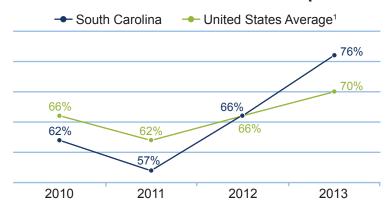


## Results from Connect South Carolina's 2013 Residential Technology Assessment

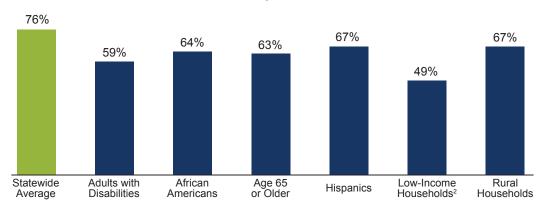
According to Connect South Carolina's 2013 Residential Technology Assessment, 76% of households in the state subscribe to home broadband service, up from 62% in 2010.

## **Trends in Home Broadband Adoption**



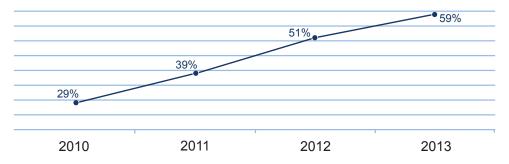
Home broadband adoption across the state varies across economic and demographic lines.

## 2013 Home Broadband Adoption Rates in South Carolina



Mobile broadband usage has also grown in South Carolina. Nearly three out of five South Carolina adults (59%) use mobile broadband service, up from 29% in 2010 when Connect South Carolina began measuring this trend.

Trends in Mobile Broadband Use in South Carolina

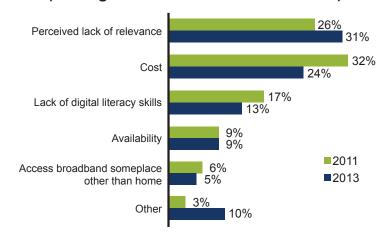




Despite these upward trends, there is still much work to be done in South Carolina.

Statewide, more than 424,000 households still do not subscribe to home broadband service. For many of these households, the main barrier to home broadband adoption is the belief that broadband is not relevant or beneficial to them.

## Main Barriers to Broadband Adoption in South Carolina (Among Those Who Do Not Subscribe)



In addition, South Carolina's schools, businesses, and families will benefit from increasing broadband adoption and usage:

- More than 124,000 school-age children in South Carolina still do not have broadband access at home.
- Approximately 967,000 working-age adults in South Carolina would need assistance with tasks that are often required by employers, such as creating a spreadsheet, going online from a mobile device, using a word processor, or sending an e-mail.
- More than three out of four non-adopters in South Carolina (78%) say that it would be easier for them to shop, seek out healthcare information, or interact with government offices if they had Internet access at home.

Connect South Carolina collected this information through random digit dial telephone surveys of 1,204 adult heads of households across the state. To ensure that the sample was representative of the state's adult population, quotas were set by age, gender, and county of residence (rural or non-rural), and the results were weighted to coincide with United States Census population figures. This survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the National Telecommunications and Information Administration (NTIA). The SBI grant program was created by the Broadband Data Improvement Act (BDIA), unanimously passed by Congress in 2008 and funded by the American Recovery and Reinvestment Act (ARRA) in 2009.

You can read more about these surveys, as well as Connect South Carolina's efforts to increase broadband access, adoption, and usage across the state, by visiting our website at <a href="https://www.connectsc.org">www.connectsc.org</a>. You can also connect with us on <a href="#facebook">Facebook</a> or <a href="mailto:Twitter">Twitter</a>.

- 1. National broadband adoption rates reported from the Pew Internet Project
- 2. "Low-income" households are those reporting annual household incomes below \$25,000