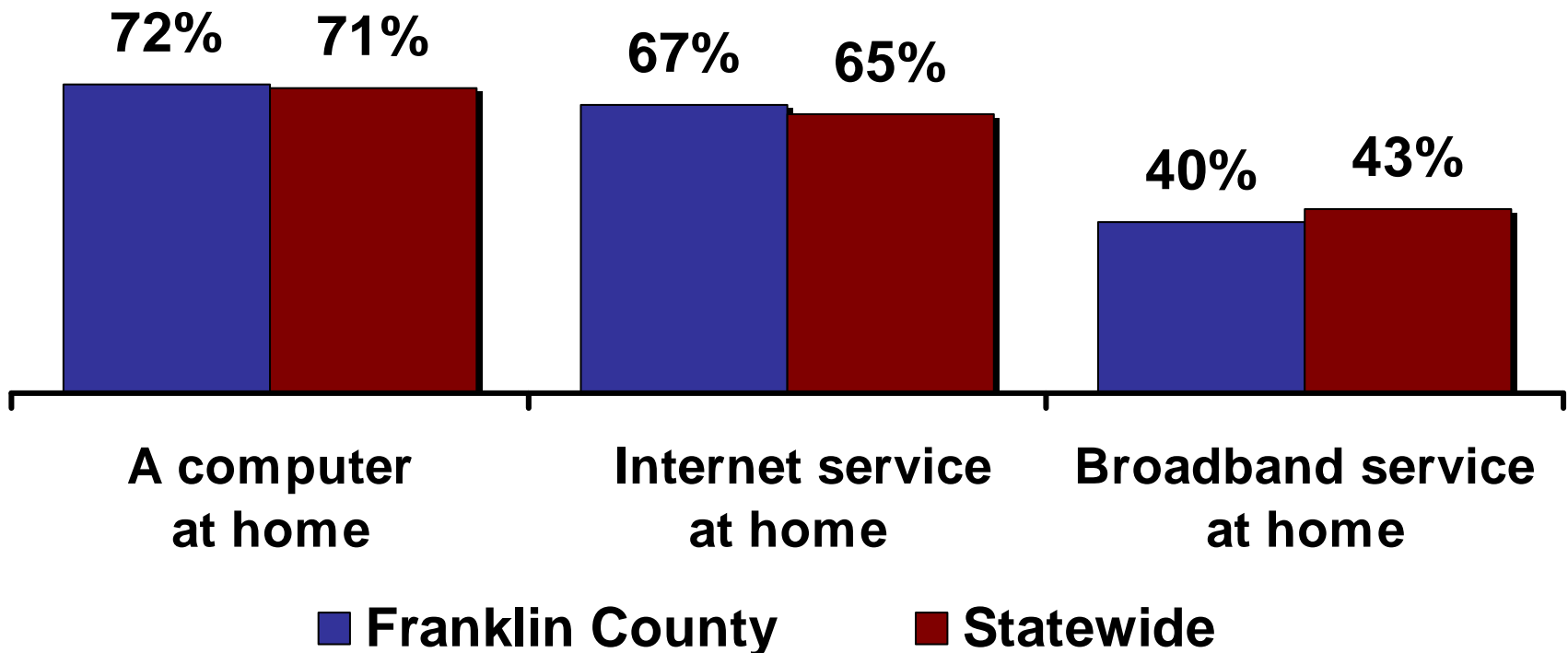




2007 Connected Tennessee Consumer Technology Assessment for Franklin County, Tennessee

Residential Technology Assessment for Franklin County

Percent of residents who have:



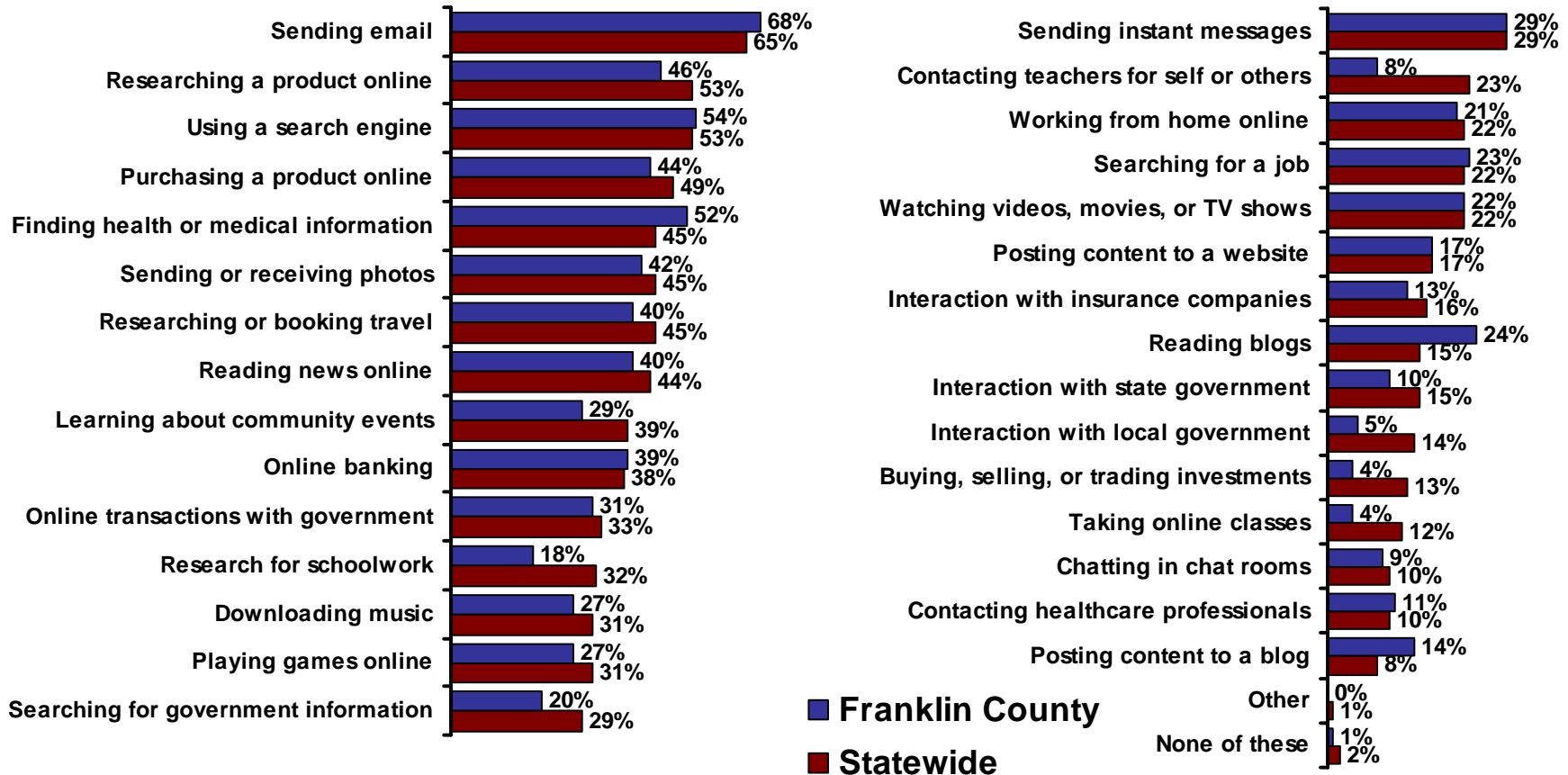
(n = 98 Franklin County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment



Internet Applications Used by Franklin County Residents

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

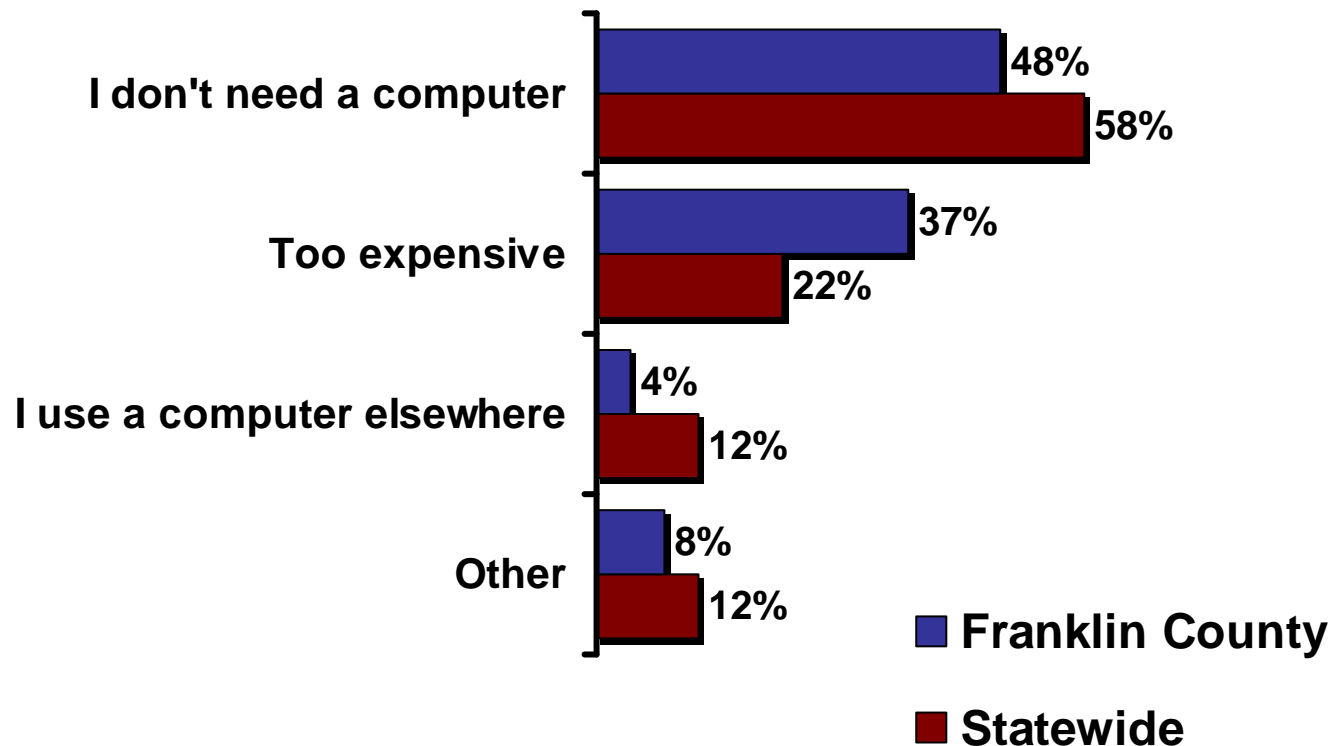


Q: Which of the following activities do you conduct on the Internet?
 (n = 75 Franklin County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

Why Franklin County residents do not own a computer:



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

(n = 27 Franklin County residents with no computer at home, weighted by age and gender)

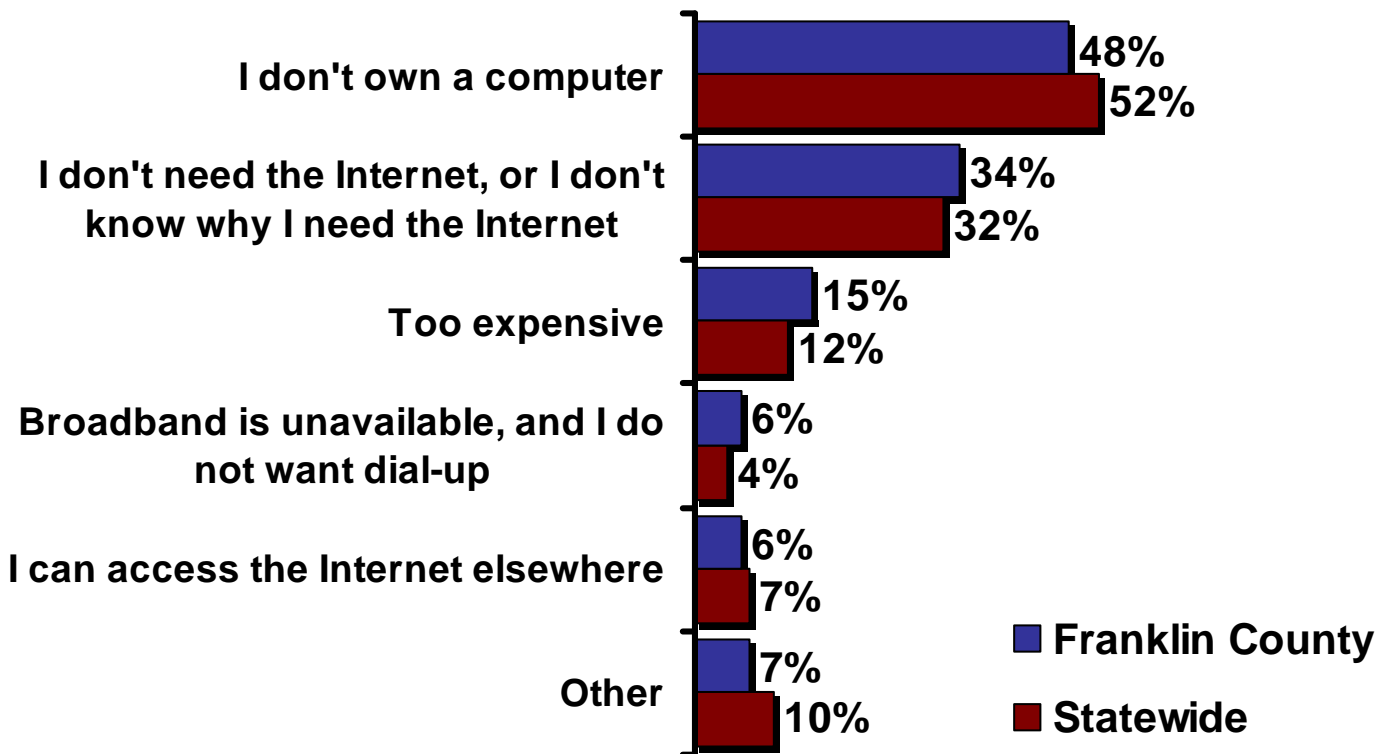
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Barriers to Internet Adoption

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



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

(n = 32 Franklin County residents with no Internet connection at home, weighted by age and gender)

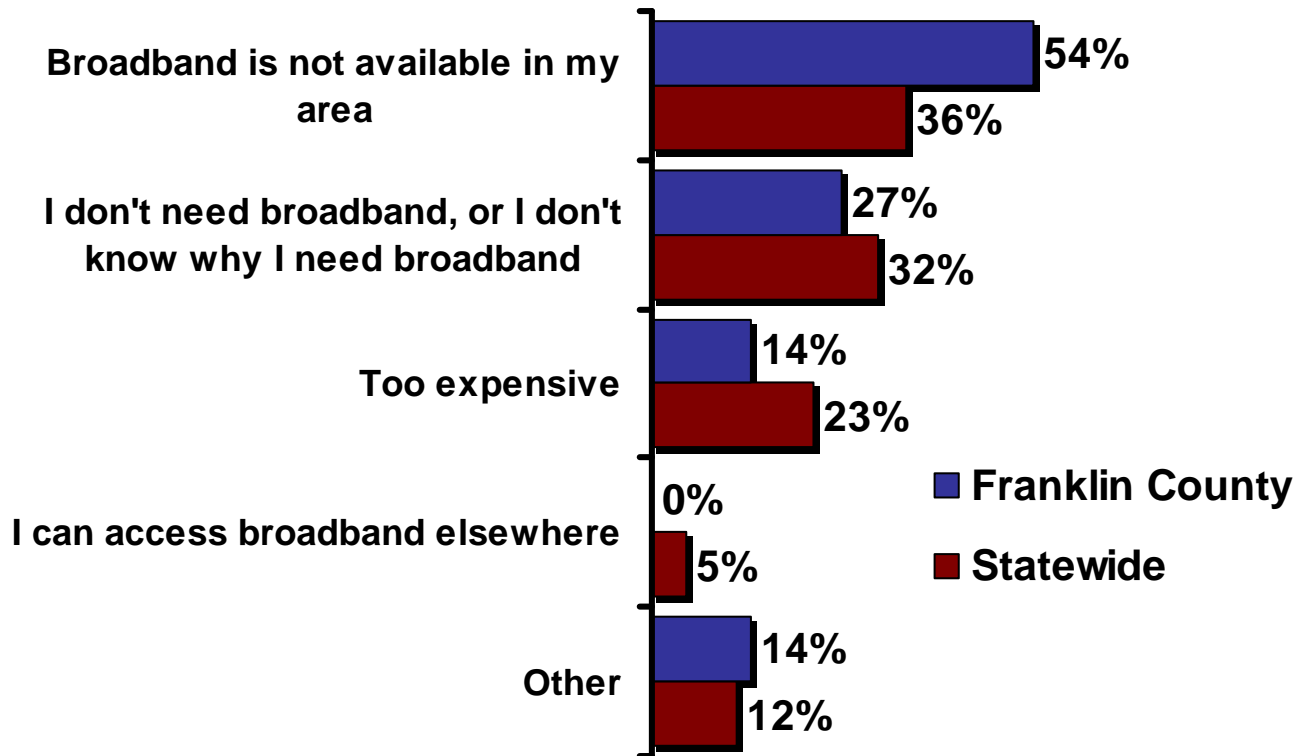
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Barriers to Broadband Adoption

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



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

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

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