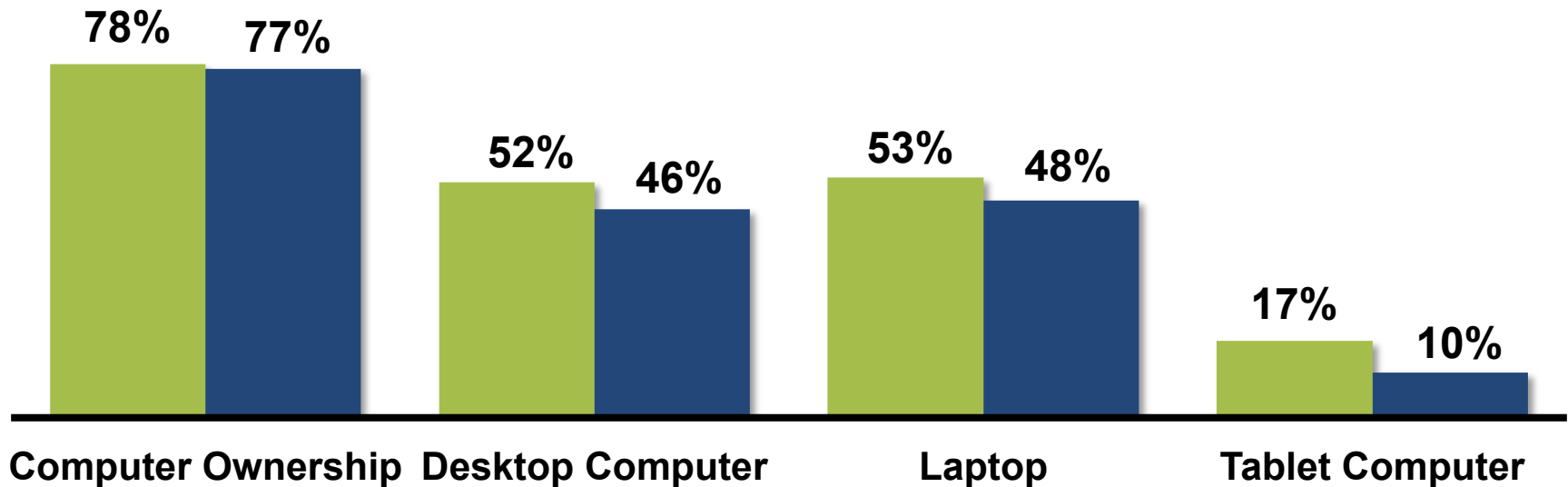


Connect South Carolina 2012 Technology Assessment of Darlington, Dillon, Marion, and Marlboro Counties

Computer Adoption at Home

Among all South Carolina residents, and residents of Dillon, Darlington, Marion and Marlboro counties

■ Statewide ■ Dillon-Darlington-Marion-Marlboro

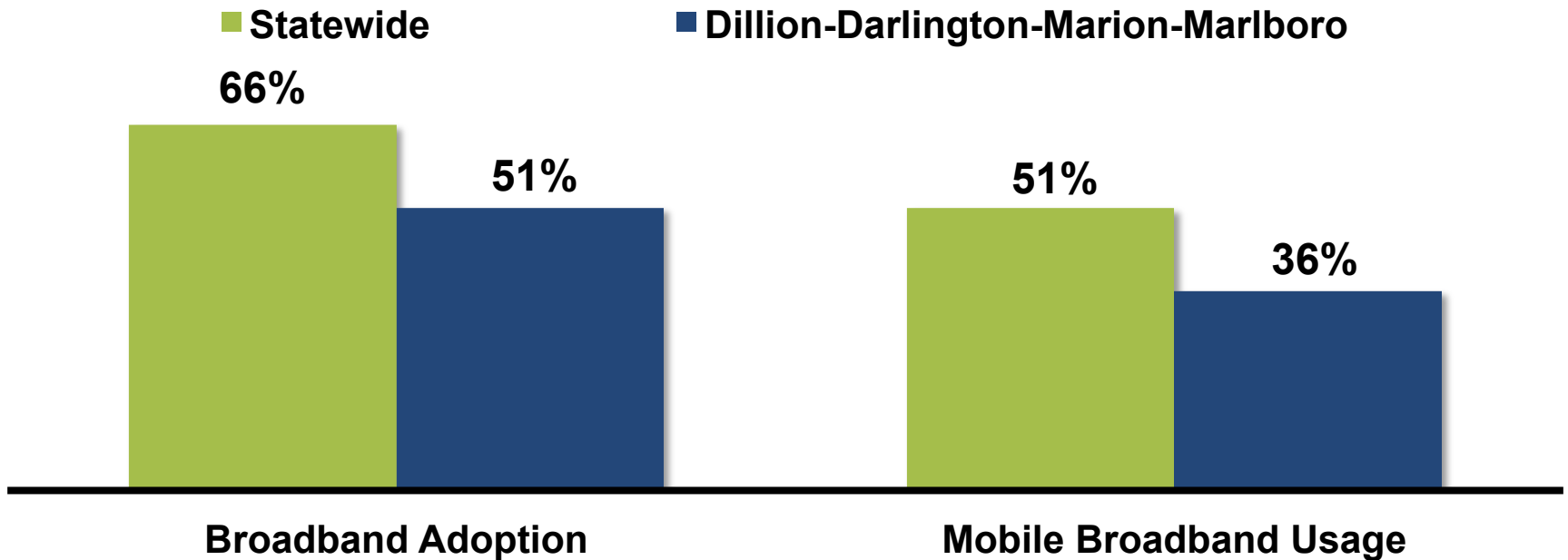


Q: Does your household have computer?; and
 Q: What type of computer do you have at home?
 (n=1,200 South Carolina residents and
 n=45 residents of Dillon, Darlington, Marion, and Marlboro counties)

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

Broadband Adoption in South Carolina

Among all South Carolina residents, and residents of Dillon, Darlington, Marion and Marlboro counties



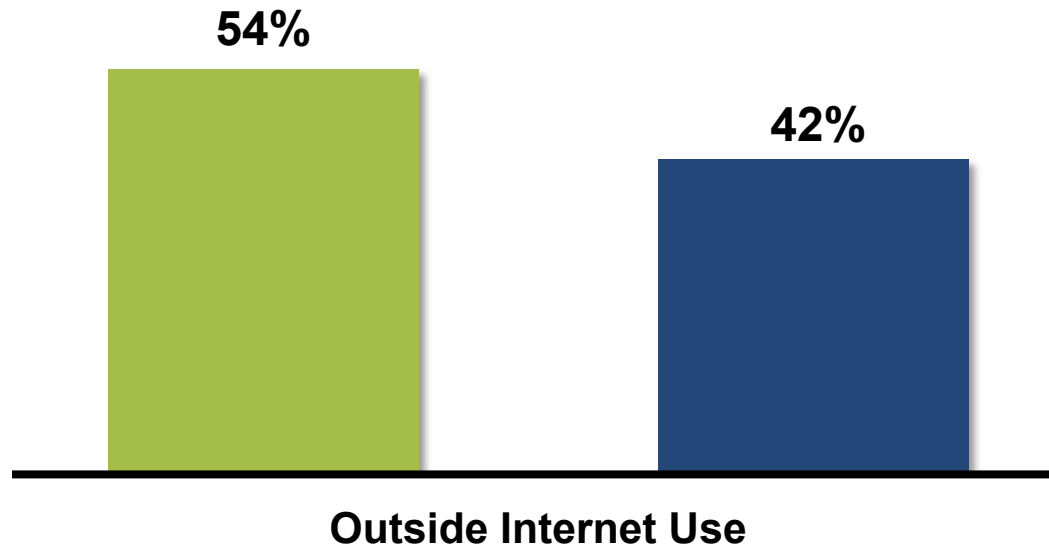
Q: Which of the following describes the type of Internet service you have at home?; and
 Q: On your cell phone, do you subscribe to a plan that allows you to access the Internet?; and
 Q: When you are at your home, which of the following devices do you use to access the Internet?; and
 Q: At what locations 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=45 residents of Dillon, Darlington, Marion, and Marlboro 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 Dillon, Darlington, Marion and Marlboro counties

■ Statewide ■ Dillon-Darlington-Marion-Marlboro



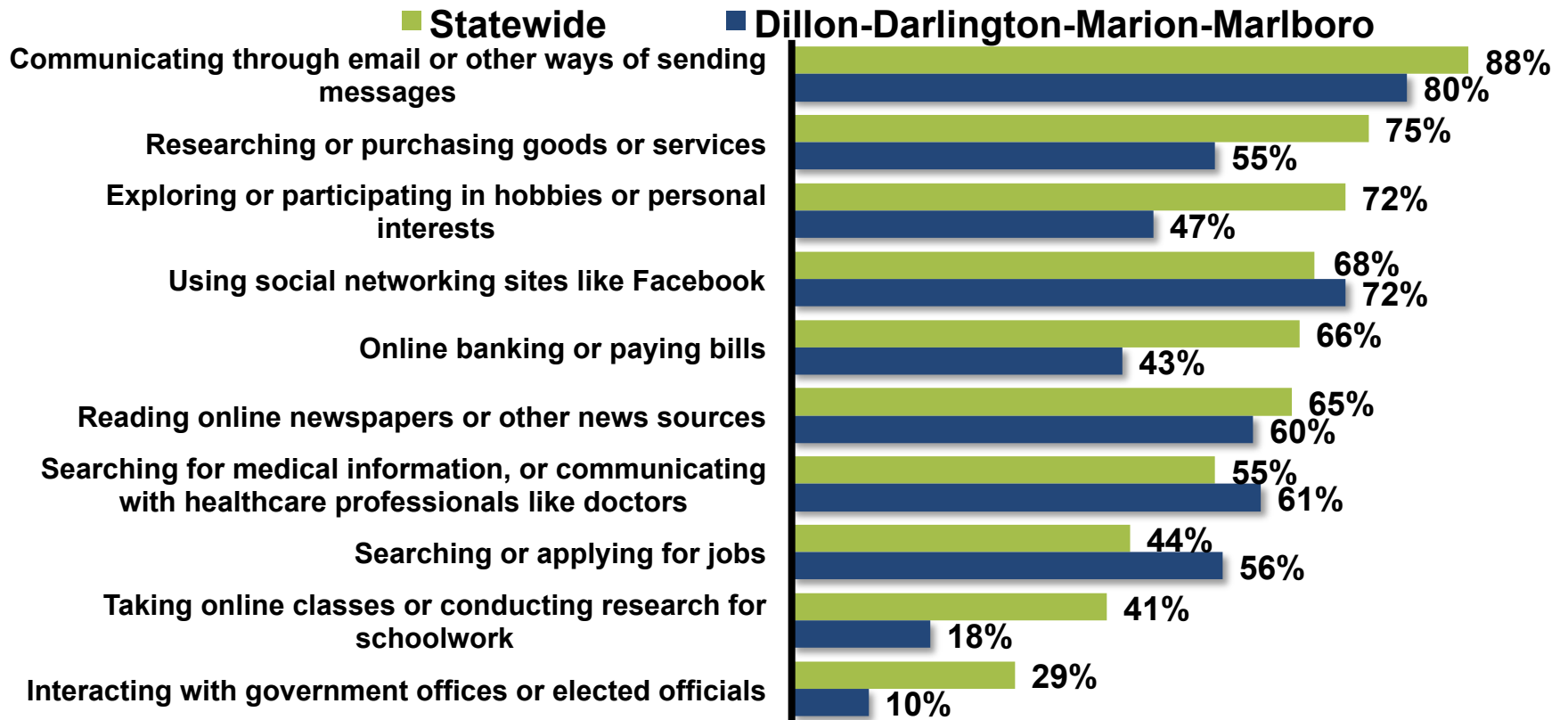
Q: Do you use the Internet from any locations outside of your own home?
(n=1,200 South Carolina residents and
n=45 residents of Dillon, Darlington, Marion, and Marlboro counties)

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



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

Percent of South Carolina, and Dillon, Darlington, Marion and Marlboro Counties Internet Users

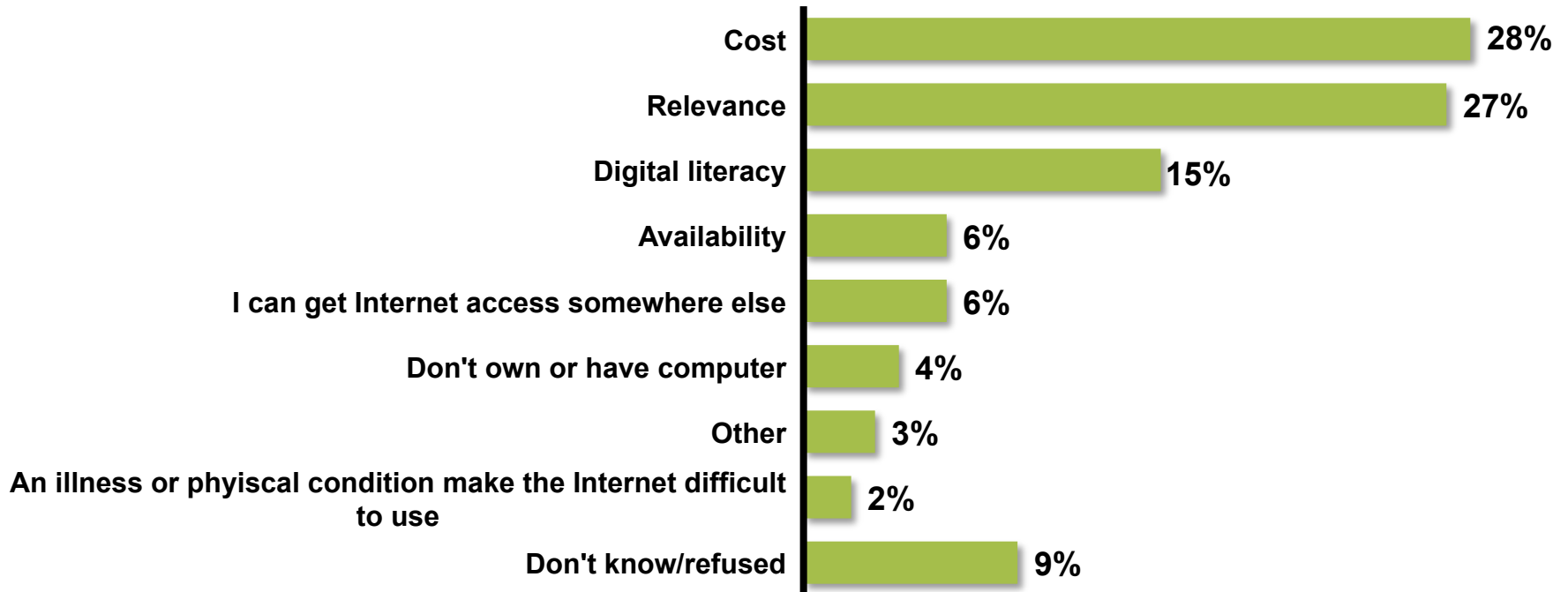


Q: Which of the following types of information do you use the Internet to look for?
 (n=933 South Carolina Internet users and n=32 Internet users of Dillon, Darlington, Marion, and Marlboro counties)

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

Main Barriers to Broadband Adoption

Among South Carolina residents 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)

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).**