Exploring Digital Dynamics: Findings from the British Social Attitudes survey

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Background

- 60 questions in the 2003 British Social Attitudes survey, funded through e-society programme
- British Social Attitudes series est. in 1983 to provide high quality data on attitudes using random sampling and face-to-face interviews
- Designed to measure long-term trends rather than snapshots
- Now has 21 years of data on issues such as health, education, public spending, social welfare, transport, royalty, genetics, the internet
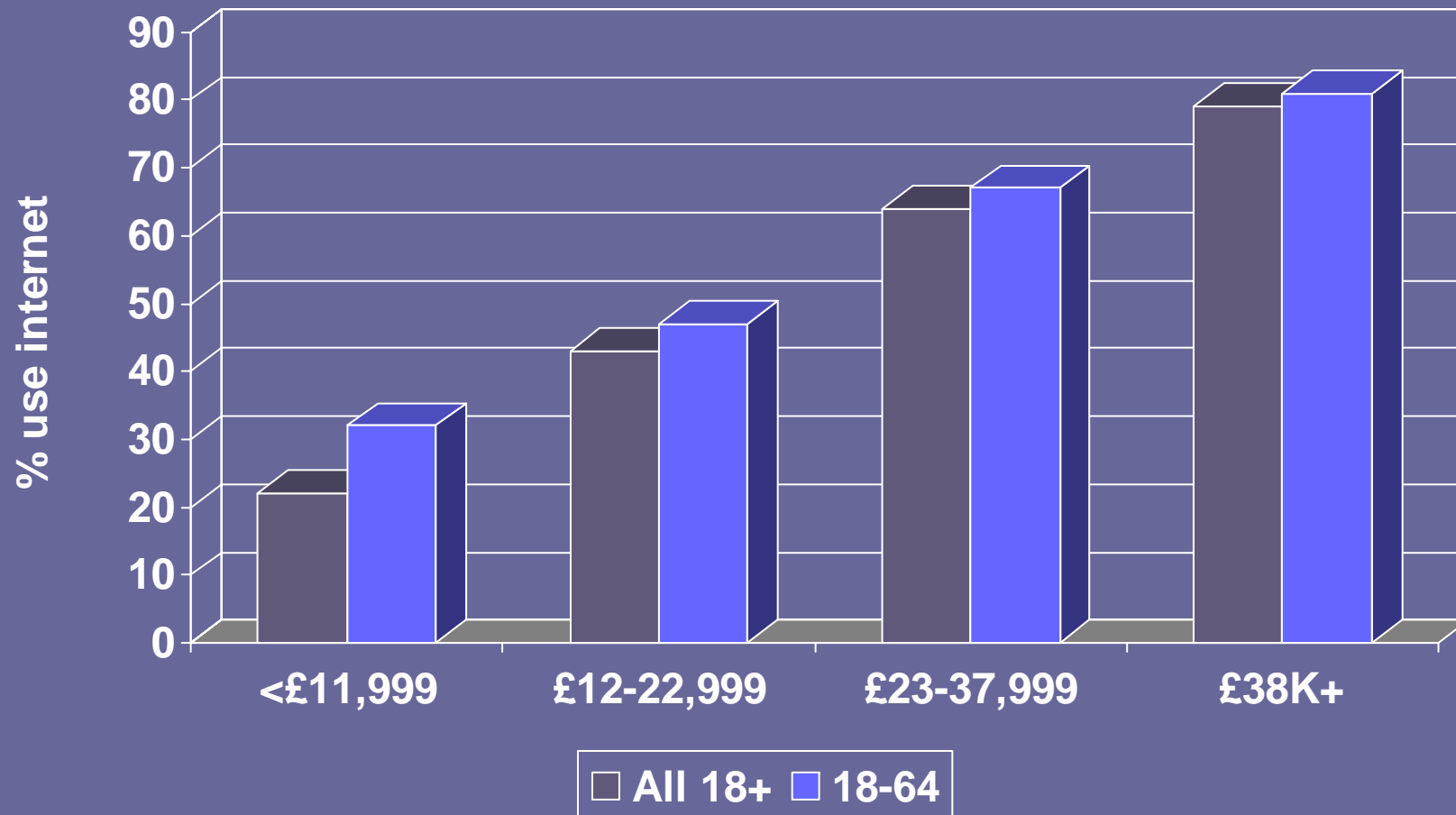- Around 3,500 respondents each year aged 18+

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Home access & personal internet use, 2000-2003

	2000	2003	Change 2000-2003
Users	%	%	
Home access (& use it)	26	41	+15
Use net elsewhere	7	9	+2
Non-users			
Home access (don't use)	9	10	+1
No home access	57	40	-17

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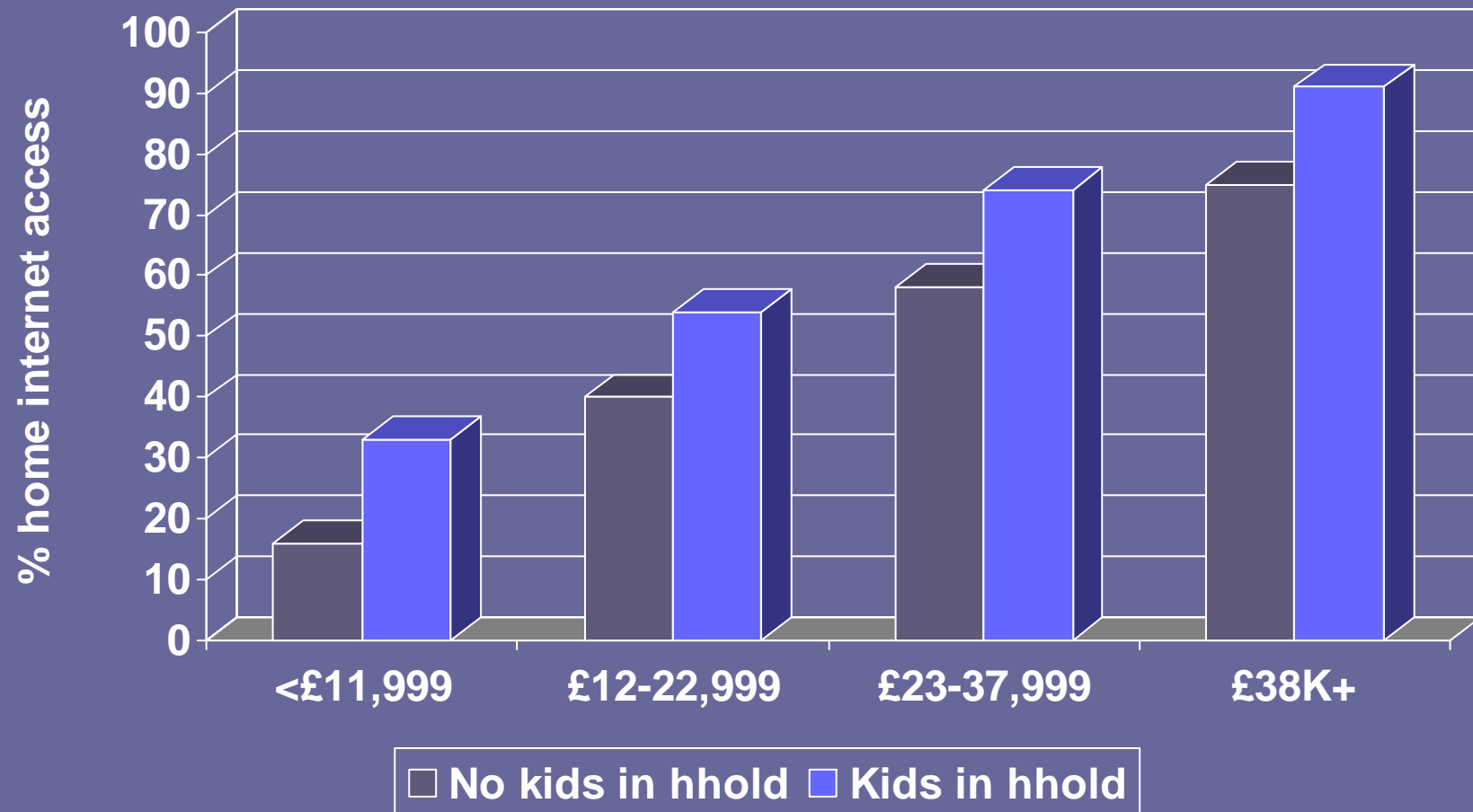National Centre for Social Research

The digital divide

- Like many other commentators we identified numerous divides
- Users Vs non-users
- 'Sophisticated' Vs less complex users
- 'Aspirant' non-users Vs uninterested non-users
- All highly associated with key socio-demographic factors: age, education, income, class, (gender)
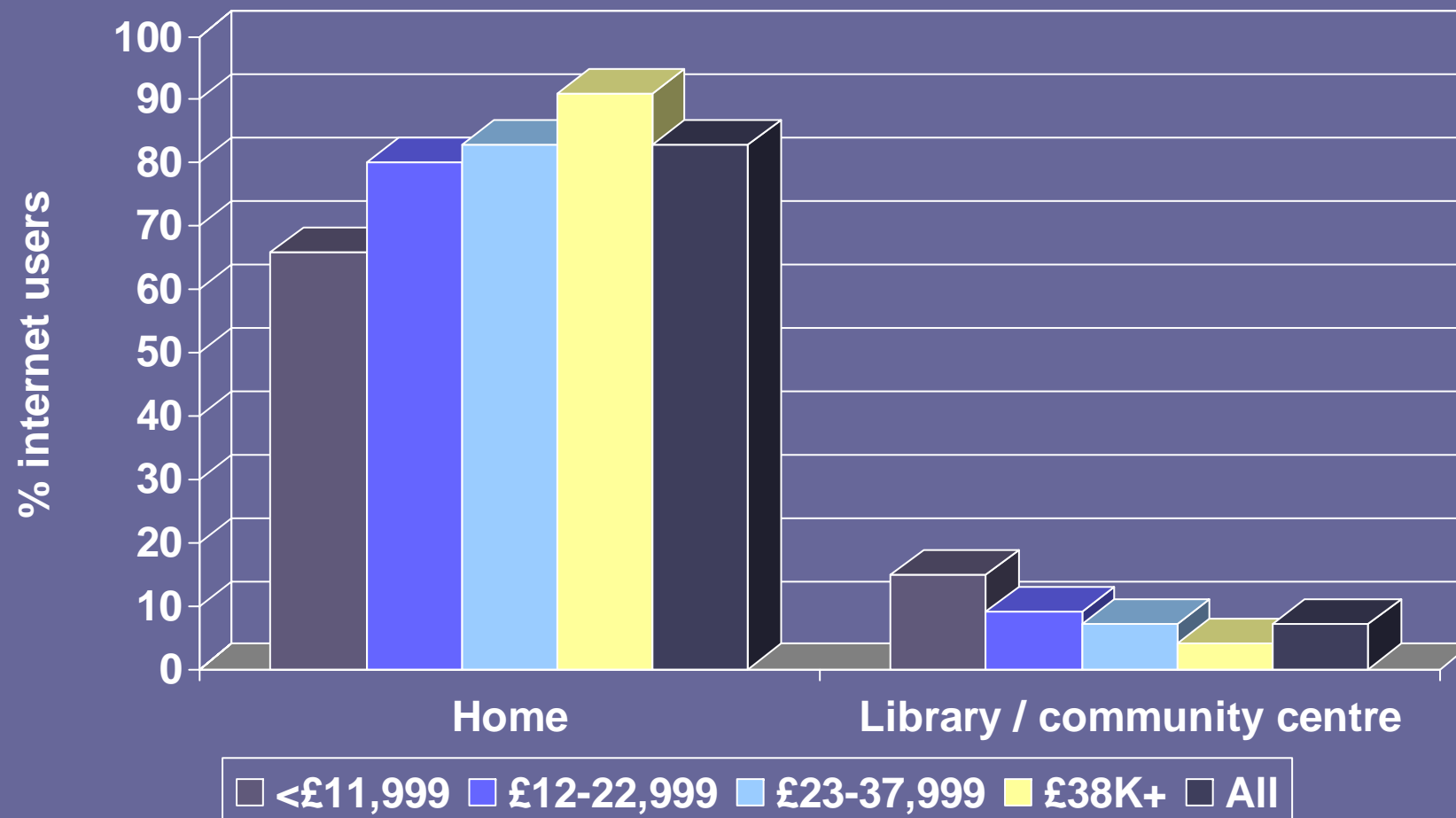
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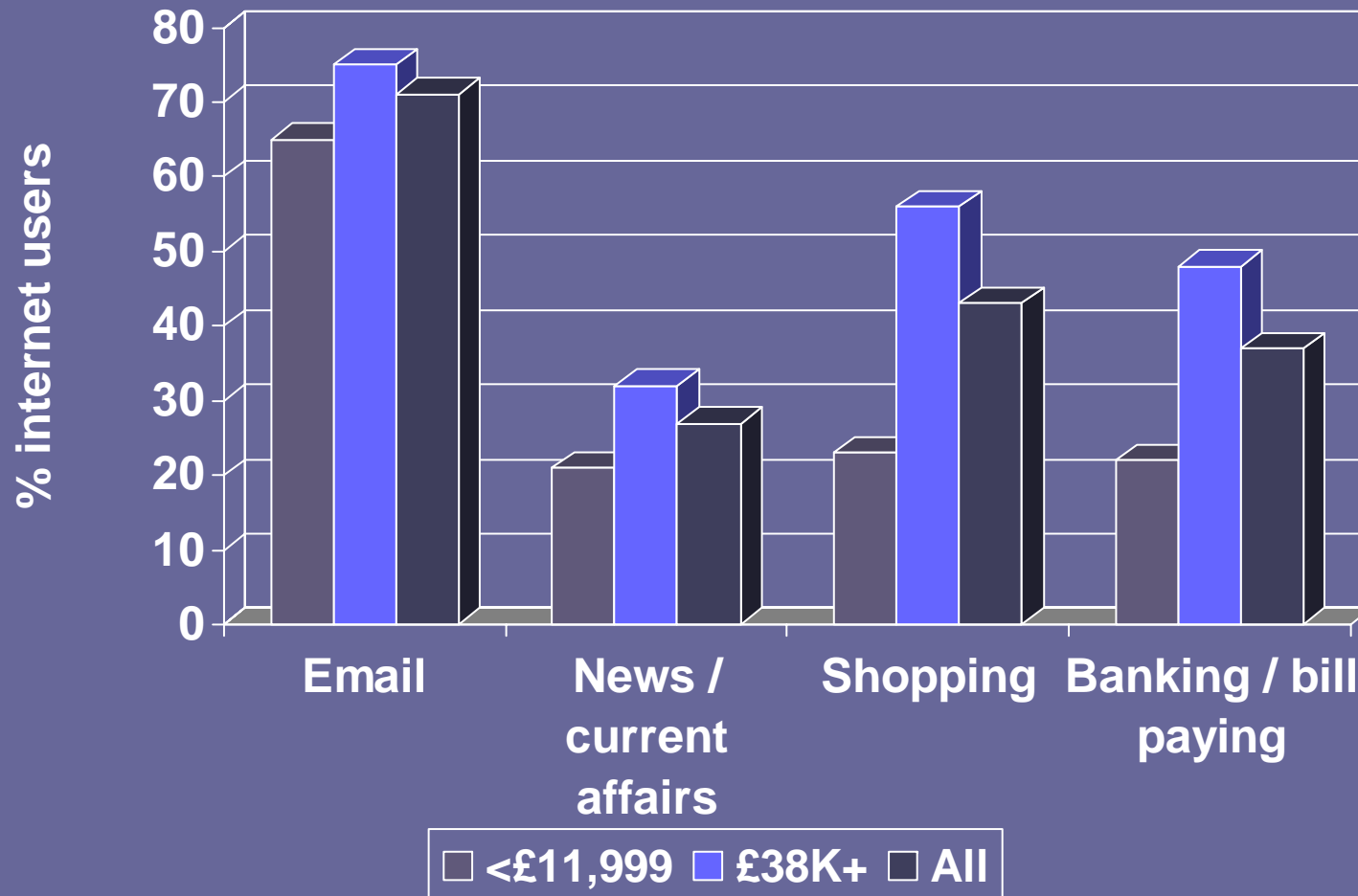
Internet use, by household income

Home internet access, by household income and type

% home internet access

Legend: No kids in hhold (dark), Kids in hhold (blue)

Income categories: <£11,999, £12-22,999, £23-37,999, £38K+

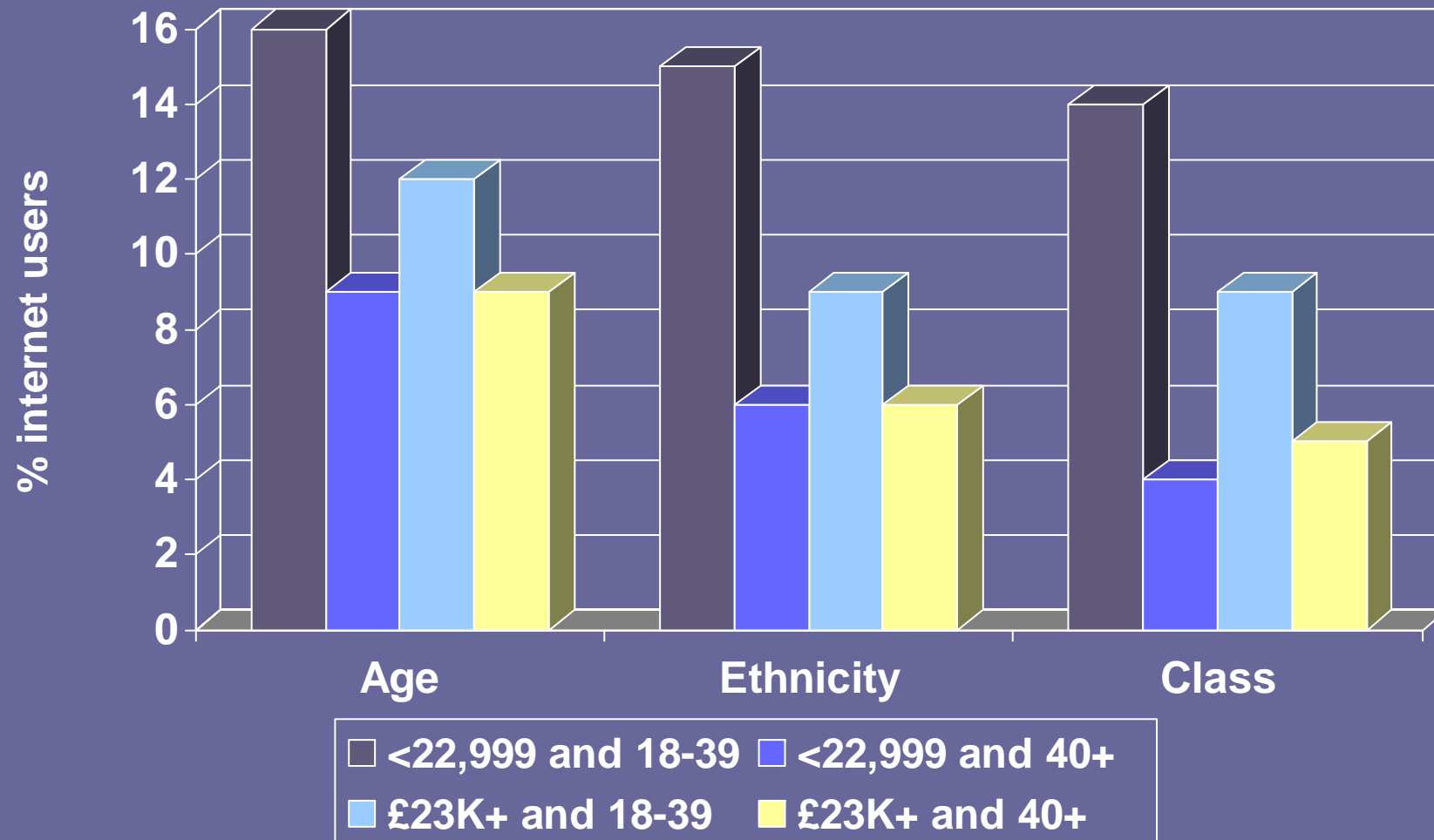NatCen
National Centre for Social Research
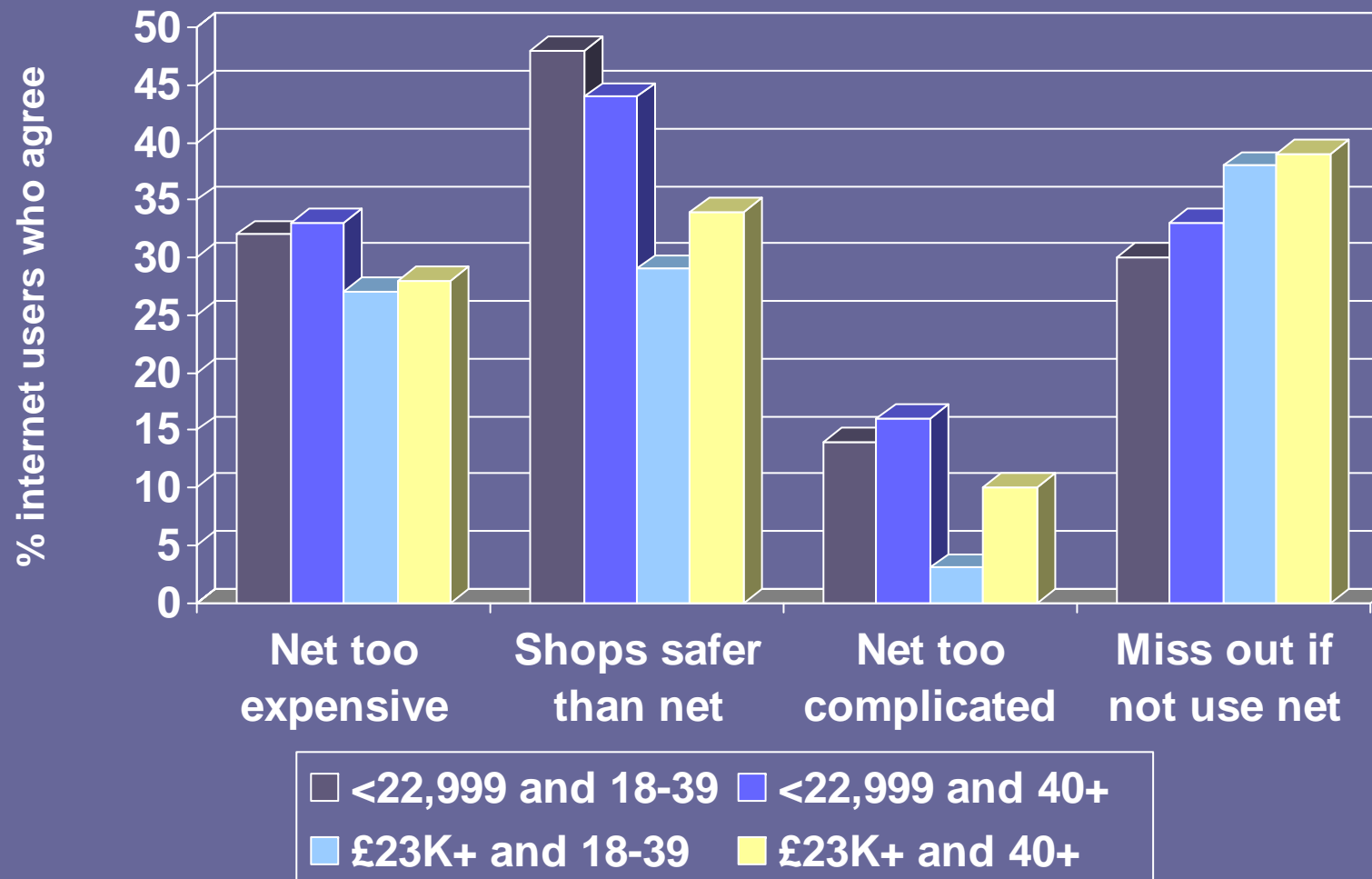
Location of internet use,
by household income
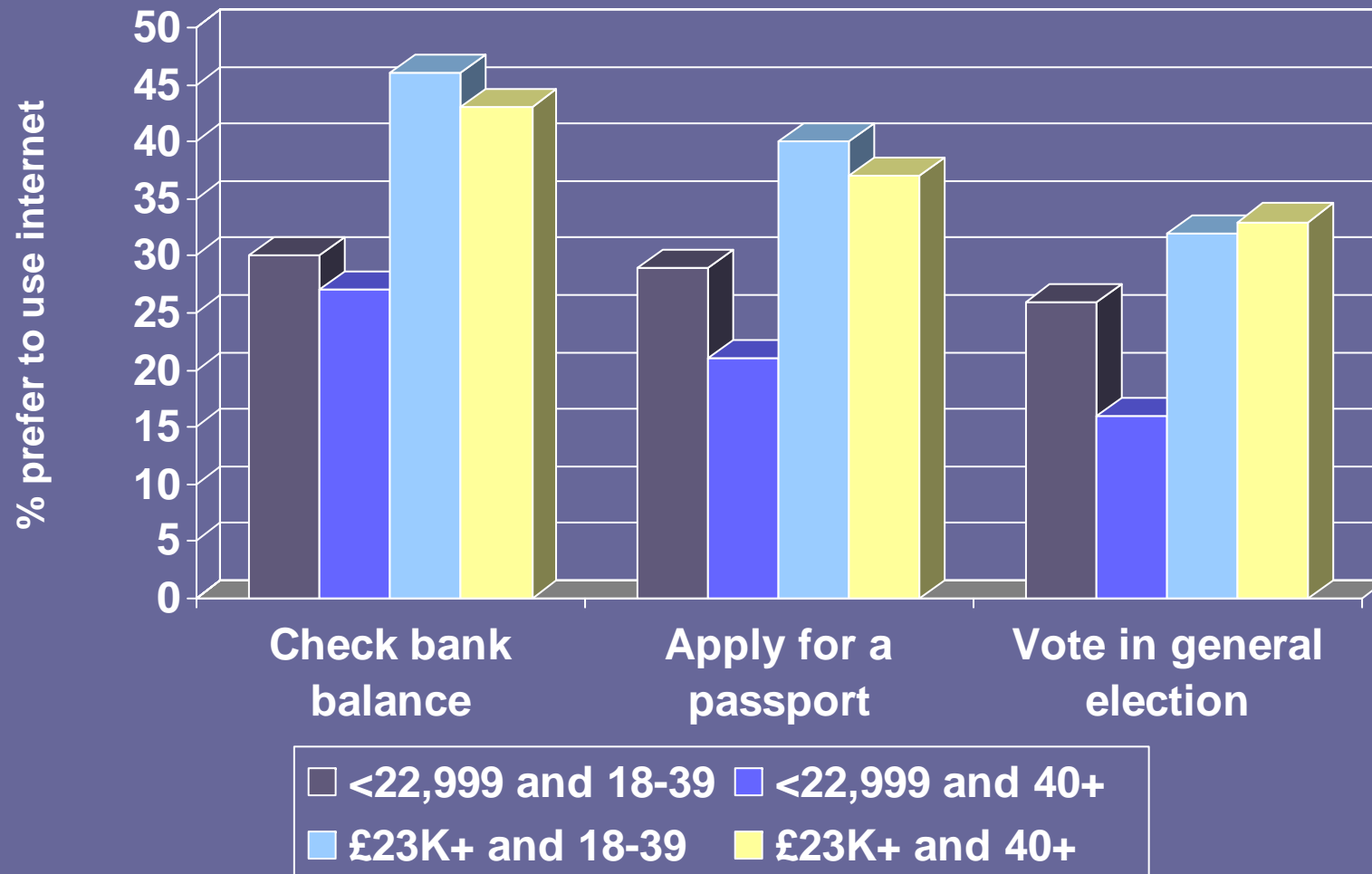
Uses of the internet, by household income

Use of the internet to contact people from different backgrounds, by household income and age
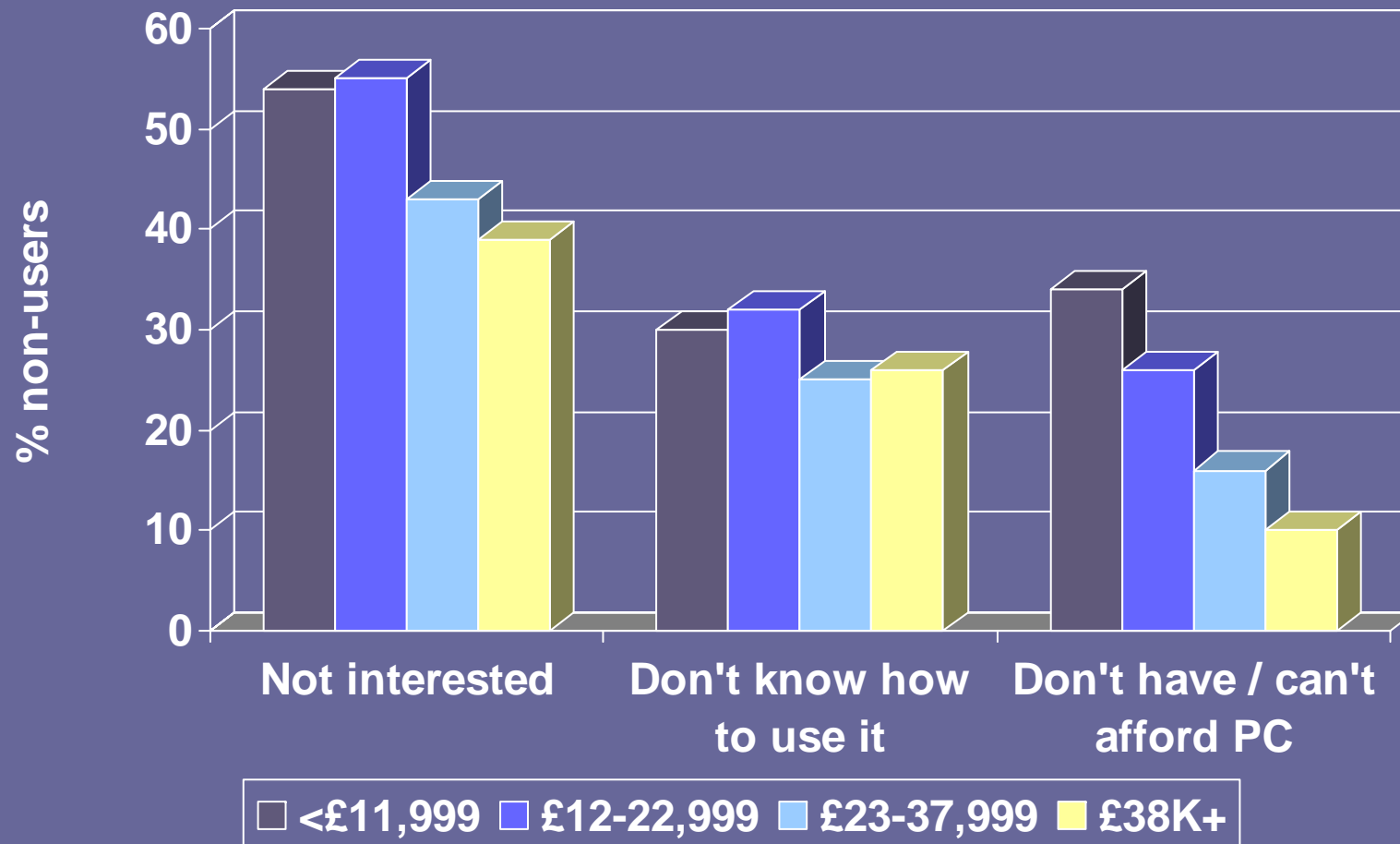
Users' attitudes towards the internet, by household income and age (1)

% internet users who agree

Net too expensive | Shops safer than net | Net too complicated | Miss out if not use net

■ <22,999 and 18-39   ■ <22,999 and 40+
■ £23K+ and 18-39   ■ £23K+ and 40+
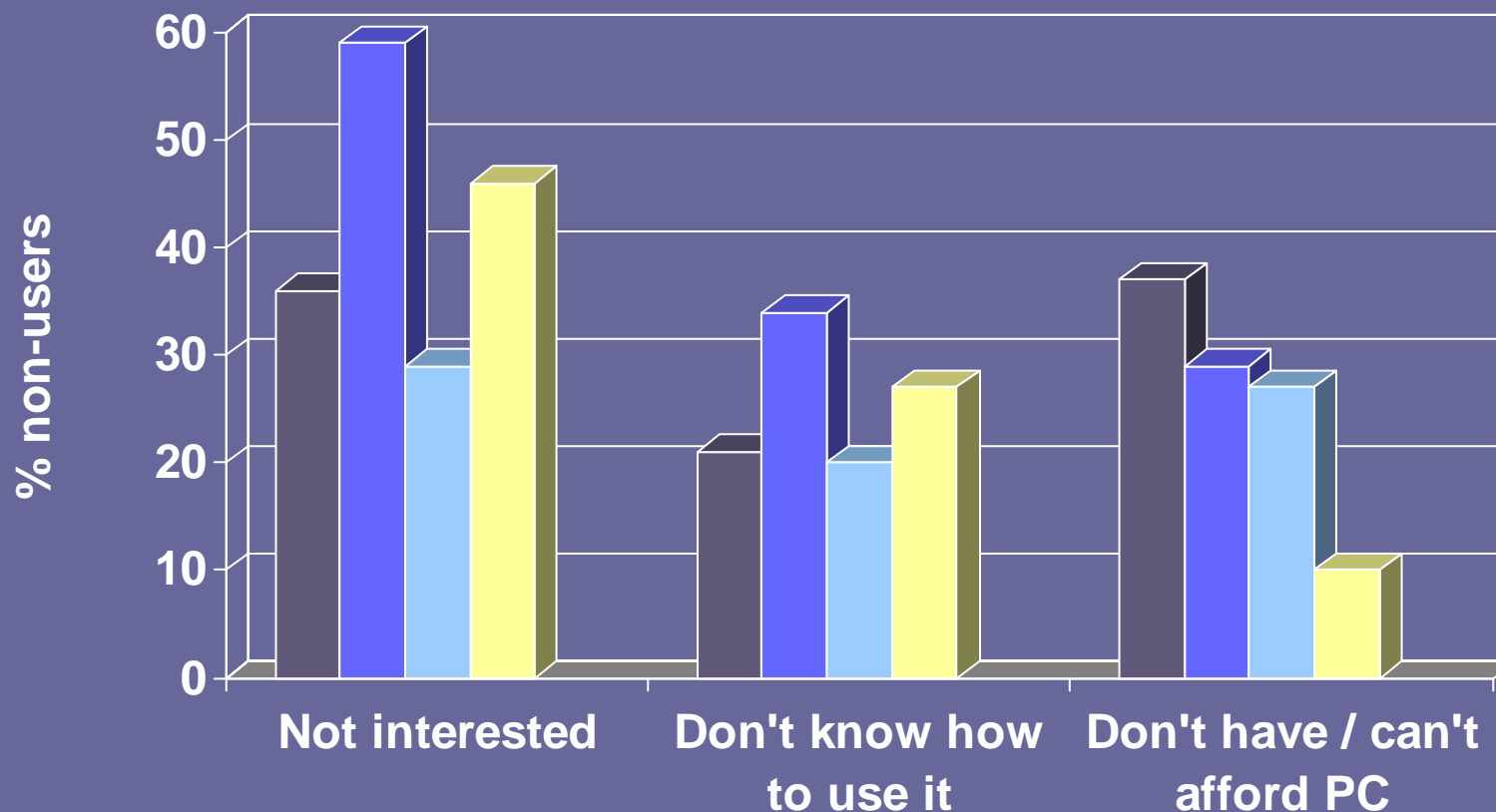
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Users' attitudes towards the internet, by household income and age (2)

Reasons for not using the internet, by household income

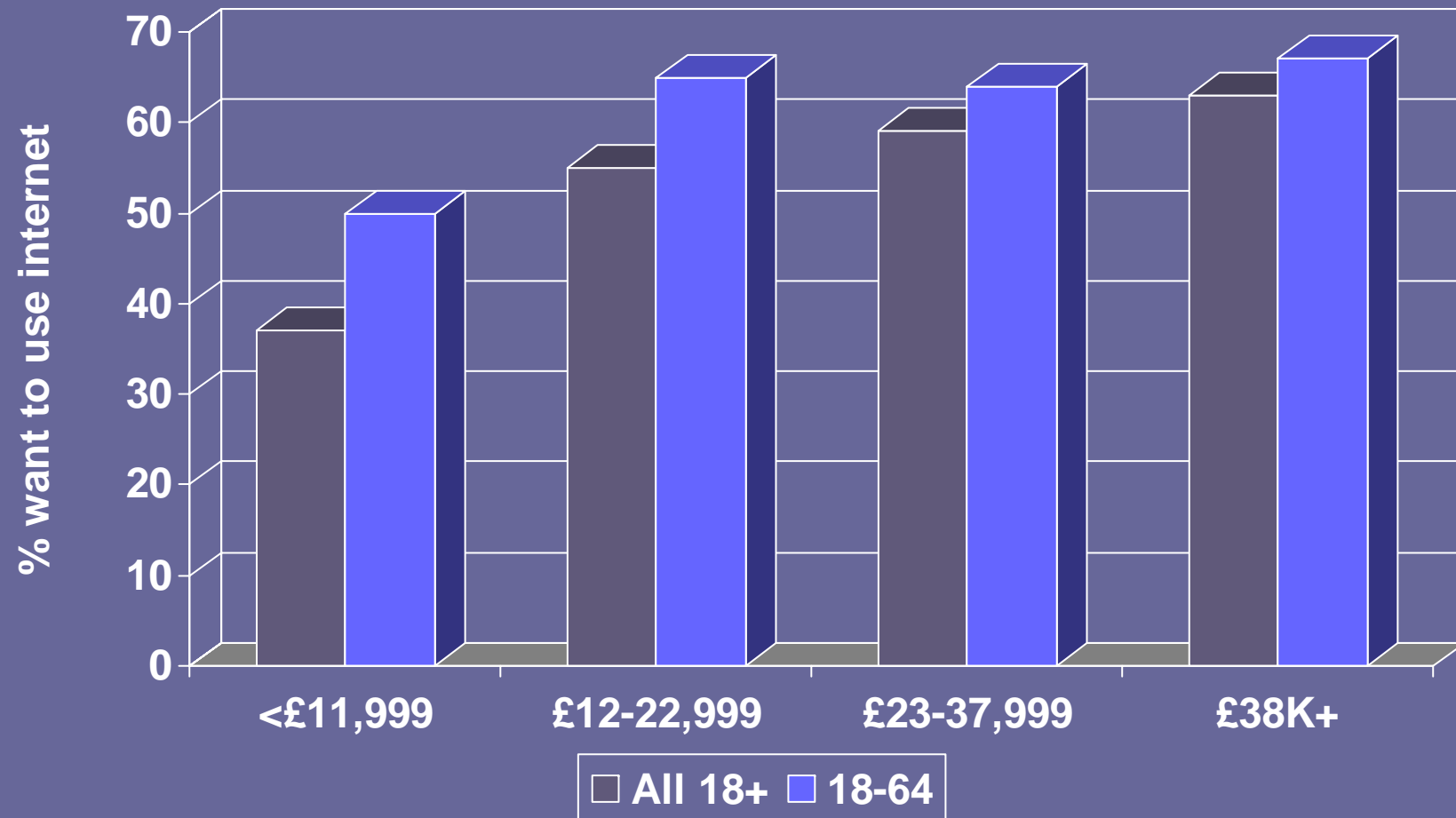Reasons for not using the internet, by household income and age

Non-users' attitudes towards the internet, by household income and age

Future internet use, by household income

Current and potential internet users, by household income

% internet users

100
90
80
70
60
50
40
30
20
10
0

<£11,999   £12-22,999   £23-37,999   £38K+

□ Current □ All potential

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