



Connect Iowa Releases Report on Link Between Broadband & Success of Small Businesses

Media Contact: Jessica Ditto
jditto@connectednation.org
(202) 251-4749

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Iowa Small Businesses With Broadband Make \$200,000 More Annual Revenue

Des Moines, IA – Today, Connect Iowa is releasing a new report focusing on the importance of broadband in the success of small businesses across the state. The report, [***Small Businesses: Using Broadband to Spur Iowa's Economy***](#), reveals the advantages Internet-connected businesses have over those not connected. Yet, more than 90% of the businesses operating without broadband in Iowa are small businesses.

“This report makes two things very clear,” said Connect Iowa Program Manager Amy Kuhlert. “Iowa small businesses have more growth opportunity and make more revenue when they use broadband. Unfortunately, many small businesses in the state are continuing to miss out on those benefits of broadband because they likely don’t fully grasp how the service can help support their success and increase their bottom line.”

Highlights of the report include:

- 72% or nearly three-fourths of small businesses (less than 20 employees) in Iowa subscribe to broadband for business operations.
- Internet-connected small businesses in Iowa average \$200,000 more in annual revenue than businesses without broadband.
- More than 90% of businesses operating without broadband in Iowa are small businesses.
- Approximately 18,000 small businesses in Iowa allow employees to telework.
- Healthcare sector businesses use Internet and computers more often than other types of Iowa businesses.

- Two out of five (41%) of small businesses without broadband say they don't need it or are getting by without the service.

Connect Iowa is working with stakeholders in communities across the state to increase broadband adoption in businesses and homes. Anyone with an interest in bringing better broadband to local homes and businesses is encouraged to join in the Connect Iowa community planning effort. For more information on how to get involved, please contact Amy Kuhlers at akuhlers@connectednation.org or (515) 421-2561.

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About Connect Iowa: Connect Iowa is a subsidiary of Connected Nation, Inc. and operates as a nonprofit in the state of Iowa to promote broadband access, adoption, and use. The Iowa Economic Development Authority (IEDA) is leading the initiative to increase broadband Internet access throughout rural Iowa. Connect Iowa was commissioned by the state to work with all broadband providers in Iowa to create detailed maps of broadband coverage and develop a statewide plan for the deployment and adoption of broadband. For more information visit: www.connectiowa.org.

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