

DIGITAL NATION 2018

FACTS, STATS AND CLOSING THE GAPS

We don't have any essential digital skills

6.5m

NON USERS

NEVER USE THE INTERNET

don't use

13%

4.5m never used

8%

zero essential skills

8%

lapsed

1.6%

OFFLINE NATION

POP. 11.3M

LOW INCOME

OLDER

UNEDUCATED

ACCESS

Get help to get online

82%

socially excluded

OUR LEARNERS

42%

low skilled

37%

unemployed

disabled

27%

BAME

15%

LIMITED USERS

RARELY ENGAGE WITH THE INTERNET

7.4m

We don't have all 5 essential digital skills

11.3m

ONLINE NATION

POP. 40M

BETTER OFF

YOUNG

EDUCATED

ESSENTIAL DIGITAL SKILLS

handle information + content

transact

problem solve

communicate

We have all 5 essential digital skills

INTERNET USERS

USE THE INTERNET DAILY

86%

42% own a smart TV

48% I prefer using a smartphone to get online

MOBILE

Smartphone Tablet

78% use 58% own

70% to get online 26% use a tablet or smartphone only to get online

8% mobile-only to get online

62% of SMEs save a day a week through digital

76% PROGRESS TOWARDS EMPLOYMENT

86% PROGRESS TO FURTHER LEARNING

20% of disabled people

28% of > 60 years

84% not interested

51% of > 75 years

46% earn < £17.5k

61% are women

42% earn < £17.5k pa

63% are < 65 years

47% are disabled or in poor health

SKILLS

We'll help you learn

24% unable to check information sources found online

MOTIVATION

Let's raise awareness

52% I see no need

22% It's all too complicated

44% I access the internet by proxy

BARRIERS

17% I don't have the right kit

15% It costs too much

19% I have safety concerns

LIMITED USERS

1.6 x more in social grades D&E than in grades A&B

2.3 x more left education < 17yrs than left > 21yrs

3.2 x more < £10.4k earners than > £52k earners



Good Things Foundation

www.goodthingsfoundation.org

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