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Tennessee
THE TRAIL TO INNOVATION®

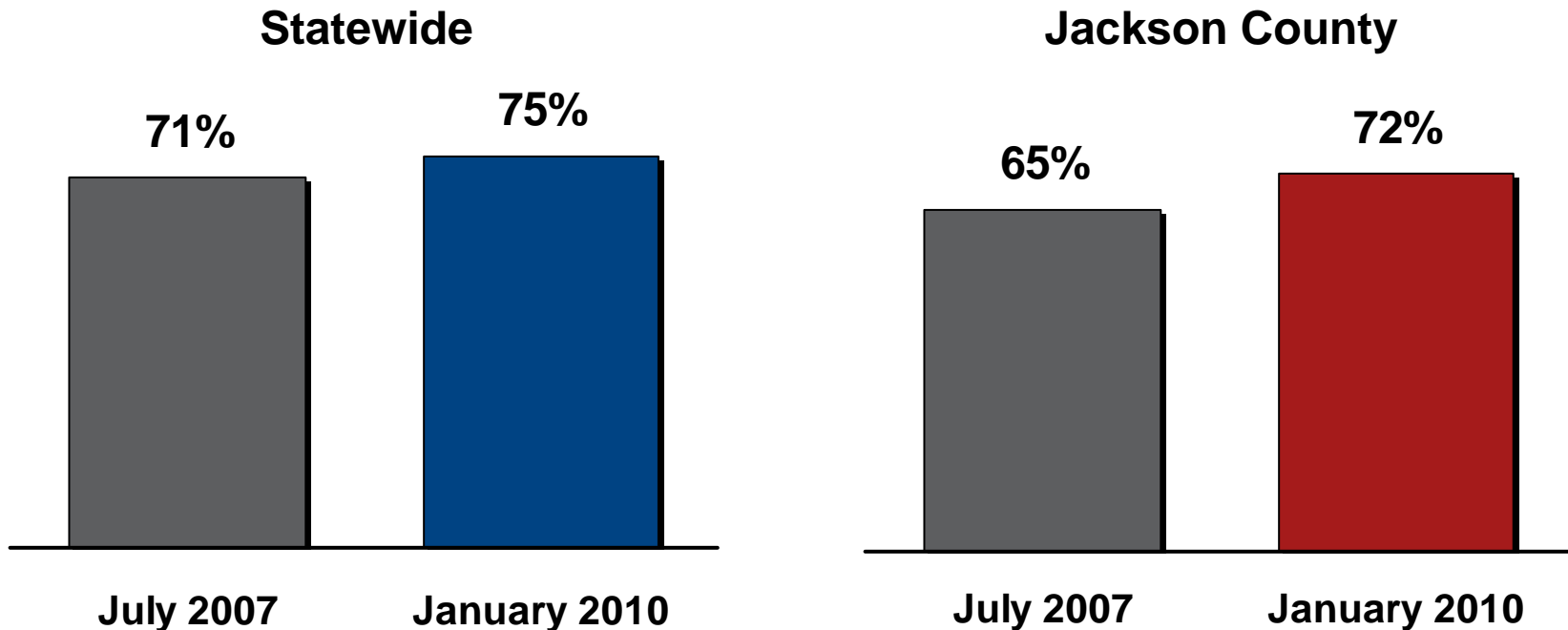
2010 Connected Tennessee® Residential Technology Assessment for Jackson County

www.connectedtennessee.org



Computer Ownership in Jackson County

Households with a home computer



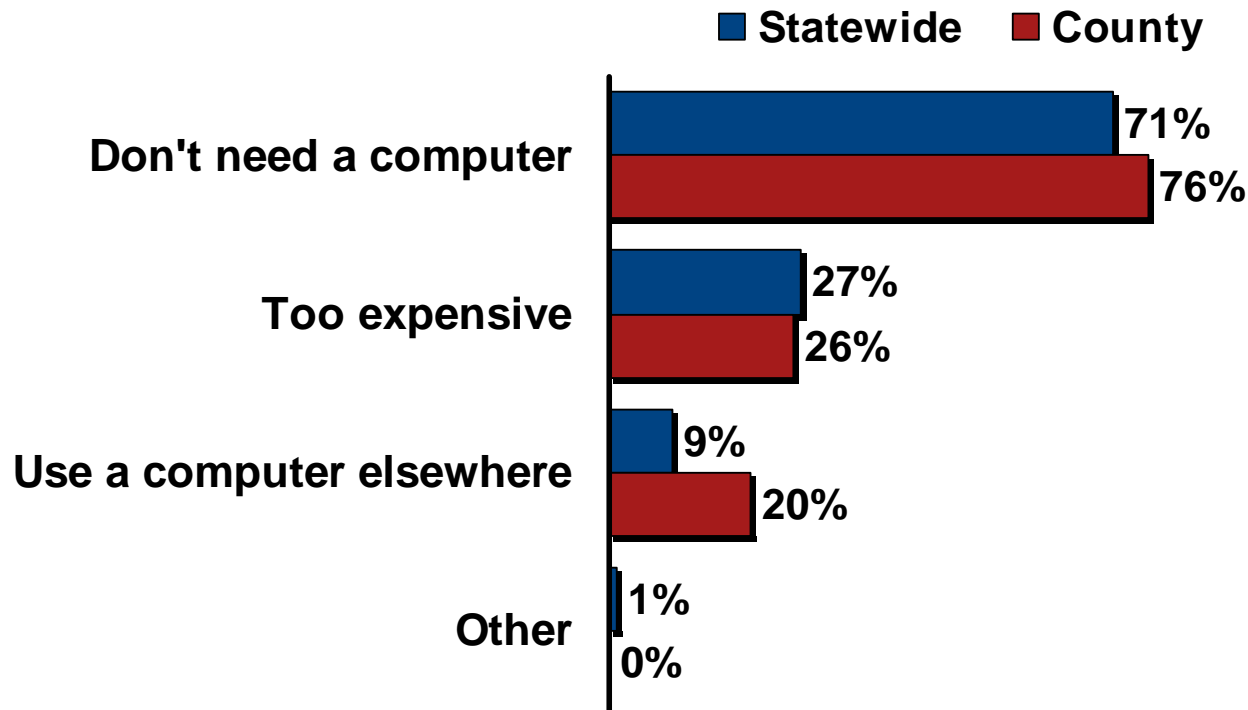
Q: Does your household have a computer?
(n=100 Jackson County residents in 2007 and n=102 Jackson County residents in 2010)

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=28 Jackson County residents with no home computer)

Source: January 2010 Connected Tennessee®
Residential Technology Assessment
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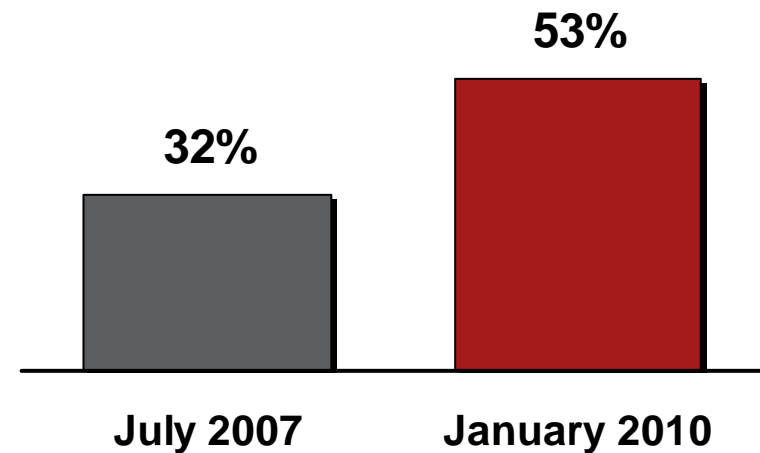
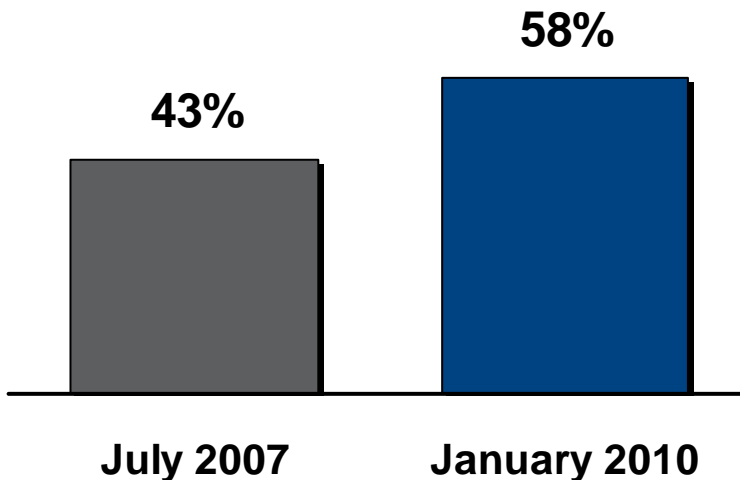


Broadband Adoption in Jackson County

**Percent of residents
who subscribe to home broadband service**

Statewide

Jackson County



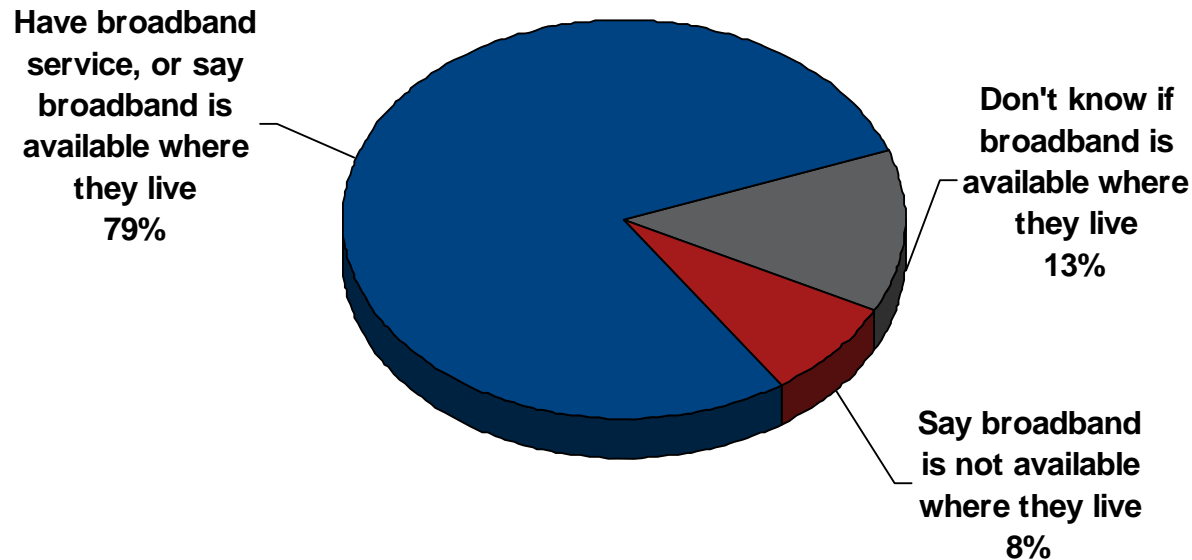
Q: Which of the following describe the type of Internet service you have at home?
(n=100 Jackson County residents in 2007 and n=102 Jackson County residents in 2010)

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Residential Technology Assessments
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Perceptions of Broadband Availability

Awareness of broadband availability in Jackson County



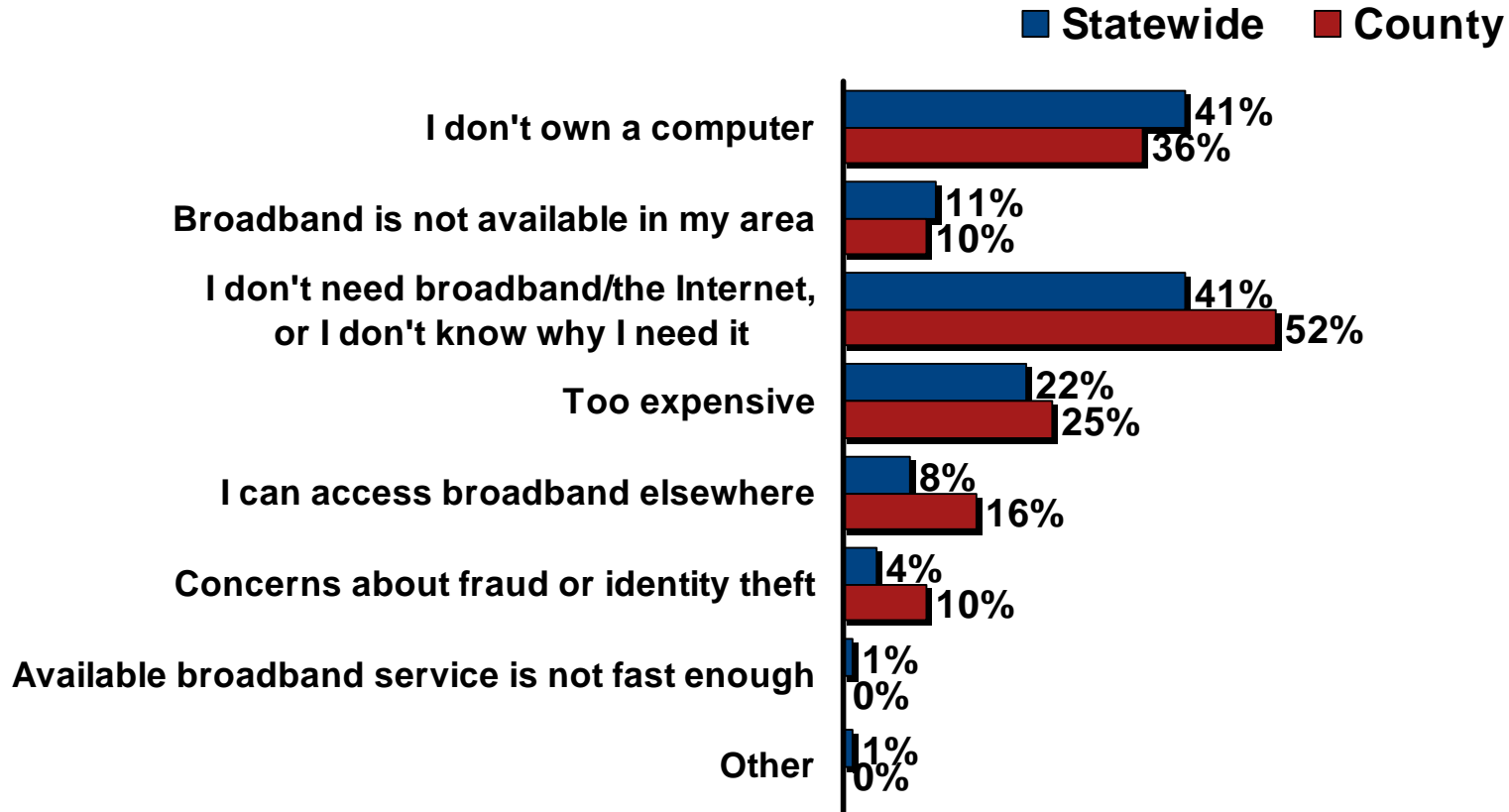
Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?
(n=102 Jackson County residents)

Source: January 2010 Connected Tennessee®
Residential Technology Assessment
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Barriers to Broadband Adoption

Why residents do not subscribe to broadband



Source: January 2010 Connected Tennessee® Residential Technology Assessment
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Q: Why don't you subscribe to broadband Internet service?
(n=49 Jackson County residents that do not have home broadband service)

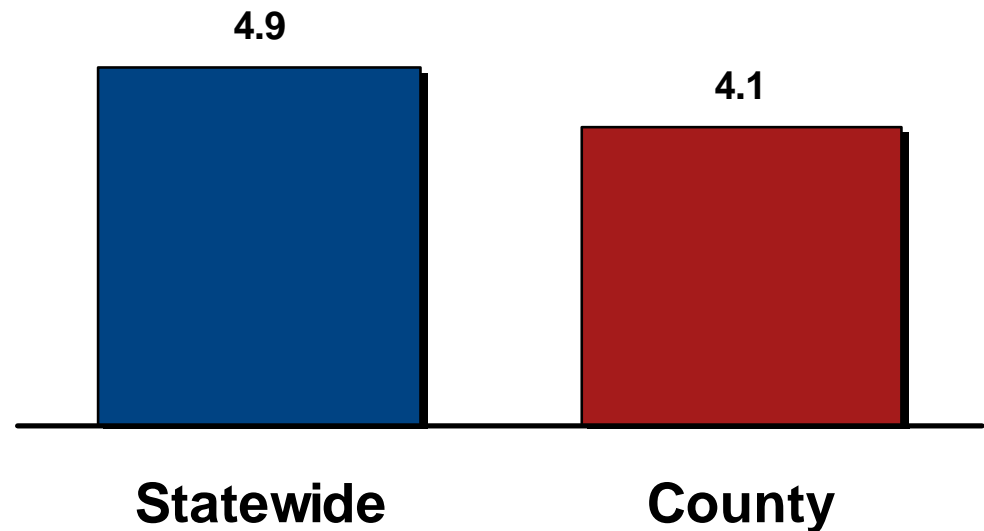


Broadband Download Speeds

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=53 Jackson County residents with home broadband service)

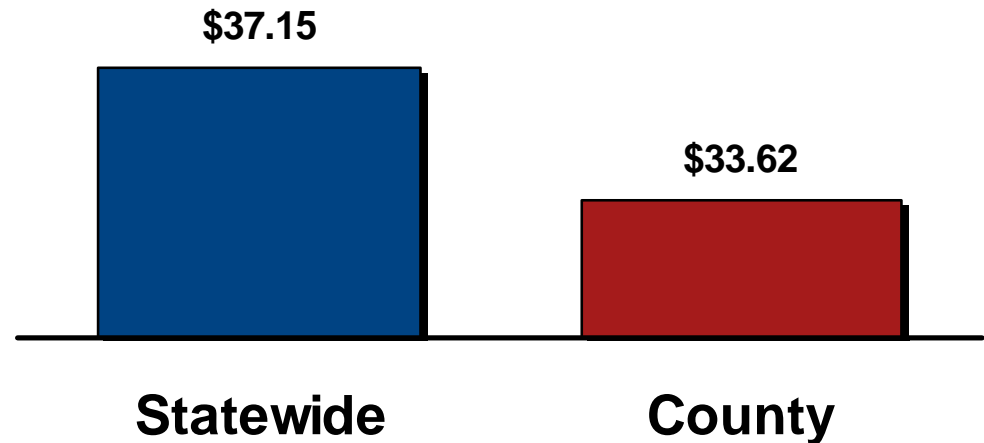
Source: January 2010 Connected Tennessee®
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Monthly Price Residents Pay for Broadband Service

Average monthly price paid for
home broadband service

On average,
Tennessee
residents pay
\$37.15 per
month for their
broadband
service.



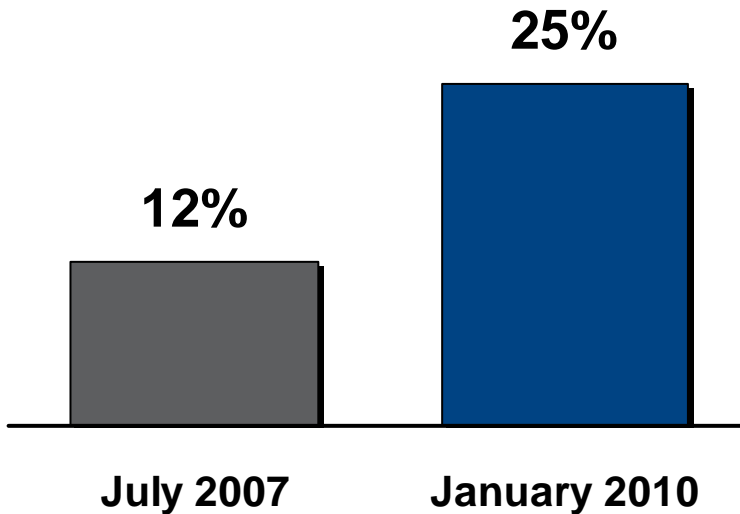
Q: What do you pay each month for your Internet service?
(n=64 Jackson County residents with home broadband service)

Source: January 2010 Connected Tennessee®
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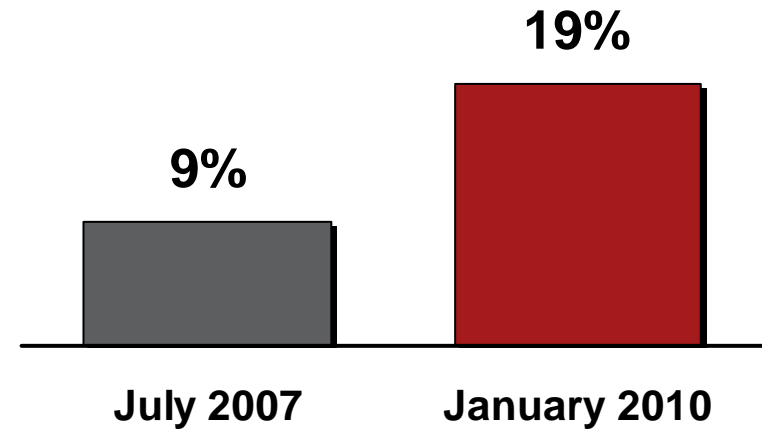
Trends in Wi-Fi Zone ("Hot Spot") Usage

Percent of residents who access Wi-Fi Zones

Statewide



Jackson County

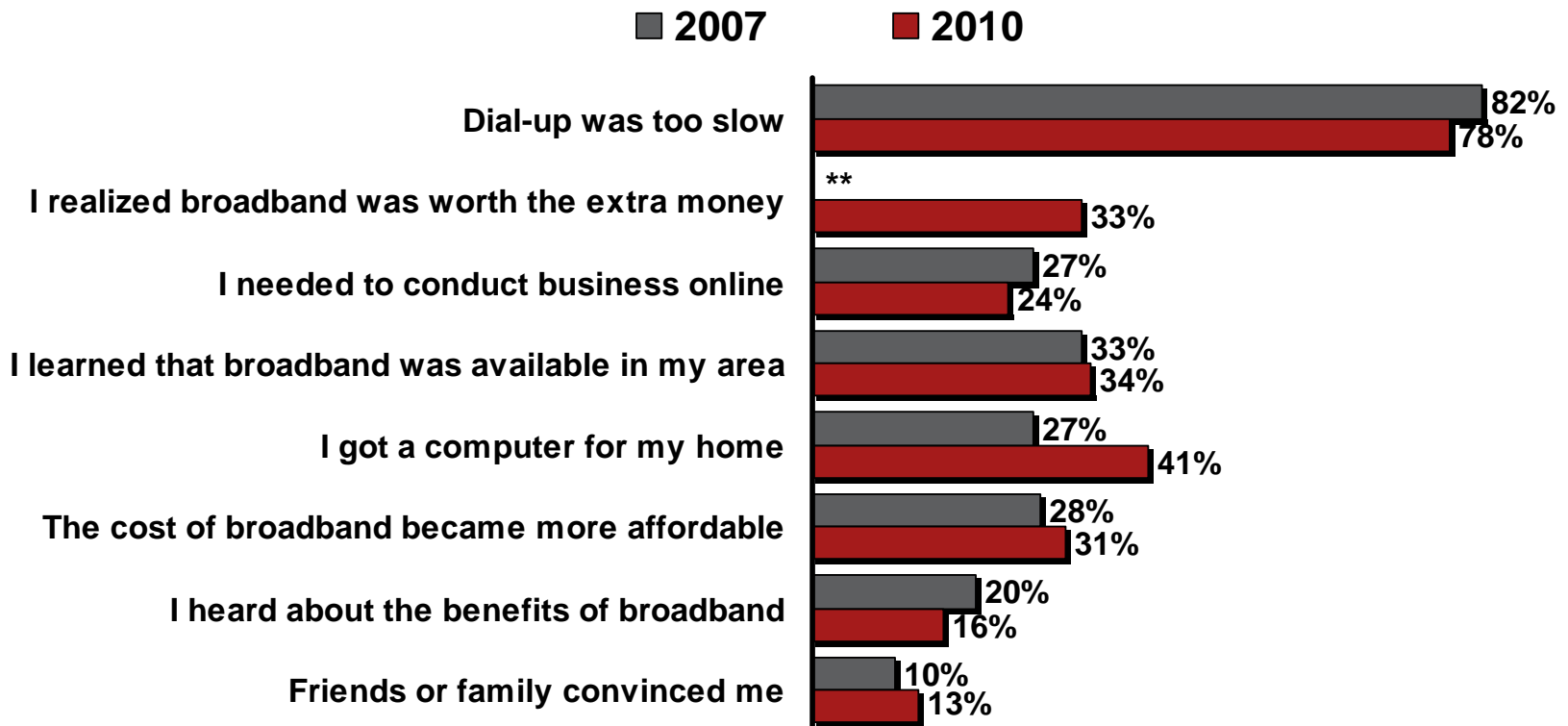


Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet?
(n=100 Jackson County residents in 2007 and n=102 Jackson County residents in 2010)

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Why Jackson 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=53 Jackson 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

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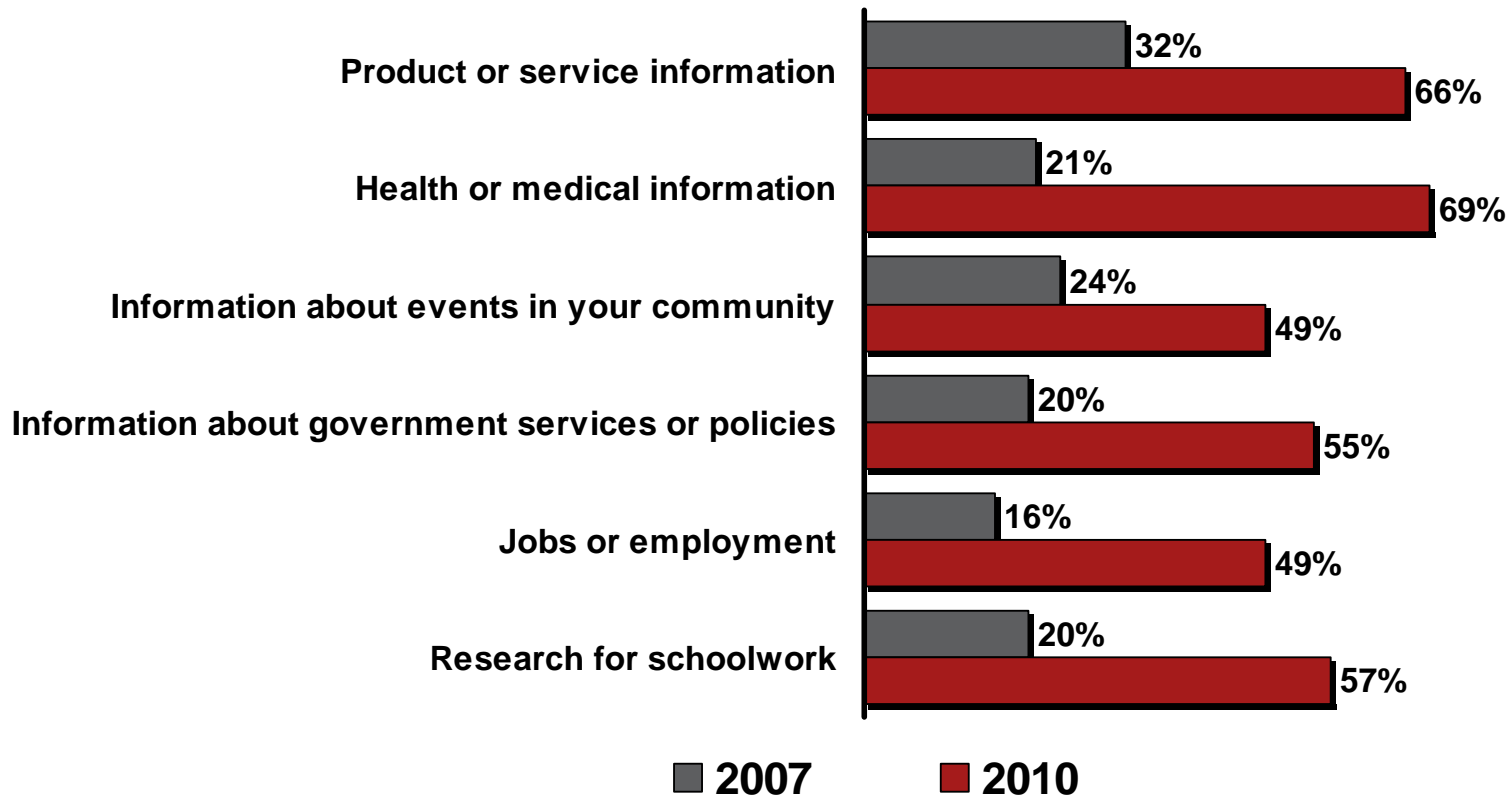


Trends in Online Activities Among Tennessee Internet Users



Searching For Information Online

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



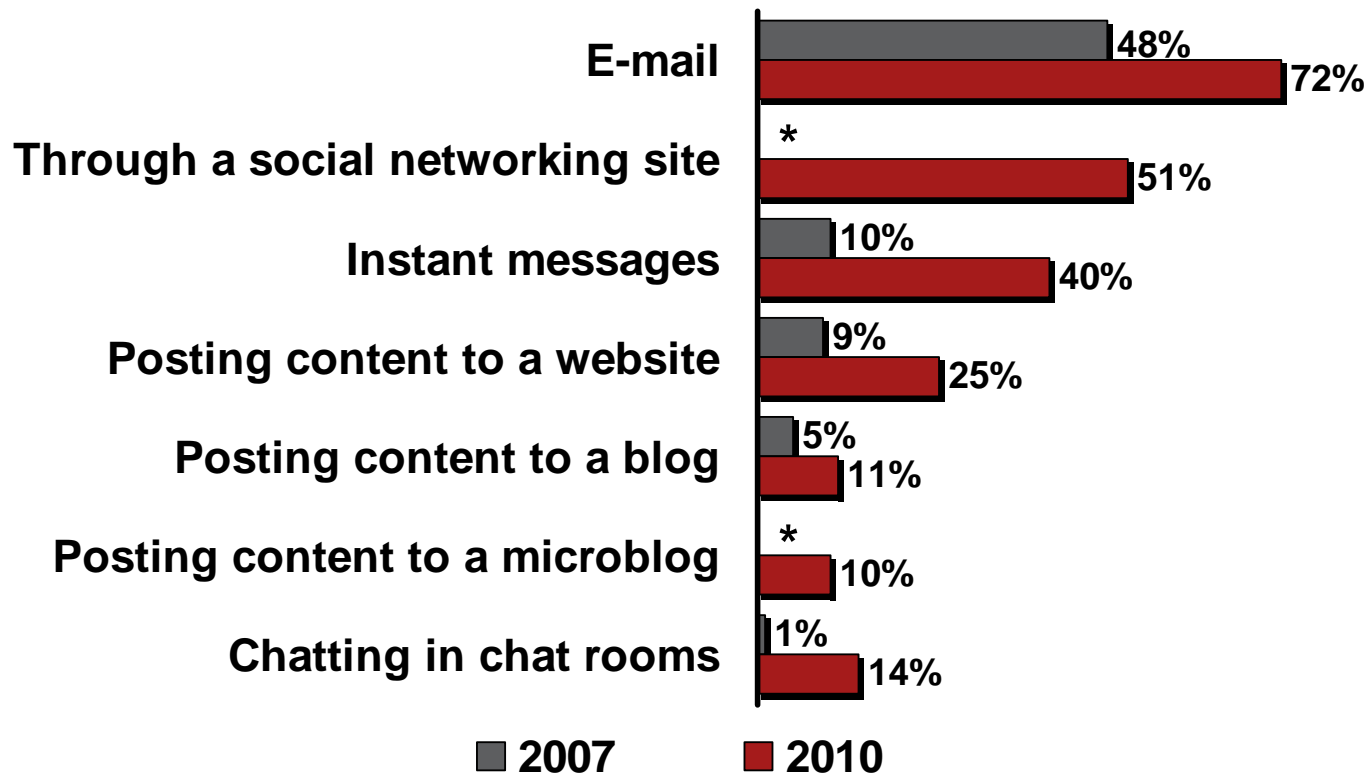
Q: Which of the following types of information have you used the Internet to look for online?
(n=78 Jackson County Internet users)

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Communicating Online

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



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

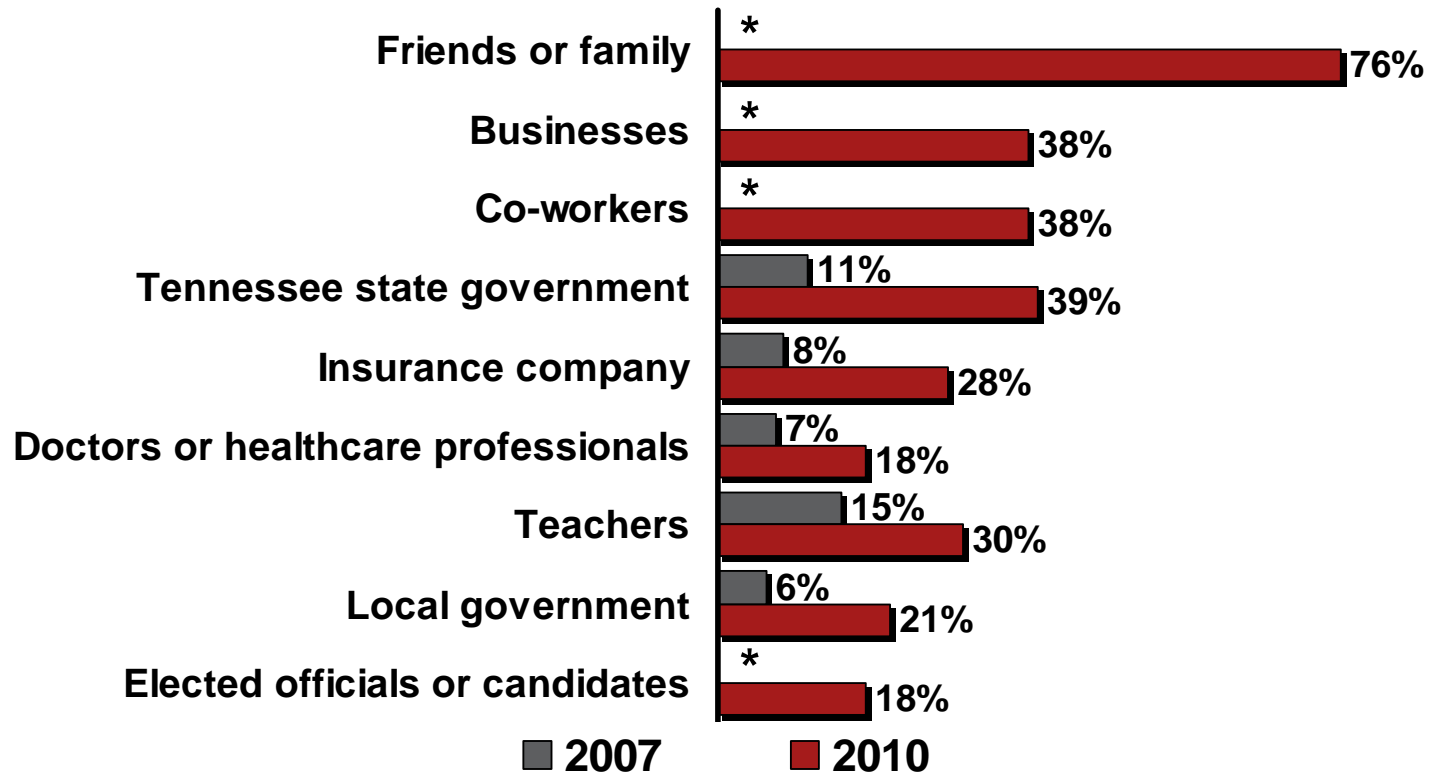
*Question was not asked in 2007
(n=78 Jackson County Internet users)

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Interacting Online

Percent of Jackson 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

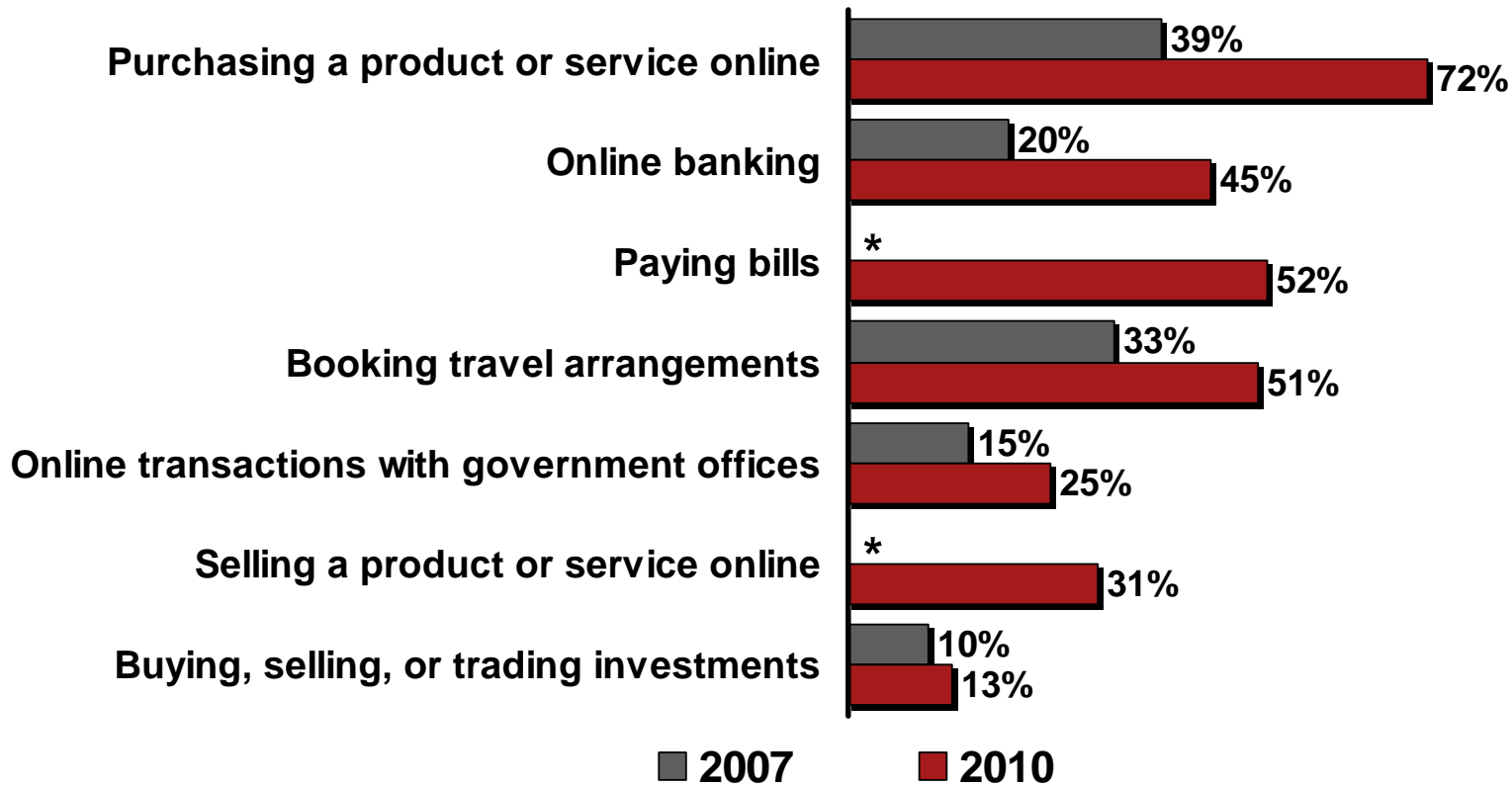
(n=78 Jackson County Internet users)

Source: July 2007 and January 2010
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Online Transactions

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



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

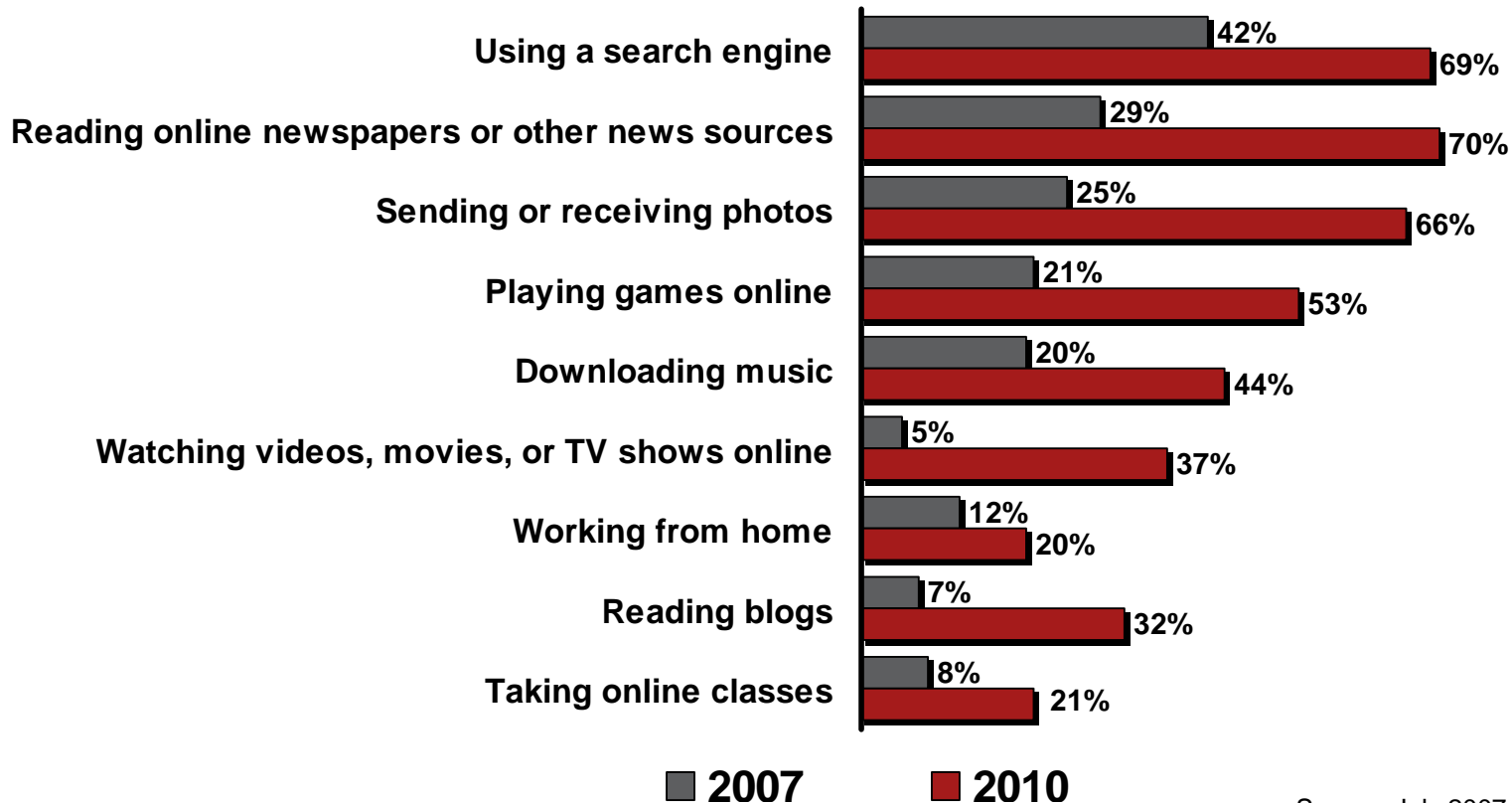
*Question was not asked in 2007
(n=78 Jackson County Internet users)

Source: July 2007 and January 2010
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Online Activities

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



Q: Which of the following activities have you conducted online?
(n=78 Jackson County Internet users)

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