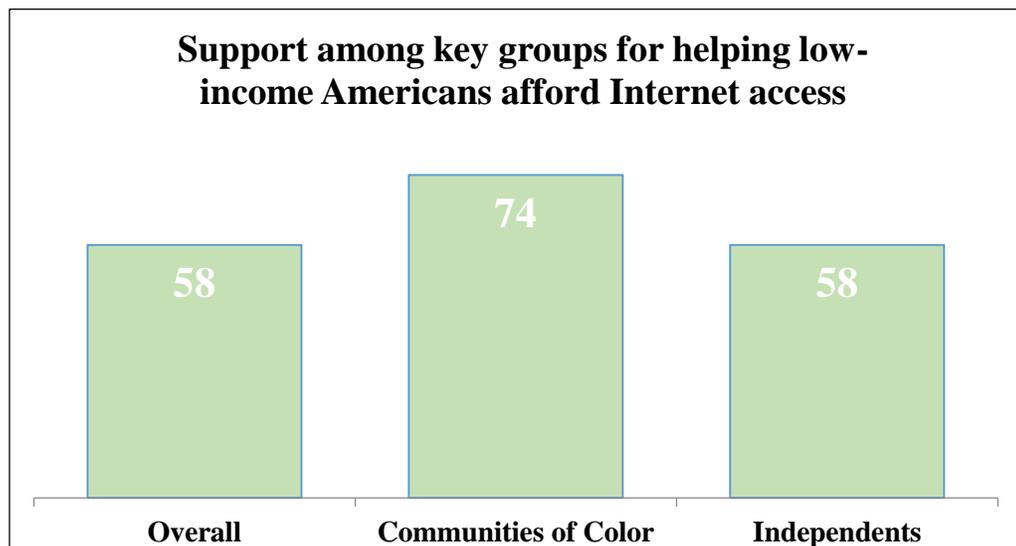


To: Interested Parties
From: Freedman Consulting, LLC
Date: September 2015
Re: Americans Support Expanding Internet Access for All

A recent national poll shows broad support for government actions to improve Internet access for low-income Americans.¹ The poll, conducted by Anzalone Liszt Grove Research and developed in consultation with Freedman Consulting, LLC, reveals a significant public commitment to expanding Internet access, especially to help children succeed, and support among key voting blocs for providing federal assistance to help more Americans get online. Key findings from this poll include:

- **Strong Majorities Are for Federal Investment to Improve Internet Access:** this survey highlights a shared view that Internet access is essential and that Americans support actions by the government to increase access, such as the Federal Communications Commission’s current efforts to modernize the Lifeline program. Overall, a strong majority (58 percent) support “the federal government providing assistance to low-income Americans to help them afford Internet access.” This support cuts across the political spectrum, with an overwhelming majority of Democrats (75 percent), a strong majority of Independents (58 percent), and many Republicans (37 percent) supporting federal investment in helping low-income Americans get online. Additionally support for improving Internet access was strong among communities of color, with African Americans voters at 71 percent, Latinos at 70 percent, and Asian Americans at 81 percent.



- **Increasing Internet Access Should Be a Presidential Priority:** the public broadly feels that expanding Internet access to help ensure all Americans share in the power of the Internet should be a priority on the next president’s agenda. Overall 64 percent of Americans feel that access should be a presidential priority, including an overwhelming majority of African Americans (81 percent, 58 percent strongly), Latinos (76 percent, 45 percent strongly), and Asian Americans (85 percent, 58 percent strongly).

¹ The poll was conducted nationally of 850 adults, including an oversample of 50 Asian Americans. The poll was conducted from July 24 through July 29 in English and Spanish via telephone, with 40 percent of all interviews conducted via cell phone. The margin of error is $\pm 3.5\%$ at a 95% confidence interval. The margin of error for subgroups varies and is higher.

- **Strong Public Support for Internet Access When Tied to Helping Children Succeed:** the public broadly agrees that improving Internet access for low-income people in order to help children get a good education and have the opportunity to succeed outweighs any potential downside in using taxpayer resources. A majority of Americans, by a 12-point margin, believes that helping children succeed in the digital economy by providing Internet access outweighs “millions of dollars” in costs to American taxpayers.

