



Connect Ohio
2008 Residential
Technology Assessment

June 2008

Presentation Outline

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Summary of Key Findings

Key Findings: March 2008

Key Technology Benchmarks, March 2008:

- Ohio residents with a computer: 76%
- Ohio residents with home Internet service (either dial-up or broadband): 70%
- Ohio residents with home broadband service: 55%
- Ohio residents with mobile broadband service: 14%

Other Key Findings:

- More than one-half of Ohio residents who do not own a computer believe they don't need a computer, and 14% of this group have children at home.
- Lack of a computer is the largest barrier to Internet adoption in Ohio, cited up to nine times more often than the cost of Internet service across all age groups.
- More than one-half of Ohio residents who do not subscribe to broadband service believe they do not need broadband, or do not understand the benefit of subscribing. This means there are currently almost 1 million Ohio adults who have the ability to subscribe to broadband but believe they don't need broadband.
- Among the 22% of Ohio residents who say they are not aware of any broadband provider serving their area, nearly one-half say they will subscribe as soon as it becomes available.
- Currently 42% of employed Ohio residents work from home, while another 24% of working residents would work from home if allowed to do so. Of note, 11% of retirees, 30% of non-working disabled persons, and 24% of all non-working Ohio residents would join the labor force if they could work from home.



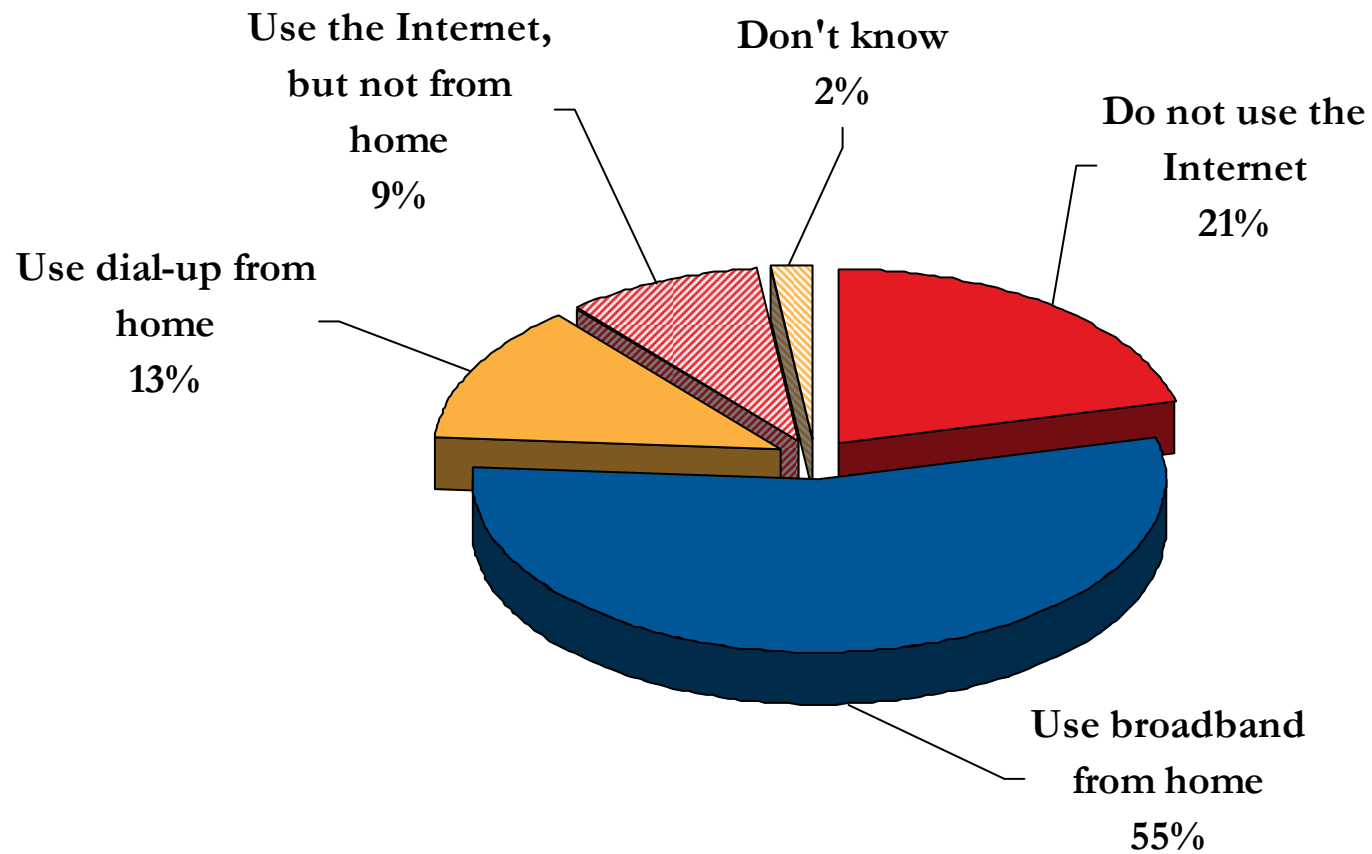
The Economic Impact of Broadband in Ohio

Every Ohio resident, with the help of Connect Ohio, can expect to experience growth in broadband adoption that outpaces current state and national averages, which will include all the economic benefits that come with that growth:

- **\$3.6 billion** annually through an additional 96,000 jobs saved or created each year, helping the 3.4 million Ohio residents who are not currently employed.
- **\$25.4 million** saved each year in reduced healthcare costs, helping the nearly 800,000 Ohio residents who currently do not have health insurance coverage for themselves or their children.
- **\$248 million** per year in mileage saving from unnecessary driving.
- **\$678,000** in carbon credits associated with 125.6 million fewer lbs. of CO₂ emissions each year in the state of Ohio. These savings would come in part from the 1.3 million employed Ohio residents who would telework from home if allowed.
- **\$1.3 billion** in value each year from the 144 million hours saved annually by accessing broadband at home.
- **\$5.2 billion** per year in total direct economic impact of accelerating broadband across Ohio, which will benefit every Ohio resident.

Ohio Technology Adoption Summary

Percent of Ohio residents who:

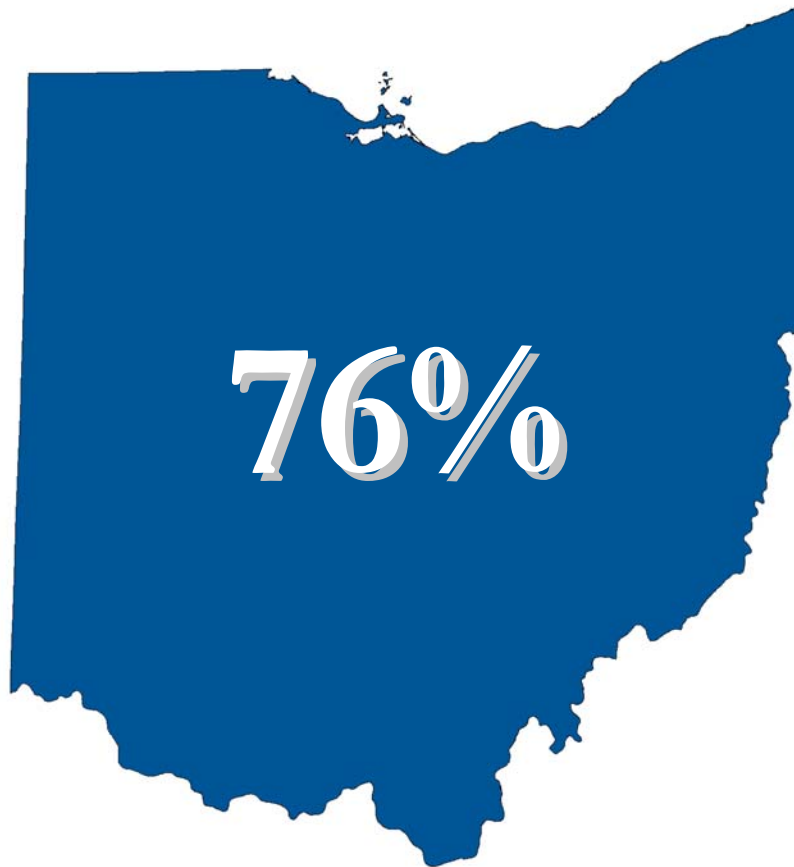


Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)



Statewide Results

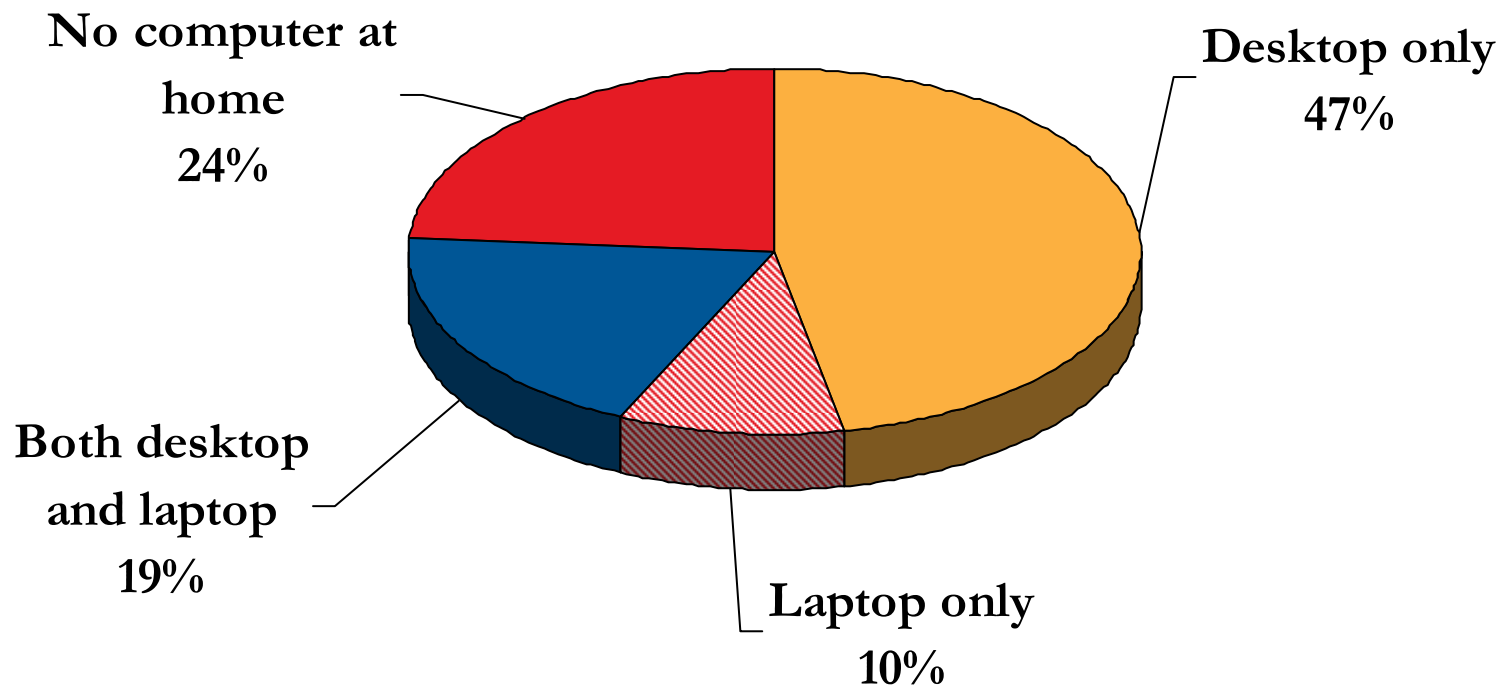
Ohio Residents With a Computer in Their Household



Q: Do you have an computer at home?
(n = 1,200 OH residents)

Types of Computers Ohio Residents Have at Home

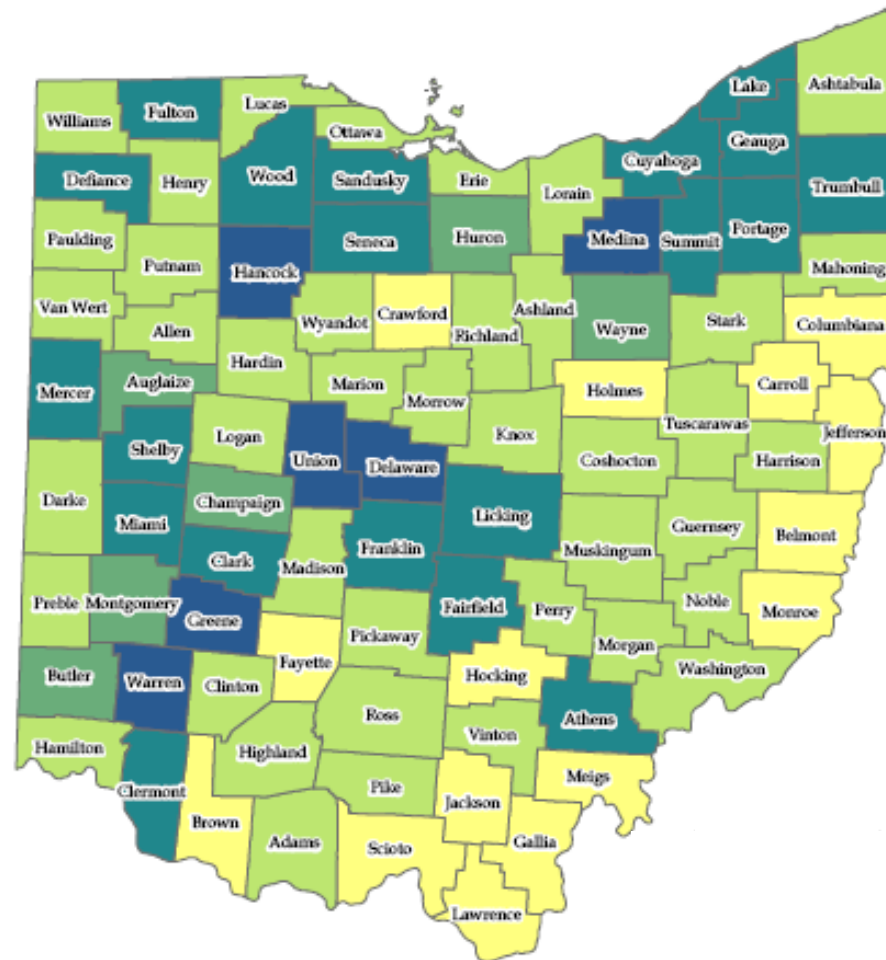
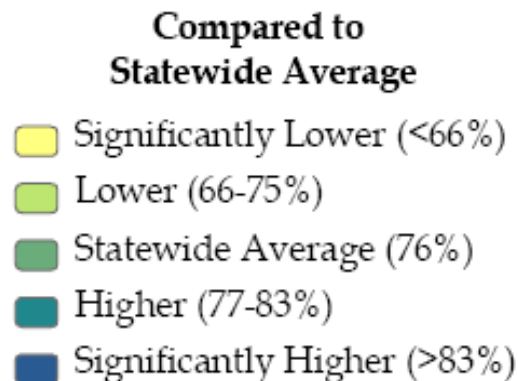
Computer ownership among Ohio residents:



Q: What type of computer do you have at home?
(n = 1,200 OH residents)

Computer Ownership By County

Statewide, 76% of Ohio residents own a home computer.



Q: Do you have an computer at home?
(n = 10,083 OH residents)

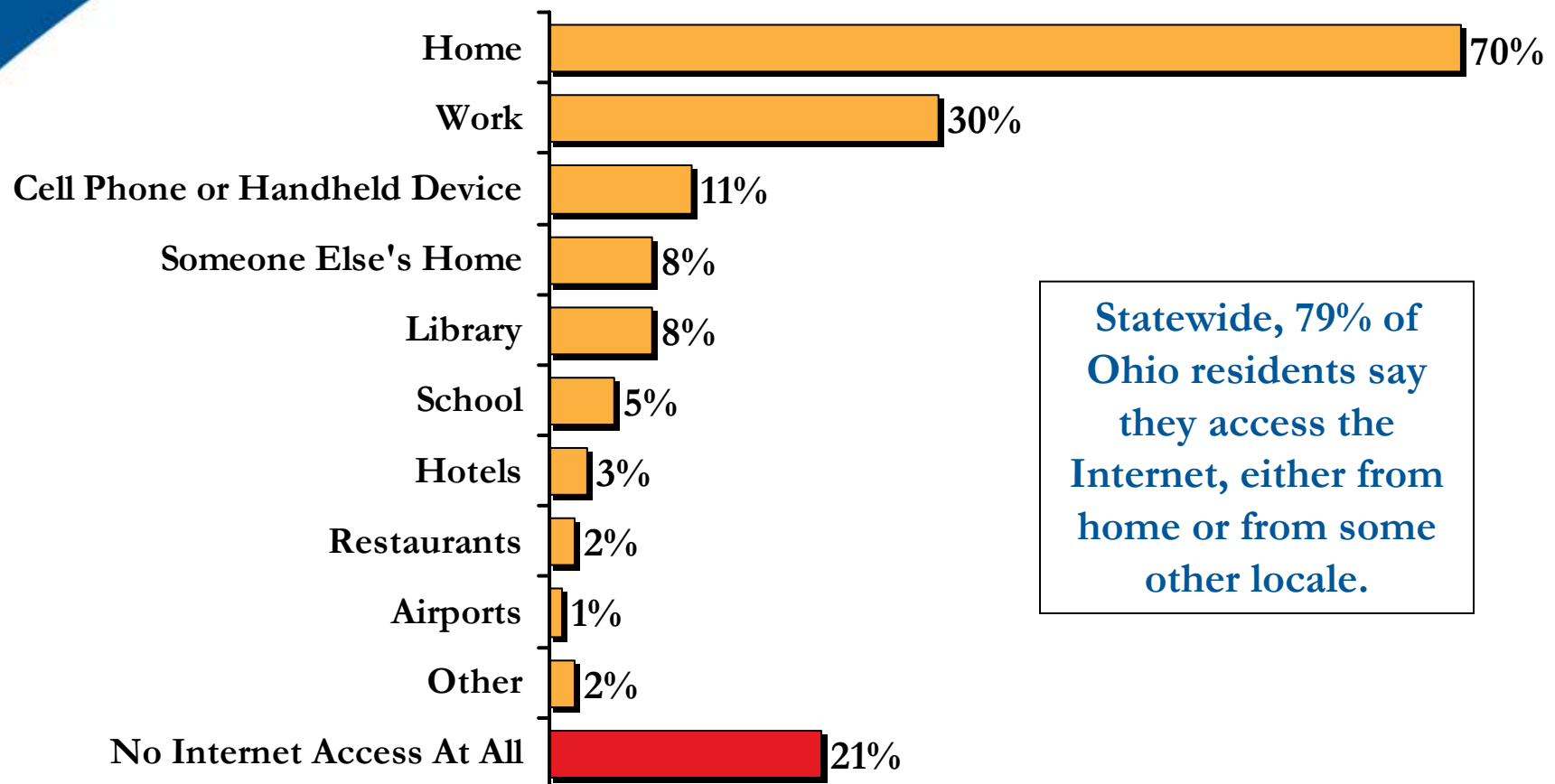
Ohio Residents With Home Internet Service (Broadband or Dial-Up)



Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)

Where Ohio Residents Access the Internet

Percent of all Ohio residents:



Q: At what locations do you have access to the Internet?
(n = 1,200 OH residents)

Ohio Residents With Home Broadband Service



Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Ohio Broadband Adoption by County

Statewide, 55% of Ohio residents subscribe to broadband service at home.

Compared to Statewide Average

- Significantly Lower (<36%)
- Lower (36-54%)
- Statewide Average (55%)
- Higher (56-64%)
- Significantly Higher (>64%)






Q: Which of the following describe the type of Internet service you have at home?
(n = 10,083 OH residents)

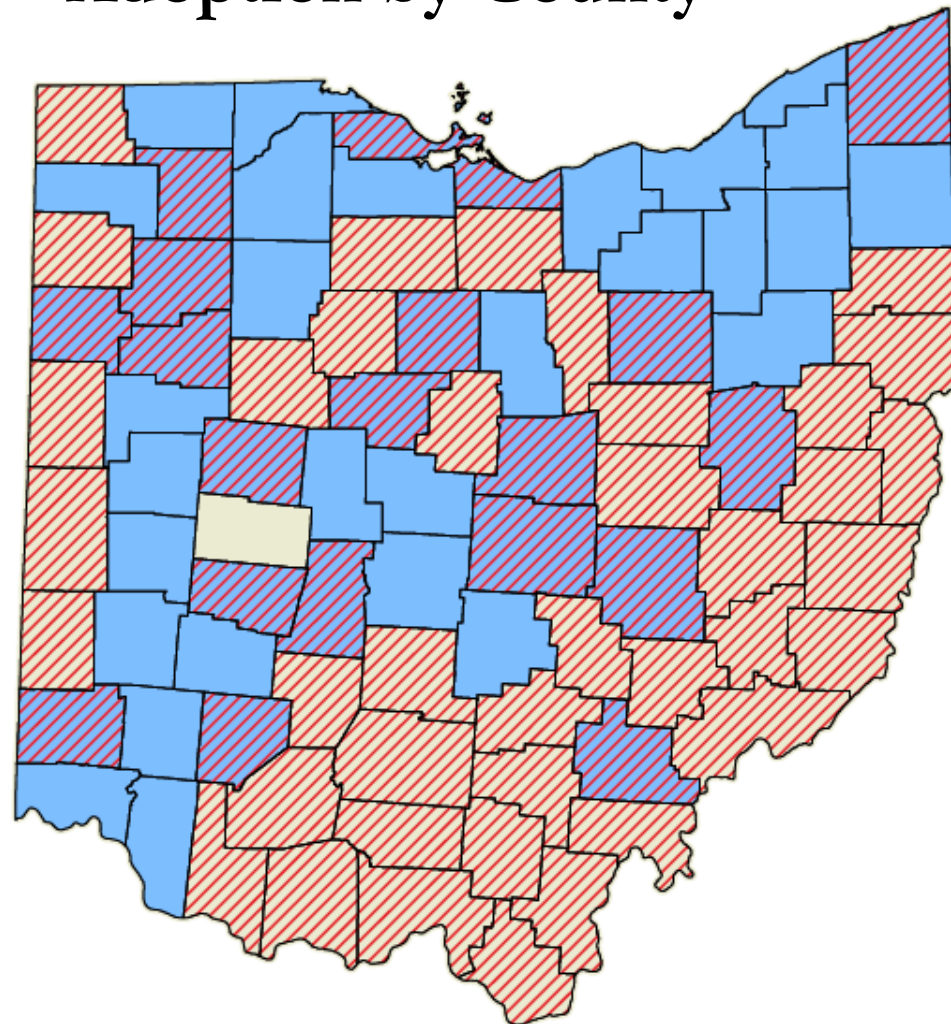
Broadband Availability and Adoption by County

Low broadband adoption is not limited to areas with low broadband availability.

92% of Ohioans have broadband availability, yet only 55% actually subscribe.

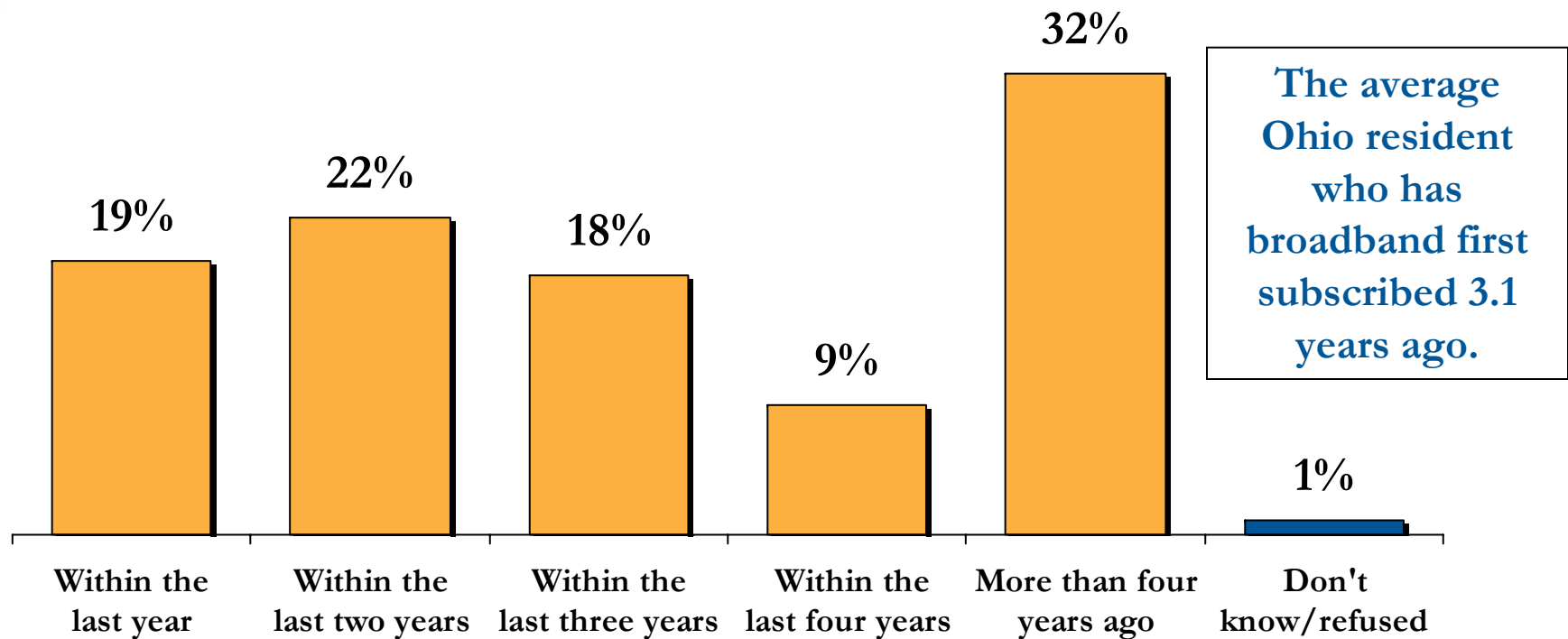
Legend

-  Lower Than Average Broadband Adoption (< 55%)
-  Higher Than Average Broadband Availability (>81%)
-  Higher Than Average Broadband Availability and Lower Than Average Broadband Adoption



When Did Ohio Residents Subscribe to Broadband?

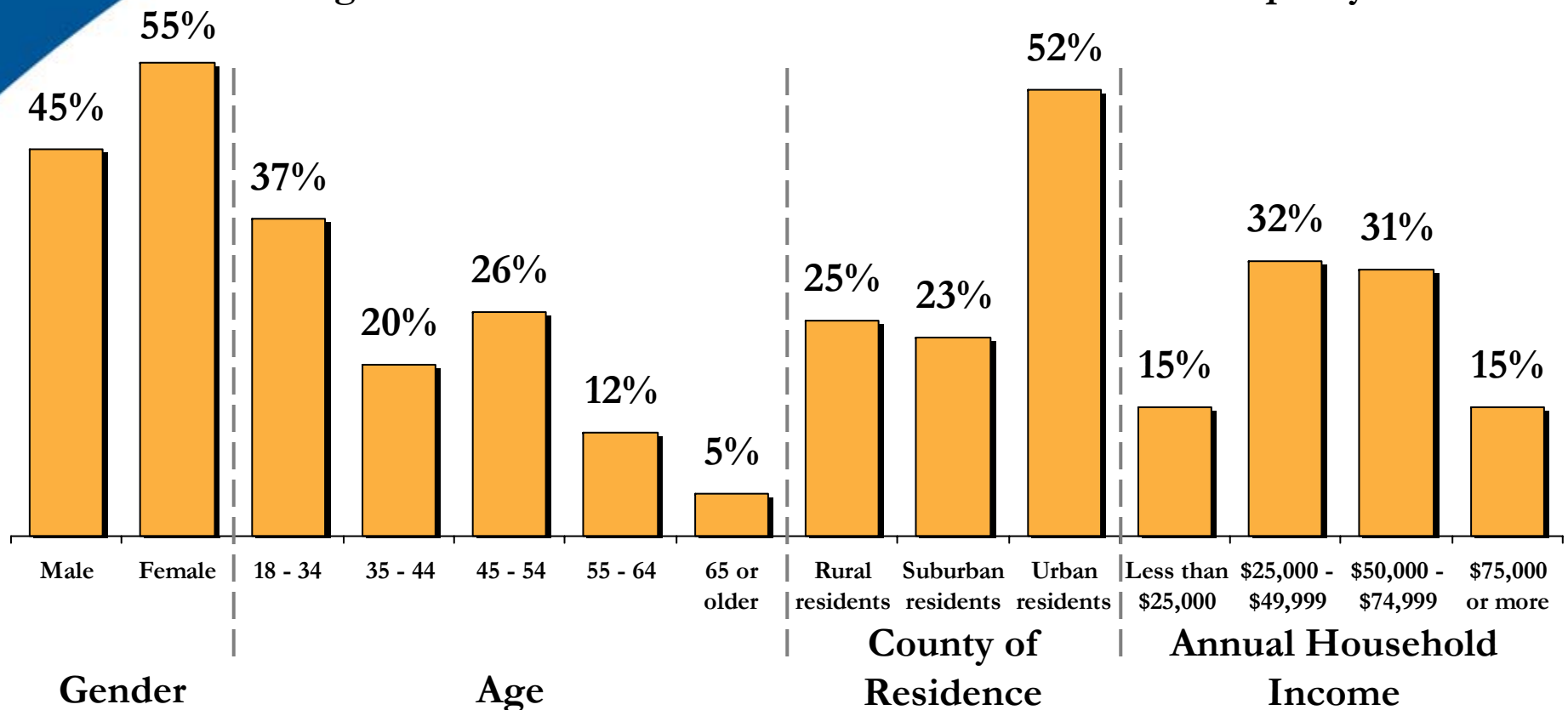
Percent of Ohio residents with a broadband connection at home:



Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

Profile of New Broadband Subscribers

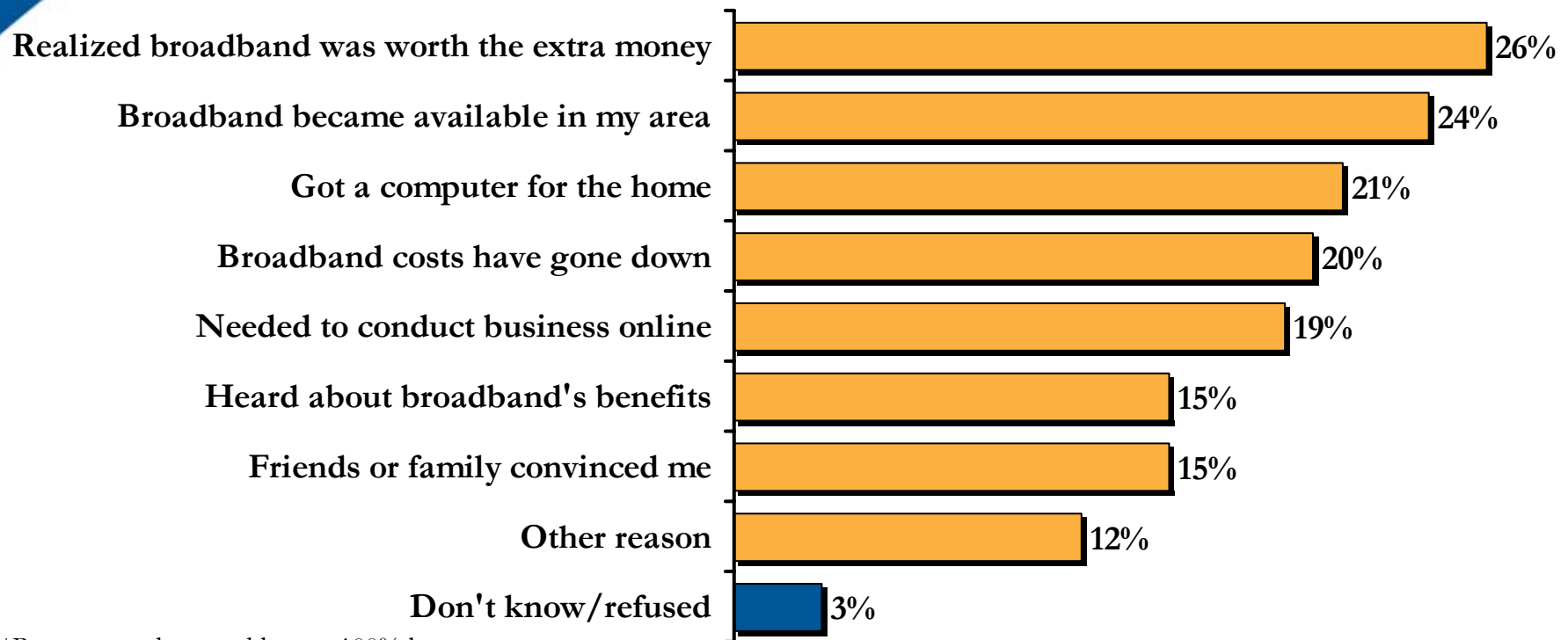
Among Ohio residents who subscribed to broadband in the past year:



Q: When did you first begin subscribing to broadband service?
 (n = 128 OH residents who first subscribed to broadband service within the past year)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents with a broadband connection at home:*



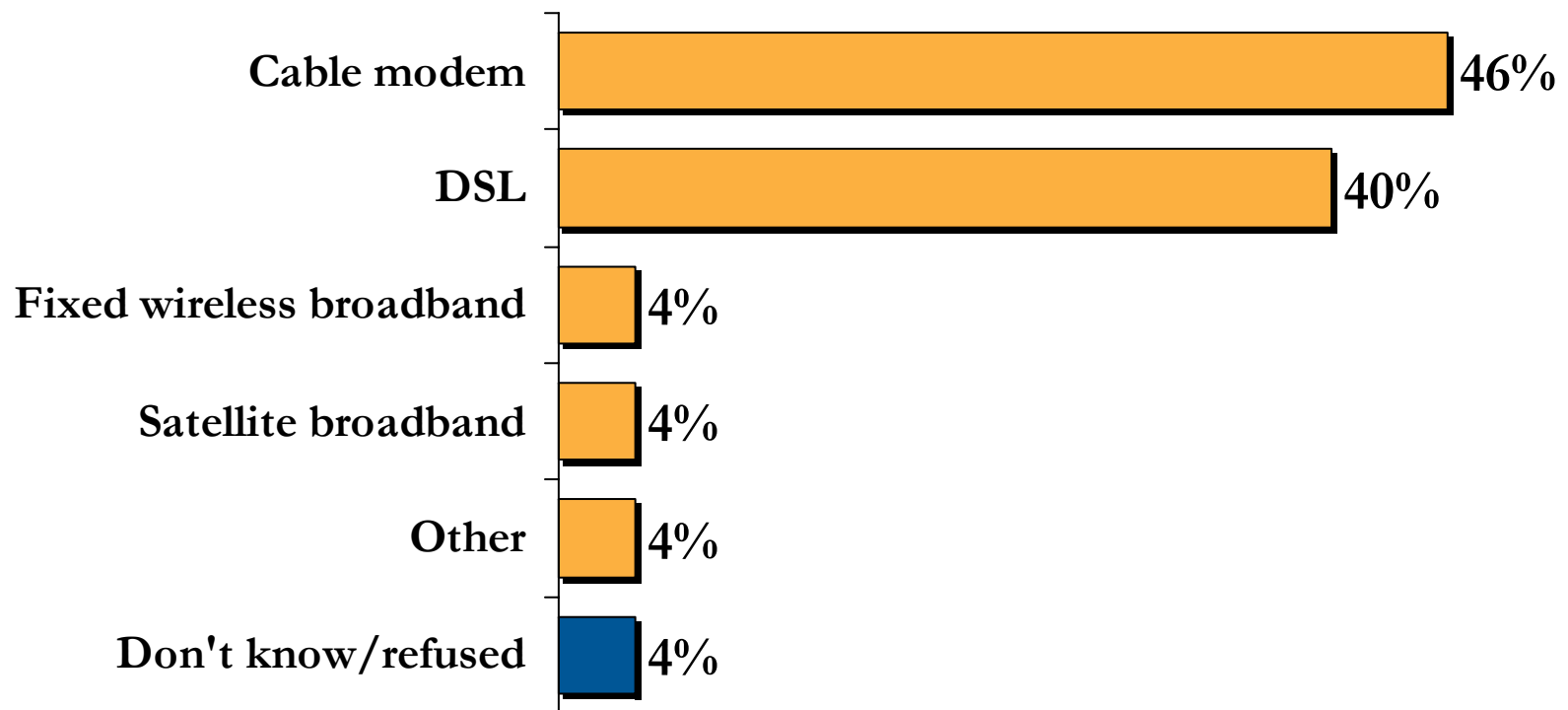
*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 658 OH residents with broadband service at home)

Types of Broadband Service That Ohio Residents Use

Percent of Ohio residents with a broadband connection at home:*



*Percentages do not add up to 100% because respondents could give multiple responses.

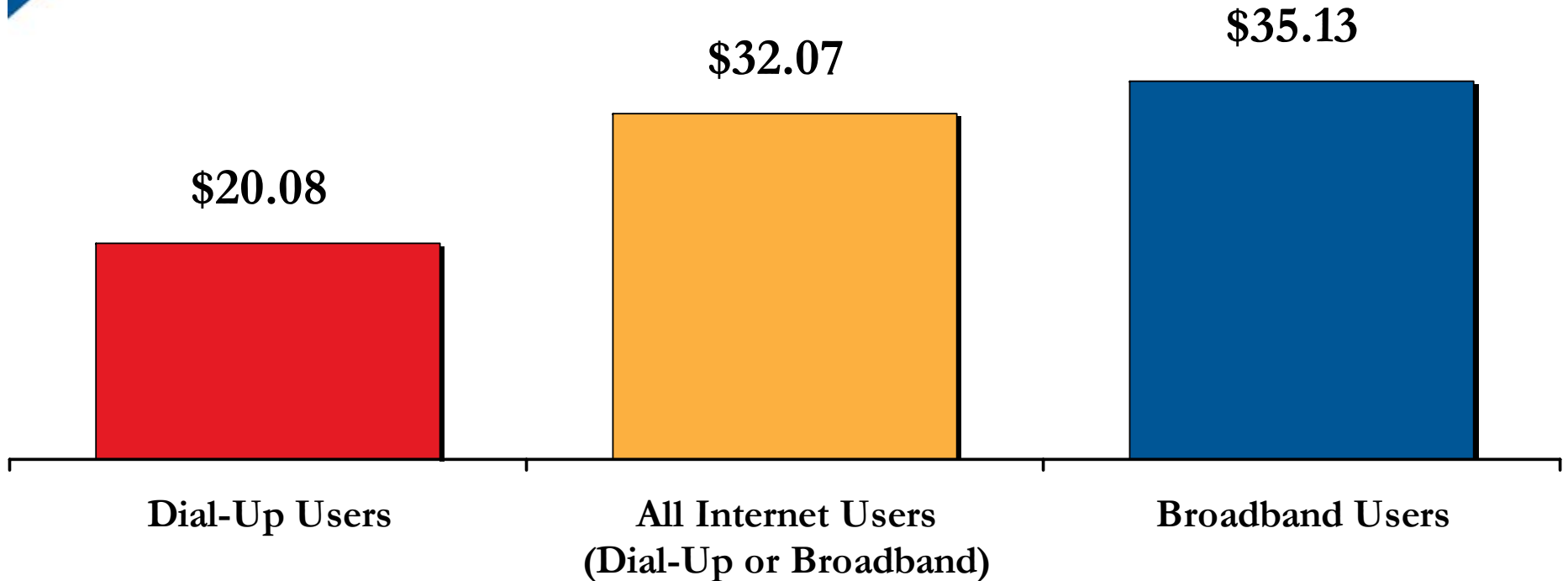
Q: Which of the following describes the broadband service you have at home?

(n = 658 OH residents with broadband service at home)



Average Monthly Price Paid for Internet Service by Ohio Residents

Average price paid for home Internet service among:



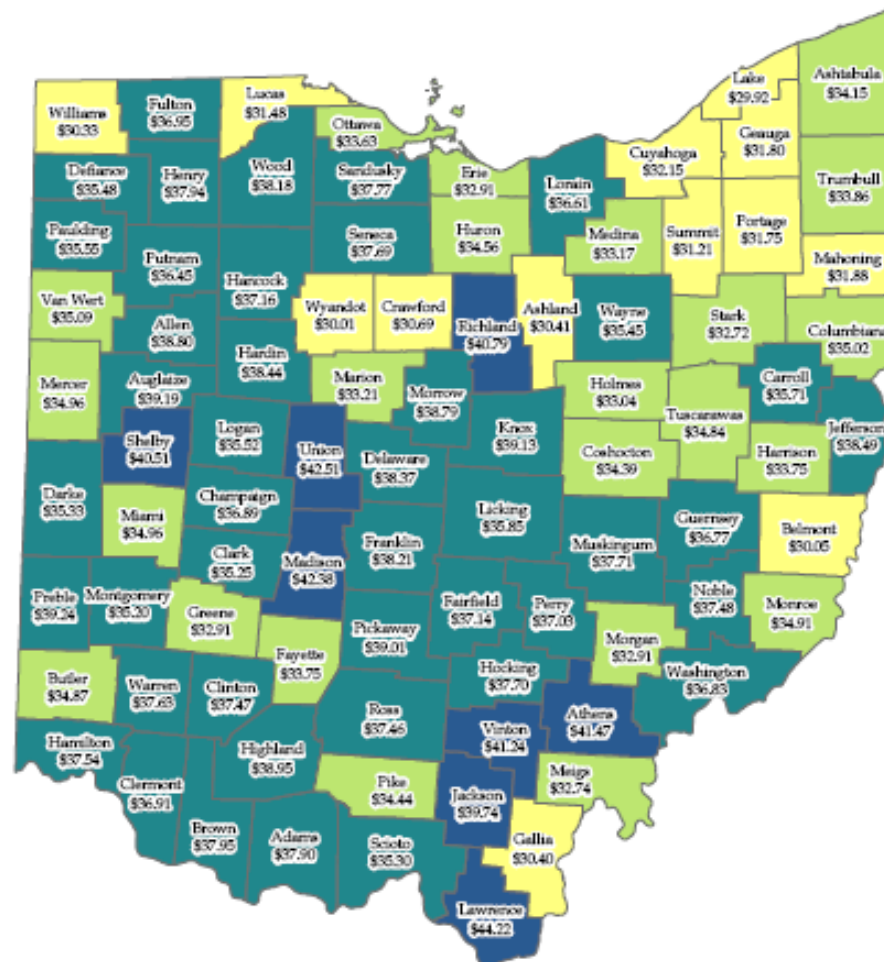
Q: What do you pay each month for your Internet service?
(n = 840 OH residents with Internet service at home)

Average Price Paid for Broadband Service by County

On average, Ohio residents pay \$35.13 monthly for home broadband service.

Compared to Statewide Average

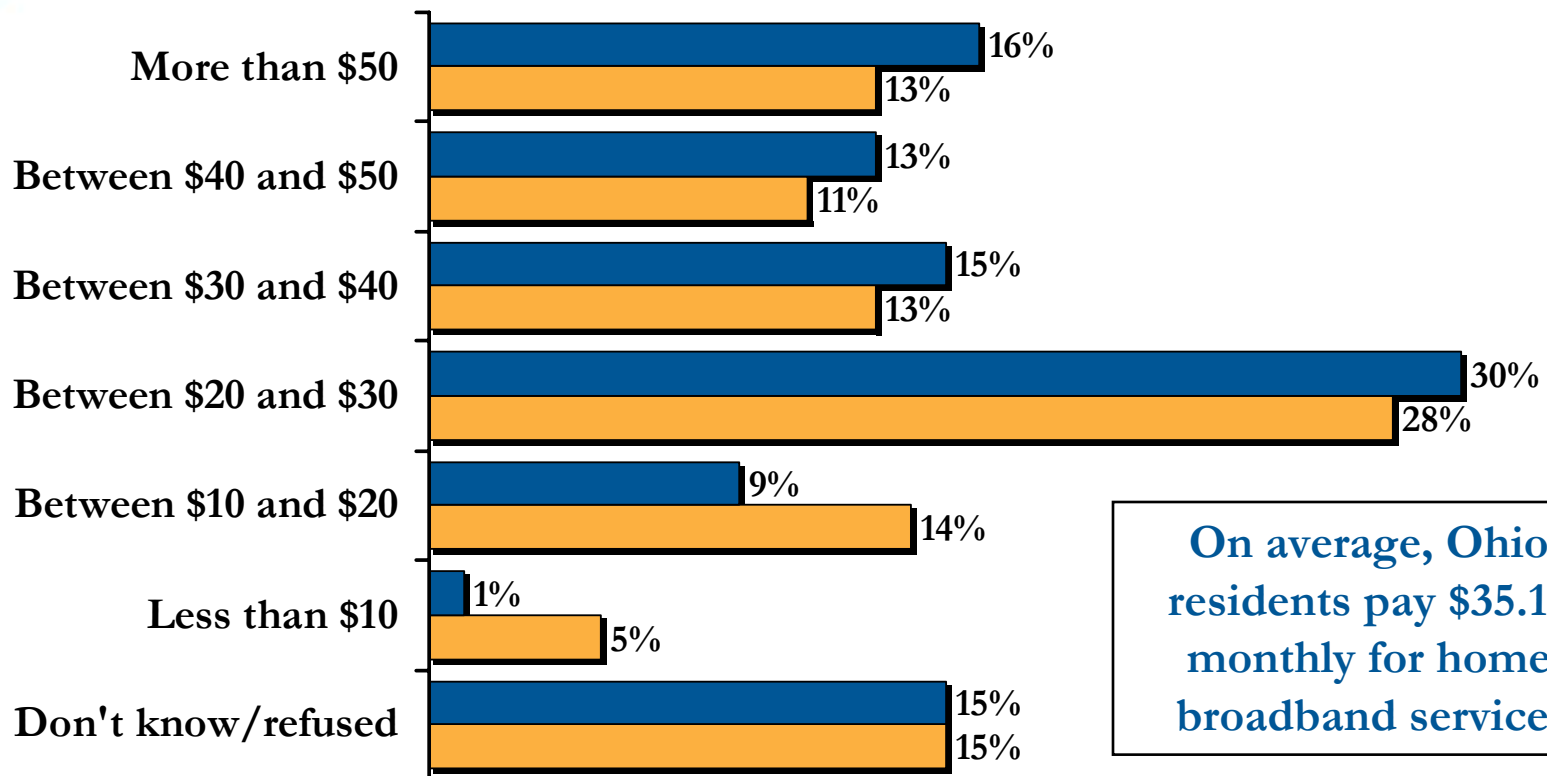
- Significantly Lower (\$29.92 - \$32.52)
- Lower (\$32.53 - \$35.13)
- Higher (\$35.14 - \$39.67)
- Significantly Higher (\$39.68 - \$44.22)



Q: What do you pay each month for your Internet service?
(n = 4,676 OH residents with broadband service at home)

Average Monthly Price Paid for Internet Service by Ohio Residents

Percent of Ohio Residents With Home Internet Service:



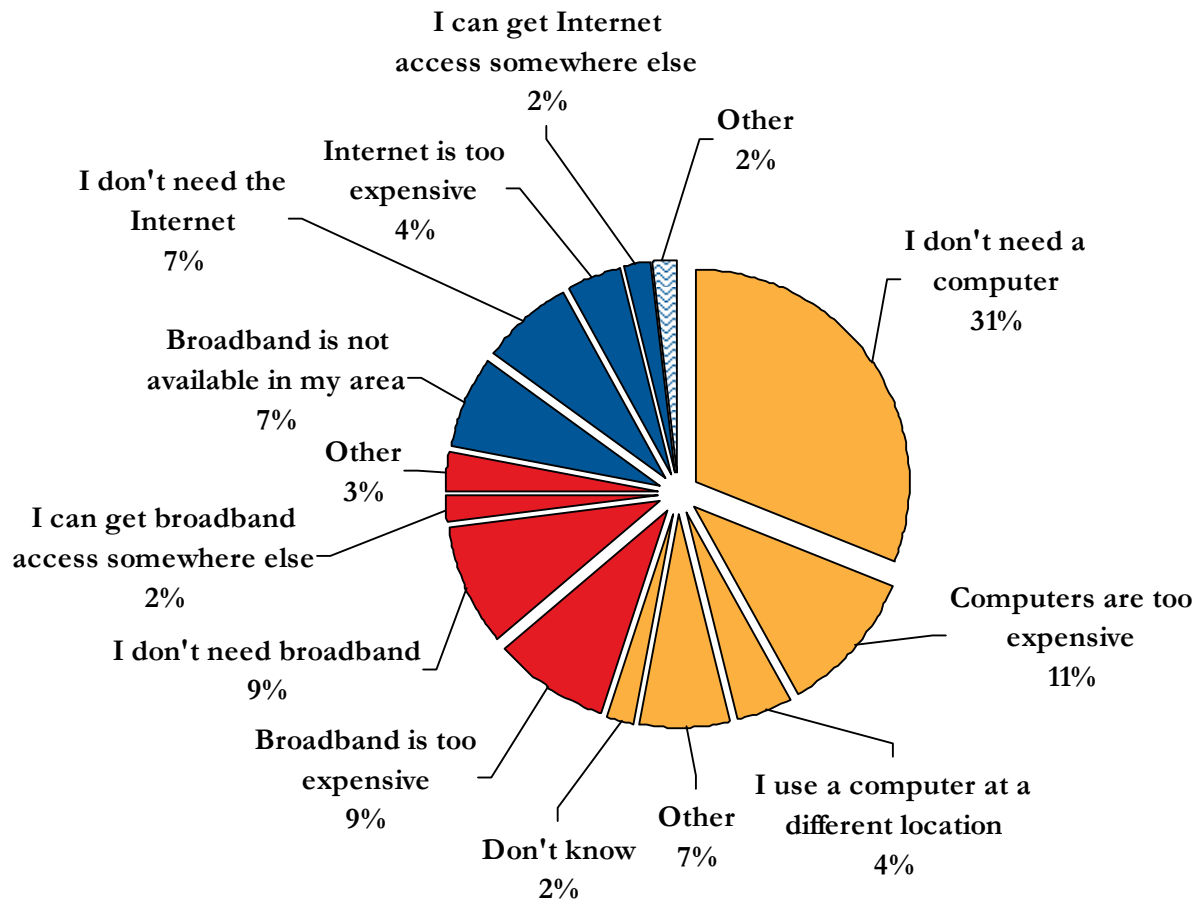
On average, Ohio residents pay \$35.13 monthly for home broadband service.

■ All Internet subscribers (dial-up and broadband)

■ Broadband subscribers

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with Internet service at home)

Barriers to Broadband Adoption Among Ohio Residents With No Broadband Connection

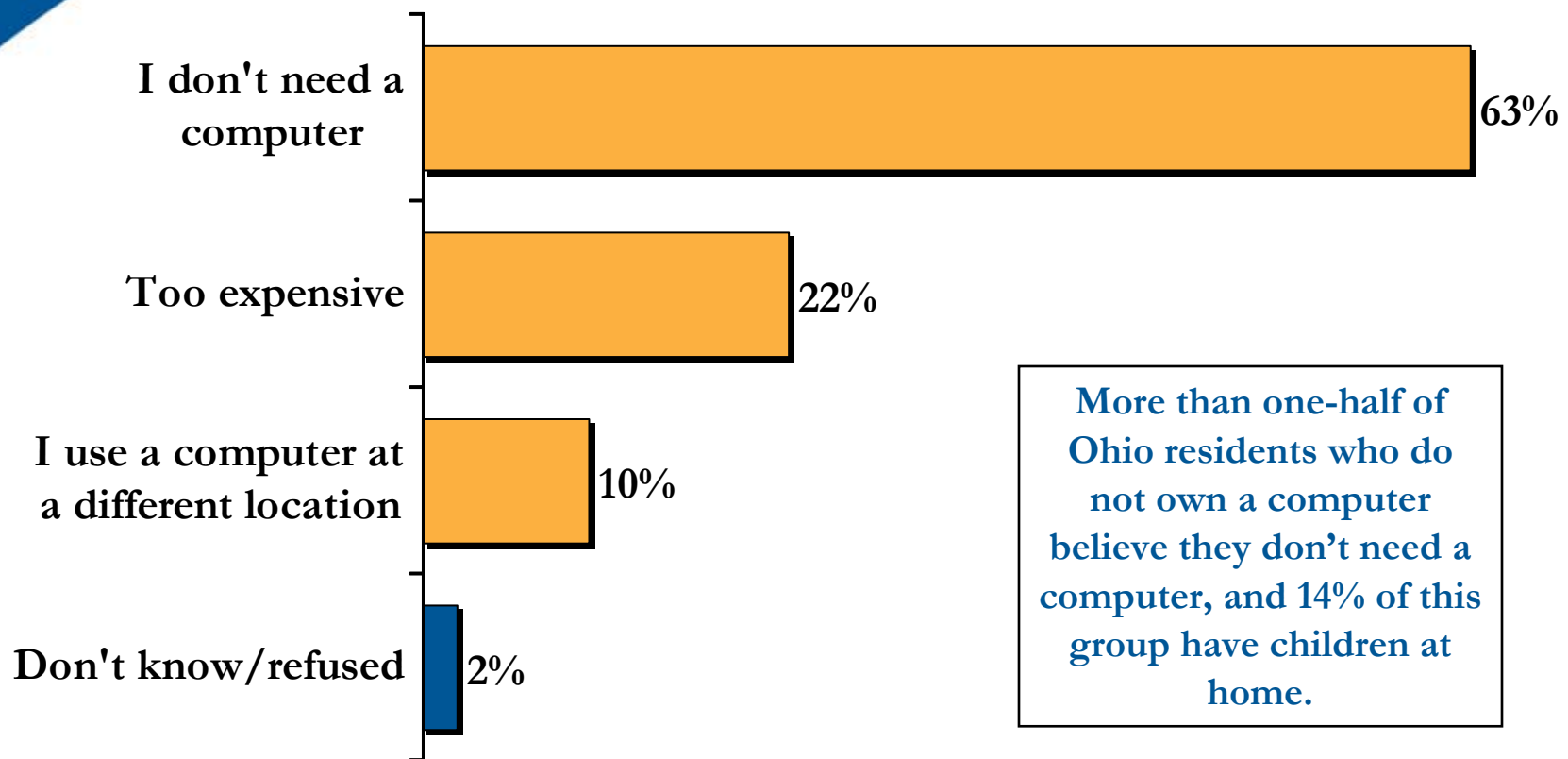


Percent of residents with no broadband connection who have:

- No computer at home
- No Internet at home
- Only dial-up at home

Barriers to Computer Ownership

Percent of Ohio residents who do not own a computer:*



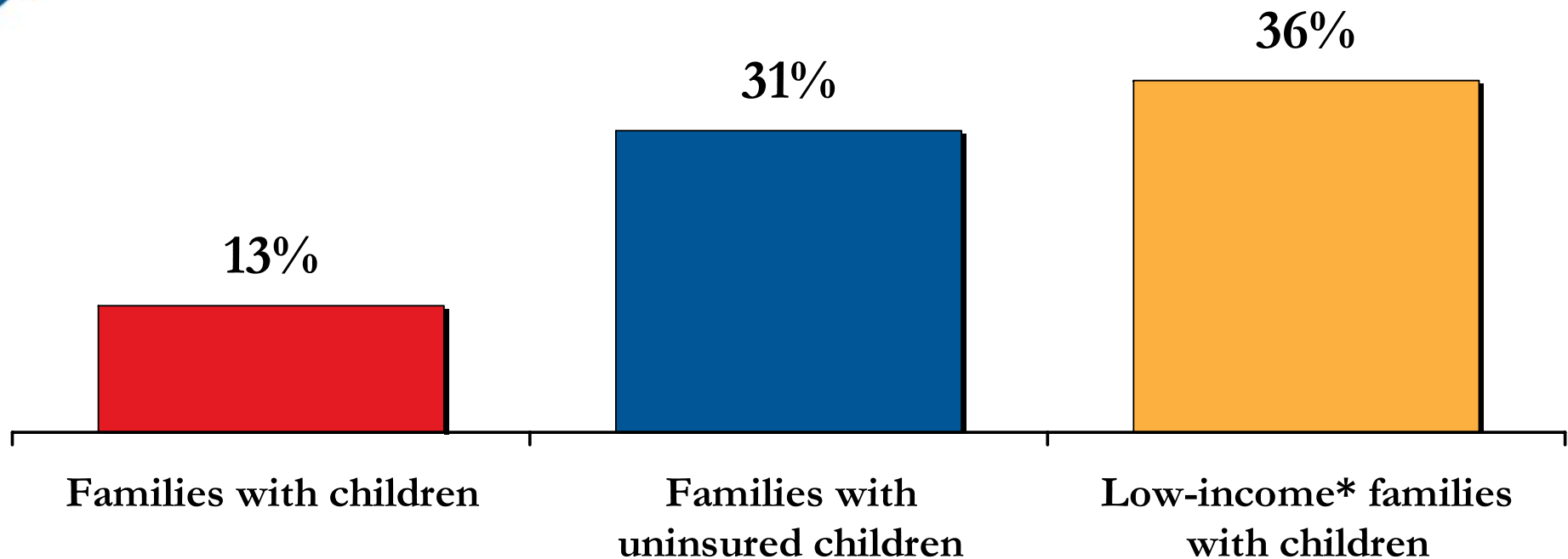
More than one-half of Ohio residents who do not own a computer believe they don't need a computer, and 14% of this group have children at home.

*Percentages do not add up to 100% because respondents could give multiple responses.

Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Families Without a Computer at Home

Percent of Ohio families who DO NOT own a computer:

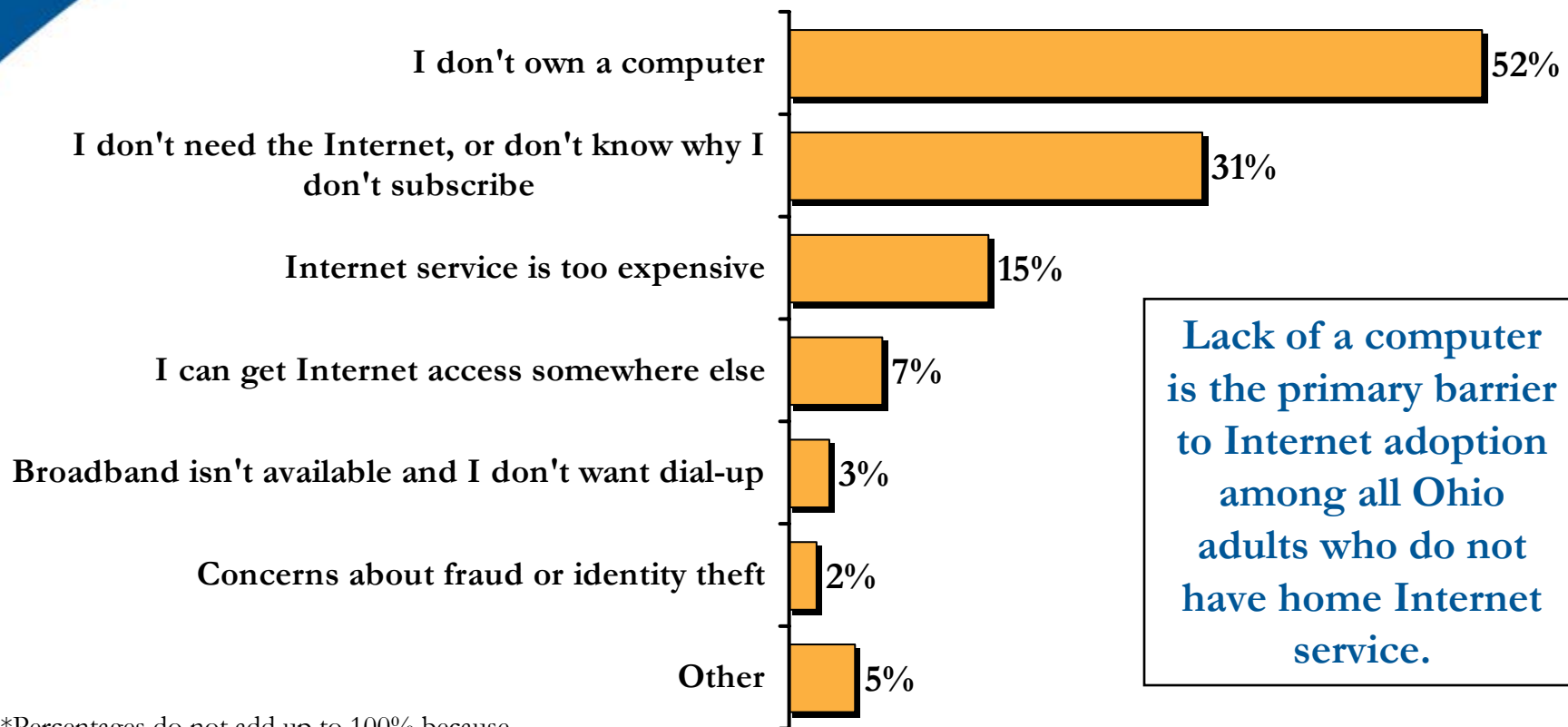


*Low-Income = annual household income less than \$25,000

Q: Does your household have a computer?
(n = 461 OH residents with children at home)

Barriers to Internet Adoption

Among Ohio residents with no Internet (dial-up or broadband) connection at home:*



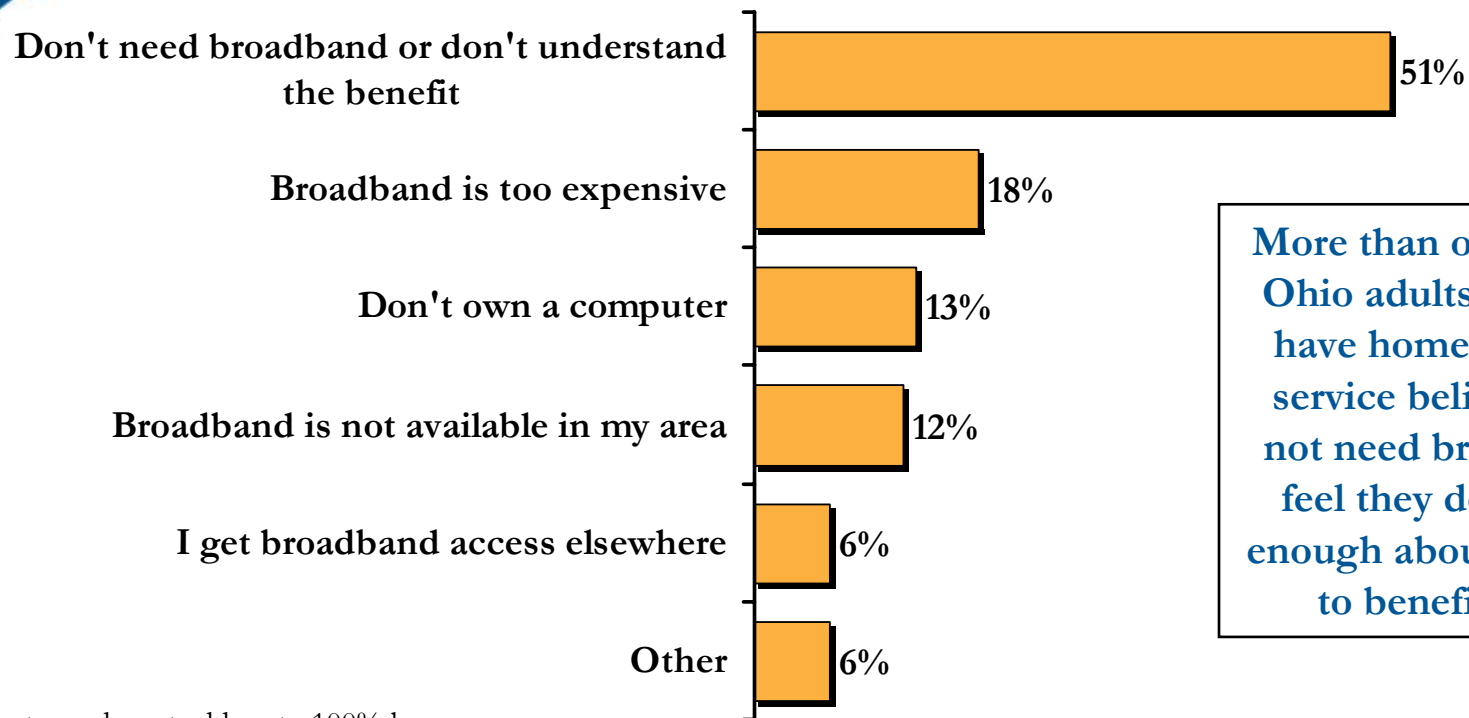
Lack of a computer is the primary barrier to Internet adoption among all Ohio adults who do not have home Internet service.

*Percentages do not add up to 100% because respondents could give multiple responses.

Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no Internet service in their household)

Barriers to Broadband Adoption

Among Ohio residents who do not subscribe to home broadband service:*



More than one-half of all Ohio adults who do not have home broadband service believe they do not need broadband, or feel they do not know enough about broadband to benefit from it.

*Percentages do not add up to 100% because respondents could give multiple responses.

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

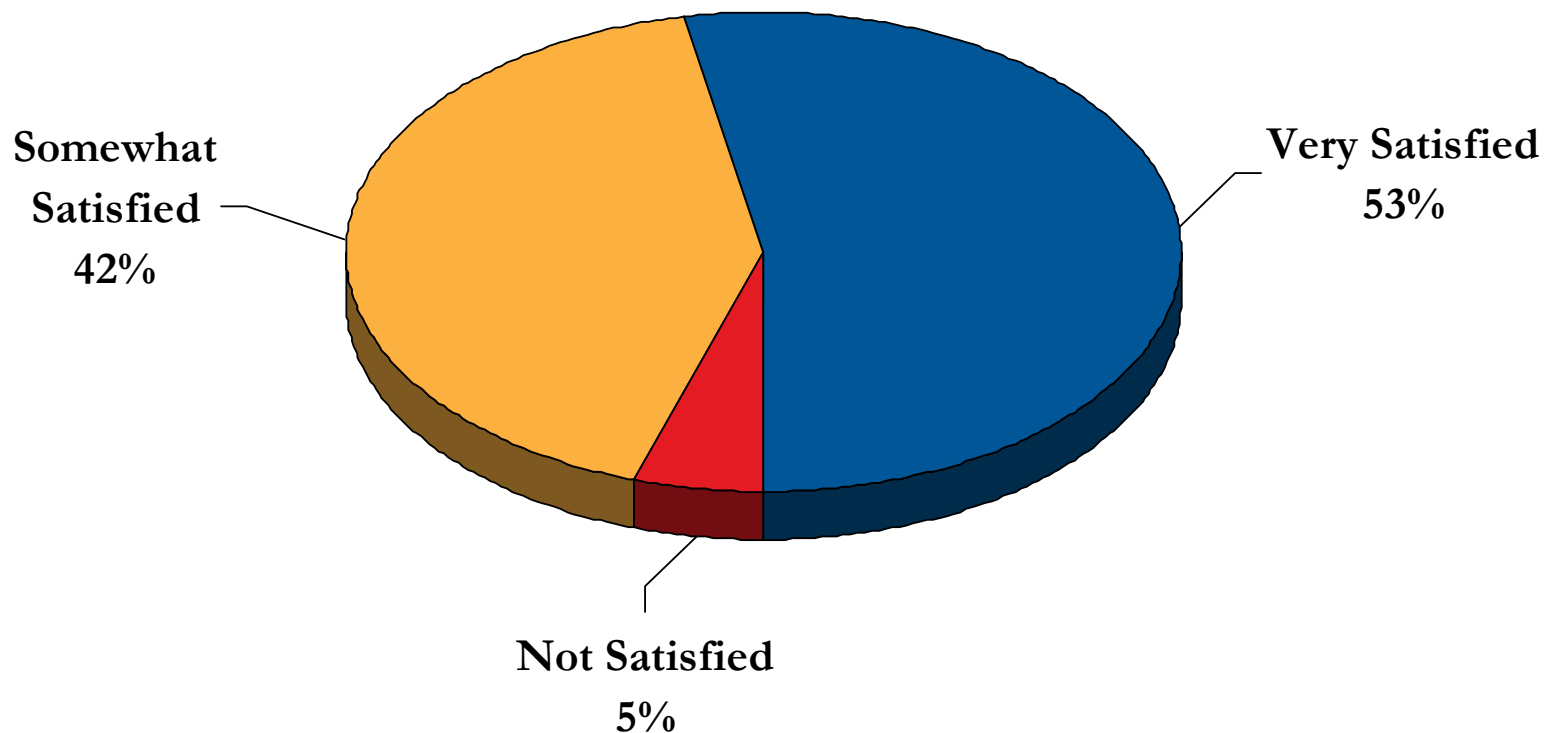
Or if broadband is not available:

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

(n = 542 OH residents with no home broadband service)

Satisfaction With Present Broadband Speed

Satisfaction among Ohio residents with their home broadband speed:



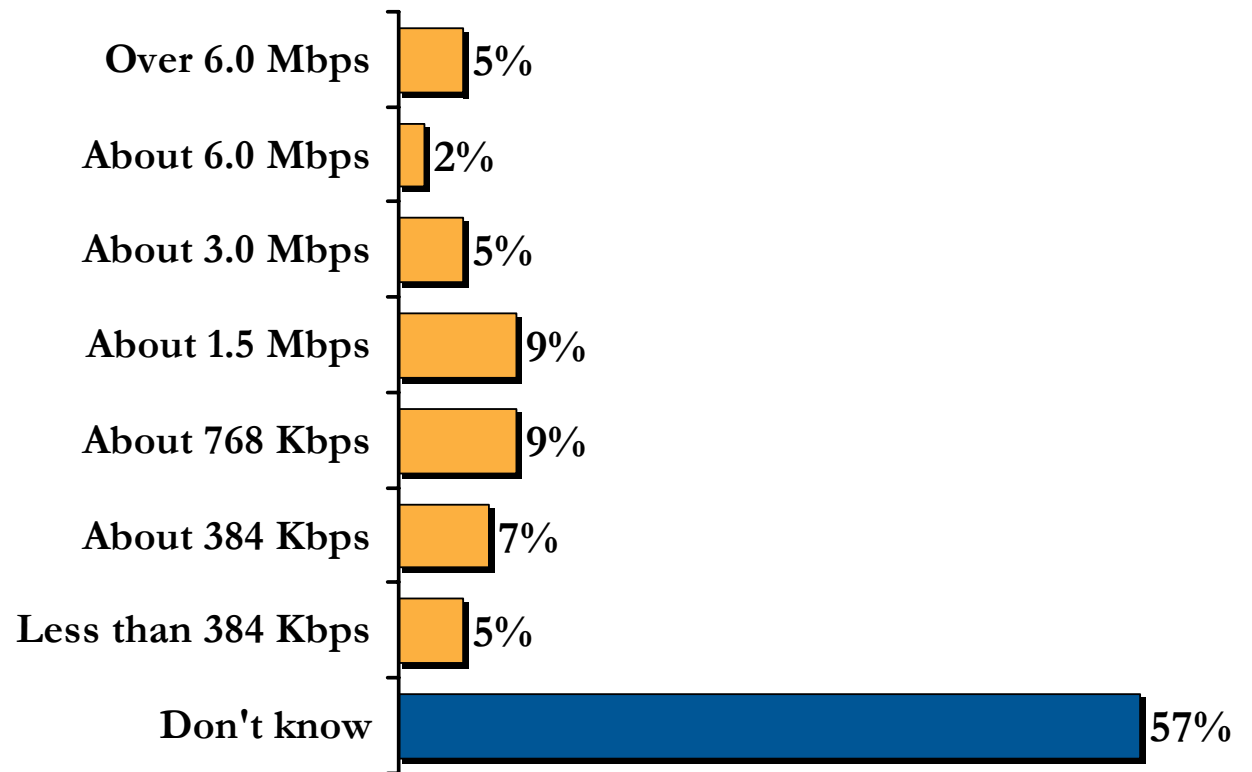
Q: How satisfied are you with the speed of your broadband connection?
(n = 658 OH residents with broadband service at home)

Broadband Download Speed

Among Ohio residents with home broadband service:

Ninety-five percent of all Ohio broadband users say they are satisfied on some level with their current broadband download speed.

Over one-half of Ohio residents who subscribe to broadband do not know their current bandwidth.

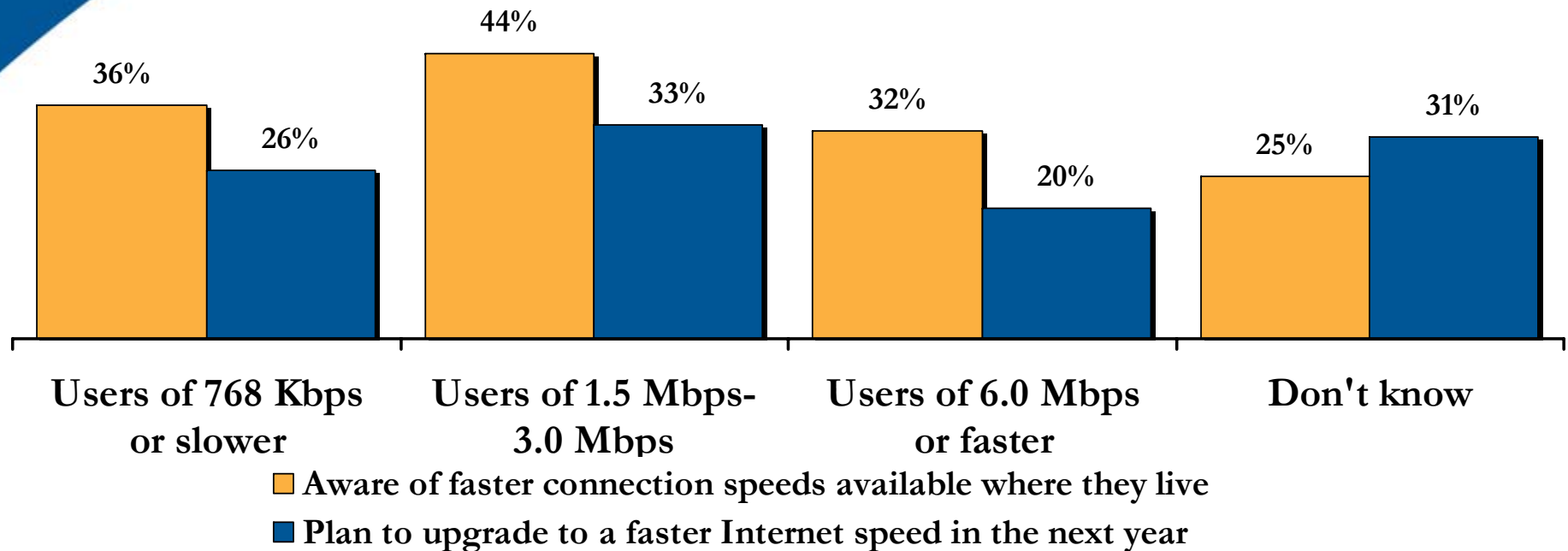


Q: What is the approximate download speed provided by your Internet service provider?
 (n = 658 OH residents with broadband service at home)

Perceptions of Broadband Speed Availability

By Broadband Speed Used by Subscriber

Percent of Ohio broadband subscribers:



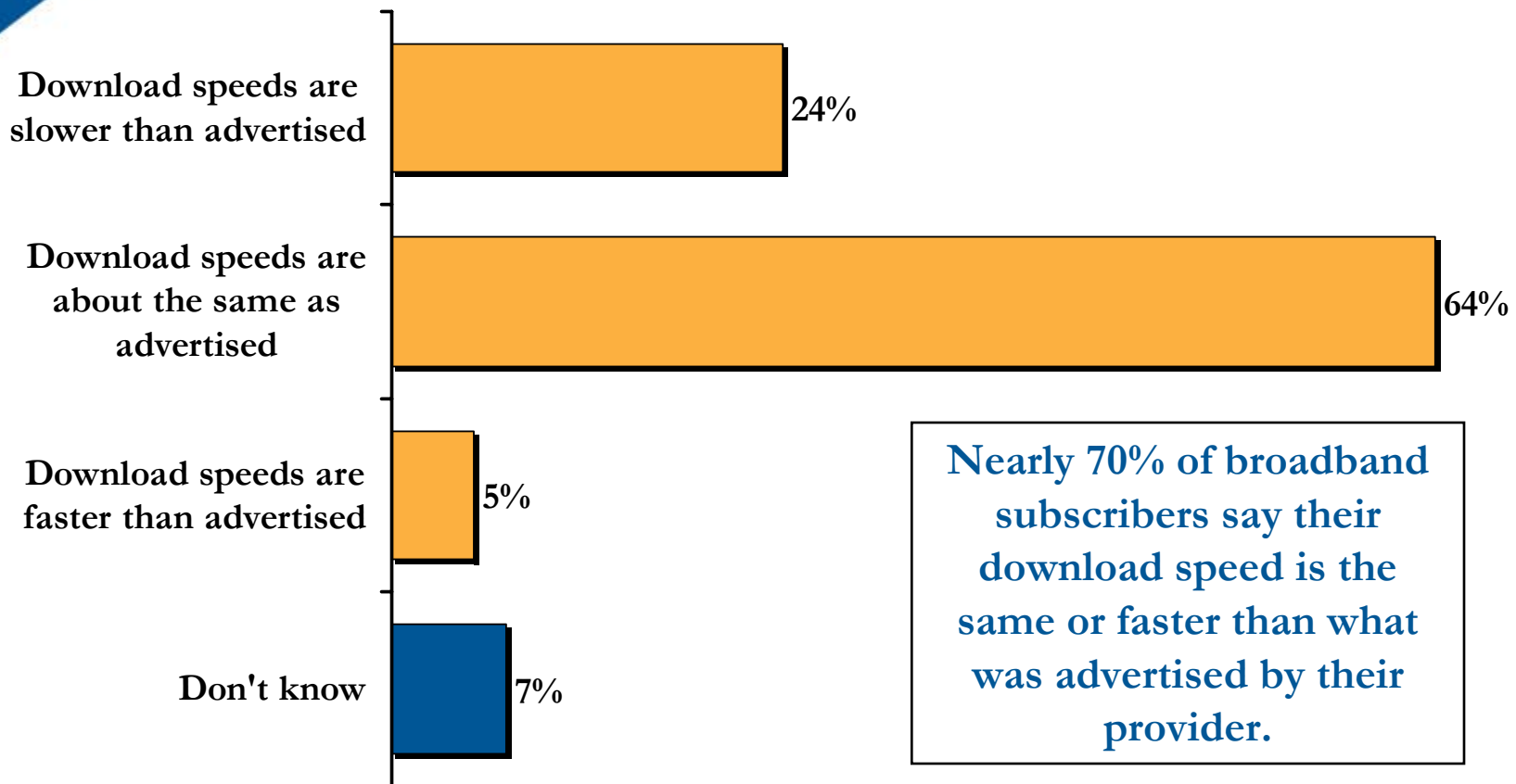
Q: Are you aware of any services available in your area that offer faster speeds than the service you have now? and

Q: In the next 12 months, how likely are you to upgrade or sign up for a faster connection speed for your broadband Internet service?

(n = 658 OH residents with broadband service at home and 202 OH residents with home broadband service who have the option of upgrading their broadband speed)

Actual Broadband Speeds vs. Advertised Speeds

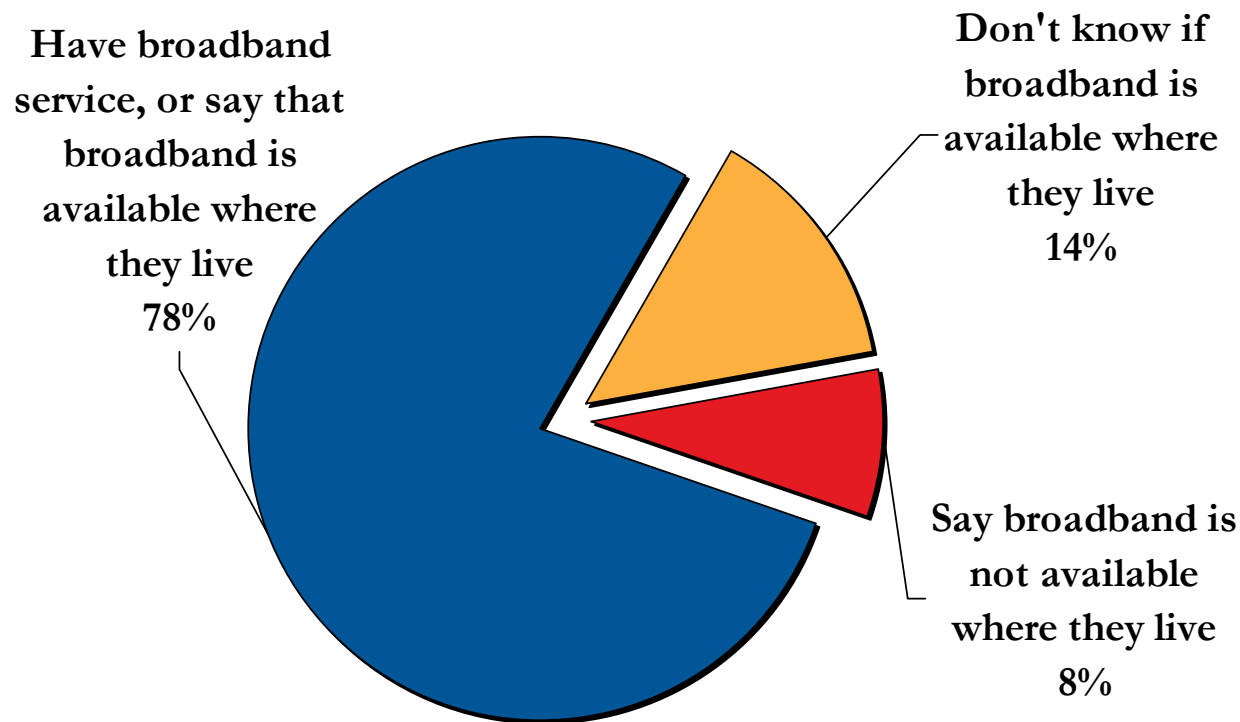
Among Ohio residents with home broadband service:



Q: To what extent would you say the actual speeds you receive compare to the speeds advertised by the Internet provider you use? (n = 658 OH residents with broadband service at home)

Perceptions of Broadband Availability in Ohio

Awareness of broadband availability among all Ohio residents:



While 92%* of Ohio residents have broadband available to them, only 78% are aware that broadband is available.

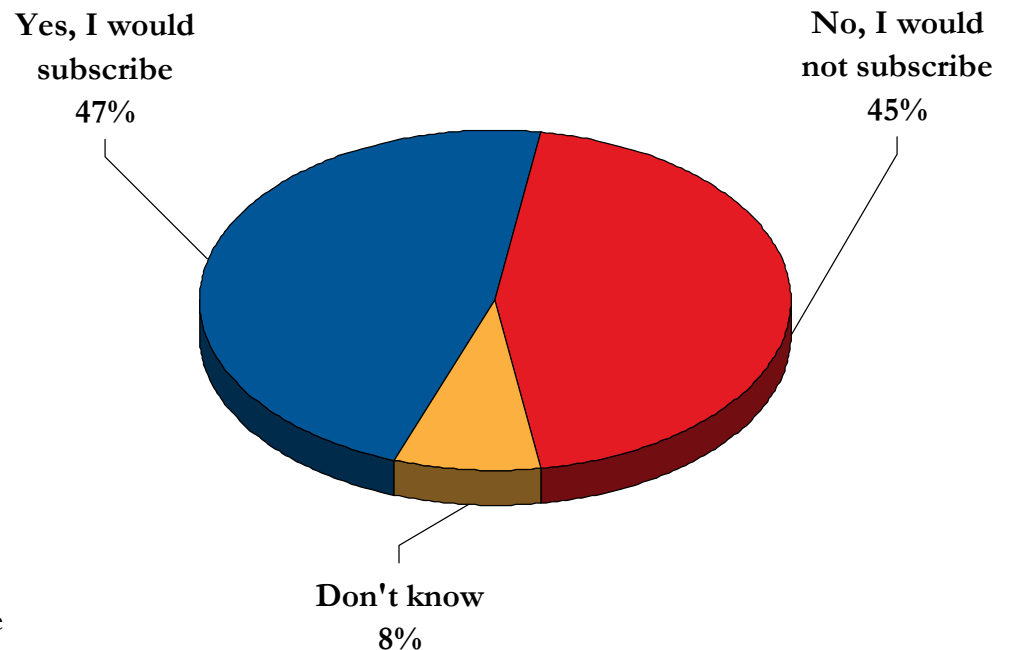
*2008 Connect Ohio Statewide Broadband Inventory Map.
Q: Is broadband service available in the area where you live?
(n = 1,200 OH residents)

Lack of Availability as a Barrier to Broadband Adoption

Among Ohio residents who say broadband service is not available where they live:

Nearly one-half of Ohio residents who say broadband service is unavailable say they would subscribe if it were available.

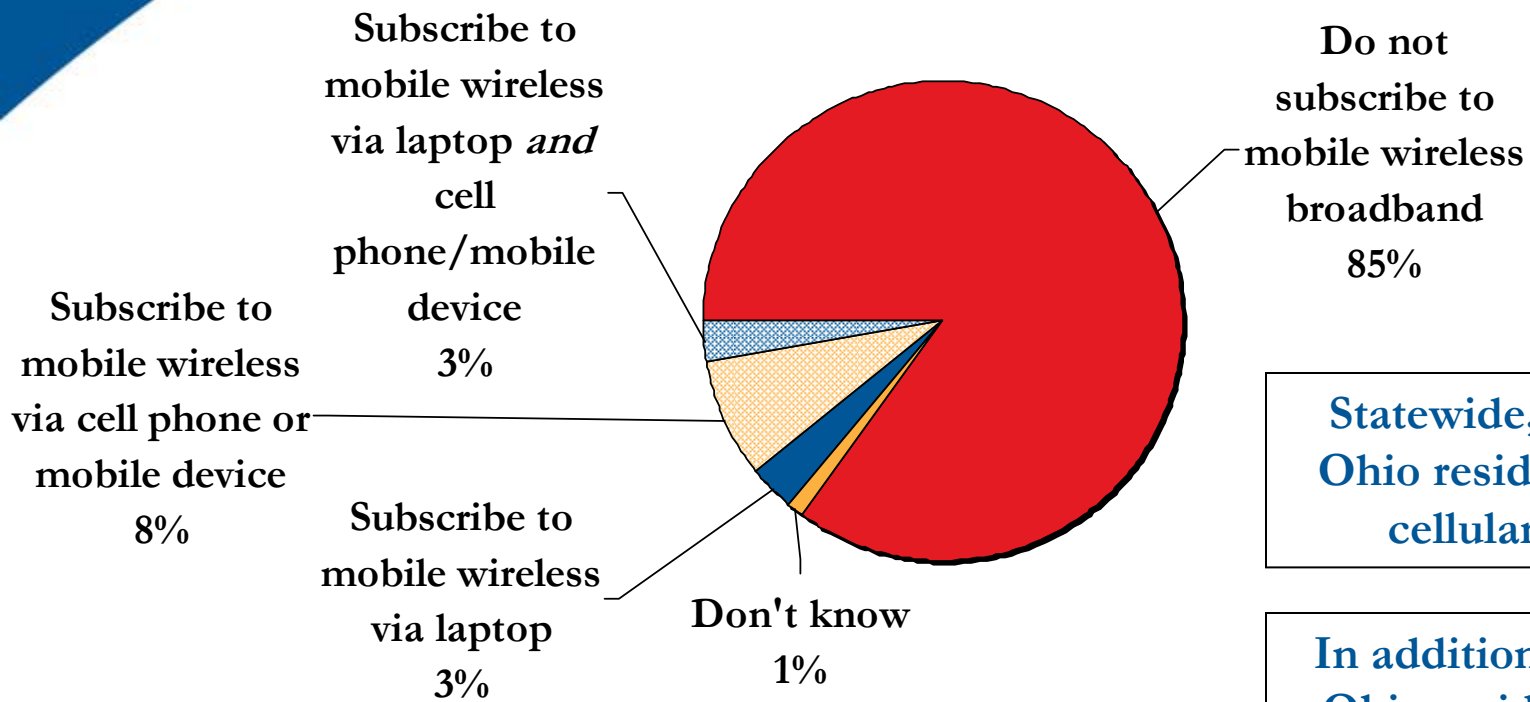
At the same time, the other half of these Ohio residents would *not* subscribe to broadband if it were available.



Q: Would you sign up for broadband service if it were available in your area?
(n = 95 OH residents who say broadband service is not available where they live)

Mobile Wireless Broadband Adoption

Percent of all Ohio residents:



Statewide, 72% of all Ohio residents have a cellular phone.

In addition, 43% of all Ohio residents own a laptop computer.

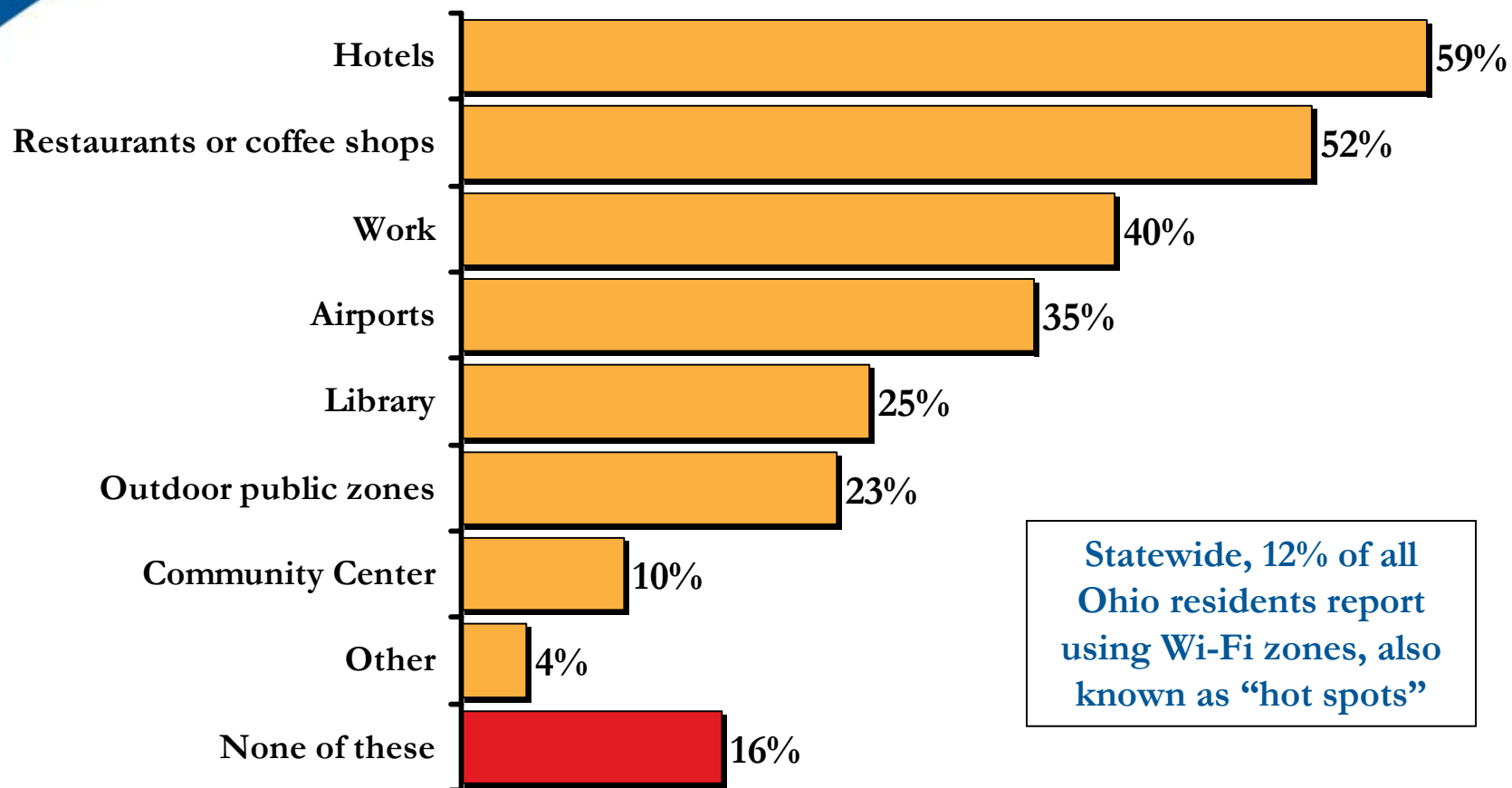
Q: On your laptop computer, do you subscribe to mobile wireless service that allows you to access the Internet through a cellular network? and

Q: Do you access the Internet through a cellular phone or mobile device?

(n = 1,200 OH residents)

Wi-Fi Zone (“Hot Spot”) Usage

Top Wi-Fi zones (among residents who use hot spots):



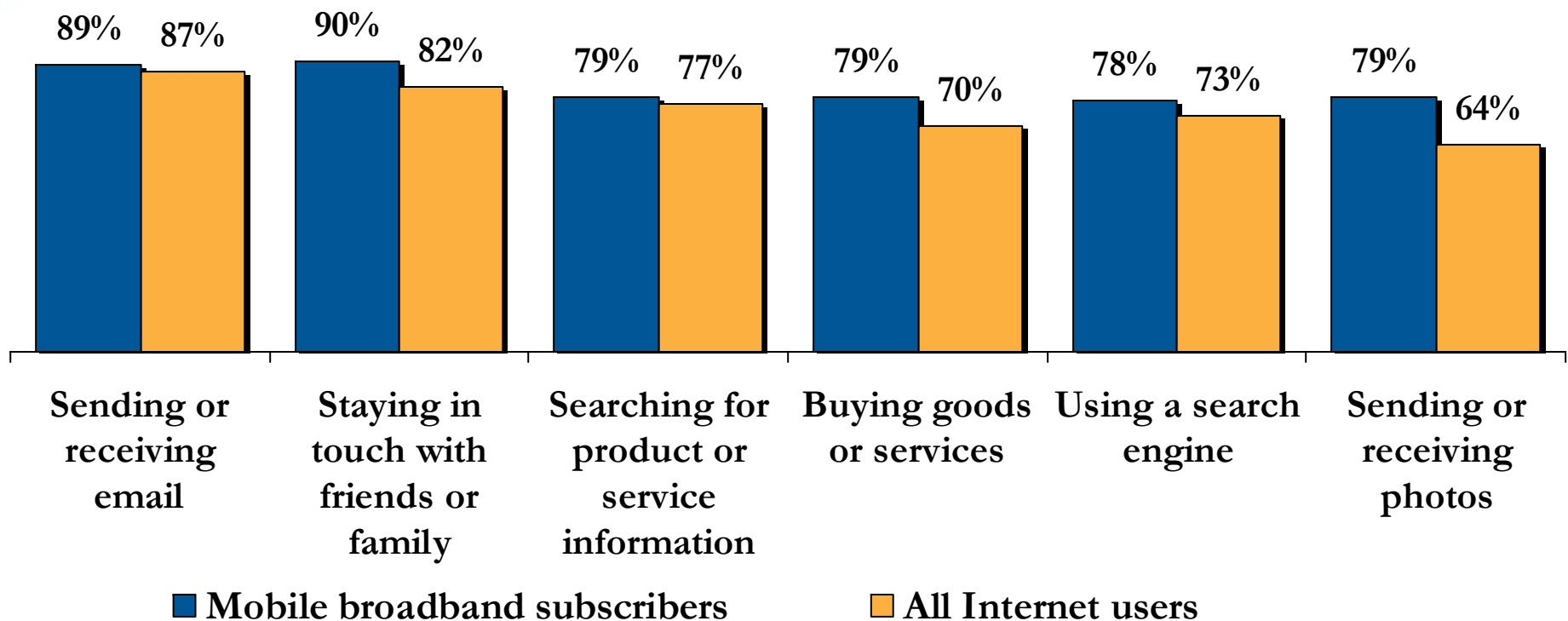
Q: Do you regularly use hot spots at any of the following locations?
(n = 139 OH residents who use Wi-Fi hot spots)

35

Source: 2008 Connect Ohio Statewide Residential Technology Assessment
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Internet Usage Among Mobile Wireless Subscribers

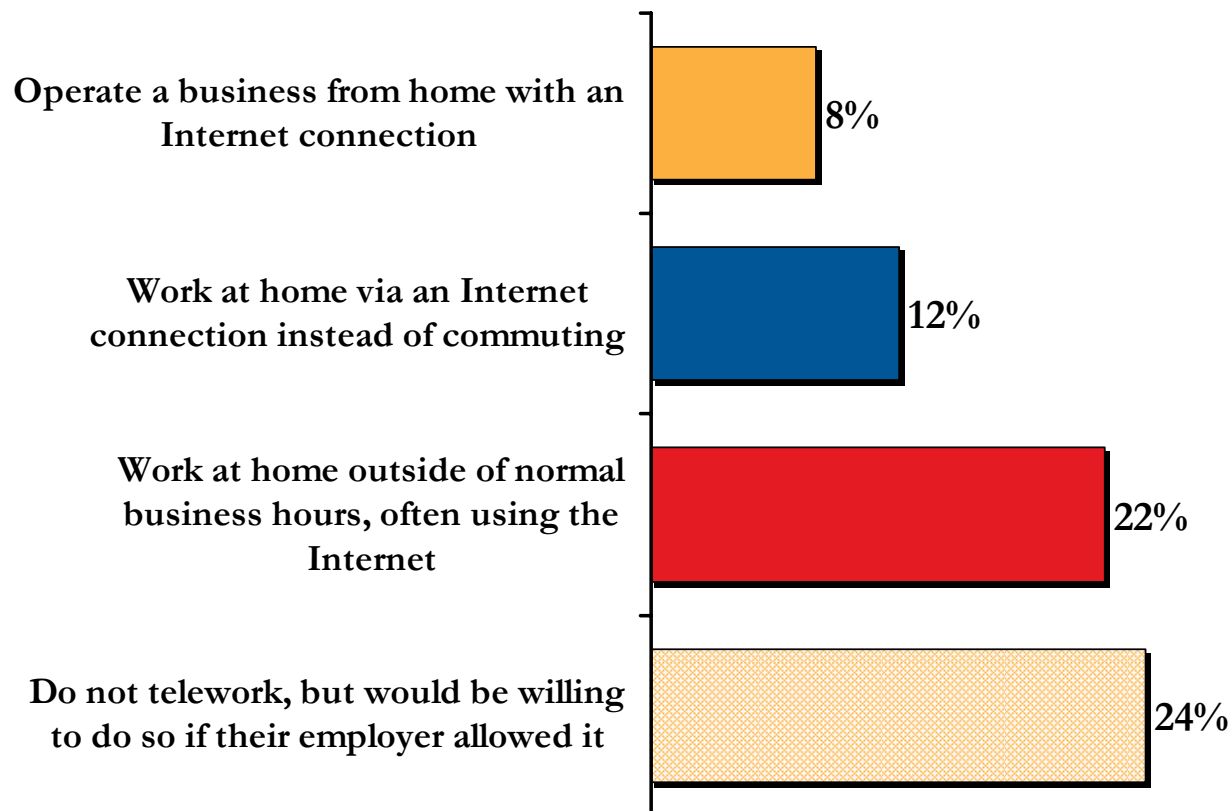
Top Internet applications used by mobile broadband subscribers:



(n = 949 OH residents who use the Internet, and 160 mobile wireless subscribers)

Ohio Residents and Telework

Among Ohio residents employed full- or part-time:



Currently 42% of employed Ohio residents use the Internet to work from home during business hours or after hours.

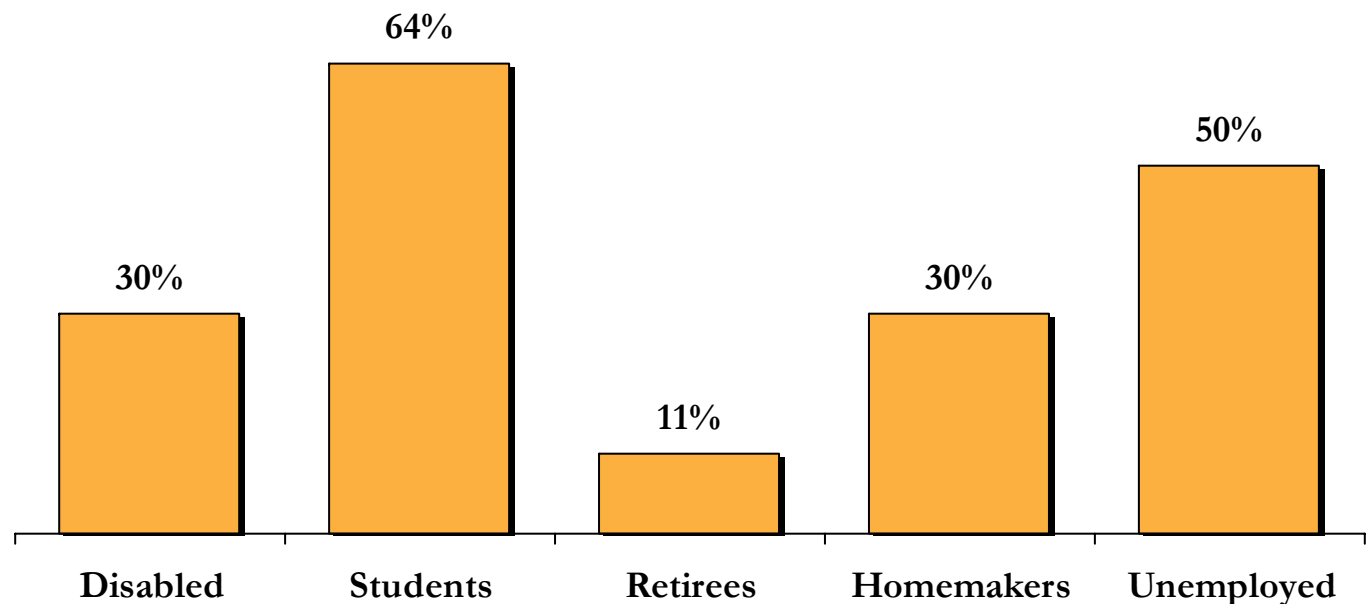
More than one-quarter (26%) of Ohio workers who say they use the Internet to work at home instead of commuting say they telework almost every workday.

Q: Do you ever do work from home related to your job or self employment?
(n = 729 OH residents employed full- or part-time)

Telework's Potential Impact on the Labor Force

Percent of Ohio adults who don't work, but would be likely to join the labor force if allowed to telework:

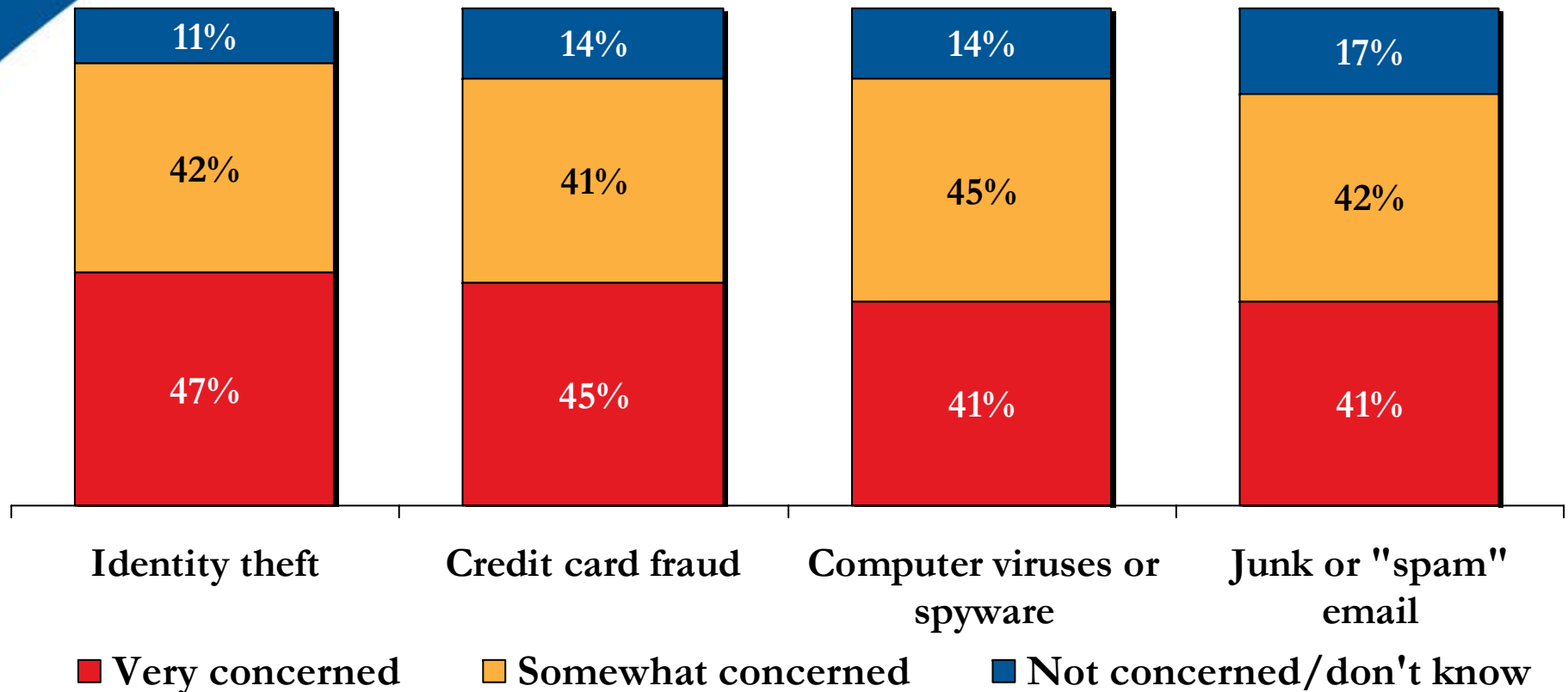
24% of all non-working Ohio adults would likely join the labor force if allowed to telework.



Q: If you were able to work from home through a broadband connection - commonly known as teleworking - how likely is it that you would work outside the home?
(n = 471 OH residents not employed full- or part-time)

Level of Concern About Online Security

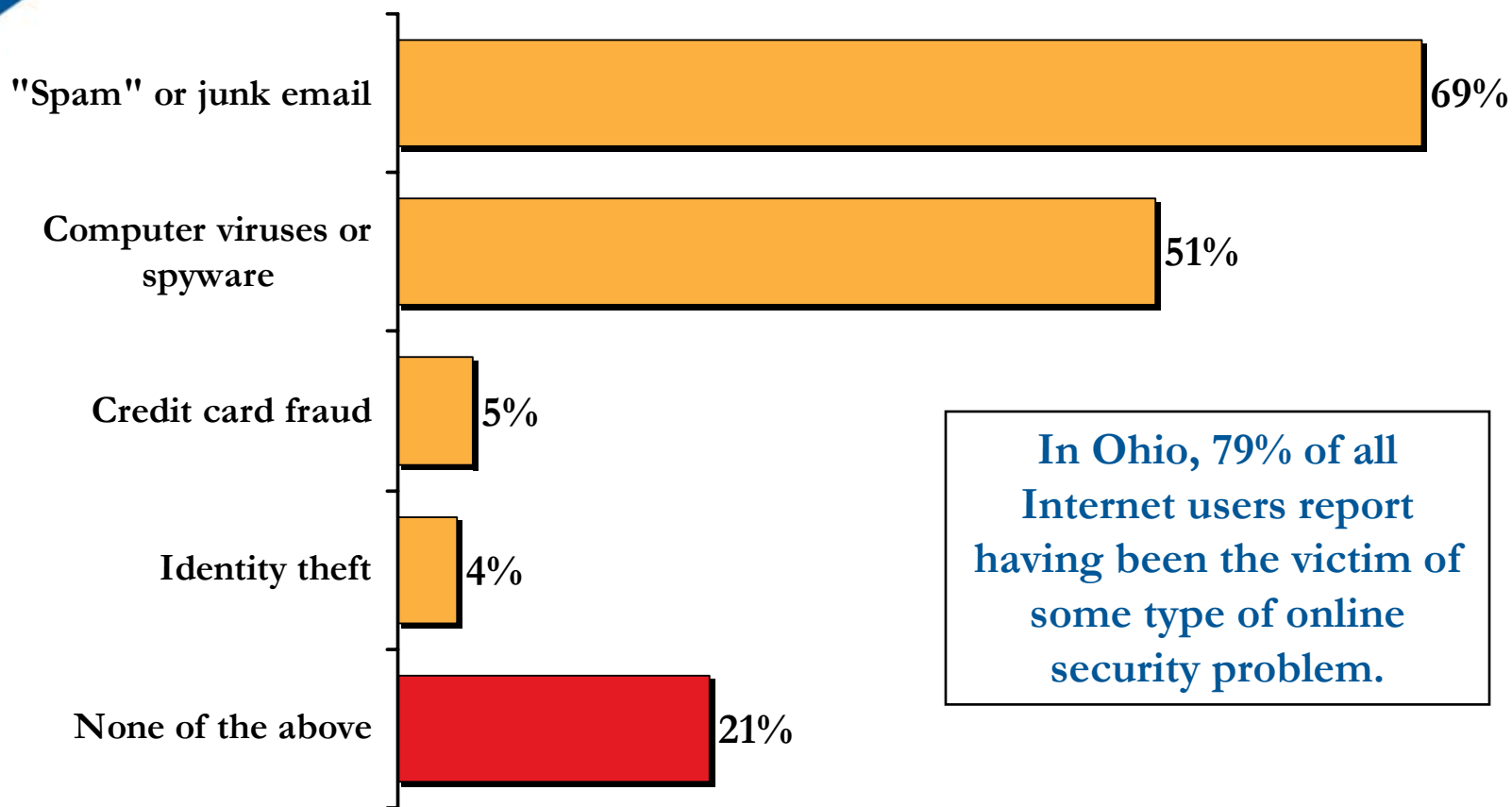
Percent of all Ohio Internet users:



Q: How much concern or worry do you have about the following issues?
 (n = 949 OH residents who use the Internet)

Online Victimization Among Ohio Internet Users

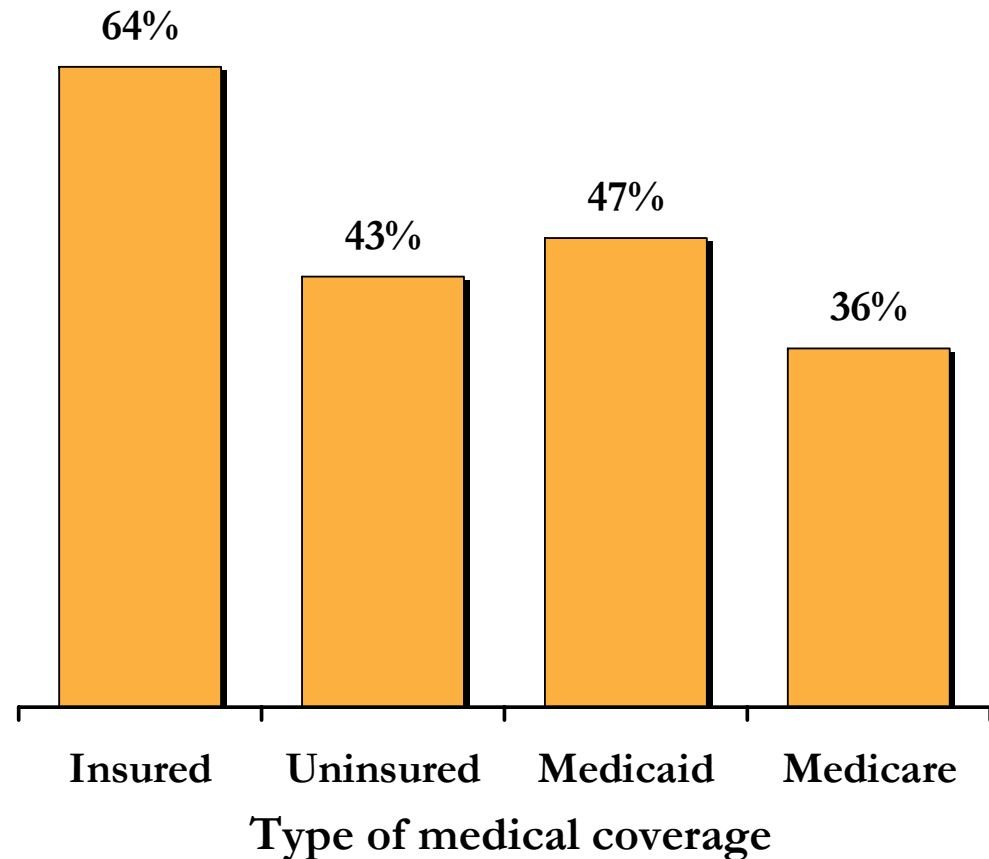
Percent of Ohio Internet users who have been a victim of the following:



Q: Have you ever been a victim to any of the following [issues] through the Internet?
(n = 949 OH residents who use the Internet)

Online Healthcare Applications

Percent of all Ohio residents who access healthcare resources or information online:



In Ohio, 43% of uninsured residents use the Internet to search for healthcare information or speak with a healthcare professional.

On average, uninsured Ohio residents save over \$4.2 million dollars a year on healthcare costs by accessing healthcare resources online.*

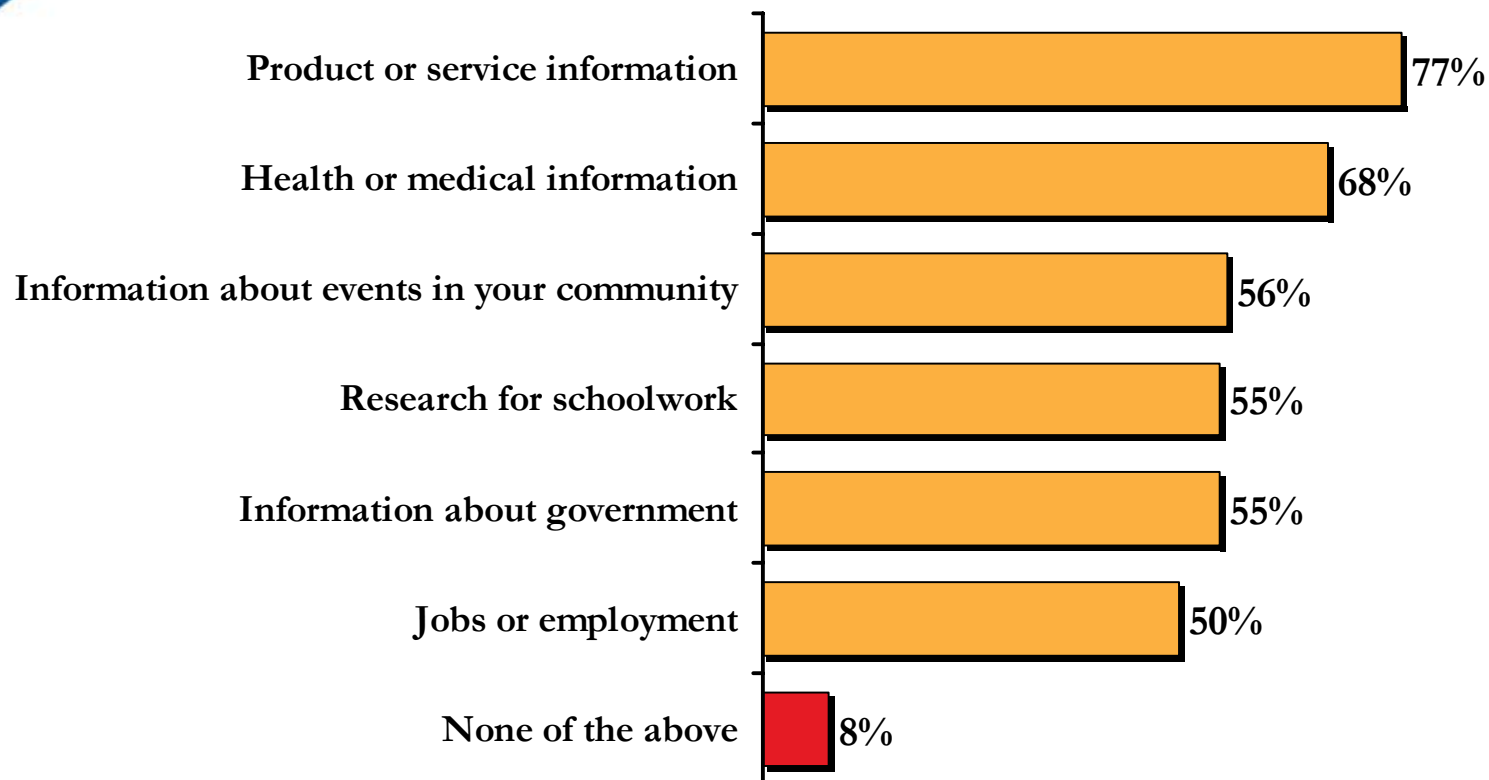
*Using estimates calculated in *The Economic Impact of Stimulating Broadband Nationally*, released in 2008 by Connected Nation
 Q: Which of the following types of information have you used the internet to look for online? and
 Q: Which of the following types of individuals or organizations have you interacted with online?
 (n = 1,200 OH residents)



Online Activities Among Ohio Internet Users

Searching For Information Online

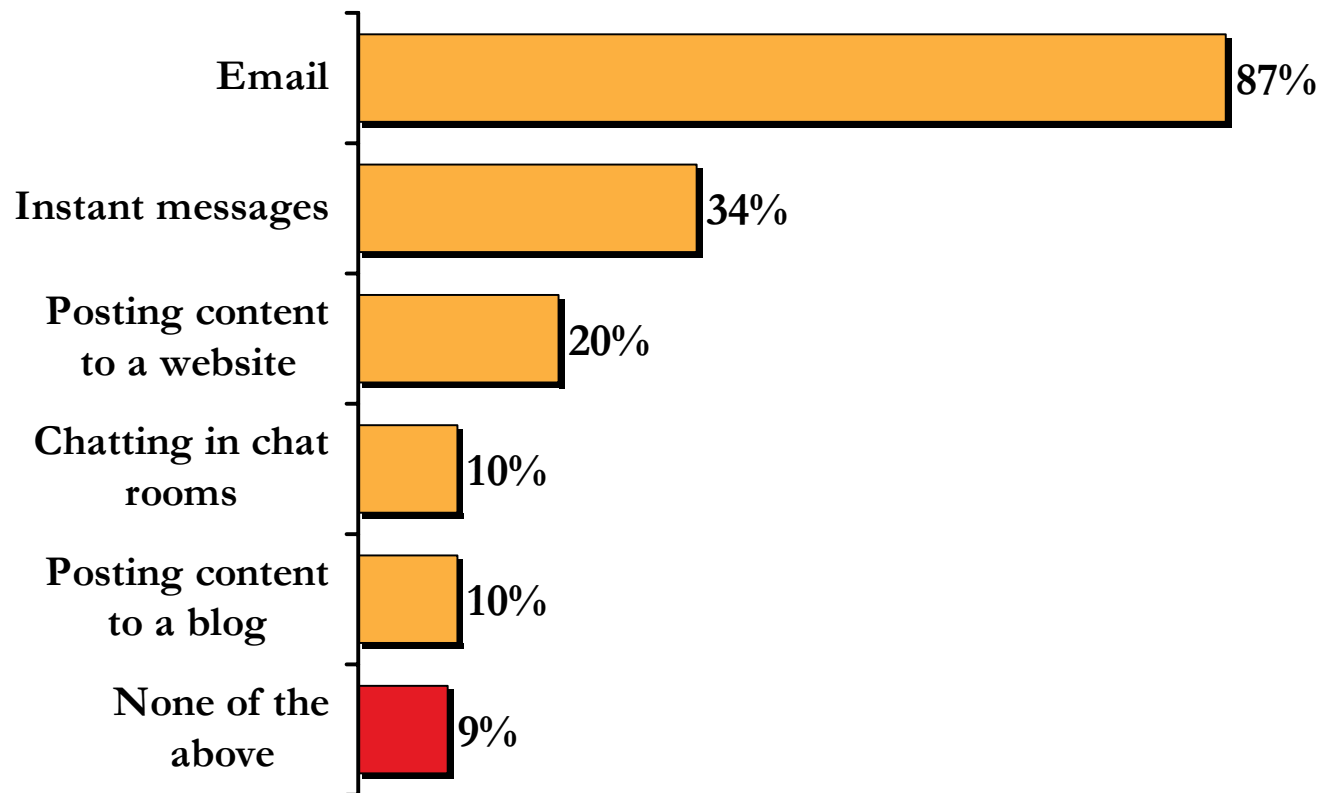
Percent of Ohio Internet users who search for the following types of information:



Q: Which of the following types of information have you used the internet to look for online?
(n = 949 OH residents who use the Internet)

Communicating With Others Online

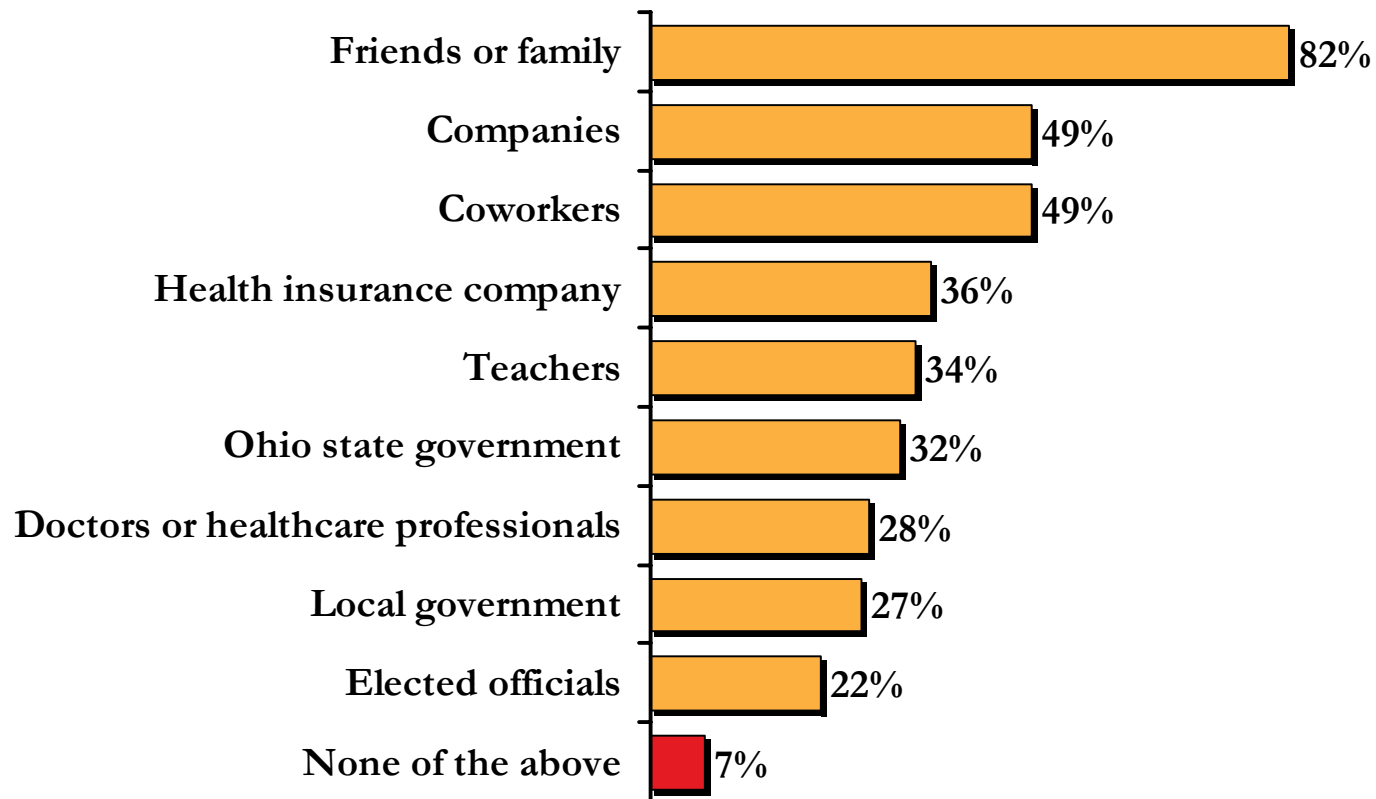
Percent of Ohio Internet users who communicate with others in the following ways:



Q: Which of the following ways of communicating with others do you use?
(n = 949 OH residents who use the Internet)

Interacting Online

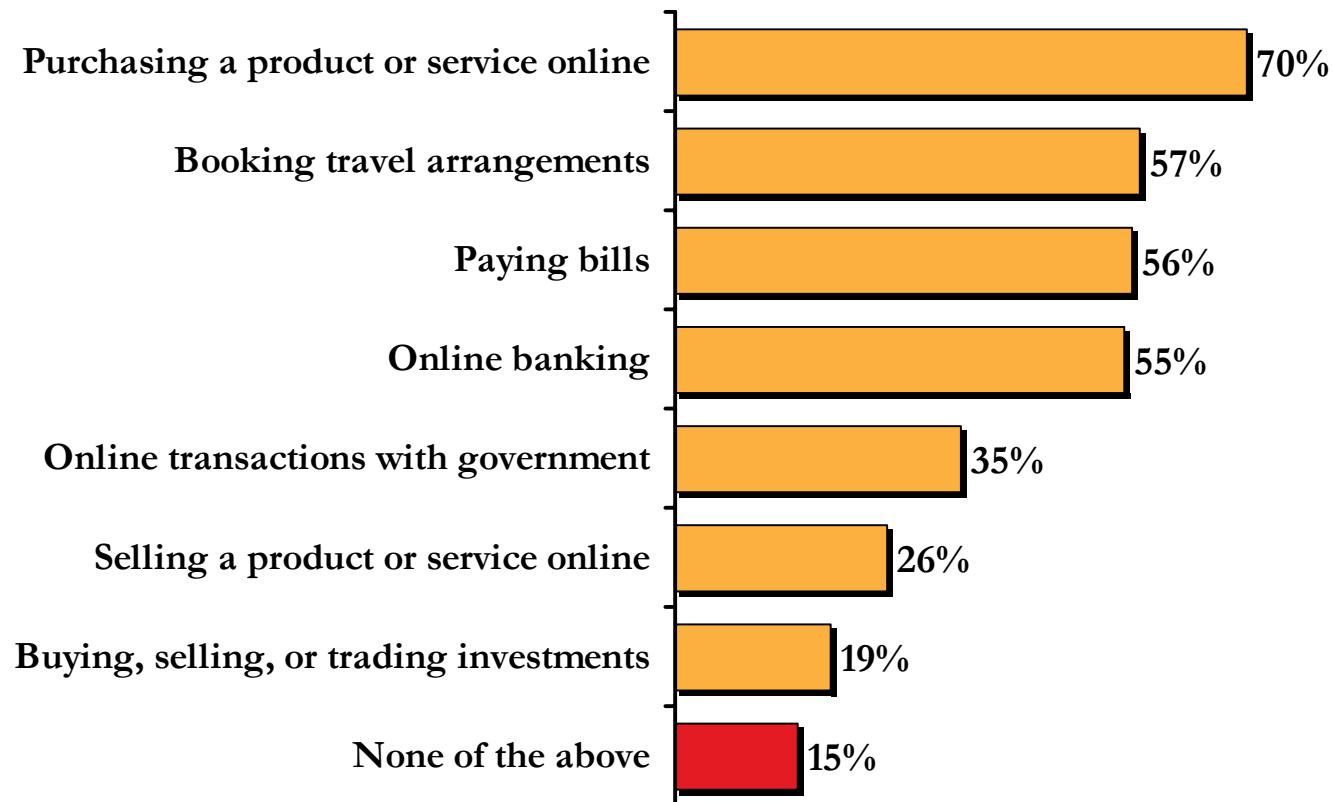
Percent of Ohio Internet users who interact with the following individuals or organizations:



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?
(n = 949 OH residents who use the Internet)

Online Transactions

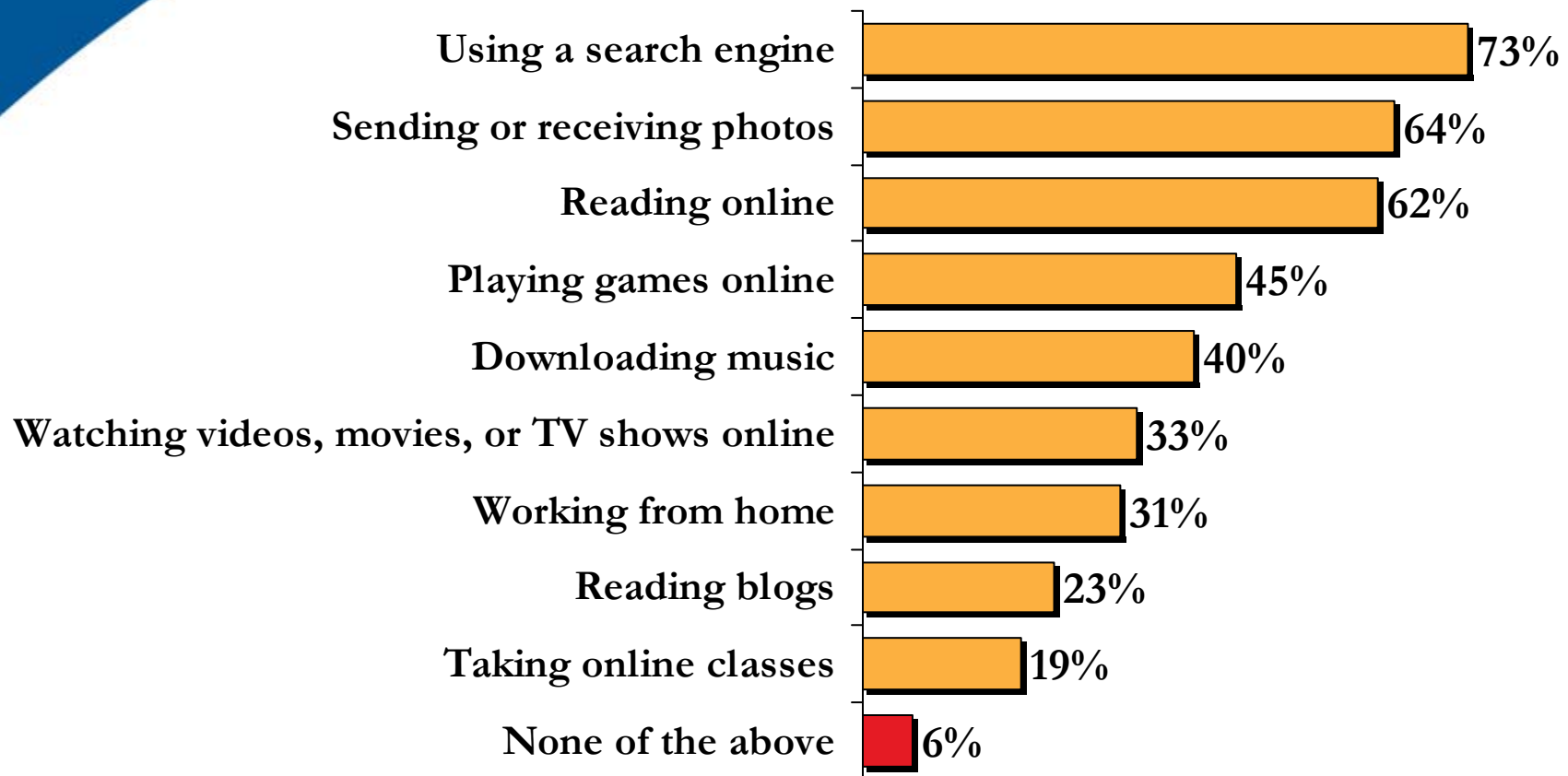
Percent of Ohio Internet users who conduct the following transactions online:



Q: Which of the following types of transactions have you completed online?
(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio Internet users who conduct the following activities online:



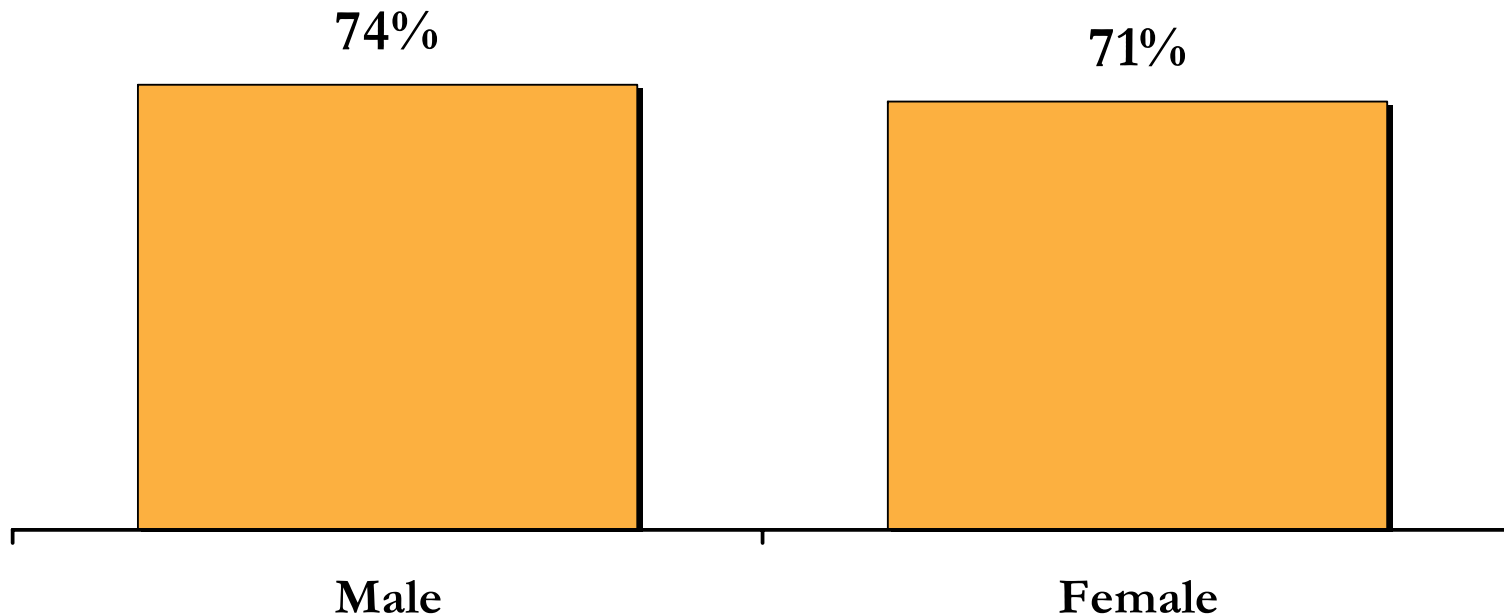
Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)



Residential Technology Assessment by Gender

Ohio Residents Who Own a Cellular Phone

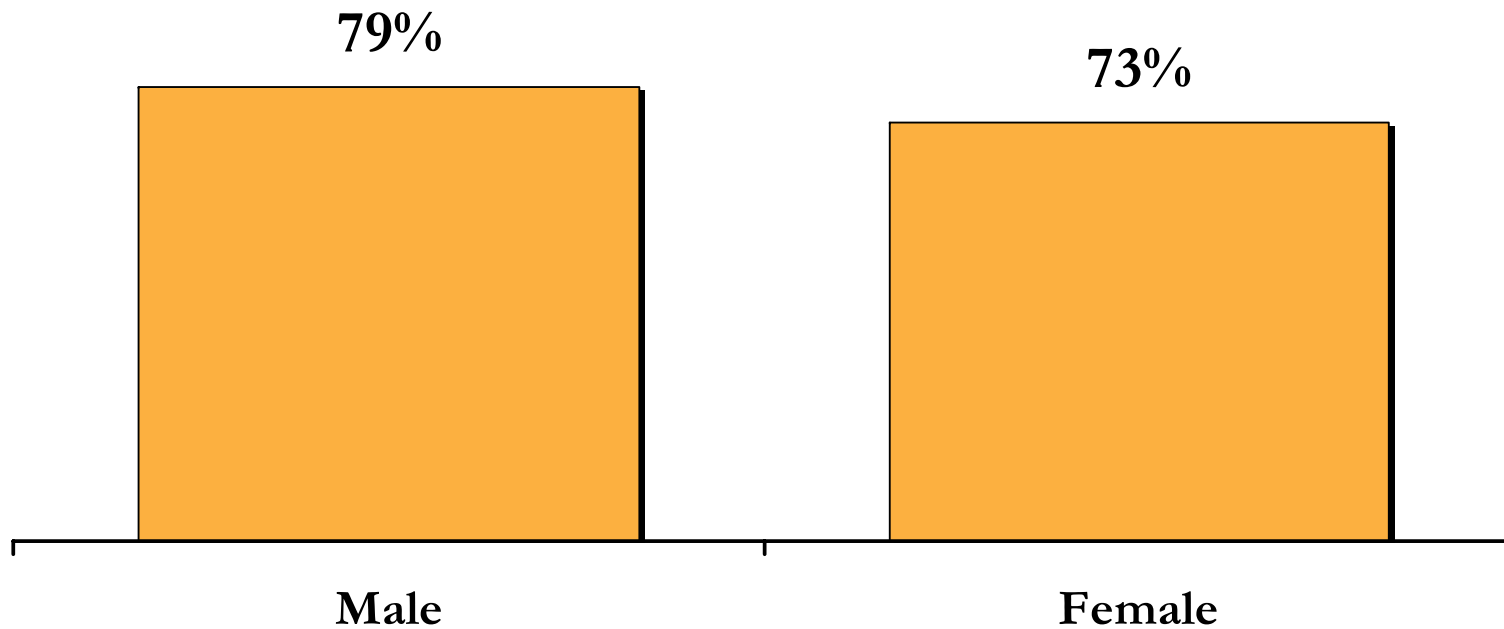
Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents have a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



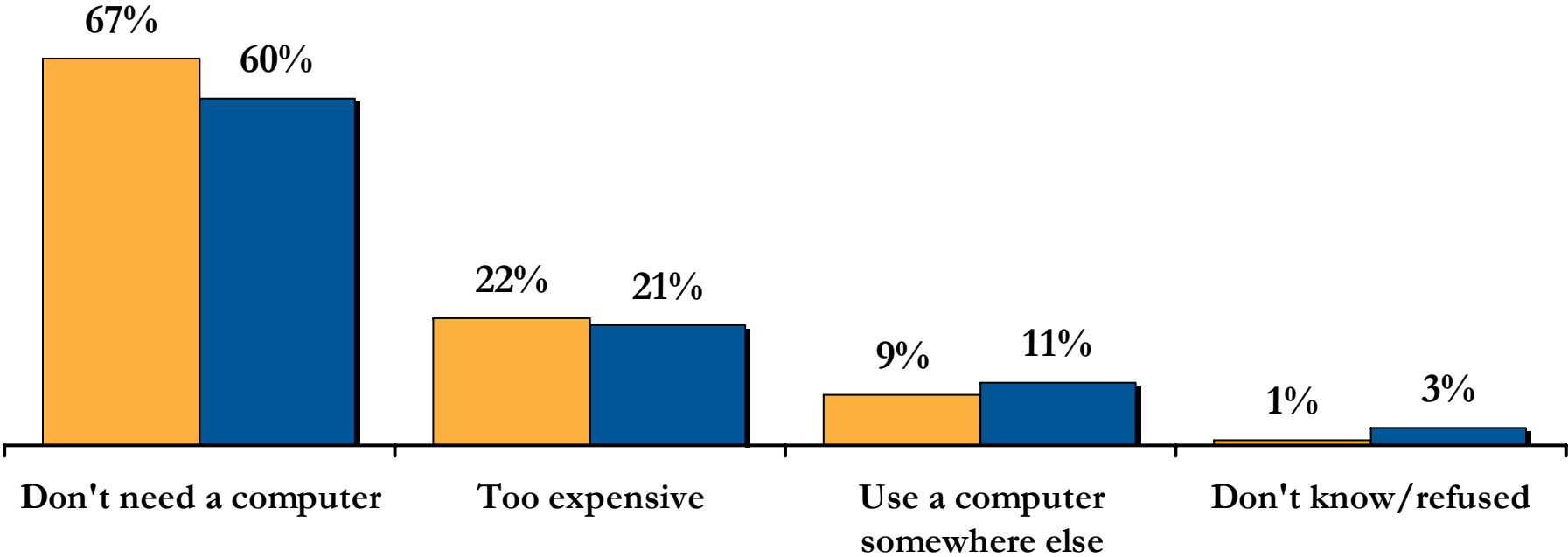
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Do you have an computer at home?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Top responses given when asked why Ohio residents do not own a computer:

Male Female

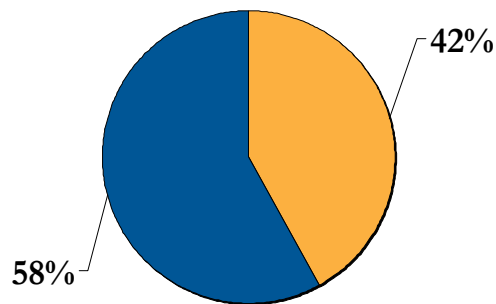


Q: Why don't you have a computer at home?
 (n = 290 OH residents with no computer in their household)

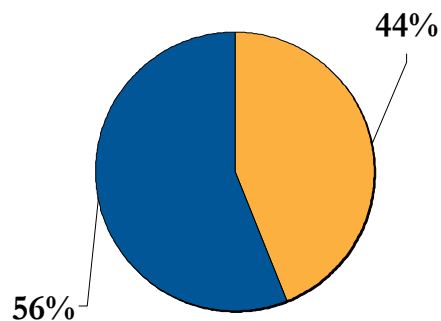
Barriers to Computer Ownership

Gender distribution of the top barriers to computer ownership:

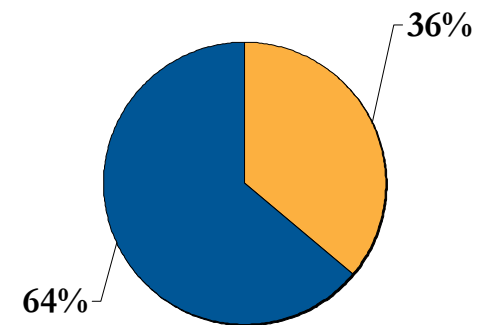
Computers are too expensive:




I do not need a computer:



I use a computer somewhere else:



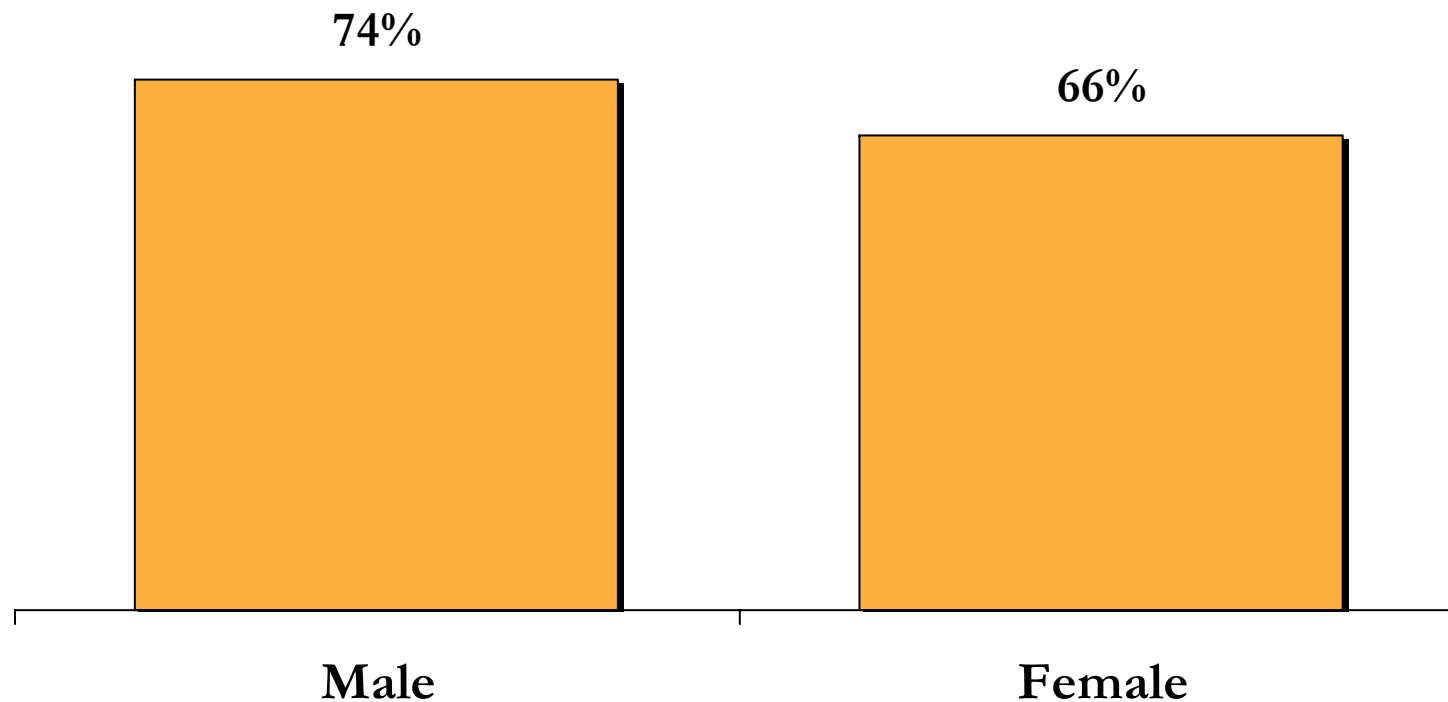
Male:


Female:


Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents With Home Internet Service (Dial-Up or Broadband)

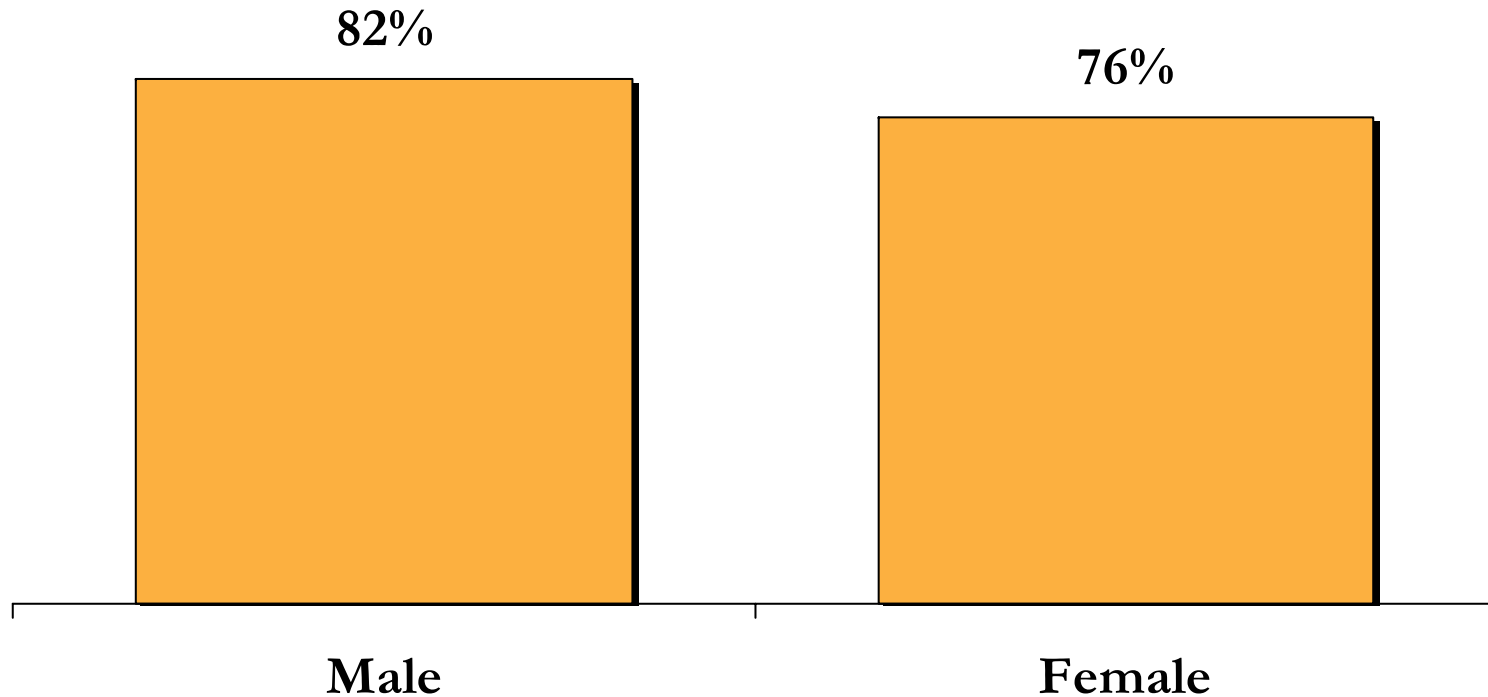
Percent of Ohio residents who access dial-up or broadband Internet from home:



Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Ohio Residents Who Access the Internet (Dial-Up or Broadband) from Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:

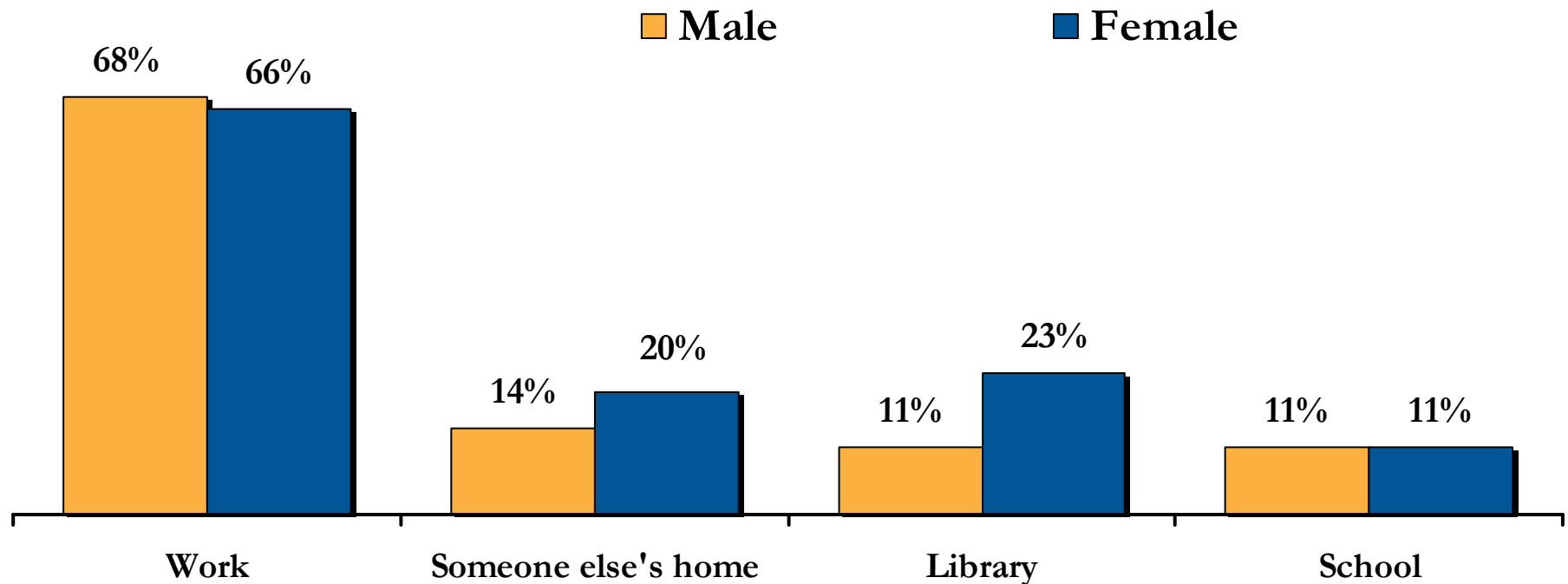


Statewide Average: 79% of Ohio residents access the Internet from home or someplace else.

Q: Do you use the Internet from any locations outside of your own home?
(n = 1,200 OH residents)

Most Popular Places for Ohio Residents to Access the Internet

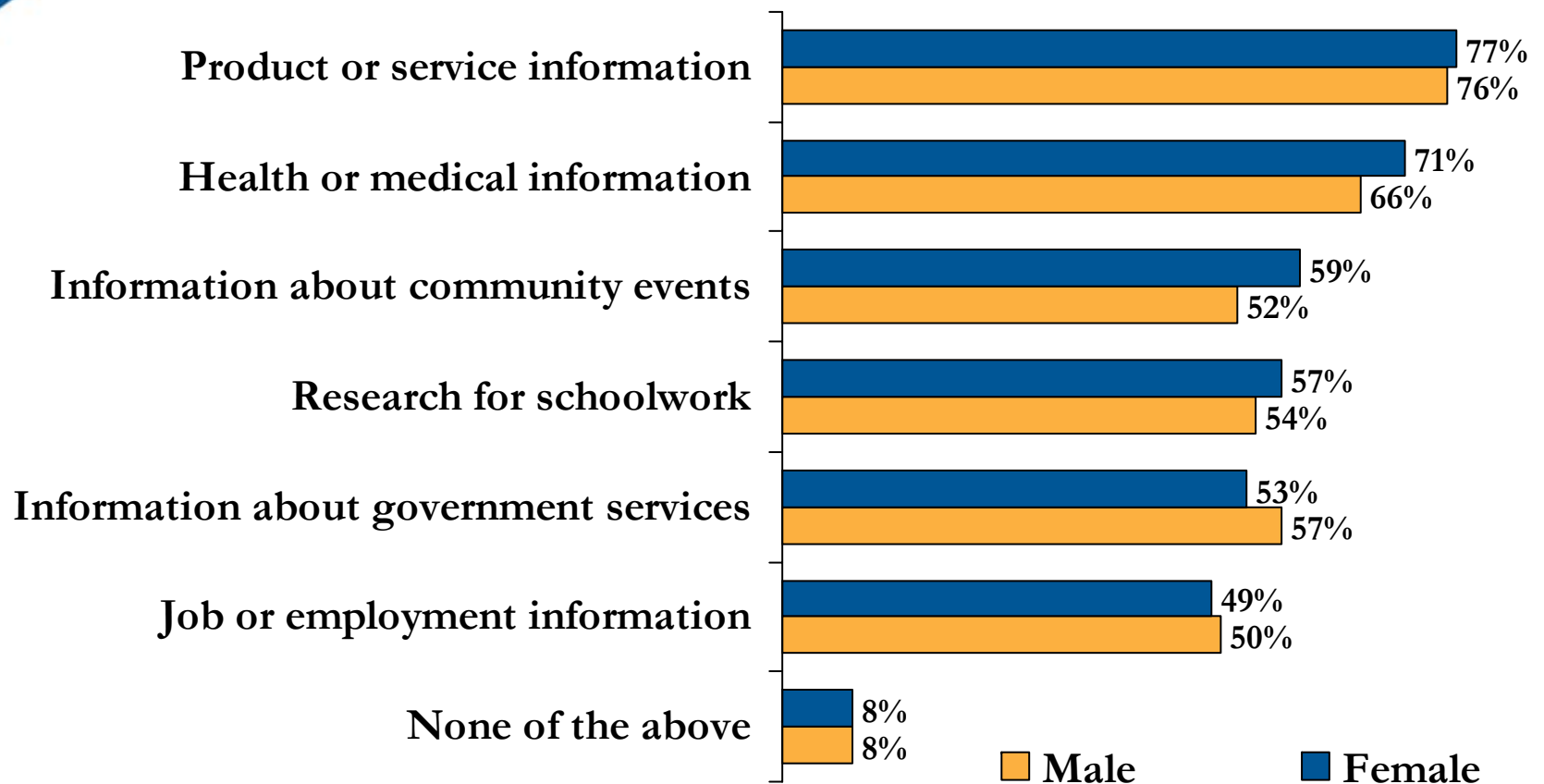
Percent of Ohio residents who access the Internet someplace other than home:



Q: At what locations do you have access to the Internet?
 (n = 542 OH residents who use the Internet outside the home)

Searching For Information Online

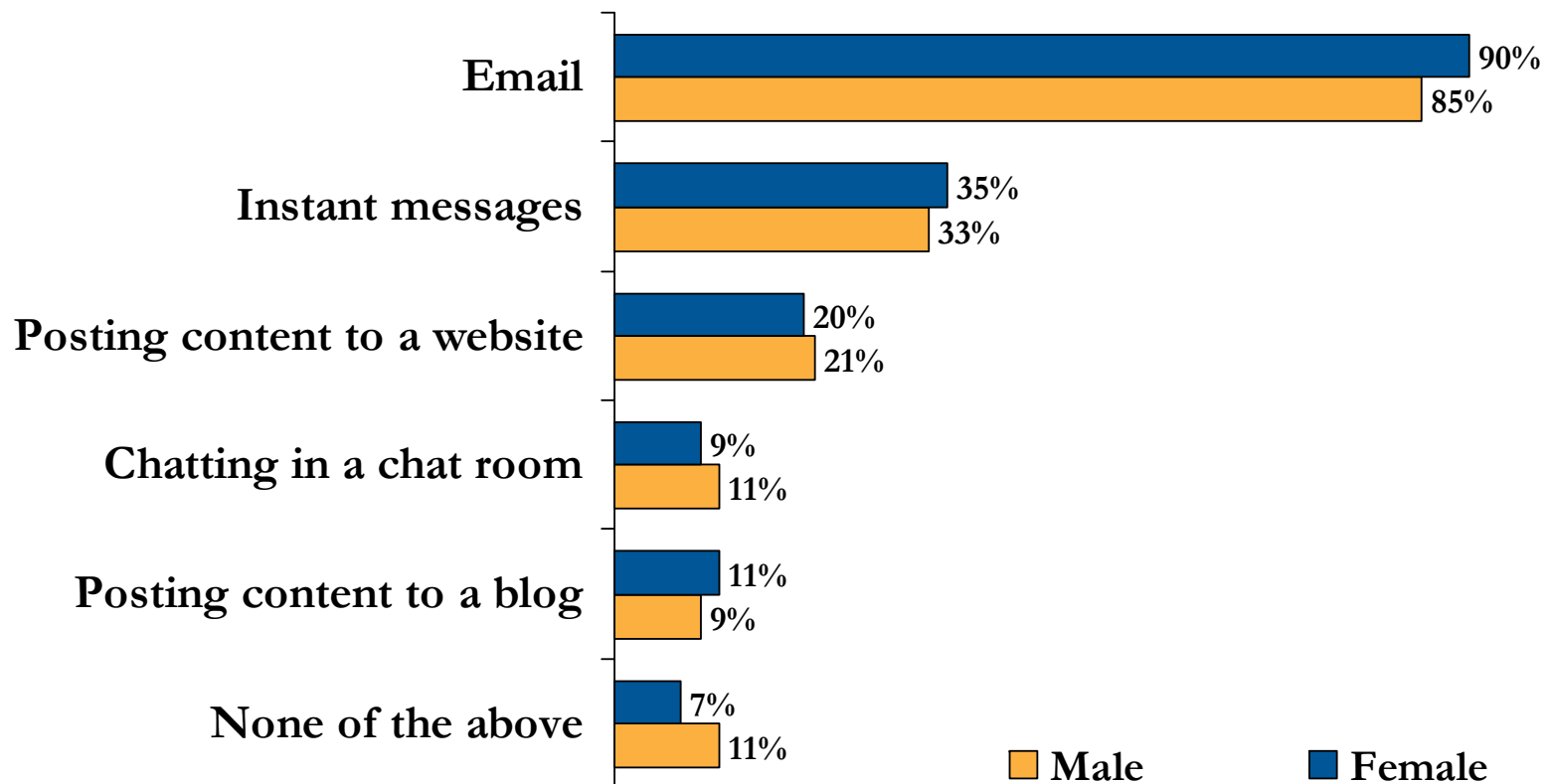
Percent of Ohio Internet users who search for the following types of information online:



Q: Which of the following types of information have you used the internet to look for online?
(n = 949 OH residents who use the Internet)

Communicating Online

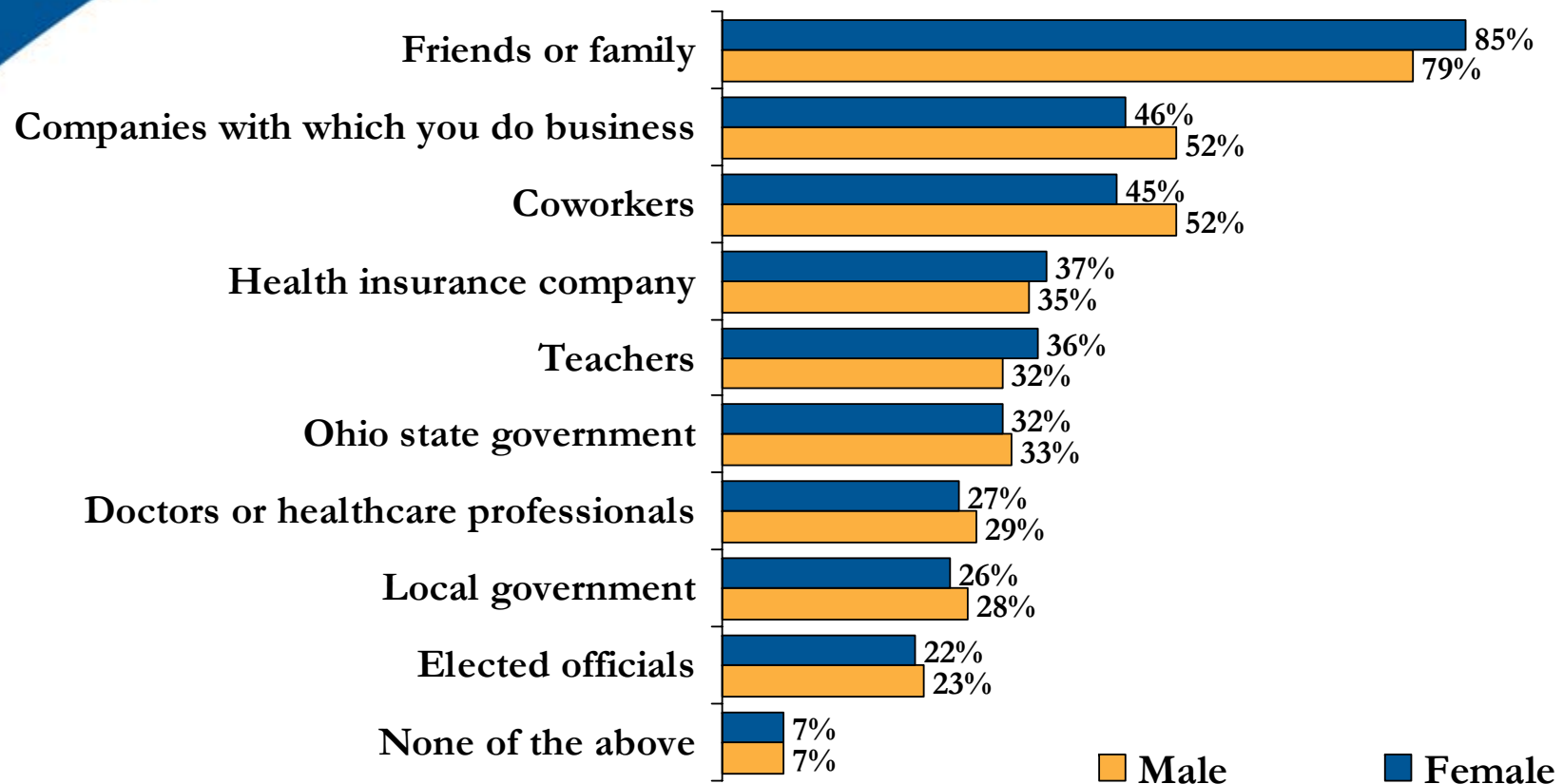
Percent of Ohio Internet users who communicate with others in the following ways:



Q: Which of the following ways of communicating with others do you use?
 (n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:

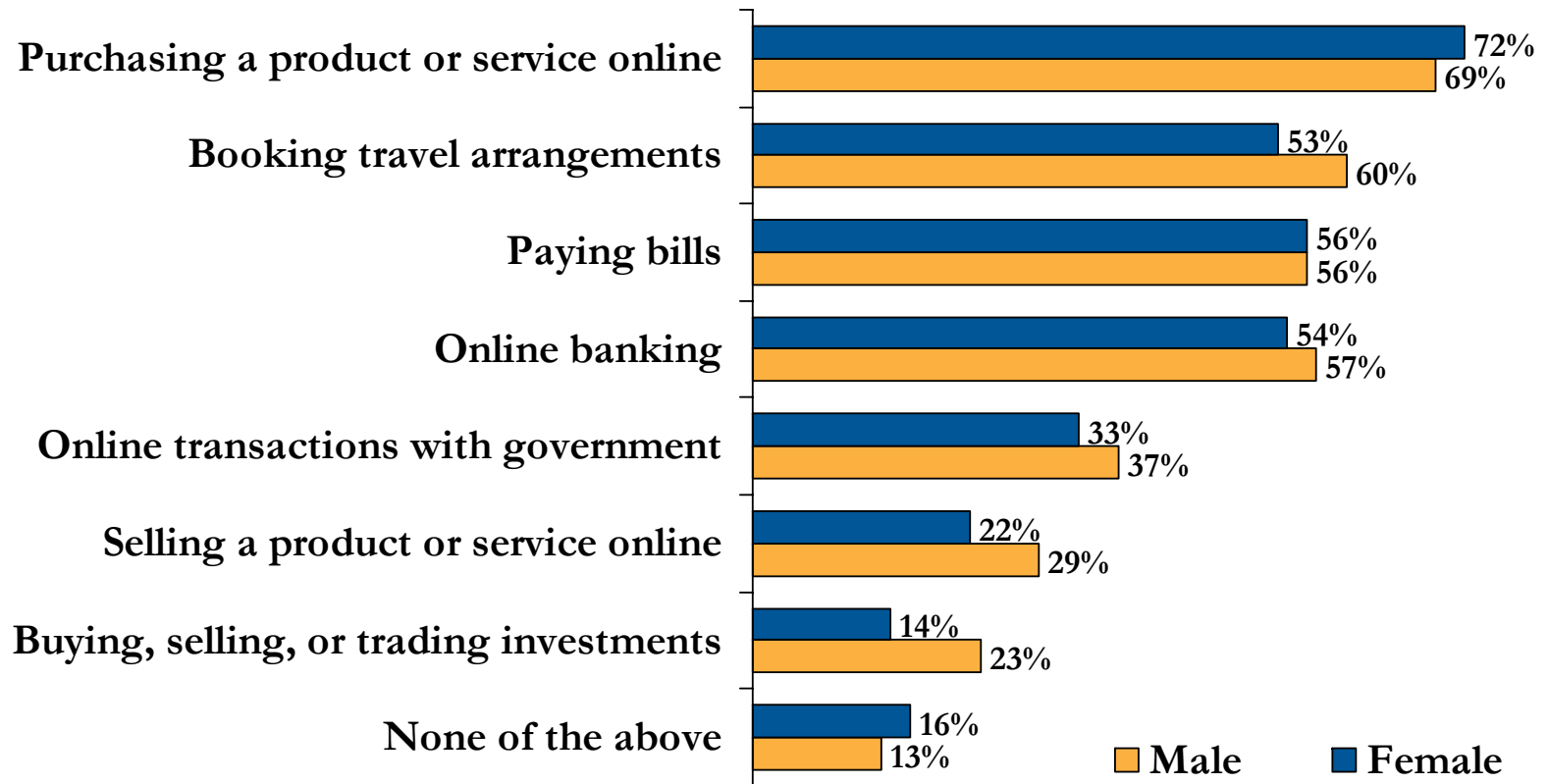


Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information?

(n = 949 OH residents who use the Internet)

Online Transactions

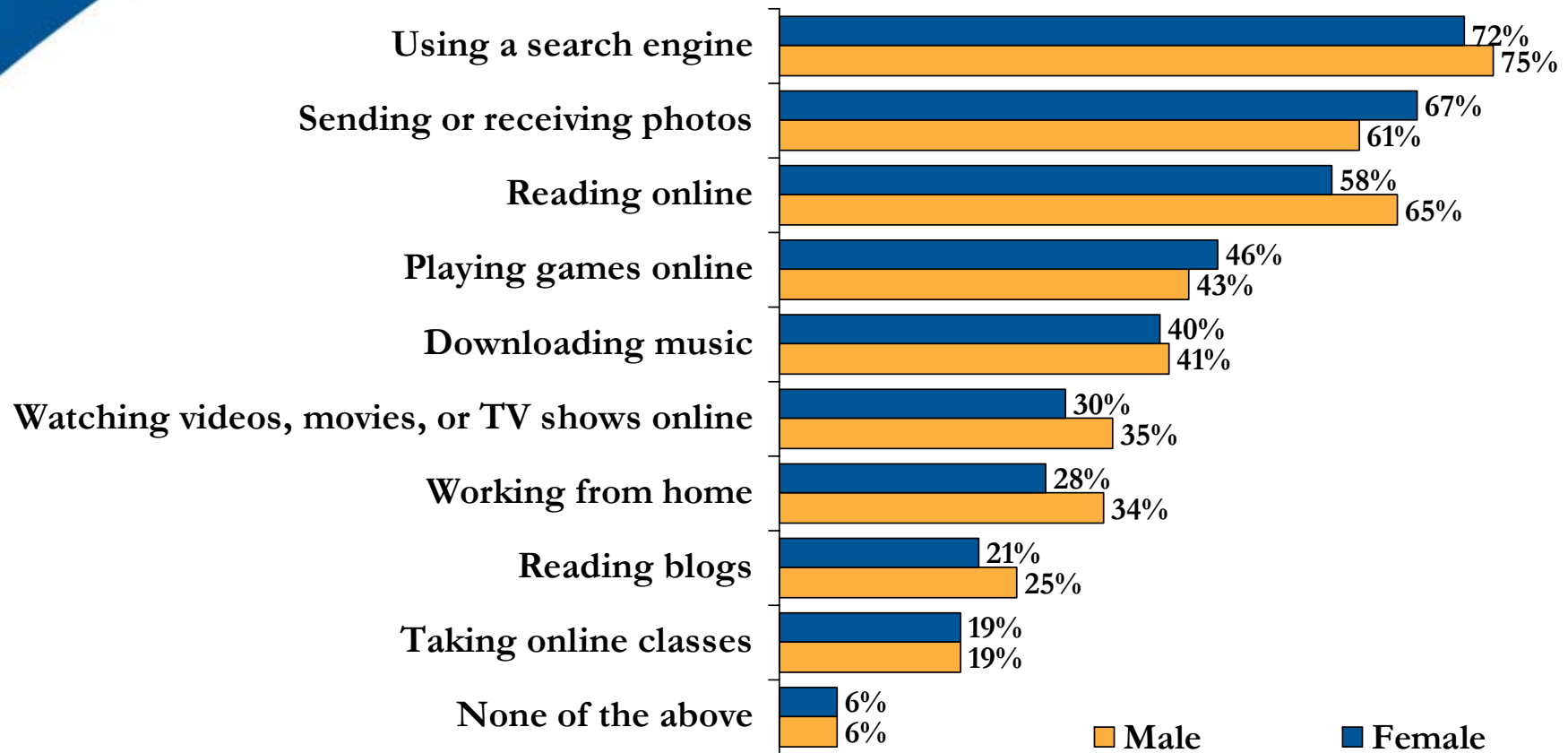
Percent of Ohio Internet users who conduct the following transactions online:



Q: Which of the following types of transactions have you completed online?
 (n = 949 OH residents who use the Internet)

Online Activities

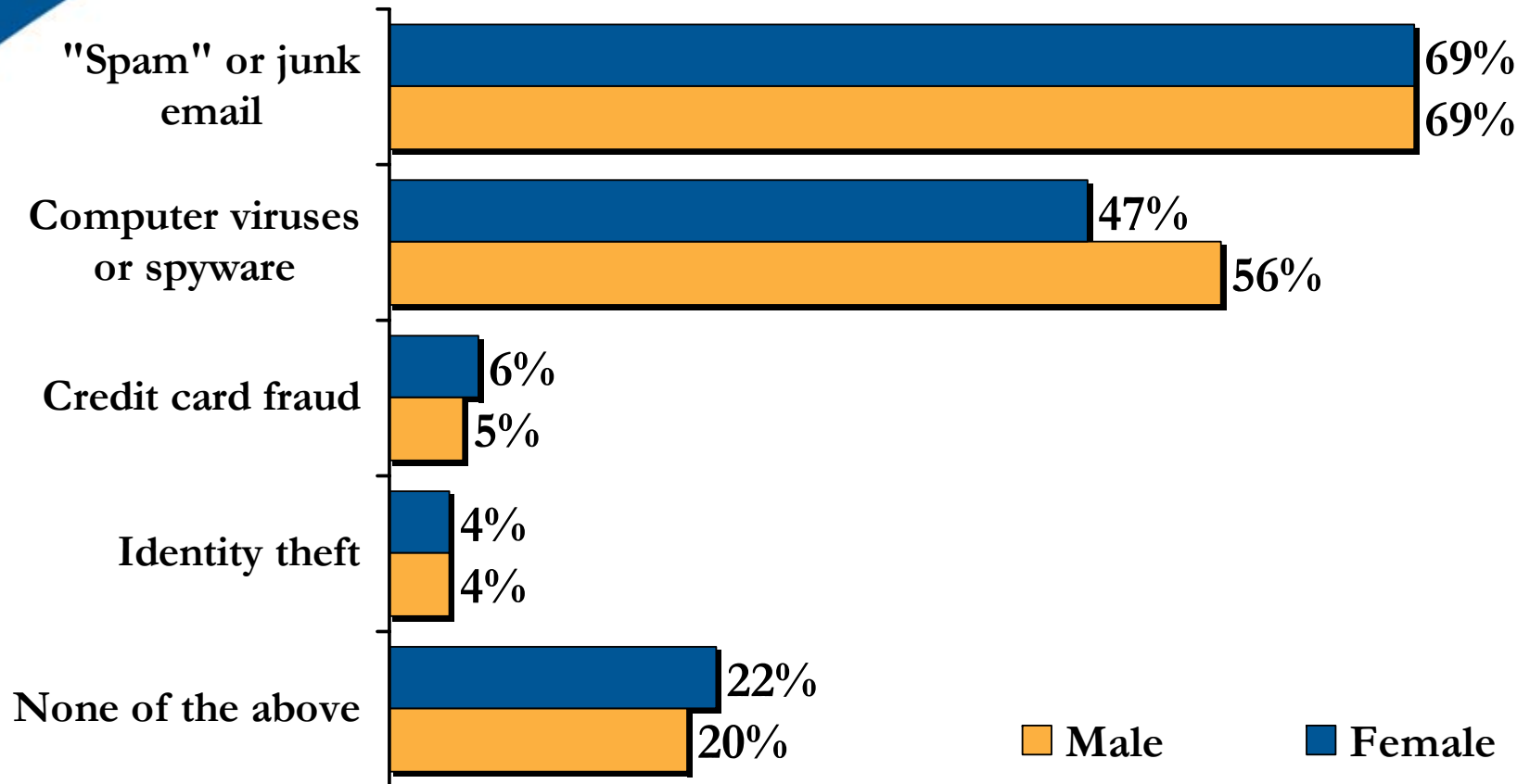
Percent of Ohio Internet users who conduct the following activities online:



Q: Which of the following activities do you conduct online?
 (n = 949 OH residents who use the Internet)

Internet Victimization

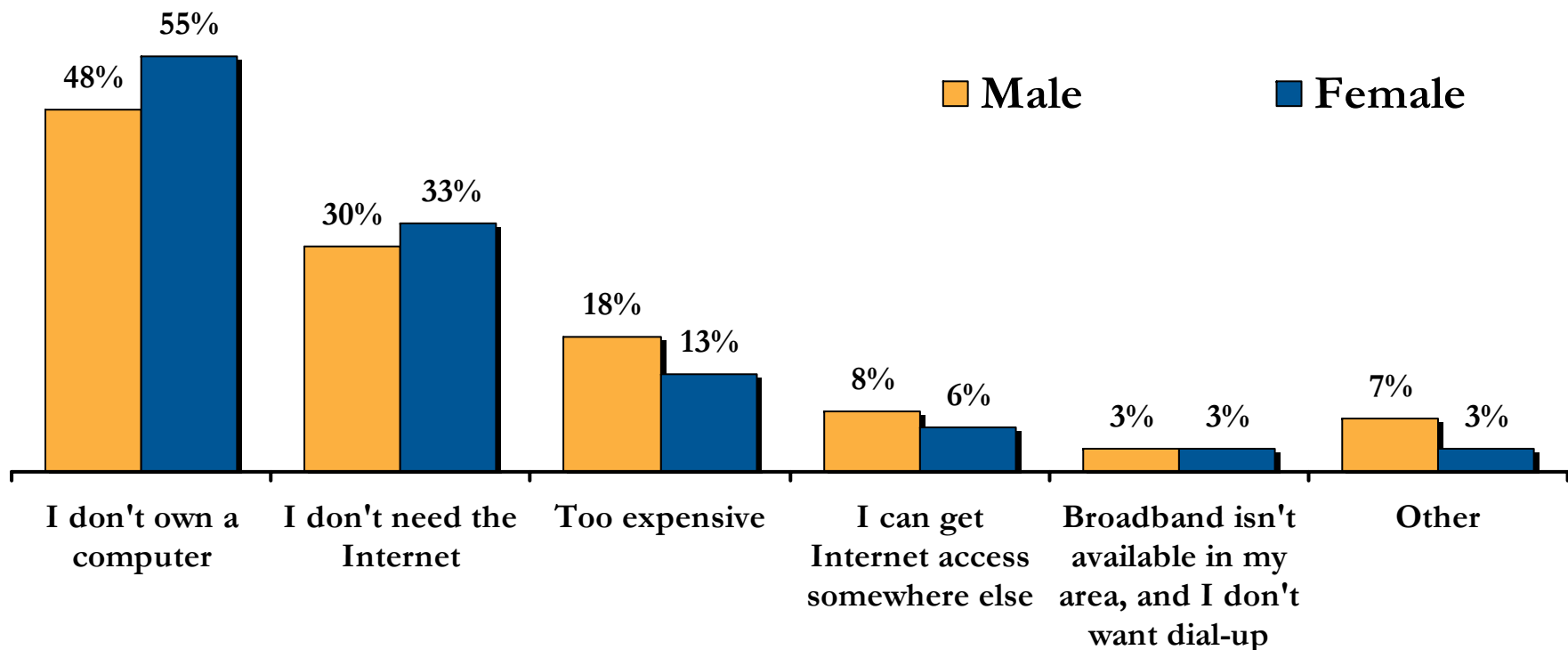
Among Ohio residents with Internet service at home:



Q: Have you ever been a victim to any of the following [issues] through the Internet?
 (n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

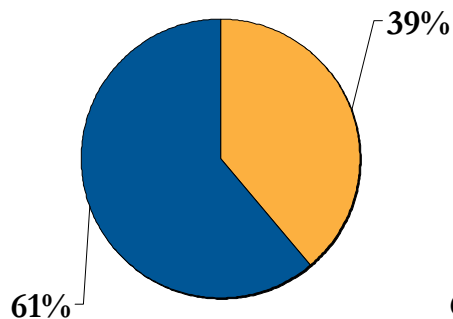


Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no Internet service at home)

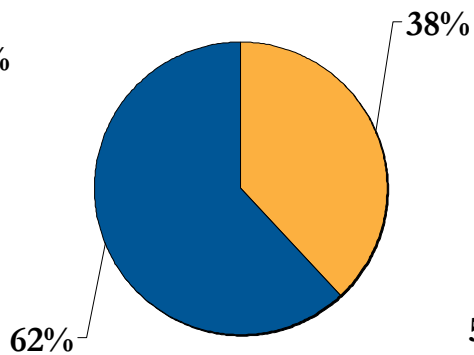
Barriers to Internet Adoption

Gender distribution of the top barriers to Internet adoption:

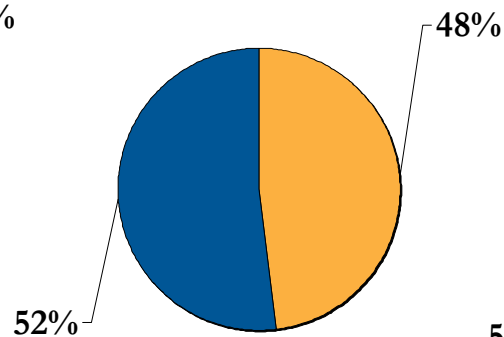
I do not need the Internet:



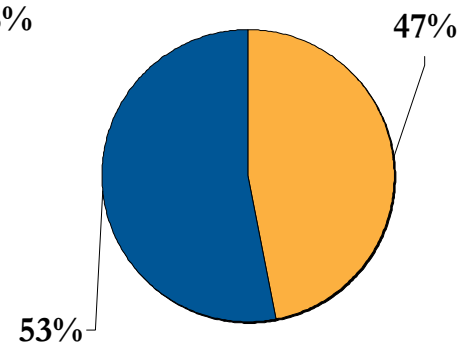
I do not own a computer:




Internet service is too expensive:



I can access the Internet elsewhere:



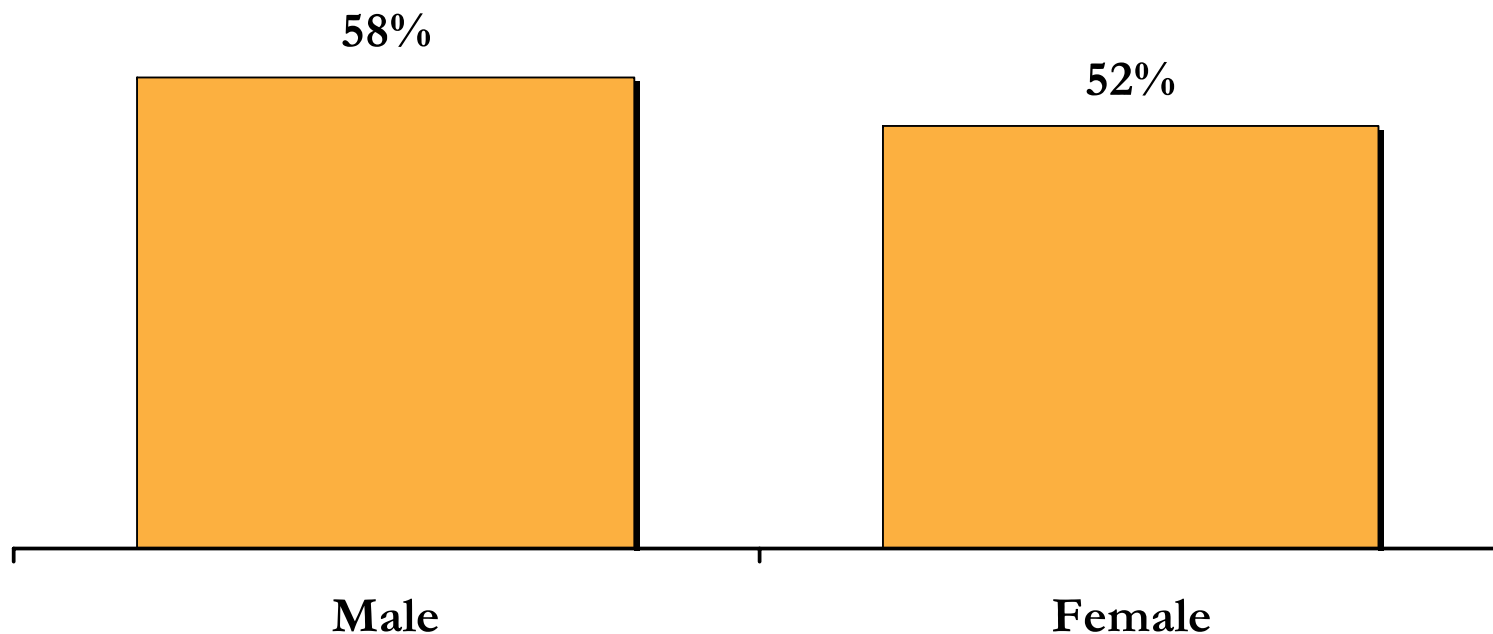
Male:


Female:


Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no home Internet service)

Ohio Residents With Home Broadband Service

Percent of Ohio residents who have a broadband connection at home:

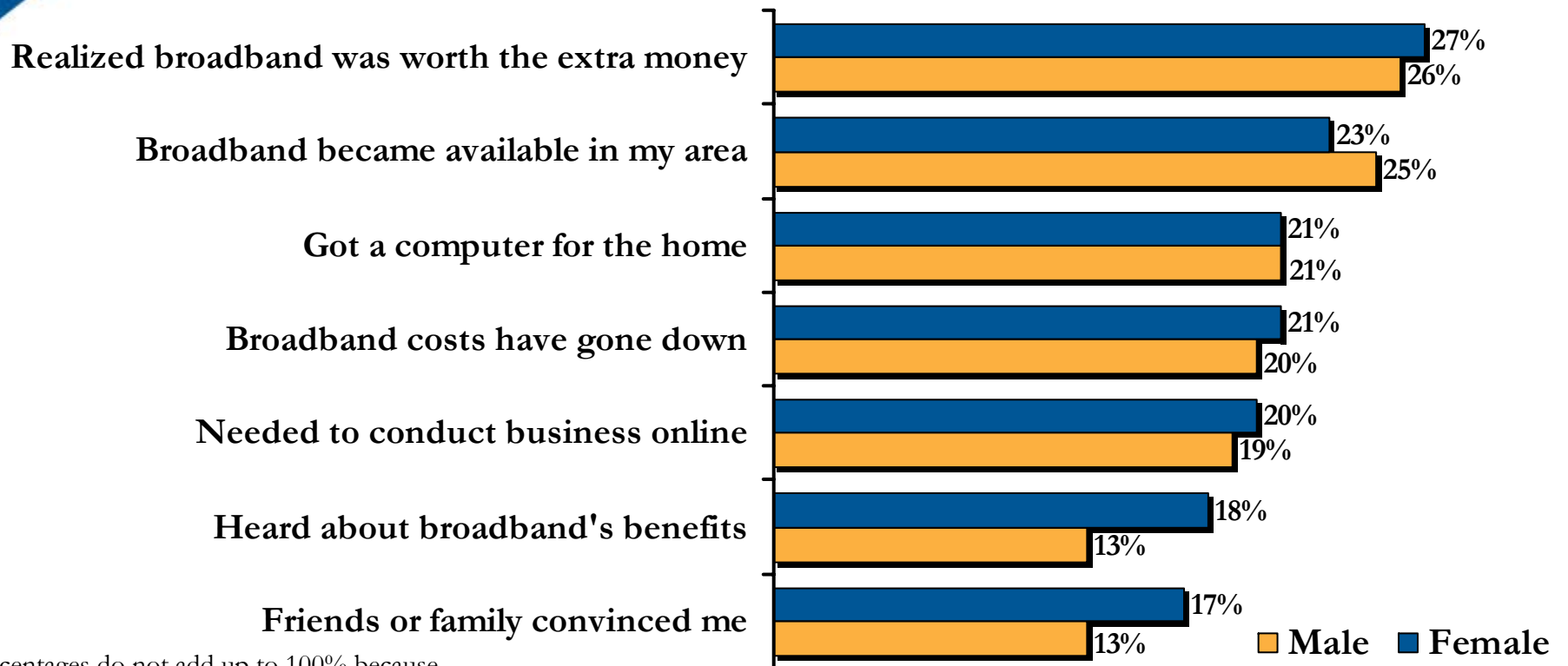


Statewide Average: 55% of all Ohio residents have broadband service at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents with a broadband connection at home:*



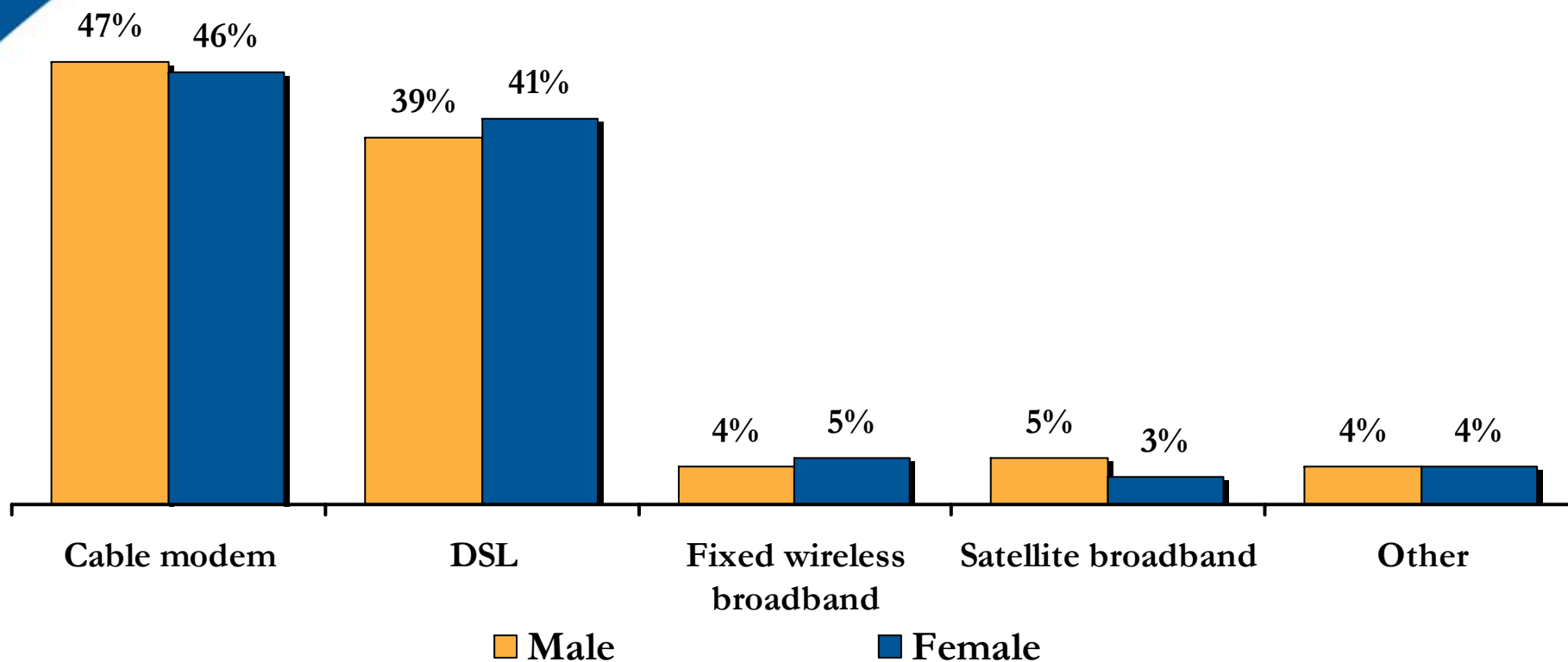
*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 658 OH residents with broadband service at home)

Top Methods of Broadband Access

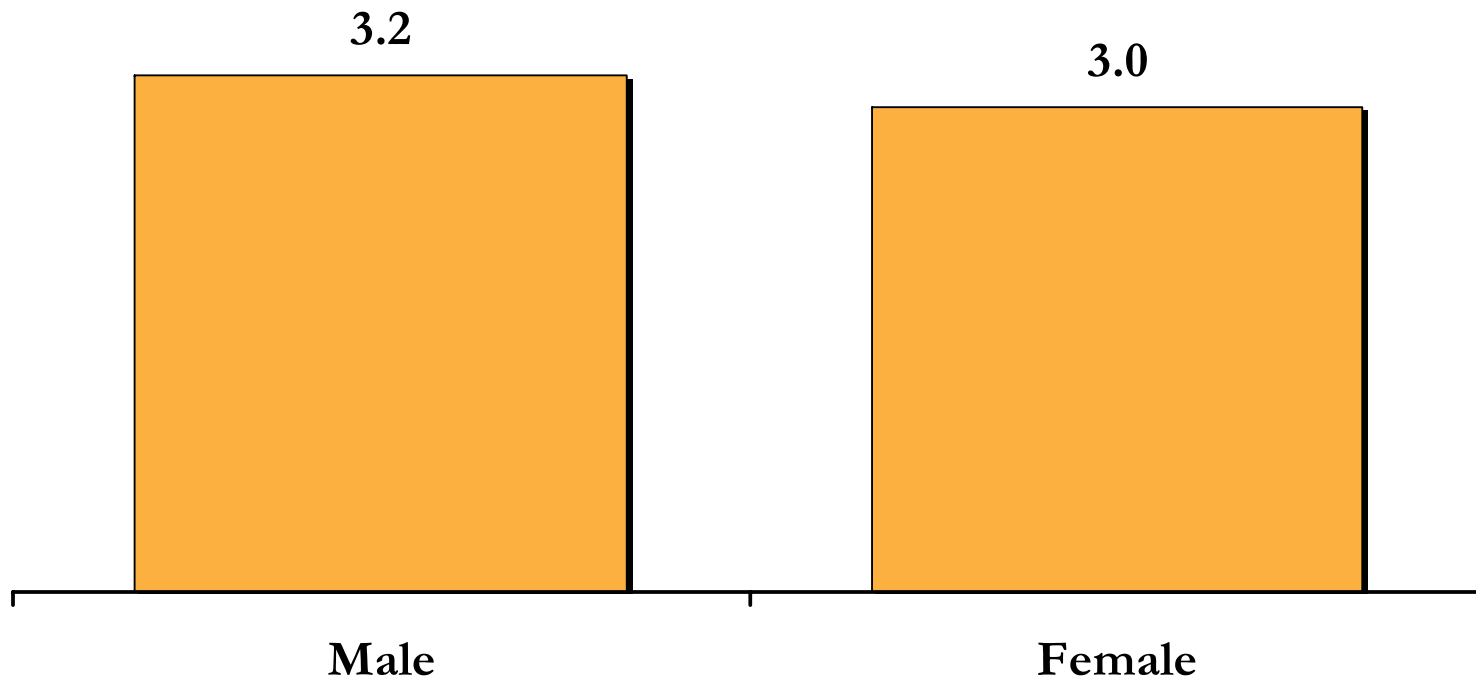
Percent of Ohio residents with a broadband connection at home:



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Home Broadband Service

Average number of years Ohio residents have used broadband from home:



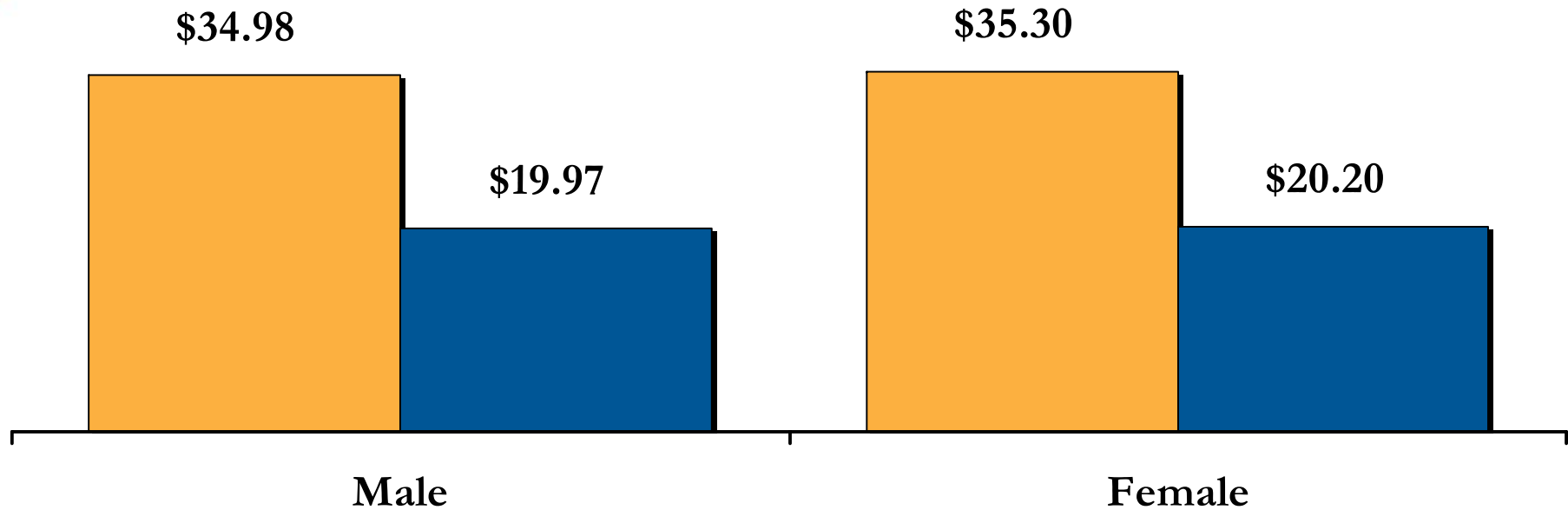
Statewide Average: Ohio residents adopted broadband 3.1 years ago.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections at home:

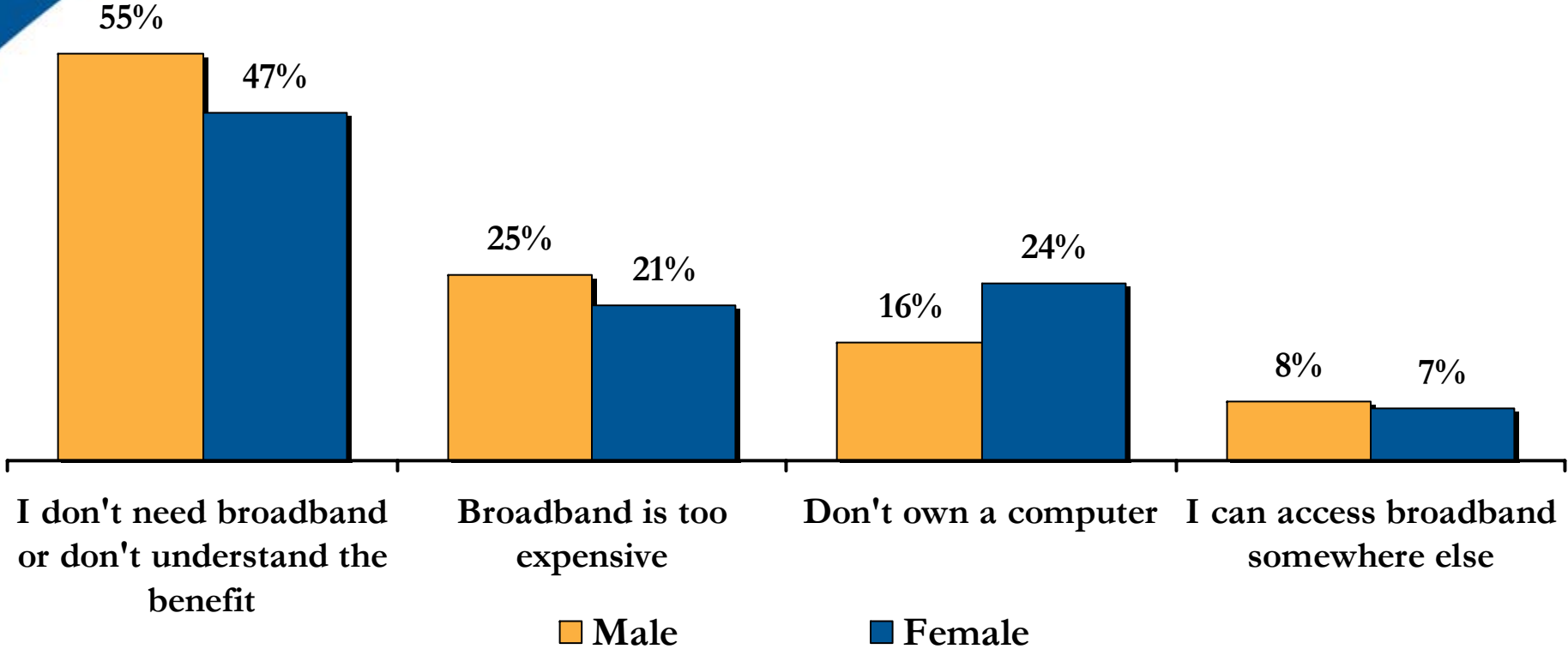
■ Broadband subscribers ■ Dial-up subscribers



Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up service.

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to home broadband service:

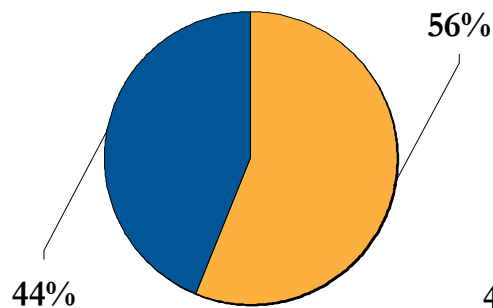


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

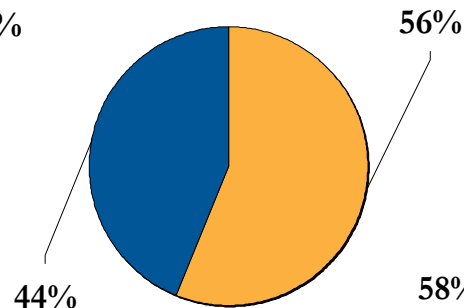
Barriers to Broadband Adoption

Gender distribution of the top barriers to broadband adoption:

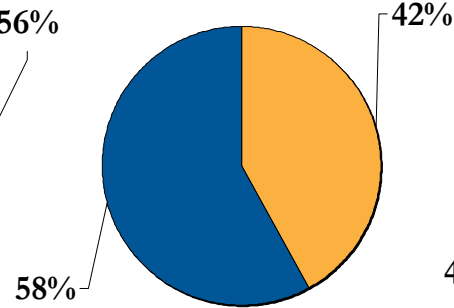
I do not need broadband:



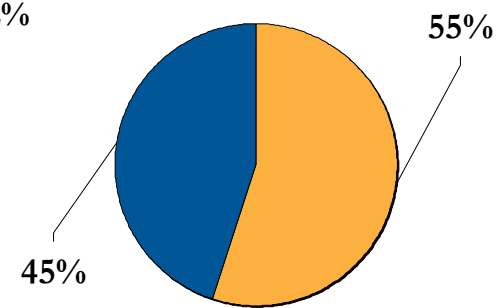
Broadband is too expensive:




Don't own a computer:



I can access broadband elsewhere:



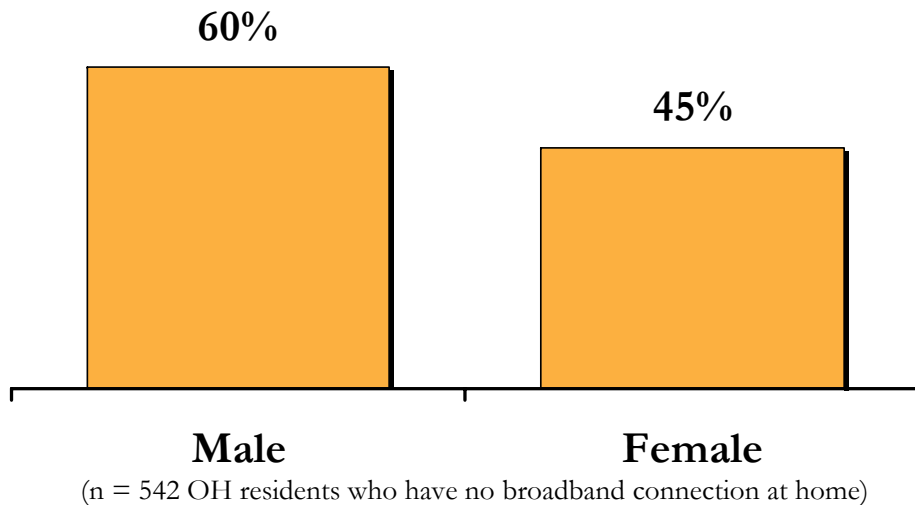
Male:


Female:


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Broadband Adoption and Perceptions of Broadband Availability

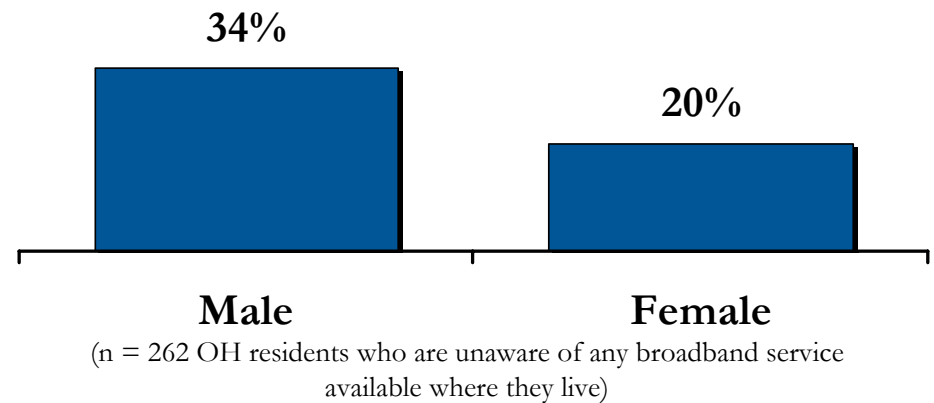
Ohio residents who do not subscribe to broadband even though it is available where they live:



Q: Is broadband service available in the area where you live?
and

Q: Would you sign up for broadband service if it were available in your area?

Ohio residents who would subscribe to broadband if it were available:

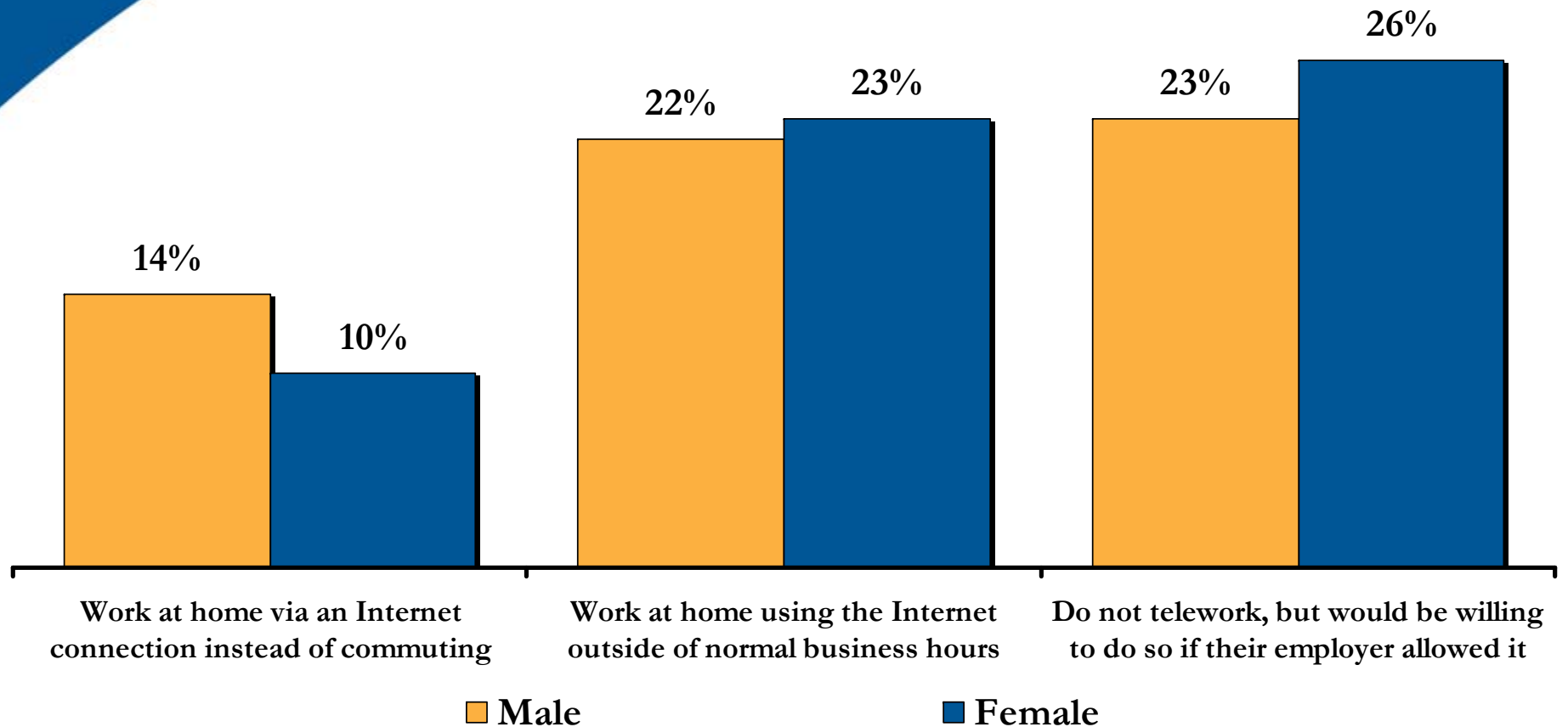


Source: 2008 Connect Ohio Statewide Residential Technology Assessment

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Ohio Residents and Telework

Among Ohio adults employed full- or part-time:



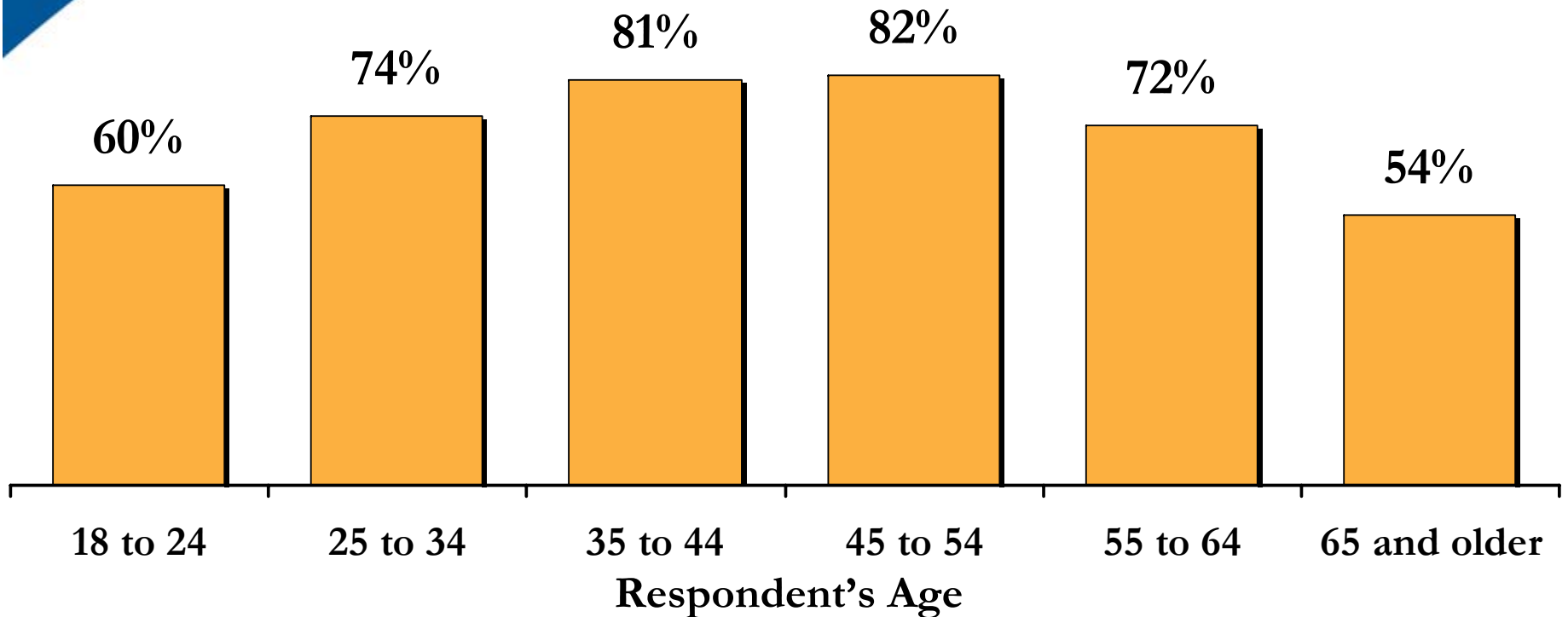
Q: Do you ever work from home related to your job or self-employment?
 (n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by Age

Ohio Residents Who Own a Cellular Phone

Percent of Ohio residents who own a cellular phone:



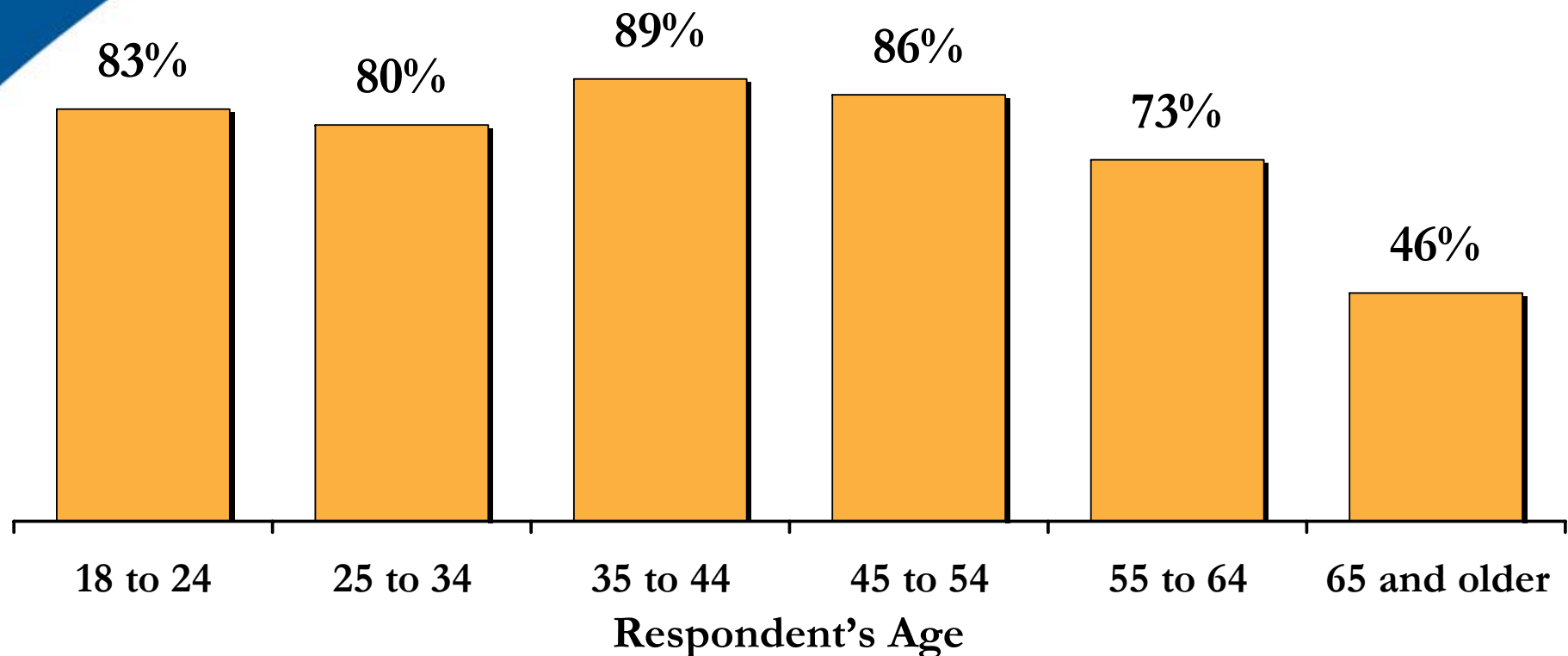
Statewide Average: 72% of Ohio residents have a cellular phone.

Q: Do you have a cellular phone?
(n = 1,200 OH residents)

Ohio Residents

With a Computer at Home

Percent of Ohio residents who have a computer at home:



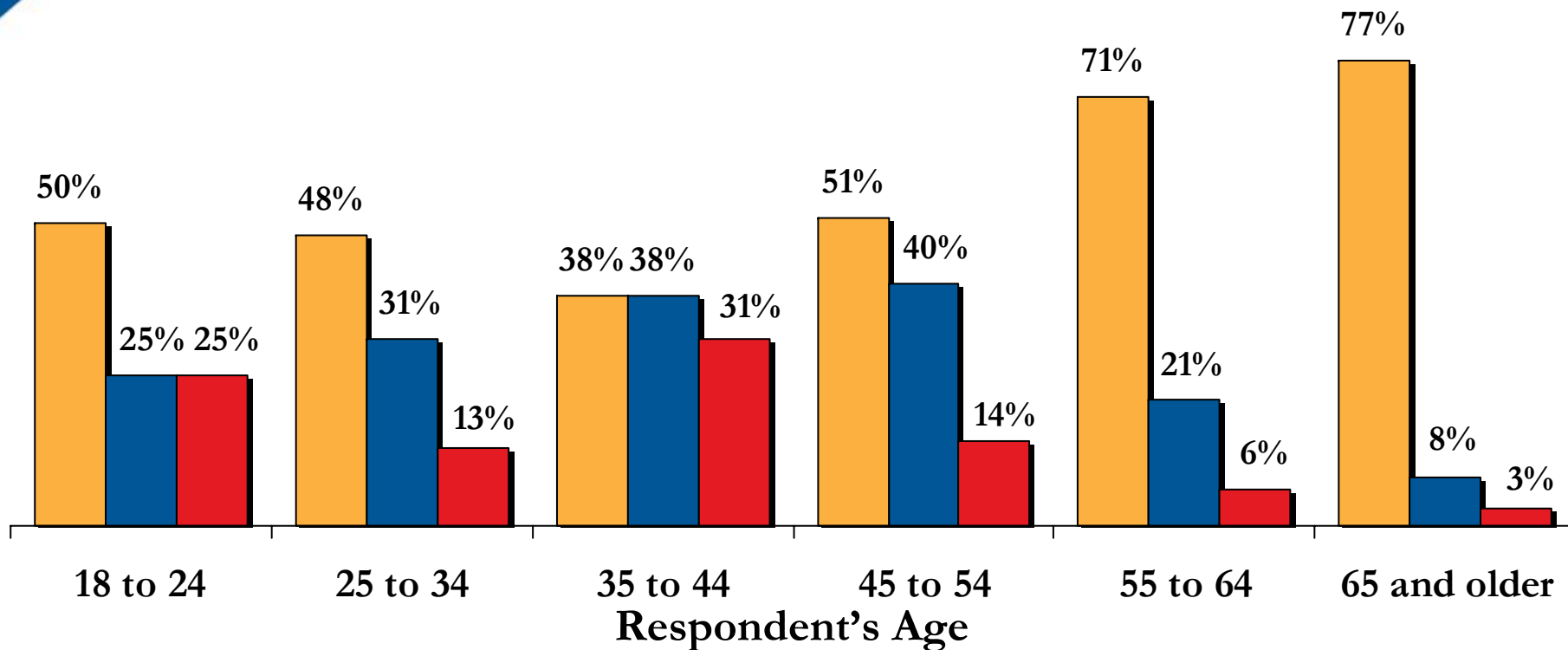
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Do you have a computer at home?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Among Ohio residents who do not own a home computer:

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

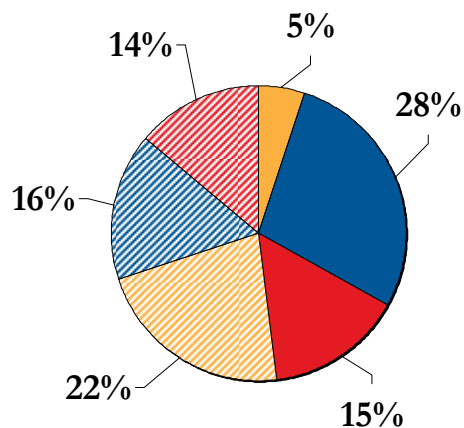


Q: Why don't you have a computer at home?
 (n = 290 OH residents with no computer in their household)

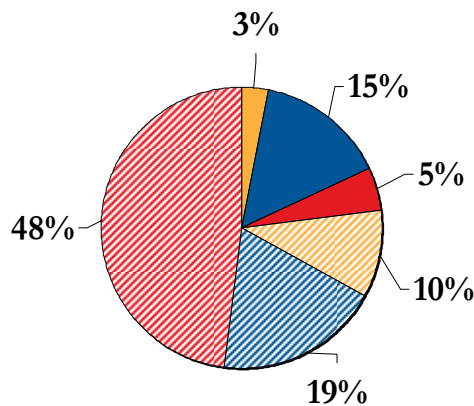
Barriers to Computer Ownership

Age distribution of the top barriers to computer ownership:

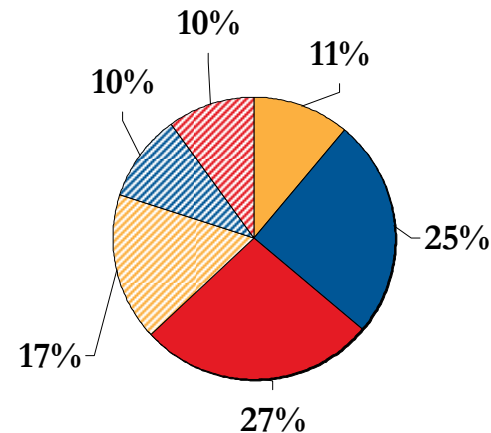
Computers are too expensive:



I do not need a computer:



I use a computer somewhere else:



18-24 years old:



25-34 years old:



35-44 years old:



45-54 years old:



55-64 years old:



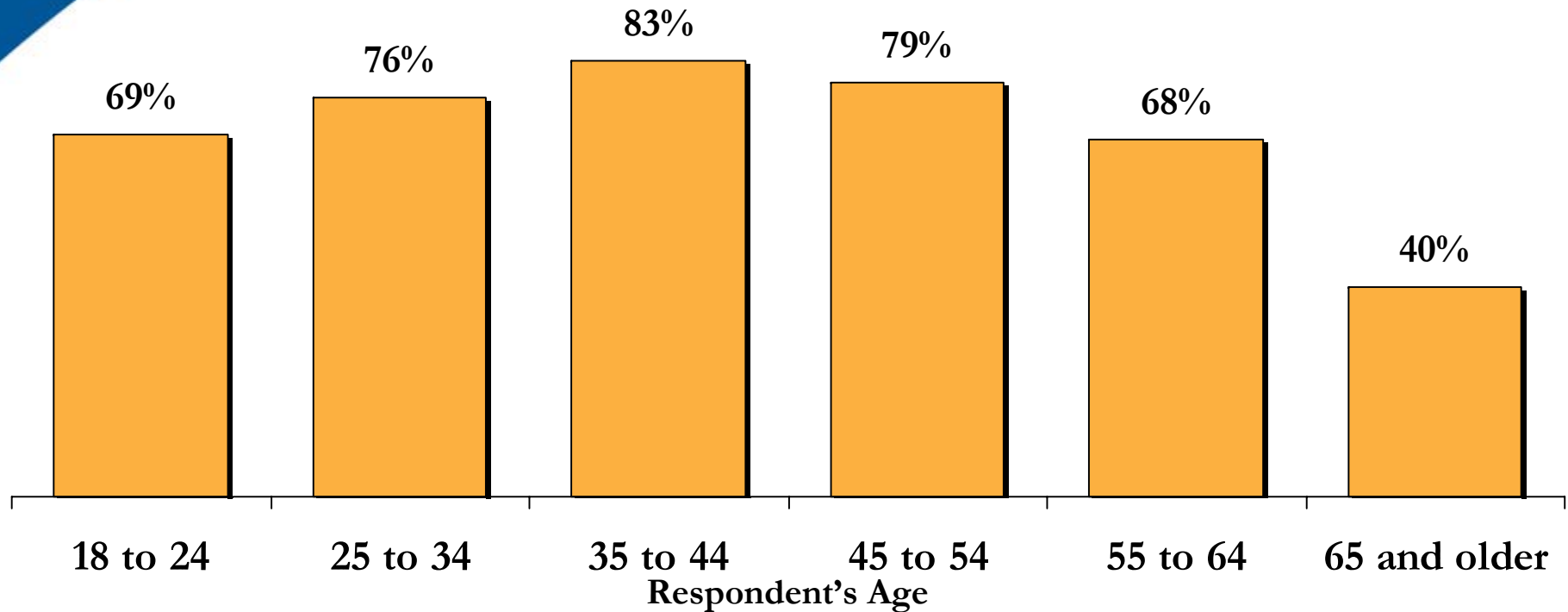
65 and older:



Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents With an Internet Connection at Home (Either Dial-Up or Broadband)

Percent of Ohio residents who access the Internet from home:

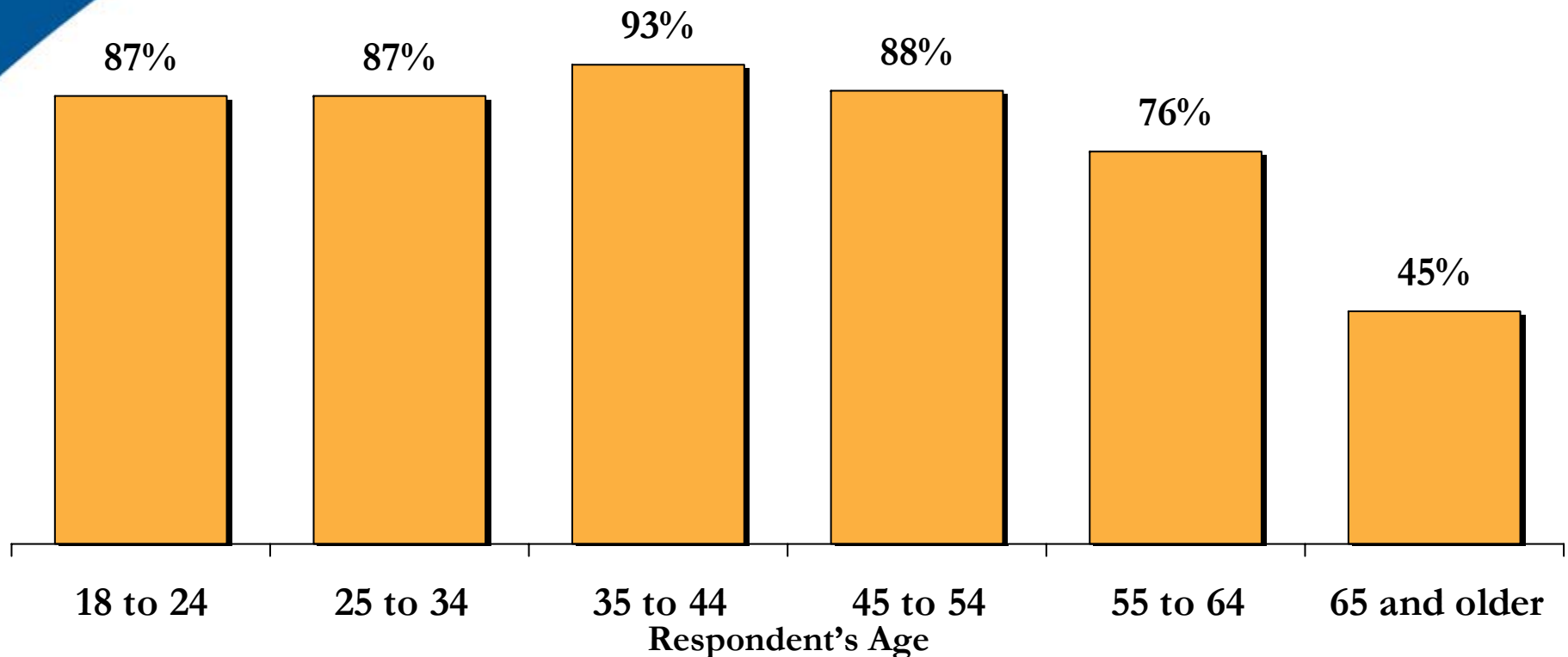


Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)

Ohio Residents Who Access the Internet (Dial-Up or Broadband) From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:



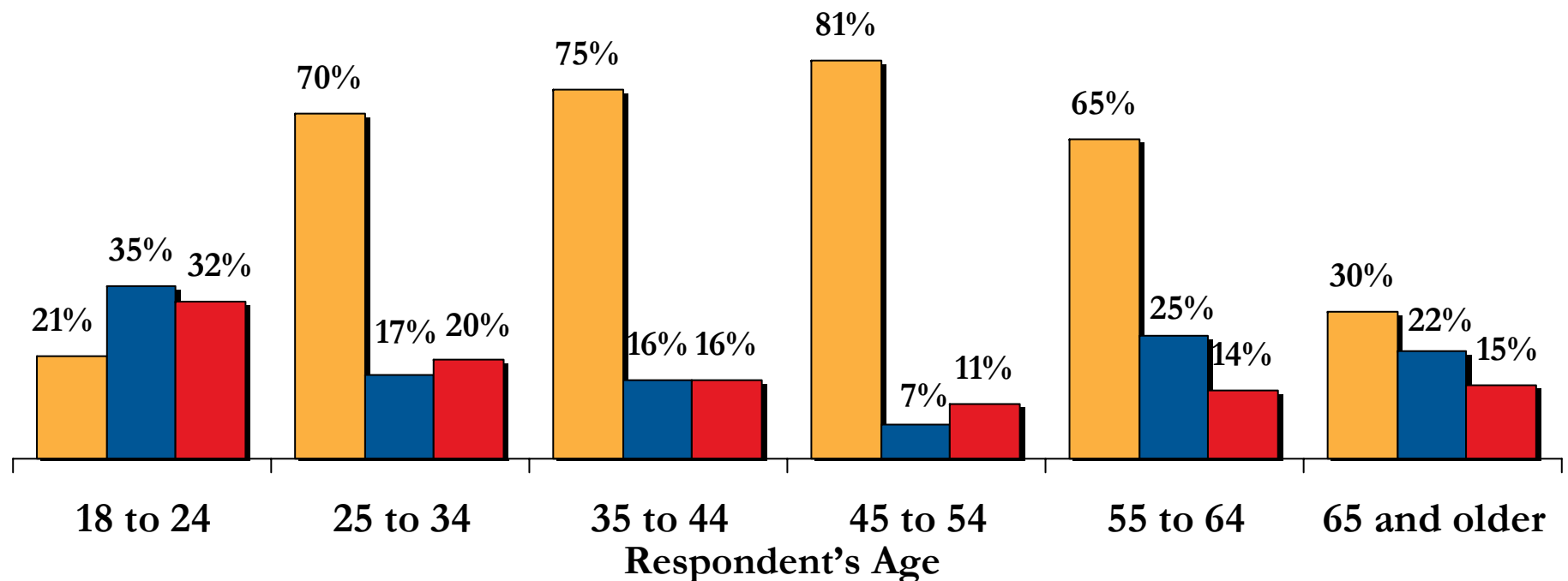
Statewide Average: 79% of Ohio residents report using the Internet at home or someplace else.

Q: At what locations do you have access to the Internet?
(n = 542 OH residents who use the Internet outside the home)

Most Popular Places for Ohio Residents to Access the Internet

Percent of Ohio residents who access the Internet someplace other than home:

■ At work
 ■ At someone else's home
 ■ At the library



Q: At what locations do you have access to the Internet?
 (n = 542 OH residents who use the Internet outside the home)

Searching for Information Online

Percent of Ohio Internet users who search for the following types of information online:

	Percent of Ohio Internet users who search for the following types of information online:					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Percentage is significantly* <i>higher</i> than the state average:						
Percentage is significantly* <i>lower</i> than the state average:						
Product or service information	69%	82%	77%	77%	78%	66%
Health or medical information	47%	71%	75%	68%	72%	58%
Information about events in your community	44%	60%	66%	54%	54%	36%
Research for schoolwork	67%	70%	67%	54%	34%	18%
Information about government	47%	64%	57%	51%	52%	44%
Jobs or employment	62%	61%	57%	49%	35%	18%
None of the above	6%	6%	7%	8%	9%	19%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Email	81%	89%	86%	89%	90%	82%
Instant messages	61%	39%	30%	35%	31%	13%
Posting content to a website	38%	25%	18%	19%	14%	12%
Chatting in chat rooms	18%	12%	8%	13%	7%	3%
Posting content to a blog	26%	14%	10%	8%	4%	2%
None of the above	10%	8%	10%	8%	8%	15%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:

Percentage is significantly* <i>higher</i> than the state average: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Percentage is significantly* <i>lower</i> than the state average: 						
Friends or family	87%	81%	84%	81%	85%	78%
Businesses	19%	48%	58%	56%	51%	34%
Coworkers	35%	51%	51%	58%	49%	26%
Health insurance company	27%	31%	40%	41%	42%	27%
Teachers	38%	30%	46%	41%	23%	10%
Ohio state government	21%	29%	31%	38%	40%	29%
Doctors or healthcare professionals	19%	28%	28%	31%	31%	17%
Local government	16%	25%	26%	31%	36%	19%
Elected officials	13%	18%	24%	28%	25%	19%
None of the above	8%	8%	6%	6%	4%	15%



*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio 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: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Purchasing a product or service online	65%	73%	74%	76%	68%	52%
Booking travel arrangements	46%	57%	64%	59%	58%	40%
Paying bills	61%	63%	62%	57%	47%	31%
Online banking	62%	60%	60%	57%	49%	34%
Online transactions with government	23%	43%	42%	39%	25%	14%
Selling a product or service online	29%	34%	29%	21%	20%	11%
Buying, selling, or trading investments	8%	21%	23%	15%	16%	19%
None of the above	18%	10%	13%	10%	18%	32%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio Internet users who conduct the following activities online:



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Percentage is significantly* <i>higher</i> than the state average: 						
Percentage is significantly* <i>lower</i> than the state average: 						
Using a search engine	83%	75%	80%	72%	71%	54%
Sending or receiving photos	68%	71%	64%	61%	63%	53%
Reading online	61%	65%	65%	62%	62%	47%
Playing games online	61%	50%	44%	38%	37%	45%
Downloading music	62%	48%	48%	37%	31%	10%
Watching videos, movies, or TV shows online	60%	44%	35%	23%	23%	15%
Working from home	20%	34%	36%	35%	34%	10%
Reading blogs	41%	29%	24%	21%	10%	11%
Taking online classes	34%	24%	22%	17%	13%	5%
None of the above	5%	4%	5%	7%	7%	16%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

Percentage is significantly* <i>higher</i> than the state average: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Percentage is significantly* <i>lower</i> than the state average: 						
Spam or junk email	72%	72%	74%	68%	70%	46%
Computer viruses or spyware	65%	53%	49%	55%	52%	29%
Credit card fraud	2%	5%	6%	6%	7%	4%
Identity theft	5%	4%	4%	5%	4%	3%
None of the above	21%	20%	15%	20%	20%	41%



*significance measured at a 95% confidence level

Q: Have you ever been a victim to any of the following [issues] through the Internet?

(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who have no home Internet service for the following reasons:

Percentage is significantly <i>higher</i> than the state average: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Percentage is significantly <i>lower</i> than the state average: 						
I don't own a computer	38%	46%	46%	51%	57%	57%
I don't need the Internet	23%	22%	21%	24%	29%	45%
Too expensive	19%	19%	33%	14%	16%	6%
I can get Internet access somewhere else	19%	6%	21%	4%	2%	4%
Broadband isn't available, and I don't want dial-up	0%	3%	3%	6%	4%	2%
Concerns about fraud or identity theft	0%	3%	5%	4%	2%	1%
Other reason	5%	10%	3%	6%	4%	2%
Don't know/refused	0%	4%	0%	2%	2%	5%

The lack of a home computer is cited up to nine times more often than cost as a barrier for Internet adoption across every age group.

*Significance measured at a 95% confidence level

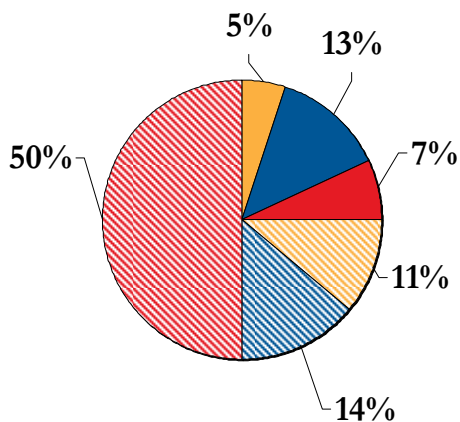
Q: Why don't you subscribe to the Internet at home?

(n = 356 OH residents with no Internet service in their household)

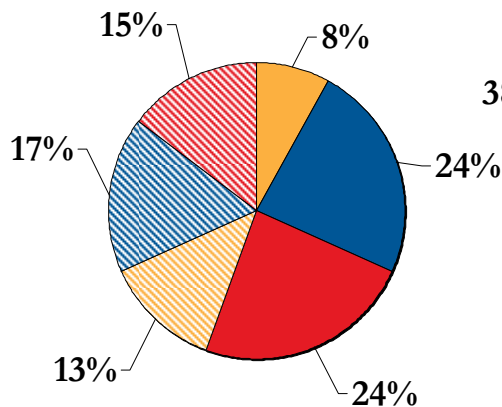
Barriers to Internet Adoption

Age distribution of the top barriers to Internet adoption:

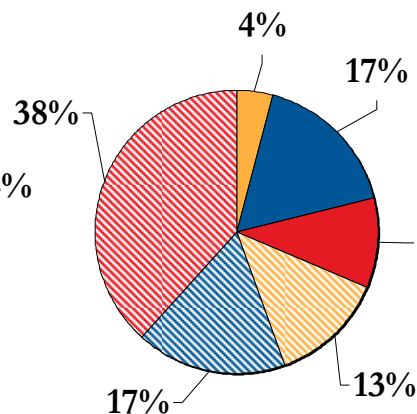
I do not need the Internet:



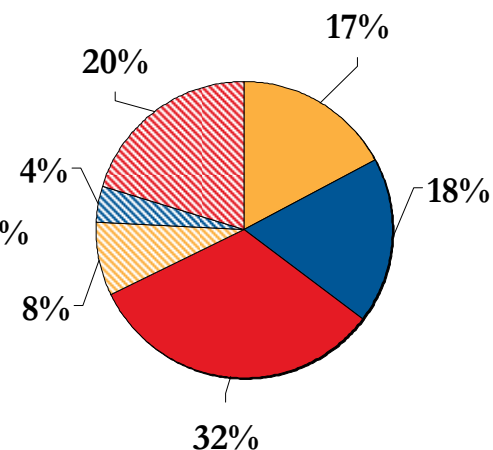
The Internet is too expensive:



I do not own a computer:



I can access the Internet elsewhere:



18-24 years old:



25-34 years old:



35-44 years old:



45-54 years old:



55-64 years old:



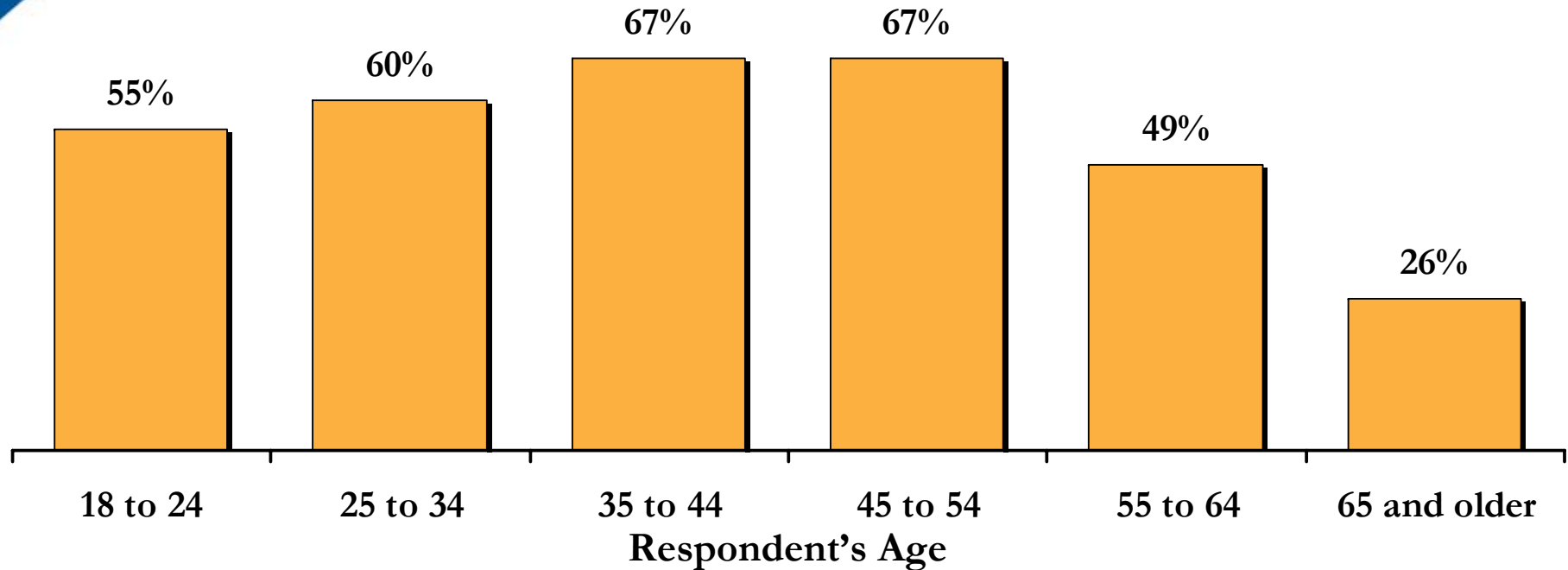
65 and older:



Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no Internet service in their household)

Ohio Residents With Home Broadband Service

Percent of all Ohio residents who access broadband from home:





Statewide Average: 55% of all Ohio residents have home broadband service.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents who subscribe to broadband for the following reasons:

Percentage is significantly <i>higher</i> than the state average: 	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Percentage is significantly <i>lower</i> than the state average: 						
Realized broadband was worth the extra money	27%	29%	32%	25%	21%	14%
Broadband became available in my area	13%	21%	31%	26%	26%	16%
Got a computer for the home	29%	22%	23%	21%	21%	9%
Broadband costs have gone down	15%	25%	22%	25%	10%	9%
I needed to conduct business online	21%	19%	24%	20%	14%	11%
I heard about the benefits of broadband	21%	13%	11%	20%	16%	18%
Friends or family convinced me	13%	9%	14%	17%	22%	25%
Other	11%	10%	12%	13%	17%	13%
Don't know/refused	3%	4%	3%	2%	0%	7%

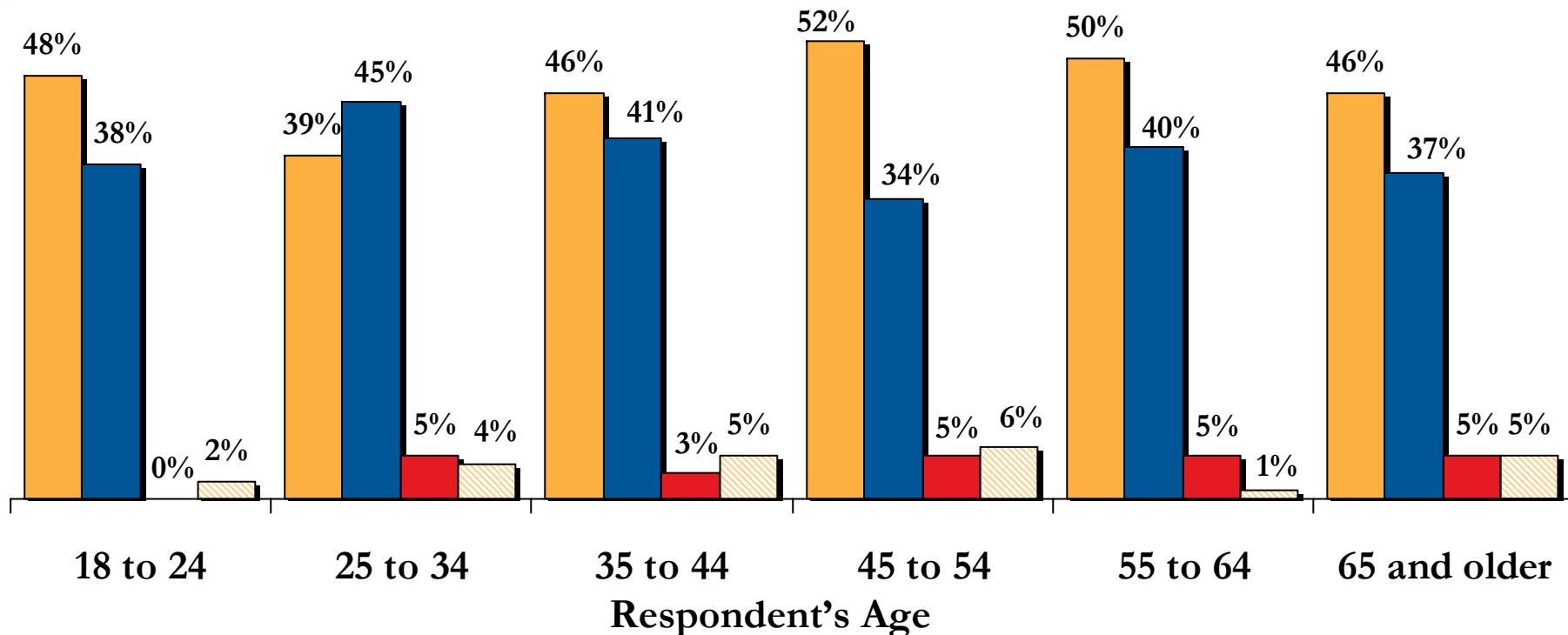
*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?
(n = 658 OH residents with broadband service at home)

Top Methods of Broadband Access

Percent of Ohio residents who access broadband from home:

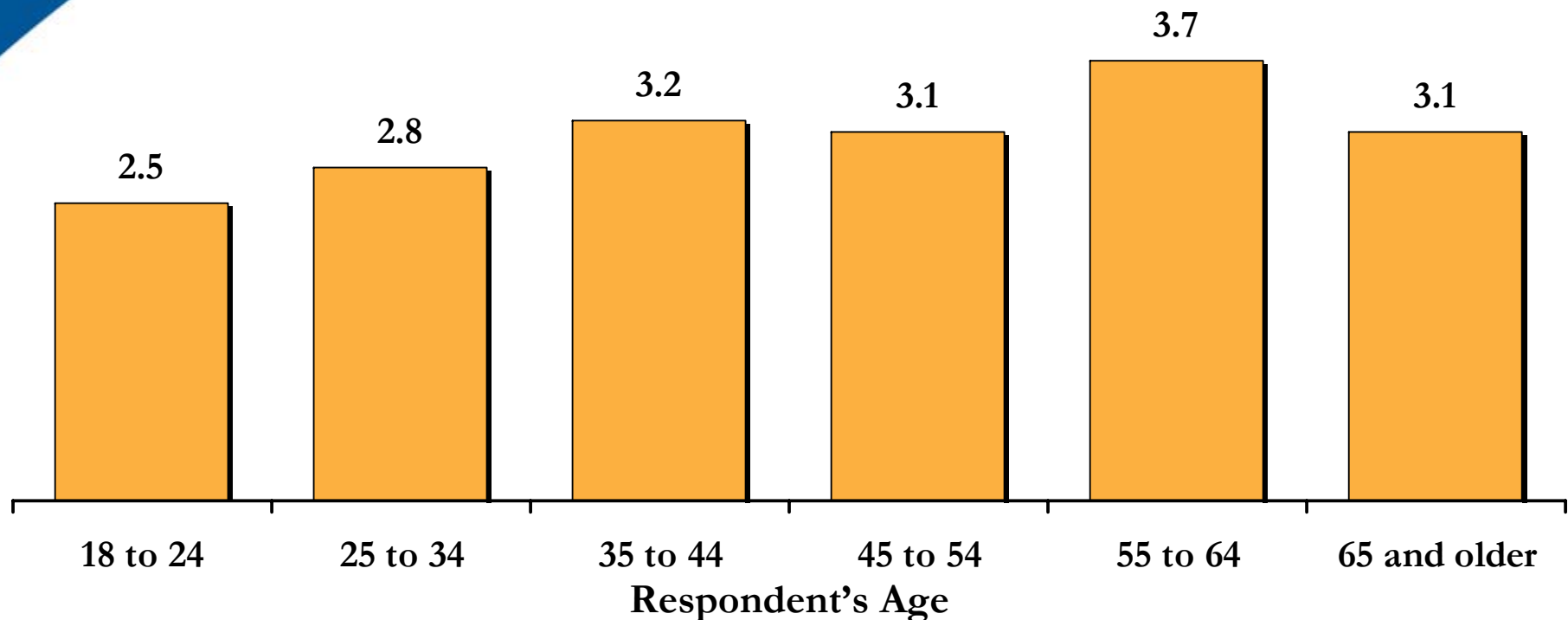
■ Cable modem
 ■ DSL
 ■ Fixed wireless broadband
 Satellite broadband



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Subscribed to Broadband

Average number of years Ohio residents have used broadband from home:



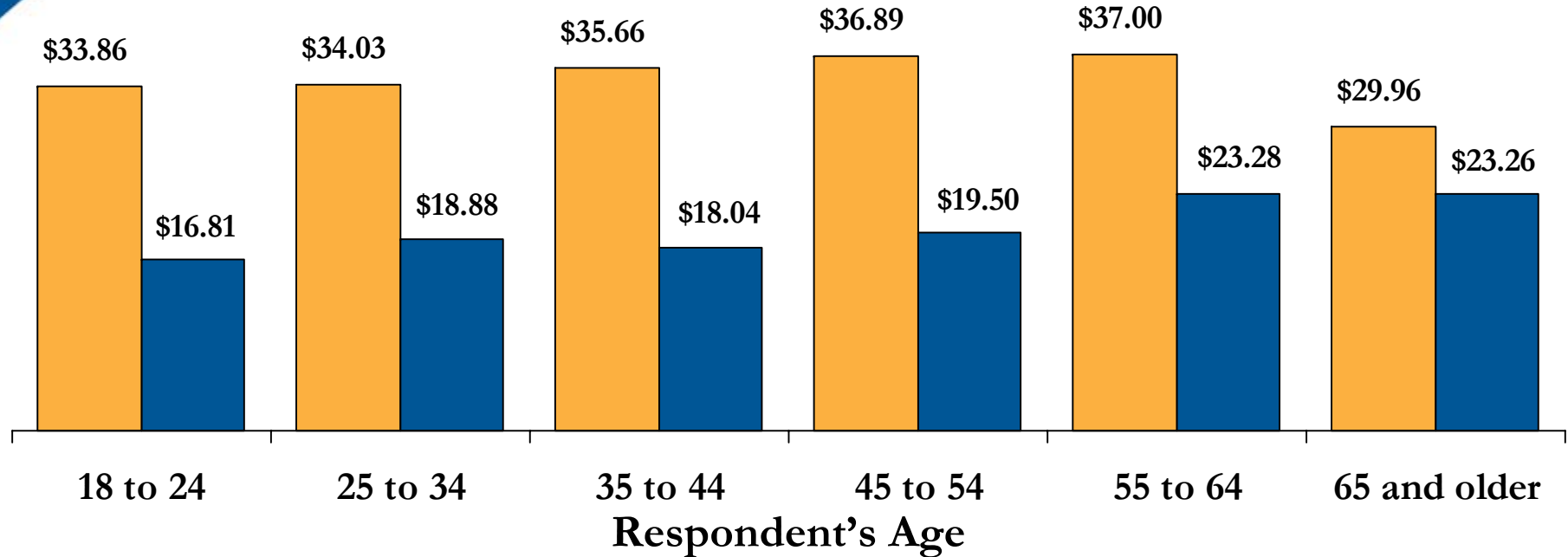
Statewide Average: Ohio residents adopted broadband 3.1 years ago on average.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections at home:

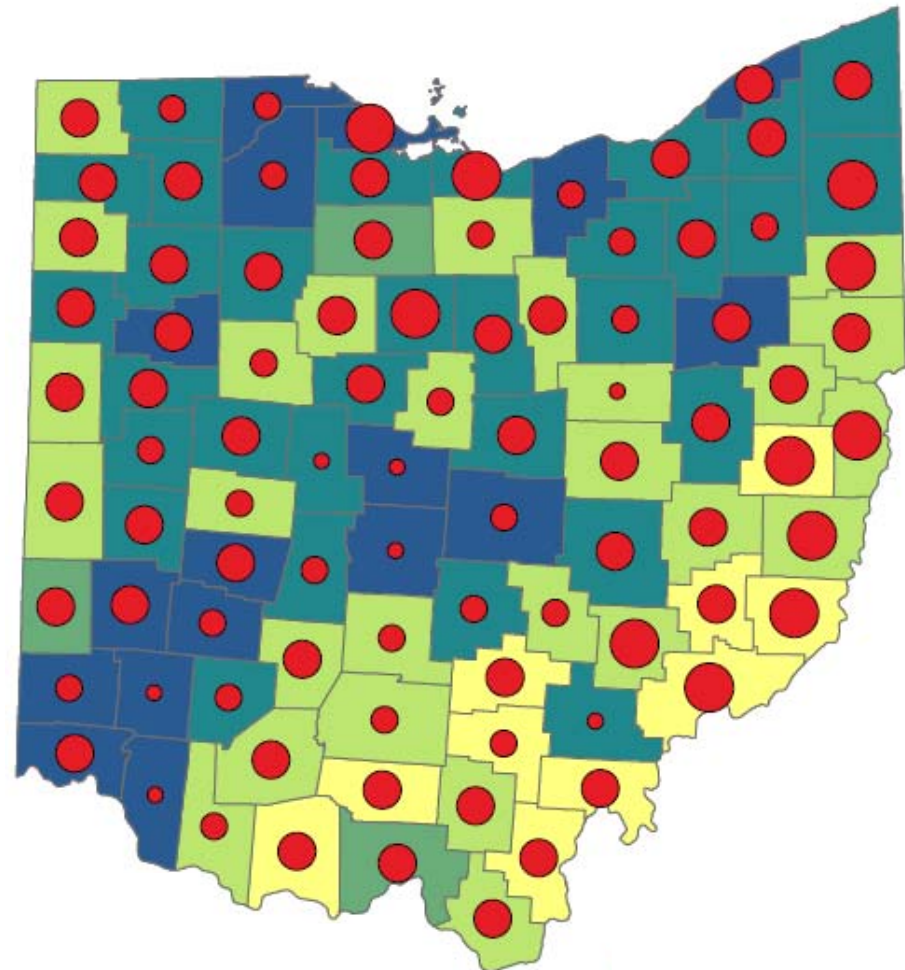
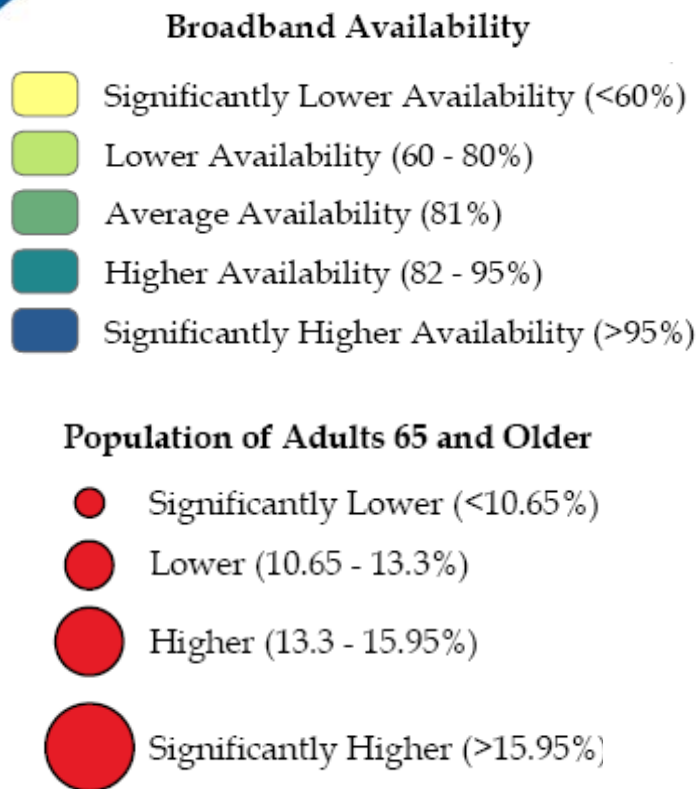
■ Broadband subscribers
 ■ Dial-up subscribers



Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up.

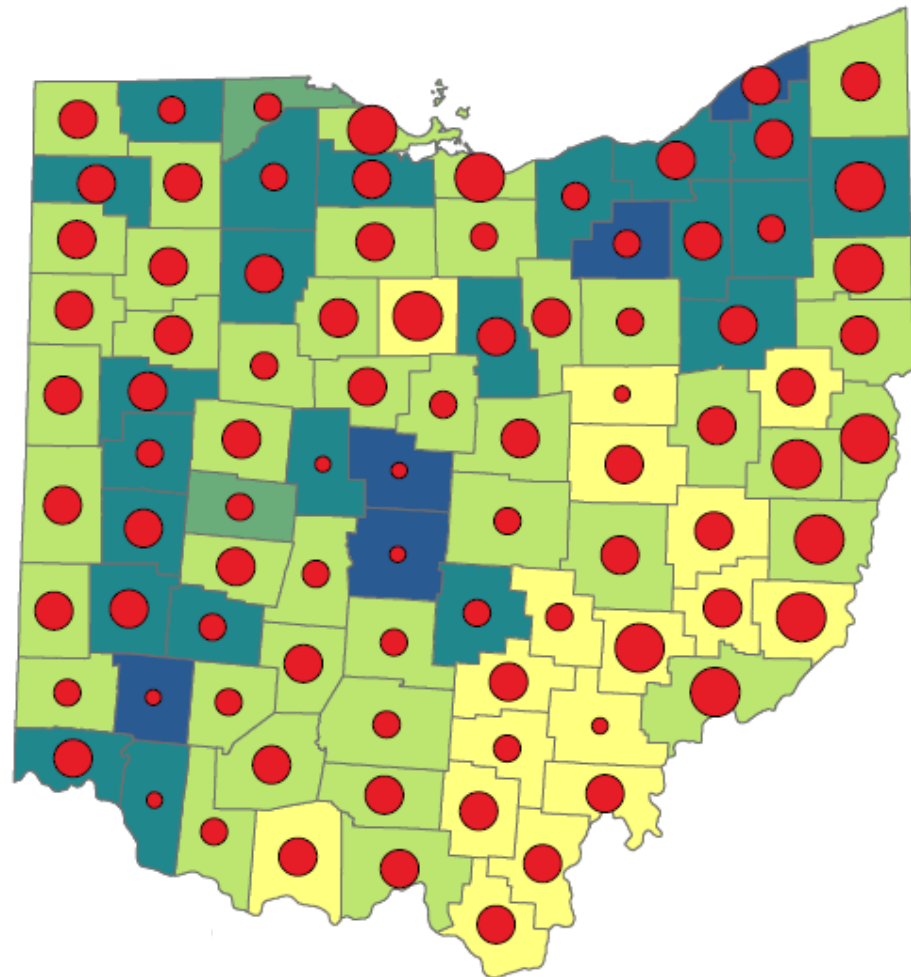
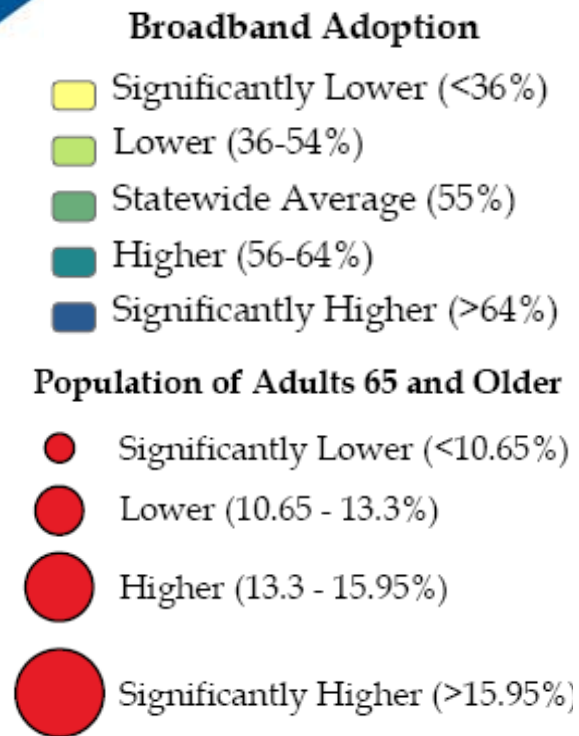
Q: What do you pay each month for your Internet service?
 (n = 658 OH residents with Broadband service at home)

Broadband Availability vs. Adult Population 65 and Older by County



Statewide adult population age 65 and older: 13.3%
(2000 United States Census)

Broadband Adoption vs. Adult Population 65 and Older by County

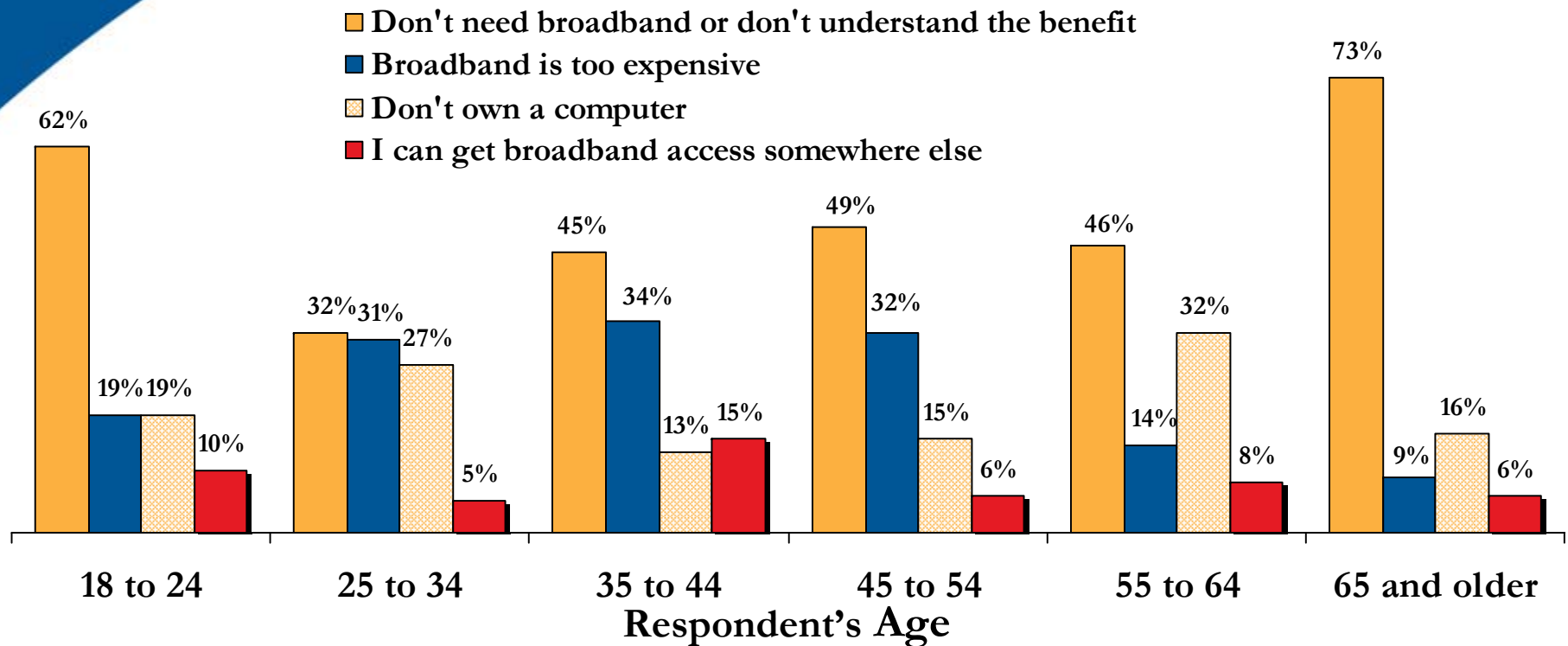


Statewide adult population age 65 and older: 13.3%
(2000 United States Census)

Q: Which of the following describe the type of Internet service you have at home?
(n = 10,083 OH residents)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:



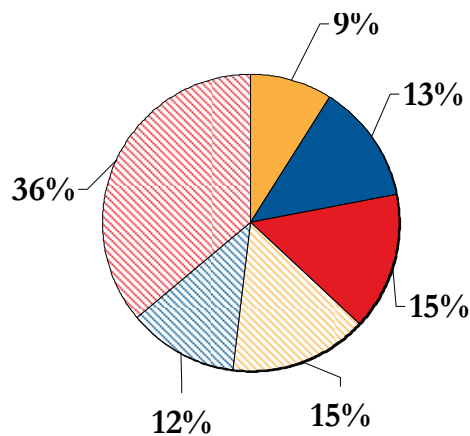
A lack of need is the top barrier to broadband adoption cited by adults in almost every age group.

Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Barriers to Broadband Adoption

Age distribution of the top barriers to broadband adoption:

I do not need broadband:



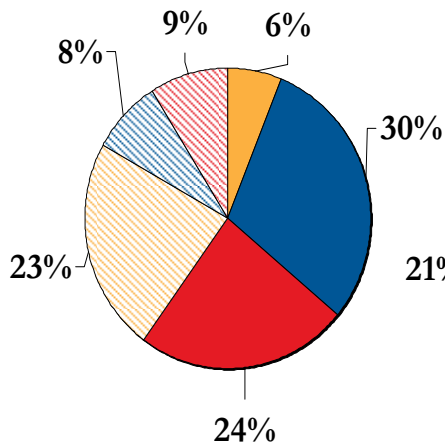
18-24 years old:



25-34 years old:



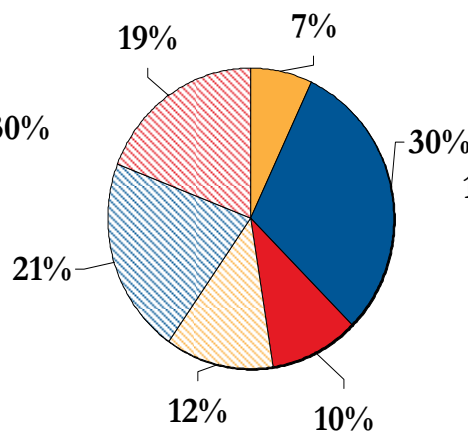
Too expensive:



35-44 years old:



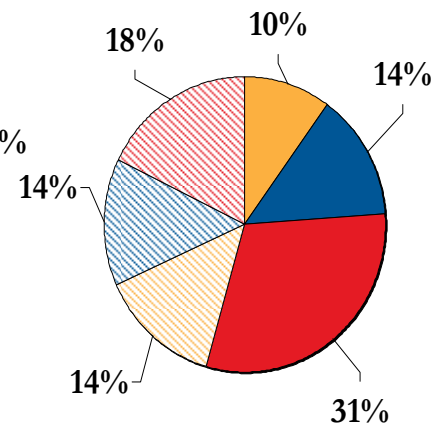
I don't own a computer:



45-54 years old:



I can get broadband access elsewhere:



55-64 years old:



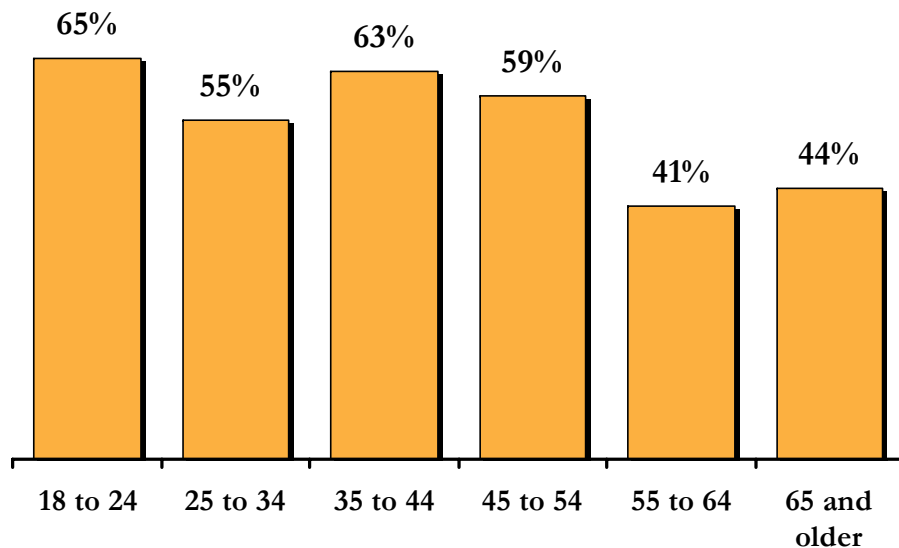
65 and older:



Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:

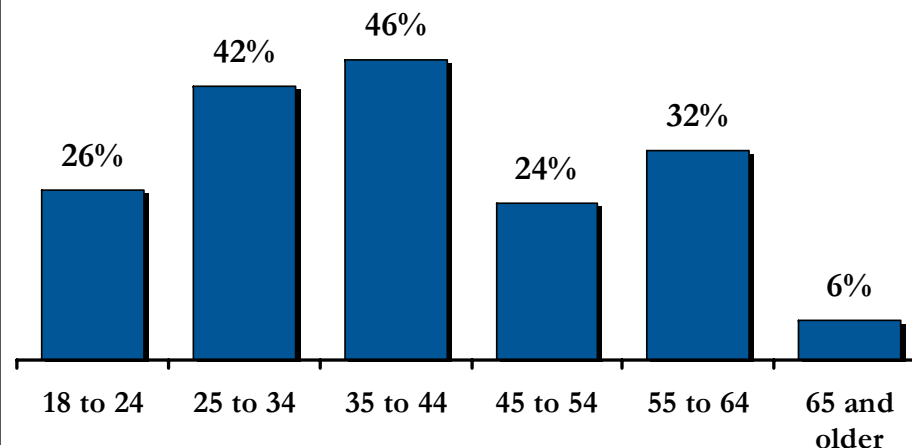


(n = 542 OH residents who have no broadband connection at home)

Q: Is broadband service available in the area where you live?
and

Q: Would you sign up for broadband service if it were available in your area?

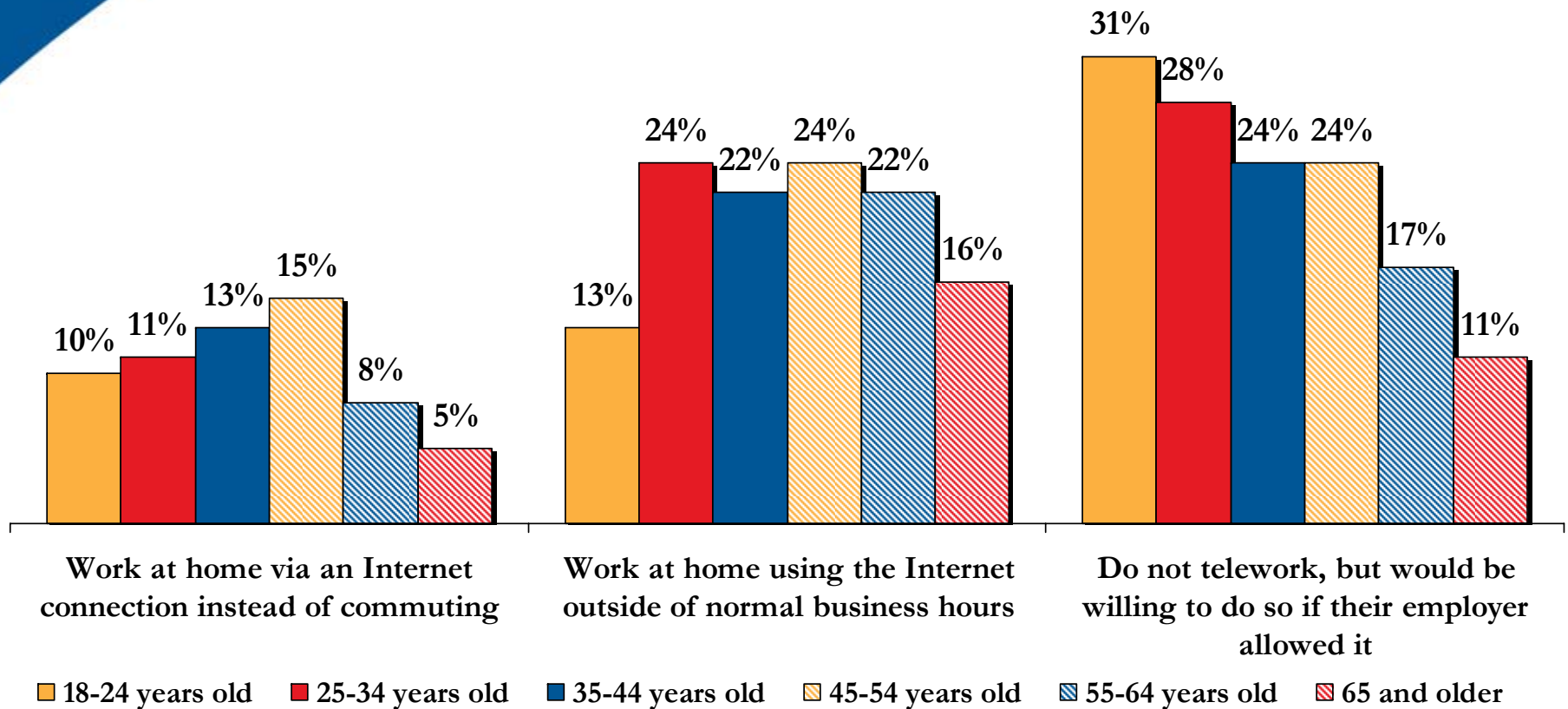
Ohio residents who would subscribe to broadband if it were available:



(n = 262 OH residents who are unaware of any broadband service available where they live)

Ohio Residents and Telework

Among Ohio adults employed full- or part-time:



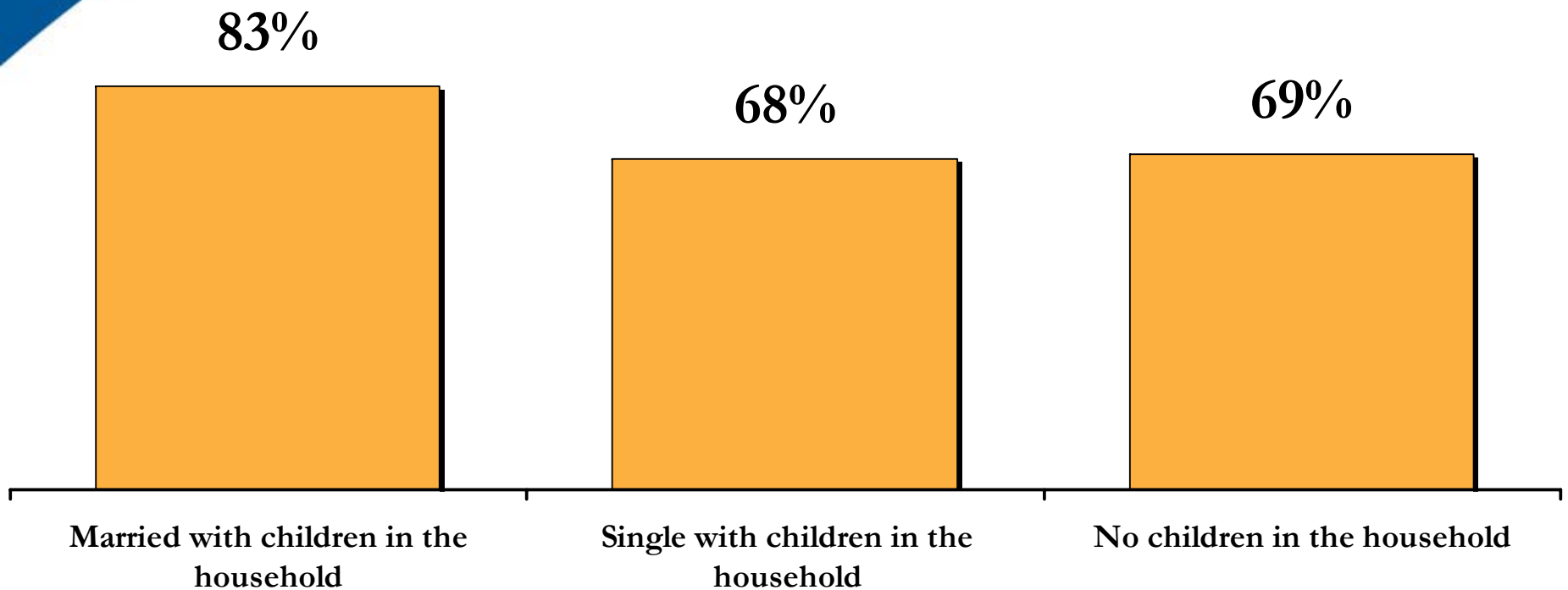
Q: Do you ever work from home related to your job or self employment?
 (n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by the Presence of Children in the Household

Ohio Residents Who Own a Cellular Phone

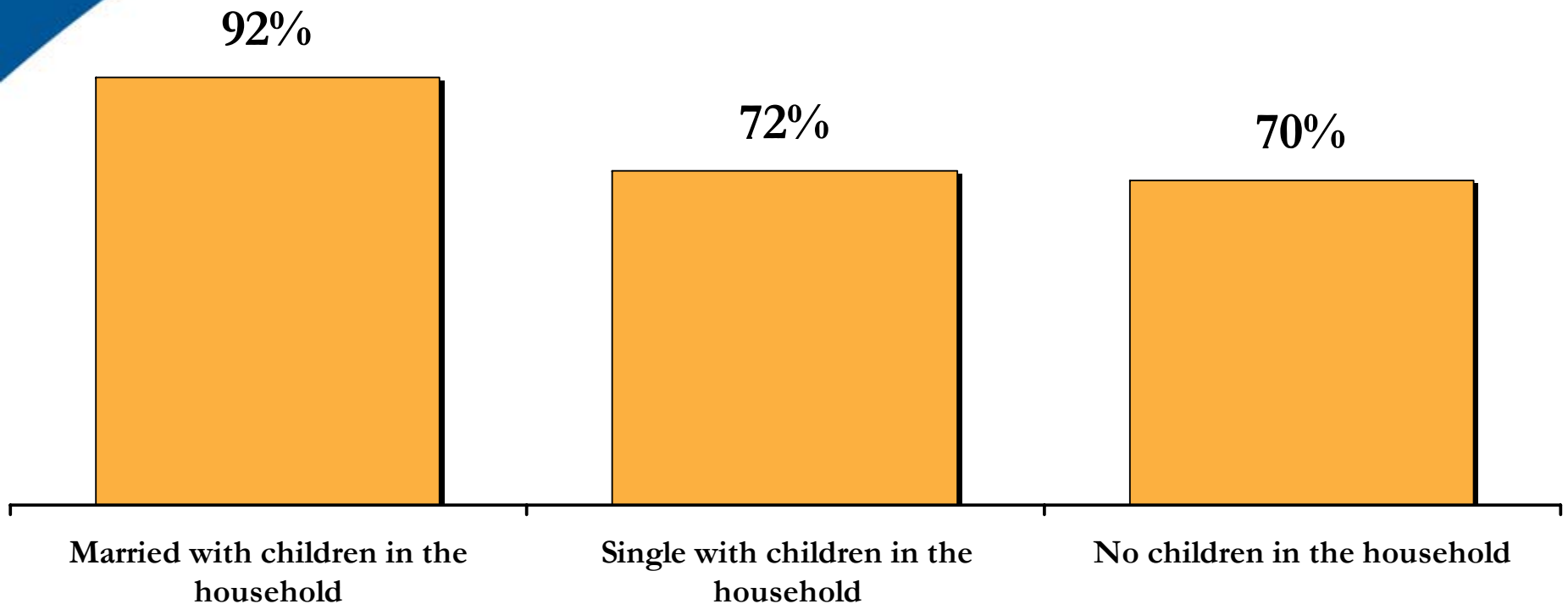
Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents have a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



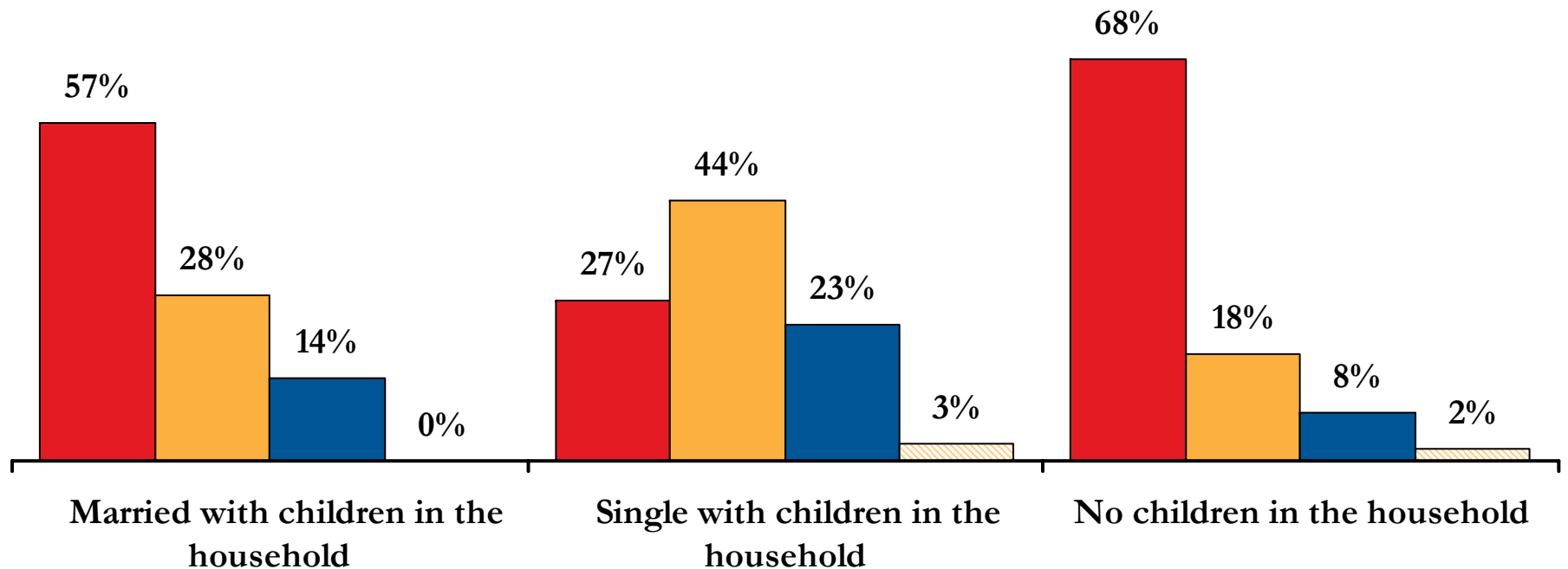
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Do you have an computer at home?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Top responses given when asked why Ohio residents do not own a computer:

- Don't need a computer
- Use a computer somewhere else
- Too expensive
- Don't know/refused

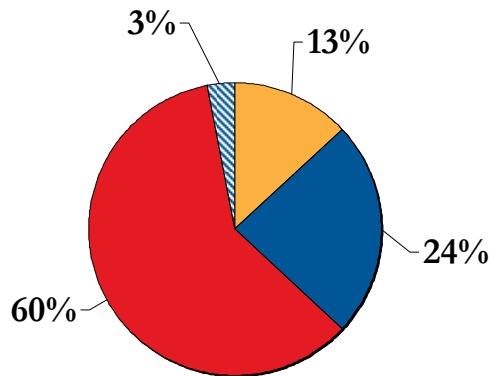


Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

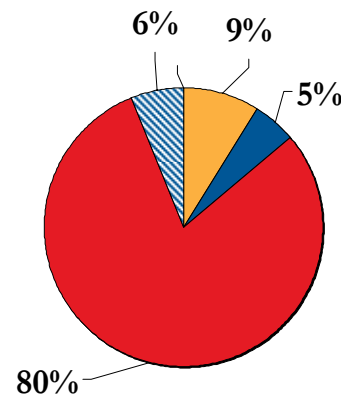
Barriers to Computer Ownership

Household distribution of the top barriers to computer ownership:

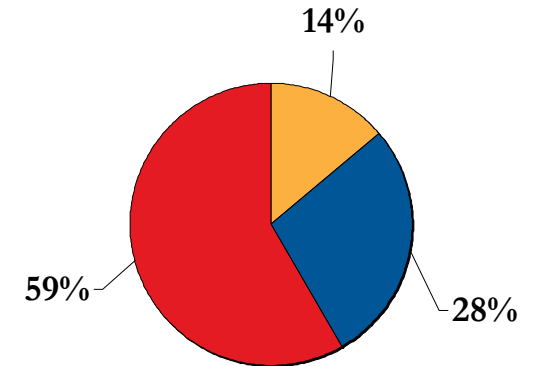
Computers are too expensive:



I do not need a computer:



I use a computer somewhere else:



Married with children in the household:



Single with children in the household:



No children in the household:



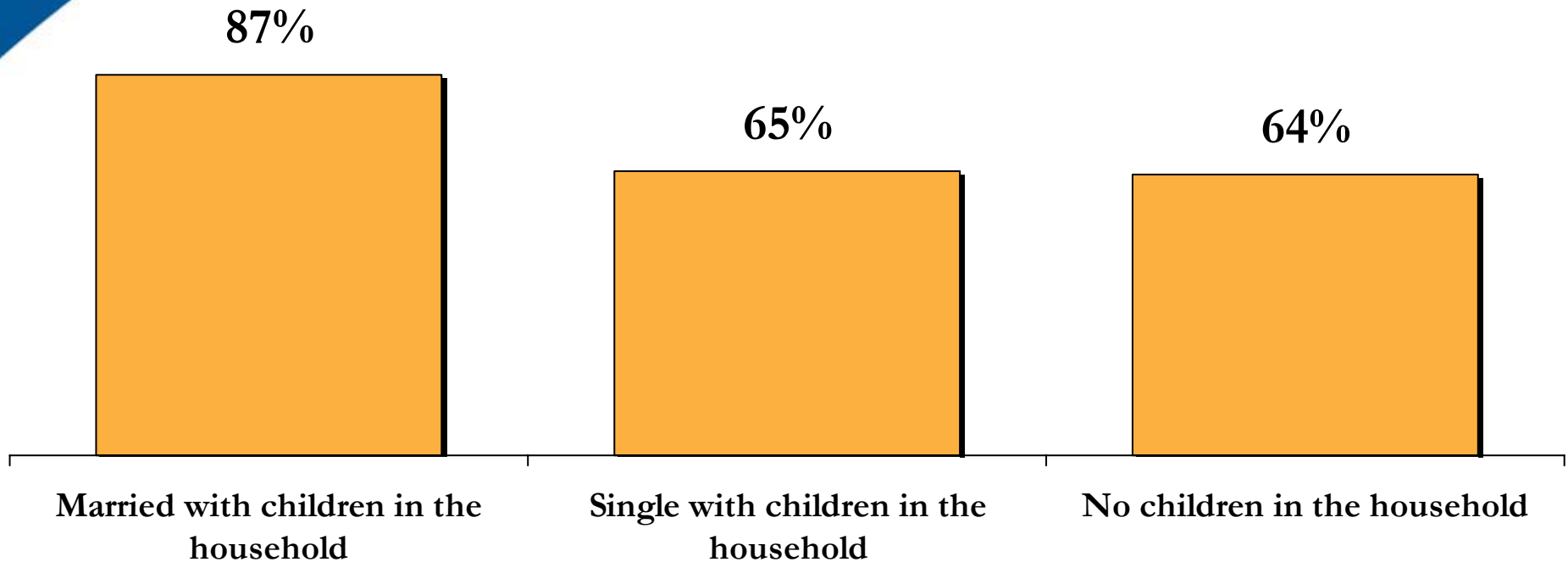
Did not specify:



Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents Who Access the Internet at Home (Through Either Broadband or Dial-Up)

Percent of Ohio residents who access the Internet from home:

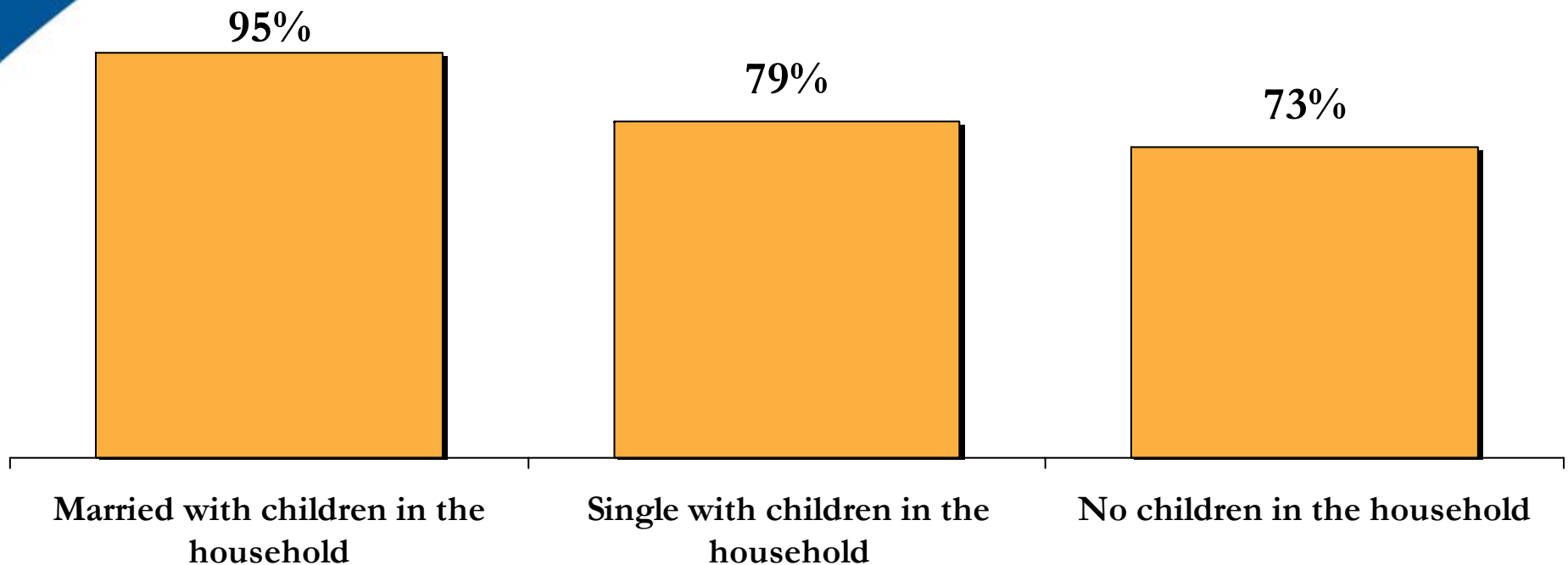


Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)

Ohio Residents Who Access the Internet From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:

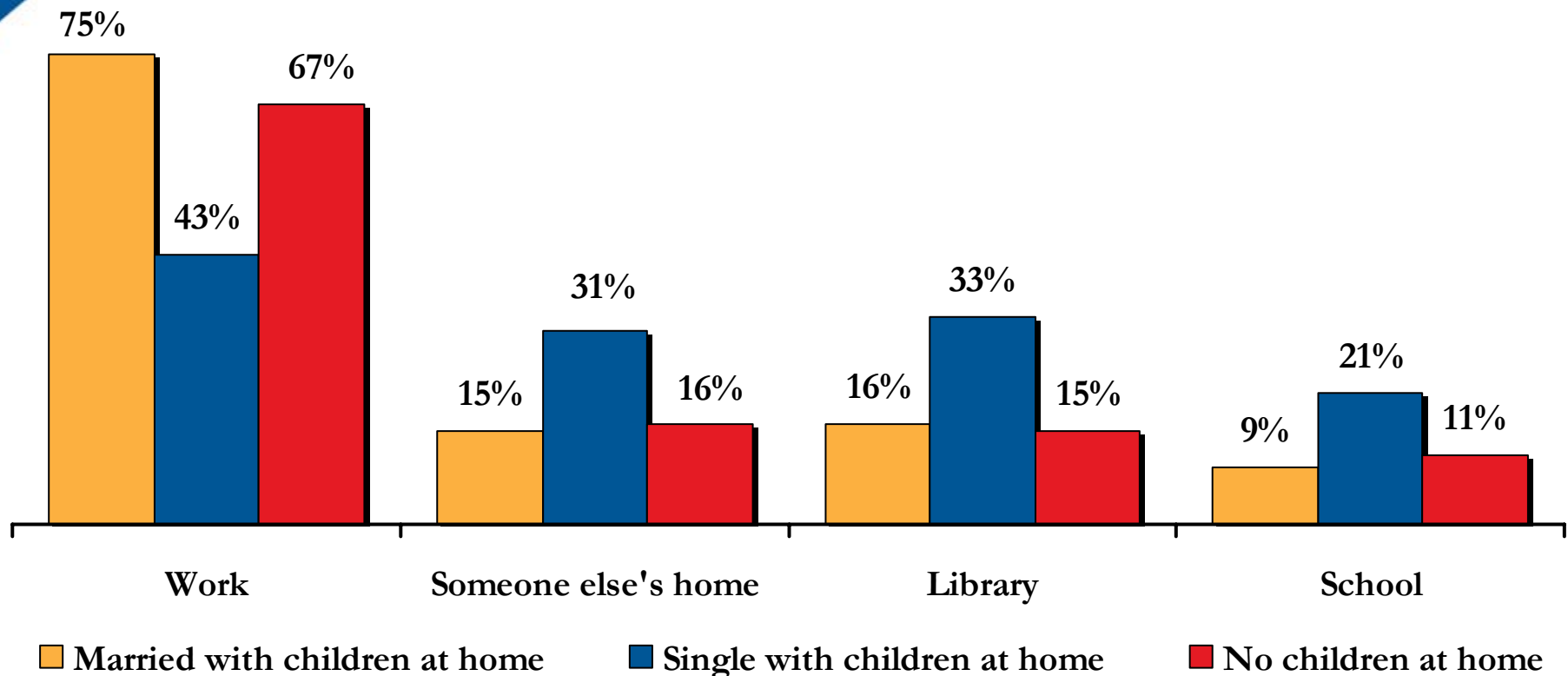


Statewide Average: 79% of Ohio residents access the Internet from home or someplace else.

Q: Do you use the Internet from any locations outside of your own home?
(n = 1,200 OH residents)

Most Popular Places for Ohio Residents to Access the Internet



Percent of Ohio residents who access the Internet someplace other than home:



Q: At what locations do you have access to the Internet?
 (n = 542 OH residents who use the Internet outside the home)

Searching for Information Online

Percent of Ohio 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: 	Married with Children	Single with Children	No Children at Home
Product or service information	84%	64%	75%
Health or medical information	76%	66%	65%
Information about events in your community	65%	48%	52%
Research for schoolwork	73%	74%	41%
Information about government	61%	50%	53%
Jobs or employment	57%	62%	42%
None of the above	4%	8%	10%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	Married with Children	Single with Children	No Children at Home
Email	89%	79%	88%
Instant messages	32%	45%	34%
Posting content to a website	22%	26%	19%
Chatting in chat rooms	11%	17%	8%
Posting content to a blog	13%	15%	8%
None of the above	7%	14%	10%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:

Percentage is significantly* <i>higher</i> than the state average: 	Married with Children	Single with Children	No Children at Home
Percentage is significantly* <i>lower</i> than the state average: 			
Friends or family	85%	79%	81%
Businesses	56%	43%	46%
Coworkers	59%	35%	45%
Health insurance company	39%	25%	36%
Teachers	43%	43%	26%
Ohio state government	33%	24%	33%
Doctors or healthcare professionals	31%	26%	26%
Local government	27%	20%	28%
Elected officials	23%	16%	23%
None of the above	4%	10%	8%



*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio 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: 	Married with Children	Single with Children	No Children at Home
Purchasing a product or service online	80%	58%	67%
Booking travel arrangements	64%	44%	55%
Paying bills	66%	55%	50%
Online banking	64%	49%	52%
Online transactions with government	46%	28%	30%
Selling a product or service online	33%	22%	23%
Buying, selling, or trading investments	20%	9%	20%
None of the above	8%	22%	17%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio Internet users who conduct the following activities online:



Percentage is significantly* <i>higher</i> than the state average: 	Married with Children	Single with Children	No Children at Home
Percentage is significantly* <i>lower</i> than the state average: 			
Using a search engine	79%	71%	71%
Sending or receiving photos	70%	62%	62%
Reading online	65%	54%	62%
Playing games online	47%	64%	40%
Downloading music	49%	54%	33%
Watching videos, movies, or TV shows online	37%	43%	29%
Working from home	39%	27%	28%
Reading blogs	29%	28%	18%
Taking online classes	22%	25%	17%
None of the above	4%	6%	8%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

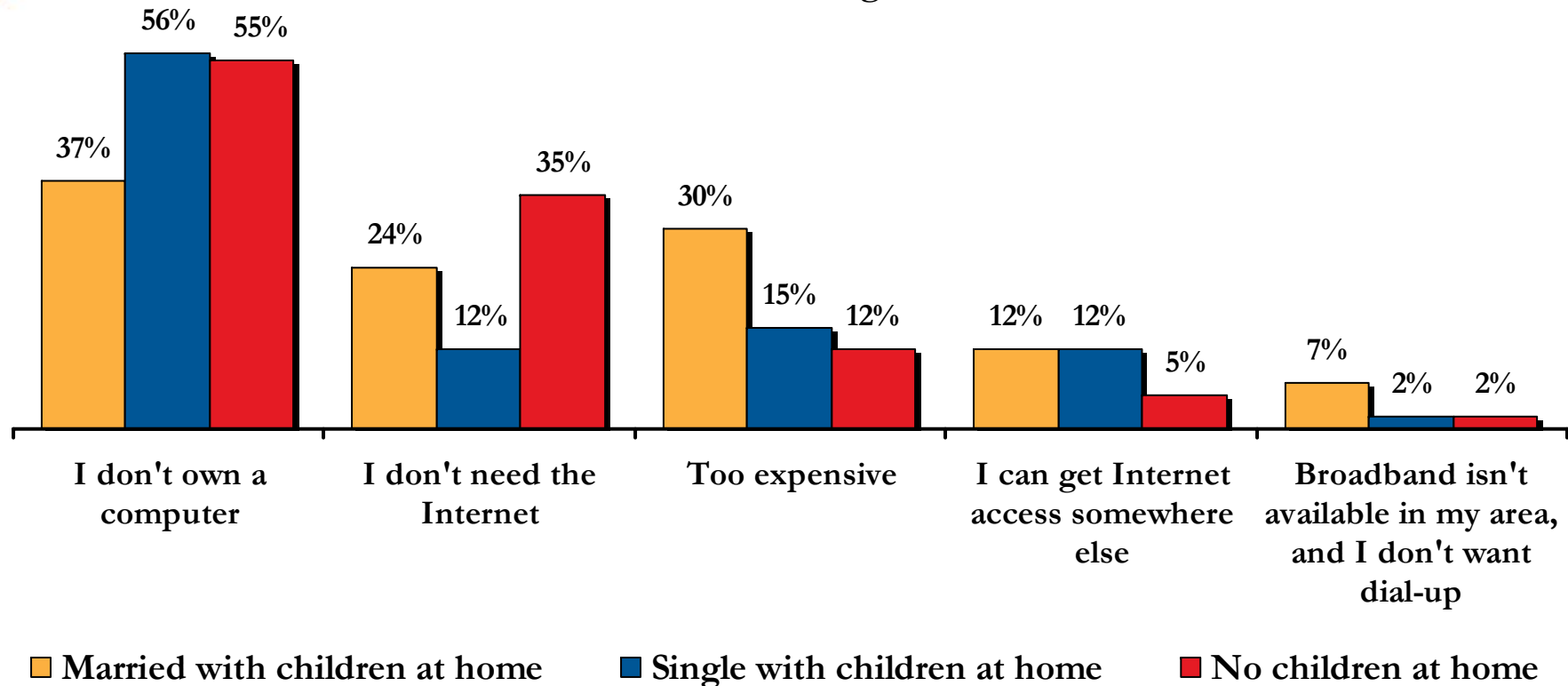
	Married with Children	Single with Children	No Children at Home
Percentage is significantly* <i>higher</i> than the state average: 			
Percentage is significantly* <i>lower</i> than the state average: 			
Spam or junk email	75%	70%	65%
Computer viruses or spyware	54%	48%	50%
Credit card fraud	5%	5%	5%
Identity theft	3%	5%	5%
None of the above	16%	22%	24%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

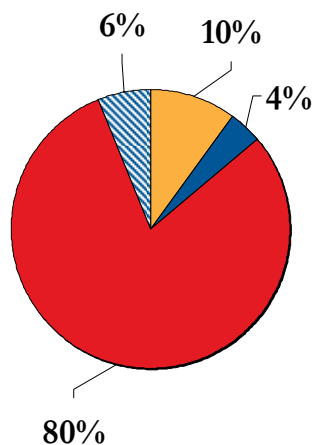


Q: Why don't you subscribe to the Internet at home?
 (n = 356 OH residents with no Internet service at home)

Barriers to Internet Adoption

Household distribution of the top barriers to Internet adoption:

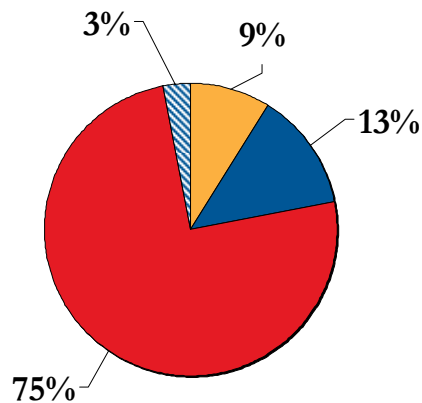
I do not need the Internet:



Married with children in the household:



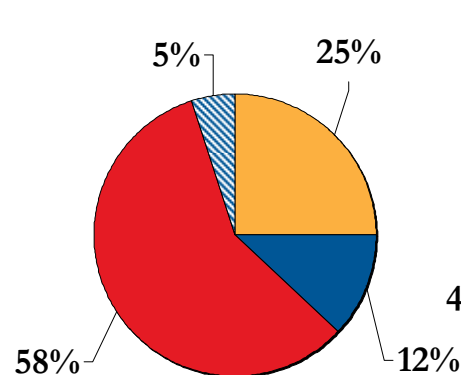
I do not own a computer:



Single with children in the household:



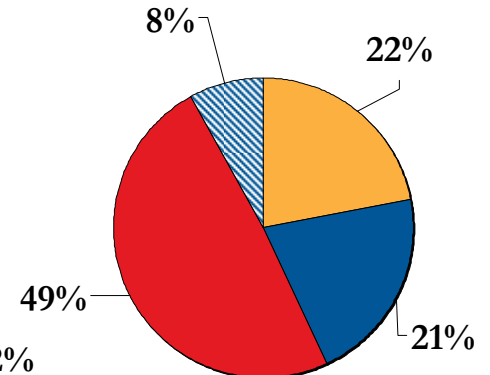
Internet service is too expensive:



No children in the household:



I can access the Internet elsewhere:



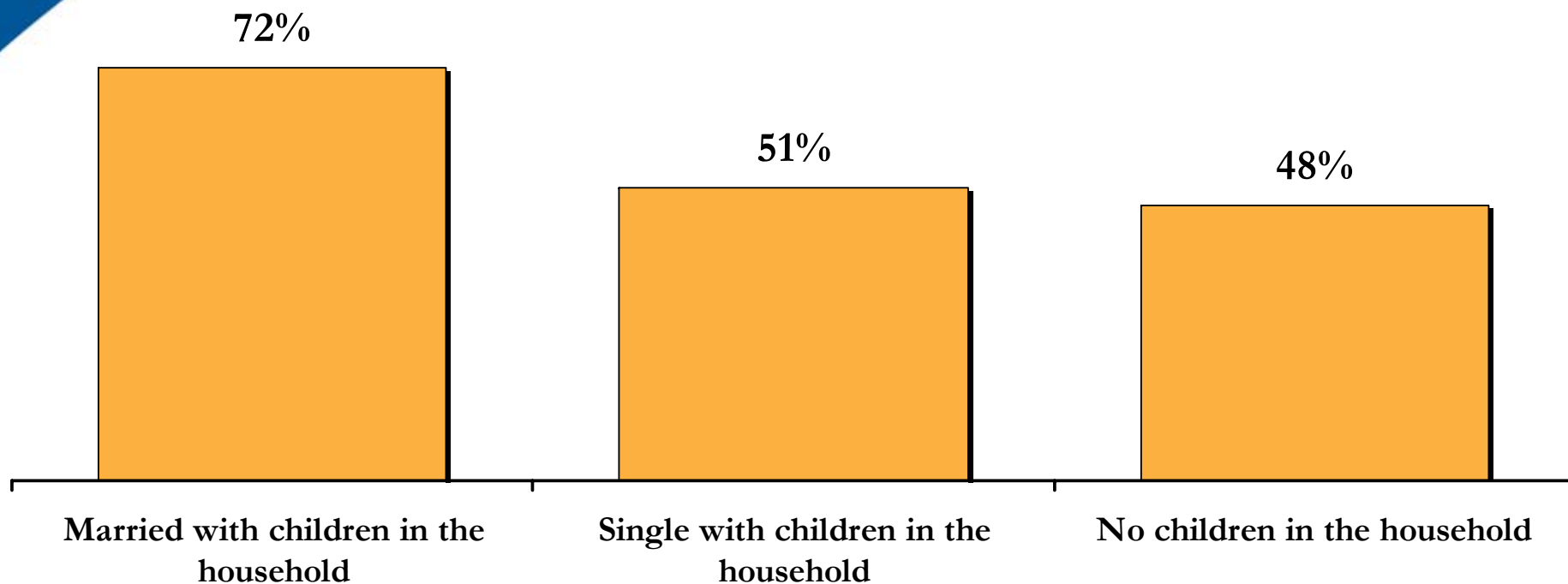
Did not specify:



Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no home Internet service)

Ohio Residents With Home Broadband Service

Percent of Ohio residents who have a broadband connection at home:

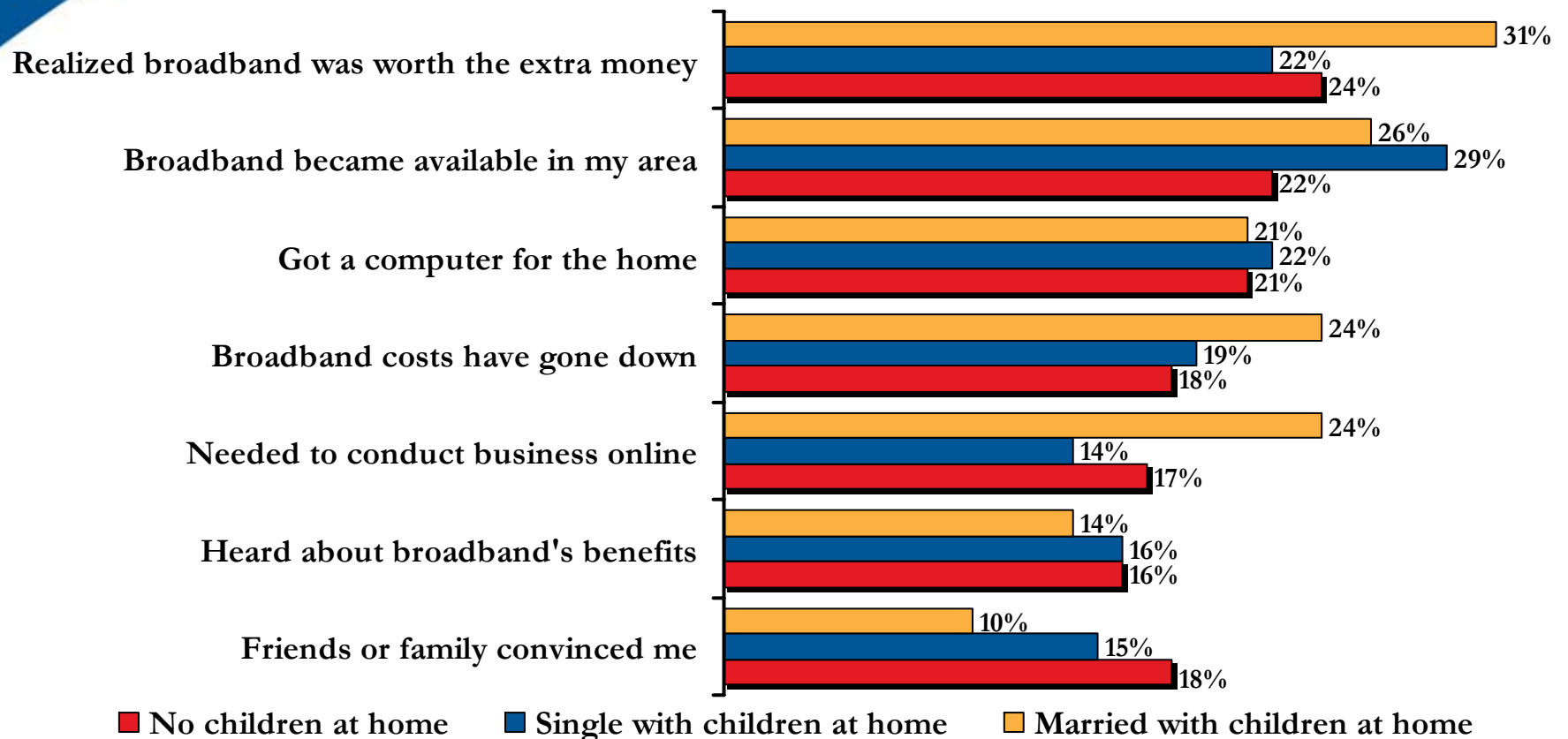


Statewide Average: 55% of all Ohio residents have broadband service at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents with a broadband connection at home:*



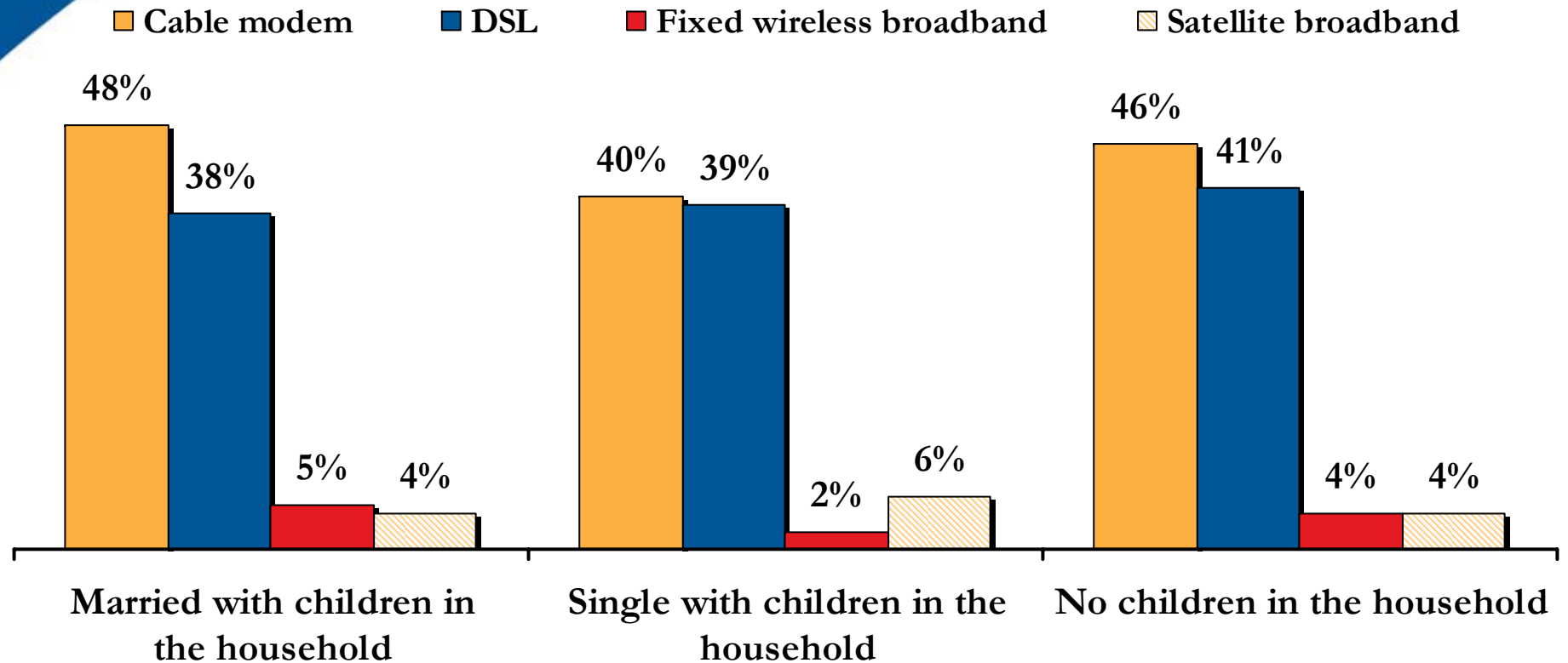
*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 658 OH residents with broadband service at home)

Top Methods of Broadband Access

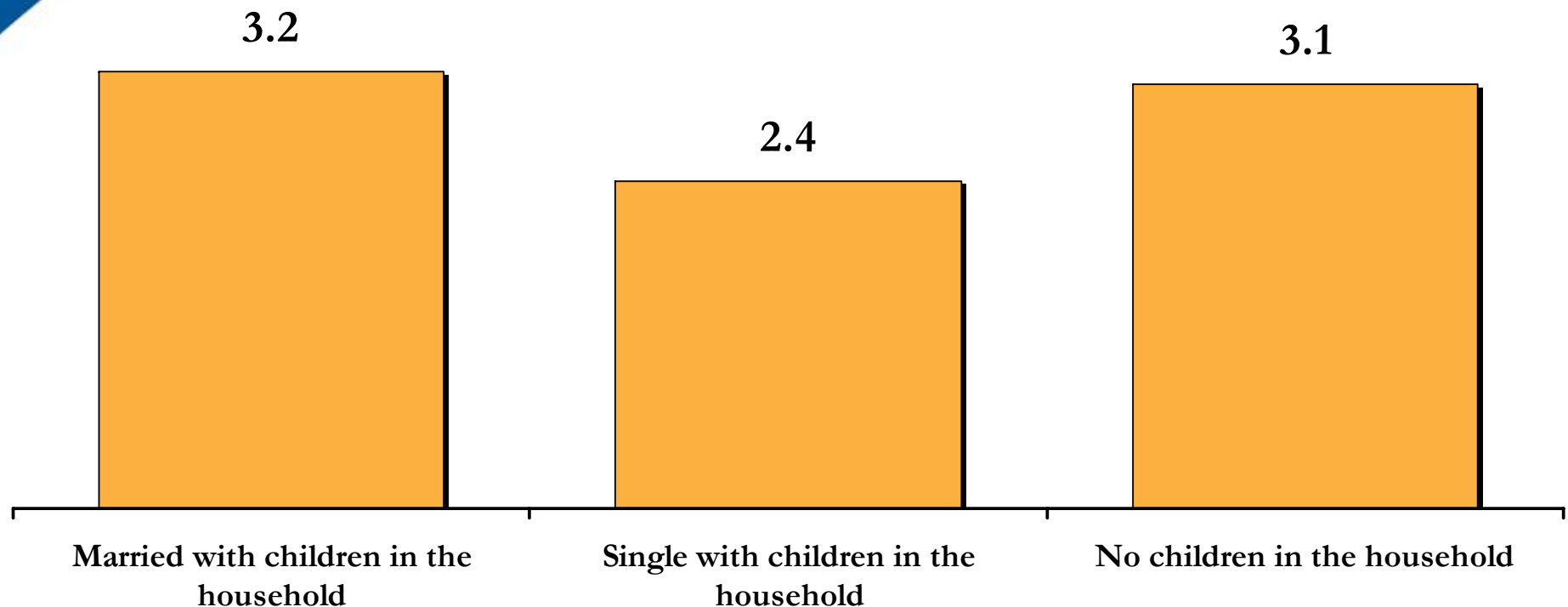
Percent of Ohio residents with a broadband connection at home:



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Home Broadband Service

Average number of years Ohio residents have used broadband from home:



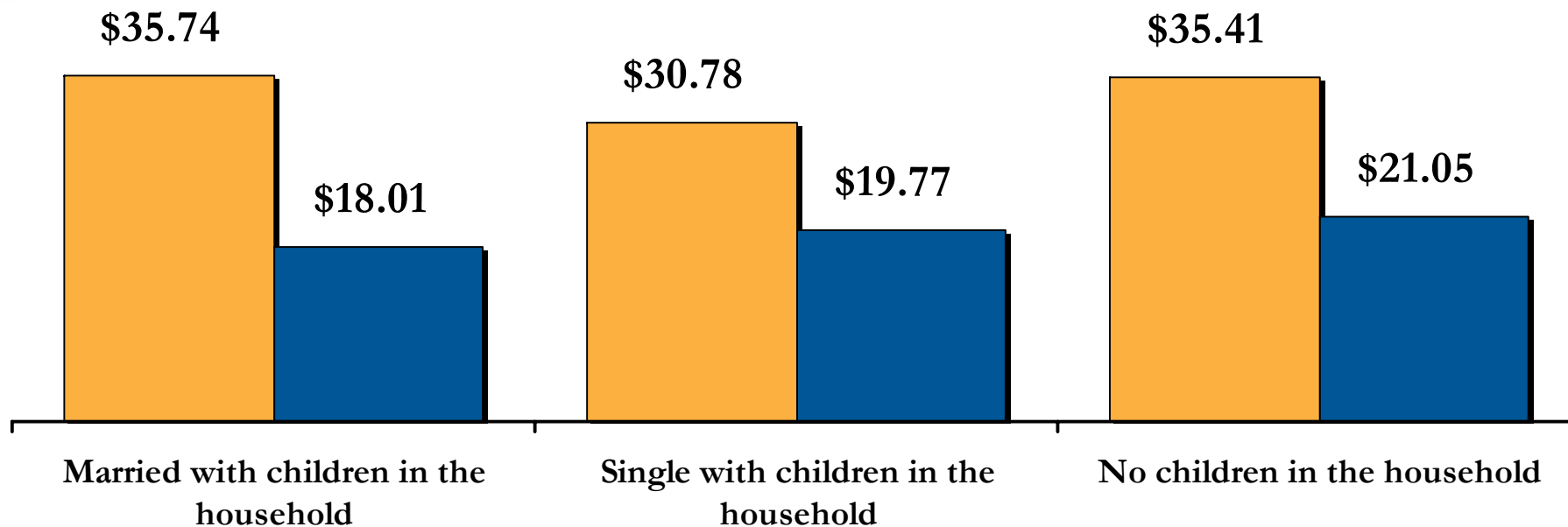
Statewide Average: Ohio residents adopted broadband 3.1 years ago.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections at home:

■ Broadband subscribers
 ■ Dial-up subscribers

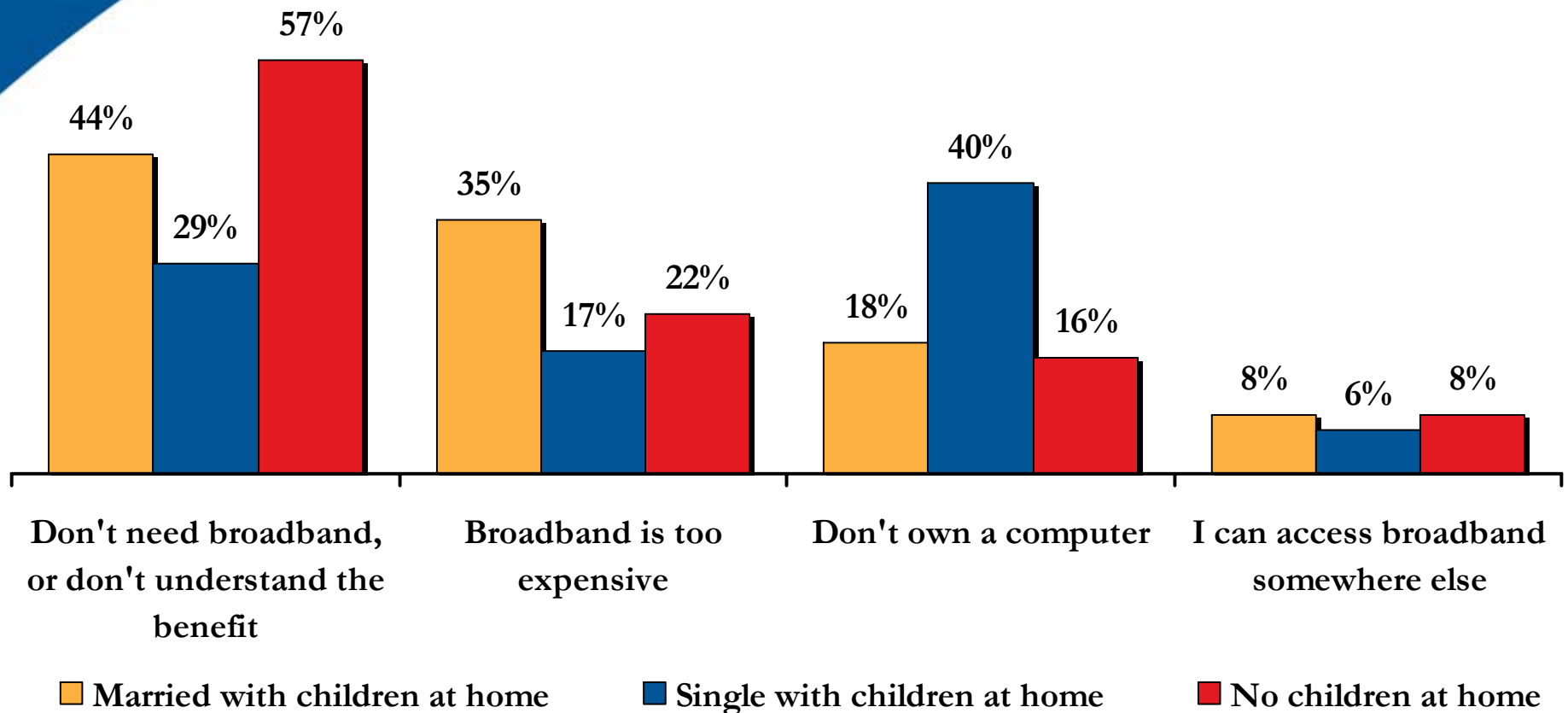


Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up service.

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with Internet service at home)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:

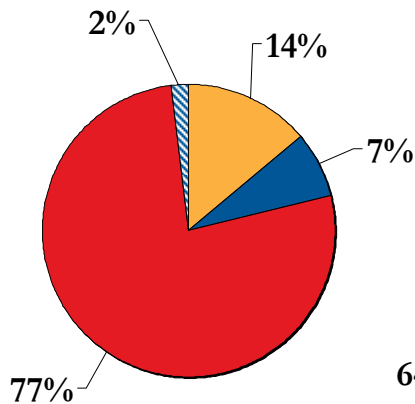


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Barriers to Broadband Adoption

Household distribution of the top barriers to broadband adoption:

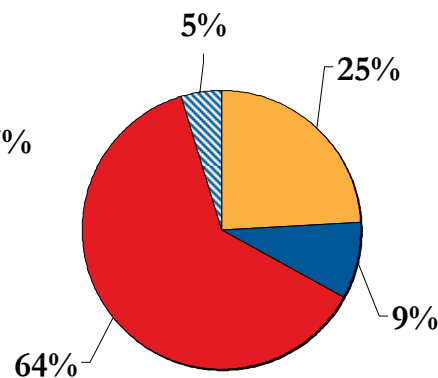
I do not need broadband:



Married with children in the household:



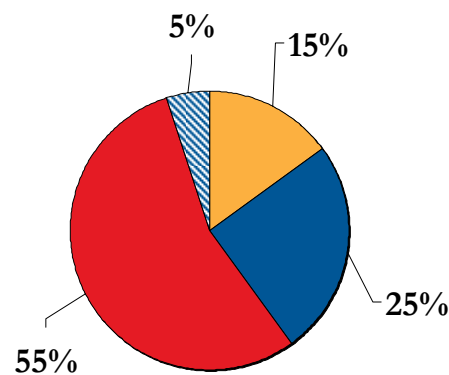
Broadband is too expensive:



Single with children in the household:



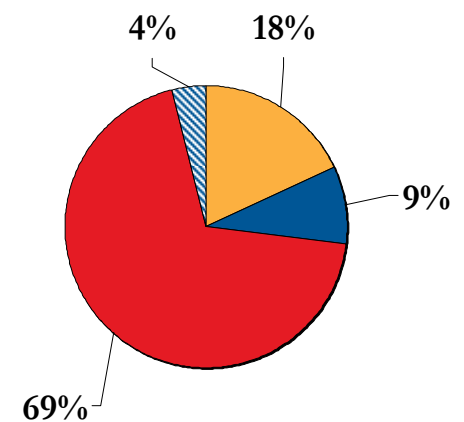
Don't own a computer:



No children in the household:



I can access broadband elsewhere:



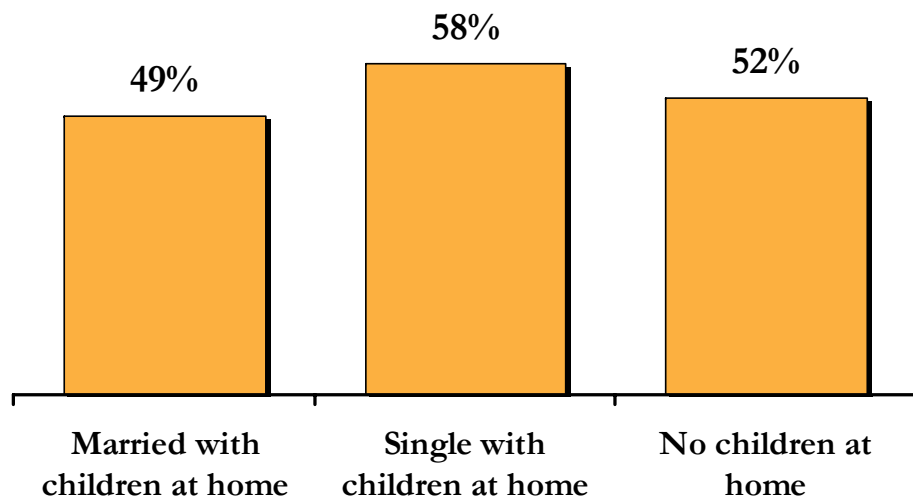
Did not specify:



Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

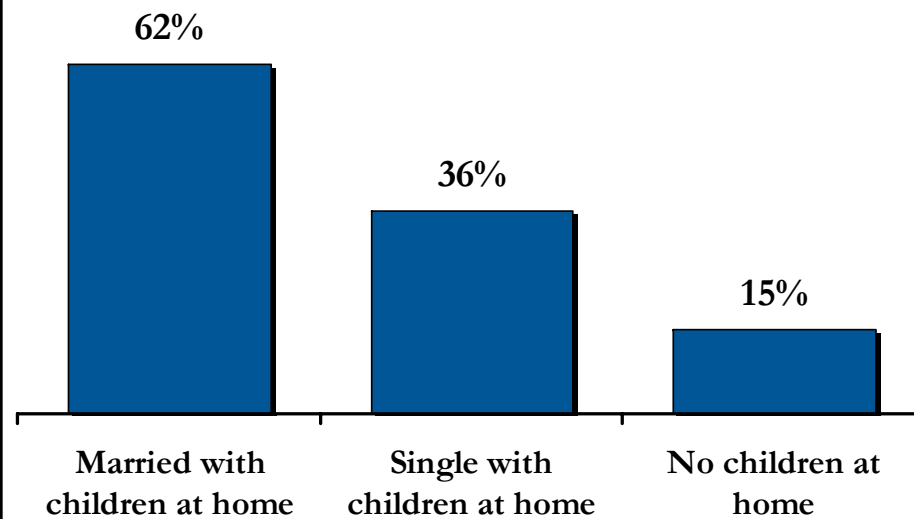
Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:



(n = 542 OH residents who have no broadband connection at home)

Ohio residents who would subscribe to broadband if it were available:



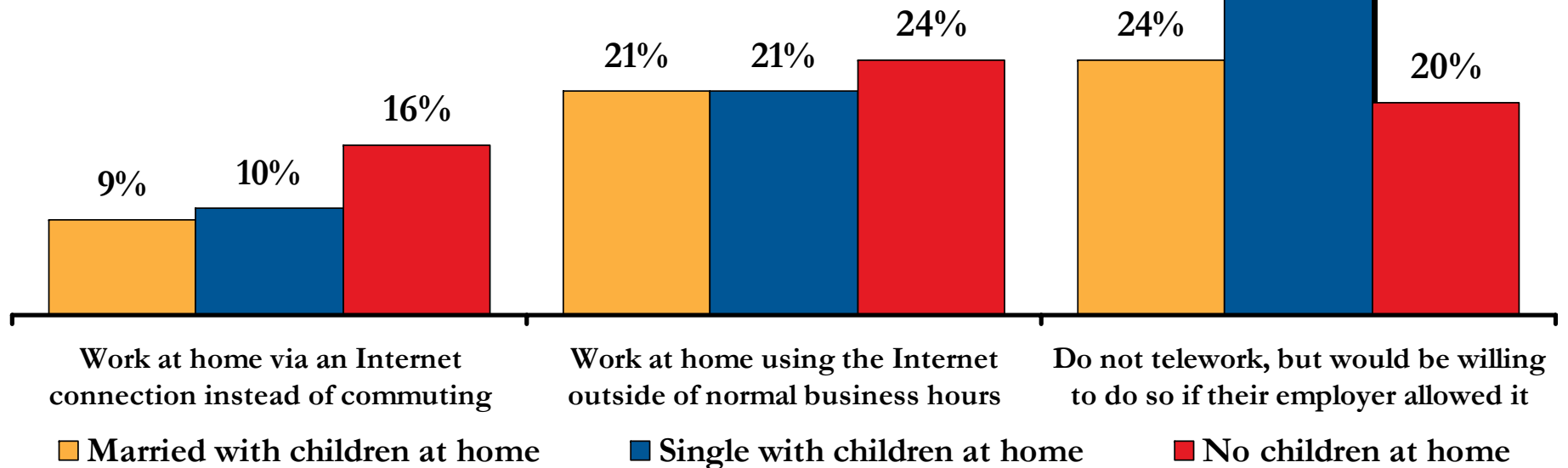
(n = 262 OH residents who are unaware of any broadband service available where they live)

Q: "Is broadband service available in the area where you live?" and "Would you sign up for broadband service if it were available in your area?"

Ohio Residents and Telework

Among Ohio adults employed full- or part-time:

Sixty-five percent of working parents say they would telework if their employers would let them.



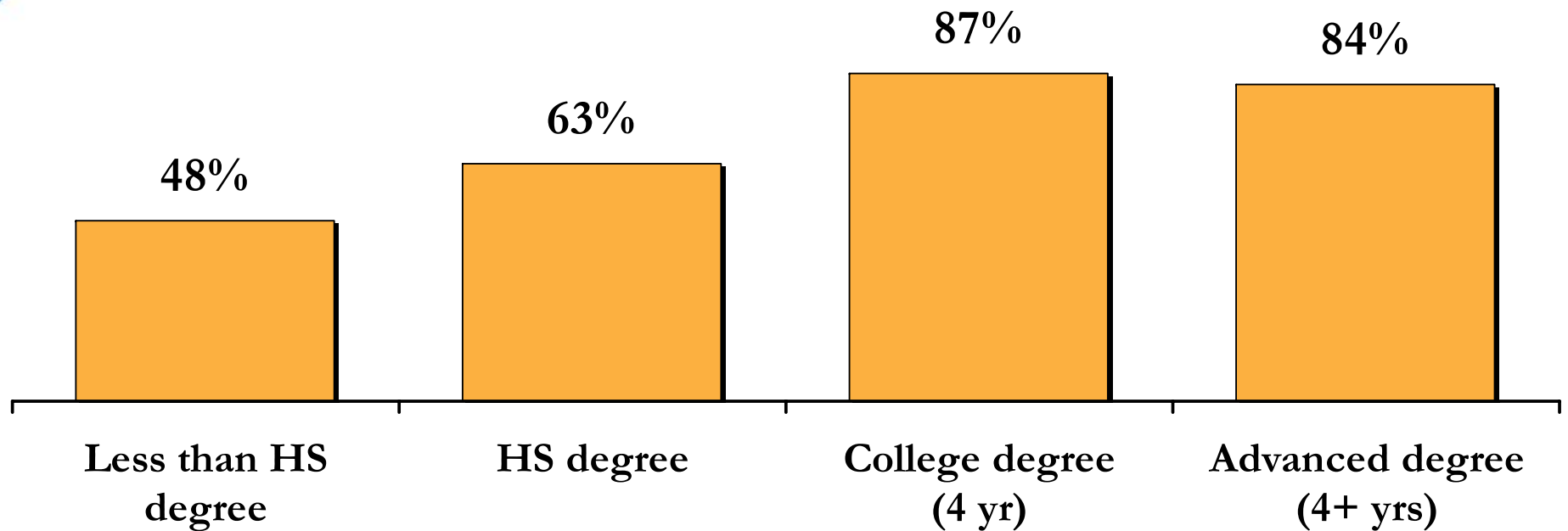
Q: Do you ever work from home related to your job or self-employment?
 (n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by Educational Attainment

Ohio Residents Who Own a Cellular Phone

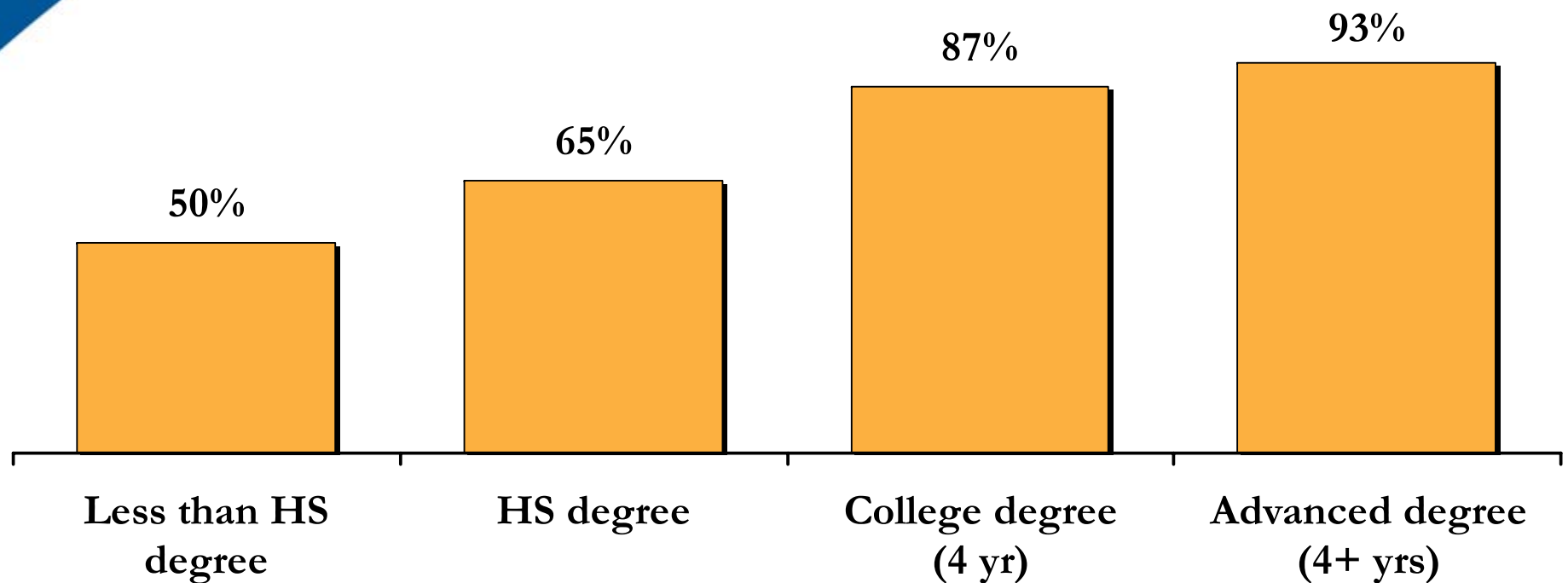
Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents own a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



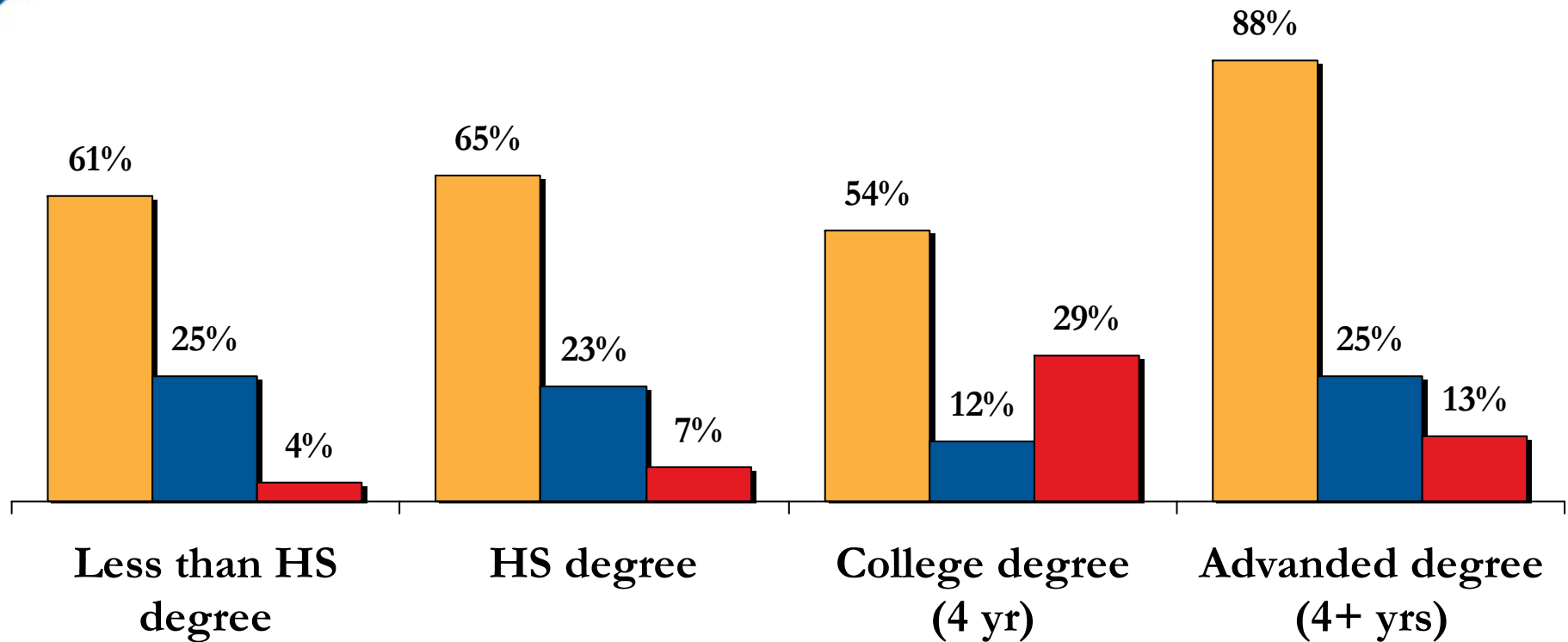
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Does your household have a computer?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Percent of Ohio residents who do not own a computer:

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

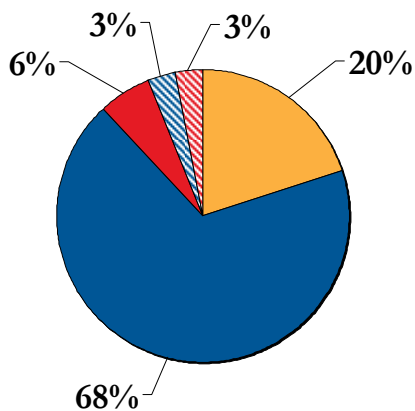


Q: Why don't you have a computer at home?
 (n = 290 OH residents with no computer in their household)

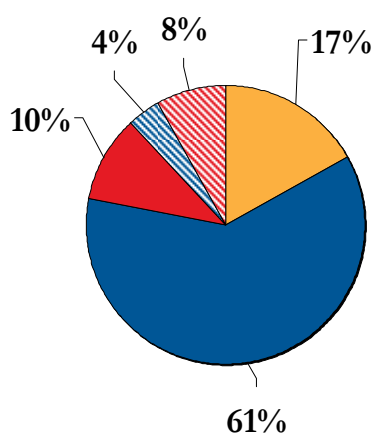
Barriers to Computer Ownership

Educational distribution of the top barriers to computer ownership:

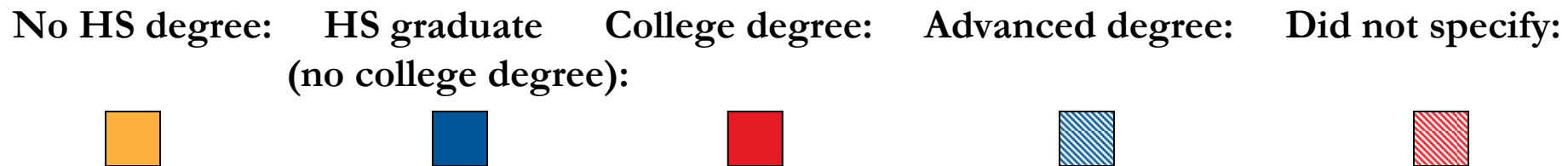
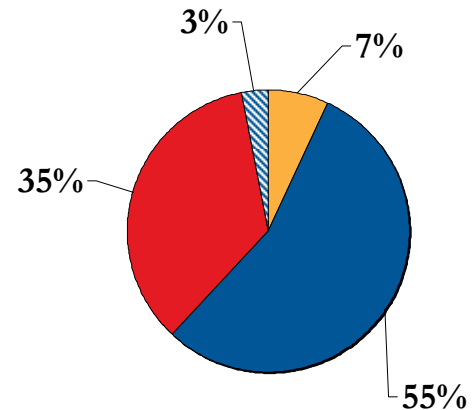
Computers are too expensive:



I do not need a computer:



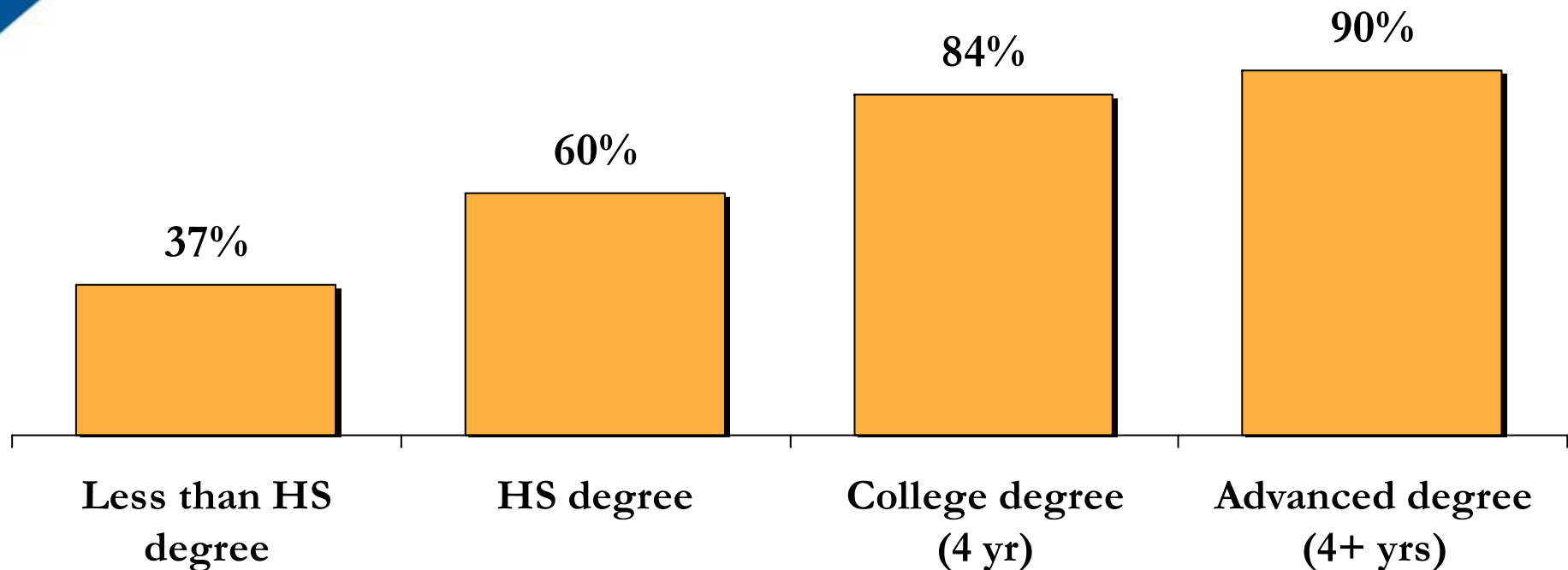
I use a computer somewhere else:



Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents With Either a Broadband or Dial-Up Internet Connection at Home

Percent of Ohio residents who have an Internet connection at home:

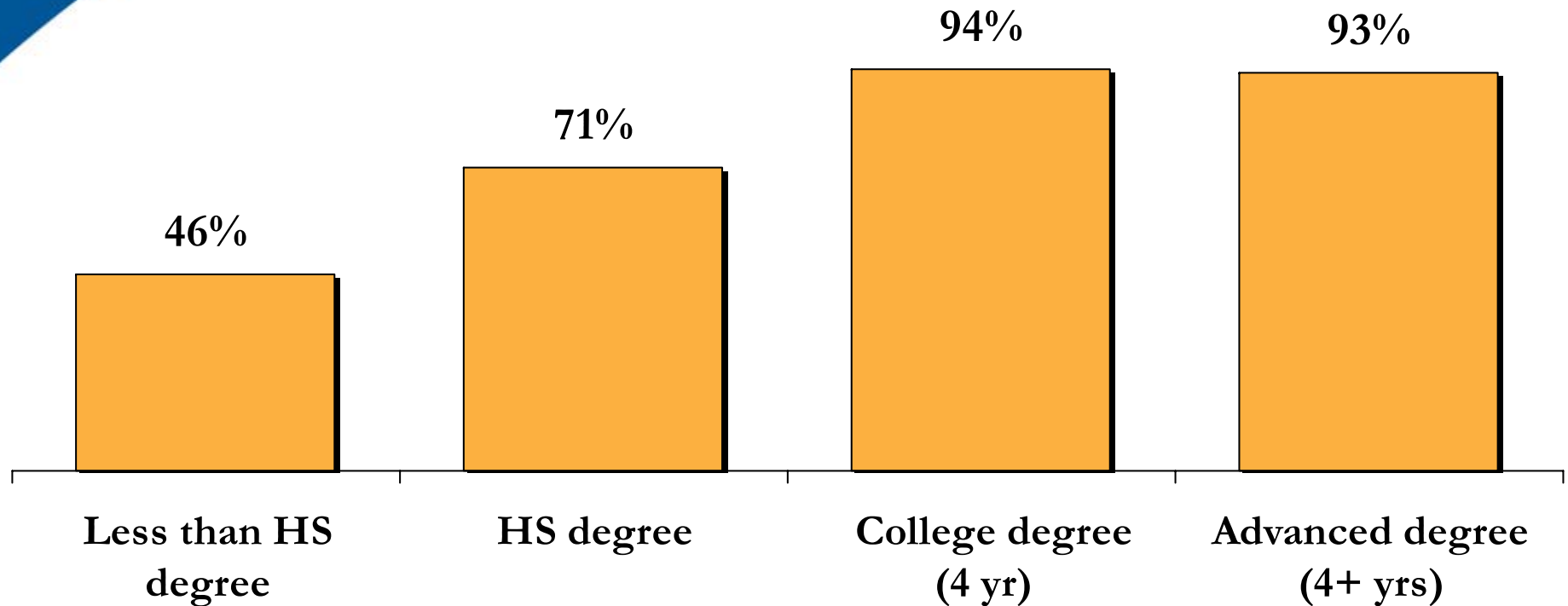


Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)

Ohio Residents Who Access the Internet (Dial-Up or Broadband) From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:



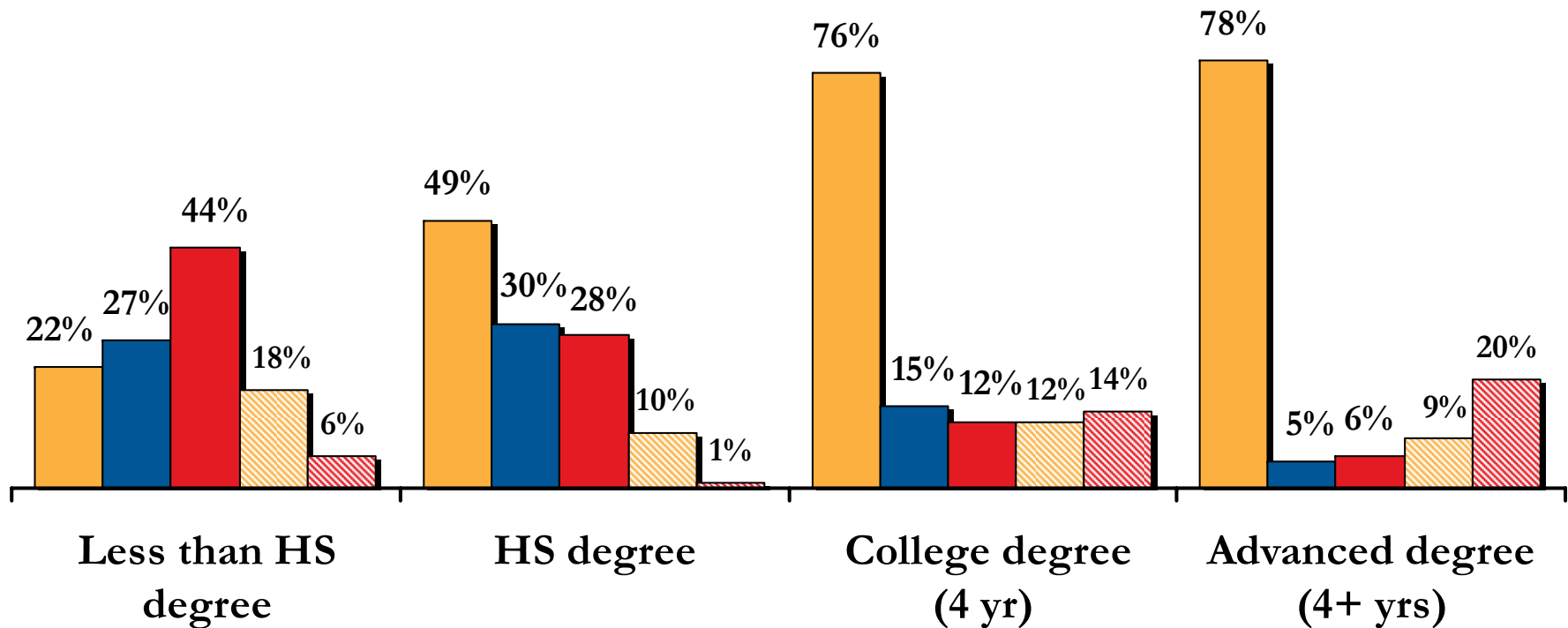
Statewide Average: 79% of Ohio residents report accessing the Internet from home or someplace else.

Q: At what locations do you have access to the Internet?
(n = 1,200 OH residents)

Most Popular Places for Ohio Residents to Access the Internet (Dial-Up or Broadband)

Percent of Ohio residents who access the Internet someplace other than home:



■ At work
 ■ Someone else's home
 ■ At the library
 ■ At school
 ■ Hotels/Restaurants



Q: At what locations outside of your own home do you use the Internet?
 (n = 542 OH residents who access the Internet from someplace other than home)

Searching for Information Online

Percent of Ohio 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: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Product or service information	57%	68%	82%	87%
Health or medical information	47%	61%	74%	83%
Information about events in your community	20%	43%	68%	70%
Research for schoolwork	48%	47%	61%	68%
Information about government	32%	45%	63%	70%
Jobs or employment	39%	40%	56%	58%
None of the above	11%	12%	5%	5%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Email	65%	78%	93%	95%
Instant messages	28%	34%	33%	35%
Posting content to a website	15%	19%	20%	27%
Chatting in chat rooms	17%	9%	11%	13%
Posting content to a blog	9%	7%	9%	18%
None of the above	26%	16%	4%	4%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:



Percentage is significantly* <i>higher</i> than the state average: 	Percentage is significantly* <i>lower</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Friends or family	61%	76%	88%	95%	
Businesses	24%	35%	59%	68%	
Coworkers	15%	34%	63%	66%	
Health insurance company	11%	30%	42%	51%	
Teachers	22%	24%	40%	54%	
Ohio state government	13%	26%	36%	44%	
Doctors or healthcare professionals	13%	24%	31%	38%	
Local government	4%	23%	30%	46%	
Elected officials	9%	15%	25%	39%	
None of the above	15%	13%	2%	3%	

*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio Internet users who conduct the following transactions online:

Percentage is significantly* <i>higher</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Percentage is significantly* <i>lower</i> than the state average: 				
Purchasing a product or service online	39%	59%	81%	88%
Booking travel arrangements	27%	39%	69%	82%
Paying bills	29%	41%	63%	76%
Online banking	27%	39%	63%	76%
Online transactions with government	16%	23%	43%	50%
Selling a product or service online	20%	19%	28%	31%
Buying, selling, or trading investments	9%	10%	24%	35%
None of the above	34%	23%	8%	5%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio Internet users who conduct the following activities online:



Percentage is significantly* <i>higher</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Percentage is significantly* <i>lower</i> than the state average: 				
Using a search engine	44%	64%	83%	88%
Sending or receiving photos	39%	51%	72%	83%
Reading online	39%	52%	67%	78%
Playing games online	59%	48%	40%	37%
Downloading music	41%	36%	42%	51%
Watching videos, movies, or TV shows online	40%	28%	34%	38%
Working from home	22%	17%	40%	55%
Reading blogs	24%	13%	25%	37%
Taking online classes	18%	13%	21%	29%
None of the above	11%	12%	4%	1%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Spam or junk email	50%	57%	78%	79%
Computer viruses or spyware	39%	46%	53%	61%
Credit card fraud	2%	4%	6%	7%
Identity theft	2%	5%	5%	3%
None of the above	37%	29%	15%	11%



*significance measured at a 95% confidence level

Q: Have you ever been a victim to any of the following [issues] through the Internet?

(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
I don't own a computer	61%	53%	41%	58%
I don't need the Internet	26%	30%	36%	16%
Too expensive	10%	17%	14%	16%
I can access the Internet someplace else	2%	4%	18%	8%
Broadband isn't available in my area, and I don't want dial-up	0%	3%	5%	8%
Concerns about fraud or identify theft	2%	2%	2%	8%
Other	7%	2%	5%	9%

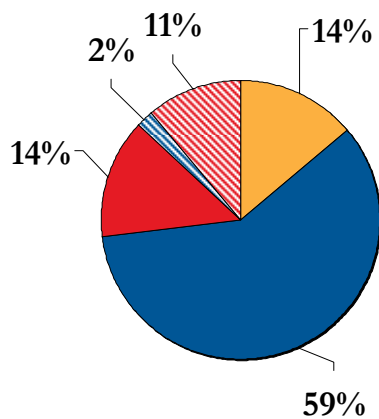
*significance measured at a 95% confidence level

Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

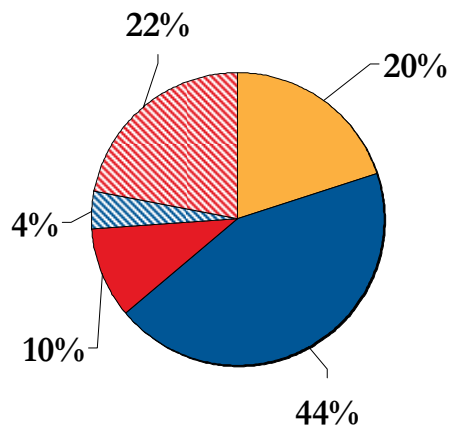
Barriers to Internet Adoption

Educational distribution of the top barriers to Internet adoption:

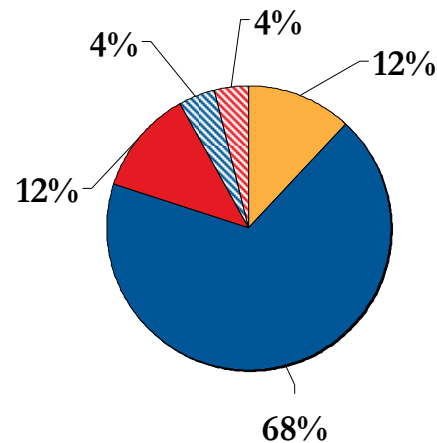
I do not need the Internet:



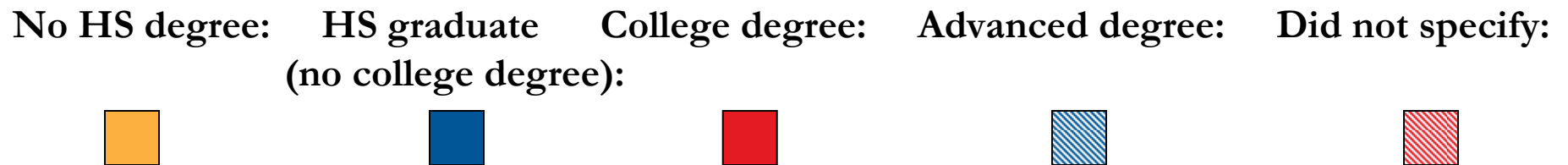
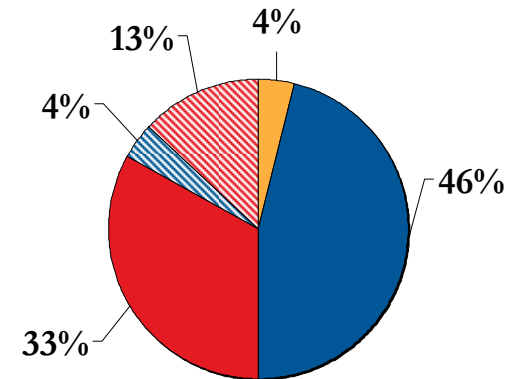
I do not own a computer:



Internet service is too expensive:



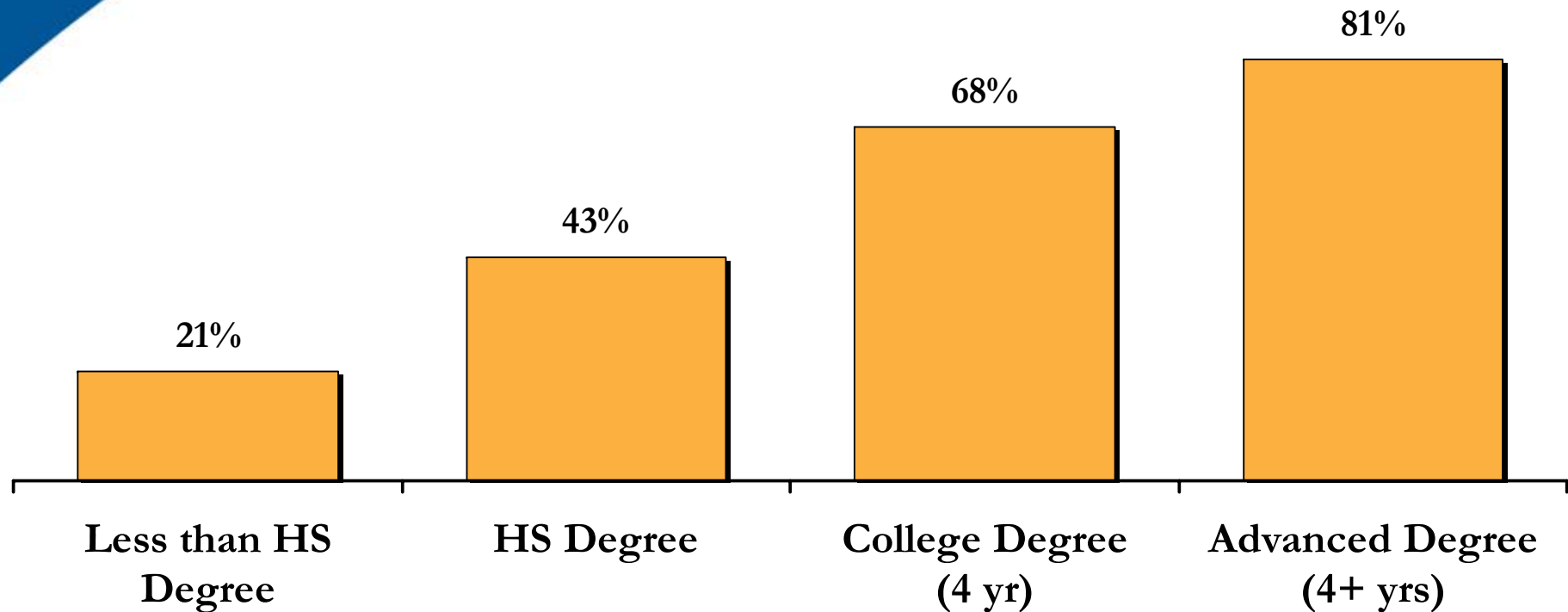
I can access the Internet someplace else:



Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

Ohio Residents Who Have Broadband at Home

Percent of Ohio residents who have a broadband connection at home:





Statewide Average: 55% of all Ohio residents have a broadband connection at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents who subscribe to broadband for the following reasons:

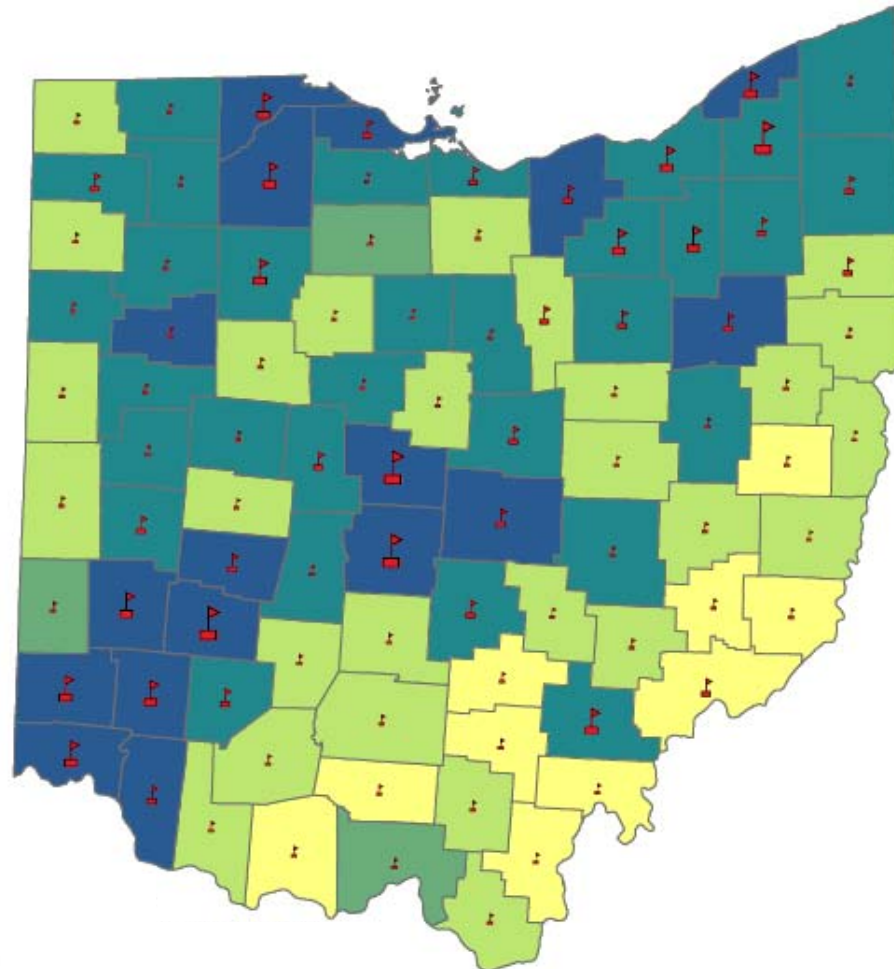
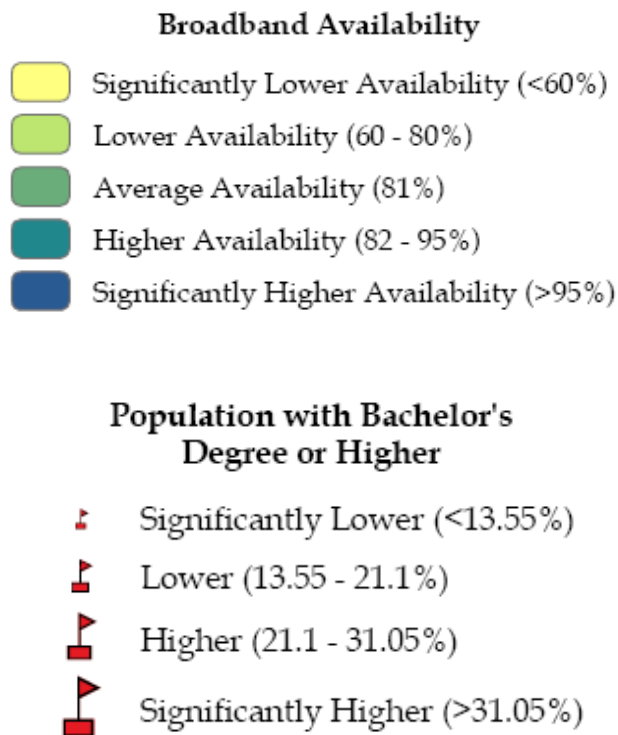
Percentage is significantly <i>higher</i> than the state average: 	Less than HS degree	HS degree	College degree (4 yr)	Advanced degree (4+ yrs)
Percentage is significantly <i>lower</i> than the state average: 				
Realized broadband was worth the extra money	24%	22%	28%	29%
Broadband became available in my area	15%	25%	21%	22%
Got a computer for the home	19%	27%	13%	20%
Broadband costs have gone down	9%	20%	20%	17%
I needed to conduct business online	14%	13%	19%	27%
I heard about the benefits of broadband	19%	15%	15%	14%
Friends or family convinced me	10%	22%	14%	10%
Other	24%	9%	11%	9%
Don't know/refused	9%	5%	2%	5%

*Significance measured at a 95% confidence level

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

(n = 658 OH residents with broadband service at home)

Broadband Availability vs. Educational Attainment by County

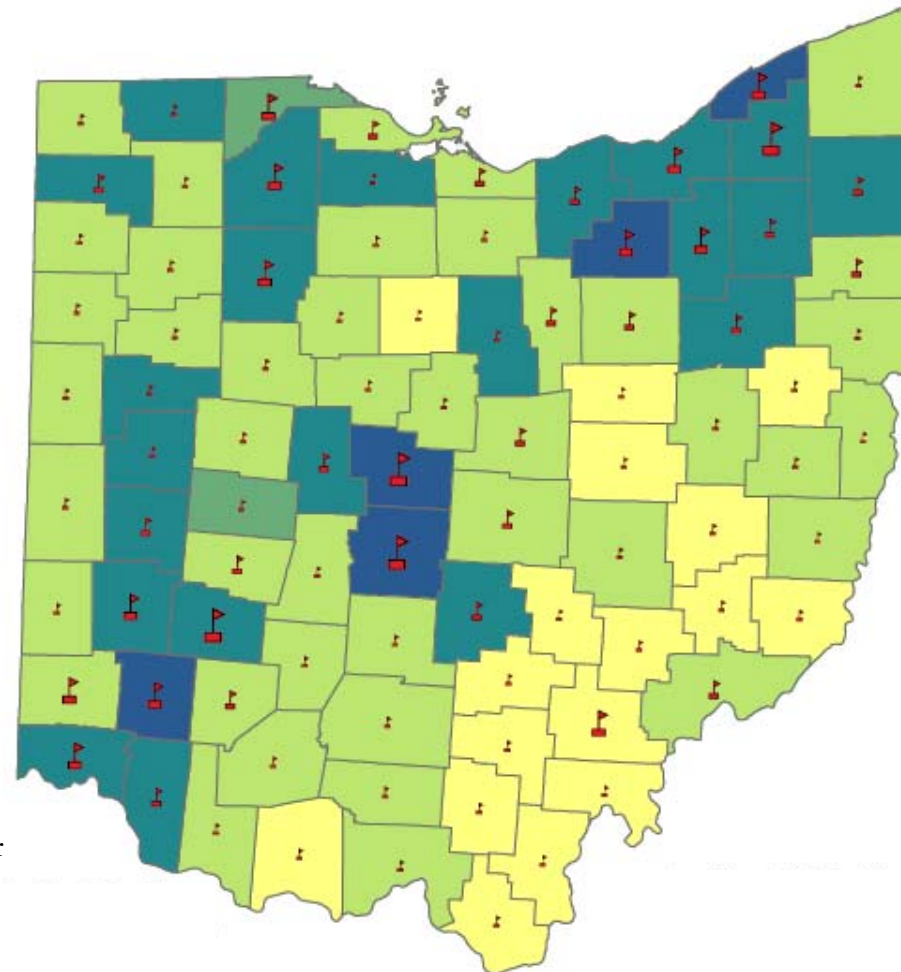


Statewide adult population age 25+ with a Bachelor's degree or higher: 21.1%
(2000 United States Census)

Broadband Adoption vs. Educational Attainment by County

- Broadband Adoption**
- Significantly Lower (<36%)
 - Lower (36-54%)
 - Statewide Average (55%)
 - Higher (56-64%)
 - Significantly Higher (>64%)

- Population with Bachelor's Degree or Higher**
- Significantly Lower (<13.55%)
 - Lower (13.55 - 21.1%)
 - Higher (21.1 - 31.05%)
 - Significantly Higher (>31.05%)



Statewide adult population age 25+ with a Bachelor's degree or higher: 21.1%

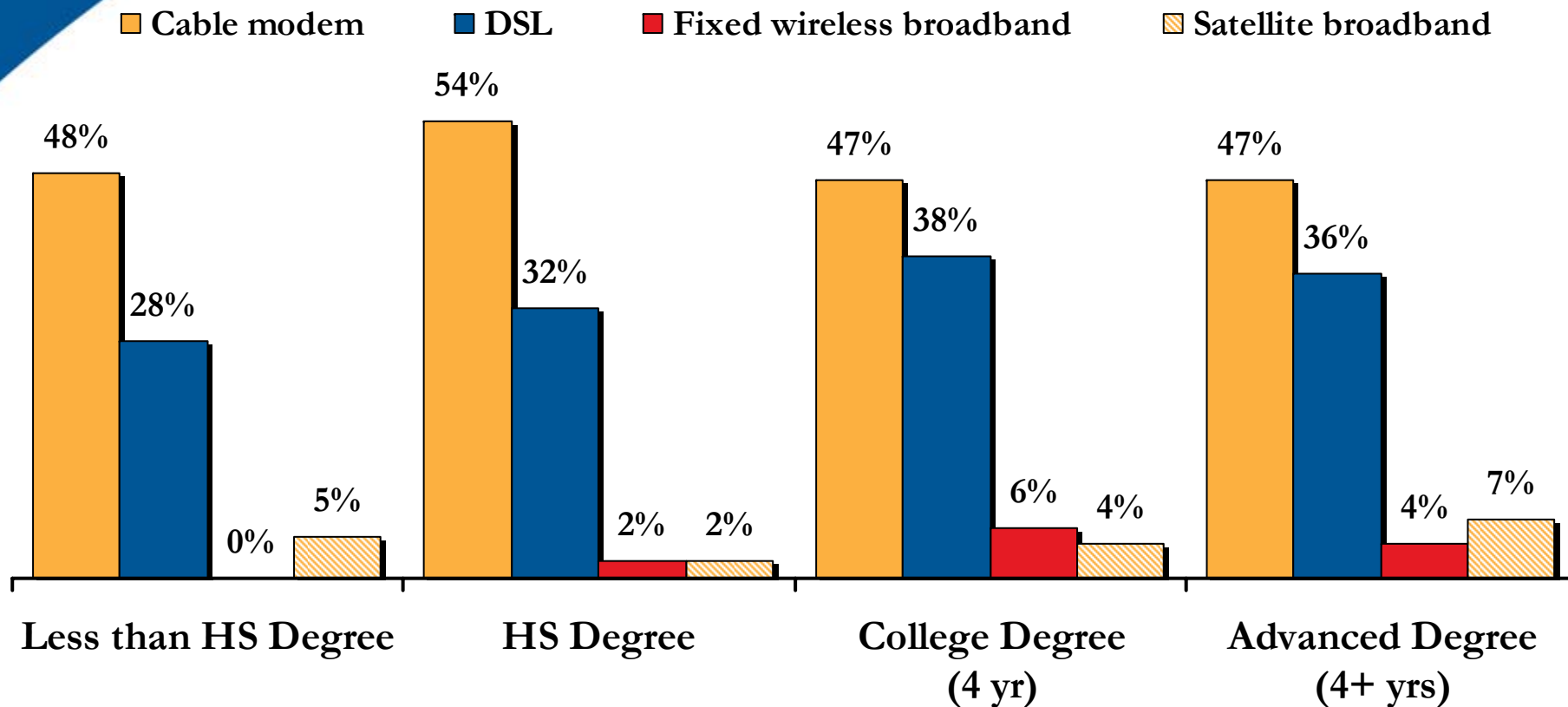
(2000 United States Census)

Q: Which of the following describe the type of Internet service you have at home?

(n = 10,083 OH residents)

Top Methods of Broadband Access

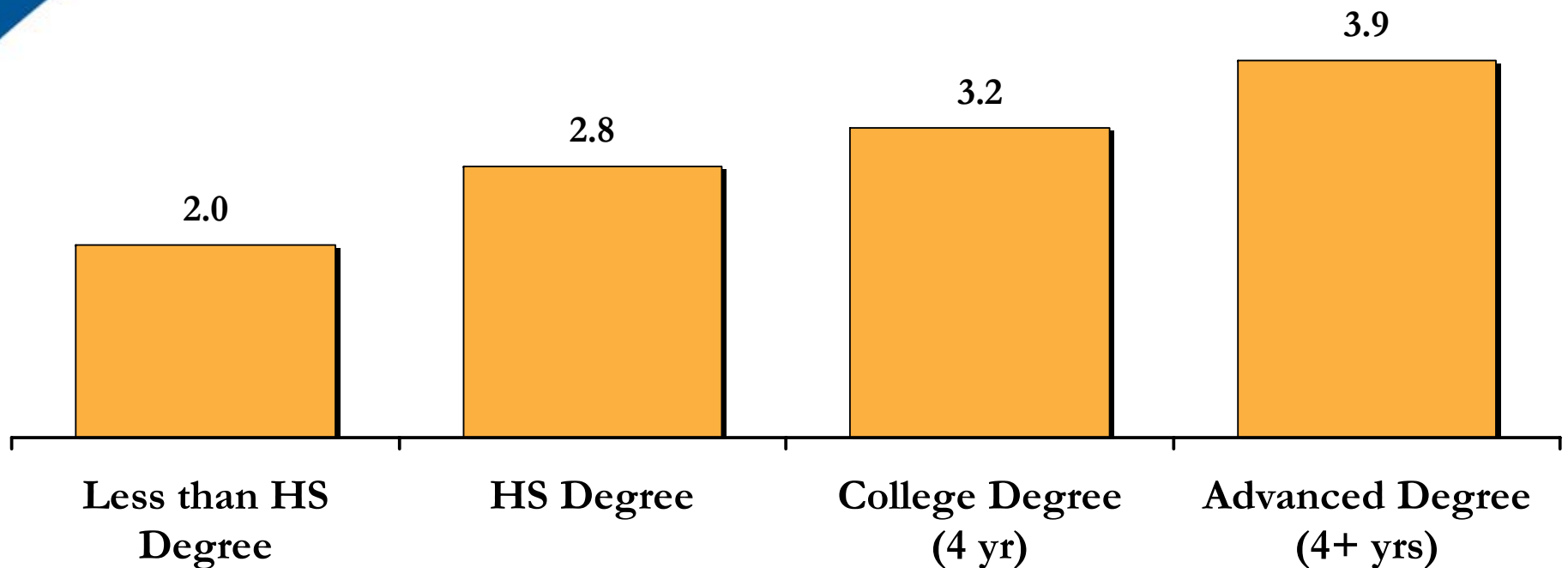
Percent of Ohio residents with a broadband connection at home:



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Broadband in Their Household

Average number of years Ohio residents have accessed broadband from home:

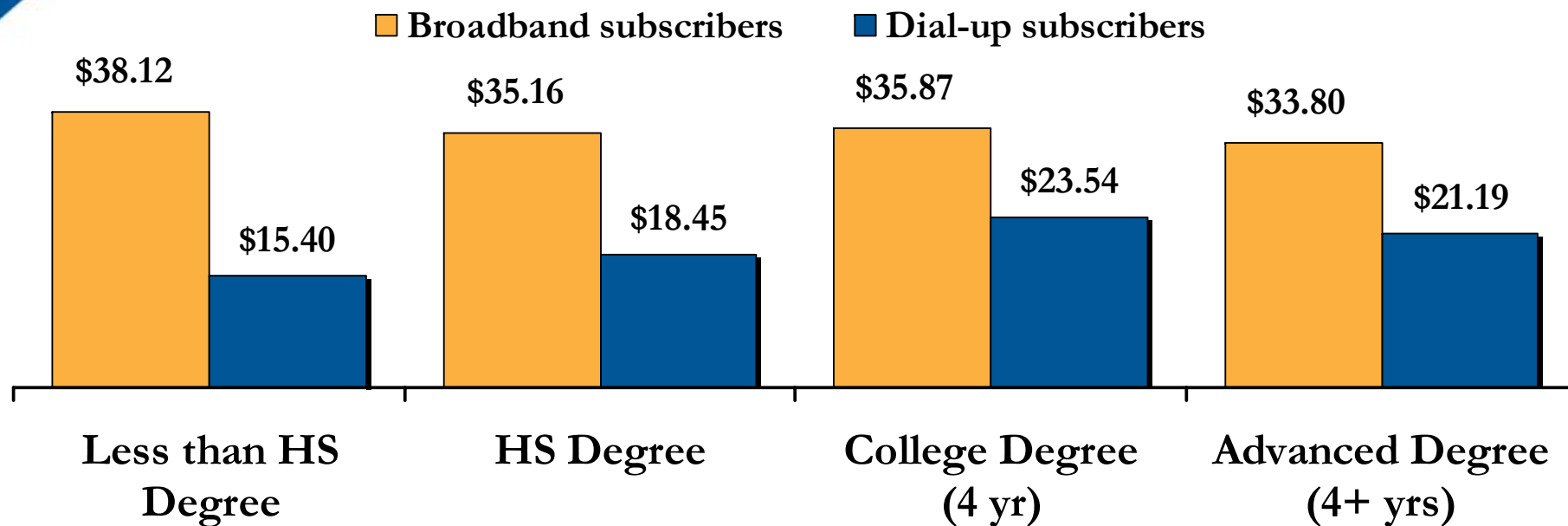


Statewide Average: Ohio residents adopted broadband 3.1 years ago on average.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for home broadband and dial-up connections:



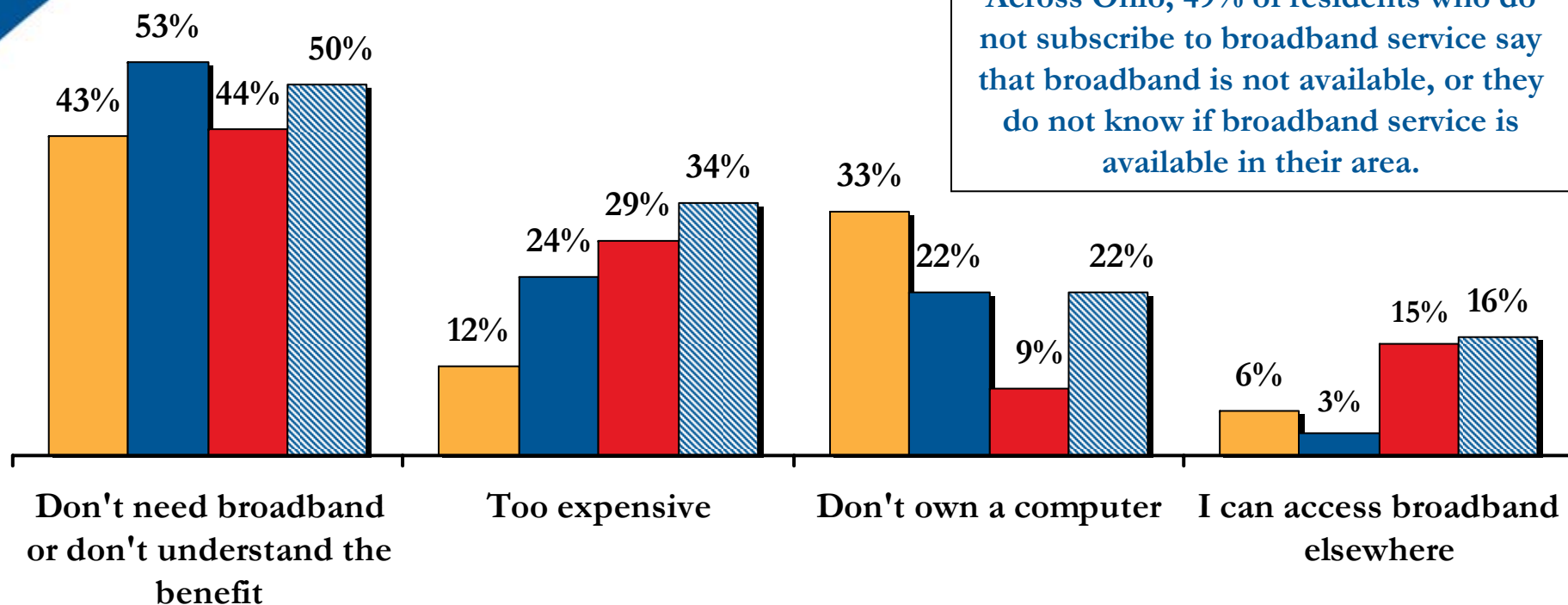
Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband service and \$20.08 for dial-up service.

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with dial-up or broadband Internet service at home)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:

Across Ohio, 49% of residents who do not subscribe to broadband service say that broadband is not available, or they do not know if broadband service is available in their area.



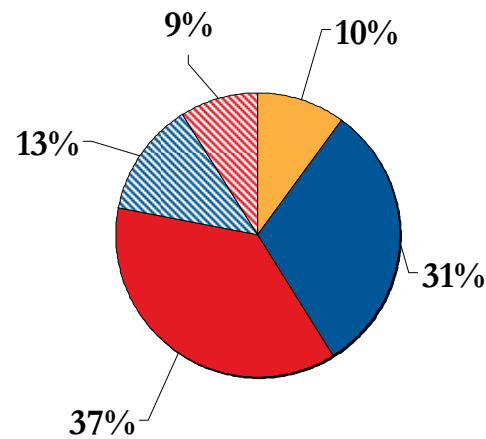
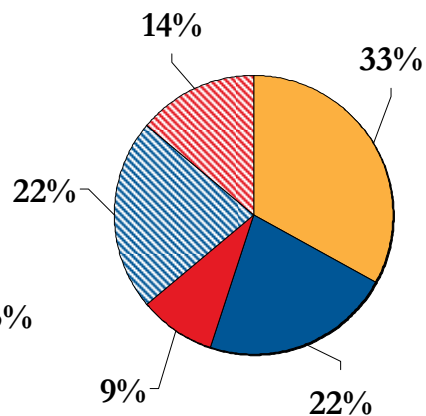
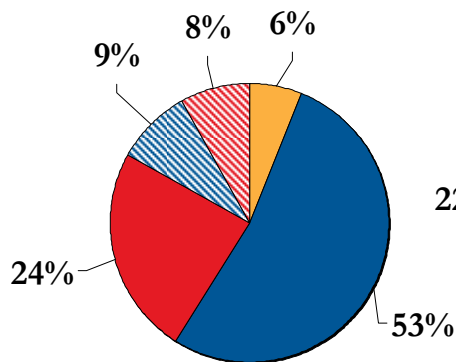
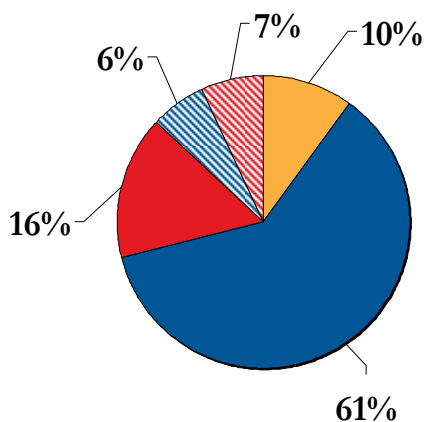
■ Less than HS Degree
 ■ HS Degree
 ■ College Degree (4 yr)
 ■ Advanced Degree (4+ yrs)

Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents for whom broadband service is available, but they choose not to subscribe).

Barriers to Broadband Adoption

Educational distribution of the top barriers to broadband adoption:

I do not need broadband service: **Broadband service is too expensive:** **Don't own a computer:** **I can access broadband elsewhere:**



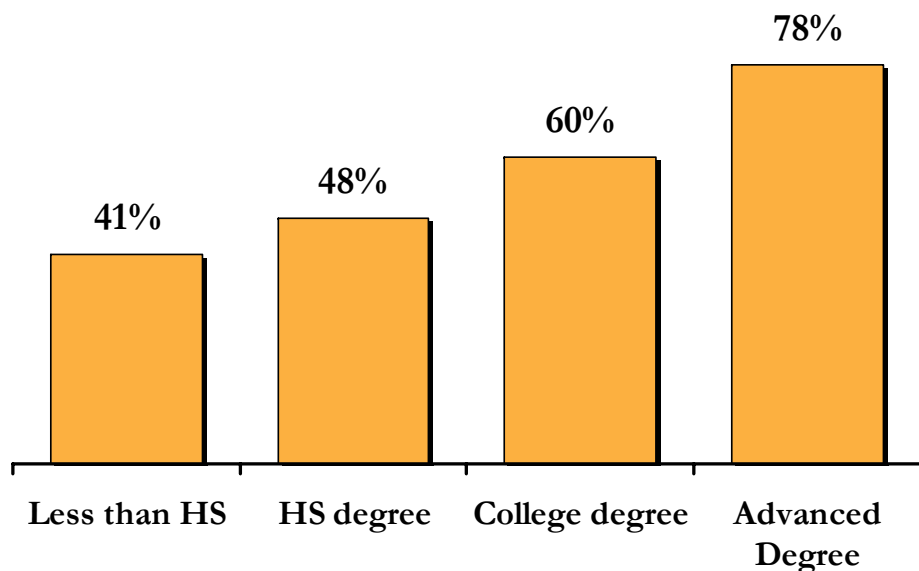
No HS diploma: **HS graduate** **College degree:** **Advanced degree:** **Did not specify:**
(no college degree):



Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:

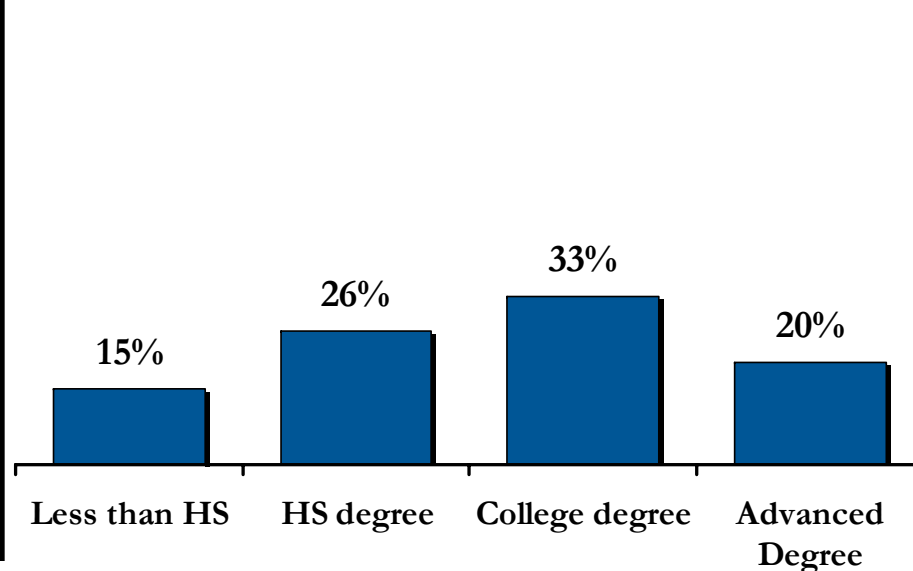


(n = 542 OH residents who have no broadband connection at home)

Q: Is broadband service available in the area where you live?
and

Q: Would you sign up for broadband service if it were available in your area?

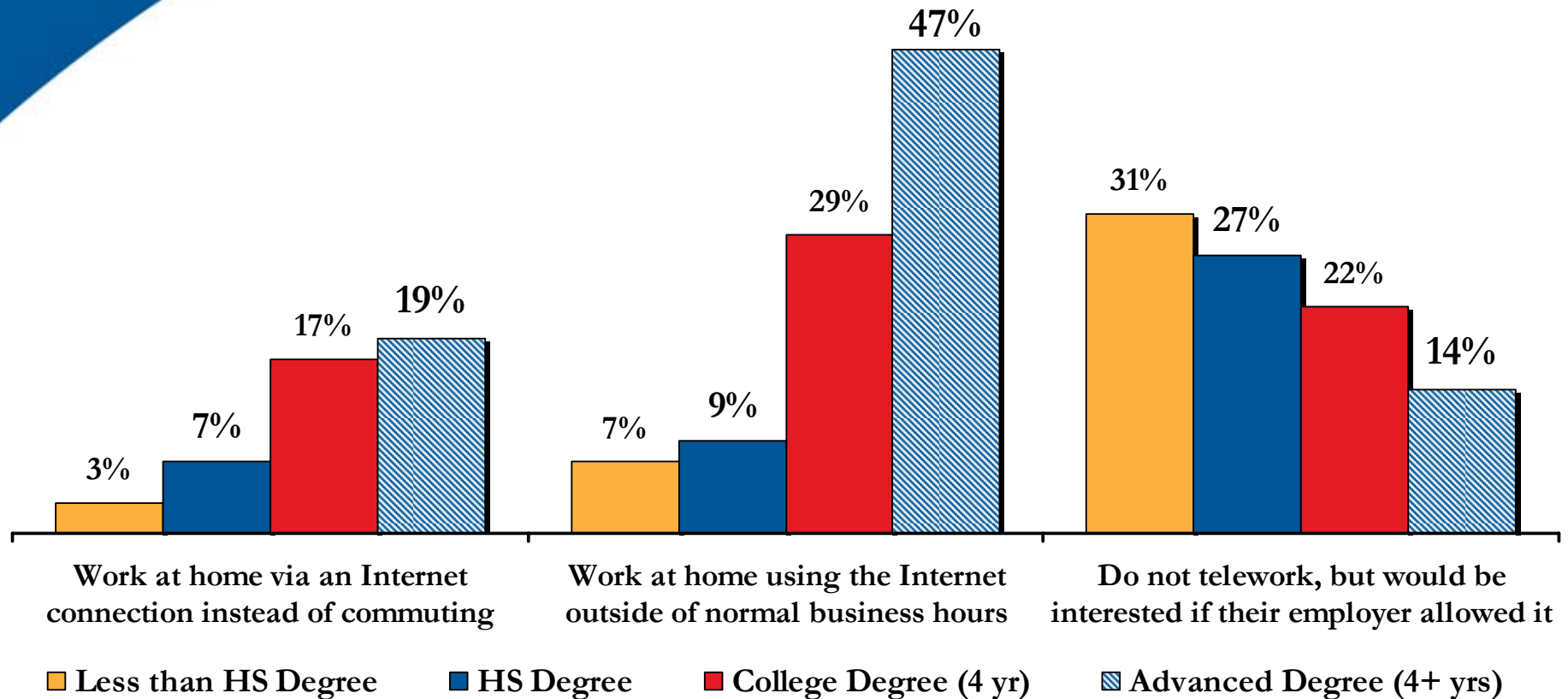
Ohio residents who would subscribe to broadband if it were available:



(n = 262 OH residents who are unaware of any broadband service available where they live)

Ohio Residents and Telework

Among Ohio adults employed full- or part-time:



Q: Do you ever do work from home related to your job or self-employment? and

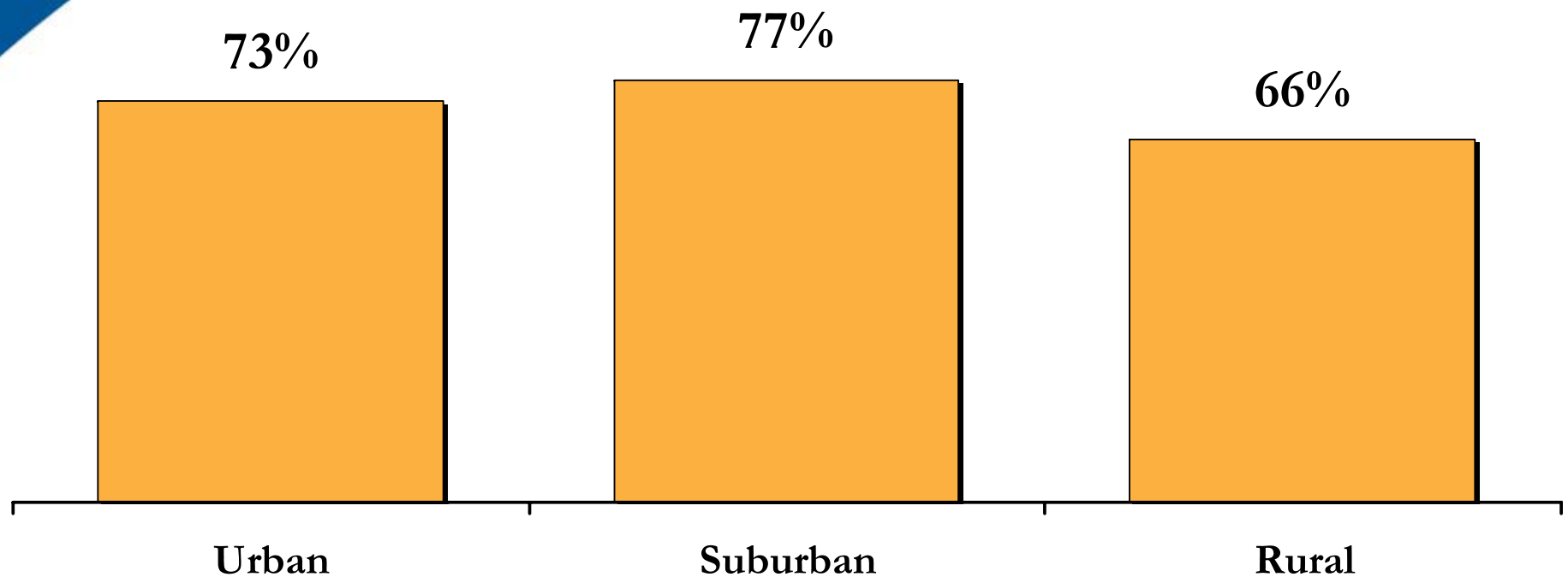
Q: Would you be interested in teleworking if your employer allowed it?
(n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by Urban-Rural Classification

Ohio Residents Who Own a Cellular Phone

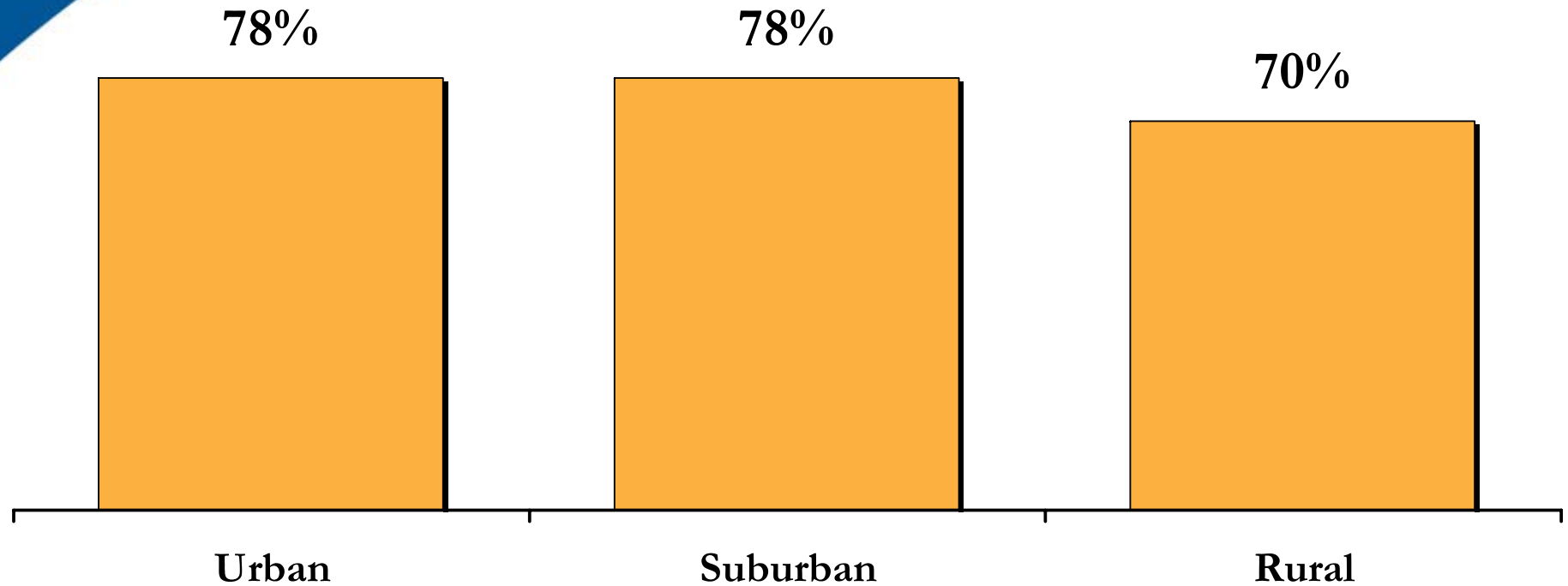
Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents have a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



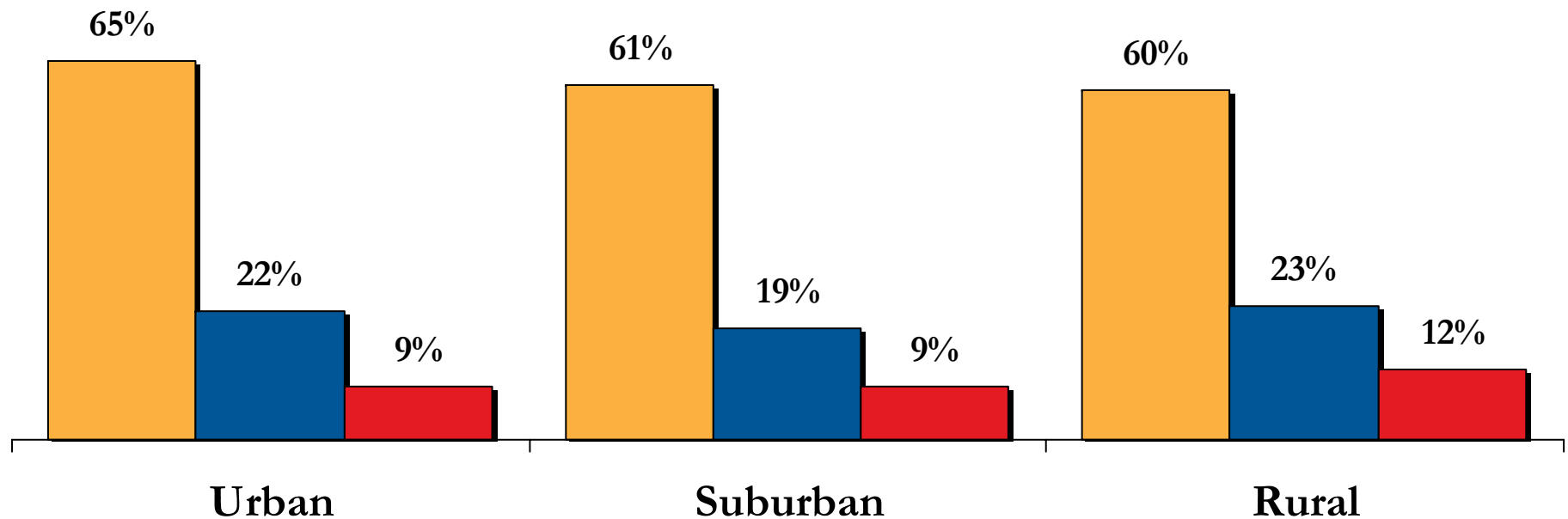
Statewide Average: 76% of Ohio residents have a personal computer at home.

Q: Does your household have a computer?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Top reasons Ohio residents do not own a computer:

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

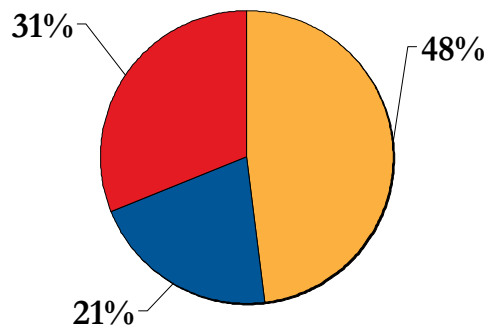


Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

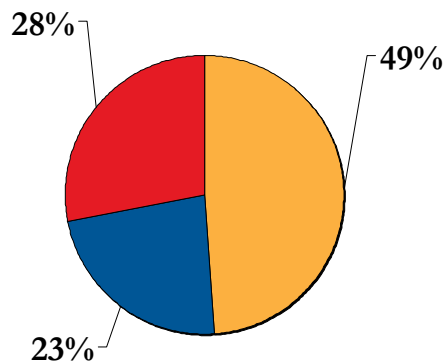
Barriers to Computer Ownership

Urban/rural distribution of the top barriers to computer ownership:

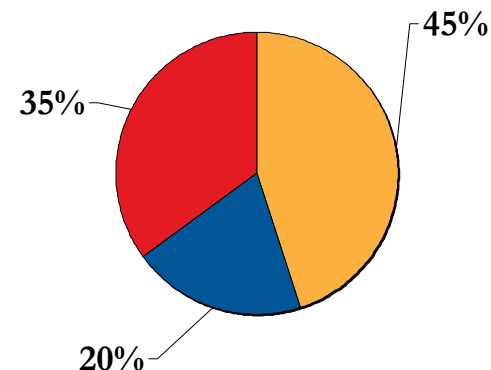
Computers are too expensive:



I do not need a computer:



I use a computer somewhere else:



Urban:



Suburban:



Rural:



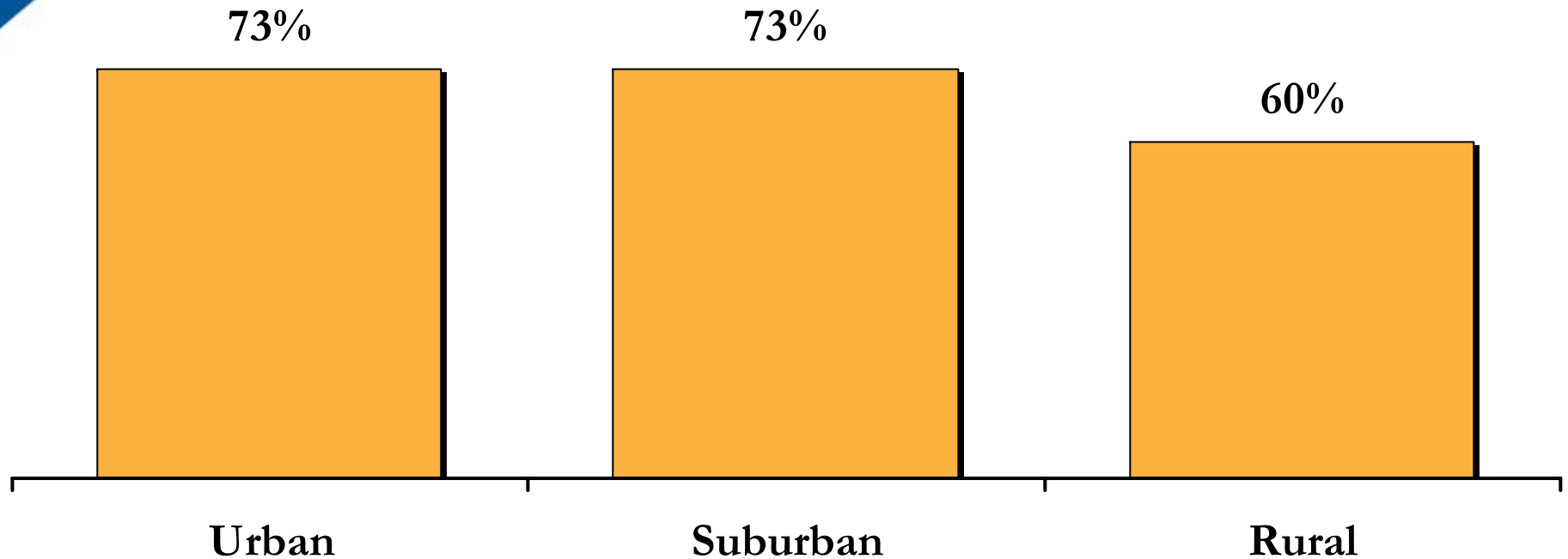
Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

156

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Ohio Residents With an Internet Connection at Home (Either Dial-Up or Broadband)

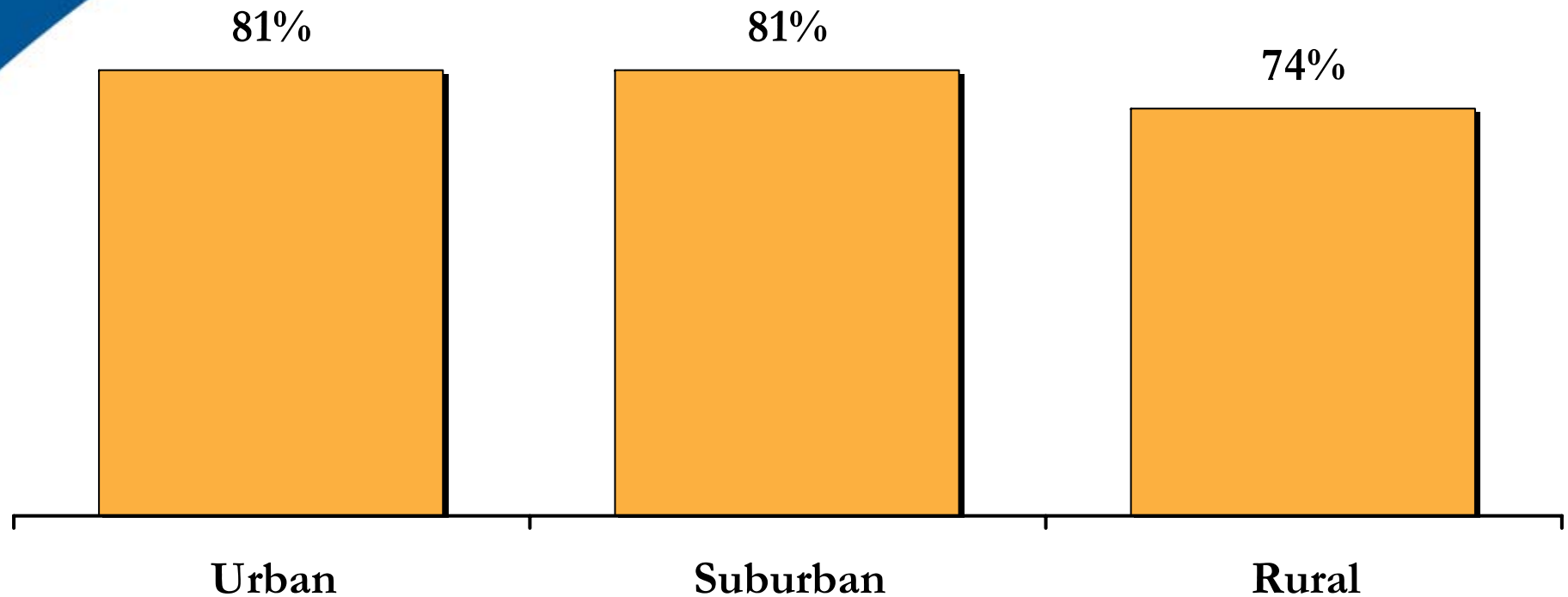
Percent of Ohio residents who have an Internet connection at home:



Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Ohio Residents Who Access the Internet From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:

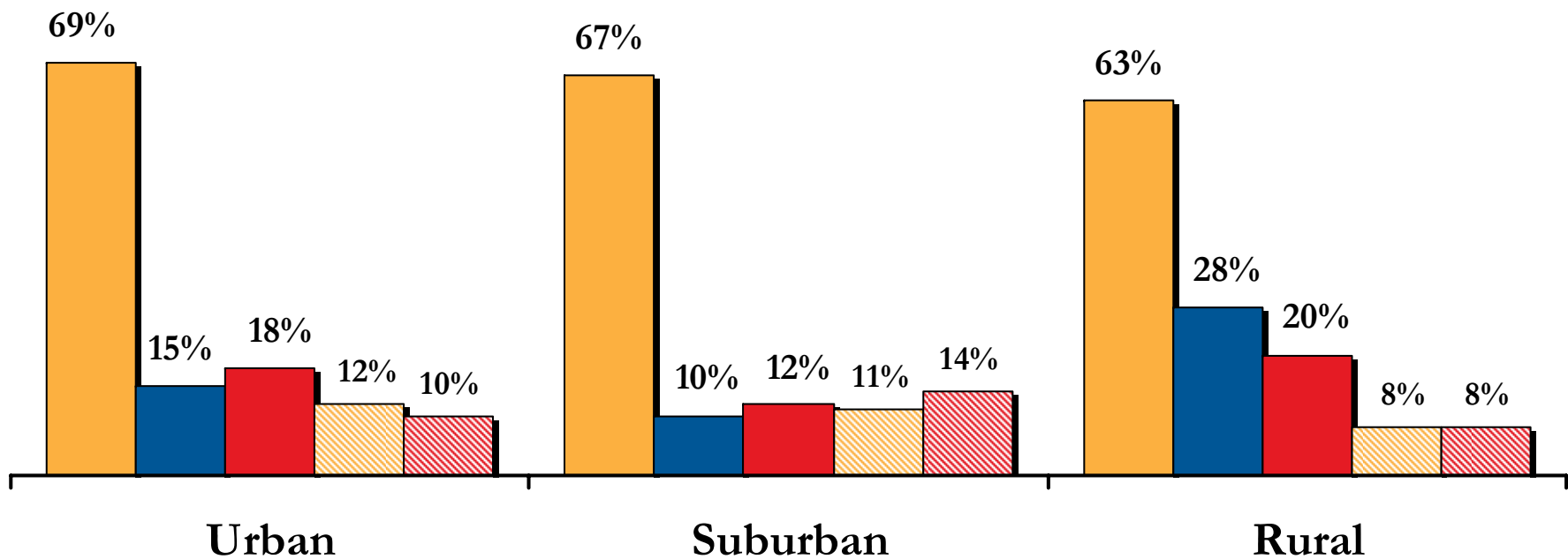


Statewide Average: 79% of Ohio residents report accessing the Internet from home or someplace else.

Most Popular Places for Ohio Residents to Access the Internet

Percent of Ohio residents who access the Internet someplace other than home:



■ At work
 ■ Someone else's home
 ■ At the library
 ■ At school
 ■ Hotels/Restaurants



Q: At what locations outside of your own home do you use the Internet?
 (n = 542 OH residents who access the Internet from someplace other than home)

Searching for Information Online

Percent of Ohio 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
Product or service information	77%	80%	71%
Health or medical information	68%	73%	65%
Information about events in your community	59%	59%	44%
Research for schoolwork	56%	53%	56%
Information about government	58%	58%	44%
Jobs or employment	50%	51%	47%
None of the above	7%	9%	9%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	Urban	Suburban	Rural
Email	87%	90%	85%
Instant messages	34%	38%	29%
Posting content to a website	22%	20%	18%
Chatting in chat rooms	8%	10%	13%
Posting content to a blog	10%	10%	10%
None of the above	9%	7%	11%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:



Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Urban	Suburban	Rural
Friends or family	83%	82%	81%
Businesses	49%	51%	46%
Coworkers	49%	51%	45%
Health insurance company	38%	35%	33%
Teachers	35%	35%	28%
Ohio state government	32%	35%	29%
Doctors or healthcare professionals	28%	31%	24%
Local government	29%	28%	21%
Elected officials	22%	29%	16%
None of the above	6%	8%	8%

*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio 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: 	Urban	Suburban	Rural
Purchasing a product or service online	69%	75%	69%
Booking travel arrangements	58%	56%	53%
Paying bills	58%	59%	47%
Online banking	57%	56%	50%
Online transactions with government	37%	34%	33%
Selling a product or service online	26%	28%	22%
Buying, selling, or trading investments	20%	20%	13%
None of the above	14%	13%	16%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio 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
Using a search engine	75%	73%	69%
Sending or receiving photos	66%	65%	57%
Reading online	63%	59%	61%
Playing games online	45%	41%	48%
Downloading music	44%	37%	35%
Watching videos, movies, or TV shows online	38%	30%	24%
Working from home	34%	34%	22%
Reading blogs	25%	22%	19%
Taking online classes	21%	15%	19%
None of the above	6%	6%	7%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Urban	Suburban	Rural
Spam or junk email	70%	68%	68%
Computer viruses or spyware	50%	52%	53%
Credit card fraud	5%	7%	3%
Identity theft	3%	6%	5%
None of the above	21%	21%	23%



*significance measured at a 95% confidence level

Q: Have you ever been a victim to any of the following [issues] through the Internet?

(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	Urban	Suburban	Rural
I don't own a computer	55%	47%	50%
I don't need the Internet	31%	27%	34%
Too expensive	13%	21%	14%
I can access the Internet someplace else	8%	4%	8%
Broadband isn't available in my area, and I don't want dial-up	2%	5%	3%
Concerns about fraud or identify theft	3%	0%	3%
Other	4%	4%	6%

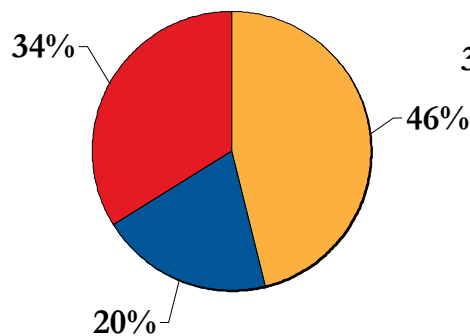
*significance measured at a 95% confidence level

Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

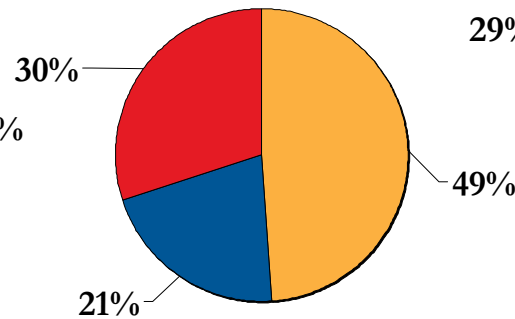
Barriers to Internet Adoption

Urban/rural distribution of the top barriers to Internet adoption:

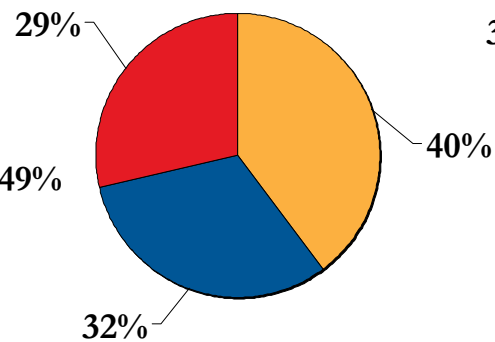
I do not need the Internet:



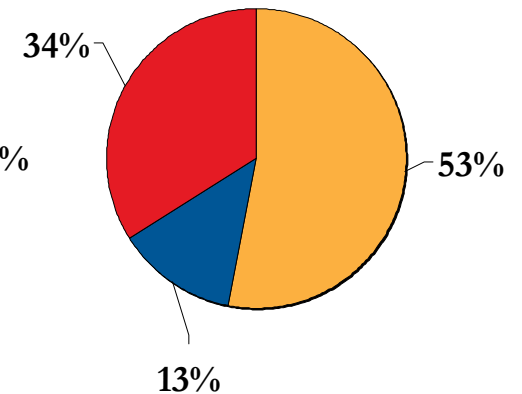
I do not own a computer:



Internet service is too expensive:



I can access the Internet someplace else:



Urban:



Suburban:



Rural:



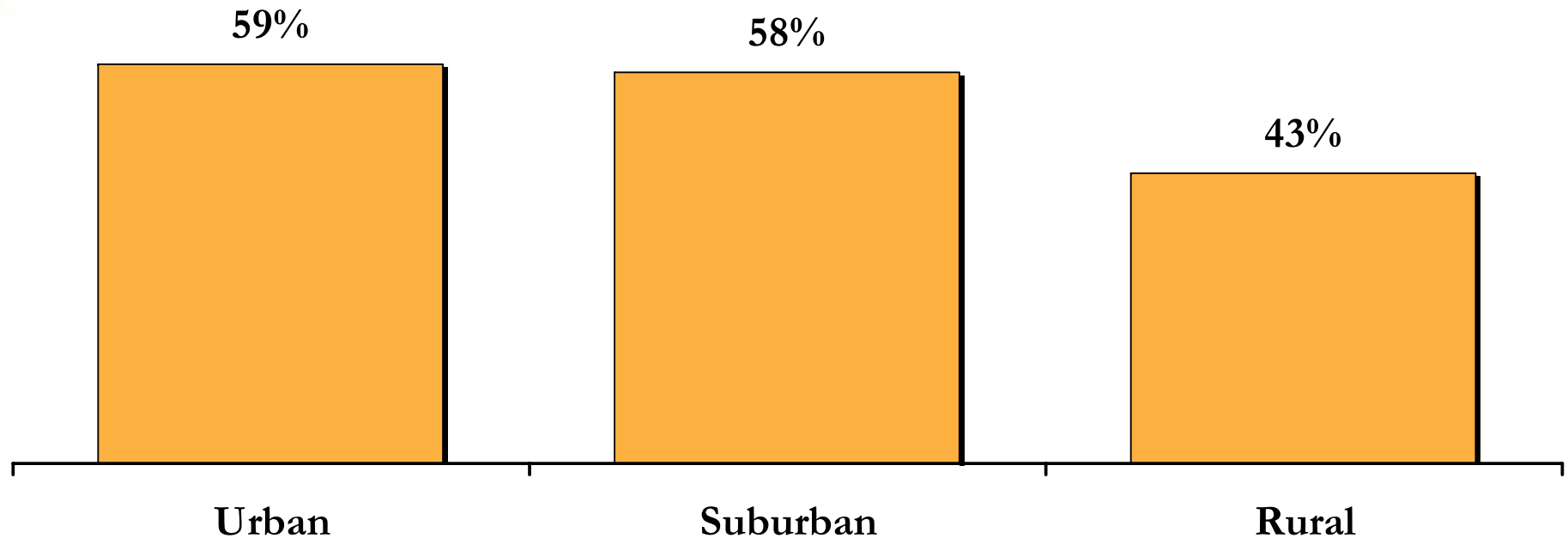
Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

167

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Ohio Residents Who Have Broadband at Home

Percent of Ohio residents who have a broadband connection at home:

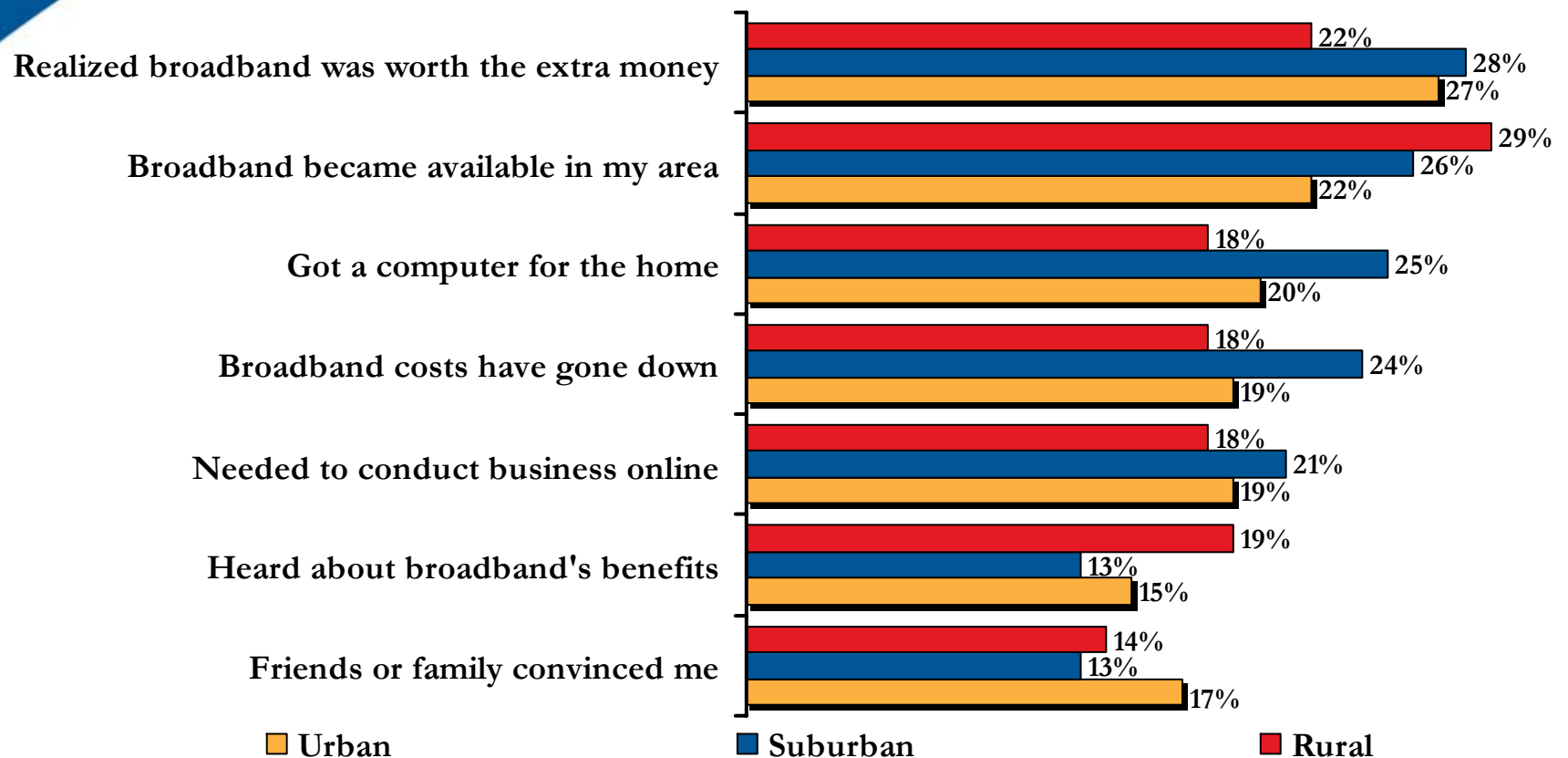


Statewide Average: 55% of all Ohio residents have a broadband connection at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio residents with a broadband connection at home:*








*Percentages do not add up to 100% because respondents could give multiple responses.

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




(n = 658 OH residents with broadband service at home)

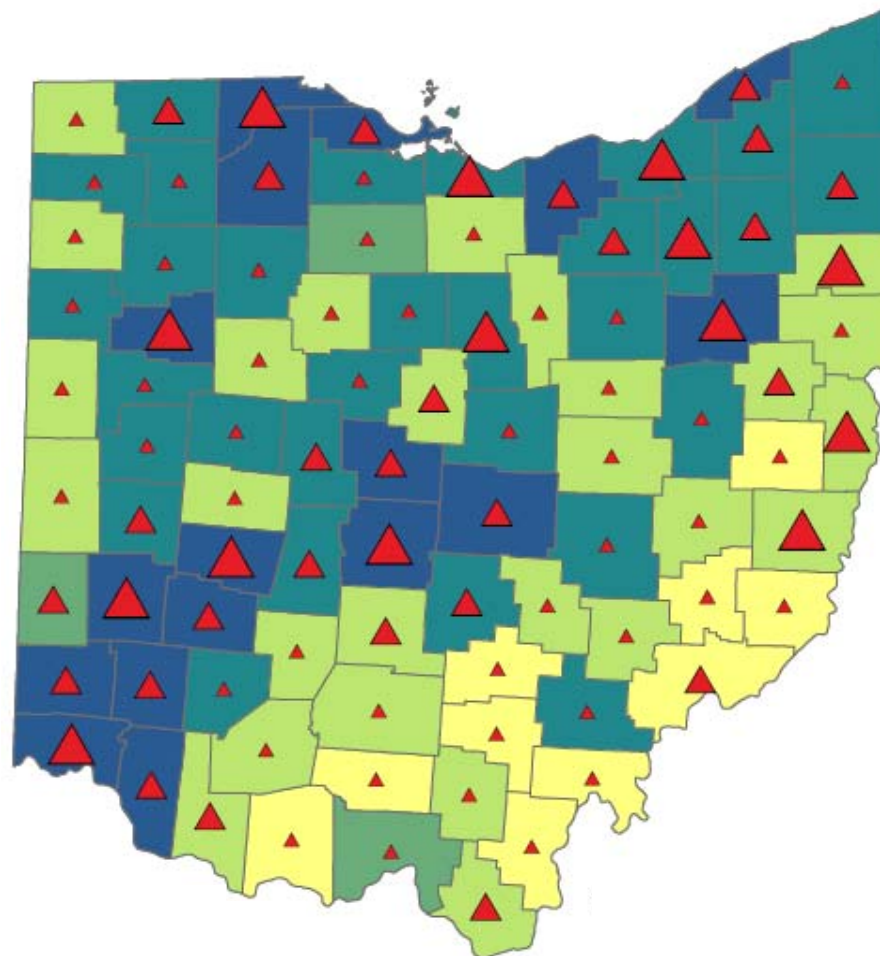
Broadband Availability and Urban-Rural Classification

Broadband Availability

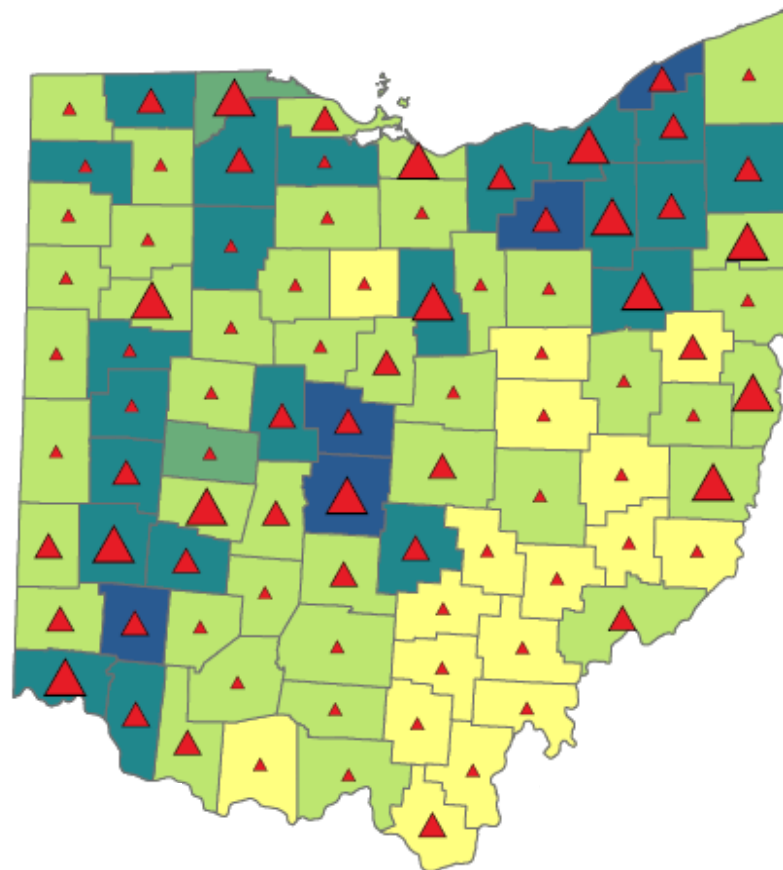
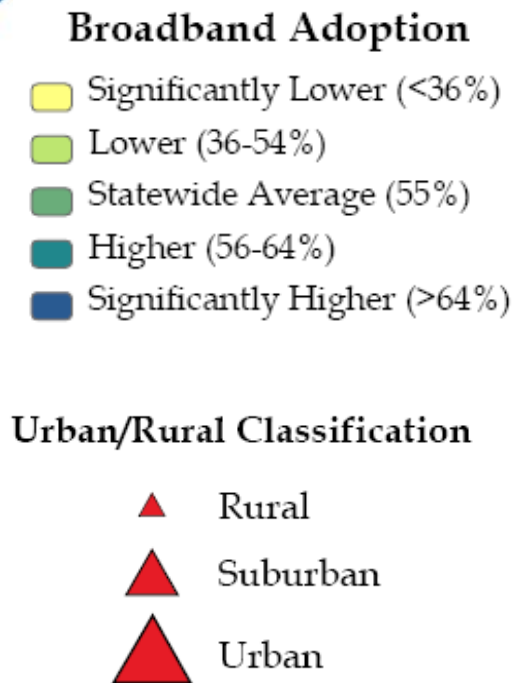
-  Significantly Lower Availability (<60%)
-  Lower Availability (60 - 80%)
-  Average Availability (81%)
-  Higher Availability (82 - 95%)
-  Significantly Higher Availability (>95%)

Urban/Rural Classification

-  Rural
-  Suburban
-  Urban



Broadband Adoption by Urban-Rural Classification



Across Ohio, 96% of urban households have broadband service available to them, compared to only 79% of rural households.

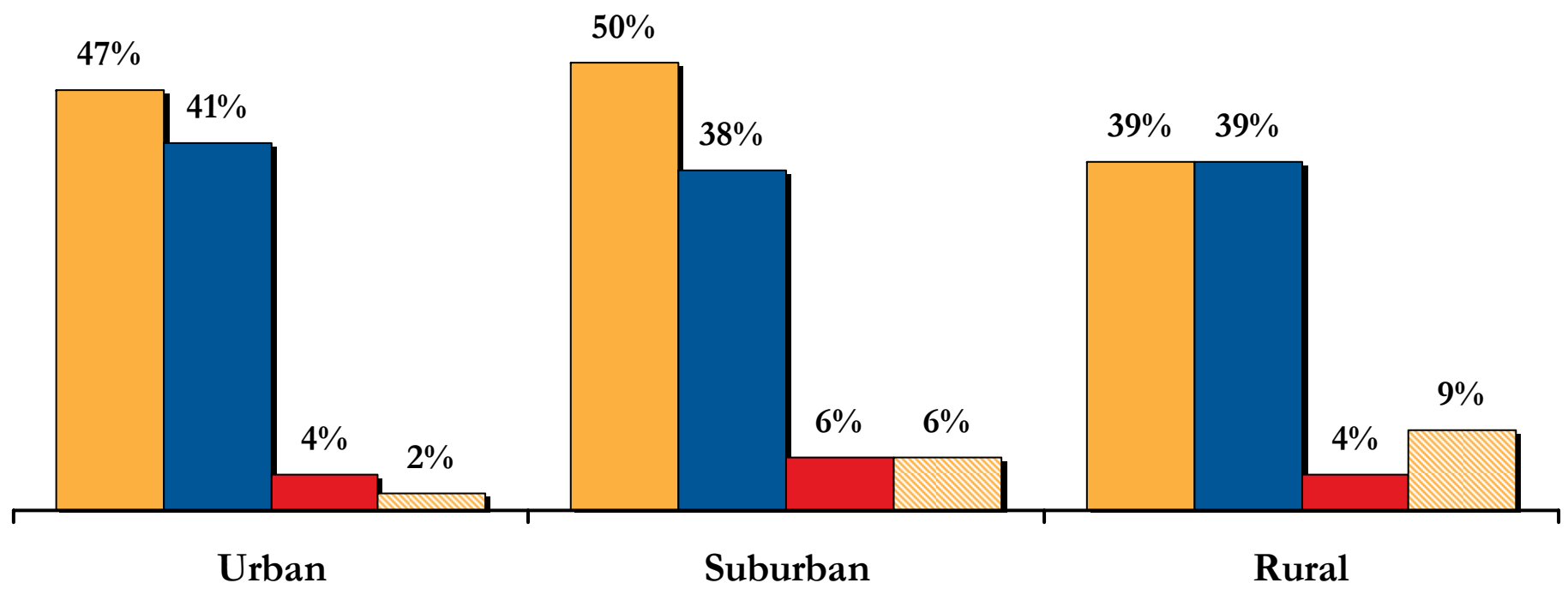
While 18% of rural adults who don't subscribe to broadband say it's because broadband is not available, and 17% say broadband is too expensive, a much greater percentage – 49% – say they don't need broadband.

Q: Which of the following describe the type of Internet service you have at home?
(n = 10,083 OH residents)

Top Methods of Broadband Access

Percent of Ohio residents with a broadband connection at home:

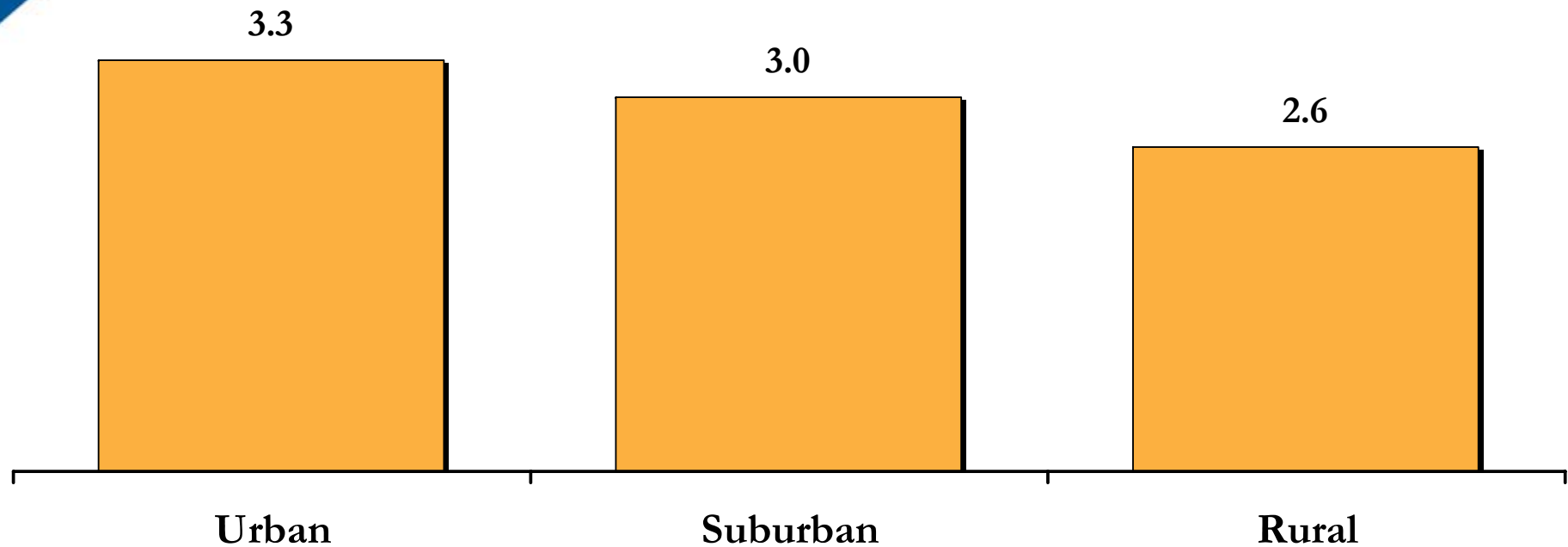
■ Cable modem
 ■ DSL
 ■ Fixed wireless broadband
 ■ Satellite broadband



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Broadband in Their Household

Average number of years Ohio residents have accessed broadband from home:



Statewide Average: Ohio residents adopted broadband 3.1 years ago on average.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

173

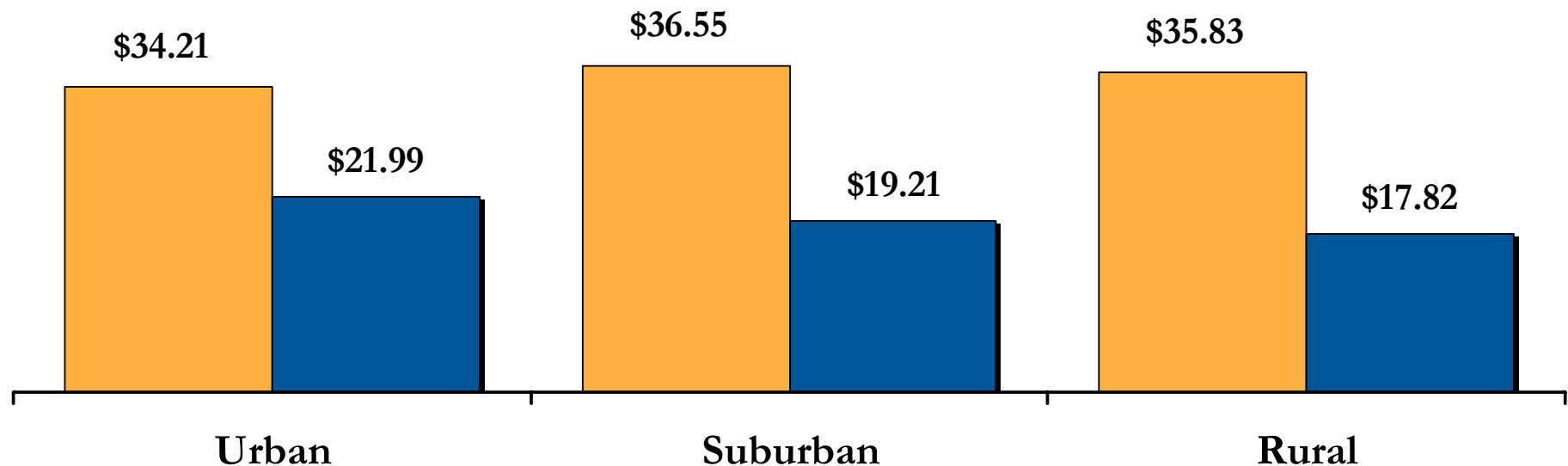
Source: 2008 Connect Ohio Statewide Residential Technology Assessment
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How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections from home:

■ Broadband subscribers

■ Dial-up subscribers

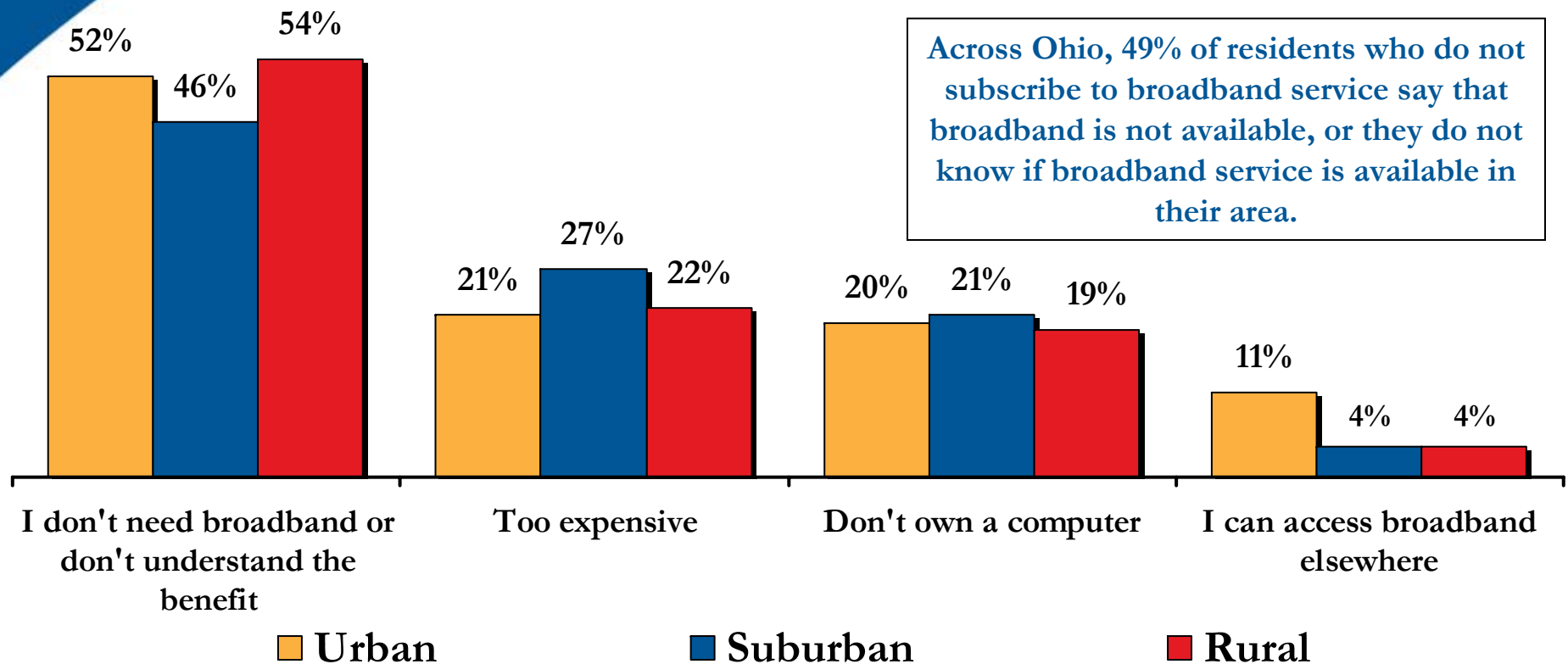


Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up service.

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with dial-up or broadband Internet service at home)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:

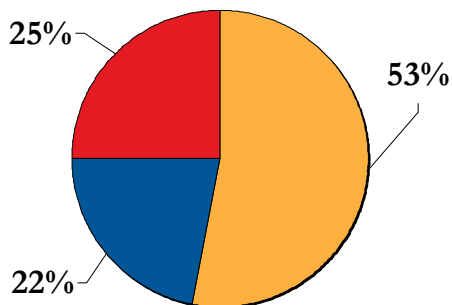


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents for whom broadband service is available, but they choose not to subscribe).

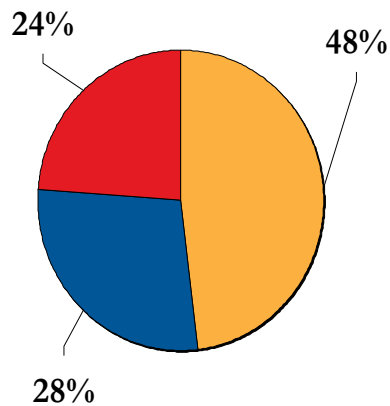
Barriers to Broadband Adoption

Urban-rural distribution of the top barriers to broadband adoption:

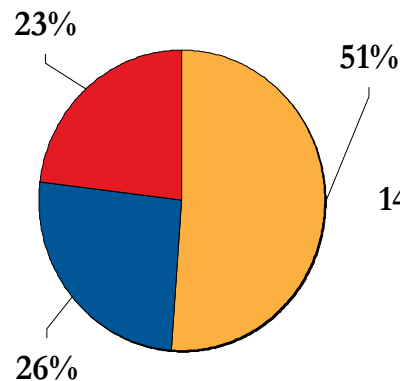
I do not need broadband:



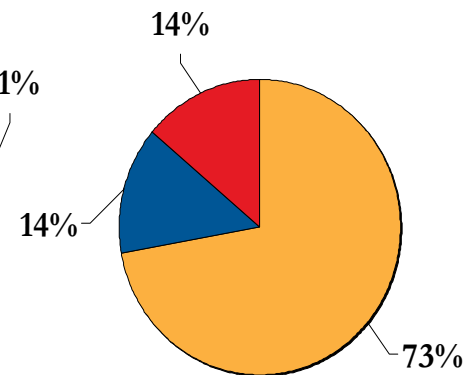
Too expensive:



Don't own a computer:



I can get broadband access elsewhere:



Urban:



Suburban:



Rural:

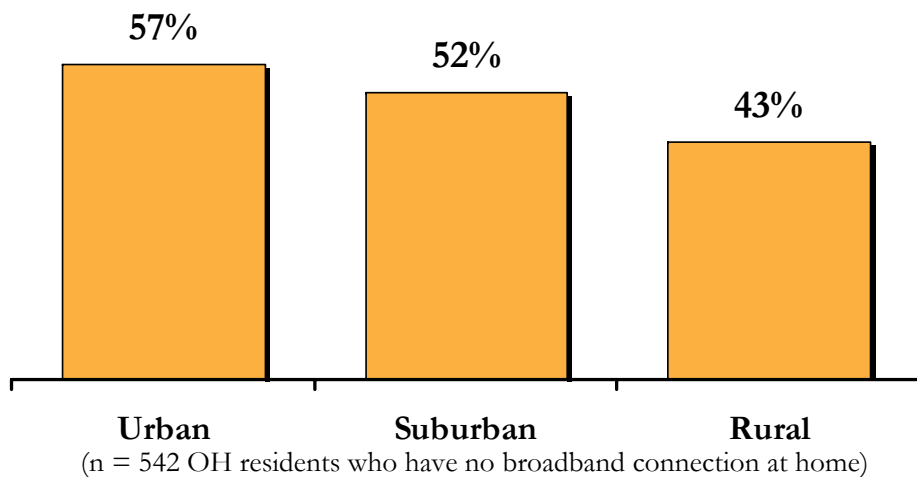


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

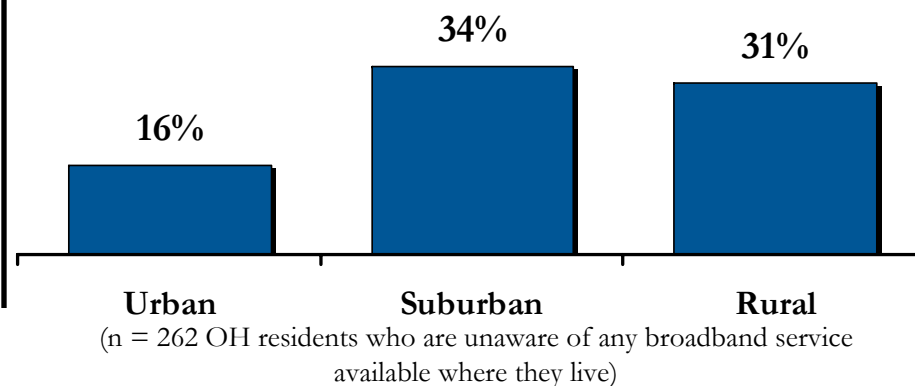
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Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:



Ohio residents who would subscribe to broadband if it were available:

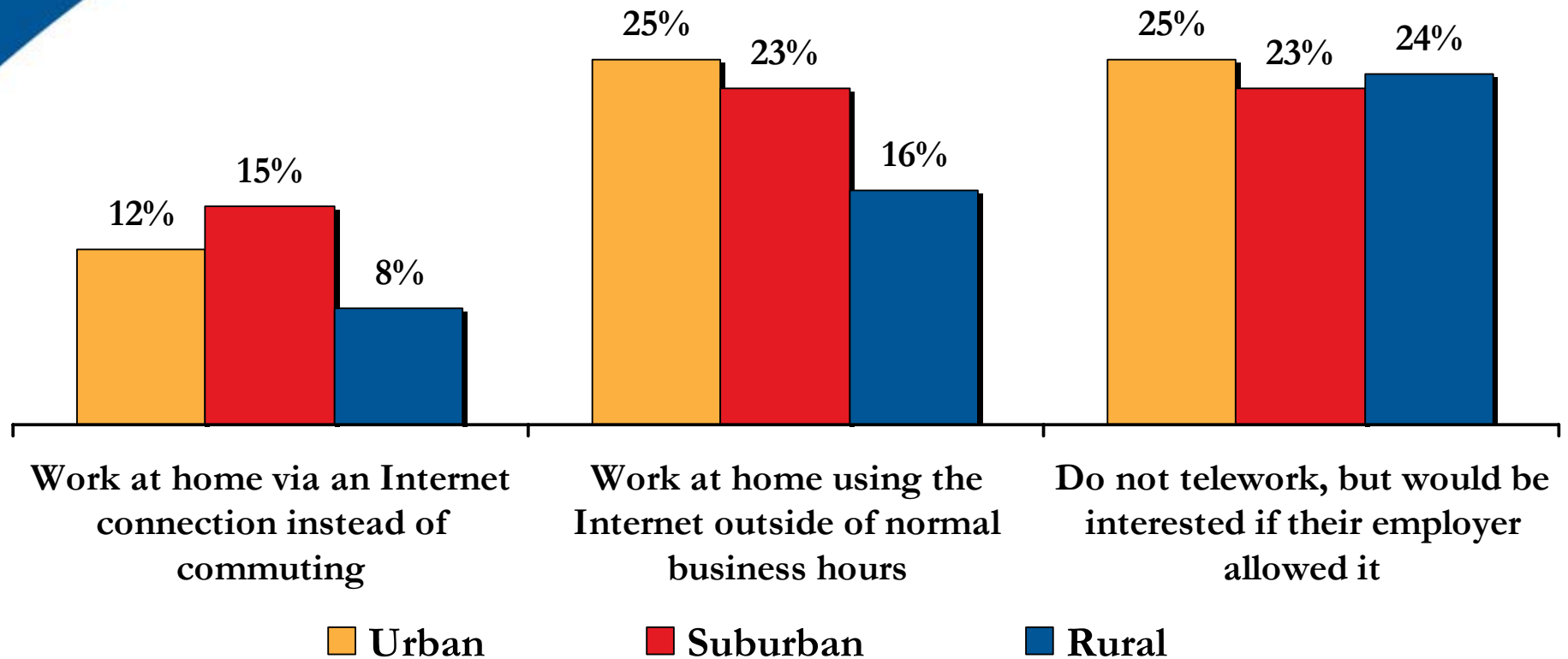


Q: Is broadband service available in the area where you live?
and

Q: Would you sign up for broadband service if it were available in your area?

Ohio Residents and Telework

Percent of Ohio residents employed full- or part-time:



Q: Do you ever do work from home related to your job or self-employment? and

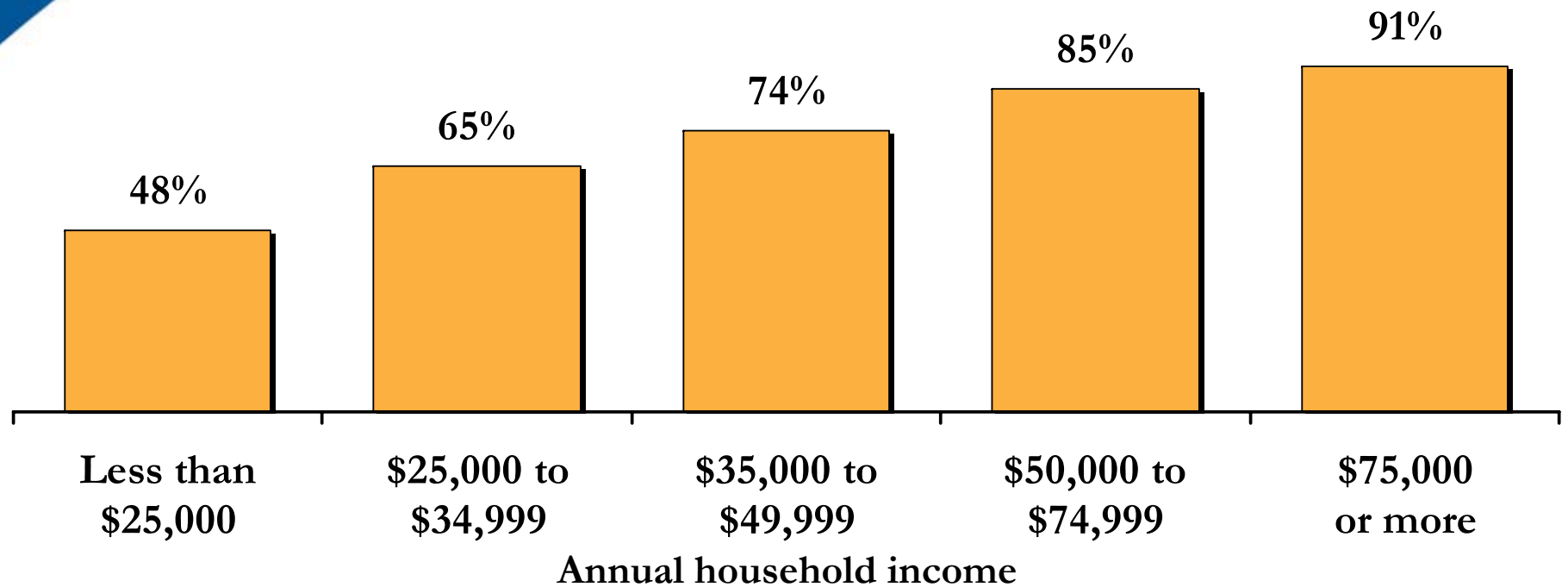
Q: Would you be interested in teleworking if your employer allowed it?
(n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by Income

Ohio Residents Who Own a Cellular Phone

Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents have a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



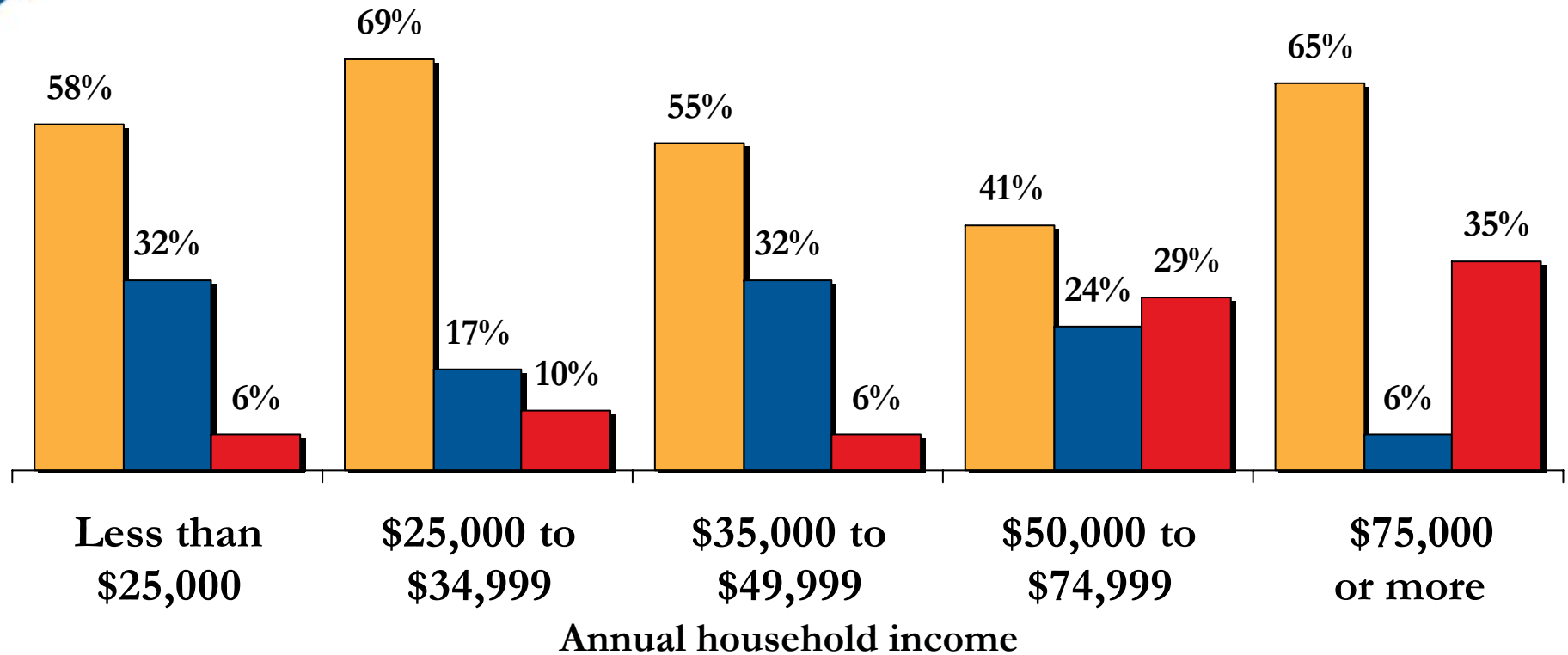
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Does your household have a computer?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Top responses given when asked why Ohio residents do not own a computer:

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

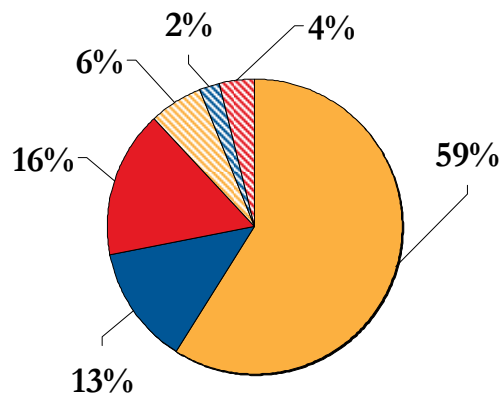


Q: Why don't you have a computer at home?
 (n = 290 OH residents with no computer in their household)

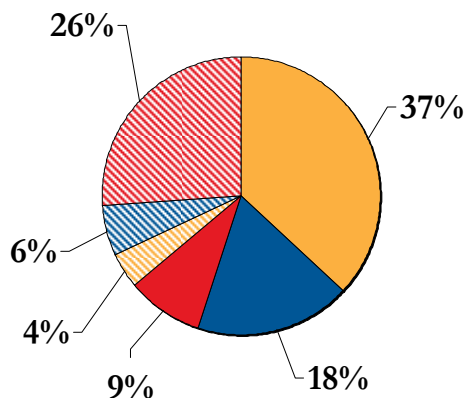
Barriers to Computer Ownership

Income distribution of the top barriers to computer ownership:

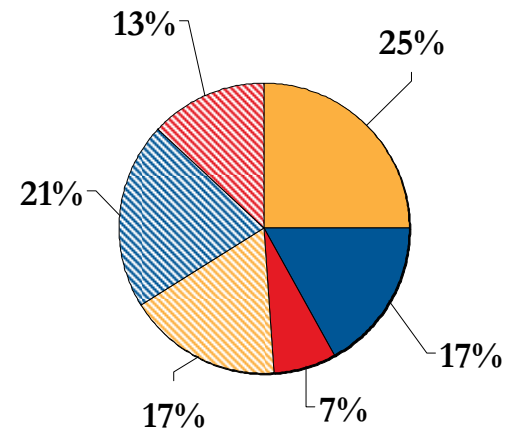
Computers are too expensive:



I do not need a computer:



I use a computer somewhere else:



Annual Household Income:

Less than \$25,000



\$25,000-\$34,999



\$35,000-\$49,999



\$50,000-\$74,999



\$75,000 or more



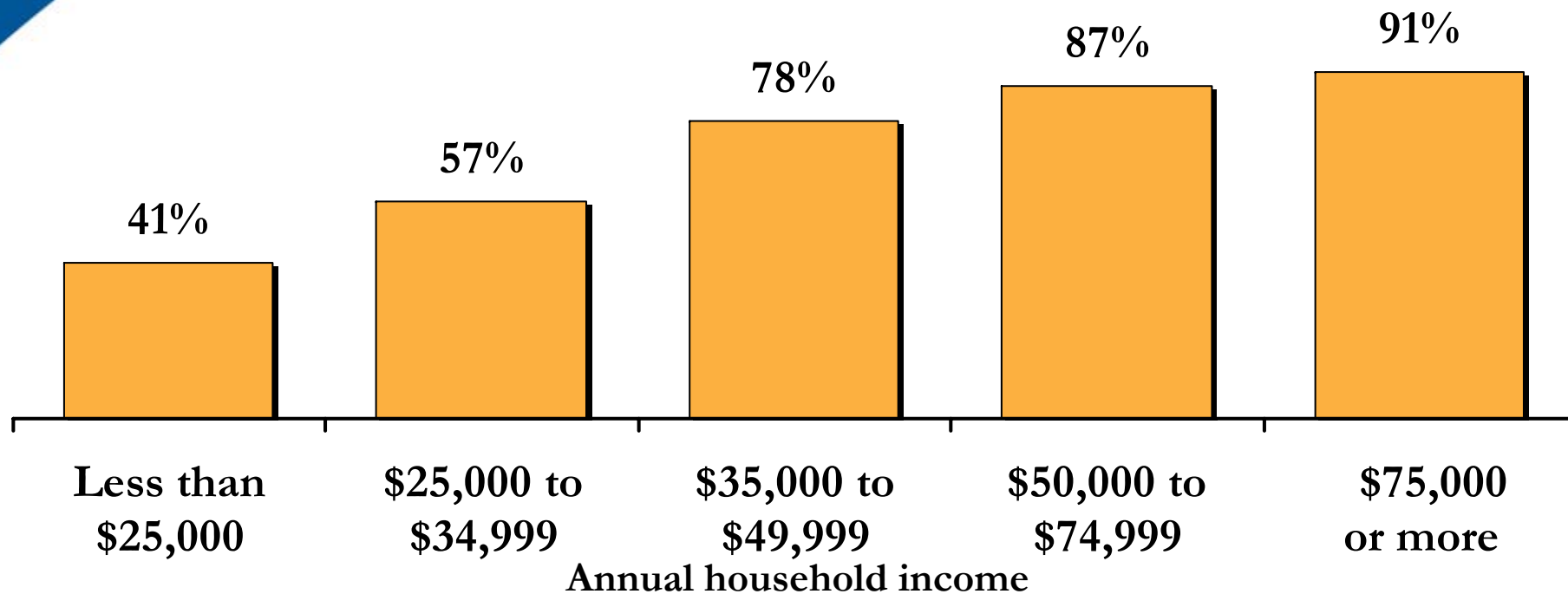
Did not specify



Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents With an Internet Connection at Home (Either Dial-Up or Broadband)

Percent of Ohio residents who have an Internet connection at home:

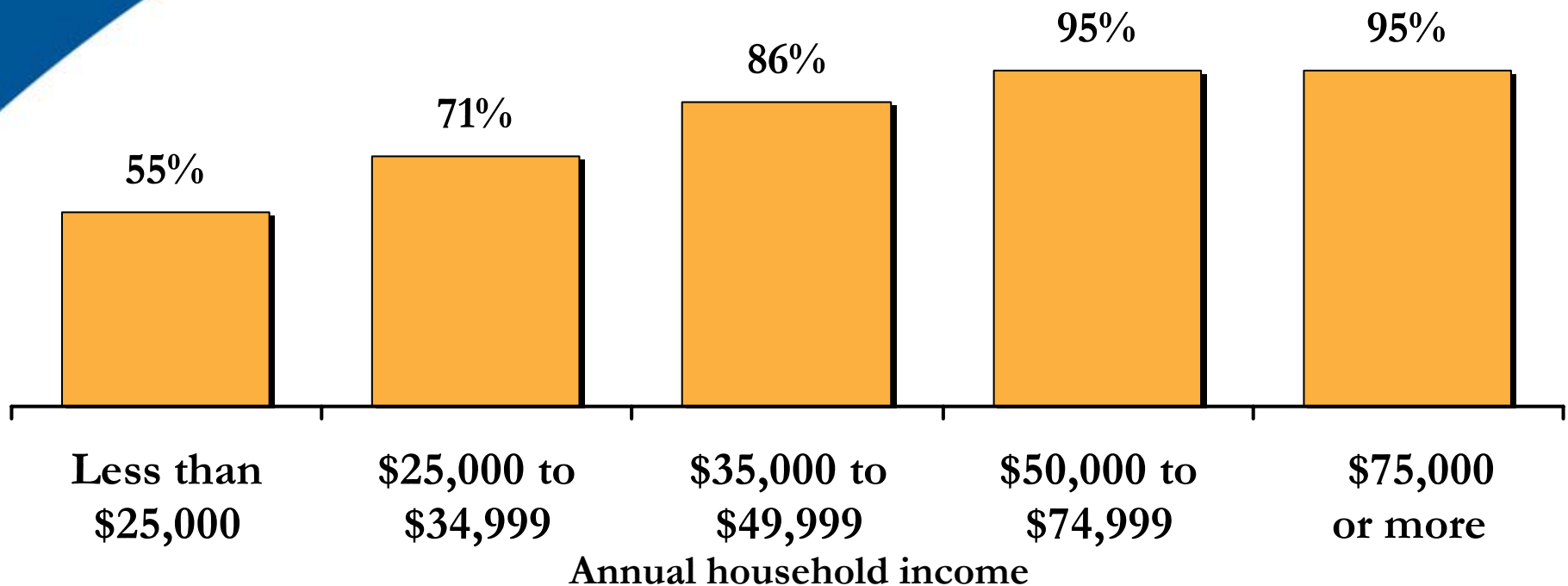


Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Q: Do you have an Internet connection at home?
(n = 1,200 OH residents)

Ohio Residents Who Access the Internet From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:

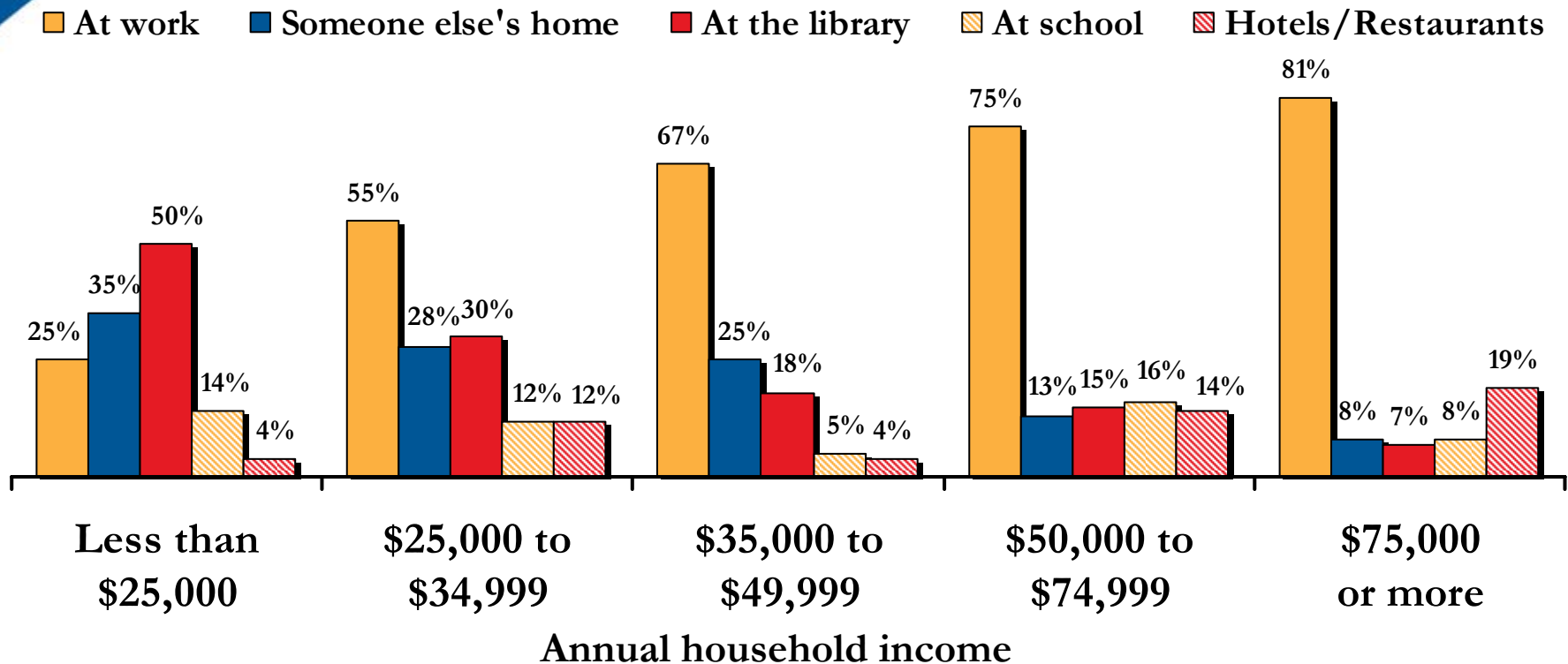


Statewide Average: 79% of Ohio residents report accessing the Internet from home or someplace else.

Q: Do you subscribe to the Internet at home? and
Q: Do you use the Internet from any location outside of your own home?
(n = 1,200 OH residents)

Most Popular Places for Ohio Residents to Access the Internet

Percent of Ohio residents who access the Internet someplace other than home:





Q: At what locations outside of your own home do you use the Internet?

(n = 542 OH residents who access the Internet from someplace other than home)

Searching for Information Online

Percent of Ohio Internet users who search for the following types of information online:

Percentage is significantly* <i>higher</i> than the state average: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Percentage is significantly* <i>lower</i> than the state average: 					
Product or service information	68%	69%	76%	79%	85%
Health or medical information	62%	65%	67%	73%	72%
Information about events in your community	38%	50%	55%	64%	63%
Research for schoolwork	46%	46%	57%	65%	57%
Information about government	49%	59%	54%	57%	58%
Jobs or employment	50%	40%	52%	55%	49%
None of the above	11%	7%	6%	6%	6%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Email	77%	80%	88%	90%	93%
Instant Messages	30%	34%	38%	36%	33%
Posting content to a website	26%	24%	16%	21%	20%
Chatting in chat rooms	11%	11%	11%	9%	10%
Posting content to a blog	13%	10%	11%	10%	7%
None of the above	19%	13%	6%	6%	5%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:


Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:		Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Percentage is significantly* <i>higher</i> than the state average: 						
Percentage is significantly* <i>lower</i> than the state average: 						
Friends or family		75%	81%	80%	88%	83%
Businesses		31%	42%	44%	52%	63%
People with whom you work		23%	41%	39%	60%	63%
Health insurance companies		18%	32%	33%	46%	41%
Teachers for yourself or others		25%	30%	29%	40%	39%
Ohio state government		28%	28%	31%	38%	33%
Doctors or other healthcare providers		18%	28%	24%	33%	31%
Local government offices		24%	25%	24%	31%	29%
Elected officials or candidates		18%	18%	18%	27%	25%
None of the above		15%	6%	6%	6%	4%

*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio Internet users who conduct the following transactions online:

Percentage is significantly* <i>higher</i> than the state average: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Purchasing goods or services	53%	68%	69%	76%	81%
Booking travel arrangements	31%	36%	50%	68%	75%
Paying bills	37%	49%	52%	62%	70%
Online banking	35%	50%	51%	61%	71%
Online transactions with the government	20%	32%	35%	37%	47%
Selling goods or services	19%	24%	24%	30%	30%
Buying, selling, or trading investments	7%	8%	19%	21%	27%
None of the above	33%	18%	14%	7%	6%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio Internet users who conduct the following activities online:



	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Percentage is significantly* <i>higher</i> than the state average: 					
Percentage is significantly* <i>lower</i> than the state average: 					
Using a search engine	58%	61%	71%	76%	84%
Sending or receiving photos	54%	51%	60%	72%	74%
Reading online	46%	58%	61%	74%	66%
Playing games online	58%	48%	50%	42%	41%
Downloading music	42%	31%	33%	44%	47%
Watching videos, movies, or TV shows online	37%	36%	29%	35%	34%
Working from home	17%	21%	23%	31%	48%
Reading blogs	22%	19%	21%	27%	25%
Taking online classes	15%	18%	20%	22%	21%
None of the above	9%	10%	11%	4%	2%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

Percentage is significantly* <i>higher</i> than the state average: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Percentage is significantly* <i>lower</i> than the state average: 					
Spam or junk email	62%	52%	72%	72%	79%
Computer viruses or spyware	49%	46%	52%	55%	54%
Credit card fraud	2%	4%	4%	2%	9%
Identity theft	5%	5%	3%	3%	5%
None of the above	30%	35%	18%	19%	13%



*significance measured at a 95% confidence level

Q: Have you ever been a victim to any of the following [issues] through the Internet?

(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

Percentage is significantly* <i>higher</i> than the state average: 	Percentage is significantly* <i>lower</i> than the state average: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Don't own a computer		54%	54%	59%	37%	49%
Don't need the Internet, or don't know why I don't subscribe		31%	34%	20%	33%	25%
Too expensive		15%	12%	26%	23%	4%
I can access the Internet elsewhere		4%	5%	8%	11%	22%
Broadband isn't available in my area		2%	3%	0%	7%	8%
Concerns about fraud or identity theft		2%	2%	5%	0%	0%
Other		4%	7%	5%	4%	0%

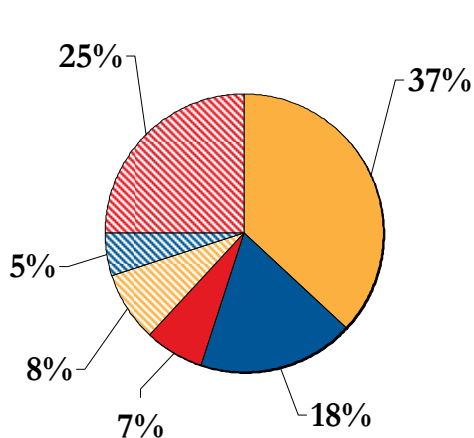
*significance measured at a 95% confidence level

Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

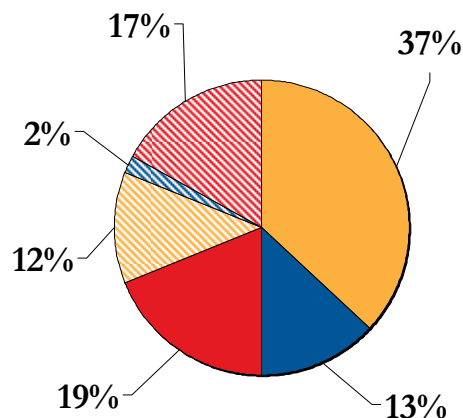
Barriers to Internet Adoption

Income distribution of the top barriers to Internet adoption:

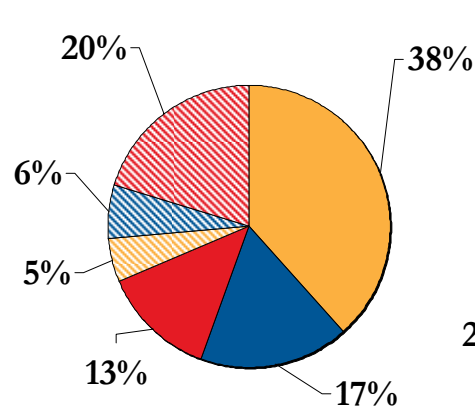
I do not need the Internet:



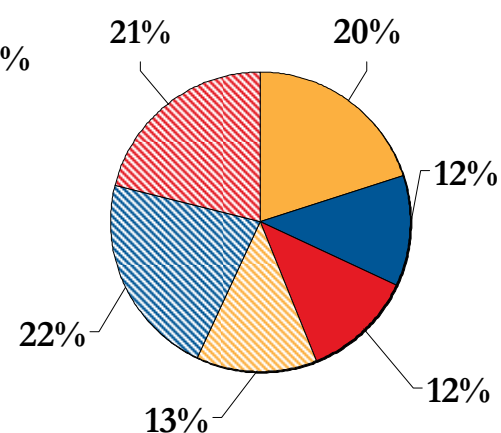
The Internet is too expensive:



I do not own a computer:



I can access the Internet elsewhere:



Annual Household Income:

Less than \$25,000



\$25,000-\$34,999



\$35,000-\$49,999



\$50,000-\$74,999



\$75,000 or more



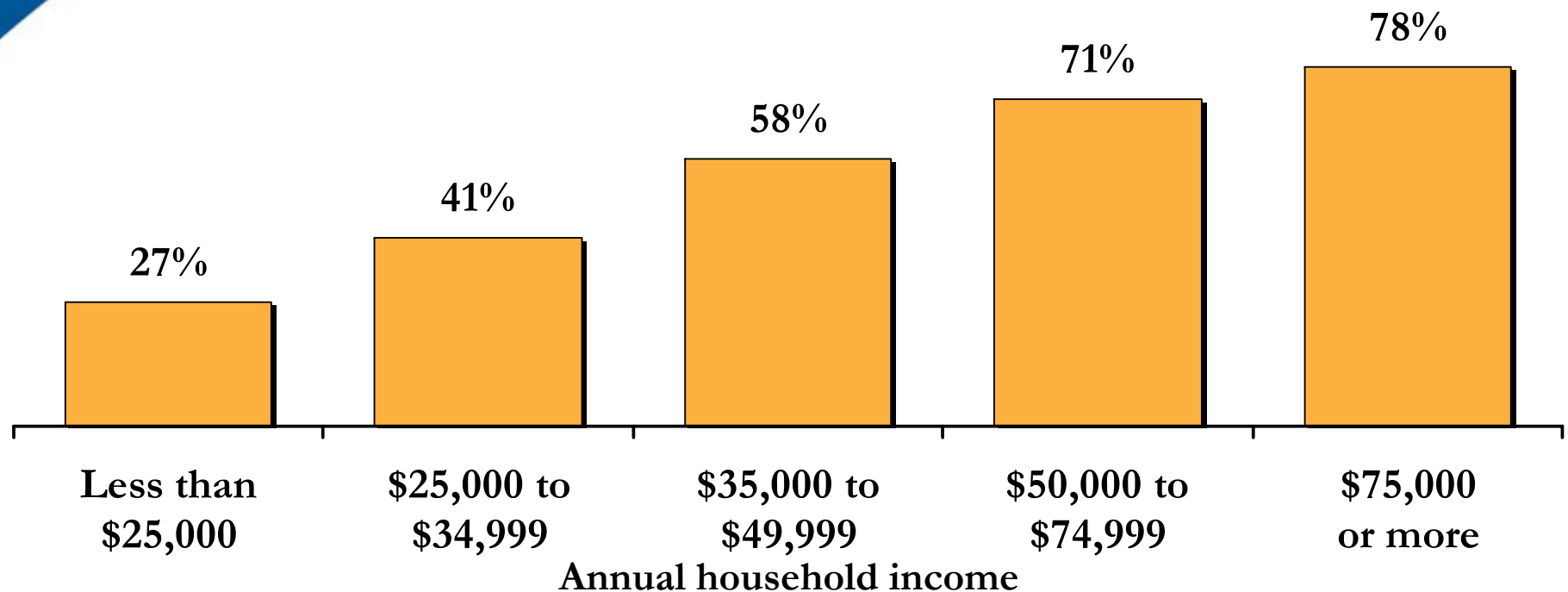
Did not specify



Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents with no Internet service in their household)

Ohio Residents Who Have Broadband at Home

Percent of Ohio residents who have a broadband connection at home:





Statewide Average: 55% of all Ohio residents have a broadband connection at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio 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: 	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000 or more
Realized broadband was worth the extra money	23%	36%	21%	30%	27%
Broadband became available in my area	23%	27%	26%	24%	24%
Got a computer for the home	20%	34%	15%	23%	24%
Broadband costs have gone down	17%	25%	21%	25%	20%
I needed to conduct business online	14%	14%	13%	23%	22%
I heard about the benefits of broadband	16%	21%	15%	18%	13%
Friends or family convinced me	15%	30%	20%	11%	12%
Other	10%	9%	15%	10%	12%
Don't know/refused	7%	0%	3%	1%	3%

*Significance measured at a 95% confidence level





Q: Which of the following contributed to your decision to subscribe to broadband service?
(n = 658 OH residents with broadband service at home)

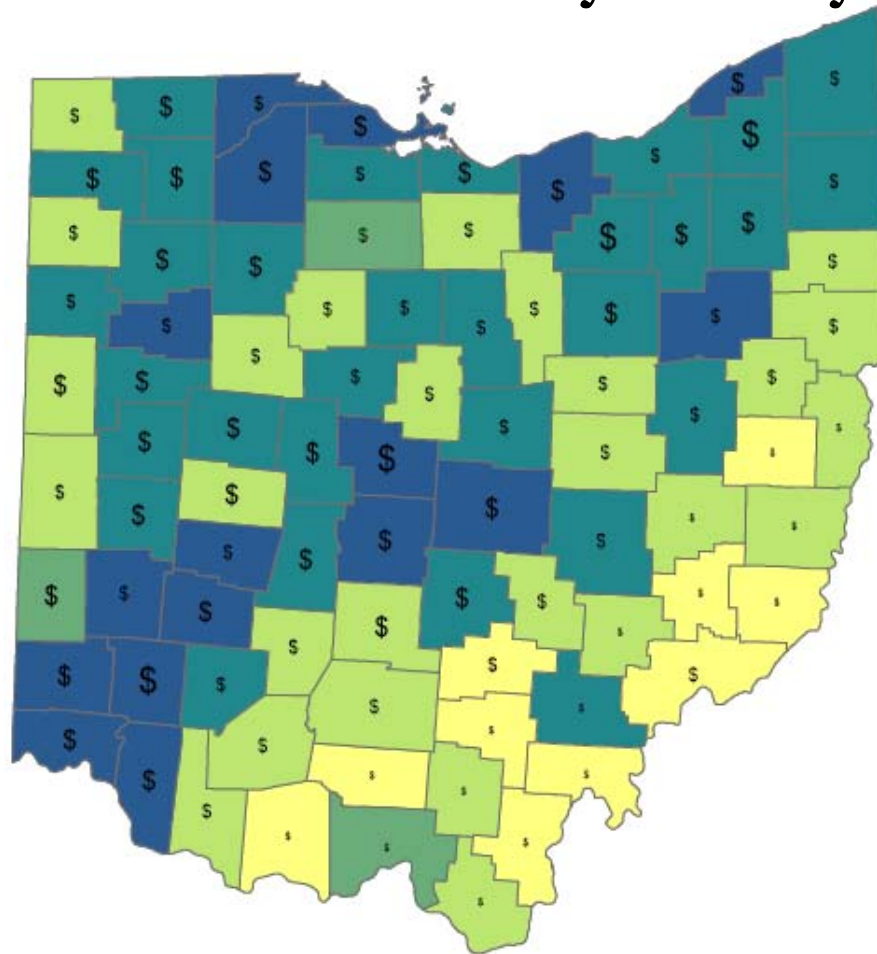
Broadband Availability vs. Annual Household Income by County

Broadband Availability

-  Significantly Lower Availability (<60%)
-  Lower Availability (60 - 80%)
-  Average Availability (81%)
-  Higher Availability (82 - 95%)
-  Significantly Higher Availability (>95%)

Median Household Income

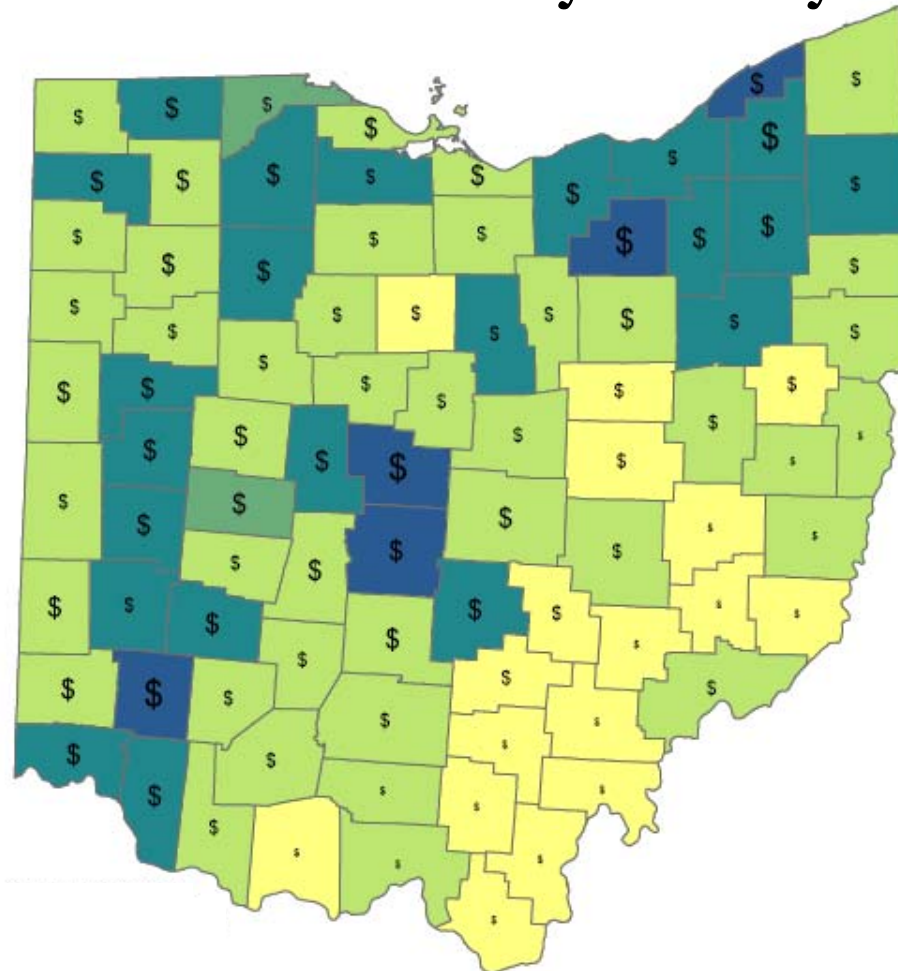
-  Significantly Lower (<\$34,121)
-  Lower (\$34,121-\$40,956)
-  Higher (\$40,956-\$54,107)
-  Significantly Higher (>\$54,107)



Statewide median household income: \$40,956
(2000 United States Census)

Broadband Adoption vs. Annual Household Income by County

- Broadband Adoption**
- Significantly Lower (<36%)
 - Lower (36-54%)
 - Statewide Average (55%)
 - Higher (56-64%)
 - Significantly Higher (>64%)
- Median Household Income**
- Significantly Lower (<\$34,121)
 - Lower (\$34,121-\$40,956)
 - Higher (\$40,956-\$54,107)
 - Significantly Higher (>\$54,107)



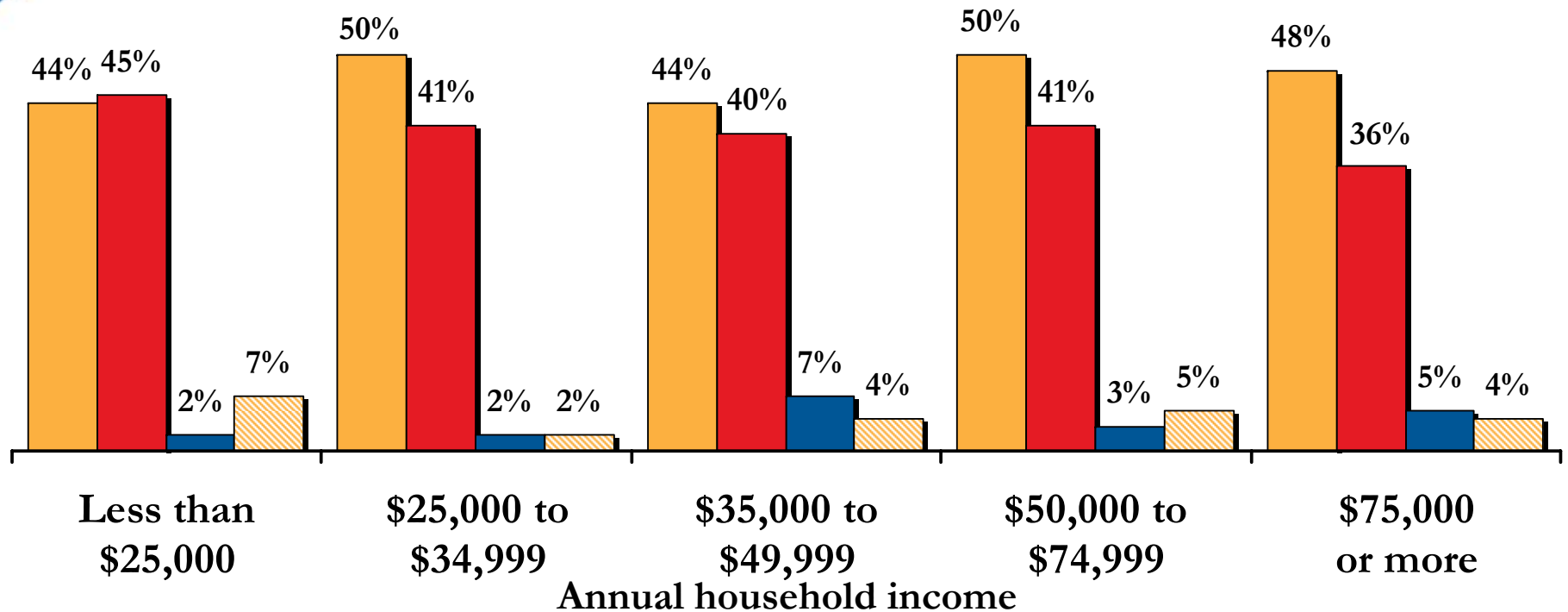
Statewide median household income: \$40,956
(2000 United States Census)

Q: Which of the following describe the type of Internet service you have at home?
(n = 10,083 OH residents)

Top Methods of Broadband Access

Percent of Ohio residents with a broadband connection at home:

■ Cable modem
 ■ DSL
 ■ Fixed wireless broadband
 ■ Satellite broadband



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Broadband in Their Household

Average number of years Ohio residents have accessed broadband from home:



Statewide Average: Ohio residents adopted broadband 3.1 years ago on average.

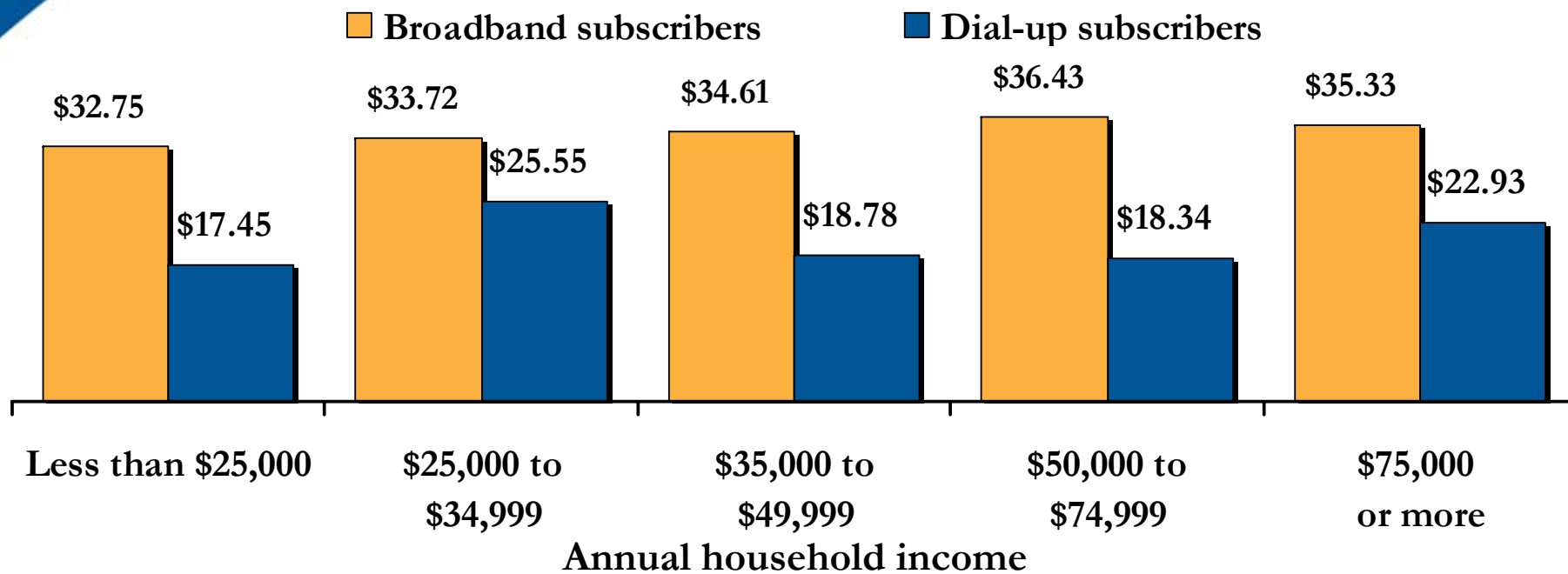
Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

200

Source: 2008 Connect Ohio Statewide Residential Technology Assessment
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How Much Ohio Residents Pay For Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections from home:

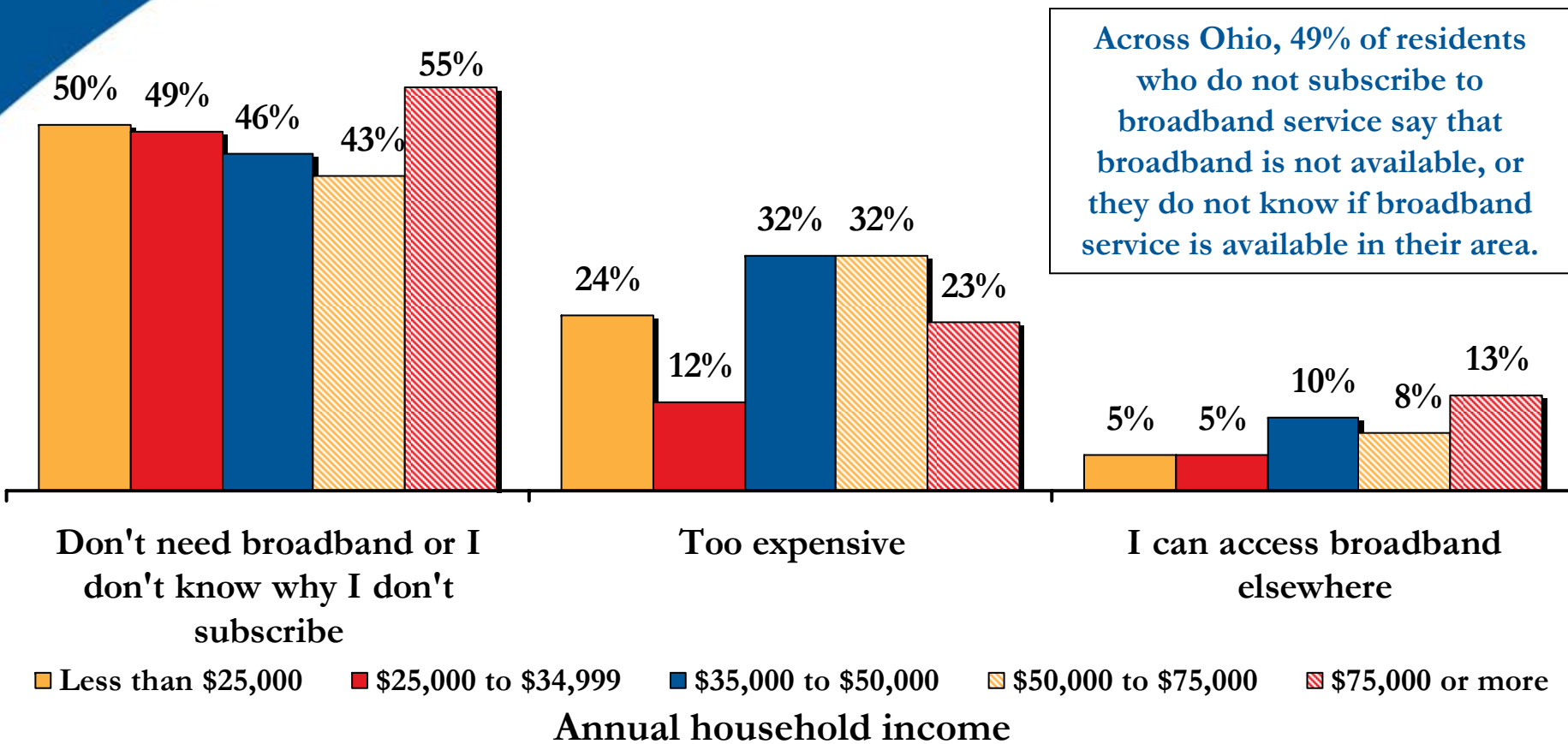


Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up service.

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with dial-up or broadband Internet service at home)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:



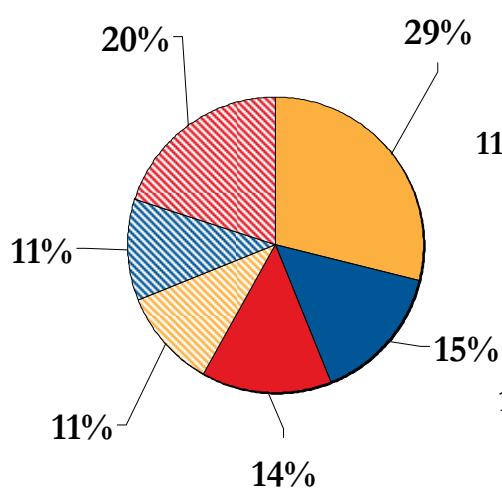
Across Ohio, 49% of residents who do not subscribe to broadband service say that broadband is not available, or they do not know if broadband service is available in their area.

Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents for whom broadband service is available, but they choose not to subscribe).

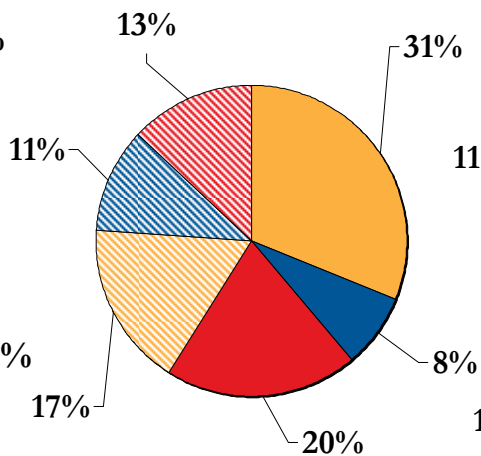
Barriers to Broadband Adoption

Income distribution of the top barriers to broadband adoption:

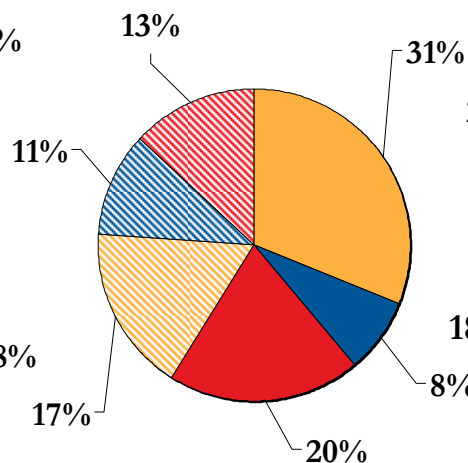
I do not need broadband:



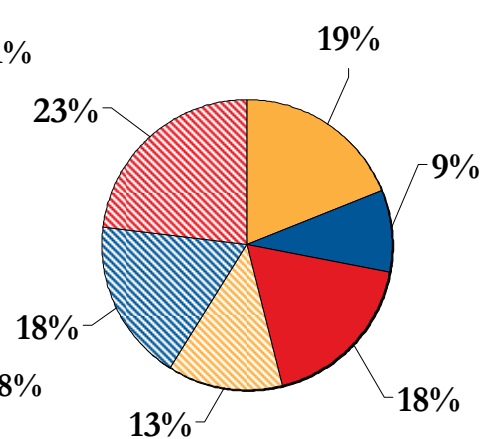
Broadband is too expensive:



Don't own a computer:



I can get broadband access elsewhere:



Annual Household Income:

Less than \$25,000



\$25,000-\$34,999



\$35,000-\$49,999



\$50,000-\$74,999



\$75,000 or more



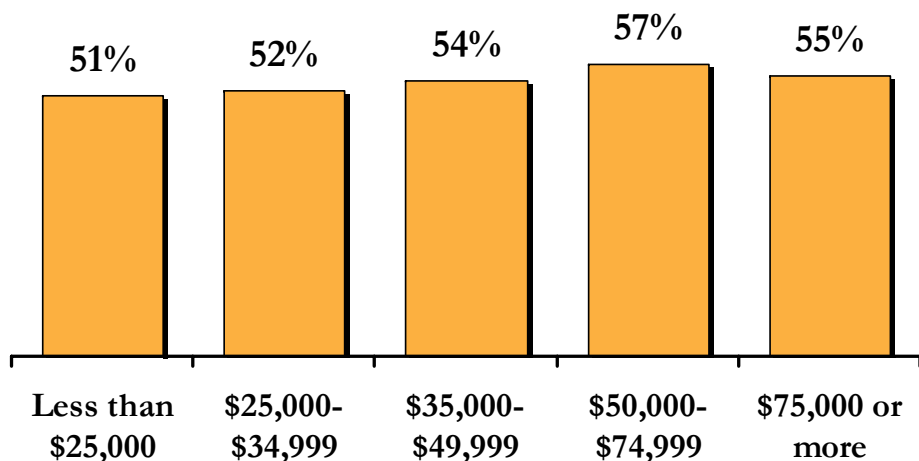
Did not specify



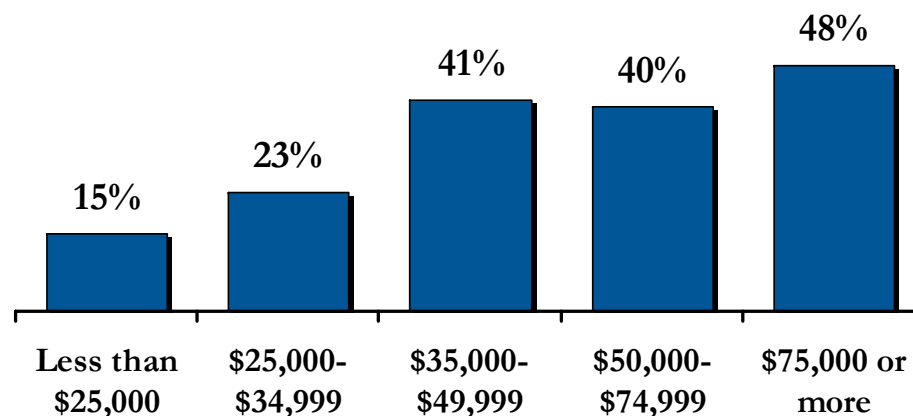
Q: Why don't you subscribe to broadband at home?
(n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:



Ohio residents who would subscribe to broadband if it were available:

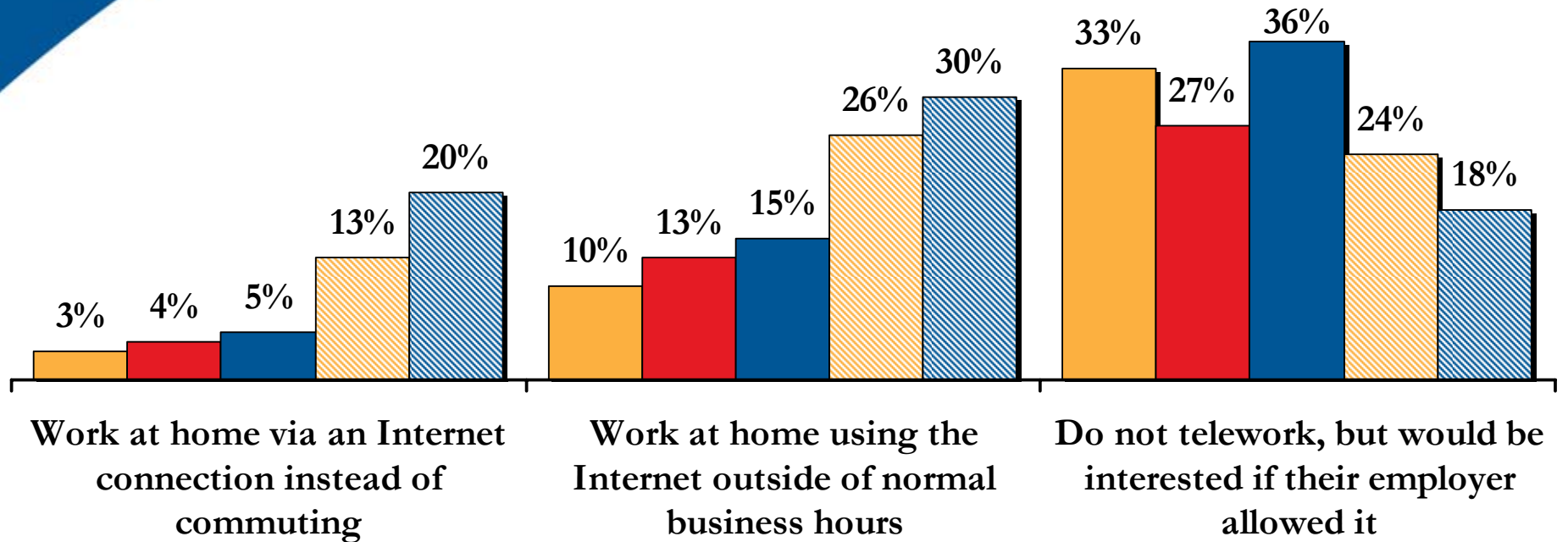


(n = 262 OH residents who are unaware of any broadband service available where they live)

Q: Is broadband service available in the area where you live?
and
Q: Would you sign up for broadband service if it were available in your area?
(n = 542 OH residents who have no broadband connection at home)

Ohio Residents and Telework

Among Ohio adults employed full- or part-time:



Annual household income:

■ Less than \$25,000
 ■ \$25,000-\$34,999
 ■ \$35,000-\$49,999
 ■ \$50,000-\$74,999
 ■ \$75,000 or more

Q: Do you ever do work from home related to your job or self-employment? and

Q: Would you be interested in teleworking if your employer allowed it?

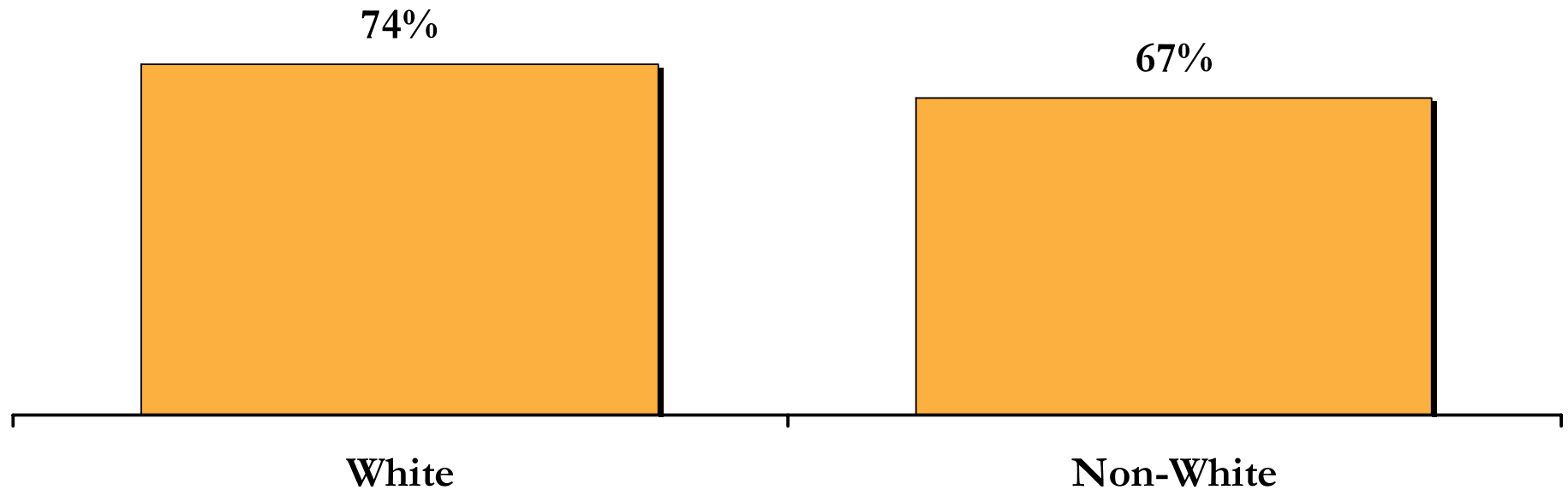
(n = 729 OH residents employed full- or part-time)



Residential Technology Assessment by Race

Ohio Residents Who Own a Cellular Phone

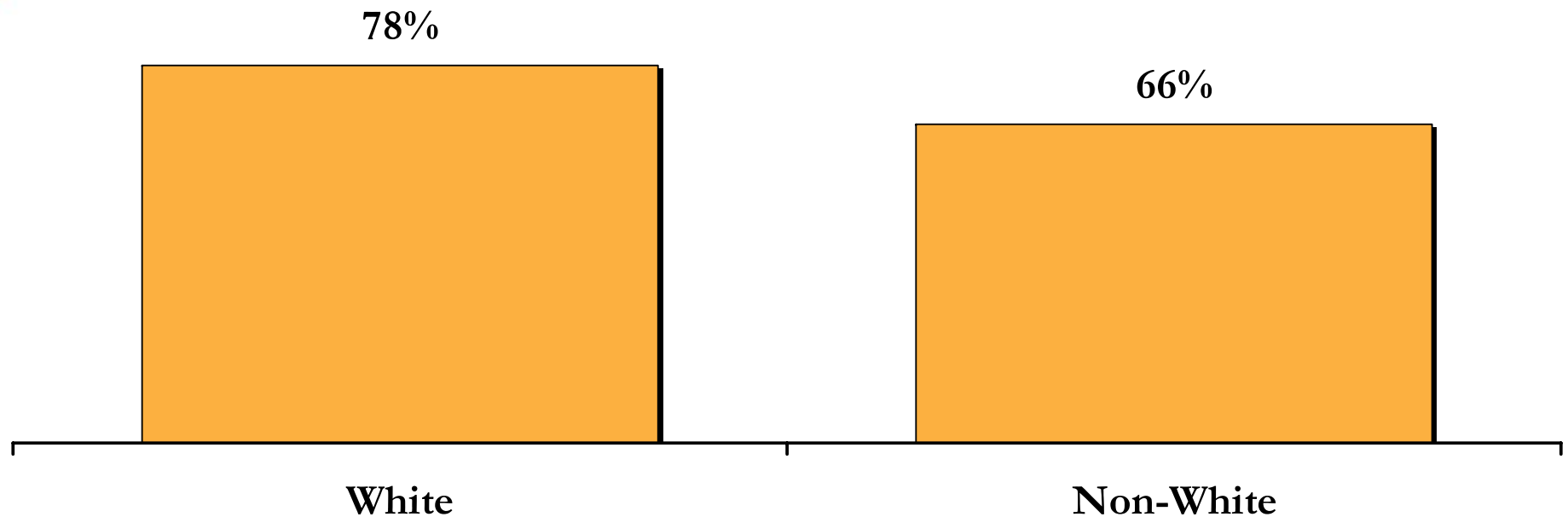
Percent of Ohio residents who own a cellular phone:



Statewide Average: 72% of Ohio residents have a cellular phone.

Ohio Residents With a Computer at Home

Percent of Ohio residents who have a computer at home:



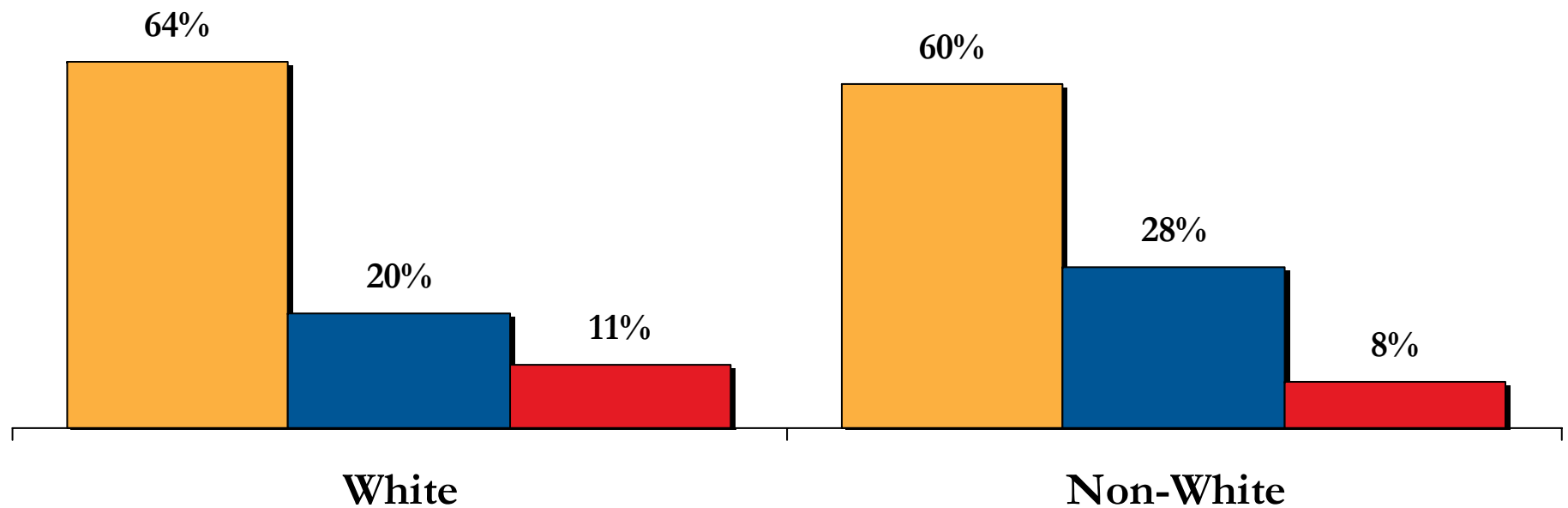
Statewide Average: 76% of Ohio residents report having a personal computer at home.

Q: Does your household have a computer?
(n = 1,200 OH residents)

Barriers to Computer Ownership

Top responses given when asked why Ohio residents do not own a 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 = 290 OH residents with no computer in their household)

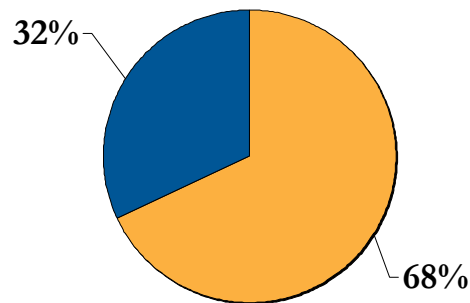
209

Source: 2008 Connect Ohio Statewide
Residential Technology Assessment
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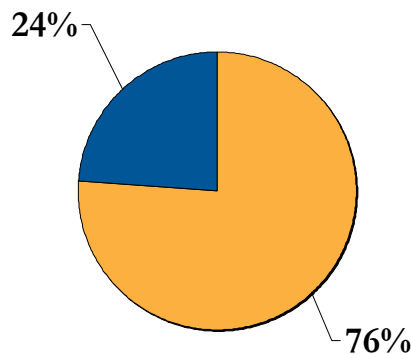
Barriers to Computer Ownership

Racial distribution of the top barriers to computer ownership:

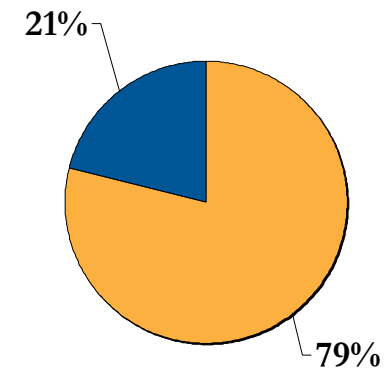
Computers are too expensive:



I do not need a computer:



I use a computer somewhere else:



Respondent's self-reported race:

White



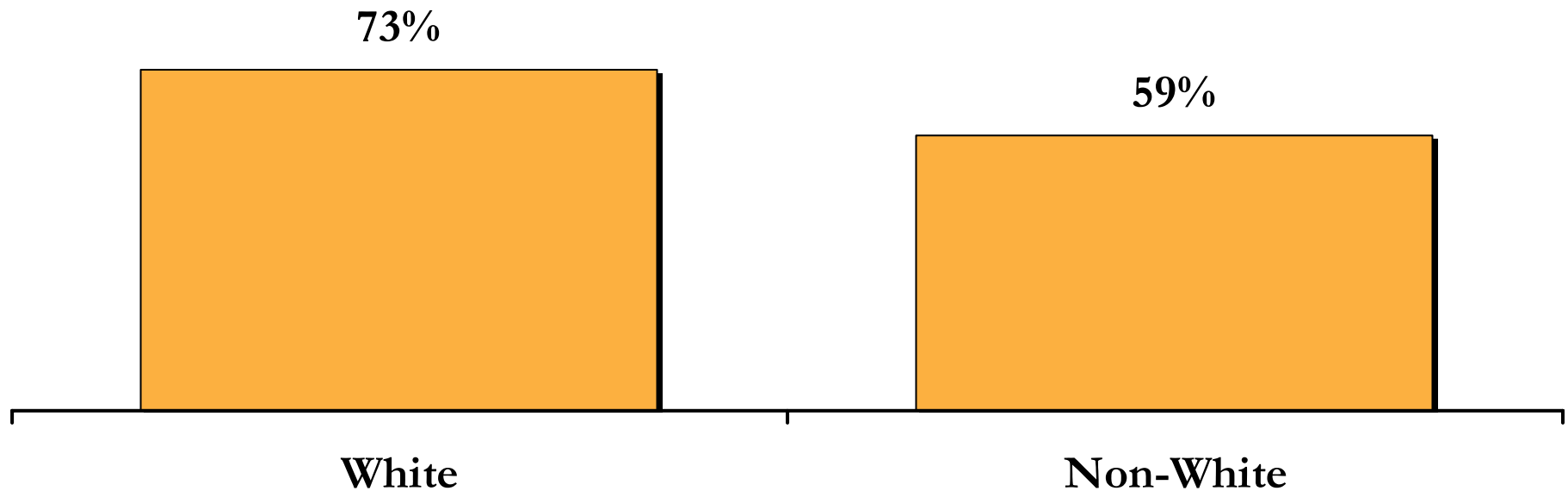
Non-White



Q: Why don't you have a computer at home?
(n = 290 OH residents with no computer in their household)

Ohio Residents With an Internet Connection at Home (Either Dial-Up or Broadband)

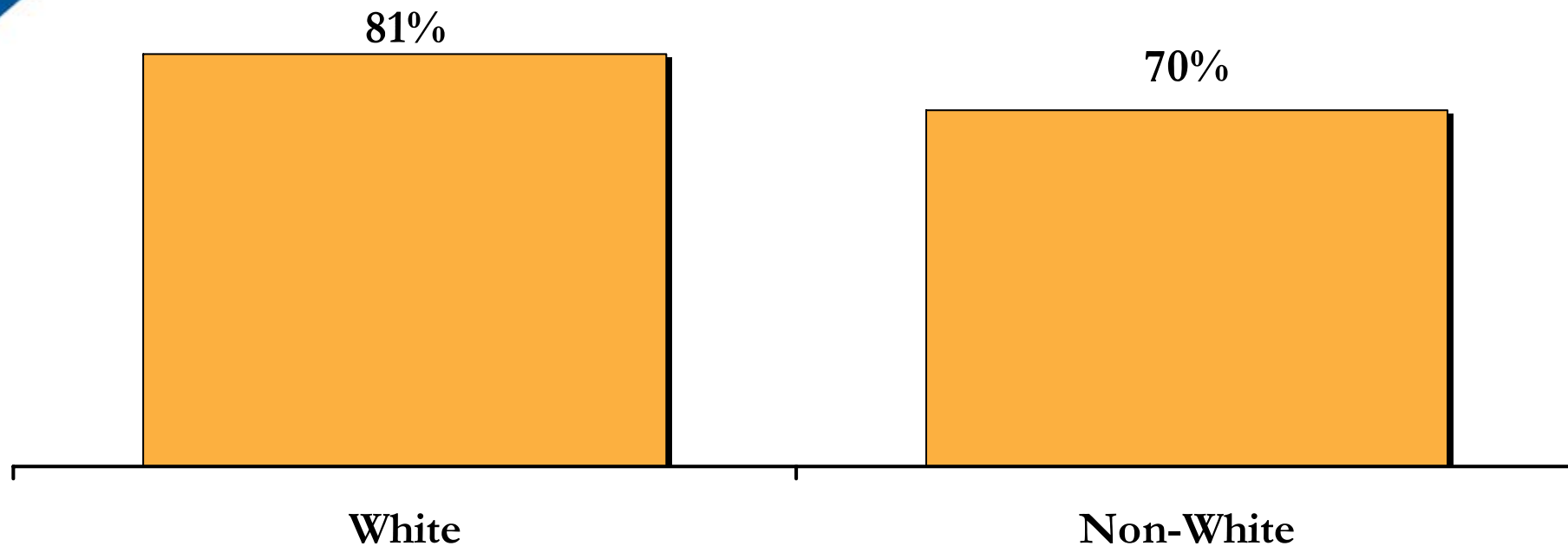
Percent of Ohio residents who have an Internet connection at home:



Statewide Average: 70% of Ohio residents report having an Internet connection at home (dial-up or broadband).

Ohio Residents Who Access the Internet (Dial-Up or Broadband) From Home or Some Other Place

Percent of Ohio residents who access the Internet from home or some other place:

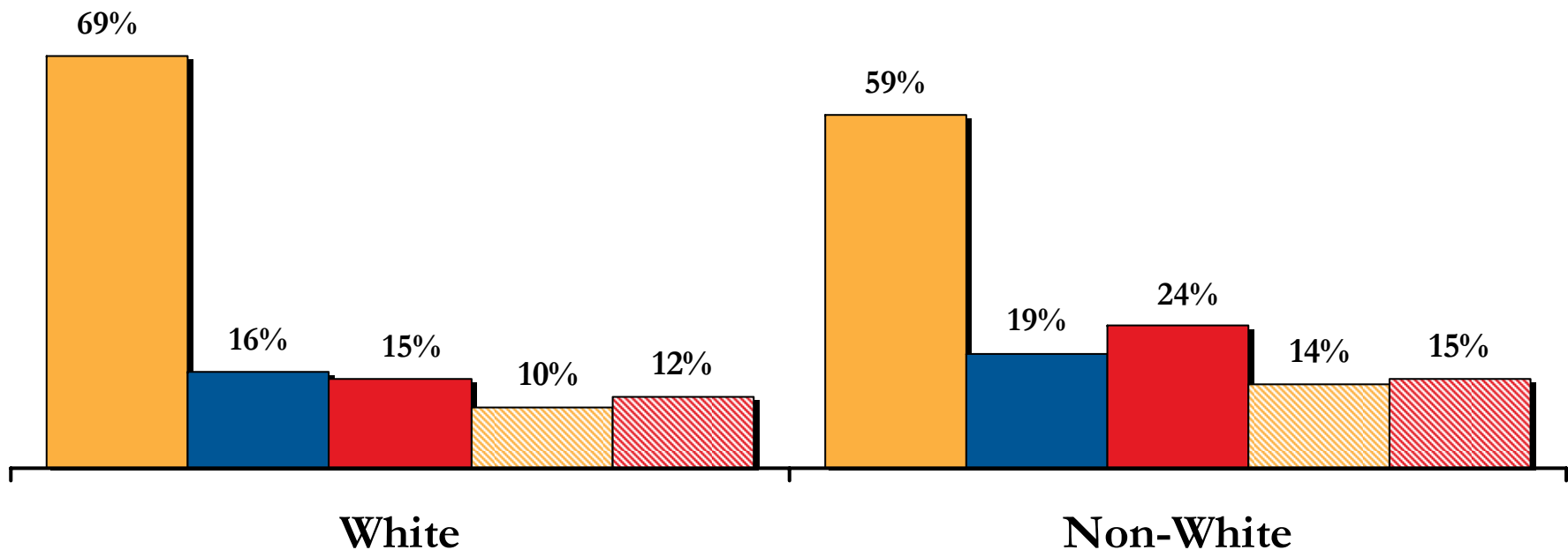


Statewide Average: 79% of Ohio residents report accessing the Internet from home or someplace else.

Most Popular Places for Ohio Residents to Access the Internet

Percent of Ohio residents who access the Internet someplace other than home:



■ At work
 ■ Someone else's home
 ■ At the library
 ■ At school
 ■ Hotels/Restaurants



Q: At what locations outside of your own home do you use the Internet?
 (n = 542 OH residents who access the Internet from someplace other than home)

Searching for Information Online

Percent of Ohio 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: 	White	Non-White
Product or service information	79%	67%
Health or medical information	70%	63%
Information about events in your community	56%	53%
Research for schoolwork	55%	57%
Information about government	55%	52%
Jobs or employment	48%	58%
None of the above	8%	8%



*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 = 949 OH residents who use the Internet)

Communicating Online

Percent of Ohio 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: 	White	Non-White
Email	88%	82%
Instant messages	34%	31%
Posting content to a website	20%	25%
Chatting in chat rooms	10%	13%
Posting content to a blog	10%	12%
None of the above	9%	11%



*significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet)

Interacting Online

Percent of Ohio Internet users who interact with the following individuals or organizations:



Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	White	Non-White
Friends or family	83%	77%
Businesses	49%	47%
Coworkers	49%	49%
Health insurance company	35%	42%
Teachers	33%	34%
Ohio state government	32%	32%
Doctors or healthcare professionals	27%	32%
Local government	26%	29%
Elected officials	21%	27%
None of the above	7%	9%

*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 = 949 OH residents who use the Internet)

Online Transactions

Percent of Ohio Internet users who conduct the following transactions online:

	White	Non-White
Percentage is significantly* <i>higher</i> than the state average: 		
Percentage is significantly* <i>lower</i> than the state average: 		
Purchasing a product or service online	73%	59%
Booking travel arrangements	57%	54%
Paying bills	55%	58%
Online banking	56%	50%
Online transactions with government	36%	28%
Selling a product or service online	26%	21%
Buying, selling, or trading investments	18%	19%
None of the above	14%	18%



*significance measured at a 95% confidence level

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

(n = 949 OH residents who use the Internet)

Online Activities

Percent of Ohio 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: 	White	Non-White
Using a search engine	75%	67%
Sending or receiving photos	65%	61%
Reading online	62%	58%
Playing games online	44%	46%
Downloading music	39%	48%
Watching videos, movies, or TV shows online	31%	39%
Working from home	31%	34%
Reading blogs	22%	25%
Taking online classes	19%	21%
None of the above	6%	8%

*significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?
(n = 949 OH residents who use the Internet)

Internet Victimization

Percent of Ohio Internet users who have been victims of the following:

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	White	Non-White
Spam or junk email	69%	66%
Computer viruses or spyware	52%	46%
Credit card fraud	5%	6%
Identity theft	4%	5%
None of the above	20%	27%



*significance measured at a 95% confidence level

Q: Have you ever been a victim to any of the following [issues] through the Internet?

(n = 949 OH residents who use the Internet)

Barriers to Internet Adoption

Percent of Ohio residents who do not have any Internet connection at home for the following reasons:

	White	Non-White
Percentage is significantly* <i>higher</i> than the state average: 		
Percentage is significantly* <i>lower</i> than the state average: 		
I don't own a computer	54%	44%
I don't need the Internet	30%	36%
Too expensive	14%	18%
I can access the Internet someplace else	6%	9%
Broadband isn't available in my area, and I don't want dial-up	2%	5%
Concerns about fraud or identify theft	2%	3%
Other	5%	5%

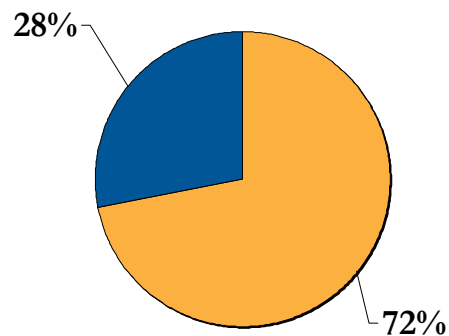
*significance measured at a 95% confidence level

Q: Why don't you subscribe to the Internet at home?
(n = 356 OH residents without Internet service at home)

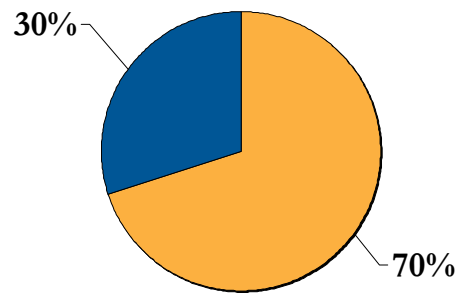
Barriers to Internet Adoption

Racial distribution of the top barriers to Internet adoption:

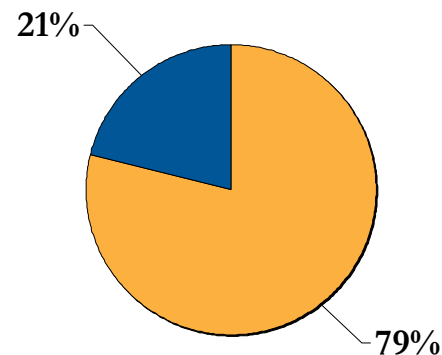
I do not need the Internet:



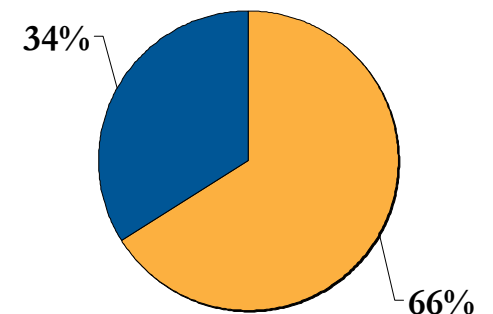
The Internet is too expensive:



I do not own a computer:



I can access the Internet elsewhere:



Respondent's self-reported race:

White

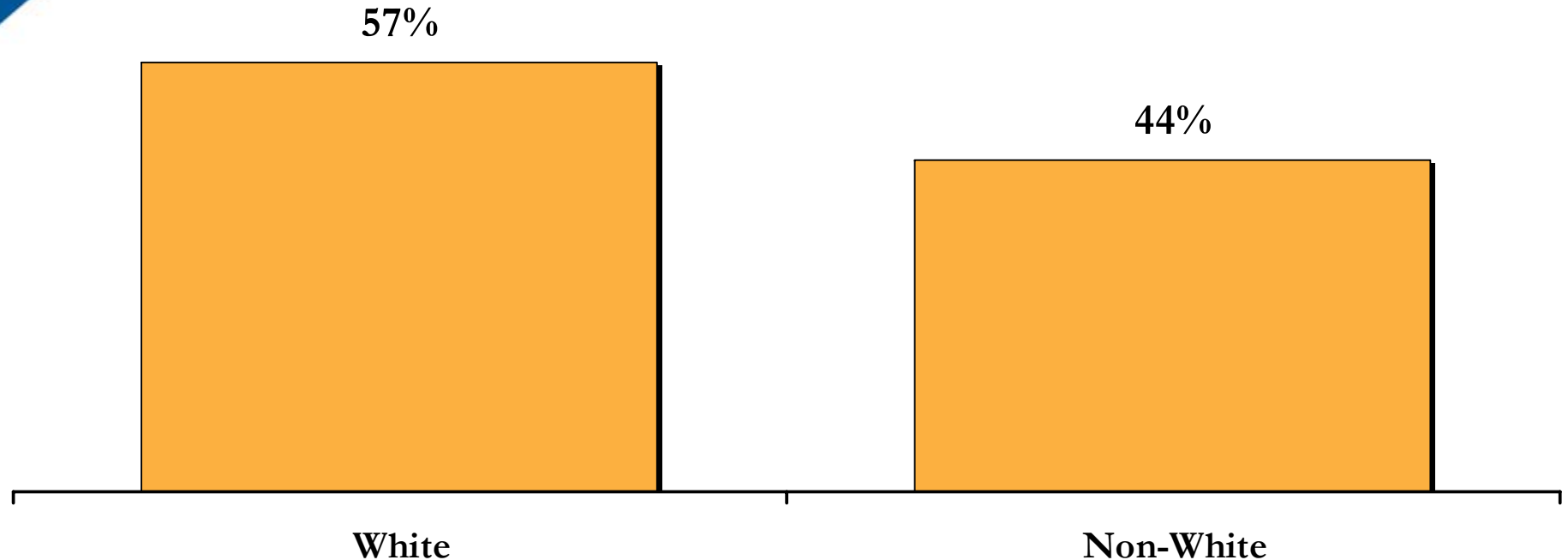


Non-White



Ohio Residents Who Have Broadband at Home

Percent of Ohio residents who have a broadband connection at home:





Statewide Average: 55% of all Ohio residents have a broadband connection at home.

Q: Which of the following describe the type of Internet service you have at home?
(n = 1,200 OH residents)

Why Ohio Residents Subscribe to Broadband

Percent of Ohio 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: 	White	Non-White
Realized broadband was worth the extra money	27%	24%
Broadband became available in my area	25%	20%
Got a computer for the home	21%	23%
Broadband costs have gone down	21%	19%
I needed to conduct business online	19%	21%
I heard about the benefits of broadband	15%	19%
Friends or family convinced me	15%	14%
Other	12%	17%
Don't know/refused	3%	4%

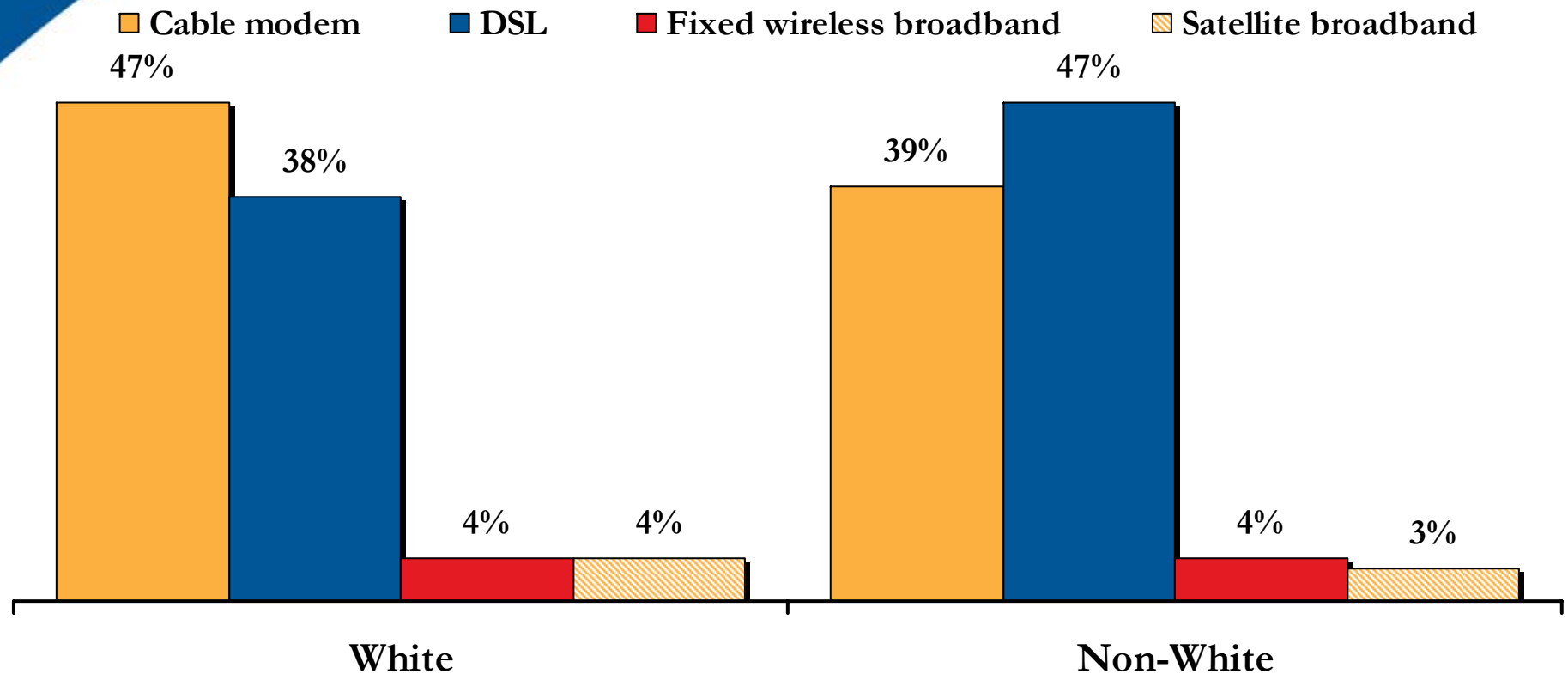
*Significance measured at a 95% confidence level

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

(n = 658 OH residents with broadband service at home)

Top Methods of Broadband Access

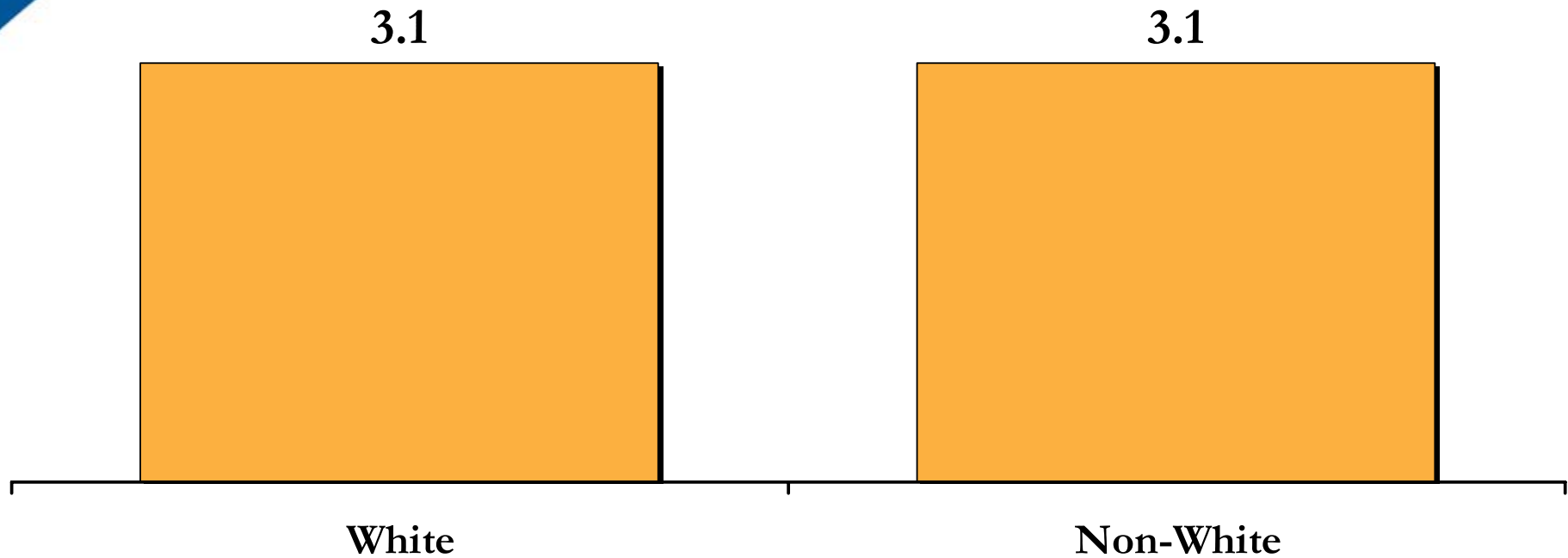
Percent of Ohio residents with a broadband connection at home:



Q: Which of the following describes the broadband service you have at home?
 (n = 658 OH residents with broadband service at home)

How Long Ohio Residents Have Had Broadband in Their Household

Average number of years Ohio residents have accessed broadband from home:

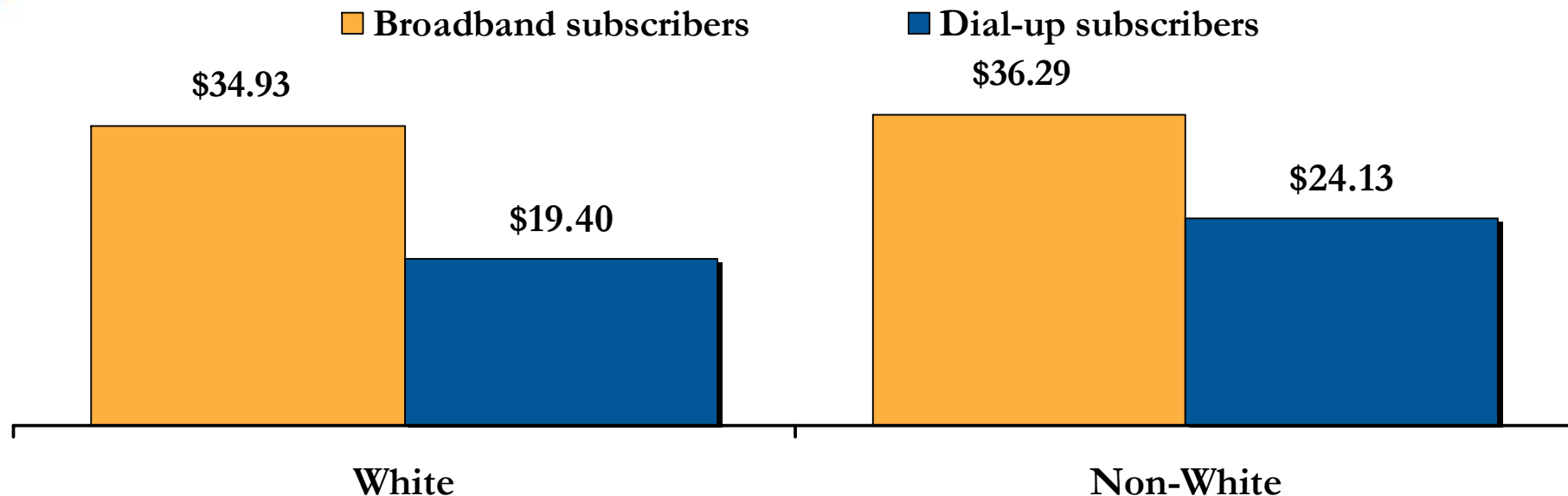


Statewide Average: Ohio residents adopted broadband 3.1 years ago on average.

Q: When did you first begin subscribing to broadband service?
(n = 658 OH residents with broadband service at home)

How Much Ohio Residents Pay for Internet Service

Average monthly cost that Ohio residents pay for broadband and dial-up connections from home:



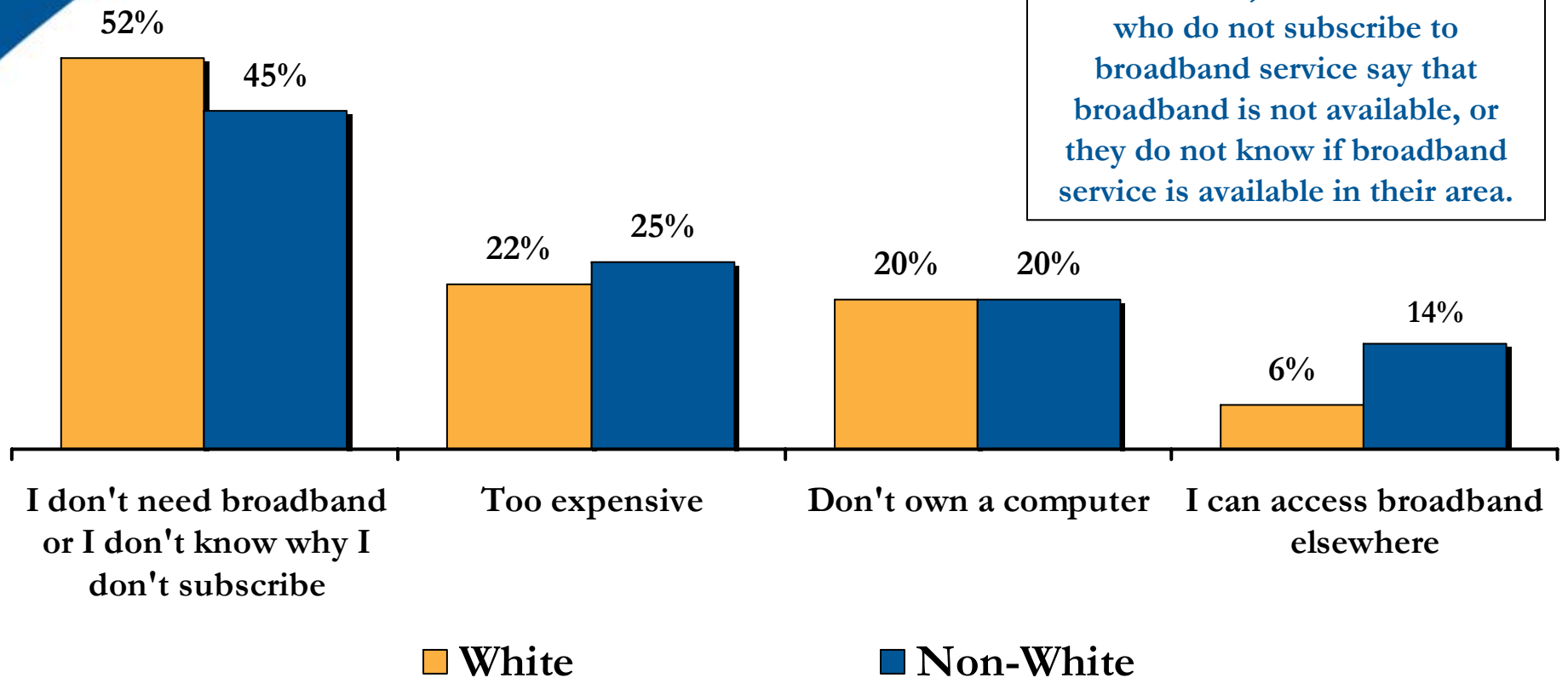
Statewide Average: Ohio residents pay an average of \$35.13 per month for home broadband access and \$20.08 for dial-up service.

Q: What do you pay each month for your Internet service?
(n = 840 OH residents with dial-up or broadband Internet service at home)

Top Barriers to Broadband Adoption

Percent of Ohio residents who choose not to subscribe to broadband:

Across Ohio, 49% of residents who do not subscribe to broadband service say that broadband is not available, or they do not know if broadband service is available in their area.

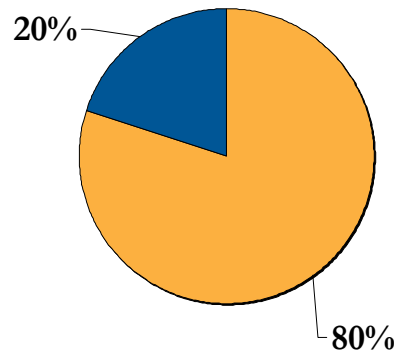


Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents for whom broadband service is available, but they choose not to subscribe).

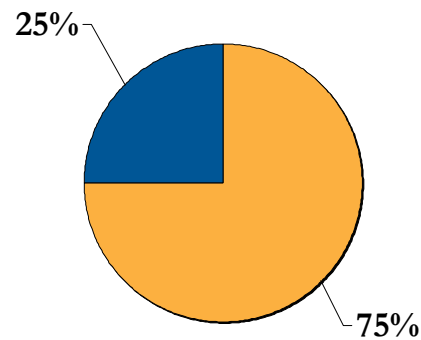
Barriers to Broadband Adoption

Racial distribution of the top barriers to broadband adoption:

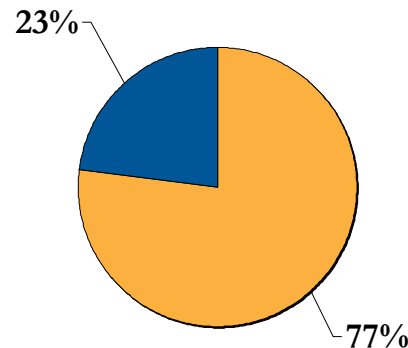
I do not need broadband:



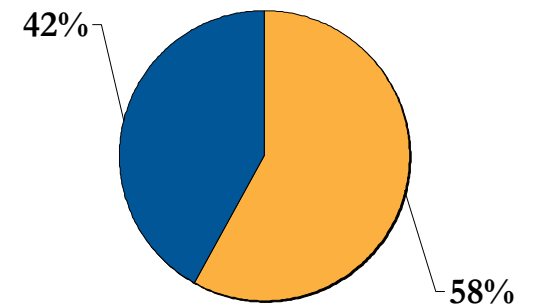
Broadband is too expensive:



Don't own a computer:



I can access broadband elsewhere:



Respondent's self-reported race:

White



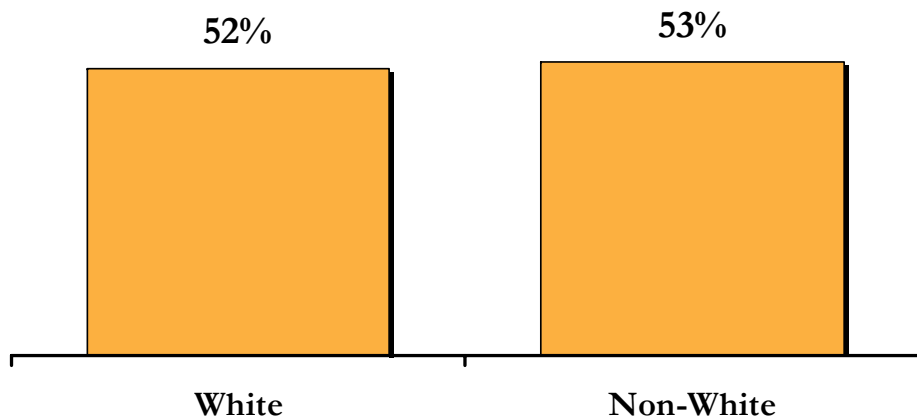
Non-White



Q: Why don't you subscribe to broadband at home?
 (n = 280 OH residents who do not subscribe to broadband but have broadband available to them)

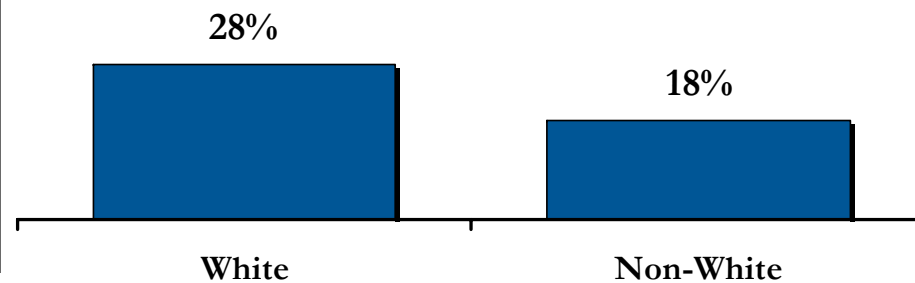
Broadband Adoption and Perceptions of Broadband Availability

Ohio residents who do not subscribe to broadband even though it is available where they live:



Q: Is broadband service available in the area where you live?
and
Q: Would you sign up for broadband service if it were available in your area?
(n = 542 OH residents who have no broadband connection at home)

Ohio residents who would subscribe to broadband if it were available:

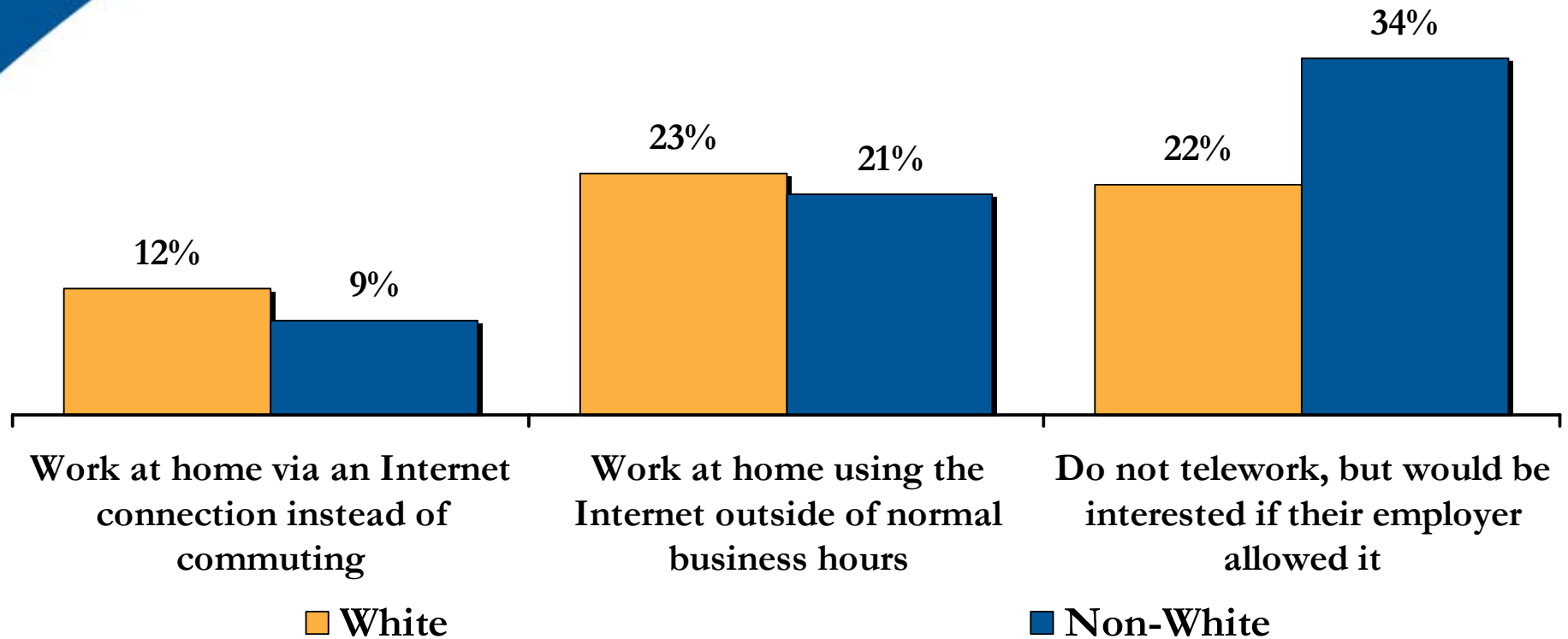


(n = 262 OH residents who are unaware of any broadband service available where they live)

Source: 2008 Connect Ohio Statewide Residential Technology Assessment
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Ohio Residents and Telework

Among Ohio adults employed full- or part-time:



Q: Do you ever do work from home related to your job or self-employment? and

Q: Would you be interested in teleworking if your employer allowed it?
(n = 729 OH residents employed full- or part-time)



Research Methodology

Methodology

- **Data were collected by telephone through live computer assisted interviews from a statewide random digit dial (RDD) sample of 1,200 households contacted between March 6 and March 15, 2008. Data were collected by Wilkerson & Associates of Louisville, Kentucky.**
www.wilkersonresearch.com
 - This research was designed to establish technology adoption benchmarks across Ohio.
- **The questionnaire screened to include only adults age 18 or older with quotas set by gender and age to ensure adequate representation of all adults in the state.**
- **Weights were applied to correct for minor variations and ensure that the sample matches the most recent U.S. Census estimates of the state's population by age and gender. Weighting and research consultation were provided by Lucidity Research LLC.** www.lucidityresearch.com
- **Sampling margin of error:**
 - Statewide, full sample (n=1,200): $\pm 2.82\%$ at the 95% level of confidence.

Urban-Rural Classifications Defined

- The U.S. Census Bureau uses an urban-rural classification based on Metropolitan Statistical Areas (MSAs), which are designated by the United States Office of Management and Budget to collect, tabulate and publish federal statistics.
- Metropolitan statistical areas contain a core urban area with a population of 50,000 or more. Each MSA also includes one or more counties that have a high degree of social and economic interaction with the urban core (further information on definitions for MSAs can be found at: www.census.gov/population/www/estimates/00-32997.pdf).
- When classifying urban, suburban and rural counties, Connect Ohio follows the Census Bureau definition whereby counties are categorized as “urban” if they contain the core city of an MSA. “Suburban” counties are MSA counties that do not contain a core city, and “rural” counties include all remaining counties that are not part of any MSA.
- Using these definitions, there are currently 14 Urban, 26 Suburban and 48 Rural counties in Ohio.

State Sample Profile (n=1,200)

Gender:		Age:		Race:	
Male	47%	18 to 34	28%	White	83%
Female	53%	35 to 44	19%	Black	8%
Marital Status:		45 to 54	20%	Other	3%
Married/partnered relationship	62%	55 to 64	15%	No answer given	6%
Widowed	10%	65 or older	18%	Of Hispanic Descent:	
Separated or divorced	13%	Mean age (years)	46.6	Employment Status:	
Single, never married	15%	Median age (years)	46.3	Employed full-time	51%
Any children in the household:	38%	Household Income:		Employed part-time	10%
Educational Attainment:		Less than \$25,000	19%	Retired	18%
Less than high school	9%	\$25,000 to \$49,999	26%	Homemaker	7%
High school graduate	32%	\$50,000 to \$74,999	18%	A student not working for wages	2%
Some college	23%	\$75,000 or more	21%	Unemployed	4%
College graduate or higher	33%	No answer given	16%	Disabled	4%
No answer given	3%	Median household income	\$47,200	Other / no answer given	5%



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