

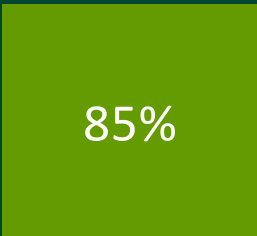


UK Consumer Digital Index 2020

Spotlight on consumers in the North East

Regional Summary

Whilst the number of people offline in the North East has decreased by 3 percentage points since 2016, the region still has a higher proportion of offline people than the UK average. More than half (54%) of people in the North East believe their digital skills have improved over the last year, and just 17% think their skills aren't good enough (4 percentage points less than the UK average). With regards to Essential Digital Skills for Life, 84% of residents here have these skills, 6 percentage points higher than the UK average. Where the region lacks some competency however is in its work skills – when combined with the North West and Yorkshire and the Humber 42% of people have EDS for Work compared to 48% of the UK. The data also shows that those in this region are less likely to be finding and securing jobs online (43% compared to 49% of the UK) which may in part be driven by its lesser skilled workforce.

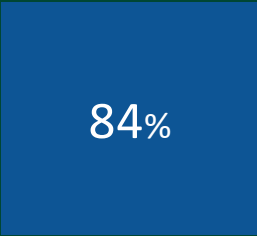


Source :EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=199
UK n=4233

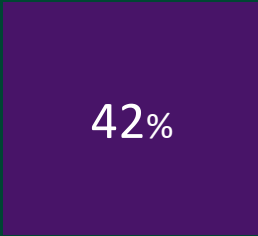


Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=199
UK n=4233



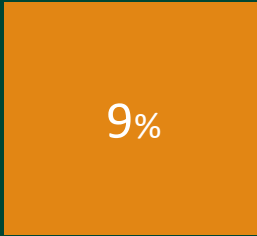
Source: EDS

Proportion of people with Essential Digital Skills for work

This number is amongst those working in North East, North West and Yorkshire and the Humber

UK average: 48%

Region n=495
UK n=2117



Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=206
UK n= 2710



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54%

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

UK Average: 57%

Source: CDI, n = 206

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

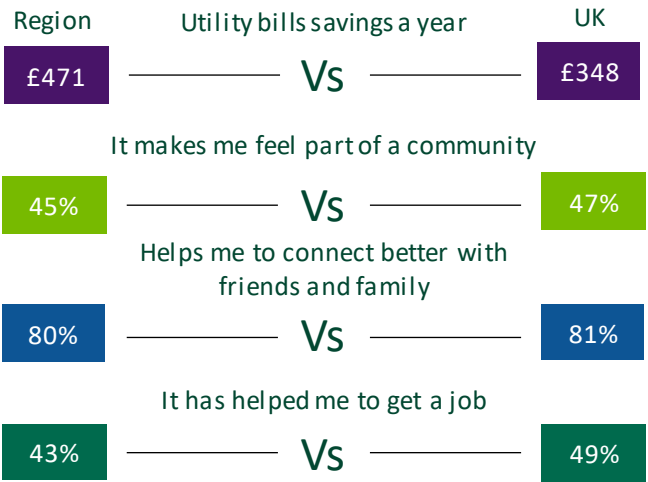
Case Study

“For me, using my mobile means I can do anything at any time. When it comes to my finances, I check my bank app daily and it's really helpful to stay on top of my finances. The app makes it really easy to transfer money to my friends and family. If I don't have any cash in my purse and a friend buys me something, I can transfer the money on the spot”

Lindsay, North East

Source: LBG

Benefits of being online



Source: CDI, n= 188

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

- 84% 1 I can use the internet to find information that helps me solve problems
- 83% 2 I can use search engines to find the information I'm looking for
- 83% 3 I can communicate with others digitally using email or other messaging applications

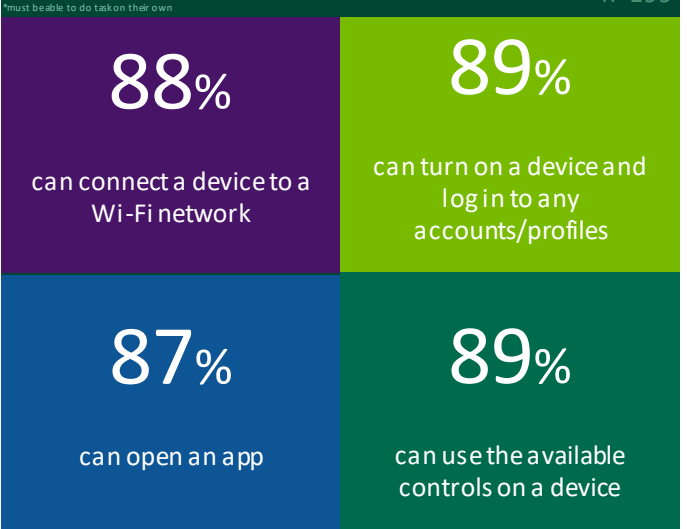
and the three tasks they are least likely to be able to do are:

- 74% 1 I can store information online and access content from a different device
- 74% 2 I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
- 72% 3 I can use online tutorials, web chat, FAQs and forums to solve problems

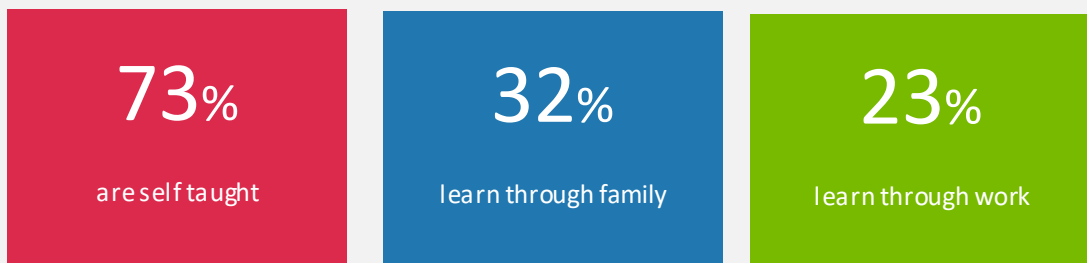
Source: EDS n=199

Key Foundation Task Statistics*

Source: EDS n=199



Where are people learning their Digital Skills



Source: CDI, n= 188

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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 (North East n= 199) UK citizens 15+.

[Full details can be found here](#)