



## Connected Tennessee's Business Survey Details Broadband's Impact on Commerce

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***Tennessee businesses earn more than \$30 billion in online sales, yet an estimated 31,000 businesses remain unconnected***

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**Nashville, TN** – Connected Tennessee today is releasing its findings from a survey of Tennessee businesses measuring the impact broadband adoption has on commerce in the state of Tennessee. Data collected from businesses across the state show that more than three-fourths of businesses in Tennessee (76%) use broadband, leaving an estimated 31,000 businesses that aren't connected.

"Tennessee businesses earn over \$30 billion in online sales annually, making it an important driver for our state's economy," said Connected Tennessee Executive Director Corey Johns. "Broadband use drastically changes the framework of a business – from recruiting better employees, to advertising products and services, to accessing customers and markets around the world, and, ultimately, impacting sales and revenues. Increased access, adoption, and use of high-speed Internet among Tennessee's businesses will help bring more revenues back into our state and local communities and ensure increased competitiveness and improved quality of life in the years to come."

Additional survey findings include:

- More than two out of five small businesses in Tennessee (46%, or approximately 50,000 small businesses) rely on broadband to advertise their wares to customers around the globe
- Approximately 40,000 businesses in Tennessee advertise current job openings or accept job applications online
- More than one in five businesses in Tennessee (21%) now use tablet computers and an estimated 50,000 businesses use mobile Internet

- Approximately 90,000 businesses in Tennessee interact with customers or provide customer service online
- More than seven out of ten businesses in Tennessee (71%) say it is important for new employees to have some type of computer or Internet-related skills. Yet an estimated 52,000 Tennessee businesses have difficulty finding employees who have the skills to meet their needs

Connected Tennessee's Business Technology Assessment was conducted as part of the State Broadband Initiative grant program, funded by the National Telecommunications and Information Administration. The business survey results have been independently peer reviewed, and this survey will be used by state and local leaders to help drive increased adoption and use of broadband.

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**About Connected Tennessee:** As Tennessee's state broadband initiative, Connected Tennessee is a public-private partnership that joins with technology-minded businesses, government entities, universities and non-profit organizations to improve economic development and enhance quality of life by accelerating Tennessee's technology landscape. For maps, research or more information about what Connected Tennessee is doing to expand broadband access, adoption, and use, visit [www.connectedtn.org](http://www.connectedtn.org).

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