Media Literacy: Understanding Digital Capabilities
follow-up
September 2013 and March 2014
Basic online skills update

No significant differences since Sept ‘13

- Have basic online skills*
- Do not have basic online skills**

<table>
<thead>
<tr>
<th>UK - Sep 2013</th>
<th>UK - Mar 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>79%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Population size 51.4m

*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. BBC Digital Capabilities Update, 7th-13th March 2014 Sample size of all respondents: 2,057
Basic online skills 2013: Regional Breakdown

- **Have basic online skills**
  - UK: 79%
  - Scotland: 70%
  - Anglia: 74%
  - NEast: 76%
  - Central: 77%
  - NI: 77%
  - N West/W&W: 79%
  - SWS East: 80%
  - East: 81%
  - London: 82%
  - Yorks: 83%

- **Do not have basic online skills**
  - UK: 21%
  - Scotland: 30%
  - Anglia: 26%
  - NEast: 24%
  - Central: 23%
  - NI: 23%
  - N West/W&W: 21%
  - SWS East: 20%
  - East: 19%
  - London: 18%
  - Yorks: 17%

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

No significant differences
Basic Online Skills 2014: Regional Breakdown

No significant differences since Sept '13

Do not have basic online skills**

Have basic online skills*

<table>
<thead>
<tr>
<th>Region</th>
<th>% Do not have basic online skills</th>
<th>% Have basic online skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>NI</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>Central</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>N East</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>London</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Anglia</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>N West</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>Wales &amp; West</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>S East</td>
<td>14%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Sample too small

Population size

UK 51.4m
NI 1.5m
Central 7.7m
N East 2.1m
London 10.3m
Anglia 3.6m
N West 5.7m
Wales & West 4.1m
S East 5.1m
Scotland 4.6m
Yorks 5.1m
S West 1.5m

*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 1604

**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 453

Source: Ipsos MORI BBC Digital Capabilities Update, 7th-13th March 2014 Sample size of all respondents: 2,057
Basic online skills 2013: Gender profile

- **Female:**
  - UK: 51% have basic online skills
  - Population size: 51.4m

- **Male:**
  - UK: 49% have basic online skills
  - Population size: 40.4m

<table>
<thead>
<tr>
<th>Gender</th>
<th>Have basic online skills*</th>
<th>Do not have basic online skills**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>50%</td>
<td>55%</td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
<td>45%</td>
</tr>
</tbody>
</table>

*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

No significant differences
Basic online skills 2014: Gender profile

No significant differences since Sept '13

Population size
UK 51.4m
Have basic online skills*
41.9m
Do not have basic online skills**
9.5m

*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 1604
**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 453

Female
Male

51% 49%
50% 50%
55% 45%
Basic online skills 2013: Age profile

<table>
<thead>
<tr>
<th>Age Group</th>
<th>UK Population (m)</th>
<th>Have basic online skills*</th>
<th>Do not have basic online skills**</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>51.4m</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>55-64</td>
<td></td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>45-54</td>
<td></td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>35-44</td>
<td></td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>25-34</td>
<td></td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>15-24</td>
<td></td>
<td>16%</td>
<td>84%</td>
</tr>
</tbody>
</table>

*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
Basic online skills 2014: Age profile

*Indicates a significant difference since September 2013

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Have basic online skills*</th>
<th>Do not have basic online skills**</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>20%</td>
<td>52%</td>
</tr>
<tr>
<td>55-64</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>15-24</td>
<td>16%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Population size:

- UK: 51.4m
- Have basic online skills: 41.9m
- Do not have basic online skills: 9.5m

*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 1604
**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 453

Source: Ipsos MORI BBC Digital Capabilities Update, 7th-13th March 2014 Sample size of all respondents: 2,057
Basic online skills 2013: 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

Population size
- UK: 51.4m
- Have basic online skills*: 46% (C2DE), 54% (ABC1)
- Do not have basic online skills**: 40% (C2DE), 60% (ABC1)
- 40.4m (C2DE), 11.0m (ABC1)

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 2014: Socio-economic profile

*Indicates a significant difference since September 2013

- Indicates a significant difference since September 2013

<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>C2DE</td>
<td>ABC1</td>
<td></td>
</tr>
<tr>
<td>51.4m</td>
<td>54%</td>
<td>46%</td>
<td>72%</td>
</tr>
<tr>
<td>9.5m</td>
<td></td>
<td>41.9m</td>
<td>28%</td>
</tr>
</tbody>
</table>

*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 1604

**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 453

Source: Ipsos MORI BBC Digital Capabilities Update, 7th-13th March 2014 Sample size of all respondents: 2,057
Basic online skills 2013: Online/offline splits

- **UK**
  - Have basic online skills*: 86%
  - Do not have basic online skills**: 14%

- **Online**
  - Have basic online skills*:
    - UK: 99%
    - Sample size: 40.4m
  - Do not have basic online skills**:
    - UK: 1%
    - Sample size: 11.0m

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*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 users

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 2014: Online/offline splits

No significant differences since Sept ‘13

<table>
<thead>
<tr>
<th>Offline</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>86%</td>
<td>98%</td>
</tr>
<tr>
<td>68%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Population size

- UK: 51.4m
- Have basic online skills*: 41.9m
- Do not have basic online skills**: 9.5m

*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 1604
**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 453

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