

# The Internet's Impact on Success and Competitiveness

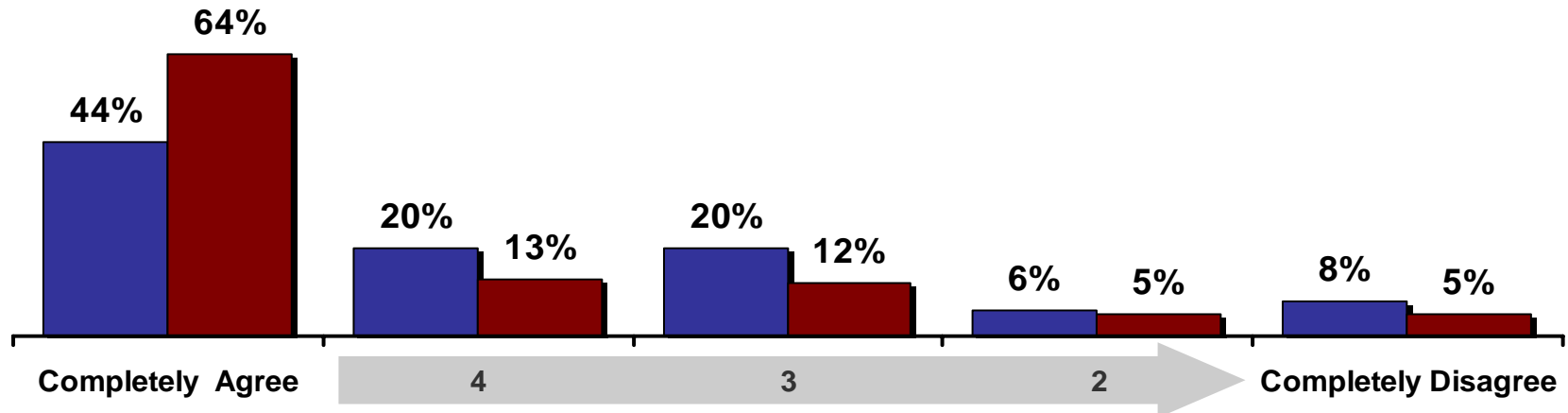
# The Internet's Impact on Success

- Forty-four percent of Tennessee businesses “Completely Agree” that the Internet has already improved the success of their business.
- That number increases by 20% when businesses consider how important the Internet will be to their success three years from now.

On a scale from 1 to 5, with 5 being “Completely Agree” and 1 being “Completely Disagree”:

■ The Internet has improved the success of my business

■ The Internet will be important to the success of my business three years from now



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:

(n = 542 TN businesses that use the Internet)

© Do Not Copy Without Written Permission

Source: 2007 Connected Tennessee survey of businesses.

[www.connectedtennessee.org](http://www.connectedtennessee.org)

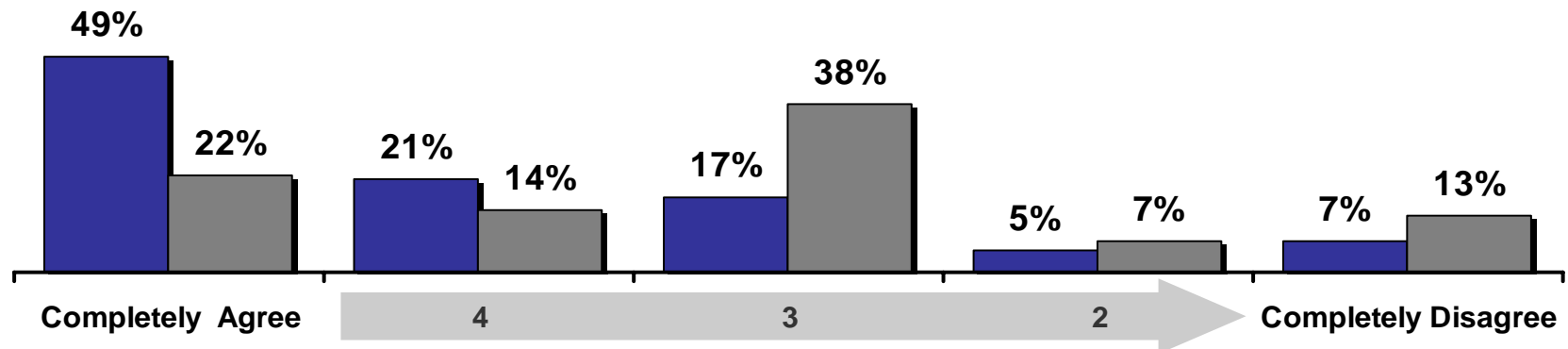
## The Internet's Impact on Success (Dial-Up Users Compared to Broadband Adopters)

- Forty-nine percent of all broadband-connected businesses “Completely Agree” that the Internet has helped them succeed, compared to just 26% of dial-up users who feel the same way.
- The fact that a significantly higher percentage of dial-up users “Completely Disagree” with this statement indicates that dial-up users are not experiencing the same rewards as broadband users.

On a scale from 1 to 5, with 5 being “Completely Agree” and 1 being “Completely Disagree”:  
“The Internet has improved the success of my business”

■ Broadband Users

■ Dial-Up Users



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 542 TN businesses that use the Internet)

© Do Not Copy Without Written Permission

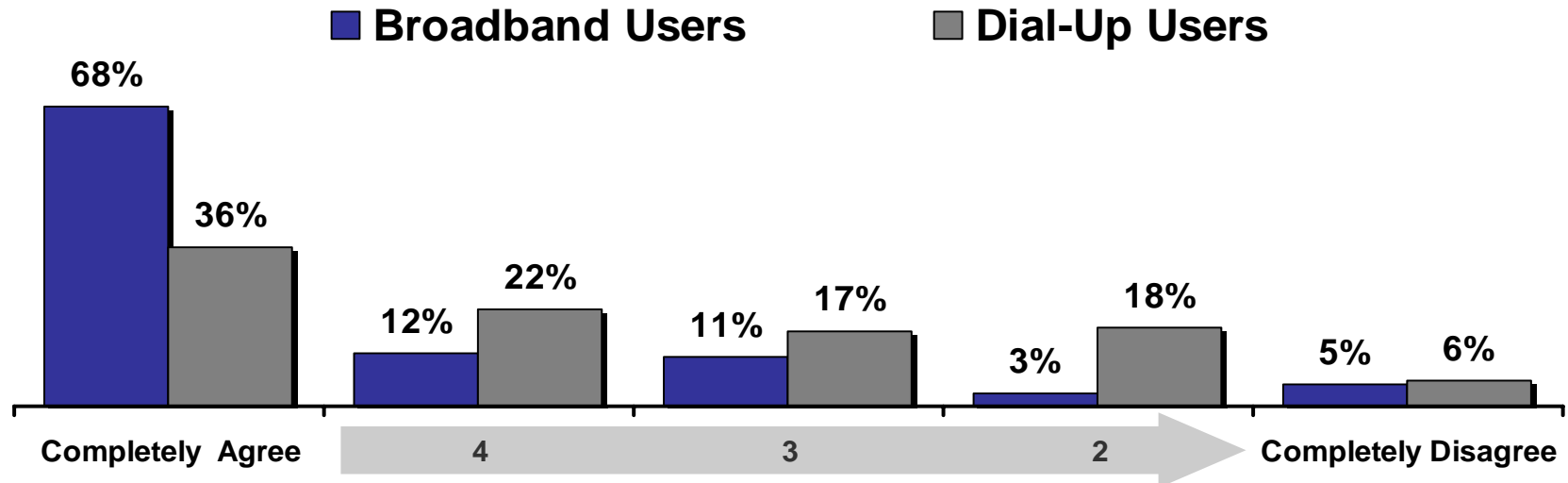
Source: 2007 Connected Tennessee survey of businesses.

[www.connectedtennessee.org](http://www.connectedtennessee.org)

# The Internet's Impact on Success (Dial-Up Users Compared to Broadband Adopters)

**Broadband adopters are also considerably more optimistic about the Internet's role in their future success.**

On a scale from 1 to 5, with 5 being "Completely Agree" and 1 being "Completely Disagree":  
How much do you agree with the following statement:  
"The Internet will be important to the success of my business three years from now"



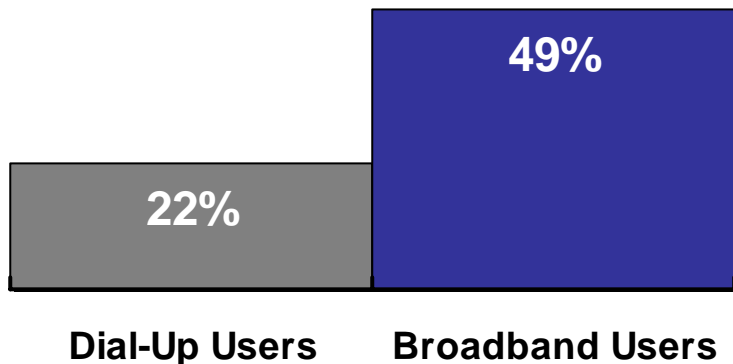
Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 542 TN businesses that use the Internet)  
© Do Not Copy Without Written Permission

Source: 2007 Connected Tennessee survey of businesses.  
www.connectedtennessee.org

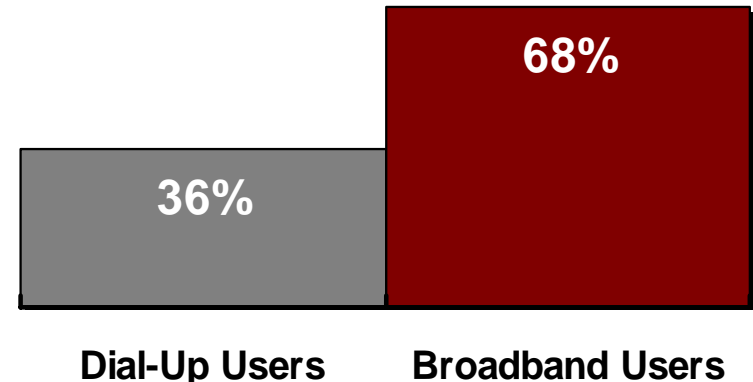
# Perceptions of the Internet's Impact on Success

Percent of businesses that use the Internet and “Completely Agree” with the statement:

“The Internet has improved the success of my business.”



“The Internet will be important to the success of my business three years from now.”



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 541 TN businesses that use the Internet)

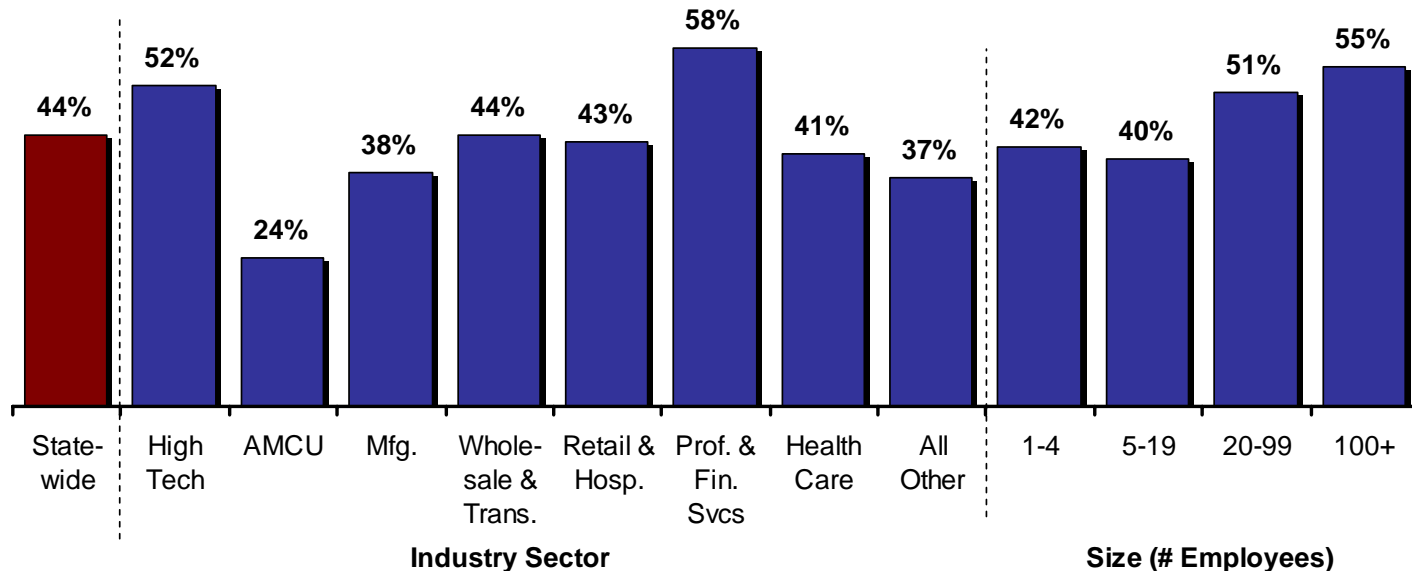
© Do Not Copy Without Written Permission

# The Internet's Impact on Success

- The High Tech and Professional/Finance sectors are most likely to appreciate the value of the Internet for business success.
- Larger companies are more likely than small businesses to agree that the Internet has improved business success.

Percent of businesses that use the Internet and "Completely Agree" with the statement:

"The Internet has improved the success of my business."

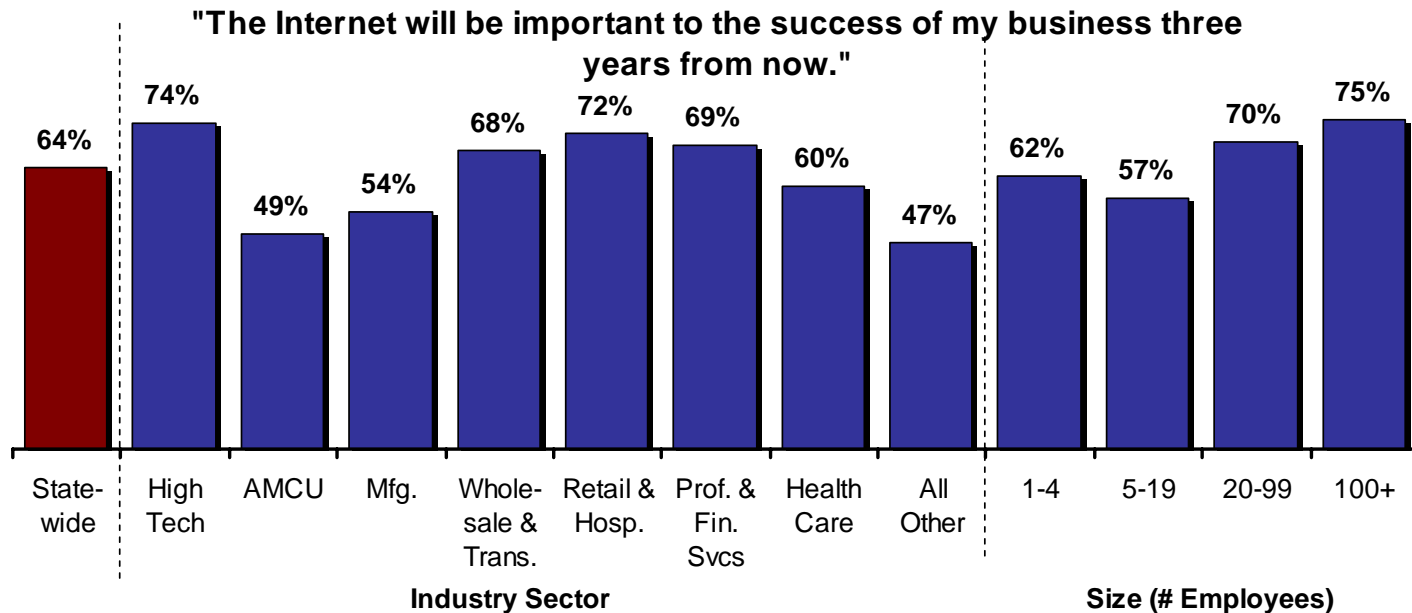


Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 542 TN businesses that use the Internet)

# The Internet's Impact on Success

- All industry sectors and sizes agree that the Internet will have more of an impact on their business success three years from now. The Retail/Recreation/Food/Lodging sector saw the greatest improvement in perception, jumping from 43% to 72%.
- Larger companies still are more likely than smaller companies to agree that the Internet will improve business success three years from now.

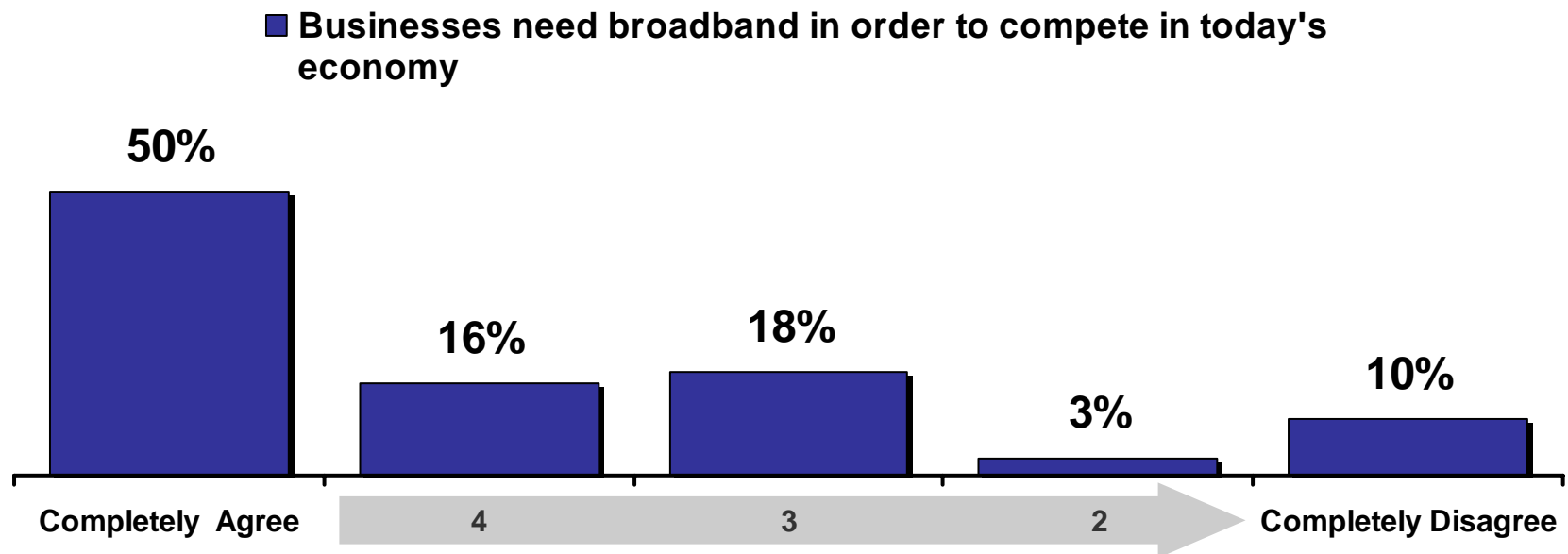
Percent of businesses that use the Internet and "Completely Agree" with the statement:



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 542 TN businesses that use the Internet)

# Broadband's Impact on Competitiveness

On a scale from 1 to 5, with 5 being “Completely Agree” and 1 being “Completely Disagree”:



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:

(n = 542 TN businesses that use the Internet)

© Do Not Copy Without Written Permission

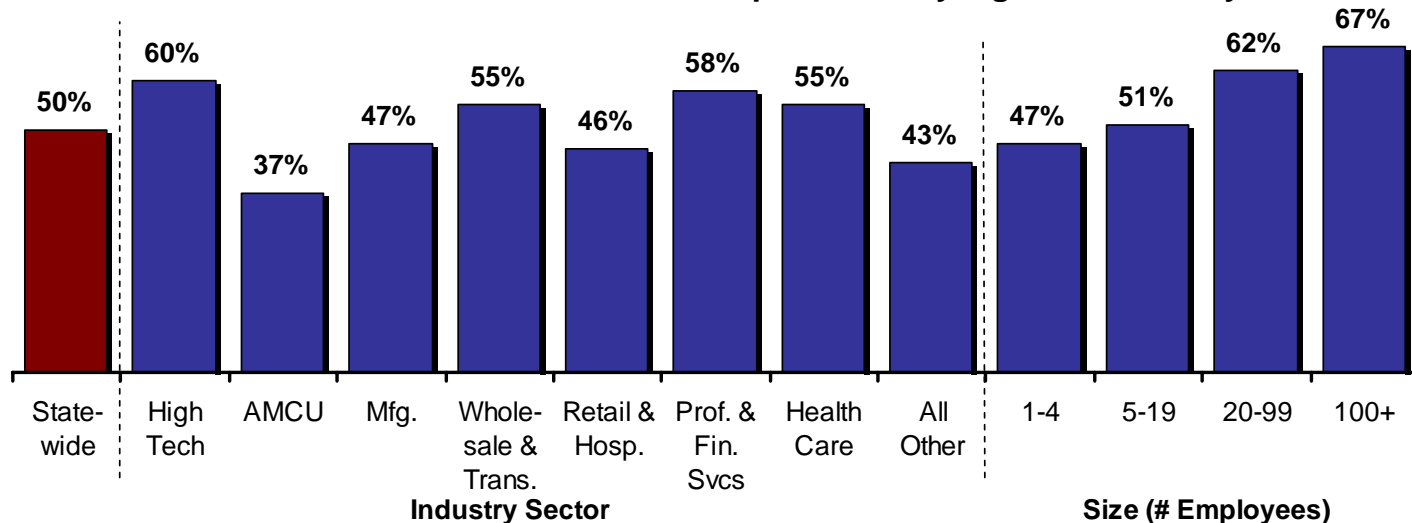
Source: 2007 Connected Tennessee survey of businesses.

[www.connectedtennessee.org](http://www.connectedtennessee.org)

# Broadband's Impact on Competitiveness

- Half of all Tennessee businesses agree that broadband is necessary to compete in today's global economy. This belief is most prevalent among businesses in the High Tech and Professional/finance sectors, and least likely to be held by businesses in the Ag/Mining/Construction/Utility sector.
- Across all size categories, larger businesses are more likely to agree with this statement than are smaller businesses.

Percent of businesses that use the Internet and "Completely Agree" with the statement:  
"Businesses need broadband to compete in today's global economy."



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 542 TN businesses that use the Internet)  
© Do Not Copy Without Written Permission

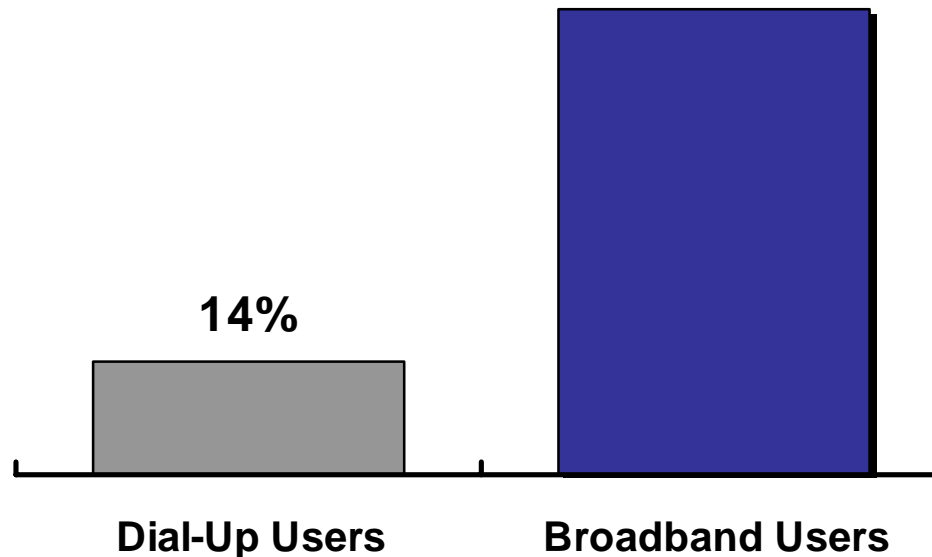
Source: 2007 Connected Tennessee survey of businesses.  
www.connectedtennessee.org



# Perceptions of Broadband's Impact on Competitiveness

Percent of businesses that use the Internet and “Completely Agree” with the statement:

“Businesses need broadband to compete in today’s global economy.”  
57%



Q: On a scale of 1 to 5, with 5 being completely agree and 1 being completely disagree, how much do you agree with the following statement:  
(n = 541 TN businesses that use the Internet)