DIGITAL INCLUSION

2022 SMALL BUSINESS DATA

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.

CURRENT CLIMATE

56%

OF BOONE COUNTY RESIDENTS DIGITALLY INTERACT WITH LOCAL BUSINESSES AT LEAST ONCE DAILY OR WEEKLY

N = 115

SOFTWARE AND WEB APPLICATIONS USED FOR...

N=19

Point of Sale System74%	1
Bookkeeping74%	1
Purchasing Supplies/Inventory68%	
Online Ordering/Shopping63%	
Analytics58%	
Manage Shifts/Schedules47%	
Order/Purchase Fulfillment37%	
CRM System37%	
Shift Scheduling26%	

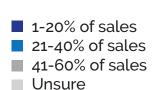
USED IN THE LAST YEAR

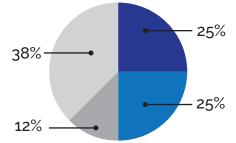
N = 19

N=19	
Social Media100%	
Custom Website84%	
Email Marketing63%	
Review Websites42%	
Online Storefront42%	
Google Ads32%	
Blogs32%	
SEO Strategies26%	
Podcasts11%	
3rd Party Online Selling11%	

% OF SALES MADE ONLINE

N=8 SMALL BUSINESSES





74 % OF SMALL BUSINESSES ARE CLAIMED ON GOOGLE

SATISFACTION

25%

OF SMALL BUSINESSES REPORT INSUFFICIENT BROADBAND CONNECTION AS A BARRIER TO ADOPTING NEW TECHNOLOGY

N=20

INTERNET SATISFACTION

Extremely
Satisfied

Somewhat
Satisfied
Neutral

Somewhat
Dissatisfied

Extremely
Dissatisfied

REASON FOR CURRENT SUBSCRIPTION DISSATISFACTION

N=10

- 1. UNRELIABLE 80%
- 2.TOO SLOW 70%
- 3.TOO EXPENSIVE 70%
- 4. NEEDS NOT MET 50%

CONNECTIVITY ISSUES HAVE IMPACTED...

N = 45

Electronic Payment	9	
Bookkeeping	7	
Marketing	7	
Customer Support	6	
Purchasing Supplies/Inventory	5	
······ Online Orders/Purchase Fulfillment	5	
	4	
Other	2	

BUSINESSES SURVEYED

Businesses surveyed were from the following municipalities in Boone County: Zionsville (7), Lebanon (6), Thorntown (2), Advance (2), Whitestown (1), Jamestown (1), Home Business/No Location (2). All small businesses in Advance and Thorntown were "extremely dissatisfied" with their current internet subscription. 3 Lebanon small businesses were "extremely satisfied" with their internet subscription and one was "somewhat satisfied." 5 out of 7 Zionsville small businesses where "somewhat dissatisfied" with their current internet subscription and 2 were "somewhat satisfied."