

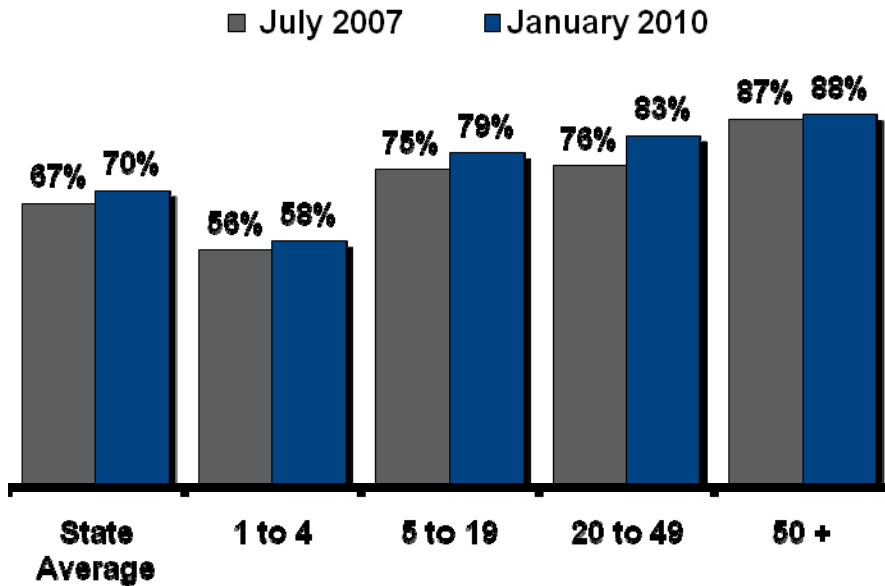


# Internet Adoption Among Tennessee Businesses



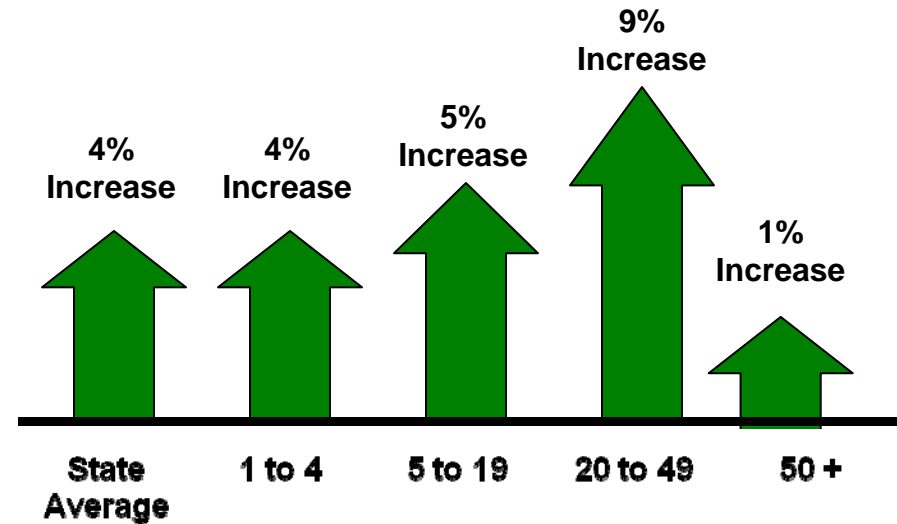
# Internet Adoption by Business Size (Either Dial-Up or Broadband)

**Trends in Internet adoption by business size**



Number of employees at the business location

**Percent change in Internet adoption from July 2007 to January 2010**



Number of employees at the business location

Q: Does your company use the Internet to handle any of your business functions?  
(n=812 TN businesses in 2007 and n=803 TN businesses in 2010)

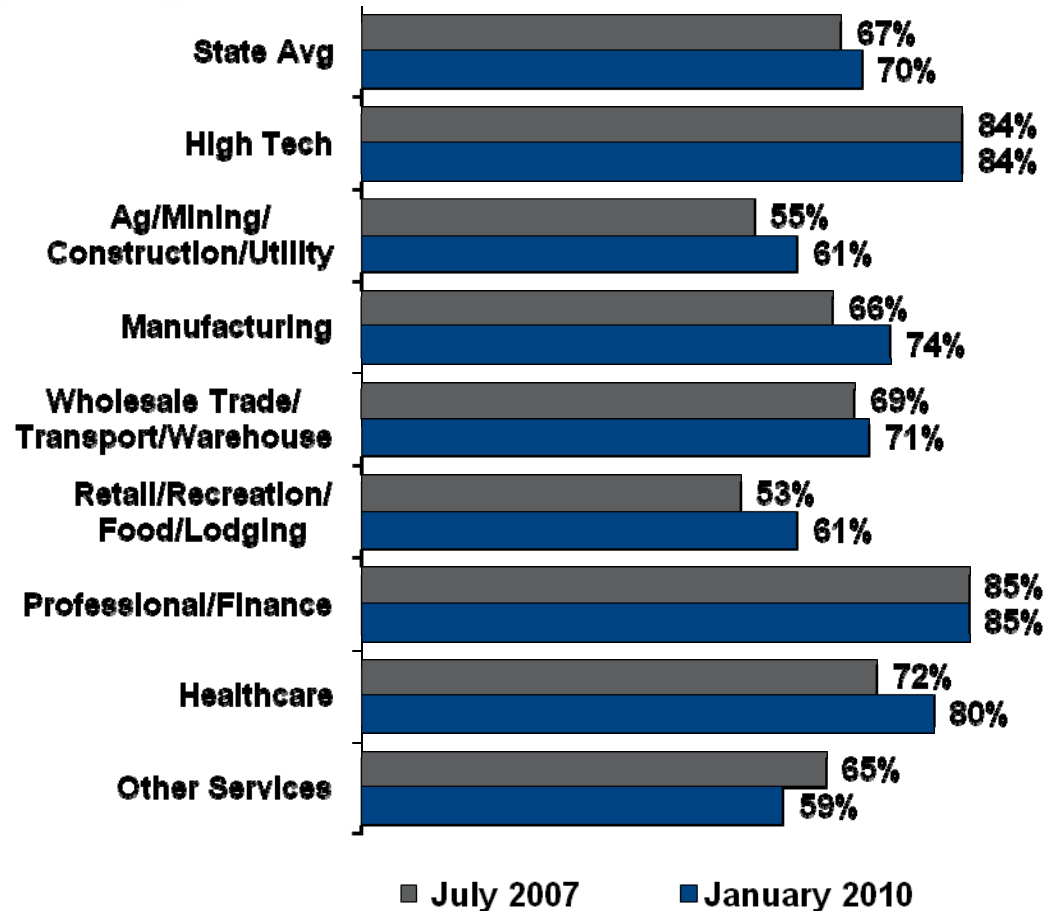
Source: July 2007 and January 2010 Connected Tennessee® Surveys of Businesses  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Internet Adoption by Industry Sector (Either Dial-Up or Broadband)

The Retail Trade/  
Transport/Warehousing sector had  
the most significant growth in  
Internet adoption between July 2007  
and January 2010, though Internet  
adoption in the Wholesale  
Trade/Transport/Warehousing sector  
grew significantly as well.

While Internet adoption among all  
Tennessee businesses grew since  
July 2007, adoption in some sectors  
(such as High Tech,  
Professional/Finance, and Other  
Services) remained stagnant or  
decreased slightly.



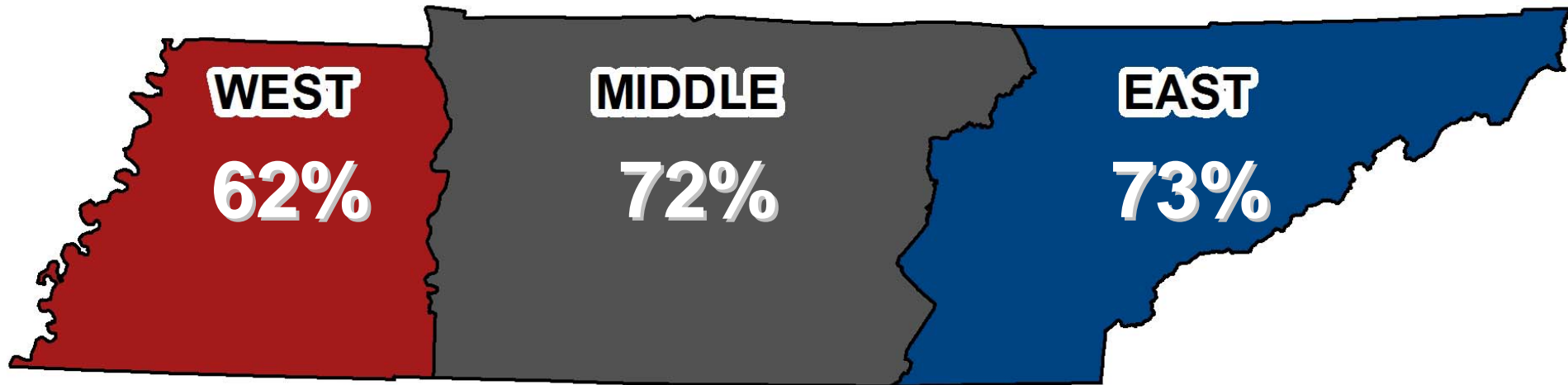
Q: Does your company use the Internet to handle any of your  
business functions?  
(n=812 TN businesses in 2007 and n=803 TN businesses in 2010)

Source: July 2007 and January 2010 Connected Tennessee®  
Surveys of Businesses  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Internet Use (Dial-Up or Broadband) by Tennessee Grand Division

Percent of businesses that use the Internet for their work



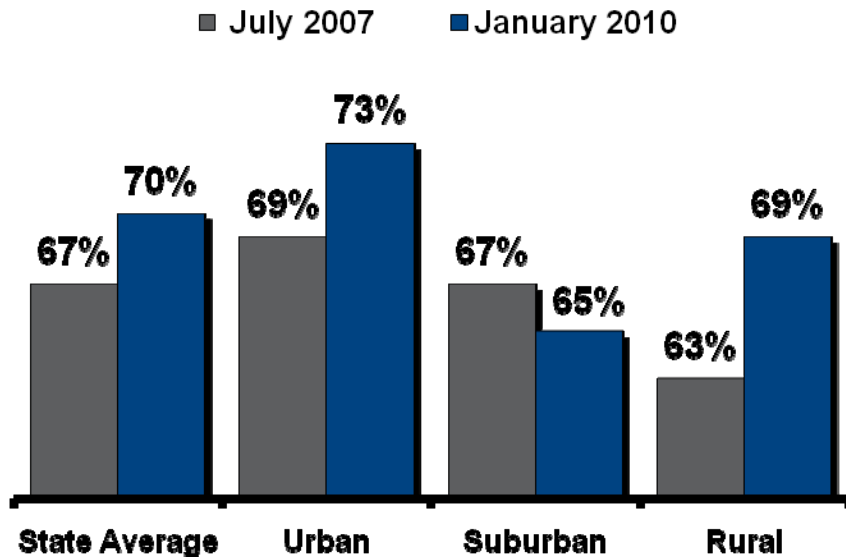
**Statewide Average: 70% of Tennessee businesses use either dial-up or broadband Internet service for their work**

Q: Does your company use the Internet to handle any of your business functions?  
(n=803 TN businesses)

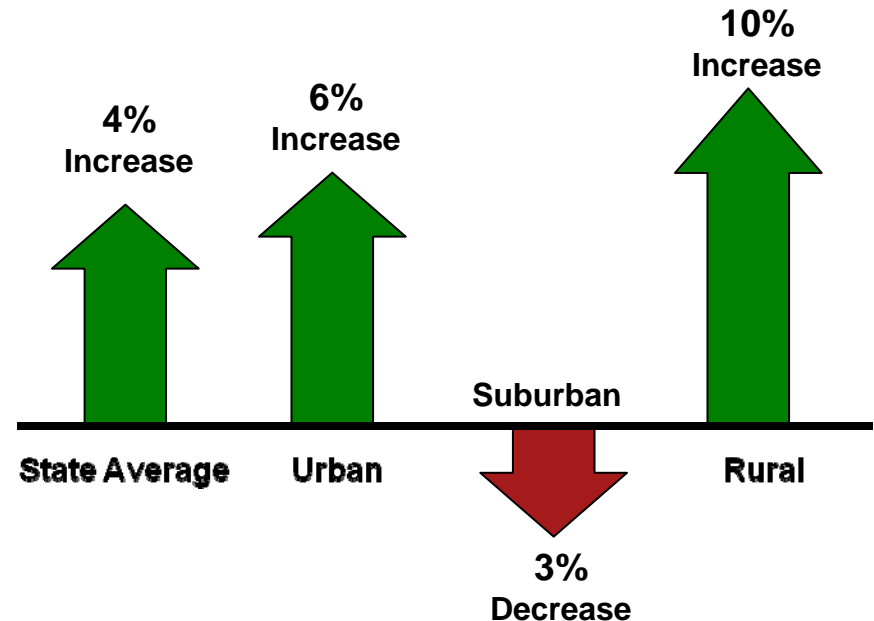
Source: January 2010 Connected Tennessee®  
Survey of Businesses  
[www.connectedtennessee.org](http://www.connectedtennessee.org)

# Trends in Internet Adoption by Urban-Rural Classification (Either Dial-Up or Broadband)

**Percent of Tennessee businesses with  
either broadband or dial-up  
Internet service**



**Percent change in Internet  
adoption from  
July 2007 to January 2010**



Q: Does your company use the Internet to handle any of your business functions?  
(n=812 TN businesses in 2007 and n=803 TN businesses in 2010)

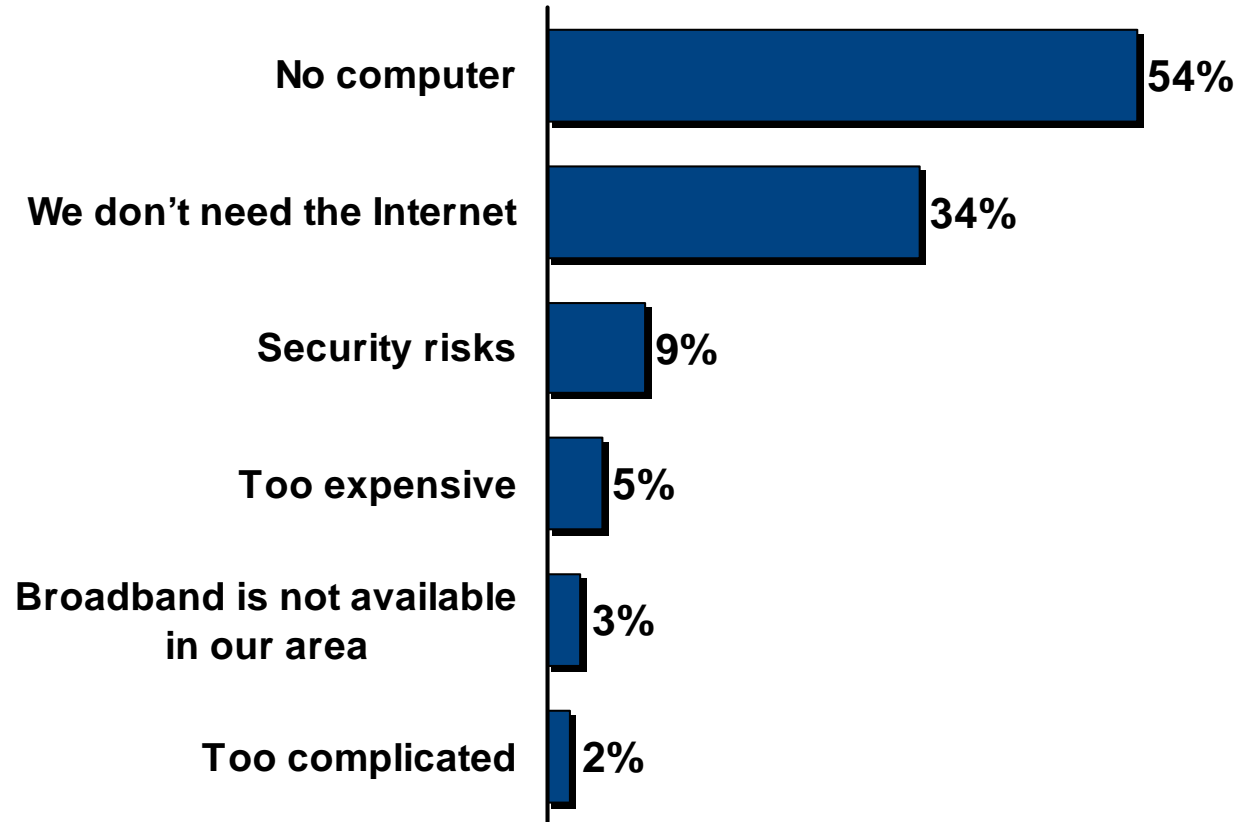
Source: July 2007 and January 2010 Connected Tennessee®  
Surveys of Businesses  
[www.connectedtennessee.org](http://www.connectedtennessee.org)



# Barriers to Internet Adoption

## Among Tennessee businesses not using either dial-up or broadband Internet\*

Of the 30% of Tennessee businesses that are not connected to the Internet, a vast majority do not use a computer or believe they do not need the Internet for their business.



Q: Why doesn't your organization use the Internet?  
(n=174 TN businesses with no Internet service)

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

Source: January 2010 Connected Tennessee®  
Survey of Businesses  
[www.connectedtennessee.org](http://www.connectedtennessee.org)