



UK Business Digital Index 2017

Spotlight on small businesses in Scotland

52%

Amount of small businesses with full Basic Digital Skills
UK average: 59%

18%

Small businesses on the cusp of having full Basic Digital Skills
UK average: 16%

53

Index Score
UK average: 54

Scottish Waterways Trust, Falkirk



"Our website and social media accounts have been key for raising our profile and promoting our events. We regularly engage 4,000 people through Twitter and Facebook, and through the use of Google AdWords, we have driven 20% of our users towards to our website. Being online helps us to hear directly from those who have taken part in our projects and helped the local community, which is so rewarding!"



18%

Are trading overseas

UK average: 24%



56%

Are saving costs from being online

UK average: 54%



71%

Are saving time from being online

UK average: 74%



44%

Are using social media

UK average: 53%



34%

Don't see being online as relevant to them

UK average: 27%



65%

Don't invest anything in digital skills

UK average: 63%



56%

Don't have their own website

UK average: 55%



29%

Feel they have the skills to prevent online fraud and scams

UK average: 33%