UK Consumer Digital Index 2020

Spotlight on consumers in the South West

Regional Summary

7% of people in the South West are offline - 1% fewer than the UK average. Of those who are online, 70% are saving more than the UK average and 85% of people feel being online has more advantages than disadvantages. Since 2019, there has also been a reduction in the proportion who believe their digital skills aren’t good enough in the area, which has almost halved, suggesting some improved confidence in the South West.

Whilst this is encouraging, more could be done to improve workplace skills. 45% of The South West may have been able to find and obtain a job online, but when combined with Wales, this is the area with the lowest levels of Essential Digital Skills for Work - potentially due to the higher proportion of older people and retirees versus other UK regions.

<table>
<thead>
<tr>
<th>Proportion of people with the Foundation Skill</th>
<th>Proportion of people with Essential Digital Skills for Life</th>
<th>Proportion of people with Essential Digital Skills for work</th>
<th>Proportion of people who are offline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: EDS</td>
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<td>Source: CDI</td>
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<tr>
<td>83%</td>
<td>78%</td>
<td>40%</td>
<td>7%</td>
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</tbody>
</table>

UK average: 84%
Region n=289
UK n=4233

UK average: 78%
Region n=289
UK n=4233

UK average: 48%
Region n=212
UK n=2117

UK average: 8%
Region n=313
UK n= 2710

Source: EDS

Full details can be found here.
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

**Case Study**

“The current situation has proved an excellent opportunity to practice and share my digital skills. Over the last week and weekend I’ve taught my parents how to use WhatsApp and Tesco online shopping, to keep them connected and well fed during their lockdown period; and on the weekend my wife and I hosted a Zoom video call with my parents and brother to keep everyone connected.

This is proving a great way to combat self-isolation and mental health concerns at this worrying time”

Mitch Pomfret, Gloucestershire

**Benefits of being online**

<table>
<thead>
<tr>
<th>Region</th>
<th>Utility Bills Savings A Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>£395</td>
<td>Vs</td>
</tr>
</tbody>
</table>

It makes me feel part of a community

| 45% | Vs | 47% |

Helps me to connect better with friends and family

| 80% | Vs | 81% |

It has helped me to get a job

| 45% | Vs | 49% |

**Key Foundation Task Statistics**

- **87%** can connect a device to a Wi-Fi network
- **90%** can turn on a device and log in to any accounts/profiles
- **90%** can open an internet browser to find and use websites
- **91%** can use the available controls on a device

The three EDS Life tasks* that people in the South West 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 respond to requests for authentication
3. I can set up an email account

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

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

**Where are people learning their Digital Skills**

- **80%** are self taught
- **30%** learn through family
- **26%** learn through work

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*must be able to do task on their own

Source: CDI, n=313 for South West

Source: EDS, n=289

Source: CDI, n=290

Source: CDI, n=313

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Full details can be found here