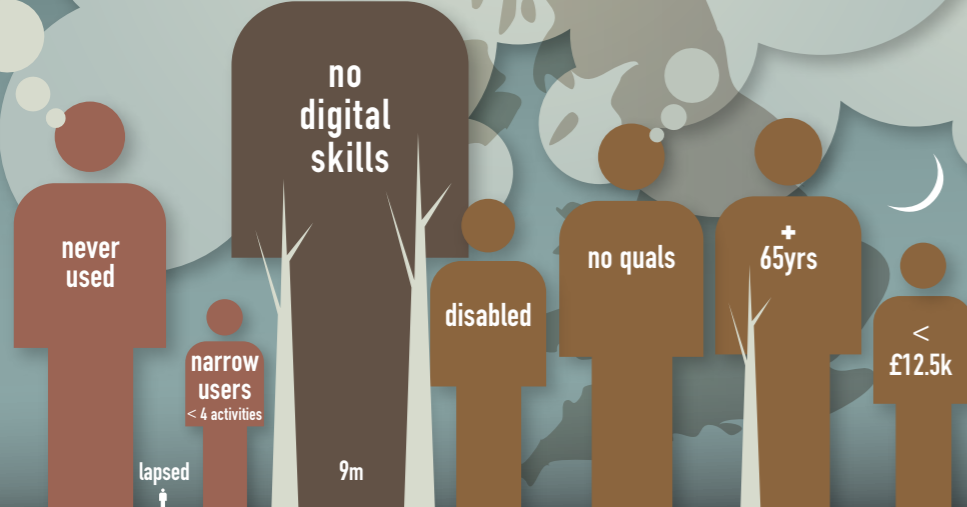


2014 DIGITAL NATION?

who's offline?

who's online?



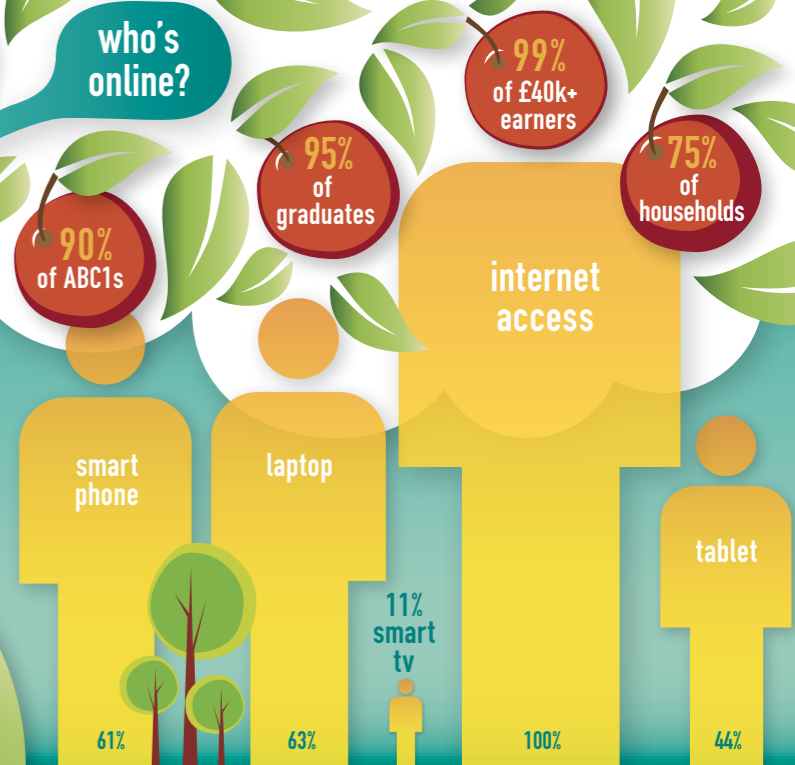
WELCOME TO THE OFFLINE NATION
POP. 9.5M

LOW INCOME • ELDERLY • UNEDUCATED

WELCOME TO THE ONLINE WORLD
POP. 41.9M

BETTER OFF • YOUNG • EDUCATED

FACTS, STATS AND CLOSING THE GAP



WHY WE'RE NOT ONLINE

32% say a **lack of online skills** is why they have no broadband at home

82% of people who don't have the internet at home say it's because they **have no interest**

SKILLS + CONFIDENCE

88% feel more **confident** after they get help to use the internet

SUSTAINED ACCESS

32% say **cost** is why they're not online at home

1% say **lack of broadband access** is why they're not online

MOTIVATION

We don't have the skills

We'll help you learn

We don't have access

Get help with access at home

Let's raise awareness

1-1 support
volunteers and expert tutors

access
wi-fi, signposting + partnership

local marketing
calls to action from local brands

online learning
own pace, any place, bitesized, pick 'n' mix

outreach
helping people where they live, work and play

hyperlocal delivery
friendly informal community spaces

intermediaries
trusted partners helping hard-to-reach people

inspiration
showing the web as relevant and fun

WHY WE ARE ONLINE . . .

57% bank

56% social

53% tv/video

64% shop

86% search

82% email

24% auction

32% govt

Jobs

People with good ICT skills earn between 3%-10% more than those without.

72% of employers wouldn't even interview entry level candidates with no IT skills.

Money

People who are online are on average £440 a year better off.

Britain has an online retail surplus of \$1 billion. More than the USA and Germany combined.

BENEFITS

Social

33% of people got online to communicate with friends and family.
The social value of the internet for someone with low digital skills is £1064 a year.

Health

36% visited their GP less after using NHS Choices.
41% of NHS Choices users say the website helps them manage their own symptoms.

Education

A person with a degree is 3 x more likely to use the internet than one without.
Being online drives >£768m from educational attainment and lifetime earnings.

Public services

Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.
The government could save as much as £70bn by 2020 if it adopted plans to work smarter and digitise its activities.

