Estimate of economic impacts from business adoption of eSolutions for selected geographies and industry profiles.

- These estimates are intended to provide guidance on the scale of economic impacts possible from meaningful use of broadband.

- SNG's evidence-based approach enables evaluation based on the best research available applied to selected geographic profiles.



4,682

Measure Impact **Businesses Adopting** 149 New Revenues / Business \$55,000 Annual GDP \$ 10.0 M \$ 0.36 M Annual Tax Revenues

140

Select a State	Alabama	Select a County Multiple	
Scenario Parameters	Inputs and outputs	Scenario Parameter Selections	
Target Profile <sup>(12)</sup>	60% Rural	Adopting Select up to 10 Industries (3,4) All Busi	
State	Alabama	10 Accommodation & Food Services	384
County	Multiple	Administrative & Support Services	138
Total Households <sup>(9)</sup>	96,553	Agriculture / Forestry / Fishing	51
Total Businesses (all industries/sizes) (3, 4)	4,641	Arts, Entertainment & Recreation	52
Selected Industries (Max. of 10)	Accommodation & Food Services	16 Construction	336
Science industries (Max. of 10)	Construction		28
	Finance & Insurance		399
	Health Care & Social Assistance		542
	Manufacturing / Processing		52
	Other services (exc. public admin)		317
	Professional & Technical Services		542
	Real Estate		335
	Retail Trade		158
	Wholesale Trade		939
Selected Employment Range	Less than 20	Transportation & Warehousing	137
Total Businesses (selected industries/sizes)	3,603	10 Wholesale Trade	231
% of Selected Industries	86.1%	149 4	1,641
% of ALL businesses	77.6%	Adopting Select Employment Ranges All Indu	ustrie
Total Employment of Selected Industries (2)	40,032		2,349
Selected Industries % of Total Employment	89.5%		L,042
Adoption Scenario	051570		606
	Colling goods or convisos		416
Selected eSolutions (Max. of 5)	Selling goods or services		
	Web site for organization		129
	Advertising and promotion	100 - 249	72
	Deliver services and content		4,614
	Customer service and support	Select Number of eSolutions	5
Number of Selected eSolutions	5	AND % Increase in adoption (10)	5%
% Increase in adoption	5.0%		
Estimates of Direct Impacts from Adoption <sup>(5)</sup>		OR Select up to 5 eSolutions and % increase in adoption	
Total number of businesses adopting eSolutions	149	Adoptions eSolutions % Incre	
% of Total businesses in selected industries	4.1%	87 Selling goods or services	case
Total number of new eSolutions adoptions	374	Purchasing goods or services	
Average new eSolutions per business adopting	2.5	40 Web site for organization	
Total incremental Revenue from new eSolutions	\$8,200,000	67 Advertising and promotion	
Total incremental Cost Savings from new eSolutions	\$536,000	117 Deliver services and content	
Total incremental Direct Impact	\$8,736,000	63 Customer service and support	
Direct Impact Metrics		Banking and financial	
Total annual revenues for adopting businesses	\$85,100,000	Research by staff	
Total annual opertaing expenses for adopting businesses	\$49,200,000	Electronic document transfer	
Operating expenses as percentage of revenues	57.8%	Supplier communication and coordination	
Aggregate perecent increase in revenues	9.6%	Access government information	
Aggregate percent cost savings	1.1%	Government transactions	
Average incremental revenue per business adopting	\$55,000	Staff training and skills development	
Average cost saving per business adopting	\$3,600	Teleworking	
	<i><b>4</b>0,000</i>	Accessing collaborative tools	
Economic Impact Assessment <sup>(8)</sup>			
Total Direct Output - Selected industries	\$8,730,000	Social networking	
		Multimedia content or service creation	
	\$3,690,000		
	\$3,690,000 \$4,690,000	374	
Total Induced Output - All Industries		374 Selected Counties (Multiple Selection) All Bus	ines
Total Induced Output - All Industries Total Incremental Output	\$4,690,000	Selected Counties (Multiple Selection) All Bus	sines: 1,225
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs	\$4,690,000 <b>\$17,110,000</b>	Selected Counties (Multiple Selection) All Bus 1 Colbert 1	
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs	\$4,690,000 <b>\$17,110,000</b> 80 24	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin	L,225 510
Total Indirect Output - All Industries Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs Total Induced Jobs Total Induced Jobs Total Incremental Iob Creation <sup>(9)</sup>	\$4,690,000 \$17,110,000 80 24 37	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1	L,225 510 L,964
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indurect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup>	\$4,690,000 \$17,110,000 80 24 37 140	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Inferet Jobs Total Indurect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup>	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston	L,225 510 L,964
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings Total Incremental Household Earnings Total Incremental State and Local Taxes	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings Total Incremental Household Earnings Total Incremental State and Local Taxes	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Inferet Jobs Total Indurect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup>	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7	L,225 510 L,964 545
Total Induced Output - All Industries Total Indreemental Output Total Indreet Jobs Total Indreet Jobs Total Indreed Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings Total Incremental Household Earnings Total Incremental Federal Taxes	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7 8	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Incremental Output Total Indirect Jobs Total Induced Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Faderal Taxes Total Incremental Federal Taxes Economic Impact Metrics	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000 \$498,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7 8 9	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs Total Indred Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings Total Incremental State and Local Taxes Total Incremental State and Local Taxes Total Incremental Edderal Taxes Economic Impact Metrics Average total Incremental output per adopting business Average direct jobs per adopting business	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000 \$498,000 \$115,000	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7 8 9 10	L,225 510 L,964 545
Total Induced Output - All Industries           Total Incremental Output           Total Indirect Jobs           Total Indirect Jobs           Total Induced Jobs           Total Induced Jobs           Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings           Total Incremental Federal Taxes           Total Incremental Federal Taxes           Average total incremental output per adopting business           Average indirect tops per adopting business           Average indirect and induced jobs per adopting business	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000 \$498,000 \$498,000 0.5 0.4	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 4 Marion 5 Winston 6 7 8 9 10 11 12	L,225 510 L,964 545
Total Induced Output - All Industries Total Incremental Output Total Direct Jobs Total Indirect Jobs Total Indirect Jobs Total Incremental Job Creation <sup>(6)</sup> Total Incremental GDP <sup>(7)</sup> Total Incremental Household Earnings Total Incremental State and Local Taxes Total Incremental State and Local Taxes Total Incremental Geral Taxes Economic Impact Metrics Average total Incremental output per adopting business Average direct jobs per adopting business	\$4,690,000 \$17,110,000 80 24 37 140 \$10,000,000 \$5,100,000 \$364,000 \$498,000 \$115,000 0.5	Selected Counties (Multiple Selection) All Bus 1 Colbert 1 2 Franklin 3 Lauderdale 1 4 Marion 5 Winston 6 7 8 9 10 11	L,225 510 L,964 545

### Notes

1 Industry profiles are based on USCB County Business Patterns (2013)

2 Employment is total for all business sizes. USCB CBP data does not provide a breakdown by employment size range.

3 Analysis does not include Public Administration sector (not included in USCB CBP data)

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7 GDP and Tax impacts are based on I-O modelling

8 I-O model uses nominal statewide BEA factors as a proxy for estimation

9 Household counts are from USCB 2010 census data

10 Percent increase applied to percentage of businesses not currently using the esolution, by industry and size.

11 Financial impacts are annualized based on fully realized benefits from new adoptions.

12 Rural percentages based on USCB 2010 data for percent urban population by county.

For more information about the Broadband Economic Impact
Calculator, visit: http://www.sngroup.com/impact

## Selecting Industries

Rank

5

11

15

13

6

16

4

2

13

8

2

7

10

1

12

9

% of Bus.

50.5%

22.5%

13.2%

9.0%

2.8%

1.5%

Not Using

44.3%

17.4% 12.3%

30.2%

55.5%

28.8%

24.7%

9.9% 10.3%

16.1%

15.5%

30.3% 26.7%

44 4%

30.0%

29.7% 50.8% Total New Jobs

**Dashboard Metrics** 

Select up to 10 industries with sufficient businesses to provide a base for increasing adoption of new online business practices (esolutions). A base of 1,500 Total Businesses (selected industries/sizes) is recommended for a relaible estimate of impacts.

Multiple county selections may be required to provide a base of business population sufficient for estimating the financial, economic, and employment impacts. Business populations are provided for guidance.

The estimated number of businesses adopting new esolutions are shown for each industry selected.

Select target business sizes using employment size ranges from 1 up to 249 employees. Counts are

Selection of businesses with 250 employees or

more is not provided due to insufficient data for

provided for all industries listed above.

## Selecting eSolutions

anaylsis of this segment.

Leave blank to manually select eSolutions below)

eSolutions are typical business practices that can be enabled or enhanced through online methods.

#### **Option 1 - Auto Selection**

Select the number of eSolutions to include and the percent increase in adoption. The most impactful eSolutions will be automatically selected.

Option 2 - Manual Selection

Select up to 5 eSolutions and the target percent increase in adoption for each.

With either option the target increase in adoption is applied to each selected industry. Estimated new adoptions are shown for each selected esolution.

Nominal Tax Rates Used *	
State & Local	
Individual Income Tax	3.4%
Corporate Income Tax	0.4%
Sales & Other Indirect Taxes	1.5%
Federal	
Individual Income Tax	6.2%
Corporate Income Tax	0.8%
Other Taxes	0.4%
* Applied to gross output or gross	income

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Estimate of economic impacts from business adoption of eSolutions for selected geographies and industry profiles.

- These estimates are intended to provide guidance on the scale of economic impacts possible from meaningful use of broadband.

- SNG's evidence-based approach enables evaluation based on the best research available applied to selected geographic profiles.



Measure Impact **Businesses Adopting** 4.405 New Revenues / Business \$53,700 Annual GDP \$ 298.0 M \$ 11.20 M Annual Tax Revenues otal New Jobs 4.271

		ounty		
Inputs and outputs			o Parameter Selections	
14% Rural			Select up to 10 Industries <sup>(3,4)</sup>	All Businesses <sup>(4)</sup>
Colorado			Accommodation & Food Services	12,966
	2			8,534
1,972,868				314
151,942			Arts, Entertainment & Recreation	2,520
Accommodation & Food Services	6	83	Construction	15,885
Administrative & Support Services			Educational Services	2,433
Construction	2	71	Finance & Insurance	9,914
Finance & Insurance	5	61	Health Care & Social Services	15,081
Health Care & Social Assistance				3,031
Other services (exc. public admin)				4,866
				13,243
Real Estate				24,316
				9,545
	5			18,593
				3,457
			Wholesale Trade	7,244
88.7%				151,942
79.0%	Ado			All Industries <sup>(4)</sup>
1,554,355	3,:			90,603
81.5%	7			25,830
	4			17,291
Selling goods or services				11,681
Web site for organization			50 - 99	3,745
Advertising and promotion			100 - 249	2,045
Deliver services and content	4,	405		151,195
Customer service and support				5
5	AND	2	% Increase in adoption <sup>(10)</sup>	5%
5.0%				
4	OR		Select up to 5 eSolutions and % increase in a	doption
4,405	Adop	otions	eSolutions	% Increase (10)
3.7%	2,9	925	Selling goods or services	
12,311			Purchasing goods or services	
2.8	1,2	289	Web site for organization	
\$237,000,000	2,3	300	Advertising and promotion	
\$14,700,000	3,	753	Deliver services and content	
\$251,700,000	2,0	044	Customer service and support	
			Banking and financial	
\$1,830,000,000			Research by staff	
\$1,050,000,000			Electronic document transfer	
57.4%			Supplier communication and coordination	
13.0%			Access government information	
			Government transactions	
1.4%				
			Staff training and skills development	
1.4%				
1.4% \$ <b>53,700</b>			Staff training and skills development	
1.4% <b>\$53,700</b> \$3,340			Staff training and skills development Teleworking Accessing collaborative tools	
1.4% \$ <b>53,700</b> \$3,340 \$251,000,000			Staff training and skills development         Teleworking         Accessing collaborative tools         Social networking	
1.4% \$ <b>53,700</b> \$3,340 \$251,000,000 \$105,000,000	12		Staff training and skills development Teleworking Accessing collaborative tools	
1.4% \$3,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000	12,		Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Rusinesses
1.4% \$53,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000	12,	,311	Staff training and skills development         Teleworking         Accessing collaborative tools         Social networking	All Businesses (
1.4% \$3,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486	12,	<b>,311</b> 1	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses <sup>(</sup>
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698	12,	<b>,311</b> 1 2	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses (
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698 1,108	12,	<b>,311</b> 1 2 3	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses <sup>(</sup>
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698 1,108 4,271	12,	<b>,311</b> 1 2 3 4	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses (
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 2,486 698 1,108 4,271 \$298,000,000	12,	, <b>311</b> 1 2 3 4 5	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses (
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698 1,1,08 4,271 \$288,000,000 \$153,000,000	12,	, <b>311</b> 1 2 3 4 5 6	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$447,000,000 2,486 698 1,108 4,271 \$298,000,000 \$11,200,000 \$11,200,000	12,	, <b>311</b> 1 2 3 4 5 6 7	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698 1,1,08 4,271 \$288,000,000 \$153,000,000	12,	<b>,311</b> 1 2 3 4 5 6 7 8	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses
1.4% \$53,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$141,000,000 2,486 698 1,108 4,271 \$298,000,000 \$153,000,000 \$153,000,000	12,	<b>,311</b> 1 2 3 4 5 6 7 8 9	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 \$497,000,000 \$497,000,000 \$1,108 4,271 \$298,000,000 \$153,000,000 \$15,300,000 \$15,300,000	12,	<b>,311</b> 1 2 3 4 5 6 7 8 9 10	Staff training and skills development Teleworking Accessing collaborative tools Social networking Multimedia content or service creation	All Businesses
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$447,000,000 2,486 698 1,108 4,271 \$298,000,000 \$113,000 \$113,000 0,5 \$113,000 0,6	12,	<b>,311</b> 1 2 3 4 5 6 7 8 9 10 11	□Staff training and skills development         □Teleworking         □Accessing collaborative tools         □Social networking         □Multimedia content or service creation    Selected Counties (Multiple Selection)	All Businesses
1.4% \$53,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$497,000,000 2,486 698 1,108 4,271 \$298,000,000 \$113,000 \$113,000 \$113,000 0.6 0.4	12,	<b>,311</b> 1 2 3 4 5 6 7 8 9 10 11 12	Staff training and skills development Interventing Control Con	All Businesses
1.4% \$33,700 \$3,340 \$251,000,000 \$105,000,000 \$141,000,000 \$447,000,000 2,486 698 1,108 4,271 \$298,000,000 \$113,000 \$113,000 0,5 \$113,000 0,6		<b>,311</b> 1 2 3 4 5 6 7 8 9 10 11	☐staff training and skills development ☐relevorking ☐accessing collaborative tools ☐social networking ☐Multimedia content or service creation Selected Counties (Multiple Selection)	All Businesses <sup>4</sup>
	Accommodation & Food Services Administrative & Support Services Construction Finance & Insurance Health Care & Social Assistance Other services (exc. public admin) Professional & Technical Services Real Estate Retail Trade Wholesale Trade Less than 20 <b>120,029</b> 88.7% 79.0% 1,554,355 81.5% Selling goods or services Web site for organization Advertising and promotion Deliver services and content Customer service and support 5 <b>5.0%</b> 4,405 3,7% 12,311 2.8 \$237,000,000 \$14,700,000 \$14,700,000	1,972,868         151,942           Accommodation & Food Services         Administrative & Support Services           Construction         2           Finance & Insurance         5           Health Care & Social Assistance         0           Other services (exc. public admin)         7           Professional & Technical Services         4           Real Estate         8           Retail Trade         9           Wholesale Trade         5           Less than 20         120,029           88.7%         4,           79.0%         Add           Molesale Trade         5           Less than 20         120,029           2         88.7%           4         79.0%           Adder 1,554,355         3,           81.5%         7           Selling goods or services         4           Veb site for organization         Advertising and promotion           Deliver services and content         4           Customer service and support         5           5.0%         Adon           3.7%         2.           12.311         2.           2.31,000,000         2.           \$237,000,000	1,972,868         683           151,942         683           Accommodation & Food Services         683           Administrative & Support Services         663           Construction         271           Finance & Insurance         561           Health Care & Social Assistance         00ther services           Other services (exc. public admin)         7           Professional & Technical Services         461           Real Estate         807           Retail Trade         308           Wholesale Trade         531           Less than 20         235           88.7%         4.405           97.9%         4.405           81.5%         7.9.0%           Adopting         1,554,355           9.1,554,355         3,133           81.5%         7.9.0%           Advertising and promotion         4.405           Deliver services and content         4.405           Customer service and support         5           5.0%         OR           Adoptions         3.7%           2.25         12,311           2.8         2.300           3.1,400,000         3,753           \$2251,700,00	1,972,868       □griculture / Forestry / Fishing         Accommodation & Food Services       □drs, Entertainment & Recreation         Administrative & Support Services       □drs, Entertainment & Recreation         Construction       □drs, Entertainment & Recreation         Finance & Insurance       □drs, Entertainment & Recreation         Health Care & Social Assistance       □drs services         Other services (exc. public admin)       □dromation         Professional & Technical Services       461         Retail Trade       100,029         Wholesale Trade       531         Less than 20       □ransportation & Warehousing         120,029       235         88.7%       4.405         79.0%       Adopting Select Employment Ranges         1,554,355       3,133         1,554,355       3,133         1,554,355       3,133         1,554,355       3,133         1,56       □0 - 19         Deliver services and content       □00 - 249         Customer service and support       Select Number of eSolutions and % increase in a Adoption         3,7%       1,2311         2,8       1,289         1,231,000,000       3,753         514,700,000       2,300

### Notes

1 Industry profiles are based on USCB County Business Patterns (2013)

2 Employment is total for all business sizes. USCB CBP data does not provide a breakdown by employment size range.

3 Analysis does not include Public Administration sector (not included in USCB CBP data)

4 Mining, Utilities, and Management of Companies are not included for selection due to small numbers of businesses.

5 Direct financial impacts for eSolutions adoption are based on SNG research

6 Direct, indirect, and induced job impacts are based on I-O modeling and are one-time impacts based on stimulus from new adoptions.

\$78

15

7 GDP and Tax impacts are based on I-O modelling

Average incremental Household Earnings

8 I-O model uses nominal statewide BEA factors as a proxy for estimation

9 Household counts are from USCB 2010 census data

10 Percent increase applied to percentage of businesses not currently using the esolution, by industry and size.

11 Financial impacts are annualized based on fully realized benefits from new adoptions.

12 Rural percentages based on USCB 2010 data for percent urban population by county.

unty				Annual Tax Revenues	\$ 11.20 IVI
		-		Total New Jobs	4,271
nari	o Parameter Selections		-		
	Select up to 10 Industries <sup>(3,4)</sup>	All Businesses (4)	Rank		
8	Accommodation & Food Services	12,966	6	Selecting Industries	
0	Administrative & Support Services	8,534	9	selecting must les	
	Agriculture / Forestry / Fishing	314	16	Select up to 10 industries with	sufficient businesses
	Arts, Entertainment & Recreation			to provide a base for increasing	
		2,520	14	online business practices (esol	
3	Construction	15,885	3	1,500 Total Businesses (select	
	Educational Services	2,433	15	recommended for a relaible es	stimate of impacts.
1	Finance & Insurance	9,914	7	Multiple county selections ma	v be required to
1	Health Care & Social Services	15,081	4	provide a base of business po	
		3,031	13	estimating the financial, econo	omic, and
	Manufacturing / Processing	4,866	11	employment impacts. Busines	s populations are
1	Other services (exc. public admin)	13,243	5	provided for guidance.	
17	Professional & Technical Services	24,316	1	The estimated number of busi	inorror adopting now
18	Real Estate	9,545	8	esolutions are shown for each	
1	Retail Trade	18,593	2		industry selected.
	Transportation & Warehousing	3,457	12		
5	Wholesale Trade	7,244	10		
05		151,942			
oting	Select Employment Ranges	All Industries <sup>(4)</sup>	% of Bus.		
33	<b>√</b> 1 - 4	90,603	59.4%	Select target business sizes usi	
4	<b>√</b> 5 - 9	25,830	17.0%	ranges from 1 up to 249 empl	
8	10 - 19	17,291	11.4%	provided for all industries liste	d above.
	20 - 49	11,681	7.8%	Selection of businesses with 2	50 employees or
	50 - 99	3,745	2.5%	more is not provided due to in	
	100 - 249	2,045	1.4%	anaylsis of this segment.	
05		151,195	-	, ,	
	Select Number of eSolutions	5	(Leave bla	ank to manually select eSolutions b	elow)
	% Increase in adoption <sup>(10)</sup>	5%	1		
		576	1		
				Selecting eSolutions	
	Select up to 5 eSolutions and % increase in ado			eSolutions are typical busin	oss practicos that
	eSolutions	% Increase (10)	Not Using	can be enabled or enhance	
25	Selling goods or services		45.7%	methods.	a through online
	Purchasing goods or services	-	18.3%	methodsi	
89	Web site for organization		12.2%	Option 1 - Auto Selection	
00	Advertising and promotion		29.9%	Select the number of eSolut	tions to include and
53	Deliver services and content		55.3%	the percent increase in ado	
44	Customer service and support		29.0%	impactful eSolutions will be	
	Banking and financial		24.4%	selected.	,
	Research by staff		10.1%		
	Electronic document transfer		10.5%	Option 2 - Manual Selection	n
	Supplier communication and coordination		17.1%	Select up to 5 eSolutions an	
	Access government information		15.7%	percent increase in adoptio	-
	Government transactions		30.3%		
	Staff training and skills development		25.5%	With either option the targe	et increase in
	Teleworking		43.8%	adoption is applied to each	selected industry.
	Accessing collaborative tools			Estimated new adoptions a	re shown for each
	Social networking		29.6%	selected esolution.	
	Multimedia content or service creation		28.6%		
			49.4%		
311		(4)			
	Selected Counties (Multiple Selection)	All Businesses <sup>(4)</sup>			
1					
2					
3					
4					
5					

0

For more information about the Broadband Economic Impact

Calculator, visit: http://www.sngroup.com/impact

# ting Industries

**Dashboard Metrics** 

### ting eSolutions

### on 1 - Auto Selection

## on 2 - Manual Selection

Nominal Tax Rates Used *	
State & Local	
Individual Income Tax	3.4%
Corporate Income Tax	0.4%
Sales & Other Indirect Taxes	1.5%
Federal	
Individual Income Tax	6.2%
Corporate Income Tax	0.8%
Other Taxes	0.4%
* Applied to gross output or gross i	ncome

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Estimate of economic impacts from business adoption of eSolutions for selected geographies and industry profiles.

- These estimates are intended to provide guidance on the scale of economic impacts possible from meaningful use of broadband.

- SNG's evidence-based approach enables evaluation based on the best research available applied to selected geographic profiles. (Leave blank for entire state; Select Multiple for more than one county)



## Measure Impact

**Dashboard Metrics** 

Businesses Adopting	15,296
New Revenues / Business	\$53,000
Annual GDP	\$ 1,020.0 M
Annual Tax Revenues	\$ 38.50 M
Total New Jobs	14,893

Select a Sta	e New York	Select a Count				Annual Tax Revenues Total New Jobs	\$3
Scenario Parameters	Inputs and outputs	Scenar	io Parameter Selections				
Target Profile <sup>(12)</sup>	13% Rural	Adopting	g Select up to 10 Industries (3,4)	All Businesses (4)	Rank		
State	New York	1,304	Accommodation & Food Services	50,978	5	Selecting Industries	
ounty	All	815	Administrative & Support Services	26,236	10		
otal Households <sup>(9)</sup>	7,317,755		Agriculture / Forestry / Fishing	598	16	Select up to 10 industries wit	
otal Businesses (all industries/sizes) (3, 4)	527,946		Arts, Entertainment & Recreation	11,880	13	to provide a base for increas online business practices (es	
lected Industries (Max. of 10)	Accommodation & Food Services	1,995	Construction	46,019	6	1,500 Total Businesses (selec	
	Administrative & Support Services		Educational Services	7,933	15	recommended for a relaible	
	Construction	722	Finance & Insurance	28,160	9		
	Finance & Insurance	2,065	Health Care & Social Services	56,770	3	Multiple county selections m	
	Health Care & Social Assistance		Information	11,286	14	provide a base of business p estimating the financial, eco	
	Other services (exc. public admin)		Manufacturing / Processing	16,165	11	employment impacts. Busine	
	Professional & Technical Services	2,001	Other services (exc. public admin)	56,279	4	provided for guidance.	
	Real Estate	1,956	Professional & Technical Services	60,406	2		
	Retail Trade	1,020	Real Estate	32,145	8	The estimated number of bu	
	Wholesale Trade	2,329	Retail Trade	78,052	1	esolutions are shown for eac	ch industr
elected Employment Range	Less than 20		Transportation & Warehousing	12,364	12		
otal Businesses (selected industries/sizes)	417,997	1,089	Wholesale Trade	32,675	7		
of Selected Industries	89.4%	15,296		527,946			
of ALL businesses	79.2%	Adopting	s Select Employment Ranges	All Industries (4)	% of Bus.		
otal Employment of Selected Industries (2)	5,785,192		<b>√</b> 1 - 4	321,224	60.7%	Select target business sizes u	using empl
elected Industries % of Total Employment	80.2%			87,913	16.6%	ranges from 1 up to 249 emp	
Adoption Scenario	00.270		<b>√</b> 10 - 19	57,584	10.9%	provided for all industries list	ted above
Selected eSolutions (Max. of 5)	Selling goods or services	1,581	20 - 49	38,249	7.3%		
Selected esolutions (Max. 015)	Web site for organization		□20 - 49 □50 - 99	12,495	2.4%	Selection of businesses with	
	_		100 - 249	7,168	1.4%	more is not provided due to anaylsis of this segment.	insufficier
	Advertising and promotion Deliver services and content	15,296		524,633	1.4%	anayisis of this segment.	
	Customer service and support	15,290	Select Number of eSolutions	524,033	(Leave bla		holow
					(Leave Dia	nk to manually select eSolutions	below)
Number of Selected eSolutions	5	AND	% Increase in adoption <sup>(10)</sup>	5%			
% Increase in adoption	5.0%	_					
Estimates of Direct Impacts from Adoption <sup>(5)</sup>		OR	Select up to 5 eSolutions and % increase in			Selecting eSolutions	
otal number of businesses adopting eSolutions	15,296	Adoption	s eSolutions	% Increase (10)	Not Using	eSolutions are typical busi	
6 of Total businesses in selected industries	3.7%	10,065	Selling goods or services		45.7%	can be enabled or enhanc methods.	ed throu
Fotal number of new eSolutions adoptions	42,855		Purchasing goods or services		18.3%	methods.	
Average new eSolutions per business adopting	2.8	4,407	Web site for organization		12.2%	Option 1 - Auto Selection	
Fotal incremental Revenue from new eSolutions	\$811,000,000		Advertising and promotion		29.9%	Select the number of eSol	
Fotal incremental Cost Savings from new eSolutions	\$50,300,000		Deliver services and content		55.3%	the percent increase in ad	
Total incremental Direct Impact	\$861,300,000	7,230	Customer service and support		29.0%	impactful eSolutions will b	
Direct Impact Metrics			Banking and financial		24.4%	selected.	
Total annual revenues for adopting businesses	\$6,190,000,000		Research by staff		10.1%		
Total annual opertaing expenses for adopting businesses	\$3,610,000,000		Electronic document transfer		10.5%	Option 2 - Manual Selecti	on
Operating expenses as percentage of revenues	58.3%		Supplier communication and coordination		17.1%	Select up to 5 eSolutions a	
Aggregate perecent increase in revenues	13.1%		Access government information		15.7%	percent increase in adopti	ion for ea
Aggregate percent cost savings	1.4%		Government transactions		30.3%		
Average incremental revenue per business adopting	\$53,000		Staff training and skills development		25.5%	With either option the tar	
Average cost saving per business adopting	\$3,290		Teleworking		43.8%	adoption is applied to eac	
Economic Impact Assessment <sup>(8)</sup>			Accessing collaborative tools		29.6%	Estimated new adoptions	are show
Total Direct Output - Selected industries	\$861,000,000		Social networking		28.6%	selected esolution.	
Total Indirect Output - All Industries	\$363,000,000		Multimedia content or service creation		49.4%		
Total Induced Output - All Industries	\$482,000,000	42,855		L			
Total Incremental Output	\$1,706,000,000	,555	Selected Counties (Multiple Selection)	All Businesses <sup>(4</sup>	4)		
Total Direct Jobs	8,782	-	1	All Dusiliesses			
Total Indirect Jobs	2,386		1				
Total Induced Jobs	3,798		2				
		-	, ,				
Total Incremental Job Creation <sup>(6)</sup>	14,893	- '	4				
Fotal Incremental GDP <sup>(7)</sup>	\$1,020,000,000		5				
Fotal Incremental Household Earnings	\$525,000,000		5				
Total Incremental State and Local Taxes	\$38,500,000		7				
Total Incremental Federal Taxes	\$52,500,000		8				
Economic Impact Metrics			9				
Average total incremental output per adopting business	\$112,000	10					
Average direct jobs per adopting business	0.6	1:	1				
Average indirect and induced jobs per adopting business	0.4	1:	2				
Average incremental total taxes per adopting business	\$5,950	1:	3				
Average incremental GDP per adopting business	\$66,800	14	4				
Average incremental Household Farnings	\$72	1	5				

### Notes

1 Industry profiles are based on USCB County Business Patterns (2013)

2 Employment is total for all business sizes. USCB CBP data does not provide a breakdown by employment size range.

3 Analysis does not include Public Administration sector (not included in USCB CBP data)

4 Mining, Utilities, and Management of Companies are not included for selection due to small numbers of businesses.

5 Direct financial impacts for eSolutions adoption are based on SNG research

6 Direct, indirect, and induced job impacts are based on I-O modeling and are one-time impacts based on stimulus from new adoptions.

\$72

7 GDP and Tax impacts are based on I-O modelling

Average incremental Household Earnings

8 I-O model uses nominal statewide BEA factors as a proxy for estimation

9 Household counts are from USCB 2010 census data

10 Percent increase applied to percentage of businesses not currently using the esolution, by industry and size.

11 Financial impacts are annualized based on fully realized benefits from new adoptions.

12 Rural percentages based on USCB 2010 data for percent urban population by county.

## For more information about the Broadband Economic Impact Calculator, visit: http://www.sngroup.com/impact

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Select up to 10 industries with sufficient businesses
to provide a base for increasing adoption of new
online business practices (esolutions). A base of
1,500 Total Businesses (selected industries/sizes) is

recommended for a relaible estimate of impacts. Multiple county selections may be required to provide a base of business population sufficient for estimating the financial, economic, and employment impacts. Business populations are provided for guidance.

The estimated number of businesses adopting new esolutions are shown for each industry selected.

Select target business sizes using employment size ranges from 1 up to 249 employees. Counts are provided for all industries listed above. Selection of businesses with 250 employees or more is not provided due to insufficient data for anaylsis of this segment.

## Selecting eSolutions

eSolutions are typical business practices that can be enabled or enhanced through online methods.

### **Option 1 - Auto Selection**

Select the number of eSolutions to include and the percent increase in adoption. The most impactful eSolutions will be automatically

Select up to 5 eSolutions and the target percent increase in adoption for each.

With either option the target increase in adoption is applied to each selected industry. Estimated new adoptions are shown for each selected esolution

Nominal Tax Rates Used *	
State & Local	
Individual Income Tax	3.4%
Corporate Income Tax	0.4%
Sales & Other Indirect Taxes	1.5%
Federal	
Individual Income Tax	6.2%
Corporate Income Tax	0.8%
Other Taxes	0.4%
* Applied to gross output or gross	income

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Estimate of economic impacts from business adoption of eSolutions for selected geographies and industry profiles.

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adba

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Rank

5

10

15

14

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16

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13

11

3

4

9

1

12

8

% of Bus.

51.7%

21.1%

13.3%

9.0%

2.8%

1.5%

Not Using

45.7%

18.3% 12.2%

29.9%

55.3%

29.0%

24.4%

10.1% 10.5%

17.1%

15.7%

30.3% 25.5%

43.8%

29.6%

28.6% 49.4%

Measure Impact **Businesses Adopting** 1,749 New Revenues / Business \$58,300 Annual GDP \$ 129.0 M \$ 4.74 M Annual Tax Revenues Total New Jobs 1.878

Select a Sta	te Arkansas	Select a Count	ty	
Scenario Parameters	Inputs and outputs		rio Parameter Selections	
Target Profile <sup>(12)</sup>	44% Rural		g Select up to 10 Industries <sup>(3,4)</sup>	All Businesse
State	Arkansas	117	Accommodation & Food Services	5,441
County	All	79	Administrative & Support Services	2,625
Total Households <sup>(9)</sup>	1,143,084		Agriculture / Forestry / Fishing	654
Total Businesses (all industries/sizes) <sup>(3, 4)</sup>	62,804		Arts, Entertainment & Recreation	814
Selected Industries (Max. of 10)	Accommodation & Food Services	219	Construction	5,173
	Administrative & Support Services		Educational Services	646
	Construction	120	Finance & Insurance	4,388
	Finance & Insurance	268	Health Care & Social Services	7,526
	Health Care & Social Assistance		Information	971
	Other services (exc. public admin)		Manufacturing / Processing	2,610
	Professional & Technical Services	235	✓Other services (exc. public admin)	6,611
	Real Estate	193	Professional & Technical Services	5,756
	Retail Trade	91	Real Estate	2,822
	Wholesale Trade	317		10,915
Selected Employment Range	Less than 20	_	Transportation & Warehousing	2,364
Total Businesses (selected industries/sizes)	47,934	110	Wholesale Trade	3,488
% of Selected Industries	87.6%	1,749		62,804
% of ALL businesses	76.3%		g Select Employment Ranges	All Industrie
Total Employment of Selected Industries (2)	574,496	1,117		32,75:
Selected Industries % of Total Employment	80.0%	405	<b>√</b> 5 - 9	13,284
Adoption Scenario		227	<b>☑</b> 10 - 19	8,252
Selected eSolutions (Max. of 5)	Selling goods or services		20 - 49	5,506
	Web site for organization		50 - 99	1,734
	Advertising and promotion		100 - 249	866
	Deliver services and content	1,749		62,393
	Customer service and support		Select Number of eSolutions	5
Number of Selected eSolutions	5	AND	% Increase in adoption (10)	5%
% Increase in adoption	5.0%			
Estimates of Direct Impacts from Adoption <sup>(5)</sup>		OR	Select up to 5 eSolutions and % increase in	adaption
	1 740		•	% Increase
Total number of businesses adopting eSolutions	1,749		ns eSolutions	% Increase
% of Total businesses in selected industries	3.6%	1,148	Selling goods or services	
Total number of new eSolutions adoptions	4,853		Purchasing goods or services	
Average new eSolutions per business adopting	2.8	489	Web site for organization	
Total incremental Revenue from new eSolutions	\$102,000,000	884	Advertising and promotion	
Total incremental Cost Savings from new eSolutions	\$6,530,000	1,521		
Total incremental Direct Impact	\$108,530,000	811	Customer service and support	
Direct Impact Metrics			Banking and financial	
Total annual revenues for adopting businesses	\$833,000,000		Research by staff	
Total annual opertaing expenses for adopting businesses	\$478,000,000		Electronic document transfer	
Operating expenses as percentage of revenues	57.4%		Supplier communication and coordination	
Aggregate perecent increase in revenues	12.2%		Access government information	
Aggregate percent cost savings	1.4%		Government transactions	
Average incremental revenue per business adopting	\$58,300		Staff training and skills development	
Average cost saving per business adopting	\$3,730		Teleworking	
Economic Impact Assessment <sup>(8)</sup>	++,·		Accessing collaborative tools	
Total Direct Output - Selected industries	\$109,000,000		Social networking	
Total Indirect Output - All Industries	\$45,300,000		Multimedia content or service creation	
Total Induced Output - All Industries	\$60,300,000	4,853		
Total Incremental Output	\$214,600,000		Selected Counties (Multiple Selection)	All Busines
Total Direct Jobs	1,114		1	
Total Indirect Jobs	298		2	
Total Induced Jobs	474		3	
Total Incremental Job Creation <sup>(6)</sup>	1,878		4	
Total Incremental GDP <sup>(7)</sup>	\$129,000,000		5	
Total Incremental Household Earnings	\$65,600,000		6	
Total Incremental Household Earnings				
	\$4,740,000		7	
Total Incremental Federal Taxes	\$6,370,000		8	
Economic Impact Metrics			9	
Average total incremental output per adopting business	\$122,000		.0	
Average direct jobs per adopting business	0.6		1	
Average indirect and induced jobs per adopting business	0.4	1	2	
Average incremental total taxes per adopting business	\$6,350	1	.3	
	\$6,350 \$73,500		3 4	

### Selecting Industries

**Dashboard Metrics** 

Select up to 10 industries with sufficient businesses to provide a base for increasing adoption of new online business practices (esolutions). A base of 1,500 Total Businesses (selected industries/sizes) is recommended for a relaible estimate of impacts.

Multiple county selections may be required to provide a base of business population sufficient for estimating the financial, economic, and employment impacts. Business populations are provided for guidance.

The estimated number of businesses adopting new esolutions are shown for each industry selected.

Select target business sizes using employment size ranges from 1 up to 249 employees. Counts are

Selection of businesses with 250 employees or

more is not provided due to insufficient data for

provided for all industries listed above.

#### Selecting eSolutions

anaylsis of this segment.

(Leave blank to manually select eSolutions below)

eSolutions are typical business practices that can be enabled or enhanced through online methods.

#### **Option 1 - Auto Selection**

Select the number of eSolutions to include and the percent increase in adoption. The most

impactful eSolutions will be automatically selected.

## Option 2 - Manual Selection

Select up to 5 eSolutions and the target percent increase in adoption for each.

With either option the target increase in adoption is applied to each selected industry. Estimated new adoptions are shown for each selected esolution

1	Industry profiles are based on USCB County Business Patterns (2013)
2	Employment is total for all business sizes. USCB CBP data does not provide a breakdown by employment size range.
3	Analysis does not include Public Administration sector (not included in USCB CBP data)
4	Mining, Utilities, and Management of Companies are not included for selection due to small numbers of businesses.

4 Mining, Utilities, and Management of Companies are not included for selection due to small nu 5 Direct financial impacts for eSolutions adoption are based on SNG research

6 Direct, indirect, and induced job impacts are based on I-O modeling and are one-time impacts based on stimulus from new adoptions.

7 GDP and Tax impacts are based on I-O modelling

Notes

8 I-O model uses nominal statewide BEA factors as a proxy for estimation

1 Industry profiles are based on USCB County Business Patterns (2013)

9 Household counts are from USCB 2010 census data

10 Percent increase applied to percentage of businesses not currently using the esolution, by industry and size.

11 Financial impacts are annualized based on fully realized benefits from new adoptions.

12 Rural percentages based on USCB 2010 data for percent urban population by county.

For more information about the Broadband Economic Impact Calculator, visit: http://www.sngroup.com/impact

Nominal Tax Rates Used \* State & Local

	5.470		
Corporate Income Tax	0.4%		
Sales & Other Indirect Taxes	1.5%		
Federal			
Individual Income Tax	6.2%		
Corporate Income Tax	0.8%		
Other Taxes	0.4%		
* Applied to gross output or gross income			

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2 10/

Estimate of economic impacts from business adoption of eSolutions for selected geographies and industry profiles.

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adba

(Leave blank for entire state; Select Multiple for more than one county) Coloct o State

Measure	Impact	
Businesses Adopting	2,444	
New Revenues / Business	\$59,500	
Annual GDP	\$ 181.0 M	
Annual Tax Revenues	\$ 6.86 M	
Total New John	2 661	

Select a Stat	e Connecticut	Select a County		
Scenario Parameters	Inputs and outputs	Scopari	o Parameter Selections	
Target Profile <sup>(12)</sup>				(4)
State	12% Rural Connecticut	Adopting 208	Select up to 10 Industries <sup>(3,4)</sup> Accommodation & Food Services	All Businesses <sup>(4)</sup> 8,425
County	All	165	Administrative & Support Services	5,300
Total Households <sup>(9)</sup>	1,371,087	105	Agriculture / Forestry / Fishing	
				83
Total Businesses (all industries/sizes) (3, 4)	87,462		Arts, Entertainment & Recreation	1,601
Selected Industries (Max. of 10)	Accommodation & Food Services	343	Construction	7,899
	Administrative & Support Services	450	Educational Services	1,383
	Construction	158	Finance & Insurance	6,131
	Finance & Insurance	359	Health Care & Social Services	10,456
	Health Care & Social Assistance	100	Manufacturing / Processing	1,656
	Manufacturing / Processing	100 328	Manufacturing / Processing     Other services (exc. public admin)	4,258
	Other services (exc. public admin)	328 295	Professional & Technical Services	9,306
	Professional & Technical Services Retail Trade	295	Real Estate	9,266 3,159
		252		
	Wholesale Trade	352		12,573
Selected Employment Range	Less than 20		Transportation & Warehousing	1,611
Total Businesses (selected industries/sizes)	66,851	136	Wholesale Trade	4,355
% of Selected Industries	85.7%	2,444		87,462
% of ALL businesses	76.4%		Select Employment Ranges	All Industries <sup>(4)</sup>
Total Employment of Selected Industries <sup>(2)</sup>	1,166,138	1,569	<b>√</b> 1 - 4	45,963
Selected Industries % of Total Employment	84.8%	534	<b>⊡</b> 5 - 9	17,045
Adoption Scenario		341	<b>√</b> 10 - 19	11,803
Selected eSolutions (Max. of 5)	Selling goods or services		20 - 49	7,883
	Web site for organization		<b>5</b> 0 - 99	2,609
	Advertising and promotion		100 - 249	1,641
	Deliver services and content	2,444		86,944
	Customer service and support		Select Number of eSolutions	5
Number of Selected eSolutions	5	AND	% Increase in adoption <sup>(10)</sup>	5%
% Increase in adoption	5.0%			
Estimates of Direct Impacts from Adoption <sup>(5)</sup>		OR	Select up to 5 eSolutions and % increase in a	doption
Total number of businesses adopting eSolutions	2,444	Adoptions	eSolutions	% Increase (10)
% of Total businesses in selected industries	3.7%	1,601	Selling goods or services	
Total number of new eSolutions adoptions	6,807		Purchasing goods or services	
Average new eSolutions per business adopting	2.8	686	Web site for organization	
Total incremental Revenue from new eSolutions	\$145,000,000		Advertising and promotion	
Total incremental Cost Savings from new eSolutions	\$9,130,000	2,128	Deliver services and content	
Total incremental Direct Impact	\$154,130,000	1,139	Customer service and support	
Direct Impact Metrics			Banking and financial	
Total annual revenues for adopting businesses	\$1,160,000,000		Research by staff	
Total annual opertaing expenses for adopting businesses	\$680,000,000		Electronic document transfer	
Operating expenses as percentage of revenues	58.6%		Supplier communication and coordination	
Aggregate perecent increase in revenues	12.5%		Access government information	
Aggregate percent cost savings	1.3%		Government transactions	
Average incremental revenue per business adopting	\$59,500		Staff training and skills development	
Average cost saving per business adopting	\$3,730		Teleworking	
Economic Impact Assessment <sup>(8)</sup>			Accessing collaborative tools	
Total Direct Output - Selected industries	\$155,000,000		Social networking	
Total Indirect Output - All Industries	\$153,000,000 \$65,200,000		Multimedia content or service creation	
Total Induced Output - All Industries	\$87,400,000	6,807		
		6,607	Colored Counties (Markings Coloredian)	
Total Incremental Output	\$307,600,000	-	Selected Counties (Multiple Selection)	All Businesses <sup>(4</sup>
Total Direct Jobs	1,560	1		
Total Indirect Jobs	425	2		
Total Induced Jobs	688	3		
Total Incremental Job Creation <sup>(6)</sup>	2,661	4		
Total Incremental GDP <sup>(7)</sup>	\$181,000,000	5		
Total Incremental Household Earnings	\$95,200,000	e		
Total Incremental State and Local Taxes	\$6,860,000	7	,	
Total Incremental Federal Taxes	\$9,470,000	8	3	
Economic Impact Metrics		9		
Average total incremental output per adopting business	\$126,000	10	)	
Average direct jobs per adopting business	0.6	11		
Average indirect and induced jobs per adopting business	0.5	12		
Average incremental total taxes per adopting business	\$6,680	13		
Average incremental GDP per adopting business	\$73,900	14	L	
	1.11			

\$69

15

## Selecting Industries

Rank

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11

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13

9

% of Bus.

52.4%

19.4%

13.5%

9.1%

3.1%

1.9%

Not Using

45.0%

17.2% 12 5%

31.8%

57.5%

29.1%

24.6%

10.4% 10.8%

30.1% 27.3%

44 8%

30.4%

30.3% 51.6%

0

**Dashboard Metrics** 

Select up to 10 industries with sufficient businesses to provide a base for increasing adoption of new online business practices (esolutions). A base of 1,500 Total Businesses (selected industries/sizes) is recommended for a relaible estimate of impacts.

Multiple county selections may be required to provide a base of business population sufficient for estimating the financial, economic, and employment impacts. Business populations are provided for guidance.

The estimated number of businesses adopting new esolutions are shown for each industry selected.

Select target business sizes using employment size ranges from 1 up to 249 employees. Counts are

Selection of businesses with 250 employees or

more is not provided due to insufficient data for

provided for all industries listed above.

### Selecting eSolutions

anaylsis of this segment.

(Leave blank to manually select eSolutions below)

eSolutions are typical business practices that can be enabled or enhanced through online methods.

#### **Option 1 - Auto Selection**

Select the number of eSolutions to include and the percent increase in adoption. The most impactful eSolutions will be automatically selected.

## Option 2 - Manual Selection

15.8% Select up to 5 eSolutions and the target 16.1% percent increase in adoption for each.

> With either option the target increase in adoption is applied to each selected industry. Estimated new adoptions are shown for each selected esolution.

	Notes	
1	Industry profiles are based on USCB County Business Patterns (2013)	)

Average incremental Household Earnings

2 Employment is total for all business sizes. USCB CBP data does not provide a breakdown by employment size range.

3 Analysis does not include Public Administration sector (not included in USCB CBP data)

4 Mining, Utilities, and Management of Companies are not included for selection due to small numbers of businesses.

5 Direct financial impacts for eSolutions adoption are based on SNG research

6 Direct, indirect, and induced job impacts are based on I-O modeling and are one-time impacts based on stimulus from new adoptions.

7 GDP and Tax impacts are based on I-O modelling

8 I-O model uses nominal statewide BEA factors as a proxy for estimation

9 Household counts are from USCB 2010 census data

10 Percent increase applied to percentage of businesses not currently using the esolution, by industry and size.

11 Financial impacts are annualized based on fully realized benefits from new adoptions.

12 Rural percentages based on USCB 2010 data for percent urban population by county.

For more information about the Broadband Economic Impact Calculator, visit: http://www.sngroup.com/impact

State & Local Individual Income Tax Corporate Income Tax Sales & Other Indirect Taxes F

Nominal Tax Rates Used \*

Federal		
Individual Income Tax	6.2%	
Corporate Income Tax	0.8%	
Other Taxes	0.4%	
* Applied to gross output or gross income		

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3.4%

0.4%

1.5%