

Trends in e-Services, Beliefs about Service Technologies, and Issues Researching the Category:
National Technology Readiness Survey -- 1999 - 2007

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This paper provides the latest findings and long-term trends from the National Technology Readiness Survey (NTRS), a comprehensive tracking study on consumer beliefs about technology, usage of e-Services, and special topics on technology's impact on lifestyles (such as telecommuting). This survey has been repeated with common questions every year to two years since the baseline of 1999, and is a project of Professor A. Parasuraman, Rockbridge Associates, Inc. and the Center for Excellence in Service, R. H. Smith School of Business.

This year's presentation will address the latest trends in technology-based services, identifying factors that appear to be driving or inhibiting their adoption. The 2006 NTRS also provided samples based on an Internet panel frame and a random-digit-dial telephone survey frame, providing insights into the differences between the two methodologies. We will address issues in the two methodologies including sample coverage (e.g., the ability of online panels to survey cell-phone only households) and how to address disparities in coverage when combining samples. We will also discuss differences in measurements of technology usage and beliefs across the two frames after demographic and sample coverage differences have been addressed. The most recent NTRS is based on approximately 1000 interviews, 500 web-based and 500 telephone.