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TO: Interested Parties
FROM: Joel Benenson, Amy Levin
RE: Broadband Access Survey
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Methodology

Benenson Strategy Group conducted 800 interviews with registered voters nationwide from January 6-9, 2014. All interviews were conducted over telephone using a voter list. The margin of error is ± 3.5 for the entire sample and is ± 6.9 for parents at the 95% confidence level. Once fielding was completed, the sample was weighted to ensure it was proportionally representative of the registered voter population.

Key Findings

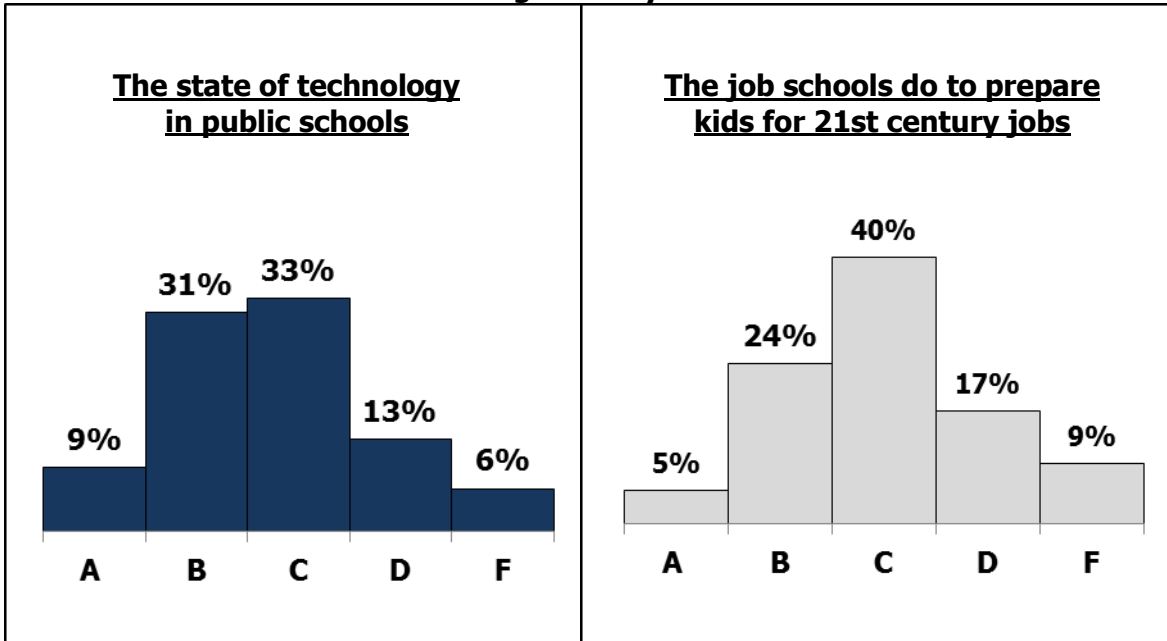
- Voters give the state of technology in America's schools a decidedly mediocre C grade.
 - Moreover, both parents and non-parents prove intensely concerned about classrooms' lack of access to technology.
- Consequently, more than 8 in 10 voters support putting high-speed Internet access in all American public schools within the next 5 years.
- Perhaps most notably, both parents and non-parents prove very willing to pay for this. Strong majorities of both groups continue to support expanding broadband access even when told the program will be paid for by a temporary fee on cell phone users.
- This isn't just an education issue; it's an economic issue.
 - Voters are very concerned that we are not doing enough to train the next generation of innovators and that without improvements our kids will continue to fall behind kids in other countries.

Detailed Findings

What's At Stake

- When it comes to either the state of technology in classrooms or the job schools do to prepare kids for 21st century jobs, most feel public schools could be doing a lot better:

As graded by voters



- Across the political spectrum, voters are very concerned about the lack of access to basic resources and technology in public schools and the consequences that brings:

How concerned are you about this?

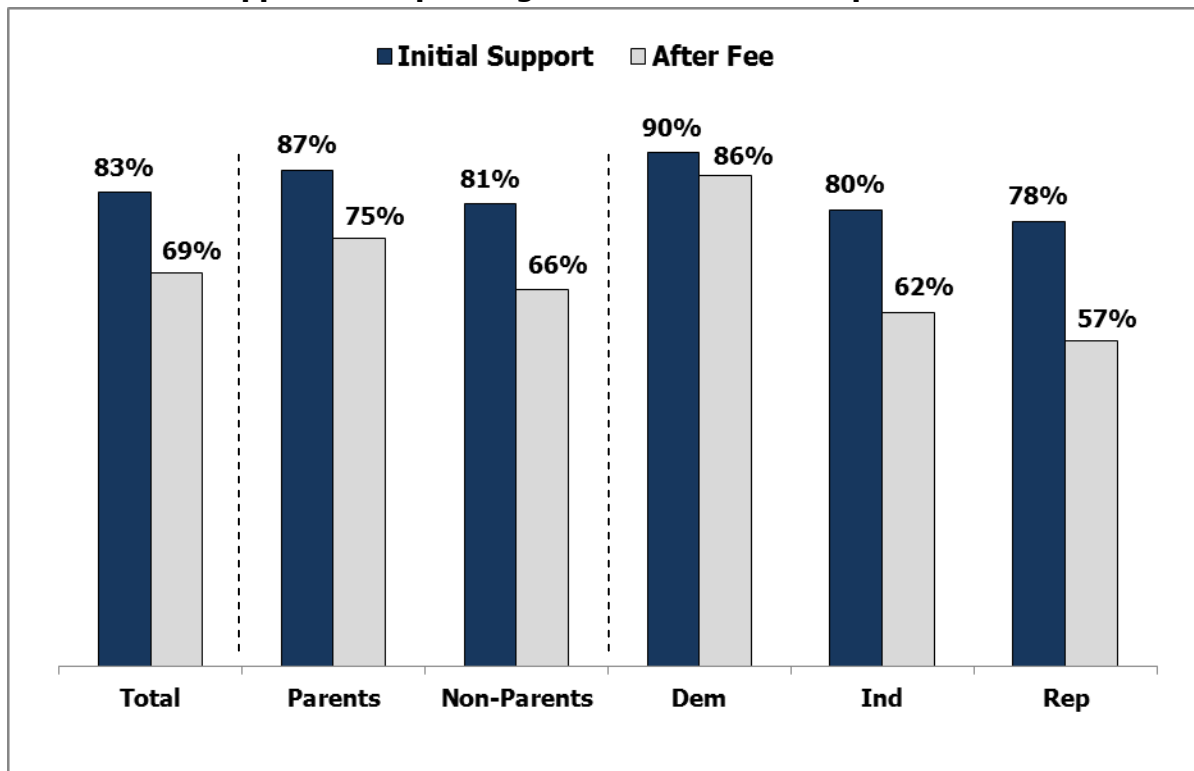
% saying very + somewhat concerned	Total	Dem	Ind	Rep
Our schools aren't doing enough to train the next generation of innovators.	87	88	88	84
Without better and more modern technology in our schools, our kids will continue to fall behind kids in other countries.	85	92	82	83
Too many classrooms - whether they're in inner-cities or rural areas - don't have access to basic resources and technology.	84	92	81	79

Voters Overwhelmingly Support Expanding Broadband Access in Schools

- An overwhelming 83% of voters support a proposal to put high-speed Internet access in all American public schools within the next 5 years.
 - Initially, 90% of Democrats, 80% of Independents, and 78% of Republicans support this proposal to expand high-speed Internet access.

- Though support predictably softens once a price tag is added, it is remarkable that strong majorities of voters – across the major demographics – still strongly support the program when told it would be paid for by a fee of about \$4 a year for 3 years on every cell phone user.

Support for expanding broadband access in public schools



Voters Want Broadband Access To Teach Skills For 21st Century Jobs

- Voters think the most important reason to expand high-speed Internet access in public schools is to teach kids the skills they need for 21st century jobs.
 - 6 in 10 voters, and 65% of parents, think allowing teachers to incorporate technology to teach kids the skills they need for 21st century jobs is a very important reason to expand broadband access.
 - Expanding broadband access in schools taps into core values. Americans of all political stripes think the reasons to support expanding broadband discussed in the poll are all important.

How important a reason is this to support expanding broadband in public schools?

% saying very + somewhat important	Total	Dem	Ind	Rep
Expanding high-speed Internet access in public schools would allow teachers to incorporate technology into their curriculum and teach kids the skills they need for 21st century jobs.	90	97	87	85
High-speed Internet improves the quality of education every child gets by providing access to new learning resources, online educational tools, instruction on foreign languages, college prep tools, and distance learning programs.	88	96	86	82
Other countries like South Korea and our leading economic competitors already have high-speed Internet in public schools and teachers trained in digital learning. We need to make this investment to ensure American kids can compete in the new global economy.	87	96	82	84
With nearly a quarter of American children living in poverty and many without access to the Internet at home, high-speed Internet access in public schools would help level the playing field for kids in inner-city and rural schools.	86	95	82	83
Investing in high-speed Internet in public schools is necessary if we are going to develop the next generation of innovative leaders in the U.S.	84	94	82	76