



**B B C** | Marketing & Audiences



# Media Literacy: Understanding Digital Capabilities follow-up

September 2013

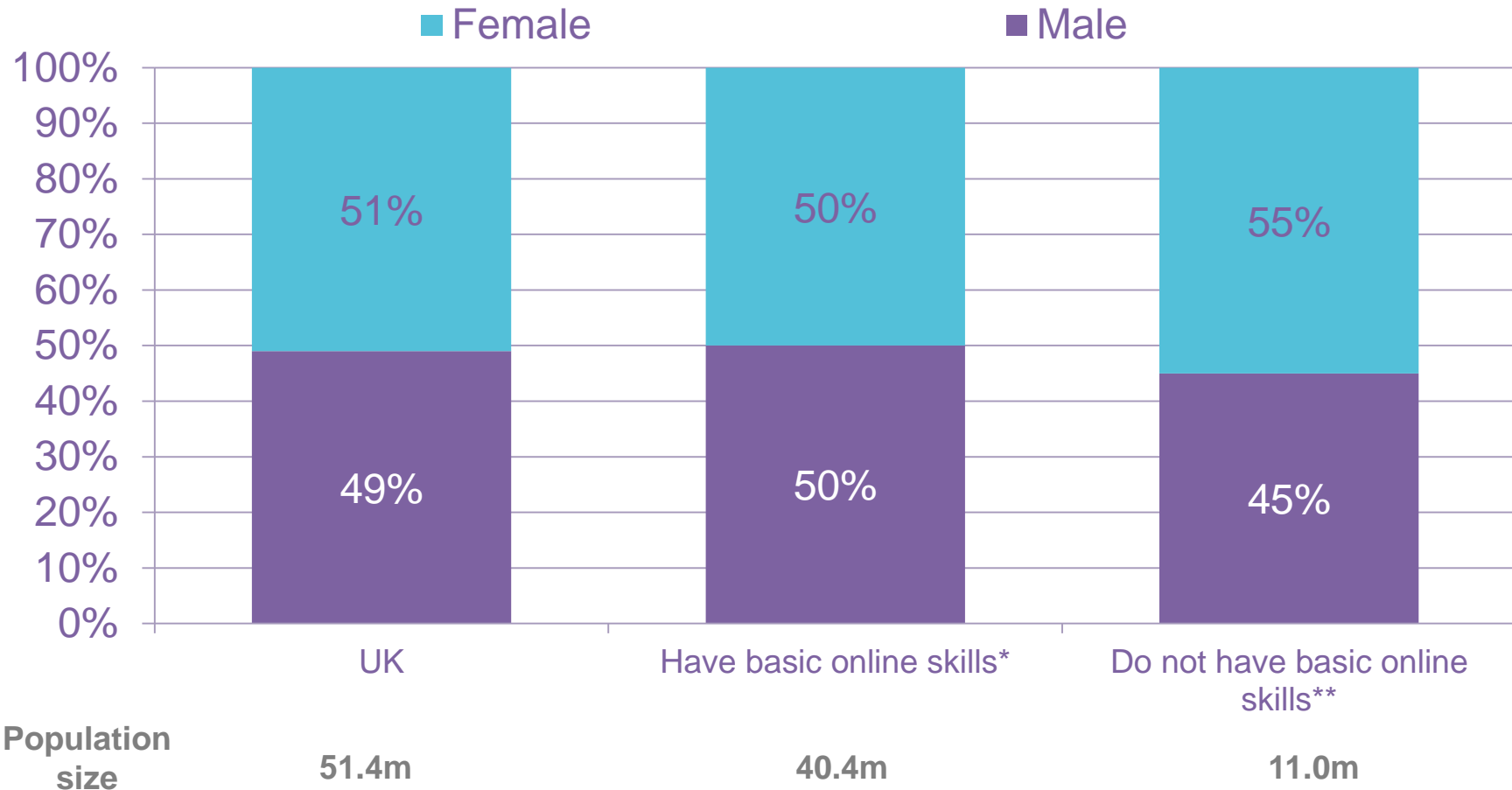
# Basic online skills: regional breakdown

■ Have basic digital skills\*      ■ Do not have basic digital skills\*\*



\*Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks \*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users (excl duplication with Lapsed users) + Never used/No Proxy No significant differences

# Basic online skills: Gender profile

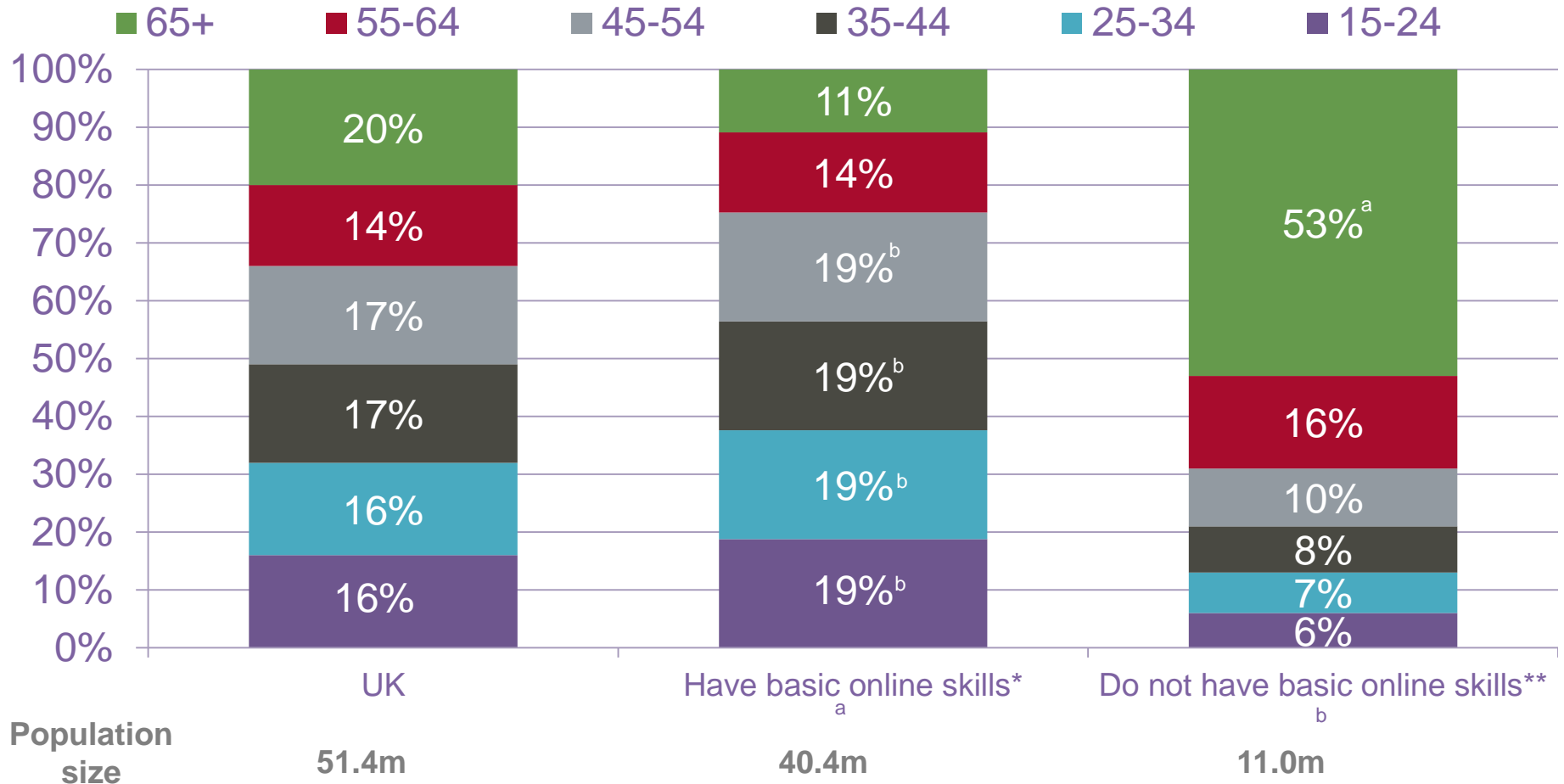


\*Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks

\*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users (excl duplication with Lapsed users) + Never used/No Proxy

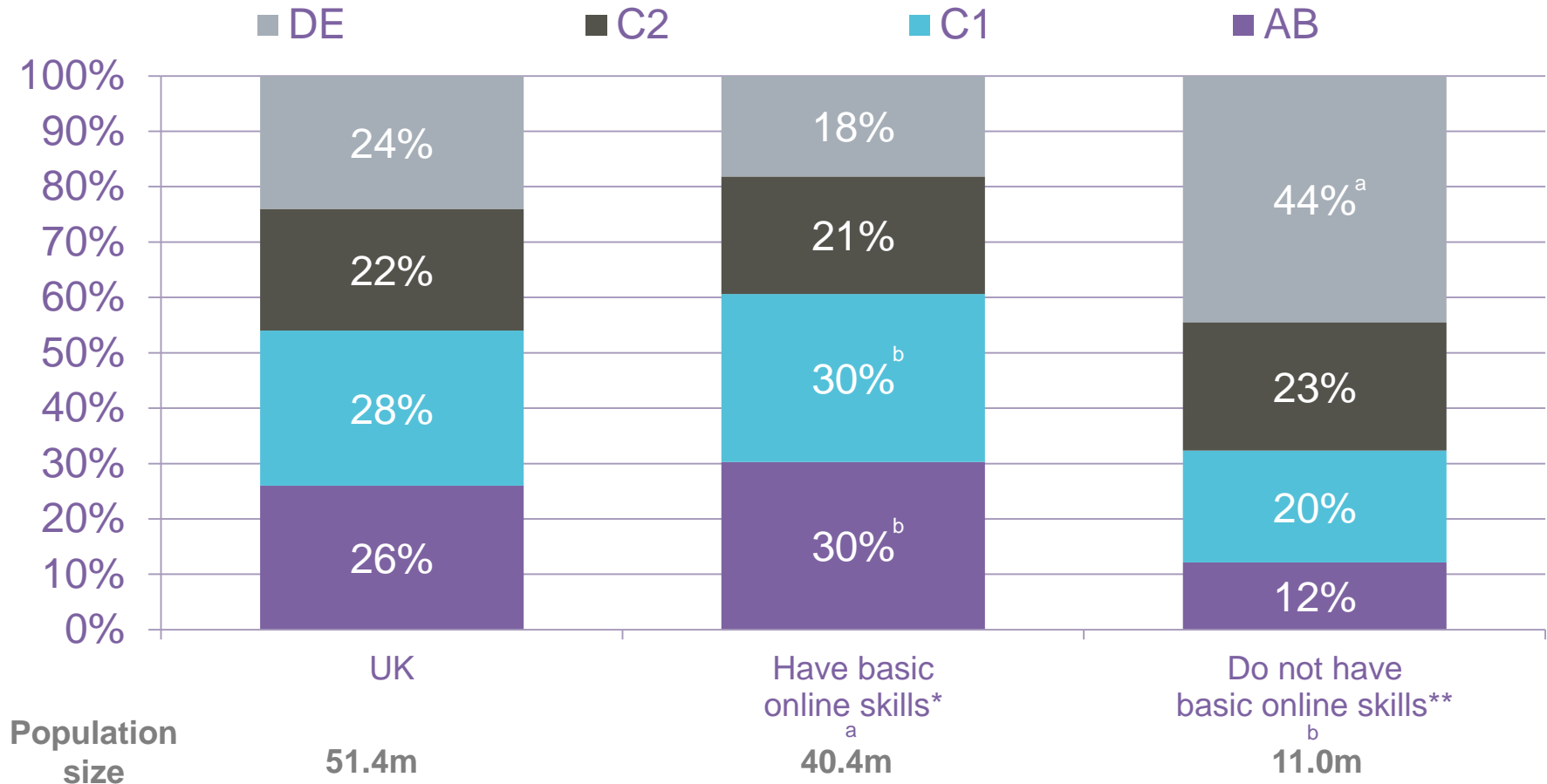
No significant differences

# Basic online skills: Age profile



\*Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks  
 \*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users  
 (excl duplication with Lapsed users) + Never used/No Proxy a/b- significant difference (5% risk level)

# Basic online skills: Socio-economic profile



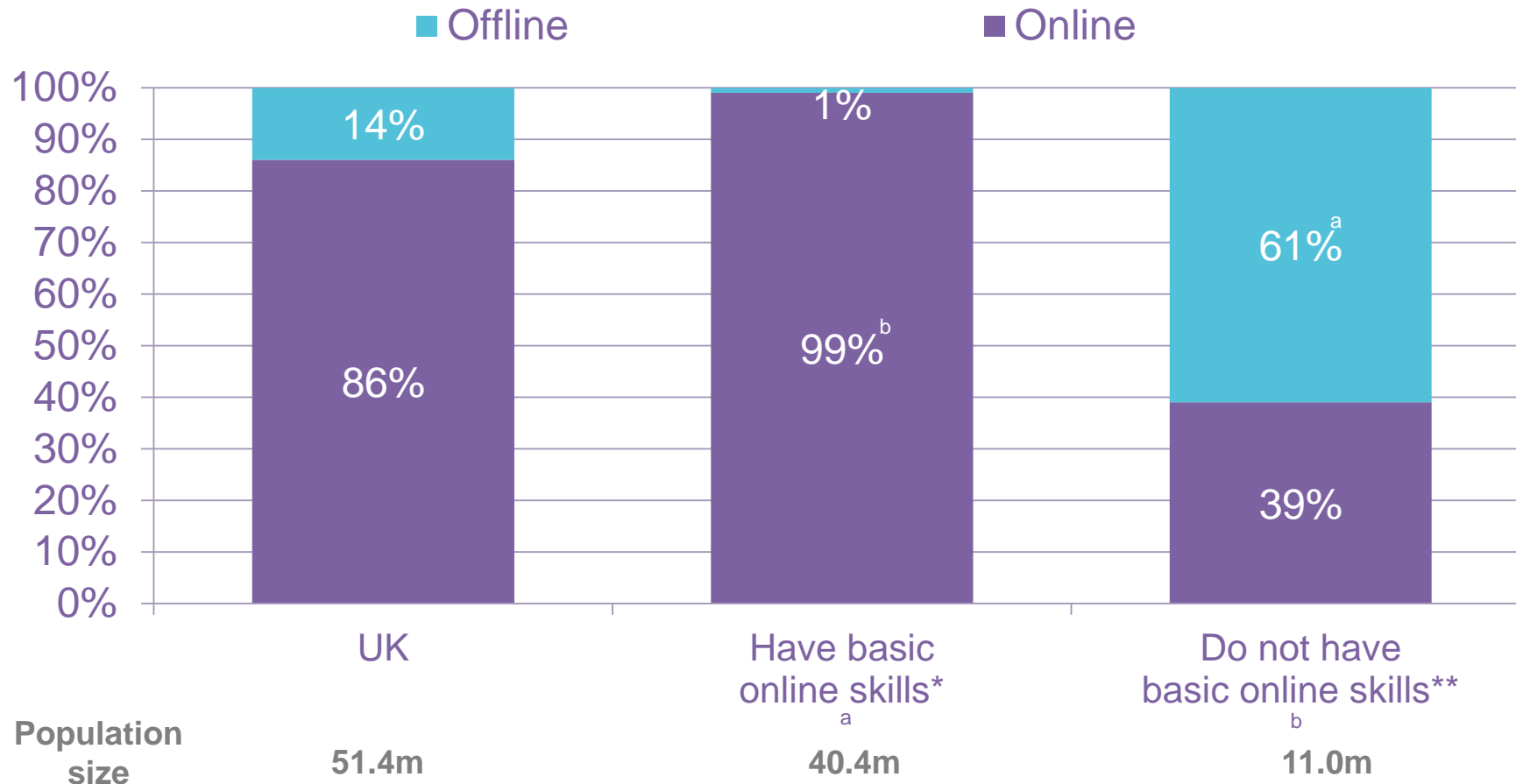
\*Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks

\*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users

(excl duplication with Lapsed users) + Never used/No Proxy

a/b- significant difference (5% risk level)

# Basic online skills: Socio-economic profile



\*Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks

\*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users (excl duplication with Lapsed users) + Never used/No Proxy

a/b- significant difference (5% risk level)