



# Broadband Adoption and Usage

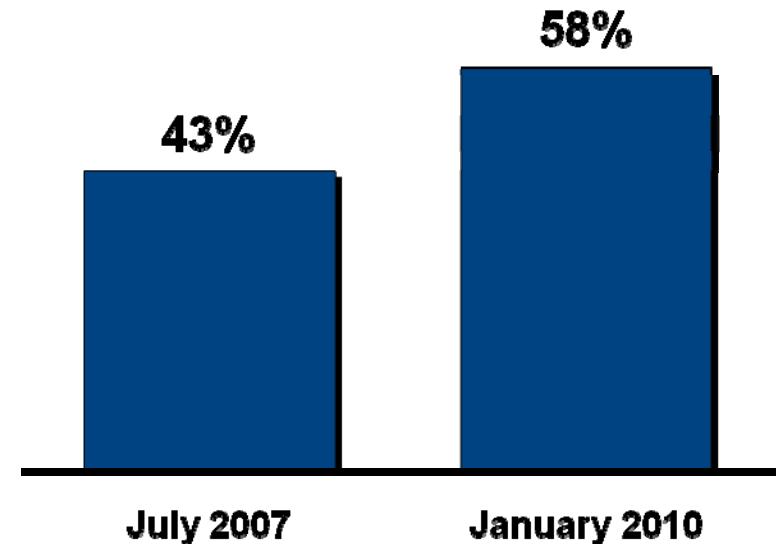


# Tennessee Residents That Have Broadband Service at Home

Percent of all Tennessee residents with broadband service at home

**More than one-half (58%) of all Tennessee adults have broadband service at home, which translates into more than 2.7 million Tennessee adults.**

**Since July 2007, Tennessee has experienced a 35% increase in broadband adoption.**



Q: Which of the following describe the type of Internet service you have at home?  
(n=9,513 residents in 2007 and n=1,213 TN residents in 2010)

Source: July 2007 and January 2010  
Connected Tennessee® Residential Technology Assessments  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

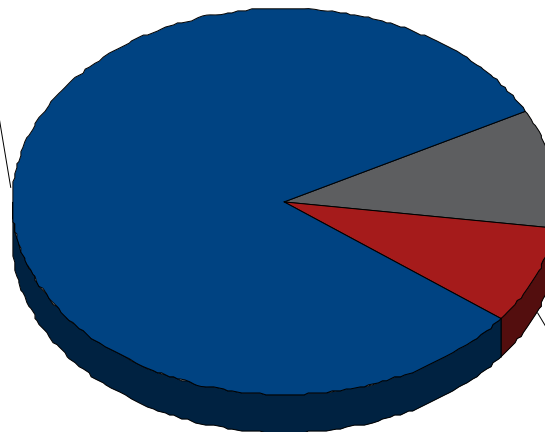


# Perceptions of Broadband Availability in Tennessee

## Awareness of broadband availability among Tennessee residents

**Statewide, 8% of Tennessee adults report that broadband service is not available where they live. This compares to Connected Tennessee's provider-validated Broadband Service Inventory, which reports that 7.8% of Tennessee households do not have broadband access.**

Have broadband service, or say broadband is available where they live  
**82%**



Don't know if broadband is available where they live  
**10%**

Say broadband is not available where they live  
**8%**

Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?  
(n=1,213 TN residents)

Source: January 2010 Connected Tennessee® Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

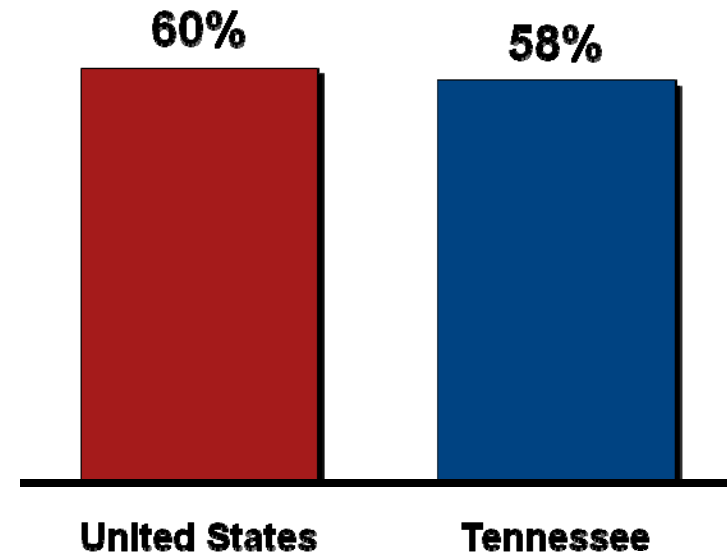


# Residents That Have Broadband Service at Home

**More than one-half (58%) of all Tennessee adults have broadband service at home, which translates into more than 2.7 million Tennessee adults.**

**By comparison, a recent national survey indicated that 60% of all American households subscribe to home broadband service.\***

**Percent of all residents with broadband service at home**



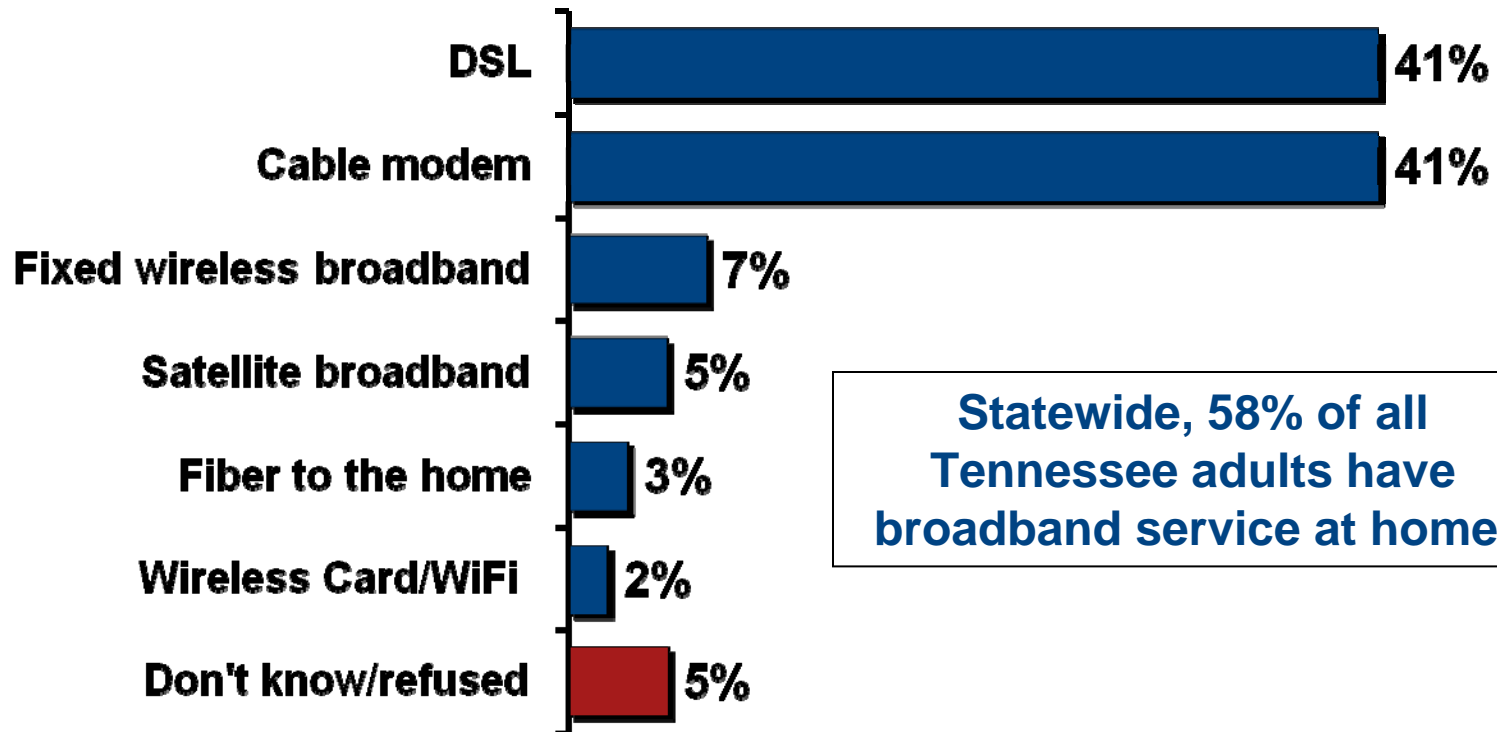
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,213 TN residents in 2010)

\*Source: Pew Internet and American Life Project, "Internet, Broadband, and Cell Phone Statistics," released Jan 5, 2010.  
Tennessee Source: January 2010  
Connected Tennessee® Residential Technology Assessments  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Types of Broadband Service That Tennessee Residents Use

Percent of all Tennessee broadband subscribers\*



Statewide, 58% of all Tennessee adults have broadband service at home.

Q: Which of the following describes the broadband service you have at home?  
(n=690 TN residents with home broadband service)

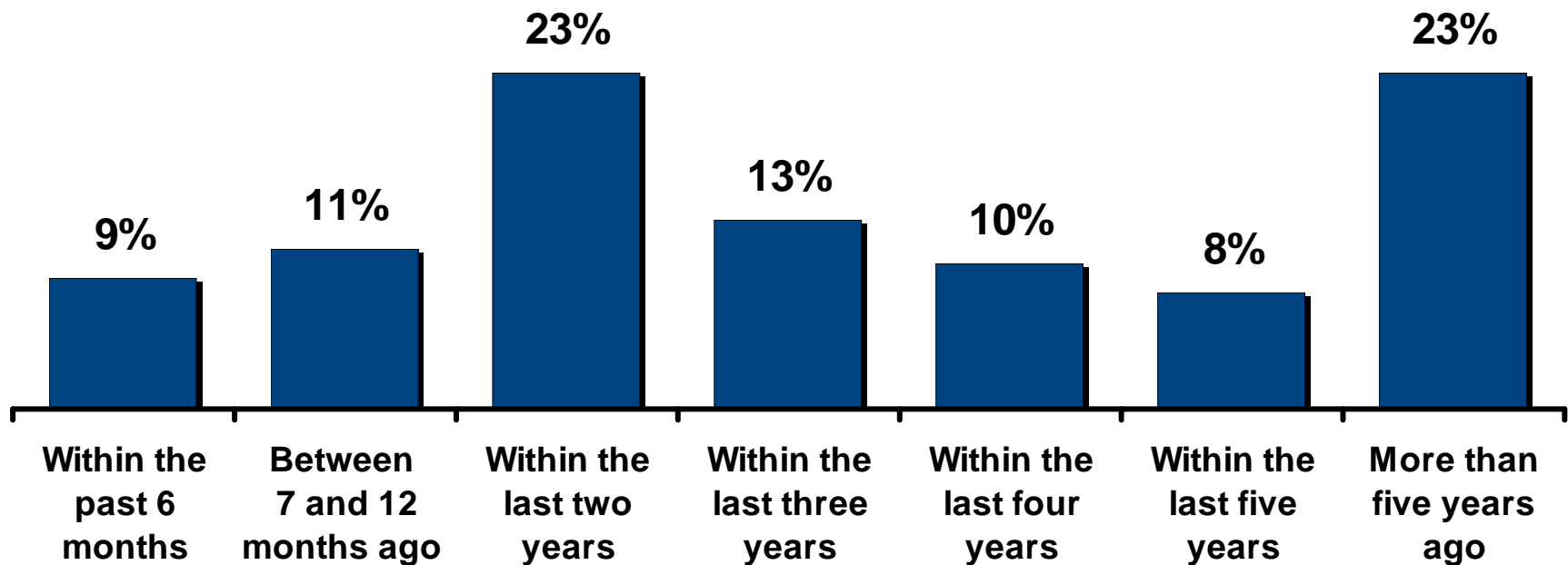
\*Percentages do not add up to 100% because individuals could give multiple responses.

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# When Tennessee Residents First Subscribed to Broadband

## When Tennessee broadband users began subscribing



**More than two out of five home broadband users (43%) subscribed in the past two years.**

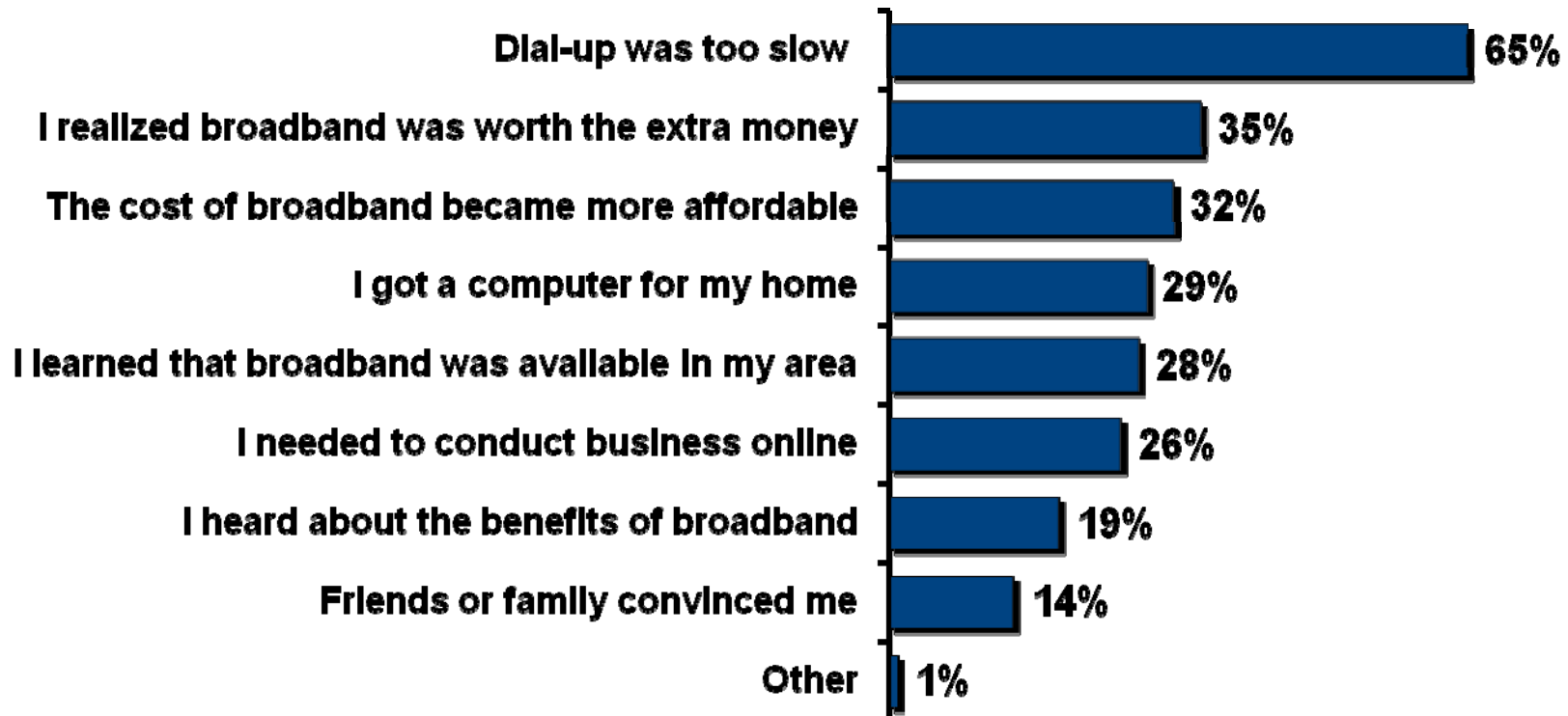
Q: When did you first begin subscribing to broadband service?  
(n=690 TN residents with home broadband service)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# 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=690 TN residents with home broadband service)

\*Percentages do not add up to 100% because individuals could give multiple responses.

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

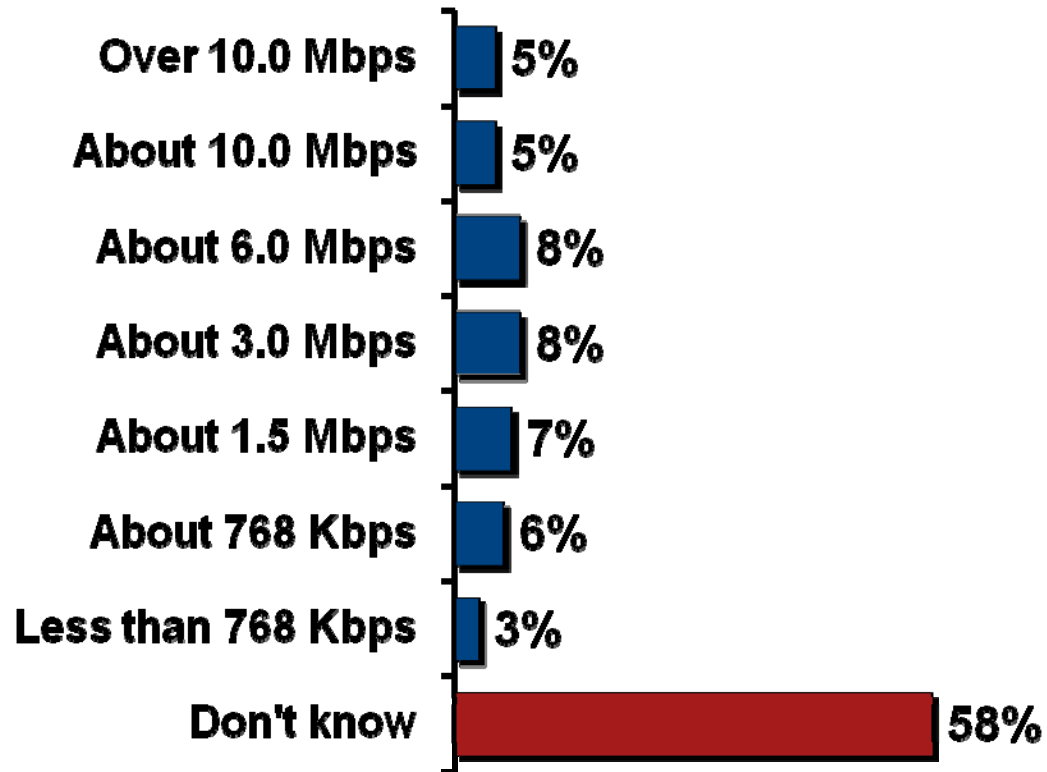


# Broadband Download Speeds

Download speeds  
among Tennessee broadband subscribers

**Broadband subscribers who know their download speeds reported an average speed of 4.9 Mbps.**

**Over one-half of Tennessee residents who subscribe to broadband do not know their current bandwidth.**



Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider?  
(n=690 TN residents with home broadband service)

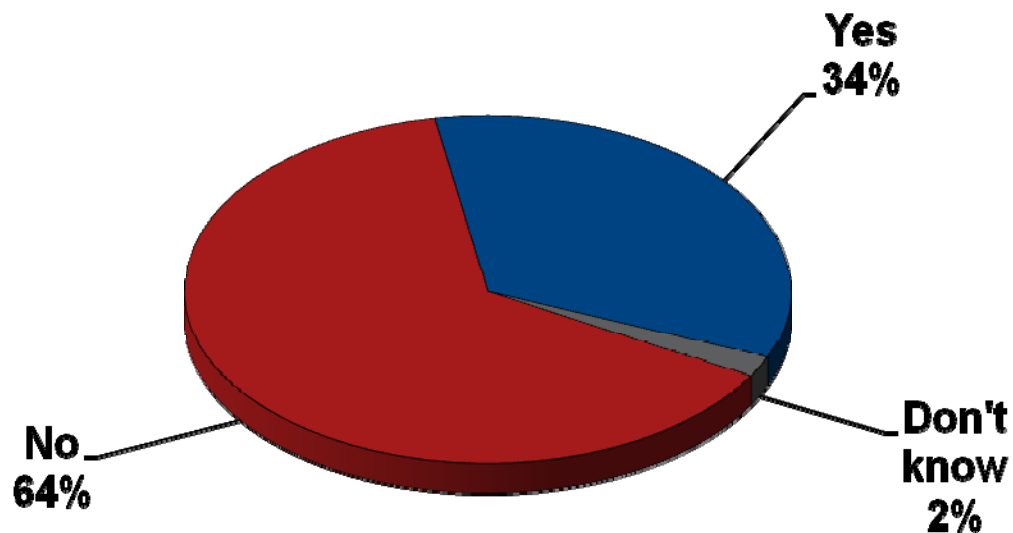
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Awareness of Faster Broadband Speeds

**Statewide, over one-third (34%) of broadband subscribers who know their current download speeds are aware of faster service available in their area. This indicates that they have the option to upgrade to faster speeds, but choose not to do so.**

**Tennessee broadband subscribers who are aware of faster speeds available where they live**



Q: Are you aware of any services available in your area that offer faster speeds than the service you have now?  
(n=290 TN broadband subscribers who know their current download speed)

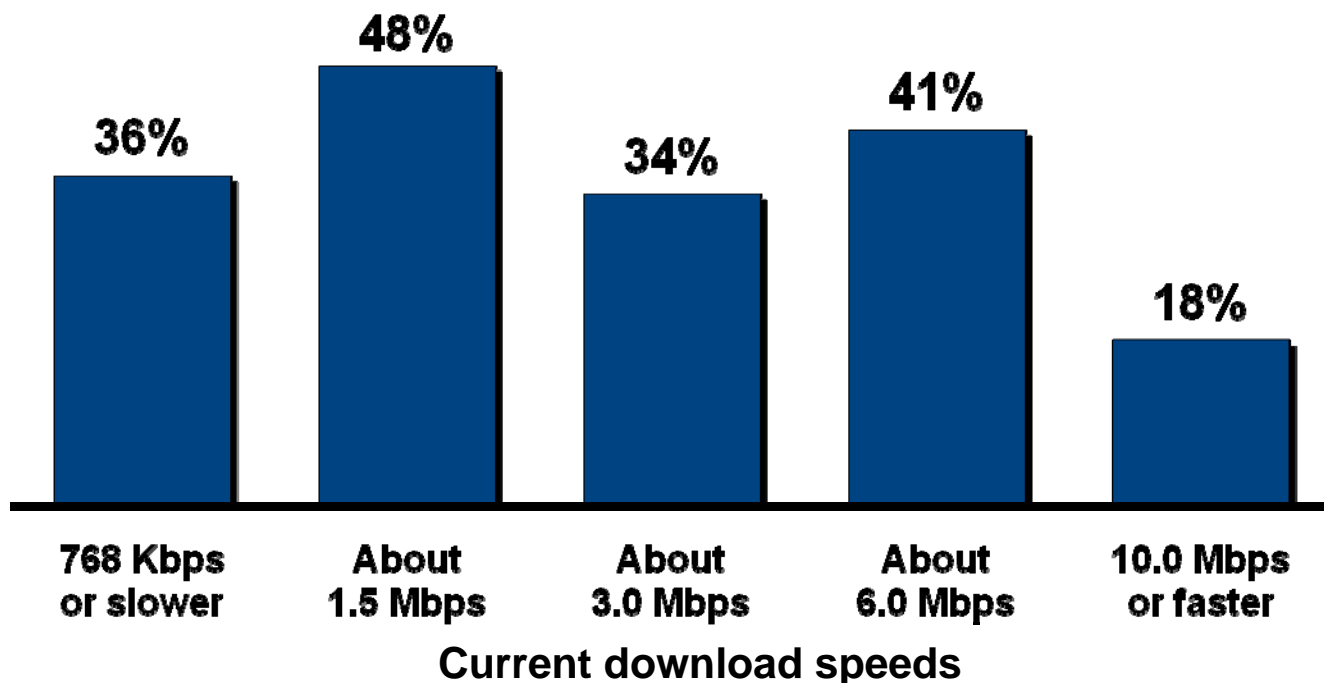
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Awareness of Faster Broadband Speeds by Subscriber's Broadband Speed

Tennessee broadband subscribers who are aware of faster speeds available in their area

Over one-quarter (28%) of broadband subscribers with download speeds of 6.0 Mbps or faster are aware of even faster speeds available in their area.



Q: Are you aware of any services available in your area that offer faster speeds than the service you have now?  
(n=290 TN broadband subscribers who know their current download speed)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Actual Broadband Speeds vs. Advertised Speeds

Among Tennessee residents with home broadband service

More than seven out of ten broadband subscribers (71%) say their download speed is the same or faster than what was advertised by their provider.

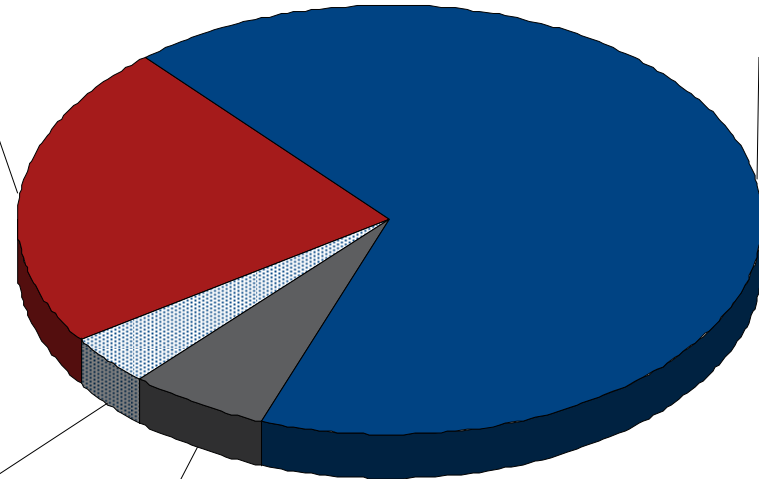
However, over one-fifth of broadband subscribers (23%, or approximately 624,000 adults) say that their download speeds are slower than advertised.

Download speeds are slower than advertised  
23%

Download speeds are faster than advertised  
4%

Don't know  
6%

Download speeds are about the same as advertised  
67%



Q: To what extent would you say the actual speeds you receive compare to the speeds advertised by the Internet provider you use? Would you say the actual speed you receive is usually...  
(n=690 TN residents with home broadband service)

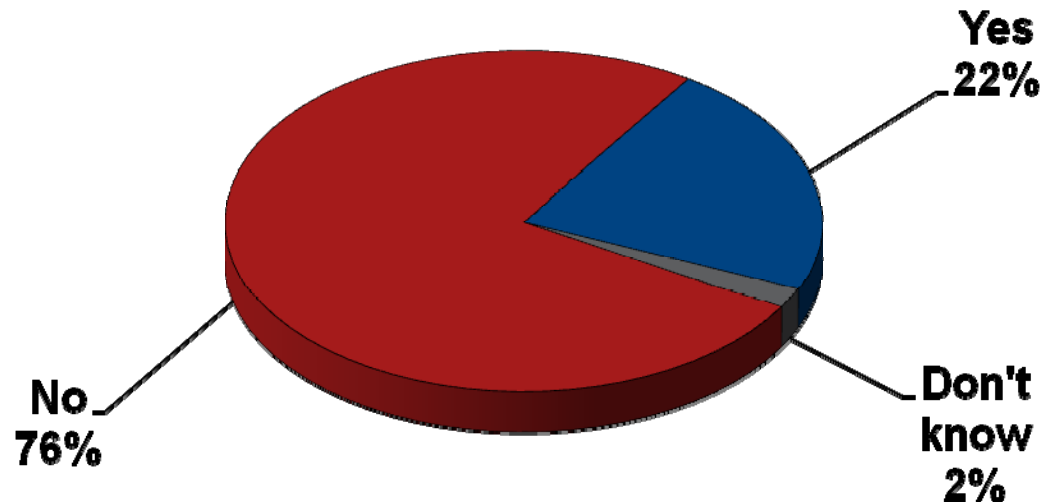
Source: January 2010 Connected Tennessee® Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Willingness to Pay More for Faster Broadband Speeds

**More than three out of four broadband subscribers (76%) say they are satisfied enough with their current broadband speeds that they would not pay an additional \$10 per month to double the speed of their connection.**

**Tennessee broadband subscribers who would pay \$10 more per month to double their broadband speeds**



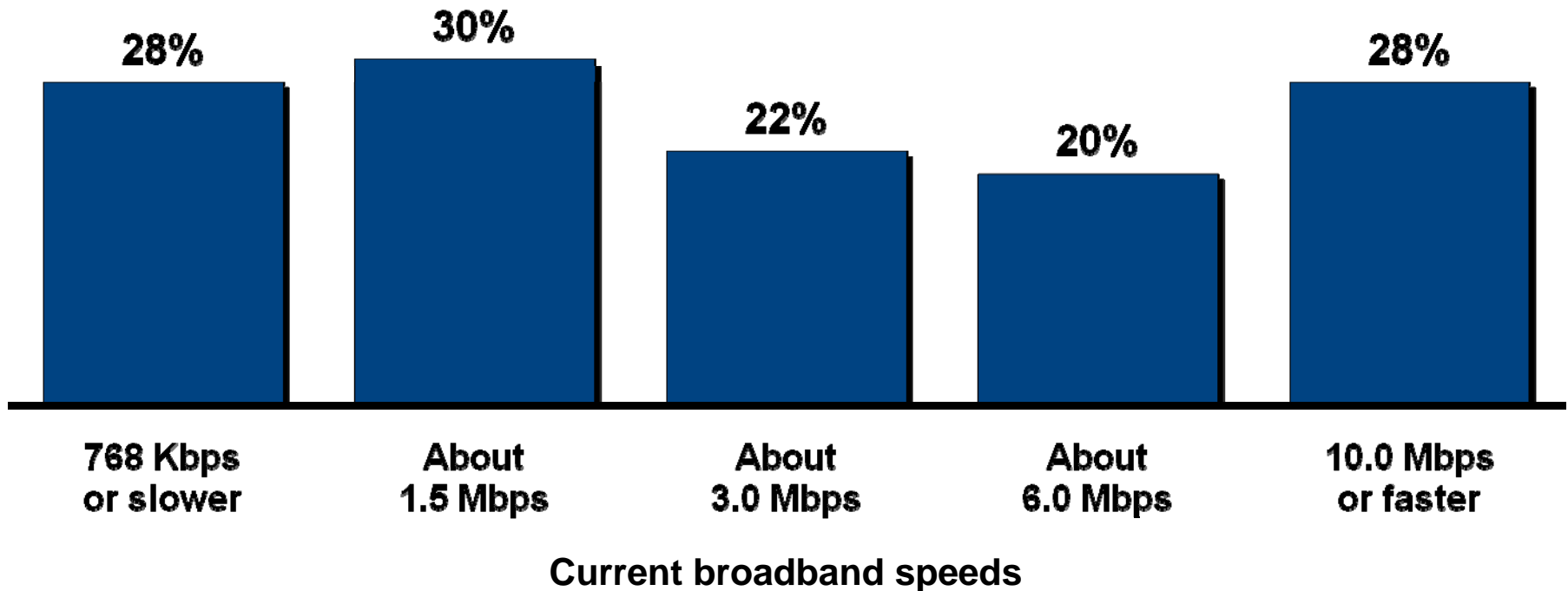
Q: Suppose your current provider offered you broadband service that was twice as fast as your current connection speed for an additional ten dollars per month above what you are paying now. Would you be likely to upgrade to the faster service?  
(n=690 TN residents with home broadband service)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Willingness to Pay More for Faster Broadband Speeds by Current Broadband Speed

Tennessee broadband subscribers who would pay an extra \$10 per month to double their current speeds



Q: Suppose your current provider offered you broadband service that was twice as fast as your current connection speed for an additional ten dollars per month above what you are paying now. Would you be likely to upgrade to the faster service? (n=290 TN broadband subscribers who know their approximate download speed)

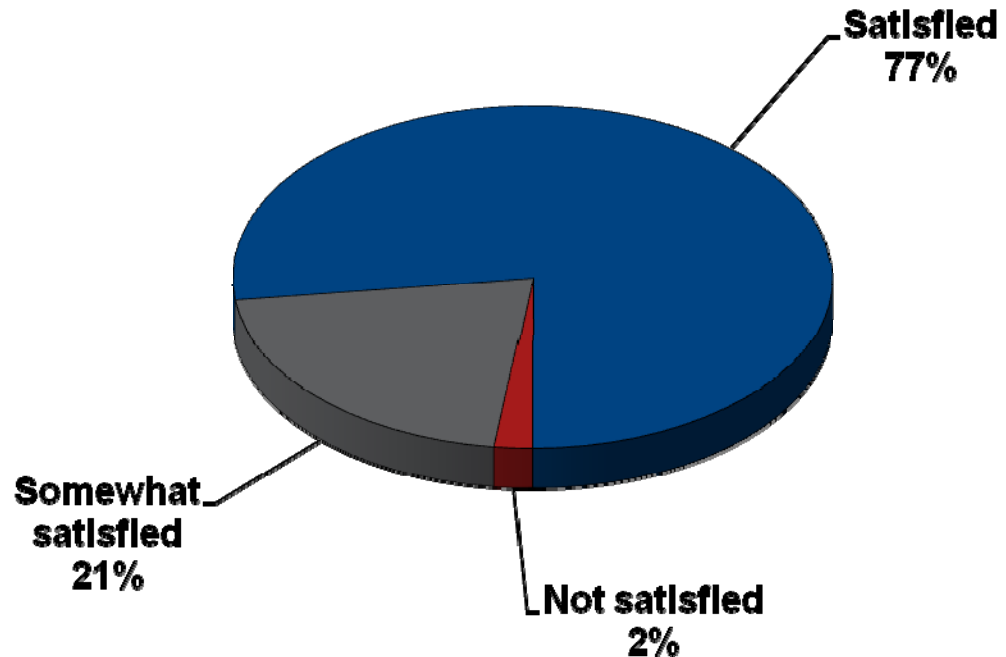
Source: January 2010 Connected Tennessee® Residential Technology Assessment  
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# Satisfaction With Broadband Service

Satisfaction among Tennessee residents  
with their home broadband speed

Only 2% of  
Tennessee  
broadband  
subscribers report  
being dissatisfied  
with their current  
broadband service.



Q: Overall, how satisfied are you with your broadband service?  
(n=690 TN residents with home broadband service)

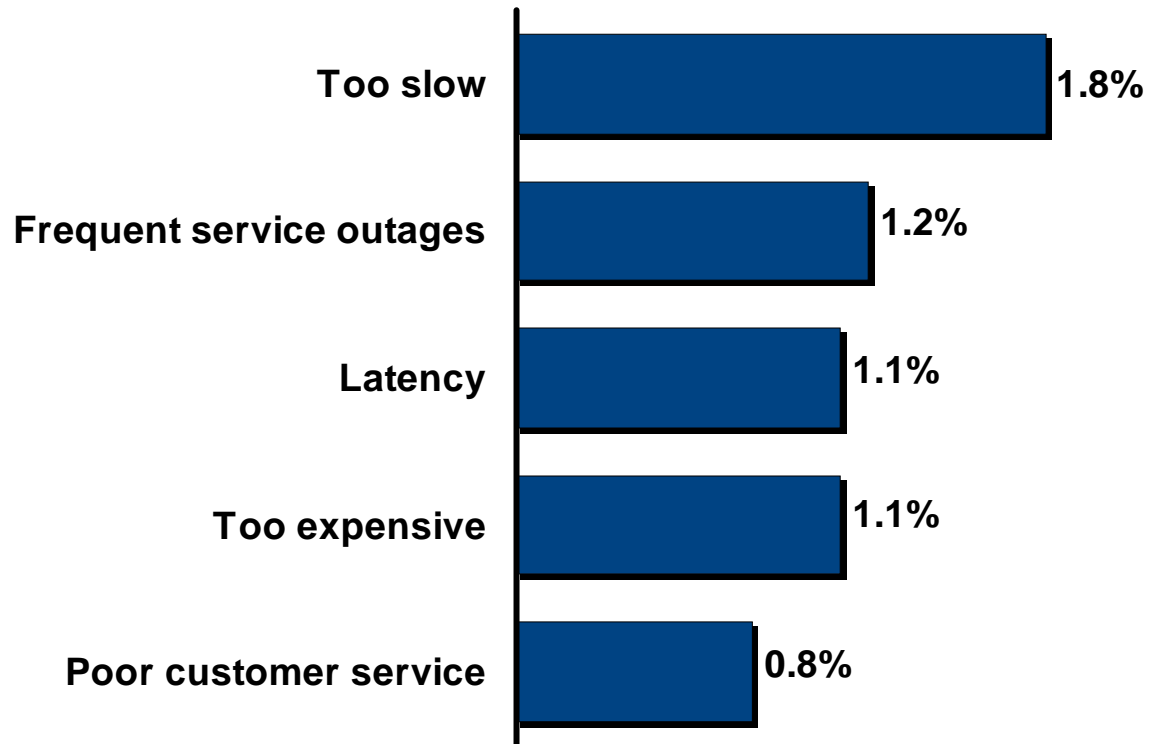
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Reason for Dissatisfaction with Broadband Service

Among Tennessee residents with home broadband service\*

**Overall, 2% of Tennessee broadband subscribers report that they are dissatisfied with their current service.**



\*Respondents could provide more than one answer.  
Q: What is it about your broadband service that is not satisfactory?  
(n=690 TN residents with home broadband service)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)