The UK is going ‘digital by default’ but bringing everyone online is getting harder...

11% of adults in the UK have never used the internet¹
23% (12.6 million) of UK adults don’t have basic digital skills²
77% of non-users cite lack of interest as their main reason for being offline³

26% of beginners do not use their new digital skills without ongoing support⁴
88% of learners would use an informal approach to learning a new online skill⁵
90% of Digital Champions said they made a difference to getting people online⁶

81% of learners rated their Digital Champion sessions as good or excellent⁷
58% of job seeking learners had searched or applied for jobs online since their Digital Champion training⁸
25% of learners made new friends through their Digital Champion sessions⁹

70% of Digital Champions felt volunteering had added skills and experience to their CV¹⁰
20% secured work after volunteering¹¹
80% of Digital Champions gained confidence from their training and support scheme¹²

90% of Digital Champions said they made a difference to getting people online¹³
81% of learners rated their Digital Champion sessions as good or excellent¹⁴

A DIGITAL CHAMPION MODEL CAN BECOME SELF-PERPETUATING AND ENTIRELY SUSTAINABLE OVER TIME

1. Brenda receives training and support to become a confident Digital Champion
2. Charlie is offline and is directed to Brenda for Digital Champion support
3. Over time Charlie is supported by Brenda to develop his digital confidence
4. Charlie shows Anika who’s offline, what he’s been learning
5. Charlie becomes an informal Digital Champion and decides to formalise his Digital Champion role
6. Anika starts her own Digital Journey

¹ Office of National Statistics Internet Users 2015 ² Go ON UK 2015 ³ BBC Media Literacy - Understanding Digital Capabilities 2014 ⁴ Two year longitudinal research study from Citizens Online – April 2015