

# BASTROP COUNTY, TEXAS

## Business Survey Results

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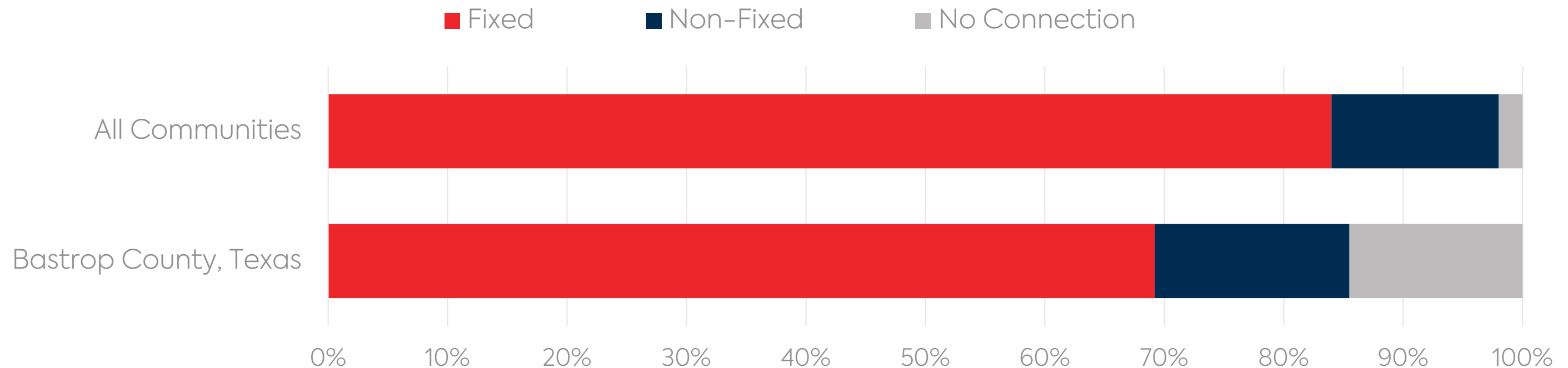


Positive economic activity in a community depends on the success of its private-sector business establishments to develop new and innovative products, provide services, attract investment, and create jobs. Small business establishment, growth, entrepreneurship, and innovation are hallmarks of the American economic system, and internet connectivity — coupled with new technology, devices, and applications — is perpetuating these ideals in new and exciting ways. The data below show the connectivity and use of technology among businesses in the community compared to those in other communities participating in Connected Nation’s Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community. This information was gathered through surveys distributed in the community.

Data from Bastrop County represent survey responses collected between July 6, 2020, and November 16, 2020. Altogether, 179 Bastrop County businesses responded to the survey. Data from all Connected communities represent survey responses collected between January 1, 2017, and January 29, 2021. As more communities participate in the Connected program, these figures are likely to change.

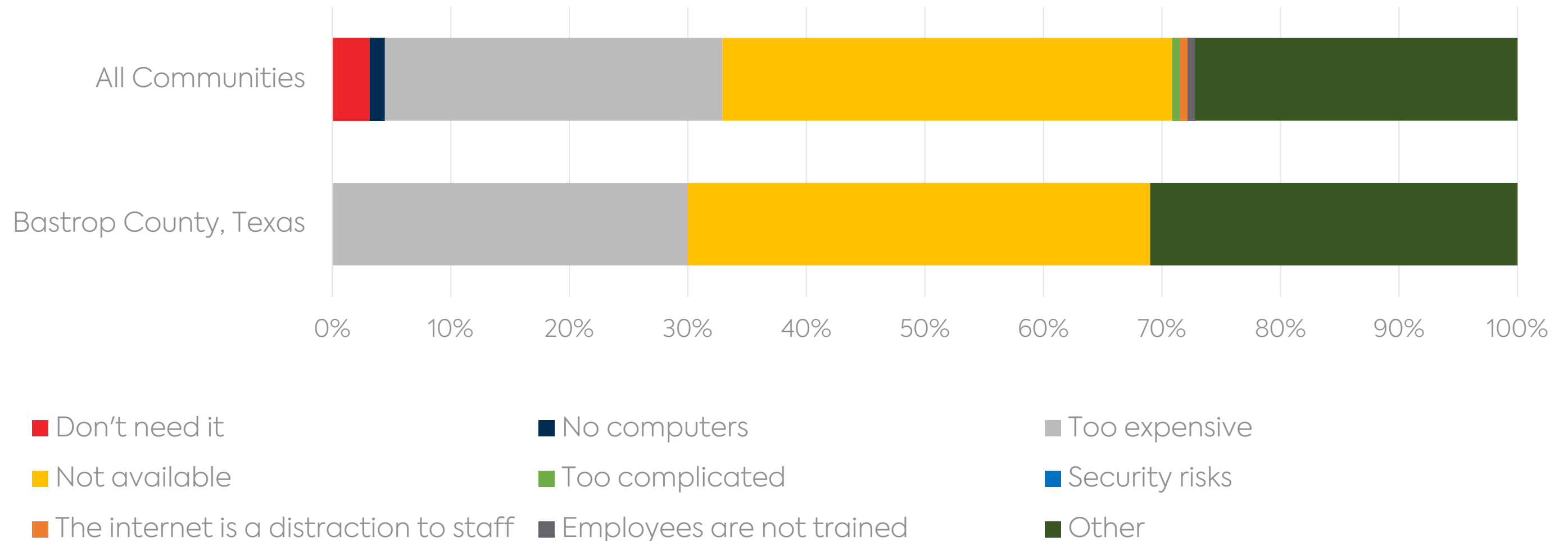
# Business Broadband Adoption

This chart shows the percent of businesses that subscribe to various types of broadband services or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology while non-fixed connections include dial-up, satellite, and mobile-only services. These types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



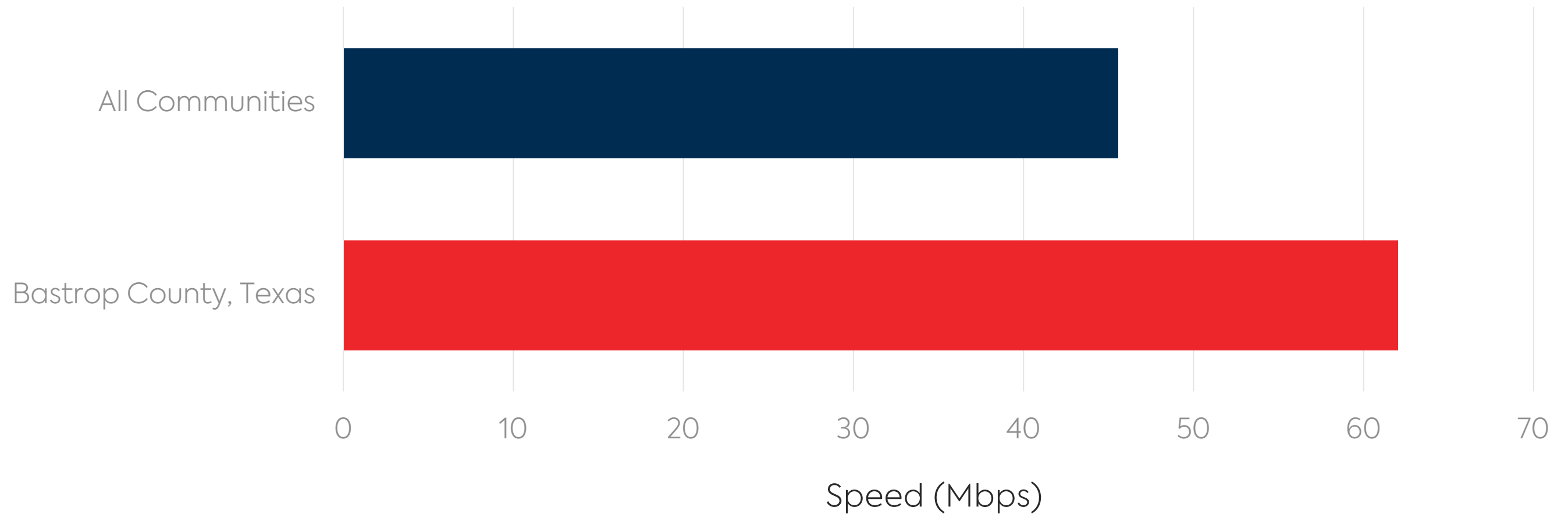
# Barriers to Business Broadband Adoption

This chart shows the primary reason businesses do not or cannot subscribe to broadband. The chart compares businesses in the community to those across other participating communities.



# Business Download Speeds

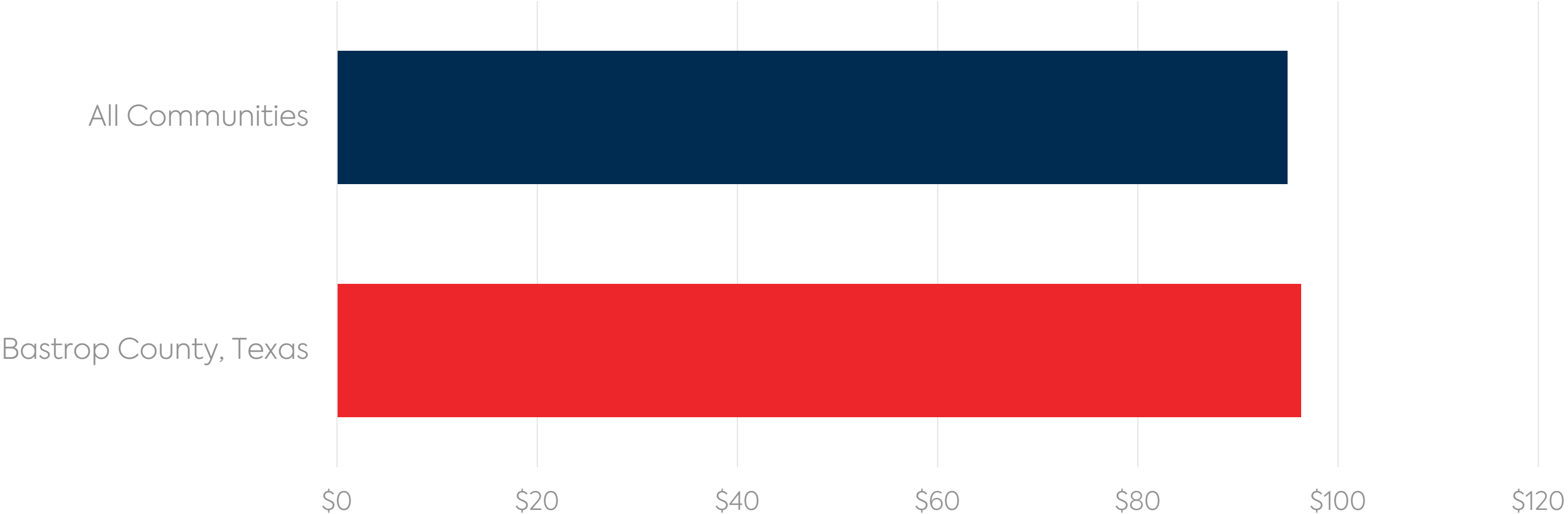
Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among businesses with a connection in the community compared to those in other Connected communities.



# Average Monthly Cost of Business Internet Service



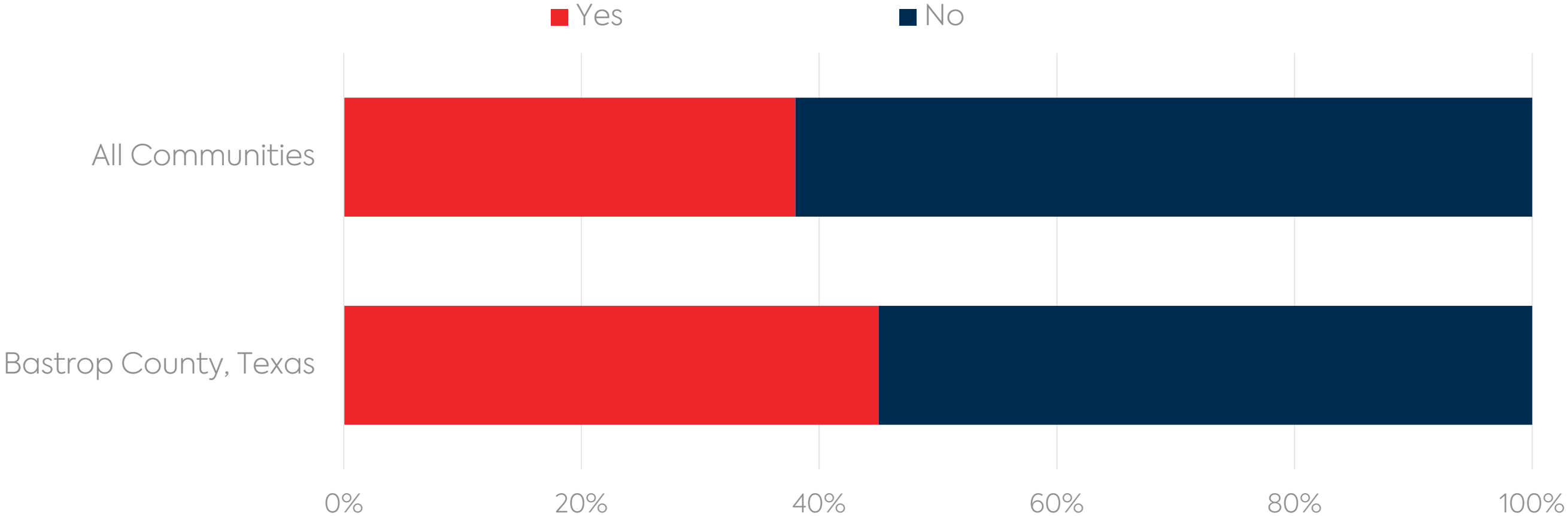
The cost of service can prevent some businesses from being able to access the internet. This chart shows the average reported monthly cost of service among businesses in the community compared to those in other Connected communities.



# Satisfaction Among Businesses

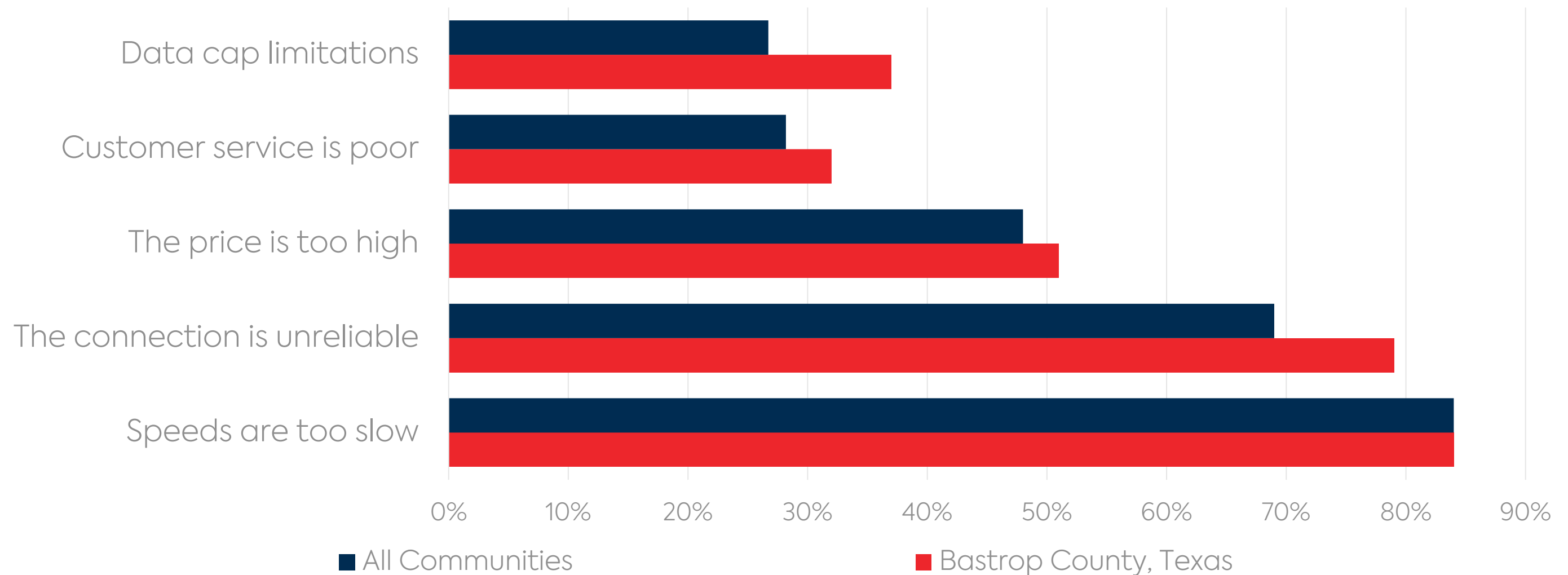


Competition provides businesses with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percent of businesses who state that their internet service meets or does not meet their needs.



# Reasons for Dissatisfaction

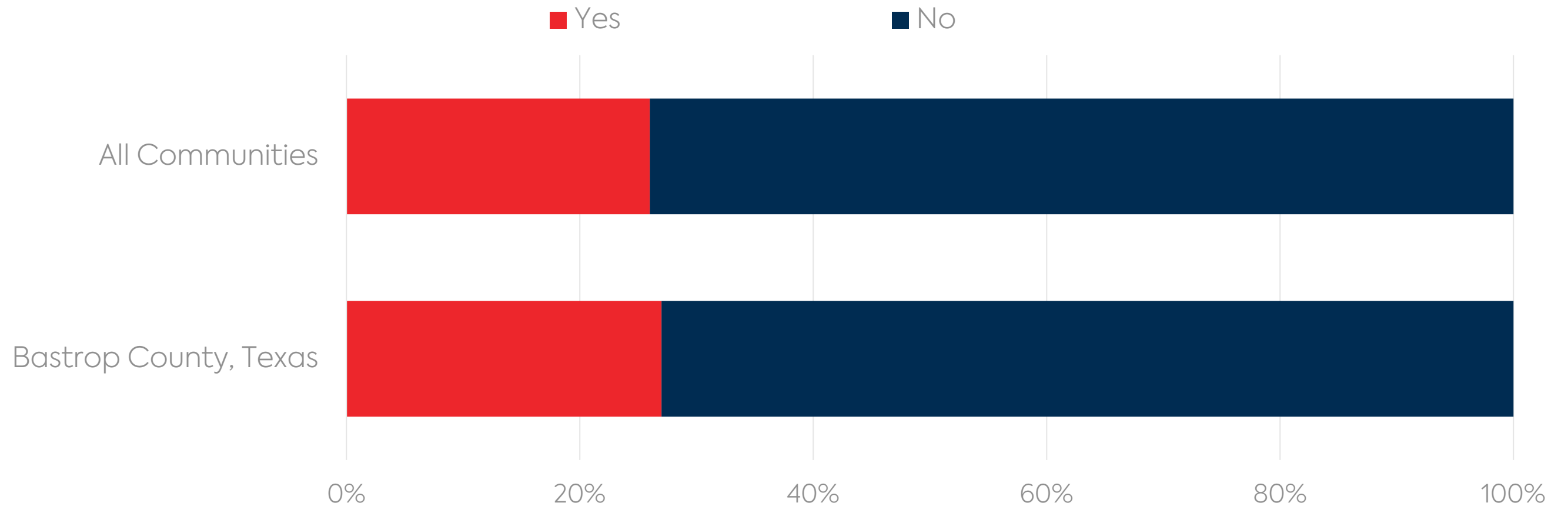
This chart shows the various reasons why local businesses report being dissatisfied with their current internet service.





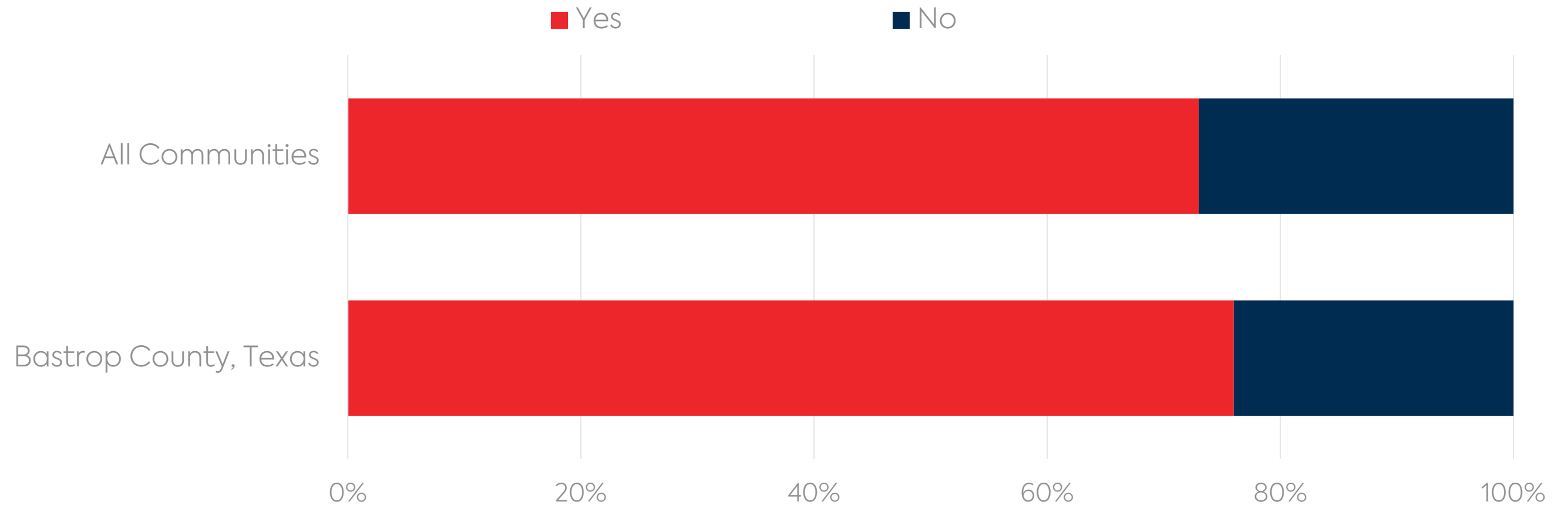
# Businesses Offering Public Wi-Fi

Public Wi-Fi can help create a better-connected community by providing additional access points for those with devices limited by mobile data plans or those without mobile broadband capability.



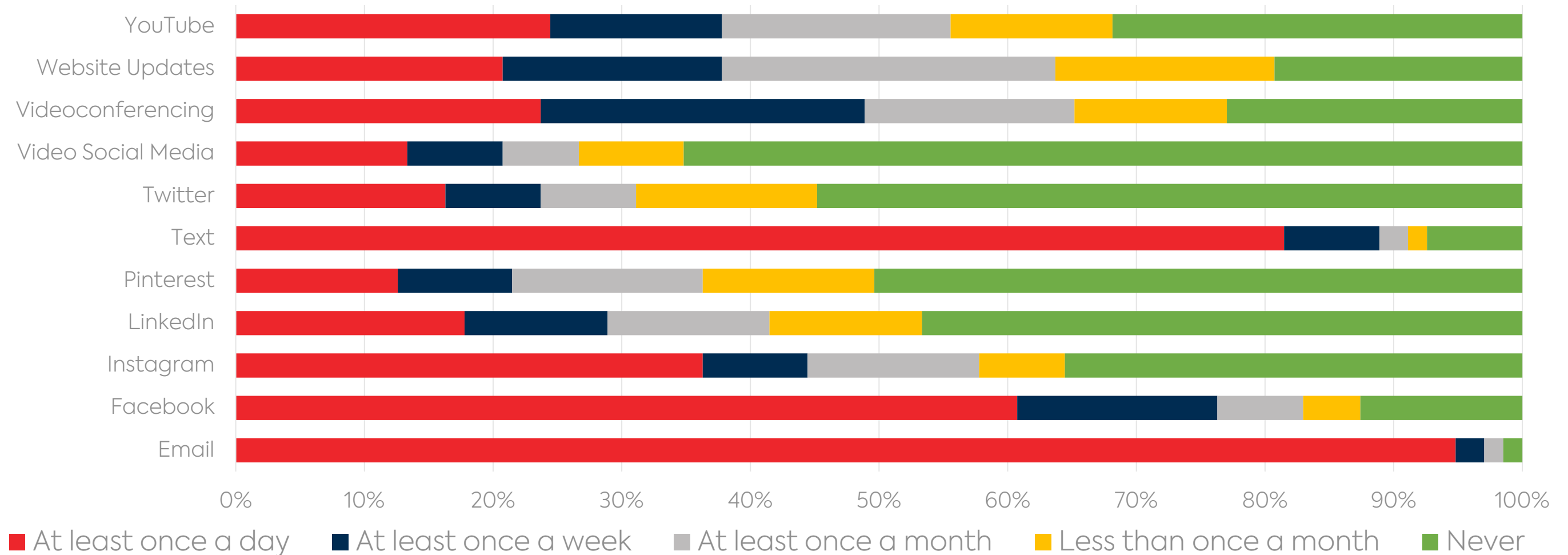
# Businesses with Websites

A website is one of the most basic ways through which a business establishes an online presence. A website provides a “virtual face” for a business. This chart shows the percent of businesses in the community with a website.



# Digital Communications

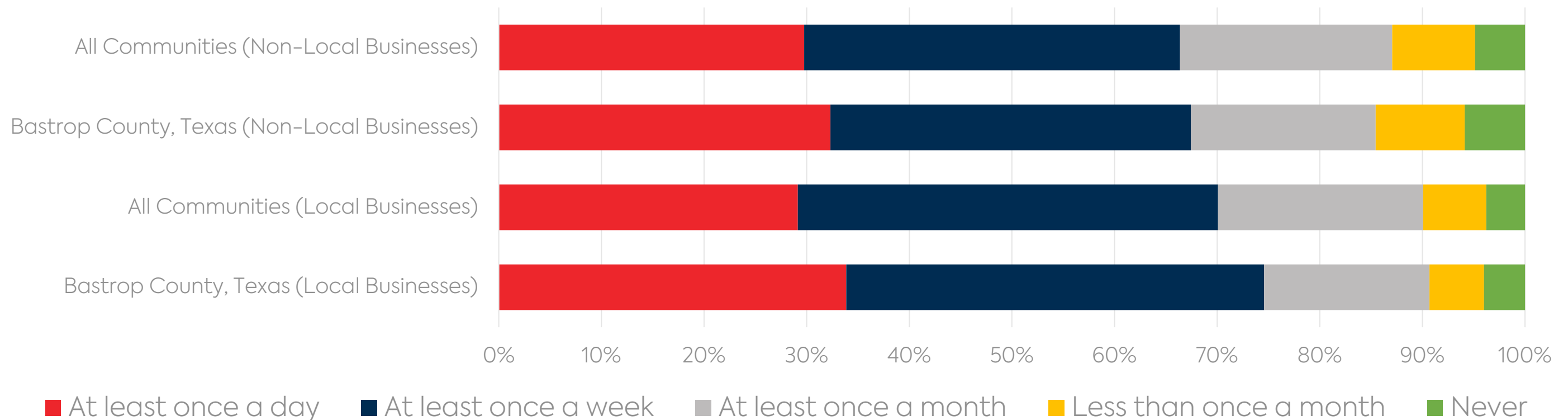
Technology, coupled with an internet connection, provides a myriad of ways to digitally interact with the world or even those in one's own community. This chart shows the average frequency with which businesses use various digital communications tools.



# Digital Communications Continued

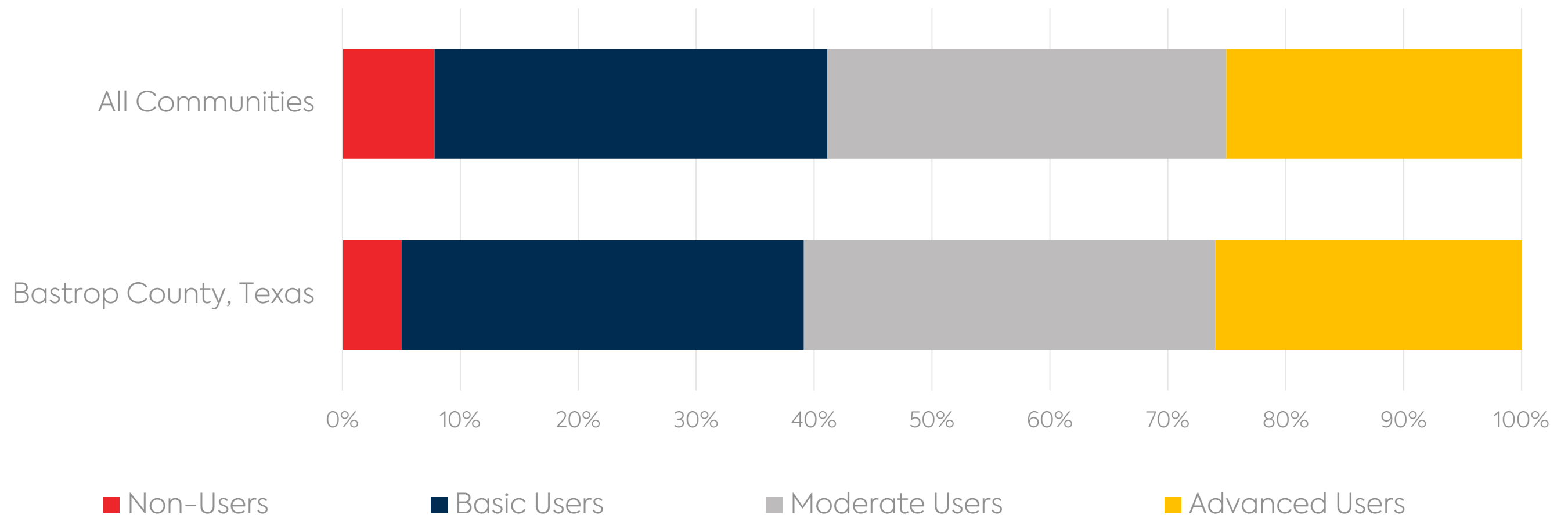
The chart below shows the frequency with which residents in the community report that they digitally interact with local and non-local businesses (i.e., those within 50 miles of the community and those farther than 50 miles, respectively). Examining the digital interaction of residents and the digital communications tools used by local businesses can help identify ways to increase the online presence of businesses in the community.

How Frequently Residents Interact with Businesses via the Internet



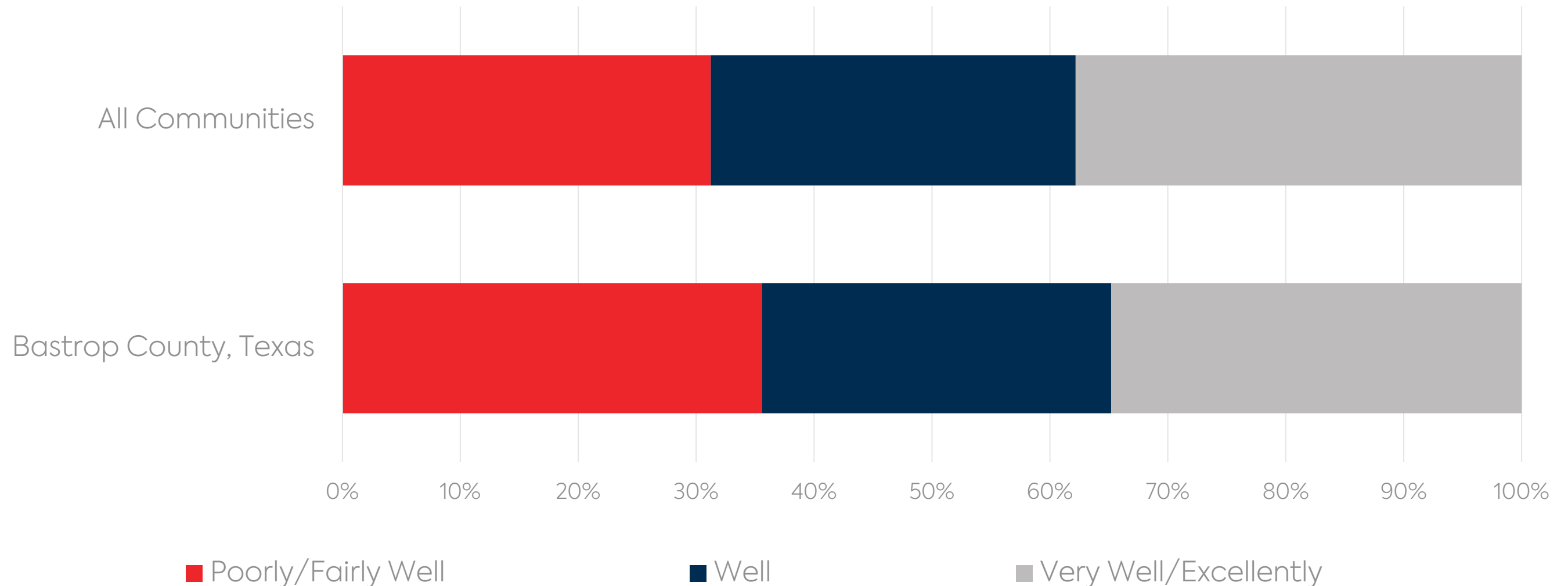
# Employer Technology Needs

The technology-related skills necessary to be successful on the job are changing to keep pace with new innovations, tools, and applications that make production and services more efficient. The skills of the workforce should match the needed skills of the employer for establishments to take advantage of new technologies. This chart shows the mix of employee technology skills (as indicated by employers).



# Employee Technology Skills

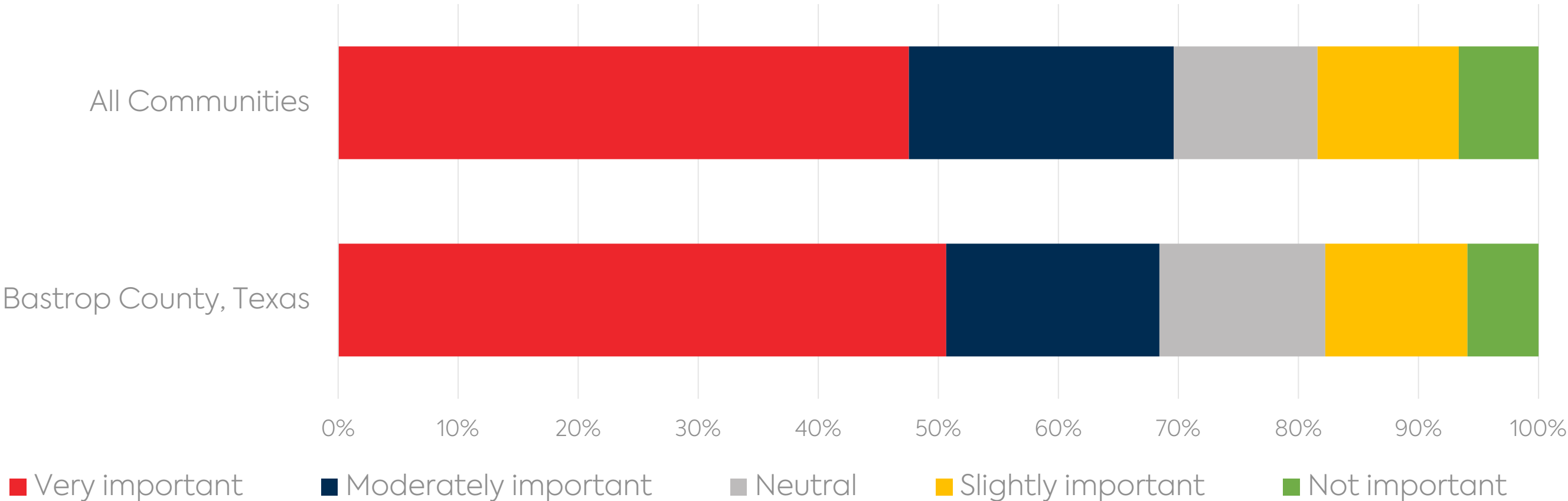
This chart shows how well employers believe that the current technology skills of their workers match the technology needs faced by their organization.



# The Importance of Technology Training



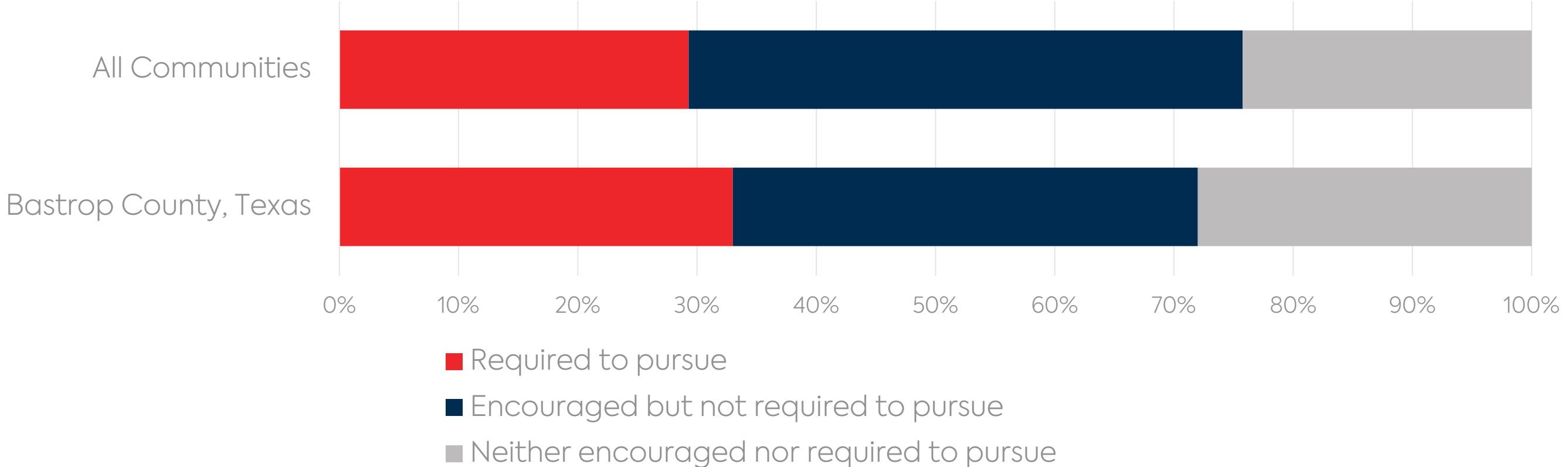
If technology is ever-changing, and employee technology skills are important to meeting the needs of local businesses, then technology-related training is essential for ensuring employees keep up with the latest technology tools, devices, and applications. This chart examines the importance of technology-related training for employees among local businesses.



# Continuing Education Policy



Growing the technology skills of the workforce is critical to ensure employers have the talent they need to expand and sustain their operations. This chart shows the overall technology-related continuing education policies of local businesses. Businesses were asked to indicate if they require, encourage but don't require, or neither encourage nor require employees to participate in continuing education or training activities.

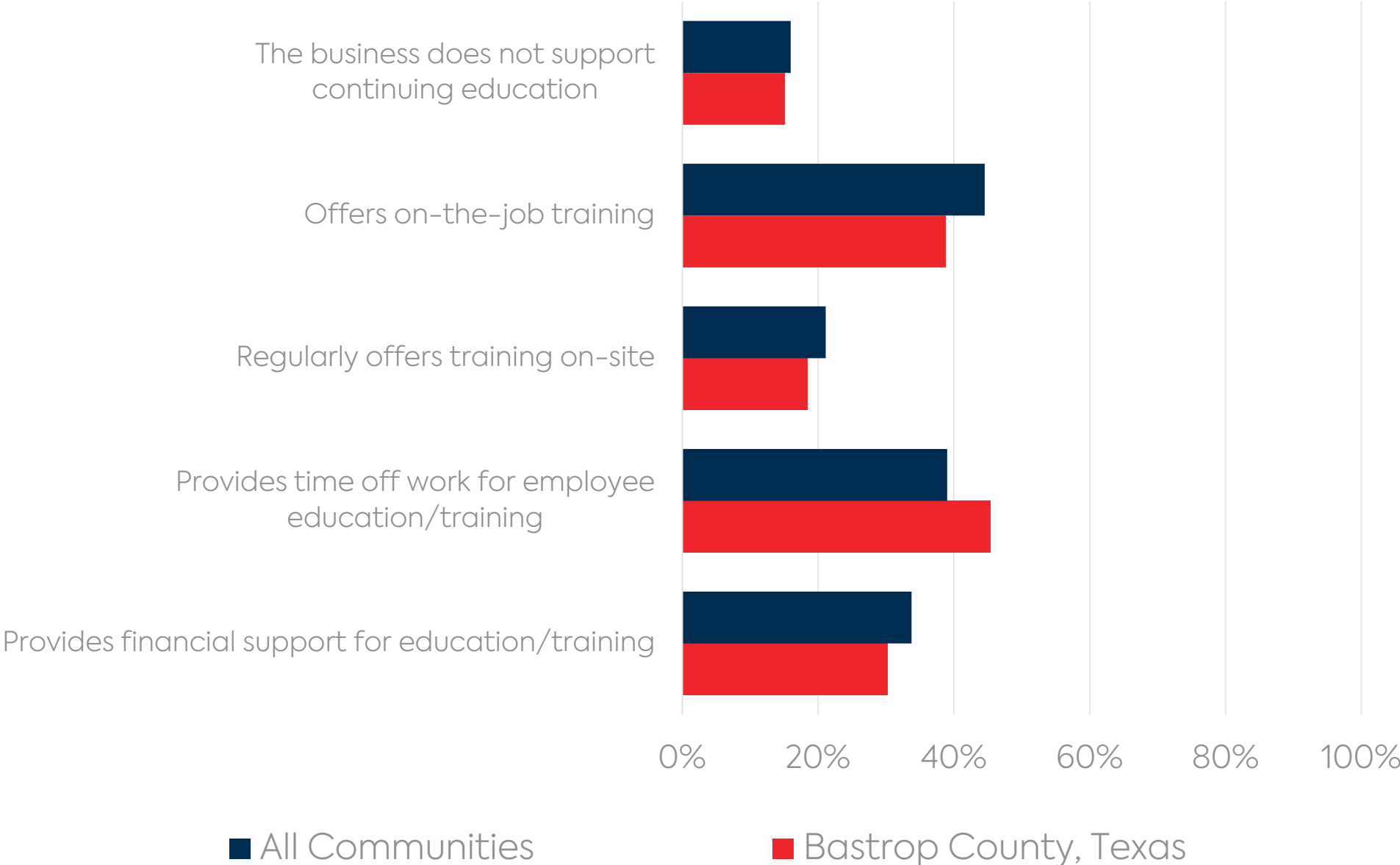




# Continuing Education Support



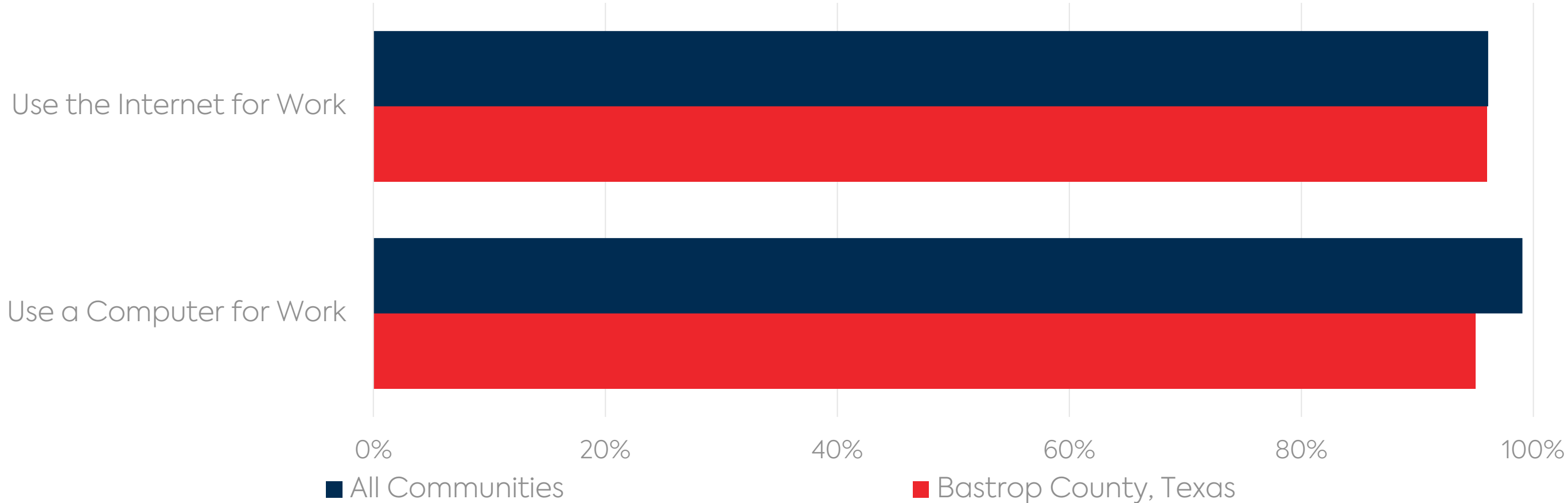
Employers were asked about the policies they have in place to support continuing education among their employees including time off work, financial support, on-site training by outside experts, and on-the-job training. Employers could also indicate if they did not support employee continuing education in any way. This chart shows the percent of employers in the community that indicate they have each of the four policies in place.



# Computer and Internet Use at Work



Technology on the job is ever-changing as more internet-enabled devices and applications are developed to improve production and efficiency. The charts show the percent of residents in the community that use 1) a computer at work, and 2) use the internet for work, compared to residents of other Connected communities.



# Teleworking

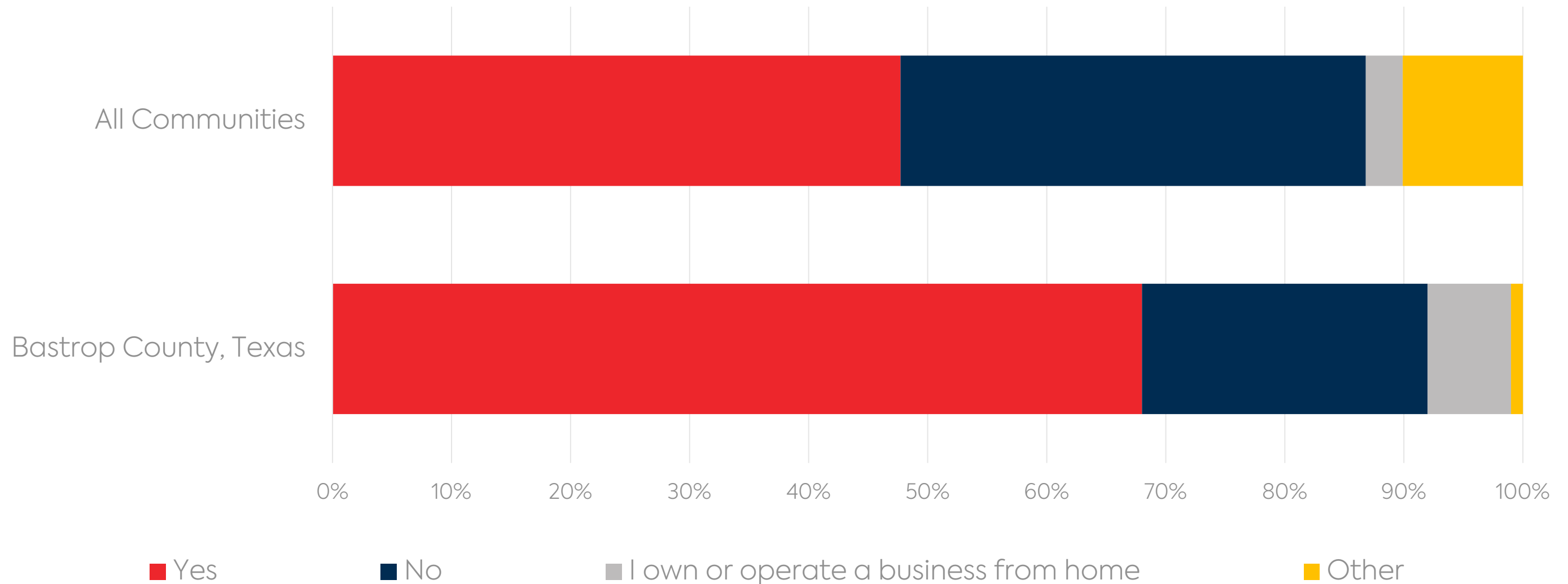


Teleworking, or telecommuting, refers to working outside of the conventional workplace and communicating by way of telecommunications or computer-based technology. Further, telework is a form of organizing and/or performing work, where work, which could be performed at the employer's premises, is carried out away from those premises. Teleworking is a spatially flexible work style that typically also involves greater flexibility in one's daily routine. Teleworkers typically have higher incomes and higher rates of advanced degree attainment. While traditional teleworkers are often thought of as those in management occupations or professional service industries, recently, technology has enabled new opportunities for teleworkers across the occupational and industry sector spectrum. Teleworkers often do not register on typical measures of economic or workforce activity. Economic development strategies traditionally involve the attraction or retention of employers. While this is a critical part of growing a local economy, telework represents an opportunity to attract or retain employees even though their employer may not be located within the community, but only if those employees have access to advanced broadband infrastructure.

The following charts show the percent of residents in the community who telework and from where they typically work, compared to residents of other Connected communities. The charts also show how frequently residents of the community telework.

# Teleworking Rates

This chart shows how many employed survey respondents telework, compared to other Connected communities.



# Teleworking Frequency

This chart shows how often teleworkers or telecommuters work from home instead of traveling to a central location for work. More teleworking days translates into fewer hours on the road, more time saved, and fewer greenhouse gasses released into the atmosphere.

How Frequently Teleworkers Typically Work From Home

