Media Literacy: Understanding Digital Capabilities follow-up

September 2013

Ipsos MediaCT

Basic online skills: regional breakdown

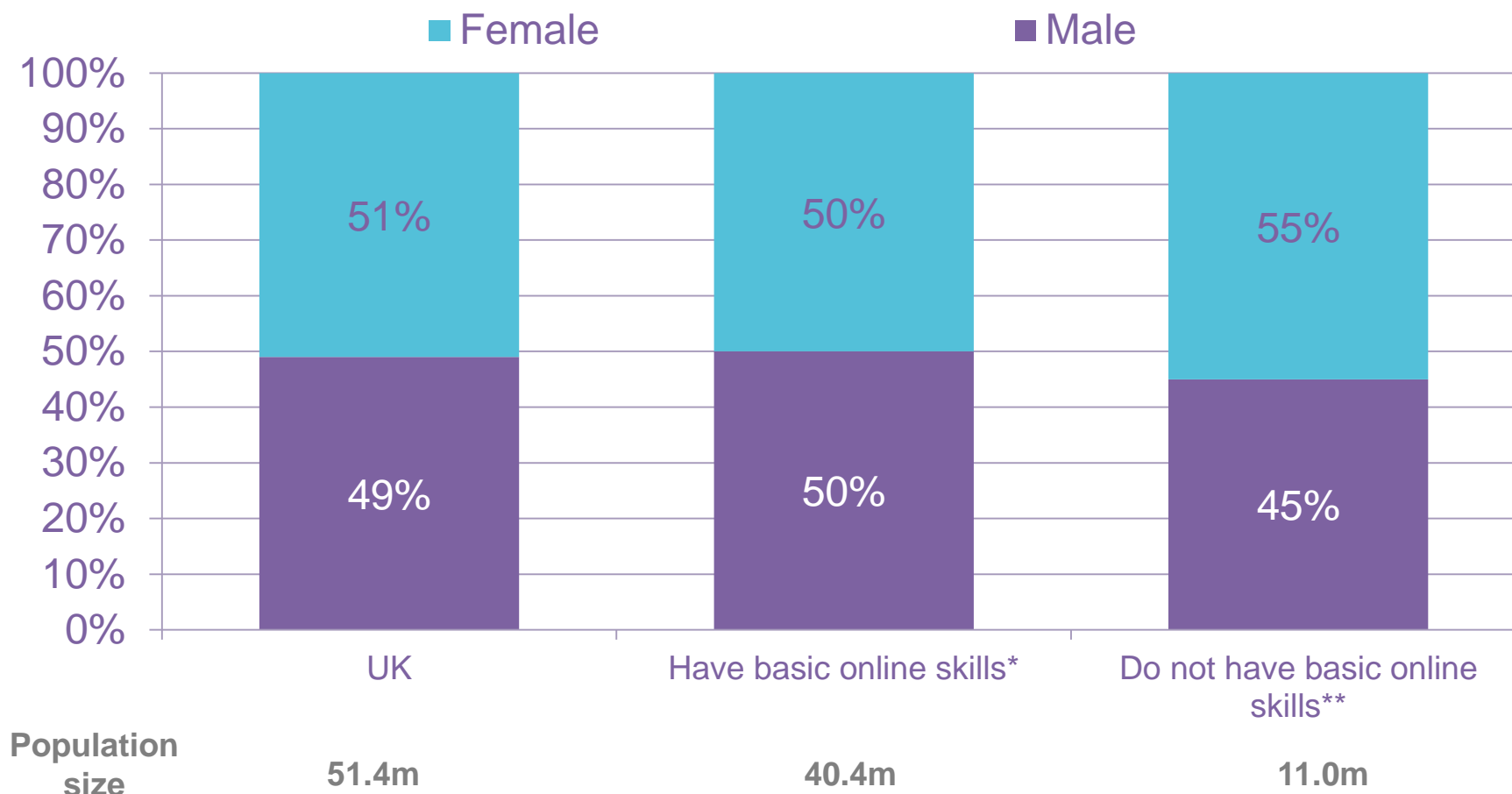■ Have basic digital skills*   ■ Do not have basic digital skills**

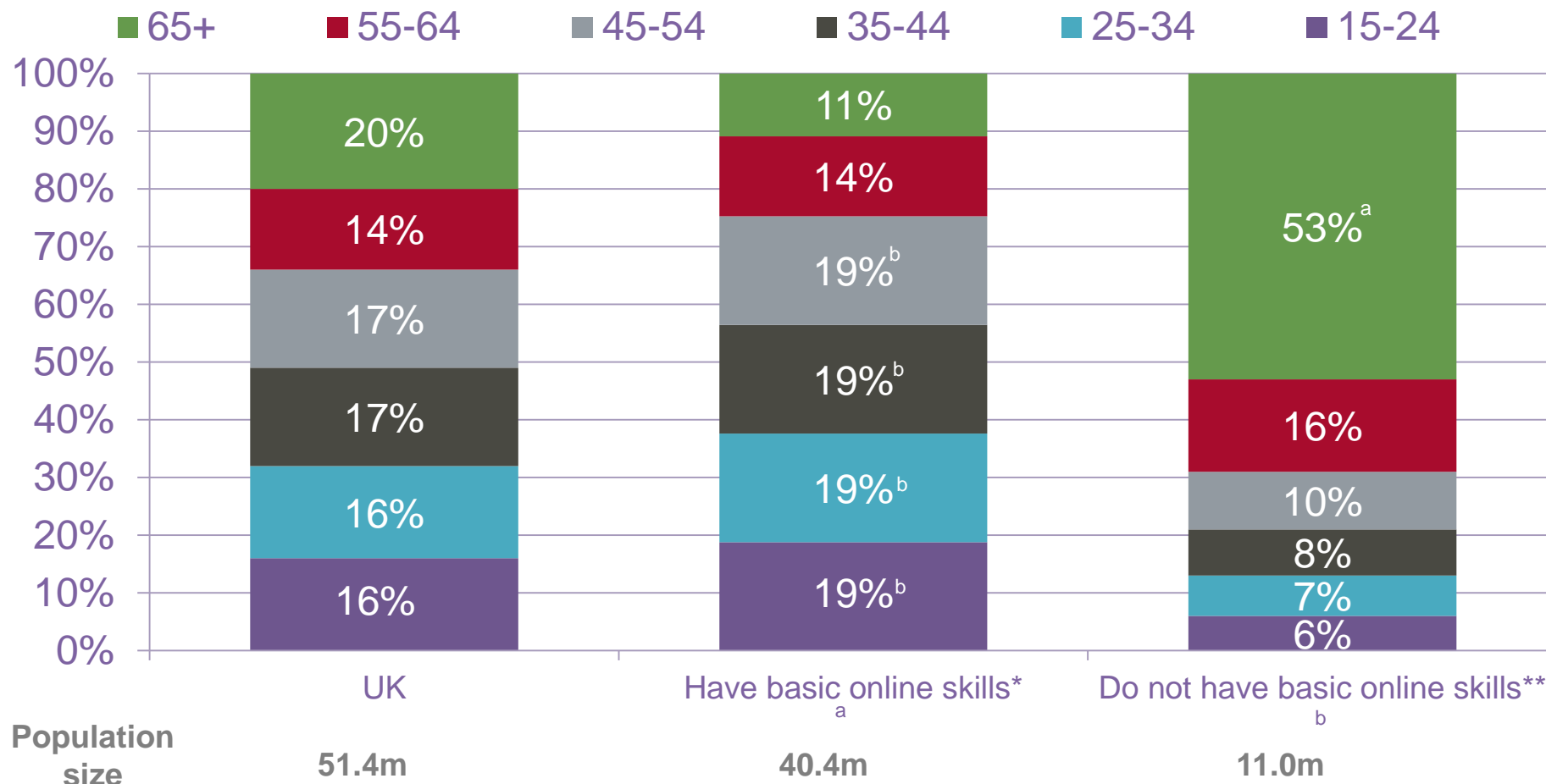|	UK	Anglia	Central	London	NI	NEast	N West	Scotland	S East	W&W/ SW	Yorks
Do not have	21%	26%	23%	18%	23%	24%	21%	30%	19%	20%	17%
Have	79%	74%	77%	82%	77%	76%	79%	70%	81%	80%	83%
Population size	51.4m	3.6m	7.7m	10.3m	1.5m	2.1m	5.7m	4.6m	5.1m	5.6m	5.1m

*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

No significant differences

Basic online skills: Age profile

Legend: 65+ | 55-64 | 45-54 | 35-44 | 25-34 | 15-24

UK (Population size 51.4m)
- 65+: 20%
- 55-64: 14%
- 45-54: 17%
- 35-44: 17%
- 25-34: 16%
- 15-24: 16%

Have basic online skills* (Population size 40.4m) [a]
- 65+: 11%
- 55-64: 14%
- 45-54: 19% [b]
- 35-44: 19% [b]
- 25-34: 19% [b]
- 15-24: 19% [b]

Do not have basic online skills** (Population size 11.0m) [b]
- 65+: 53% [a]
- 55-64: 16%
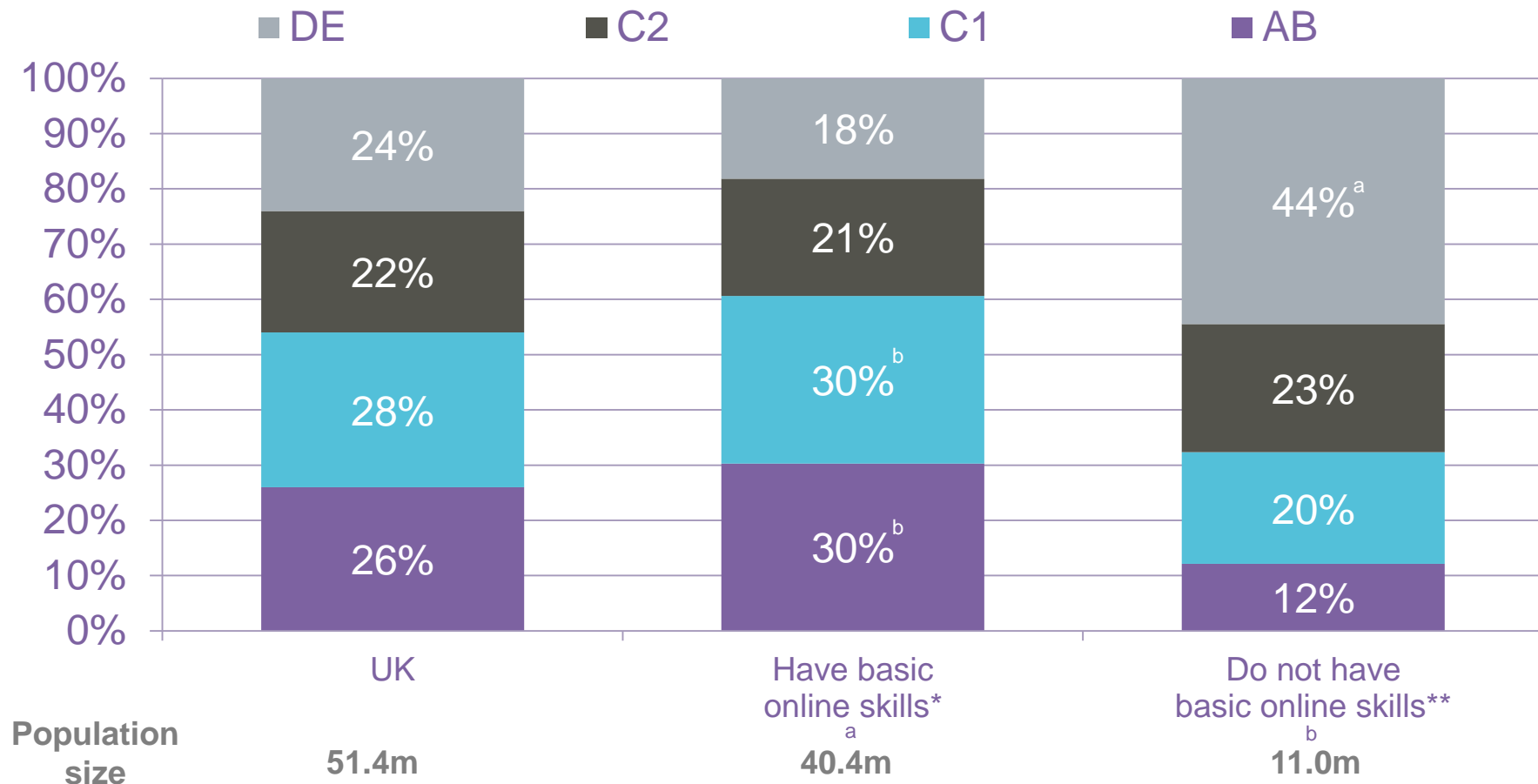- 45-54: 10%
- 35-44: 8%
- 25-34: 7%
- 15-24: 6%

*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)
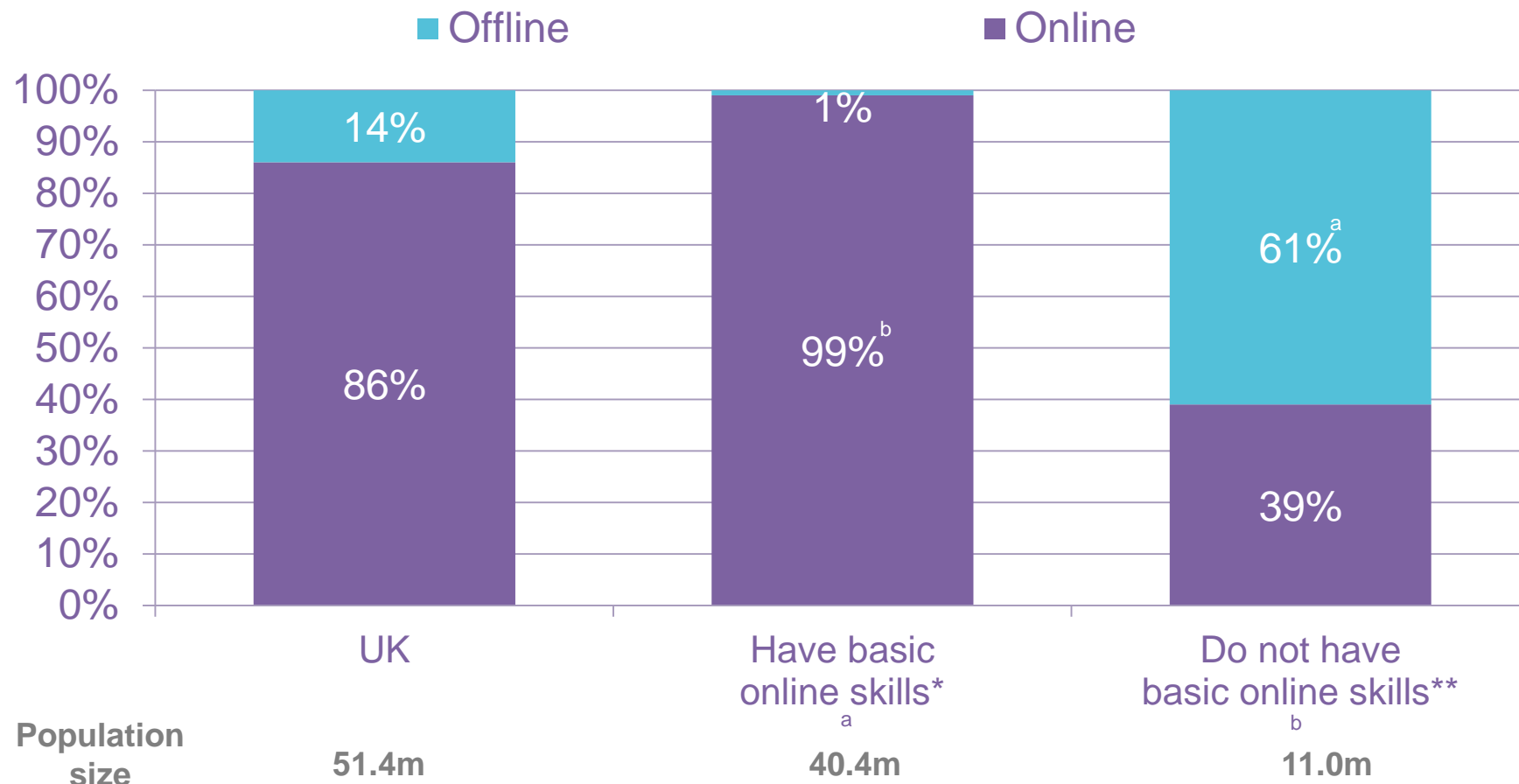
Basic online skills: Socio-economic profile

Legend: ■ DE ■ C2 ■ C1 ■ AB

UK (Population size 51.4m)
- DE: 24%
- C2: 22%
- C1: 28%
- AB: 26%

Have basic online skills* (a) (Population size 40.4m)
- DE: 18%
- C2: 21%
- C1: 30% [b]
- AB: 30% [b]

Do not have basic online skills** (b) (Population size 11.0m)
- DE: 44% [a]
- C2: 23%
- C1: 20%
- AB: 12%

Population size

*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: Online/offline splits

BBC

■ Offline   ■ Online

Population size

UK	Have basic online skills*	Do not have basic online skills**
51.4m	40.4m	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

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

Ipsos MORI

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