

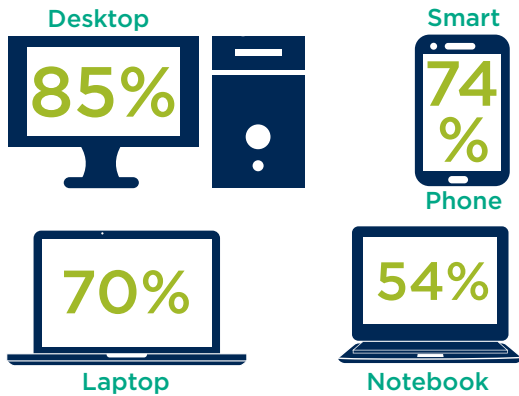
UPPER HUNTER BUSINESSES AND DIGITAL TECHNOLOGY

JUNE 2016 RESULTS

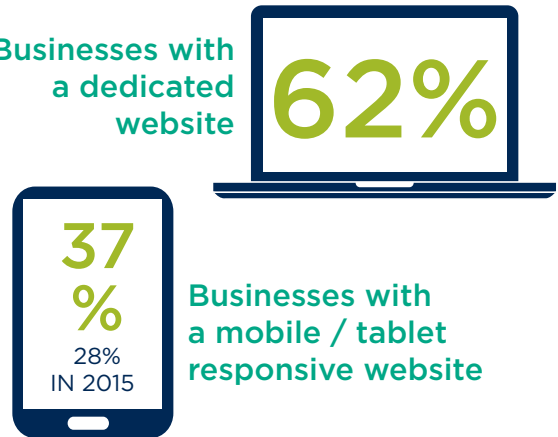


HUNTER RESEARCH FOUNDATION

Devices used by businesses



Businesses with a dedicated website



Accessing emails



59%

Business-related social networking



33%

Business-related research



52%

40% IN 2015

Banking



37%

Businesses using smart phones for...

Advertise goods & services online



Take orders for goods & services online

25% IN 2015



Businesses want to know more about...



Utilising cloud based solutions



Accepting payments online



UPPER HUNTER BUSINESSES AND DIGITAL TECHNOLOGY

JUNE 2016 RESULTS



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

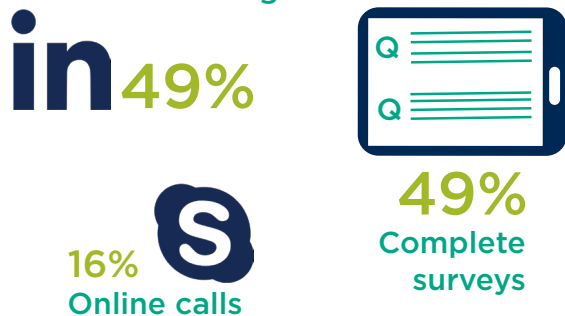


Used the internet in the last 12 months to...

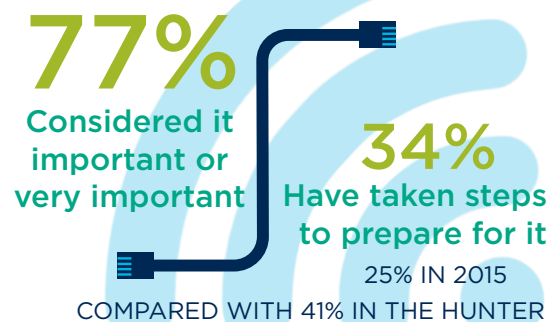


Used the internet in the last 12 months for...

Social networking



Importance of high-speed broadband to businesses



IN JUNE 2016 HRF SPOKE TO 300 UPPER HUNTER BUSINESSES IN OUR PULSE SURVEY AND FOUND:

- More businesses were using tablet or notebook computers, such as iPads, & smartphones in their business
- Mobile phone use for business increased with 83% of businesses using one, compared to 72% in 2014.
- More than 10% of businesses took payments using a mobile phone.
- An increasing proportion of businesses used social media to market their business (57% compared to 49% in 2015), out-pacing both the broader Hunter Region and the nation
- There was a small increase in the proportion of businesses with a dedicated website with 62% in 2016, compared to 59% in 2015, which was lower than the broader Hunter businesses at 68%
- 37% of businesses have a mobile or tablet optimised website, up from 28% a year earlier but lower than the broader Hunter at 46%
- Businesses not using a dedicated website to advertise their goods and services were significantly more likely to report using other forms of social media to advertise their goods and services