



UK Consumer Digital Index 2020

Spotlight on consumers in London

Regional Summary

London has the lowest proportion of people in the UK who are offline, with half the amount of people offline than the UK average (4% London vs. 8% UK). Londoners are also most likely to believe they have improved their skills in the last year. This upskilling is predominantly self-taught, though more than half are learning through their friends and family; there is an opportunity to increase learning at work in the region however London, combined with the East of England and the South East, is already the area with the highest proportion of people with Essential Digital Skills for work (57% vs. the UK average of 48%). [London may be benefitting from interventions such as the Good Growth Scheme and the Digital Talent Programme](#), both supporting groups from deprived or disadvantaged backgrounds.

89%

Source: EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=610
UK n=4233

82%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=610
UK n=4233

57%

Source: EDS

Proportion of people with Essential Digital Skills for work

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

UK average: 48%

Region n=896
UK n=2117

4%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=232
UK n= 2710



LLOYDS BANK

@LloydsBankNews

#ConsumerDigitalIndex

DigitalSkillsInclusion@lloydsbanking.com

65%

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

UK Average: 57%

Source: CDI, n = 232

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

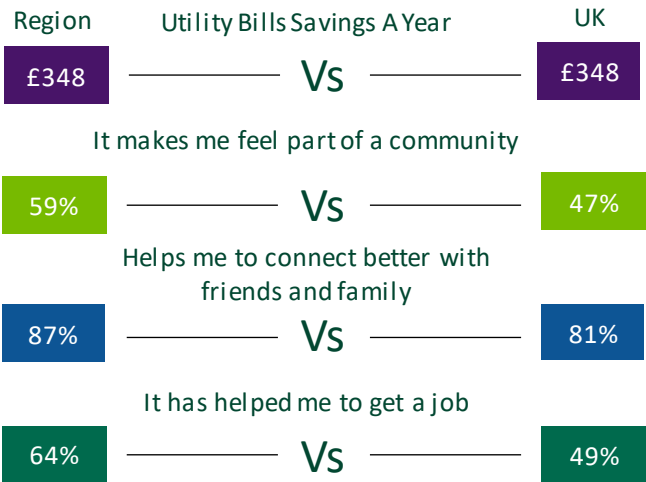
Case Study

"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= 223

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

- 84% **1** I can use search engines to find the information I'm looking for
- 84% **2** I can set up an email account
- 84% **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:

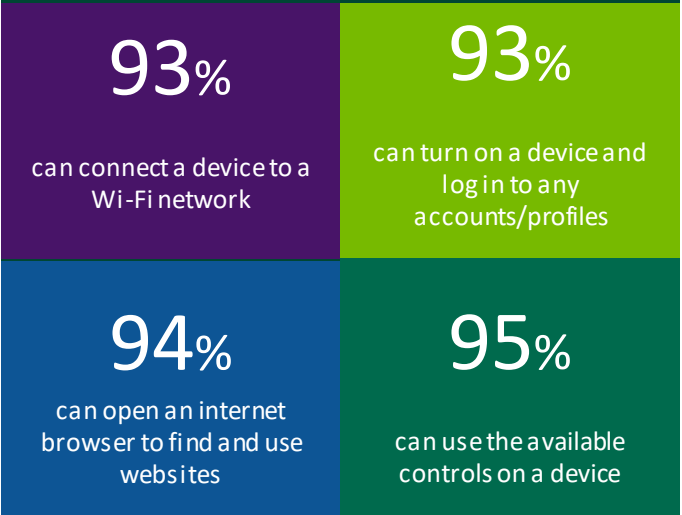
- 78% **1** I can assess the risks and threats involved in carrying out activities online and act accordingly
- 77% **2** I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
- 77% **3** I can use online tutorials, web chat, FAQs and forums to solve problems

Source: EDS n=610

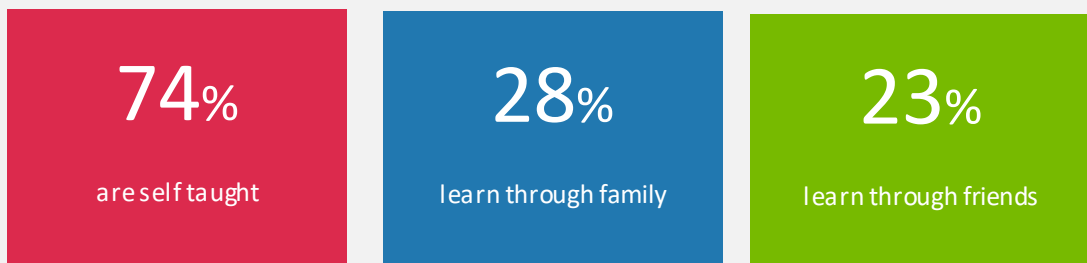
Key Foundation Task Statistics*

Source: EDS n=610

*must be able to do task on their own



Where are people learning their Digital Skills



Source: CDI, n= 223

@LloydsBankNews

#ConsumerDigitalIndex

DigitalSkillsInclusion@lloydsbanking.com

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 (London n=610) citizens 15+.

[Full details can be found here](#)