



CONNECTED  
**Tennessee**  
THE TRAIL TO INNOVATION®

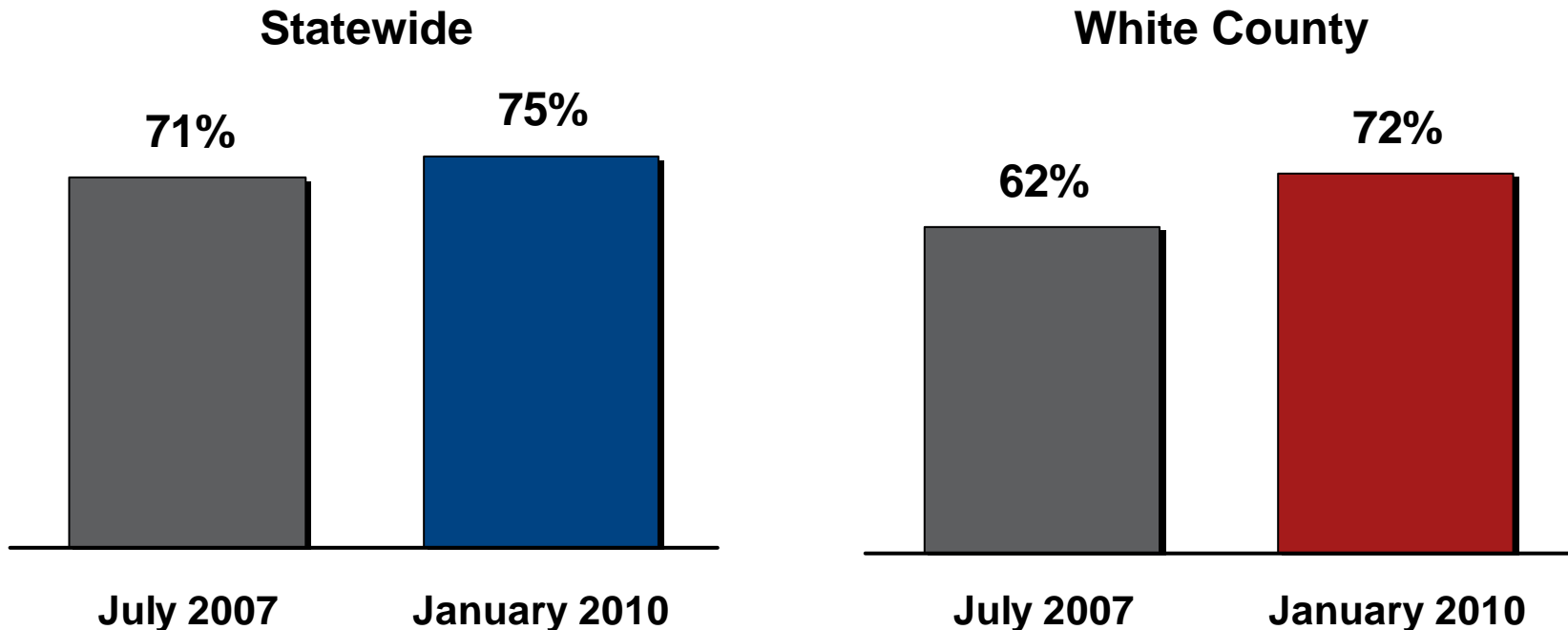
# **2010 Connected Tennessee® Residential Technology Assessment for White County**

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



# Computer Ownership in White County

## Households with a home computer



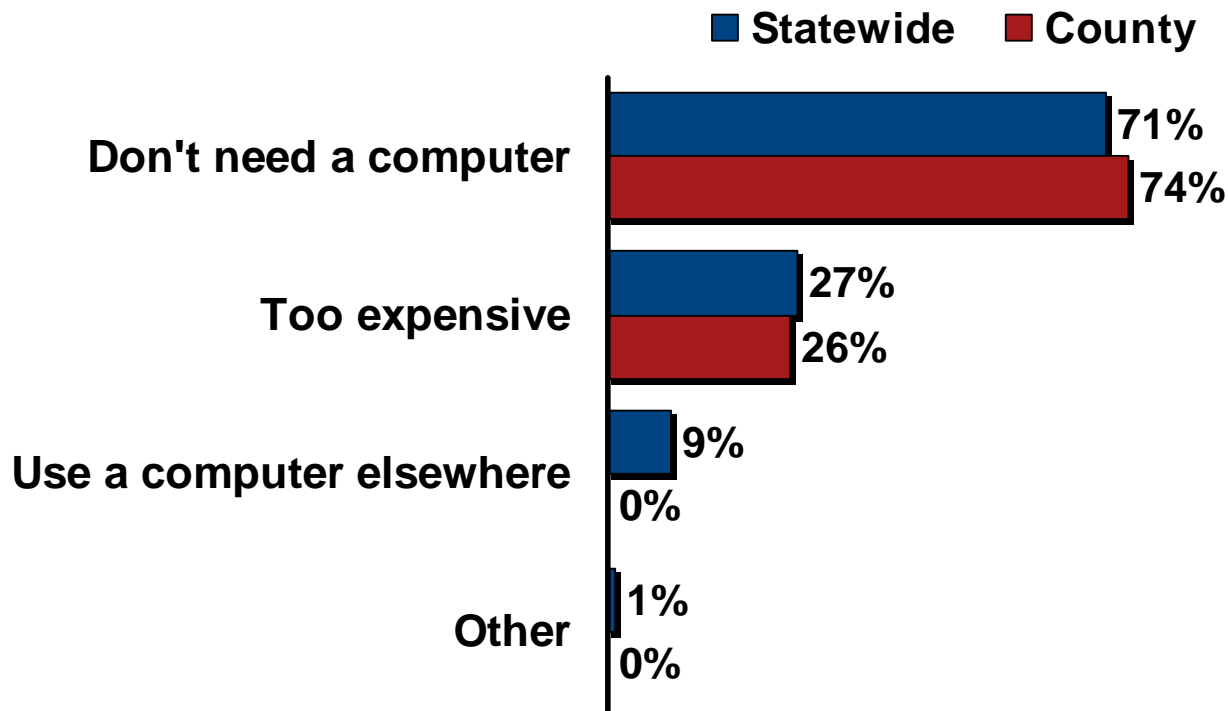
Q: Does your household have a computer?  
(n=100 White County residents in 2007 and n=100 White County residents in 2010)

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



# Barriers to Computer Ownership

## Why residents do not own a computer



Q: Why don't you have a computer at home?  
(n=27 White County residents with no home computer)

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

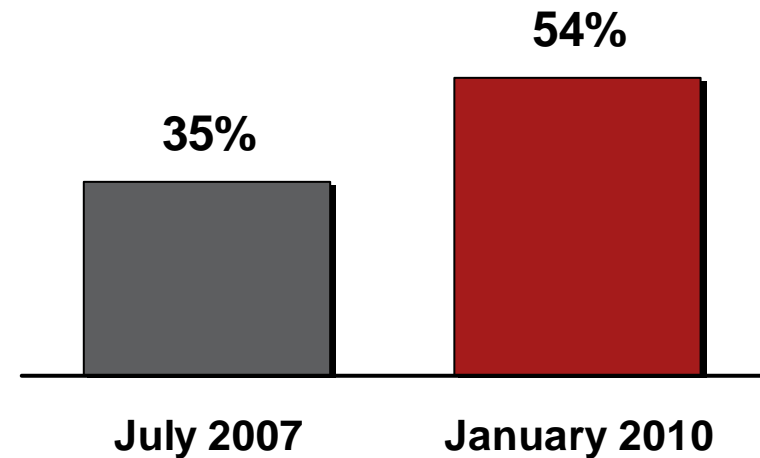
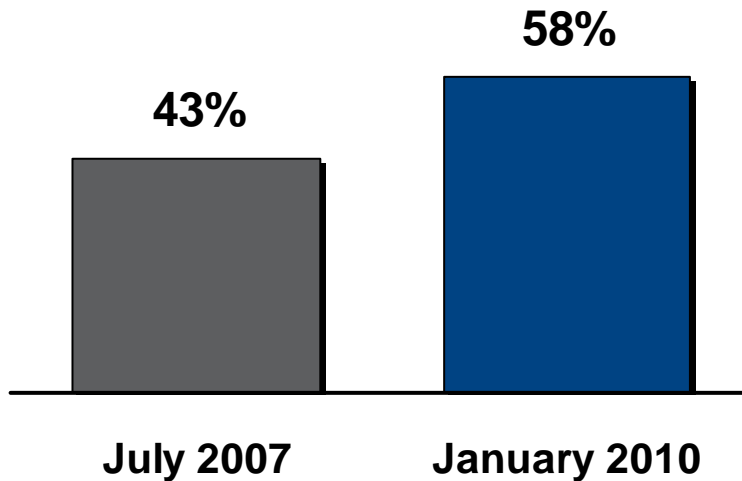


# Broadband Adoption in White County

**Percent of residents  
who subscribe to home broadband service**

**Statewide**

**White County**



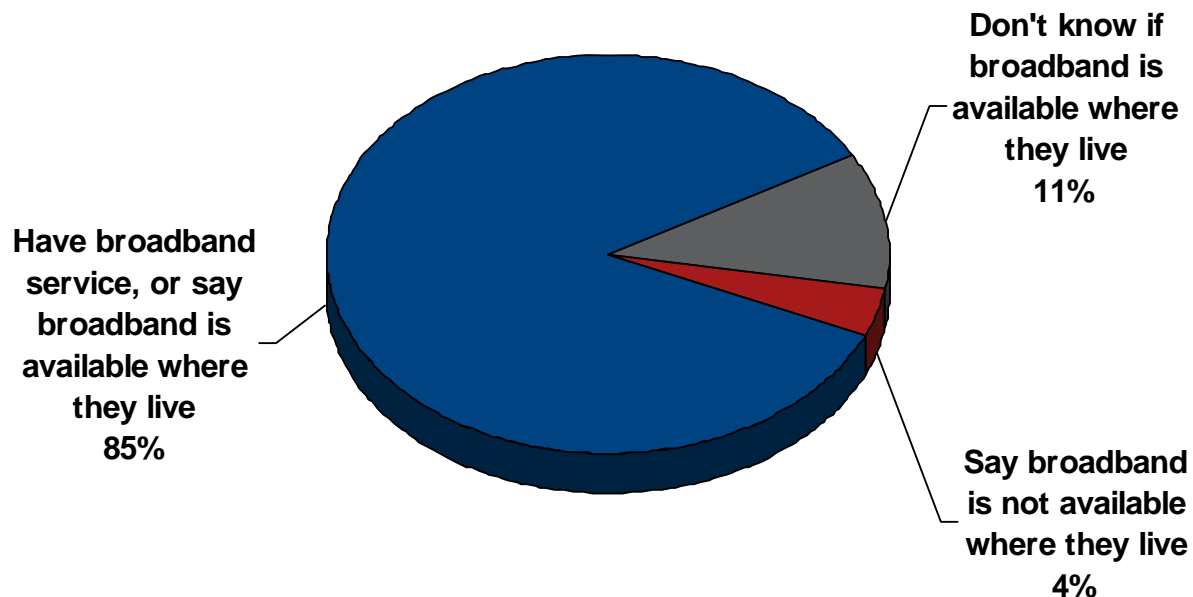
Q: Which of the following describe the type of Internet service you have at home?  
(n=100 White County residents in 2007 and n=100 White County residents in 2010)

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



# Perceptions of Broadband Availability

## Awareness of broadband availability in White County



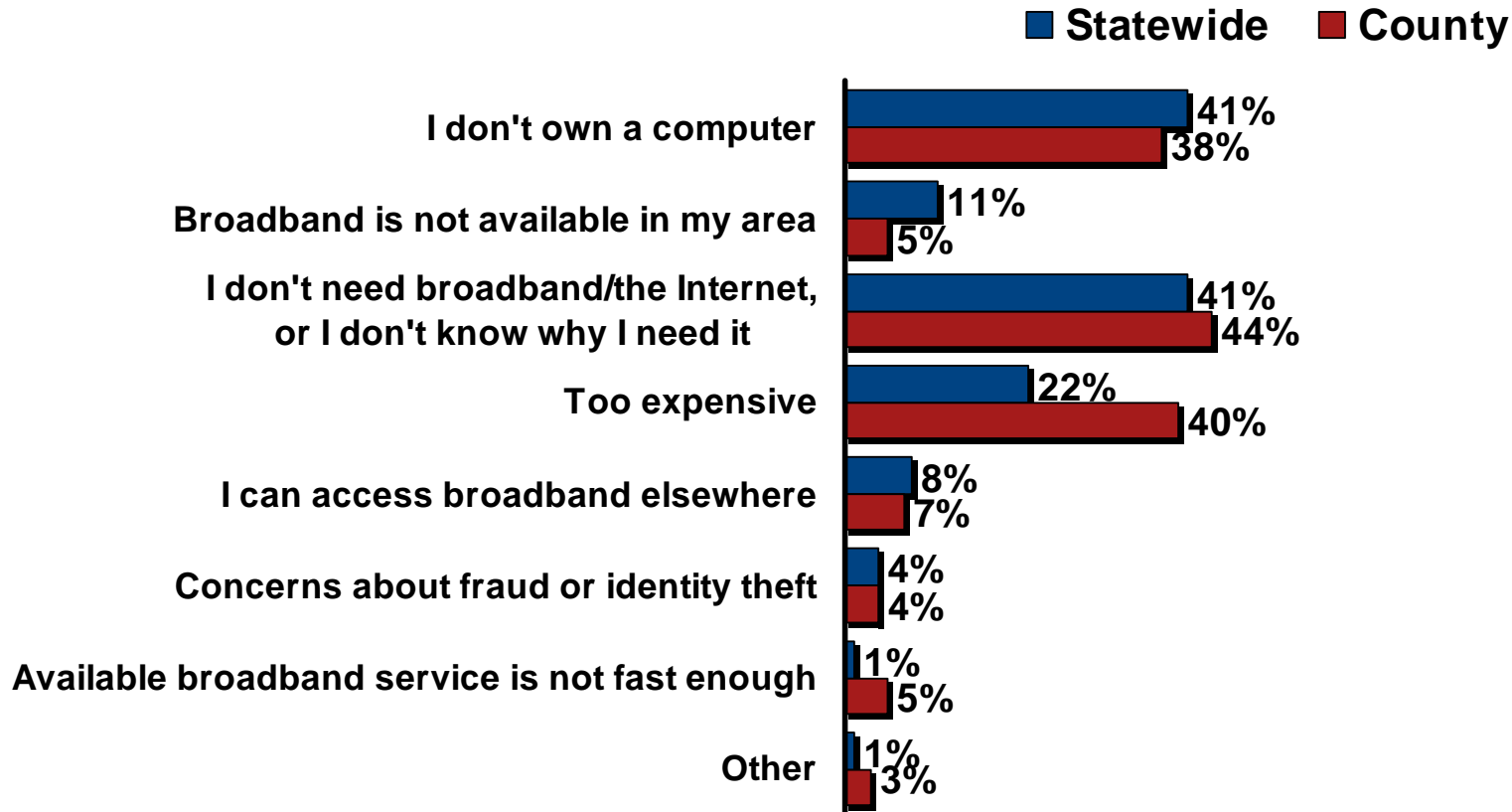
Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?  
(n=100 White County residents)

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



# Barriers to Broadband Adoption

## Why residents do not subscribe to broadband



Q: Why don't you subscribe to broadband Internet service?  
(n=46 White County residents that do not have home broadband service)

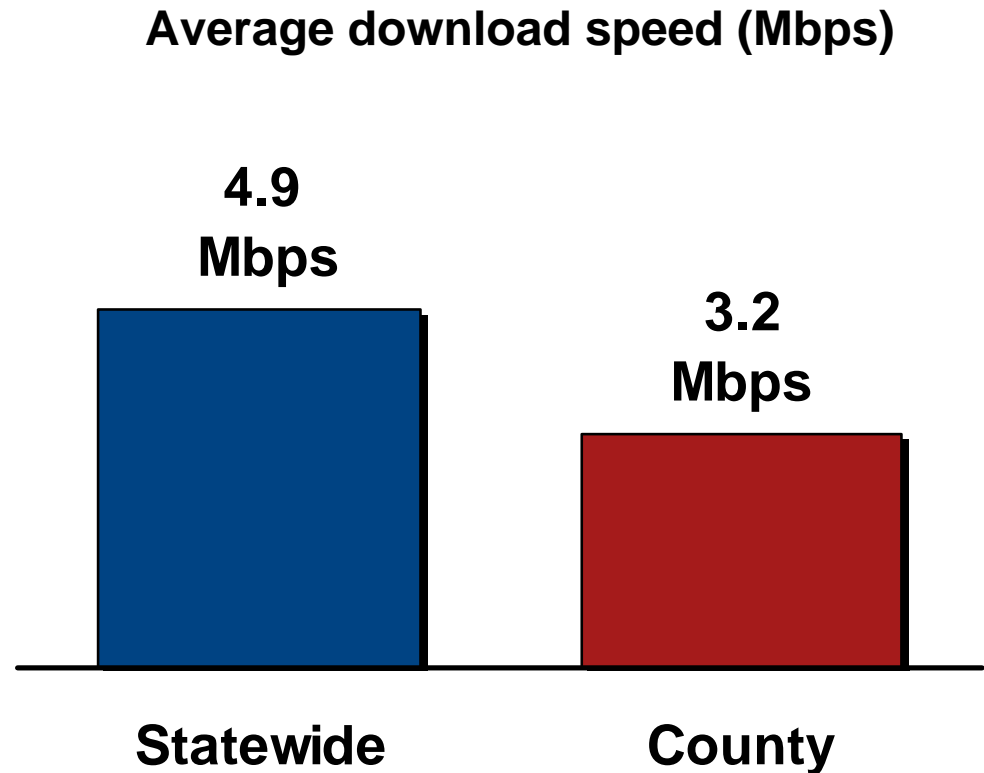
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
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# Broadband Download Speeds

**Broadband subscribers who know their download speeds reported an average speed of 0.0 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=54 White County residents with home broadband service)

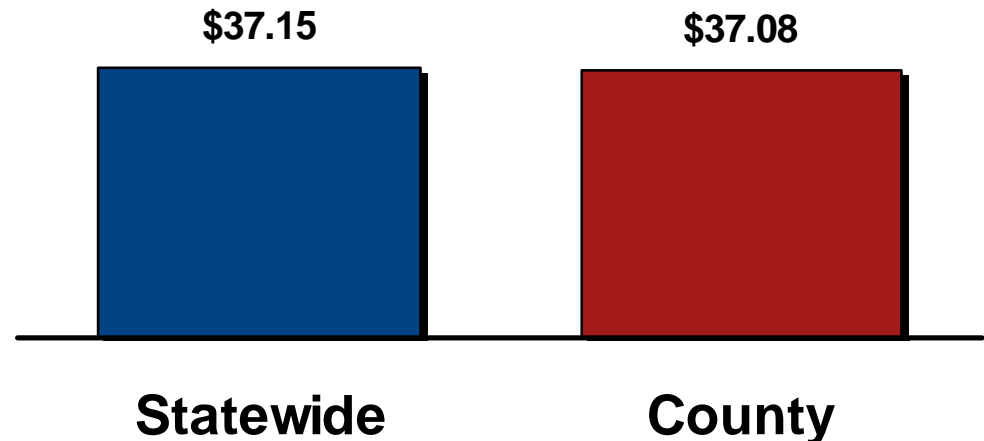
Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
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# Monthly Price Residents Pay for Broadband Service

Average monthly price paid for  
home 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=67 White County residents with home broadband service)

Source: January 2010 Connected Tennessee®  
Residential Technology Assessment  
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# Trends in Wi-Fi Zone ("Hot Spot") Usage

## Percent of residents who access Wi-Fi Zones

### Statewide

25%

12%



July 2007



January 2010

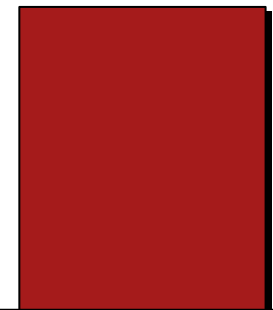
### White County

11%

6%



July 2007



January 2010

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

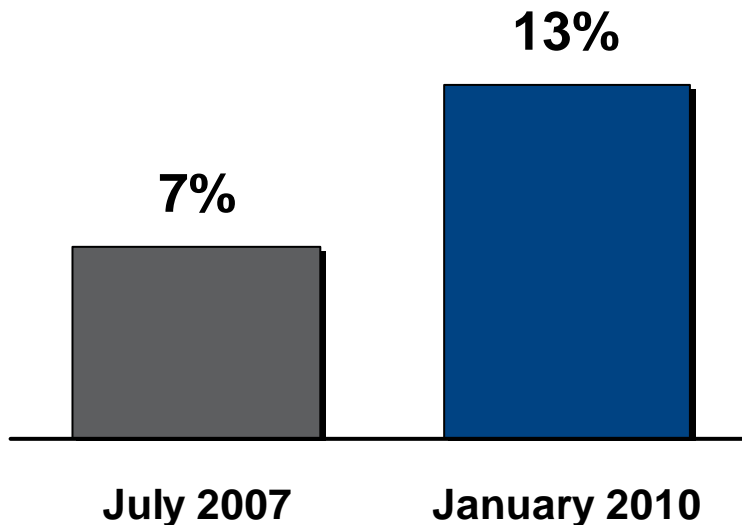
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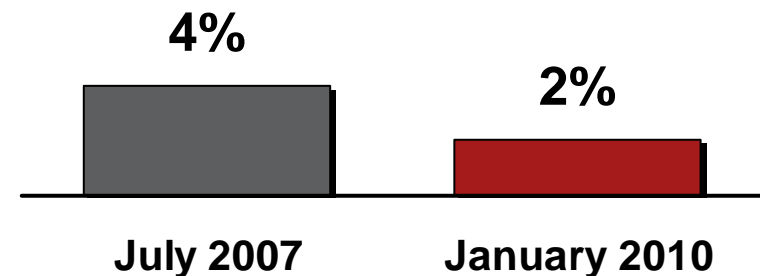
# Teleworking Trends Among Residents

## Percent of employed residents who regularly telework

### Statewide



### White County



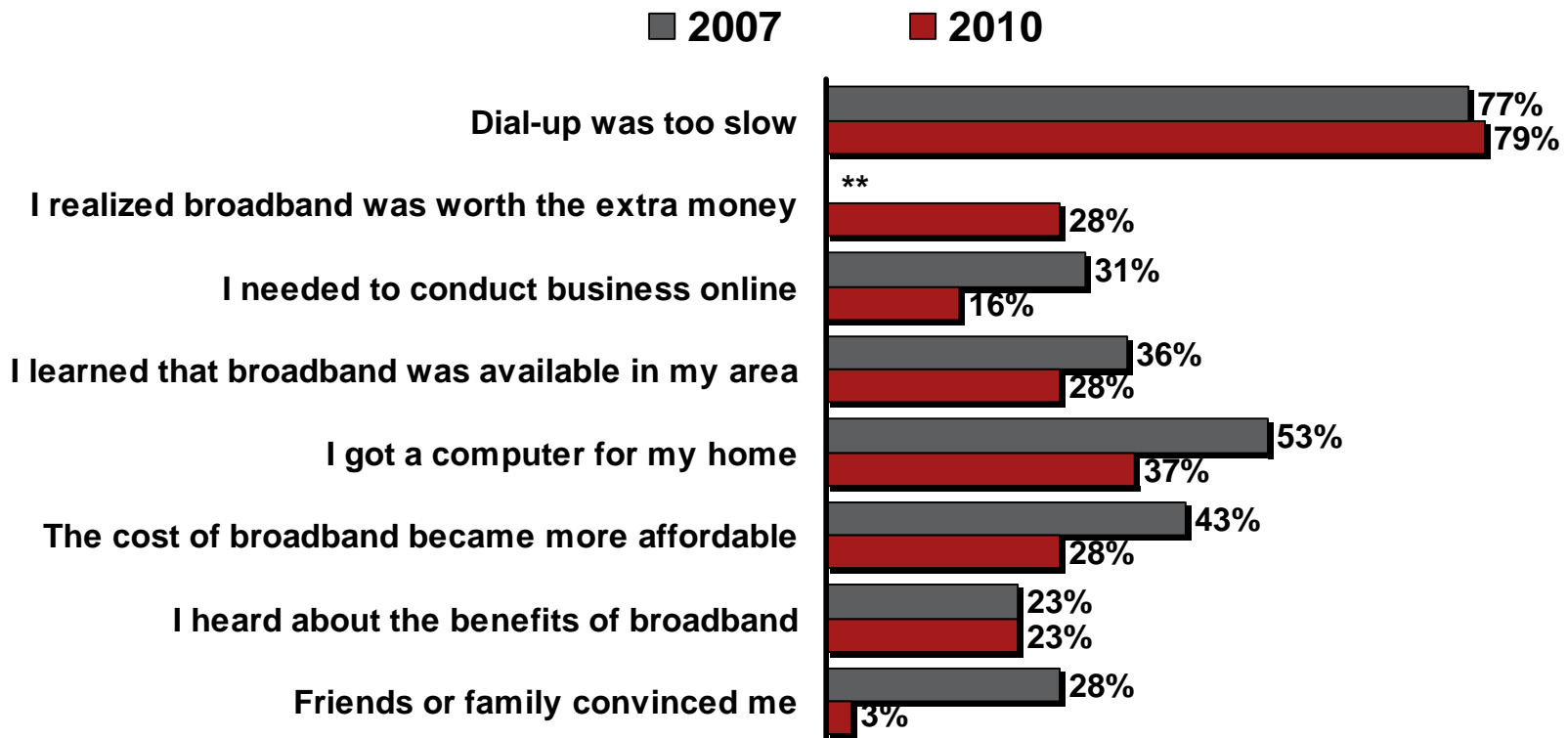
Q: Do you regularly work from home through a broadband connection, commonly known as teleworking (2007)? and

Q: Which of the following describe the way you work from home, when you do so (2010)?  
(n=56 White County residents in 2007 and n=47 White County residents employed full-time or part-time in 2010)

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# Why White 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=54 White 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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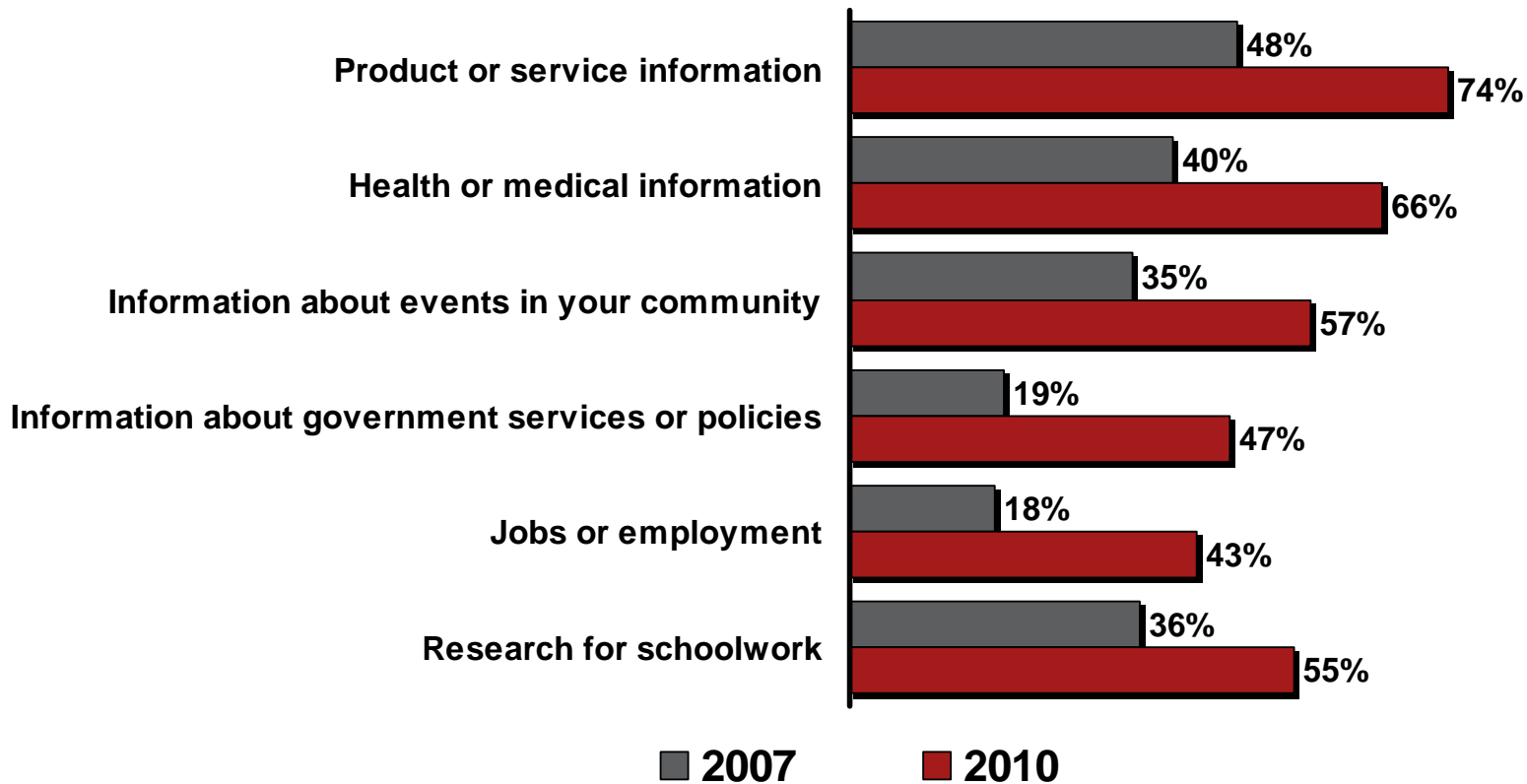


# Trends in Online Activities Among Tennessee Internet Users



# Searching For Information Online

**Percent of White County Internet users who have searched for the following types of information**



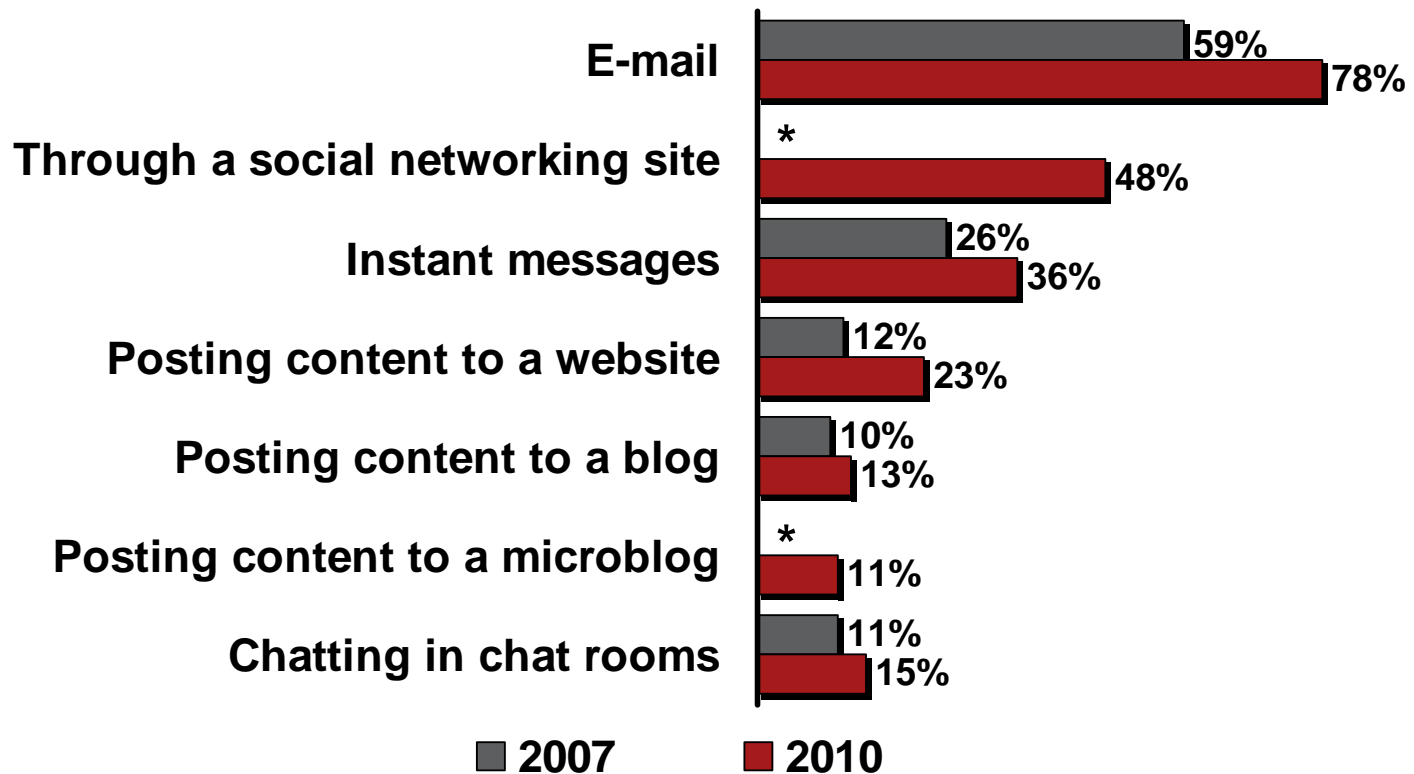
Q: Which of the following types of information have you used the Internet to look for online?  
(n=78 White County Internet users)

Source: July 2007 and January 2010  
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# Communicating Online

Percent of White County Internet users who have communicated in the following ways



Q: Which of the following ways of communicating with others have you used?

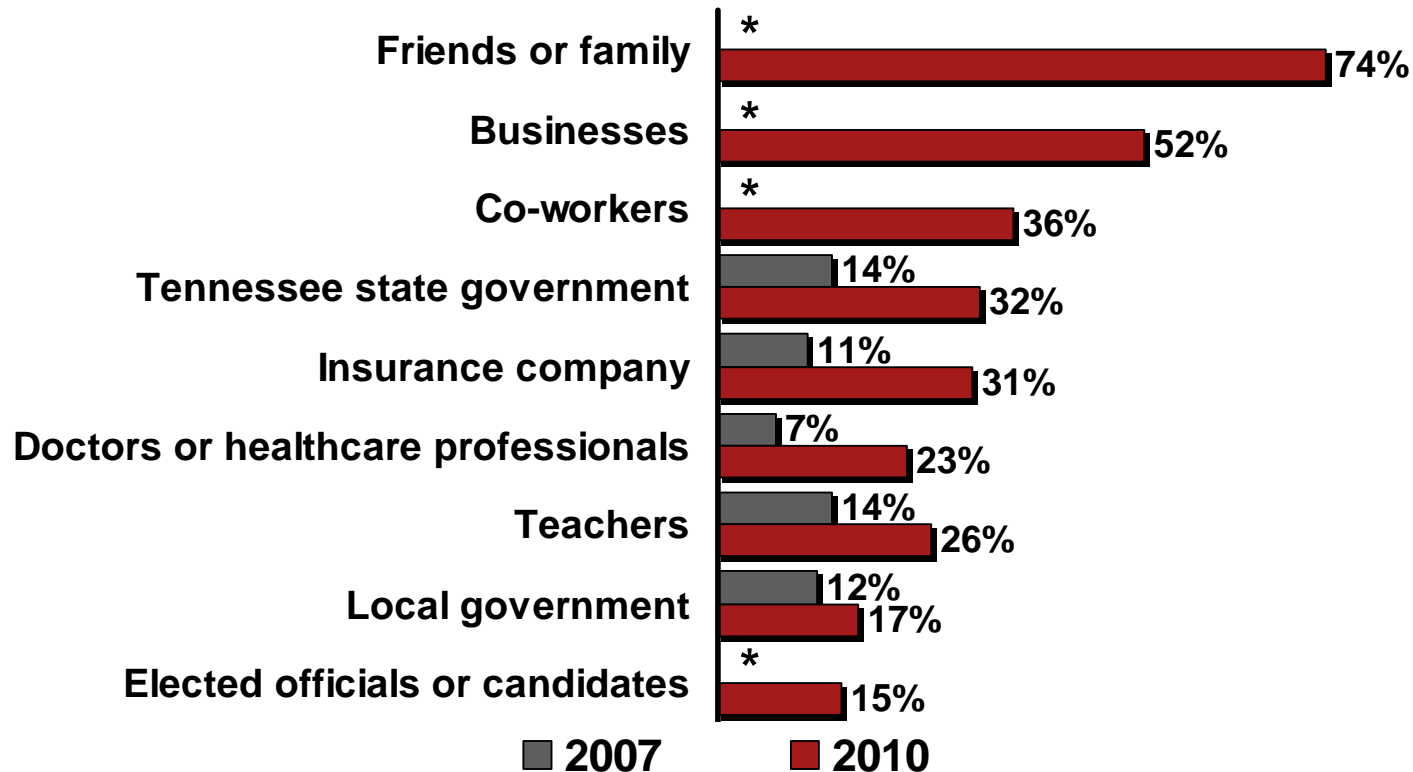
\*Question was not asked in 2007  
(n=78 White County Internet users)

Source: July 2007 and January 2010  
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# Interacting Online

**Percent of White 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?

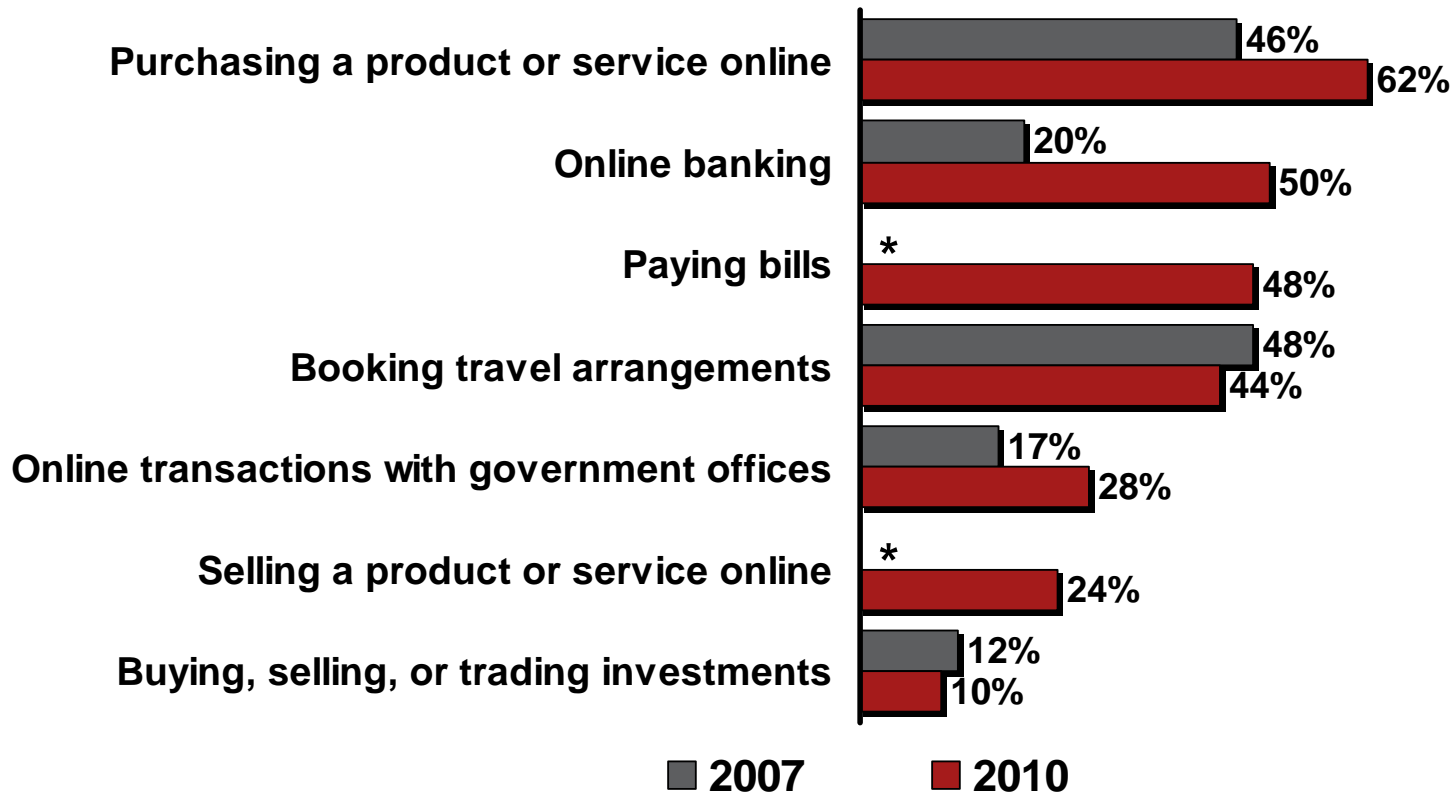
\*Question was not asked in 2007  
(n=78 White County Internet users)

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# Online Transactions

**Percent of White County Internet users  
who conduct the following transactions online**



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

\*Question was not asked in 2007  
(n=78 White County Internet users)

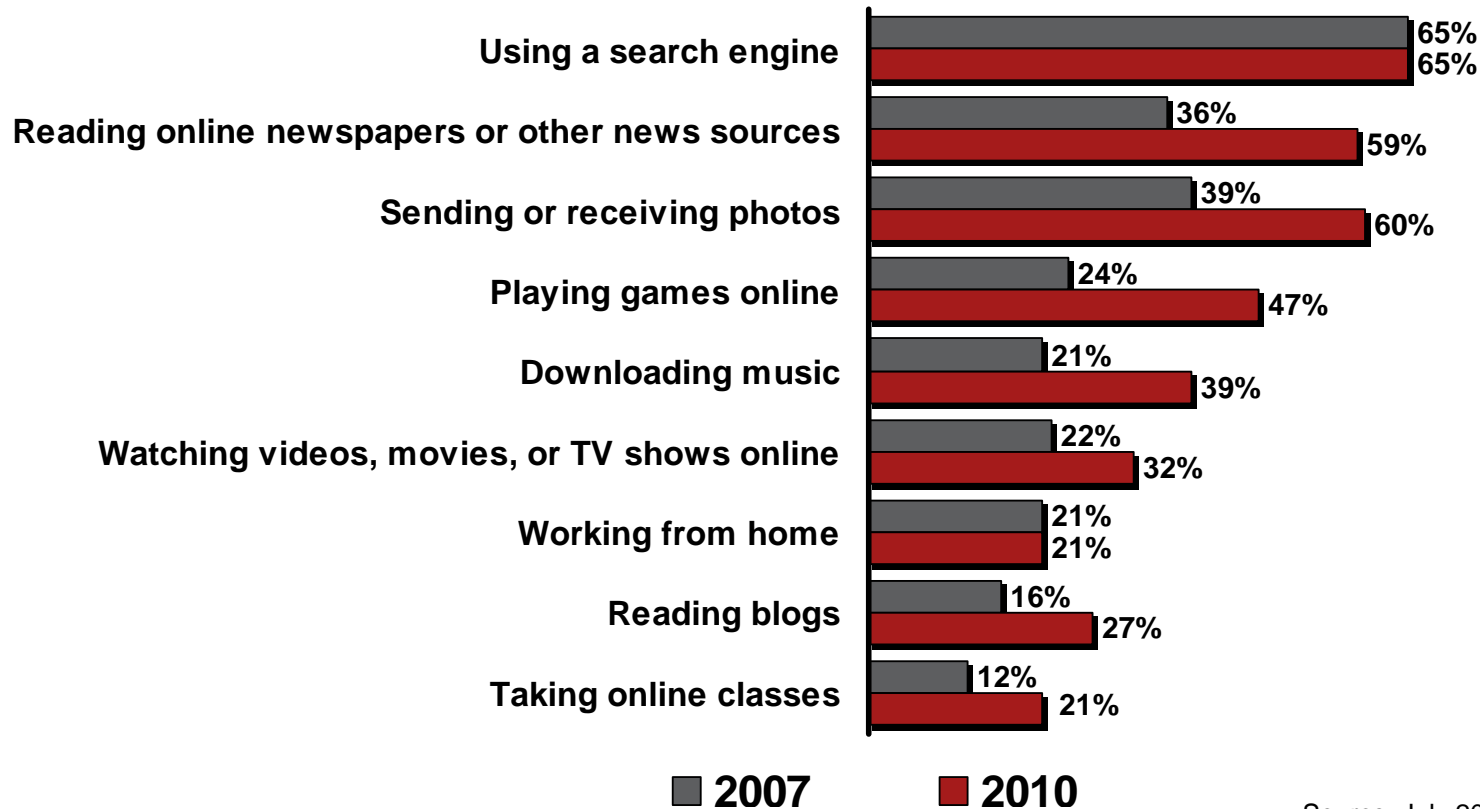
Source: July 2007 and January 2010  
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# Online Activities

**Percent of White County Internet users who conduct the following activities online**



Q: Which of the following activities have you conducted online?  
(n=78 White County Internet users)

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# Contact Information

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