

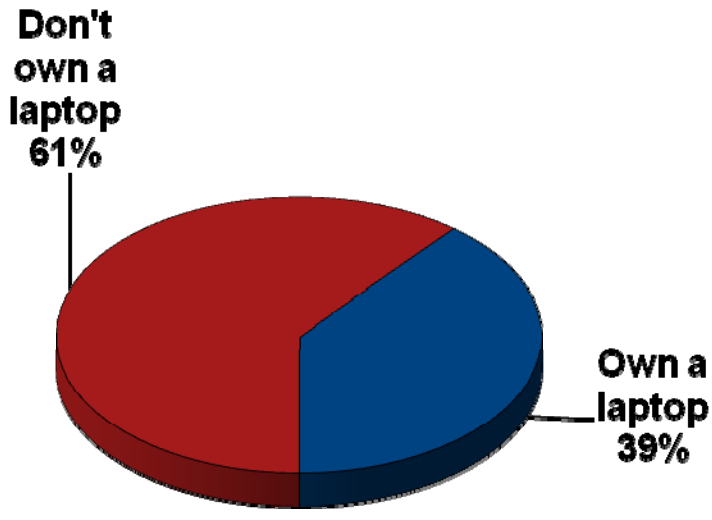


# Mobile Broadband Use

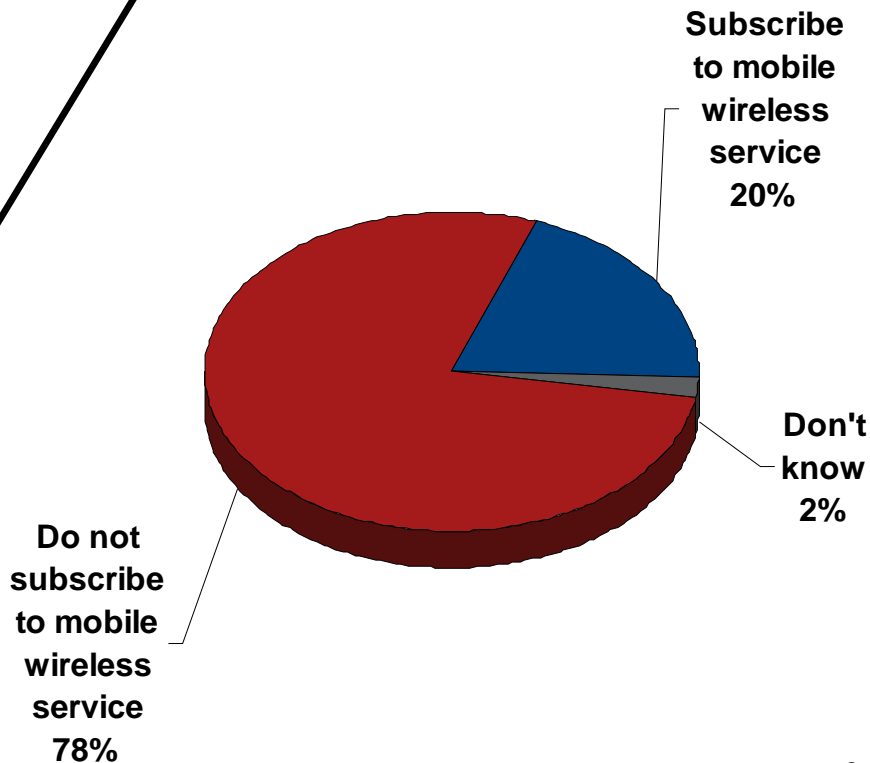


# Mobile Wireless Broadband Use Among Laptop Computer Owners

Among all Tennessee residents



Among Tennessee laptop owners



Q: What type of computer do you have at home?  
(n=1,213 TN residents) and

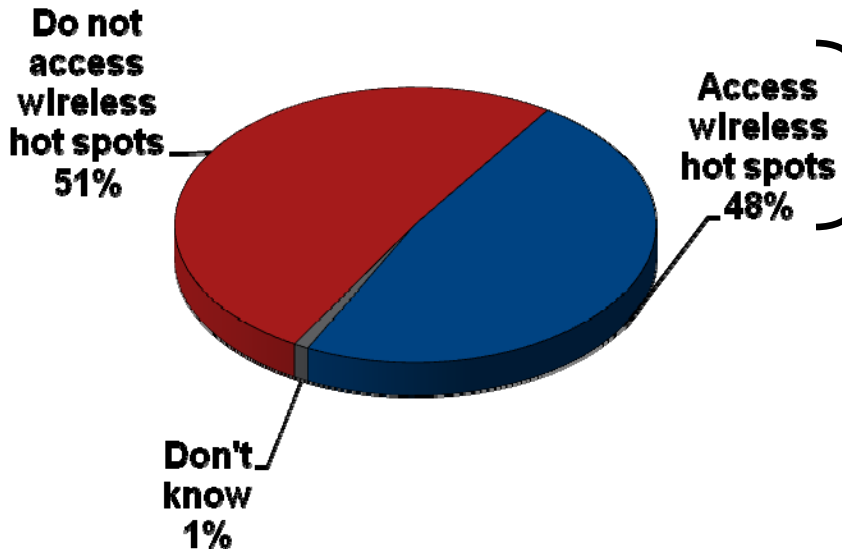
Q: On your laptop computer, do you subscribe to a mobile wireless service that allows you to access the Internet through a cellular network?  
(n=464 TN residents who own laptop computers)

Source: January 2010 Connected Tennessee® Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

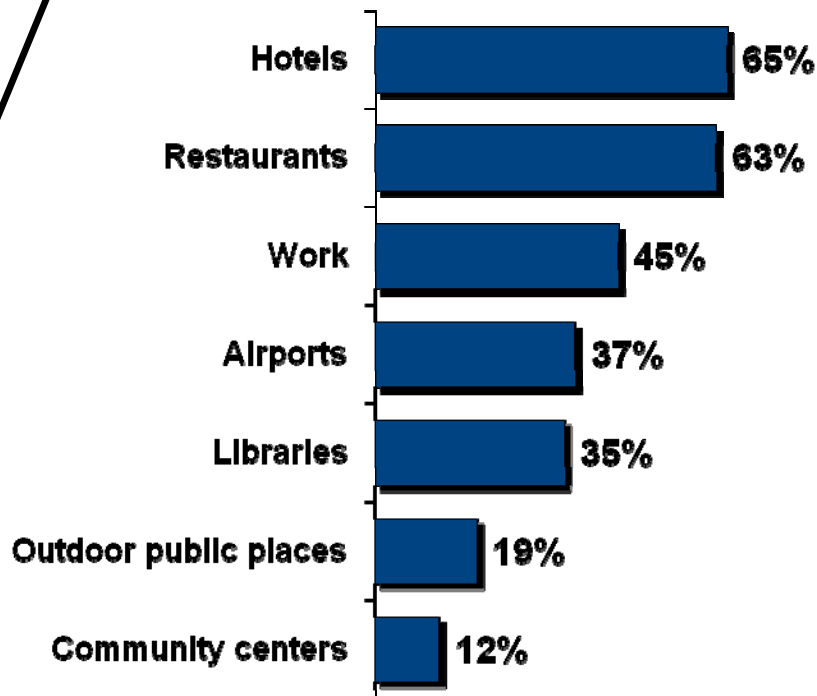


# Hot Spot Usage Among Laptop Computer Owners

Among Tennessee laptop computer owners



Most popular places to access hot spots (among wireless hot spot users)



Q: Do you regularly use Wi-Fi zones, sometimes called "hot spots," to access the Internet with your laptop? (n=457 Tennessee laptop owners) and  
Q: Do you regularly use hot spots at any of the following locations? (n=218 Tennessee wireless hot spot users)

Source: January 2010 Connected Tennessee® Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

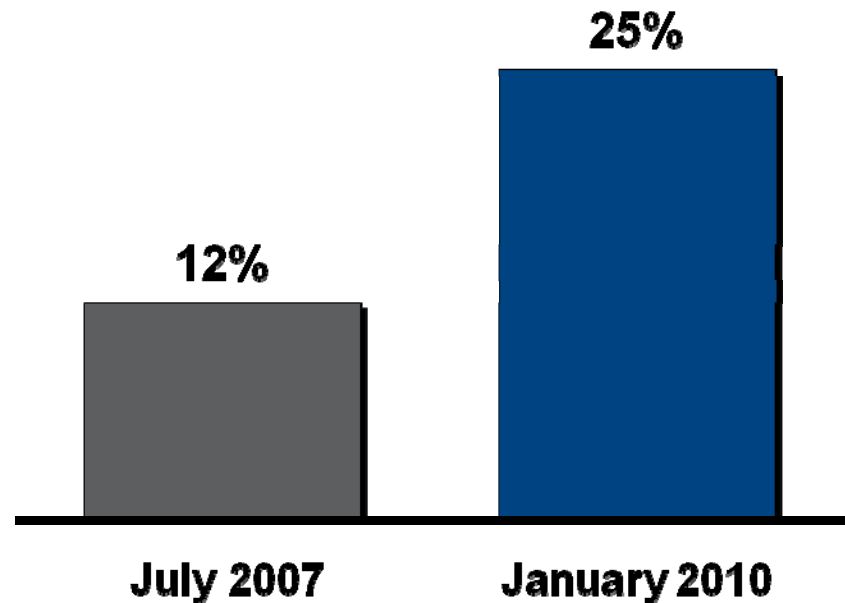


# Trends in Wi-Fi Zone ("Hot Spot") Usage

Percent of all Tennessee residents  
who access Wi-Fi Zones

Statewide, 25% of Tennessee residents say they access Wi-Fi hot spots.

The percentage of Tennessee residents who said they accessed hot spots has more than doubled since July 2007.



Q: Do you use Wi-Fi zones, sometimes called "hot spots," to access the Internet with your laptop?  
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

Source: July 2007 and January 2010 Connected Tennessee® Residential Technology Assessments  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Mobile Internet Users in Tennessee

**Since July 2008, Tennessee has experienced a 54% increase in mobile Internet use.**

**Use of a “mobile service” includes accessing the Internet through a cellular phone, or using a laptop computer either to access the Internet via Wi-Fi hot spots or through a cellular network.**

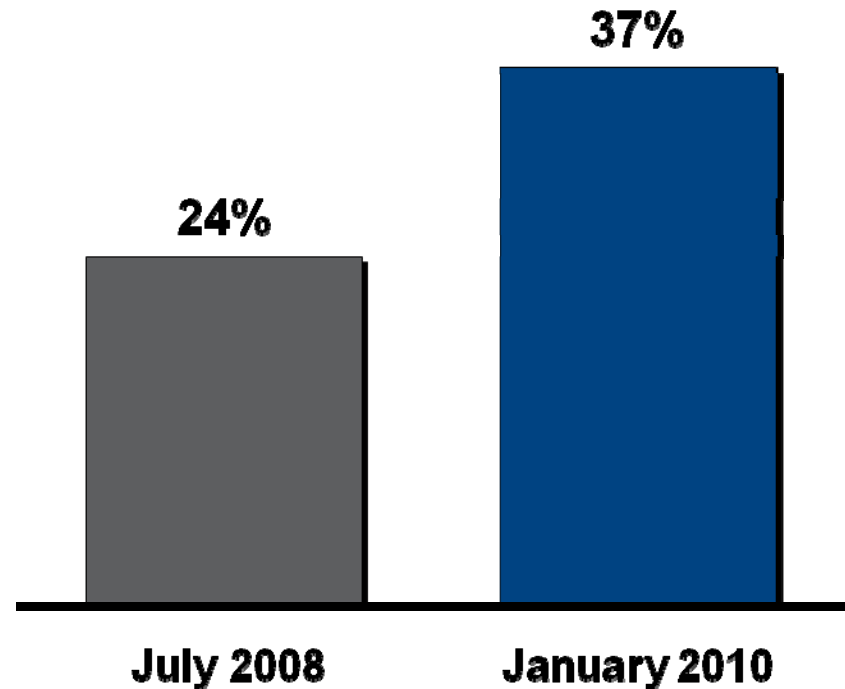
Q: Do you regularly use Wi-Fi zones, sometimes called “hot spots,” to access the Internet with your laptop?

Q: Do you access the Internet through a cellular phone or other mobile device?

Q: On your laptop computer, do you subscribe to a mobile wireless service that allows you to access the Internet through a cellular network? (Question not asked in 2007)

(n=1,200 TN adults in 2008 and n=1,213 TN adults in 2010)

**Percent of Tennessee residents who are mobile Internet users**



Source: July 2008 and January 2010 Connected Tennessee® Residential Technology Assessments  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



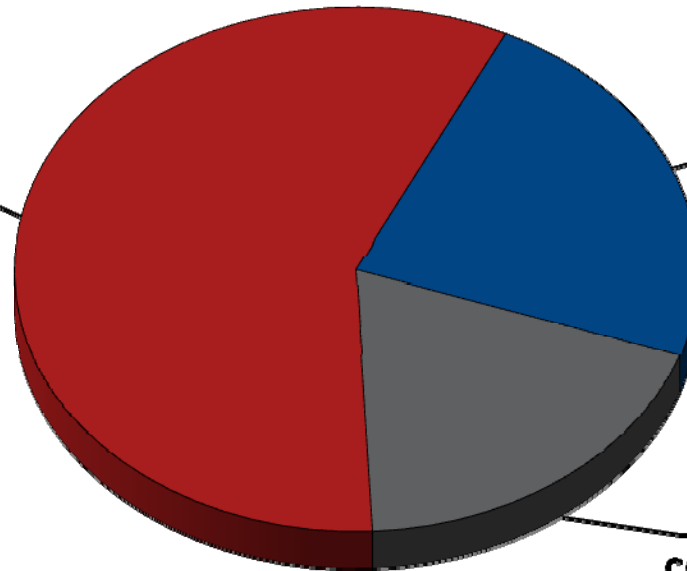
# Internet Access Through Cellular Phones or Mobile Devices

Percent of all Tennessee residents

**Own a cellular phone, but do not access the Internet through a cellular phone or mobile device**  
**58%**

**Own a cellular phone and access the Internet through a cellular phone or mobile device**  
**23%**

**Do not own a cellular phone or mobile device**  
**19%**



**In Tennessee, 81% of adults own a cellular phone.**

Q: Do you access the Internet through a cellular phone or other mobile device?  
(n=1,213 TN residents)

Source: January 2010 Connected Tennessee® Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)