

DIGITAL NATION UK 2023

FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD

UK
DIGITALLY EXCLUDED

10.2m
LACK THE MOST BASIC
DIGITAL SKILLS

5.8m

People digitally
excluded in 2032
without action

1 in 14

UK households
have no home
internet
access

2.5m

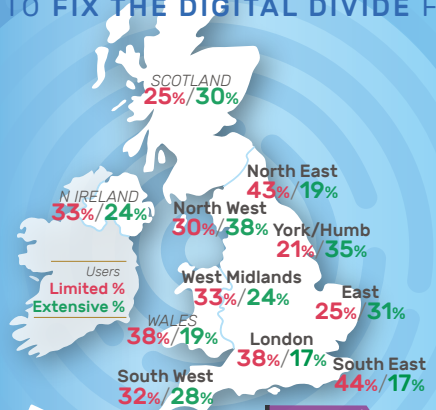
UK households
struggle to
afford fixed
broadband

UK
DIGITALLY INCLUDED

32.6m
HIGHLY ENGAGED
USERS

£9.48 ROI
FROM BASIC DIGITAL
SKILLS SUPPORT

30m
NHS APP USERS



ACCESS

SKILLS

CONFIDENCE

NATIONAL DATABANK

NATIONAL DEVICE BANK

MOTIVATION

TRUST

NATIONAL DIGITAL INCLUSION NETWORK



Good Things
Foundation

#FixTheDigitalDivide

Compared to EXTENSIVE USERS

NON-USERS are...

2 x more likely to have a disability or health condition
12 x more likely to be over-65

46% non-users asked someone to go online for them

REASONS PEOPLE ARE NOT ONLINE

20% It's too complicated

70% I'm not interested

20% It costs too much

LIMITED USERS ARE...

5 x more likely from low income households

6 x more likely to be over-65

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

20% unemployed people can't do any essential workplace digital tasks

1m lose broadband access in cost of living crisis

essentials can cost 25% more without internet access



68% community hubs need more devices for digitally excluded people

27% low-income adults only go online by smartphone

77% believe internet access is now an essential need

2.3m young people rely on mobile data for internet access

5% of households on Universal Credit took a social tariff

76% support Government investment in digital skills training to address digital exclusion

BENEFITS OF GOOD THINGS

94% felt their digital skills improved

86% felt more able to stay safe online

92% felt more confident

Learn My Way

Better for business
41% of UK workforce can do all 20 essential workplace digital tasks.

Better for the planet
90% of CO₂ emissions could be saved by reusing smartphones.

Better for the UK
£13.7bn benefit to the economy for fixing the digital divide.

BENEFITS OF BEING ONLINE

I'm happier
77% say the internet helps them connect with family and friends.

I'm better off
Manual workers with high digital engagement earn £5K more a year.

I'm saving
People with high digital engagement save £659 more a year.

I'm healthier
78% say they use the internet to support their wellbeing.

Key data sources include:
Ofcom 2023, Lloyds Bank UK Consumer Digital Index 2022, Citizen's Advice 2023,
Good Things Foundation 2023, Nominet Digital Youth Index 2022, Cebr 2022.
Full sources and accessible explainer at:
www.goodthingsfoundation.org/insights/building-a-digital-nation

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