Broadband to the Neighborhood

Start of Block: Welcome

**Welcome**  
MSU and Wayne State are surveying Detroit residents about how they get and use information from a variety of sources, including TV, the Internet, and social media like Facebook and Twitter. Whether or not you use the Internet, social media, or go online at all, we are very interested in your opinions.   
  
This project is supported by funding from Rocket Fiber, a company in Detroit that is working on ways to make the Internet more accessible to you and your neighbors. Your opinions will be valuable for our research on ways to provide new opportunities for households to get online.   
  
Your answers to this survey are completely confidential, so not linked to you personally. I also want to let you know that my supervisor may monitor the interview as part of our quality control process.

First, let me confirm that you are 18 years old or older.

* Resp confirms 18 or older

INTERVIEWER INSTRUCTION: If not 18+, ask to speak to someone in the household who is, and repeat “Welcome” statement.

End of Block: Welcome

Start of Block: Beliefs and Attitudes about Being Online

Q1 To get started, I’m going to read a number of statements about people going online to use the internet. Whether or not you use the internet, please tell me if you strongly agree, agree, disagree, or strongly disagree with each one. The first statement is…

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Disagree strongly (1) | Disagree (2) | Neither agree nor disagree [DO NOT READ OUT] (3) | Agree (4) | Agree strongly (5) |
| Going online is an efficient way to find information (1) |  |  |  |  |  |
| The Internet helps save time (2) |  |  |  |  |  |
| When people are online they don’t feel lonely (3) |  |  |  |  |  |
| The Internet helps me do what I like to do (4) |  |  |  |  |  |
| Going online allows people to keep in touch with each other (5) |  |  |  |  |  |
| Going online costs too much (6) |  |  |  |  |  |
| The Internet makes life easier (7) |  |  |  |  |  |
| There is too much bad material online (8) |  |  |  |  |  |
| Many of my friends and family use the Internet (9) |  |  |  |  |  |
| It is easy to use the Internet (10) |  |  |  |  |  |
| The Internet is just one more thing that people are trying to sell me (11) |  |  |  |  |  |
| It is difficult to protect personal information once it is online (12) |  |  |  |  |  |
| Going online puts my privacy at risk (13) |  |  |  |  |  |
| Going online is valuable for finding and applying for jobs (14) |  |  |  |  |  |

End of Block: Beliefs and Attitudes about Being Online

Start of Block: Media Environment of Household

Q2 The next set of questions asks about the kinds of media in your home. First, do you have a subscription for a print newspaper delivered to your home?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q3 Have you or others in your home paid for online news in the past year?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q4 How many televisions are in your home?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q5 Please say if you have the following items in your household.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes (1) | No (2) | Maybe (3) |
| Cable TV (1) |  |  |  |
| Satellite TV (2) |  |  |  |
| A landline telephone inside your home (not a cellphone) |  |  |  |

Q6 What do you think is the best way to pay for cable, satellite or phone services?

* Monthly subscription, or flat fee per month or year (1)
* Pay only for what I use (2)
* I would not pay for any of these services (3)
* (DO NOT READ OUT) It depends on which service (4)

Q7 Do you have a cell or mobile phone?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q8 [IF YES TO CELLPHONE] Does your cellphone connect to the Internet or does it only receive calls or text messages?

* Cellphone connects to the Internet (1)
* Cellphone only receives calls and text messages (2)
* (DO NOT READ OUT) Does not apply or no one in my home has a cellphone (3)
* (DO NOT READ OUT) Don't know (4)

Q9 [IF DON'T KNOW TO CELLPHONE CONNECTS TO INTERNET] Does your phone have a touch screen?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q10 [IF YES TO CELLPHONE] Do you pay a re-occurring monthly subscription for cellphone service?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q11 [IF NO TO MONTHLY SUBSCRIPTION] Do you pay as you go to use your cellphone?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q12 [IF YES TO CELLPHONE] Have you ever had to stop cellphone service because of cost?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q13 [IF YES TO CELLPHONE] Do you currently have a data plan on your cellphone?

* Yes (1)
* No, do not currently pay for data plan (2)
* (DO NOT READ OUT) Don't Know (3)

Q14 [IF YES TO DATA PLAN] Some home Internet services cost less than a cellphone data plan. Would you prefer to stick with your data plan, switch to home Internet service, or have both?

* Stick with data plan (1)
* Switch to home Internet (2)
* Would prefer both (3)
* Already have both (4)
* (DO NOT READ OUT) Don't know (5)

Q15 Do you have one or more desktop, laptop or tablet computers in your household?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

End of Block: Media Environment of Household

Start of Block: Do You Use the Internet

Q16 Do you use the Internet at… (Select all that apply)

* Home (1)
* Work (2)
* School (3)
* A library or other community space (4)
* Anywhere else (5) (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Don't Know (6)

Q17 Do you ever access the Internet on a cellphone, tablet, or other mobile handheld device?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q18 Do you use a social network site or a mobile app for social media like Facebook, Twitter or Instagram?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Item [DO NOT ASK; GENERATE FROM Q16 to Q18] Internet user [Yes to at least one] or Non-user [no to all 3]

* Internet User (1)
* Internet Non-User (2)

Q19 [IF INTERNET USER] Do you use the Internet or social media primarily on a cellphone, a desktop, laptop or tablet?

* Cellphone (1)
* Desktop (2)
* Laptop (3)
* Tablet (4)
* (DO NOT READ OUT) Mix of devices, it varies (5)
* (DO NOT READ OUT) Don't Know (6)

Q20 Whether you use the Internet or not, do you have access to the Internet in your home?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q21 [IF YES TO ACCESS IN HOME] Do you have a contract with an Internet service provider for your home?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q22 [IF YES TO CONTRACT WITH ISP] Which Internet service provider is that?  [IF UNCERTAIN: Let me read a list of providers so you can tell me if one of these companies provides your Internet services]

* AT&T (1)
* Comcast or Xfintity (2)
* Verizon (3)
* Mediacom (4)
* HughesNet (5)
* Eaglenet (6)
* Wow! (7)
* Brighthouse (8)
* Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Don't Know (10)
* Refuse (11)

Q23 [IF YES TO CONTRACT WITH ISP] Can you tell me if any of the following were reasons that you chose your current Internet service provider? You may choose as many as apply. [Read random, except other and don't know]

* It was the cheapest option (1)
* They offered the fastest service (2)
* It was the only service I knew about (3)
* It was the only service available to me (4)
* I already had other services with this provider and decided to "bundle" (5)
* It was recommended to me (6)
* (DO NOT READ OUT) Other (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Don't Know (8)

Q24 [IF YES TO CONTRACT WITH ISP] About how much do you pay per month for your current Internet service? [Round to nearest $10] [IF UNCERTAIN: Let me read a list of prices so you can tell me if one of these is what you roughly pay per month for Internet services]

* $10 or less (1)
* About $20 (2)
* About $30 (3)
* About $40 (4)
* About $50 (5)
* About $60 (6)
* About $70 (7)
* About $80 (8)
* About $90 (9)
* $100 or more (10)
* (DO NOT READ OUT) Don't Know (11)

Q25 [IF YES TO CONTRACT WITH ISP] Have you ever switched Internet service providers?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't Know (3)

Q26 [IF YES TO SWITCHED] Can you tell me if any of the following were reasons that you switched Internet service providers? You may choose as many as apply. [Read random]

* Save money, too expensive (1)
* Faster service, other too slow to do what I want (2)
* More reliable service (3)
* Bad experience(s) with the previous service (4)
* (DO NOT READ OUT) Other (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused (6)

Q28 [IF NO TO INTERNET ACCESS AT HOME] There are a number of reasons people do not have home Internet service. Please tell me if any of the following are reasons that you do not have the Internet at home: [Read random]

* Just not interested (1)
* Do not have a computer (2)
* Too difficult to use (3)
* Too expensive (4)
* Worried about bad experiences with privacy, SPAM or viruses (5)
* I had a data plan on cellphone (6)
* I moved homes and no longer have access (7)
* (DO NOT READ OUT) Other (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused (9)

Q29 [IF NO TO INTERNET ACCESS AT HOME] If given a chance, would you like to use the Internet in your home?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Maybe/Don’t Know (3)

End of Block: Do You Use the Internet

Start of Block: IF INTERNET USERS: Internet Use

Q27 Some Internet Service Providers offer so-called bundles that combine Internet with phone or cable television in one package. Do you think that these bundles give you a better deal, a worse deal, or make no difference?

* Better deal (1)
* Worse deal (2)
* No difference, just a sales gimmick (3)
* (DO NOT READ OUT) Not sure/Don’t know (4)
* (DO NOT READ OUT) Refused (5)

Q30 [OxIS] How would you rate your ability to use the Internet?

* Excellent (1)
* Good (2)
* Fair (3)
* Poor (4)
* (DO NOT READ OUT) Don’t Know

Q31 [OxIS] I am going to mention some things people do online. Please tell me if you do any of these things online OR would like to do any of these things?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes (1) | No (2) | (DO NOT READ OUT) Don't Know (3) |
| Use email (1) |  |  |  |
| Use social media such as Facebook or Instagram (2) |  |  |  |
| Post photos (3) |  |  |  |
| Download or stream music (4) |  |  |  |
| Download or stream videos (5) |  |  |  |
| Get news (6) |  |  |  |
| Get information on local events (7) |  |  |  |
| Get sports information (8) |  |  |  |
| Make travel plans or reservations (9) |  |  |  |
| Look for jobs (10) |  |  |  |
| Get health or medical information (11) |  |  |  |
| Find or check a fact (12) |  |  |  |
| Get information for school, or work related projects (13) |  |  |  |
| Do homework or help a child with homework (14) |  |  |  |
| Shop (15) |  |  |  |

End of Block: IF INTERNET USERS: Internet Use

Start of Block: Living Situation: Housing and Neighborhood

Q32 About how many years have you lived in this home? [enter in years]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q34 About how many years have you lived in this neighborhood? [enter in years]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q35 About how many years have you lived in Detroit? [enter in years]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q36 Do you plan to stay in Detroit for the next year, five years, ten years, or the rest of your life?

* Next year (1)
* Next five years (2)
* Next ten years (3)
* The rest of your life (4)
* (Vol.) Planning to leave as soon as possible (5)

Q36 Is anyone in your home 70 or older?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Refused (3)

Q38 IF YES TO ELDERLY: Do they use the Internet themselves, does someone else use the Internet to do things for them, or do they not use the Internet at all?

* They use the Internet themselves (1)
* Someone uses the Internet to do things for them (2)
* They do not use the Internet (3)

Q37 Are any children (less than 18 years of age) staying in your home?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Refused (3)

Q38  IF YES TO CHILDREN: Are any of the children of school age - between six and eighteen years of age?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Don't know (3)

Q39 Some Internet service providers have programs that provide Internet services at reduced cost, such as for households that qualify for free school lunches or other public assistance programs. Would your household qualify for such a program?

* Yes (1)
* No (2)
* Maybe/Don’t Know (3)
* (DO NOT READ OUT) Refused (4)

Q40 Now I am going to a list sources of information available in Detroit. Please tell me how much confidence you have in each -- full confidence, some confidence, little confidence or no confidence? [Random answer options]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Full (1) | Some (2) | Little (3) | No Confidence (4) | (DON NOT READ OUT) Don't Know (5) |
| Cell phone service providers (1) |  |  |  |  |  |
| Internet service providers (2) |  |  |  |  |  |
| News on the Internet (3) |  |  |  |  |  |
| Information on social media (4) |  |  |  |  |  |
| Detroit newspapers (5) |  |  |  |  |  |
| Your local community center (6) |  |  |  |  |  |
| Your neighbors (7) |  |  |  |  |  |
| Television news (8) |  |  |  |  |  |

End of Block: Living Situation: Housing and Neighborhood

Start of Block: Social and Urban Capital

Q41 Here are some questions about people you may know. Do you know anyone who…

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes (1) | No (2) | (DO NOT READ OUT) Don’t know (3) |
| Can speak and write in a foreign language (1) |  |  |  |
| Knows a lot about computers (2) |  |  |  |
| Is an elected official (3) |  |  |  |
| Owns a second home (4) |  |  |  |
| Can give you advice about a conflict with a family member (5) |  |  |  |
| Teaches at a university (6) |  |  |  |
| Knows a lot about governmental regulations (7) |  |  |  |
| Can find a temporary or permanent job for a family member (8) |  |  |  |
| Has knowledge about financial matters such as taxes and investment opportunities (9) |  |  |  |
| Can play an instrument (10) |  |  |  |
| Can help you move homes (11) |  |  |  |
| Is active in a political party (12) |  |  |  |
| Has travelled overseas extensively (13) |  |  |  |
| Can recommend a restaurant or hotel for you when you are traveling (14) |  |  |  |
| Knows a lot about current events and world news (15) |  |  |  |
| Can lend you a home improvement tool such as a ladder (16) |  |  |  |
| Can give you a ride somewhere or lend you their vehicle in a pinch (17) |  |  |  |
| Knows a lot about your local government (18) |  |  |  |

End of Block: Social and Urban Capital

Start of Block: Demographics

Q42 What year were you born?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q43 What gender do you identify as?

* Male (1)
* Female (2)
* (DO NOT READ OUT) Other (3)
* (DO NOT READ OUT) Refused (4)

Q44 Are you currently living with a spouse or committed partner?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Refused (3)

Q45 What languages are spoken in your home?  [Do not read response categories out unless interviewee uncertain. Please also indicate the language of the interview if not explicitly said]

* English (1)
* Spanish (2)
* Arabic (3)
* Polish (4)
* French (5)
* Other (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused (7)

Q46 [PEW] What is your race? Are you Black, White, Asian, Native American, or some other race?

* White or Caucasian (1)
* Black or African American (2)
* Asian or Pacific Islander (3)
* Native American or American Indian (4)
* (DO NOT READ OUT) Mixed race: How do you identify? (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Other: How do you identify? (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused

Q47 What is the highest degree received by anyone in your household?

* Less than High School (1)
* High School or GED (2)
* Some college, no degree (includes some community college) (3)
* 2 year Associate degree from a college or university (4)
* 4 year College or University degree / Bachelor's degree (e.g. BS, BA, AB) (5)
* Some Postgraduate or Professional Schooling, no Postgraduate Degree (6)
* Postgraduate or Professional Degree, including Master's, Doctorate, Medical or Law Degree (7)
* (DO NOT READ OUT) Refused (8)

Q48 Do you have a health problem or disability which prevents you from doing everyday tasks at home, work or school or which limits the kind or amount of work you can do?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Refused (3)

Q49 [IF YES TO HEALTH PROBLEM/DISABILITY] Does this health problem or disability limit your use of a computer or the Internet?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Refused (3)

Q50 Are you employed full-time, part-time, self-employed, disabled, a student, retired, or otherwise not now employed for pay?

* Employed, full time (1)
* Employed, part time (2)
* Retired (3)
* Not employed for pay (4)
* (DO NOT READ OUT) Have own business or self-employed (5)
* (DO NOT READ OUT) Disabled (6)
* (DO NOT READ OUT) Student (7)
* (DO NOT READ OUT) Other (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused (9)

Q51 Do you consider yourself the head of household?

* Yes (1)
* No (2)
* (DO NOT READ OUT) Other (3) (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Don't Know (4)

Q52 [IF NOT HEAD OF HOUSEHOLD] Is the head of household employed full-time, part-time, self-employed, disabled, a student, retired, or otherwise not now employed for pay?

* Employed, full time (1)
* Employed, part time (2)
* Retired (3)
* Not employed for pay (4)
* (DO NOT READ OUT) Have own business or self-employed (5)
* (DO NOT READ OUT) Disabled (6)
* (DO NOT READ OUT) Student (7)
* (DO NOT READ OUT) Other (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* (DO NOT READ OUT) Refused (9)

Q53 According to the US Census Bureau the average household income in Detroit is $26,000. To the best of your knowledge, is your household income far below average, below average, average, above average or far above average?

* Far below average (1)
* Below average (2)
* About average (3)
* Above average (4)
* Far above average (5)
* (DO NOT READ OUT) Don't Know (6)
* (DO NOT READ OUT) Refused (7)

Q54 Thank you very much, if we have any questions about your responses, may we call you back at this number?

* Yes (1)
* No (2)
* Another number (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Those are all of the questions that we have for you. In order to send you your gift card, can you please tell me your address?

MAILING ADDRESS:

CITY/STATE/ZIP:

You should receive the gift card in the next 2-3 weeks. Thank you for taking the time to answer these questions and give us your feedback. Have a great day.

End of Block: Demographics

Start of Block: Thanks, again. Your interview is completed.