BROADBAND IN NEGHBORHOODS

**Introduction and ground rules**

Thank you for taking the time to join us today.

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_ and these are my colleagues \_\_\_\_\_\_\_\_\_\_ -- we are part of group of researchers at Michigan State University looking at Internet access in Detroit communities.

The bottom line is this, we are here because the Detroit is statistically under-connected -- fewer companies offer broadband internet access here and fewer people use the Internet. And we don’t live here, so we want to learn from you if this is the case in your experience, and why.

We’ve asked you to come today to share your opinions, observations and experiences – this will help us better understand barriers to Internet use in your area.

We are also conducting a survey and what we learn from you will help us better understand those survey responses.

We are working with Rocket Fiber to do this study. Rocket Fiber is a company that is in mid-town and interested in extending Internet service into underserved Detroit neighborhoods. They too would like to better understand how, or if this service would benefit local people.

**Intros from Rocket Fiber group.**

Before we begin, a few ground rules:

* NO RIGHT OR WRONG ANSWERS
* We expect DIFFERENT EXPERIENCES and opinions. Please feel free to share your point of view even if it differs from what others have said.
* VIDEO RECORDING: We are video recording the session because we don’t want to miss any of your comments.
* None of your names will be included in any reports.
* Your comments are CONFIDENTIAL – used only for this project.
* Keep in mind that we’re just as interested in NEGATIVE comments as well as POSITIVE comments.
* NAME TENTS: help me remember names, and can help you to get to know each other.
* Please consider turning off your cellphone, or put it on silent mode during this discussion.
* CONVERSATION FLOW:
  + AGREE OR DISAGREE
  + EVERYONE HAS A CHANCE TO SHARE
  + I MAY CALL ON YOU
  + If you want to follow up on something that someone has said, if you want to agree, or disagree, or give an example, feel free to do that.
  + Don’t feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions, and in fact, I encourage you to do so.
  + I am here to ask questions, listen, and make sure everyone has a chance to share. We’re interested in hearing from each of you. So, if you’re talking a lot, I may ask you to give others a chance. And if you aren’t saying much, I may call on you. We just want to make sure we hear from all of you.

We will cover four general areas of questions (1) Current Use (2) Barriers (3) Wants and Motivations and (4) Specific plans or service.

Each section should take about 10 to 15 minutes.

When we get close to the 10 minute mark for each section we will stop to allow Rocket Fiber and the other facilitator a few minutes to ask any additional questions.

We will change facilitators for each section.

Any questions before we get started?

1. **CURRENT USE**

Please remember that there are no right and wrong answers. Everyone’s experiences and thoughts on this subject are important.

We are going to start with a poll, this will help us get a sense of who is here.

1. How many people in the room use the Internet regularly? (By Internet we mean doing things such as: checking emails, using social media, or using apps on your phone)
   1. Prompt: Where do you tend to use it? At work, at home, at the library?
2. How many people in the room do not use the Internet, or rarely use the Internet? Why?
3. How many people have an internet connection in their home?
   1. Follow-up: What is the advantage of home Internet access?
4. And, how many people do not have an Internet connection at home? Why?
   1. Follow-up: Do you feel like you are missing out somehow? How so?
   2. Follow-up: Did you ever have home Internet? If so, why did you cancel?
5. Lastly, how many people only access the Internet on your mobile phones?
   1. Follow-up: Do you feel that your mobile phone meets your needs for using the Internet?
   2. Prompt: Do you think there are any limitations to relying on your phone for Internet access?
6. Many people rely entirely on their cell phone to access the Internet, why do you think that is?

The next set of questions are about barriers to Internet – **Hand Off to Facilitator 2**

1. **BARRIERS/AFFORDABILITY**
2. Do you know people who do not use the Internet at all?
   1. Follow-up: Why aren’t these folks online?
   2. Prompt: Any specific reasons? Is this an access issue or other reason?
3. In your view, what are the biggest barriers to Internet access?
   1. Prompt: Thinking about your friends and neighbors, do they have the same barriers? Do they have different barriers?
4. Thinking about your neighbors, what percentage would you say have home internet access?
   1. Follow-up: Do you think more people, or fewer people should be online? Please explain.
5. Do you think cost or affordability is a major reason people don’t have home Internet services?
   1. Follow-up: Most cable, or satellite services cost just as much – if not more -- than Internet service, why are some people willing to pay for these services, but not Internet access?
   2. Follow-up: In your opinion, what would be a reasonable cost for home Internet service?
6. Do you think most people want internet access in their home, if given the chance? Why is that?
   1. Follow-up: Is there a reason some people don’t want it?
7. Do you feel that you need Internet access in your home? Why or why not?

…. Questions of clarification – Questions from other facilitators/RF group

1. **RELEVANCE/MOTIVATIONS/DESIRES**

The next set of questions asks about how important the Internet is in everyday life, and what features are appealing to you.

1. For those without home internet, what is the first thing you would do if you had internet access in your home? [Rephrase if everyone has it]
   1. Prompt: What would you like to do most if you had Internet access in your home?
   2. Prompt: Are there any children in your home that would benefit from Internet at home? What would they like to do online?
2. Newer Internet services provide faster connections – called broadband -- so you can do things like watch more easily. Would you prefer to have fast internet access if given the chance?
   1. Follow-up: Do you think your life would change, for the better or worse, if you had a high-speed broadband internet connection in your home? Why?
3. Overall, how do you view the value of using the Internet? Do the benefits outweigh the costs?
   1. Follow-up: Do you have any specific experiences – good or bad -- with the Internet that stick out to you?
4. Do you know people who avoid going online? Why?
5. Do you have any other comments?

…. Questions of clarification – Questions from other facilitators/RF group

1. **PERCEPTIONS (MARKETING QUESTIONS)**

The next set of questions ask about different ways to learn about the Internet and your preferences about different product offerings.

1. Do you feel like you have enough information about the Internet to decide if it would be useful to you?
   1. Follow-up: What would be the most convenient way for you to learn more?
2. If Rocket Fiber were to offer something in your neighborhood, what would be the best way to get the word out?
   1. Prompt: TV Commercials, Direct Mail, Posters/Flyers, Radio ads, billboards
3. Some companies bundle services together, like cable, phone and the Internet. Do you think this works for the consumer?
   1. Prompt: Any personal experiences with bundled services?
   2. Prompt: Is this approach fair and accurate? Or, is it a gimmick?
4. Are there things that you would like to do on the Internet but cannot because the connection is too slow?
   1. Prompt: For example video that won’t load or continuously buffer [ever see that squiggly wheel]?
5. What about other features, are there things you would like to do on the Internet but cannot because of some limitation to your service?
6. Do you currently have Internet access in your home?
   1. Follow-up: For those who currently don’t have access in your home, have you ever?
   2. Follow-up: If so, why did you cancel/suspend service?
7. What internet service provider did/do you use?
   1. Follow-up: Why did you choose it?
      1. Prompt: For example, some people say -- It was the cheapest option, offered the fastest service, was the only service I knew about or available to me, already familiar, part of a bundle, a recommendation…
   2. Follow-up: What plan do you have and why did you choose it?
8. Of all the things we discussed today, what do you think is the most important?

Do you have any other comments, or did we miss anything?

Thank you so much for your time today. Please feel free to stick around for [pizza, sandwiches] and continue this conversation. If you have questions about the research and its findings, please contact us at (517) 432-8002.