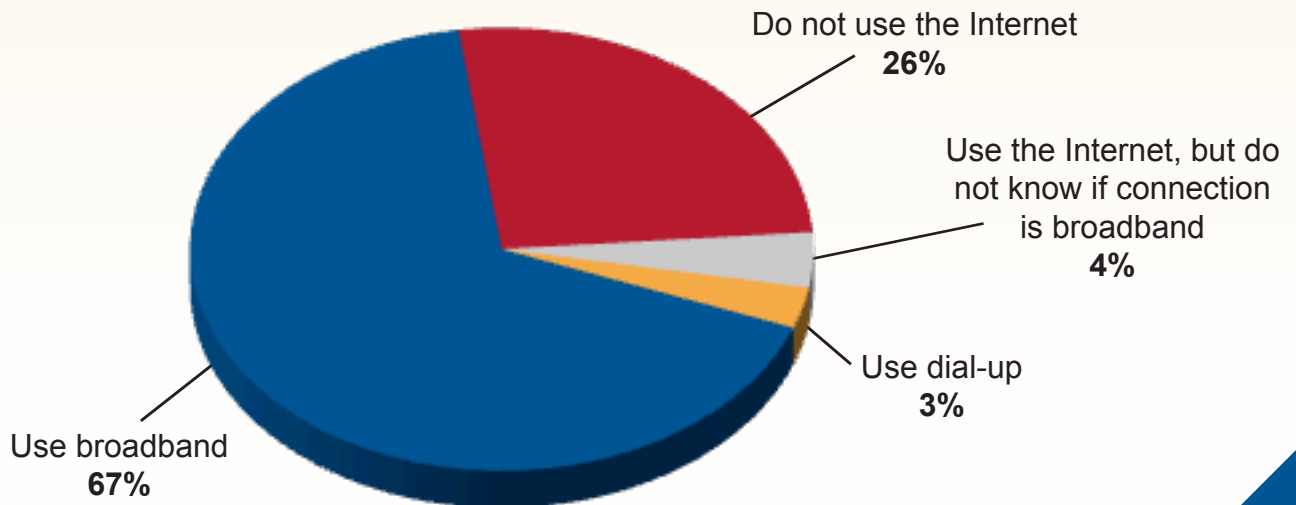


Broadband & Business

Leveraging Technology in Ohio to Stimulate Economic Growth

A new report by Connect Ohio shows businesses with a broadband connection are likely to generate more revenue and jobs. Ohio businesses with high-speed Internet connections report having median annual revenues \$200,000 more than businesses without broadband.

According to Connect Ohio's 2010 Business Technology Assessment, about two-thirds of Ohio businesses (67%, or approximately 182,000 businesses statewide) now subscribe to broadband.¹ At the same time, approximately 69,000 Ohio businesses (or 26% of all Ohio business establishments) do not use the Internet at all, and 18,000 businesses either rely on dial-up or don't know what kind of Internet connection they have.

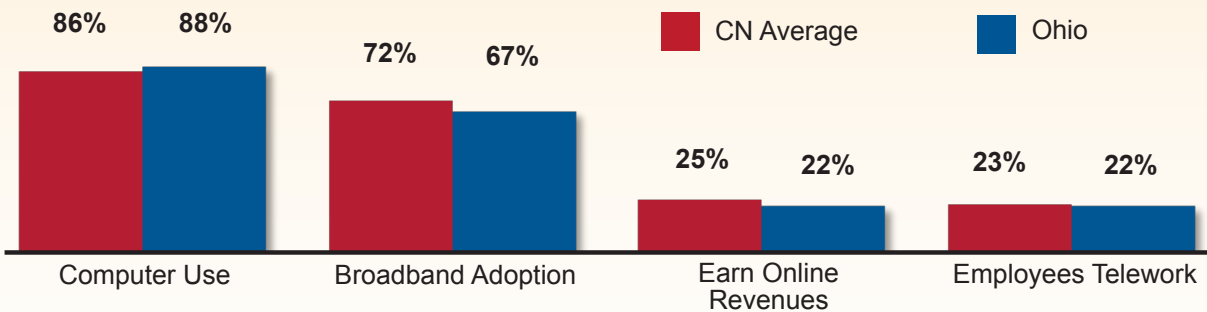


¹ Source for all Ohio data: 2010 Connect Ohio Business Technology Assessment, a random digit dial phone survey of 802 Ohio businesses, including 214 businesses that do not subscribe to broadband service. This provides a margin of error for the statewide sample of $\pm 4.7\%$. CN Average data comes from similar phone surveys conducted in 12 states/territories served by Connected Nation (n=9,650 business establishments in states/territories served by Connected Nation). For more information about Connect Ohio, please visit our website at ConnectOhio.org or e-mail us at info@connectohio.org.

Broadband & Business

Leveraging Technology in Ohio to Stimulate Economic Growth

Ohio businesses are on par with other states and territories served by Connected Nation in terms of computer use and broadband adoption; Ohio businesses use broadband at a rate similar to the Connected Nation average, and 88% of Ohio businesses (approximately 237,000 businesses) use computers. Statewide, 22% of all Ohio businesses (approximately 59,000 businesses) earn revenues from online transactions, which is below the Connected Nation average, but Ohio businesses allow employees to telework at a rate similar to other states and territories served by Connected Nation.



Four out of five Ohio businesses that do not subscribe to broadband (representing about 71,000 business establishments) report that they do not need broadband or do not know why they don't subscribe. This is higher than the average among states and territories served by Connected Nation. Ohio businesses are also more likely to report that the lack of a computer and the price of broadband are barriers to adoption. On the other hand, Ohio businesses are less likely to say that broadband is too complicated.

Business Barriers to Broadband Adoption

