

STATE BROADBAND INITIATIVE

NJ Small Business Survey Findings

August 2013

[CONNECTING NJ](#)



Topics

- Rationale for Survey Effort
- Source of Survey Findings
- Summary of Survey Results
- Resources

Rationale for Survey Effort

- New Jersey's small businesses are key to the state's well-being and account for a significant share of the state's economy.
- The Internet is a significant enabler to growth in the digital economy and provides considerable opportunities for small businesses to drive innovation, growth and profitability.
- In continuing to find ways to grow, small businesses realize that they need to use the Internet and mobile technologies to grow and stay competitive.
- However, there is still a large percentage of small businesses in the U.S that are not leveraging available internet technologies to gain competitive advantage.

Source of Survey Findings

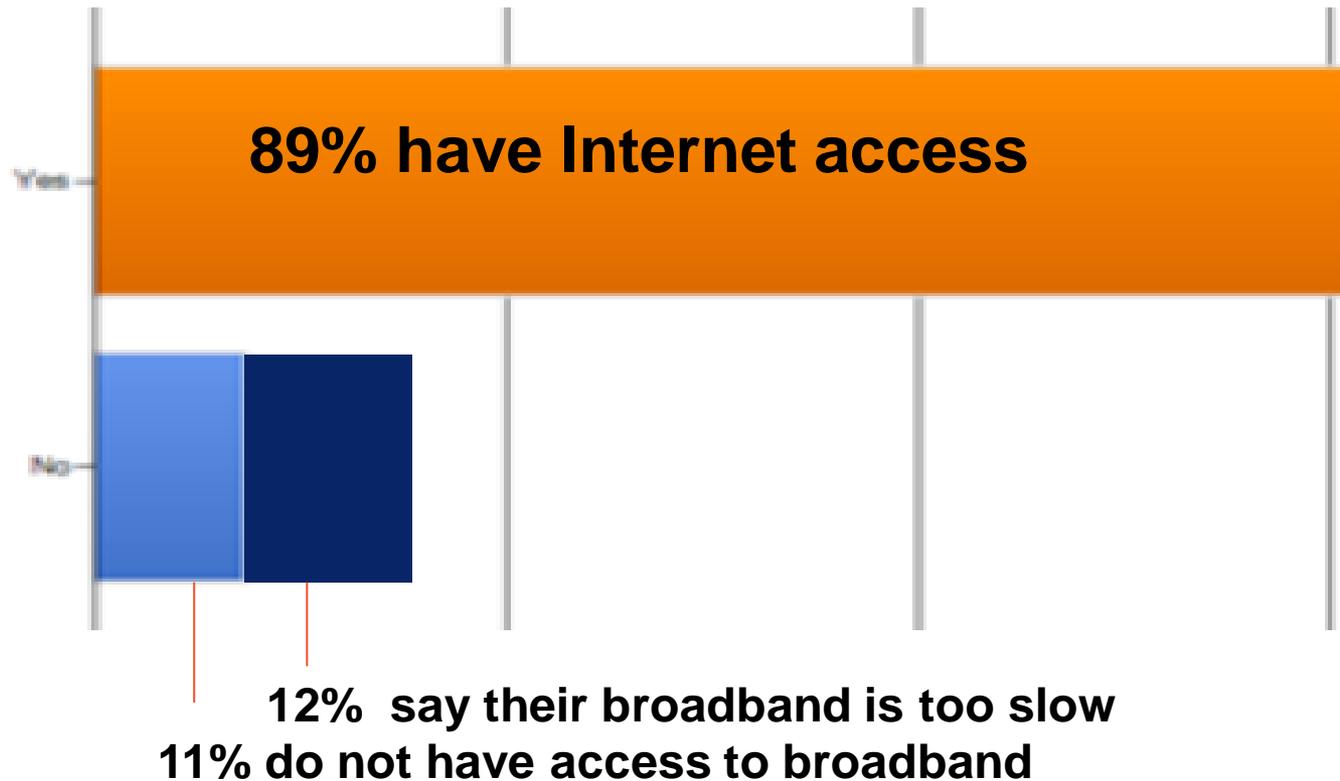
The State of New Jersey's Office of Information Technology conducted a small business survey to gain deeper insights into the broadband adoption as part of its ongoing campaign, Raising the B.A.R. (Broadband Adoption Rate).

The survey was conducted at the Grow New Jersey Business Strong event series sponsored by the New Jersey State Library:

- 7 event locations at county libraries strategically selected to represent diverse populations across the state
- Over 700 small business attendees
- Over 170 small businesses completed the survey

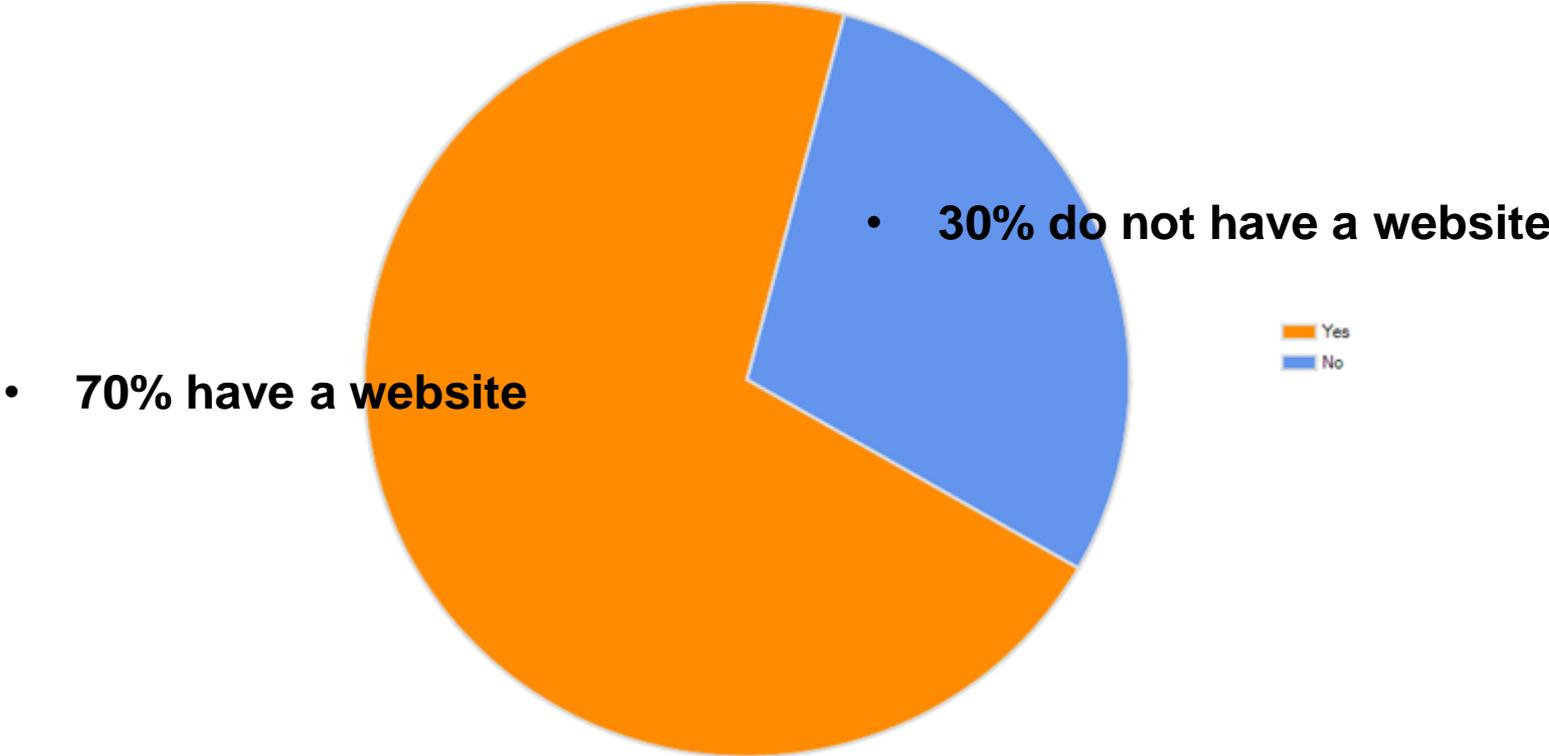
Summary of Survey Results

Broadband Access and Speed



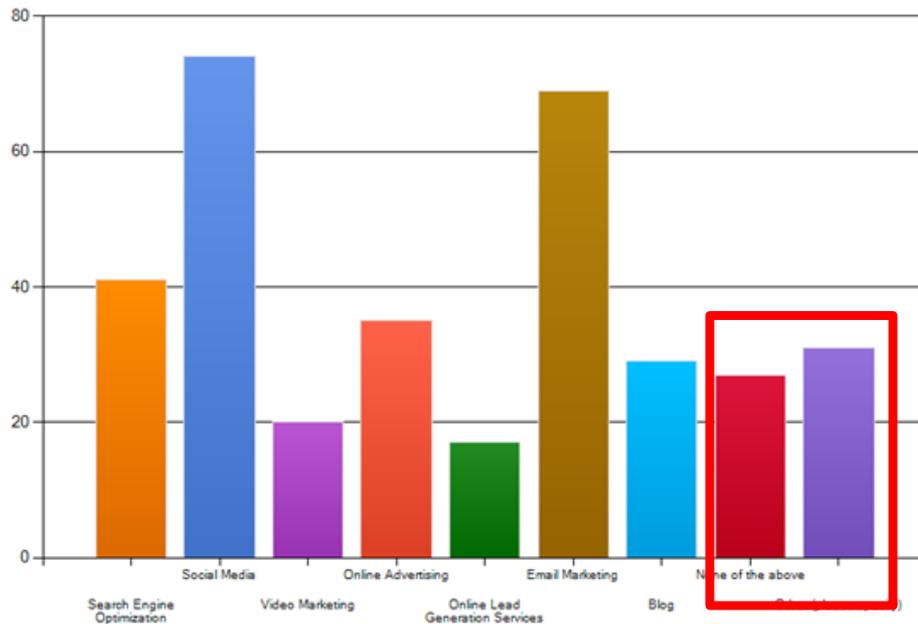
Summary of Survey Results

Do you have a website?



Summary of Survey Results

Which strategies you use to promote your business?



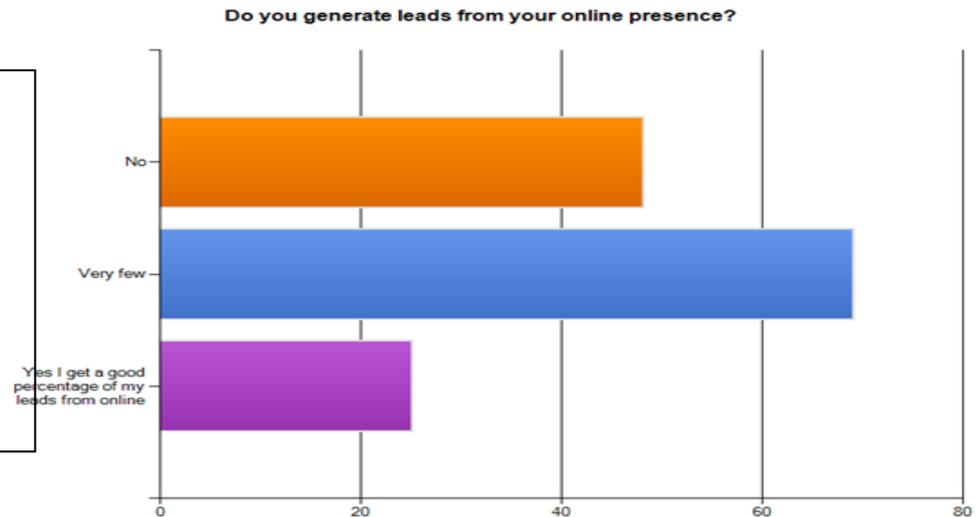
61% are using at least one of the 7 top online marketing strategies

39% are not using any online marketing and sales strategies

Summary of Survey Results

Do you generate leads from your online presence?

Out of the 61% using online strategies, only 16% generate a good percentage of their leads online



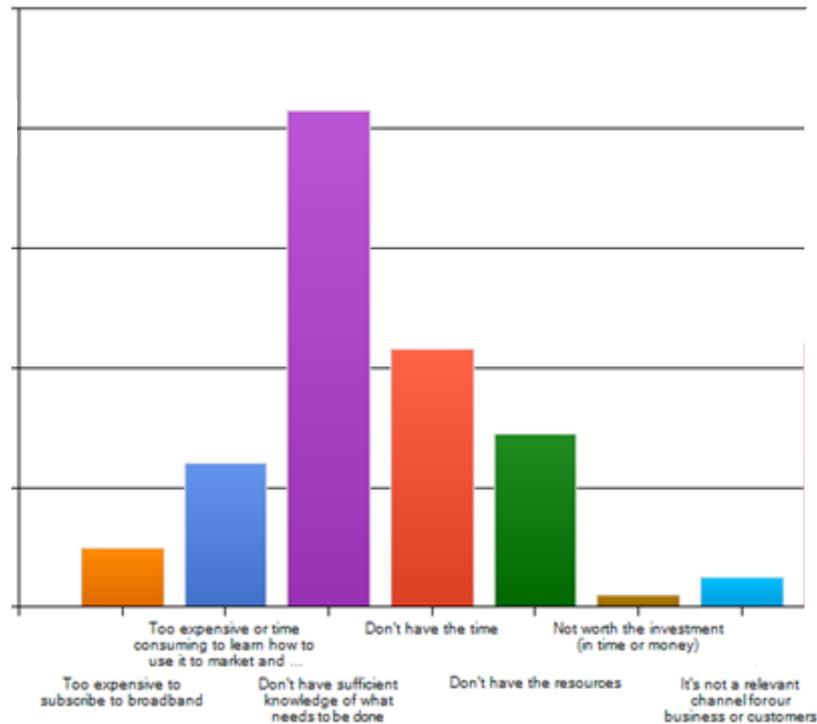
This means that 84% of small businesses are not leveraging the Internet to bring in new business

Summary of Survey Results

When asked what the barriers are that are preventing them from leveraging the Internet,

Please indicate which of the barriers below are preventing you from leveraging the internet to grow your business?

The biggest barrier was not having sufficient knowledge on what needs to be done

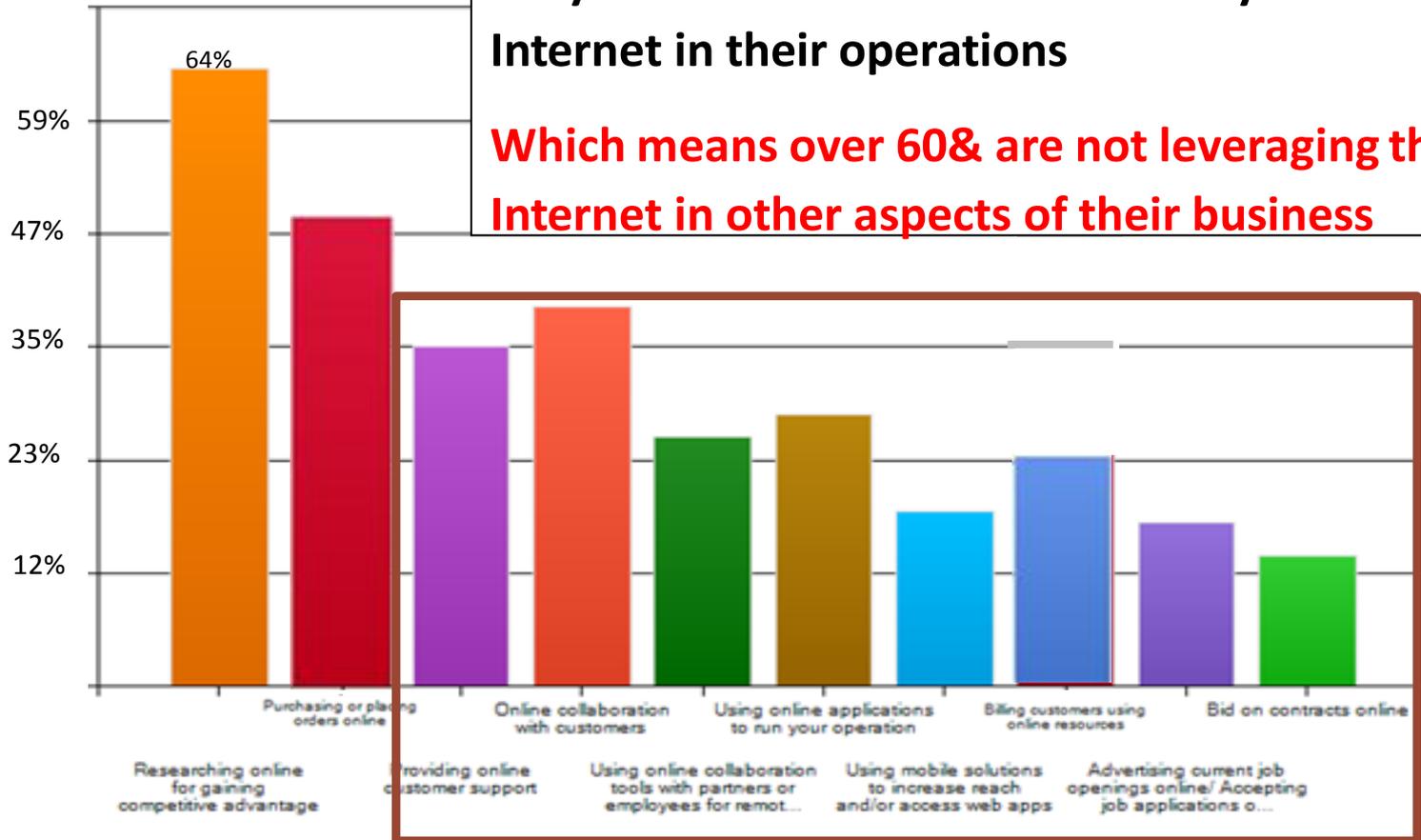


Summary of Survey Results

Other Ways Small Businesses Use the Internet

Only 39% of small businesses surveyed are using the Internet in their operations

Which means over 60% are not leveraging the Internet in other aspects of their business



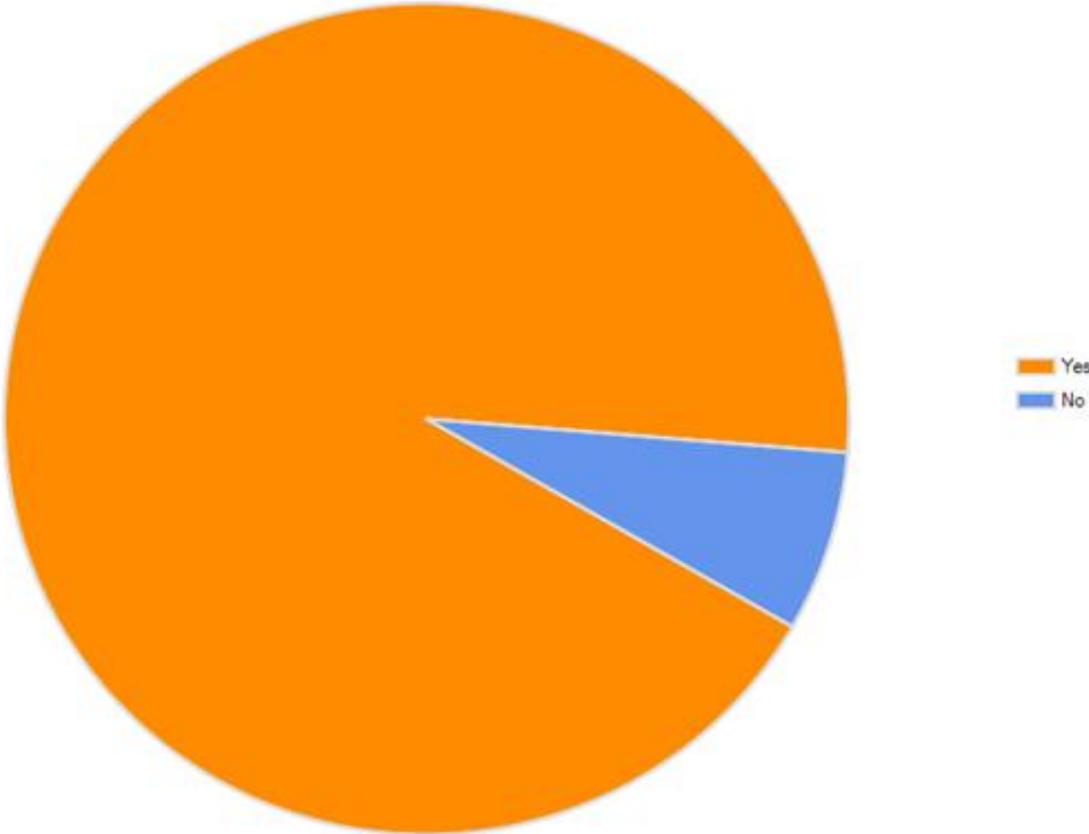
Summary of Survey Results

Over 90% of small businesses surveyed across the state, indicated they would like some form of technical assistance to help them market online.

Summary of Survey Results

When asked if they expect to better leverage the Internet next year,

93% of small businesses indicated they expect to leverage the Internet next year



Summary of Survey Results

Demographics of Respondents

- Over 88% of the respondents were over 40
- 64% of the respondents were female
- Over 70% had bachelor's degree or higher
- Ethnicity of respondents
 - 73% Caucasian
 - 11% African American
 - 5% Asian
 - 5% Hispanic
 - 6% Other

ConnectingNJ Training Resources

As a result of the need that small businesses identified in the survey for training and technical assistance to use the Internet:

- ConnectingNJ has put together a comprehensive broadband resource library for small businesses.
- The materials are located on the resource page of our website and are free to use.
- If you are a small business support organization and are interested to find out how to partner with us to help deliver training to your constituents, please contact ConnectingNJ via the “Contact Us” tab on the website.

<http://connectingnj.state.nj.us/contact/>