

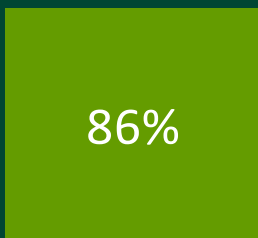


UK Consumer Digital Index 2020

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.

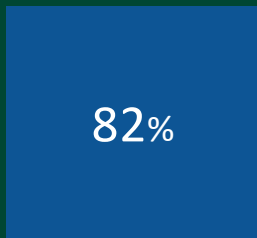


Source :EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=327
UK n=4233

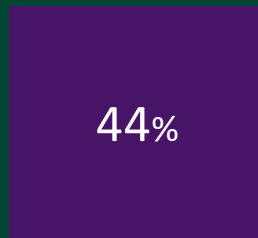


Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=327
UK n=4233



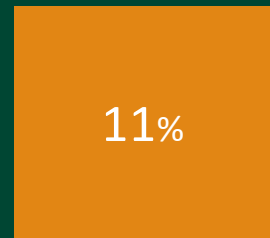
Source: EDS

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



Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=257
UK n= 2710



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56%

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

UK Average: 57%

Source: CDI, n = 257

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

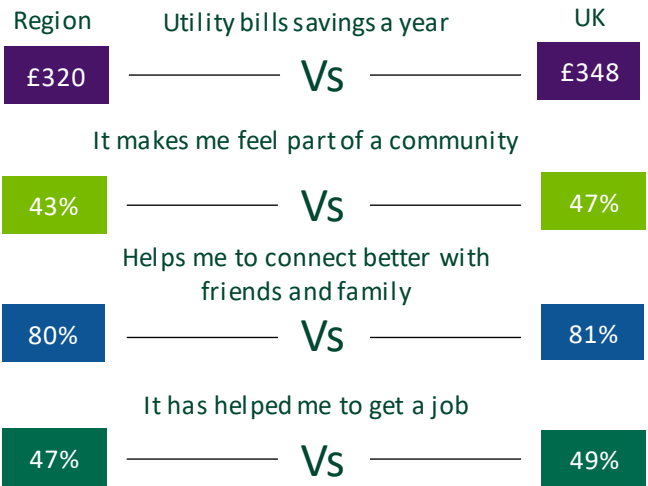
Case Study

“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

Source: LBG

Benefits of being online



Source: CDI, n=230

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

- 84% 1 I can use search engines to find the information I'm looking for
- 83% 2 I can use the internet to find information that helps me solve problems
- 83% 3 I am careful with what I share online

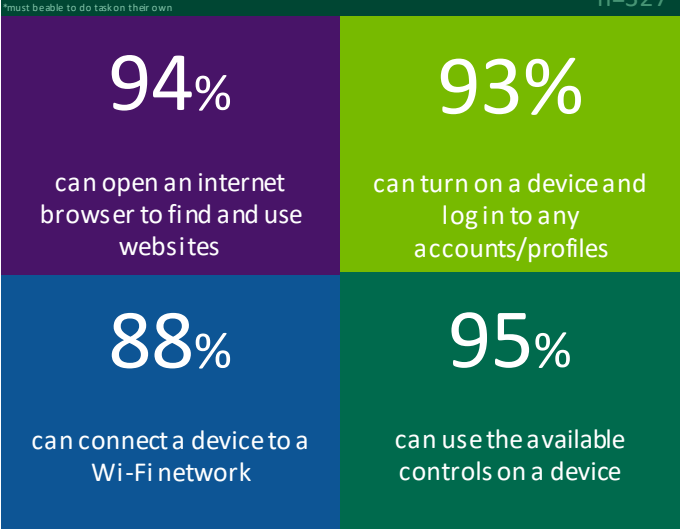
and the three tasks they are least likely to be able to do are:

- 77% 1 I can store information online and access content from a different device
- 76% 2 I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps/products/services
- 76% 3 I can communicate with others using video tools

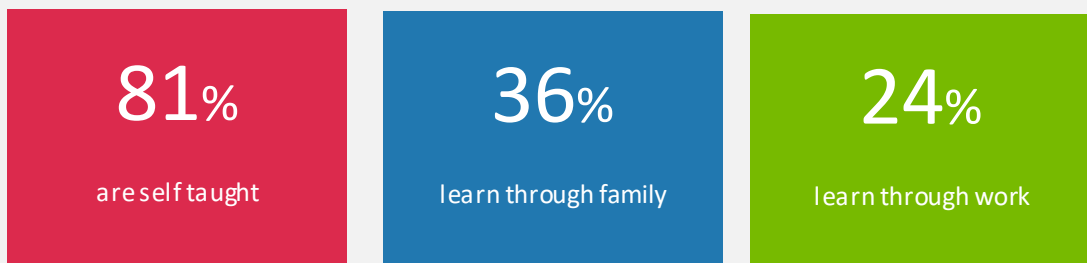
Source: EDS n=327

Key Foundation Task Statistics*

Source: EDS n=327



Where are people learning their Digital Skills



Source: CDI, n= 230

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