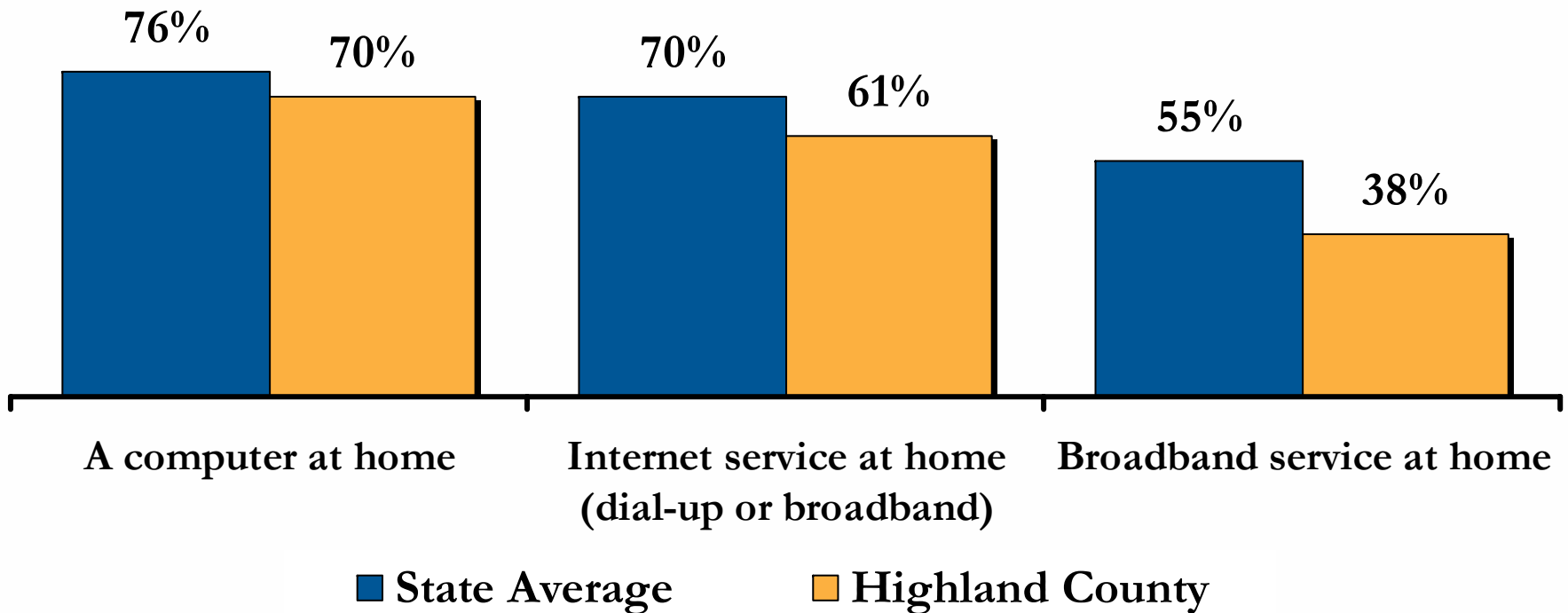




**2008 Connect Ohio
Consumer Technology
Assessment for
Highland County, Ohio**

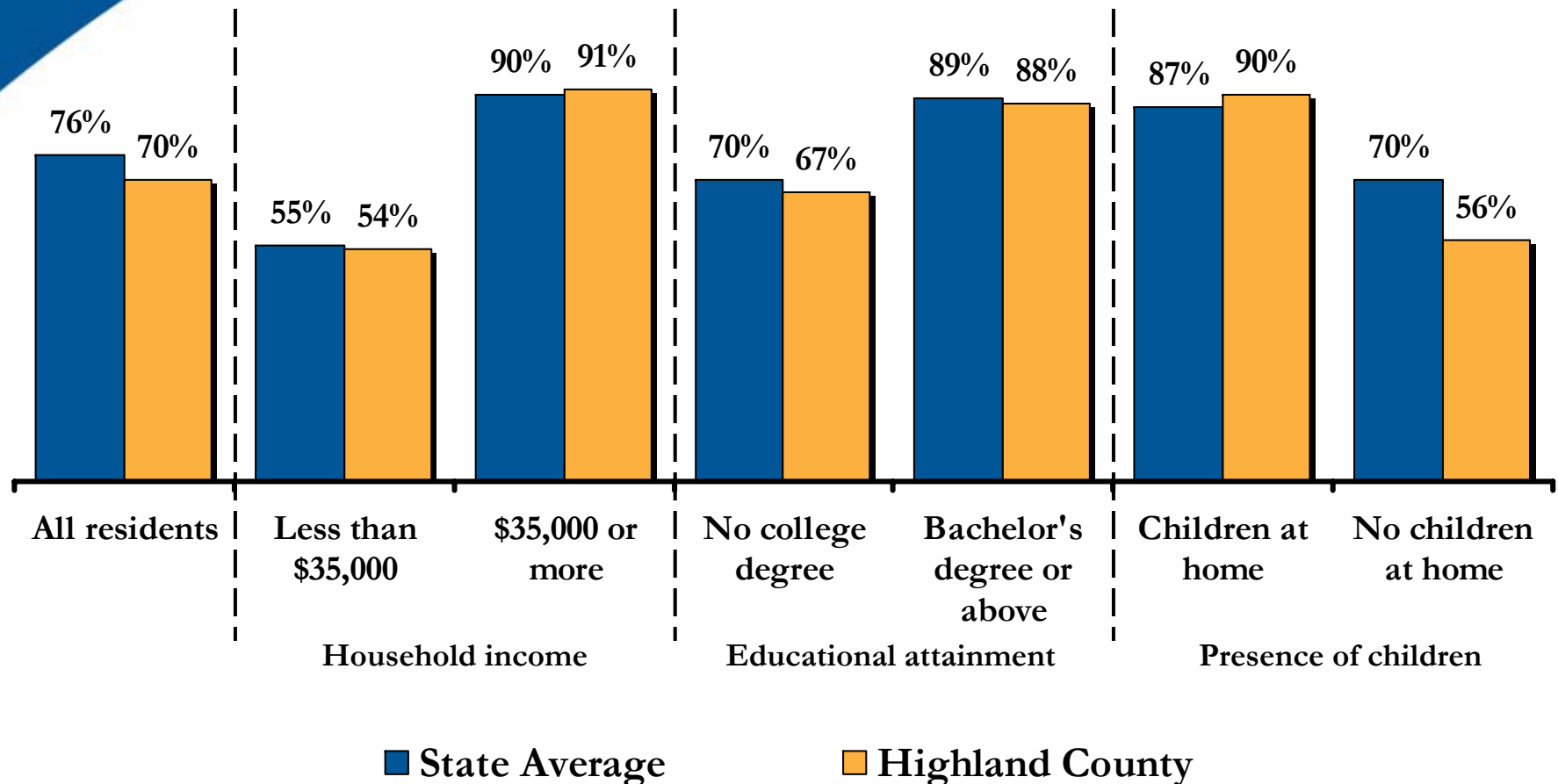
Residential Technology Assessment for Highland County

Percent of adult residents who have:



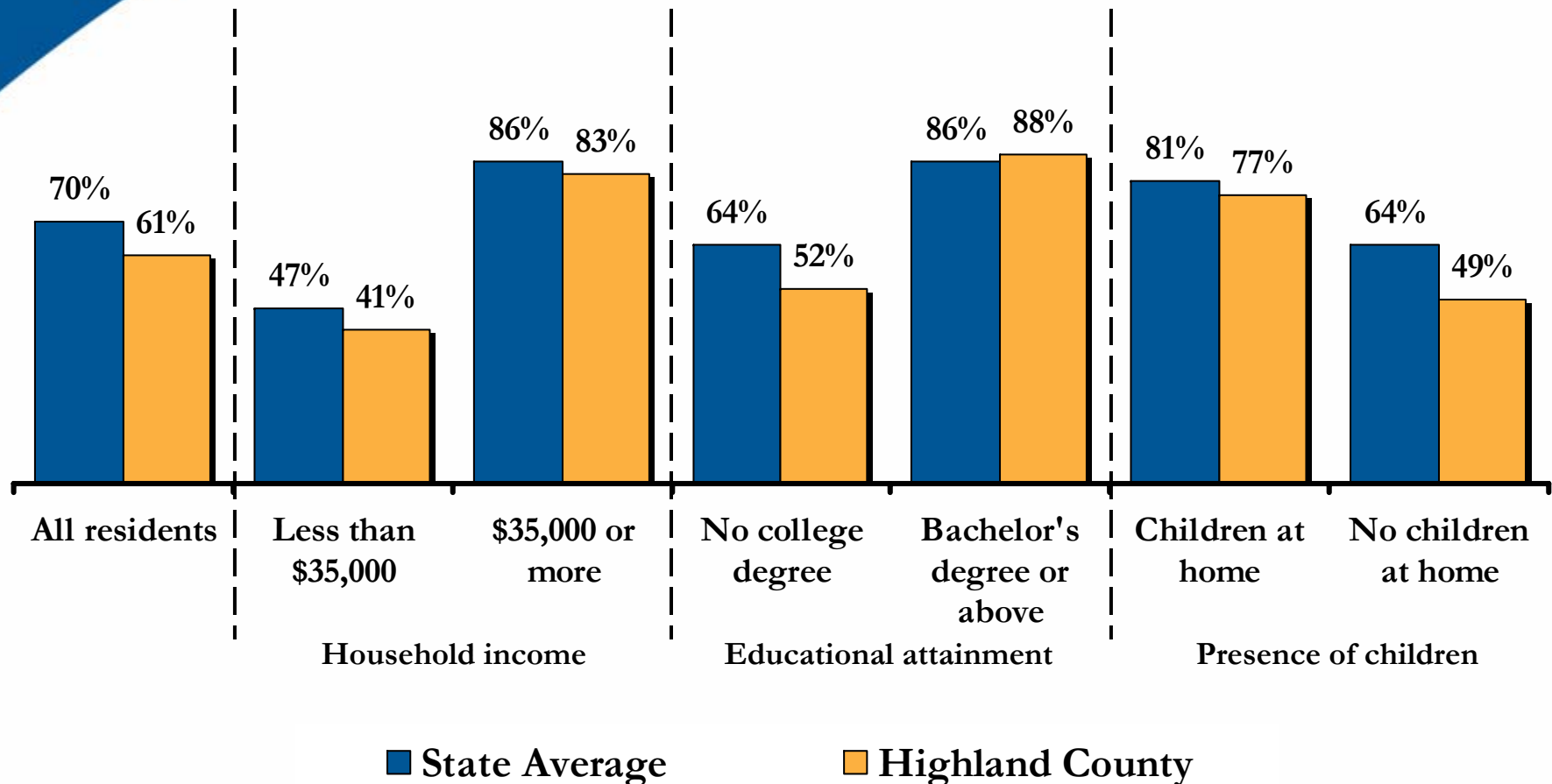
(n = 101 Highland County residents, weighted by age and gender)

Computer Ownership in Highland County



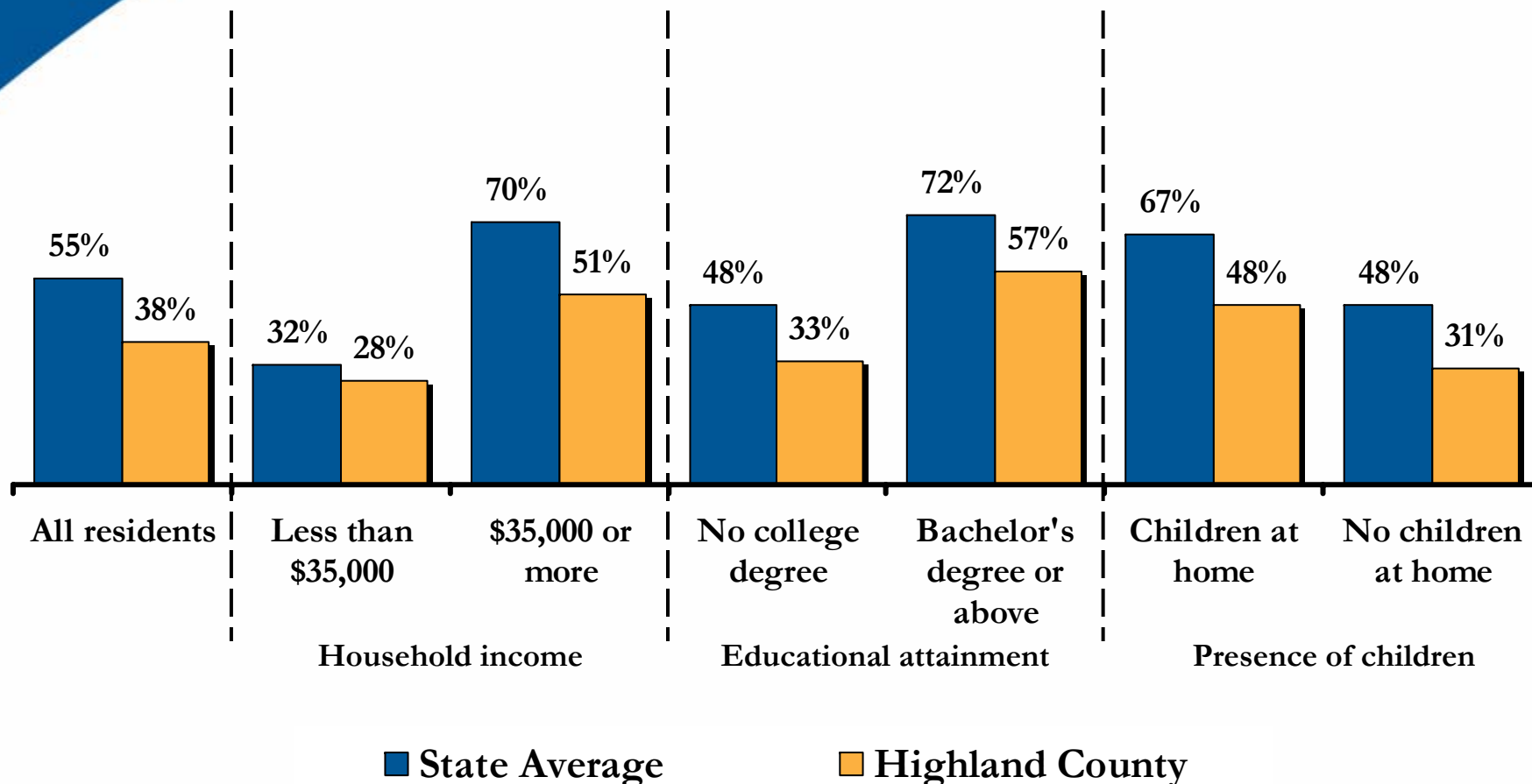
(n = 101 Highland County residents, weighted by age and gender)

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



(n = 101 Highland County residents, weighted by age and gender)

Broadband Adoption in Highland County



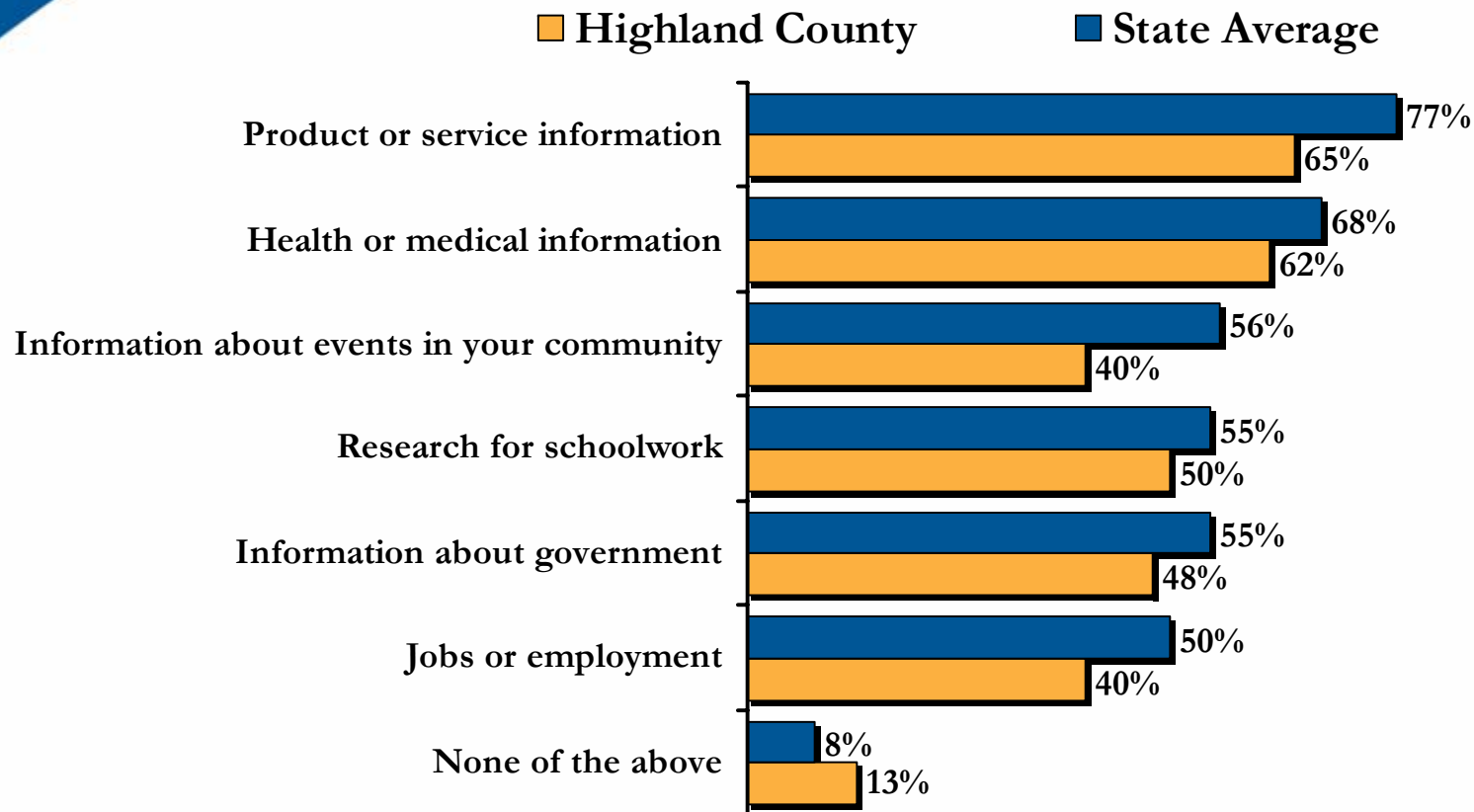
(n = 101 Highland County residents, weighted by age and gender)



Online Activities Among Highland County Internet Users

Searching for Information Online

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

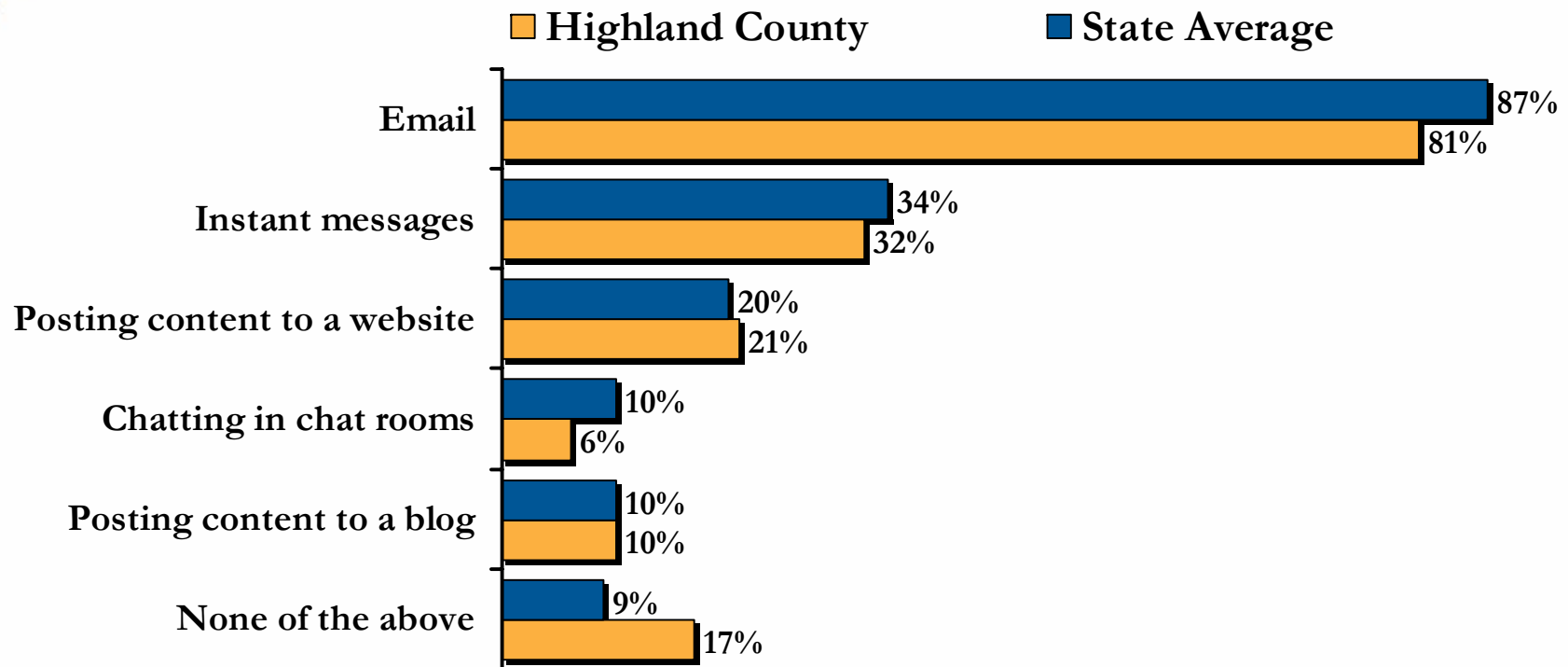


Q: Which of the following types of information have you used the Internet to look for online?

(n = 949 OH residents who use the Internet, and 71 Highland County residents who use the Internet)

Communicating With Others Online

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

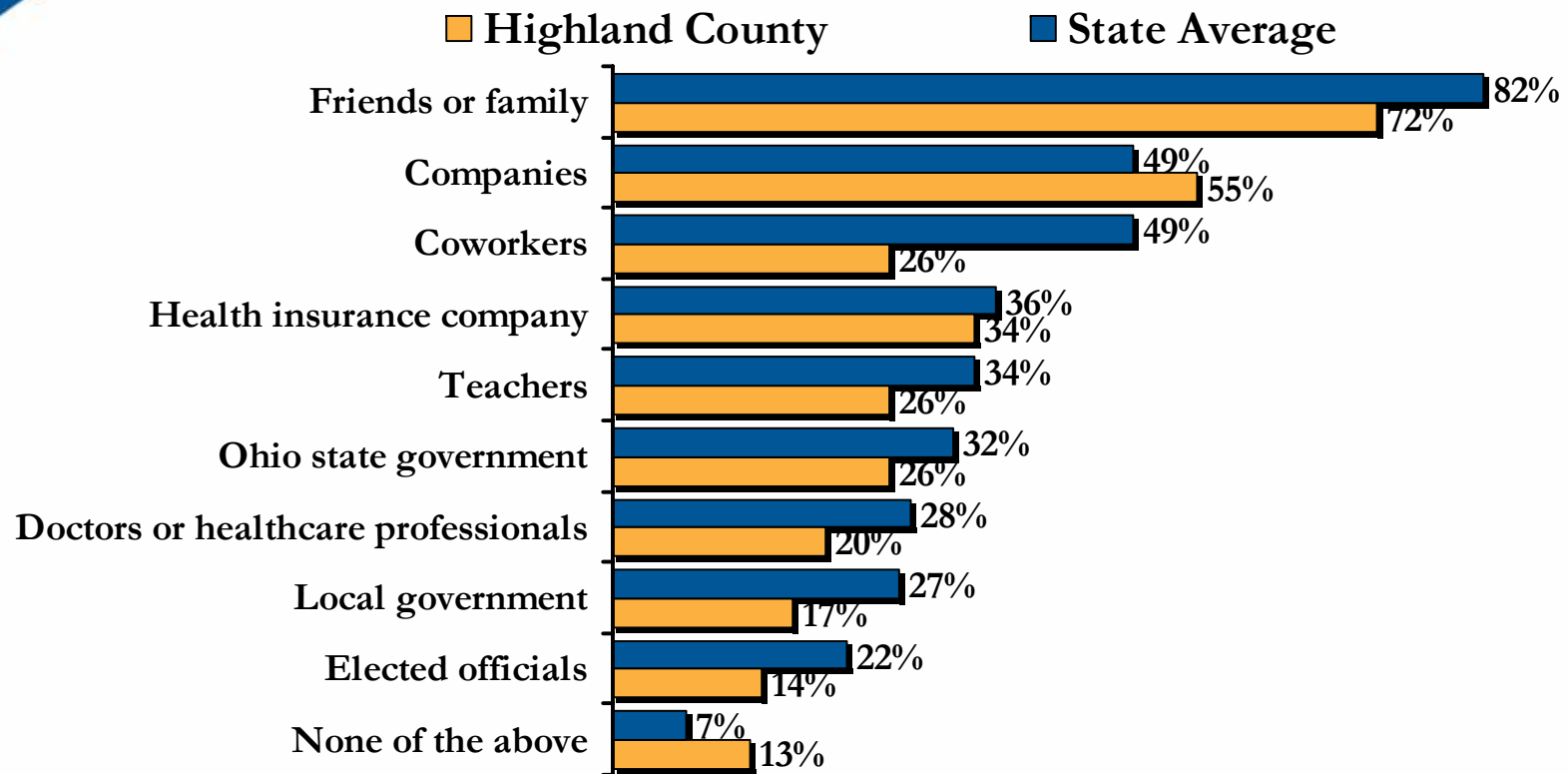


Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet, and 71 Highland County residents who use the Internet)

Interacting Online

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



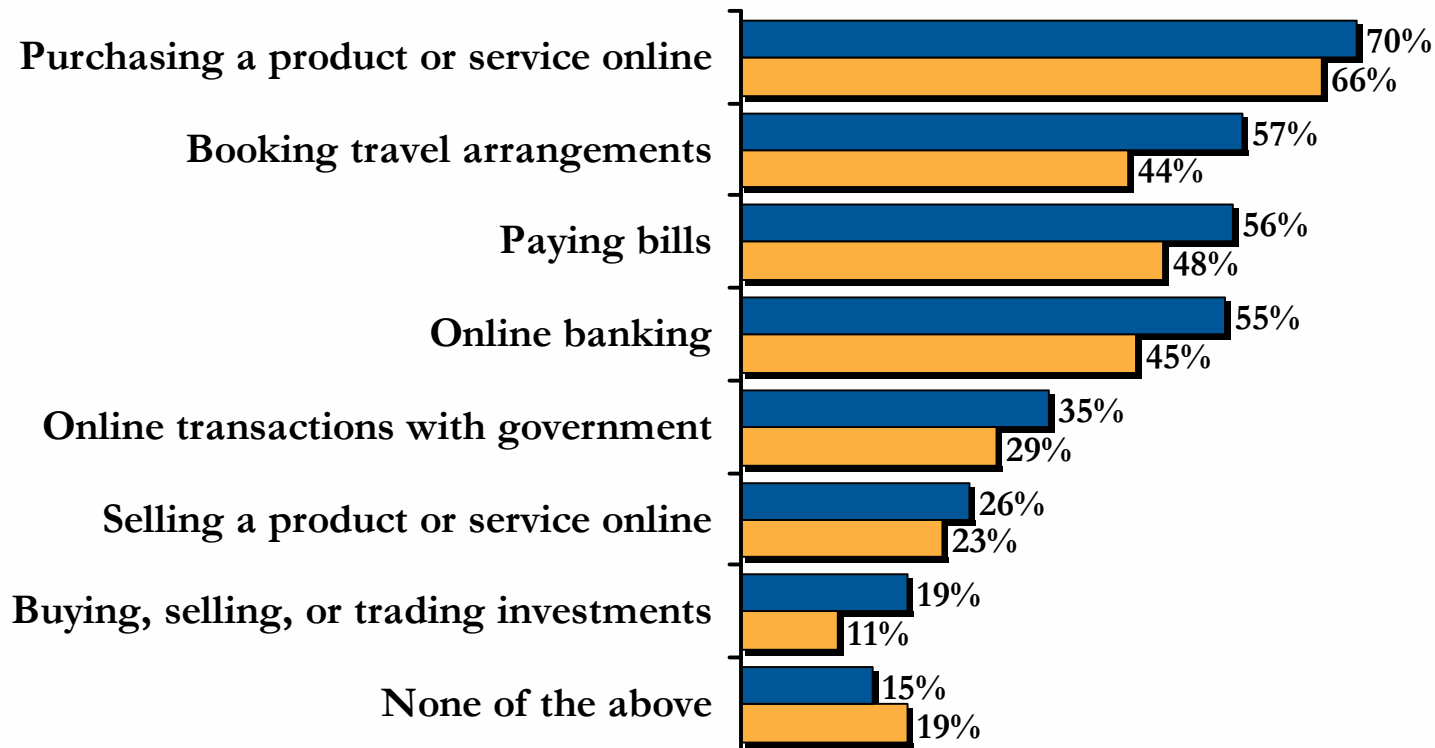
Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating with online to obtain information?

(n = 949 OH residents who use the Internet, and 71 Highland County residents who use the Internet)

Online Transactions

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

■ Highland County ■ State Average



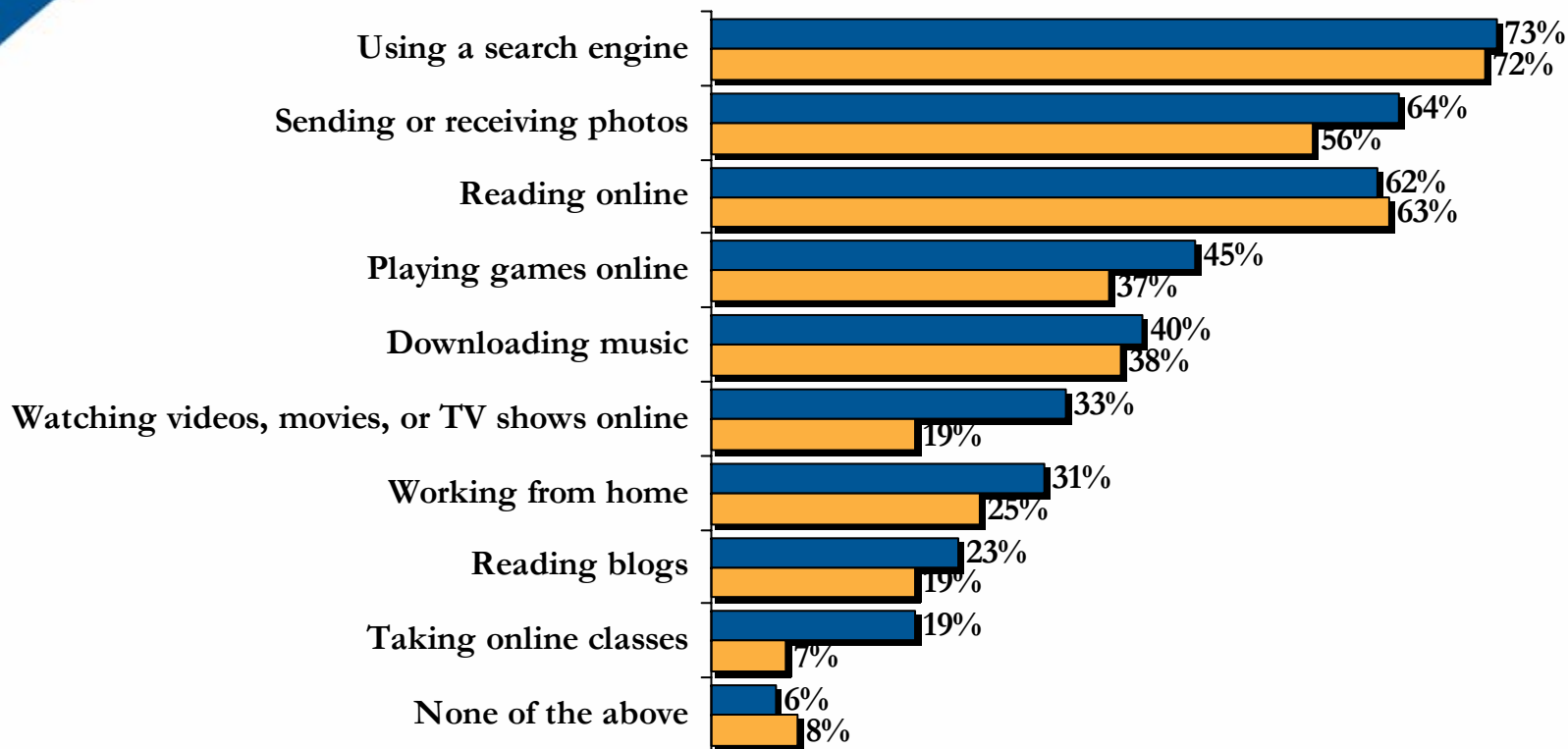
Q: Which of the following types of transactions have you completed online?

(n = 949 OH residents who use the Internet, and 71 Highland County residents who use the Internet)

Online Activities

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

■ Highland County ■ State Average



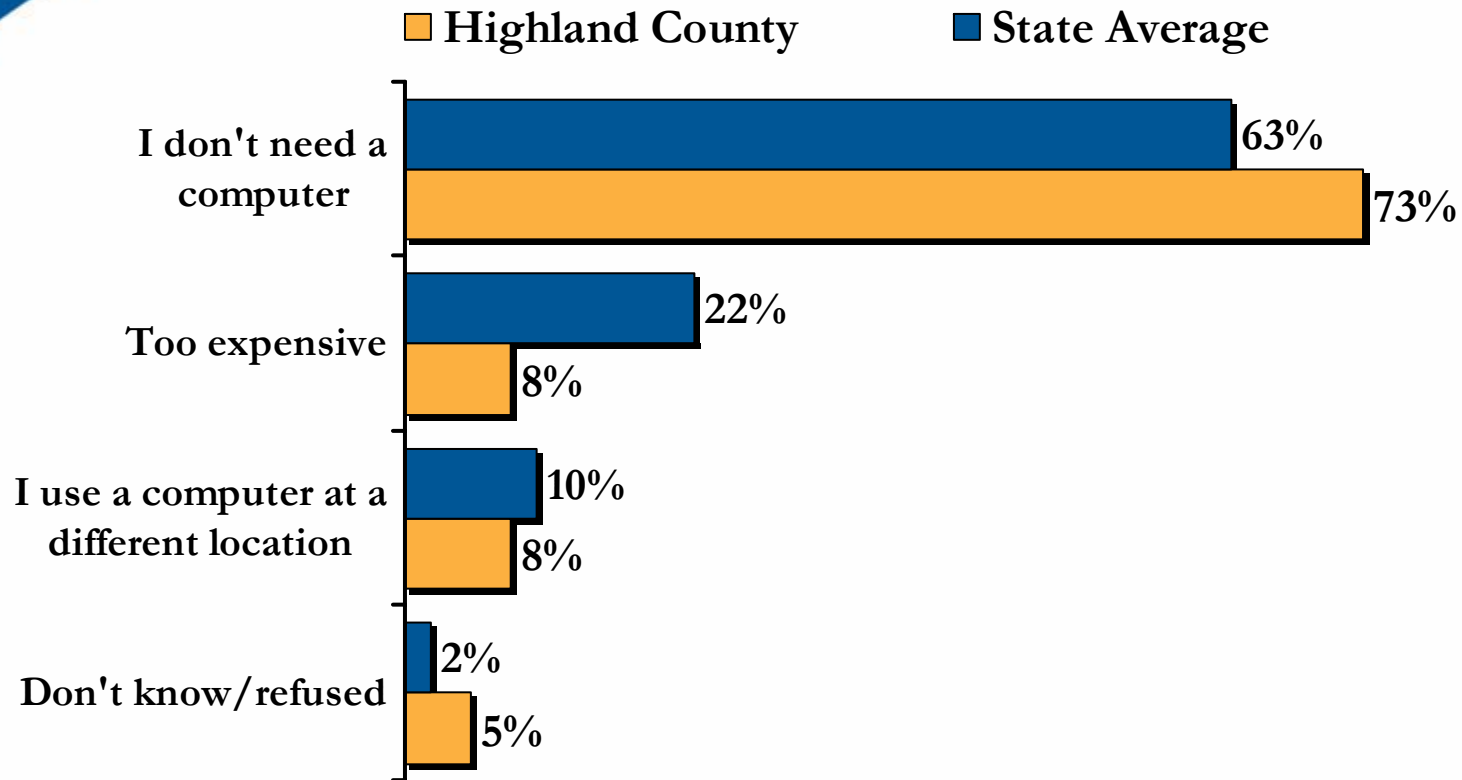
Q: Which of the following activities do you conduct online?
 (n = 949 OH residents who use the Internet, and 71 Highland County residents who use the Internet)



Barriers to Technology Adoption in Highland 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.

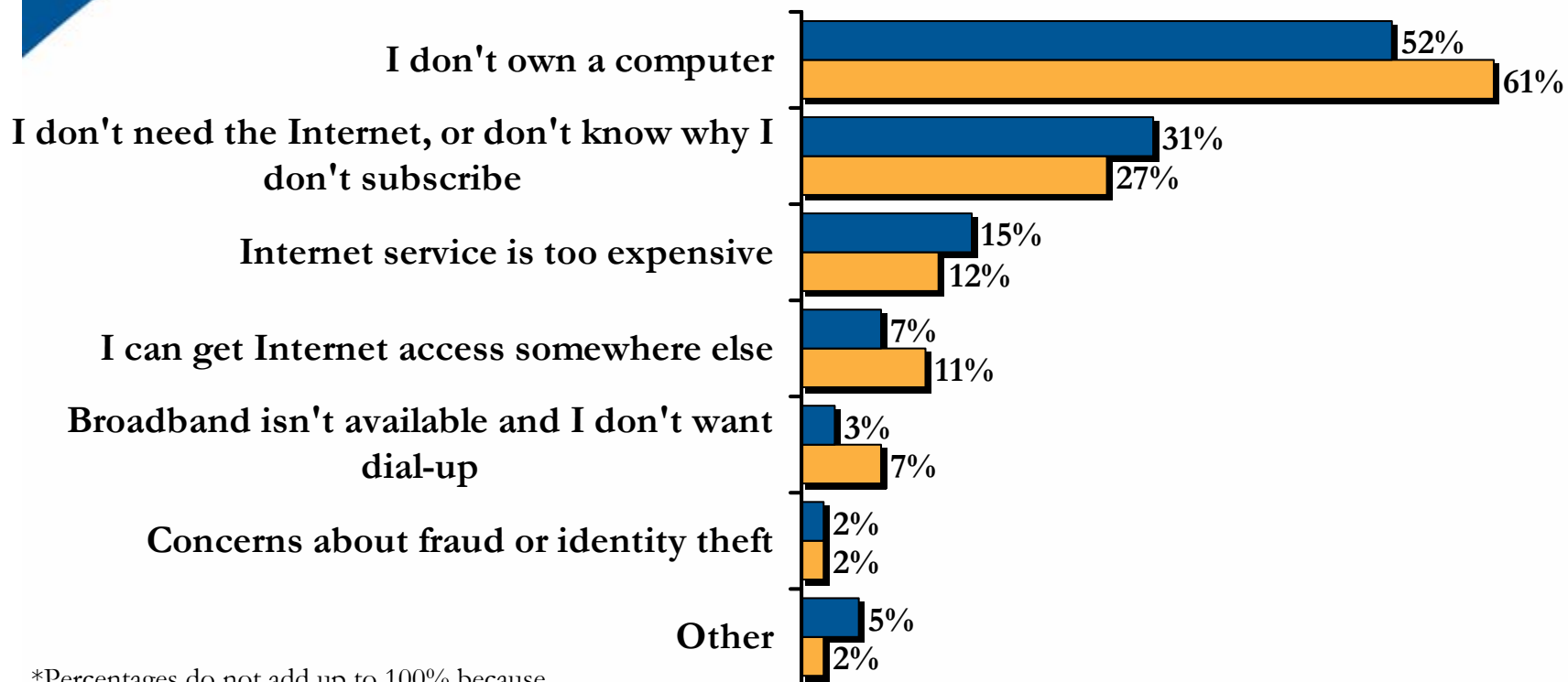
Q: Why don't you have a computer at home?

(n = 290 OH residents with no computer at home, and 35 Highland County residents with no computer at home)

Barriers to Internet Adoption

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

■ Highland County ■ State Average



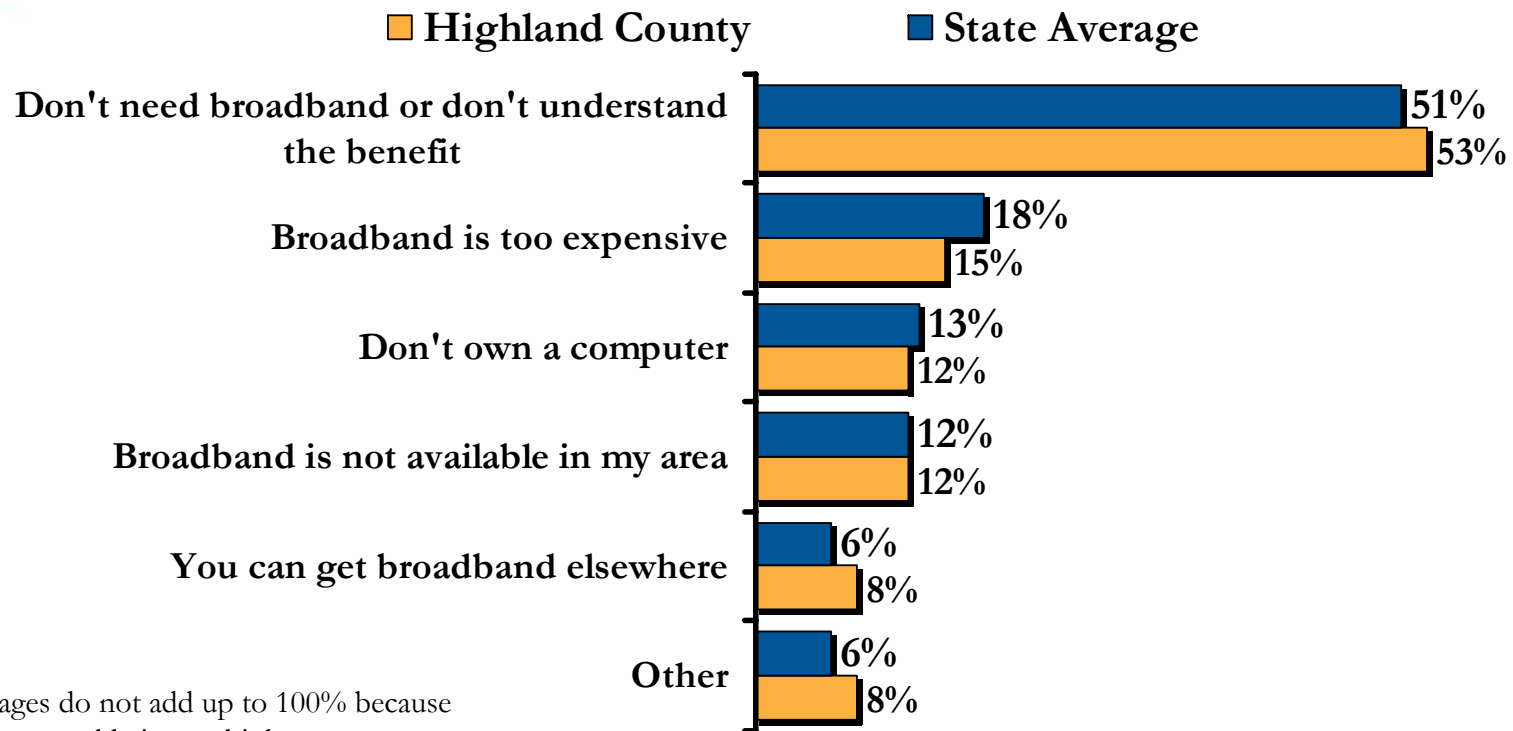
*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 356 OH residents with no Internet service at home, and 41 Highland County residents with no Internet service at home)

Barriers to Broadband Adoption

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



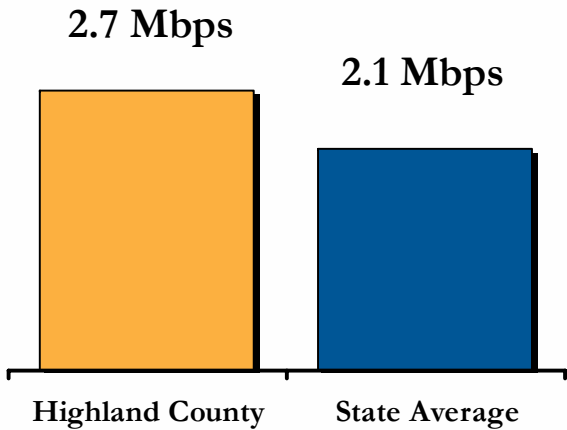
*Percentages do not add up to 100% because respondents could give multiple responses.

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?

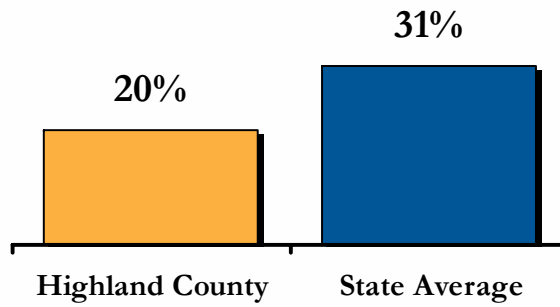
(n = 542 OH residents with no home broadband service, and 64 Highland County residents with no home broadband service)

Broadband Download Speeds and Satisfaction

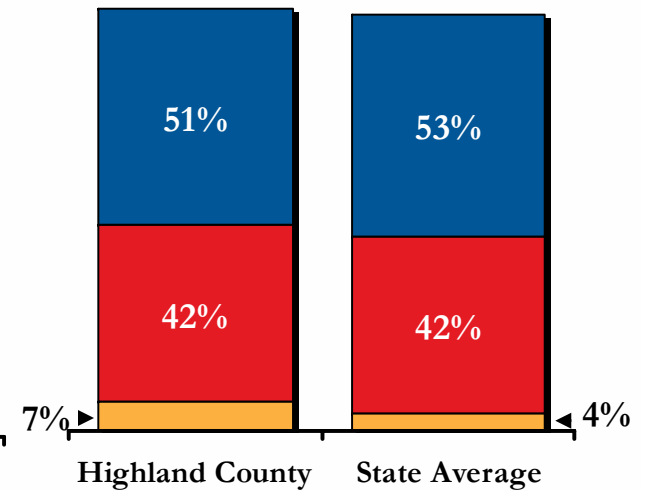
Average reported download speeds (among Ohio broadband subscribers who know their current speed):



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 = 37 Highland County residents with broadband, weighted by age and gender)

