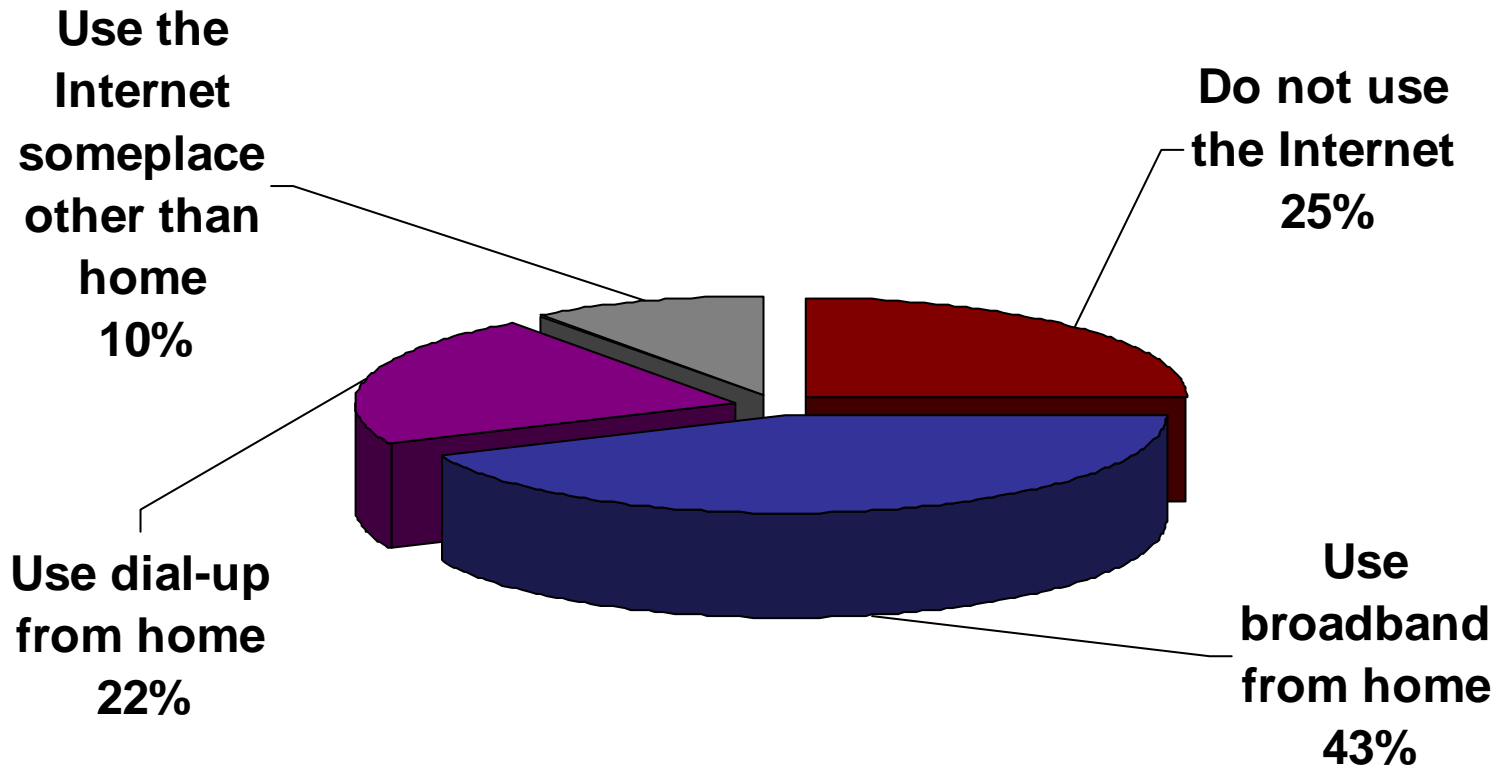




# Statewide Assessment

# Tennessee Technology Adoption Summary

Percent of Tennessee residents who:



Q: Do you have an Internet connection at home?

(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment



# Tennessee Residents With a Computer in their Household

71%

Q: Does your household have a computer?

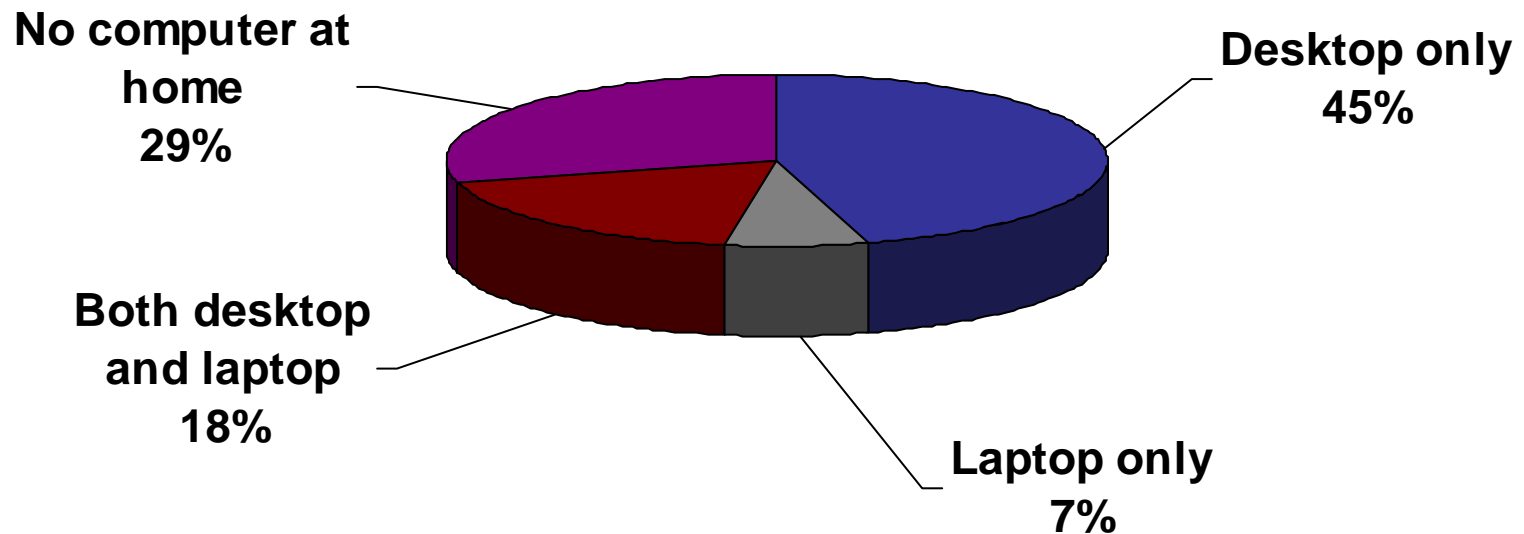
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Types of Computers that Tennessee Residents Have at Home

What type of computer do you have at home?  
(among all TN residents):



Q: What type of computer do you have at home?  
(n = 9,513 TN residents)  
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Source: 2007 Connected Tennessee Residential Technology Assessment



# Tennessee Residents with an Internet Connection in Their Household

65%

Q: Do you have an Internet connection at home?

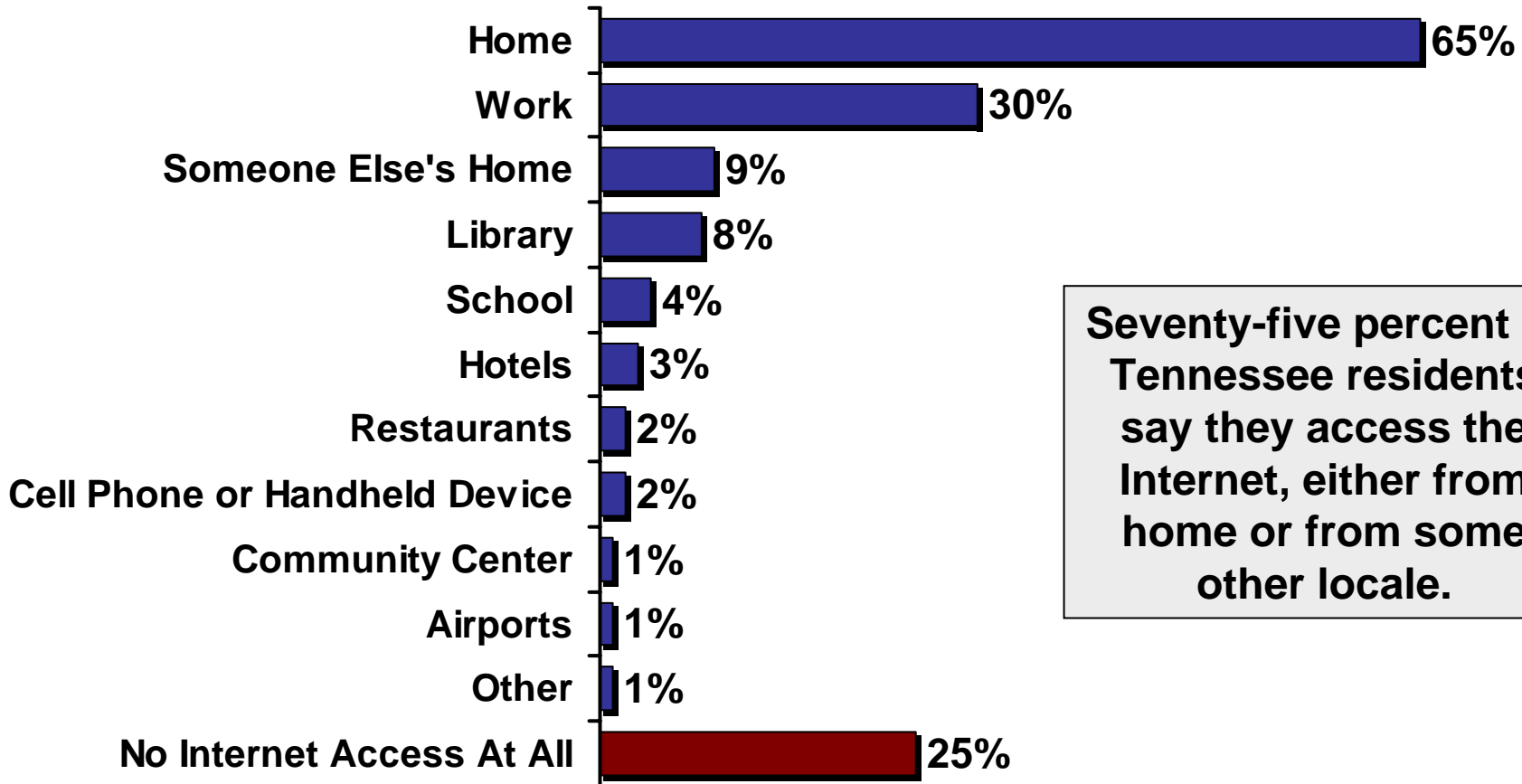
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Where Tennessee Residents Access the Internet

Percent of Tennessee residents:



Seventy-five percent of Tennessee residents say they access the Internet, either from home or from some other locale.

Q: At what locations do you have access to the Internet?

(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment



# Tennessee Residents That Have Broadband in their Household

43%

*Q: Which of the following describe the type of Internet service you have at home?*

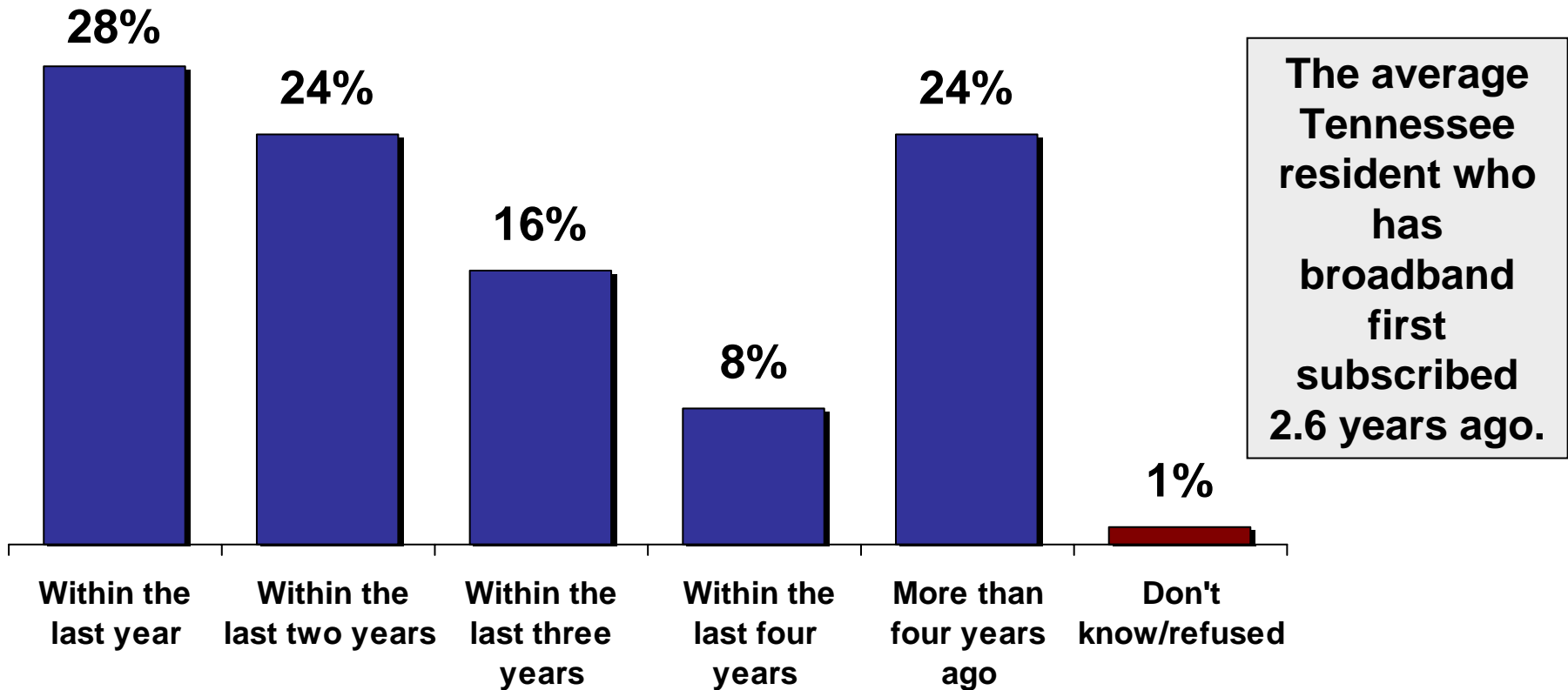
*(n = 9,513 TN residents)*

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*Source: 2007 Connected Tennessee Residential Technology Assessment*

# When Did Tennessee Residents Subscribe to Broadband?

Percent of Tennessee residents with a broadband connection at home:



Q: When did you subscribe to broadband service?

(n = 4,053 TN residents with broadband service at home)

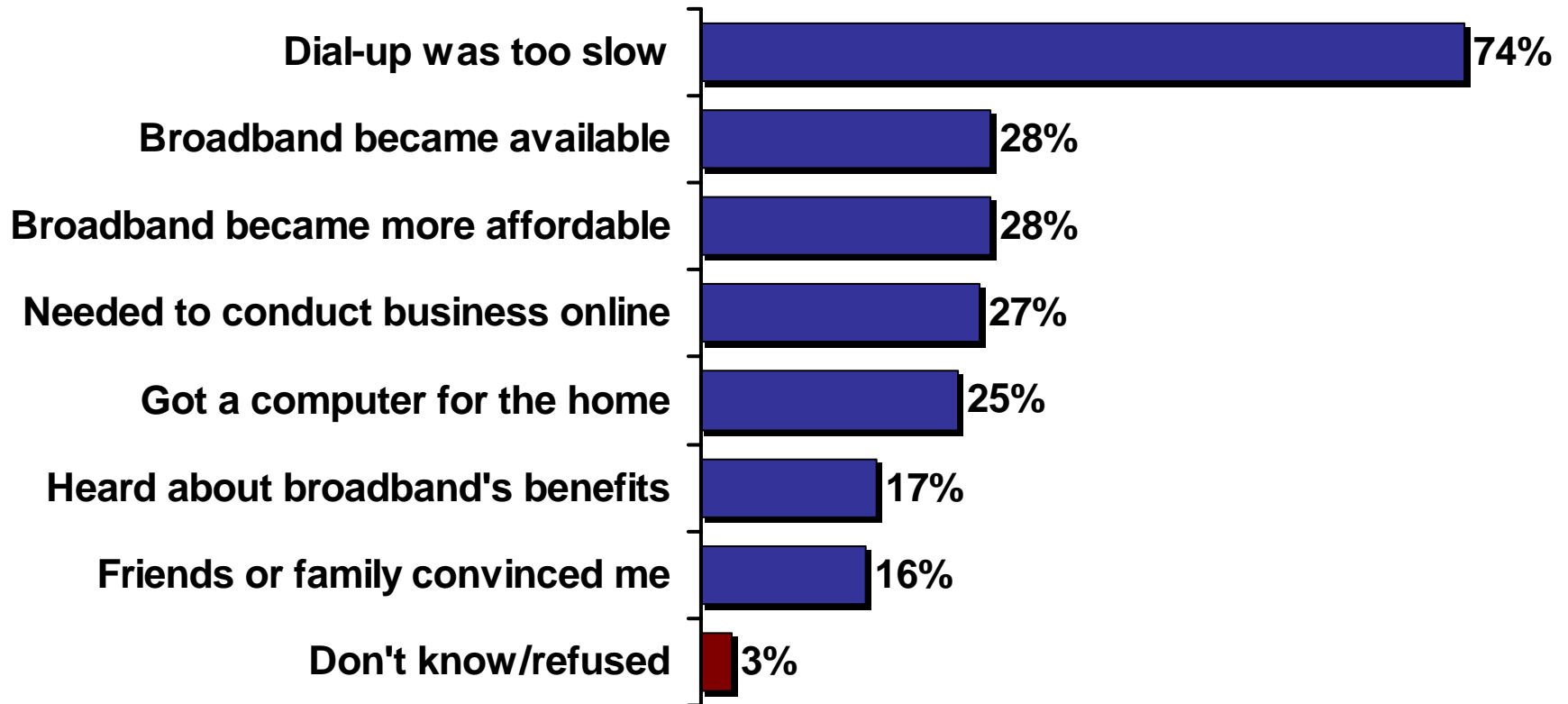
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Source: 2007 Connected Tennessee Residential Technology Assessment



# Why Tennessee Residents Subscribe to Broadband

Percent of Tennessee residents with a broadband connection at home:



Q: Which of the following contributed to your decision to subscribe to broadband service?

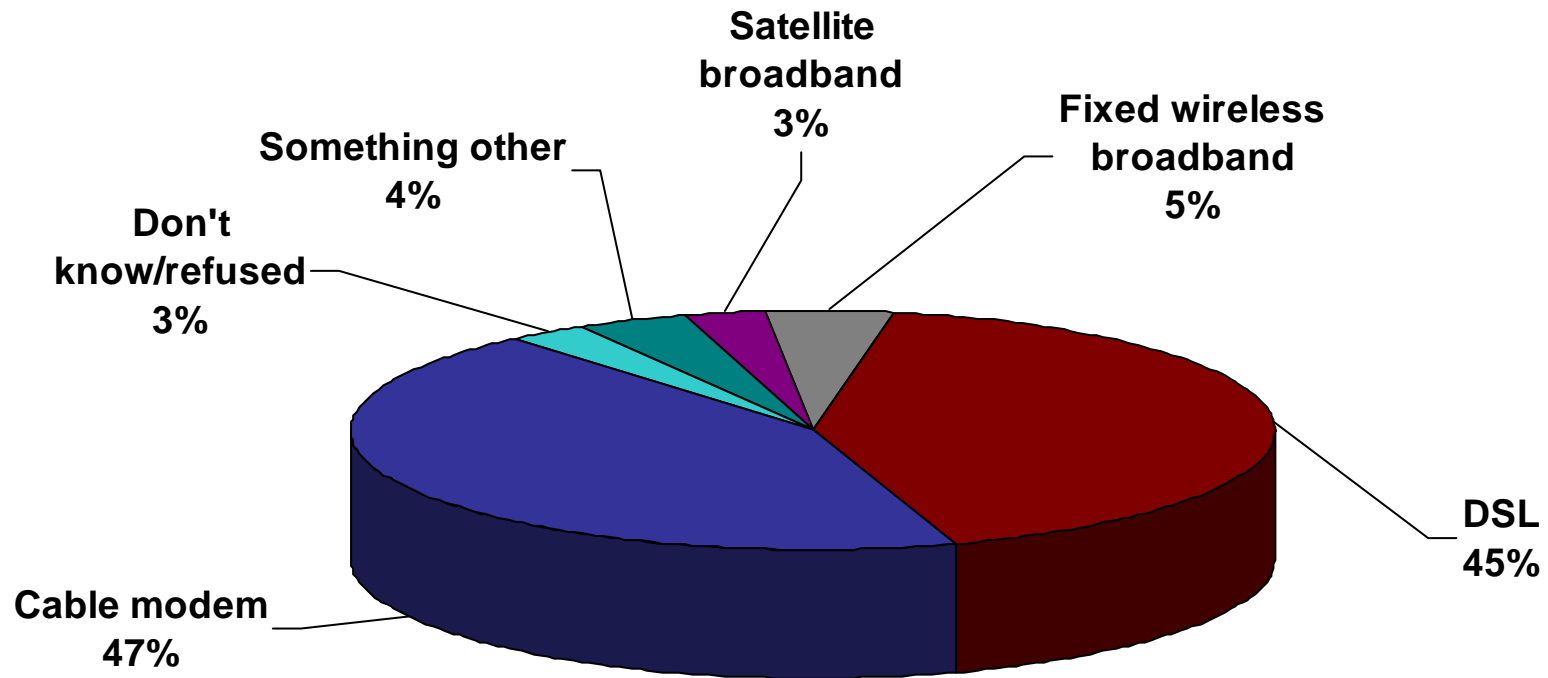
(n = 4,053 TN residents with broadband service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Types of Broadband Service that Tennessee Residents Use

Percent of Tennessee residents with a broadband connection at home:



Q: Which of the following describes the broadband service you have at home?

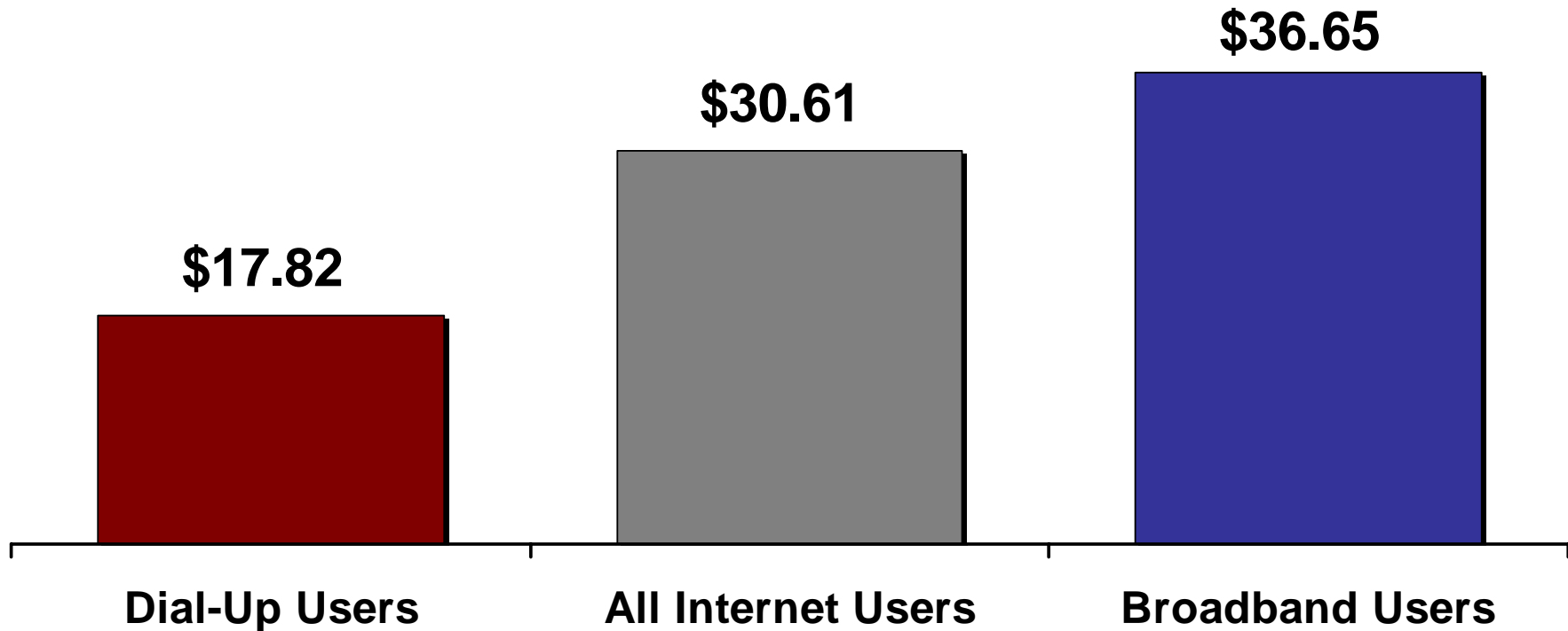
(n = 4,053 TN residents with broadband service in their household)  
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Source: 2007 Connected Tennessee Residential Technology Assessment



# Average Monthly Cost of Internet Service for Tennessee Residents

Average cost of home Internet service among:

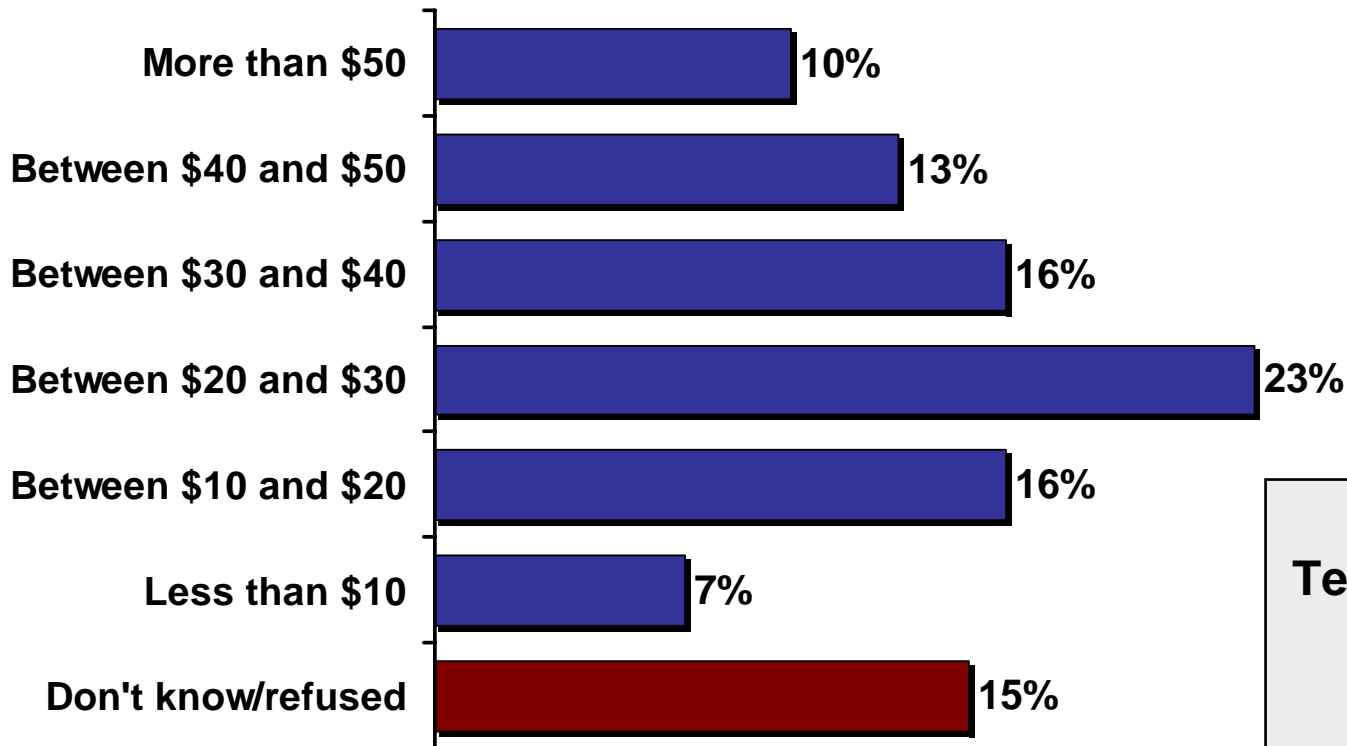


Q: What do you pay each month for your Internet service?  
(n = 6,191 TN residents with Internet service at home)  
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Source: 2007 Connected Tennessee Residential Technology Assessment

# Average Monthly Cost of Internet Service for Tennessee Residents

Percent of Tennessee residents with Internet service at home:



**On average,  
Tennessee residents  
pay \$30.61 per  
month for their  
Internet service.**

Q: *What do you pay each month for your Internet service?*

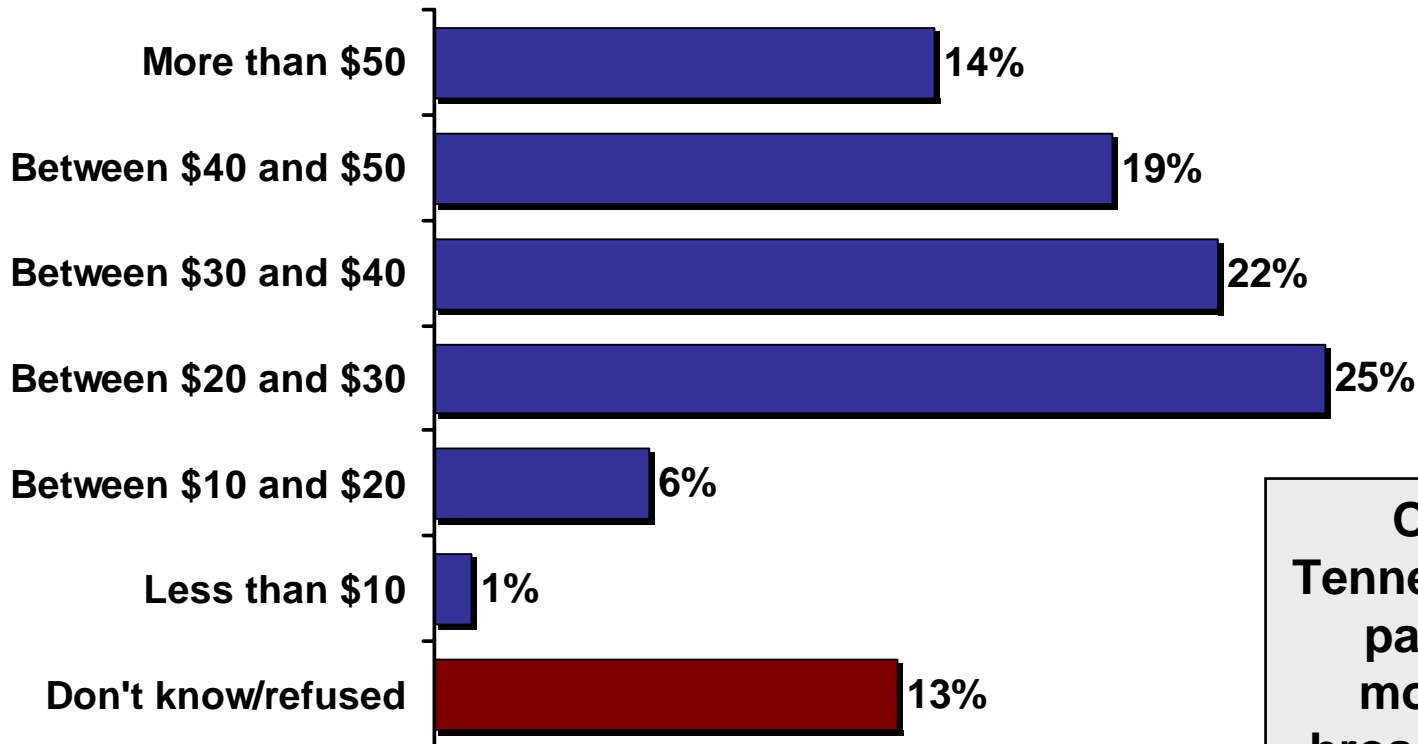
(n = 6,191 TN residents with Internet service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Average Monthly Cost of Broadband Service for Tennessee Residents

Percent of Tennessee residents with broadband service at home:



**On average,  
Tennessee residents  
pay \$36.65 per  
month for their  
broadband service.**

Q: *What do you pay each month for your Internet service?*

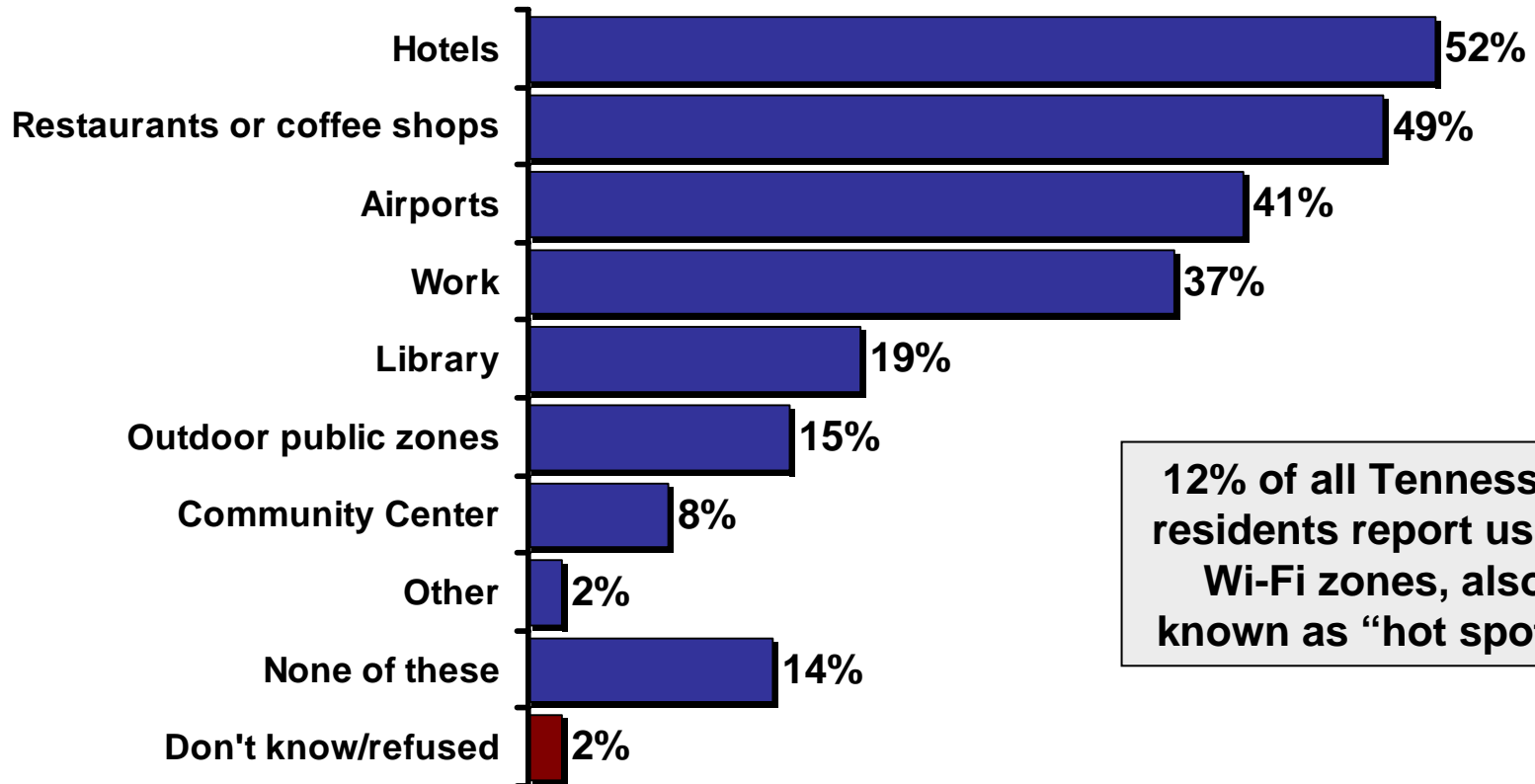
(n = 4,053 TN residents with broadband service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Wi-Fi Zone (“Hot Spot”) Usage

## Top Wi-Fi zones (among residents who use hot spots):



12% of all Tennessee residents report using Wi-Fi zones, also known as “hot spots”

Q: Do you regularly use hot spots at any of the following locations?

(n = 1,160 TN residents who use Wi-Fi hot spots)

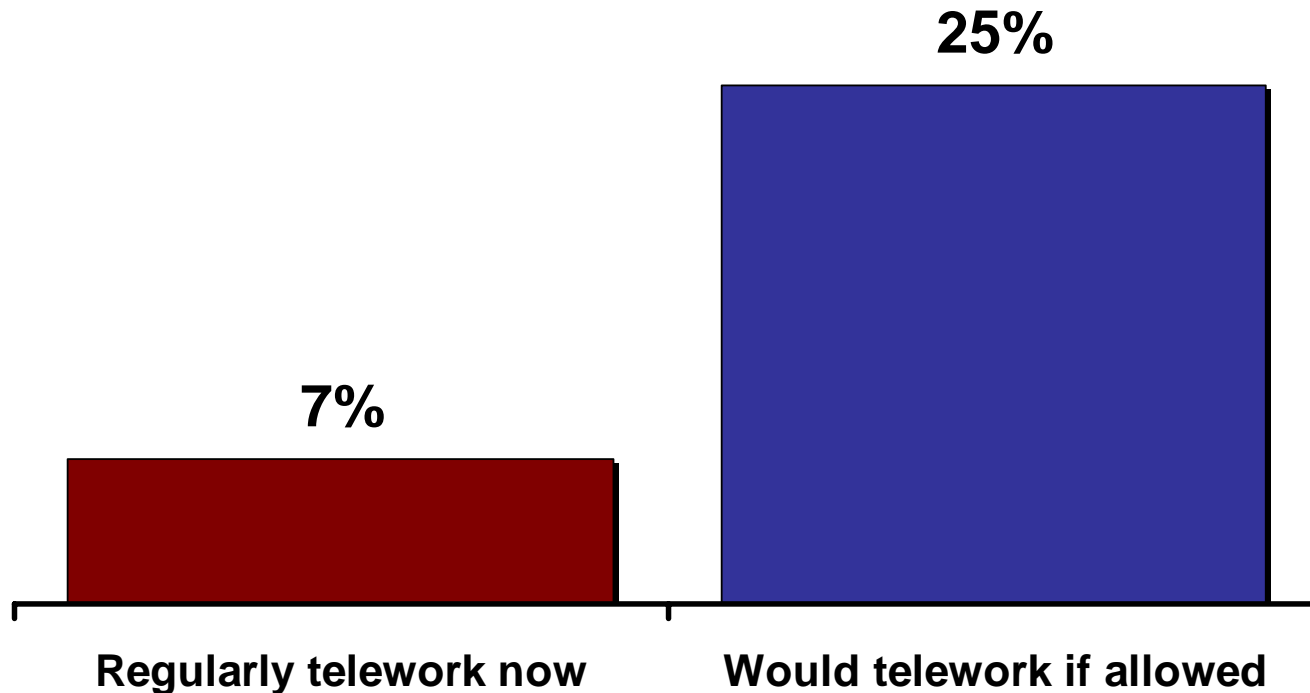
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Source: 2007 Connected Tennessee Residential Technology Assessment



# Tennessee Residents and Telework

Among Tennessee residents employed full or part time:



Q: Do you regularly work from home through a broadband connection, commonly known as teleworking?

(n = 5,487 TN residents employed full or part time)

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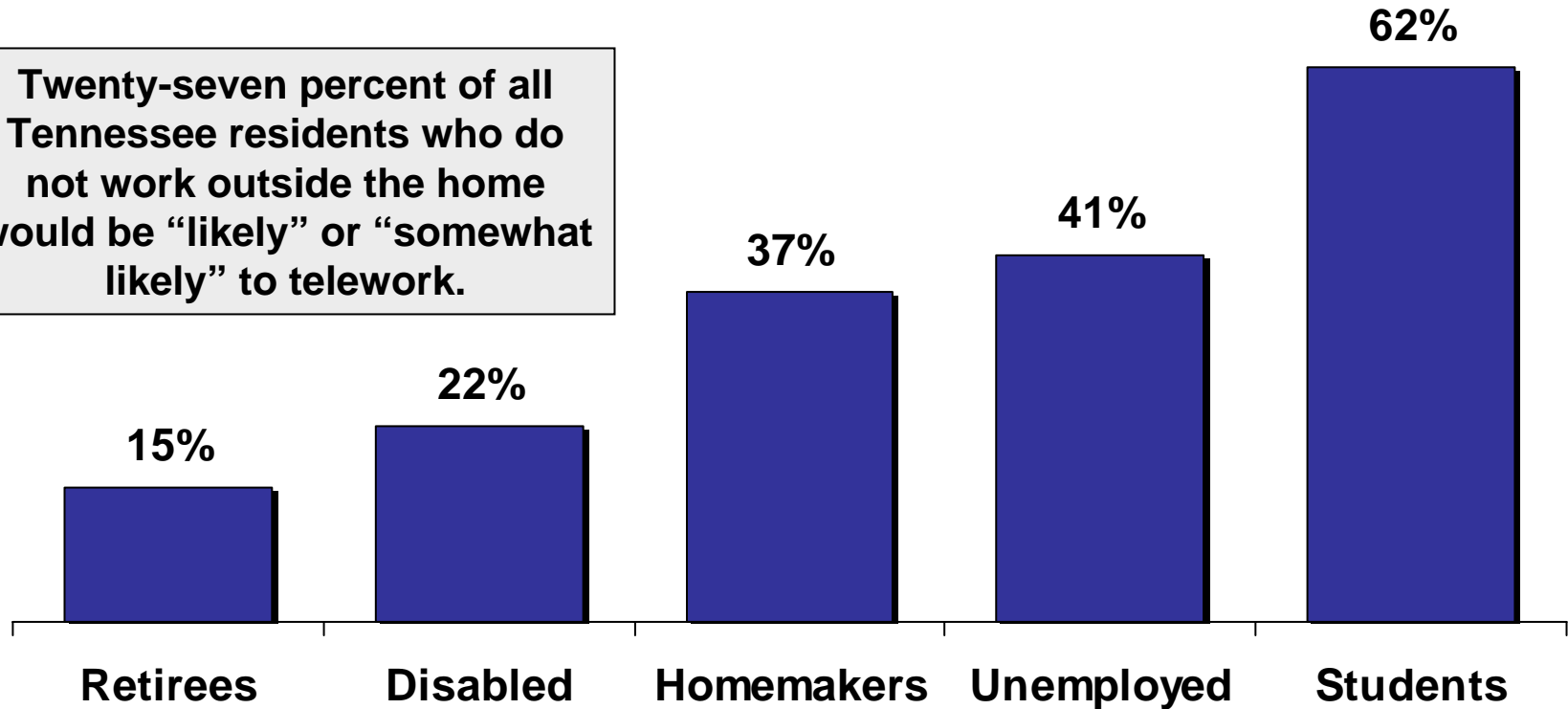
Source: 2007 Connected Tennessee Residential Technology Assessment



# Potential Teleworkers in the Labor Force

Percent of Tennessee residents “likely” or “somewhat likely” to work outside the home if allowed to telework (among residents *not* currently employed part or full time):

Twenty-seven percent of all Tennessee residents who do not work outside the home would be “likely” or “somewhat likely” to telework.



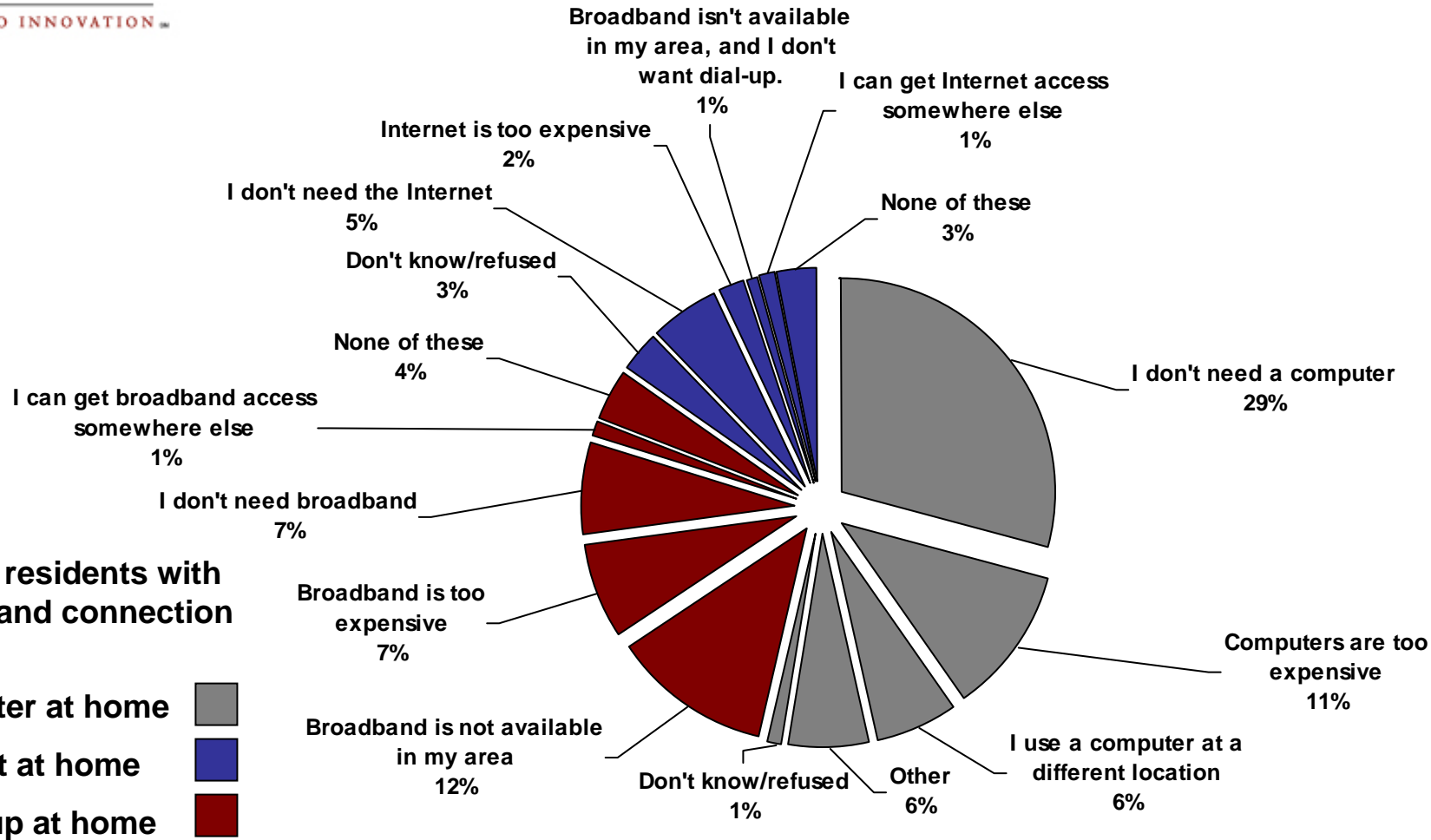
Q: If you were able to work from home through a broadband connection - commonly known as teleworking - how likely is it that you would work outside the home?

(n = 4,026 TN residents not employed full or part time)

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Source: 2007 Connected Tennessee Residential Technology Assessment

# Barriers to Broadband Adoption Among Tennessee Residents With No Broadband Connection



Percent of residents with no broadband connection who have:

- No computer at home
- No Internet at home
- Only dial-up at home

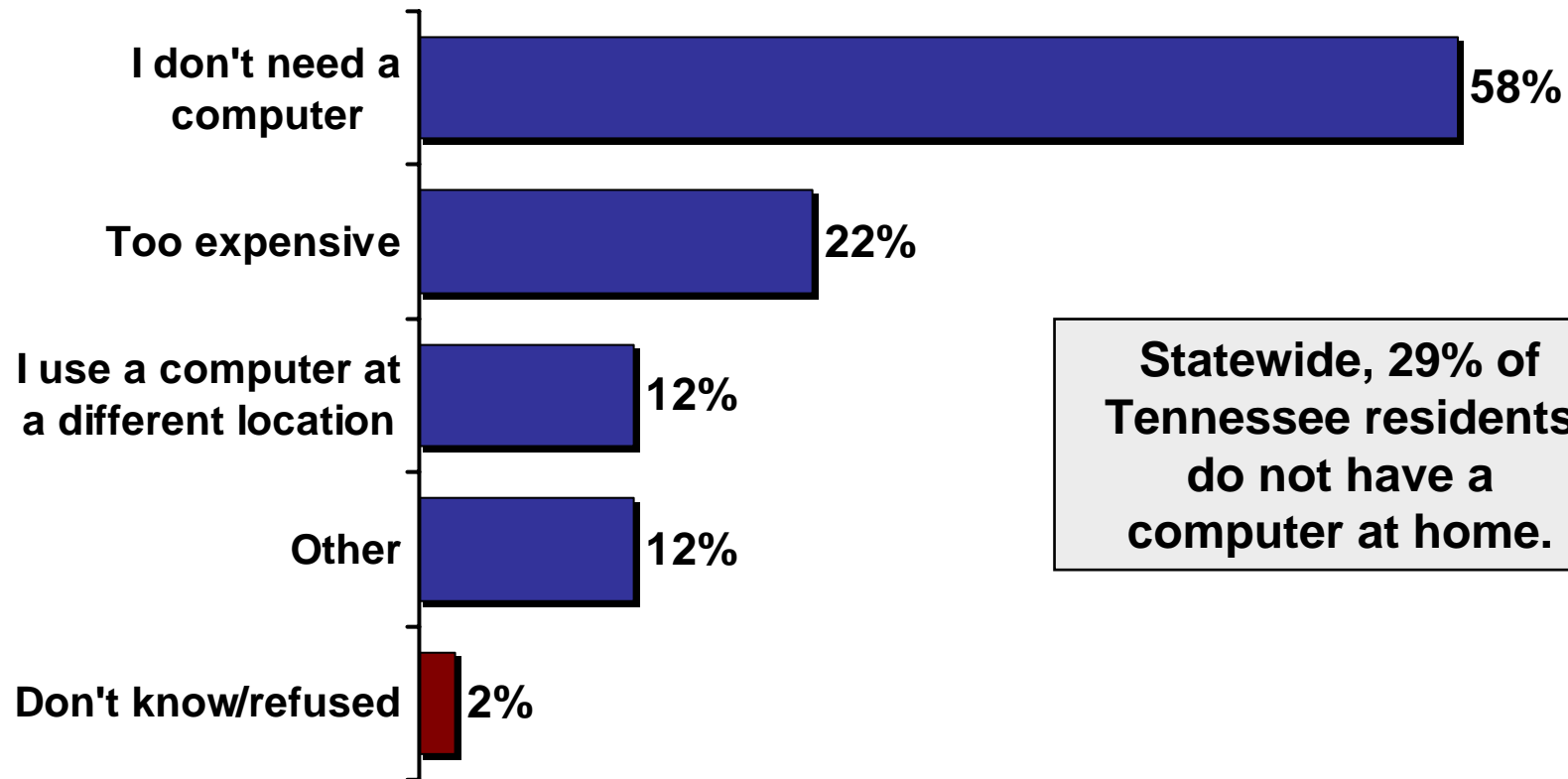
(n = 5,152 TN residents who have no broadband connection at home)

Source: 2007 Connected Tennessee Residential Technology Assessment

# Barriers to Computer Ownership

Why don't you have a computer at home?

(Among Tennessee residents who do not own a computer):



Q: Why don't you have a computer at home?

(n = 2,735 TN residents with no computer in their household)

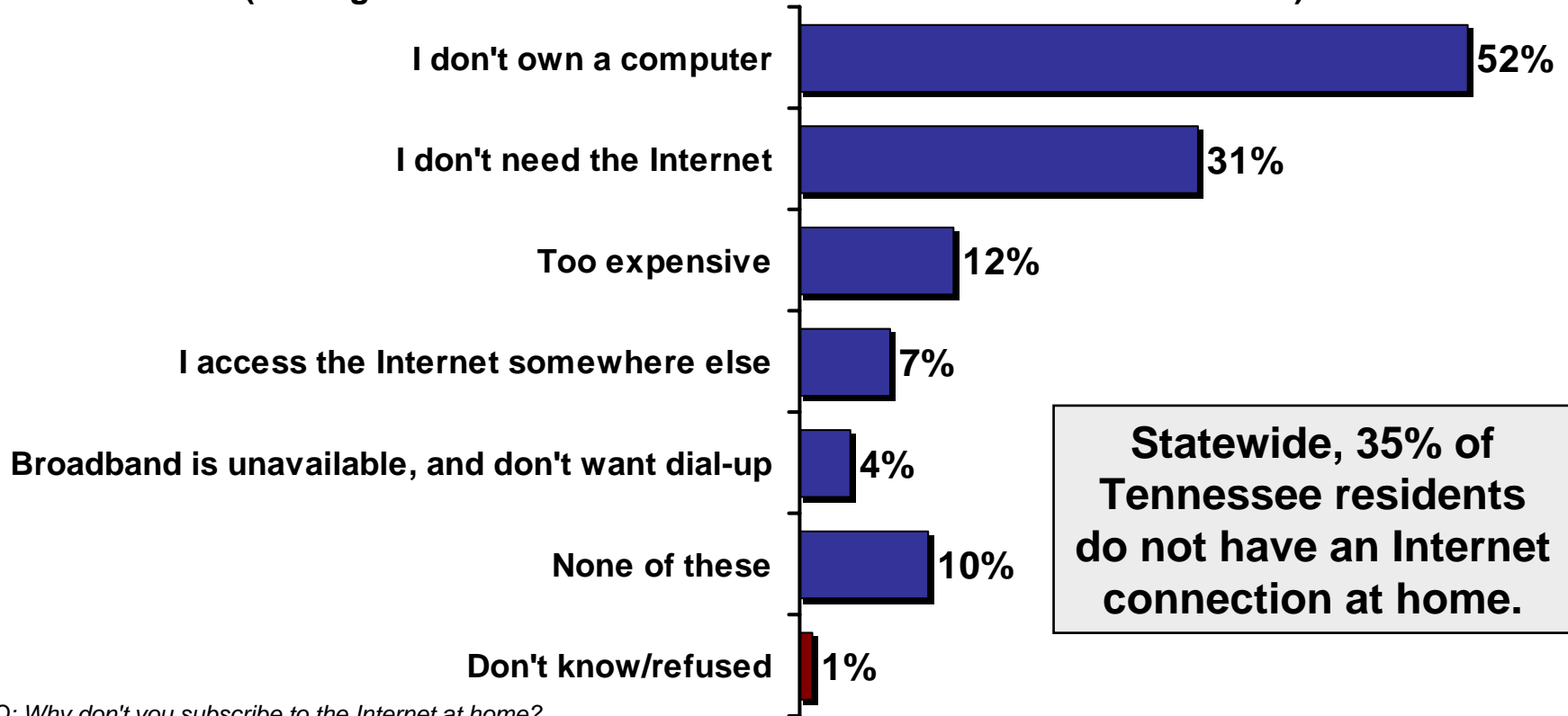
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Source: 2007 Connected Tennessee Residential Technology Assessment

# Barriers to Internet Adoption

Why don't you have an Internet connection at home?

(Among Tennessee residents with no Internet connection at home):



**Statewide, 35% of Tennessee residents do not have an Internet connection at home.**

Q: Why don't you subscribe to the Internet at home?

(n = 3,237 TN residents with no Internet service in their household)

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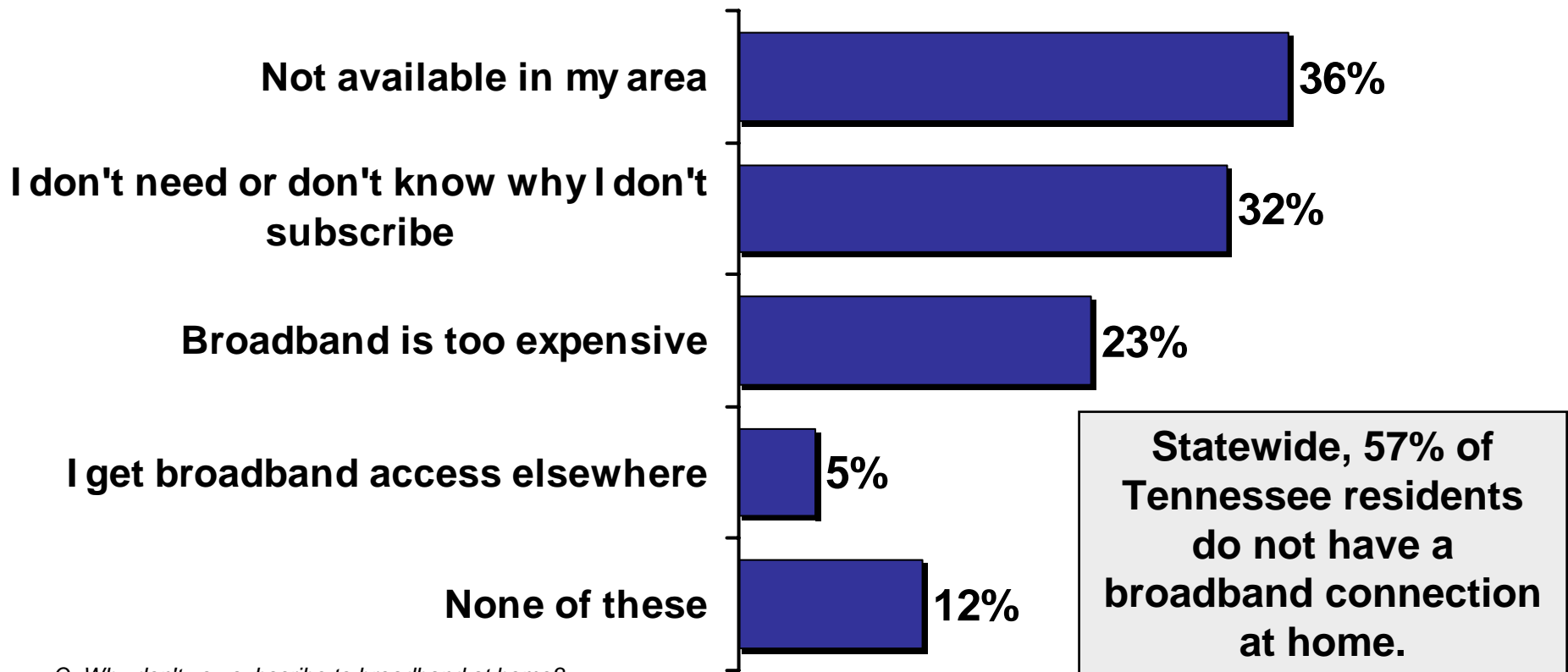
Source: 2007 Connected Tennessee Residential Technology Assessment



# Barriers to Broadband Adoption Among Dial-Up Users

Why don't you have an Internet connection at home?

(Among Tennessee residents who rely exclusively on dial-up for their home Internet service):



Q: Why don't you subscribe to broadband at home?

(n = 1,787 TN residents with dial-up service at home)

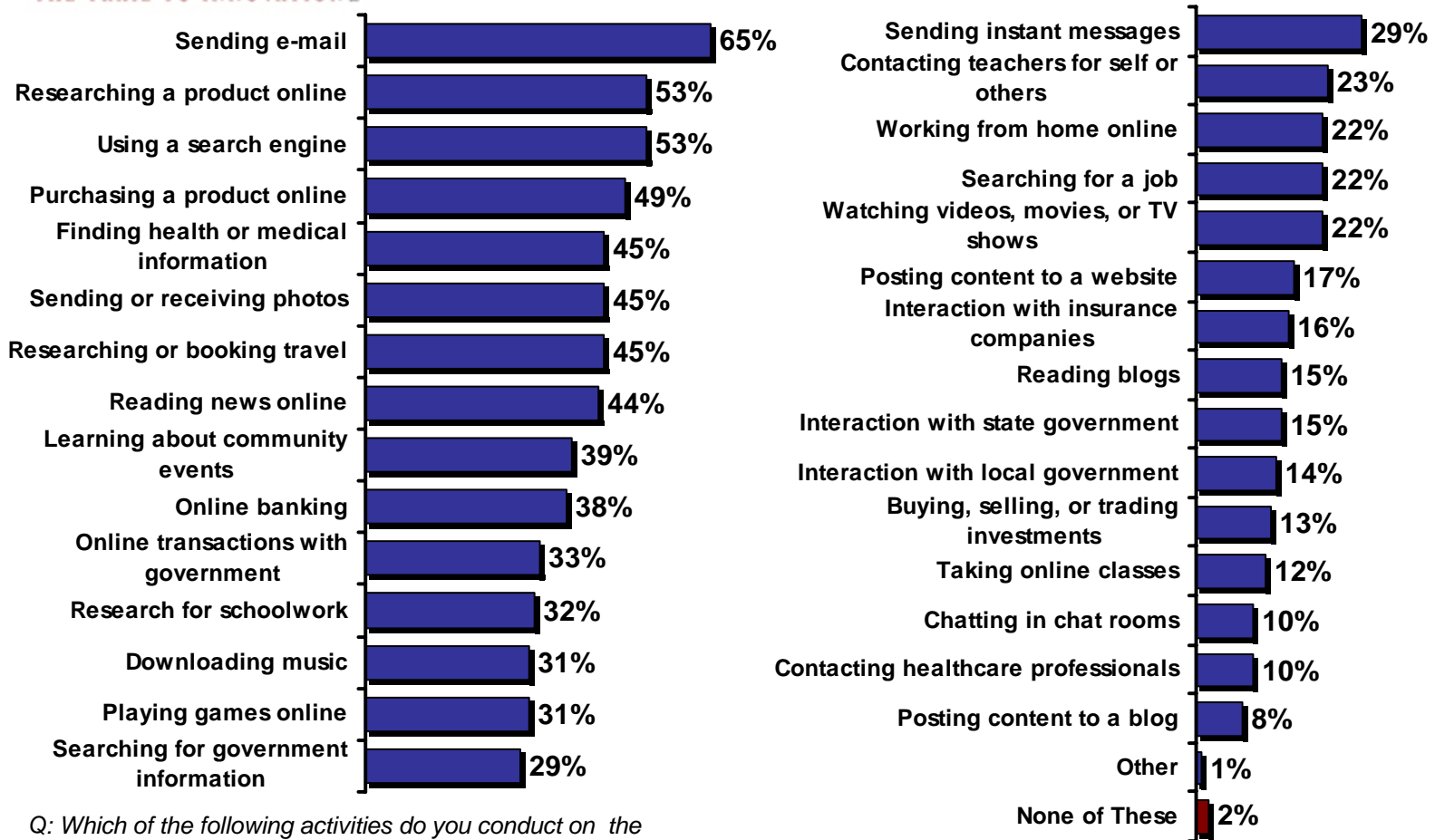
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Source: 2007 Connected Tennessee Residential Technology Assessment



# Internet Applications Used by Tennessee Residents

Percent of Tennessee residents who access the Internet and say they use the following applications:



Q: Which of the following activities do you conduct on the Internet?

(n = 7,167 TN residents with Internet service at home)

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