



UK Consumer Digital Index 2020

Spotlight on consumers in England

Regional Summary

The results for England broadly represent the UK averages for most of the data given it represents the largest population within the UK. 8% are offline, down from 11% in 2016. With regards to Essential Digital skills, England elevates the UK average as it has higher than average results for Foundation, Life and Work skills; this is driven by London and the East of England in particular. Particular strengths within EDS for Life are using a search engine to find information and using the Internet to solve problems. Areas of opportunity are supporting people in England with the ability to store information online and accessing it from different devices. Less encouraging though is that in 2020 there are fewer people who believe their skills have improved in the last year than in 2019 (57% vs 64%).

85%

Source :EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=3496
UK n= 4223

80%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=3496
UK n= 4223

49%

Source: EDS

Proportion of people with Essential Digital Skills for work
(Amongst those working)

UK average: 48%

Region n=1792
UK n= 2117

8%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=2317
UK n= 2710



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57%

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

UK Average: 57%

Source: CDI, n = 2317

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

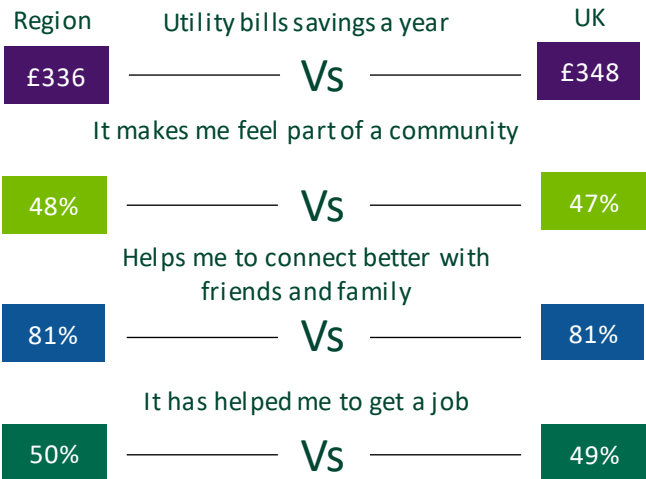
Case Study

"I assisted my neighbour who was struggling to get in contact with her GP, as her son who would normally help was quarantined in Sri Lanka. After safely abiding to the social distancing rules and lots of hand sanitiser whilst using her device, we were able to email her doctors requesting crucial medication. She now has the medication she needs and was so grateful for my help. I could see it in her smile how appreciative she was."

Samantha Higgins, London

Source: LBG

Benefits of being online



Source: CDI, n=2137

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

- 82% 1 I can use search engines to find the information I'm looking for
- 80% 2 I can set up an email account
- 80% 3 I can use the internet to find information that helps me solve problems

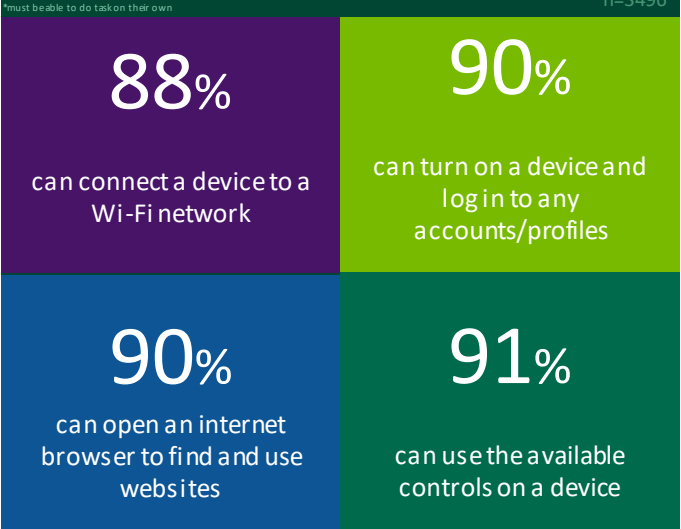
and the three tasks they are least likely to be able to do are:

- 74% 1 I can use online tutorials, web chat, FAQs and forums to solve problems
- 74% 2 I can store information online and access content from a different device
- 74% 3 I can use online tutorials, web chat, FAQs and forums to solve problems

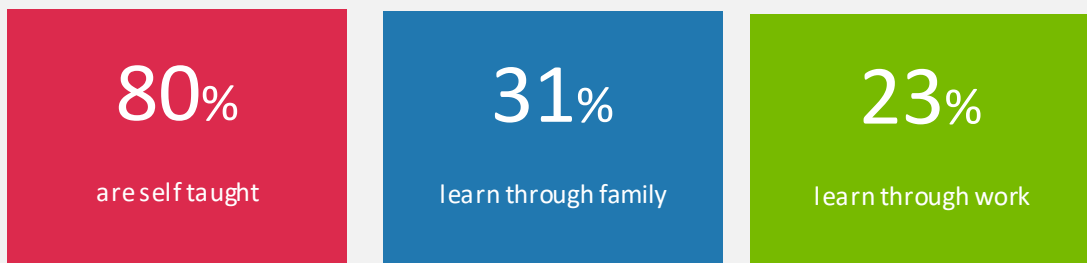
Source: EDS n=3496

Key Foundation Task Statistics*

Source: EDS n=3496



Where are people learning their Digital Skills



Source: CDI, n= 2137

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