

# **Broadband in Michigan: Michiganders' Experiences with(out) Broadband Internet Service**

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# Overview

- Quello Center
  - Studies on Internet in Michigan
- Internet access and use in Michigan
  - Methodology
  - Findings
- 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.”

Dr. Laleah Fernandez



Prof. Keith Hampton



Mitch Shapiro



Prof. Bill Dutton



Dr. Bibi Reisdorf



Dr. Aleks Yankelevich



Whisnu Triwibowo

# 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

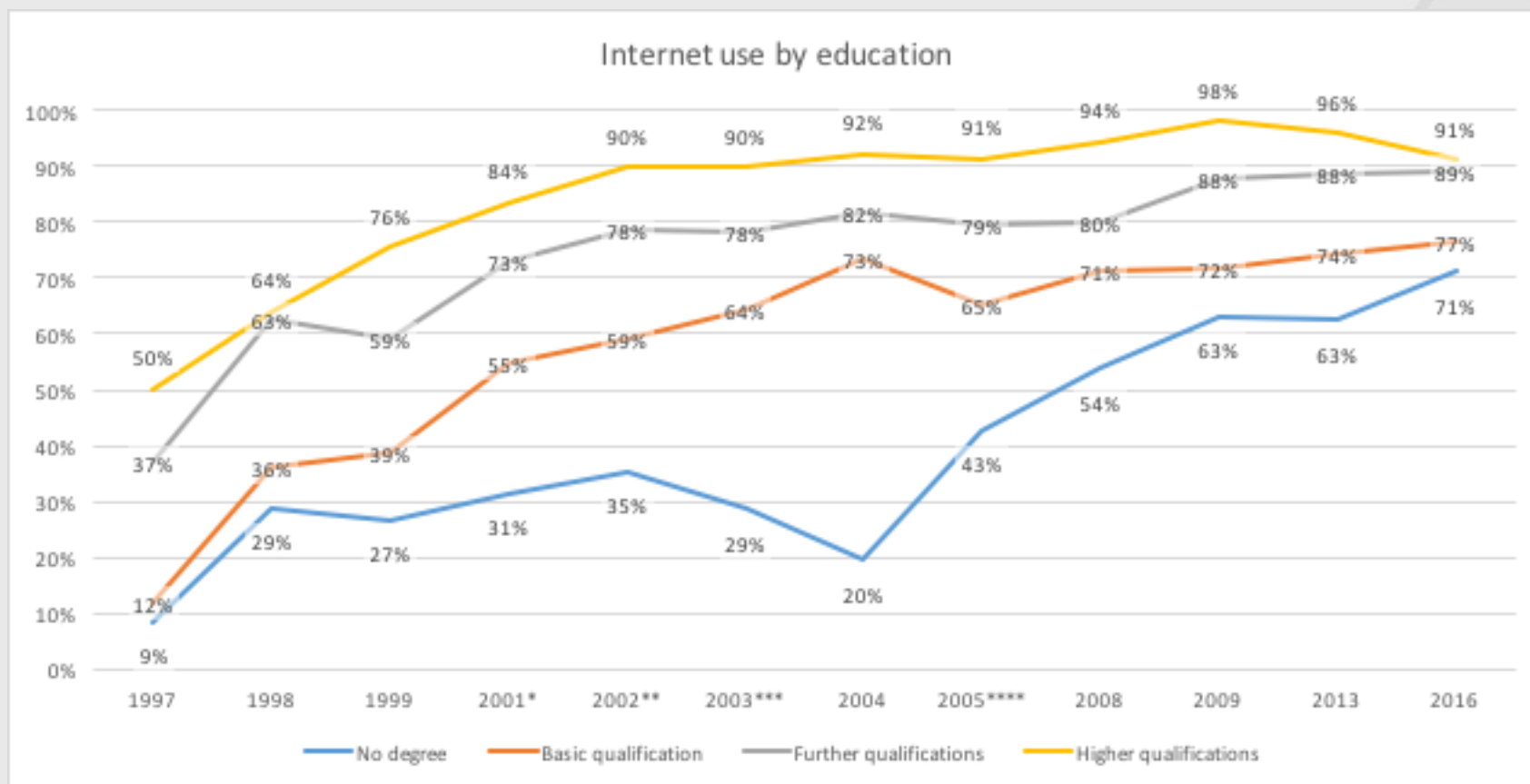
## Research Questions:

- 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:

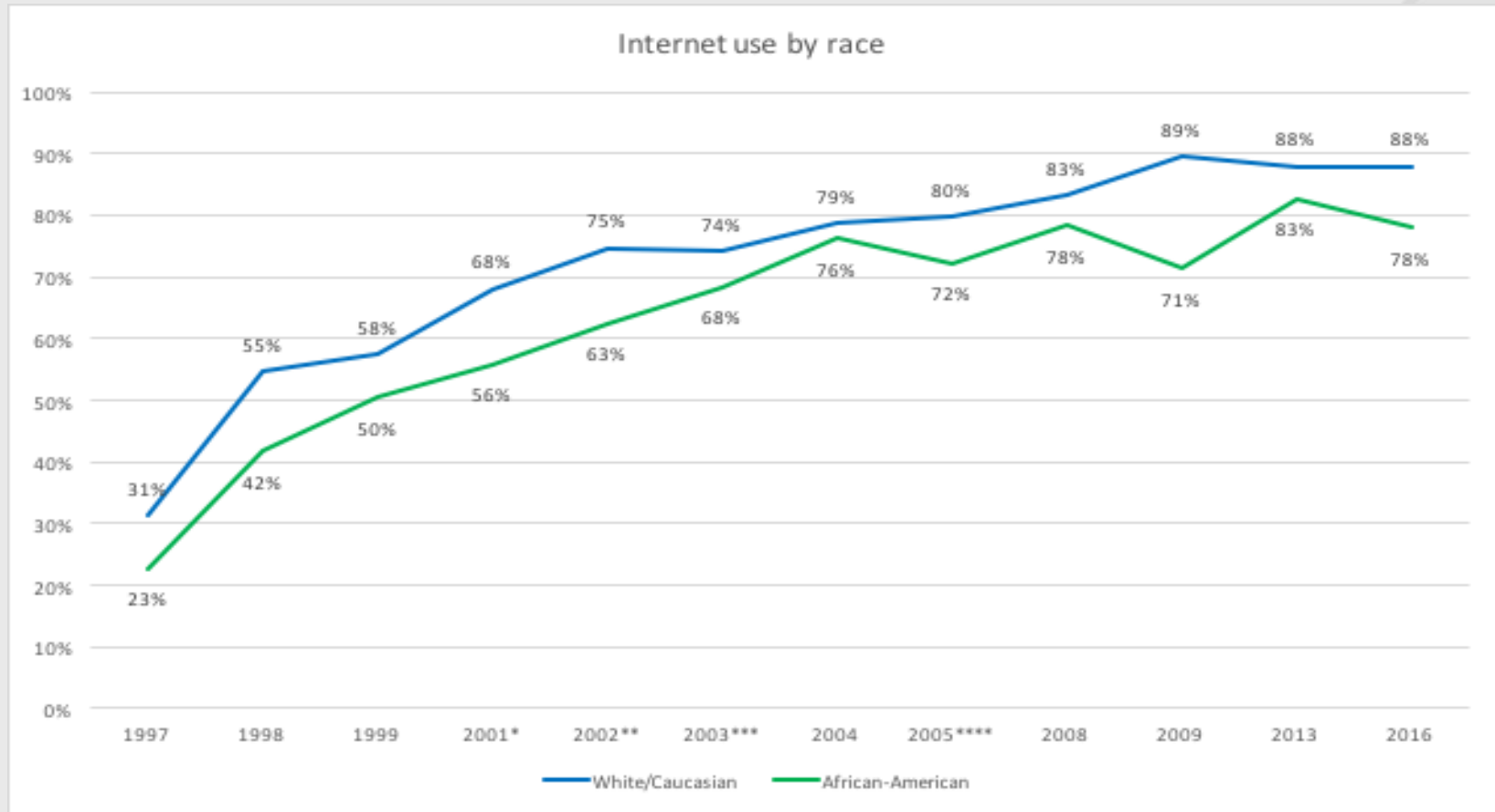
- State of the State Survey (telephone)
  - Survey data from 1997-2016
  - ~1,000 respondents per survey

# 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.

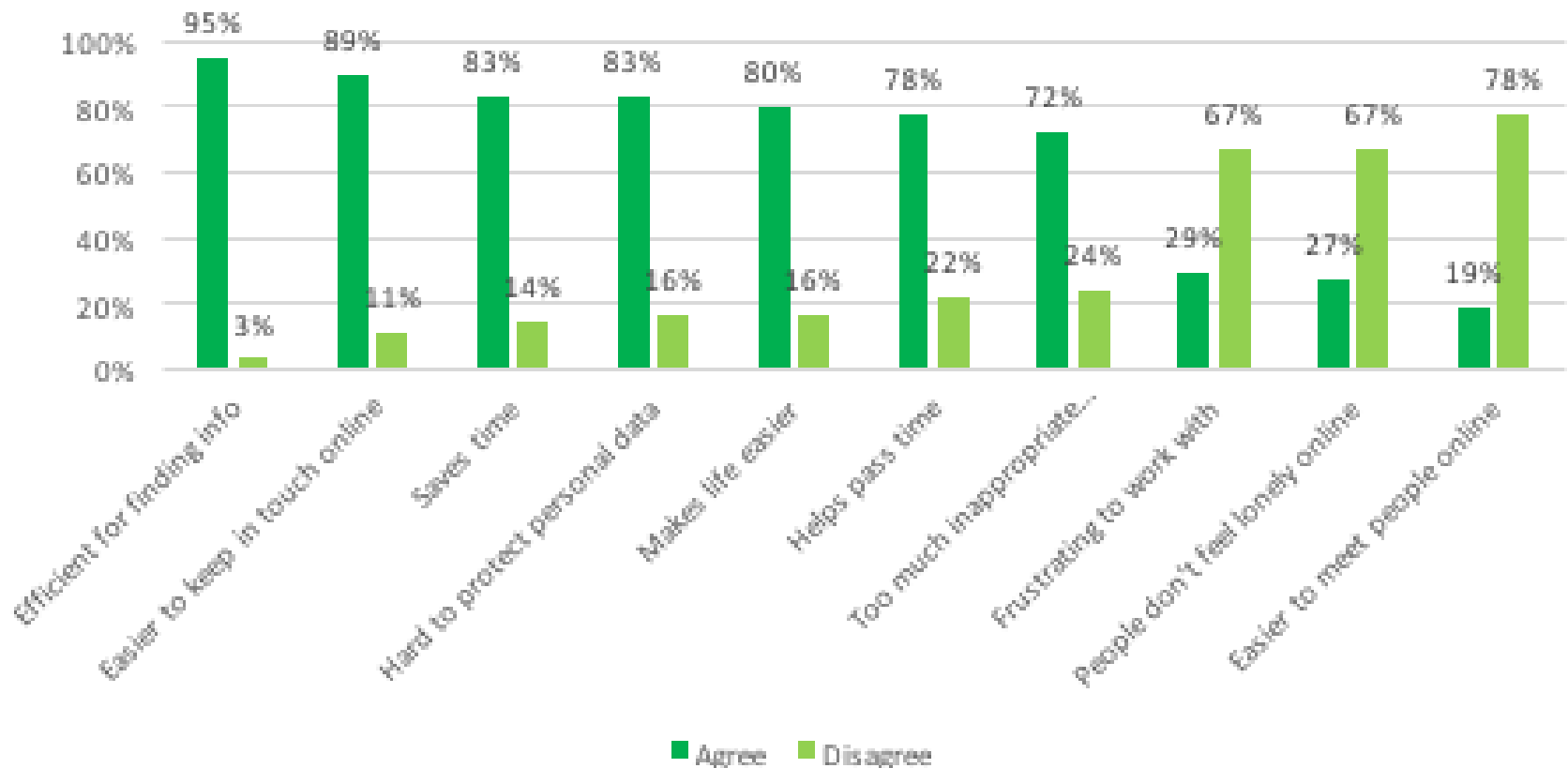
# Internet Use in Michigan over Time



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.

# Michiganders' Attitudes toward Internet

Figure 1. Attitudes and Beliefs Toward the Internet in Michigan



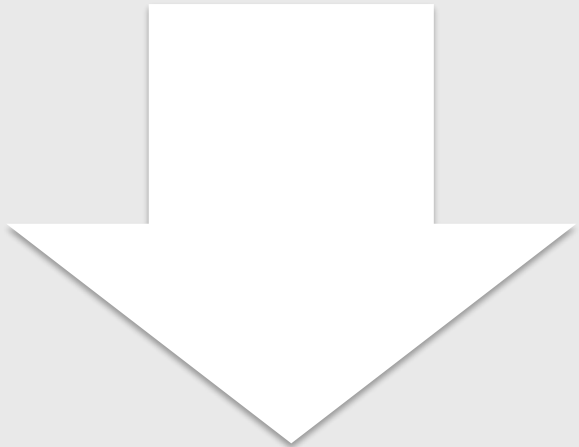
Source: SOSS data 2016.



# Michiganders' Attitudes toward Internet

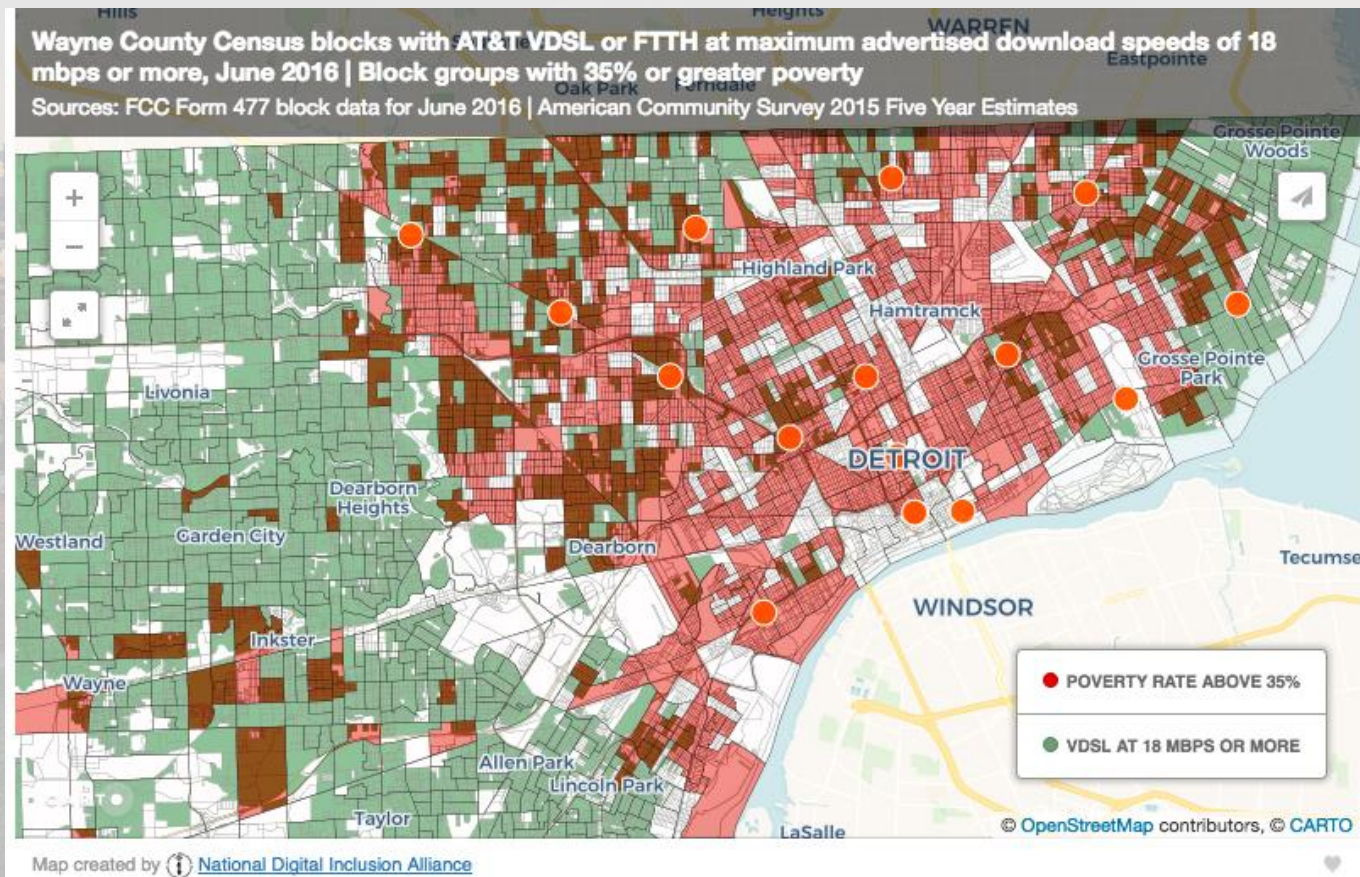


Efficient, time saving,  
makes life easier, way to  
keep in touch



Risk to privacy, too  
much inappropriate and  
bad information; not  
empowering social lives

# Broadband in the City—Detroit



# Broadband in the City—Detroit

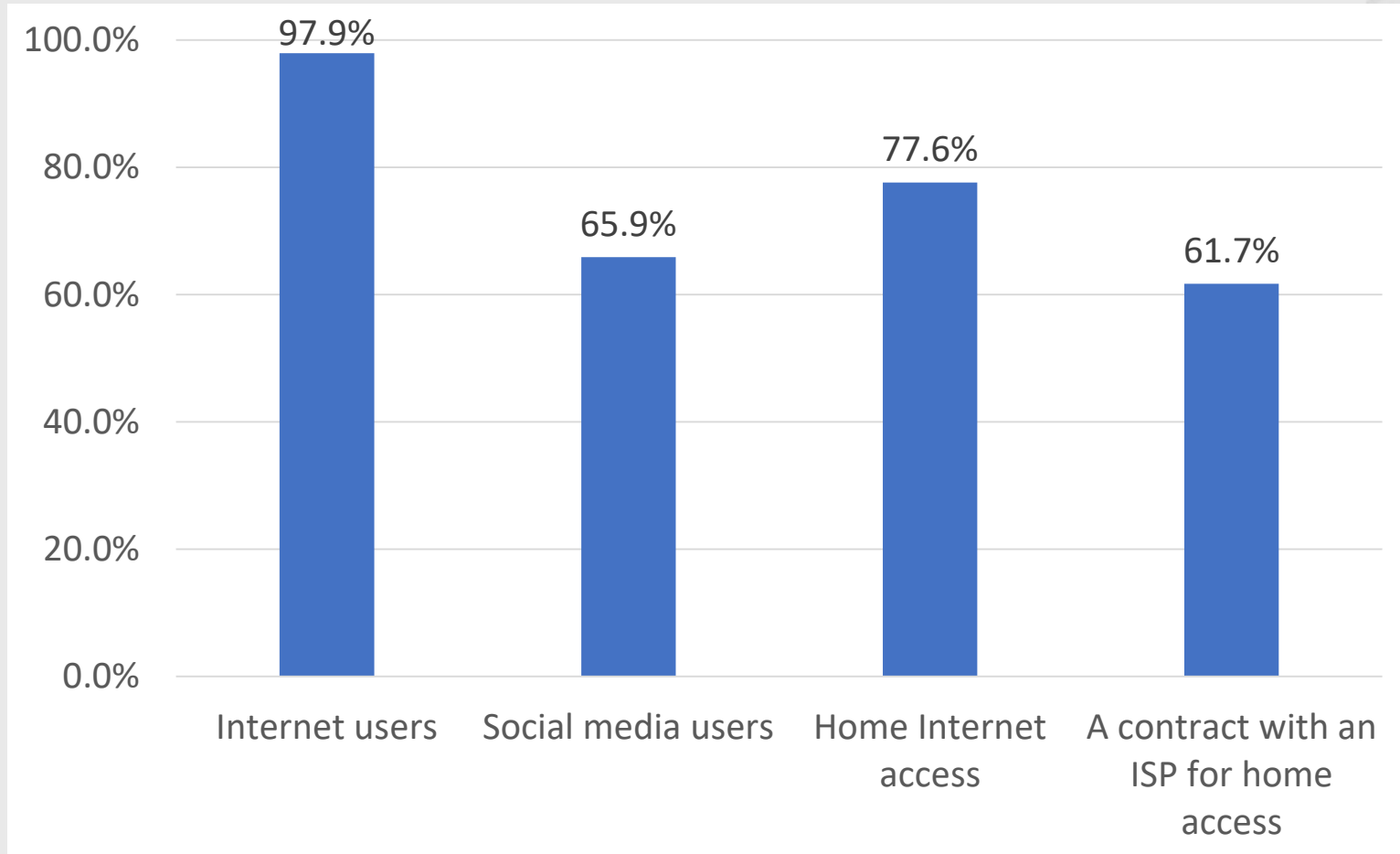
## Research Questions:

- 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 Detroiters?

## Methodology:

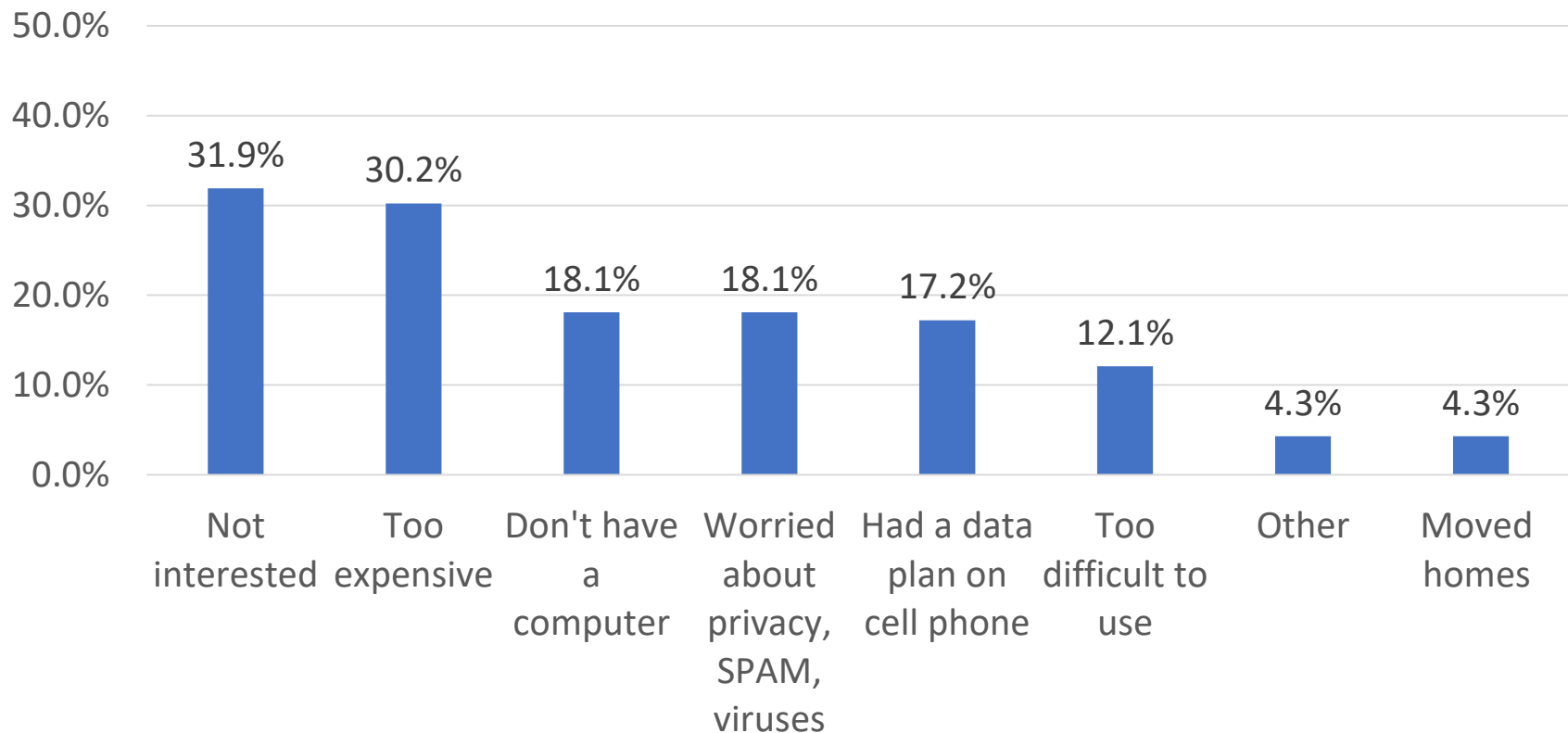
- Telephone surveys
  - Postcard mailings and calls to landlines (Oct-Dec 2017)
  - 525 completed interviews
- Focus groups in the neighborhoods

# Myth 1: Detroiters Are Offline

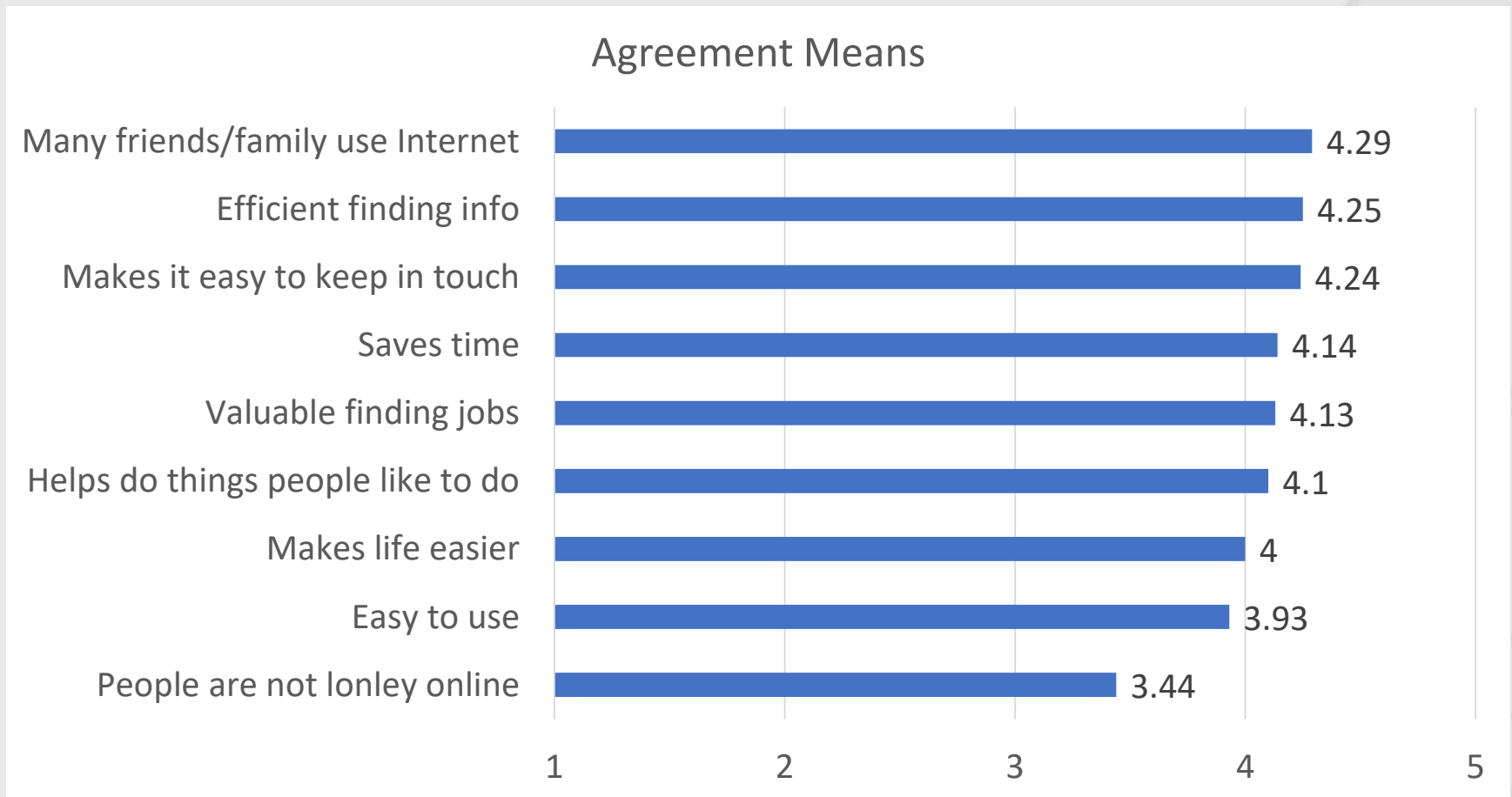


## Myth 2: Detroiters Are Not Interested in the Internet

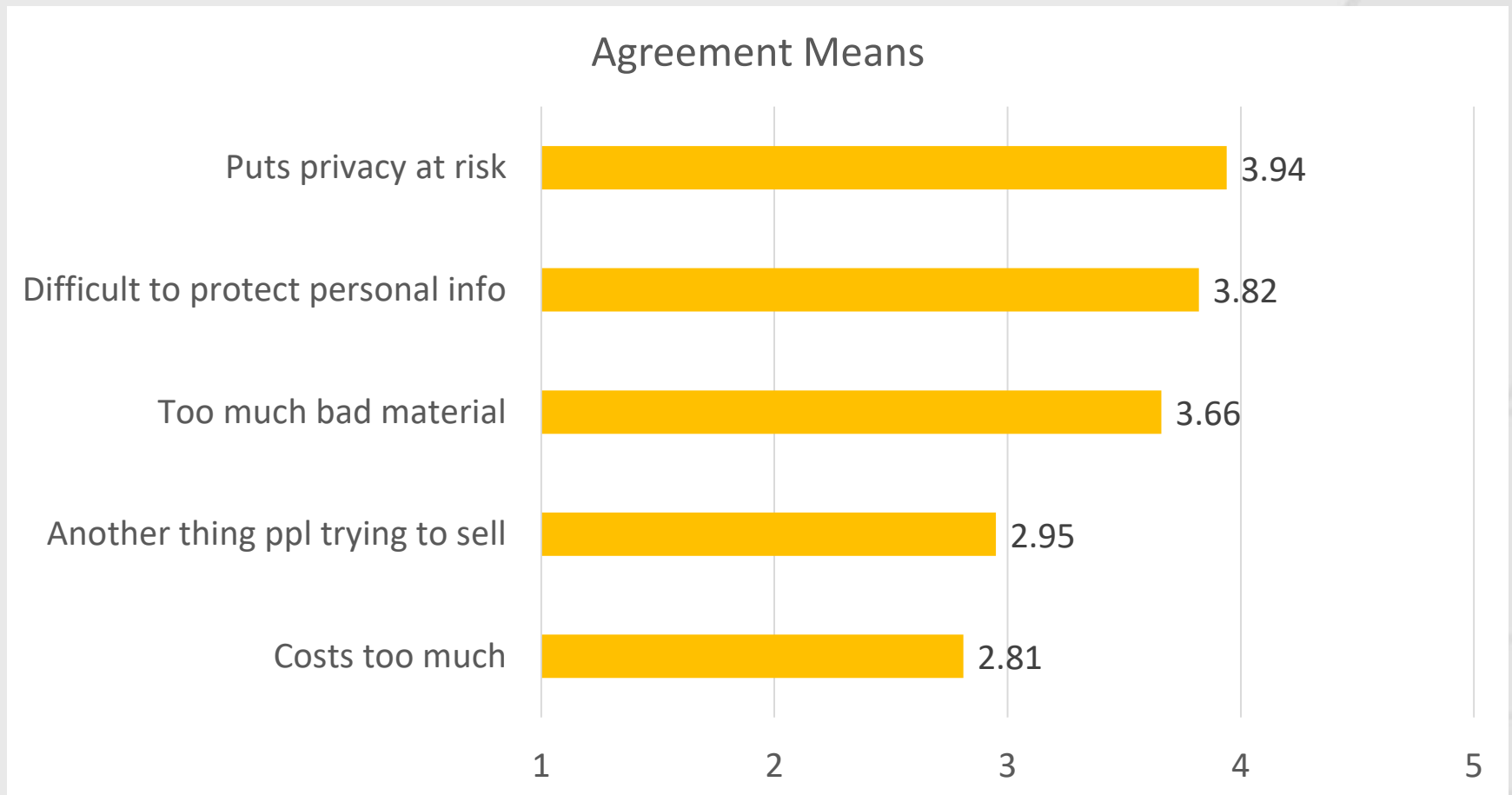
Reasons for not having Internet access at home



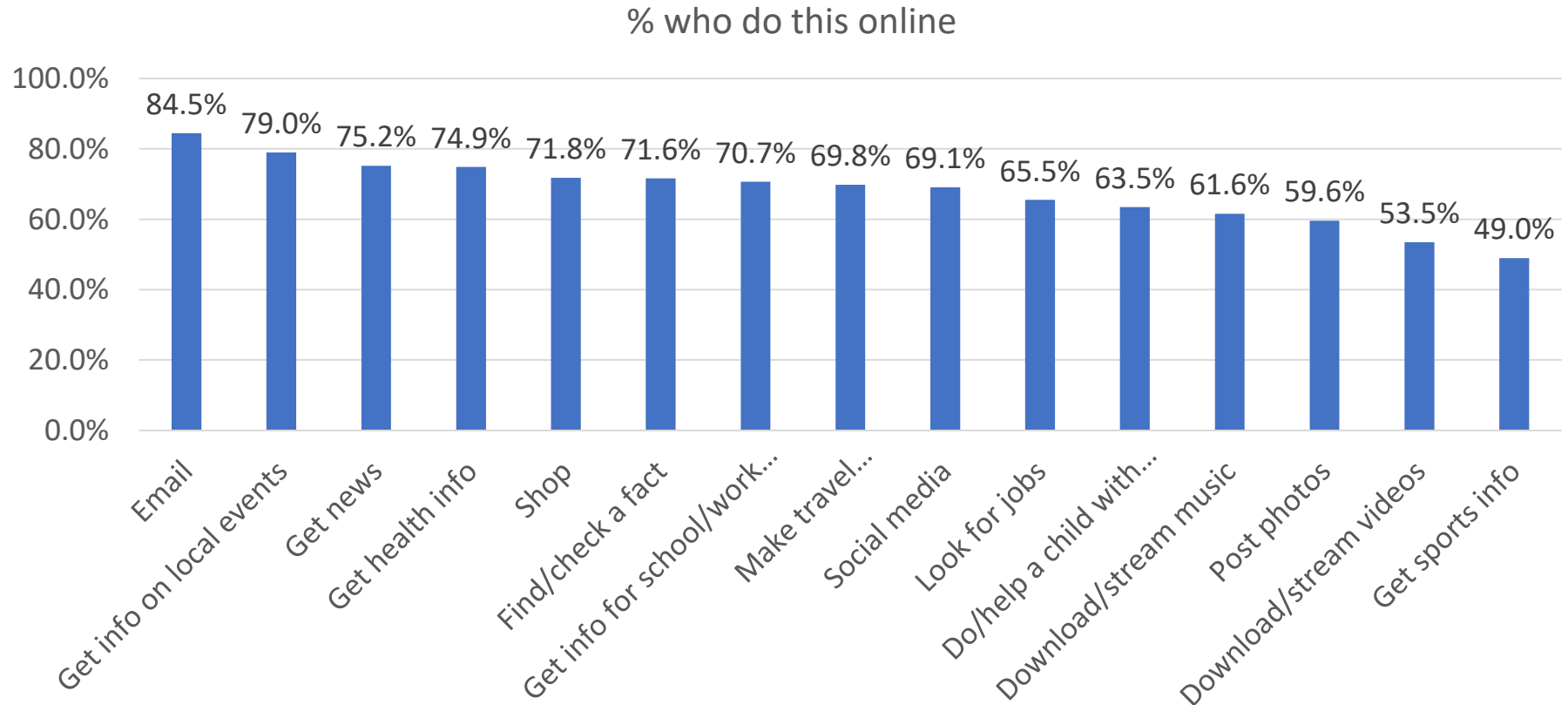
## Myth 2: Detroiters Are Not Interested in the Internet



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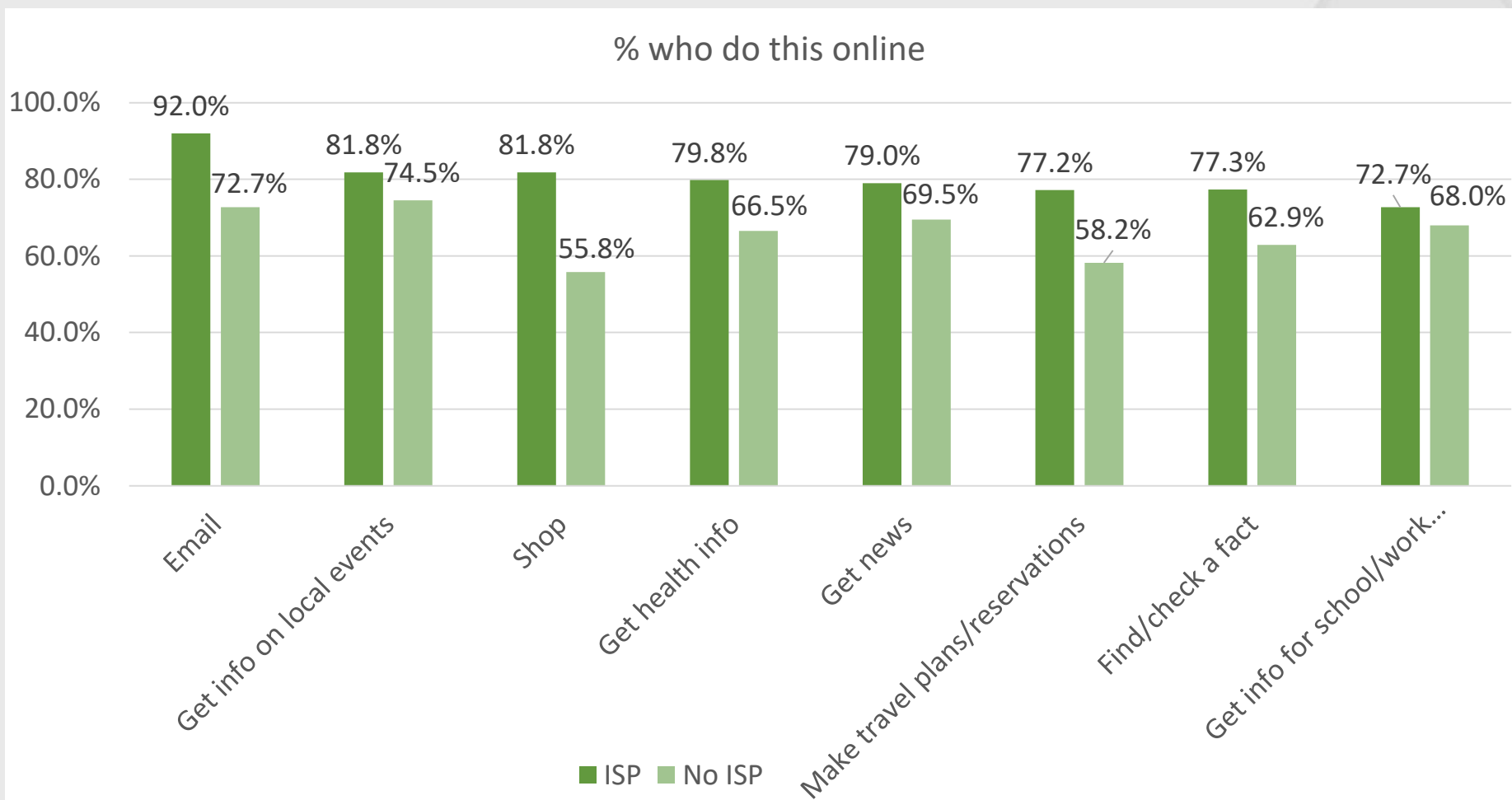


# Myth 3: Detroiters Only Use the Internet for Entertainment





# Myth 3: Detroiters Only Use the Internet for Entertainment



## 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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