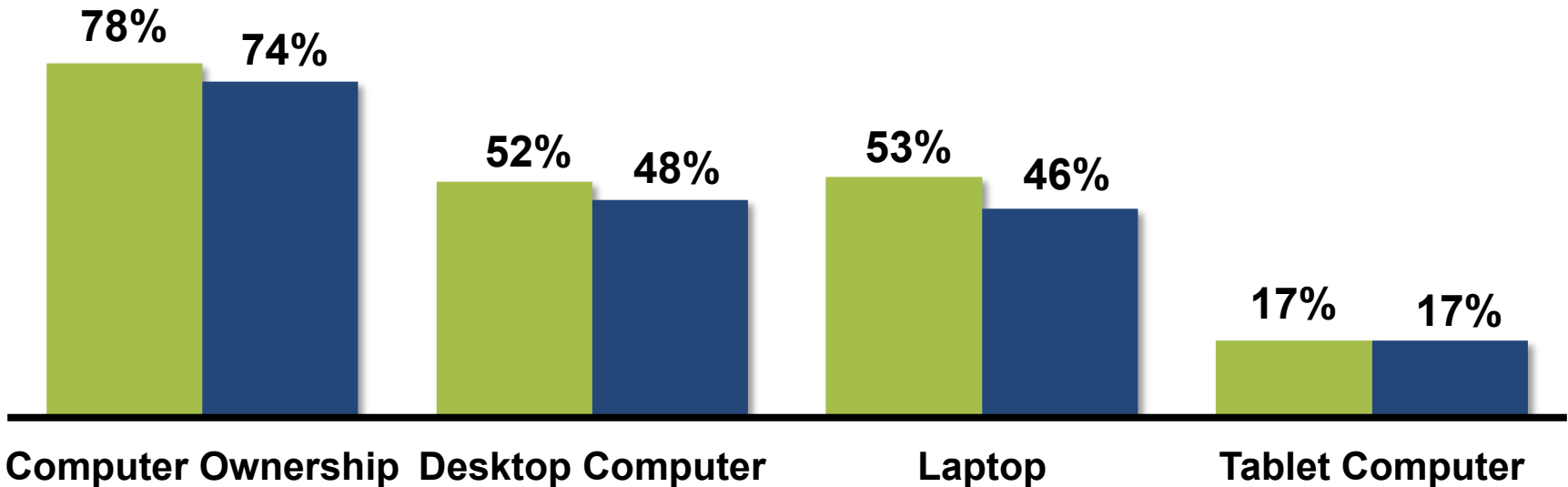


# **Connect South Carolina 2012 Technology Assessment Of Anderson, Oconee, Pickens, and Union Counties**

# Computer Adoption at Home

Among all South Carolina residents, and residents of Anderson, Oconee, Pickens and Union counties

■ Statewide      ■ Anderson-Oconee-Pickens-Union

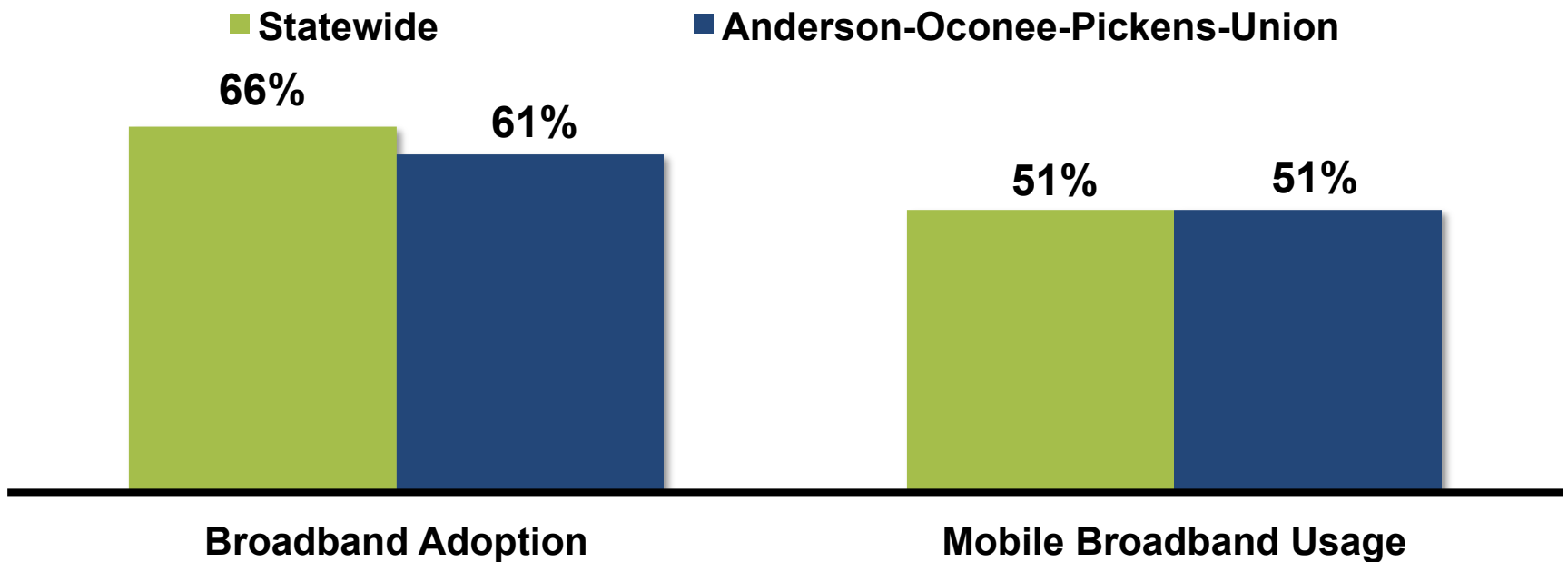


Q: Does your household have computer?; and  
 Q: What type of computer do you have at home?  
 (n=1,200 South Carolina residents and  
 n=102 residents of Anderson, Oconee, Pickens and Union counties)

Source: 2012 Connect South Carolina®  
 Residential Technology Assessment  
[www.connectsc.org](http://www.connectsc.org)

# Broadband Adoption in South Carolina

Among all South Carolina residents, and residents of Anderson, Oconee, Pickens and Union counties

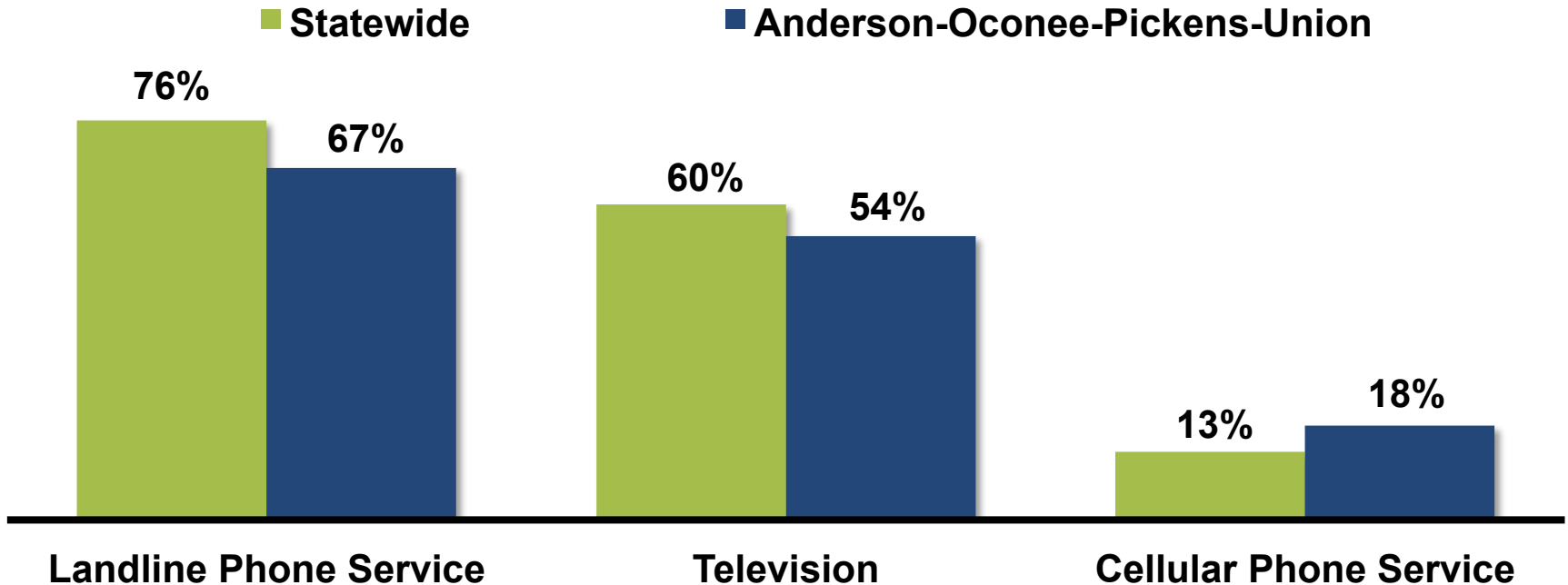


Q: Which of the following describes the type of Internet service you have at home? ;and  
 Q: On your cell phone, do you subscribe to a plan that allows you to access the Internet?; and  
 Q: When you are at your home, which of the following devices do you use to access the Internet? ;and  
 Q:At what locations outside of your own home do you use the Internet? ;and  
 Q:On your laptop computer, do you subscribe to a mobile wireless service that allows you to access the Internet through a cellular network?  
 (n=1,200 South Carolina residents and  
 n=102 residents of Anderson, Oconee, Pickens and Union counties)

Source: 2012 Connect South Carolina®  
 Residential Technology Assessment  
[www.connectsc.org](http://www.connectsc.org)

# Services Bundled with Home Internet Service

Among South Carolina residents, and residents of Anderson, Oconee, Pickens and Union counties who have a bundled service with their home Internet service



Q: Does your home Internet provider also provide your home with other services, such as telephone, cell phone service, or televisions?; and

Q: What other service are bundled with your home Internet service?

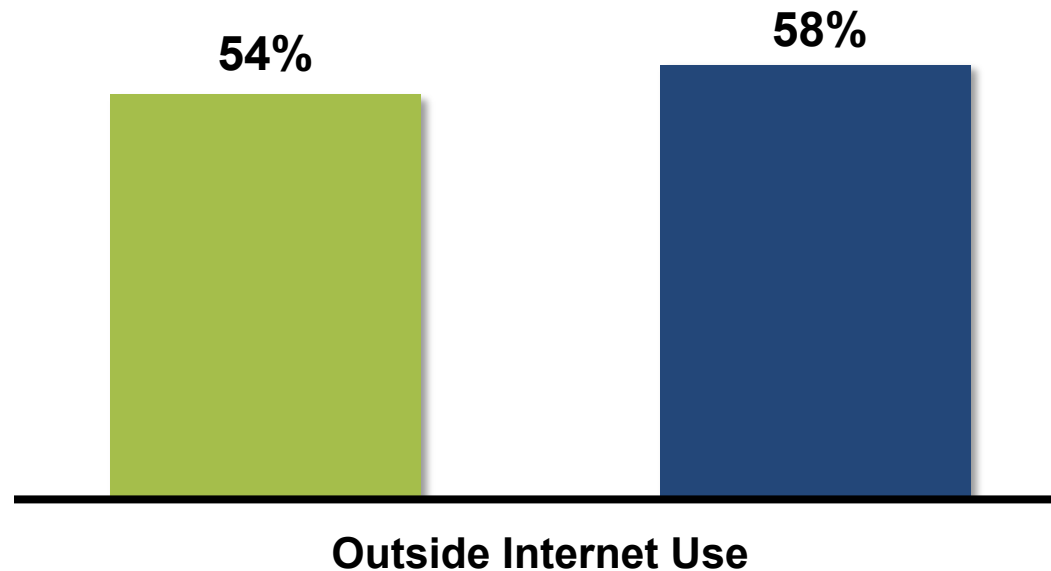
(n=699 South Carolina residents who have bundled services with their home Internet service and n=51 residents of Anderson, Oconee, Pickens and Union counties)

Source: 2012 Connect South Carolina Residential Technology Assessment  
www.connectsc.org

# Access the Internet Outside of Home

Among all South Carolina residents, and residents of  
Anderson, Oconee, Pickens and Union counties

■ Statewide      ■ Anderson-Oconee-Pickens-Union

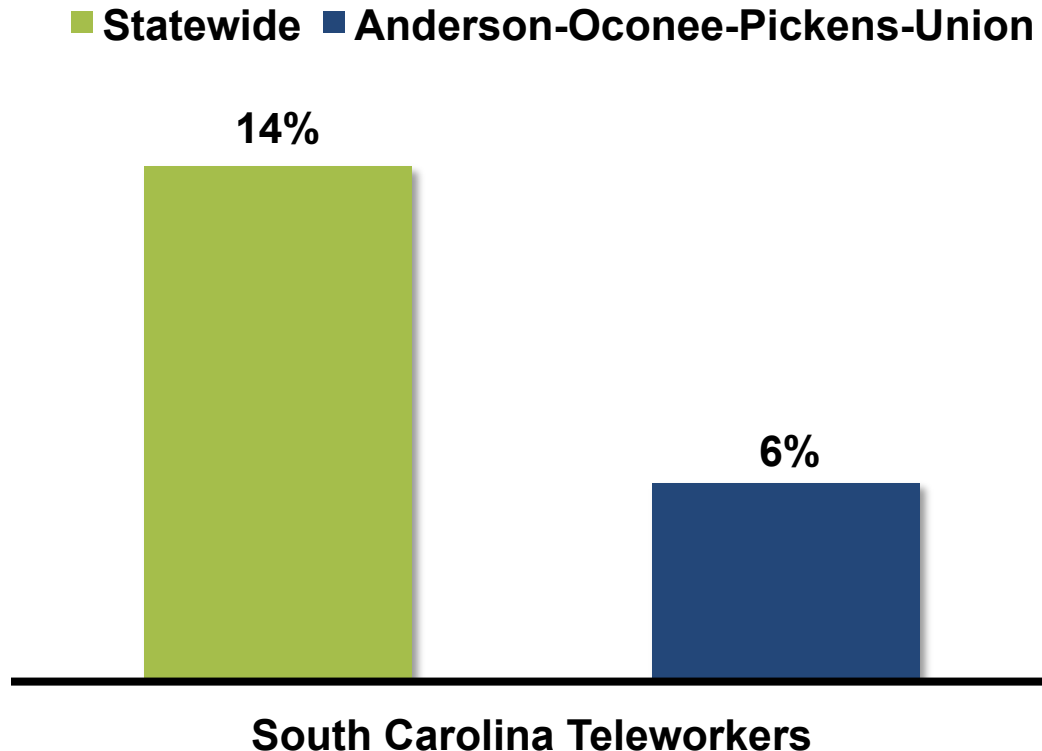


Q: Do you use the Internet from any locations outside of your own home?  
(n=1,200 South Carolina residents and  
n=102 residents of Anderson, Oconee, Pickens and Union counties)

Source: 2012 Connect South Carolina®  
Residential Technology Assessment  
[www.connectsc.org](http://www.connectsc.org)

# Teleworker in South Carolina

Percent of all South Carolina residents who are employed

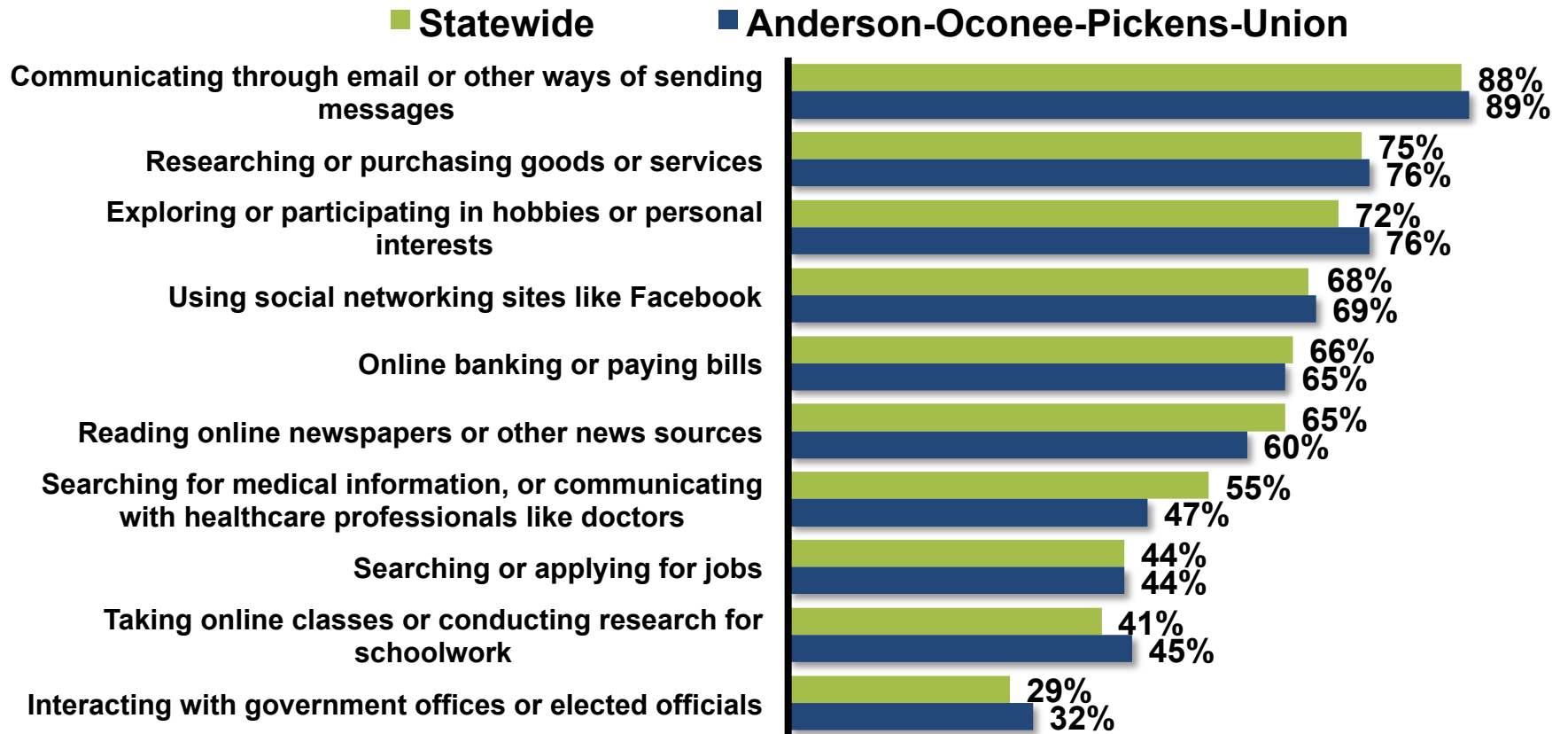


Q: Which of the following describe the way you work from home, when you do so?  
(n=594 South Carolina employed residents and  
n=45 employed residents of Anderson, Oconee, Pickens, and Union counties)

Source: 2012 Connect South Carolina  
Residential Technology Assessment  
[www.connectsc.org](http://www.connectsc.org)

# Online Activities among Residents Who Use the Internet at Home or Outside of the Home

## Percent of South Carolina Internet Users

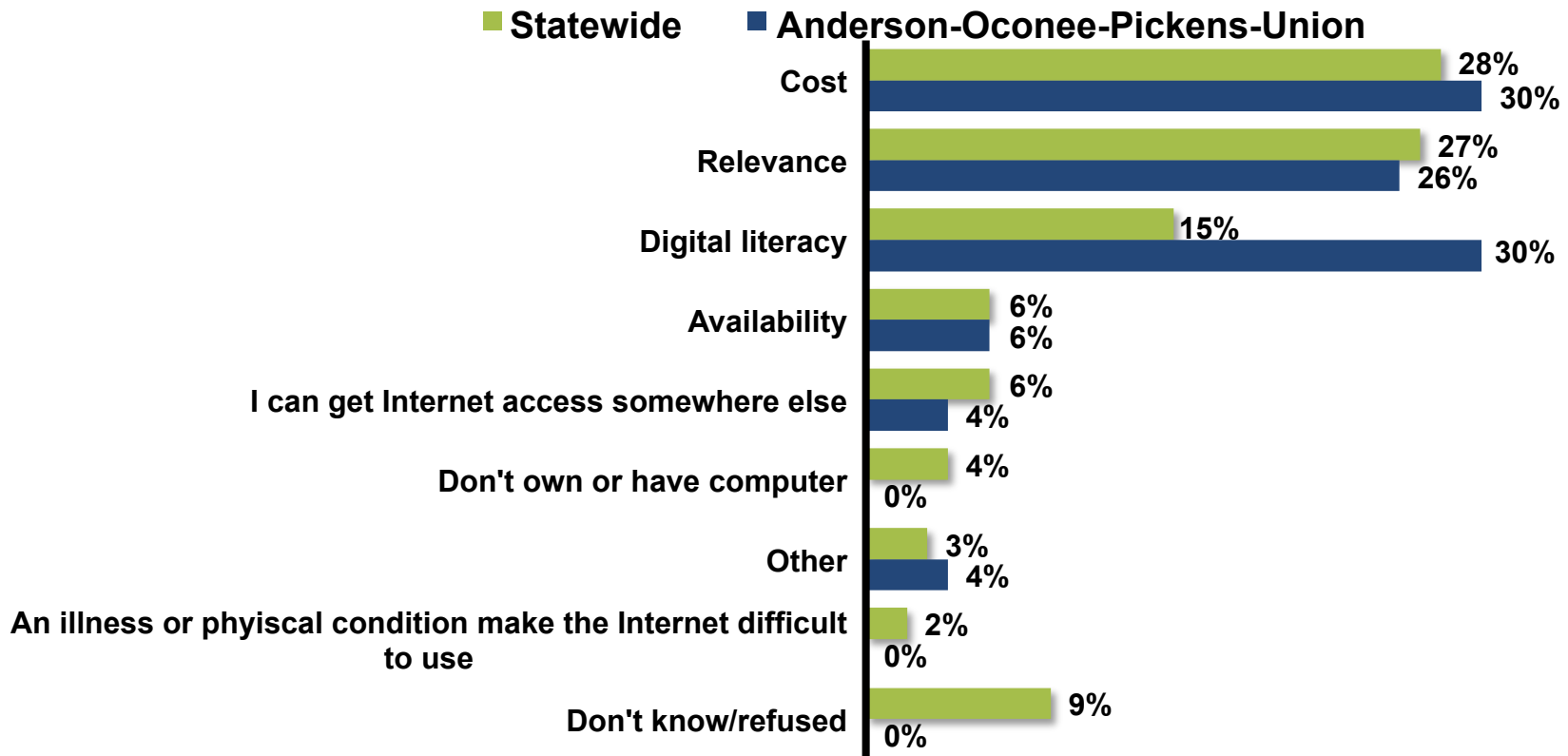


Q: Which of the following types of information do you use the Internet to look for?  
 (n=933 South Carolina Internet users and n=82 Internet users of Anderson, Oconee, Pickens and Union counties)

Source: 2012 Connect South Carolina Residential Technology Assessment  
[www.connectsc.org](http://www.connectsc.org)

# Main Barriers to Broadband Adoption

Among South Carolina residents, residents of Anderson, Oconee, Pickens and Union counties without a home broadband subscription



Q: Which one of these is the main reason why you don't subscribe to home broadband service? (n=402 South Carolina residents who do not have home broadband service, and n=36 residents who do not have broadband service in Anderson, Oconee, Pickens and Union counties.

Source: 2012 Connect South Carolina® Residential Technology Assessment  
www.connectsc.org



# Methodology

- **Data were collected by a random digit dial telephone survey of 1,200 adult heads of households cross the state between September 29 and November 1, 2012. Data were collected by Thoroughbred Research Group in Louisville, Kentucky.**
  - This research was designed to measure technology adoption and the awareness of available broadband service and to determine factors that contribute to individuals choosing whether or not to subscribe broadband service.
- **The questionnaire screened to include only adults age 18 or older with quotas set by gender, age, and county of residence (urban, suburban, or rural) to ensure adequate representation of all adults in the state.**
- **Weights were applied to correct for minor variations and ensure that the sample matches the most recent U.S. Census estimates of the state's population by age, gender, and urban/rural classification of the respondent's county of residence. Weighting and research consultation were provided by Lucidity Research, LLC in Westminster, Maryland.**
- **Sampling margin of error:**
  - Statewide, full sample (n=1,200):  $\pm 3.23\%$  at the 95% level of confidence. This sample error accounts for sample weighting, using the effective sample size.
- **This survey was conducted as part of the State Broadband Initiative(SBI) grant program, funded by the National Telecommunications and Information Administration(NTIA).**