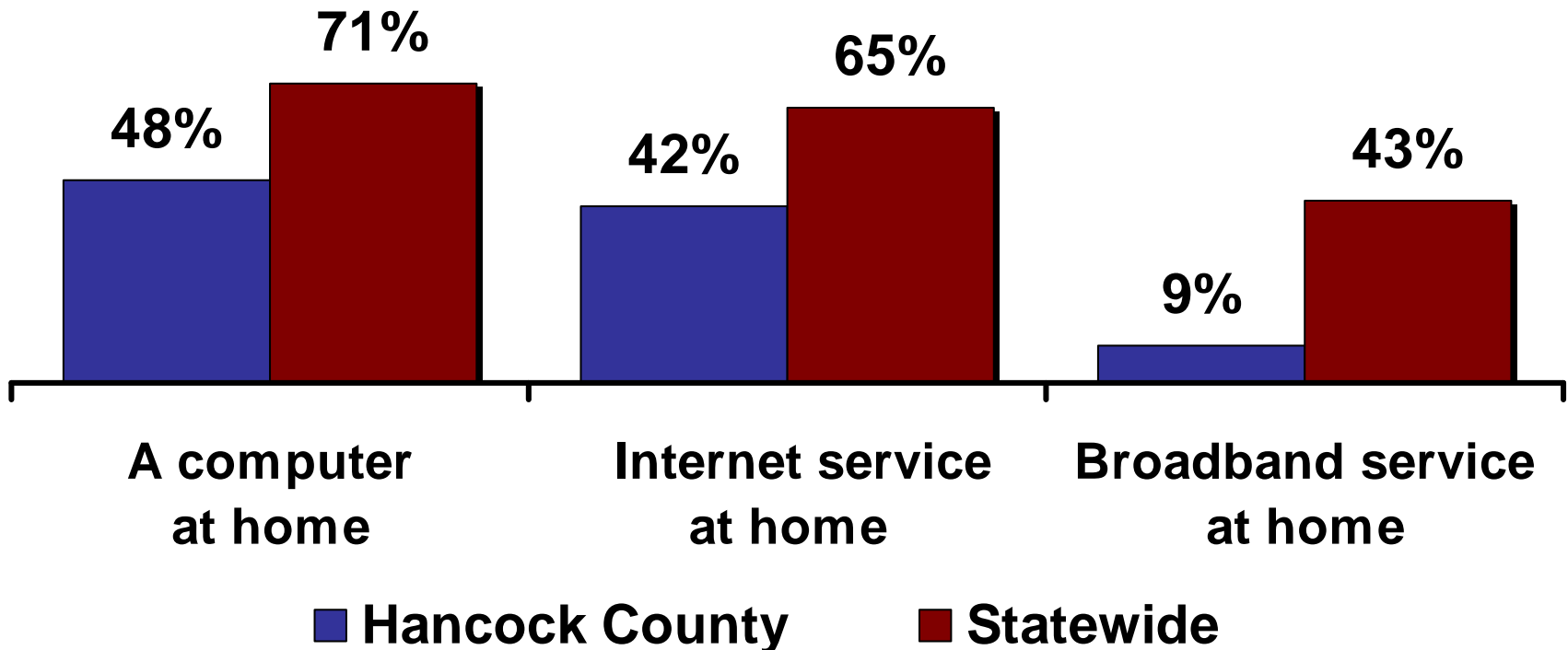




2007 Connected Tennessee Consumer Technology Assessment for Hancock County, Tennessee

Residential Technology Assessment for Hancock County

Percent of residents who have:



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

Source: 2007 Connected Tennessee Residential Technology Assessment

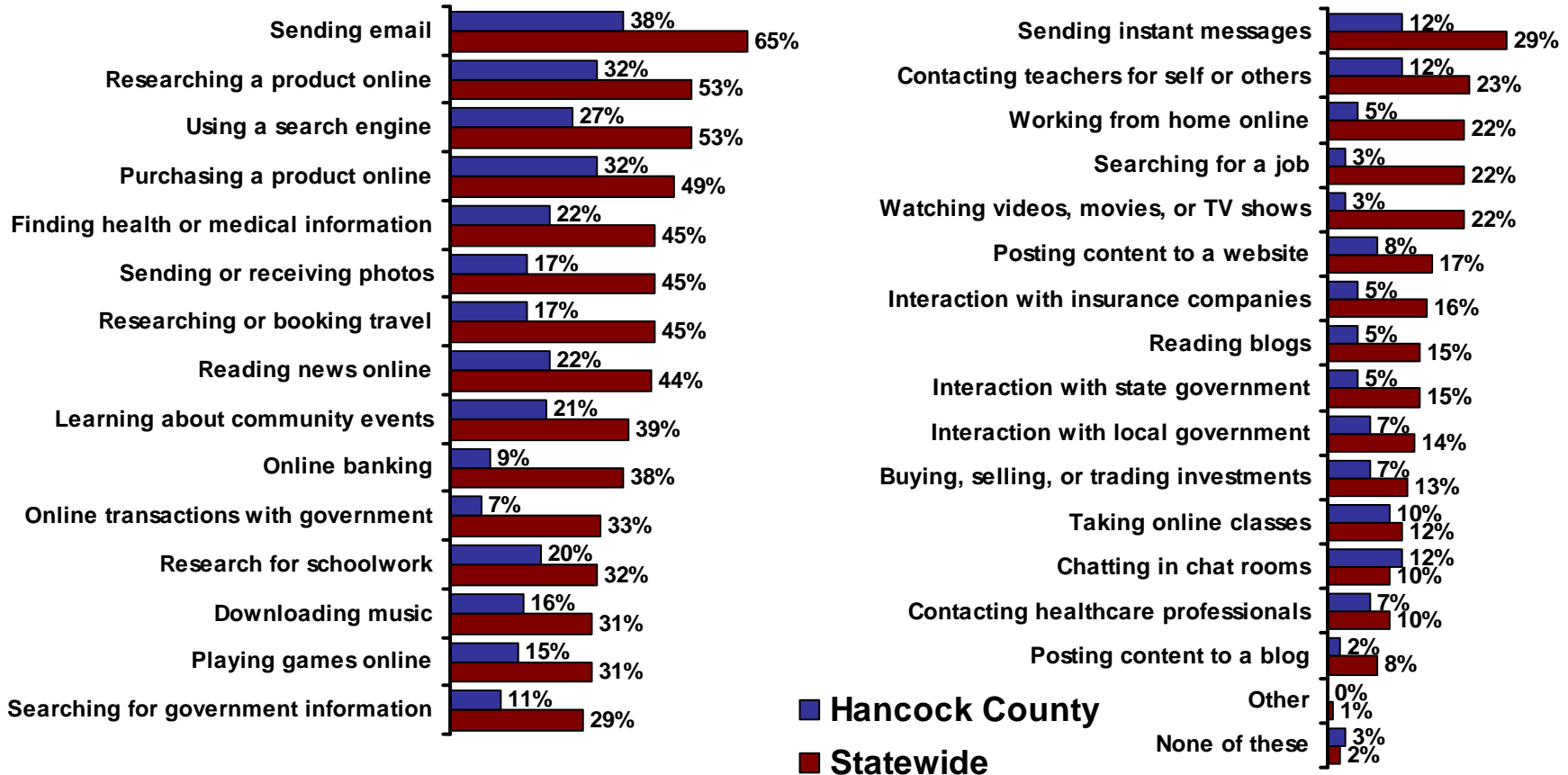
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Internet Applications Used by Hancock County Residents

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

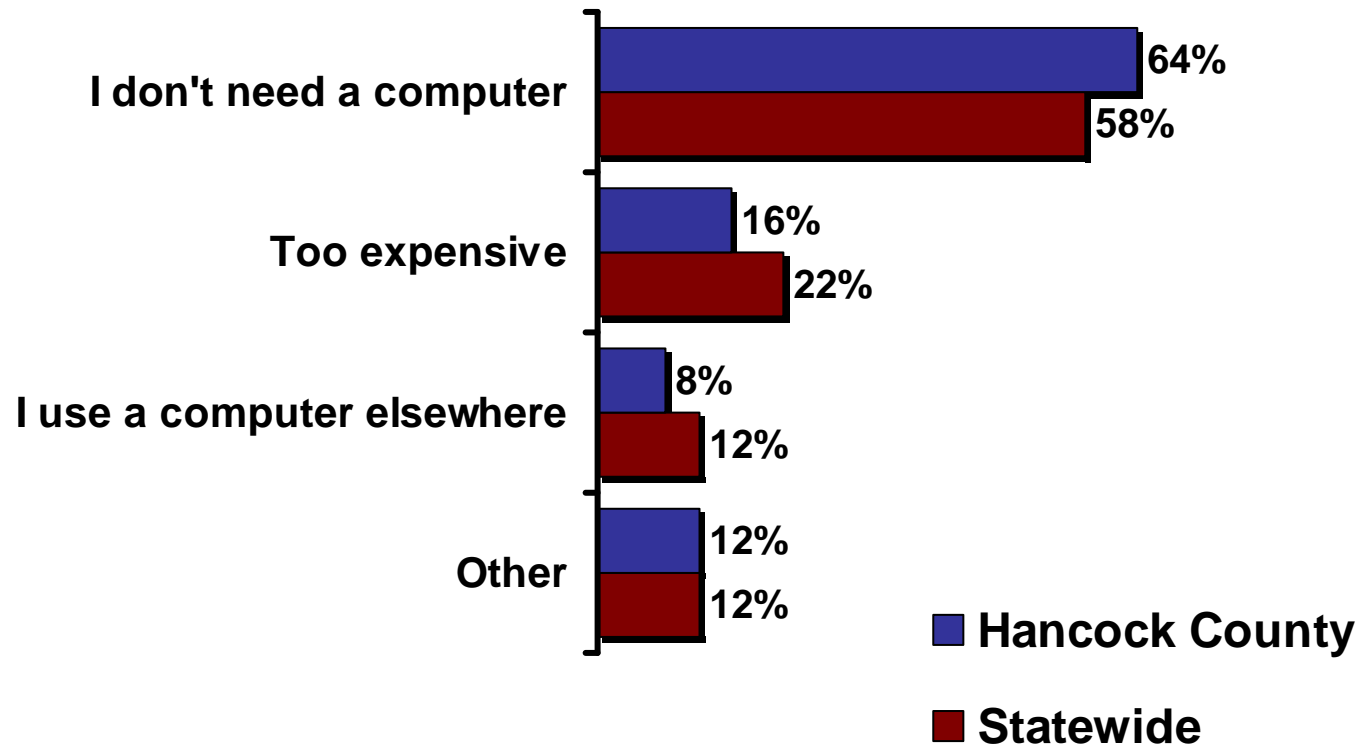


Q: Which of the following activities do you conduct on the Internet?
 (n = 59 Hancock County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

Why Hancock County residents do not own a computer:



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

(n = 50 Hancock County residents with no computer at home, weighted by age and gender)

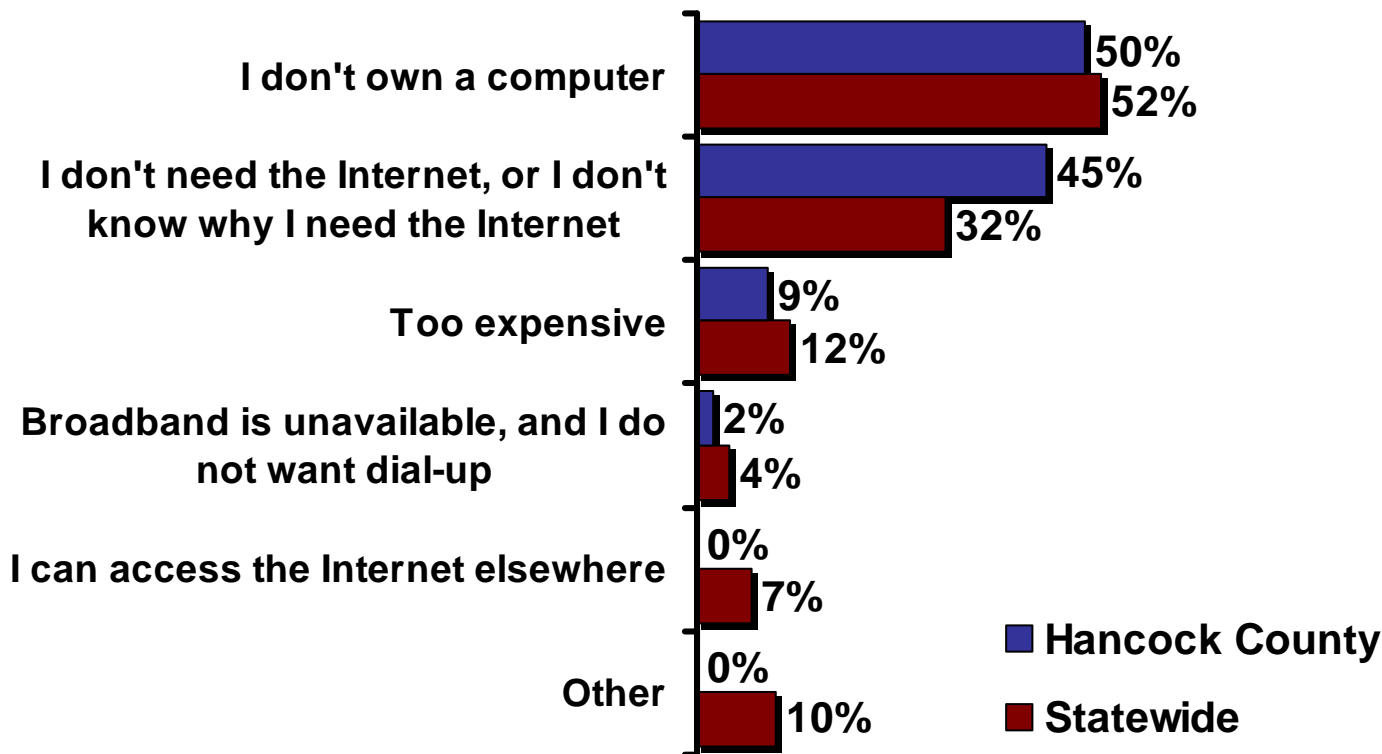
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Source: 2007 Connected Tennessee Residential Technology Assessment

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Barriers to Internet Adoption

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



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

(n = 57 Hancock County residents with no Internet connection at home, weighted by age and gender)

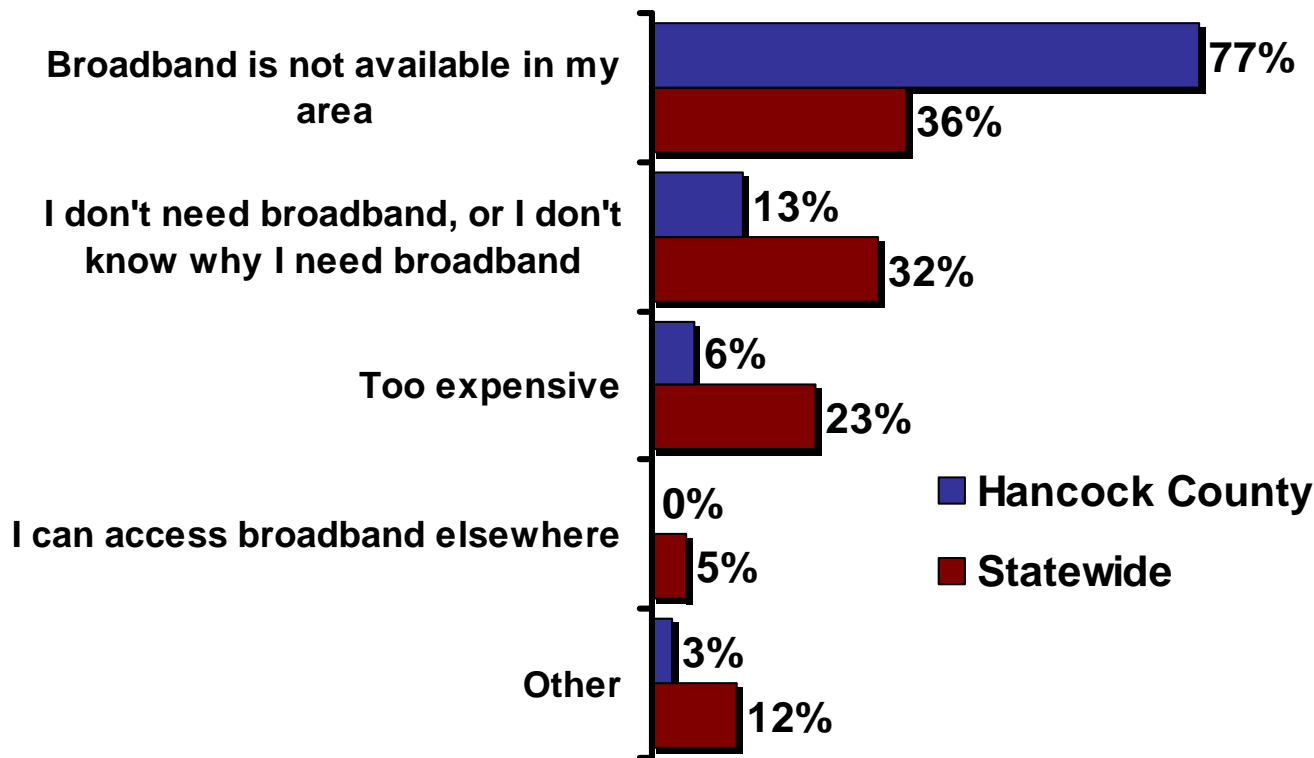
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Barriers to Broadband Adoption

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



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

(n = 32 Hancock County residents who rely exclusively on dial-up service at home, weighted by age and gender)

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