



# 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.

83%

Source: EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=289  
UK n=4233

78%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=289  
UK n=4233

40%

Source: EDS

Proportion of people with Essential Digital Skills for work

*This number is amongst those working in South West and Wales*

UK average: 48%

Region n=212  
UK n=2117

7%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=313  
UK n= 2710



@LloydsBankNews

#ConsumerDigitalIndex



DigitalSkillsInclusion@lloydsbanking.com



LLOYDS BANK

# 54%

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

UK Average: 57%

Source: CDI, n = 313

## 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

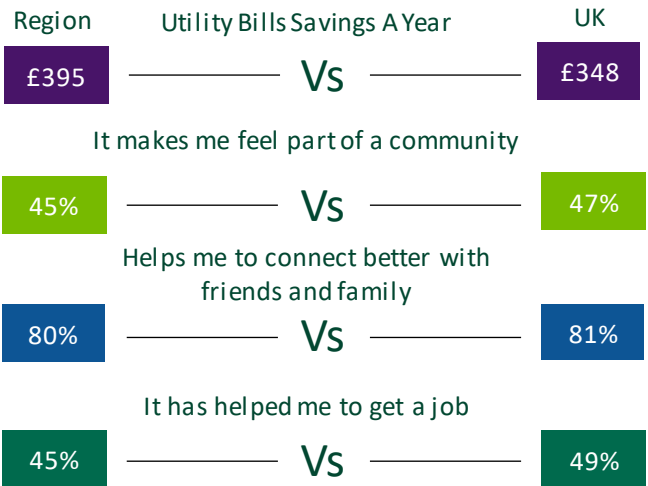
“The current situation has proved an excellent opportunity to practice and share my digital skills. Over the last week and weekend I’ve taught my parents how to use WhatsApp and Tesco online shopping, to keep them connected and well fed during their lockdown period; and on the weekend my wife and I hosted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

Source: LBG

## Benefits of being online



Source: CDI, n=290

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

- 81% 1 I can use search engines to find the information I'm looking for
- 81% 2 I can respond to requests for a authentication
- 80% 3 I can set up an email account

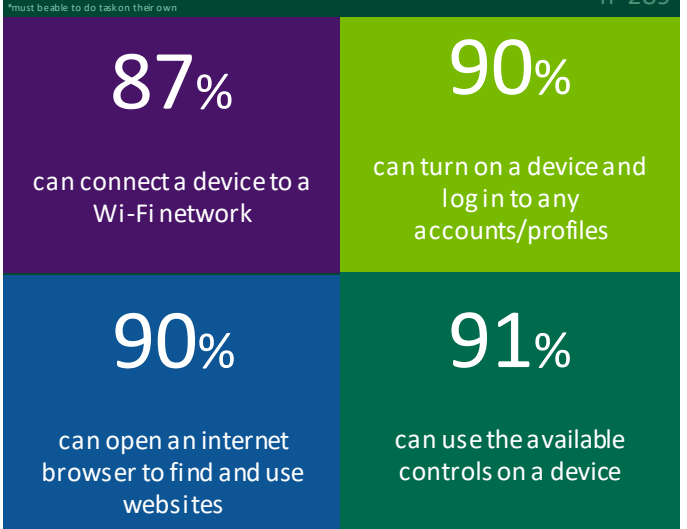
and the three tasks they are least likely to be able to do are:

- 73% 1 I can store information online and access content from a different device
- 70% 2 I can use online tutorials, web chat, FAQs and forums to solve problems
- 69% 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=289

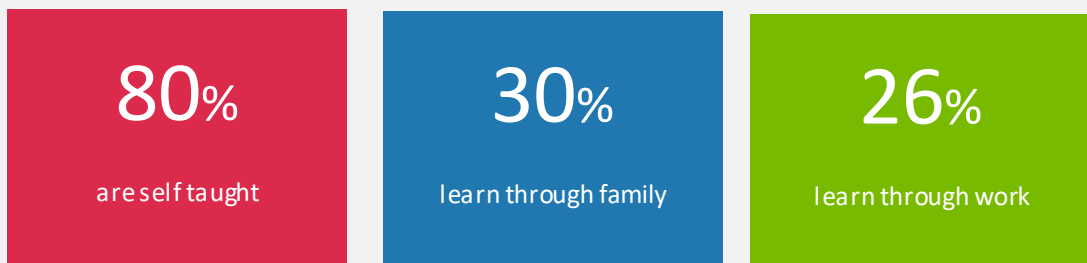
## Key Foundation Task Statistics\*

Source: EDS n=289



\*must be able to do task on their own

## Where are people learning their Digital Skills



Source: CDI, n= 313

@LloydsBankNews

#CharityDigitalIndex

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 (South West n= 289) citizens 15+.

[Full details can be found here](#)