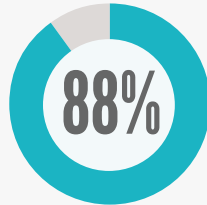


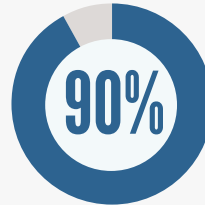
# AMERICAN DEMAND FOR BROADBAND

## Voters are demanding ACTION on rural broadband

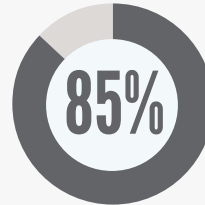
Voters want the FCC to finalize rules to ensure vacant television channels can be used for broadband, especially in rural areas.



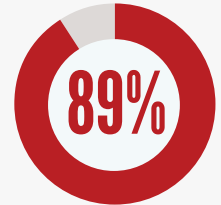
TOTAL SUPPORT



DEM SUPPORT



SWING SUPPORT

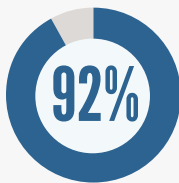


REPUBLICAN SUPPORT

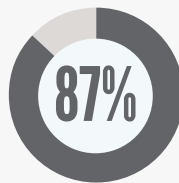
## Broadband for Health Care



TOTAL SUPPORT



DEM SUPPORT



SWING SUPPORT

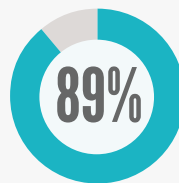


REPUBLICAN SUPPORT

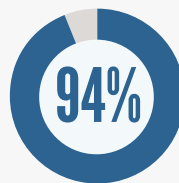
Support for federal policies that would aid rural Americans' ability to engage with their caregivers at home and access life-saving technologies through broadband connection is **HIGH** across **ALL** parties.

## Broadband for Education

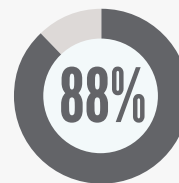
All parties support federal policies that would increase access to broadband connectivity for K-12 students.



TOTAL SUPPORT



DEM SUPPORT

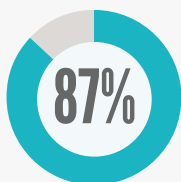


SWING SUPPORT



REPUBLICAN SUPPORT

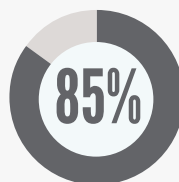
## Broadband for Agriculture



TOTAL SUPPORT



DEM SUPPORT



SWING SUPPORT



REPUBLICAN SUPPORT

Support for federal policies that would provide U.S. agriculture producers the ability to leverage "precision farming" through broadband connectivity is **significant** across **ALL** parties.



**App Association Election Night 2018 Survey; November 6th, 2018**  
**n=1000 voters in the 2018 midterm election**

A3. Would you support federal policies that ensure broadband internet providers can leverage unused television channels to offer broadband connectivity to rural Americans so that they can engage with their caregivers at home and access life-saving technologies like connected heart monitors?

	Party			
	Total	Dem	Swing	GOP
<b>Strongly support</b>	<b>49%</b>	<b>56%</b>	<b>39%</b>	<b>49%</b>
<b>Somewhat support</b>	<b>41%</b>	<b>36%</b>	<b>47%</b>	<b>42%</b>
<b>Somewhat oppose</b>	<b>8%</b>	<b>6%</b>	<b>11%</b>	<b>7%</b>
<b>Totally oppose</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>
<b>SUPPORT (NET)</b>	<b>90%</b>	<b>92%</b>	<b>87%</b>	<b>91%</b>
<b>OPPOSE (NET)</b>	<b>10%</b>	<b>8%</b>	<b>13%</b>	<b>9%</b>

A4. Would you support federal policy that enables broadband providers to offer affordable internet connectivity to K-12 students using vacant television channels?

	Party			
	Total	Dem	Swing	GOP
<b>Strongly support</b>	<b>55%</b>	<b>67%</b>	<b>45%</b>	<b>51%</b>
<b>Somewhat support</b>	<b>34%</b>	<b>27%</b>	<b>43%</b>	<b>34%</b>
<b>Somewhat oppose</b>	<b>8%</b>	<b>5%</b>	<b>9%</b>	<b>11%</b>
<b>Totally oppose</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>
<b>SUPPORT (NET)</b>	<b>89%</b>	<b>94%</b>	<b>88%</b>	<b>84%</b>
<b>OPPOSE (NET)</b>	<b>11%</b>	<b>6%</b>	<b>12%</b>	<b>16%</b>

A5. Would you support federal policies that encourage broadband companies to provide internet connectivity over unused television channels so that U.S. agriculture producers can leverage "precision farming"?

	Party			
	Total	Dem	Swing	GOP
<b>Strongly support</b>	<b>42%</b>	<b>48%</b>	<b>36%</b>	<b>43%</b>
<b>Somewhat support</b>	<b>44%</b>	<b>42%</b>	<b>49%</b>	<b>43%</b>
<b>Somewhat oppose</b>	<b>10%</b>	<b>9%</b>	<b>13%</b>	<b>9%</b>
<b>Totally oppose</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>5%</b>
<b>SUPPORT (NET)</b>	<b>87%</b>	<b>90%</b>	<b>85%</b>	<b>86%</b>
<b>OPPOSE (NET)</b>	<b>13%</b>	<b>10%</b>	<b>15%</b>	<b>14%</b>

According to the Federal Communications Commission (FCC), about 19 million rural Americans currently lack access to broadband internet. Many of them live in areas where building physical internet infrastructure to their homes is prohibitively expensive. Meanwhile, at least half of the airwaves set aside for broadcast television in these areas are unused. These channels could be used to transmit broadband connectivity over long distances, but the FCC must finalize rules governing their use for internet service.

A6. Should the FCC...?

	Party			
	Total	Dem	Swing	GOP
<b>Finalize rules to ensure vacant television channels can be used for broadband, especially in rural areas</b>	<b>88%</b>	<b>90%</b>	<b>85%</b>	<b>89%</b>
<b>Not finalize rules, so that unused television channels remain vacant</b>	<b>12%</b>	<b>10%</b>	<b>15%</b>	<b>11%</b>