

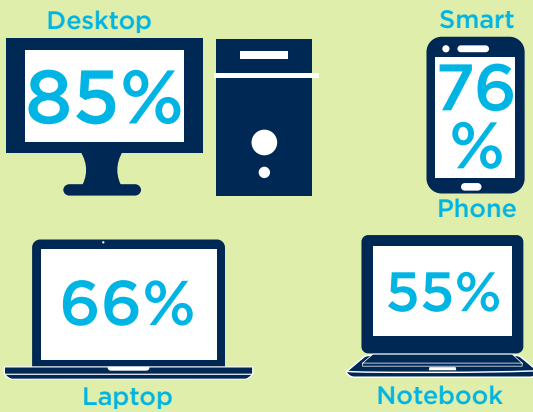


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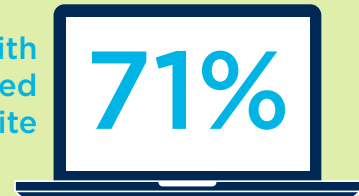
# Hunter Region Businesses and Digital Technology

JUNE 2015 RESULTS

## Devices used by businesses



Businesses with a dedicated website



Businesses with a mobile / tablet responsive website

Accessing emails



56%

Business related research



Businesses using smart phones for...

Business related social networking



35%

Banking



34%



Advertise goods & services online



Take orders for goods & services online



Businesses want to know more about...



Developing a web presence

Utilising cloud based solutions



Accepting payments online





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# Hunter Region Businesses and Digital Technology

JUNE 2015 RESULTS

Used the internet in the last 12 months to...

83%

Pay bills



82%  
Banking



78%

Make purchases

Used the internet in the last 12 months to...



75%

Undertake  
business research

66%

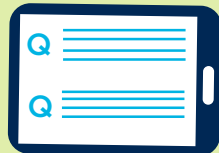
Pay wages



Used the internet in the last 12 months for...

Social networking

in 49%



43%

Complete  
surveys

16%

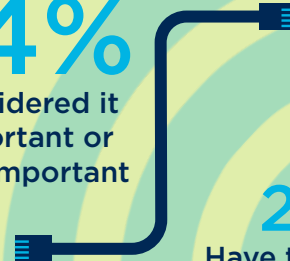
Online calls



Importance of high-speed  
broadband to businesses

74%

Considered it  
important or  
very important



29%

Have taken steps  
to prepare for it

HRF spoke to 300 Hunter businesses for our June 2015 HUNTERPulse survey. In 2015:

- More businesses are adopting laptops, notebooks and smart phones in addition to desktop computers
- There was a welcome rise in businesses with a dedicated website, now in-line with national figures
- There was a greater proportion of businesses advertising and taking orders online
- A greater number of businesses were using social media for marketing than in 2014, and the rate is above the national average for SMEs
- Businesses are most likely to be using Facebook, with a smaller share using LinkedIn, Instagram and Twitter, to market their business
- Commonly cited reasons for a business not having a dedicated website were uncertainty over business benefits and not having enough time or staff resources
- 46% of businesses felt that they did not need to improve their knowledge of ICT, up 10% on last year

The absence of a digital strategy is likely to impact on business growth and competitiveness, with national research indicating digitally-engaged SMEs are more likely to be growing revenue, hiring staff and to have further plans to increase spending in ICT over the coming year.