

Connecting the Dots in Michigan



*Information  
Technology  
in Michigan  
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cyber-state.org  
[www.cyber-state.org](http://www.cyber-state.org)

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## Introduction and Methodology

Cyber-state.org ([www.cyber-state.org](http://www.cyber-state.org)) is a nonprofit group established in 1998 by Michigan's business, education, health care, government, and philanthropic communities, including the W. K. Kellogg Foundation, the Council of Michigan Foundations, and the Herbert H. and Grace A. Dow Foundation. Since 1998, cyber-state.org has been working in partnership with Altarum, an Ann Arbor-based technology innovation institute. Cyber-state.org's vision is to help Michigan become a world leader in developing and using information technology in ways that better the life of every citizen.

Cyber-state.org commissioned a survey of Michigan residents to explore the role that information technology plays in their lives. The 2004 survey is the fifth in the cyber-state.org series; previous surveys were conducted in 2002, 2001, 1999, and 1998. The survey series was developed and conducted by Public Sector Consultants Inc. ([www.pscinc.com](http://www.pscinc.com)) and has three components:

1. A random telephone survey of 800 Michigan residents aged 18 and older from across the state, having an overall margin of error of  $\pm 3.5$  percent with 95 percent confidence.
2. A telephone survey of 200 additional respondents across seven of the eight Michigan regions, conducted to ensure that whenever regional variations are discussed, the margin of error for the results in the different regions is not greater than  $\pm 10$  percent with 95 percent confidence.
3. An Internet survey of online Michigan residents to gather more detailed information about how they use the Internet. E-mailed invitations were sent to 40,000 people who expressed an interest in receiving Internet surveys, and 2,000 people responded.

## Major Findings

- Computer ownership is statistically unchanged from the 2002 survey. However, when viewed across the five surveys conducted between 1998 and 2004, computer ownership has increased in Michigan, rising from 54 percent of all households in 1998 to 70 percent this year.
- Race, presence of children in the home, and educational attainment all continue to be related to computer ownership.
- When asked why they did not have a computer at home, a majority of respondents now cite either cost or lack of desire as the greatest barriers to computer ownership. Expense is more often cited as a barrier by younger respondents; older respondents more often cite simply not wanting to have a computer at home.

### Home PC Ownership, by Region

Region	No computer	One computer	Two or more computers
City of Detroit	49%	33%	18%
Metro Detroit	15	50	35
Southern	25	44	31
Western	32	45	23
Central	28	40	32
Thumb	33	37	30
Northern Lower Peninsula	35	49	16
Upper Peninsula	30	50	21

SOURCE: Public Sector Consultants Inc.

- Most respondents report at least one cellular phone in the household (73 percent), an increase of 10 percent from the 2002 survey. Since 1998, the number of respondent households without a cellular telephone has dropped nearly in half — from 49 to 27 percent — a rate of growth twice as fast as the growth of computers in the home.
- As was the case in the 2001 and 2002 surveys, ownership of cell phones is higher in both the City of Detroit and Metro Detroit than in other regions of the state. However, in 2004 whites have increased their cellular telephone ownership to be statistically identical to that of African American respondents (77 and 73 percent, respectively). In 2002, more African Americans reported owning a cell phone (76 percent) than did whites (61 percent).

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### Cell Phone Ownership, by Region

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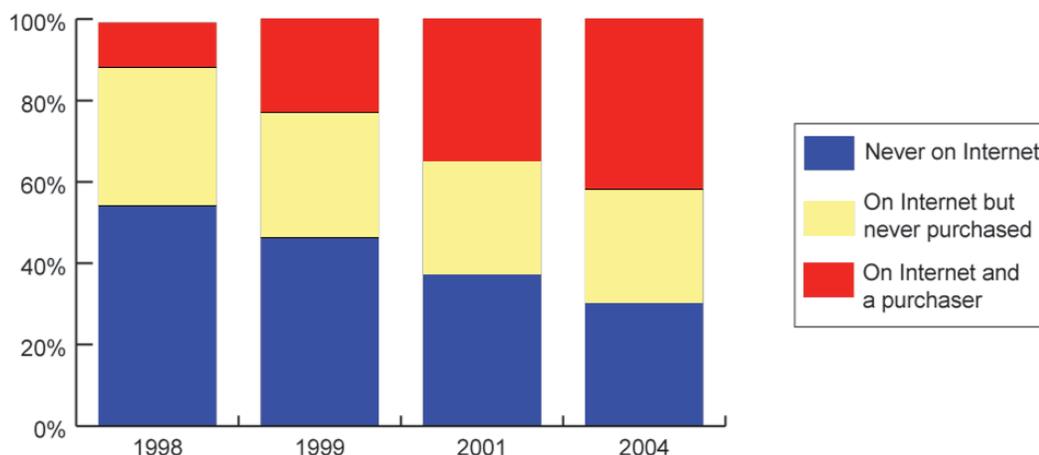
Region	No Cell Phone	One Cell Phone	Two or More Cell Phones
City of Detroit	12	53	35
Metro Detroit	14	31	55
Southern	20	35	45
Western	32	32	37
Central	31	23	46
Thumb	28	37	35
Northern Lower Peninsula	39	40	21
Upper Peninsula	42	30	28

- The switch to cellular telephones as the “main” telephone over a landline is well underway in Michigan. Nearly one-quarter of respondents under the age of 25 (25 percent) and aged 25-34 (21 percent) report their cellular phone is their primary number, a rate at least twice as high as in any other age group. African American respondents were three times as likely as whites to report that their cellular phone is their primary number (28 and 9 percent, respectively).
- The percentage of respondents who have accessed the Internet at some point in their life has increased from 45 percent in 1998 to 70 percent in 2004.
- Nearly two-thirds of all online Michiganders have made at least one purchase over the Internet (60 percent), a nearly fivefold increase from the first survey in 1998 (11 percent). In addition, this year's survey marks the first time that the percent of Michigan residents who have made at least one Internet purchase (42 percent) outnumbers the number of Michigan residents who have never been online (30 percent).

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### Commerce Activities on the Internet

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- The majority of respondents with Internet access at home continue to access the Internet via modem (54 percent); however, an increasing number report using DSL or cable modem connections. The overall increase in DSL and cable modem access between 2001 and 2004 is 25 percent.
- When respondents were asked why they had not used the Internet, the primary reasons were lack of access to the Internet (32 percent) and that the Internet was not worth the time, hassle, or expense (27 percent). In a change from last year, the percentage of respondents believing the Internet is too complicated decreased from 22 percent to 12 percent.
- The 2004 survey reveals that nearly twice as many Internet respondents have accessed the state's website as in 2002 (76 and 40 percent, respectively). There was also a clear preference by respondents-matching the substantial increase in use of the state's own portal, michigan.gov-for government services delivered via a portal. More than two-thirds of Internet respondents (69 percent) said they would make greater use of government services if a single site linked local, state, and federal information or access to information.
- Interest in voting either by mail or the Internet in the weeks prior to an election has decreased since 2001. In both 2001 and 2002, a majority of Michigan residents preferred to vote somewhere other than a voting booth on election day. In 2004, however, there is no majority for any response; the plurality would prefer to vote in a booth on election day (49 percent) compared to either Internet or mail voting in the weeks prior (47 percent combined).
- The previous survey (2002) marked the first time that a majority of the Michigan public-regardless of whether or not they had ever used the Internet-were "very concerned" that information they gave to a computer-based service or website would not be kept confidential; Internet respondents were not as concerned overall. This year, a majority of all respondents-public and Internet-report being "very concerned."
- Michigan residents continue to express a desire for online government services in theory, but are wary of the practice. As in previous years, a majority of respondents-regardless of survey type or year-believe that public information held by government data about people (property tax records, marriage records, etc.) should not be available online. The public is also split on the rules of access to property tax records, with nearly equal proportions believing online access should have no limits versus having built-in limits as to the quantity of data available for review/download.
- However, Internet respondents looked much more favorably on governments combining information held by governments than on businesses combining information from other businesses to create a "single view" of a person or customer.
- Nearly all Internet respondents (96 percent) believe that spam is either annoying or a serious problem on the Internet, and nearly two-thirds (63 percent) believe spam is a serious problem. Attitudes toward spam are relatively unaffected by any demographic characteristic.
- Overall, respondents in 2004 are no more likely to believe that the Internet needs content regulation greater than that of TV or newspapers than they were in 2001; respondents also report being equally concerned about the balance of security between the loss of legal and privacy rights and the threat of terrorism.



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