

Brenie R. Pinsonat, Inc. and BDPC, LLC

A Collaborative Survey of Louisiana Voters

Date: February 15, 2018

To: Interested Parties

From: Bernie R. Pinsonat, Inc. and Greg Rigamer (BDPC, LLC)

Re: Net Neutrality Survey, State of Louisiana

A telephone survey of 500 Louisiana likely voters was conducted February 1st thru 4th, 2018. The survey was structured to understand public interest and concerns regarding a number of internet related issues. Both land lines and cell phones were called by professional interviewers. The potential sampling error of the survey is plus or minus 4% at the 95% confidence level.

69% voters in Louisiana say the internet is very important to them and their families with another 25% saying the internet is somewhat important for a combined total of **94%**. When voters were asked how they primarily access the internet, 45% indicated personal computer at home and 41% access the internet by a mobile device. When asked how they primarily use the internet when not at work, 10% of respondents answered to get their news, 8% use the internet to engage in social media, 12% use the internet to get their mail, 16% use the internet to do research for school or business and **44% use the internet for all the above.**

Voters were asked a series of internet related issue questions and whether they have become more concerned or less concerned than they were “a few years ago.” 53% were more concerned about their ability to access services and information they choose and 69% were more concerned with cost of internet access. 42% were more concerned with amount of time spent on internet and 45% were more concerned with the ability to freely express themselves.

More noteworthy, **90% of the respondents say they have become more concerned about privacy of their information on the internet.** 72% are concerned about censorship and 76% on reliability of information they get on the internet.

Given the very high level of media attention and political activism regarding “net neutrality” in the past few months, it is not surprising that a majority of Louisiana voters (52%) say they are “very familiar” or “somewhat familiar” with the term.

After being read a definition of what “net neutrality” is and being presented with the questions of what Congress should do to protect their interests on the internet, respondents stated they had greater interest in new consumer protection legislation that ensures protection in several specific areas and fair treatment by all internet companies. **When given the choice between Congress reinstating the FCC’s 2015 net neutrality rules that apply only to Internet Service Providers or new legislation that both puts the tenants of net neutrality into law and ensures that they are treated in a fair and neutral manner by all internet companies (including on privacy), they prefer the latter by 64% to 11% margin.**

This is an important finding. While Louisiana voters may think net neutrality is important, their concerns about privacy, censorship, and trust on the internet go beyond what their internet service providers do. Voters feel

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strongly that all internet companies – internet service providers, search engines and social media companies – should be governed by the same consumer protection rules.

Comprehensive consumer-focused legislation, dedicated to ensuring consumers are protected no matter what they are doing on the internet, and no matter which companies they are dealing with, is extremely popular!

There was near-universal support for legislation that applies the “guiding principles” of neutrality, transparency and privacy protections to all internet companies.

Specifically:

- 92% - Every internet provider would need to disclose accurate and relevant information in plain language regarding the price, performance, and network practices of its services. (strongly 69%)
- 91% - Consumers would have the freedom to use the personal devices and apps they want. (Strongly 68%)
- 95% - Internet service providers, social media sites and search engines would all have to follow the same rules to protect your privacy and security of your data. (strongly 80%)
- 88% - Internet service providers could not block or slow down websites or services that consumers access on the internet, (strongly 74%)
- 93%- Social media sites would be required to fully disclose their practices on censorship, child protection the use their services for illegal activities. (strongly 81%)
- 90% - To ensure a level playing field for all competitors, there would be one set of rules that applied to all internet companies. (strongly 71%)

When respondents were asked if they would support legislation including these principles, support for consumer protection grew to 76%.

When asked, 43% of respondents said they would feel more favorable towards their member of Congress if they would support such legislation applying to all companies on the internet, only 12% said they would feel more favorable towards those who only support reinstating the FCC’s old net neutrality rule.

Polling data shows when Louisiana voters learn more about “net neutrality,” they prefer more comprehensive consumer legislation to protect all their interest rather than congressional action that simply reinstates the FCC’s old “net neutrality rules.”