



UK Consumer Digital Index 2020

Spotlight on consumers in Wales

Regional Summary

Wales has the highest proportion of people in any nation or region of people who are offline at 15%. This has increased since last year, and a quarter of people believe their skills are not good enough. The proportion of people who have Foundation skills and Essential Digital Skills for life in Wales are significantly below the UK average. Whilst Wales may have the furthest to go to increase digital engagement, it also has the most to gain. The work of Digital 2030 and Digital Communities initiatives will increase engagement and unlock the benefits for the nation. For those who are already using digital, they are reaping the financial benefits, saving a quarter more on average than the rest of the UK for utility bills; it's also helping them to communicate and solve problems more effectively.

73%

Source: EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=215
UK n=4233

67%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=215
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

15%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=153
UK n= 2710



52%

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

UK Average: 57%

Source: CDI, n = 153

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

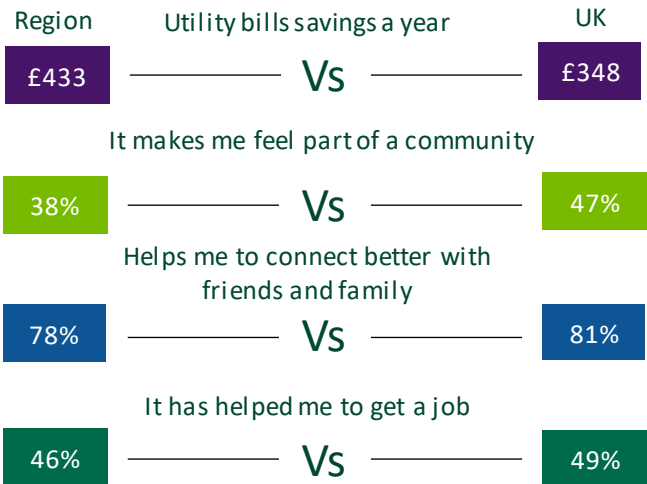
Case Study

“As a supply teacher covering a Year 2 class at the start of lockdown, my job moved online. I was able to offer support and advice for parents via a messaging tool called “Class dojo”, which allowed for a constant stream of communication whilst still keeping a professional relationship (office hours could be set, so that teachers are in control of when they can be contacted). Parents are able to post examples of the children’s work, and teachers can respond to these, issuing rewards in the form of ‘dojo points.’ As part of this communication, I posted daily questions for the children, teaching videos, stories and websites for them to access as part of their home learning”

Lucy Rogers, Penarth

Source: LBG

Benefits of being online



Source: CDI, n=130

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

- 70% 1 I can use search engines to find the information I'm looking for
- 69% 2 I can use the internet to find information that helps me solve problem
- 69% 3 I make sure not to share or use other people's data or intellectual property without their consent

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

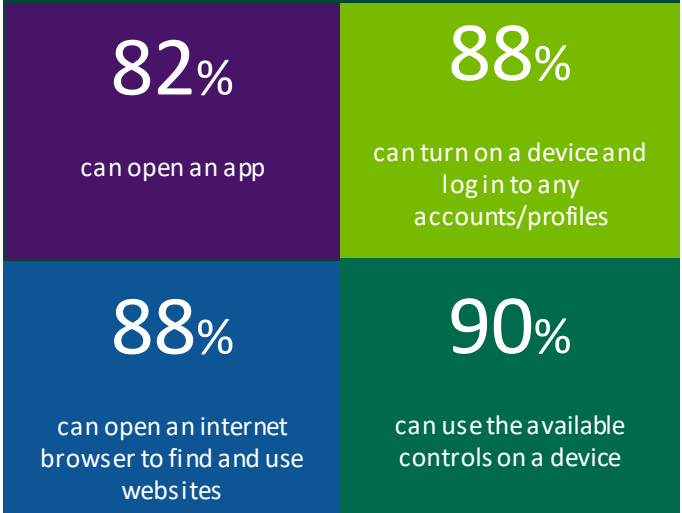
- 60% 1 I can use the internet to stream or download entertainment content
- 59% 2 I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
- 59% 3 I can store information online and access content from a different device

Source: EDS n=215

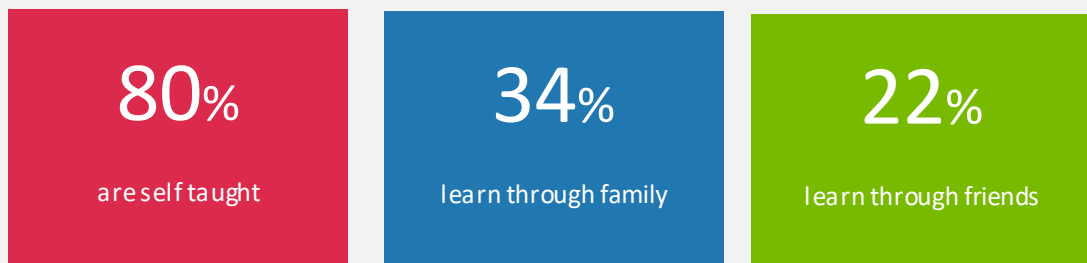
Key Foundation Task Statistics*

Source: EDS n=215

*most be able to do task on their own



Where are people learning their Digital Skills



Source: CDI, n= 130

@LloydsBankNews

#ConsumerDigitalIndex

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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 UK (Wales n=215) citizens 15+.

[Full details can be found here](#)