



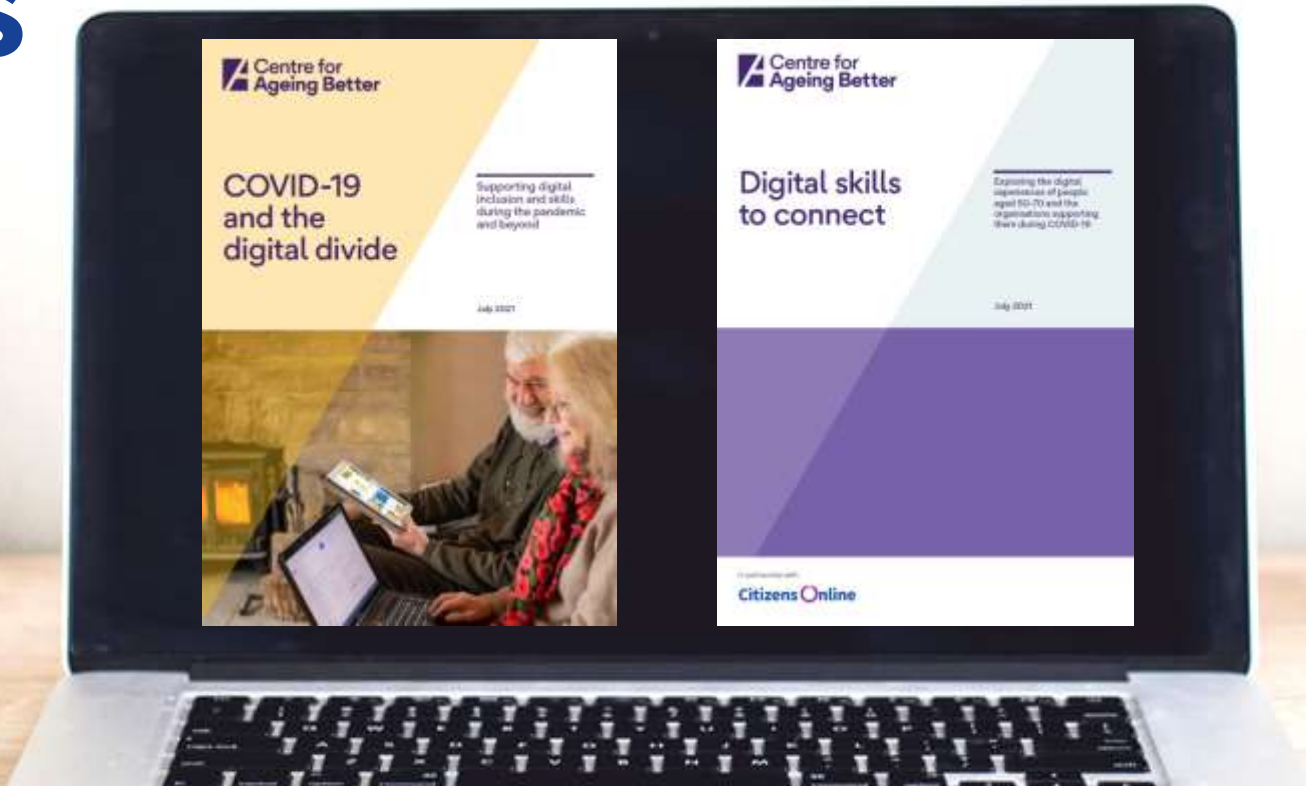
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**We help organisations ensure  
that the switch to digital doesn't  
exclude people.**

[www.citizensonline.org.uk](http://www.citizensonline.org.uk)

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**500 person phone poll**  
**252 organisation survey**  
**17 interviews**



**[citizenonline.org.uk/new-research-digital-exclusion-pandemic](https://citizenonline.org.uk/new-research-digital-exclusion-pandemic)**

1. **There is a significant digital divide among 50–70 year olds, exacerbated by the pandemic.**
2. **Digital inclusion is not just about being online, it's also about building skills and confidence.** Even a small number of skills building sessions can really boost confidence and use.



3. **Local and national organisations have had to adapt to continue to support users throughout the pandemic.** Most organisations who responded to our research were able to move services online (68%) or to telephone (64%). There are many examples of good practice where groups have supported people despite the challenges.
4. **There is a lack of awareness among older adults of the support available.** The overwhelming majority of participants in our study were not aware of an organisation that could help them if they needed it, despite the prevalence of local support. This is an ongoing challenge in digital exclusion.

5. **Organisations need more financial and peer support to support digital inclusion.** Typically small, local organisations offering digital support are very effective at reaching out to people in need but have financial and resource constraints.

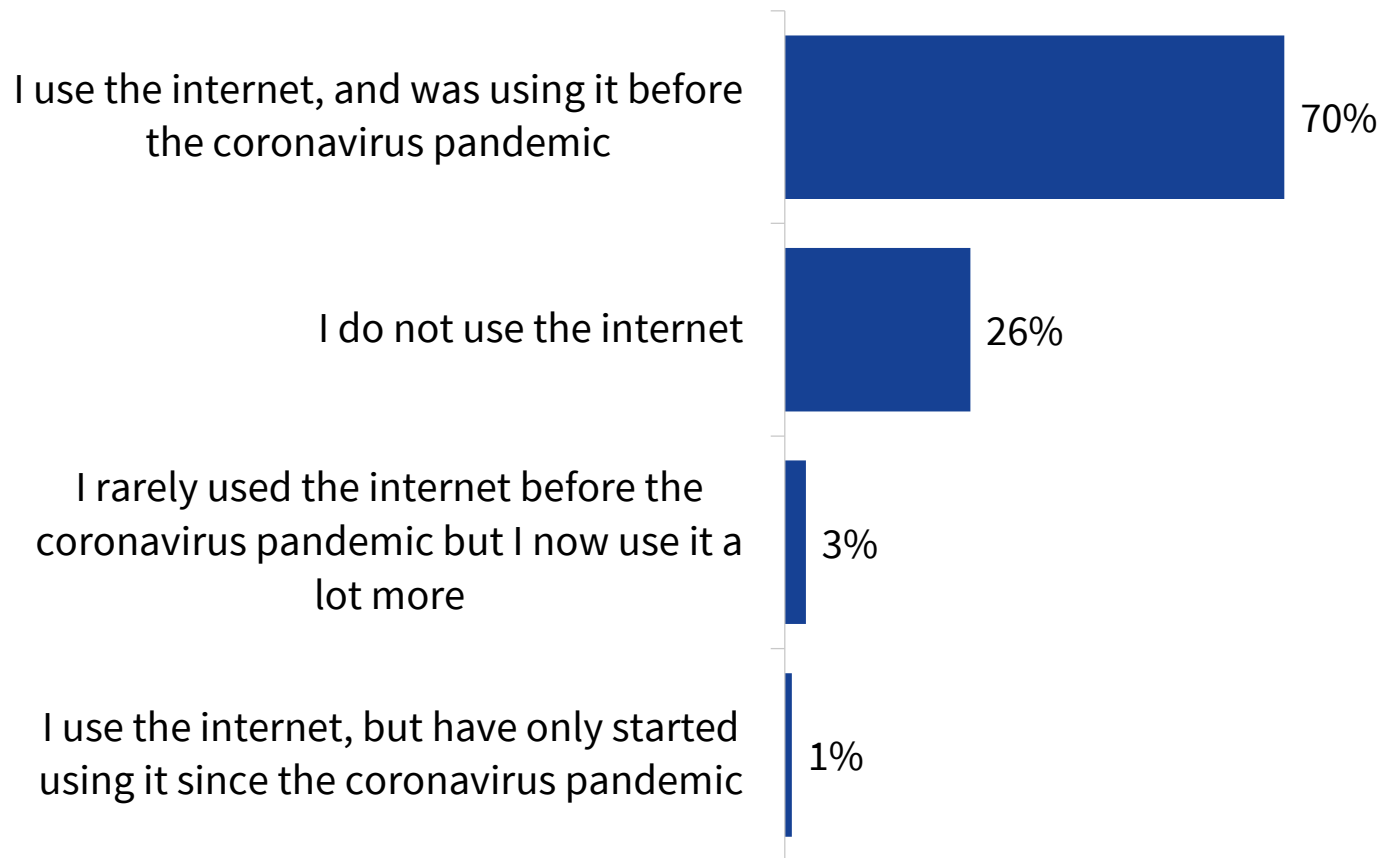


6. **Remote support has benefits beyond the role played in the pandemic.** Accessing support by phone or online can be more convenient to people and more efficient for the provider.
7. **Non-digital channels still need to be supported.** Many people still do not want to use the internet and want to continue using non-digital channels. More than half of phone poll respondents who were offline at the start of the pandemic still did not feel the need to start six months later.

# Phone poll

Which of the following best describes your internet use.

This could include email, online shopping, using an app, or social media like Facebook.



Sample Size: 502

Population Sampled: People in the UK aged 50 - 70 year old, with household income of under £25k

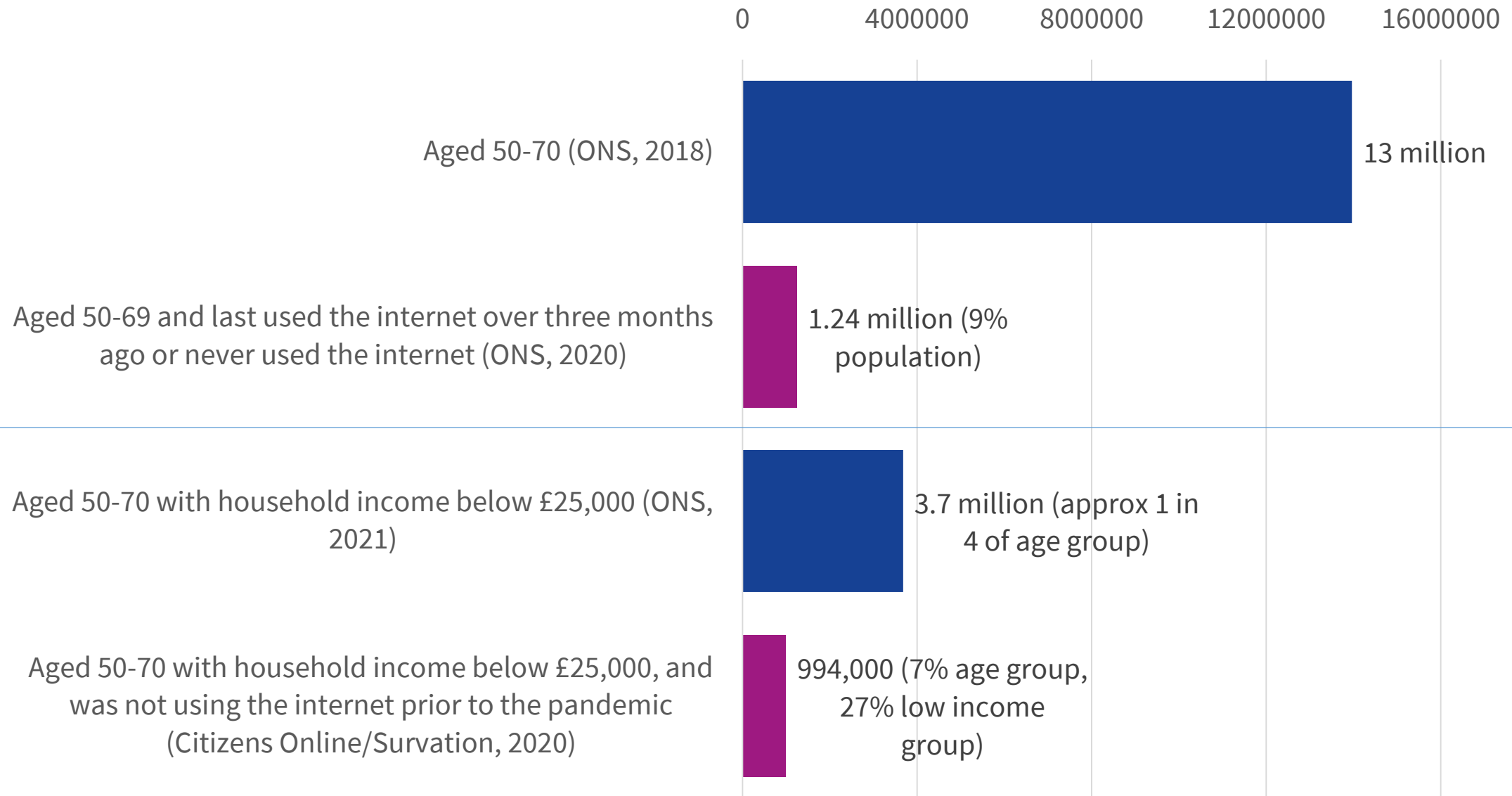
Fieldwork Dates: 18-20/11/2020

Data Collection method: telephone

Base: All Respondents Unweighted Total: Total=502

**Survation.**

# People aged 50-70 who were offline in 2019/20



Pandemic hasn't always been a prompt

**Over half of those that were not internet users stated that they don't use the internet because they “don't feel the need to” or “it's not for me” (56%)**

**I just don't want to**

**I'm old school**

**Never bothered or needed in work life**

**Don't have internet  
can't afford it**

**Not interested in using it,  
my husband uses it but I don't**

**Getting older, don't understand it**

**I don't understand it, I'm too old.  
I only use WhatsApp as an  
alternative to texting**

**I feel as though its  
better to use your brain  
rather than the internet.**

**No education on how to use it**

**I don't trust it**

**Only**

**13%**

**were aware of a  
digital support  
organisation**

**“It is no good if person who helps me is not beside me to explain things and take me through slowly at the pace that I am able to example one to one coaching/support/help with computer in front of us”**

60-64 year-old woman, London (online survey of 50-70 year olds)



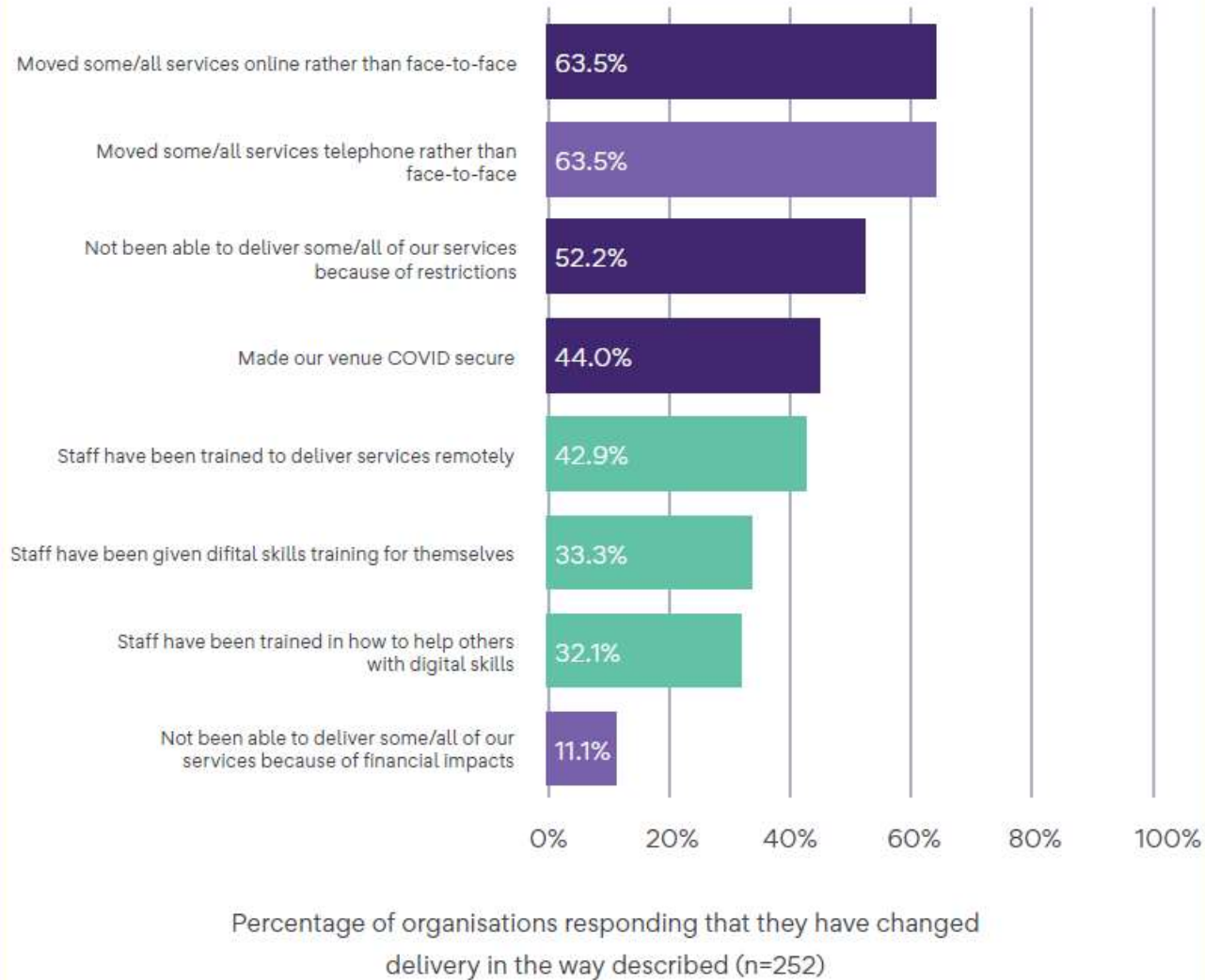
“The older learners that we’ve helped but I’ve not spoken to for years... they kept my number and they’ve come back again [during the pandemic]...

**they’ve all come back because there’s too much they haven’t been able to do...”**

John Curtin, North Manchester Community Partnership

# Confidence

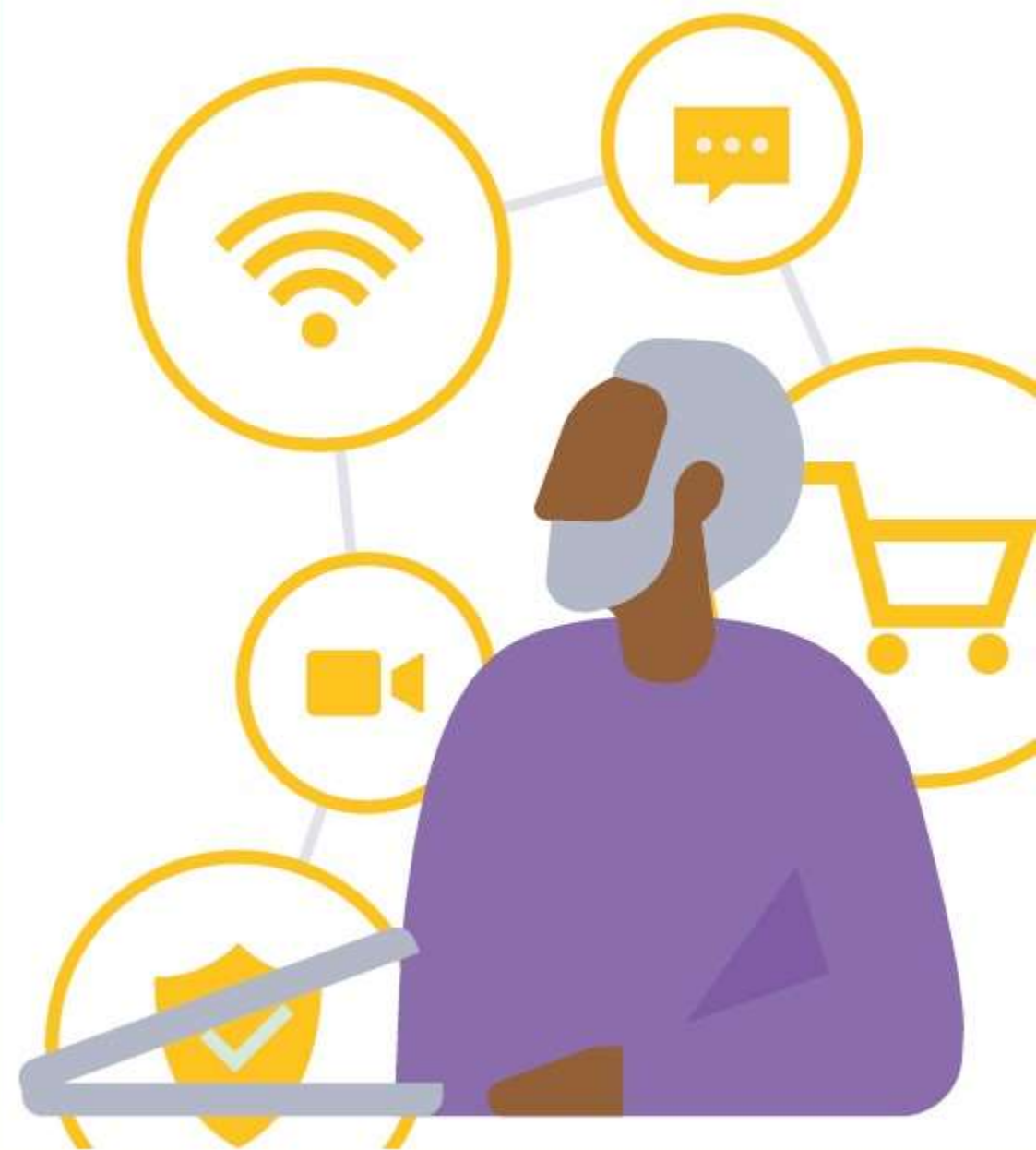
## Organisations have rapidly adapted in a variety of ways



- Establishing remote connections with clients that have low level tech skills is difficult
- Resolving problems remotely can take much longer
- Some issues are just too difficult to fix remotely
- Supporting disabled people is more difficult, particularly visually impaired people
- Learners can be more nervous about remote support
- Volunteers may not be comfortable providing remote support

“Thanks to you and your colleagues I’ve been able to [use the internet] more than I did before.... **It’s a fantastic freedom**... keeps your life going instead of just sitting stagnating while this virus ruins the world, you can go out and see the world as it was or as it could be....”

Michael, 64, Brighton



# Thank you!



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