

# KENTUCKY RURAL BROADBAND POLL RESULTS

Public Opinion Strategies and Hart Research Associates conducted a survey of 600 registered voters in Kentucky on various topics regarding rural broadband and issues involving broadband providers' access to utility poles.



The vast majority of Kentuckians (95%), regardless of geography, say access to high-speed home internet services is important; more than two out of every three Kentuckians polled (69%) believe this service is critical.



A strong majority of rural voters (60%) say access to high speed internet is a problem in their local community.

- Kentuckians believe a lack of internet access at home impairs their ability to work remotely or seek work, access quality education, and acquire healthcare services like telehealth.



An overwhelming majority (84%) of voters support action by Kentucky policymakers to connect more rural households to reliable, high speed internet.

- More than 80% of all Kentuckians broadly support policymakers taking action to improve broadband access in the state.
- Almost no voters (4%) say they would be less likely to vote for a state legislator who is for taking action to address broadband access and over 40% would be more likely to vote for that same lawmaker.



Strong, bipartisan support exists and extends across both rural and non-rural areas for four key rural broadband proposals. The four key utility pole policy proposals tested in the survey would help providers extend broadband service into rural areas of Kentucky by:

1. Establishing standards for predictable and fair pole replacement costs, so that broadband providers do not pay a burdensome and disproportionate share of costs;
2. Allowing construction and installation techniques that can reduce costs and speed deployment;
3. Updating regulations to establish uniform rules for broadband providers seeking to attach new equipment to utility poles; and,
4. Setting clear timelines to avoid costly delays or prolonged disputes.



Support for these policy proposals ranges from 78% to 88% overall with support among at least three out of four rural and non-rural voters, as well as among Republicans, Independents, and Democrats.

Fred Yang is Partner at Hart Research Associates, one of the leading research firms in the United States with decades of experience polling on behalf of the Democratic party and office holders in Kentucky. Robert Blizzard and Micah Roberts are Partners at Public Opinion Strategies, the largest Republican political and public affairs survey research firm in the country. Public Opinion Strategies has conducted over 130,000 interviews in Kentucky since our founding in 1991 on behalf of their political and public affairs clients, including the KY GOP. Hart Research and Public Opinion Strategies are the two halves of the bi-partisan polling team for both The Wall Street Journal/NBC News as well as the CNBC All-America Economic Survey.