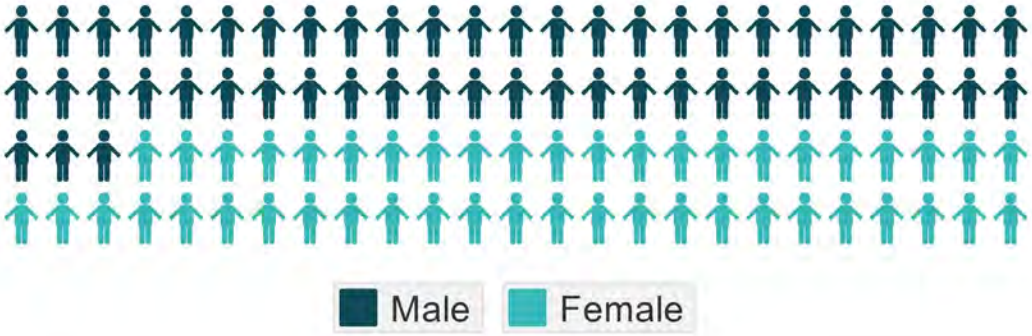
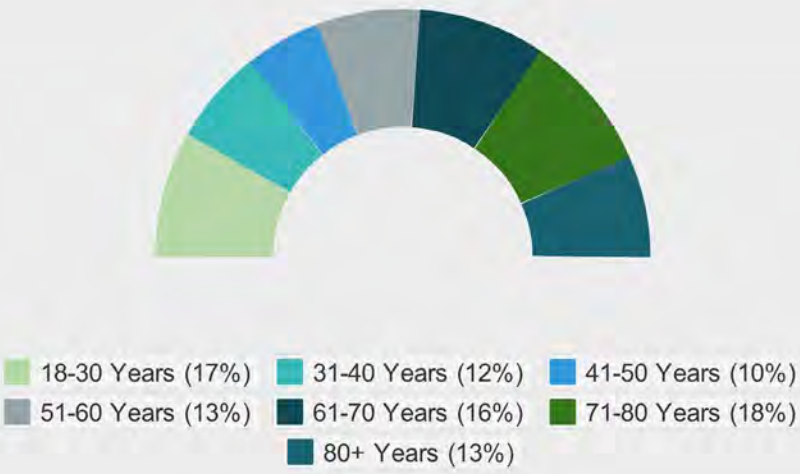
UTAH BROADBAND NON ADOPTERS

DEMOGRAPHICS

GENDER

Male 262 52%
Female 238 48%

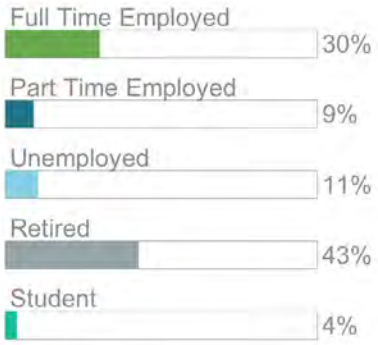




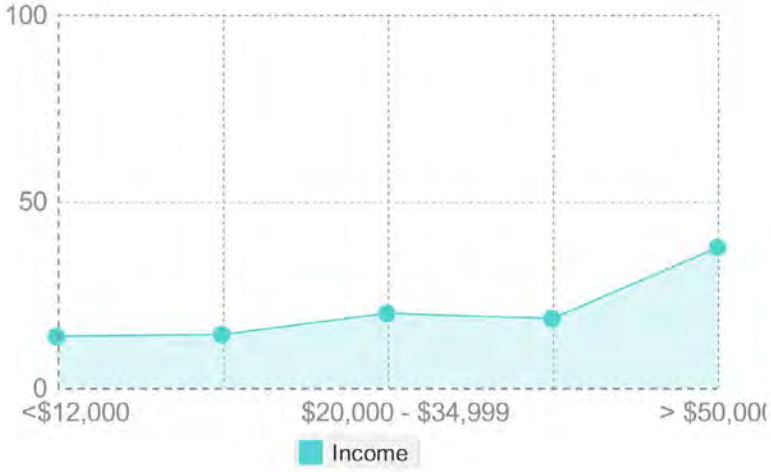
AGE

18-30 Years	82.5
31-40 Years	62
41-50 Years	49.25
51-60 Years	67.45
61-70 Years	82.45
71-80 Years	89.9
80+ Years	66.4

EMPLOYMENT STATUS

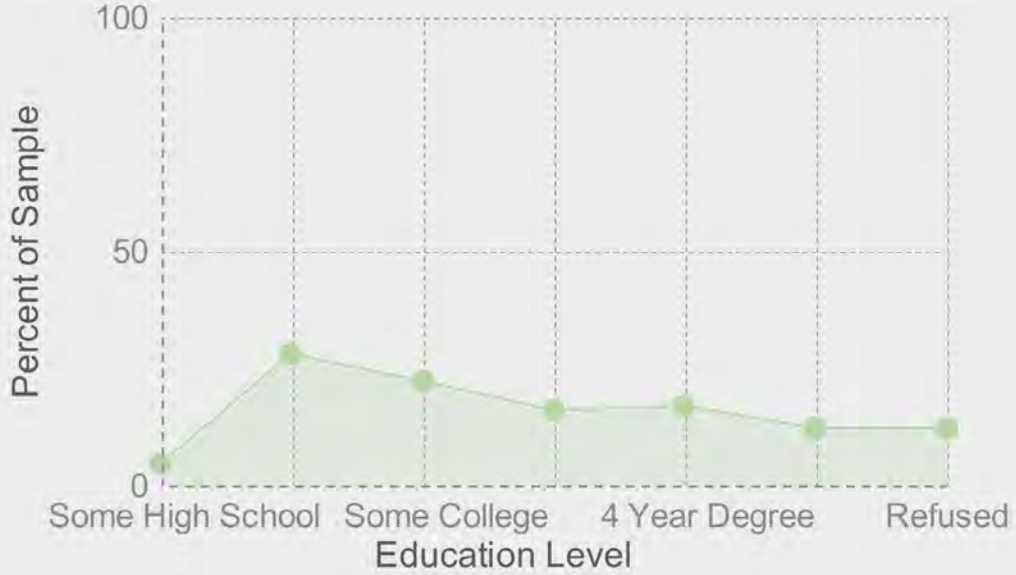


INCOME



EDUCATION

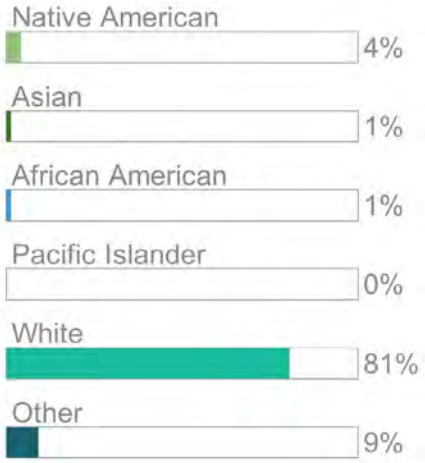
Some High School	4.2%
High School/GED	28.0%
Some College	22.0%
2 Year Tech Degree	15.8%
4 Year Degree	16.8%
Post Graduate	12.2%
Refused	12.2%



MARITAL STATUS

Divorced (12%) Never Married (20%)
Domestic Partnership (1%) Widowed (18%)
Married (49%)

RACE



REASONS FOR NON ADOPTION

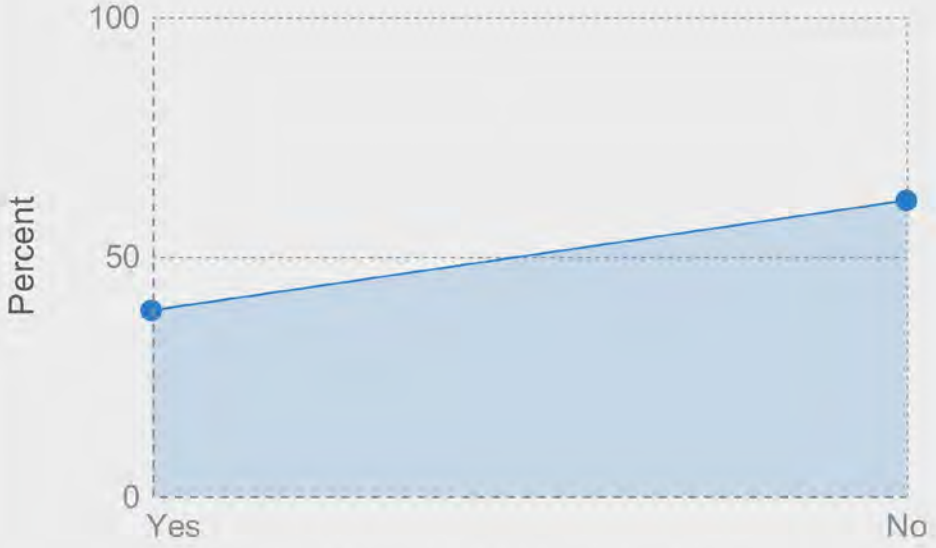
Don't Need/Not Interested (44%)
Too Expensive (22%) Available Elsewhere (7%)
Not Available in My Area (12%)
Computer is Inadequate (8%) Other (7%)

REASONS TO NOT HAVE HIGH-SPEED INTERNET AT HOME

Don't Need it/Not Interested	44.0%
Too Expensive	22.0%
Can Use it Elsewhere	7.4%
Not Available in My Area	11.8%
Computer is Inadequate	7.8%
Other	7.0%

DO YOU KNOW HOW MANY PROVIDERS ARE AVAILABLE IN YOUR AREA?

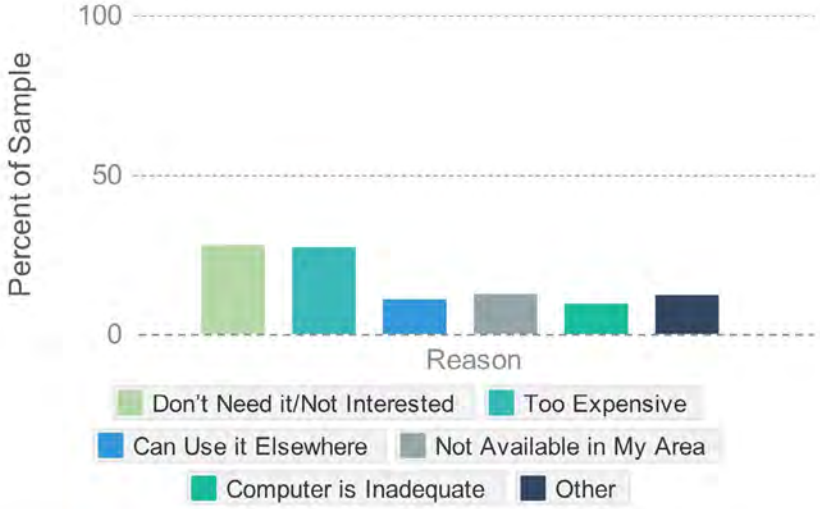
HAVE YOU HAD A HIGH SPEED CONNECTION IN THE PAST 5 YEARS?



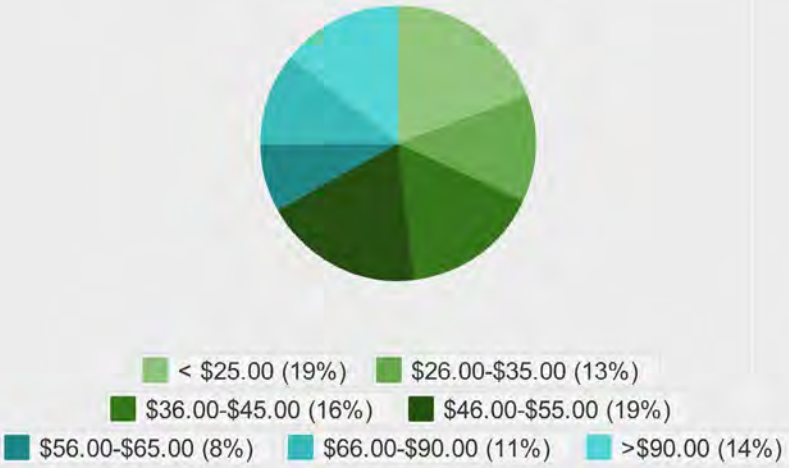
DO YOU HAVE ANY INTEREST IN A FASTER CONNECTION?

MAIN REASON FOR CANCELING HIGH SPEED INTERNET ACCESS AT HOME

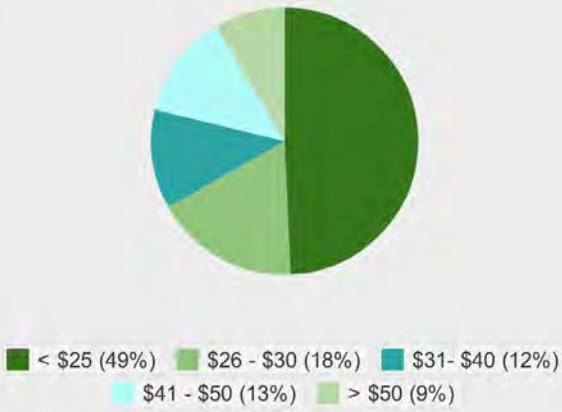
Don't Need it/Not Interested	27.9%
Too Expensive	27.2%
Can Use it Elsewhere	10.9%
Not Available in My Area	12.5%
Computer is Inadequate	9.5%
Other	12.2%



WHAT PEOPLE BELIEVE HIGH-SPEED INTERNET COSTS PER MONTH



WHAT PEOPLE BELIEVE IT SHOULD COST PER MONTH

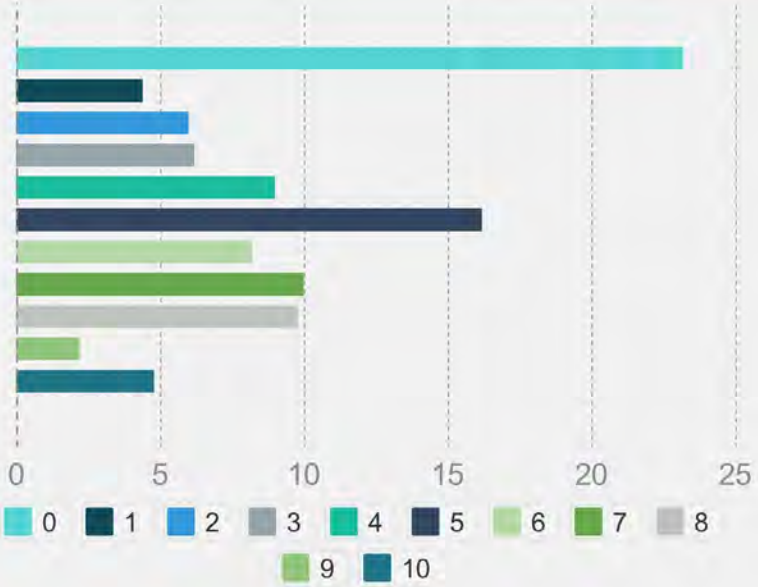


EXPERTISE & USE

Participants were asked to use a scale from zero to 10 to describe their computer skills.

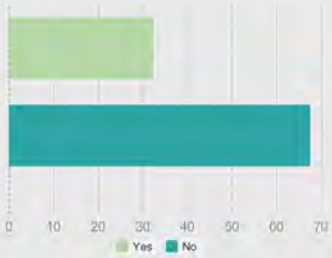
Zero being I have no computer skills

10 being I am very highly skilled.

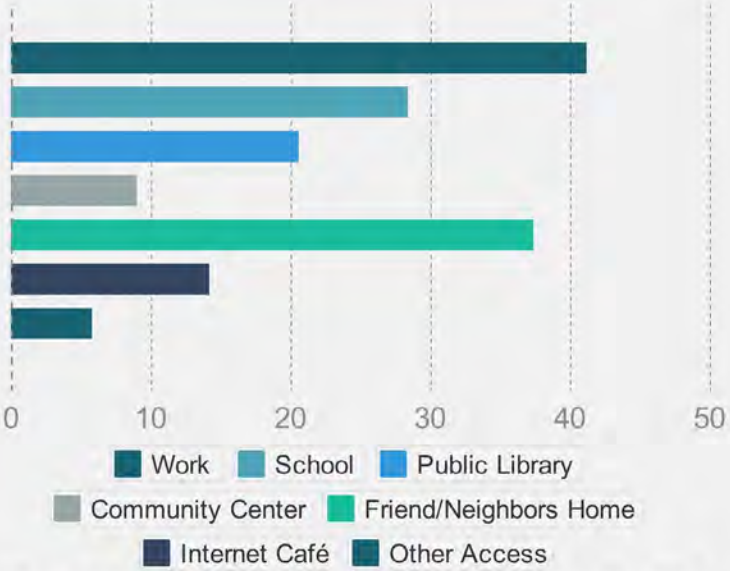


Yes (67%) No (33%)

HOW MANY PARTICIPANTS HAVE COMPUTER EQUIPMENT IN THEIR HOME



PARTICIPANTS WHO HAVE PARTICIPATED IN A CLASS, SEMINAR OR OTHER PROGRAM TO IMPROVE THEIR COMPUTER OR INTERNET SKILLS



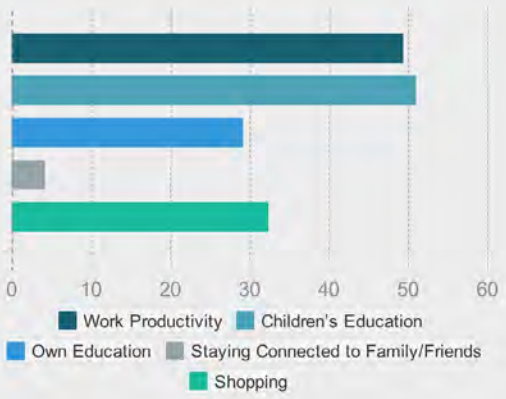
WHERE PARTICIPANTS ACCESS THE INTERNET OUTSIDE THE HOME

Yes (35%) No (65%)

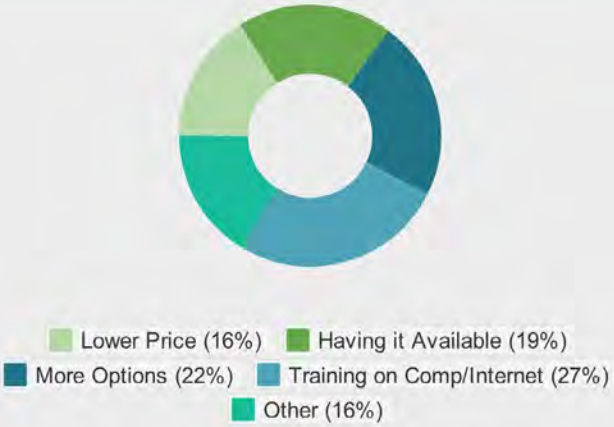
PARTICIPANTS WITH A CELL PHONE DATA PLAN

INTERNET USE FREQUENCY

BENEFITS AND CHANGE TO CURRENT PREFERENCE



BENEFITS PARTICIPANTS SAW TO HAVING HIGH SPEED INTERNET ACCESS IN THE HOME



WHAT WOULD MAKE PARTICIPANTS MORE LIKELY TO HAVE HIGH SPEED INTERNET ACCESS IN THEIR HOME