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.

Proportion of people with the Foundation Skill
UK average: 84%
Region n=557
UK n=4233
Source: EDS

Proportion of people with Essential Digital Skills for Life
UK average: 78%
Region n=557
UK n=4233
Source: EDS

Proportion of people with Essential Digital Skills for work
UK average: 48%
Region n=896
UK n=2117
Source: EDS

Proportion of people who are offline
UK average: 8%
Region n=414
UK n=2710
Source: EDI

This number is amongst those working in East England, South East and London.
Over the last six years, the Consumer Digital Index data and work with partners 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

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57% of people in the South East believe their digital skills have improved in the last year

UK Average: 57%

**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

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

- **1.** I can use search engines to find the information I’m looking for
- **2.** I can share documents with others by attaching them to an email
- **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:

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

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**Benefits of being online**

<table>
<thead>
<tr>
<th>Region</th>
<th>Utility bills savings a year</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£337</td>
<td>£348</td>
</tr>
</tbody>
</table>

It makes me feel part of a community

53%  Vs  47%

Helps me to connect better with friends and family

84%  Vs  81%

It has helped me to get a job

49%  Vs  49%

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**Key Foundation Task Statistics**

- **88%** can connect a device to a Wi-Fi network
- **89%** can turn on a device and log in to any accounts/profiles
- **90%** can open an internet browser to find and use websites
- **90%** can use the available controls on a device

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**Where are people learning their Digital Skills**

- **83%** are self taught
- **28%** learn through family
- **25%** learn through online information sources

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Foundation and EDS results from face-to-face, omnibus, nationally representative survey conducted by Ipos MORI between 10th-27th Jan 2020 on behalf of LBG of 4,233 UK (South East n= 557) citizens 15+.

Full details can be found here