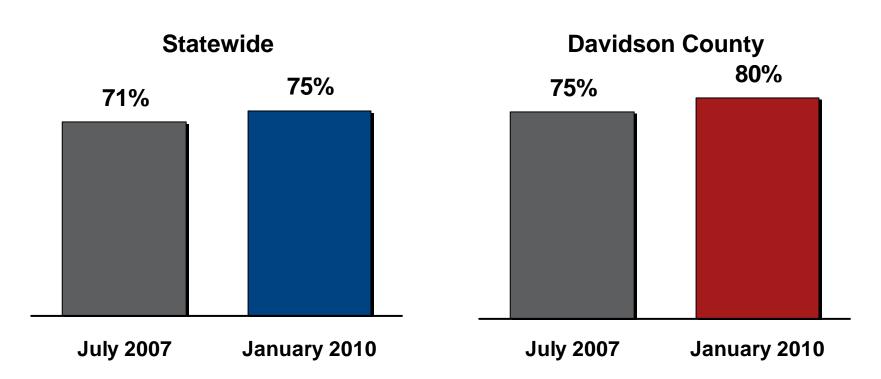


2010 Connected Tennessee® Residential Technology Assessment for Davidson County



Computer Ownership in Davidson County

Households with a home computer

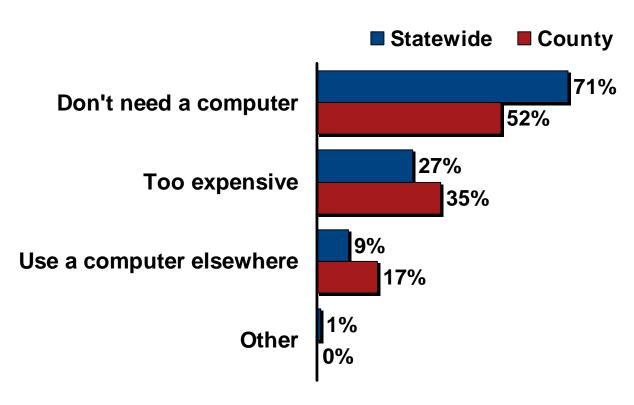


Q: Does your household have a computer? (n=100 Davidson County residents in 2007 and n=100 Davidson County residents in 2010)



Barriers to Computer Ownership

Why residents do not own a computer

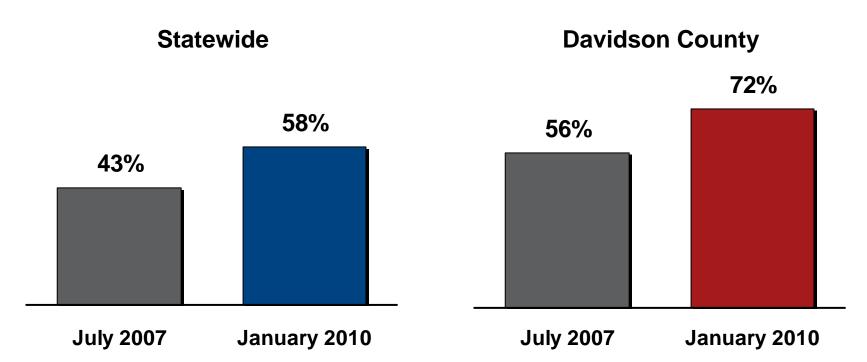


Q: Why don't you have a computer at home? (n=21 Davidson County residents with no home computer)



Broadband Adoption in Davidson County

Percent of residents who subscribe to home broadband service

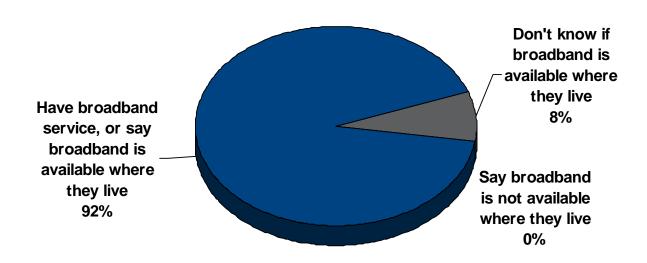


Q: Which of the following describe the type of Internet service you have at home? (n=100 Davidson County residents in 2007 and n=100 Davidson County residents in 2010)



Perceptions of Broadband Availability

Awareness of broadband availability in Davidson County

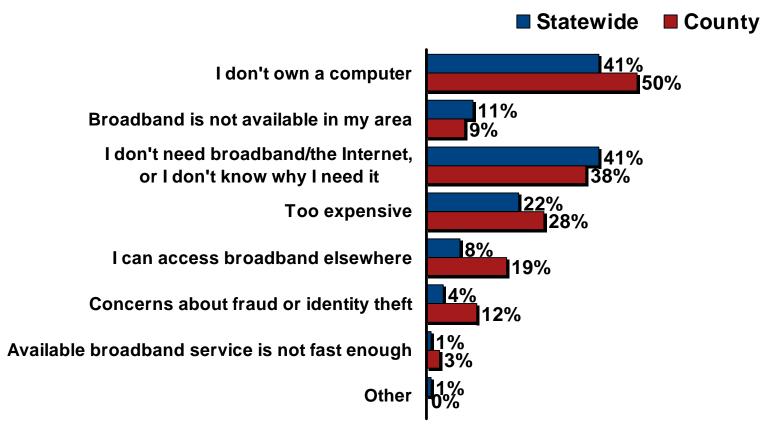


Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live? (n=100 Davidson County residents)



Barriers to Broadband Adoption

Why residents do not subscribe to broadband



Q: Why don't you subscribe to broadband Internet service? (n=29 Davidson County residents that do not have home broadband service)

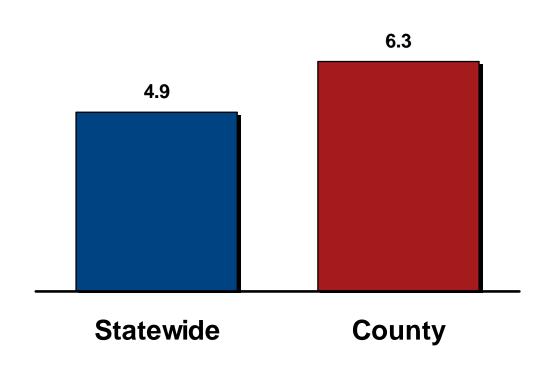


Broadband Download Speeds

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.

Average download speed (Mbps)



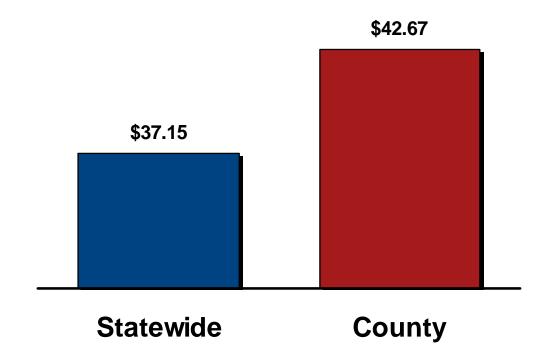
Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider? (n=71 Davidson County residents with home broadband service)



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.

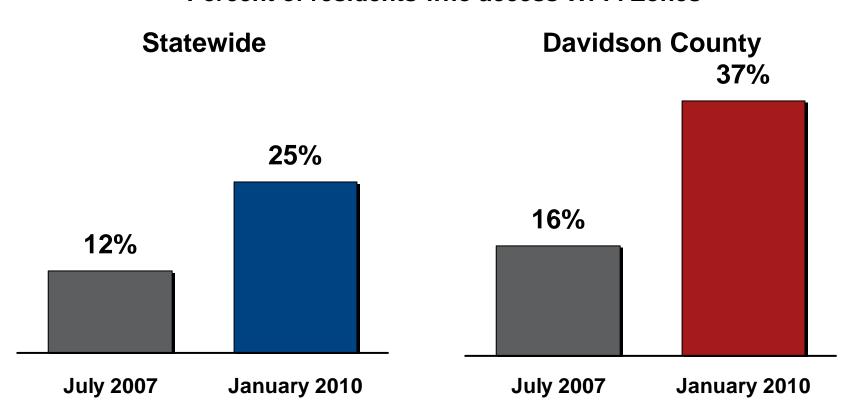


Q: What do you pay each month for your Internet service? (n=75 Davidson County residents with home broadband service)



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

Percent of residents who access Wi-Fi Zones

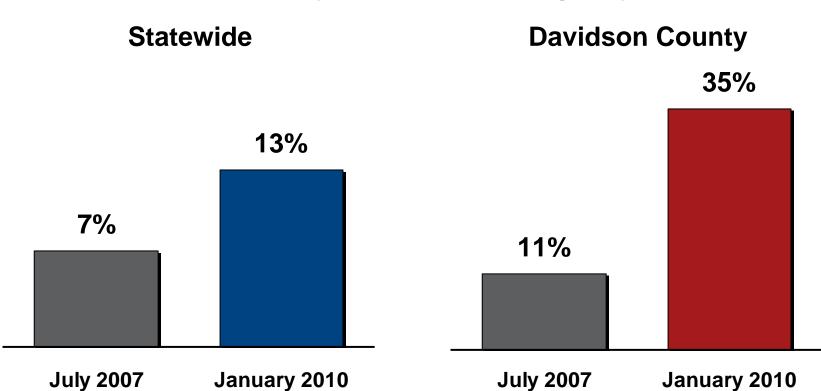


Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet? (n=100 Davidson County residents in 2007 and n=100 Davidson County residents in 2010)



Teleworking Trends Among Residents





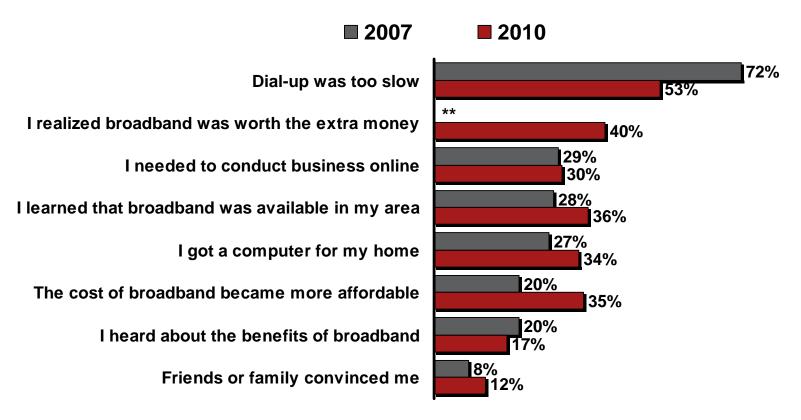
Q: Do you regularly work from home through a broadband connection, commonly known as teleworking (2007)? and

Q: Which of the following describe the way you work from home, when you do so (2010)? (n=66 Davidson County residents in 2007 and n=63 Davidson County residents employed full-time or part-time in 2010)



Why Davidson 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=71 Davidson 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

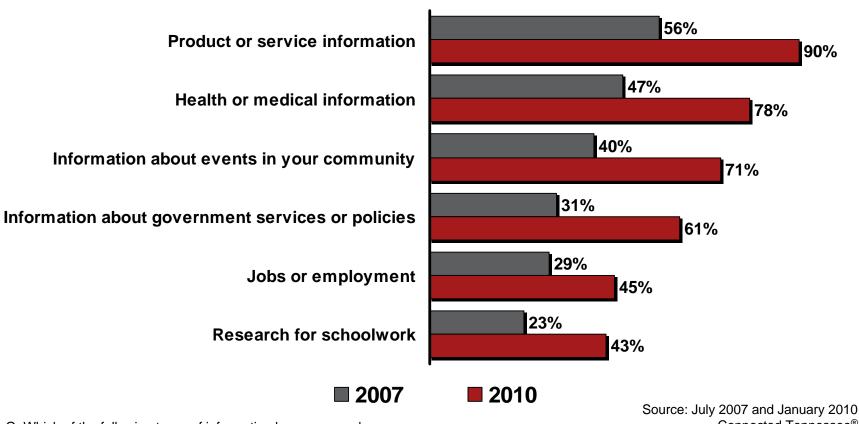


Trends in Online Activities Among Tennessee Internet Users



Searching For Information Online

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

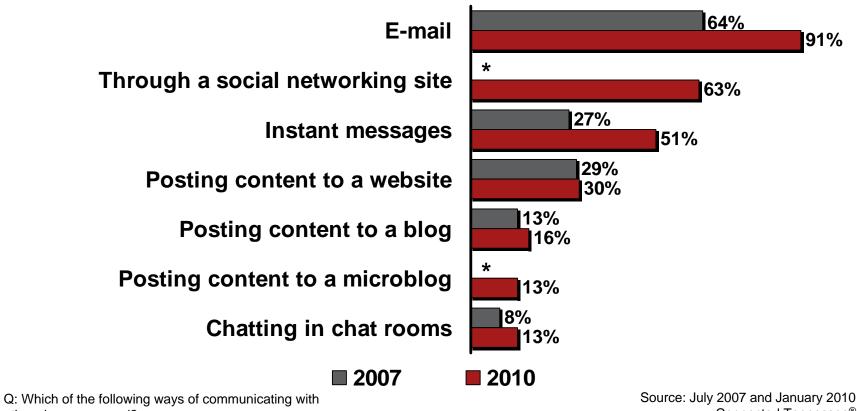


Q: Which of the following types of information have you used the Internet to look for online? (n=85 Davidson County Internet users)



Communicating Online

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

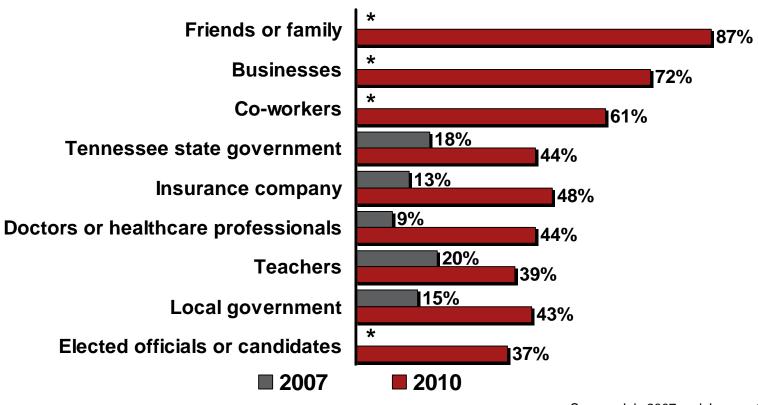


others have you used?
*Question was not asked in 2007
(n=85 Davidson County Internet users)



Interacting Online

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

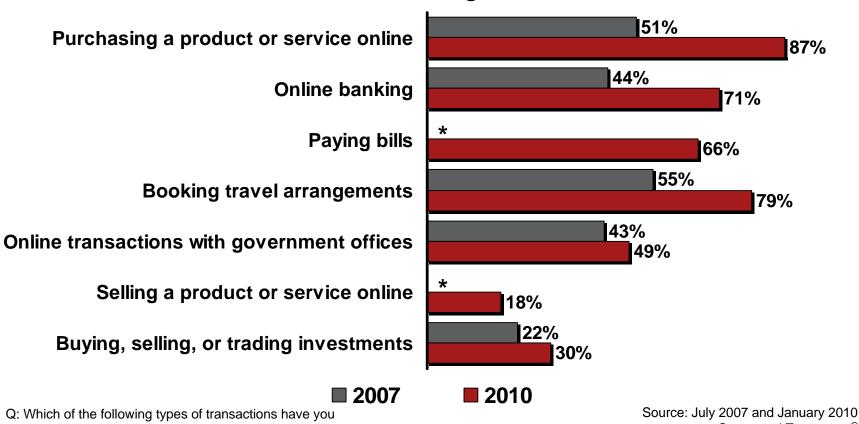


Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? *Question was not asked in 2007 (n=85 Davidson County Internet users)



Online Transactions

Percent of Davidson County Internet users who conduct the following transactions online



completed online?

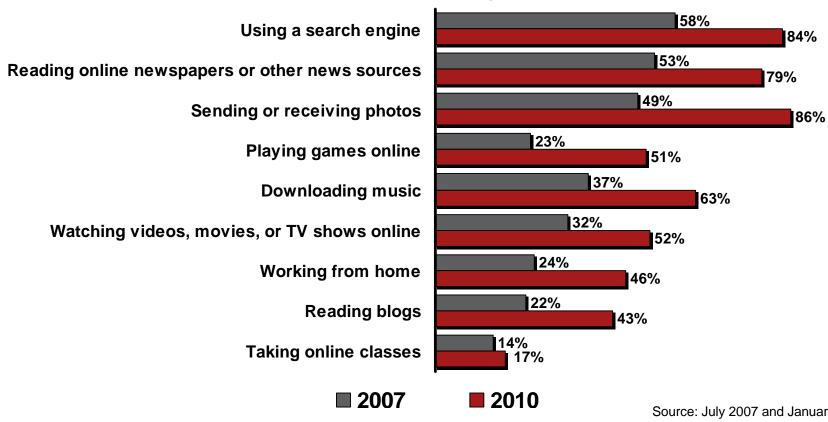
*Question was not asked in 2007 (n=85 Davidson County Internet users)

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Online Activities

Percent of Davidson County Internet users who conduct the following activities online



Q: Which of the following activities have you conducted online? (n=85 Davidson County Internet users)



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