UK Consumer Digital Index 2020

Spotlight on consumers in The West Midlands

Regional Summary

The West Midlands has the highest proportion of people offline within England. There are more people in the region who recognise the benefits of time and money savings made through being online than the UK averages. However, security concerns around personal data are the highest in the West Midlands, suggesting a clear next step for activity in the area. It is also encouraging to see that both Foundation skills and Essential Digital Skills for Life are slightly above the UK averages for 2020 in this region; key tasks people can do are regarding using the Internet for problem solving.

86%
Source: EDS
Proportion of people with the Foundation Skill
UK average: 84%
Region n=327
UK n=4233

82%
Source: EDS
Proportion of people with Essential Digital Skills for Life
UK average: 78%
Region n=327
UK n=4233

44%
Source: EDS
Proportion of people with Essential Digital Skills for work
This number is amongst those working in East and West Midlands
UK average: 48%
Region n=277
UK n=2117

11%
Source: CDI
Proportion of people who are offline
UK average: 8%
Region n=257
UK n= 2710
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

56% of people in The West Midlands believe their digital skills have improved in the last year

UK Average: 57%

Case Study

“For me, having the internet is everything and means I can do anything at any time. I would be lost without my laptop, as it allows me to save a lot of time, whether that’s doing the weekly food shop or purchasing things on the internet (and being able to receive them the next day!). Having my phone also allows me to do all of this on the go, and have access to all of my content as it syncs between devices.”

Lisa, West Midlands

Benefits of being online

<table>
<thead>
<tr>
<th>Region</th>
<th>Utility bills savings a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>The West Midlands</td>
<td>£320 Vs £348</td>
</tr>
<tr>
<td>UK</td>
<td>£348</td>
</tr>
</tbody>
</table>

It makes me feel part of a community

43% Vs 47%

Helps me to connect better with friends and family

80% Vs 81%

It has helped me to get a job

47% Vs 49%

Key Foundation Task Statistics*

<table>
<thead>
<tr>
<th>Task</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I can use search engines to find the information I'm looking for</td>
<td>84%</td>
</tr>
<tr>
<td>2. I can use the internet to find information that helps me solve problems</td>
<td>83%</td>
</tr>
<tr>
<td>3. I am careful with what I share online</td>
<td>83%</td>
</tr>
</tbody>
</table>

The three EDS Life tasks * that people in The West Midlands 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 use the internet to find information that helps me solve problems
3. I am careful with what I share online

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 improve my skills in using the internet and digital Apps/products/services
3. I can communicate with others using video tools

Where are people learning their Digital Skills

81% are self taught

36% learn through family

24% learn through work

*must be able to do task on their own

Source: EDS, n=327