UK Consumer Digital Index 2020
Spotlight on consumers in the East of England

Regional Summary

Though in the East of England there is a higher proportion of the region with the Foundation skills required than the UK average, 8% still remain offline. The region, when grouped with London and the South East is ahead of the UK average for Essential Digital Skills for Work, with 57% of its workforce attaining this skillset vs. the UK average of 48%. This may be linked to the fact that a higher proportion than average of residents in this region say they the internet has helped them secure a new job (54% vs 49%). This in turn may be linked to the New Anglia LEP having been the second fastest growing area for high growth firms* who are likely to seek digitally skilled staff. Encouragingly, 61% of people in the region felt their digital skills had improved over the last year, putting the East of England second only to London, and this confidence translates as those in the region are least likely to believe their skills are not good enough.

87%
Source: EDS
Proportion of people with the Foundation Skill

84%
Source: EDS
Proportion of people with Essential Digital Skills for Life

57%
Source: EDS
Proportion of people with Essential Digital Skills for work

8%
Source: CDI
Proportion of people who are offline

UK average: 84%
Region n=389
UK n=4233

UK average: 78%
Region n=389
UK n=4233

UK average: 48%
Region n=896
UK n=2117

UK average: 8%
Region n=142
UK n= 2710

*This number is amongst those working in East England, South East and London

Source: EDS
Source: CDI
Source: EDS
Source: EDS

Full details can be found here
61% of people in the East of England believe their digital skills have improved in the last year

UK Average: 57%

Case Study

“I’m definitely not an expert and I am cautious when trying new things. I’ve made myself aware of the do’s and don’ts online and I won’t click on anything that I’m not sure about, but I often rely on my children to help me check that I’m doing something right. The biggest thing I couldn’t live without, is being able to bank online. I save myself a lot of time and it’s really convenient. Sometimes, I don’t even have to use my computer I can just use my app as everything is set up to manage my accounts automatically. Recently, my daughter helped me swap from a written budget tracker to an excel spreadsheet, so I’ve had to learn a little bit about formulas – I wish I made the switch earlier.”

Nicky, 57

Benefits of being online

<table>
<thead>
<tr>
<th>Region</th>
<th>Utility bills savings a year</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£260</td>
<td>£348</td>
</tr>
</tbody>
</table>

It makes me feel part of a community

40% Vs 47%

Helps me to connect better with friends and family

80% Vs 81%

It has helped me to get a job

54% Vs 49%

Key Foundation Task Statistics*

<table>
<thead>
<tr>
<th>Task</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can use search engines to find the information I'm looking for</td>
<td>89%</td>
</tr>
<tr>
<td>I can set up an email account</td>
<td>90%</td>
</tr>
<tr>
<td>I can communicate with others digitally using email or other messaging applications</td>
<td>91%</td>
</tr>
<tr>
<td>I can store information online and access content from a different device</td>
<td>91%</td>
</tr>
<tr>
<td>I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services</td>
<td>81%</td>
</tr>
<tr>
<td>I can use online tutorials, web chat, FAQs and forums to solve problems</td>
<td>81%</td>
</tr>
</tbody>
</table>

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

1. I can use search engines to find the information I'm looking for
2. I can set up an email account
3. I can communicate with others digitally using email or other messaging applications

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

1. I can store information online and access content from a different device
2. I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
3. I can use online tutorials, web chat, FAQs and forums to solve problems

Source: EDS n=389

Where are people learning their Digital Skills

- 84% are self taught
- 32% learn through family
- 27% learn through work

Source: CDI, n=131