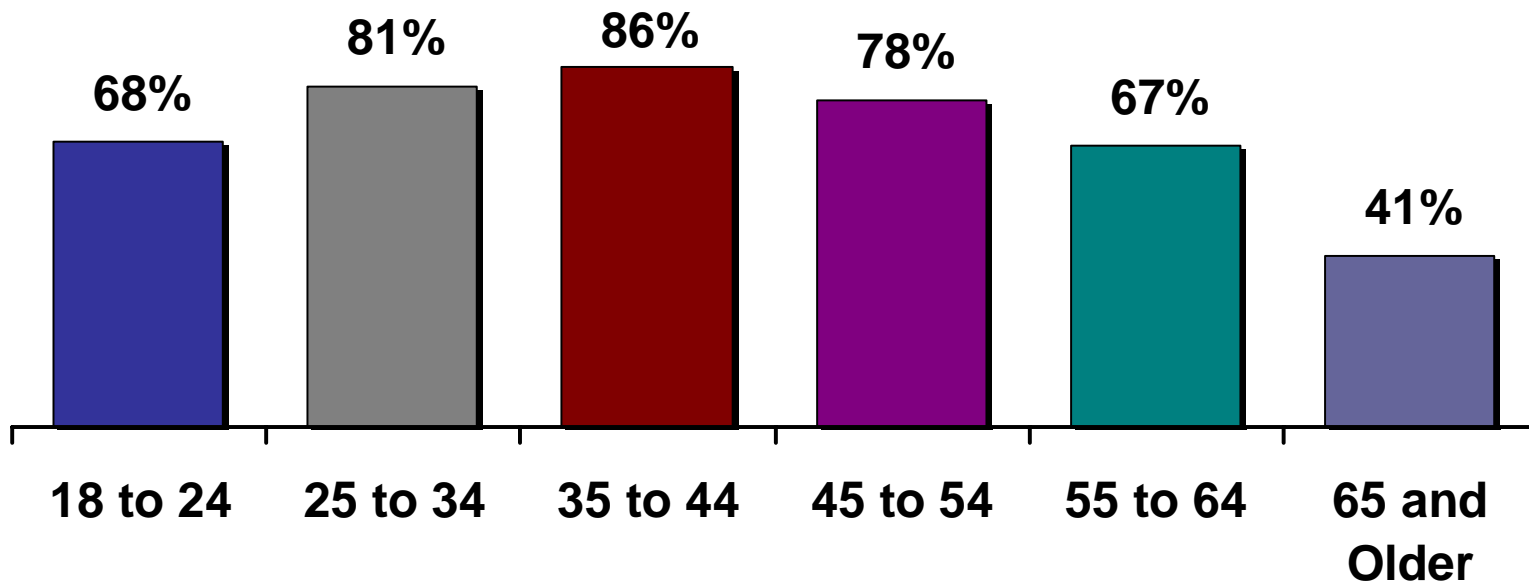


Residential Technology Assessment by Age

Tennessee Residents with a Computer at Home

Percent of Tennessee residents who have a computer at home:



Statewide Average: 71% of Tennessee residents report having a personal computer at home.

Q: Does your household have a computer?

(n = 9,513 TN residents)

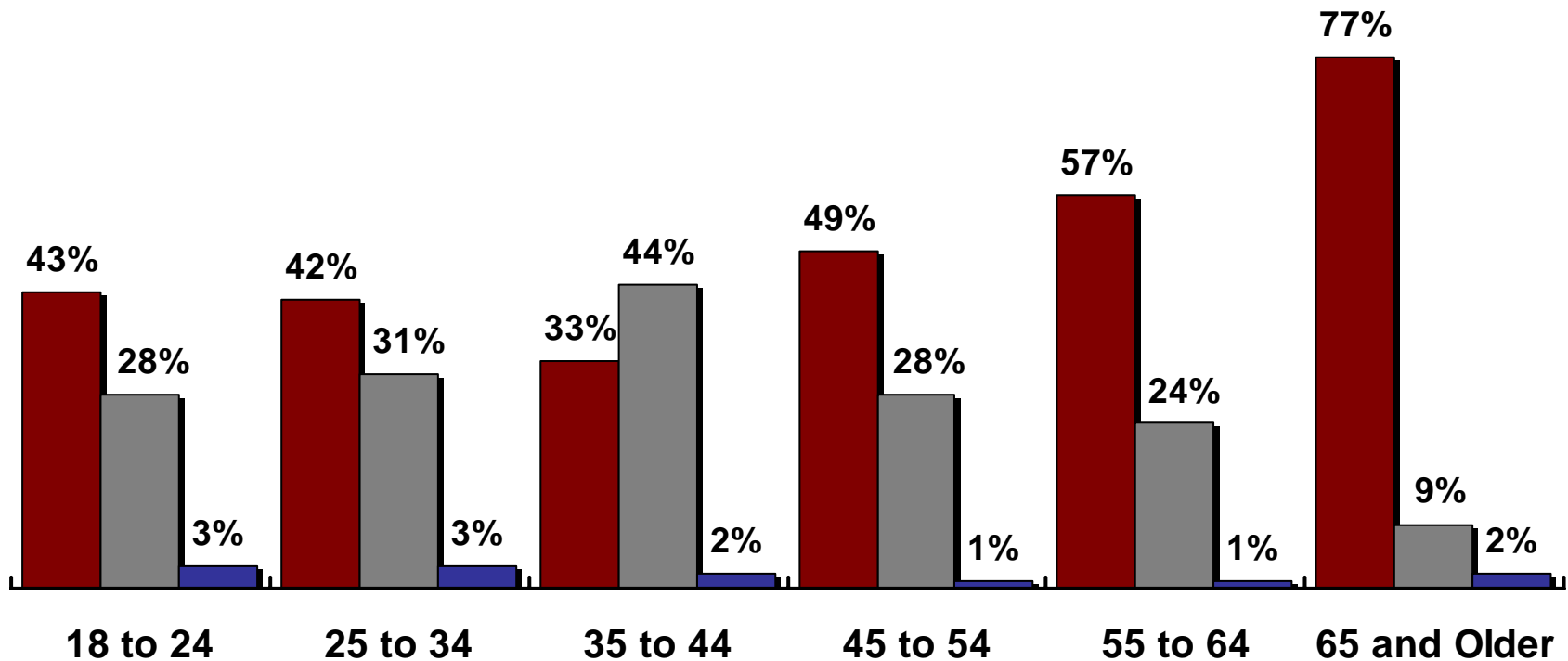
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Barriers to Computer Ownership

Top responses given when asked why Tennessee residents do not own a computer:

■ Don't need a Computer ■ Too Expensive ■ Don't Know / Refused



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

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

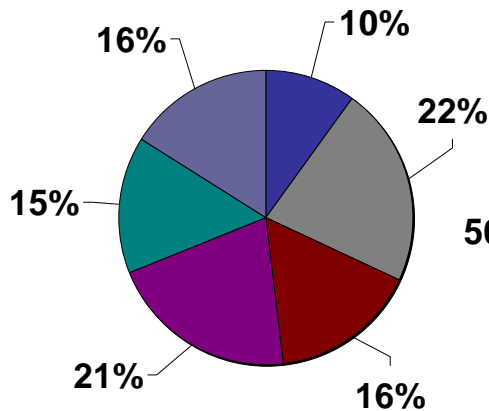
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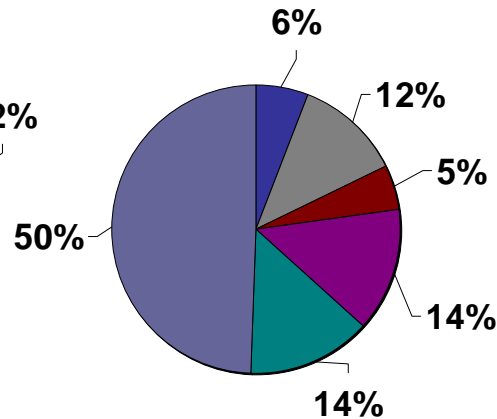
Barriers to Computer Ownership

Age distribution of the top barriers to computer ownership:

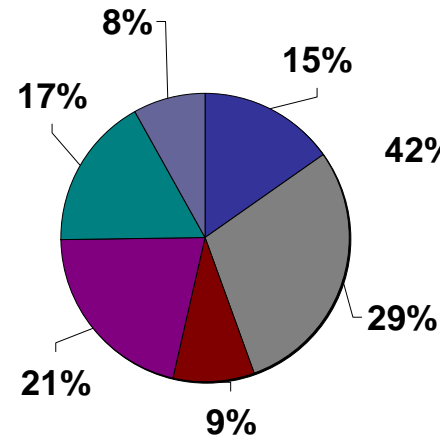
Computers are too expensive:



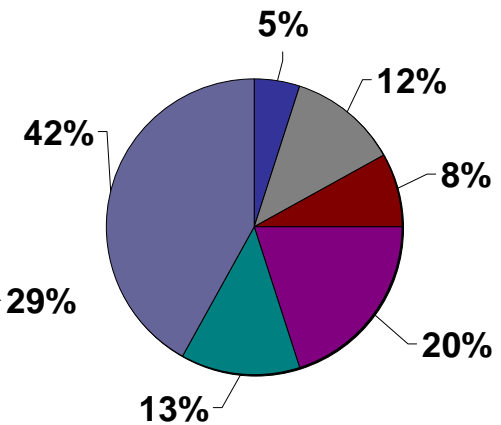
I do not need a computer:



I use a computer somewhere else:



Other:



**18-24
years old:**



**25-34
years old:**



**35-44
years old:**



**45-54
years old:**



**55-64
years old:**



**65
or older:**



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

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

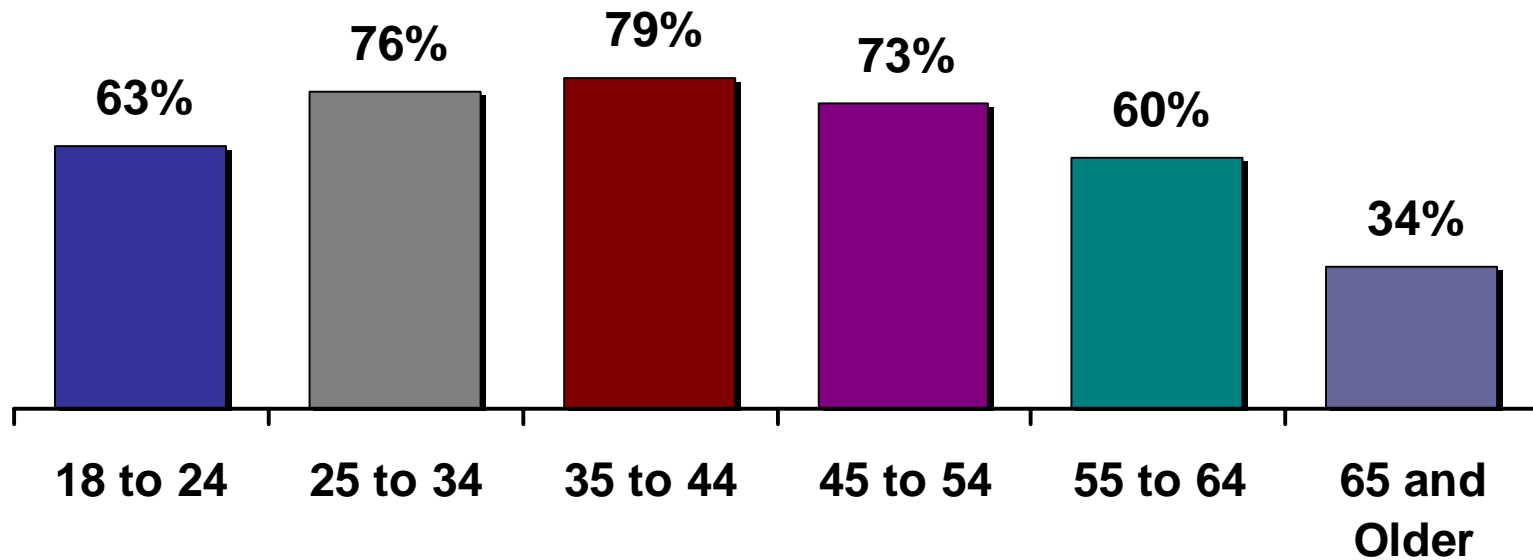
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Source: 2007 Connected Tennessee Residential Technology Assessment



Tennessee Residents with an Internet Connection at Home

Percent of Tennessee residents who access the Internet from home:



Statewide Average: 65% of Tennessee residents report using the Internet from home.

Q: Do you have an Internet connection at home?

(n = 9,513 TN residents)

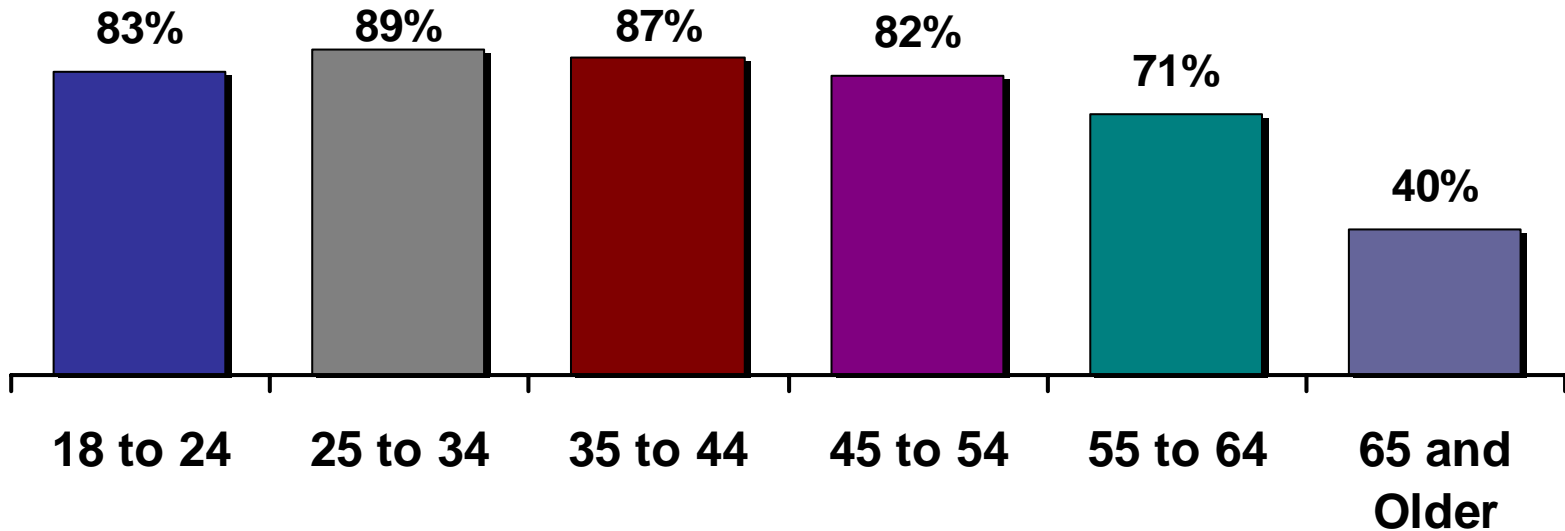
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Source: 2007 Connected Tennessee Residential Technology Assessment



Tennessee Residents Who Access the Internet from Home or Some Other Place

Percent of Tennessee residents who access the Internet from home or some other place:



Statewide Average: 75% of Tennessee residents report using the Internet at home or someplace else.

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

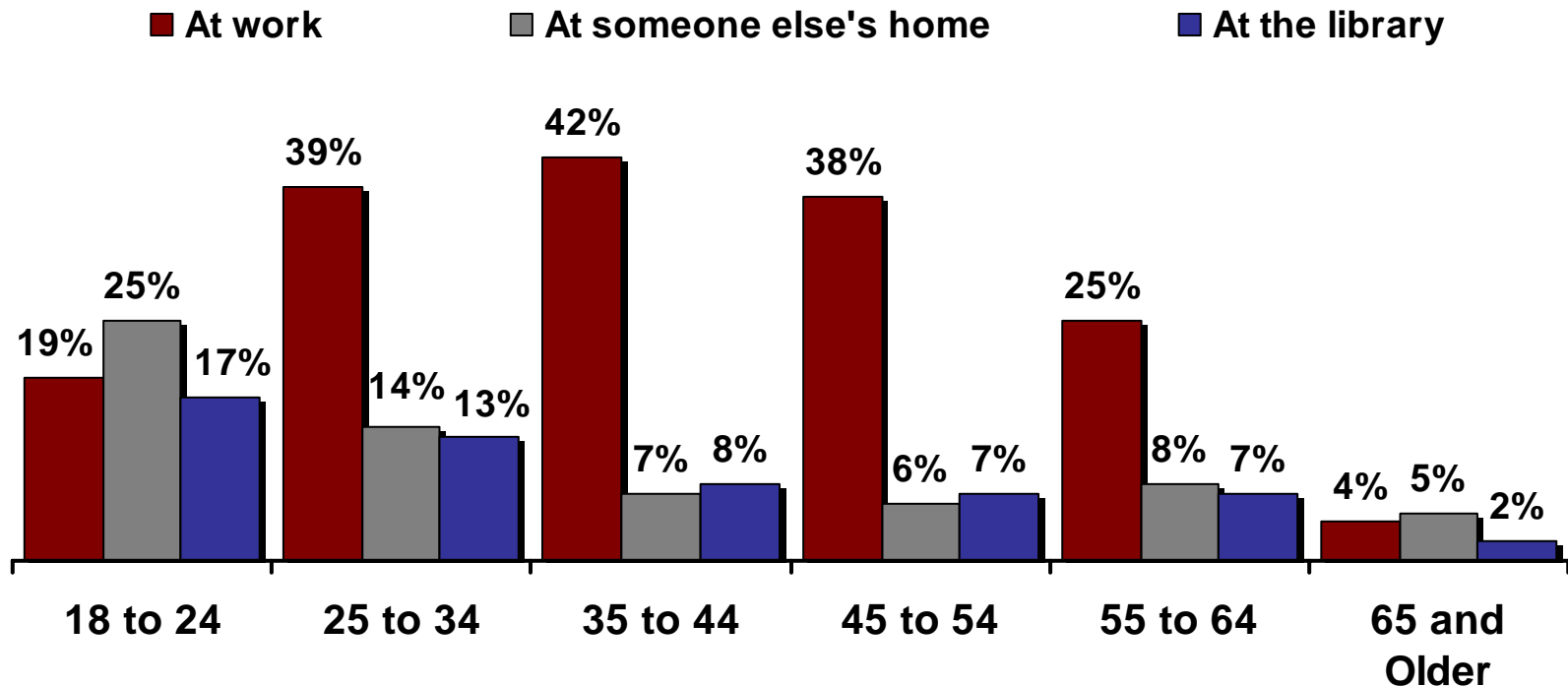
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Most Popular Places For Tennessee Residents to Access the Internet

Percent of Tennessee residents who access the Internet someplace other than home:



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

(n = 9,513 TN residents)

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Most Popular Internet Applications

Percent of Tennessee residents who have Internet service and use the following applications:

Percentage is significantly <i>higher</i> than the state average: ■						
Percentage is significantly <i>lower</i> than the state average: ■	18-24	25-34	35-44	45-54	55-64	65 +
Sending e-mail	71%	73%	64%	63%	58%	53%
Using a search engine	54%	63%	55%	56%	41%	34%
Researching a product online	49%	61%	55%	55%	41%	40%
Purchasing a product online	44%	61%	54%	44%	42%	31%
Researching or booking travel	39%	53%	51%	42%	39%	28%
Sending or receiving photos	49%	55%	47%	42%	33%	30%
Searching for health or medical information	36%	49%	48%	45%	41%	34%
Reading online newspapers or other news sources	43%	51%	48%	42%	38%	27%
Searching for information about events in your community	37%	50%	41%	38%	29%	22%
Online Banking	30%	53%	39%	38%	23%	22%

Shading indicates that a value is either significantly higher (green) or lower (pink) than the Tennessee state average (significance measured at a 95% confidence level)

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

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

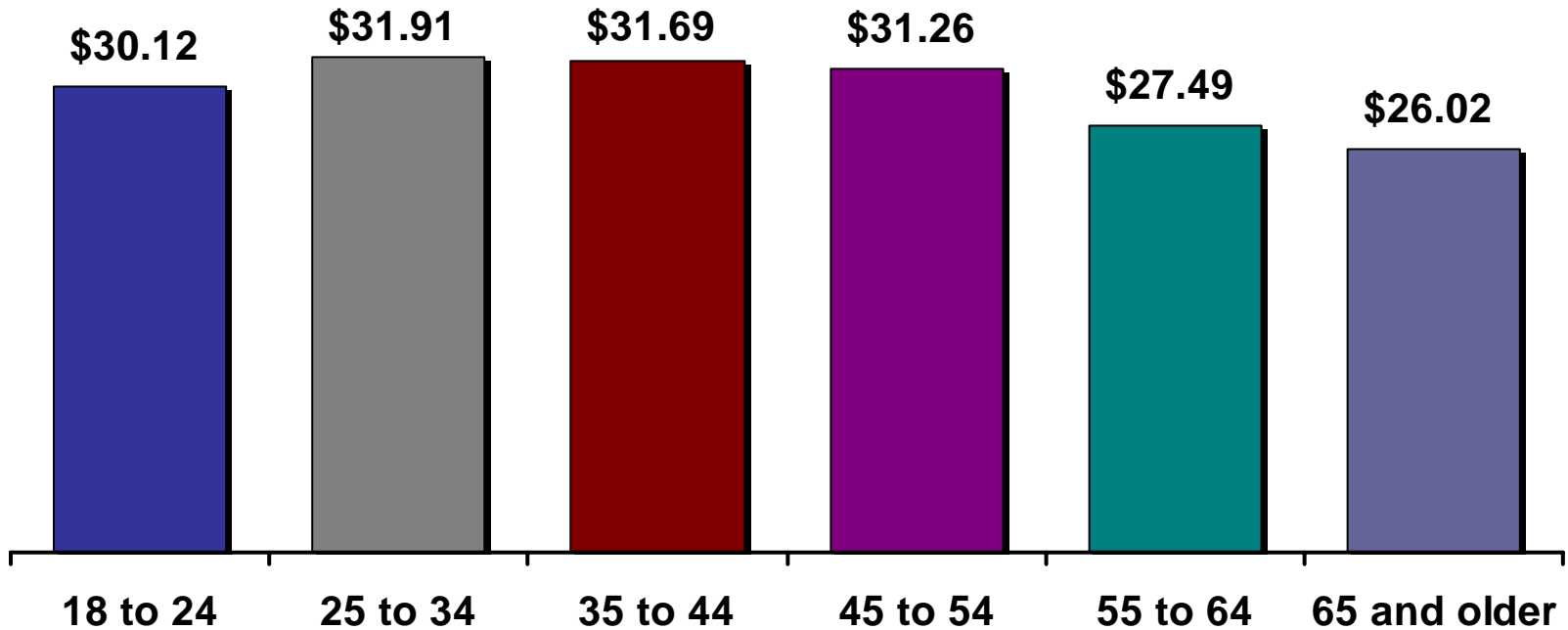
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Source: 2007 Connected Tennessee Residential Technology Assessment



How Much Tennessee Residents Pay for their Internet Service

Average price Tennessee residents pay per month for home Internet service:



Statewide Average: Tennessee residents report paying an average of \$30.61 per month.

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



Barriers to Internet Adoption

Percent of Tennessee residents who do not have the Internet for the following reasons:

Percentage is significantly <i>lower</i> than the state average: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
I don't own a computer	49%	52%	42%	60%	49%	53%
I don't need the Internet	21%	29%	31%	27%	35%	35%
Too expensive	15%	10%	16%	16%	12%	10%
I can get Internet access somewhere else	13%	12%	7%	7%	6%	2%
Broadband isn't available, and I don't want dial-up	5%	7%	9%	5%	2%	1%
Don't know/refused	1%	4%	1%	1%	0%	1%

Pink shading indicates that a value is significantly lower than the Tennessee state average (significance measured at a 95% confidence level)

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

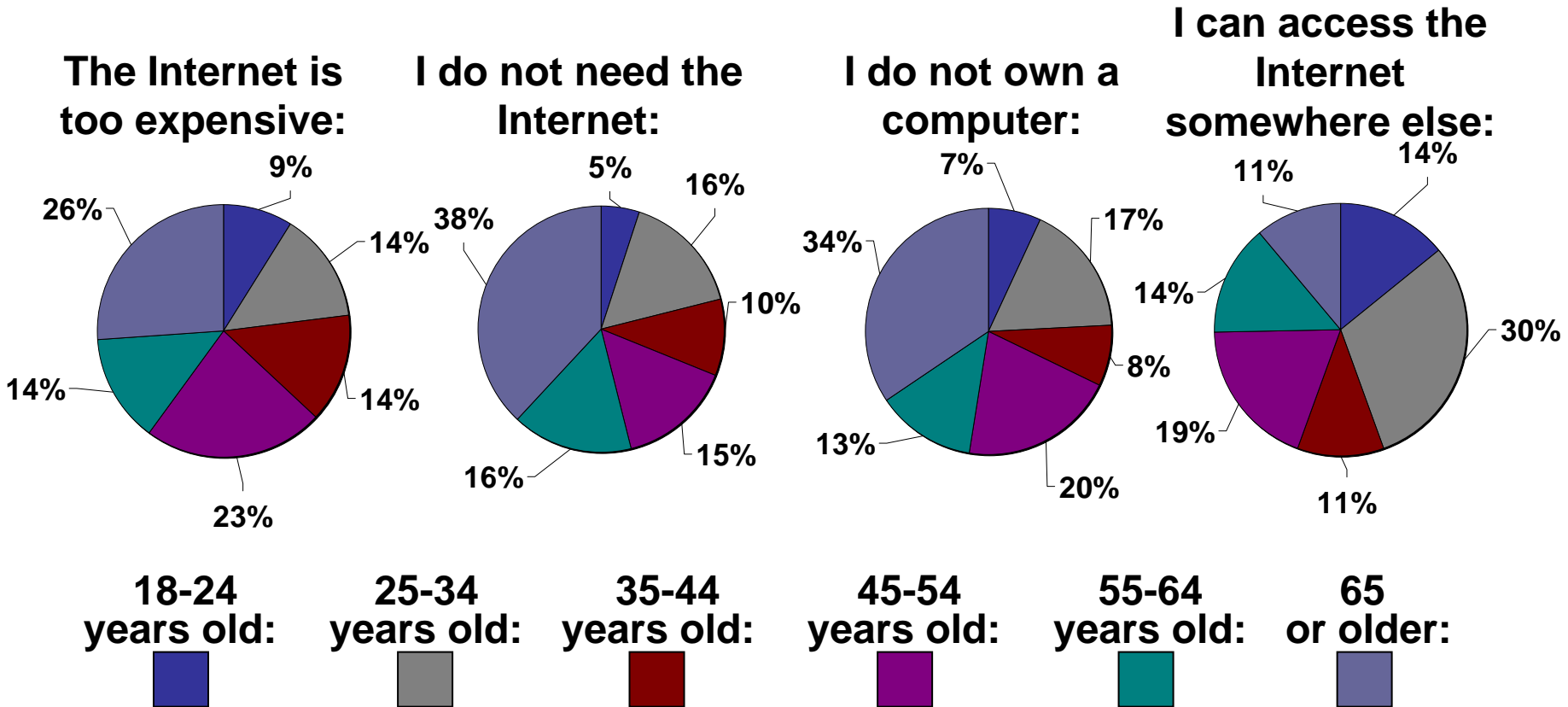
(n = 3,237 TN residents without an Internet connection at home)

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Barriers to Internet Adoption

Age distribution of the top barriers to Internet adoption:



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

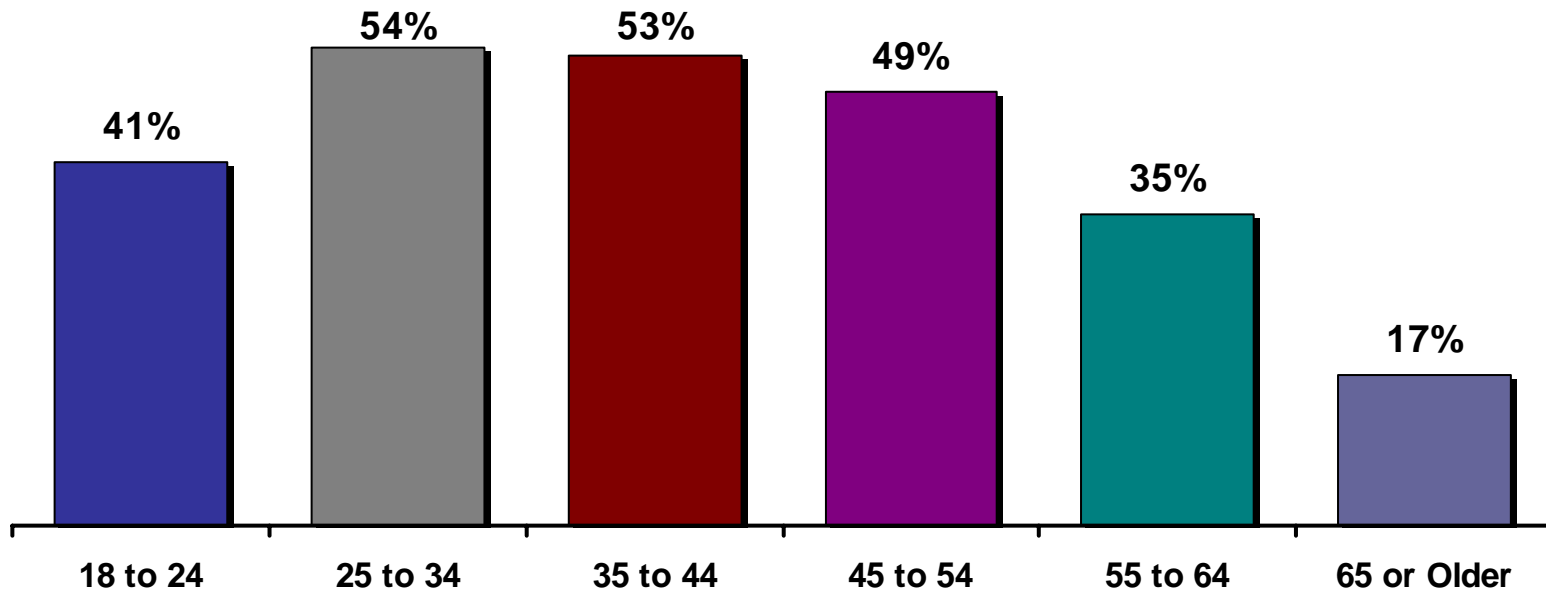
(n = 3,237 TN residents without Internet service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Tennessee Residents That Have Broadband in their Household

Percent of Tennessee residents who access broadband from home:



Statewide Average: 43% of all Tennessee residents have a broadband connection at home.

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

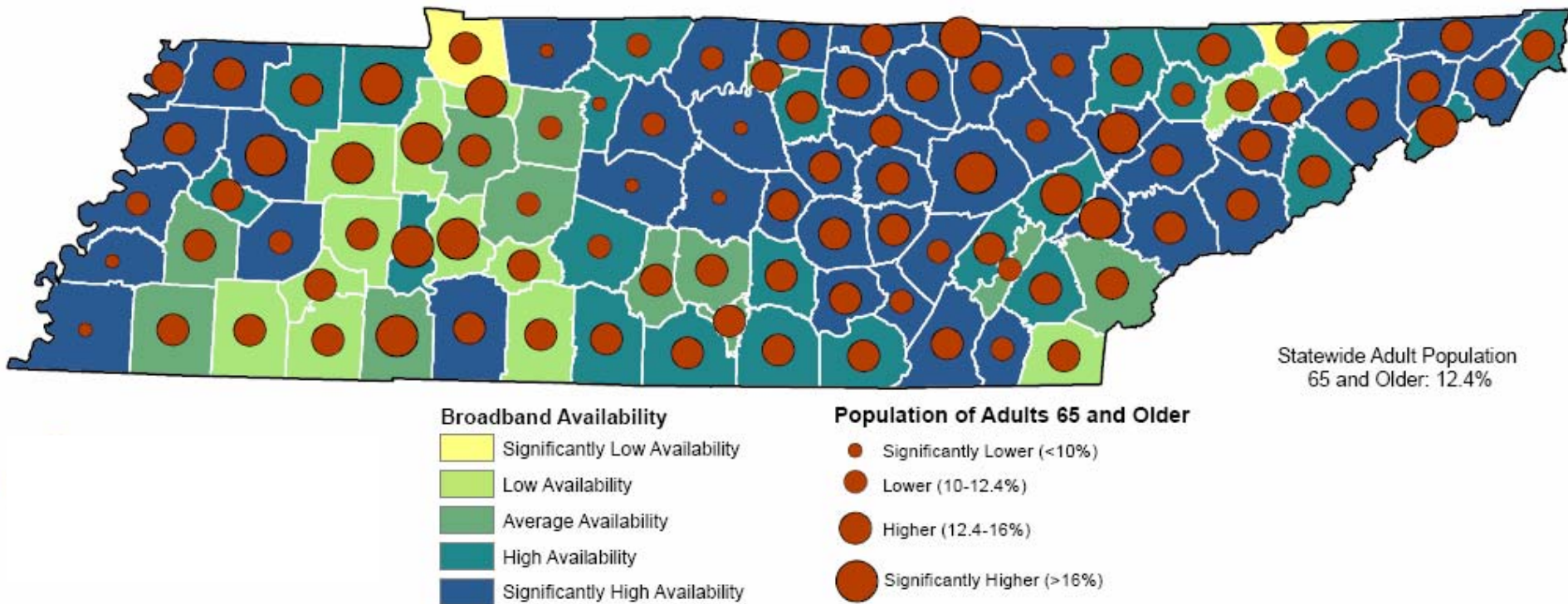
(n = 9,513 TN residents)

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Broadband Availability vs. Adult Population 65 and Older by County

BROADBAND AVAILABILITY VS. ADULT POPULATION 65 AND OLDER



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

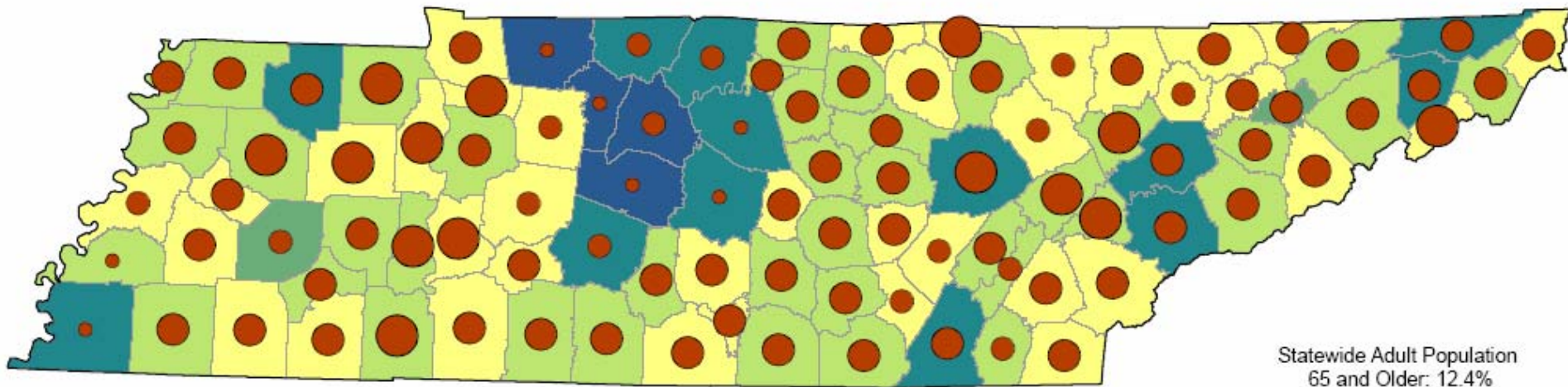
(n = 9,513 TN residents)

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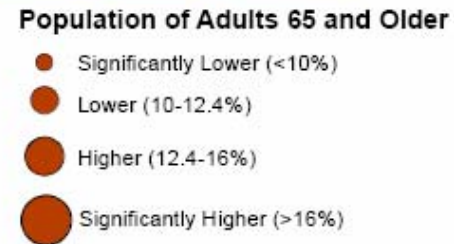
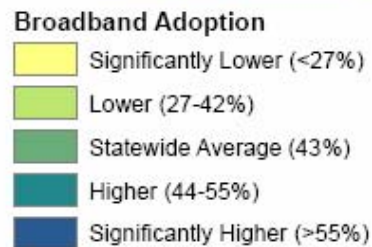
Source: 2007 Connected Tennessee Residential Technology Assessment

Broadband Adoption vs. Adult Population 65 and Older by County

BROADBAND ADOPTION VS. ADULT POPULATION 65 AND OLDER



Statewide Adult Population
65 and Older: 12.4%



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

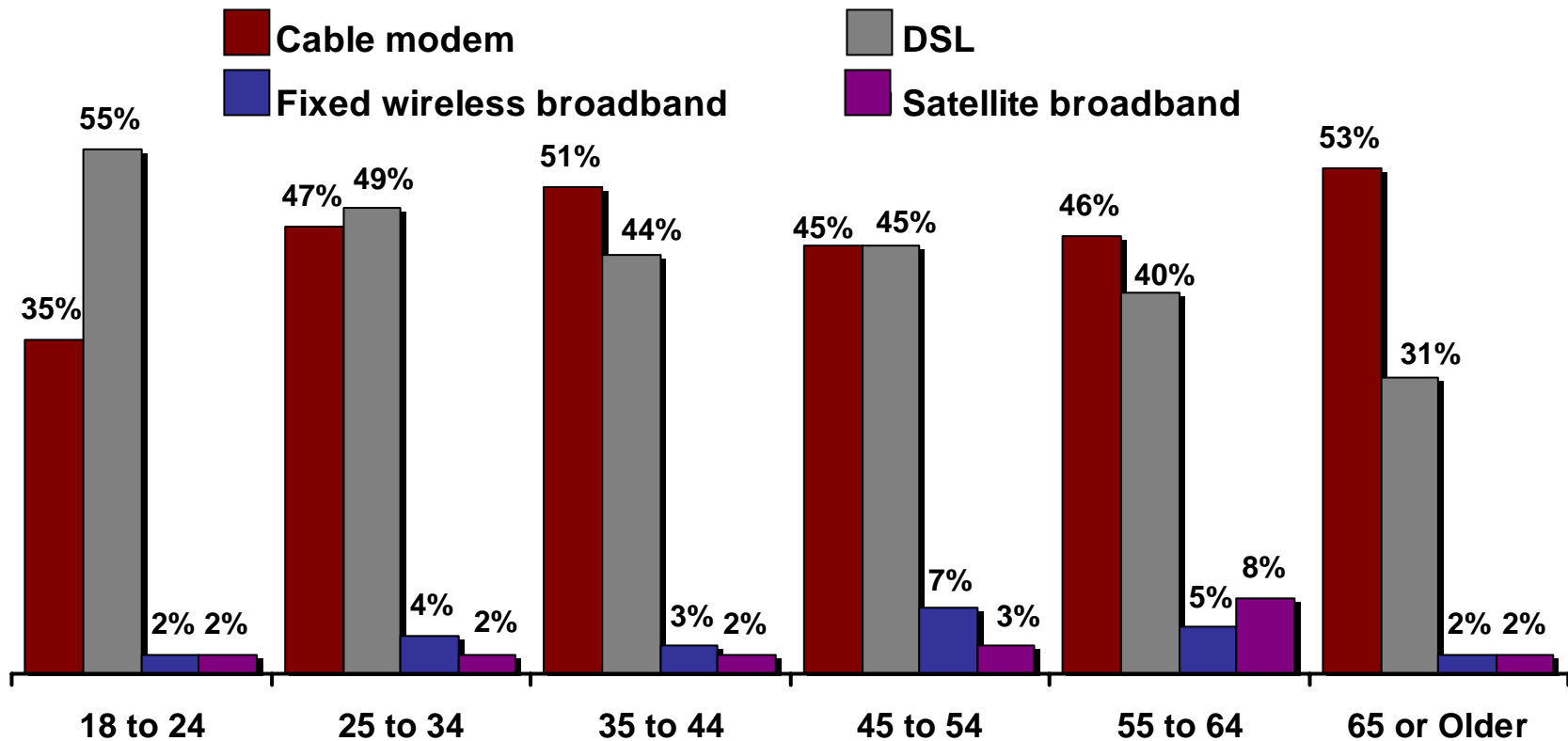
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Methods of Broadband Access

Percent of Tennessee residents who access broadband from home:



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

(n = 4,035 TN residents with broadband service at home)

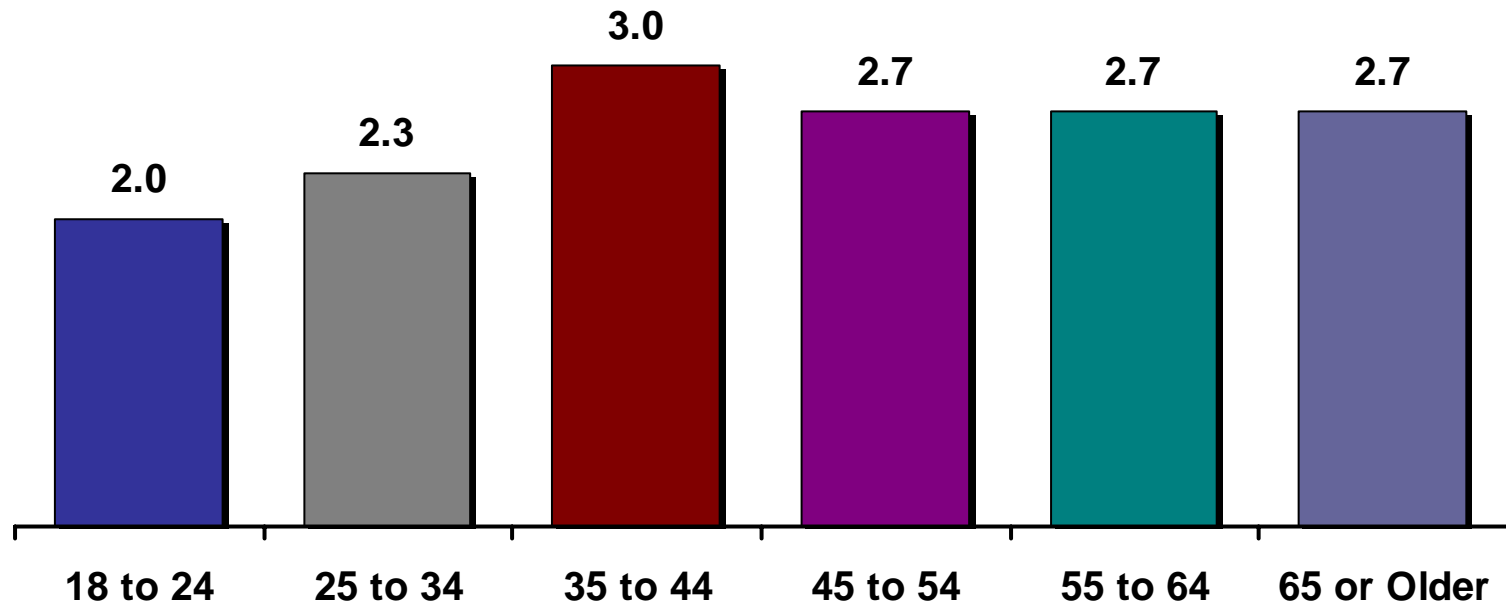
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Source: 2007 Connected Tennessee Residential Technology Assessment



How Long Tennessee Residents Have Had Broadband in their Household

Average number of years Tennessee residents have used broadband from home:



Statewide Average: Tennessee residents adopted broadband 2.6 years ago on average.

Q: When did you subscribe to broadband service?

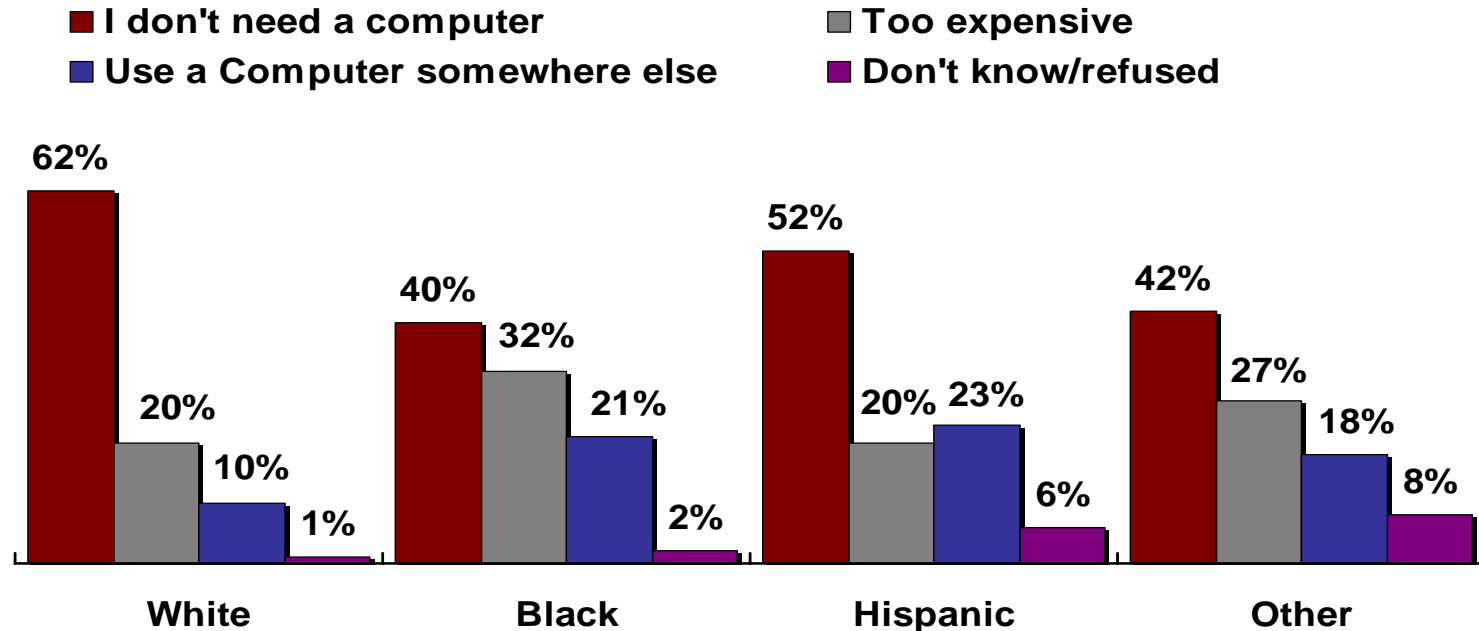
(n = 4,053 TN residents with broadband service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

How Much Tennessee Residents Pay for Internet

Average monthly cost that Tennessee residents pay for broadband and dial-up connections at home:



Statewide Average: Tennessee residents pay an average of \$36.65 per month for home broadband access and \$17.82 for dial-up.

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

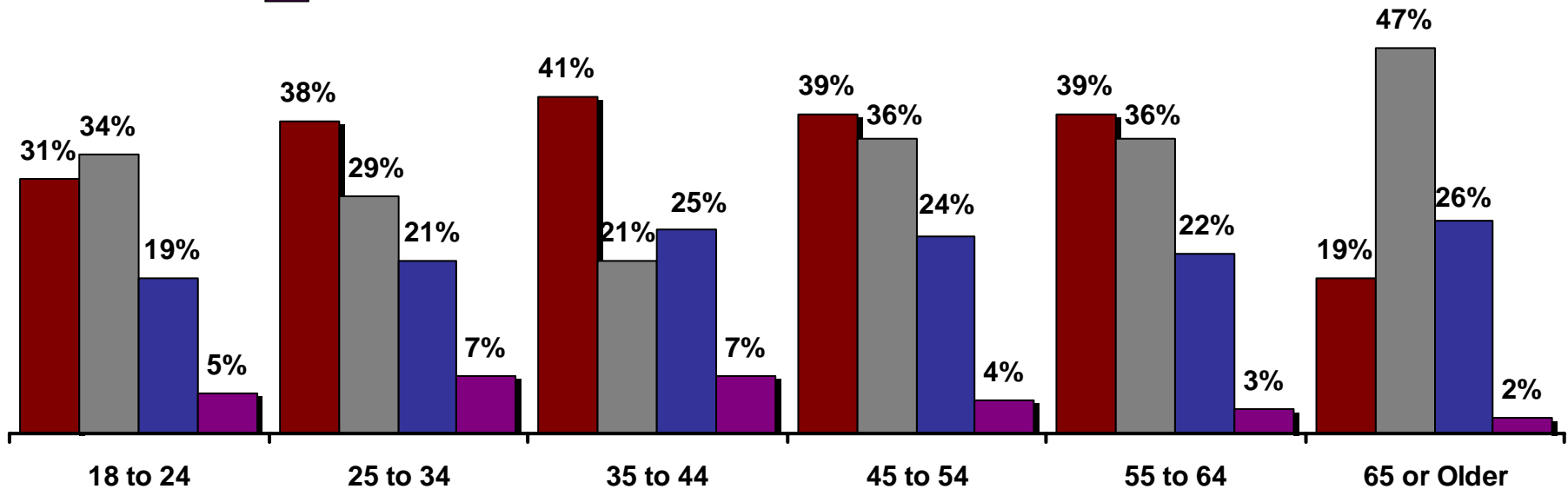
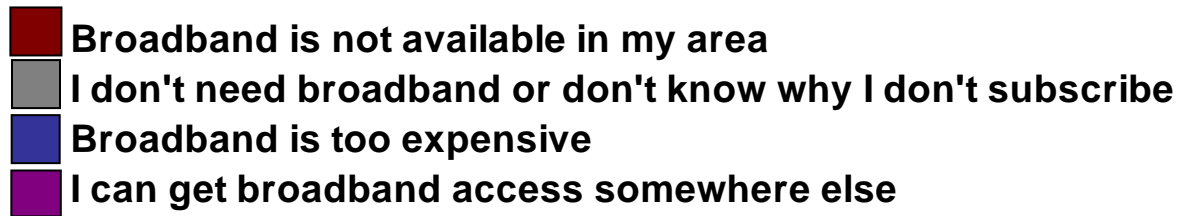
(n = 6,191 TN residents with either broadband or dial-up service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Barriers to Broadband Adoption

Percent of Tennessee residents relying exclusively on dial-up service at home:



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

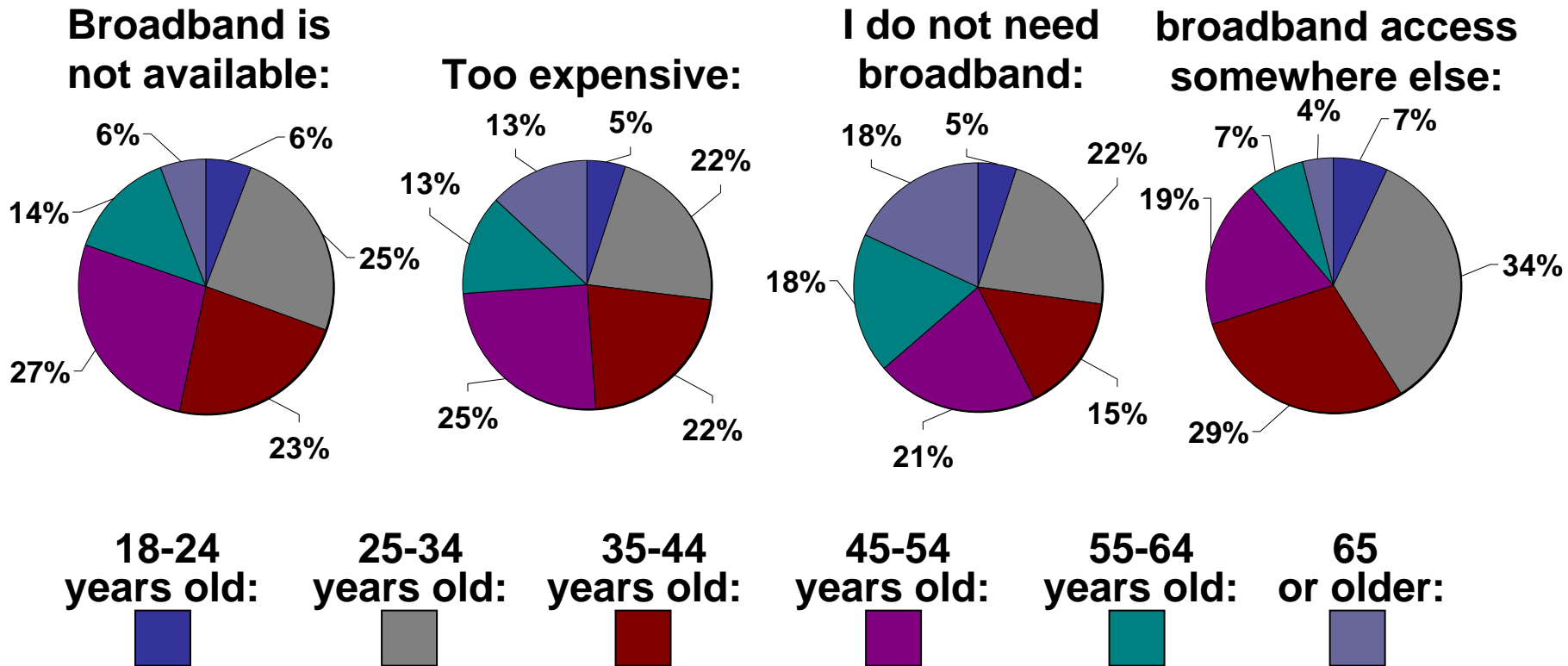
(n = 1,787 TN residents with dial-up Internet service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Broadband Adoption

Age distribution of the top barriers to broadband adoption:



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

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

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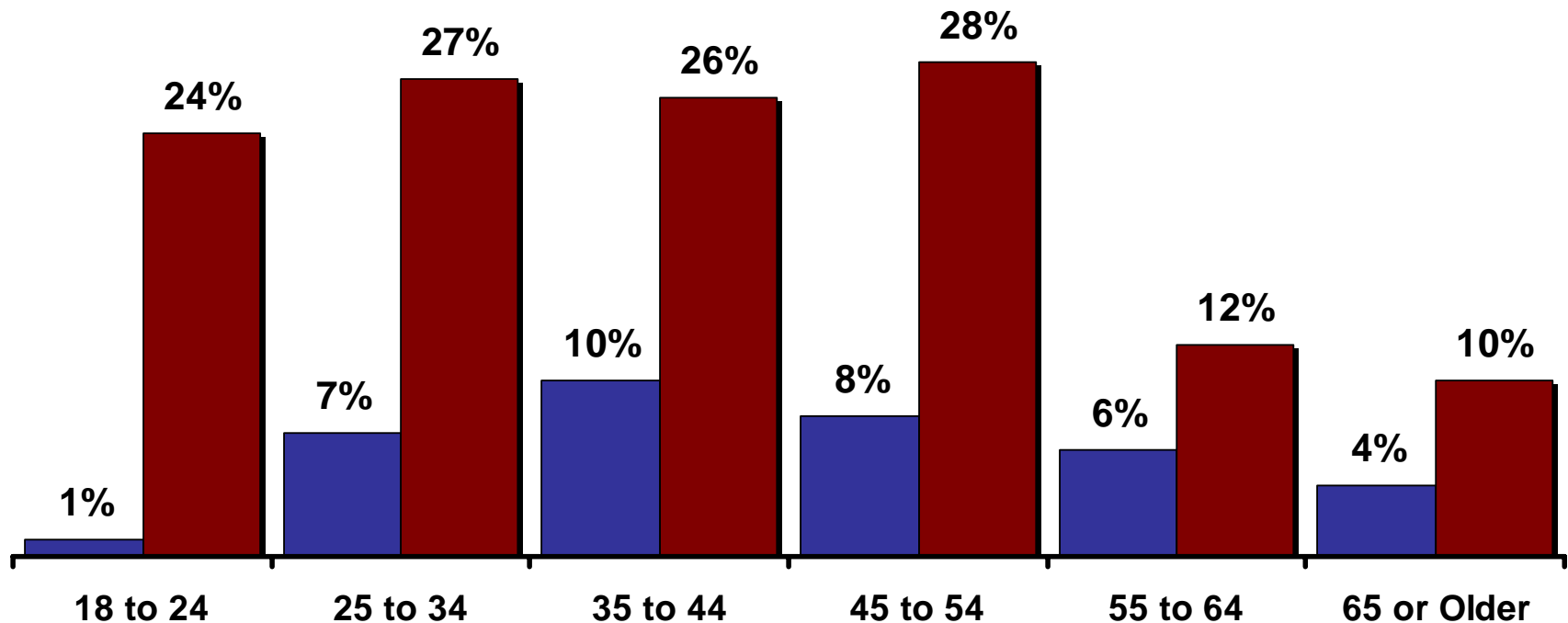
Source: 2007 Connected Tennessee Residential Technology Assessment

Tennessee Residents and Telework

Percent of Tennessee residents employed full or part time who:

■ Regularly telework now

■ Would telework if allowed



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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