



Detroit Connect 3-1-3

May 2022

Methodology

GQR conducted a 20 minute phone survey among 600 adults in Detroit, Michigan from April 28–May 7, 2022.

The data is subject to a margin of error of +/- 4.0 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups.

The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated general population in Detroit.

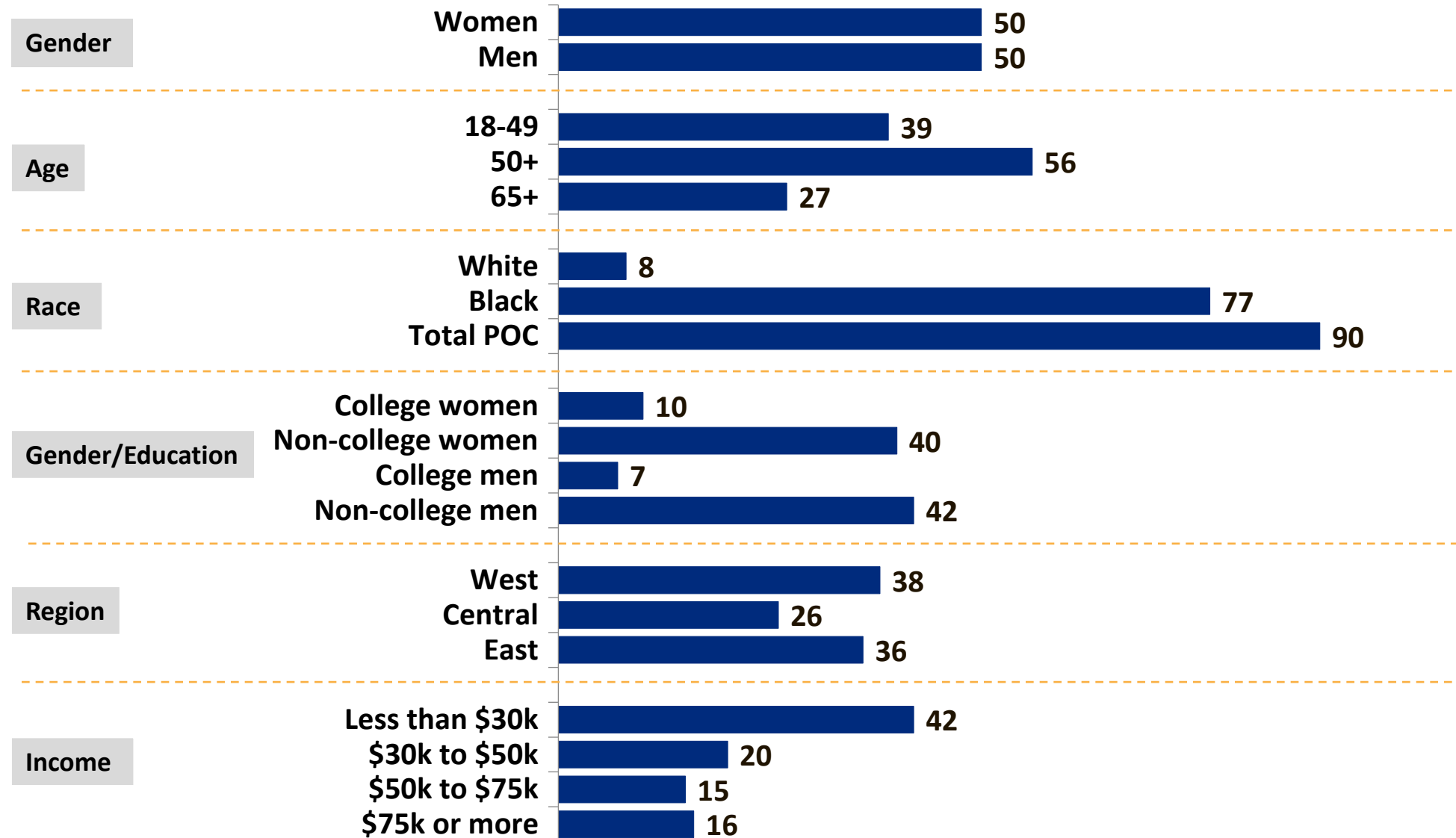
In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

How people use the internet

Key Findings on internet use

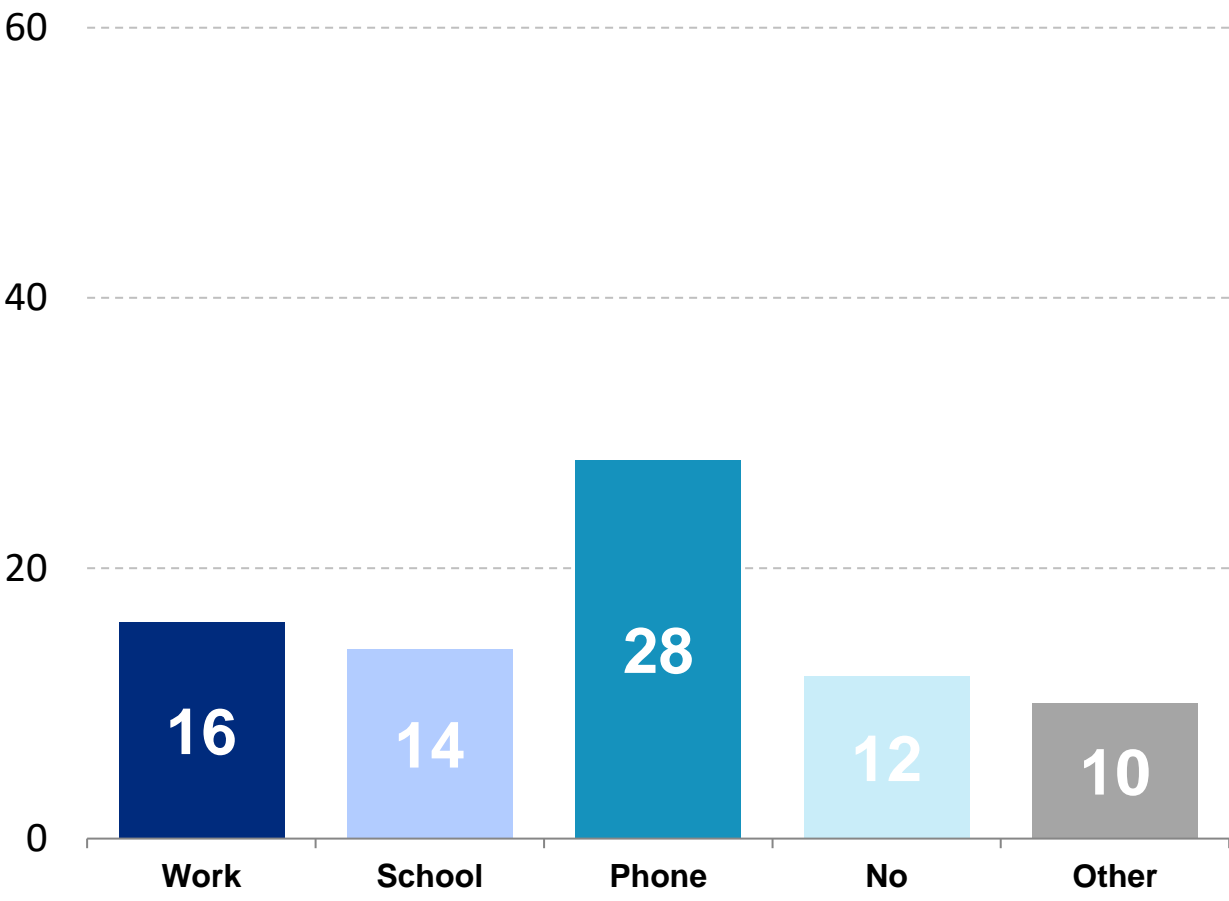
- People without a home internet connection are most likely to supplement using a smart phone, followed by accessing at work or school. Still, 1-in-10 say they do not have access to the internet anywhere else.
- For those without internet or broadband at home, more cite cost than lack of access as the reason they do not have high-speed internet at home. The high cost combined with widespread access to a smart phone likely drives some people to settle for not upgrading. Still, nearly 1-in-5 say it is because they cannot get it installed at their residence.
- People who say they do not want or need high-speed internet are disproportionately older and retired.
- A majority of those without high-speed broadband say they would be likely to choose it if an affordable option were available. These residents in particular are likely to say they would use the internet to learn new job skills and access civic services and telemedicine.
- People who oppose the open access network proposal after messaging are more likely to say they primarily use the internet for entertainment. In contrast, people who support the proposal after messaging are more likely to say they use the internet to do online banking, work from home, learn job skills, order groceries, and access telemedicine and civic services.

People without internet and broadband subscriptions disproportionately older, POC, and non-college

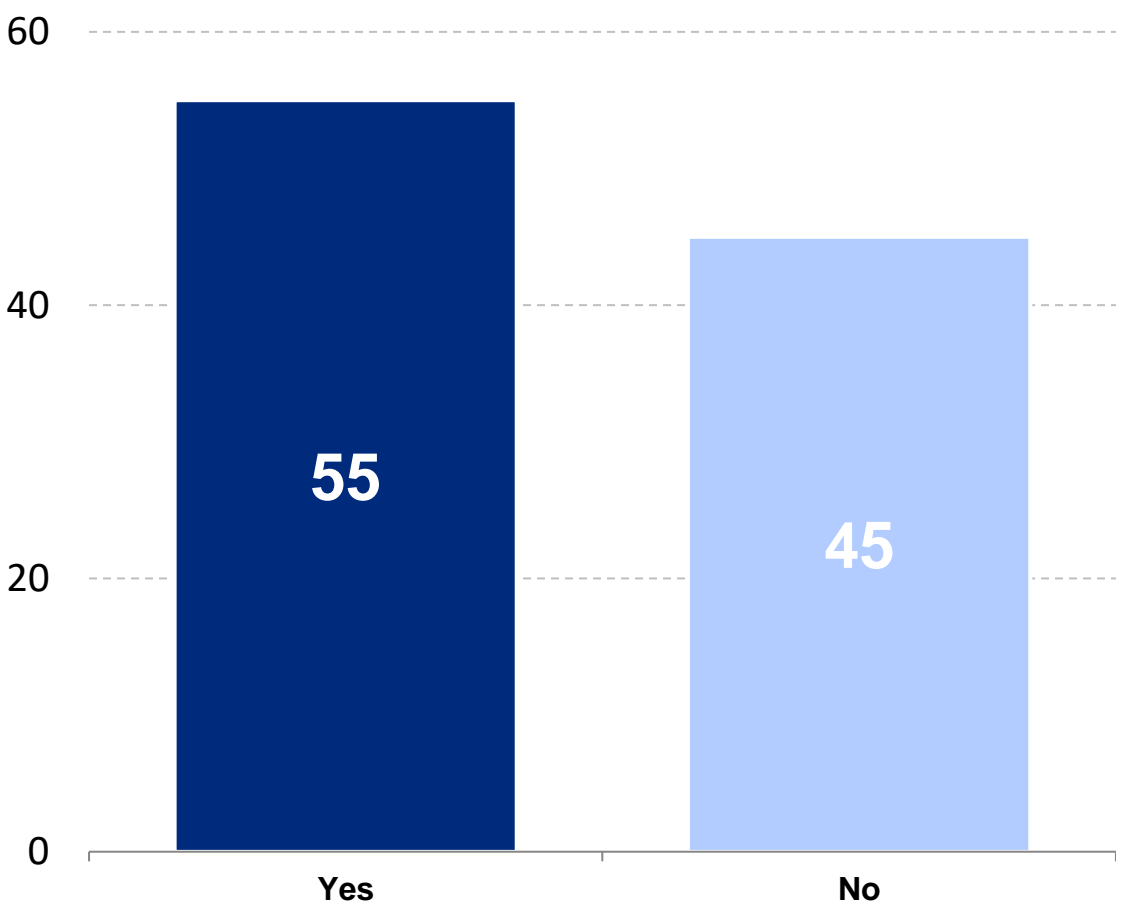


For those without internet, half have access through other means with a plurality reliant on their smart phone

[120 Respondents] (IF INTERNET NO) Do you have internet access at work, at school, on your phone using your data plan, or somewhere else?

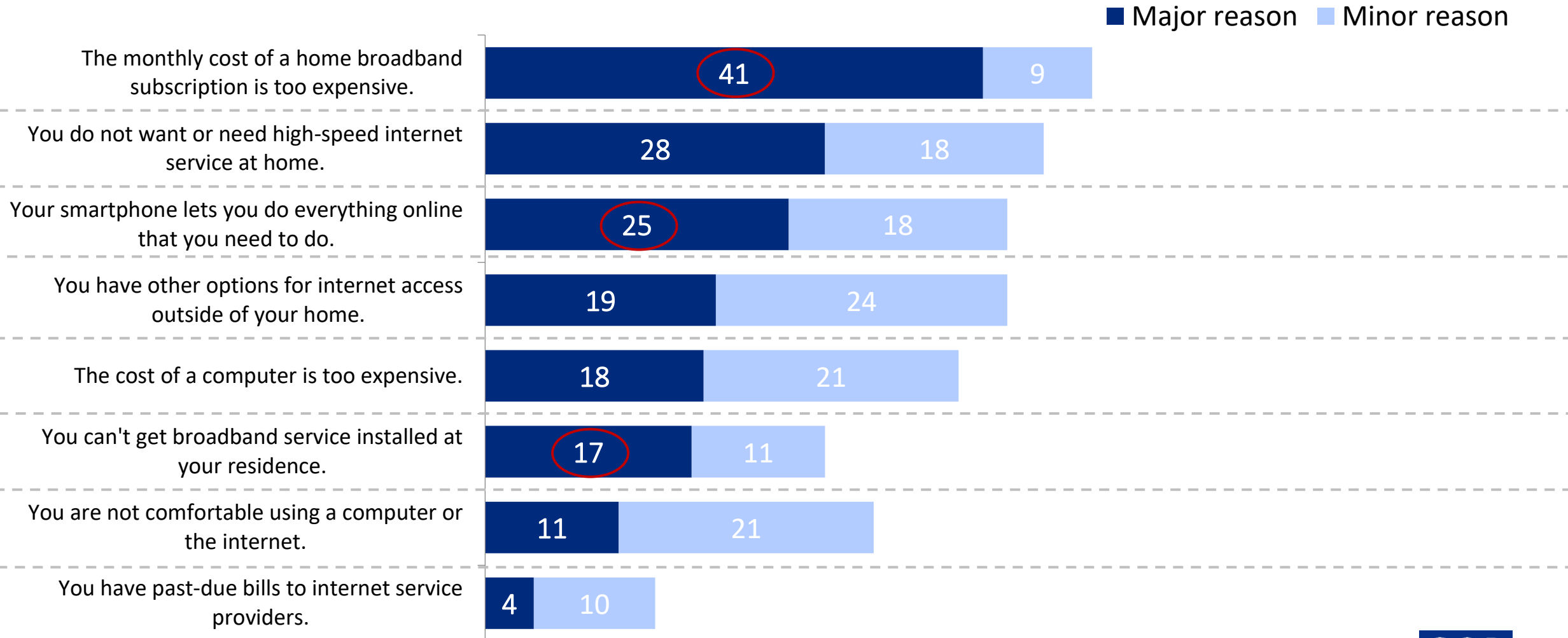


[120 Respondents] (IF INTERNET NO) Have you ever used the internet somewhere else, such as the library or at a friend's house?



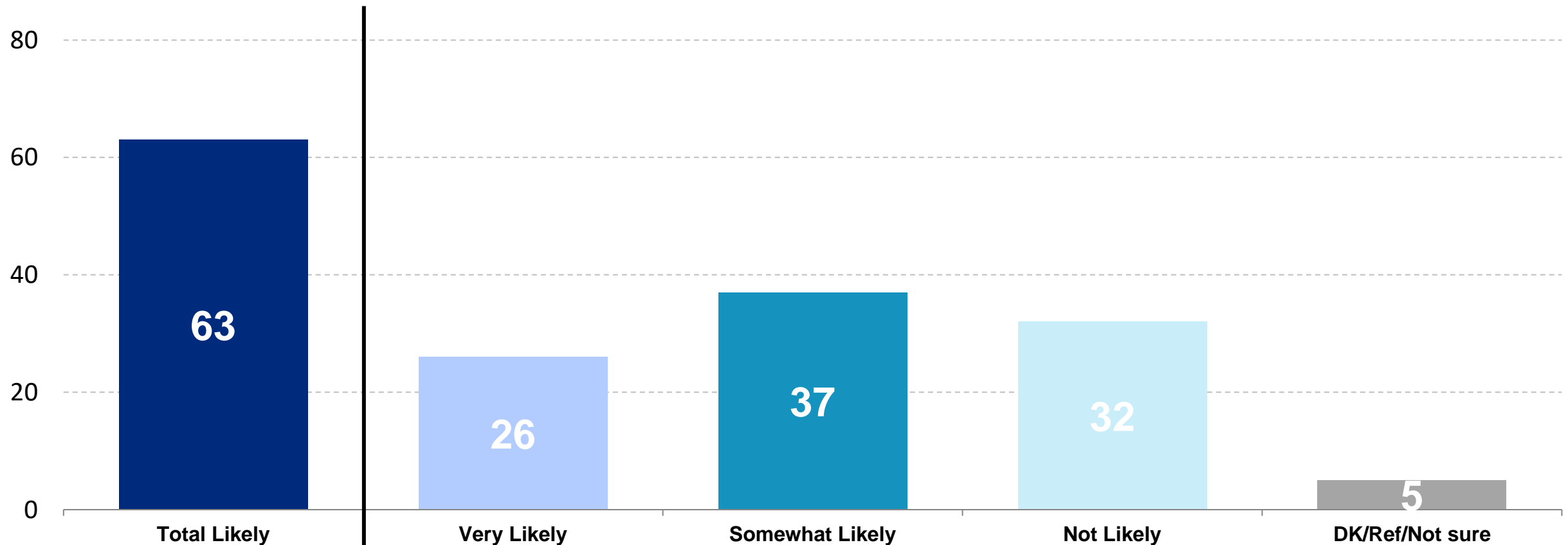
For those without internet or broadband, cost is more of a factor than availability, and cost combined with access to a smart phone drives reasons to not have broadband

(IF TYPE DIAL-UP/DSL/INTERNET NO) Please tell me whether any of the following are reasons why you do not have high-speed, broadband internet at home, such as cable, fiber optic, or DSL broadband internet.



Majority of those without broadband say they would be likely to choose it if an affordable option were available

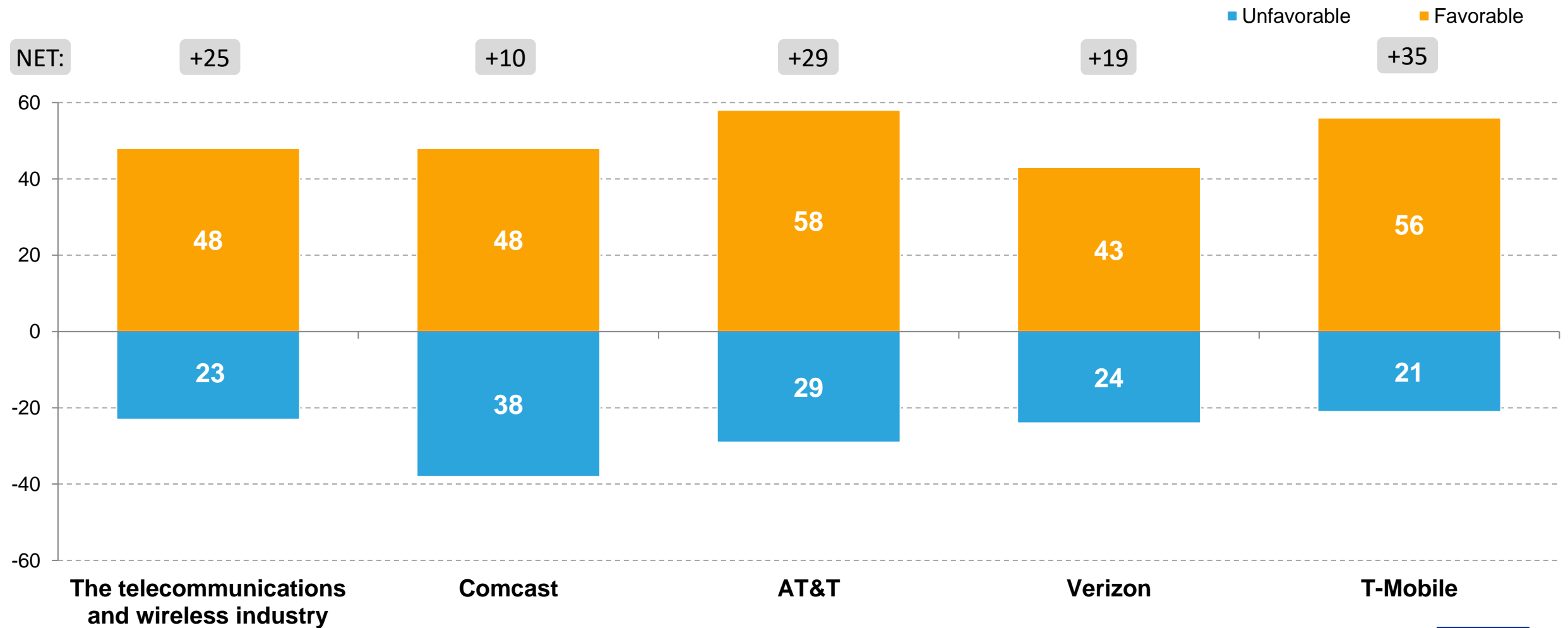
(IF TYPE DIAL-UP/DSL/INTERNET NO) If an affordable high-speed internet service were available to you, how likely would you be to choose this access method for your business or personal needs?



Likelihood of people without broadband choosing an affordable option

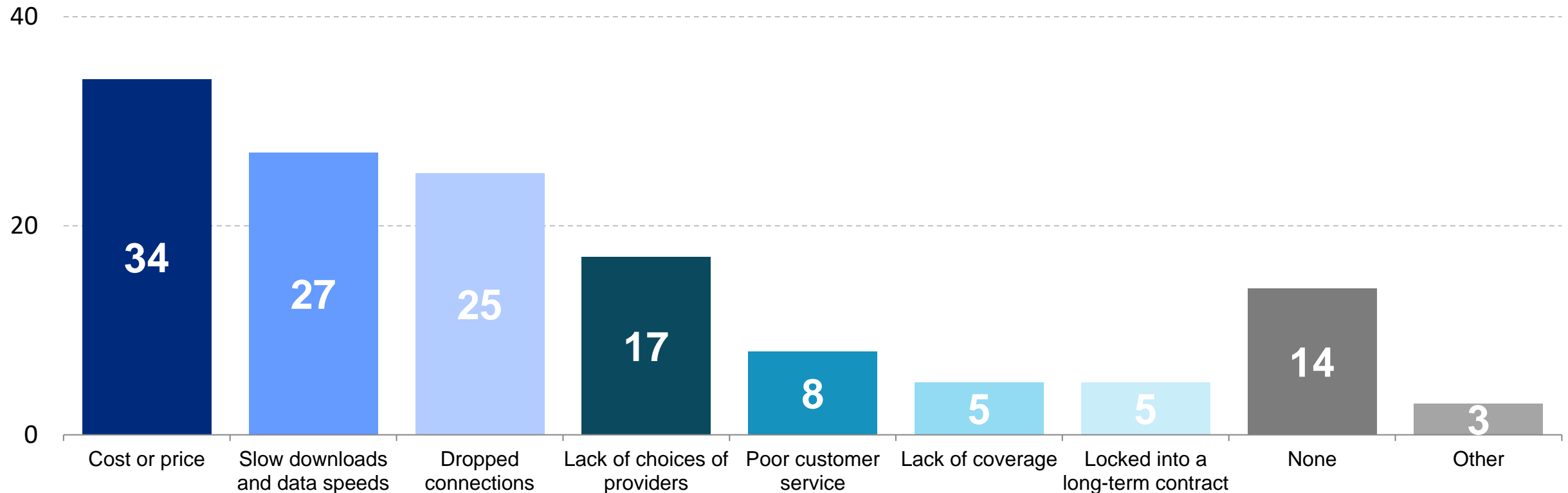
Telecom and wireless industry liked, while residents are split on Comcast; AT&T and T-Mobile receive stronger ratings

Now I am going to read you a list of companies and industries. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that company or industry, or are unfamiliar with them, please tell me so.



For those who do have broadband, cost, speed, or connection issues are the central frustrations they have with their internet providers

(IF INTERNET YES) What are your biggest problems or frustrations with your internet service provider?



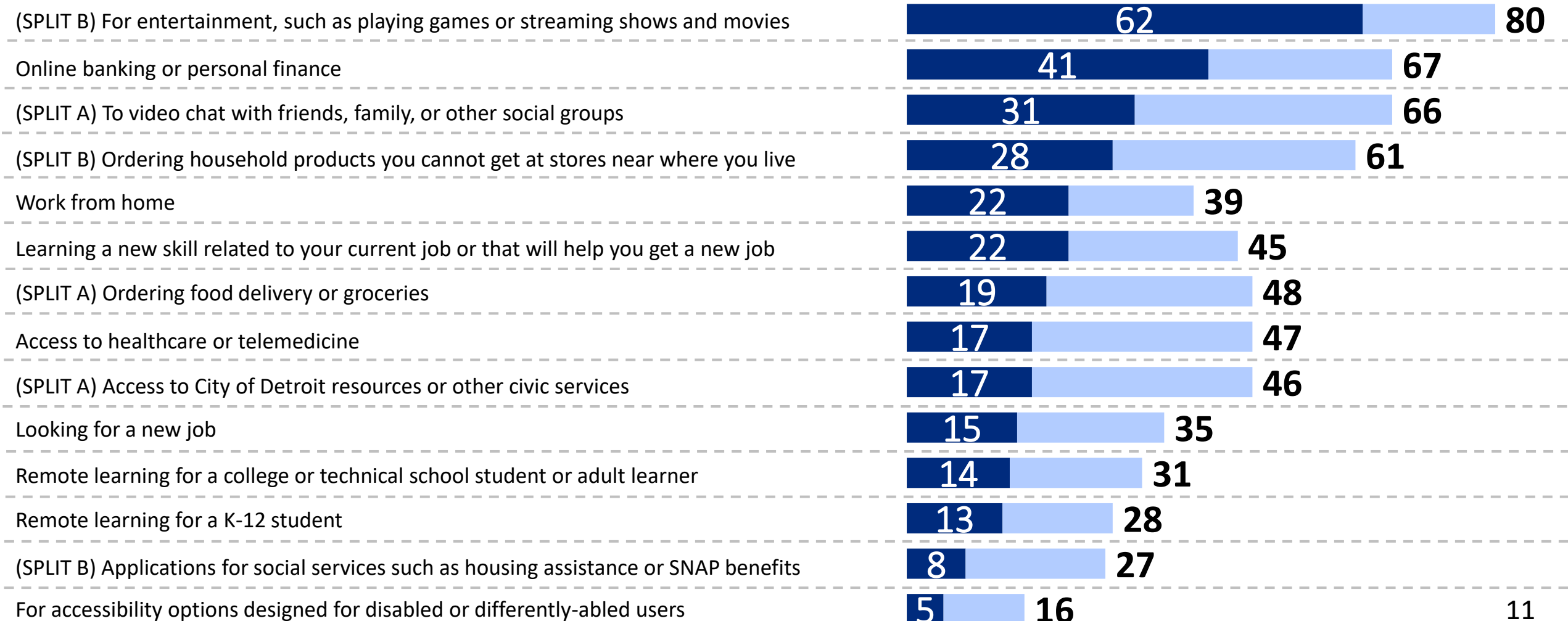
Problems with internet providers

Detroiters most likely to use the internet for entertainment and communication, followed by handling personal finances and work-related usage

Here are some activities you or someone in your household might use the internet for. For each, please rate over the last four months how often each activity is done online in your household.

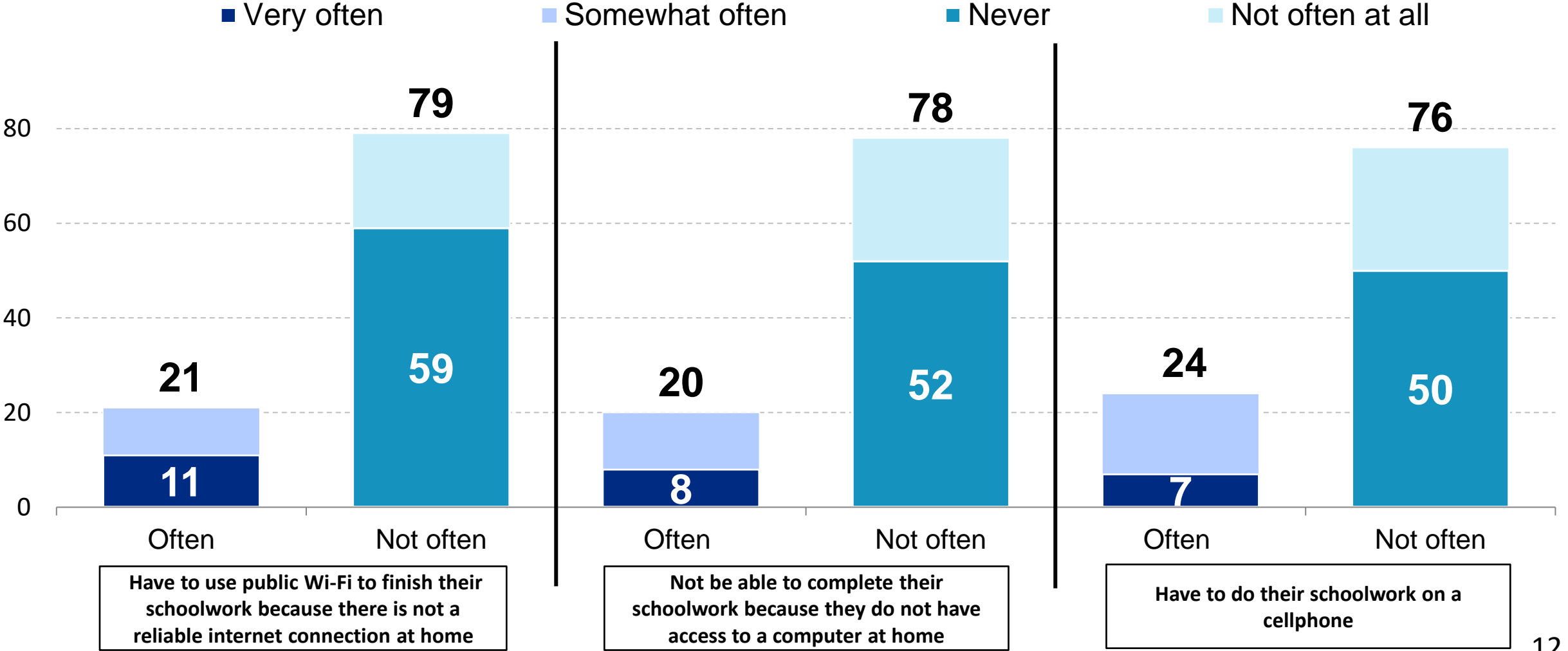
■ Very often

■ Somewhat often



1-in-5 parents report a lack of reliable internet service, forcing their children to complete schoolwork on public Wi-Fi or a cell phone during the pandemic

(IF SCHOOL AGE CHILDREN) Thinking back to when your child was in remote schooling during the pandemic, how often, if at all, did they do each of the following?



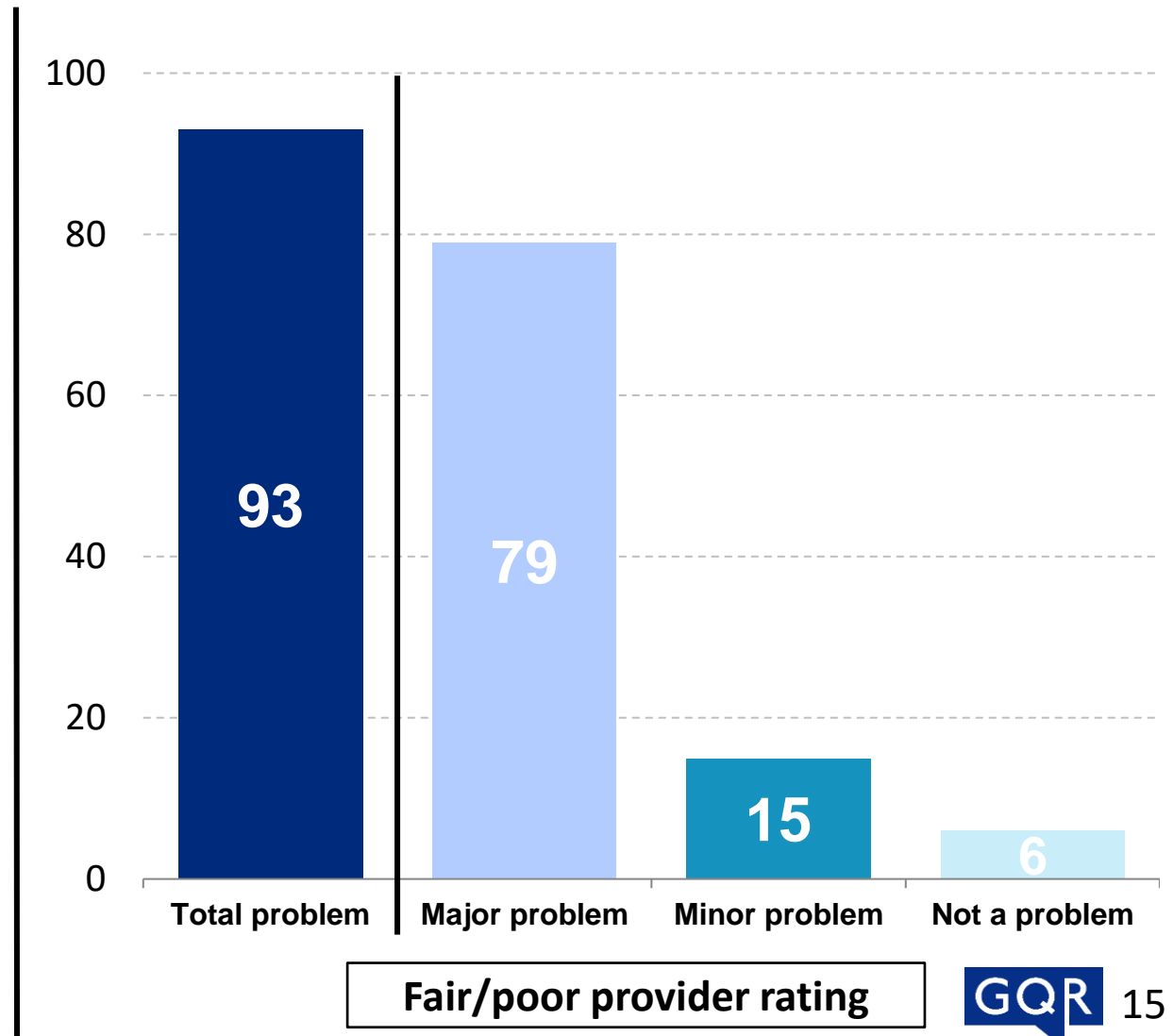
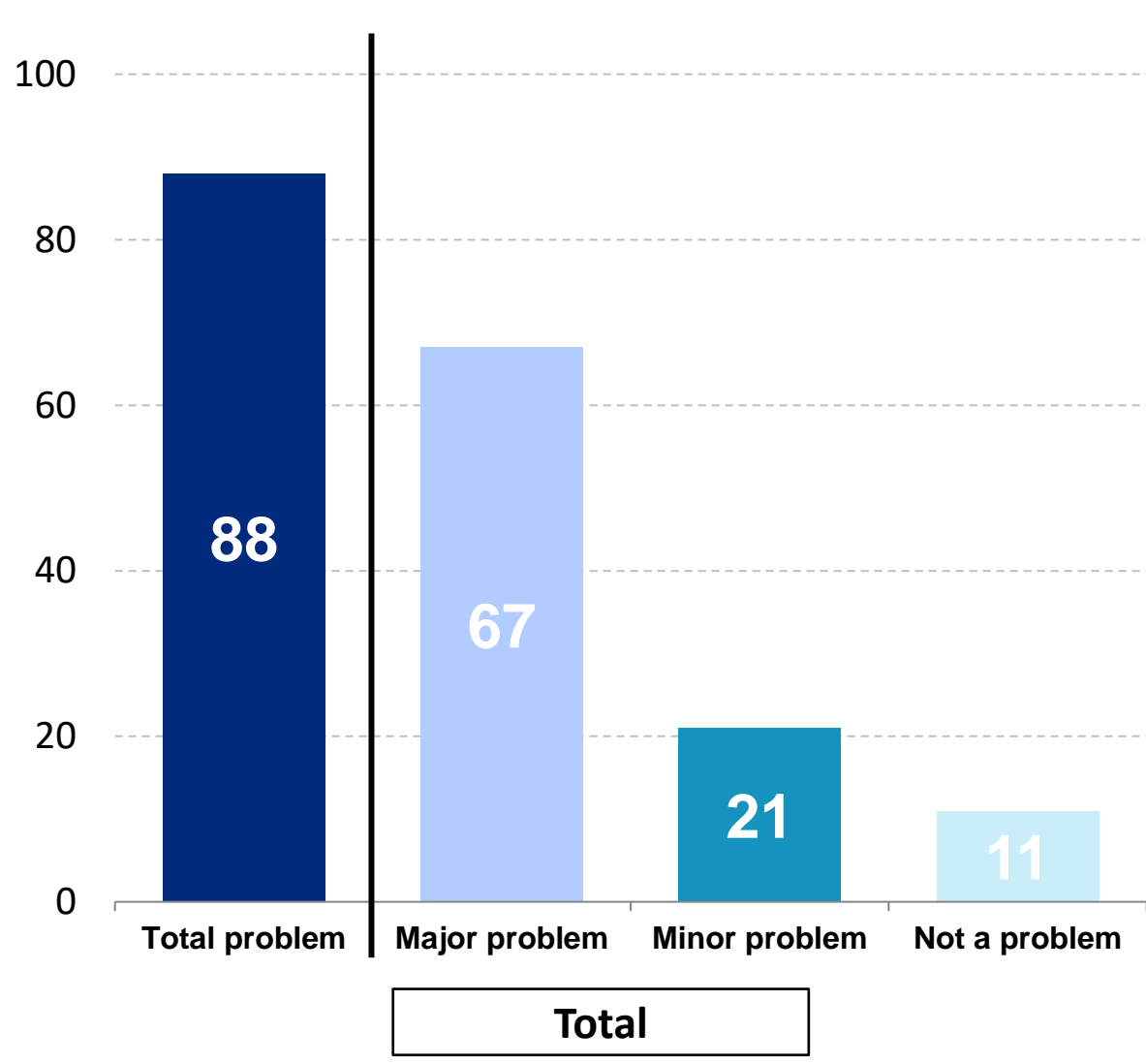
Perceptions of government role

Key Findings on government responsibility

- Detroiters are divided on how much responsibility the government has to provide high-speed internet, though younger and people of color are more likely to say government has a responsibility to provide high-speed internet and also more likely to agree it is similar to other utilities like electricity and water.
- People who are unsatisfied with their current internet service provider are the most likely by far to view broadband as equivalent to a utility. They are also particularly likely to say the high-speed broadband divide in Detroit is a serious problem that the government has a responsibility to address.
- Residents broadly agree that high-speed internet access is important to America's economic future. They are less likely to agree that the impact of the proposed network will be immediate in terms of creating new jobs in underserved areas.

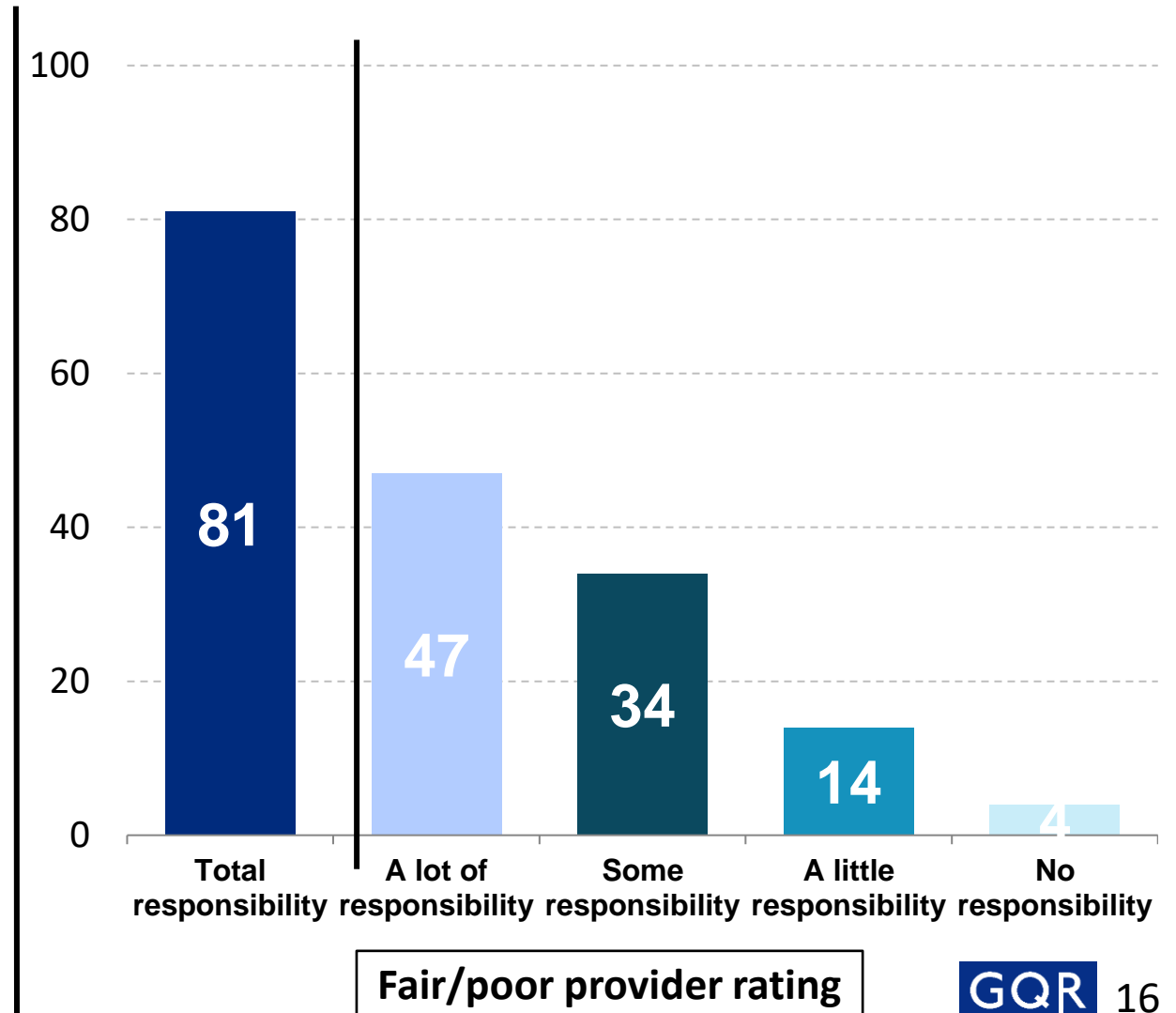
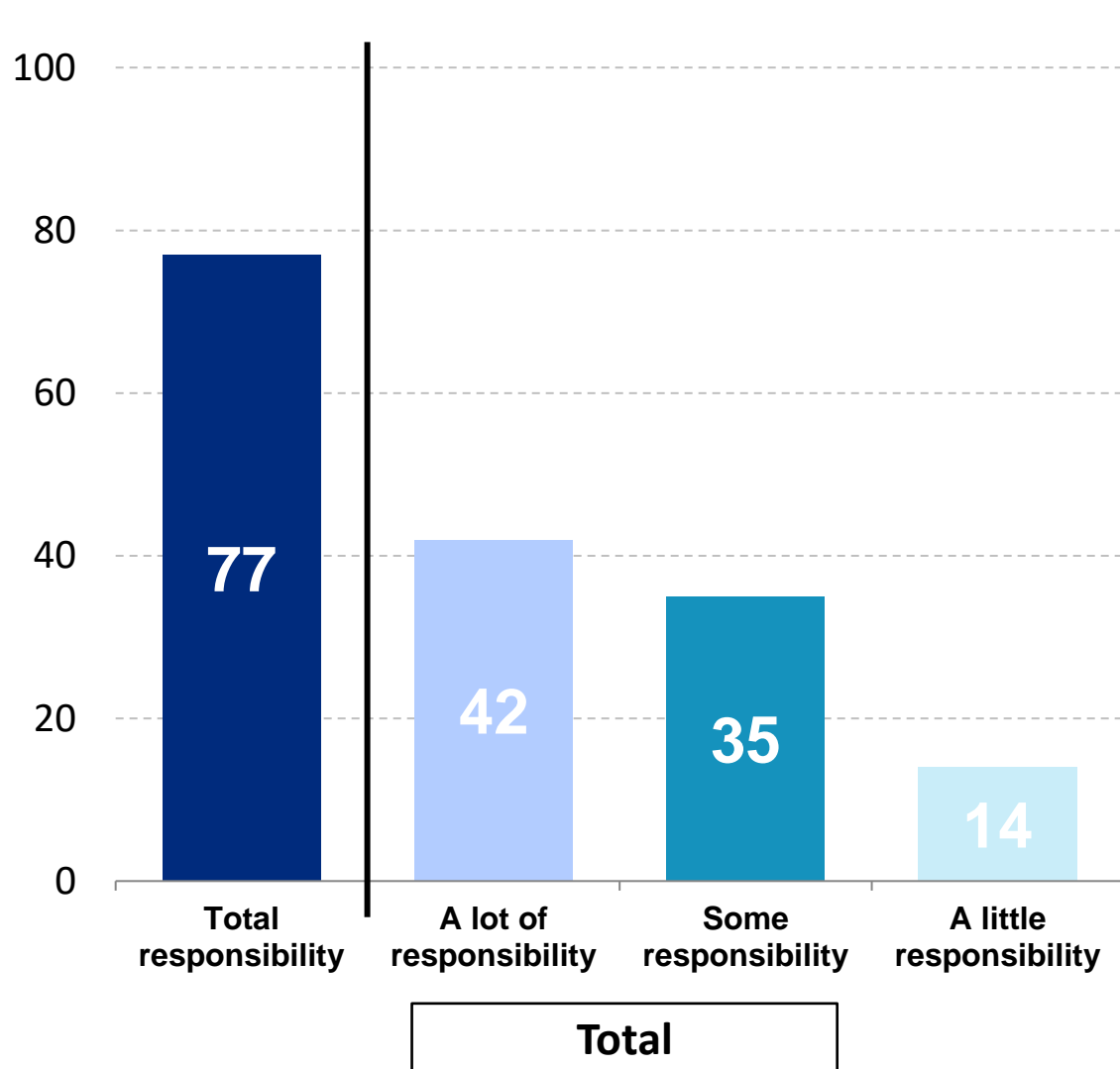
Broad majority say the digital divide in Detroit is a major problem, particularly those who rate their provider fair or poor

According to the latest United States Census data, over 170,000 people in Detroit do not have a high-speed broadband internet subscription at home. Do you think this is a major problem, a minor problem, or not a problem?



Residents who are frustrated with their current provider are also slightly more open to the idea that government has a responsibility to expand access

In your own mind, how much of a responsibility do you think local town and city governments have when it comes to ensuring that people in unserved or underserved areas have access to a high-speed internet connection at home -- a lot of responsibility, some responsibility, a little responsibility, or none at all?



Older and non-college women think the broadband divide is a problem, along with residents of Central Detroit

According to the latest United States Census data, over 170,000 people in Detroit do not have a high-speed broadband internet subscription at home. Do you think this is a major problem, a minor problem, or not a problem?

Demos	Major problem	Minor problem	Not a problem
Total	67	21	11
Younger men	61	30	8
Younger women	70	24	6
18-39	64	28	7
Seniors	61	17	22
Black under 50	63	29	7
Black 50+	73	11	15
College men	76	18	6
Non-college men	60	25	15
College women	69	20	8
Non-college women	72	19	9
Central	75	14	9
East	63	21	15
Just fair/poor provider rating	79	15	6
No broadband	52	26	20
Very/somewhat likely to get broadband	64	28	8

People likely to agree that internet in underserved areas is important to America's economic future

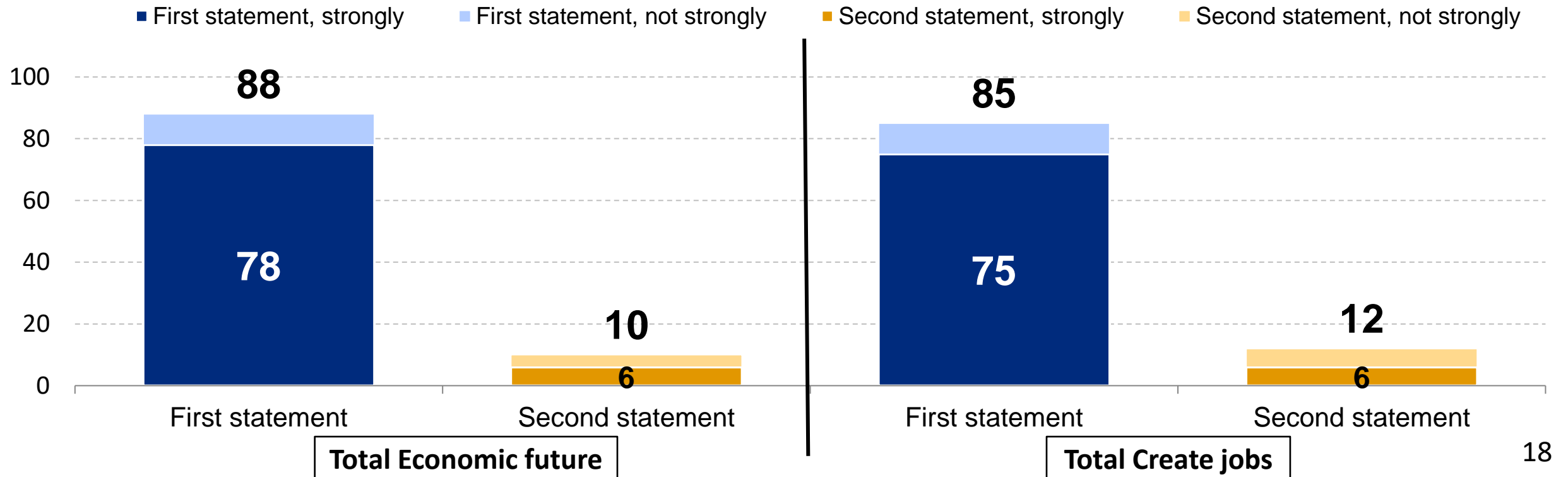
[300 Respondents] Now I am going to read some pairs of short statements. After I read each pair, please tell me which statement comes closer to your own view even if neither statement is exactly right.

(SPLIT D) Expanding broadband access in low income or underserved areas is important to America's economic future.

(SPLIT D) Expanding broadband access in low income or underserved areas is not important to America's economic future.

(SPLIT C) Expanding broadband access in low income or underserved areas will help create jobs and grow the economy in those areas.

(SPLIT C) Expanding broadband access in low income or underserved areas will not help create jobs or grow the economy in those areas.

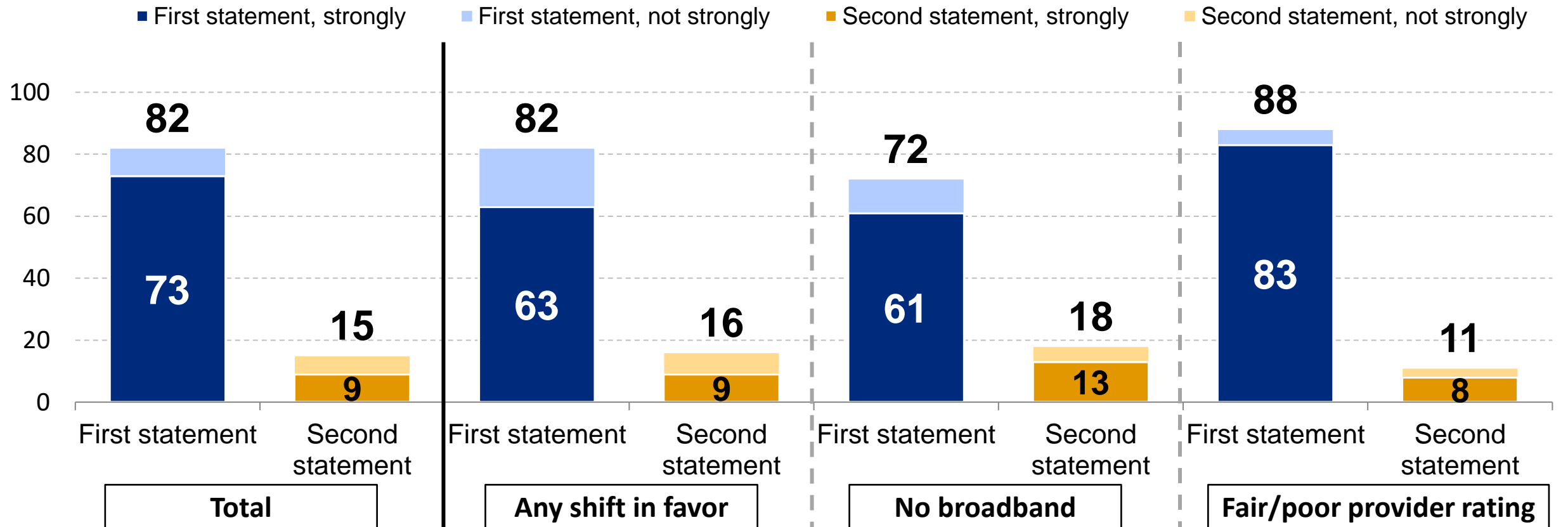


Those who are unsatisfied with their provider are most likely by far to view broadband as equivalent to a utility

Now I am going to read some pairs of short statements. After I read each pair, please tell me which statement comes closer to your own view even if neither statement is exactly right.

Internet is a utility like electricity and water, and everyone should have access to affordable high-speed internet.

Internet is not essential to our daily lives and should not be treated the same way as utilities like electricity and water.



Younger and people of color slightly more likely to say government has a responsibility to provide high-speed internet

In your own mind, how much of a responsibility do you think local town and city governments have when it comes to ensuring that people in unserved or underserved areas have access to a high-speed internet connection at home -- a lot of responsibility, some responsibility, a little responsibility, or none at all?

Demos	A lot of responsibility	Some responsibility	A little responsibility	No responsibility
Total	42	35	14	8
Younger men	49	29	15	8
Younger women	42	35	16	6
18-39	45	35	13	7
Seniors	34	41	16	9
Black under 50	43	31	18	8
Black 50+	43	40	11	5
College men	46	33	7	15
Non-college men	42	33	17	8
College women	48	34	8	9
Non-college women	40	37	14	6
Central	40	29	17	11
East	48	30	14	8
Just fair/poor provider rating	47	34	14	4
No broadband	32	35	19	12
Very/somewhat likely to get broadband	41	36	15	8

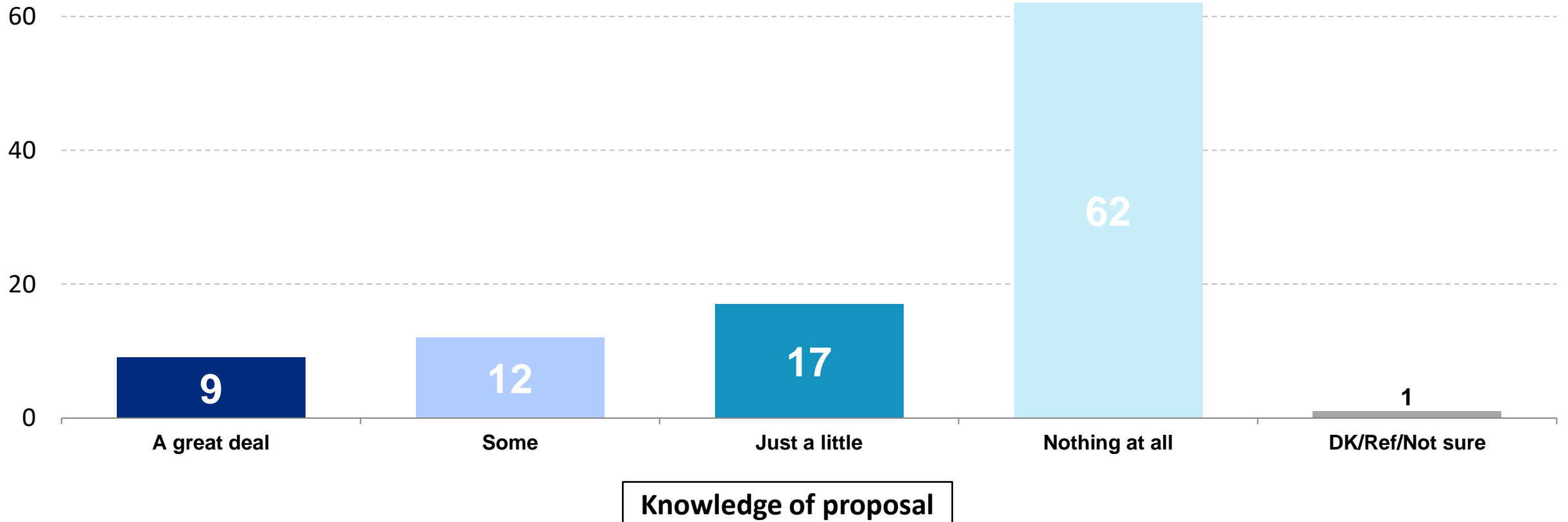
Messaging and Agenda

Key Findings on the proposal

- Relatively few Detroiters are aware of the proposal to build an open access high-speed internet network in Detroit, but the proposal draws broad support after a short description.
- There is a slight uptick in opposition after a statement arguing that government mismanagement could lead to lower quality services. This is not surprising given that most people are already frustrated by slow speeds and connection issues. Indeed, the people who shift to opposing the proposal in the informed test are disproportionately those who also say they are frustrated with their current provider because of slow speeds and dropped connections.
- Support grows after a series of positive and negative messages about the proposal, though still falls short of the initial level of support.
- Conceptual or complicated economic arguments do not work well, neither as pros nor cons. Simple explanations on how the proposal will directly impact people's pocketbook or service quality resonate the most.
 - Those who move toward supporting the proposal respond to arguments on how the proposal will provide direct benefits to them (lower costs/more access) over the more conceptual arguments.
 - Arguments against the proposal are not very convincing, but again, messages that cite rising prices and lower quality service resonate more than those centered on government mismanagement and consumers having fewer choices.

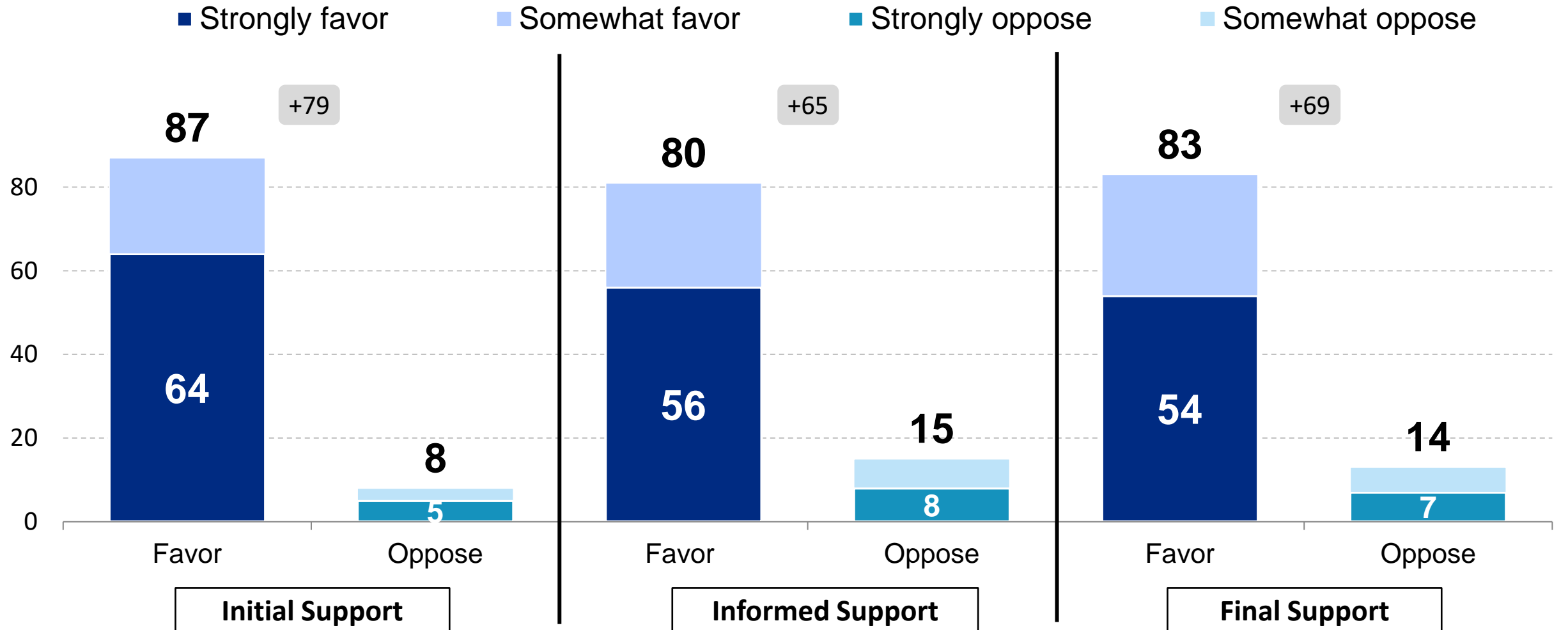
Open access high-speed internet proposal broadly unknown

How much have you heard, seen, or read about the proposal to set up an open access high-speed internet network in Detroit -- a great deal, some but not a lot, just a little, or nothing at all?



Support for proposal remains high after communication

Do you favor or oppose the proposal to set up a public high-speed internet network in Detroit?

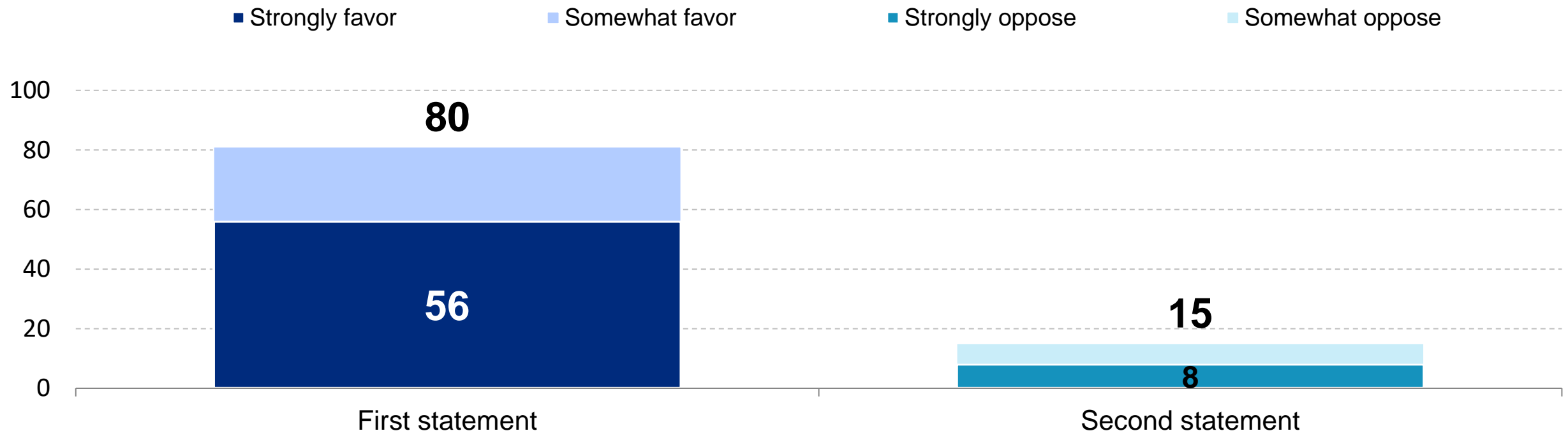


Little agreement that government mismanagement will eliminate competition and lead to lower quality services

Let me read you a pair of statements about the proposal to set up an open access high-speed internet network in Detroit. Now, having heard this, do you favor or oppose the proposal to set up a public high-speed internet?

Some people say the proposal will expand high-speed broadband access to currently unserved and underserved communities and will improve services for people of all backgrounds, no matter where they live.

Other people say the proposal will eliminate competition in the high-speed broadband industry by giving too much power to the government which will mismanage it and lead to lower quality services for all.

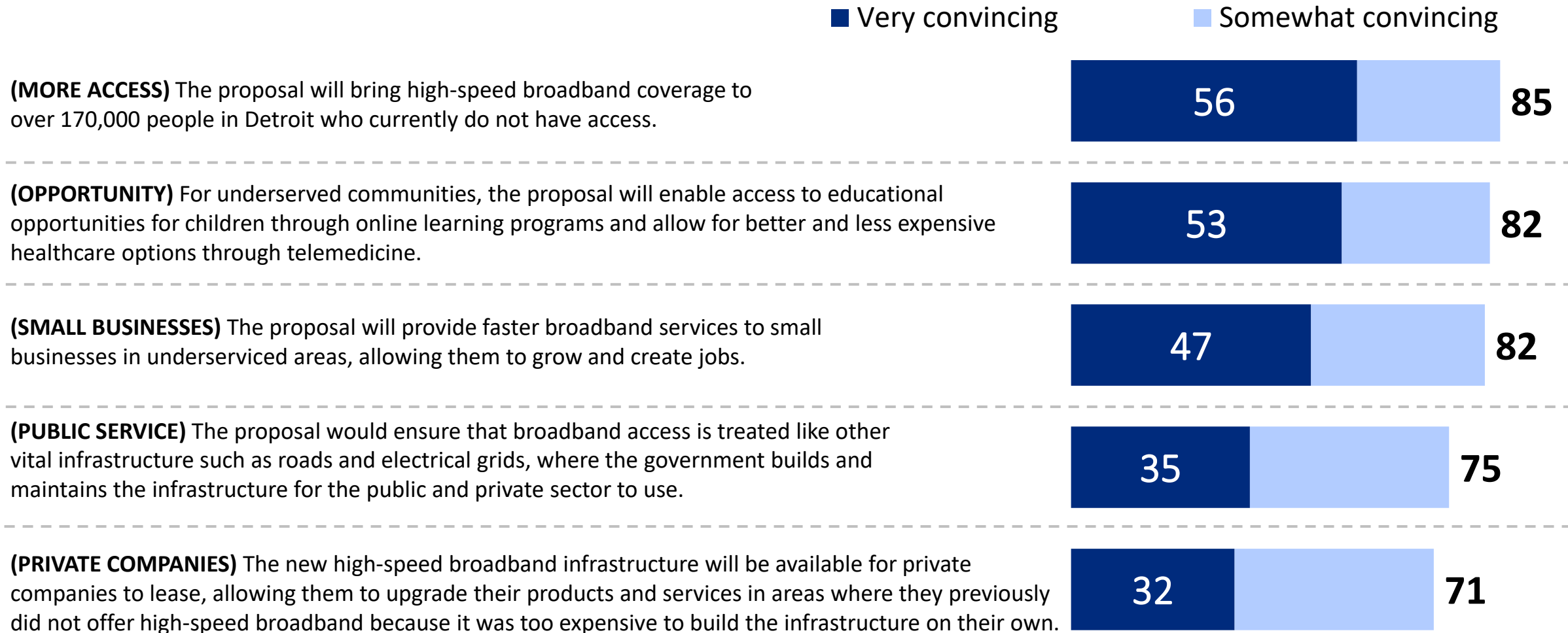


Broadband proposal support progression by subgroup

Demos	Initial vote	Post-bios vote	Final vote
Total	87-8 (+79)	80-15 (+75)	83-14 (+69)
Younger men	84-12 (+72)	79-19 (+60)	83-16 (+67)
Younger women	89-8 (+81)	81-15 (+66)	83-13 (+70)
18-39	87-9 (+78)	83-16 (+67)	85-14 (+71)
Seniors	91-5 (+86)	83-15 (+68)	86-9 (+77)
Black under 50	87-10 (+77)	78-20 (+58)	82-15 (+67)
Black 50+	92-4 (+88)	83-13 (+70)	86-9 (+77)
College men	86-11 (+75)	82-13 (+69)	87-10 (+77)
Non-college men	87-8 (+79)	81-16 (+65)	83-15 (+68)
College women	86-7 (+79)	82-13 (+69)	82-14 (+68)
Non-college women	89-9 (+80)	79-17 (+62)	83-13 (+70)
Central	86-9 (+77)	83-11 (+72)	84-11 (+73)
East	89-8 (+81)	81-14 (+67)	85-14 (+71)
Just fair/poor provider rating	88-8 (+80)	84-11 (+73)	86-13 (+73)
No broadband	84-8 (+76)	73-23 (+50)	76-19 (+57)
Very/somewhat likely to get broadband	86-10 (+76)	78-19 (+59)	81-18 (+63)

Expanding access to broadband and health/education opportunities for underserved communities resonates overall, followed by lowering costs for businesses

For each one I read, please tell me whether you believe it is a very convincing argument to support the proposal, a somewhat convincing argument, a not very convincing argument or a not at all convincing argument to support the proposal.



Arguments against the proposal are not particularly convincing, but using taxpayer money resonate more than mismanagement and choice

For each one I read, please tell me whether you believe it is a very convincing argument to support the proposal, a somewhat convincing argument, a not very convincing argument or a not at all convincing argument to OPPOSE the proposal.

■ Very convincing

■ Somewhat convincing

(PROVIDERS) The government should not be spending taxpayer money to build internet infrastructure that they then give back to the private companies who can still charge whatever rates they want.



(GOVERNMENT) Government run projects end up costing more, use taxpayer money, run over budget, take too long, and technology will be outdated.



(CONTROL) If the proposal goes through, the government will have too much control over the high-speed broadband industry and will run it inefficiently resulting in lower quality services that are not worth the decreased cost.



(LESS CHOICE) If the proposal goes through, consumers will have less choice and fewer options in the high-speed broadband market.



Those who move respond to arguments on how the proposal will provide direct benefits to them (lower costs/more access) over more conceptual arguments

For each one I read, please tell me whether you believe it is a very convincing argument to support the proposal, a somewhat convincing argument, a not very convincing argument or a not at all convincing argument to support the proposal.

Shift Toward Support

Very convincing

Somewhat convincing

(SMALL BUSINESSES) The proposal will provide faster broadband services to small businesses in underserved areas, allowing them to grow and create jobs.



(MORE ACCESS) The proposal will bring high-speed broadband coverage to over 170,000 people in Detroit who currently do not have access.



(OPPORTUNITY) For underserved communities, the proposal will enable access to educational opportunities for children through online learning programs and allow for better and less expensive healthcare options through telemedicine.



(PUBLIC SERVICE) The proposal would ensure that broadband access is treated like other vital infrastructure such as roads and electrical grids, where the government builds and maintains the infrastructure for the public and private sector to use



(PRIVATE COMPANIES) The new high-speed broadband infrastructure will be available for private companies to lease, allowing them to upgrade their products and services in areas where they previously did not offer high-speed broadband because it was too expensive to build the infrastructure on their own.



Wasting taxpayer money, outdated technology and lower quality services stronger among those who shift against supporting the broadband proposal

For each one I read, please tell me whether you believe it is a very convincing argument to support the proposal, a somewhat convincing argument, a not very convincing argument or a not at all convincing argument to OPPOSE the proposal.

Shift Toward Oppose

■ Very convincing

■ Somewhat convincing

(PROVIDERS) The government should not be spending taxpayer money to build internet infrastructure that they then give back to the private companies who can still charge whatever rates they want.



(GOVERNMENT) Government run projects end up costing more, use taxpayer money, run over budget, take too long, and technology will be outdated.



(CONTROL) If the proposal goes through, the government will have too much control over the high-speed broadband industry and will run it inefficiently resulting in lower quality services that are not worth the decreased cost.



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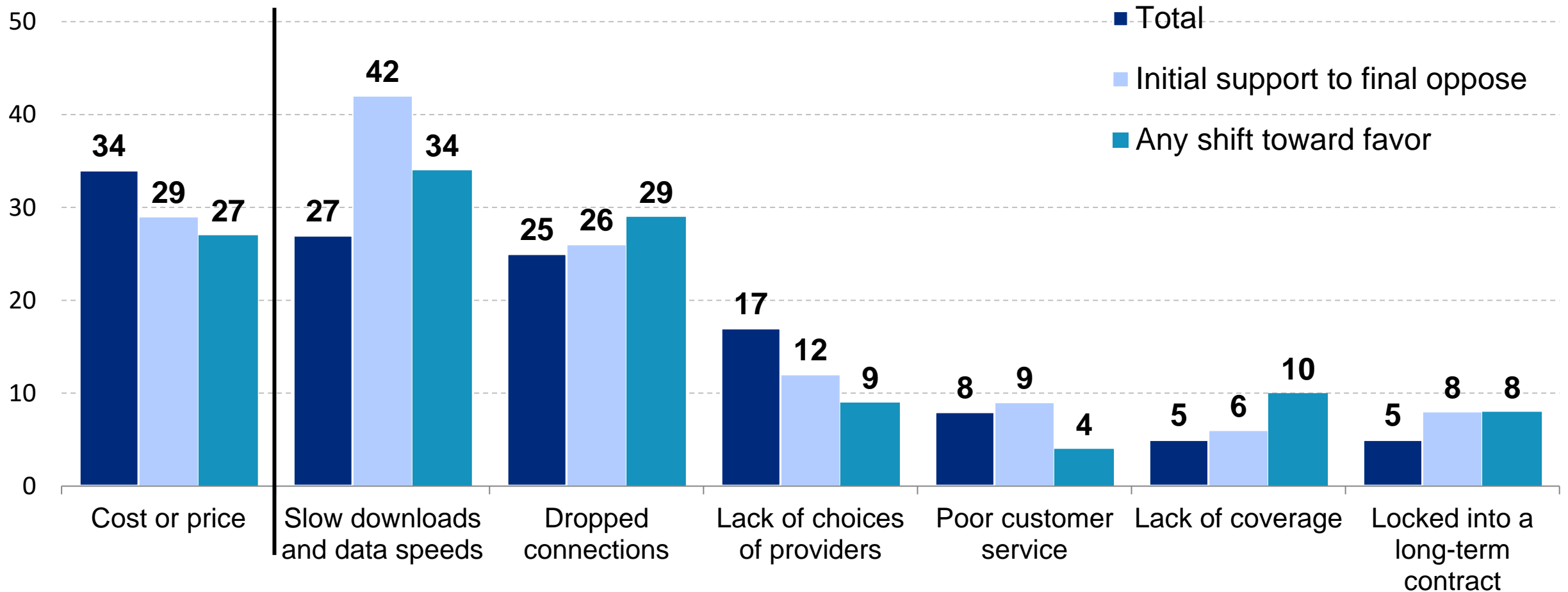
People who oppose the proposal after messaging are more likely to say they primarily use the internet for entertainment

Here are some activities you or someone in your household might use the internet for. For each, please rate over the last four months how often each activity is done online in your household.

<i>% Use very often for</i>	Total	Initial Support-Initial Oppose	Final Support-Final Oppose
Entertainment	62	62–68	62– 66
Banking	41	42–41	43– 35
Video that	31	30–42	31–32
Order products	28	30–26	28–28
Work from Home	22	23–20	24–13
Job Skill	22	22 –31	22–20
Grocery/food delivery	19	20–19	22–9
Telemedicine	17	18–17	19–12
Civic services	17	18–11	20–6
Look for a job	15	16–5	16–9

Those who move to opposing the proposal after messaging are particularly frustrated by their current slow speeds and dropped connections

(IF INTERNET YES) What are your biggest problems or frustrations with your internet service provider?



Conclusions

- **Support for the proposal is driven as much by people with internet as those without.** While most people already have some form of home internet, many rate their service provider as just fair or poor. Cost and slow speeds are the dominant frustrations they have with their current provider. They are more receptive to each of the following ideas:
 - That the high-speed internet divide in Detroit is a major problem
 - That internet should be considered in the same way as utilities like water and electricity
 - That the government has a major responsibility to ensure all residents have access to highspeed broadband
- **Improving speed and quality drive how residents respond to the proposal.** Those who are soft in their support of the proposal (move away or toward) are more likely to cite slow speeds and dropped connections than costs when they are asked what frustrates them the most about their provider.
- **Complicated economic arguments about the proposal do not work well, neither as pros or cons.** Simple explanations on how the proposal will directly impact people's service quality or pocketbook resonate the most.
- **What people use internet for matters.** Those who would choose high-speed broadband if it were available are more likely to use the internet for job related activities and civic services, meaning that slow speeds directly impact their livelihood. Those who use it for entertainment are less likely to have a sense of urgency about getting high-speed broadband.
- **This pattern holds among those who favor or oppose the proposal.** Those in favor of the proposal are more likely to use the internet for work, job training, and to access basic needs like food delivery, telemedicine, and civic services. Those who oppose it are more likely to use it for entertainment and communication.
- **Emphasize impact on practical needs.** We recommend emphasizing specific ways the proposal will improve people's lives in terms of addressing their everyday needs when communicating to build support for the proposal.



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