

# Survey Findings

In a telephone survey conducted August 26-31, 2006, Public Opinion Strategies and The Glover Park Group asked a series of questions on the topics of Net Neutrality and TV Choice.

The findings among 800 Registered Voters nationally are included below.

*With a sample of this size, one can say with 95% certainty that the results have a sampling error of +/- 3.46 percentage points of what they would be if the entire registered voter population had been polled with complete accuracy.*

## Importance of Having Choice of Cable TV Providers

How important is it to you that (INSERT STATE) residents have a choice of service providers when it comes to cable TV - in other words, that there is more than one company to choose from?

Very important	73
Somewhat important	17
Not very important	5
Not at All important	5
<i>(Don't know/refused)</i>	*
<b>Total Important</b>	<b>90</b>
<b>Total Not Important</b>	<b>10</b>

## Interest in More Choice of Cable TV providers

How interested would you be in having more companies to choose from for your cable TV service?

	<b>Total</b>
Very interested	50
Somewhat interested	26
Not very interested	8
Not at all interested	14
<i>(Don't know/refused)</i>	2
<b>Total interested</b>	<b>76</b>
<b>Total not interested</b>	<b>22</b>



**Likelihood if More Cable TV Choice**

If there were more choices for cable television service in your area, how likely is it that you would see:

	Very Lkly	Smwt Lkly	Not Too Lkly	Not AtAll Lkly	DK/ Ref	Total Lkly	Total Not
Lower prices .....	56	26	9	6	3	82	15
Better customer service .....	50	31	9	5	5	81	14
The delivery of new technologies and enhanced services to customers .....	40	38	9	6	7	78	15
Higher quality programming, such as high definition television and video on demand .....	43	30	9	8	10	73	17



**Importance of Legislative Elements**

Now I'm going to read you some statements that describe how passing this legislation might benefit consumers. For each statement, I'd like you to tell me how important it is to you, personally?

	Very Imp	Smwt Imp	Not Too Imp	Not AtAll Imp	DK/ Ref	Total Imp	Total Not
<b>Provide funding that will help deploy broadband to rural and underserved communities, schools and libraries, create state-of-the-art communications networks for first responders and develop more advanced communication services for the disabled community...</b> 59	29		5	6	1	88	11
<b>Create a streamlined national approval process</b> for companies like AT&T, Verizon and Comcast to begin offering new TV and video programming services, allowing them to bring consumers more choice and competition for cable TV faster. ....	39	41	9	9	2	80	18
<b>Create a "Consumer Bill of Rights"</b> that guarantees all consumers full access to legal content on the Internet and prohibits Internet access providers from blocking, degrading, altering, modifying, or changing the data consumers send or receive over the Internet. ....	46	32	8	9	5	78	17



**Most Important Reason for Senator to Vote for the Legislation**

In your opinion, which of the following is the MOST important reason for your Senator to vote for this legislation?

	<b>Total</b>
Create state of the art communications networks to enhance public safety and improve government emergency response efforts in future.	23
Provide funding to help deploy broadband in rural and underserved communities, schools and libraries.	19
Streamlined process to deliver more choice and greater competition for new TV and video services.	16
Give Americans with disabilities the opportunity to participate more fully in the modern information economy.	13
Consumer bill of rights to guarantee full access to legal content on the Internet.	10
<i>(All)</i>	10
<i>(None)</i>	4
<i>(Don't know/refused)</i>	5

**Want Senator to Vote For/Against the Legislation**

Based on what you know now, would you want the Senators from your State to vote for or against this legislation?

(FOLLOW-UP:) Is that strongly or somewhat vote (for/against)?

	<b>Total</b>
Strongly for	41
Somewhat for	39
<i>(Doesn't care either way)</i>	6
Somewhat against	2
Strongly against	3
<i>(Don't know/refused)</i>	9
<b>Total for</b>	<b>80</b>
<b>Total against</b>	<b>5</b>

### Heard of Net Neutrality

As best as you can say, have you read, seen or heard anything recently about a debate occurring in Congress over the concept of "net neutrality" or not?

	<b>Total</b>
Yes	7
No	91
<i>(Don't know/refused)</i>	2

### Which is Most Important to You?

Which of the following two items do you think is the most important to you:

Delivering the benefits of new TV and video choice so consumers will see increased competition and lower prices for cable TV

OR

Enhancing Internet neutrality by barring high speed internet providers from offering specialized services like faster speed and increased security for a fee

	<b>Total</b>
Delivering TV and video choice	66
Enhancing Internet neutrality	19
<i>(Both)</i>	3
<i>(Neither)</i>	8
<i>(Don't know/refused)</i>	4



# Survey Findings

In a telephone survey conducted August 26-31, 2006, Public Opinion Strategies and The Glover Park Group asked a series of questions on the topics of Net Neutrality and TV Choice.

The findings among 400 Registered Voters in Pennsylvania are included below.

*With a sample of this size, one can say with 95% certainty that the results have a sampling error of +/- 4.9 percentage points of what they would be if the entire registered voter population had been polled with complete accuracy.*

## Importance of Having Choice of Cable TV Providers

How important is it to you that Pennsylvania residents have a choice of service providers when it comes to cable TV - in other words, that there is more than one company to choose from?

Very important	77
Somewhat important	14
Not very important	6
Not at all important	3
<i>(Don't know/refused)</i>	*
<b>Total important</b>	<b>91</b>
<b>Total not important</b>	<b>9</b>

## Interest in More Choice of Cable TV providers

How interested would you be in having more companies to choose from for your cable TV service?

	<b>Total</b>
Very interested	54
Somewhat interested	26
Not very interested	7
Not at all interested	11
<i>(Don't know/refused)</i>	2
<b>Total interested</b>	<b>80</b>
<b>Total not interested</b>	<b>18</b>



**Likelihood if More Cable TV Choice**

If there were more choices for cable television service in your area, how likely is it that you would see:

	Very Lkly	Smwt Lkly	Not Too Lkly	Not AtAll Lkly	DK/ Ref	Total Lkly	Total Not
Better customer service .....	55	30	7	4	4	85	11
Lower prices .....	56	25	9	6	4	81	15
The delivery of new technologies and enhanced services to customers .....	48	33	8	6	5	81	14
Higher quality programming, such as high definition television and video on demand .....	42	32	13	9	4	74	22



**Importance of Legislative Elements**

Now I'm going to read you some statements that describe how passing this legislation might benefit consumers. For each statement, I'd like you to tell me how important it is to you, personally?

	Very Imp	Smwt Imp	Not Too Imp	Not AtAll Imp	DK/ Ref	Total Imp	Total Not
<b>Provide funding that will help deploy broadband to rural and underserved communities, schools and libraries, create state-of-the-art communications networks for first responders and develop more advanced communication services for the disabled community...</b> 60	28		6	4	2	88	10
<b>Create a streamlined national approval process</b> for companies like AT&T, Verizon and Comcast to begin offering new TV and video programming services, allowing them to bring consumers more choice and competition for cable TV faster. ....	47	39	7	6	1	86	13
<b>Create a "Consumer Bill of Rights"</b> that guarantees all consumers full access to legal content on the Internet and prohibits Internet access providers from blocking, degrading, altering, modifying, or changing the data consumers send or receive over the Internet. ....	52	30	6	8	4	82	14



### Most Important Reason for Senator to Vote for the Legislation

In your opinion, which of the following is the MOST important reason for your Senator to vote for this legislation?

	<b>Total</b>
Create state of the art communications networks to enhance public safety and improve government emergency response efforts in future.	23
Streamlined process to deliver more choice and greater competition for new TV and video services.	23
Provide funding to help deploy broadband in rural and underserved communities, schools and libraries.	13
Give Americans with disabilities the opportunity to participate more fully in the modern information economy.	12
Consumer bill of rights to guarantee full access to legal content on the Internet.	9
<i>(All)</i>	12
<i>(None)</i>	3
<i>(Don't know/refused)</i>	5

### Want Senator to Vote For/Against the Legislation

Based on what you know now, would you want the Senators from your State to vote for or against this legislation?

(FOLLOW-UP:) Is that strongly or somewhat vote (for/against)?

	<b>Total</b>
Strongly for	49
Somewhat for	35
<i>(Doesn't care either way)</i>	3
Somewhat against	4
Strongly against	3
<i>(Don't know/refused)</i>	6
<b>Total for</b>	<b>84</b>
<b>Total against</b>	<b>7</b>

### Heard of Net Neutrality

As best as you can say, have you read, seen or heard anything recently about a debate occurring in Congress over the concept of "net neutrality" or not?

	<b>Total</b>
Yes	7
No	92
<i>(Don't know/refused)</i>	1

### Which is Most Important to You?

Which of the following two items do you think is the most important to you:

Delivering the benefits of new TV and video choice so consumers will see increased competition and lower prices for cable TV

OR

Enhancing Internet neutrality by barring high speed internet providers from offering specialized services like faster speed and increased security for a fee

	<b>Total</b>
Delivering TV and video choice	73
Enhancing Internet neutrality	17
<i>(Both)</i>	3
<i>(Neither)</i>	4
<i>(Don't know/refused)</i>	3



# Survey Findings

In a telephone survey conducted August 26-31, 2006, Public Opinion Strategies and The Glover Park Group asked a series of questions on the topics of Net Neutrality and TV Choice.

The findings among 400 Registered Voters in Ohio are included below.

*With a sample of this size, one can say with 95% certainty that the results have a sampling error of +/- 4.9 percentage points of what they would be if the entire registered voter population had been polled with complete accuracy.*

## Importance of Having Choice of Cable TV Providers

How important is it to you that Ohio residents have a choice of service providers when it comes to cable TV - in other words, that there is more than one company to choose from?

Very important	70
Somewhat important	19
Not very important	3
Not at all important	7
<i>(Don't know/refused)</i>	1
<b>Total important</b>	<b>89</b>
<b>Total not important</b>	<b>10</b>

## Interest in More Choice of Cable TV providers

How interested would you be in having more companies to choose from for your cable TV service?

	<b>Total</b>
Very interested	46
Somewhat interested	28
Not very interested	8
Not at all interested	17
<i>(Don't know/refused)</i>	1
<b>Total interested</b>	<b>74</b>
<b>Total not interested</b>	<b>25</b>



**Likelihood if More Cable TV Choice**

If there were more choices for cable television service in your area, how likely is it that you would see:

	Very Lkly	Smwt Lkly	Not Too Lkly	Not AtAll Lkly	DK/ Ref	Total Lkly	Total Not
Better customer service .....	51	32	6	8	3	83	14
Lower prices .....	58	24	8	8	2	82	16
The delivery of new technologies and enhanced services to customers .....	43	35	10	7	5	78	17
Higher quality programming, such as high definition television and video on demand .....	39	30	14	10	7	69	24



Importance of Legislative Elements

Now I'm going to read you some statements that describe how passing this legislation might benefit consumers. For each statement, I'd like you to tell me how important it is to you, personally?

	Very Imp	Smwt Imp	Not Too Imp	Not AtAll Imp	DK/ Ref	Total Imp	Total Not
<b>Provide funding that will help deploy broadband to rural and underserved communities, schools and libraries, create state-of-the-art communications networks for first responders and develop more advanced communication services for the disabled community...</b> 60	26		6	6	2	86	12
<b>Create a streamlined national approval process</b> for companies like AT&T, Verizon and Comcast to begin offering new TV and video programming services, allowing them to bring consumers more choice and competition for cable TV faster. ....	42	36	9	12	1	78	21
<b>Create a "Consumer Bill of Rights"</b> that guarantees all consumers full access to legal content on the Internet and prohibits Internet access providers from blocking, degrading, altering, modifying, or changing the data consumers send or receive over the Internet. ....	46	28	6	14	6	74	20



### Most Important Reason for Senator to Vote for the Legislation

In your opinion, which of the following is the MOST important reason for your Senator to vote for this legislation?

	<b>Total</b>
Create state of the art communications networks to enhance public safety and improve government emergency response efforts in future.	21
Streamlined process to deliver more choice and greater competition for new TV and video services.	19
Provide funding to help deploy broadband in rural and underserved communities, schools and libraries.	17
Give Americans with disabilities the opportunity to participate more fully in the modern information economy.	17
Consumer bill of rights to guarantee full access to legal content on the Internet.	9
<i>(All)</i>	11
<i>(None)</i>	4
<i>(Don't know/refused)</i>	2

### Want Senator to Vote For/Against the Legislation

Based on what you know now, would you want the Senators from your State to vote for or against this legislation?

(FOLLOW-UP:) Is that strongly or somewhat vote (for/against)?

	<b>Total</b>
Strongly for	45
Somewhat for	35
<i>(Doesn't care either way)</i>	8
Somewhat against	1
Strongly against	5
<i>(Don't know/refused)</i>	6
<b>Total for</b>	<b>80</b>
<b>Total against</b>	<b>6</b>

### Heard of Net Neutrality

As best as you can say, have you read, seen or heard anything recently about a debate occurring in Congress over the concept of "net neutrality" or not?

	<b>Total</b>
Yes	8
No	92
<i>(Don't know/refused)</i>	*

### Which is Most Important to You?

Which of the following two items do you think is the most important to you:

Delivering the benefits of new TV and video choice so consumers will see increased competition and lower prices for cable TV

OR

Enhancing Internet neutrality by barring high speed internet providers from offering specialized services like faster speed and increased security for a fee

	<b>Total</b>
Delivering TV and video choice	69
Enhancing Internet neutrality	18
<i>(Both)</i>	4
<i>(Neither)</i>	6
<i>(Don't know/refused)</i>	3



# Survey Findings

In a telephone survey conducted August 26-31, 2006, Public Opinion Strategies and The Glover Park Group asked a series of questions on the topics of Net Neutrality and TV Choice.

The findings among 400 Registered Voters in Missouri are included below.

*With a sample of this size, one can say with 95% certainty that the results have a sampling error of +/- 4.9 percentage points of what they would be if the entire registered voter population had been polled with complete accuracy.*

## Importance of Having Choice of Cable TV Providers

How important is it to you that Missouri residents have a choice of service providers when it comes to cable TV - in other words, that there is more than one company to choose from?

Very important	69
Somewhat important	16
Not very important	7
Not at all important	7
<i>(Don't know/refused)</i>	1
<b>Total important</b>	<b>85</b>
<b>Total not important</b>	<b>14</b>

## Interest in More Choice of Cable TV providers

How interested would you be in having more companies to choose from for your cable TV service?

	<b>Total</b>
Very interested	46
Somewhat interested	25
Not very interested	11
Not at all interested	17
<i>(Don't know/refused)</i>	1
<b>Total interested</b>	<b>71</b>
<b>Total not interested</b>	<b>28</b>



**Likelihood if More Cable TV Choice**

If there were more choices for cable television service in your area, how likely is it that you would see:

	Very Lkly	Smwt Lkly	Not Too Lkly	Not AtAll Lkly	DK/ Ref	Total Lkly	Total Not
Lower prices .....	61	24	6	7	2	85	13
Better customer service .....	54	27	8	6	5	81	14
The delivery of new technologies and enhanced services to customers .....	49	32	8	6	5	81	14
Higher quality programming, such as high definition television and video on demand .....	47	26	13	7	7	73	20



**Importance of Legislative Elements**

Now I'm going to read you some statements that describe how passing this legislation might benefit consumers. For each statement, I'd like you to tell me how important it is to you, personally?

	Very Imp	Smwt Imp	Not Too Imp	Not AtAll Imp	DK/ Ref	Total Imp	Total Not
<b>Provide funding that will help deploy broadband to rural and underserved communities, schools and libraries, create state-of-the-art communications networks for first responders and develop more advanced communication services for the disabled community...</b> 63	26		5	5	1	89	10
<b>Create a streamlined national approval process</b> for companies like AT&T, Verizon and Comcast to begin offering new TV and video programming services, allowing them to bring consumers more choice and competition for cable TV faster. ....	48	32	8	10	2	80	18
<b>Create a "Consumer Bill of Rights"</b> that guarantees all consumers full access to legal content on the Internet and prohibits Internet access providers from blocking, degrading, altering, modifying, or changing the data consumers send or receive over the Internet. ....	51	27	6	11	5	78	17



### Most Important Reason for Senator to Vote for the Legislation

In your opinion, which of the following is the MOST important reason for your Senator to vote for this legislation?

	<b>Total</b>
Streamlined process to deliver more choice and greater competition for new TV and video services.	21
Provide funding to help deploy broadband in rural and underserved communities, schools and libraries.	20
Create state of the art communications networks to enhance public safety and improve government emergency response efforts in future.	18
Give Americans with disabilities the opportunity to participate more fully in the modern information economy.	13
Consumer bill of rights to guarantee full access to legal content on the Internet.	7
<i>(All)</i>	10
<i>(None)</i>	5
<i>(Don't know/refused)</i>	6

### Want Senator to Vote For/Against the Legislation

Based on what you know now, would you want the Senators from your State to vote for or against this legislation?

(FOLLOW-UP:) Is that strongly or somewhat vote (for/against)?

	<b>Total</b>
Strongly for	45
Somewhat for	35
<i>(Doesn't care either way)</i>	6
Somewhat against	4
Strongly against	3
<i>(Don't know/refused)</i>	7
<b>Total for</b>	<b>80</b>
<b>Total against</b>	<b>7</b>



**Heard of Net Neutrality**

As best as you can say, have you read, seen or heard anything recently about a debate occurring in Congress over the concept of "net neutrality" or not?

	<b>Total</b>
Yes	10
No	89
<i>(Don't know/refused)</i>	1

**Which is Most Important to You?**

Which of the following two items do you think is the most important to you:

Delivering the benefits of new TV and video choice so consumers will see increased competition and lower prices for cable TV

OR

Enhancing Internet neutrality by barring high speed internet providers from offering specialized services like faster speed and increased security for a fee

	<b>Total</b>
Delivering TV and video choice	69
Enhancing Internet neutrality	18
<i>(Both)</i>	3
<i>(Neither)</i>	6
<i>(Don't know/refused)</i>	4