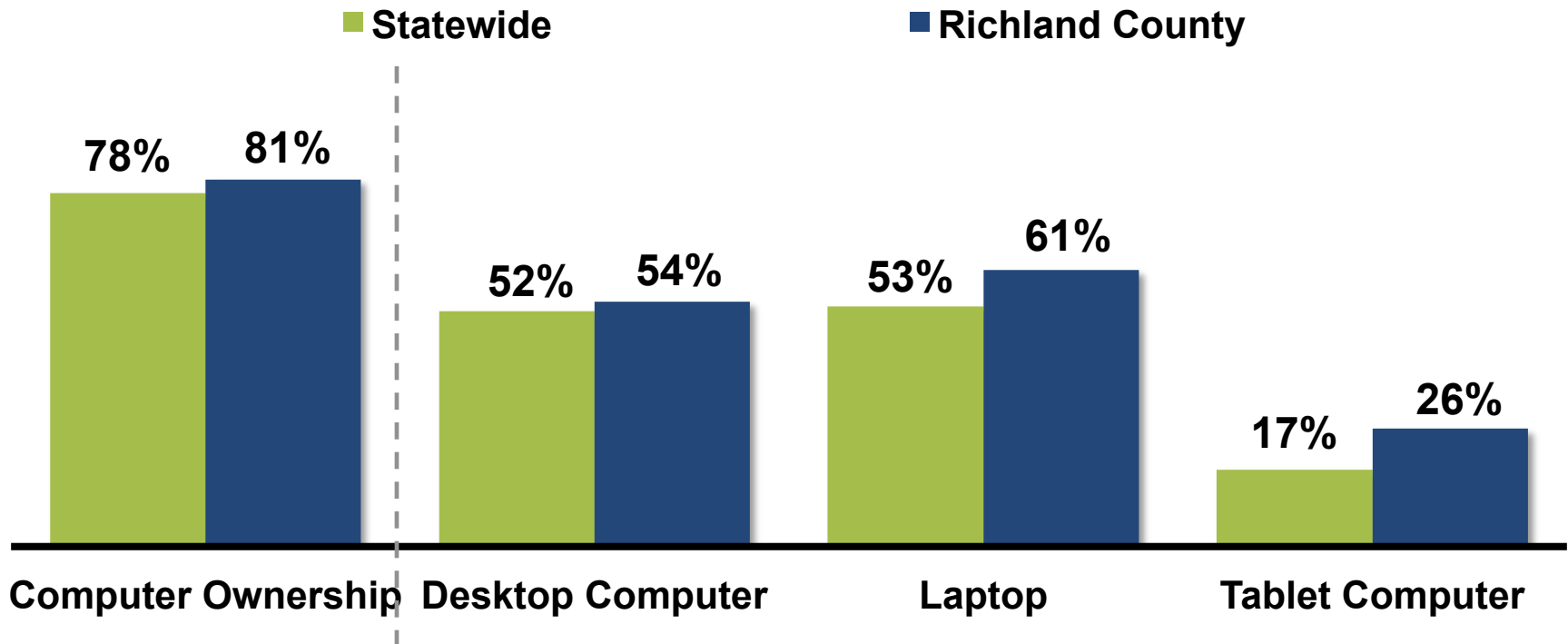


Connect South Carolina 2012 Residential Technology Assessment Of Richland County

Computer Adoption at Home

Among all South Carolina residents, and residents of Richland County

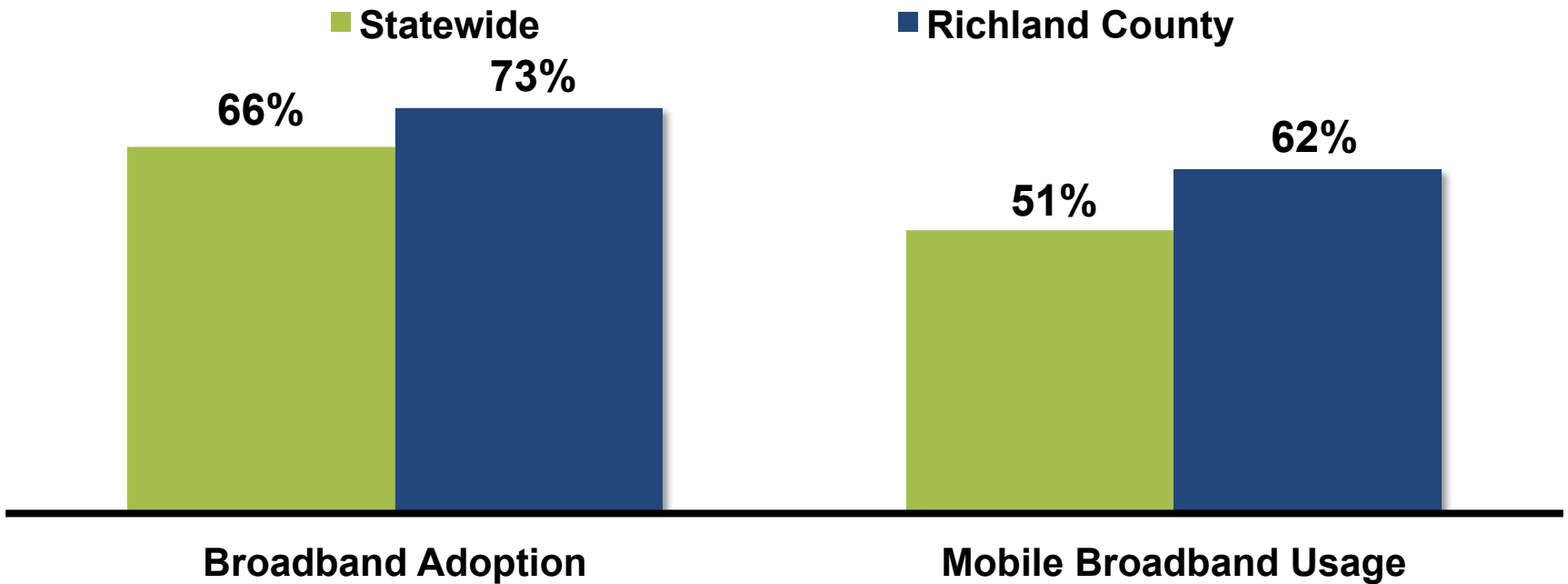


Q: Does your household have computer?; and
 Q: What type of computer do you have at home?
 (n=1,200 South Carolina residents and
 n=102 residents of Richland County)

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

Broadband Adoption in South Carolina

Among all South Carolina residents, and residents of Richland County

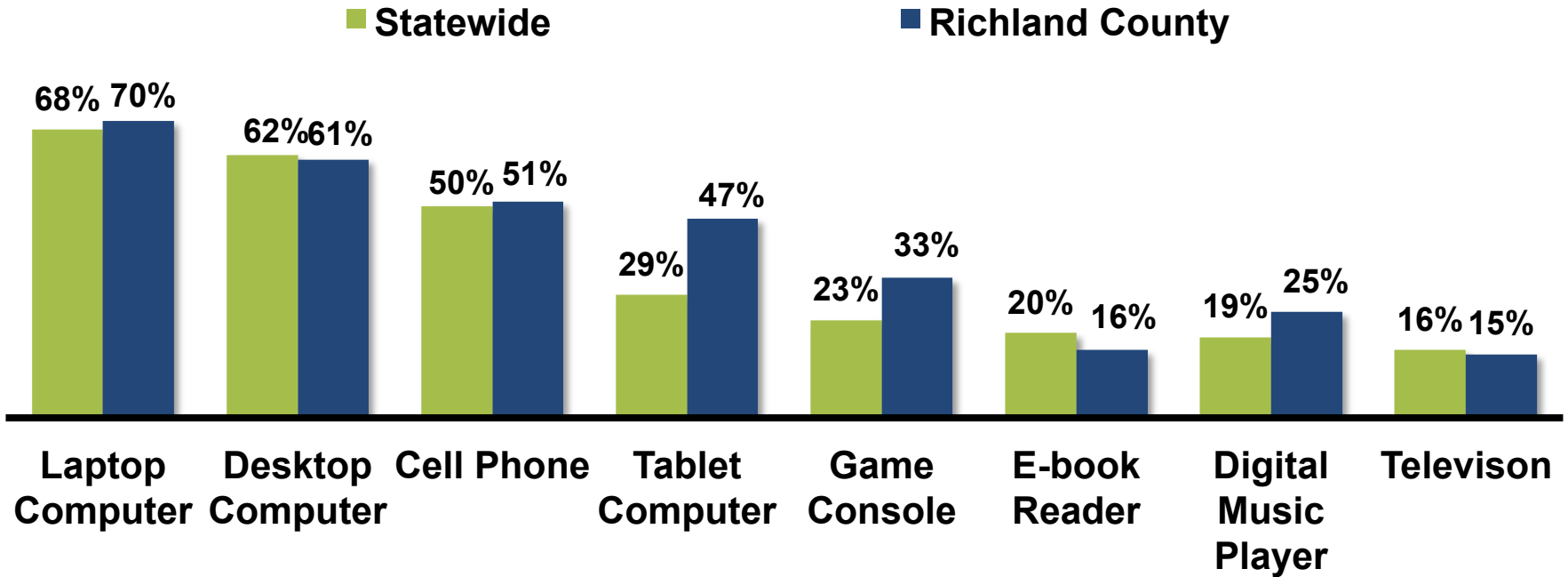


Q: Which of the following describes the type of Internet service you have at home? ;and
 Q: On your cell phone, do you subscribe to a plan that allows you to access the Internet?; and
 Q: When you are at your home, which of the following devices do you use to access the Internet? ;and
 Q:At what locations outside of your own home do you use the Internet? ;and
 Q: How often, if ever, do you go online using your cell phone? ;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 Richland County)

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

Devices Used to Access the Internet at Home

Among South Carolina residents , and residents of Richland County who use the Internet at home



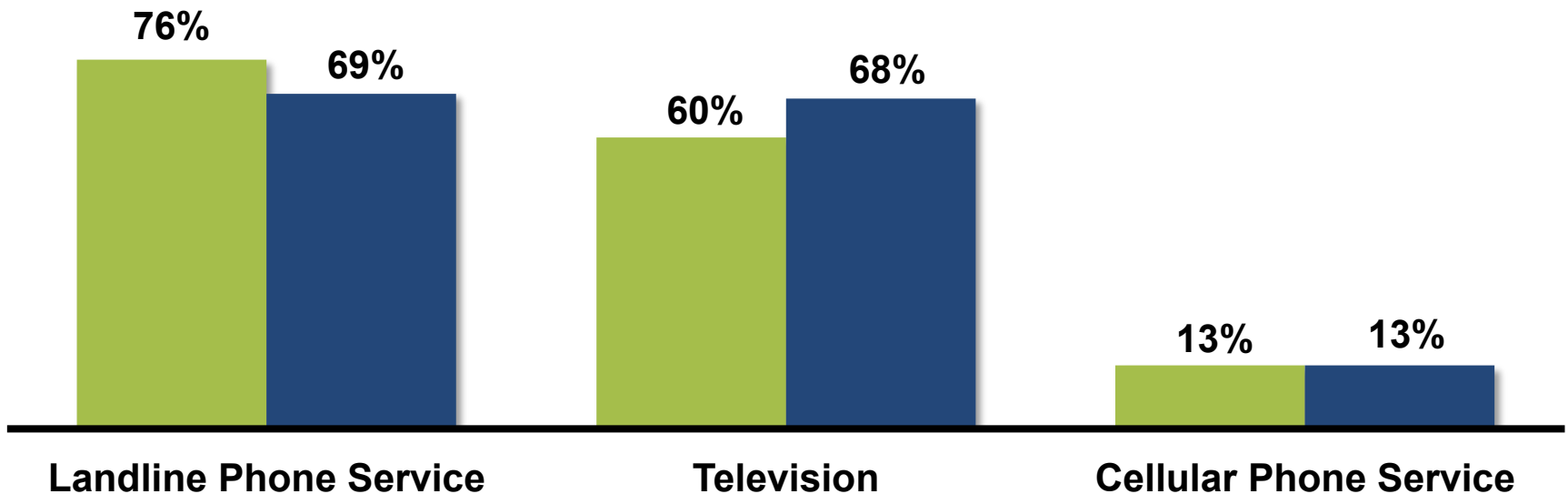
Q: When you are at home, which of the following devices do you use to access the Internet?
 (n=834 South Carolina residents who use the Internet at home
 and n=78 residents of Richland County who use the Internet at home)

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

Services Bundled with Home Internet Service

Among South Carolina residents, and residents of Richland County who have a bundled service with their home Internet service

■ Statewide ■ Richland County



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 and n=62 residents of Richland County who have bundled services with their home Internet service)

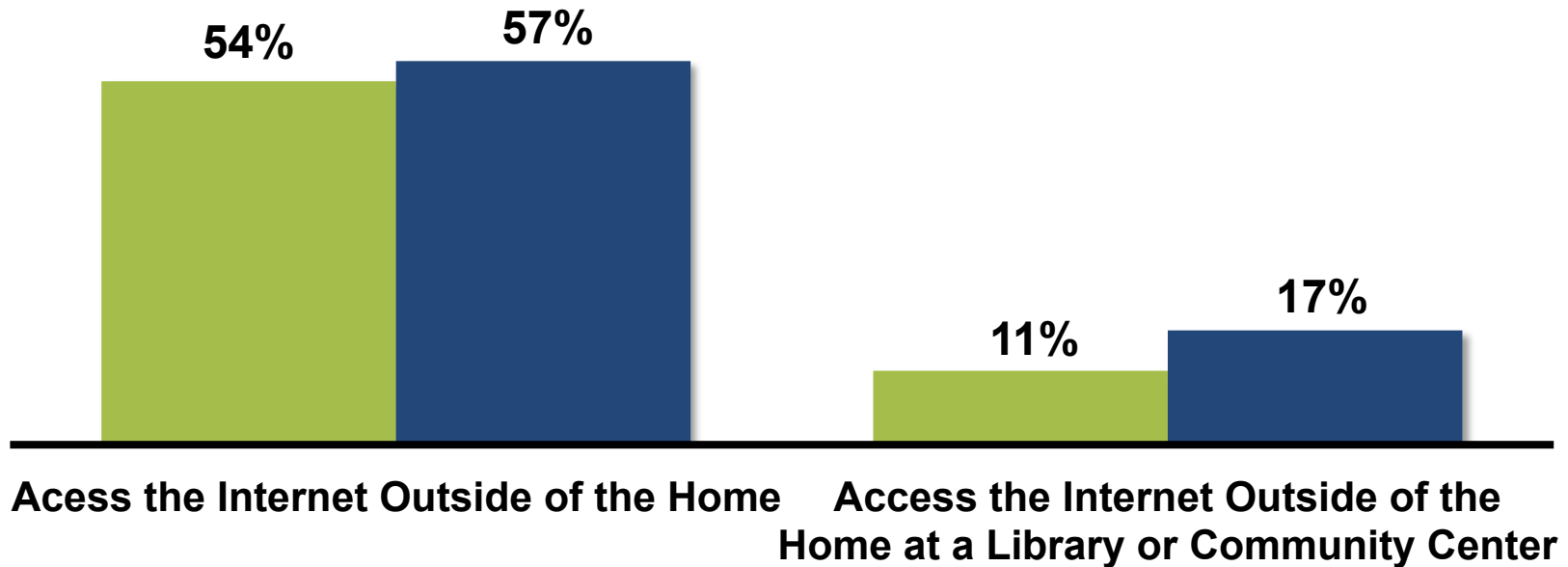
Source: 2012 Connect South Carolina Residential Technology Assessment
www.connectsc.org

Access the Internet Outside of Home

Among all South Carolina residents, and residents of Richland County

■ Statewide

■ Richland County

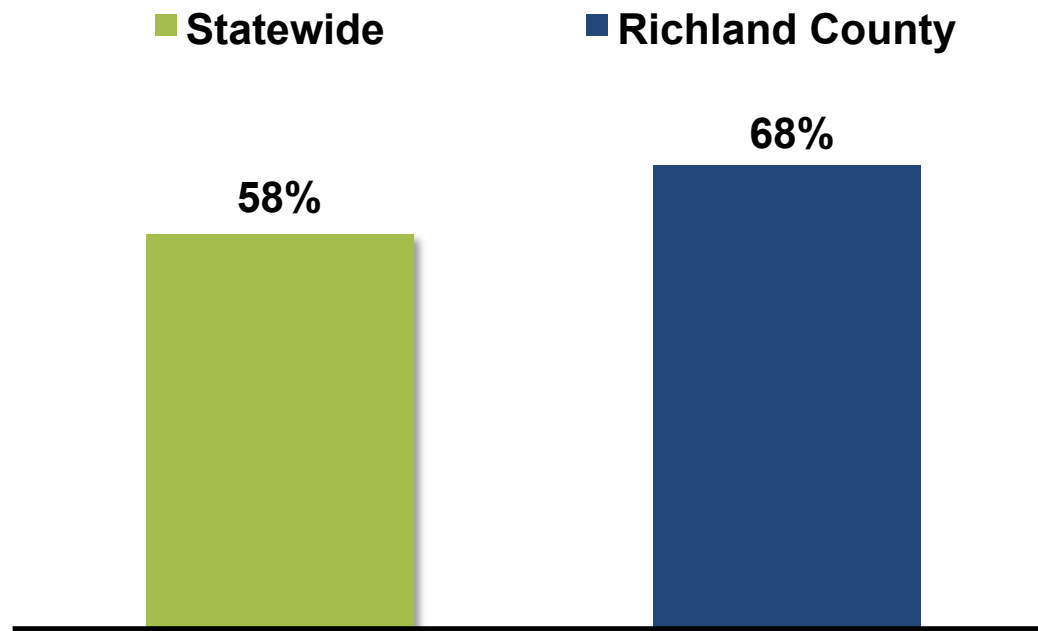


Q: Do you use the Internet from any locations outside of your own home?
 (n=1,200 South Carolina residents and
 n=102 residents of Richland County)

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

Use of Wi-Fi to Access the Internet

Among all South Carolina residents, and residents of Richland County who own laptops or tablets



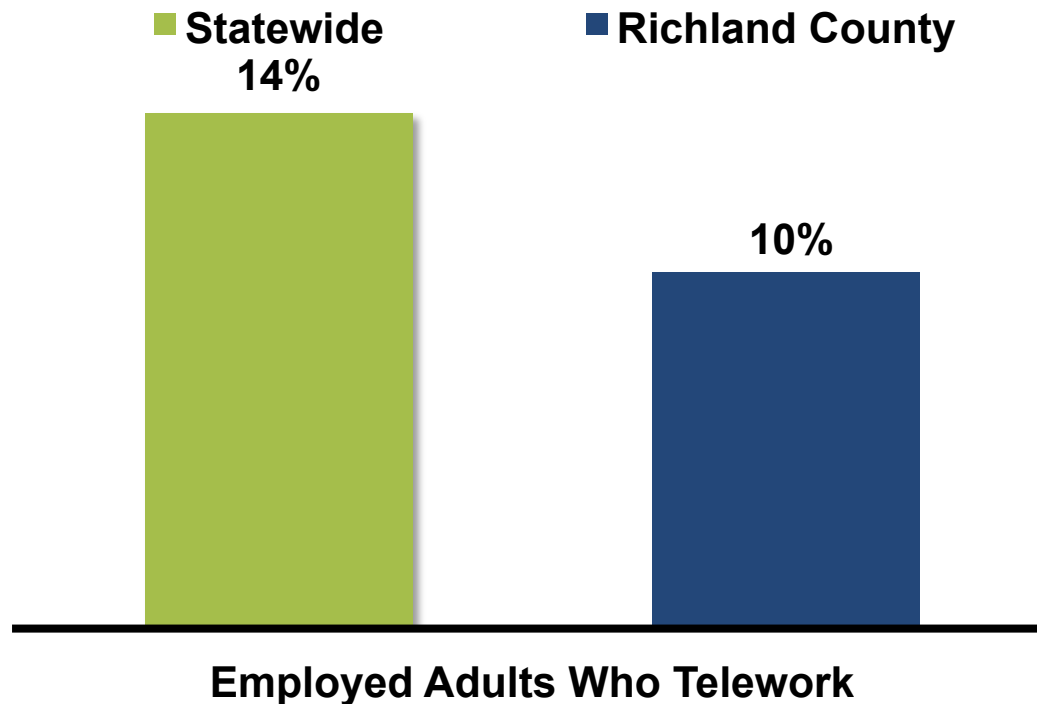
Laptop and/or Tablet Computer Owners that Use the Internet

Q: Do you use Wi-Fi zones, sometimes called 'hotspots' to access the Internet?
(n=615 South Carolina residents and n=62 residents of Richland County who use the Internet at home or outside of home through laptop or tablet)

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

Teleworking in South Carolina

Among all South Carolina residents, and residents of Richland County who are employed

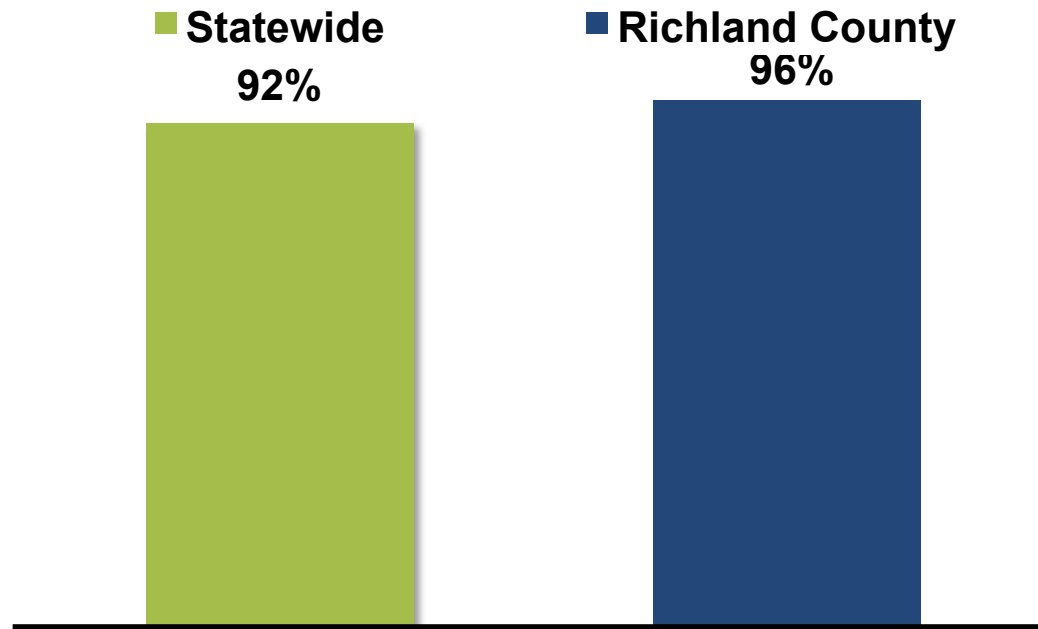


Q: Which of the following describe the way you work from home, when you do so?
(n=596 South Carolina residents and
n=55 residents of Richland County employed full or part time)

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

Satisfaction of Home Broadband Service

Among all South Carolina residents, and residents of Richland County who have broadband at home



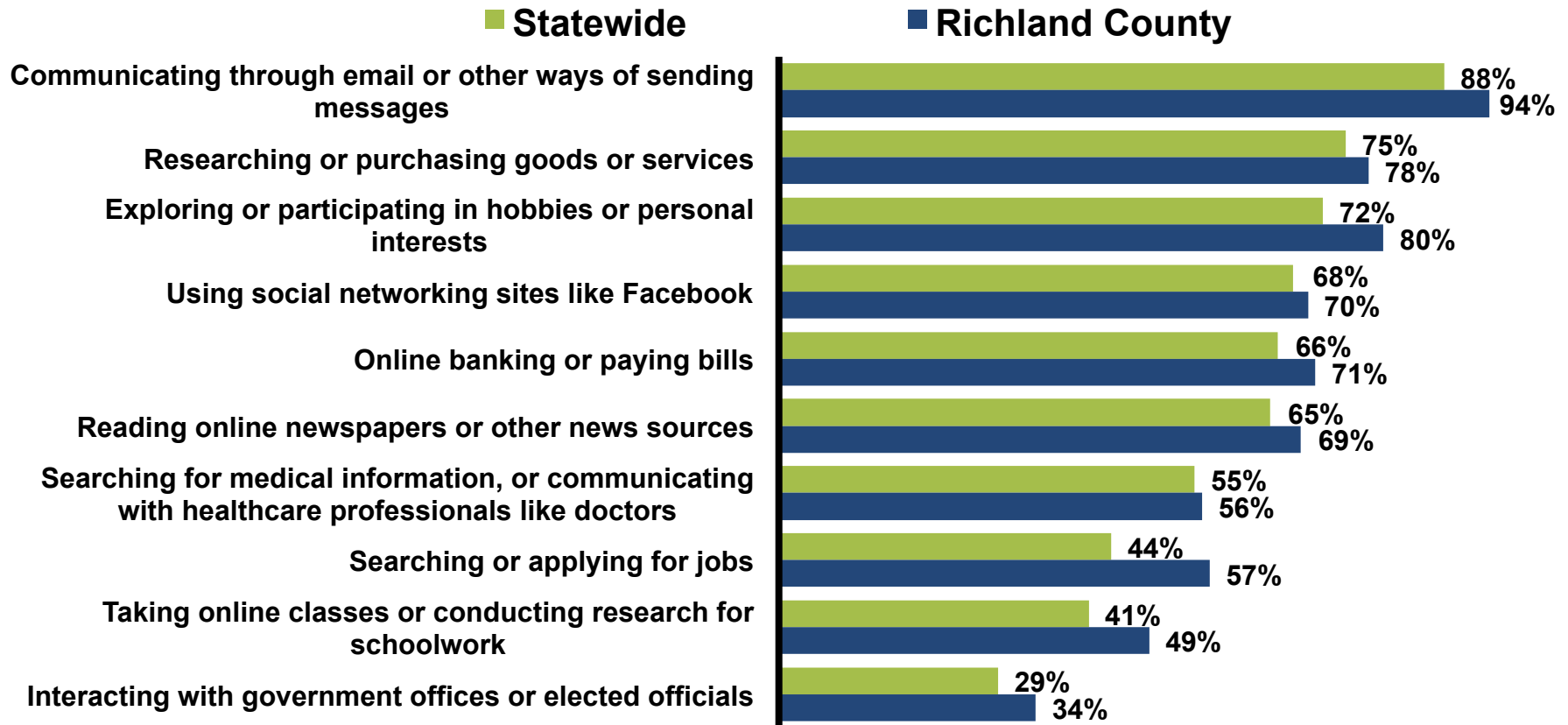
Favorable Satisfaction (Very or Somewhat) with Home Broadband Service

Q: Overall, how satisfied are you with your home broadband service?
(n=798 South Carolina residents and n=74 residents of Richland County who subscribed to home broadband service)

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 Internet Users

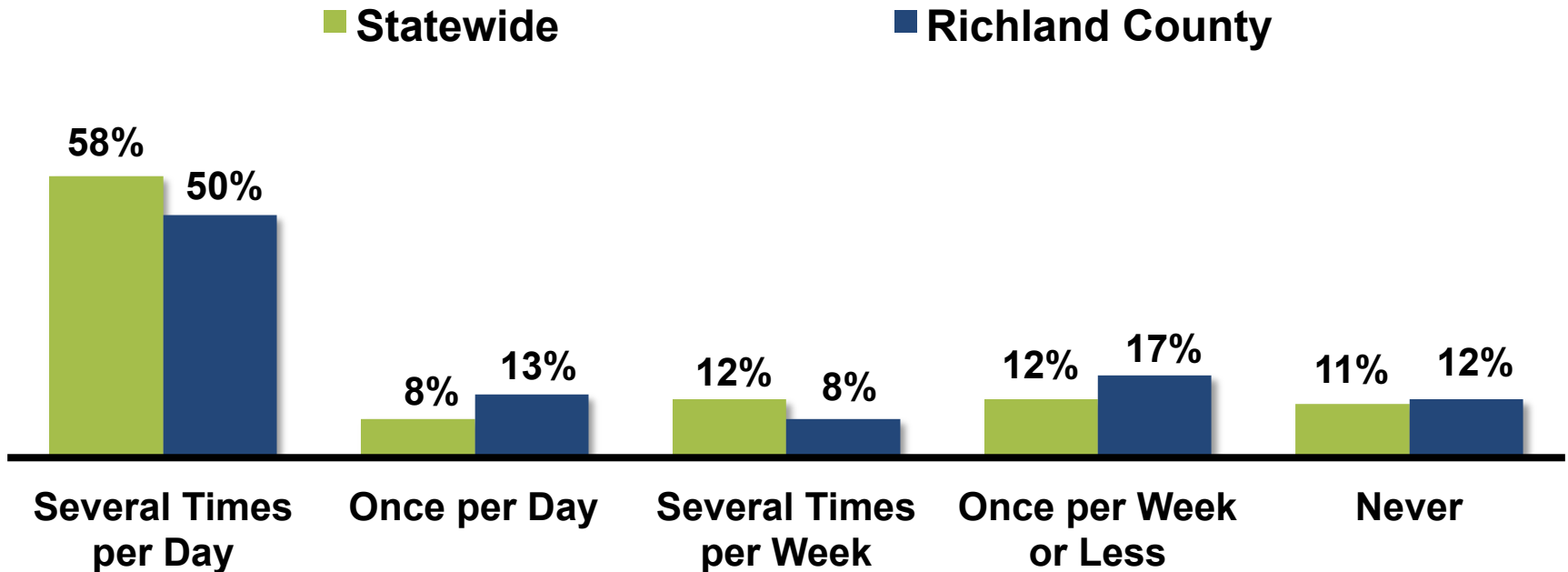


Q: Which of the following types of information do you use the Internet to look for?
 (n=933 South Carolina Internet users and n=83 Internet users of Richland County)

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

Frequency Use of Internet on Cell Phones

Among South Carolina residents, and residents of Richland County who own a cell phone and subscribe to a data plan that allows Internet access

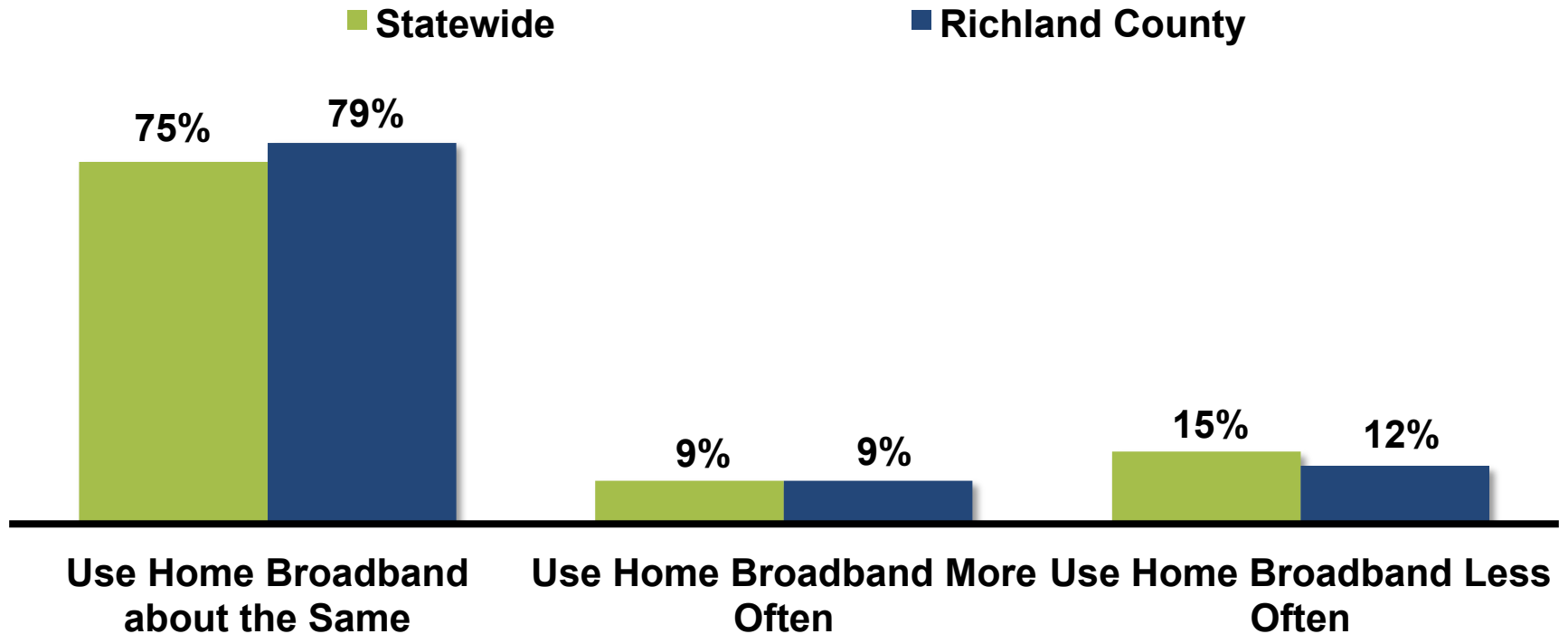


Q: How often, if ever, do you go online using your cell phone?
 (n=532 South Carolina residents and n=60 residents of Richland County who subscribe to a data plan that allows Internet access on cell phone)

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

Frequency Use of Home Broadband after Subscribing to the Internet on Cell Phones

Among South Carolina residents, and residents of Richland County who have Internet access on cell phone and home broadband

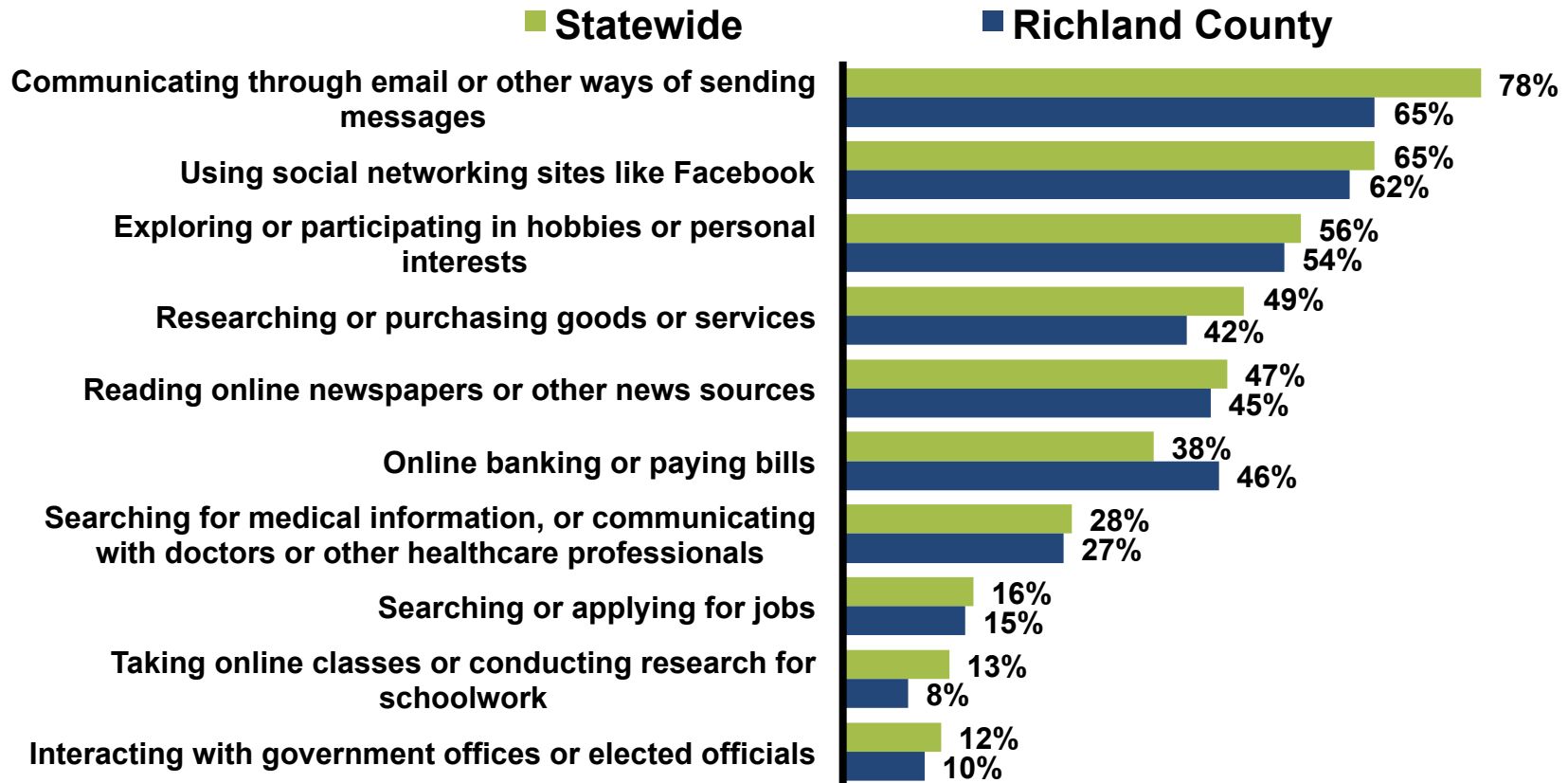


Q: Now that you can access the Internet using your cell phone, do you feel that you use your home broadband service less often, more often, or about the same amount?
 (n=379 South Carolina mobile Internet users on a cell phone who have home broadband service and n=45 the same residents of Richland County)

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

Online Activities among Residents Who Use the Internet on Their Cell Phone

Percent of residents who use the Internet through their cell phone



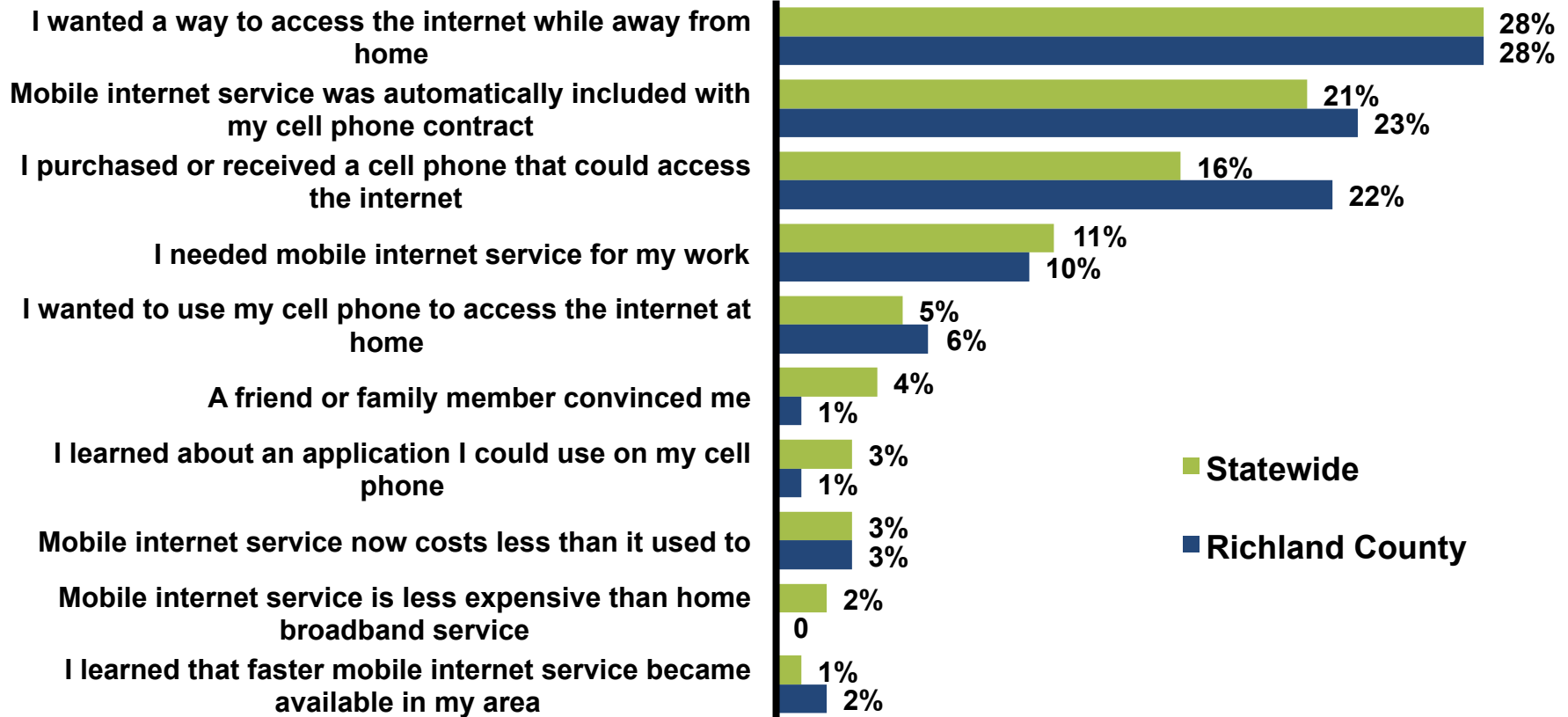
Q: Which of the following activities do you conduct on your cell phone using your mobile broadband service?

(n=454 South Carolina residents and n=52 residents of Richland County who use the Internet through their cell phone)

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

Main Reason for Subscribing to the Internet on a Cell Phone

Percent of South Carolina residents who can access Internet on cell phone



Q: Which one of these is the main reason why you decided to subscribe to Internet service on your cell phone?
 (n=532 South Carolina Internet users via cell phones and n=60 Internet users via cell phone of Richland County)

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).**