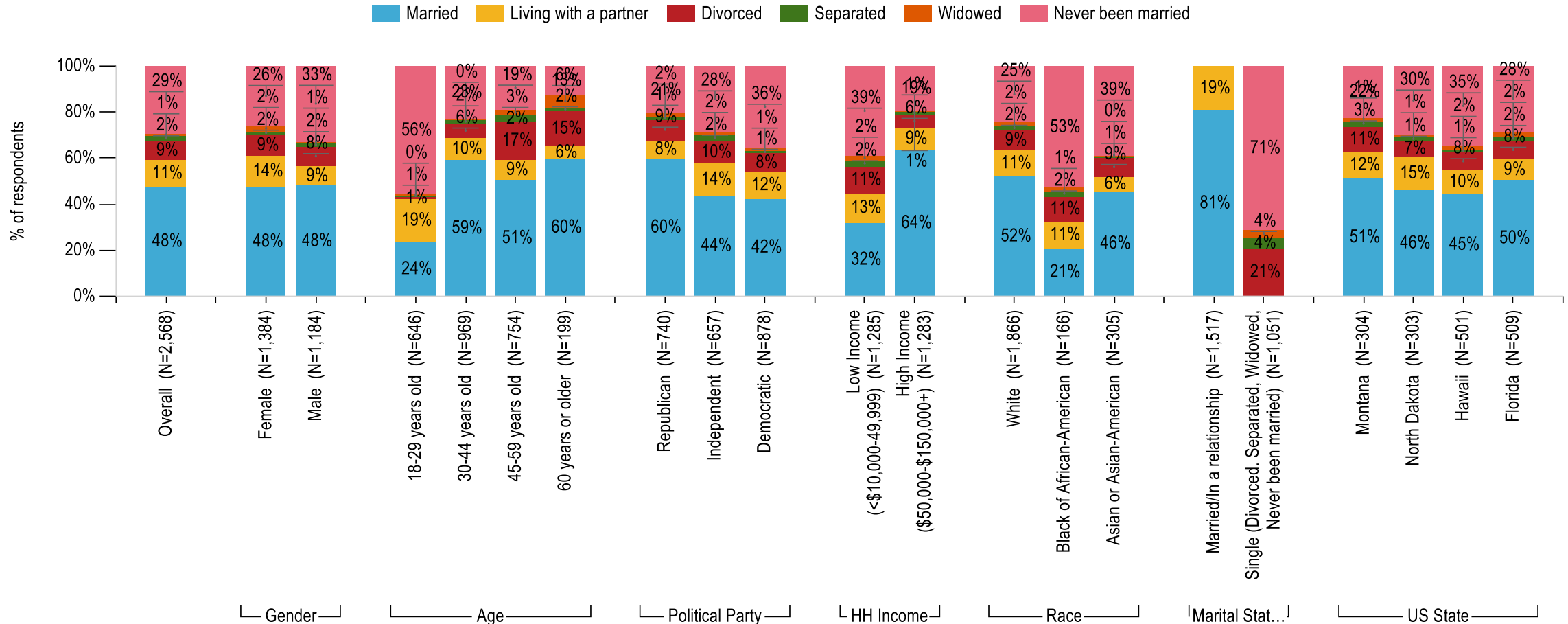
Which of these best describes you?



(N=2,568)

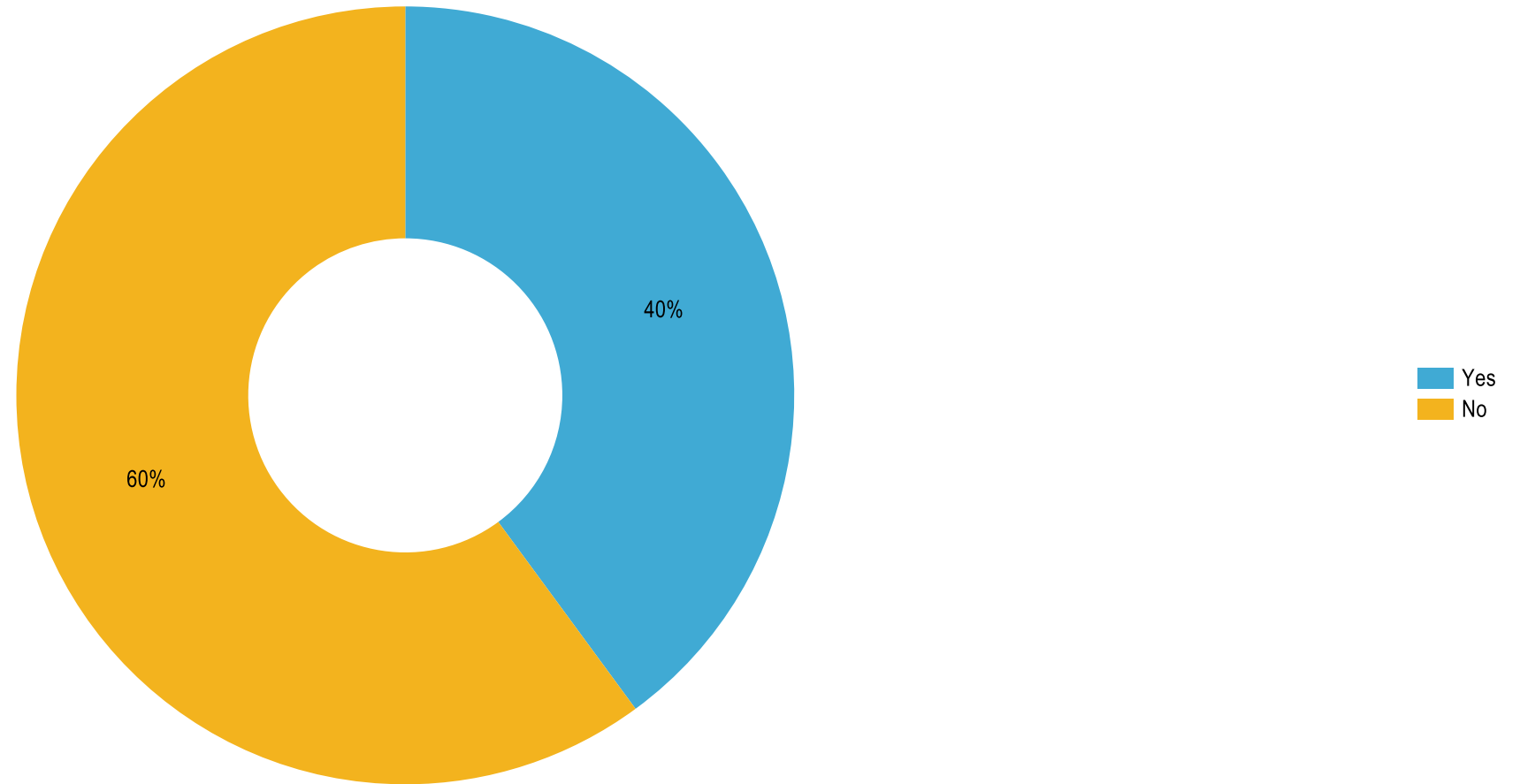
# Profile: Marital Status

Which of these best describes you?



# Children under 18

Are you the parent or guardian of any children under 18 now living in your household?

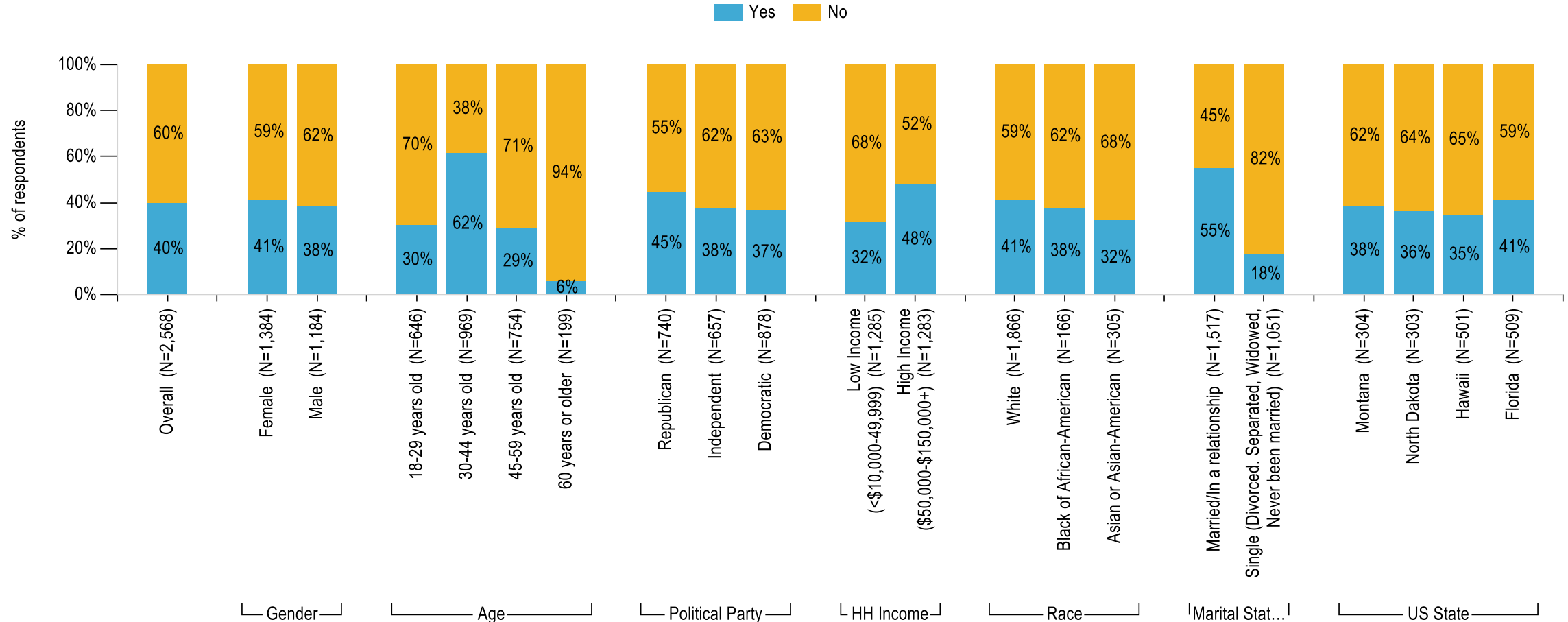


(N=2,568)



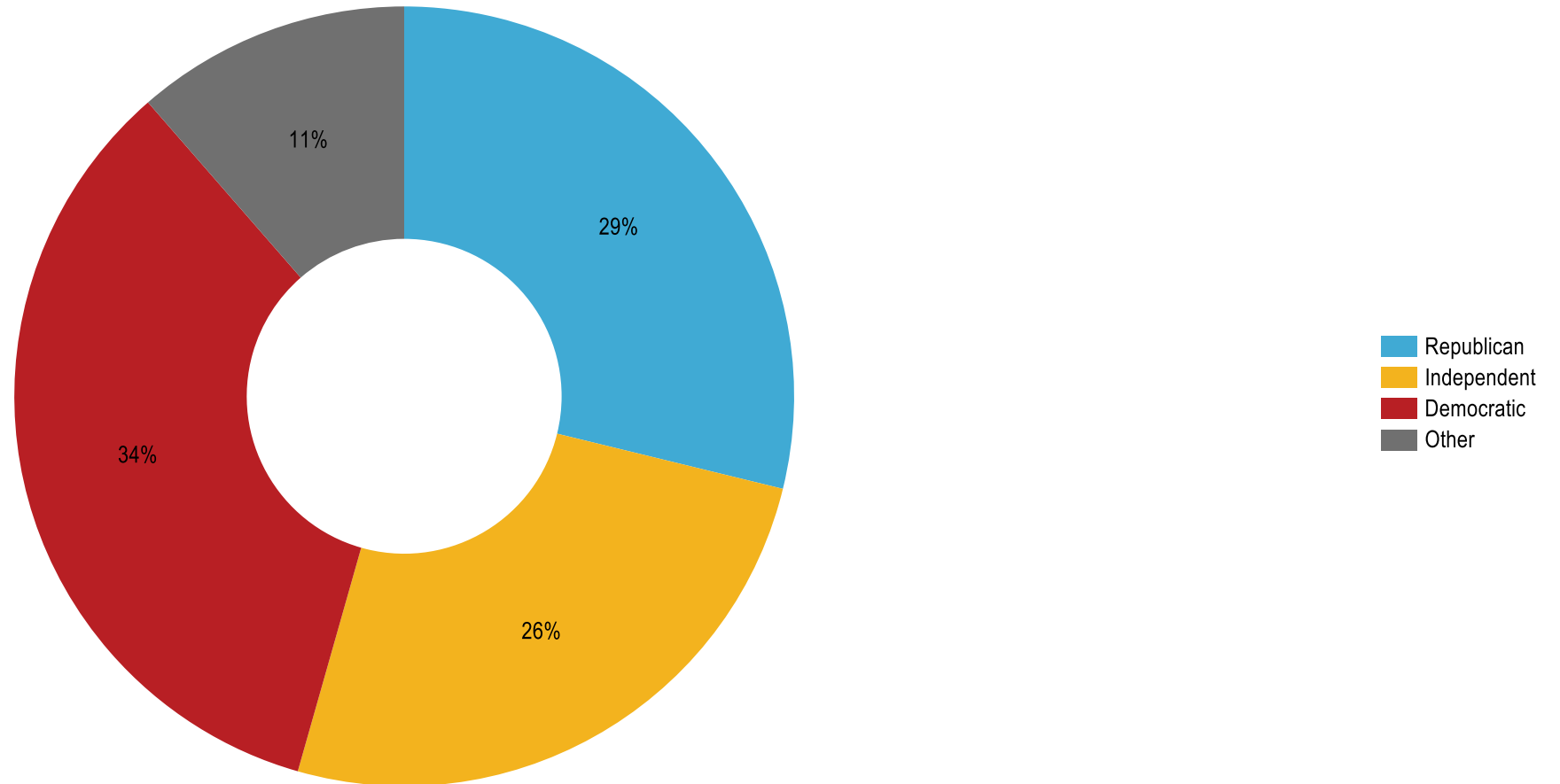
# Profile: Children under 18

Are you the parent or guardian of any children under 18 now living in your household?



# Political Affiliation

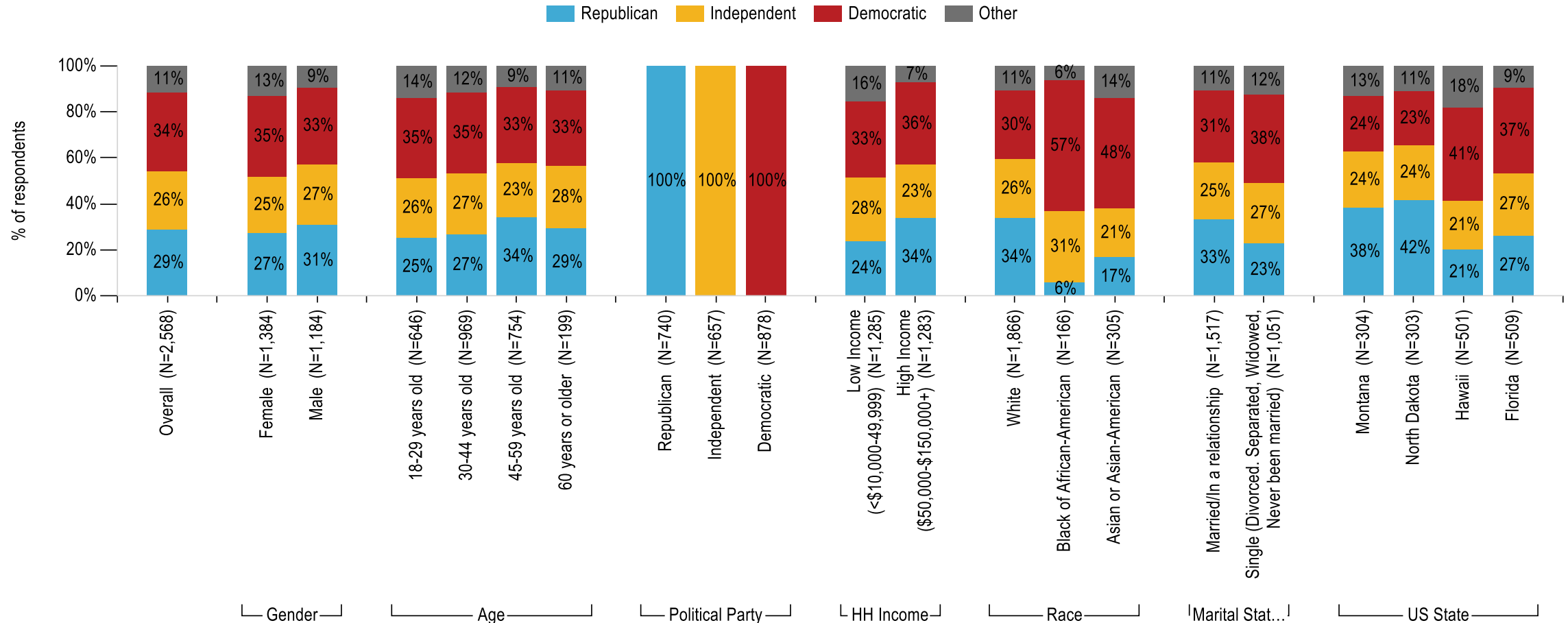
Which political party do you most identify with?



(N=2,568)

# Profile: Political Affiliation

Which political party do you most identify with?





*Thank you*

Morar Consulting LLC  
100 Montgomery Street, Suite 1202  
San Francisco, CA-94104