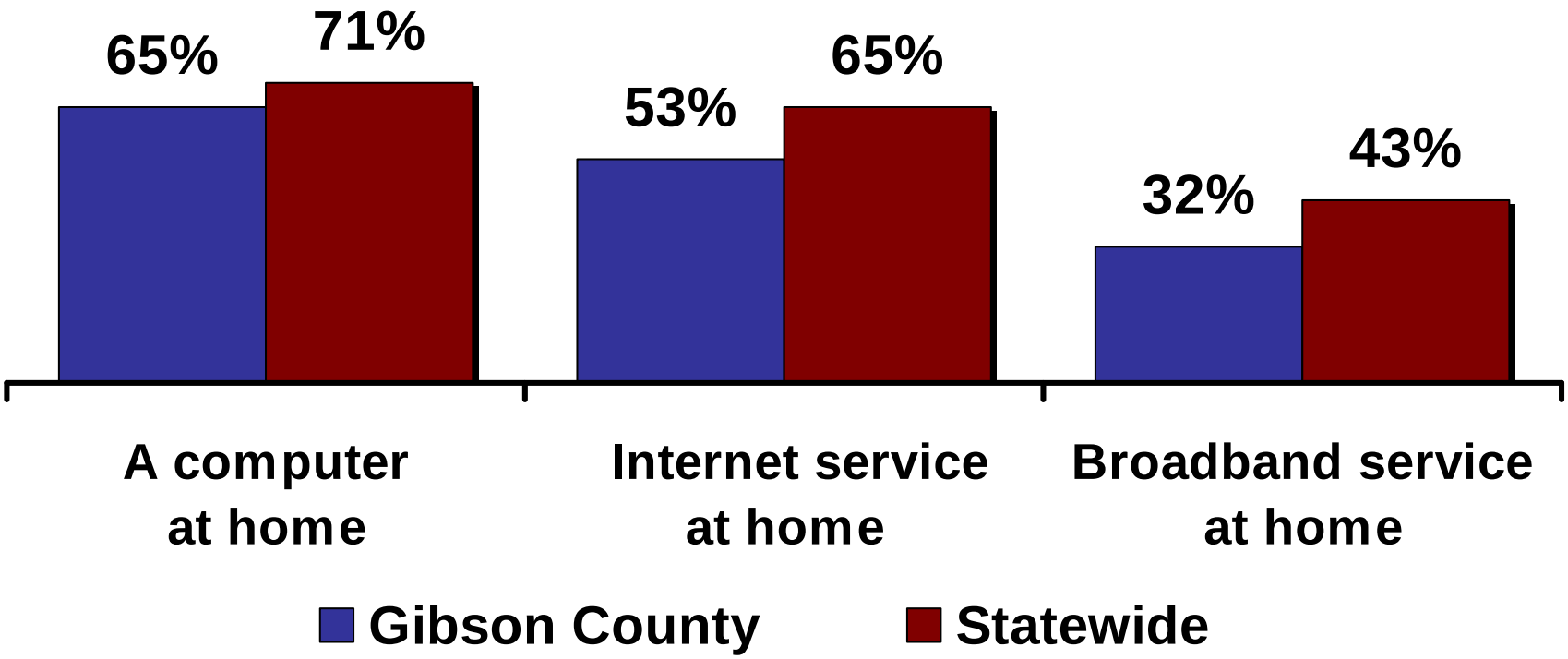
2007 Connected Tennessee Consumer Technology Assessment for Gibson County, Tennessee

© Do Not Copy Without Written Permission

Residential Technology Assessment for Gibson County

Percent of residents who have:



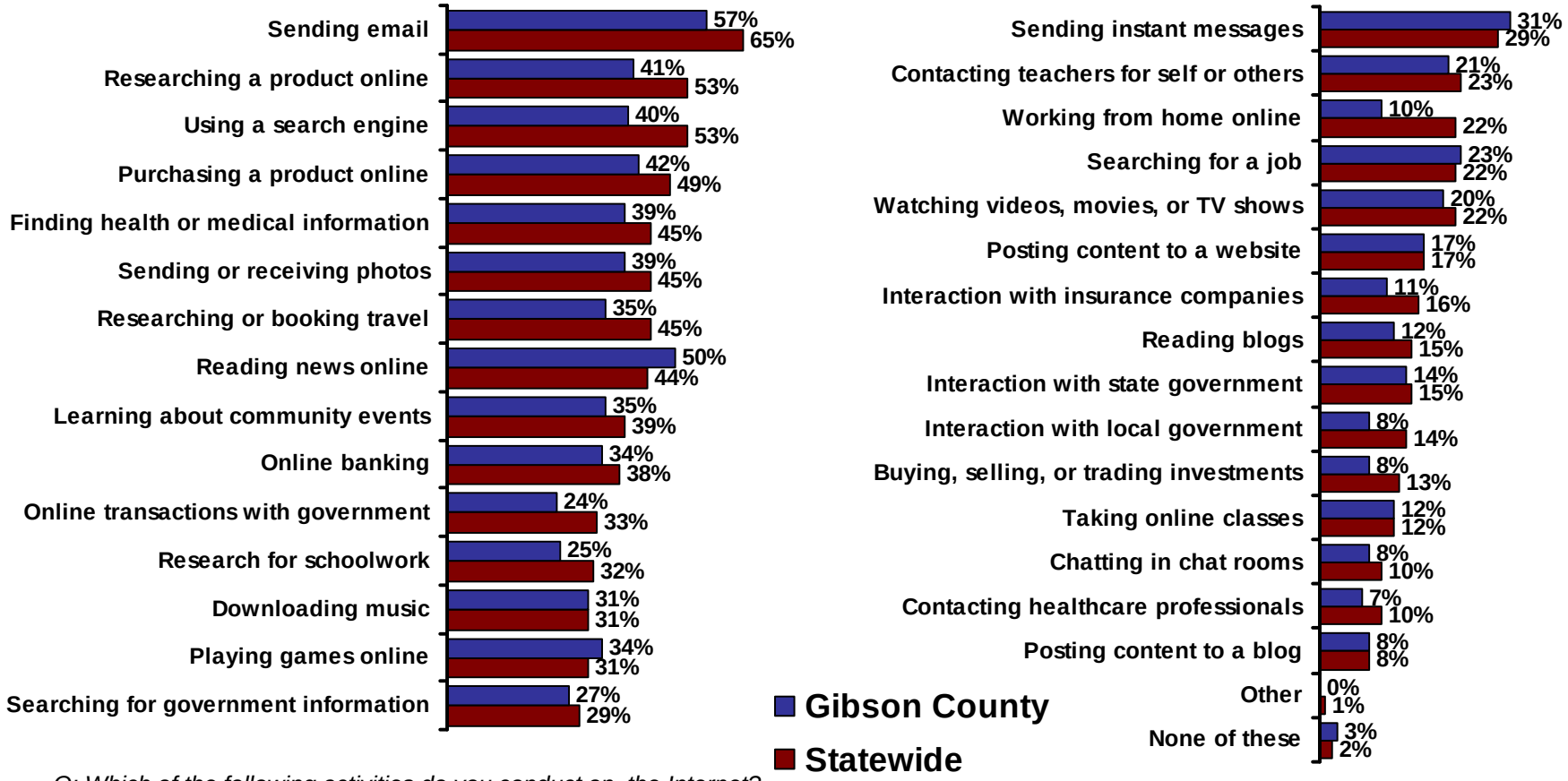
(n = 100 Gibson County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

© Do Not Copy Without Written Permission

Internet Applications Used by Gibson County Residents

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

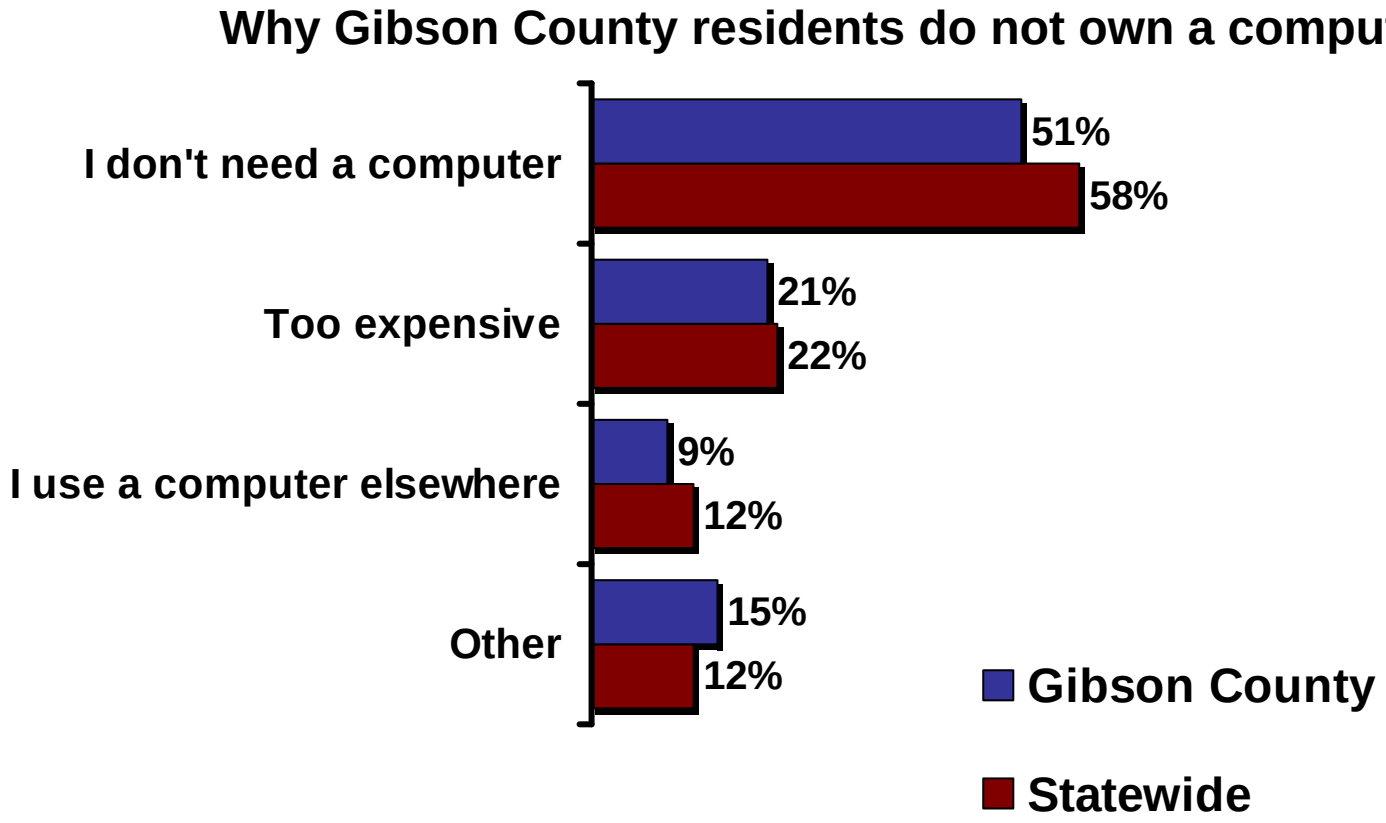


Q: Which of the following activities do you conduct on the Internet? (n = 69 Gibson County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

© Do Not Copy Without Written Permission

Barriers to Computer Ownership



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

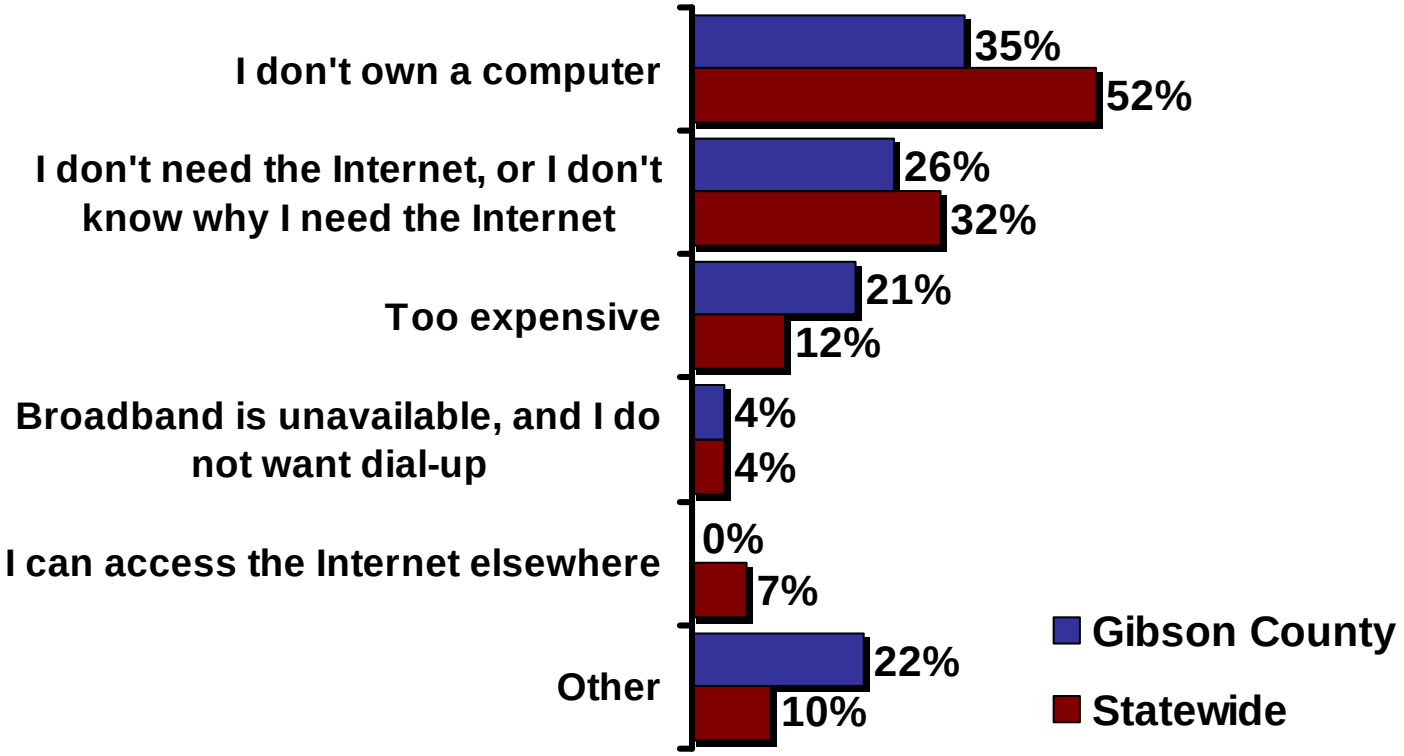
(n = 32 Gibson County residents with no computer at home, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

© Do Not Copy Without Written Permission

Barriers to Internet Adoption

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



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

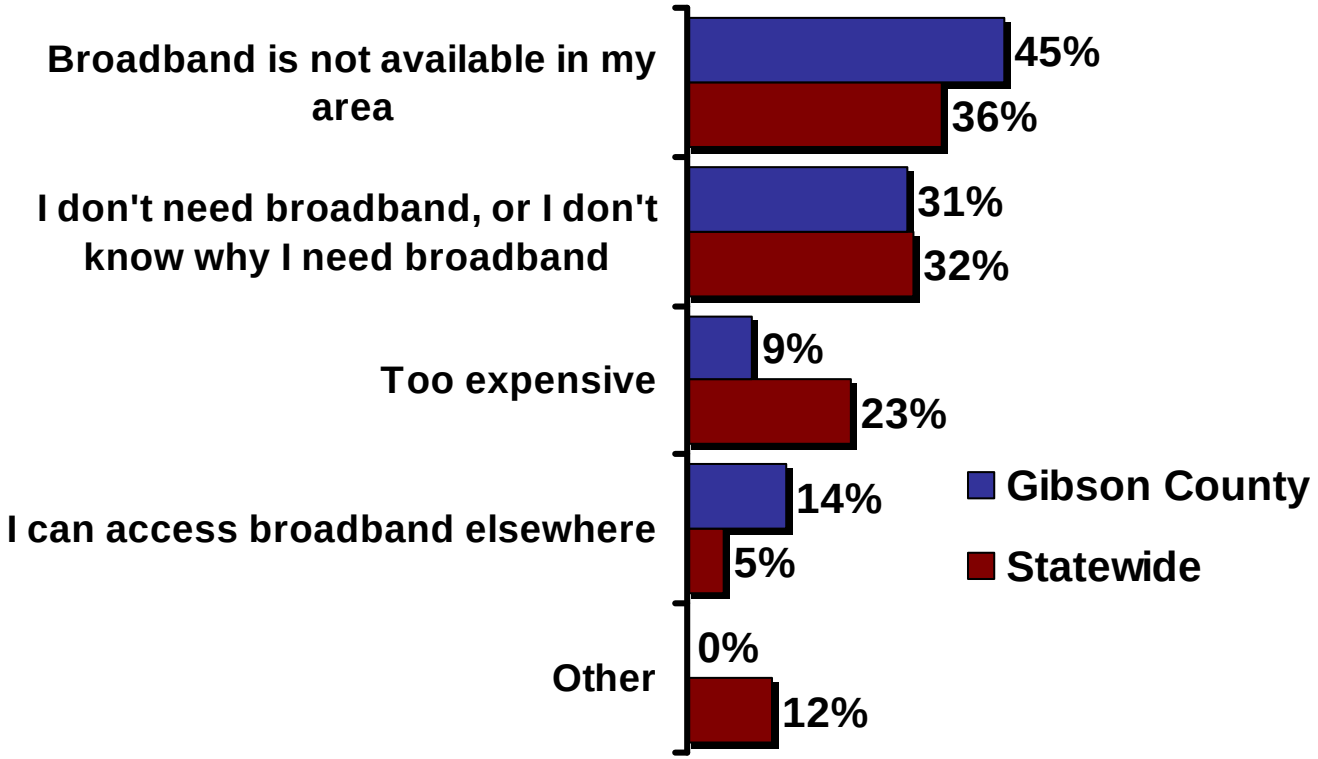
(n = 42 Gibson County residents with no Internet connection at home, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

© Do Not Copy Without Written Permission

Barriers to Broadband Adoption

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



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

(n = 20 Gibson County residents who rely exclusively on dial-up service at home, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

© Do Not Copy Without Written Permission

Attribution and Contact Information

Connected Nation Research

(877) 846-7710

www.connectednation.com

Michael Ramage

Executive Director of Connected Tennessee

(615) 242-9508

mramage@connectedtn.org

www.connectedtennessee.org

© Do Not Copy Without Written Permission