

Households in the UK Are Becoming More Digitally-Savvy, Some for the First Time

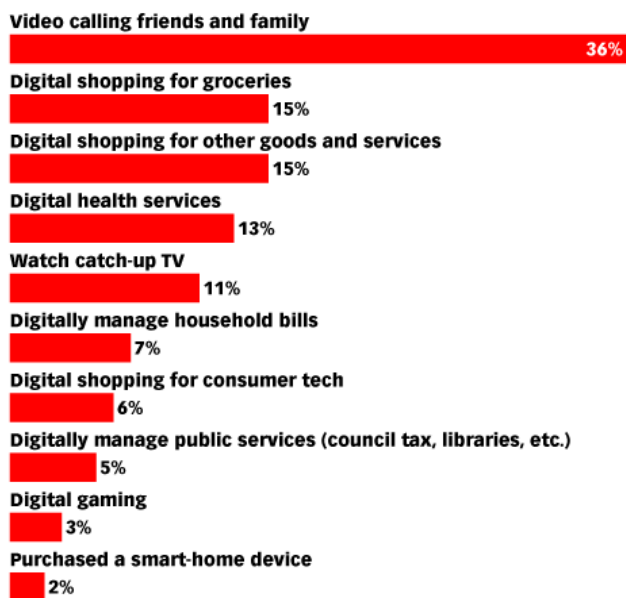
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The pandemic is pushing more people to digital—some even for the first time—as many look to activities they may not have considered before lockdown.

Which Activities Have UK Households Done/Used for the First Time Since the Coronavirus Pandemic?

% of respondents, June 2020



Note: ages 18+

Source: EY as cited in company blog, June 17, 2020

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While the largest share of UK respondents (36%) said they used video calling for the first time since the pandemic to speak with friends and family, a good number of respondents said they tried online grocery shopping (15%), digital health services (13%) and even managed their household bills digitally (7%) for the first time, per June 2020 data from EY. As consumers continue to adopt digital tools, these behaviors may persist post-pandemic.

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