

Bridging the digital divide

Facts and stats on how COVID-19 is
changing the landscape of digital inclusion

**More older people
than ever are using
the internet.**

Recent internet use in those aged 65 to 74 increased from 52% in 2011 to 83% in 2019.



2011



2019



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Source: ONS Internet users, UK: 2019

**But many people
are still not online...**

In 2019, over 3.7 million people aged 55 and over had never used the internet.

3.7m+

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Source: ONS Internet users, UK: 2019



**...and it's not just older
people who are offline.**

A fifth of those who have not used the internet within the past three months are under the age of 50.



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Source: Lloyds Bank UK Consumer Digital Index 2019

**While age does
play a part, it's not
the only indicator
of who's online.**

71%

of those offline
have no more
than a secondary
education.



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Source: Lloyds Bank UK Consumer Digital Index 2019

**Nearly half of
those offline are
from low-income
households.**

47%

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Source: Lloyds Bank UK Consumer Digital Index 2019



Being online has been especially important during the COVID-19 pandemic.

78%
of people agree
that COVID-19 has
escalated the need
for digital skills.

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Source: Lloyds Bank UK Consumer Digital Index 2020



Four out of five people agree that using technology has been a vital support during the coronavirus outbreak.

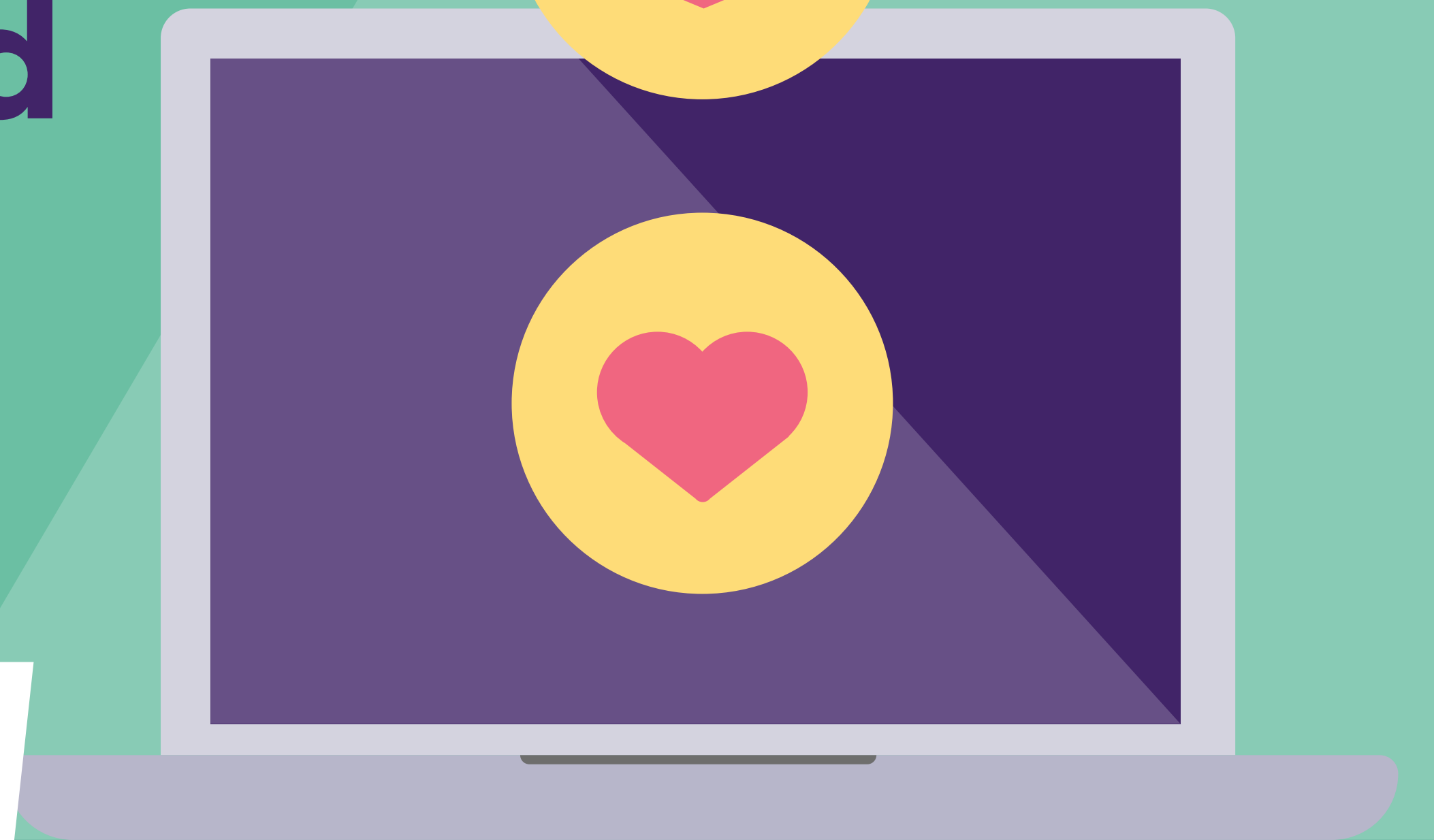


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Source: Lloyds Bank UK Consumer Digital Index 2020

**In a pandemic or not,
our reliance on the
internet cannot be
overstated.**

**Across all age groups,
people use the internet
regularly for online
shopping, learning, and
managing their health.**



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Source: Lloyds Bank UK Consumer Digital Index 2020

Just under half of those aged 50-79 use the internet to access local council information.



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Source: Lloyds Bank UK Consumer Digital Index 2020

**Being online is also
important for job
opportunities.**

**More than half
of people in the
workforce lack
digital skills in the
workplace.**

17m



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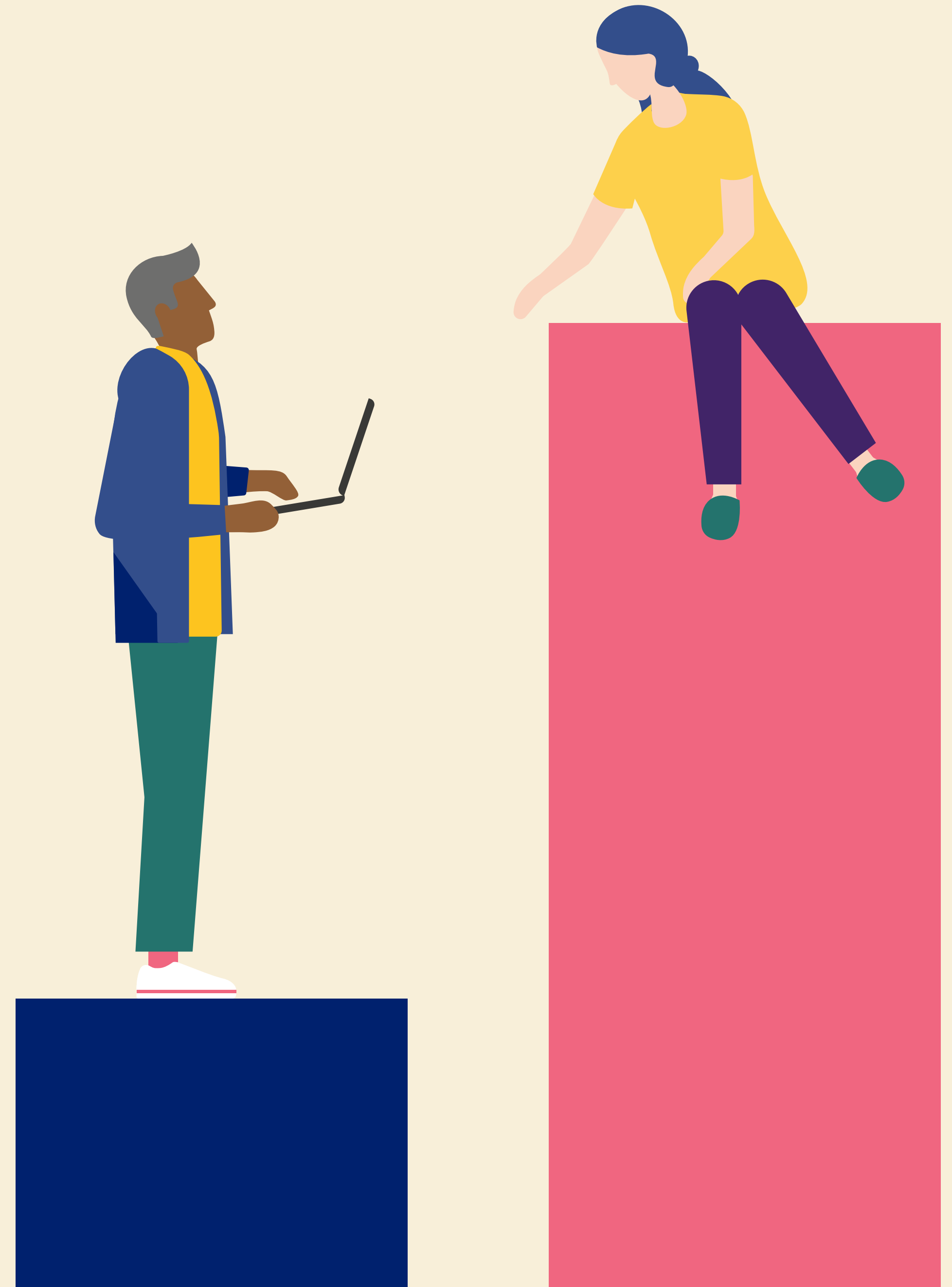
Source: Lloyds Bank UK Consumer Digital Index 2020

Only 23% of the UK workforce have received digital skills training and support from their employer.

23%

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Source: Lloyds Bank UK Consumer Digital Index 2020



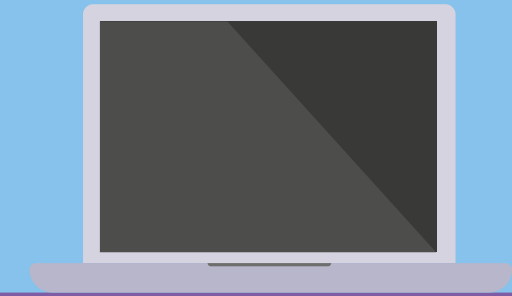
Semi or unskilled manual workers are the most likely to think their digital skills are not good enough.



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Source: Lloyds Bank UK Consumer Digital Index 2020

**Manual workers
who are digitally
enabled earn an
average of £2,160
extra per annum.**



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Source: Lloyds Bank UK Consumer Digital Index 2020

**But many barriers
can stop people from
getting or staying
online.**

Self-efficacy:

Many describe a real fear of 'the internet' and a lack of confidence in being able to navigate it.



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Source: 'The digital age' (2018), Ageing Better

Perceived value and relevance:

Many prefer offline alternatives or view themselves as fundamentally different from 'an internet user'.

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Source: 'The digital age' (2018), Ageing Better



Cost:

More than half of those offline may struggle to afford broadband.

53%

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Source: Lloyds Bank UK Consumer Digital Index 2020



**2.2 million people say
to go online they need:**

- 1 Simpler online services**
- 2 Increased security awareness**
- 3 Cheaper connectivity and devices.**



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Source: Lloyds Bank UK Consumer Digital Index 2019

If we're to avoid leaving people behind, services like GP clinics and supermarket home deliveries must have other non-digital channels to access services.

Government and service providers should invest in schemes to support those who are digitally excluded to get online using good practice.

This must include universal access to the internet, availability of equipment, and personalised support to give confidence to people in developing digital skills.

The logo consists of a white square divided into four quadrants by a diagonal line from the top-left to the bottom-right. The top-left and bottom-right quadrants are white, while the top-right and bottom-left quadrants are dark blue.

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Action today for all our tomorrows

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