Broadband in Michigan: Michiganders’ Experiences with(out) Broadband Internet Service

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IPPSR Public Policy Forum, 7 February 2018
Overview

• Quello Center
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• Internet access and use in Michigan
  • Methodology
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• Broadband in the City—Detroit
  • Methodology
  • Findings
• Key Takeaways
Quello Center

“... focused on stimulating and informing debate on media, communication and information policy for our digital age.”

“Research often challenges taken-for-granted assumptions about the role of technology, policy and regulation in society.”
Quello Studies: Internet in Michigan

- Wireless Innovation for Last Mile Access (WILMA)
  - Merit and Quilt group of RENs
  - Examine wireless solutions for last mile access to broadband Internet services
- Digital Divides in Michigan
  - State of the State Survey
- Broadband to the Neighborhood
  - Survey and Focus Groups
Michiganders’ Internet Access and Use

Research Questions:
• What factors have shaped the character of digital divides in Michigan and Detroit over the last 20 years?
• Michiganders’ attitudes toward Internet?
• What are key barriers in 2016?

Methodology:
• State of the State Survey (telephone)
  – Survey data from 1997-2016
  – ~1,000 respondents per survey
Internet Use in Michigan over Time

Sources: SOSS data 1997-2016; Notes: ~ access measured instead of use; * average of 2 2001 waves; ** average of 4 2002 waves; *** average of 2 2003 waves; **** average of 2 2005 waves.
Internet Use in Michigan over Time

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Michiganders’ Attitudes toward Internet

Figure 1. Attitudes and Beliefs Toward the Internet in Michigan

Source: SOSS data 2016.
Michiganders’ Attitudes toward Internet

Efficient, time saving, makes life easier, way to keep in touch

Risk to privacy, too much inappropriate and bad information; not empowering social lives
Broadband in the City—Detroit

Wayne County Census blocks with AT&T VDSL or FTTH at maximum advertised download speeds of 18 mbps or more, June 2016 | Block groups with 35% or greater poverty
Sources: FCC Form 477 block data for June 2016 | American Community Survey 2015 Five Year Estimates

Map created by National Digital Inclusion Alliance

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Broadband in the City—Detroit

Research Questions:
• What does Internet connectivity look like in Detroit?
• Who is offline and why?
• What are the key barriers to home access?
• How does not having home access affect Detroiter's?

Methodology:
• Telephone surveys
  – Postcard mailings and calls to landlines (Oct-Dec 2017)
  – 525 completed interviews
• Focus groups in the neighborhoods
Myth 1: Detroiters Are Offline

- Internet users: 97.9%
- Social media users: 65.9%
- Home Internet access: 77.6%
- A contract with an ISP for home access: 61.7%
Myth 2: Detroiters Are Not Interested in the Internet

Reasons for not having Internet access at home

- Not interested: 31.9%
- Too expensive: 30.2%
- Don't have a computer: 18.1%
- Worried about privacy, SPAM, viruses: 18.1%
- Had a data plan on cell phone: 17.2%
- Too difficult to use: 12.1%
- Other: 4.3%
- Moved homes: 4.3%
Myth 2: Detroiters Are Not Interested in the Internet

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agreement Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many friends/family use Internet</td>
<td>4.29</td>
</tr>
<tr>
<td>Efficient finding info</td>
<td>4.25</td>
</tr>
<tr>
<td>Makes it easy to keep in touch</td>
<td>4.24</td>
</tr>
<tr>
<td>Saves time</td>
<td>4.14</td>
</tr>
<tr>
<td>Valuable finding jobs</td>
<td>4.13</td>
</tr>
<tr>
<td>Helps do things people like to do</td>
<td>4.1</td>
</tr>
<tr>
<td>Makes life easier</td>
<td>4</td>
</tr>
<tr>
<td>Easy to use</td>
<td>3.93</td>
</tr>
<tr>
<td>People are not lonely online</td>
<td>3.44</td>
</tr>
</tbody>
</table>
Myth 2: Detroiters Are Not Interested in the Internet

Agreement Means

- Puts privacy at risk: 3.94
- Difficult to protect personal info: 3.82
- Too much bad material: 3.66
- Another thing ppl trying to sell: 2.95
- Costs too much: 2.81
Myth 3: Detroiters Only Use the Internet for Entertainment

% who do this online

- Email: 84.5%
- Get news: 79.0%
- Get health info: 75.2%
- Shop: 74.9%
- Find/check a fact: 71.8%
- Get info for school/work: 71.6%
- Make travel plans: 70.7%
- Social media: 69.8%
- Look for jobs: 69.1%
- Do/help a child with homework: 65.5%
- Download/stream music: 63.5%
- Post photos: 61.6%
- Download/stream videos: 59.6%
- Get sports info: 53.5%
- Get info on local events: 49.0%
Myth 3: Detroiters Only Use the Internet for Entertainment

% who do this online

- Email: ISP 92.0% No ISP 72.7%
- Get info on local events: ISP 81.8% No ISP 74.5%
- Shop: ISP 81.8% No ISP 72.7%
- Get health info: ISP 79.8% No ISP 74.5%
- Get news: ISP 79.0% No ISP 69.5%
- Make travel plans/reservations: ISP 77.2% No ISP 58.2%
- Find/check a fact: ISP 77.3% No ISP 62.9%
- Get info for school/work: ISP 72.7% No ISP 68.0%
Key Takeaways

• Michiganders in rural areas and distressed urban areas are under-connected
• Michiganders are acutely aware of the importance of the Internet
• Detroiters prioritize paying ISP and cellphone bills
• Mobile only use is NOT enough
• Cost is a major barrier
• Some Michiganders are worried about issues such as privacy

• All of this can be addressed!
Thank you!

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