

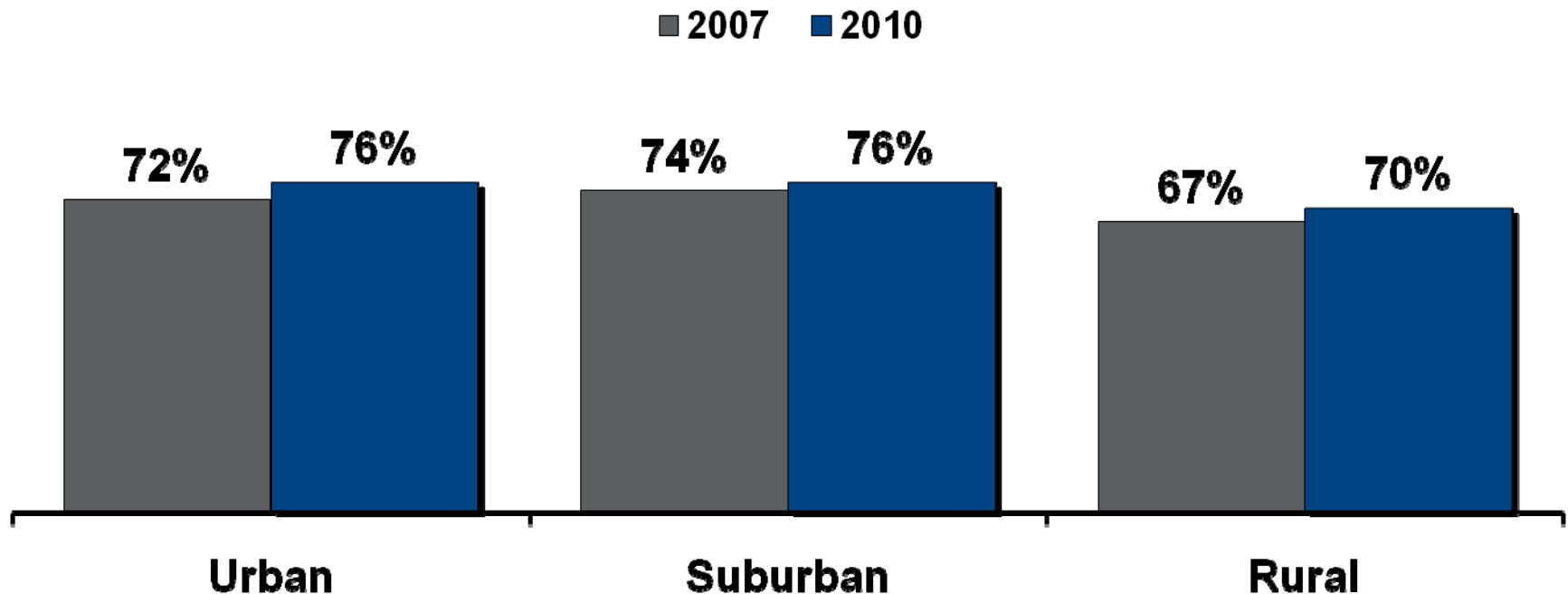


# Residential Technology Assessment by Urban-Rural Classification



# Tennessee Residents With a Computer at Home

Trends in computer ownership since the inception of  
Connected Tennessee®



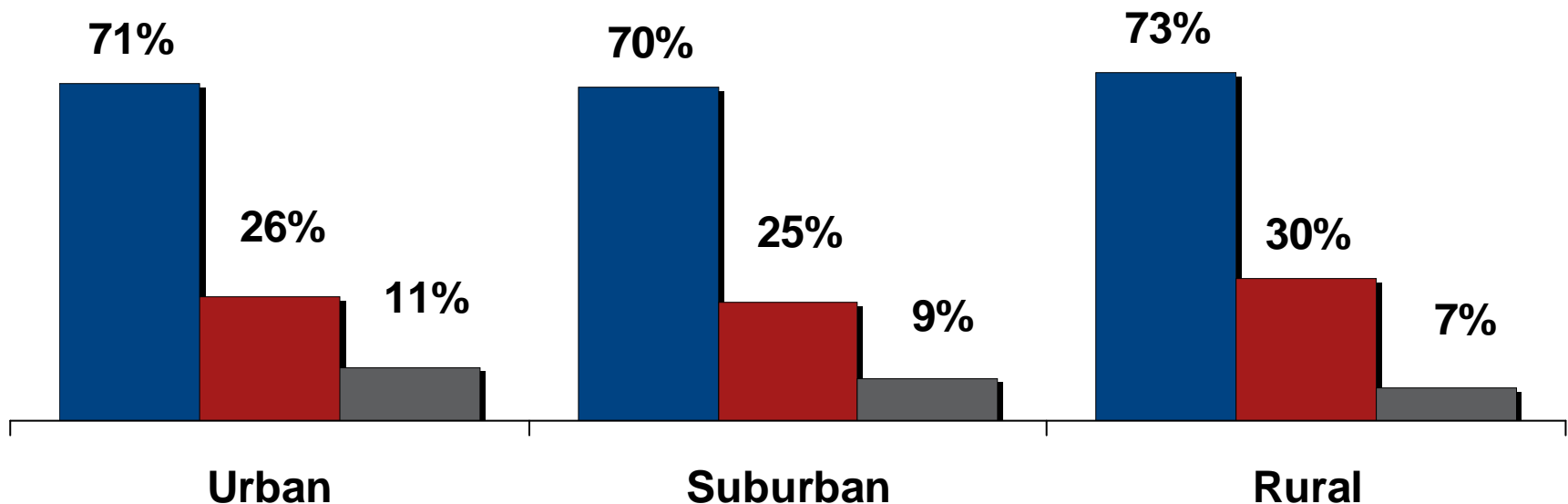
Q: Does your household have a computer?  
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

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



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

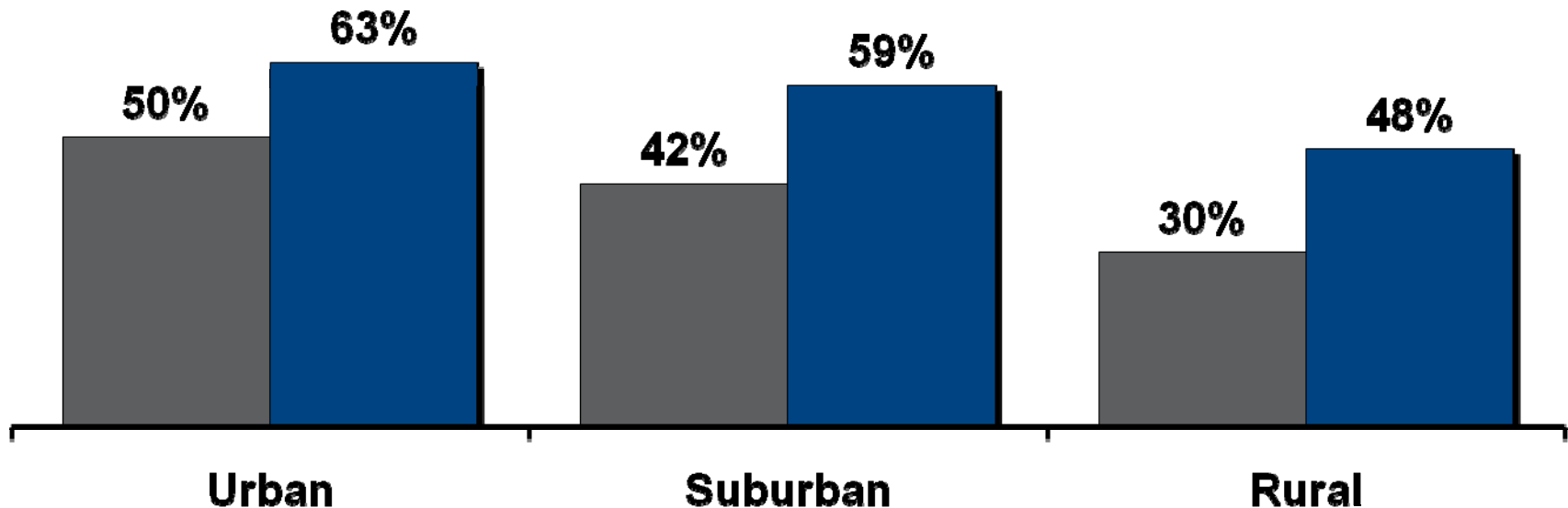
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Tennessee Residents With Home Broadband Service

Trends in broadband adoption since the inception of Connected Tennessee®

■ 2007 ■ 2010

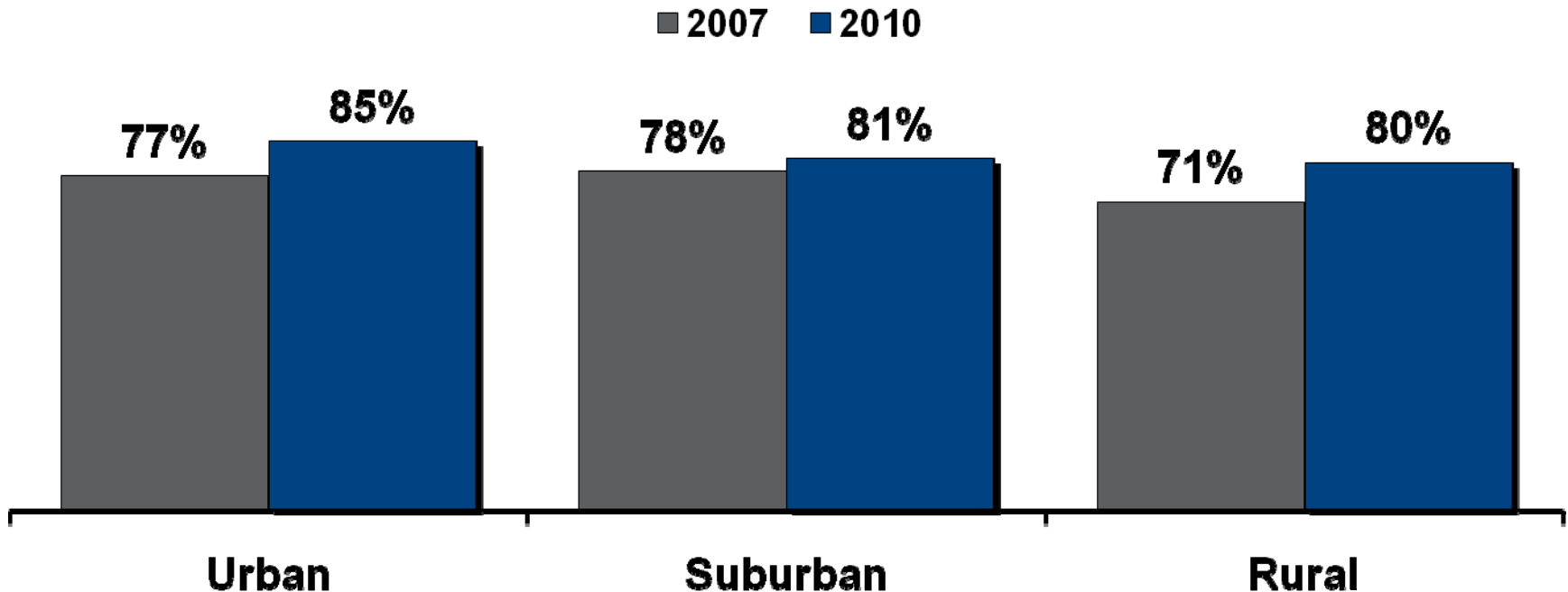


Q: Which of the following describe the type of Internet service you have at home?  
(n=9,513 TN residents in 2007 and n=1,213 TN residents in 2010)

Source: July 2007 and January 2010 Connected Tennessee® Residential Technology Assessments  
[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®





Q: At what locations do you use the Internet?  
(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)



# 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: 	Urban	Suburban	Rural
<b>Product or service information</b>	76%	74%	73%
<b>Community events</b>	58%	56%	53%
<b>Health or medical information</b>	71%	71%	66%
<b>Government services</b>	54%	51%	47%
<b>Research for schoolwork</b>	49%	46%	50%
<b>Jobs or employment</b>	51%	44%	39%

\*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: 	Urban	Suburban	Rural
Percentage is significantly* <i>lower</i> than the state average: 			
<b>E-mail</b>	85%	85%	79%
<b>Social or professional networking sites</b>	53%	55%	48%
<b>Instant messages</b>	36%	34%	33%
<b>Posting content to a website</b>	23%	23%	22%
<b>Posting content to a microblog such as Twitter</b>	10%	8%	8%
<b>Posting content to a blog</b>	14%	9%	11%
<b>Chatting in chat rooms</b>	10%	8%	11%

\*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: 		Urban	Suburban	Rural
Percentage is significantly* <i>lower</i> than the state average: 				
<b>Friends or family</b>		80%	80%	74%
<b>Companies with which you do business</b>		53%	47%	46%
<b>Co-workers</b>		50%	45%	38%
<b>Tennessee state government</b>		38%	37%	35%
<b>Health insurance company</b>		38%	35%	30%
<b>Doctors</b>		32%	34%	28%
<b>Teachers</b>		38%	32%	28%
<b>Local government</b>		30%	27%	22%
<b>Elected officials or candidates</b>		22%	22%	18%

\*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: 	Urban	Suburban	Rural
Percentage is significantly* <i>lower</i> than the state average: 			
<b>Purchasing a product or service online</b>	71%	69%	65%
<b>Online banking</b>	59%	51%	45%
<b>Paying bills</b>	61%	53%	46%
<b>Booking travel arrangements</b>	56%	53%	44%
<b>Online transactions with government</b>	43%	38%	26%
<b>Selling a product or service online</b>	26%	24%	26%
<b>Buying, selling, or trading investments</b>	19%	15%	18%

\*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®  
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# 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: 	Urban	Suburban	Rural
<b>Using a search engine</b>	76%	74%	68%
<b>Reading online newspapers</b>	64%	64%	58%
<b>Sending or receiving photos</b>	66%	61%	57%
<b>Playing games online</b>	47%	48%	50%
<b>Downloading music</b>	43%	45%	44%
<b>Watching videos, movies, or TV shows</b>	43%	37%	35%
<b>Working from home</b>	31%	27%	20%
<b>Reading blogs</b>	28%	25%	24%
<b>Taking online classes</b>	20%	17%	18%

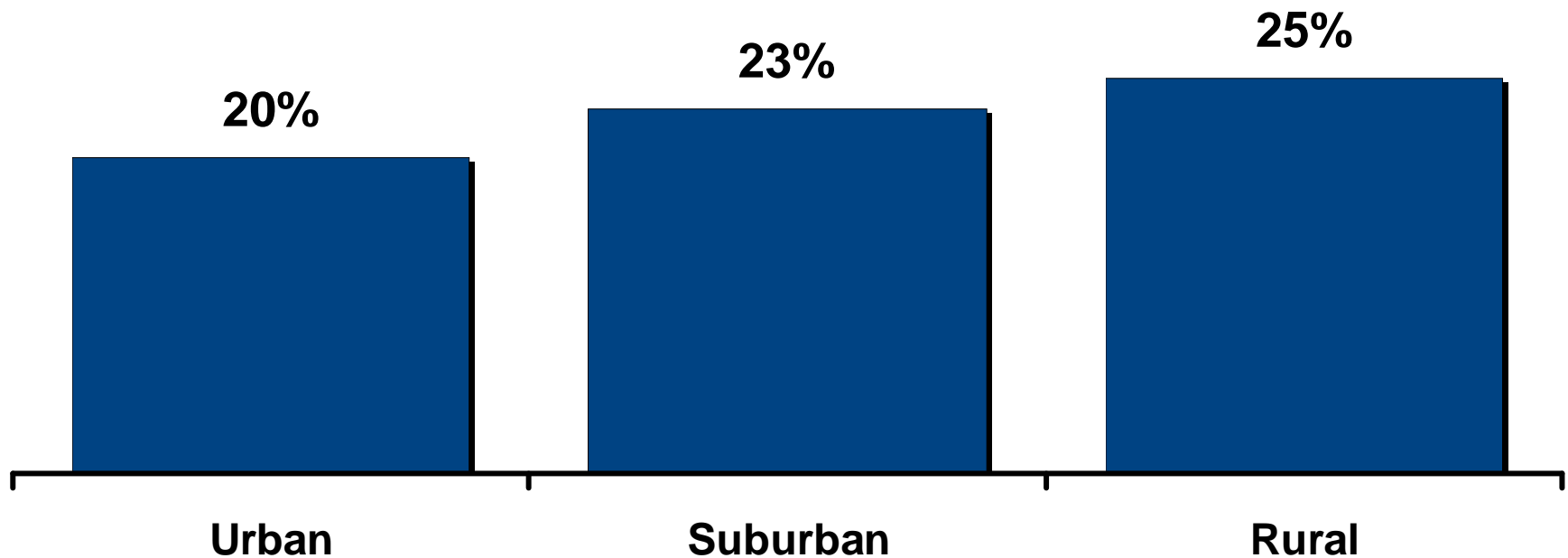
\*Significance measured at a 95% confidence level  
Q: Which of the following activities have you conducted online?  
(n=993 TN Internet users)

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Residential Technology Assessment  
[www.connectedtennessee.org](http://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**





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: 		Urban	Suburban	Rural
Percentage is significantly* <i>lower</i> than the state average: 				
<b>Realized broadband was worth the extra money</b>		35%	32%	36%
<b>Needed to conduct business online</b>		27%	27%	21%
<b>Broadband became available in your area</b>		28%	24%	33%
<b>Cost of broadband became more affordable</b>		31%	34%	34%
<b>Got a computer in your home</b>		30%	26%	32%
<b>Heard about the benefits of broadband</b>		18%	18%	23%
<b>A friend of family member convinced you</b>		15%	13%	13%

\*Significance measured at a 95% confidence level

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

(n=690 TN residents with home broadband service)

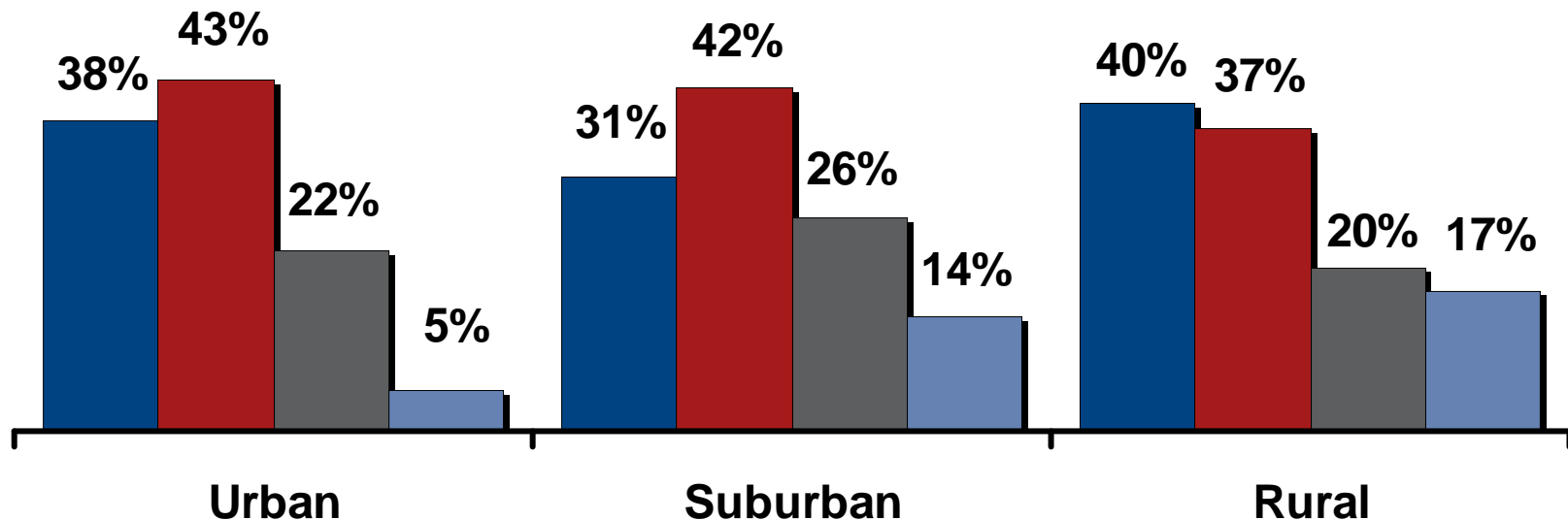
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[www.connectedtennessee.org](http://www.connectedtennessee.org)



# 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)