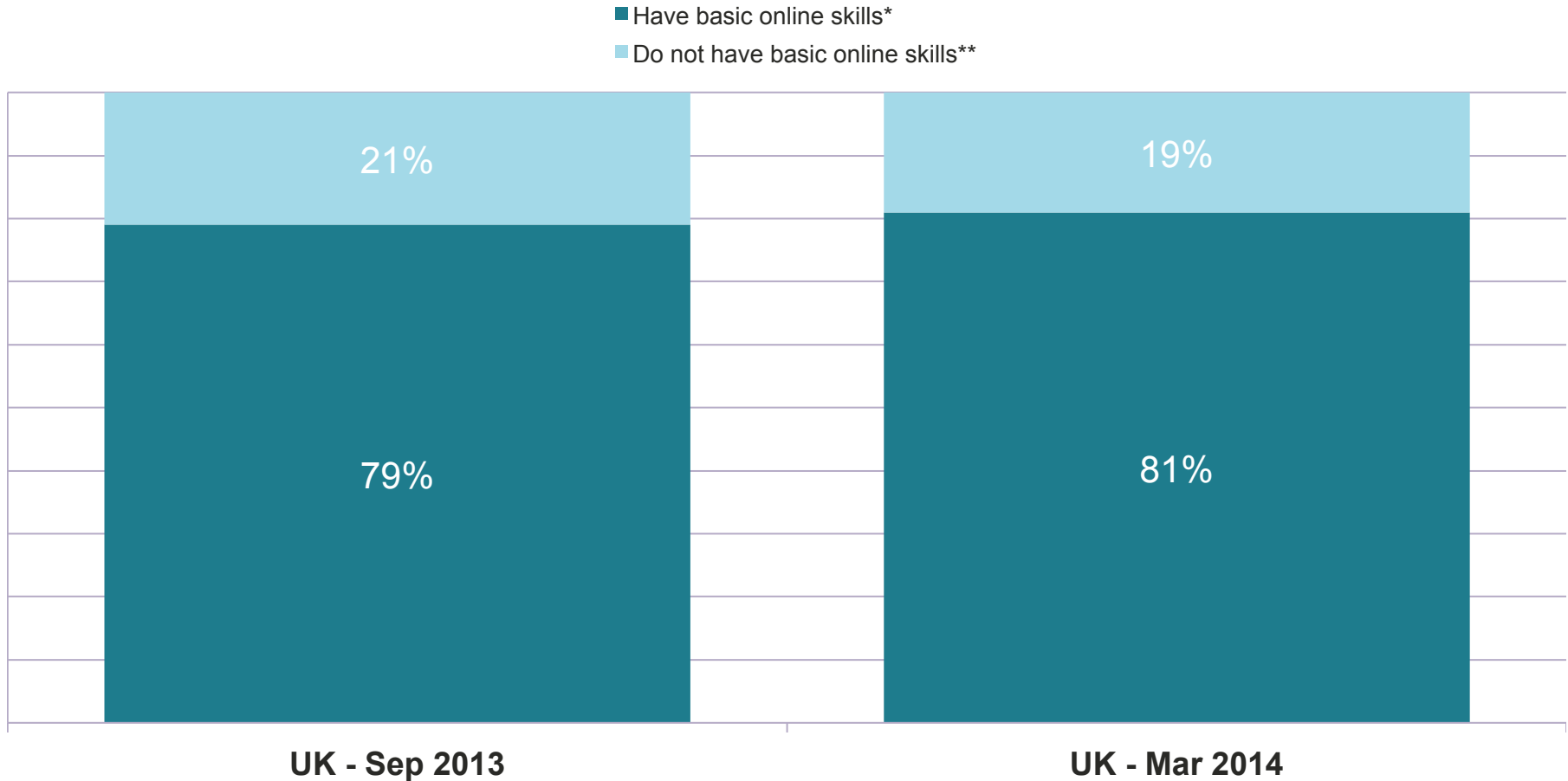# Media Literacy: Understanding Digital Capabilities follow-up

September 2013 and March 2014

Ipsos MediaCT

Basic online skills update

No significant differences since Sept '13

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

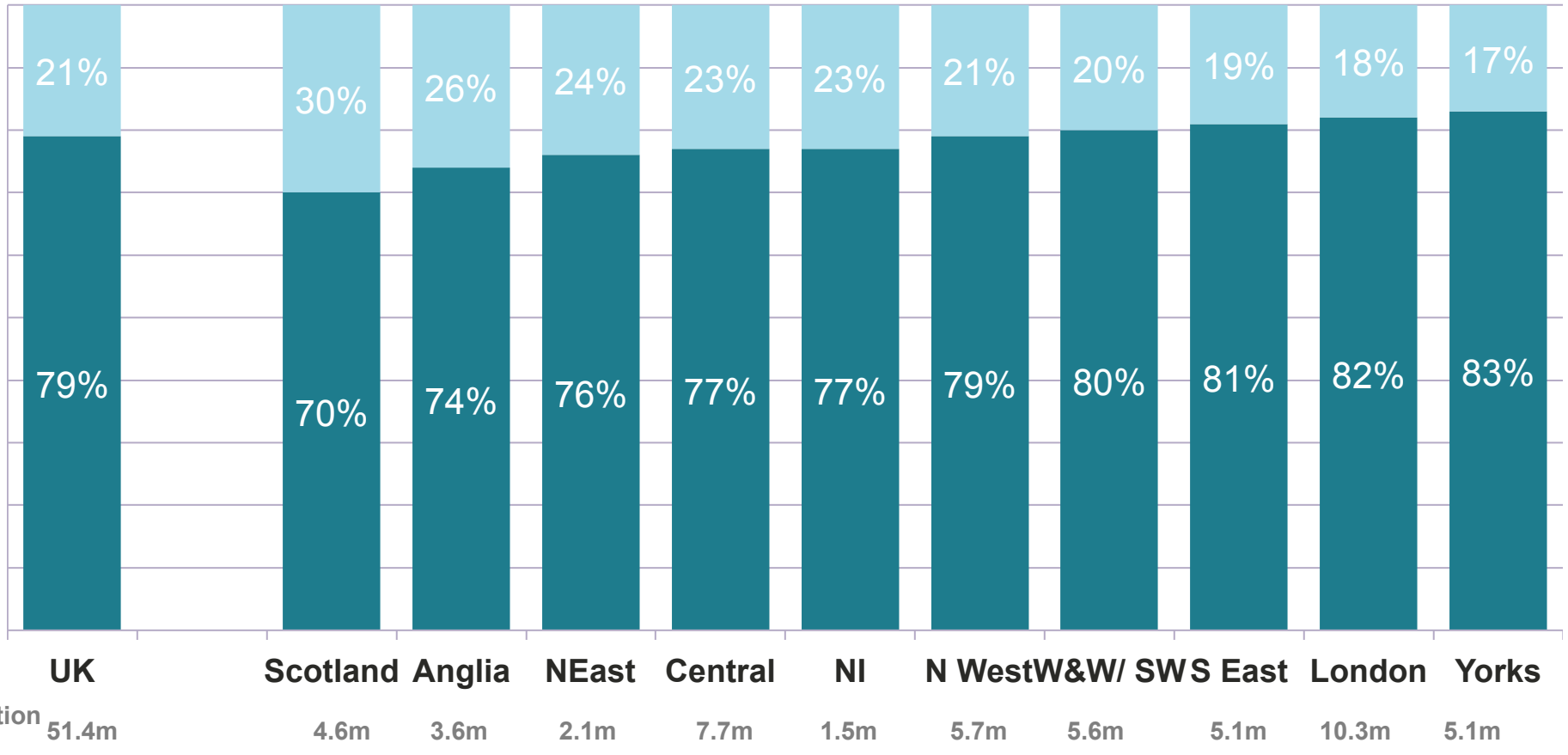|	
21%	19%
79%	81%
UK - Sep 2013	**UK - Mar 2014**

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

No significant differences

Basic online skills 2013: Regional Breakdown

BBC

3

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

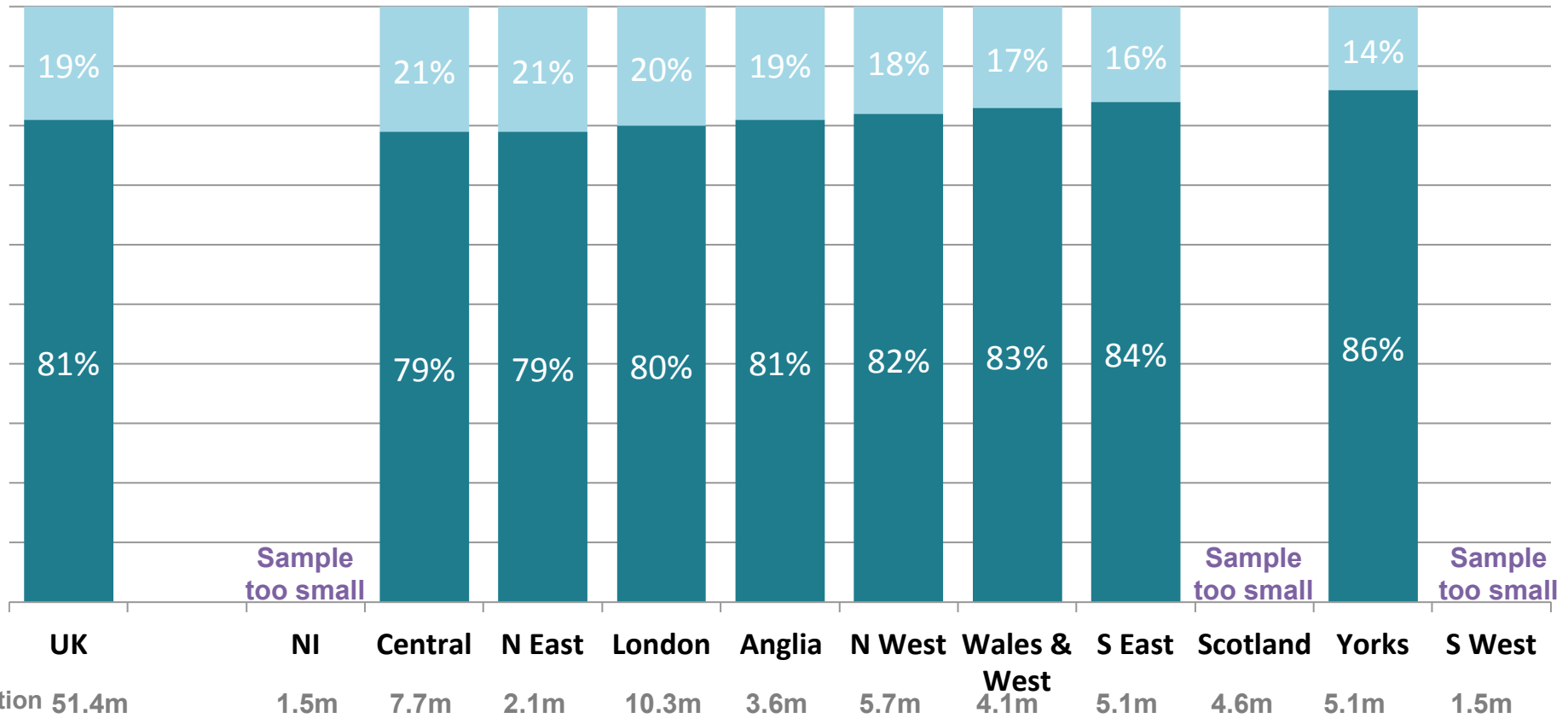| Region	UK		Scotland	Anglia	NEast	Central	NI	N West	W&W/ SW	S East	London	Yorks
Do not have	21%		30%	26%	24%	23%	23%	21%	20%	19%	18%	17%
Have	79%		70%	74%	76%	77%	77%	79%	80%	81%	82%	83%
Population size	51.4m		4.6m	3.6m	2.1m	7.7m	1.5m	5.7m	5.6m	5.1m	10.3m	5.1m

*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

Ipsos MORI   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.

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Basic Online Skills 2014: Regional Breakdown

No significant differences since Sept '13

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

	UK	NI	Central	N East	London	Anglia	N West	Wales & West	S East	Scotland	Yorks	S West
Do not have basic online skills	19%		21%	21%	20%	19%	18%	17%	16%		14%	
Have basic online skills	81%	Sample too small	79%	79%	80%	81%	82%	83%	84%	Sample too small	86%	Sample too small
Population size	51.4m	1.5m	7.7m	2.1m	10.3m	3.6m	5.7m	4.1m	5.1m	4.6m	5.1m	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
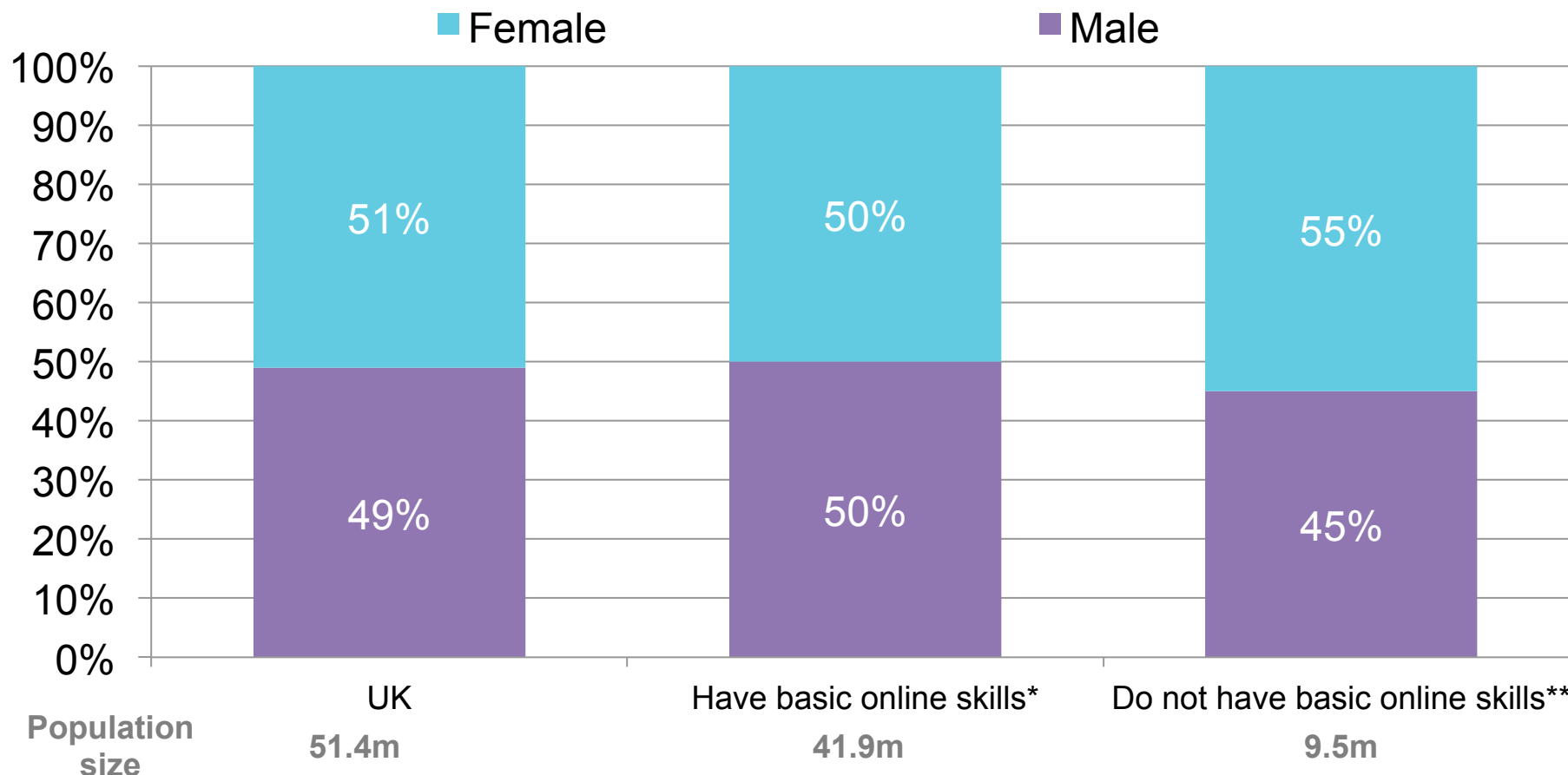
Basic online skills 2013: Gender profile
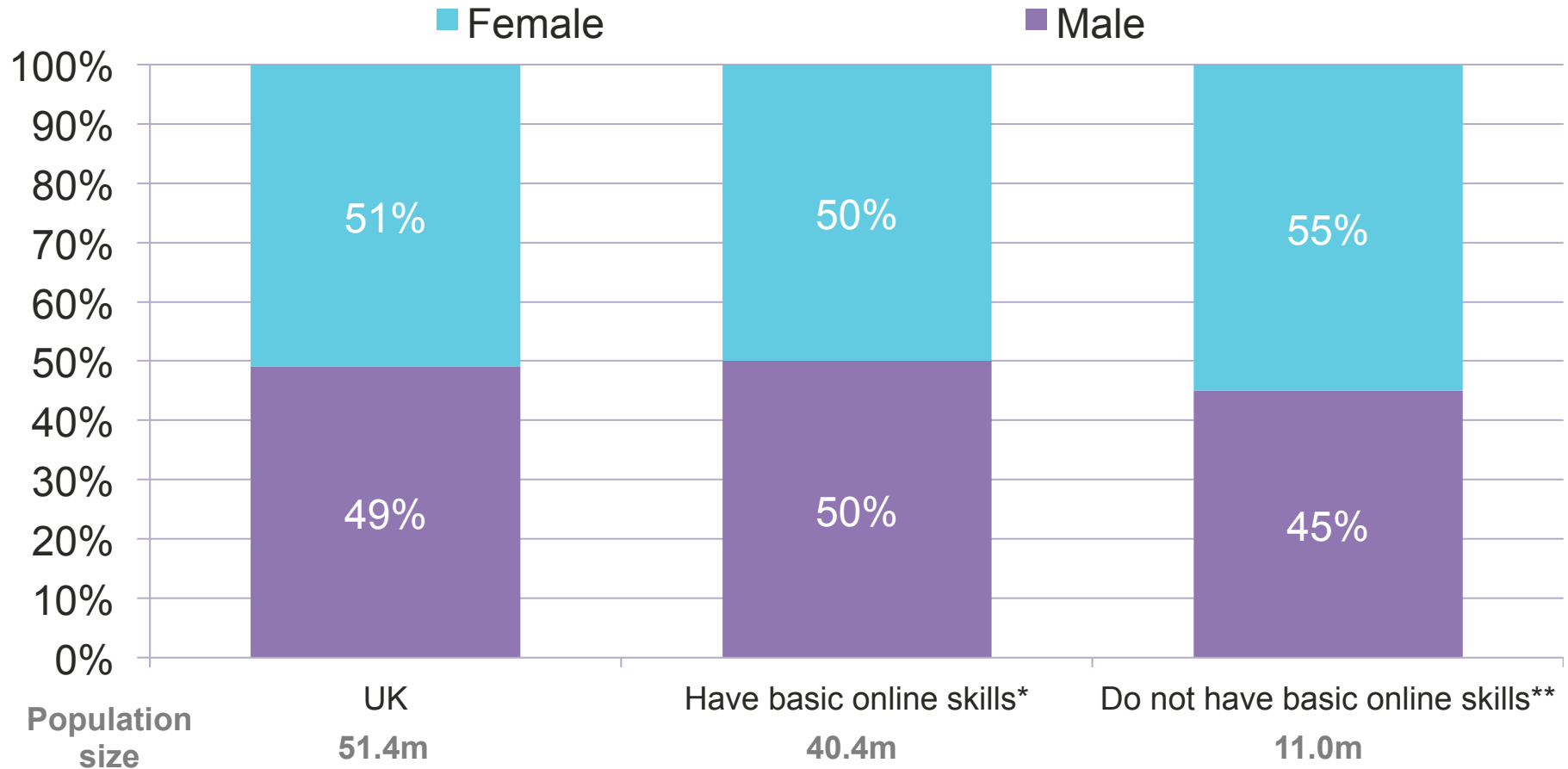
Female **Male**

Population size

	UK	Have basic online skills*	Do not have basic online skills**
Female	51%	50%	55%
Male	49%	50%	45%
	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

No significant differences
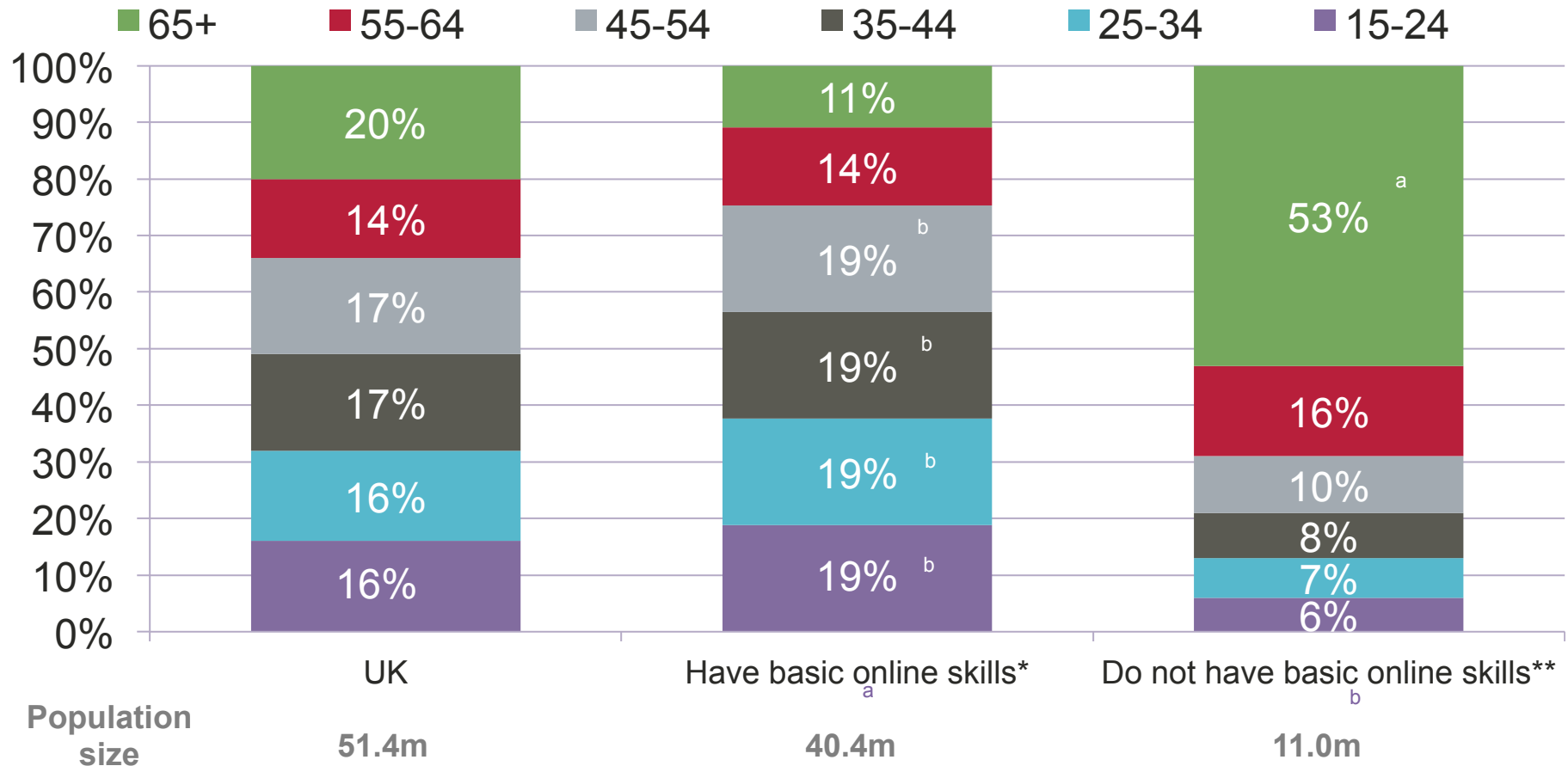
Basic online skills 2014: Gender profile

No significant differences since Sept '13

■ Female   ■ Male

	UK	Have basic online skills*	Do not have basic online skills**
Female	51%	50%	55%
Male	49%	50%	45%

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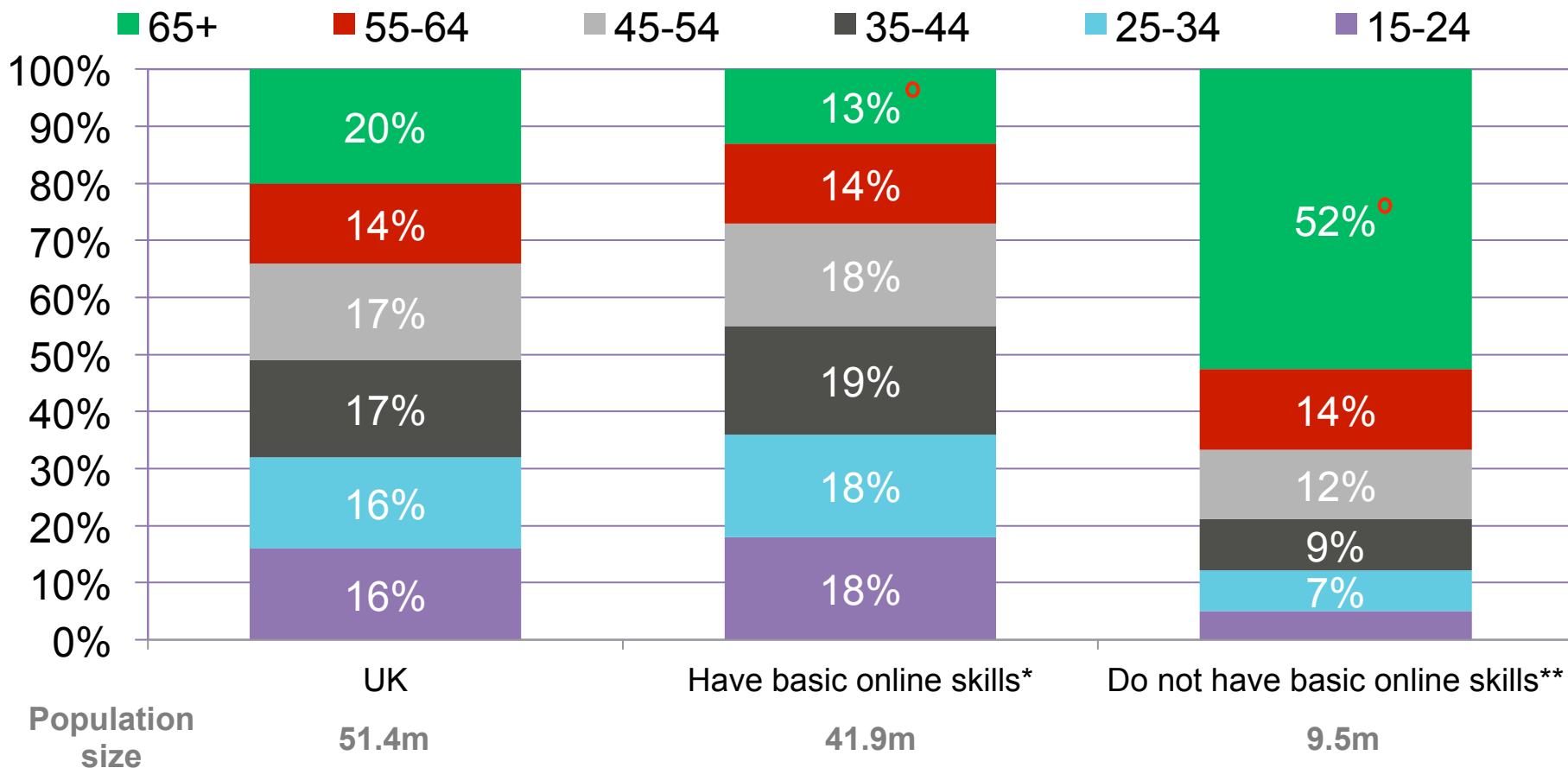
Ipsos MORI   Source: Ipsos MORI BBC Digital Capabilities Update, 7th- 13th March 2014 Sample size of all respondents: 2,057

Basic online skills 2013: Age profile

BBC

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%

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)
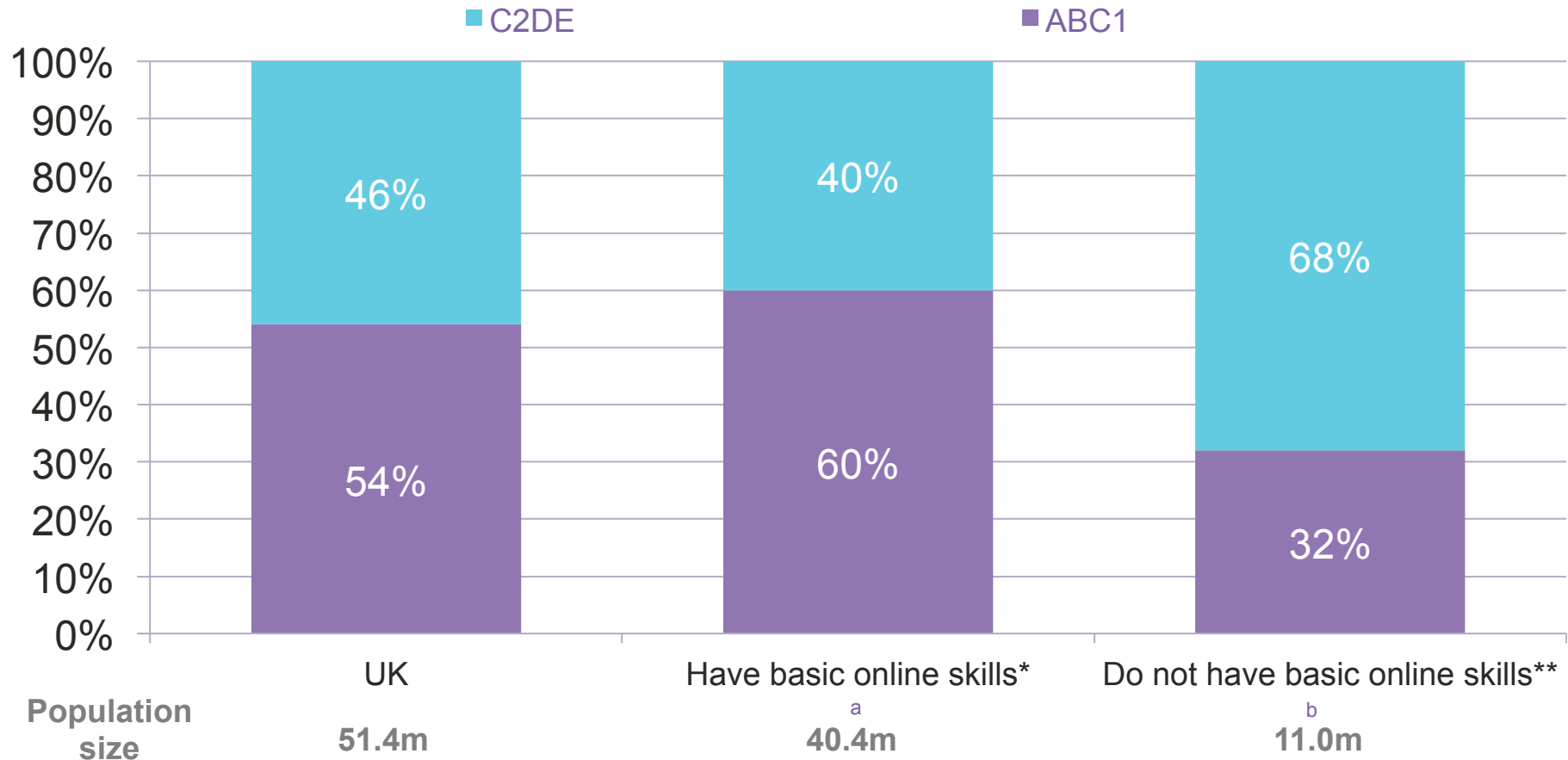
Ipsos MORI

Basic online skills 2013: Socio-economic profile

Legend: ■ C2DE   ■ ABC1

Chart:

	UK	Have basic online skills*	Do not have basic online skills**
C2DE	46%	40%	68%
ABC1	54%	60%	32%

Population size: 51.4m | 40.4m | 11.0m

a | b

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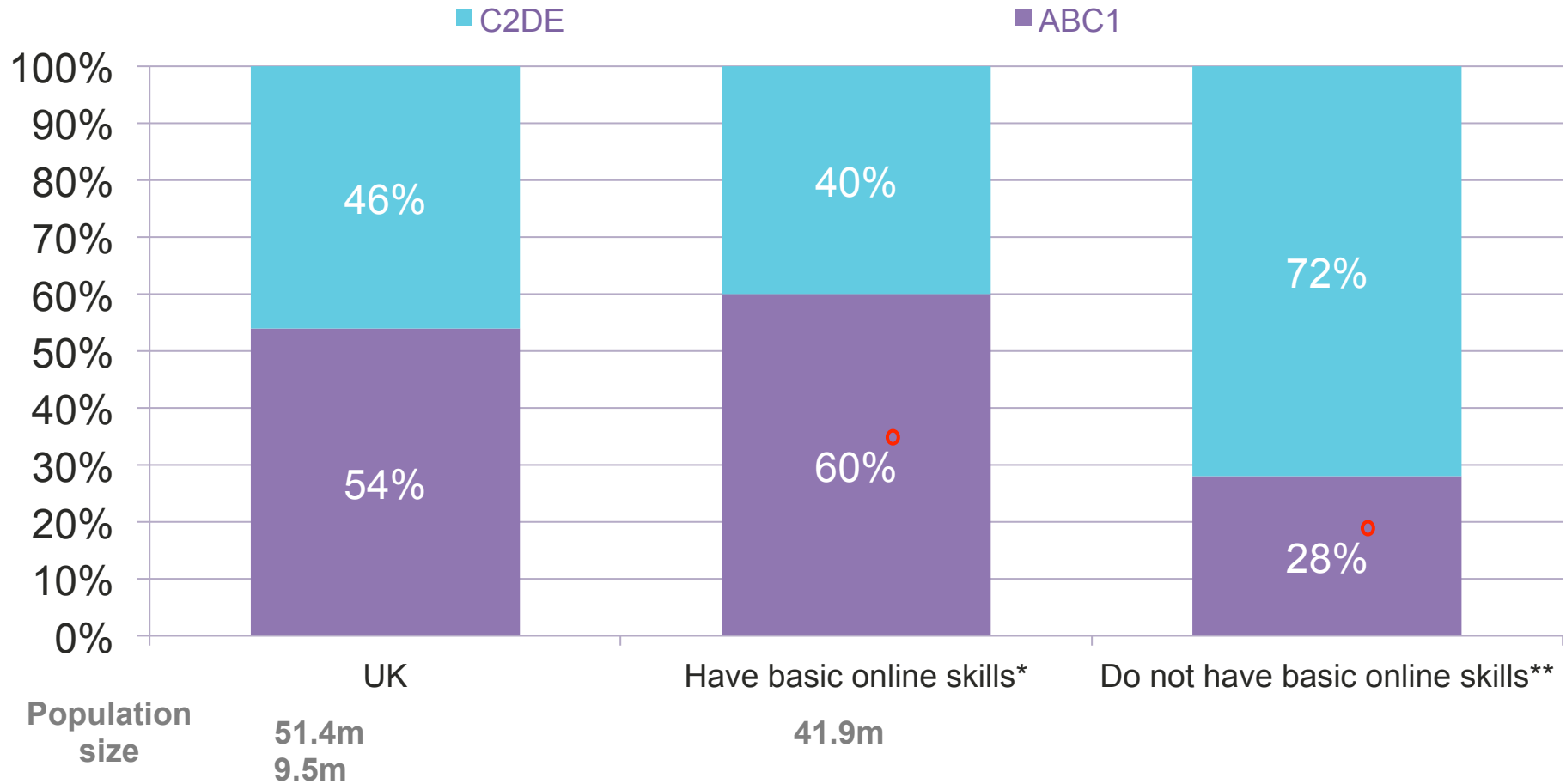
**Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users (excl duplication with Lapsed users) + Never used/No Proxy

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

BBC

○Indicates a significant difference since September 2013

■ C2DE   ■ ABC1

	UK	Have basic online skills*	Do not have basic online skills**
C2DE	46%	40%	72%
ABC1	54%	60% ○	28% ○

Population size

51.4m
9.5m

41.9m

*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

Ipsos MORI

Ipsos

Basic online skills 2013: Online/offline splits

■ Offline   ■ Online

	UK	Have basic online skills*	Do not have basic online skills**
Offline	14%	1%	61% [a]
Online	86%	99% [b]	39%

Population size

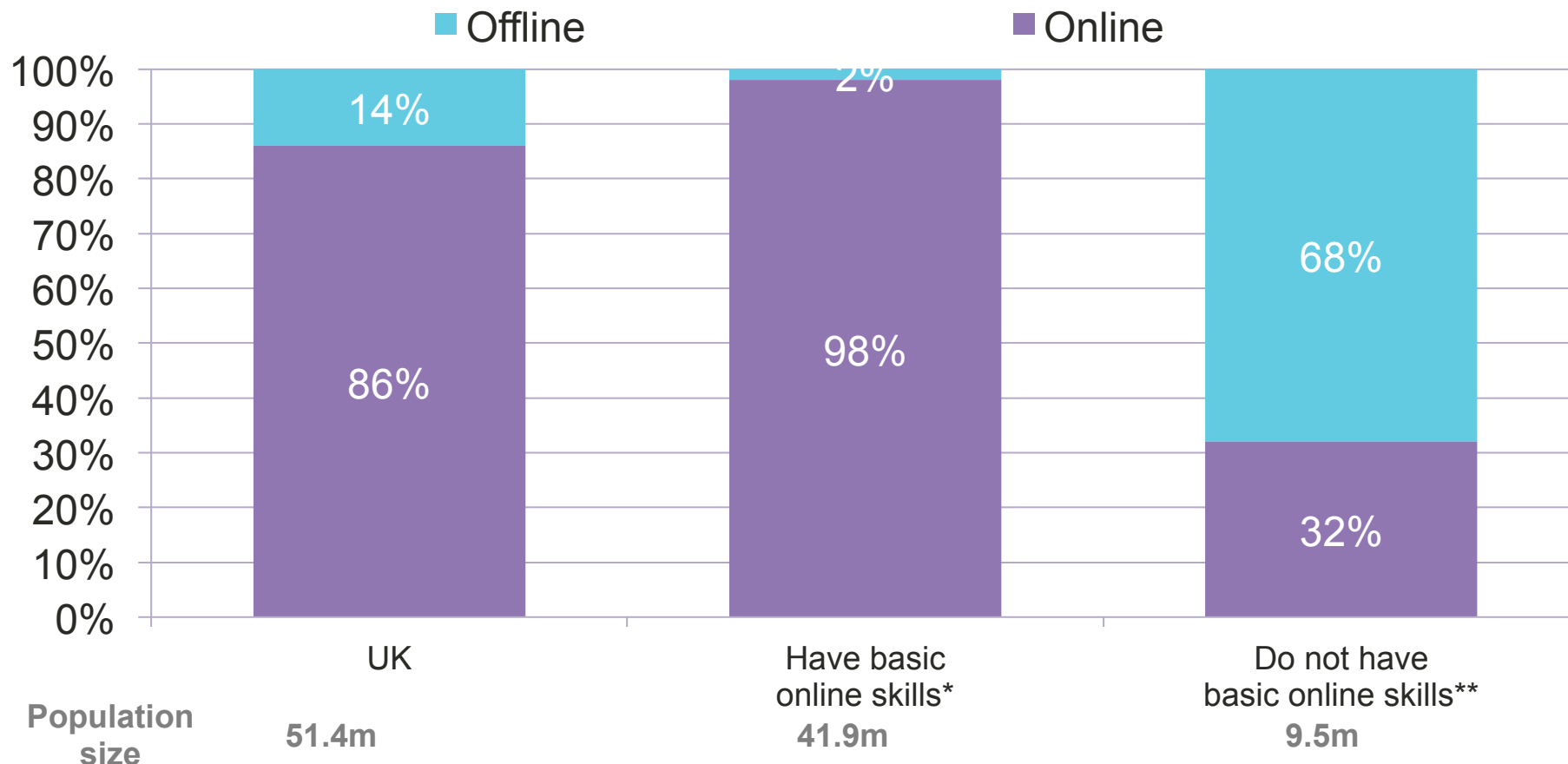51.4m   40.4m   11.0m

*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 [a/b- significant difference (5% risk level)] users (excl duplication with Lapsed users) + Never used/No Proxy

No significant differences since Sept '13

Offline **Online**

	UK	Have basic online skills*	Do not have basic online skills**
Offline	14%	2%	68%
Online	86%	98%	32%

Population size

51.4m   41.9m   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