



Social Research Laboratory, PO Box 15301, Flagstaff, AZ 86011 (928) 523-1515

Embargoed Until:
Wednesday, April 17, 2002

For More Information:
Fred Solop, Director
NAU, Social Research Laboratory
(928) 523-3135 -- office
(928) 606-5120 -- cell phone

ARIZONANS LOVE NEW TECHNOLOGY ... BUT NOT WHILE DRIVING!

New technology is popular in Arizona. More than half of Arizonans believe new technologies make life easier, rather than more complicated. But, when it comes to cell phone use while driving, three-quarters of Arizonans support a ban on this common practice, according to *Grand Canyon State Poll* findings released this week. Most Arizona households now have a computer and three-quarters of households have an Internet connection. E-mail and Internet technologies are used frequently by Arizonans. Consumer electronics are popular, with ninety percent owning a CD player, two-thirds owning a cell phone, and almost half of Arizonans owning a DVD player.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University between March 29 and April 3, 2002. The survey was conducted with 405 randomly selected Arizonans and findings are accurate within a +/- 5 percent margin of error and a 95 percent confidence level.

ARIZONANS INFATUATED WITH NEW TECHNOLOGY

Consumer technologies are popular in Arizona, with more than half of Arizonans believing new technologies make life easier (54%) rather than more complicated (19%). Two-thirds of Arizonans (66%) own a cell phone and half of cell phone users say they use their phone frequently. But watch out when it comes to dividing attention between using a cell phone and concentrating on the road! Most Arizonans (72%) believe cell phone use while driving should be banned except in emergencies.

COMPUTERS ARE VERY POPULAR

Computers are very popular these days. Nearly all Arizonans (84%) report having a computer in their household and two-thirds of Arizonans (76%) have an Internet connection in their household. Eighty-one percent of people living in Arizona access the Internet, with half of Arizona residents saying they access the Internet “often.” Twenty percent access the Internet “sometimes.” With Internet use comes the popularity of e-mail. Half of Arizonans (47%) report sending and receiving e-mail messages “often” and 19 percent send and receive e-mail messages “sometimes.”

Fred Solop, director of the *Grand Canyon State Poll* commented, “Arizonans appear to be more computer-savvy than the nation as a whole. Last year, the US Census Bureau reported that just over half of all households in the nation have a computer. Today, four in five Arizonans say they have a computer at home. The new economy, built around computers and digital technology, has surely taken hold in Arizona.”

CONSUMER ELECTRONICS REIGN

Consumer electronics are popular throughout Arizona. Most Arizonans own a CD player (90%) and two-thirds (66%) own a cell phone. Just less than half of Arizonans (44%) own a DVD player. One-quarter of people in the state have a satellite TV connection at their home. Ten percent own a personal digital assistant, also known as PDA.

-- 30 --



Social Research Laboratory, Northern Arizona University

Wednesday, April 17, 2002

**GRAND CANYON STATE POLL
BACKGROUND MEMO**

Spring 2002

The *Grand Canyon State Poll* was conducted between March 29 and April 3, 2002. A random sample of 405 Arizona residents was asked questions regarding their use of and attitudes about technology. Survey question results are subject to a sampling error of +/-5.0 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

Do you believe new technologies make life easier, make life more complicated, or keep it about the same?

	<u>Total</u>	
Make life easier	54%	N = 405
Make life more complicated	19%	
Keep it about the same	24%	
Don't know	3%	

Do you own a cell phone? Do you use it often, sometimes, or rarely?

	Yes			No	(N)
	Often	Some- times	Rarely/ Never		
Cell phone use	32%	17%	17%	34%	(405)

In your opinion, should cellular phone use while driving be banned except in emergencies?

	<u>%</u>	
Yes, should be banned	72%	N = 405
No, should not be banned	27%	
Don't know	1%	

Do you own/have a ...

	Yes	(N)
Computer in your household	84%	(405)
Internet connection in your household	76%	(405)

Do you ever ...

	Yes			No	(N)
	Often	Some-times	Rarely		
Access the Internet	50%	20%	11%	18%	(405)
Send and receive e-mail messages	47%	19%	6%	27%	(405)

Do you own/have a ...

	Yes	(N)
CD Player	90%	(404)
Cell phone	66%	(405)
DVD Player	44%	(403)
Satellite TV connection at home	25%	(405)
Personal Digital Assistant	10%	(405)