



Connect Nevada 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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Carson City, NV – Connect Nevada 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 Nevada account for approximately \$2.7 billion in annual sales revenue, including approximately \$1.3 billion for businesses owned by women or minorities

The report is based on a scientific survey of 804 business establishments in Nevada.

“Broadband is proving to be the key to the future of Nevada’s economy,” said Connect Nevada Project Manager Lindsey Niedzielski. “The findings of our latest research are important for policymakers and business leaders in Nevada to make informed decisions about how and why to continue expansion of broadband access, adoption, and use across the state.”

Among the report’s key findings:

- Broadband-connected businesses bring in approximately \$300,000 more in annual median revenues than non-broadband adopting businesses
- 21,000 Nevada businesses use the Internet to advertise job openings or accept job applications
- 14,000 businesses in Nevada are still not connected to broadband and are unable to actively participate in the digital global economy

- Approximately 20,000 Nevada businesses allow employees to telework
- About 38,000 Nevada business establishments have websites, including 18,000 small businesses with fewer than five employees

“The Nevada Broadband Task Force is excited about these new findings,” said Nevada State Librarian and Nevada Broadband Task Force Chairperson Daphne DeLeon. “The research makes it clear that high-speed Internet is making for a growing, vibrant, and competitive economy that will promise a brighter future for all Nevadans.”

For several years, Connect Nevada’s 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 Nevada, 77% of businesses subscribe to broadband service, a slight increase from 2010 when 75% of businesses subscribed.

Connect Nevada’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 Connect Nevada’s Connected community engagement program.

Through broadband mapping, education, and research such as this business survey, nonprofit Connect Nevada has been working on promoting broadband access, adoption, and use since 2009. Find out more at www.connectnv.org or contact Connect Nevada Program Manager Lindsey Niedzielski at lniedzielski@connectnv.org or (775) 343-9600.

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About Connect Nevada: The Governor’s Office and the Nevada Broadband Task Force are leading the initiative to increase broadband Internet access, adoption, and use across the state. Connect Nevada is a nonprofit organization that was commissioned by the state to work with all Nevada broadband providers, create detailed maps of current broadband coverage, and coordinate efforts with other Federal grant award recipients in the state. Connect Nevada is now supporting the development of a statewide plan for the deployment and adoption of broadband. The goal is to spread high-speed Internet across the state and make sure all Nevada residents have access to its life-changing benefits. For more information visit: www.connectnv.org.

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