

Research aim

Since August 2018, Good Things Foundation, Professor Simeon Yates (University of Liverpool) and BT have been working in partnership to conduct research into the reasons why people do not engage with the internet.

The primary purpose is:

To better understand the specific reasons people in the UK give for being offline, in greater depth and granularity than currently available research.

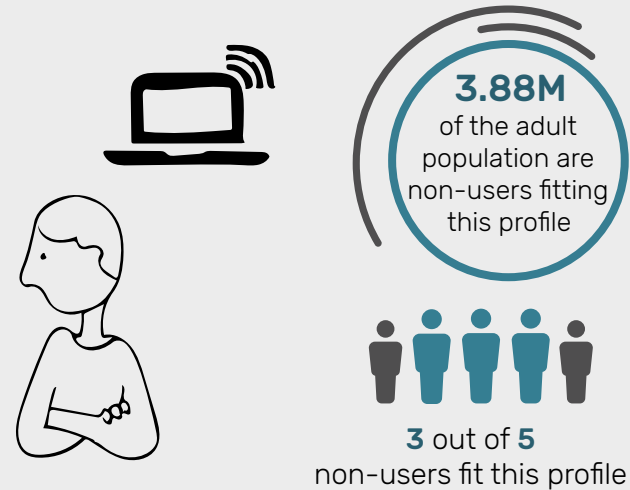
Research questions

To achieve this aim, the research has focused on answering the following key research questions:

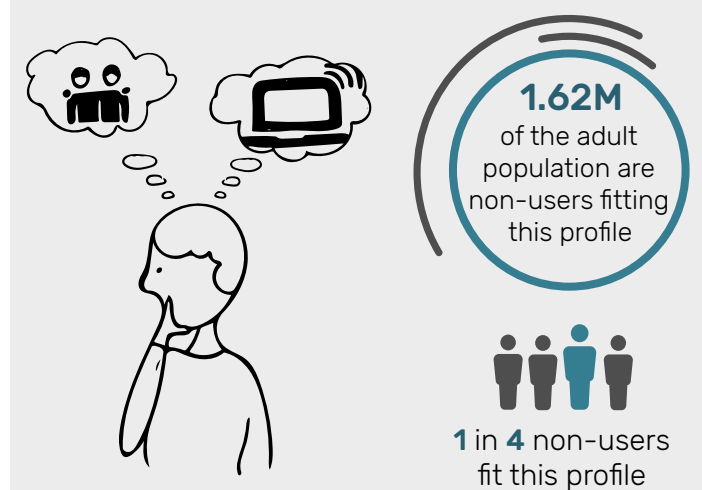
1. What are the specific reasons people have for not engaging with the internet, below the level of 'motivation' or 'trust'?
2. How do these specific reasons vary by demographic (eg. unemployment, low skills, age), and which reasons are most important for different groups?
3. To what extent are the reasons people give for being offline 'masking' other/deeper reasons or issues, including the role of proxy users?

Four main motivational groups:

1 | It's not for me



2 | I lack support



3 | It's too complicated



4 | It's too expensive



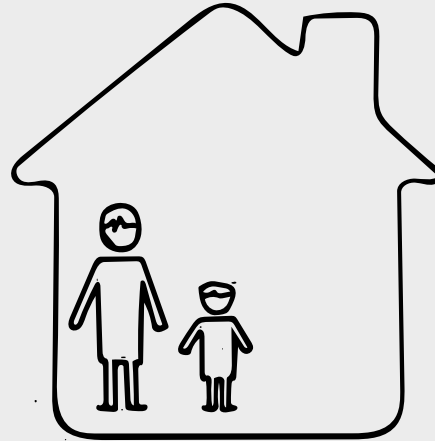
Focus on those saying 'the internet is not for me'

The largest group in the data was those saying 'it's not for me'. It was also the group in which the strongest predictive links existed with people's demographics and circumstances. Our analysis of the Ofcom data has revealed that:

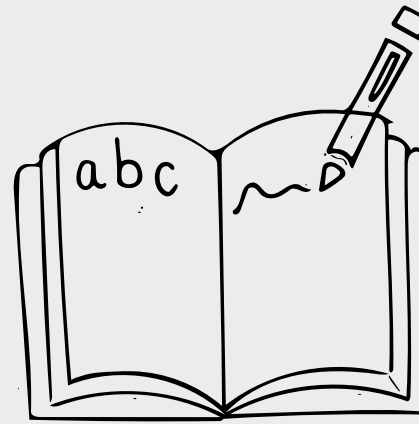


16
OR
21

Those who left education at or under 16 years are **2.8 times more likely** to be non-users saying 'it's not for me' than those who left education after 21.



Each child in the house makes you **1.7 times less likely** to be a non-user saying 'it's not for me'.



Those who are not "very" confident about their literacy are **2.4 times more likely** to be non-users saying 'it's not for me'.



Those in NRS social grades D & E are **3.2 times more likely** to be non-users saying 'it's not for me' than those in social grades A & B.