



UK Business Digital Index 2017

Spotlight on small businesses in the **South East of England**

53%

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

19%

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

54

Index Score
UK average: 54



LLOYDS BANK

Wilson & Sons Greengrocer, Basingstoke



"I've been in the greengrocer business for many years and opened up my shop in 2014. Our unique selling point is the fruit and veg box service we provide which is now available online. This has increased the number of orders we receive by 50%. We're looking into the prospect of joining forces with other local shops to help drive business online, increase the number of people coming through the door of the shops, and putting money back into the local economy."



26%

Are trading overseas

UK average: 24%



49%

Are saving costs from being online

UK average: 54%



74%

Are saving time from being online

UK average: 74%



47%

Are using social media

UK average: 53%



27%

Don't see being online as relevant to them

UK average: 27%



69%

Don't invest anything in digital skills

UK average: 63%



48%

Don't have their own website

UK average: 48%



29%

Feel they have the skills to prevent online fraud and scams

UK average: 33%