just over half of all businesses state they use accounting software (as at Dec-19).

43% of businesses have an online presence / website of some sort (either transactional or non-transactional).

5% of NZ businesses have increased their online presence following the initial impacts of COVID-19.

Businesses have also increased their ability to internally communicate digitally with the % of NZ businesses using Zoom and similar tools increasing from 29% (before COVID-19) to 50% (now). However, operational changes to businesses being more digital was less pronounced with only a 5% increase in cloud-based collaboration tools.

The preliminary baseline digital index score for all NZ businesses is 51/100.

Here we can see that the larger the business is in terms of size, the higher the digital index score. This is likely related to the availability of capital as business size increases.

Note that there some highly digital one person businesses, but on average their score is lower.

A business’s primary focus on either cost or revenue indicates whether they are contracting or expanding their business in response to the impacts of COVID-19.

Note the impact due to COVID-19 figures are estimates inferred from research and are indicative only.