



# 2010 Key Findings

## Key Technology Benchmarks, 2010:

- Households with broadband service: 66%
- Households with a computer: 82%
- Residents who access the Internet from home or someplace else: 88%
- Residents who subscribe to mobile wireless broadband: 16%

## Other Key Findings:

- Across Ohio, 66% of all residents subscribe to home broadband service; by comparison, a national survey shows that 67% of American households subscribe to home broadband service.
- Statewide, 82% of all residents own a home computer. This translates into over 1.5 million adults without a home computer, with 29% of those without a computer saying that a computer is too expensive.
- Statewide, 12% of Ohio residents report that broadband is not available where they live, 87% say with certainty that broadband is available and 8% do not know whether broadband service is available. By comparison, Connect Ohio's provider-validated Broadband Service Inventory found that 2.1% of households do not have terrestrial fixed broadband service access.
- In rural Ohio, 14% of adults report that broadband service is not available where they live, 76% say with certainty that broadband is available and 10% do not know whether broadband service is available where they live. By comparison, Connect Ohio's provider-validated Broadband Service Inventory reports that 4.2% of rural households do not have terrestrial fixed broadband access.



## 2010 Key Findings (Continued)

- Broadband adoption among rural residents is significantly lower than the state average.
- Residents ages 65 or older are less likely to subscribe to home broadband service, and they are also less likely to access the Internet altogether (from home or any other location).
- Statewide, 49% of broadband subscribers report that they have cable modem service at home, while 33% subscribe via DSL broadband. Satellite broadband and fiber to the home service each account for 8% of home broadband subscribers in Ohio. Fixed wireless broadband accounts for 6% of all Ohio broadband subscribers.
- On average, Ohio broadband subscribers pay \$40.89 per month for their home broadband. Among those who do not subscribe to home broadband service, 22% cite cost as a barrier to adoption.
- Almost one half of Ohio residents who do not have home broadband service say it is because they do not need Internet service or don't know why they don't subscribe. More than one-third say it is because they do not own a computer.
- Among rural non-subscribers, the belief that they do not need broadband or the Internet is still the top barrier, cited by over four-tenths of rural residents without home broadband service.



## 2010 Key Findings (Continued)

- The top applications used by Ohio Internet users include communicating with friends and family, sending or receiving e-mail, using a search engine, and searching and/or purchasing a product or service online.
- Two out of three Ohio Internet users (66%) search for health or medical information online, while 29% interact with doctors or healthcare professionals online.
- E-government services are utilized by many Ohio Internet users; 48% report that they search online for information about government services or policies. In addition, 45% conduct online transactions with government offices (such as e-filing taxes or filling out forms), 31% interact with Ohio state government offices, 26% interact with local government offices, and 20% interact with elected officials or candidates online.
- Many Ohio Internet users go online for educational purposes. Statewide, 48% conduct research for schoolwork online, 36% interact with teachers online, and 22% take classes online.
- Ohio residents also use the Internet for work purposes. Among Ohio Internet users, 53% interact online with businesses, 48% interact with their co-workers online, 42% go online to search for jobs or employment, and 46% report that they go online to work from home at least occasionally.
- In Ohio, 15% of employed adults report that they telework. Teleworking could also provide an additional boost to the state's workforce, as much as 30% non-working Ohio residents would likely join the labor force if empowered by telework.