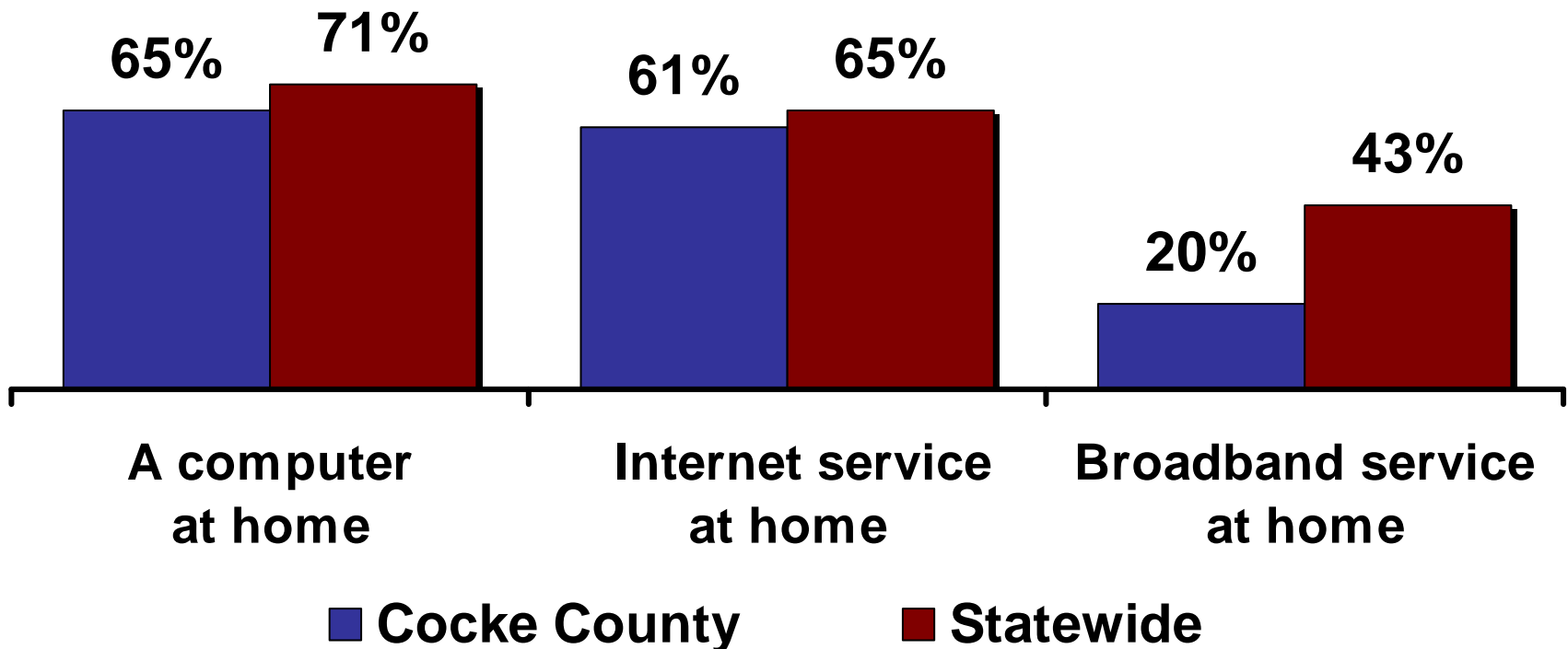




2007 Connected Tennessee Consumer Technology Assessment for Cocke County, Tennessee

Residential Technology Assessment for Cocke County

Percent of residents who have:



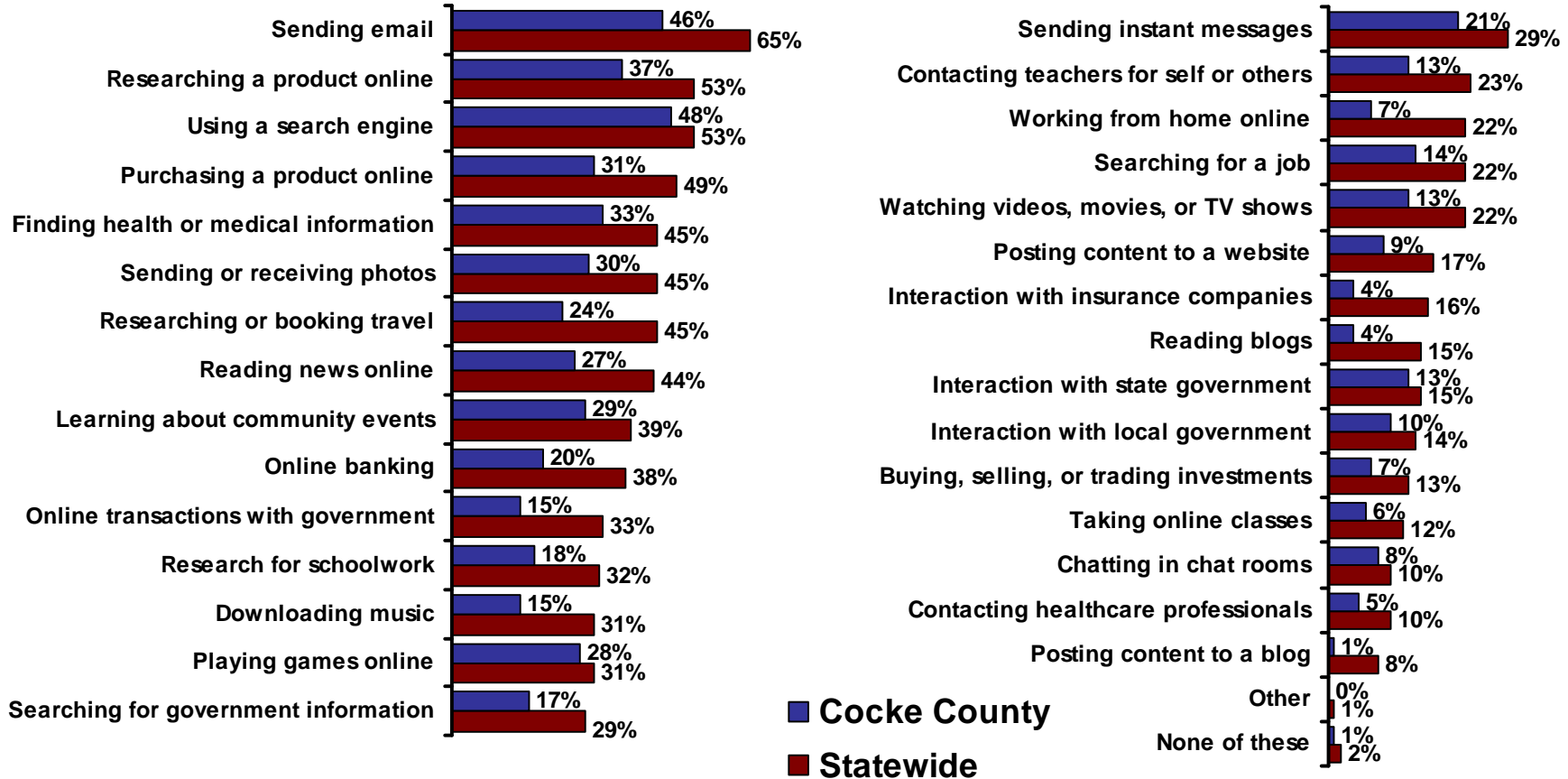
(n = 100 Cocke County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment



Internet Applications Used by Cocke County Residents

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

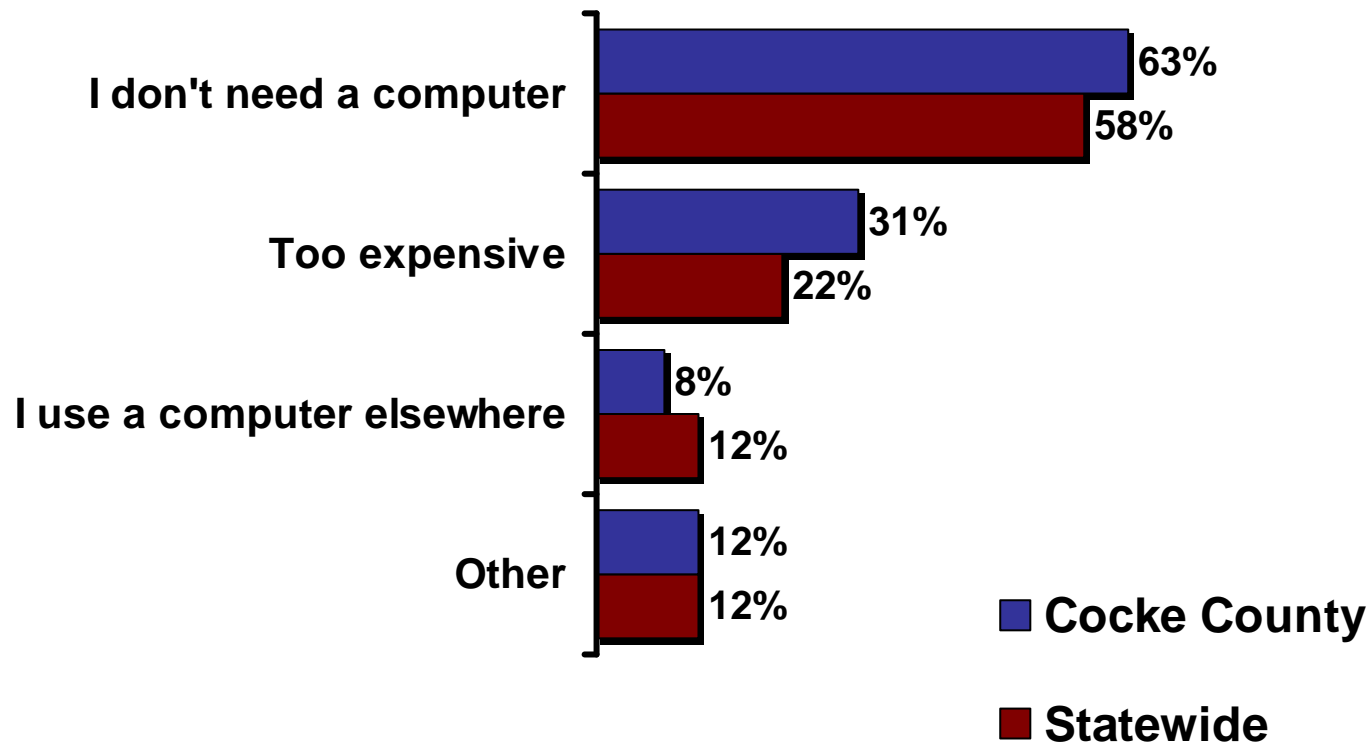


Q: Which of the following activities do you conduct on the Internet?
(n = 70 Cocke County residents who access the Internet, weighted
by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

Why Cocke County residents do not own a computer:



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

(n = 35 Cocke County residents with no computer at home, weighted by age and gender)

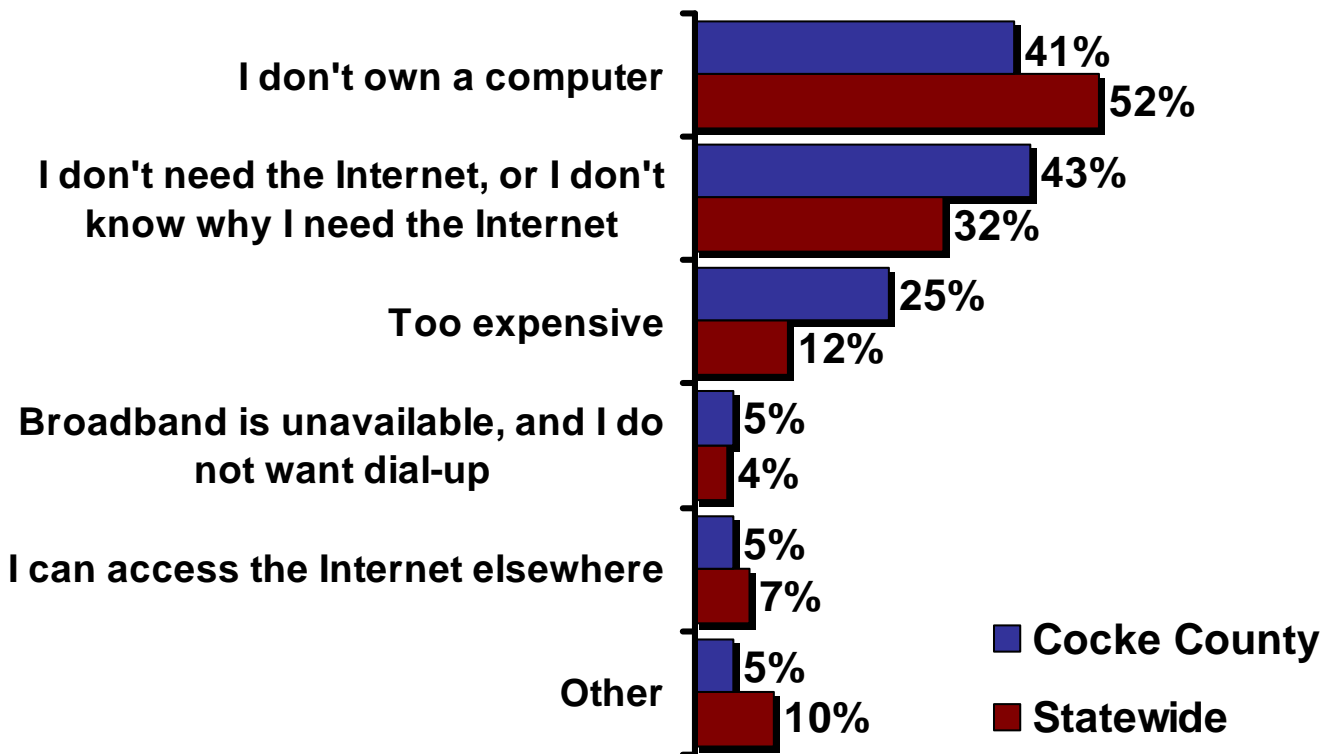
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Source: 2007 Connected Tennessee Residential Technology Assessment

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Barriers to Internet Adoption

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



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

(n = 39 Cocke County residents with no Internet connection at home, weighted by age and gender)

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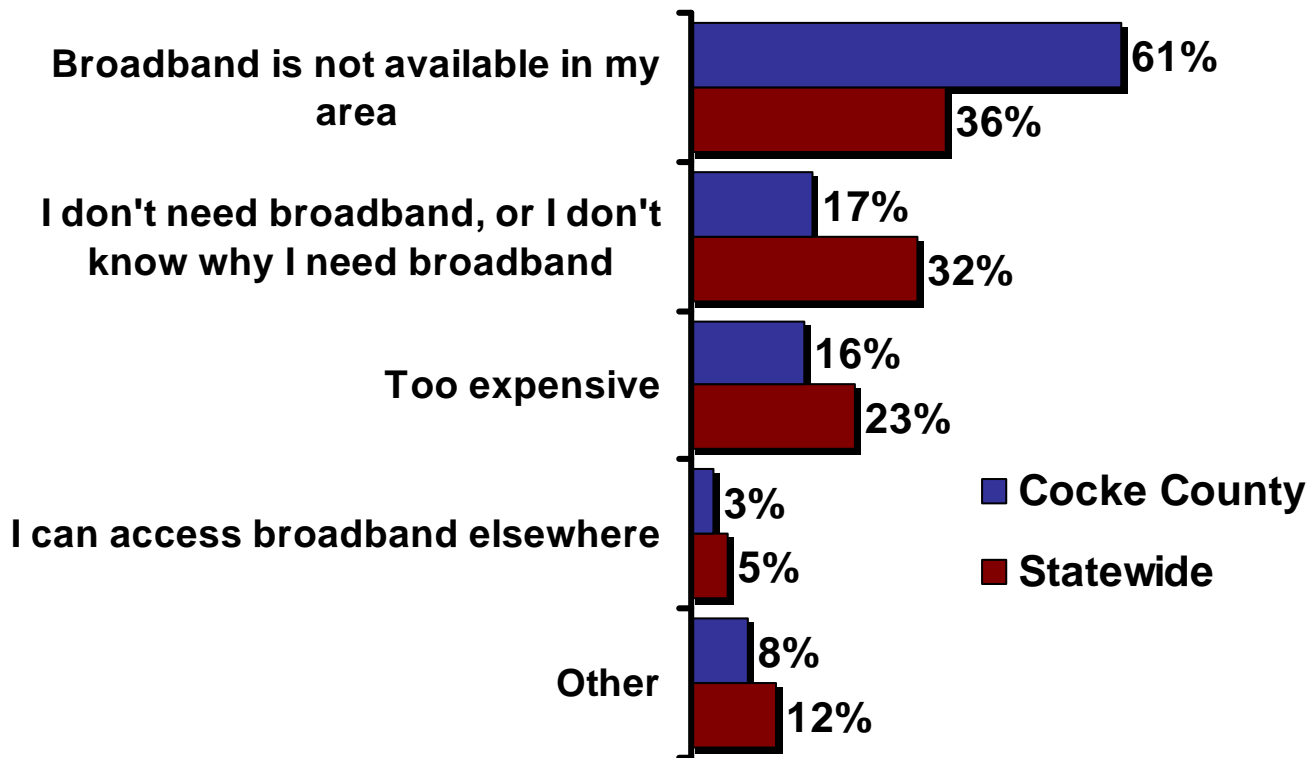
Source: 2007 Connected Tennessee Residential Technology Assessment

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Barriers to Broadband Adoption

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



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

(n = 36 Cocke County residents who rely exclusively on dial-up service at home, weighted by age and gender)

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