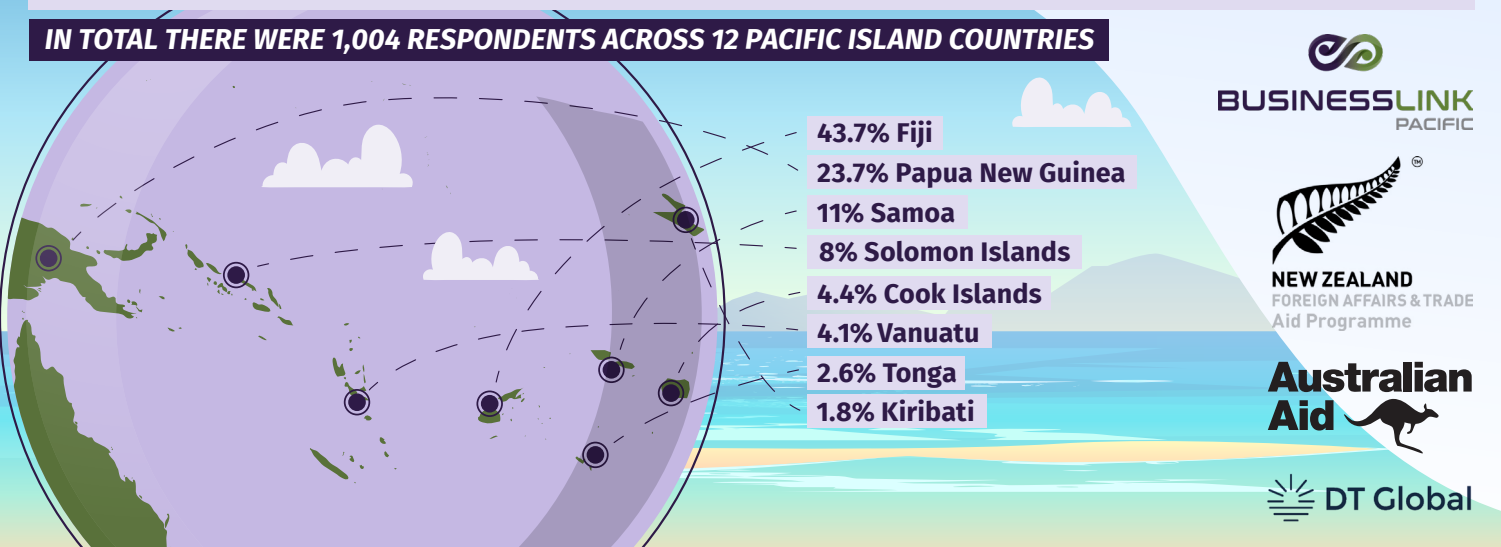


# BLP's SME FINANCE AND COVID-19 SURVEY RESULTS SUMMARY

IN TOTAL THERE WERE 1,004 RESPONDENTS ACROSS 12 PACIFIC ISLAND COUNTRIES



**BUSINESSLINK**  
PACIFIC

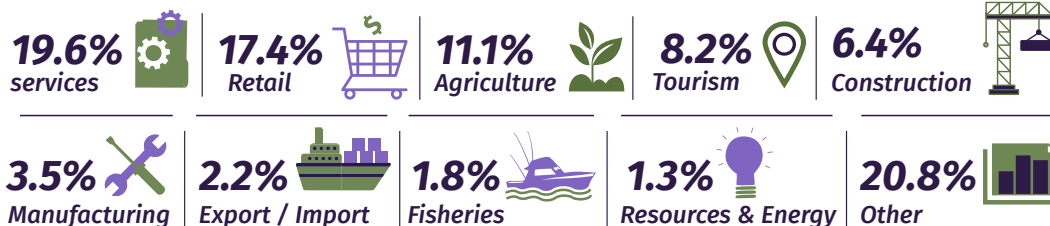


NEW ZEALAND  
FOREIGN AFFAIRS & TRADE  
Aid Programme



DT Global

These businesses operate in all industry categories, including:



The gender composition of business ownership:



(Businesses owned by all-male appear to be more represented compared to last year's survey)

## MAIN FINDINGS: Technology Trends

- 95% of the SMEs surveyed reported using technology within their business practices, including computers, mobile phone applications and other industry software, such as cloud-based accounting.
- Social media (59.4%), text messaging (49.6%), and online banking (44.1%) are among the most common technologies used by business respondents in the last 12 months.

## HIGHLIGHTS:

Have you started using or increased your use of any technologies as a result of COVID-19?

