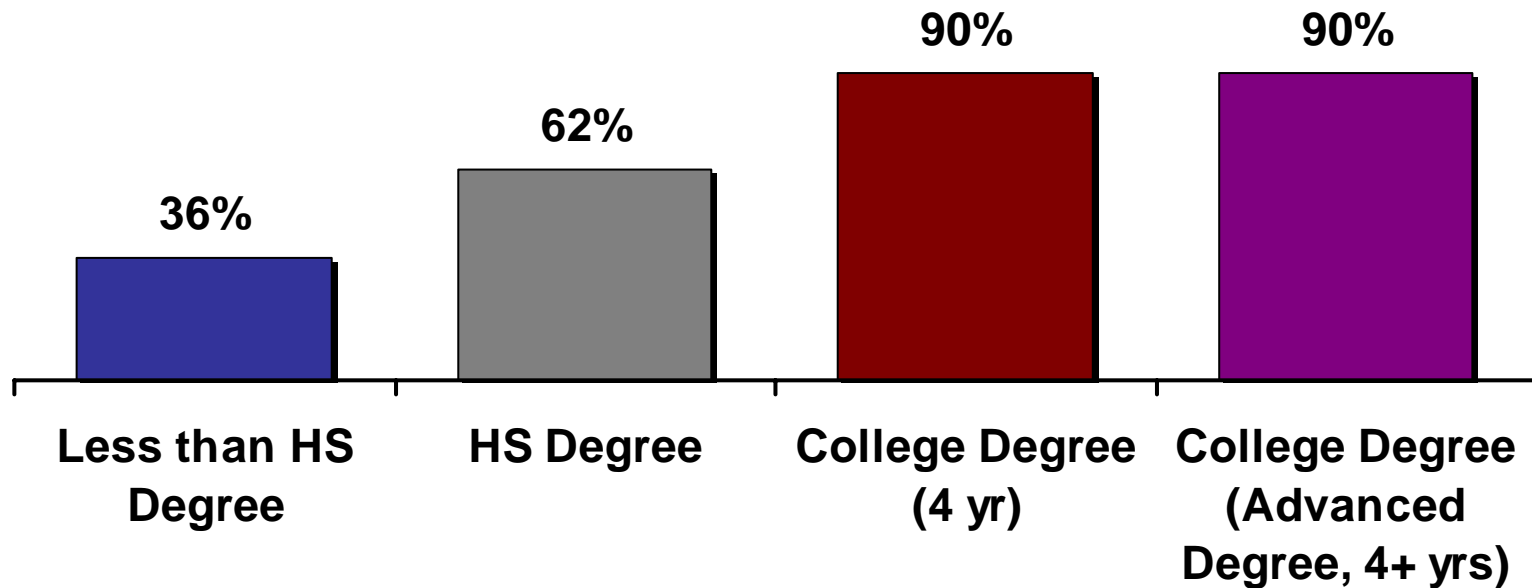




Residential Technology Assessment by Educational Attainment

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?

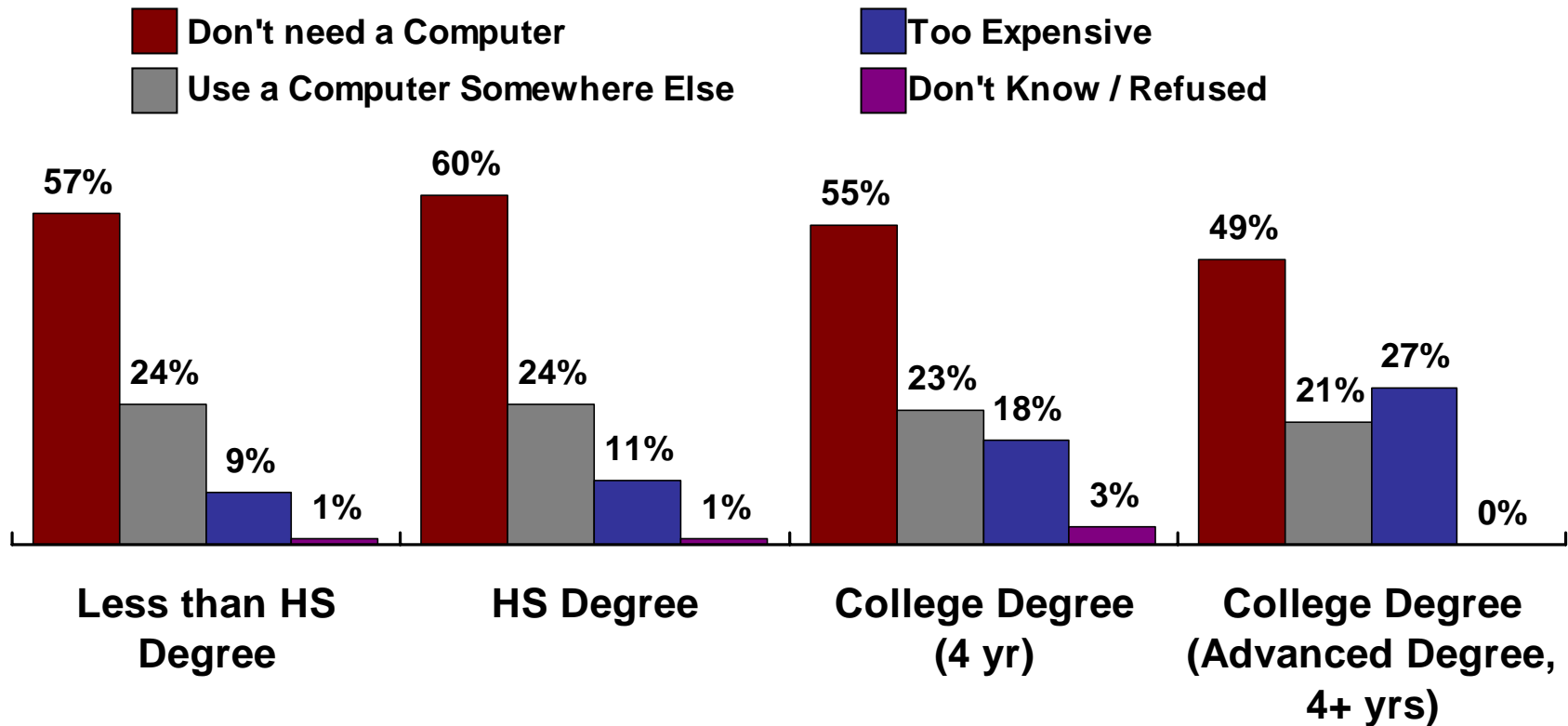
(n = 9,513 TN residents)

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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)

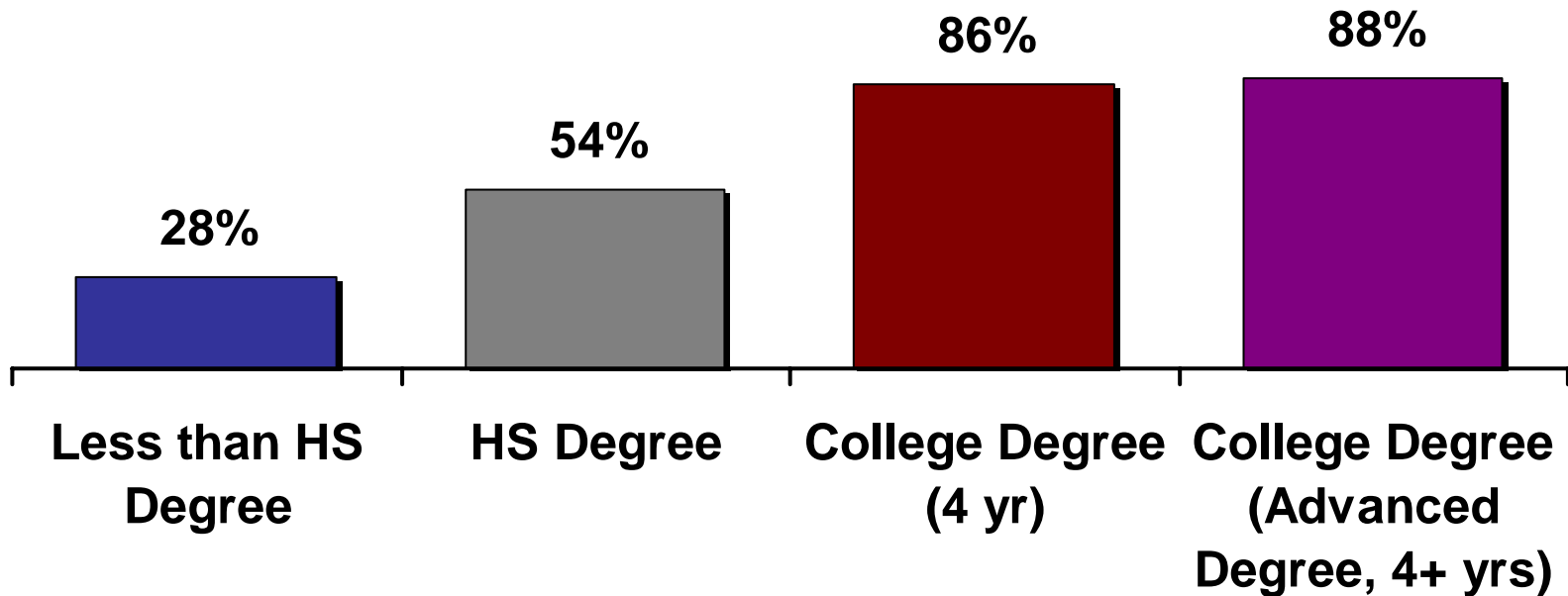
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Tennessee Residents with an Internet Connection at Home

Percent of Tennessee residents who have an Internet connection at 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)

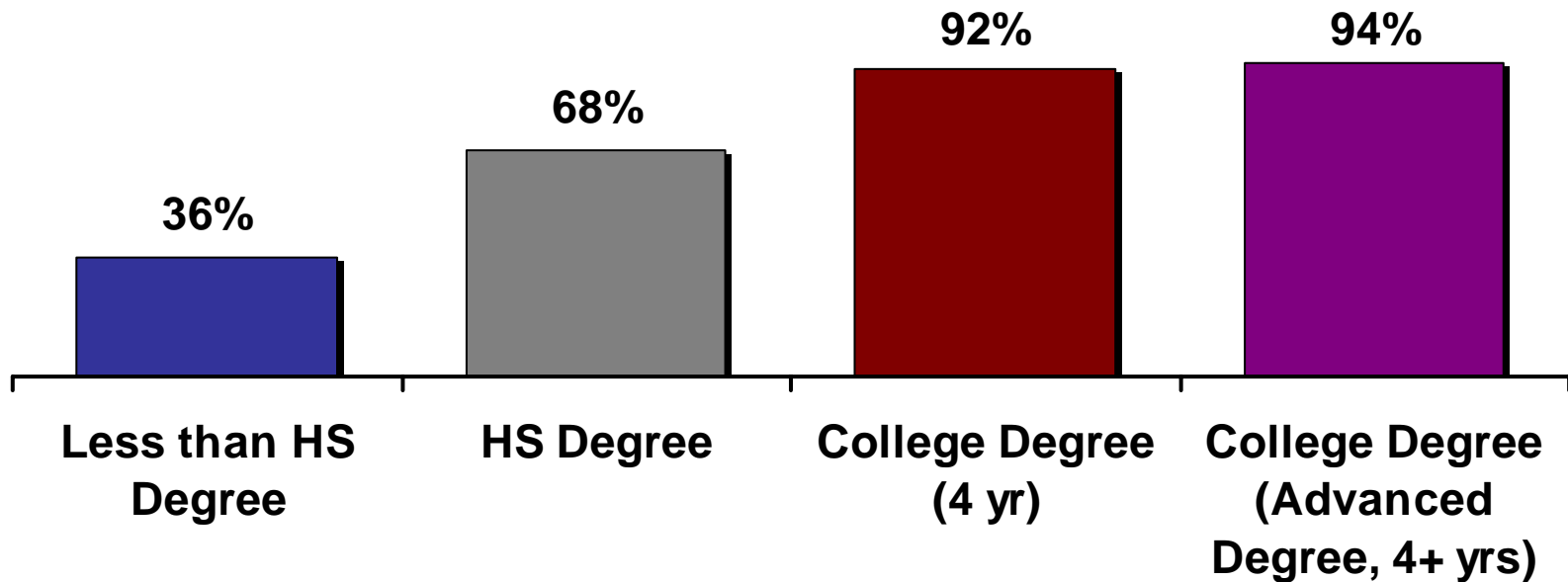
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Source: 2007 Connected Tennessee Residential Technology Assessment



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 accessing Internet from home or someplace else.

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

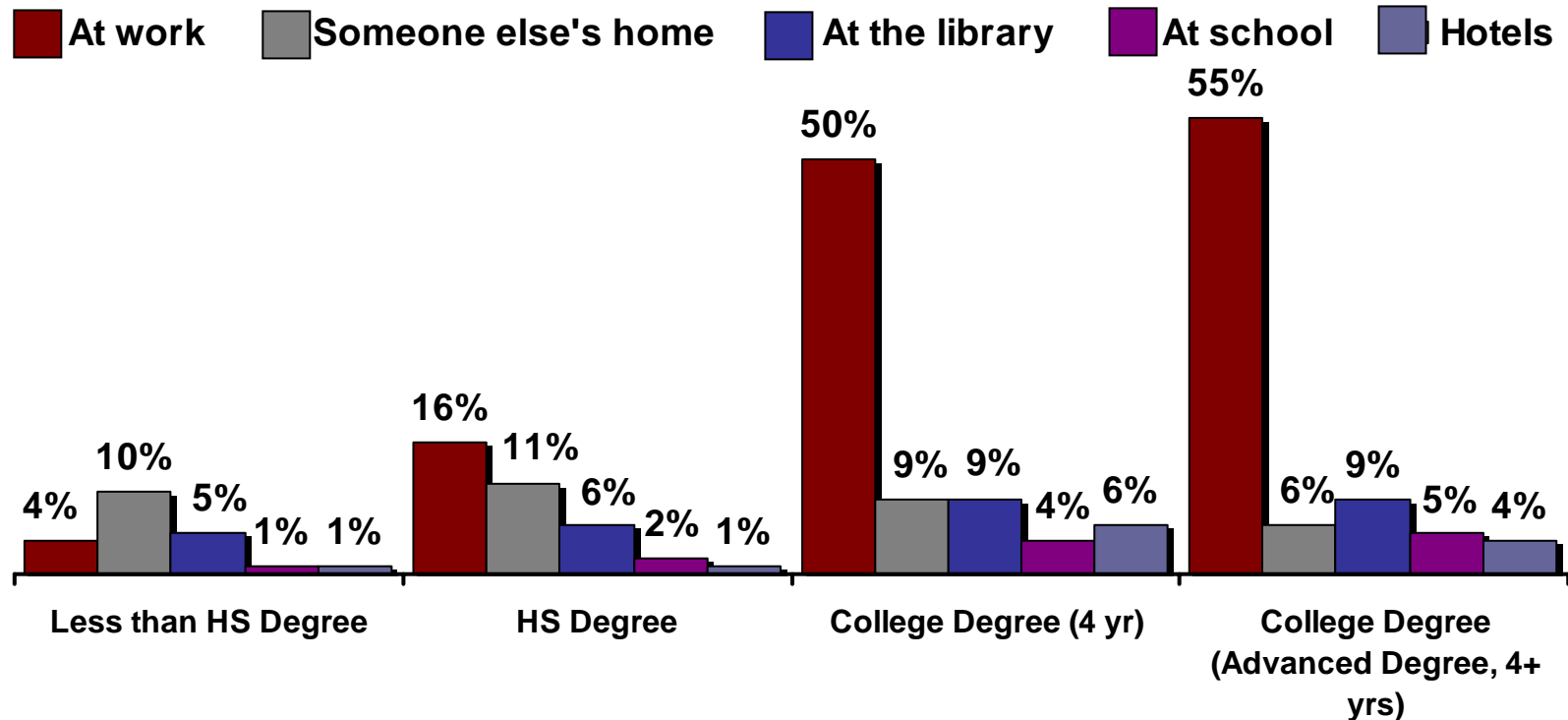
(n = 9,513 TN residents)

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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

No H.S. Diploma

1. Sending e-mail
2. Purchasing a product online
3. Using a search engine
4. Researching a product online
5. Sending or receiving photos
6. Playing games online
7. Sending instant messages
8. Downloading music
9. Reading online newspapers or other news sources
10. Research for schoolwork

H.S. Diploma

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

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

Top Ten Internet Applications (continued)

College (4 Yrs)

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

College (Advanced Deg.)

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

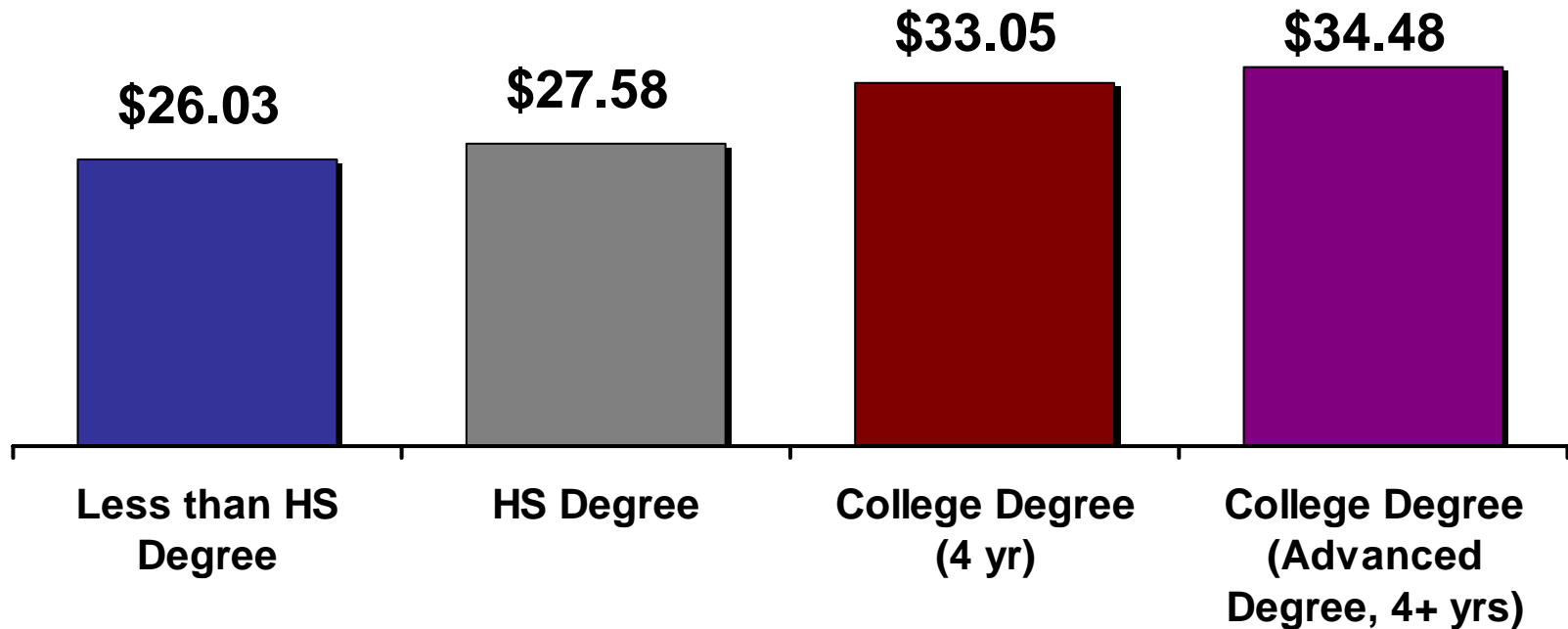
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How Much Tennessee Residents Pay for their Internet Service

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?*

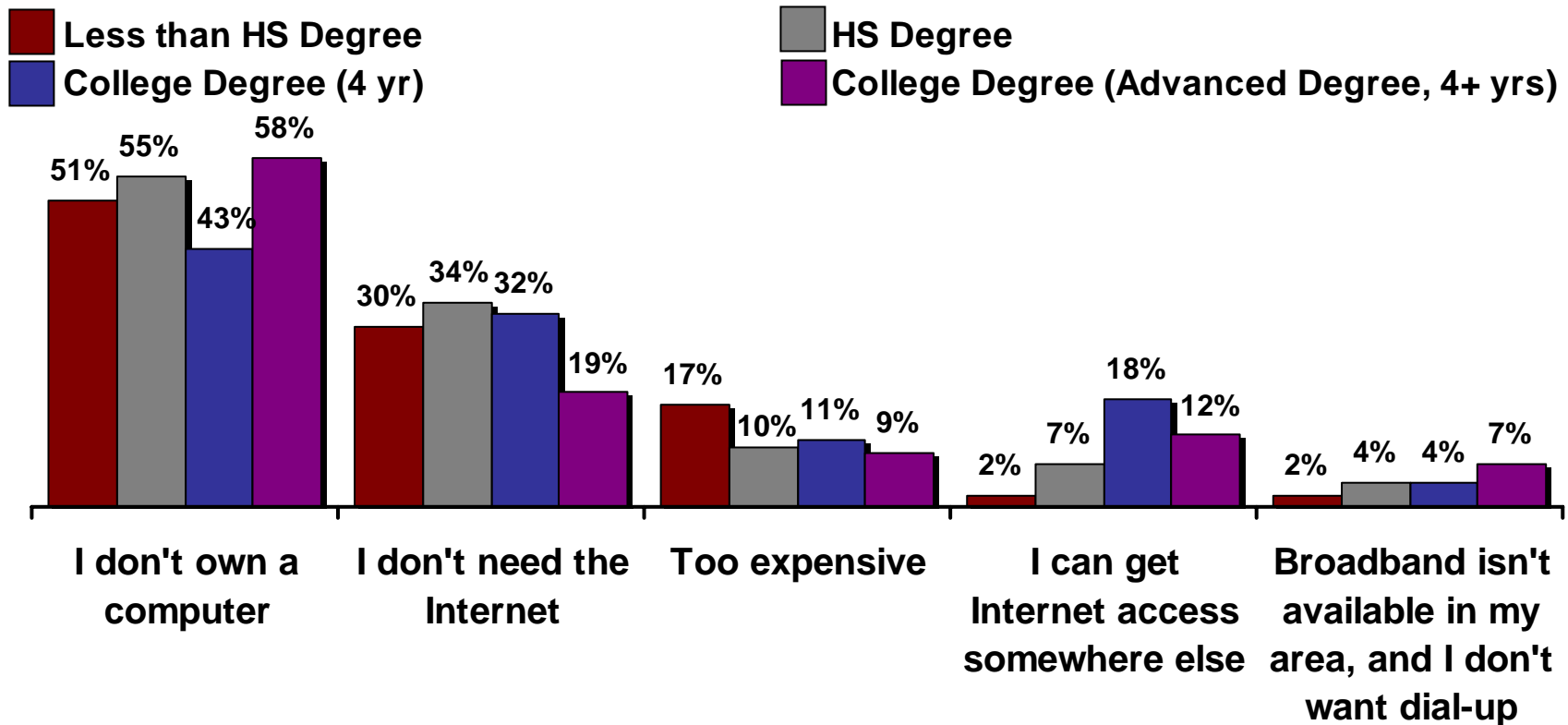
(n = 6,191 TN residents with Internet service at home)

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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)

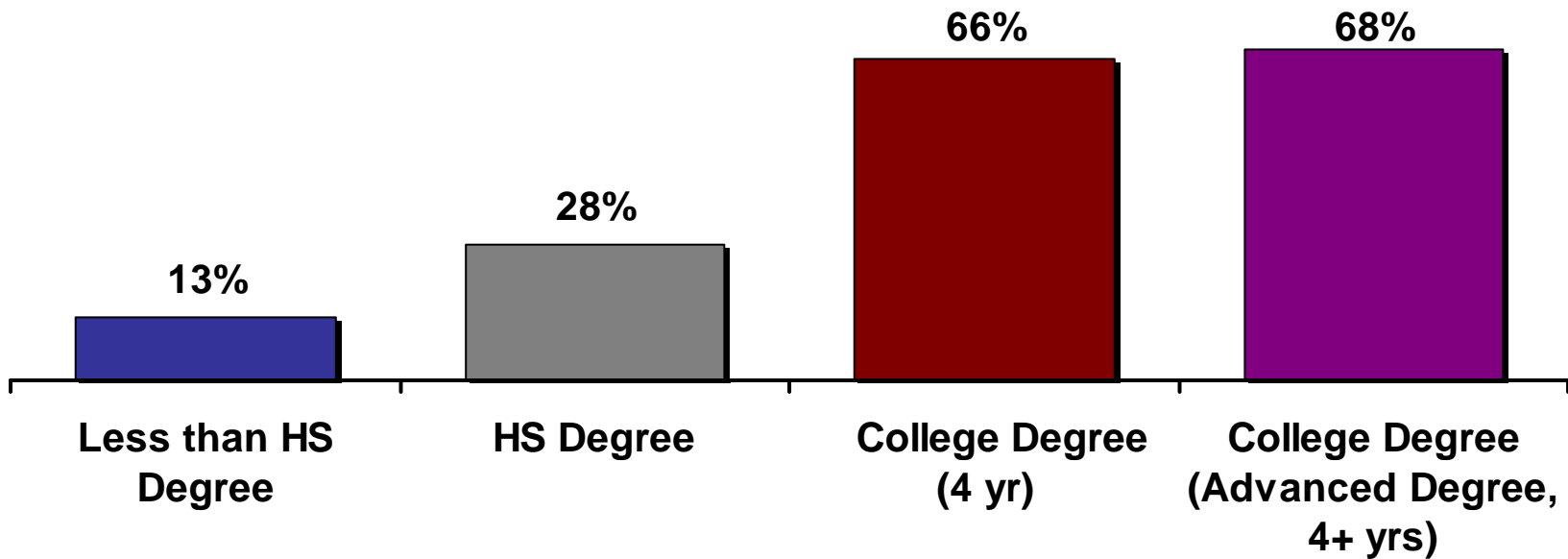
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Tennessee Residents That Have Broadband in their Household

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



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

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

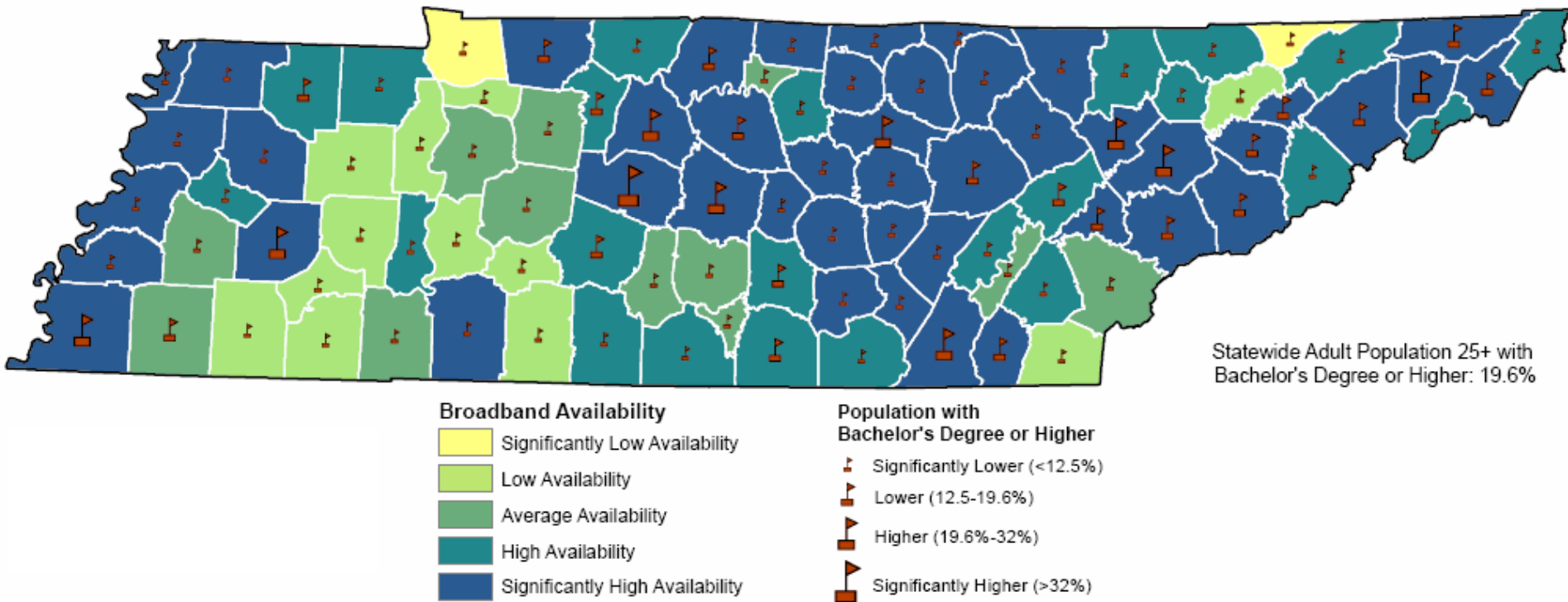
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Broadband Availability vs. Educational Attainment by County

BROADBAND AVAILABILITY VS. EDUCATIONAL ATTAINMENT



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

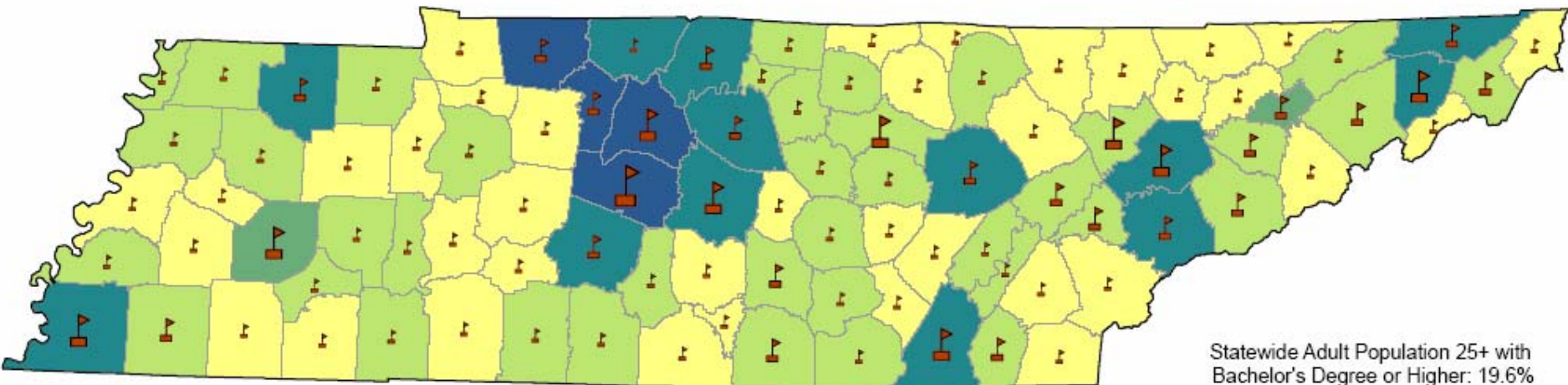
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Broadband Adoption vs. Educational Attainment by County

BROADBAND ADOPTION VS. EDUCATIONAL ATTAINMENT

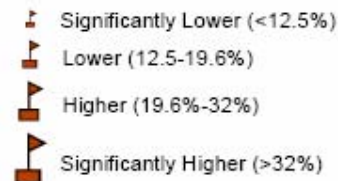


Statewide Adult Population 25+ with Bachelor's Degree or Higher: 19.6%

Broadband Adoption



Population with Bachelor's Degree or Higher



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

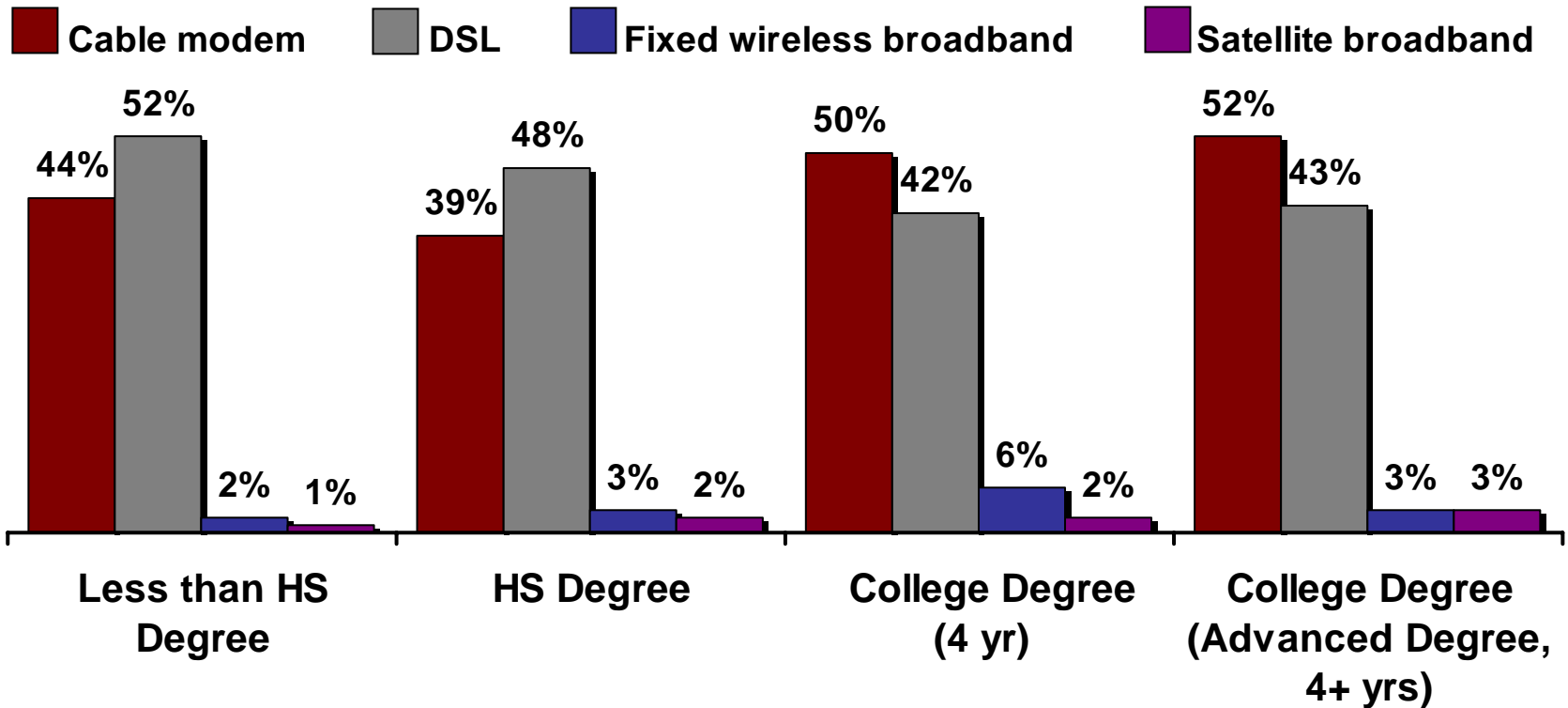
(n = 9,513 TN residents)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Methods of Broadband Access

Percent of Tennessee residents 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)

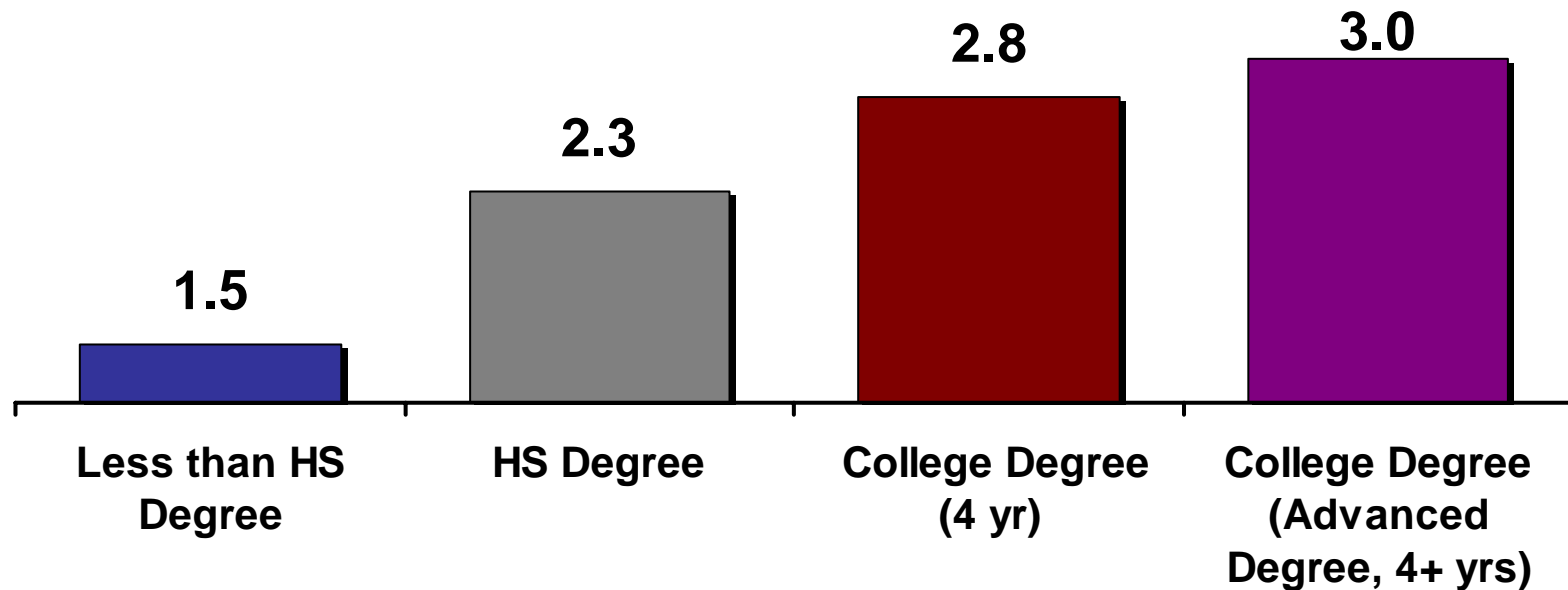
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Source: 2007 Connected Tennessee Residential Technology Assessment



How Long Tennessee Residents Have Had Broadband in their Household

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



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

Q: When did you subscribe to broadband service?

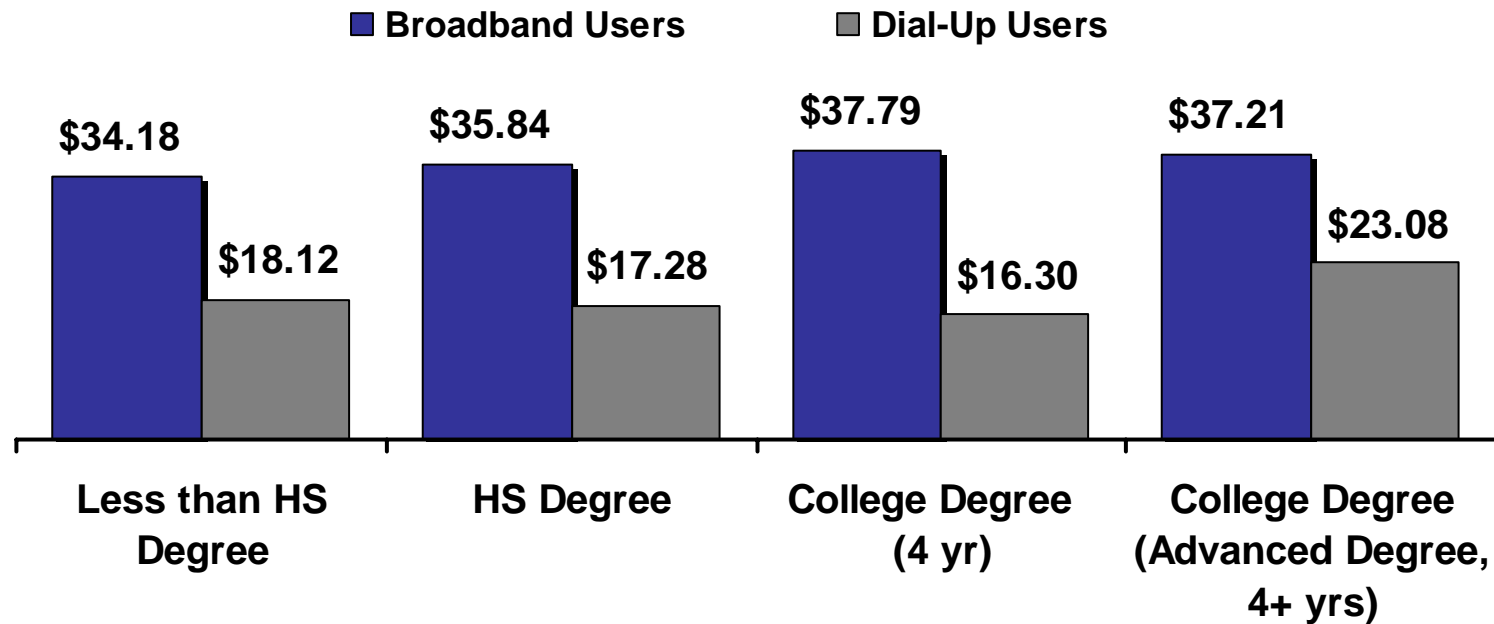
(n = 4,053 TN residents with broadband service at home)

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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 from 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?

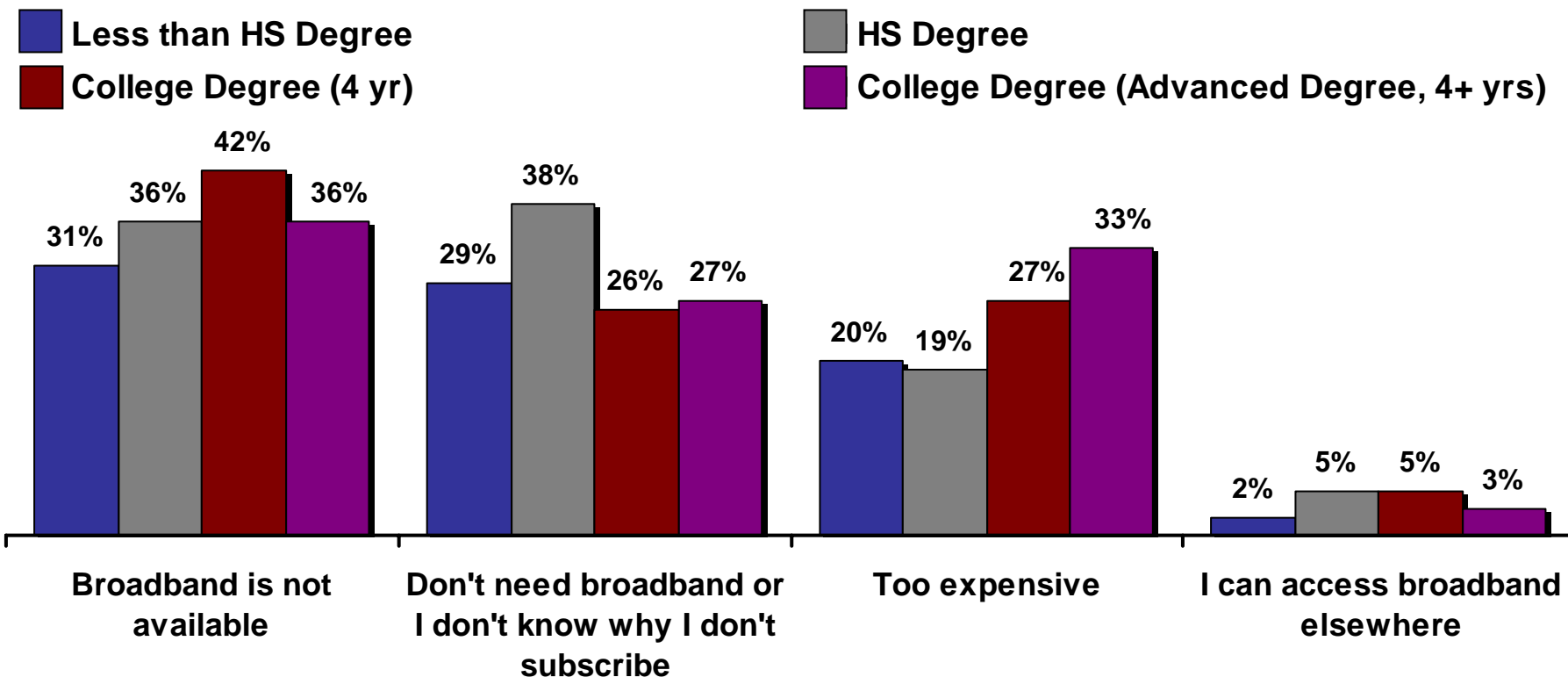
(n = 4,053 TN residents with broadband service at home)

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Source: 2007 Connected Tennessee Residential Technology Assessment

Top Barriers to Broadband Adoption

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



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

(n = 1,787 TN residents who rely on dial-up for Internet service at home)

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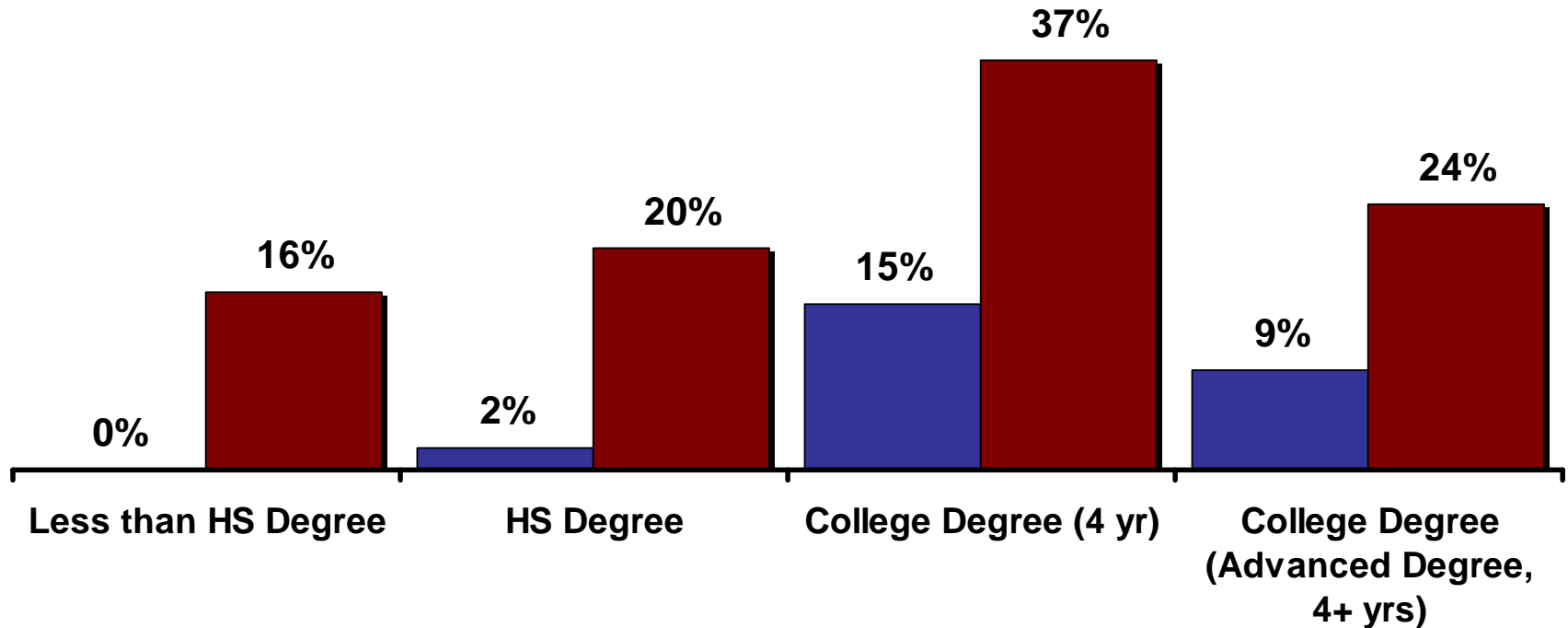
Source: 2007 Connected Tennessee Residential Technology Assessment

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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