



# **Connect Kansas Residential Technology Assessment Results**

**In compliance with state and NTIA requirements**



# 2010 Technology Assessment of Kansas Residential Consumers Presentation Outline

<b>Summary of Key Findings</b>	<b>5</b>
Broadband Adoption and Usage	11
Computer and Internet Adoption	25
Prices Paid by Kansas Residents for Internet Service	33
Online Activities Among Kansas Internet Users	39
Mobile Technology Use	47
Teleworking and Working From Home Through an Internet Connection	53
Technology Adoption Barriers	57



# 2010 Technology Assessment of Kansas Residential Consumers Presentation Outline *(Continued)*

## **Residential Technology Assessment**

Assessment by Annual Household Income	63
Assessment by Urban-Rural Classification	75
Assessment by Age	87
Assessment by Race/Ethnicity	99
Assessment by Education	111
Assessment of Households With Children	123
Assessment by Employment Status	135
Research Methodology	147



***This page left intentionally blank.***



# Summary of Key Findings



# Key Findings

## 2010 Key Technology Benchmarks:

- Households with broadband service: 72%
- Households with a computer: 83%
- Residents who access the Internet from home or someplace else: 88%
- Residents who subscribe to mobile wireless via laptop or cell phone/mobile device: 28%

## Other Key Findings:

•Across Kansas, 72% of all residents subscribe to home broadband service; by comparison, national surveys show that 67% of American households subscribe to home broadband service.

•Statewide, 83% of all residents own a home computer. This translates into over 364,000 adults without a home computer, with more than two-thirds of those without a computer saying they do not believe they need one.

•Statewide, 3% of Kansas residents report that broadband is not available where they live, 89% say with certainty that broadband is available, and 8% do not know whether broadband service is available. By comparison, Connect Kansas' provider-validated Broadband Service Inventory found that 2.8% of households do not have terrestrial fixed broadband service access.

•In rural Kansas, 3% of adults report that broadband service is not available where they live, 87% say with certainty that broadband is available, and 10% do not know whether broadband service is available where they live. By comparison, Connect Kansas' provider-validated Broadband Service Inventory reports that 5.9% of rural households do not have terrestrial fixed broadband access.



## Key Findings (*Continued*)

- Broadband adoption among rural residents is significantly lower than their urban or suburban counterparts. In addition, rural Internet users are less likely than average to use several common applications.
- Low-income households with children are less likely to subscribe to home broadband service, and they are also less likely to have a computer in their household.
- Statewide, 41% of broadband subscribers report that they have cable modem service at home, while 34% subscribe via DSL service. Satellite broadband accounts for 7% of home broadband subscribers, while fiber service and wireless/WiFi broadband service each account for 5% of broadband subscribers.
- More than four out of five Kansas Internet subscribers (81%) also subscribe to other bundled services from their Internet providers. The most popular service to be bundled with home Internet service is home phone service, followed by television service.
- On average, Kansas broadband subscribers pay \$43.86 per month for their home broadband. Among those who do not subscribe to home broadband service, 25% cite cost as a barrier to adoption.
- More than two-fifths (41%) of Kansas residents who do not have home broadband service say it is because they do not need Internet service or don't understand the benefits. More than one-third say it is because they do not own a computer.
- Among rural non-subscribers, the belief that they do not need broadband or the Internet is still the top barrier, cited by almost one-half of rural residents without home broadband service.



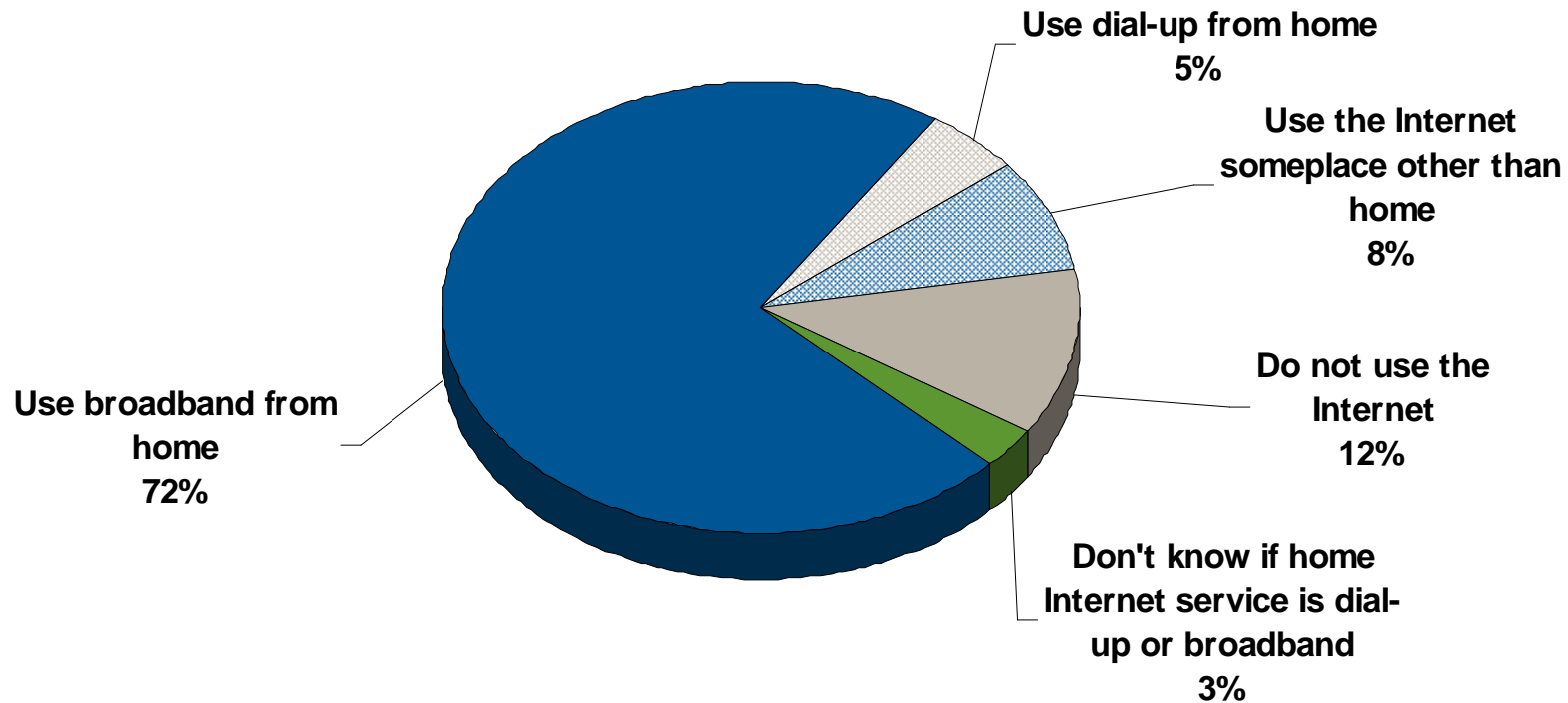
## Key Findings (*Continued*)

- The top applications used by Kansas Internet users include sending or receiving e-mail, researching and purchasing products or services online, using a search engine, and communicating with friends and family online.
- More than two-thirds of Kansas Internet users (69%) search for health or medical information online, while 36% communicate with their health insurance company and 28% interact with doctors or healthcare professionals online.
- Kansas Internet users go online for several e-government services; 48% report that they search online for information about government services or policies. In addition, 49% conduct online transactions with government offices (such as e-filing taxes), 32% interact with Kansas state government offices, 25% interact with local government offices, and 24% interact with elected officials or candidates online.
- Many Kansas Internet users go online for educational purposes. Statewide, 47% conduct research for schoolwork online, 40% interact with teachers online, and 23% take classes online.
- Kansas residents also use the Internet for work purposes. Among Kansas Internet users, 53% interact with their co-workers online, 41% go online to search for jobs or employment, and 35% report that they go online to work from home at least occasionally.
- In Kansas, 16% of employed adults report that they telework. Teleworking could also provide an additional boost to the state's workforce, as one-seventh of retirees, and over one-fourth of adults with disabilities, and two out of five homemakers say they would likely join the workforce if empowered to do so by teleworking.



# Kansas Technology Adoption Summary

## Percent of all Kansas residents

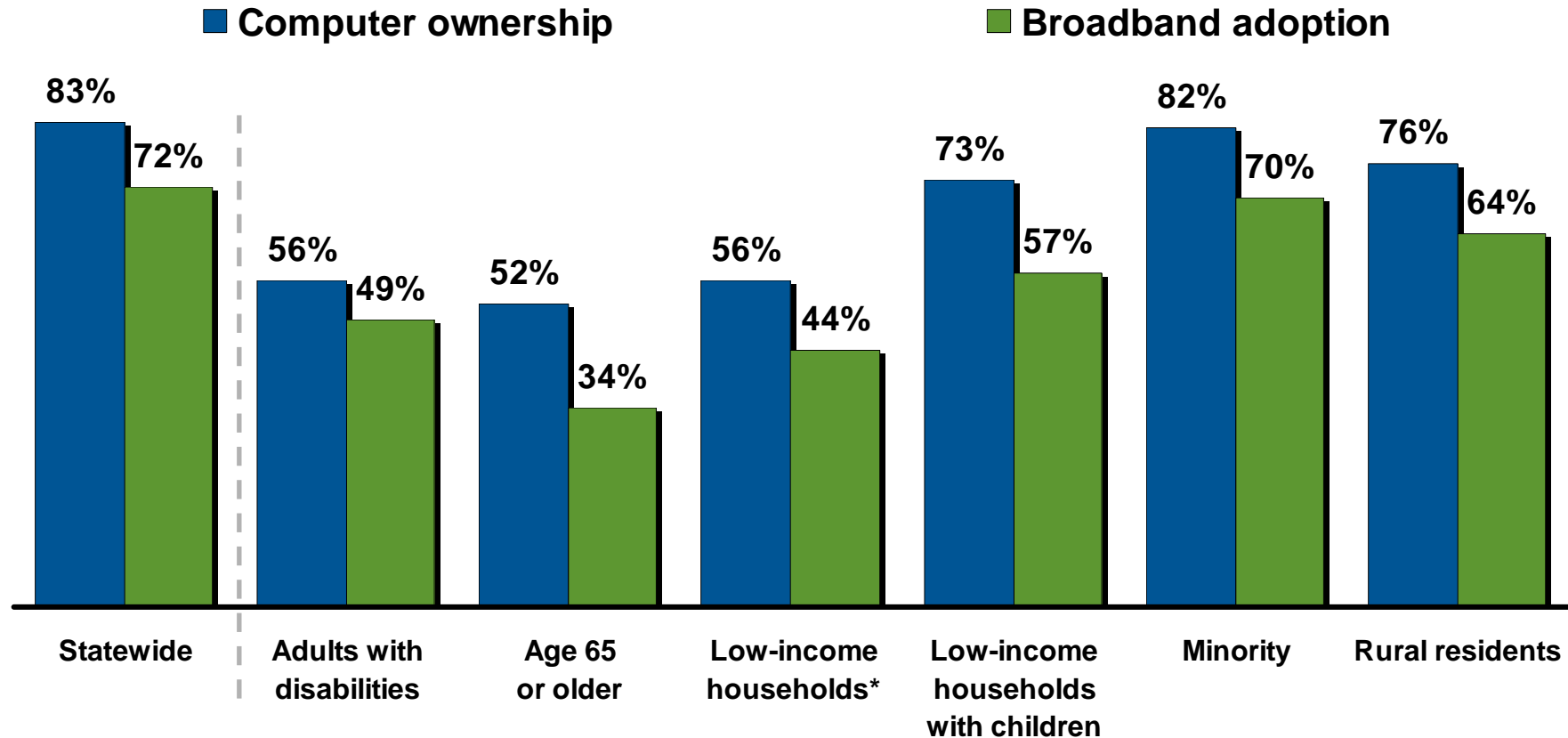


Q: Do you have an Internet connection at home?,  
Q: Do you have access to the Internet from any locations outside of your own home?, and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Technology Adoption by Demographic



\*Low-income=household income less than \$25,000

Q: Does your household have a computer? and

Q: Which of the following describe the type of Internet service you have at home?

(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Broadband Adoption and Usage



# Kansas Residents who Subscribe to Home Broadband Service

Percent of all Kansas residents who subscribe to home broadband service



**Statewide, 72% of all Kansas residents subscribe to home broadband service. This translates to approximately 1.5 million adults with broadband service at home.**

Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

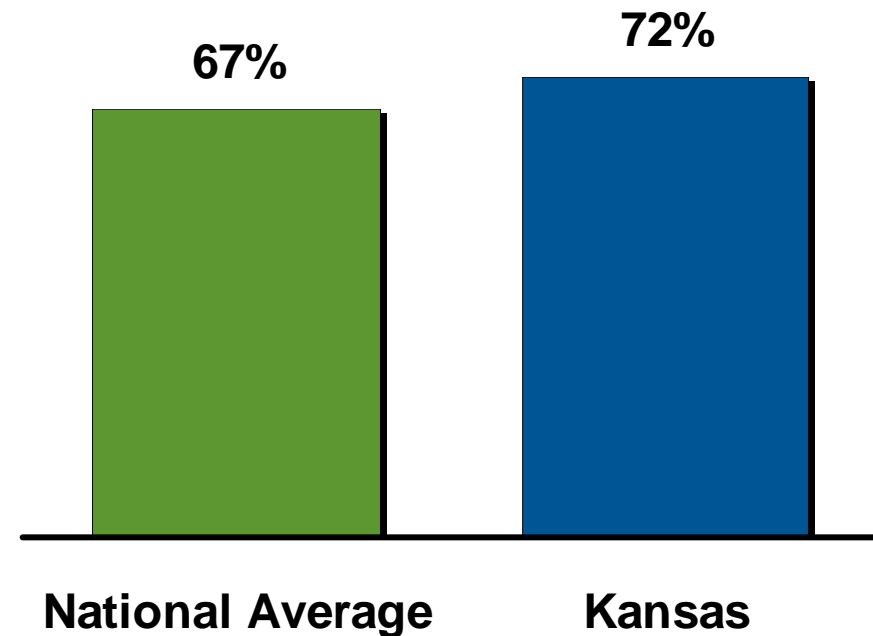


# Kansas Residents who Subscribe to Home Broadband Service

Percent of all Kansas residents with broadband service at home

Statewide, 72% of Kansans (approximately 1.5 million Kansas adults) subscribe to home broadband service.

National surveys indicate that 67% of American households subscribe to home broadband service.\*



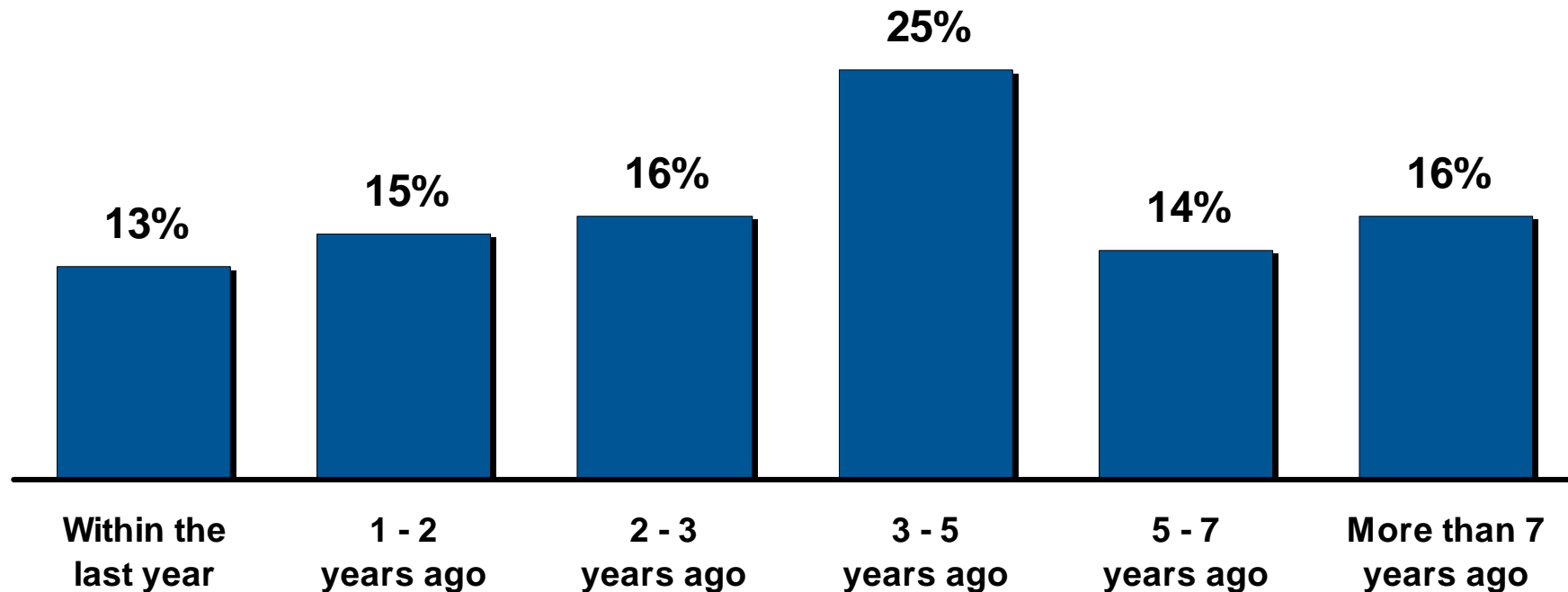
\*Source: Federal Communications Commission, *Broadband Adoption and Use in America*, 2010.  
Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)



# When Kansas Residents First Subscribed to Broadband

When Kansas broadband users first subscribed



Q: When did you first begin subscribing to broadband service?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



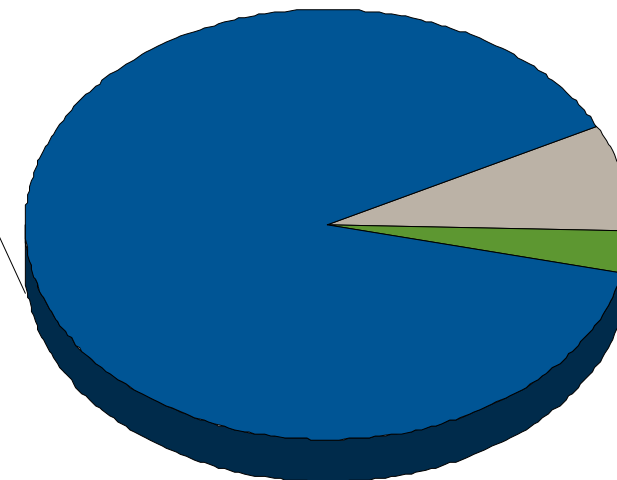
# Perceptions of Broadband Availability in Kansas

## Awareness of broadband availability among Kansas residents

Statewide, 3% of Kansas residents report that broadband service is not available where they live, and an additional 8% do not know whether broadband service is available.

According to Connect Kansas' provider-validated Broadband Service Inventory, 2.8% of households do not have terrestrial fixed broadband access.

Have broadband service, or say broadband is available where they live  
89%



Don't know if broadband is available where they live  
8%

Say broadband is not available where they live  
3%

Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



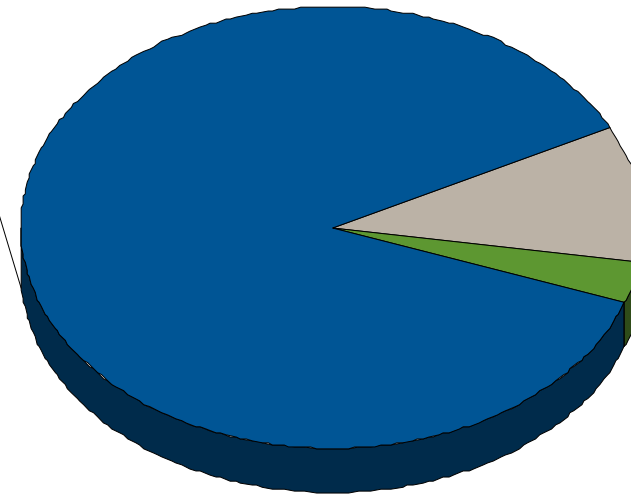
# Perceptions of Broadband Availability in Kansas (Among Rural Residents)

## Awareness of broadband availability among rural Kansas residents

In rural Kansas, 3% of residents report that broadband service is not available where they live.

According to Connect Kansas' provider-validated Broadband Service Inventory, 5.9% of rural households do not have terrestrial fixed broadband access.

Have broadband service, or say broadband is available where they live  
87%



Don't know if broadband is available where they live  
10%

Say broadband is not available where they live  
3%

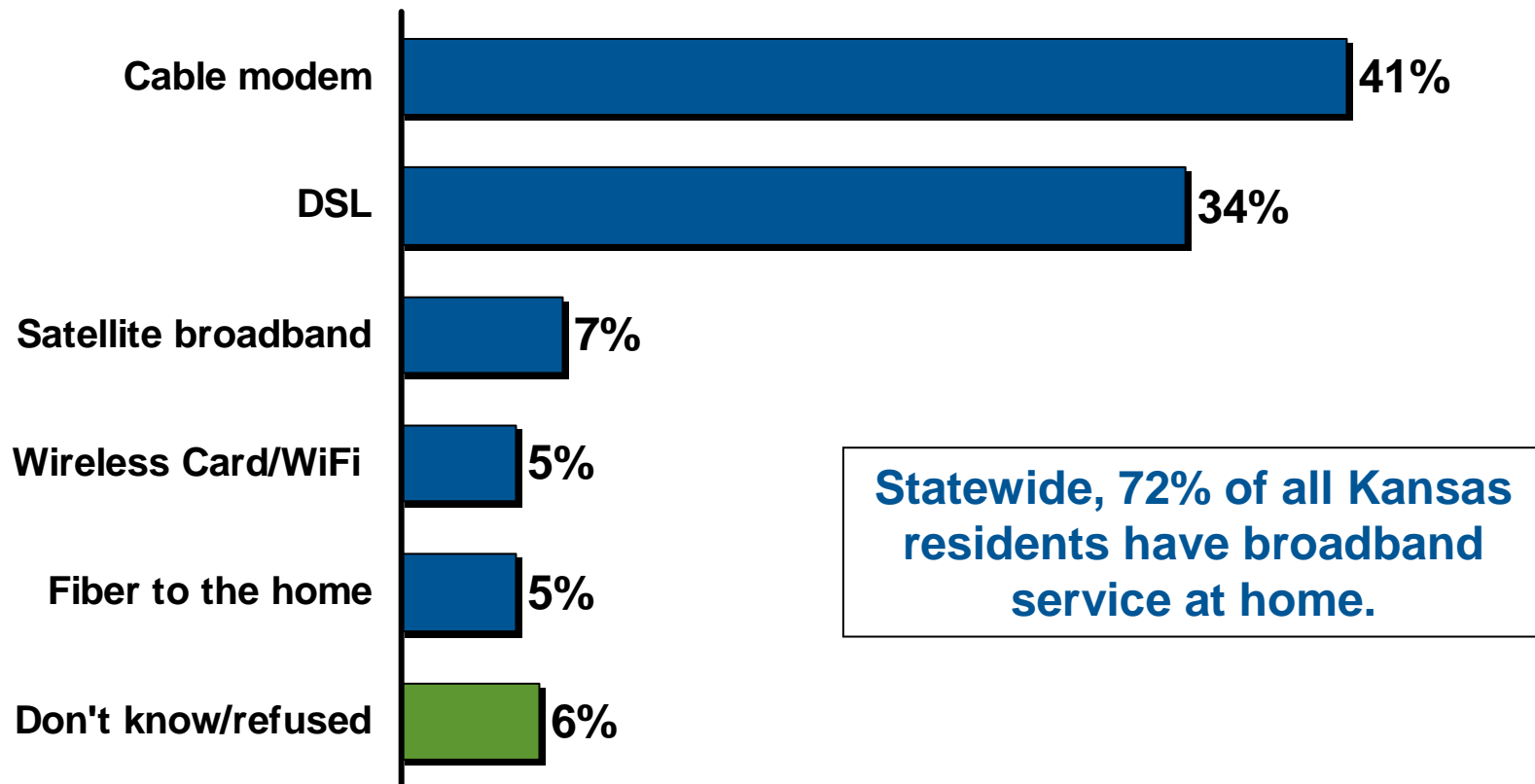
Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live?  
(n=443 rural KS residents)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Types of Broadband Service That Kansas Residents Use

Percent of all Kansas broadband subscribers\*



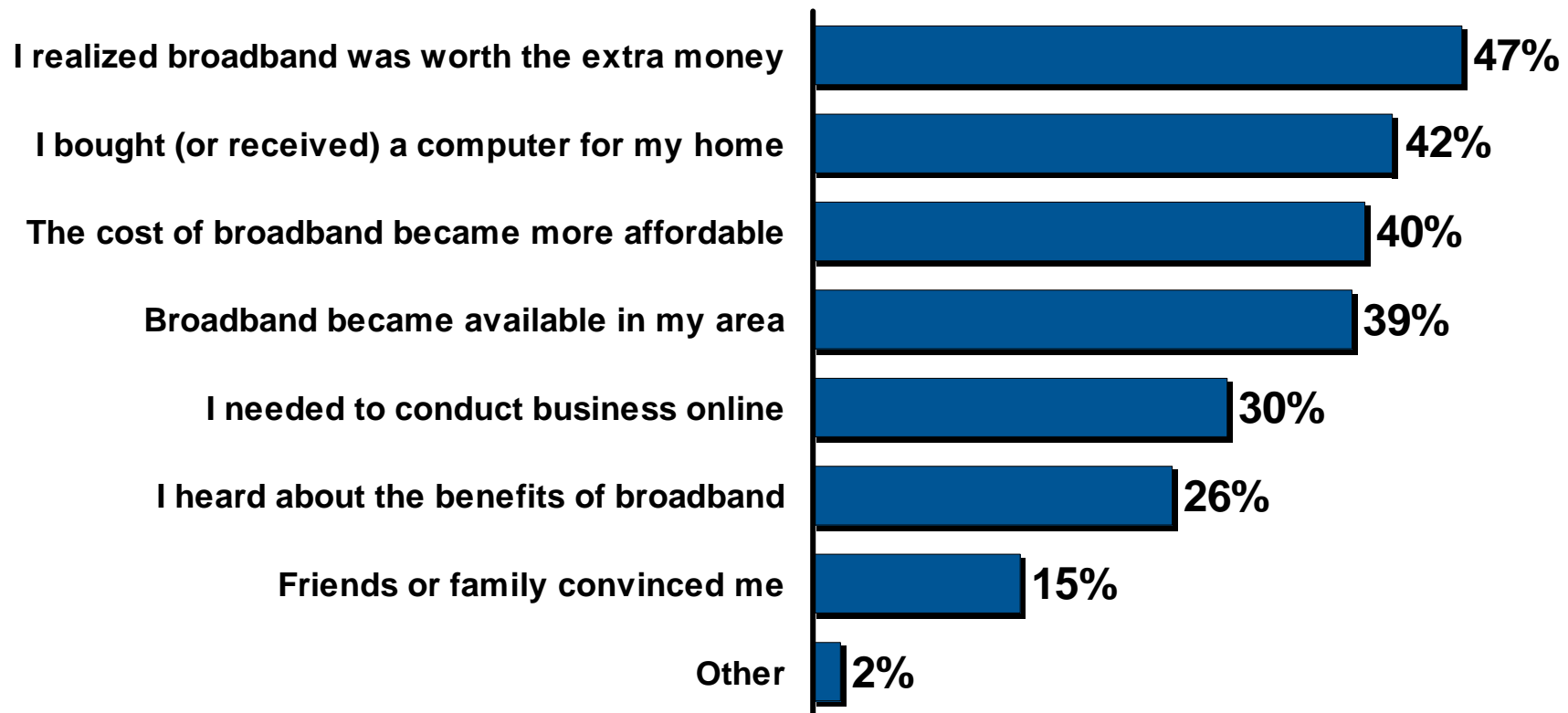
\*Percentages do not add up to 100% because individuals could give multiple responses.  
Q: Which of the following describes the broadband service you have at home?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

Percent of Kansas residents with a broadband connection at home\*



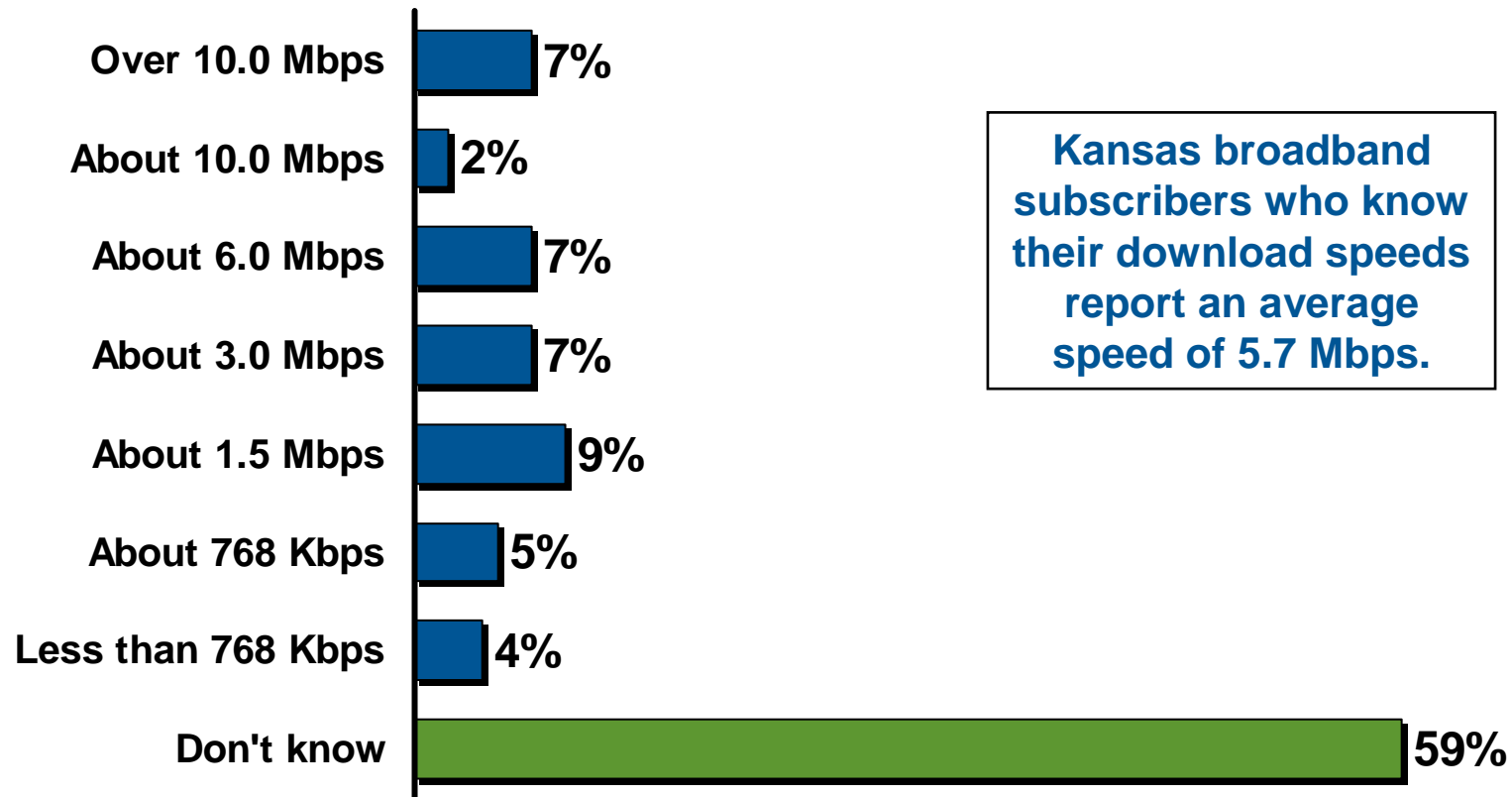
\*Percentages do not add up to 100% because individuals could give multiple responses.  
Q: Which of the following contributed to your decision to subscribe to broadband service?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Broadband Download Speeds

Download speeds among Kansas broadband subscribers



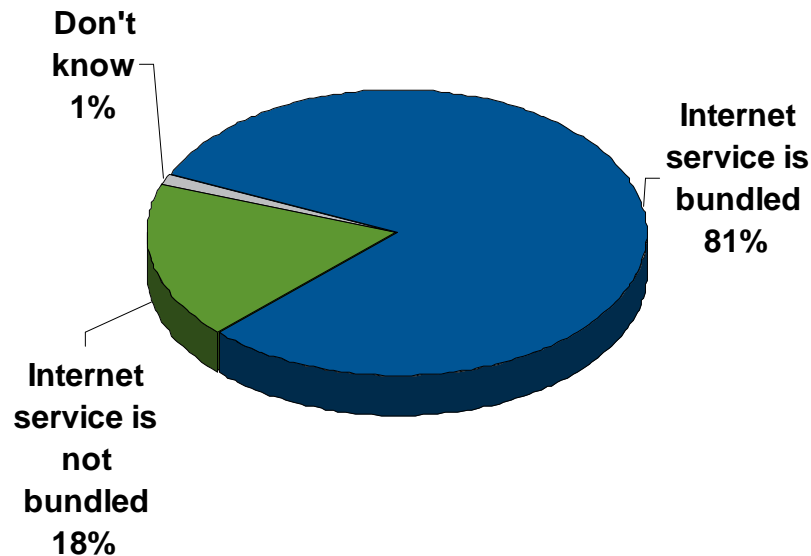
Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

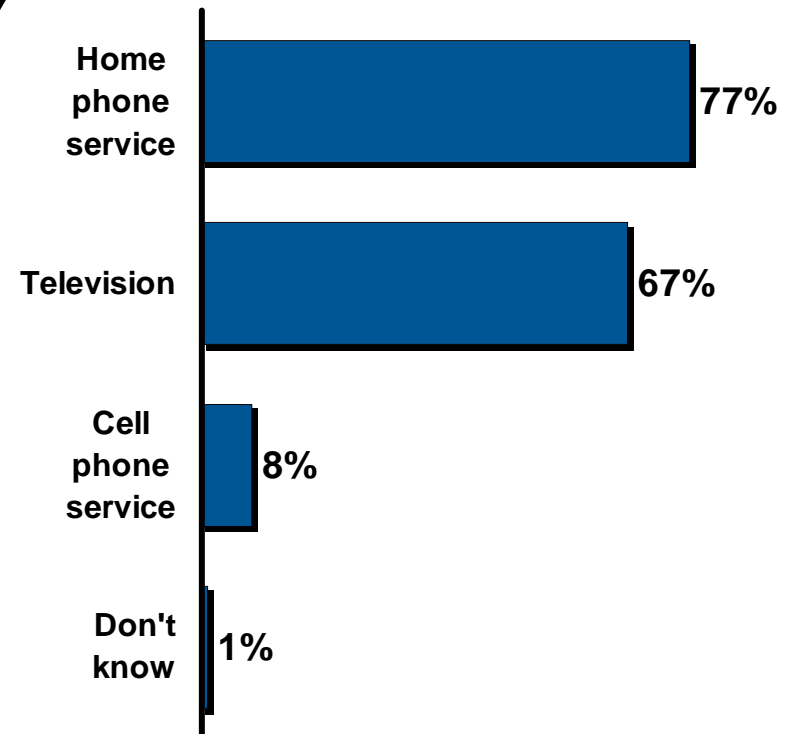


# Bundling Services Offered by Internet Providers

Among Kansas residents with Internet service at home



Other services bundled with home Internet service



Q: Does your Internet provider also provide your home with other service, such as our telephone, cell phone service, or television? This is often called "bundling"? (n=948 KS residents with Internet service at home) and Q: What other services are bundled with your home Internet service? (n=770 KS residents with bundled Internet access)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



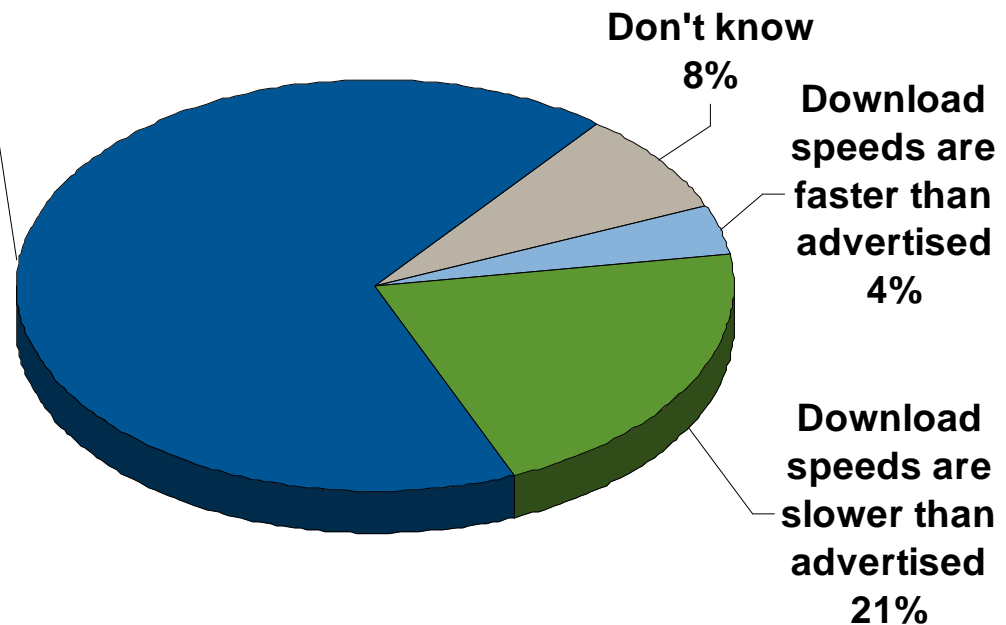
# Actual Broadband Speeds vs. Advertised Speeds

Among Kansas residents with home broadband service

More than two-thirds of broadband subscribers (71%) say their download speed is the same or faster than what was advertised by their provider.

However, over one-fifth of broadband subscribers (21%, or approximately 323,000 adults) say that their download speeds are slower than advertised.

Download speeds are about the same as advertised 67%



Q: To what extent would you say the actual speeds you receive compare to the speeds advertised by the Internet provider you use?  
Would you say the actual speed you receive is usually...  
(n=852 KS residents with home broadband service)

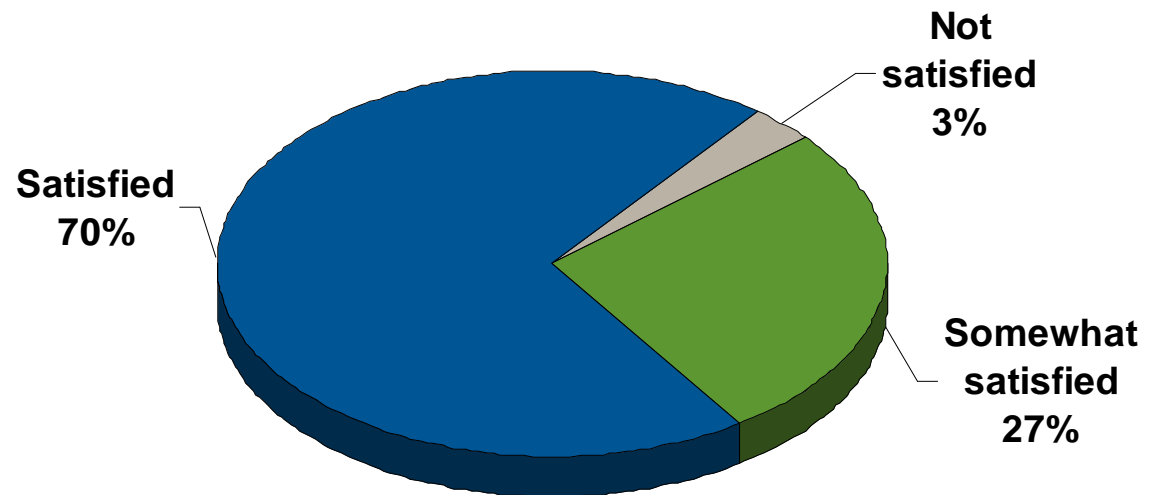
Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Satisfaction With Broadband Service

Satisfaction among Kansas residents with their home broadband service

**Only 3% of Kansas broadband subscribers report being dissatisfied with their current broadband service.**



Q: Overall, how satisfied are you with your broadband service?  
(n=852 KS residents with home broadband service)

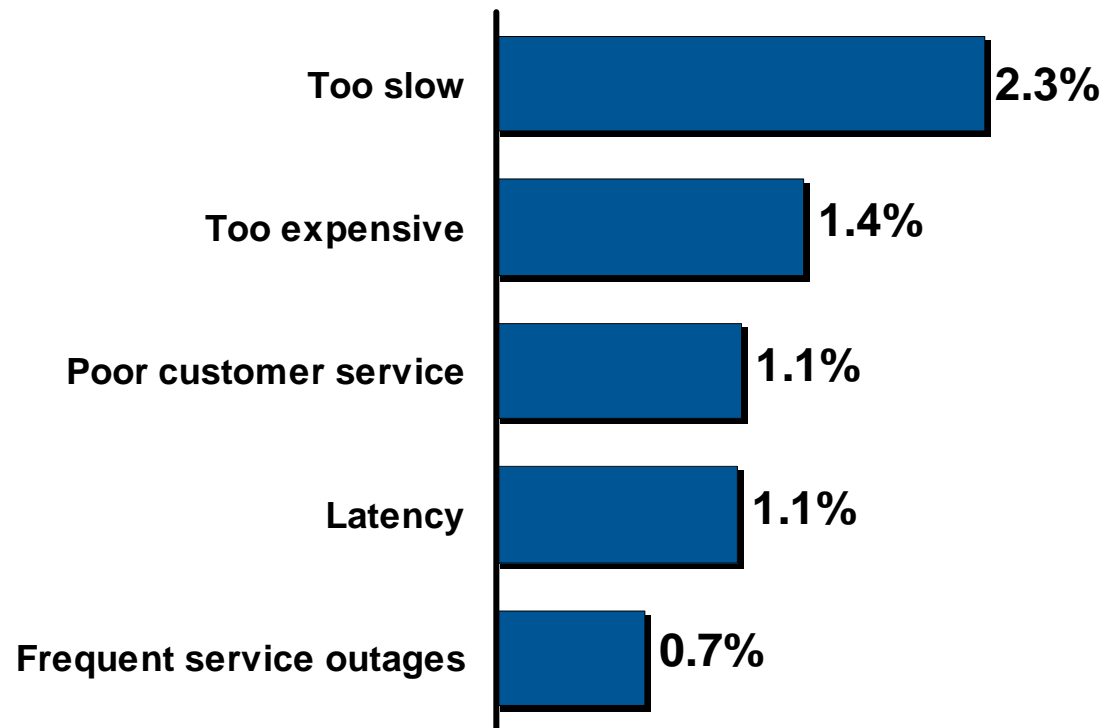
Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Reasons for Dissatisfaction With Broadband Service

Among Kansas residents with home broadband service\*

Overall, 3% of Kansas broadband subscribers report that they are dissatisfied with their current service.



\*Respondents could provide more than one answer.  
Q: What is it about your broadband service that is not satisfactory?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



***This page left intentionally blank.***

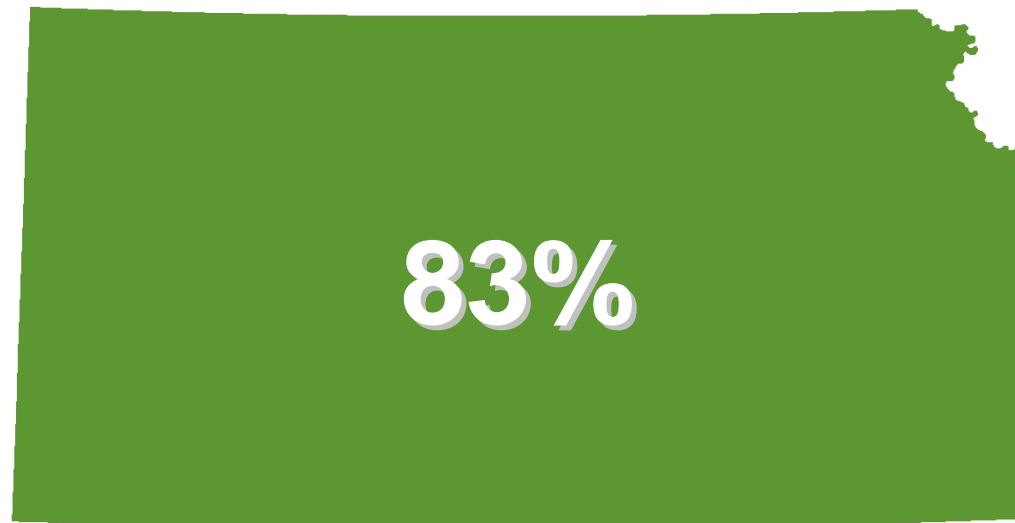


# Computer and Internet Adoption



# Home Computer Ownership in Kansas

Percent of all Kansas residents who own a computer



**Statewide, 83% of all residents own a home computer.  
This translates into more than 364,000 adults without a home computer.**

Q: Does your household have a computer?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Use a Computer (At Home or Someplace Else)

Percent of all Kansas adults who use a computer



**Statewide, 89% of all adults use a computer.  
This translates into approximately 224,000 adults who do not use a computer at all.**

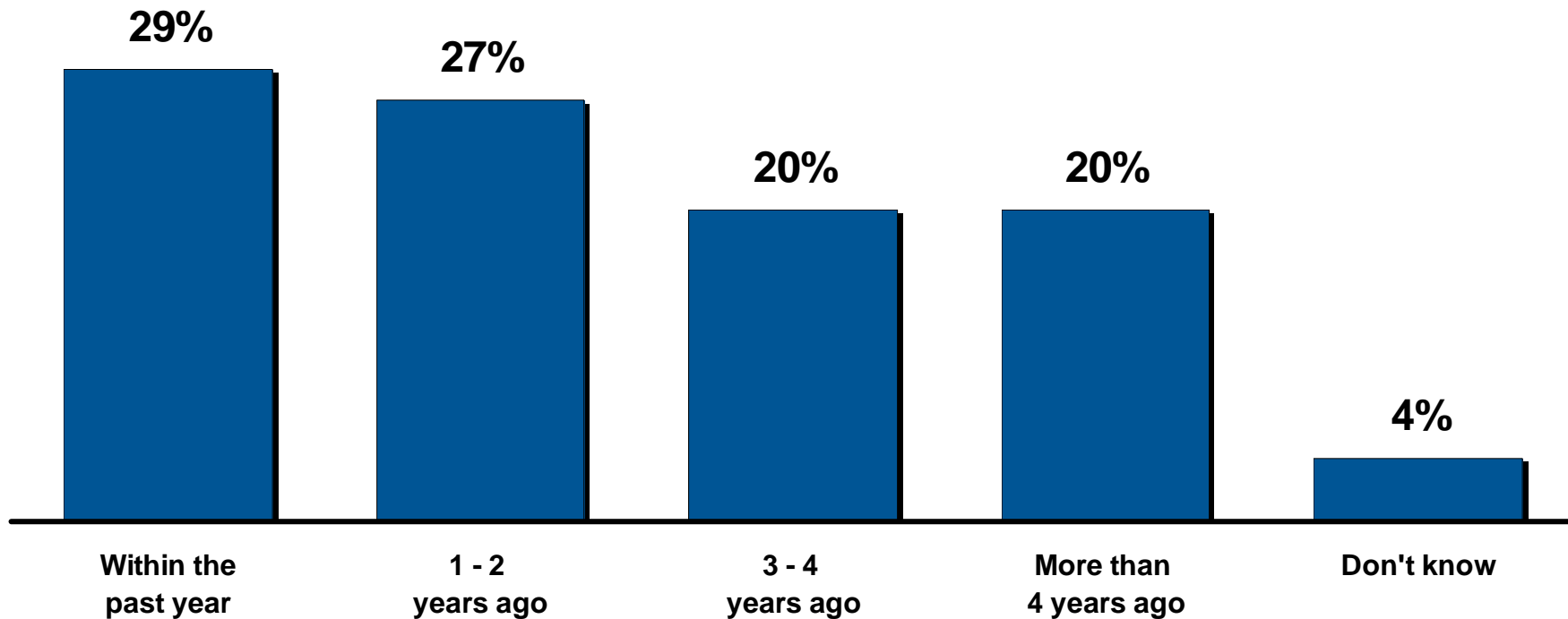
Q: Does your household have a computer? and  
Q: At what locations do you have access to the Internet?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents With a Computer in Their Household

When Kansas computer owners purchased their home computer



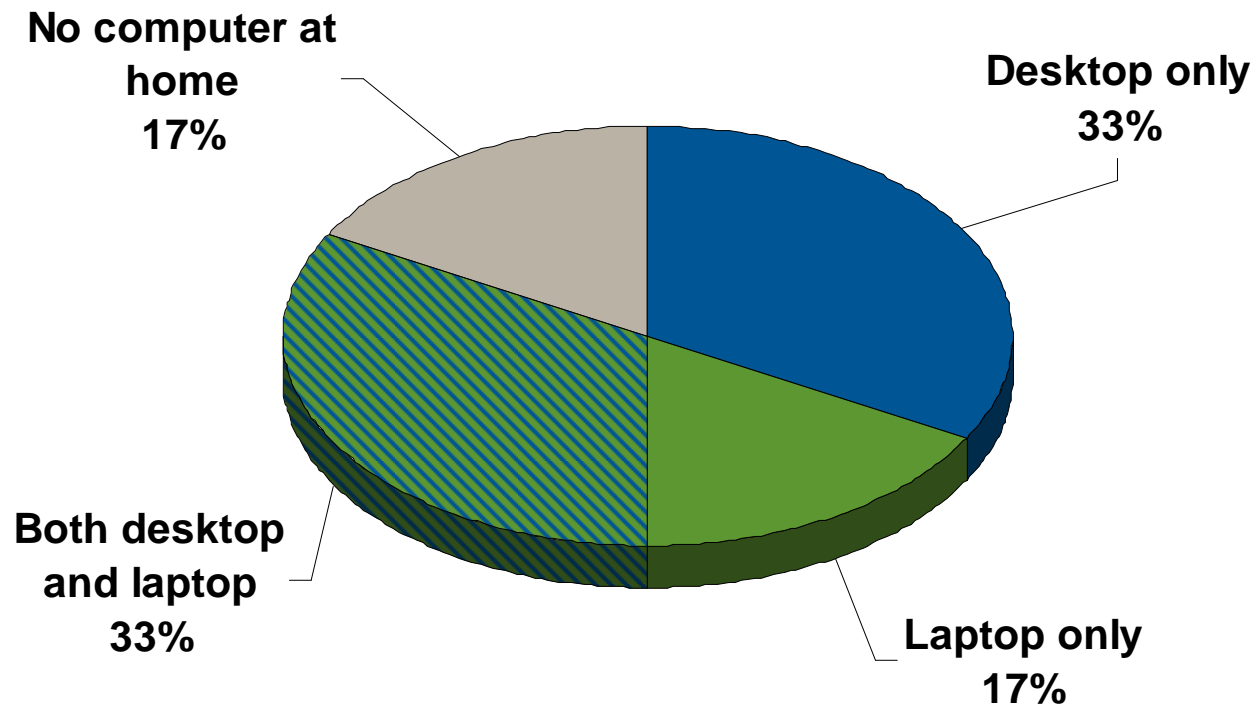
Q: When was the last time you purchased a home computer?  
(n=966 KS computer owners)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Types of Computers That Kansas Residents Own

Percent of all Kansas residents



Q: Does your household have a computer? and  
Q: What type of computer do you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Subscribe to Home Internet Service

Percent of all Kansas residents who subscribe to home Internet service (dial-up or broadband)



**Statewide, 80% of all Kansas residents subscribe to home Internet service. This translates into nearly 1.7 million adults with Internet service at home.**

Q: Do you have access to the Internet at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

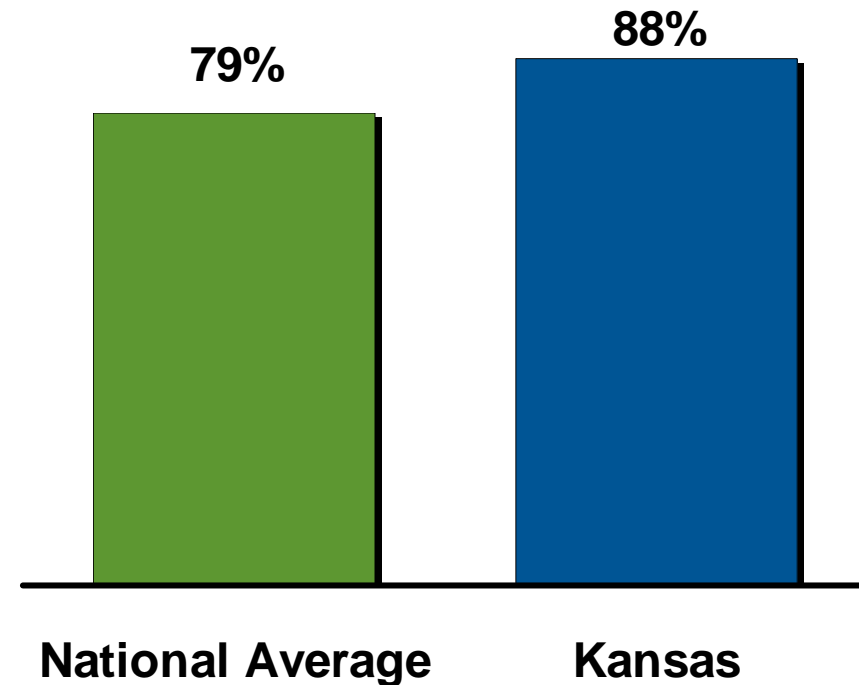


# Kansas Residents Who Use the Internet

(Any Internet Connection, From Any Location)

Percent of residents who access the Internet from home or some other place

**Eighty-eight percent of Kansas residents access the Internet either from home or from some other place (such as school, work, or Wi-Fi “hot spots”). By comparison, a national study recently found that 79% of American adults use the Internet.\***



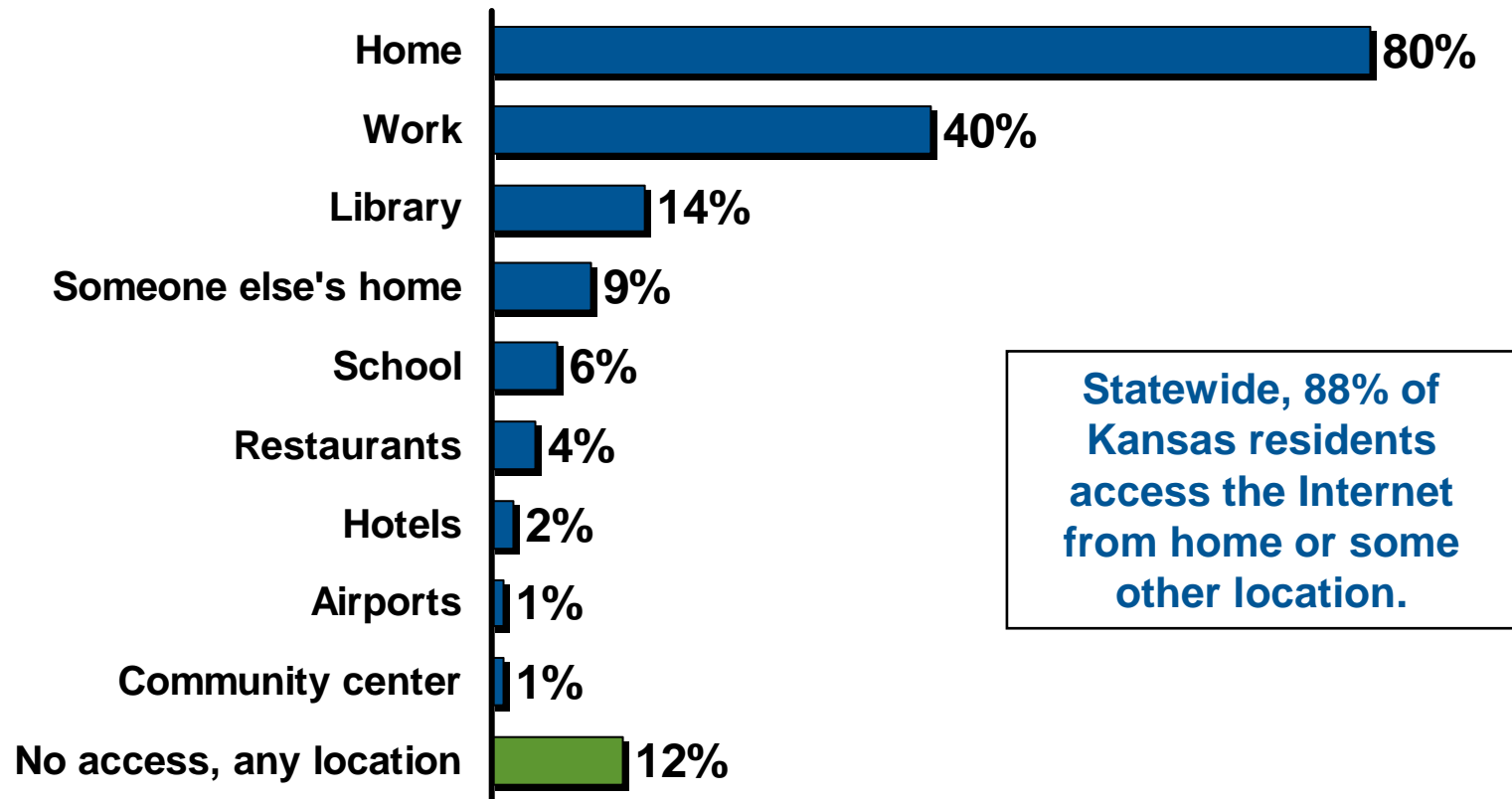
Q: At what locations do you have access to the Internet? and  
Q: Do you have access to the Internet at home?  
(n=1,200 KS residents)

\*Source: Pew Internet and American Life Project  
“Home Broadband 2010,” released Aug. 11, 2010.  
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Where Kansas Residents Access the Internet

Location where Kansas residents access the Internet



Q: At what location do you have access to the Internet? and  
Q: Do you have access to the Internet at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



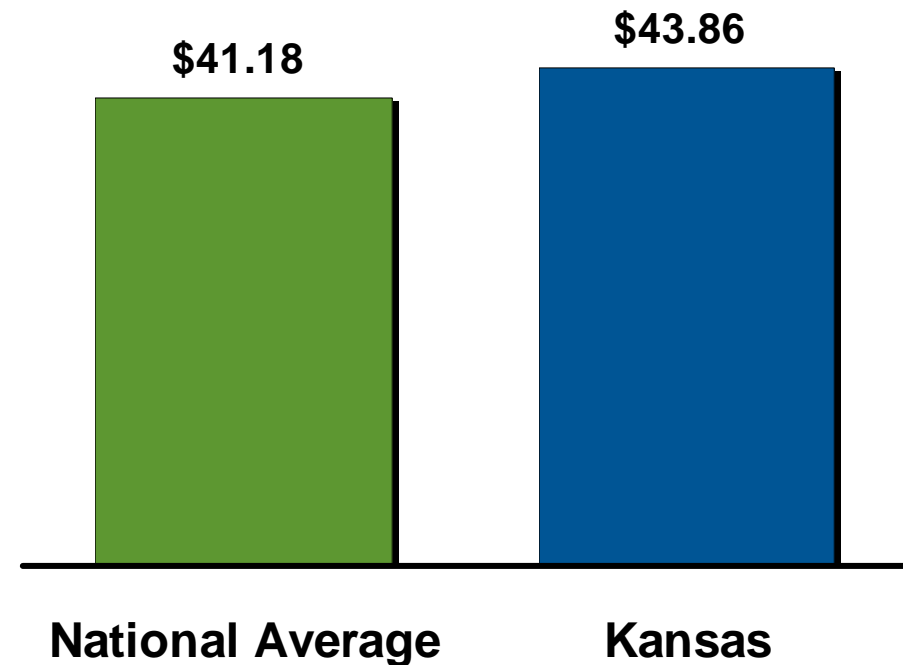
# Prices Paid by Kansas Residents for Internet Service



# Average Monthly Price Residents Pay for Broadband

## Average monthly price paid for home broadband service

The average monthly price Kansas residents pay for their broadband service is \$43.86. By comparison, recent surveys reported that on average, American broadband subscribers pay \$41.18 per month for their broadband service.\*



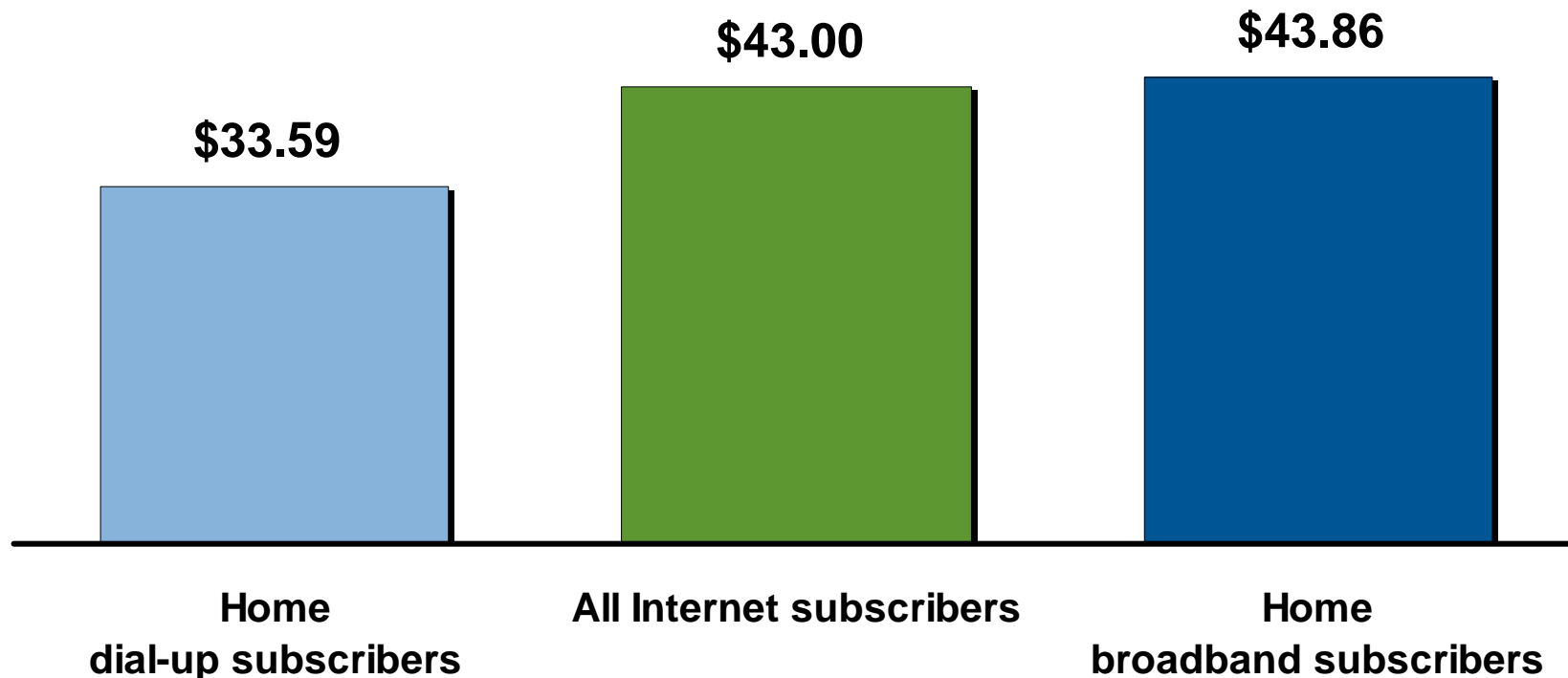
\*Source: Pew Internet and American Life Project  
"Home Broadband 2010," released Aug. 11, 2010  
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

Q: What do you pay each month for your Internet service?  
(n=852 KS residents with home broadband service)



# Average Monthly Price Kansas Residents Pay for Internet Service (Either Dial-Up or Broadband)

Average monthly price paid for home Internet service



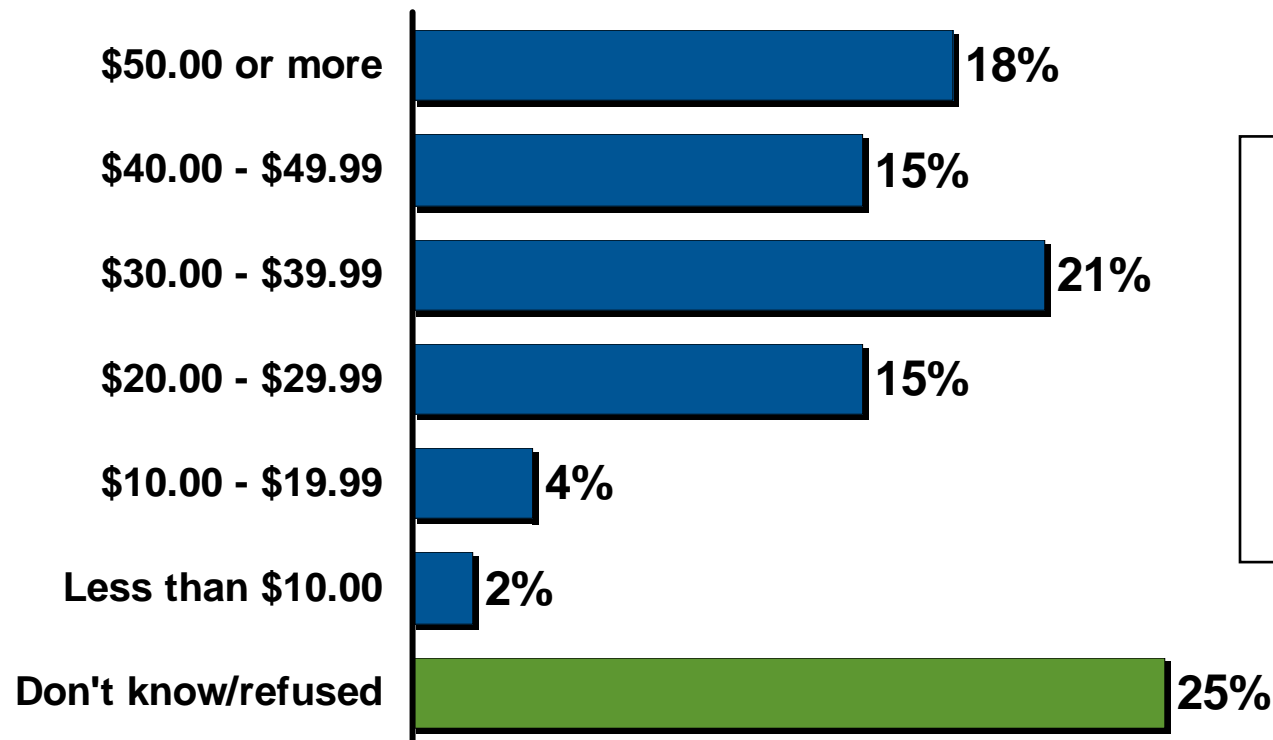
Q: What do you pay each month for your Internet service?  
(n=948 KS residents with Internet service at home)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Monthly Price Kansas Residents Pay for Internet Service (Either Dial-Up or Broadband)

Percent of Kansas residents with either dial-up or broadband Internet service at home



**On average, Kansas residents pay \$43.00 per month for their home Internet service.**

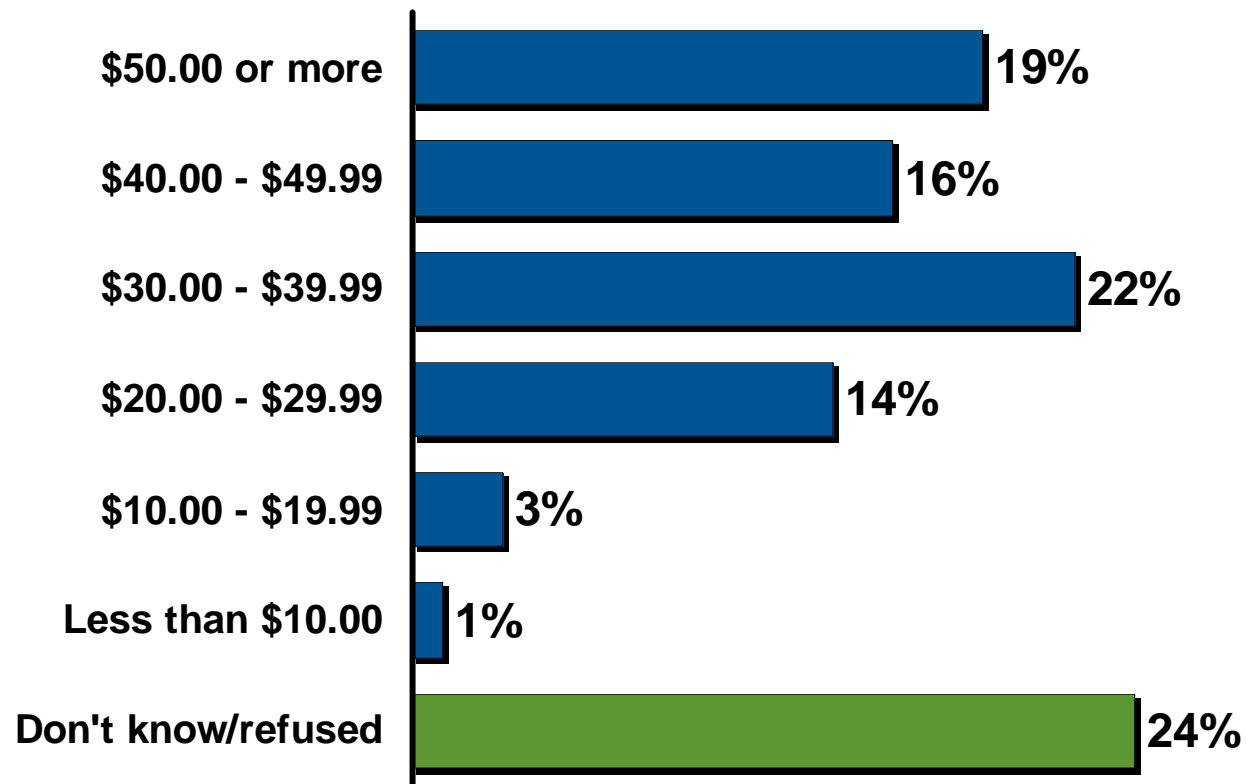
Q: What do you pay each month for your Internet service?  
(n=948 KS residents with Internet service at home)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Monthly Price Kansas Residents Pay for Broadband Service

Percent of Kansas residents with broadband service at home



**On average,  
Kansas  
residents pay  
\$43.86 per  
month for their  
home  
broadband  
service.**

Q: What do you pay each month for your Internet service?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



***This page left intentionally blank.***

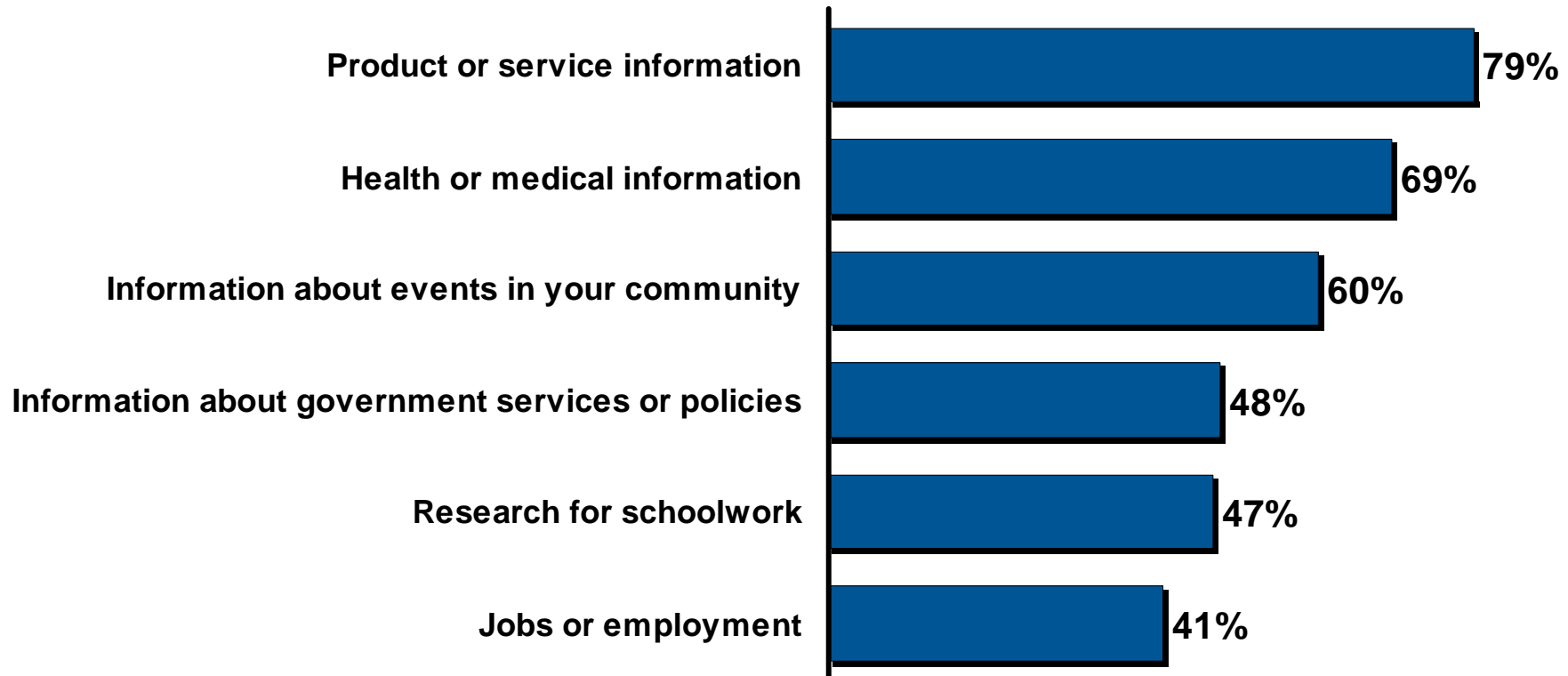


# Online Activities Among Kansas Internet Users



# Searching for Information Online

Percent of Kansas Internet users who search for the following types of information online



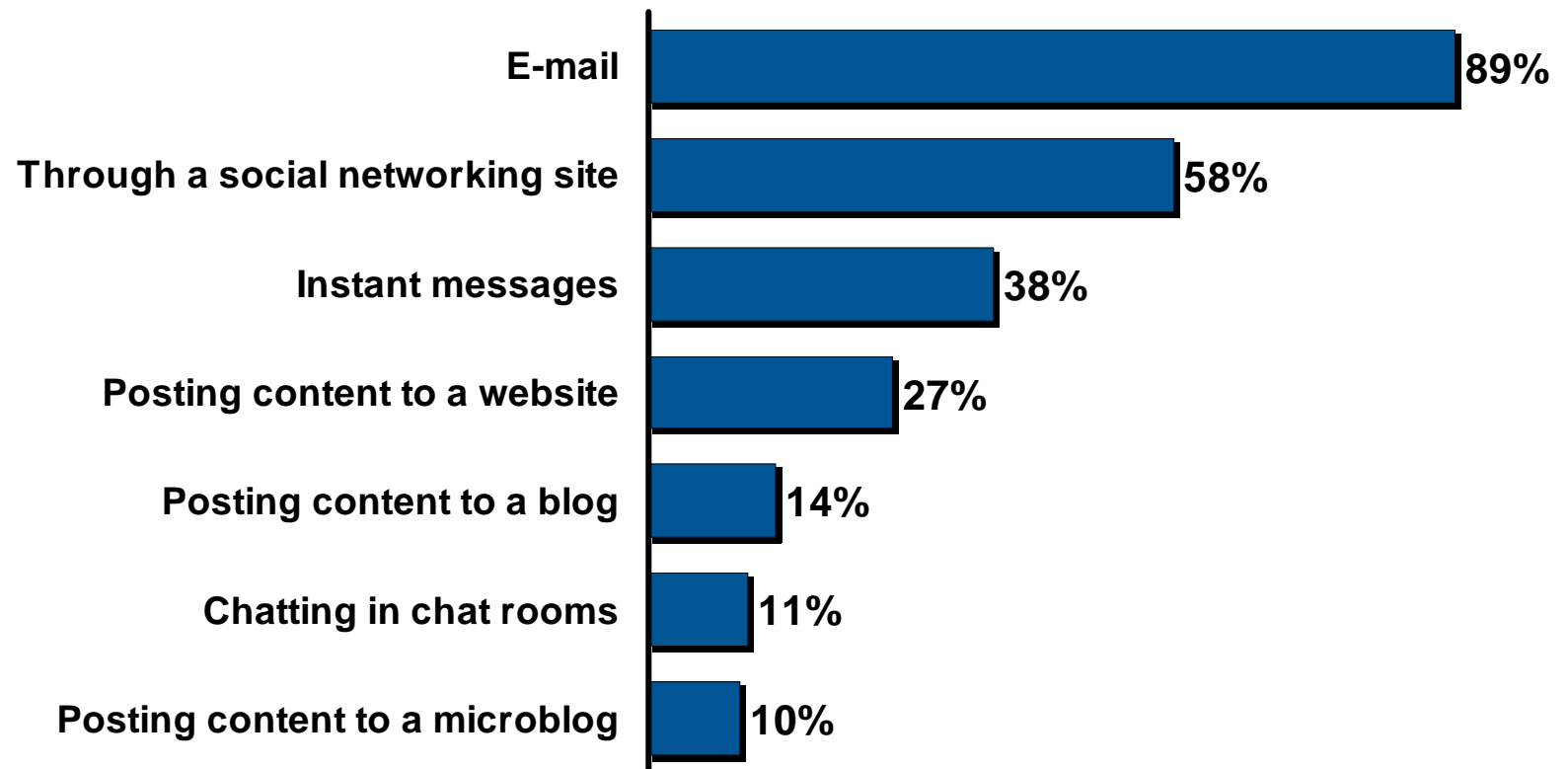
Q: Which of the following types of information do you use the Internet to look for online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

Percent of Kansas Internet users who communicate in the following ways



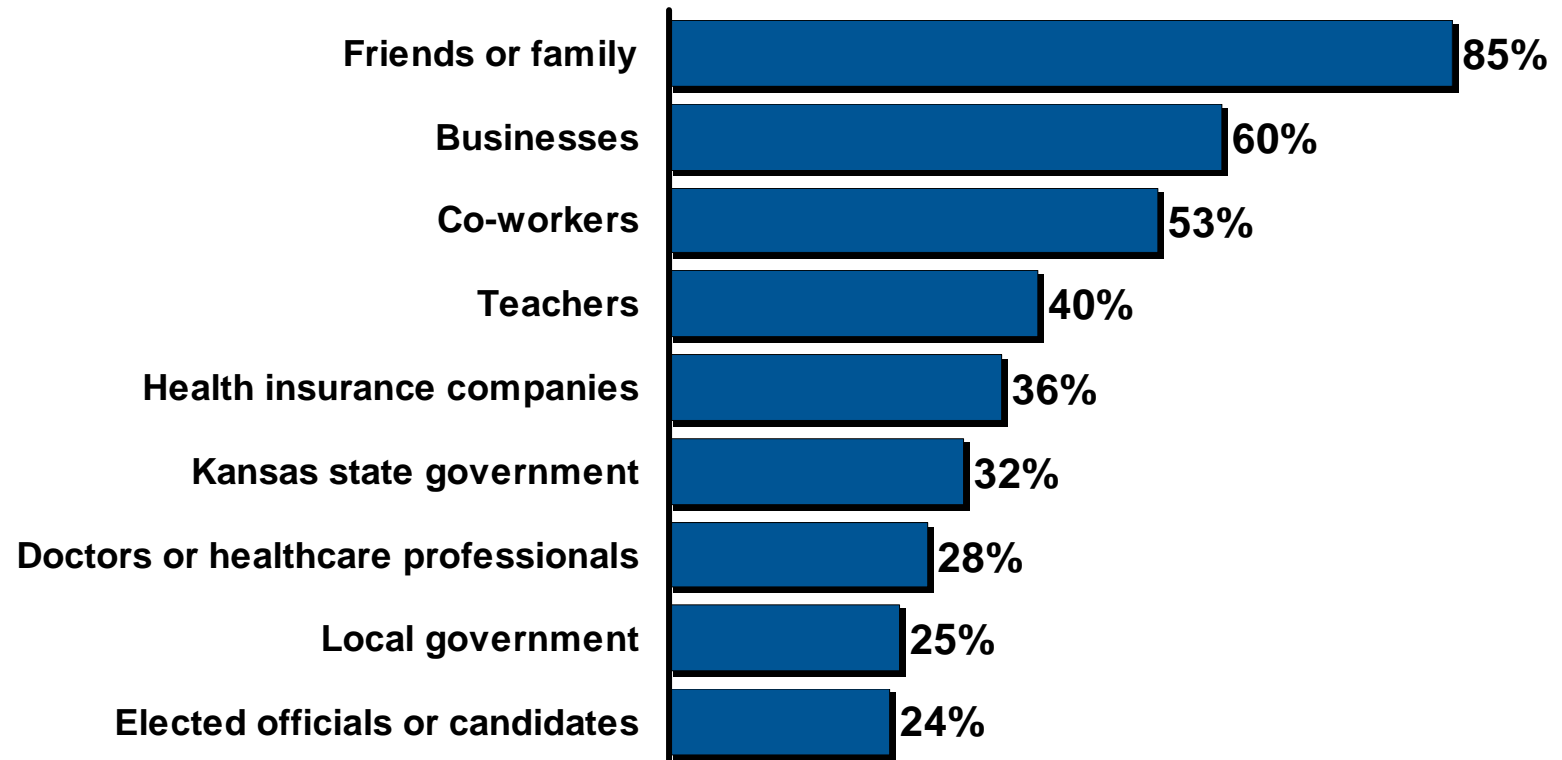
Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

**Percent of Kansas Internet users who interact with the following individuals or organizations online**



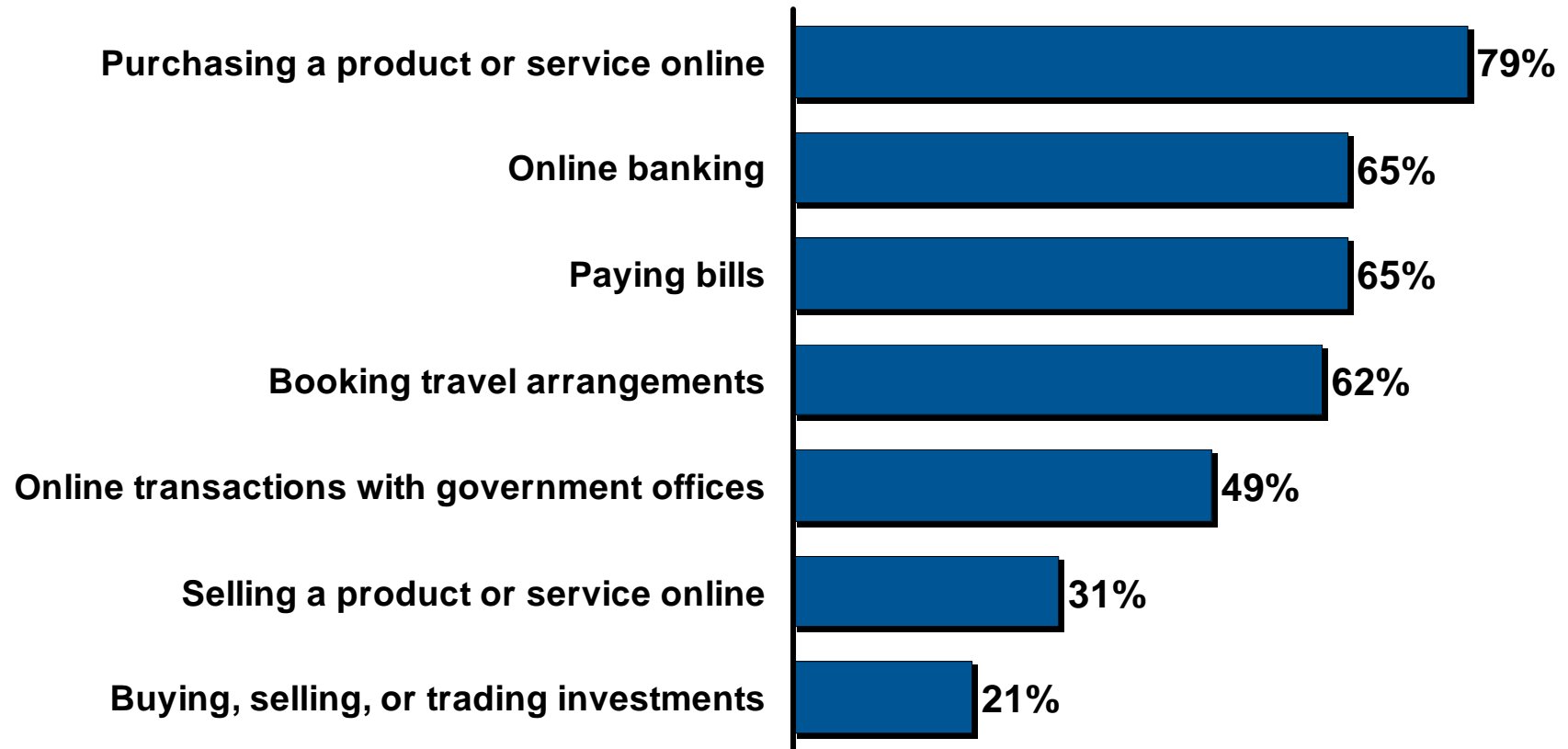
Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Transactions

Percent of Kansas Internet users who conduct the following transactions online



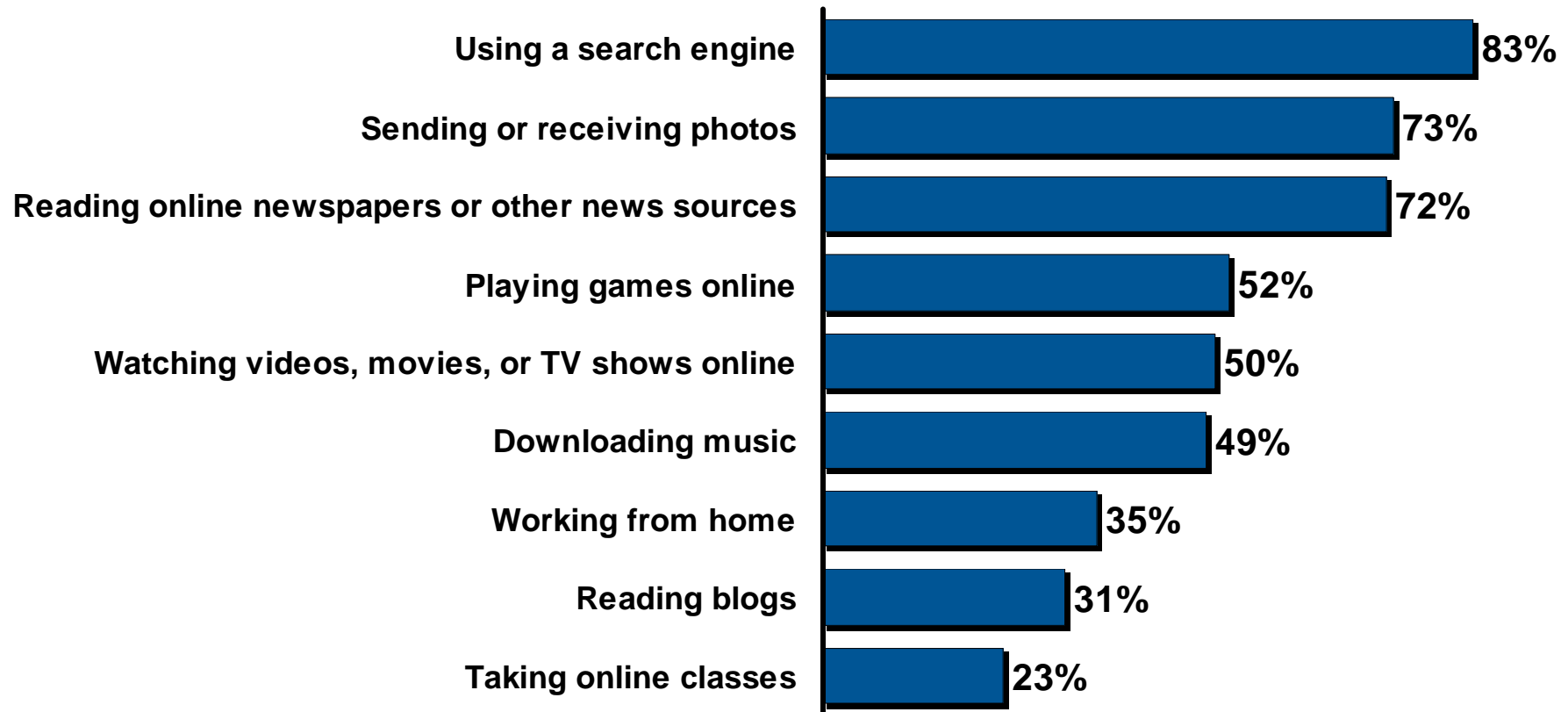
Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

Percent of Kansas Internet users who conduct the following activities online



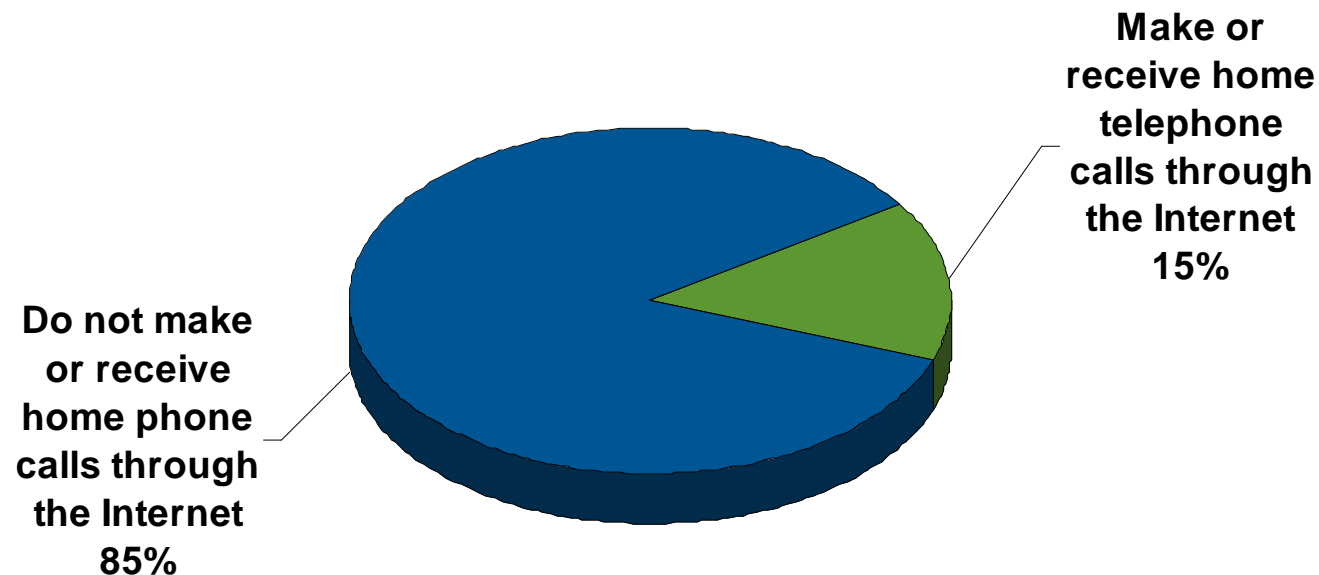
Q: Which of the following activities do you conduct online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Use of the Internet to Make or Receive Phone Calls

Among Kansas residents who have broadband service at home



**Statewide, 15% of Kansas broadband subscribers make or receive home telephone calls using their Internet connection.**

Q: Do you make or receive home telephone calls through your Internet connection?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



***This page left intentionally blank.***



# Mobile Technology Use



# Cell Phone Ownership

Percent of Kansas residents who own (or use) a cell phone



**Statewide, 82% of all Kansas adult residents own or use a cell phone.  
This translates into over 1.7 million adults who own or use a cell phone.**

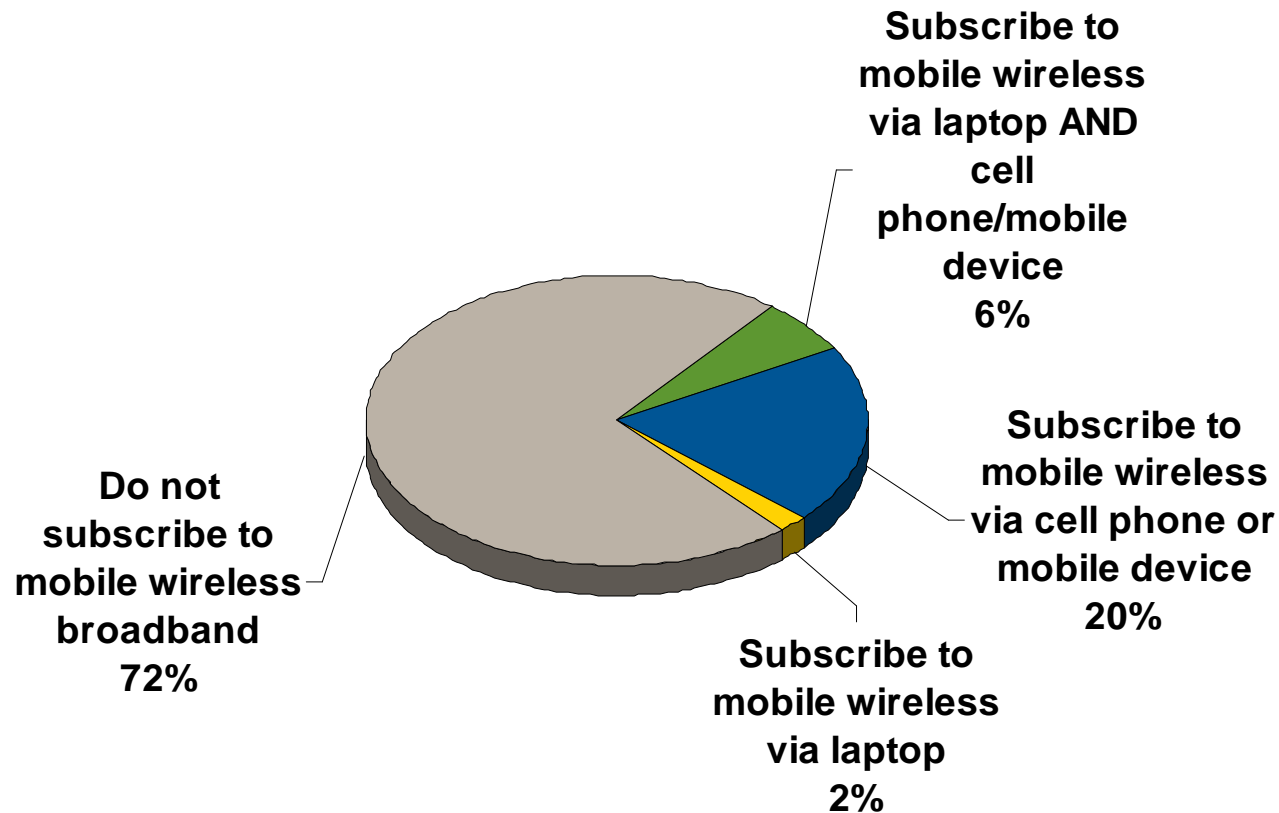
Q: Do you have a cell phone?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Mobile Wireless Broadband Adoption

## Percent of all Kansas residents



Although one-half of Kansas residents own a laptop computer, and more than four out of five residents own a cellular phone, the vast majority of Kansas residents (72%) do not subscribe to mobile wireless broadband.

Q: On your laptop computer, do you subscribe to mobile wireless service that allows you to access the Internet through a cellular network? and

Q: Do you access the Internet through a cellular phone or mobile device?  
(n=1,200 KS residents)

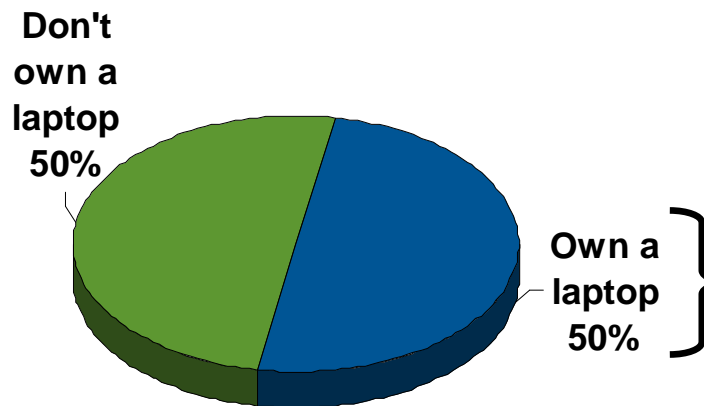
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



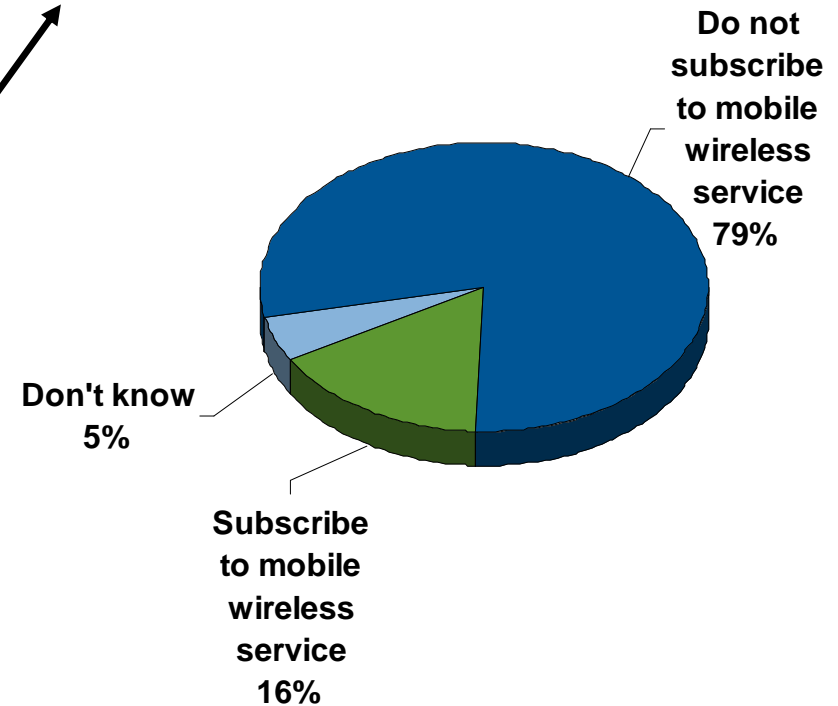
# Mobile Wireless Broadband Use Among Laptop Computer Owners

Statewide, 16% of laptop owners (or 8% of all Kansas residents) subscribe to a mobile wireless service that allows them to access the Internet on their laptop computer via a cellular network.

Among all Kansas residents



Among Kansas laptop owners



Q: What type of computer do you have at home?  
(n=1,200 KS residents) and

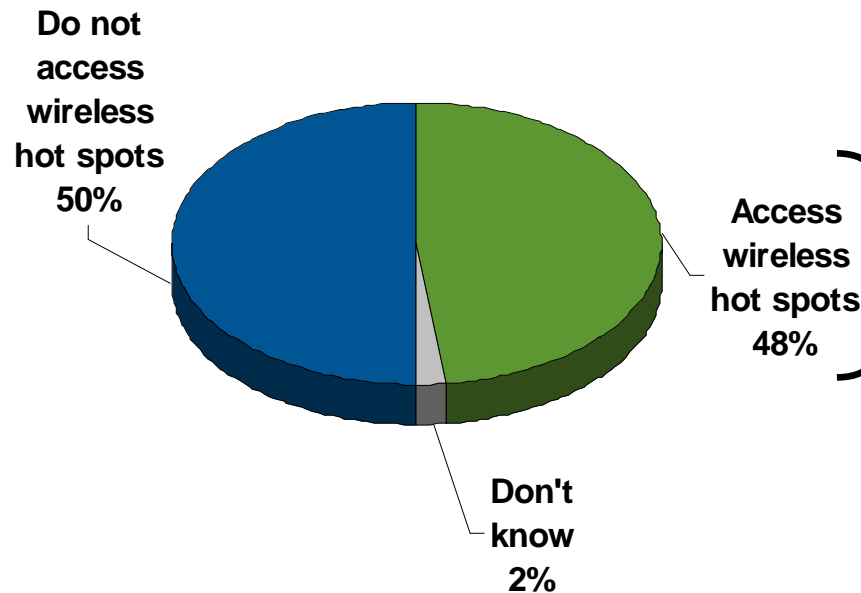
Q: On your laptop computer, do you subscribe to a mobile wireless service that allows you to access the Internet through a cellular network?  
(n=588 KS residents who own laptop computers)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

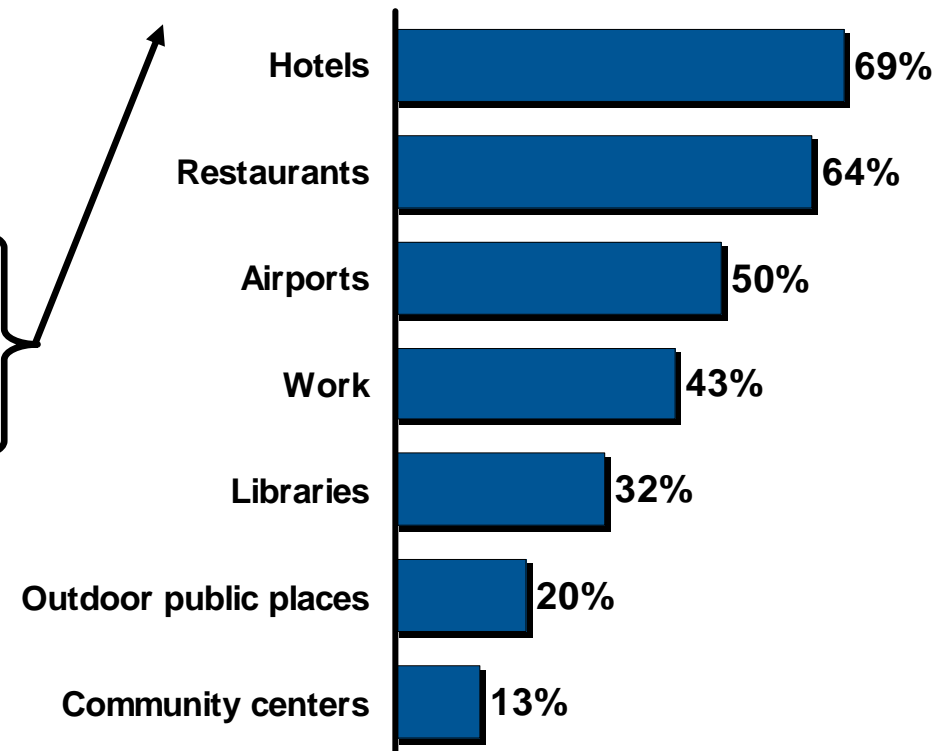


# Hot Spot Usage Among Laptop Computer Owners

Among Kansas laptop owners



Most popular places to access hot spots (among wireless hot spot users)



Q: Do you use Wi-Fi zones, sometimes called “hot spots,” to access the Internet? (n=588 Kansas laptop owners) and

Q: Do you regularly use hot spots at any of the following locations? (n=276 KS wireless hot spot users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



***This page left intentionally blank.***

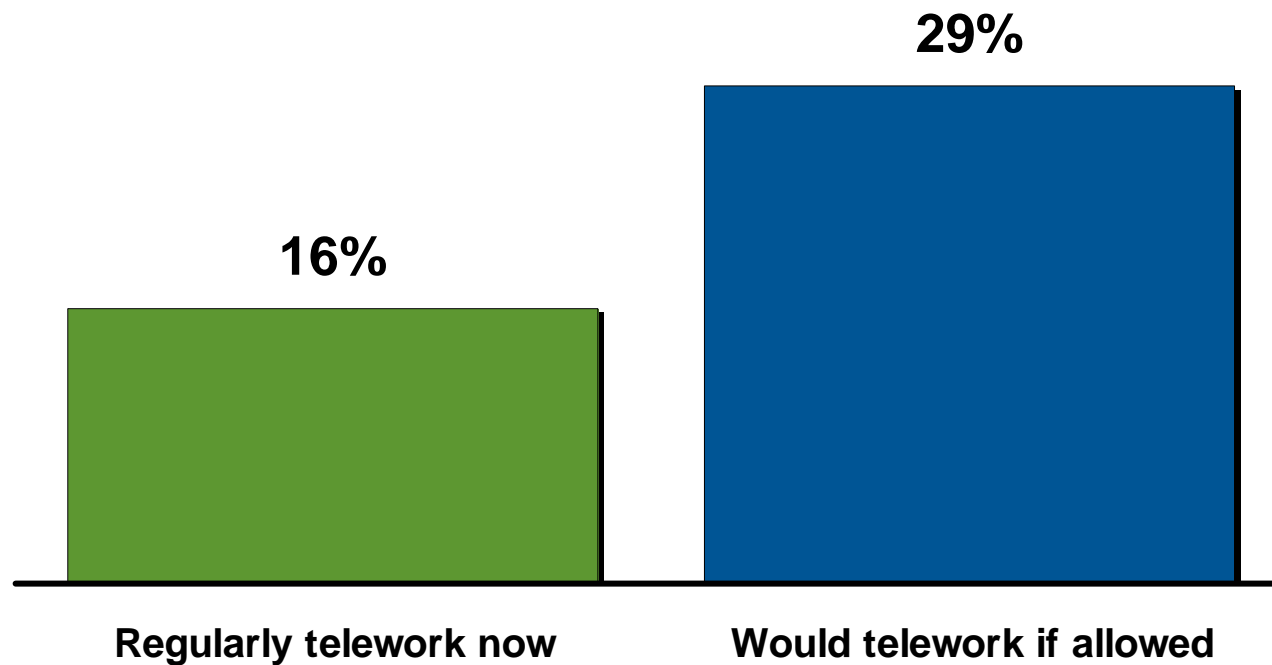


# **Teleworking and Working From Home Through an Internet Connection**



# Kansas Residents and Telework

Among Kansas residents employed full-time or part-time



Q: Which of the following describe the way you work from home? and  
Q: Would you be interested in teleworking if your employer allowed it?  
(n=775 KS residents employed full-time or part-time)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

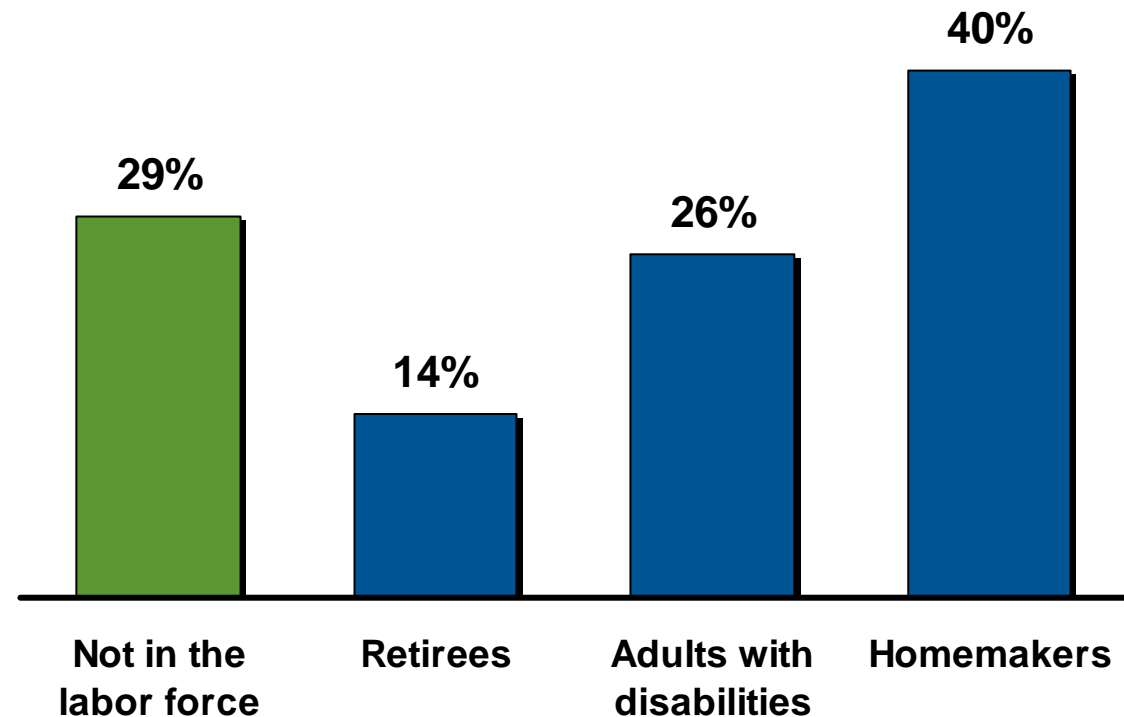


# The Potential Impact of Telework on the Labor force

Teleworking could provide an additional boost to the state's workforce, as over one-fourth of Kansas residents who are not currently employed say they would likely telework if empowered to do so.

This includes 14% of retirees, over one-fourth of adults with disabilities, and two out of five homemakers who say they would telework if empowered to do so.

Kansas residents who do not currently work and are "very likely" or "somewhat likely" to work outside the home if allowed to telework



Q: If you were able to work from home through a broadband connection - commonly known as teleworking - how likely is it that you would work outside the home? (n=425 KS residents not employed full-time or part-time)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



***This page left intentionally blank.***

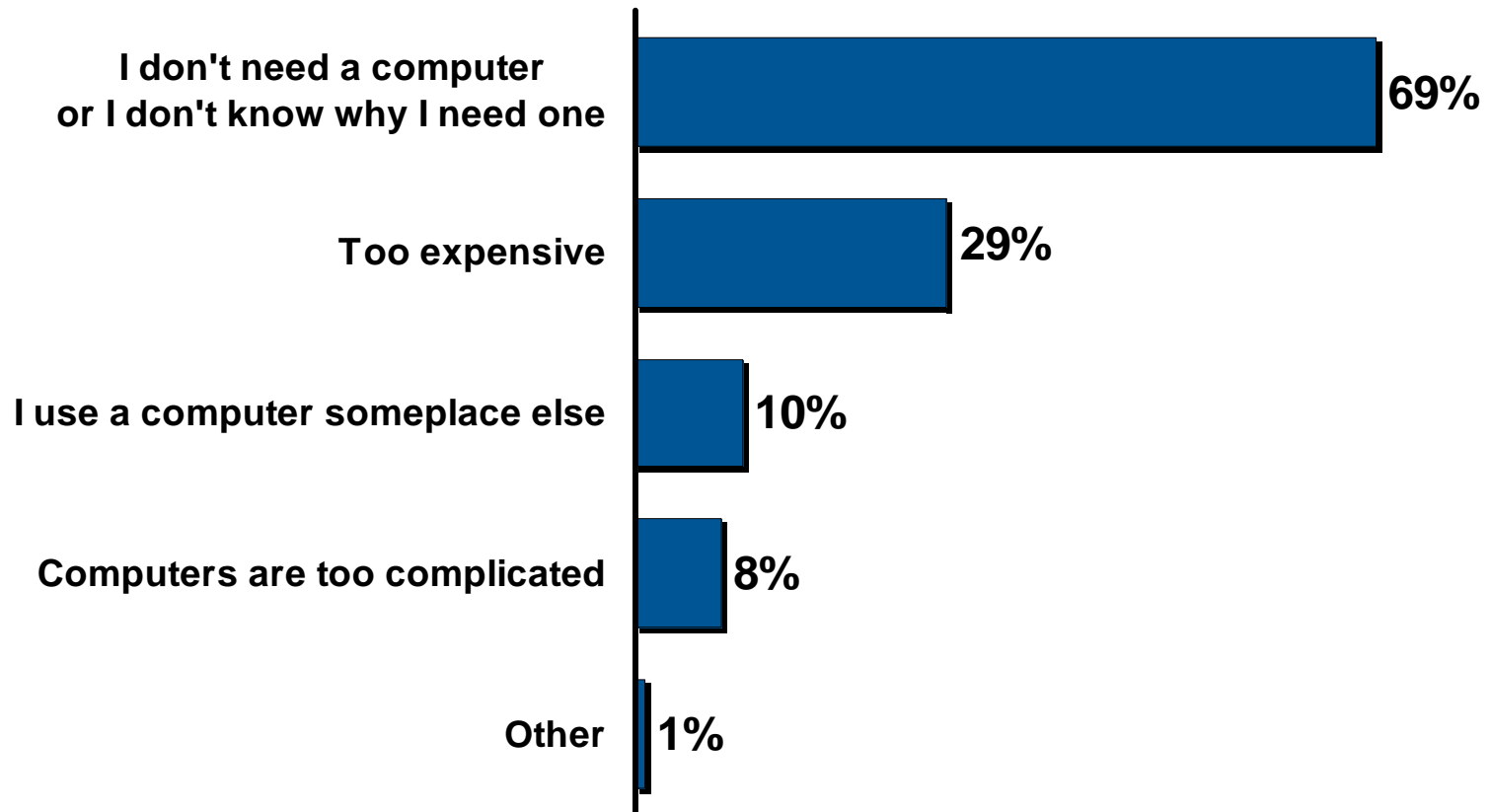


# Technology Adoption Barriers



# Barriers to Computer Ownership

## Percent of Kansas residents with no computer at home\*



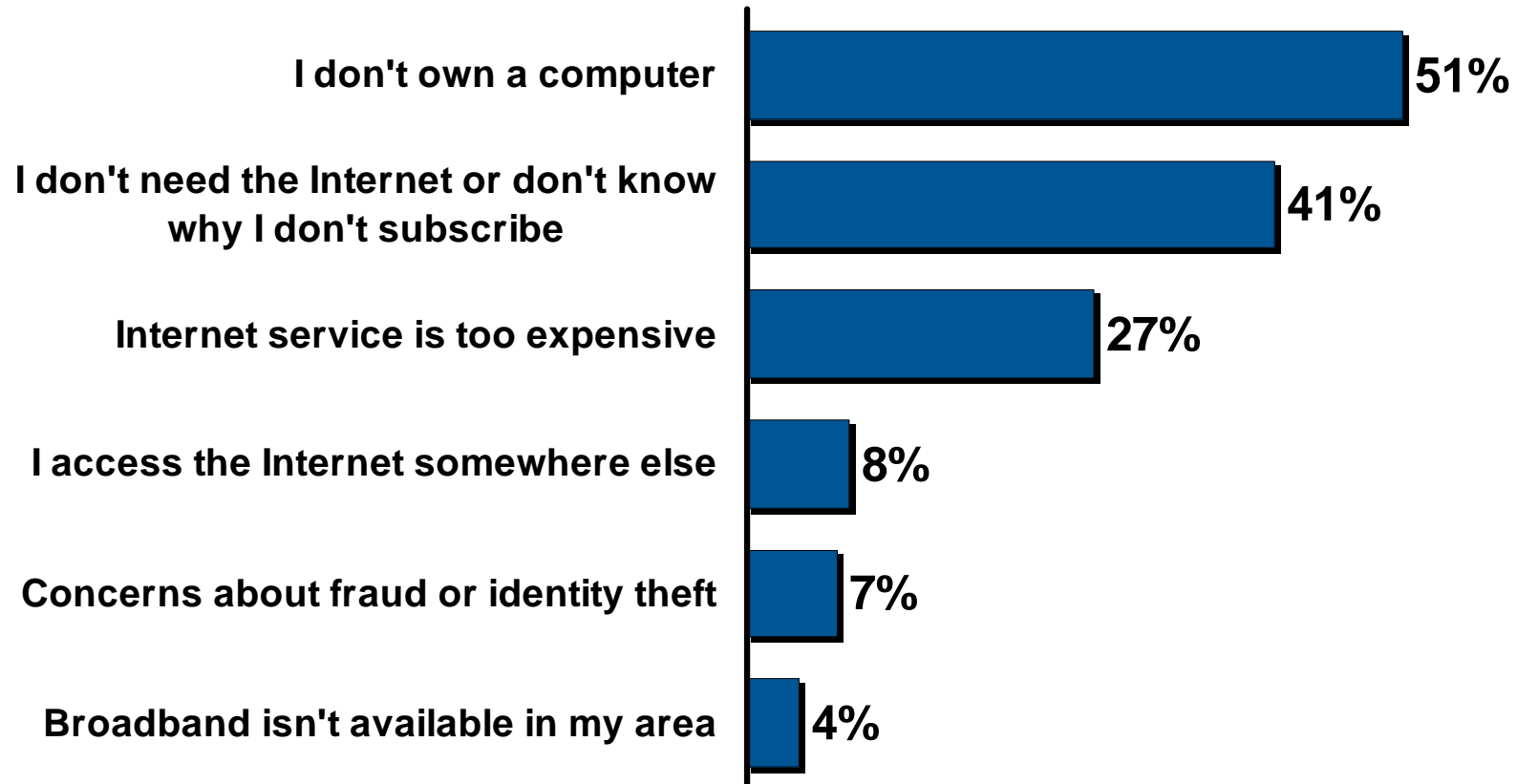
\*Percentages do not add up to 100% because individuals could give multiple responses.  
Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Barriers to Internet Adoption

Among Kansas residents with no Internet connection at home\*



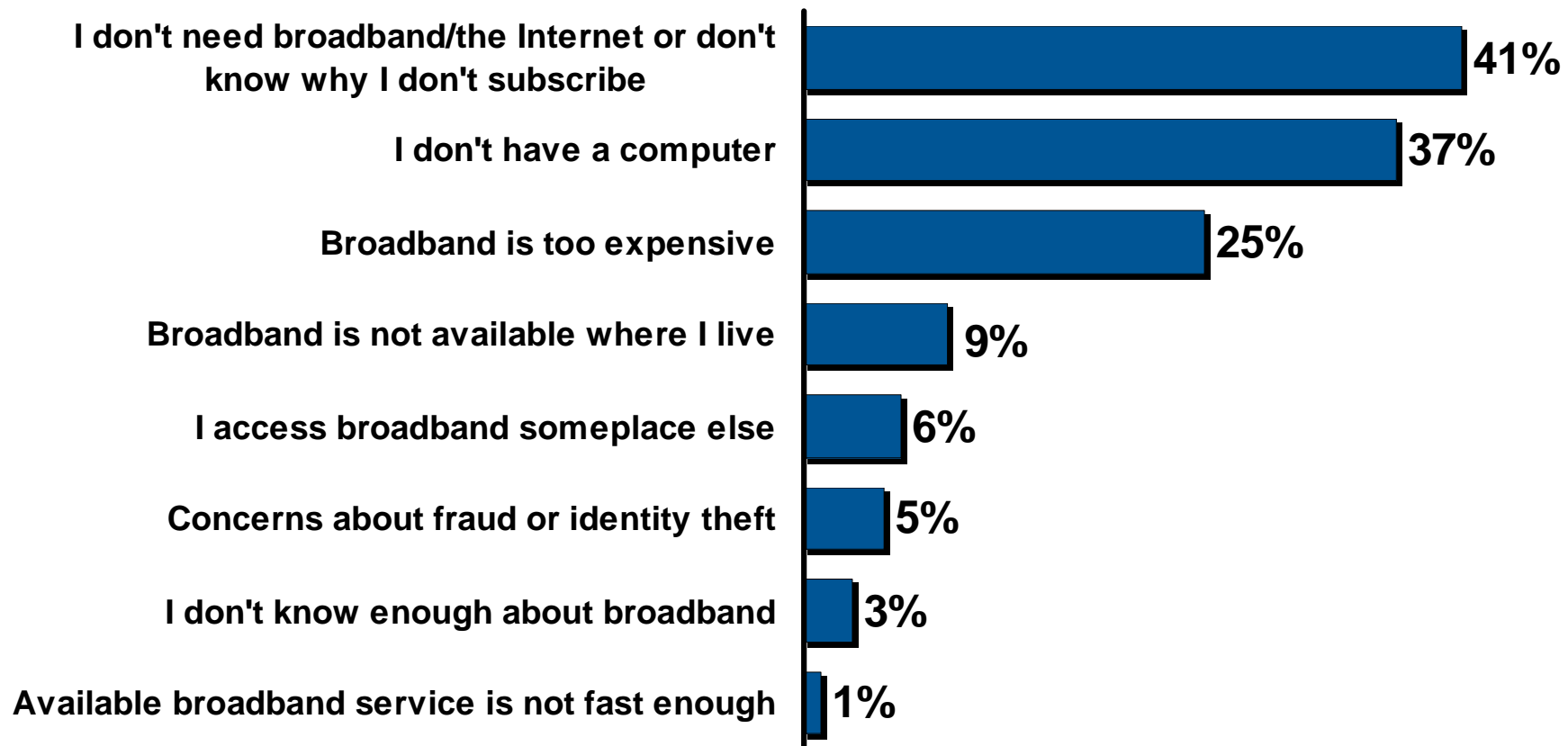
\*Percentages do not add up to 100% because individuals could give multiple responses.  
Q: Why don't you subscribe to the Internet at home?  
(n=252 KS residents with no Internet service in their household)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Barriers to Broadband Adoption

## Percent of Kansas residents with no home broadband service\*



\*Percentages do not add up to 100% because individuals could give multiple responses.

Q: Why don't you subscribe to broadband at home?

(n=348 KS residents who do not have home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

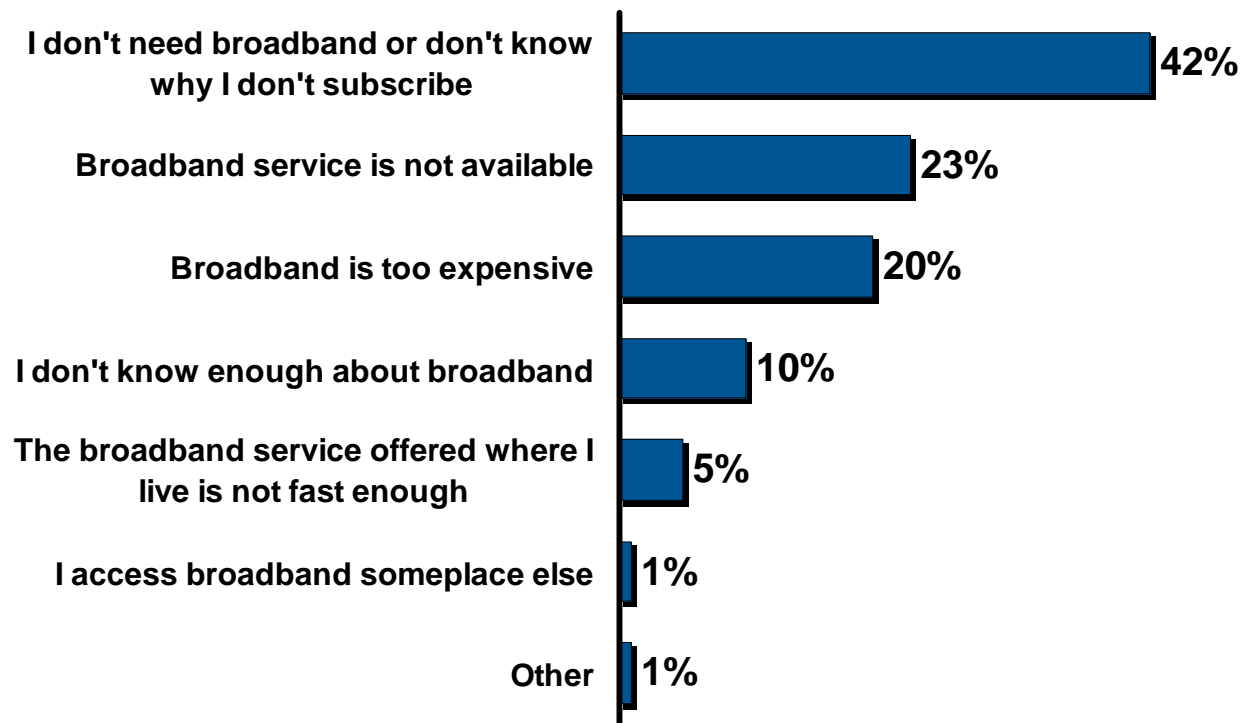


# Barriers to Broadband Adoption Among Dial-Up Users

Statewide, 5% of Kansas residents rely on dial-up service.

The top barrier to broadband adoption among dial-up users is the belief that they don't need broadband service or don't understand the benefits of broadband service.

Among Kansas Internet subscribers who do not subscribe to home broadband service\*



\*Percentages do not add up to 100% because individuals could give multiple responses.

Q: Why don't you subscribe to broadband at home?

(n=96 KS Internet subscribers who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)

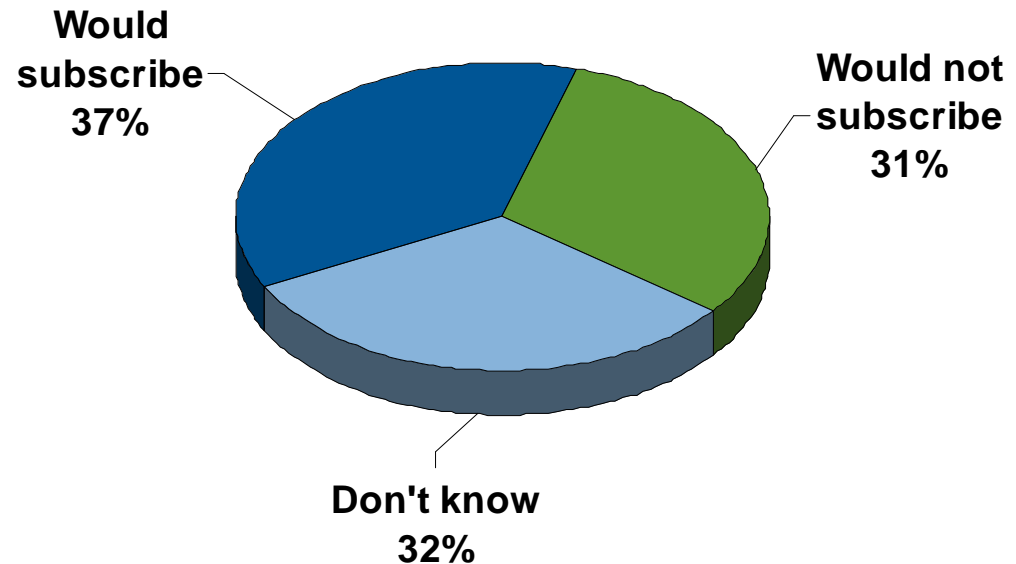


# Lack of Availability as a Barrier to Broadband Adoption

Among Kansas dial-up subscribers who say broadband service is not available where they live

More than one-third of Kansas dial-up users who say broadband service is unavailable say they would subscribe if it were available.

Close to one-third of the Kansas dial-up users who say broadband service is unavailable would *not* subscribe to broadband even if it were available where they live.



Q: Would you sign up for broadband service if it were available in your area?  
(n=58 KS Internet users who do not have broadband and report that broadband service is not available where they live)

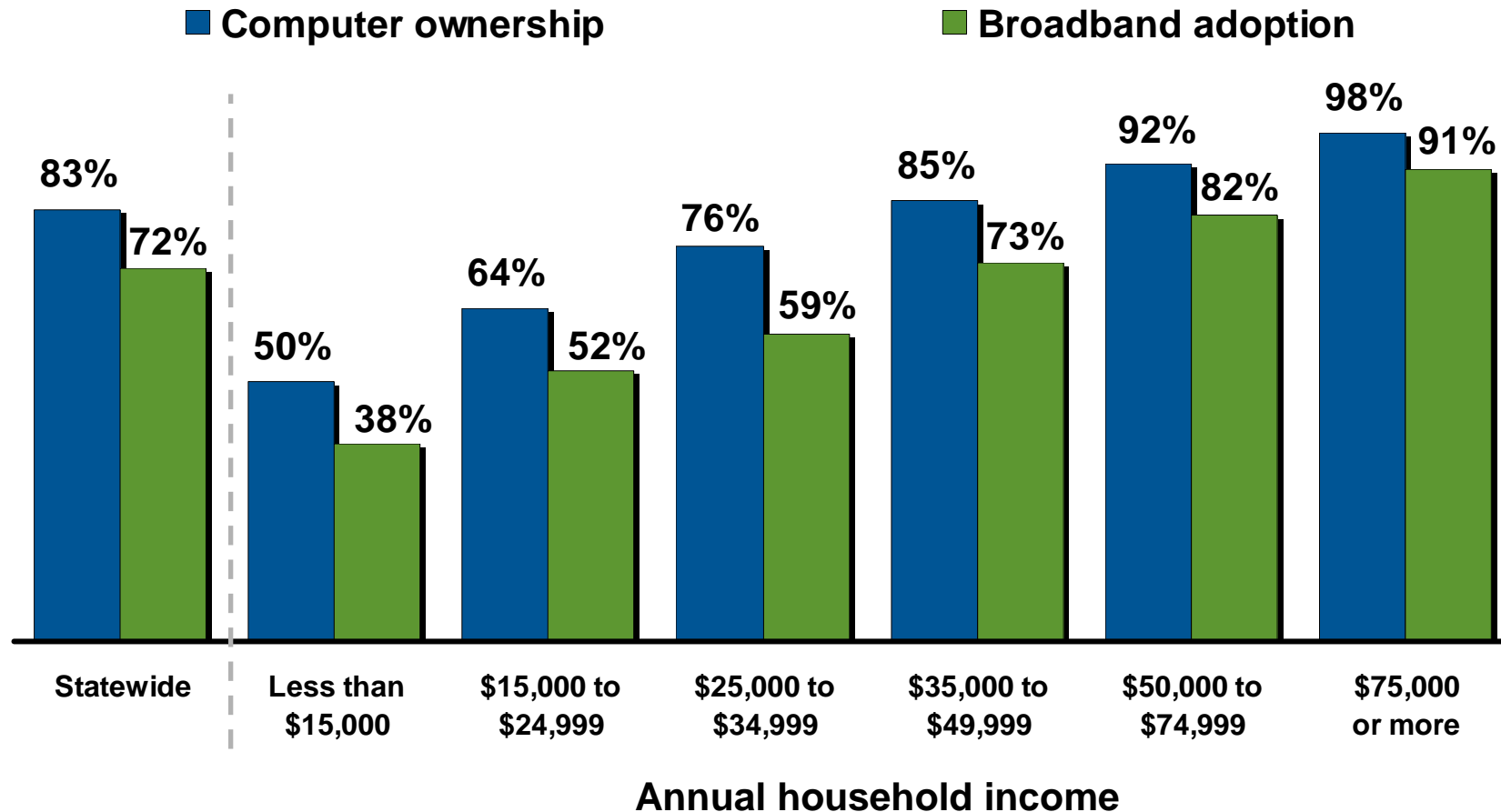
Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# **Residential Technology Assessment by Annual Household Income**



# Technology Adoption by Income



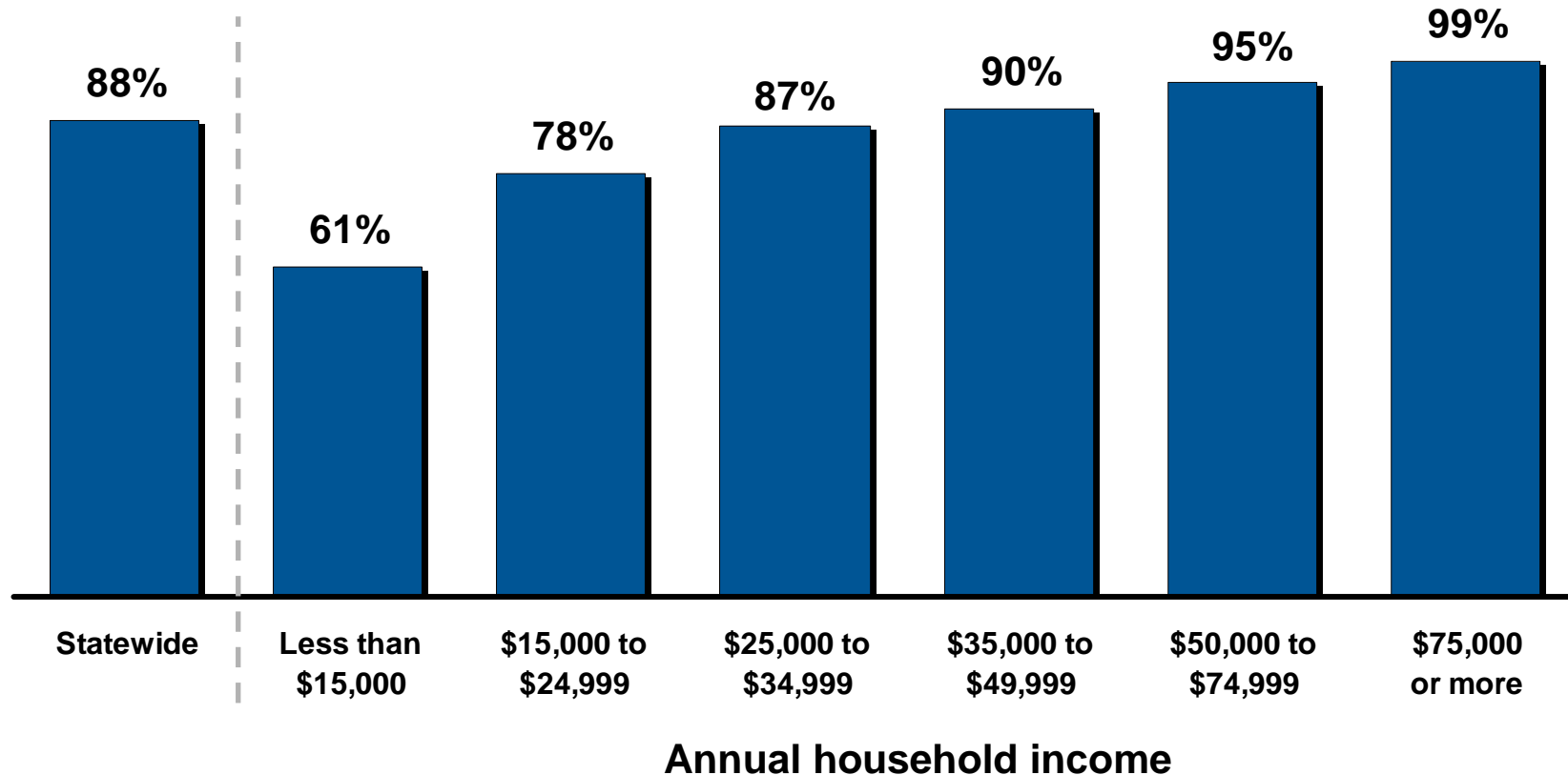
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place





Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: 	<b>Less than \$15,000</b>	<b>\$15,000 to \$24,999</b>	<b>\$25,000 to \$34,999</b>	<b>\$35,000 to \$49,999</b>	<b>\$50,000 to \$74,999</b>	<b>\$75,000 or more</b>
Percentage is significantly* <i>lower</i> than the state average: 						
<b>Product or service information</b>	64%	64%	64%	77%	88%	89%
<b>Community events</b>	42%	45%	48%	60%	68%	66%
<b>Health or medical information</b>	59%	53%	61%	69%	79%	75%
<b>Government services</b>	41%	43%	34%	48%	52%	55%
<b>Research for schoolwork</b>	44%	37%	37%	48%	49%	53%
<b>Jobs or employment</b>	48%	38%	41%	39%	42%	42%

\*Significance measured at a 95% confidence level

Q: Which of the following types of information do you use the Internet to look for online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 or more
E-mail	77%	75%	78%	90%	91%	95%
Social or professional networking sites such as Facebook	55%	54%	50%	55%	64%	64%
Instant messages	31%	36%	38%	40%	39%	43%
Posting content to a website	25%	21%	22%	25%	31%	30%
Microblogs such as Twitter	7%	11%	7%	11%	9%	12%
Posting content to a blog	17%	12%	9%	12%	16%	16%
Chatting in chat rooms	15%	5%	11%	10%	12%	11%

\*Significance measured at a 95% confidence level



Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: 	<b>Less than \$15,000</b>	<b>\$15,000 to \$24,999</b>	<b>\$25,000 to \$34,999</b>	<b>\$35,000 to \$49,999</b>	<b>\$50,000 to \$74,999</b>	<b>\$75,000 or more</b>
Percentage is significantly* <i>lower</i> than the state average: 						
<b>Friends or family</b>	76%	75%	75%	86%	91%	91%
<b>Companies with which you do business</b>	40%	48%	44%	61%	67%	69%
<b>Co-workers</b>	30%	38%	40%	51%	60%	64%
<b>Kansas state government</b>	15%	27%	23%	29%	37%	38%
<b>Your health insurance company</b>	16%	24%	27%	31%	37%	48%
<b>Doctors or other healthcare professionals</b>	20%	22%	24%	32%	25%	34%
<b>Teachers</b>	31%	36%	32%	37%	41%	47%
<b>Local government</b>	18%	21%	19%	18%	27%	31%
<b>Elected officials or candidates</b>	11%	15%	16%	18%	29%	30%

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 or more
<b>Purchasing a product or service online</b>	64%	66%	63%	79%	86%	90%	
<b>Online banking</b>	44%	46%	49%	63%	70%	81%	
<b>Paying bills</b>	42%	51%	49%	61%	70%	79%	
<b>Booking travel arrangements</b>	39%	32%	38%	55%	69%	84%	
<b>Online transactions with government</b>	24%	42%	40%	46%	52%	62%	
<b>Selling a product or service online</b>	21%	22%	19%	25%	36%	41%	
<b>Buying, selling, or trading investments</b>	4%	12%	8%	15%	19%	37%	

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 or more
Using a search engine	75%	70%	71%	86%	89%	92%
Reading online newspapers	62%	57%	60%	76%	79%	81%
Sending or receiving photos	57%	60%	62%	68%	83%	80%
Playing games online	60%	48%	54%	56%	56%	50%
Downloading music	39%	40%	44%	51%	52%	58%
Watching videos, movies, or TV shows	49%	49%	45%	47%	55%	55%
Working from home	14%	20%	18%	25%	35%	54%
Reading blogs	30%	28%	24%	25%	36%	36%
Taking online classes	25%	19%	24%	26%	23%	28%

\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more
I realized broadband was worth the extra money	35%	50%	51%
I needed to conduct business online	26%	29%	30%
Broadband became available in my area	29%	43%	40%
The cost of broadband became more affordable	35%	49%	40%
I purchased (or received) a computer for my home	46%	45%	40%
I heard about the benefits of broadband	25%	30%	25%
A friend or family member convinced me	23%	18%	12%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?

(n=852 KS residents with home broadband service)

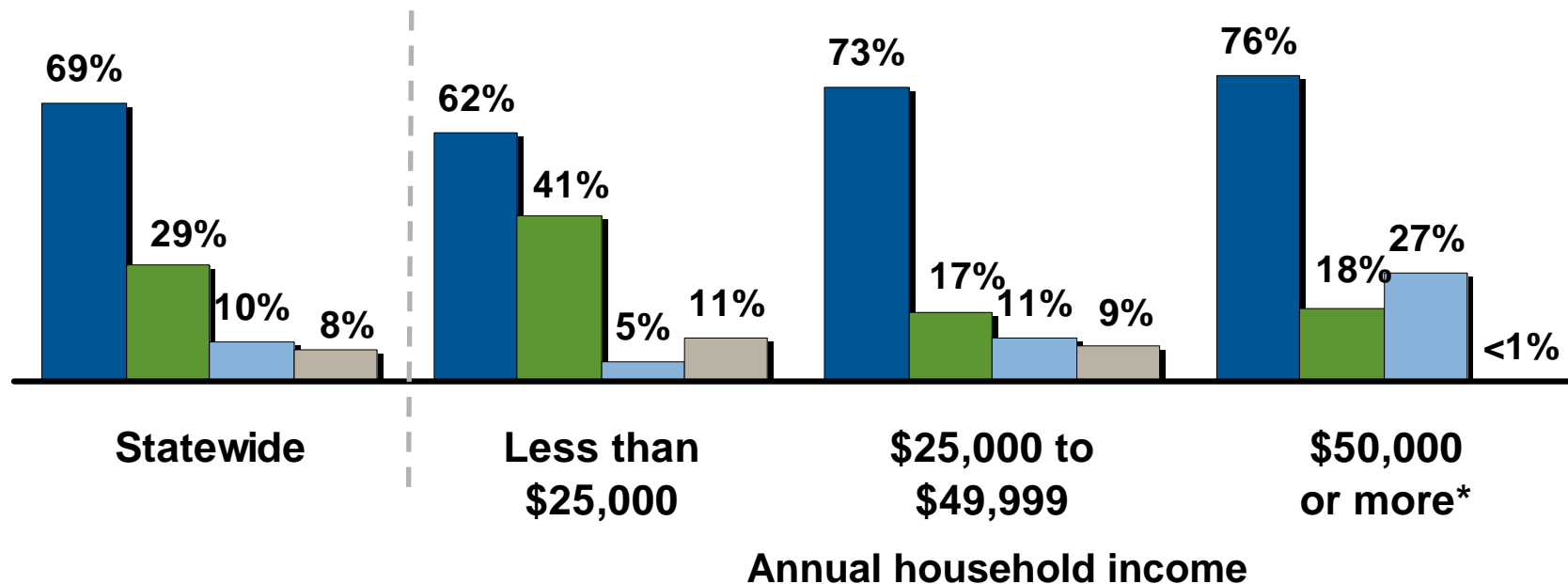
Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer

- I don't need a computer or I don't know why I need one
- Too expensive
- I use a computer at a different location
- Computers are too complicated



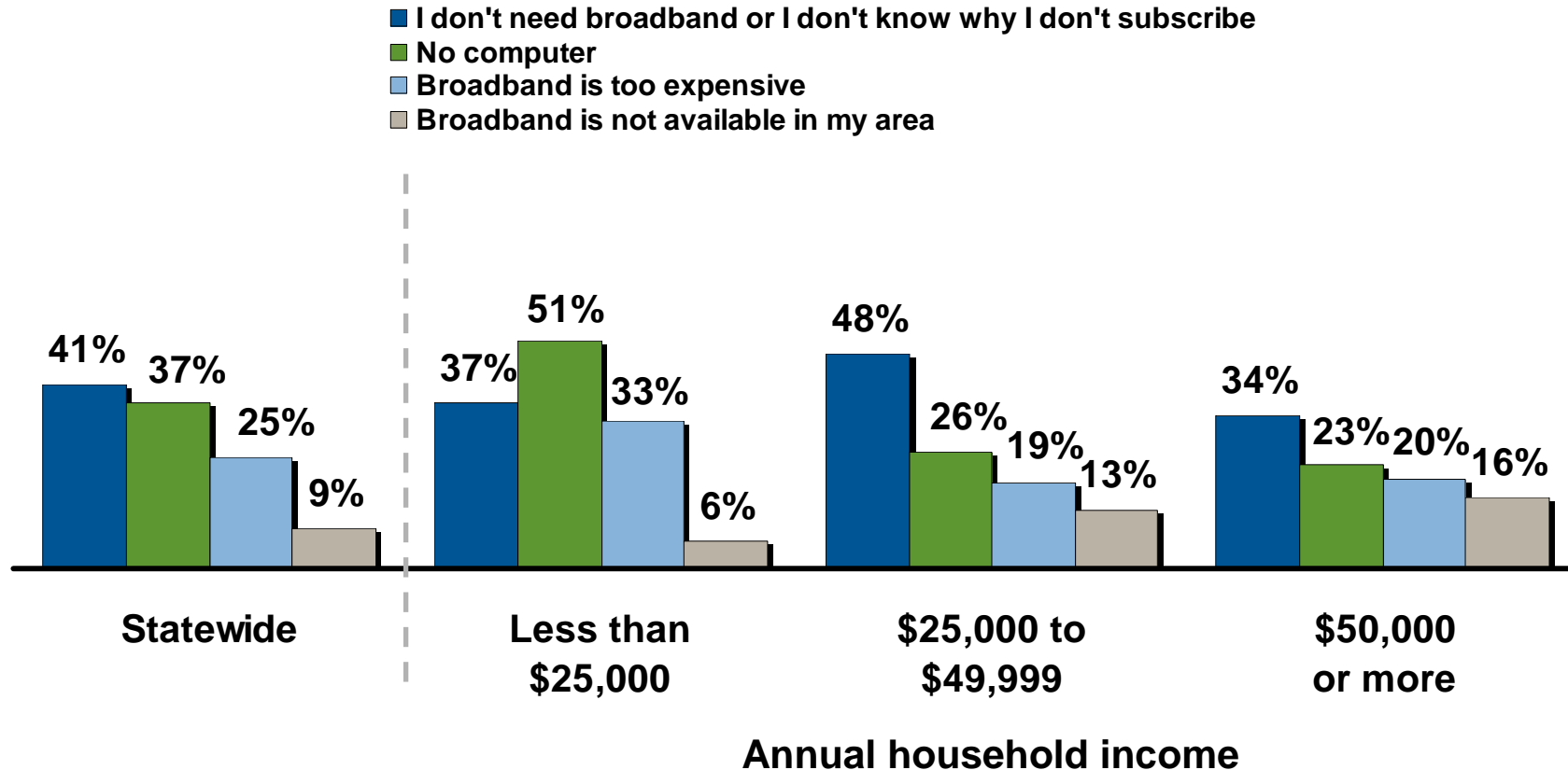
\*Sample size less than 30  
 Q: Why don't you have a computer at home?  
 (n=210 KS residents with no home computer)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service



Q: Why don't you subscribe to broadband at home?  
(n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



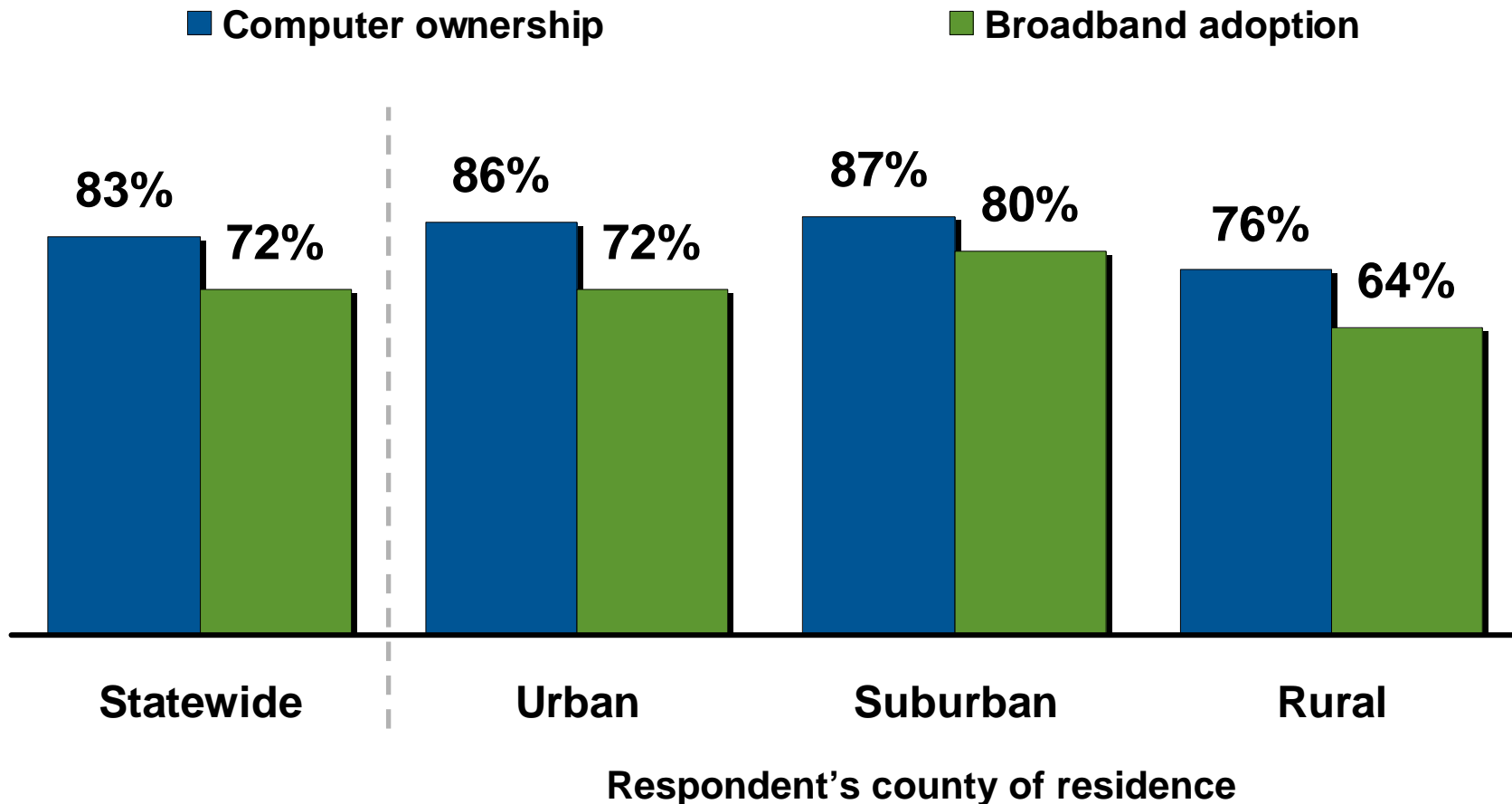
***This page left intentionally blank.***



# **Residential Technology Assessment by Urban-Rural Classification**



# Technology Adoption by Urban-Rural Classification



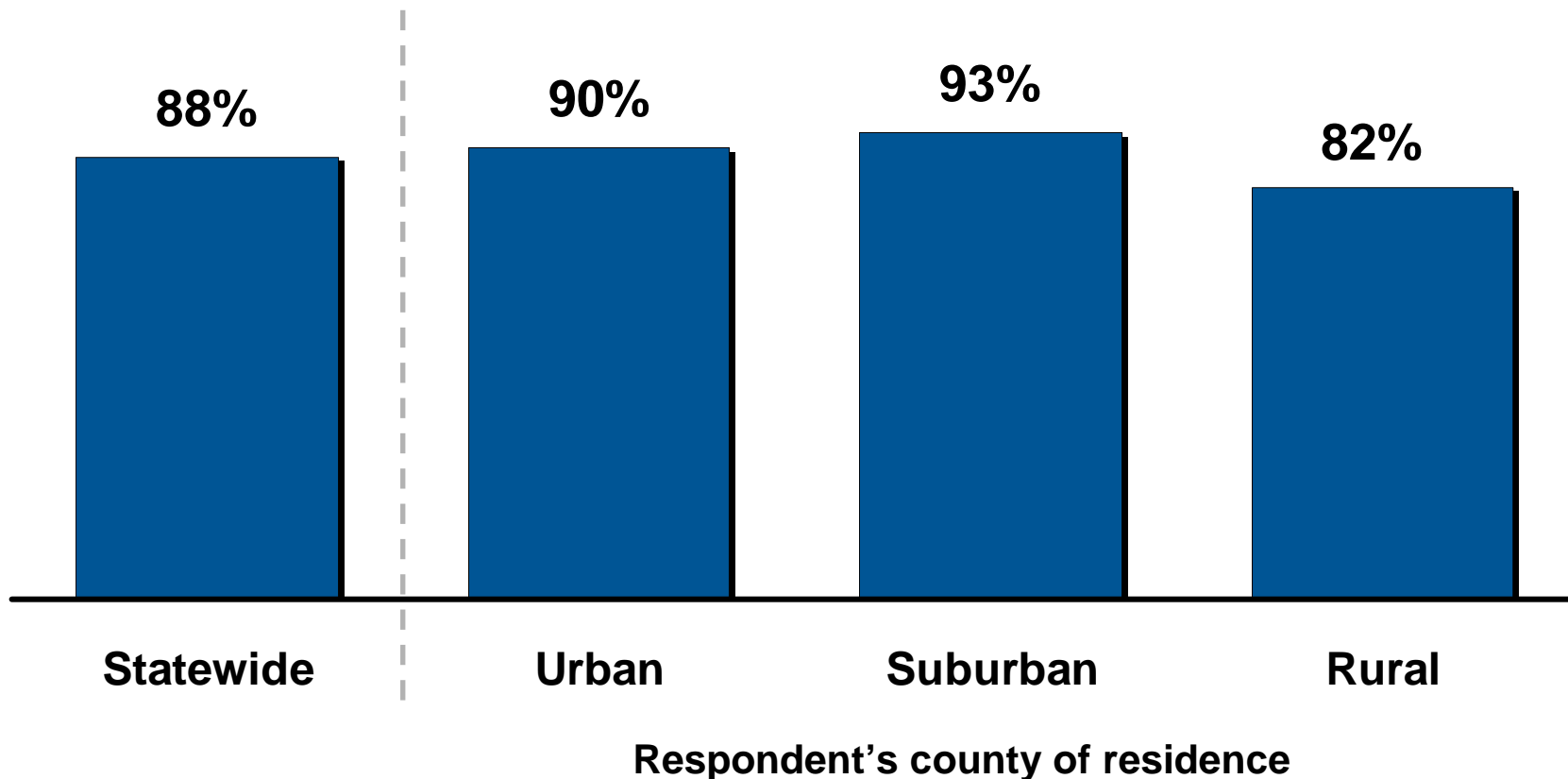
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place



Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Urban	Suburban	Rural
[Blue box] Percentage is significantly* <i>higher</i> than the state average: [Yellow box] Percentage is significantly* <i>lower</i> than the state average:			
<b>Product or service information</b>	78%	84%	76%
<b>Community events</b>	63%	64%	52%
<b>Health or medical information</b>	69%	71%	68%
<b>Government services</b>	47%	53%	43%
<b>Research for schoolwork</b>	48%	51%	40%
<b>Jobs or employment</b>	41%	47%	33%

\*Significance measured at a 95% confidence level  
 Q: Which of the following types of information do you use the Internet to look for online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Urban	Suburban	Rural
<b>E-mail</b>	87%	91%	87%
<b>Social or professional networking sites such as Facebook</b>	57%	65%	51%
<b>Instant messages</b>	40%	42%	32%
<b>Posting content to a website</b>	27%	30%	24%
<b>Posting content to a microblog such as Twitter</b>	9%	11%	8%
<b>Posting content to a blog</b>	14%	14%	12%
<b>Chatting in chat rooms</b>	11%	12%	10%

\*Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Urban	Suburban	Rural
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #add8e6; border: 1px solid black; margin-right: 5px;"></div> <span style="font-size: small;">Percentage is significantly* <i>higher</i> than the state average:</span> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #fff2cc; border: 1px solid black; margin-right: 5px;"></div> <span style="font-size: small;">Percentage is significantly* <i>lower</i> than the state average:</span> </div>			
<b>Friends or family</b>	84%	88%	83%
<b>Companies with which you do business</b>	60%	64%	54%
<b>Co-workers</b>	53%	58%	48%
<b>Kansas state government</b>	32%	30%	33%
<b>Your health insurance company</b>	35%	41%	30%
<b>Doctors or other healthcare professionals</b>	25%	33%	24%
<b>Teachers</b>	46%	41%	33%
<b>Local government</b>	25%	27%	21%
<b>Elected officials or candidates</b>	24%	24%	22%

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Urban	Suburban	Rural
<span style="display: inline-block; width: 15px; height: 15px; background-color: #add8e6; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>higher</i> than the state average: <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>lower</i> than the state average:			
<b>Purchasing a product or service online</b>	80%	85%	72%
<b>Booking travel arrangements</b>	64%	71%	53%
<b>Paying bills</b>	70%	72%	54%
<b>Online banking</b>	71%	72%	54%
<b>Online transactions with government</b>	55%	55%	39%
<b>Selling a product or service online</b>	29%	37%	26%
<b>Buying, selling, or trading investments</b>	21%	28%	14%

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Urban	Suburban	Rural
Using a search engine	83%	89%	78%
Sending or receiving photos	70%	79%	69%
Reading newspapers or other news sources	76%	74%	67%
Playing games online	55%	51%	50%
Downloading music	53%	56%	40%
Watching videos, movies, or TV shows	50%	57%	41%
Working from home	30%	43%	29%
Reading blogs	28%	35%	27%
Taking online classes	22%	27%	21%

\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Urban	Suburban	Rural
I realized broadband was worth the extra money	48%	47%	46%
I needed to conduct business online	26%	31%	31%
Broadband became available in my area	37%	39%	42%
The cost of broadband became more affordable	36%	41%	42%
I purchased (or received) a computer for my home	38%	41%	44%
I heard about the benefits of broadband	26%	22%	30%
A friend or family member convinced me	17%	12%	16%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?

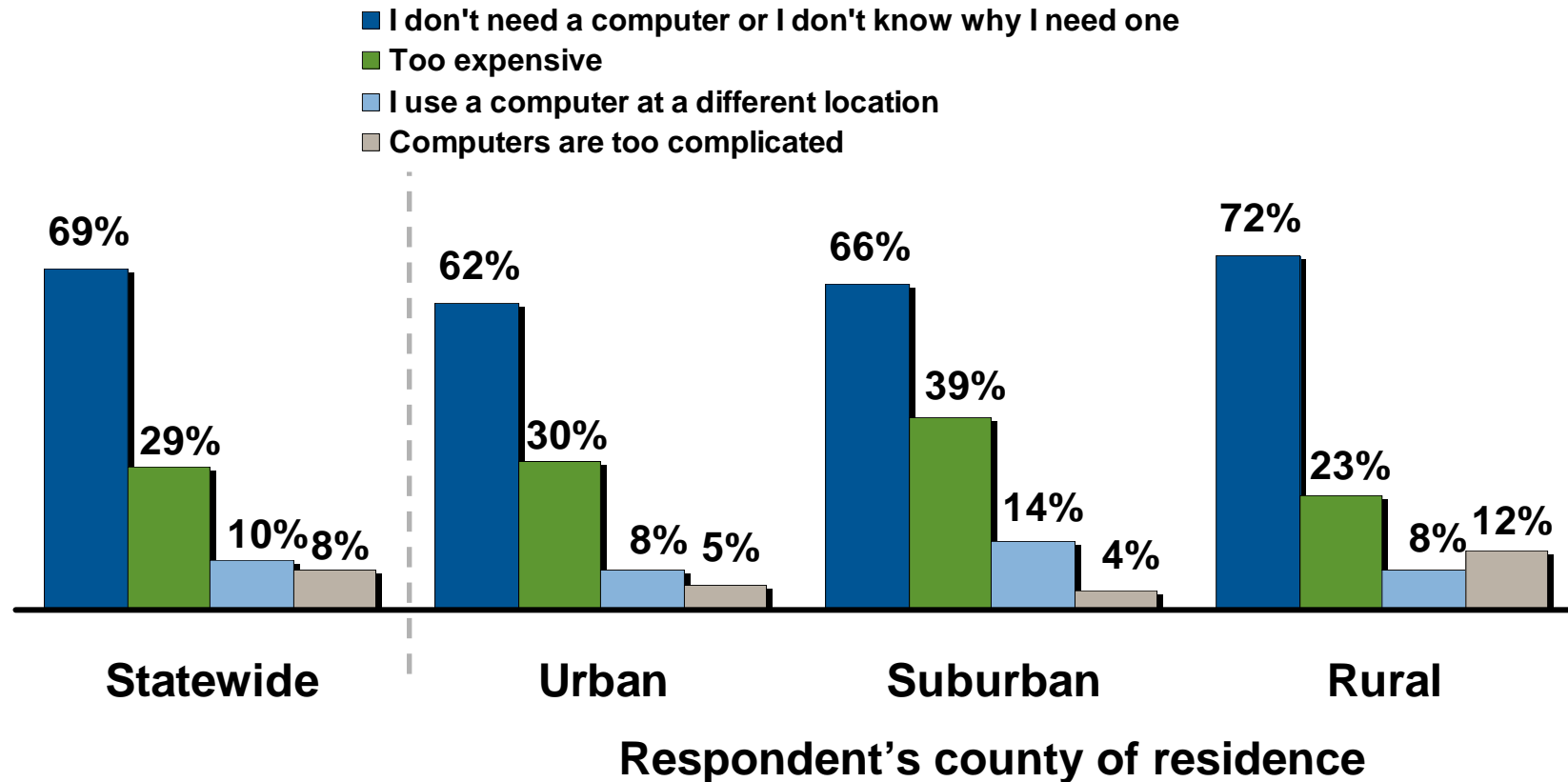
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer



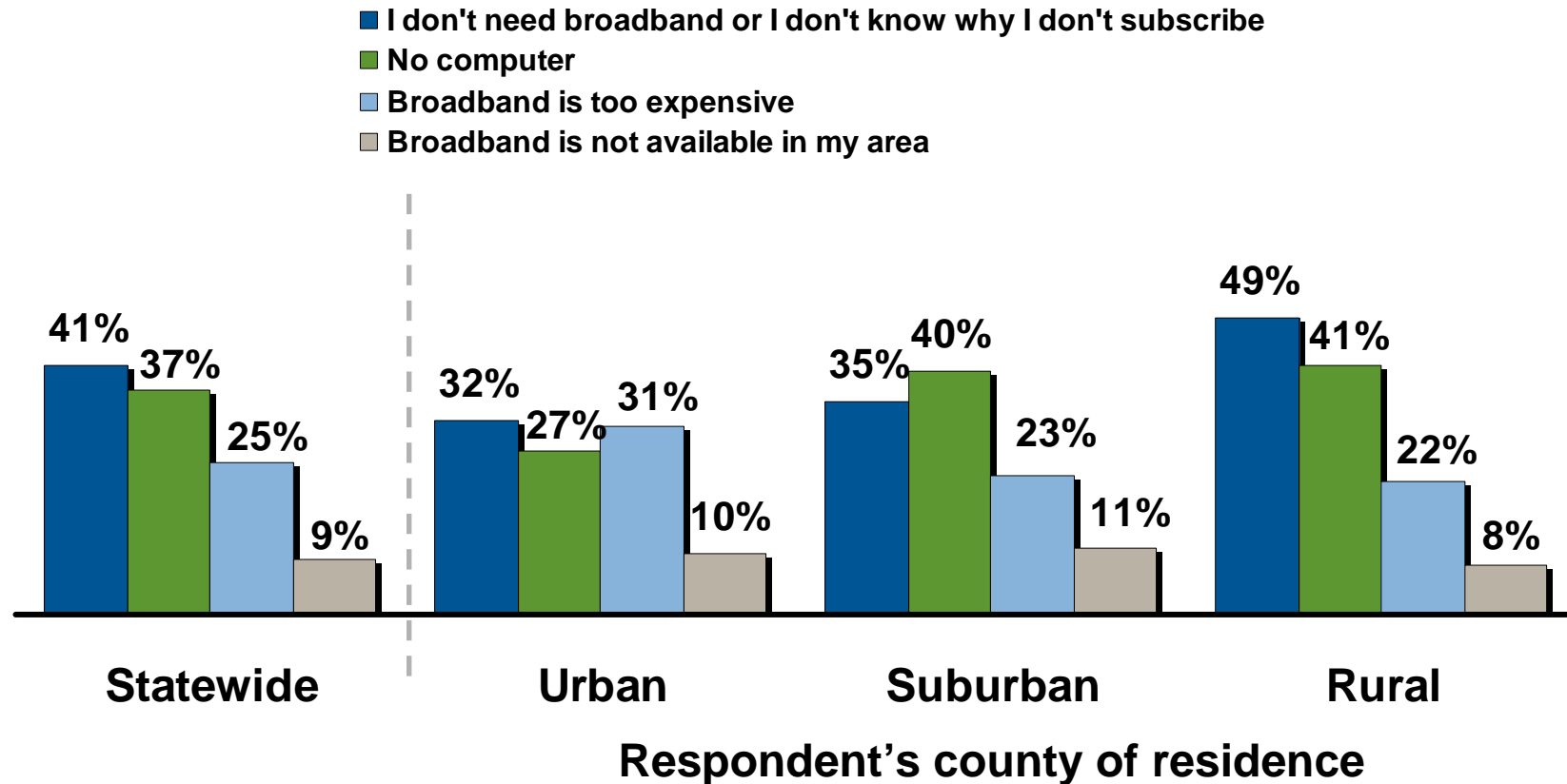
Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service



Q: Why don't you subscribe to broadband at home?  
(n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



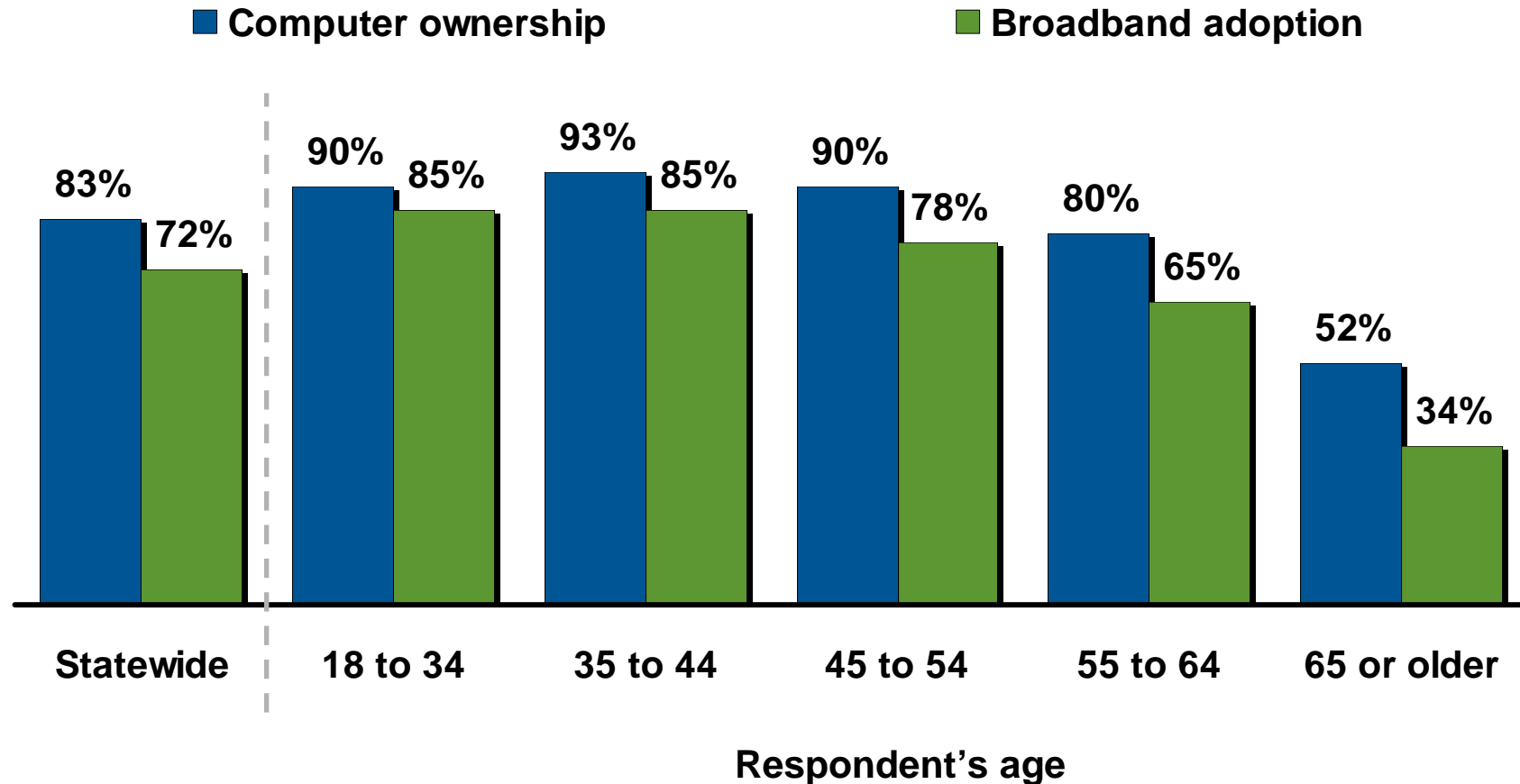
***This page left intentionally blank.***



# Residential Technology Assessment by Age



# Technology Adoption by Age



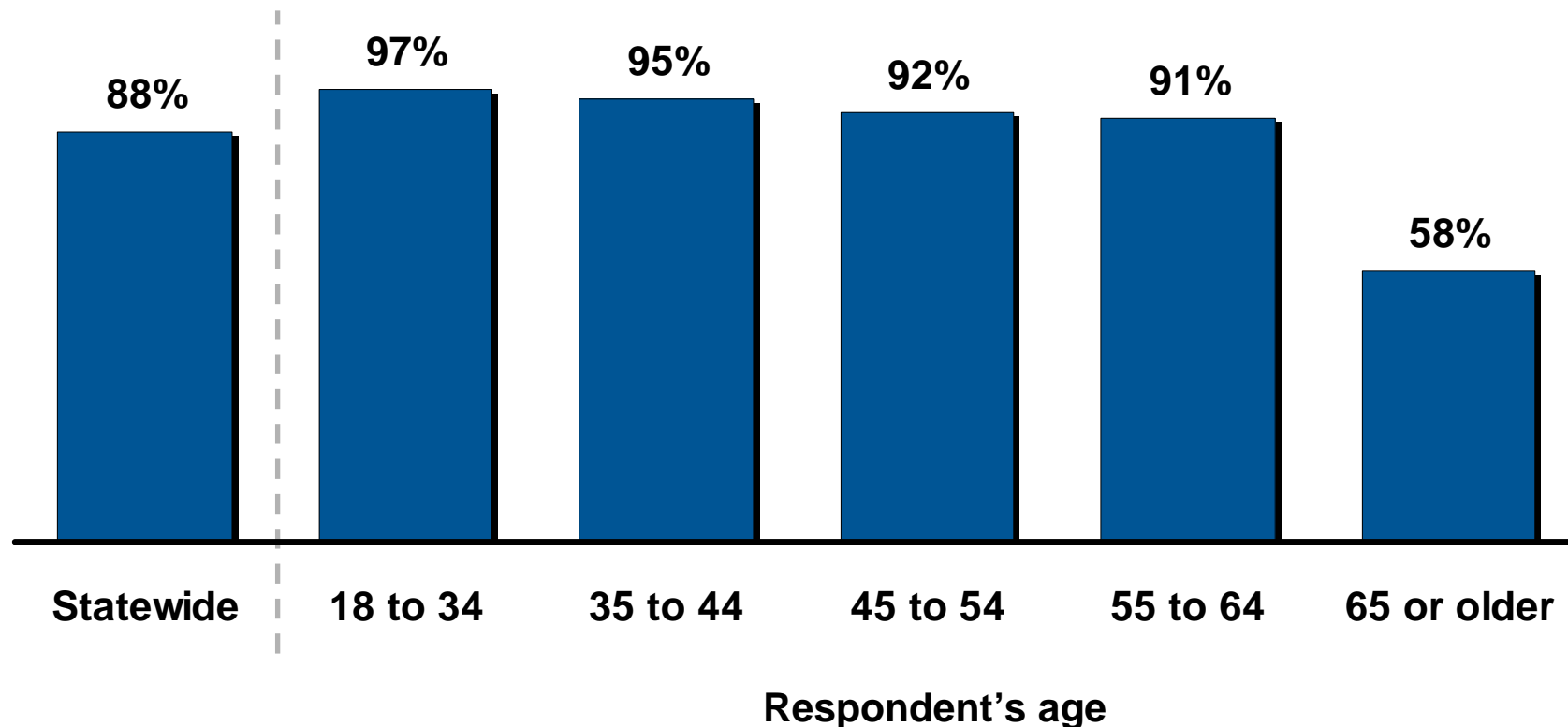
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place





Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
<b>Product or service information</b>	81%	86%	84%	78%	58%
<b>Community events</b>	67%	68%	61%	51%	32%
<b>Health or medical information</b>	69%	76%	70%	70%	57%
<b>Government services</b>	50%	54%	51%	42%	35%
<b>Research for schoolwork</b>	56%	64%	50%	25%	12%
<b>Jobs or employment</b>	56%	52%	32%	28%	7%

\*Significance measured at a 95% confidence level

Q: Which of the following types of information do you use the Internet to look for online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	■		■		
	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
<b>E-mail</b>	90%	95%	93%	83%	74%
<b>Instant messages</b>	49%	42%	36%	27%	16%
<b>Posting content to a website</b>	35%	29%	22%	21%	15%
<b>Chatting in chat rooms</b>	13%	13%	10%	7%	5%
<b>Posting content to a blog</b>	22%	13%	10%	7%	5%
<b>Social or professional networking sites such as Facebook</b>	78%	67%	54%	33%	21%
<b>Microblogs such as Twitter</b>	15%	11%	8%	5%	1%

\*Significance measured at a 95% confidence level



Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: 		18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Percentage is significantly* <i>lower</i> than the state average: 						
<b>Friends or family</b>		88%	90%	87%	83%	69%
<b>Companies with which you do business</b>		58%	68%	66%	60%	39%
<b>Co-workers</b>		62%	63%	58%	40%	19%
<b>Kansas state government</b>		26%	37%	39%	39%	16%
<b>Your health insurance company</b>		37%	39%	40%	39%	12%
<b>Doctors or other healthcare professionals</b>		32%	31%	25%	26%	19%
<b>Teachers for yourself or someone else</b>		44%	60%	44%	20%	10%
<b>Local government</b>		21%	32%	29%	27%	15%
<b>Elected officials or candidates</b>		22%	25%	27%	24%	19%

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:					
<b>Purchasing a product or service online</b>	85%	87%	80%	79%	47%
<b>Online banking</b>	79%	76%	64%	53%	27%
<b>Paying bills</b>	80%	76%	64%	52%	22%
<b>Booking travel arrangements</b>	70%	71%	63%	58%	32%
<b>Online transactions with government</b>	52%	61%	54%	45%	19%
<b>Selling a product or service online</b>	38%	43%	27%	21%	8%
<b>Buying, selling, or trading investments</b>	25%	24%	23%	16%	9%

\*Significance measured at a 95% confidence level



Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Using a search engine	92%	92%	83%	75%	56%
Reading online newspapers	77%	85%	75%	62%	46%
Sending or receiving photos	81%	81%	71%	67%	48%
Playing games online	59%	59%	52%	40%	34%
Downloading music	66%	64%	42%	29%	13%
Watching videos, movies, or TV shows	69%	58%	40%	34%	15%
Working from home	36%	48%	37%	29%	9%
Reading blogs	43%	35%	22%	19%	14%
Taking online classes	32%	32%	20%	11%	6%



\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average:  Percentage is significantly* <i>lower</i> than the state average: 	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
<b>I realized broadband was worth the extra money</b>	49%	49%	46%	45%	38%
<b>I needed to conduct business online</b>	29%	31%	29%	34%	20%
<b>Broadband became available in my area</b>	32%	45%	42%	43%	44%
<b>The cost of broadband became more affordable</b>	41%	41%	40%	36%	42%
<b>I purchased (or received) a computer for my home</b>	45%	38%	41%	38%	42%
<b>I heard about the benefits of broadband</b>	26%	23%	26%	26%	31%
<b>A friend or family member convinced me</b>	12%	11%	12%	22%	29%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?

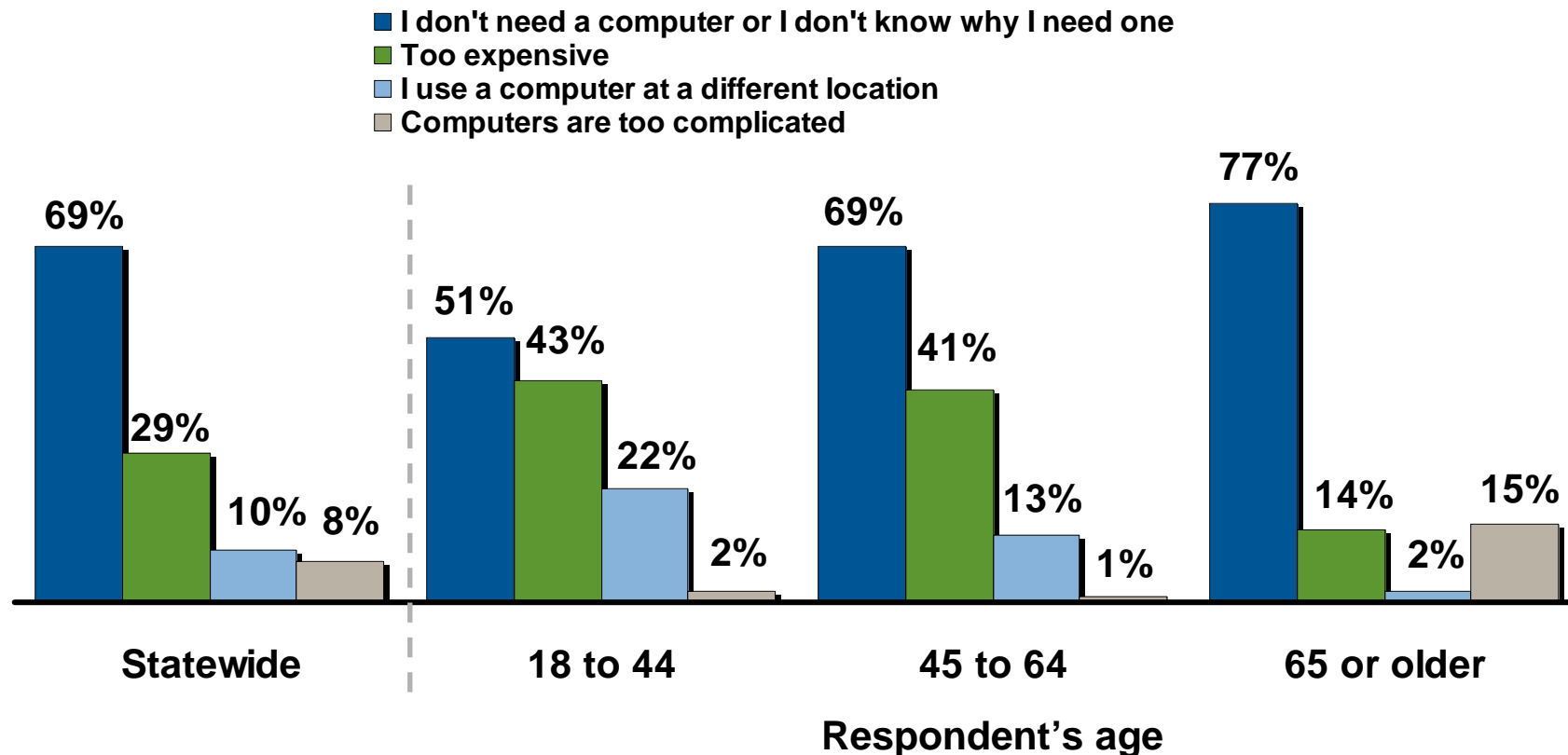
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer



Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

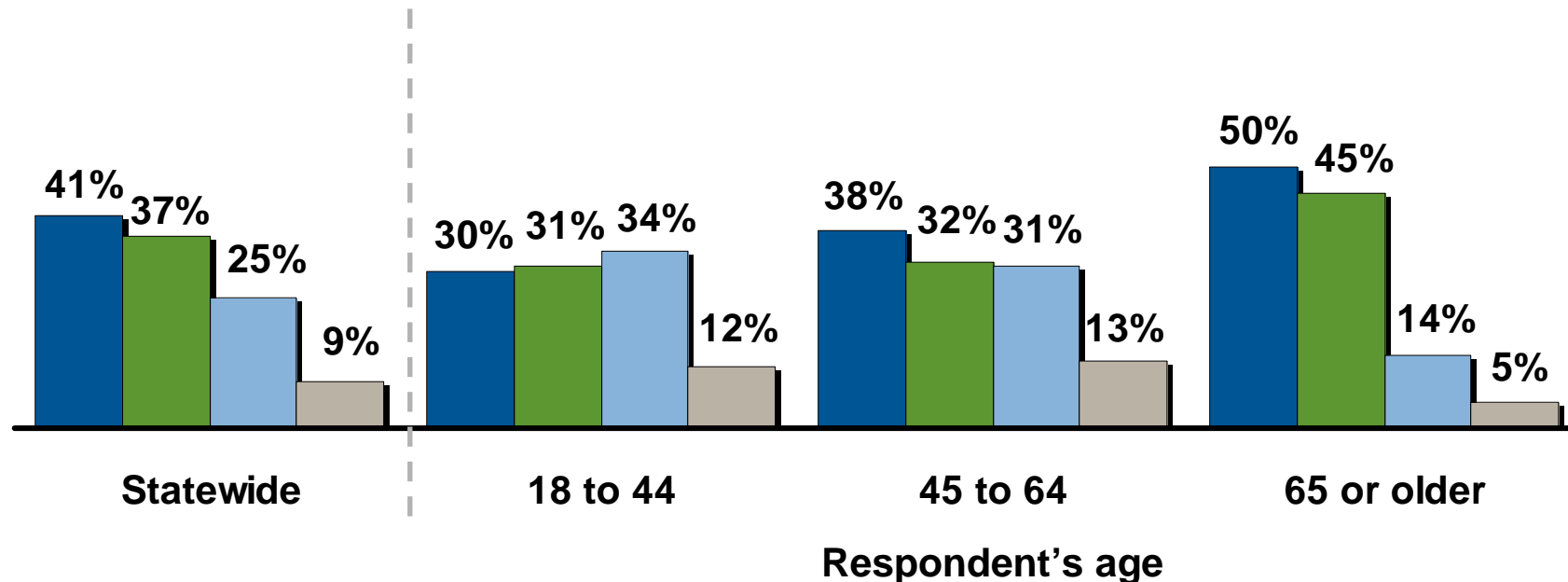
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
 (n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



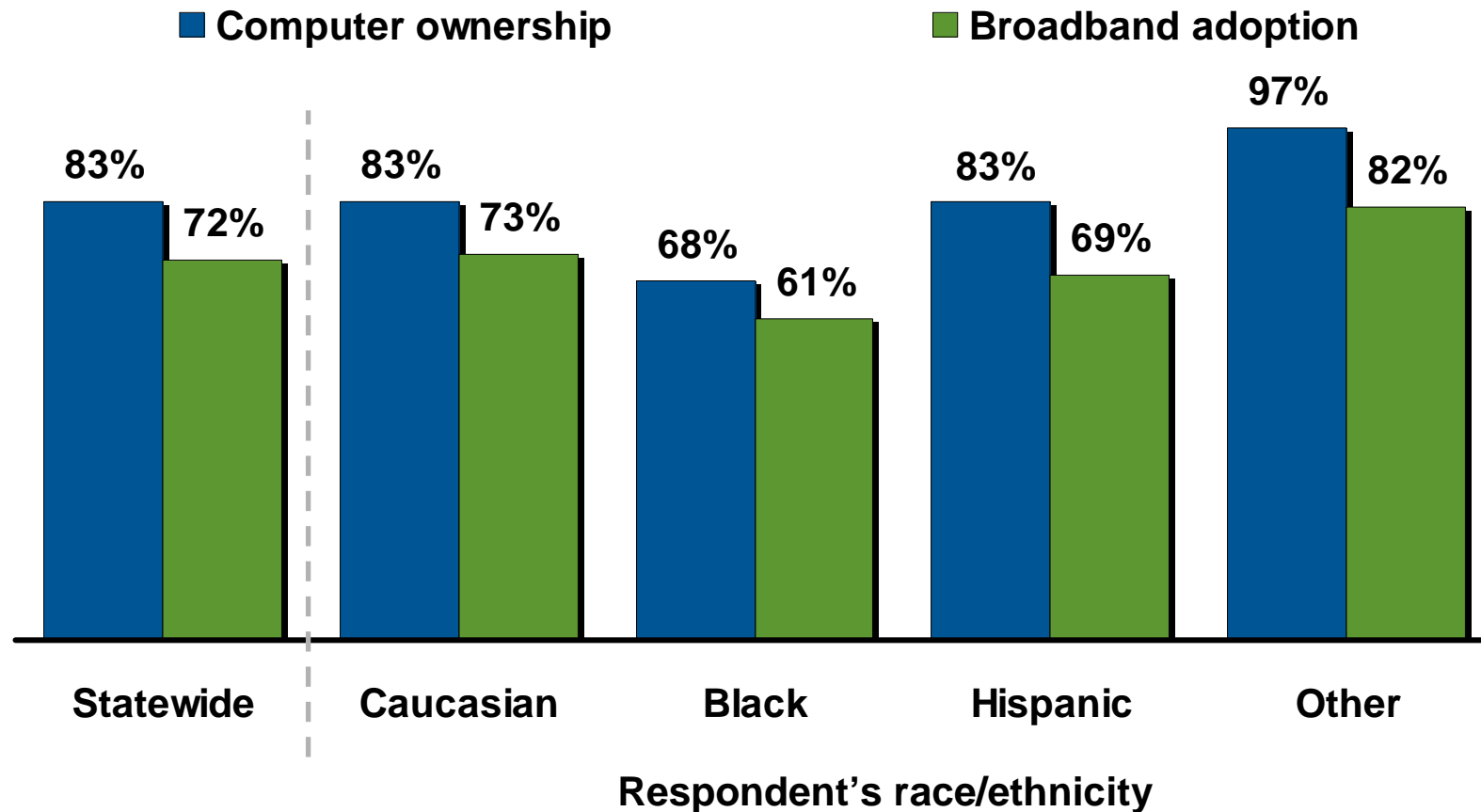
***This page left intentionally blank.***



# **Residential Technology Assessment by Race/Ethnicity**



# Technology Adoption by Race/Ethnicity



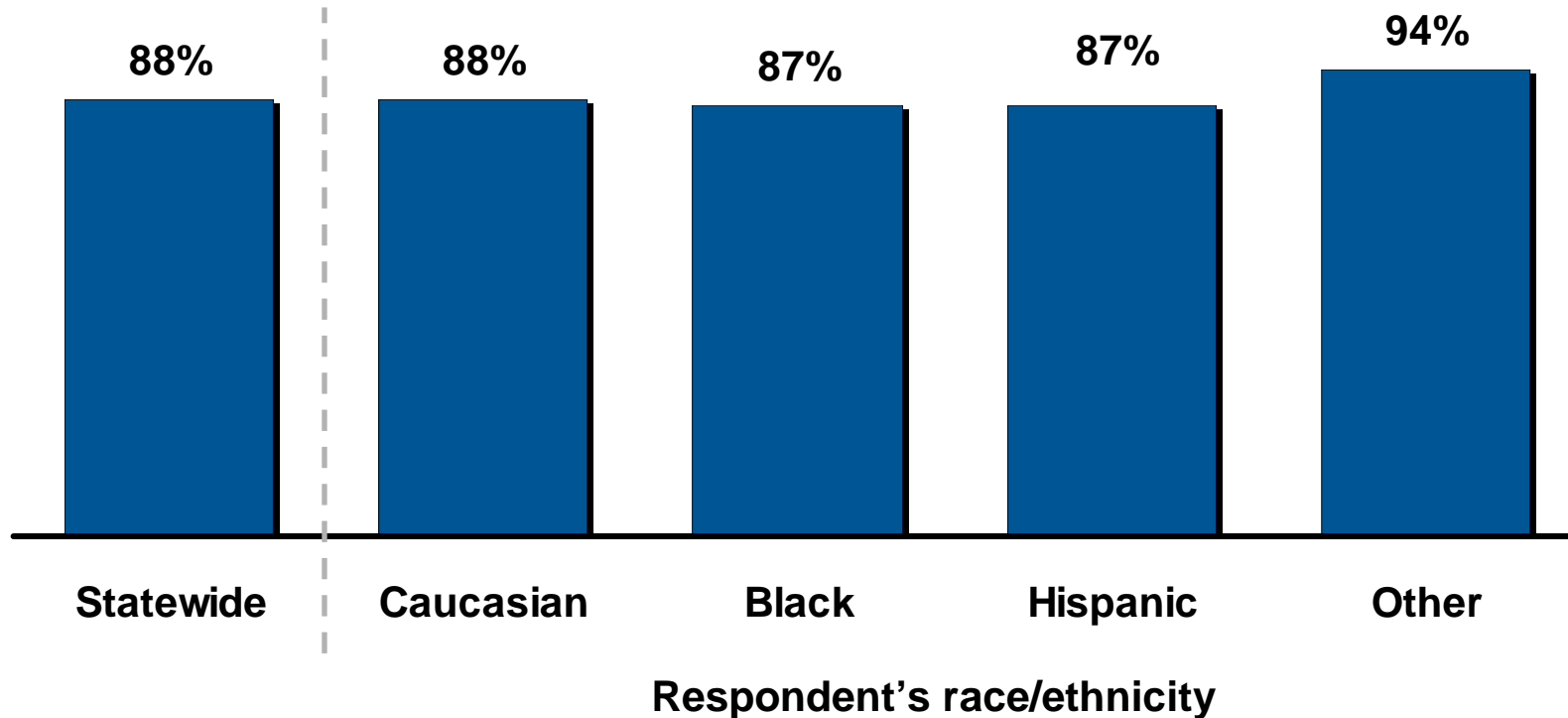
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place



Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Caucasian	Black	Hispanic	Other
[Blue box] Percentage is significantly* <i>higher</i> than the state average: [Yellow box] Percentage is significantly* <i>lower</i> than the state average:				
<b>Product or service information</b>	80%	67%	80%	75%
<b>Community events</b>	60%	57%	65%	48%
<b>Health or medical information</b>	70%	64%	72%	58%
<b>Government services</b>	48%	46%	50%	54%
<b>Research for schoolwork</b>	46%	52%	61%	48%
<b>Jobs or employment</b>	39%	50%	56%	52%

\*Significance measured at a 95% confidence level  
 Q: Which of the following types of information do you use the Internet to look for online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Caucasian	Black	Hispanic	Other
E-mail	89%	82%	90%	87%
Social or professional networking sites such as Facebook	58%	70%	67%	60%
Instant messages	37%	44%	48%	50%
Posting content to a website	27%	27%	26%	35%
Posting content to a microblog such as Twitter	9%	13%	20%	15%
Posting content to a blog	13%	19%	12%	26%
Chatting in chat rooms	10%	25%	19%	19%

\*Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Caucasian	Black	Hispanic	Other
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: #add8e6; border: 1px solid black; margin-right: 5px;"></div> <span style="font-size: small;">Percentage is significantly* <i>higher</i> than the state average:</span> </div> <div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: #ffd700; border: 1px solid black; margin-right: 5px;"></div> <span style="font-size: small;">Percentage is significantly* <i>lower</i> than the state average:</span> </div>				
<b>Friends or family</b>	86%	82%	85%	86%
<b>Companies with which you do business</b>	59%	71%	53%	70%
<b>Co-workers</b>	54%	47%	52%	54%
<b>Kansas state government</b>	32%	26%	26%	32%
<b>Health insurance company</b>	37%	29%	28%	25%
<b>Doctors or other healthcare professionals</b>	28%	22%	17%	44%
<b>Teachers</b>	39%	36%	38%	59%
<b>Local government</b>	24%	31%	16%	37%
<b>Elected officials or candidates</b>	24%	9%	16%	34%

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Caucasian	Black	Hispanic	Other
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>higher</i> than the state average: <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFD700; border: 1px solid black; margin-right: 5px;"></span> Percentage is significantly* <i>lower</i> than the state average:				
<b>Purchasing a product or service online</b>	80%	65%	81%	76%
<b>Online banking</b>	65%	63%	75%	70%
<b>Paying bills</b>	64%	71%	81%	65%
<b>Booking travel arrangements</b>	63%	51%	69%	66%
<b>Online transactions with government</b>	50%	35%	51%	55%
<b>Selling a product or service online</b>	31%	24%	24%	36%
<b>Buying, selling, or trading investments</b>	22%	11%	16%	23%

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Caucasian	Black	Hispanic	Other
Using a search engine	84%	72%	84%	86%
Reading online newspapers	73%	63%	71%	83%
Sending or receiving photos	73%	75%	72%	85%
Playing games online	51%	64%	67%	55%
Downloading music	48%	50%	60%	66%
Watching videos, movies, or TV shows	50%	50%	48%	62%
Working from home	35%	30%	29%	32%
Reading blogs	30%	34%	25%	53%
Taking online classes	24%	23%	18%	37%

\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: <span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black;"></span> Percentage is significantly* <i>lower</i> than the state average: <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFD700; border: 1px solid black;"></span>	Caucasian	Hispanic	Other
<b>I realized broadband was worth the extra money</b>	49%	37%	29%
<b>I needed to conduct business online</b>	30%	13%	35%
<b>Broadband became available in my area</b>	40%	24%	42%
<b>The cost of broadband became more affordable</b>	41%	47%	34%
<b>I purchased (or received) a computer for my home</b>	42%	43%	40%
<b>I heard about the benefits of broadband</b>	25%	31%	26%
<b>A friend or family member convinced me</b>	15%	5%	21%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?  
(n=852 KS residents with home broadband service)

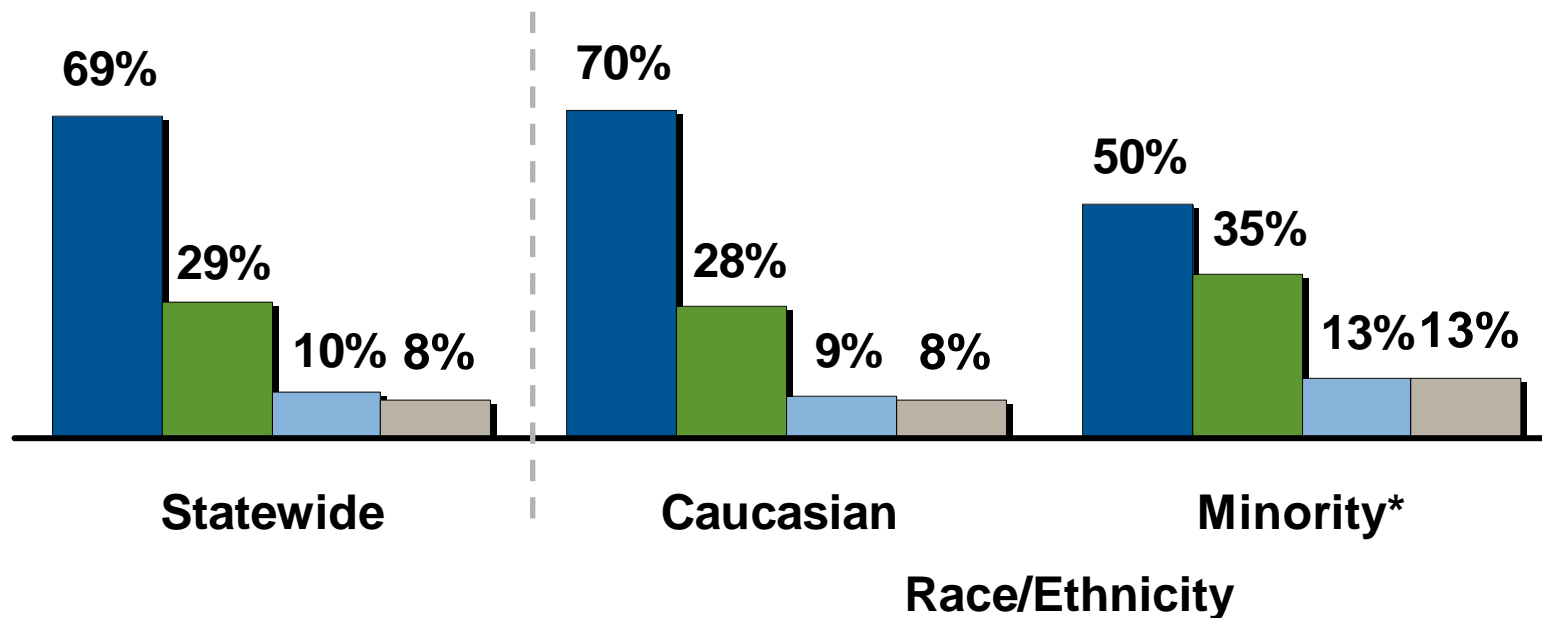
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer

- I don't need a computer or I don't know why I need one
- Too expensive
- I use a computer at a different location
- Computers are too complicated



\*Sample size less than 30  
 Q: Why don't you have a computer at home?  
 (n=210 KS residents with no home computer)

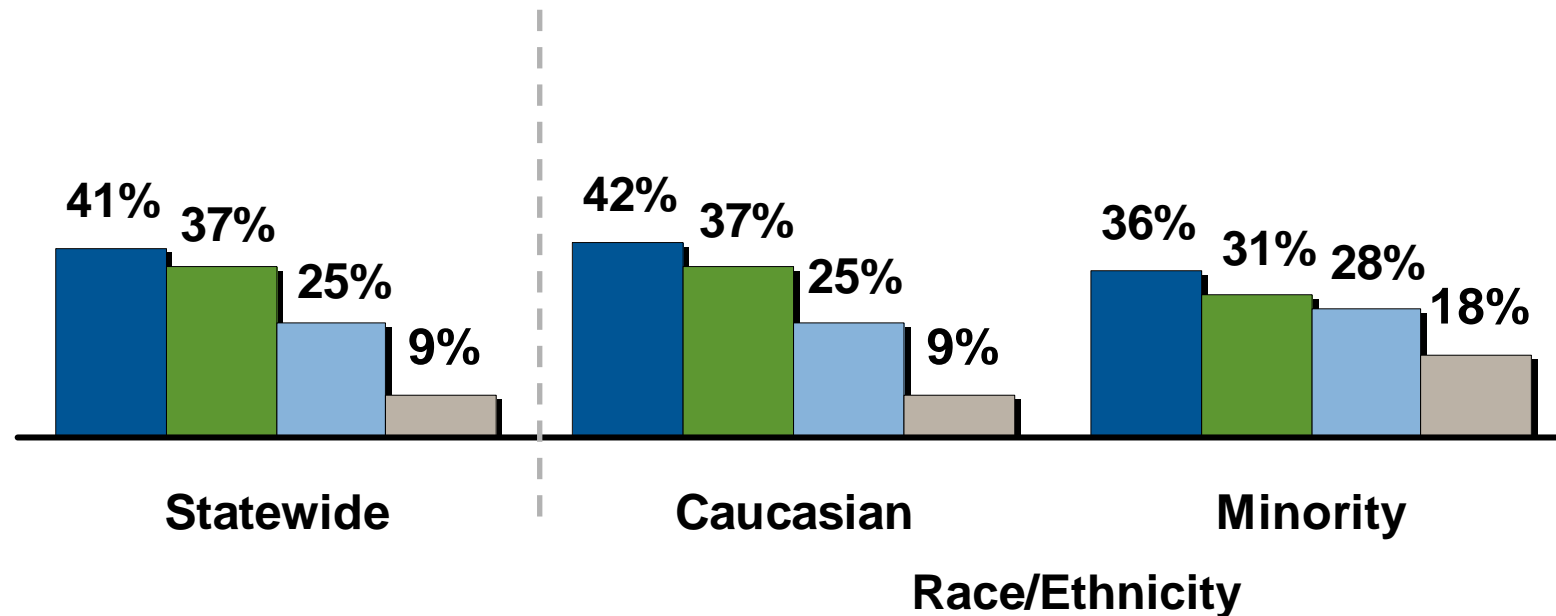
Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
(n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



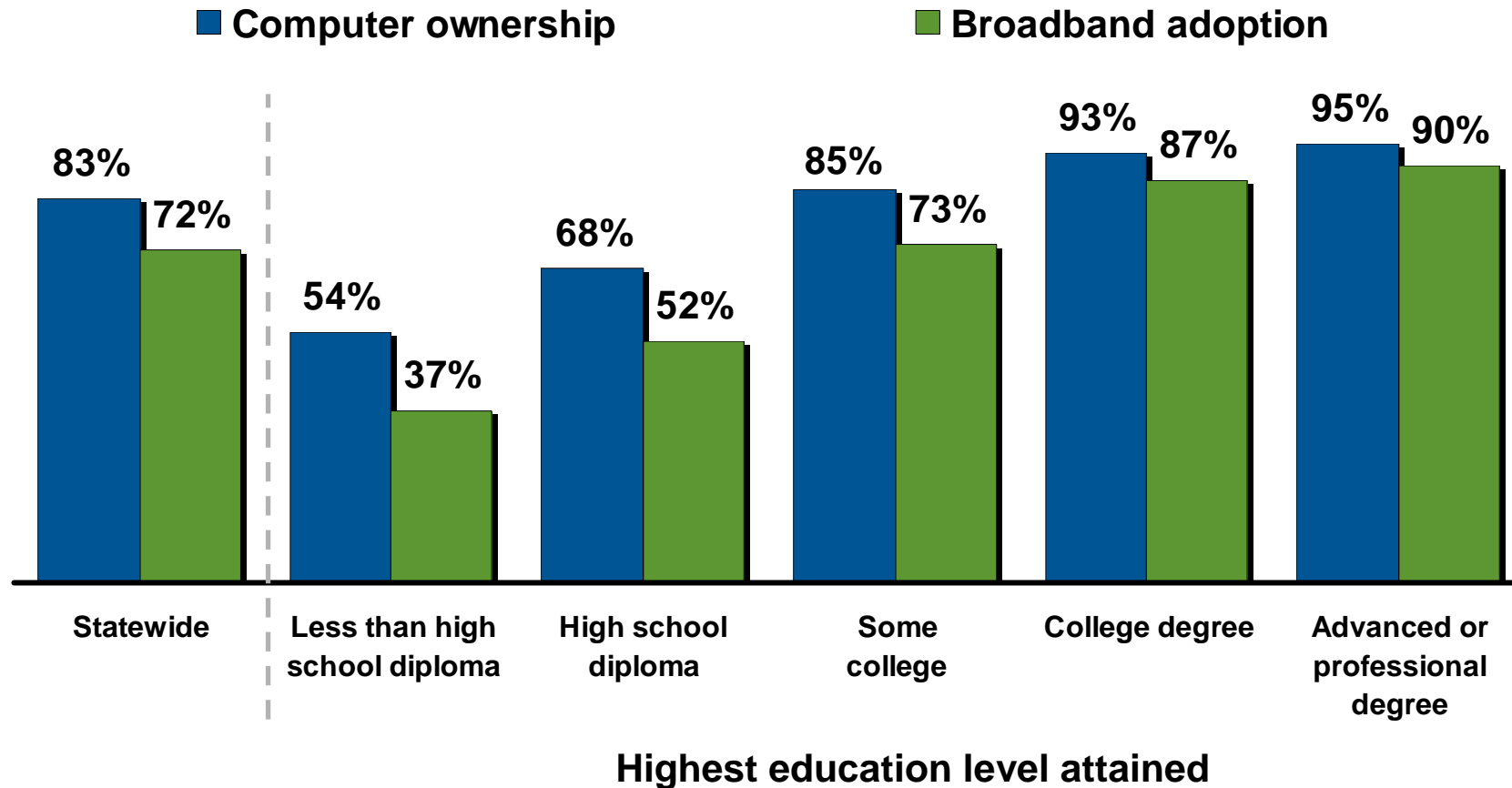
***This page left intentionally blank.***



# **Residential Technology Assessment by Education**



# Technology Adoption by Education



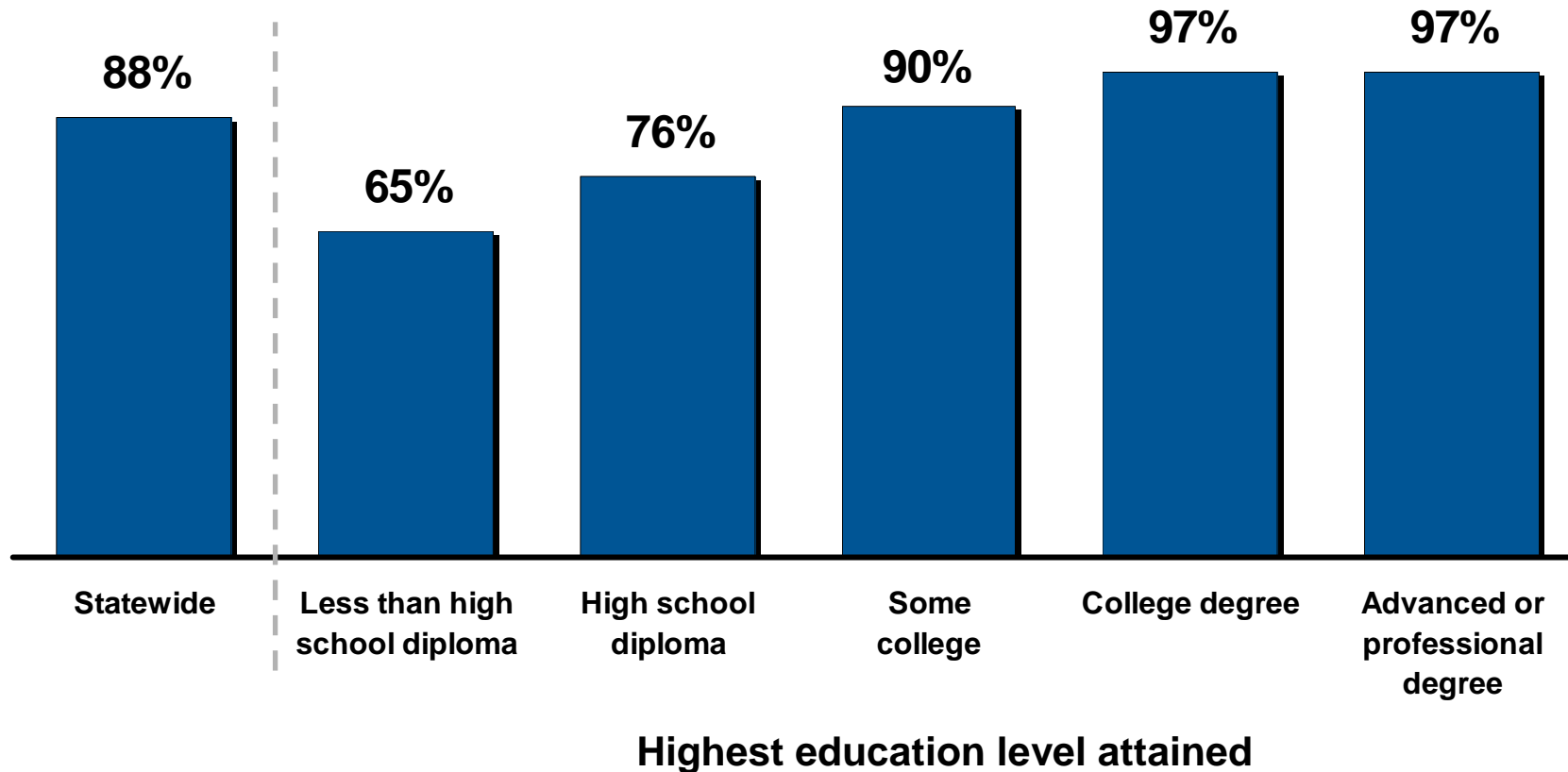
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place





Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: 	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Percentage is significantly* <i>lower</i> than the state average: 					
<b>Product or service information</b>	62%	70%	78%	85%	89%
<b>Health or medical information</b>	55%	59%	67%	75%	81%
<b>Information about events in your community</b>	48%	45%	56%	69%	72%
<b>Information about government services</b>	37%	34%	47%	54%	60%
<b>Jobs or employment</b>	40%	31%	44%	42%	44%
<b>Research for schoolwork</b>	38%	35%	49%	49%	58%

\*Significance measured at a 95% confidence level

Q: Which of the following types of information do you use the Internet to look for online?



(n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: 	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Percentage is significantly* <i>lower</i> than the state average: 					
<b>E-mail</b>	76%	76%	91%	94%	95%
<b>Social or professional networking sites such as Facebook</b>	43%	47%	62%	61%	63%
<b>Instant messages</b>	32%	29%	41%	41%	41%
<b>Posting content to a website</b>	16%	20%	29%	28%	35%
<b>Posting content to a microblog such as Twitter</b>	14%	5%	10%	11%	11%
<b>Posting content to a blog</b>	9%	8%	13%	16%	19%
<b>Chatting in chat rooms</b>	9%	6%	13%	12%	9%

\*Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>					
<b>Friends or family</b>	74%	72%	88%	90%	93%
<b>Companies with which you do business</b>	42%	46%	59%	65%	76%
<b>Co-workers</b>	34%	37%	52%	59%	76%
<b>Kansas state government</b>	20%	20%	34%	34%	45%
<b>Health insurance company</b>	13%	22%	35%	43%	46%
<b>Doctors or other healthcare professionals</b>	12%	16%	28%	34%	34%
<b>Teachers</b>	27%	30%	41%	42%	48%
<b>Local government</b>	16%	11%	29%	27%	33%
<b>Elected officials or candidates</b>	6%	8%	23%	27%	46%

\*Significance measured at a 95% confidence level



Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: 	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Percentage is significantly* <i>lower</i> than the state average: 					
<b>Purchasing a product or service online</b>	50%	65%	78%	88%	91%
<b>Online banking</b>	40%	50%	64%	74%	81%
<b>Paying bills</b>	40%	53%	61%	75%	77%
<b>Booking travel arrangements</b>	27%	36%	61%	77%	84%
<b>Online transactions with government</b>	39%	35%	47%	56%	64%
<b>Selling a product or service online</b>	18%	23%	34%	35%	31%
<b>Buying, selling, or trading investments</b>	15%	11%	17%	29%	32%

\*Significance measured at a 95% confidence level



Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: 	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Percentage is significantly* <i>lower</i> than the state average: 					
<b>Using a search engine</b>	69%	73%	82%	89%	95%
<b>Reading online newspapers</b>	62%	58%	71%	80%	87%
<b>Sending or receiving photos</b>	53%	59%	75%	79%	85%
<b>Playing games online</b>	60%	47%	57%	48%	53%
<b>Downloading music</b>	38%	38%	47%	55%	62%
<b>Watching videos, movies, or TV shows online</b>	44%	40%	49%	55%	55%
<b>Working from home</b>	13%	14%	29%	44%	58%
<b>Reading blogs</b>	28%	21%	25%	36%	45%
<b>Taking online classes</b>	19%	14%	27%	24%	29%

\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	No college education	Any college education
<b>I realized broadband was worth the extra money</b>	40%	49%
<b>I needed to conduct business online</b>	23%	31%
<b>Broadband became available in my area</b>	39%	39%
<b>The cost of broadband became more affordable</b>	41%	40%
<b>I purchased (or received) a computer for my home</b>	46%	41%
<b>I heard about the benefits of broadband</b>	27%	26%
<b>A friend or family member convinced me</b>	22%	13%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?

(n=852 KS residents with home broadband service)

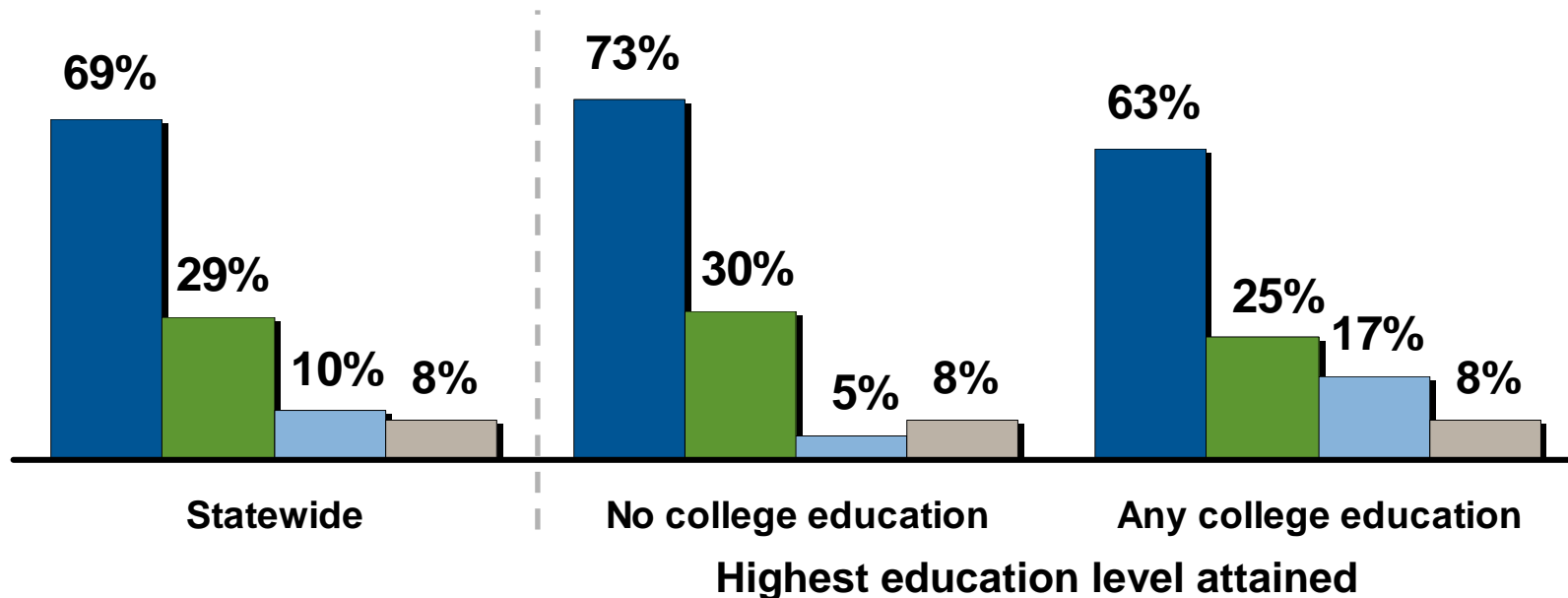
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer

- I don't need a computer or I don't know why I need one
- Too expensive
- I use a computer at a different location
- Computers are too complicated



Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

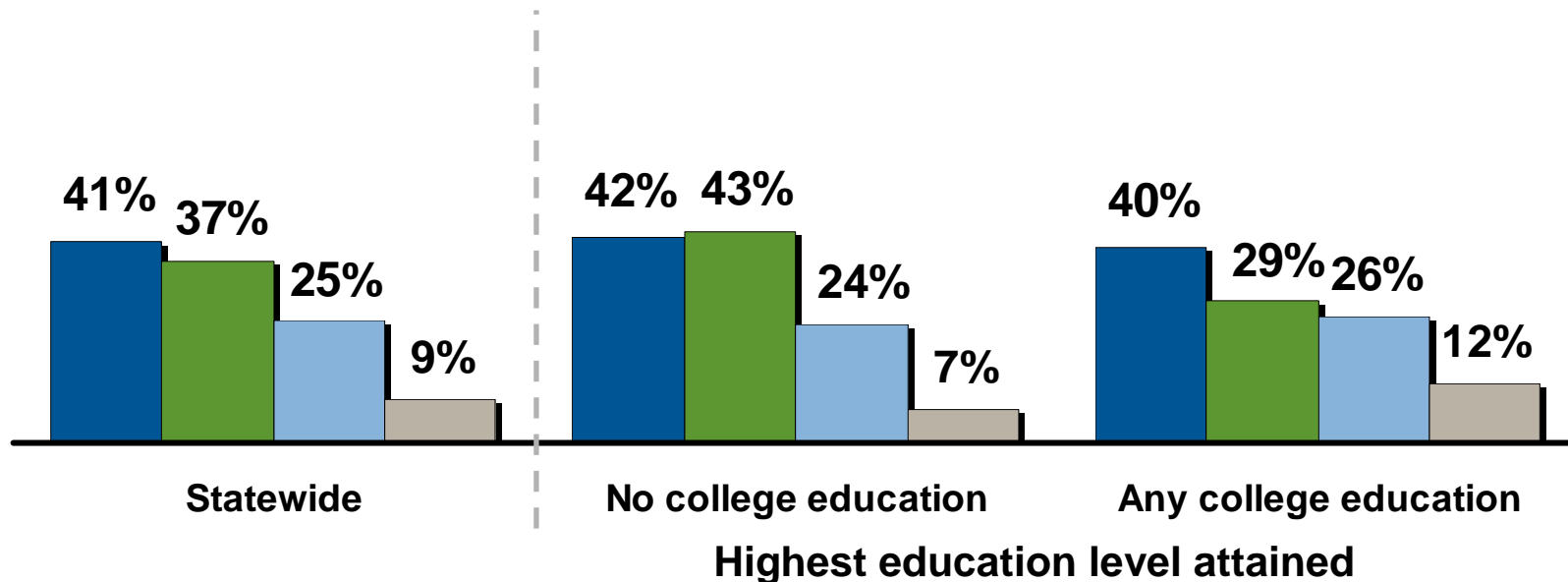
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
(n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



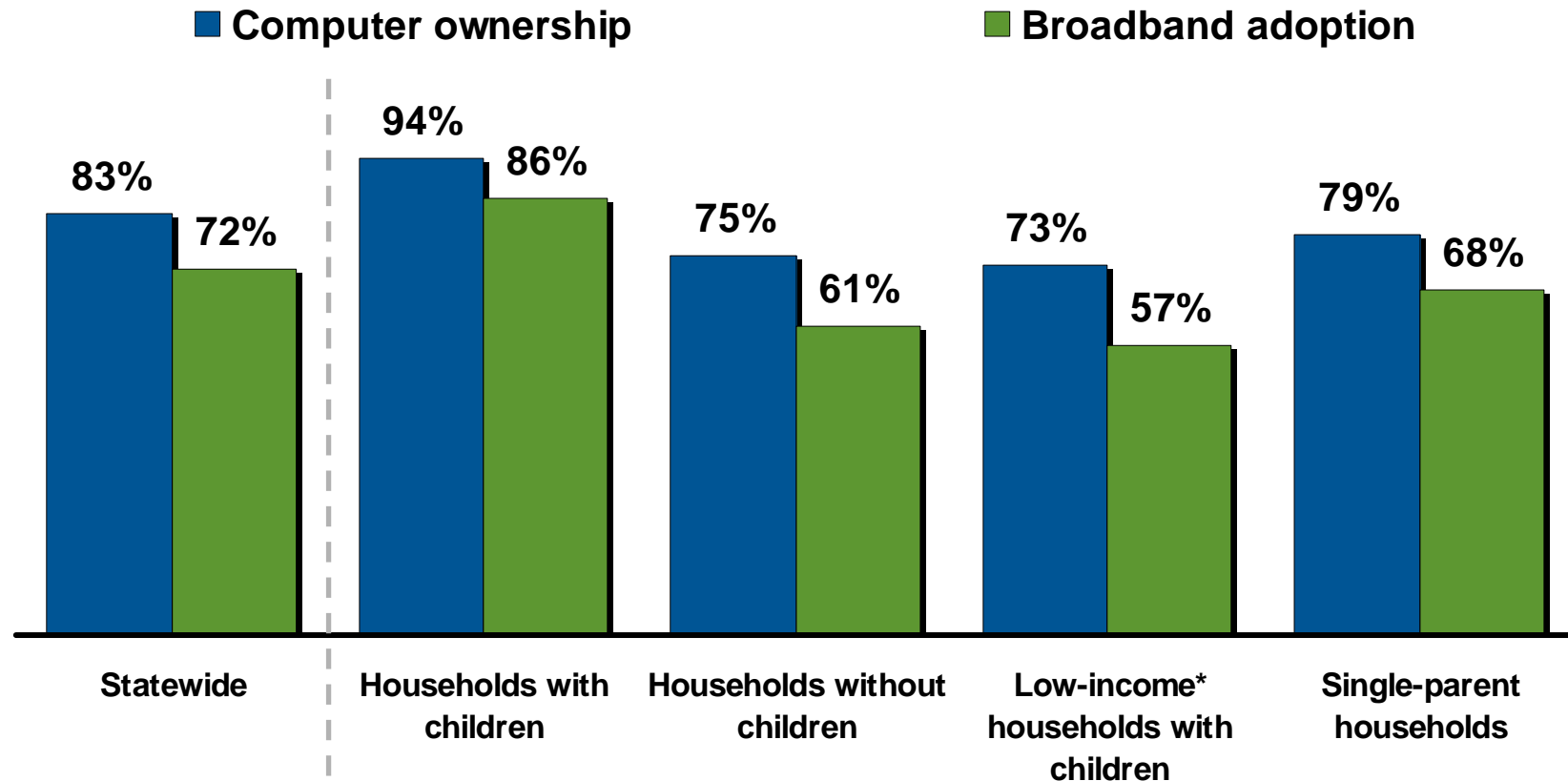
***This page left intentionally blank.***



# **Residential Technology Assessment of Households With Children**



# Technology Adoption Among Households With Children



\*Low-income=household income less than \$25,000

Q: Does your household have a computer? and

Q: Which of the following describe the type of Internet service you have at home?

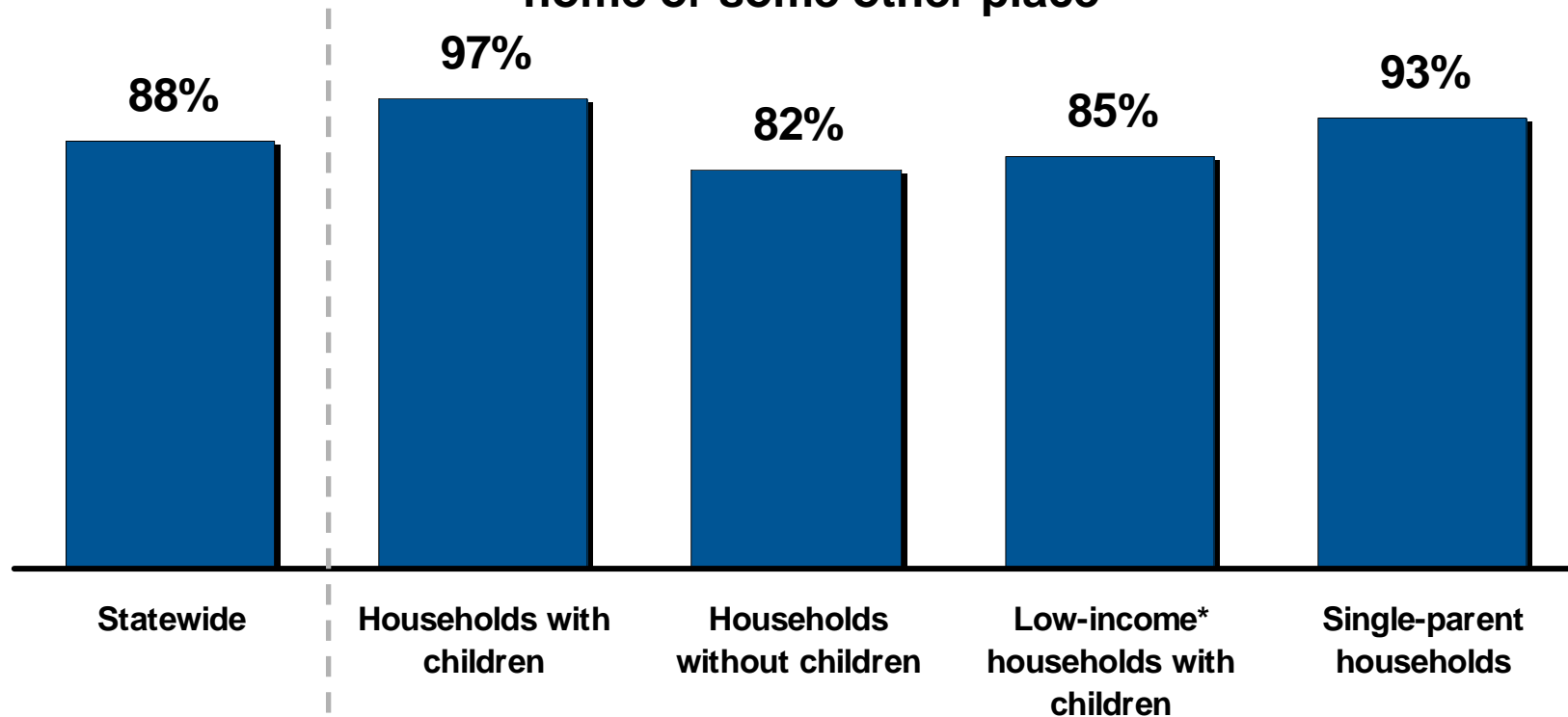
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place



\*Low-income=household income less than \$25,000

Q: Do you have access to the Internet at home? and

Q: Do you have access to the Internet from any locations outside of your own home?

(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	Households with children	Households without children	Low-income** households with children	Single-parent households
Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>				
<b>Product or service information</b>	82%	77%	69%	66%
<b>Community events</b>	70%	51%	41%	55%
<b>Health or medical information</b>	74%	65%	58%	64%
<b>Government services</b>	53%	44%	47%	40%
<b>Research for schoolwork</b>	64%	31%	48%	60%
<b>Jobs or employment</b>	50%	33%	52%	57%

\*\*Low-income=household income less than \$25,000

\*Significance measured at a 95% confidence level

Q: Which of the following types of information do you use the Internet to look for online?

(n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Households with children	Households without children	Low-income** households with children	Single-parent households
<b>E-mail</b>	93%	86%	80%	83%
<b>Social or professional networking sites such as Facebook</b>	71%	47%	72%	73%
<b>Instant messages</b>	45%	32%	46%	55%
<b>Posting content to a website</b>	30%	24%	26%	29%
<b>Posting content to a microblog such as Twitter</b>	13%	6%	15%	14%
<b>Posting content to a blog</b>	17%	11%	15%	14%
<b>Chatting in chat rooms</b>	12%	9%	8%	16%

\*\*Low-income=household income less than \$25,000

\*Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	Households with children	Households without children	Low-income** households with children	Single-parent households
Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>				
<b>Friends or family</b>	89%	83%	83%	84%
<b>Companies with which you do business</b>	65%	56%	51%	51%
<b>Co-workers</b>	64%	45%	32%	58%
<b>Kansas state government</b>	33%	30%	33%	31%
<b>Health insurance company</b>	39%	32%	25%	28%
<b>Doctors or other healthcare professionals</b>	32%	24%	22%	28%
<b>Teachers</b>	58%	23%	35%	49%
<b>Local government</b>	25%	25%	27%	23%
<b>Elected officials or candidates</b>	25%	21%	17%	17%

\*\*Low-income=household income less than \$25,000

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	Households with children	Households without children	Low-income** households with children	Single-parent households
Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>				
<b>Purchasing a product or service online</b>	85%	74%	76%	83%
<b>Online banking</b>	75%	57%	47%	58%
<b>Paying bills</b>	77%	55%	60%	73%
<b>Booking travel arrangements</b>	70%	56%	39%	57%
<b>Online transactions with government</b>	57%	43%	35%	43%
<b>Selling a product or service online</b>	42%	22%	33%	22%
<b>Buying, selling, or trading investments</b>	24%	19%	7%	9%

\*\*Low-income=household income less than \$25,000

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span>	Households with children	Households without children	Low-income** households with children	Single-parent households
Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>				
<b>Using a search engine</b>	91%	77%	85%	85%
<b>Reading online newspapers</b>	80%	67%	61%	77%
<b>Sending or receiving photos</b>	82%	65%	76%	75%
<b>Playing games online</b>	59%	46%	70%	58%
<b>Downloading music</b>	62%	38%	58%	64%
<b>Watching videos, movies, or TV shows</b>	62%	40%	63%	66%
<b>Working from home</b>	44%	26%	25%	36%
<b>Reading blogs</b>	38%	24%	35%	28%
<b>Taking online classes</b>	31%	16%	24%	32%

\*\*Low-income=household income less than \$25,000

\*Significance measured at a 95% confidence level

Q: Which of the following activities do you conduct online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Households with children	Households without children
<b>I realized broadband was worth the extra money</b>	49%	45%
<b>I needed to conduct business online</b>	31%	28%
<b>Broadband became available in my area</b>	40%	39%
<b>The cost of broadband became more affordable</b>	43%	38%
<b>I purchased (or received) a computer for my home</b>	42%	41%
<b>I heard about the benefits of broadband</b>	25%	27%
<b>A friend or family member convinced me</b>	10%	20%

\*Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service?

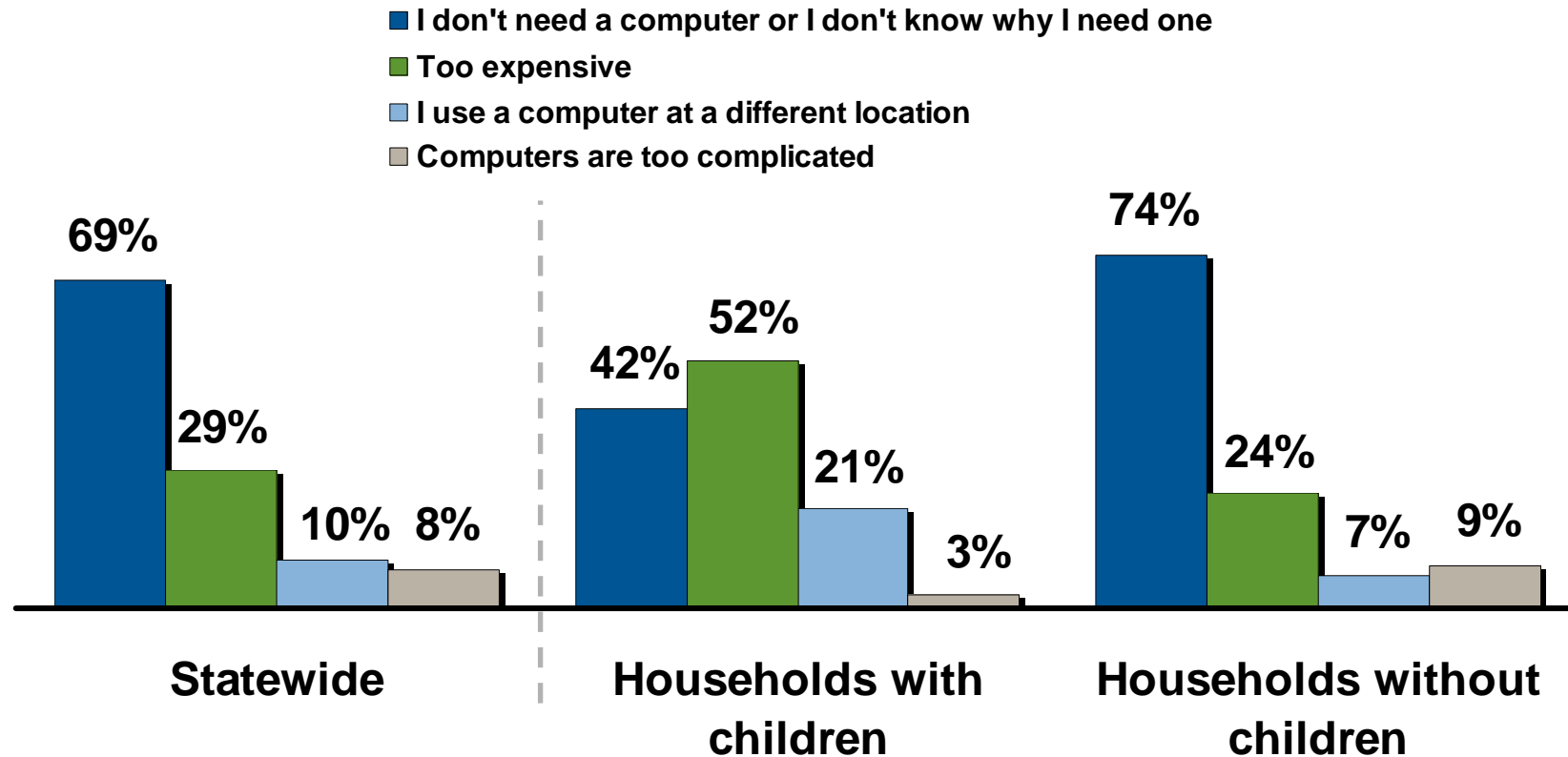
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer



Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

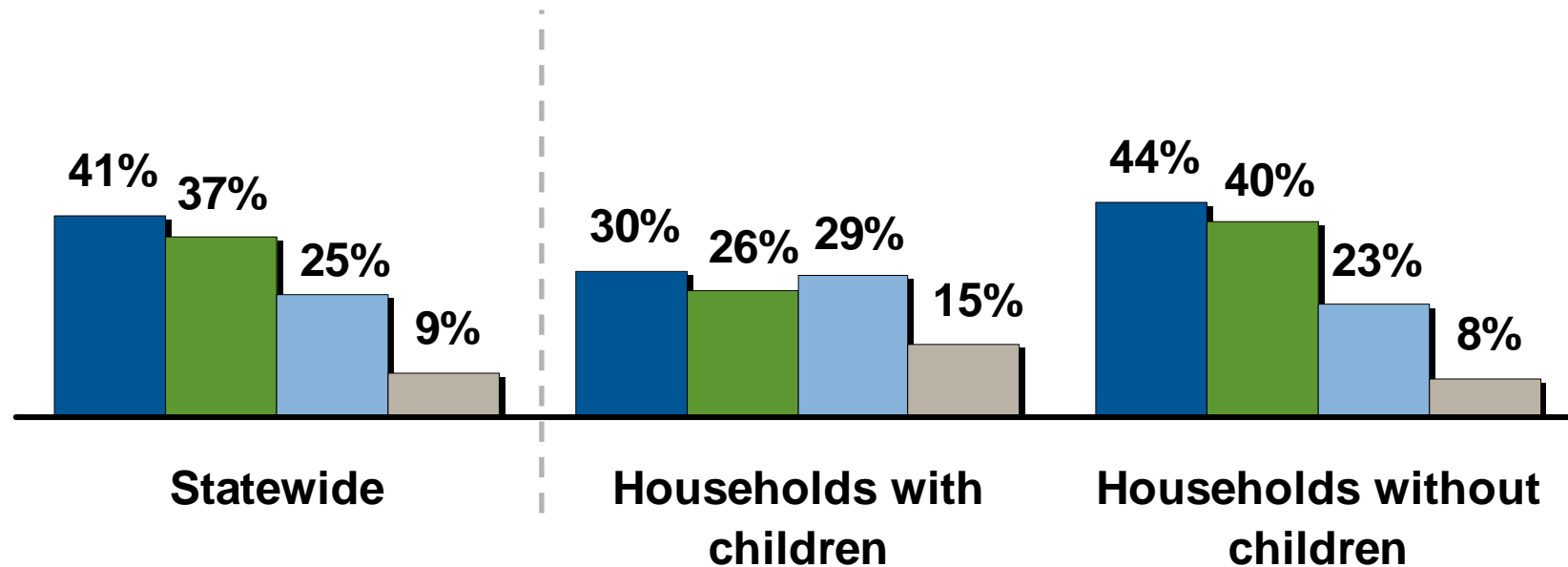
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
(n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



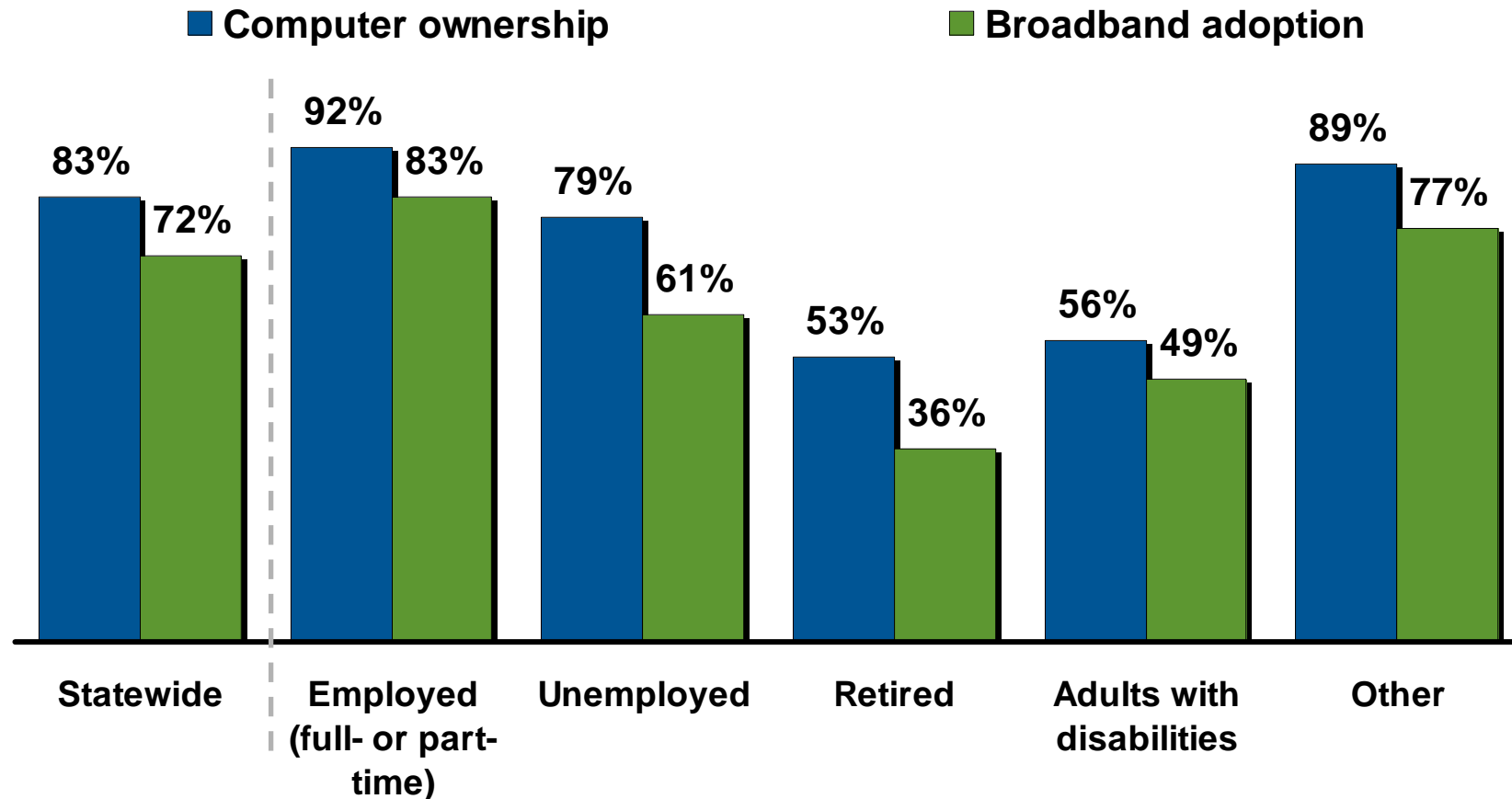
***This page left intentionally blank.***



# **Residential Technology Assessment by Employment Status**



# Technology Adoption by Employment Status



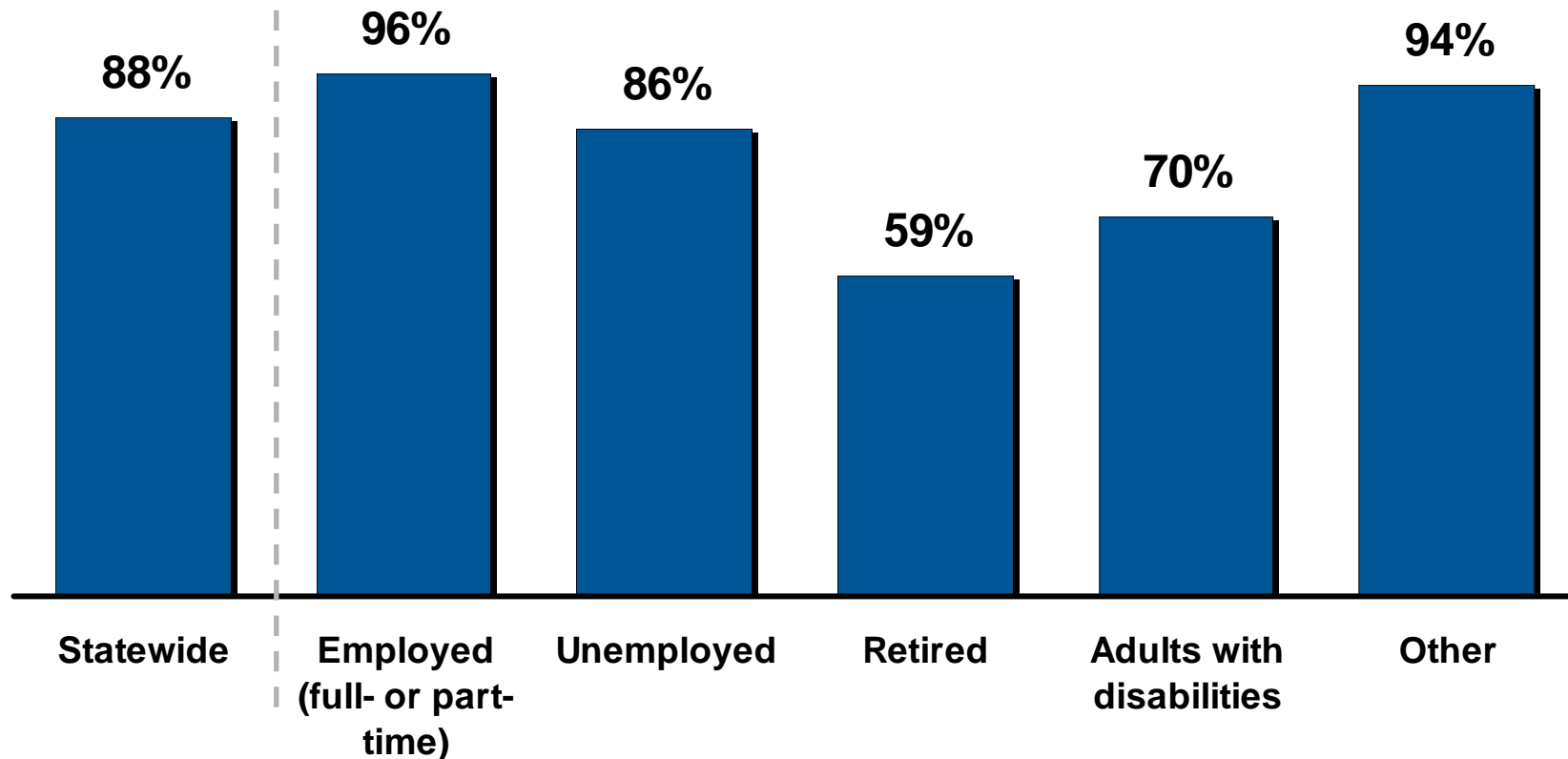
Q: Does your household have a computer? and  
Q: Which of the following describe the type of Internet service you have at home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Kansas Residents Who Access the Internet (At Home or Someplace Else)

Percent of all Kansas residents who access the Internet from home or some other place



Q: Do you have access to the Internet at home? and  
Q: Do you have access to the Internet from any locations outside of your own home?  
(n=1,200 KS residents)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Searching for Information Online

## Percent of Kansas Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
84%	74%	60%	65%	79%	Product or service information
64%	54%	40%	45%	57%	Community events
72%	62%	55%	77%	68%	Health or medical information
50%	43%	43%	50%	44%	Government services
50%	45%	14%	33%	68%	Research for schoolwork
42%	75%	13%	28%	47%	Jobs or employment

\*Significance measured at a 95% confidence level

Q: Which of the following types of information do you use the Internet to look for online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Communicating Online

## Percent of Kansas Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
E-mail	92%	81%	78%	82%	88%
Social or professional networking sites such as Facebook	62%	60%	27%	53%	68%
Instant messages	40%	57%	19%	34%	33%
Posting content to a website	29%	38%	16%	24%	21%
Microblogs such as Twitter	11%	14%	1%	4%	11%
Posting content to a blog	15%	29%	6%	5%	11%
Chatting in chat rooms	12%	15%	6%	8%	9%

\*Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others do you use?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Interacting Online

## Percent of Kansas Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the state average: Percentage is significantly* <i>lower</i> than the state average:	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
88%	81%	74%	85%	86%	
64%	64%	39%	56%	50%	
65%	35%	13%	22%	36%	
34%	36%	23%	38%	20%	
40%	23%	20%	36%	27%	
29%	28%	23%	30%	20%	
43%	35%	11%	25%	55%	
26%	26%	17%	31%	19%	
24%	21%	20%	33%	21%	

\*Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=1,052 KS Internet users)

Source: 2010 Connect Kansas Residential Technology Assessment  
www.connectkansas.org



# Online Transactions

## Percent of Kansas Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
Purchasing a product or service online	84%	70%	57%	65%	78%
Online banking	72%	55%	31%	53%	66%
Paying bills	71%	55%	30%	52%	68%
Booking travel arrangements	68%	51%	37%	50%	59%
Online transactions with government	55%	54%	22%	39%	42%
Selling a product or service online	34%	40%	10%	13%	30%
Buying, selling, or trading investments	25%	12%	10%	8%	15%

\*Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online?  
(n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Online Activities

## Percent of Kansas Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the state average: <span style="color: blue;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: yellow;">■</span>	Employed (full-time or part-time)	Unemployed	Retired	Adults with disabilities	Other
	87%	85%	60%	80%	87%
	77%	68%	55%	64%	70%
	77%	74%	54%	59%	74%
	53%	61%	35%	68%	54%
	53%	53%	19%	35%	57%
	54%	54%	20%	35%	52%
	40%	33%	11%	16%	29%
	33%	36%	13%	15%	37%
	26%	27%	6%	19%	26%

\*Significance measured at a 95% confidence level  
 Q: Which of the following activities do you conduct online?  
 (n=1,052 KS Internet users)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Why Kansas Residents Subscribe to Broadband

## Percent of Kansas residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the state average: <span style="color: #add8e6;">■</span> Percentage is significantly* <i>lower</i> than the state average: <span style="color: #ffff00;">■</span>	Employed (full-time or part-time)	Unemployed	Retired	Other
<b>I realized broadband was worth the extra money</b>	48%	47%	43%	46%
<b>I needed to conduct business online</b>	31%	31%	23%	27%
<b>Broadband became available in my area</b>	39%	34%	50%	37%
<b>The cost of broadband became more affordable</b>	38%	57%	46%	42%
<b>I purchased (or received) a computer for my home</b>	40%	55%	45%	44%
<b>I heard about the benefits of broadband</b>	25%	35%	32%	23%
<b>A friend or family member convinced me</b>	13%	9%	29%	18%

\*Significance measured at a 95% confidence level

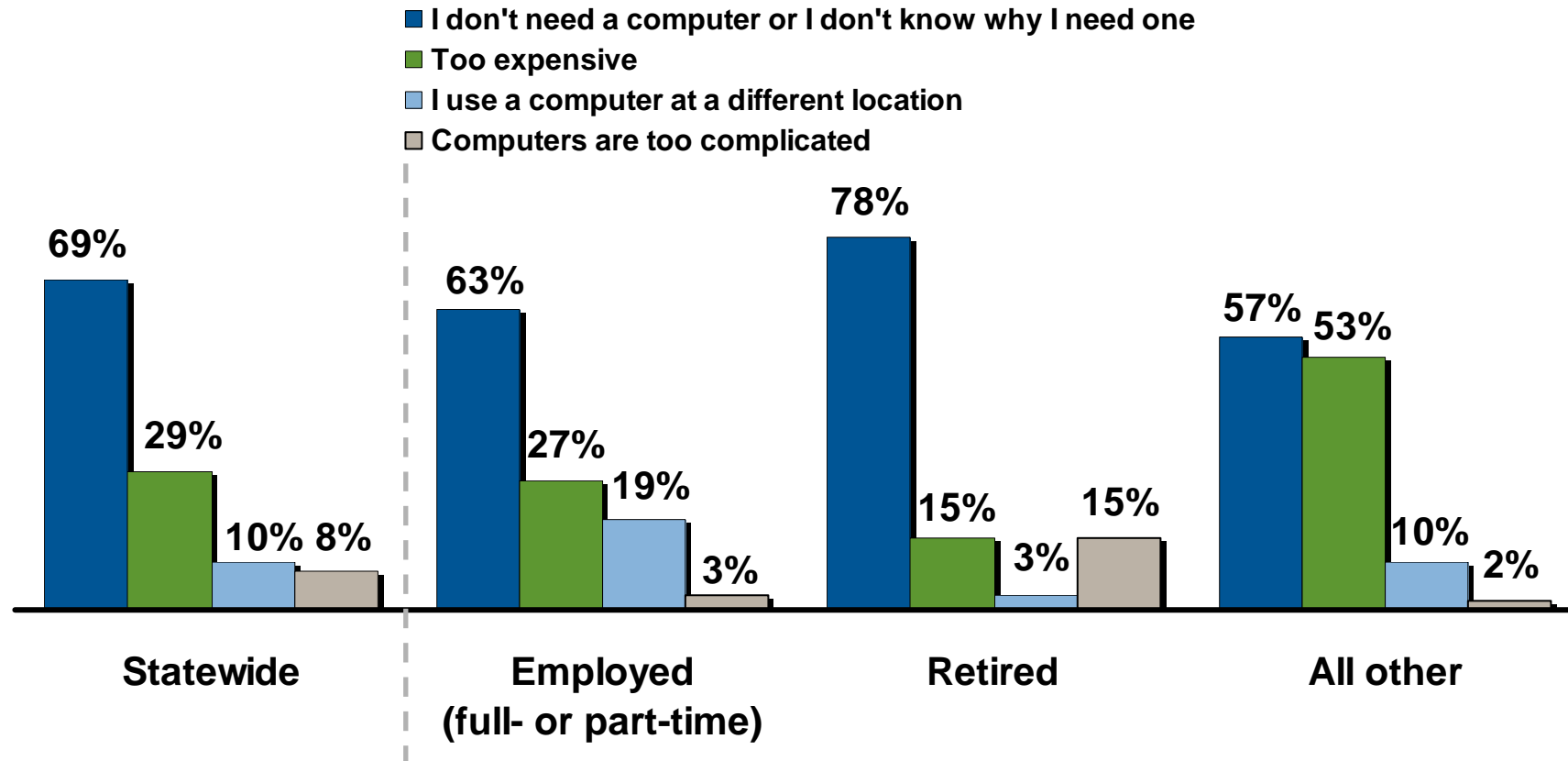
Q: Which of the following contributed to your decision to subscribe to broadband service?  
(n=852 KS residents with home broadband service)

Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Computer Ownership

Among Kansas residents who do not own a home computer



Q: Why don't you have a computer at home?  
(n=210 KS residents with no home computer)

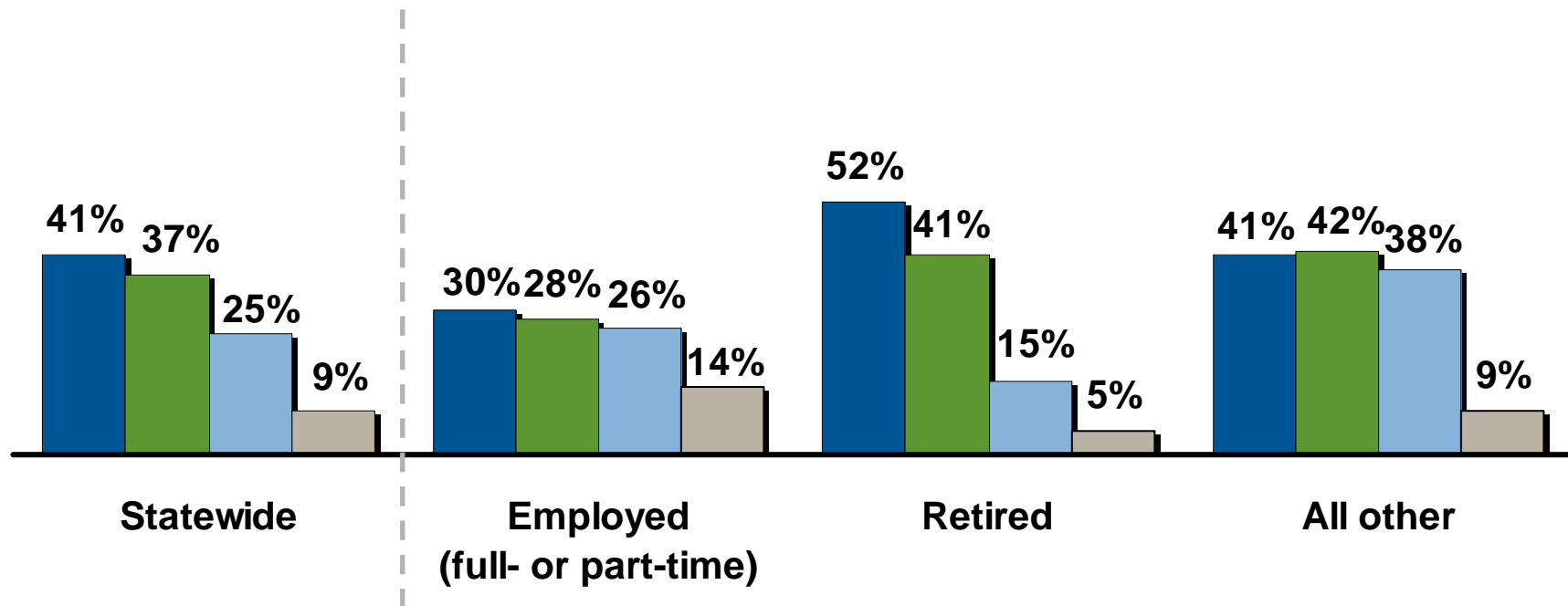
Source: 2010 Connect Kansas  
Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



# Top Barriers to Broadband Adoption

## Percent of Kansas residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home?  
 (n=348 KS residents who do not subscribe to broadband)

Source: 2010 Connect Kansas  
 Residential Technology Assessment  
[www.connectkansas.org](http://www.connectkansas.org)



***This page left intentionally blank.***



# Research Methodology



# Methodology

- **Data were collected by telephone through live computer-assisted interviews from a statewide random digit dial (RDD) sample of 1,200 households contacted between March 4 and March 12, 2010. On average, each survey took approximately 10 minutes to complete. Data were collected by Thoroughbred Research Group in Louisville, KY.**
  - This research was designed to measure technology adoption and the awareness of available broadband service, and establish benchmarks for these metrics.
- **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.**
- **Sampling margin of error:**
  - Statewide, full sample (n=1,200):  $\pm 2.9\%$  at the 95% level of confidence. This sample error accounts for sample weighting, using the effective sample size.



# Urban-Rural Classifications Defined

- **The U.S. Census Bureau uses an urban-rural classification based on Metropolitan Statistical Areas (MSAs), which are designated by the United States Office of Management and Budget to collect, tabulate and publish federal statistics.**
- **Metropolitan statistical areas contain a core urban area with a population of 50,000 or more. Each MSA also includes one or more counties that have a high degree of social and economic interaction with the urban core (further information on definitions for MSAs can be found at: [www.census.gov/population/www/estimates/00-32997.pdf](http://www.census.gov/population/www/estimates/00-32997.pdf)).**
- **When classifying urban, suburban, and rural counties, we follow the Census Bureau definition whereby counties are categorized as “urban” if they contain the core city of an MSA. “Suburban” counties are MSA counties that do not contain a core city, and “rural” counties include all remaining counties that are not part of an MSA.**
- **Using these definitions, there are currently 3 urban, 14 suburban, and 88 rural counties in Kansas.**



# State Survey Sample (n=1,200 Adults)

<b>Gender:</b>			
Male	49%	<b>Any children under age 18 in household</b>	42%
Female	51%	<b>Average household size (# of persons)</b>	3.0
<b>Age:</b>		<b>Employment Status:</b>	
34 or younger	32%	Employed full-time or part-time	65%
35 to 44	17%	Retired	16%
45 to 54	19%	Homemaker not employed outside home	6%
55 to 64	15%	Student not working for wages	3%
65 or older	17%	Unemployed	5%
Mean age (years)	47	Disabled, not employed outside the home	5%
Median age (years)	46	<b>Educational Attainment:</b>	
<b>Race/Ethnicity:</b>		Less than high school	6%
White (non-Hispanic)	86%	High school graduate	21%
Black (non-Hispanic)	4%	Some college	29%
Any other (non-Hispanic)	3%	College graduate or higher	42%
Hispanic origin or descent	4%	<b>Household Income:</b>	
Refused	3%	Under \$25,000	16%
<b>Marital Status:</b>		\$25,000 to \$49,999	24%
Single, Never Married	13%	\$50,000 to \$74,999	19%
Married or Living in Partnered Relationship	67%	\$75,000 or higher	28%
Separated or Divorced	10%	No answer/refused	13%
Widowed	8%	Mean household income (\$000)	\$58
Refused to say	2%	Median household income (\$000)	\$54

Note: Sample profile shown here is after weighting to U.S. Census by age, gender, and urban/suburban/rural county classification