

United States Census Bureau Releases Home Broadband Adoption Data for Michigan

October 1, 2015

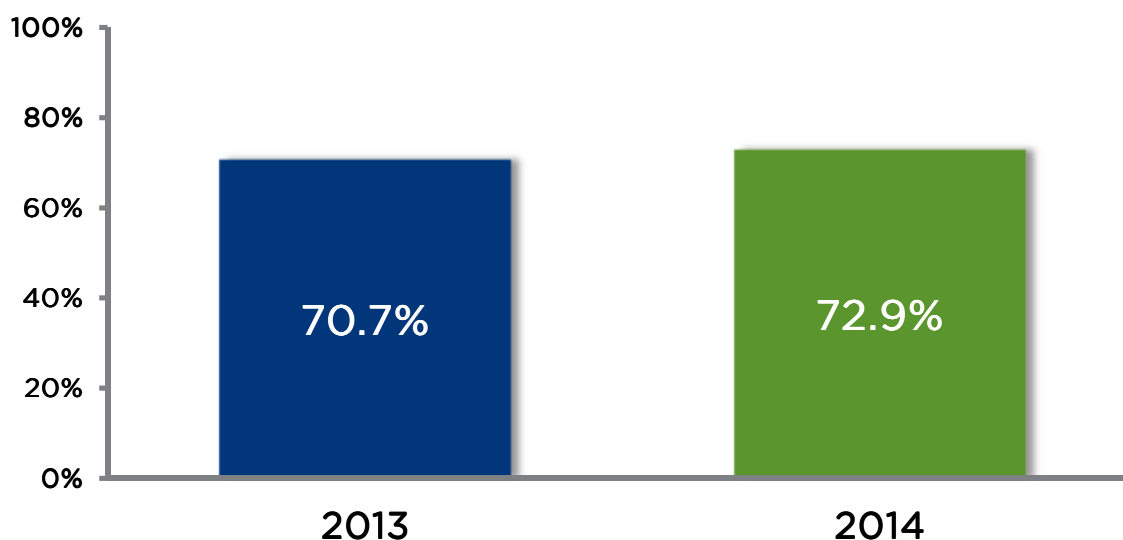


On September 17, 2015, the [United States Census Bureau](#) released new information on home Internet adoption across the United States and Puerto Rico. The report is based on findings from the 2014 American Community Survey (ACS), an ongoing survey that reaches out to approximately 295,000 American households each month. The findings are based on data collected from January 1, 2014 through December 31, 2014.

As part of the ACS, the Census Bureau asked, “At this household, apartment, or mobile home, do you or any member of this household subscribe to the Internet using... [Dial-up service, DSL service, Cable modem service, Fiber-optic service, Mobile broadband plan for a computer or cell phone, Satellite Internet service, or Some other service]?” Households with broadband include those that gave any response other than dial-up service alone and include those who said that their only home Internet subscription is through a mobile broadband plan for a computer or cell phone.

According to these findings, 72.9% of Michigan households subscribe to home broadband service, an increase of more than two percentage points from 2013, when the Census Bureau found that 70.7% of households subscribed to broadband.¹

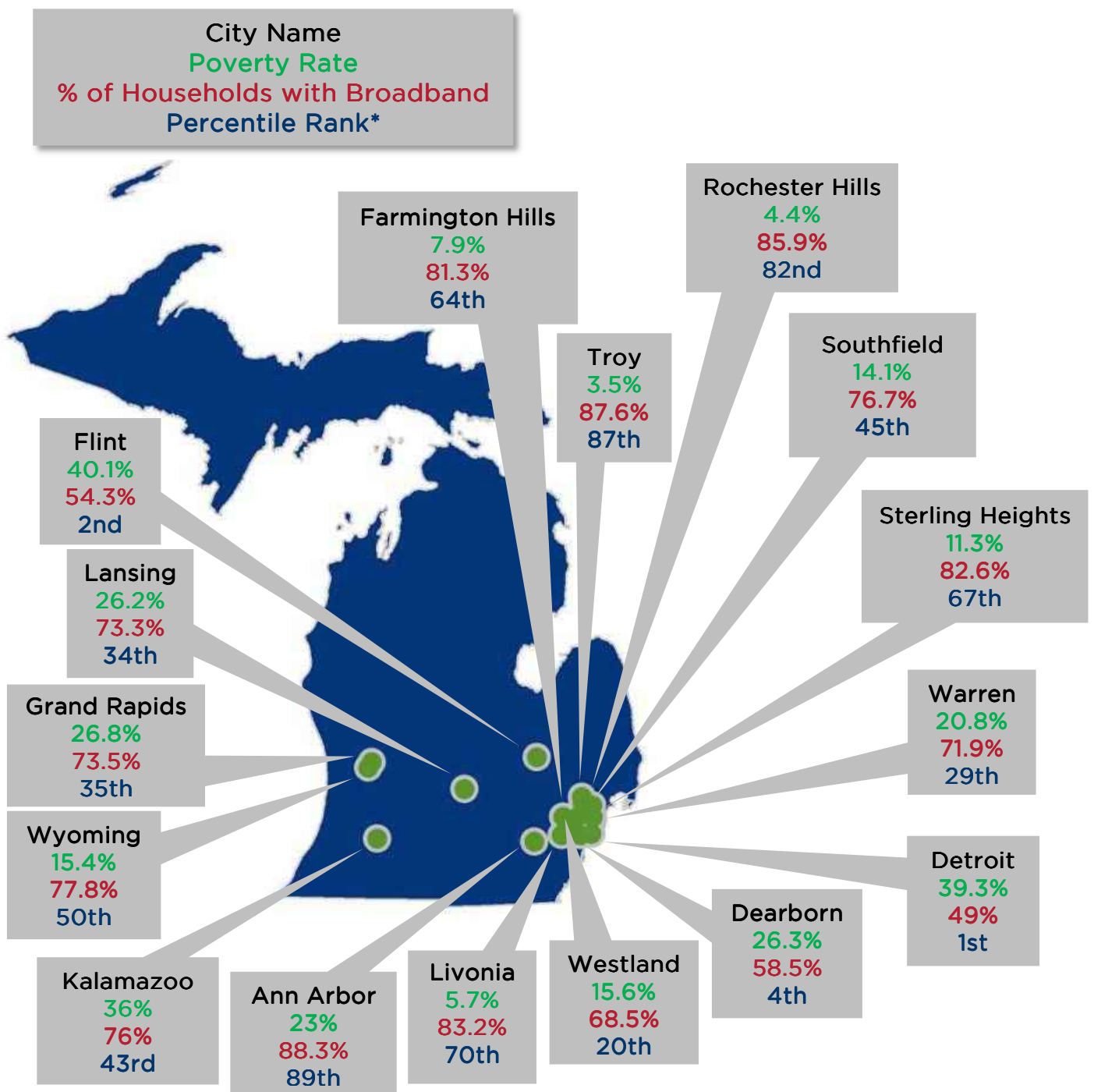
Home Broadband Adoption in Michigan



By comparison, Connect Michigan’s 2014 Residential Technology Assessment found that 75% of households subscribed to home broadband service.

¹ Source: United States Census, 2013 and 2014 American Community Surveys

Urban areas (places with 50,000 or more residents) with lower poverty rates tend to have higher broadband adoption rates than those with higher rates of poverty. While Ann Arbor and Troy rank among the top cities in terms of home broadband adoption, other Michigan cities rank among the lowest in the nation.



*Percentiles are measured against the 591 urban areas in the United States and Puerto Rico with populations of 50,000 or more. For example, a city in the 10th percentile has a broadband adoption rate lower than 90% of those 591 cities.

Connect Michigan continues to work to increase broadband access, adoption, and use across the state. To learn more, visit our website at www.connectmi.org and follow us on [Facebook](#) or [Twitter](#).