Technology Adoption Among Michigan Businesses

The results of Connect Michigan’s 2011 Business Technology Assessment show the importance of technology to businesses throughout the state.

Across Michigan, 69% of businesses subscribe to broadband service, a slight decrease from 2010 when 70% of businesses subscribed. This means that approximately 70,000 Michigan businesses still do not use or benefit from broadband. Businesses in the High Tech sector have the highest broadband adoption rate, while only 53% of businesses in the Agriculture, Mining, Construction, and Utilities sector use broadband.

Technology is also being used in other ways across Michigan. In 2011, 82% of Michigan businesses used computer technology for their work. Plus, under one-third (29%) of businesses in Michigan allow their employees to telework. The High Tech sector has the highest percentage of these businesses that provide their employees the flexibility to work from home.

Michigan businesses pay a median price of $61.88 per month for broadband service, a lower price than the Connected Nation median of $68.32. Broadband-connected Michigan businesses report that their median advertised download speed is 3.8 Mbps, compared to the Connected Nation average of 4.9 Mbps.

For more information on getting your business connected, please visit: www.connectmi.org/partnerships.
Revenues

More than $300,000
Michigan business establishments that use broadband report median annual revenues that are approximately $300,000 higher than businesses that do not use broadband.

Communication

More than 1/2
Of home-based businesses in Michigan (53%) advertise and sell their products online.

Small businesses in Michigan (with fewer than five employees) use websites to promote themselves and reach out to customers.

Sales

More than 4 out of 5
Upper Peninsula businesses (81%) subscribe to broadband service, while 74% of businesses in this region advertise or sell their products online.

$9.2B
Online sales in Michigan account for approximately $9.2 billion in annual sales revenue, including nearly $1.8 billion for small businesses with fewer than five employees and more than $1.9 billion for rural Michigan businesses.

Jobs

64,000
Michigan businesses allow employees to telework, including 6,000 large businesses that have 50 or more employees.

74,000
Michigan businesses use the Internet to advertise job openings or accept job applications.

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