



CONNECTED
Tennessee
THE TRAIL TO INNOVATION®

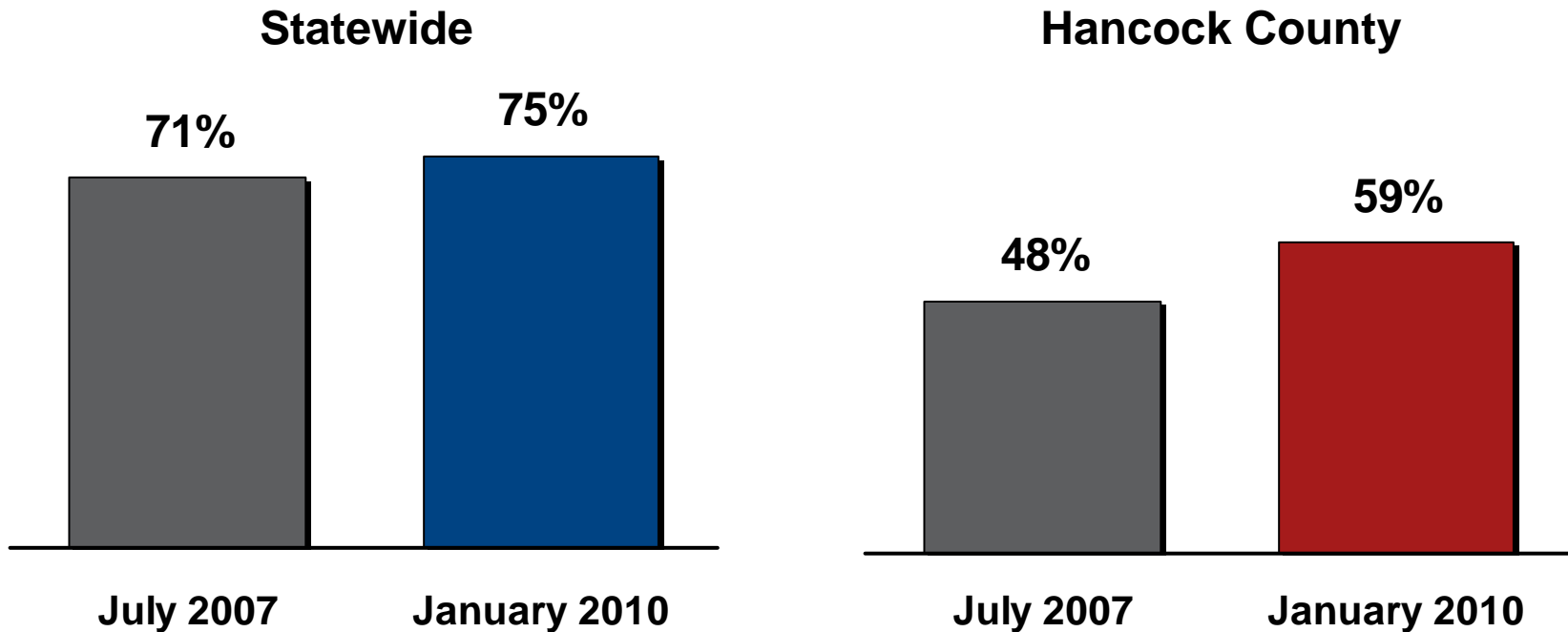
2010 Connected Tennessee® Residential Technology Assessment for Hancock County

www.connectedtennessee.org



Computer Ownership in Hancock County

Households with a home computer



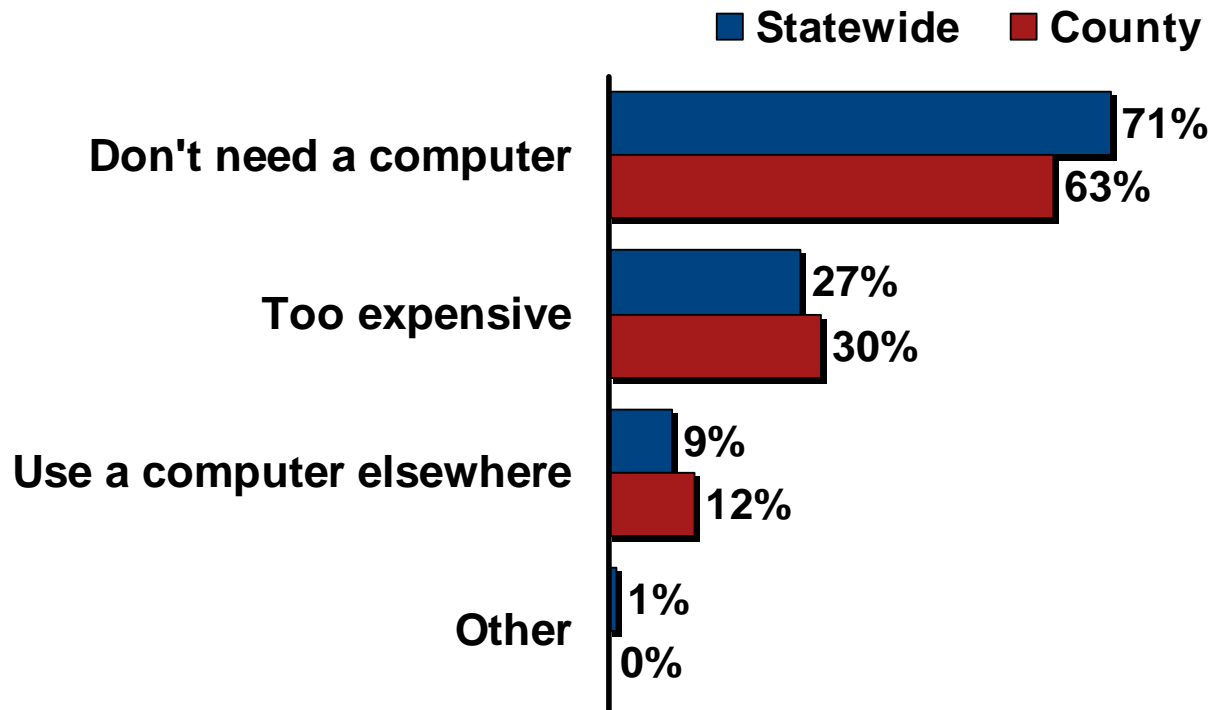
Q: Does your household have a computer?
(n=100 Hancock County residents in 2007 and n=100 Hancock County residents in 2010)

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



Barriers to Computer Ownership

Why residents do not own a computer



Q: Why don't you have a computer at home?
(n=38 Hancock County residents with no home computer)

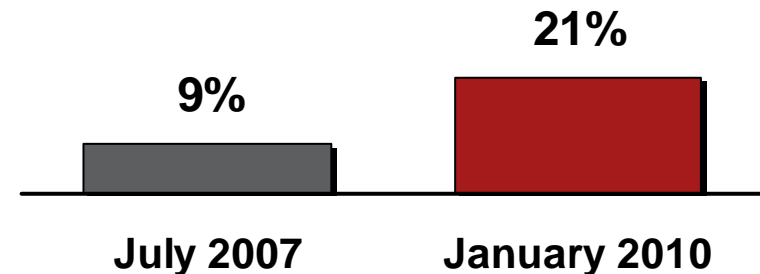
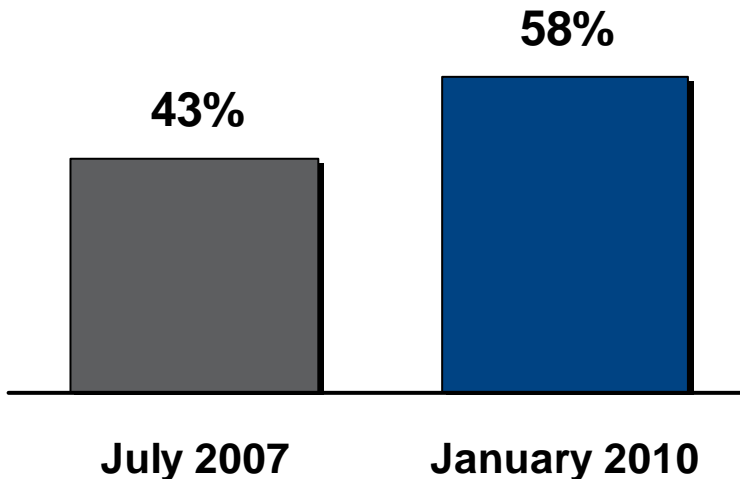
Source: January 2010 Connected Tennessee®
Residential Technology Assessment
www.connectedtennessee.org

Broadband Adoption in Hancock County

Percent of residents
who subscribe to home broadband service

Statewide

Hancock County



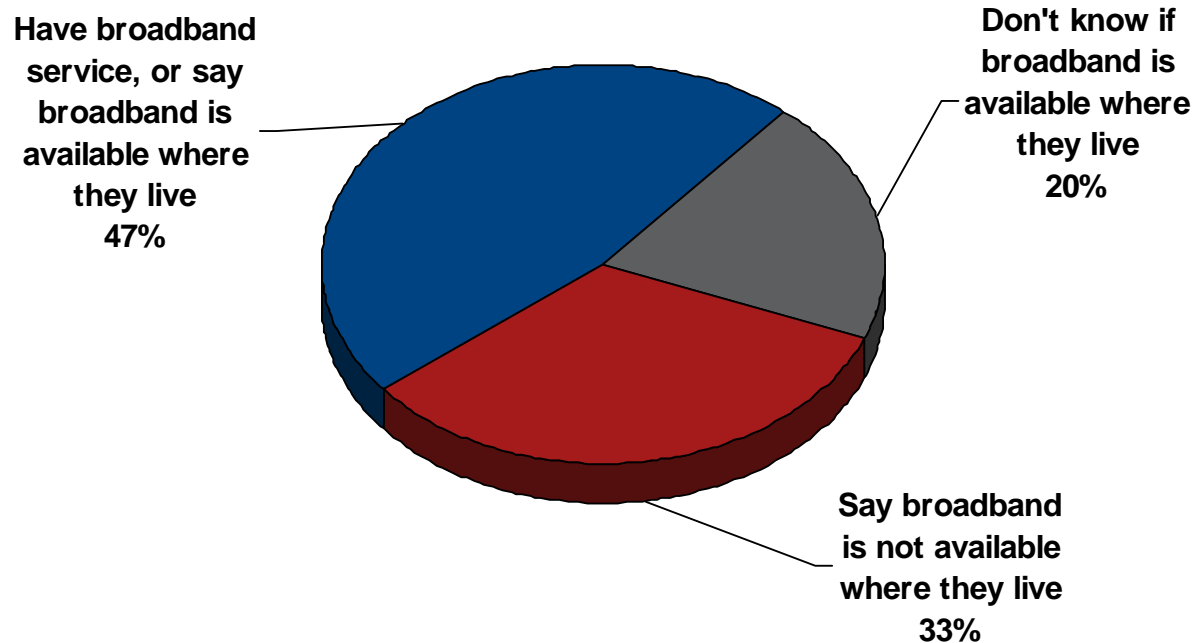
Q: Which of the following describe the type of Internet service you have at home?
(n=100 Hancock County residents in 2007 and n=100 Hancock County residents in 2010)

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



Perceptions of Broadband Availability

Awareness of broadband availability in Hancock County



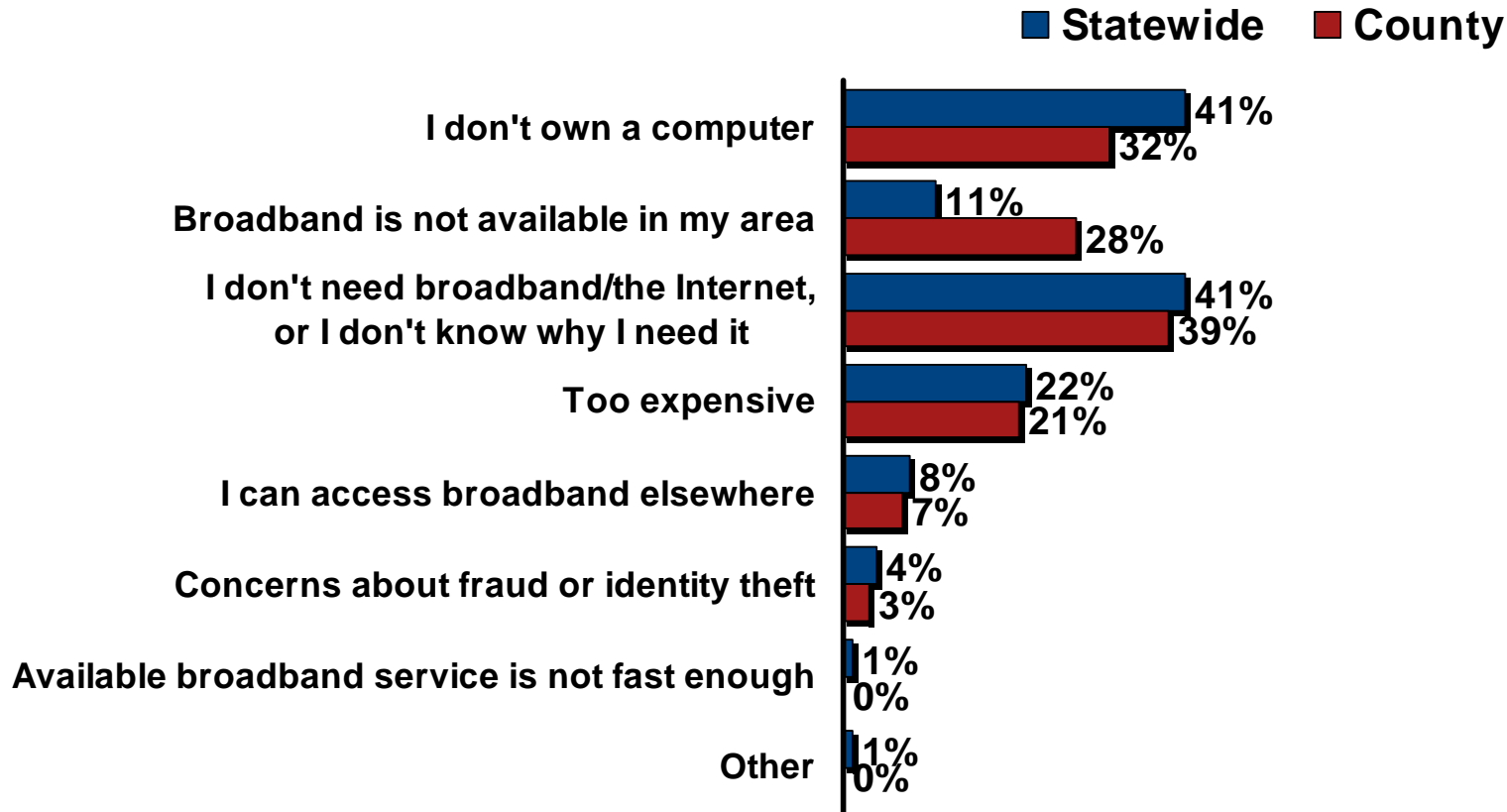
Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?
(n=100 Hancock County residents)

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



Barriers to Broadband Adoption

Why residents do not subscribe to broadband



Q: Why don't you subscribe to broadband Internet service?
(n=79 Hancock County residents that do not have home broadband service)

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

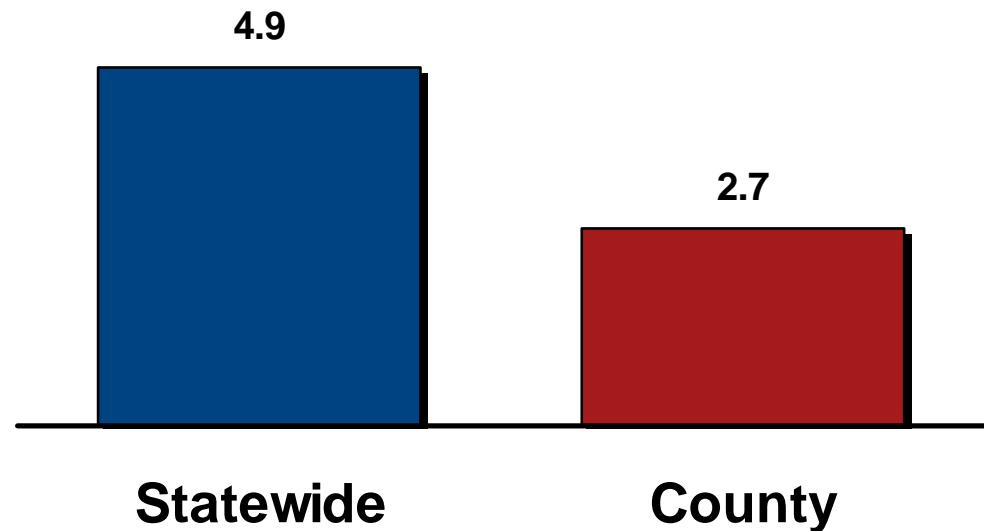


Broadband Download Speeds

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=21 Hancock County residents with home broadband service)

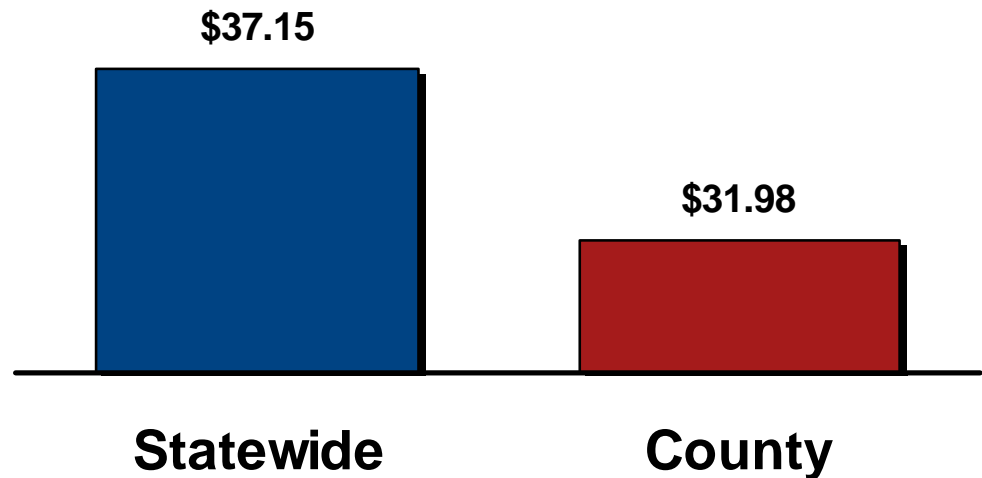
Source: January 2010 Connected Tennessee®
Residential Technology Assessment
www.connectedtennessee.org



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.



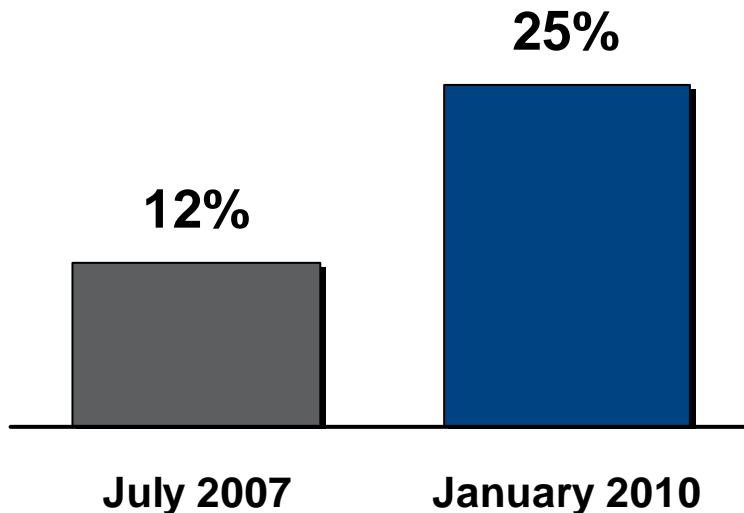
Q: What do you pay each month for your Internet service?
(n=48 Hancock County residents with home broadband service)

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

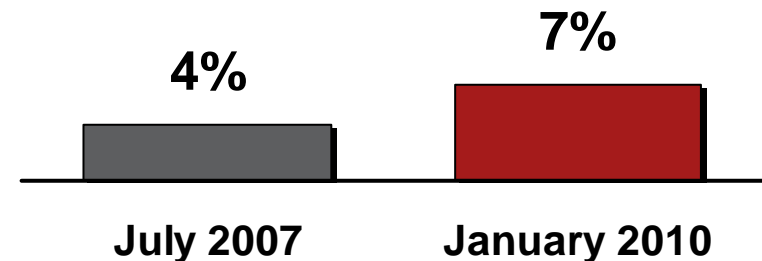
Trends in Wi-Fi Zone ("Hot Spot") Usage

Percent of residents who access Wi-Fi Zones

Statewide



Hancock County

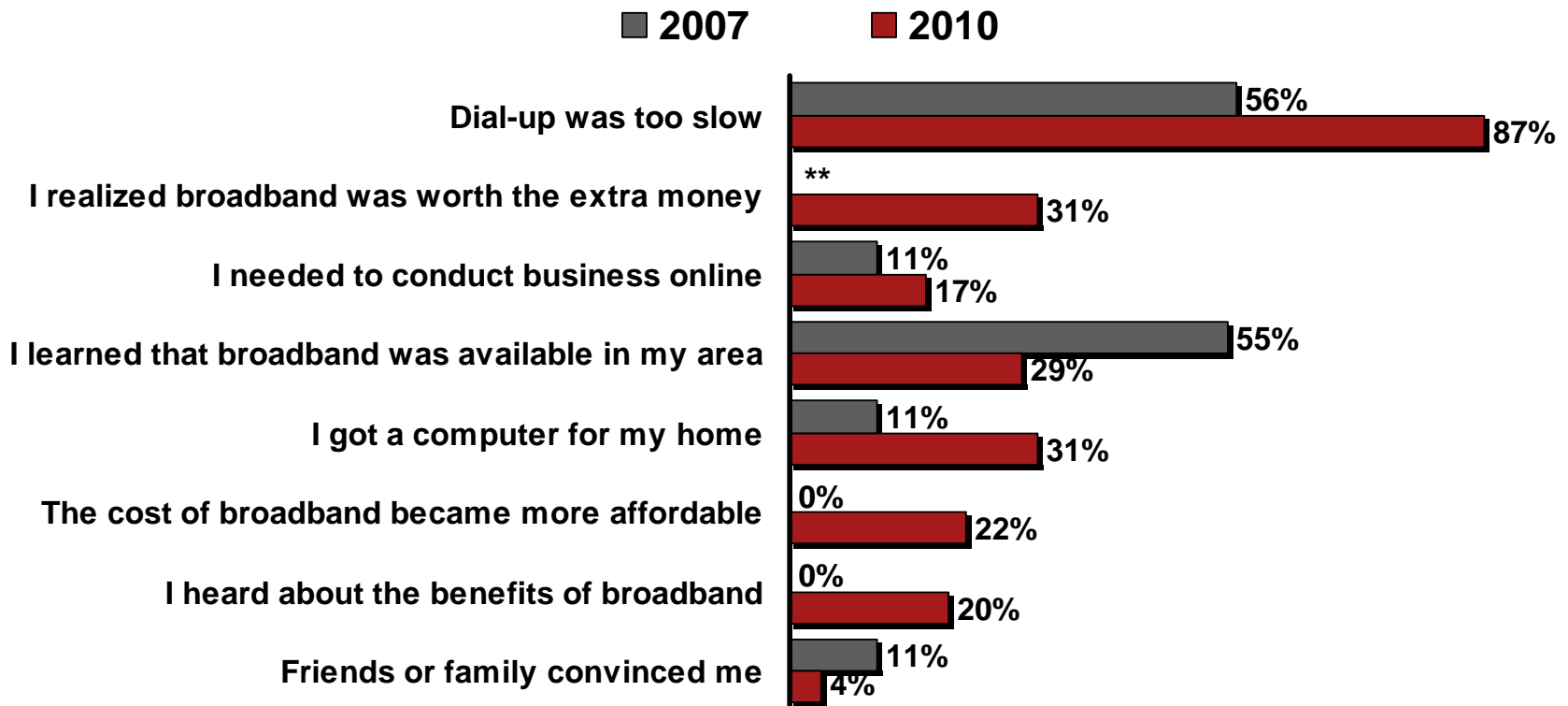


Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet?
(n=100 Hancock County residents in 2007 and n=100 Hancock County residents in 2010)

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

Why Hancock 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=21 Hancock 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

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

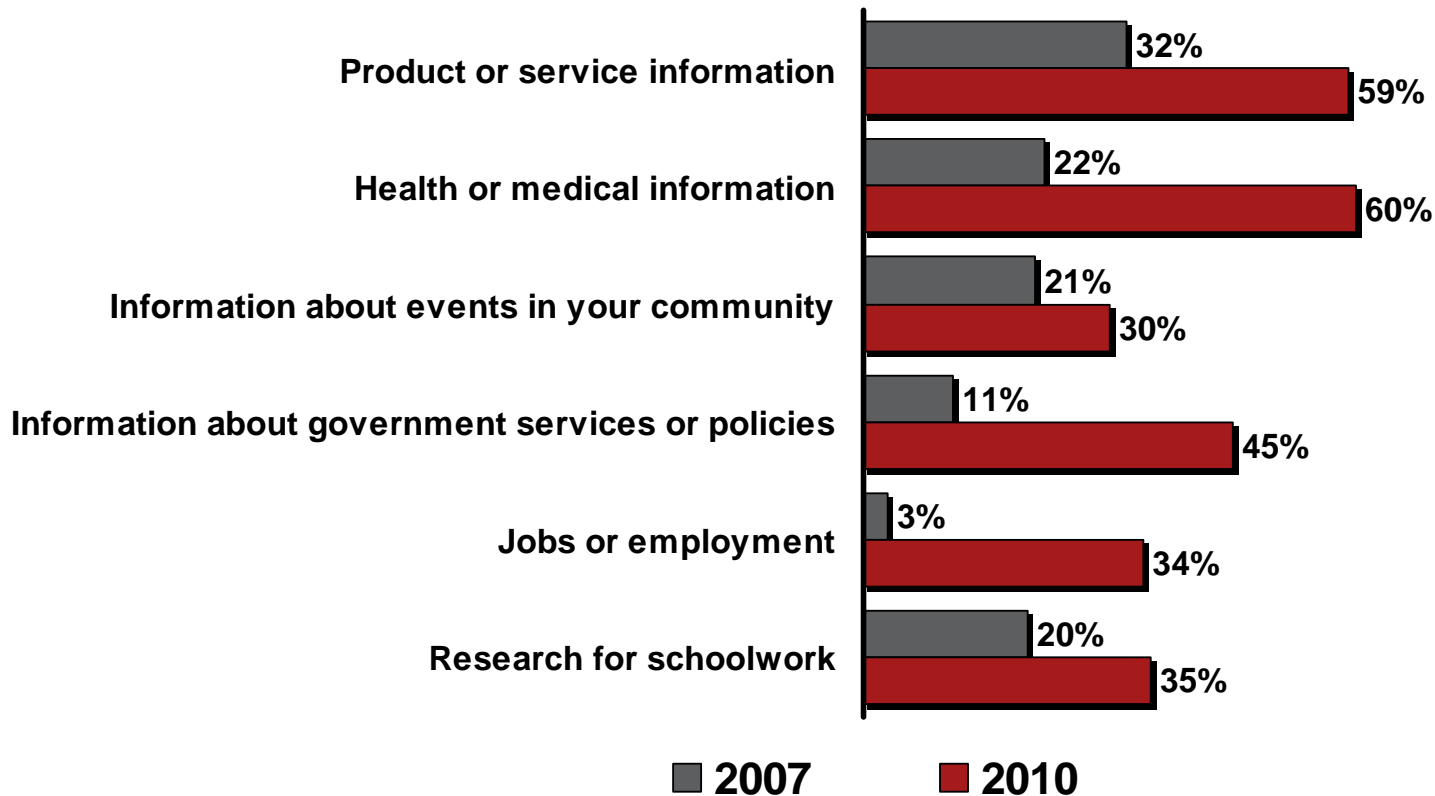


Trends in Online Activities Among Tennessee Internet Users



Searching For Information Online

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



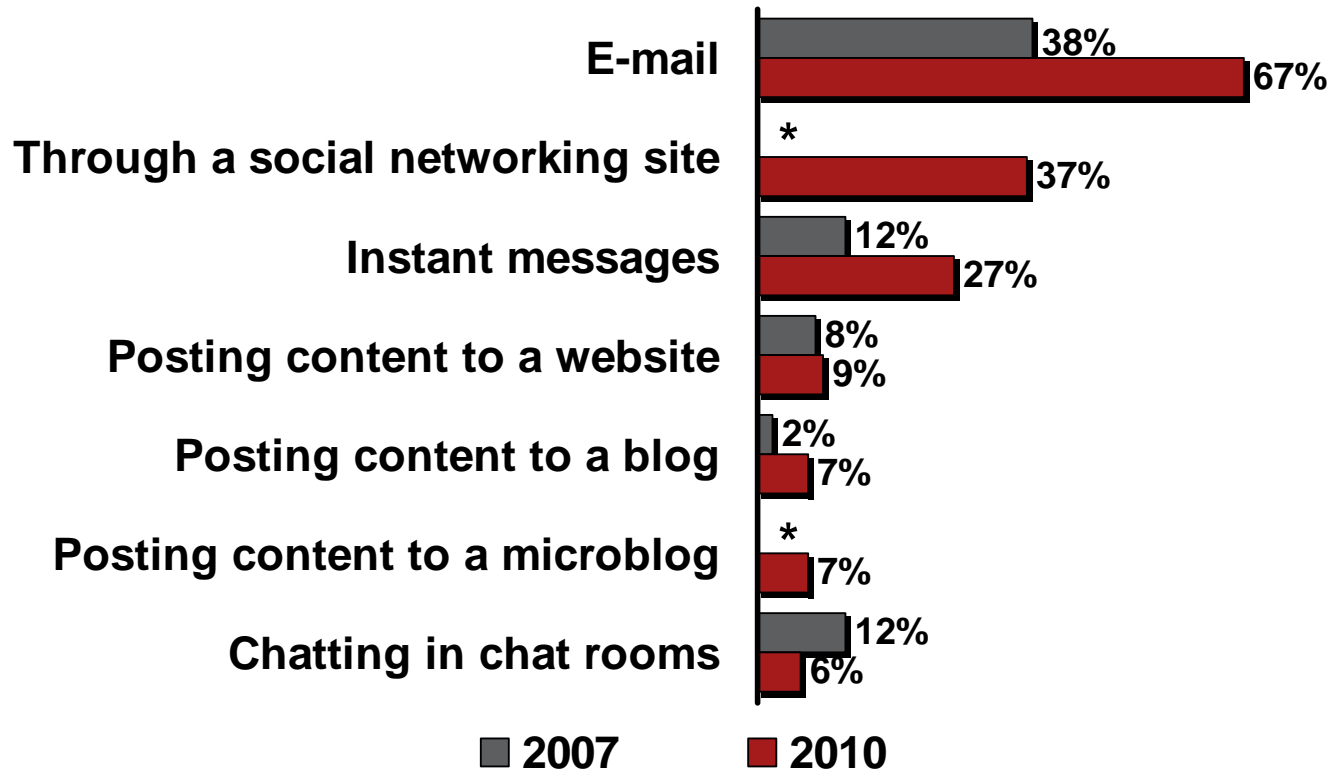
Q: Which of the following types of information have you used the Internet to look for online?
(n=69 Hancock County Internet users)

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



Communicating Online

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



Q: Which of the following ways of communicating with others have you used?

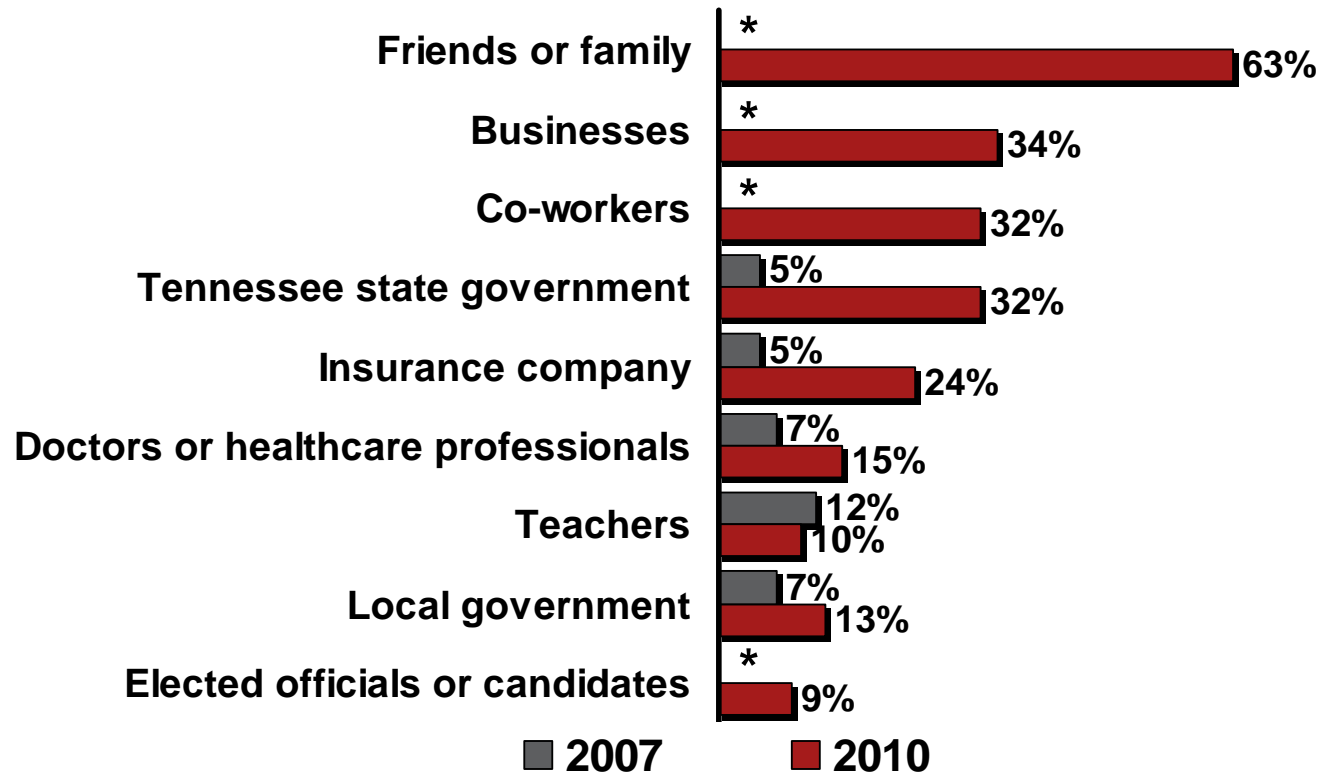
*Question was not asked in 2007
(n=69 Hancock County Internet users)

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



Interacting Online

Percent of Hancock 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

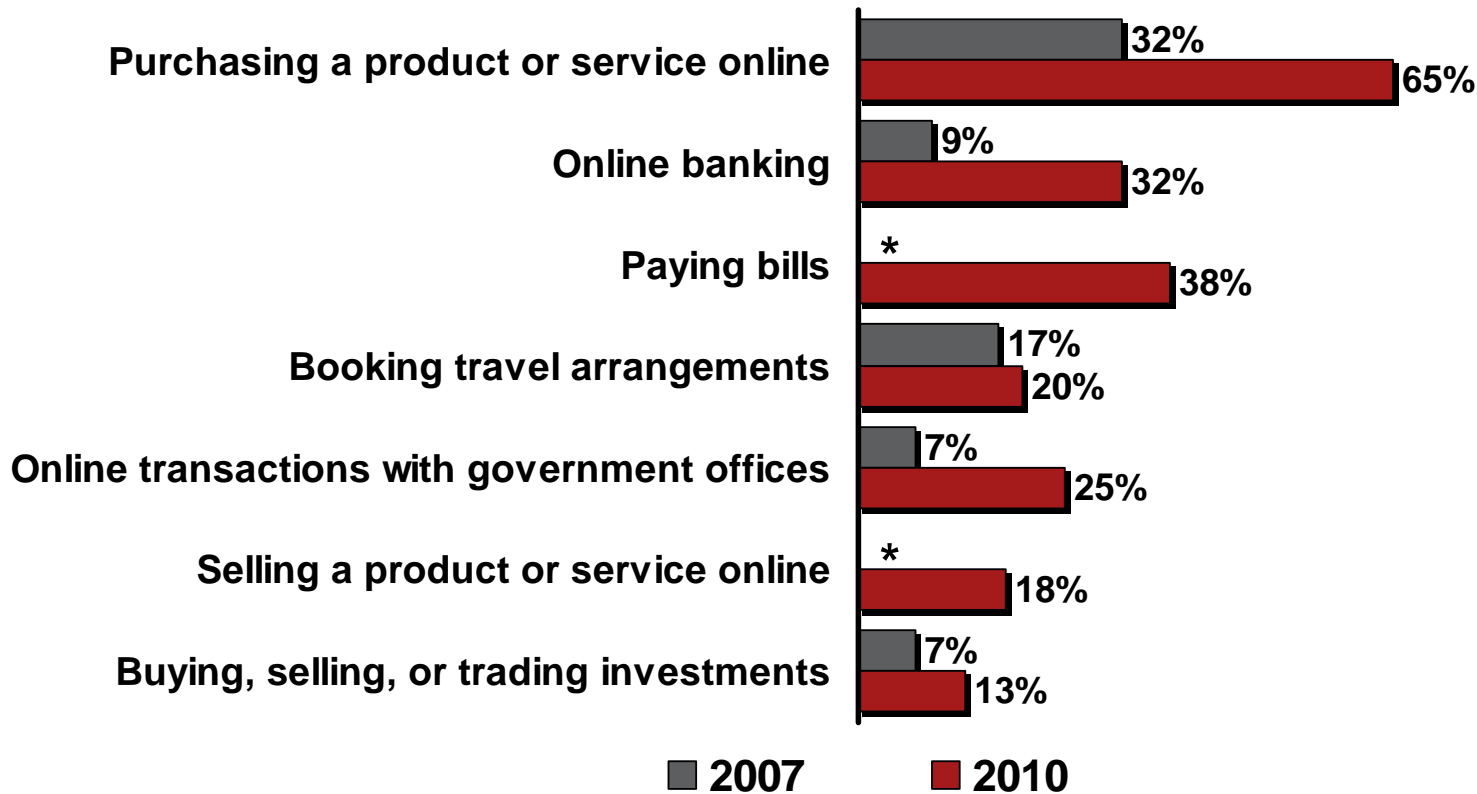
(n=69 Hancock County Internet users)

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



Online Transactions

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



Q: Which of the following types of transactions have you completed online?

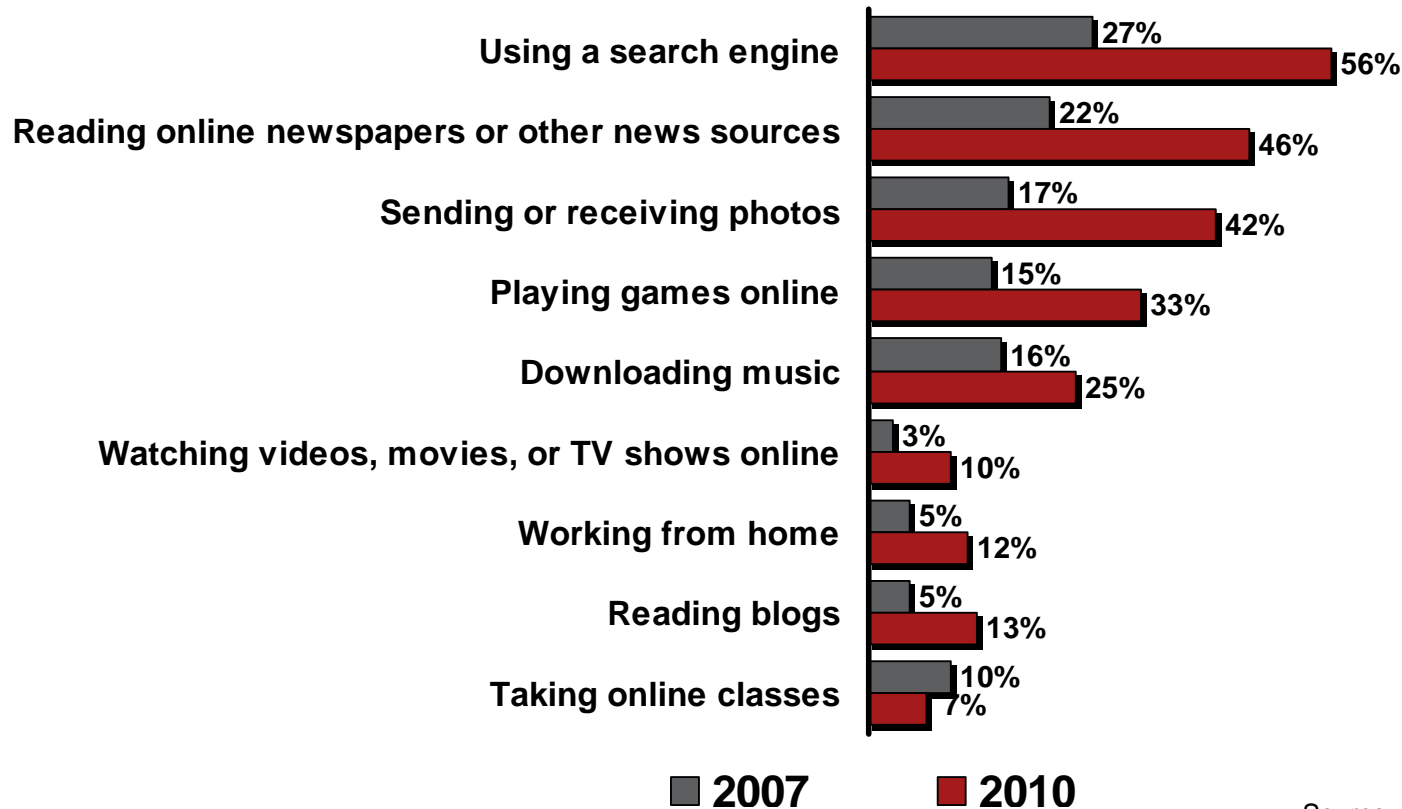
*Question was not asked in 2007
(n=69 Hancock County Internet users)

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



Online Activities

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



Q: Which of the following activities have you conducted online?
(n=69 Hancock County Internet users)

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



Contact Information

Michael Ramage

Executive Director of Connected Tennessee®

(615) 242-9508

mramage@connectedtn.org

www.connectedtennessee.org