



eGovernment: Broadband Bridges the Divide





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Key Findings

Broadband Adoption Benchmarks:

- Adults in Kentucky with broadband Internet adoption at home: 44%
- U.S. Comparison (Pew Internet & American Life Project, Mar. 2007) 47%

Key eGovernment Findings:

- Nearly half (47%) of adult residents use eGovernment services in Kentucky.
 - Among residents with broadband service at home, nearly three out of four (74%) use eGovernment services.
- Growing use of the Internet for eGovernment coincides highly with broadband growth over the past two years.
- Without broadband service, usage rates for eGovernment applications and services would be similar to that of today's dial-up users.
- Broadband service at home narrows disparities in online access to government services often seen among relatively underserved residents.



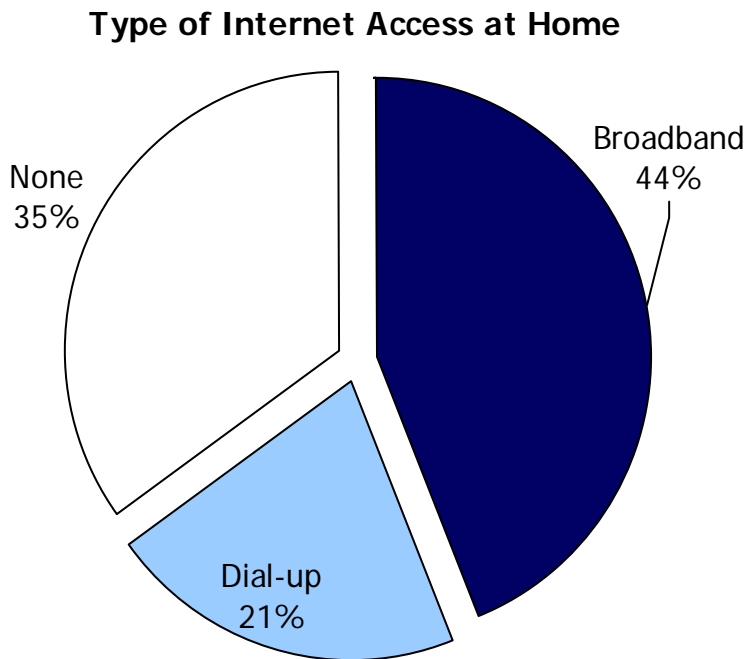
Statewide Broadband Adoption and Utilization Benchmarks



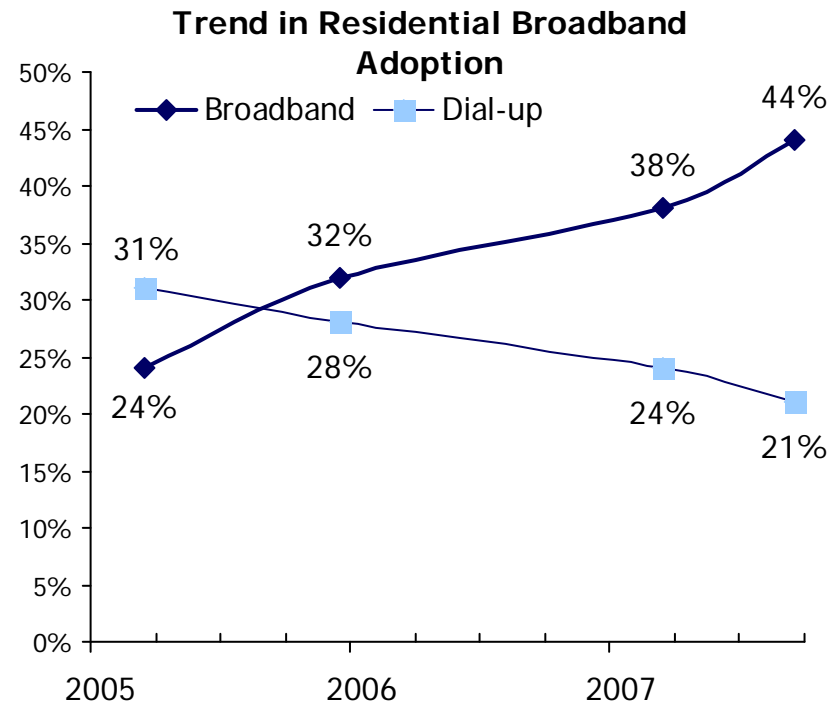


Broadband Adoption

- The share of households that have adopted broadband has risen to 44%, up from just 32% near the end of 2005. In absolute terms, this converts to approximately 1.4 million adult residents and 720,000 households.
- Just over 20% of adults are using dial-up service at home.



n=10,830 respondents in 2007

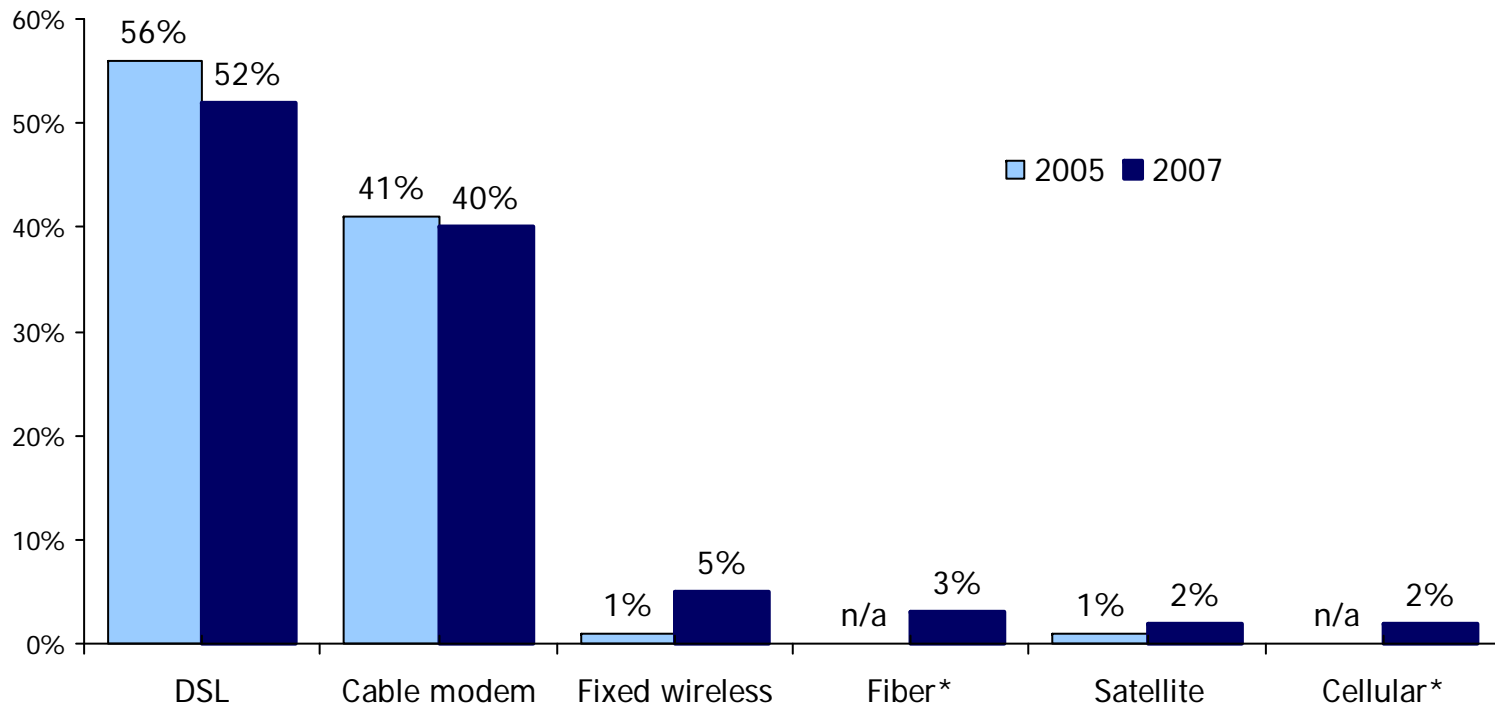




Type of Broadband Adoption

- DSL and cable modem services are the leading forms of broadband used in the state.
- However over time, their use is trending down as alternative broadband options such as fixed wireless and satellite are growing in popularity.

Trend in Residential Broadband Adoption



n=3,776 respondents using broadband at home in 2007

* Not captured in 2005



eGovernment Use

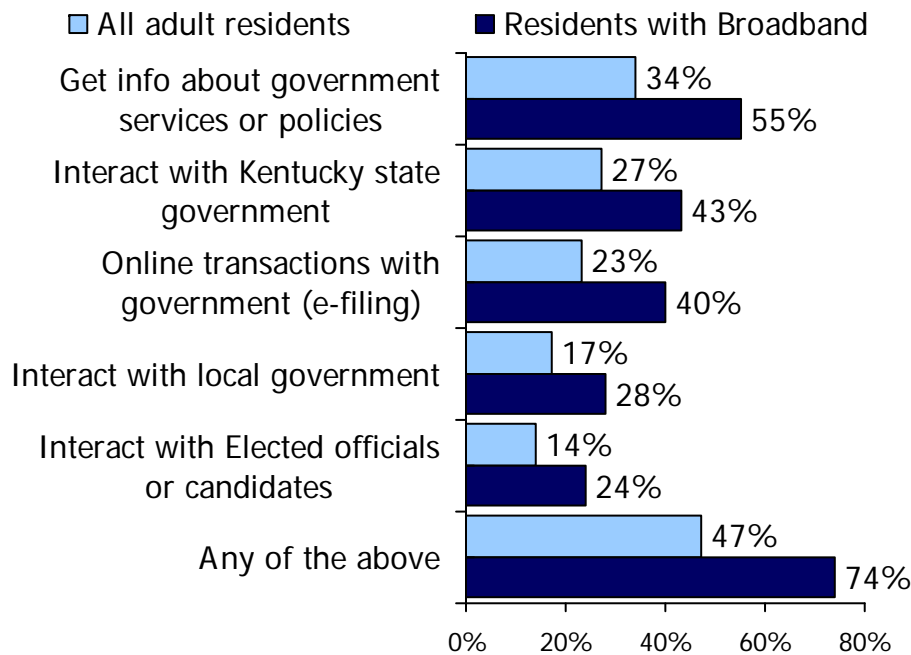




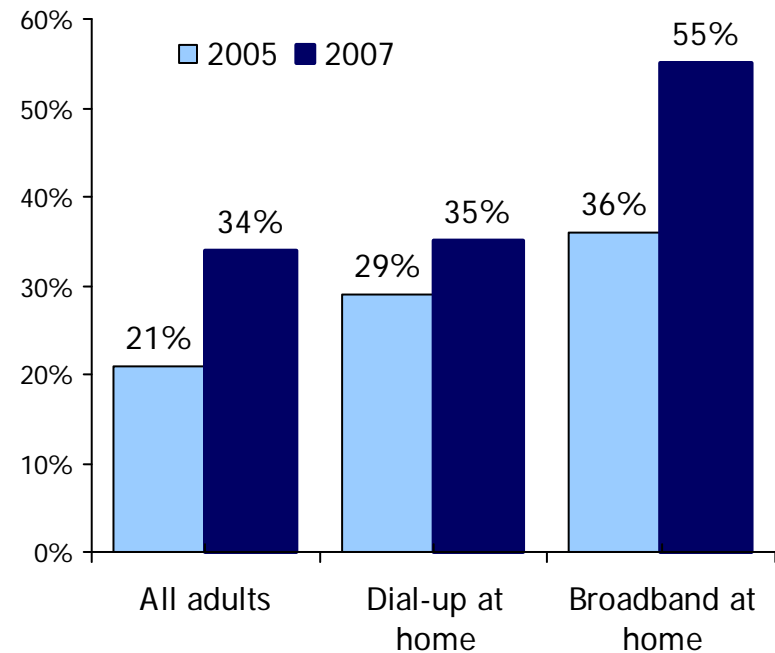
eGovernment Use

- Nearly half (47%) of adult residents use eGovernment services in Kentucky. Among residents with broadband service at home, nearly three out of four (74%) use eGovernment services.
- Growing use of the Internet for eGovernment coincides highly with broadband growth.

Percent of KY Adult Residents using eGovernment Services, 2007



Get Information Online About Government Services or Policies*

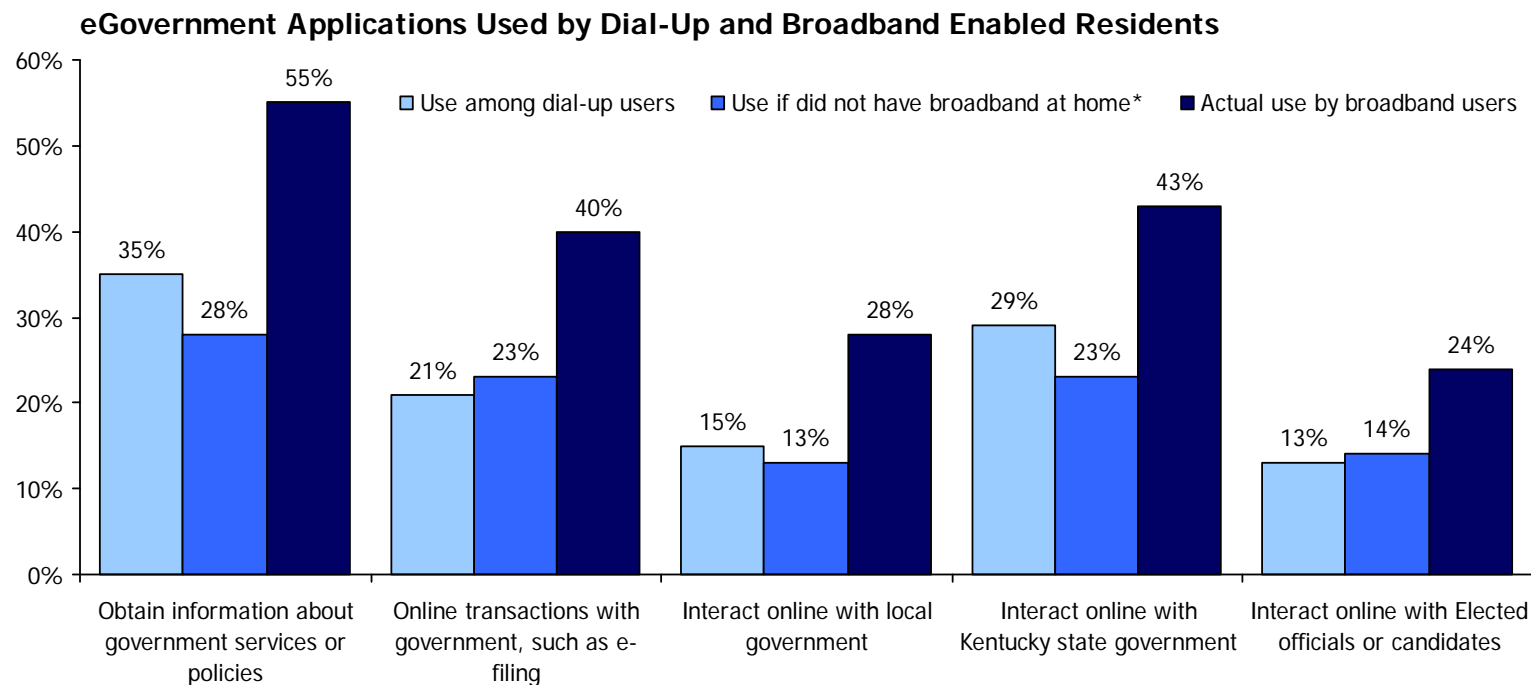


*This is the only metric related to eGovernment scored in both 2005 and 2007.



eGovernment Use With and Without Broadband Service

- Without broadband service, the share of broadband enabled residents who use eGovernment applications and services would be similar to that of today's dial-up users.



n=2,701 respondents with dial-up access and 3,776 respondents with broadband access at home.

* Defined as actual usage minus the share of users who say the application would “not be worthwhile” without their broadband service. “Not worthwhile” share of application’s users data collected from statewide control sample.



eGovernment Use: Reaching Underserved Residents Through Broadband

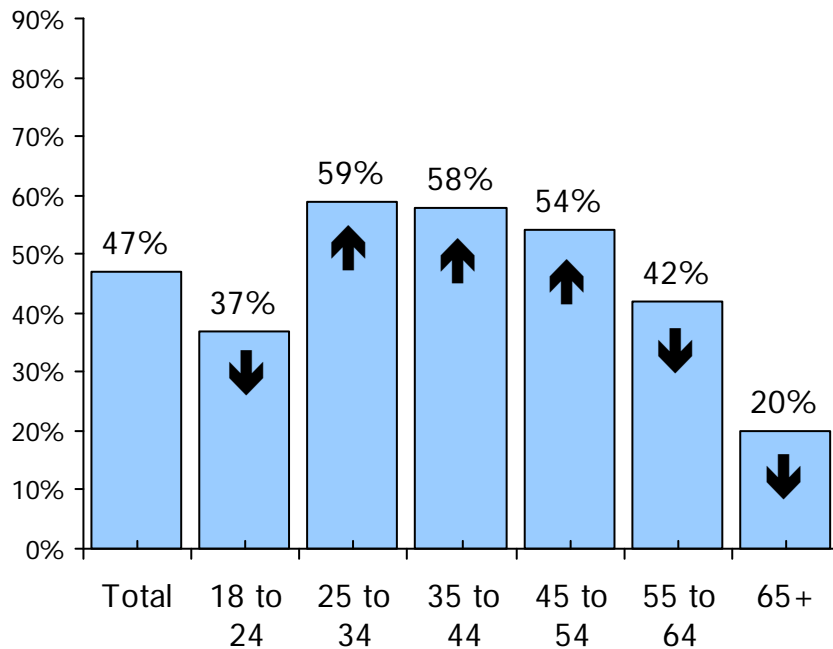




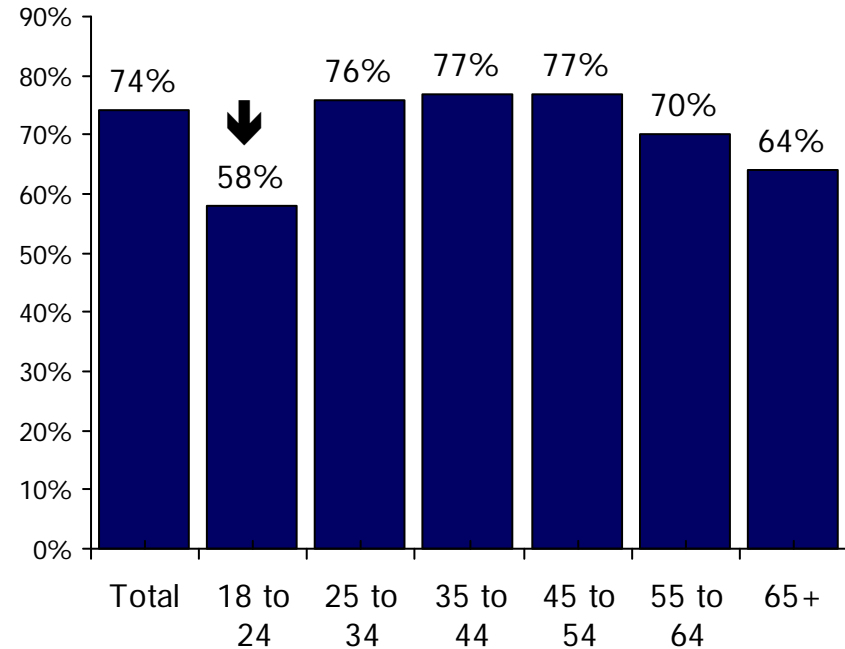
eGovernment Use by Age

- A majority of all adult residents between the ages of 25 and 54 use eGovernment services in Kentucky, but these services only serve 20% of residents age 65 or older.
- However, with broadband at home, the age gap in service usage nearly disappears as nearly two-thirds of seniors with broadband use eGovernment services. Broadband narrows the age divide.

Use of eGovernment Services Among ALL KY Adults



Use of eGovernment Services Among Kentucky Broadband Subscribers



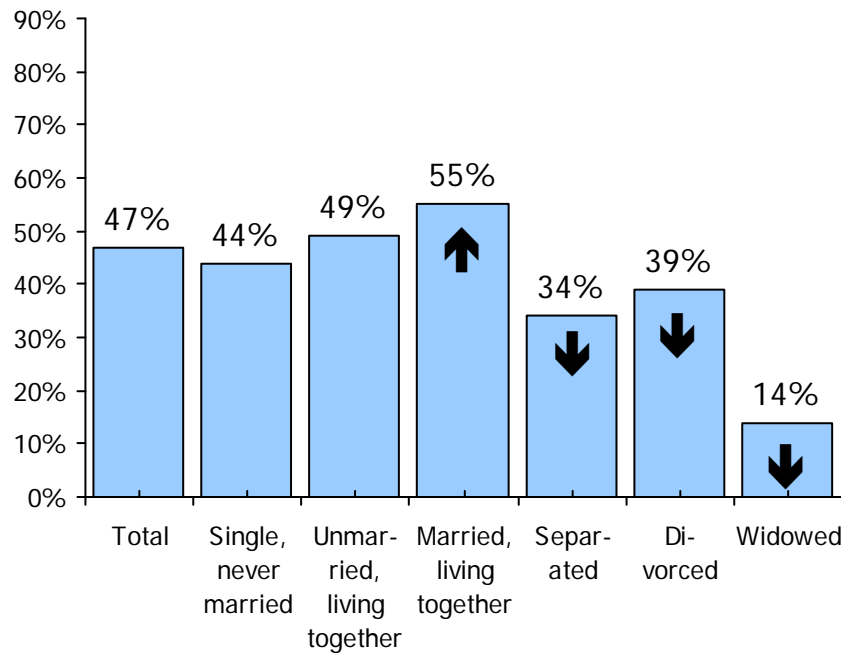
↑↓ indicates statistically significant difference relative to the total (at 95% confidence)



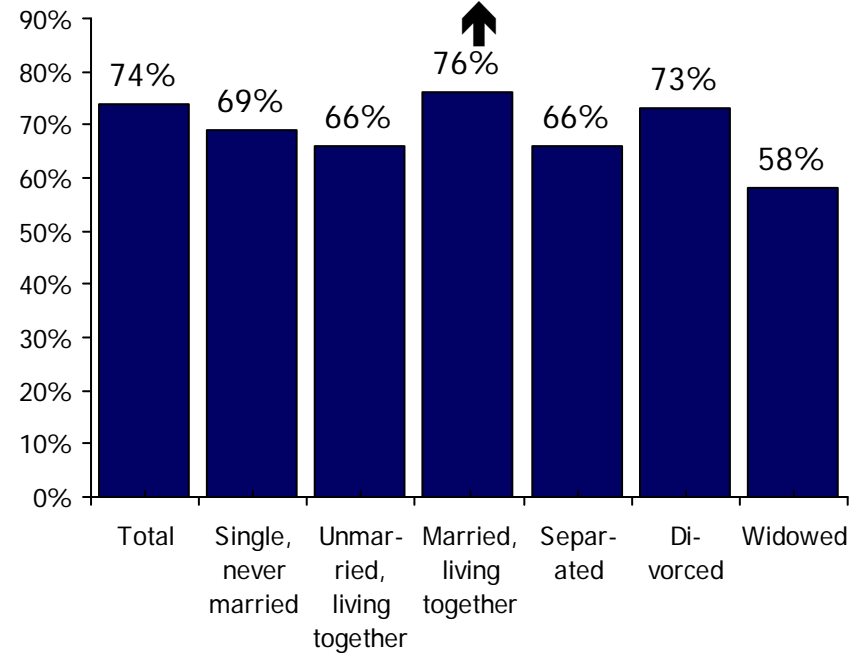
eGovernment Use by Marital Status

- In general, residents who are separated, divorced or especially widowed are less likely to access government information and services online.
- However, with broadband at home, this gap in e-government use nearly disappears. Broadband narrows the divide.

Use of eGovernment Services Among
ALL KY Adults



Use of eGovernment Services Among
Kentucky Broadband Subscribers



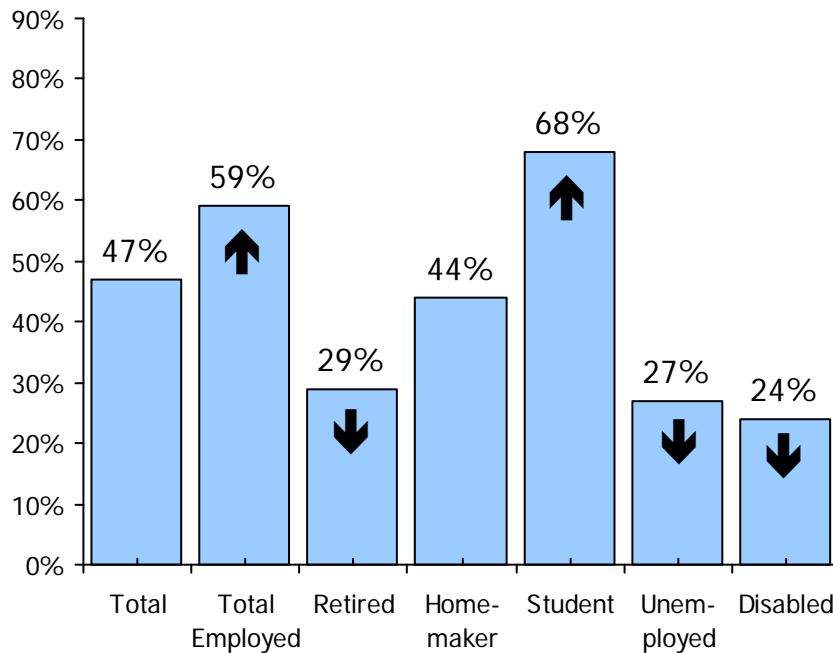
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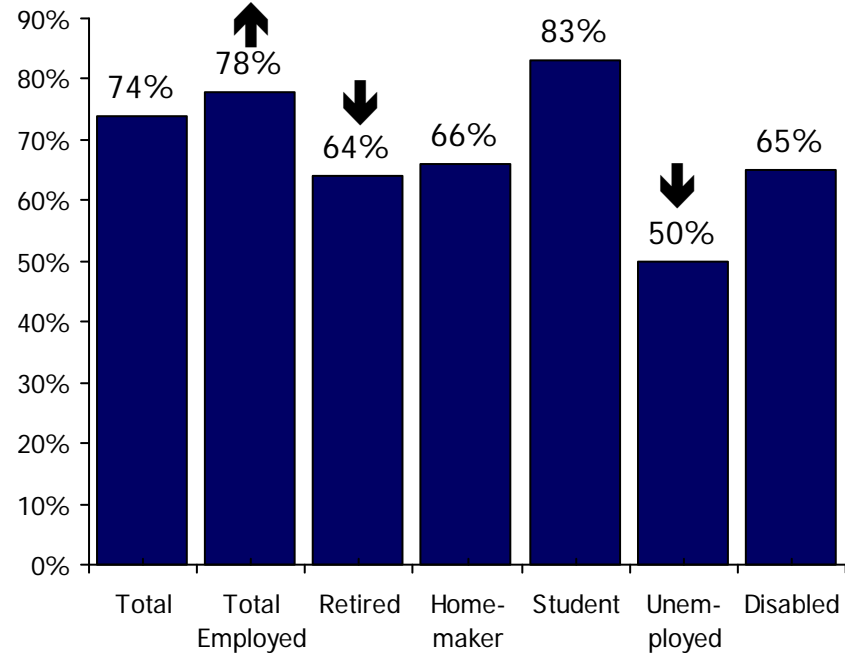
eGovernment Use by Employment Status and Disability

- In general, retirees, unemployed and disabled residents are significantly less likely to use the Internet for government information and services.
- However, with broadband at home, retirees and the unemployed are twice as likely to use eGovernment services. Among disabled adults – those who are in greatest need of at-home services – those with broadband are nearly three times as likely to benefit from eGovernment services as the typical disabled Kentucky adult.

Use of eGovernment Services Among ALL KY Adults



Use of eGovernment Services Among Kentucky Broadband Subscribers



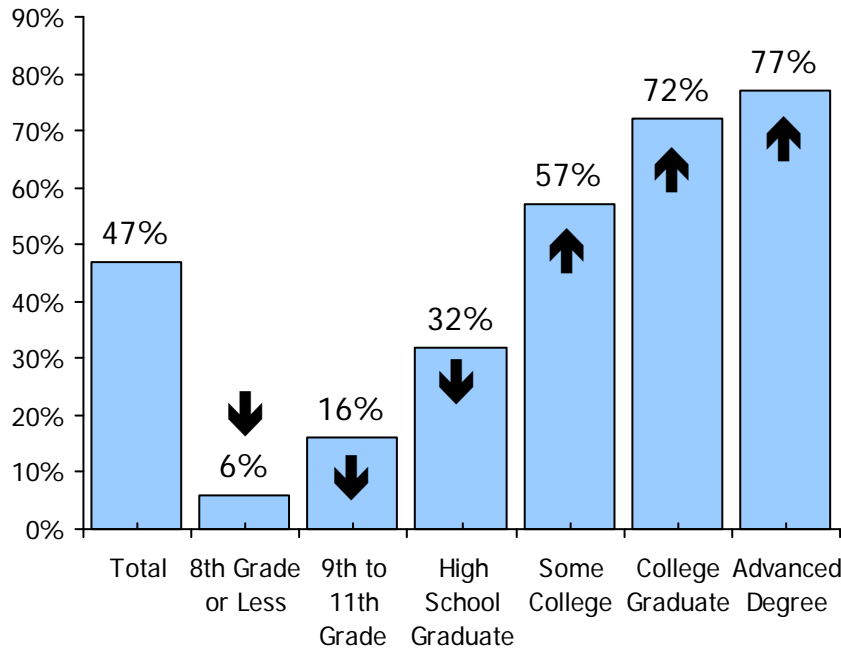
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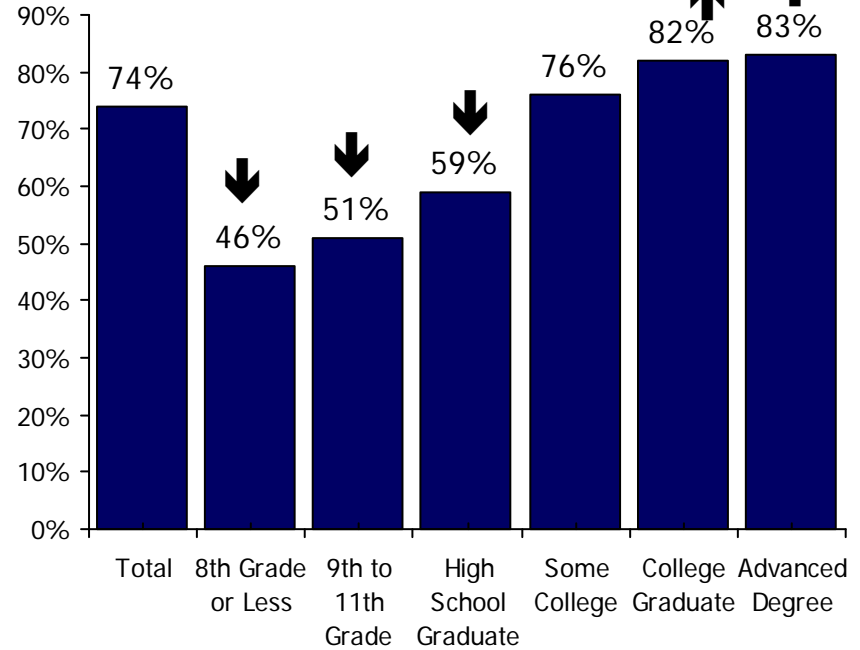
eGovernment Use by Educational Attainment

- College graduates are more than ten times as likely to use eGovernment services as residents with an eighth grade education or less.
- With broadband at home, this gap is reduced significantly.

Use of eGovernment Services Among ALL KY Adults



Use of eGovernment Services Among Kentucky Broadband Subscribers



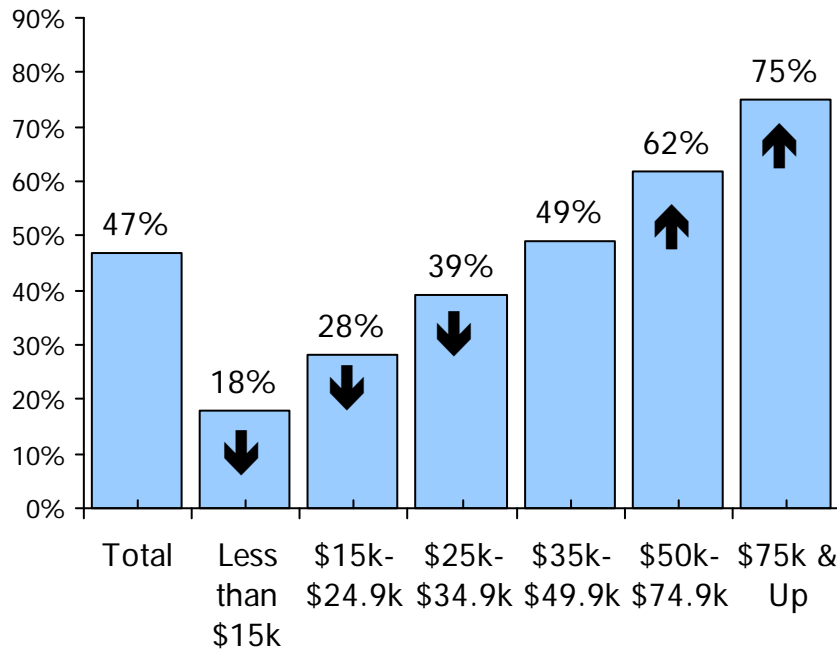
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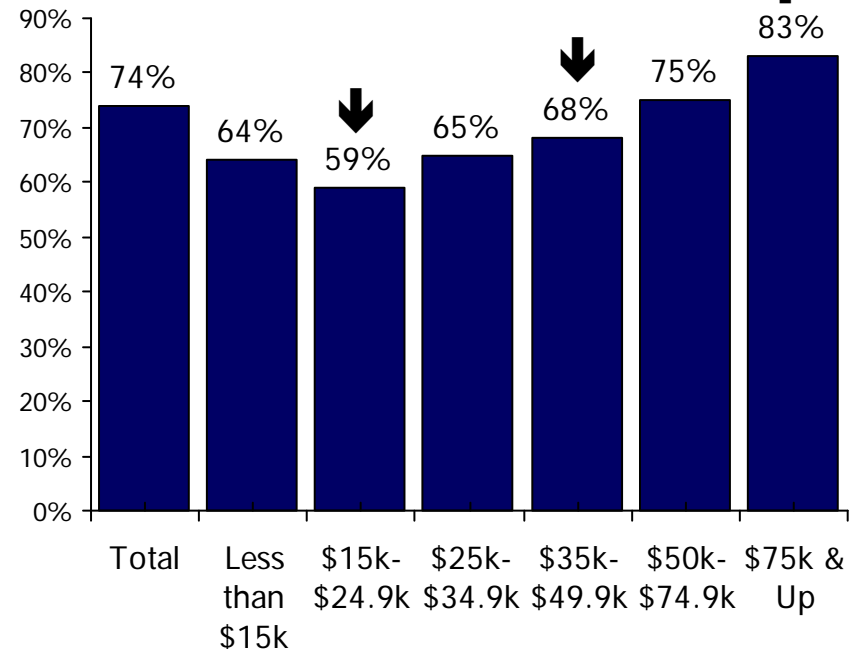
eGovernment Use by Household Income

- In general, residents in the highest income groups are more than four times as likely to use the Internet for government information and services.
- However, with broadband at home, a majority of residents in all income brackets access eGovernment services. Broadband narrows the income divide.

**Use of eGovernment Services Among
ALL KY Adults**



**Use of eGovernment Services Among
Kentucky Broadband Subscribers**



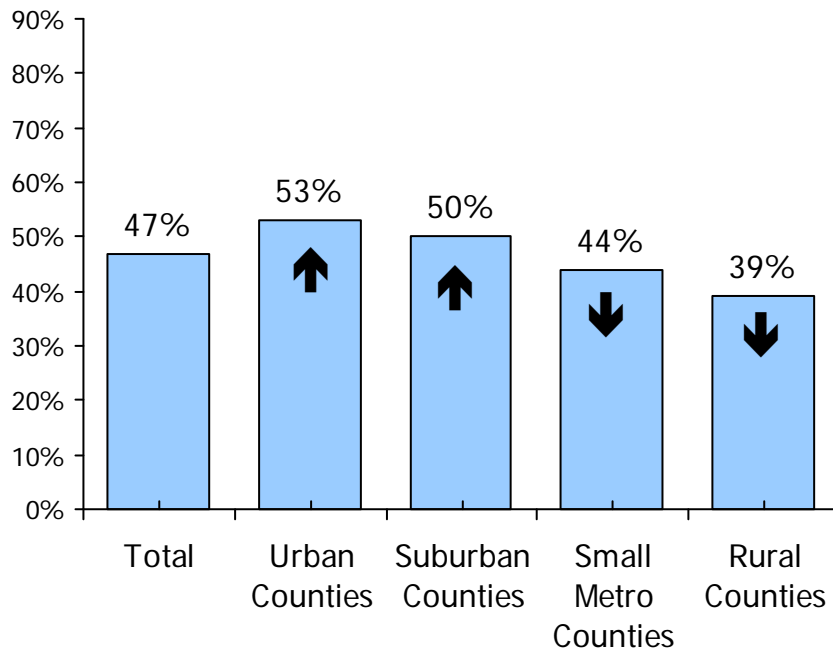
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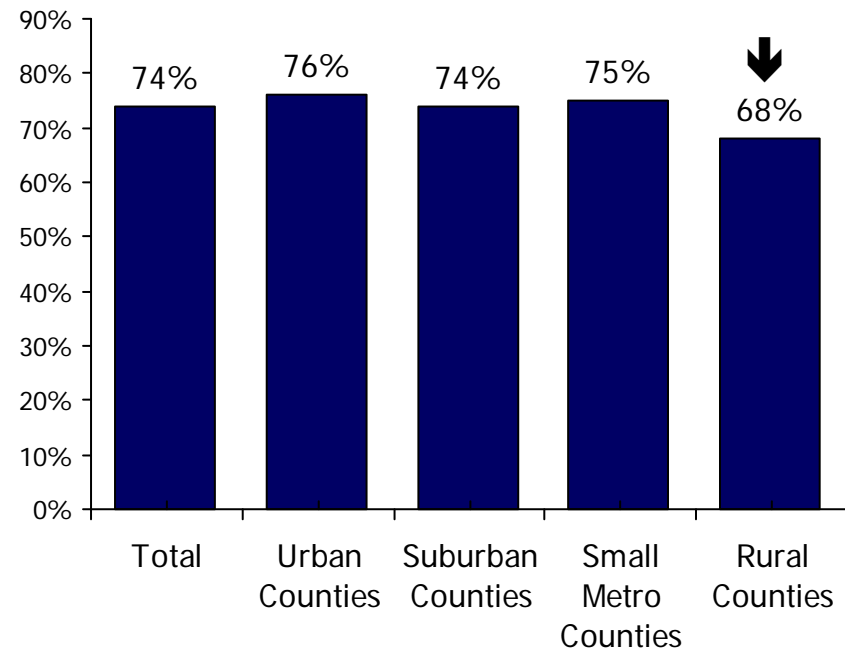
eGovernment Use by Urban-Rural Geography

- In general, use of the Internet for government information and services is highest among residents of urban and suburban counties.
- However, with broadband, there is less of a disparity in use between residents in rural counties and the rest of the state. Broadband narrows the urban-rural divide.

Use of eGovernment Services Among
ALL KY Adults



Use of eGovernment Services Among
Kentucky Broadband Subscribers



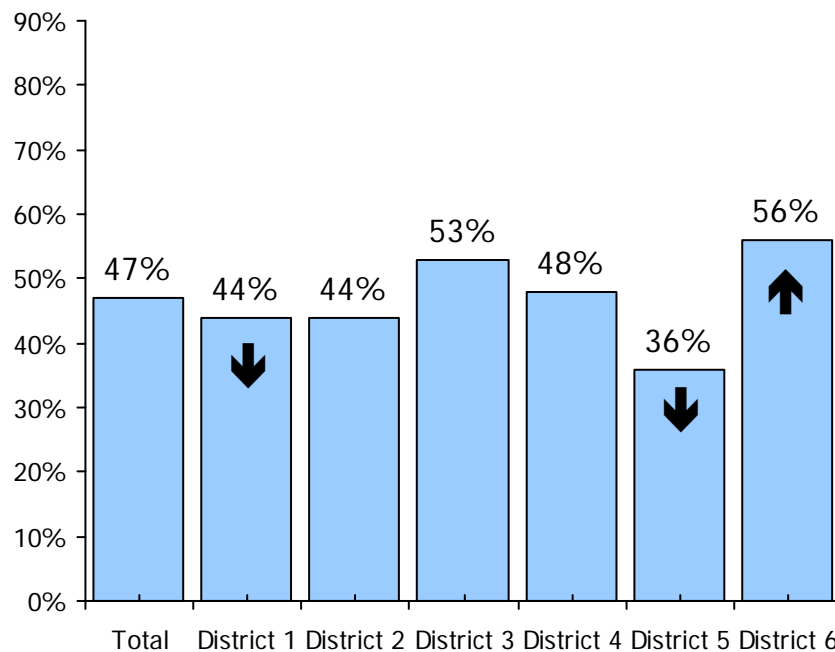
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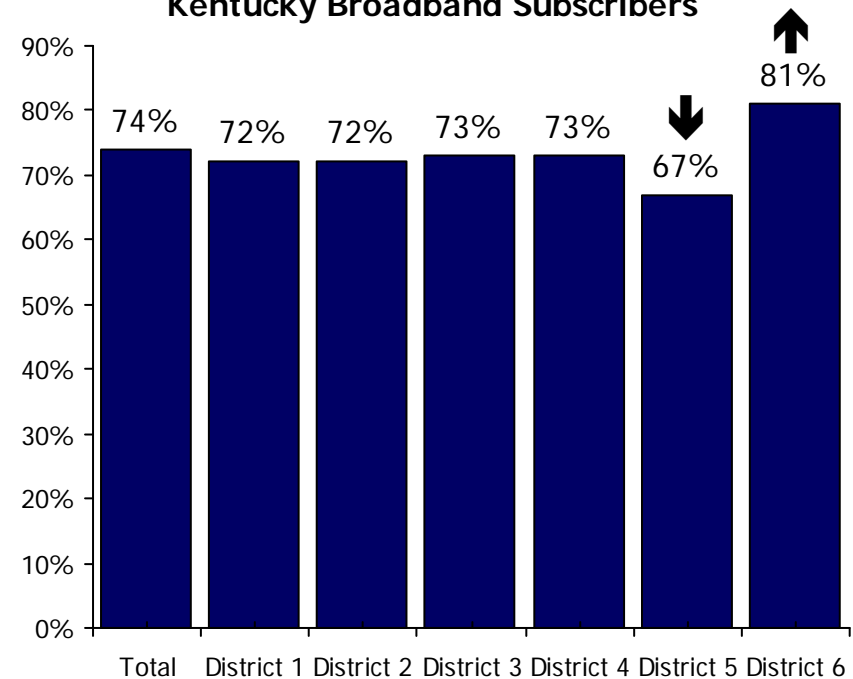
eGovernment Use by Congressional District

- In general, a below average share of residents in congressional districts 1 and 5 use the Internet to obtain government information or services.
- With broadband at home, at least two-thirds of residents in all congressional districts use the Internet for government related purposes.

Use of eGovernment Services Among ALL KY Adults



Use of eGovernment Services Among Kentucky Broadband Subscribers



↑↓ indicates statistically significant difference relative to the total (at 95% confidence)



Methodology and Sample Demographics





Methodology

- Data were collected by telephone, through live computer assisted interviews from a statewide random digit dial (RDD) sample 10,830 households contacted between August 10 and September 22, 2007.
 - This research was designed to measure consumer technology indicators at the county level for all 120 counties in the state. Approximately 85 interviews were completed in each county, with a total of 10,225 interviews completed in this fashion.
 - An additional demographically representative statewide sample of 605 adult residents was completed to gather some additional details at the statewide level.
- The questionnaire screened to include only adults age 18 or older, with quotas set by gender and age to ensure adequate representation of all adults in each county sample as well as the statewide control sample.
- Weights were applied to each county's survey sample to match the most recent population Census estimates by age and gender.
 - Additional weights are applied to the combined statewide sample of 10,830 to account for the relative size of each county to use for statewide benchmarking purposes.
- Sampling error:
 - Total survey sample (n=10,830): $\pm 1.7\%$ at the 95% level of confidence
 - Each county (n= ~ 85): $\pm 10.7\%$ at the 95% level of confidence.
 - Statewide control sample (n=605): $\pm 4.1\%$ at the 95% level of confidence.

* Sample error accounts for weighting, using the "effective sample size."



Total Survey Sample (n=10,830)

Gender:		Employment Status:	
Male	48%	Employed full or part time	57%
Female	52%	Retired	20%
Age:		Homemaker not employed outside home	7%
18 to 24	7%	Student not working for wages	1%
25 to 34	23%	Unemployed, disability, other	12%
35 to 44	17%	No answer/refused	3%
45 to 54	22%	Educational Attainment:	
55 to 64	14%	Did not graduate high school	13%
65 or older	17%	High school graduate	31%
Mean age (years)	47.0	Some college	25%
Median age (years)	46.0	College graduate or higher	28%
Region of the State:		No answer /refused	3%
North Central	47%	Household Income:	
Eastern KY	33%	Under \$25,000	22%
South Central KY	11%	\$25,000 to \$49,999	25%
Western KY	9%	\$50,000 to \$74,999	15%
Marital Status:		\$75,000 or higher	21%
Single, never married	10%	No answer/ refused	17%
Married or living in partnership	66%	Race:	
Separated or divorced	13%	White	88%
Widowed	9%	Black	5%
Refused to say	2%	Any other	2%
Any children under age 18 in household	39%	Refused	5%
Average household size (# of persons)	2.8	Of Hispanic origin or descent	
			2%



Statewide Control Sample (n=605)

Gender:		Employment Status:	
Male	48%	Employed full or part time	53%
Female	52%	Retired	19%
Age:		Homemaker not employed outside home	10%
18 to 24	10%	Student not working for wages	2%
25 to 34	21%	Unemployed, disability, other	14%
35 to 44	18%	No answer/refused	2%
45 to 54	21%	Educational Attainment:	
55 to 64	14%	Did not graduate high school	15%
65 or older	16%	High school graduate	31%
Mean age (years)	46.2	Some college	26%
Median age (years)	45.3	College graduate or higher	25%
Region of the State:		No answer /refused	2%
North Central	47%	Household Income:	
Eastern KY	33%	Under \$25,000	23%
South Central KY	11%	\$25,000 to \$49,999	26%
Western KY	9%	\$50,000 to \$74,999	15%
Marital Status:		\$75,000 or higher	18%
Single, never married	15%	No answer/ refused	18%
Married or living in partnership	62%	Race:	
Separated or divorced	13%	White	88%
Widowed	8%	Black	4%
Refused to say	2%	Any other	4%
Any children under age 18 in household	38%	Refused	4%
Average household size (# of persons)	2.9	Of Hispanic origin or descent	
			3%



Attribution

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