



CONNECTED  
**Tennessee**  
THE TRAIL TO INNOVATION®

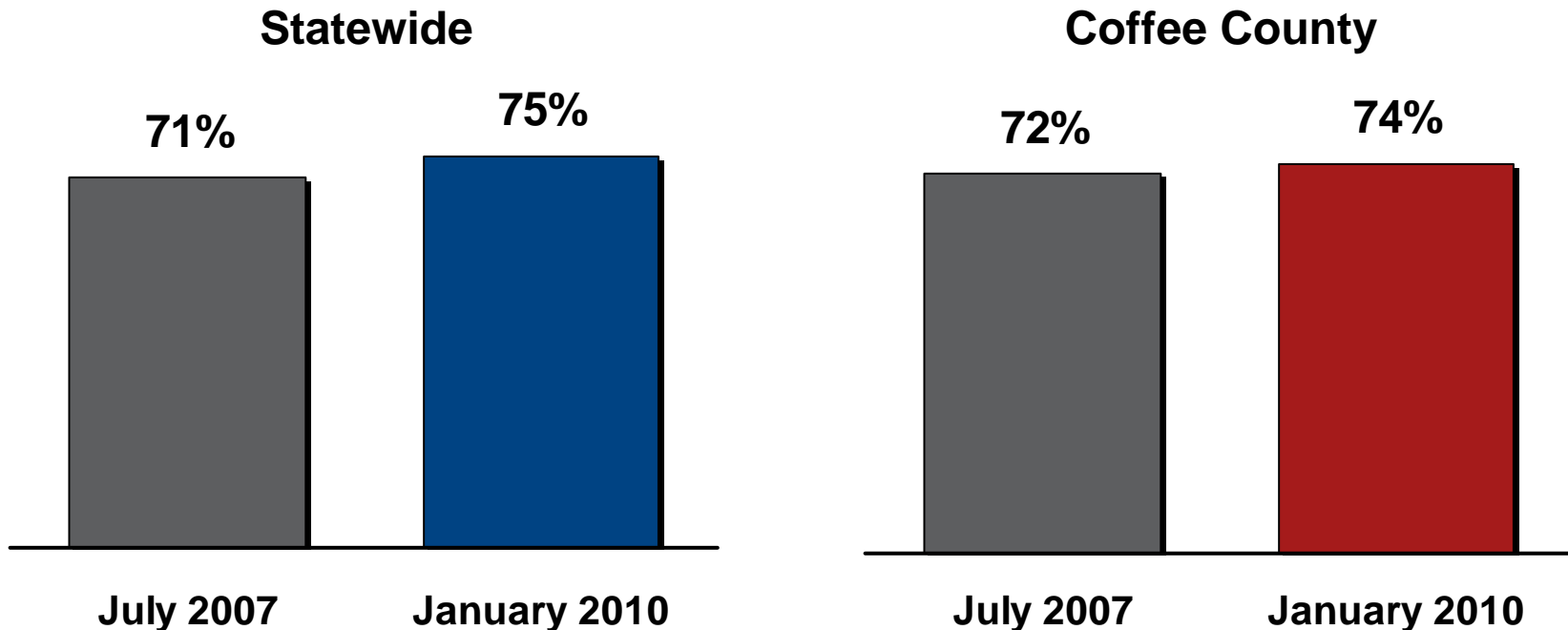
# **2010 Connected Tennessee® Residential Technology Assessment for Coffee County**

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



# Computer Ownership in Coffee County

## Households with a home computer



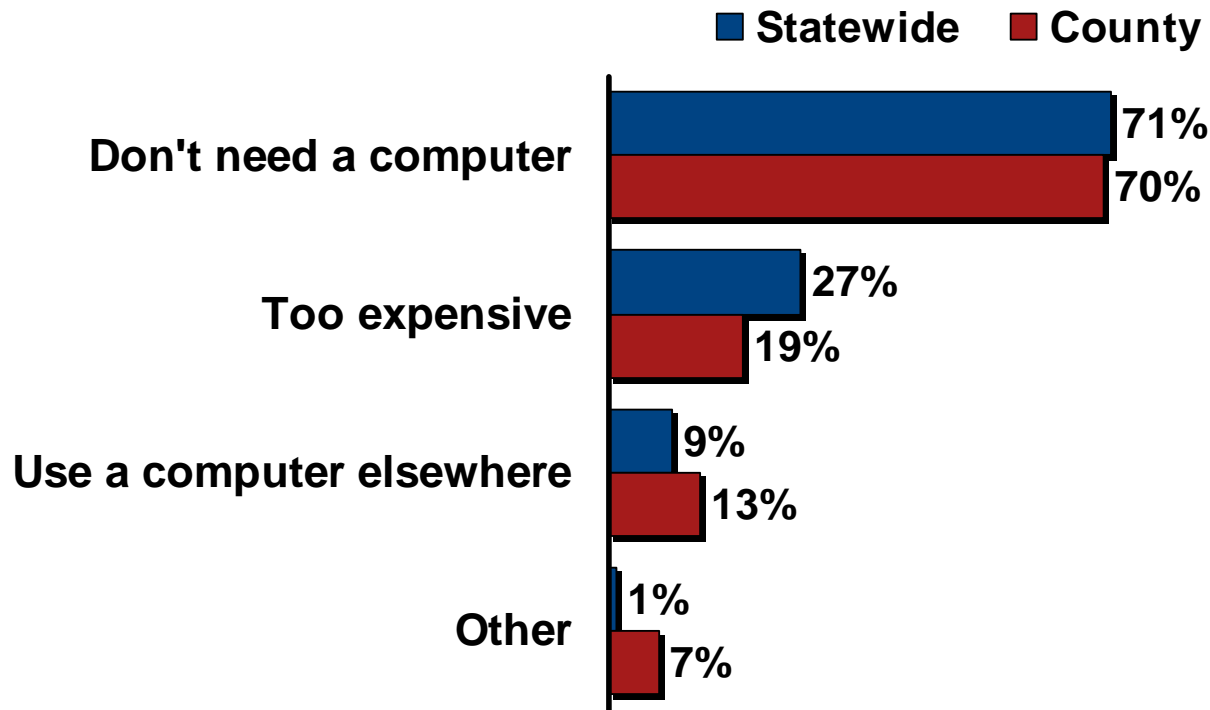
Q: Does your household have a computer?  
(n=100 Coffee County residents in 2007 and n=100 Coffee County residents in 2010)

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



# Barriers to Computer Ownership

## Why residents do not own a computer



Q: Why don't you have a computer at home?  
(n=26 Coffee County residents with no home computer)

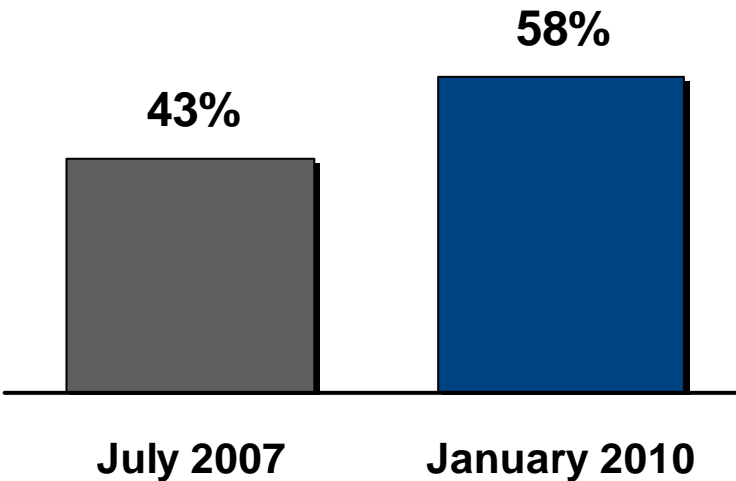
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
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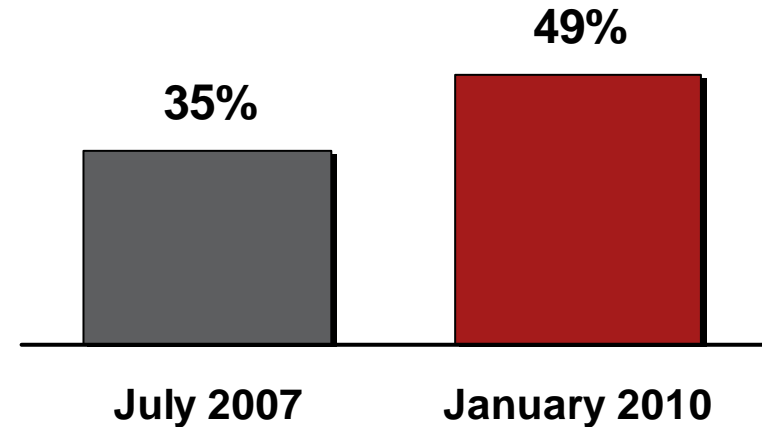
# Broadband Adoption in Coffee County

**Percent of residents  
who subscribe to home broadband service**

**Statewide**



**Coffee County**



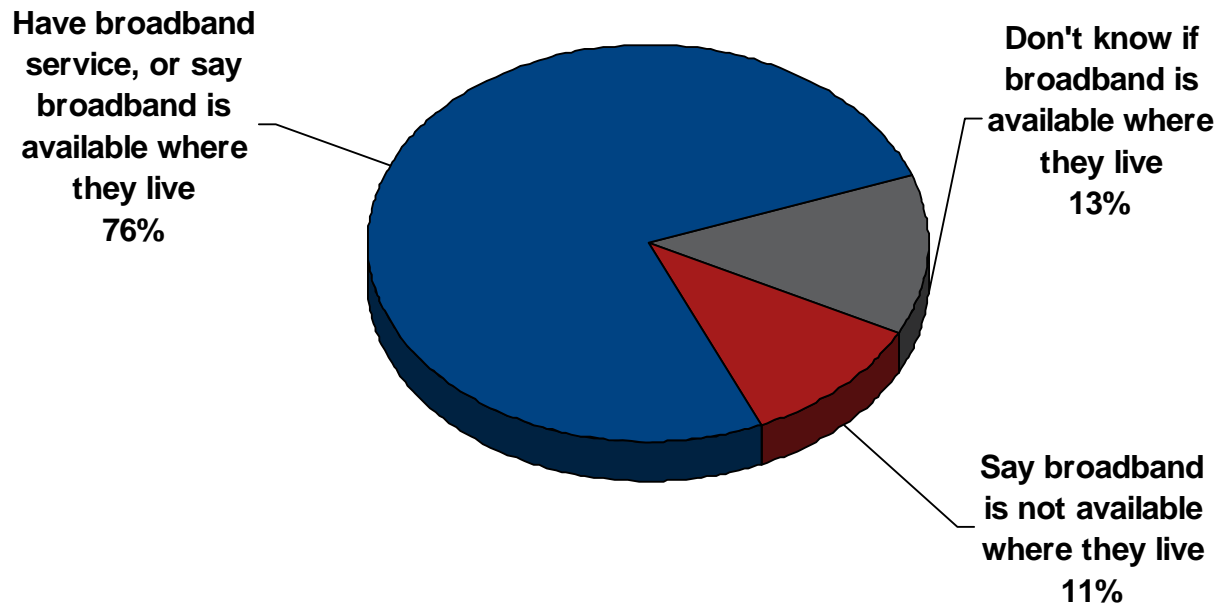
Q: Which of the following describe the type of Internet service you have at home?  
(n=100 Coffee County residents in 2007 and n=100 Coffee County residents in 2010)

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



# Perceptions of Broadband Availability

## Awareness of broadband availability in Coffee County



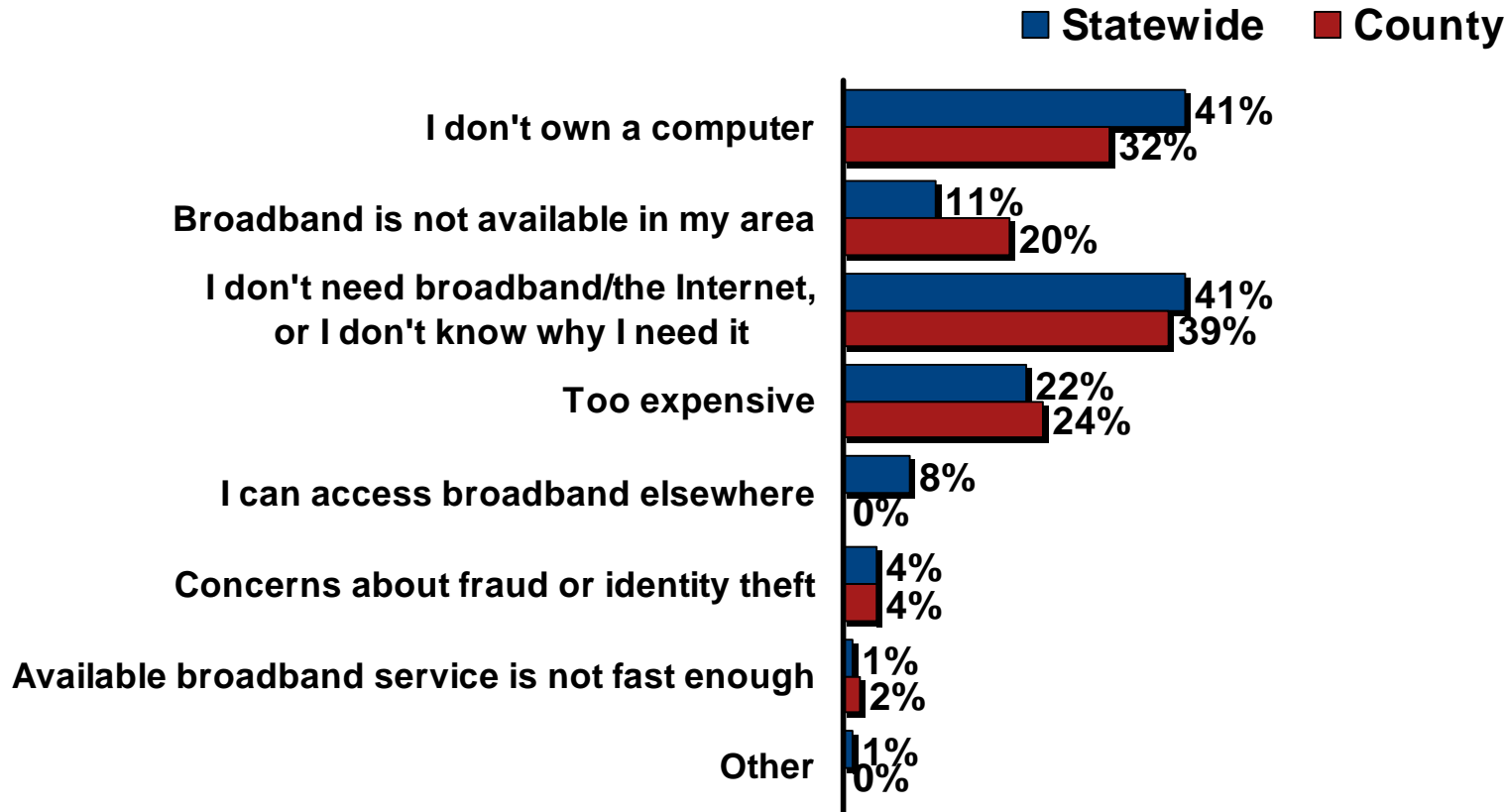
Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?  
(n=100 Coffee County residents)

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



# Barriers to Broadband Adoption

## Why residents do not subscribe to broadband



Q: Why don't you subscribe to broadband Internet service?  
(n=49 Coffee County residents that do not have home broadband service)

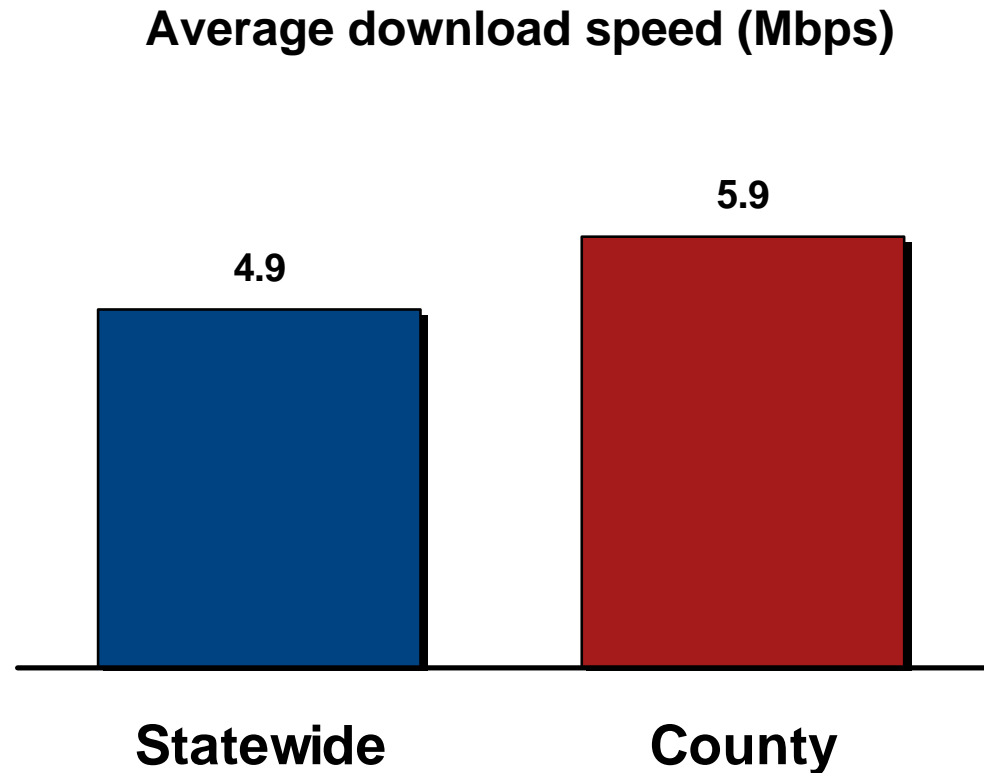
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Broadband Download Speeds

**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=51 Coffee County residents with home broadband service)

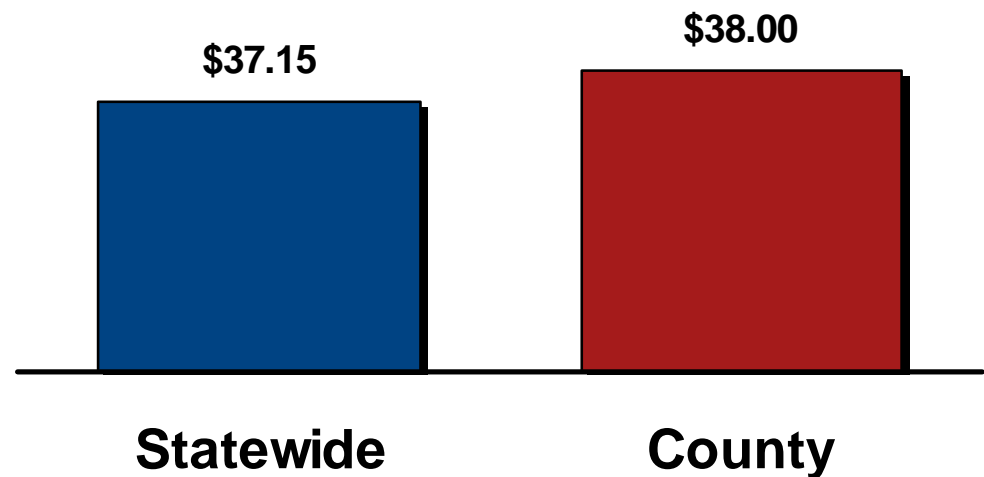
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
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# Monthly Price Residents Pay for Broadband Service

**Average monthly price paid for  
home broadband service**

**On average,  
Tennessee  
residents pay  
\$37.15 per  
month for their  
broadband  
service.**



Q: What do you pay each month for your Internet service?  
(n=69 Coffee County residents with home broadband service)

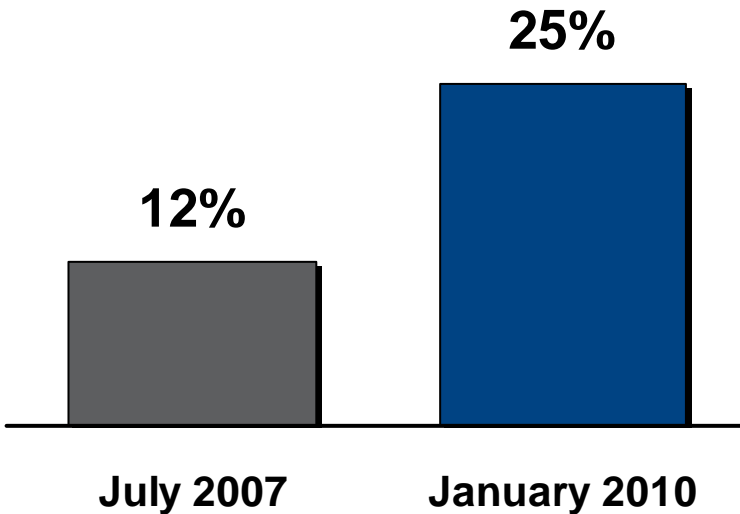
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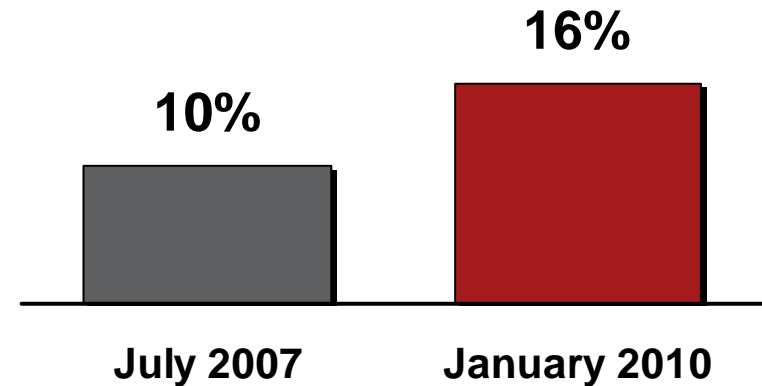
# Trends in Wi-Fi Zone ("Hot Spot") Usage

## Percent of residents who access Wi-Fi Zones

### Statewide



### Coffee County



Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet?  
(n=100 Coffee County residents in 2007 and n=100 Coffee County residents in 2010)

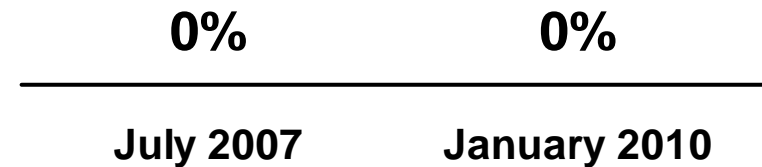
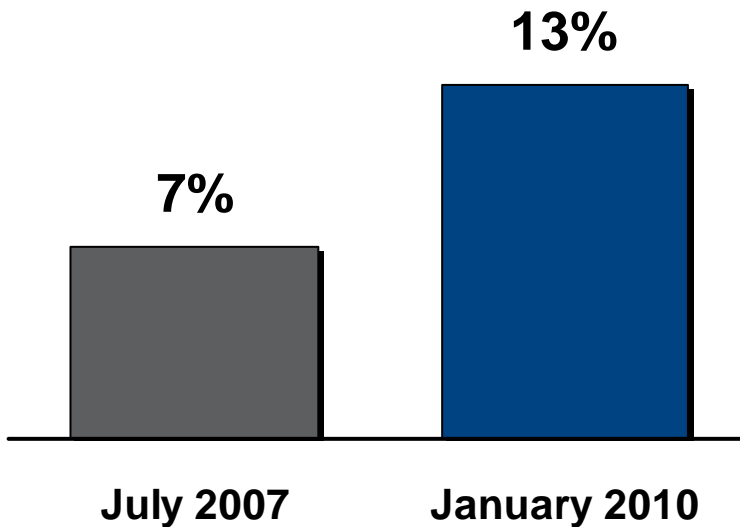
Source: July 2007 and January 2010  
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# Teleworking Trends Among Residents

## Percent of employed residents who regularly telework

### Statewide

### Coffee County



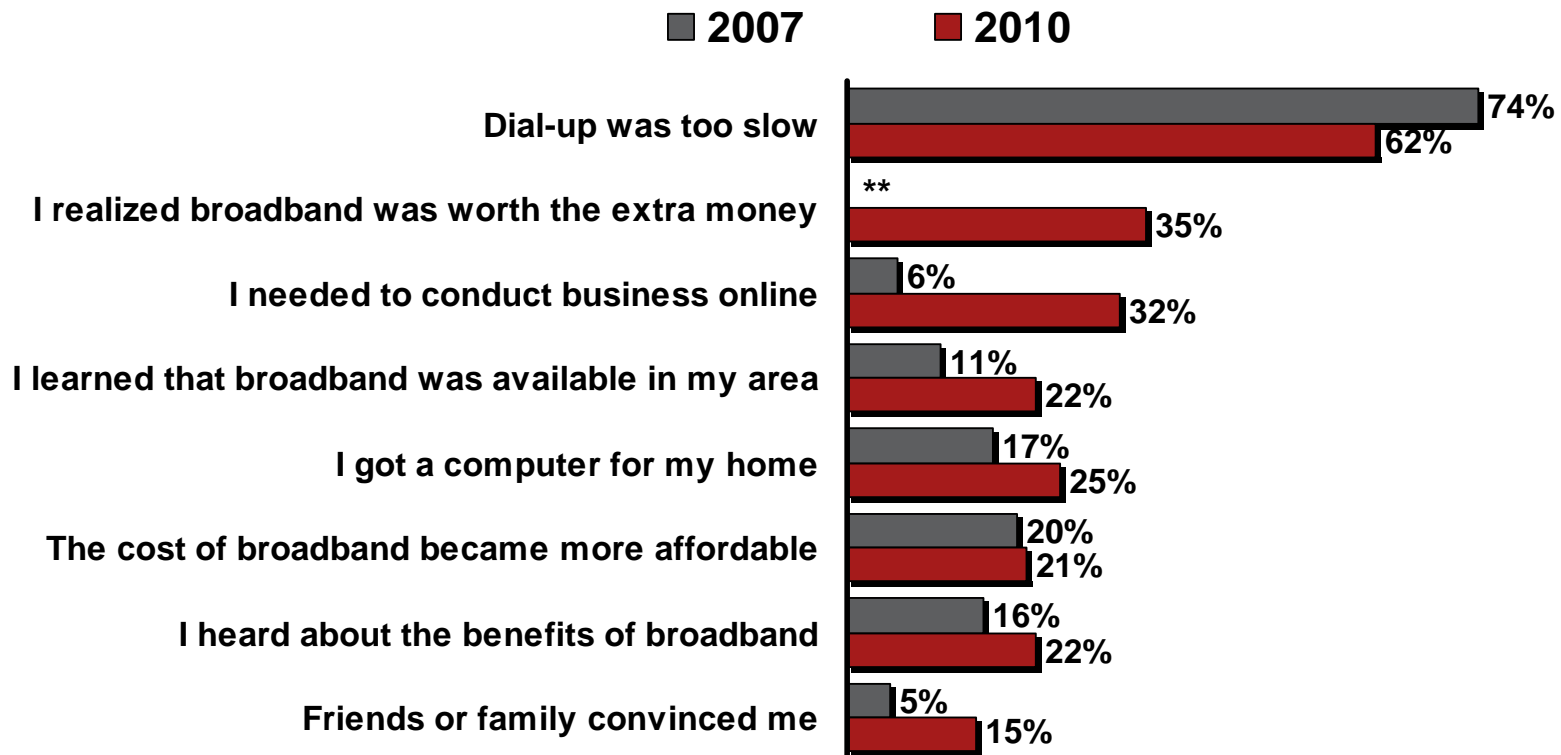
Q: Do you regularly work from home through a broadband connection, commonly known as teleworking (2007)? and

Q: Which of the following describe the way you work from home, when you do so (2010)?  
(n=55 Coffee County residents in 2007 and n=49 Coffee County residents employed full-time or part-time in 2010)

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Connected Tennessee®  
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# Why Coffee County 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=51 Coffee County residents with broadband service at home)

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

\*\*Question was not asked in 2007

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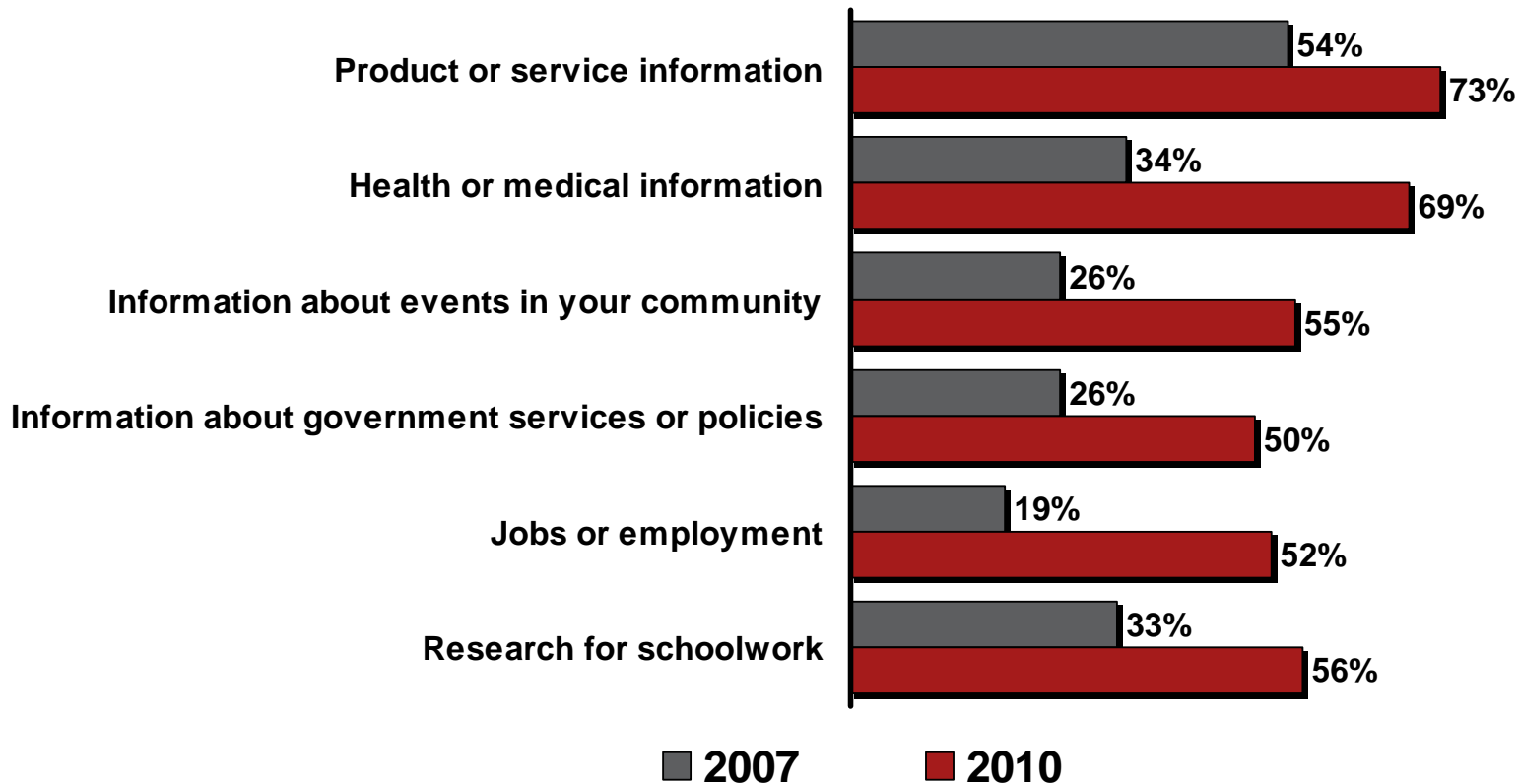


# Trends in Online Activities Among Tennessee Internet Users



# Searching For Information Online

**Percent of Coffee County Internet users who have searched for the following types of information**

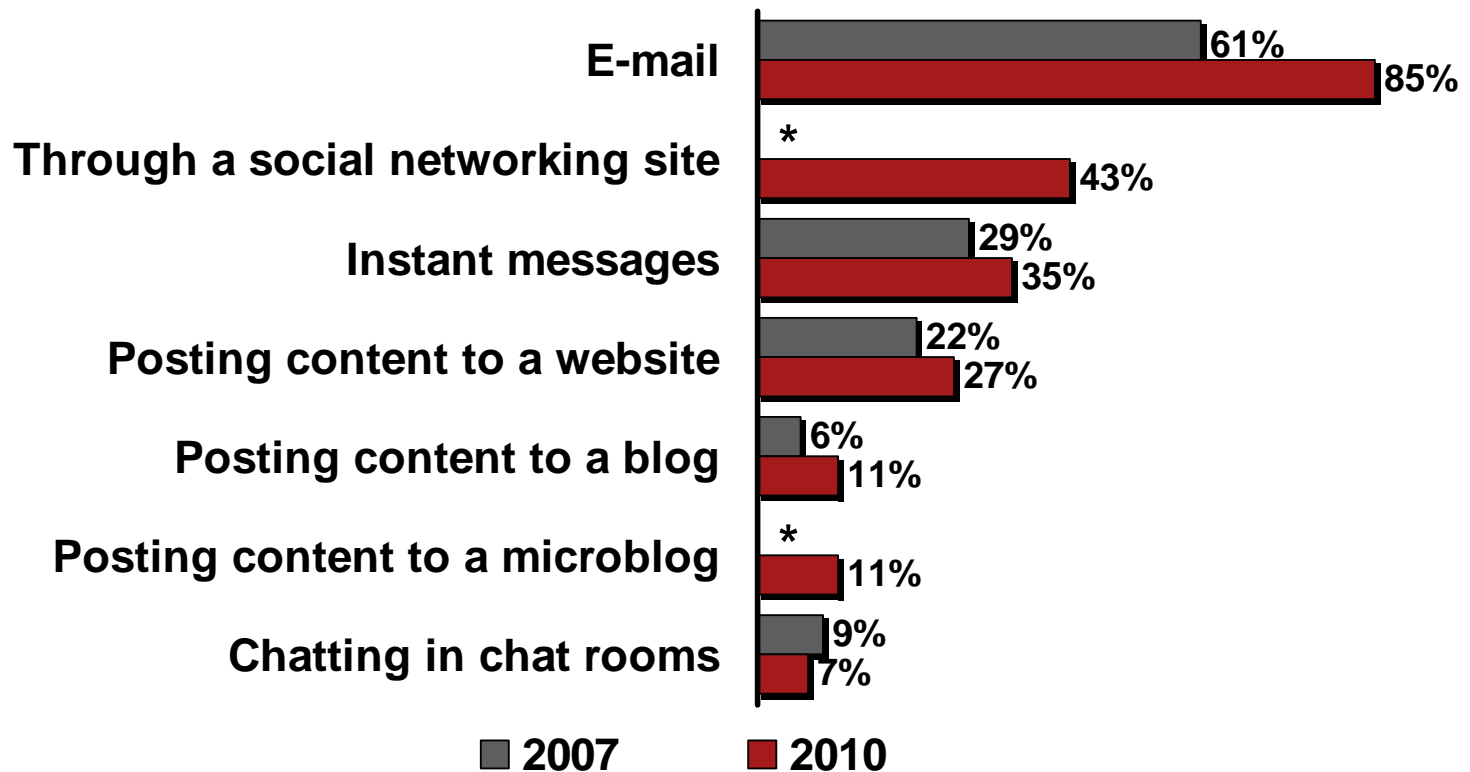


Q: Which of the following types of information have you used the Internet to look for online?  
(n=80 Coffee County Internet users)

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# Communicating Online

Percent of Coffee County Internet users  
who have communicated in the following ways



Q: Which of the following ways of communicating with others have you used?

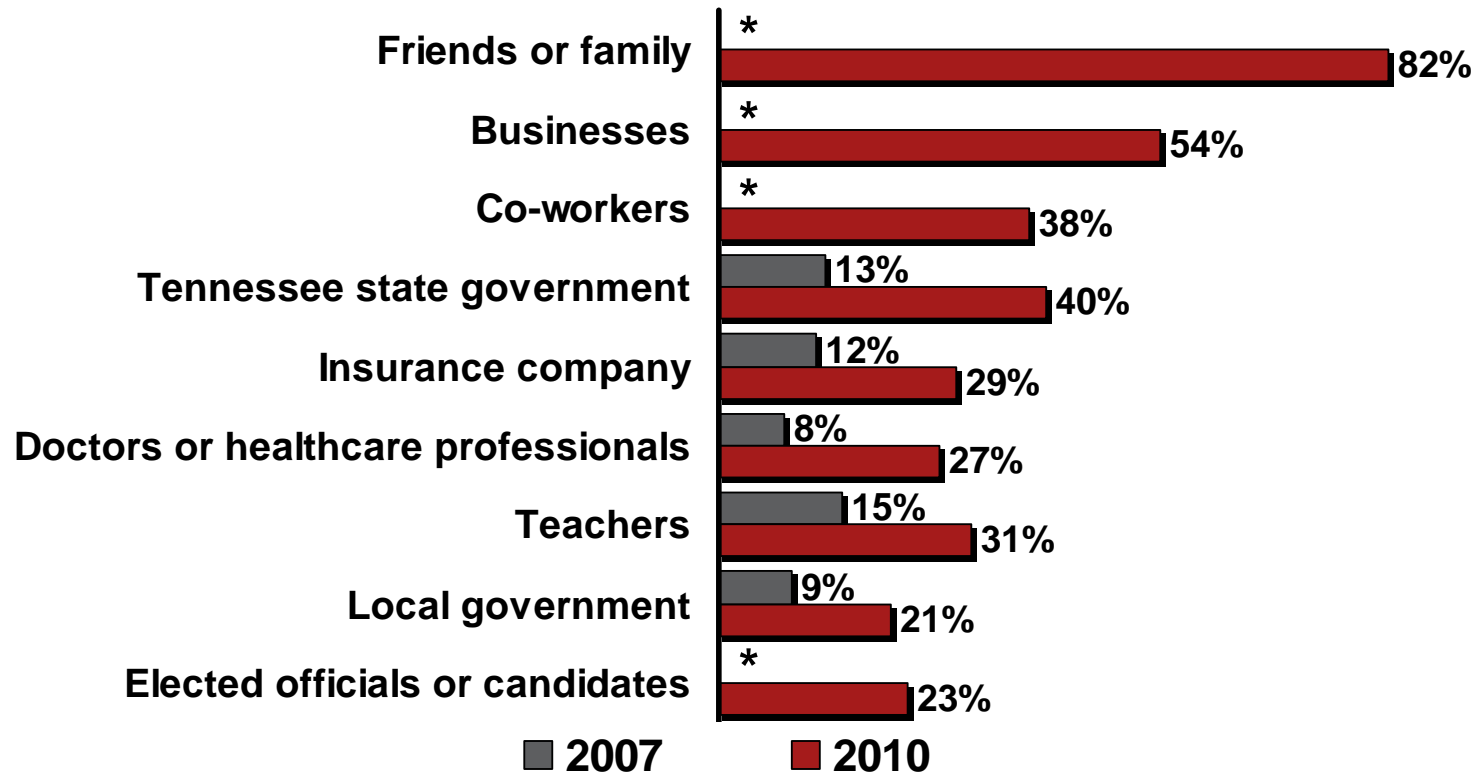
\*Question was not asked in 2007  
(n=80 Coffee County Internet users)

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# Interacting Online

## Percent of Coffee County Internet users who have interacted with the following individuals or organizations



Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information?

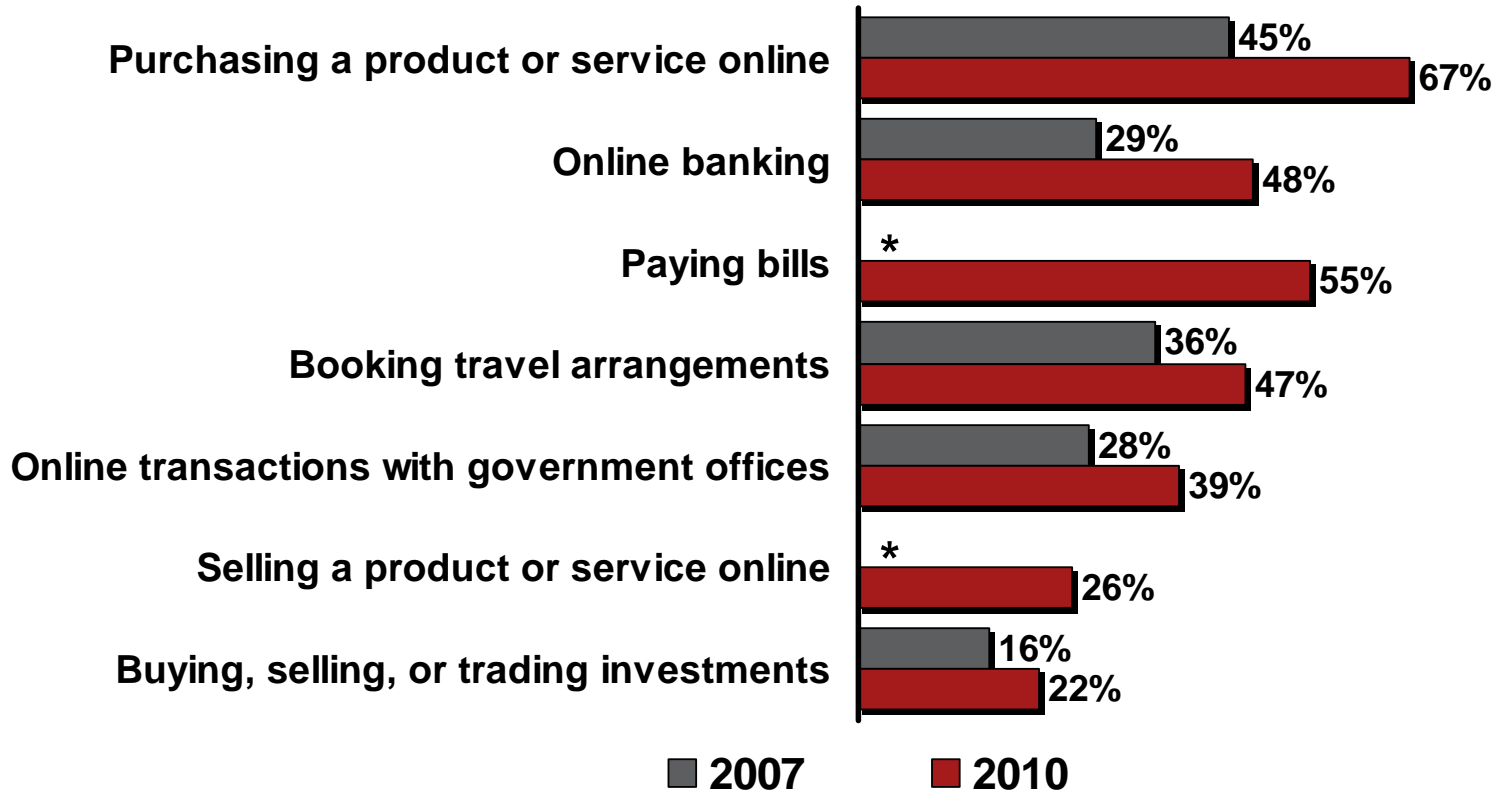
\*Question was not asked in 2007  
(n=80 Coffee County Internet users)

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# Online Transactions

**Percent of Coffee County Internet users who conduct the following transactions online**



Q: Which of the following types of transactions have you completed online?

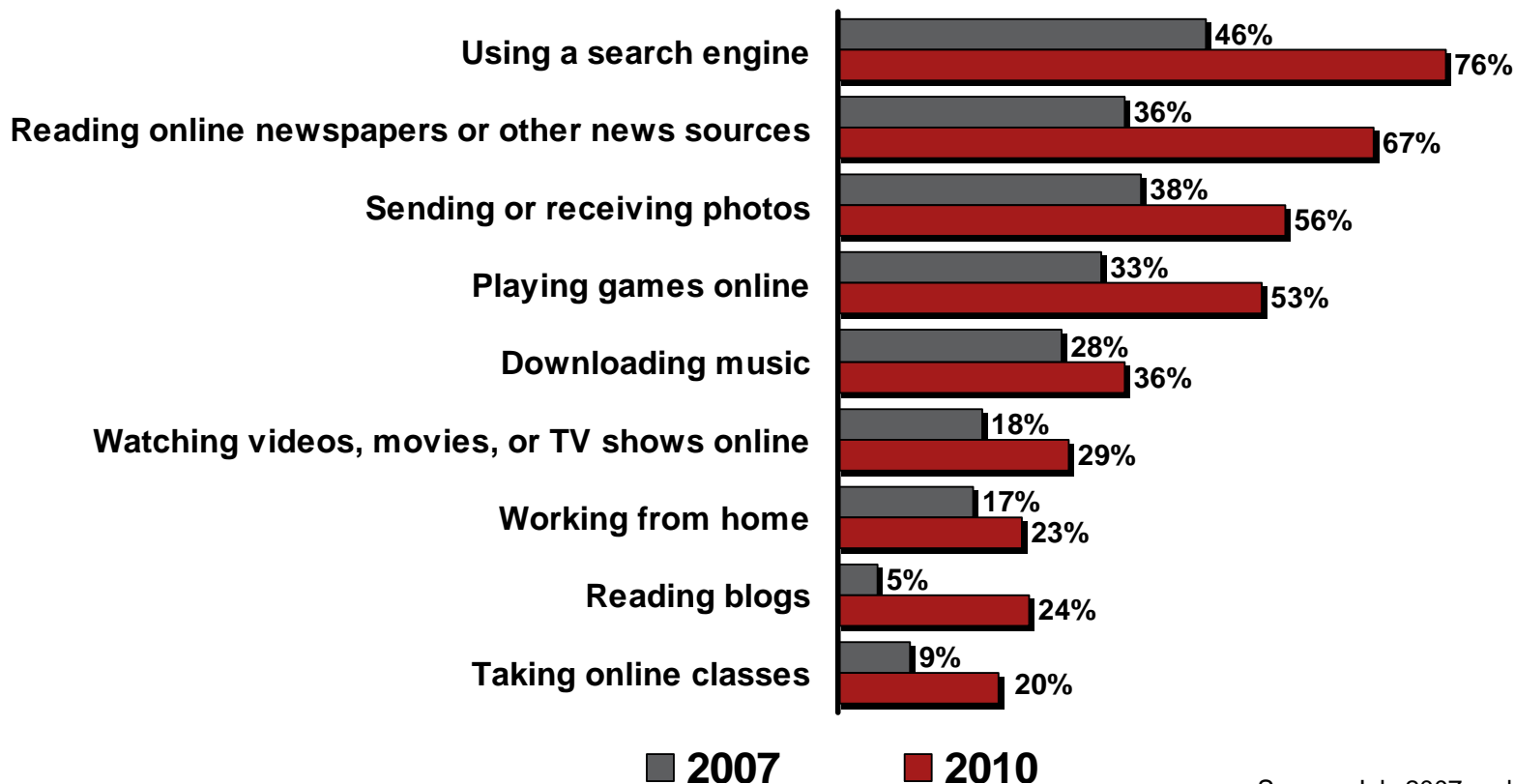
\*Question was not asked in 2007  
(n=80 Coffee County Internet users)

Source: July 2007 and January 2010  
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# Online Activities

**Percent of Coffee County Internet users  
who conduct the following activities online**



Q: Which of the following activities have you conducted online?  
(n=80 Coffee County Internet users)

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# Contact Information

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