



TO: Interested Parties
FR: Morning Consult
DT: March 26, 2018
RE: Net Neutrality and the Midterm Elections

Morning Consult, on behalf of Center for Individual Freedom, conducted an online survey of 1,913 registered voters from March 7-9, 2018. Results from the full survey have a margin of error of +/- 2 percentage points.

The survey sought to test the electoral importance of some policy issues that have been in the news recently, including net neutrality, i.e., the importance of those issues in determining voting preference in the November midterm elections.

Survey Highlights

- Of the nine issues tested, the candidate's position on net neutrality is viewed as the **least important** when it comes to determining respondents' votes in the election for U.S. Congress in their district.
- Conversely, a candidate's position on entitlement programs; healthcare; and immigration reform are all viewed as "very important" by more than half of the respondents when determining their vote.
- Just four percent of voters pick net neutrality as the "most important" issue in determining their vote for U.S. Congress.
- Although a majority of voters said they are familiar with the net neutrality issue, eighty-four percent either incorrectly believe that net neutrality rules apply to internet service providers like AT&T, Verizon, and Comcast, *as well as* to internet companies like Google and Facebook, or were unable to say who the rules apply to.

The Importance of Net Neutrality in Determining Votes

Survey respondents were presented with a list of issues and asked how important each issue would be in determining their vote for U.S. Congress. By far, a candidate's positions on entitlement programs like Medicare and Social Security, as well as healthcare, are deemed to be most important, with sixty-two percent saying that each of these issues was "very important" in determining their votes. These issues were followed in importance by a candidate's position on immigration reform (50%). The remaining issues, in descending order of importance in deciding votes, were a candidate's position on issues dealing with reducing the federal budget deficit, North Korea, infrastructure, financial services, climate change, and, finally, net neutrality.

Respondents were then asked to pick which issue is **most important** in determining their vote for U.S. Congress. After having selected their most important issue, they were prompted to choose their second most important issue from those remaining. In both rounds, entitlement programs like Medicare and Social Security, as well as healthcare, were deemed most important. These were, again, followed by immigration reform. All of the remaining issues were



selected in the single digits, with net neutrality being selected by only four percent of voters in each of the two rounds. Only regulations on banks and financial services companies was selected by fewer respondents, with it being selected by three percent each round.

Given the current level of media and activist attention afforded to net neutrality, it follows that a majority of voters (50%) say they are "very" or "somewhat" familiar with the term. That being said, forty-five percent of voters incorrectly believe that net neutrality rules apply to internet service providers like AT&T, Verizon, and Comcast, *as well as* to internet companies like Google and Facebook.
