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Internet & Broadband Use in Kentucky  
Statewide Results from the  
2005 County Level Technology Assessment Study

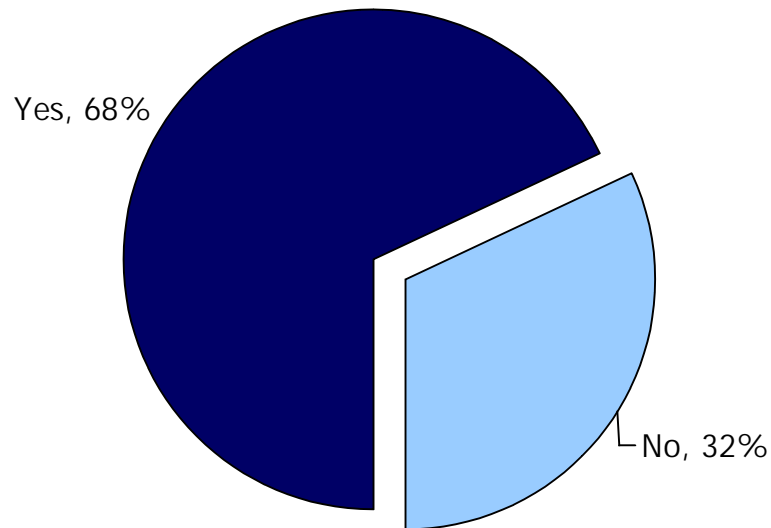


# Computer & Internet Presence



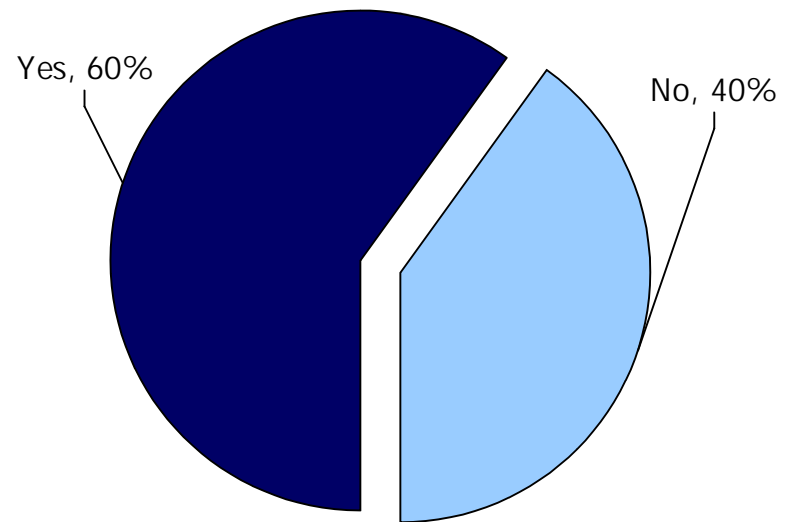
- Nearly 70% of adults in Kentucky report having a computer in their home, and 60% of adults report having Internet access at home.
- In absolute terms, these ratios convert to approximately 2.1 million adults with a computer and 1.9 million with access to the Internet at home.

Computer is in Household



Source: 2005 ConnectKY Technology Assessment Study, n=10,842

Have Internet Access at Home

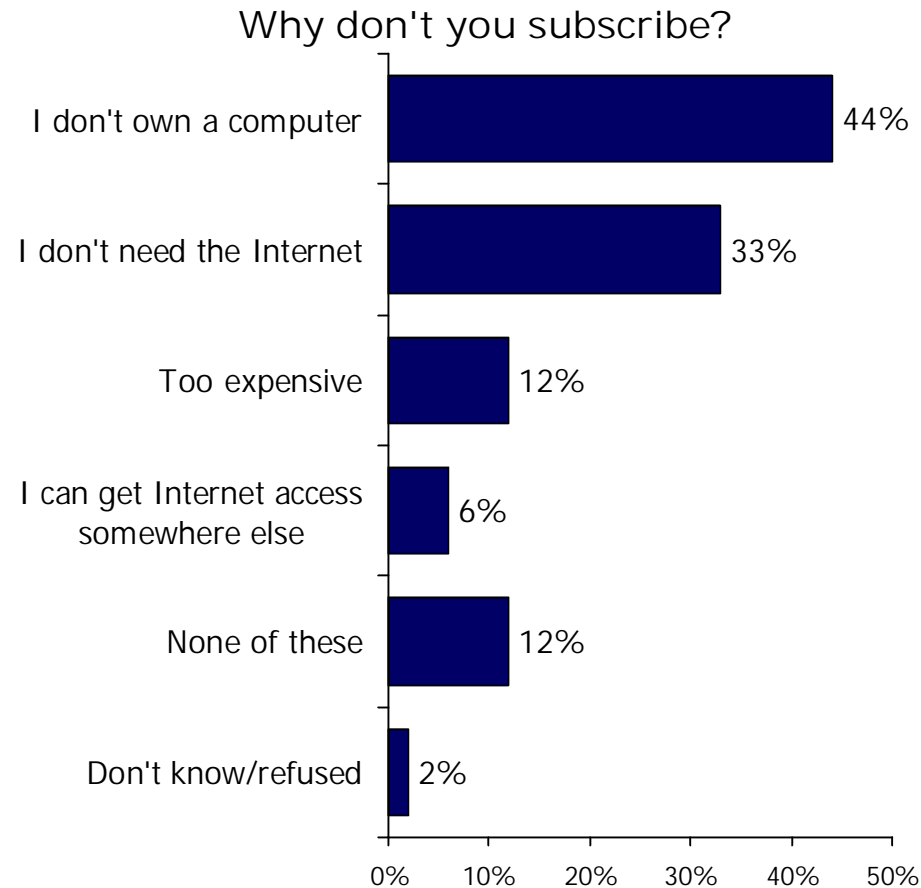


Source: 2005 ConnectKY Technology Assessment Study, n=10,842

# Barriers to Internet Adoption



- Not having a computer at home and no perceived need for the Internet are the most common barriers to greater residential Internet use in Kentucky.
- However, 12% of today's non-users say obtaining Internet access at home would be too expensive and 6% say they can obtain access outside their own home.



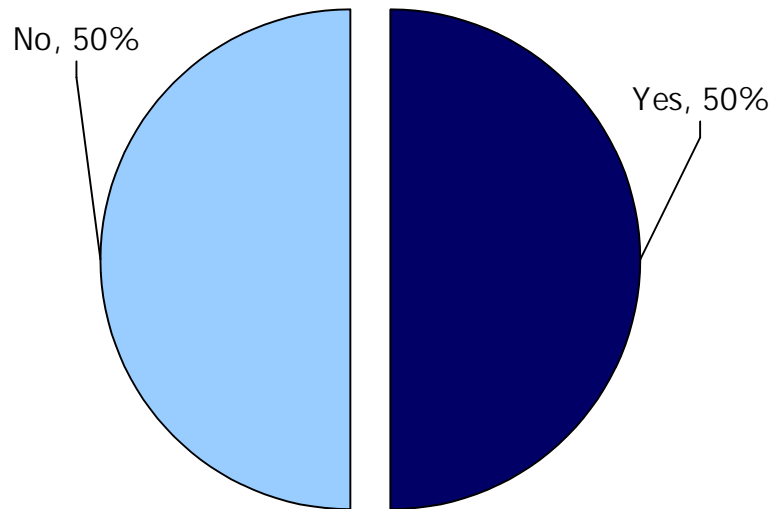
Source: 2005 ConnectKY Technology Assessment Study, n=4,774 adults without access at home

# Access Outside the Home



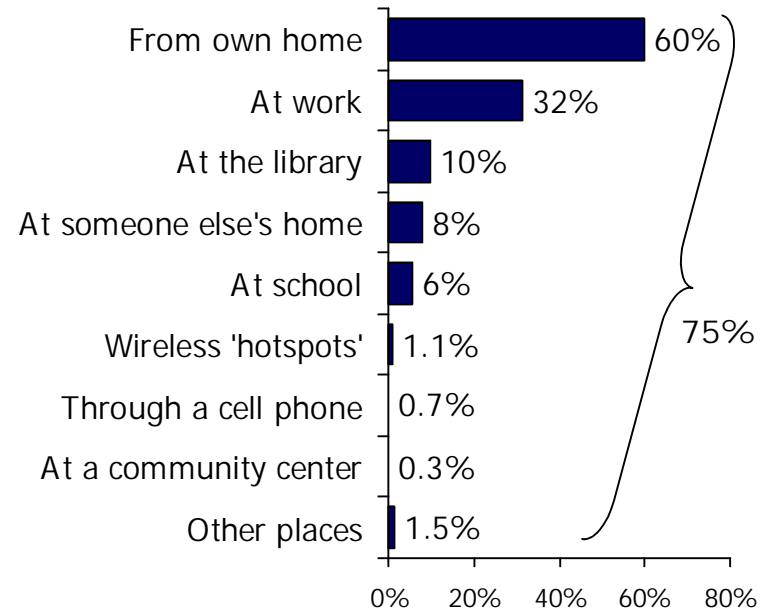
- Nearly half of adults in Kentucky have Internet access outside their own home, mainly at work, but also at libraries, schools and homes of others.
- Three out of four adults have Internet access from any location, meaning 15% of adults in Kentucky only have Internet access outside their home.

Internet Access Outside Home



Source: 2005 ConnectKY Technology Assessment Study, n=10,842

Locations of Access

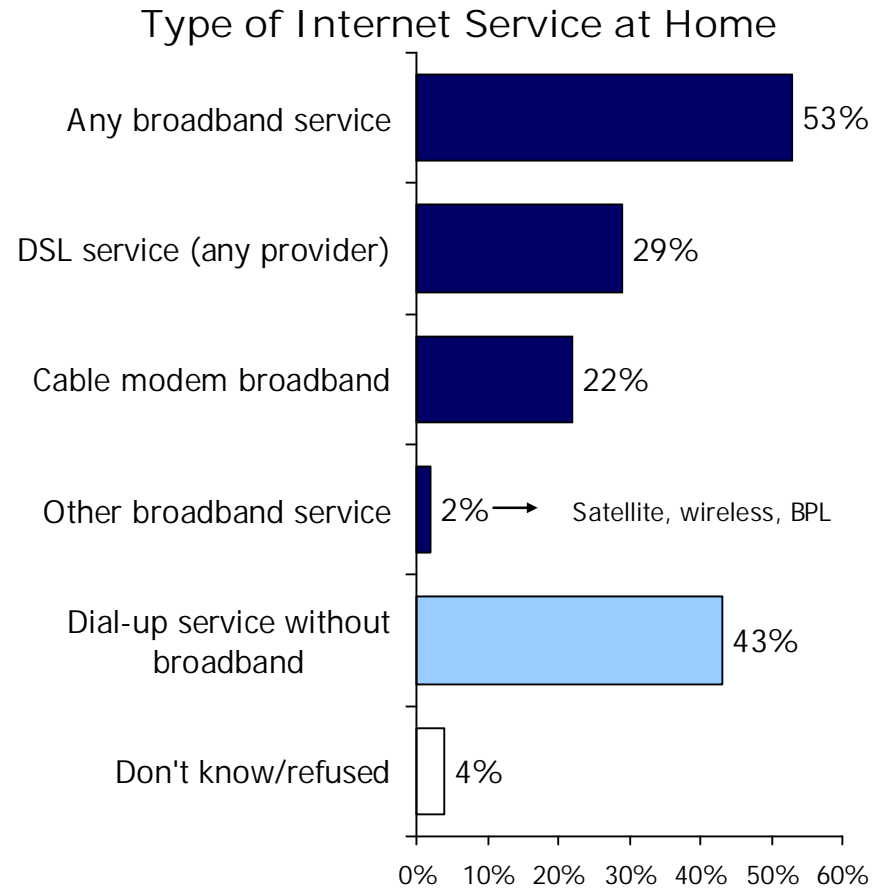


Source: 2005 ConnectKY Technology Assessment Study, n=10,842

# Residential Broadband Access



- Over half (53%) of adults with Internet access at home have broadband, including 29% with DSL service and 22% with cable modem service.
- This converts to 32% of the adult population or one million adult residents with broadband at home.
- U.S. Comparisons<sup>^</sup>
  - 53% of home users and
  - 33% of all adults have a broadband connection.



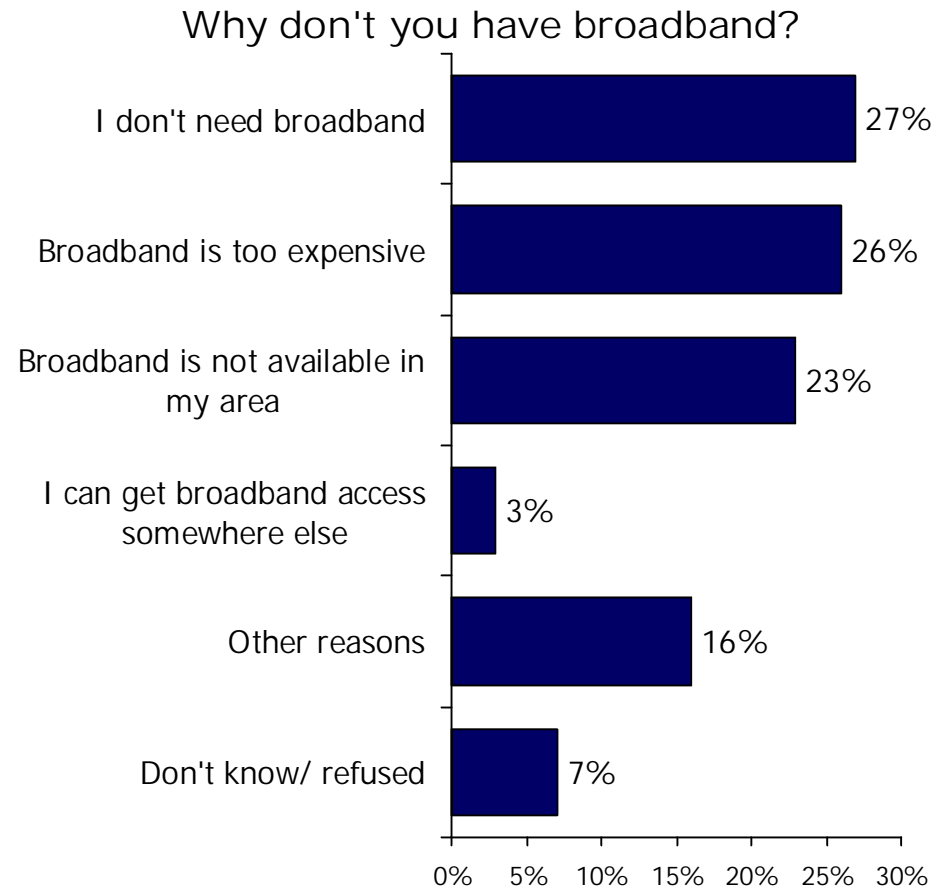
Source: 2005 ConnectKY Technology Assessment Study, n=6,050 adults with access at home

<sup>^</sup>Source: Pew Internet & American Life Project. [www.pewinternet.org](http://www.pewinternet.org)

# Barriers to Broadband Adoption

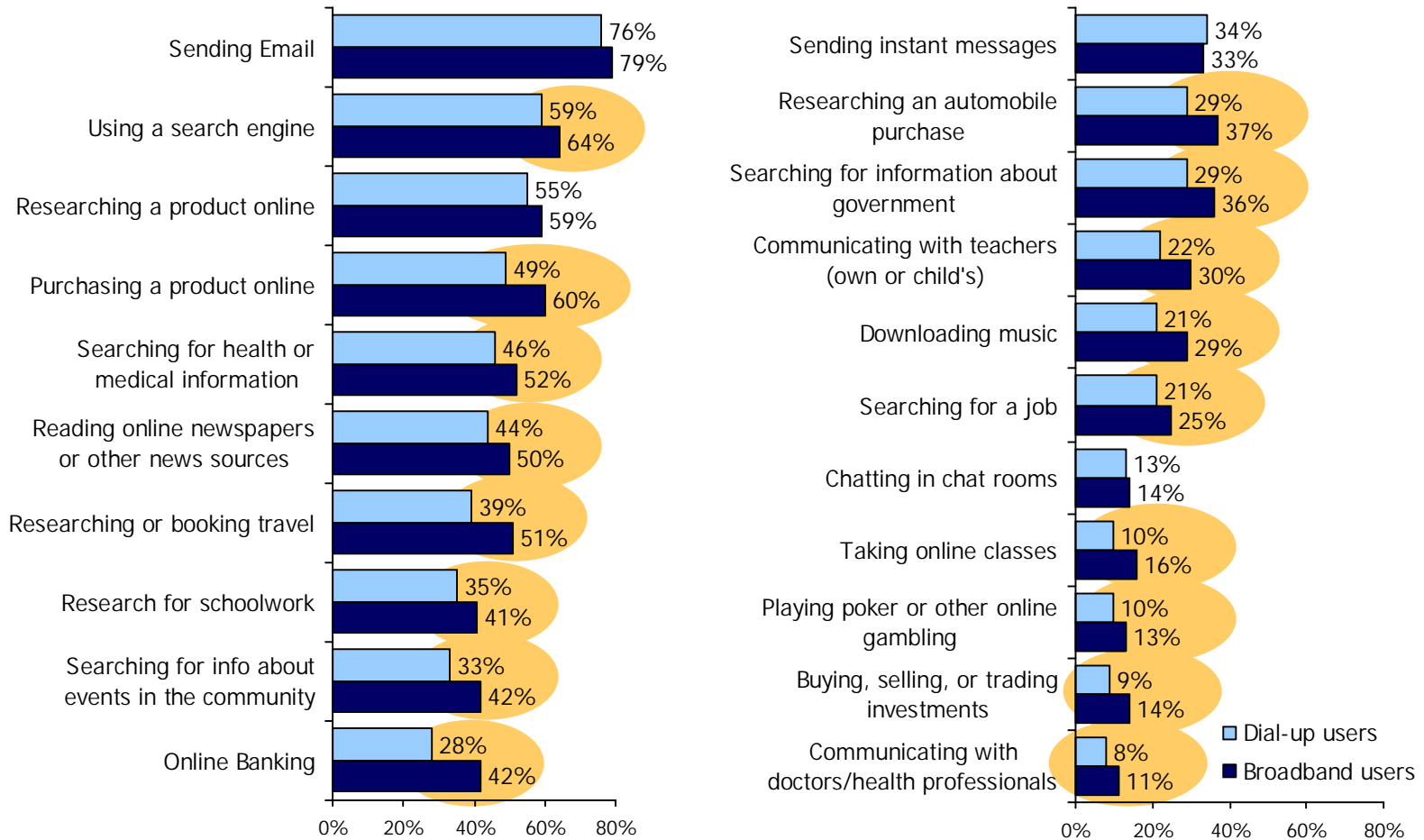


- Over one-quarter of adults with dial-up service currently say they don't need a broadband connection.
- However, 26% of these dial-up users say broadband service is too expensive and 23% say broadband service is not available in their area.



Source: 2005 ConnectKY Technology Assessment Study, n=3,179 adults with dialup access at home

# Uses for the Internet (Home Broadband vs. Dialup)

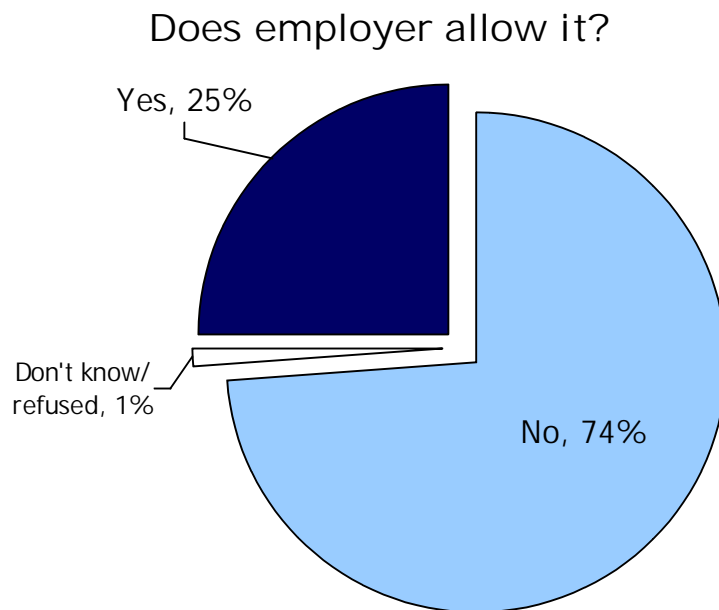


Source: 2005 ConnectKY Technology Assessment Study, n=3,179 adults with dialup access and 2,599 adults with broadband access from home. Statistically significant differences (z-test at 95% confidence level) between the two groups are highlighted.

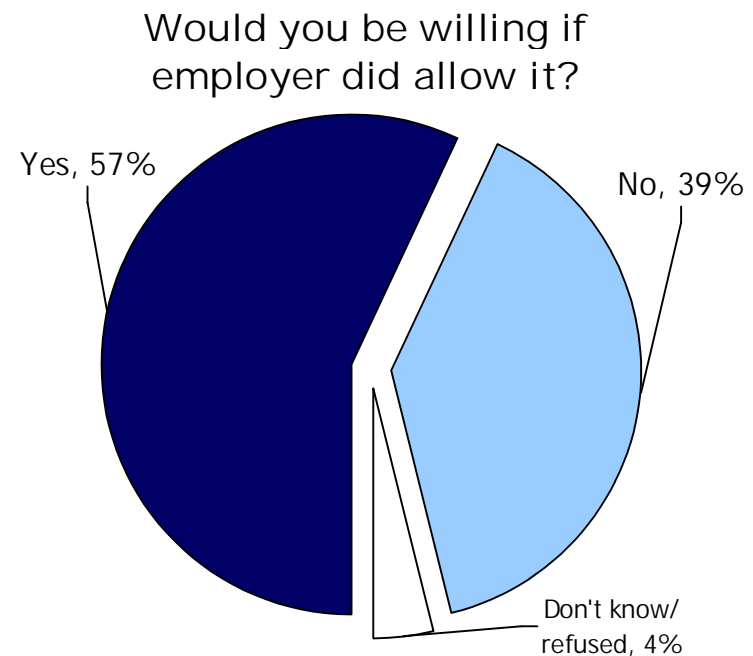
# Telecommuting via Broadband



- One-quarter of employed adults who have broadband at home say their employer allows them to telecommute—defined as working from home on a regular basis through a broadband connection.
- Over half of those not allowed to telecommute would be willing to do so.



Source: 2005 ConnectKY Technology Assessment Study, n=1,750 employed adults who have broadband at home.



Source: 2005 ConnectKY Technology Assessment Study, n=1,351 home broadband users not allowed to telecommute.