

From: Peters, Hal <HalPeters@gov.sc.gov>

To: Baker, Josh <JoshBaker@gov.sc.gov>

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Date: 4/15/2014 3:30:38 PM

Subject: FW: Connect South Carolina ~ 2013 Residential Technology Assessment

Attachments: [Connect South Carolina 2013 residential survey initial analysis_final.xlsx](#)

[SC_Residential Survey.pdf](#)

[Methodology_SC_Final.pdf](#)

FYI

From: Highley, Adam [mailto:ahighley@connectednation.org]

Sent: Tuesday, April 15, 2014 3:29 PM

To: Peters, Hal

Cc: Conrad, Lindsay; Callison, Leslie

Subject: Connect South Carolina ~ 2013 Residential Technology Assessment

Hal,

Good afternoon Please find attached the findings from the 2013 South Carolina Residential Technology Assessment (Final Survey Analysis, Methodology Document and 2-Page Summary). Noteworthy high-level items can be found in the SC Residential Survey PDF and include:

- Subscription to Home Broadband: 73% (up from 62% in 2010)
- Mobile Broadband Use in SC: 59% (up from 29% in 2010)
- Leading Barriers to Broadband Adoption:
 - Perceived lack of relevance: 31%
 - Cost of Monthly Service is Too Expensive: 24%
 - Lack of digital literacy skills: 13%

In addition, South Carolina's schools, businesses, and families will benefit from increasing broadband adoption and usage:

- More than 124,000 school-age children in South Carolina still do not have broadband access at home.
- Approximately 967,000 working-age adults in South Carolina would need assistance with tasks that are often required by employers, such as creating a spreadsheet, going online from a mobile device, using a word processor, or sending an e-mail.
- More than three out of four non-adopters in South Carolina (78%) say that it would be easier for them to shop, seek out healthcare information, or interact with government offices if they had Internet access at home.

This information will be released via a new web widget on the Connect South Carolina website.

Please don't hesitate to contact me if you have any questions regarding the information attached.

Thank you,

Adam Highley, PMP

Director, Strategic Program Office

Connected Nation

502-572-7718

<https://www.connectsc.org>

