2010 Connected Tennessee® Residential Technology Assessment for Polk County

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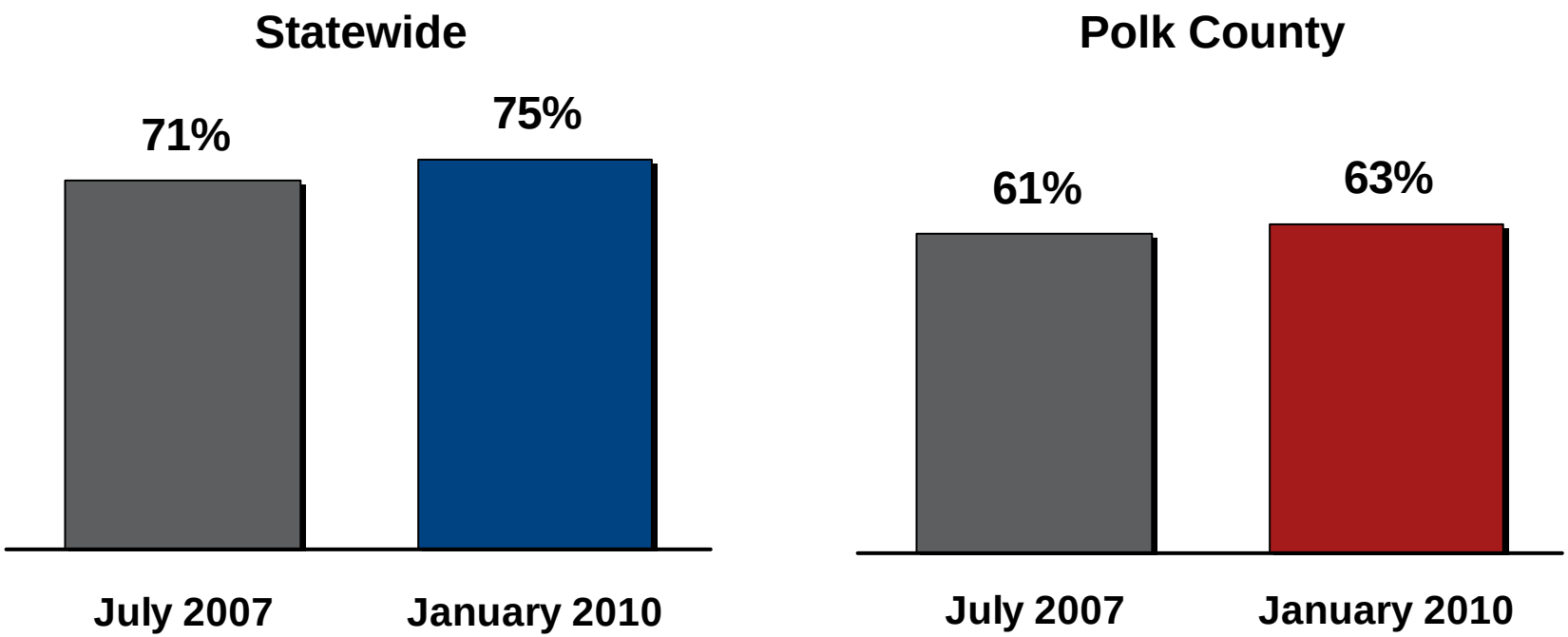
Computer Ownership in Polk County

Households with a home computer



Source: July 2007 and January 2010
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Q: Does your household have a computer?
(n=100 Polk County residents in 2007 and n=100 Polk County residents in 2010)

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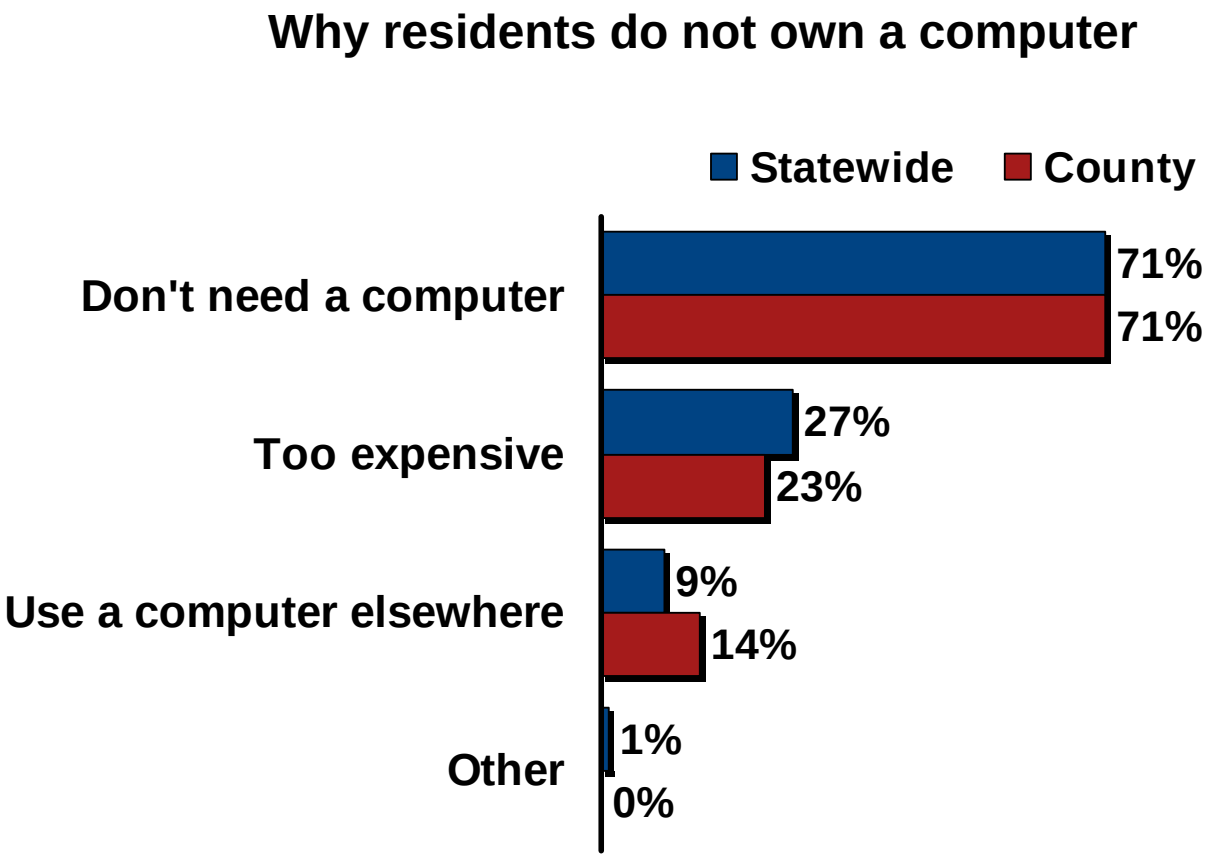
Barriers to Computer Ownership



Q: Why don't you have a computer at home?
(n=34 Polk County residents with no home computer)

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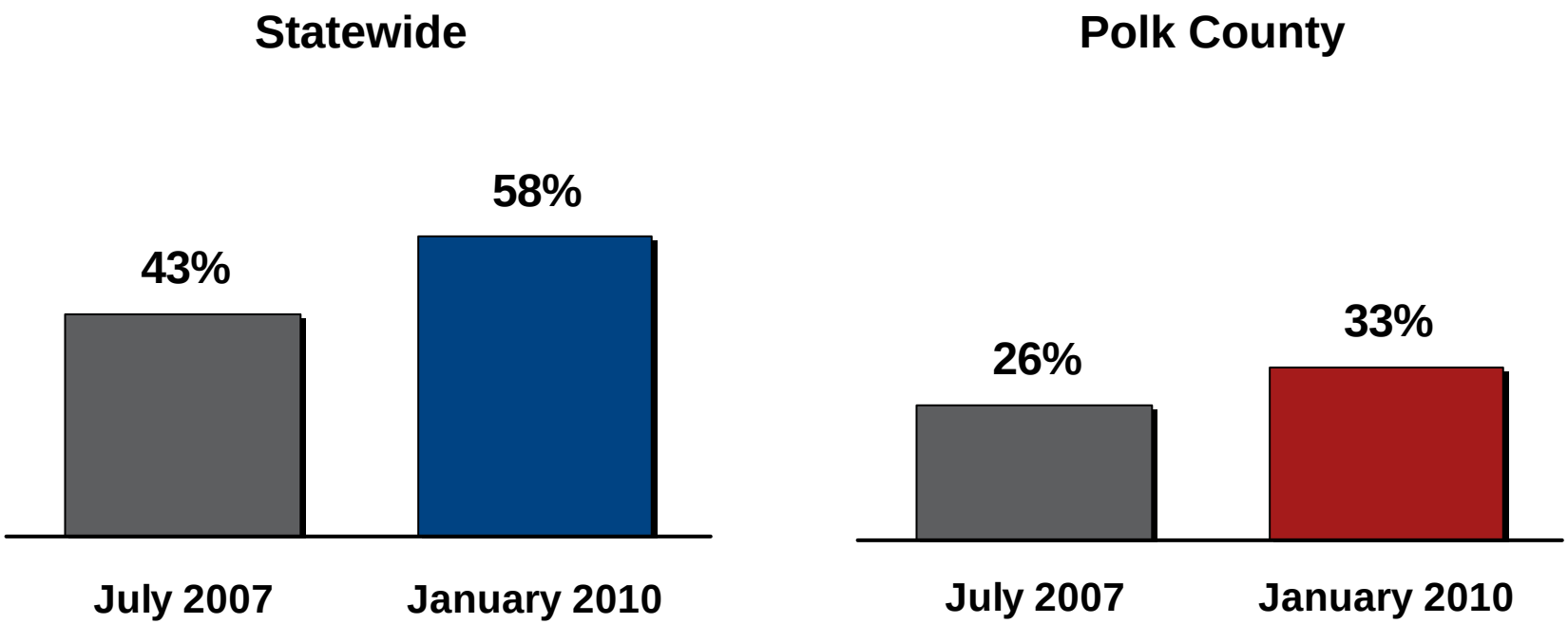
Broadband Adoption in Polk County

Percent of residents who subscribe to home broadband service



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

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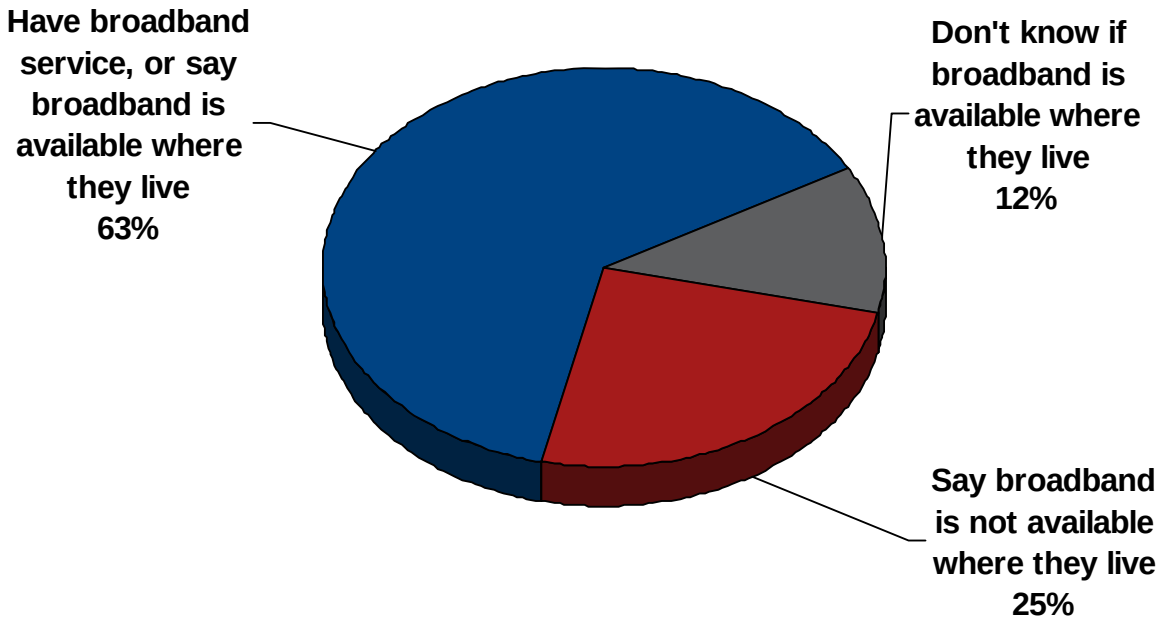
Perceptions of Broadband Availability

Awareness of broadband availability in Polk County



Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?
(n=100 Polk County residents)

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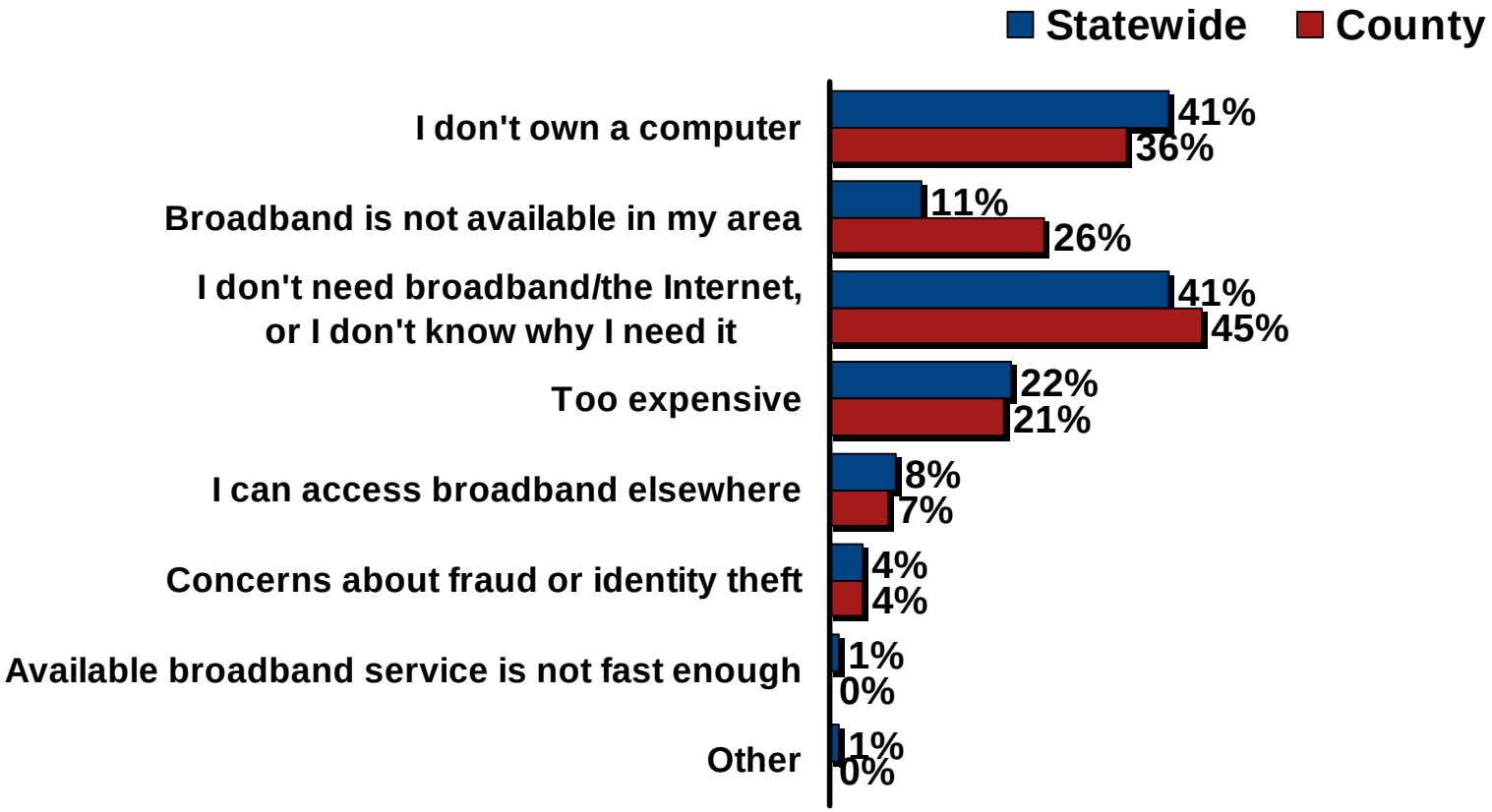
Barriers to Broadband Adoption

Why residents do not subscribe to broadband



Q: Why don't you subscribe to broadband Internet service?
(n=67 Polk County residents that do not have home broadband service)

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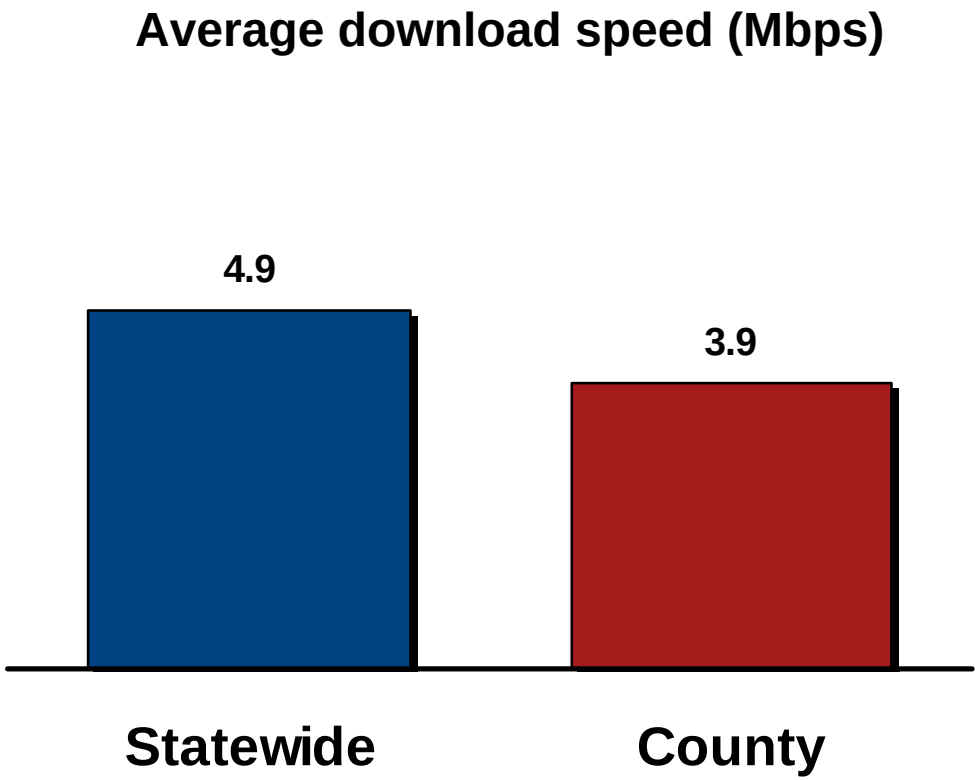
Broadband Download Speeds

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.



Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider?
(n=33 Polk County residents with home broadband service)

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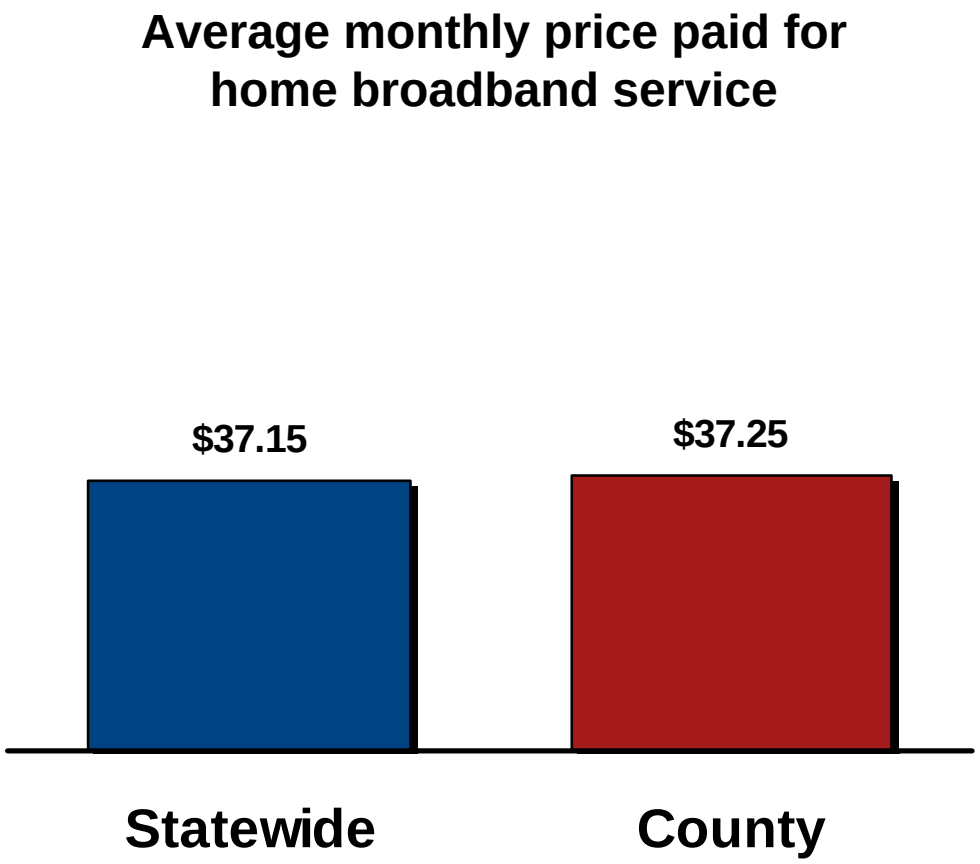
Monthly Price Residents Pay for Broadband Service

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=50 Polk County residents with home broadband service)

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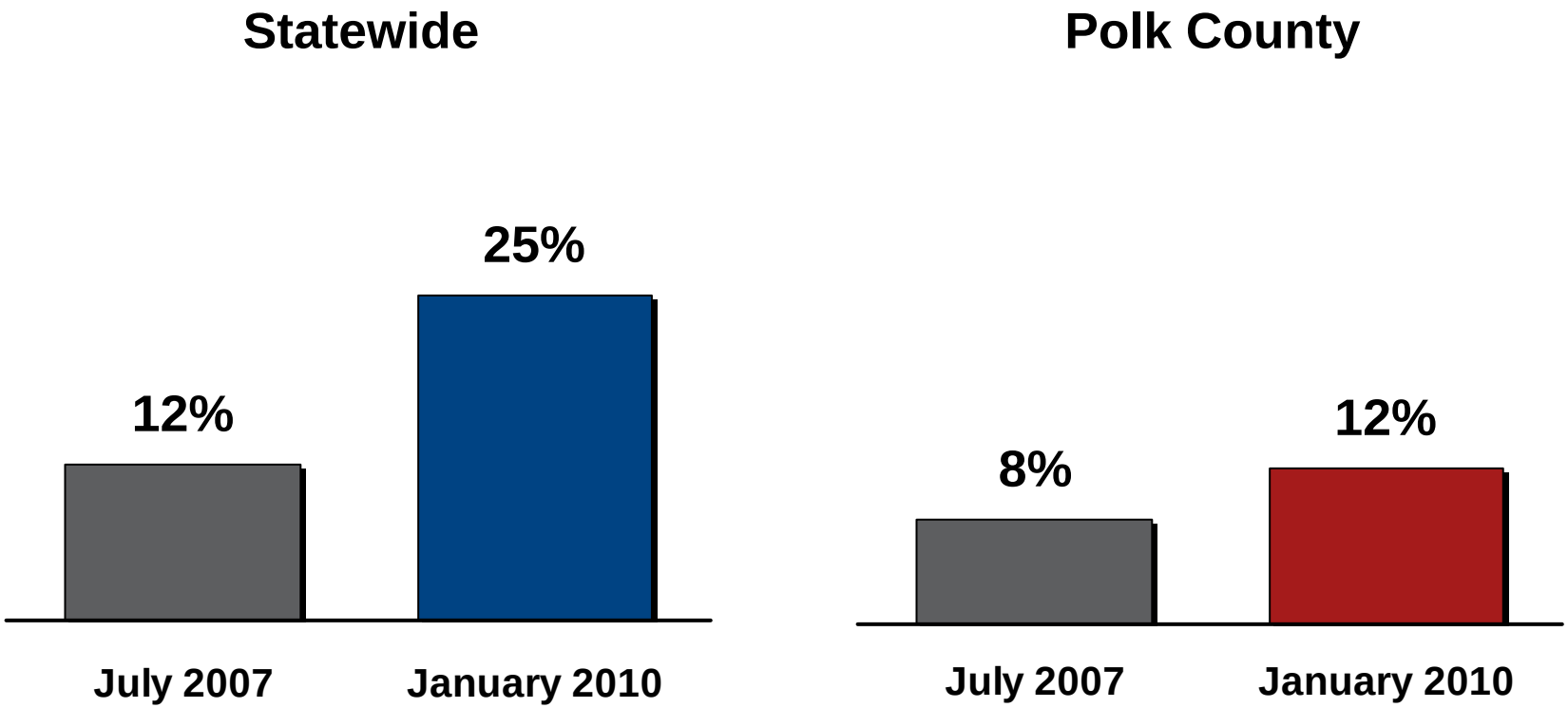
Trends in Wi-Fi Zone ("Hot Spot") Usage

Percent of residents who access Wi-Fi Zones



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

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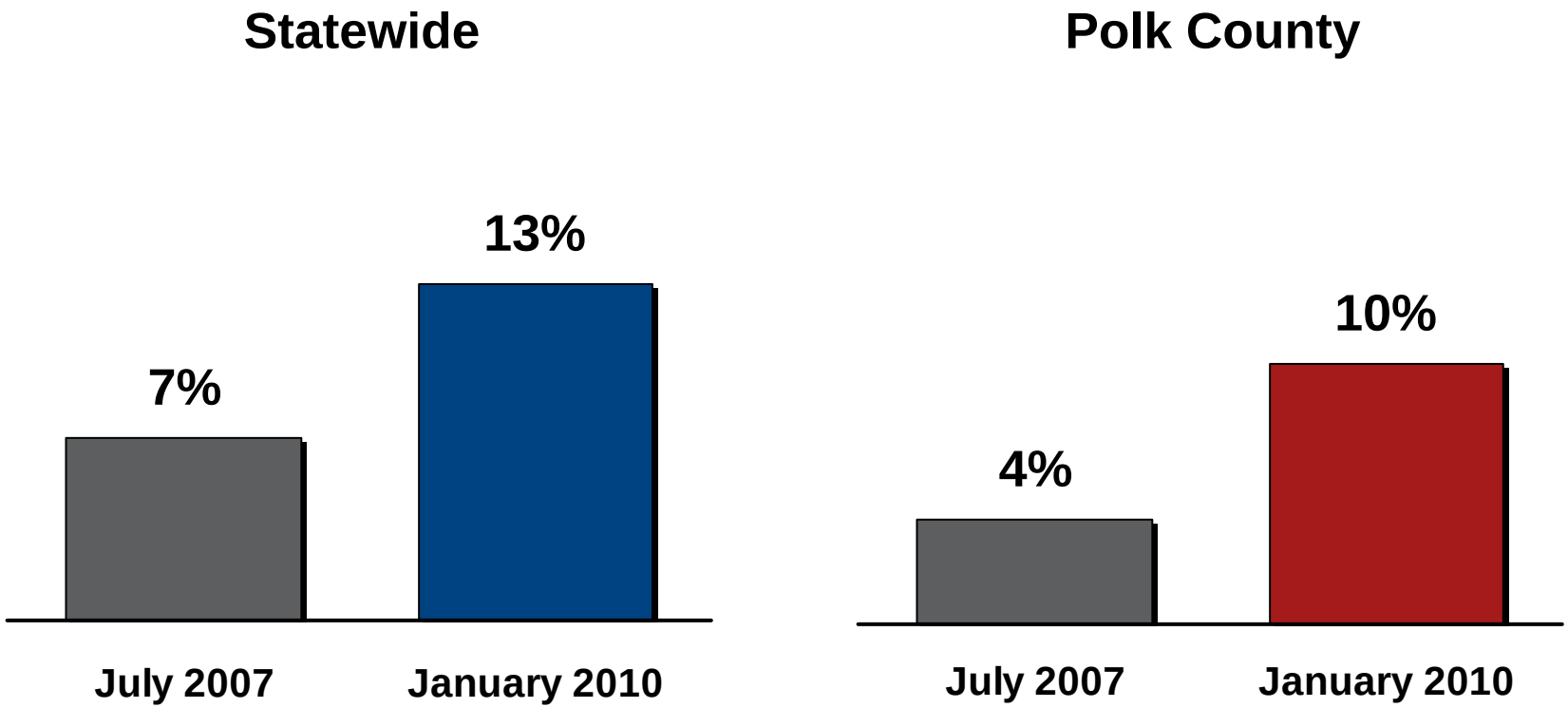
Teleworking Trends Among Residents

Percent of employed residents who regularly telework



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=52 Polk County residents in 2007 and n=42 Polk County residents employed full-time or part-time in 2010)

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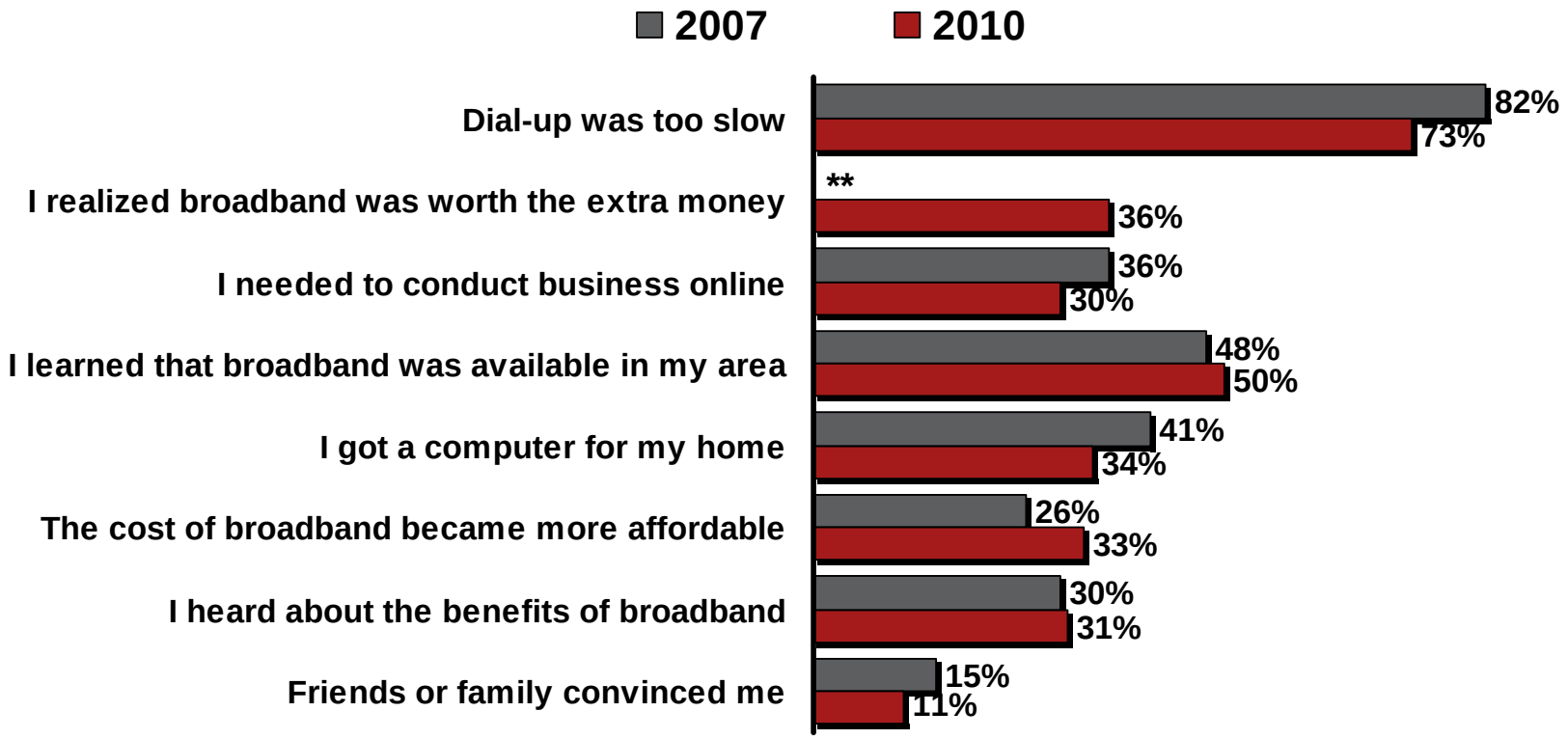
Why Polk County Residents Subscribe to Broadband

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=33 Polk 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

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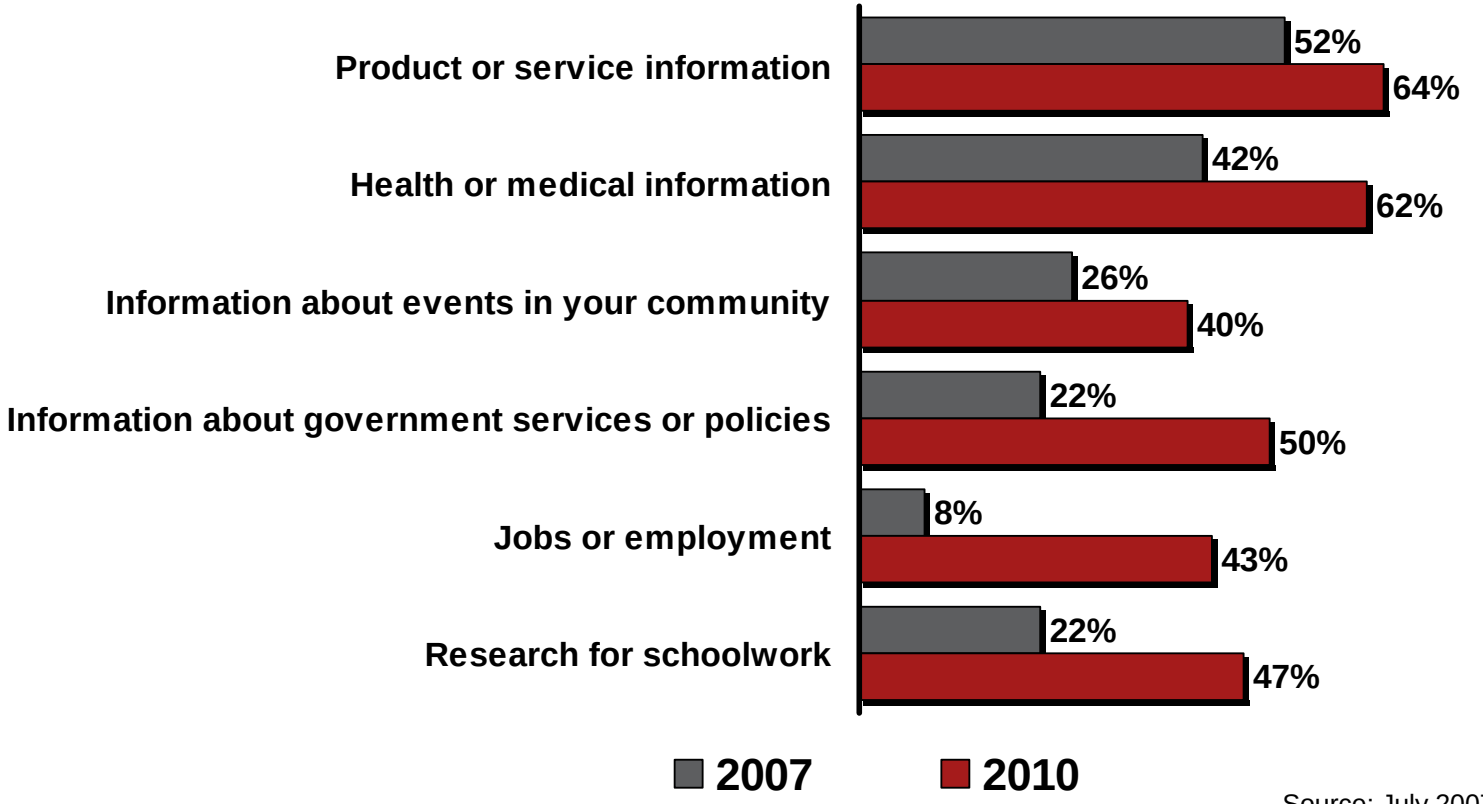
Searching For Information Online

Percent of Polk 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=67 Polk County Internet users)

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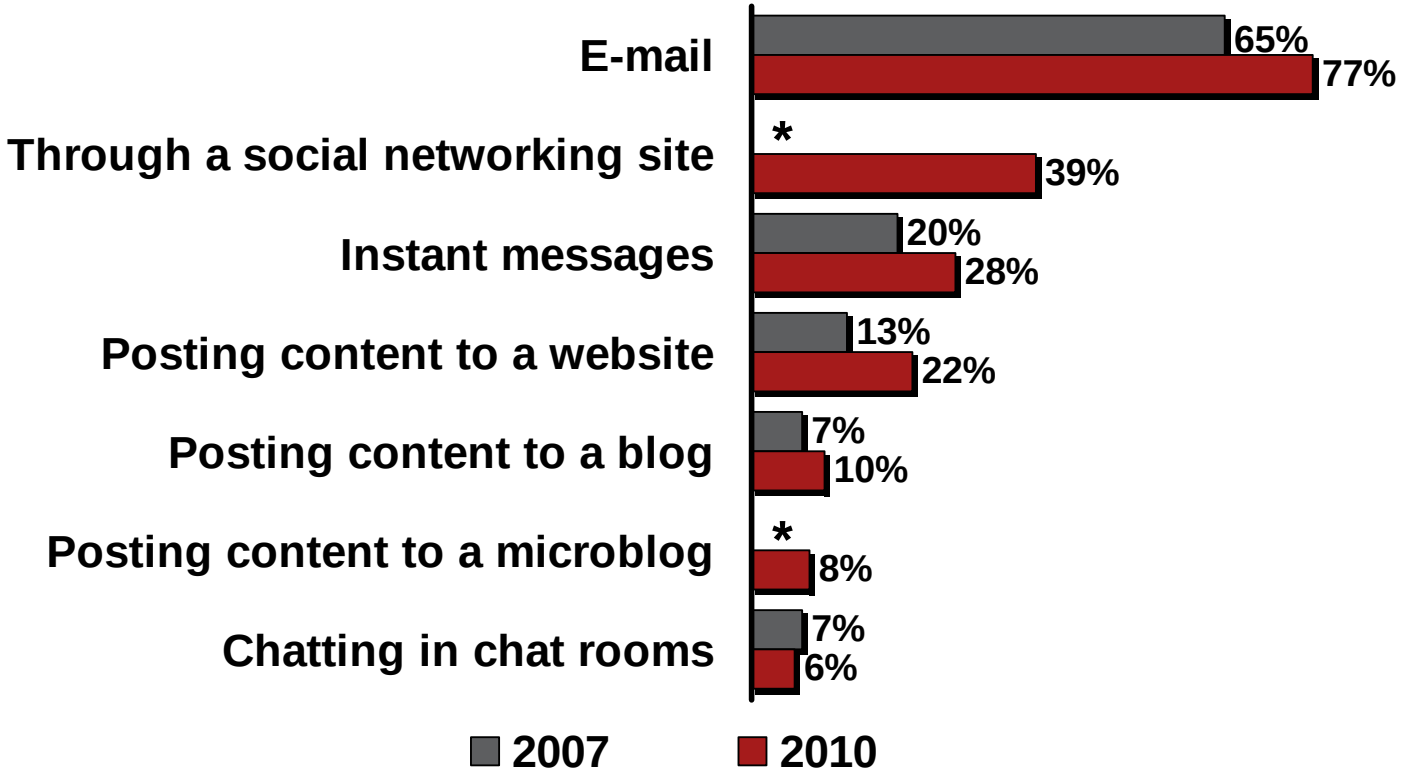
Communicating Online

Percent of Polk 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=67 Polk County Internet users)

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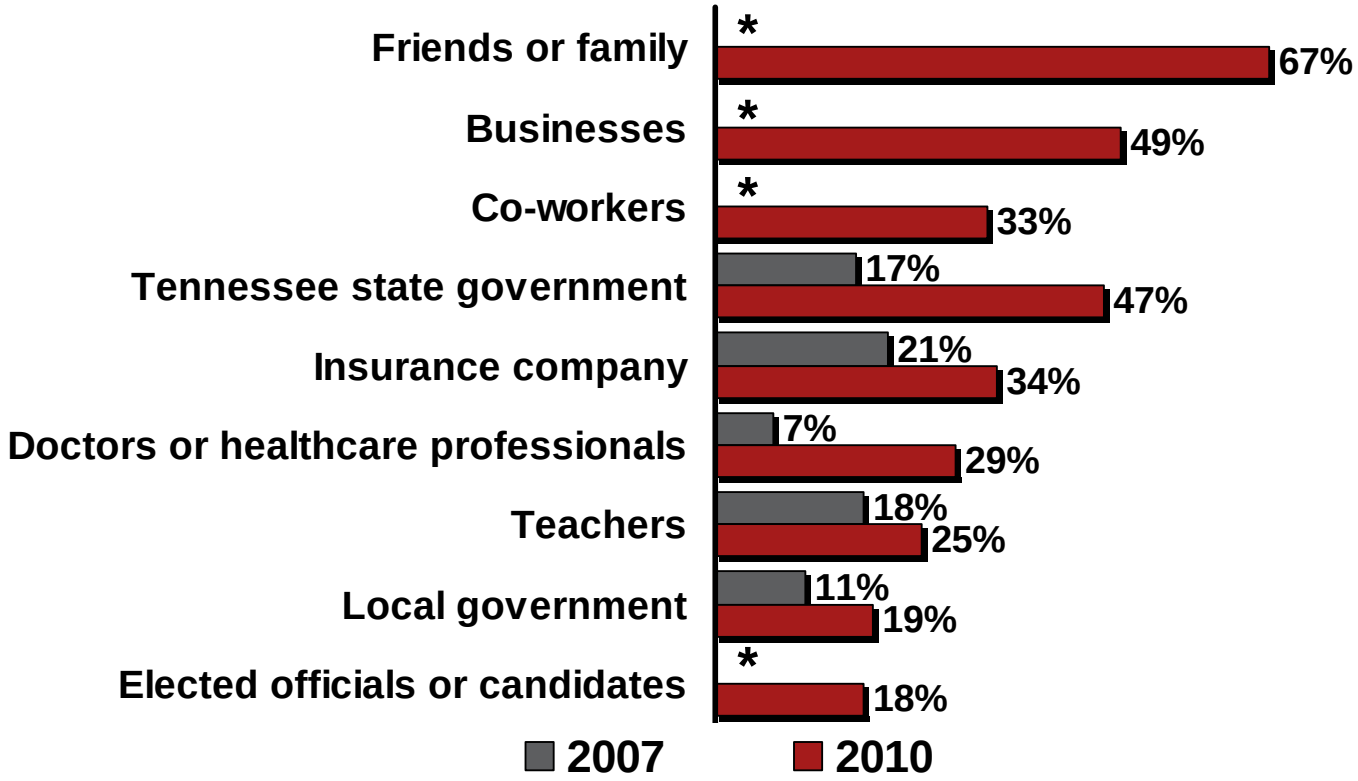
Interacting Online

Percent of Polk 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=67 Polk County Internet users)

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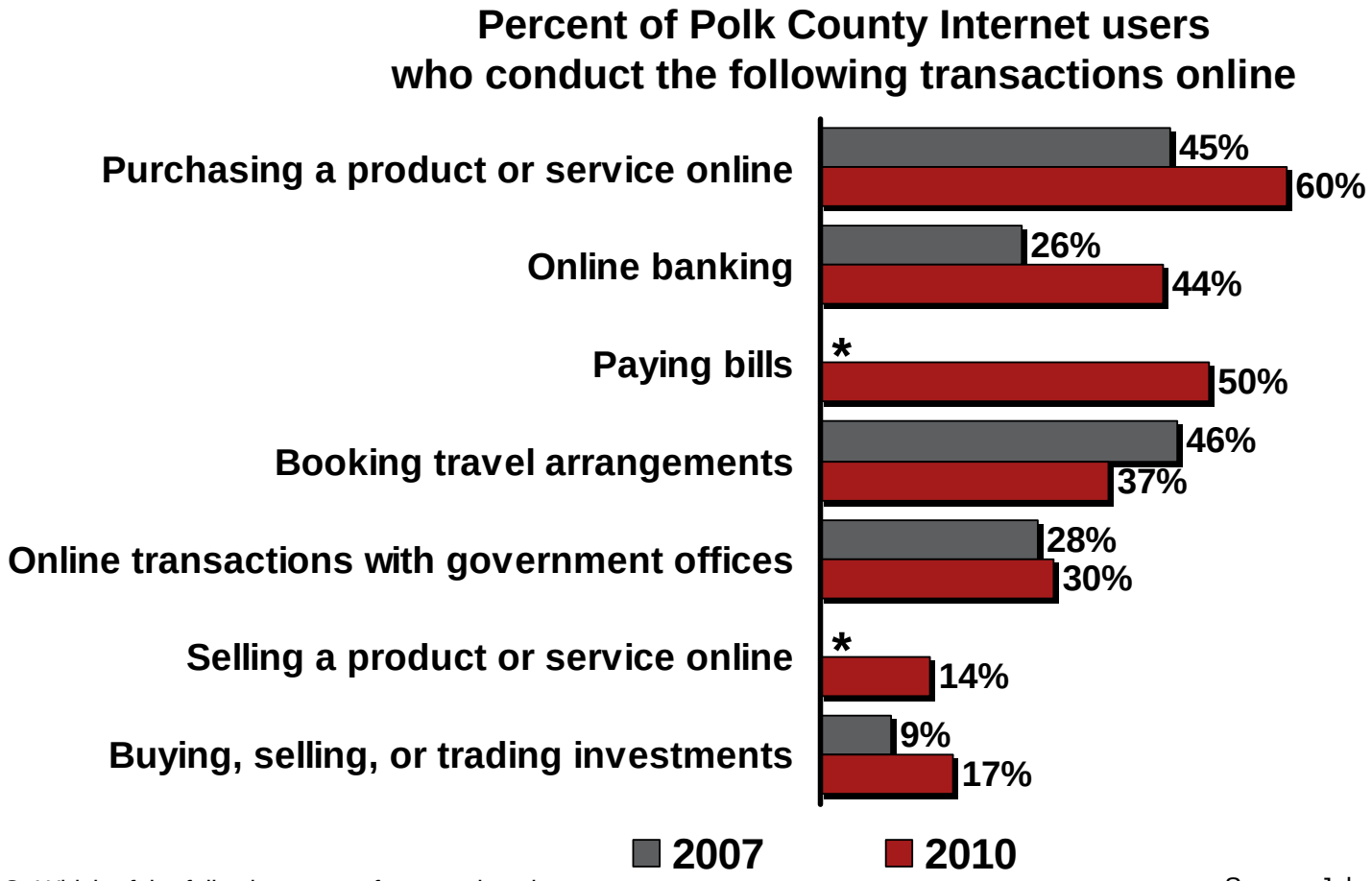
Online Transactions



Q: Which of the following types of transactions have you completed online?
*Question was not asked in 2007
(n=67 Polk County Internet users)

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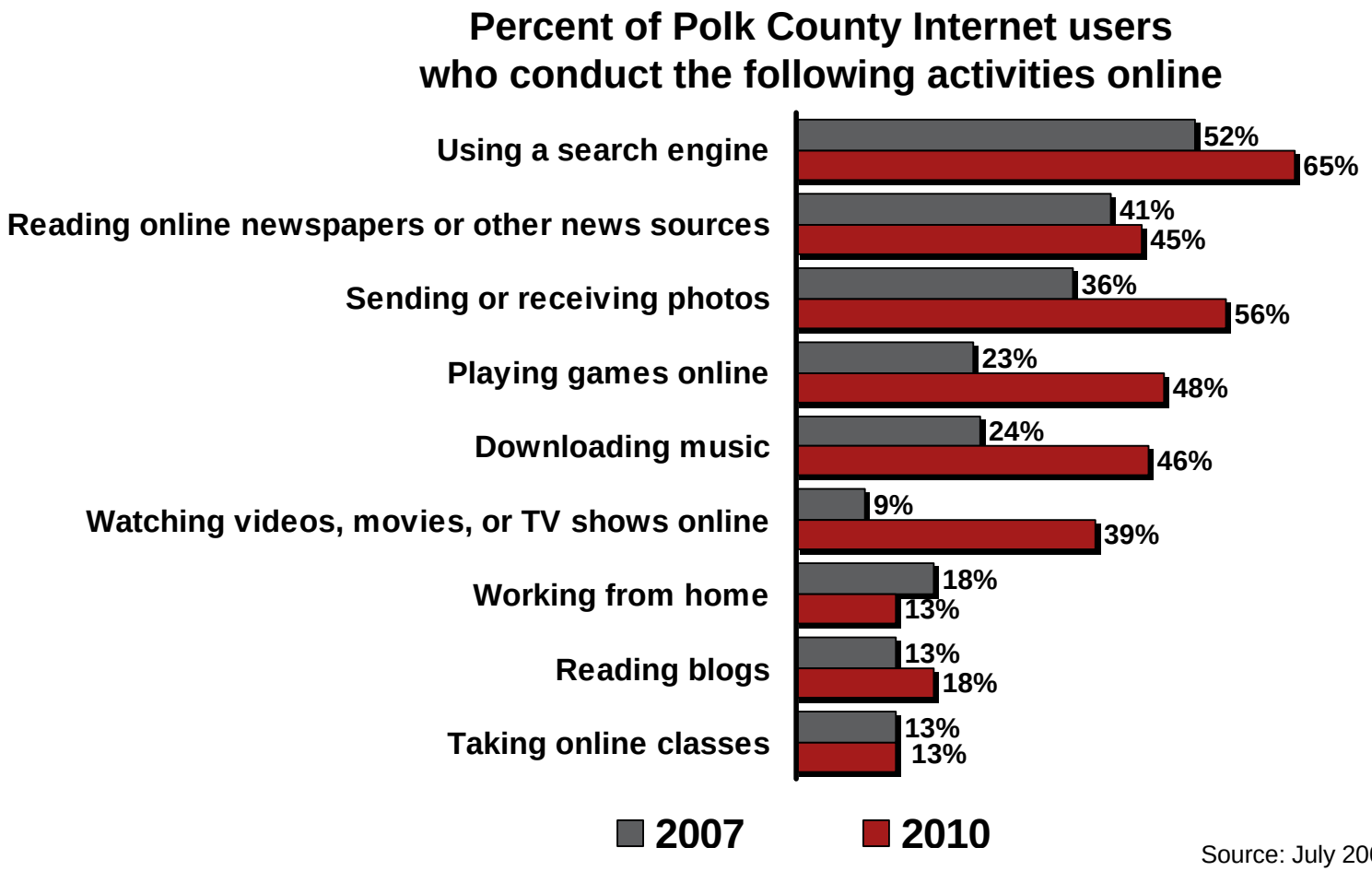
Online Activities



Q: Which of the following activities have you conducted online?
(n=67 Polk County Internet users)

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