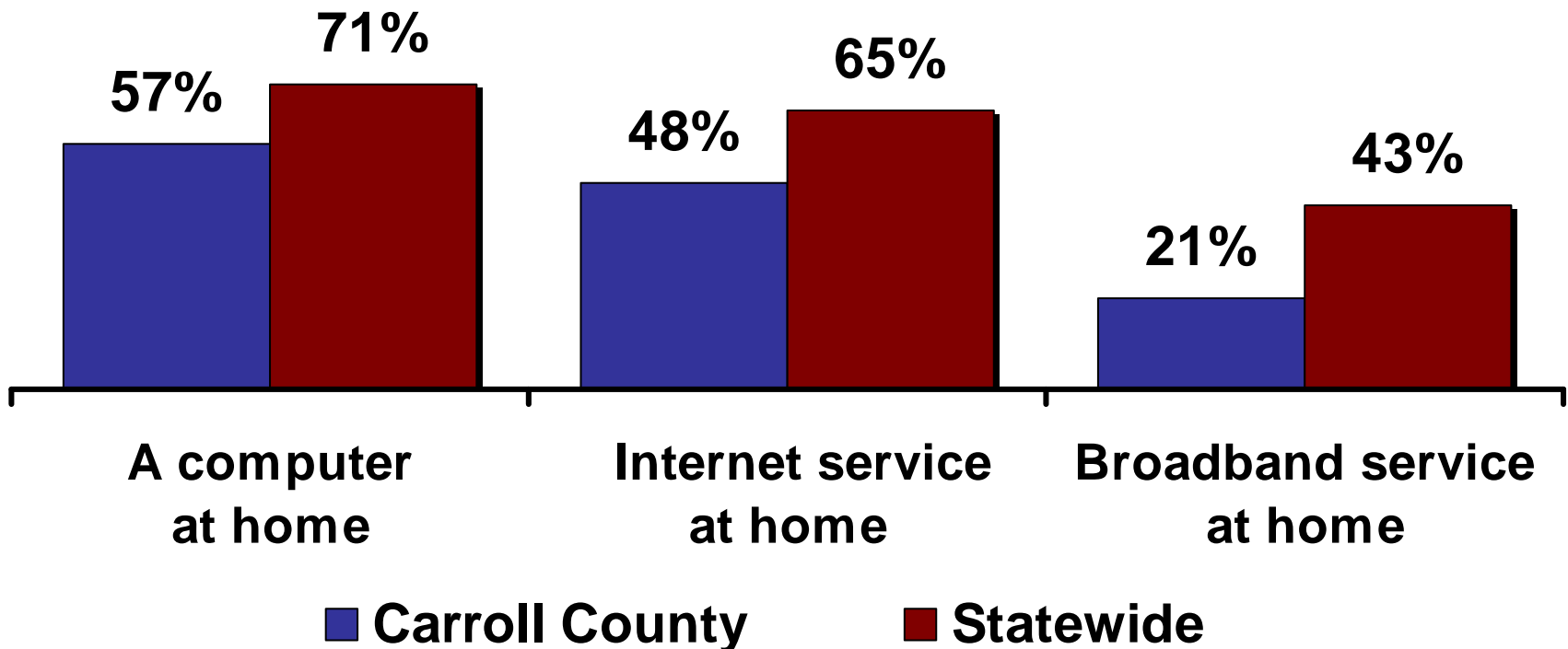




# **2007 Connected Tennessee Consumer Technology Assessment for Carroll County, Tennessee**

# Residential Technology Assessment for Carroll County

Percent of residents who have:



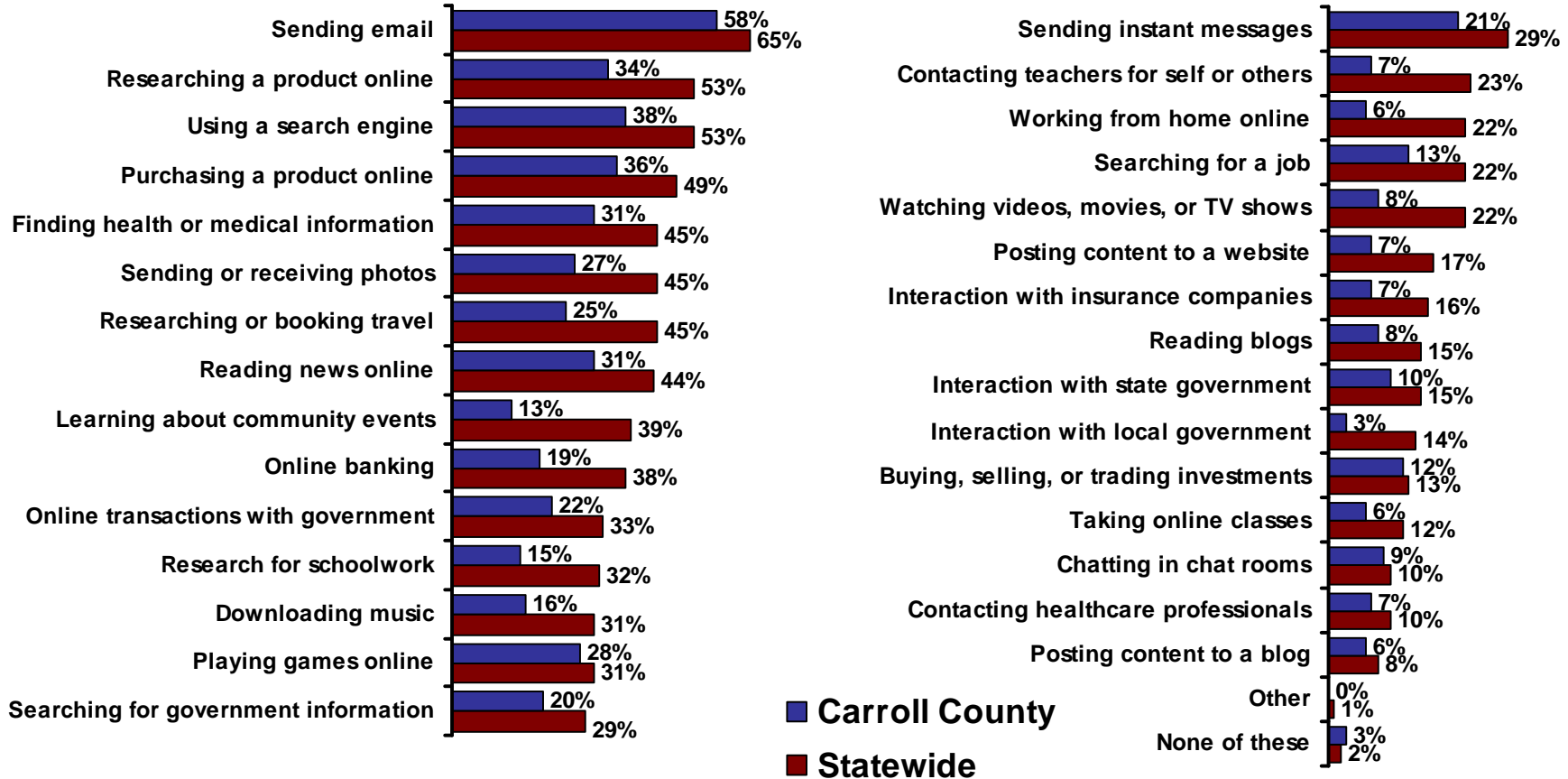
(n = 101 Carroll County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment



# Internet Applications Used by Carroll County Residents

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

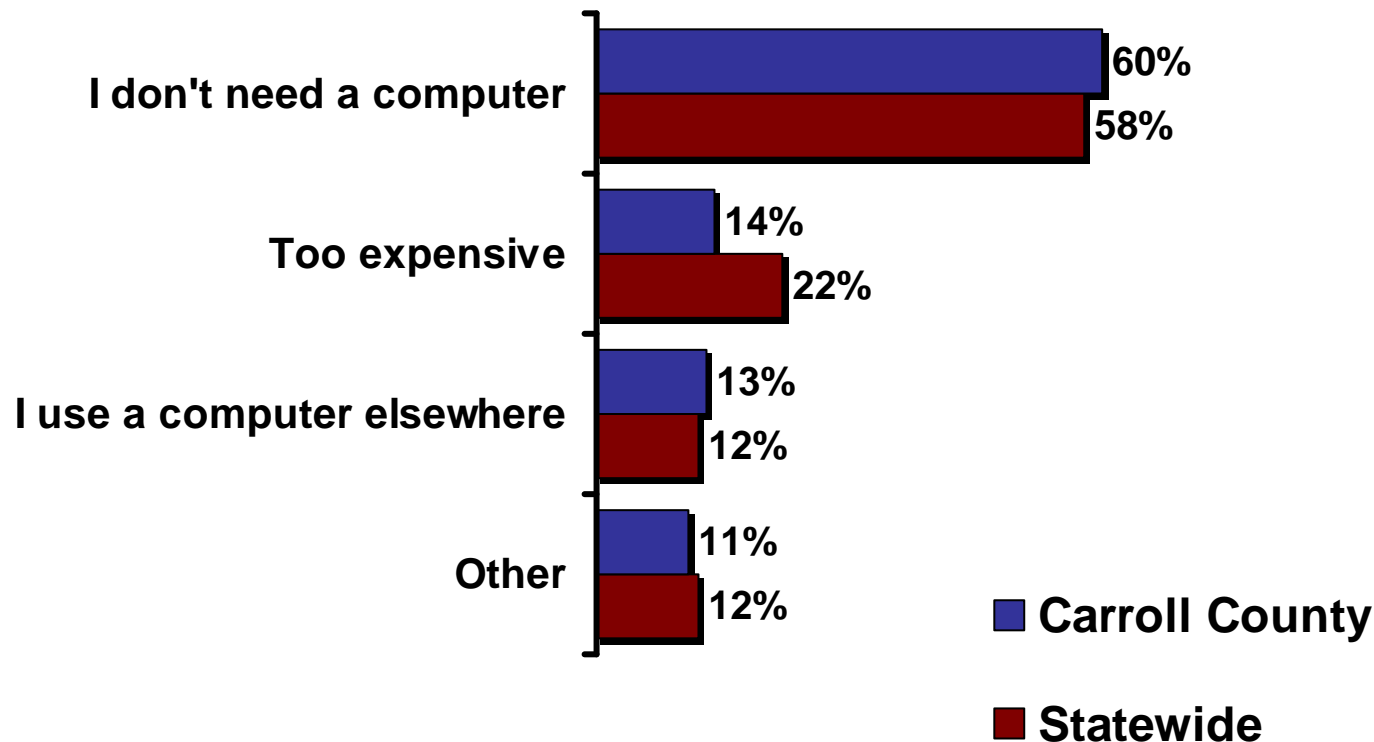


Q: Which of the following activities do you conduct on the Internet?  
 (n = 70 Carroll County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

# Barriers to Computer Ownership

Why Carroll County residents do not own a computer:



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

(n = 41 Carroll County residents with no computer at home, weighted by age and gender)

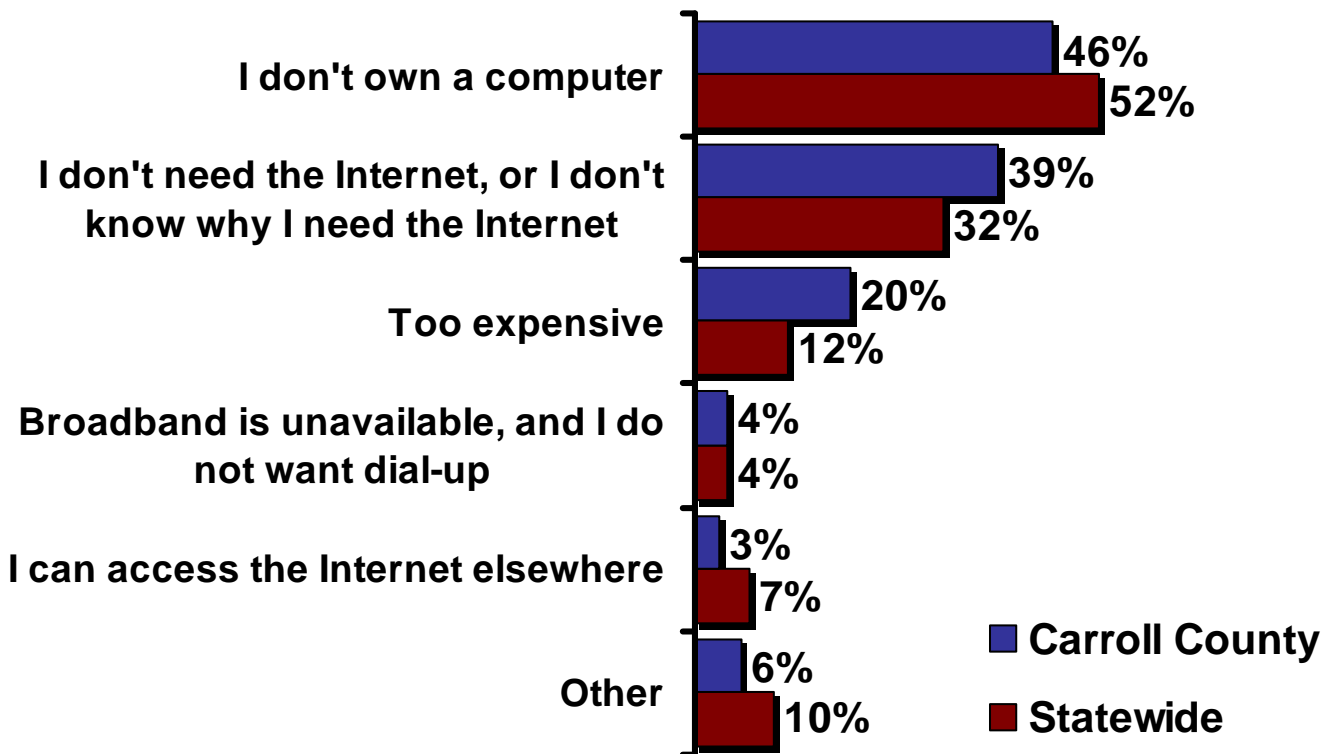
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Source: 2007 Connected Tennessee Residential Technology Assessment

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# Barriers to Internet Adoption

Why Carroll County residents do not have an Internet connection at home:



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

(n = 50 Carroll County residents with no Internet connection at home, weighted by age and gender)

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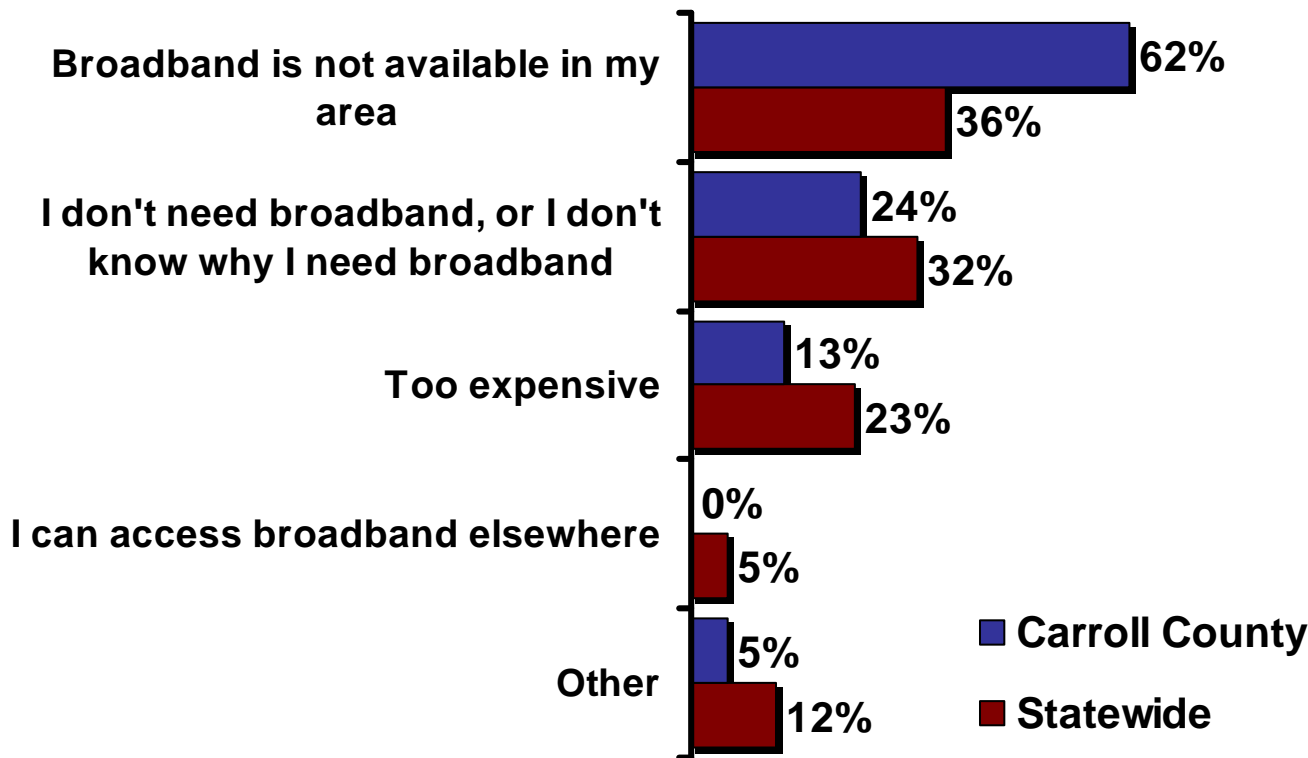
Source: 2007 Connected Tennessee Residential Technology Assessment

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# Barriers to Broadband Adoption

Why Carroll County residents with dial-up do not subscribe to broadband:



Q: Why don't you subscribe to broadband Internet service?

(n = 22 Carroll County residents who rely exclusively on dial-up service at home, weighted by age and gender)

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# Attribution and Contact Information

**Connected Nation Research**

**(877) 846-7710**

**[www.connectednation.com](http://www.connectednation.com)**

**Michael Ramage**

**Executive Director of Connected Tennessee**

**(615) 242-9508**

**[mramage@connectedtn.org](mailto:mramage@connectedtn.org)**

**[www.connectedtennessee.org](http://www.connectedtennessee.org)**