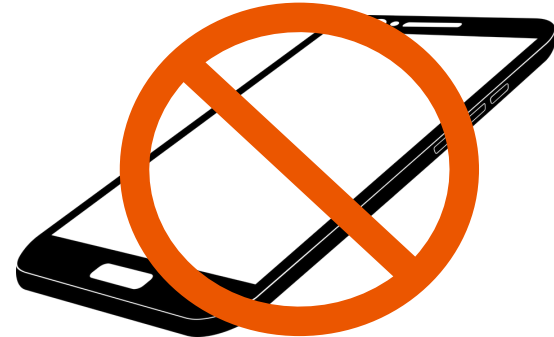# TechWise Seniors - Dealing with the Digital Divide

What is the digital divide and why does it exist?

The Digital Divide and Our Elders

- From 2011 to 2018, the number of non-internet users decreased from 10.2 million to 5.3 million.

- This is still 10% of the adult population who do not use the internet.

- Of the 10% of adults not using the internet, 79% are aged 65 and over.

- Non-internet use results in missing out on:

  - Cheaper shopping.

  - Employability benefits

  - Access to public and government services.

DIGITAL NATION UK 2023

FACTS & STATS TO **FIX THE DIGITAL DIVIDE** FOR GOOD

UK DIGITALLY EXCLUDED

10.2m LACK THE MOST BASIC DIGITAL SKILLS

5.8m People digitally excluded in 2032 without action

1 in 14 UK households have no home Internet access

2.5m UK households struggle to afford fixed broadband

UK DIGITALLY INCLUDED

32.6m HIGHLY ENGAGED USERS

£9.48 ROI FROM BASIC DIGITAL SKILLS SUPPORT

30m NHS APP USERS

UK Map — Users Limited % / Extensive %

SCOTLAND 25%/30%

N IRELAND 33%/24%

North East 43%/19%

North West 30%/38%

York/Humb 21%/35%

West Midlands 33%/24%

East 25%/31%

WALES 38%/19%

London 36%/17%

South East 44%/17%

South West 32%/28%

Users Limited % Extensive %

ACCESS

SKILLS

CONFIDENCE

MOTIVATION

TRUST

▼ Compared to EXTENSIVE USERS ▼

NON-USERS are...
- **2 x more** likely to have a **disability or health condition**
- **12 x more** likely to be **over-65**
- **46%** non-users asked someone to go online for them

LIMITED USERS ARE...
- **5 x more** likely from **low income** households
- **6 x more** likely to be **over-65**
- **74%** mixed ethnicity and Black internet users faced **potential online harm** in the last 4 weeks
- **20%** unemployed people can't do any essential **workplace digital tasks**

REASONS PEOPLE ARE NOT ONLINE
- **20%** It's too **complicated**
- **70%** I'm **not interested**
- **20%** It costs **too much**

1m lose broadband access in cost of living crisis

77% believe Internet access is now an essential need

essentials can cost **25%** more without internet access

27% low-income adults only go online by **smartphone**

2.3m young people rely on **mobile data** for internet access

5% of households on Universal Credit took a **social tariff**

68% community hubs need **more devices** for digitally excluded people

NATIONAL DATABANK
NATIONAL DEVICE BANK
NATIONAL DIGITAL INCLUSION NETWORK

76% support Government **investment** in digital skills training to address digital exclusion

BENEFITS OF GOOD THINGS
- **94%** felt their **digital skills improved**
- **86%** felt more **able to stay safe online**
- **92%** felt more **confident**

Learn My Way

Better for business **41%** of UK workforce can do all 20 essential workplace digital tasks.

Better for the planet **90%** of CO_2 emissions could be saved by reusing smartphones.

Better for the UK **£13.7bn** benefit to the economy for fixing the digital divide.

BENEFITS OF BEING ONLINE

I'm happier 77% say the internet helps them connect with family and friends.

I'm better off Manual workers with high digital engagement earn £5K more a year.

I'm saving People with high digital engagement save £659 more a year.

I'm healthier 78% say they use the internet to support their wellbeing.

I ♥ IT

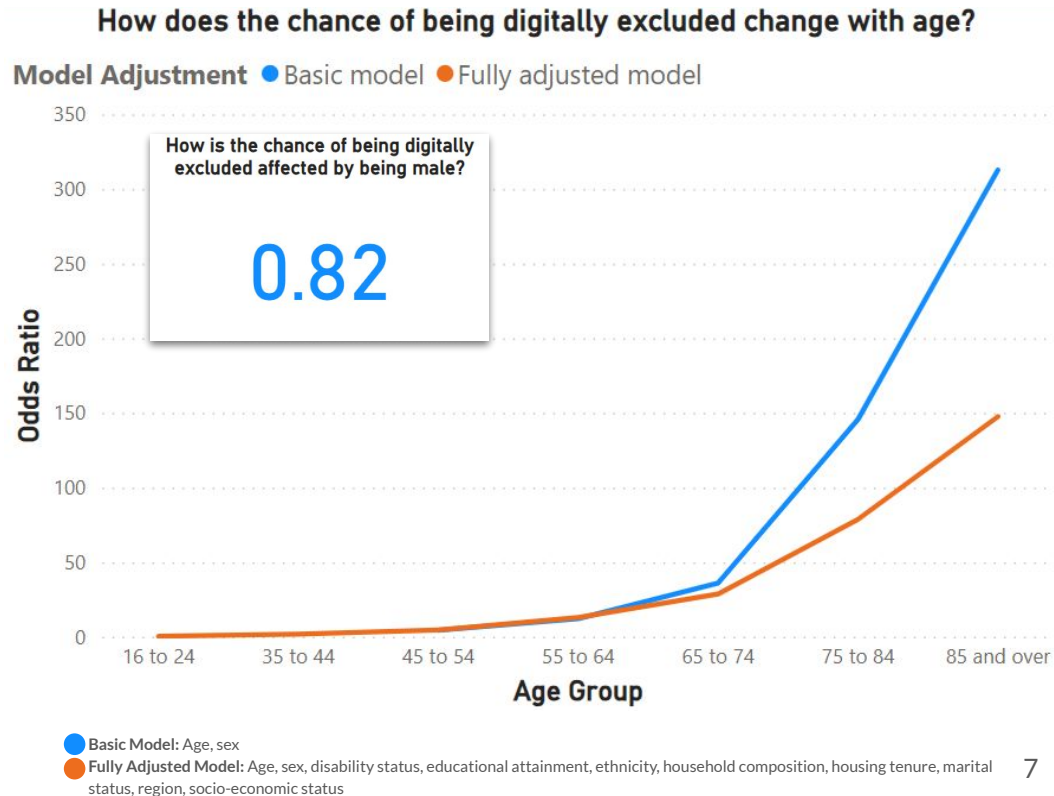**Good Things Foundation**

#FixTheDigitalDivide

What are the potential root causes?

- Elders are:
  - More likely to have a disability.
  - Disproportionately located in rural areas.
  - More likely to live alone.
  - Have lower incomes on average.
  - Often more resistant to learning.

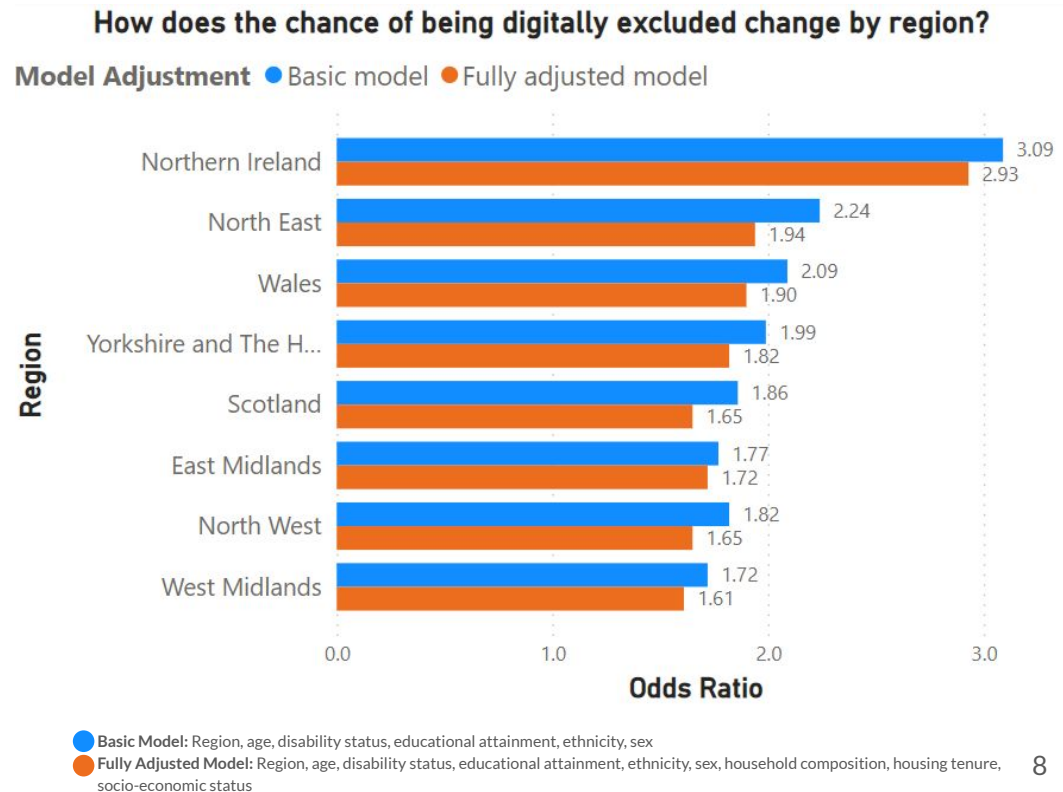# Who does the digital divide affect the most?

Who does this affect? - Age and Gender

- Meet 73 year-old Haniya.

- Nervous about and uninterested in learning due to her age.

- Retired so has low income.

How does the chance of being digitally excluded change with age?

Model Adjustment ● Basic model ● Fully adjusted model

How is the chance of being digitally excluded affected by being male?

0.82

Odds Ratio

Age Group: 16 to 24, 35 to 44, 45 to 54, 55 to 64, 65 to 74, 75 to 84, 85 and over

● **Basic Model:** Age, sex
● **Fully Adjusted Model:** Age, sex, disability status, educational attainment, ethnicity, household composition, housing tenure, marital status, region, socio-economic status
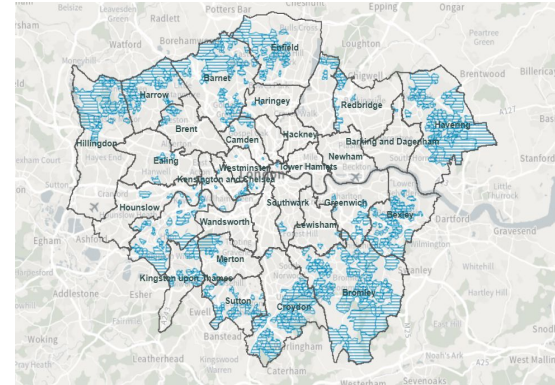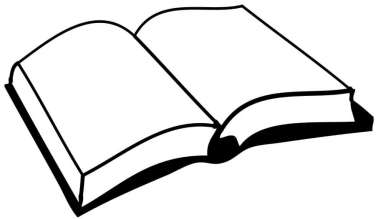
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Who does this affect? - Region

- Haniya lives in Northern Ireland in an elderly community.

- In a rural area with poor broadband.
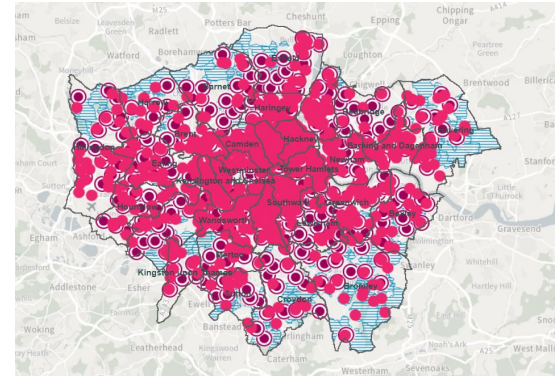
- Alone but with her two children living nearby.

How does the chance of being digitally excluded change by region?

Model Adjustment ● Basic model ● Fully adjusted model

Region	Basic model	Fully adjusted model
Northern Ireland	3.09	2.93
North East	2.24	1.94
Wales	2.09	1.90
Yorkshire and The H...	1.99	1.82
Scotland	1.86	1.65
East Midlands	1.77	1.72
North West	1.82	1.65
West Midlands	1.72	1.61

Odds Ratio

● **Basic Model:** Region, age, disability status, educational attainment, ethnicity, sex
● **Fully Adjusted Model:** Region, age, disability status, educational attainment, ethnicity, sex, household composition, housing tenure, socio-economic status

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Who does this affect? - Proximity to Learning Centres

- A significant distance from any
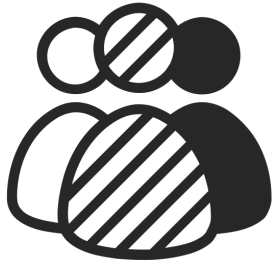
    community centres and libraries.

Where do older people live in London? (🔵)

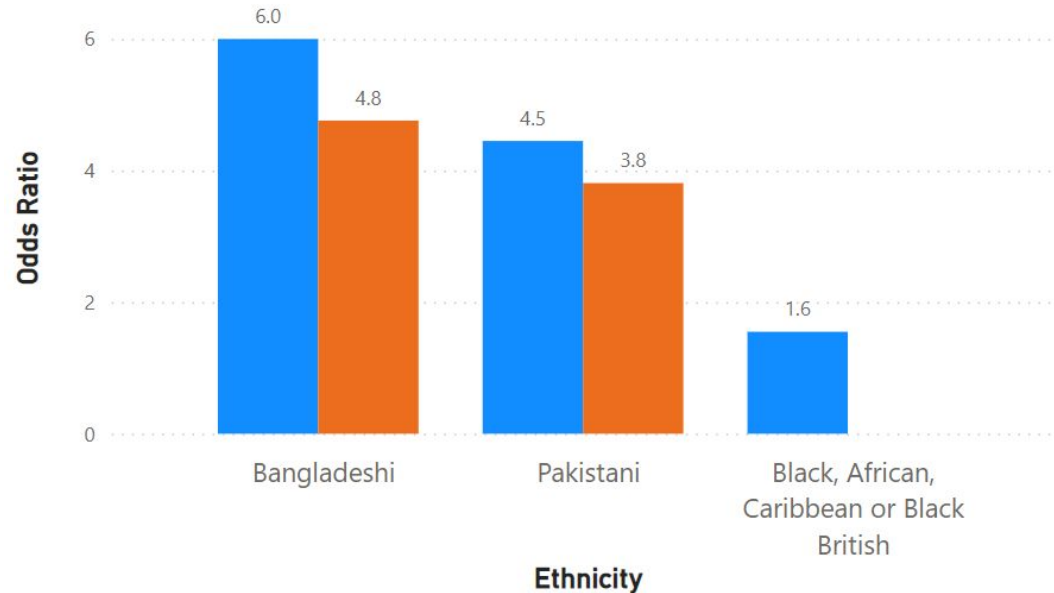Where are community centres (🔴) and libraries (🟣) located in London?

Who does this affect? - Ethnicity

- Bangladeshi.

- Is not completely fluent in English.

How does the chance of being digitally excluded change with ethnicity?

Model Adjustment ● Basic model ● Fully adjusted model
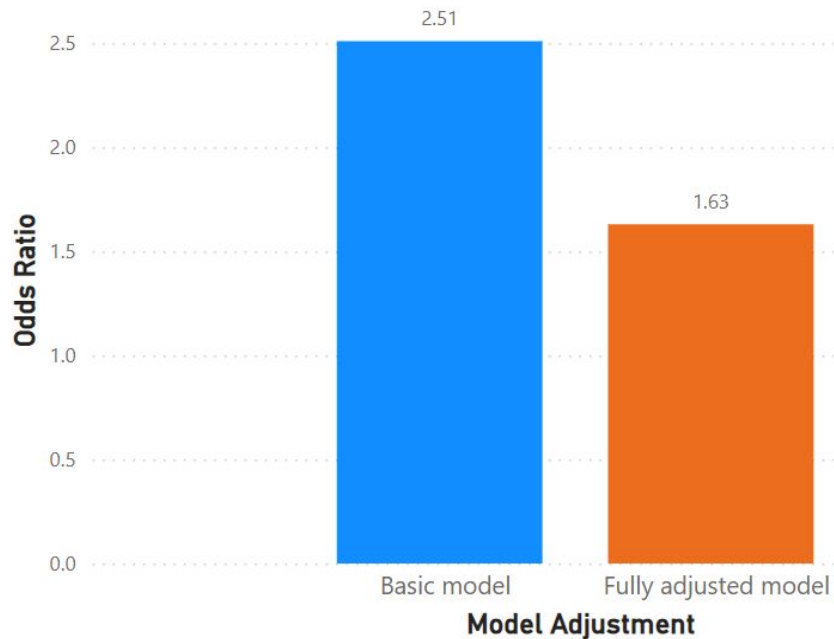
Basic Model: Ethnicity, age, sex
Fully Adjusted Model: Ethnicity, age, sex, educational attainment, household composition, housing tenure, marital status, region, socio-economic status

Who does this affect? - Disability

- She has fairly severe arthritis.

- Struggles to leave the home.

How is the chance of being digitally excluded affected by having a disability?
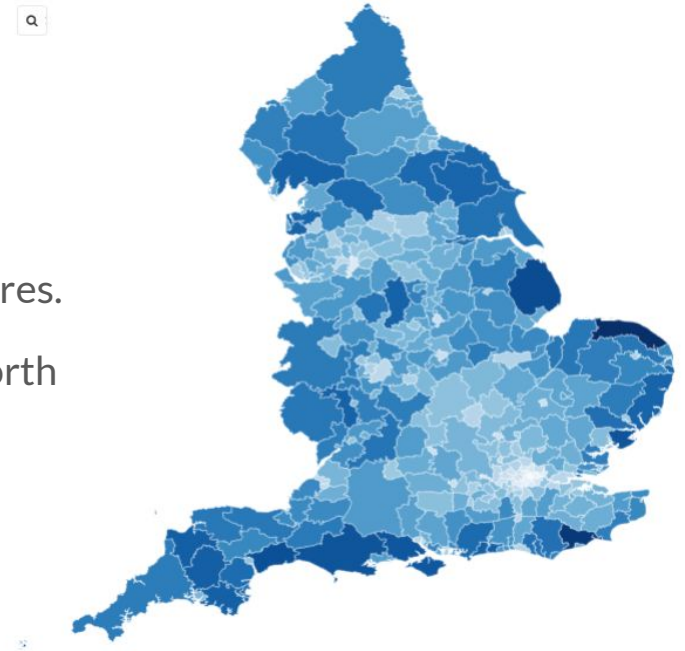

Basic Model: Disability status, age, sex
Fully Adjusted Model: Disability status, age, sex, educational attainment, household composition, housing tenure, marital status, region, socio-economic status

Who needs the most help?

2.03a Percentage of population aged 65 or over, by Local Authority, England, 2021

% 0   35 %

- Focusing on 3 main criteria:

  - People over 65.

  - Rural areas with low proximity to learning centres.

    - Especially in Northern Ireland and the North East.

  - Bangladeshi and Pakistani people.

How can we help?

How can we help Haniya and those like her?

- **Pop-up Workshops** - simple and effective workshops to teach elders the wonders of the digital world.

  - **Educating your Elders** - online training courses to help your elders on your own time.

  - **Flyer Campaign** - to reach those without computers, and convince them why they should join in.

MVP

- **Our Minimum Viable Product -** small workshops in a chosen area with basic lessons to gather feedback.
- Collect user stories on these prototype workshops.
- Use feedback to expand workshops into the most important areas.

Financial Projections

Financial Plan

Revenue Streams	Cost Structure
- Corporate partnerships and sponsorships. - Government grants. - Donations.	- Estimated Cost per Workshop Participant: £35 per session. - Personnel Expenses: 20% of total revenue. - Facility Costs: 15% of total revenue. - Marketing and Outreach: 20% of total revenue. - Technology Infrastructure: 15% of total revenue.

Why should you care?

The Benefits

- **Social Impacts**:
    - Empowering seniors
    - Fostering inclusivity
    - Reducing digital exclusion

- **Economic Benefits**:
    - Improving quality of life
    - Enhance employability
    - Reducing healthcare costs

Questions?

References

- Exploring the UK's digital divide - Office for National Statistics - **slide 3**

- Building a Digital Nation - Good Things Foundation - **slide 4**

- UK disability statistics: Prevalence and life experiences - **slide 5**

- Where do older people tend to be located? | Climate Just - **slide 5**

- Profile of the older population living in England and Wales in 2021 and changes since 2011 - **slide 5**

- Elders and their income - OECD - **slide 5**

- Why some older people are rejecting digital technologies | ScienceDaily - **slide 5**

- Digital exclusion and equality in the UK - Office for National Statistics - **slides 7-11**

- Mapping Digital Exclusion - supporting data - London Datastore - **slide 9**

- Our Ageing Population | The State of Ageing 2023-24 - **slide 12**