



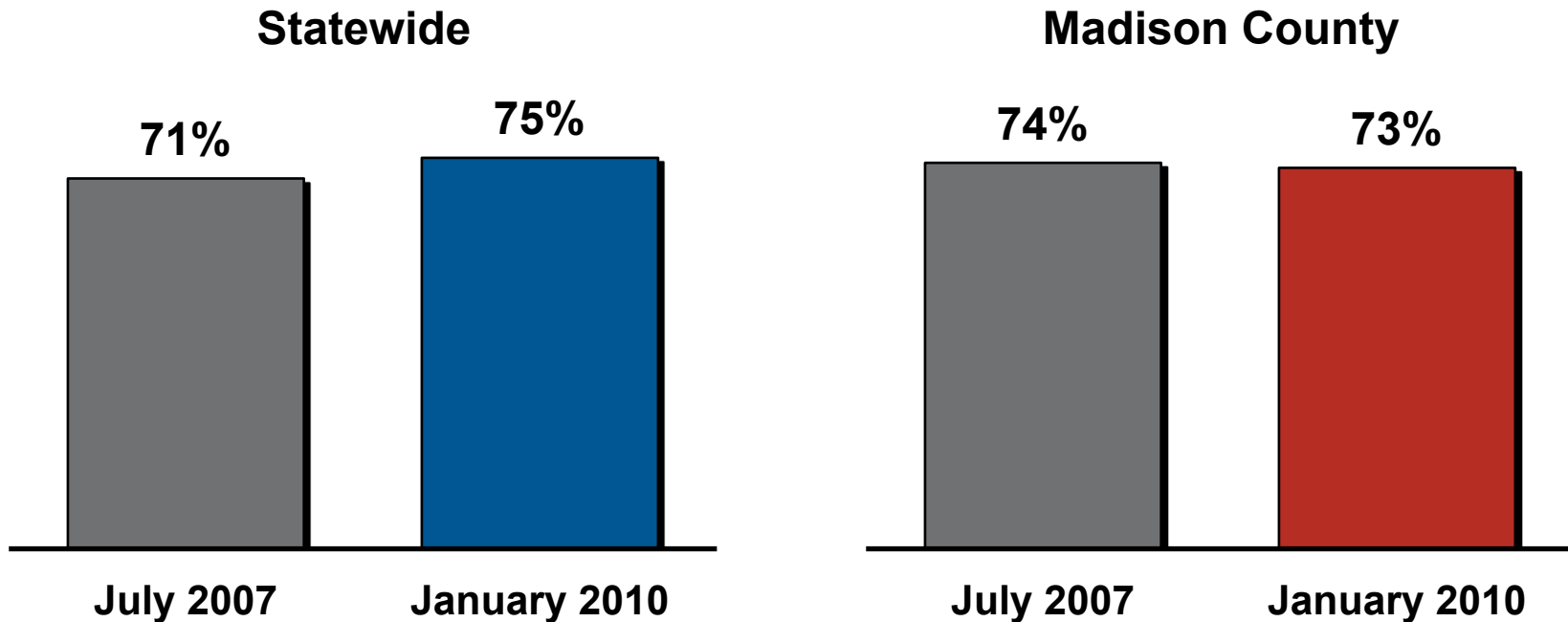
CONNECTED
Tennessee
THE TRAIL TO INNOVATION®

2010 Connected Tennessee® Residential Technology Assessment for Madison County

www.connectedtennessee.org

Computer Ownership in Madison County

Households with a home computer



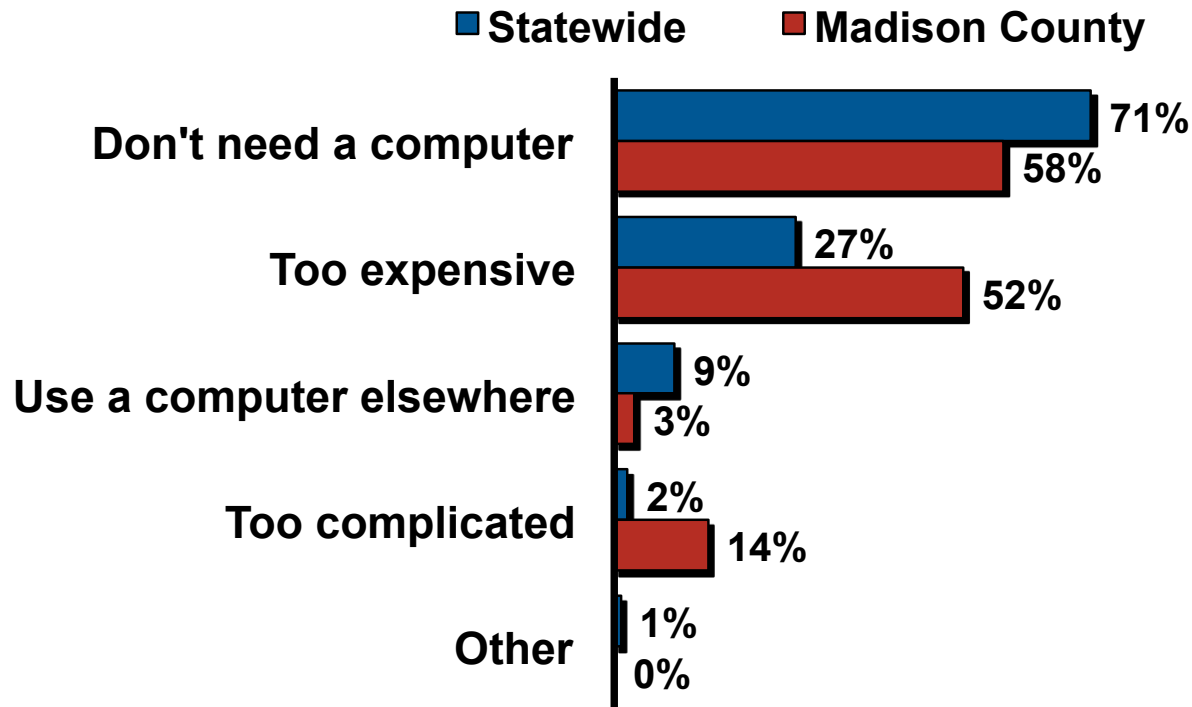
Q: Does your household have a computer?
(n=100 Madison County residents in 2007 and n=120 Madison County residents in 2010)

Source: July 2007 and January 2010
Connected Tennessee®
Residential Technology Assessment
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=35 Madison County residents with no home computer)

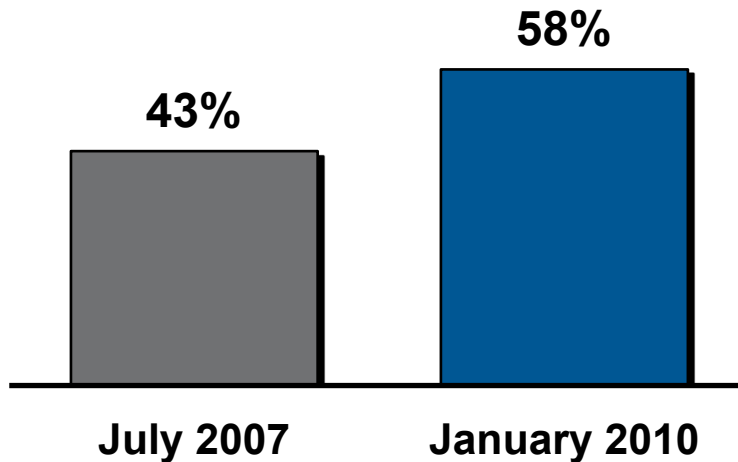
Source: January 2010 Connected Tennessee®
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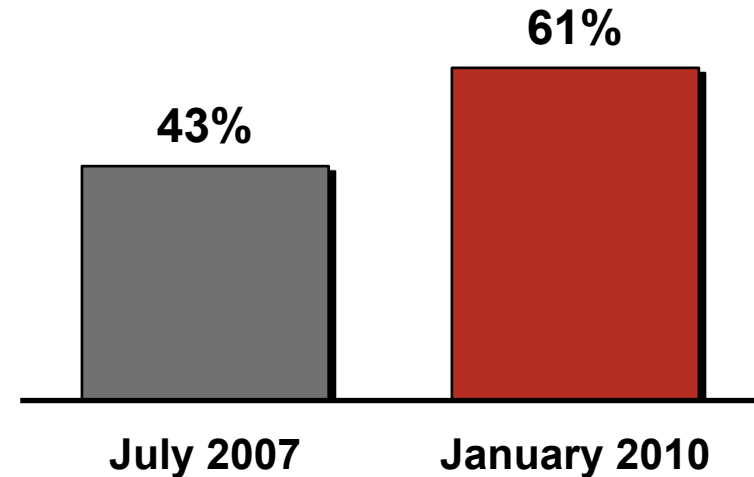
Broadband Adoption in Madison County

Percent of residents
who subscribe to home broadband service

Statewide



Madison County



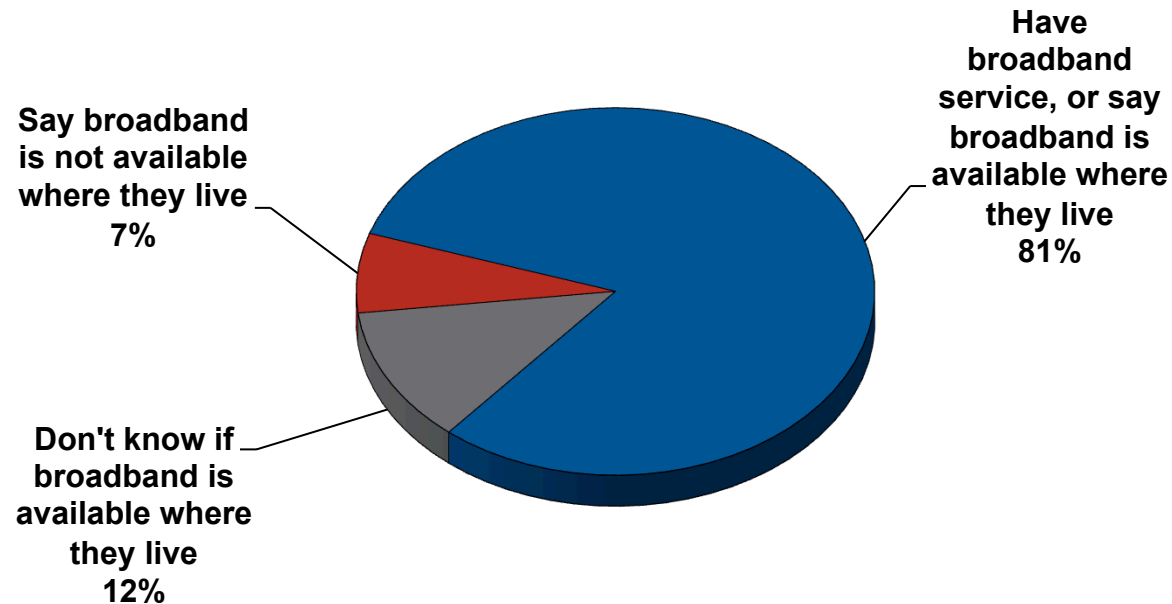
Q: Which of the following describe the type of Internet service you have at home?
(n=100 Madison County residents in 2007 and n=120 Madison County residents in 2010)

Source: July 2007 and January 2010
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Perceptions of Broadband Availability

Awareness of broadband availability among Madison County residents

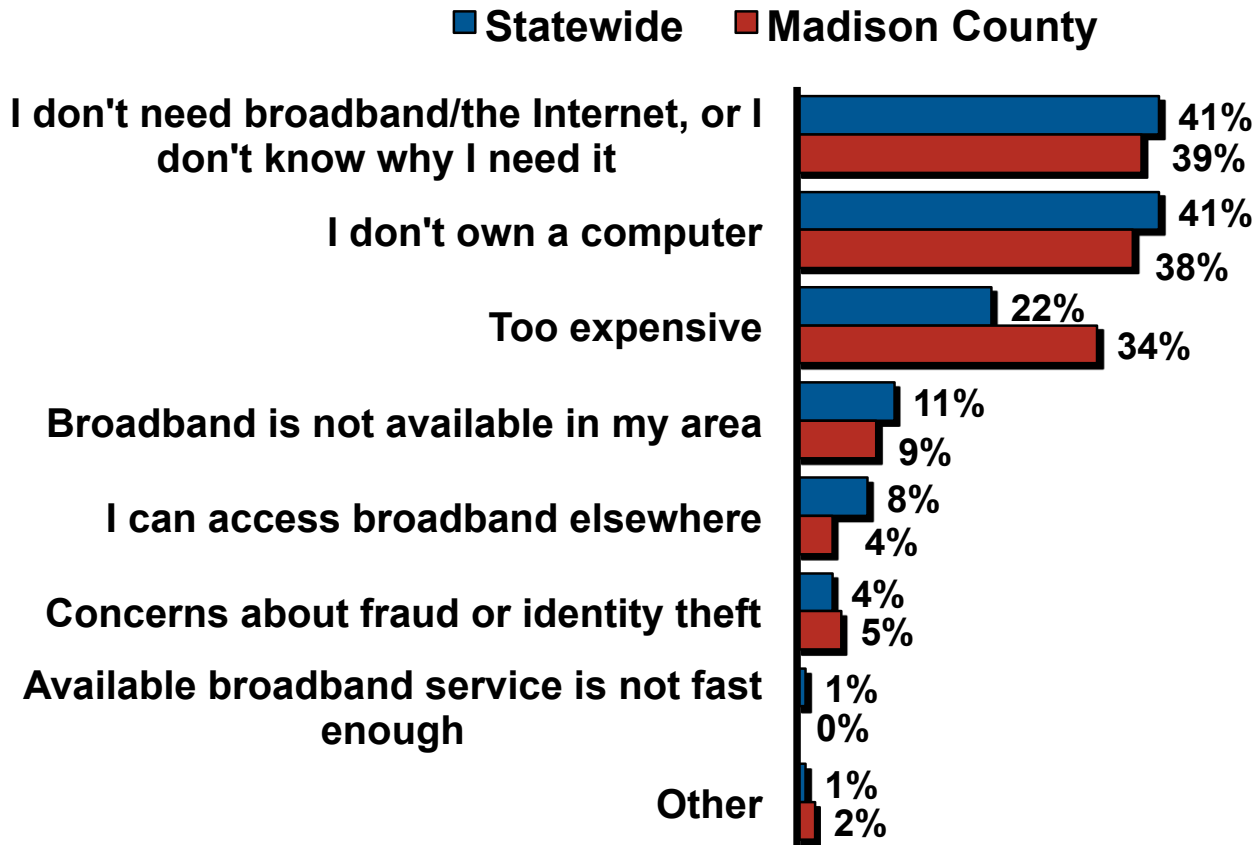


Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?
(n=120 Madison County residents)

Source: January 2010 Connected Tennessee®
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Barriers to Broadband Adoption

Why residents do not subscribe to broadband



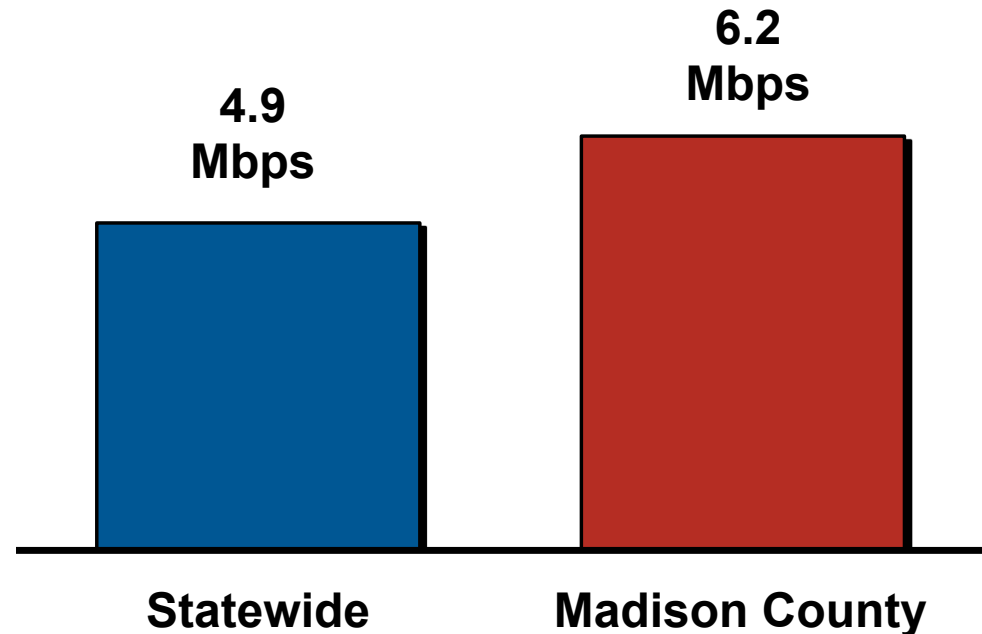
Q: Why don't you subscribe to broadband Internet service?
(n=47 Madison County residents that do not have home broadband service)

Source: January 2010 Connected Tennessee®
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Broadband Download Speeds

Average download speed (Mbps)



Broadband subscribers who know their download speeds reported an average speed of 6.2 Mbps.

Over one-half of Tennessee residents who subscribe to broadband do not know their current bandwidth.

Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider?
(n=73 Madison County residents with home broadband service)

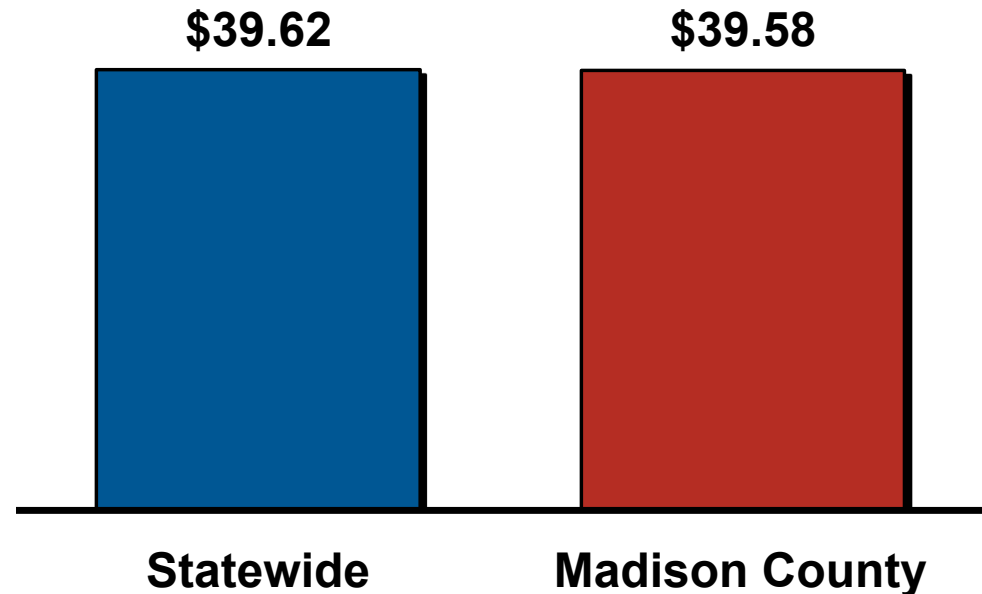
Source: January 2010 Connected Tennessee®
Residential Technology Assessment
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Monthly Price Residents Pay for Broadband Service

Average monthly price paid for
home broadband service

On average,
Tennessee
residents pay
\$39.62 per
month for their
broadband
service.

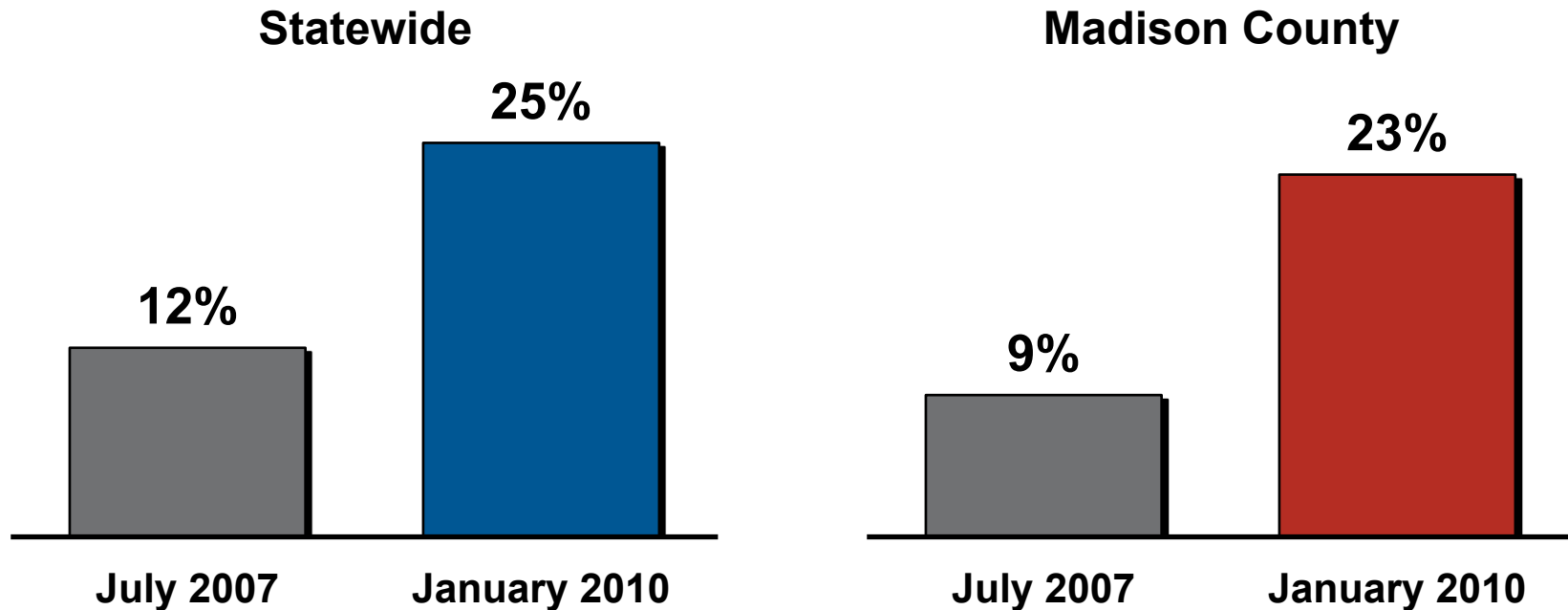


Q: What do you pay each month for your Internet service?
(n=73 Madison County residents with home broadband service)

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



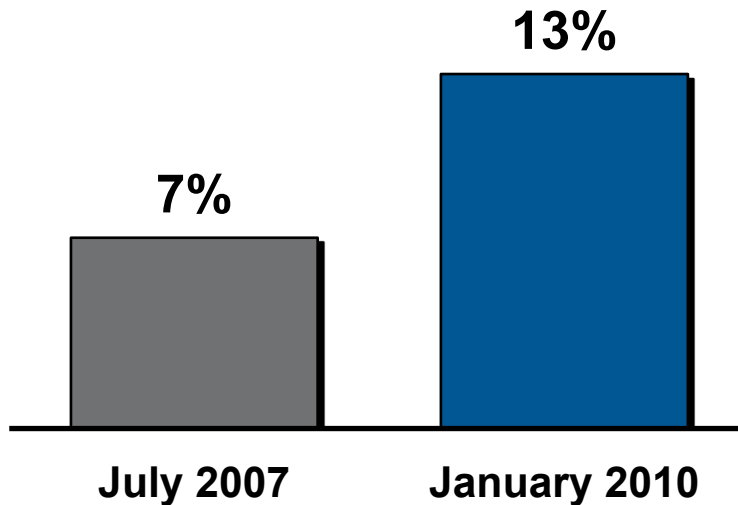
Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet with your laptop?
(n=100 Madison County residents in 2007 and n=120 Madison County residents in 2010)

Source: July 2007 and January 2010
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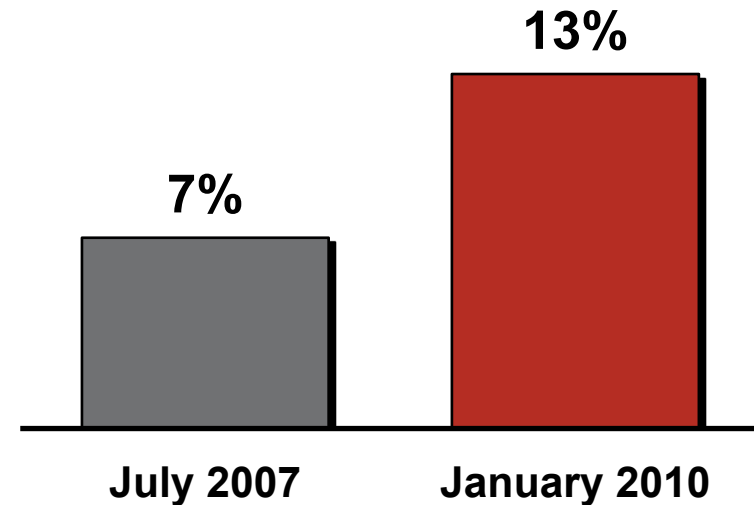
Teleworking Trends Among Residents

Percent of residents who regularly telework

Statewide



Madison County



Q: Do you regularly work from home through a broadband connection, commonly known as teleworking (2007)? and

Q: Which of the following describe the way you work from home, when you do so (2010)?

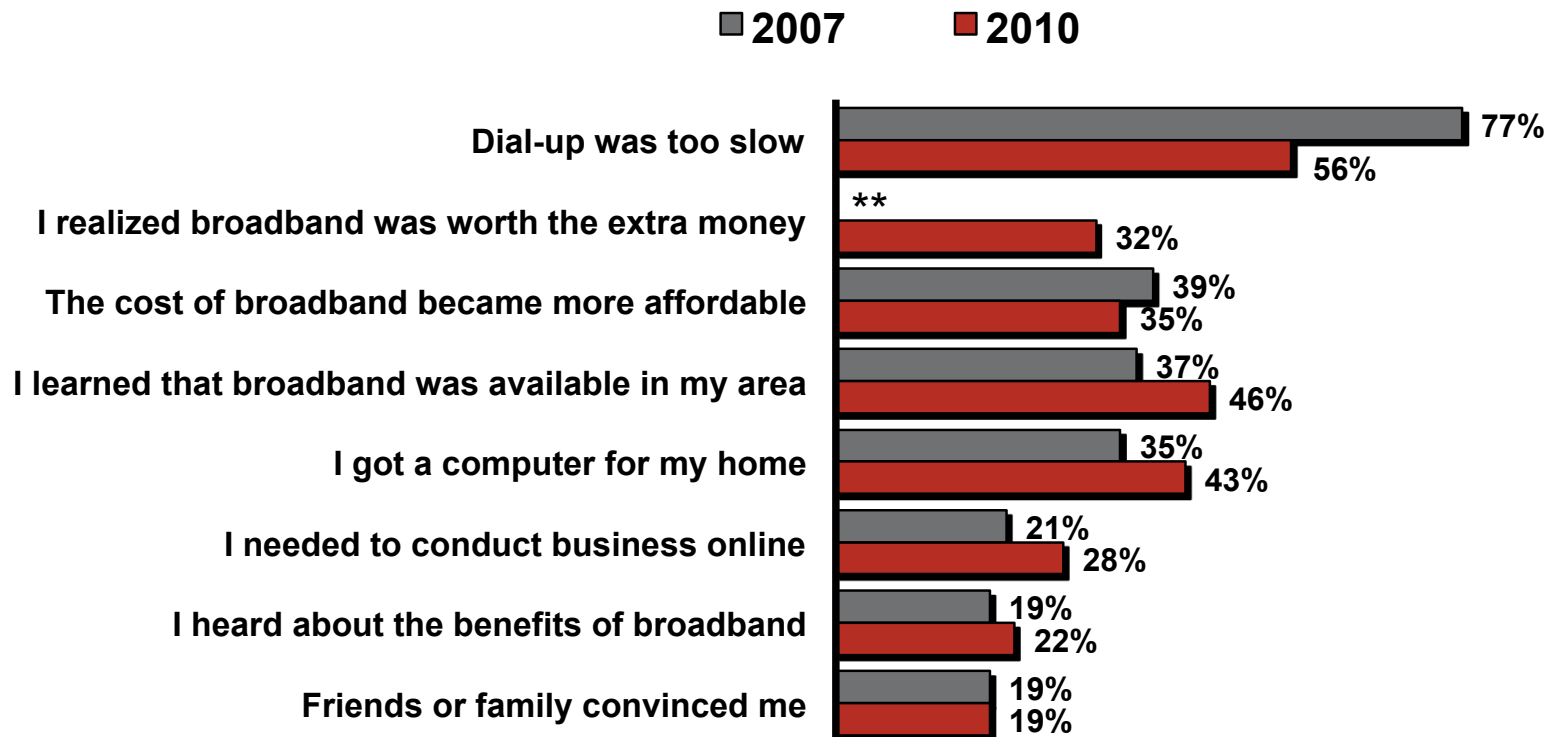
(n=57 Madison County residents in 2007 and n=a1 Madison County residents employed full-time or part-time in 2010)

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Source: July 2007 and January 2010
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Why Madison County Residents Subscribe to Broadband

Percent of Madison County residents with a broadband connection at home*



*Percentages do not add up to 100% because individuals could give multiple responses.

Q. What factors contributed to your decision to subscribe to broadband service? (n=43 Madison County residents in 2007 and 73 Madison County residents in 2010 with broadband service at home)

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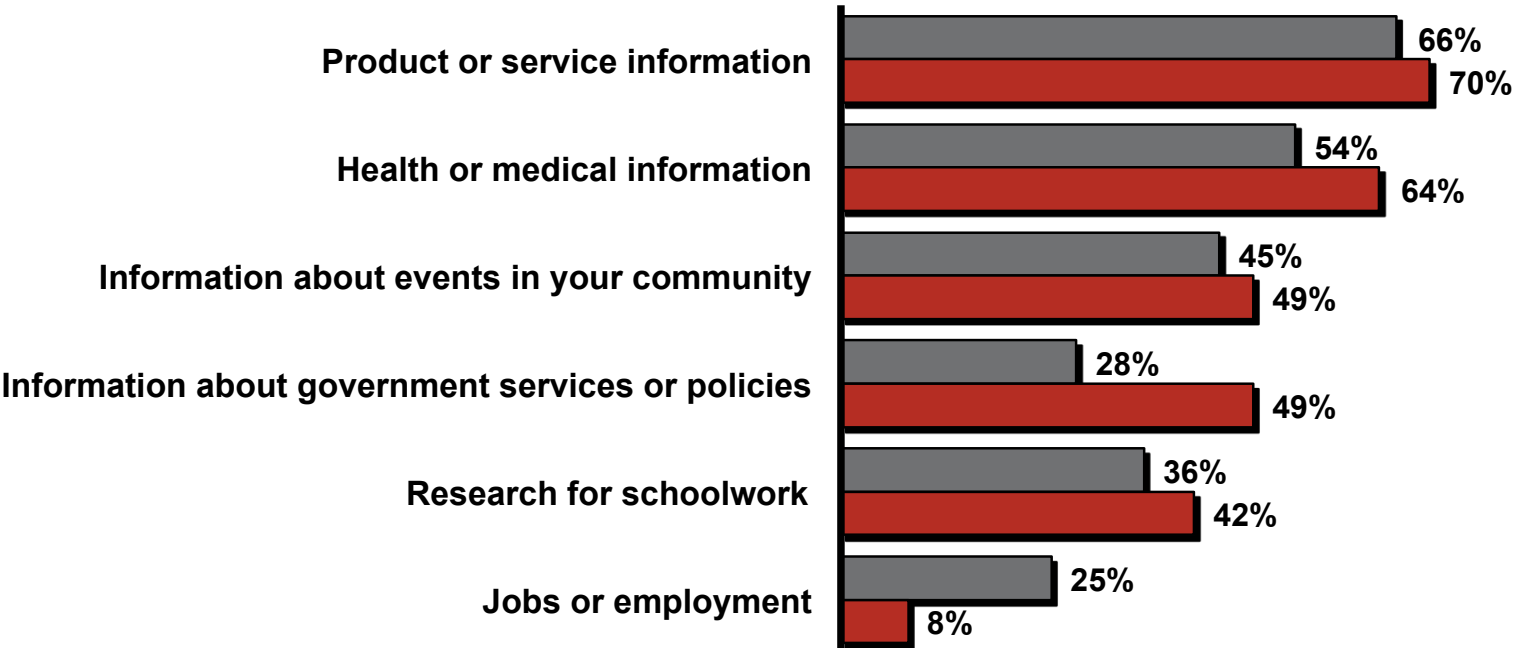


Trends in Online Activities Among Tennessee Internet Users

Searching For Information Online

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

■ 2007 ■ 2010

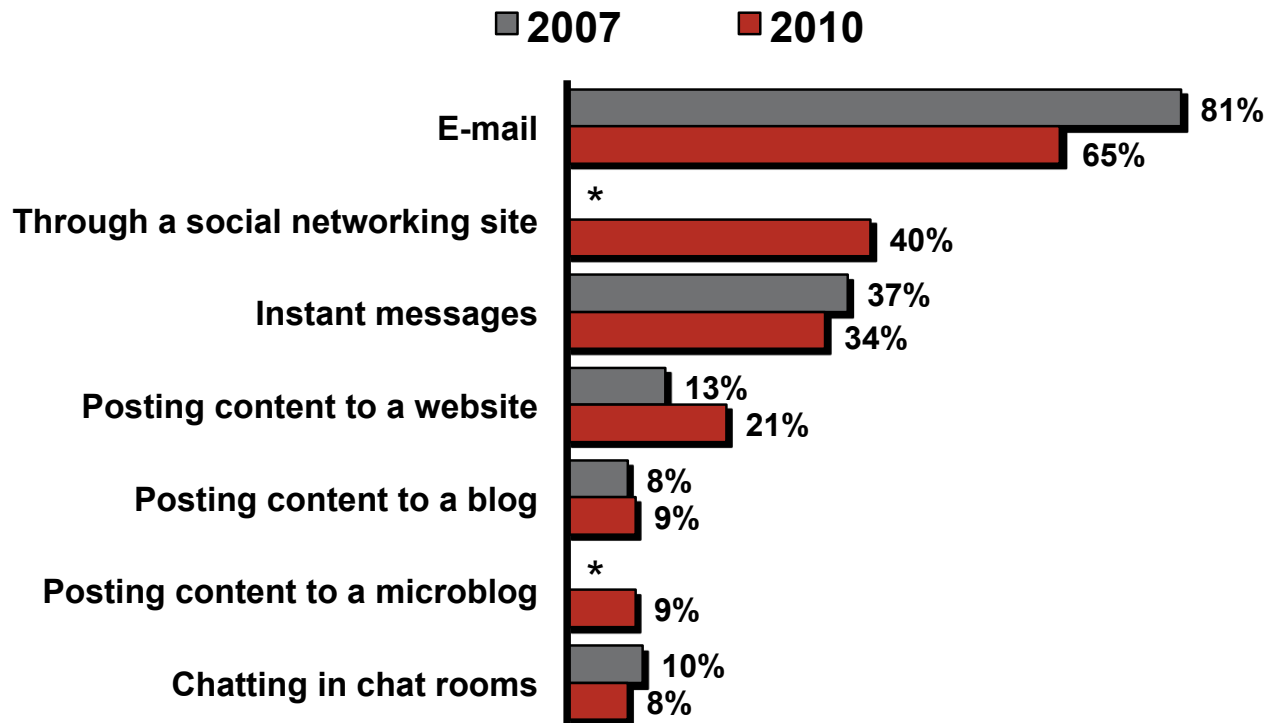


Q: Which of the following types of information have you used the Internet to look for online?
(n=74 Madison County Internet users in 2007 and 98 in 2010)

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Communicating Online

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



*Question was not asked in 2007

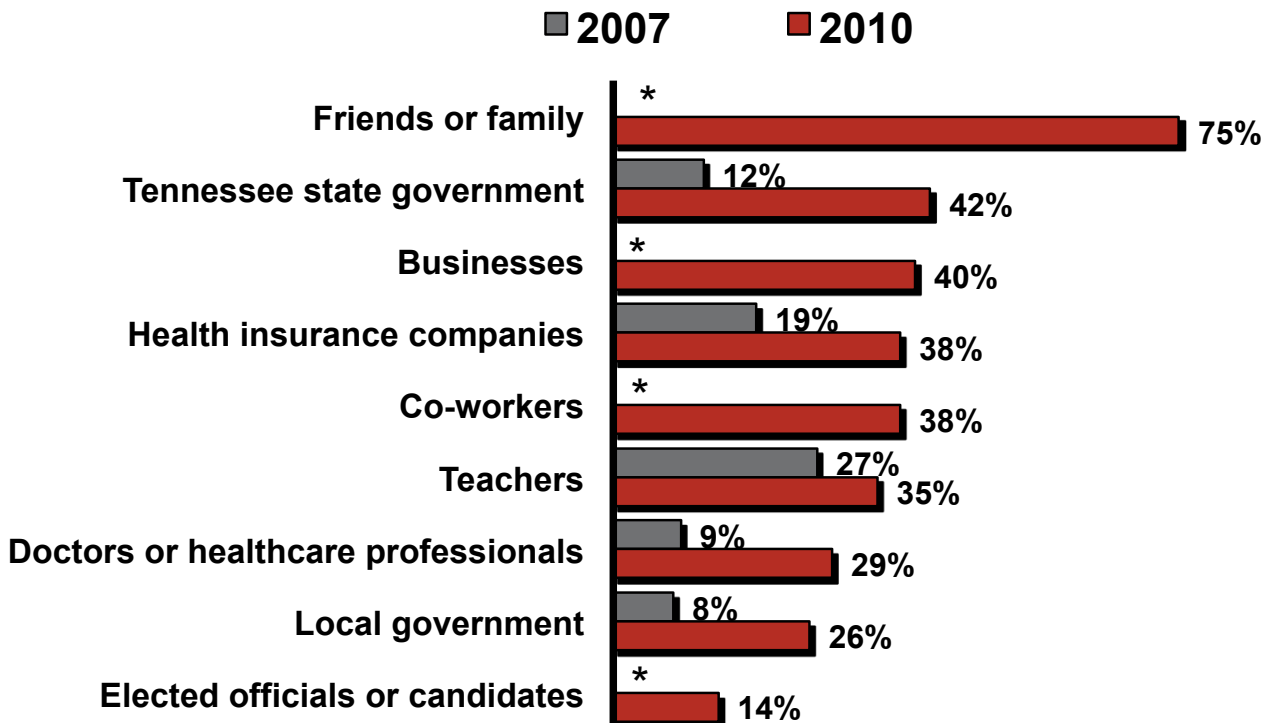
Q: Which of the following ways of communicating with others have you used?
(n=74 Madison County Internet users in 2007 and 98 in 2010)

Source: July 2007 and January 2010
Connected Tennessee®
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Interacting Online

Percent of Madison County Internet users who have interacted with the following individuals or organizations



*Question was not asked in 2007

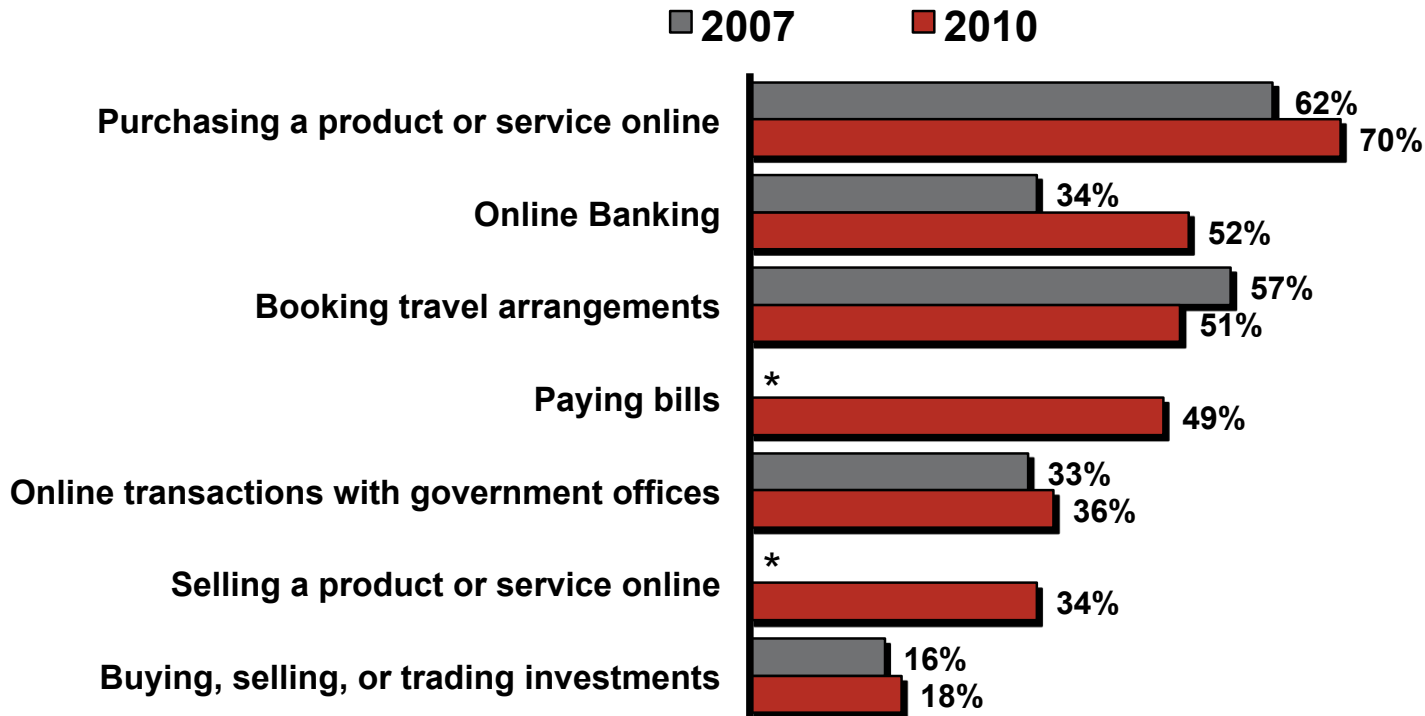
Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information?

(n=74 Madison County Internet users in 2007 and 98 in 2010)

Source: July 2007 and January 2010
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Online Transactions

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



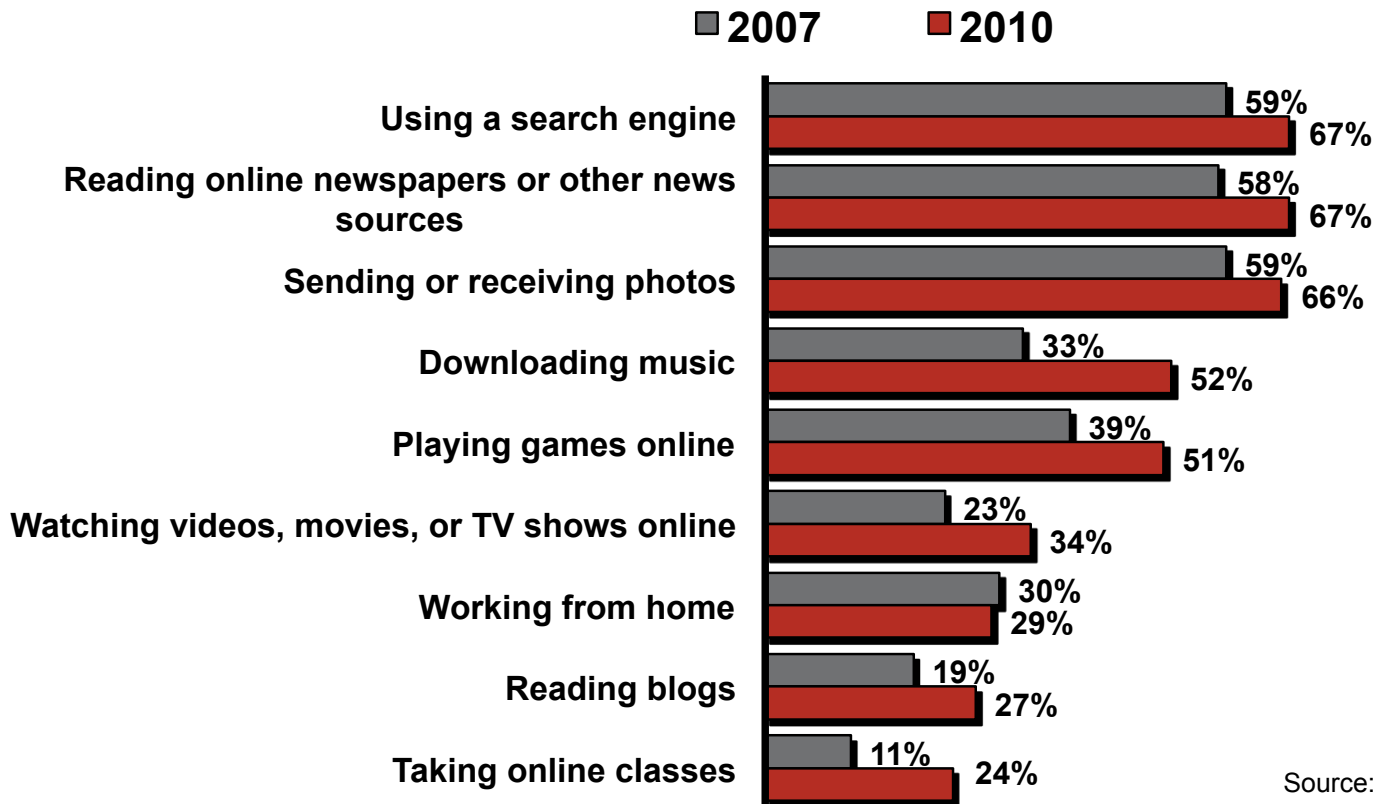
*Question was not asked in 2007

Q: Which of the following types of transactions have you completed online?
(n=74 Madison County Internet users in 2007 and 98 in 2010)

Source: July 2007 and January 2010
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Online Activities

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



Q: Which of the following activities have you conducted online?
(n=74 Madison County Internet users in 2007 and 98 in 2010)

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