

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.

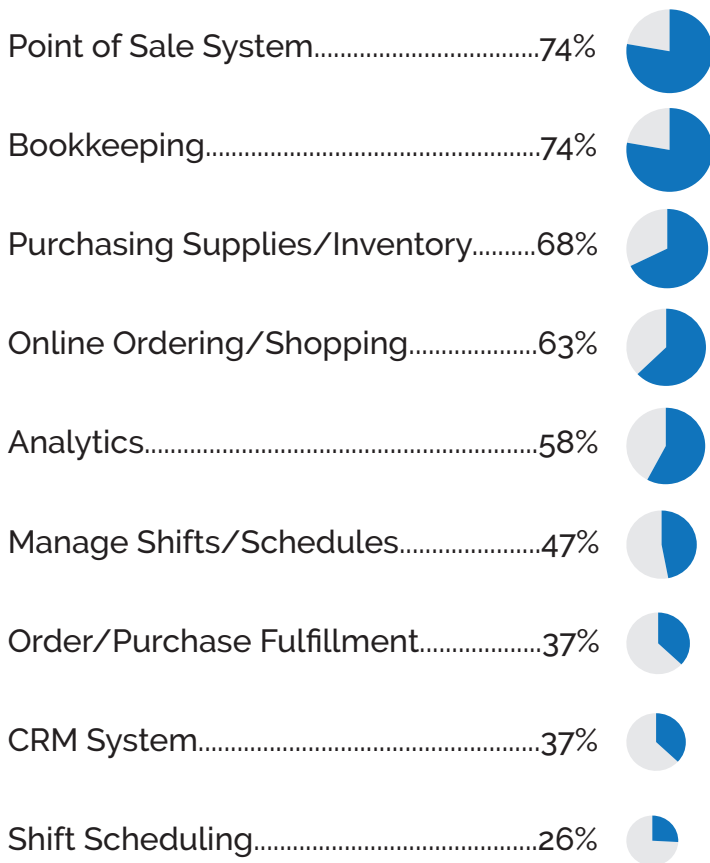
CURRENT CLIMATE

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



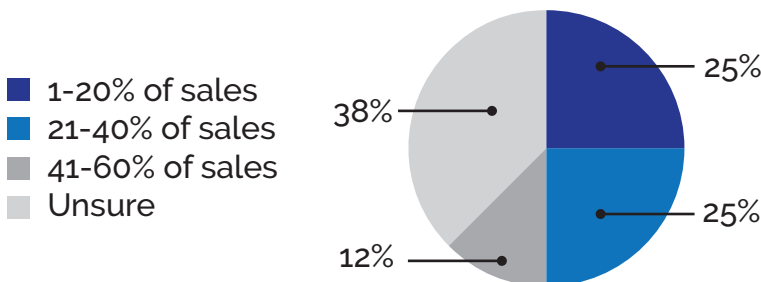
USED IN THE LAST YEAR

N=19



% OF SALES MADE ONLINE

N=8 SMALL BUSINESSES



74% OF SMALL BUSINESSES ARE CLAIMED ON GOOGLE N=19

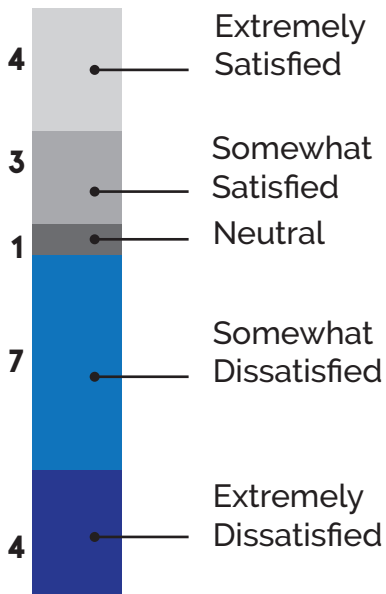
SATISFACTION

25 %

OF SMALL BUSINESSES REPORT INSUFFICIENT BROADBAND CONNECTION AS A BARRIER TO ADOPTING NEW TECHNOLOGY
N=20

INTERNET SATISFACTION

N=19



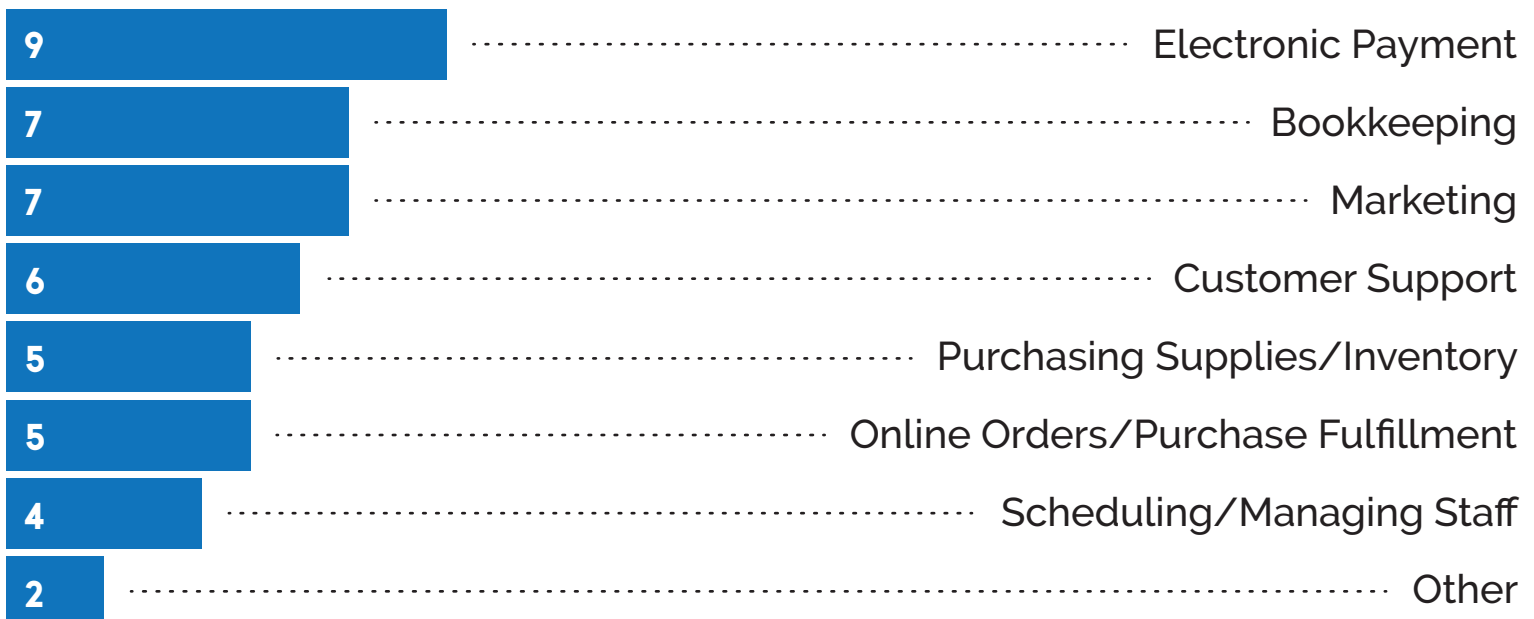
REASON FOR CURRENT SUBSCRIPTION DISSATISFACTION

N=10

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

CONNECTIVITY ISSUES HAVE IMPACTED...

N=45



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 were “somewhat dissatisfied” with their current internet subscription and 2 were “somewhat satisfied.”