

# Connect Ohio Technology Assessment Executive Summary



# 2011 Key Findings

## Key Technology Benchmarks, 2011:

- Households with broadband service: 66%
- Households with a computer: 80%
- Residents who access the Internet from home or someplace else: 82%
- Residents who subscribe to mobile broadband via laptop or cell phone/mobile device: 31%

## Other Key Findings:

- Across Ohio, 66% of all residents subscribe to home broadband service; by comparison, a national survey shows that 63% of American households subscribe to home broadband service.
- Statewide, 80% of all residents own a home computer. This translates into over 1.8 million adults without a home computer. More than one-quarter (26%) of those without a computer say that a computer is too expensive.
- Statewide, 5% of Ohio residents report that broadband is not available where they live, 85% say with certainty that broadband is available, and 10% do not know whether broadband service is available. By comparison, Connect Ohio's provider-validated Broadband Service Inventory found that 1.7% of households do not have terrestrial fixed broadband service access.
- In rural Ohio, 8% of adults report that broadband service is not available where they live, 79% say with certainty that broadband is available, and 13% do not know whether broadband service is available where they live. By comparison, Connect Ohio's provider-validated Broadband Service Inventory reports that 3.7% of rural households do not have terrestrial fixed broadband access.



# 2011 Key Findings

## *(Continued)*

- While residents age 65 or older are still significantly less likely than the state average to own a computer or subscribe to home broadband service, computer ownership in this age group increased 26% between 2008 and 2011, while broadband adoption increased 42% in the same time period.
- Broadband adoption among rural residents (58%) is significantly lower than the state average. More than one-fifth (22%) of rural residents do not access the Internet at all (either at home or someplace else), which is also significantly higher than the state average. Rural residents without a home broadband connection are significantly more likely to report that broadband availability is a barrier to adoption.
- Statewide, 53% of Ohio broadband subscribers report that they have cable modem service at home, while 33% subscribe via DSL broadband. Satellite broadband, fixed wireless broadband, and fiber to the home service each account for 4% of home broadband subscribers in Ohio.
- On average, Ohio broadband subscribers pay \$43.41 per month for their home broadband. Among those who do not subscribe to home broadband service, 25% cite cost as a barrier to adoption.
- When asked to select the one main barrier to broadband adoption, more than one-half (58%) of Ohio residents who choose not to subscribe to home broadband and say it is because they do not need broadband service.
- Furthermore, over one-third of Ohio residents who do not subscribe to broadband (35%) cite the lack of a computer as a barrier to broadband adoption, while 13% don't know enough about broadband to feel comfortable going online.



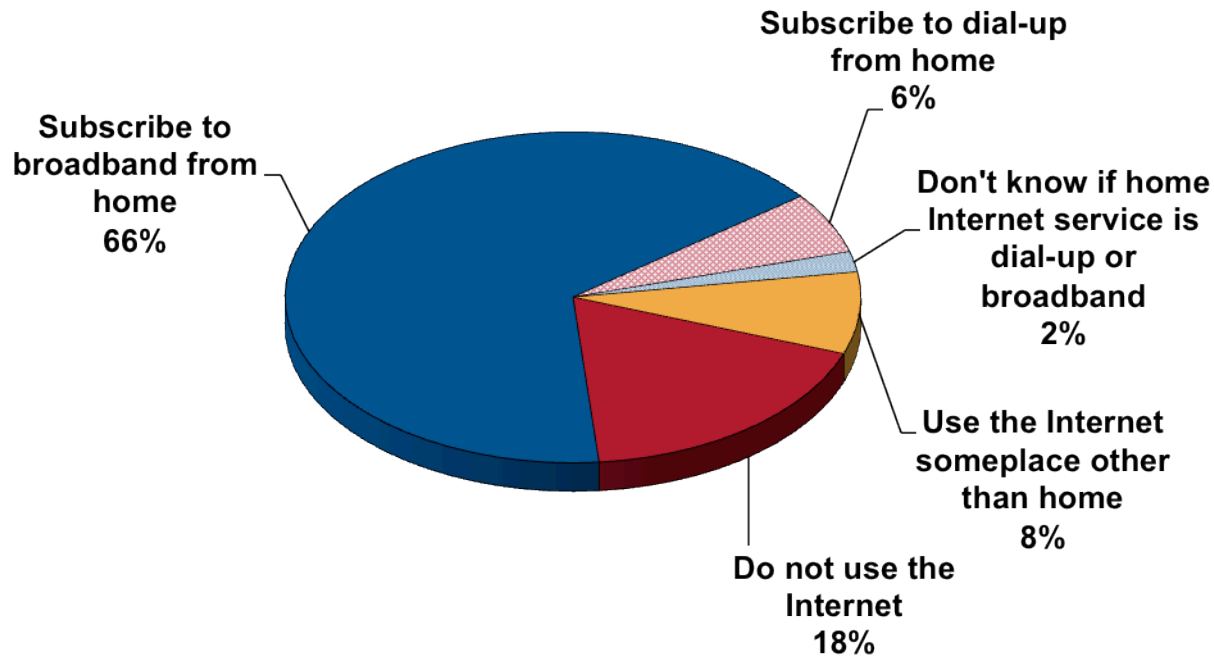
# 2011 Key Findings

## *(Continued)*

- The most reported online activity among Ohio home and mobile broadband subscribers is communicating through e-mail (90% and 81%, respectively).
- While nearly four out of five home broadband subscribers (79%) research or purchase goods online, only 36% of mobile subscribers conduct this activity via their cell phone.
- More than two-thirds of Ohio home broadband subscribers (68%) read the news online, compared to 46% of residents who subscribe to mobile broadband via their cell phone.
- Home broadband enables more than two-thirds of subscribers (68%) to bank and pay bills online. Just over one-quarter of mobile broadband subscribers (27%) report banking online.
- Nearly three out of five home broadband subscribers in Ohio (57%) search for medical information or communicate with healthcare professionals such as doctors on insurance offices online, while fewer than one-quarter of mobile broadband subscribers (22%) conduct this activity via their cell phones.
- More than one-third of Ohio home broadband subscribers (34%) go online to interact with government offices or elected officials, compared to 11% of mobile broadband subscribers.
- Statewide, 43% of Ohio home broadband subscribers search or apply for jobs online, while only 14% of mobile broadband subscribers report conducting this activity via their cell phone, highlighting the advantage of a fixed home broadband subscription.
- In Ohio, 14% of employed adults report that they telework. Teleworking could also provide an additional boost to the state's workforce, as 28% of non-working Ohio residents would likely join the labor force if empowered by telework.

# Ohio Technology Adoption Summary

## Percent of all Ohio residents

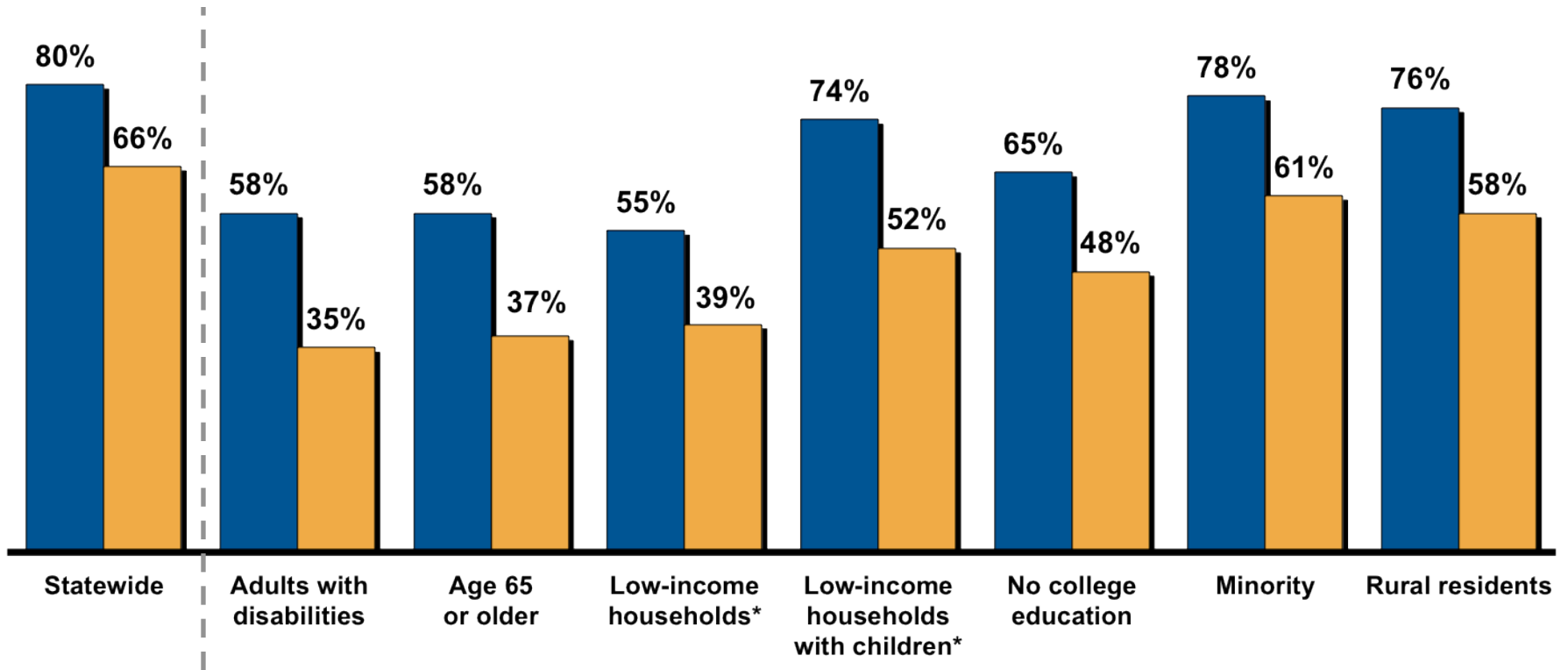


Q: Do you have an Internet connection at home?,  
 Q: Do you have access to the Internet from any locations outside of your own home?  
 and  
 Q: Which of the following describe the type of Internet service you have at home?  
 (n=1,201 OH residents)

Source: 2011 Connect Ohio  
 Residential Technology Assessment  
[www.connectohio.org](http://www.connectohio.org)

# Technology Adoption by Demographic

■ Computer ownership    ■ Broadband adoption



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

Q: Does your household have a computer? and

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

(n=1,201 OH residents)

Source: 2011 Connect Ohio Residential Technology Assessment  
www.connectohio.org