

DIGITAL NATION UK 2020

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

UK DIGITALLY EXCLUDED

7m
NO internet access at home⁵

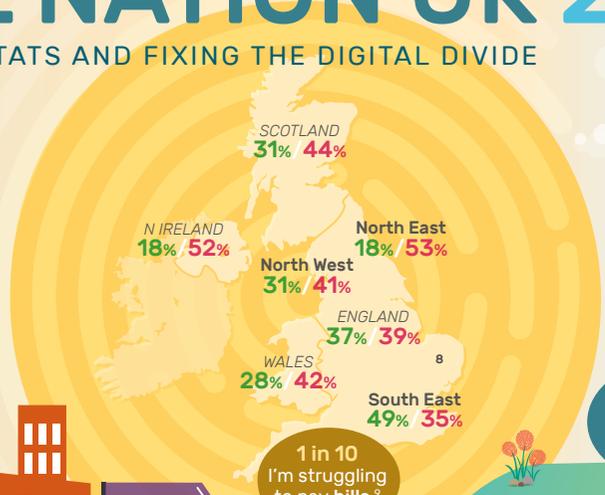
9m
CAN'T USE INTERNET WITHOUT HELP¹



38% non or lapsed users worried about privacy + security⁷

1.2m increase in basic device + internet ability since 2019³

<£20k earners with least digital engagement pay **42% more on utilities** than the most digitally engaged.⁴



42% of population worried about fraud + scams⁶

5
4
3
2
1
ESSENTIAL DIGITAL SKILLS FRAMEWORK

UK DIGITALLY INCLUDED

27.6m
HIGHLY ENGAGED²

£348 I saved on utility bills alone.²⁸

80% Digital is a vital support for me in lockdown.¹⁴

11k+ devices with data + support delivered by Good Things during the pandemic.³⁵

77% Online learning benefits my mental health.²⁶

44% I manage my health + wellbeing online.³⁰

10% of UK economic output is linked to online learning for work²⁷

49k+ more Good Things online learning episodes.³⁶

900+ Good Things community partners continue support including remotely.³⁷

55% I feel more part of a community.³²

4 in 5 adults use a smartphone.³⁴

87% I connect better with my friends and family.³¹

75% Every community needs a place to get Internet skills help.¹⁹

57% I earn £2,160 more per year.²⁹

73% of small business owners agree that IT skills are essential for their business to thrive.³³

76% I have improved my job / prospects.³⁸

23% of children in DE households lack home broadband and access to a desktop, laptop or tablet.²¹

I'm retired and financially vulnerable.

10m do not or rarely use the internet.²⁰

I live alone in rented / sheltered accommodation.

SMARTPHONE ONLY
9x more likely in DE than AB households. It can affect critical engagement.²⁴

13.6m workers have digital life skills but lack digital work skills.²⁵

I have no/few qualifications, am isolated rurally and lack confidence in digital skills.

I live in a city and have never worked or had a long term job.

I have a longterm health condition / disability.

17m use the internet for limited purposes.²²

I'm a late-career parent with children at home, struggling to get or keep work.

I'm a financially vulnerable full time carer.

I'm young, in semi/unskilled work, unlikely to go to university.

I live alone with little contact and am vulnerable to COVID-19.¹²

SKILLS

11m use the internet for social media and entertainment.²³

MOTIVATION

I don't know where to get help.¹³

2.7m claimant count. **730k** less employed in July than March. Many need new digital skills to find work.¹⁰

1 in 10 I'm struggling to pay bills.⁹

I can't afford home broadband or mobile data.¹¹

DATA POVERTY LAB

COVID-19 exacerbates the digital divide

56% I'm furloughed and want to learn new digital skills.¹⁷

29% I was helped to use the internet for the first time.³⁹

57% I improved my digital skills in lockdown.¹⁶

61% The internet should be a utility.¹⁸

27% I used mobile payments for the first time.¹⁵

75% Every community needs a place to get Internet skills help.¹⁹

87% I connect better with my friends and family.³¹

73% of small business owners agree that IT skills are essential for their business to thrive.³³

76% I have improved my job / prospects.³⁸

DIGITAL CATCH UP



Good Things Foundation

Improving lives through digital

Digital Nation UK 2020 Explainer

On the horizon 9m struggle to use the internet independently.¹ 27.6m are highly digitally engaged.² 1.2m more people gained basic internet abilities since last year.³ The benefits of digital inclusion can be greater for those earning less.⁴ But 7m (11%) are still offline.⁵ Online safety is an issue for all,⁶ and can be a big barrier for some.⁷ **The map** shows some differences between extensive internet users (in green) and limited or non-users (in red), using Ofcom data.⁸

Digital Nation UK 2020 carries a warning: 'COVID-19 exacerbates the digital divide.' 3 bridges set out ways to **cross this divide**: a Digital Catch-up scheme; a Data Poverty Lab; and a Digital Strategy for all. In the **left COVID-19 zone: challenges compounded by COVID-19** include reduced incomes,⁹ redundancies,¹⁰ not being able to afford internet access,¹¹ isolation,¹² and not knowing where to turn.¹³ In the **right COVID-19 zone: how digital has helped people in the pandemic**: as a vital support,¹⁴ using mobile payments,¹⁵ improving skills,¹⁶ and wanting to improve skills.¹⁷ A new public poll indicates support for internet access to be recognised as a utility¹⁸ and for every community to have a place to get help with Internet skills.¹⁹

Digitally Excluded UK (on the left, in red), are those who **never or rarely use the internet**.²⁰ Some use the internet but lack adequate home access to broadband or suitable devices.²¹ A worrying number of 'limited internet users' (in orange) are online but using the internet for very few things.²² For example, young people with no or few qualifications who only use the internet for social media or entertainment.²³

Many limited users only have a smartphone; this can affect critical engagement.²⁴ Many still lack the digital skills needed for work.²⁵ **Four signposts** point to access, motivation, confidence and skills as factors needed to cross the digital divide.

Digitally Included UK (on the right, in green) shows the **benefits for those digitally engaged**, including the mental health²⁶ and economic benefits²⁷ of online learning generally. Saving money,²⁸ increased earnings,²⁹ managing health and wellbeing,³⁰ connecting with family,³¹ and community life³² as well as helping businesses.³³ Many own a smartphone.³⁴

Finally, examples of **how we and our network have helped people before and during the pandemic**: supplying data, devices and support,³⁵ free online learning,³⁶ offering local and remote support,³⁷ developing skills,³⁸ and helping people go online for the first time.³⁹

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