

The digital presence of Taranto's tourist-facing businesses - findings in charts

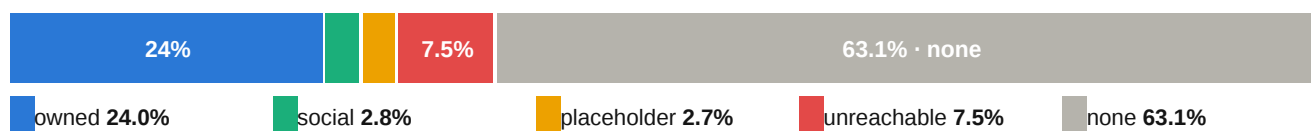
2,258 frame-included business locations (3,021 candidates) - food service, lodging, tourist-facing retail - five weeks before the XX Mediterranean Games. Frame: Overture Maps + OpenStreetMap + Regione Puglia DMS. Whiskers are Wilson 95% CIs. Companion to the full analysis report.

63.1% no web presence at all 95% CI 61.1-65.1 · n=1,425	24.0% have an owned website 95% CI 22.2-25.8 · n=541	20.3% of listed websites are dead 95% CI 17.7-23.2 · n=169/833	33.8% of owned sites offer English lodging 38.7 · food 32.5 · retail 31.7
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RQ1 - EXISTENCE

What a visitor's browser can find

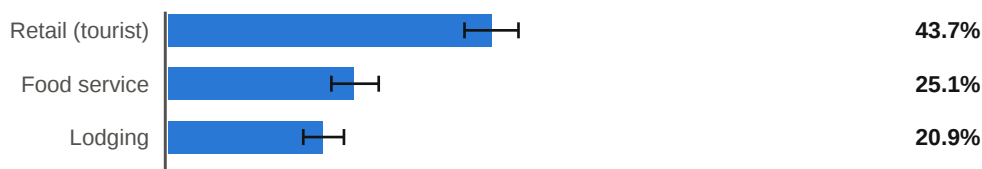
Distribution of web_status over the frame-included population (n=2,258). "None" = no website listed in any source; there is deliberately no discovery step.



RQ1 - BY CATEGORY

Web presence by category

owned + social + placeholder, % of category.

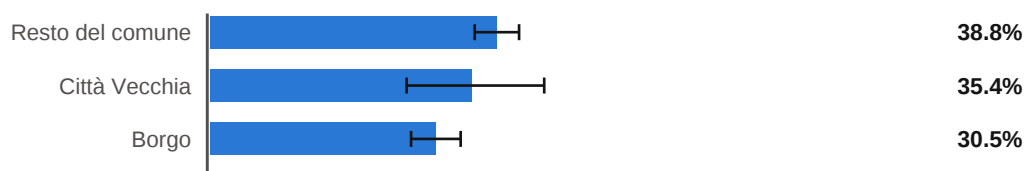


$\chi^2(2)=105.3$, $p<0.001$, Cramér's $V=0.216$ - retail far above expectation (adj. residual +10.1), lodging far below (-6.8).

RQ1 - BY ZONA

Web presence by zona

Geolocated units only; 421 non-geolocated units excluded and reported as missing data.



$\chi^2(2)=12.7$, $p=0.002$, $V=0.083$ - real but weak. **The divide is categorical, not geographic.**

RQ2 - ASSOCIATION

Chains vs independents

158 chain vs 2,100 independent units. Observational, not causal; the retail scope excludes some chain-dense verticals by pre-registered design.



OR 7.06 [4.93-10.11] · $\chi^2(1)=145.1$ · $p<0.001$ · $V=0.254$

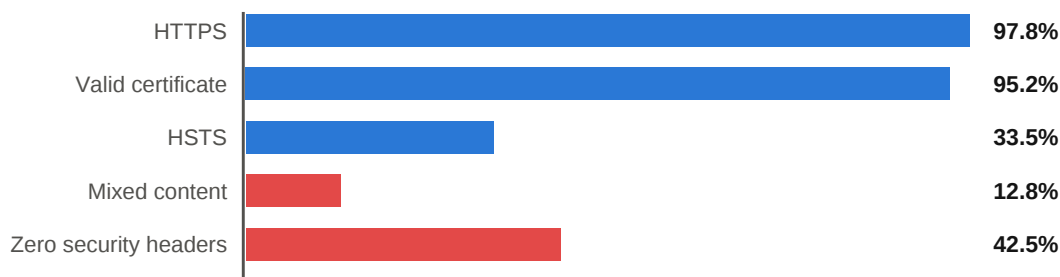
...but whose website is it? Owned sites that are the national corporate site:



The locally-authored web of Taranto is almost entirely the work of independents - most of whom have nothing. Chains are "present" through national sites.

RQ1 - SECURITY

Security of owned sites (n=541)



RQ1 - PERFORMANCE & MOBILE

Performance (PSI, 95.2% coverage of eligible sites)

0.59 mobile perf median Lighthouse lab, n=509	9.5 s mobile LCP median largest contentful paint	0.79 desktop perf median	24% score < 0.5 on mobile of owned sites with data
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Viewport meta 94.1% · CrUX field data exists for 56.9% of owned sites.

RQ1 - FINDABILITY

Findability basics (% of owned sites)



RQ1 - MAINTENANCE

Staleness signals (live sites n=601)

23.3% of live sites carry at least one abandonment signal. Counts below.

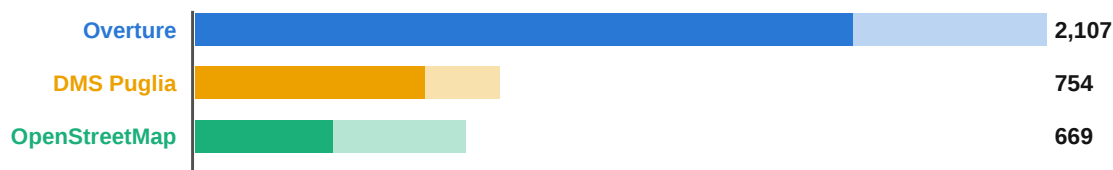


Stacks (owned sites): WordPress **203** · not identifiable **219** · other identified **66** · Shopify **33** · Wix **10** · Magento **10**. WordPress ~ 61% of identifiable stacks.

RQ3 - FRAME INTEGRITY

No single source sees this territory

All 3,021 candidates. Solid = exclusive to the source; pale = shared. Only 24 units appear in all three sources.



Indicator (485 units carried by >= 2 sources)	Disagreement / agreement
Mapped category	9.5% disagree (46/485)
Website listed at all	49.5% disagree (240/485)
Same registrable domain (both list a URL)	66.7% agree (44/66)
Operating status	not measurable in this frame (reported honestly)

Half the time, one source knows about a website the other doesn't: a single-source census measures its source as much as the territory.

Method: pre-registered protocol v0.3 (+ logged amendments); passive audit, 3 requests/site, robots.txt honored; PSI mobile+desktop; Wilson CIs, chi²/Fisher, Cramér's V, odds ratios. Read together with the limitations in the analysis report. Sources: ISTAT (CC BY 4.0), © OpenStreetMap contributors (ODbL), Regione Puglia DMS (CC BY 4.0), Overture Maps Foundation. Aggregates only; no business is identifiable.