Media Literacy: Understanding Digital Capabilities follow-up
September 2013
Basic online skills: regional breakdown

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Have basic digital skills</th>
<th>Do not have basic digital skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Anglia</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Central</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>London</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>NI</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>NEast</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>N West</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Scotland</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>S East</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>W&amp;W/ SW</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Yorks</td>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Population size
- UK: 51.4m
- Anglia: 3.6m
- Central: 7.7m
- London: 10.3m
- NI: 1.5m
- NEast: 2.1m
- N West: 5.7m
- Scotland: 4.6m
- S East: 5.1m
- W&W/ SW: 5.6m
- Yorks: 5.1m

*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

Source: BBC Digital Capabilities Update, 6th - 15th September 2013 Sample size of all respondents: 2,083 . Regions in Scotland have been combined as have Wales & West and South West due to sample sizes.
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

Ipsos MORI Source: Ipsos MORI BBC Digital Capabilities Update, 6th-15th September 2013 Sample size of all respondents: 2,083

No significant differences
Basic online skills: Age profile

- **Have basic online skills***
  - 65+: 20%
  - 55-64: 14%
  - 45-54: 17%
  - 35-44: 17%
  - 25-34: 16%
  - 15-24: 16%

- **Do not have basic online skills**
  - 65+: 11%
  - 55-64: 14%
  - 45-54: 19%
  - 35-44: 19%
  - 25-34: 19%
  - 15-24: 19%

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**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

Population size:
- UK: 51.4m
- Have basic: 40.4m
- Do not have: 11.0m

Source: Ipsos MORI BBC Digital Capabilities Update, 6th-15th September 2013 Sample size of all respondents: 2,083

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Basic online skills: Socio-economic profile

<table>
<thead>
<tr>
<th>Population size</th>
<th>UK</th>
<th>Have basic online skills*</th>
<th>Do not have basic online skills**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DE</td>
<td>C2</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>51.4m</td>
<td>40.4m</td>
<td>11.0m</td>
</tr>
</tbody>
</table>

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Source: Ipsos MORI BBC Digital Capabilities Update, 6th-15th September 2013 Sample size of all respondents: 2,083

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Basic online skills: Socio-economic profile

- **Have basic online skills**: 86% offline, 99% online
- **Do not have basic online skills**: 14% offline, 1% online

**Population size**
- UK: 51.4m
- Have basic online skills: 40.4m
- Do not have basic online skills: 11.0m

*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

Source: Ipsos MORI BBC Digital Capabilities Update, 6th-15th September 2013 Sample size of all respondents: 2,083