

DIGITAL NATION UK 2022

FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD

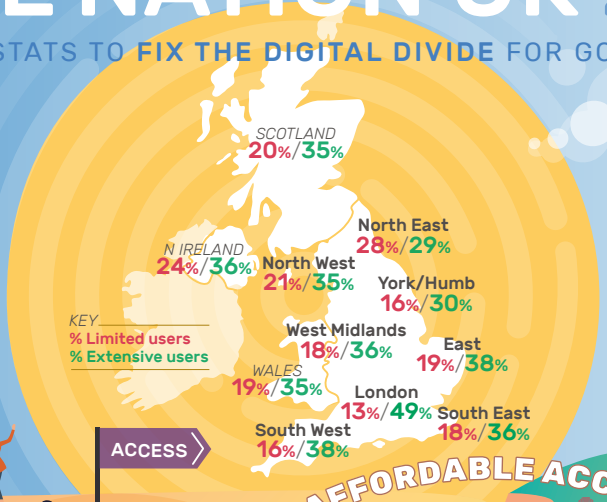
UK DIGITALLY EXCLUDED

10m
LACK THE MOST BASIC DIGITAL SKILLS

5.8m
People still excluded in 2032 without action

1 in 20
UK households have no home internet access

2m
UK households struggle to afford internet access



£9.48 ROI
FROM BASIC DIGITAL SKILLS SUPPORT

UK DIGITALLY INCLUDED

30.8m
HIGHLY ENGAGED USERS

22m
NHS APP USERS

Good Things

Compared to extensive users **LIMITED USERS ARE...**

4 x more likely from low income households

10 x more likely to be over-65

8 x less likely to have post-18 education

7m low-income households are going without essentials

85% low-income adults say connectivity is essential in their lives

3% of households on Universal Credit are on a social tariff

74% mixed ethnicity and Black internet users faced potential online harm in the last 4 weeks

16% 18-25s have no access to a laptop or desktop

36% of workers lack essential digital skills for work

BE ABLE & SAFE ONLINE

CONFIDENCE

SAFETY

WHY PEOPLE ARE NOT ONLINE

MOTIVATION

11% I'm worried about online safety

20% It's too expensive

21% I'm not interested

21% It's too complicated

SKILLS

Good Things Foundation

#FixTheDigitalDivide

BENEFITS OF BEING ONLINE

I get better value
The most digitally engaged pay £228 less on their bills per year than the least engaged.

I'm happier
85% connect better with friends and family.

I'm better off
Manual workers with high or very high digital engagement earn £421 more a month than less digitally engaged peers.

Better for the UK
£1.4bn invested in basic digital skills over next 10 years returns £12.2bn Net Present Value.

7.6 KG

National Device Bank
REFURBISHING CAN SAVE 90% CO₂ EMISSIONS

77.6 KG

National Digital Inclusion Network

National Databank

Learn My Way

Key data sources: Ofcom 2022, Lloyds Banking Group Consumer Digital Index 2021, Cebr 2022
Full sources at www.goodthingsfoundation.org/insights/building-a-digital-nation
National Databank: data donated by Virgin Media O2, Vodafone and Three