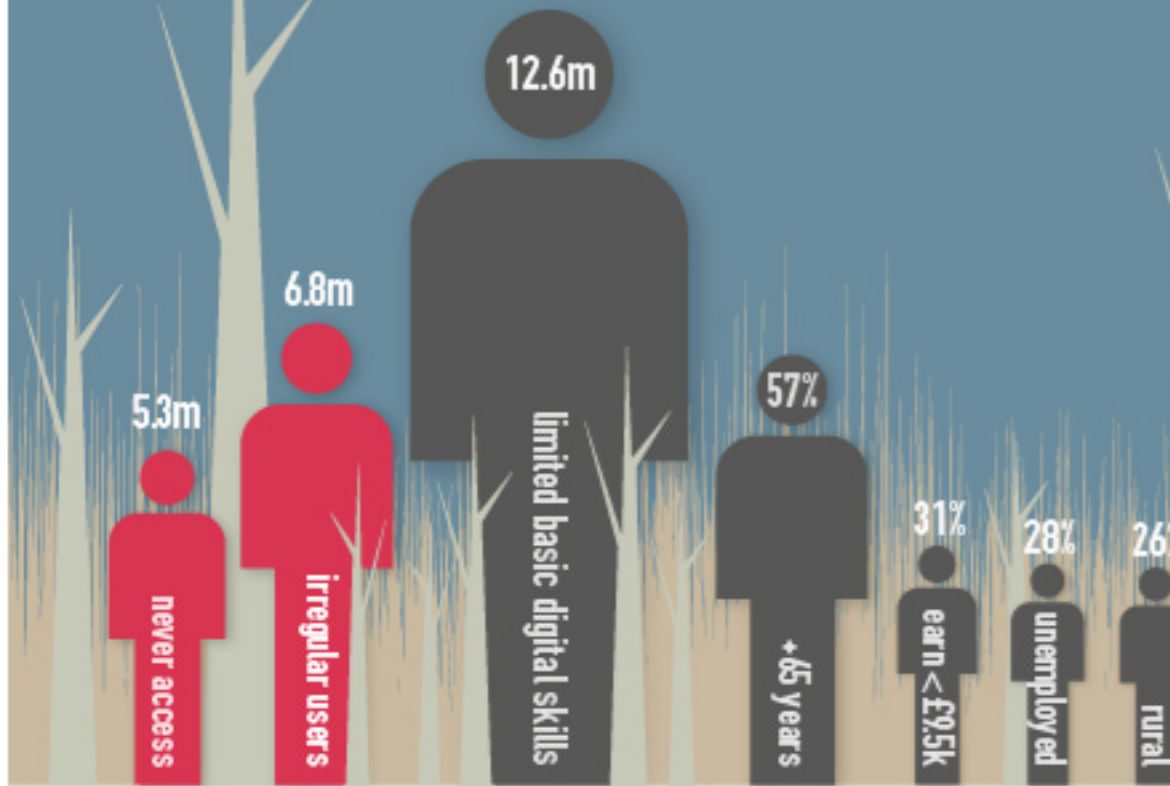


# DIGITAL NATION 2016 SOURCES



**ACCESS**

Basic Digital Skills UK Report 2015

ONS Internet Users in the UK: 2016

Ofcom Adults' Media Use and Attitudes Report 2016

Based on ONS adult population estimate of 52.2m

**no intention**

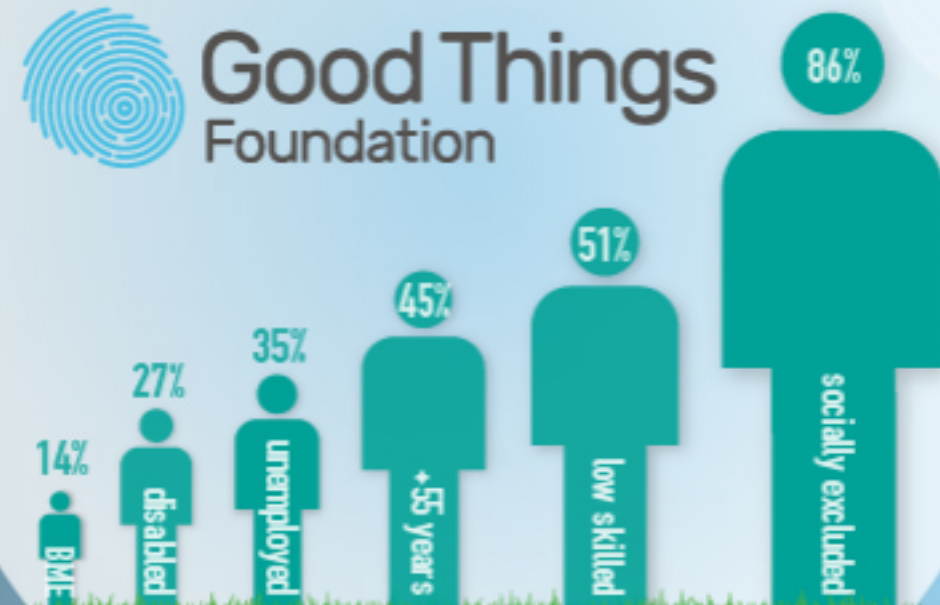
Ofcom Communications Market Report 2016

**perceived barriers**

Ofcom Communications Market Report 2016

**OFFLINE NATION**  
POP. 12.6M

LOW INCOME • ELDERLY • UNEDUCATED



## people learning digital skills

Good Things Foundation Learner Survey 2016/17 for Q1 and Q2

People learning digital skills are defined as socially excluded if they are disabled, unemployed, in HBAI relative income poverty, educated below level 2, resident in social or sheltered housing, or homeless.

## outcomes...

Good Things Foundation Learner Survey 2016/17 for Q1 and Q2

Supporting the 12.6m: what happens when we overcome these barriers through learning about being online? (Specifically related to the activities of Good Things Foundation).

People learning digital skills in this case is defined as those using the Learn My Way platform to learn basic online skills.

manage information

Basic Digital Skills UK Report 2015

create

BASIC DIGITAL SKILLS

transact

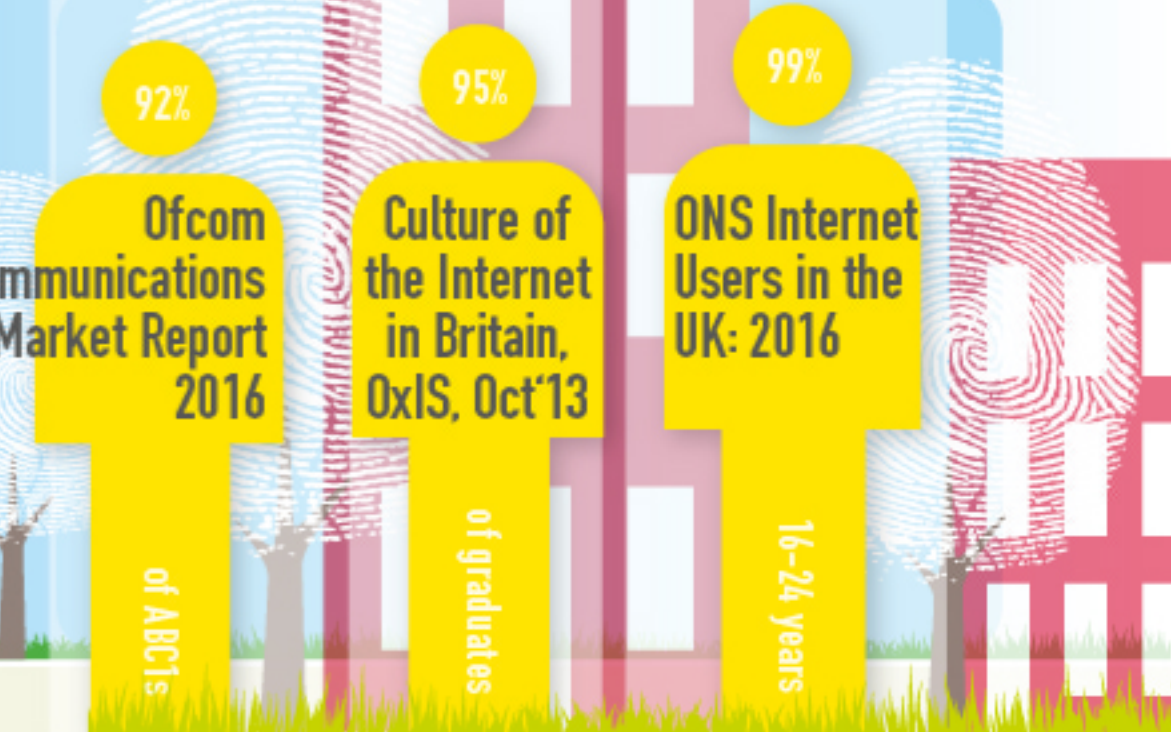
problem solve

communicate

**ONLINE NATION**  
POP. 40M

BETTER OFF • YOUNG • EDUCATED

Ofcom Communications Market Report 2016



## device ownership

Ofcom Adults' Media Use and Attitudes Report 2016

Ofcom Communications Market Report 2016

Lloyds Consumer Digital Index 2016

Lloyds Consumer Digital Index 2016

## internet access

Ofcom Adults' Media Use and Attitudes Report 2016

Ofcom Adults' Media Use and Attitudes Report 2016

## internet use

Ofcom Adults' Media Use and Attitudes Report 2016

www.goodthingsfoundation.org  
SOURCES www.goodthingsfoundation.org/DN