



Technology Adoption and Annual Revenues

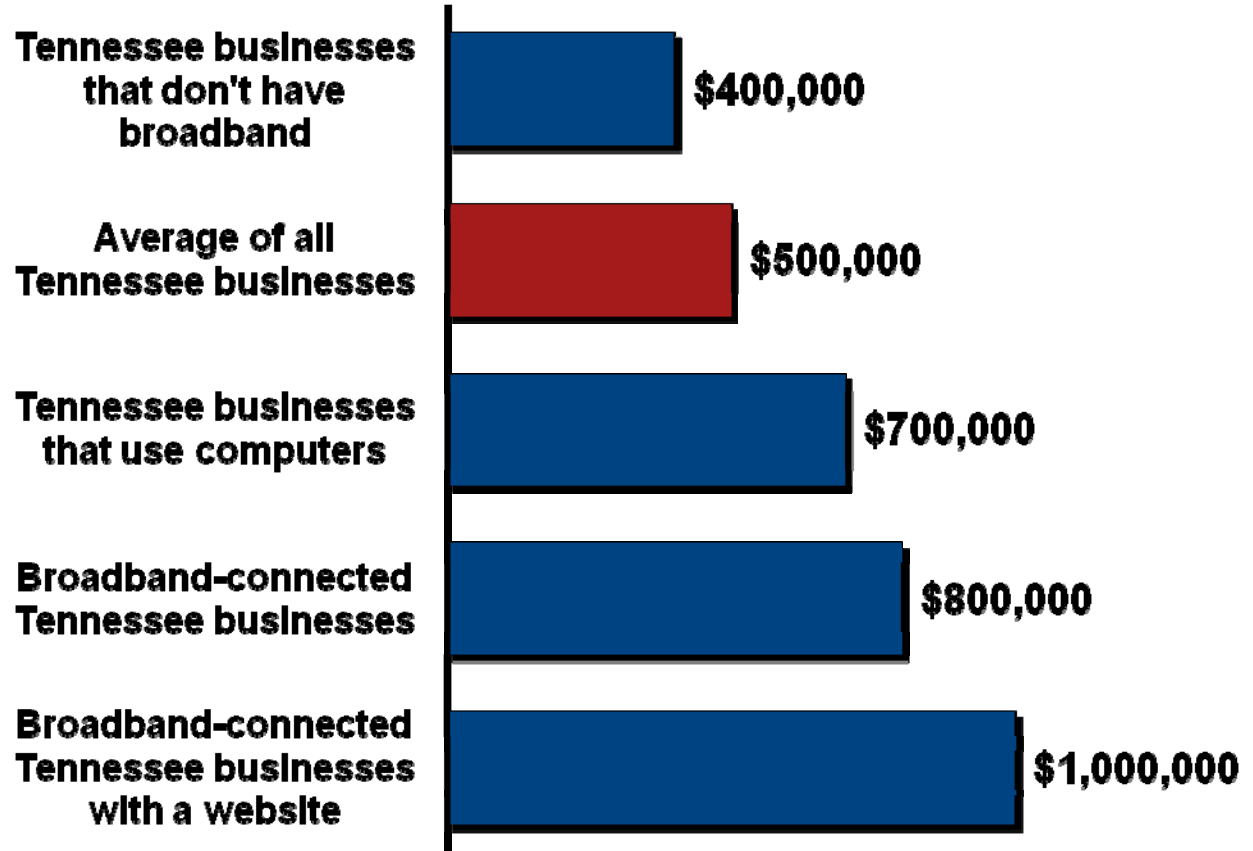


Technology Adoption and Business Revenues

Median Annual Revenues

Broadband-connected Tennessee businesses report having median annual revenues that are \$300,000 higher than the state average.

Broadband-connected Tennessee businesses that maintain a website have median annual incomes that are twice as large as the state average.



Q: What is your firm's approximate average annual revenue?
(n=803 Tennessee businesses)

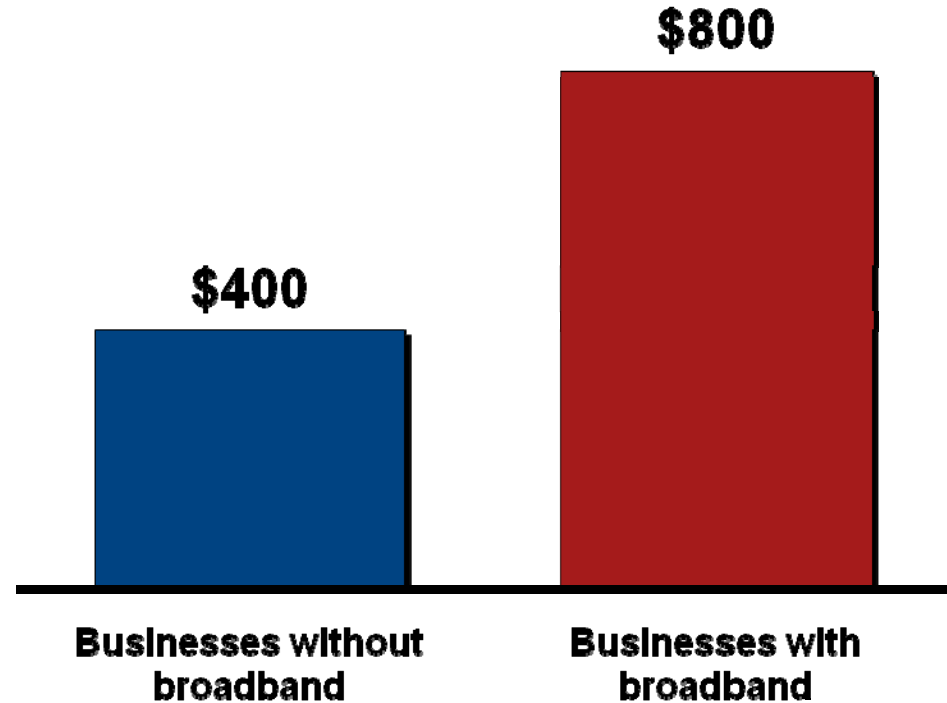
Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org



Technology Adoption and Annual Revenues (Broadband and Non-Broadband)

Median Annual Revenues (\$000)

Businesses with broadband Internet connections report having median annual revenues that are twice as large as businesses without broadband.



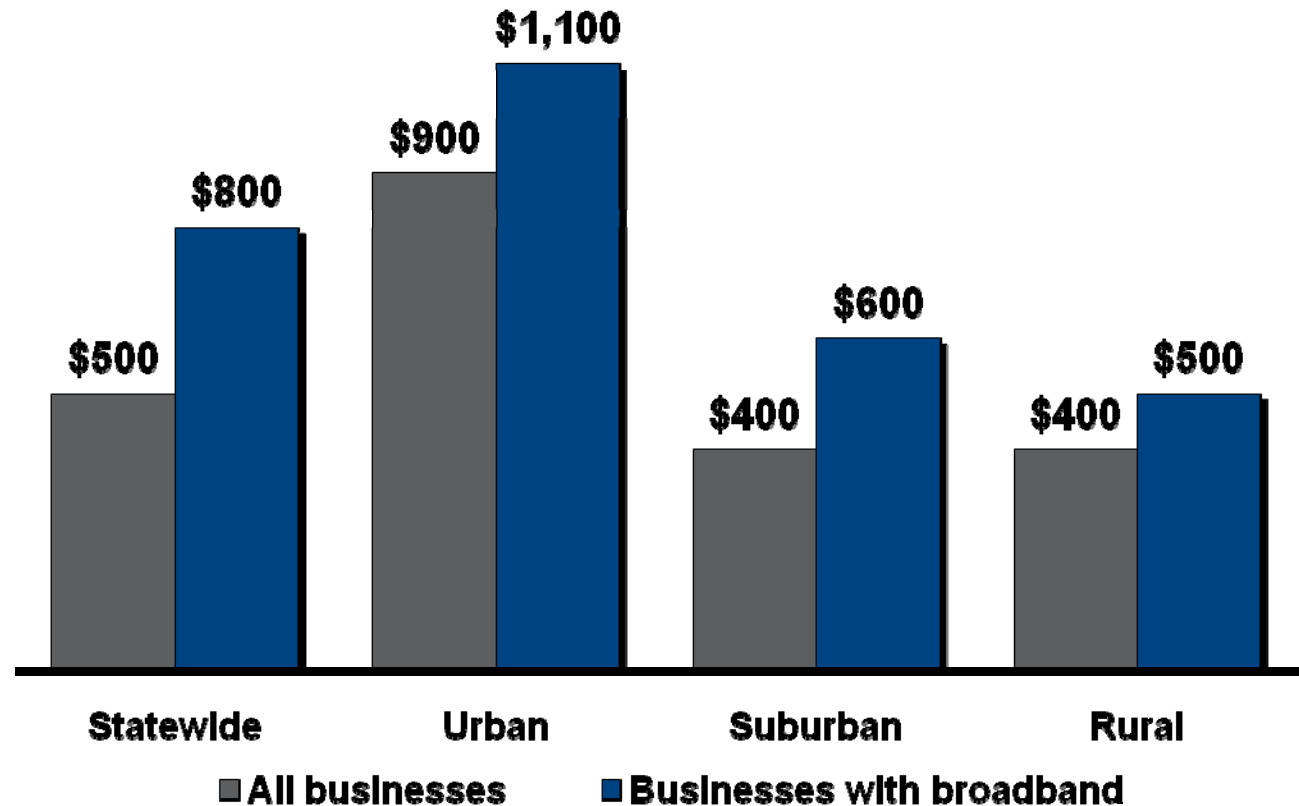
Q: What is your firm's approximate average annual revenue?
(n=803 Tennessee businesses)

Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org

Technology Adoption and Annual Revenues

(by Urban-Rural Classification)

Median Annual Revenues (\$000)



The median annual revenue among rural businesses is less than the state average.

Rural businesses that subscribe to broadband, though, have revenues that are equal to the state average.

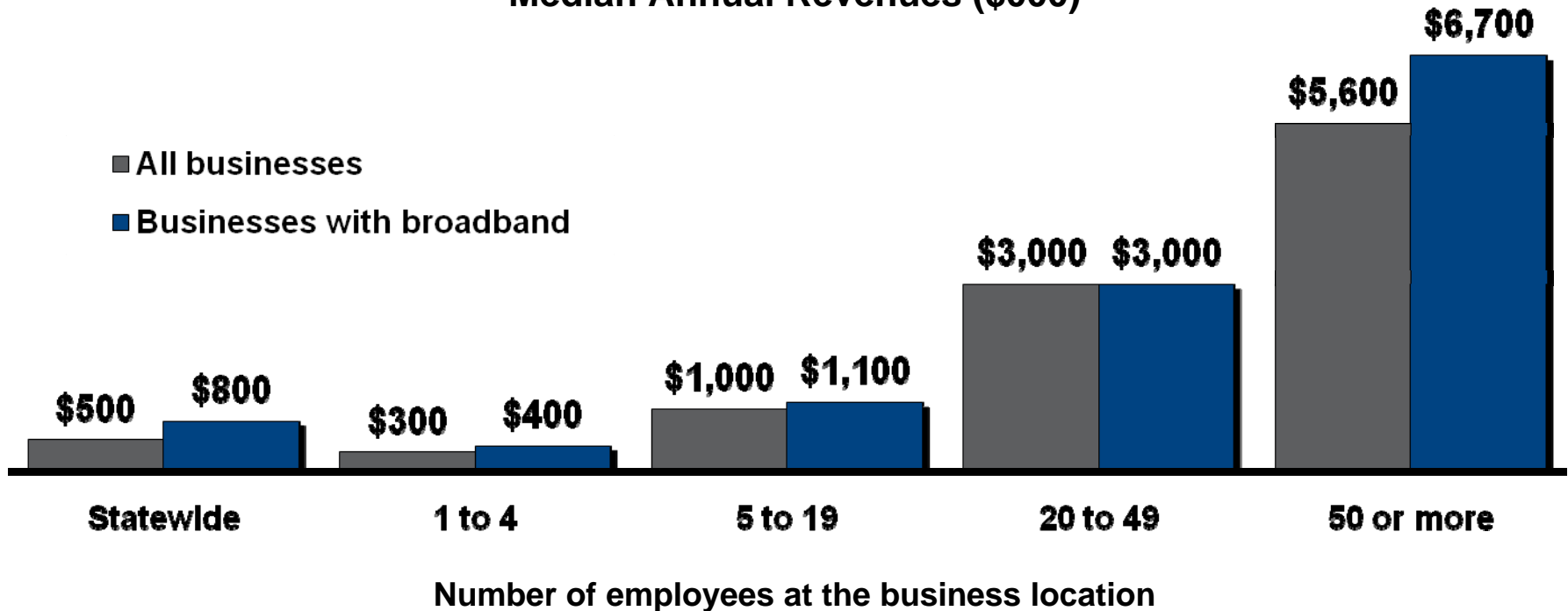
Q: What is your firm's approximate average annual revenue?
(n=803 Tennessee businesses)

Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org

Technology Adoption and Annual Revenues (by Business Size)

Broadband-connected businesses of every size have revenues that are greater than or equal to the average median revenues.

Median Annual Revenues (\$000)



Q: What is your firm's approximate average annual revenue?
(n=803 Tennessee businesses)

Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org