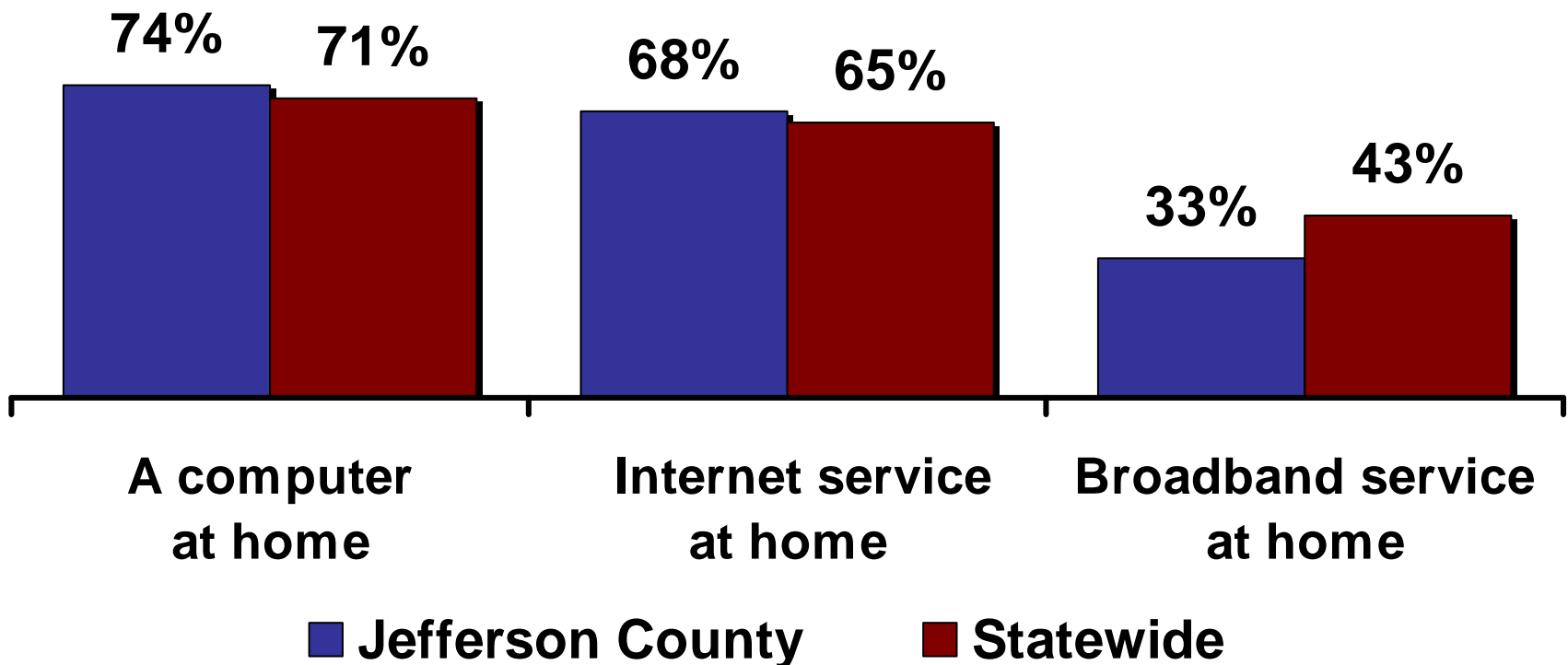




2007 Connected Tennessee Consumer Technology Assessment for Jefferson County, Tennessee

Residential Technology Assessment for Jefferson County

Percent of residents who have:



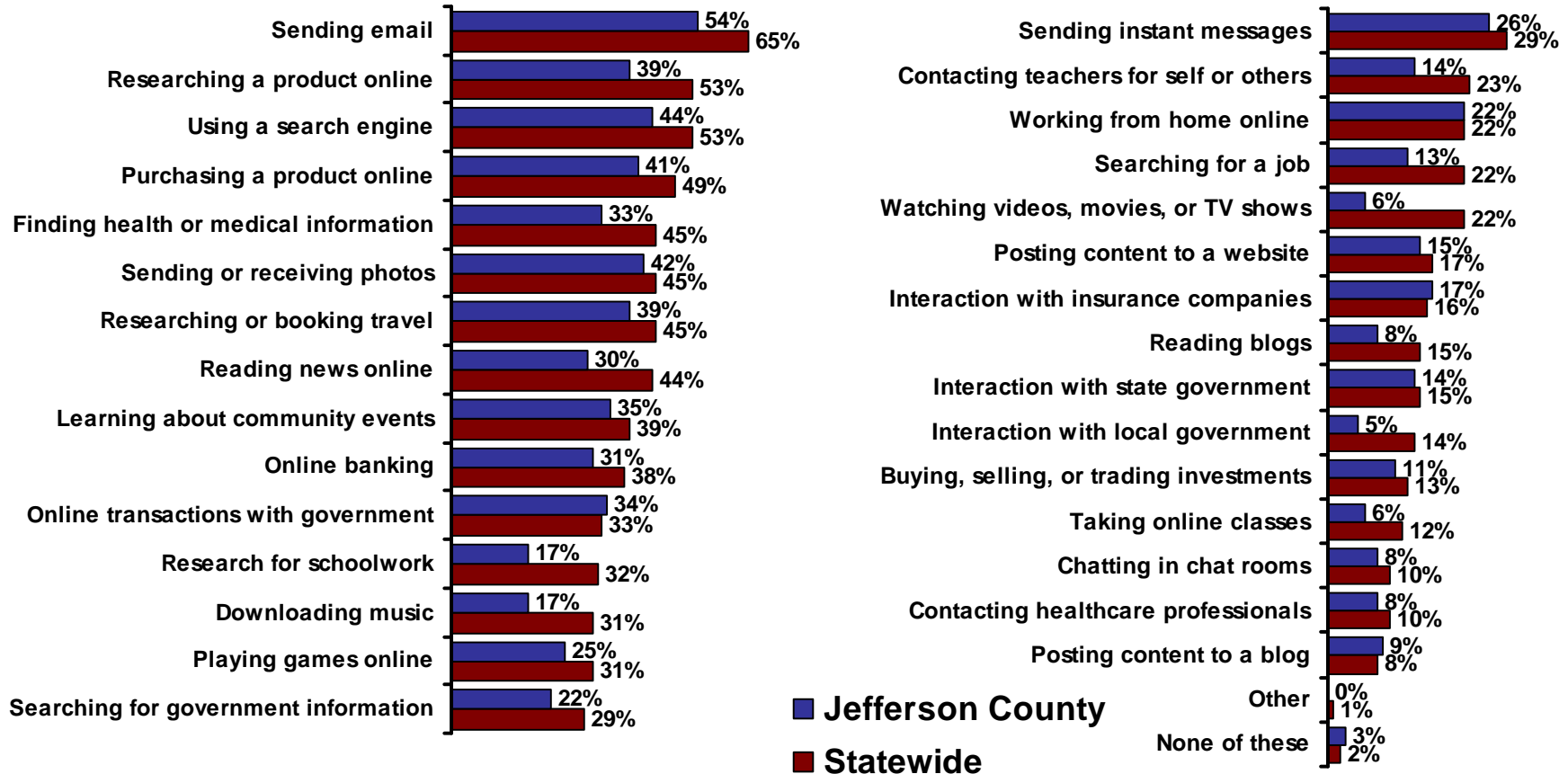
(n = 100 Jefferson County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment



Internet Applications Used by Jefferson County Residents

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

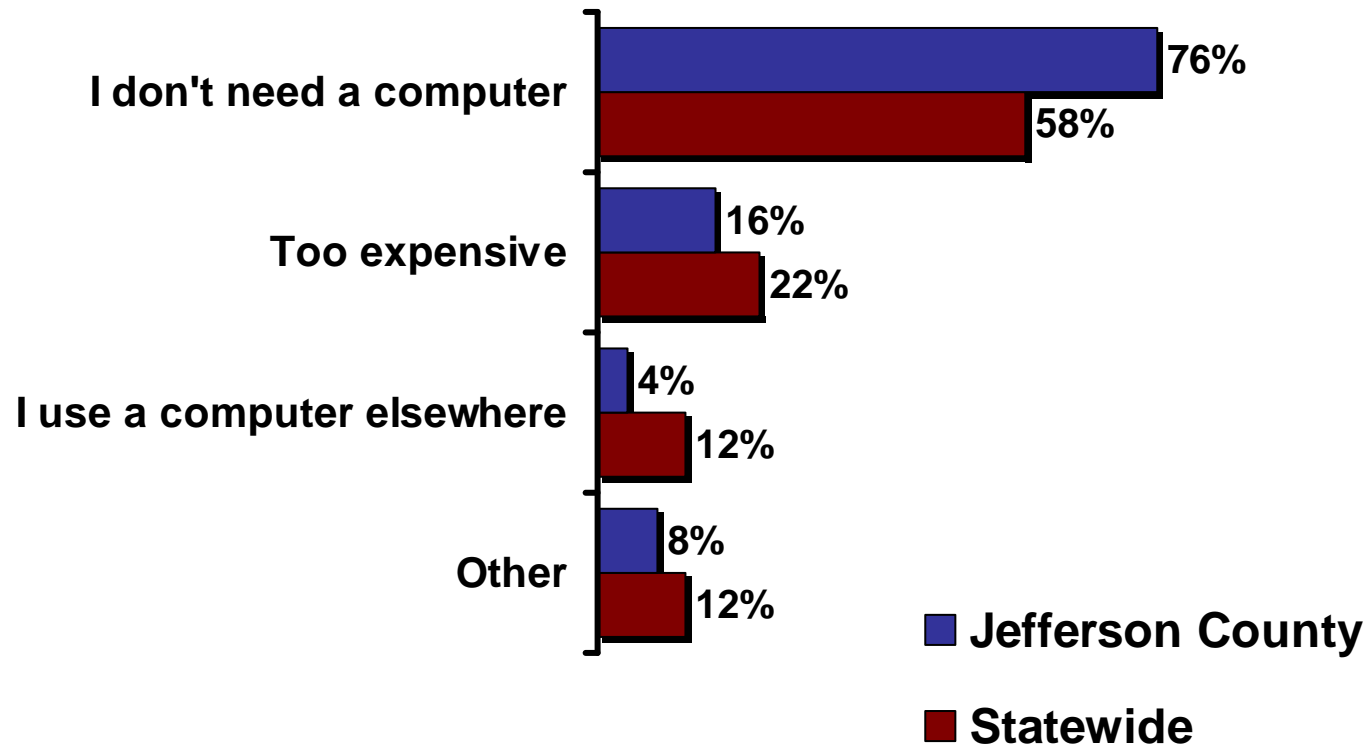


Q: Which of the following activities do you conduct on the Internet?
 (n = 76 Jefferson County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

Why Jefferson County residents do not own a computer:



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

(n = 24 Jefferson County residents with no computer at home, weighted by age and gender)

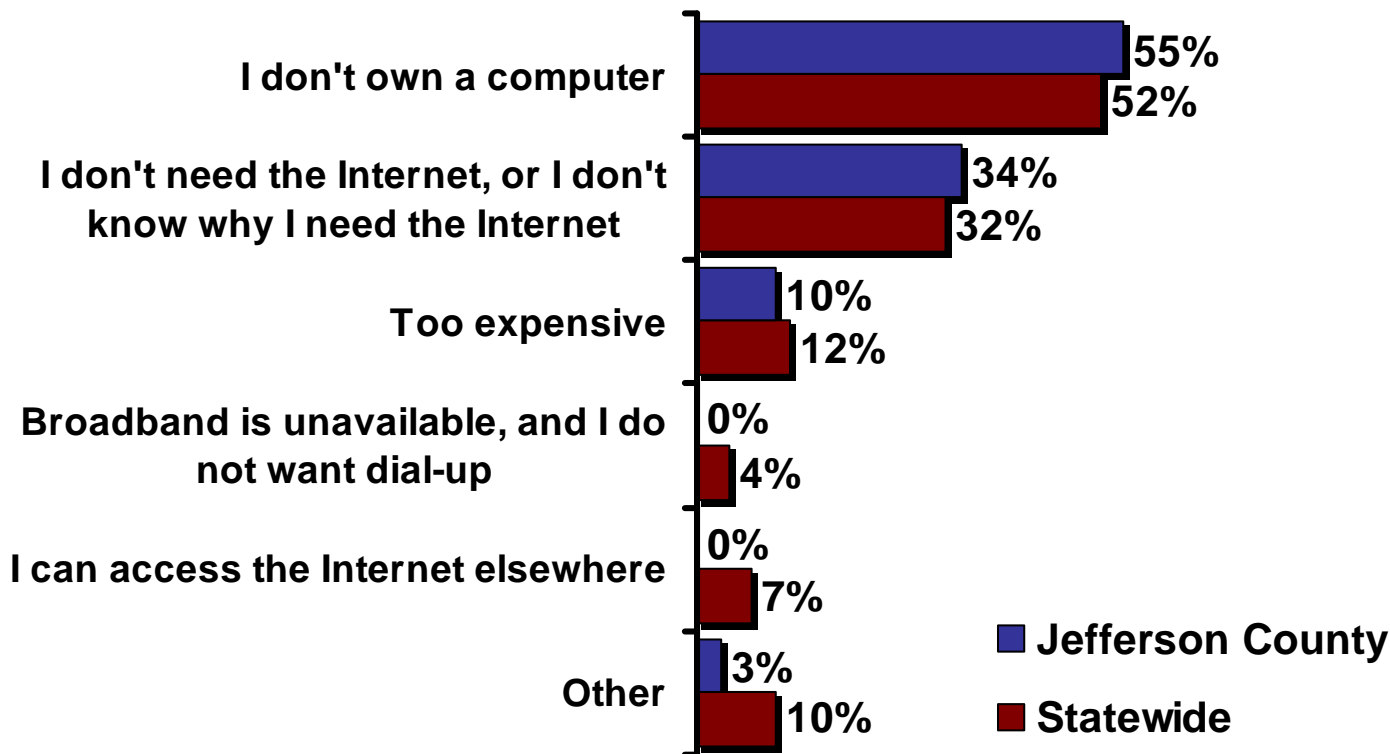
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Barriers to Internet Adoption

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



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

(n = 30 Jefferson County residents with no Internet connection at home, weighted by age and gender)

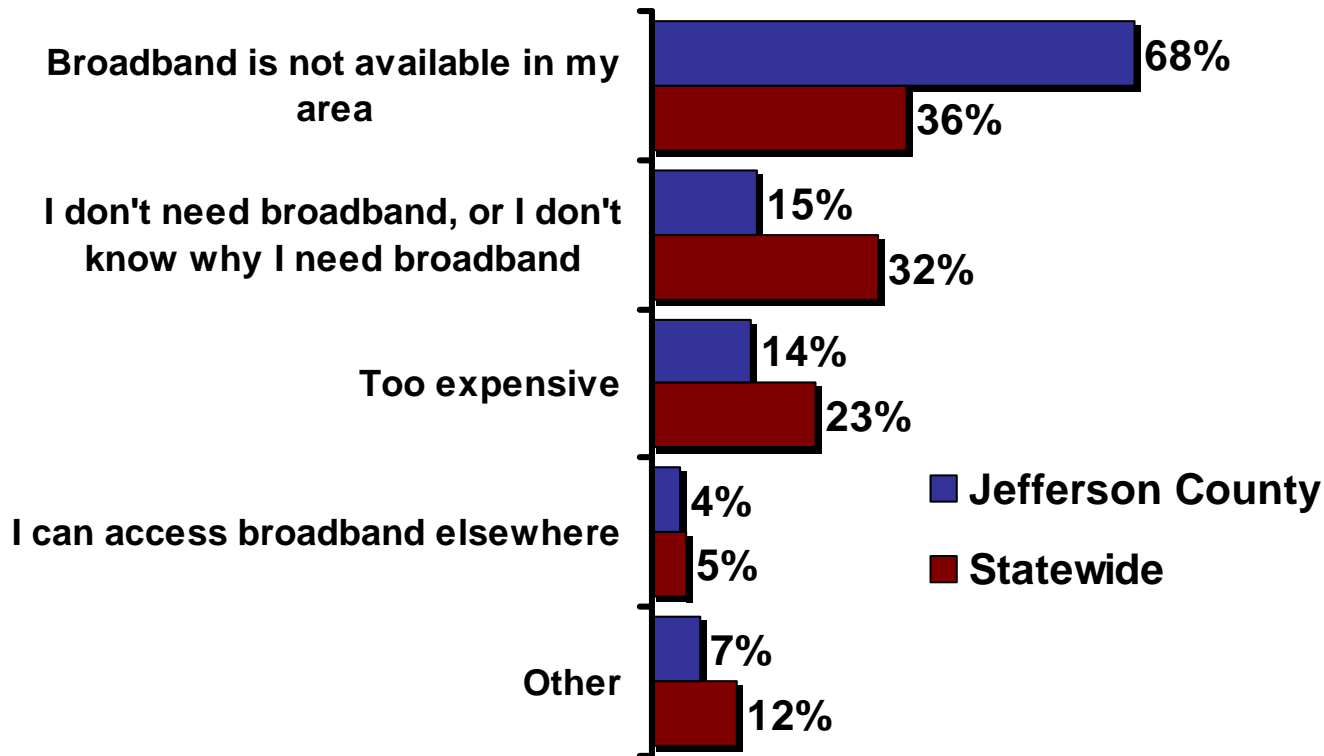
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Barriers to Broadband Adoption

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



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

(n = 29 Jefferson County residents who rely exclusively on dial-up service at home, weighted by age and gender)

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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