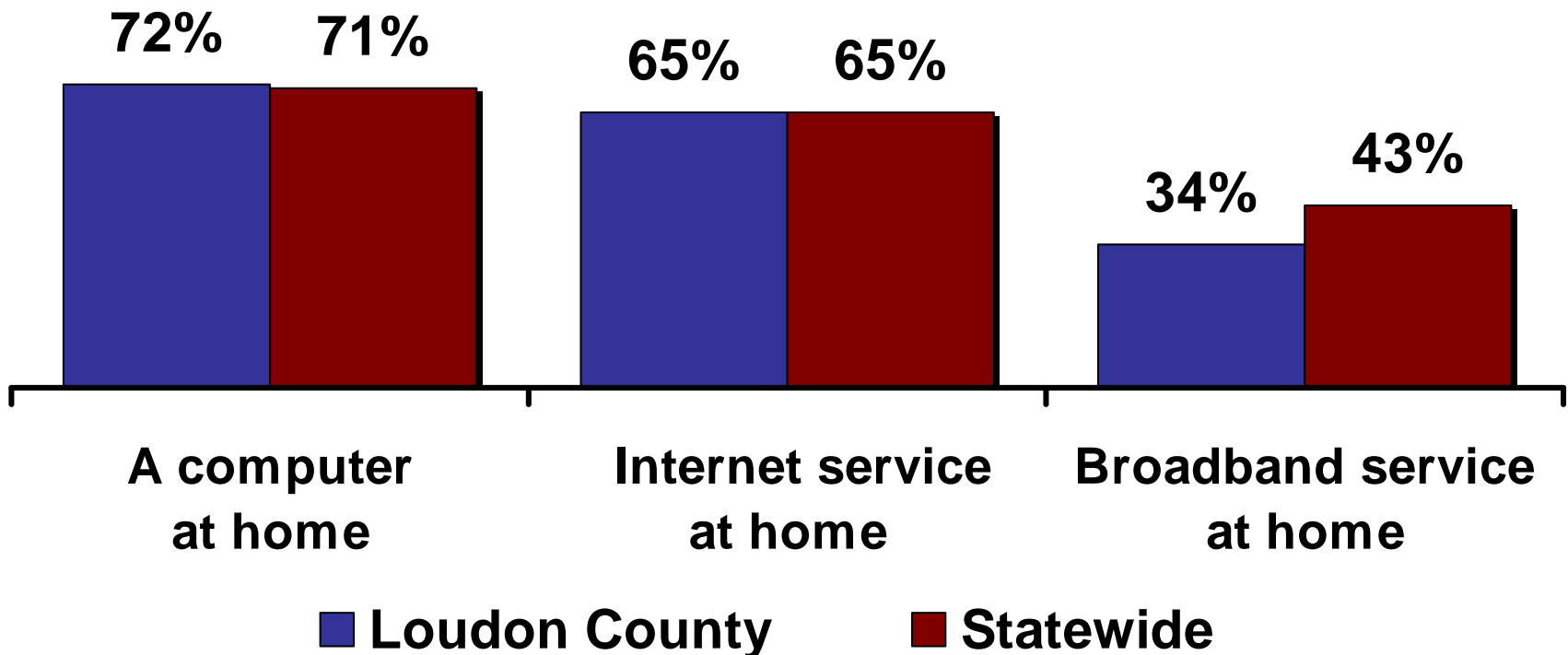




2007 Connected Tennessee Consumer Technology Assessment for Loudon County, Tennessee

Residential Technology Assessment for Loudon County

Percent of residents who have:



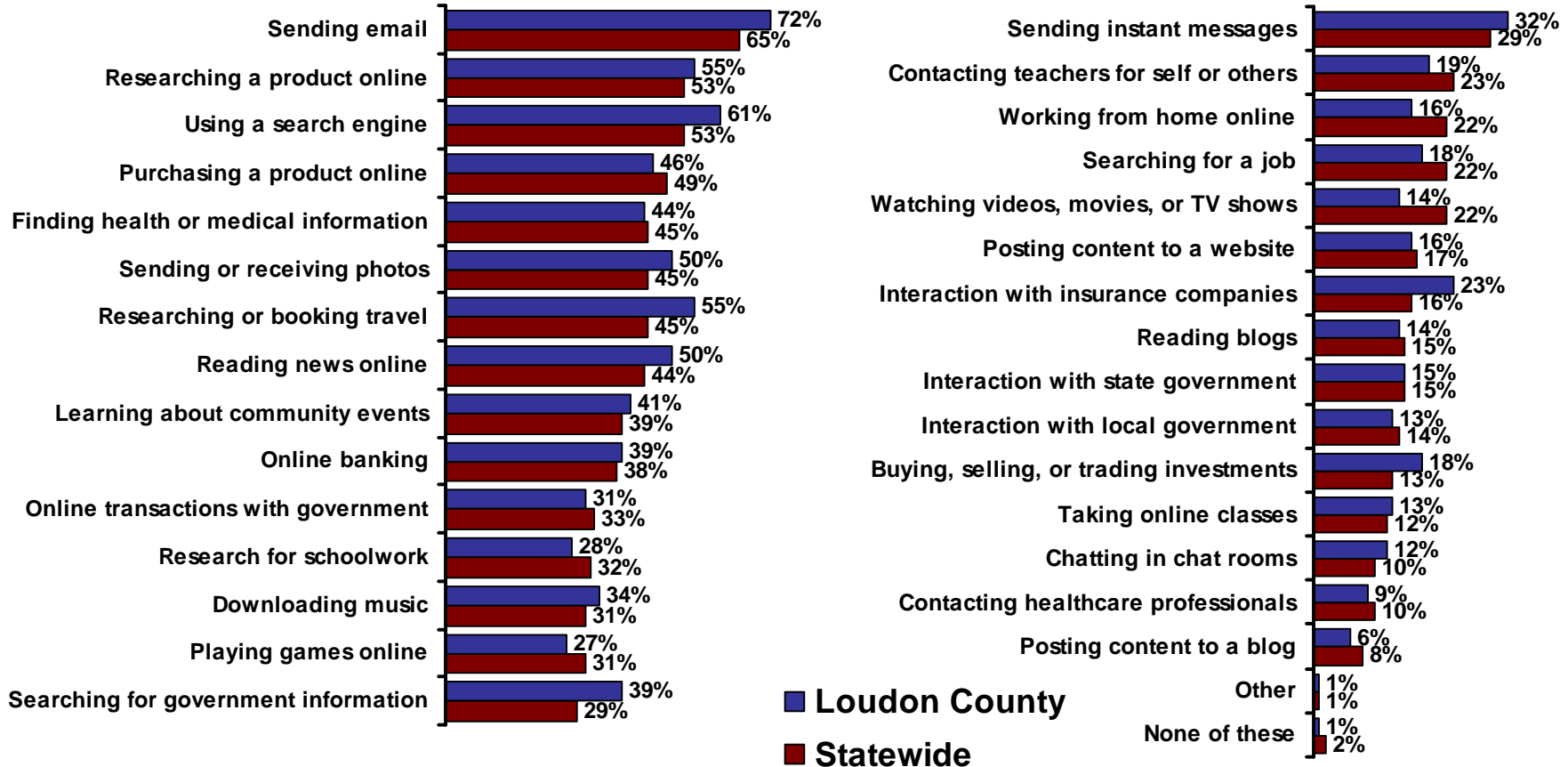
(n = 100 Loudon County residents, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment



Internet Applications Used by Loudon County Residents

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

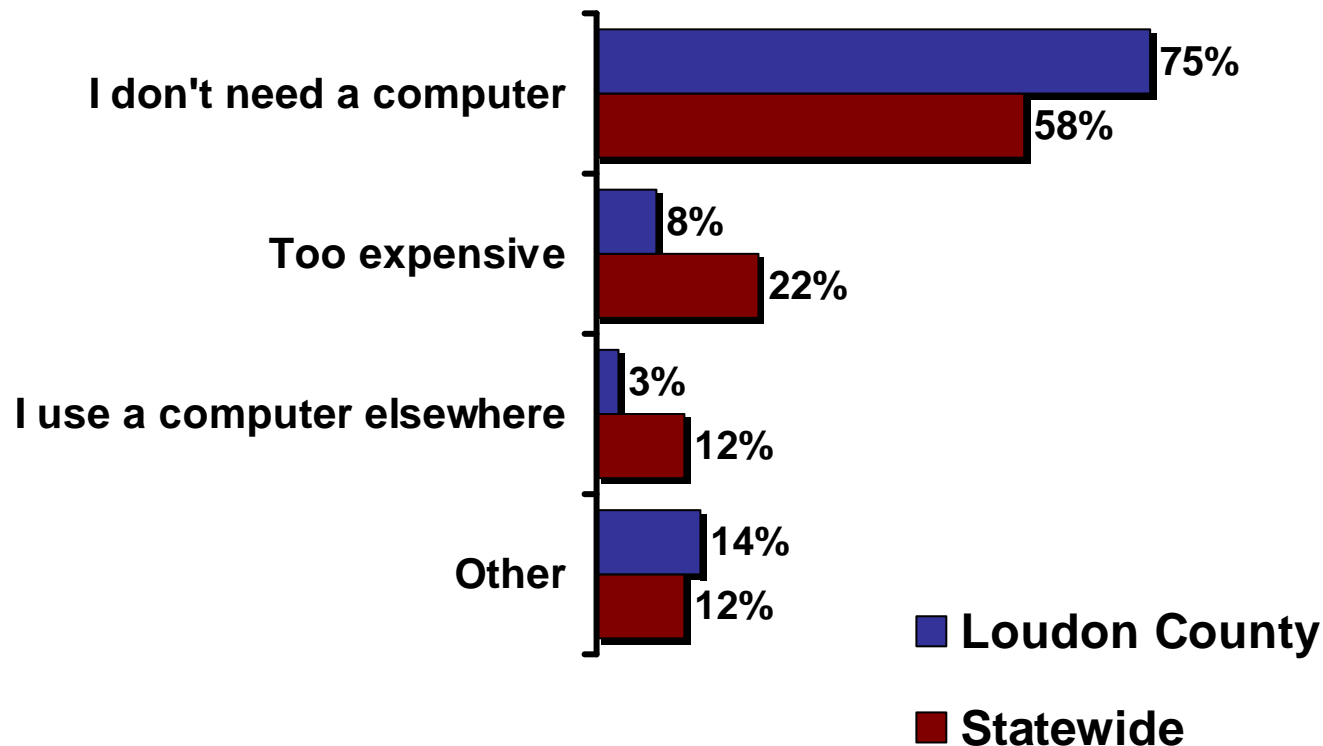


Q: Which of the following activities do you conduct on the Internet?
 (n = 74 Loudon County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

Barriers to Computer Ownership

Why Loudon County residents do not own a computer:



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

(n = 25 Loudon County residents with no computer at home, weighted by age and gender)

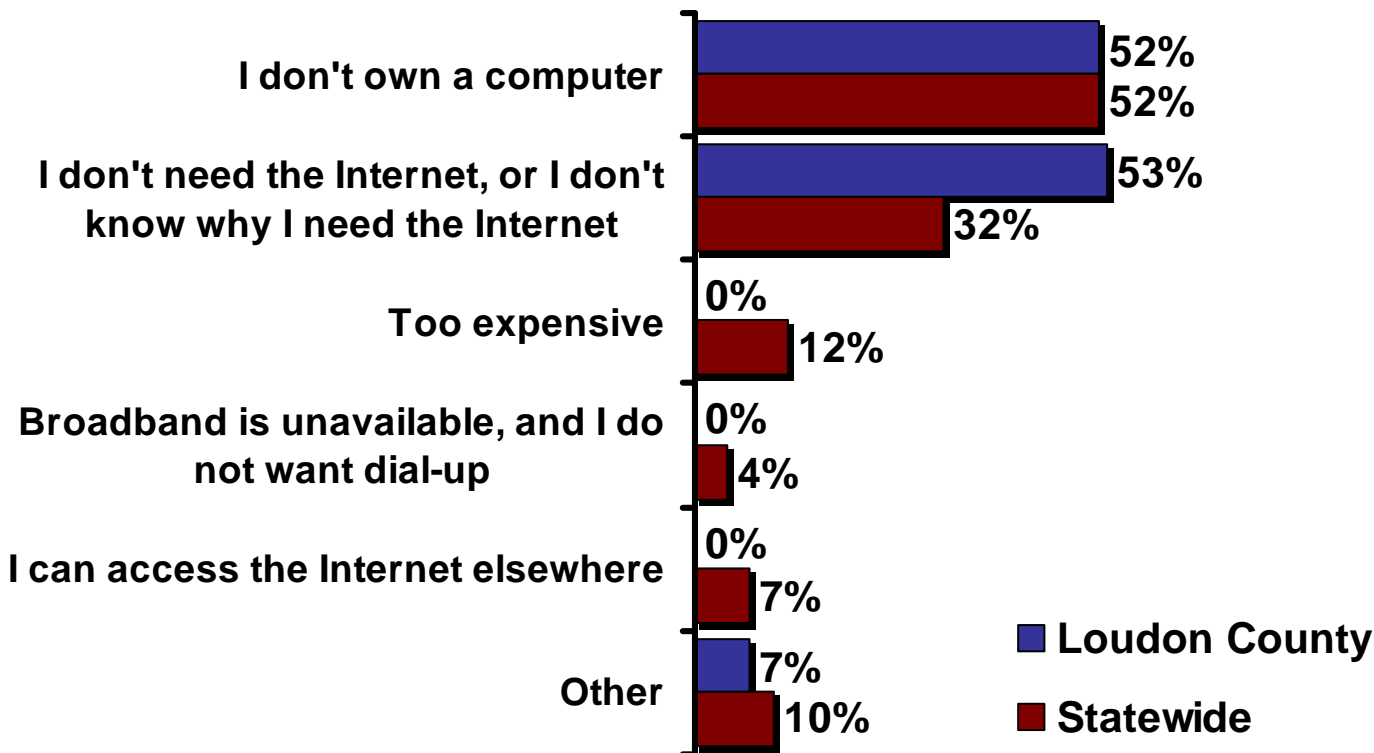
© Do Not Copy Without Written Permission

Source: 2007 Connected Tennessee Residential Technology Assessment

www.connectedtennessee.org

Barriers to Internet Adoption

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



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

(n = 33 Loudon County residents with no Internet connection at home, weighted by age and gender)

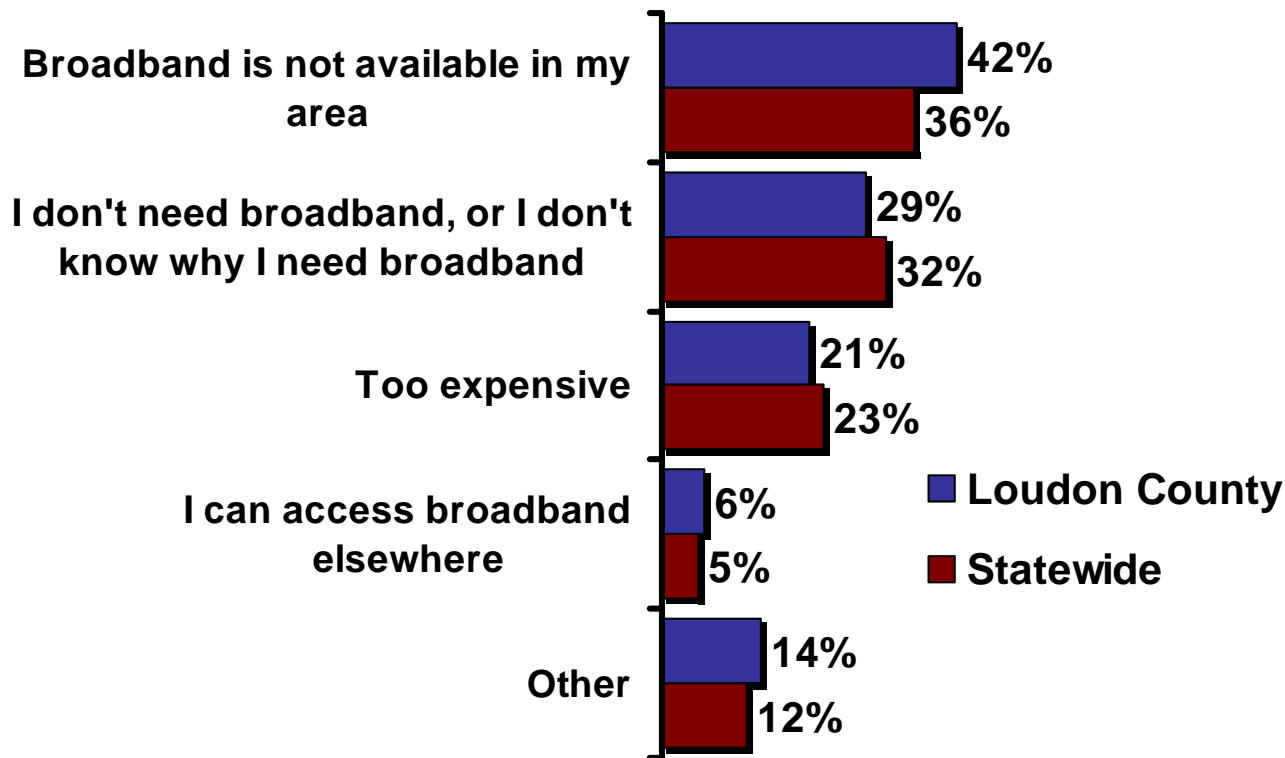
© Do Not Copy Without Written Permission

Source: 2007 Connected Tennessee Residential Technology Assessment

www.connectedtennessee.org

Barriers to Broadband Adoption

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



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

(n = 30 Loudon County residents who rely exclusively on dial-up service at home, weighted by age and gender)

© Do Not Copy Without Written Permission

Source: 2007 Connected Tennessee Residential Technology Assessment

www.connectedtennessee.org



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