



Summary of Key Findings



Key Findings: January 2010

Key Technology Benchmarks, January 2010

- Businesses that use broadband: 65% (up from 55% in July 2007)
- Businesses that use a computer: 84% (up from 81% in July 2007)
- Businesses that use the Internet: 70% (up from 67% in July 2007)

Other Key Trends:

- Computer use among Tennessee businesses has grown to 84%, equal to about 116,000 Tennessee businesses. Among those that do not use a computer, the largest barriers are the belief that they do not need computers for their work, and the belief that the business is too small to benefit from using a computer.
- Nearly two-thirds of Tennessee businesses (65%, or approximately 90,000 Tennessee businesses) now subscribe to broadband, compared to just 55% in 2007.
- Broadband adoption among small Tennessee businesses has grown the fastest, from 45% in 2007 to 55% currently.
- Broadband adoption grew faster in the Healthcare sector than in any other industry sector, from 59% in 2007 to 75% currently.

Key Findings: January 2010

Other Key Trends:

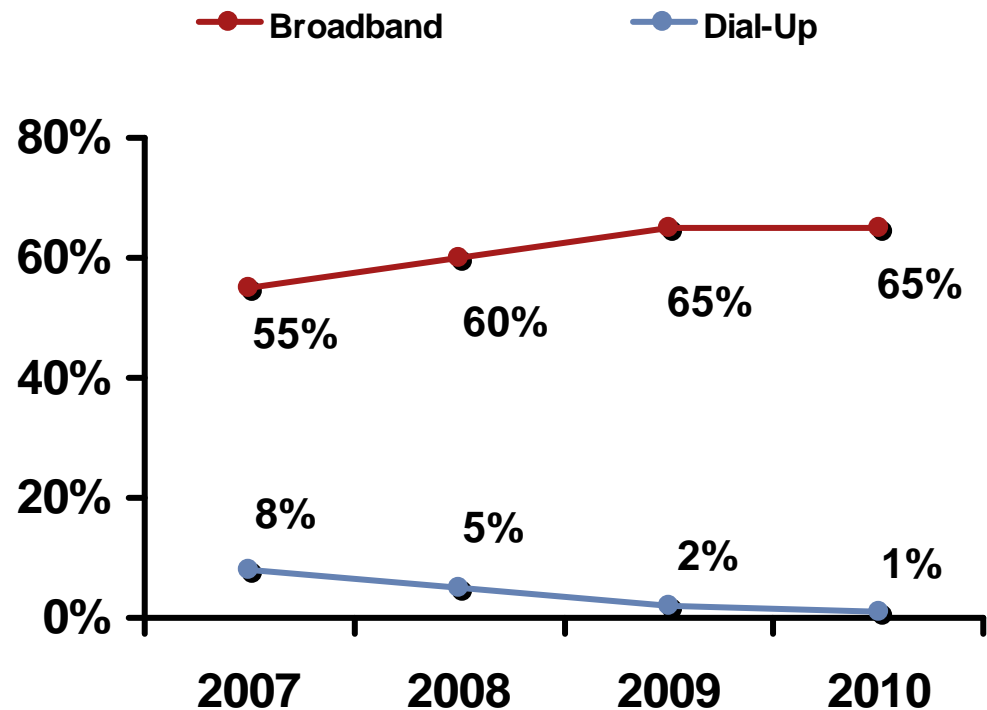
- The average download speed among Tennessee businesses is 7.4 Mbps, with businesses in the Healthcare sector having the fastest average speed. It should be noted, though, that fewer than one-half of broadband-connected businesses knew their approximate download speed.
- In Tennessee, 81% of broadband-connected businesses say their current bandwidth is “about right” or faster than they currently need. Of the 11% of broadband-connected businesses that say they would benefit from having more bandwidth, more than one-half of businesses either have not investigated whether faster speeds are available, or they are aware of faster available speeds but have simply not invested in more bandwidth yet.
- Businesses with broadband Internet connections have median annual revenues that are two times greater than those without broadband. Across every geographic region, broadband-connected businesses have higher median annual revenues.
- Nearly half of all Tennessee businesses (47% or approximately 65,000 businesses) have a website. This is a 12% rate of growth since July 2007. Median annual revenues among businesses that use broadband and have a website are double the state average.



Internet Adoption Among Businesses (Dial-Up and Broadband)

Percent of all Tennessee businesses

About two-thirds (65%) of Tennessee businesses subscribe to broadband Internet service; this is an 18% increase since July 2007.



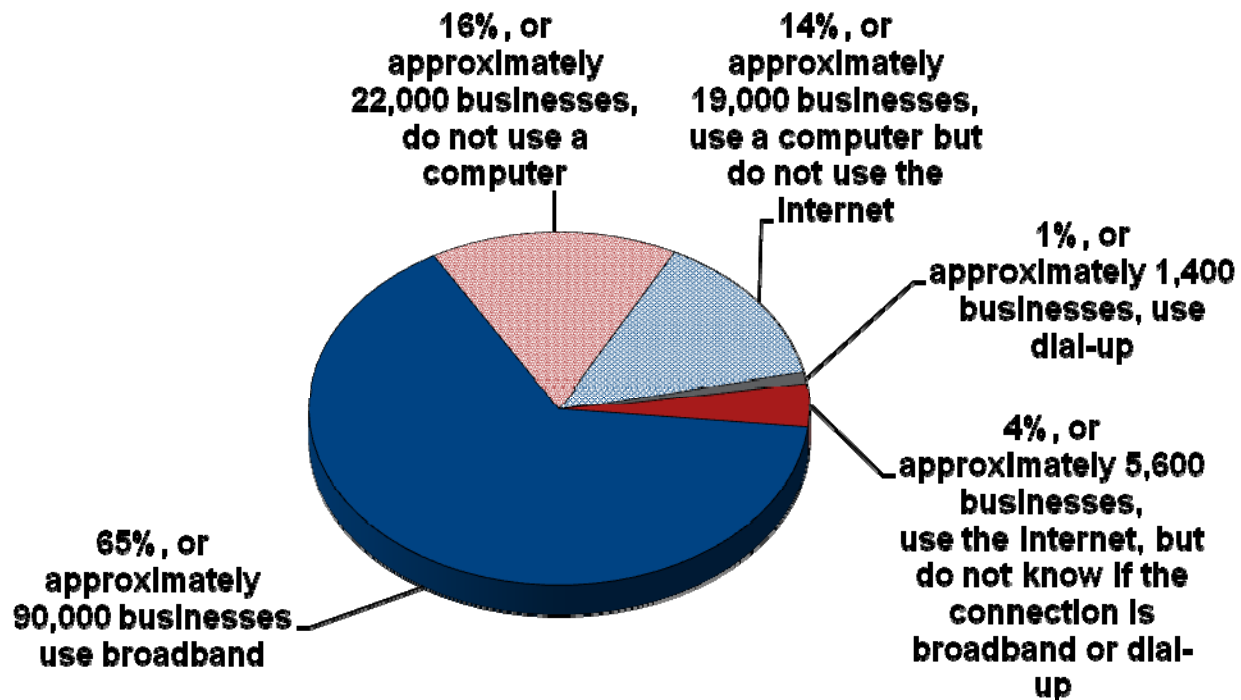
Q: Which of the following describes the type of Internet access your company has?
(n=812 TN businesses in 2007, n=808 TN businesses in 2008, n= 807 TN businesses in 2009, and n=803 TN businesses in 2010)

Source: July 2007- 2010
Connected Tennessee® Surveys of Businesses
www.connectedtennessee.org



Technology Adoption Among Tennessee Businesses

Percent of all Tennessee businesses



Source: January 2010 Connected Tennessee®
Survey of Businesses
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