

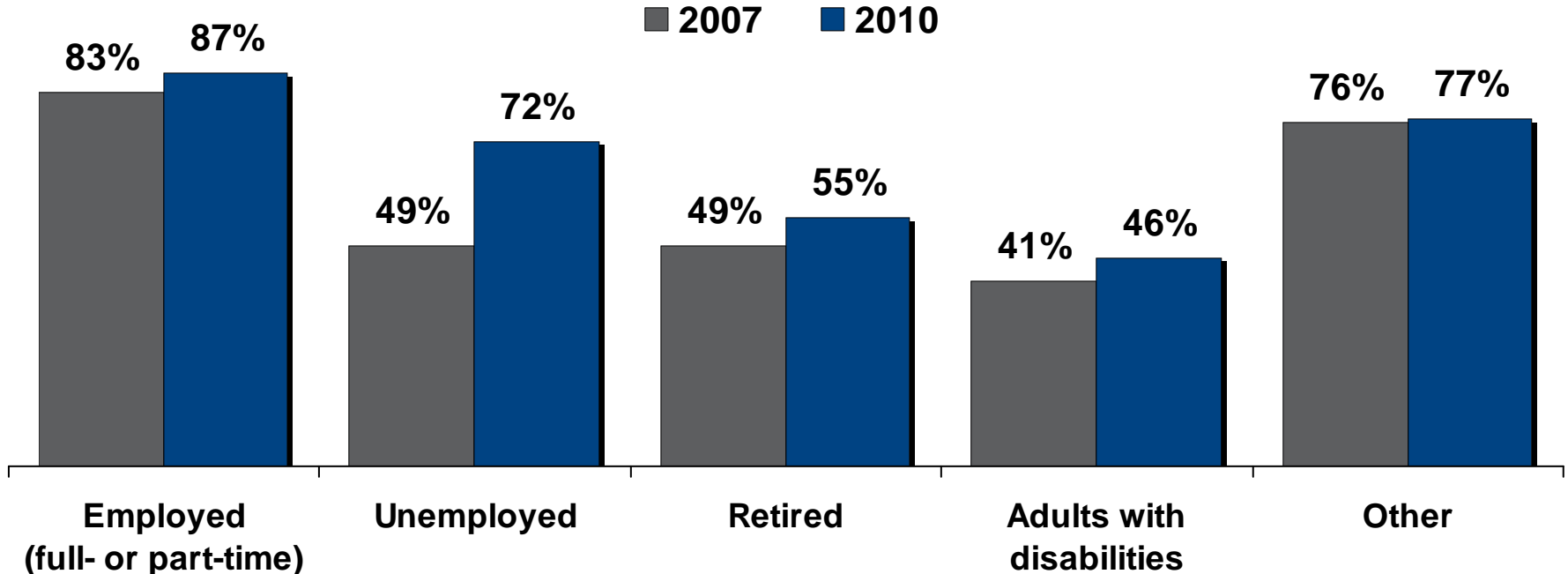


# Residential Technology Assessment by Employment Status



# Tennessee Residents With a Computer at Home

Trends in computer ownership since the inception of  
Connected Tennessee®



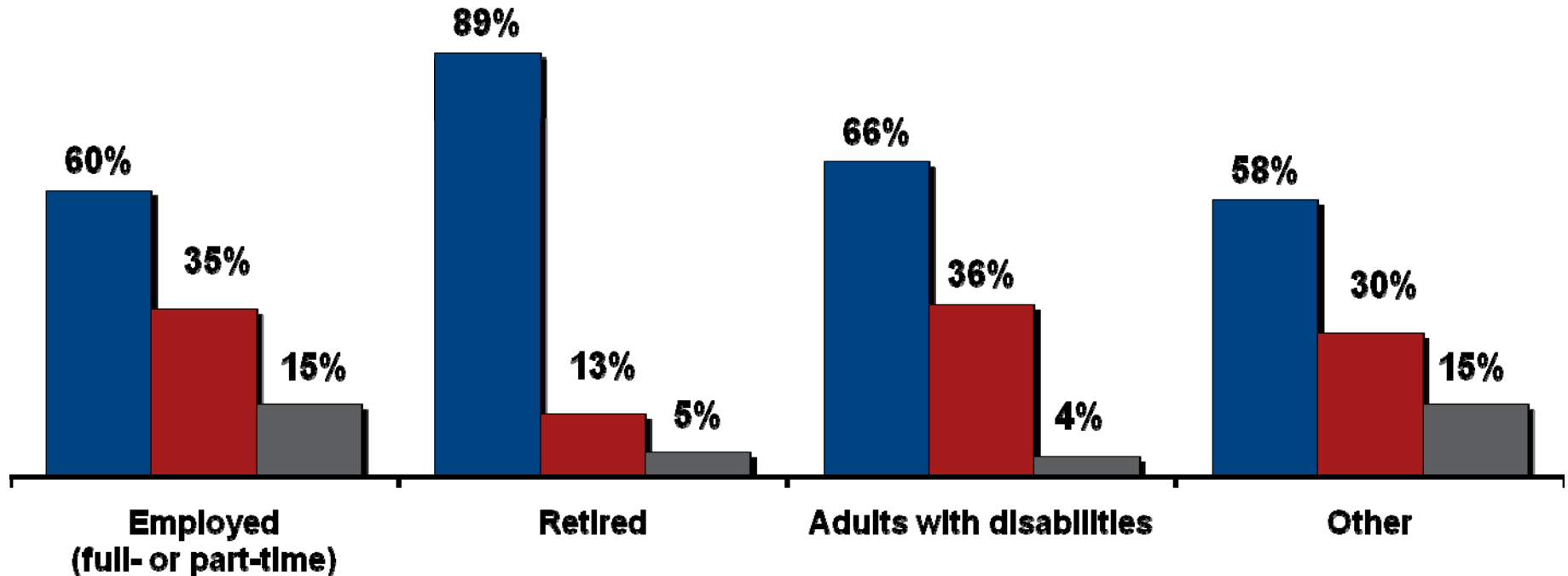
Q: Does your household have a computer?  
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

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

# Barriers to Computer Ownership

Among Tennessee residents who do not own a home computer\*

■ Don't need a computer    ■ Too expensive    ■ Use a computer at a different location



\*Unemployed residents not shown due to low sample size

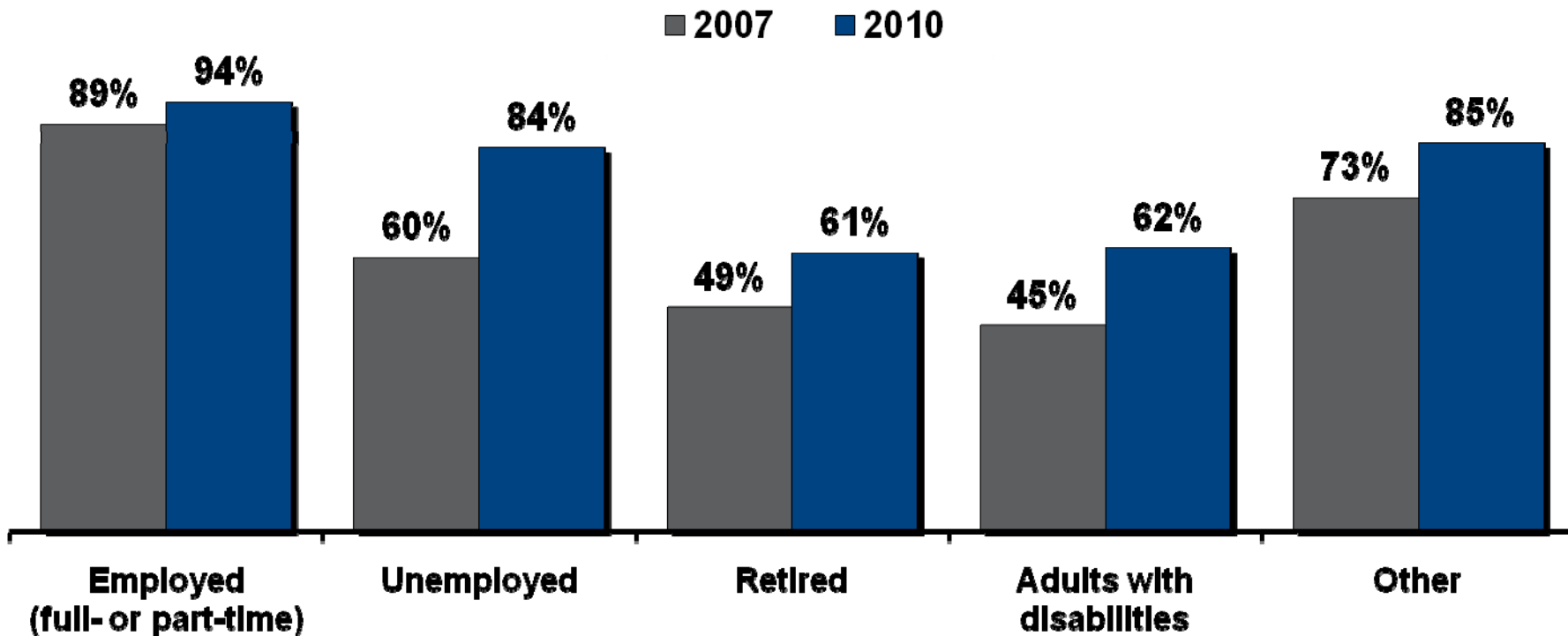
Q: Why don't you have a computer at home?  
(n=313 TN residents with no home computer)

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



# Tennessee Residents Who Access the Internet (At Home or Someplace Else)

Trends in Internet adoption since the inception of Connected Tennessee®



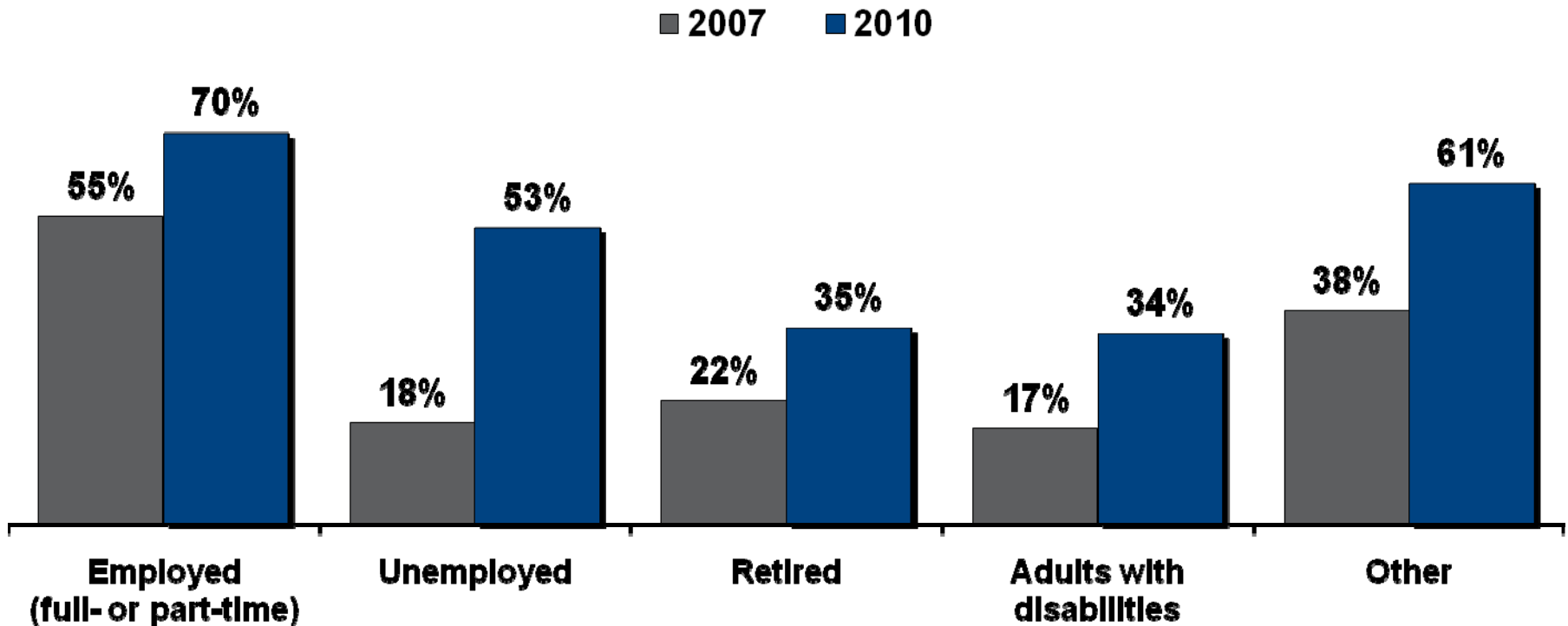
Source: July 2007 and January 2010 Connected Tennessee®  
Residential Technology Assessments  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

Q: Do you use the Internet from any locations outside of your own home?  
(n=9,513 TN residents in 2007 and n=1,213 residents in 2010)



# Tennessee Residents With Home Broadband Service

Trends in broadband adoption since the inception of Connected Tennessee®



Q: Which of the following describe the type of Internet service you have at home?  
(n=9,513 TN residents in 2007 and n=1,213 TN residents)

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



# Searching for Information Online

## Percent of Tennessee Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
<span style="display: inline-block; width: 10px; height: 10px; background-color: #a0c0e0; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>higher</i> than the state average: <span style="display: inline-block; width: 10px; height: 10px; background-color: #c06060; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>lower</i> than the state average:					
<b>Product or service information</b>	78%	69%	65%	63%	81%
<b>Community events</b>	63%	45%	39%	43%	60%
<b>Health or medical information</b>	73%	61%	64%	70%	68%
<b>Government services</b>	51%	49%	47%	55%	58%
<b>Research for schoolwork</b>	54%	45%	21%	35%	66%
<b>Jobs or employment</b>	49%	81%	18%	34%	57%

\*Significance measured at a 95% confidence level



Q: Which of the following types of information have you used the internet to look for online?  
(n=993 TN Internet users)

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



# Communicating Online

## Percent of Tennessee Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	<b>Employed (full-time or part-time)</b>	<b>Unemployed</b>	<b>Retired</b>	<b>Adults with disabilities</b>	<b>Other</b>
<b>E-mail</b>	86%	75%	74%	72%	89%
<b>Social or professional networking sites</b>	58%	56%	24%	37%	70%
<b>Instant messages</b>	36%	27%	20%	50%	45%
<b>Posting content to a website</b>	26%	14%	16%	21%	23%
<b>Microblogs such as Twitter</b>	10%	11%	2%	19%	11%
<b>Posting content to a blog</b>	11%	13%	7%	16%	18%
<b>Chatting in chat rooms</b>	10%	15%	4%	20%	13%

\*Significance measured at a 95% confidence level



Q: Which of the following ways of communicating with others have you used?  
(n=993 TN Internet users)

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



# Interacting Online

## Percent of Tennessee Internet users who interact with the following

Percentage is significantly* <i>higher</i> than the state average: 	<b>Employed (full-time or part-time)</b>	<b>Unemployed</b>	<b>Retired</b>	<b>Adults with disabilities</b>	<b>Other</b>
Percentage is significantly* <i>lower</i> than the state average: 					
<b>Friends or family</b>	81%	72%	71%	70%	87%
<b>Companies with which you do business</b>	57%	32%	40%	30%	42%
<b>Co-workers</b>	60%	36%	16%	16%	28%
<b>Tennessee state government</b>	40%	37%	29%	35%	30%
<b>Your health insurance company</b>	41%	21%	33%	17%	27%
<b>Doctors</b>	34%	20%	28%	24%	36%
<b>Teachers</b>	39%	29%	13%	24%	48%
<b>Local government</b>	29%	28%	23%	19%	26%
<b>Elected officials or candidates</b>	23%	10%	22%	17%	16%

\*Significance measured at a 95% confidence level



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=993 TN Internet users)

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



# Online Transactions

## Percent of Tennessee Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
<b>Purchasing a product or service online</b>	74%	55%	56%	60%	70%
<b>Online banking</b>	61%	41%	33%	44%	59%
<b>Paying bills</b>	63%	44%	32%	45%	57%
<b>Booking travel arrangements</b>	60%	33%	45%	24%	48%
<b>Online transactions with government</b>	43%	36%	27%	24%	32%
<b>Selling a product or service online</b>	30%	23%	19%	11%	23%
<b>Buying, selling, or trading investments</b>	20%	15%	13%	9%	17%

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?


(n=993 TN Internet users)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
www.connectedtennessee.org



# Online Activities

## Percent of Tennessee Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
Using a search engine	78%	75%	57%	56%	77%
Reading online newspapers	66%	55%	56%	56%	63%
Sending or receiving photos	68%	48%	54%	50%	70%
Playing games online	47%	59%	41%	48%	57%
Downloading music	48%	46%	15%	40%	63%
Watching videos, movies, or TV shows	42%	35%	27%	42%	49%
Working from home	35%	18%	13%	6%	18%
Reading blogs	26%	34%	20%	20%	34%
Taking online classes	23%	12%	5%	14%	21%

\*Significance measured at a 95% confidence level

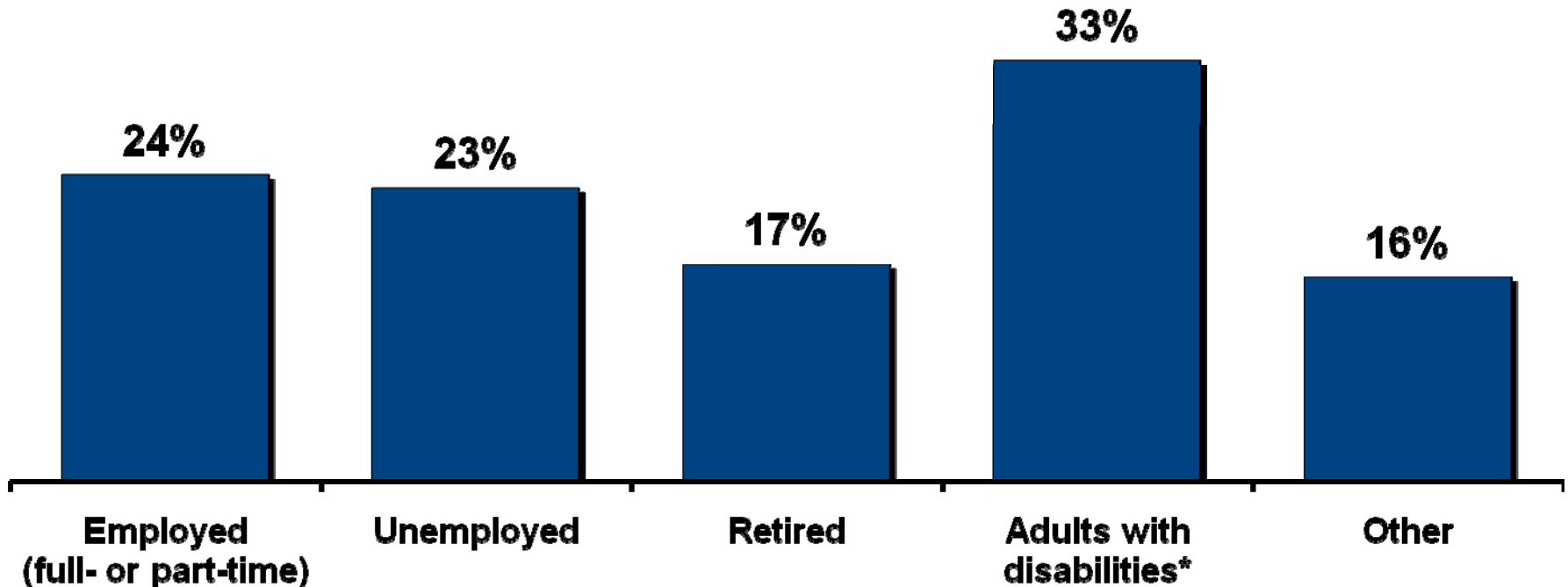
Q: Which of the following activities have you conducted online?  
(n=993 TN Internet users)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
www.connectedtennessee.org



# Willingness to Pay More for Faster Broadband Speeds

Tennessee broadband subscribers who would pay an extra \$10 per month to double their current speeds



\*Sample size below 30



Q: Suppose your current provider offered you broadband service that was twice as fast as your current connection speed for an additional 10 dollars per month above what you are paying now. Would you be likely to upgrade to the faster service? (n=690 TN residents with home broadband service)

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



# Why Tennessee Residents Subscribe to Broadband

## Percent of Tennessee residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities**	Other
<b>Realized broadband was worth the extra money</b>	35%	44%	33%	36%	23%
<b>I needed to conduct business online</b>	30%	22%	17%	26%	15%
<b>Broadband became available in my area</b>	30%	23%	28%	31%	18%
<b>Broadband costs have gone down</b>	33%	37%	36%	30%	21%
<b>I have a computer in my home</b>	30%	23%	30%	35%	25%
<b>I heard about the benefits of broadband</b>	20%	15%	20%	29%	7%
<b>Friends or family convinced me</b>	12%	20%	17%	14%	16%

\*Significance measured at a 95% confidence level

\*\*Low sample size

Q: Which of the following contributed to your decision to subscribe to broadband service?

(n=690 TN residents with home broadband service)

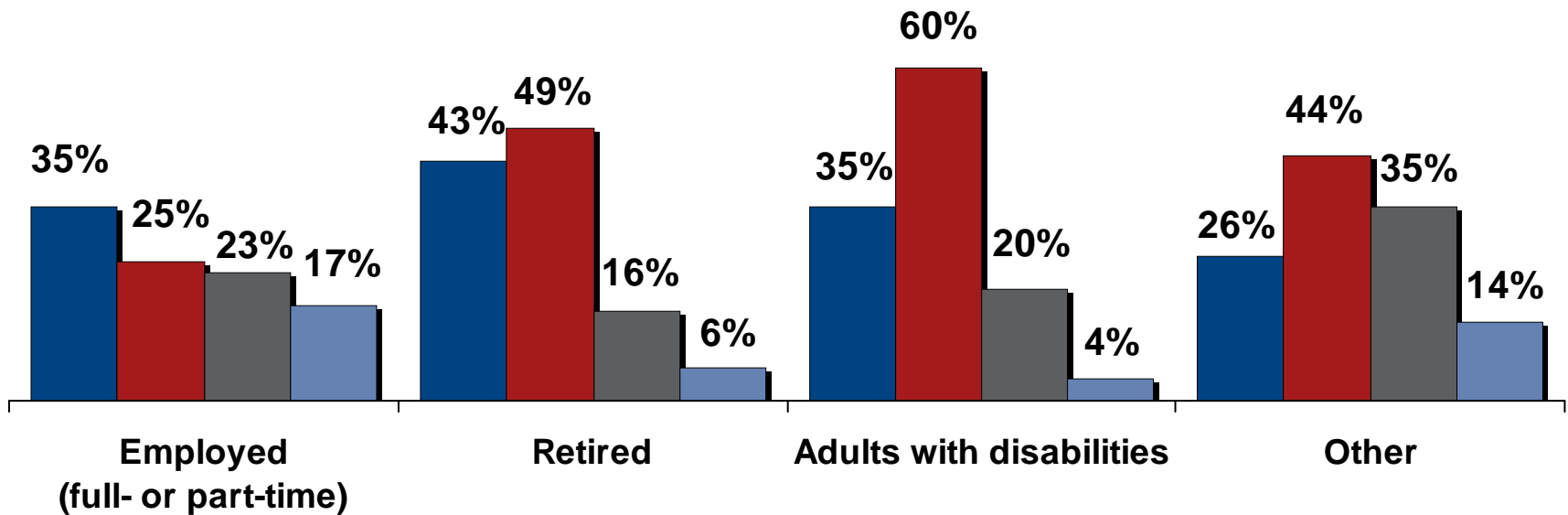
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
www.connectedtennessee.org



# Top Barriers to Broadband Adoption

## Percent of Tennessee residents without home broadband service

- Don't need broadband
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
(n=523 TN residents who do not subscribe to broadband)

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