

Appendix

Response to Topic Questions by Region

Measure	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	East Oregon
Computer Ownership	Significantly below Oregon average	Significantly above Oregon average	Above Oregon average	Significantly below Oregon average	Significantly below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average
Laptop Ownership	Significantly below Oregon average	Above Oregon average	Significantly below Oregon average	Significantly below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average	Significantly above Oregon average
Use Internet	Below Oregon average	Above Oregon average	Significantly above Oregon average	Below Oregon average	Significantly below Oregon average	Above Oregon average	Below Oregon average	Significantly below Oregon average
Interest in Using the Internet (nonusers)	Above Oregon average	Significantly below Oregon average	Above Oregon average	Significantly above Oregon average	Significantly below Oregon average	Significantly above Oregon average	Significantly below Oregon average	Above Oregon average
Access Internet at Home	Below Oregon average	Above Oregon average	Above Oregon average	Below Oregon average	Significantly below Oregon average	Above Oregon average	Significantly above Oregon average	Significantly below Oregon average
Dial-Up at Home	Significantly above Oregon average	Significantly above Oregon average	Below Oregon average	Below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Below Oregon average	Significantly below Oregon average
Broadband at Home	Below Oregon average	Above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Below Oregon average	Above Oregon average	Below Oregon average	Significantly below Oregon average
Heavy / Power Users	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Significantly above Oregon average
Light / Moderate Users	Significantly below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average	Below Oregon average	Significantly above Oregon average	Significantly below Oregon average	Below Oregon average
Overall Satisfaction with Internet Service	Significantly above Oregon average	Above Oregon average	Below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly below Oregon average	Significantly below Oregon average
Ease of Use	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Significantly below Oregon average	Significantly below Oregon average
Reliability of Connection	Below Oregon average	Above Oregon average	Below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average
Connection Speed	Below Oregon average	Above Oregon average	Above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Above Oregon average	Below Oregon average	Significantly below Oregon average
Cost of Service	Significantly above Oregon average	Below Oregon average	Below Oregon average	Above Oregon average	Above Oregon average	Above Oregon average	Significantly above Oregon average	Above Oregon average
Reported Cost of Service (adopters)	Above Oregon average	Significantly below Oregon average	Above Oregon average	Above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Above Oregon average
Reasonableness of Cost of Service (adopters)	Significantly above Oregon average	Significantly below Oregon average	Significantly below Oregon average	Significantly above Oregon average	Above Oregon average			
Perceived Cost of Service (nonadopters)	Significantly above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly below Oregon average	Significantly above Oregon average	Significantly below Oregon average	Above Oregon average
Importance of Having Broadband at Home	Significantly above Oregon average	Above Oregon average	Above Oregon average	Significantly above Oregon average	Below Oregon average	Significantly above Oregon average	Below Oregon average	Significantly below Oregon average
Internet Value	Significantly above Oregon average	Below Oregon average	Below Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Significantly above Oregon average	Significantly below Oregon average
Offensive Materials	Significantly below Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average	Below Oregon average	Significantly above Oregon average	Below Oregon average	Significantly below Oregon average
Privacy Awareness	Above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly below Oregon average	Significantly above Oregon average	Significantly above Oregon average	Above Oregon average	Significantly above Oregon average

- Significantly above Oregon average
- Above Oregon average
- Below Oregon average
- Significantly below Oregon average

Table 5: Computer Ownership by Region

	State-wide	Eastern Oregon	North Central	South Central	NW Coast	SW Oregon	Portland	Central Coast	Central Oregon
No	12%	22%	18%	18%	17%	15%	12%	9%	9%
Yes	88%	78%	82%	82%	83%	85%	88%	91%	91%

Base: All Respondents (n = 4,022)

Table 6: Access to Computer(s) at Home by Region

	State-wide	Eastern Oregon	North Central	South Central	NW Coast	SW Oregon	Portland	Central Coast	Central Oregon
No Computer at Home	12%	22%	18%	18%	17%	15%	12%	9%	9%
Desktop Only	25%	25%	25%	33%	30%	31%	21%	27%	25%
Laptop Only	15%	12%	17%	11%	11%	11%	17%	16%	14%
Laptop & Desktop	48%	41%	41%	39%	43%	43%	50%	48%	52%

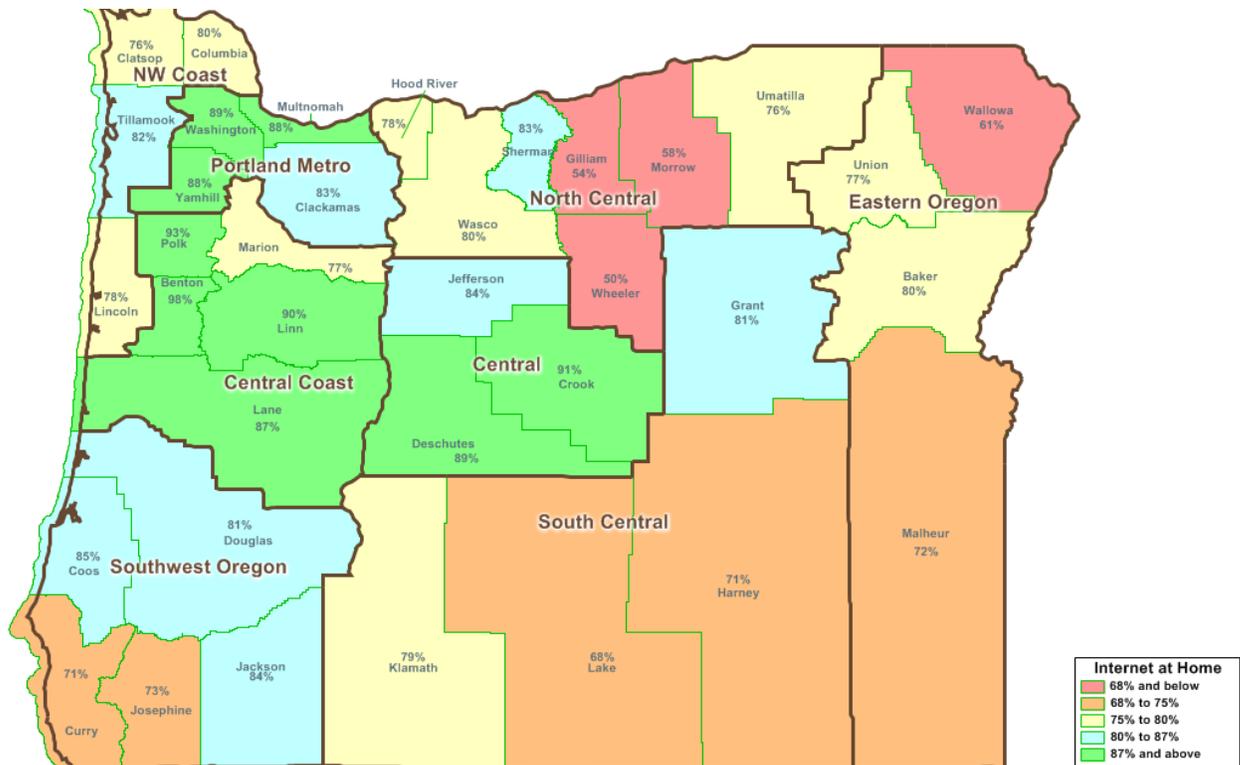
Base: All Respondents (n=4,022)

Table 7: Use Internet at Home by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
% Use Internet at Home	85%	78%	88%	86%	81%	75%	89%	77%	74%

Base: All Respondents (n = 4,022)

Figure 25: Map of Internet Use at Home by County



Note: Cell sizes in four counties are small (Curry, n = 23; Sherman, n = 20; Gilliam, n = 8; Wheeler, n = 6). Care should be taken in using these results.

Table 8: Locations at which Internet Is Accessed by Region

Locations Access Internet	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Average # of Access Points	3.0	2.0	3.0	3.0	2.0	3.0	3.0	2.0	2.0
Home	97%	94%	97%	97%	97%	94%	98%	94%	93%
School*	93%	81%	94%	92%	92%	92%	97%	58%	98%
Work*	77%	71%	79%	77%	74%	75%	73%	64%	73%
Someone Else's House	50%	43%	54%	50%	46%	44%	45%	36%	41%
Public Library	32%	31%	34%	31%	26%	26%	36%	27%	32%
Café or Other Business	31%	27%	34%	29%	29%	26%	29%	21%	22%
Community Center	6%	7%	6%	7%	5%	4%	6%	6%	8%

Base: Internet Users (n = 3,454)

* Base is limited to those who are students or employed

Average = median number of access points

Table 9: Last Time Used the Internet by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Today	79%	74%	84%	75%	74%	72%	77%	72%	71%
In the past week but not today	18%	22%	15%	21%	22%	24%	20%	23%	21%
In the past month but not this week	2%	2%	1%	3%	3%	3%	1%	3%	5%
Longer than one month ago	1%	2%	1%	1%	1%	2%	2%	2%	3%

Base: Internet Users (n = 3,454)

Table 10: Frequency of Internet Use by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Daily	75%	71%	79%	71%	71%	71%	74%	67%	68%
5-6 days a week	11%	11%	11%	10%	9%	13%	13%	12%	13%
3-4 days a week	7%	10%	4%	8%	11%	8%	7%	9%	11%
1-2 days a week	4%	4%	3%	4%	5%	5%	3%	7%	3%
2-3 days a month	3%	3%	2%	5%	2%	3%	2%	5%	2%
One day a month or less	1%	1%	1%	0%	2%	1%	0%	1%	3%

Base: Internet Users (n = 3,454)

Table 11: Frequency of Using Cell Phone to Access Internet or Check E-Mail by Region

		State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Access Internet	Daily	62%	40%	68%	58%	62%	58%	51%	44%	44%
	Sometimes	28%	45%	23%	30%	31%	33%	35%	44%	45%
	Never	10%	15%	9%	12%	8%	10%	13%	12%	11%
Check E-Mail	Daily	58%	38%	62%	56%	57%	47%	56%	34%	30%
	Sometimes	22%	24%	19%	25%	24%	29%	19%	40%	39%
	Never	20%	39%	19%	19%	19%	25%	25%	27%	30%

Base: Respondents who use their cell phone to access the Internet (n = 1,013)

Table 12: Past 30-Day Internet Activities by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Check E-mail	95%	92%	96%	95%	91%	91%	93%	95%	93%
Research prices or product information	73%	77%	77%	67%	70%	74%	75%	71%	75%
Read or watch news	70%	65%	73%	70%	62%	66%	67%	59%	65%
Online banking / pay bills	68%	59%	72%	66%	63%	66%	64%	65%	62%
Find local businesses or events	66%	55%	72%	65%	57%	59%	67%	51%	57%
Social networking	61%	50%	61%	67%	56%	61%	56%	56%	53%
Entertainment	61%	49%	64%	64%	56%	54%	54%	49%	40%
Obtain information from a government website	55%	52%	56%	55%	51%	53%	56%	51%	55%
Buy or sell goods or services	52%	56%	54%	51%	50%	50%	55%	47%	51%
Activities relating to your current job	47%	39%	49%	47%	40%	47%	49%	41%	43%
Get health care or medical information	45%	48%	49%	39%	42%	38%	47%	38%	43%
Educational or training purposes	40%	34%	43%	40%	31%	36%	38%	32%	39%
Get public safety information	35%	42%	33%	33%	38%	37%	50%	45%	38%
Get information on schools, colleges, or universities	35%	31%	37%	39%	27%	29%	29%	25%	32%
Look for a job	25%	20%	27%	26%	21%	18%	30%	17%	15%
Search for information on the environment and energy use in your home	18%	20%	22%	13%	14%	17%	19%	18%	16%
Control heating, cooling, or other energy systems in your home	3%	4%	4%	3%	2%	1%	2%	1%	5%

Base: Internet Users (n = 3,454)

Table 13: Internet Usage by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Power Users	22%	20%	24%	22%	17%	26%	23%	16%	15%
Heavy Users	31%	25%	35%	29%	26%	32%	31%	27%	34%
Moderate Users	24%	28%	23%	25%	26%	29%	24%	26%	25%
Light Users	23%	28%	19%	24%	31%	23%	22%	31%	26%

Base: Internet Users (n = 3,454)

Table 14: Future Interest among Nonusers by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
% Interested*	31%	39%	25%	40%	29%	23%	40%	20%	43%

Base: Internet Nonusers (n = 568)

* Interest = combined "very" and "somewhat" interested

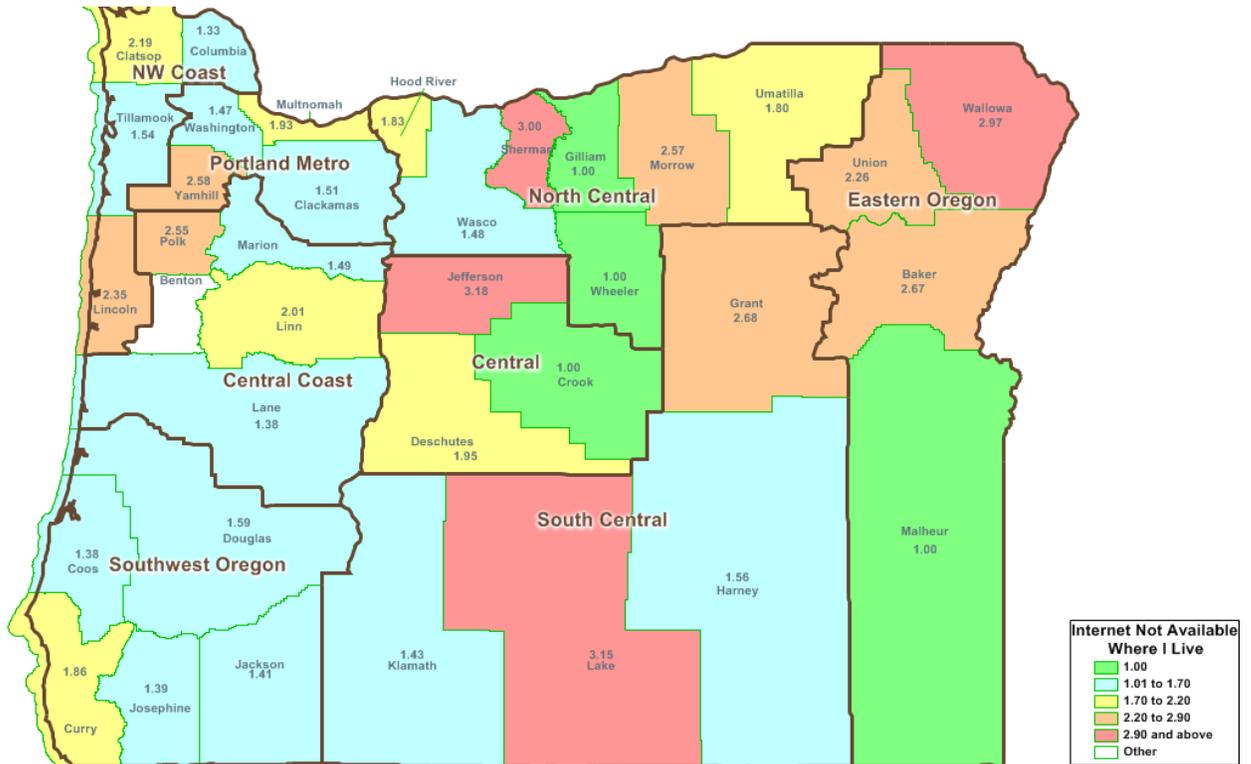
Table 15: Reasons for Not Using the Internet by Region

Reason	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Cost	2.94	2.38	3.15	3.19	2.58	2.63	3.37	2.56	2.19
Activation / installation fee too high	3.01	2.07	3.17	3.68	2.47	2.46	3.38	2.35	1.97
Monthly cost too high	2.88	2.70	3.12	2.70	2.69	2.80	3.37	2.76	2.41
Comfort / Perceived Need	2.75	2.62	2.72	2.69	2.80	2.79	3.29	2.92	2.50
Worried about bad things that could happen if use Internet	2.80	2.28	2.86	3.04	2.45	2.73	3.35	2.71	2.77
Not comfortable using computer	2.78	2.52	2.69	2.48	3.32	2.99	3.34	3.03	2.36
Nothing on Internet I want to see	2.65	3.08	2.60	2.55	2.63	2.65	3.16	3.03	2.35
Access to Service	2.01	2.16	1.90	2.23	1.78	1.99	2.29	2.22	2.04
Can access at public location	2.31	2.33	2.12	2.79	1.86	2.06	2.57	3.03	2.59
Have access through cell phone	2.04	2.16	1.65	2.43	2.09	2.07	2.49	1.95	2.26
Can access Internet at work	2.03	2.22	2.08	2.19	1.70	1.99	2.23	2.15	1.35
Is not available where live	1.68	1.91	1.74	1.52	1.48	1.85	1.97	1.74	1.97

Mean is based on a 5-point scale where “1” means “not a reason at all” and “5” means “a major reason.” Major category mean is an average of means of subcategories.

Base: Internet Nonusers (n = 568)

Figure 26: Internet Service Not Available Where One Lives as Reason for Not Using the Internet by County



Note: Cell sizes in four counties are small (Curry, n = 23; Sherman, n = 20; Gilliam, n = 8; Wheeler, n = 6). Care should be taken in using these results.

Table 16: Attitudes toward the Internet by Region—Internet Users

Reason	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Internet Value*	3.63	3.64	3.64	3.62	3.62	3.61	3.64	3.64	3.59
Internet is a valuable source for information and learning	3.85	3.89	3.85	3.86	3.85	3.85	3.82	3.85	3.75
People can be more productive using Internet	3.44	3.41	3.46	3.43	3.41	3.42	3.48	3.46	3.42
It is important for children to learn how to use the Internet	3.59	3.63	3.60	3.56	3.60	3.57	3.62	3.61	3.58
Internet Safety*	3.00	3.06	2.97	2.96	3.15	3.05	3.04	3.16	3.11
The Internet too dangerous for children	2.61	2.62	2.55	2.59	2.78	2.80	2.63	2.78	2.74
There is too much pornography and offensive material on the Internet	3.37	3.46	3.32	3.35	3.50	3.36	3.38	3.49	3.53
It is too easy for my personal information to be stolen online	3.06	3.13	3.06	2.94	3.22	3.00	3.13	3.24	3.07
Internet Privacy**	4.65	4.69	4.67	4.59	4.64	4.71	4.66	4.67	4.66
Concerned about my / my family's privacy while on Internet	4.59	4.65	4.62	4.51	4.57	4.65	4.59	4.59	4.58
Concerned about protection of personal identity while on Internet	4.71	4.74	4.73	4.67	4.70	4.77	4.72	4.74	4.75

* Mean is based on a 4-point scale where "1" means "strongly disagree" and "4" means "strongly agree."
 ** Mean based on a 5-point scale where "1" means "no concern at all" and "5" means "significant concern."
 Major category mean is an average of means of subcategories.

Base: Internet Users (n = 3,454)

Table 17: Attitudes toward the Internet by Region—Internet Nonusers

Reason	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Internet Value*	3.22	3.49	3.08	3.34	3.24	3.35	3.01	3.38	3.27
Internet is a valuable source for information and learning	3.48	3.61	3.52	3.36	3.55	3.48	3.19	3.60	3.50
People can be more productive using Internet	2.96	3.34	2.71	3.17	2.97	3.10	2.85	3.14	3.24
It is important for children to learn how to use the Internet	3.21	3.51	2.98	3.49	3.20	3.46	2.99	3.39	3.07
Internet Safety*	3.55	3.43	3.59	3.50	3.65	3.57	3.54	3.31	3.44
The Internet too dangerous for children	3.28	3.05	3.32	3.10	3.49	3.36	3.30	2.97	3.44
There is too much pornography and offensive material on the Internet	3.79	3.74	3.83	3.86	3.74	3.76	3.67	3.55	3.50
It is too easy for my personal information to be stolen online	3.61	3.51	3.64	3.57	3.72	3.61	3.65	3.43	3.39
Internet Privacy**	4.31	4.30	4.19	4.49	4.41	4.44	4.45	3.58	4.21
Concerned about my / my family's privacy while on Internet	4.20	4.27	4.04	4.37	4.33	4.40	4.37	3.48	4.12
Concerned about protection of personal identity while on Internet	4.42	4.33	4.34	4.62	4.49	4.48	4.52	3.69	4.30

* Mean is based on a 4-point scale where “1” means “strongly disagree” and “4” means “strongly agree.”

** Mean based on a 5-point scale where “1” means “no concern at all” and “5” means “significant concern.”

Major category mean is an average of means of subcategories.

Base: Internet Nonusers (n = 568)

Table 18: Overall Results by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Home Broadband	82%	74%	86%	82%	77%	71%	87%	72%	66%
Dial-Up	3%	4%	1%	4%	4%	4%	2%	5%	8%
Internet Other than Home	3%	5%	3%	3%	3%	5%	2%	5%	6%
Nonuser	12%	17%	10%	11%	16%	20%	9%	18%	20%

Base: All Respondents (n = 4,022)

Table 19: Type of Service by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Cable Modem	42%	28%	48%	46%	32%	25%	41%	27%	14%
DSL	34%	54%	28%	30%	44%	49%	37%	43%	58%
Other Broadband	21%	13%	22%	23%	19%	23%	21%	24%	21%
Dial-Up	3%	5%	2%	5%	5%	4%	2%	7%	10%

Base: Has Internet access at home (n = 3,304)

Table 20: Reported Monthly Cost for Home Internet Service by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
<\$20 / Mo	6%	9%	5%	4%	7%	8%	7%	8%	12%
\$20–\$40 / Mo	44%	46%	39%	48%	51%	42%	54%	40%	37%
\$40–\$60 / Mo	36%	30%	39%	35%	32%	36%	30%	37%	37%
>\$60 / Mo	15%	15%	17%	13%	10%	15%	10%	16%	14%
Median	\$44.07	\$40.77	\$47.01	\$41.46	\$39.90	\$42.59	\$39.85	\$44.39	\$41.58

Base: Broadband Adopters (n = 3,153)

Table 21: Broadband Users’ and Non-Users’ Actual and Perceived Cost of Service by Region

	Actual Monthly Cost (reported by broadband adopters)	Perceived Cost (reported by broadband non-adopters)	Difference
North Central	\$45.90	\$37.73	\$8.17
Northwest Coast	\$45.41	\$41.46	\$3.95
South Central	\$48.18	\$44.86	\$3.32
Willamette / Central Coast	\$48.88	\$48.95	\$ (0.07)
Central	\$43.42	\$44.38	\$ (0.96)
Portland Metro	\$49.37	\$50.74	\$ (1.37)
Southwest Oregon	\$43.42	\$48.44	\$ (5.02)
Eastern Oregon	\$42.24	\$47.36	\$ (5.12)
All OR	\$47.75	\$48.08	\$ (0.33)

Base: Broadband Adopters (n = 3,153) and Broadband Nonadopters (n = 869)

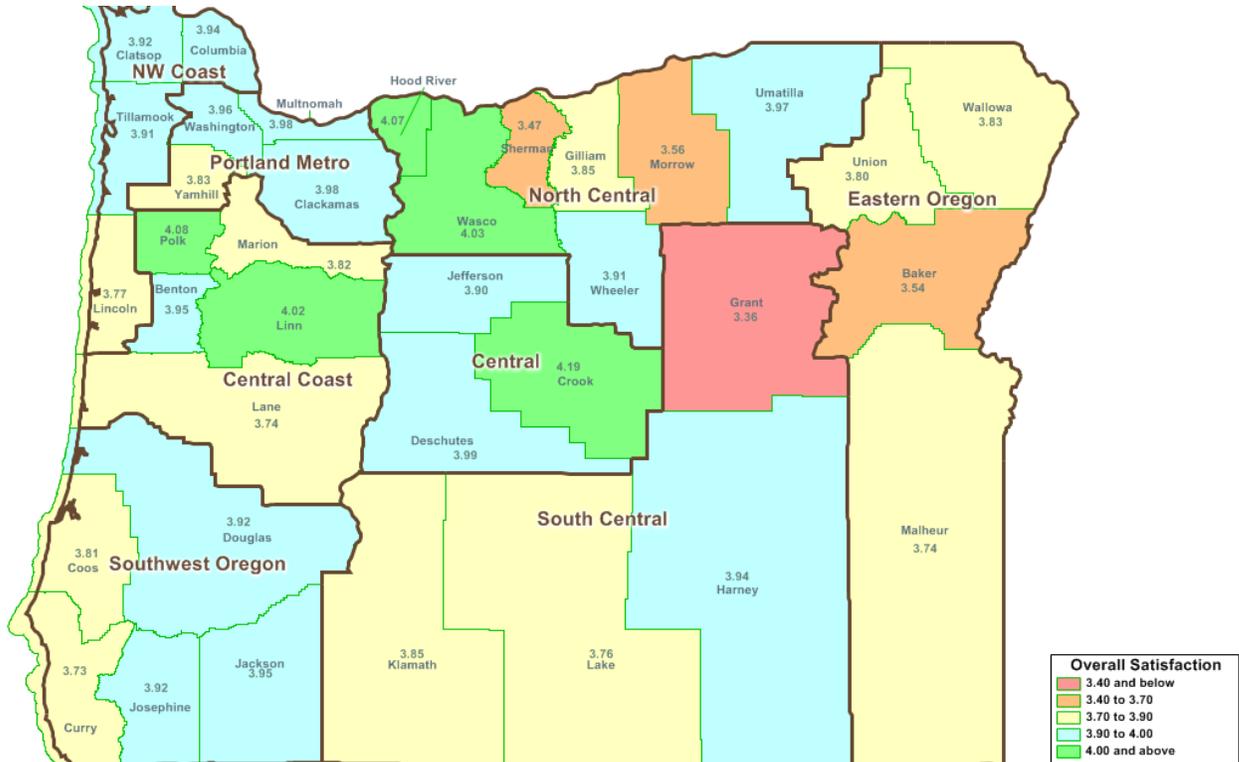
Table 22: Satisfaction with Aspects of Internet Service by Region

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Overall	3.92	3.88	3.96	3.85	3.91	3.95	4.00	3.80	3.71
Ease of Use	4.30	4.34	4.37	4.20	4.29	4.41	4.32	4.13	4.05
Reliability of Connection	4.05	3.94	4.12	3.96	3.99	3.99	4.09	3.98	3.83
Connection Speed	4.02	3.88	4.10	4.01	3.90	3.94	4.15	3.73	3.52
Cost of Service	3.27	3.32	3.22	3.20	3.44	3.45	3.42	3.36	3.44

Mean is based on a 5-point scale where “1” indicates “Not at all satisfied” and “5” indicates “Very satisfied.” The midpoint is “3.” Overall category mean is an average of means of subcategories.

Base: Has Internet access at home (n = 3,304)

Figure 27: Overall Satisfaction with Internet Service by County



Mean is based on a 5-point scale where “1” indicates “Not at all satisfied” and “5” indicates “Very satisfied.” Note: Cell sizes in four counties are small (Curry, n = 23; Sherman, n = 20; Gilliam, n = 8; Wheeler, n = 6). Care should be taken in using these results.

Figure 28: Satisfaction with Connection Speed by County

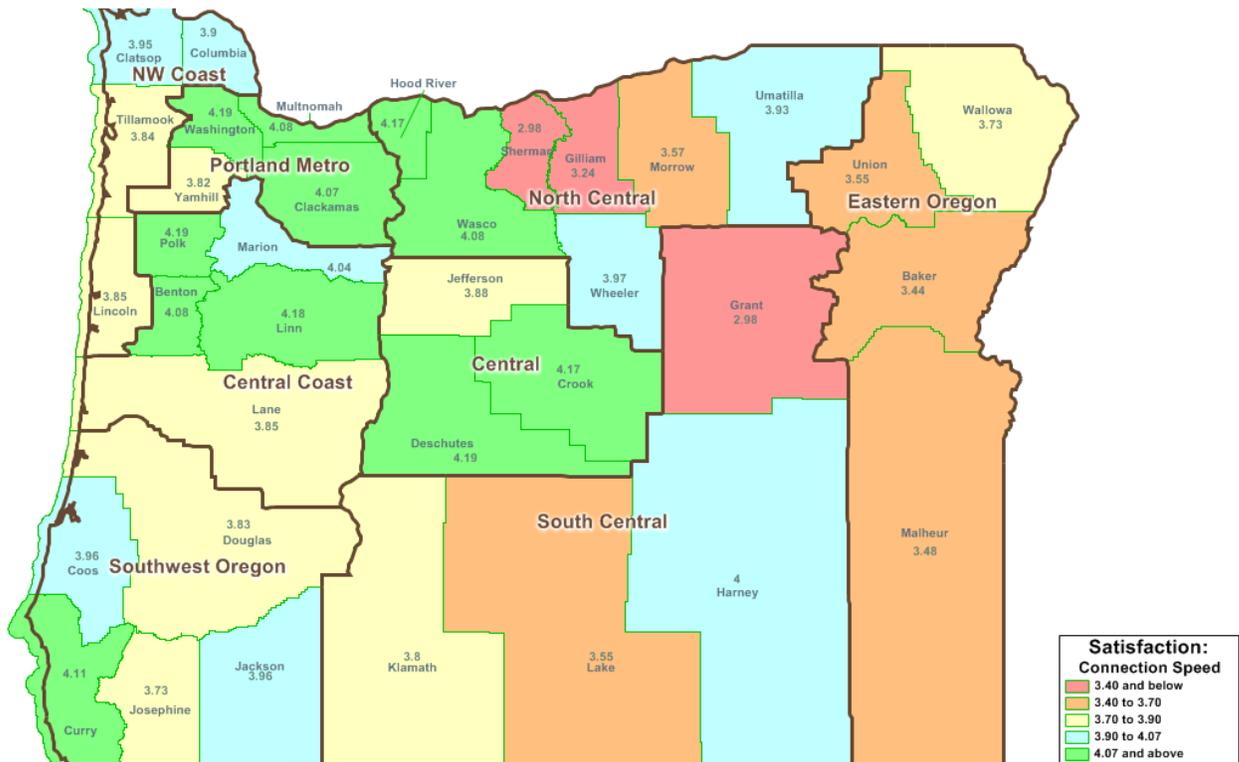


Figure 29: Satisfaction with Cost of Service by County

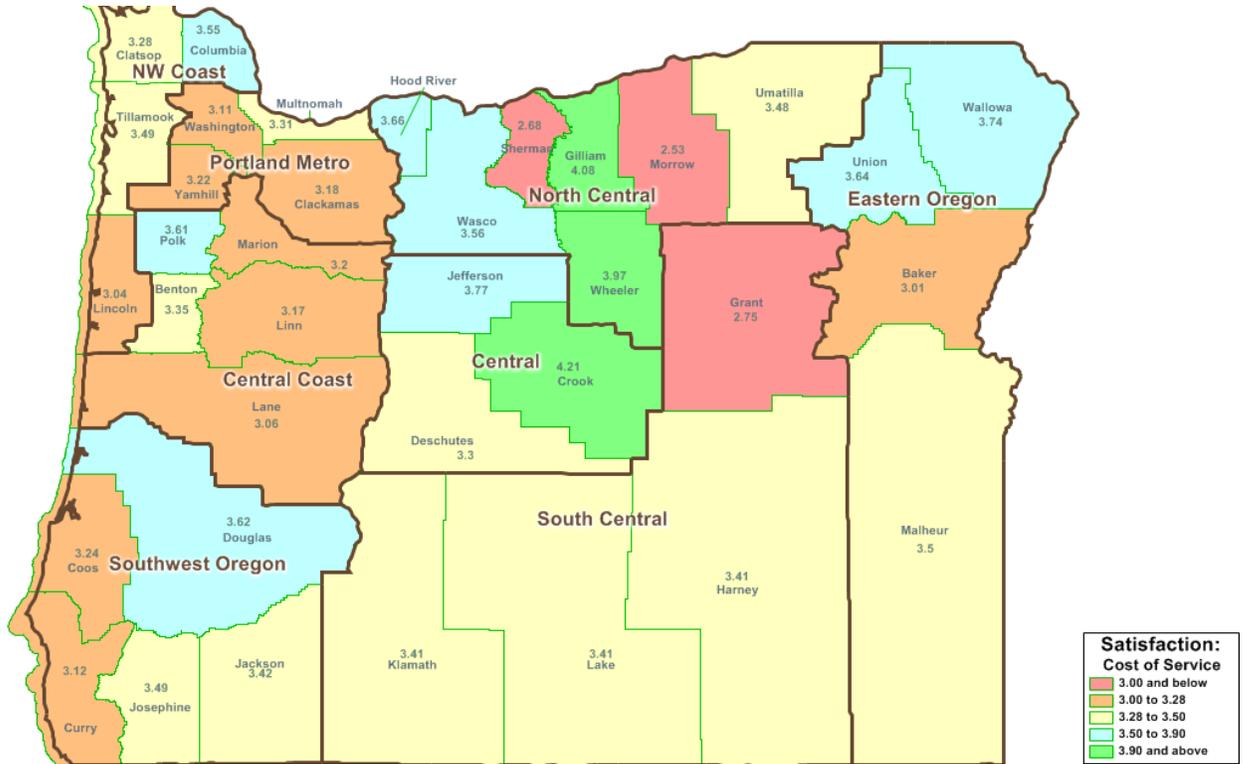


Figure 30: Satisfaction with Ease of Use by County

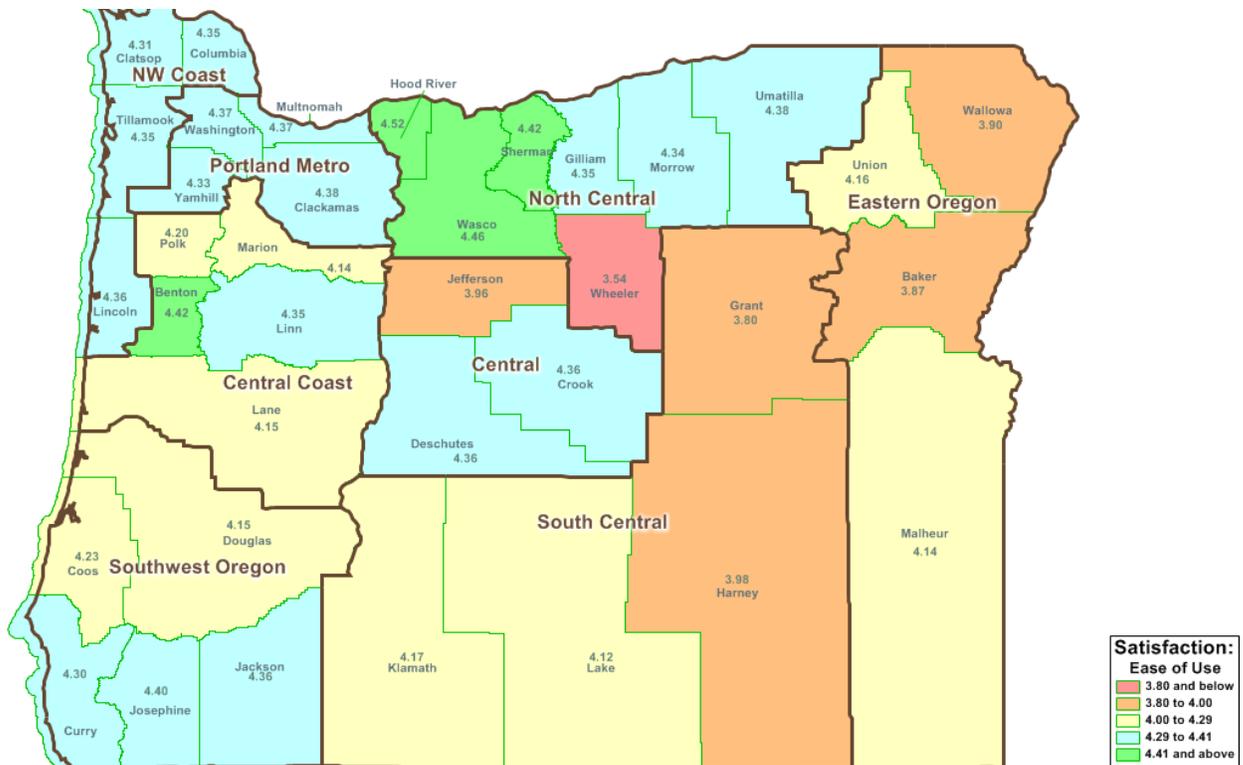
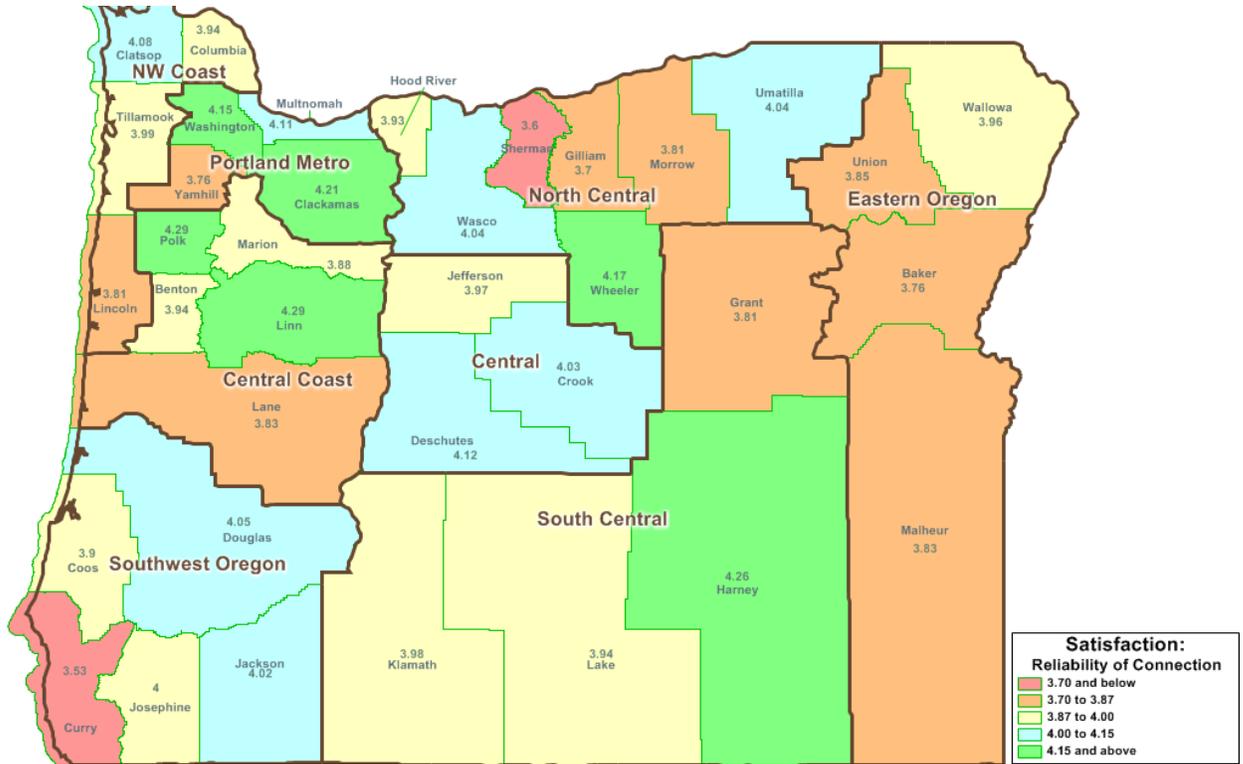


Figure 31: Satisfaction with Reliability of Connection by County



Demographic Profiles by Region

Table 23: All Respondents (n = 4,022)

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Gender										
Male	49%	49%	49%	49%	49%	48%	51%	49%	49%	51%
Female	51%	51%	51%	51%	51%	52%	49%	51%	51%	49%

*2010 Census

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Age										
18–24	12%	12%	10%	11%	17%	10%	12%	10%	11%	14%
25–34	18%	18%	13%	22%	16%	13%	16%	17%	13%	13%
35–44	17%	17%	15%	19%	16%	14%	18%	17%	15%	14%
45–54	18%	19%	20%	19%	18%	19%	20%	19%	19%	18%
55–64	17%	17%	21%	15%	16%	20%	17%	18%	20%	18%
65 and Older	18%	17%	21%	13%	18%	24%	18%	19%	22%	23%

*2010 Census

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Income										
<\$30K	51%	21%	27%	17%	25%	22%	23%	25%	29%	27%
\$30K–\$50K		22%	26%	20%	22%	24%	25%	25%	30%	31%
\$50K–\$75K	20%	22%	23%	21%	24%	22%	19%	23%	20%	26%
>\$75K	30%	35%	25%	42%	29%	32%	33%	27%	22%	16%

*2006–2010 American Community Survey 5-Year Estimates

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Employment Status										
Employed	59%	56%	54%	59%	53%	53%	61%	58%	53%	54%
Student	41%*	7%	4%	7%	10%	4%	5%	5%	4%	6%
Retired	(unemploy- ed or not	20%	27%	16%	21%	27%	20%	24%	26%	27%
Homemaker	in labor force)	1%	<1%	1%	<1%	1%	1%	–	1%	1%
Unemployed		16%	15%	17%	16%	15%	13%	13%	15%	12%

*2006–2010 American Community Survey 5-Year Estimates, age 16+ in labor force

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Education										
Some high school	11%	5%	4%	5%	5%	6%	6%	6%	6%	7%
High school diploma	26%	25%	32%	21%	25%	32%	35%	27%	33%	26%
Some college or AA	34%	31%	36%	27%	36%	34%	32%	34%	36%	38%
College or postgraduate	29%	38%	28%	47%	34%	27%	28%	33%	26%	28%

*2006–2010 American Community Survey 5-Year Estimates

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Household Composition										
Single Adult	27%	9%	11%	9%	8%	11%	8%	8%	10%	12%
Adults Only	43%	53%	57%	50%	52%	61%	56%	56%	58%	55%
Family (with children)	30%	38%	31%	41%	41%	28%	36%	36%	32%	33%

*2010 Census

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Race / Ethnicity										
White	79%	79%	92%	73%	85%	83%	81%	88%	85%	80%
African American	2%	2%	<1%	3%	1%	<1%	1%	1%	1%	–
American Indian	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
Asian	4%	4%	<1%	6%	3%	3%	1%	1%	1%	2%
Hispanic	12%	10%	3%	13%	8%	8%	12%	7%	6%	13%
Mixed	3%	3%	1%	3%	2%	3%	2%	2%	3%	4%
Other	<1%	1%	1%	1%	<1%	1%	<1%	<1%	2%	<1%

*2010 Census

	Popu- lation*	State- wide	NW Coast	Port- land	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Own or Rent										
Own	62%	74%	79%	72%	73%	77%	82%	76%	81%	79%
Rent	38%	26%	21%	28%	27%	23%	18%	24%	19%	21%

*2010 Census

Table 24: Internet Users (n = 3,454)

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Gender									
Male	49%	47%	50%	48%	49%	52%	51%	44%	50%
Female	51%	53%	50%	52%	51%	48%	49%	56%	50%
Age									
18–24	14%	11%	12%	19%	12%	14%	9%	13%	10%
25–34	19%	14%	23%	17%	14%	16%	18%	14%	15%
35–44	18%	17%	20%	15%	15%	19%	19%	13%	17%
45–54	19%	19%	19%	18%	19%	21%	20%	22%	19%
55–64	17%	20%	15%	17%	20%	16%	18%	22%	19%
65 and Older	14%	19%	11%	14%	20%	14%	16%	16%	20%
Income									
<\$30K	17%	21%	14%	22%	15%	19%	21%	24%	21%
\$30K–\$50K	21%	27%	20%	19%	24%	23%	25%	29%	33%
\$50K–\$75K	23%	25%	21%	26%	25%	20%	24%	22%	28%
>\$75K	38%	27%	45%	32%	37%	38%	29%	25%	19%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Employment Status									
Employed	61%	57%	62%	56%	57%	65%	60%	60%	60%
Student	8%	5%	8%	11%	5%	6%	6%	4%	7%
Retired	17%	22%	13%	18%	24%	15%	21%	21%	24%
Homemaker	1%	1%	1%	<1%	1%	1%	–	1%	<1%
Unemployed	15%	15%	16%	15%	13%	13%	13%	14%	9%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Education									
Some high school	4%	3%	4%	4%	6%	5%	4%	4%	4%
High school diploma	22%	29%	18%	22%	28%	28%	26%	29%	26%
Some college or AA	32%	36%	27%	36%	37%	35%	35%	37%	41%
College or postgraduate	42%	31%	51%	38%	30%	32%	36%	29%	29%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Household Composition									
Single Adult	8%	11%	8%	6%	8%	6%	7%	9%	12%
Adults Only	52%	56%	49%	50%	60%	56%	56%	56%	52%
Family (with children)	41%	34%	43%	44%	31%	38%	37%	35%	35%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Race / Ethnicity									
White	79%	94%	73%	83%	82%	83%	89%	88%	85%
African American	2%	-	3%	1%	<1%	1%	1%	<1%	-
American Indian	1%	2%	1%	1%	2%	2%	1%	2%	1%
Asian	5%	-	6%	3%	4%	2%	1%	2%	3%
Hispanic	10%	3%	13%	8%	7%	10%	5%	5%	7%
Mixed	3%	1%	3%	2%	3%	1%	3%	3%	4%
Other	1%	-	1%	<1%	1%	<1%	<1%	<1%	<1%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Own or Rent									
Own	76%	81%	74%	75%	78%	84%	77%	80%	82%
Rent	24%	19%	26%	25%	22%	16%	23%	20%	18%

Table 25: Internet Nonusers (n = 568)

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Gender									
Male	48%	59%	44%	56%	44%	43%	34%	72%	53%
Female	52%	41%	56%	44%	56%	57%	66%	28%	47%
	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Age									
18–24	4%	5%	2%	3%	1%	2%	22%	5%	33%
25–34	9%	8%	12%	2%	10%	14%	2%	10%	2%
35–44	14%	2%	15%	22%	7%	12%	3%	21%	4%
45–54	18%	23%	18%	17%	21%	17%	10%	3%	15%
55–64	15%	26%	15%	9%	19%	20%	18%	10%	13%
65 and Older	41%	36%	37%	48%	43%	35%	46%	52%	33%
	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Income									
<\$30K	52%	56%	51%	48%	61%	38%	56%	56%	51%
\$30K–\$50K	28%	18%	23%	39%	24%	33%	27%	33%	25%
\$50K–\$75K	11%	9%	14%	9%	7%	13%	12%	8%	18%
>\$75K	9%	16%	12%	4%	8%	15%	5%	3%	5%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Employment Status									
Employed	31%	39%	26%	29%	34%	47%	42%	22%	34%
Student	1%	–	1%	–	–	–	–	5%	2%
Retired	43%	49%	41%	45%	45%	38%	52%	52%	38%
Homemaker	<1%	–	–	1%	1%	3%	–	–	1%
Unemployed	21%	12%	32%	26%	21%	12%	7%	20%	25%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Education									
Some high school	15%	7%	22%	9%	10%	10%	30%	11%	22%
High school diploma	48%	47%	42%	52%	57%	61%	35%	50%	27%
Some college or AA	26%	36%	23%	30%	22%	19%	28%	28%	27%
College or postgraduate	11%	11%	12%	9%	11%	10%	7%	11%	25%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Household Composition									
Single Adult	20%	15%	20%	23%	21%	14%	18%	13%	9%
Adults Only	59%	63%	53%	63%	65%	58%	51%	69%	66%
Family (with children)	21%	22%	27%	14%	14%	28%	31%	18%	26%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Race / Ethnicity									
White	79%	82%	71%	93%	86%	71%	73%	70%	62%
African American	3%	2%	8%	1%	–	–	–	3%	–
American Indian	1%	1%	1%	1%	1%	5%	–	<1%	<1%
Asian	<1%	2%	–	–	–	–	5%	–	–
Hispanic	14%	7%	18%	5%	11%	19%	23%	12%	34%
Mixed	2%	2%	2%	1%	2%	5%	–	5%	4%
Other	1%	4%	–	–	–	–	–	10%	–

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Own or Rent									
Own	64%	68%	60%	57%	71%	72%	64%	85%	66%
Rent	36%	32%	40%	43%	29%	28%	36%	15%	34%

Table 26: Broadband Adopters (n = 3,153)

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Gender									
Male	50%	47%	50%	49%	49%	54%	50%	45%	51%
Female	50%	53%	50%	51%	51%	46%	50%	55%	49%
Age									
18–24	13%	11%	11%	19%	12%	12%	9%	10%	10%
25–34	20%	13%	23%	18%	14%	16%	19%	16%	17%
35–44	18%	18%	20%	15%	16%	19%	18%	13%	18%
45–54	19%	18%	19%	18%	19%	21%	20%	23%	17%
55–64	17%	21%	16%	17%	19%	17%	18%	21%	19%
65 and Older	13%	19%	10%	13%	20%	14%	16%	16%	19%
Income									
<\$30K	16%	20%	13%	21%	13%	14%	19%	24%	23%
\$30K–\$50K	20%	29%	19%	19%	23%	22%	26%	25%	30%
\$50K–\$75K	24%	24%	22%	27%	24%	22%	24%	22%	26%
>\$75K	40%	27%	46%	32%	39%	42%	31%	29%	21%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Employment Status									
Employed	63%	58%	62%	56%	58%	65%	60%	62%	58%
Student	8%	5%	8%	11%	5%	5%	6%	3%	8%
Retired	17%	22%	13%	17%	24%	17%	21%	21%	25%
Homemaker	1%	1%	1%	1%	1%	1%	0%	1%	1%
Unemployed	15%	15%	16%	15%	12%	12%	13%	13%	9%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Education									
Some high school	4%	3%	3%	4%	6%	3%	4%	5%	2%
High school diploma	21%	28%	18%	21%	26%	27%	25%	27%	25%
Some college or AA	32%	37%	27%	36%	37%	36%	35%	37%	44%
College or postgraduate	43%	32%	52%	38%	30%	33%	37%	31%	28%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Household Composition									
Single Adult	7%	11%	8%	5%	8%	6%	6%	10%	12%
Adults Only	52%	55%	49%	50%	60%	57%	57%	56%	52%
Family (with children)	41%	35%	43%	45%	32%	37%	37%	34%	36%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Race / Ethnicity									
White	79%	95%	73%	83%	81%	87%	89%	90%	82%
African American	2%	–	3%	1%	1%	1%	1%	<1%	–
American Indian	1%	2%	1%	1%	1%	2%	1%	2%	1%
Asian	4%	–	6%	3%	5%	1%	1%	1%	3%
Hispanic	10%	2%	13%	9%	8%	8%	5%	3%	9%
Mixed	3%	1%	3%	2%	3%	2%	3%	3%	4%
Other	1%	–	1%	<1%	1%	<1%	<1%	<1%	<1%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Own or Rent									
Own	76%	81%	75%	75%	78%	87%	78%	79%	85%
Rent	24%	19%	25%	25%	22%	13%	22%	21%	15%

Table 27: Broadband Nonadopters (n = 869)

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Gender									
Male	47%	54%	42%	52%	44%	43%	48%	61%	51%
Female	53%	46%	58%	48%	56%	57%	52%	39%	49%
Age									
18–24	10%	8%	11%	9%	3%	11%	20%	14%	23%
25–34	9%	13%	11%	5%	11%	15%	2%	7%	5%
35–44	14%	6%	16%	19%	8%	14%	9%	20%	8%
45–54	17%	24%	17%	16%	19%	16%	11%	8%	19%
55–64	15%	22%	13%	13%	21%	17%	19%	15%	16%
65 and Older	34%	27%	33%	38%	37%	27%	39%	37%	28%
Income									
<\$30K	46%	48%	45%	42%	55%	42%	58%	44%	34%
\$30K–\$50K	29%	16%	29%	33%	25%	32%	23%	41%	33%
\$50K–\$75K	13%	19%	13%	10%	13%	12%	16%	13%	28%
>\$75K	12%	17%	13%	15%	7%	15%	3%	2%	6%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Employment Status									
Employed	39%	42%	37%	36%	37%	52%	42%	31%	47%
Student	3%	3%	3%	6%	–	3%	2%	8%	3%
Retired	37%	39%	35%	37%	39%	27%	46%	39%	31%
Homemaker	<1%	–	–	<1%	<1%	2%	–	–	1%
Unemployed	19%	15%	25%	20%	23%	16%	10%	22%	19%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Education									
Some high school	12%	6%	19%	7%	7%	12%	22%	8%	17%
High school diploma	44%	45%	40%	43%	54%	53%	42%	47%	27%
Some college or AA	28%	33%	25%	34%	24%	20%	29%	33%	28%
College or postgraduate	16%	16%	17%	17%	15%	14%	7%	13%	28%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Household Composition									
Single Adult	18%	13%	18%	20%	18%	12%	23%	12%	10%
Adults Only	57%	64%	52%	59%	65%	55%	46%	64%	62%
Family (with children)	25%	22%	30%	21%	17%	33%	31%	24%	28%

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Race / Ethnicity									
White	80%	84%	71%	90%	87%	68%	79%	72%	77%
African American	2%	1%	6%	<1%	–	–	–	2%	–
American Indian	1%	1%	1%	1%	2%	4%	1%	1%	<1%
Asian	2%	1%	3%	3%		3%	3%	1%	–
Hispanic	12%	8%	17%	3%	8%	22%	16%	14%	21%
Mixed	2%	1%	2%	2%	2%	3%	1%	3%	3%
Other	<1%	3%	–	–	–	–	–	7%	–

	State-wide	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Own or Rent									
Own	64%	73%	56%	65%	72%	69%	62%	86%	67%
Rent	36%	27%	44%	35%	28%	31%	38%	14%	33%