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Connect Michigan Releases 2011 Residential Broadband Adoption Survey Results

39% of Michigan residents still do not subscribe to broadband at home

Lansing, MI – Today, Connect Michigan released new residential broadband adoption survey results revealing the top trends in technology use among key demographics in Michigan. The preliminary indicators from the survey are available [online](#), which gives a comprehensive view of the challenges and opportunities for expanding broadband in targeted sectors. The survey reveals that approximately 39% of Michigan residents are still not using broadband at home. Most notably, the majority of low-income, senior, disabled adult, and African-American households are without broadband at home, leaving them facing an uphill battle in keeping up with essential online resources, job and educational opportunities, and social services.

“The results of the residential broadband survey will allow Michigan stakeholders to have more detailed information available for broadband planning strategies as we move forward,” said Robin Ancona, director of the Telecommunications Division of the Michigan Public Service Commission.

This survey is conducted in support of Connect Michigan’s efforts to close Michigan’s digital gap. The survey explores the main barriers to adoption – cost, digital skills, and relevance – and also provides unique insights into the national broadband landscape.

Connect Michigan State Program Manager Eric Frederick said, “These survey results will help develop programs to ensure all Michigan residents have access to and are aware of the benefits of broadband.”

The survey reveals that:

- **44% of Michiganders living in rural areas do not subscribe** to broadband service at home.
- When comparing to the **61% of all households that do subscribe**, there remain large gaps among key demographics:
 - 65% of low-income households;
 - 44% of Hispanic households; and
 - 73% of seniors are **without broadband**.
- **55% of low-income households with children** are without access to this essential tool at home.
- The biggest gap is among low-income seniors. **Only 4% of low-income seniors subscribe to broadband** and only 20% have a computer at home.
- The largest barrier to non-adopters is relevance - **27% of non-adopters say there isn't Internet content worth viewing**. The second most common barrier cited is that it is too expensive.
- The top reasons Michiganders say **they started using broadband is because they realized it was worth the cost or it became available**.

These results, and comparisons to many others, are available on Connect Michigan's new consumer trends widget. This interactive tool gives people the ability to view, share, and download the results. Connect Michigan will use these survey results to target solutions in communities based on the demographic and economic barriers that the surveys indicate are most relevant to those communities.

This release comes on the heels of the FCC's newly released plans to launch a comprehensive public-private initiative called Connect to Compete, aimed at extending digital literacy training and providing employment assistance to communities. Connect Michigan's parent organization, Connected Nation, is one of the top strategic advisors in the national initiative.

Connect Michigan's 2011 residential survey was conducted in the summer of 2011 and includes responses from 2,400 residents. The survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the U.S. Department of Commerce, National Telecommunications and Information Administration, and funded by the American Recovery and Reinvestment Act of 2009.

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About the Michigan Public Service Commission (MPSC): The MPSC is a state agency within the Department of Licensing and Regulatory Affairs. For more information about the MPSC visit <http://www.michigan.gov/mpsc>.

About Connect Michigan: As the designated entity for broadband mapping and planning in the state of Michigan, Connect Michigan is a public-private partnership between the Michigan Public Service Commission and Connected Nation to unite local governments, businesses, and citizens in the goal of increasing broadband service in the state's underserved areas. For more

information about what Connect Michigan is doing to accelerate technology in Michigan's communities, visit www.connectmi.org.

About Connected Nation: Connected Nation is a leading technology organization committed to bringing affordable high-speed Internet and broadband-enabled resources to all Americans. Connected Nation effectively raises the awareness of the value of broadband and related technologies by developing coalitions of influencers and enablers for improving technology access, adoption, and use. Connected Nation works with consumers, community leaders, states, technology providers and foundations, including the Bill & Melinda Gates Foundation, to develop and implement technology expansion programs with core competencies centered on a mission to improve digital inclusion for people and places previously underserved or overlooked. www.connectednation.org.

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