



# UK Consumer Digital Index 2020

Spotlight on consumers in the South East

## Regional Summary

The South East have a higher proportion of people offline at 6% which is slightly lower than the UK average at 8%. Whilst capability in the area is above average, there has been a significant reduction in the proportion of people who believe they have improved their skills in the last year (from 66% in 2019 down to 57% in 2020). Ambition is not slowing though, most people continue to be self-taught and one-fifth are using online resources to improve their own skills

85%

Source: EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=557  
UK n=4233

79%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=557  
UK n=4233

57%

Source: EDS

Proportion of people with Essential Digital Skills for work

UK average: 48%

Region n=896  
UK n=2117

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

6%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=414  
UK n= 2710



# 57%

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

UK Average: 57%

Source: CDI, n = 414

## 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](https://lloydsbank.com/consumerdigitalindex)

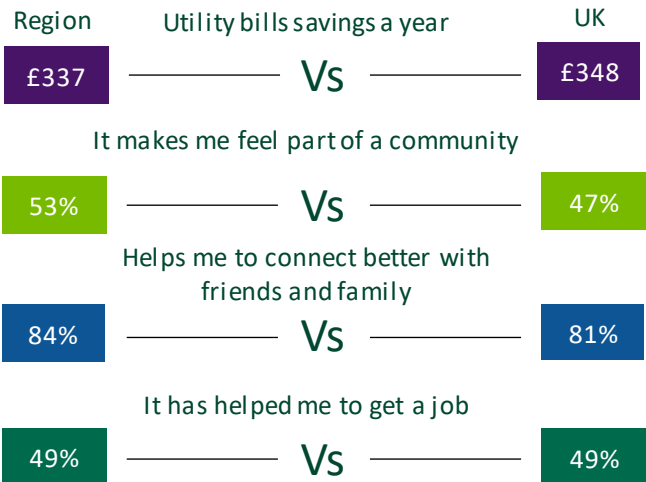
## Case Study

"Since my partner and I bought a proper 'fixer-upper', we've had to really monitor our finances and using digital has really helped with this. We have three different credit cards to keep track of. I am constantly online moving money from one place to another and to be honest, if I couldn't do that, I'd easily lose track of where our money goes. This is the only way to make it work!"

Susanna, South East

Source: LBG

## Benefits of being online



Source: CDI, n=389

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

- 82% 1 I can use search engines to find the information I'm looking for
- 81% 2 I can share documents with others by attaching them to an email
- 81% 3 I can communicate with others digitally using email or other messaging applications

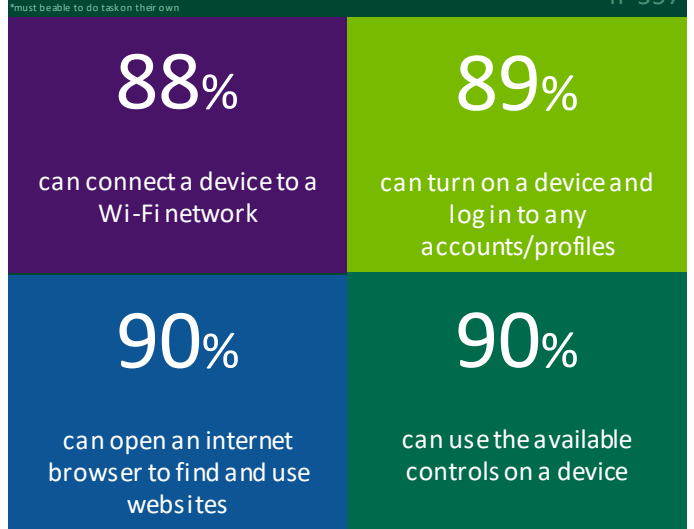
and the three tasks they are least likely to be able to do are:

- 75% 1 I can use online tutorials, web chat, FAQs and forums to solve problems
- 75% 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 improve my skills in using the internet and digital Apps/products/services

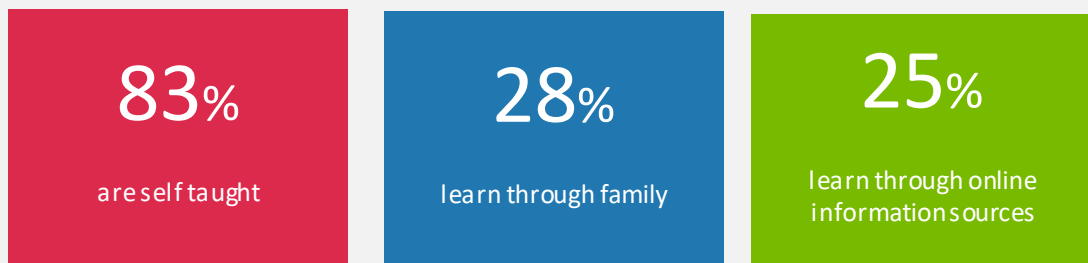
Source: EDS n=557

## Key Foundation Task Statistics\*

Source: EDS n=557



## Where are people learning their Digital Skills



Source: CDI, n= 389

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#ConsumerDigitalIndex

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