



UK Consumer Digital Index 2020

Spotlight on consumers in Yorkshire and The Humber

Regional Summary

1 in 10 of people in the region are offline and confidence has increased significantly over the last year. In 2019, a third of people believed their skills were not good enough, however this year this has decreased by 38% to just a fifth of people in the region. Reassuringly, those in Yorkshire and Humber have seen the positive benefit that being online can help with securing a new job, which is important as the proportion of people with Essential Digital Skills for work in the North* as a whole is 6 percentage points below the UK average. As region has a much higher proportion of people who use the internet outside of work but do not use it for their job.

* North East, North West, Yorkshire and the Humber

84%

Source : EDS

Proportion of people with the Foundation Skill

UK average: 84%

Region n=398
UK n=4233

77%

Source: EDS

Proportion of people with Essential Digital Skills for Life

UK average: 78%

Region n=398
UK n=4233

42%

Source: EDS

Proportion of people with Essential Digital Skills for work

This number is amongst those working in North East, North West and Yorkshire and the Humber

UK average: 48%

Region n=495
UK n=2117

10%

Source: CDI

Proportion of people who are offline

UK average: 8%

Region n=239
UK n= 2710



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54%

of people in Yorkshire and The Humber believe their digital skills have improved in the last year

UK Average: 57%

Source: CDI, n = 239

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

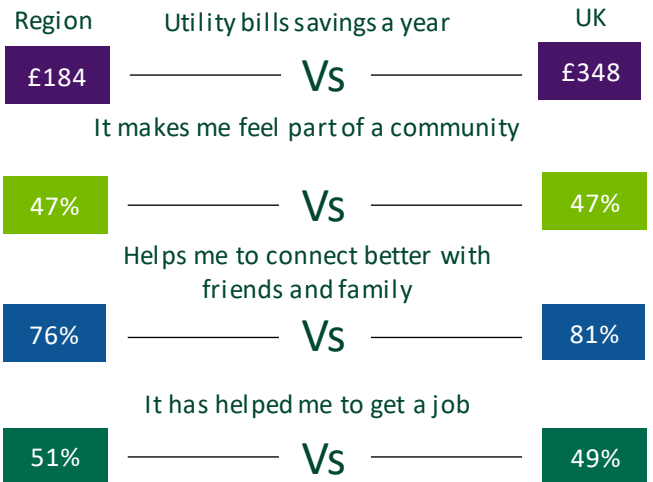
"I have been working closely with managers and their teams to scope and build their homeworking risk assessments. We have collaborated on the assessments using Lync, which was a great opportunity for me to demonstrate the additional facilities and get everyone comfortable and confident in using them in their remote-working day.

Some have commented that this has been a "game-changer" for them and many say they will use this new skill to stay in contact with their teams whilst we're all working from home"

Caroline McIlroy, Leeds

Source: LBG

Benefits of being online



Source: CDI, n=216

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

- 80% **1** I can use search engines to find the information I'm looking for
- 79% **2** I can keep the information I use to access my online accounts secure, by using different and secure passwords for websites and accounts
- 79% **3** I can respond to requests for authentication

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

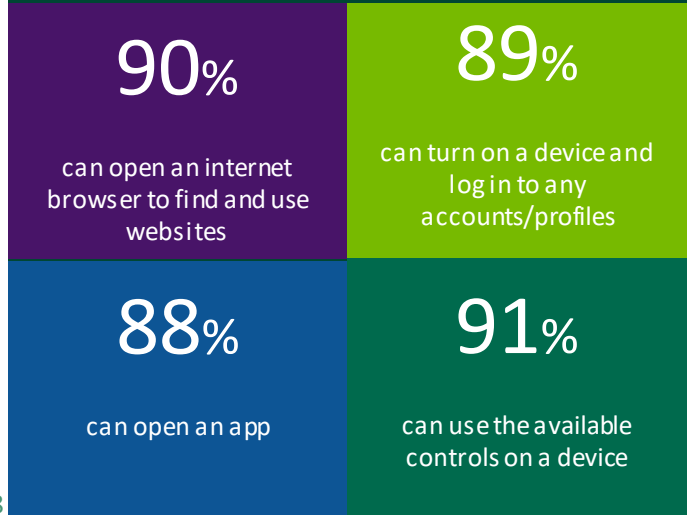
- 73% **1** I can identify secure websites by looking for the padlock and 'https' in the address bar
- 71% **2** I can post content on social media platforms
- 71% **3** I can store information online and access content from a different device

Source: EDS n=398

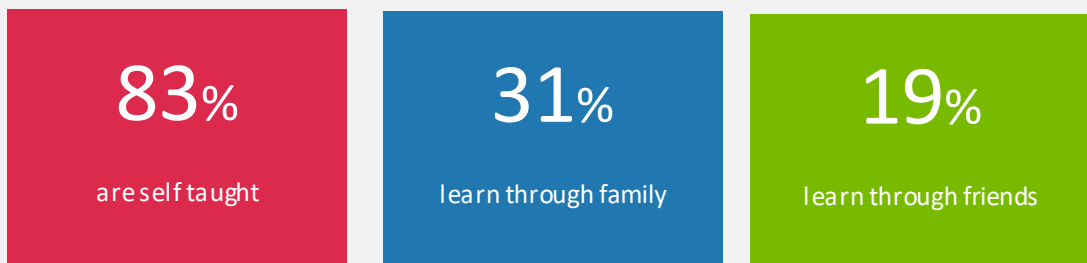
Key Foundation Task Statistics*

Source: EDS n=398

*must be able to do task on their own



Where are people learning their Digital Skills



Source: CDI, n= 216

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