



UK Business Digital Index 2017

Spotlight on small businesses in the **North West of England**

53%

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

16%

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

49

Index Score
UK average: 54



LLOYDS BANK

Blackburn & Darwen District Without Abuse, Blackburn

"We use website analytics to understand who is a new visitor to the site and how many repeat visits we have. We've started to share a newsletter on our website and email to our subscribers. By using analytics we can track our engagement each month - as a result we've increased our visitors by 138%."



21%

Are trading overseas

UK average: 24%



57%

Are saving costs from being online

UK average: 54%



72%

Are saving time from being online

UK average: 74%



50%

Are using social media

UK average: 53%



28%

Don't see being online as relevant to them

UK average: 27%



65%

Don't invest anything in digital skills

UK average: 63%



51%

Don't have their own website

UK average: 48%



33%

Feel they have the skills to prevent online fraud and scams

UK average: 33%