

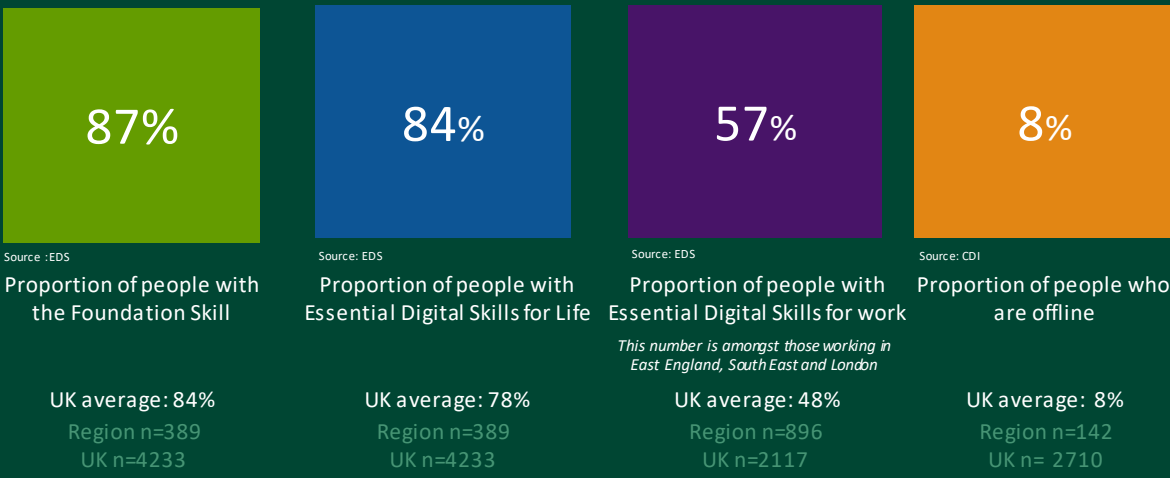


UK Consumer Digital Index 2020

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.



Foundation and EDS results from face-to-face, omnibus, nationally representative survey conducted by Ipsos MORI between 10th-27th Jan 2020 on behalf of LBG of 4,233 UK (East of England n=389) citizens 15+.

[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%

Source: CDI, n = 142

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

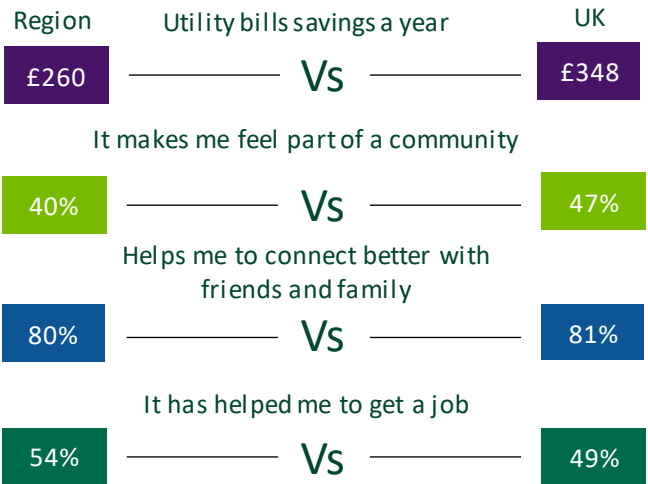
Case Study

"I'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 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

Source: LBG

Benefits of being online



Source: CDI, n=131

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

- 86% **1** I can use search engines to find the information I'm looking for
- 85% **2** I can set up an email account
- 85% **3** I can communicate with others digitally using email or other messaging applications

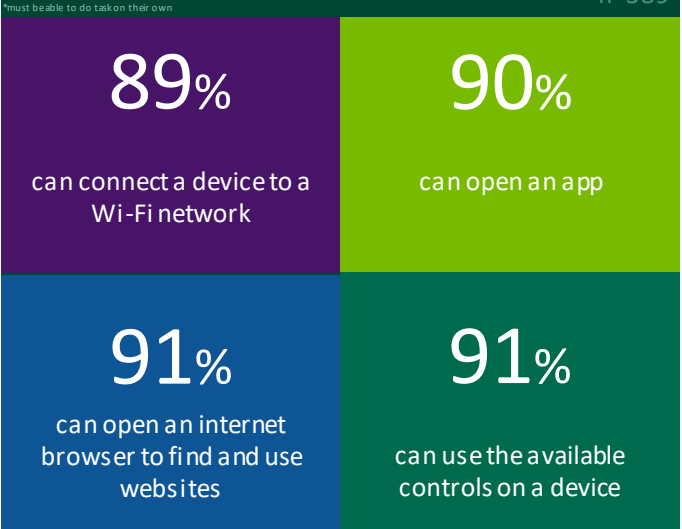
and the three tasks they are least likely to be able to do are:

- 81% **1** I can store information online and access content from a different device
- 81% **2** I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
- 79% **3** I can use online tutorials, web chat, FAQs and forums to solve problems

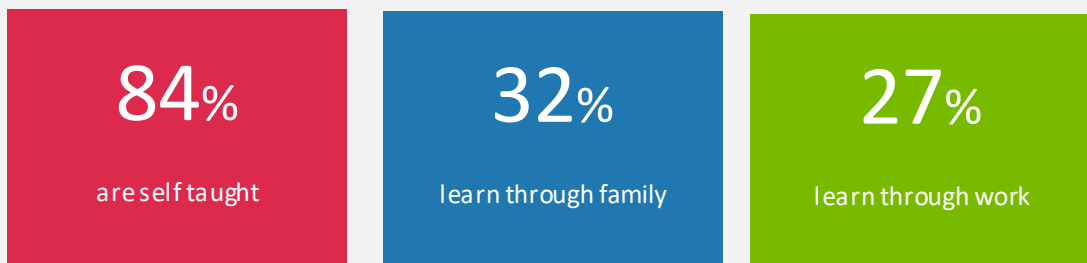
Source: EDS n=389

Key Foundation Task Statistics*

Source: EDS n=389



Where are people learning their Digital Skills



Source: CDI, n= 131

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DigitalSkillsInclusion@lloydsbanking.com