

# The benefit of being part of the Digital Boost programme

Wave 3 - June 2023



Rangahau  
Aotearoa

Research  
New Zealand



# Why was this research completed?

This report summarises the results from the **third wave** of the Digital Boost impact research.

- Wave 1 started in early 2021 and its purpose was to evaluate the early impacts of participation in the Digital Boost programme.

The evaluation continued through:

- Wave 2 with businesses that registered between late September 2021 to mid-April 2022.
- Wave 3 with businesses that registered from April 2022 to January 2023.



# Why was this research completed?

To evaluate whether the Digital Boost programme has had (and continues to have) a positive impact on small businesses in terms of:

1. **Enhancing** their digital capabilities
2. **Business outcomes** as a result of being more digitally capable
3. **Participating** in the Digital Boost programme
4. **Sustained impact** of becoming more digital (12 months on).



# How was Wave 3 completed?

Wave 3 was completed in **two** stages, and all the surveys were conducted online:

- An initial survey of ‘newly registered’ businesses to establish their digital-based **intentions** (the ‘**Expectations Survey**’)
- A further survey approximately three months later to identify the impact of participating in the Digital Boost programme (the ‘**Impact Survey**’).

The main body of this report is based on n=611 businesses, who registered with Digital Boost between April 2022 and January 2023 and completed both the Wave 3 Expectations and Impact Surveys.

The last section focuses separately on an additional Impact Survey that was conducted 12 months on with previously registered businesses from Wave 2 (referred to as ‘12 months on Impact Survey’). The results are based on n=118 Wave 2 registrants who responded approximately 15 months after they registered with Digital Boost, and 12 months after their initial Impact Survey.

The Wave 3 Expectations and Impact Survey results are based on a maximum Margin of Error of +/- 4.0% (at the 95% confidence level), while the 12 months on Impact Survey results have an MoE of +/- 9%.



# What did Wave 3 find?

The Digital Boost programme has had positive impacts on small businesses...

## 1. Digital Boost has enhanced registrants' digital capabilities:

- Three months after registering, most Impact Survey respondents reported their business had already taken **definite** steps towards becoming more online and digital.
- **More** businesses had started to use new, and complex, digital tools, such as websites (with a payment facility), digital marketing or social media management tools, and cloud services or software.
- Plus, significantly **fewer** reported that lack of digital knowledge and skills (the two biggest barriers) were stopping their business from becoming more online and digital.

## 2. Participating in Digital Boost has already had **positive impacts on business outcomes** for some registrants as a result of being more digitally capable:

- Some early **positive impacts**, just three months on, were increased customer engagement, business resilience and revenue. There had already been a **modest lift** of seven percent more businesses now generating revenue online.
- Plus, one in ten business owners had reported **increased satisfaction** with their business's current performance compared to three months previously.

## 3. Participating in the Digital Boost programme was an **engaging learning** experience:

- Almost half continued to visit Digital Boost at least once a fortnight.
- Digital Marketing was both the most visited and most useful part of Digital Boost.
- Almost eight out of ten users reported they were satisfied with their overall Digital Boost learning experience.

In relation to the Digital Facilitation Scheme:

- About three out of ten respondents were Digital Facilitation Scheme users. Most were very positive about both their DFS onboarding and learning experiences.

## 4. 15 months on from registration, there continued to be sustained positive impacts especially in terms of increased digital tool use.



# Section 1

## Reasons for registering with Digital Boost



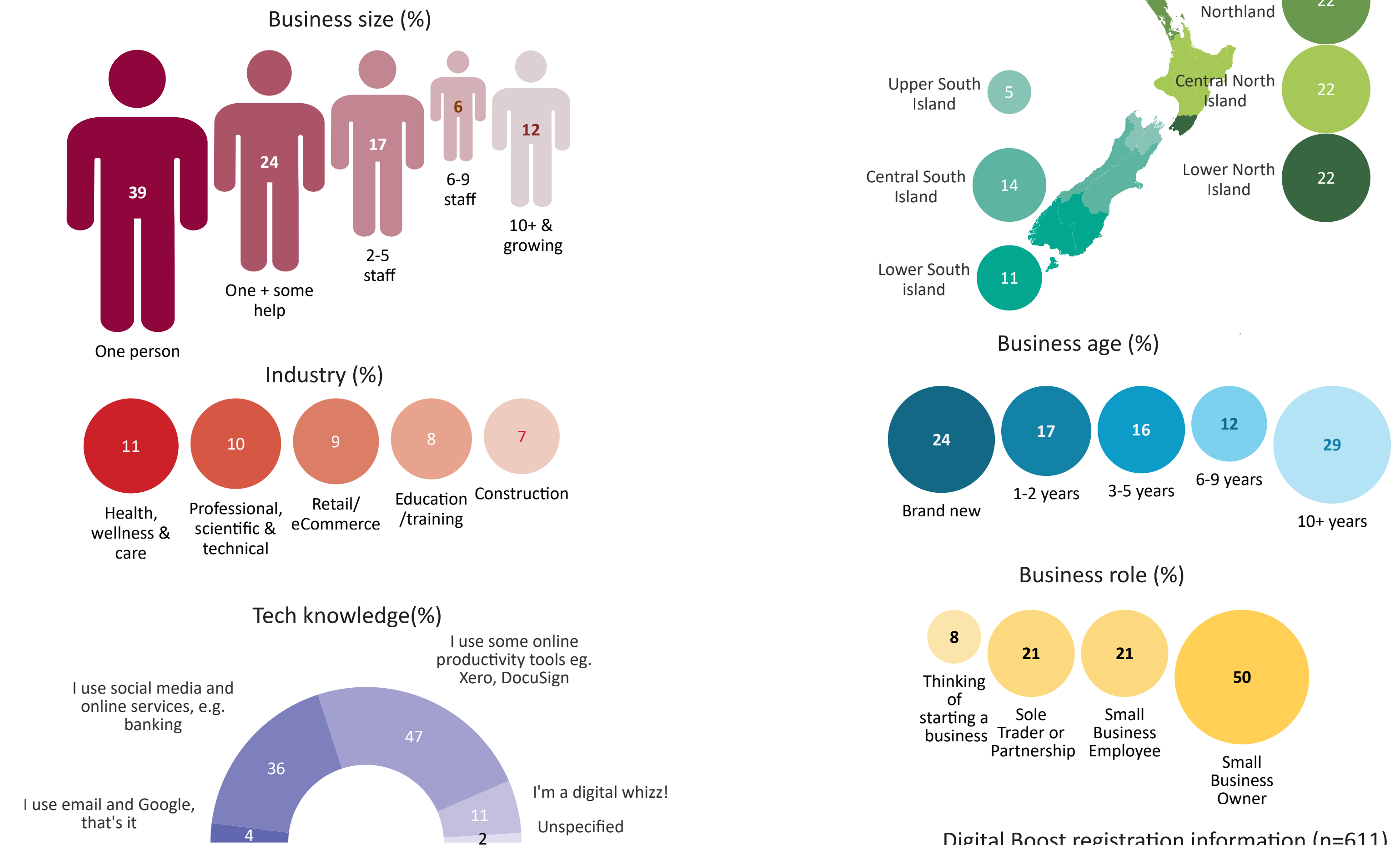
# Most Digital Boost registrants worked in small businesses with some experience of basic digital tools

While most Wave 3 respondents worked in **micro small** businesses (80% had 5 or less staff), one-fifth were from larger businesses (18%). Most were existing businesses, but one in four were 'brand new' (24%). The most common industries were '**Health, wellness and care**' (11%), '**Professional, scientific and technical**' (10%), and '**Retail/eCommerce**' (9%). While two-thirds (66%) lived in the North Island, Auckland was **under-represented** at 20% (fewer than the expected 35%), and 30% were South Island businesses (**more** than the expected 24%).

Most registrants were business owners; one-half described themselves as a small business owner (50%) and one-fifth as a sole trader or partnership (21%).

In terms of prior 'tech use', 40% had experience limited to email, social media and online services like banking, and almost half had used online productivity tools like Xero (47%).

Figure 1: Summary of Digital Boost users' registration information



Digital Boost registration information (n=611)

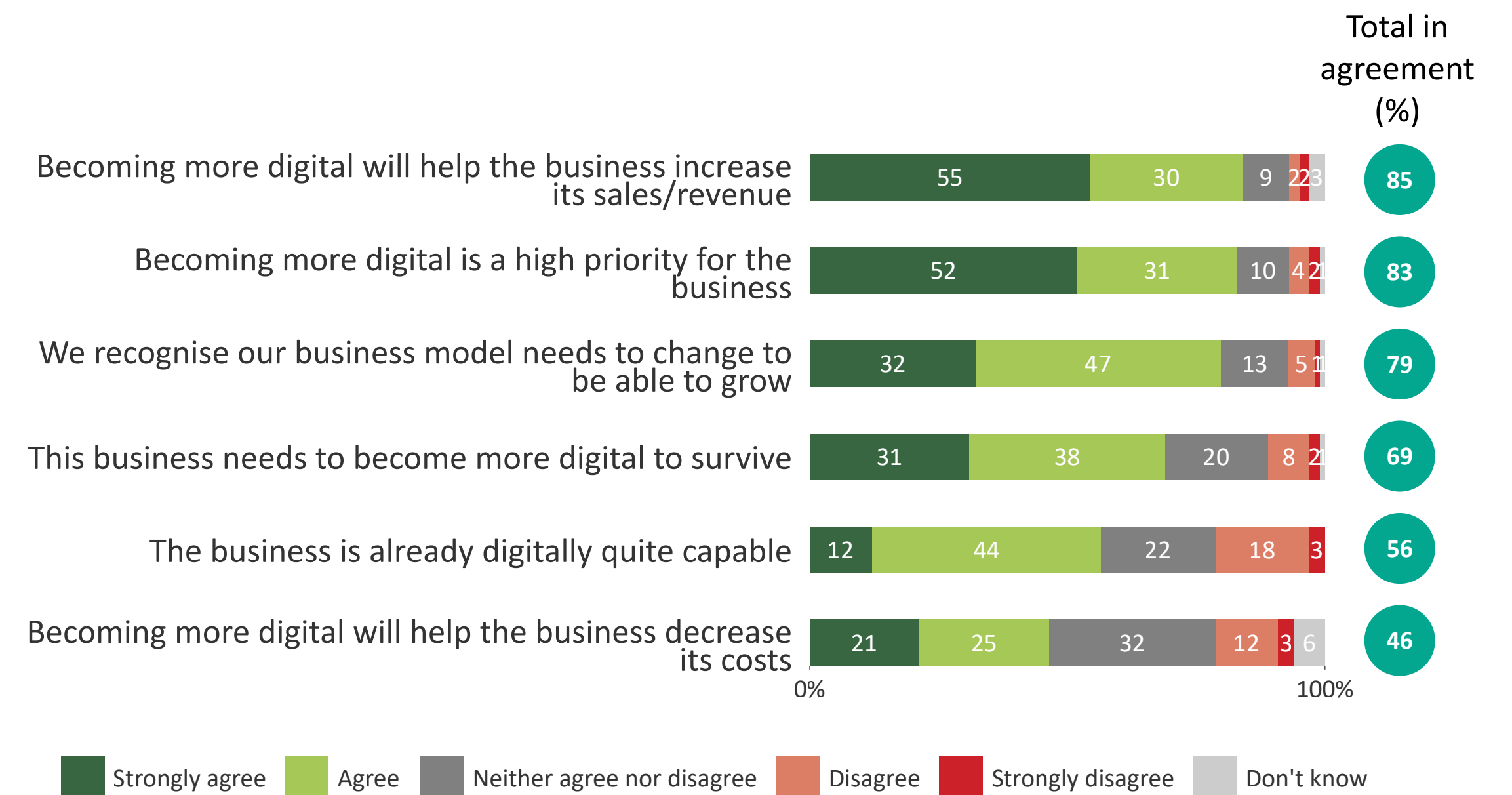
# Becoming more digital was a high priority for most registrants - who strived both to increase their revenue and to survive

Despite their limited and basic use of digital tools, a little over half the Wave 3 Expectations Survey respondents reported their business was **'already digitally capable'** (56%).

Most had registered with Digital Boost when they realised their business models required crucial changes both to **grow** (79%), and to become **'more digital to survive'** (69%).

The **strongest** driver to become more digital was to help their business **'increase its sales/revenue'** (85%).

Figure 2: Motivations for becoming more digital and registering with Digital Boost



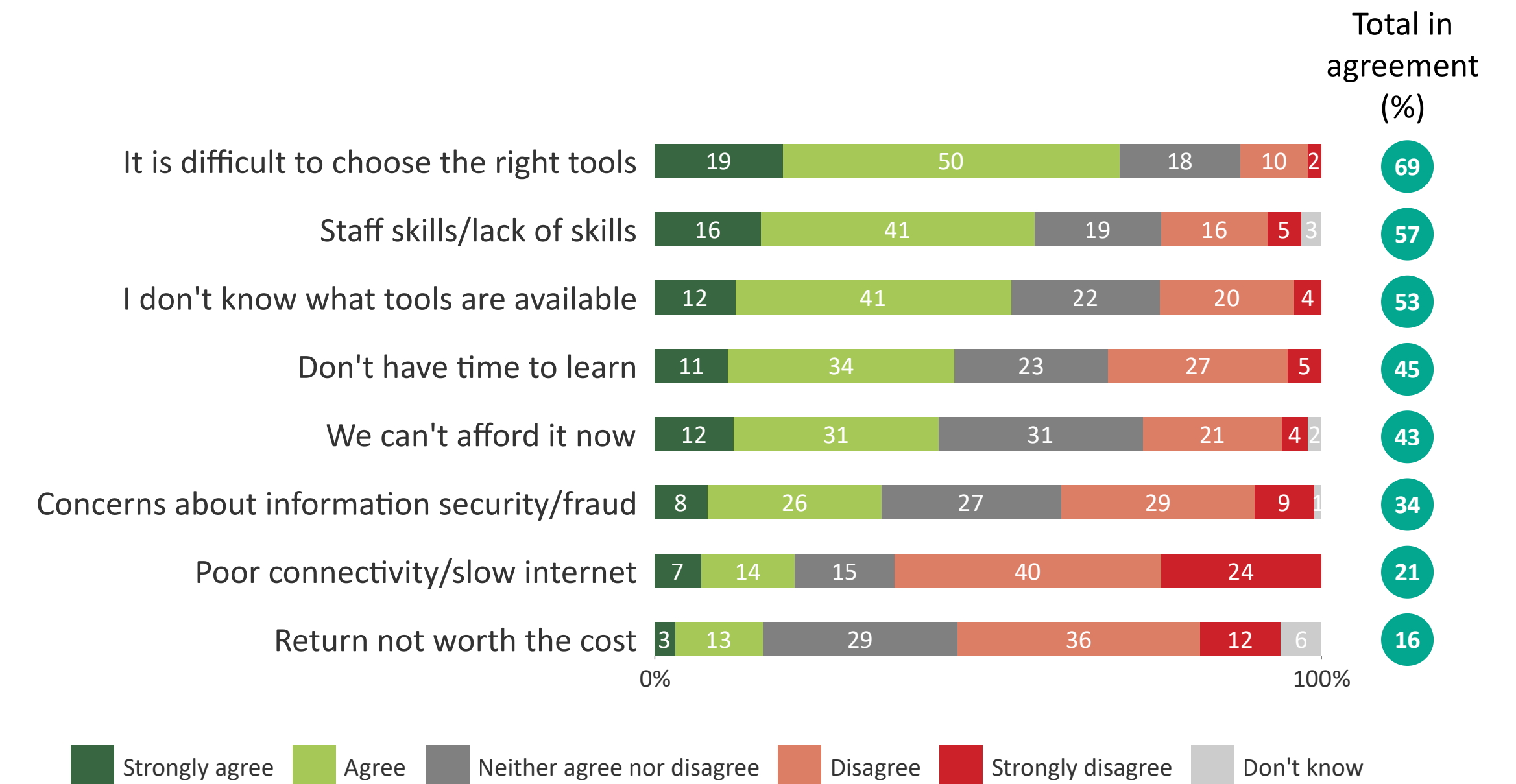
Expectations Survey (n=611)



# The biggest barriers to registrants becoming more digital were their lack of digital knowledge and skill

Wave 3 Expectations Survey respondents reported that the **biggest issues which were stopping** their businesses from becoming more digital were difficulty choosing the “right tools” (69%), lack of “staff skills” (57%) and not knowing “what tools are available” (53%).

Figure 3: Issues that stop businesses from becoming more online and digital

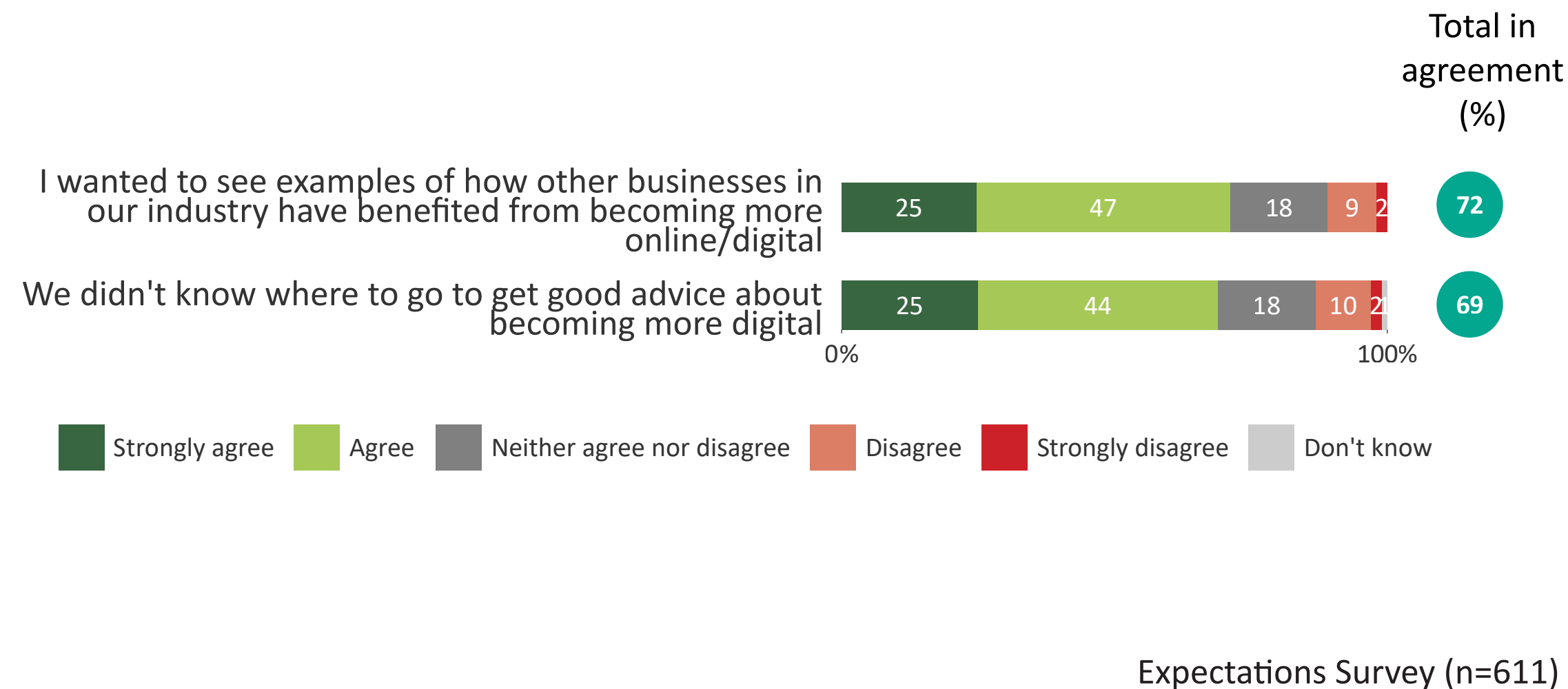


Expectations Survey (n=611)

# Digital Boost offers advice and real examples from a familiar source

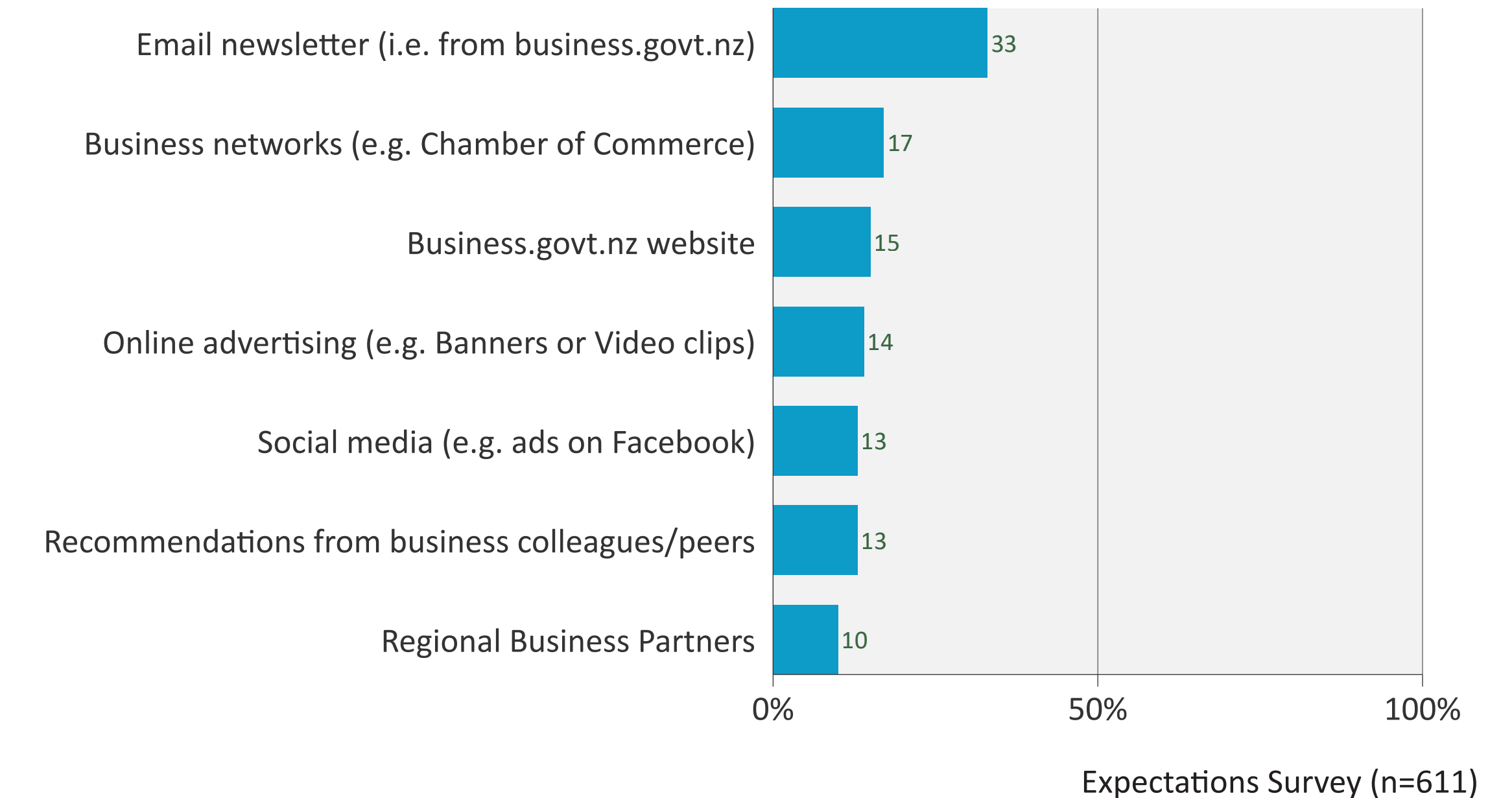
In the current environment where businesses realise they need to become more digital in order to survive and yet many recognise they lack the skills and experience to implement the required changes, Digital Boost attracted many registrants who were looking for a source of **'good advice about becoming more digital'** (69%), and **relevant 'examples'** of the benefits of being more online/digital (72%).

**Figure 4: Reasons for registering with Digital Boost**



Also, when businesses were uncertain about their strategic digital decisions, and which potential providers to trust, it probably **helped to hear from a government agency**. One in three respondents stated they first heard about Digital Boost from the business.govt.nz email newsletter (33%).

**Figure 5: How respondents first heard about Digital Boost**



## Section 1 Summary

### Reasons for registering with Digital Boost

The key findings from this section are as follows:

- Although most registrants had prior tech use limited to the use of basic communication and productivity tools, over one-half viewed their business as 'already digitally capable'.
- Most registrants regarded becoming more digital as a means to help their business increase its sales/revenue (85%).
- The biggest barriers which were stopping these businesses from becoming more digital were a lack of digital knowledge and staff skills - difficulty identifying what tools are available and choosing the right ones for their business.
- Respondents registered with Digital Boost because they were looking for a trusted source of relevant, local advice about how to become more digital and online. It probably helped to hear about it from a government agency via [business.govt.nz](https://business.govt.nz).



## Section 2

# The impact of participating in the Digital Boost programme

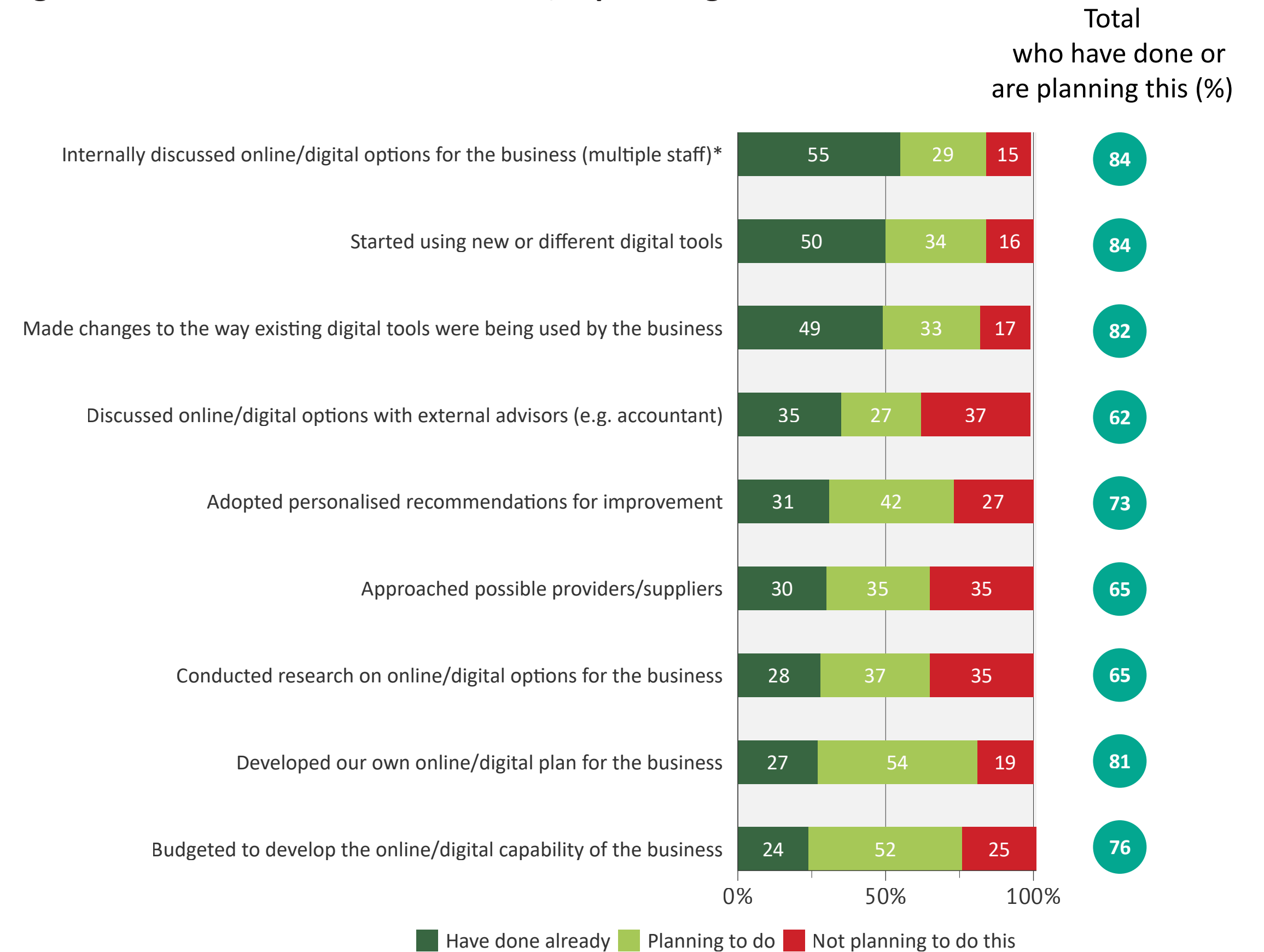


# As a result of Digital Boost, registrants have taken definite steps to become more digital

Three months after registering with Digital Boost, most Impact Survey respondents reported that their business had already taken **many steps** towards becoming more online and digital or they were planning those steps.

One-half had already changed their use of existing digital tools (49%) and started using new or different tools (50%). While around one-third had already actively sought advice by discussing options with external suppliers, adopting personalised recommendations and/or approaching possible providers.

Figure 6: What the business has done/is planning



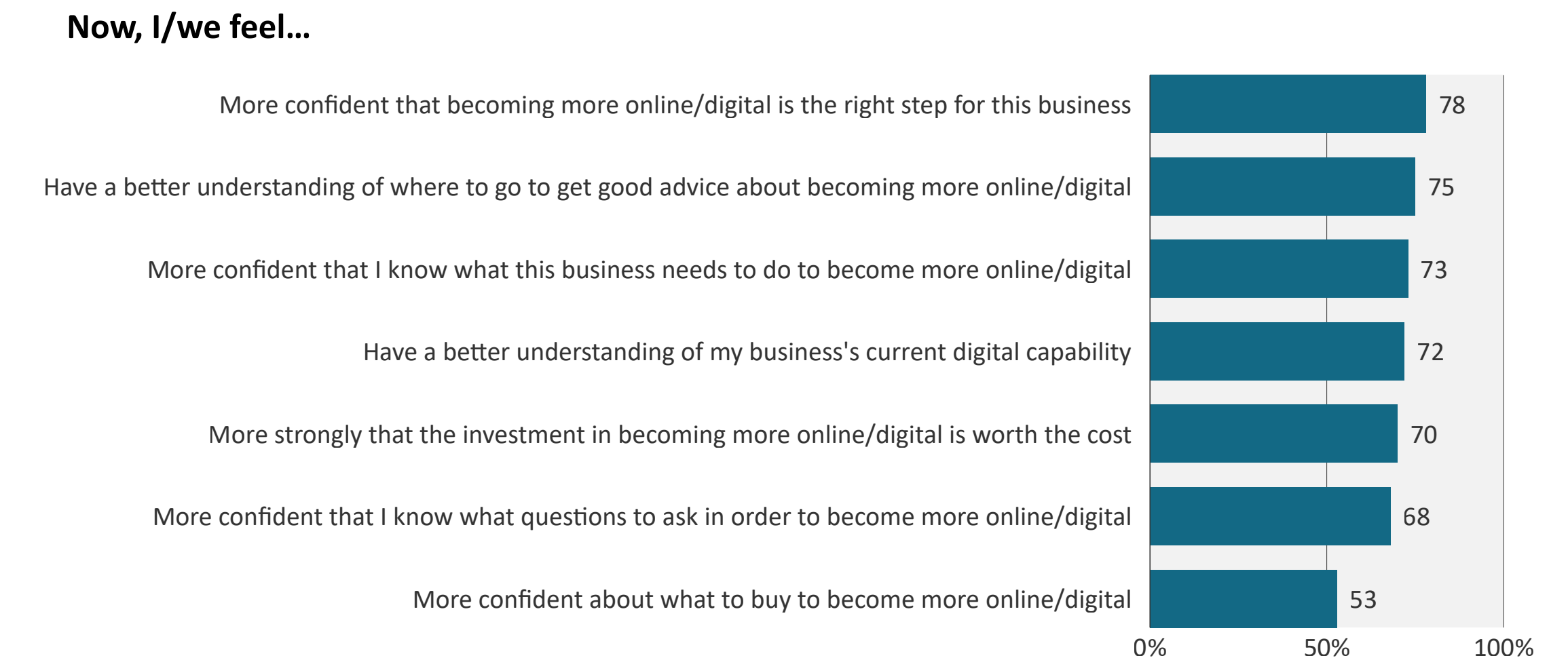
Respondents who completed the Impact Survey (n=611)  
 \*Subsample based on businesses with more than one employee (n=435)

# The steps businesses have taken through Digital Boost have helped to increase their confidence and move them towards becoming more digital

Participation in Digital Boost has had a positive impact on allaying respondents' concerns. Three months after registering with Digital Boost, the majority of Impact Survey respondents were **more positive** about their business becoming increasingly digital and that this is the **'right step'** for their business (78%). Also, most had a **better understanding** of 'where to go to get good advice' (75%) and what their business 'needs to do to become more online/digital' (73%).

However, fewer felt more confident about 'what to buy' (53%).

Figure 7: Businesses' changed attitudes towards becoming more digital (% who agree)



Impact Survey respondents who visited Digital Boost after registering (n=575)

# Participation in Digital Boost has *reduced barriers* for registrants becoming digital

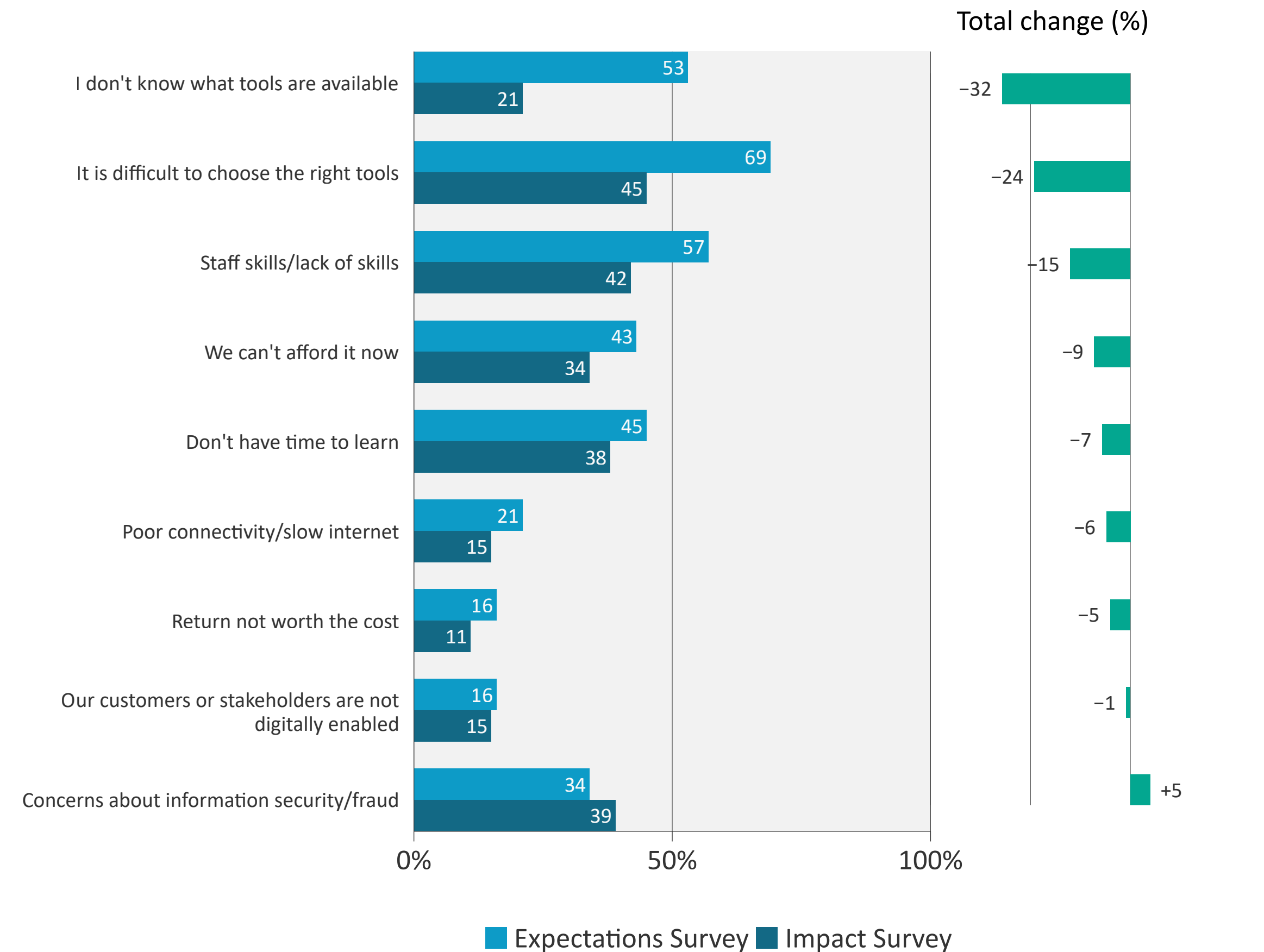
Three months after registering with Digital Boost, there had been a **significant reduction** in the proportion of Impact Survey respondents who reported that their biggest barriers to becoming more digital were their lack of digital knowledge and skill.

One in three **no longer** agreed they ‘don’t know what tools are available’ (a 32% change – from 53% who had agreed in the Expectations Survey – down to 21% in the Impact Survey). Plus, one in four no longer found it ‘difficult to choose the right tools’ (a 24% change from 69% who had agreed down to 45%). Concerns about the lack of staff skills had declined by 15% to 42%.

The one area where concerns had increased (by 5% to 39%) was around **information security and fraud**, which probably reflected an increased awareness of the potential threats these pose to businesses.

One in five Impact Survey respondents reported that they were aware of ‘The Right Tool’ website (19%).

**Figure 8: Attitude changes towards barriers that stop the business becoming more online and digital (% who agree)**



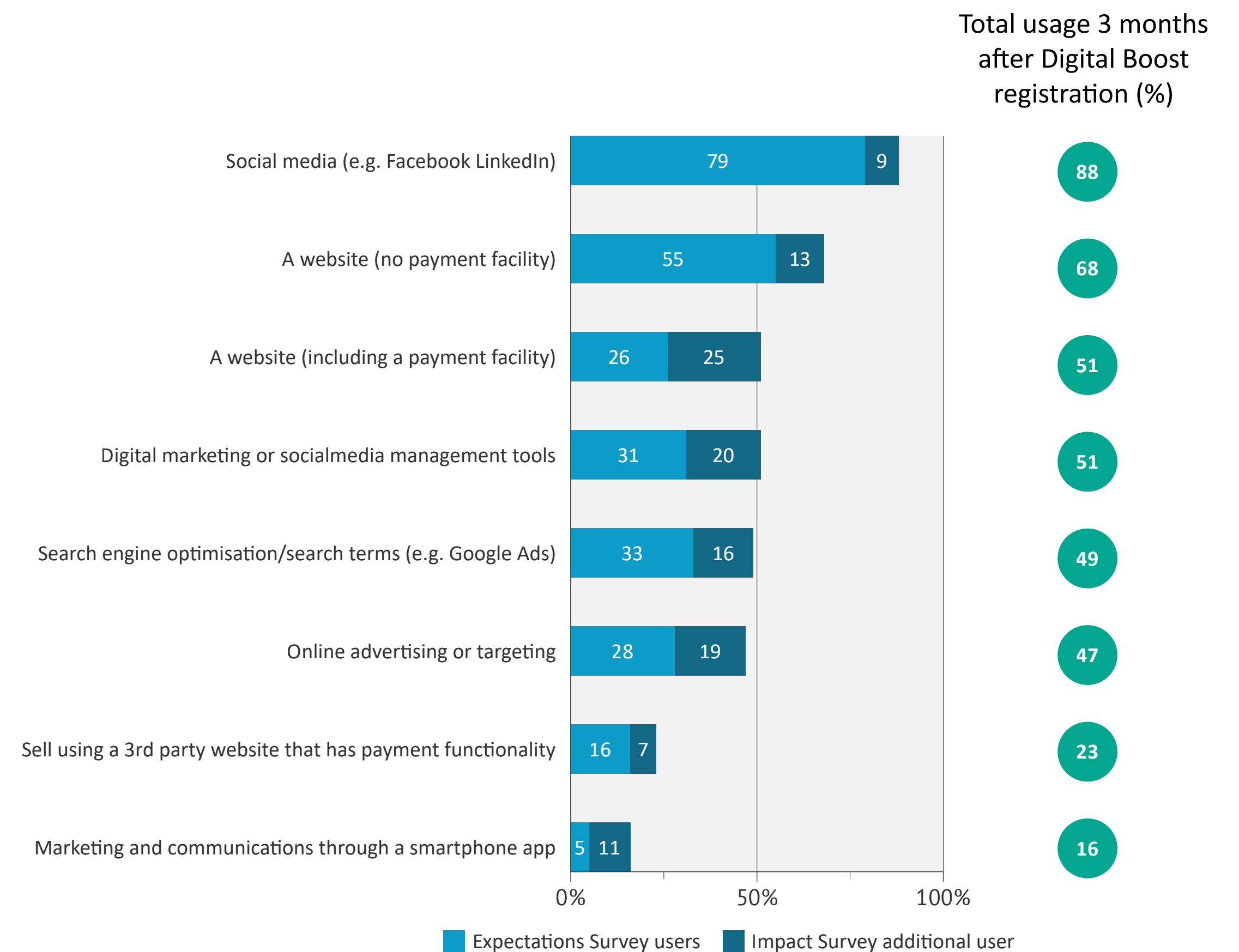
Impact Survey (n=611)

# Participation in Digital Boost had significantly increased the use of external digital tools by registrants

As reported earlier, one-half of Impact Survey respondents reported that their business was now using **new** digital tools. Not only were greater numbers of participating businesses using digital tools, but they were using more **complex** digital tools.

One in four Impact Survey respondents reported that after three months of participating in Digital Boost their business now had a **website with a payment facility** (a 25% change - from 26% in the Expectations Survey – up to 51% in the Impact Survey). Plus, one in five more now used **digital marketing or social media management tools** (a 20% change - from 31% to 51%) and **online advertising or targeting** (a 19% change - from 28% to 47%).

Figure 9: Changes in use of key external digital tools (%)



Respondents who completed both the Expectations and Impact Surveys (n=611)

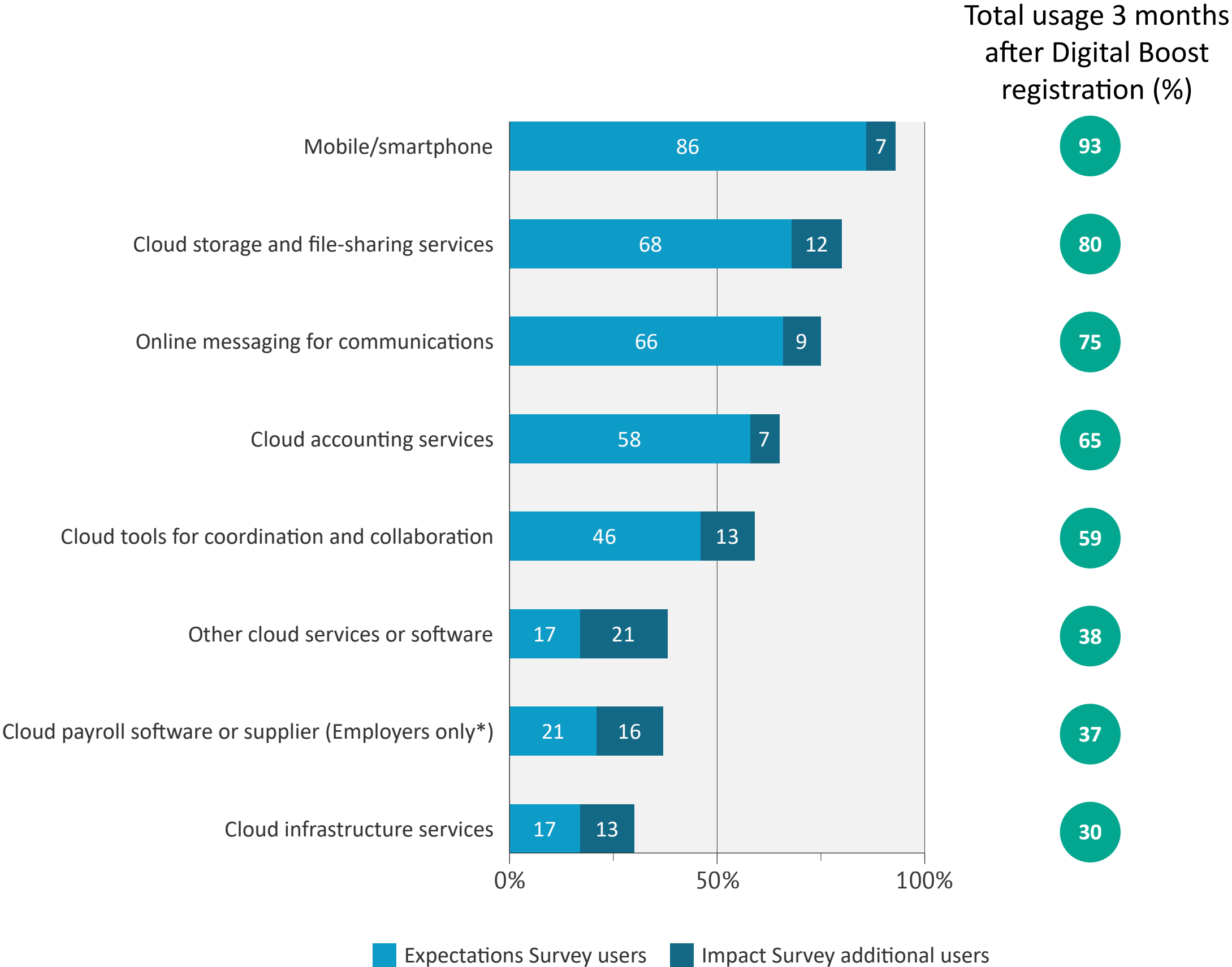


# Significantly more registrants were also using internal digital tools

Similar to the growth pattern seen in relation to external digital tool usage, the Impact Survey also showed an increase by registrants in both the use of internal digital tools, and they had started using **more** complex digital tools (including cloud-based solutions).

One in five more small businesses had started using **‘other cloud services or software’** after participating in Digital Boost (a 21% change – from 17% in the Expectations Survey – up to 38% in the Impact Survey), and over one in ten more registrants had started using **cloud tools for coordination and collaboration, cloud infrastructure services, and/or cloud storage and file-sharing services.**

Figure 10: Percentage using specific internal digital tools (%)



Respondents who completed both the Expectations and Impact Surveys (n=611)  
 \*Subsample based on employers only (n=331)

## Section 2 Summary

# The impact of participating in the Digital Boost programme

The key findings from this section are as follows:

- Three months after registering with Digital Boost, most **Impact Survey** respondents reported their business had already taken **many steps** towards becoming more online and digital.
- One-half had already changed their use of existing digital tools, and the same proportion had started using new or different tools.
- There was also **increased use** of more complex external and internal digital tools. One in four registrants reported their business had added a website with a payment facility, and one in five more had started using digital marketing or social media management tools, while another one in five more had started using other cloud services or software.
- Participation in Digital Boost had also had a positive impact on allaying respondents' concerns - there was a **significant reduction** in the proportion who reported that lack of digital knowledge and skills (the two biggest barriers) were stopping their business from becoming more online and digital.



# Section 3

## Business

### Impacts from

#### Digital Boost

##### participation



# Some Digital Boost registrants had already seen positive impacts on their business, although others faced increased costs and time commitment

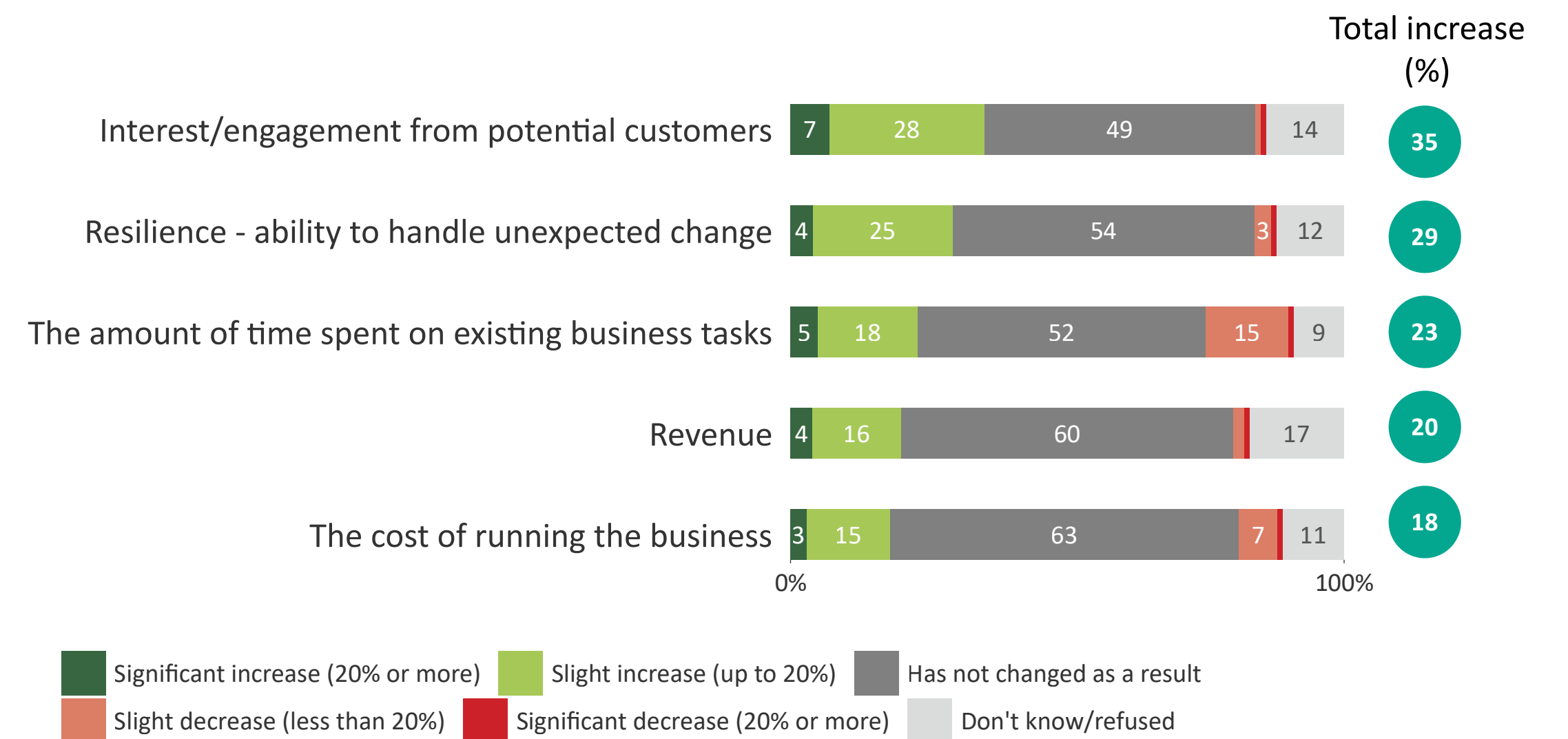
After the relatively short period of three months since they registered with Digital Boost, around 25-40% of respondents had already experienced **many impacts** on their business in terms of their business's costs, revenue, time commitment, resilience and customer engagement.

Early **positive impacts** were that around one in three users (35%) experienced increased engagement from potential customers, over one in four had increased resilience within their business (29%) and one in five reported increased revenue (20%).

Although 50-60% had not seen any impacts yet, in time we would expect to see them benefiting from participation in Digital Boost.

Not unexpectedly, given the budget and time effects associated with use of new digital tools, one in five reported increased costs associated with running the business (18%) and one in four experienced increased time spent on business tasks (23%).

Figure 11: Digital Boost - Impacts on businesses



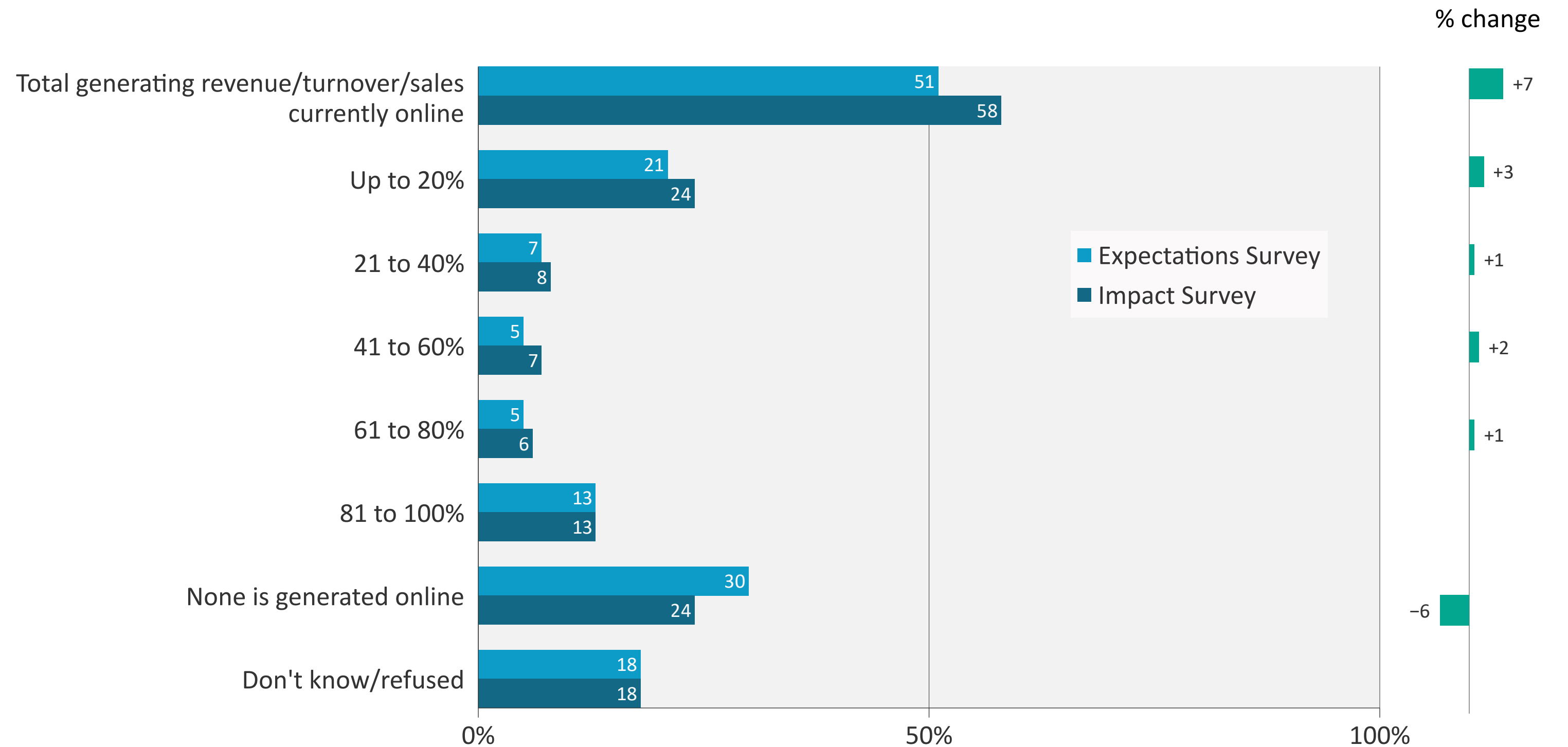
Impact Survey respondents who visited Digital Boost after registering (n=575)

# There was a slight increase in the proportion of registrants' businesses that generated online revenue

As the Impact Survey has shown an increase in the proportion of businesses with websites (with a payment facility), we would hope to eventually see some registrants have an associated increase in revenue from online sales.

So far, just three months after registering there had already been a **modest lift** of seven percent more businesses now generating revenue online – starting from 51% in the Expectations Survey - up 7% - to 58% in the Impact Survey.

Figure 12: The percentage of businesses' revenue/turnover/sales currently generated online



Respondents who completed both the Expectations and Impact Surveys (n=611)

# One in ten owners experienced increased satisfaction with their business's performance

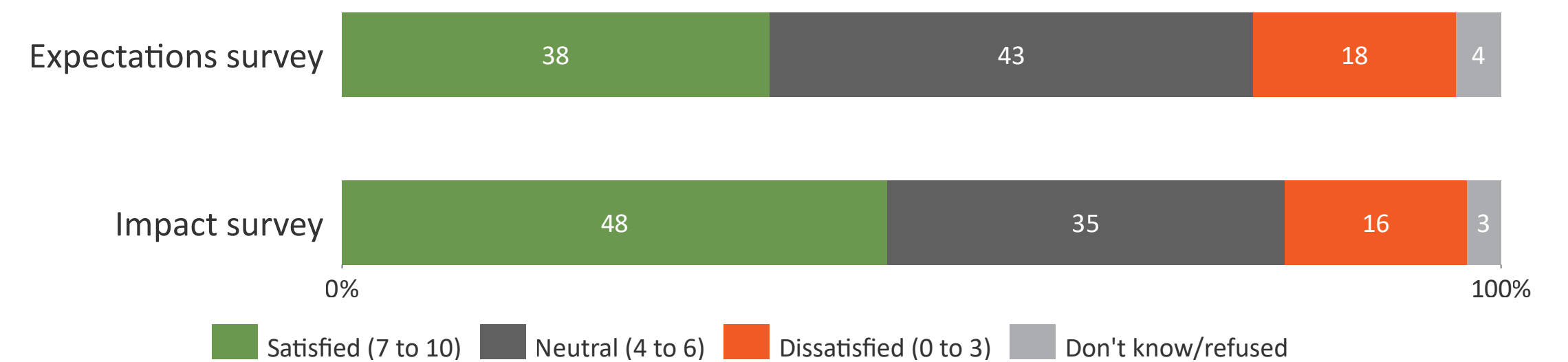
Three months after registering with Digital Boost, one in ten business owners (10%) reported increased satisfaction with their business's current performance compared to three months previously. Although we can't attribute this directly to participation in Digital Boost, the question was asked within the context of the two surveys which asked about their Digital Boost experiences.

Two-fifths of owners (38%) reported themselves 'satisfied' with their business's current performance in the Expectations Survey, and this had increased ten percent - up to 48% 'satisfied' - in the Impact Survey.

*(‘Satisfied’ means they gave a rating from 7 to 10 on a scale from 0 ‘very dissatisfied’ to 10 ‘very satisfied’.)*

Overall, around one-half of Impact Survey respondents were satisfied (48% rated 7 to 10), one-third neutral (35% rated 4 to 6) and one-sixth dissatisfied (16% rated 0 to 3).

Figure 13: Owners' satisfaction with their business's current performance



Based on business owners, including those self-employed (n=398)

## Section 3 Summary

# Business Impacts from Digital Boost participation

The key findings from this section are as follows:

- Three months after registering with Digital Boost, some registrants had already noticed **many impacts** on their businesses, including increased customer interest and resilience within their business. One in five had reported an increase in revenue.
- Just three months on, there had already been a modest lift in the proportion of businesses generating revenue online, reflecting the increase in the proportion of businesses with websites (with a payment facility).
- Not unexpectedly, others reported increases in both business costs and time commitment.



## Section 4

# Digital Boost participation experience

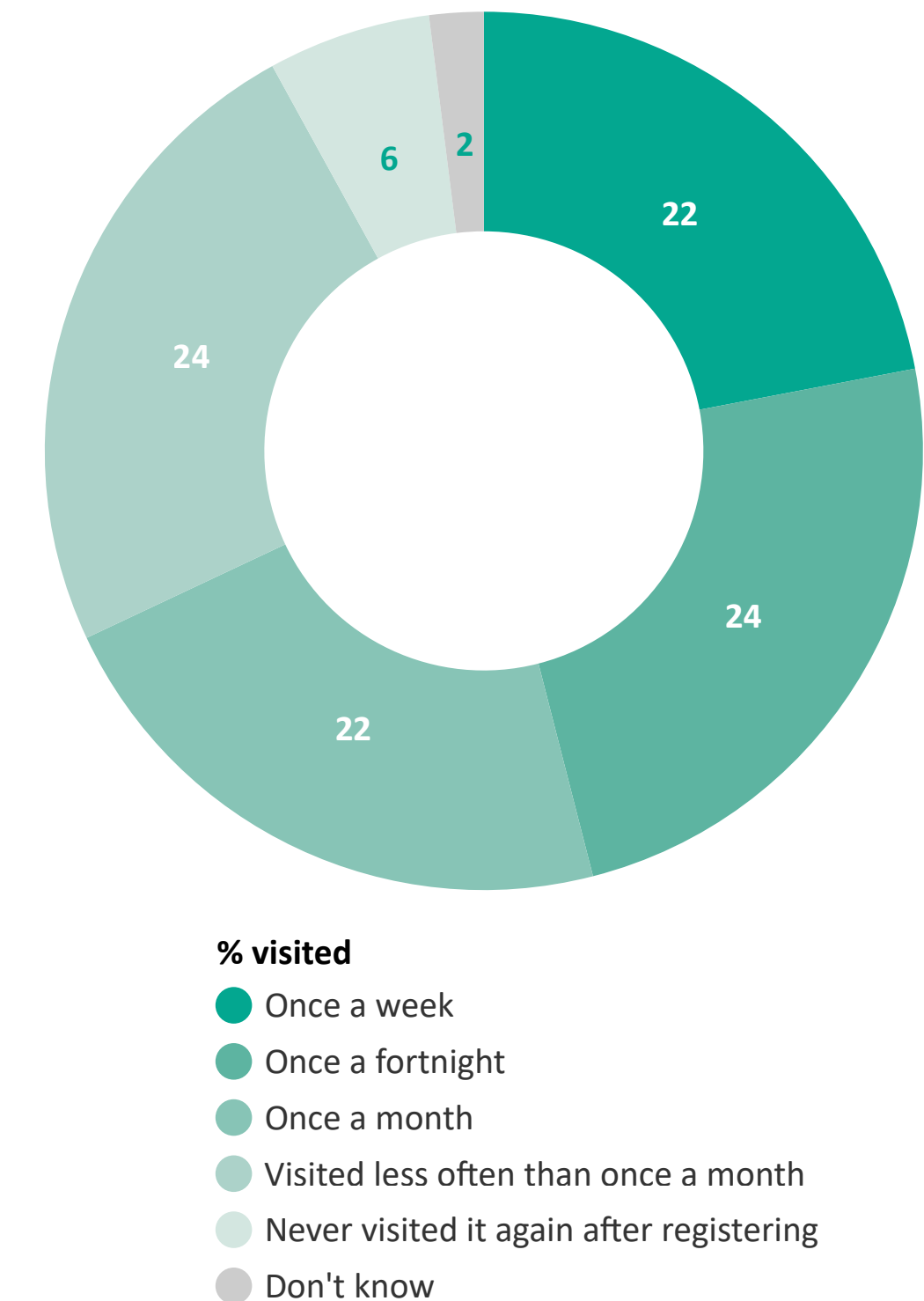




# Almost half of Impact Survey respondents visited Digital Boost at least once a fortnight

Two-thirds of Impact Survey respondents stated they had visited Digital Boost at least once a month (68%), including almost one-half who visited at least once a fortnight (46%), and one in five who visited once a week (22%). However, one in five had visited less often than once a month (24%) and 6% never visited again after registering.

Figure 14: Frequency of visits to Digital Boost



Impact Survey (n=611)

*"I think the Digital Boost programme is amazing. I can't believe such a well thought-out and planned programme exists and for free! I feel like more people need to know this is available for them. I have thoroughly enjoyed my time so far and learnt a lot to help the small business I work in."*

# Digital Marketing was the most visited and most useful part of Digital Boost

The most popular parts of Digital Boost, visited by at least eight out of ten registrants were Digital Marketing (89%), Digital Starter (86%), Websites (85%), Checkable (81%) and Digital Tools (78%).

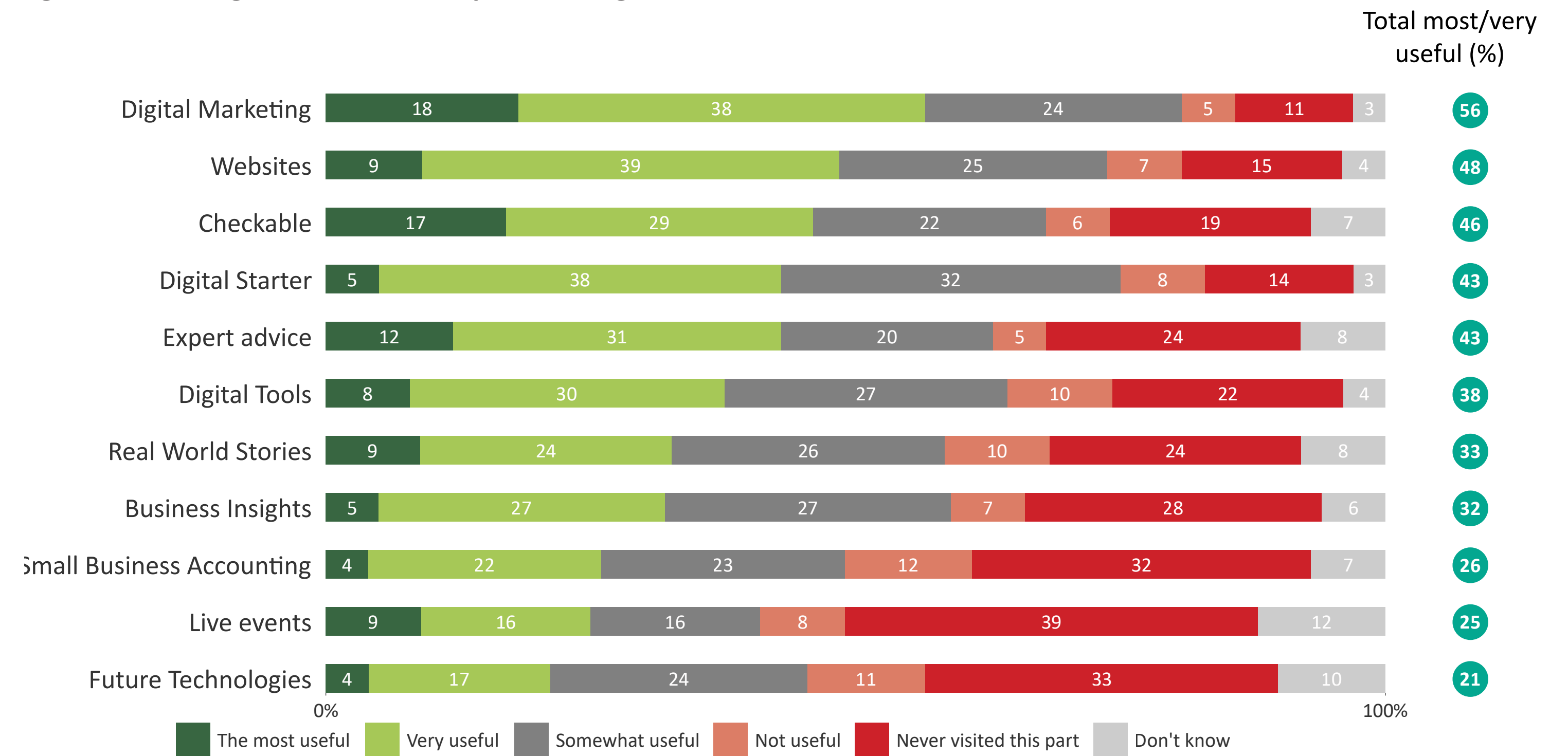
Figure 15: Parts of Digital Boost visited (%)



Impact Survey (n=611)

Over one-half (56%) rated Digital Marketing as 'the most' or 'very' useful part of Digital Boost, followed by Websites and Checkable (at 48% and 46% respectively).

Figure 16: Rating the most useful parts of Digital Boost

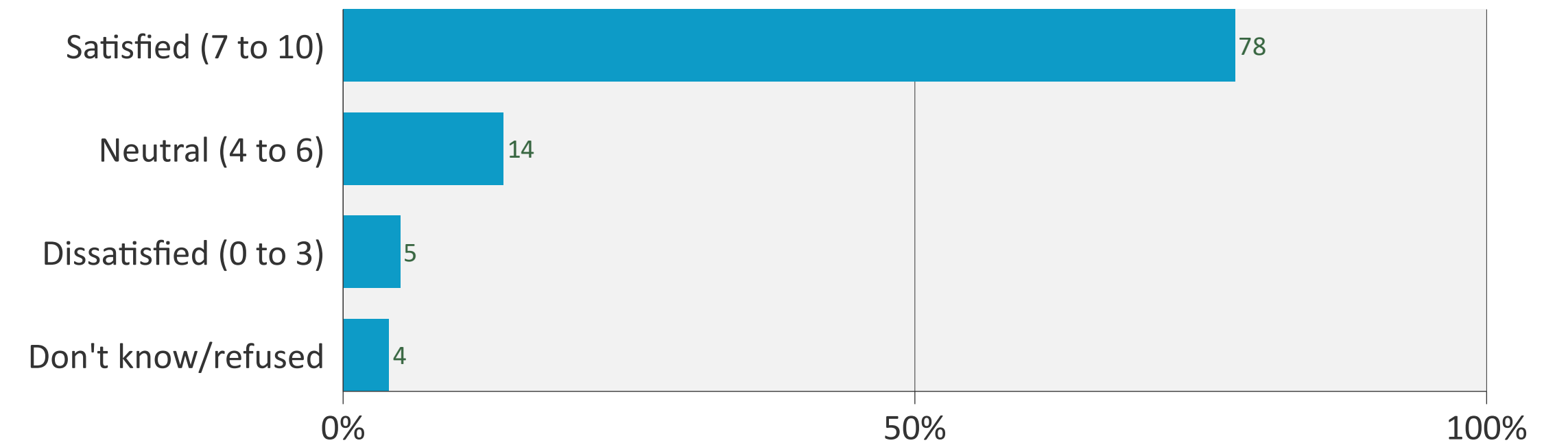


Impact Survey (n=611)

# Most Digital Boost users were satisfied with their learning experience

Almost eight out of ten Digital Boost users were satisfied with their **overall learning experience** through Digital Boost. (They gave a rating from 7 to 10 on a scale where 0 is 'very dissatisfied' and 10 'very satisfied'.) Just five percent were dissatisfied (gave a rating from 0 to 3).

Figure 17: Overall satisfaction with Digital Boost (%)



Impact Survey respondents who visited Digital Boost after registering (n=575)

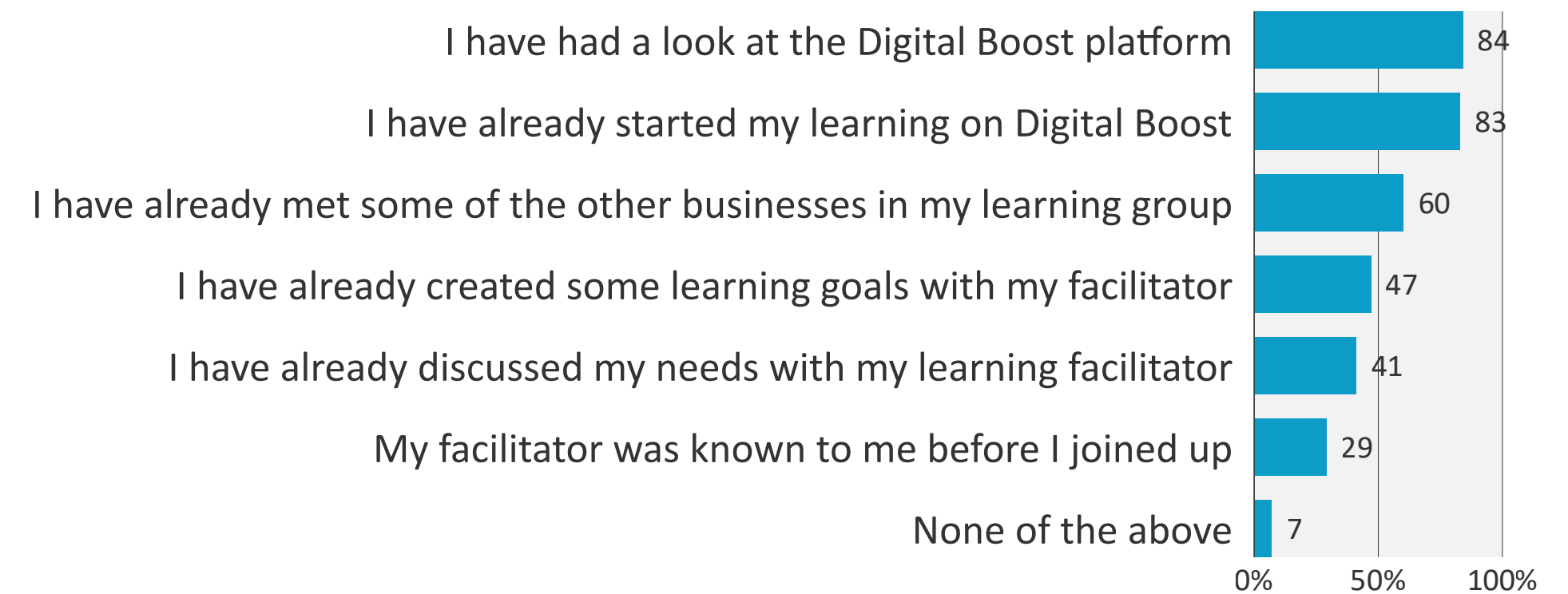
*“We have benefitted from working as a team via the Whanganui Chamber of Commerce using the Boost Platform as the basis of learning (Digital Transformation Series). Sharing our knowledge and working collectively to motivate each other to apply new knowledge to our individual and collective businesses is the secret to short and long-term success, not only in digital awareness, but in creating a habit of continuous business development.”*

# Most Digital Facilitation Scheme users were familiar with Digital Boost and understood the DFS processes

Almost three out of ten respondents (29%) were Digital Facilitation Scheme (DFS) users when they completed the initial Expectations Survey. Eight out of ten DFS users were familiar with Digital Boost as they had already looked at the platform (84%) and started their Digital Boost learning (83%).

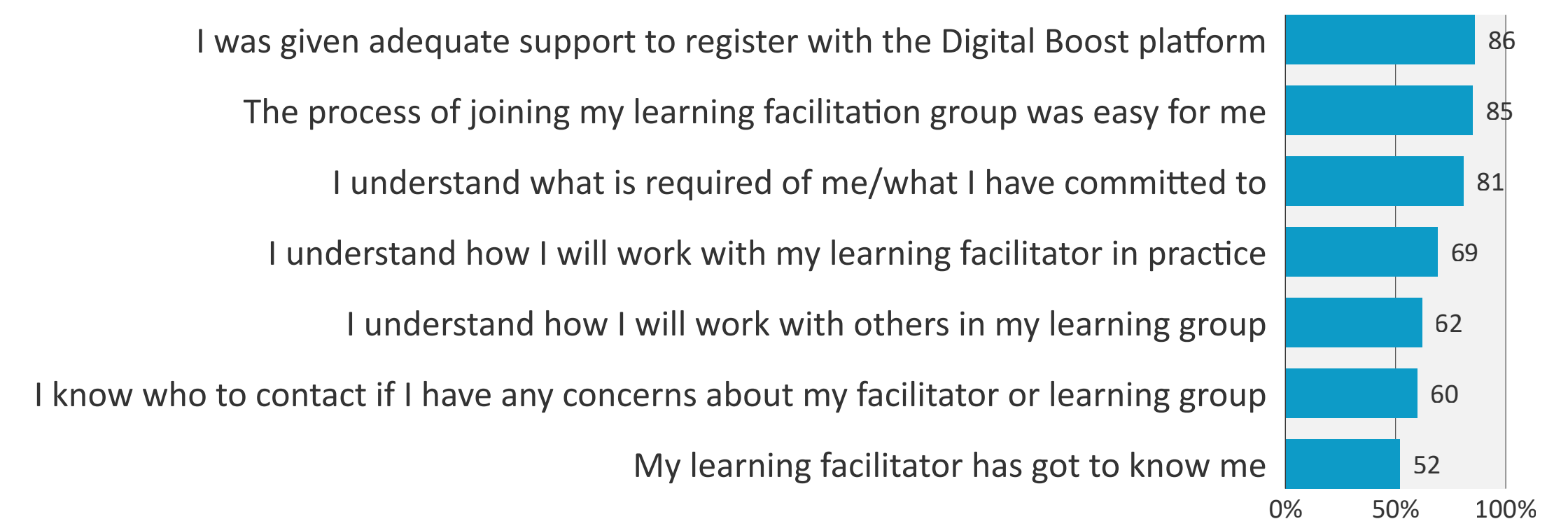
Most were positive about their Digital Facilitation Scheme onboarding experience. Eight out of ten reported they were given adequate support to register with Digital Boost (86%) and that the process of joining their learning facilitation group was easy (85%).

**Figure 18: DFS onboarding impressions (% who agree)**



Based on respondents who were DFS users when they did the Expectations Survey (n=174)

**Figure 19: DFS onboarding experience (% who agree)**



Based on respondents who were DFS users when they did the Expectations Survey (n=174)

# DFS users were very positive about the performance of the facilitator and the course content

By the time of the Impact Survey, almost one in three respondents were DFS users (31%), as they joined at different stages of their Digital Boost journey.

The majority were very positive about their DFS experience. Nine out of ten agreed their facilitator explained things in an understandable way (90%), was knowledgeable (89%) and the amount of facilitator contact was about right (85%).

*“Our facilitator is doing an awesome job of guiding us through the content and material in a manner that is logical and there is a lot to learn and homework research to do. The online discussions and access to someone who gives answers and can discuss my business is fantastic. We watch the videos by ourselves and can then talk through any questions or thoughts in our forums group. The videos are great.”*

*“Facilitator is excellent. I’m not as up to date with my learning objectives as I’m too busy to properly follow through on the work I should be doing. :)”*

Figure 20: DFS learning experience (% who agree)



Based on respondents who were DFS users when they did the Impact Survey (n=190)

## Section 4 Summary

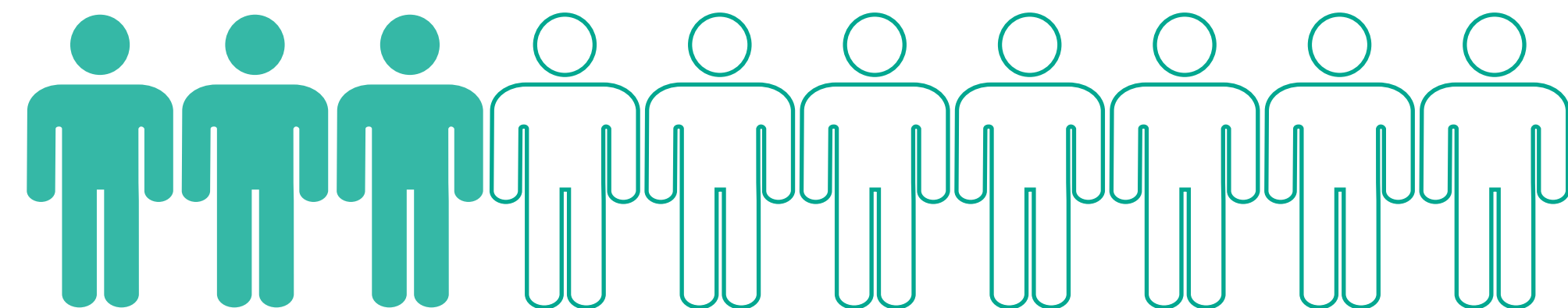
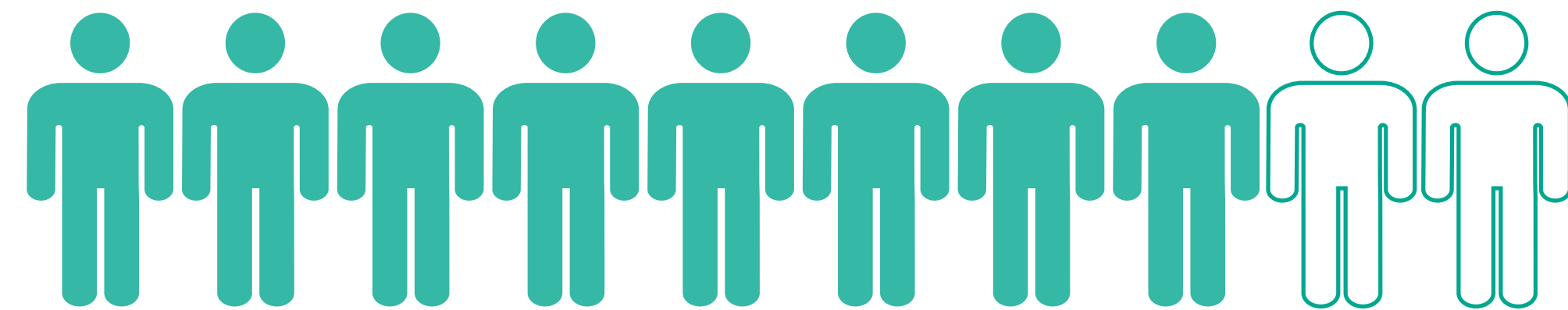
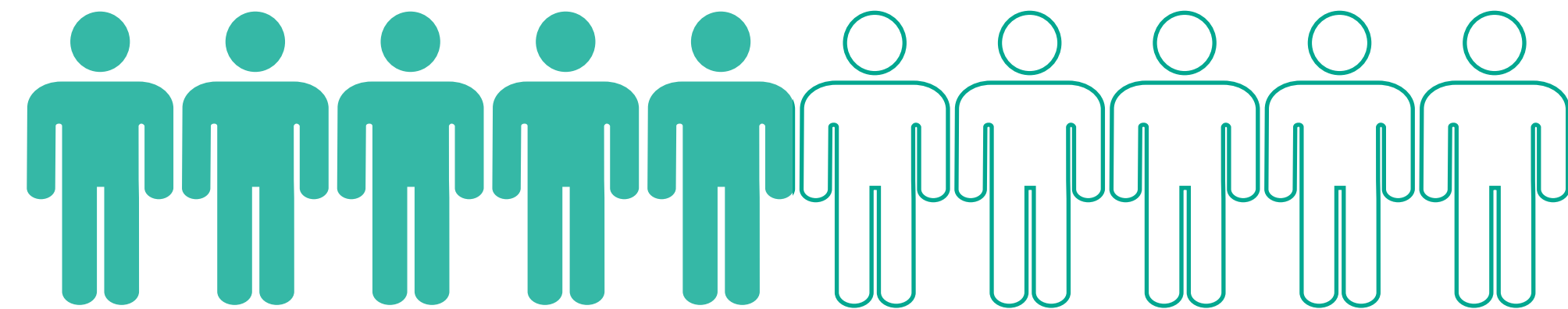
### Digital Boost participation experience

The key findings from this section are as follows:

- Almost half the registrants were sufficiently engaged that they continued to visit Digital Boost at least once a fortnight.
- Digital Marketing was both the **most visited** and **most useful** part of Digital Boost, so it's not surprising that we have seen increased use of external digital tools including digital marketing, online advertising, search engine optimisation, and social media.
- Reinforcing the level of engagement noted above, almost eight out of ten Digital Boost users reported they were satisfied with their overall learning experience through Digital Boost.

In relation to the **Digital Facilitation Scheme (DFS)**:

- About three out of ten respondents were Digital Facilitation Scheme users. Most were very positive about both their DFS onboarding experience (in the Expectations Survey) and their DFS learning experience (in the Impact Survey).



## Section 5

# The impact of training - 15 months after registration

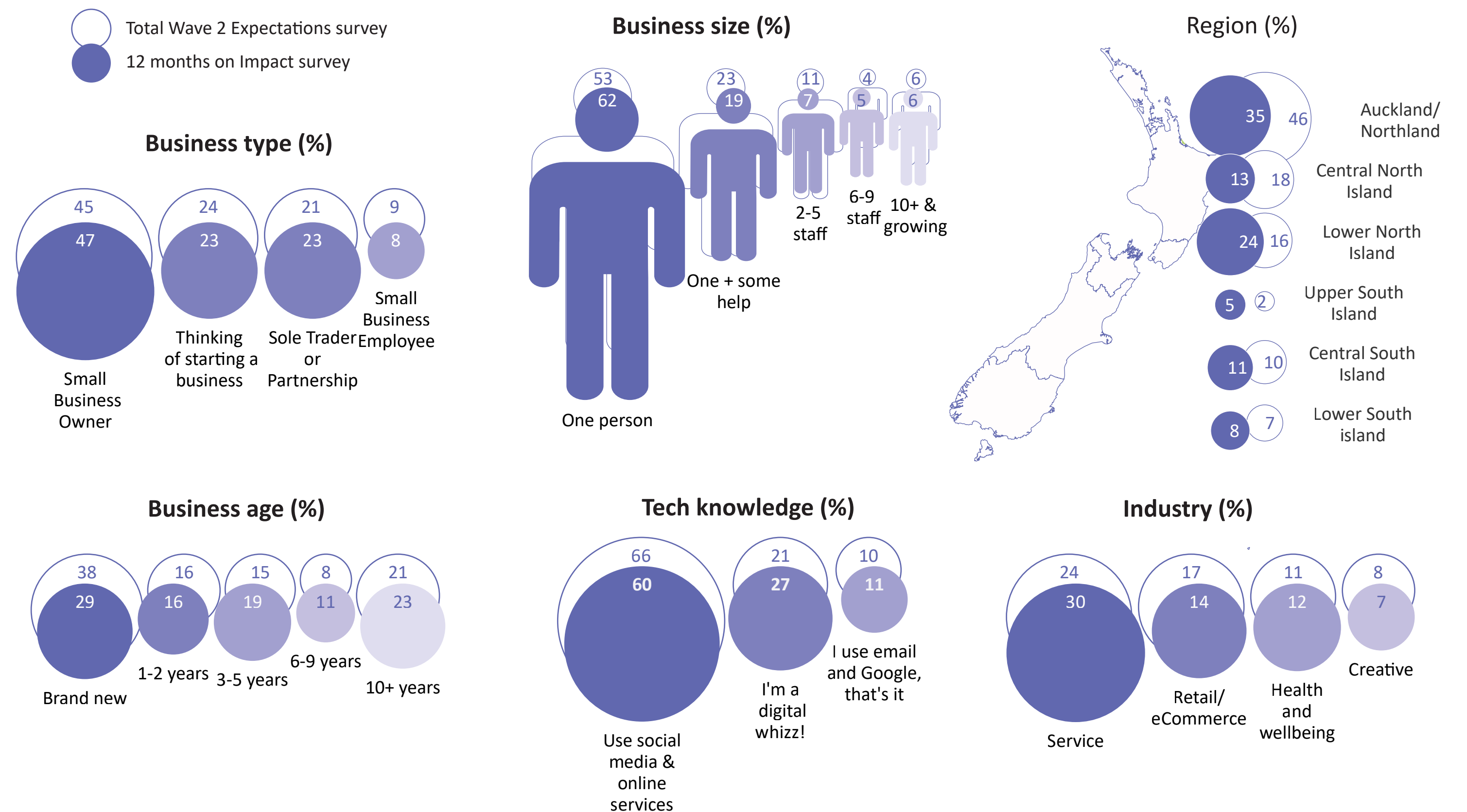


# Most previously registered Digital Boost registrants recontacted for the 12 months on Impact Survey worked in sole person businesses

This section is based on results from n=118 registrants who have completed three Digital Boost surveys – their Expectations Survey after registering (in Wave 2), an Impact Survey three months later, plus the “12 months on Impact Survey” (15 months after their registration date).

The ‘12 months on’ cohort had a very similar profile when compared to the total Wave 2 Expectations Survey cohort (n=1,225). Most had reported they worked in basically sole person businesses (81% had ‘one-person’ or ‘me +help’ sized businesses) compared to 76% in the total Wave 2 Expectations Survey cohort.

Figure 21: Summary of previously registered Digital Boost users’ registration information



The ‘12 months on’ Impact Survey cohort is based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

The Wave 2 cohort is based on n=1,225 Expectation Survey respondents.

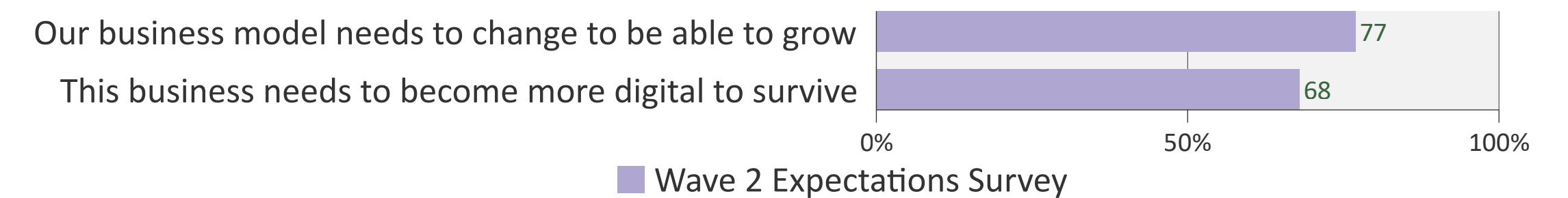


# Becoming more digital was a high priority for most of the ‘previously registered’ cohort and motivations have remained stable over time

Over 15 months, registrants’ motivations for becoming more digital have remained fairly stable. Becoming ‘more digital’ remained a high priority for most, although it appeared to be trending down (from 77% to 61% over 15 months, but this is not significant due to the small sample size).

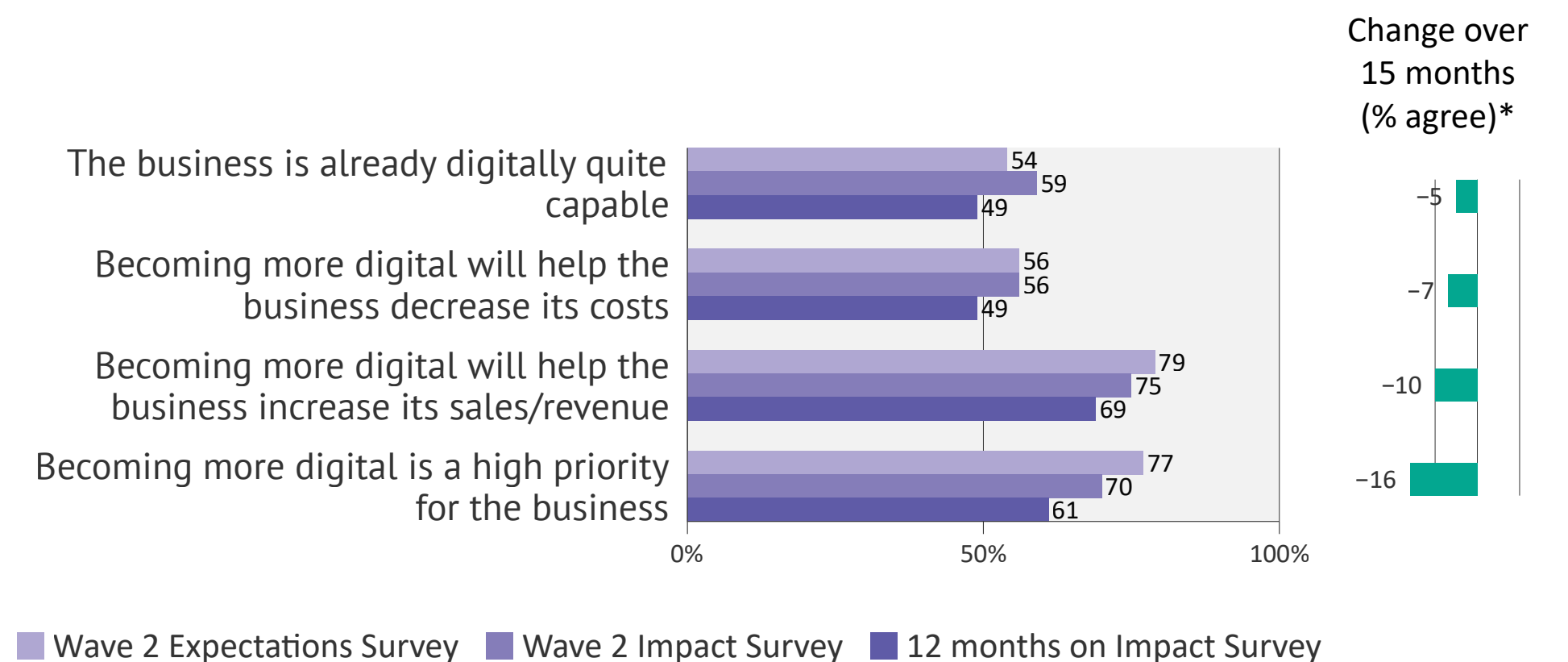
The ‘previously registered’ cohort had similar motivations for joining Digital Boost compared to the Wave 3 cohort (reported on in the previous sections). Most realised their business models required changes both to grow (77% compared to 79% respectively), and to become ‘more digital to survive’ (68% compared to 69%). Plus, the strongest driver to become more digital was also to help their business ‘increase its sales/revenue’ (79% compared to 85% for the Wave 3 cohort.)

**Figure 22: Motivations for registering with Digital Boost (% who agree)**



Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

**Figure 23: Motivations for becoming more digital (% who agree)**



Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

\*NB: Changes are not significant due to the small sample size.

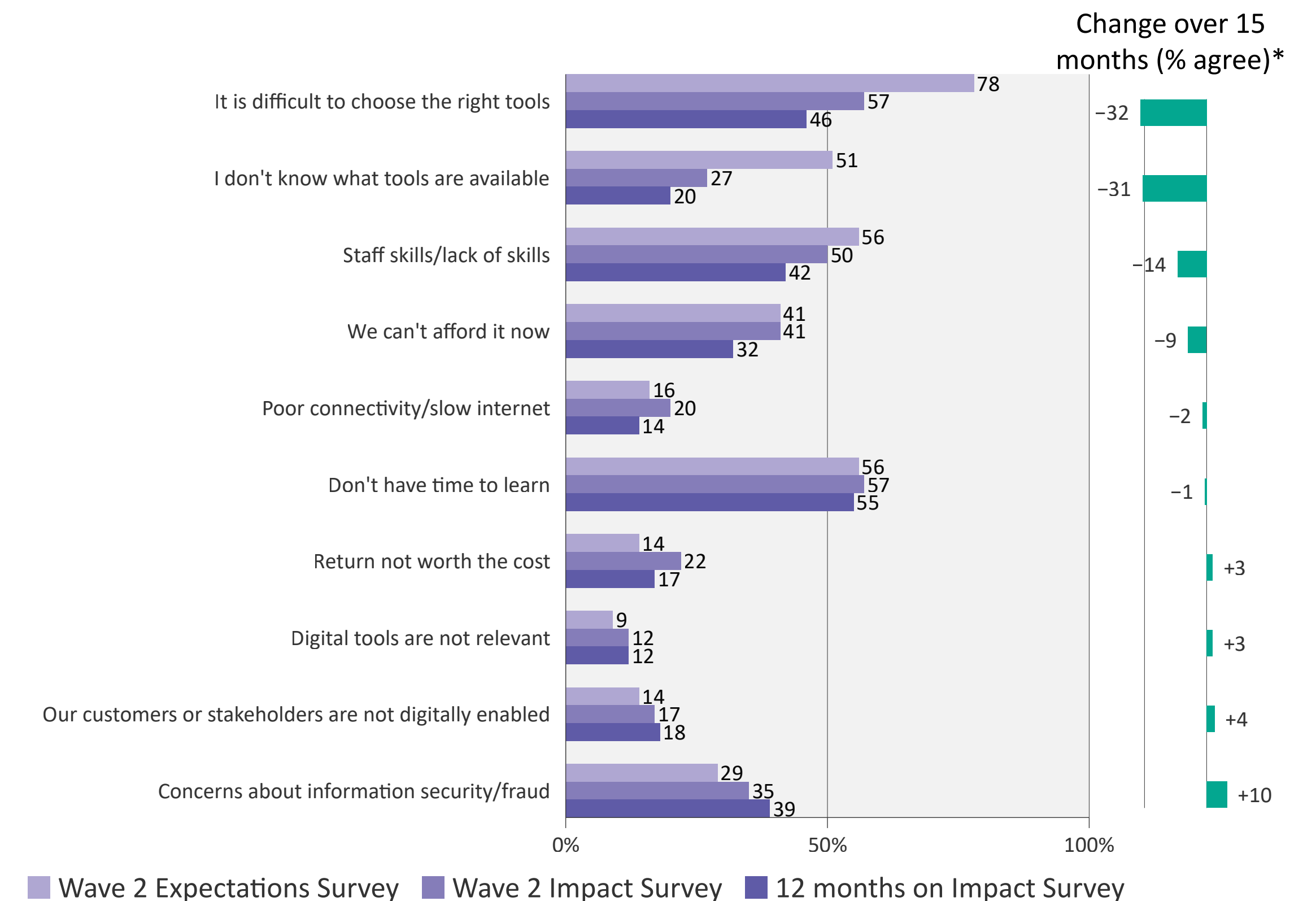
# The biggest barriers to registrants becoming more digital (their lack of digital knowledge and skill) have reduced over time

One in three previously registered Digital Boost registrants reported that they **no longer** have difficulty choosing the right digital tools (this was a significant decline from 78% at registration - down 32% - to 46% 15 months later) or in knowing which tools are available (a significant decline of 31% - from 51% to 20%).

Registrants also reported an **improvement** in their own or their staff's digital skill level. Initially over one-half (56%) reported this was a barrier to their business becoming more online and digital, but after 15 months this had reduced to one in five (20%).

Perhaps reflecting the increased digital knowledge of registrants, the proportion concerned about information security and fraud had increased over the 15 months since registration (from 29% to 39%).

Figure 24: Attitude changes towards barriers that stop the business becoming more online and digital – over 15 months (% who agree)



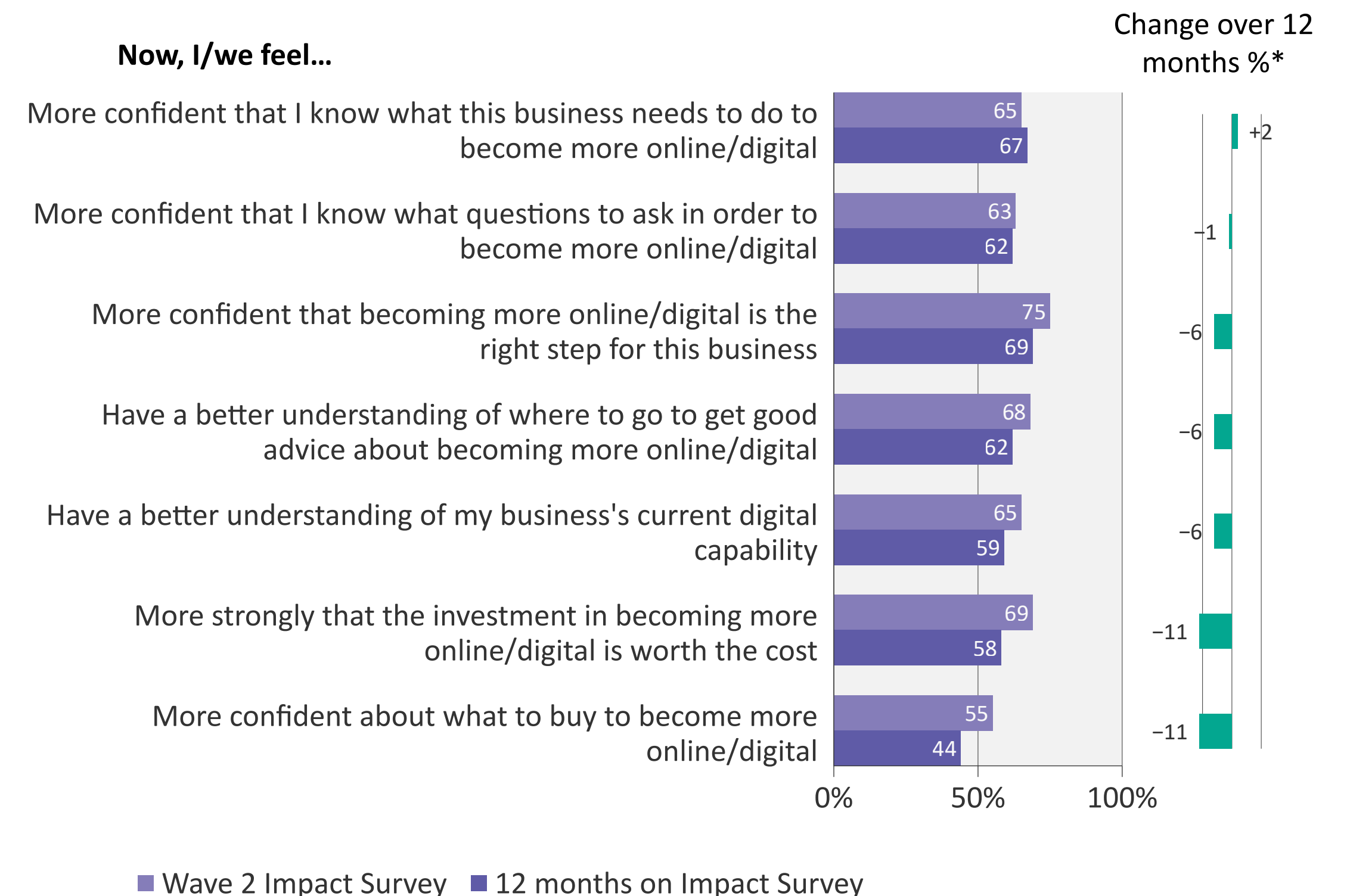
Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

# Digital confidence remained steady, but financial concerns may be impacting on 'digital investment' confidence

In the 12 months between the Wave 2 and '12 months on' Impact Surveys, registrants' confidence had remained fairly steady overall, with no significant changes.

However, financial factors may have been leading to slight downward trends in 'digital investment' confidence. While two out of three (67%) remained confident that they 'know what their business needs to do to become more online/digital', and 'the questions to ask' (62%), some were slightly less confident about 'what to buy' (reported as 55%, and then 44%), and whether 'the investment is worth the cost' (reported as 69% and then 58%).

**Figure 25: Businesses' changed attitudes towards becoming more digital – over 12 months (% who agree)**



Based on respondents who reported they visited Digital Boost after registering: Wave 2 Impact Survey (n=109), 12 months on Impact Survey (n=105)

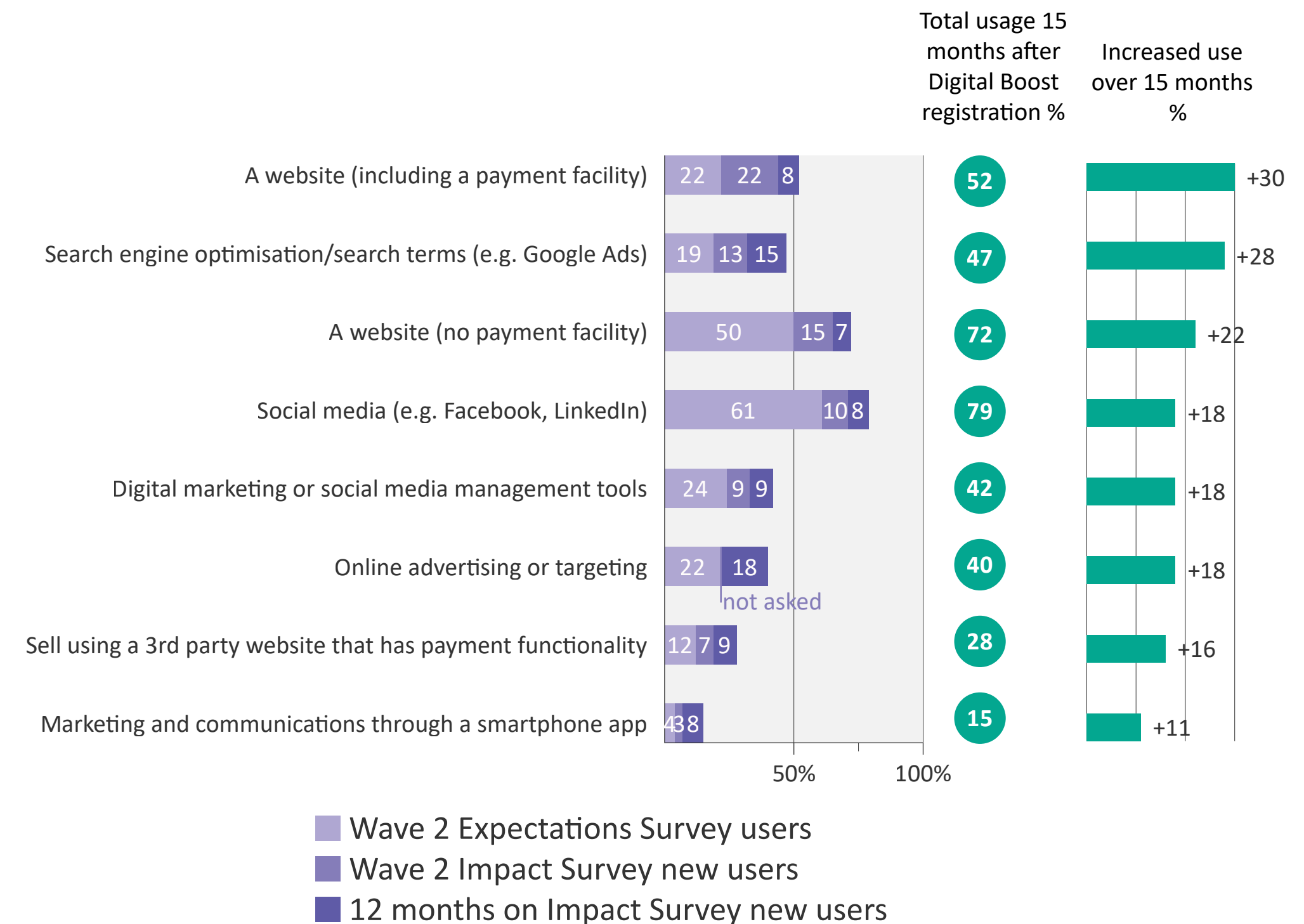
\*NB: Changes are not significant due to the small sample size.

# Use of external digital tools continued to increase over 15 months of participation in Digital Boost

Despite their financial concerns, the proportion of 'Wave 2' registrants whose business had used external digital tools has **gradually grown** over the 15 months since their initial Digital Boost registration.

The external digital tools which saw **significant lifts** in use were websites (including a payment facility) which lifted from 22% in the Expectations Survey - up 30% - to 52% by the Wave 3 Impact Survey, search engine optimisation (lifted from 19% - up 28% - to 47%), and websites (with no payment facility) (up from 50% to 72%, a lift of 22%).

Figure 26: Previously registered businesses - changes in use of key external digital tools – over 15 months (% of users)

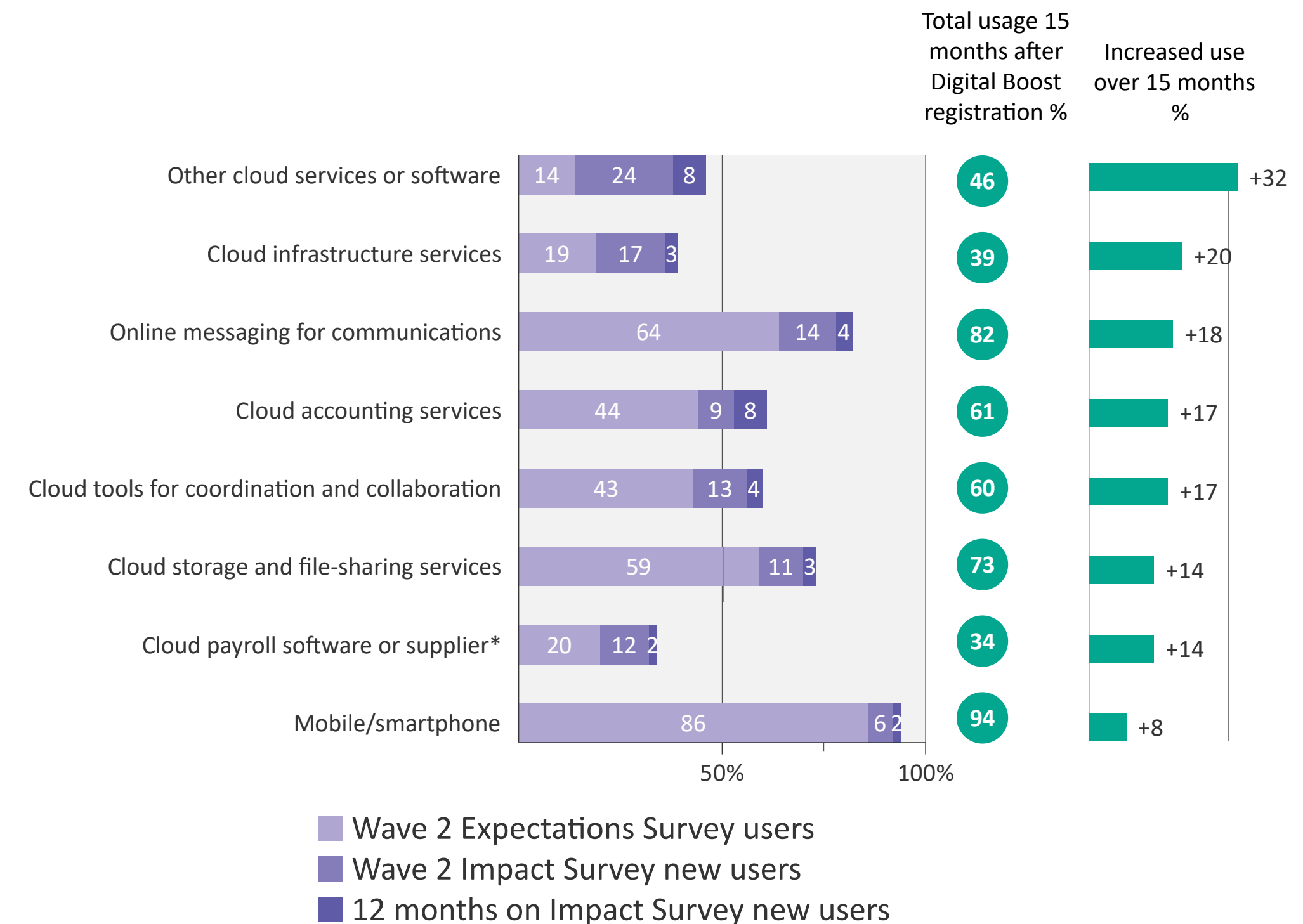


Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

# The number of Digital Boost registrants using internal digital tools had also grown over 15 months

The internal digital tools which saw **significant lifts** in use over the 15 months since Digital Boost users' registration were 'other cloud services or software' which lifted from 14% in the Wave 2 Expectations Survey – up 32% - to 46% in the 12 months on Impact Survey, cloud infrastructure services (which lifted from 19% - up 20% - to 39%) and online messaging for communications (up 18% from 64% to 82%).

Figure 27: Previously registered businesses – changes in use of specific internal digital tools – over 15 months (% of users)



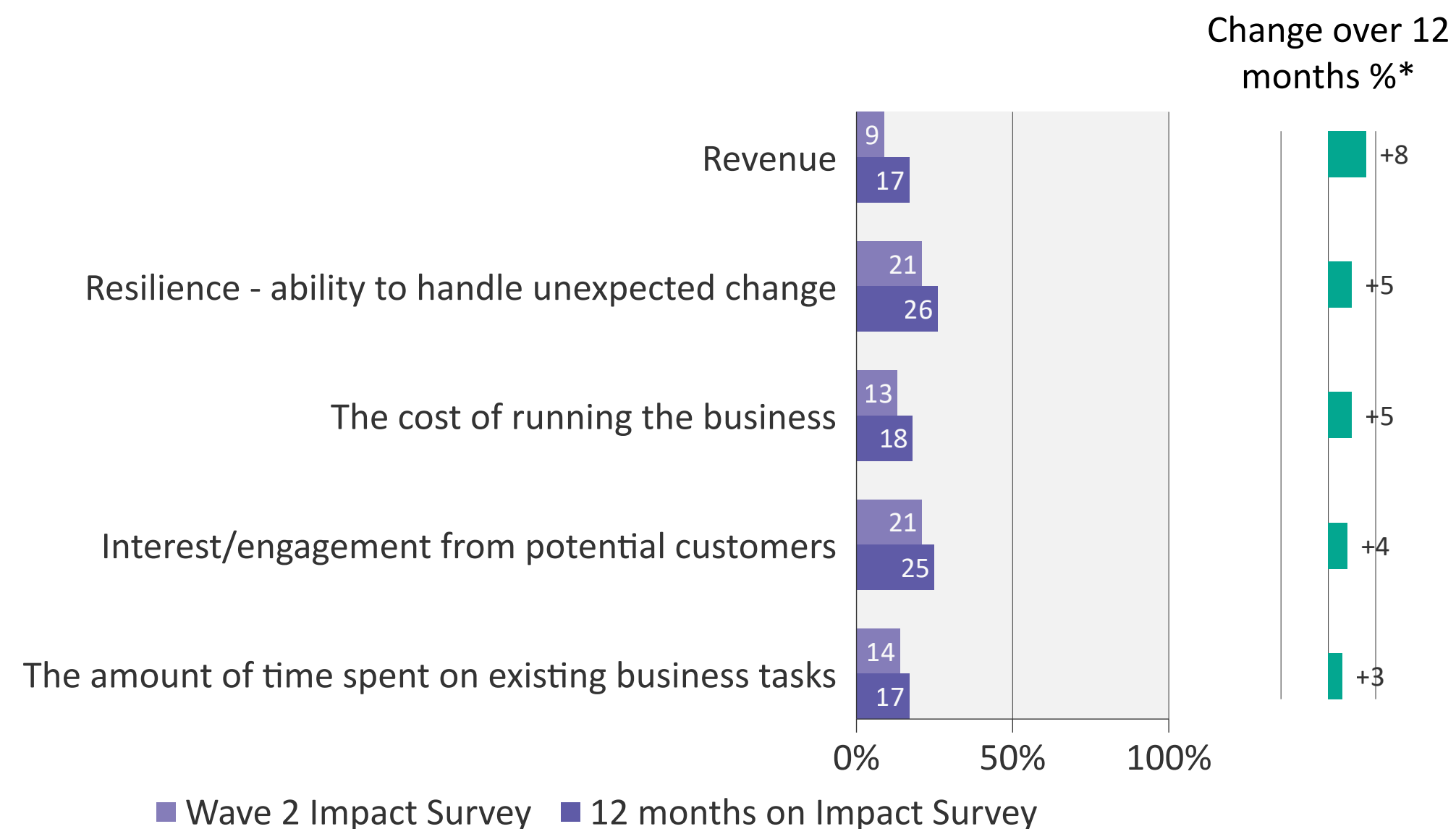
Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

\*Subsample based on employers only (n=82)

# Over 12 months the proportion of registrants who reported positive impacts on their business has shown a positive upwards trend

There appeared to have been incremental increases reported for increased revenue, business resilience and interest from customers, although these are not significant due to the small sample sizes.

**Figure 28: Previously registered businesses – Digital Boost - Impacts on businesses – over 12 months (% who reported an increase)**

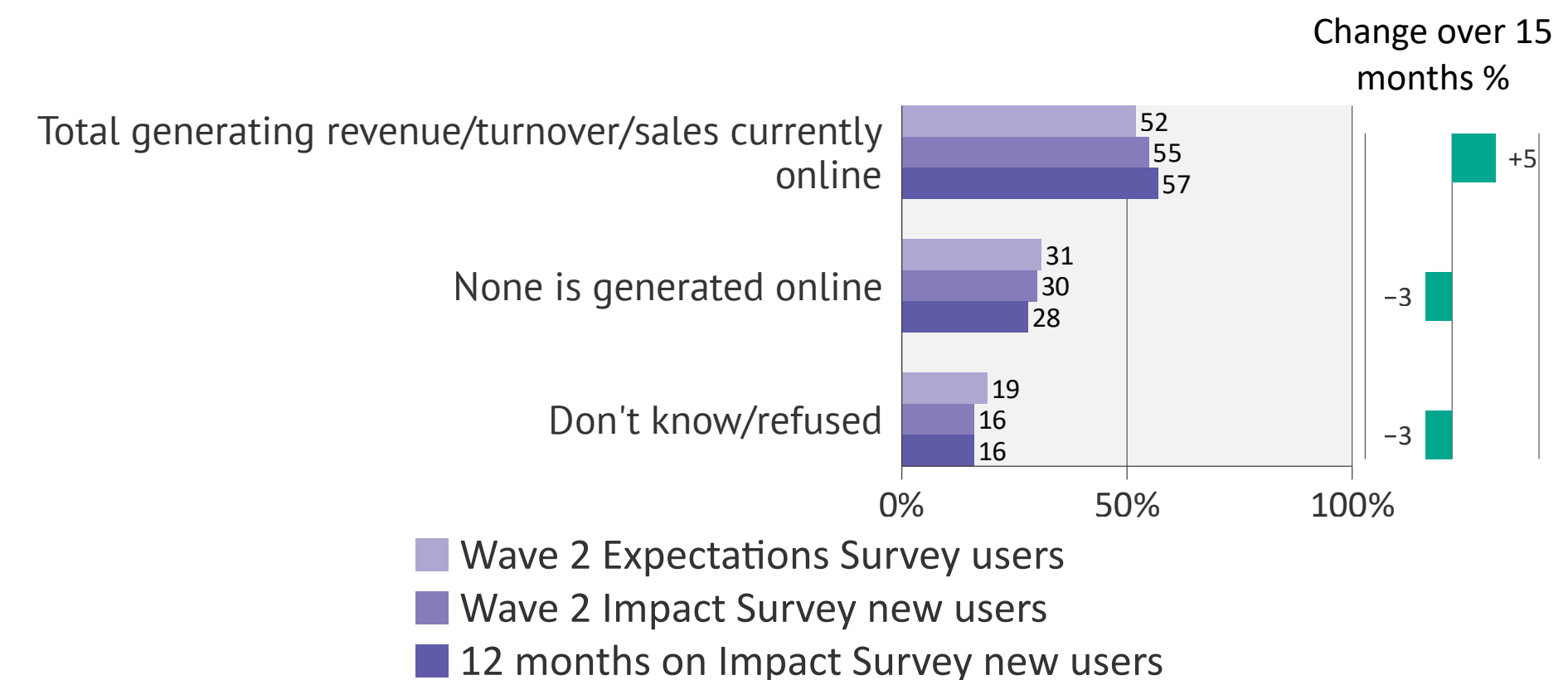


Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

\*NB: Changes are not significant due to the small sample size.

There was also a positive trend in the proportion of registrants' businesses generating online revenue. Fifteen months after registering there had been a small lift of five percent more businesses now generating revenue online – starting from 52% in the Expectations Survey - up 5% - to 57% in the 12 months on Impact Survey.

**Figure 29: Previously registered businesses – the percentage of businesses' revenue/turnover/sales currently generated online – over 15 months**



Based on respondents who completed both Wave 2 Surveys and the 12 months on Impact Survey (n=118)

\*NB: Changes are not significant due to the small sample size.

## Section 5 Summary

### Impact of training after 15 months

The 'previously registered' Digital Boost cohort has shown **gradual growth** in their digital capabilities over the 15 months since their registration.

There have been significant **reductions in the barriers** stopping these businesses from becoming more digital and online, especially in the two biggest barriers – lack of knowledge and skill – both showed significant improvements over the 15 months since registration.

Both internal and external digital tool use had **grown** significantly, especially the use of websites - both those with, and without, a payment facility, and search engine optimisation. There have also been significant lifts in the use of 'other' cloud services or software, cloud infrastructure services and online messaging for communications.

Registrants' motivations for becoming more digital have remained fairly stable and becoming 'more digital' remained a high priority for most. However, while digital confidence had remained fairly stable over the 15 months, financial concerns may be impacting some registrants' 'digital investment' confidence.

There have been positive trends reported for increased revenue, business resilience and increased customer engagement, over the 15 months since Digital Boost registration.



# Ngā Mihi

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