



# **Connect Puerto Rico Business Technology Assessment Results**

**In compliance with state and NTIA requirements**



# 2010 Survey of Business Assessment Presentation Outline

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# Summary of Key Findings



# Survey Overview and Summary of Results

## Survey Overview:

- Connect Puerto Rico conducted a phone survey of 814 Puerto Rican business establishments between August 5 and September 3, 2010. This sample includes 180 businesses with 50+ employees, 196 businesses with 20-49 employees, 226 businesses with 5-19 employees, and 212 businesses with 1-4 employees. This sample provides a margin of error of  $\pm 5.1\%$  at the 95% confidence level for the total sample group.
- This survey was designed to measure technology adoption and the awareness of available broadband service among Puerto Rican businesses, and establish benchmarks for these metrics.

## 2010 Key Technology Benchmarks:

Businesses with broadband service:	74%
Businesses that use a computer:	88%
Businesses that access Puerto Rican government websites:	60%
Businesses whose employees telework:	13%



# Key Findings: 2010

## Other Key Findings:

- Territory-wide, nearly nine out of ten Puerto Rican businesses (88%, or approximately 41,000 businesses) use computers for their work functions. Among those that do not use a computer, the top barrier is the belief that they do not need computers for their work.
- Nearly three-quarters of Puerto Rican businesses (74%, or approximately 35,000 Puerto Rican businesses) subscribe to broadband service.
- Across Puerto Rico, seven out of ten businesses with fewer than five employees (70%) subscribe to broadband service. This equals approximately 18,000 small businesses territory-wide.
- Broadband adoption among businesses in the high tech sector is higher than other sectors. Businesses in the retail and hospitality sector are the least likely to subscribe to broadband service.
- The average download speed among broadband-connected Puerto Rican businesses is 3.9 Mbps, with businesses in the high tech sector reporting the fastest average speed. However, it should be noted that only 55% of broadband-connected businesses know their advertised download speed.



## Key Findings (Continued)

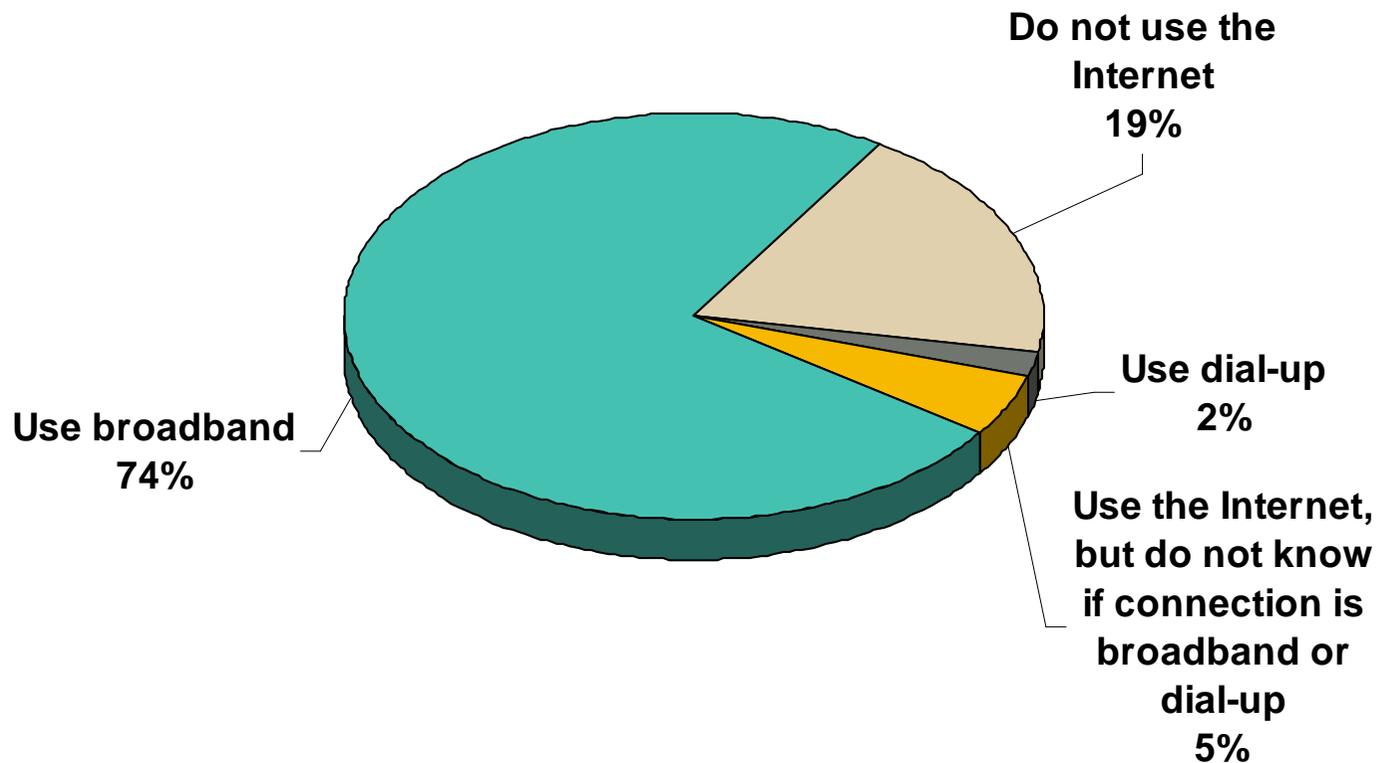
### Other Key Findings:

- In Puerto Rico, 77% of broadband-connected businesses say their current bandwidth is “about right” or faster than they currently need. Of the broadband-connected businesses that say they would benefit from having more bandwidth, nearly three-quarters (74%) of businesses either have not investigated whether faster speeds are available or they are aware of faster available speeds and have chosen not to invest in more bandwidth.
- Businesses that use broadband service report having median annual revenues that are \$200,000 higher than businesses without broadband.
- Territory-wide, 60% of all Puerto Rican businesses (approximately 28,000 businesses) access Puerto Rico government websites, mostly to search for information about Puerto Rican government services or locations.
- Four out of ten Puerto Rican businesses (40% or approximately 19,000 businesses) have a website. Median annual revenues among broadband-connected businesses that have a website are twice that of the territory-wide average.
- Nearly one-half (49%) of Puerto Rican businesses that do not subscribe to broadband service report the lack of a computer as a lack of broadband adoption.
- Territory-wide, more than one out of ten Puerto Rican businesses (13%, or approximately 6,000 businesses) allow their employees to telework.

[www.connectpr.org](http://www.connectpr.org)

# Technology Adoption Among Puerto Rican Businesses

Percent of all Puerto Rican businesses



Q: Which of the following describes the type of Internet access your company has? and  
Q: Does your company use the Internet to handle any of your business functions?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

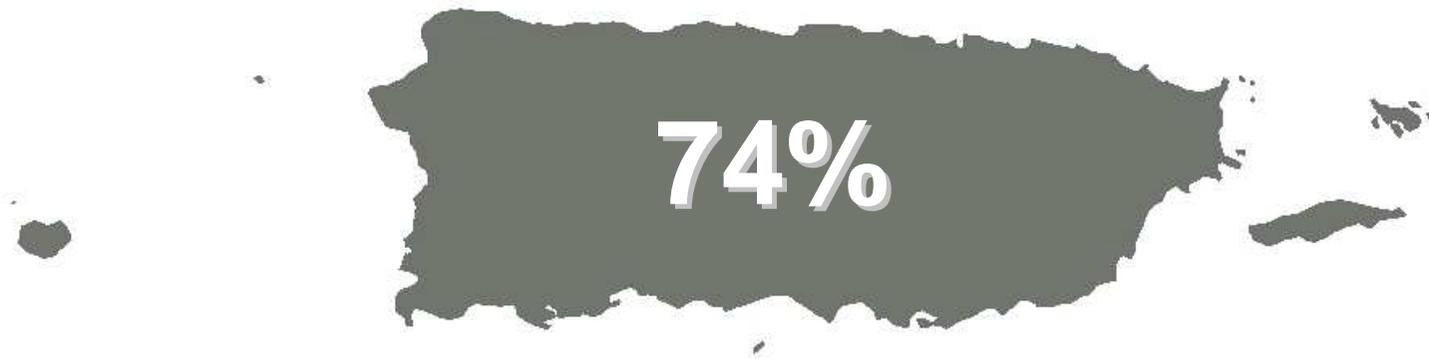
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# Broadband Adoption Among Puerto Rican Businesses



# Broadband Adoption Among Puerto Rican Businesses

Percent of all Puerto Rican businesses that subscribe to broadband service



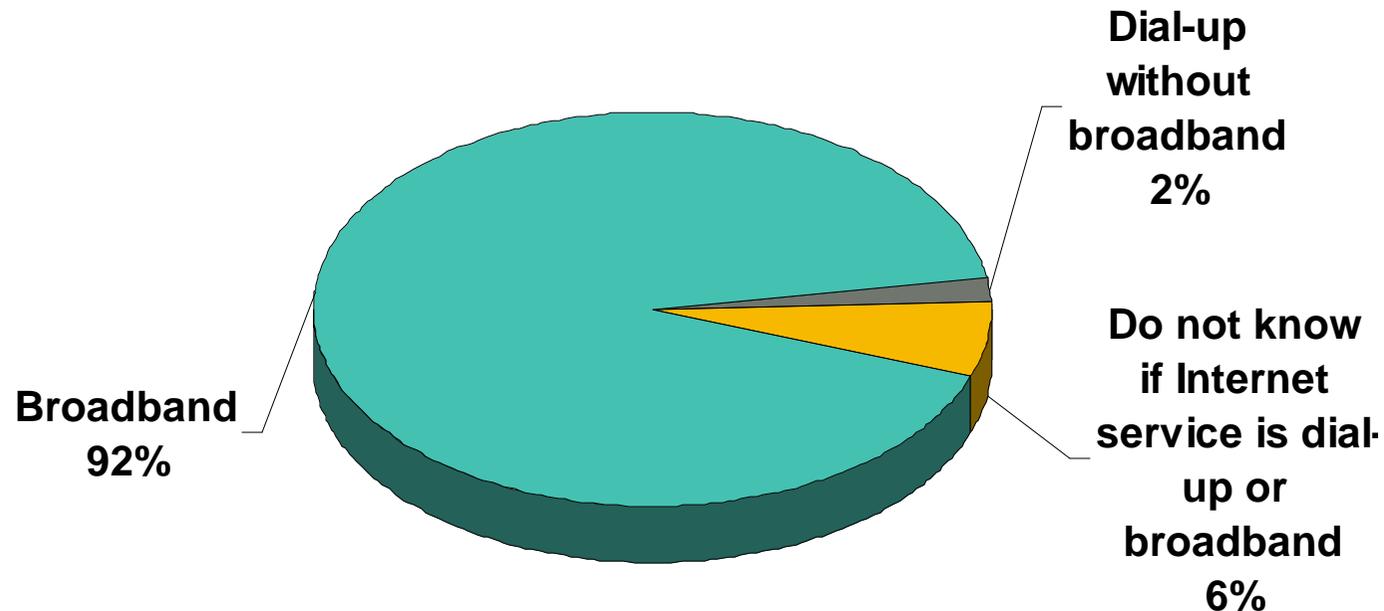
**Territory-wide, 74% of all Puerto Rican businesses subscribe to broadband service. This translates into approximately 35,000 businesses that subscribe to broadband service.**

Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Broadband Users Among Internet-Connected Puerto Rican Businesses

Percent of Internet-connected Puerto Rican businesses



**More than nine out of ten Puerto Rican businesses that use the Internet have broadband service.**

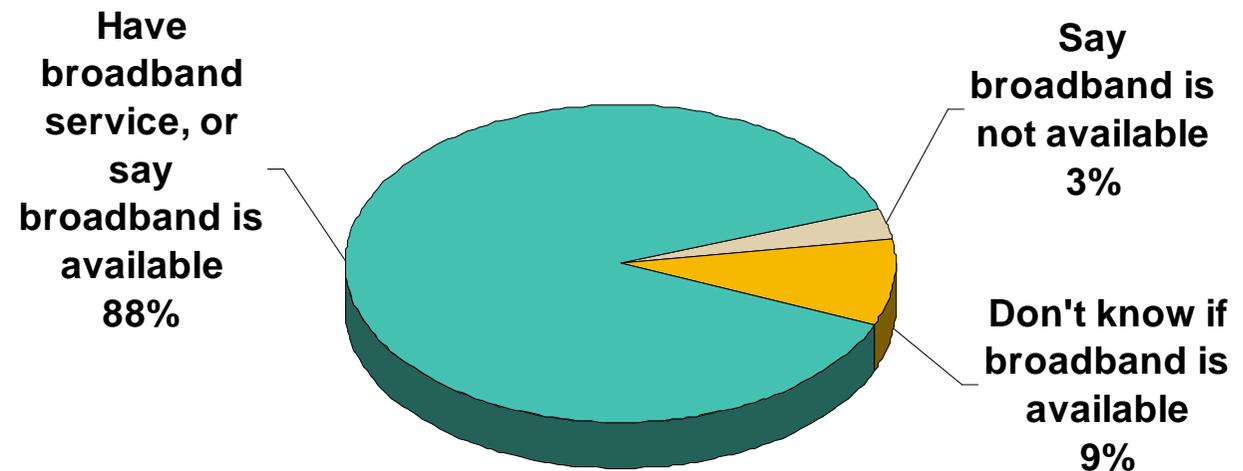
Q: Which of the following describes the type of Internet access your company has?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Perceptions of Broadband Availability in Puerto Rico

## Awareness of broadband availability among Puerto Rican businesses

**Territory-wide, 3% of Puerto Rican businesses report that broadband is not available at their location, and an additional 9% do not know whether broadband service is available.**



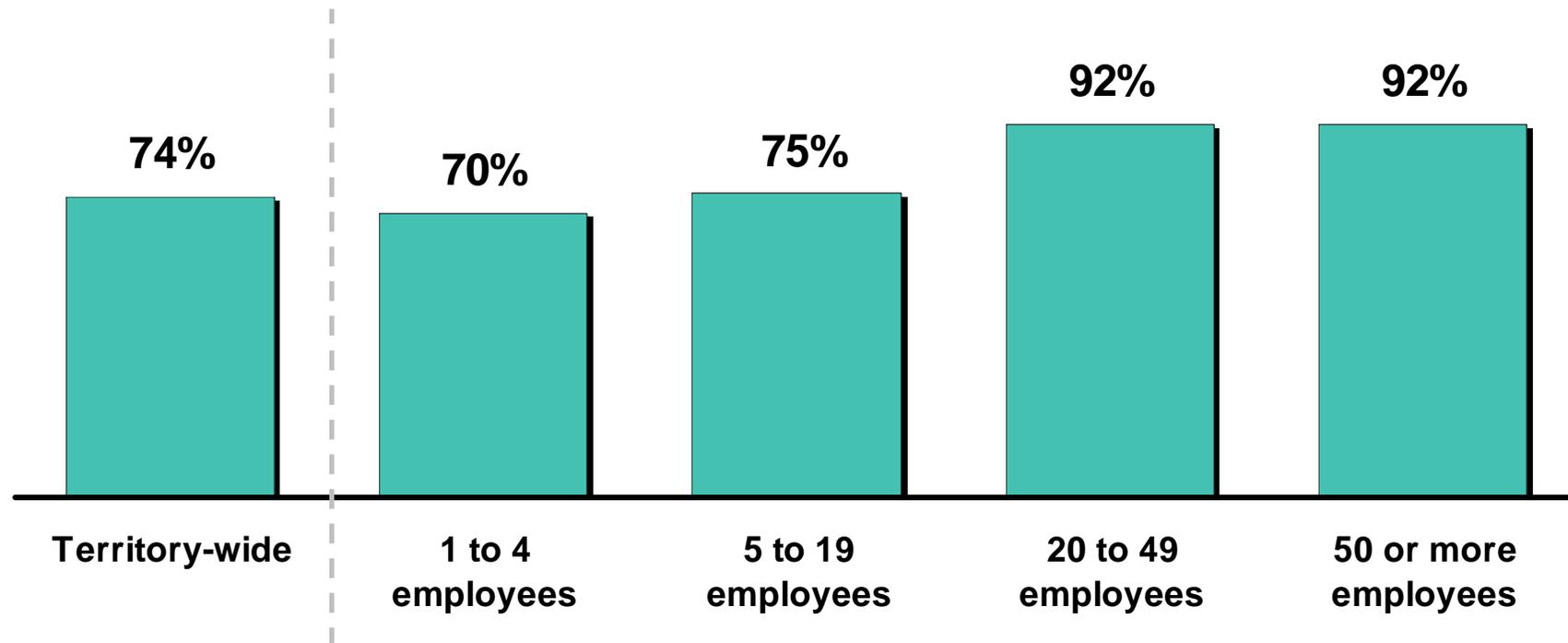
Q: To the best of your knowledge, is broadband or high speed Internet service available in the area where your organization is located?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Broadband Adoption by Business Size

Percent of all Puerto Rican businesses that subscribe to broadband service



Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

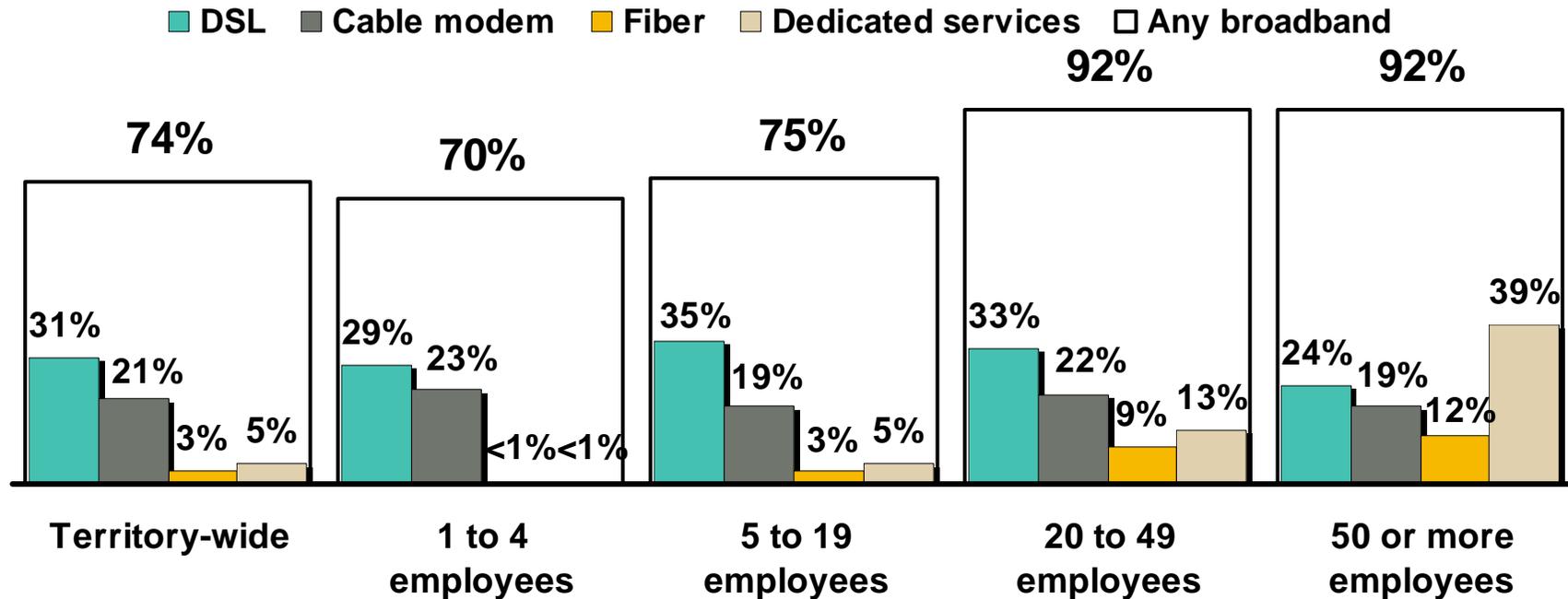
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Broadband Adoption Platforms by Business Size

As business size increases, businesses are more likely to rely on dedicated broadband services.

Type of broadband service



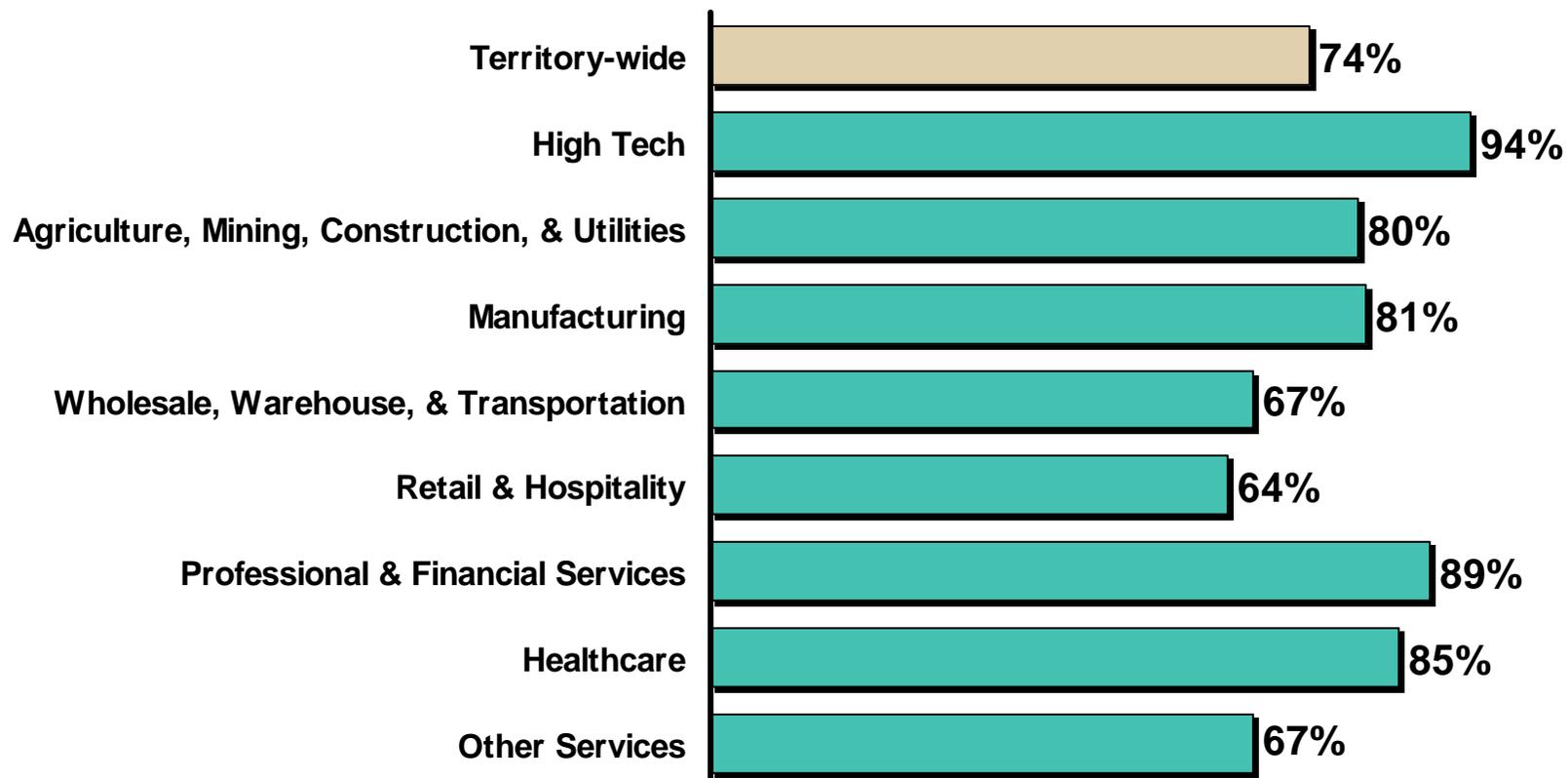
Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Broadband Adoption by Industry Sector

Percent of all Puerto Rican businesses that subscribe to broadband service



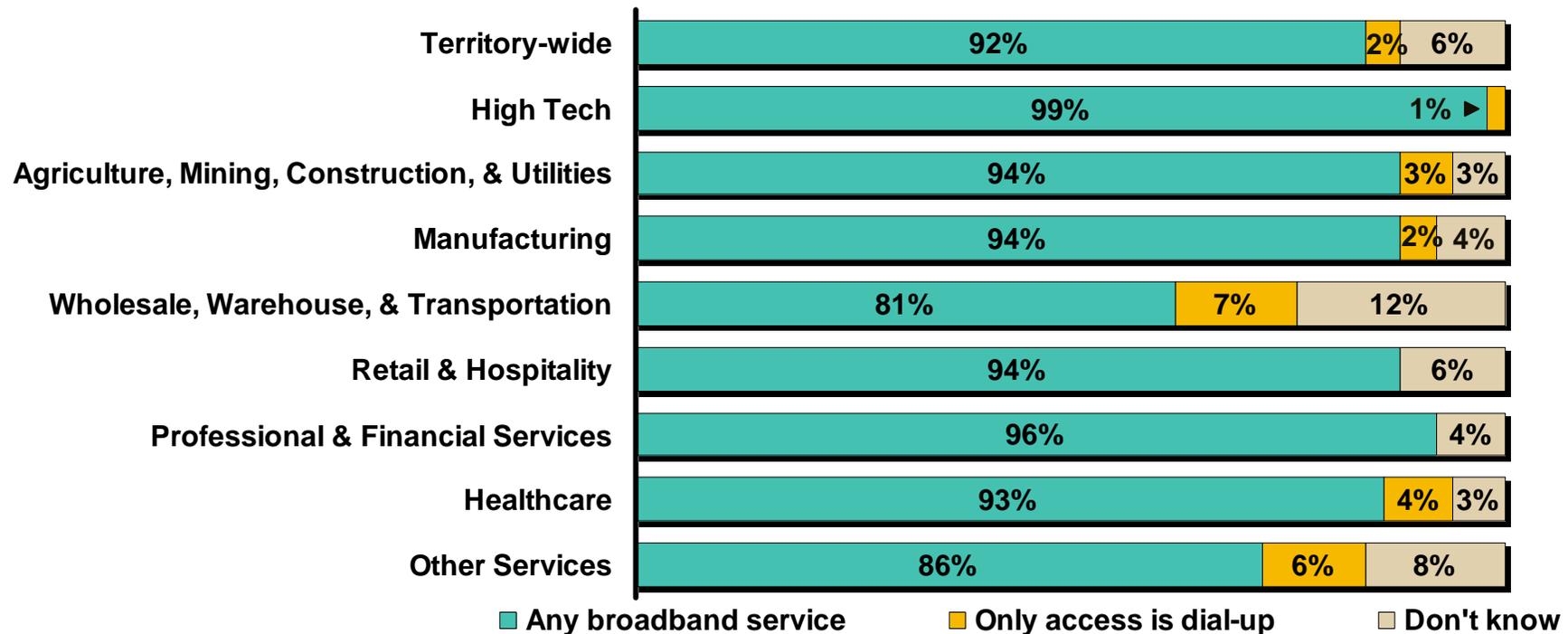
Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Broadband Adoption by Industry Sector

Among Puerto Rican businesses with Internet service



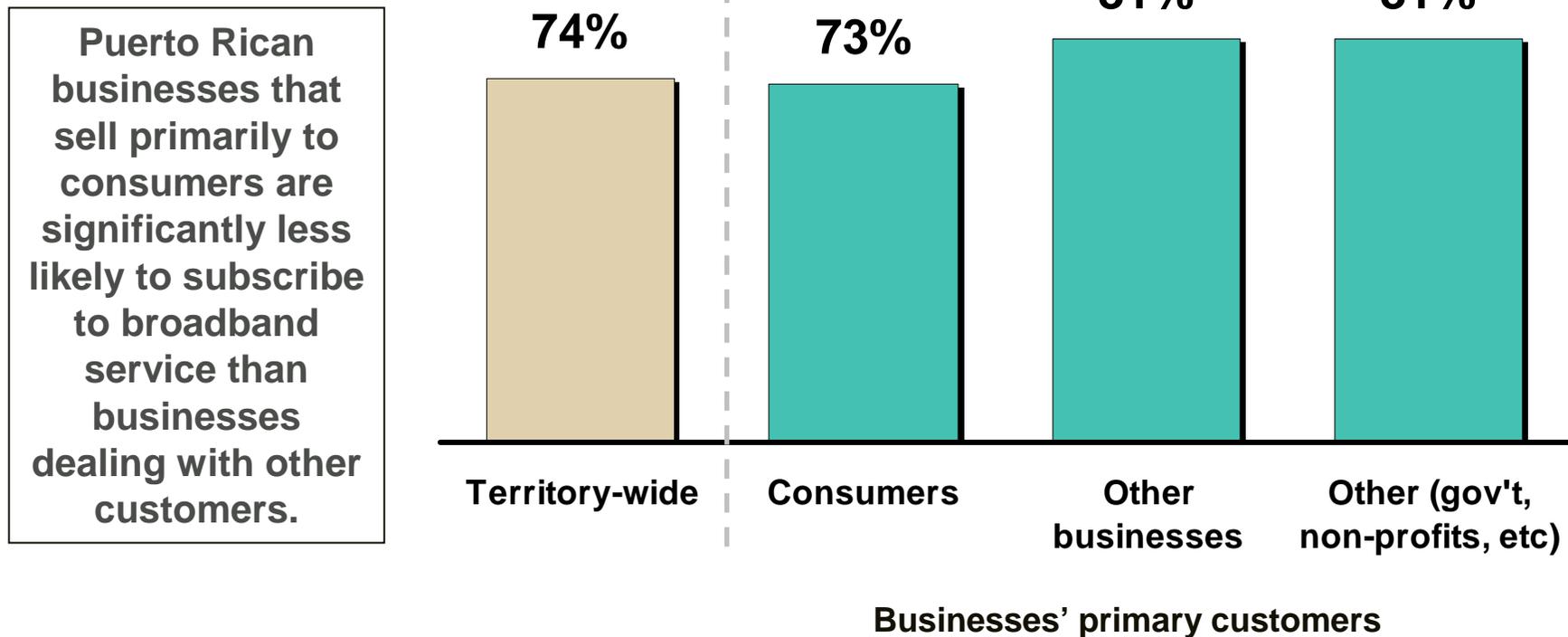
**The Wholesale, Warehouse, and Transportation sector has the largest share of Internet-connected businesses that still rely on dial-up service.**

Q: Which of the following describes the type of Internet access your company has?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Broadband Adoption by Primary Customer

Percent of all Puerto Rican businesses that have broadband service

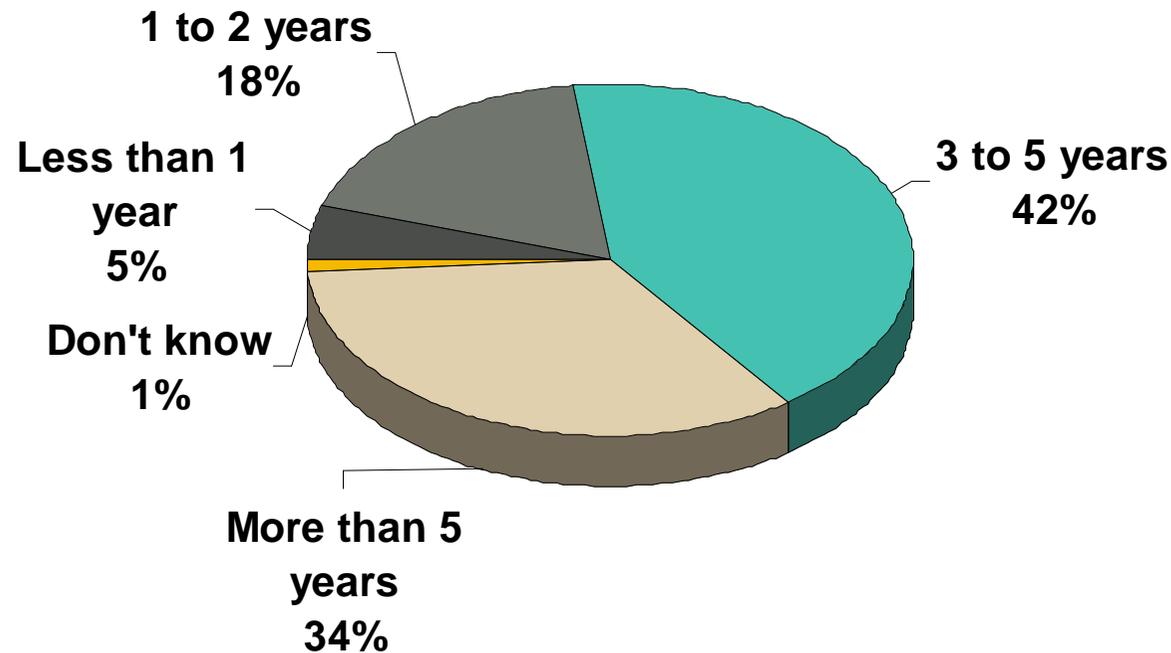


Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Years of Broadband Use

**Puerto Rican businesses with broadband**



**An estimated 35,000 Puerto Rican businesses use broadband service, and more than three-quarters of those businesses have been subscribing for three or more years.**

Q: How many years has your organization been using broadband service?  
(n=681 PR businesses with a broadband connection)

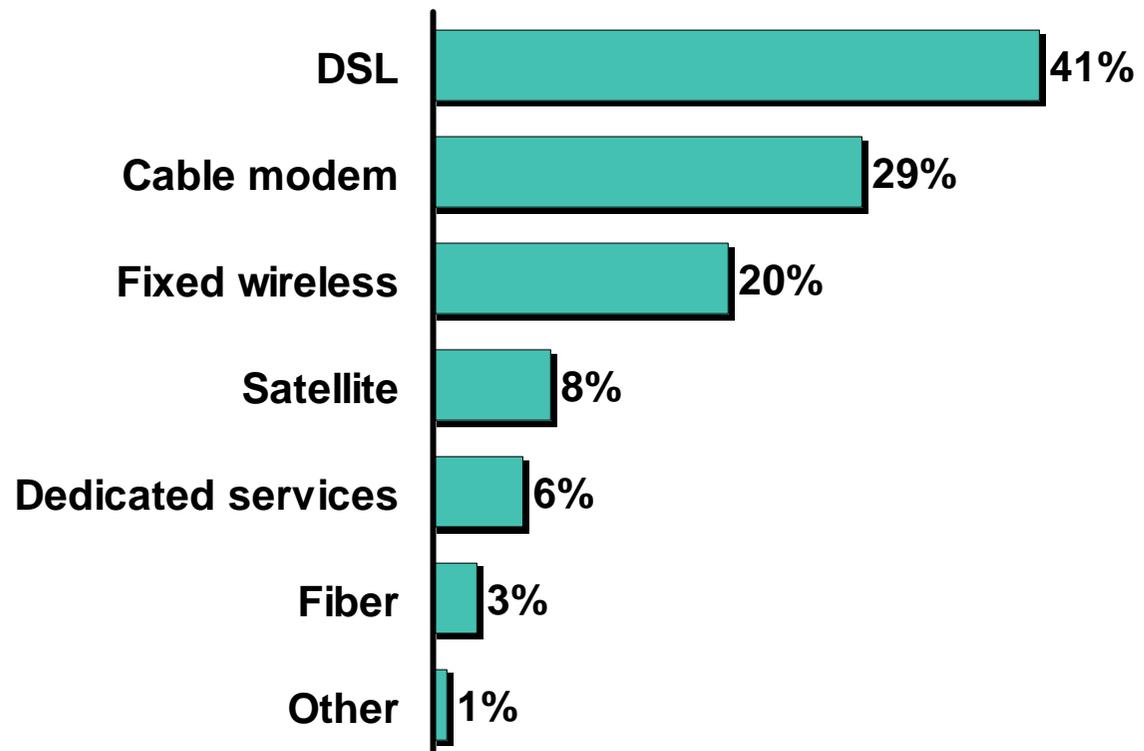
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Methods of Broadband Access

Percent of businesses using broadband\*

DSL service is the most popular broadband platform among Puerto Rican businesses, followed by cable broadband.

Territory-wide, only 2% of businesses say they rely exclusively on dial-up Internet service.



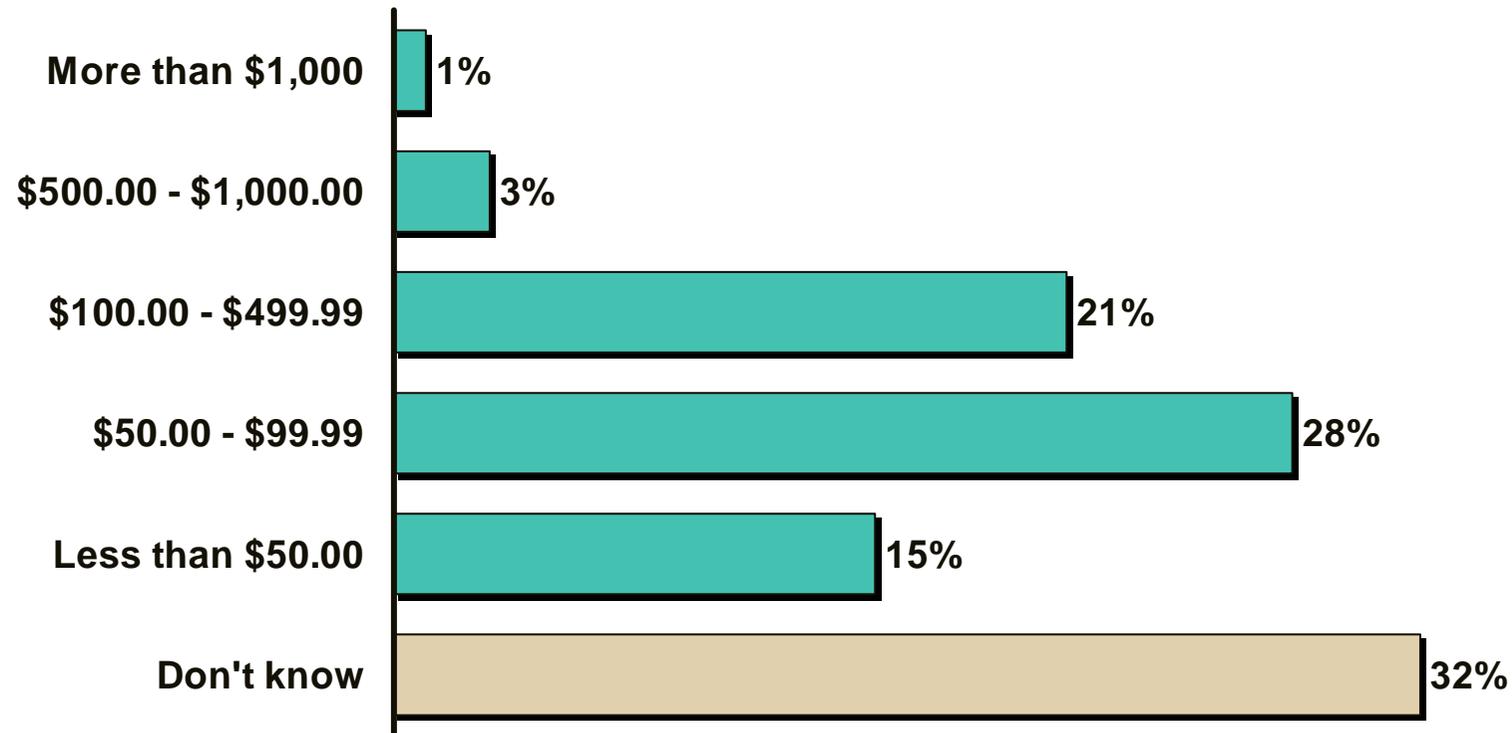
\*Percentages do not add up to 100% because businesses could give multiple responses.  
Q: Which of the following describes the type of Internet access your company has?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Median Monthly Broadband Access Fees

Monthly price that businesses pay for broadband service



The median monthly fee for broadband service is \$84, while the average price is \$190 per month.

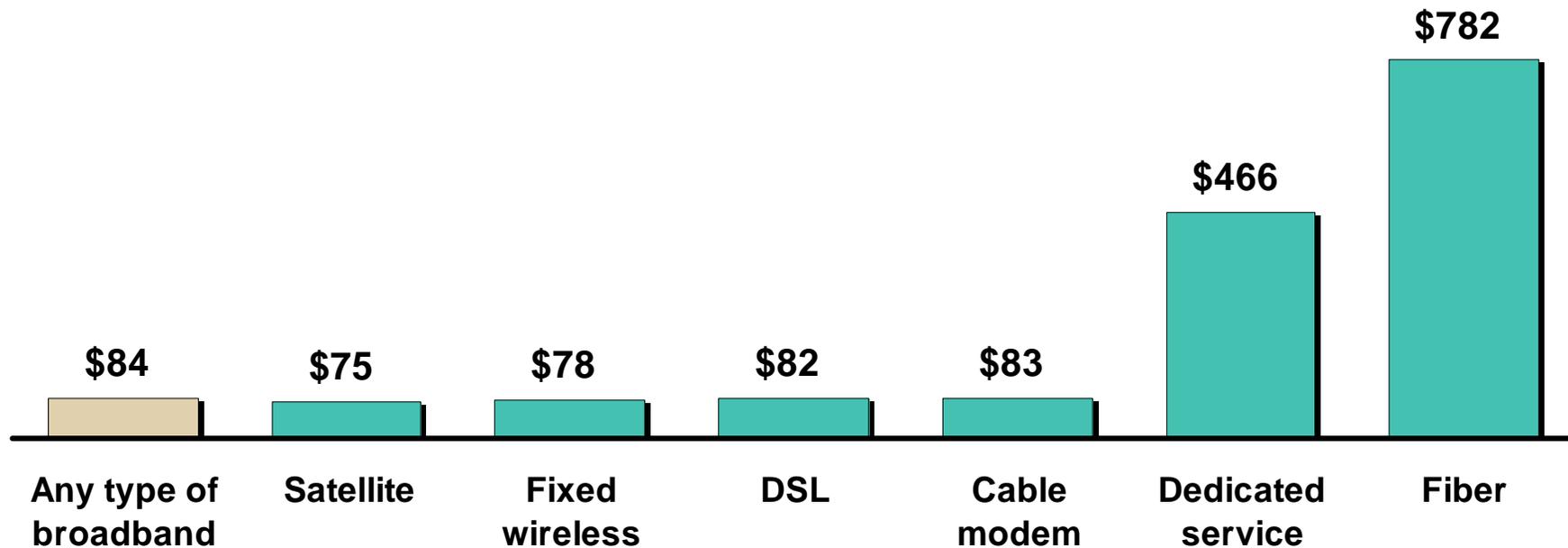
Q: How much per month does your organization pay for its Internet connection?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Median Monthly Costs by Type of Broadband Connection

The median monthly cost for broadband service is \$84 per month, with the lowest costs reported among businesses using satellite broadband and the highest costs reported among businesses using fiber service.



Q: How much per month does your organization pay for its Internet connection?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

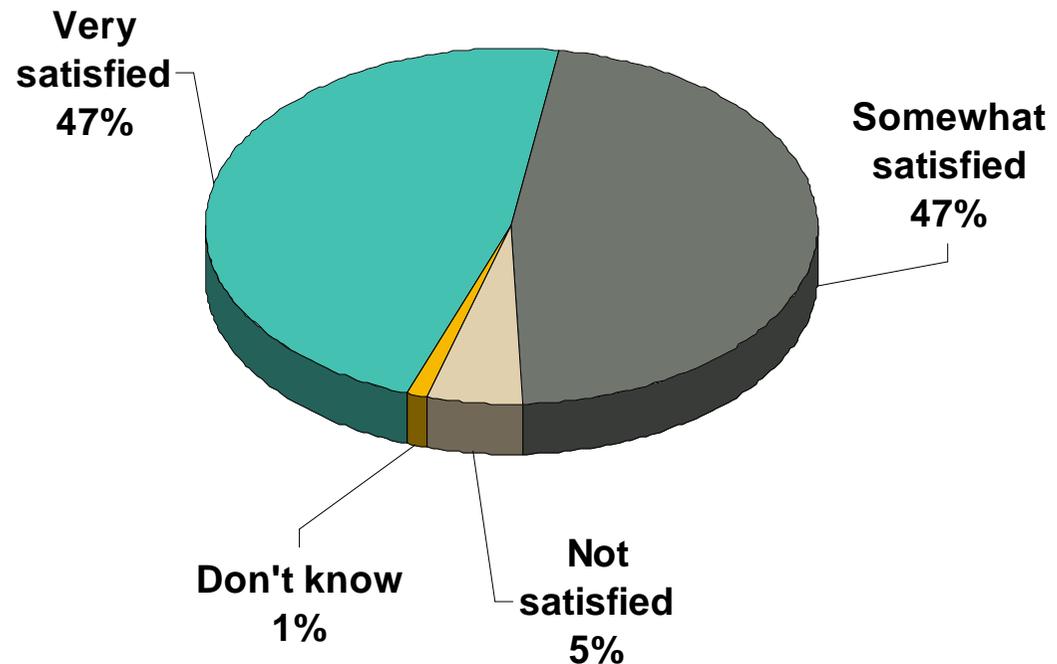
# Satisfaction With Broadband Service

Percent of Puerto Rican businesses with  
broadband service

Nearly one-half (47%) of Puerto Rican businesses with broadband are “very satisfied” with their current service.

Another 47% of businesses are “somewhat satisfied.”

However, 5% of Puerto Rican businesses that have broadband report being dissatisfied with their current broadband service.



Q: How satisfied are you with your broadband service?  
(n=681 PR businesses using a broadband connection)

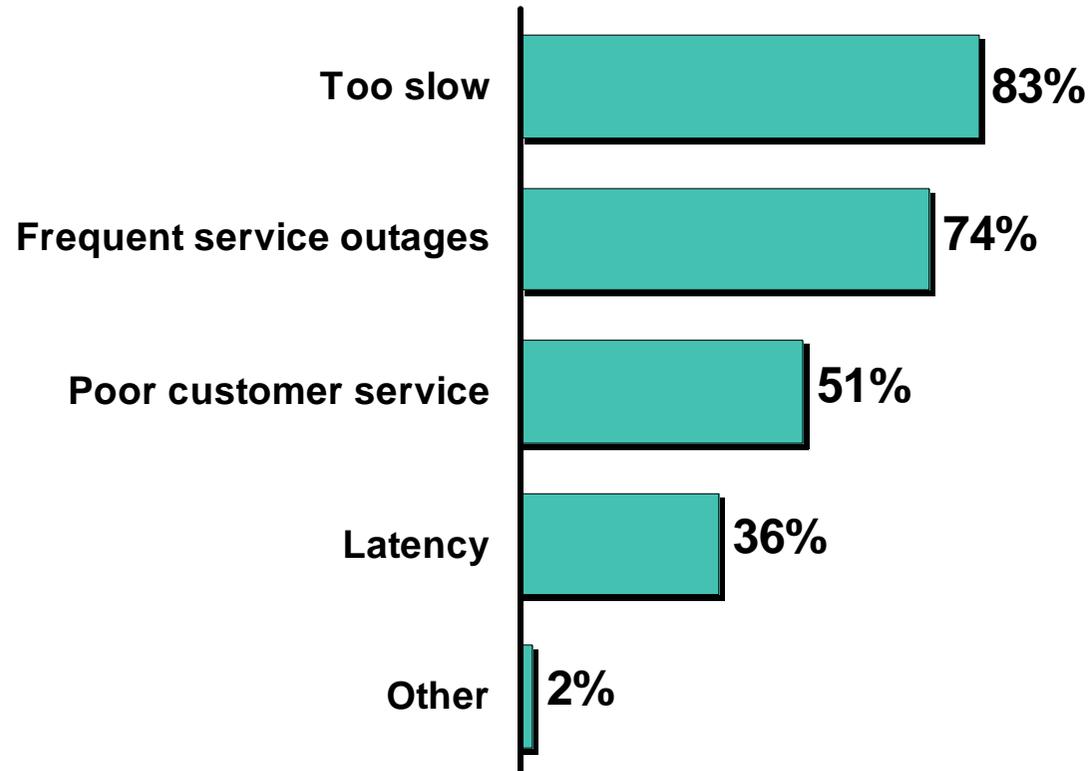
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Reason for Dissatisfaction with Broadband Service

Among Puerto Rican businesses dissatisfied with their broadband service\*

Overall, 5% of Puerto Rican businesses with broadband service report that they are dissatisfied with their current service.

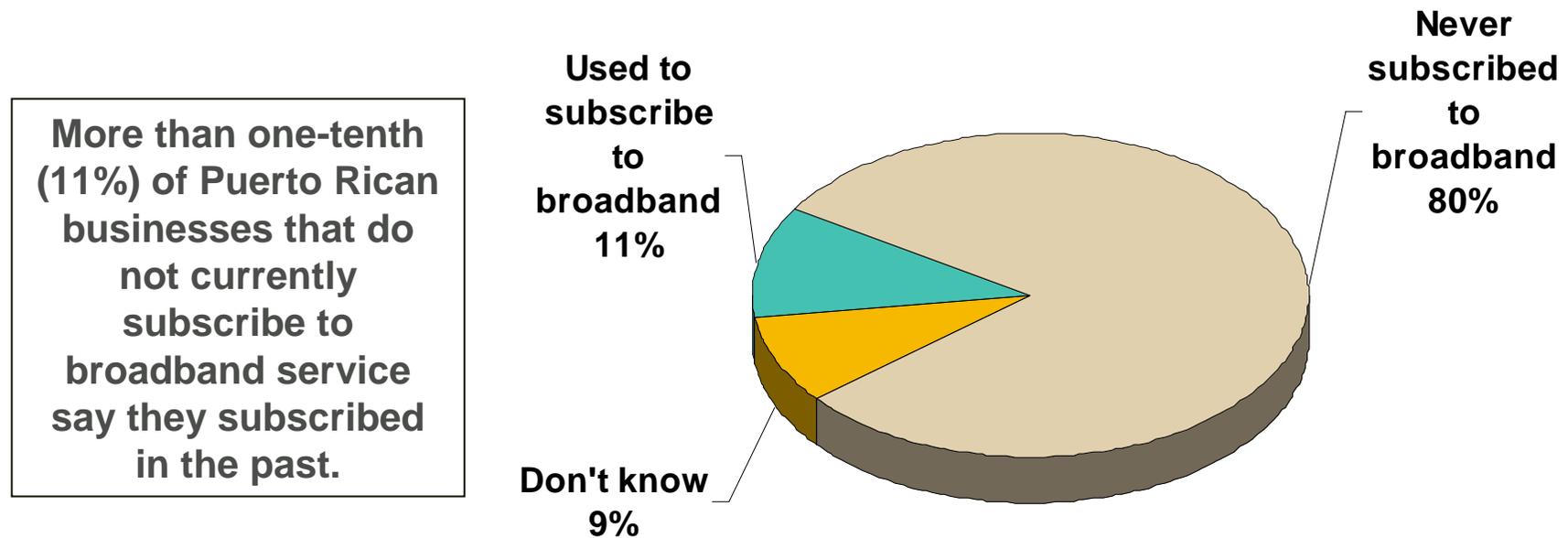


\*Respondents could provide more than one answer.  
Q: What is it about your broadband service that is not satisfactory?  
(n=31 PR businesses that report being dissatisfied with their current broadband service)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Puerto Rican Businesses That No Longer Subscribe to Broadband Service

Among Puerto Rican businesses that do not  
subscribe to broadband



Q: Have you ever subscribed to broadband Internet service?  
(n=99 PR businesses that do not subscribe to broadband service)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

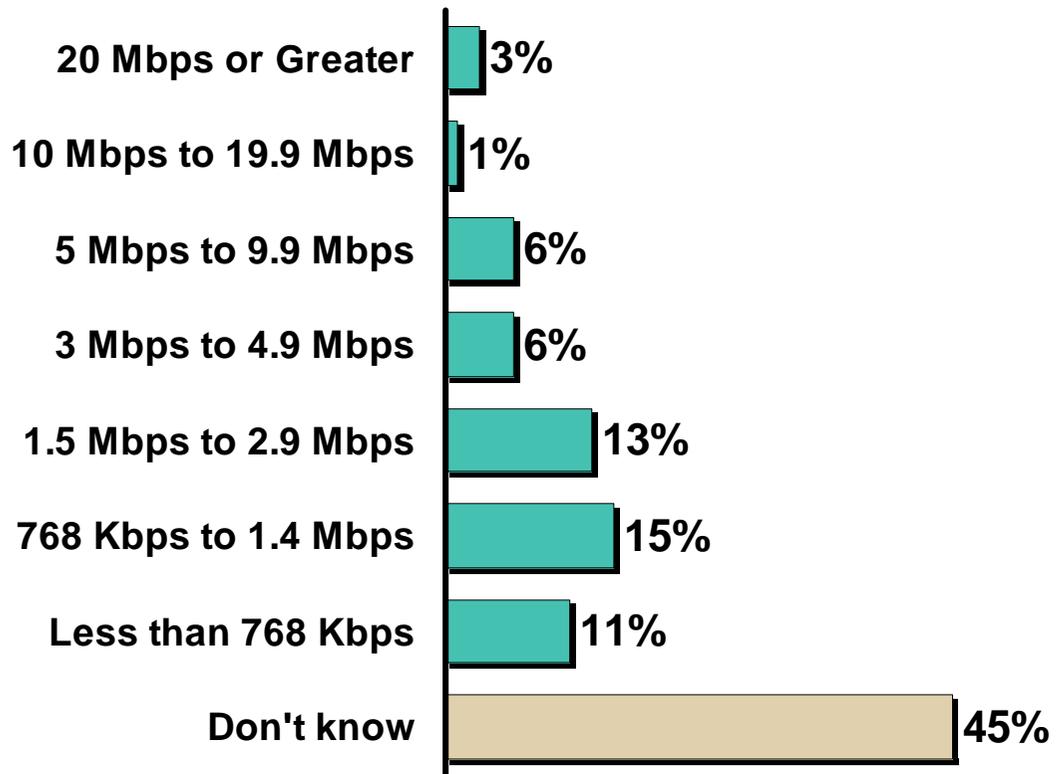
# Broadband Download Speeds Among Puerto Rican Businesses

# Broadband Download Speeds

**Current reported download speeds**  
(among broadband-connected Puerto Rican businesses)

Among broadband-connected Puerto Rican businesses that know their advertised bandwidth, the average download speed is 3.9 Mbps.

Territory-wide, only 55% of broadband-connected Puerto Rican businesses know their advertised download speed.



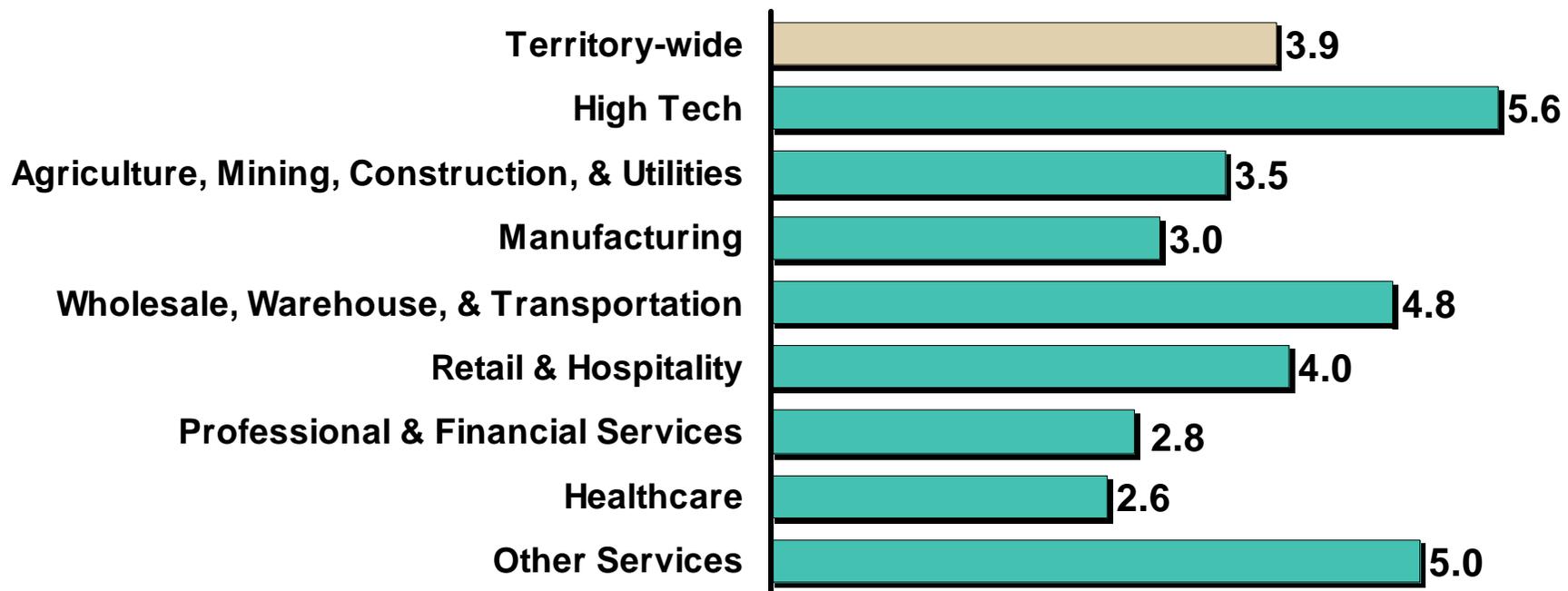
Q: To the best of your knowledge, what is the advertised bandwidth or download speed provided by your Internet service provider?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Average Broadband Download Speeds by Industry Sector

Average download speed (Mbps) by industry sector (among businesses that know their advertised bandwidth)



**Broadband-connected businesses in the High Tech sector report the highest average download speed, while those in the Healthcare sector report the lowest average speed.**

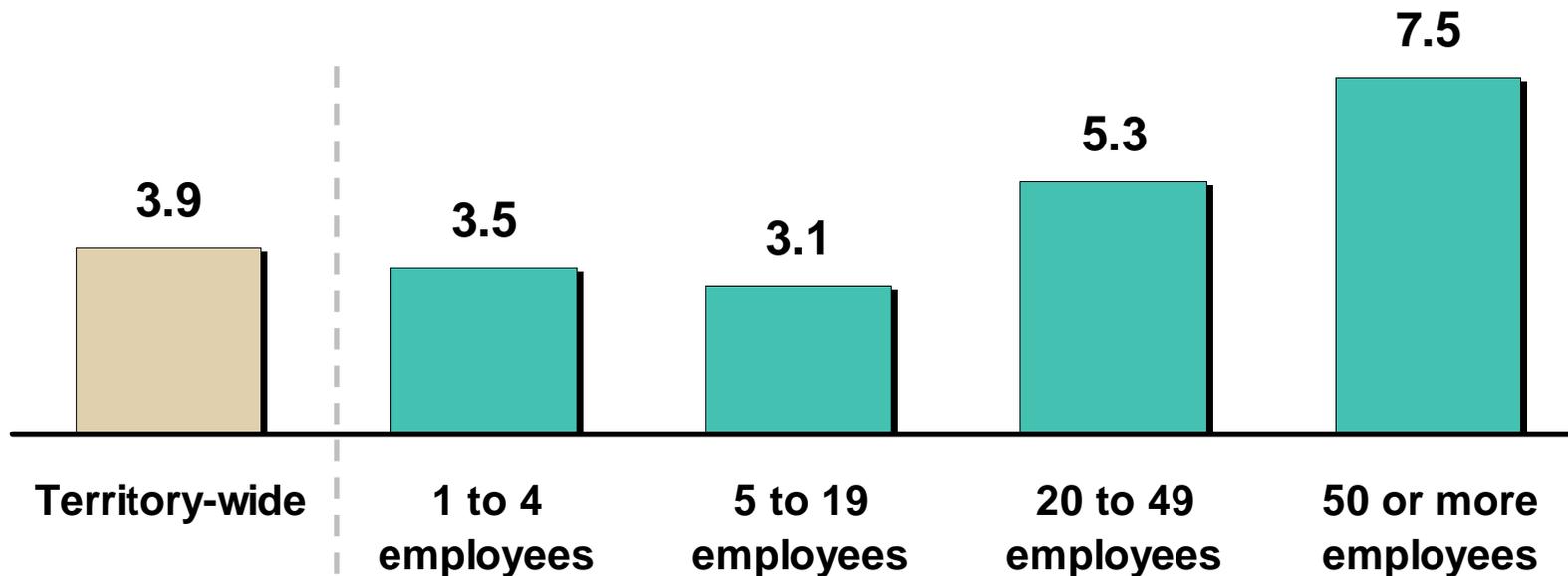
Q: To the best of your knowledge, what is the advertised or download speed provided by your Internet service provider?  
(n=430 broadband-connected PR businesses that know their advertised download speed)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Average Broadband Download Speeds by Business Size

Average download speed (Mbps) by business size (among businesses that know their advertised bandwidth)



**Broadband-connected businesses with 50 or more employees report the highest average download speed.**

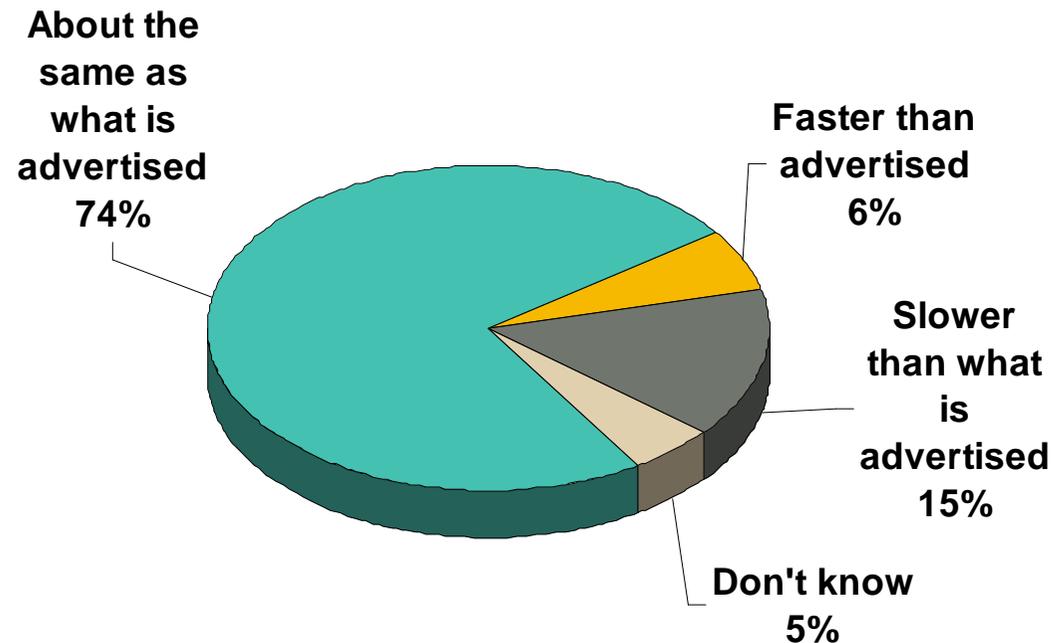
Q: To the best of your knowledge, what is the advertised or download speed provided by your Internet service provider?  
(n=430 broadband-connected PR businesses that know their advertised download speed)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Actual Broadband Speeds Compared to Advertised Speeds

**How actual broadband speeds compare to advertised speeds  
(among broadband-connected Puerto Rican businesses)**

**Four out of five  
broadband-connected  
businesses say their  
actual broadband  
speeds are about as  
fast or faster than  
advertised.**



Q: To what extent would you say the actual speeds your business receives compare to the speeds advertised by the Internet provider you use?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Satisfaction With Bandwidth Speeds

## Percent of Puerto Rican businesses with broadband service

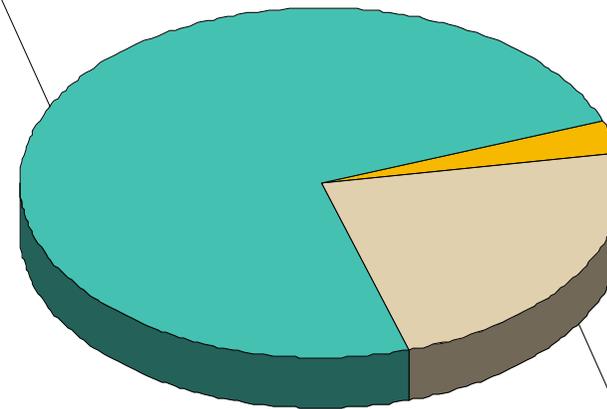
Nearly three-quarters (74%) of Puerto Rican businesses with broadband say that their current bandwidth is adequate for their current needs, and another 3% have more than they need.

However, 23% of Puerto Rican businesses report that they could use more bandwidth.

Our current bandwidth is about right for our current needs  
**74%**

We have more bandwidth than we need already  
**3%**

We could use more bandwidth  
**23%**



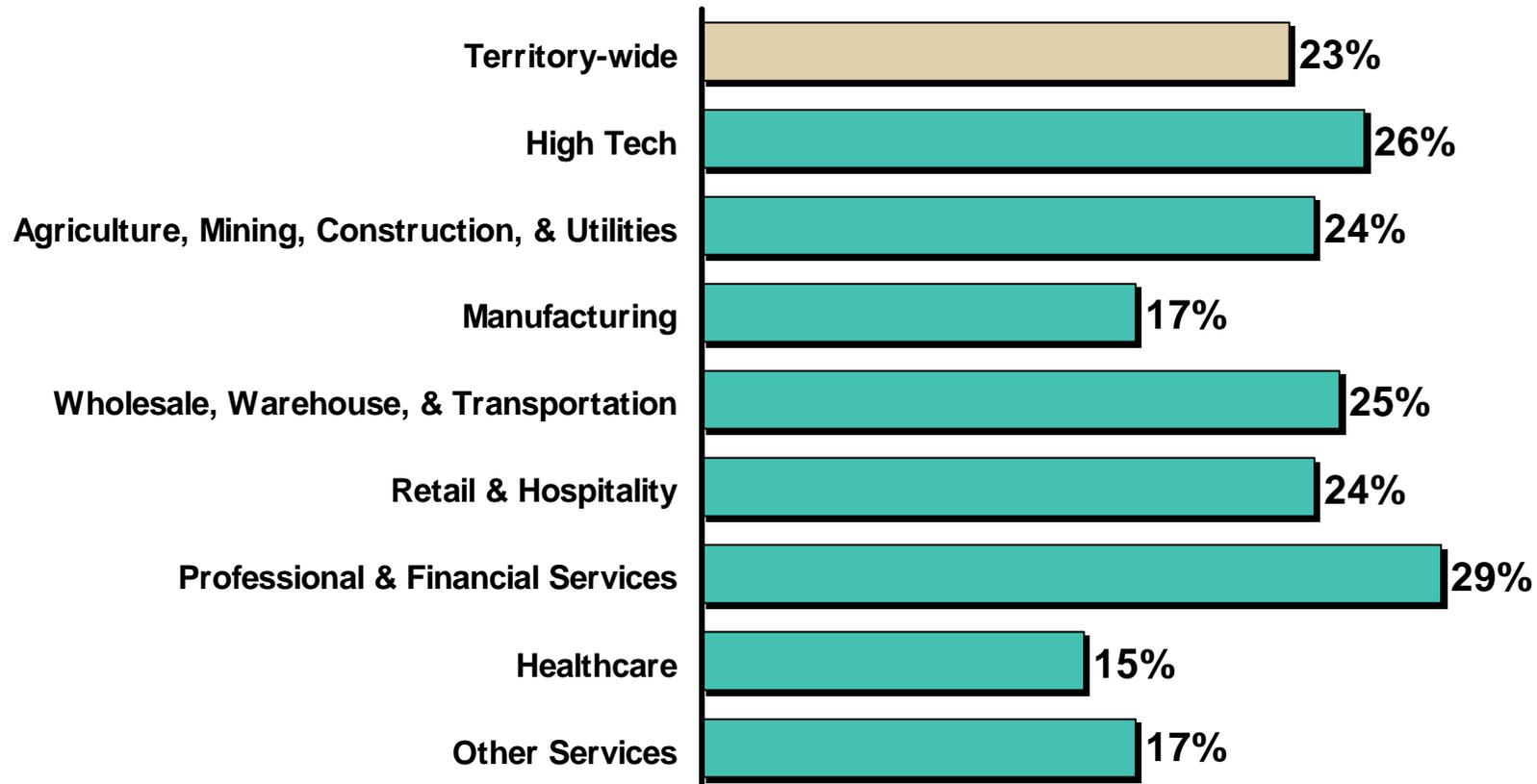
Q: How well does your current bandwidth meet your needs?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Business That Need More Bandwidth by Industry Sector

Percent of all broadband-connected businesses that say they need more bandwidth



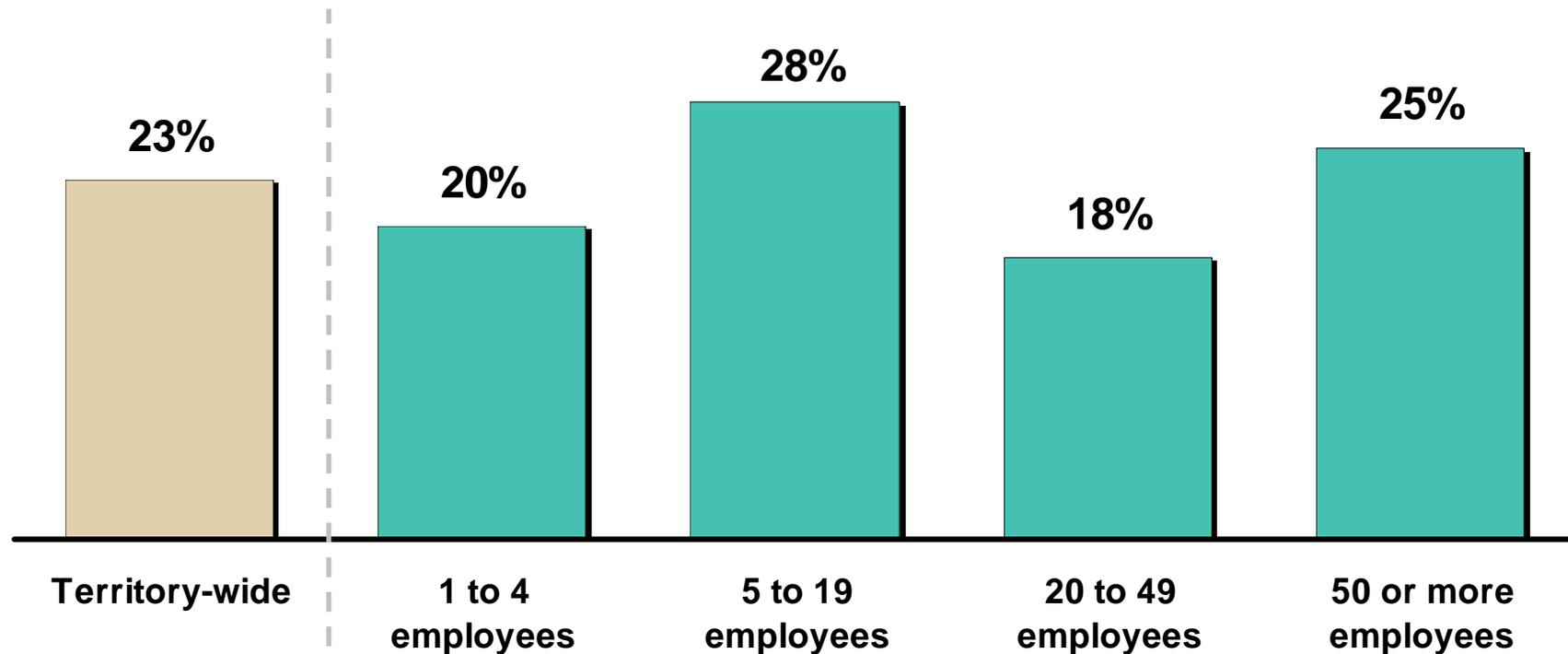
Q: How well does your current bandwidth meet your needs?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
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# Business That Need More Bandwidth by Business Size

Percent of all broadband-connected businesses that say they need more bandwidth



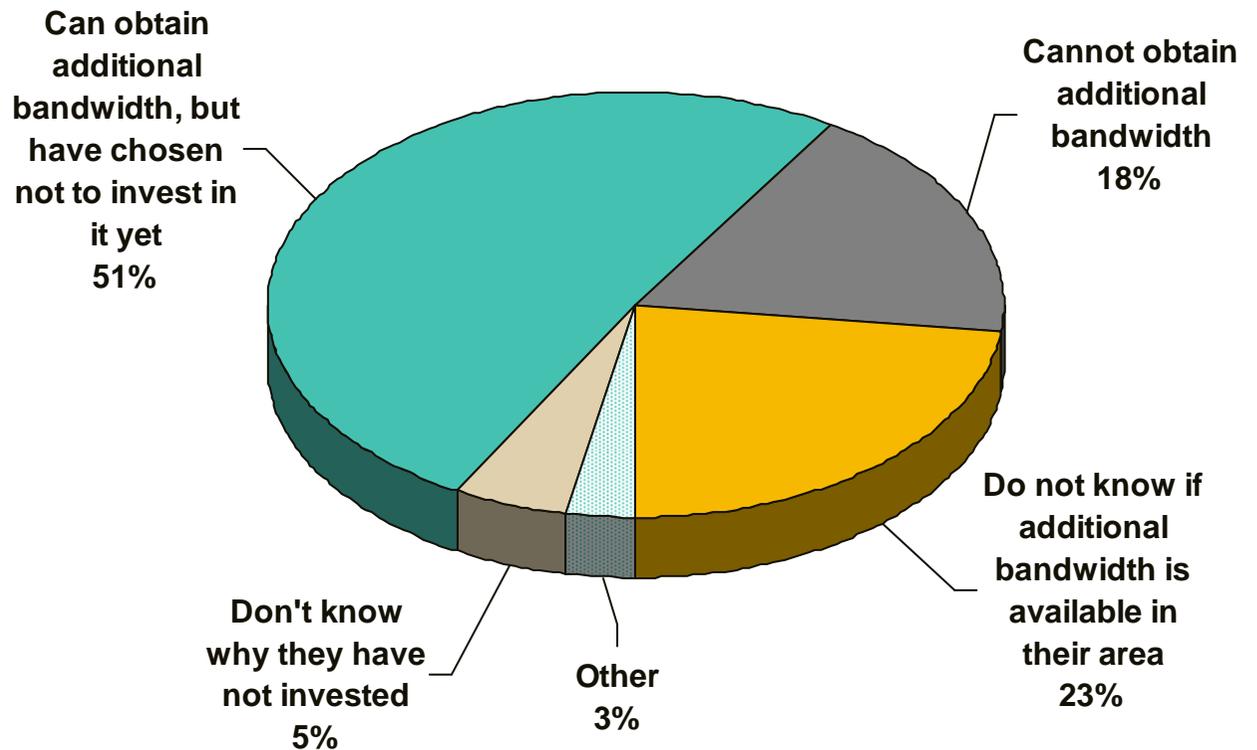
Q: How well does your current bandwidth meet your needs?  
(n=681 PR businesses with a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Demand for Greater Bandwidth Among Puerto Rican Businesses

Among businesses that say they need more bandwidth

Among Puerto Rican businesses that say they need more bandwidth, nearly three-quarters (74%) have chosen not to invest in broadband yet or have not researched whether faster service is available.



Q: Which of the following apply to your company's need for additional bandwidth?  
(n=158 PR businesses with a broadband connection that say they could use more bandwidth)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

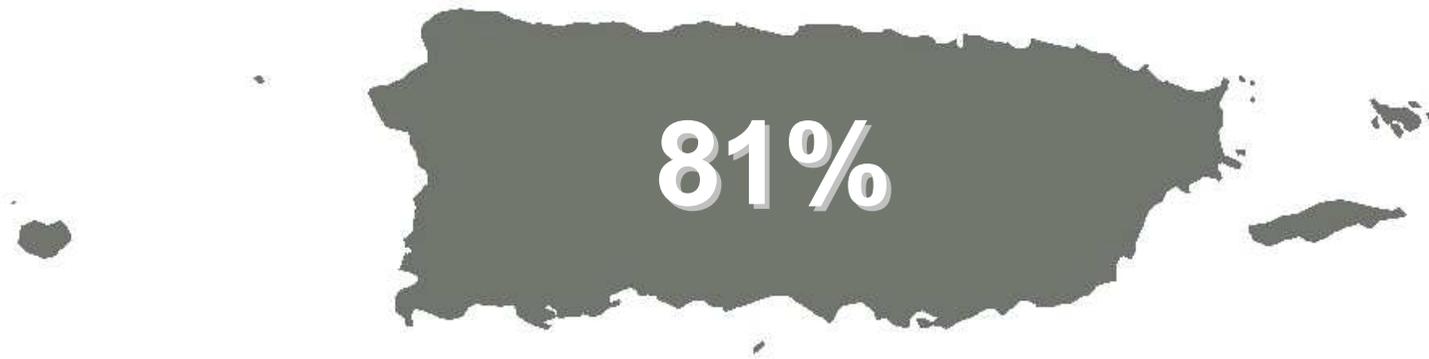
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# Internet Adoption Among Puerto Rican Businesses



# Internet Adoption Among Puerto Rican Businesses

Percent of all Puerto Rican businesses that use  
*either* dial-up *or* broadband Internet service



**Territory-wide, 81% of all Puerto Rican businesses subscribe to Internet service (either dial-up or broadband). This translates into approximately 9,000 businesses that do not use the Internet.**

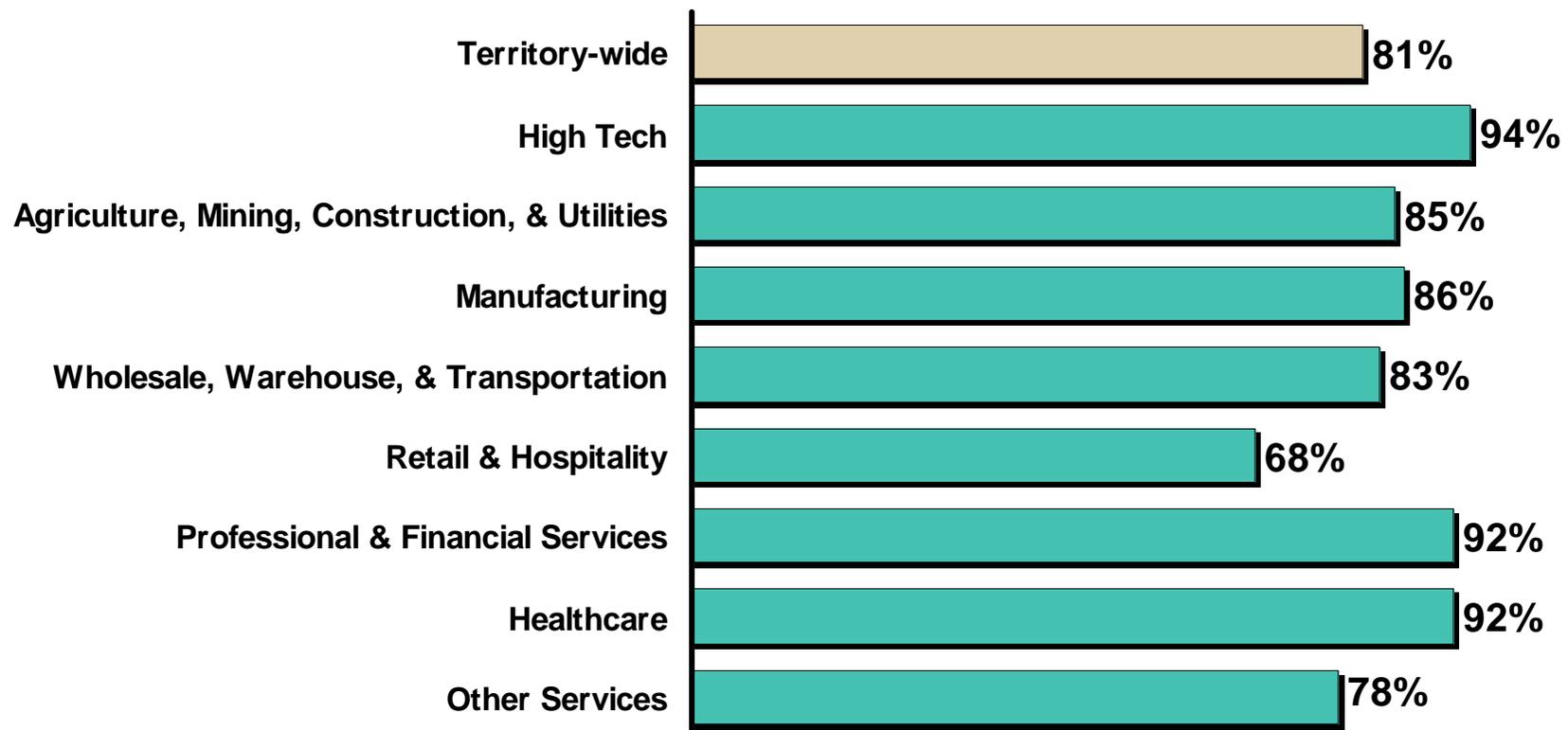
Q: Does your company use the Internet to handle any of your business functions?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Internet Adoption (Dial-Up or Broadband) by Industry Sector

Percent of all Puerto Rican businesses that use  
*either* dial-up or broadband Internet service



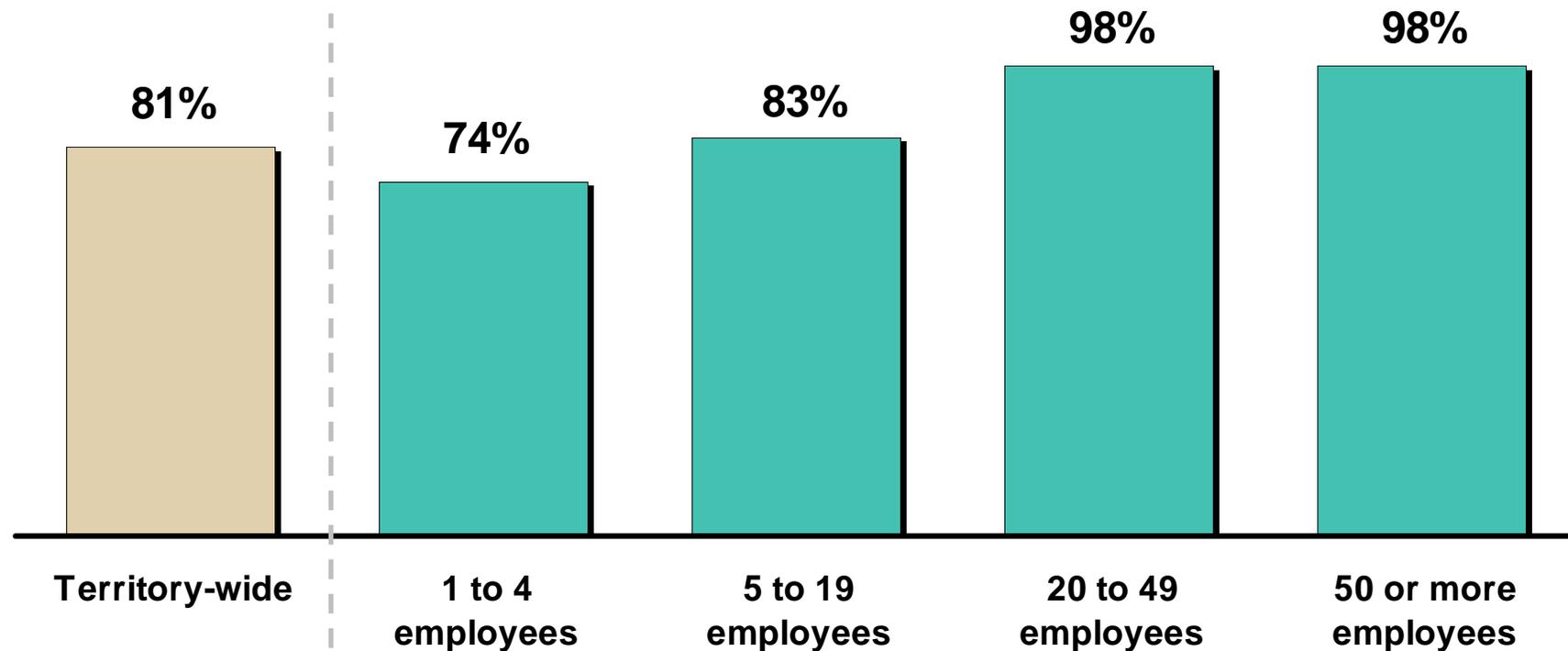
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(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Internet Adoption (Dial-Up or Broadband) by Business Size

Percent of all Puerto Rican businesses that use  
*either* dial-up or broadband Internet service



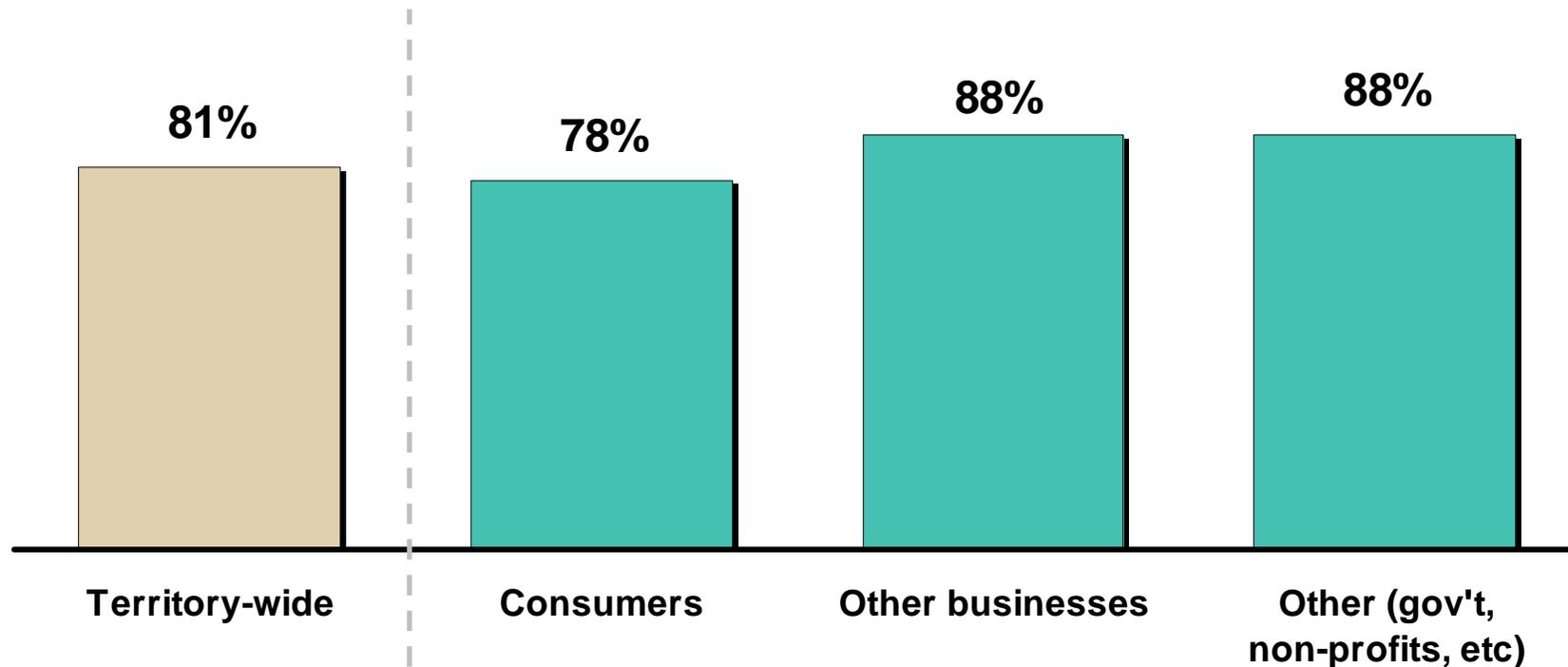
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(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Internet Adoption (Dial-Up or Broadband) by Primary Customer

Percent of all Puerto Rican businesses that use  
*either* dial-up or broadband Internet service



Q: Does your company use the Internet to handle any of your business functions?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

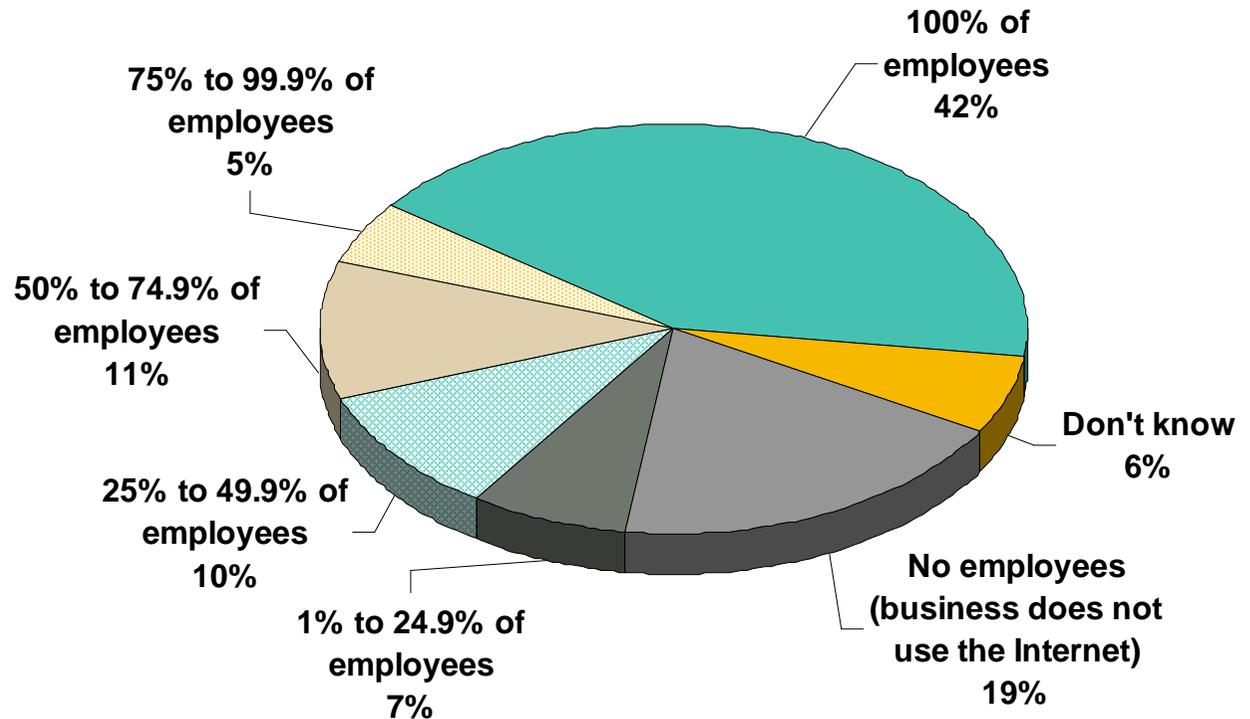


# Percent of Employees Who Use the Internet (Dial-Up or Broadband) for Work Functions

Among all Puerto Rican businesses

At more than two-fifths of Puerto Rican businesses, every employee uses the Internet to conduct business.

On average, 75% of employees at Internet-connected businesses rely on the Internet for their work.



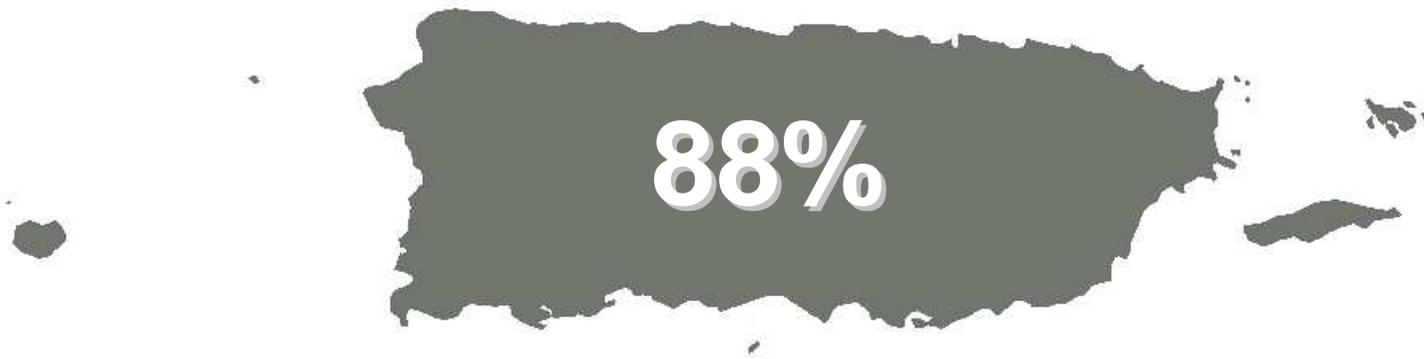
Q: How many employees at this business location use the Internet for business purposes?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Use of Computer Technology Among Puerto Rican Businesses

# Use of Computer Technology

Percent of all Puerto Rican businesses that use computer technology



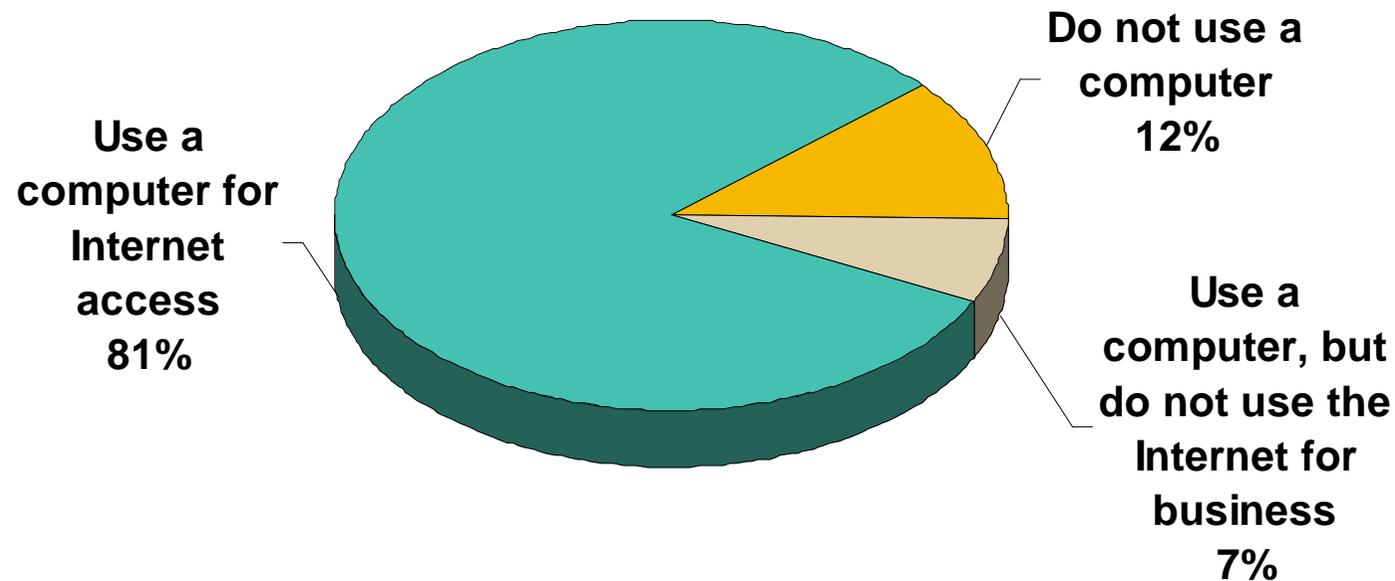
**Territory-wide, 88% of all Puerto Rican businesses use a computer.  
This translates into approximately 6,000 businesses that do not use a computer.**

Q: Does your company use any type of computer technology to handle some or all of its business functions (for example: sales, cash receipts, accounting, inventory control or management reporting)?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Use of Computers and the Internet (Either Dial-Up or Broadband)

Percent of all Puerto Rican businesses



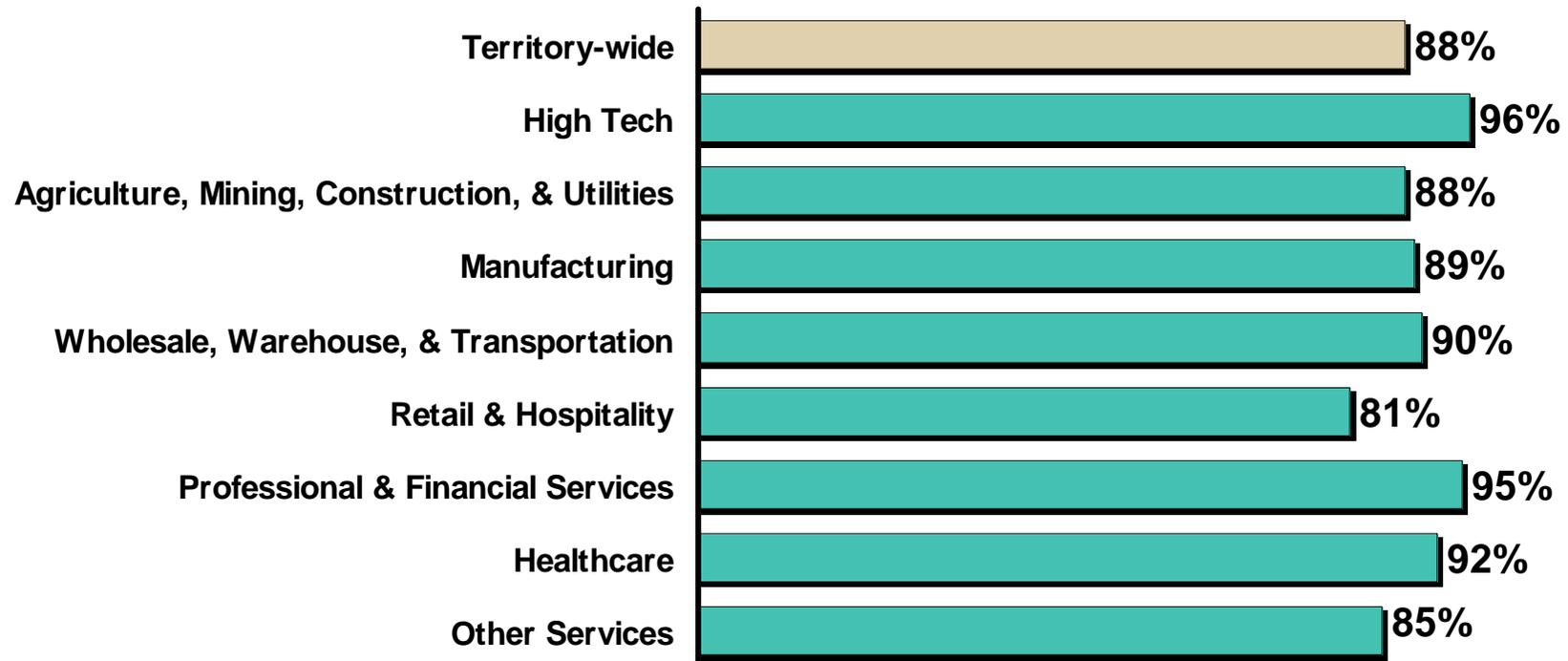
**More than eight out of ten Puerto Rican businesses (81%, or about 38,000 businesses) say that they use the Internet for their business functions.**

Q: Does your company use the Internet to handle any of your business functions?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Computer Use by Industry Sector

Percent of all Puerto Rican businesses that use a computer for their business functions

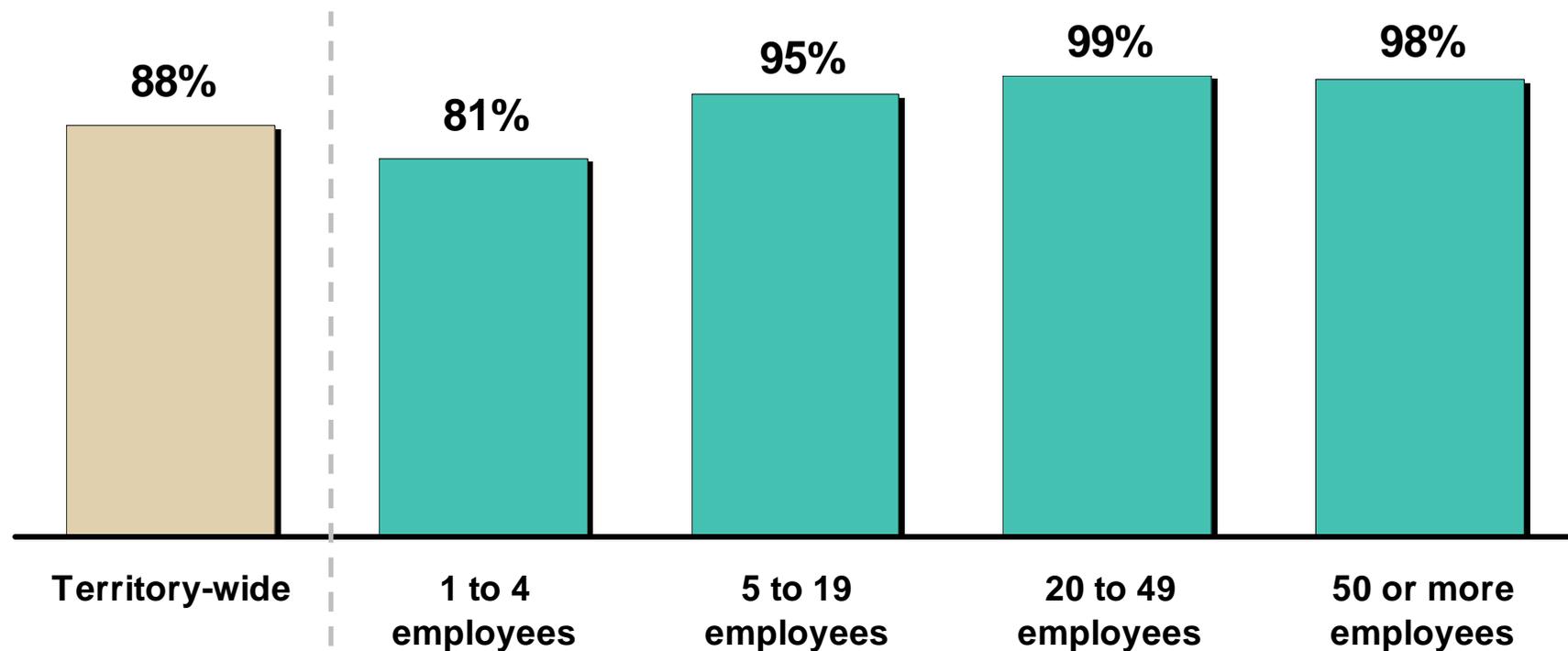


Q: Does your company use any type of computer technology to handle some or all of its business functions (for example: sales, cash receipts, accounting, inventory control or management reporting)? (n=814 PR businesses)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Computer Use by Business Size

Percent of all Puerto Rican businesses that use a computer for their business functions

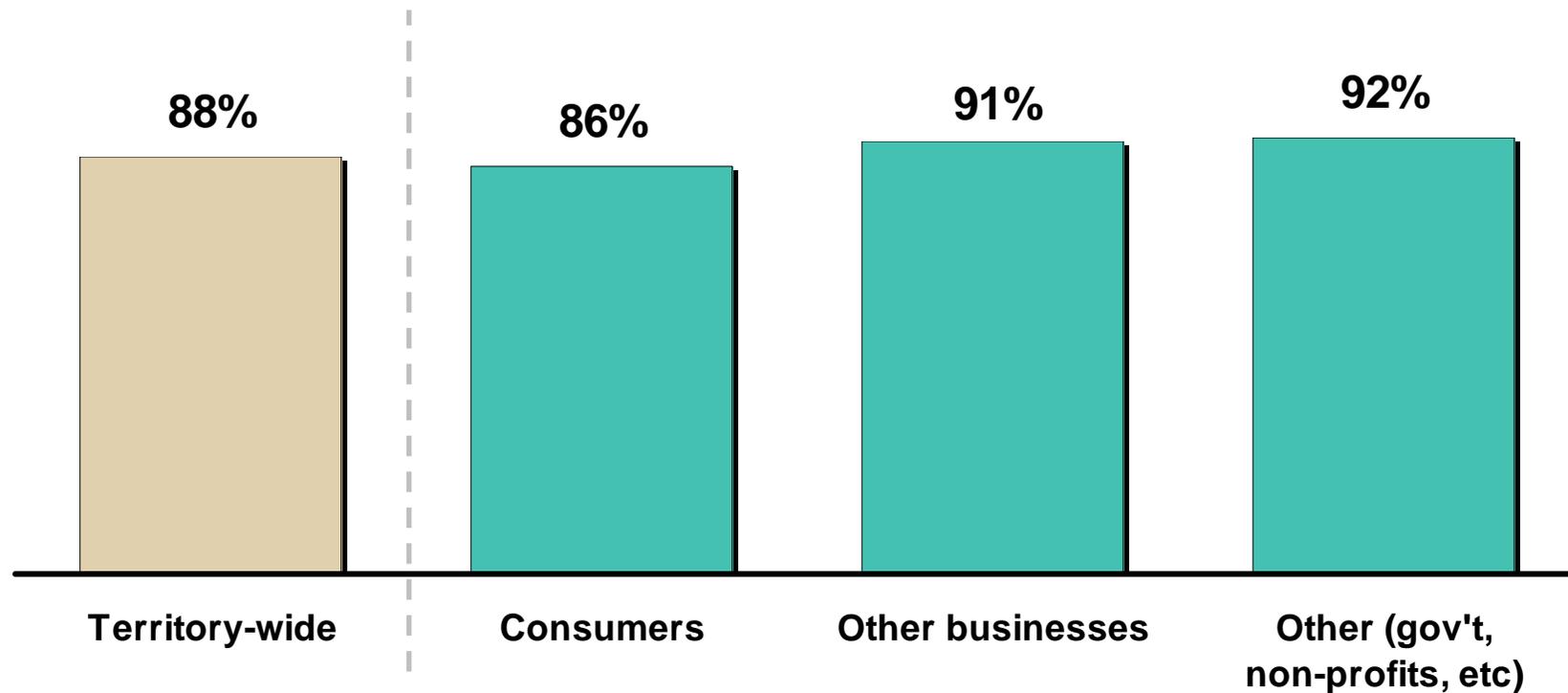


Q: Does your company use any type of computer technology to handle some or all of its business functions (for example: sales, cash receipts, accounting, inventory control or management reporting)?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Computer Use by Primary Customer

Percent of all Puerto Rican businesses that use a computer for their business functions



Q: Does your company use any type of computer technology to handle some or all of its business functions (for example: sales, cash receipts, accounting, inventory control or management reporting)? (n=814 PR businesses)

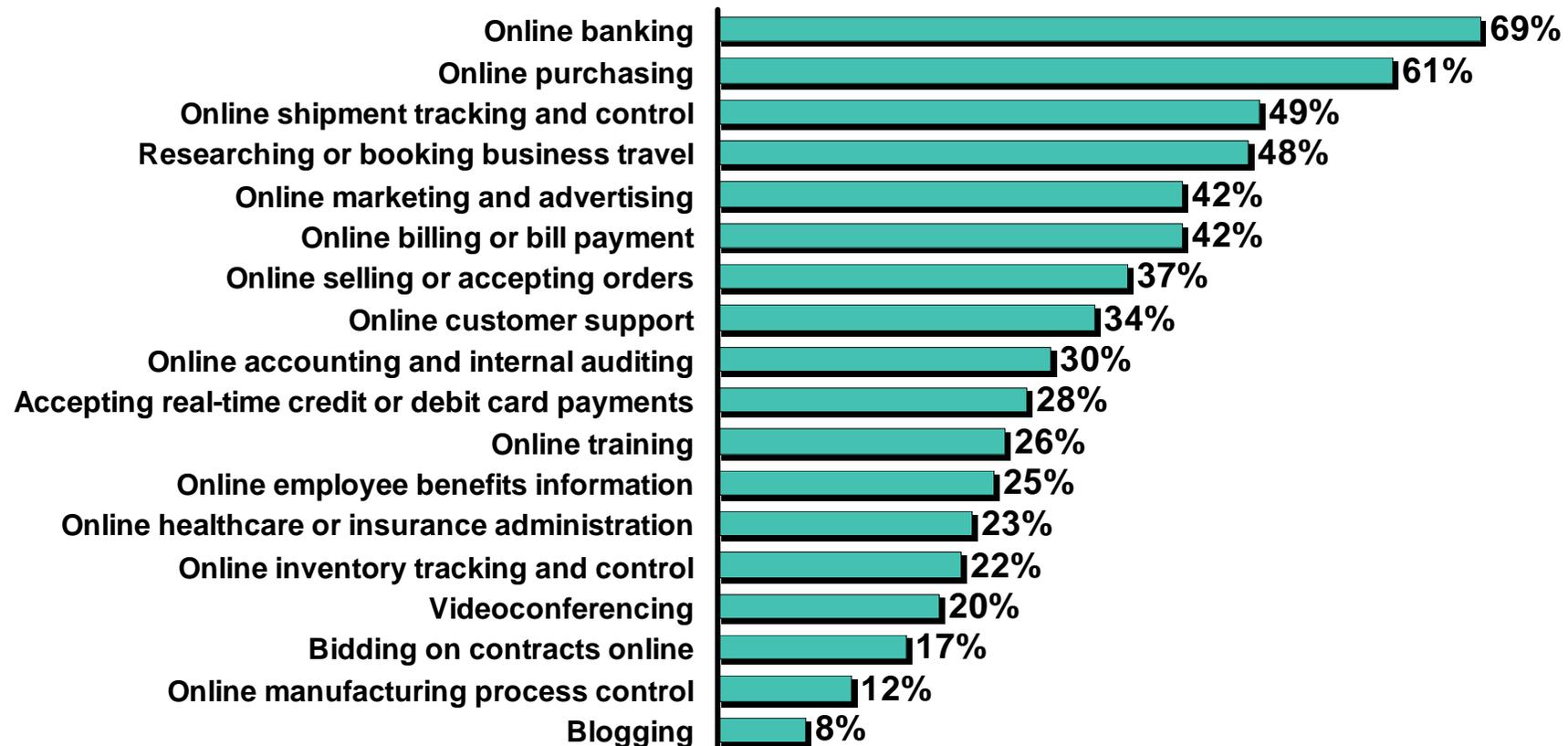
Source: 2010 Connect Puerto Rico Business Technology Assessment  
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# Uses for the Internet



# Uses for the Internet Among Puerto Rican Businesses

Among Internet-connected Puerto Rican businesses (using dial-up or broadband)

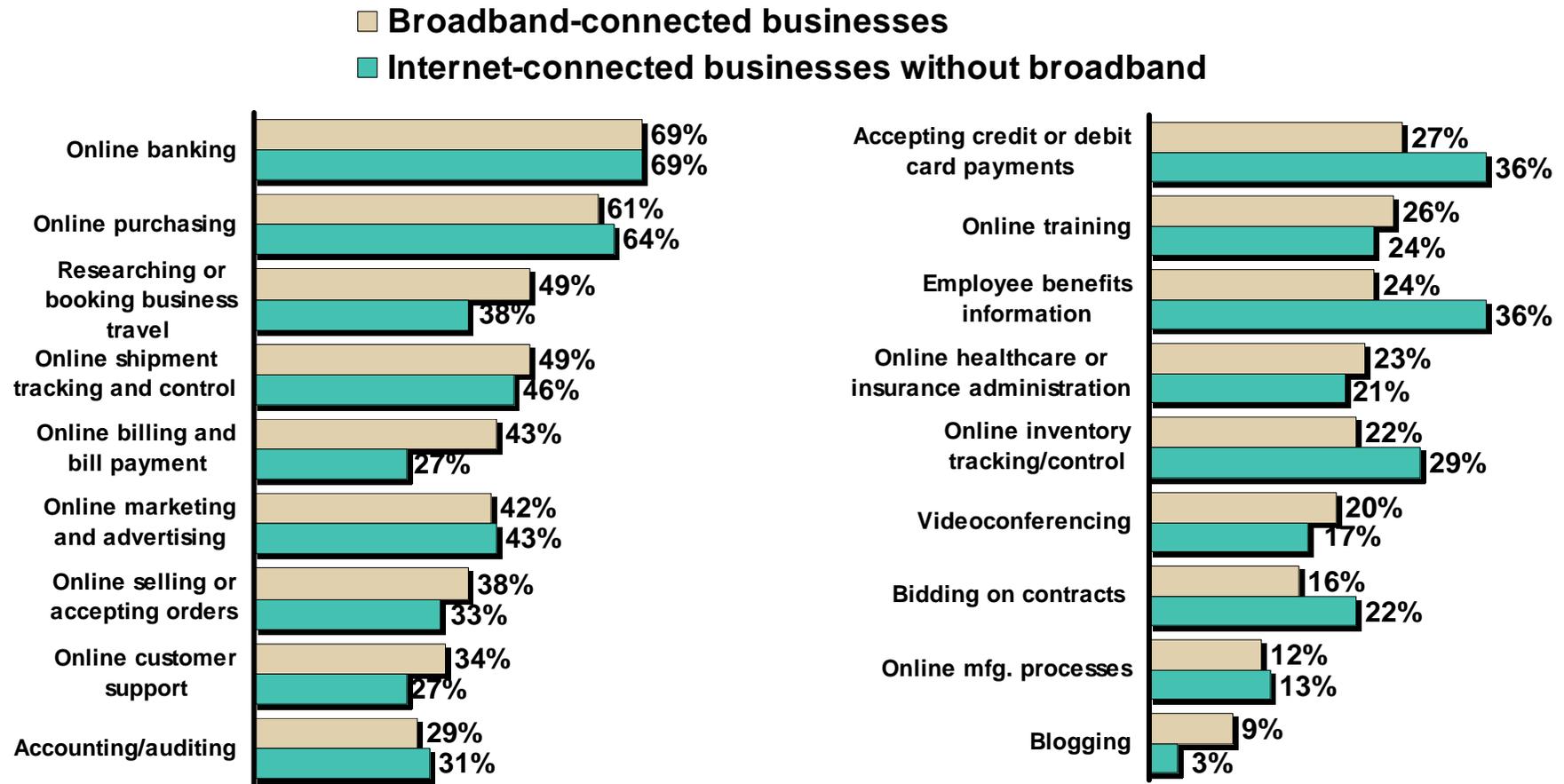


Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Uses for the Internet Among Puerto Rican Businesses (Dial-Up Users and Broadband Users)



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

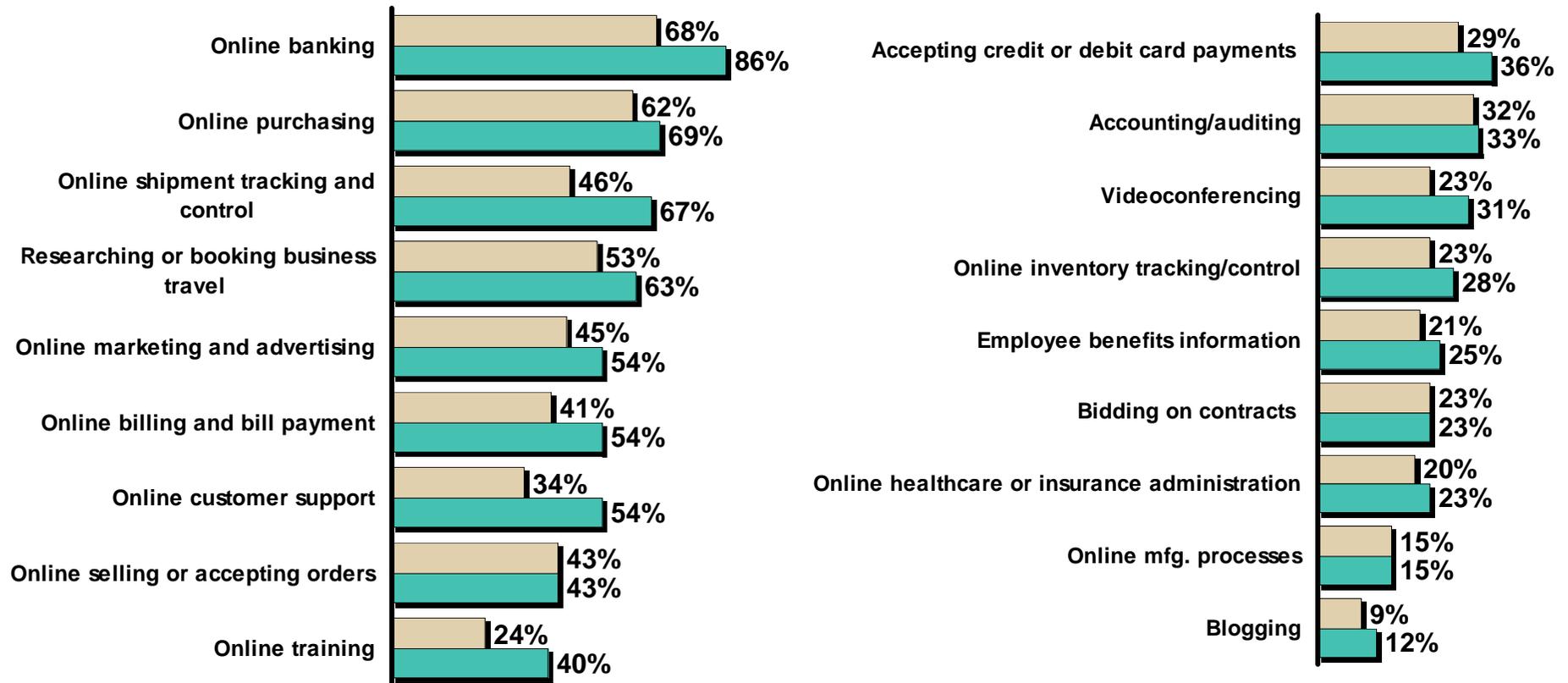
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org



# Uses for the Internet by Broadband Download Speeds

■ Download speed is less than 3 Mbps

■ Download speed is 3 Mbps or greater



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=430 broadband-connected PR businesses that know their advertised download speed)

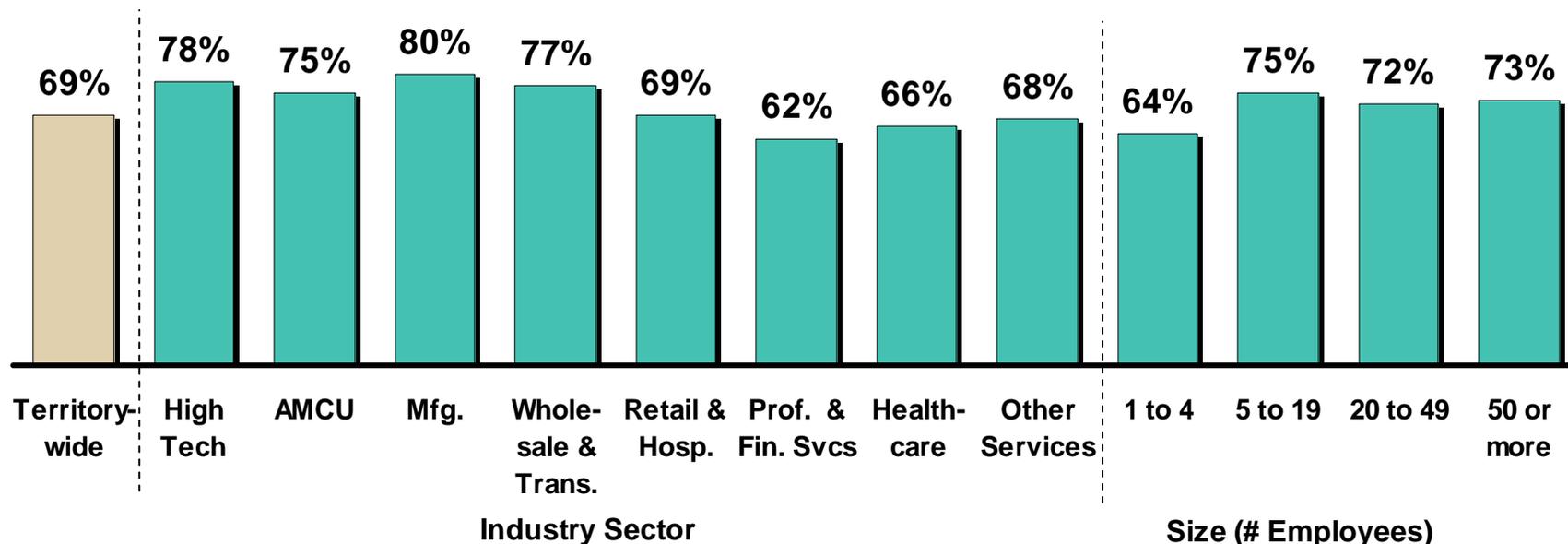
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Banking

Nearly seven out of ten Internet-connected businesses in Puerto Rico report banking online.

This application is used most often by Internet-connected businesses in the Manufacturing sector.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

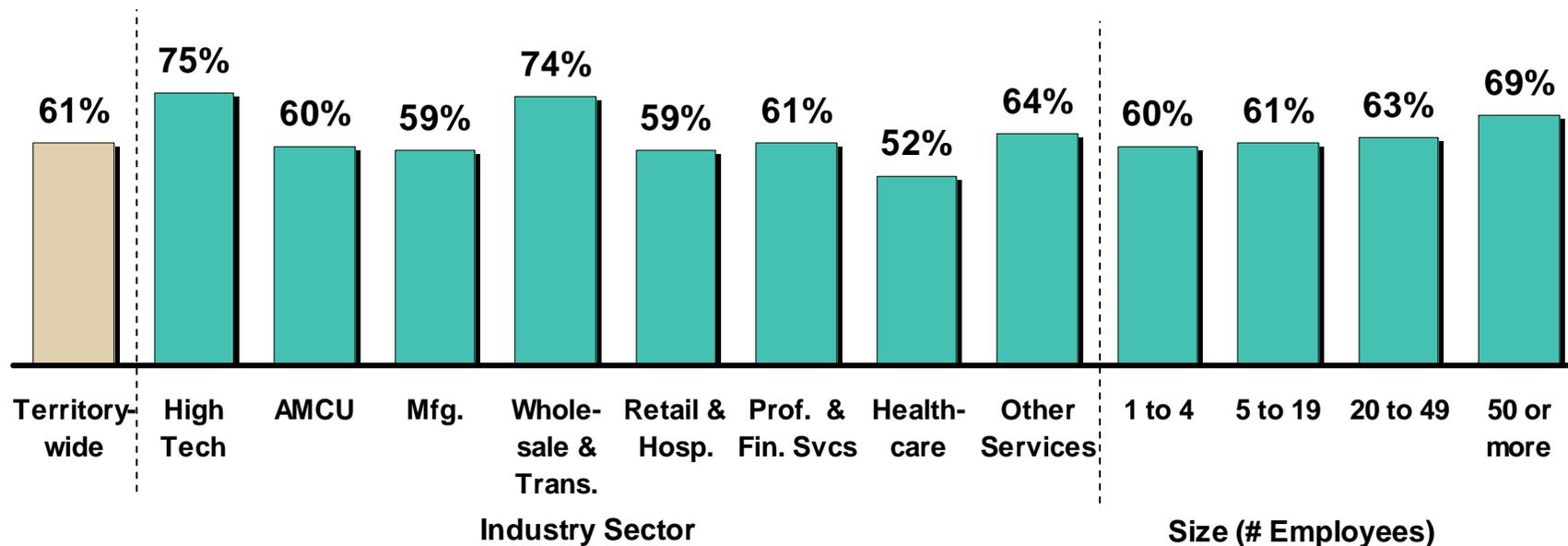
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Online Purchasing or Ordering

More than three out of five Internet-connected businesses make purchases online.

This activity is most likely to be used by Internet-connected businesses in the High Tech and Wholesale & Transportation sectors.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

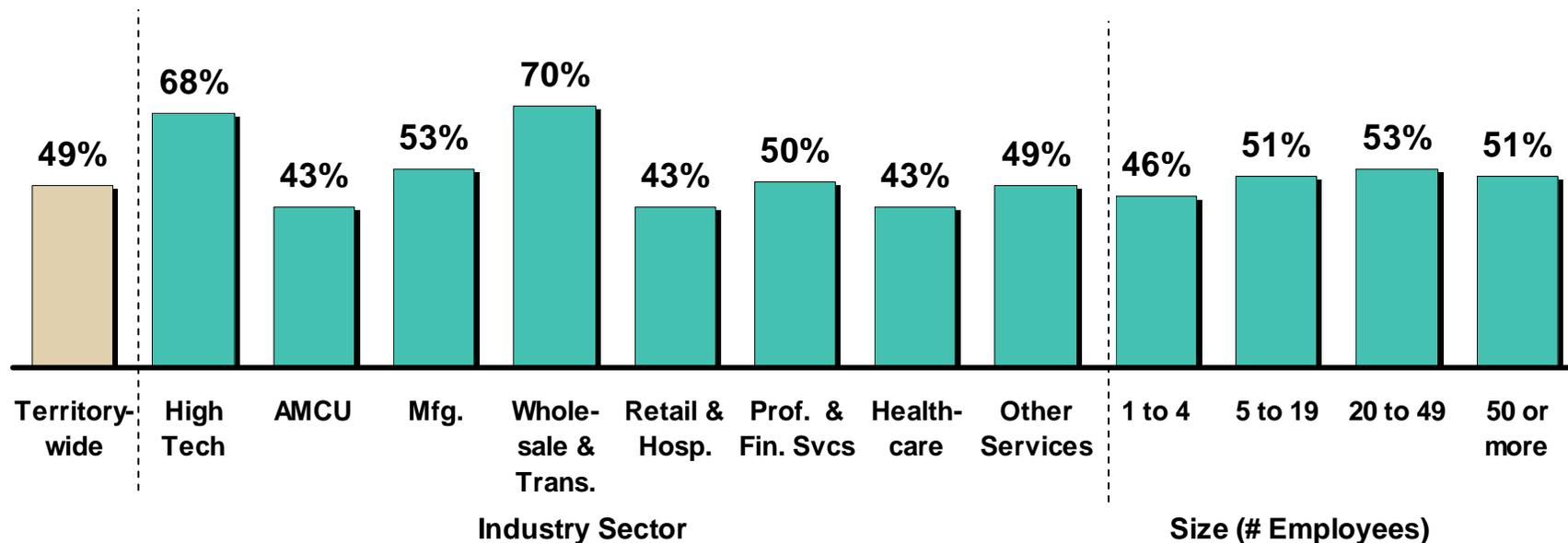
Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Shipment Tracking and Control

Nearly one-half of Internet-connected businesses track and control their shipments online.

This application is most prevalent among the Wholesale & Transportation and High Tech sectors.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

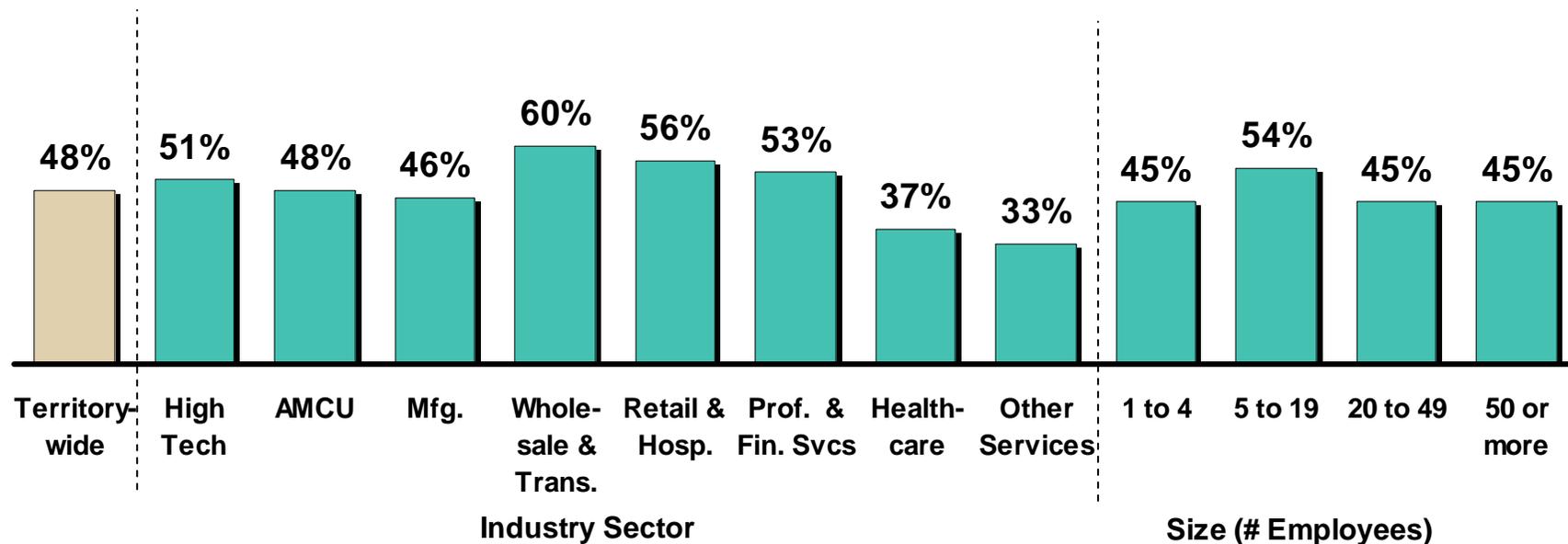


# Researching or Booking Travel Online

Nearly one-half of Internet-connected businesses research or book business travel online.

This application is most likely to be used by the Wholesale & Transportation sector.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

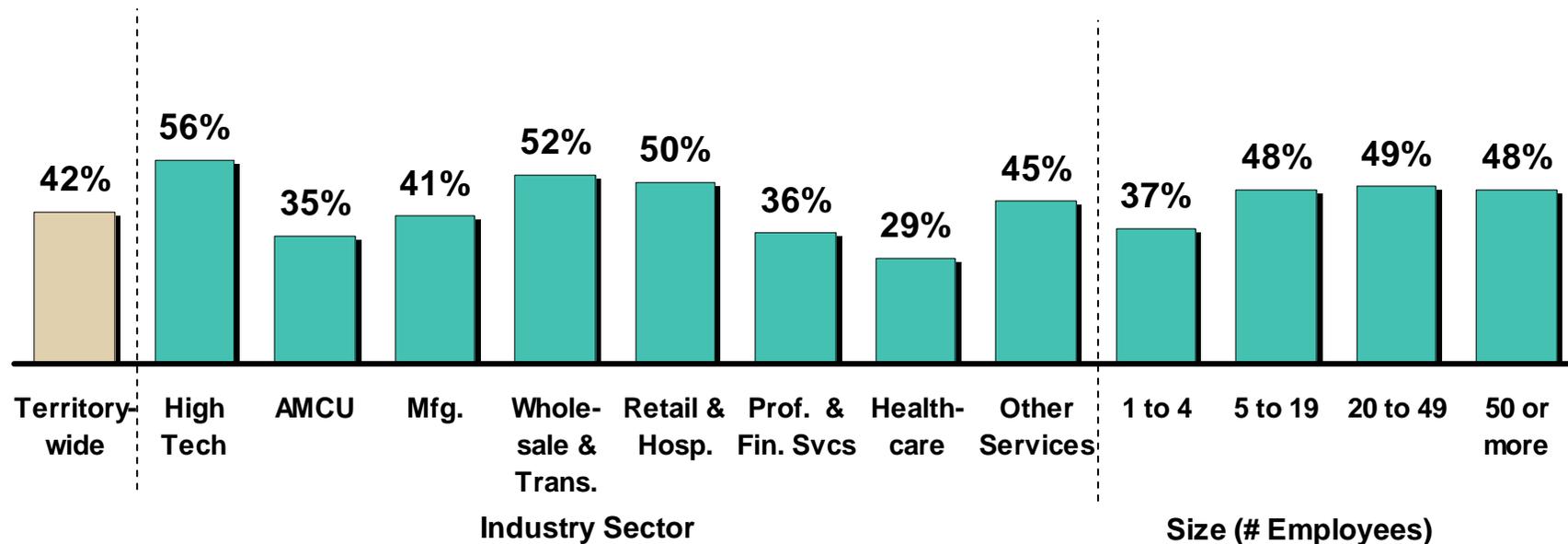
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Online Marketing and Advertising of Products and Services

The majority of Internet-connected businesses in the High Tech and Wholesale & Transportation sectors market and advertise their products and services online.

Smaller companies are the least likely to use this application.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

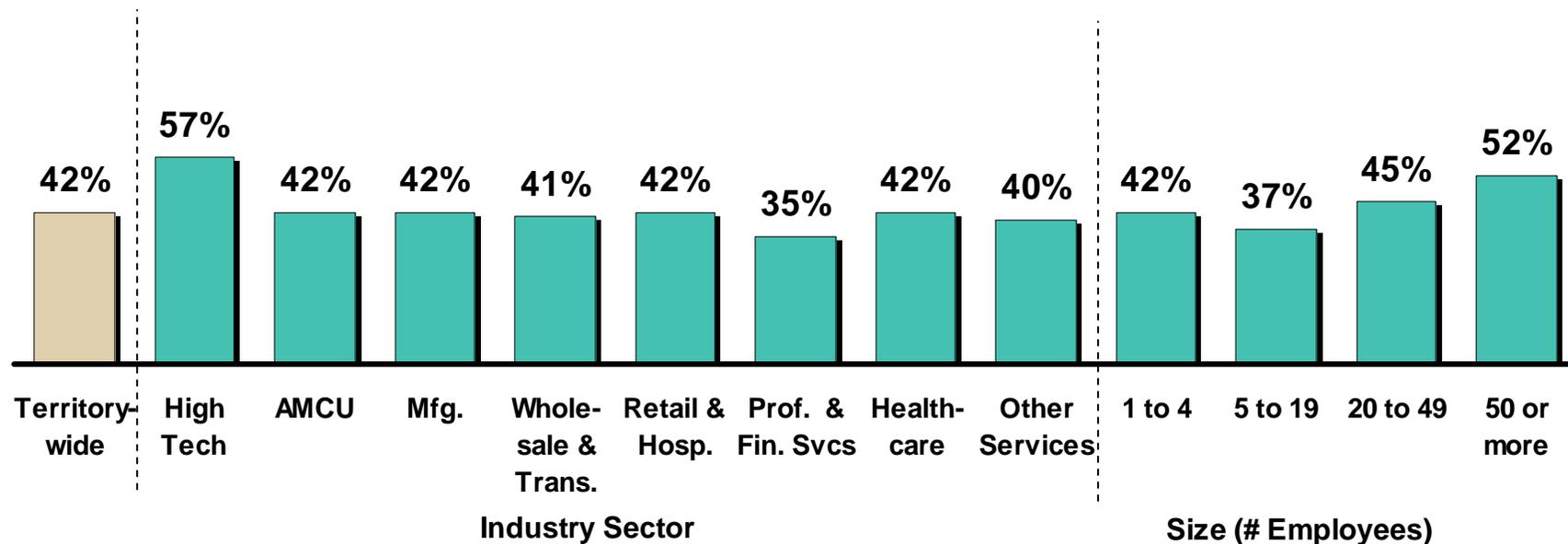
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Billing or Bill Payment

Internet-connected businesses in the High Tech sector are the most likely to allow online bill payment.

This application is most prevalent in larger firms.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

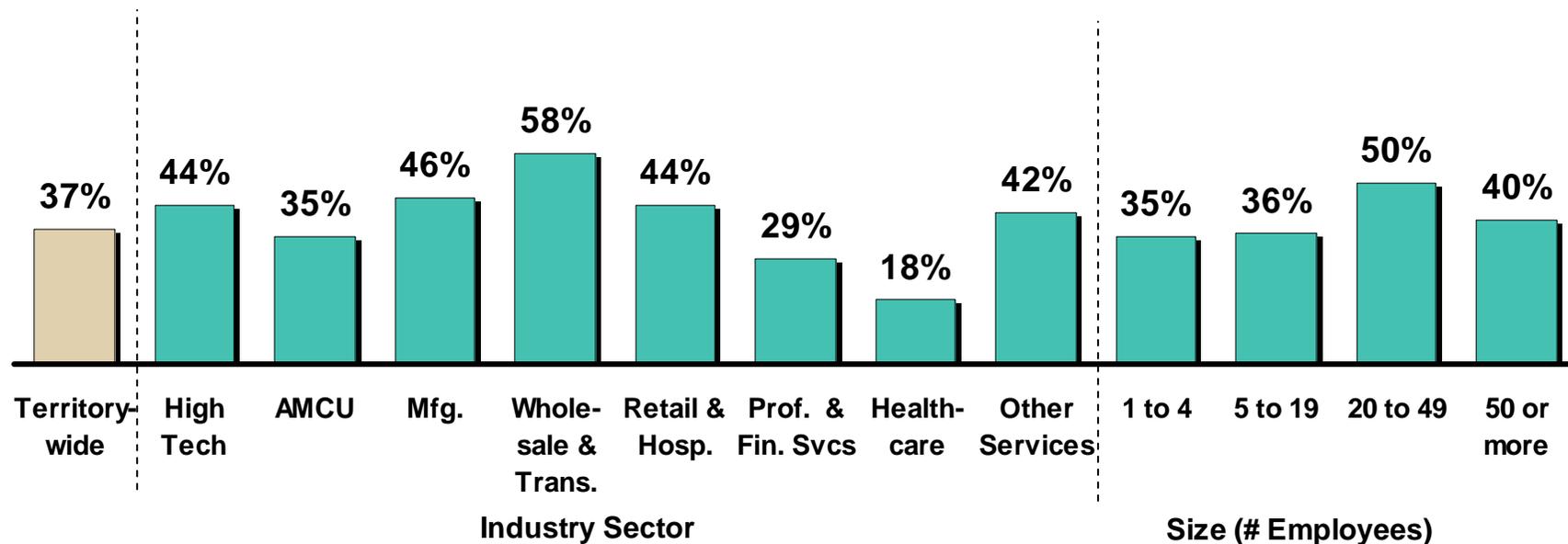
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Selling or Accepting Orders for Products or Services Online

Online selling occurs more in the Wholesale & Transportation sector than in any other industry sector.

Businesses in the Healthcare sector are significantly less likely to use this application.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

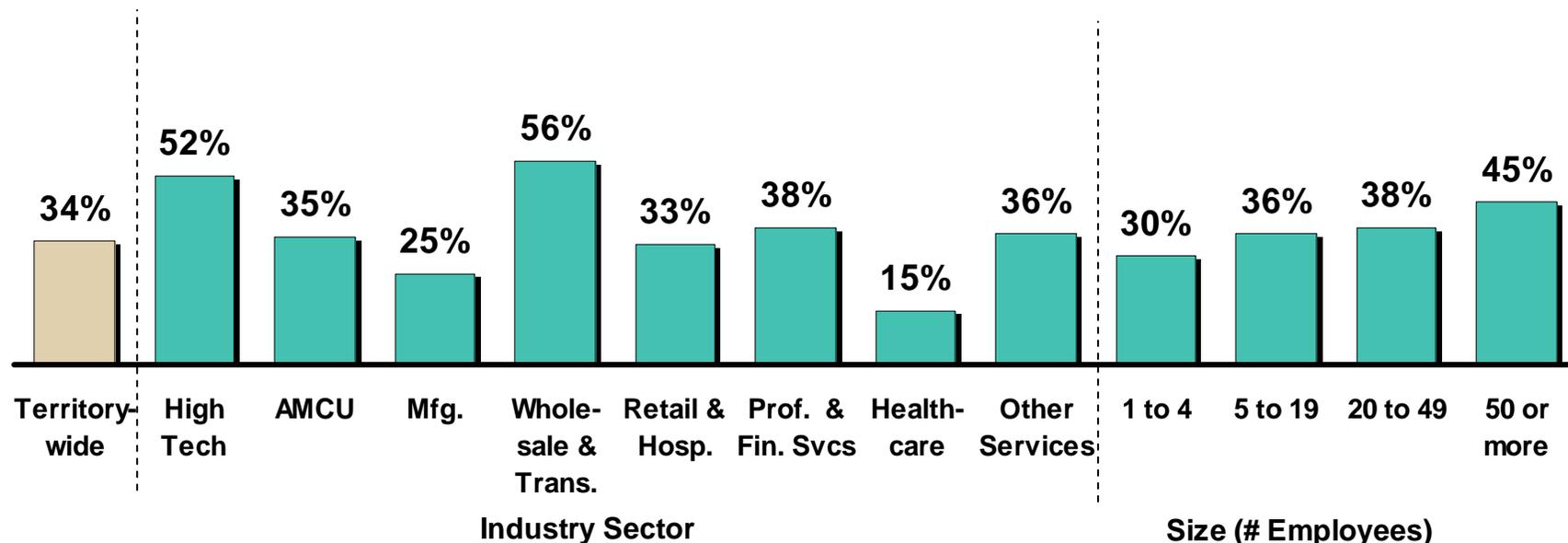


# Online Customer Support for Products or Services

Approximately one-third of the Internet-connected businesses in Puerto Rico provide customer support services online.

The Wholesale & Transportation sector is most likely to use this application.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

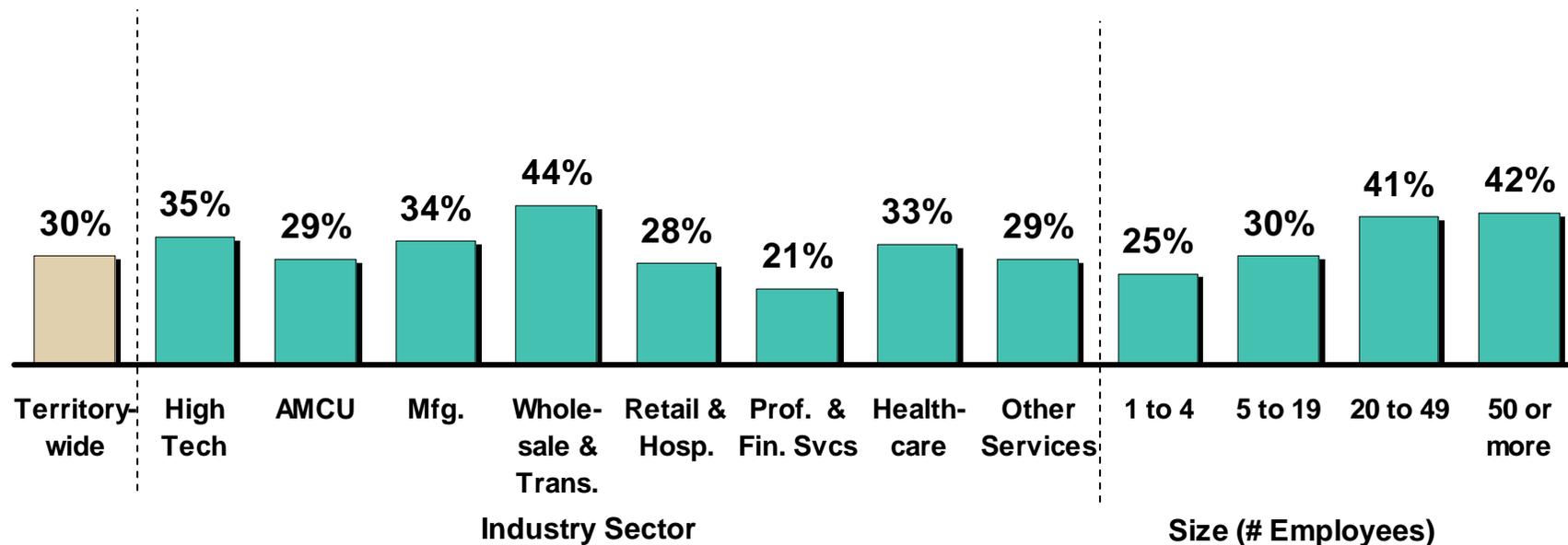
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Accounting and Internal Auditing

Three out of ten Internet-connected businesses report using online accounting and internal auditing.

This application is most prevalent in the Wholesale & Transportation sector.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

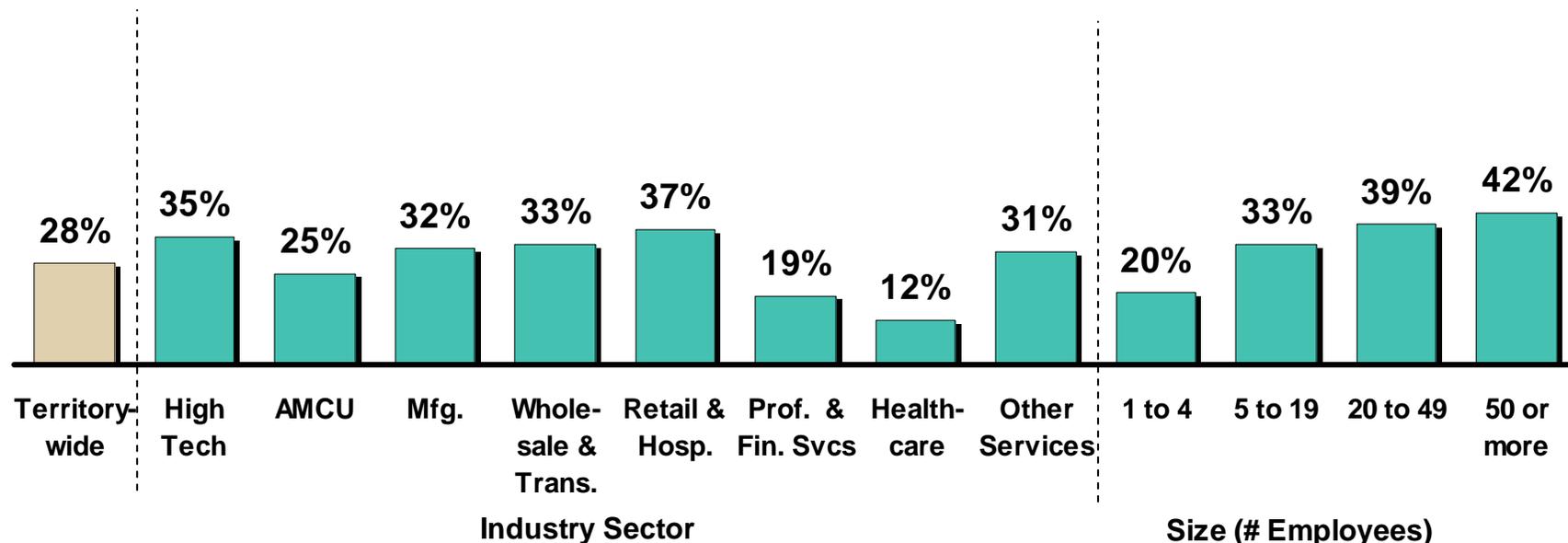


# Accepting Real-Time Payments Such as Credit Card and Debit Payments Online

Internet-connected businesses in the Retail and Hospitality sector are the most likely to accept real-time payments online.

Online training is directly related to company size, with large businesses more than twice as likely to use this application than small businesses.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

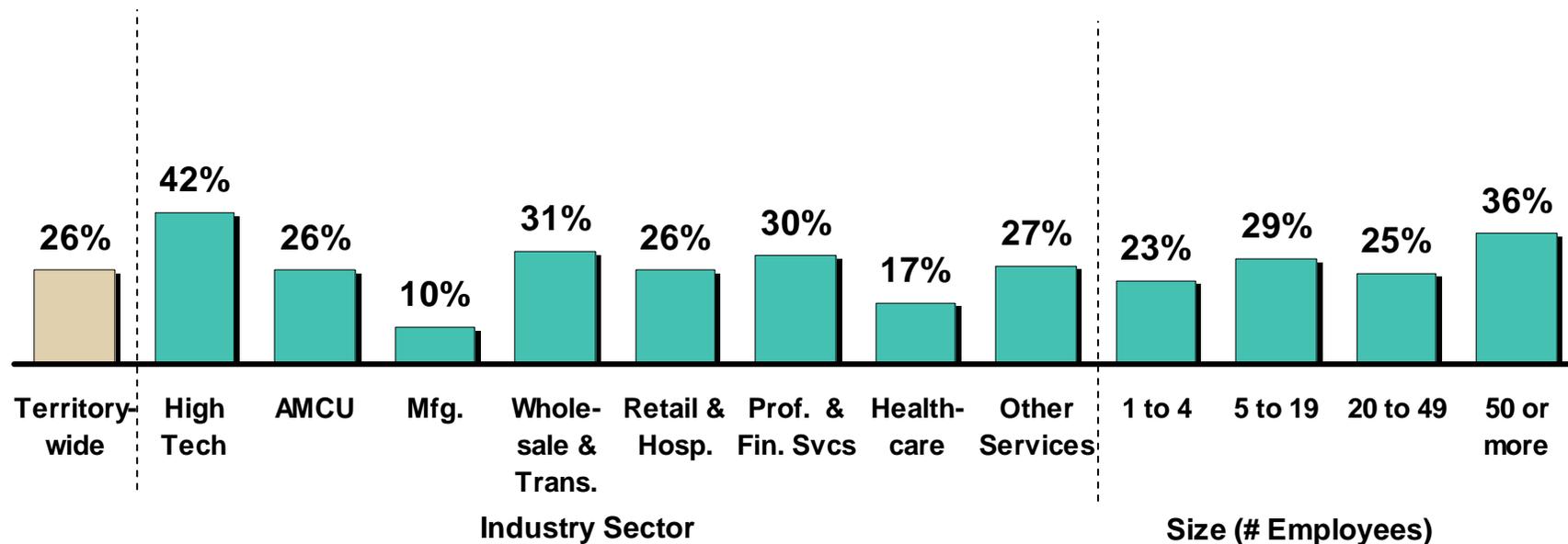
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Online Training

More than one-quarter of the Internet-connected businesses in Puerto Rico report conducting training online.

This application is used by over two-fifths of businesses in the High Tech sector.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

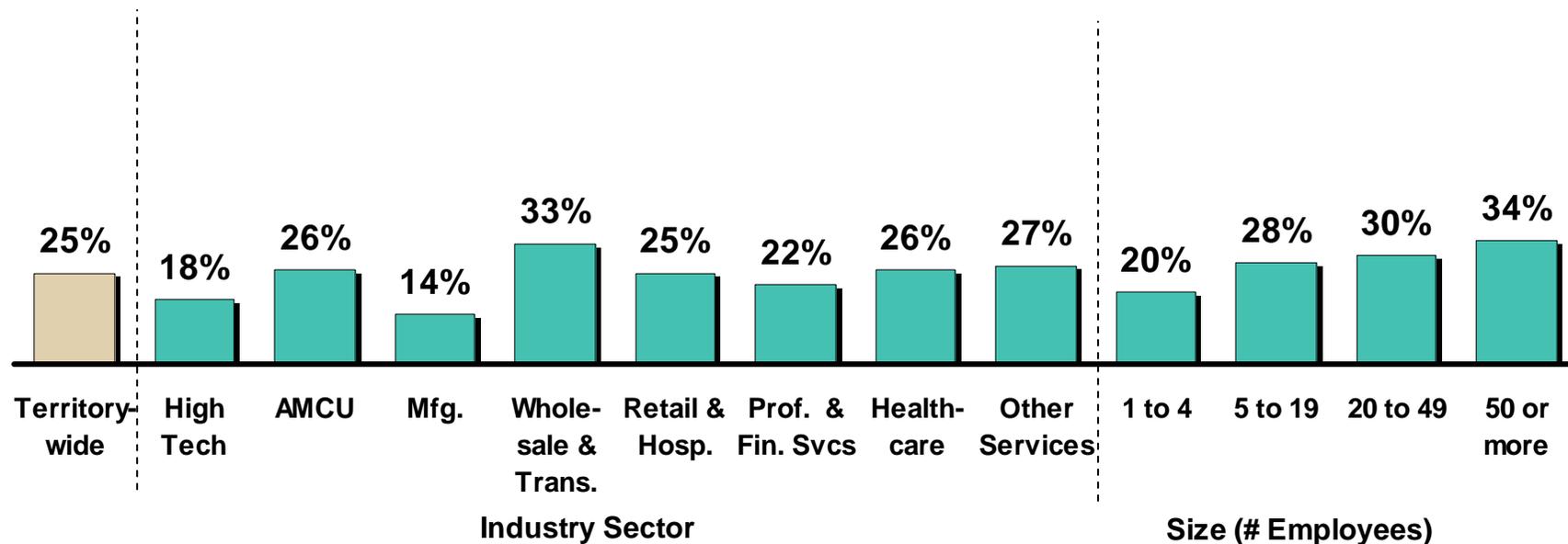


# Online Employee Benefits Information

One-quarter of the Internet-connected businesses in Puerto Rico provide their employees with benefit information using the Internet.

Use of this application increases directly with company size.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

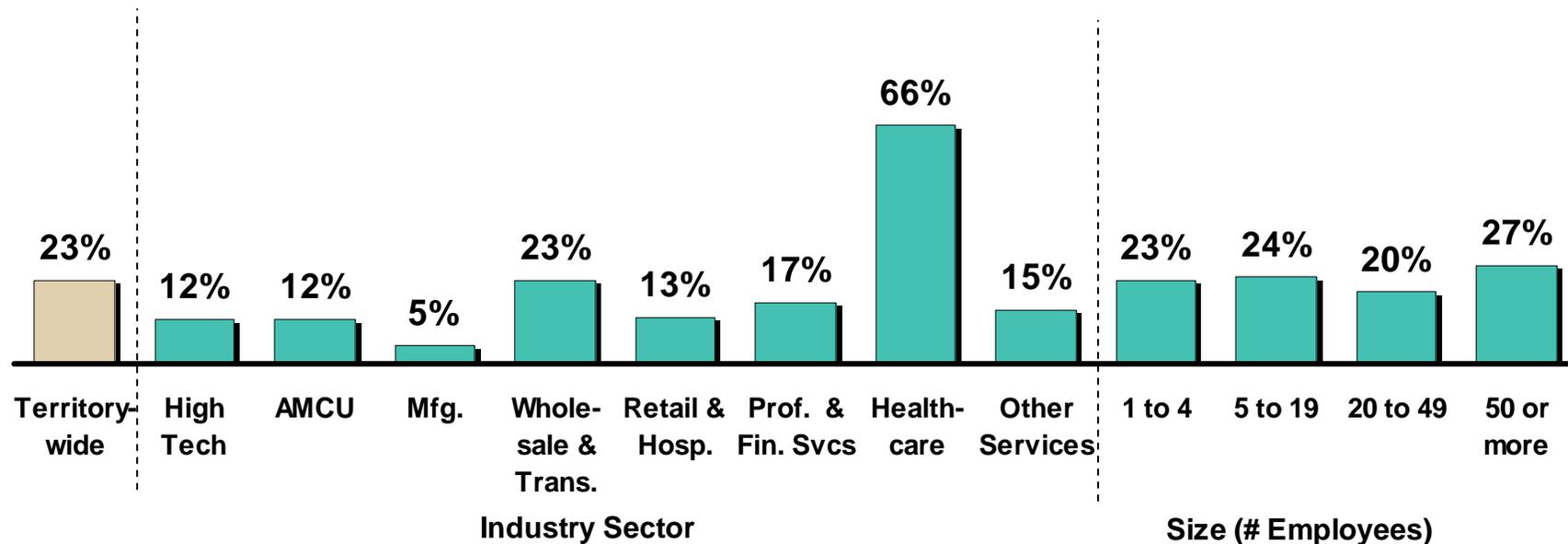
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Online Administration With Healthcare Insurance Companies, Such as Inquiries About Eligibility and Claims Status

Internet-connected businesses in the Healthcare sector are significantly more likely to offer online administration with healthcare insurance companies.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

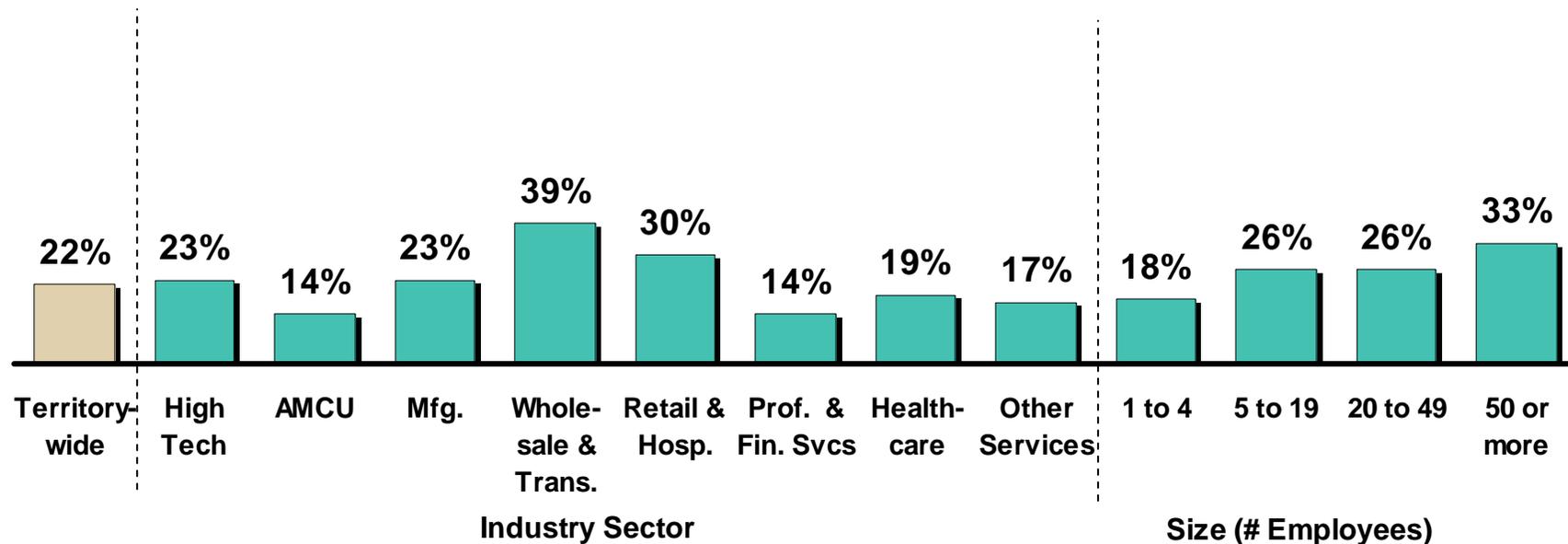
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Online Inventory Tracking and Control

Internet-connected businesses in the Wholesale & Transportation sector are the most likely to report tracking and controlling inventory online.

Predictably, this is most likely to be used by larger businesses.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

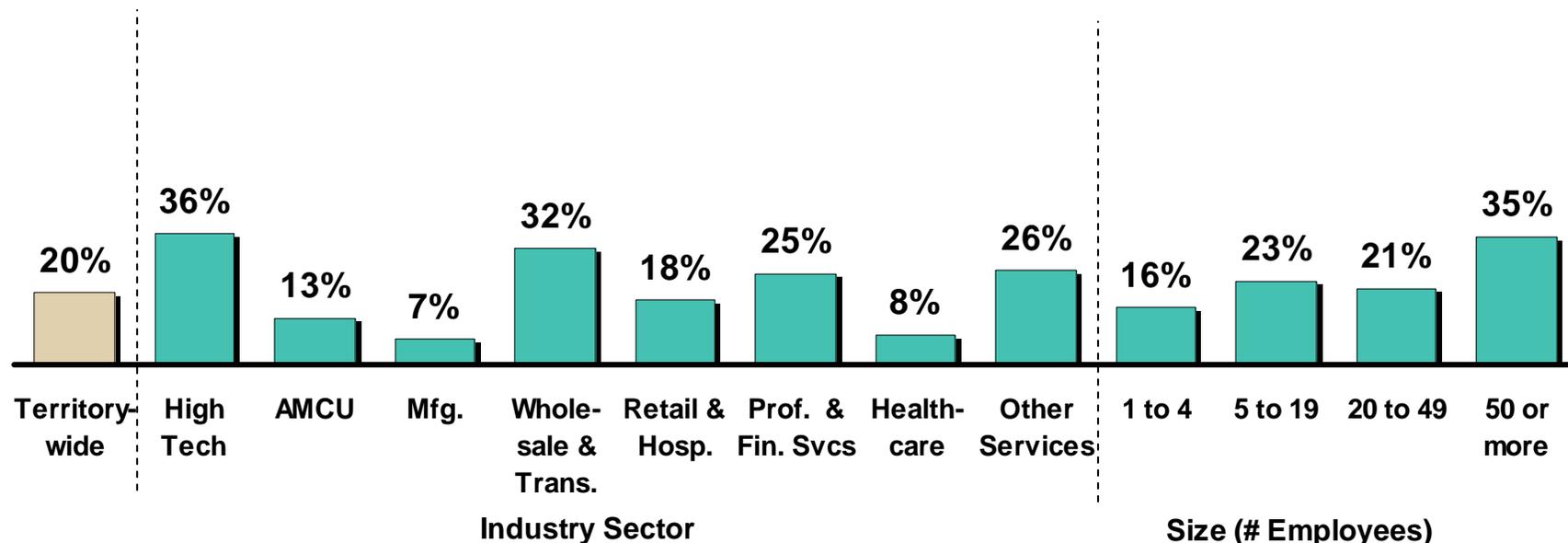
Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org

# Videoconferencing

Videoconferencing is used by one-fifth of all Puerto Rico businesses that use the Internet, most often by businesses in the High Tech sector.

The percentage of businesses that use videoconferencing increases significantly in companies with 50 or more employees.

Current adoption among Internet-connected businesses, by sector and size



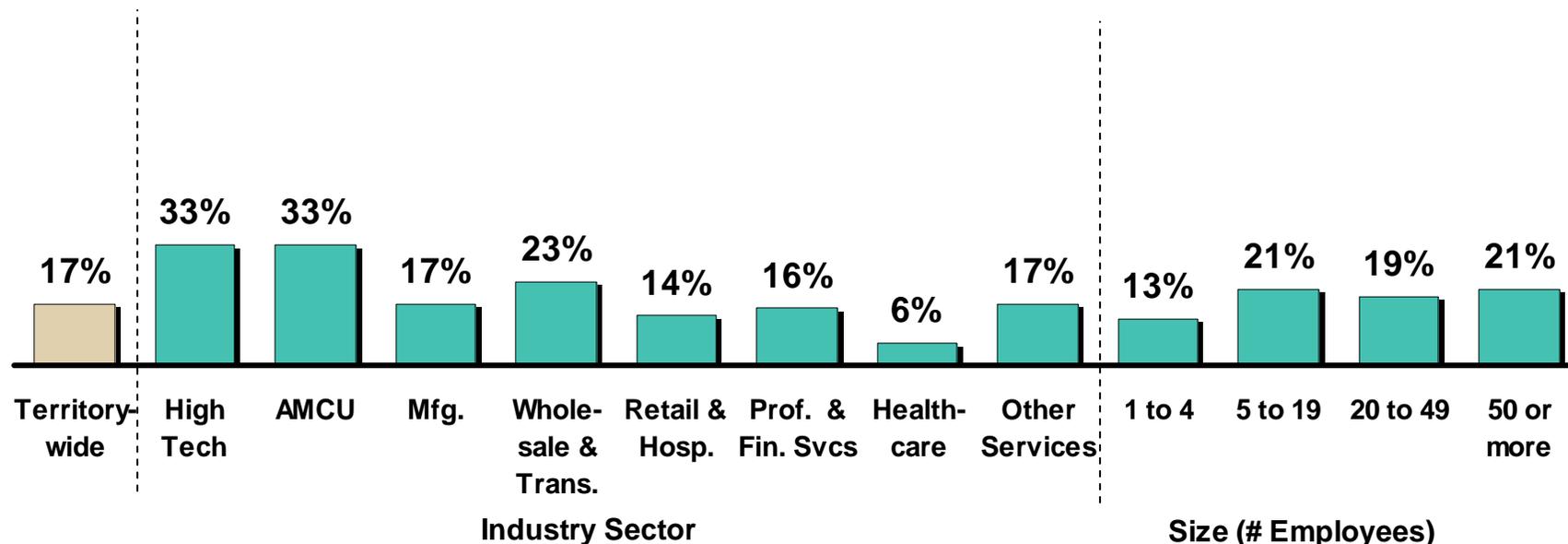
Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Bidding on Contracts Online

One-third of the businesses in the High Tech and Agriculture, Mining, Construction, and Utilities report that they bid on contracts online

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

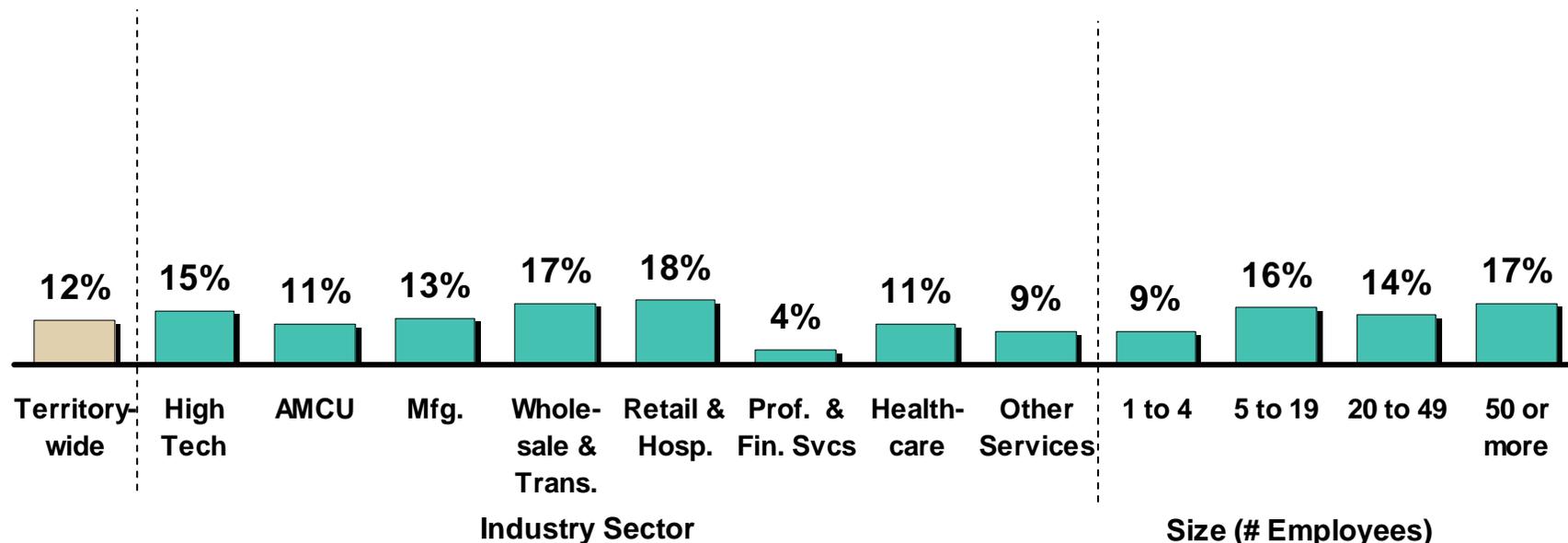


# Online Manufacturing Process Control

Only 12% of all Internet-connected Puerto Rico businesses report using online manufacturing process control.

The practice is most likely to be used by businesses in the Retail & Hospitality sector, whereas the Professional & Financial Services sector is the least likely to use it.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

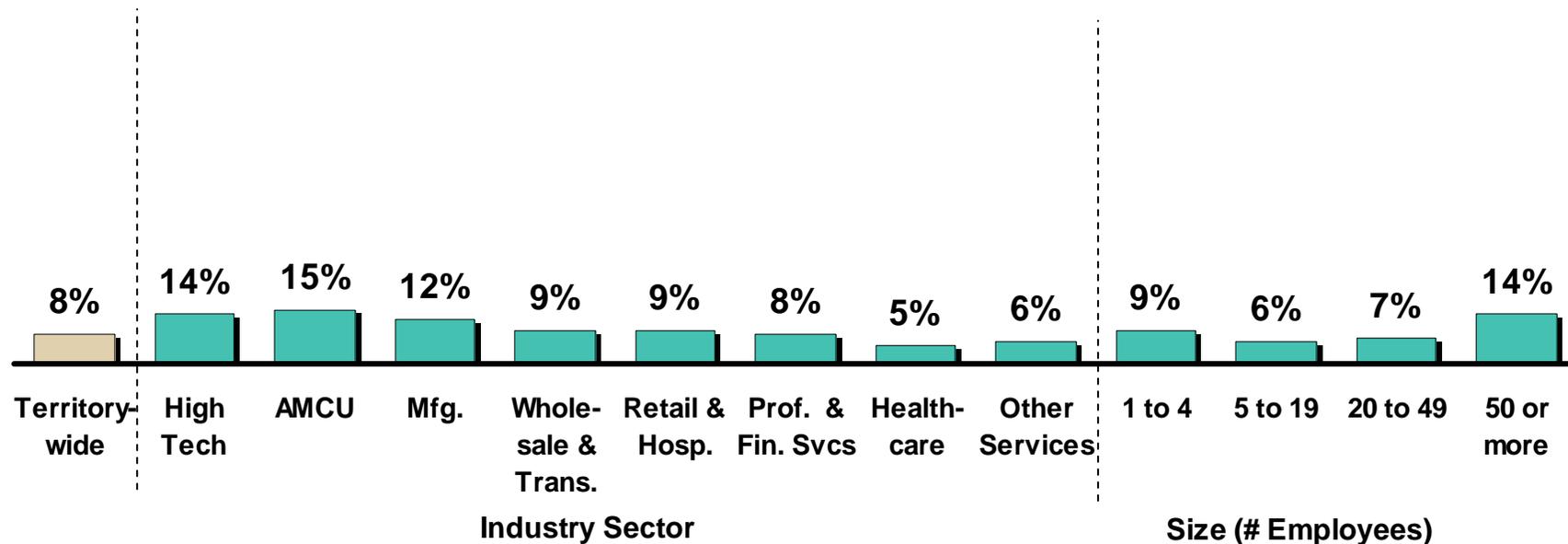
Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Blogging

Businesses in the Agriculture, Mining, Construction, and Utilities sectors are the most likely to maintain a blog to stay in contact with current and potential customers.

Large businesses are more likely to maintain a blog than smaller businesses.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

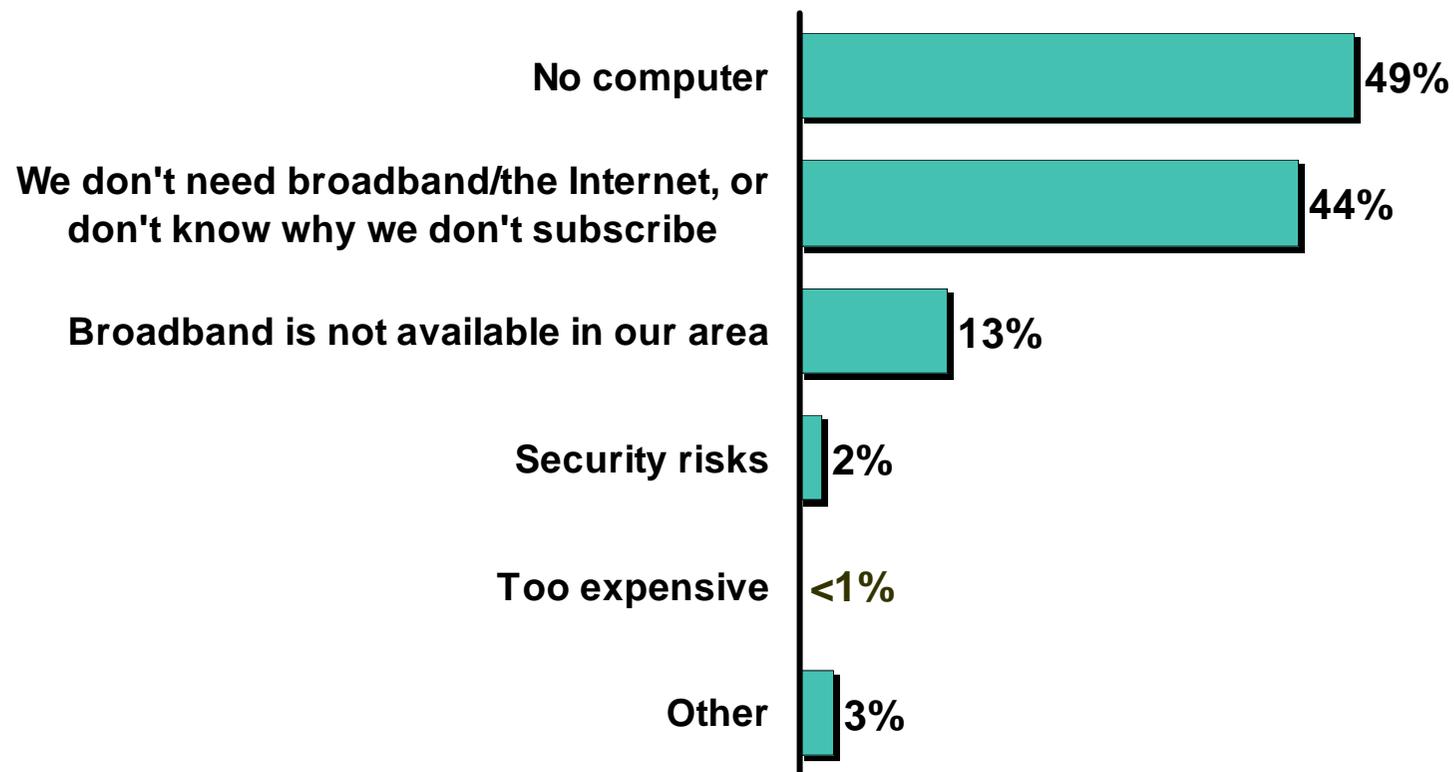
Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Barriers to Technology Adoption



# Barriers to Broadband Adoption

Among Puerto Rican businesses with no broadband service\*



\*Percentages do not add up to 100% because businesses could give multiple responses.

Q: Why doesn't your organization subscribe to broadband service?

(n=133 PR businesses with no broadband service)

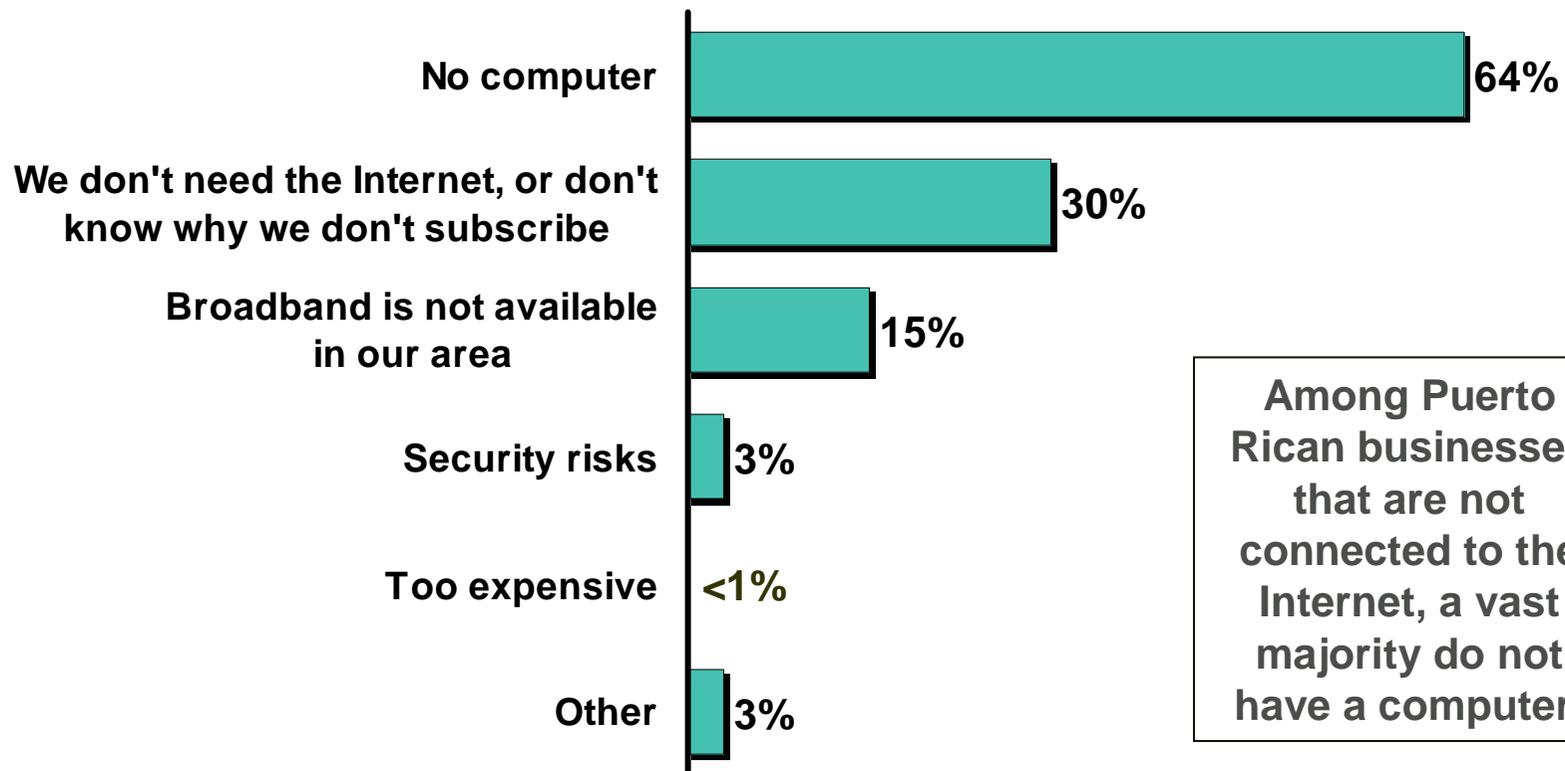
Source: 2010 Connect Puerto Rico

Business Technology Assessment

[www.connectpr.org](http://www.connectpr.org)

# Barriers to Internet Adoption

Among Puerto Rican businesses that do not use the Internet\*



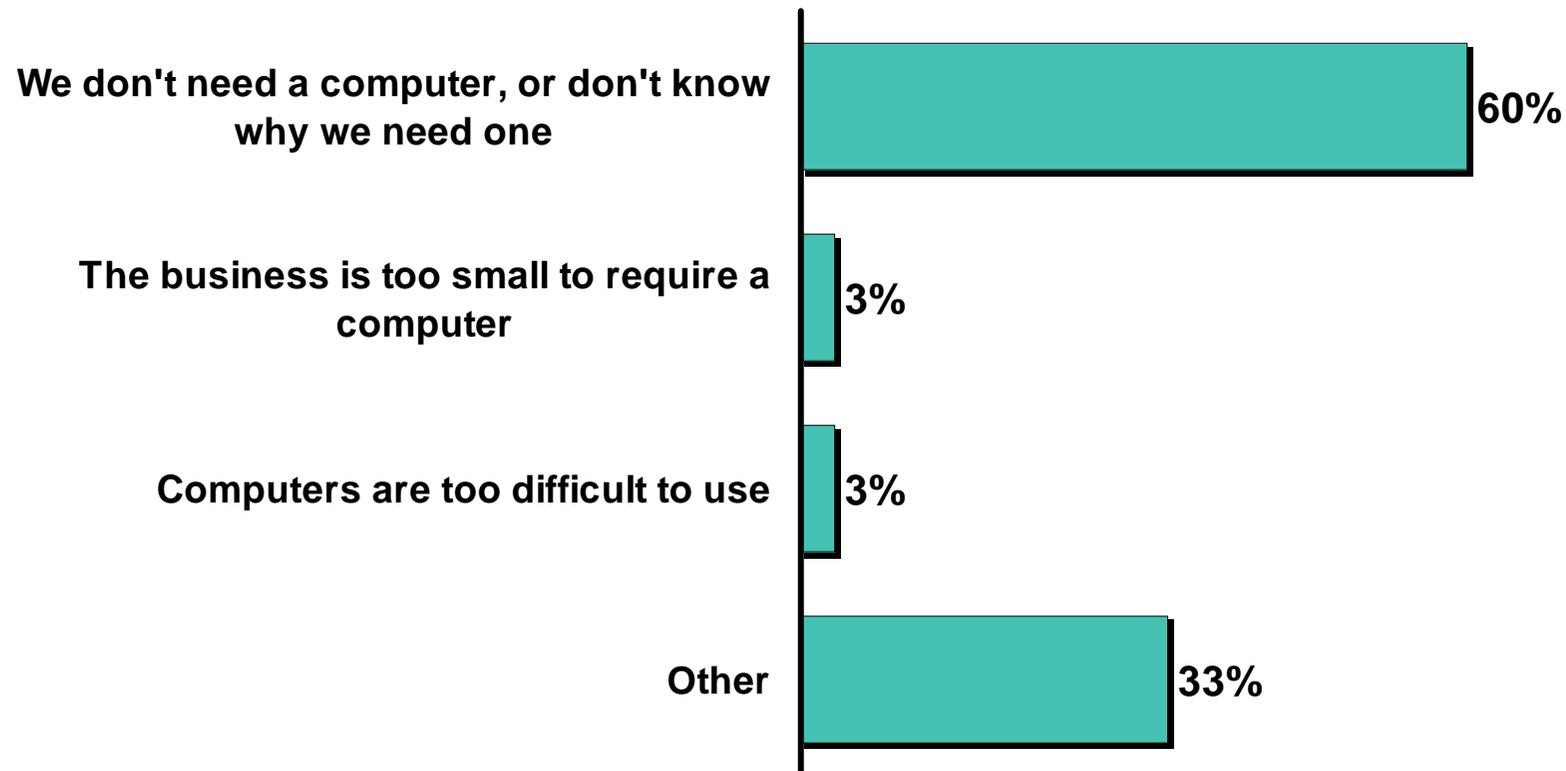
\*Percentages do not add up to 100% because businesses could give multiple responses.

Q: Why doesn't your organization use the Internet?  
(n=82 PR businesses with no Internet service)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Barriers to Computer Use

Among Puerto Rican businesses that do not use a computer\*



\*Percentages do not add up to 100% because businesses could give multiple responses.

Q: Why doesn't your organization use computer technology for its business functions?

(n=49 PR businesses that do not use computer technology)

Source: 2010 Connect Puerto Rico

Business Technology Assessment

[www.connectpr.org](http://www.connectpr.org)

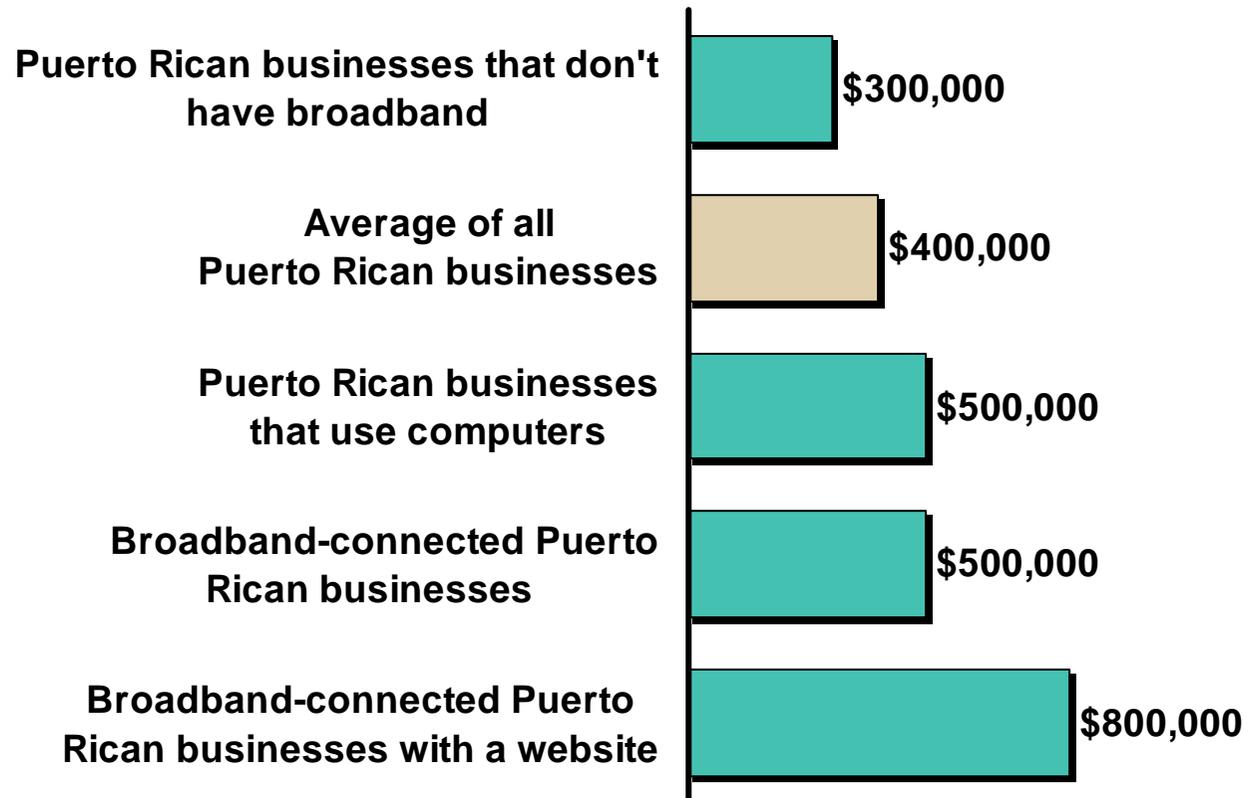
# Technology Adoption and Annual Revenues

# Technology Adoption and Business Revenues

Median annual revenues (self-reported)

Broadband-connected Puerto Rican businesses report having median annual revenues that are \$100,000 higher than the territory-wide average.

Broadband-connected businesses that maintain a website have median annual incomes that are twice as much as the territory-wide average.



Q: What is your firm's approximate average annual revenue?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

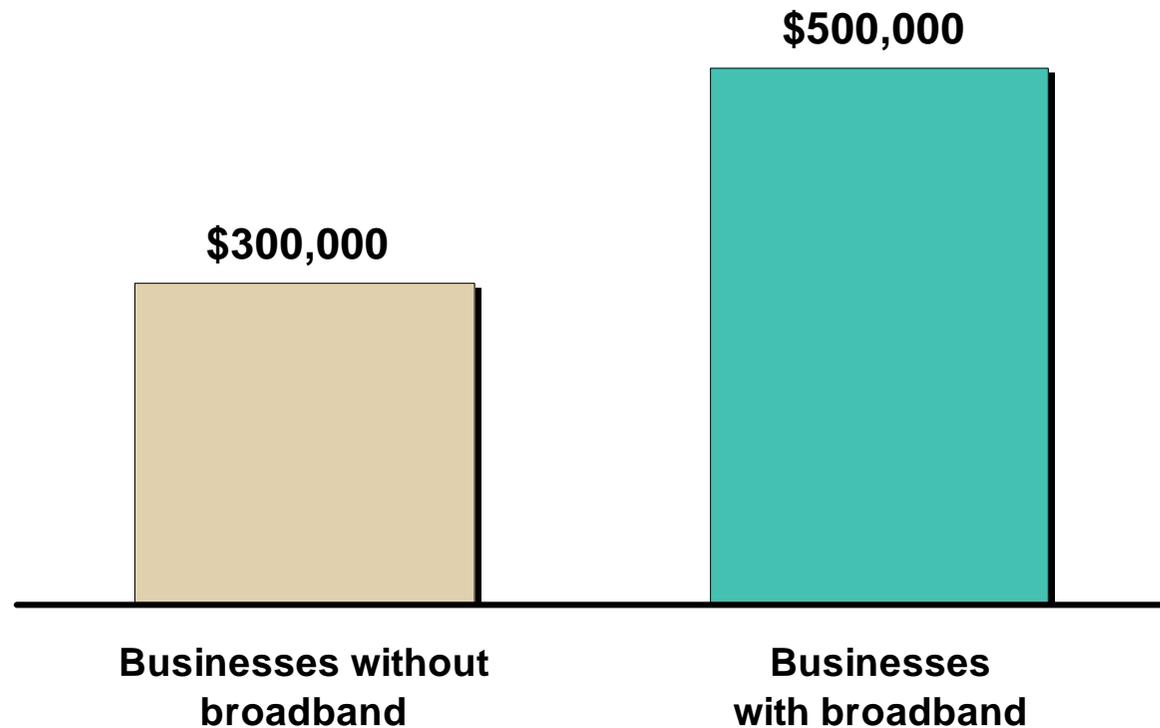


# Technology Adoption and Annual Revenues

(Businesses With Broadband vs. Those Without)

Median annual revenues (self-reported)

Businesses that use broadband report having median annual revenues that are \$200,000 higher than businesses without broadband.



Q: What is your firm's approximate average annual revenue?  
(n=814 PR businesses)

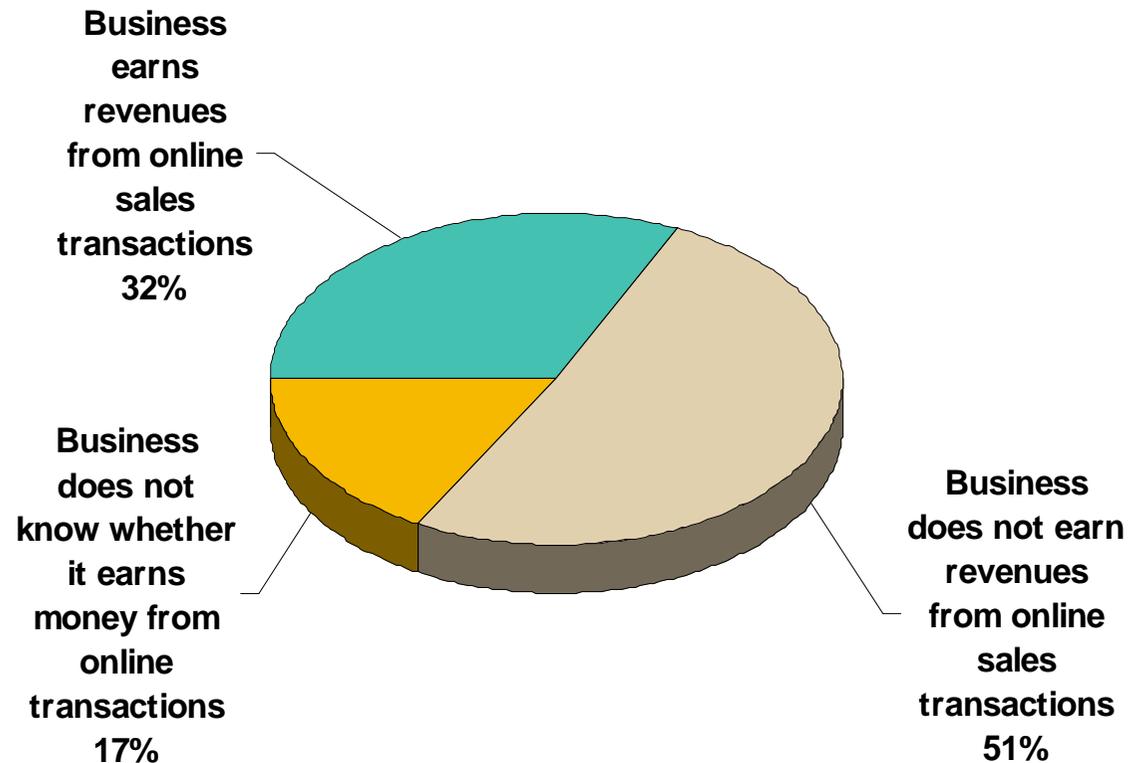
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Puerto Rican Businesses That Earn Revenues From Online Sales Transactions

Among Internet-connected Puerto Rican businesses

Nearly one-third of Puerto Rican businesses that use the Internet (32%) report earning sales revenues from online transactions. This translates into 26% of all Puerto Rican businesses.

However, more than one-half (51%) report that despite using the Internet for business functions, they do not earn any revenues from online transactions.



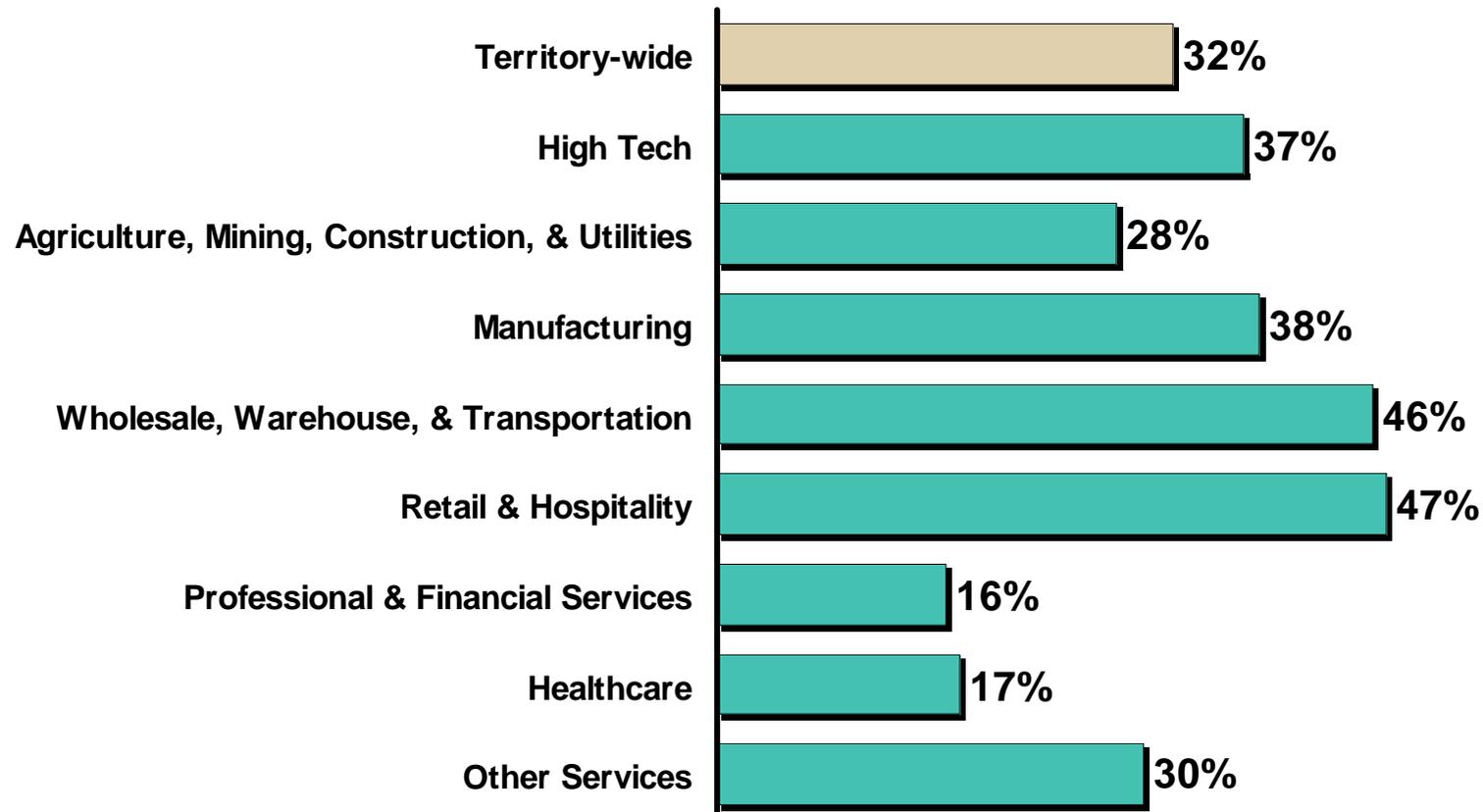
Q: What percentage of your company's total sales revenue takes place online?  
(n=732 PR business that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Online Sales by Industry Sector

Internet-connected Puerto Rican businesses that earn revenues from online sales

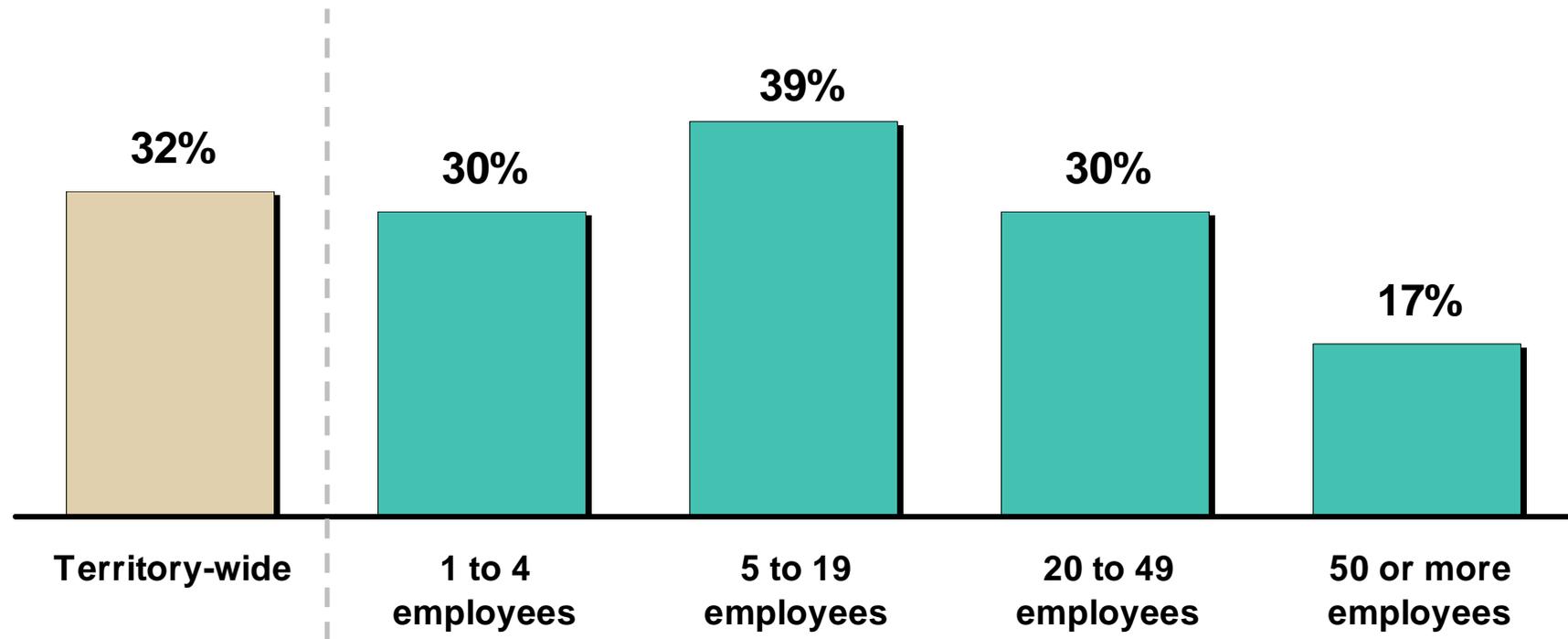


Q: What percentage of your company's total sales revenue takes place online?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Online Sales by Business Size

Internet-connected Puerto Rican businesses that earn revenues from online sales



Q: What percentage of your company's total sales revenue takes place online?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Technology Adoption and Total Revenues

Median annual revenues (\$000) among businesses that use each application



Q: What is your firm's approximate average annual revenue?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

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# Presence of a Website



# Puerto Rican Businesses With a Website

Percent of all Puerto Rican businesses that have a website.



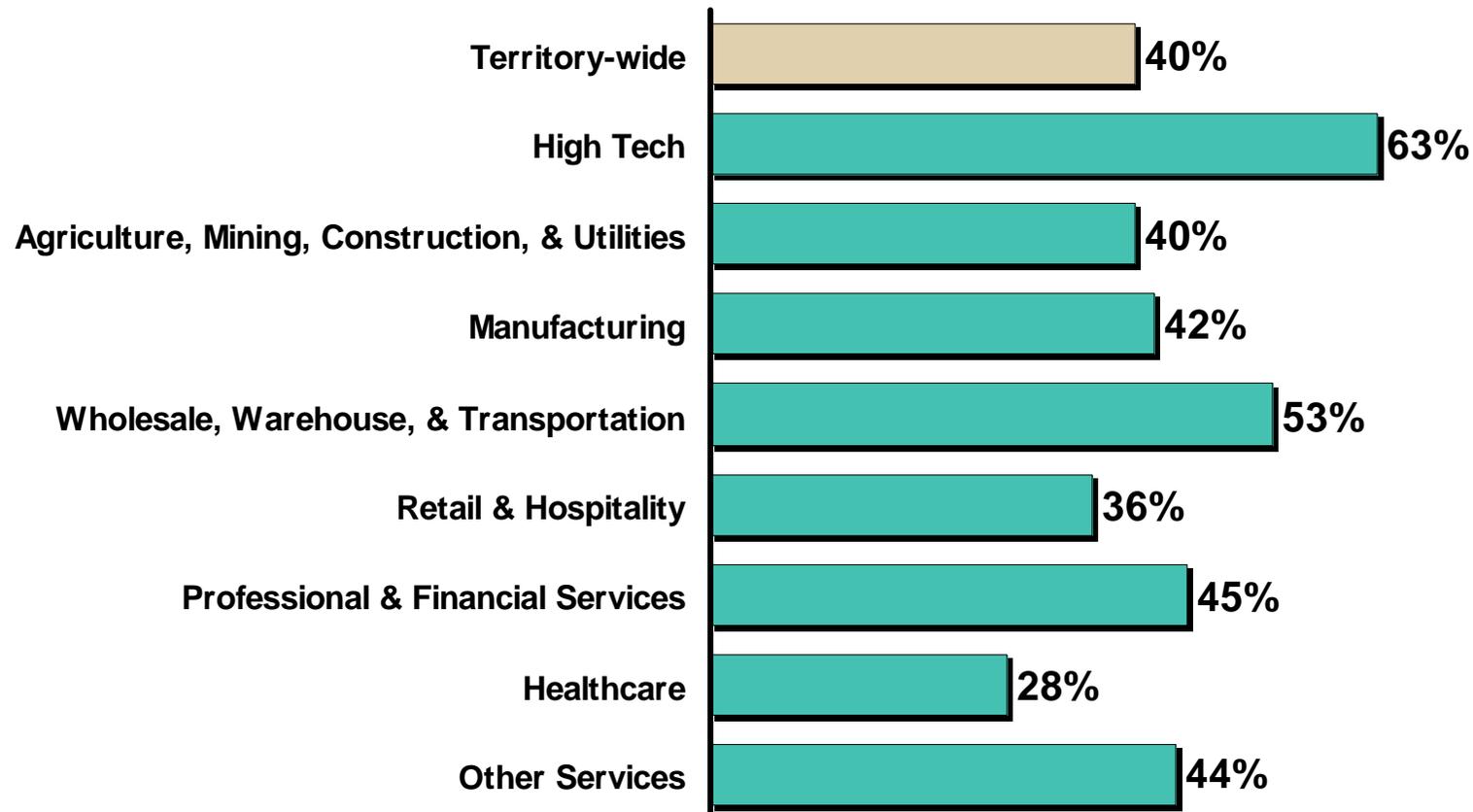
**Territory-wide, 40% of all Puerto Rican businesses have a website.  
This translates into approximately 19,000 businesses that maintain a website.**

Q: Does your company have a website?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Website Presence by Industry Sector

Percent of all Puerto Rican businesses that have a website



Q: Does your company have a website?  
(n=814 PR businesses)

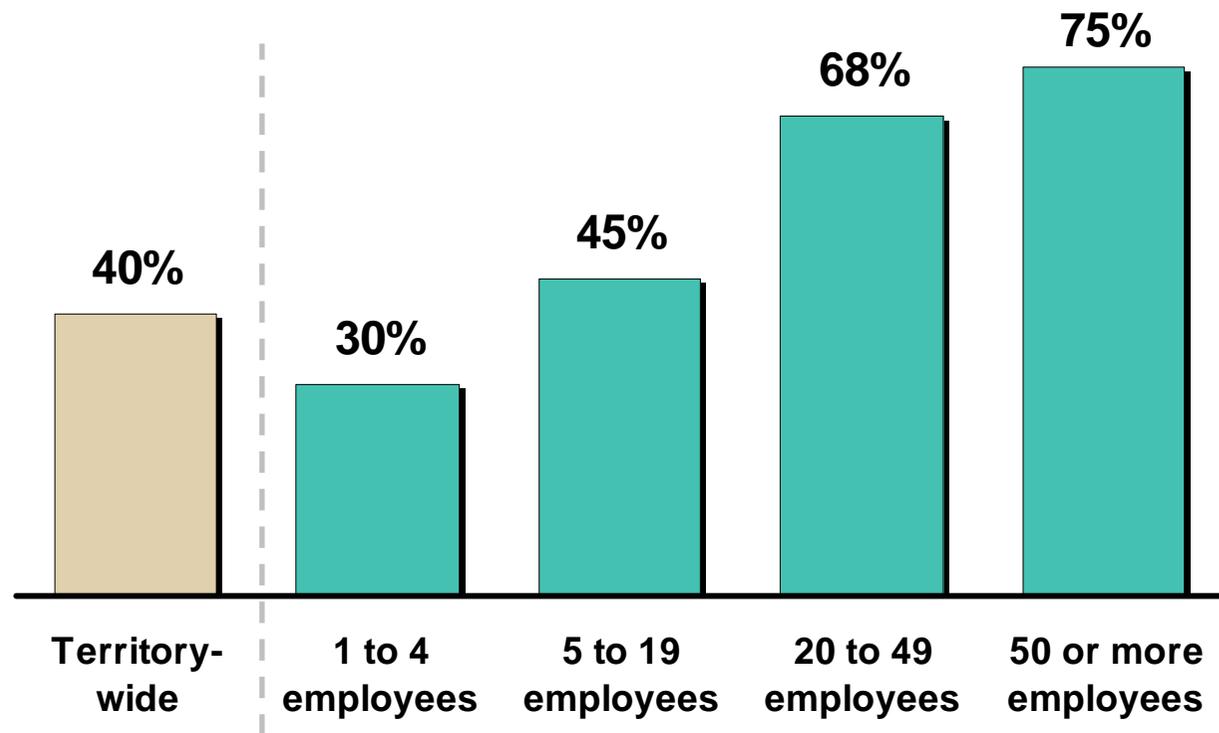
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Website Presence by Business Size

Percent of all Puerto Rican businesses that have a website

The likelihood of having a website increases significantly as the size of the business increases.

Three-quarters of businesses with 50 or more employees have a website, compared to 30% of businesses with fewer than five employees.



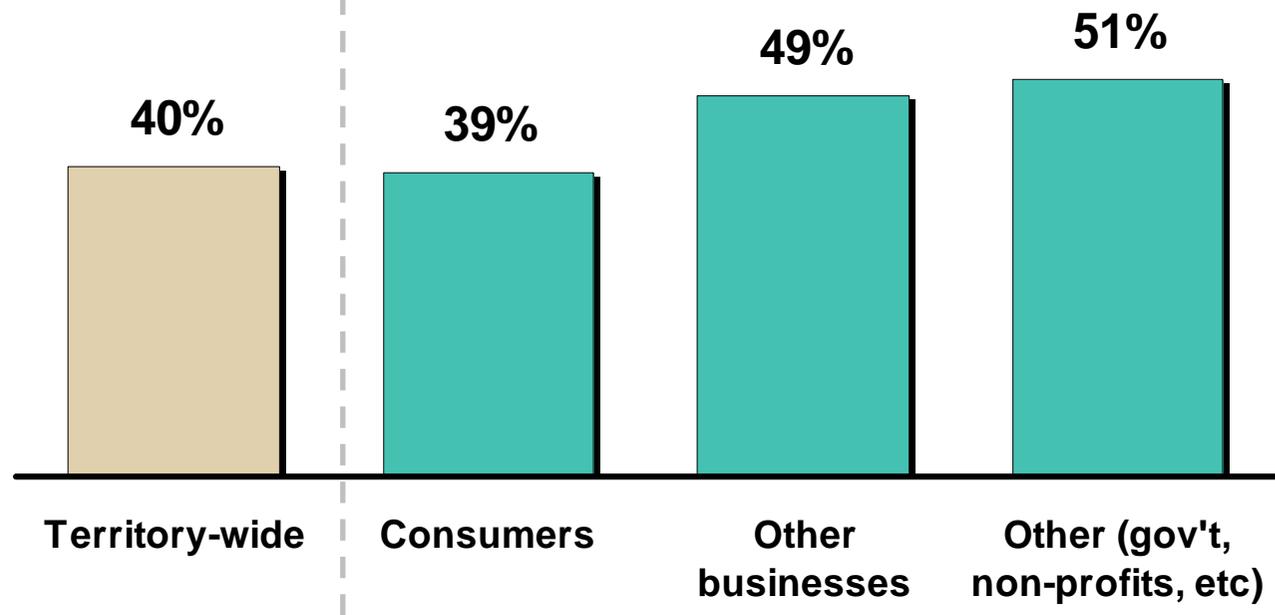
Q: Does your company have a website?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Website Presence by Primary Customer

Percent of all Puerto Rican businesses that have a website

Puerto Rican businesses that sell primarily to consumers are significantly less likely have a website than businesses dealing with other customers.



Q: Does your company have a website?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

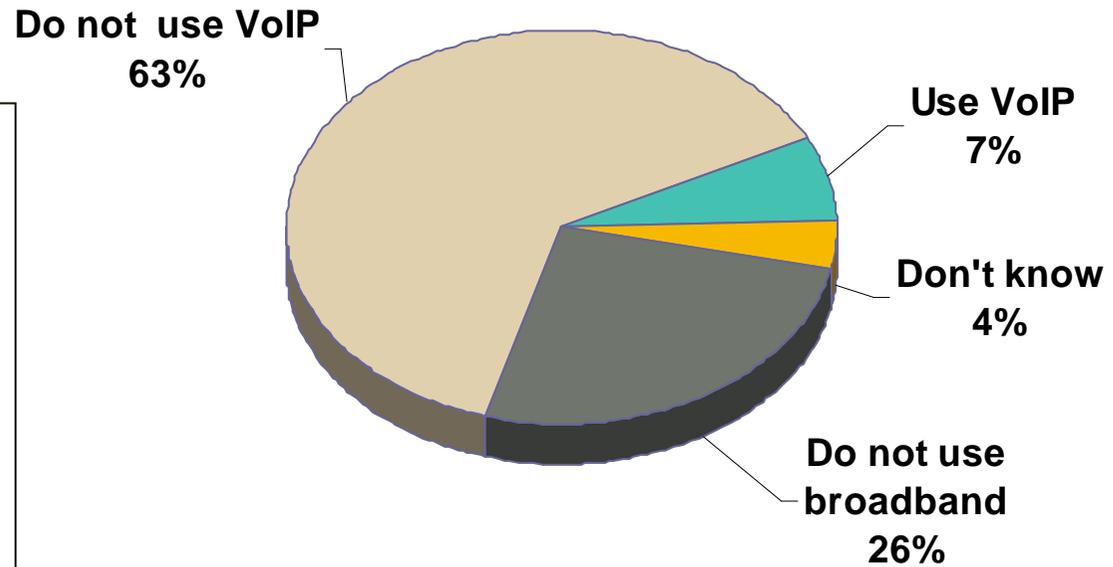
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# VoIP Usage

# Businesses that Report Using Voice over Internet Protocol (VoIP)

Percent of all Puerto Rican businesses

Only a small percentage of Puerto Rican businesses (7%) report using Voice over Internet Protocol (VoIP). This represents 10% of all broadband-connected businesses in Puerto Rican (a prerequisite for VoIP service).



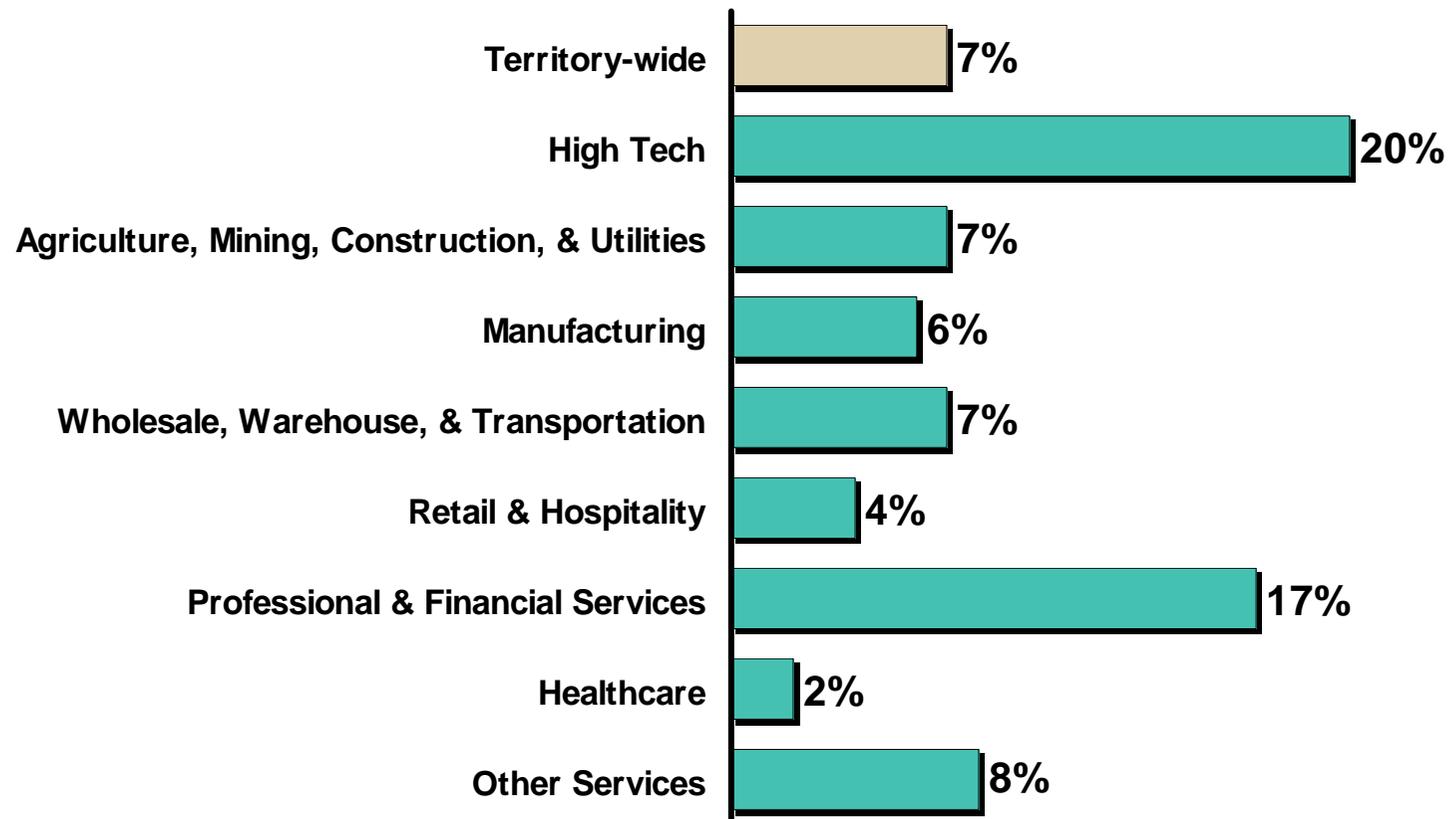
Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Businesses That Use VoIP by Industry Sector

Percent of Puerto Rican businesses that use VoIP



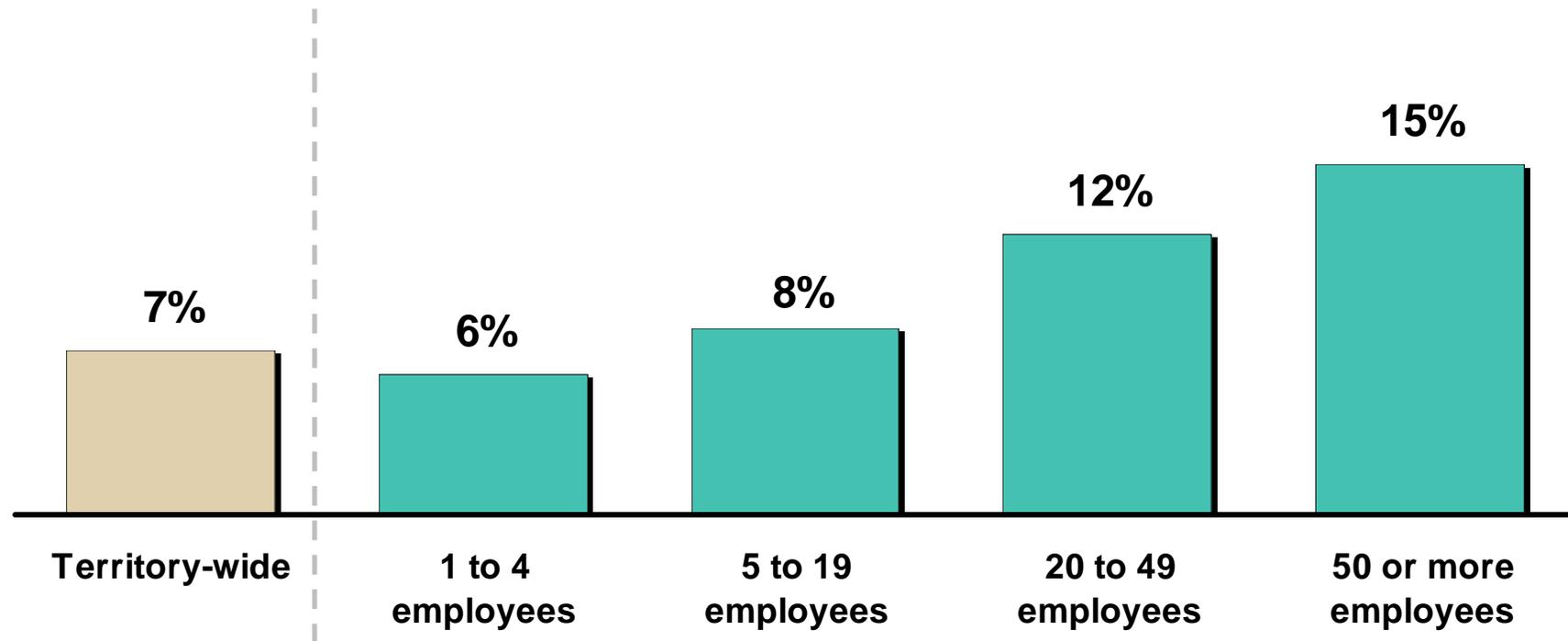
Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Businesses That Use VoIP by Business Size

Percent of Puerto Rican businesses that use VoIP

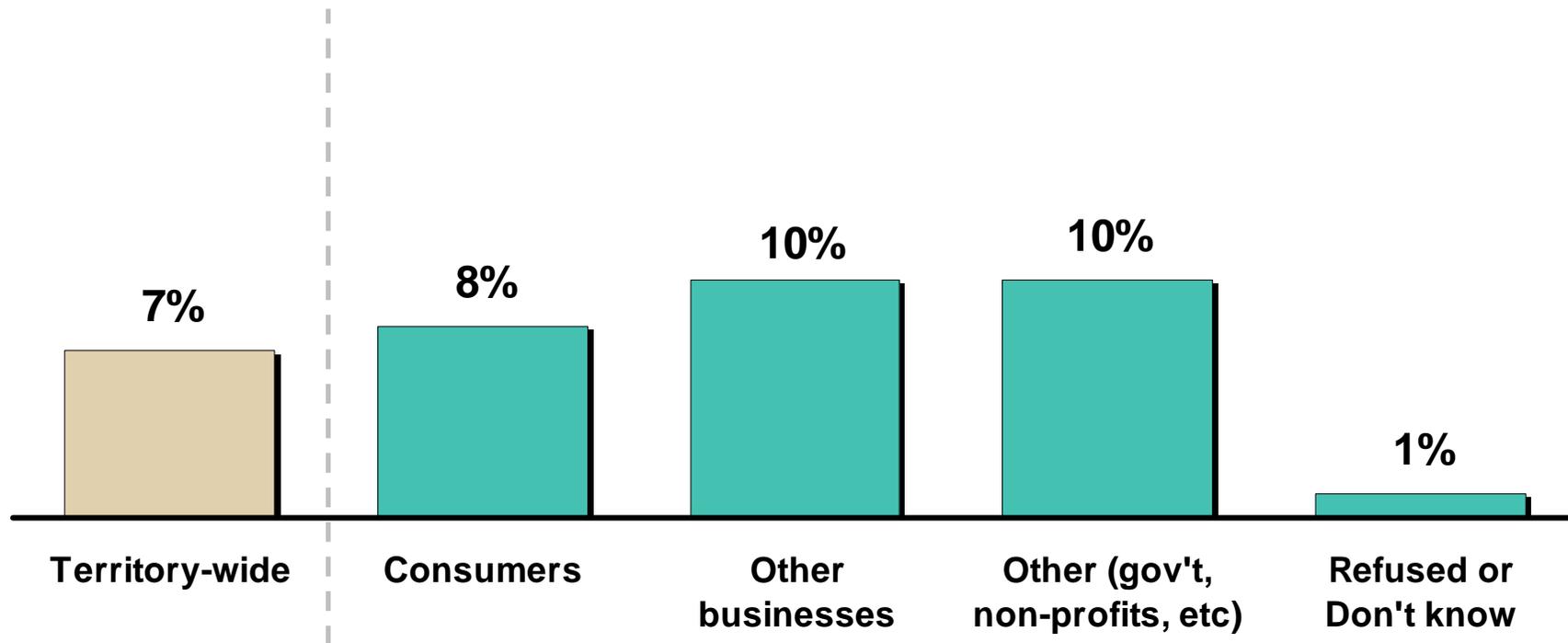


Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Businesses That Use VoIP by Primary Customer

Percent of Puerto Rican businesses that use VoIP



Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?  
(n=814 PR businesses)

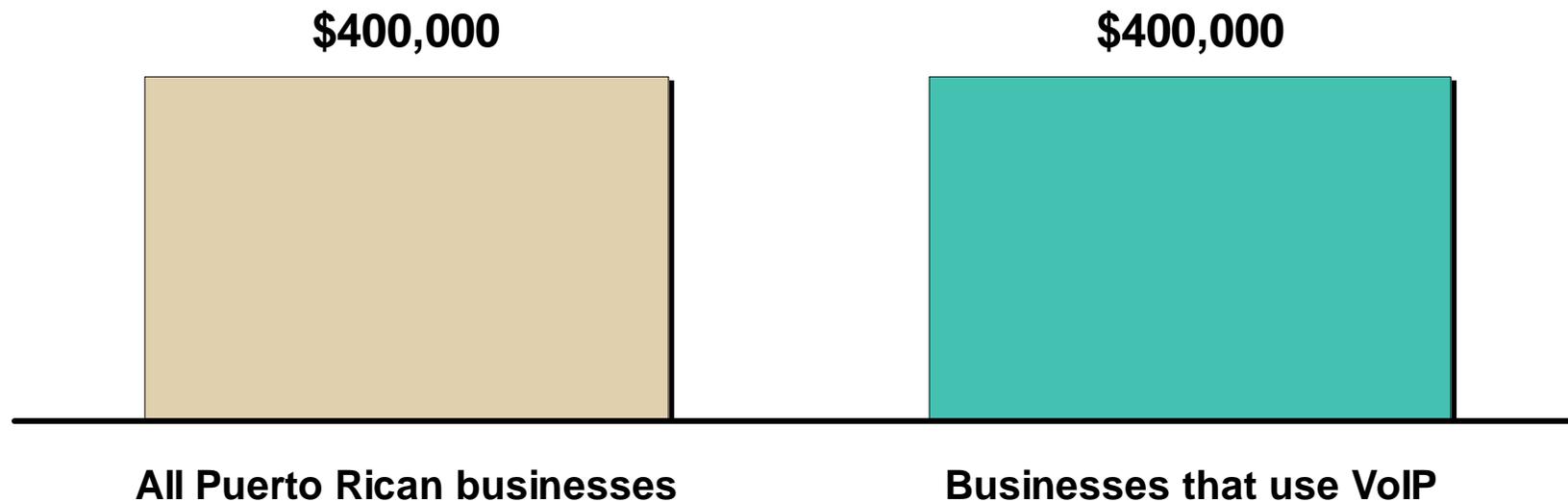
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Annual Incomes Among VoIP Subscribers

Businesses that subscribe to VoIP have median annual revenues equal to the territory-wide average.

## Median Annual Revenue



Q: What is your firm's approximate average annual revenue?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Teleworking



# Teleworking Among Puerto Rican Businesses

Puerto Rican businesses that allow employees to telework



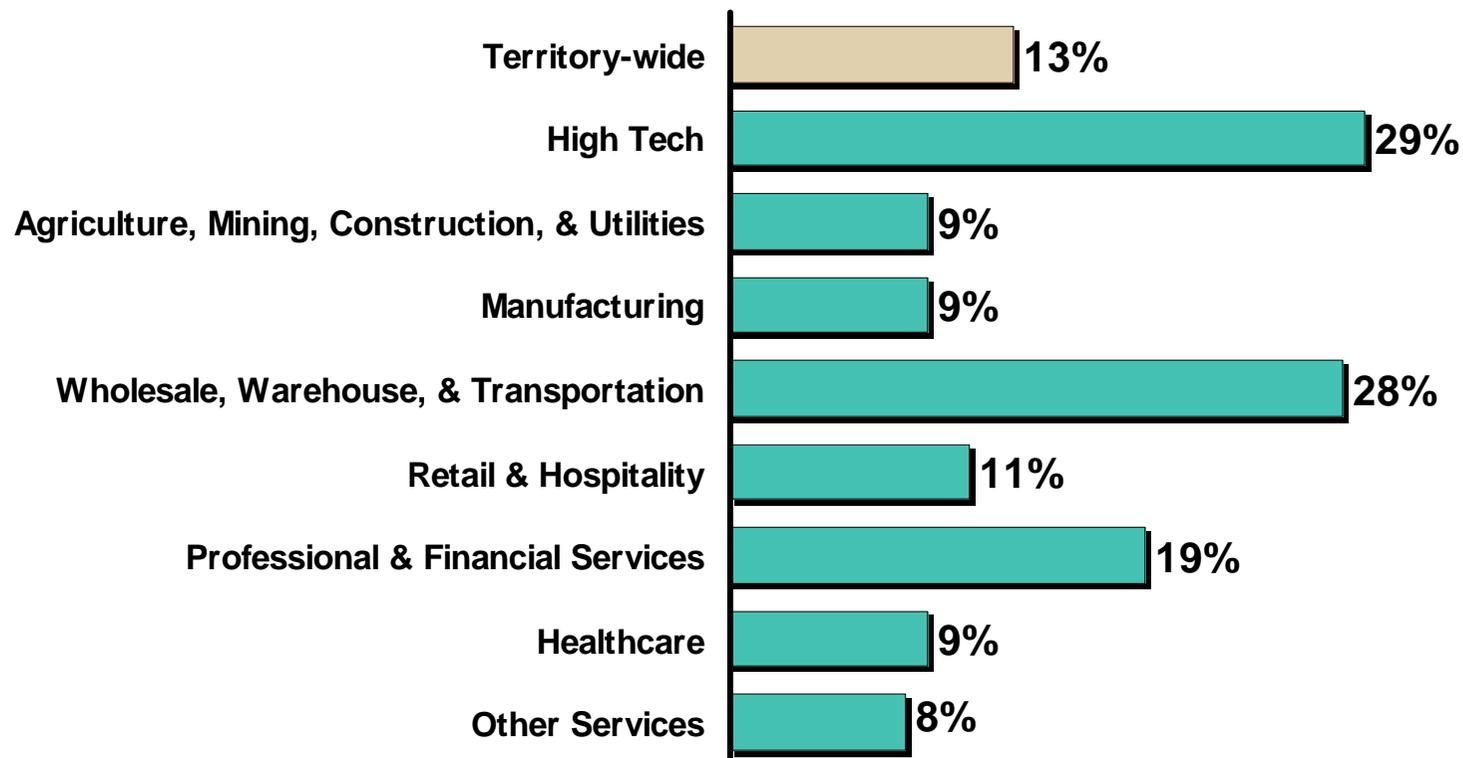
**In Puerto Rico, 13% of businesses (approximately 6,000 businesses) allow their employees to telework.**

Q: Do any employees within your organization work from home during normal business hours on a regular basis?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Teleworking by Industry Sector

**Percent of all Puerto Rican businesses that allow employees to telework on a regular basis**

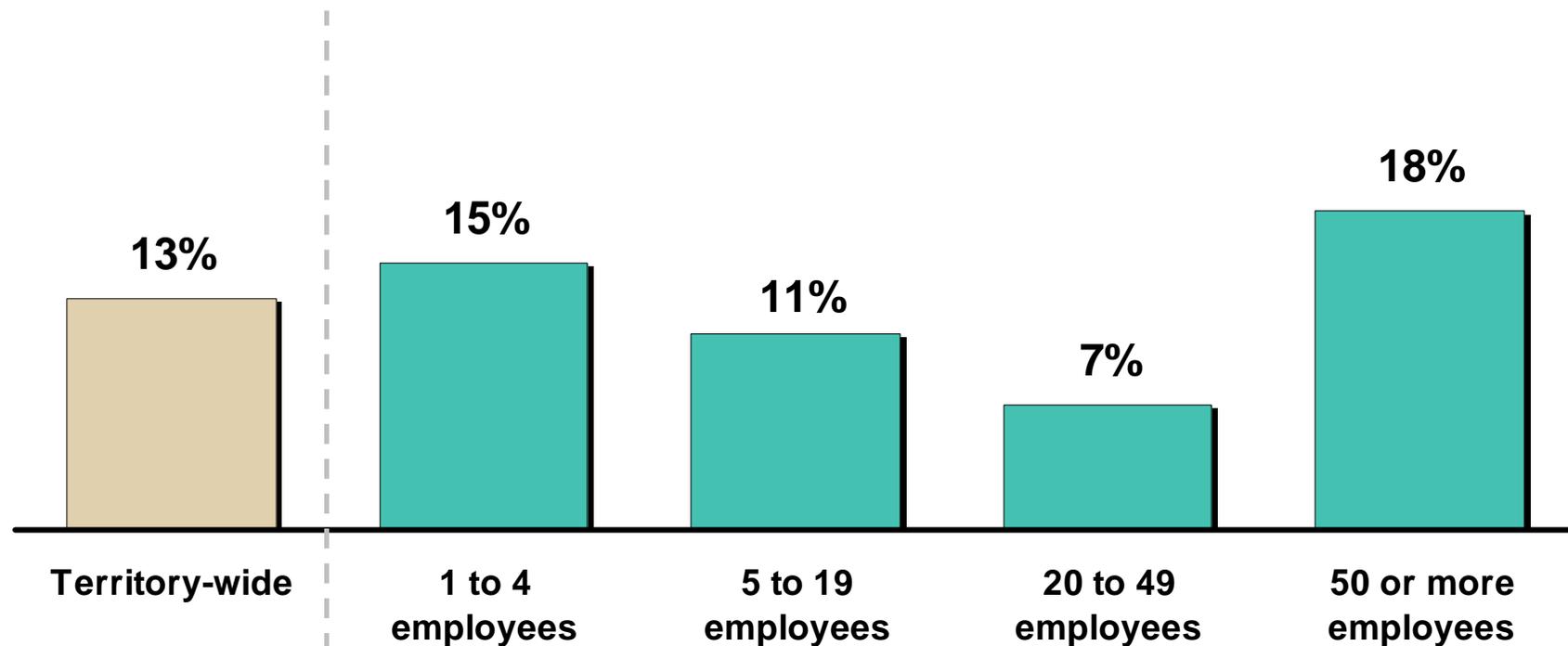


Q: Do any employees within your organization work from home during normal business hours on a regular basis?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Teleworking by Business Size

Percent of all Puerto Rican businesses that allow employees to telework on a regular basis

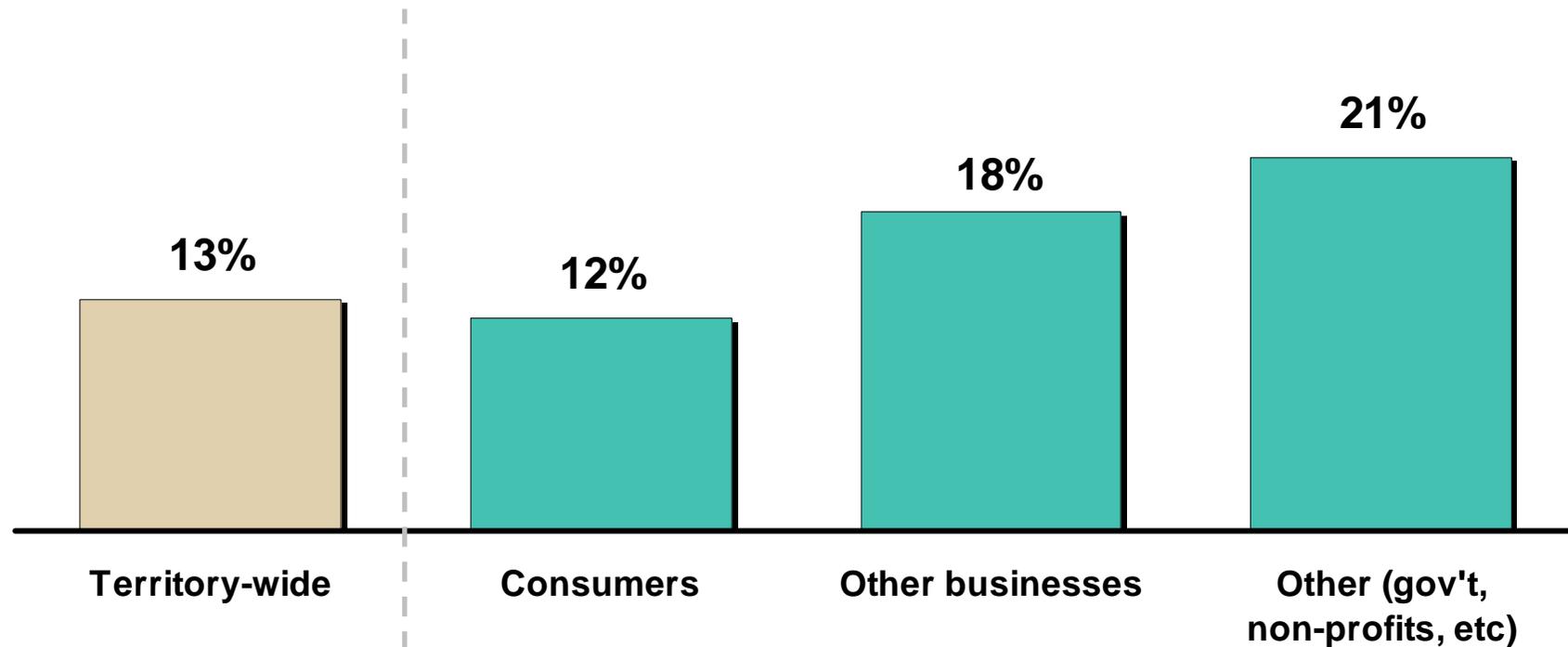


Q: Do any employees within your organization work from home during normal business hours on a regular basis?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Teleworking by Primary Customer

Percent of all Puerto Rican businesses that allow employees to telework on a regular basis



Q: Do any employees within your organization work from home during normal business hours on a regular basis?  
(n=814 PR businesses)

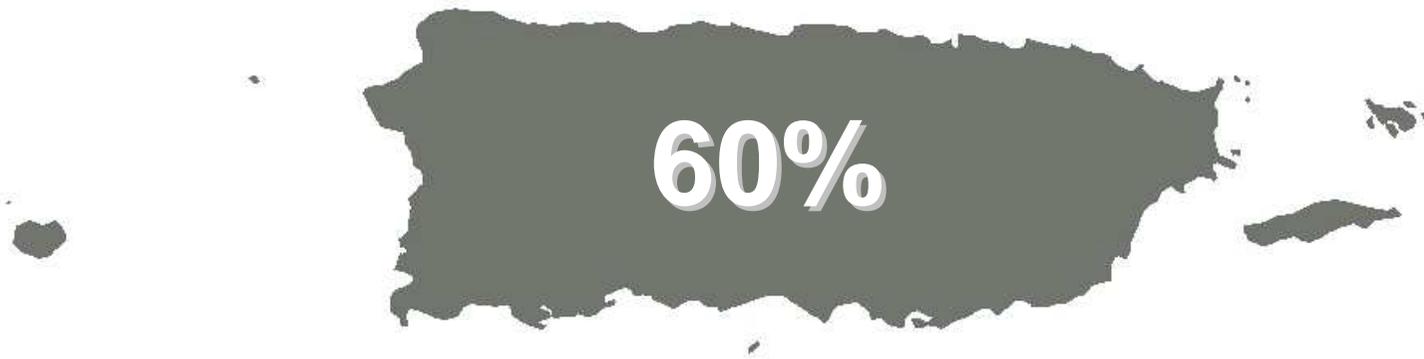
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

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# E-Government Services

# Use of Puerto Rican Government Websites

Percent of all Puerto Rican businesses



**Territory-wide, 60% of all Puerto Rican businesses (approximately 28,000 businesses) access Puerto Rican government websites.**

Q: How often, if ever, do employees of your company visit Puerto Rico government websites for business purposes?  
(n=814 PR businesses)

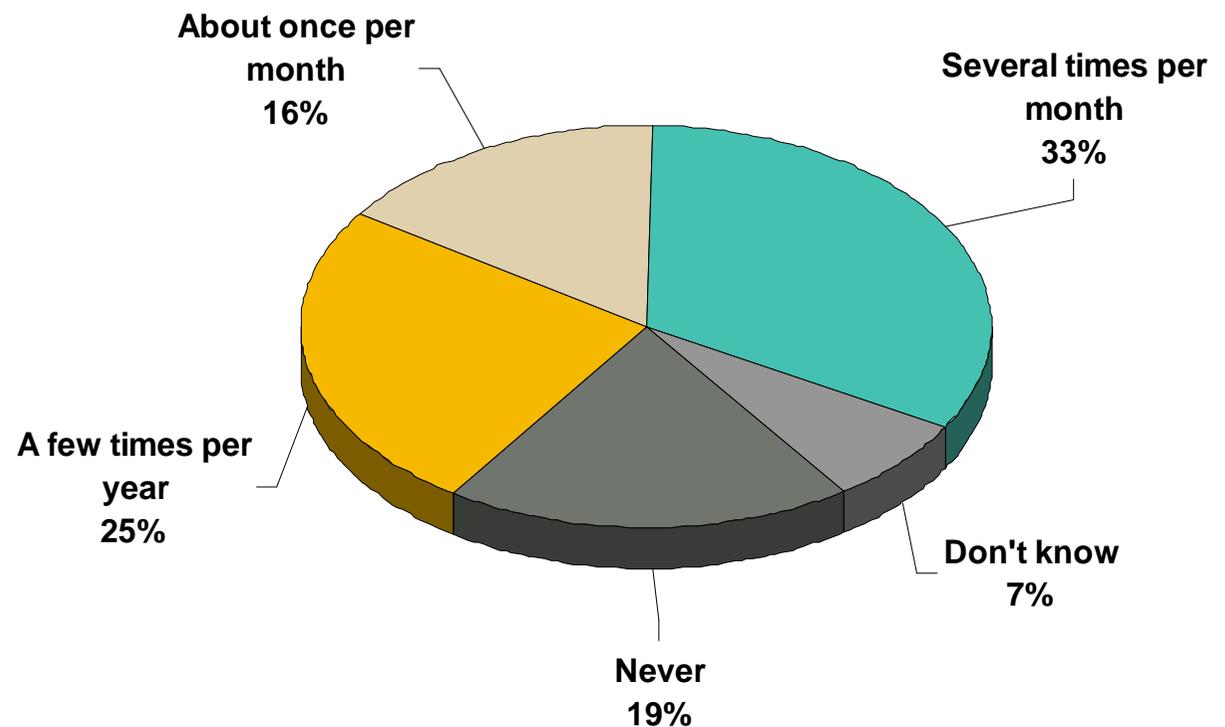
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# How Often Businesses Use Puerto Rican Government Websites

Nearly three-quarters of Internet-connected businesses (74%) report that their employees use Puerto Rican government websites for business purposes, including 33% that visit these sites several times per month.

Territory-wide, 60% of all businesses say they visit Puerto Rican government websites.

Frequency of visiting Puerto Rican government websites



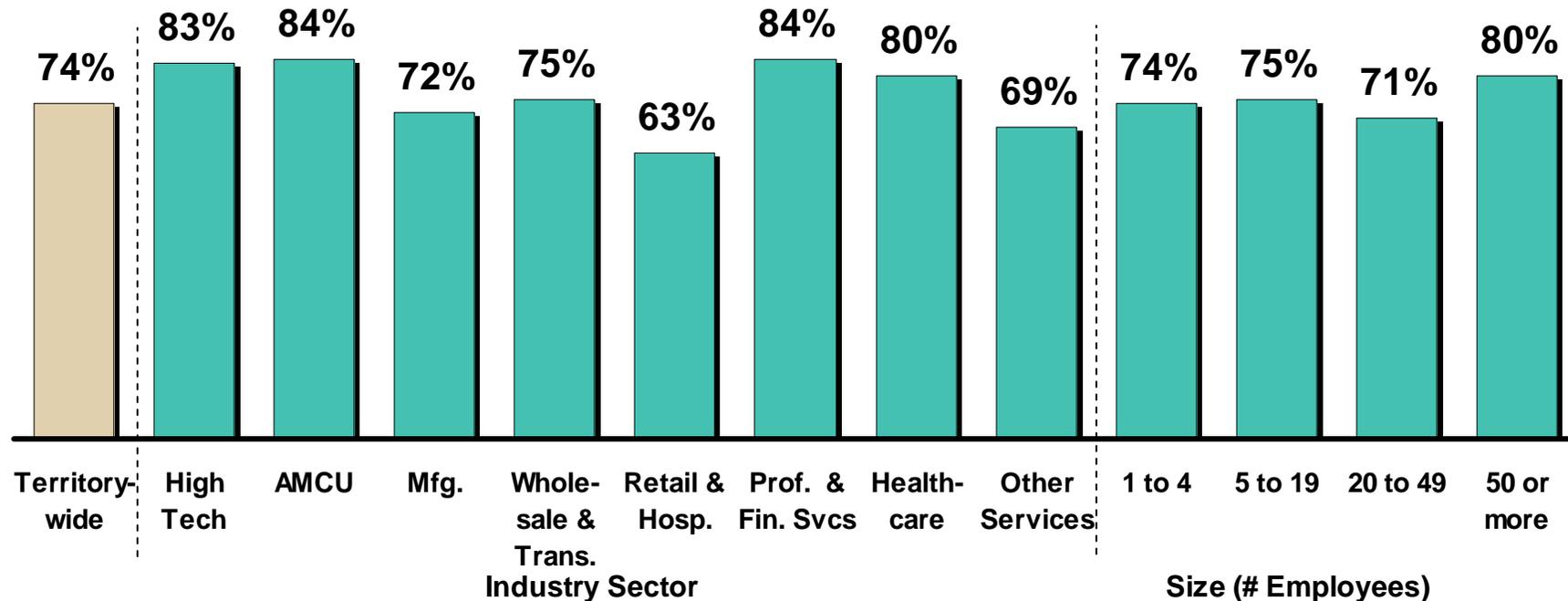
Q: How often, if ever, do employees of your company visit Puerto Rico government websites for business purposes?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Use of Puerto Rican Government Websites by Size and Sector

Percent of Internet-connected Puerto Rican businesses that visit government websites at least once per year



Q: How often, if ever, do employees of your company visit Puerto Rico government websites for business purposes?  
(n=732 PR businesses that use the Internet)

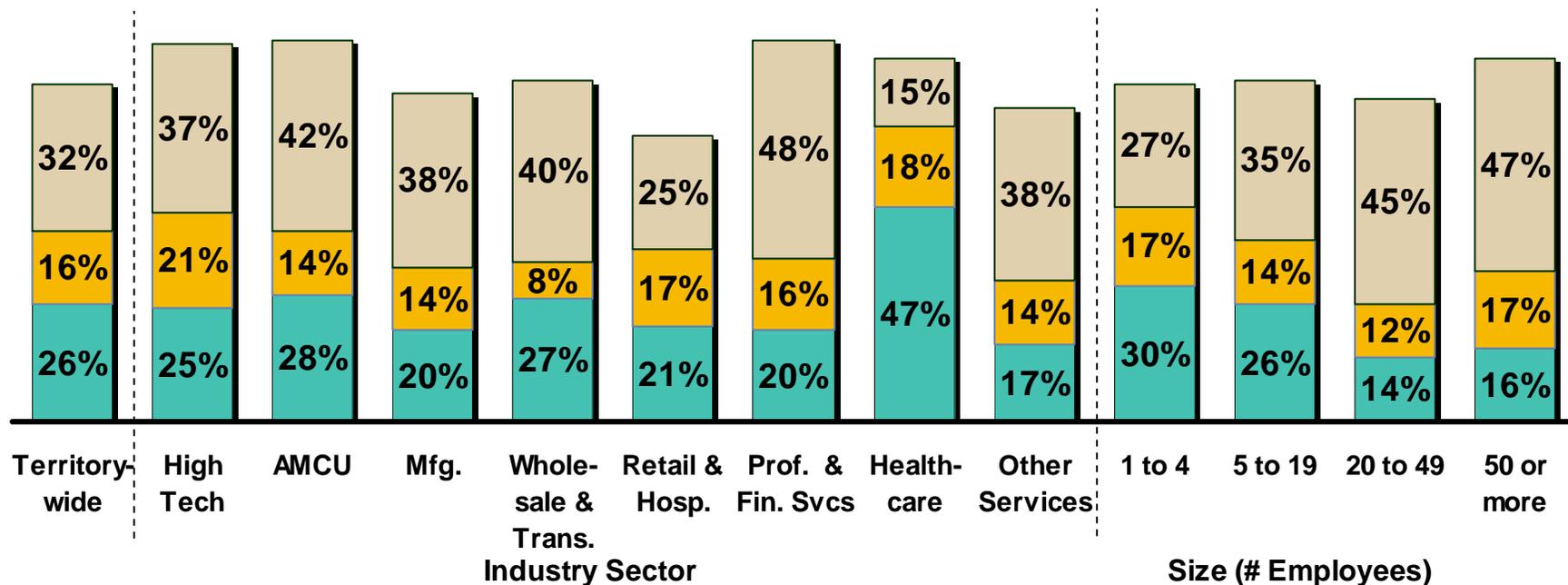
Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Frequency of Puerto Rican Government Website Use by Size and Sector

Percent of Internet-connected Puerto Rican businesses that visit government websites

■ A few times per year ■ About once a month ■ Several times per month



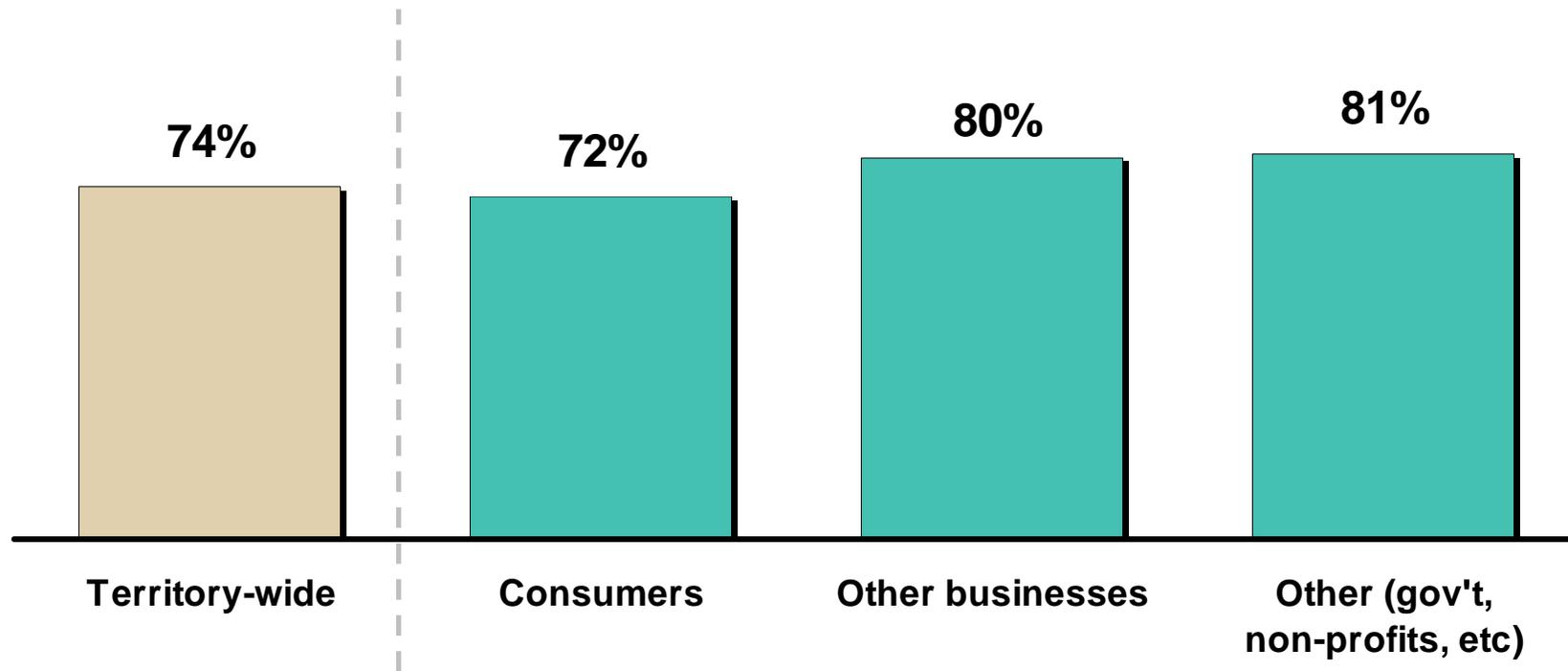
Q: How often, if ever, do employees of your company visit Puerto Rico government websites for business purposes?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
www.connectpr.org



# Puerto Rican Government Website Use by Primary Customer

Percent of Internet-connected Puerto Rican businesses that visit government websites at least once per year



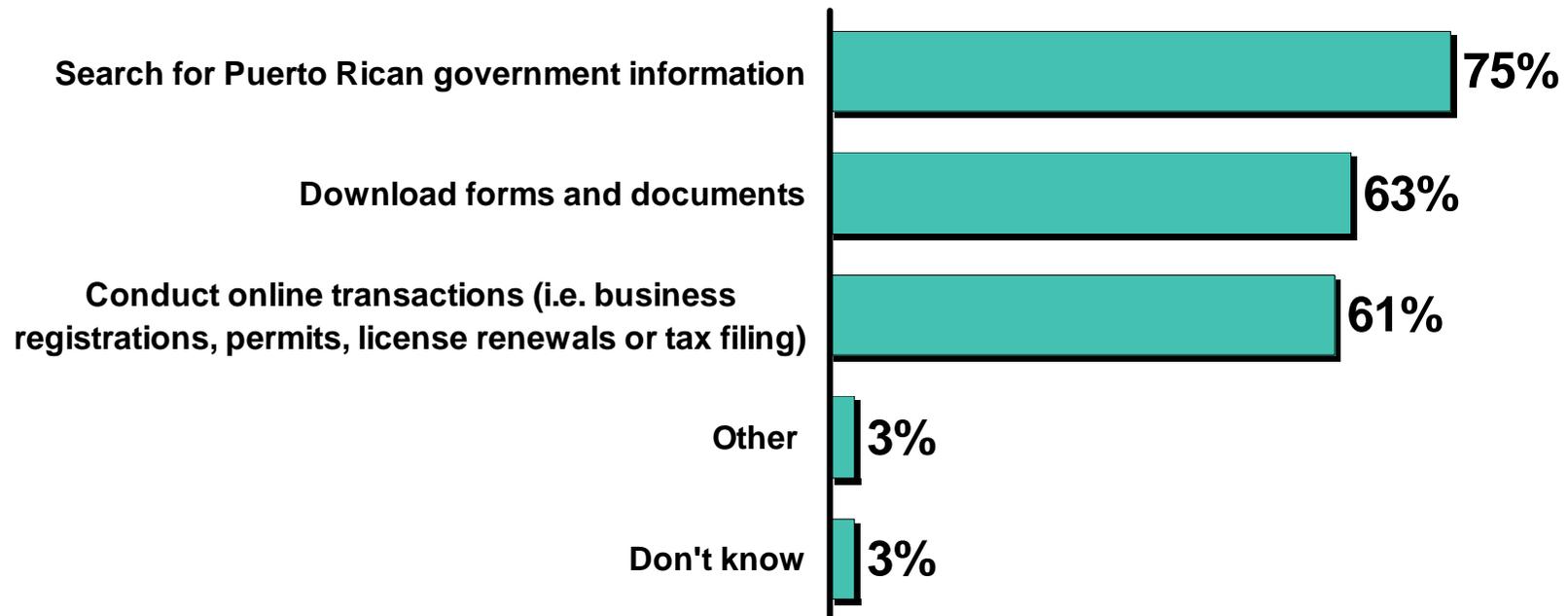
Q: How often, if ever, do employees of your company visit Puerto Rico government websites for business purposes?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Activities at Puerto Rican Government Websites

## Applications used by businesses that visit Puerto Rican government websites



**Among Puerto Rican businesses that access Puerto Rican government websites, three-quarters (75%) report that their employees search for government information online. This is the most frequently reported application.**

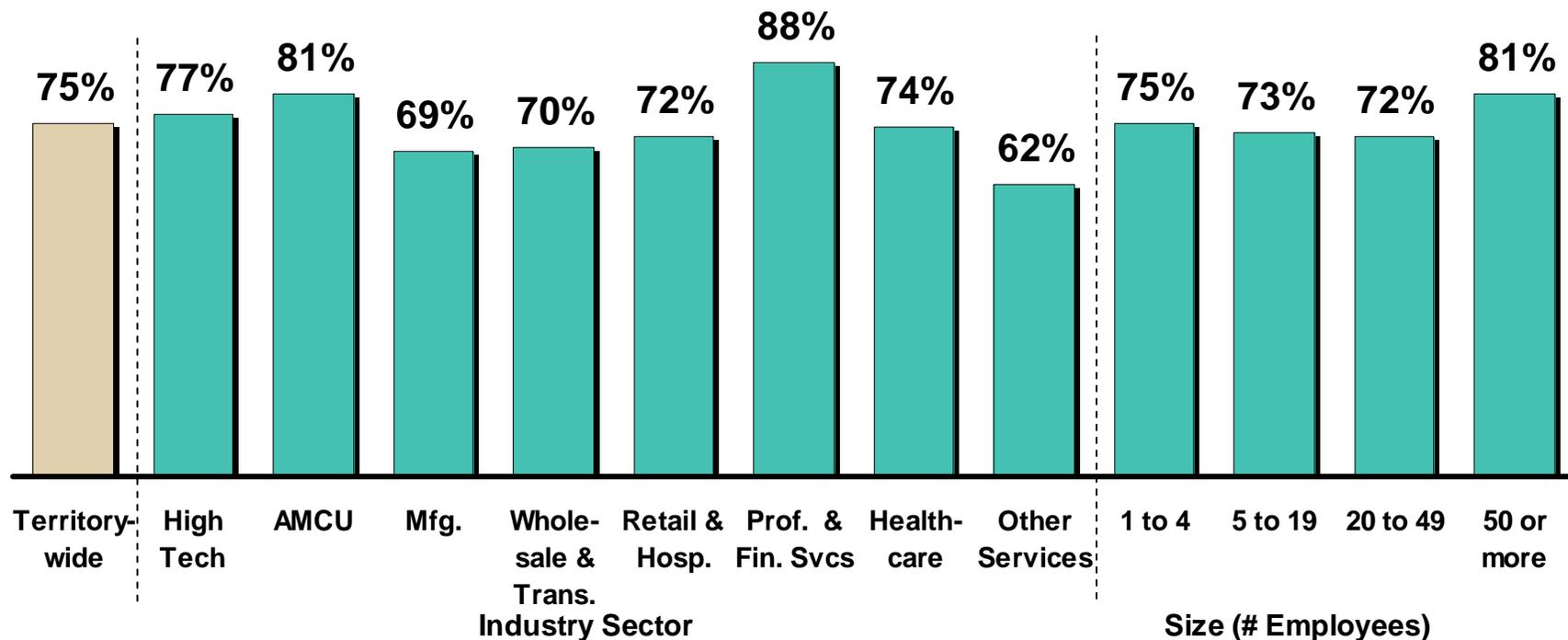
Q: What type of activities does your business conduct at Puerto Rico's government agency websites?  
(n=572 PR businesses that use the Puerto Rico government website)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Activities at Puerto Rican Government Websites by Business Size and Sector

Percent of businesses that visit Puerto Rican government websites to search for government information



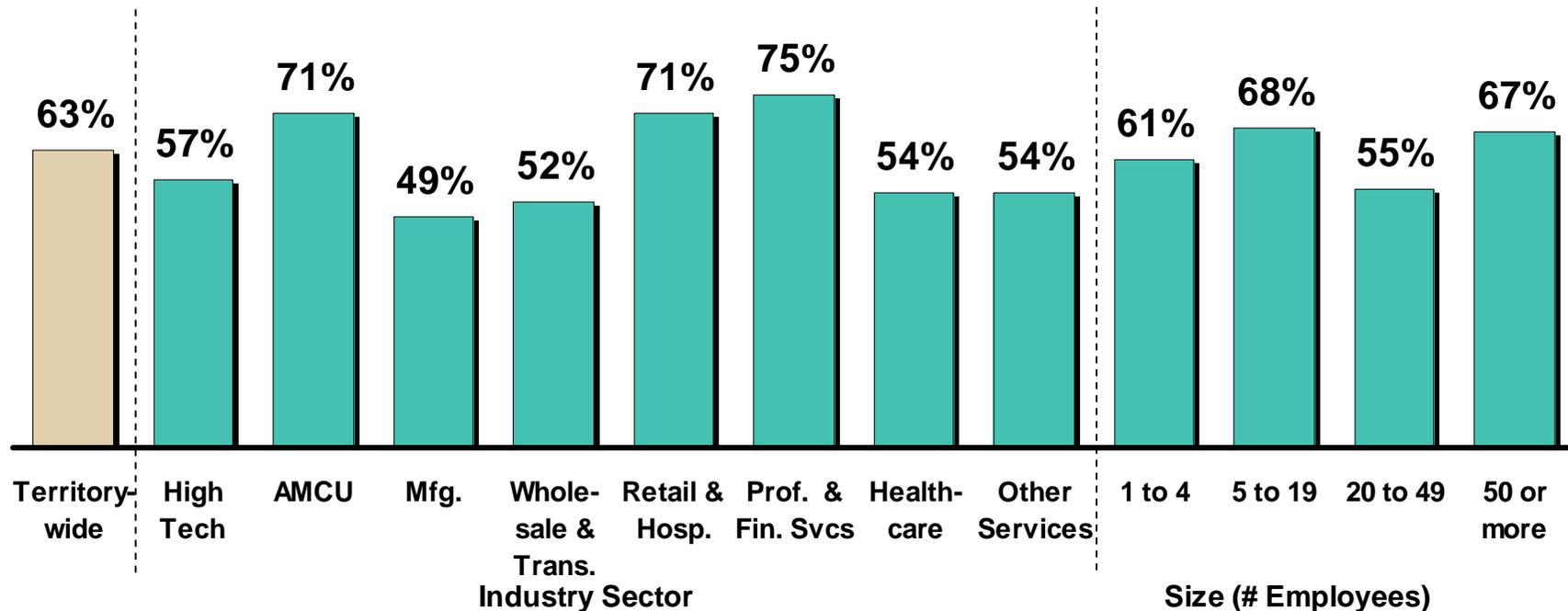
Q: What type of activities does your business conduct at Puerto Rico's government agency websites?  
(n=572 PR businesses that use the Puerto Rico government website)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Activities at Puerto Rican Government Websites by Business Size and Sector

Percent of businesses that visit Puerto Rican government websites to download forms and documents



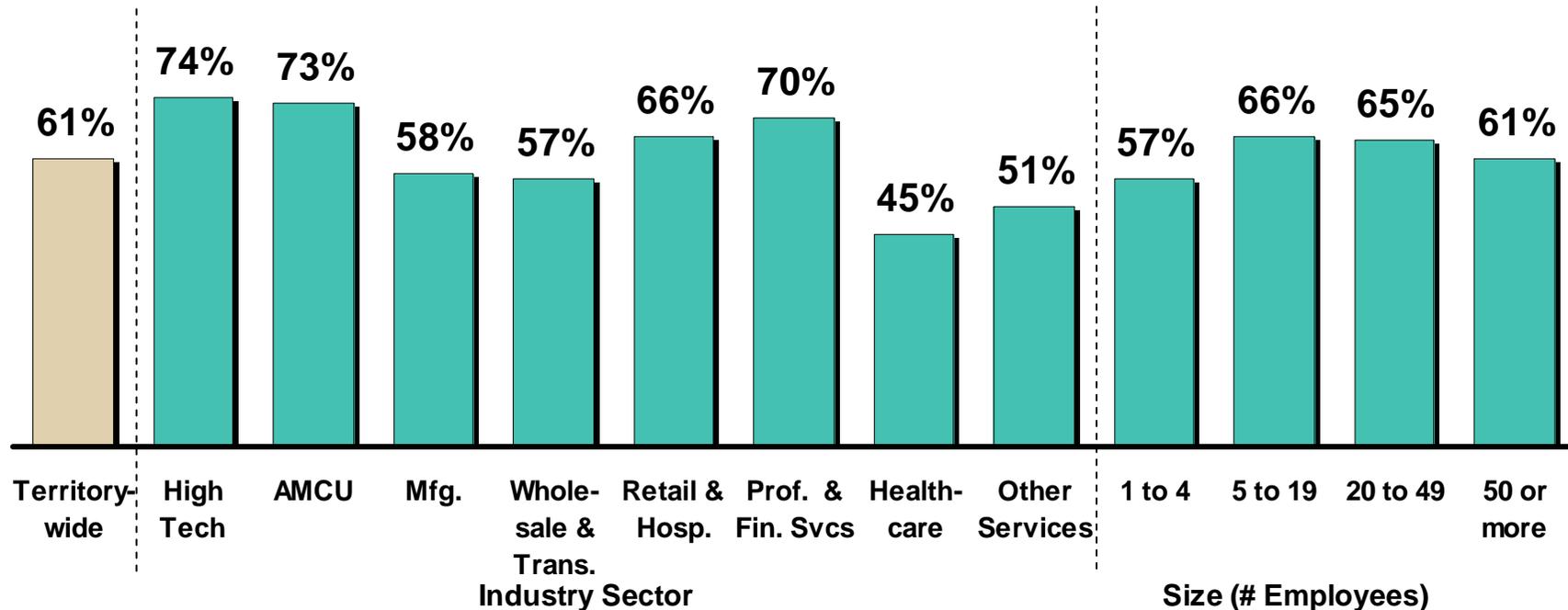
Q: What type of activities does your business conduct at Puerto Rico's government agency websites?  
(n=572 PR businesses that use the Puerto Rico government website)

Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Activities at Puerto Rican Government Websites by Business Size and Sector

Percent of businesses that visit Puerto Rican government websites to conduct online transactions



Q: What type of activities does your business conduct at Puerto Rico's government agency websites?  
(n=572 PR businesses that use the Puerto Rico government website)

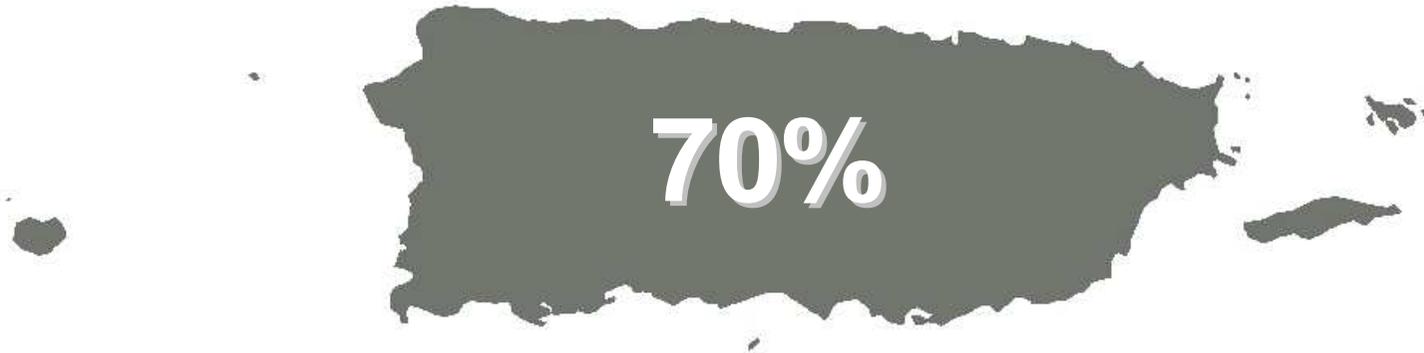
Source: 2010 Connect Puerto Rico Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# The Impact of Technology on Small Businesses



# Broadband Adoption Among Small Businesses

Among small Puerto Rican businesses



**Among Puerto Rican businesses with fewer than five employees, 70% (or 18,000 small businesses) use broadband Internet.**

Q: Which of the following describes the type of Internet access your company has?  
(n=212 PR businesses with fewer than 5 employees)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

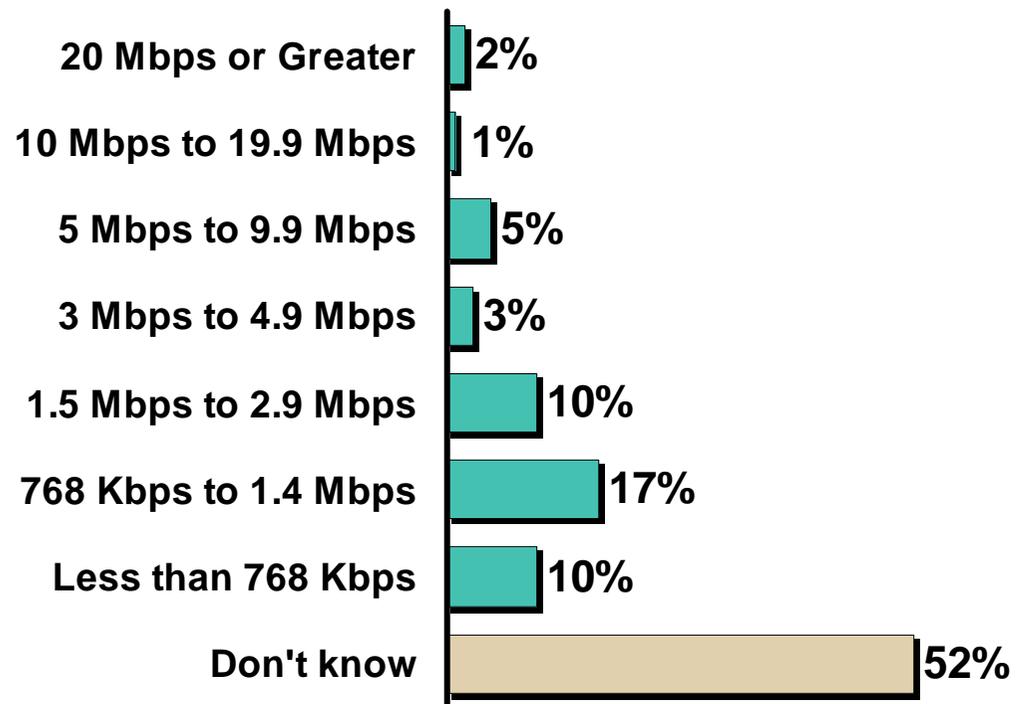


# Broadband Download Speeds Among Puerto Rican Small Businesses

Among small broadband-connected Puerto Rican businesses that know their advertised bandwidth, the average download speed is 3.5 Mbps. By comparison, the state average speed is 3.9 Mbps.

Territory-wide, only 48% of broadband-connected small Puerto Rican businesses know their advertised download speed.

**Current reported download speeds  
(among broadband-connected Puerto Rican small businesses)**

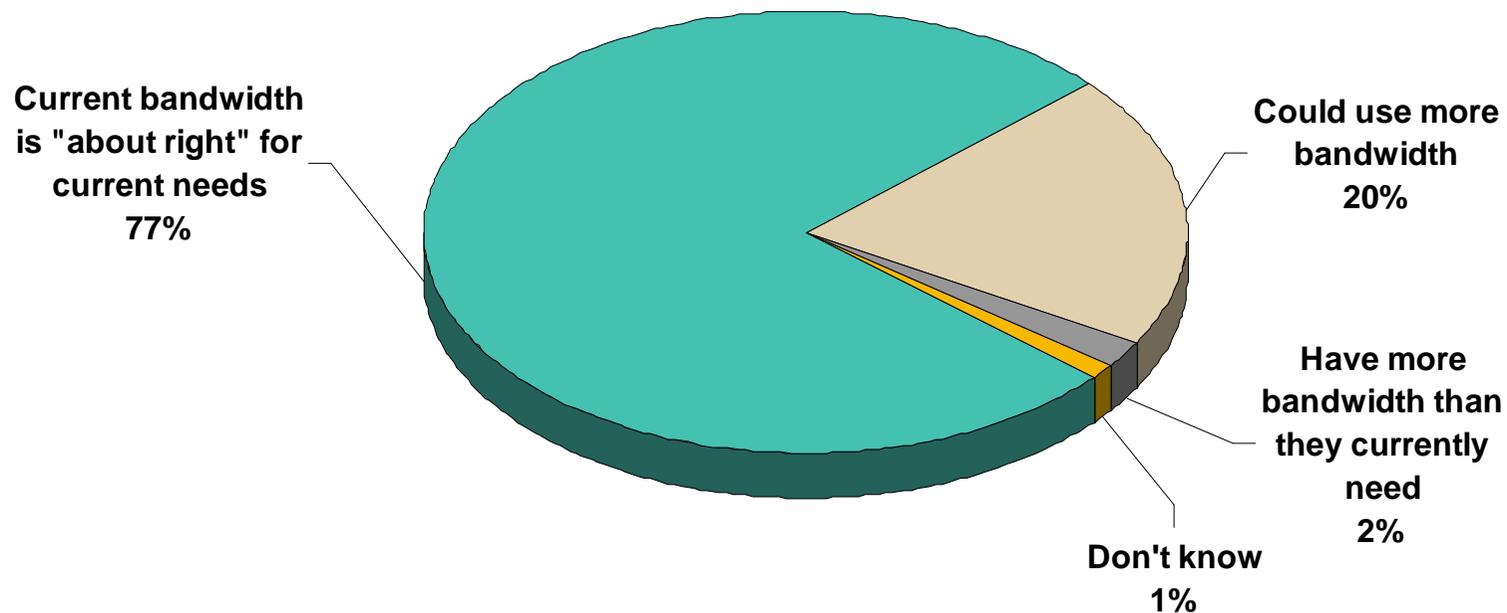


Q: To the best of your knowledge, what is the advertised bandwidth or download speed provided by your Internet service provider?  
(n=149 PR businesses with fewer than five employees and a broadband connection)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Broadband Speeds (Bandwidth) and Current Small Business Needs

Among broadband-connected Puerto Rican small businesses



**Nearly four out of five (79%) broadband-connected small businesses say their current broadband download speed is "about right" or more than they need.**

Q: How well does your current bandwidth meet your needs?  
(n=149 PR businesses with fewer than five employees and a broadband connection)

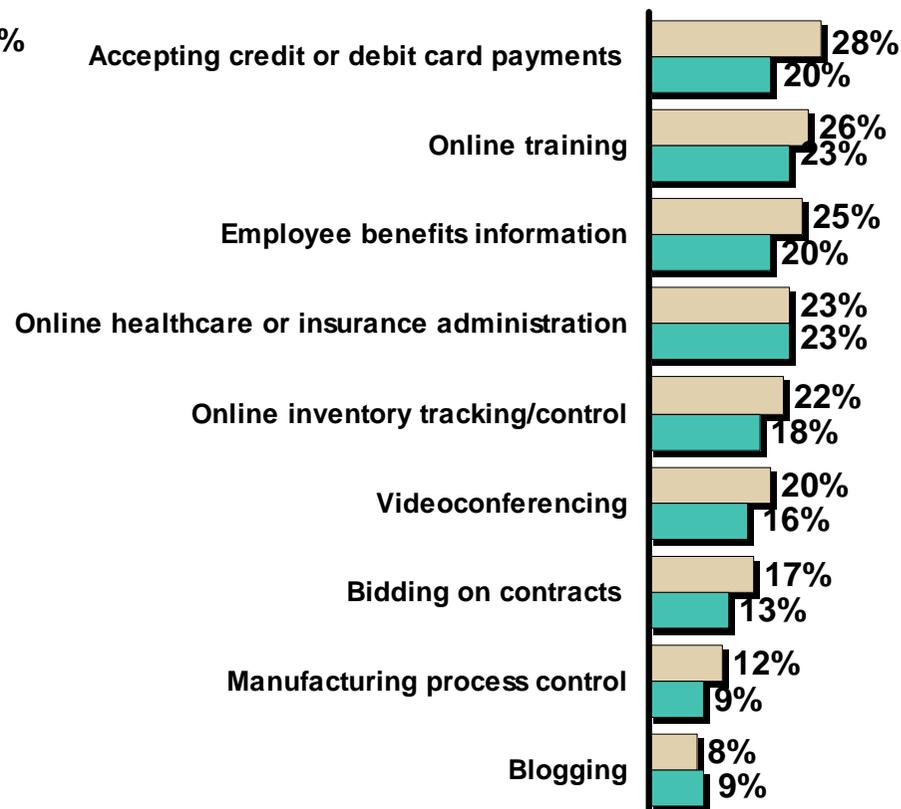
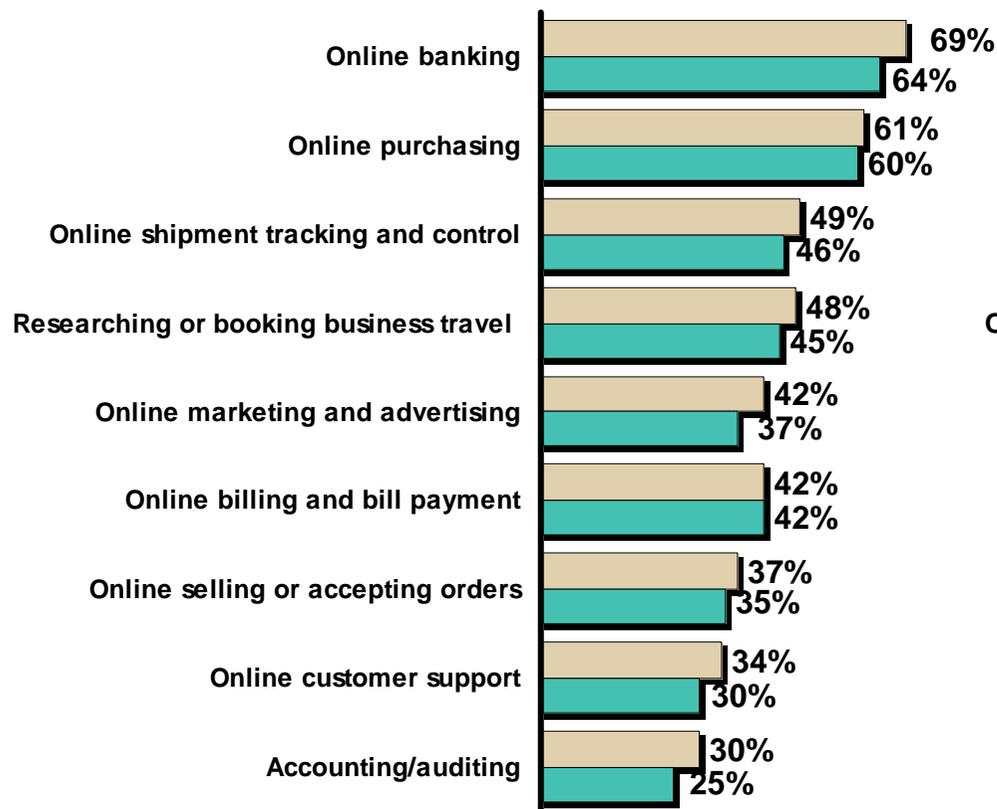
Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Uses for the Internet Among Puerto Rican Small Businesses

■ Territory-wide average

■ Small businesses



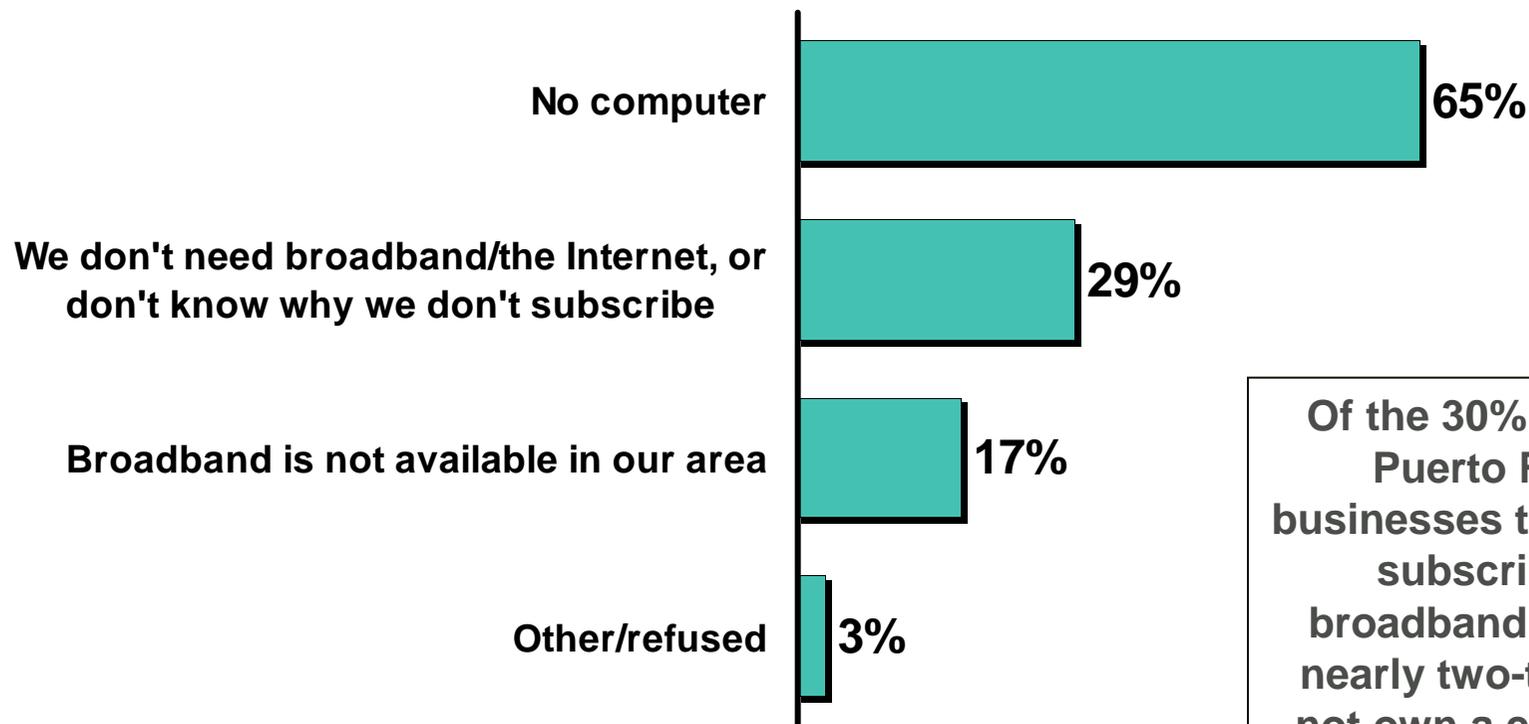
Q: Which of the following activities does your business currently conduct using the Internet?  
(n=732 PR businesses that use the Internet)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# Barriers to Broadband Adoption Among Small Puerto Rican Business

Among small Puerto Rican businesses with no broadband service\*



Of the 30% of small Puerto Rican businesses that do not subscribe to broadband service, nearly two-thirds do not own a computer.

\*Percentages do not add up to 100% because businesses could give multiple responses.  
Q: Why doesn't your organization subscribe to broadband service?  
(n=63 PR businesses with less than 5 employees and without broadband service)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Puerto Rico's Business Environment



CONNECT

PUERTO RICO™

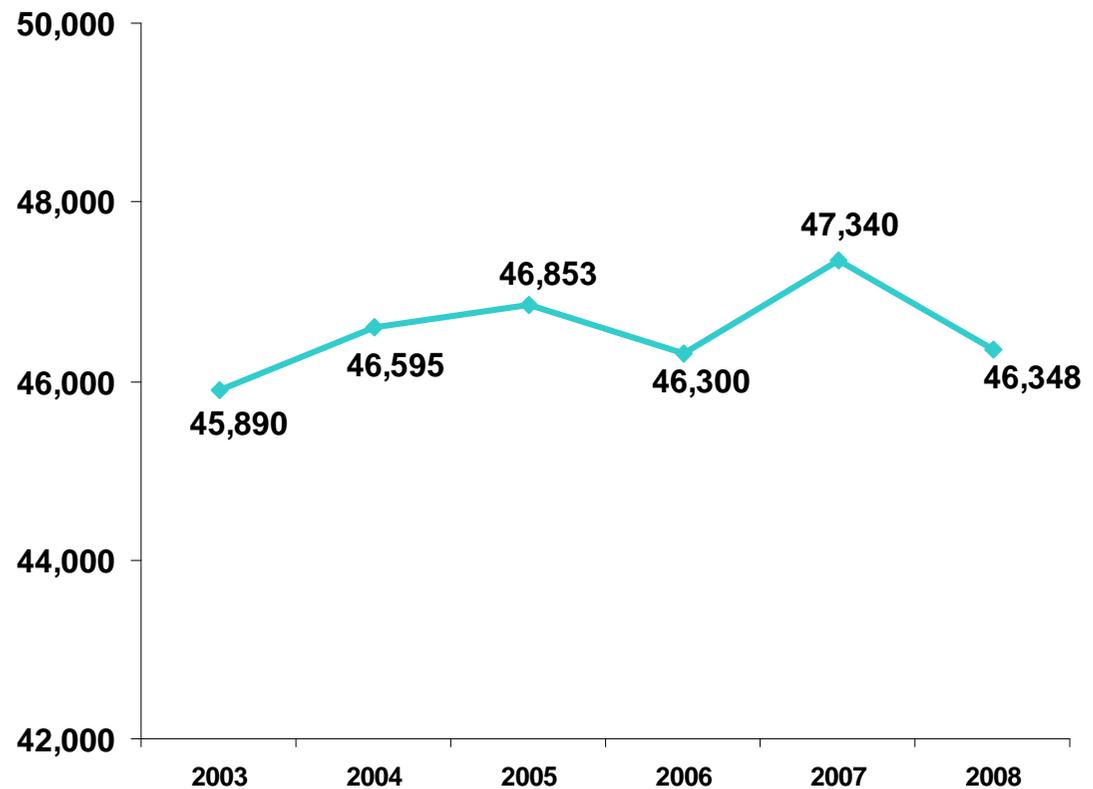
# Growth in Business Establishments

According to 2008 U.S. Census County Business Patterns data (the most recent data available), there were **46,348** business establishments in Puerto Rico, down 2.1% from **47,340** in 2007.

These businesses employed more than **748,000** individuals in 2008.

The average establishment employs **16.2** workers, which is above the national average. Conversely, average real wages in Puerto Rico (**\$22,662**) fall below the national average.

### Puerto Rican Business Establishments 1998-2008



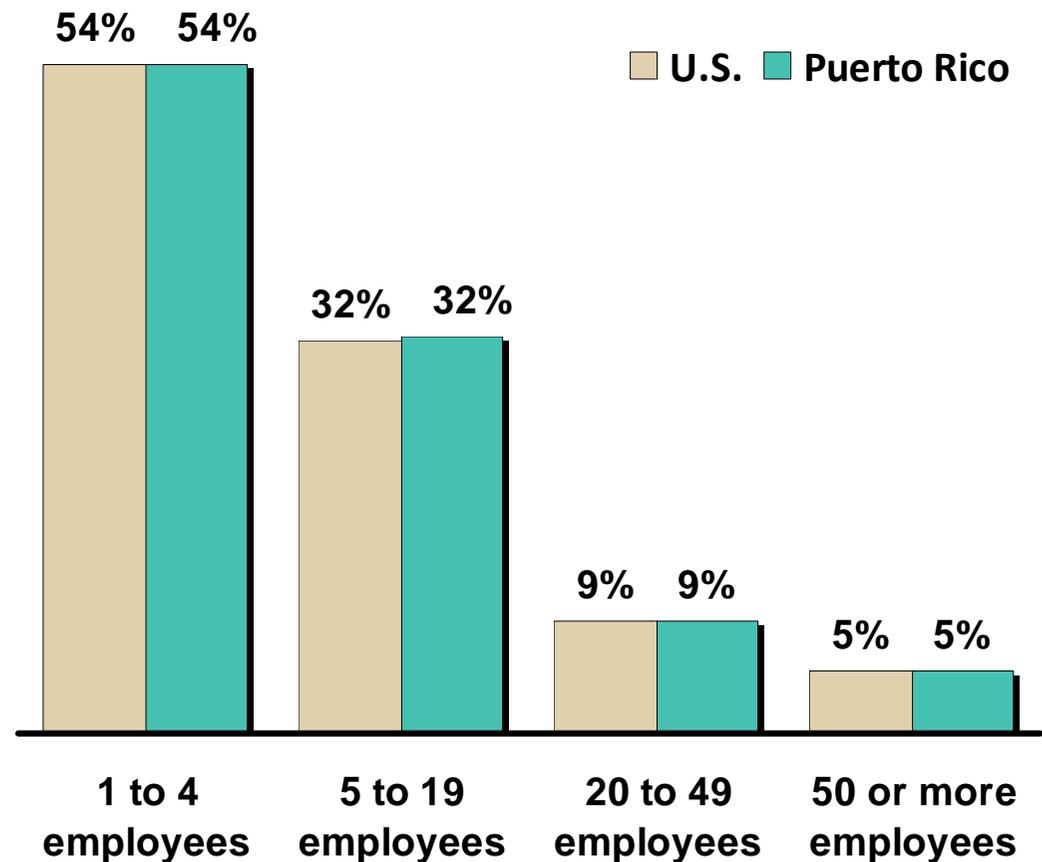
Source: U.S. Bureau of the Census, 2008 County Business Patterns

# Size Distribution of Puerto Rican Businesses

More than one-half of Puerto Rican businesses employ fewer than five employees, while only five percent of businesses employ fifty or more employees.

The Connect Puerto Rico business survey has intentionally over-sampled large businesses to achieve a minimum sample for analysis and comparisons relative to smaller firms.

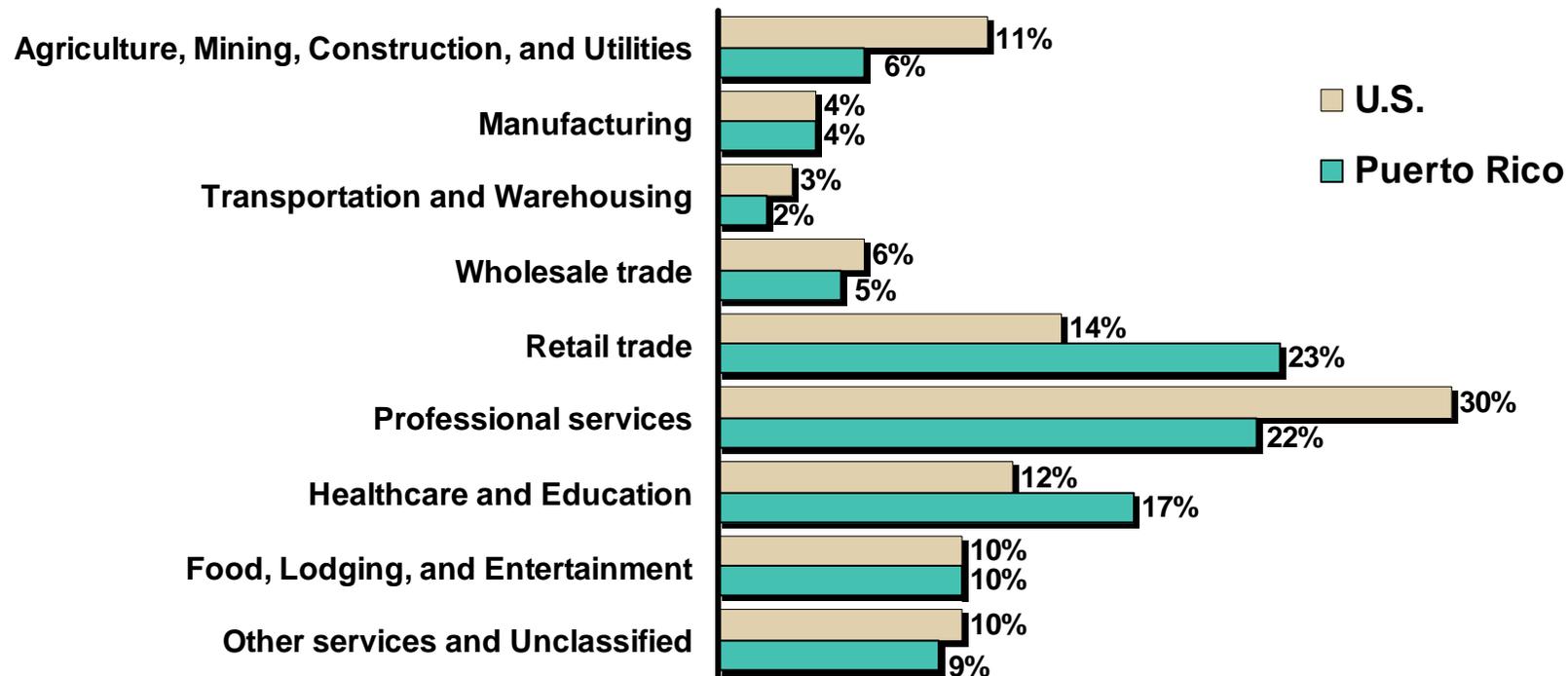
The survey data are weighted to ensure are representative of Puerto Rican business establishments as a whole (see methodology section for specific information about sampling).



Source: U.S. Bureau of the Census, 2008 County Business Patterns

# Industry Breakdown of Puerto Rico Businesses

Industry Sector Distribution\*



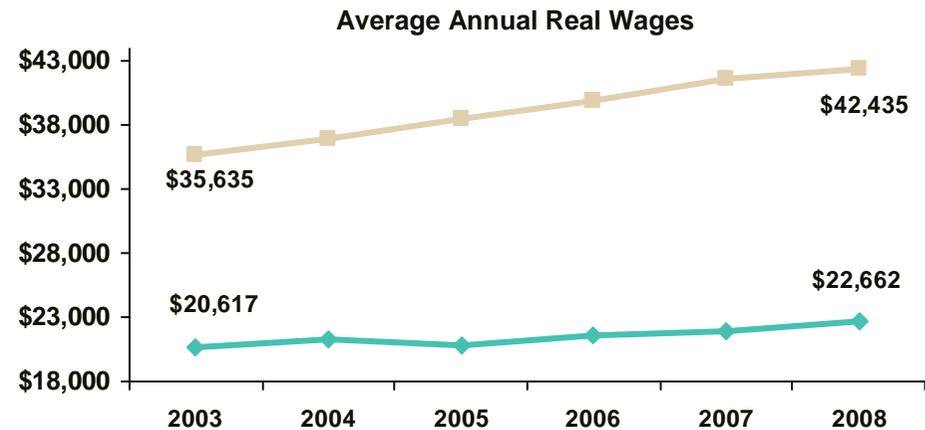
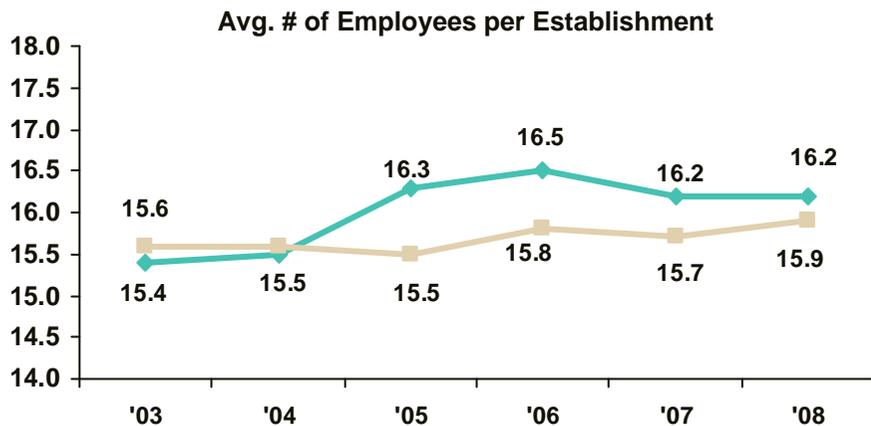
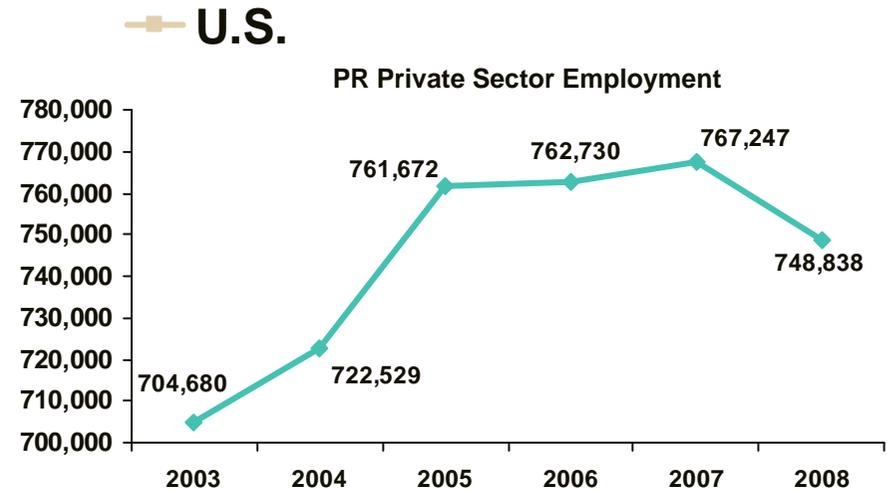
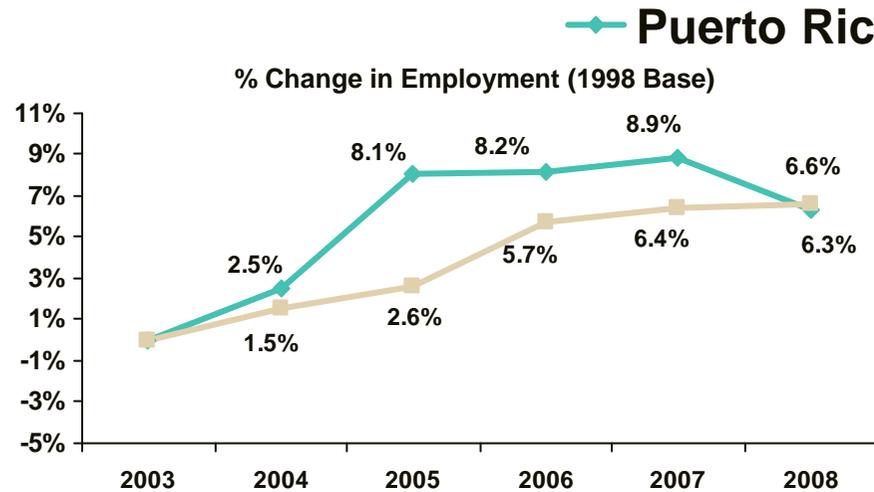
The 2010 Connect Puerto Rico Business Survey data are also weighted with respect to industry sector to ensure the survey sample picture is representative of Puerto Rican establishments.

\*Industry sectors are categorized by North American Industry Classification System (NAICS) codes. "Professional services" includes NAICS codes 51-56 (information, financial, real estate, professional, technical, management and administrative services).

Source: U.S. Bureau of the Census, 2008 County Business Patterns



# Puerto Rico Business and Employment Trends



Source: U.S. Bureau of the Census, 2008 County Business Patterns

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# Research Methodology



# Methodology Overview

- Between August 5 and September 3, 2010, 814 Puerto Rican businesses were contacted by telephone. Data were collected by Estudios Tecnicos in San Juan, PR.
- The error interval or sample tolerance for the survey is  $\pm 5.1\%$  at the 95% confidence level. This sample error accounts for sample weighting, using the effective sample size.
- Sample quotas were established by company size (5 brackets) and industry sector (8 sectors). Within these 40 cells, a randomly drawn sample of businesses listed with Dun & Bradstreet were contacted for the survey.
- This approach gathers enough interviews within size and industry subsectors to analyze with confidence.
- Weighting of the survey data enables the total sample to also be representative of all employer business establishments in Puerto Rico, according to the U.S. Census Bureau *County Business Patterns* (CBP) data. Weighting and research consultation were provided by Lucidity Research LLC in Westminster, MD.



# Puerto Rico Business Universe

- The federal government classifies and tabulates the number, size, and type of businesses in two ways:
  - Business establishments with paid employees
  - Non-employer business establishments
- A business establishment is defined as “a single physical location at which business is conducted or services or industrial operations are performed.”
- Businesses with paid employees are reported in the County Business Patterns data from the U.S. Census Bureau based on payroll tax information. This is the most comprehensive and consistent year-to-year measurement of private employer businesses. For this reason, many state agencies rely on these data for economic development and planning purposes.
- In 2007, there were 47,340 private business establishments in Puerto Rico according to County Business Patterns, employing 767,247 residents. The 2010 survey is projected to this total, the most up-to-date data available at the time the survey was conducted.
- Non-employer establishment counts are derived from business income tax returns filed by non-employer businesses. Generally, these businesses have at least \$1,000 in sales receipts, but most of these are very small and often are not a primary source of income for the owner(s). The United States Census does not track the number of non-employer establishments in Puerto Rico.



# Urban-Rural Classifications Defined

- The U.S. Census Bureau uses an urban-rural classification based on Metropolitan Statistical Areas (MSAs), which are designated by the United States Office of Management and Budget to collect, tabulate and publish federal statistics.
- Metropolitan statistical areas contain a core urban area with a population of 50,000 or more. Each MSA also includes one or more municipios that have a high degree of social and economic interaction with the urban core.
- When classifying urban, suburban and rural municipios, we follow the Census Bureau definition whereby municipios are categorized as “urban” if they contain the core city of an MSA. “Suburban” municipios include MSA municipios that do not contain a core city, and “rural” municipios include all remaining municipios that are not part of an MSA.
- Using these definitions, there are currently 62 urban, eight suburban, and eight rural municipios in Puerto Rico.

# Methodology: Weighting

- The 2010 survey data were both sampled and weighted by quotas defined by the size of establishment and dominant industry sector using the most recent County Business Patterns data as targets.
- Respondent estimates of number of employees at the business location called were used in place of employee size data from Dun & Bradstreet. Industry sector quotas were defined based on NAICS groups shown in the tables below, according to Dun & Bradstreet data and confirmed or corrected during the interview itself.
- Sampled vs. Actual distribution of businesses is summarized in tables below.

Sample Distribution by Size and Sector, 2010				
Sector	1-4	5-19	20-49	50+
High Tech	2.2%	2.2%	2.3%	2.6%
Ag, Mining, Construction, Utilities	2.8%	3.4%	3.1%	2.5%
Manufacturing	2.6%	3.2%	2.6%	3.2%
Wholesale, Warehouse, Transport	2.3%	2.6%	3.1%	2.7%
Retail, Food, Lodging	3.7%	3.2%	3.1%	3.3%
Prof. & Financial Services	3.8%	3.6%	2.6%	2.8%
Healthcare	3.2%	4.1%	3.3%	2.6%
All Other Services	5.4%	5.5%	4.1%	2.5%

Desired Distribution per 2007 County Business Patterns				
Sector	1-4	5-19	20-49	50+
High Tech	2.8%	1.5%	0.5%	0.6%
Ag, Mining, Construction, Utilities	3.0%	1.9%	0.8%	0.6%
Manufacturing	1.5%	1.3%	0.6%	0.4%
Wholesale, Warehouse, Transport	3.4%	2.2%	0.7%	0.4%
Retail, Food, Lodging	15.8%	12.7%	3.6%	1.6%
Prof. & Financial Services	8.7%	4.6%	0.8%	0.5%
Healthcare	10.2%	3.6%	0.6%	0.4%
All Other Services	9.2%	3.5%	1.0%	1.0%

[www.connectpr.org](http://www.connectpr.org)