

The background image shows a close-up of a hand clicking a computer mouse. Overlaid on this is a network diagram consisting of several circular nodes connected by thin lines, suggesting digital connectivity. The overall color palette is warm, with orange and yellow tones from the background and cooler blue tones from the mouse and network lines.

Basic Digital Skills

UK Report 2015

Report prepared by Ipsos MORI for Go ON UK, in association with Lloyds Banking Group



Ipsos Connect

Introduction

Background

As the trend for products and services moving online continues, the world becomes more and more digitally dependent. To take advantage of the Internet, or even undertake the simplest tasks, requires Basic Digital Skills.

From previous research Go ON UK have identified five Basic Digital Skill areas:

Managing information

Problem solving

Communicating

Creating

Transacting

This report

This report looks at the level of digital capability across the UK and uses different demographic and technology ownership groups to highlight any differences.

Go ON UK commissioned Ipsos MORI to conduct a study looking into who has these Basic Digital Skills and therefore the overall level of digital capability in the UK.

Methodology

Approach

- Ipsos Connect's quarterly Tech Tracker uses Ipsos CAPIBUS to get a truly nationally representative view of device ownership and usage in Great Britain amongst adults aged 15+.
- The CAPIBUS uses face-to-face interviewing to ensure no online bias, and is uniquely sampled based on Output Areas to ensure a robust sample.
- For this study, the Tech Tracker was boosted to 4,000 interviews and interviewing was also conducted in Northern Ireland to ensure UK-wide figures.
- Two digital skill questions, containing eleven digital tasks, were added to the Tech Tracker:
 1. What tasks could you do if asked?
 2. Which tasks have you done in the last three months?
- The answers to these questions were combined to identify a respondent's digital skills; those who said they could do all five skills were classified as having Basic Digital Skills.
- Where comparisons between sub-groups have been made, the results have been statistically tested at a 95% confidence interval and any significant differences are highlighted by a directional arrow.

Methodology

Classification Background

- Go ON UK revised their skills definition for digital capability in January 2015. Go ON UK moved from the previous categories of Basic Online Skills to a new definition of Basic Digital Skills. This updated definition introduced a new 'problem solving' category, and refreshed many of the tasks required for the other basic skills. Go ON UK believe this new definition is future-proofed and flexible for an ever-changing digital world.
- However Go ON UK also acknowledge the need for consistency in tracking impact, and understand that many Go ON UK partners have invested in the previous measure. Go ON UK therefore designed the question set for this survey to be backwards-compatible with the previous measure. Where relevant, the report shows data for both Basic Online Skills and Basic Digital Skills in this report.
- Go ON UK's primary measure is Basic Digital Skills, and this represents the majority of the data shown throughout. When referencing both levels of Basic Digital Skills and Basic Online Skills, the report refers to this as "digital capability".

Methodology

Classification

Digital Tasks

Use a search engine to look for information online

Find a website I have visited before

Download / save a photo I found online

Send a personal message via email or online messaging service

Carefully make comments and share information online

Buy items or services from a website

Buy and install apps on a device

Complete online applications forms which include personal details

Create something new from existing online images, music or video

Verify sources of information I found online

Solve a problem with a device / digital service using online help

Digital Skills

Managing information

Communicating

Transacting

Creating

Problem solving

Having four of the
five skills

=

Basic ONLINE Skill
level

Having all five skills

=

Basic DIGITAL Skill
level

Overview

Key Findings

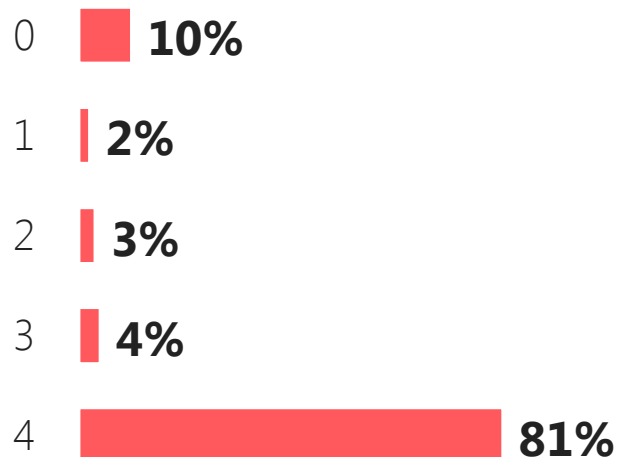
- 77% of the UK adult population have Basic Digital Skills with 81% having the Basic Online Skills level.
- This leaves 23%, or an estimated 12.6 million adults in the UK who don't have the required level of Basic Digital Skills.
- Nearly nine in ten of all adults are capable of 'managing information' and 'communicating' online.
- However there is variation across differing demographic and social groupings:
 - The digital skills level starts to decline amongst the 45+ demographics culminating in the 65+ groups having a Basic Digital Skills level of 43%. This group have the lowest digital device ownership, the bulk of this age group are retired, suggesting they lack the opportunity/ desire to acquire the skills.
 - The Basic Digital Skills level amongst ABC1s is higher than the national average at 87%, but is significantly lower amongst the C2DE social grades (65%).
- Greater London (84%), Scotland (81%), the South East and South West (both 81%) register the highest Basic Digital Skills levels, but Wales – where internet access is lowest – displays the lowest levels (62%).

Digital Capability

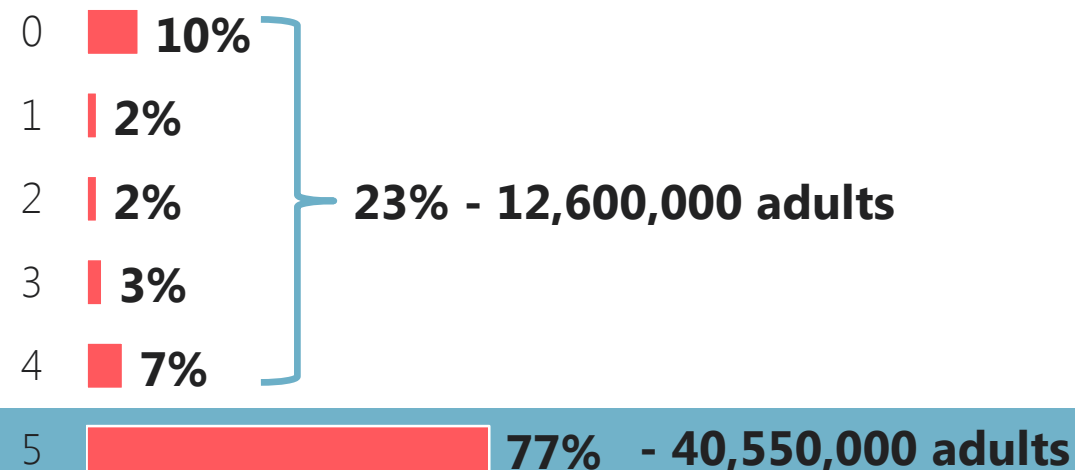
Overview

77% of the UK population are able to perform all 5 digital skills and thus are considered to be digitally capable and have Basic Digital Skills. This equates to over 40 million people.

Number of Online Skills per respondent



Number of Digital Skills per respondent



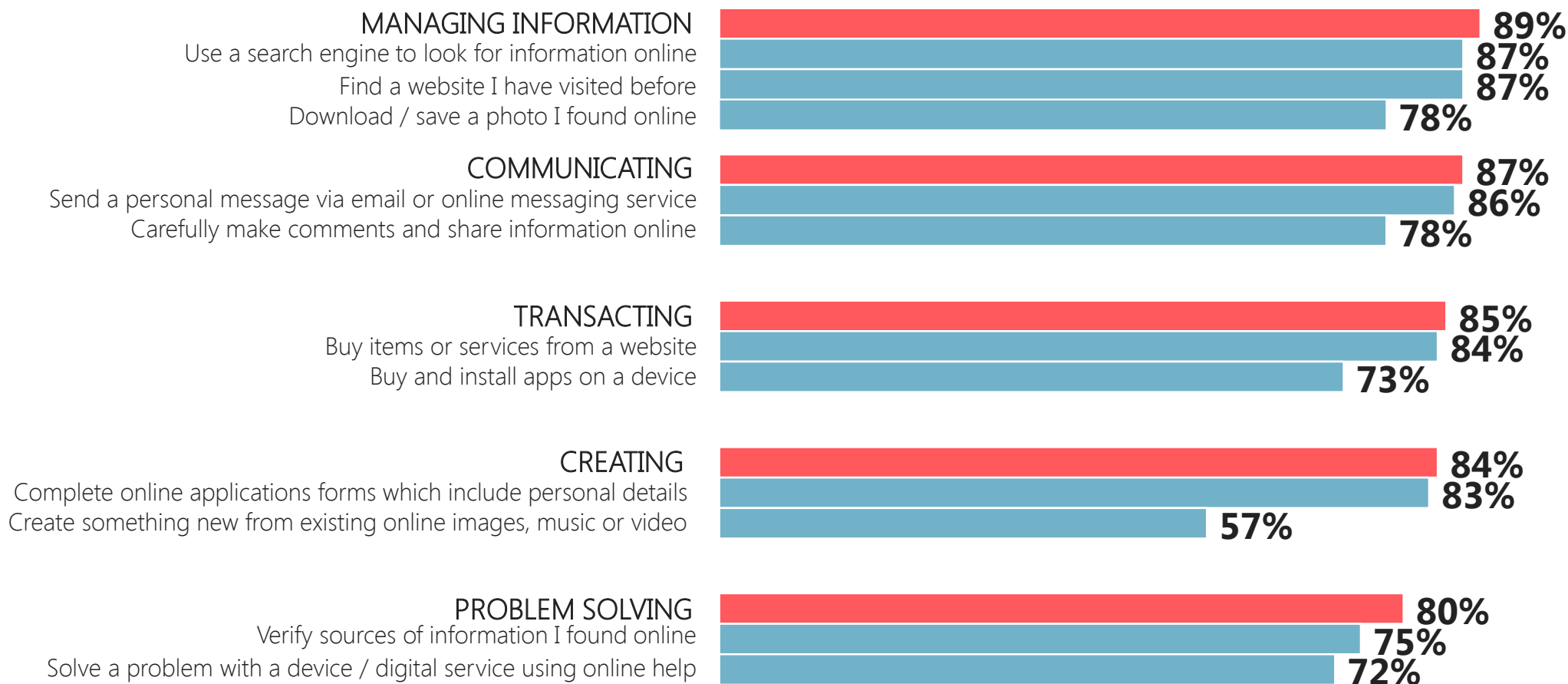
Base: All UK respondents (4,167)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

Overview

Looking at the individual tasks for each skill, capability to create content, use online help and install apps is lower than the other tasks.



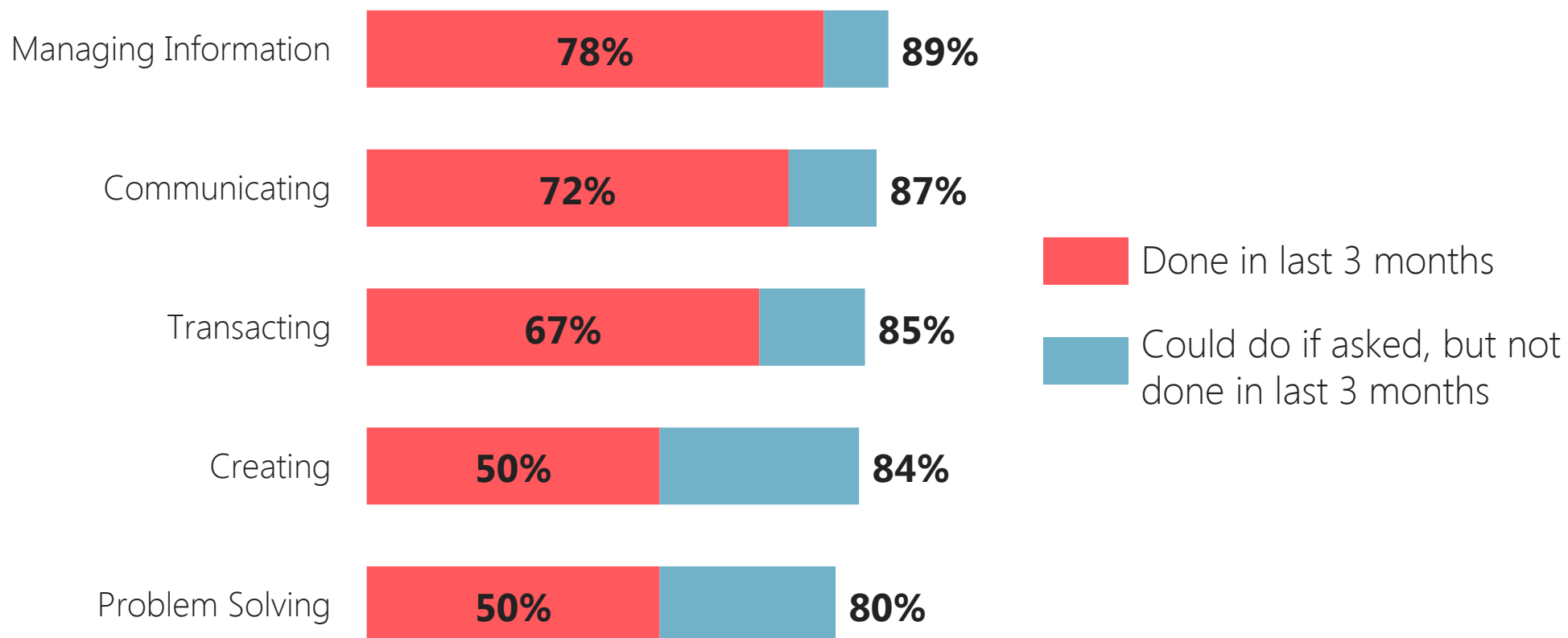
Base: All UK respondents (4,167)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

Done in last 3 months

Half of all UK adults have 'created' something online in the last 3 months.



Base: All UK respondents (4,167)

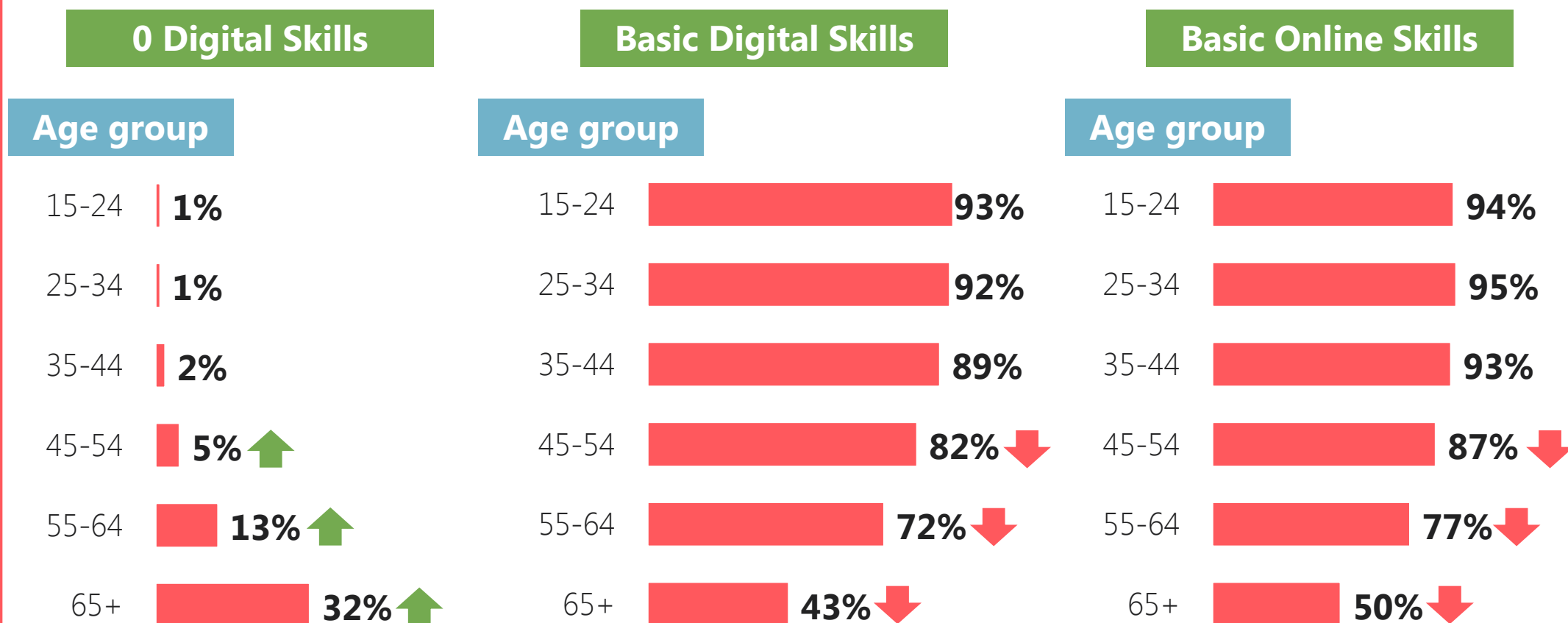
Source: Basic Digital Skills Tech Tracker 2015

Demographics

Digital Capability

By age group

The level of digital capability significantly drops amongst those aged 45+.



Base: UK respondents aged 15-24 (615), 25-34 (661), 35-44 (600), 45-54 (622), 55-64 (651)
65+ (1,018)



Significant difference at 95% vs. younger age groups

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By age group

The 65+ age group show a lower level of ability across all skills – particularly problem solving.

Age group	Managing Information	Communicating	Transacting	Problem Solving	Creating
15-24	99%	99%	98%	96%	96%
25-34	98%	97%	97%	94%	96%
35-44	97%	97%	95%	90%	95%
45-54	93% ↓	91% ↓	89% ↓	85% ↓	90% ↓
55-64	86% ↓	84% ↓	81% ↓	75% ↓	80% ↓
65+	66% ↓	63% ↓	57% ↓	48% ↓	54% ↓

Base: UK respondents aged 15-24 (615), 25-34 (661), 35-44 (600), 45-54 (651), 65+ (1018)



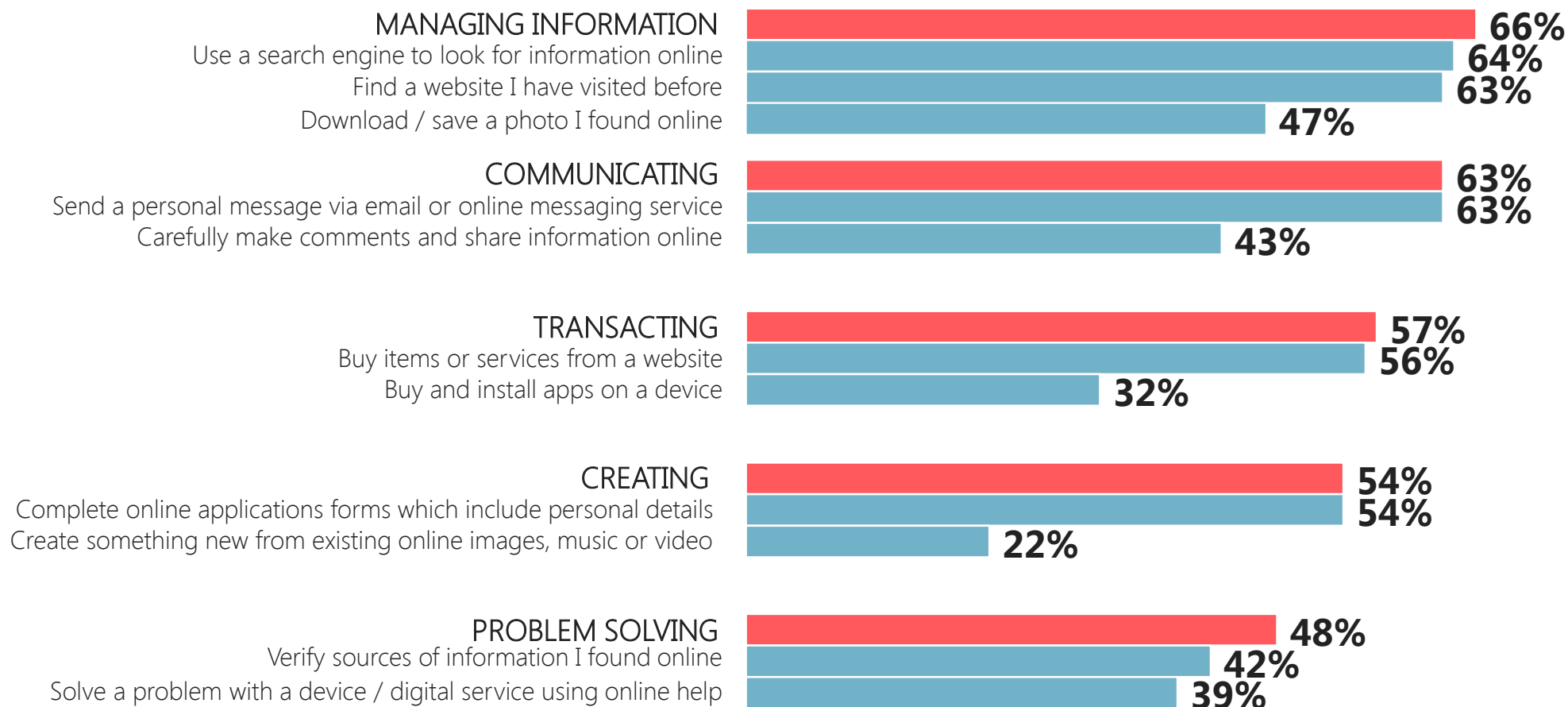
Significant difference at 95%
vs. younger age groups (15-44s)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

Amongst 65+

In particular the 65+ age group struggle with creating something new and installing apps.



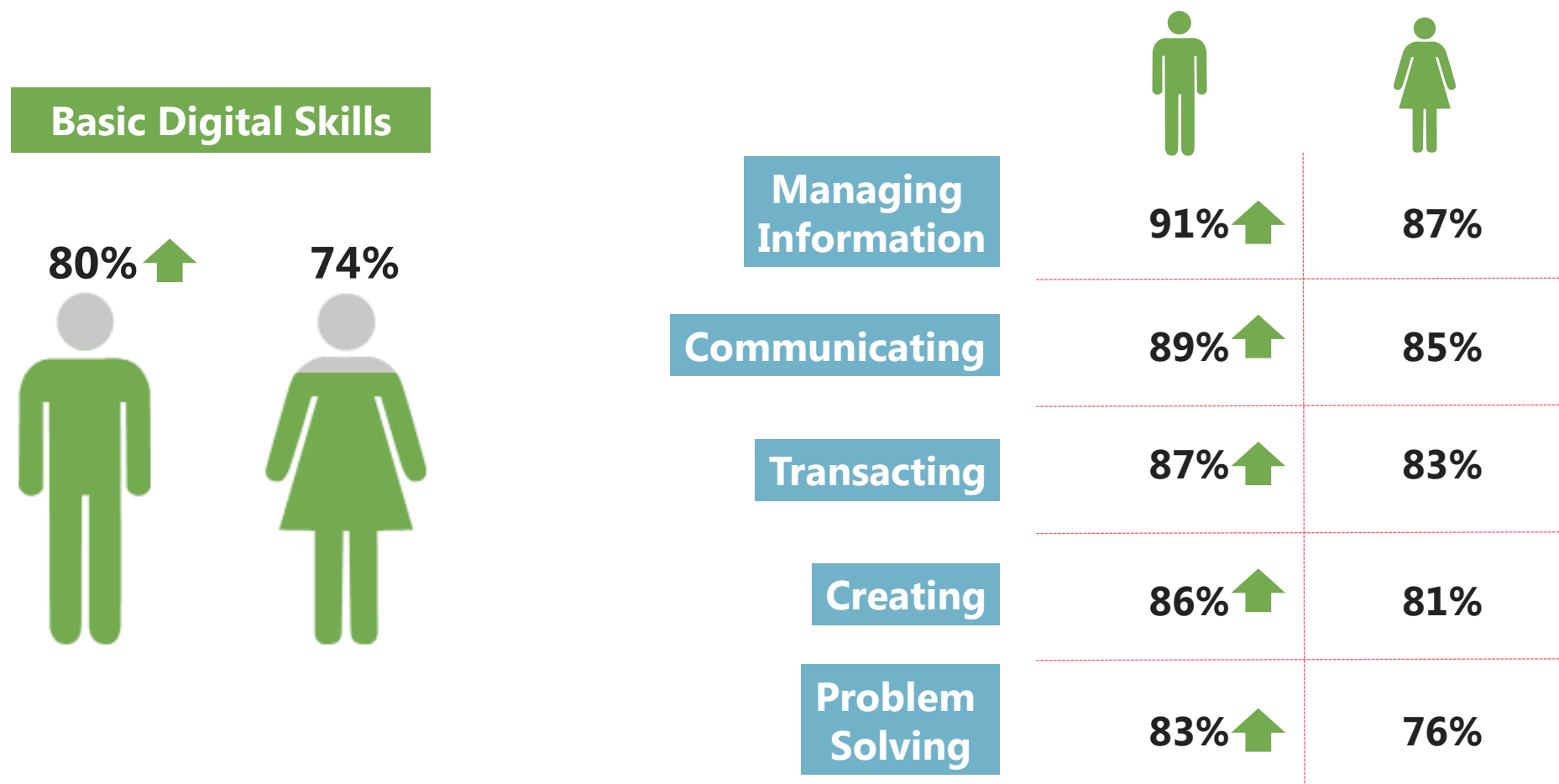
Base: UK respondents aged 65+ (1,018)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By gender

Males are significantly more likely than females to be competent in each digital skill.

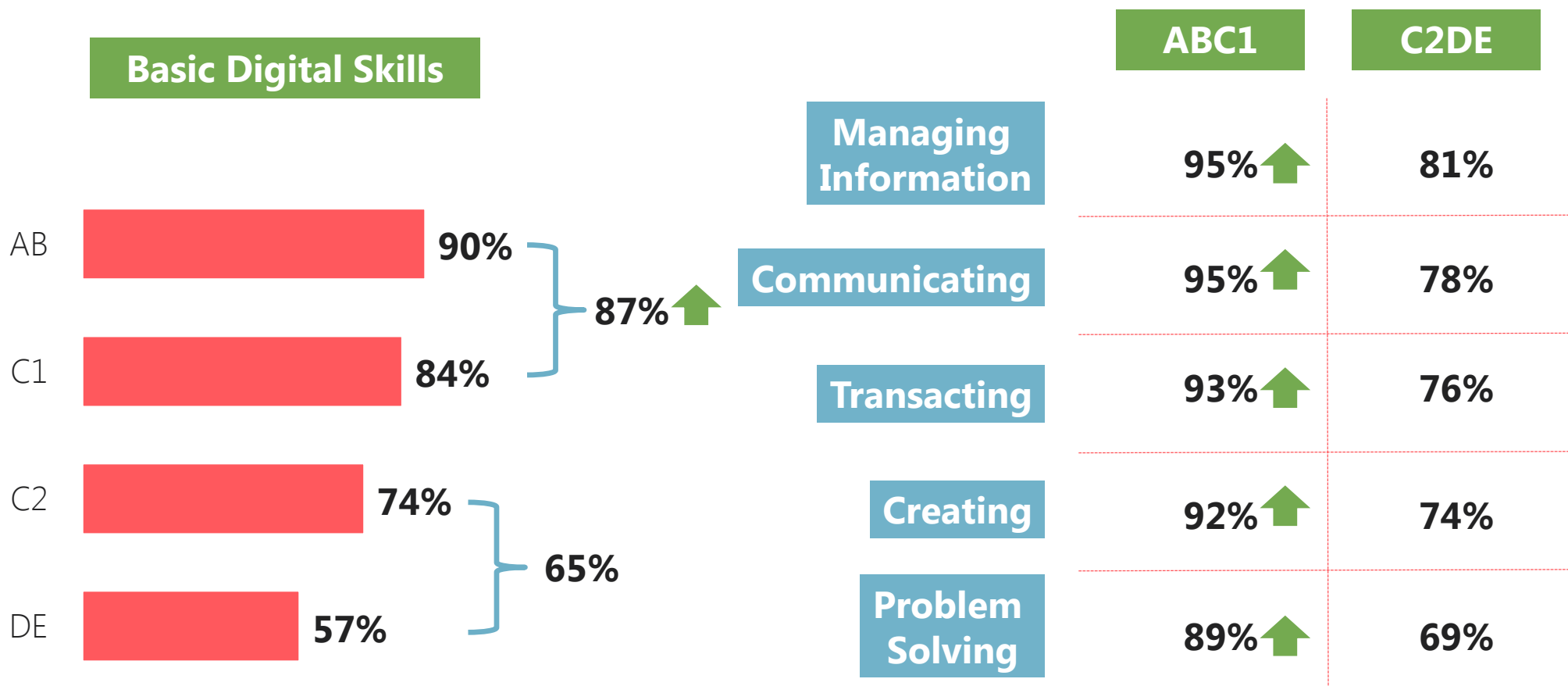


Base: UK respondents – Male (2,118), Female (2,049)

Basic Digital Skills

By social grade

ABC1s have a significantly higher level of Basic Digital Skills than C2DEs.



Base: UK respondents – ABC1 (2,114), C2DE (2,053)



Significant difference at 95% vs. C2DE

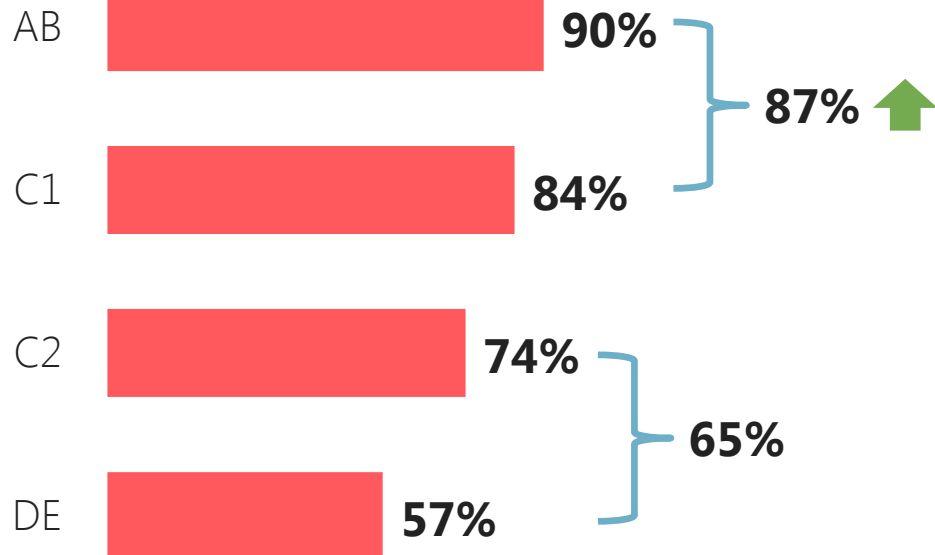
Source: Basic Digital Skills Tech Tracker 2015

Digital Capability

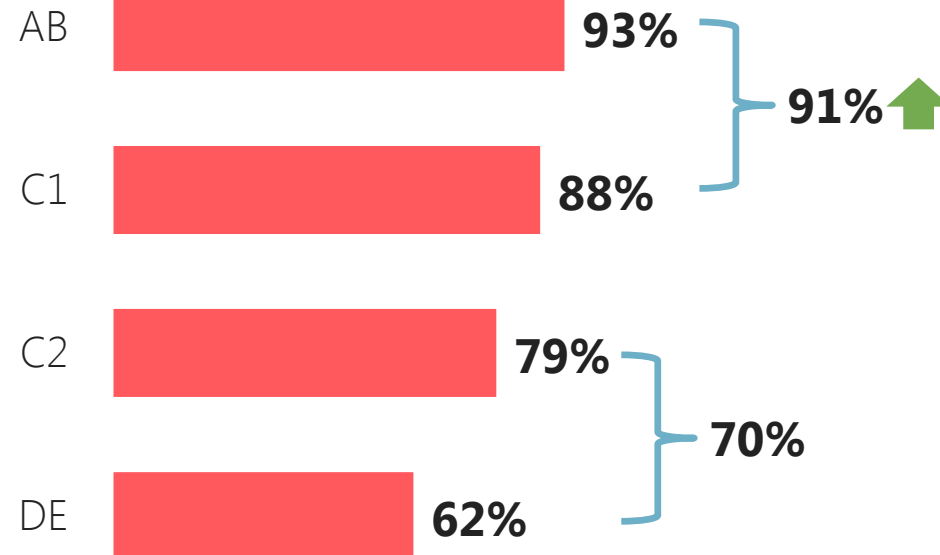
By social grade

70% of C2DEs have a Basic Online Skill level and 65% have a Basic Digital Skills level.

Basic Digital Skills



Basic Online Skills



Base: UK respondents – ABC1 (2,114), C2DE (2,053)



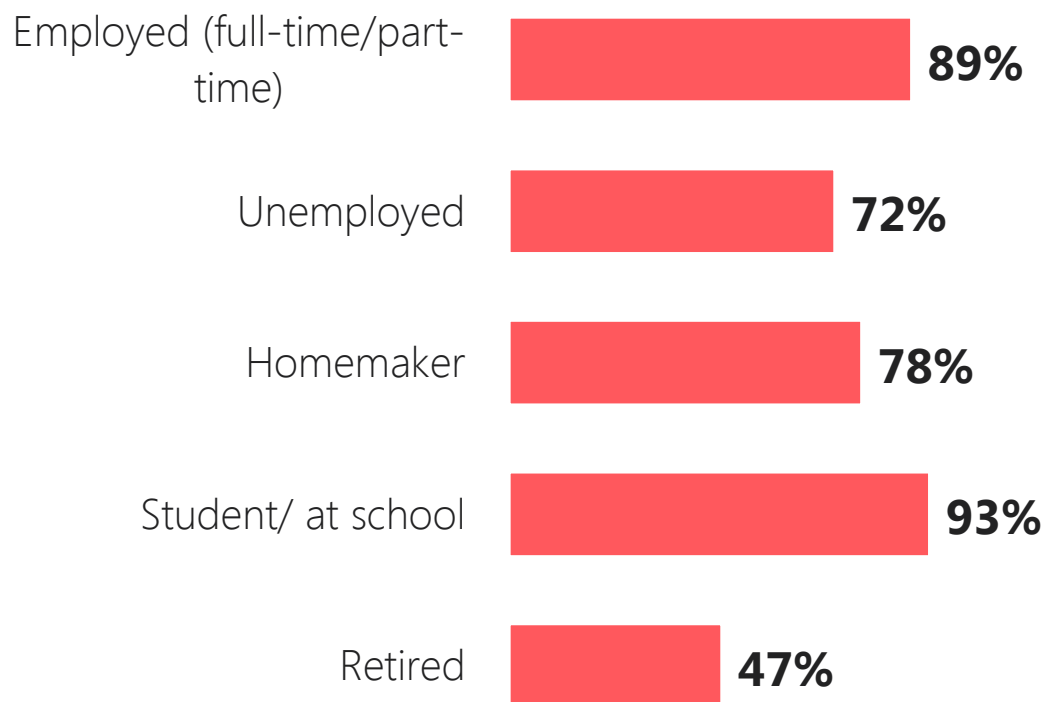
Significant difference at 95% vs. C2DEs

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By work status

The age / social grade trends shown in slides 12 and 16 are also reflected in the levels of Basic Digital Skills across employment status; retired individuals have the lowest levels and students demonstrate the highest whilst nearly 30% of the unemployed are not digitally skilled.



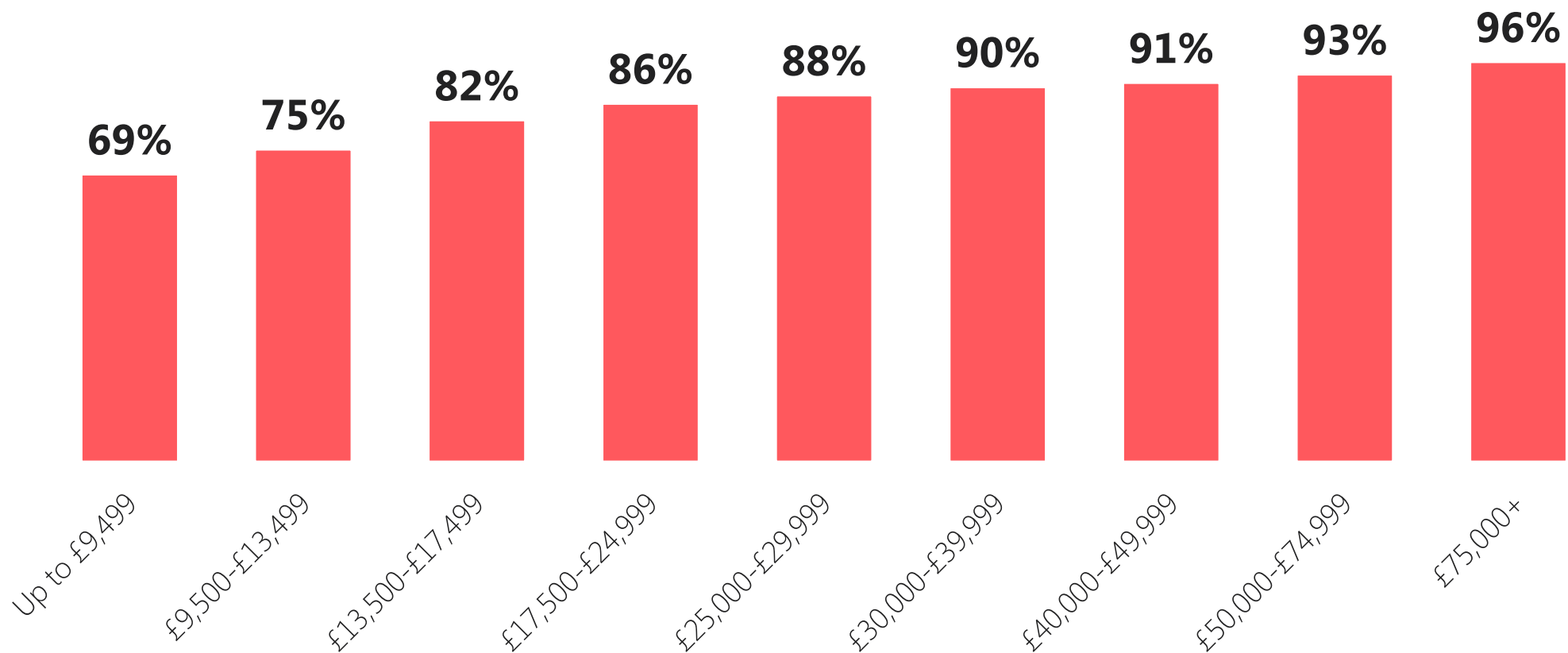
Base: UK respondents – Employed (2,051), Student/ at school (281), Retired (1,141), Unemployed (438), Homemaker (253)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By personal income band

As personal income increases, so do levels of Basic Digital Skills.



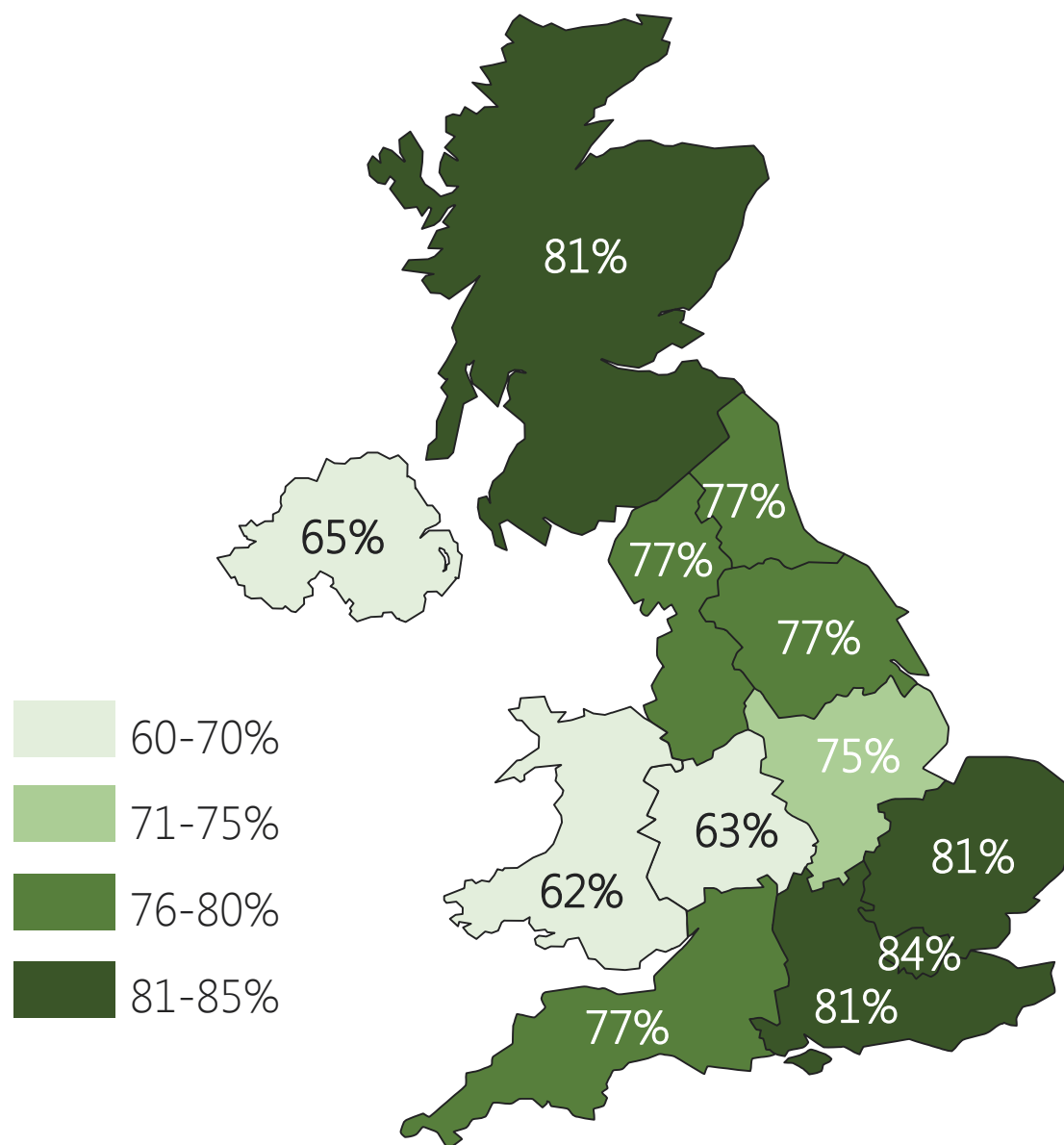
Base: UK respondents – Up to £9,499 (802), £9,500-£13,499 (447), £13,500-£17,499 (328), £17,500-£24,999 (305), £25,000-£29,999 (228), £30,000-£39,999 (232), £40,000-£49,999 (110), £50,000-£74,999 (101), £75,000+ (109)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By region

The highest levels of Basic Digital Skills are found in Greater London (84%), Scotland (81%), East Anglia and South East (both 81%). People living in Wales register the lowest levels of Basic Digital Skills (62%).



Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

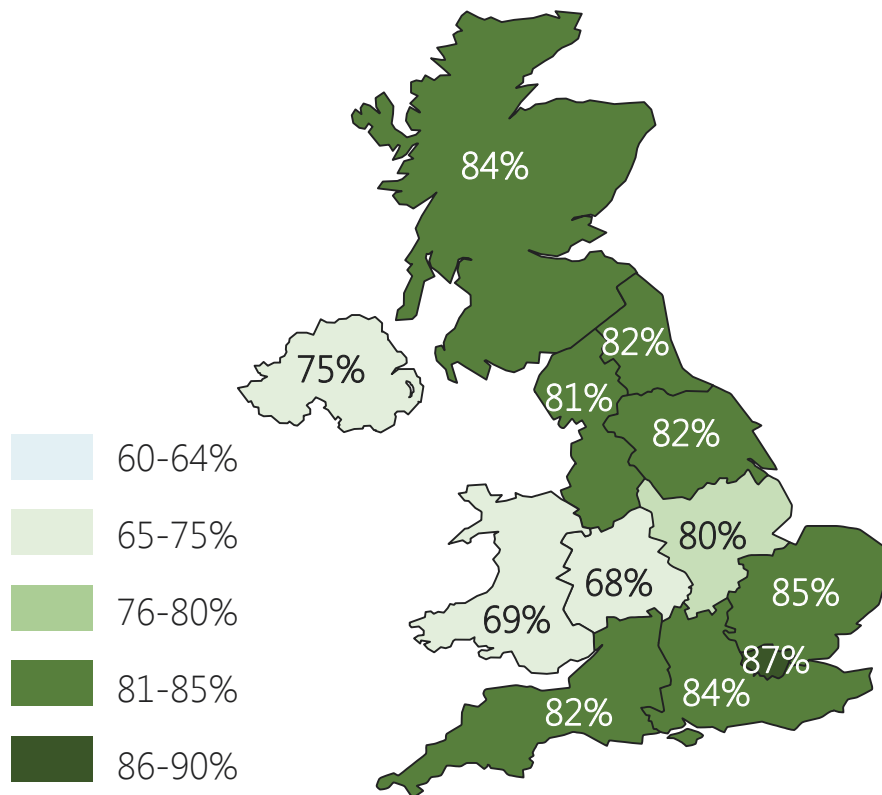
Source: Basic Digital Skills Tech Tracker 2015

Digital Capability

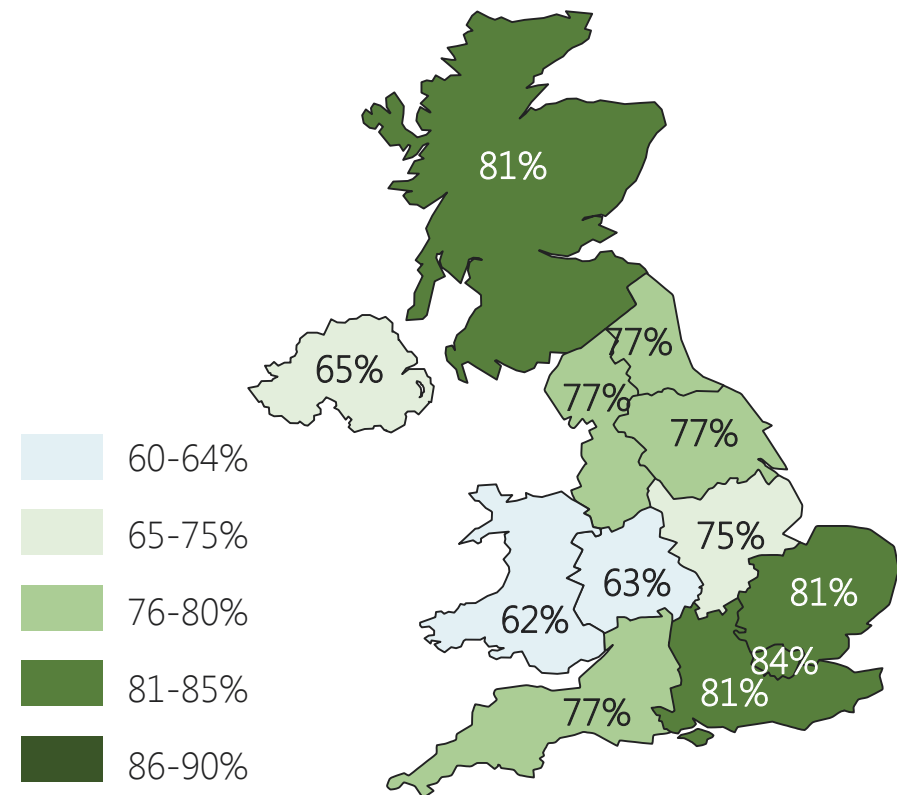
By region

The basic online skill level drops below 7 in 10 in Wales and the West Midlands with the Basic Digital Skill level only just above 6 in 10.

Basic Online Skills



Basic Digital Skills



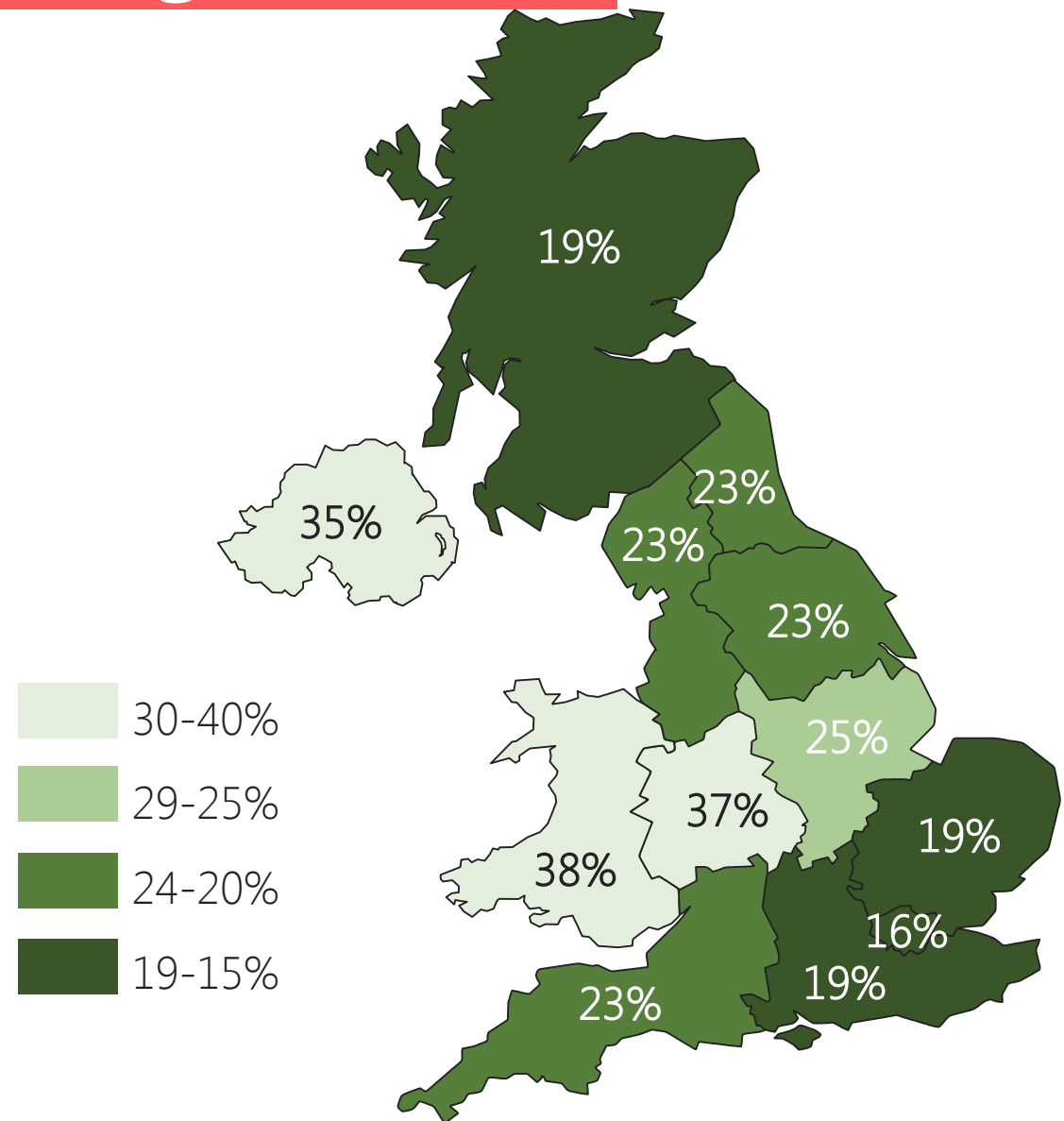
Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

Adults without Basic Digital Skills

By region

The percentage of adults without Basic Digital Skills is highest in Wales (38%), West Midlands (37%) and Northern Ireland (35%).



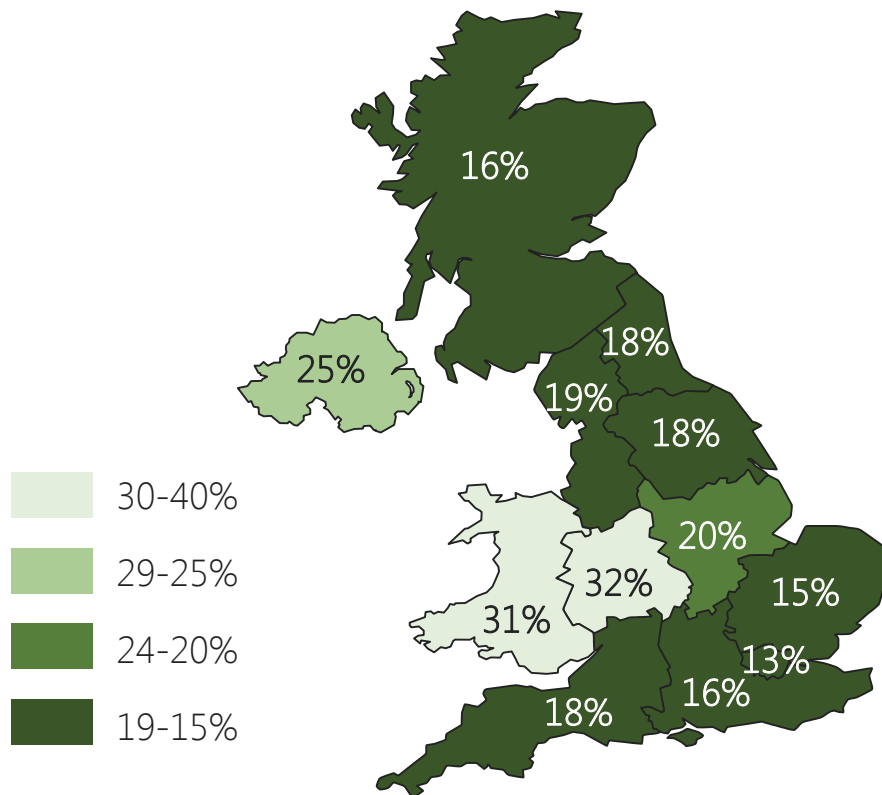
Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

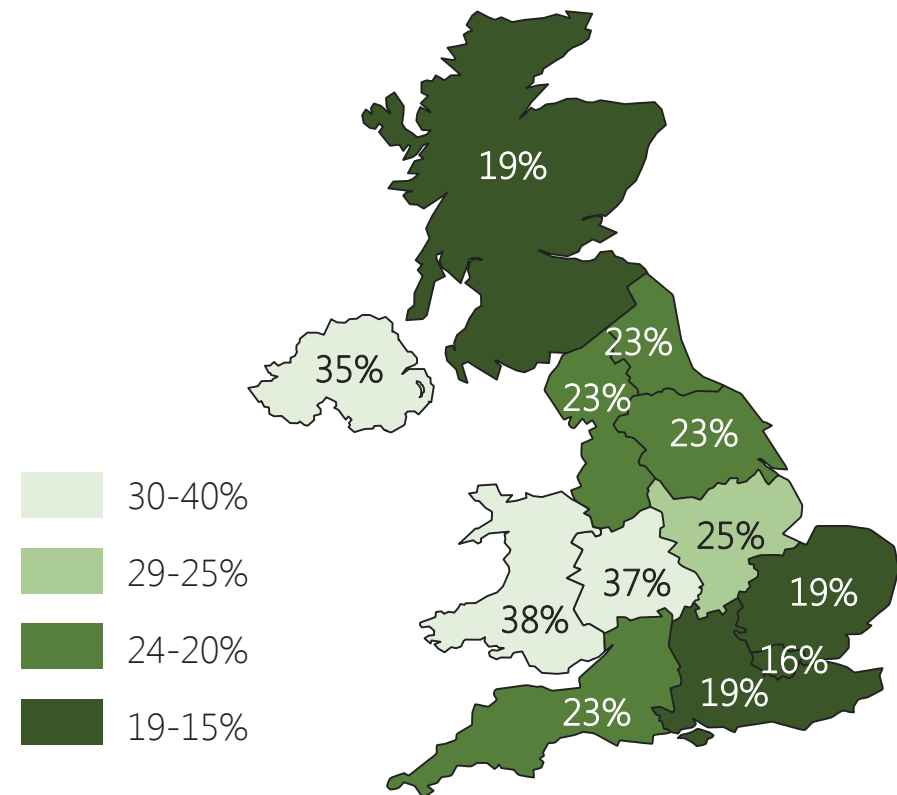
Adults without Digital Capability

By region

Basic Online Skills



Basic Digital Skills



Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

Digital Capability

By country

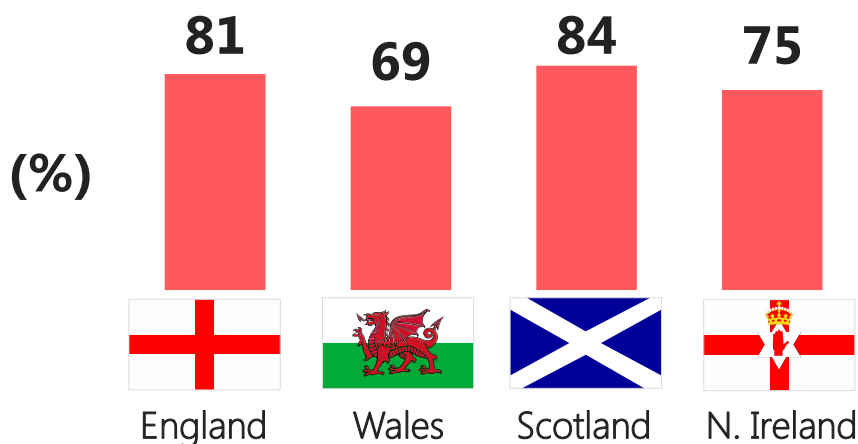
Population figures – 000s
based on mid-year
population estimates
rounded to nearest 50,000.

Basic Online Skills



Have Basic Online Skills	42,850,000
Don't have Basic Online Skills	10,350,000

Have Basic Online Skills	36,150,000	1,800,000	3,800,000	1,100,000
Don't have Basic Online Skills	8,500,000	800,000	700,000	350,000

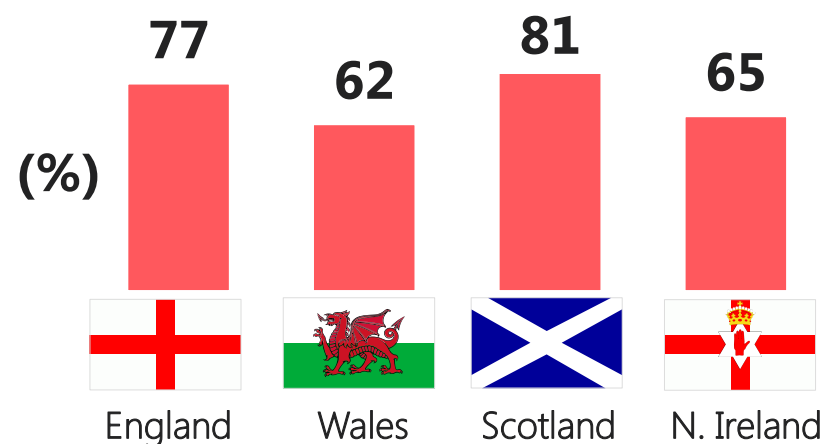


Basic Digital Skills



Have Basic Digital Skills	40,550,000
Don't have Basic Digital Skills	12,600,000

Have Basic Digital Skills	34,350,000	1,600,000	3,650,000	950,000
Don't have Basic Digital Skills	10,250,000	1,000,000	850,000	500,000



Base: UK respondents aged 15+ living in region - Scotland (427), Wales (227), Northern Ireland (121), England (3,392)

Source: Basic Digital Skills Tech Tracker 2015

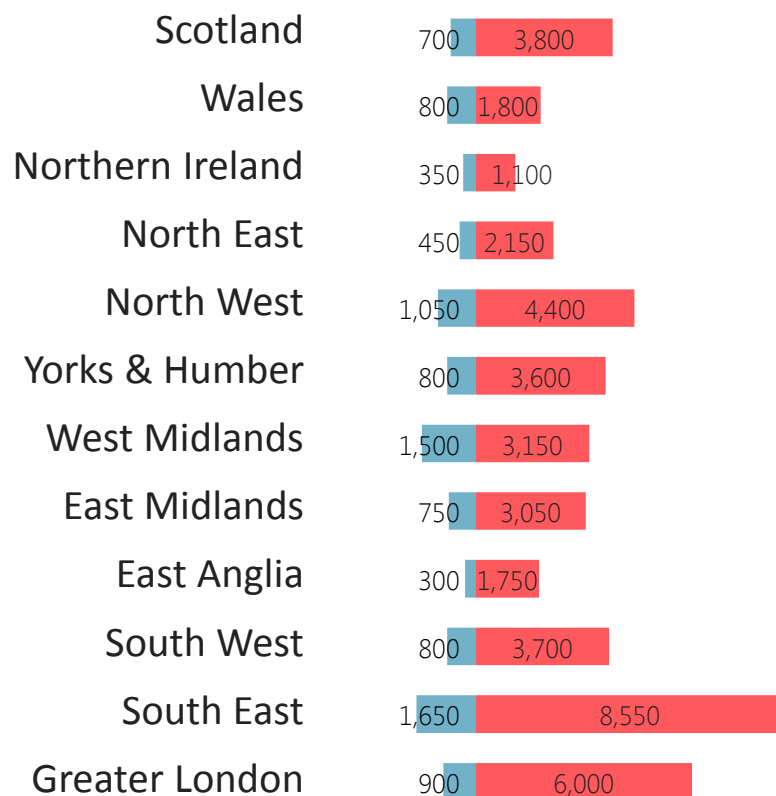
Digital Capability

By region

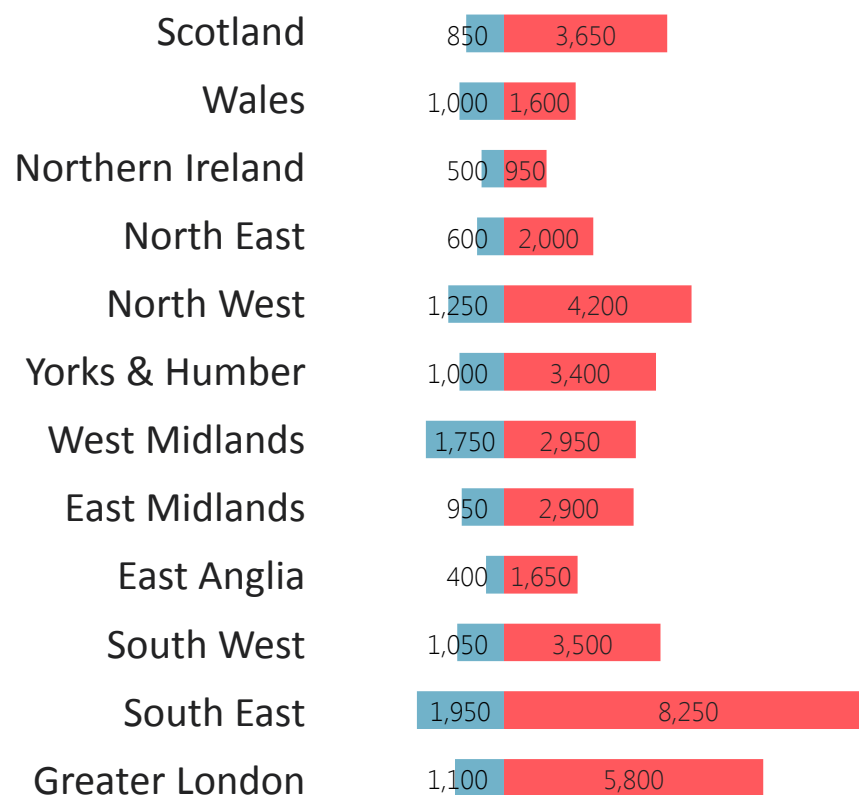
Population figures – 000s
based on mid-year
population estimates
rounded to nearest 50,000.

Have skills
Don't have skills

Basic Online Skills



Basic Digital Skills



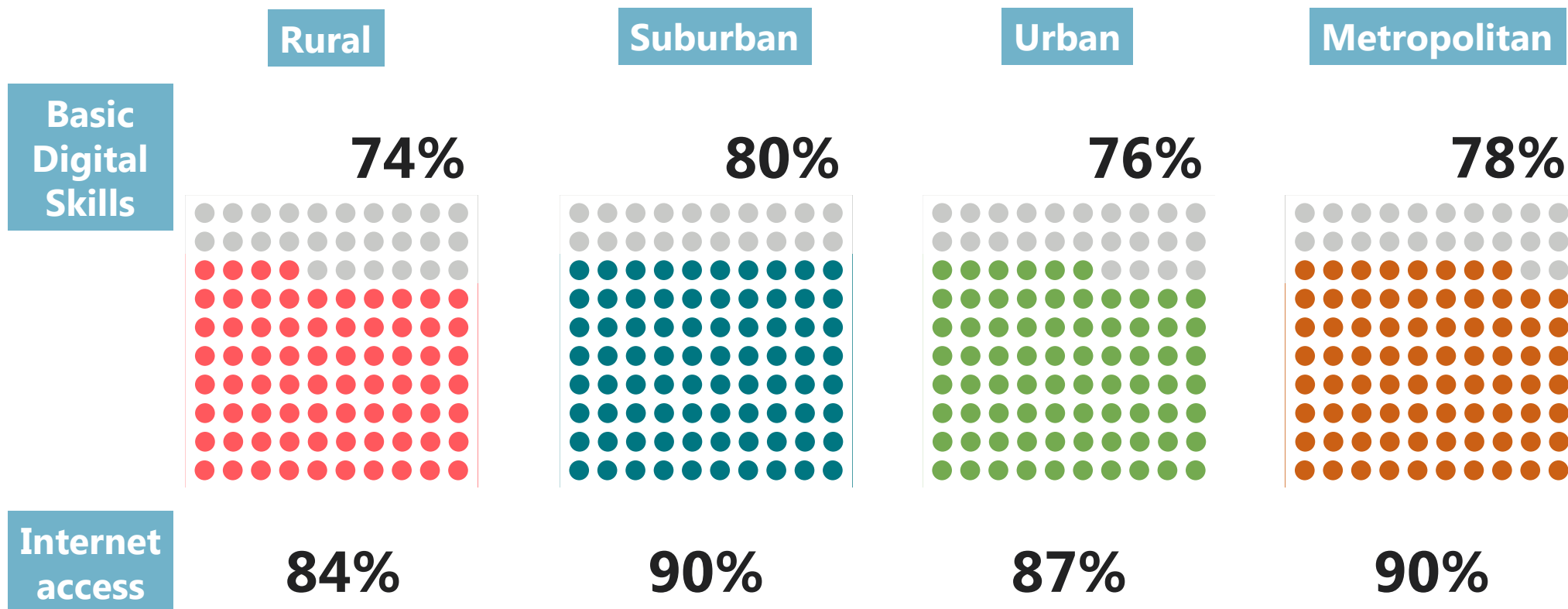
Base: UK respondents aged 15+ living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By location type

Just under three-quarters of adults in rural areas have Basic Digital Skills – with lower internet access a contributing factor.



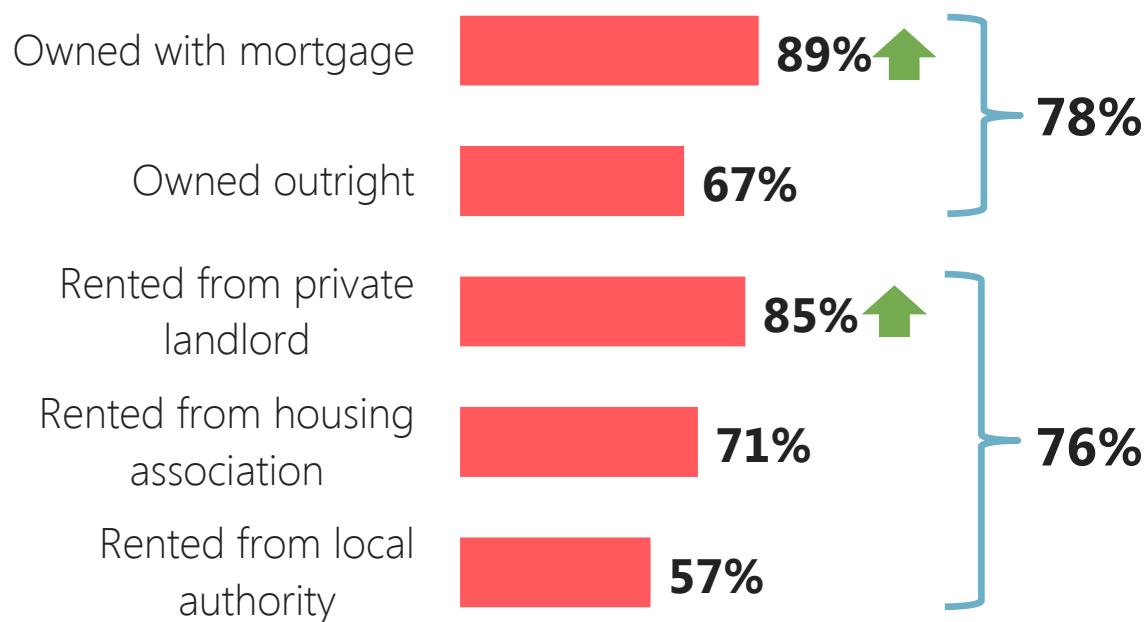
Base: UK respondents living in – Rural areas (652), Suburban areas (806), Urban areas (1,553), Metropolitan areas (1,035)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By household tenure

Outright house owners are more likely to be retired thus their lower levels of Basic Digital Skills.



↑ ↓ Significant difference at 95% vs. other ownership/ rented tenures

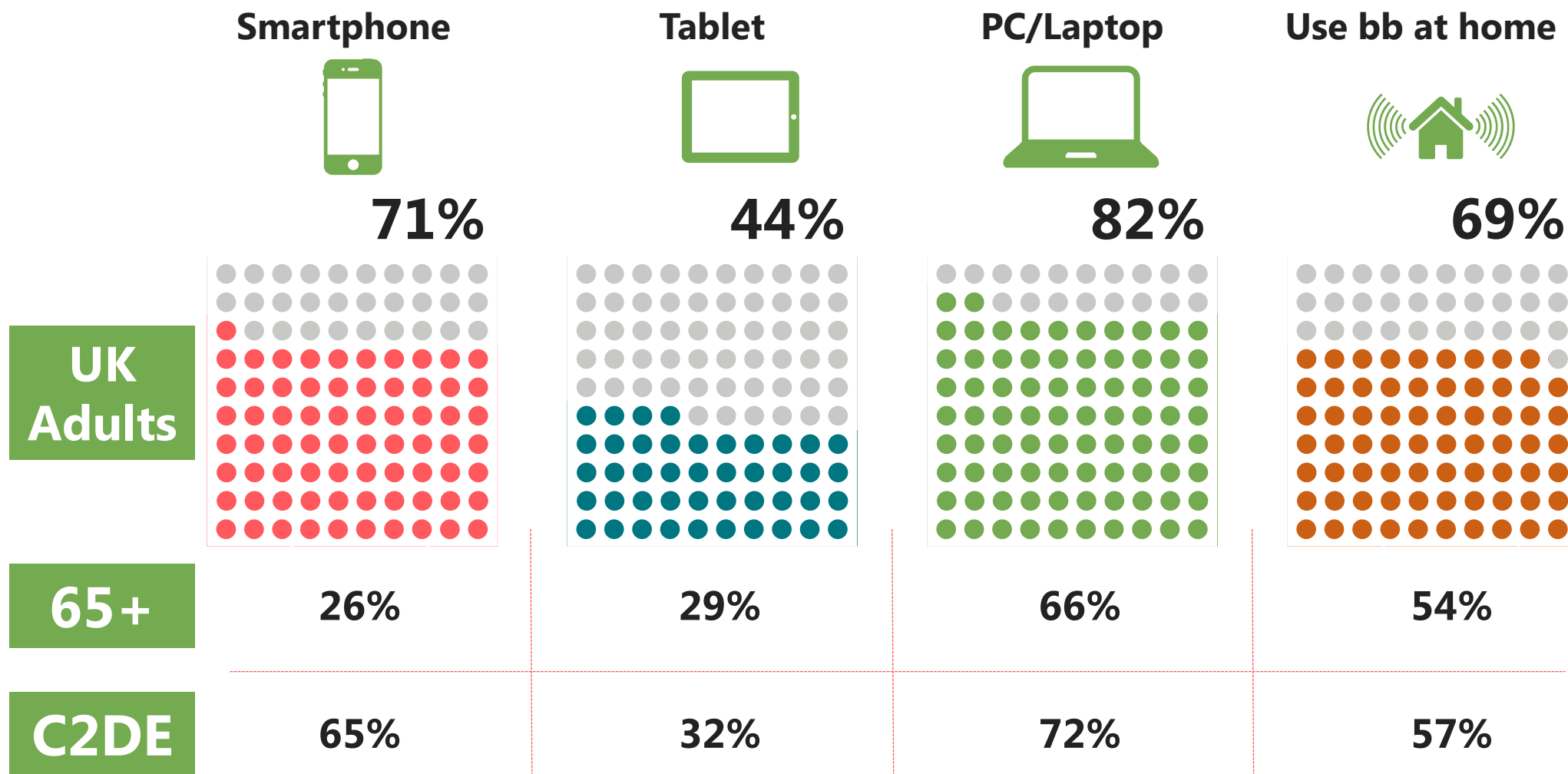
Base: UK respondents – Owned with mortgage (997), Owned outright (1,391), Rented from private landlord (687), Rented from housing association (340), Rented from local authority (551)

Source: Basic Digital Skills Tech Tracker 2015

Technographics

UK Device Ownership and Broadband Usage

Eight in ten adults in the UK have a PC or laptop in their home. 65+ and C2DEs, the groups with the lowest digital capability, have lower levels of device ownership.



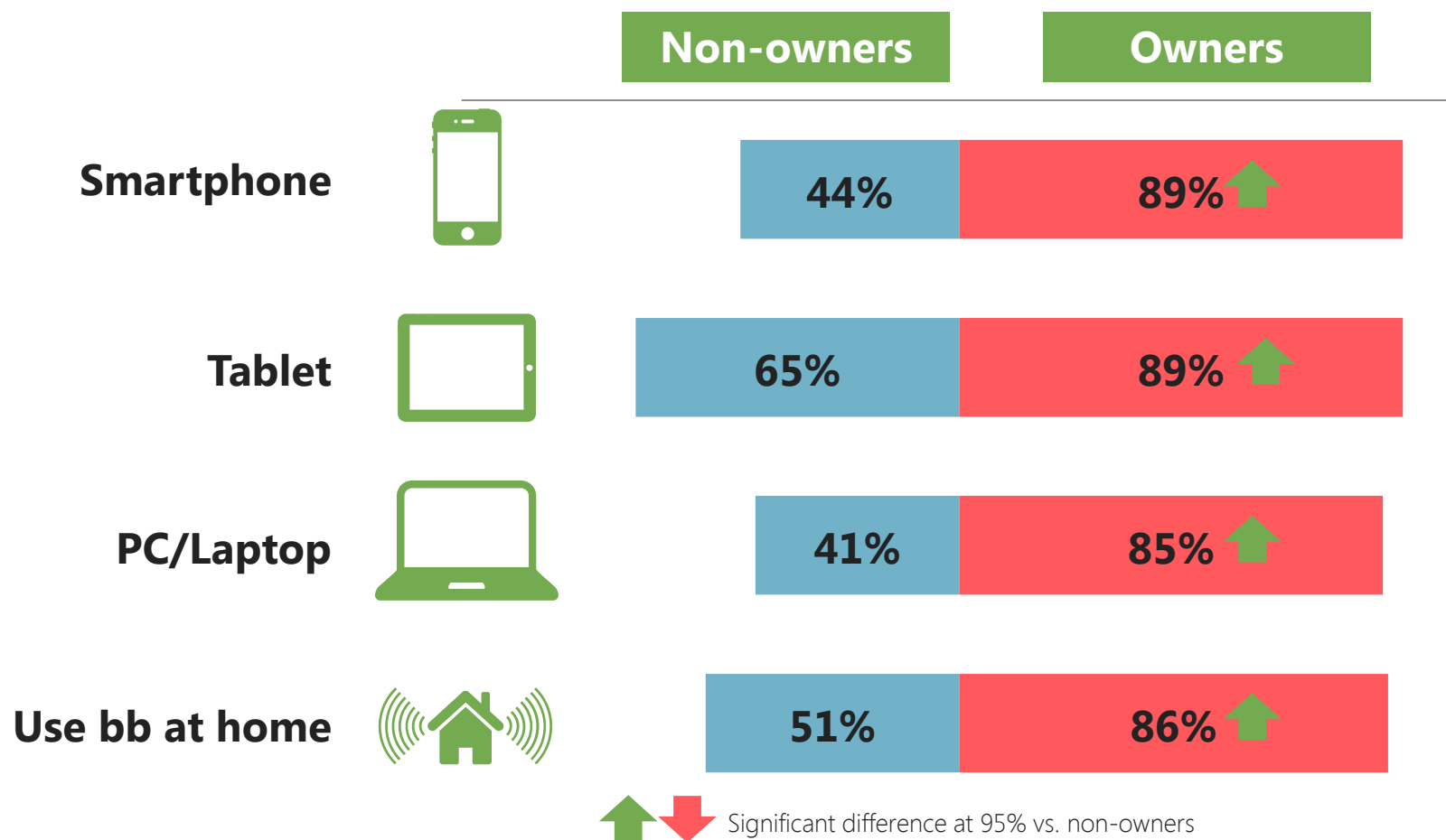
Base: UK respondents & asked – Personal smartphone ownership (1,038), Household tablet ownership (1,038), Household PC/ laptop ownership (4,167), Access to Broadband at home (1,038)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

By device ownership

The level of Basic Digital Skills is higher across device owners.



Base: UK respondents & asked – Personal smartphone ownership (1,038), Household tablet ownership (1,038), Household PC/ laptop ownership (4,167), Access to Broadband at home (1,038)

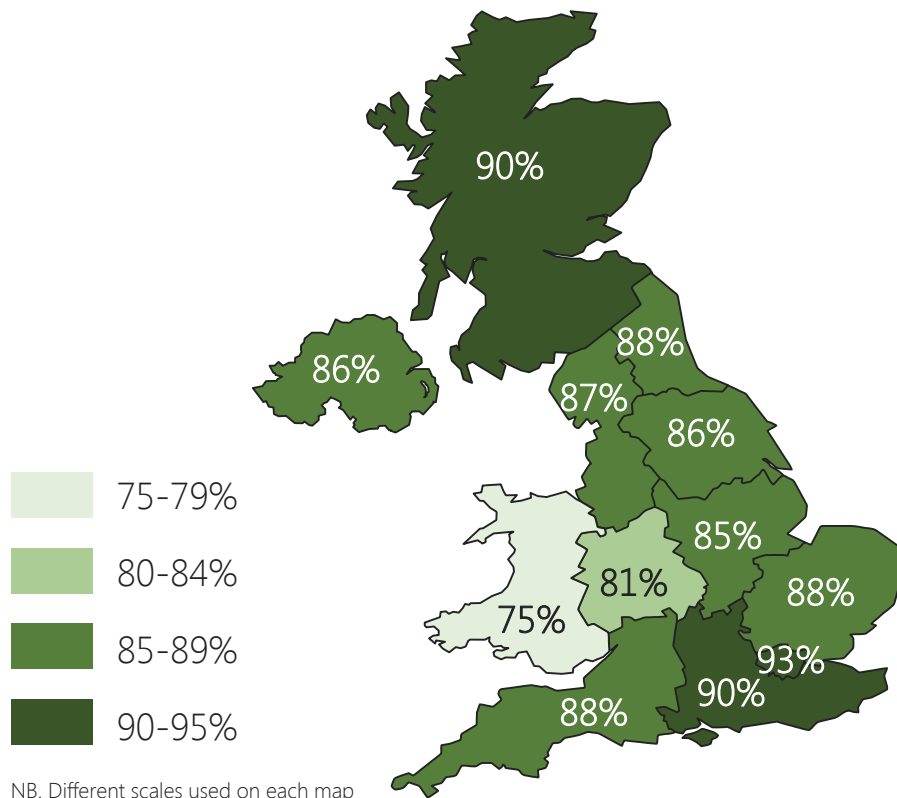
Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills

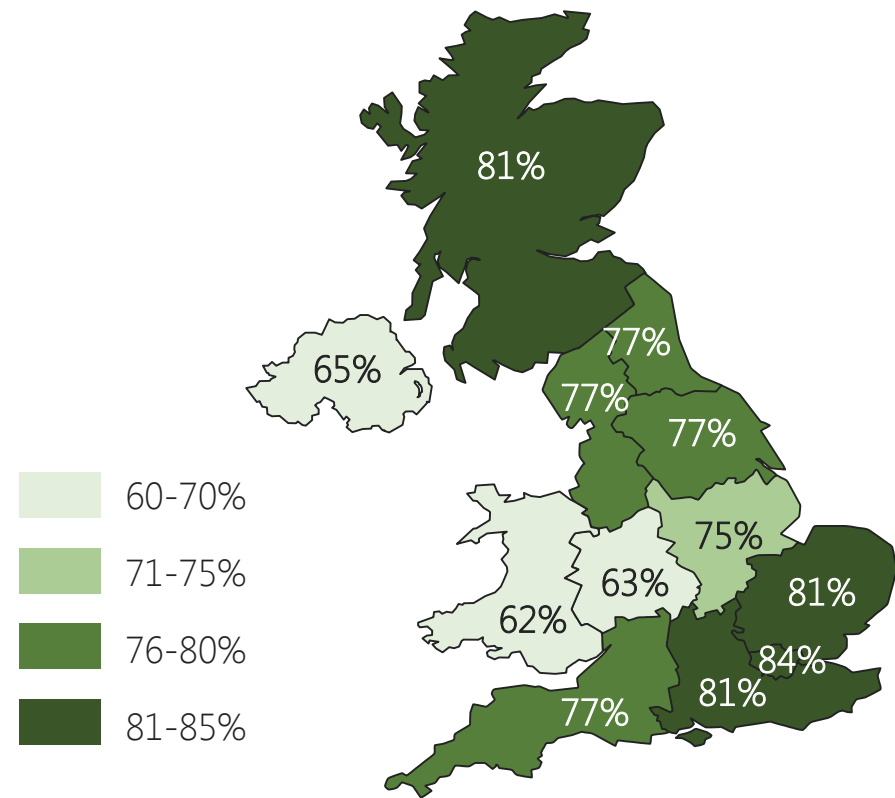
Comparison with internet access

In general, the areas with the highest internet access (by any means) also show the highest levels of Basic Digital Skills.

Internet access



Basic Digital Skills



Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

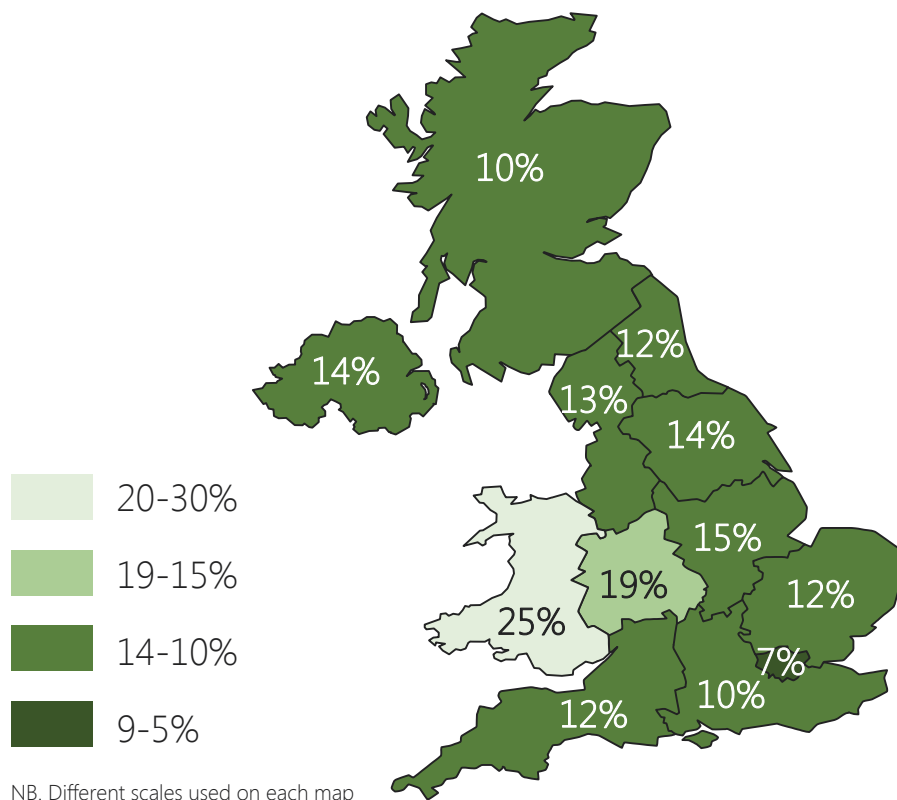
Source: Basic Digital Skills Tech Tracker 2015

Without Basic Digital Skills and Internet Access

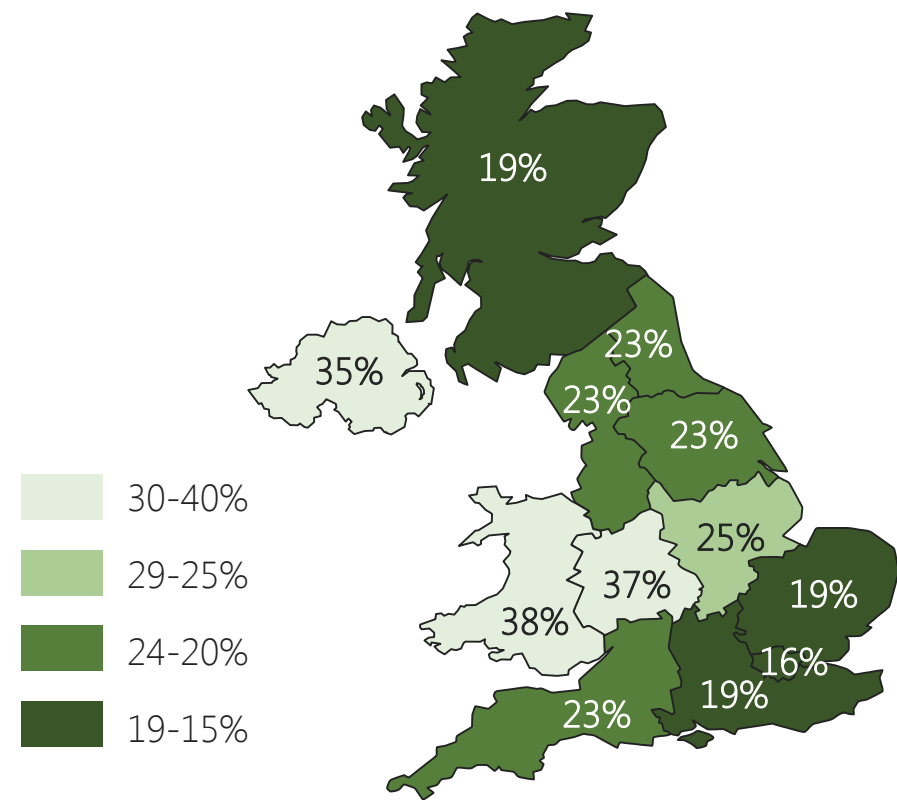
Comparison with internet access

London has the lowest percentage of adults without basic digital skills, and also the lowest percentage of adults without internet access.

Internet access



Basic Digital Skills



Base: UK respondents living in region - Scotland (427), Wales (227), Northern Ireland (121), North (185), NW (496), Yorks & Humber (439), West Midlands (346), East Midlands (338), East Anglia (48), SW (316), SE (647), Greater London (577)

Source: Basic Digital Skills Tech Tracker 2015

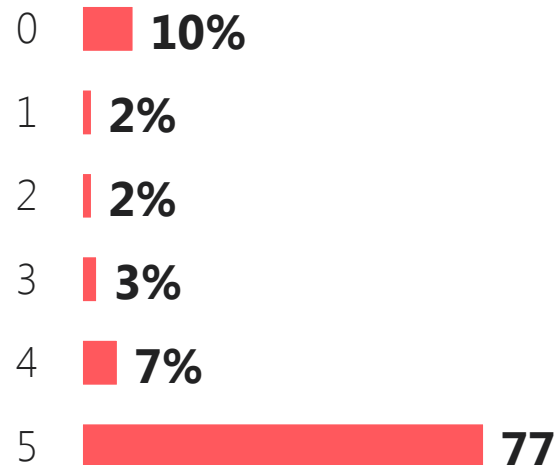
Greater London Focus

Basic Digital Skills

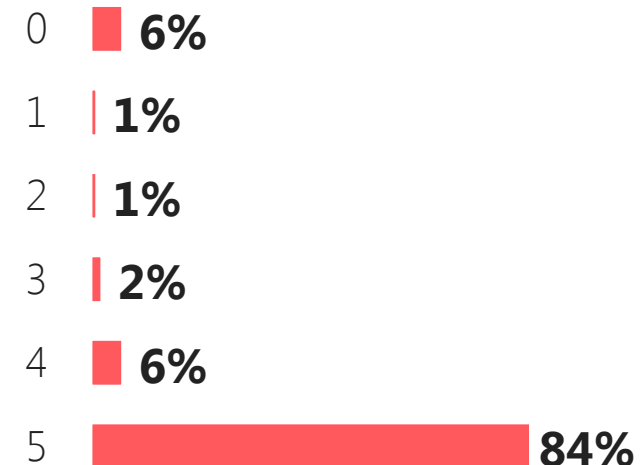
London

The level of Basic Digital Skills is higher in London than the UK national average.

Number of Digital Skills National Average



Number of Digital Skills London



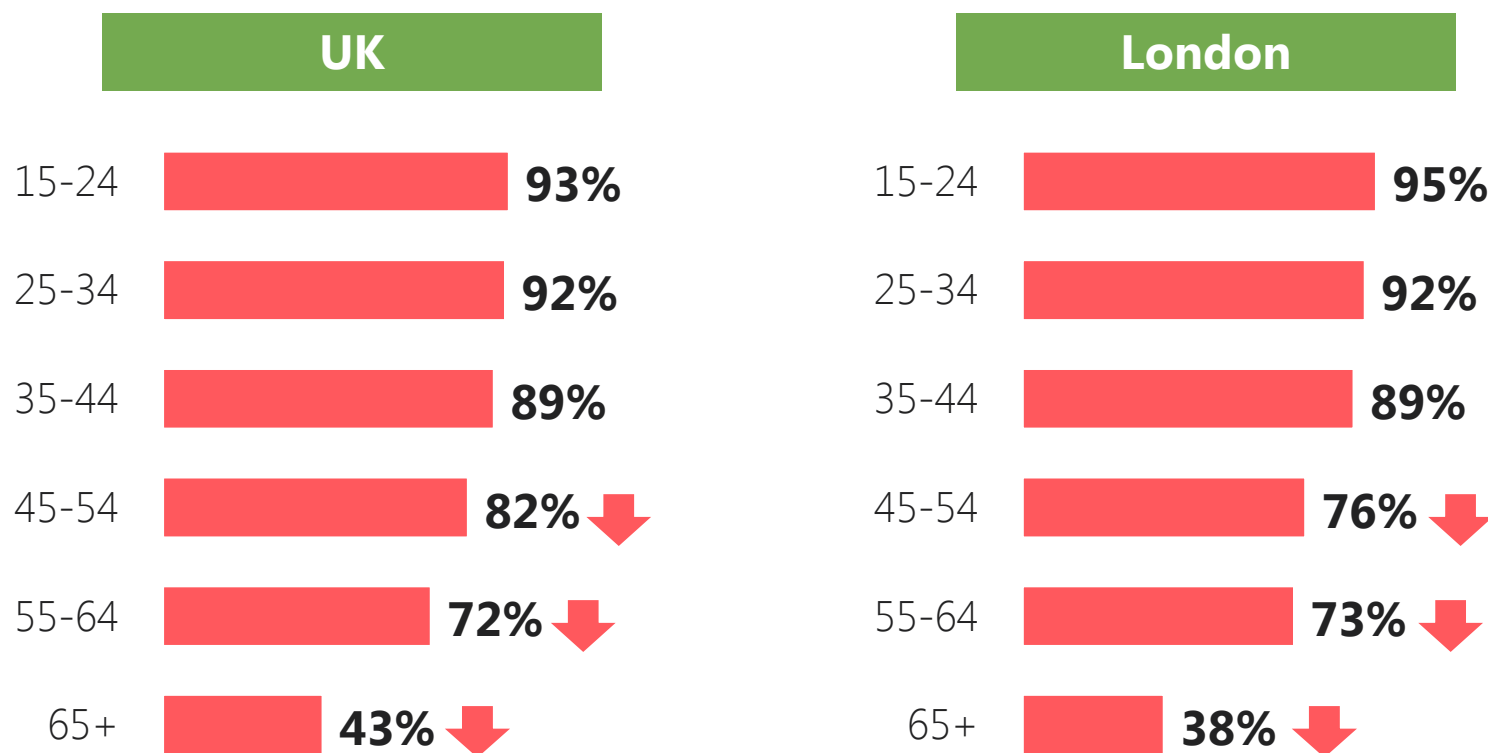
Base: All Greater London respondents (577)

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills - London

By age group

The general drop in Basic Digital Skill level sees a more significant decrease amongst those aged 45+ in London than the UK in total.



Base: Greater London respondents aged 15-24 (106), 25-34 (166), 35-44 (118), 45-54 (71), 55-64 (49), 65+ (67)



Significant difference at 95% vs. younger age groups

Source: Basic Digital Skills Tech Tracker 2015

Basic Digital Skills - London

By gender/ social grade

The wider gender gap that exists across the UK as a whole, is not apparent in London. However, the gap between social grades is similar to the national average.

Basic Digital Skills

84%



83%



UK AVERAGE:

80%

74%

Basic Digital Skills

92%



ABC1

73%



C2DE

87%

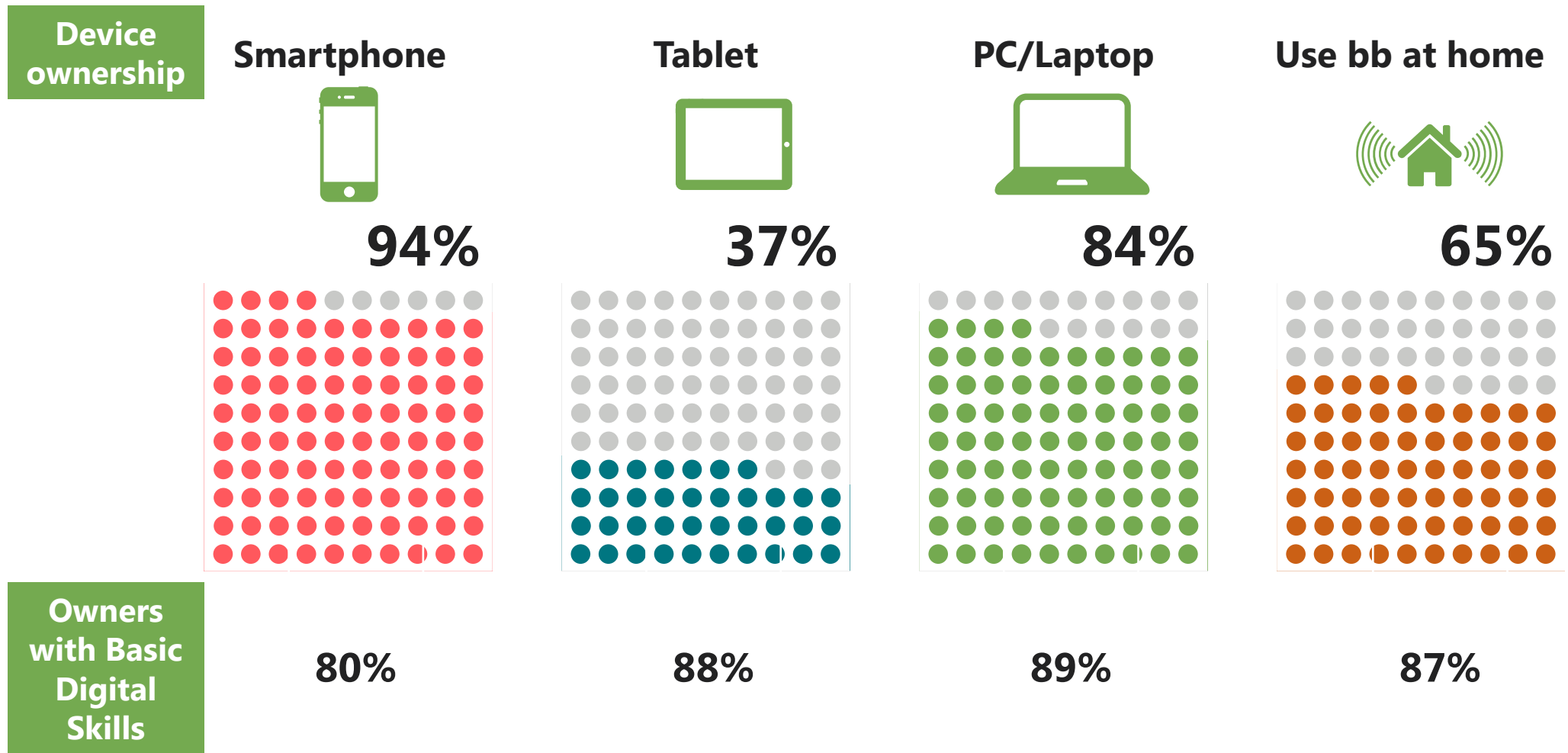
65%

Base: Greater London respondents – Male (308), Female (269), ABC1 (303), C2DE (274)

Source: Basic Digital Skills Tech Tracker 2015

London Device Ownership and Broadband Usage

Greater London sees near universal smartphone ownership amongst adults.



Base: Greater London respondents & asked – Personal smartphone ownership (144), Household tablet ownership (144), Household PC/ laptop ownership (577), Access to Broadband at home (144)

Source: Basic Digital Skills Tech Tracker 2015

Ipsos MORI's standards and accreditations

Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252:2012

The international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



ISO 27001:2005

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



MRS Company Partnership

By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation.



ISO 9001:2008

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

Data Protection Act

Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.

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