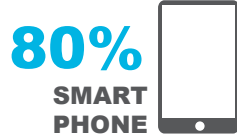
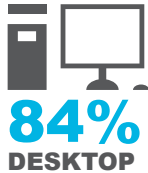


# UPPER HUNTER BUSINESSES & DIGITAL TECHNOLOGY

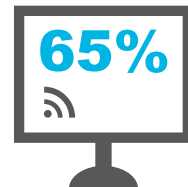
Survey of 300 businesses, mainly SMEs, in June 2017



## DEVICES USED BY BUSINESSES



**BUSINESSES WITH A DEDICATED WEBSITE**



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

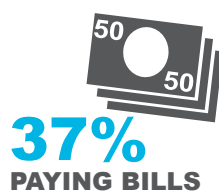
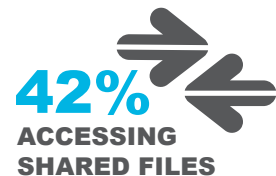
## BUSINESSES WANT TO KNOW MORE ABOUT ...



**57%**  
ADVERTISE GOODS & SERVICES ONLINE



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



# UPPER HUNTER BUSINESSES & DIGITAL TECHNOLOGY

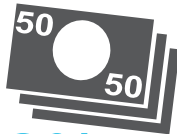
Survey of 300 businesses, mainly SMEs, in June 2017



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



**80%**  
BANKING



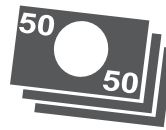
**80%**  
PAY BILLS



**79%**  
MAKE PURCHASES



**77%**  
UNDERTAKE  
BUSINESS RESEARCH



**64%**  
PAY WAGES



**59%**  
SOCIAL  
NETWORKING

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



**52%**  
COMPLETE  
SURVEYS



**21%**  
ONLINE  
CALLS

## IMPORTANCE OF HIGH SPEED BROADBAND TO YOUR BUSINESS

**79%**  
CONSIDER IT  
IMPORTANT OR  
VERY IMPORTANT



**50%**  
HAVE TAKEN STEPS  
TO PREPARE FOR IT

## TRENDS ACROSS 300 UPPER HUNTER BUSINESSES SURVEYED BY HRF CENTRE:

- **Smart phone usage** grew from 74% in 2016 to 80% in 2017; **desktops** (84%), **laptops** (68%) and **notebooks** (49%) use remained steady.
- **Rising interest in smart phones** for **business-related or social networking** 52% (v 33% in 2016) and in **accessing/sharing files or data** 42% (v 30% in 2016).
- **Growing desire for information on marketing via social networks** 50% (36% in 2016), **developing web presence** 38% (v 29%), **utilising cloud-based solutions** 35% (v 23%), and **accepting payments online** 27% (v 19%).
- Only 27% of Upper Hunter businesses report **accepting online orders for goods & services**, down from 32% in 2016 - despite 67% of **Hunter consumers** purchasing on the internet in the last 12 months.
- Heads out of the sand - fewer businesses say **they do not need to improve** their knowledge of ICT: 45% in 2015, 40% in 2016, 26% in 2017. Almost 50% indicated during 2017 that they **have taken steps to prepare for high-speed broadband services**, v 34% in 2016, and 25% in 2015.