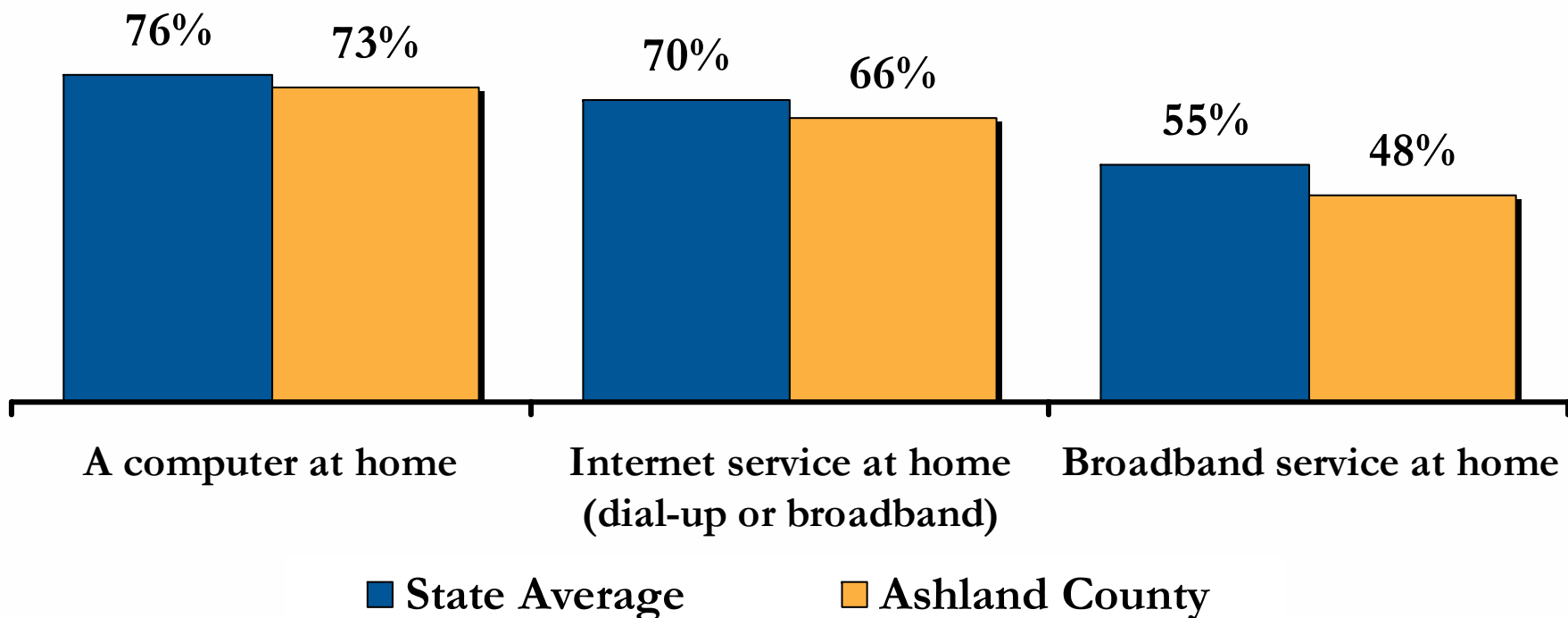




**2008 Connect Ohio
Consumer Technology
Assessment for
Ashland County, Ohio**

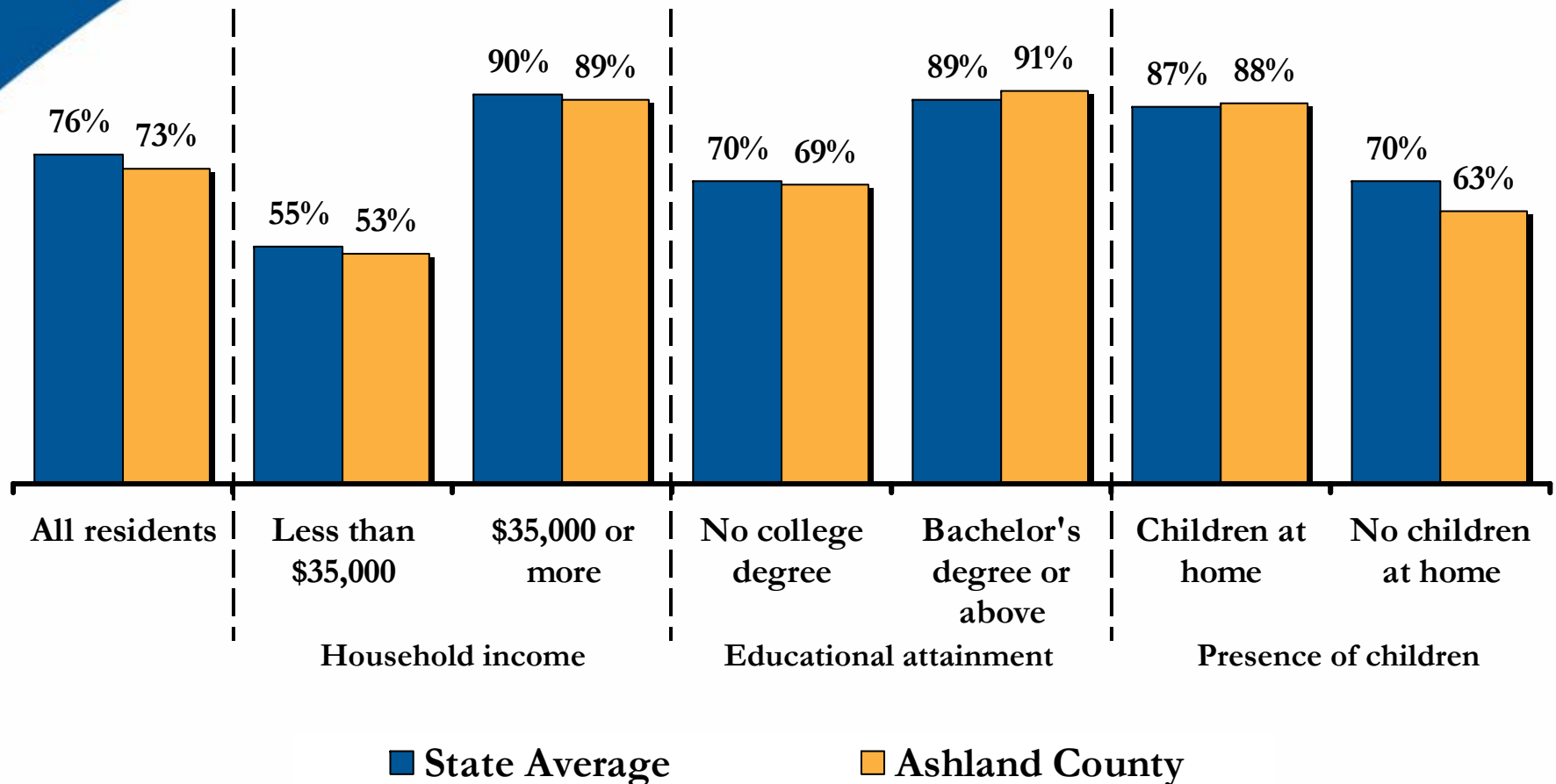
Residential Technology Assessment for Ashland County

Percent of adult residents who have:



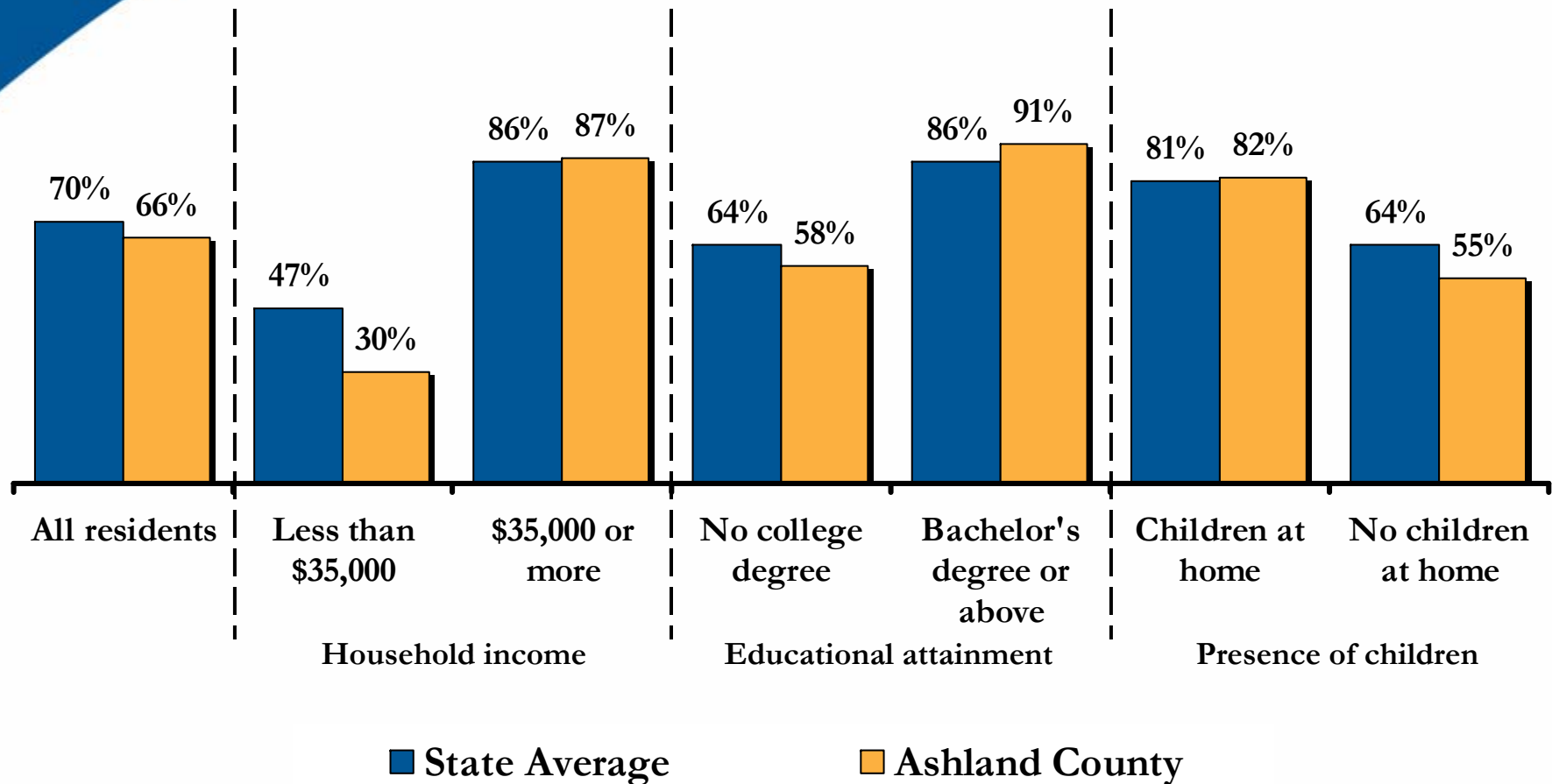
(n = 100 Ashland County residents, weighted by age and gender)

Computer Ownership in Ashland County



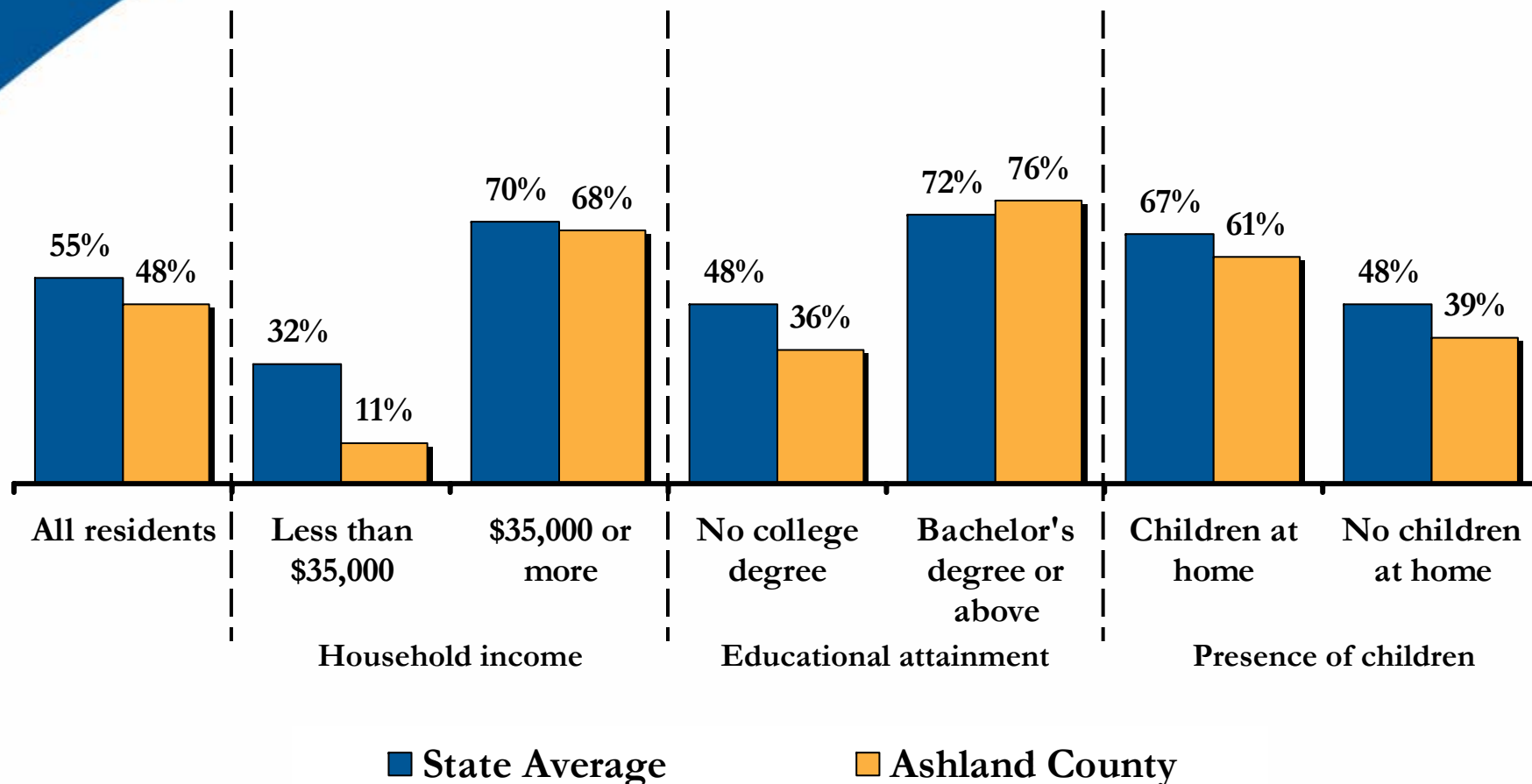
(n = 100 Ashland County residents, weighted by age and gender)

Internet Adoption (Dial-Up or Broadband) in Ashland County



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

Broadband Adoption in Ashland County



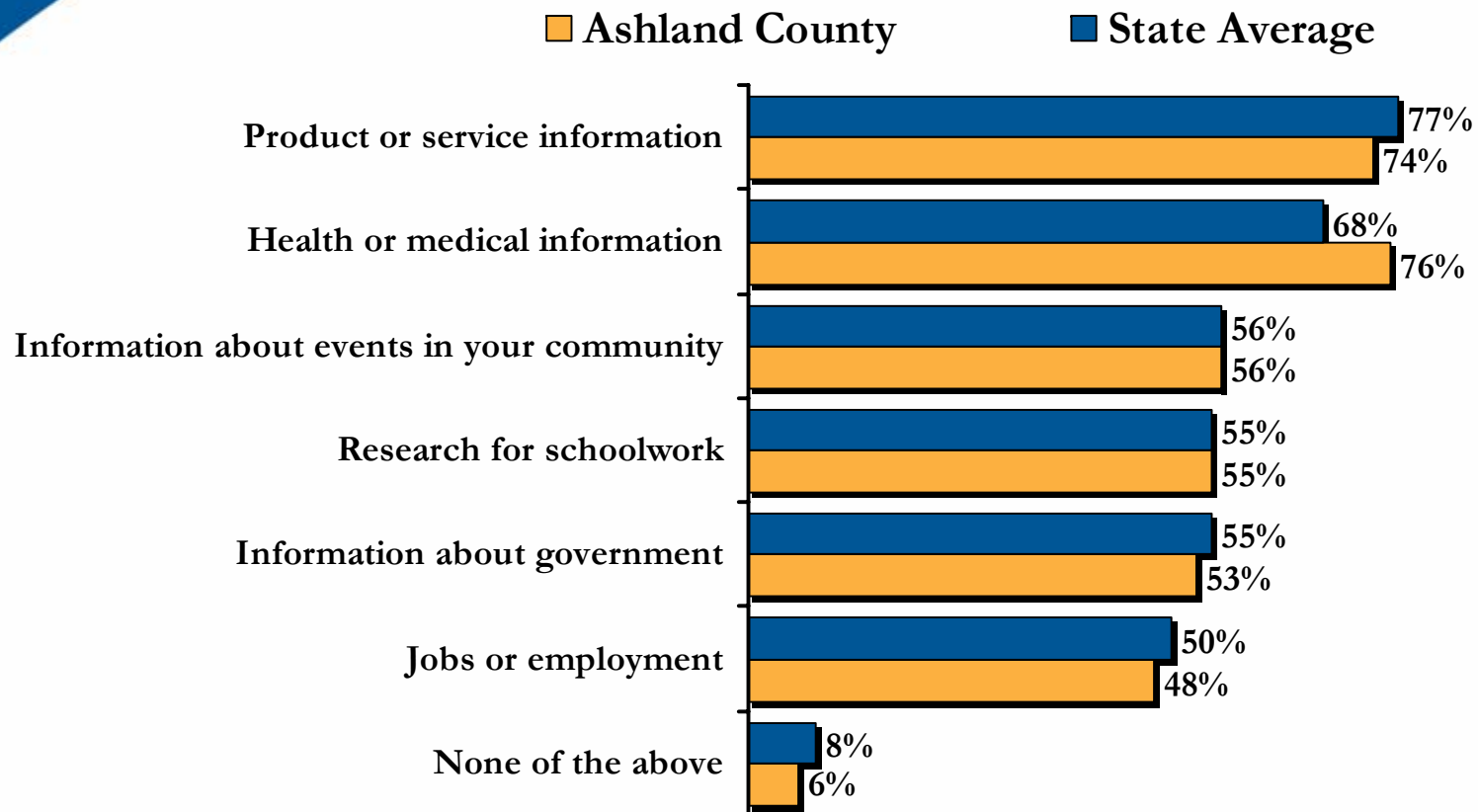
(n = 100 Ashland County residents, weighted by age and gender)



Online Activities Among Ashland County Internet Users

Searching for Information Online

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

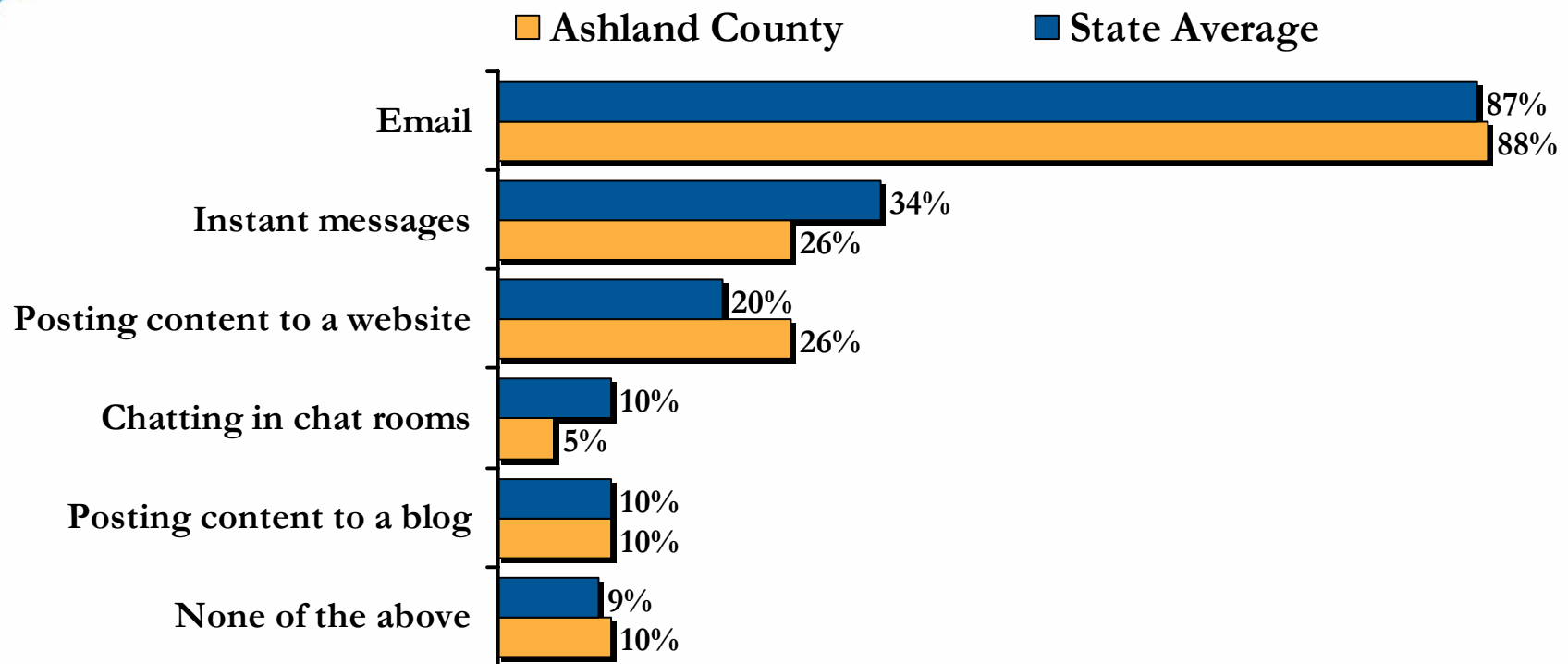


Q: Which of the following types of information have you used the Internet to look for online?

(n = 949 OH residents who use the Internet, and 72 Ashland County residents who use the Internet)

Communicating With Others Online

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

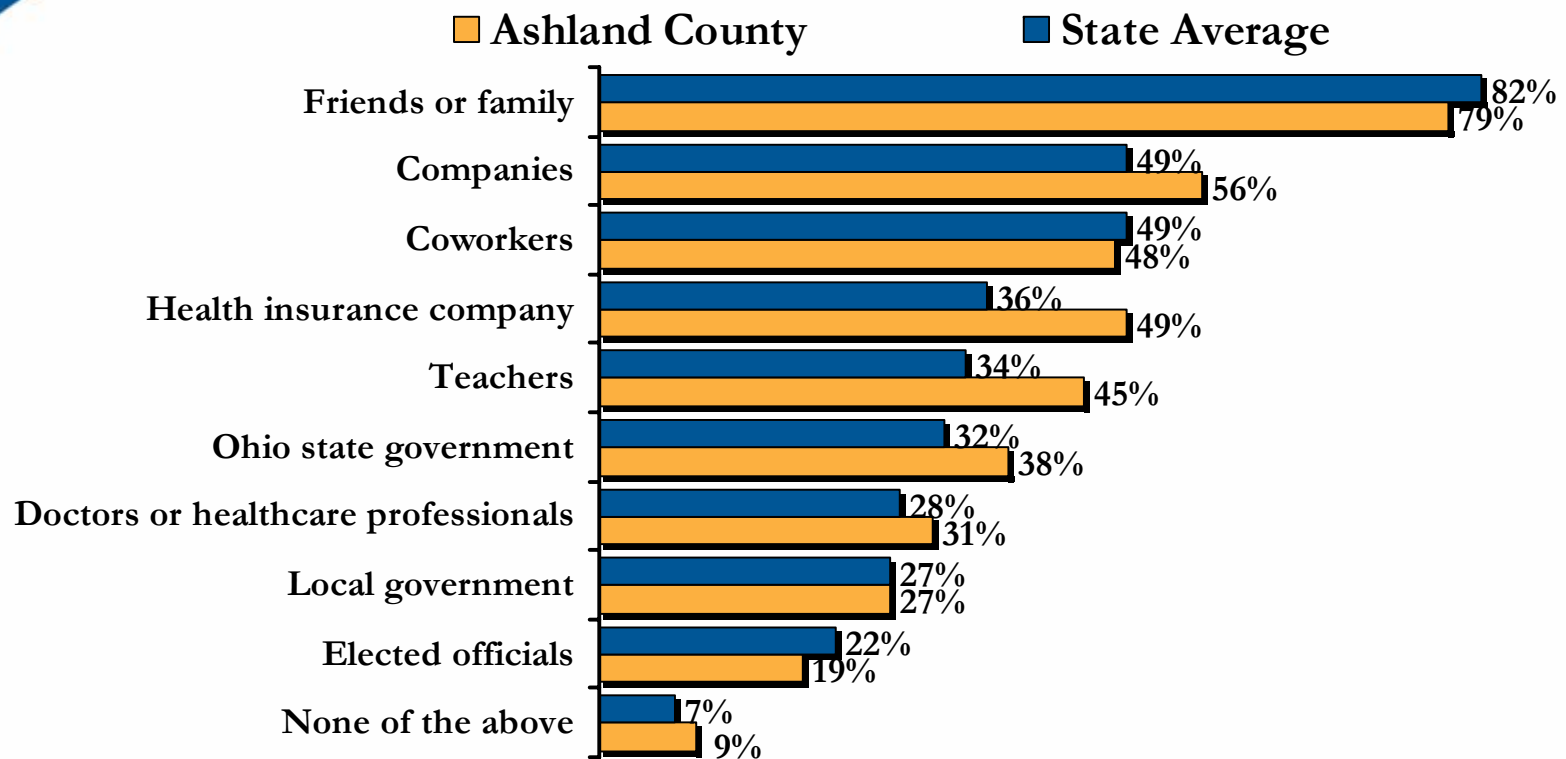


Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet, and 72 Ashland County residents who use the Internet)

Interacting Online

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

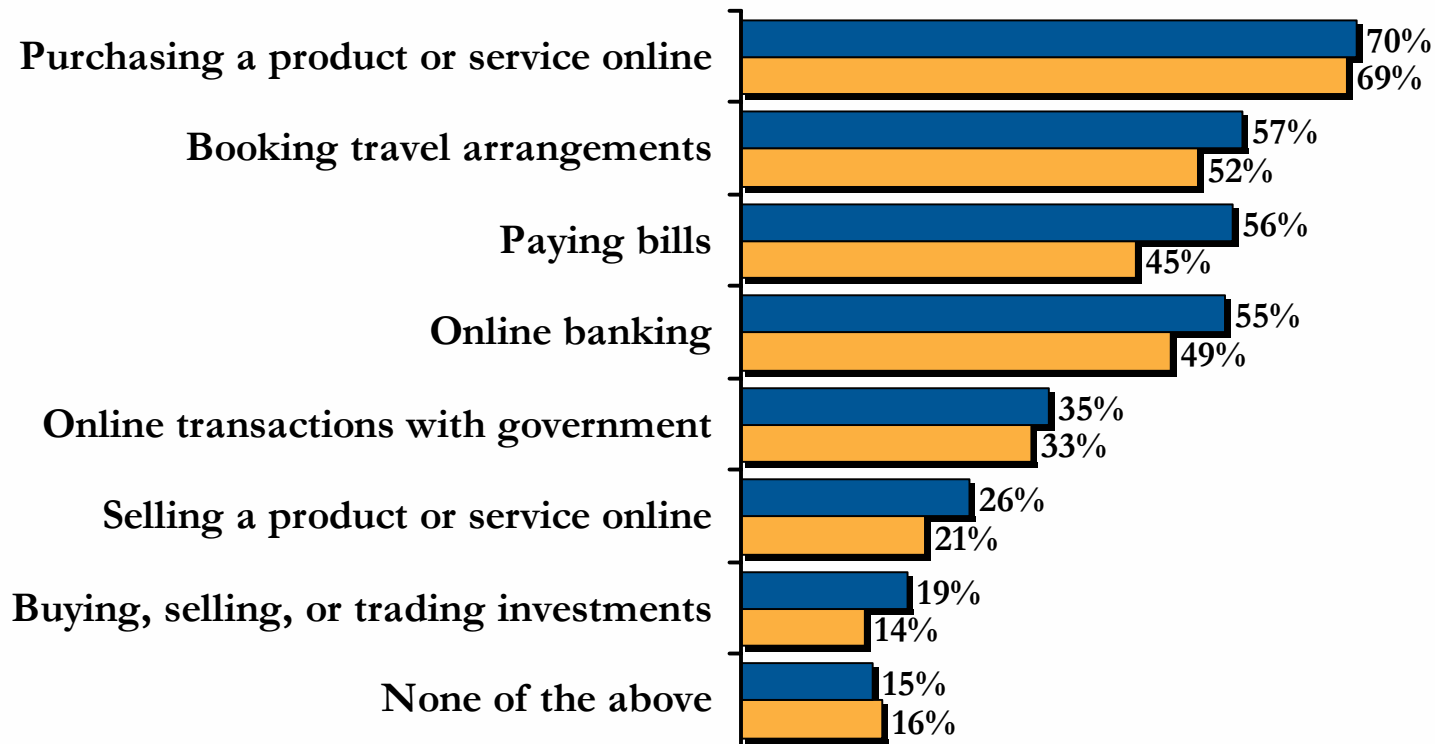


Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating with online to obtain information?
(n = 949 OH residents who use the Internet, and 72 Ashland County residents who use the Internet)

Online Transactions

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

■ Ashland County ■ State Average



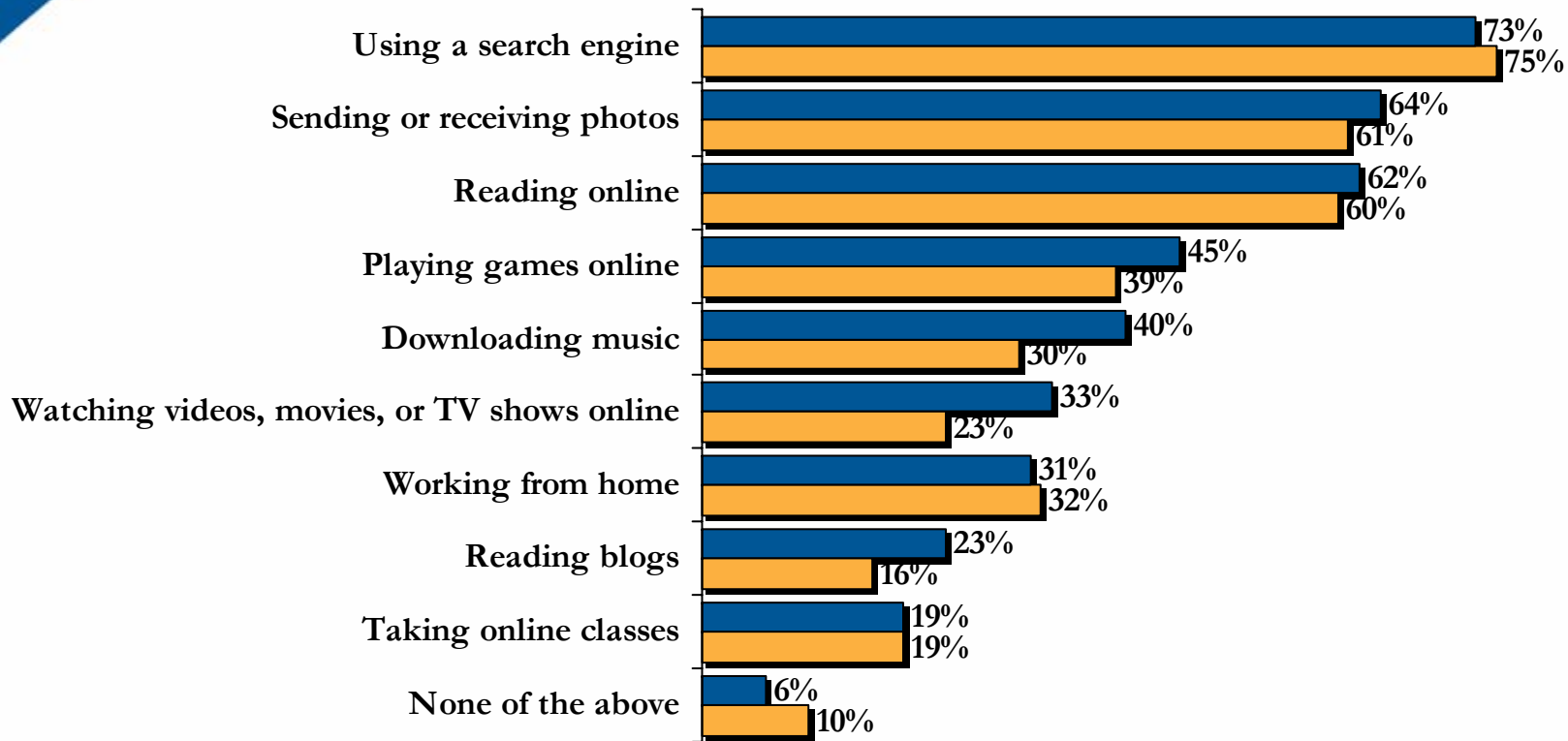
Q: Which of the following types of transactions have you completed online?

(n = 949 OH residents who use the Internet, and 72 Ashland County residents who use the Internet)

Online Activities

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

■ Ashland County ■ State Average



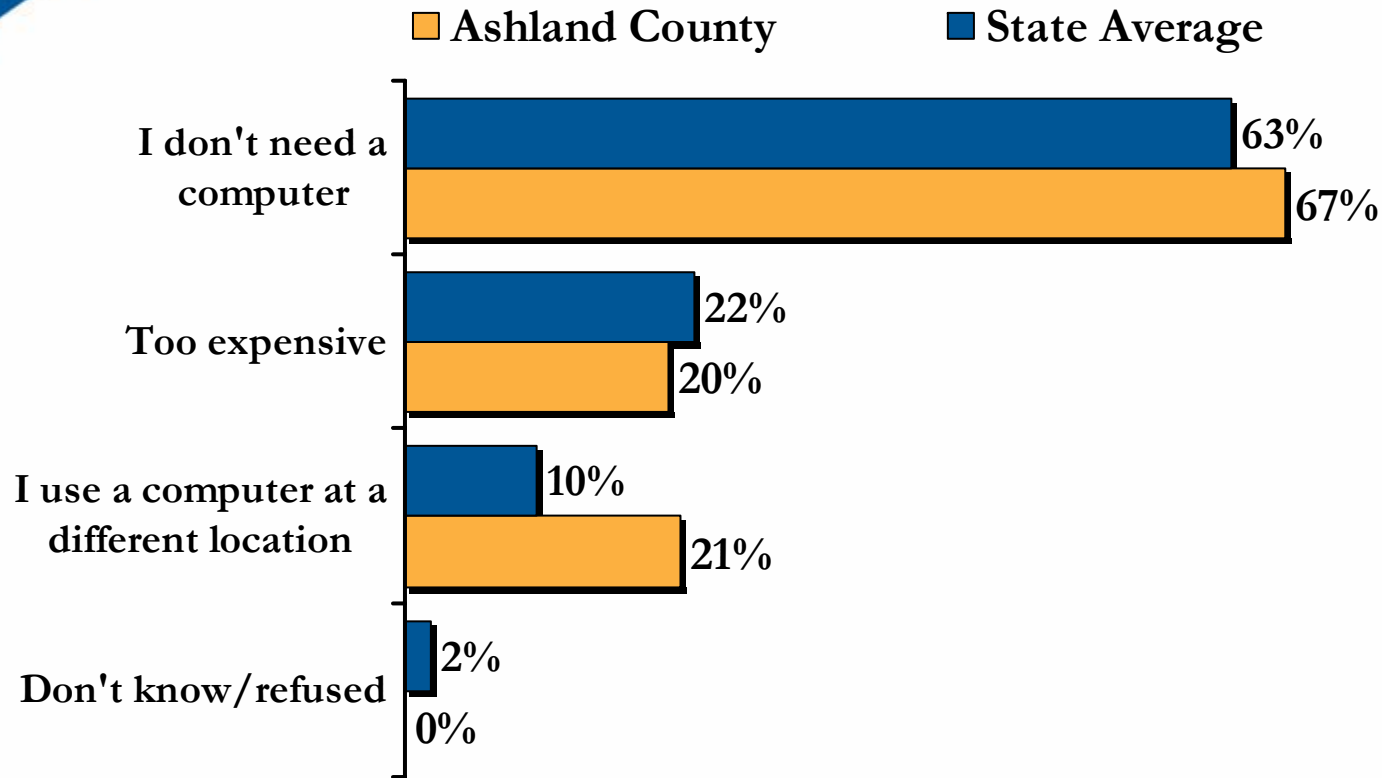
Q: Which of the following activities do you conduct online?
 (n = 949 OH residents who use the Internet, and 72 Ashland County residents who use the Internet)



Barriers to Technology Adoption in Ashland County

Barriers to Computer Ownership

Among Ohio residents who do not own a computer:*



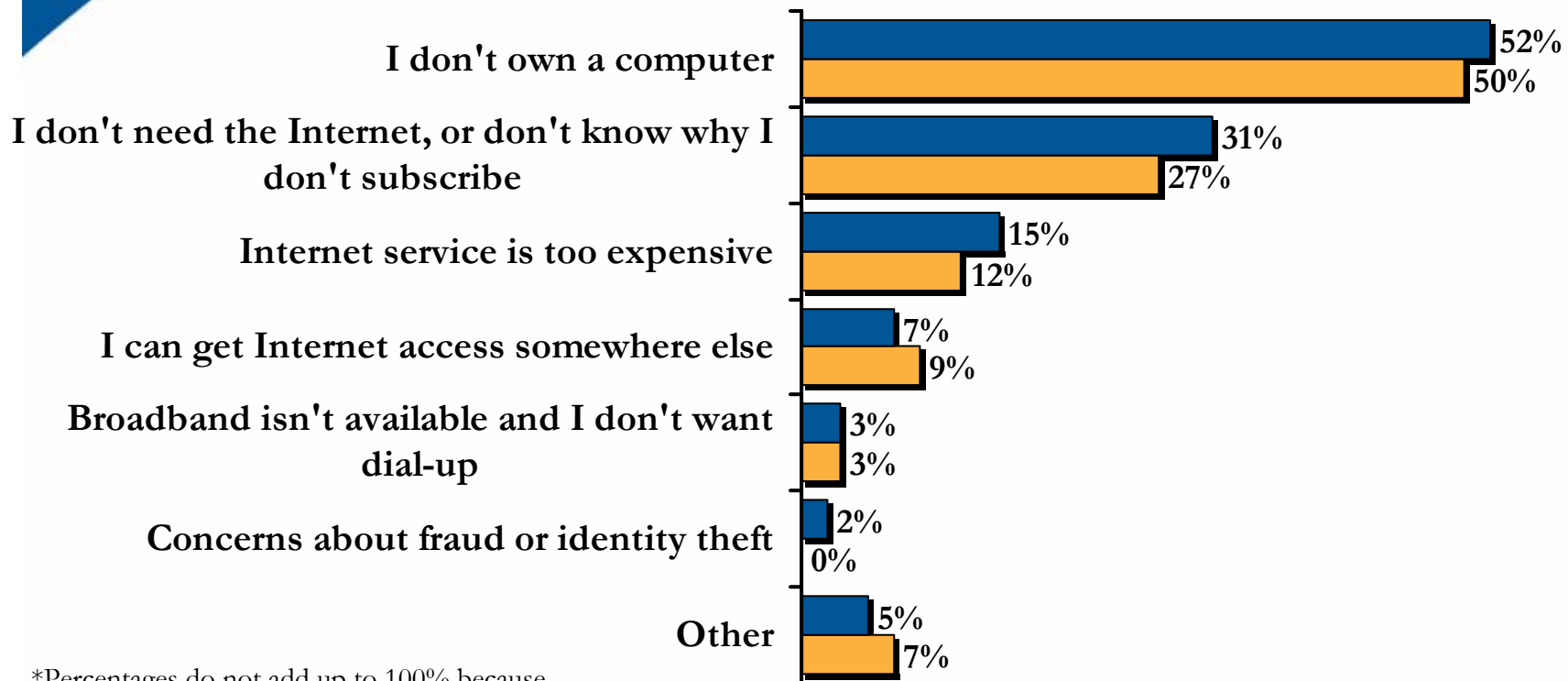
*Percentages do not add up to 100% because respondents could give multiple responses.

Q: Why don't you have a computer at home?
 (n = 290 OH residents with no computer at home, and 28 Ashland County residents with no computer at home)

Barriers to Internet Adoption

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

■ Ashland County ■ State Average



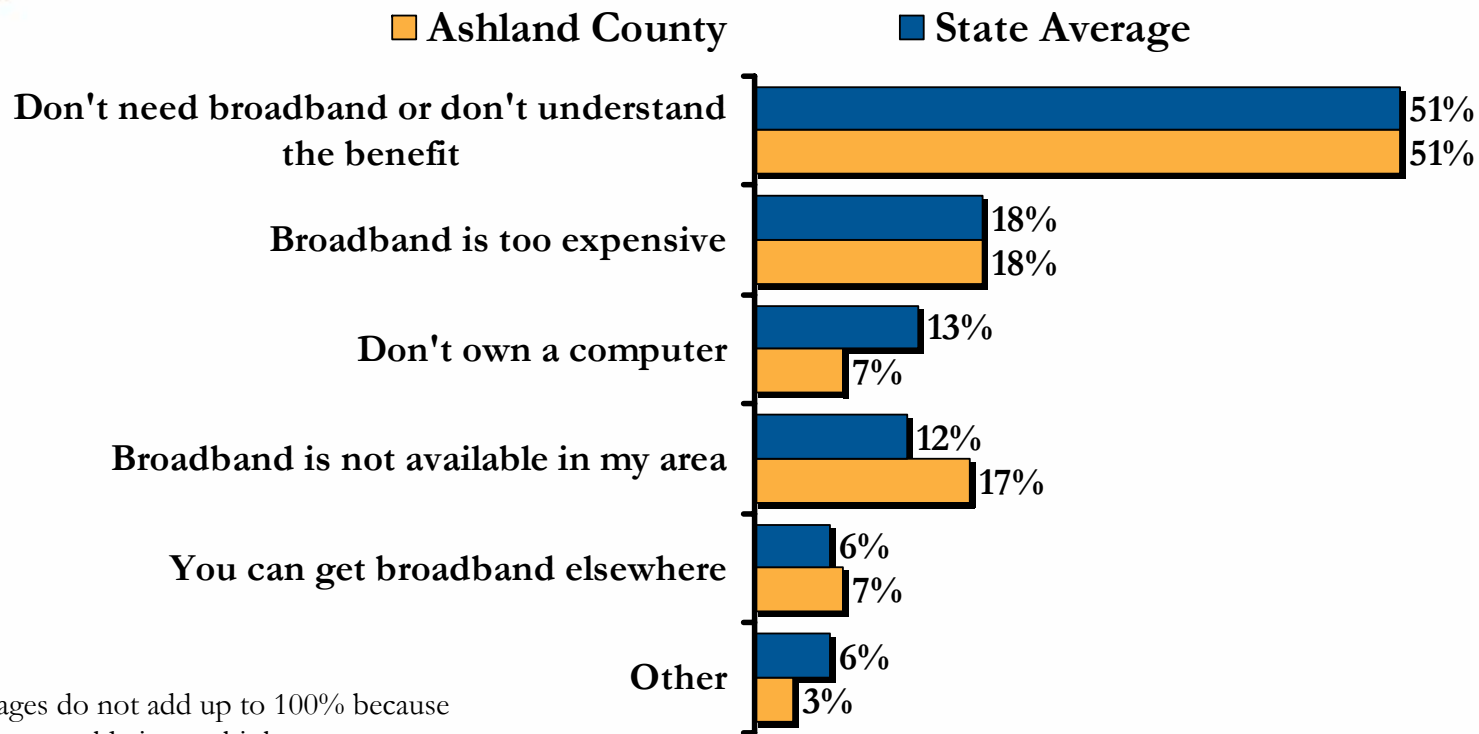
*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 356 OH residents with no Internet service at home, and 34 Ashland County residents with no Internet service at home)

Barriers to Broadband Adoption

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



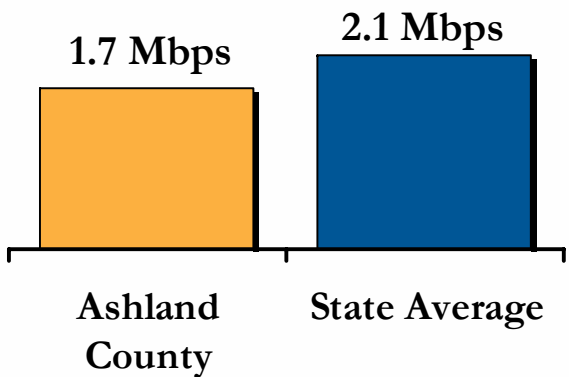
*Percentages do not add up to 100% because respondents could give multiple responses.

Q: Why don't you subscribe to broadband Internet service?
 Or if broadband is not available: Why wouldn't you subscribe to broadband Internet service?

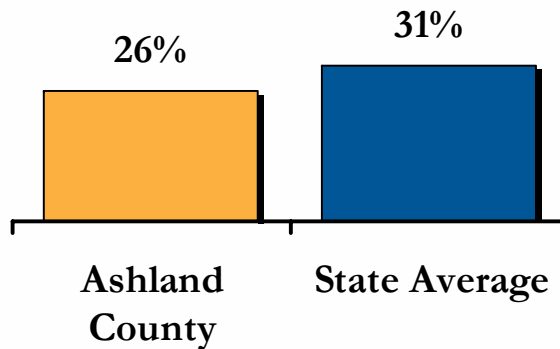
(n = 542 OH residents with no home broadband service, and 54 Ashland County residents with no home broadband service)

Broadband Download Speeds and Satisfaction

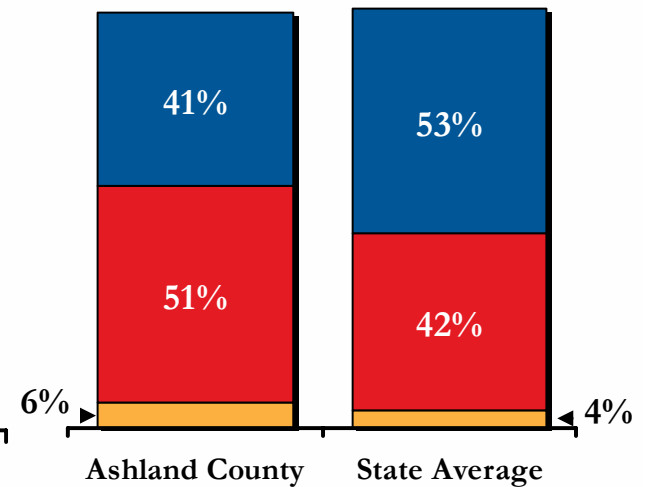
Average reported download speeds (among Ohio broadband subscribers who know their current speed):



Broadband subscribers who are aware of faster available speeds in their area:



Satisfaction with current broadband speeds:



- Very satisfied
- Somewhat satisfied
- Not satisfied

Q: What is the approximate download speed provided by your Internet service provider?
 (n = 658 OH residents with broadband service at home)
 (n = 46 Ashland County residents with broadband, weighted by age and gender)

Source: 2008 Connect Ohio Statewide Residential Technology Assessment

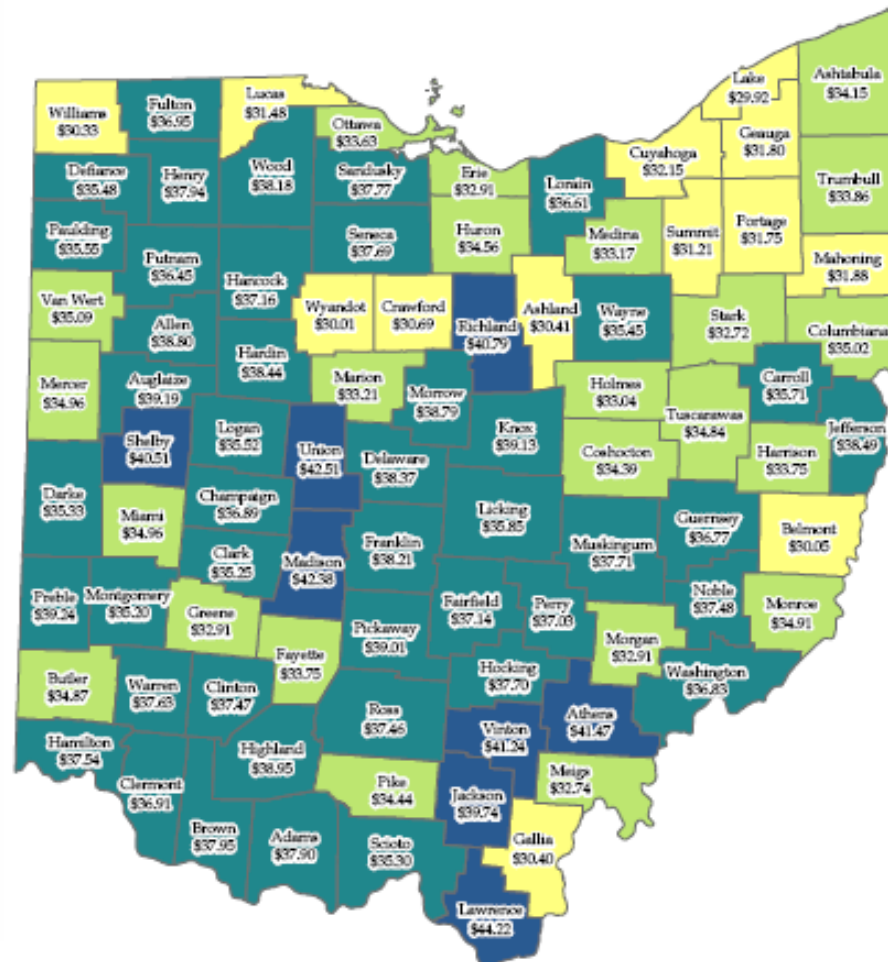
© Do Not Copy Without Written Permission

Average Price Paid for Broadband Service by County

On average, Ohio residents pay \$35.13 monthly for home broadband service. Ashland County residents pay an average of \$30.41 each month.

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)