



UK Business Digital Index 2017

Spotlight on small businesses in the **East Midlands**

57%

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%

55

Index Score
UK average: 54



LLOYDS BANK

Hunt's Coaches, Alford



“The family business was established in 1930 – without digital we don't think the business would still be here today. We save 12 hours per week using an online booking system, and our customer base has increased by 33% since using the internet. Our turnover has more than doubled in the last 2 years, which has been helped by being available to customers 24 hours a day“



16%

Are trading overseas

UK average: 24%



55%

Are saving costs from being online

UK average: 54%



74%

Are saving time from being online

UK average: 74%



48%

Are using social media

UK average: 53%



21%

Don't see being online as relevant to them

UK average: 27%



65%

Don't invest anything in digital skills

UK average: 63%



52%

Don't have their own website

UK average: 48%



33%

Feel they have the skills to prevent online fraud and scams

UK average: 33%