

THE 2001 NATIONAL TECHNOLOGY READINESS SURVEY

Highlights

About the NTRS

The National Technology Readiness Survey (NTRS) is co-sponsored by the Center for Excellence in Service at the University of Maryland's Robert H. Smith School of Business and Rockbridge Associates, Inc., a market research firm in Great Falls, VA. The study tracks beliefs about technology and key behaviors related to Services. It is based on a representative, random sample of U.S. adults (18 years or older), and is administered by telephone. It has been conducted for four consecutive years since 1999.

The authors of the study are Charles Colby, President of Rockbridge Associates Inc., and Professor A. Parasuraman of the University of Miami. Both are senior fellows of the Center for Excellence in Service at the Robert H. Smith School of Business. The 2001 NTRS found that more than half of American adults with online access visited a government Web site in the past year. Results of the study reveal that 55 percent of adult Internet users logged on to some type of government Web site in the last year, with 50 percent of users visiting a state or local government site and 33 percent visiting a federal government Web site.

In addition, the study shows that 21 percent of adult Internet users had actually conducted business with a government entity online, a higher percentage of users than had conducted bank transactions online (20 percent), paid a credit card bill online (15 percent), or traded stocks online (10 percent).

"The percentage of people using the Internet to obtain government information, pay taxes, apply for permits, and conduct other business is surprisingly high, especially at the state and local levels," said Roland Rust, director of the Center for Excellence in Service and holder of the David Bruce Smith Chair in Marketing at the Smith School. "This research suggests that e-government is in many ways even more prevalent than e-commerce - e-service appears to be an increasingly attractive alternative to standing in line at a government office," said Rust.

Although the NTRS study shows that men and women are equally likely to visit government Web sites, men are more likely to actually do business with the government online. For example, the study reveals that while 23 percent of men had conducted state or local government business online, only 10 percent of women had gone to the Web for such transactions.

"Now that e-government is becoming more important, governments can learn from private sector players to be successful on the Web," said Charles Colby, president of Rockbridge Associates. "Governments can get more people to use their Web sites by ensuring their sites are user-friendly and secure. They can also use savvy marketing to articulate the many benefits of doing government business online," said Colby.

2001 National Technology Readiness Survey

Use of Government Web Sites

By Gender

| Incidence of e-government Activities in the Past 12 Months – ONLINE ADULTS Source: 2001 National Technology Readiness Survey (Nov. 2001) | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------|------------|
| | All Adults | Males | Females |
| Base: Online Adults | (418) % | (208) % | (210) % |
| Visited some government Web site | 55 | 60 | 50 |
| Visited local/state government Web site | 50 | 54 | 46 |
| Visited federal government Web site | 33 | 36 | 29 |
| Conducted business with some government online | 21 | 27 | 15 |
| Conducted business with local/state government online | 16 | 23 | 10 |
| Conducted business with federal government online | 11 | 13 | 10 |

By Geography

| Incidence of e-government Activities in the Past 12 Months – ONLINE ADULTS Source: 2001 National Technology Readiness Survey (Nov. 2001) | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------|------------|---------------------|
| | All Adults | Rural | Suburban | Urban/Inner City |
| Base: Online Adults | (418) % | (133) % | (172) % | (107) % |
| Visited some government Web site | 55 | 55 | 59 | 52 |
| Visited local/state government Web site | 50 | 52 | 53 | 43 |
| Visited federal government Web site | 33 | 26 | 41 | 29 |
| Conducted business with some government online | 21 | 21 | 22 | 18 |
| Conducted business with local/state government online | 16 | 18 | 17 | 11 |
| Conducted business with federal government online | 11 | 9 | 13 | 12 |

By Age

| Incidence of e-government Activities in the Past 12 Months – ONLINE ADULTS | | | | |
|---------------------------------------------------------------------------------------|-----------------------|--------------|--------------|------------|
| Source: 2001 National Technology Readiness Survey (Nov. 2001) | | | | |
| | All Adults | 18-34 | 35-54 | 55+ |
| Base: Online Adults | (418) % | (151) % | (164) % | (92) % |
| Visited some government Web site | 55 | 55 | 56 | 53 |
| Visited local/state government Web site | 50 | 47 | 52 | 49 |
| Visited federal government Web site | 33 | 30 | 33 | 35 |
| Conducted business with some government online | 21 | 18 | 24 | 18 |
| Conducted business with local/state government online | 16 | 14 | 19 | 13 |
| Conducted business with federal government online | 11 | 10 | 14 | 6 |

By Education

| Incidence of e-government Activities in the Past 12 Months – ONLINE ADULTS | | | | |
|---------------------------------------------------------------------------------------|-----------------------|-----------------|-----------------------|----------------|
| Source: 2001 National Technology Readiness Survey (Nov. 2001) | | | | |
| | All Adults | No Coll. | Some Coll. | 4 year+ |
| Base: Online Adults | (418) % | (112) % | (143) % | (163) % |
| Visited some government Web site | 55 | 41 | 60 | 74 |
| Visited local/state government Web site | 50 | 38 | 50 | 68 |
| Visited federal government Web site | 33 | 17 | 36 | 55 |
| Conducted business with some government online | 21 | 11 | 25 | 31 |
| Conducted business with local/state government online | 16 | 10 | 19 | 22 |
| Conducted business with federal government online | 11 | 2 | 17 | 18 |

Compared to Other E-services

| Use of e-services in the Past 12 months – ONLINE ADULTS | |
|------------------------------------------------------------------------------|------------|
| Source: 2001 National Technology Readiness Survey (Nov. 2001) | |
| Base: Online Adults | (501) % |
| Purchased item <\$10 online | 28 |
| Purchased item \$10-\$100 online | 53 |
| Purchased item >\$100 online | 32 |
| Checked information on bank account online | 38 |
| Moved money between bank accounts, made deposits, or made withdrawals online | 20 |
| Bought or sold stock or securities online | 10 |
| Paid a credit card bill online | 15 |
| Made travel reservation online | 40 |

| Use of e-services in the Past 12 months – ALL ADULTS (Online or Not Online) | | | |
|------------------------------------------------------------------------------------|-------------|-------------|-------------|
| Source: National Technology Readiness Survey | | | |
| | 1999 | 2000 | 2001 |
| Base: All Adults, Online or Not Online | (1000) % | (1000) % | (501) % |
| Purchased item <\$10 online | 11 | 13 | 22 |
| Purchased item \$10-\$100 online | 17 | 29 | 41 |
| Purchased item >\$100 online | 9 | 16 | 25 |
| Checked information on bank account online | 18 | 16 | 30 |
| Moved money between bank accounts, made deposits, or made withdrawals online | 9 | 7 | 16 |
| Bought or sold stock or securities online | 4 | 5 | 8 |
| Paid a credit card bill online | NA | 4 | 12 |
| Made travel reservation online | 13 | 19 | 31 |