

STATE OF THE DIGITAL NATION

More local SMEs are taking advantage of the online economy

41%
OF SMES
OPERATE A
BUSINESS
WEBSITE

UP FROM 34%
IN MARCH 2014



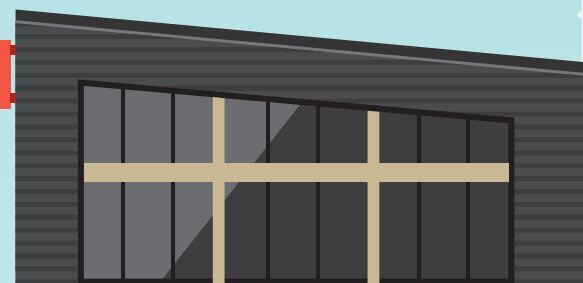
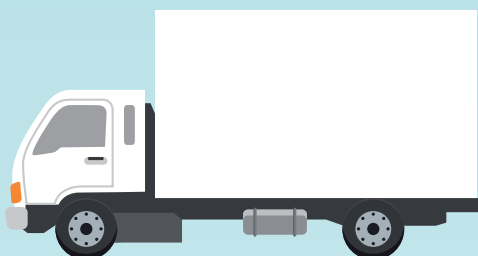
25%
only have a
website



7%
only have a
social media site



16% have both



Manufacturing and retail/hospitality sectors lead online participation

Online presence

(business website and/or social site)



Manufacturing & wholesale
80%



Retail and hospitality
67%



Finance and insurance
59%



Business, professional and property services
45%



Transport, postal and warehousing
37%



Construction and trades
33%



Primary
23%

Top benefits of a website



Generating more customer leads and enquiries



Enabling the business to have a more professional brand image



Made it easier for customers to do business

32% of SMEs are now using cloud products and services

