



# Our panel

- **Helen Milner**,  
Group Chief Executive,  
Good Things Foundation
- **Emma Langlois**,  
Curriculum Manager,  
Manchester Adult Education
- **Andy Greaves**,  
Deputy Group Curriculum Director,  
Creative & Digital,  
New City College



# DIGITAL NATION UK 2021

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

**UK DIGITALLY EXCLUDED**

**10m**  
LACK THE MOST BASIC DIGITAL SKILLS

**14.9m**  
VERY LOW DIGITAL ENGAGEMENT



**1.3m**  
non-users worried about **privacy + security**

**1.5m**  
UK households have **no internet access**

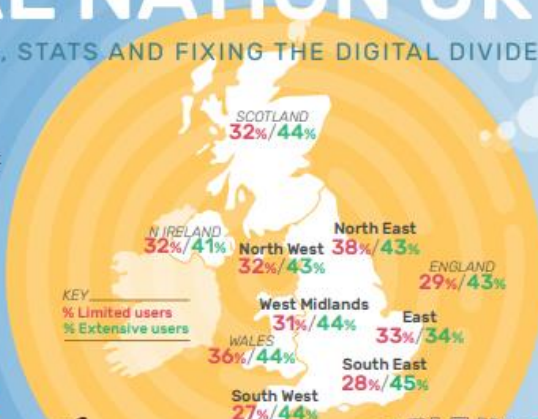
**2m**  
UK households **struggle to afford** internet access

**UK DIGITALLY INCLUDED**

**30.8m**  
HIGHLY ENGAGED

**86%**  
ADULTS USE THE INTERNET

**1.5m**  
MORE PEOPLE ONLINE THIS YEAR



Compared to extensive users **LIMITED USERS ARE...**

**4 x** more likely from **low income** households

**8 x** more likely to be **over-65**

**1.5 x** more likely from **BAME** groups

**8.7m** employed people have essential **digital skills for life** but not for work

**42%** of **over-75s** in England are digitally excluded

**67%** would improve their digital skills if they knew **support** was available

**37%** I don't have the right **equipment**

**WHY PEOPLE ARE NOT ONLINE**

**42%** Not interested I see **no need**

**36%** It's too **expensive**

**46%** It's too **complicated**

**AFFORDABLE INTERNET**

**MOTIVATION**

**DIGITAL SKILLS**

**BENEFITS OF BEING ONLINE**

**I'm healthier**  
49% say digital helps manage and improve their physical and mental health.

**I'm happier**  
85% connect better with friends and family.

**I'm better off**  
Manual workers with high or very high digital engagement earn £421 more per month than less digitally engaged peers.

**The UK gets good value**  
It's estimated the UK benefits by almost £15 for every £1 invested in helping people acquire basic digital skills

**I get better value**  
The most digitally engaged pay £228 less on their bills per year than the least engaged.

**24%** of **over-75s** in England increased internet use in the pandemic

**92%** of businesses want a basic level of **digital skills** from **employees**.

**25%** of adults in England registered for the **NHS App** by end of July 2021

**65%** **video-called** for the first time during the pandemic

**35%** want **local digital skills support**



**Good Things Foundation**

Improving lives through digital

Building a Digital Nation - Good Things Foundation



Key data sources: Lloyds Banking Group Consumer Digital Index and Essential Digital Skills 2021 reports, Ofcom Adults' Media Use 2021, Ofcom Online Nation 2021. Full sources at [www.goodthingsfoundation.org/insights/building-a-digital-nation](http://www.goodthingsfoundation.org/insights/building-a-digital-nation)

# Community Support

- So everyone has somewhere local to go for internet help



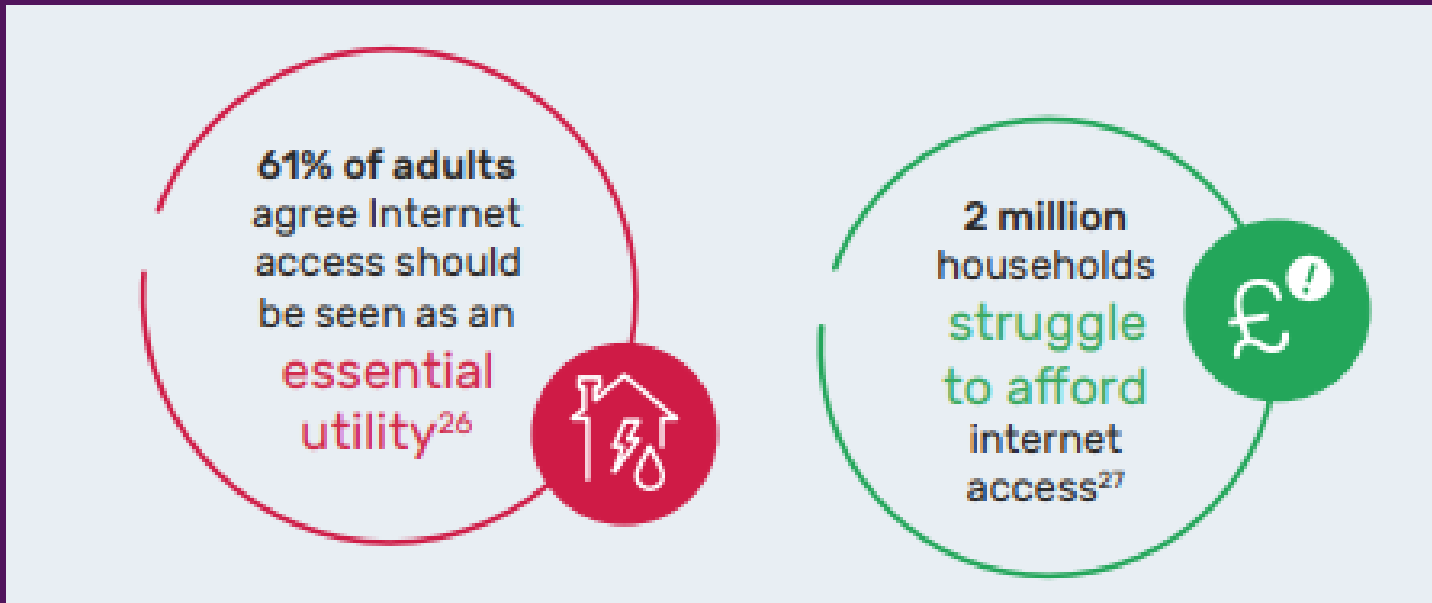
# Digital Skills

- So everyone can use the internet for life and work

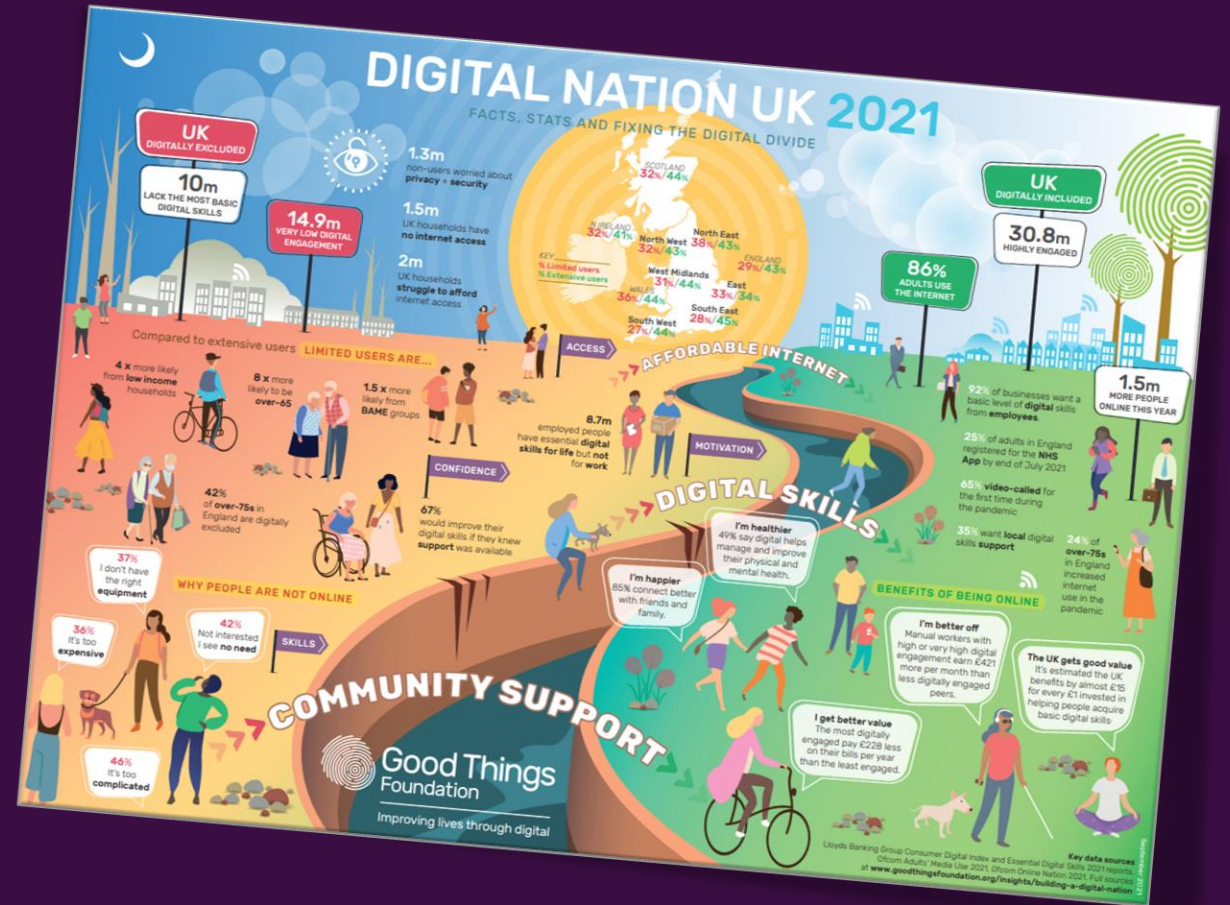


# Affordable Internet

- So everyone has the everyday internet access they need



# How can we get involved?



# Contact information



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# Business Development



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