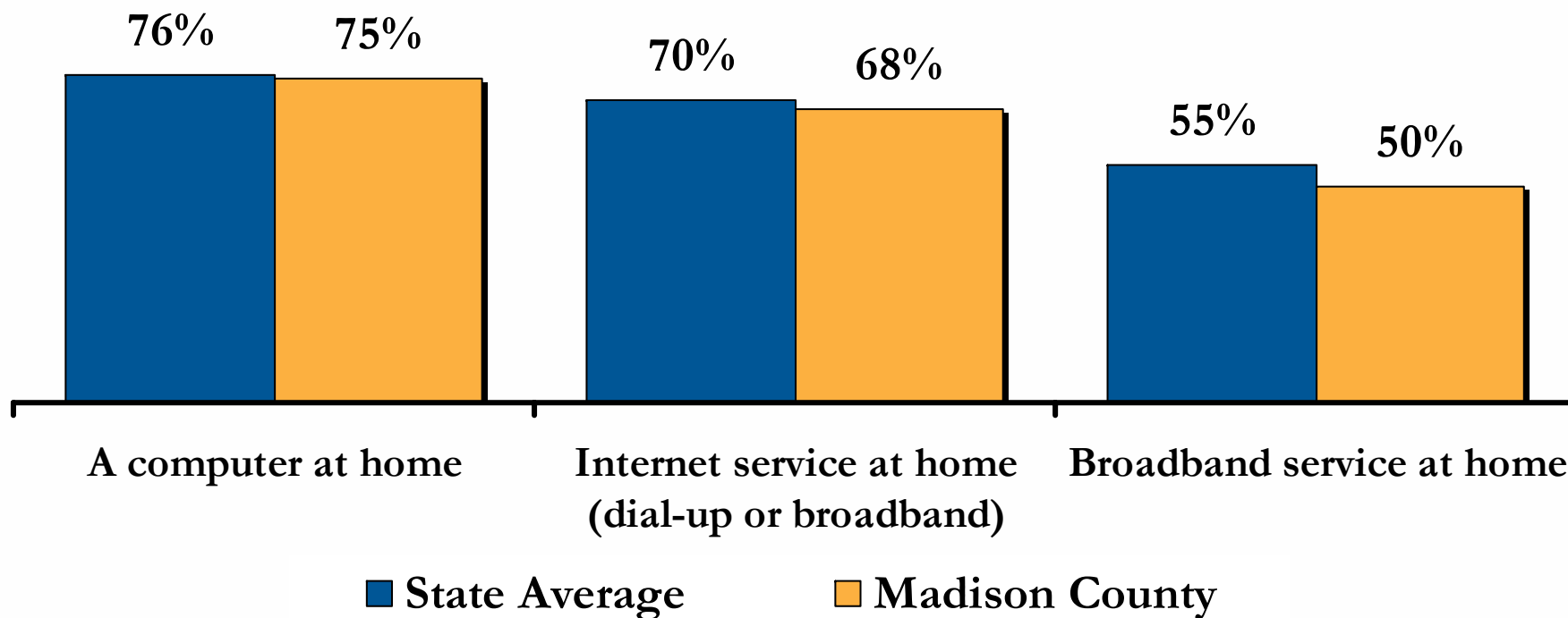




**2008 Connect Ohio  
Consumer Technology  
Assessment for  
Madison County, Ohio**

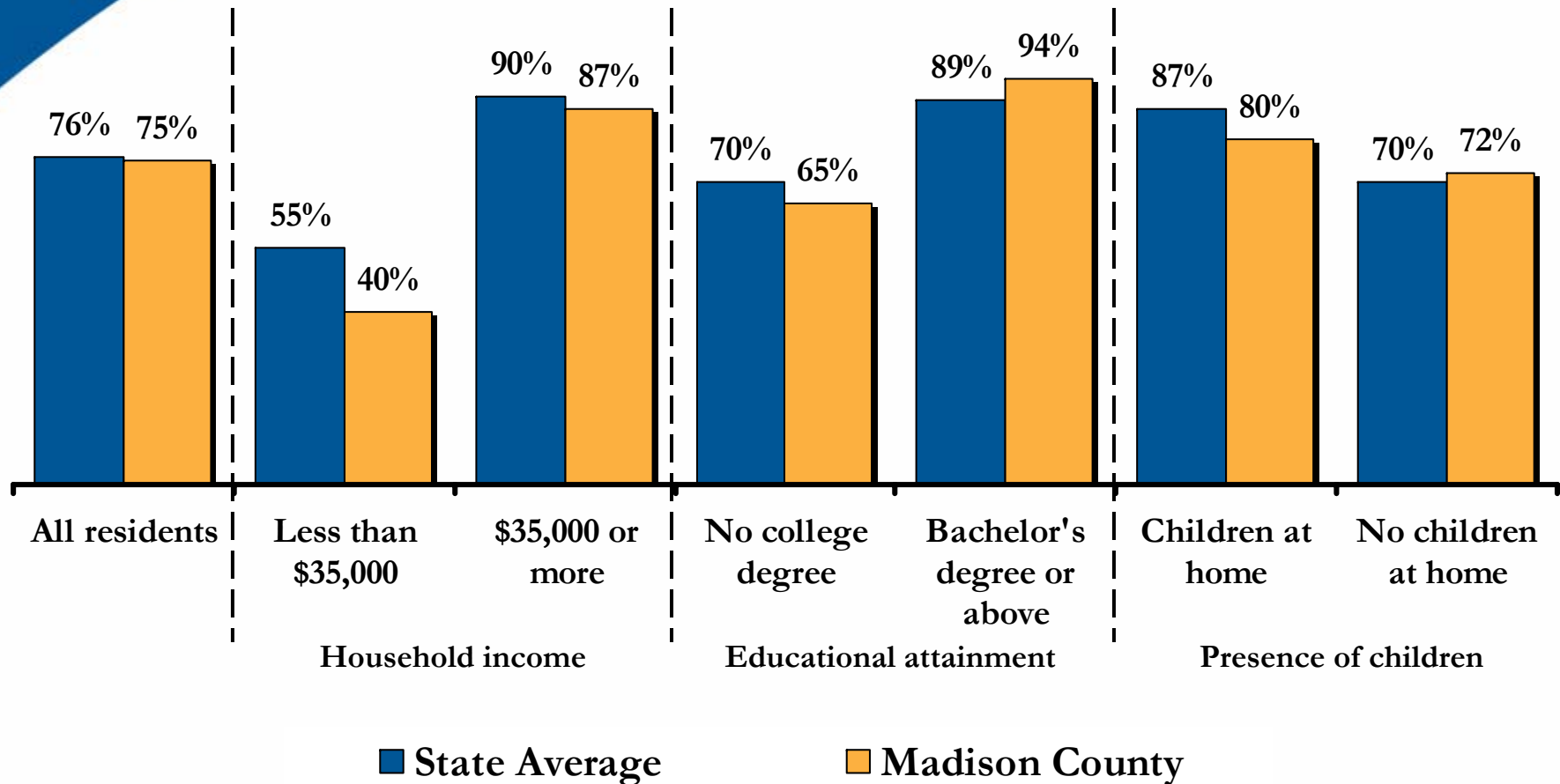
# Residential Technology Assessment for Madison County

Percent of adult residents who have:



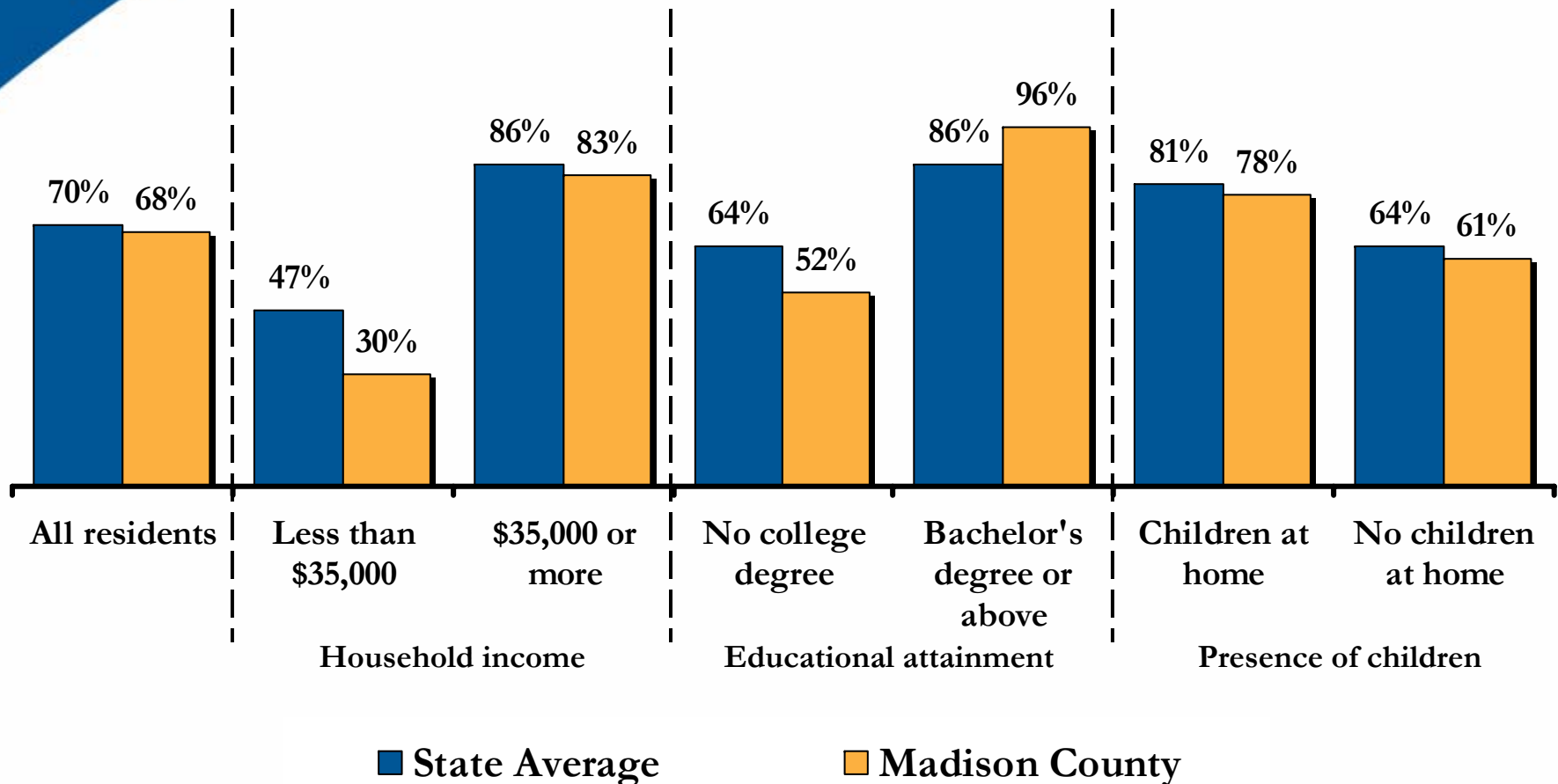
(n = 106 Madison County residents, weighted by age and gender)

# Computer Ownership in Madison County



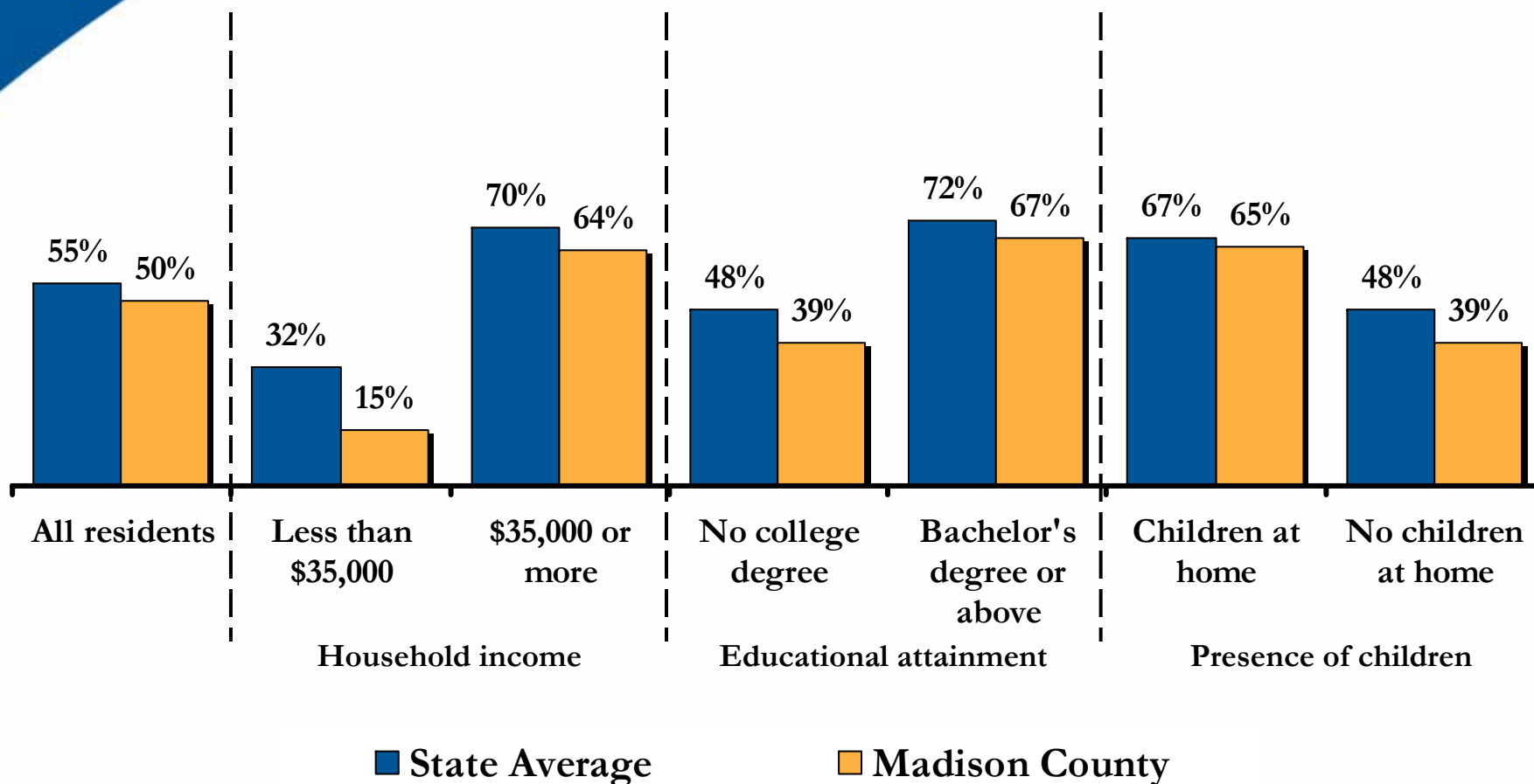
(n = 106 Madison County residents, weighted by age and gender)

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



(n = 106 Madison County residents, weighted by age and gender)

## Broadband Adoption in Madison County



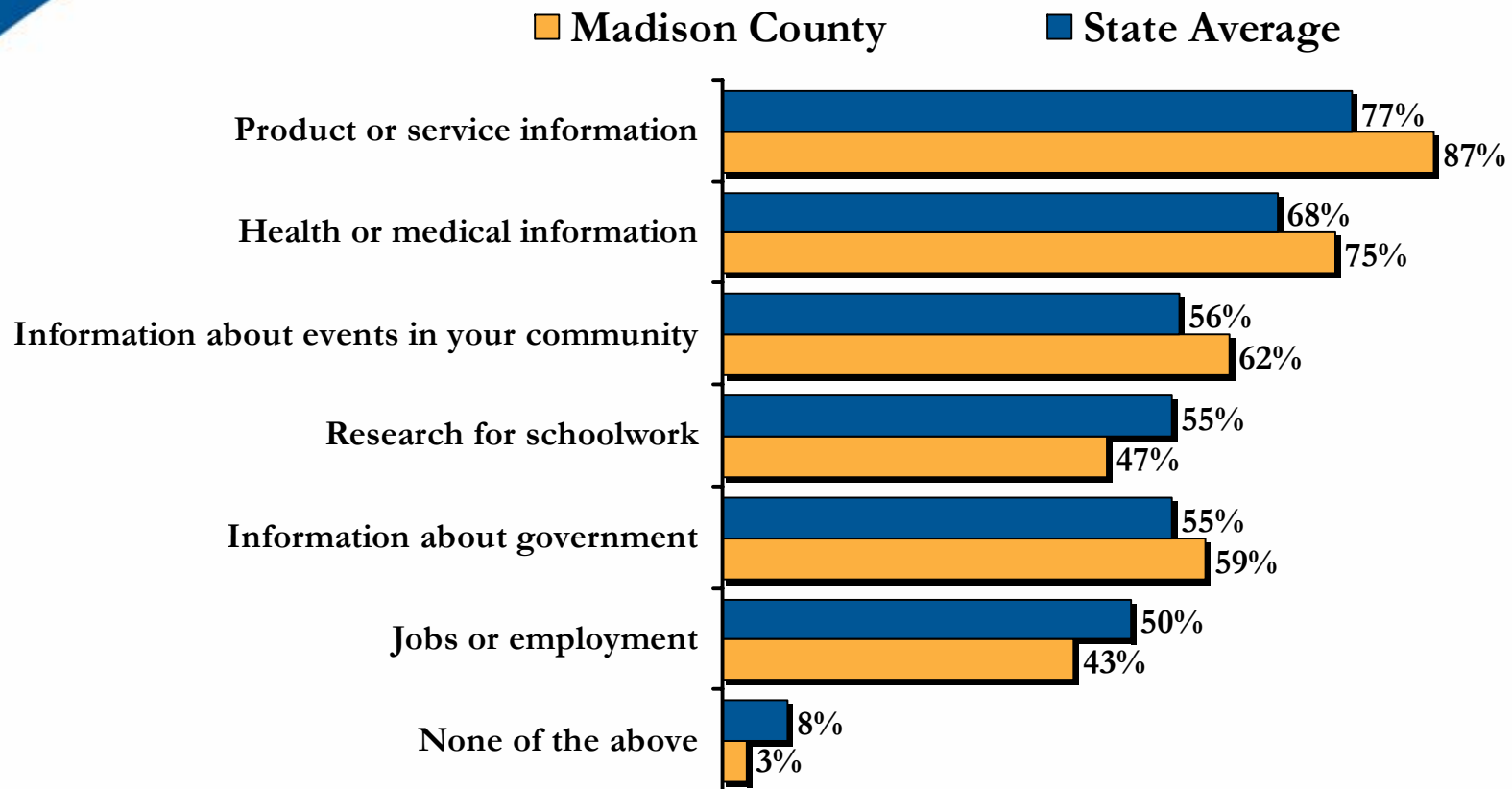
(n = 106 Madison County residents, weighted by age and gender)



# **Online Activities Among Madison County Internet Users**

# Searching for Information Online

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

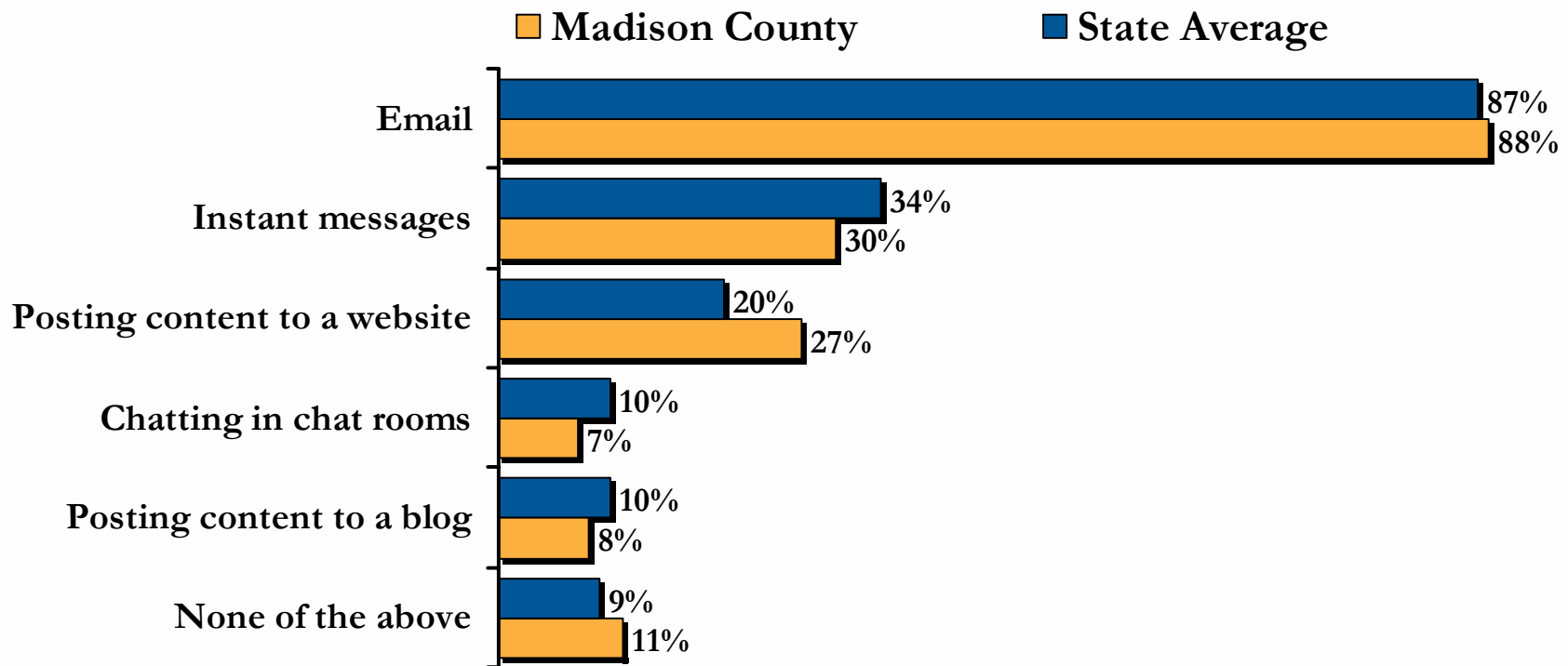


Q: Which of the following types of information have you used the Internet to look for online?

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

# Communicating With Others Online

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

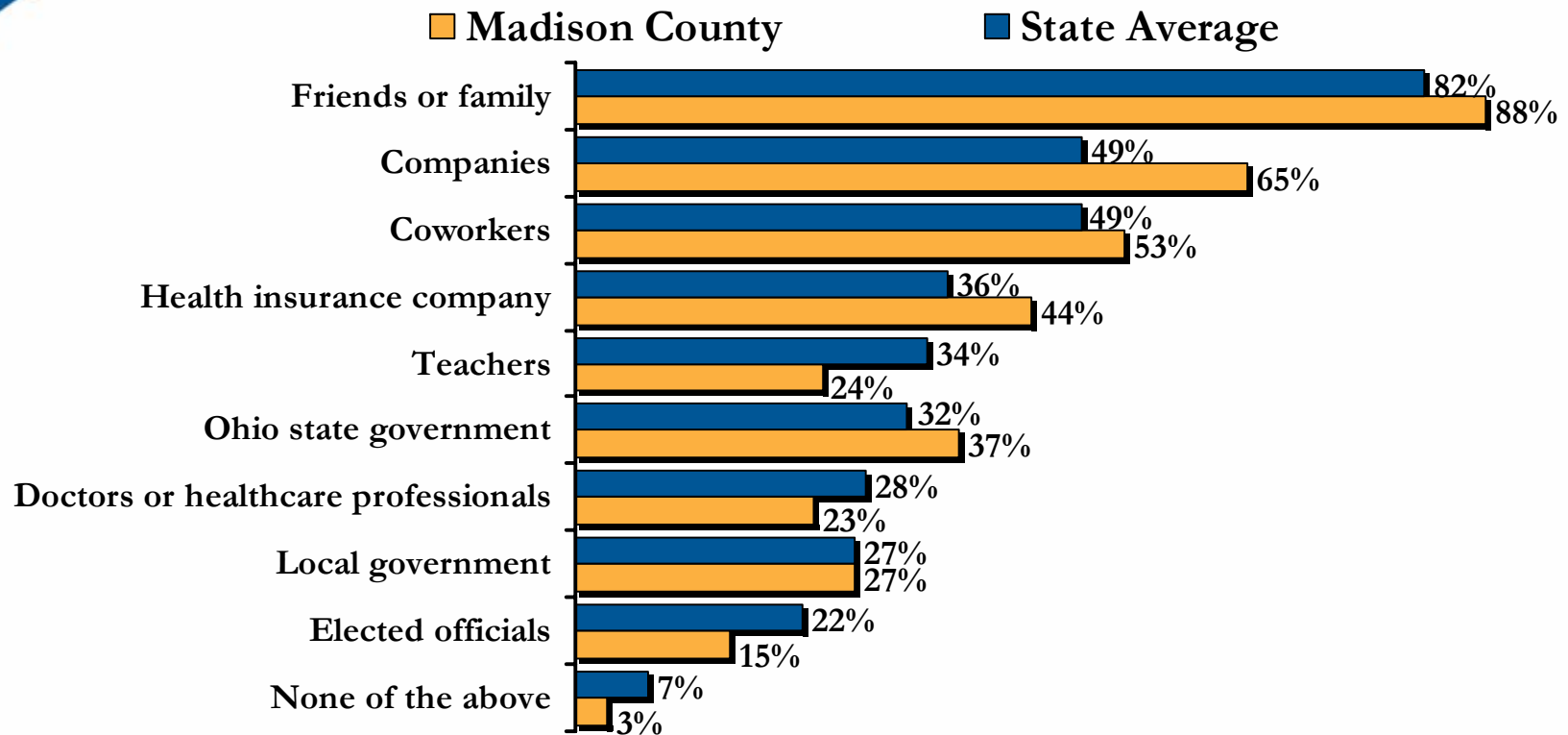


Q: Which of the following ways of communicating with others do you use?

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

## Interacting Online

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



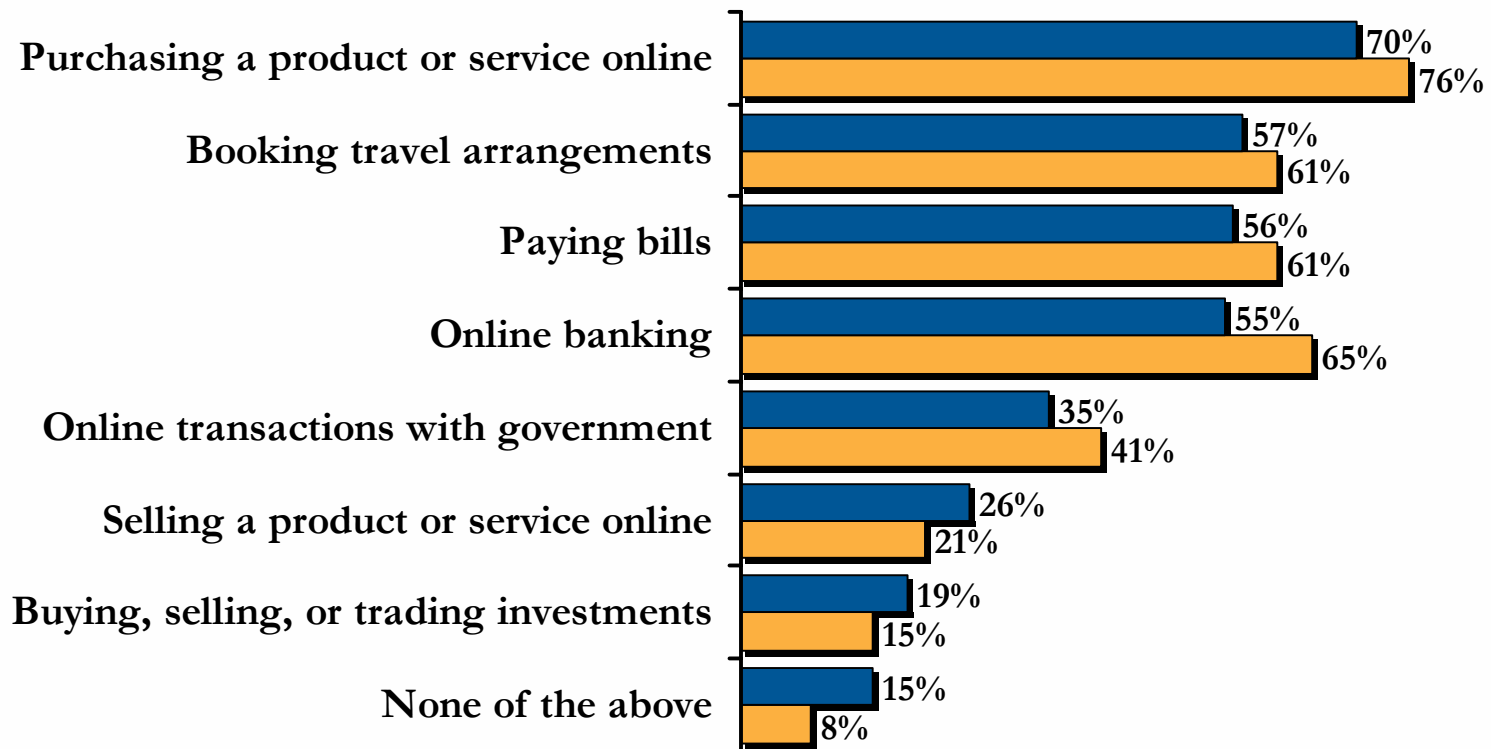
Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating with online to obtain information?

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

# Online Transactions

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

■ Madison County    
 ■ State Average



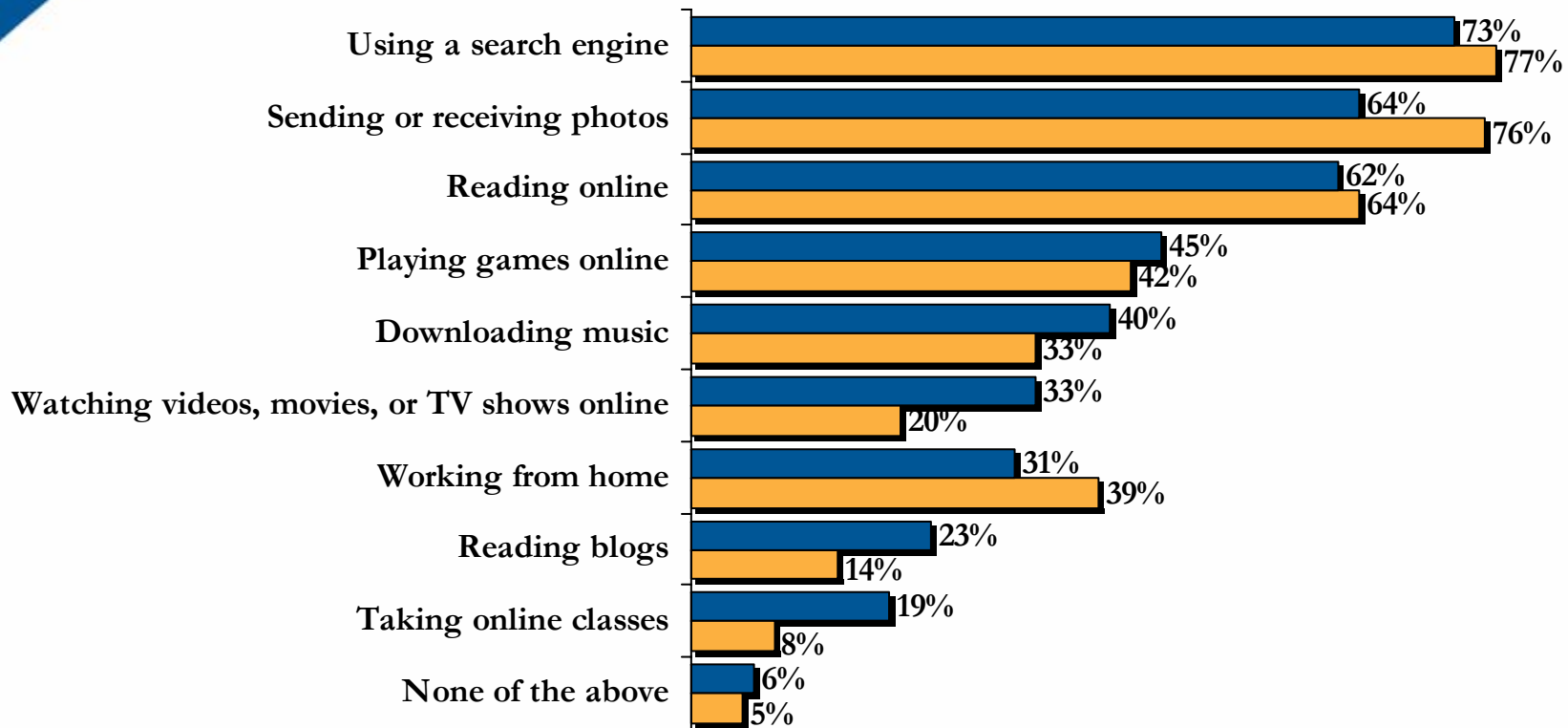
Q: Which of the following types of transactions have you completed online?

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

# Online Activities

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

■ Madison County    ■ State Average



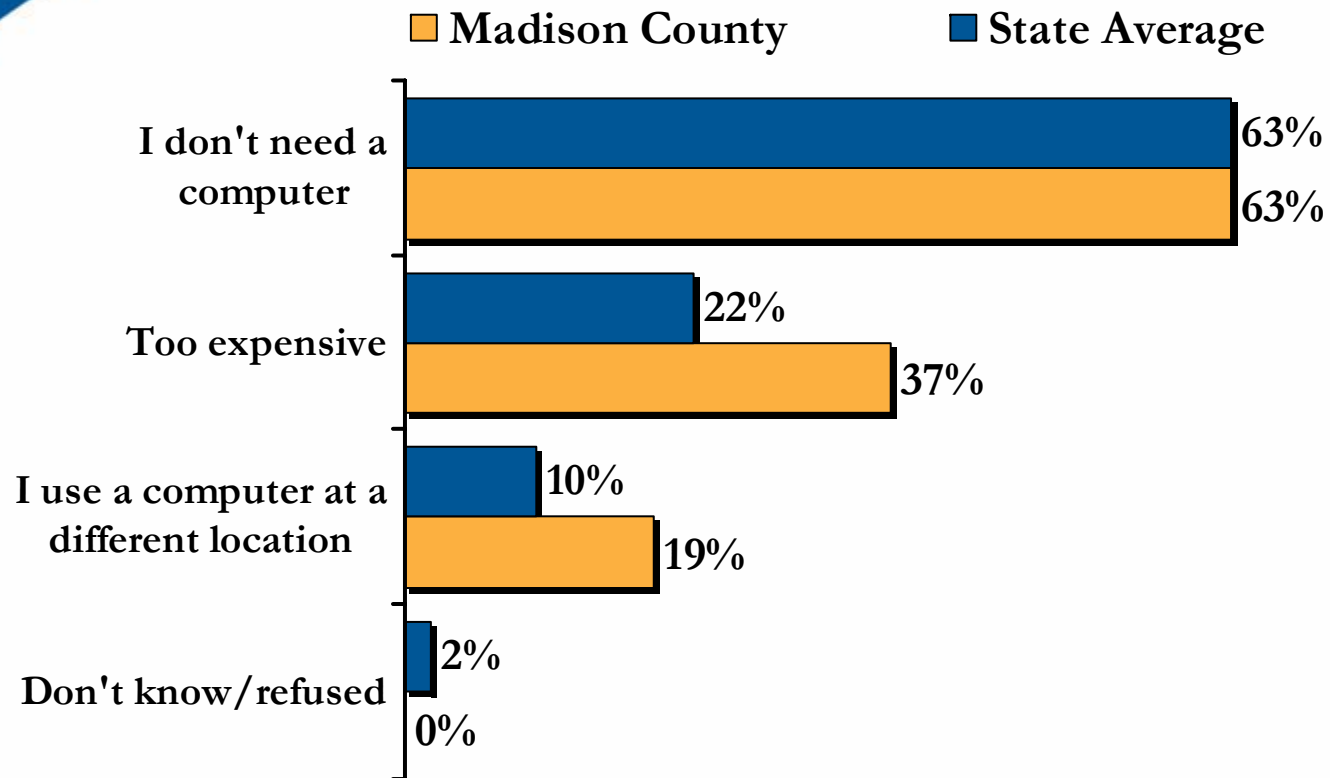
Q: Which of the following activities do you conduct online?  
 (n = 949 OH residents who use the Internet, and 80 Madison County residents who use the Internet)



# Barriers to Technology Adoption in Madison 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.

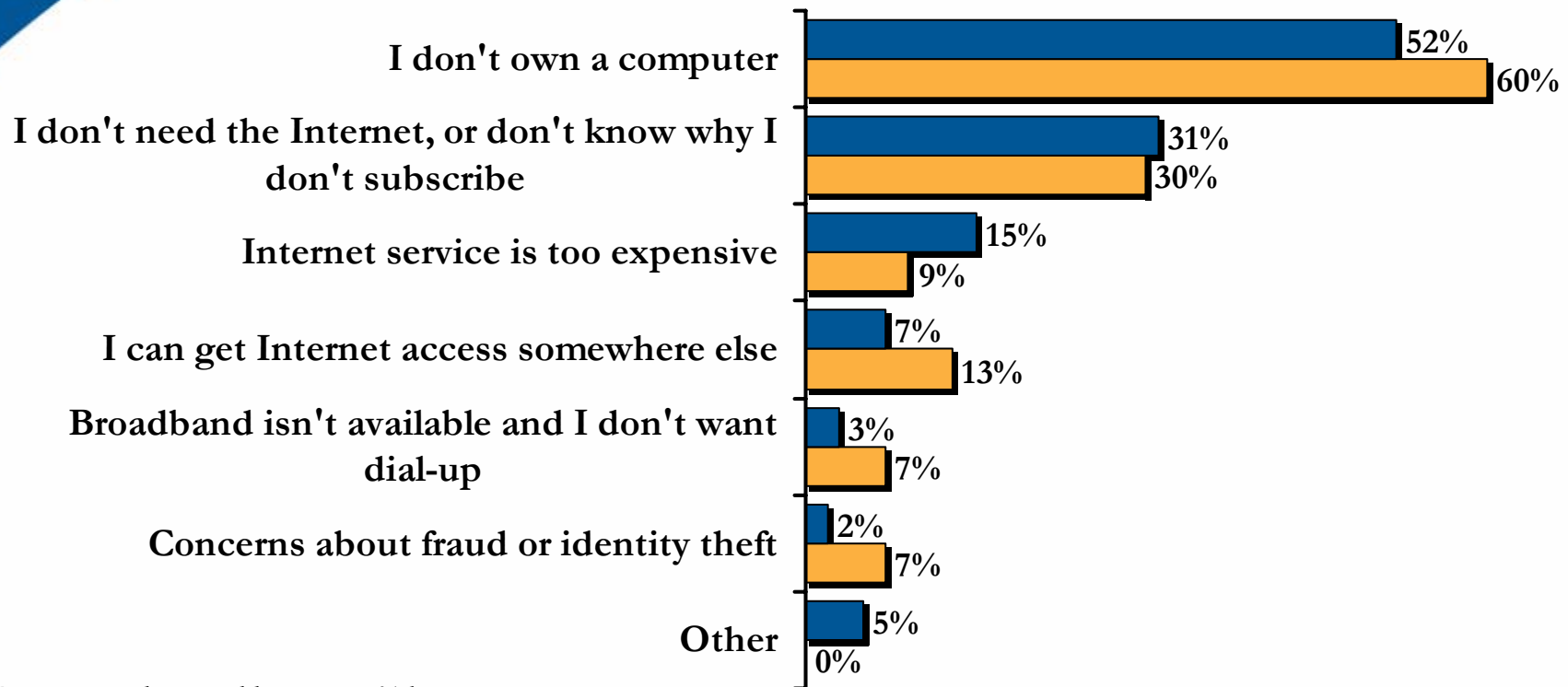
Q: Why don't you have a computer at home?

(n = 290 OH residents with no computer at home, and 27 Madison County residents with no computer at home)

## Barriers to Internet Adoption

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

■ Madison County      ■ State Average



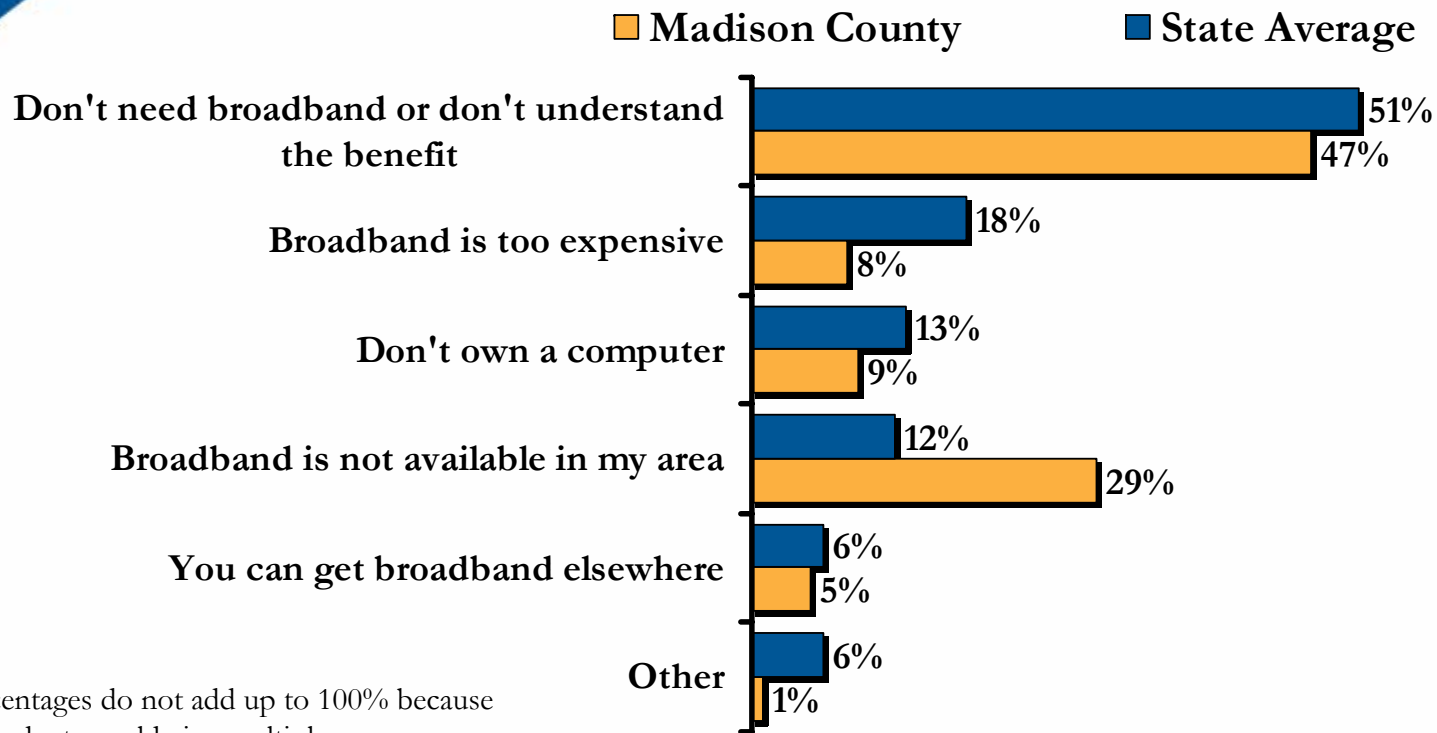
\*Percentages do not add up to 100% because respondents could give multiple responses.

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

(n = 356 OH residents with no Internet service at home, and 36 Madison 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.

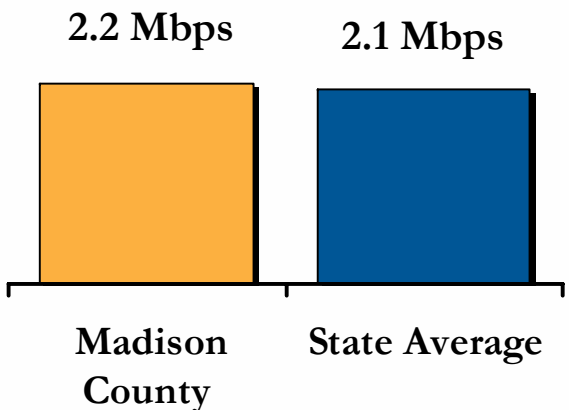
Q: Why don't you subscribe to broadband Internet service?  
 Or if broadband is not available: Why wouldn't you subscribe to broadband Internet service?

(n = 542 OH residents with no home broadband service, and 55 Madison County residents with no home broadband service)

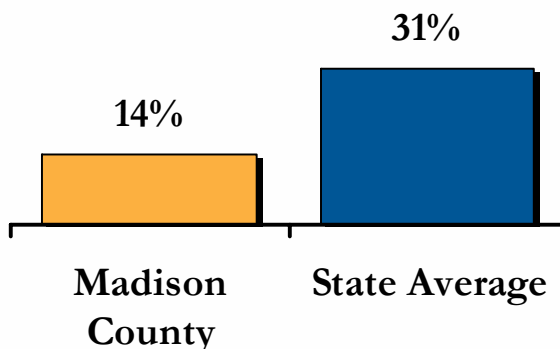


# Broadband Download Speeds and Satisfaction

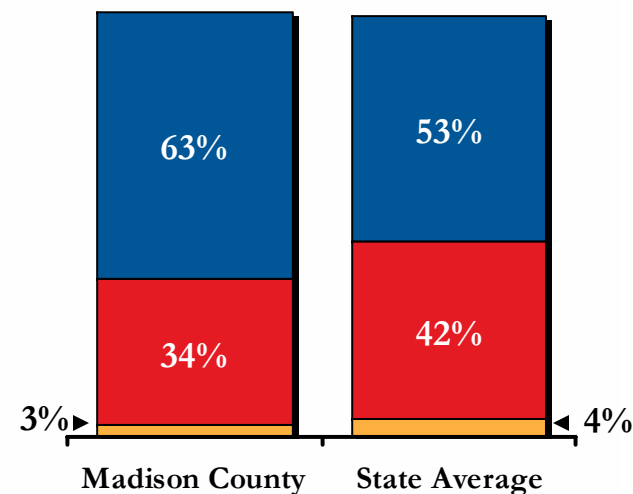
Average reported download speeds (among Ohio broadband subscribers who know their current speed):



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 = 51 Madison County residents with broadband, weighted by age and gender)

