

# DIGITAL INCLUSION

## 2022 FUTURE OPPORTUNITIES

Enhancing our communities by improving digital access.



Center for Regional Development



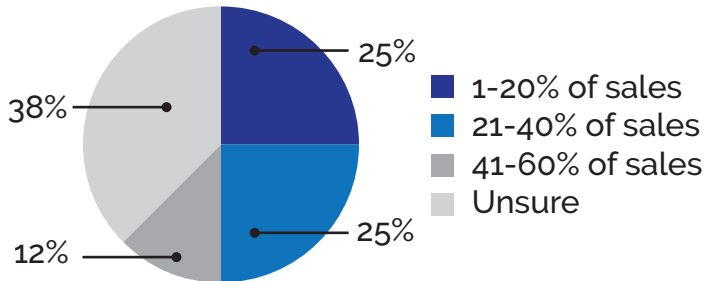
Data compiled and analyzed by the Purdue University Center for Regional Development, made possible through the Duke Energy Foundation Grant. Graphics created by the Boone EDC.

# FUTURE CLIMATE

## SMALL BUSINESS DIGITAL GROWTH OPPORTUNITIES

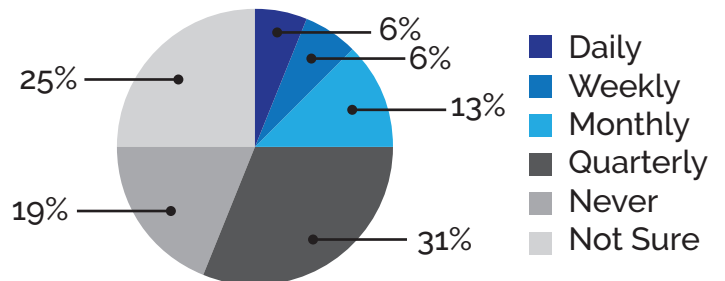
### PERCENT OF SMALL BUSINESS SALES MADE ONLINE

N=8 SMALL BUSINESSES

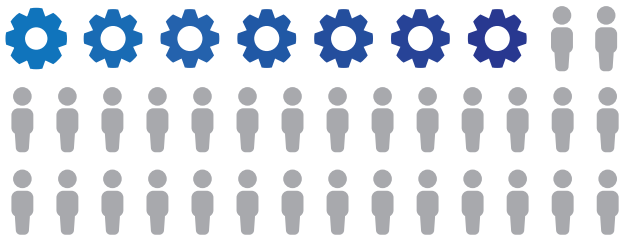


### HOW OFTEN IS GOOGLE MY BUSINESS UPDATED

N=16



## EMPLOYER AUTOMATION OPPORTUNITIES



7 of the 37 surveyed employers reported replacing positions with automation in the last 3 years



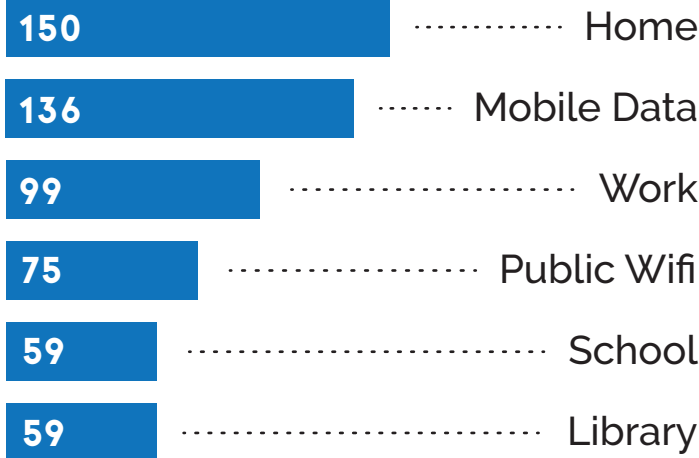
### TOP 5 BARRIERS TO ADOPTING NEW TECHNOLOGY N=35

- 1. COST** 54% of employers reported cost of adopting new technology as a barrier
- 2. TIME** 49% of employers reported time to implement new technology as a barrier
- 3. KNOWLEDGE** 37% of employers reported knowledge or awareness of new technology as a barrier
- 4. TRAINING** 29% of employers reported lack of resources to train employees on new technology as a barrier
- 5. CYBERSECURITY** 29% of employers reported cybersecurity concerns as a barrier

# RESIDENT SATISFACTION OPPORTUNITIES

## LOCATION OF INTERNET USE

N=150



## REASON FOR HOME INTERNET DISSATISFACTION (PAST YEAR)

N=65-67

- 1. TOO SLOW** 94%
- 2. NEEDS NOT SATISFIED** 85%
- 3. UNRELIABLE** 78%
- 4. TOO EXPENSIVE** 56%

# WORKFORCE TRAINING OPPORTUNITIES

## RECOMMENDED TRAININGS TO IMPROVE THE WORKFORCE:

