



# Connected Texas Report Details Broadband's Impact on Businesses & Economy

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***Survey of business technology adoption shows broadband an economic driver vital to continuing recovery***

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**Austin, TX** – Connected Texas today released a comprehensive report detailing the key role broadband plays in business performance and the implications for a continuing economic recovery. Online sales in Texas account for approximately \$32.2 billion in annual sales revenue, yet approximately 87,000 Texas businesses still do not use or have access to broadband.

“Broadband connectivity allows communities to attract new businesses, create more jobs, and opens doors to the global economy,” said Agriculture Commissioner Todd Staples. “Expanding broadband service is key to creating opportunities and efficiencies for Texas businesses.”

“These findings are important to all policymakers and business leaders in Texas,” said Connected Texas Executive Director Don Shirley. “Expanding broadband access, adoption, and use is critical to economic growth and vital to ensure Texas keeps growing in the global digital economy.”

The report is based on a scientific survey of 811 business establishments in Texas.

Among the report's key findings:

- Broadband-connected businesses bring in approximately \$120,000 more in annual median revenues than non-broadband adopting businesses

- 186,000 (36%) Texas businesses use the Internet to advertise job openings or accept job applications
- Approximately 186,000 Texas businesses allow employees to telework, including approximately 21,000 rural businesses
- Nearly one in three Hispanic-owned Texas businesses (32%) earn a portion of their annual revenues from online sales
- About 333,000 Texas business establishments have websites, including 53,000 rural businesses

For several years, Connected Texas' parent organization, Connected Nation, has worked to quantify the impact that increased broadband availability and utilization has on the economy. The broadband and business study is an annual study to provide insights in the business side of broadband adoption. Across Texas, 83% of businesses subscribe to broadband service, a significant increase from 2010 when 73% of businesses subscribed.

Connected Texas' Business Technology Assessment was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the National Telecommunications and Information Administration (NTIA). 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 through Connected Texas' *Connected* community engagement program.

Connected Texas is hosting its first statewide Texas Broadband Summit on June 5 in Dallas. Topics like broadband adoption and technology use in the business sectors will be addressed. Policymakers, economic development leaders, providers, and community leaders such as librarians, and IT professionals are encouraged to attend. Free registration and agenda details are [available here](#).

Through broadband mapping, education, and research such as this business survey, nonprofit Connected Texas has been working on promoting broadband access, adoption, and use since 2009. Find out more at [www.connectedtx.org](http://www.connectedtx.org) or contact Connected Texas Program Coordinator LaTanya Tatum at (512) 461-4159 at [info@connectedtx.org](mailto:info@connectedtx.org).

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**About Connected Texas:** Connected Texas is a subsidiary of Connected Nation and operates as a non-profit in the state of Texas. The Texas Department of Agriculture is leading the initiative to increase broadband Internet access, adoption, and use across the state. Connected Texas was commissioned by the state to work with all Texas broadband providers to create detailed maps of broadband coverage and development of a statewide plan for the deployment and adoption of broadband. For more information visit: <http://www.connectedtx.org>.

The **Texas Broadband Summit** is June 5 in Dallas. [Register today!](#)

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