



UK Consumer Digital Index 2020

Spotlight on consumers in the East Midlands

Regional Summary

The proportion of people offline in the East Midlands remains higher than the UK average, and fewer than average say that they have been able to find a new job online. [This could be due to specific parts of this region having shown decreasing requests for digital skill related roles in job advertisements](#), which may in turn have impacted the focus placed on developing these competencies. Additionally the region also has a greater proportion of manufacturing related businesses which insight from the report shows is not a leading sector for workplace digital skills.

77%

Source :EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=292
UK n=4233

73%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=292
UK n=4233

44%

Source: EDS

Proportion of people with Essential Digital Skills for work

UK average: 48%

Region n=277
UK n=2117

This number is amongst those working in East and West Midlands

10%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=210
UK n= 2710



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57%

of people in the East Midlands believe their digital skills have improved in the last year

UK Average: 57%

Source: CDI, n = 210

About Us

Over the last six years, the Consumer Digital Index data and work with partners our and charities, has enabled Lloyds Banking Group to establish an understanding of UK digital adoption. This has been not just to inform our own propositions such as the [Lloyds Bank Academy](#), but also to use our scale for good and to help shape the digital landscape for UK plc. By providing regional insights, we hope this will provide targeted insights for more tailored solutions across the UK.

To read the full report: lloydsbank.com/consumerdigitalindex

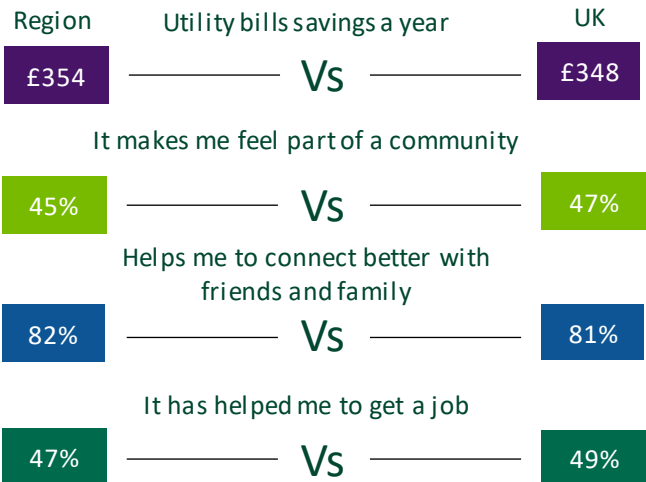
Case Study

"I have supported a Coventry based charity for over 2 years who support adults of working age who are at a low point in life and are struggling with mental ill health. As we were put into lockdown due to Covid-19 I checked in with my mentee just to see how she was feeling, I suggested we have a catch up via Zoom to discuss how the charity was adapting to the new social distancing measures and restrictions. We implemented WhatsApp groups to those who didn't want to be on screen or couldn't use video conferencing. We also discussed the importance of keeping social platforms up to date, fun and informative"

Dan Sharkey, Lincoln

Source: LBG

Benefits of being online



Source: CDI, n=190

The three EDS Life tasks* that people in the East Midlands are most likely to be able to do are:

- 74% 1 I can use the internet to find information that helps me solve problems
- 73% 2 I can keep the information I use to access my online accounts secure
- 73% 3 I can use search engines to find the information I'm looking for

and the three tasks they are least likely to be able to do are:

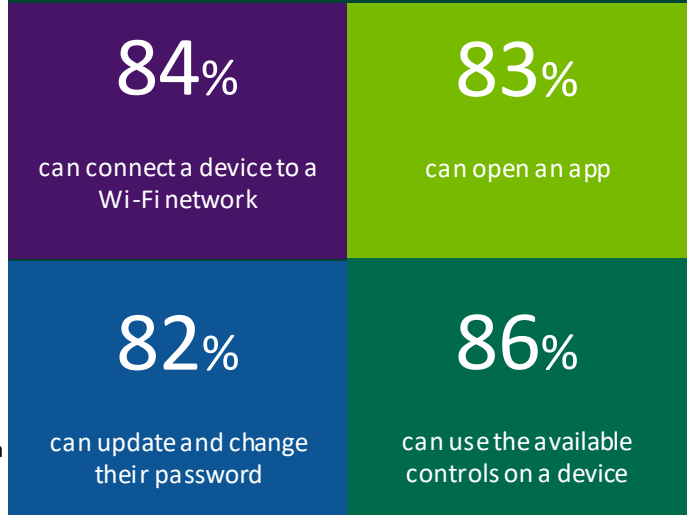
- 64% 1 I can communicate with others using video tools
- 63% 2 I can post content on social media platforms
- 62% 3 I can store information online and access content from a different device

Source: EDS n=292

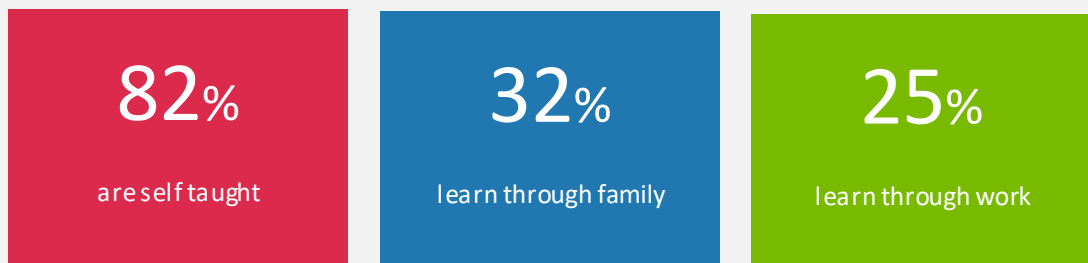
Key Foundation Task Statistics*

Source: EDS n=292

*must be able to do task on their own



Where are people learning their Digital Skills



Source: CDI, n= 190

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