

who's offline?

who's online?

# 2015 DIGITAL NATION

FACTS, STATS + CLOSING THE GAP

manage information

create

transact

BASIC DIGITAL SKILLS

communicate

problem solve

100%

no basic digital skills

60%

no quals

57%

+ 65yrs

49%

disabled

47%

never access

31%

< £9.5k

26%

rural

2% lapsed

OFFLINE NATION  
POP. 12.6M

LOW INCOME • ELDERLY • UNEDUCATED

ONLINE NATION  
POP. 40M

BETTER OFF • YOUNG • EDUCATED

85%

of households

92%

of ABC1s

95%

of graduates

99%

16-24 years

99%

earn >£40k

### MOTIVATION

Let's raise awareness

82% are not online at home because they **have no need**.

### WHY WE'RE NOT ONLINE

#### SKILLS + CONFIDENCE

We'll help you learn

17% are not online at home because of a **lack of online skills**

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

#### SUSTAINED ACCESS

Get help with access at home

21% say **cost** is why they're not online at home

<1% say **poor broadband** is why they're not online

### WHAT WE DO ONLINE

24% auction

33% music

33% govt

33% games

38% health

54% tv/video

61% smartphone

54% tablet

### HOW WE GET ONLINE

77% laptop / pc

20% smart tv

61% bank

62% shop

82% email

86% search

### 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.

### Money

Online households are on average £440 a year better off.

Brits buy more online than any other major economy. The UK internet economy is worth over £120bn.

### Jobs

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

72% of employers would not interview entry level candidates without IT skills.

25% of jobs are solely advertised online.

### BENEFITS

#### Public Services

Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.

Productivity benefits from giving everyone basic digital skills could provide a £243 million a year benefit for government.

#### Health

34% of people visited their GP less after using the NHS Choices website.

41% of NHS Choices users say the website helps them manage their symptoms.

NHS savings could amount to £121 million a year by 2025 if everyone had basic digital skills.

TINDER FOUNDATION

WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY

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