

Latest Digital Inclusion Data

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ONS Internet Users in the UK:
2016

Lloyds Bank Consumer Digital
Index 2017

ONS Internet Users in 2016

Statistician's Quote: "While we have seen a notable increase in internet usage across all groups in recent years, many older and disabled people are still not online, with two-thirds of women over 75 having never used the internet."

169%



The largest rise in recent internet use from 2011 to 2016 was with women aged over 75 over.

Compared to men aged 75 and over increased by 80.3%

In the oldest two age groups, men are more likely to use the internet than women in the same age groups.

99.2%

16 to 24 year olds are recent
internet users

32.6%

75 year old and over



25%



Of adults with disabilities never used the internet in 2016

There were 0.5 million disabled adults who had last used the internet over 3 months ago, making up 50% of the 0.9 lapsed internet users.

Lloyds Bank Consumer Digital Index 2017

Recommendatio

n

Organisations across all sectors engaging directly with those offline should do more in those settings to encourage and help people to develop their digital skills.

It is especially important for the core group of people who are most reluctant to go online, but would benefit most from doing so.

Existing approaches may not work with this group. For instance, 74% of over-60s say nothing will motivate them to go online.

68% of those offline say nothing can motivate them to get online and they are not aware of free support..

The number of people not using the internet has reduced from 11% to 9% of the UK adult population, which is in line with the increase in those with Basic Digital Skills.

This is encouraging, but it is in marked contrast to the fixed position of those who remain offline. They are simply not convinced or aware of the benefits.



51%

of those offline aren't interested in getting online



68%

of those offline say nothing can motivate them to get online



73%

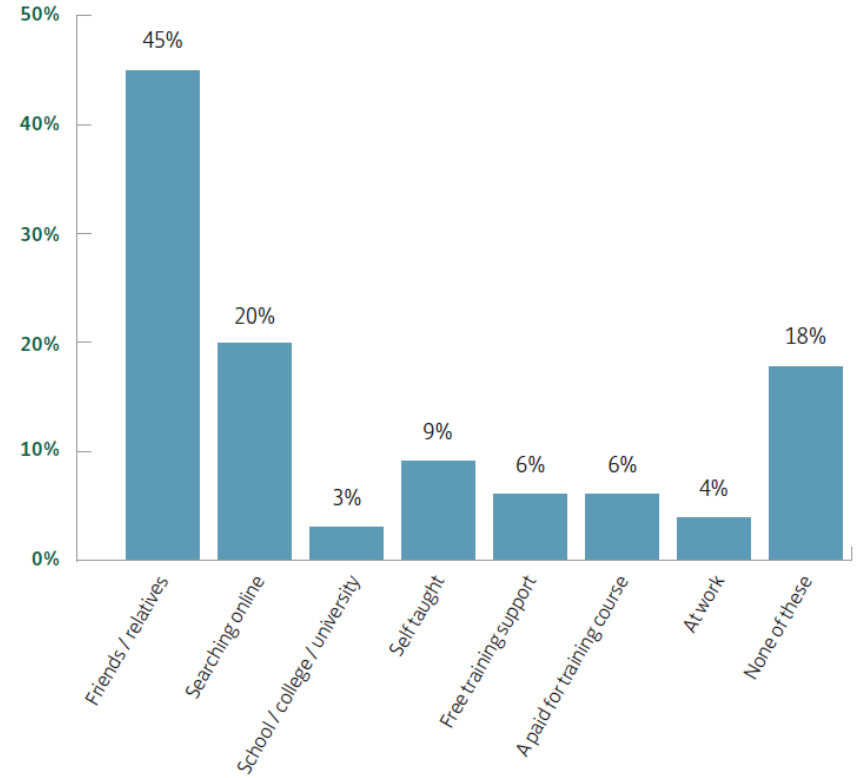
of those offline don't believe you can save money online



77%

of those offline aren't aware of available digital support

The Ipsos MORI Tech Tracker identified that the most common way for people to learn how to use the internet is through friends and family (45%).



People without a bank account who own a smartphone are more than twice as likely to state they manage their money better than those without a smartphone.

63% vs 28%

Digital confidence

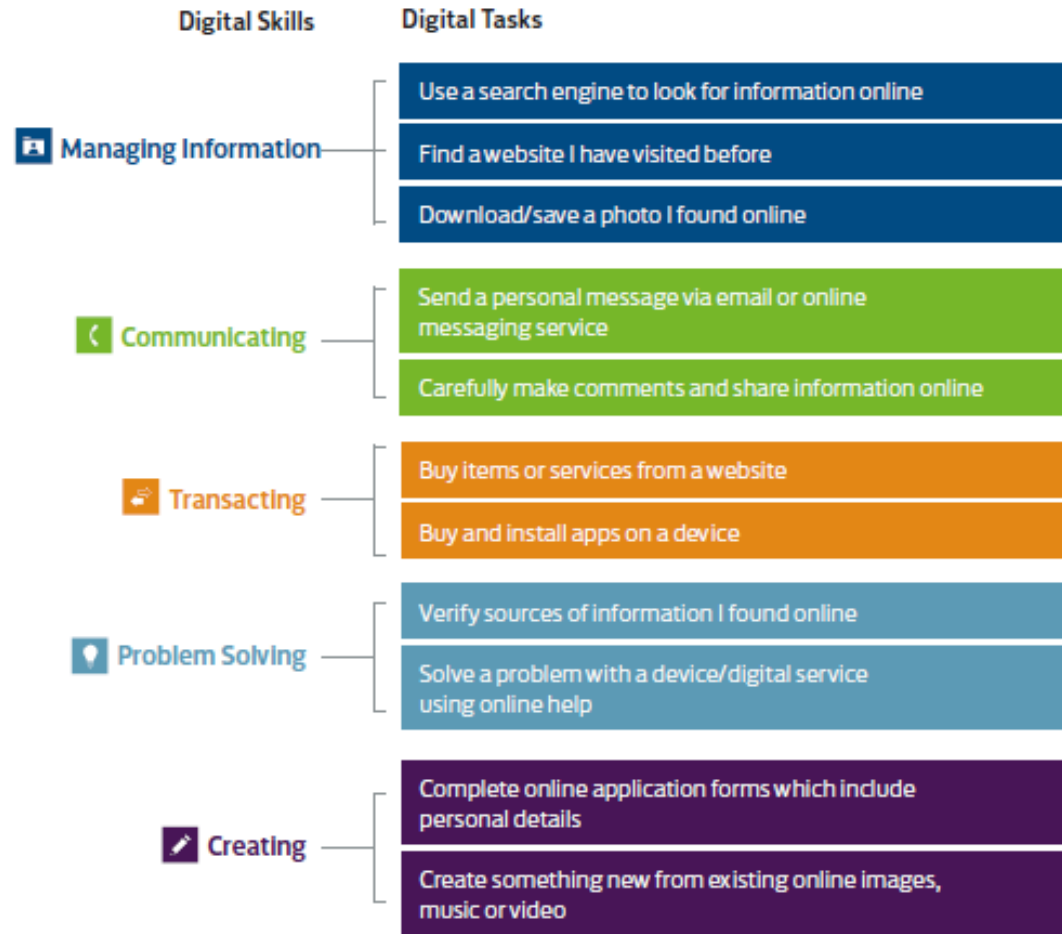
Amongst those who “sometimes struggle to cope with money”

79% say they are “fairly or very confident” using an online search engine to search good deals.

63% say they are “fairly or very confident” using email, social media and leaving feedback on shopping websites.

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Definition of Basic Digital Skills by Task



Basic Digital Skills by household income band

The lowest income salary band of up to £9,499 has seen the largest improvement for Basic Digital Skills. 63% now have all 5 skills, 9% increase year-on-year.



**£444
SAVING**

The average amount people can save per year
by using discount and cashback websites alone