

# Media Literacy: Understanding Digital Capabilities follow-up

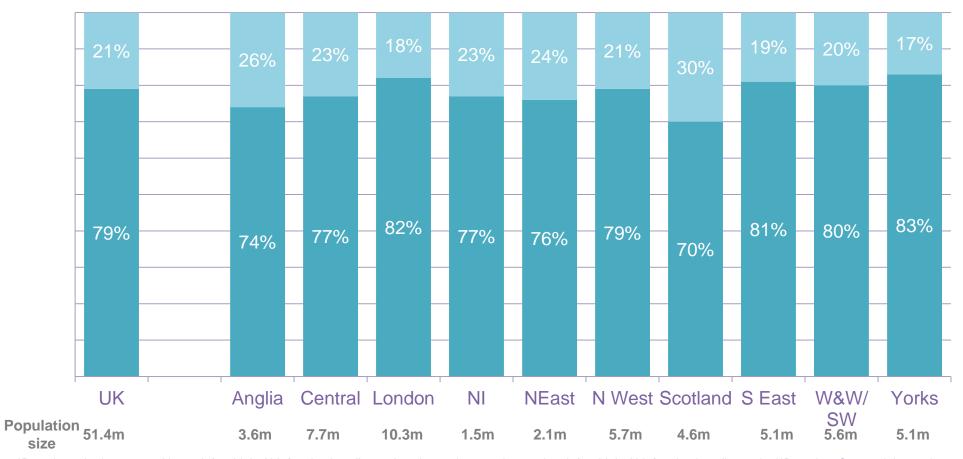
September 2013



# Basic online skills: regional breakdown







\*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

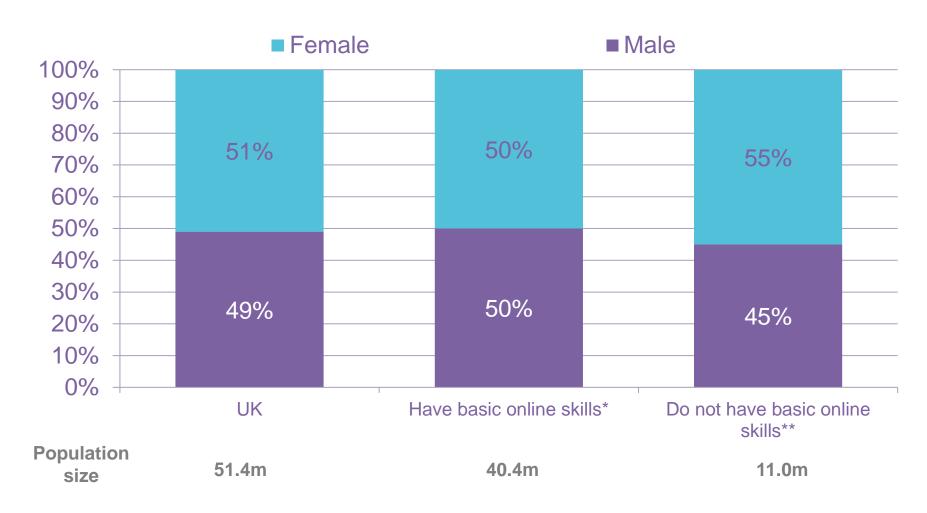
No significant differences

**Ipsos MORI** Source: BBC Digital Capabilities Update, 6<sup>th</sup>- 15<sup>th</sup> 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.



# Basic online skills: Gender profile





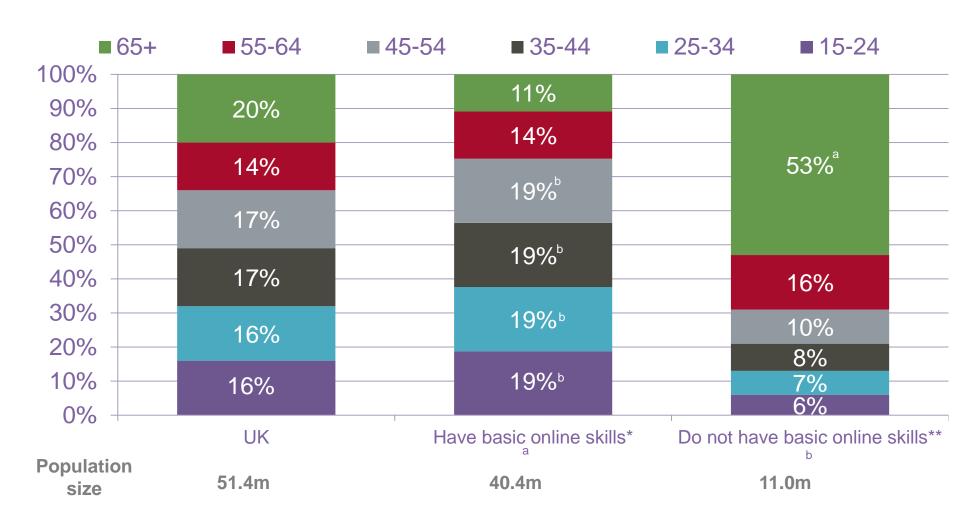
<sup>\*</sup>Based on whether current Users do/could do ALL four basic online tasks + Lapsed users who used to do/could do ALL four basic online tasks \*\*Based on Current & Lapsed users who don't do/could not do ALL four basic online tasks (they maybe be able to do 1-3 tasks) + Proxy users (excl duplication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

No significant differences



# Basic online skills: Age profile





<sup>\*</sup>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

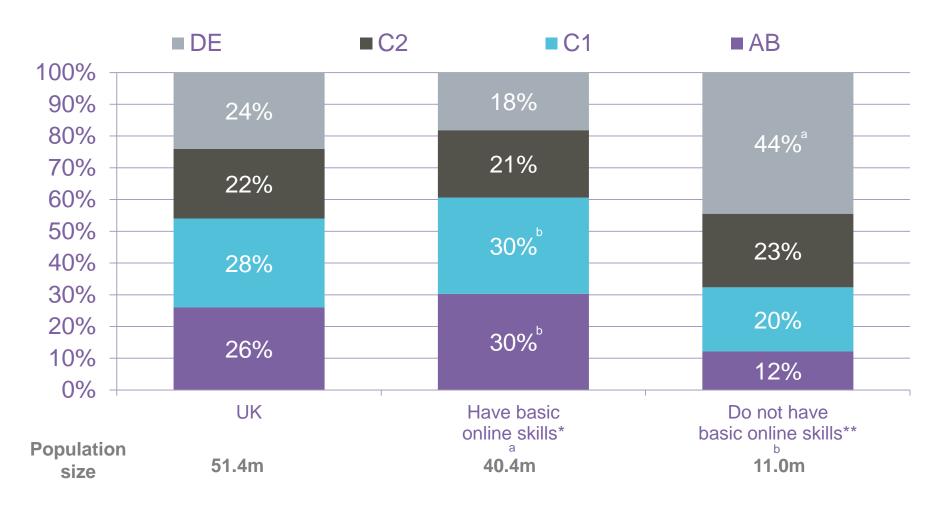
a/b- significant difference (5% risk level)





# Basic online skills: Socio-economic profile





<sup>\*</sup>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

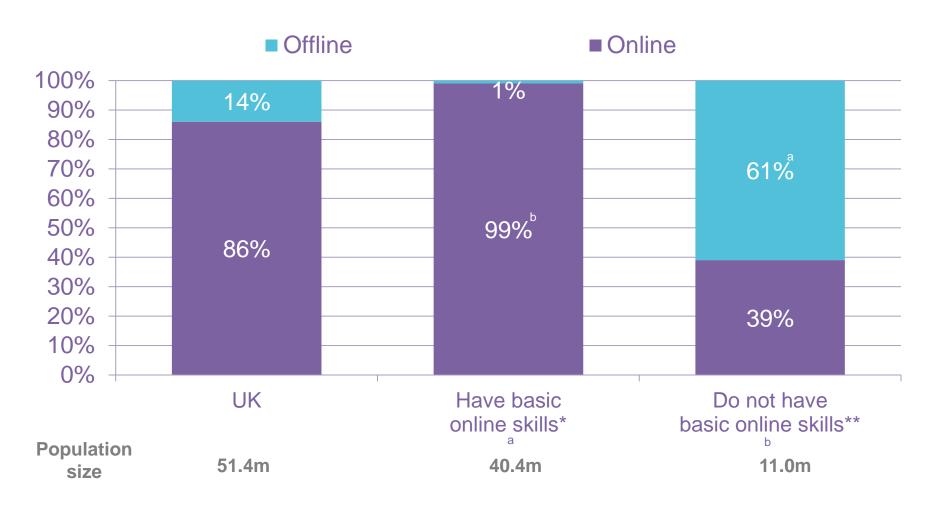
a/b- significant difference (5% risk level)





# Basic online skills: Socio-economic profile





<sup>\*</sup>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

