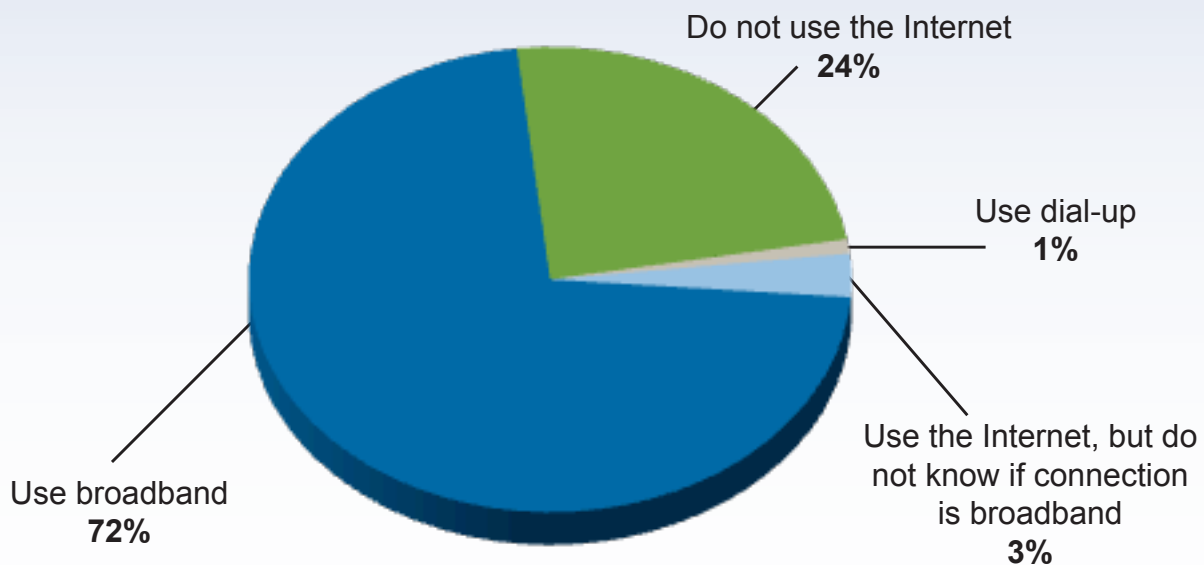


Broadband & Business

Leveraging Technology in Kansas to Stimulate Economic Growth

A new report by Connect Kansas shows businesses with a broadband connection are likely to generate more revenue and jobs. Kansas businesses with high-speed Internet connections report having median annual revenues \$100,000 more than businesses without broadband.

According to Connect Kansas' 2010 Business Technology Assessment, nearly three-fourths of Kansas businesses (72%, or approximately 55,000 Kansas businesses) now subscribe to broadband. At the same time, approximately 18,000 Kansas businesses (or 24% of all Kansas business establishments) do not use the Internet at all, and 4,000 businesses either rely on dial-up or don't know what kind of Internet connection they have.



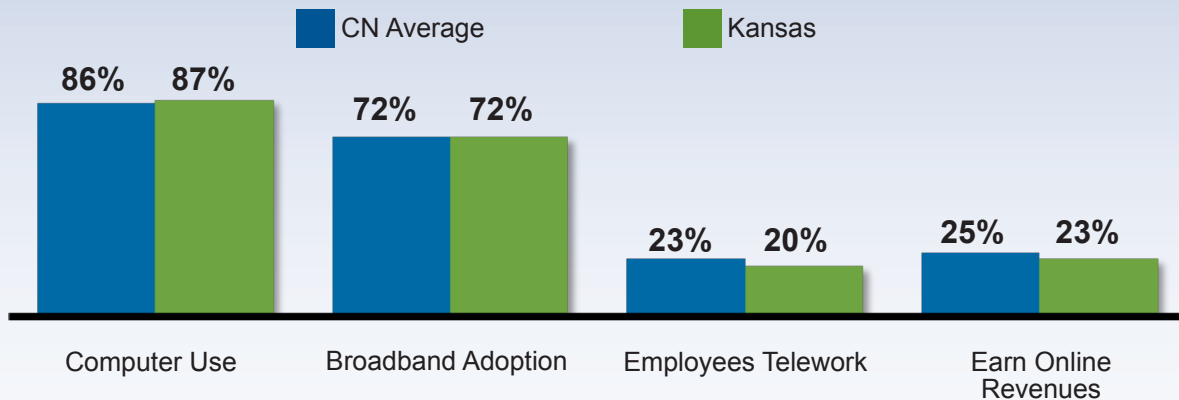
¹ Source for all Kansas data: 2010 Connect Kansas Business Technology Assessment, a random digit dial phone survey of 805 Kansas businesses, including 170 businesses that do not subscribe to broadband service. This provides a margin of error for the statewide sample of $\pm 4.9\%$. CN Average data comes from similar phone surveys conducted in 12 states/territories served by Connected Nation (n=9,650 business establishments in states/territories served by Connected Nation). For more information about Connect Kansas, please visit our website at www.connectkansas.org or e-mail us at info@connectkansas.org.



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Kansas businesses are on par with other states and territories served by Connected Nation in terms of computer use and broadband adoption. Only one-fifth of the Kansas businesses (20%, or approximately 15,000 businesses) allow their employees to telework, which is significantly lower than in other Connected Nation states/territories, while 23% (or nearly 18,000) Kansas businesses earn revenue through online sales.



Among Kansas businesses that do not subscribe to broadband, more than seven out of ten (71%, or approximately 15,000 Kansas businesses) say they do not need broadband or they do not know why they do not subscribe. Kansas businesses are more likely to cite cost factors as barriers to broadband adoption, including the lack of a computer and the monthly cost of broadband service. Kansas businesses are also more likely than other states and territories served by Connected Nation to say they do not subscribe because broadband is too complicated or they fear it poses a security risk.

Business Barriers to Broadband Adoption

