



CONNECT  
south  
carolina®

## New Business Survey Shows 78% of South Carolina Businesses Use Broadband; Many Report Wanting More Bandwidth

**Media Contact:**

Jennifer Cobb

[jcobb@connectednation.org](mailto:jcobb@connectednation.org)

(615) 242-9508

**For Immediate Release**

September 10, 2014

### [Explore The New Infographic](#)

**Columbia, SC** – New research released by Connect South Carolina in conjunction with today's South Carolina Broadband Advisory Council meeting shows that 78% of South Carolina businesses use broadband; 16,000 Internet-connected businesses want more bandwidth, but 37% cannot get it; and that online sales revenues are more than \$30 billion for state businesses.

“Broadband and technology use among South Carolina businesses is pervasive,” said Jim Stritzinger, Connect South Carolina executive director. “The impact of \$30.3 billion in online revenue is massive. It creates opportunities for business growth and expansion, and ensures retention and attraction of world-class employees. In addition, broadband improves so many aspects of our lives – from healthcare to education to sharing special moments with friends and family. Our providers work 24/7 to make sure we stay connected and we are grateful for their hard work.”

Among other findings of the 2014 South Carolina business survey:

- Over two-fifths of businesses (43%) in South Carolina earn at least some revenues from online sales compared to 36% of businesses that did so in 2013. One-quarter of Internet-connected South Carolina businesses (25%) now rely on cloud computing services for their operations. The most popular uses of cloud computing are: data storage, disaster recovery, and website hosting.

- 54,000 Internet-connected South Carolina businesses don't have redundant or backup service. Therefore, if anything were to happen to their Internet service they would be unable to connect.
- More than half of South Carolina businesses (51%) say they spend their own time and resources training new employees on the software that their business uses.
- Nearly one in six businesses says it is important for new employees to be able to create or edit a mobile app, while nearly one in eight says it is important for new employees to know at least one programming language.
- Online sales represent more than \$30.3 billion dollars in revenues for South Carolina businesses each year.

“As we continue our efforts throughout the state, we will promote the economic impact and vitality of broadband adoption to those businesses that do not currently use the Internet,” said Stritzinger.

These results and other findings can be reviewed on Connect South Carolina's [website](#).

Connect South Carolina's 2014 business survey was based on 603 interviews examining how businesses and their workers are using broadband to grow, thrive, and prosper across the state. This research was conducted as part of the State Broadband Initiative grant program for South Carolina, funded by the NTIA.

###

**About Connect South Carolina:** As the State Broadband Initiative, Connect South Carolina is leading the effort to increase high-speed Internet access, adoption and use to ensure South Carolina's competitiveness in the connected global economy of the twenty-first century. Connect South Carolina is a public-private partnership designated by the state to work with all broadband providers to create South Carolina's first interactive map of broadband coverage. This work serves as a foundation for addressing remaining service gaps while also engaging state, regional and local leaders in workforce development activities designed to bridge South Carolina's digital divide. For maps, research or to get involved with efforts in your community please visit: [www.ConnectSC.org](http://www.ConnectSC.org).

Follow us on [Facebook](#) and [Twitter](#).