BBC Basic Online Skills
May 2014 research

BBC Learning
November 2014
Summary

• This is the third time that we have undertaken the Basic Online Skills research – first in September 2013, then interim in March 2014.

• 20% of UK adults lack the four basic online skills. This represents no significant change on prior results.

• The majority of regions in the UK have also remained flat with no observable change measured.

• There are no significant changes in terms of demographic breakdown of those people with basic online skills from October to May

• We are looking to achieve long-term behaviour change and as yet, we haven’t seen a measureable impact amongst this hard to reach group who do not see the relevance and value of being online.
Overall UK figure has not changed at 20%

UK population is 53.0m...
- 80% / 42.5m have basic skills
- 20% / 10.5m don’t have basic skills

Of those 10.5m...
- 73% / 7.7m are offline
- 27% / 2.8m are online

Source: Ipsos MORI F2F Capibus. Fieldwork dates: Sep 13 = 6-15 Sept 2013 sample size of all respondents 2,083 / Mar 14 = 7-13 March 2014, sample size of all respondents 2,057 / May 14 = 23-29 May 2014, sample size of all respondents: 2,287
Regional breakdown in May 2014

Has there been a significant change compared with Sept 13?

- UK: 20% (No significant change)
- Anglia: 19% (No significant change)
- Central: 23% (No significant change)
- London: 18% (No significant change)
- Northern Ireland: 23% (No significant change)
- North East: 25% (No significant change)
- North West: 24% (No significant change)
- Scotland: 18% (No significant change)
- South East: 11% (Fall from 30%)
- Wales & West: 24% (Fall from 19%)
- South West: 23% (No significant change)
- Yorks: 16% (No significant change)

In future waves of Basic Online Skills research, we do not intend to publish regional figures where there has been no significant changes.

Source: Ipsos MORI F2F Capibus. Fieldwork dates: Sep 13 = 6-15 Sept 2013 sample size of all respondents 2,083 / Mar 14 = 7-13 March 2014, sample size of all respondents 2,057 / May 14 = 23-29 May 2014, sample size of all respondents: 2,287.
Gender: Women are less likely to have basic online skills – but this has not changed since September 2013

- **May 2014**
  - Male: 49% have basic skills, 51% don't have basic skills
  - Female: 50% have basic skills, 50% don't have basic skills

- **September 2013**
  - Male: 45% have basic skills, 55% don't have basic skills
  - Female: 43% have basic skills, 57% don't have basic skills

Source: Ipsos MORI F2F Capibus. Fieldwork dates: Sep 13 = 6-15 Sept 2013 sample size of all respondents 2,083 / Mar 14 = 7-13 March 2014, sample size of all respondents 2,057 / May 14 = 23-29 May 2014, sample size of all respondents: 2,287
**Age:** People without basic online skills are most likely to be aged over 55. No significant changes since September 2013.

Source: Ipsos MORI F2F Capibus. Fieldwork dates: Sep 13 = 6-15 Sept 2013 sample size of all respondents 2,083 / Mar 14 = 7-13 March 2014, sample size of all respondents 2,057 / May 14 = 23-29 May 2014, sample size of all respondents: 2,287.
Socio-economic profile: People from C2DE households most likely to lack the basic online skills. No significant change since September 2013

Source: Ipsos MORI F2F Capibus. Fieldwork dates: Sep 13 = 6-15 Sept 2013 sample size of all respondents 2,083 / Mar 14 = 7-13 March 2014, sample size of all respondents 2,057 / May 14 = 23-29 May 2014, sample size of all respondents: 2,287