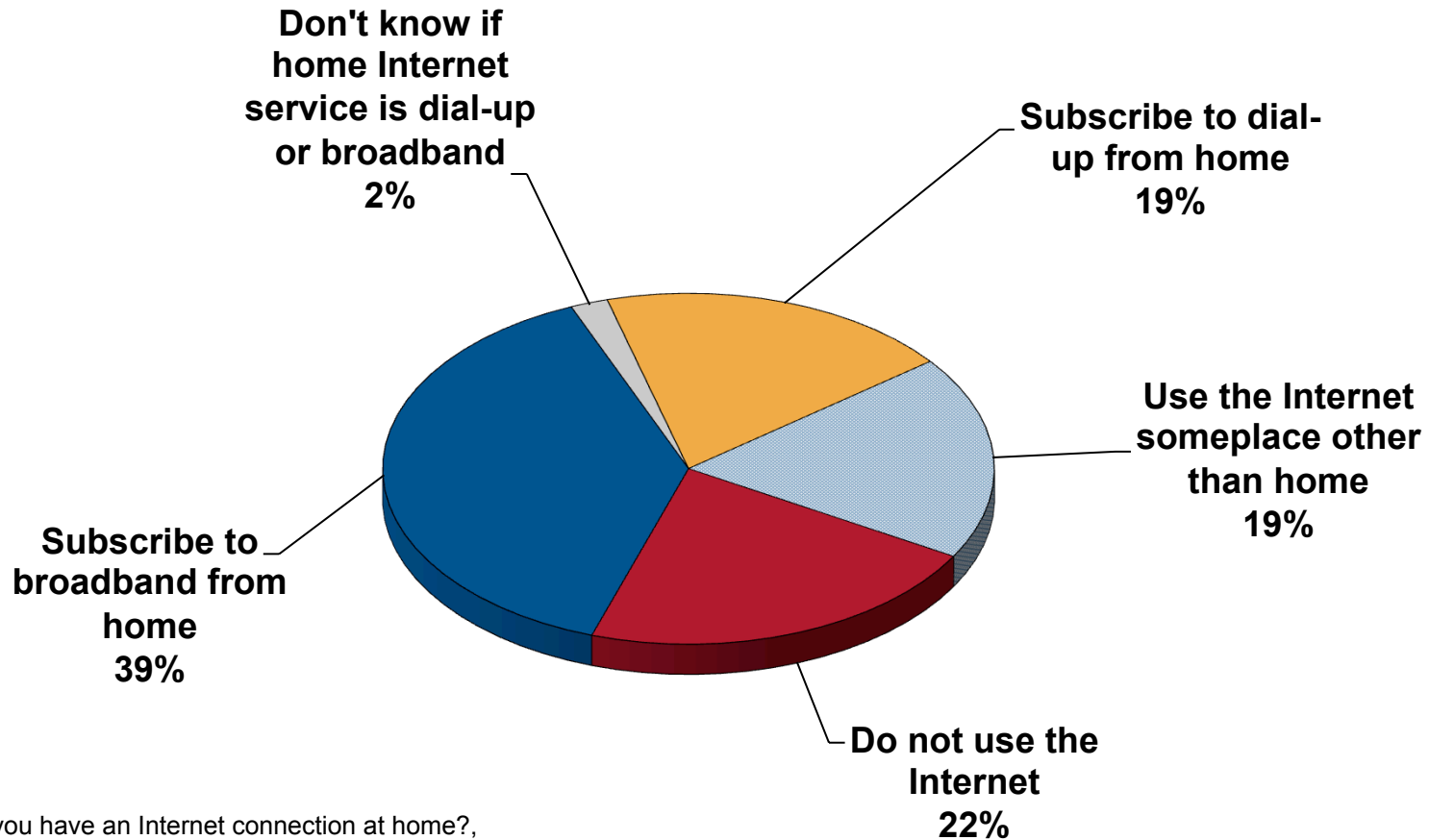




# **Connect Ohio Consumer Technology Assessment for Adams County**

# Adams County Technology Adoption Summary

Percent of all Adams County residents

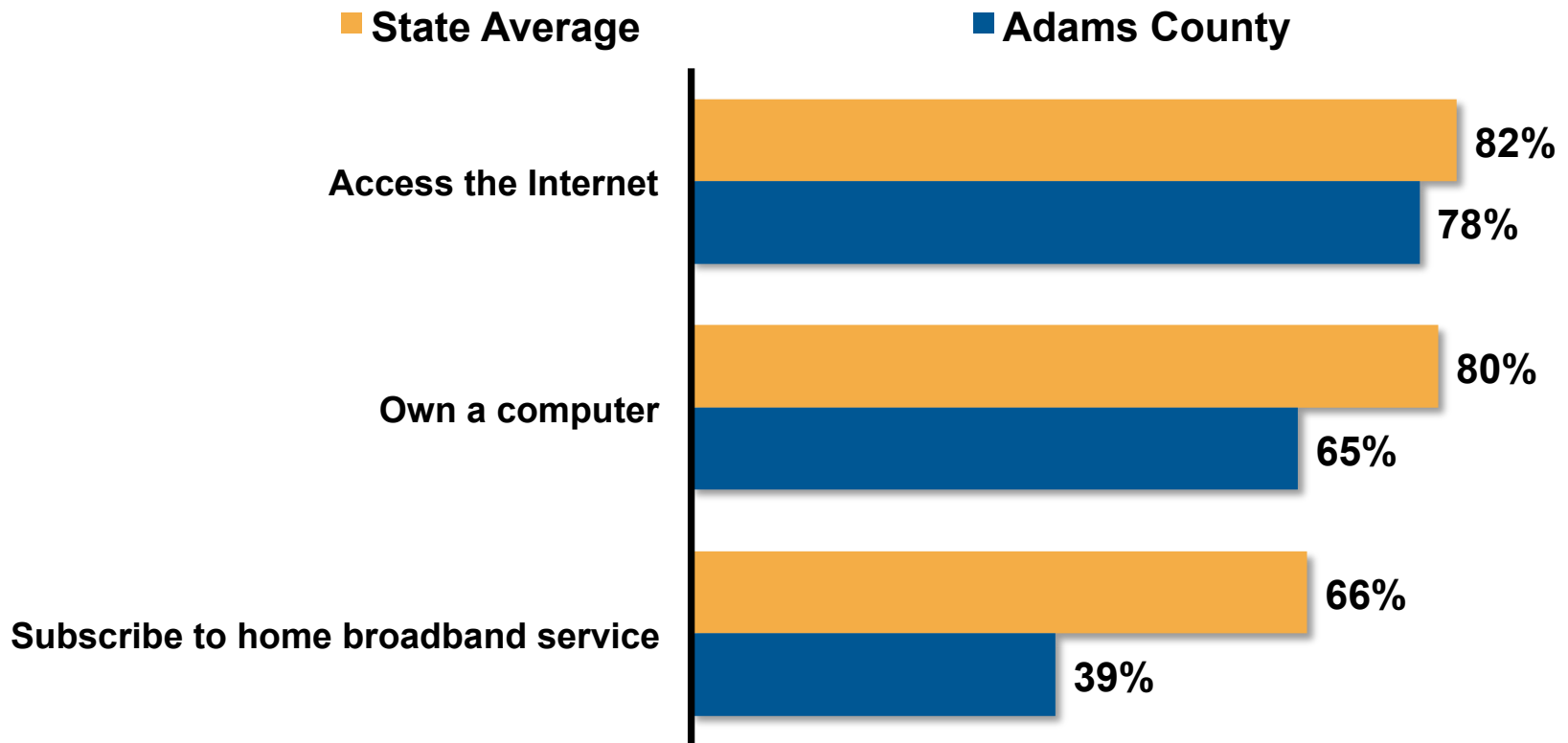


Q: Do you have an Internet connection at home?,  
Q: Do you have access to the Internet from any locations outside of your own home?, and  
Q: Which of the following describe the type of Internet service you have at home?  
(2011: 102 Adams County residents)

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

# Residential Technology Assessment for Adams County

Among all residents



Q: Does your household have a computer?,  
 Q: Do you subscribe to the Internet at home?,  
 Q: Do you use 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?  
 (2011: 1201 OH residents statewide and 102 Adams County residents)

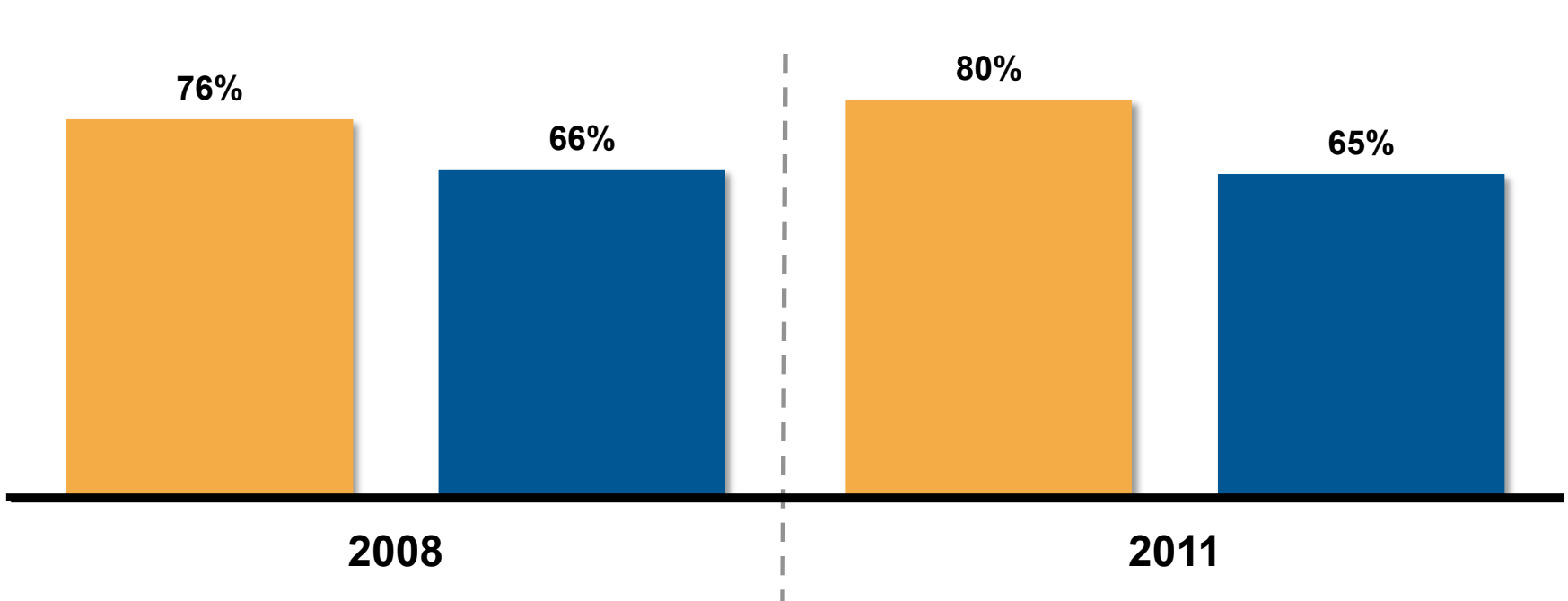
Source: 2011 Connect Ohio  
 Residential Technology Assessment  
[www.connectohio.org](http://www.connectohio.org)

# Trends in Computer Ownership

Percent of residents with a home computer

■ State Average

■ Adams County

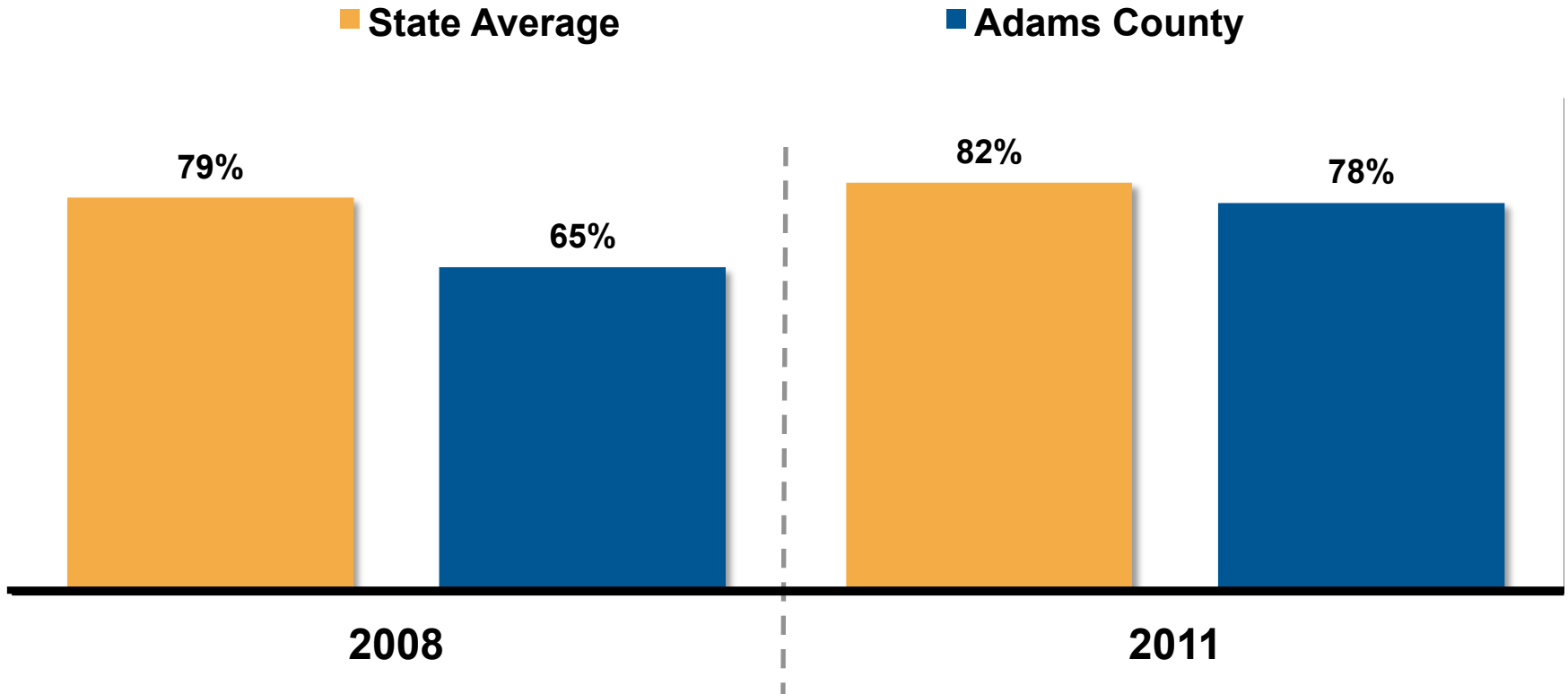


Q: Does your household have a computer?  
(2008: 1200 OH residents statewide and 100 Adams County residents and  
2011: 1201 OH residents statewide and 102 Adams County residents)

Source: 2008 and 2011 Connect Ohio  
Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)

# Trends in Internet Use

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



Q: Do you subscribe to the Internet at home? and  
Q: Do you use the Internet from any locations outside of your own home?  
(2008: 1200 OH residents statewide and 100 Adams County residents and  
2011: 1201 OH residents statewide and 102 Adams County residents)

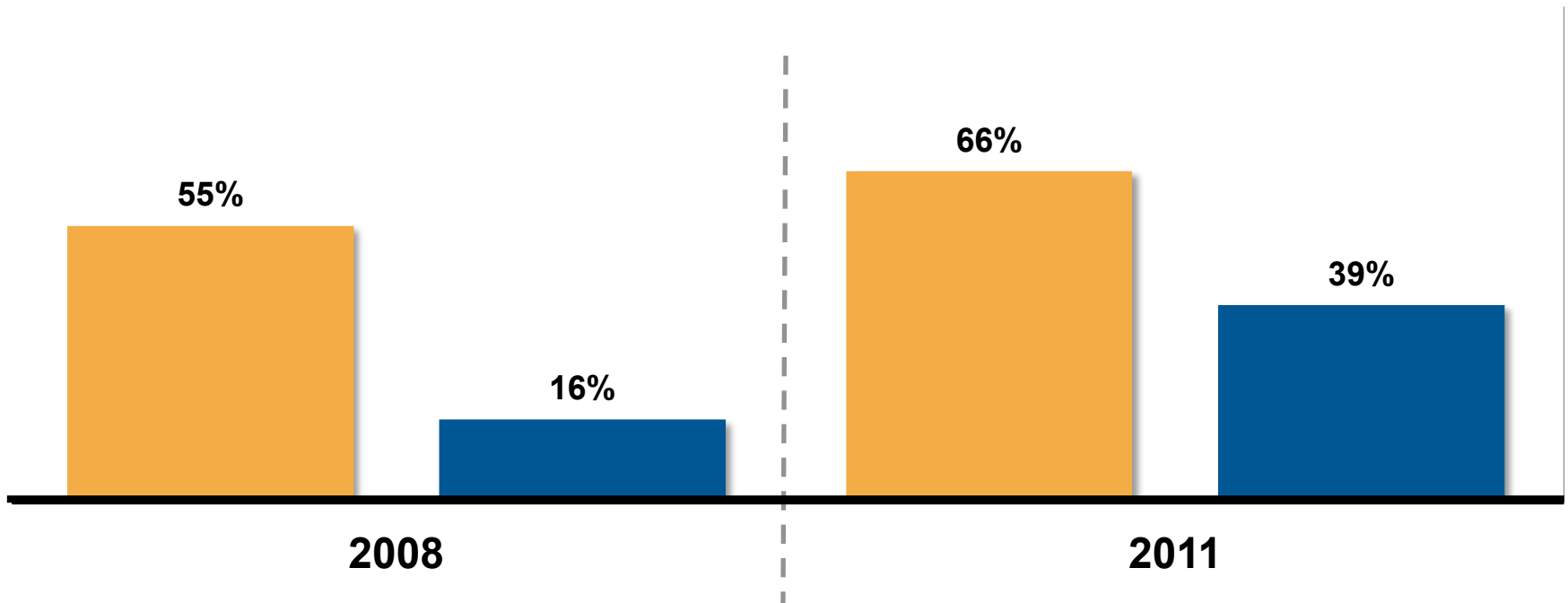
Source: 2008 and 2011 Connect Ohio  
Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)

# Trends in Broadband Adoption

Percent of residents with broadband service at home

■ State Average

■ Adams County

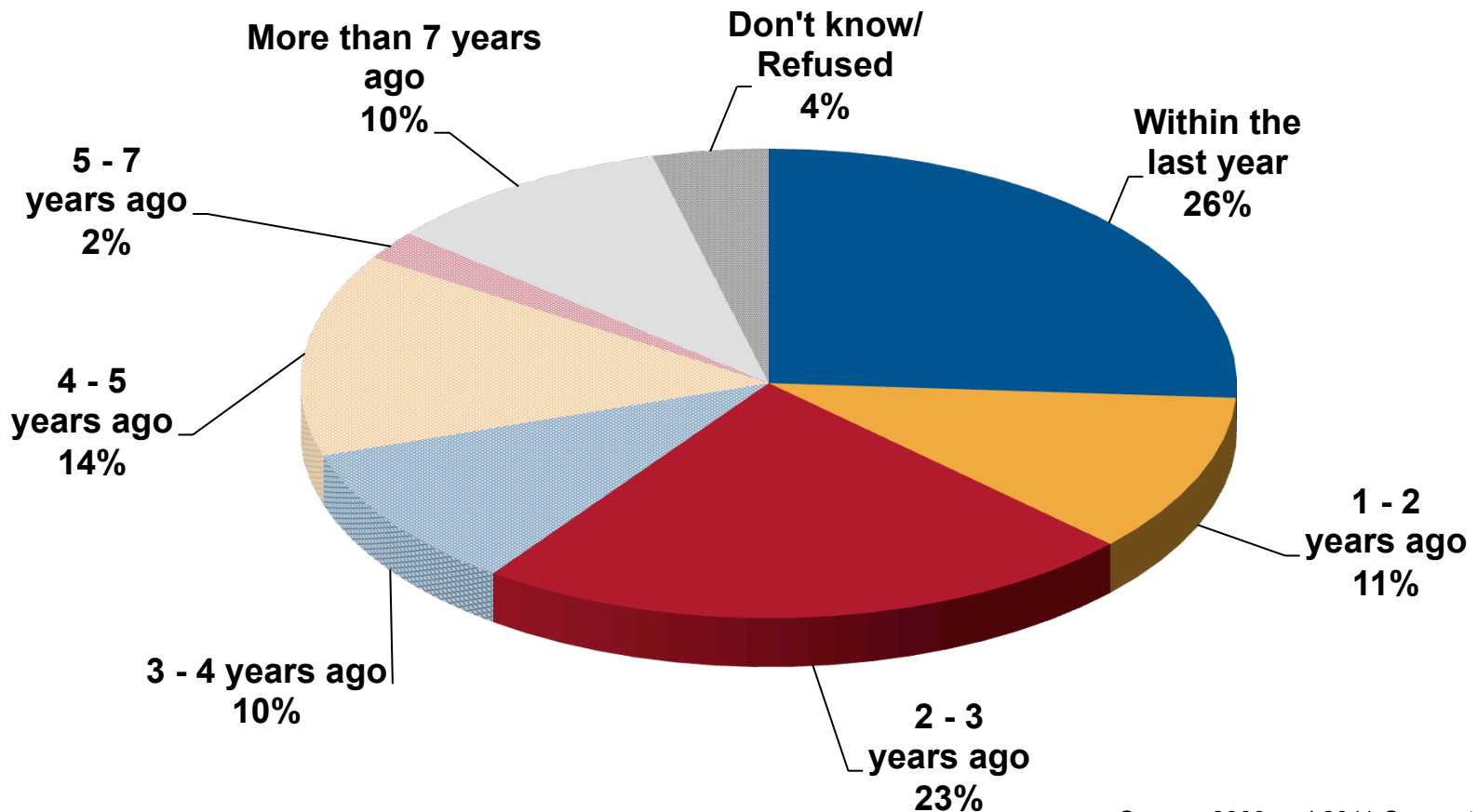


Q: Which of the following describe the type of Internet service you have at home?  
(2008: 1200 OH residents statewide and 100 Adams County residents and  
2011: 1201OH residents statewide and 102 Adams County residents)

Source: 2008 and 2011 Connect Ohio  
Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)

# When Adams County Residents First Subscribed to Broadband

When Adams County broadband users first subscribed



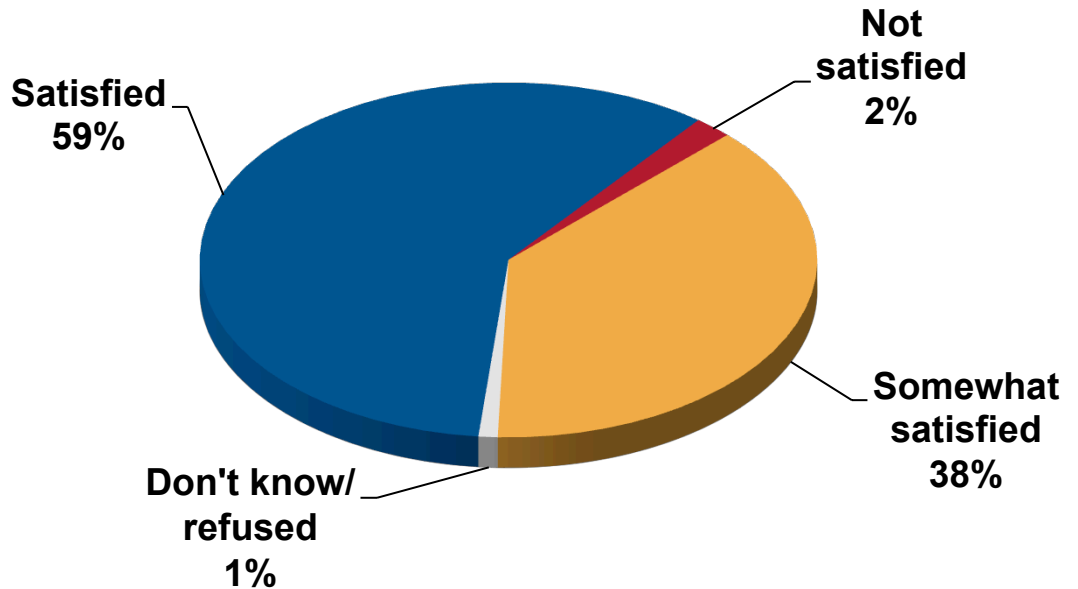
Q: When did you first begin subscribing to home broadband service?  
(2011: 42 Adams County residents, with broadband service)

Source: 2008 and 2011 Connect Ohio Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)

# Satisfaction With Broadband Service

Satisfaction among Adams County residents  
with their home broadband service

**Only 2% of Adams County broadband subscribers report being dissatisfied with their current broadband service.**

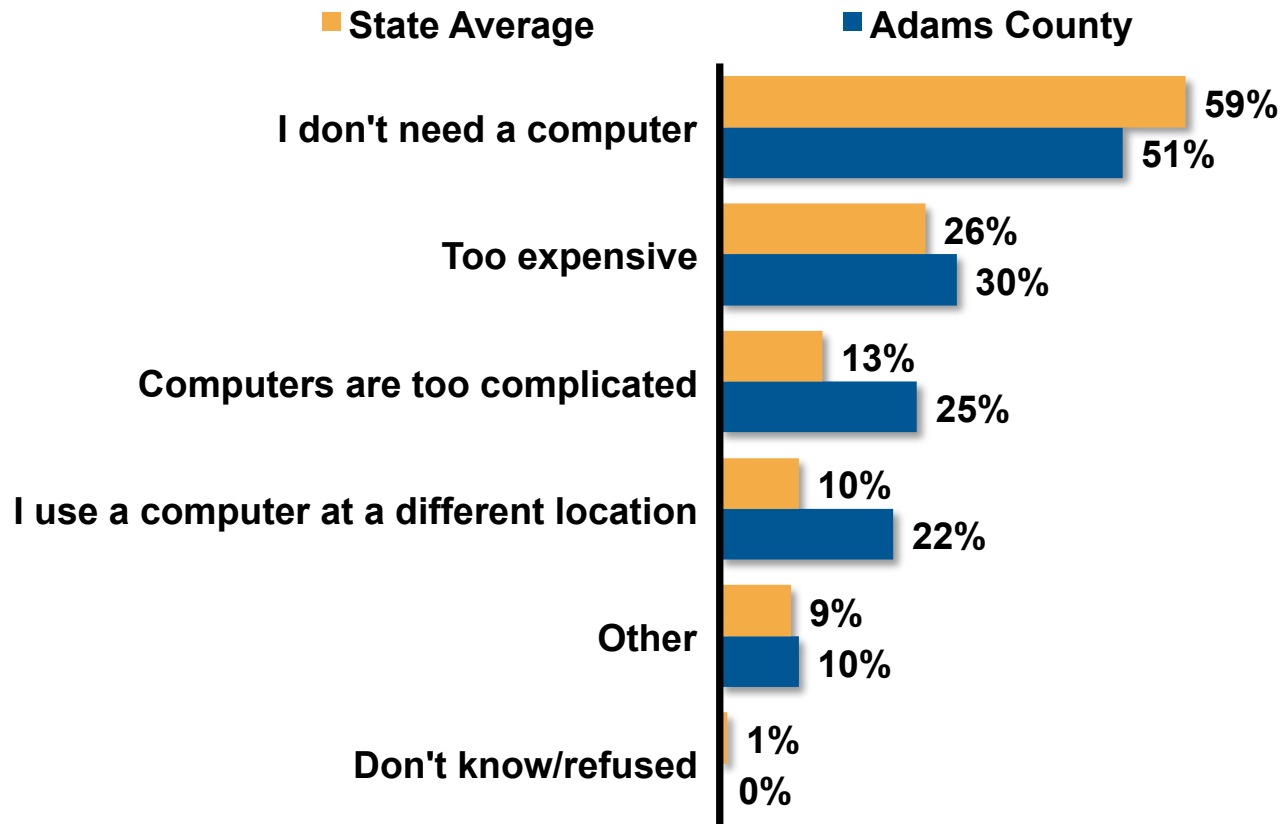


Q: Overall, how satisfied are you with your broadband service?  
(2011: 42 Adams County residents with home broadband service)

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

# Barriers to Computer Ownership

Among residents who do not own a computer\*



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

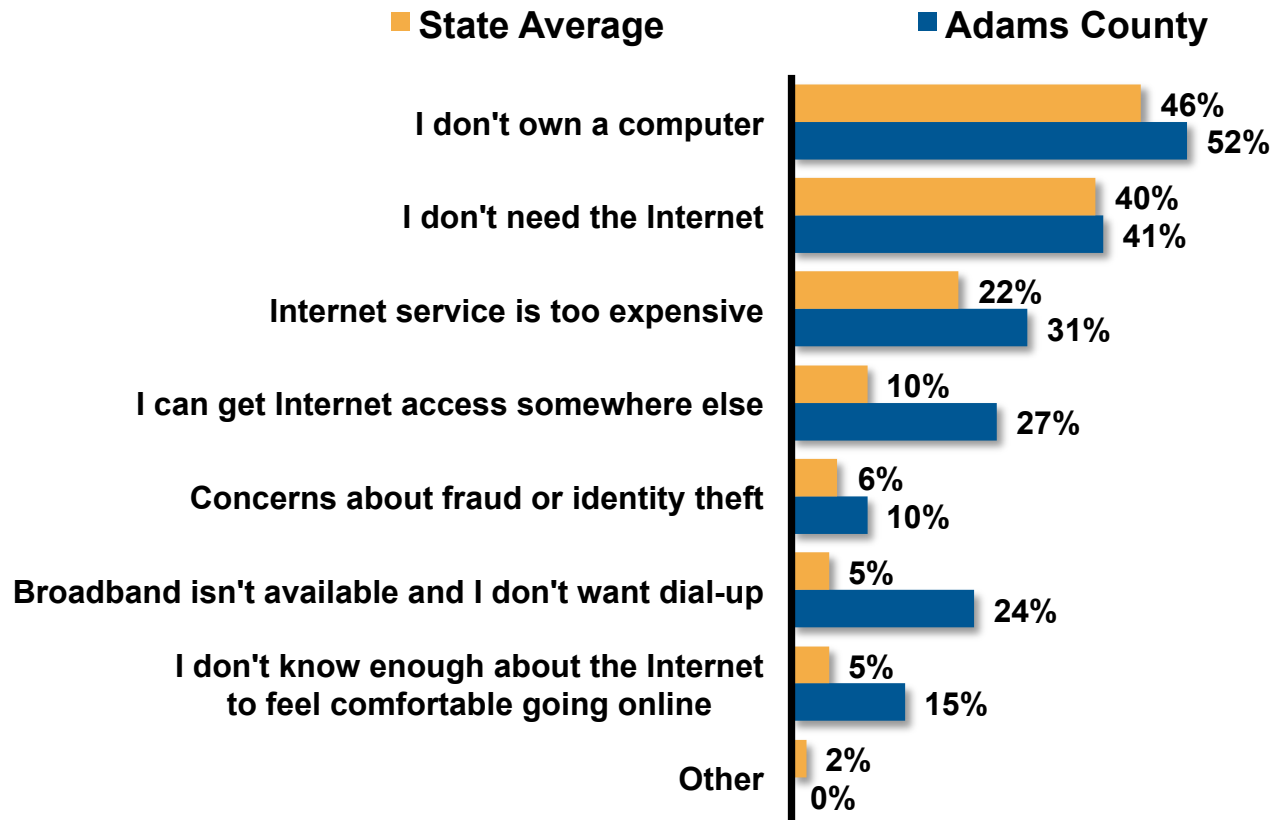
Q: Why don't you have a computer at home?

(2011: 247 OH residents statewide and 31 Adams County residents, with no computer at home)

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

# Barriers to Internet Adoption

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

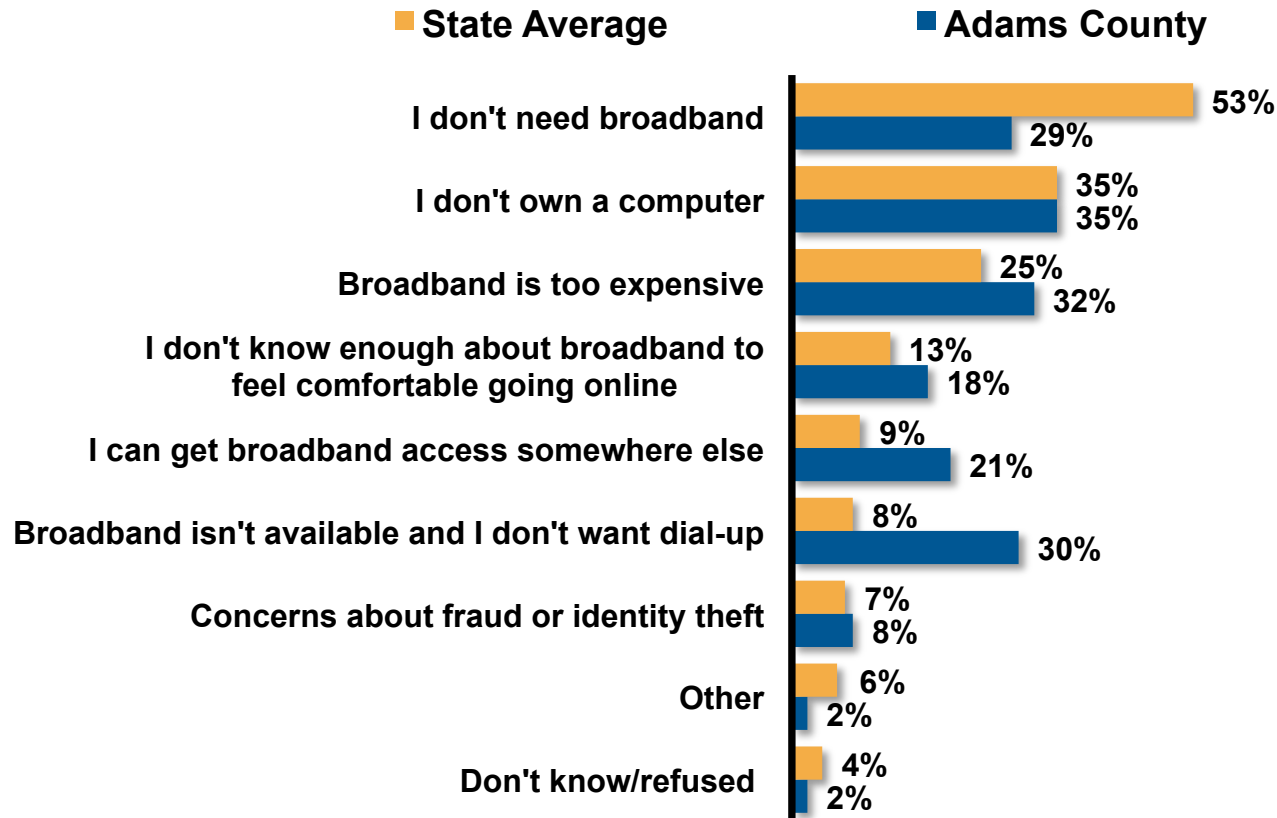


\*Percentages do not add up to 100% because respondents could give multiple responses.  
 Q: Why don't you subscribe to the Internet at home?  
 (2011: 317OH residents statewide and 39 Adams County residents, without Internet service)

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

# Barriers to Broadband Adoption

Among residents who do not subscribe to home broadband service\*



\*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?

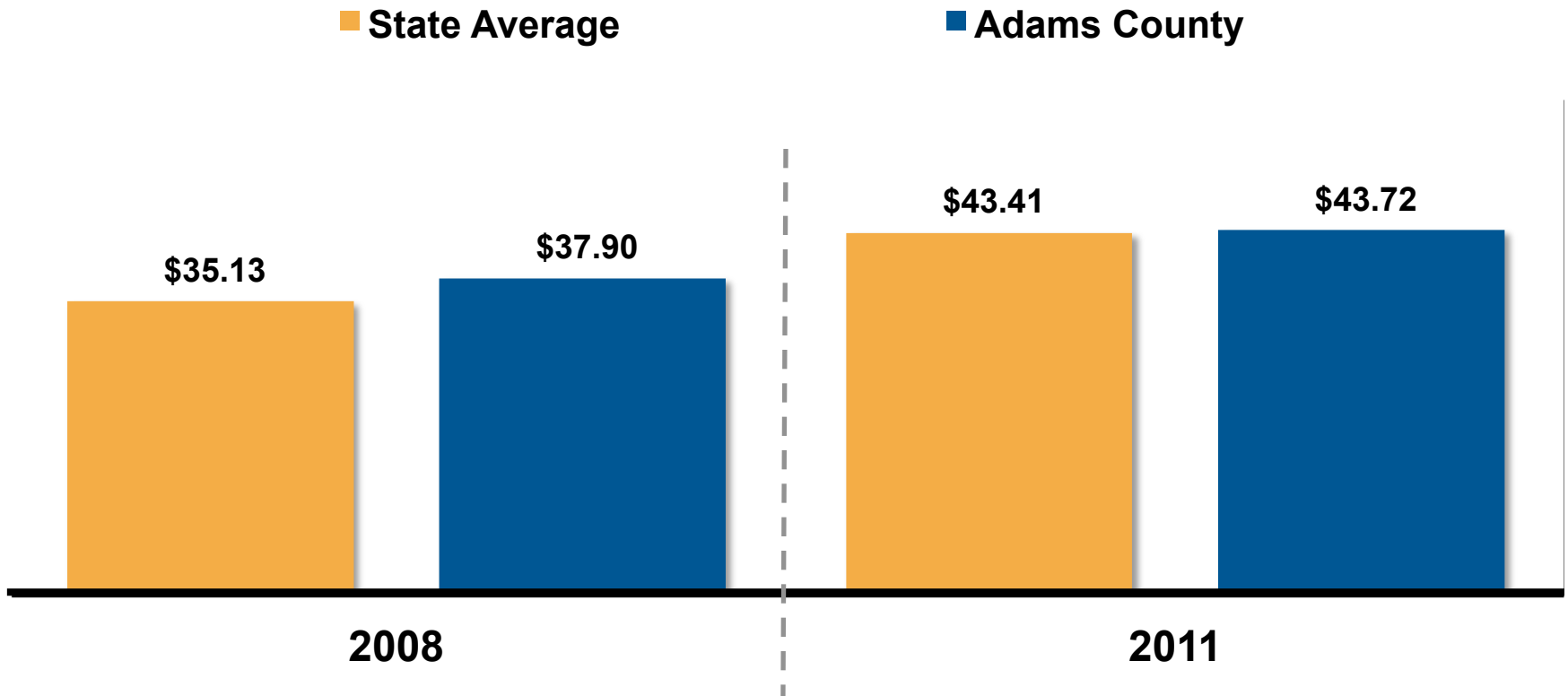
(2011: 418 OH residents statewide and 60 Adams County residents, without broadband service)

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



# Monthly Price Residents Pay for Broadband Service

Average monthly price paid for home broadband service\*\*



Sample is less than 30

Q: What do you pay each month for your home Internet service?

(2008: 658 OH residents statewide and 15 Adams County residents and

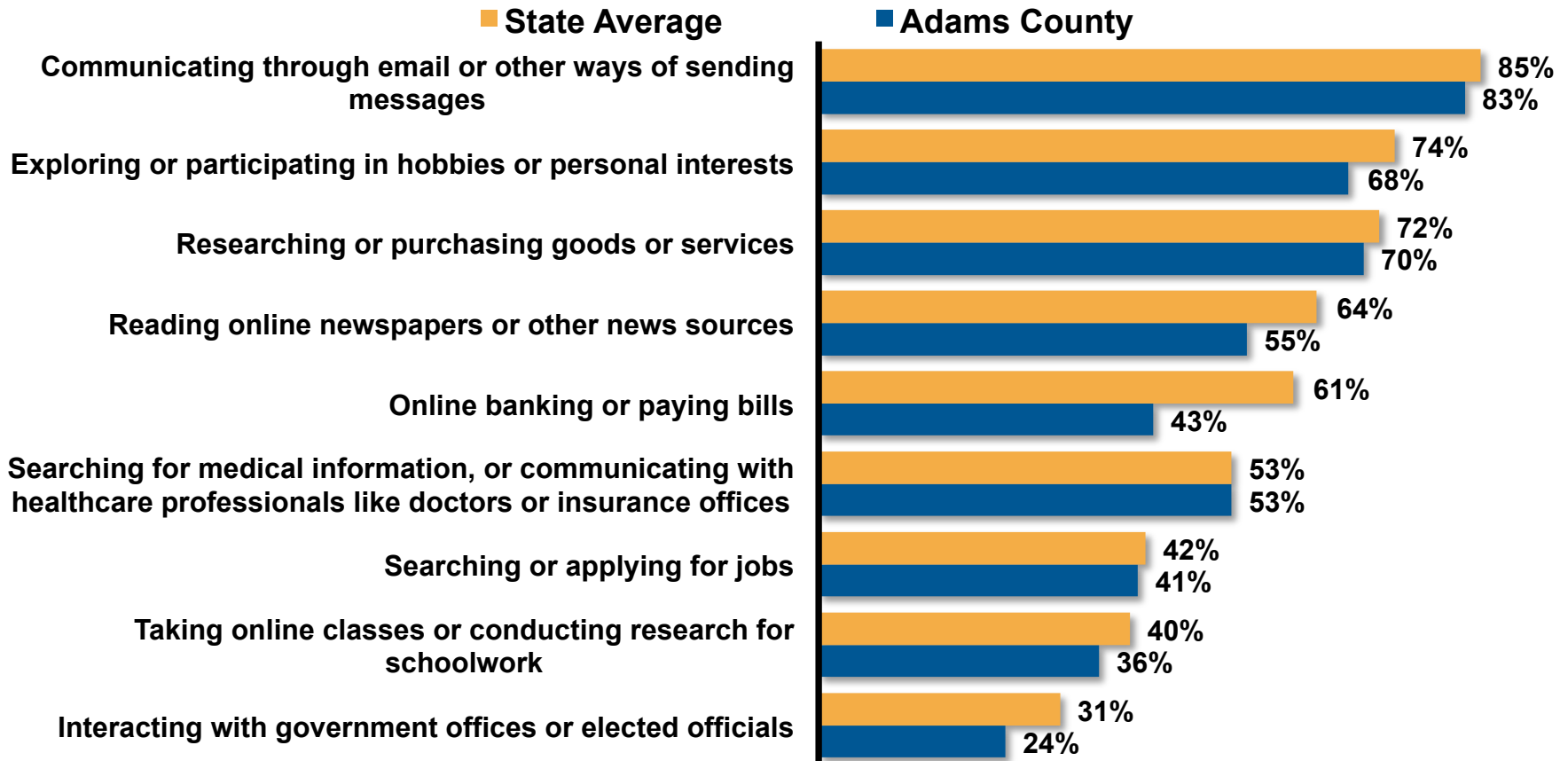
2011: 783 OH residents statewide and 42 Adams County residents, with broadband service)

Source: 2008 and 2011 Connect Ohio Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)



# Uses of the Internet In Adams County

Percent of Adams County residents who conduct the following activities online\*



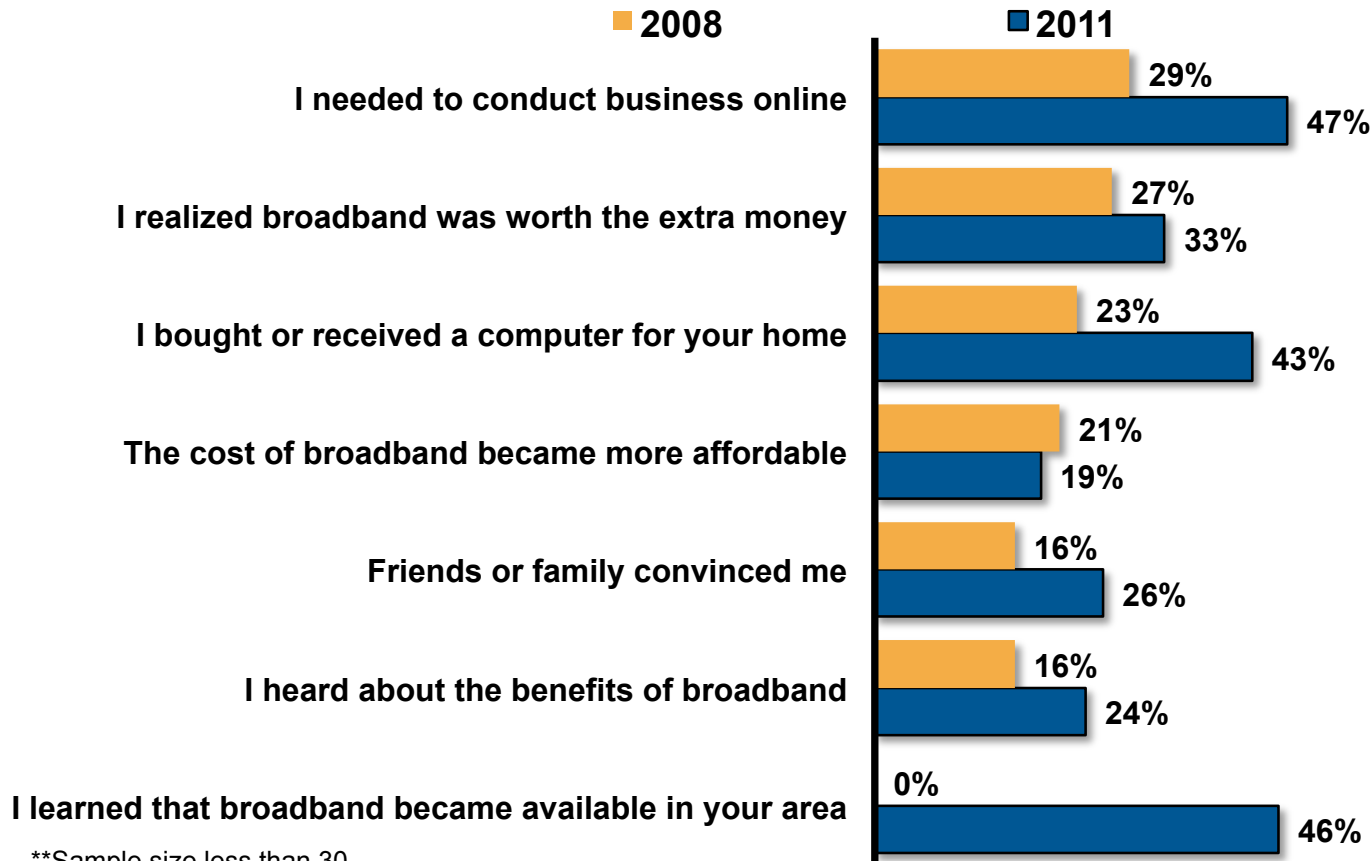
\*Percentages do not add up to 100% because respondents could give multiple responses.  
 Q: Which of the following activities do you conduct using the Internet?  
 (2011: 970 OH statewide Internet users and 83 Adams County Internet users)

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



# Why Adams County Residents Subscribe to Broadband

Percent of Adams County residents with a broadband connection at home<sup>(\*\*)</sup>



\*\*Sample size less than 30

\*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? (2008: 15 Adams County residents and 2011: 42 Adams County residents, with broadband service)

Source: 2008 and 2011 Connect Ohio Residential Technology Assessments  
[www.connectohio.org](http://www.connectohio.org)



# Contact Information

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