

DIGITAL NATION 2019

FACTS, STATS AND CLOSING THE GAPS

OFFLINE NATION

LOW INCOME
OLDER
UNEDUCATED

lapsed 1.5%
9%
NON USERS

We have **none** of the Foundation Digital Skills **8%**

16-24yrs 0.5%
75+yrs 53%
disabled 22%
unemployed 7%
retired 33%

NEVER 7.5%

We don't have all 7 Foundation Digital Skills **19%**

22%

LIMITED USERS

16-24yrs 8.5%
75+yrs 36%

ESSENTIAL DIGITAL SKILLS

be safe, legal + confident

handle information + content

transact

communicate

problem solve

ONLINE NATION

BETTER OFF
YOUNG
EDUCATED

91%

INTERNET USERS

16-24yrs 99%
75+yrs 47%
disabled 78%
employed 93%
retired 67%

no interest 75%
low income 47%
≤ secondary ed 71%

65+yrs 55%
disabled 47%
unemployed 36%
≤£11.99k 88%

not all Essential Digital Skills
22% for life | 53% for work

22%
SMEs can't find staff with digital skills

21%
SMEs are worried about cyber security

32% START VOLUNTEERING

57%
I learn online

34%
I apply for jobs

23%
I manage my physical + mental health

76% START USING ONLINE GOVT SERVICES

£21.9bn
10 year value of digitally included nation

LIFE BARRIERS

LACK ESSENTIAL SKILLS

digitisation job-loss risk
7.4m high | 12.9m medium

SME tech understanding
19% poor

60%
I'm worried about identity theft

58%
I'm worried about privacy and security

MOTIVATION

25%
I live with a health condition

76% PROGRESS TOWARDS EMPLOYMENT

BENEFITS FOR MOST DIGITALLY ABLE

82%
It helps me organise my life

39%
I feel less alone

57%
It improves my job prospects

49%
It helps me find work

48%
I feel part of a community

75%
It helps me save money

55%
I'm worried about use of my data

20%
I live in a rural area

CONFIDENCE

55%
I live in high / medium deprivation

38%
I live in socio-economic class D / E

86% PROGRESS TO FURTHER LEARNING



Good Things Foundation

www.goodthingsfoundation.org

Non-users

“We have none of the Foundation Digital Skills”
ONS, Internet Users, 2019

Non-user profile figures (% of population, age group, disability, employment status)
ONS, Internet Users, 2019 (“Never used the internet” and “lapsed users” combined)

% of non-users with ‘no interest’ in using the internet
Lloyds Bank Consumer Digital Index, 2019

% of non-users with low income
Lloyds Bank Consumer Digital Index, 2019

% of non-users with no more than secondary education
Lloyds Bank Consumer Digital Index, 2019

Barriers to being online (concerns about cybersecurity, identity theft, use of personal data)
Lloyds Bank Consumer Digital Index, 2019

% of 65+, disabled, and unemployed people, and households earning less than £12,000 per annum without Essential Digital Skills
Lloyds Bank Consumer Digital Index, 2019

Limited users

“We don’t have all 7 Foundation Digital Skills”
Lloyds Bank Consumer Digital Index, 2019

Limited user profile figures (% of population, age group) *Additional analysis of Ofcom Media and Attitudes Survey data, 2019, commissioned by Good Things Foundation, undertaken by Professor Simeon Yates, University of Liverpool*

Do not have all Essential Digital Skills for Life/Work. *Lloyds Bank Consumer Digital Index, 2019*

Risk of job loss through digitisation. *ONS, The Probability of Automation in England: 2011 and 2017, 2019*

% of SMEs with ‘poor’ technology understanding. *BIS, Digital Capabilities in SMEs: Evidence Review and Re-survey of 2014 Small Business Survey respondents, 2015*

(Barriers to SMEs becoming more digital) % of SMEs worried about cybersecurity, % of SMEs with lack of staff with digital skills. *Federation of Small Businesses, Learning the Ropes: Skills and Training in Small Business, 2017*

% of limited users living with a health condition, in a rural area, in a medium/high deprivation area, or in socioeconomic class DE. *Additional analysis of Ofcom Media and Attitudes Survey data, 2019, commissioned by Good Things Foundation, undertaken by Professor Simeon Yates, University of Liverpool*

Internet users

Internet user profile figures (% of population, age group, disability, employment status)
ONS, Internet Users, 2019

% of internet users who say they learn online, apply for jobs online, manage physical and mental health online
Lloyds Bank Consumer Digital Index, 2019

10-year value of a 100% digitally included nation (“net present value of providing everyone in the UK with digital skills by 2028”) *Cebr, The economic impact of Digital Inclusion in the UK, 2018; A Blueprint for a 100% Digitally Included Nation, Good Things Foundation, 2018*

Benefits for most digitally able (% that say ‘It (being online) helps me organise my life’, ‘I feel less alone’, ‘It improves my job prospects’, ‘It helps me find work’, ‘I feel part of a community’, ‘It helps me save money’)
Lloyds Bank Consumer Digital Index, 2019

Bridges towards a fully online nation (Progression reported following training on Good Things Foundation’s learning platform, Learn My Way or face-to-face training through an Online Centres Network centre)
Good Things Foundation, Learner Progression Surveys, 2017/18