



UK Business Digital Index 2016

Benchmarking the digital maturity of small businesses and charities in the UK

In association with
accenture
High performance. Delivered.

In partnership with
Doteveryone



SPOTLIGHT ON SMALL BUSINESSES IN THE EAST MIDLANDS



Digital Index Score 2016
54 points
UK Average: 54

Change since 2015
+9 points

POSITIVES

76%
Make payments online
UK Average: 75%

62%
Take payments online
UK Average: 55%

24%
Use digital to trade overseas
UK Average: 21%

49%
Create social media communities
UK Average: 45%

CHALLENGES

35%
Have no basic digital skills
UK Average: 38%

54%
Have no website
UK Average: 49%

67%
Invest nothing in digital skills
UK Average: 66%

69%
Still need to invest in cyber security
UK Average: 69%

"I'm delighted to see that small local businesses are embracing digital, with three-quarters buying online and nearly two-thirds taking online payments.

With almost a quarter also using digital to trade overseas, this is really positive progress.

There is, however, still an opportunity to do more. Over half of small businesses still don't have a website and three in five aren't investing any money in developing their digital skills.

As a result of this Index we can now share even more great insight with small businesses across the region and better understand what we can do in this area to support them and help them grow."



Martin Dodd

Group Ambassador to the East Midlands
Lloyds Banking Group

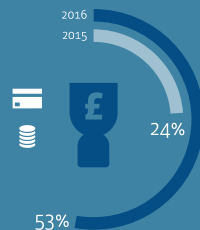
UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



38% of small businesses and 49% of charities lack Basic Digital Skills

28%

Charities that are more digitally mature are 28% more likely to report an increase in funding than those who aren't



The number of charities accepting online donations has more than doubled since 2015



The most digital small businesses are twice as likely to report increase in turnover than the least digital

£0

78% of sole traders invest no money in digital skills



Only 1 in 5 small businesses use digital to support their trade overseas

