

Key Technology Benchmarks

Broadband adoption among all Michigan businesses	70%
Broadband adoption in the Michigan manufacturing sector	75%
Average download speed among broadband-connected Michigan businesses	6.3 Mbps
Median monthly cost for broadband for Michigan businesses	\$67/mth
Median monthly cost for fixed wireless broadband for Michigan businesses	\$57/mth
Michigan businesses that let their employees telework	24%
Michigan businesses without broadband that say they don't need broadband or don't know why they don't subscribe	62%
Median annual revenues among Michigan businesses <i>without broadband</i>	\$300,000
Median annual revenues among Michigan businesses <i>with broadband</i>	\$500,000
Michigan businesses responding "not satisfied" with broadband service	1%
Broadband-connected Michigan businesses that need more bandwidth	10%
Broadband-connected Michigan manufacturing businesses that say they need more bandwidth	14%

Source: Connect Michigan, October 2010

Other Statewide Key Findings:

- Statewide, approximately 164,000 Michigan businesses use broadband for their daily business needs. This includes 63% of small businesses, or approximately 78,000 businesses with fewer than five employees.
- All Michigan businesses – regardless of location – need robust Internet access. 71% of Michigan businesses in rural areas subscribe to broadband, essentially the equivalent to urban and suburban areas.
- Statewide, 18,000 Michigan businesses (or 8% of all Michigan businesses) depend upon fixed wireless technologies like WiMax to access the Internet. The majority of broadband-connected Michigan businesses subscribe to DSL, followed closely by cable broadband.
- At 42% of Michigan businesses, every employee relies on the Internet for their daily work functions.
- Across Michigan, 23% of businesses report earning sales revenues from online transactions, and broadband-connected Michigan businesses have median annual revenues that are \$200,000 higher than businesses without broadband. Even among smaller businesses with fewer than 20 employees, broadband-connected businesses report having median annual revenues that are \$100,000 (or 33%) higher than their competitors without broadband.
- One-half of all Michigan businesses (approximately 118,000 businesses) have a website. Median annual revenues among broadband-connected businesses that have a website are double the state average, and are \$500,000 higher than businesses that do not subscribe to broadband.
- Approximately 56,000 Michigan businesses (24% of all businesses) allow their employees to telework, helping reduce highway congestion and empowering businesses to remain operating in the face of inclement weather. This includes 26% of rural Michigan businesses.
- Nearly three out of five Michigan businesses (59%, or approximately 139,000 Michigan businesses) access state government websites at least once per year. More than four out of five businesses that access state government websites download documents and state forms.

Connect Michigan surveyed 801 Michigan businesses in the summer of 2010 for its Business Technology Assessment. The error interval or sample tolerance for the survey is $\pm 4.85\%$ at the 95% confidence level. This sample error accounts for sample weighting, using the effective sample size. Sample quotas were established by business size and industry sector, and the data was weighted to enable the total sample to be representative of all employer business establishments in Michigan, according to the U.S. Census Bureau *County Business Patterns*.