



Computer and Internet Adoption

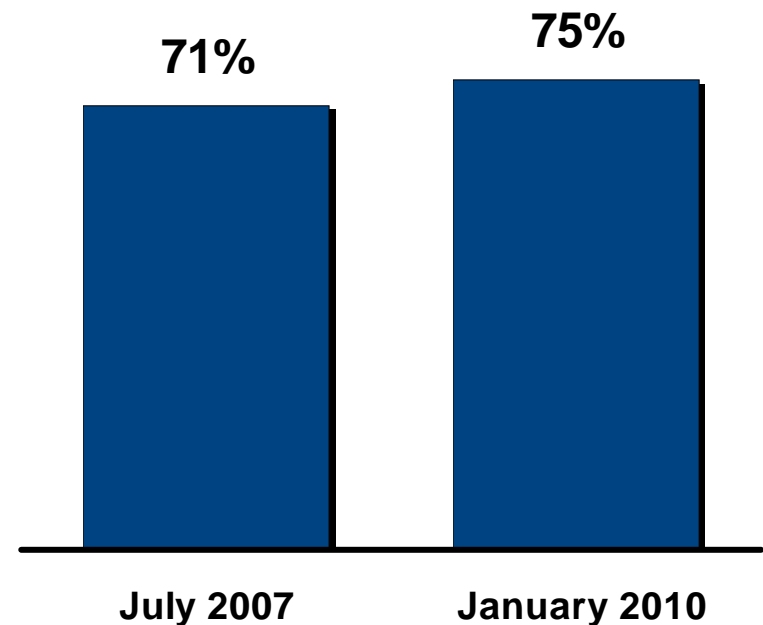


Tennessee Residents With a Computer in Their Household

In 2010, three out of four Tennessee adults (75%) reported that they have a computer at home, which translates into more than 3.5 million Tennessee adults.

This number is a 6% increase since the inception of Connected Tennessee®.

Percent of all Tennessee residents who own a computer



Q: Does your household have a computer?
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

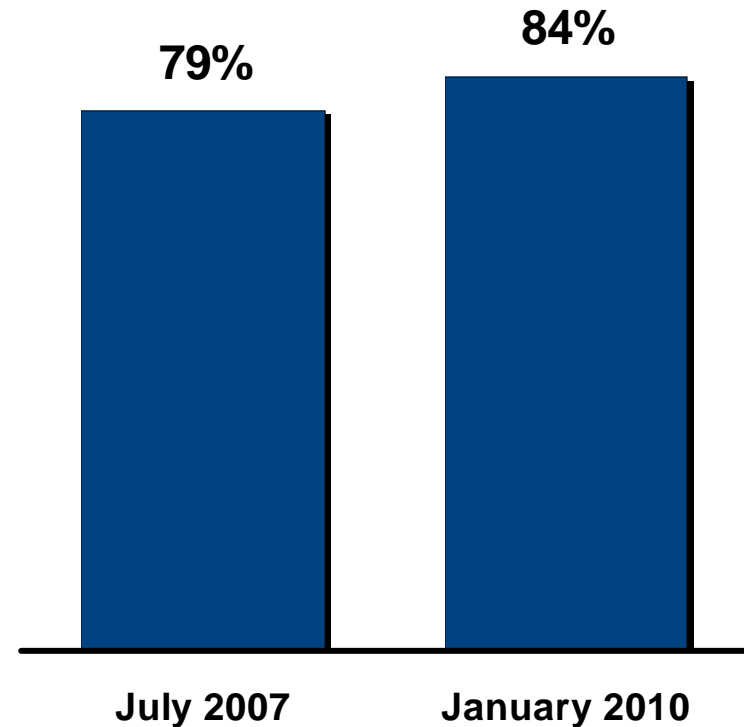
Source: July 2007 and January 2010 Connected Tennessee®
Residential Technology Assessments
www.connectedtennessee.org

Tennessee Residents Who Use a Computer (At Home or Someplace Else)

Percent of all Tennessee
residents who use a computer

Statewide, 84% of Tennessee residents report using a computer at home or someplace else.

This number represents a 6% increase since the inception of Connected Tennessee®.



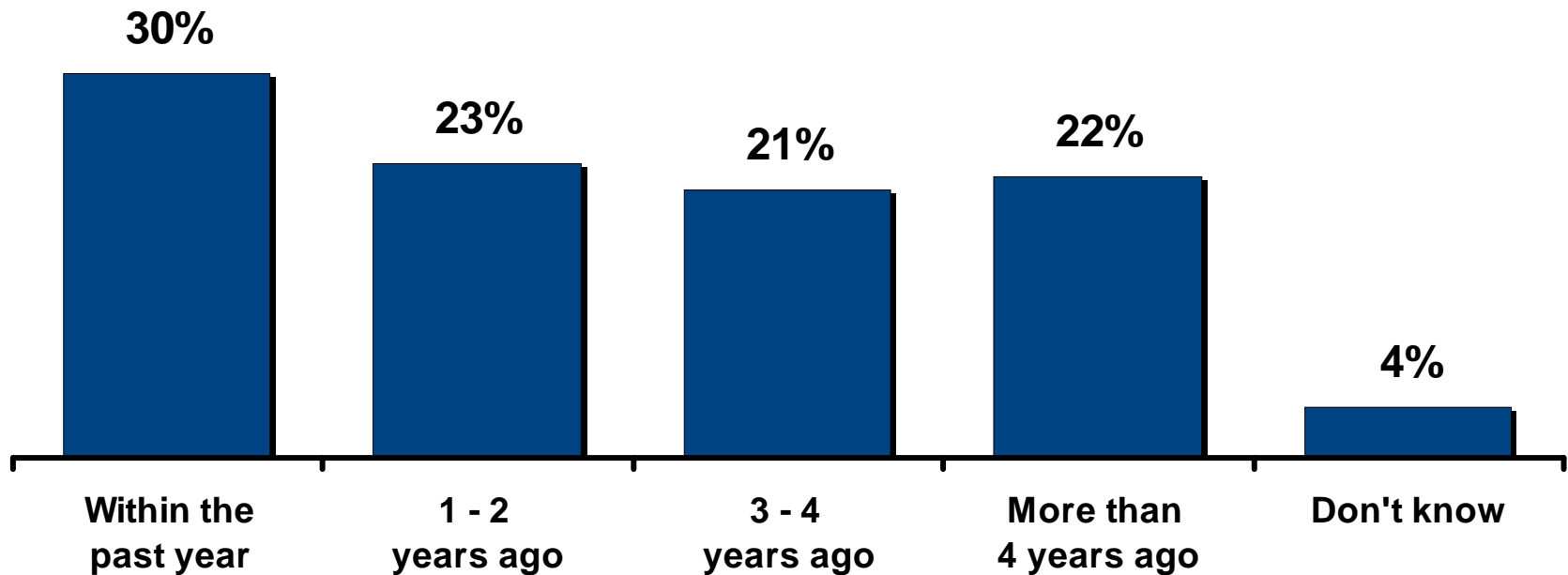
Q: Does your household have a computer? and
Q: Do you access the Internet from any locations outside of your own home?
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

Source: July 2007 and January 2010
Connected Tennessee® Residential Technology Assessments
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Tennessee Residents With a Computer in Their Household

When Tennessee computer owners purchased their home computer



More than one-half (53%) of home computer owners purchased their computer in the past two years.

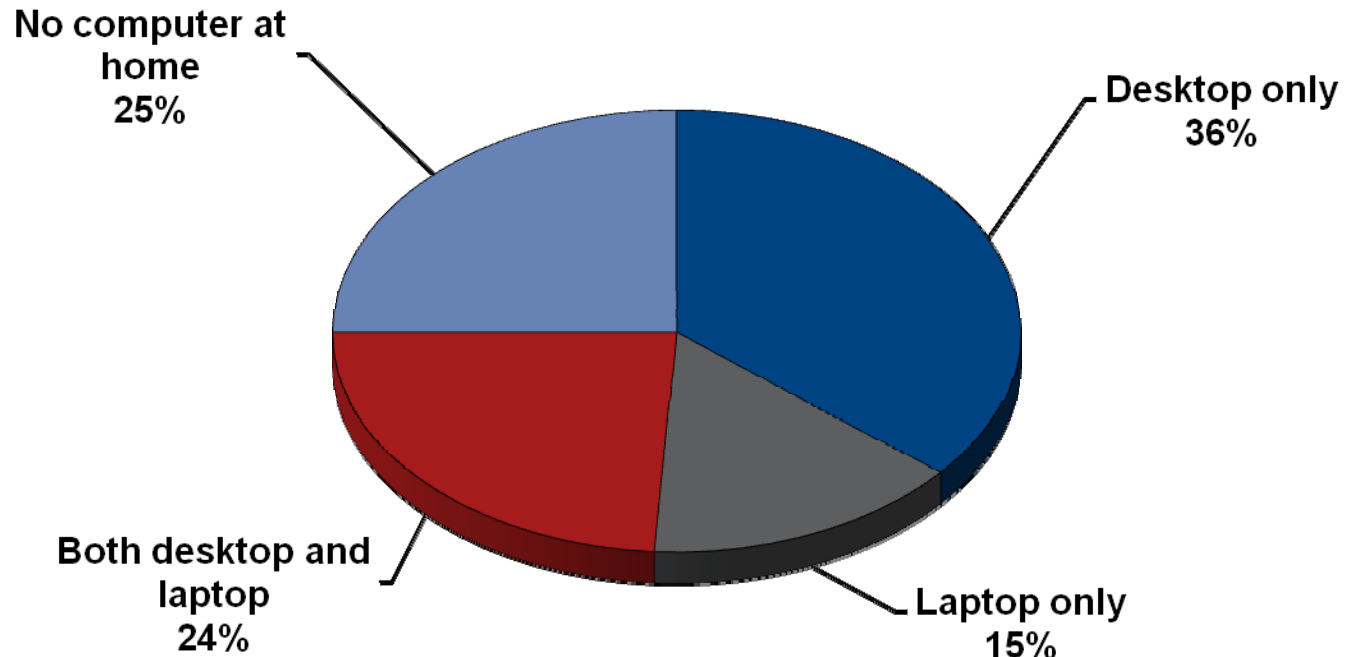
Q: When was the last time you purchased a home computer?
(n=900 TN computer owners)

Source: January 2010 Connected Tennessee®
Residential Technology Assessment
www.connectedtennessee.org



Types of Computers That Tennessee Residents Own

Percent of all Tennessee residents



Q: Does your household have a computer?
Q: What type of computer do you have at home?
(n=1,213 TN residents)

Source: January 2010 Connected Tennessee®
Residential Technology Assessment
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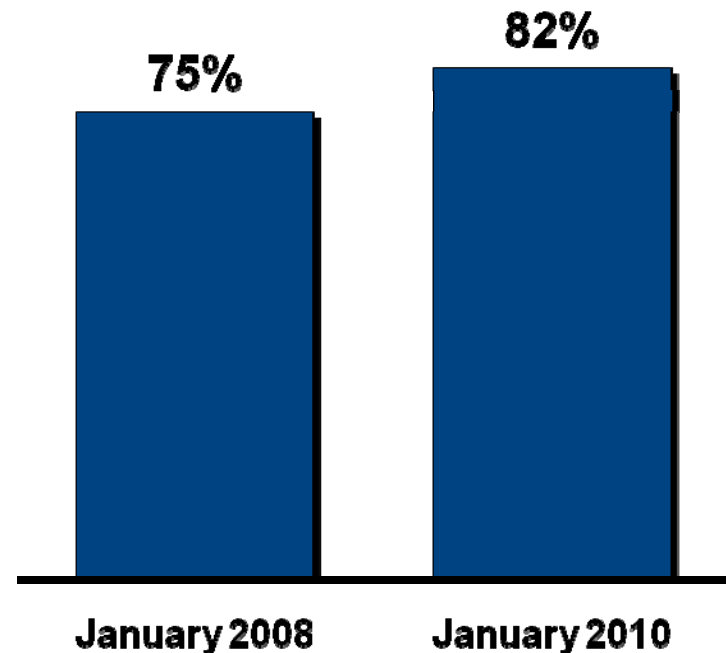


Tennessee Residents Who Use the Internet

(Any Internet connection, from any location)

Eighty-two percent of Tennessee residents access the Internet either from their home or from some other place (such as school, work or Wi-Fi “hot spots”). This translates into more than 3.9 million Tennessee adults and is a 9% increase from January 2008.

Percent of all Tennessee residents
who access the Internet from home or
some other place



Q: At what locations do you use the Internet?
(n=9,513 TN 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

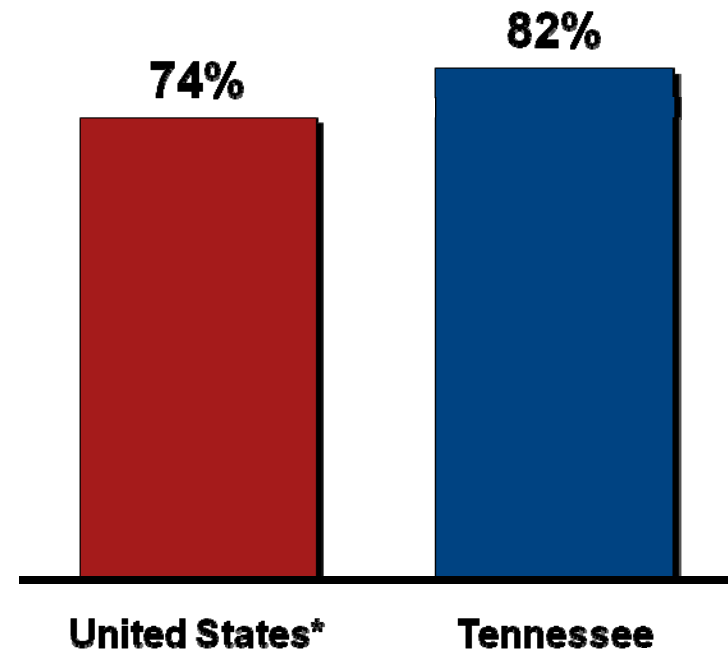


Tennessee Residents Who Use the Internet

(Any Internet connection, from any location)

Percent of residents who access the Internet from home or some other place

Eighty-two percent of Tennessee residents access the Internet either from their home or from some other place (such as school, work or Wi-Fi “hot spots”). By comparison, a national study recently found that 74% of American adults use the Internet.*



*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

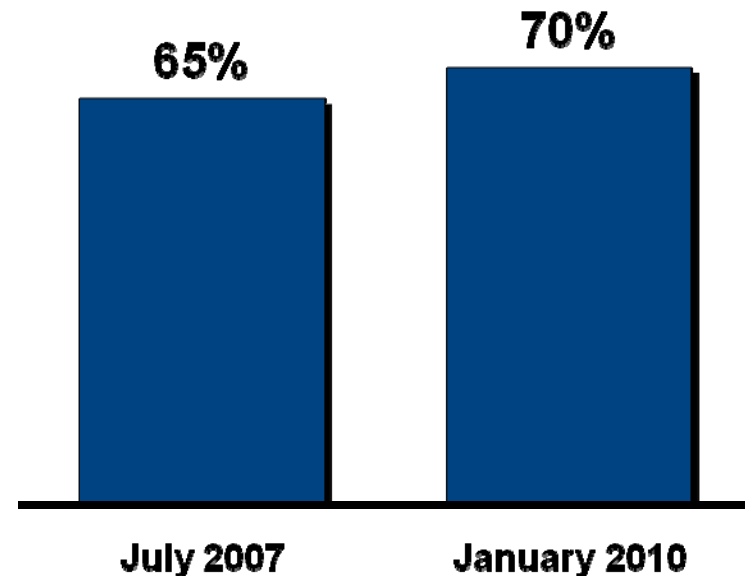
Q: At what locations do you use the Internet?
(n=1,213 TN residents)



Tennessee Residents With a Home Internet Connection (Either Broadband or Dial-Up)

Percent of all Tennessee residents
with either broadband or dial-up
Internet service at home

Seven out of ten Tennessee residents report that they have either dial-up or broadband Internet service at home. This translates into more than 3.3 million Tennessee adults and is an 8% increase from just two years ago.



Q: Do you have an Internet connection at home?
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

Source: July 2007 and January 2010
Connected Tennessee® Residential Technology Assessments
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