



# Connect South Carolina Report Reveals Broadband Trends Impacting Businesses and Economy

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*Survey shows a correlation between business technology  
adoption and revenue opportunities*

[Access the report](#)

**Columbia, SC** — Connect South Carolina today released a comprehensive report detailing the key role broadband plays in business performance and the implications for a continuing economic recovery. The report is based on a scientific survey of 808 business establishments in South Carolina.

Among the report's key findings:

- Broadband-connected businesses bring in approximately \$300,000 more in annual median revenues than non-broadband adopting businesses
- 34,000 South Carolina businesses use the Internet to advertise job openings or accept job applications
- Online sales in South Carolina account for approximately \$5.5 billion in annual sales revenue
- Nearly three out of four rural South Carolina businesses (73%) advertise or sell their products online

- 21,000 businesses in South Carolina are still not connected to broadband and are unable to actively participate in the digital global economy

“The study shows the economic benefits businesses gain from using broadband and illustrates that high-speed Internet is essential to economic inclusion,” said Connect South Carolina Stakeholder Relations Manager Corey Johns. “The report provides South Carolina policymakers and business leaders with an in-depth resource for understanding broadband and technology adoption and use among South Carolina’s businesses and a tool for developing effective and proactive broadband adoption solutions.”

Connect South Carolina’s 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 broadband mapping, education, and research such as this business survey, nonprofit Connect South Carolina has been working on promoting broadband access, adoption, and use since 2009. Find out more at [www.connectsc.org](http://www.connectsc.org).

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**About Connect South Carolina:** As a public-private partnership, Connect South Carolina partners with technology-minded businesses, government entities and universities to accelerate technology in the state. The work of Connect South Carolina is made possible by support from the South Carolina Governor’s Office. For more information about what Connect South Carolina is doing to accelerate technology in South Carolina’s communities, visit [www.connectsc.org](http://www.connectsc.org).

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