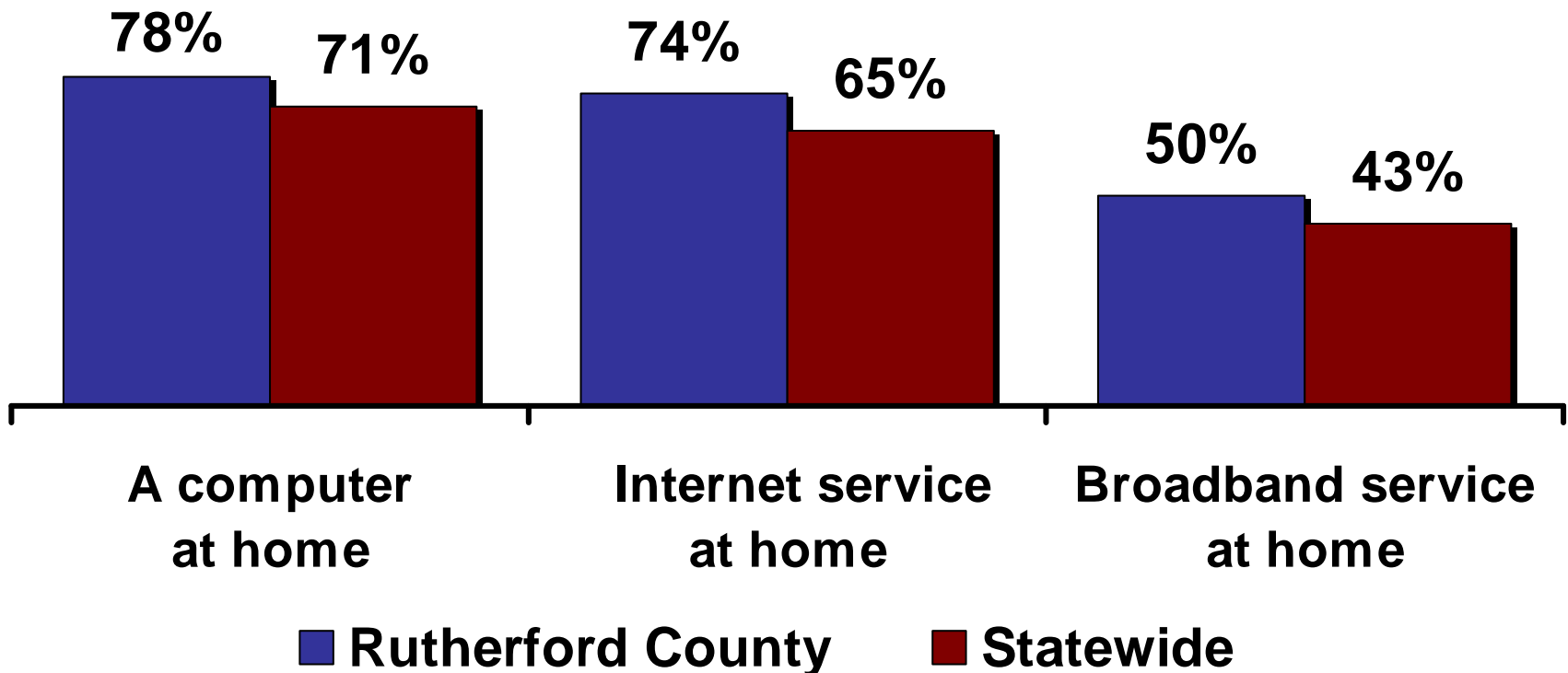




# **2007 Connected Tennessee Consumer Technology Assessment for Rutherford County, Tennessee**

# Residential Technology Assessment for Rutherford County

Percent of residents who have:



(n = 100 Rutherford County residents, weighted by age and gender)

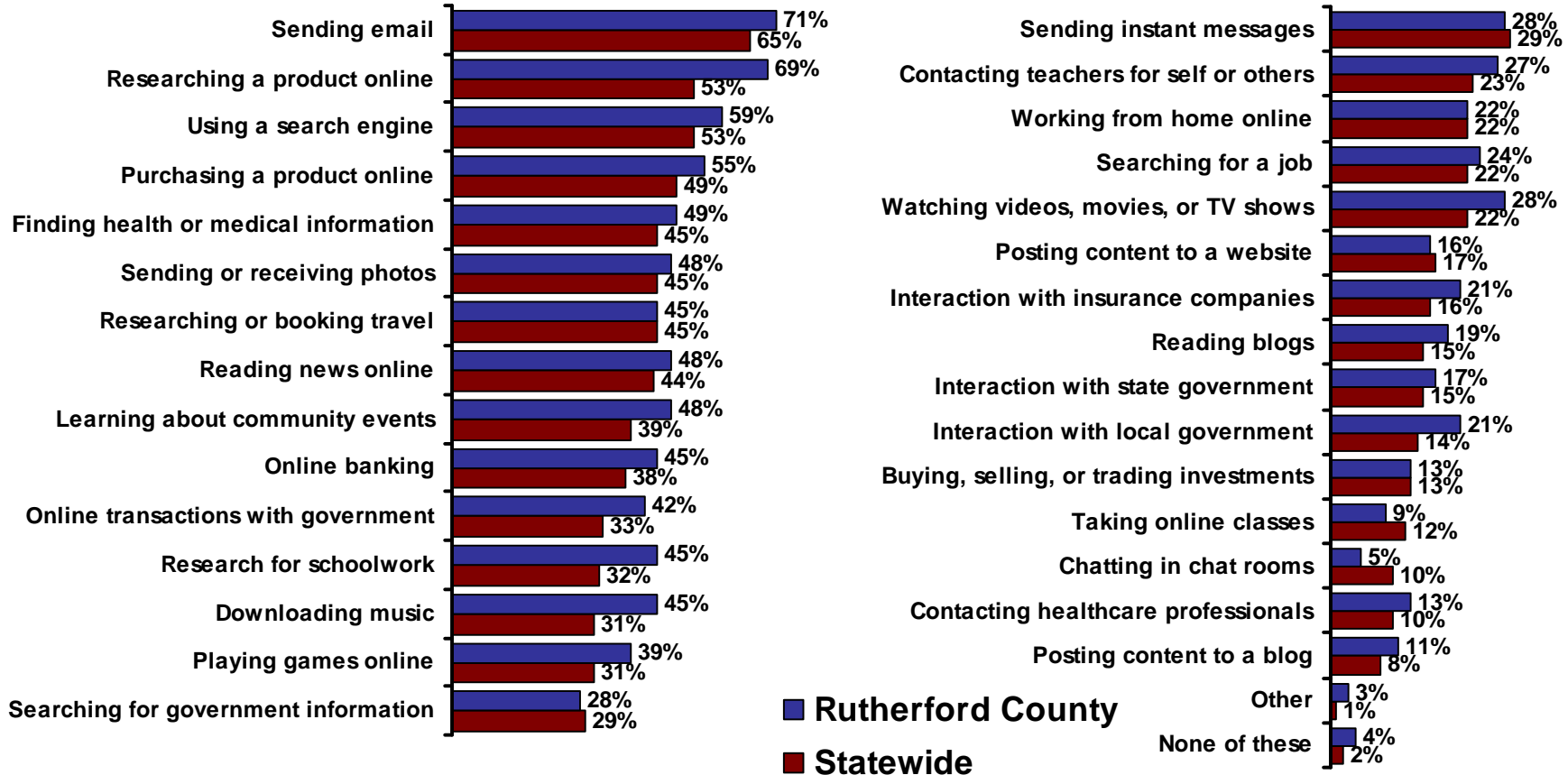
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# Internet Applications Used by Rutherford County Residents

Percent of residents who access the Internet and say they use the following applications:

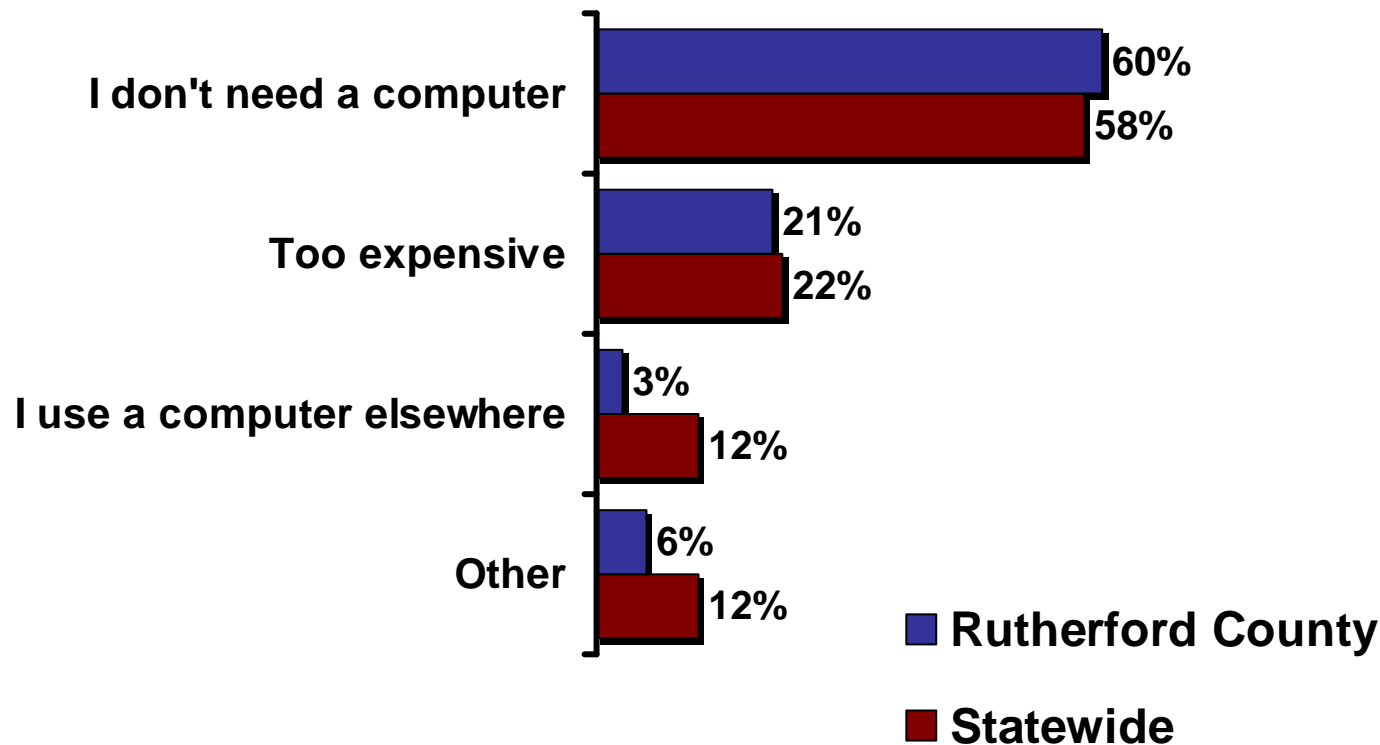


Q: Which of the following activities do you conduct on the Internet?  
(n = 78 Rutherford County residents who access the Internet, weighted by age and gender)

Source: 2007 Connected Tennessee Residential Technology Assessment

# Barriers to Computer Ownership

**Why Rutherford County residents do not own a computer:**



Q: *Why don't you have a computer at home?*

(n = 26 Rutherford County residents with no computer at home, weighted by age and gender)

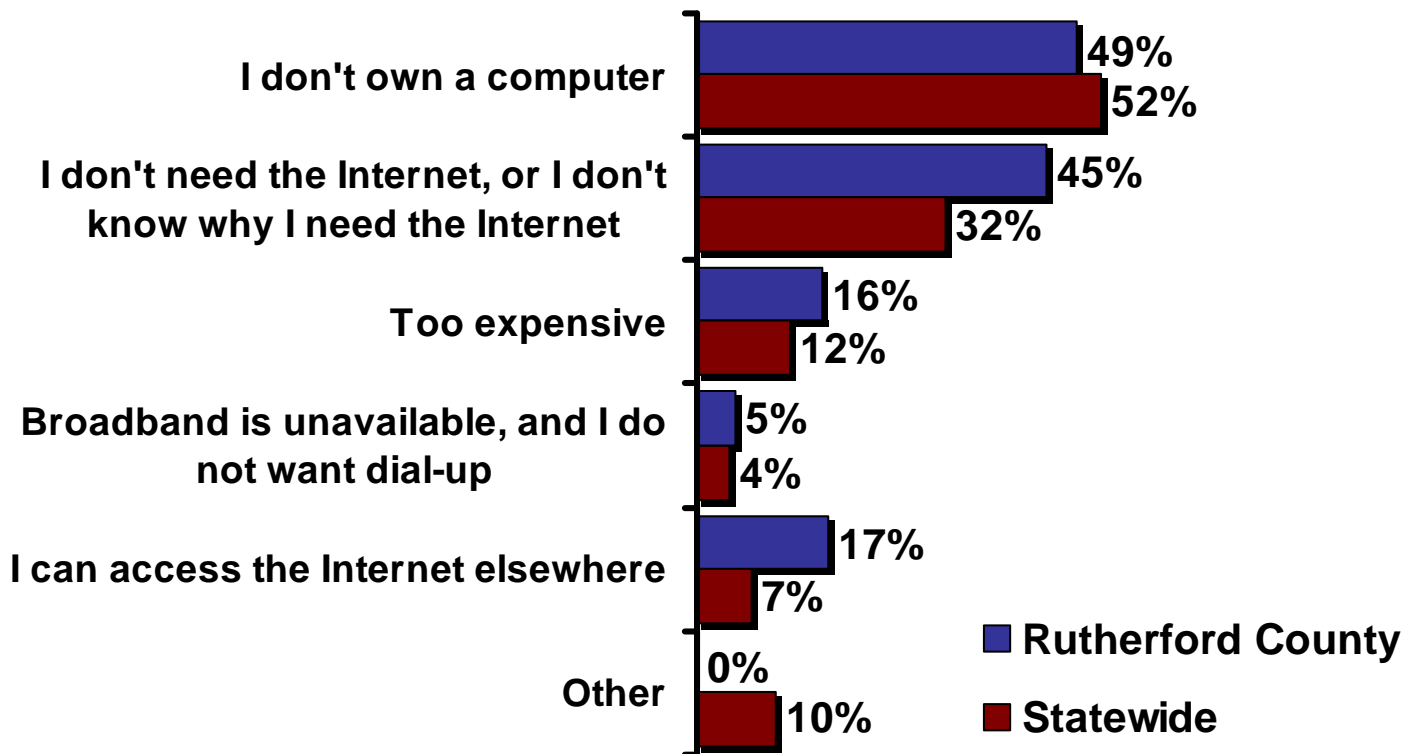
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# Barriers to Internet Adoption

Why Rutherford County residents do not have an Internet connection at home:



Q: Why don't you subscribe to the Internet at home?

(n = 30 Rutherford County residents with no Internet connection at home, weighted by age and gender)

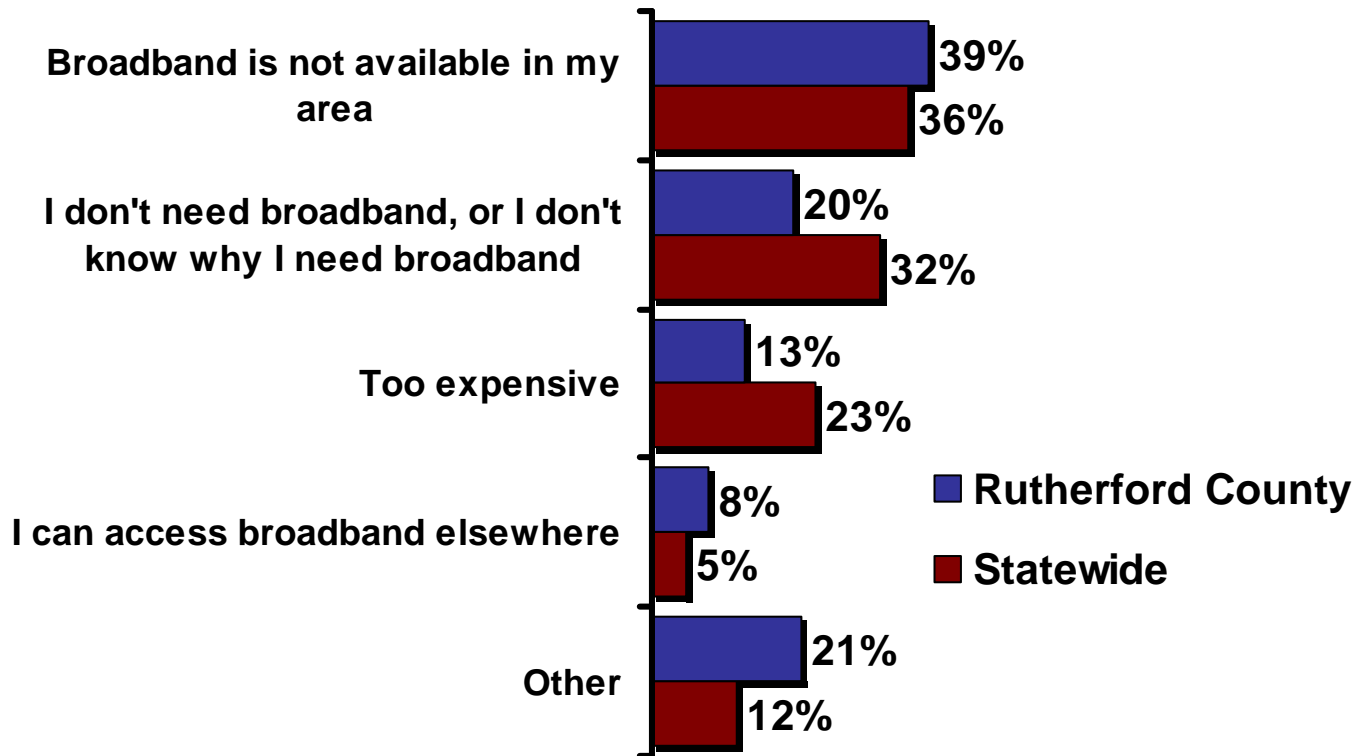
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# Barriers to Broadband Adoption

**Why Rutherford County residents with dial-up do not subscribe to broadband:**



Q: *Why don't you subscribe to broadband Internet service?*

*(n = 16 Rutherford County residents who rely exclusively on dial-up service at home, weighted by age and gender)*

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# Attribution and Contact Information

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