

Spring Online 2015

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Factsheet 1 – The bigger picture



- 6.4 million adults have never used the internet. Of those, 5.6 million are aged 55 years and over. *ONS Internet Access Quarterly Update, Q4 2013*
- Fear coupled with lack of knowledge and awareness are the key reasons why older people have not got online.
- Around 9.5 million people are estimated to have poor 'basic online skills' meaning they can't send an email or search the web. *BBC Media Literacy 2014*
- Being online is a key enabler for jobs and training, education, welfare reform, poverty, health, well-being and consumer choice.
- Four out of five internet users aged over 55 years (86%) have said that having access to computers and the web has improved their lives. 81% said being online makes them feel part of modern society. *Digital Unite OnePoll survey 2011*
- Buying products and services online can save the average household around £560 each year. *PricewaterhouseCoopers/Race Online 2012*
- Currently 91% of adults use and own a mobile device and 63% use it as their main means of being online. *VerseOne Technologies 2014*
- The over 55s now account for a third of the tablet market according to a YouGov survey (2014). Larger keys, bigger screens and being able to directly 'touch' the application, rather than having to use keys and pointing devices, is much easier for older fingers
- The advent of Universal Credit means that 80% of benefit applications will be completed online by 2019.
- Lack of interest is the top barrier to getting online with 1 in 3 non-users saying they don't need to and 1 in 4 saying they're not interested. *BBC Media Literacy – Understanding Digital Capabilities - June 2012*
- Knowledge and concerns are barriers too with 1 in 4 of non-users being uncomfortable with technology and 1 in 5 not knowing how to use it. *BBC Media Literacy – Understanding Digital Capabilities - June 2012*
- Newcomers to the internet are drawn in by communications with family and friends (33%), information to help with everyday life (21%) and being able to research products and services (21%). *BBC Media Literacy – Understanding Digital Capabilities - June 2012*
- "If we want to avoid this new gulf between information rich and information poor, between the connected and the unconnected, we have just simply got to get everybody connected to the internet and make sure they are sharing in this information rich age. I want to give this all the support I can... to make Britain the most connected, the most wired up, the most digitally-advanced country there can be." **David Cameron, 2010**

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