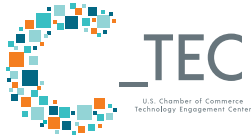




Unlocking the Digital Potential of Rural

# 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<sup>1</sup>: **\$352.3 billion**
- Adult population<sup>2</sup>: **5,185,793**
- Civilian labor force<sup>3</sup>: **3,314,108**
- Rural adult population<sup>4</sup>: **1,161,527**
- Rural civilian labor force<sup>5</sup>: **711,657**
- Rural population with access to broadband<sup>6</sup>: **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



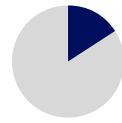
**38.3%**

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.*

**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](http://EmpoweringRuralBusinesses.com)

<sup>1</sup> U.S. Bureau of Economic Analysis (2017 data).

<sup>2</sup> U.S. Census American Community Survey (5-year estimates 2012-16).

<sup>3</sup> Ibid.

<sup>4</sup> U.S. Census American Community Survey (5-year estimates 2012-16) and U.S. Department of Agriculture 2013 Rural-Urban Continuum Codes (4-9).

<sup>5</sup> Ibid.

<sup>6</sup> 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)