Unlocking the Digital Potential of Rural

Alabama

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Alabama, it could add $1,533 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$211.2 billion**

Adult population[2]: **3,864,302**

Civilian labor force[3]: **2,226,504**

Rural adult population[4]: **924,665**

Rural civilian labor force[5]: **482,765**

Rural population with access to broadband[6]: **65.5%**

Key Findings for Alabama

Increased access of digital tools will unlock future economic growth

+ $2,830.6 M
annual sales

+ $1,533.2 M
annual value added

+ 12,500
jobs

+ $478.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,378.5 M
annual sales

+ $1,288.3 M
annual value added

+ 10,504
jobs

+ $402.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,844.6 M
annual sales

$1,540.7 M
annual value added

12,562
jobs

$480.9 M
annual wages

Impact of digital tools on rural small business sales

+ 27.7%
sale growth
(past three years)

+ 33.1%
missed sale growth
(past three years)

+ 32.9%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Alabama to reach new customers

61.7%
Within the community

48.5%
Within state, outside the community

40.8%
Across the entire United States

35.7%
In neighboring states

11.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural Alabama

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
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1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
3. Ibid.
4. U.S. Census American Community Survey (5-year estimates 2012-16) and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).
5. Ibid.
6. Federal Communications Commission. 2018. "2018 Broadband Deployment Report" and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Alaska

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Alaska, it could add $277 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$51.5 billion**
Adult population[2]: **568,732**
Civilian labor force[3]: **384,093**
Rural adult population[4]: **178,991**
Rural civilian labor force[5]: **120,136**
Rural population with access to broadband[6]: **48.4%**

Key Findings for Alaska

Increased access of digital tools will unlock future economic growth

+ $463.3 M
annual sales

+ $277.2 M
annual value added

+ 1,888
jobs

+ $93.5 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $212.9 M
annual sales

+ $127.4 M
annual value added

+ 867
jobs

+ $43.0 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$403.2 M
annual sales

$241.3 M
annual value added

1,643
jobs

$81.4 M
annual wages

Impact of digital tools on rural small business sales

+ 6.9%
sale growth
(past three years)

+ 13.1%
missed sale growth
(past three years)

+ 15.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Alaska to reach new customers

59.8%
Within the community

61.5%
Within state, outside the community

51.0%
Across the entire United States

40.5%
In neighboring states

26.3%
In countries outside the United States

How to Unlock the Digital Potential of Rural Alaska

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Arizona

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Arizona, it could add $394 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$326.4 billion**
Adult population[2]: **5,290,839**
Civilian labor force[3]: **3,129,344**
Rural adult population[4]: **265,901**
Rural civilian labor force[5]: **126,226**
Rural population with access to broadband[6]: **45.3%**

Key Findings for Arizona

Increased access of digital tools will unlock future economic growth

+ $680.0 M
annual sales

+ $393.9 M
annual value added

+ 3,379
jobs

+ $139.9 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $626.1 M
annual sales

+ $362.6 M
annual value added

+ 3,111
jobs

+ $128.8 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$590.6 M
annual sales

$342.1 M
annual value added

2,935
jobs

$121.5 M
annual wages

Impact of digital tools on rural small business sales

+ 25.2%
sale growth
(past three years)

+ 23.8%
missed sale growth
(past three years)

+ 27.4%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Arizona to reach new customers

61.2%
Within the community

56.7%
Within state, outside the community

54.2%
Across the entire United States

46.6%
In neighboring states

29.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural Arizona

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Arkansas

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Arkansas, it could add $856 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$122.7 billion**
Adult population[2]: **2,339,307**
Civilian labor force[3]: **1,359,742**
Rural adult population[4]: **915,422**
Rural civilian labor force[5]: **489,409**
Rural population with access to broadband[6]: **61.9%**

Key Findings for Arkansas

Increased access of digital tools will unlock future economic growth

+ $1,564.6 M
annual sales

+ $856.4 M
annual value added

+ 7,204
jobs

+ $260.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $382.8 M
annual sales

+ $209.6 M
annual value added

+ 1,763
jobs

+ $63.8 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,401.0 M
annual sales

$766.9 M
annual value added

6,450
jobs

$233.4 M
annual wages

Impact of digital tools on rural small business sales

+ 4.1%
sale growth
(past three years)

+ 15.0%
missed sale growth
(past three years)

+ 16.8%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Arkansas to reach new customers

64.6%
Within the community

60.9%
Within state, outside the community

42.8%
Across the entire United States

43.7%
In neighboring states

13.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural Arkansas

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

California

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For California, it could add $1,243 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$2,797.6 billion**
Adult population[2]: **30,565,746**
Civilian labor force[3]: **19,260,868**
Rural adult population[4]: **686,371**
Rural civilian labor force[5]: **364,231**
Rural population with access to broadband[6]: **63.6%**

Key Findings for California

Increased access of digital tools will unlock future economic growth

+ $2,208.3 M
annual sales

+ $1,242.6 M
annual value added

+ 8,906
jobs

+ $474.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $878.1 M
annual sales

+ $494.1 M
annual value added

+ 3,541
jobs

+ $188.5 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,986.0 M
annual sales

$1,117.5 M
annual value added

8,009
jobs

$426.3 M
annual wages

Impact of digital tools on rural small business sales

+ 19.7%
sale growth
(past three years)

+ 44.6%
missed sale growth
(past three years)

+ 49.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in California to reach new customers

66.2%
Within the community

50.9%
Within state, outside the community

41.0%
Across the entire United States

34.9%
In neighboring states

21.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural California

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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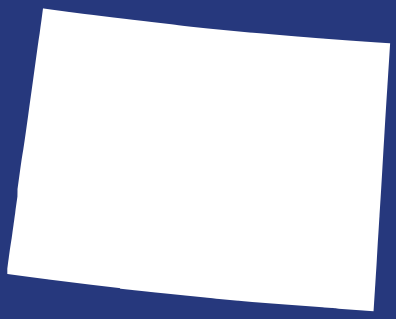
Unlocking the Digital Potential of Rural

Colorado

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Colorado, it could add $500 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$345.2 billion**

Adult population[2]: **4,245,559**

Civilian labor force[3]: **2,864,224**

Rural adult population[4]: **562,010**

Rural civilian labor force[5]: **350,730**

Rural population with access to broadband[6]: **74.2%**

Key Findings for Colorado

Increased access of digital tools will unlock future economic growth

+ $859.0 M
annual sales

+ $500.1 M
annual value added

+ 3,952
jobs

+ $182.9 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $933.1 M
annual sales

+ $543.2 M
annual value added

+ 4,292
jobs

+ $198.6 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$677.0 M
annual sales

$394.1 M
annual value added

3,114
jobs

$144.1 M
annual wages

Impact of digital tools on rural small business sales

+ 13.1%
sale growth
(past three years)

+ 9.5%
missed sale growth
(past three years)

+ 12.1%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Colorado to reach new customers

60.4%
Within the community

43.6%
Within state, outside the community

42.6%
Across the entire United States

31.6%
In neighboring states

17.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Colorado

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Connecticut

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Connecticut, it could add $73 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$264.5 billion**
Adult population[2]: **2,911,925**
Civilian labor force[3]: **1,948,693**
Rural adult population[4]: **153,872**
Rural civilian labor force[5]: **105,485**
Rural population with access to broadband[6]: **99.7%**

Key Findings for Connecticut

Increased access of digital tools will unlock future economic growth

+ $126.4 M
annual sales

+ $72.6 M
annual value added

+ 365
jobs

+ $20.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $252.9 M
annual sales

+ $145.3 M
annual value added

+ 731
jobs

+ $41.3 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$58.4 M
annual sales

$33.6 M
annual value added

169
jobs

$9.5 M
annual wages

Impact of digital tools on rural small business sales

+ 15.0%
sale growth
(past three years)

+ 3.5%
missed sale growth
(past three years)

+ 7.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Connecticut to reach new customers

68.0%
Within the community

66.5%
Within state, outside the community

45.3%
Across the entire United States

50.1%
In neighboring states

28.7%
In countries outside the United States

How to Unlock the Digital Potential of Rural Connecticut

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Florida

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Florida, it could add $402 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$976.4 billion**

Adult population[2]: **16,339,299**

Civilian labor force[3]: **9,557,443**

Rural adult population[4]: **576,838**

Rural civilian labor force[5]: **283,161**

Rural population with access to broadband[6]: **65.8%**

Key Findings for Florida

Increased access of digital tools will unlock future economic growth

+ $683.0 M
annual sales

+ $402.1 M
annual value added

+ 3,814
jobs

+ $152.9 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $641.3 M
annual sales

+ $377.6 M
annual value added

+ 3,581
jobs

+ $143.5 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$841.6 M
annual sales

$495.6 M
annual value added

4,700
jobs

$188.4 M
annual wages

Impact of digital tools on rural small business sales

+ 15.2%
sale growth
(past three years)

+ 20.0%
missed sale growth
(past three years)

+ 16.2%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Florida to reach new customers

55.9%
Within the community

40.7%
Within state, outside the community

31.8%
Across the entire United States

32.8%
In neighboring states

20.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Florida

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

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Unlocking the Digital Potential of Rural

Georgia

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Georgia, it could add $2,207 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$563.6 billion**
Adult population[2]: **7,882,965**
Civilian labor force[3]: **4,908,225**
Rural adult population[4]: **1,409,992**
Rural civilian labor force[5]: **740,529**
Rural population with access to broadband[6]: **72.9%**

Key Findings for Georgia

Increased access of digital tools will unlock future economic growth

+ $3,911.1 M
annual sales

+ $2,206.6 M
annual value added

+ 16,581
jobs

+ $726.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,517.7 M
annual sales

+ $1,420.5 M
annual value added

+ 10,673
jobs

+ $467.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$3,743.0 M
annual sales

$2,111.8 M
annual value added

15,868
jobs

$694.8 M
annual wages

Impact of digital tools on rural small business sales

+ 20.3%
sale growth
(past three years)

+ 30.2%
missed sale growth
(past three years)

+ 31.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Georgia to reach new customers

66.2%
Within the community

45.5%
Within state, outside the community

39.8%
Across the entire United States

37.5%
In neighboring states

14.1%
In countries outside the United States

How to Unlock the Digital Potential of Rural Georgia

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

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Unlocking the Digital Potential of Rural

Hawaii

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Hawaii, it could add $176 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$88.4 billion**

Adult population[2]: **1,137,804**

Civilian labor force[3]: **703,384**

Rural adult population[4]: **211,828**

Rural civilian labor force[5]: **126,922**

Rural population with access to broadband[6]: **84.3%**

Key Findings for Hawaii

Increased access of digital tools will unlock future economic growth

+ $295.4 M
annual sales

+ $176.3 M
annual value added

+ 1,621
jobs

+ $62.5 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $400.7 M
annual sales

+ $239.1 M
annual value added

+ 2,199
jobs

+ $84.7 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$249.7 M
annual sales

$149.0 M
annual value added

1,370
jobs

$52.8 M
annual wages

Impact of digital tools on rural small business sales

+ 19.8%
sale growth
(past three years)

+ 12.4%
missed sale growth
(past three years)

+ 14.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Hawaii to reach new customers

74.2%
Within the community

59.5%
Within state, outside the community

43.3%
Across the entire United States

35.3%
In neighboring states

33.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Hawaii

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
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1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
3. Ibid.
4. U.S. Census American Community Survey (5-year estimates 2012-16) and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).
5. Ibid.
6. Federal Communications Commission. 2018. "2018 Broadband Deployment Report" and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Idaho

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Idaho, it could add $371 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$72.3 billion**

Adult population[2]: **1,251,275**

Civilian labor force[3]: **779,555**

Rural adult population[4]: **422,475**

Rural civilian labor force[5]: **252,934**

Rural population with access to broadband[6]: **76.7%**

Key Findings for Idaho

Increased access of digital tools will unlock future economic growth

+ $671.7 M
annual sales

+ $370.7 M
annual value added

+ 3,478
jobs

+ $135.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $522.1 M
annual sales

+ $288.1 M
annual value added

+ 2,703
jobs

+ $105.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$654.5 M
annual sales

$361.2 M
annual value added

3,389
jobs

$132.2 M
annual wages

Impact of digital tools on rural small business sales

+ 12.7%
sale growth
(past three years)

+ 16.0%
missed sale growth
(past three years)

+ 16.4%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Idaho to reach new customers

63.4%
Within the community

53.1%
Within state, outside the community

43.6%
Across the entire United States

37.8%
In neighboring states

19.1%
In countries outside the United States

How to Unlock the Digital Potential of Rural Idaho

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Illinois

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Illinois, it could add $1,290 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$822.5 billion**
Adult population[2]: **10,206,768**
Civilian labor force[3]: **6,679,756**
Rural adult population[4]: **1,214,062**
Rural civilian labor force[5]: **712,684**
Rural population with access to broadband[6]: **74.8%**

Key Findings for Illinois

Increased access of digital tools will unlock future economic growth

+ $2,285.0 M
annual sales

+ $1,289.5 M
annual value added

+ 8,067
jobs

+ $398.3 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,798.1 M
annual sales

+ $1,014.8 M
annual value added

+ 6,348
jobs

+ $313.5 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,885.1 M
annual sales

$1,063.9 M
annual value added

6,655
jobs

$328.6 M
annual wages

Impact of digital tools on rural small business sales

+ 11.6%
sale growth
(past three years)

+ 12.2%
missed sale growth
(past three years)

+ 14.8%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Illinois to reach new customers

60.7%
Within the community

46.4%
Within state, outside the community

43.7%
Across the entire United States

36.6%
In neighboring states

15.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural Illinois

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

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38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Indiana

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Indiana, it could add $2,014 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$352.3 billion**
Adult population[2]: **5,185,793**
Civilian labor force[3]: **3,314,108**
Rural adult population[4]: **1,161,527**
Rural civilian labor force[5]: **711,657**
Rural population with access to broadband[6]: **68.3%**

Key Findings for Indiana

Increased access of digital tools will unlock future economic growth

+ $3,963.3 M
annual sales

+ $2,013.8 M
annual value added

+ 16,054
jobs

+ $638.5 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $4,817.3 M
annual sales

+ $2,447.7 M
annual value added

+ 19,514
jobs

+ $776.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$3,378.5 M
annual sales

$1,716.7 M
annual value added

13,686
jobs

$544.3 M
annual wages

Impact of digital tools on rural small business sales

+ 31.4%
sale growth
(past three years)

+ 22.0%
missed sale growth
(past three years)

+ 25.9%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Indiana to reach new customers

72.7%
Within the community

58.8%
Within state, outside the community

38.3%
Across the entire United States

39.7%
In neighboring states

15.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural Indiana

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

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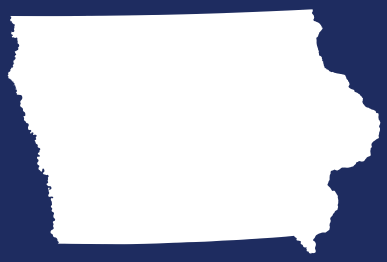
Unlocking the Digital Potential of Rural

Iowa

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Iowa, it could add $758 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$183.9 billion**

Adult population[2]: **2,459,591**

Civilian labor force[3]: **1,662,467**

Rural adult population[4]: **1,023,650**

Rural civilian labor force[5]: **662,503**

Rural population with access to broadband[6]: **84.9%**

Key Findings for Iowa

Increased access of digital tools will unlock future economic growth

+ $1,419.8 M
annual sales

+ $758.2 M
annual value added

+ 5,361
jobs

+ $202.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,187.5 M
annual sales

+ $1,168.1 M
annual value added

+ 8,260
jobs

+ $311.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,463.7 M
annual sales

$781.6 M
annual value added

5,527
jobs

$208.2 M
annual wages

Impact of digital tools on rural small business sales

+ 13.6%
sale growth
(past three years)

+ 9.1%
missed sale growth
(past three years)

+ 8.9%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Iowa to reach new customers

60.3%
Within the community

46.2%
Within state, outside the community

29.1%
Across the entire United States

25.4%
In neighboring states

12.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Iowa

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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KANSAS

amazon

Unlocking the Digital Potential of Rural

Kansas

_TEC
U.S. Chamber of Commerce Technology Engagement Center

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Kansas, it could add $1,197 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$159.1 billion**

Adult population[2]: **2,255,916**

Civilian labor force[3]: **1,487,918**

Rural adult population[4]: **739,949**

Rural civilian labor force[5]: **472,320**

Rural population with access to broadband[6]: **77.6%**

Key Findings for Kansas

Increased access of digital tools will unlock future economic growth

+ $2,210.3 M
annual sales

+ $1,196.6 M
annual value added

+ 7,757
jobs

+ $306.3 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,074.2 M
annual sales

+ $1,123.0 M
annual value added

+ 7,279
jobs

+ $287.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,949.1 M
annual sales

$1,055.2 M
annual value added

6,840
jobs

$270.1 M
annual wages

Impact of digital tools on rural small business sales

+ 16.6%
sale growth
(past three years)

+ 15.6%
missed sale growth
(past three years)

+ 17.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Kansas to reach new customers

67.1%
Within the community

53.8%
Within state, outside the community

22.9%
Across the entire United States

34.5%
In neighboring states

9.1%
In countries outside the United States

How to Unlock the Digital Potential of Rural Kansas

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Kentucky

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Kentucky, it could add $2,347 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$202.2 billion**
Adult population[2]: **3,511,065**
Civilian labor force[3]: **2,070,698**
Rural adult population[4]: **1,474,785**
Rural civilian labor force[5]: **765,533**
Rural population with access to broadband[6]: **74.2%**

Key Findings for Kentucky

Increased access of digital tools will unlock future economic growth

+ $4,373.8 M
annual sales

+ $2,347.0 M
annual value added

+ 16,593
jobs

+ $620.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $3,990.2 M
annual sales

+ $2,141.2 M
annual value added

+ 15,137
jobs

+ $566.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$3,353.2 M
annual sales

$1,799.3 M
annual value added

12,721
jobs

$475.8 M
annual wages

Impact of digital tools on rural small business sales

+ 26.8%
sale growth
(past three years)

+ 22.5%
missed sale growth
(past three years)

+ 29.4%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Kentucky to reach new customers

65.2%
Within the community

48.7%
Within state, outside the community

33.4%
Across the entire United States

34.4%
In neighboring states

13.2%
In countries outside the United States

How to Unlock the Digital Potential of Rural Kentucky

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Louisiana

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Louisiana, it could add $830 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$236.0 billion**

Adult population[2]: **3,654,913**

Civilian labor force[3]: **2,194,054**

Rural adult population[4]: **600,260**

Rural civilian labor force[5]: **308,975**

Rural population with access to broadband[6]: **51.8%**

Key Findings for Louisiana

Increased access of digital tools will unlock future economic growth

+ $1,547.9 M
annual sales

+ $829.5 M
annual value added

+ 4,888
jobs

+ $200.1 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $333.9 M
annual sales

+ $178.9 M
annual value added

+ 1,054
jobs

+ $43.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,275.8 M
annual sales

$683.7 M
annual value added

4,029
jobs

$164.9 M
annual wages

Impact of digital tools on rural small business sales

+ 5.6%
sale growth
(past three years)

+ 21.5%
missed sale growth
(past three years)

+ 26.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Louisiana to reach new customers

64.4%
Within the community

45.3%
Within state, outside the community

21.8%
Across the entire United States

37.8%
In neighboring states

9.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Louisiana

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Maine

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Maine, it could add $315 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$61.7 billion**
Adult population[2]: **1,101,688**
Civilian labor force[3]: **694,258**
Rural adult population[4]: **454,560**
Rural civilian labor force[5]: **268,147**
Rural population with access to broadband[6]: **80.7%**

Key Findings for Maine

Increased access of digital tools will unlock future economic growth

+ $552.7 M
annual sales

+ $314.9 M
annual value added

+ 3,066
jobs

+ $115.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,042.9 M
annual sales

+ $594.3 M
annual value added

+ 5,786
jobs

+ $216.9 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$577.6 M
annual sales

$329.1 M
annual value added

3,204
jobs

$120.1 M
annual wages

Impact of digital tools on rural small business sales

+ 21.7%
sale growth
(past three years)

+ 12.0%
missed sale growth
(past three years)

+ 11.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Maine to reach new customers

65.0%
Within the community

55.6%
Within state, outside the community

45.8%
Across the entire United States

34.6%
In neighboring states

24.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Maine

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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5. Ibid.
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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Maryland

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Maryland, it could add $132 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$399.5 billion**
Adult population[2]: **4,764,901**
Civilian labor force[3]: **3,221,839**
Rural adult population[4]: **125,083**
Rural civilian labor force[5]: **76,768**
Rural population with access to broadband[6]: **88.7%**

Key Findings for Maryland

Increased access of digital tools will unlock future economic growth

+ $225.4 M
annual sales

+ $132.2 M
annual value added

+ 1,122
jobs

+ $53.8 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $281.8 M
annual sales

+ $165.3 M
annual value added

+ 1,403
jobs

+ $67.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$223.9 M
annual sales

$131.3 M
annual value added

1,115
jobs

$53.4 M
annual wages

Impact of digital tools on rural small business sales

+ 19.2%
sale growth
(past three years)

+ 15.3%
missed sale growth
(past three years)

+ 15.4%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Maryland to reach new customers

68.8%
Within the community

84.2%
Within state, outside the community

53.0%
Across the entire United States

77.2%
In neighboring states

19.2%
In countries outside the United States

How to Unlock the Digital Potential of Rural Maryland

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
EmpoweringRuralBusinesses.com

1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
3. Ibid.
4. U.S. Census American Community Survey (5-year estimates 2012-16) and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).
5. Ibid.
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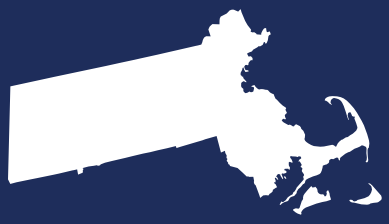
Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Massachusetts

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Massachusetts, it could add $92 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$543.0 billion**
Adult population[2]: **5,522,235**
Civilian labor force[3]: **3,721,211**
Rural adult population[4]: **82,588**
Rural civilian labor force[5]: **55,221**
Rural population with access to broadband[6]: **83.0%**

Key Findings for Massachusetts

Increased access of digital tools will unlock future economic growth

+ $160.6 M
annual sales

+ $92.4 M
annual value added

+ 672
jobs

+ $37.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $160.2 M
annual sales

+ $92.2 M
annual value added

+ 671
jobs

+ $37.6 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$115.7 M
annual sales

$66.6 M
annual value added

484
jobs

$27.1 M
annual wages

Impact of digital tools on rural small business sales

+ 14.3%
sale growth
(past three years)

+ 10.3%
missed sale growth
(past three years)

+ 14.3%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Massachusetts to reach new customers

61.1%
Within the community

70.8%
Within state, outside the community

43.8%
Across the entire United States

57.5%
In neighboring states

28.3%
In countries outside the United States

How to Unlock the Digital Potential of Rural Massachusetts

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Michigan

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Michigan, it could add $1,138 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$508.9 billion**
Adult population[2]: **7,953,581**
Civilian labor force[3]: **4,862,651**
Rural adult population[4]: **1,475,700**
Rural civilian labor force[5]: **822,100**
Rural population with access to broadband[6]: **68.9%**

Key Findings for Michigan

Increased access of digital tools will unlock future economic growth

+ $2,108.4 M
annual sales

+ $1,138.1 M
annual value added

+ 8,559
jobs

+ $369.9 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,540.0 M
annual sales

+ $831.3 M
annual value added

+ 6,252
jobs

+ $270.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,993.6 M
annual sales

$1,076.2 M
annual value added

8,093
jobs

$349.8 M
annual wages

Impact of digital tools on rural small business sales

+ 12.8%
sale growth
(past three years)

+ 16.6%
missed sale growth
(past three years)

+ 17.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Michigan to reach new customers

56.7%
Within the community

47.8%
Within state, outside the community

34.2%
Across the entire United States

33.4%
In neighboring states

15.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural Michigan

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Minnesota

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Minnesota, it could add $577 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$350.2 billion**

Adult population[2]: **4,311,636**

Civilian labor force[3]: **3,010,294**

Rural adult population[4]: **989,936**

Rural civilian labor force[5]: **640,052**

Rural population with access to broadband[6]: **84.1%**

Key Findings for Minnesota

Increased access of digital tools will unlock future economic growth

+ $1,039.6 M
annual sales

+ $576.7 M
annual value added

+ 4,201
jobs

+ $197.2 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $21.5 M
annual sales

+ $11.9 M
annual value added

+ 87
jobs

+ $4.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,171.1 M
annual sales

$649.7 M
annual value added

4,733
jobs

$222.2 M
annual wages

Impact of digital tools on rural small business sales

+ 0.2%
sale growth
(past three years)

+ 8.2%
missed sale growth
(past three years)

+ 7.3%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Minnesota to reach new customers

60.8%
Within the community

48.2%
Within state, outside the community

27.8%
Across the entire United States

32.5%
In neighboring states

9.6%
In countries outside the United States

How to Unlock the Digital Potential of Rural Minnesota

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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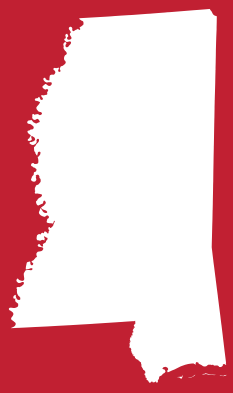
Unlocking the Digital Potential of Rural

Mississippi

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Mississippi, it could add $2,230 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$109.4 billion**
Adult population[2]: **2,338,750**
Civilian labor force[3]: **1,341,490**
Rural adult population[4]: **1,273,228**
Rural civilian labor force[5]: **687,232**
Rural population with access to broadband[6]: **62.7%**

Key Findings for Mississippi

Increased access of digital tools will unlock future economic growth

+ $4,129.3 M
annual sales

+ $2,230.3 M
annual value added

+ 19,637
jobs

+ $664.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,918.2 M
annual sales

+ $1,036.0 M
annual value added

+ 9,122
jobs

+ $308.8 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$3,859.9 M
annual sales

$2,084.8 M
annual value added

18,356
jobs

$621.3 M
annual wages

Impact of digital tools on rural small business sales

+ 15.2%
sale growth
(past three years)

+ 30.7%
missed sale growth
(past three years)

+ 32.8%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Mississippi to reach new customers

58.3%
Within the community

52.7%
Within state, outside the community

38.3%
Across the entire United States

40.6%
In neighboring states

14.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Mississippi

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Missouri

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Missouri, it could add $830 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$303.8 billion**
Adult population[2]: **4,823,223**
Civilian labor force[3]: **3,035,326**
Rural adult population[4]: **1,242,458**
Rural civilian labor force[5]: **685,248**
Rural population with access to broadband[6]: **59.5%**

Key Findings for Missouri

Increased access of digital tools will unlock future economic growth

+ $1,488.1 M
annual sales

+ $829.7 M
annual value added

+ 6,571
jobs

+ $273.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,491.7 M
annual sales

+ $1,389.2 M
annual value added

+ 11,002
jobs

+ $458.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,833.2 M
annual sales

$1,022.1 M
annual value added

8,094
jobs

$337.1 M
annual wages

Impact of digital tools on rural small business sales

+ 23.8%
sale growth
(past three years)

+ 17.5%
missed sale growth
(past three years)

+ 14.2%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Missouri to reach new customers

63.4%
Within the community

56.8%
Within state, outside the community

35.1%
Across the entire United States

43.9%
In neighboring states

16.2%
In countries outside the United States

How to Unlock the Digital Potential of Rural Missouri

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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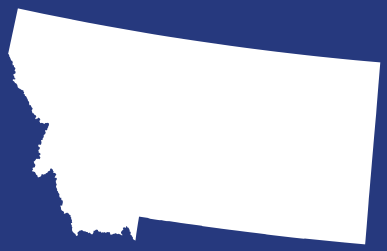
MONTANA

Unlocking the Digital Potential of Rural

Montana

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Montana, it could add $855 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$47.1 billion**

Adult population[2]: **822,530**

Civilian labor force[3]: **520,124**

Rural adult population[4]: **531,971**

Rural civilian labor force[5]: **328,472**

Rural population with access to broadband[6]: **67.7%**

Key Findings for Montana

Increased access of digital tools will unlock future economic growth

+ $1,485.9 M
annual sales

+ $854.8 M
annual value added

+ 7,813
jobs

+ $265.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $889.6 M
annual sales

+ $511.8 M
annual value added

+ 4,678
jobs

+ $158.6 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,287.0 M
annual sales

$740.4 M
annual value added

6,767
jobs

$229.5 M
annual wages

Impact of digital tools on rural small business sales

+ 14.3%
sale growth
(past three years)

+ 20.7%
missed sale growth
(past three years)

+ 23.9%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Montana to reach new customers

51.5%
Within the community

49.8%
Within state, outside the community

50.4%
Across the entire United States

40.8%
In neighboring states

25.2%
In countries outside the United States

How to Unlock the Digital Potential of Rural Montana

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
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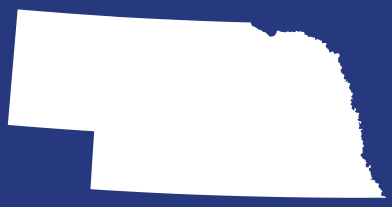
Unlocking the Digital Potential of Rural

Nebraska

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Nebraska, it could add $683 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$119.6 billion**
Adult population[2]: **1,463,872**
Civilian labor force[3]: **1,019,897**
Rural adult population[4]: **528,018**
Rural civilian labor force[5]: **355,052**
Rural population with access to broadband[6]: **75.2%**

Key Findings for Nebraska

Increased access of digital tools will unlock future economic growth

+ $1,239.7 M
annual sales

+ $683.0 M
annual value added

+ 4,742
jobs

+ $182.1 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,573.5 M
annual sales

+ $866.8 M
annual value added

+ 6,018
jobs

+ $231.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,379.5 M
annual sales

$760.0 M
annual value added

5,276
jobs

$202.7 M
annual wages

Impact of digital tools on rural small business sales

+ 16.6%
sale growth
(past three years)

+ 14.6%
missed sale growth
(past three years)

+ 13.1%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Nebraska to reach new customers

64.8%
Within the community

58.3%
Within state, outside the community

27.4%
Across the entire United States

35.6%
In neighboring states

11.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Nebraska

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

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38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

Nevada

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Nevada, it could add $354 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$158.3 billion**

Adult population[2]: **2,248,477**

Civilian labor force[3]: **1,435,687**

Rural adult population[4]: **217,385**

Rural civilian labor force[5]: **123,148**

Rural population with access to broadband[6]: **74.9%**

Key Findings for Nevada

Increased access of digital tools will unlock future economic growth

+ $599.9 M
annual sales

+ $353.5 M
annual value added

+ 3,273
jobs

+ $126.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $712.2 M
annual sales

+ $419.6 M
annual value added

+ 3,886
jobs

+ $150.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$474.0 M
annual sales

$279.3 M
annual value added

2,586
jobs

$100.1 M
annual wages

Impact of digital tools on rural small business sales

+ 19.9%
sale growth
(past three years)

+ 13.2%
missed sale growth
(past three years)

+ 16.8%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Nevada to reach new customers

54.5%
Within the community

50.2%
Within state, outside the community

36.7%
Across the entire United States

41.1%
In neighboring states

16.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Nevada

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
EmpoweringRuralBusinesses.com

1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
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5. Ibid.
6. Federal Communications Commission. 2018. "2018 Broadband Deployment Report" and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

New Hampshire

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For New Hampshire, it could add $499 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$81.7 billion**

Adult population[2]: **1,094,783**

Civilian labor force[3]: **744,528**

Rural adult population[4]: **416,113**

Rural civilian labor force[5]: **265,628**

Rural population with access to broadband[6]: **87.8%**

Key Findings for New Hampshire

Increased access of digital tools will unlock future economic growth

+ $877.3 M
annual sales

+ $499.0 M
annual value added

+ 4,660
jobs

+ $200.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $516.4 M
annual sales

+ $293.7 M
annual value added

+ 2,743
jobs

+ $117.7 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$817.2 M
annual sales

$464.8 M
annual value added

4,341
jobs

$186.3 M
annual wages

Impact of digital tools on rural small business sales

+ 9.5%
sale growth
(past three years)

+ 15.0%
missed sale growth
(past three years)

+ 16.1%
potential sale growth
(next three years)

Digital tools allow small rural businesses in New Hampshire to reach new customers

55.0%
Within the community

61.1%
Within state, outside the community

36.8%
Across the entire United States

42.2%
In neighboring states

14.6%
In countries outside the United States

How to Unlock the Digital Potential of Rural New Hampshire

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

New Mexico

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For New Mexico, it could add $520 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$94.2 billion**
Adult population[2]: **1,637,594**
Civilian labor force[3]: **957,385**
Rural adult population[4]: **539,668**
Rural civilian labor force[5]: **289,888**
Rural population with access to broadband[6]: **60.7%**

Key Findings for New Mexico

Increased access of digital tools will unlock future economic growth

+ $869.8 M
annual sales

+ $519.8 M
annual value added

+ 4,311
jobs

+ $161.4 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $447.9 M
annual sales

+ $267.7 M
annual value added

+ 2,220
jobs

+ $83.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$607.4 M
annual sales

$363.0 M
annual value added

3,011
jobs

$112.7 M
annual wages

Impact of digital tools on rural small business sales

+ 7.5%
sale growth
(past three years)

+ 10.2%
missed sale growth
(past three years)

+ 14.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in New Mexico to reach new customers

55.1%
Within the community

56.1%
Within state, outside the community

47.4%
Across the entire United States

43.8%
In neighboring states

24.8%
In countries outside the United States

How to Unlock the Digital Potential of Rural New Mexico

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

New York

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For New York, it could add $1,364 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$1,606.6 billion**
Adult population[2]: **15,964,950**
Civilian labor force[3]: **10,100,102**
Rural adult population[4]: **1,149,881**
Rural civilian labor force[5]: **667,084**
Rural population with access to broadband[6]: **83.9%**

Key Findings for New York

Increased access of digital tools will unlock future economic growth

+ $2,288.1 M
annual sales

+ $1,364.3 M
annual value added

+ 9,605
jobs

+ $549.3 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,492.1 M
annual sales

+ $4,889.7 M
annual value added

+ 6,263
jobs

+ $358.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,820.7 M
annual sales

$1,085.6 M
annual value added

7,643
jobs

$437.1 M
annual wages

Impact of digital tools on rural small business sales

+ 15.0%
sale growth
(past three years)

+ 18.3%
missed sale growth
(past three years)

+ 23.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in New York to reach new customers

62.1%
Within the community

54.7%
Within state, outside the community

37.0%
Across the entire United States

33.8%
In neighboring states

15.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural New York

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Unlocking the Digital Potential of Rural

North Carolina

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For North Carolina, it could add $1,881 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$540.5 billion**
Adult population[2]: **7,907,915**
Civilian labor force[3]: **4,865,408**
Rural adult population[4]: **1,779,543**
Rural civilian labor force[5]: **973,852**
Rural population with access to broadband[6]: **82.3%**

Key Findings for North Carolina

Increased access of digital tools will unlock future economic growth

+ $3,505.6 M
annual sales

+ $1,881.3 M
annual value added

+ 16,127
jobs

+ $654.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $3,288.9 M
annual sales

+ $1,765.0 M
annual value added

+ 15,130
jobs

+ $613.6 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,986.7 M
annual sales

$1,602.8 M
annual value added

13,740
jobs

$557.2 M
annual wages

Impact of digital tools on rural small business sales

+ 20.9%
sale growth
(past three years)

+ 19.0%
missed sale growth
(past three years)

+ 22.3%
potential sale growth
(next three years)

Digital tools allow small rural businesses in North Carolina to reach new customers

65.8%
Within the community

54.3%
Within state, outside the community

38.6%
Across the entire United States

38.1%
In neighboring states

14.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural North Carolina

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Unlocking the Digital Potential of Rural

North Dakota

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For North Dakota, it could add $507 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$52.5 billion**
Adult population[2]: **585,370**
Civilian labor force[3]: **406,834**
Rural adult population[4]: **295,185**
Rural civilian labor force[5]: **195,591**
Rural population with access to broadband[6]: **88.6%**

Key Findings for North Dakota

Increased access of digital tools will unlock future economic growth

+ $876.6 M
annual sales

+ $507.1 M
annual value added

+ 3,144
jobs

+ $130.5 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $511.4 M
annual sales

+ $295.9 M
annual value added

+ 1,834
jobs

+ $76.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$687.8 M
annual sales

$397.9 M
annual value added

2,467
jobs

$102.4 M
annual wages

Impact of digital tools on rural small business sales

+ 6.1%
sale growth
(past three years)

+ 8.3%
missed sale growth
(past three years)

+ 10.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in North Dakota to reach new customers

67.6%
Within the community

50.4%
Within state, outside the community

35.6%
Across the entire United States

30.1%
In neighboring states

19.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural North Dakota

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Unlocking the Digital Potential of Rural

Ohio

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Ohio, it could add $2,613 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$645.7 billion**
Adult population[2]: **9,255,859**
Civilian labor force[3]: **5,849,603**
Rural adult population[4]: **1,892,379**
Rural civilian labor force[5]: **1,128,763**
Rural population with access to broadband[6]: **78.2%**

Key Findings for Ohio

Increased access of digital tools will unlock future economic growth

+ $4,753.7 M
annual sales

+ $2,612.9 M
annual value added

+ 20,500
jobs

+ $853.2 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $4,637.3 M
annual sales

+ $2,549.0 M
annual value added

+ 19,998
jobs

+ $832.3 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$3,290.4 M
annual sales

$1,808.6 M
annual value added

14,190
jobs

$590.6 M
annual wages

Impact of digital tools on rural small business sales

+ 20.5%
sale growth
(past three years)

+ 14.5%
missed sale growth
(past three years)

+ 21.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Ohio to reach new customers

66.1%
Within the community

55.6%
Within state, outside the community

33.1%
Across the entire United States

31.2%
In neighboring states

11.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Ohio

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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OKLAHOMA

Unlocking the Digital Potential of Rural

Oklahoma

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Oklahoma, it could add $1,558 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$188.6 billion**

Adult population[2]: **3,025,259**

Civilian labor force[3]: **1,843,120**

Rural adult population[4]: **1,059,489**

Rural civilian labor force[5]: **593,308**

Rural population with access to broadband[6]: **63.6%**

Key Findings for Oklahoma

Increased access of digital tools will unlock future economic growth

+ $2,695.5 M
annual sales

+ $1,557.9 M
annual value added

+ 10,412
jobs

+ $409.3 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,391.7 M
annual sales

+ $1,382.4 M
annual value added

+ 9,239
jobs

+ $363.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,905.0 M
annual sales

$1,101.1 M
annual value added

7,358
jobs

$289.3 M
annual wages

Impact of digital tools on rural small business sales

+ 17.5%
sale growth
(past three years)

+ 13.9%
missed sale growth
(past three years)

+ 19.7%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Oklahoma to reach new customers

57.1%
Within the community

48.8%
Within state, outside the community

34.9%
Across the entire United States

34.9%
In neighboring states

12.8%
In countries outside the United States

How to Unlock the Digital Potential of Rural Oklahoma

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Oregon

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Oregon, it could add $660 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$227.2 billion**

Adult population[2]: **3,219,754**

Civilian labor force[3]: **1,993,417**

Rural adult population[4]: **533,124**

Rural civilian labor force[5]: **286,095**

Rural population with access to broadband[6]: **79.8%**

Key Findings for Oregon

Increased access of digital tools will unlock future economic growth

+ $1,242.7 M
annual sales

+ $659.9 M
annual value added

+ 5,876
jobs

+ $249.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,241.4 M
annual sales

+ $659.2 M
annual value added

+ 5,870
jobs

+ $248.7 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,110.9 M
annual sales

$589.9 M
annual value added

5,253
jobs

$222.6 M
annual wages

Impact of digital tools on rural small business sales

+ 28.5%
sale growth
(past three years)

+ 25.5%
missed sale growth
(past three years)

+ 28.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Oregon to reach new customers

59.6%
Within the community

50.4%
Within state, outside the community

36.8%
Across the entire United States

36.7%
In neighboring states

20.2%
In countries outside the United States

How to Unlock the Digital Potential of Rural Oregon

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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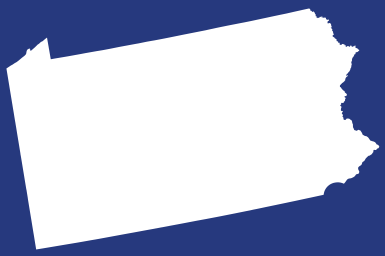
Unlocking the Digital Potential of Rural

Pennsylvania

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Pennsylvania, it could add $1,921 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$756.3 billion**

Adult population[2]: **10,402,780**

Civilian labor force[3]: **6,512,133**

Rural adult population[4]: **1,228,611**

Rural civilian labor force[5]: **691,193**

Rural population with access to broadband[6]: **78.1%**

Key Findings for Pennsylvania

Increased access of digital tools will unlock future economic growth

+ $3,401.4 M
annual sales

+ $1,920.7 M
annual value added

+ 14,746
jobs

+ $654.3 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,179.1 M
annual sales

+ $1,230.4 M
annual value added

+ 9,447
jobs

+ $419.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,992.1 M
annual sales

$1,689.6 M
annual value added

12,971
jobs

$575.5 M
annual wages

Impact of digital tools on rural small business sales

+ 17.1%
sale growth
(past three years)

+ 23.4%
missed sale growth
(past three years)

+ 26.7%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Pennsylvania to reach new customers

65.4%
Within the community

48.7%
Within state, outside the community

31.9%
Across the entire United States

39.2%
In neighboring states

13.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural Pennsylvania

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
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1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
3. Ibid.
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5. Ibid.
6. Federal Communications Commission. 2018. "2018 Broadband Deployment Report" and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

South Carolina

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For South Carolina, it could add $430 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$221.7 billion**

Adult population[2]: **3,871,553**

Civilian labor force[3]: **2,323,777**

Rural adult population[4]: **605,200**

Rural civilian labor force[5]: **322,072**

Rural population with access to broadband[6]: **67.5%**

Key Findings for South Carolina

Increased access of digital tools will unlock future economic growth

+ $791.5 M
annual sales

+ $429.7 M
annual value added

+ 3,999
jobs

+ $146.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $509.3 M
annual sales

+ $276.5 M
annual value added

+ 2,573
jobs

+ $93.9 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$497.2 M
annual sales

$269.9 M
annual value added

2,512
jobs

$91.7 M
annual wages

Impact of digital tools on rural small business sales

+ 10.0%
sale growth
(past three years)

+ 9.8%
missed sale growth
(past three years)

+ 15.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in South Carolina to reach new customers

56.0%
Within the community

51.6%
Within state, outside the community

37.4%
Across the entire United States

38.8%
In neighboring states

9.9%
In countries outside the United States

How to Unlock the Digital Potential of Rural South Carolina

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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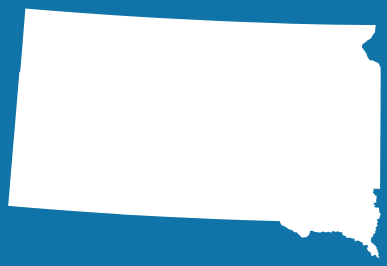
Unlocking the Digital Potential of Rural

South Dakota

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For South Dakota, it could add $453 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$49.8 billion**

Adult population[2]: **663,635**

Civilian labor force[3]: **453,329**

Rural adult population[4]: **340,474**

Rural civilian labor force[5]: **225,958**

Rural population with access to broadband[6]: **82.9%**

Key Findings for South Dakota

Increased access of digital tools will unlock future economic growth

+ $810.2 M
annual sales

+ $453.2 M
annual value added

+ 3,506
jobs

+ $120.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $519.4 M
annual sales

+ $290.5 M
annual value added

+ 2,247
jobs

+ $77.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$566.4 M
annual sales

$316.8 M
annual value added

2,451
jobs

$84.4 M
annual wages

Impact of digital tools on rural small business sales

+ 9.3%
sale growth
(past three years)

+ 10.2%
missed sale growth
(past three years)

+ 14.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in South Dakota to reach new customers

63.2%
Within the community

63.9%
Within state, outside the community

47.1%
Across the entire United States

43.5%
In neighboring states

14.3%
In countries outside the United States

How to Unlock the Digital Potential of Rural South Dakota

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Tennessee

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Tennessee, it could add $1,191 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$349.6 billion**
Adult population[2]: **5,222,438**
Civilian labor force[3]: **3,175,503**
Rural adult population[4]: **1,208,295**
Rural civilian labor force[5]: **649,609**
Rural population with access to broadband[6]: **79.9%**

Key Findings for Tennessee

Increased access of digital tools will unlock future economic growth

+ $2,182.8 M
annual sales

+ $1,191.2 M
annual value added

+ 9,397
jobs

+ $369.6 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,668.5 M
annual sales

+ $910.5 M
annual value added

+ 7,183
jobs

+ $282.5 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,812.4 M
annual sales

$1,534.7 M
annual value added

12,107
jobs

$476.2 M
annual wages

Impact of digital tools on rural small business sales

+ 16.5%
sale growth
(past three years)

+ 27.9%
missed sale growth
(past three years)

+ 21.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Tennessee to reach new customers

64.7%
Within the community

51.3%
Within state, outside the community

38.5%
Across the entire United States

38.3%
In neighboring states

15.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Tennessee

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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Unlocking the Digital Potential of Rural

Texas

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Texas, it could add $3,760 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$1,645.1 billion**
Adult population[2]: **20,599,223**
Civilian labor force[3]: **13,219,523**
Rural adult population[4]: **2,384,838**
Rural civilian labor force[5]: **1,303,776**
Rural population with access to broadband[6]: **70.0%**

Key Findings for Texas

Increased access of digital tools will unlock future economic growth

+ $6,656.9 M
annual sales

+ $3,760.0 M
annual value added

+ 23,433
jobs

+ $962.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $6,107.4 M
annual sales

+ $3,449.6 M
annual value added

+ 21,499
jobs

+ $883.3 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$6,157.3 M
annual sales

$3,477.8 M
annual value added

21,675
jobs

$890.5 M
annual wages

Impact of digital tools on rural small business sales

+ 23.1%
sale growth
(past three years)

+ 23.3%
missed sale growth
(past three years)

+ 25.1%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Texas to reach new customers

63.6%
Within the community

46.9%
Within state, outside the community

30.8%
Across the entire United States

28.7%
In neighboring states

14.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Texas

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
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Unlocking the Digital Potential of Rural

Utah

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Utah, it could add $216 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$164.9 billion**

Adult population[2]: **2,136,930**

Civilian labor force[3]: **1,447,260**

Rural adult population[4]: **232,368**

Rural civilian labor force[5]: **144,824**

Rural population with access to broadband[6]: **78.2%**

Key Findings for Utah

Increased access of digital tools will unlock future economic growth

+ $380.2 M
annual sales

+ $215.6 M
annual value added

+ 1,868
jobs

+ $73.2 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $275.4 M
annual sales

+ $156.2 M
annual value added

+ 1,354
jobs

+ $53.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$276.9 M
annual sales

$157.0 M
annual value added

1,361
jobs

$53.3 M
annual wages

Impact of digital tools on rural small business sales

+ 9.4%
sale growth
(past three years)

+ 9.5%
missed sale growth
(past three years)

+ 13.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Utah to reach new customers

62.1%
Within the community

54.8%
Within state, outside the community

48.7%
Across the entire United States

48.2%
In neighboring states

23.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural Utah

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Unlocking the Digital Potential of Rural

Vermont

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Vermont, it could add $578 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$32.5 billion**
Adult population[2]: **520,197**
Civilian labor force[3]: **344,324**
Rural adult population[4]: **341,423**
Rural civilian labor force[5]: **219,385**
Rural population with access to broadband[6]: **83.2%**

Key Findings for Vermont

Increased access of digital tools will unlock future economic growth

+ $1,007.1 M
annual sales

+ $577.6 M
annual value added

+ 5,549
jobs

+ $203.4 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $393.2 M
annual sales

+ $225.5 M
annual value added

+ 2,166
jobs

+ $79.4 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$854.1 M
annual sales

$489.9 M
annual value added

4,705
jobs

$172.5 M
annual wages

Impact of digital tools on rural small business sales

+ 8.8%
sale growth
(past three years)

+ 19.1%
missed sale growth
(past three years)

+ 22.5%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Vermont to reach new customers

59.6%
Within the community

52.0%
Within state, outside the community

40.1%
Across the entire United States

48.0%
In neighboring states

19.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural Vermont

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

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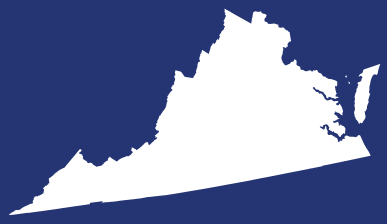
Unlocking the Digital Potential of Rural

Virginia

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Virginia, it could add $1,291 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.



State Stats

GDP[1]: **$510.6 billion**

Adult population[2]: **6,653,111**

Civilian labor force[3]: **4,291,796**

Rural adult population[4]: **870,925**

Rural civilian labor force[5]: **467,964**

Rural population with access to broadband[6]: **73.2%**

Key Findings for Virginia

Increased access of digital tools will unlock future economic growth

+ $2,244.6 M
annual sales

+ $1,291.2 M
annual value added

+ 9,415
jobs

+ $452.4 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $1,695.4 M
annual sales

+ $975.3 M
annual value added

+ 7,112
jobs

+ $341.7 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,163.6 M
annual sales

$1,244.6 M
annual value added

9,076
jobs

$436.1 M
annual wages

Impact of digital tools on rural small business sales

+ 22.9%
sale growth
(past three years)

+ 29.2%
missed sale growth
(past three years)

+ 30.3%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Virginia to reach new customers

59.3%
Within the community

54.5%
Within state, outside the community

36.9%
Across the entire United States

35.2%
In neighboring states

12.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Virginia

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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Unlocking the Digital Potential of Rural

Washington

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Washington, it could add $331 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$524.3 billion**

Adult population[2]: **5,647,697**

Civilian labor force[3]: **3,576,013**

Rural adult population[4]: **583,726**

Rural civilian labor force[5]: **313,674**

Rural population with access to broadband[6]: **92.2%**

Key Findings for Washington

Increased access of digital tools will unlock future economic growth

+ $594.4 M
annual sales

+ $330.5 M
annual value added

+ 2,483
jobs

+ $116.7 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $585.6 M
annual sales

+ $325.6 M
annual value added

+ 2,446
jobs

+ $114.9 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$464.9 M
annual sales

$258.5 M
annual value added

1,942
jobs

$91.3 M
annual wages

Impact of digital tools on rural small business sales

+ 14.5%
sale growth
(past three years)

+ 11.5%
missed sale growth
(past three years)

+ 14.8%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Washington to reach new customers

61.9%
Within the community

64.9%
Within state, outside the community

37.6%
Across the entire United States

48.2%
In neighboring states

31.7%
In countries outside the United States

How to Unlock the Digital Potential of Rural Washington

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

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Unlocking the Digital Potential of Rural

West Virginia

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For West Virginia, it could add $1,878 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$74.0 billion**
Adult population[2]: **1,509,212**
Civilian labor force[3]: **811,627**
Rural adult population[4]: **582,566**
Rural civilian labor force[5]: **292,132**
Rural population with access to broadband[6]: **75.6%**

Key Findings for West Virginia

Increased access of digital tools will unlock future economic growth

+ $3,252.2 M
annual sales

+ $1,877.7 M
annual value added

+ 16,373
jobs

+ $591.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,590.6 M
annual sales

+ $1,495.7 M
annual value added

+ 13,042
jobs

+ $470.8 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$1,955.1 M
annual sales

$1,128.8 M
annual value added

9,843
jobs

$355.3 M
annual wages

Impact of digital tools on rural small business sales

+ 45.9%
sale growth
(past three years)

+ 34.6%
missed sale growth
(past three years)

+ 57.6%
potential sale growth
(next three years)

Digital tools allow small rural businesses in West Virginia to reach new customers

66.3%
Within the community

50.9%
Within state, outside the community

38.1%
Across the entire United States

36.4%
In neighboring states

22.0%
In countries outside the United States

How to Unlock the Digital Potential of Rural West Virginia

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
EmpoweringRuralBusinesses.com

1. U.S. Bureau of Economic Analysis (2017 data).
2. U.S. Census American Community Survey (5-year estimates 2012-16).
3. Ibid.
4. U.S. Census American Community Survey (5-year estimates 2012-16) and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).
5. Ibid.
6. Federal Communications Commission. 2018. "2018 Broadband Deployment Report" and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

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Unlocking the Digital Potential of Rural

Wisconsin

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Wisconsin, it could add $1,407 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$321.4 billion**
Adult population[2]: **4,603,725**
Civilian labor force[3]: **3,079,765**
Rural adult population[4]: **1,220,912**
Rural civilian labor force[5]: **771,826**
Rural population with access to broadband[6]: **68.0%**

Key Findings for Wisconsin

Increased access of digital tools will unlock future economic growth

+ $2,606.1 M
annual sales

+ $1,406.6 M
annual value added

+ 11,208
jobs

+ $463.0 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $2,190.3 M
annual sales

+ $1,182.1 M
annual value added

+ 9,419
jobs

+ $389.1 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$2,215.2 M
annual sales

$1,195.6 M
annual value added

9,526
jobs

$393.5 M
annual wages

Impact of digital tools on rural small business sales

+ 16.0%
sale growth
(past three years)

+ 16.1%
missed sale growth
(past three years)

+ 19.0%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Wisconsin to reach new customers

62.7%
Within the community

47.1%
Within state, outside the community

33.5%
Across the entire United States

30.3%
In neighboring states

14.5%
In countries outside the United States

How to Unlock the Digital Potential of Rural Wisconsin

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
Nearly 41% of rural small businesses agree that policymakers should create incentive programs that make it easier for rural small businesses to incorporate digital technology into their daily operations.

learn more at:
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1. U.S. Bureau of Economic Analysis (2017 data).
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Source: Pham, Nam D. and Mary Donovan. 2019. "Unlocking the Digital Potential of Rural America." U.S. Chamber Technology Engagement Center (C_TEC)

Unlocking the Digital Potential of Rural

Wyoming

Unlocking the digital potential for rural small businesses across the country could add $47 billion to the U.S. GDP per year. For Wyoming, it could add $204 million to the state GDP per year, according to a new study by the U.S. Chamber of Commerce and Amazon. The study estimates the economic impact of digital technologies on rural small businesses based on official statistics and a survey to more than 5,000 rural small businesses across the country.

State Stats

GDP[1]: **$38.0 billion**
Adult population[2]: **459,198**
Civilian labor force[3]: **308,716**
Rural adult population[4]: **319,234**
Rural civilian labor force[5]: **215,342**
Rural population with access to broadband[6]: **73.2%**

Key Findings for Wyoming

Increased access of digital tools will unlock future economic growth

+ $339.0 M
annual sales

+ $203.8 M
annual value added

+ 1,381
jobs

+ $57.5 M
annual wages

Economic impact of digital tools on rural small businesses in the past three years

+ $992.0 M
annual sales

+ $596.4 M
annual value added

+ 4,040
jobs

+ $168.2 M
annual wages

Unrealized gains due to the lack of access to digital tools by rural small businesses in the past three years

$505.4 M
annual sales

$4,303.9 M
annual value added

2,058
jobs

$85.7 M
annual wages

Impact of digital tools on rural small business sales

+ 15.8%
sale growth
(past three years)

+ 8.0%
missed sale growth
(past three years)

+ 5.4%
potential sale growth
(next three years)

Digital tools allow small rural businesses in Wyoming to reach new customers

60.6%
Within the community

53.7%
Within state, outside the community

49.7%
Across the entire United States

45.0%
In neighboring states

26.4%
In countries outside the United States

How to Unlock the Digital Potential of Rural Wyoming

Increase digital connectivity in rural areas.
66% of rural small businesses say poor internet or cell phone connectivity negatively impacts their business.

Increase the talent pipeline of candidates trained in digital skills (cloud, digital marketing).
38% of rural small businesses say they can't hire the talent with the right digital skills in their area.

Increase adoption of digital training and digital tools by rural small businesses so they can scale their operations.
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