

HUNTER BUSINESSES & DIGITAL TECHNOLOGY

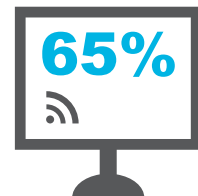
Survey of 300 businesses, mainly SMEs, in June 2017



DEVICES USED BY BUSINESSES



BUSINESSES WITH A DEDICATED WEBSITE



BUSINESSES WITH A MOBILE / TABLET RESPONSIVE WEBSITE
50% = HUNTER

BUSINESSES WANT TO KNOW MORE ABOUT ...

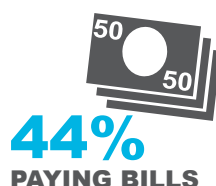
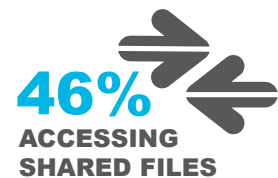


64%
ADVERTISE GOODS & SERVICES ONLINE



33%
TAKE ORDERS FOR GOODS & SERVICES ONLINE

USED SMART PHONES IN THE LAST 12 MONTHS FOR...



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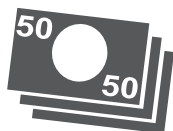
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USED THE INTERNET IN THE LAST 12 MONTHS TO...



86%
BANKING



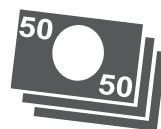
85%
PAY BILLS



77%
UNDERTAKE
BUSINESS RESEARCH



77%
MAKE PURCHASES



71%
PAY WAGES



58%
SOCIAL
NETWORKING

USED THE INTERNET IN THE LAST 12 MONTHS FOR...



45%
COMPLETE
SURVEYS



24%
ONLINE
CALLS

IMPORTANCE OF HIGH SPEED BROADBAND TO BUSINESSES

82%
CONSIDER IT
IMPORTANT OR
VERY IMPORTANT



52%
HAVE TAKEN STEPS
TO PREPARE FOR IT

TRENDS ACROSS 300 HUNTER BUSINESSES SURVEYED BY HRF CENTRE:

- Number of businesses with a **web presence** remained steady in 2017, with a rate above the nation.
- Half of businesses have a **mobile or tablet responsive** website, reflecting increased use of mobile technology.
- Despite 83% of Hunter **consumers** purchasing goods & services over the internet in the previous 12 months, only 22% of businesses report **accepting online payments for goods & services**.
- **Smart phone** usage continues to rise for **accessing emails 69%** (60% in 2016), **banking 52%** (36% in 2016), **accessing/sharing files 46%** (30% in 2016), **business-related social networking 46%** (32% in 2016).
- Marketing using **social media** has increased over the past year, up 9% on 2016 to 60% of businesses, and outpacing counterparts nationally.
- Business owners have shown a welcome jump in recognising the **importance of digital technology**.
- Strong growth was recorded in **those wanting information** about marketing via social networks **48%** (32% in 2016), developing a **web presence 39%** (20% in 2016), **utilising cloud-based solutions 32%** (17% in 2016), and **accepting payments online 28%** (12% in 2016).