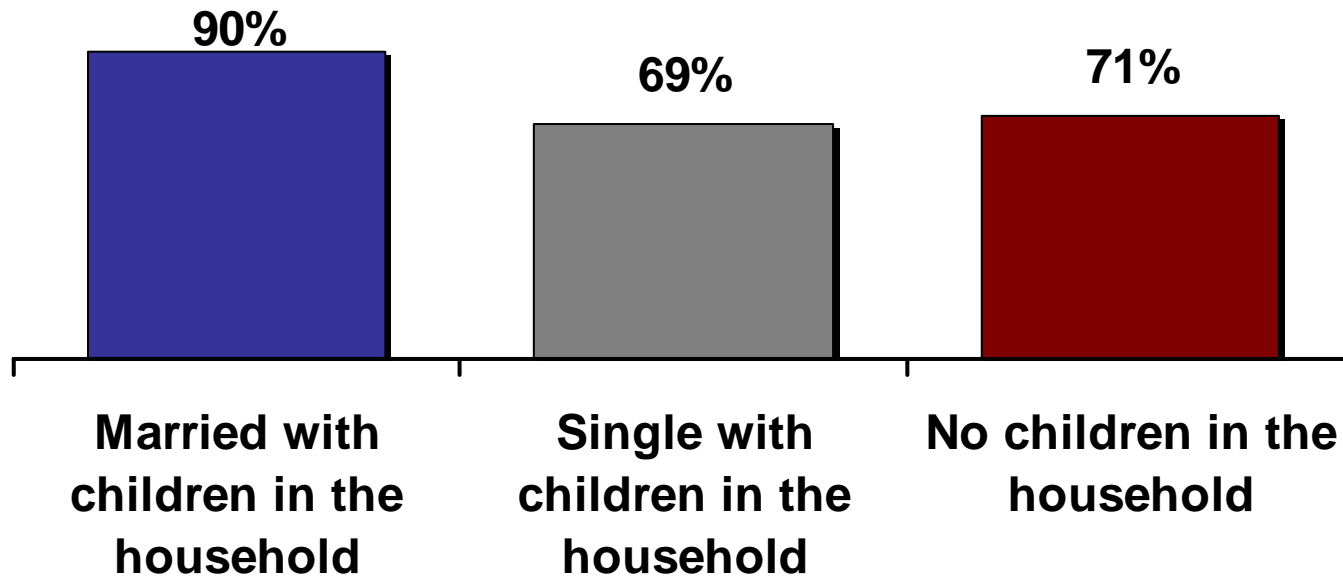


Residential Technology Assessment by the Presence of Children in the Household

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?

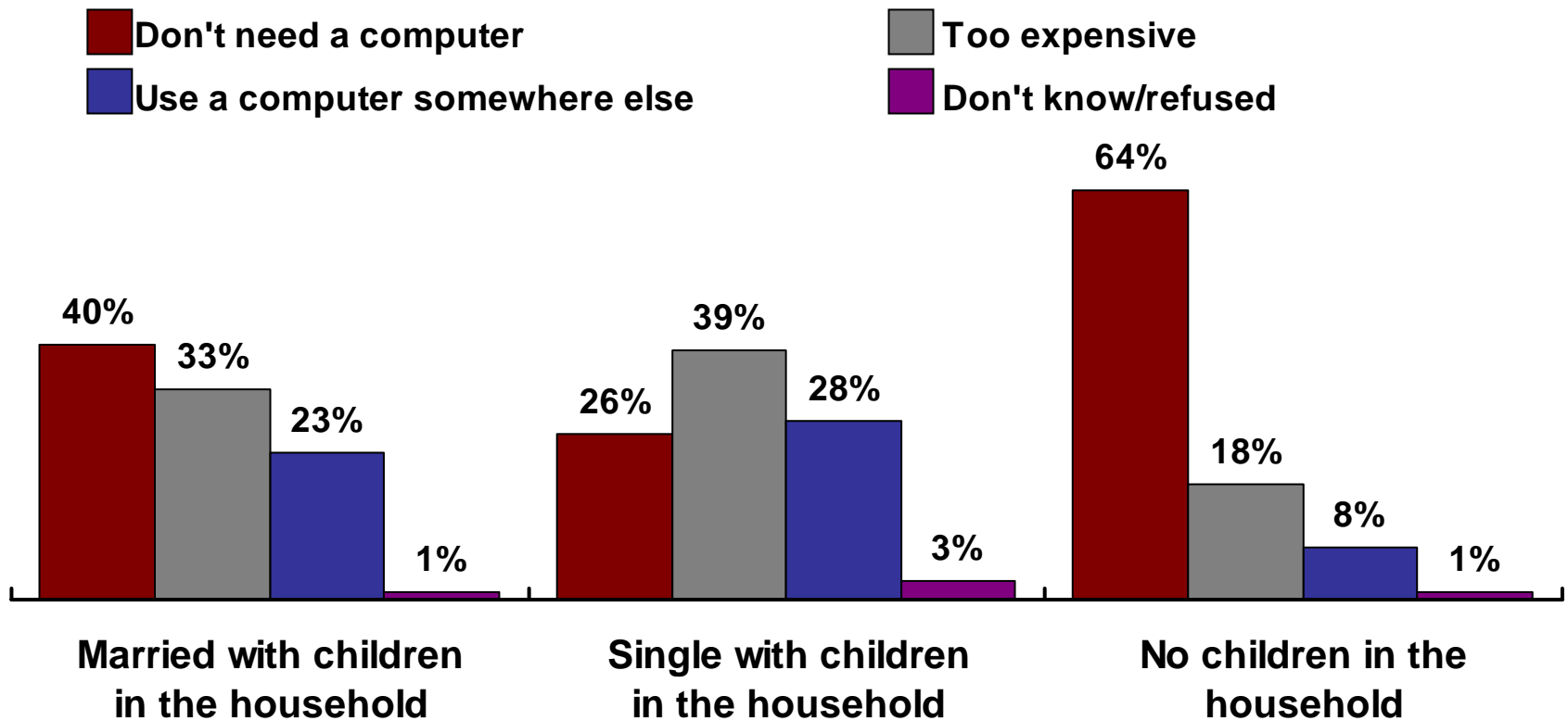
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

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



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

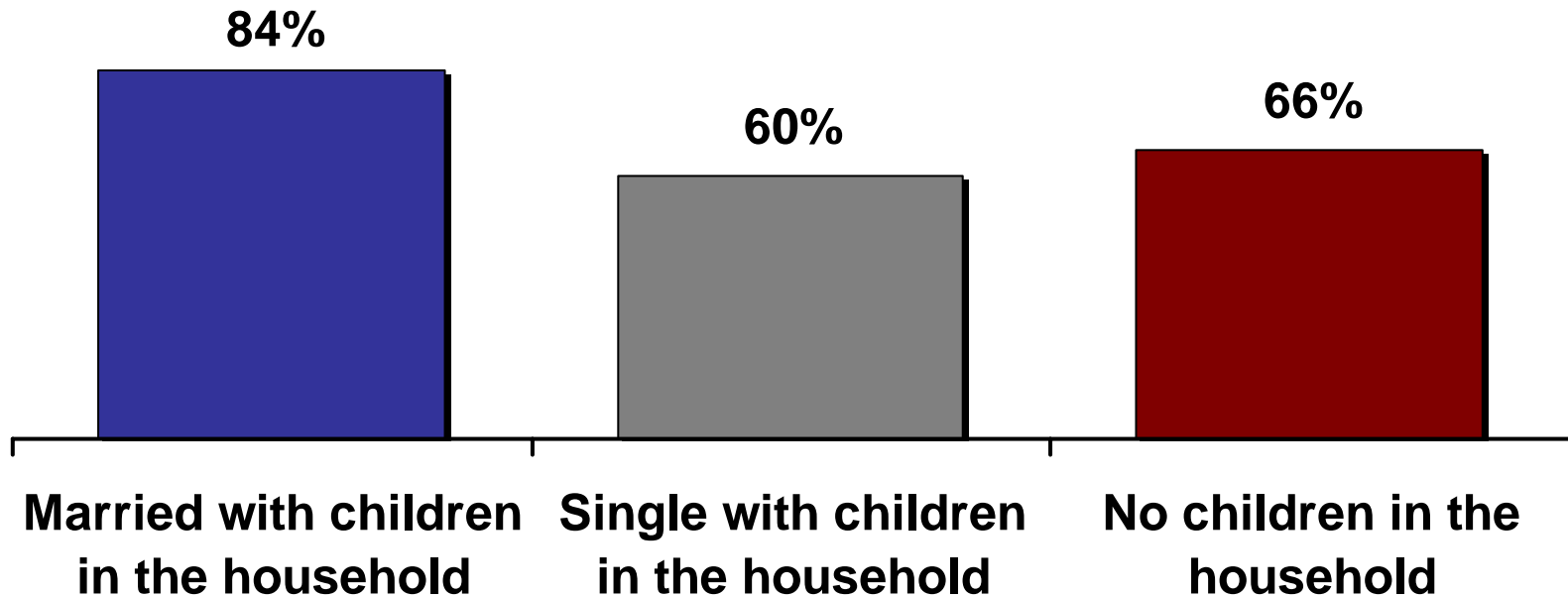
(n = 2,735 TN residents with no computer in their household)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Tennessee Residents who Access the Internet at Home

Percent of Tennessee residents who access the Internet from home:



Statewide Average: 65% of Tennessee residents report having an Internet connection at home.

Q: Do you have an Internet connection at home?

(n = 9,513 TN residents)

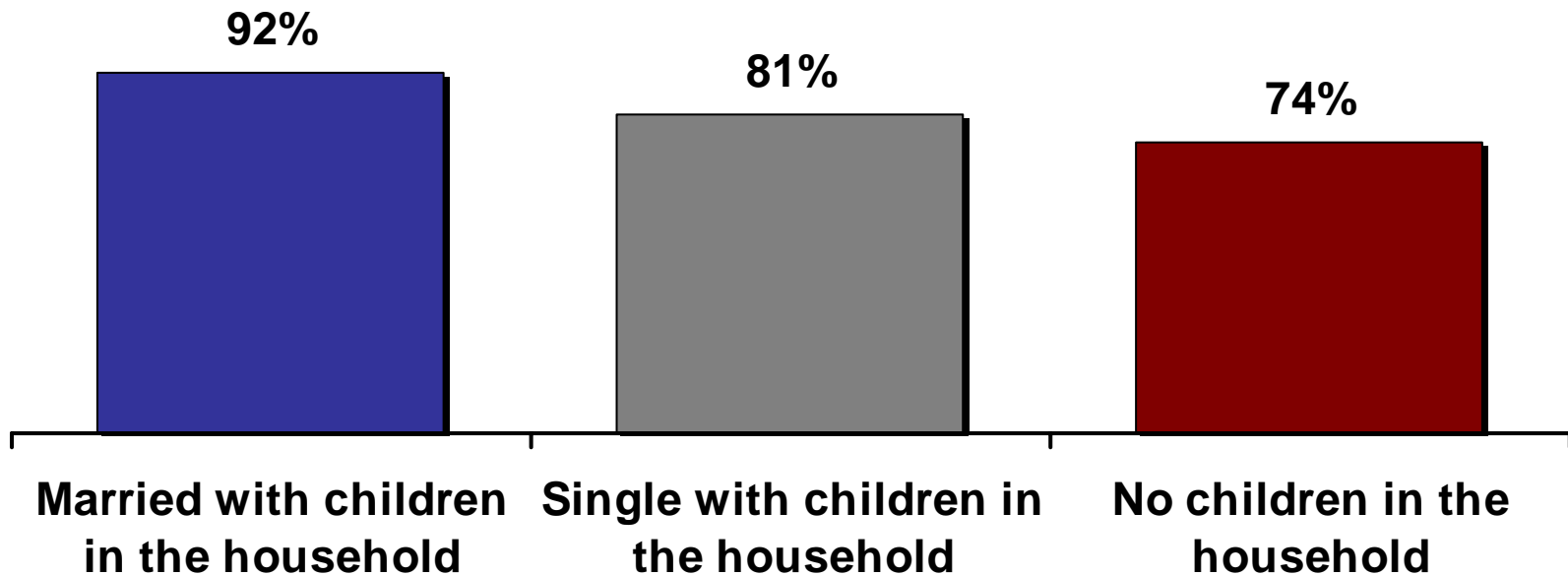
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Tennessee Residents Who Access the Internet from Home or Some Other Place

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



Statewide Average: 75% of Tennessee residents access the Internet from home or someplace else.

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

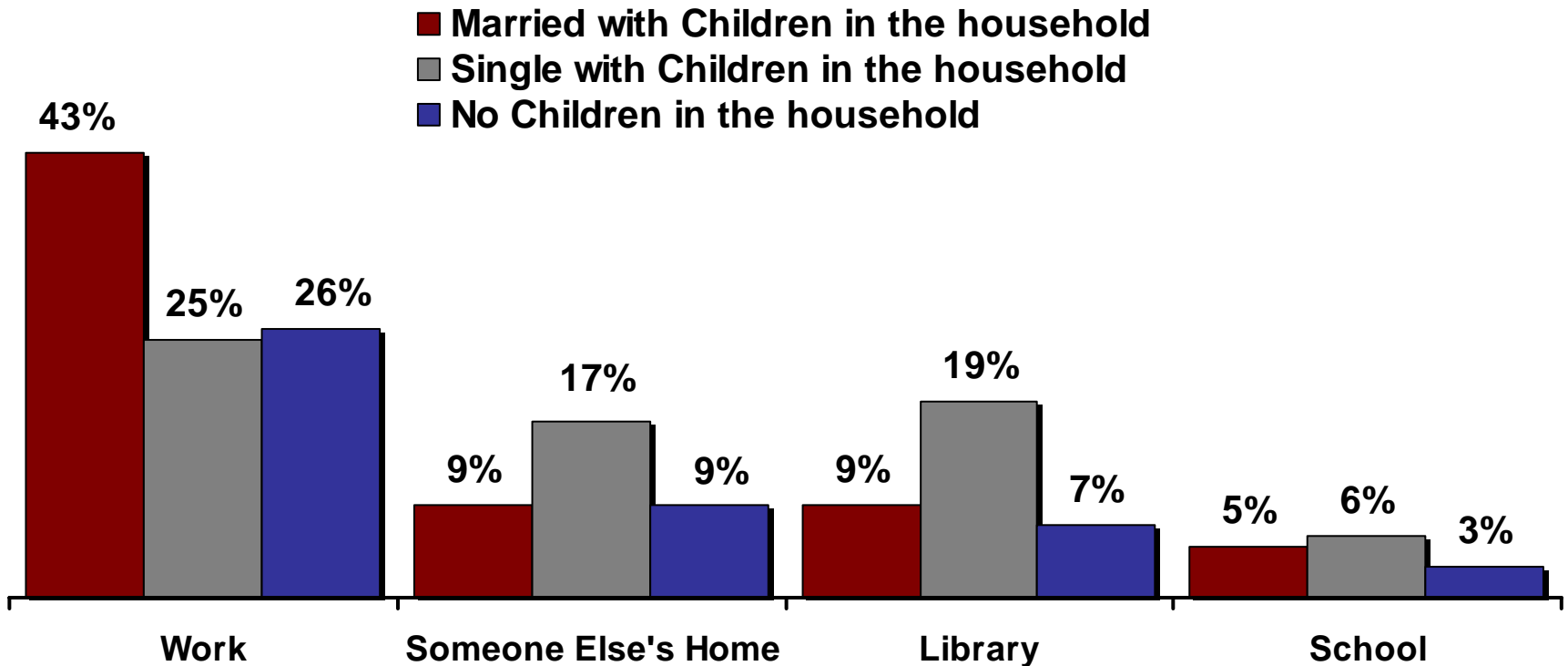
(n = 9,513 TN residents)

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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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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Ten Internet Applications

Married with Children in the household

1. Sending e-mail
2. Using a search engine
3. Researching products
4. Purchasing products
5. Researching/booking travel
6. Sending or receiving photos
7. Searching for health or medical information
8. Reading news online
9. Online Banking
10. Searching for community event information

Single with Children in the household

1. Sending e-mail
2. Using a search engine
3. Researching products
4. Sending or receiving photos
5. Purchasing products
6. Searching for health or medical information
7. Reading news online
8. Research for schoolwork
9. Sending Instant Messages
10. Researching or booking travel

No Children in the household

1. Sending e-mail
2. Using a search engine
3. Researching products
4. Purchasing products
5. Searching for health or medical information
6. Reading news online
6. Researching/booking travel
7. Sending or receiving photos
9. Searching for community event information
10. Online Banking

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

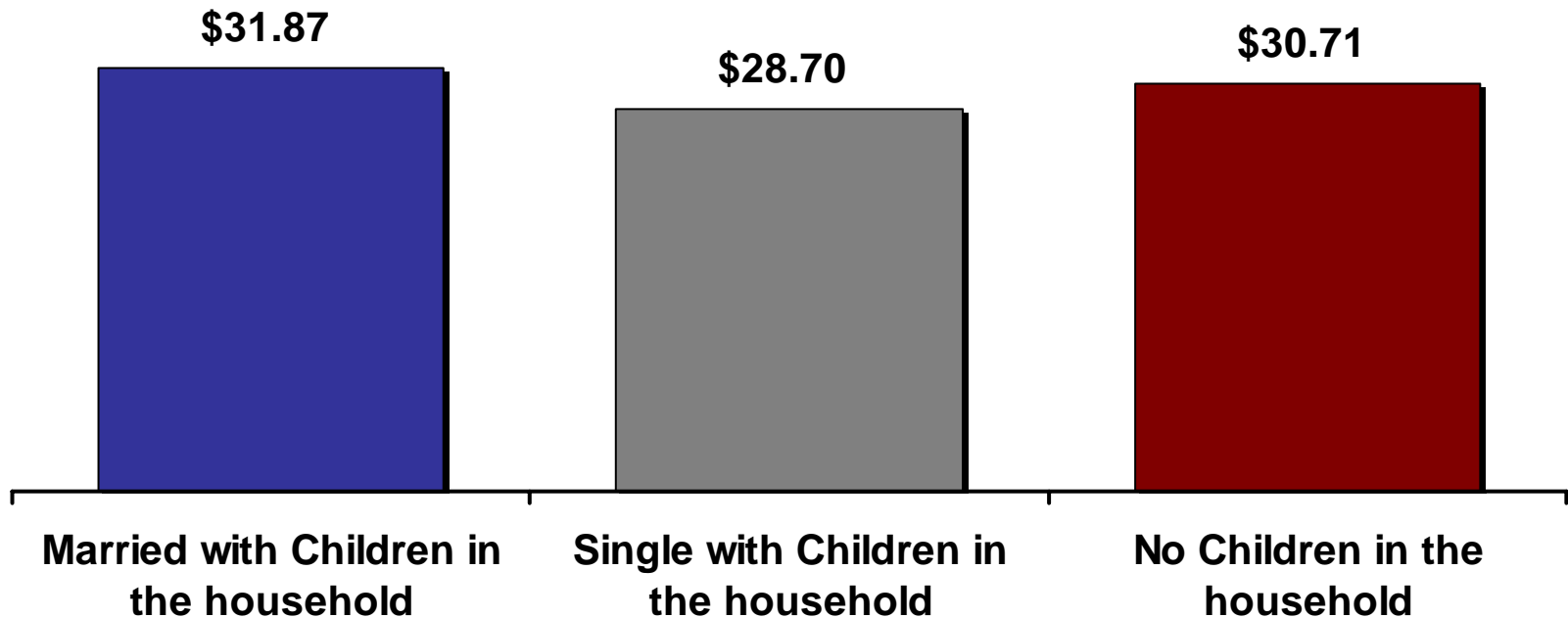
(n = 7,167 TN residents with Internet service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

How Much Tennessee Residents Pay for their Internet Service

Average monthly price Tennessee residents pay 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?

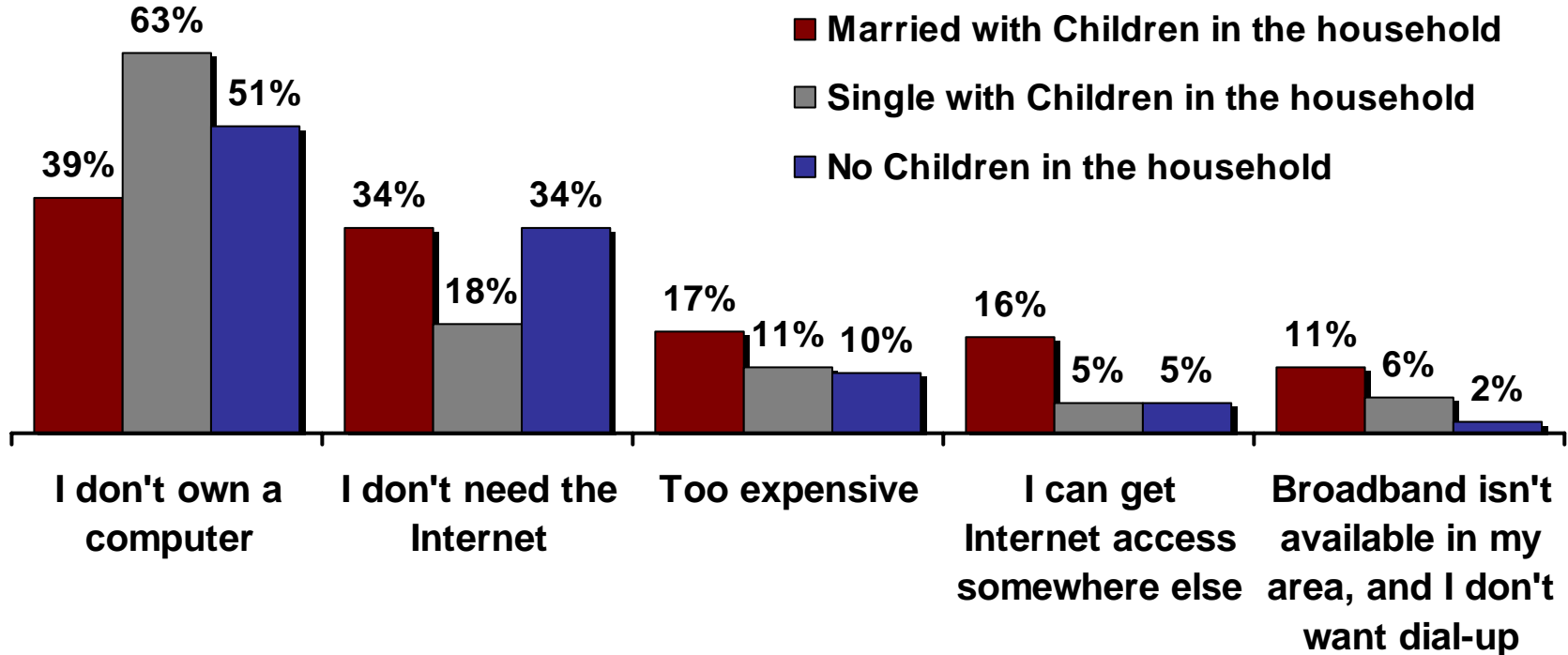
(n = 6,191 TN residents with Internet service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Internet Adoption

Percent of Tennessee residents who do not have an Internet connection at home for the following reasons:



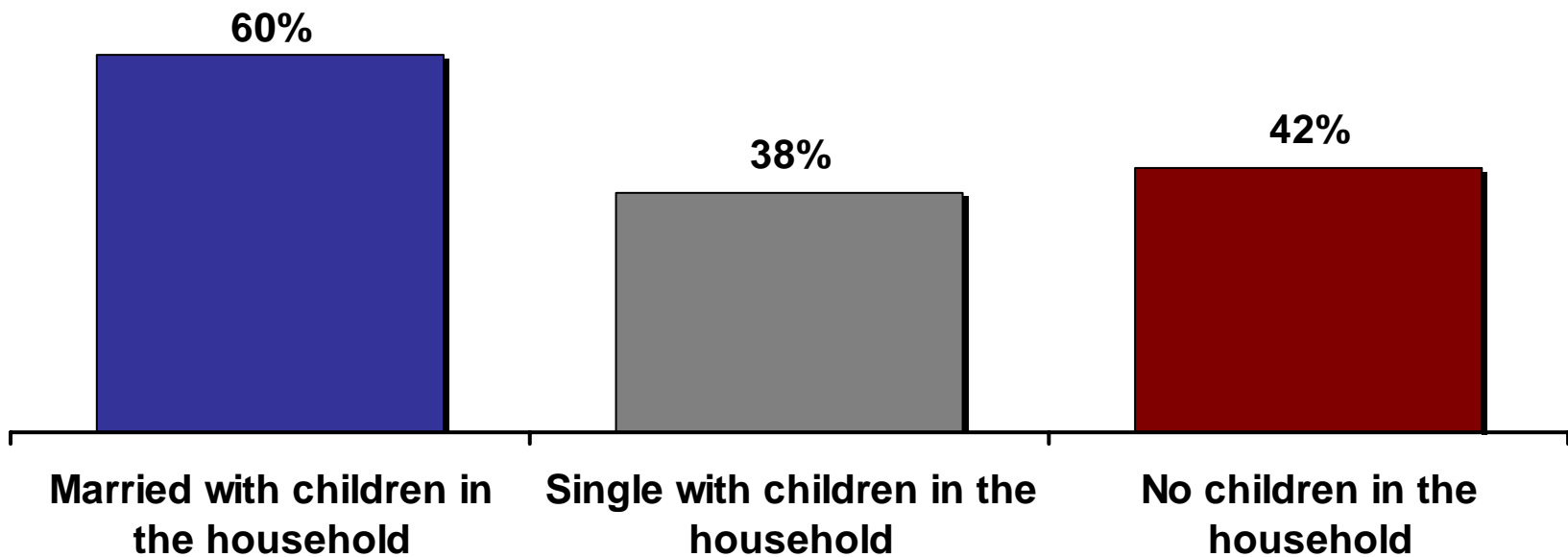
Q: Why don't you subscribe to the Internet at home?
(n = 3,237 TN residents without Internet service at home)
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Source: 2007 Connected Tennessee Residential Technology Assessment



Tennessee Residents That Have Broadband in their Household

Percent of Tennessee residents who have a broadband connection at home:



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

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

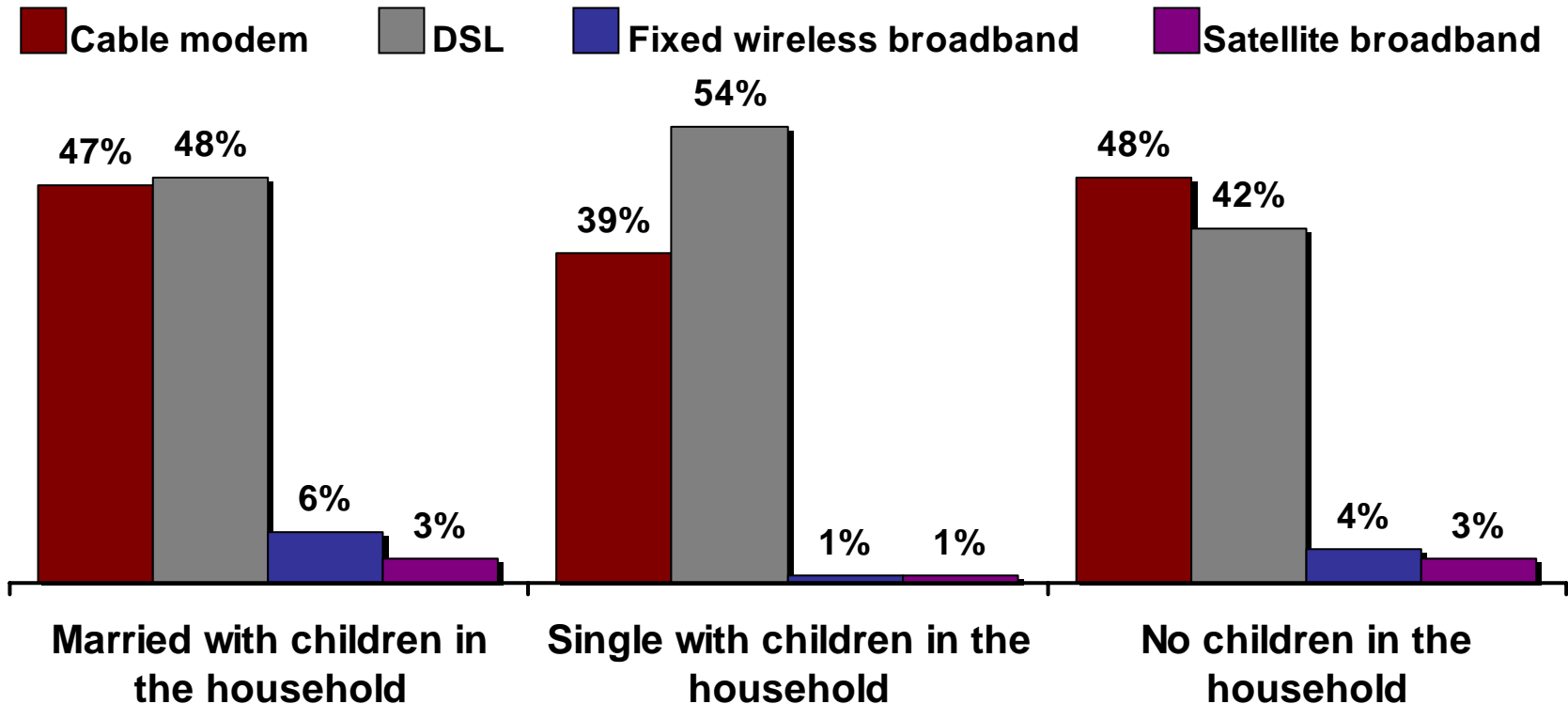
(n = 9,513 TN residents)

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Top Methods of Broadband Access

Percent of Tennessee residents with a broadband connection at home:



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

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

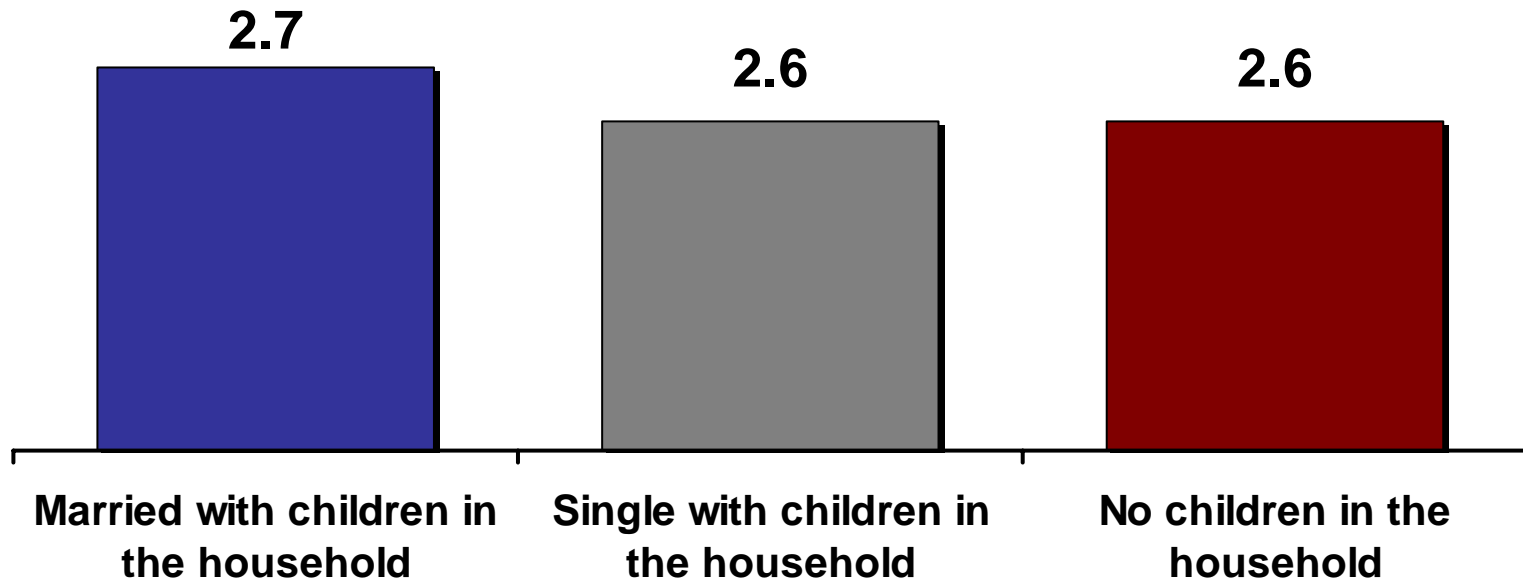
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Source: 2007 Connected Tennessee Residential Technology Assessment



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?*

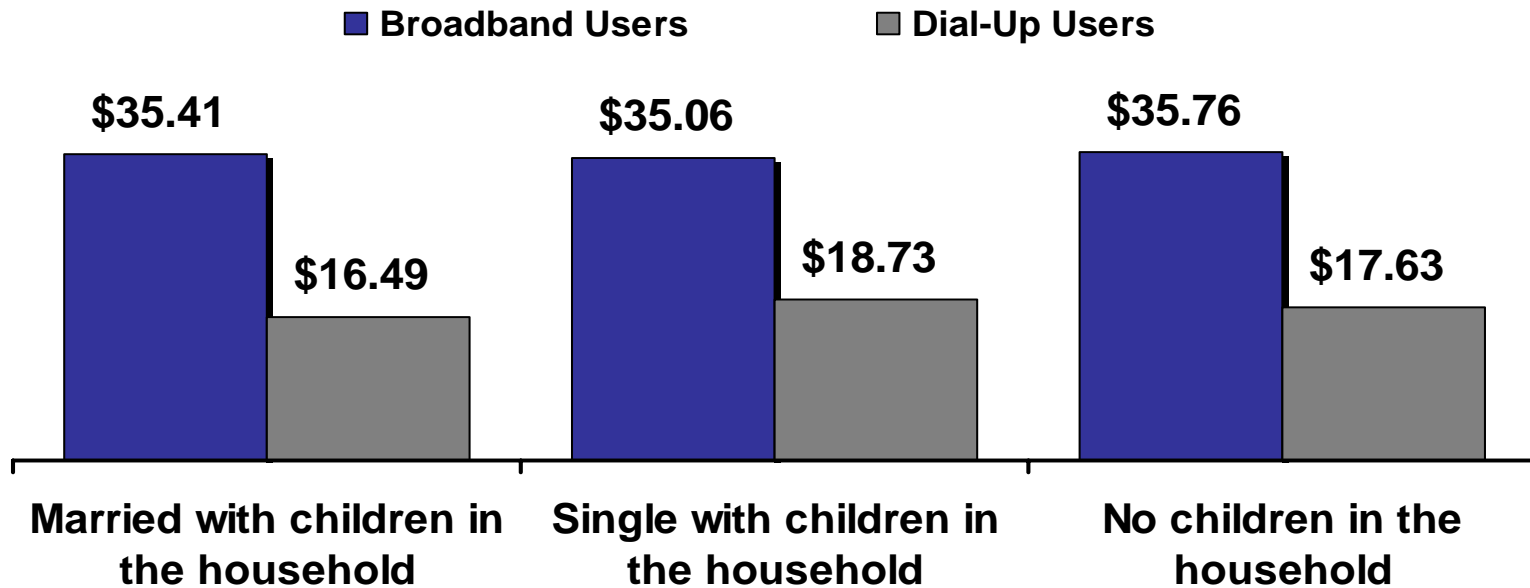
(n = 4,053 TN residents with broadband service at home)

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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?

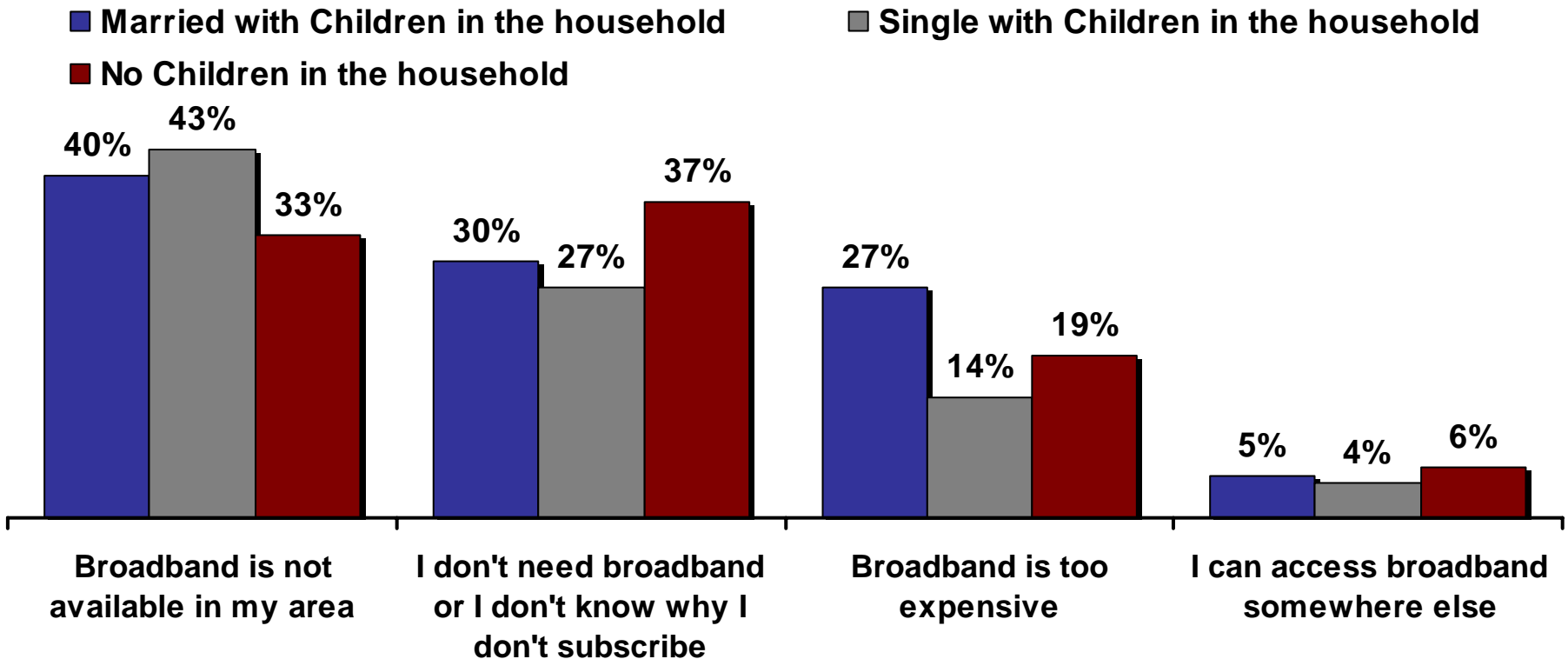
(n = 4,053 TN residents with broadband service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Barriers to Broadband Adoption

Percent of Tennessee residents using dial-up service at home:



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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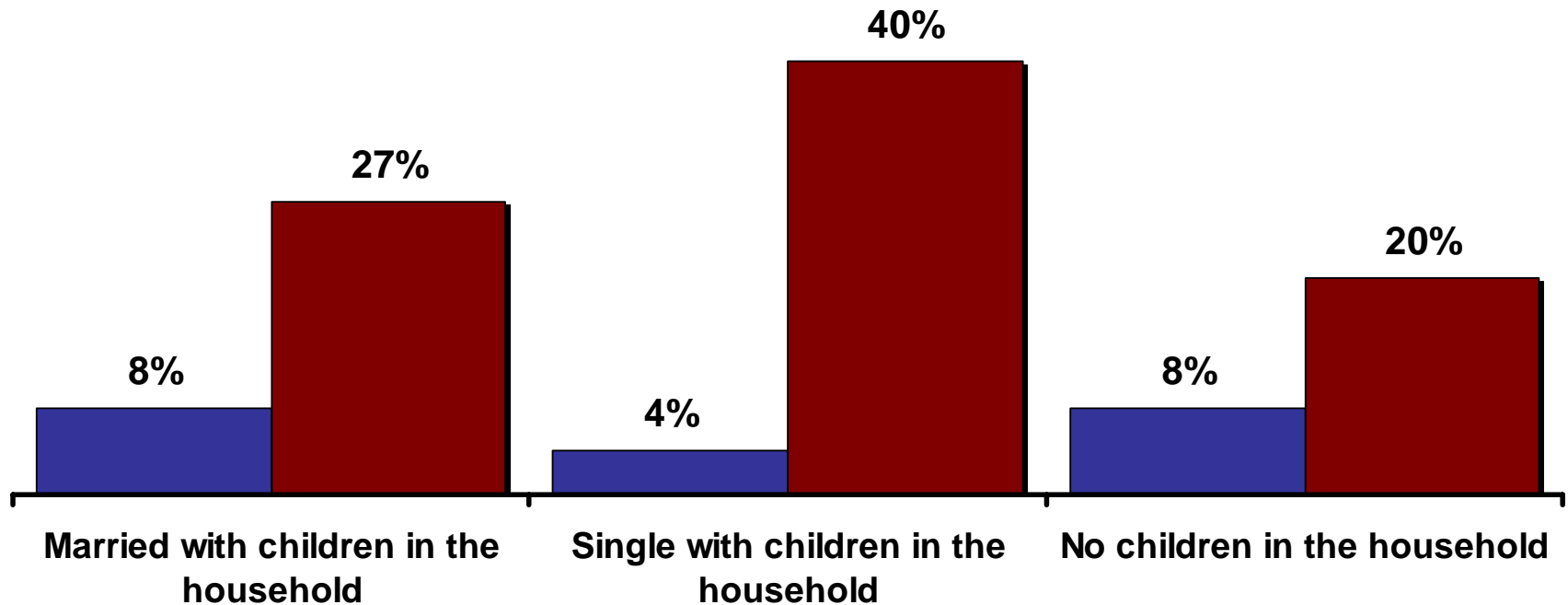
Source: 2007 Connected Tennessee Residential Technology Assessment

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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