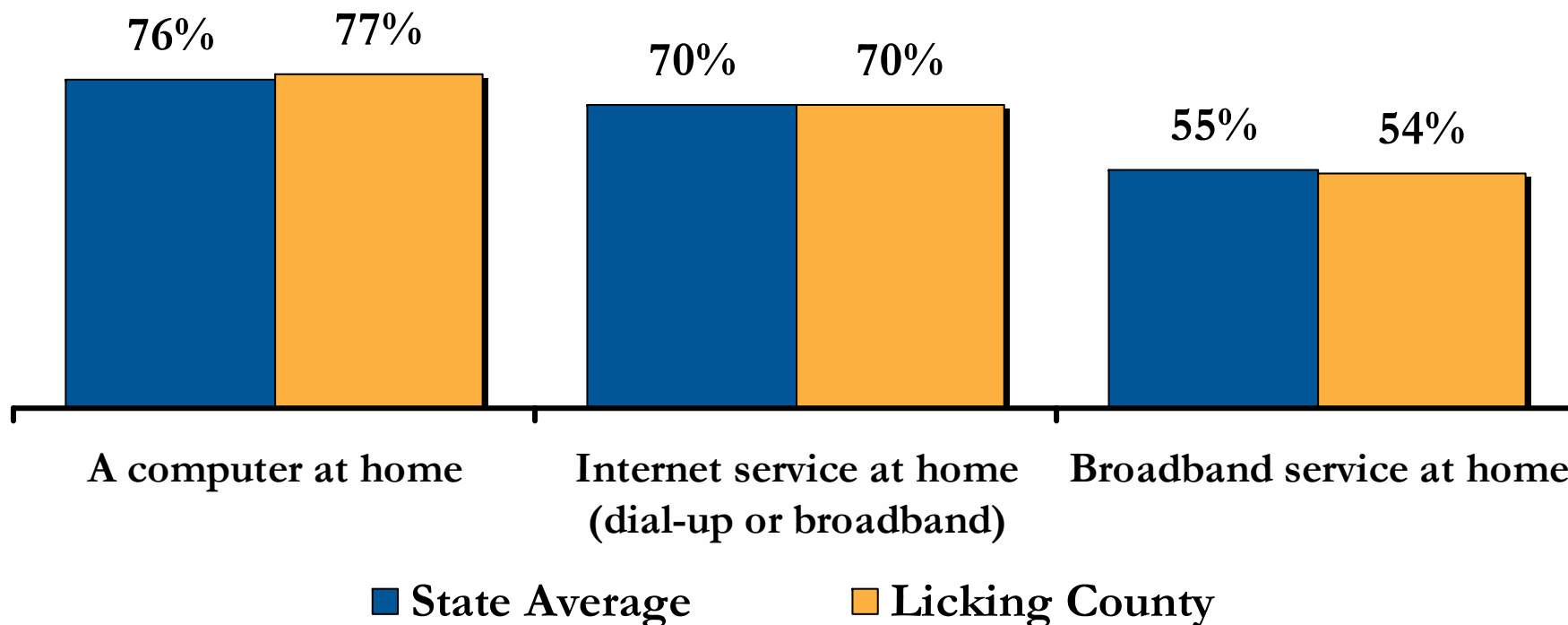




**2008 Connect Ohio  
Consumer Technology  
Assessment for  
Licking County, Ohio**

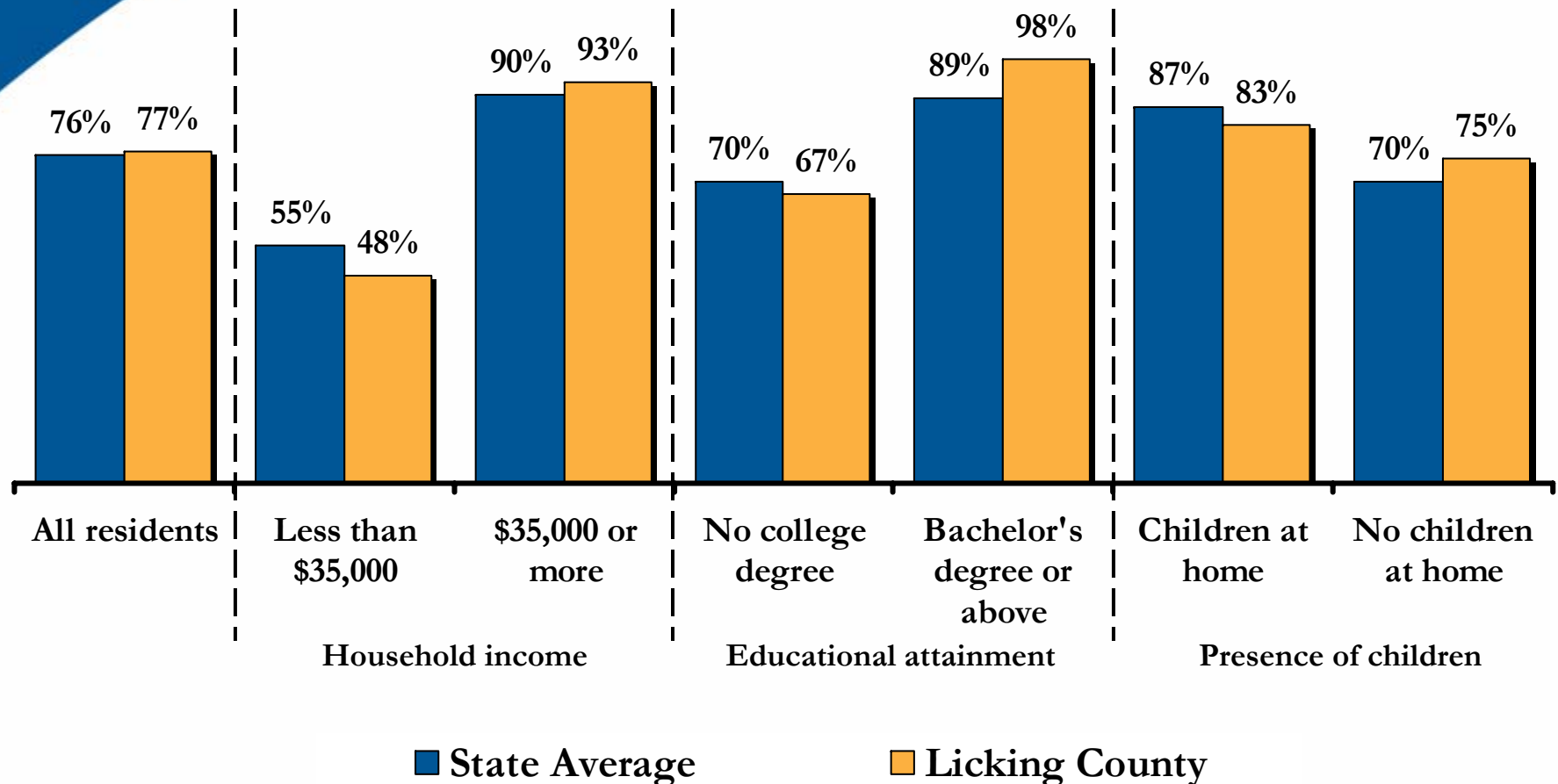
# Residential Technology Assessment for Licking County

Percent of adult residents who have:



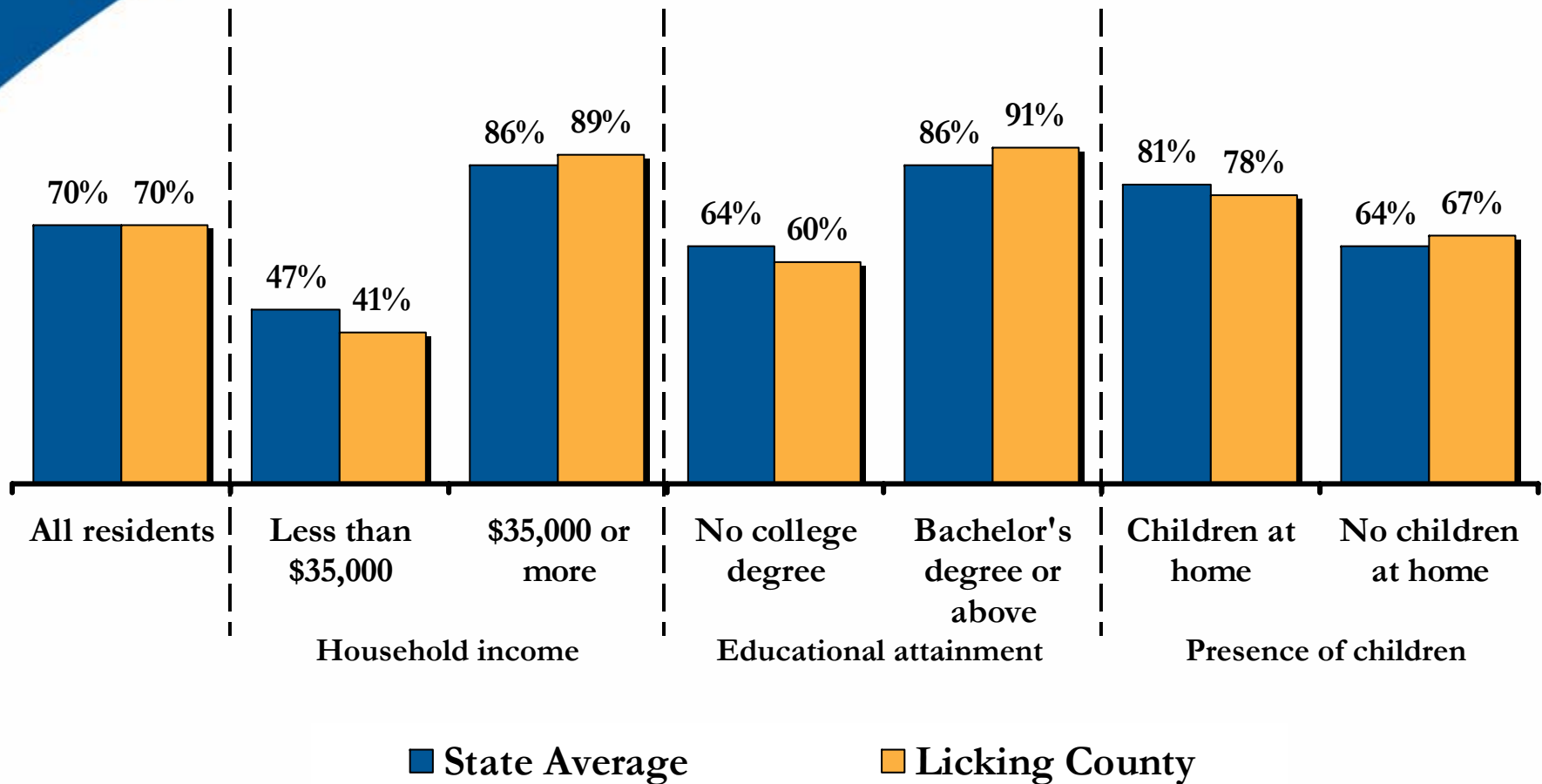
(n = 101 Licking County residents, weighted by age and gender)

# Computer Ownership in Licking County



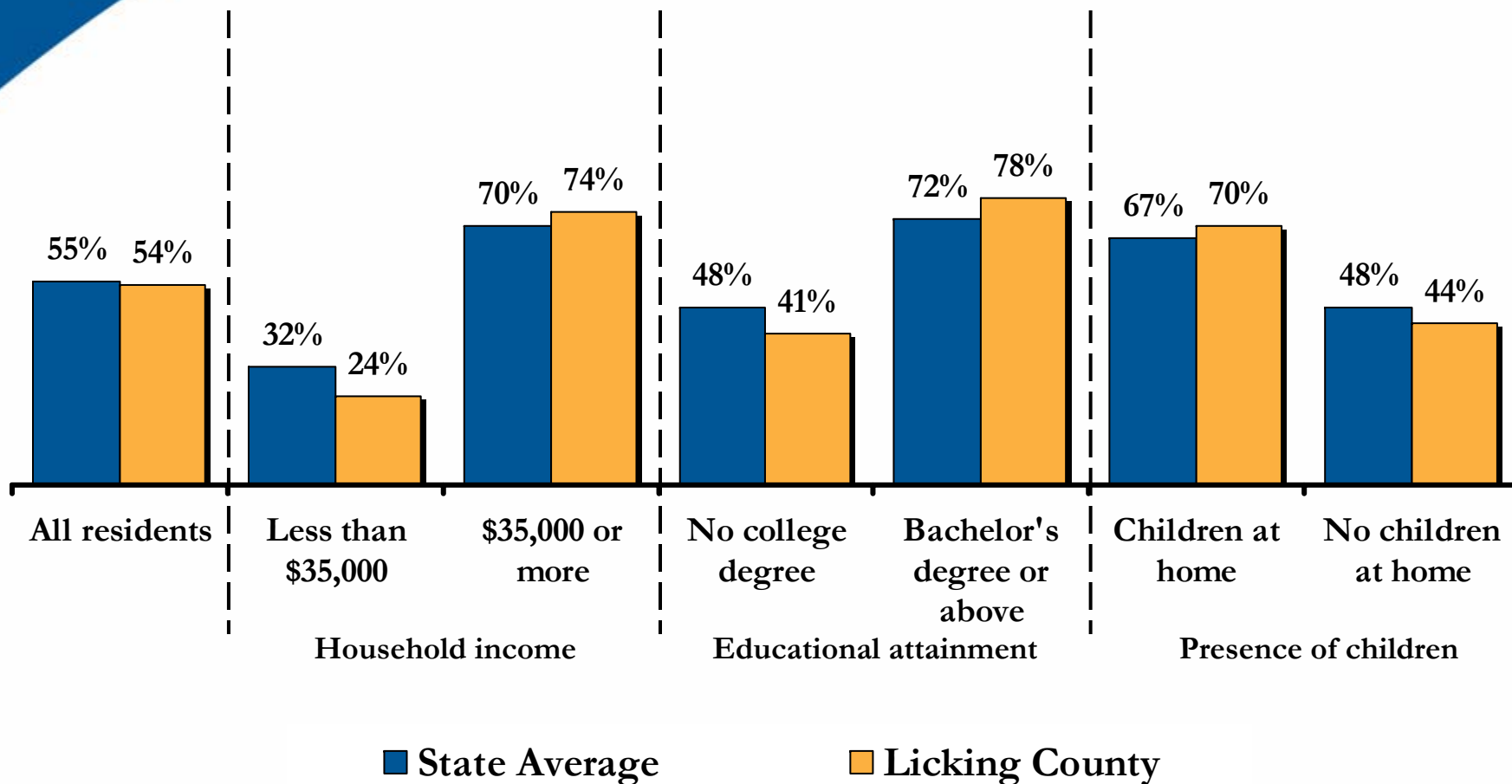
(n = 101 Licking County residents, weighted by age and gender)

## Internet Adoption (Dial-Up or Broadband) in Licking County



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

# Broadband Adoption in Licking County



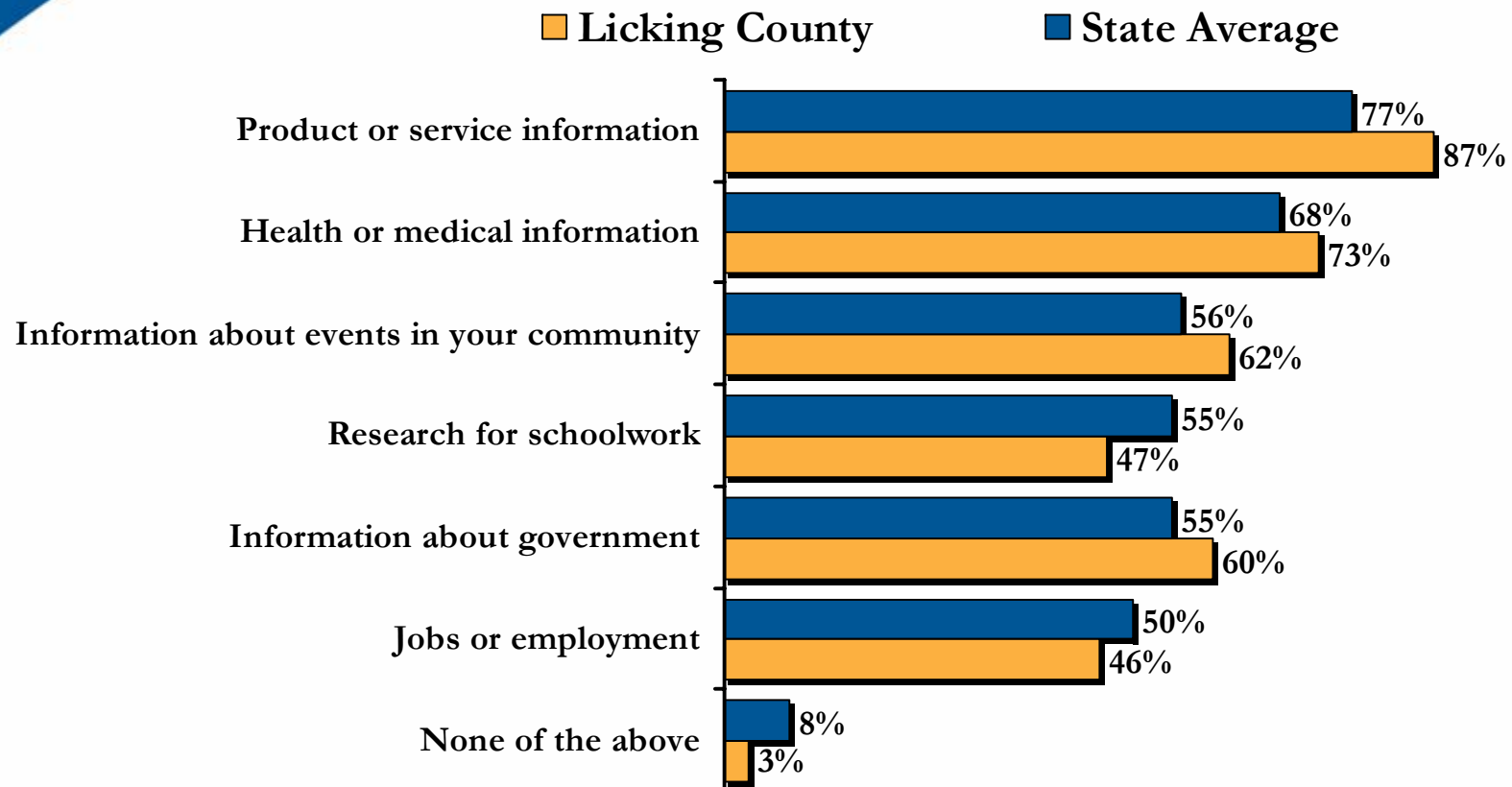
(n = 101 Licking County residents, weighted by age and gender)



# Online Activities Among Licking County Internet Users

# Searching for Information Online

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

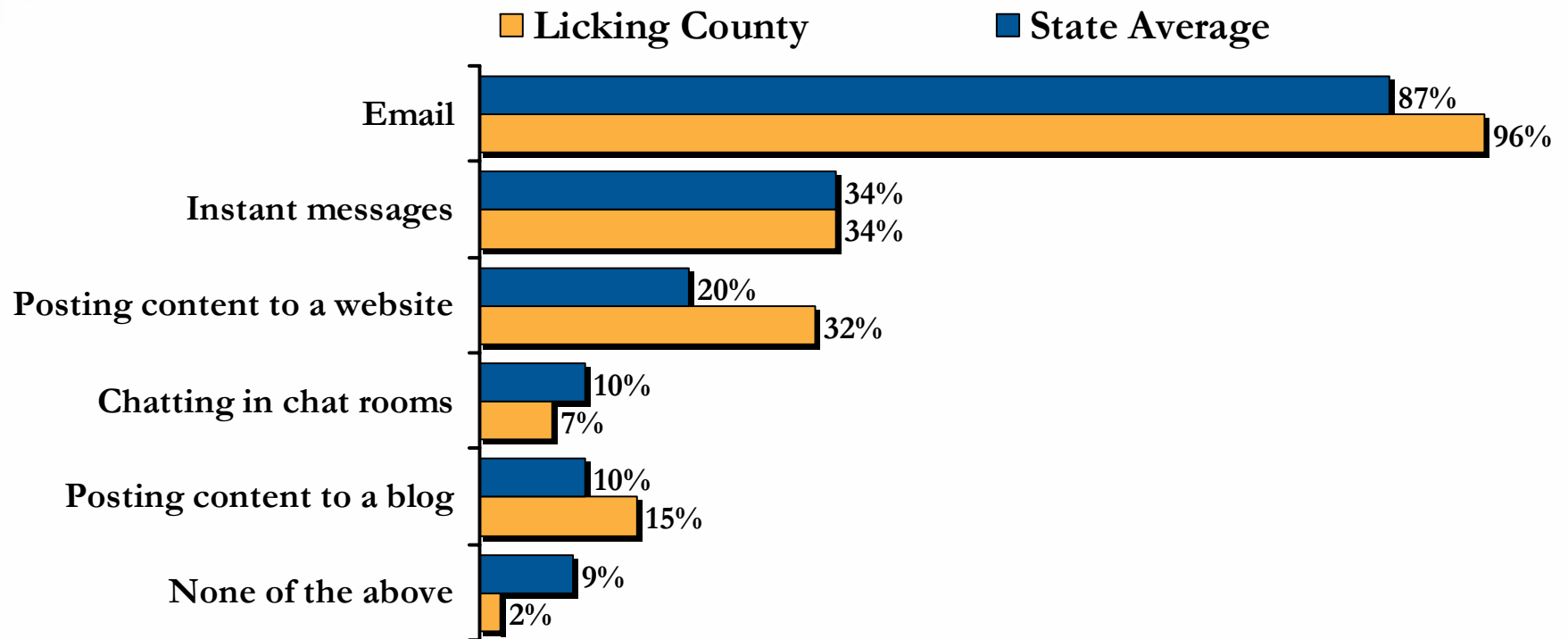


Q: Which of the following types of information have you used the Internet to look for online?

(n = 949 OH residents who use the Internet, and 80 Licking County residents who use the Internet)

# Communicating With Others Online

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

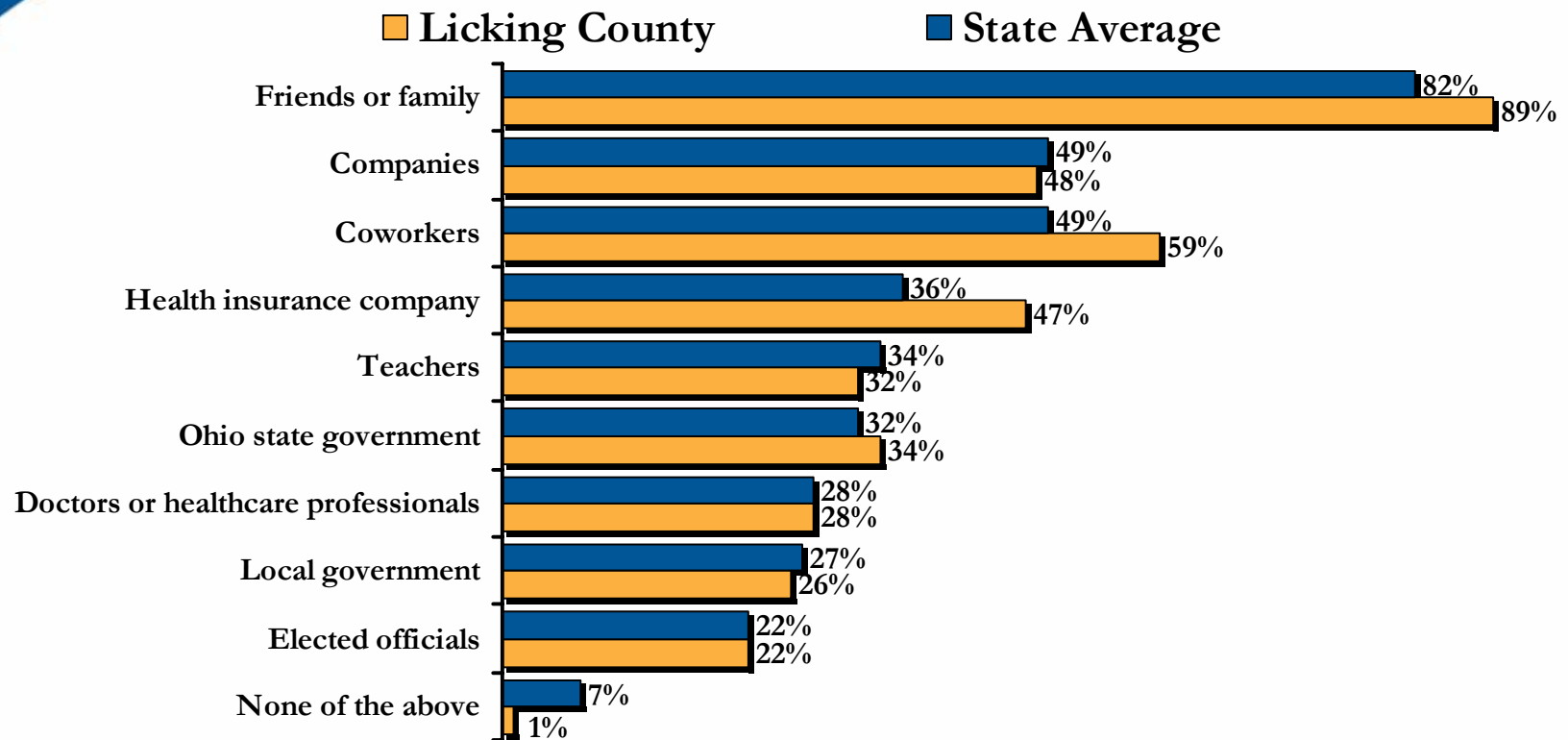


Q: Which of the following ways of communicating with others do you use?

(n = 949 OH residents who use the Internet, and 80 Licking County residents who use the Internet)

## Interacting Online

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

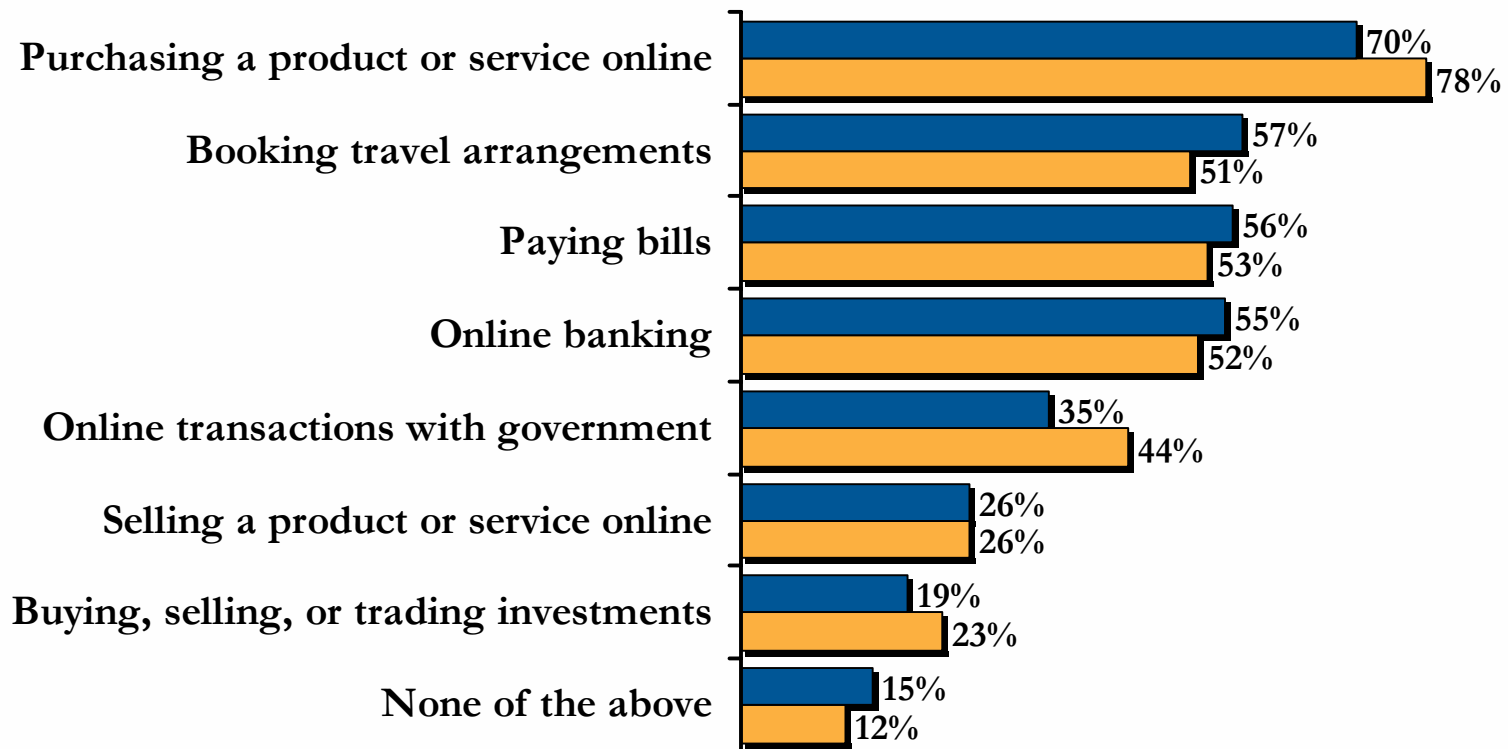


Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating with online to obtain information?  
 (n = 949 OH residents who use the Internet, and 80 Licking County residents who use the Internet)

# Online Transactions

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

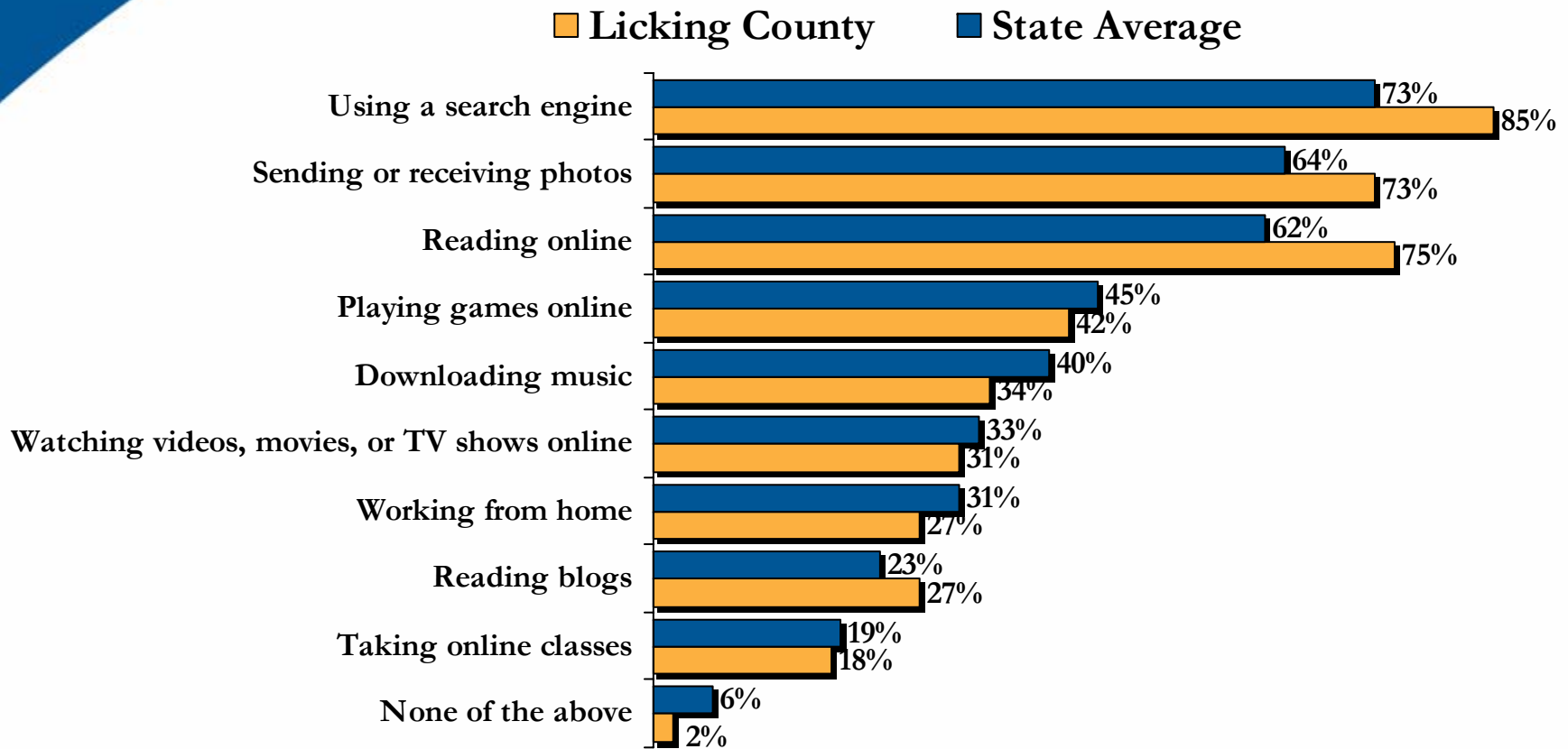
■ Licking County    
 ■ State Average



Q: Which of the following types of transactions have you completed online?  
 (n = 949 OH residents who use the Internet, and 80 Licking County residents who use the Internet)

# Online Activities

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



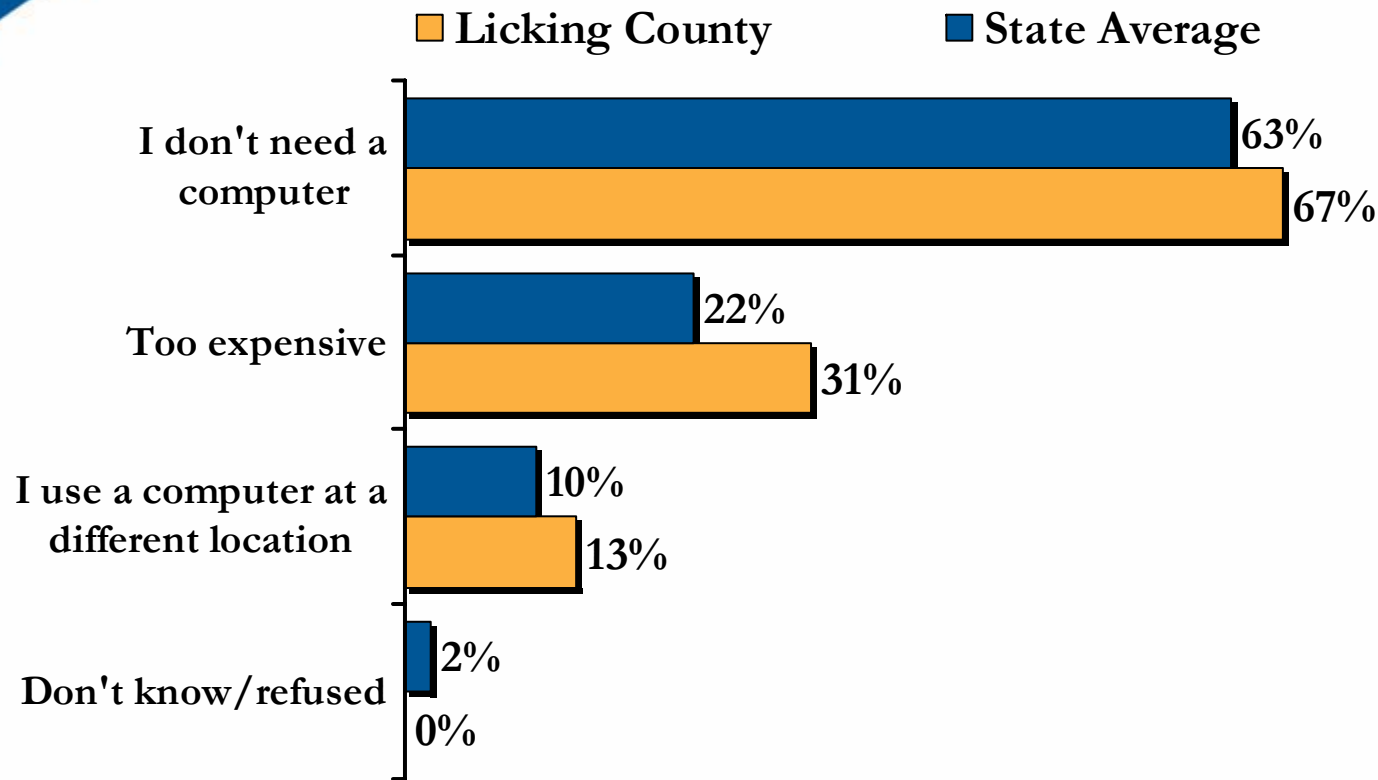
Q: Which of the following activities do you conduct online?  
 (n = 949 OH residents who use the Internet, and 80 Licking County residents who use the Internet)



# Barriers to Technology Adoption in Licking County

# Barriers to Computer Ownership

Among Ohio residents who do not own a computer:\*



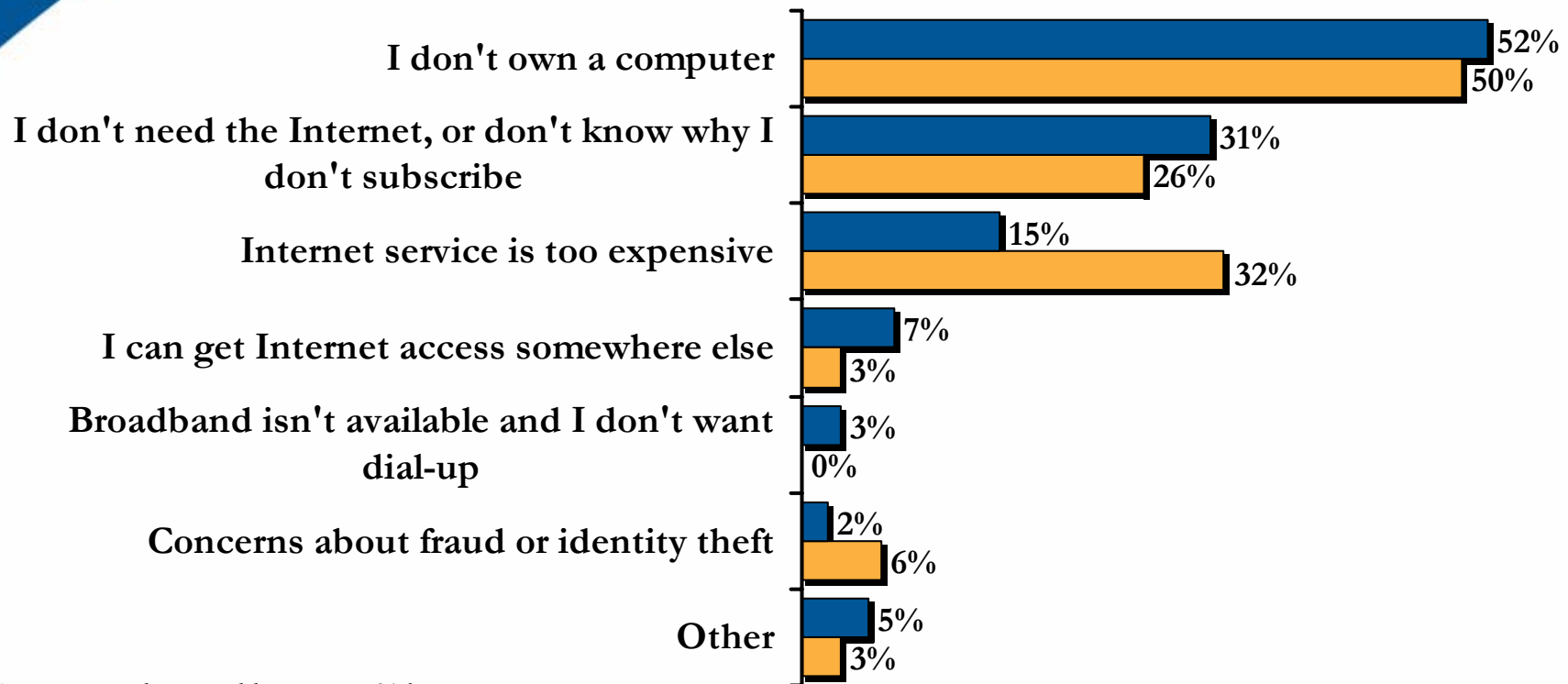
\*Percentages do not add up to 100% because respondents could give multiple responses.

Q: Why don't you have a computer at home?  
 (n = 290 OH residents with no computer at home, and 24 Licking County residents with no computer at home)

## Barriers to Internet Adoption

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

■ Licking County     ■ State Average



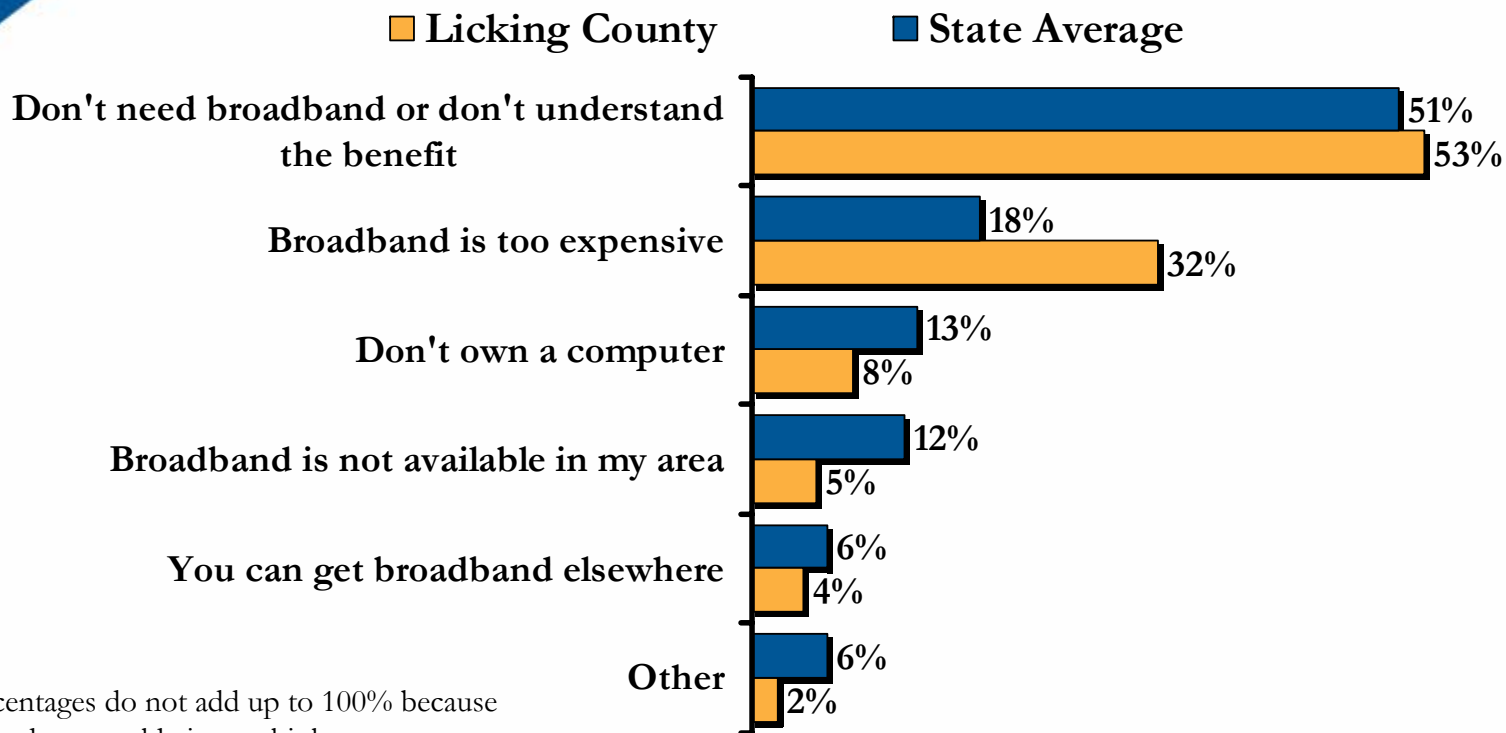
\*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 356 OH residents with no Internet service at home, and 31 Licking 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.

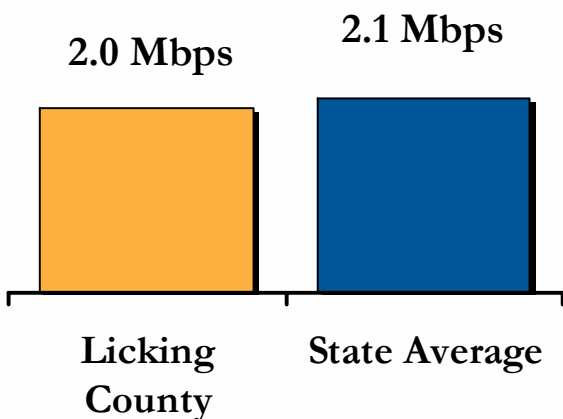
Q: Why don't you subscribe to broadband Internet service?  
 Or if broadband is not available: Why wouldn't you subscribe to broadband Internet service?

(n = 542 OH residents with no home broadband service, and 48 Licking County residents with no home broadband service)

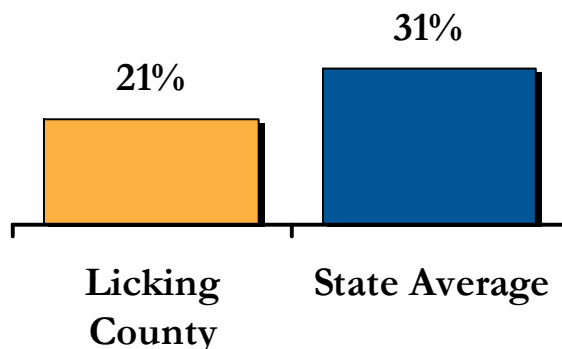


# Broadband Download Speeds and Satisfaction

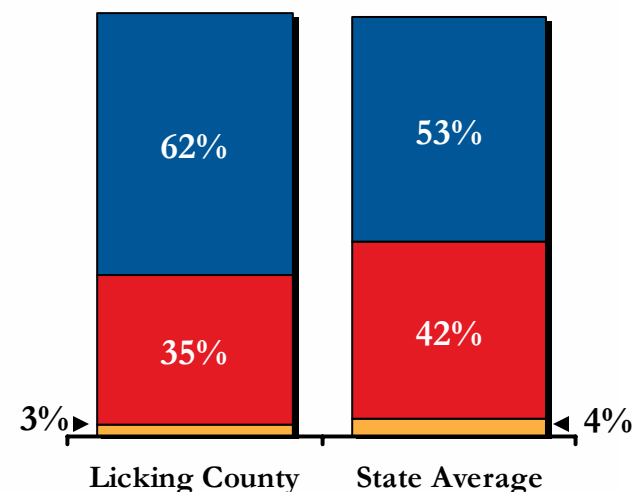
Average reported download speeds (among Ohio broadband subscribers who know their current speed):



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



Satisfaction with current broadband speeds:



- Very satisfied
- Somewhat satisfied
- Not satisfied

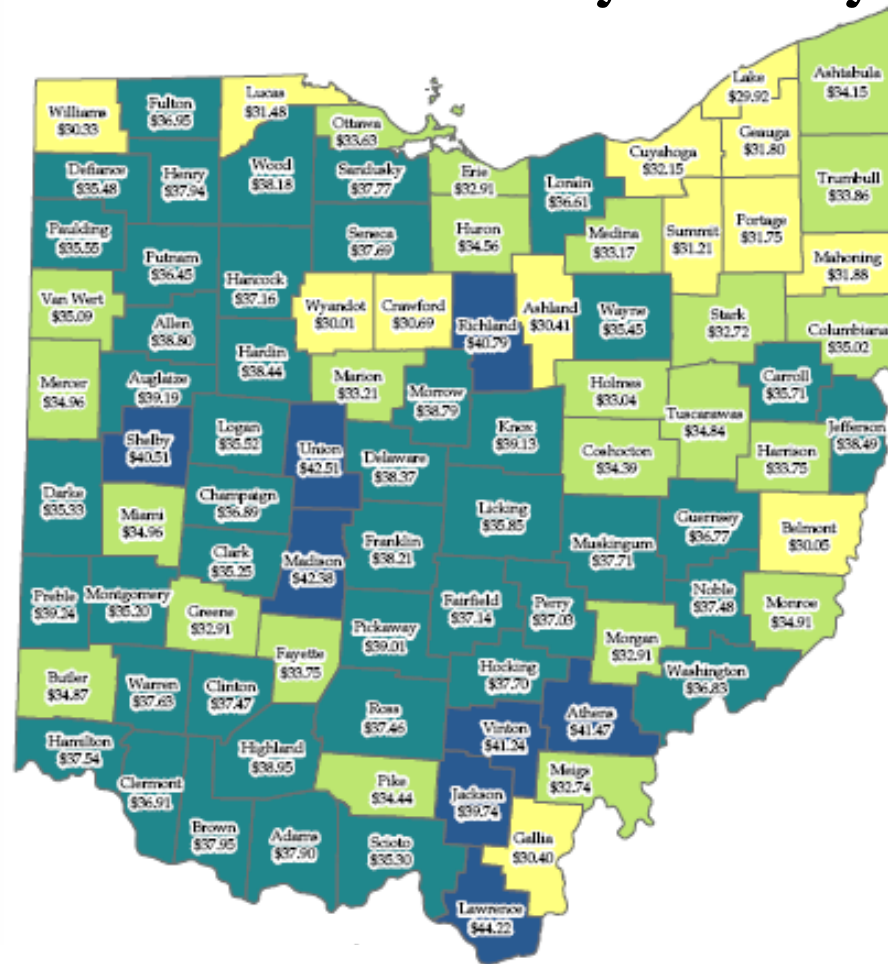
Q: What is the approximate download speed provided by your Internet service provider?  
 (n = 628 OH residents with broadband service at home)  
 (n = 53 Licking County residents with broadband, weighted by age and gender)

# Average Price Paid for Broadband Service by County

On average, Ohio residents pay \$35.13 monthly for home broadband service. Licking County residents pay an average of \$44.22 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)