



Connect South Carolina Releases Report on Technology Use Among Women-Owned Businesses

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Technology adoption among women-owned businesses impacts business operations, employees, customer interaction

[Read the Report](#)

COLUMBIA, SC – Today, Connect South Carolina released a new women-owned business report that looks at the use of technology and its impact in business operations. According to the report titled, [Making an Impact: Technology Use Among Women-Owned Businesses in South Carolina](#), 82% of women-owned businesses in South Carolina use computers and 70% subscribe to broadband service, but are still less likely than other privately-held businesses to use computers and broadband.

“The adoption of both broadband and technology in women-owned businesses and businesses in general is vital for our economy and expands opportunity across our state and within our communities,” said Connect South Carolina State Program Manager Heather Jones. “With South Carolina ranking 11th nationally in terms of growth of women-owned businesses, it speaks volumes to the vision, hard work, dedication, and perseverance of our local female entrepreneurs.”

Additional key findings from this report include:

- Among women-owned businesses that do not use broadband, the top barrier to broadband adoption is the belief that they can accomplish everything they need without broadband.
- Women-owned businesses are **more likely** than other privately owned businesses to consider it “important” or “very important” for potential employees to know how to utilize social networking sites.
- Many women-owned businesses that use broadband provide resulting flexibility for their employees. **One-third** of broadband-connected businesses owned by women allow their employees to telework, **49%** enable their employees to use mobile Internet service for their work functions, and **36%** either provide the necessary equipment (such as computers, laptops, tablets, or smartphones) or support a virtual private network that allows their employees to work while outside of the business establishment.
- On average, women-owned businesses that sell goods or services online earn **\$244,000** annually in online sales.

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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.

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