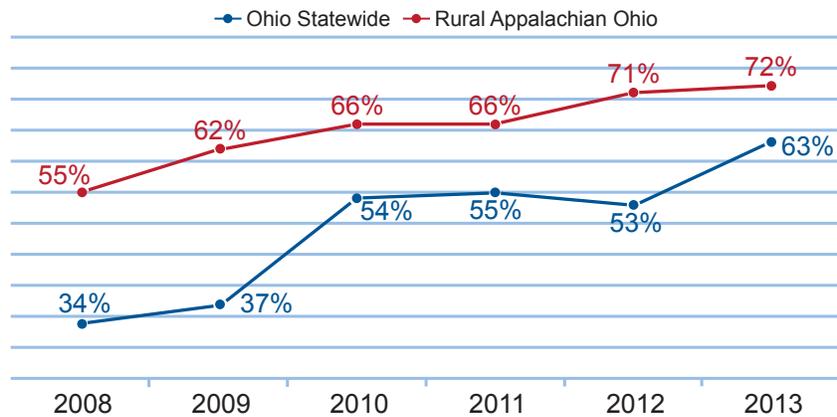


## Results from Connect Ohio's 2013 Residential Technology Assessment: Technology Adoption in Rural Appalachian Ohio

According to Connect Ohio's 2013 Residential Technology Assessment, 63% of households in rural Appalachian portions of the state subscribe to home broadband service, compared to 72% of households statewide.<sup>1</sup> This represents a 10 percentage point increase in home broadband adoption over the previous year for the region.

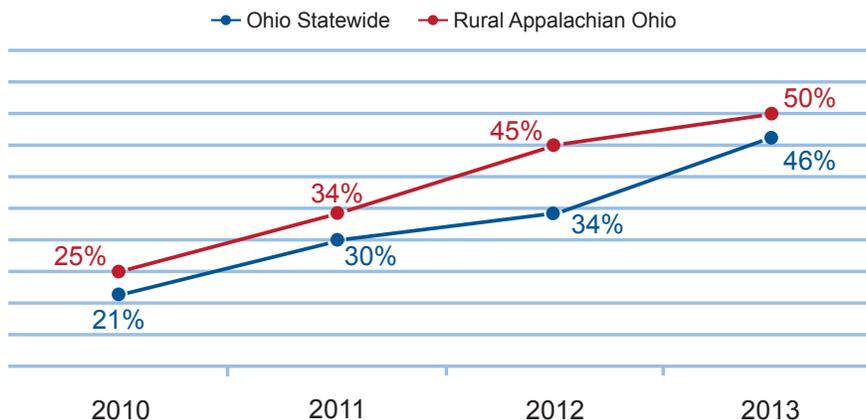
### Trends in Home Broadband Adoption



This growth in home broadband adoption is attributable in part to the growth in broadband availability in the region. Currently in rural Appalachian Ohio, **92%** of households have access to broadband service, up from 87% just two years earlier. This means that today, approximately **30,000** more households in the region have access to broadband service than in 2011.

Mobile broadband usage has also grown in this region of Ohio. Nearly one-half of Ohio adults living in rural Appalachia (46%) use mobile broadband service, up from 21% in 2010 when Connect Ohio began measuring this trend.

### Trends in Mobile Broadband Use in Ohio

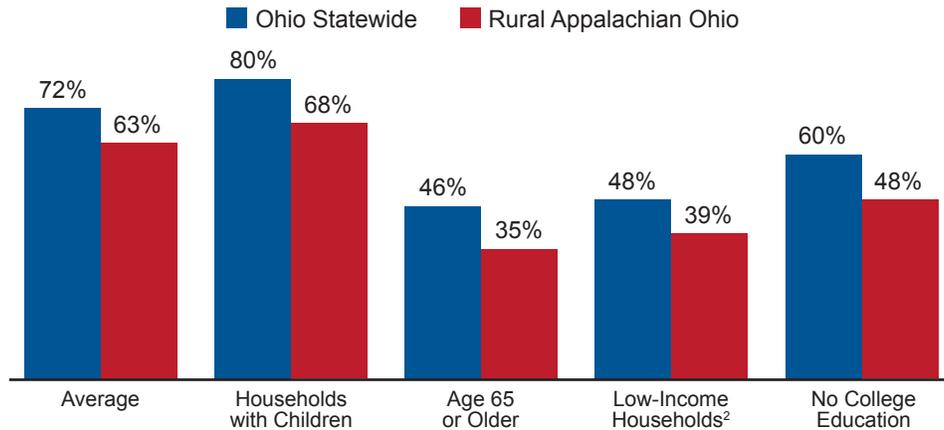


<sup>1</sup> "Rural Appalachian" includes Ohio residents living in counties that are part of the Appalachian Regional Commission, excluding those that are part of the Cincinnati-Northern Kentucky Metropolitan Statistical Area (MSA) or contain the core city of another MSA in the state.

Despite these upward trends, there is still much work to be done in rural Appalachian portions of Ohio.

Several demographic groups in this part of Ohio still lag behind in terms of home broadband adoption.

### 2013 Home Broadband Adoption Rates in Ohio

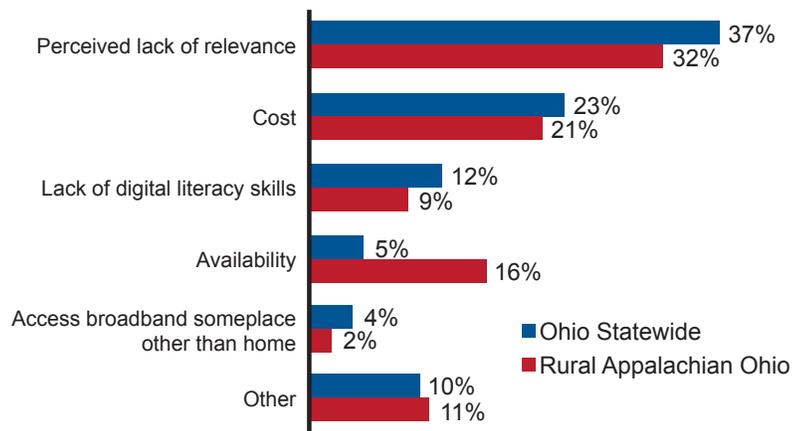


Across this region of the state, nearly **162,000** households still do not subscribe to home broadband service; altogether, more than **1 in 8** Ohio households that do not subscribe to broadband are in the rural Appalachian region of the state. Despite the recent growth in broadband availability, a lack of available broadband service is cited more than **three times** as often in rural Appalachian Ohio as it is statewide.

In addition, schools, businesses, and families in rural Appalachian portions of Ohio will benefit from increasing broadband adoption and usage. Nearly **74,000** school-age children in rural Appalachian portions of Ohio still do not have broadband access at home, while an estimated **458,000** working-age adults in this region of Ohio 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.

Connect Ohio collected this information through random digit dial telephone surveys of 3,615 adult heads of households across the state, including 792 adults in rural Appalachian Ohio. 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. In addition, Connect Ohio over-sampled respondents who did not subscribe to home broadband service. This survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the National Telecommunications and Information Administration. The SBI grant program was created by the Broadband Data Improvement Act, unanimously passed by Congress in 2008 and funded by the American Recovery and Reinvestment Act in 2009.

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



You can read more about these surveys, as well as Connect Ohio’s efforts to increase broadband access, adoption, and usage across the state, by visiting our website at [www.connectohio.org/](http://www.connectohio.org/). You can also connect with us on [Facebook](#) or [Twitter](#).

<sup>2</sup> "Low-income" households are those reporting annual household incomes below \$25,000