

# The New Hampshire 2000 Survey

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## **NEW HAMPSHIRE IS WIRED!**

DURHAM, NH--New Hampshire residents have computers and are wired to the Internet. On average, Granite Staters spend two hours per day on the Internet.

These are the findings of the *New Hampshire 2000 Survey*\* conducted by the University of New Hampshire Survey Center. One thousand four (1004) New Hampshire residents were interviewed between June 16 and June 28, 2000. The potential sampling error for the survey is  $\pm 3.1\%$ . The *New Hampshire 2000 Survey*, is sponsored by the Business & Industry Association of New Hampshire, Fidelity Investments, the Library and Archives of New Hampshire's Political Tradition, the New Hampshire Charitable Foundation, the New Hampshire Small Business Development Center, and the University System of New Hampshire.

## **HIGH TECH NEW HAMPSHIRE**

New Hampshire has been at or near the top of the list of states whose residents are employed in high technology companies. Recently, New Hampshire was ranked 2<sup>nd</sup> among the 50 states in the percentage of workers employed in high technology industries by the American Electronics Association in their *Cyberstates 2000* report. "A key reason that high technology businesses locate and thrive in New Hampshire is the technological sophistication of the workforce and population," says Ross Gittell, Associate Professor of Management at the Whittemore School of Business and Economics at UNH. This technology savvy is evident in the ownership of computers by New Hampshire residents.

The *New Hampshire 2000 Survey*, conducted in June, finds that more than three-quarters of New Hampshire households own at least one computer. This is approximately 50% higher than the US average, as reported by the US Census Bureau. Forty-eight percent of New Hampshire residents say they have one computer in their home, 20% have two and 10% have three or more computers in their homes.

"Not only do Granite Stater residents have computers, they are using their computers to get on to the Internet" reports Andy Smith, Director of the UNH Survey Center. Two-thirds of all New Hampshire adults say they use their home computers to access the Internet – 27% use the Internet for less than 1 hour per day from home, 16% spend 1 hour per day on the Internet from home, 11% spend 2 hours per day on the Internet from home, and 10% spend 3 or more hours a day on the Internet from home. Twelve percent of New Hampshire adults say they have a computer in their home, but do not have Internet access. Usage of the Internet by New Hampshire residents is higher than most Americans. The Pew Internet & American Life Project recently reported that approximately 50% of Americans are Internet users.

Granite Staters are also using the Internet at work – 30% say they spend 1 hour or less on the Internet at work, 11% spend 2 or more hours per day on the Internet at work, 41% say they have no access to the Internet from work, and 17% are retired, students, or otherwise not employed.

Combining those who have access to the Internet either from home or from work, almost three-quarters (72%) of New Hampshire adults have access to the Internet.

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### INTERNET PURCHASING

Given the high percentage of state residents with Internet access, it should be no surprise that they are using the Internet to buy things. Of those Granite Staters who have access to the Internet, 9% have purchased things on the Internet once in the past 6 months, 9% have purchased things twice on the Internet in the past 6 months, 24% have made three or more purchases on the Internet in the past six months, 10% have purchased things on the Internet, but not in the past 6 months, and 46% say they have never purchased anything on the Internet. "The rapid acceptance of the Internet in New Hampshire as a place to do business has been remarkable. Increasingly, Fidelity's customers are using the Internet instead of the telephone in doing business with us," comments Tom O'Rourke, Director of Communications for Fidelity Investments, one of the sponsors of the *New Hampshire 2000 Survey*.

### SUBGROUP ANALYSIS

"The high use of computers and the Internet in New Hampshire is a product of our demographics and economics. New Hampshire has a high percentage of baby boomers with college educations and children, and high per capita income," according to Professor Gittell. Among those groups most likely to have one or more computers in their household are people aged 30 to 49, college graduates, students, upper income residents, and families with one or more children in their households. Older residents, those with only high school degrees, those earning less than \$30,000 per year, and people employed in blue collar jobs are least likely to own a computer.

Internet usage from home is remarkably consistent across all groups of computer owners, with the exception of families in northern New Hampshire who are among those least likely to access the Internet from their home computer. This may be due to the lack of high speed Internet access in the less densely populated northern counties.

Access to the Internet from work is highest among college graduates, professionals and executives, and upper income residents. It is lowest among blue collar workers, young workers (under 30), those with only high school degrees, and people who are not registered to vote.

College graduates, students, upper income residents, and people who have lived in New Hampshire for 3 years or less are most likely to have made a purchase on the Internet. Older residents (60 or older), retirees, those with only high school degrees, lower income residents, blue collar workers, and long time New Hampshire residents are least likely to have purchased something on the Internet.

**Home Computer Ownership**

	<b><u>Percent</u></b>
One computer	48
Two	20
Three or more	10
Don't own a PC	22

(N=1001)

**How Often Use the Internet?**

	<b><u>From Home</u></b>	<b><u>From Work</u></b>
Less than 1 hour per day	27%	22%
1 hour per day	16	8
2 hours per day	11	4
3 or more hours per day	11	7
No Internet access	12	41
Do not own a home computer	22	-
Not employed	-	17
	(N=991)	(N=1000)

**Made a Purchase on Internet in Last 6 Months?  
(Respondents with Internet Access)**

	<b><u>Percent</u></b>
1 time	9
2 times	9
3 times	5
4 or more times	20
None in last 6 months	10
Never made Internet purchase	46
Don't know	1

(N=910)

### NH 2000 Survey Methodology

These findings are based on the NH 2000 Survey, conducted by the University of New Hampshire Survey Center from June 16 to June 28, 2000. The NH 2000 Survey is sponsored by the Library and Archives of New Hampshire's Political Tradition, the Business & Industry Association, the NH Charitable Foundation, Fidelity Investments, the NH Small Business Development Center, and the University System of New Hampshire.

A random sample of 1004 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.1 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of adults and telephone lines within households.

In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Respondents to the NH 2000 Survey were asked:

- "Do you or someone in your household own a computer?" IF YES: "How many PCs are in your household?"
- "Do you have regular access to the Internet from your home PC?" IF YES: "On average, how many hours per day do you use the Internet from your HOME computer?"
- "Do you have regular access to the Internet at work?" IF YES: "On average, how many hours per day do you use the Internet from your computer at work?"
- "Have you purchased anything on the Internet?" IF YES: "How many times in the last six months have you bought something on the Internet?"