



Whose Responsibility is Digital Inclusion?

London, 11th April 2005





Evidence from the 2005 Oxford Internet Survey

Helen Margetts, Chair – OII

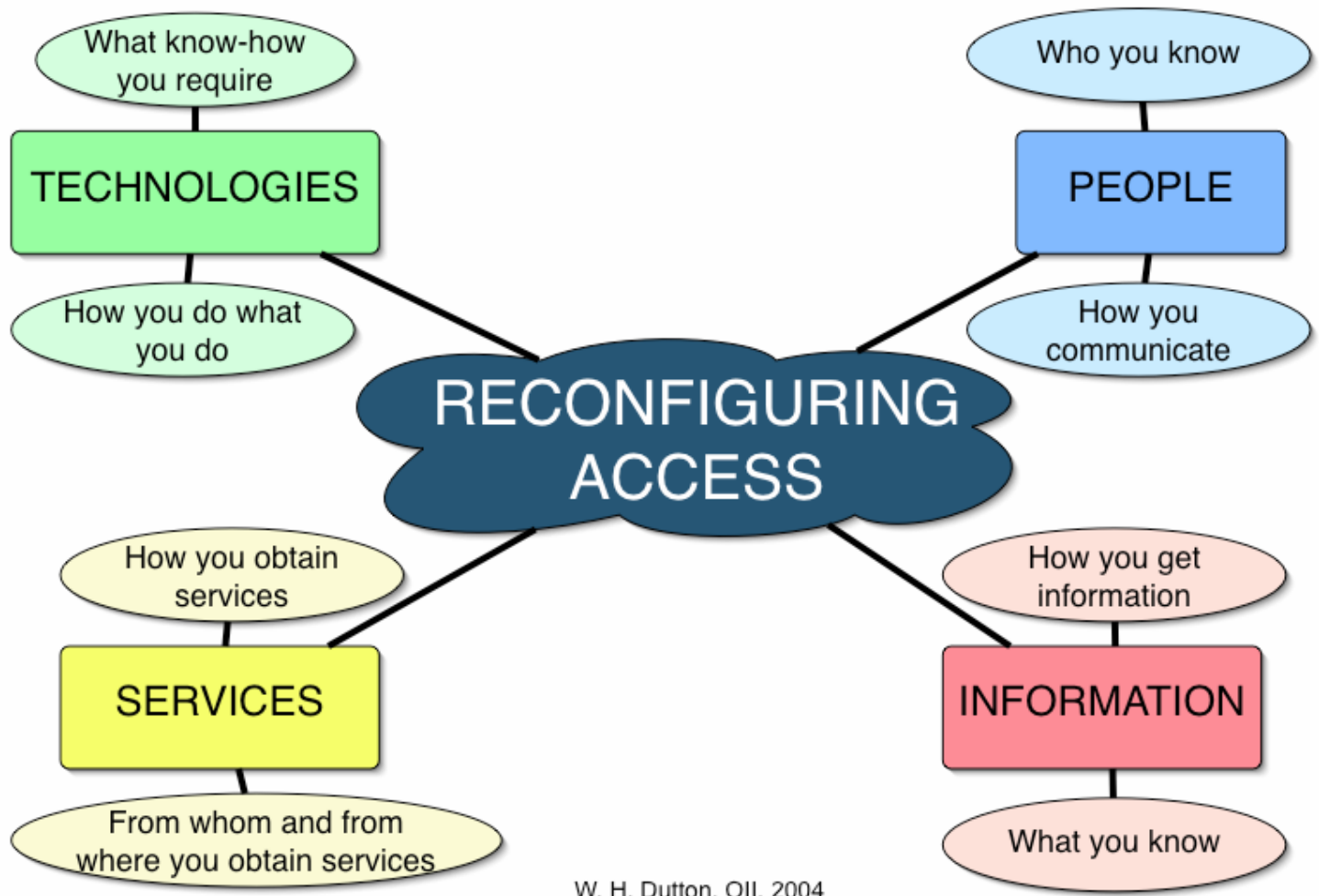




Digital Inclusion: the 2005 Oxford Internet Survey (OxIS)

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Oxford Internet Institute
University of Oxford
www.oii.ox.ac.uk





W. H. Dutton, OII, 2004



OxIS 2003 & 2005

- Probability samples, projectable to England, Wales and Scotland
- 14 years and older
- Face to face interviews (ICM)
- High-quality samples



OxIS 2003 & 2005

	2003	2005
Fielded in	June-July	February-March
Number of respondents	2,030	2,185
Response rate	66%	72%



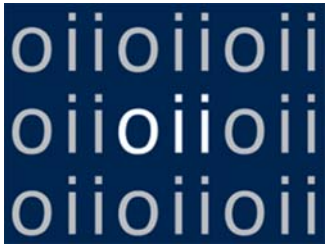
World Internet Project (WIP)

- 5th Year
- Initiated 2000
- Collaboration with Centre for the Digital Future, Annenberg, USC
- 15 nations (and expanding)
- Oxford 2003 (WIP Conference)

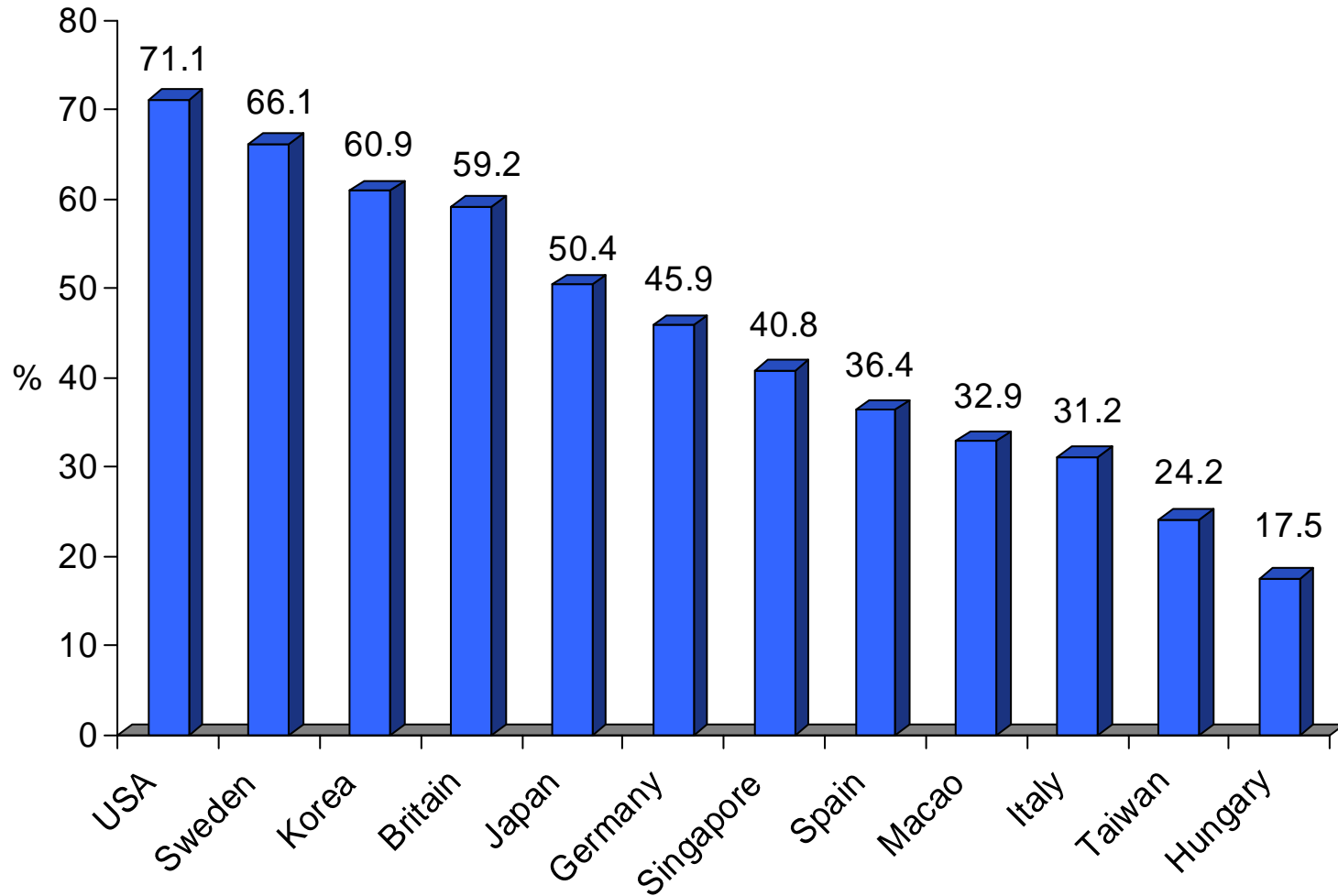


WIP Strategy

- Large N, longitudinal panels
- Multidisciplinary
- Independent -- multi-client
- Common core questions
- Unique national questions

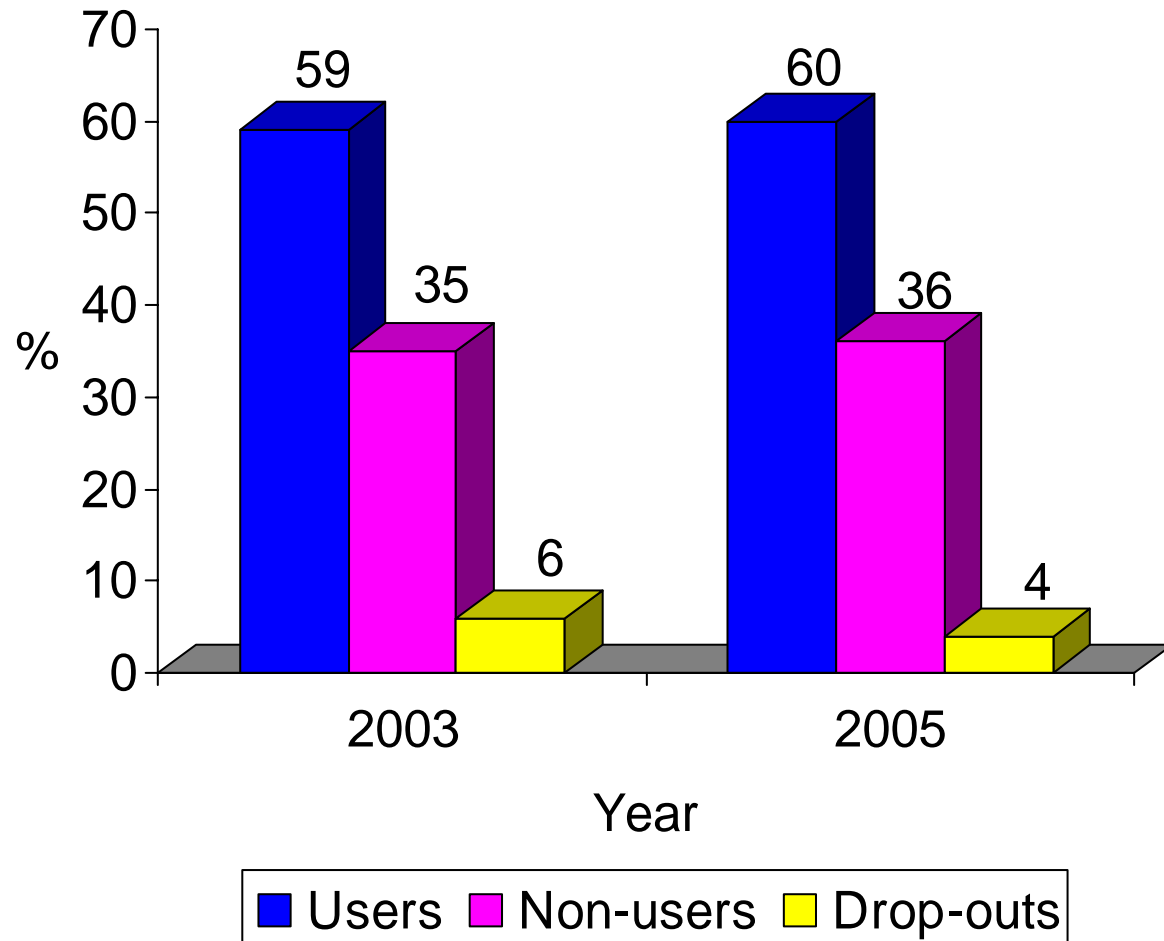


Cross-National Use, circa 2003





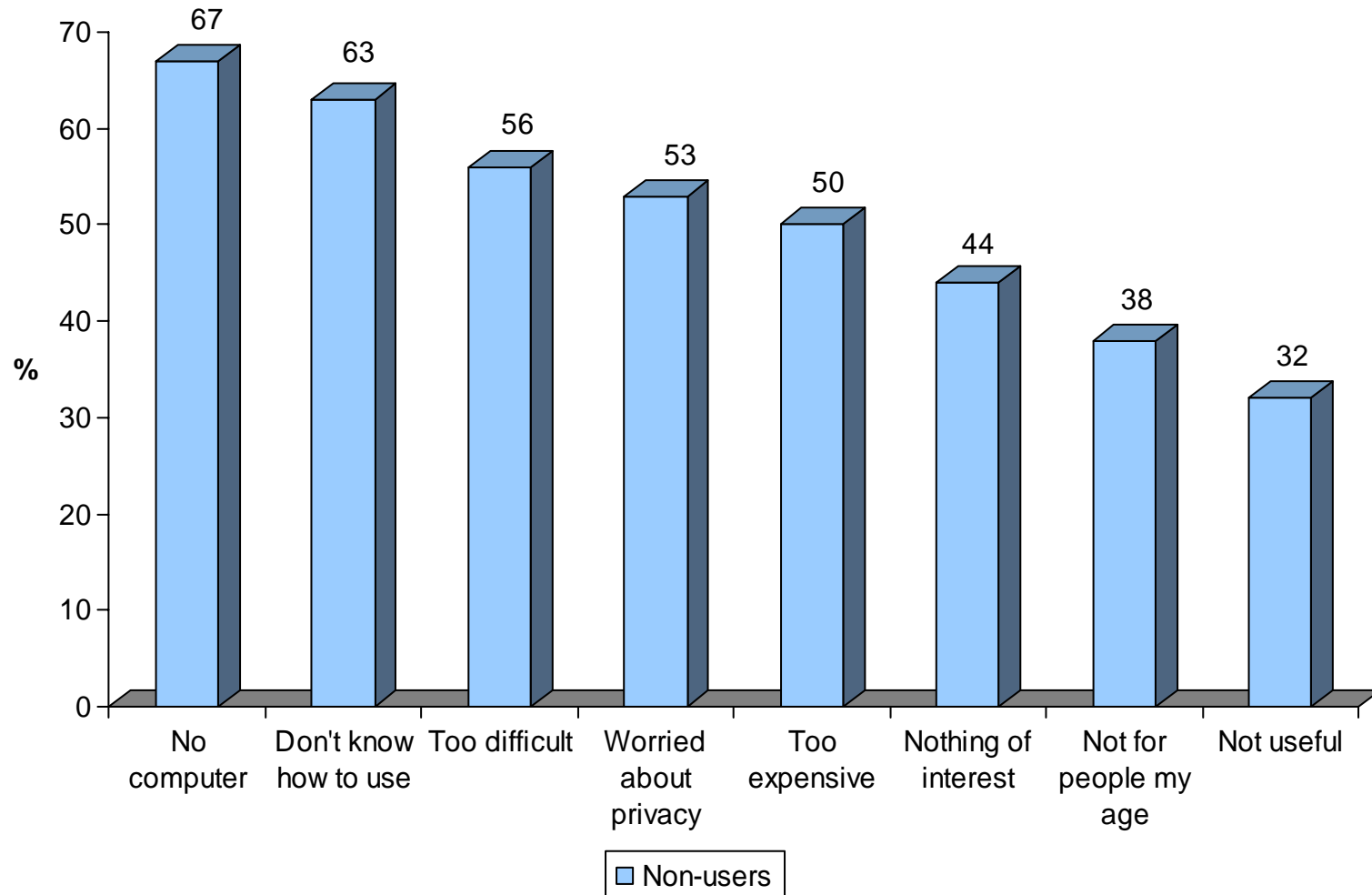
Internet Use in Britain, 2003-2005



Source: OxIS 2003, Number of respondents = 2,030 OxIS 2005 Number of respondents = 2,185



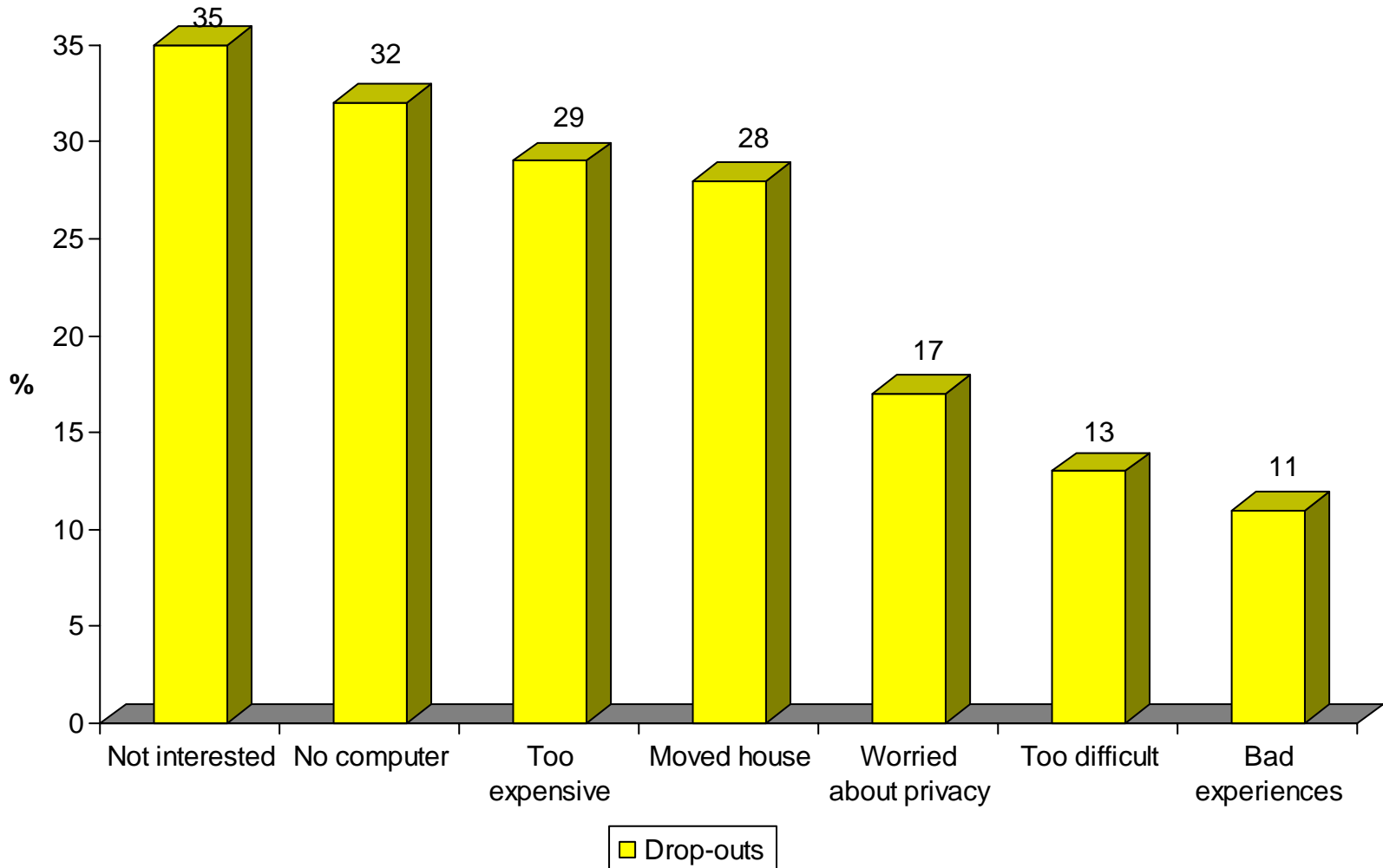
Reasons for Not Using, 2005



Source: OxIS 2005, Number of respondents = 2,185



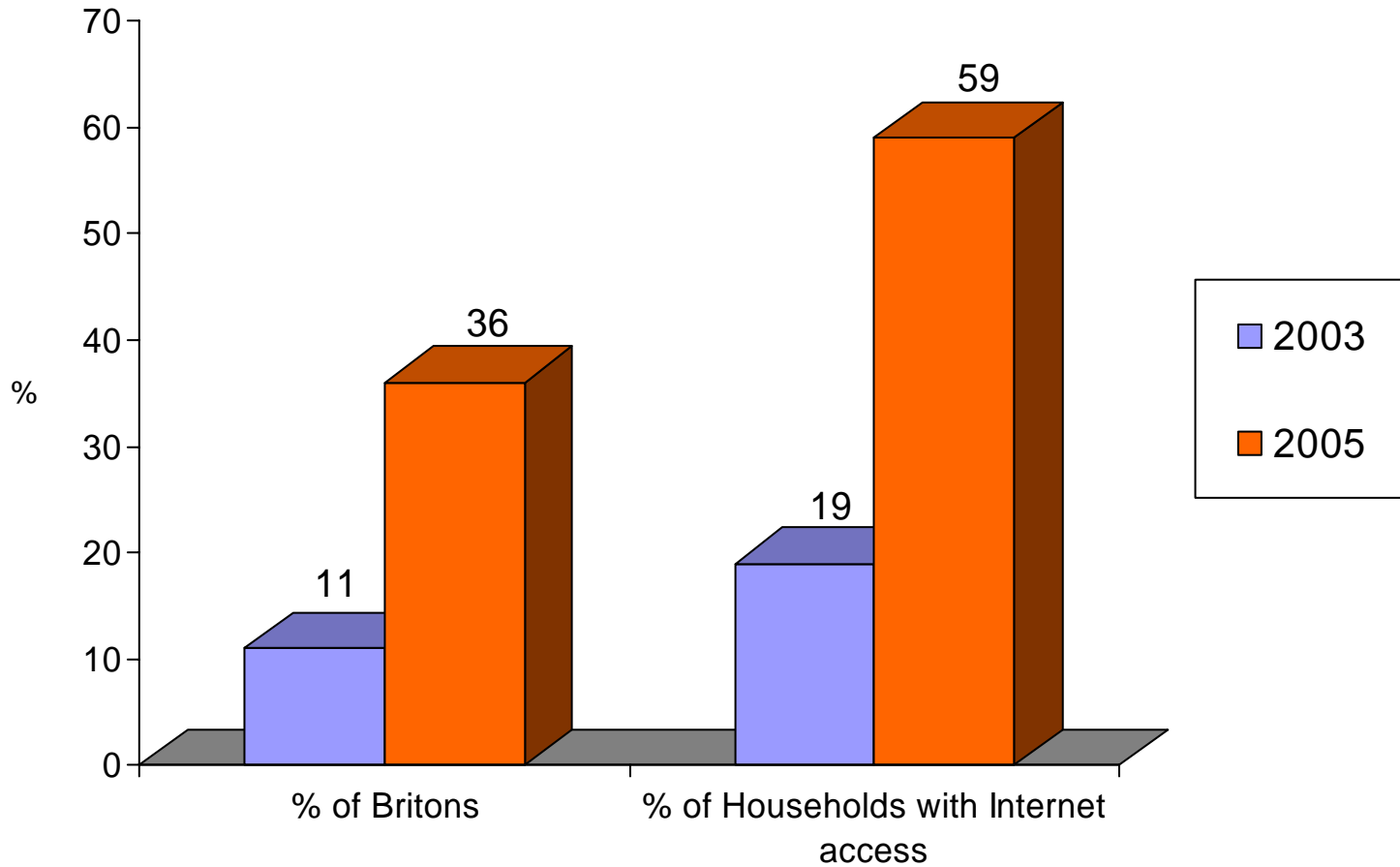
Reasons for Dropping-out, 2005



Source: OxIS 2005, Number of respondents = 2,185



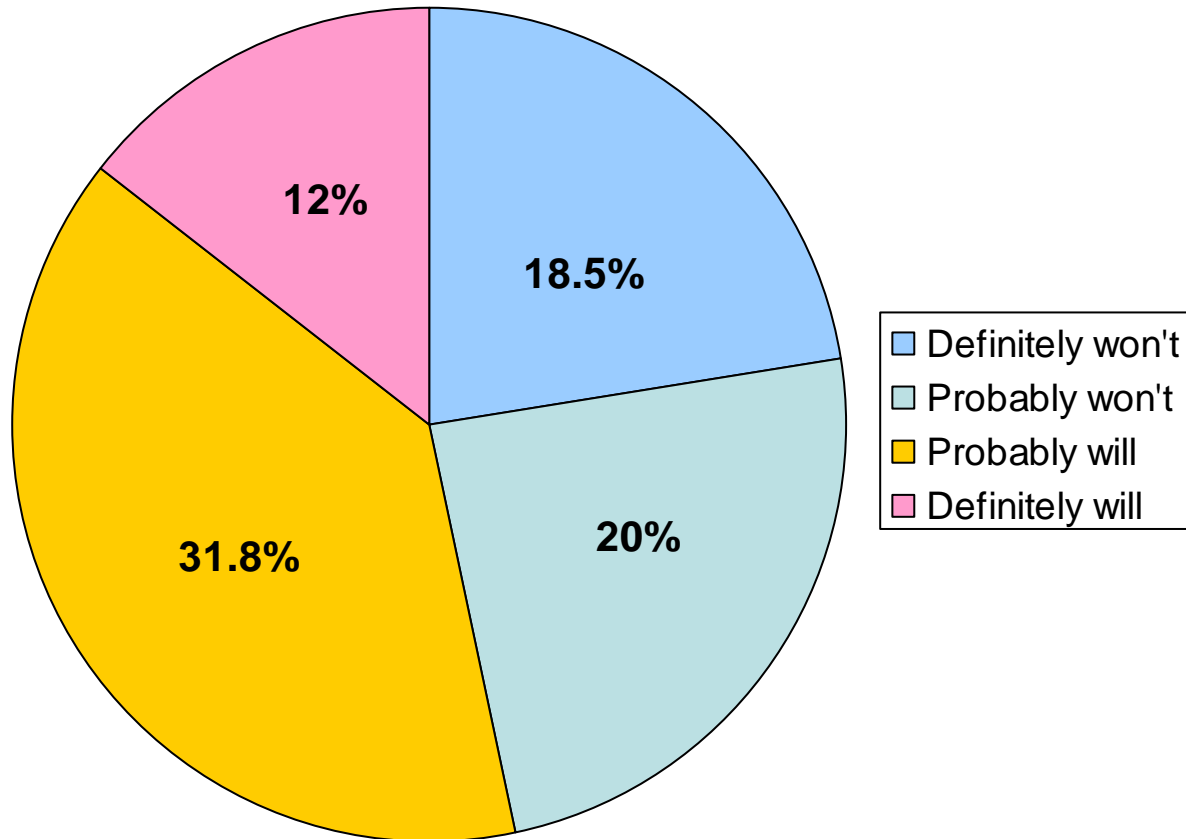
Broadband Use, 2003 - 2005



Source: OxIS 2003, Number of respondents: 2,030 – OxIS 2005, Number of respondents = 2,185



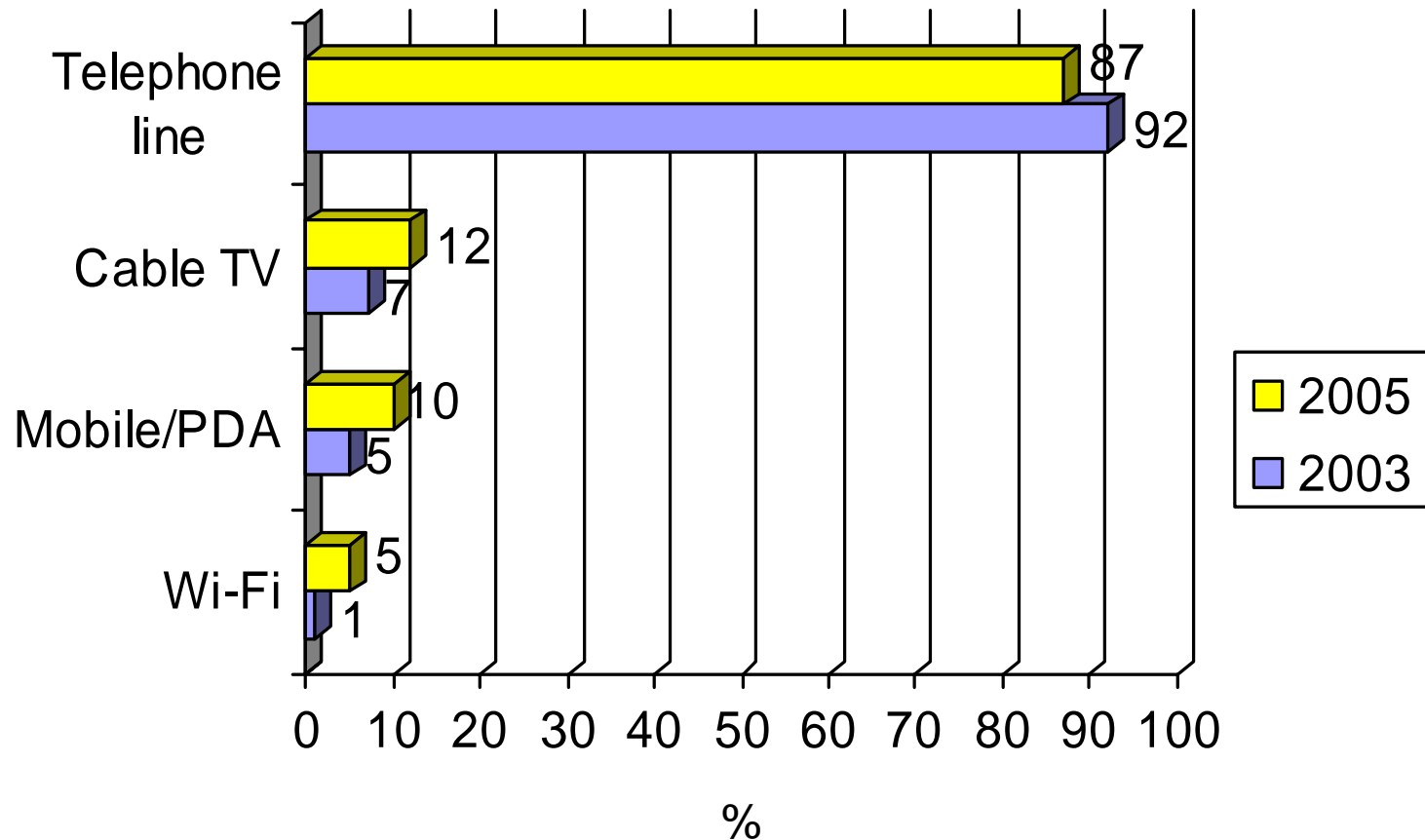
Households considering getting Broadband, 2005



Source: OxIS 2003, Number of respondents: 2,030 – OxIS 2005, Number of respondents = 2,185



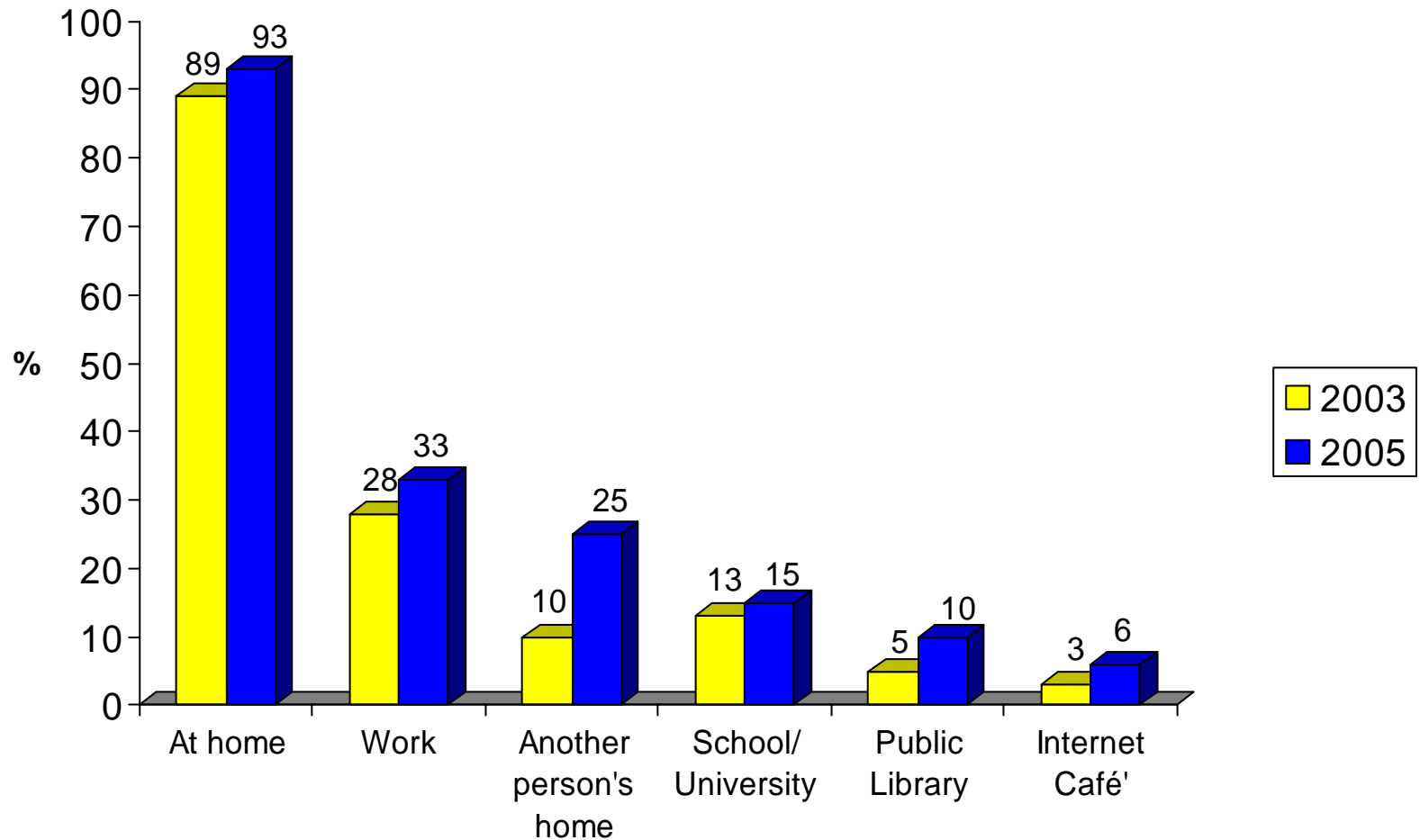
Modes of Access, 2003 - 2005



Source: OxIS 2003, Number of respondents= 2,030 – OxIS 2005, Number of respondents = 2,185



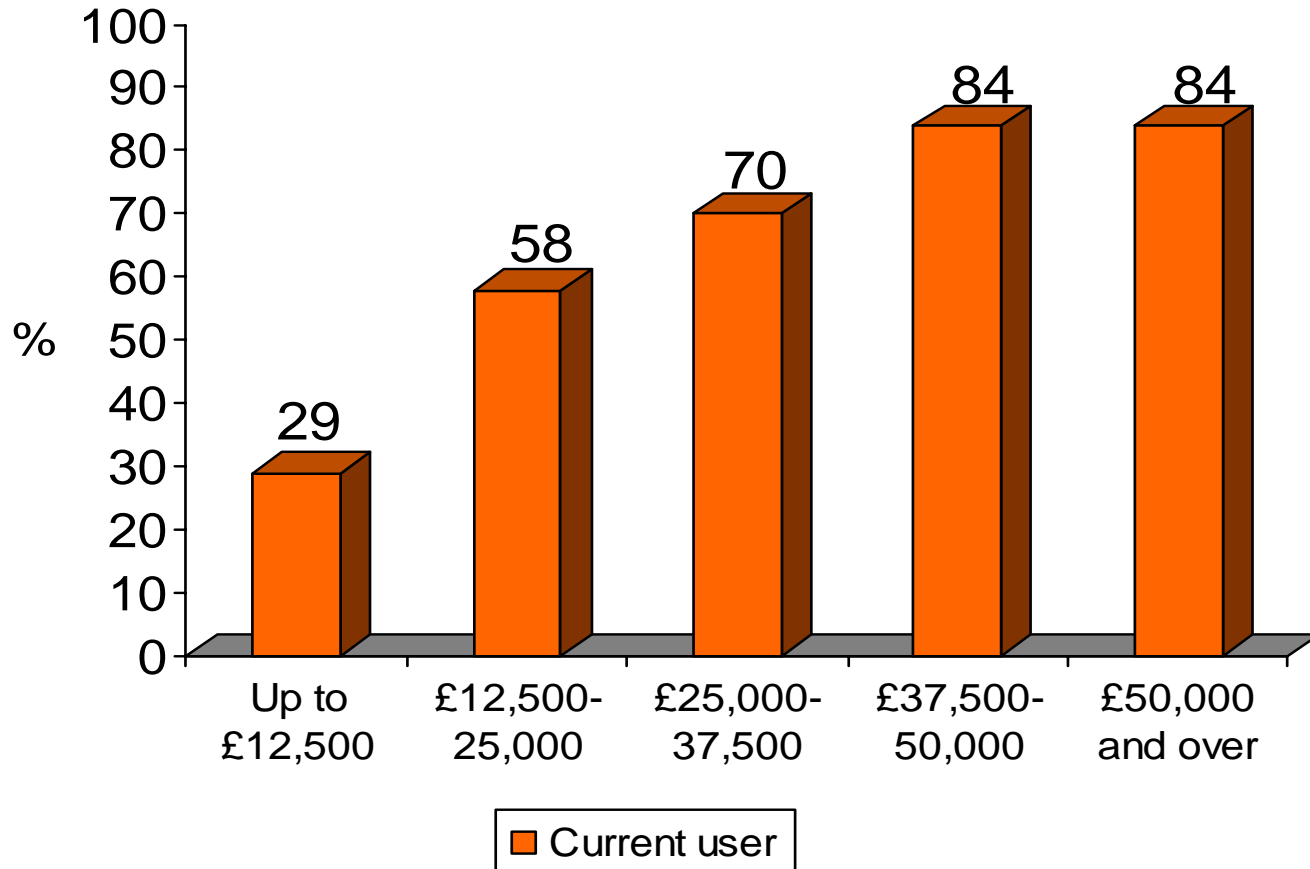
Places of Access, 2003-2005



Source: OxIS 2003, Number of respondents = 2,030 OxIS 2005 Number of respondents = 2,185



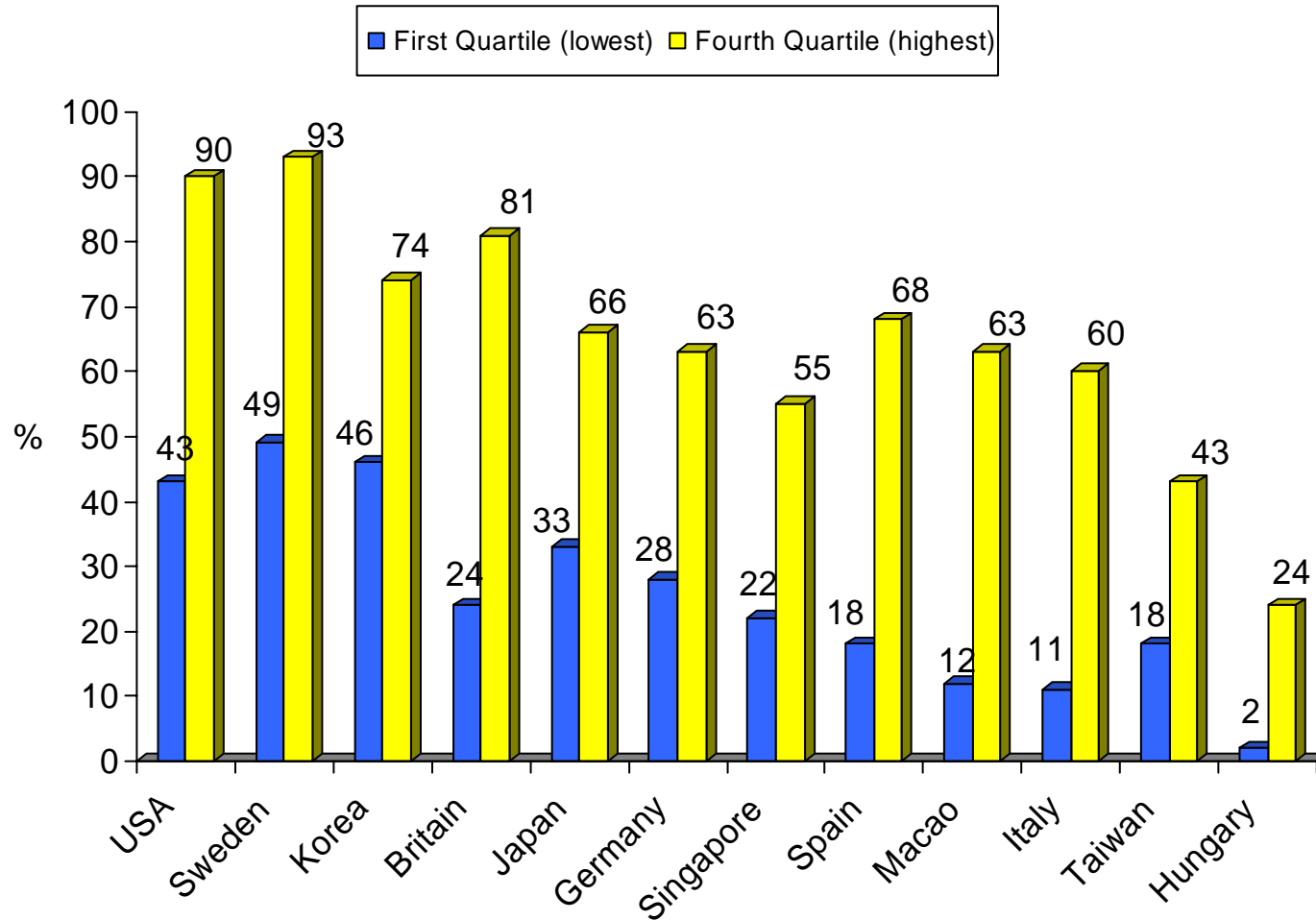
Income and Internet Use, 2005



Source: OxlS 2005, Number of respondents = 2,185

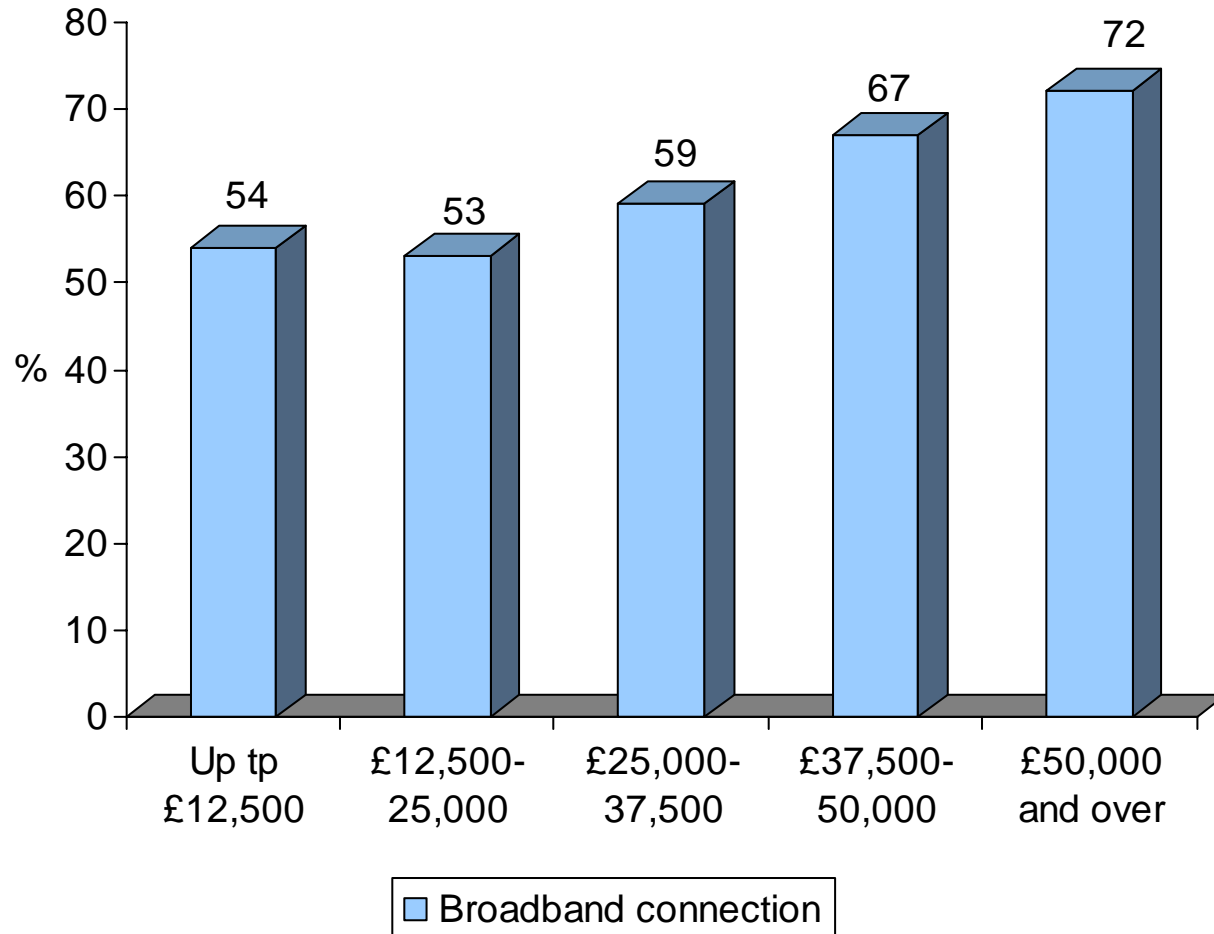


Percent Who Use the Internet: Lowest and Highest Economic Quartiles

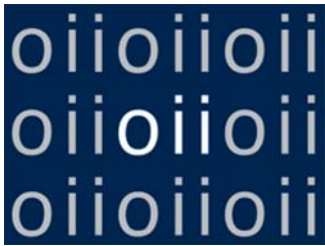




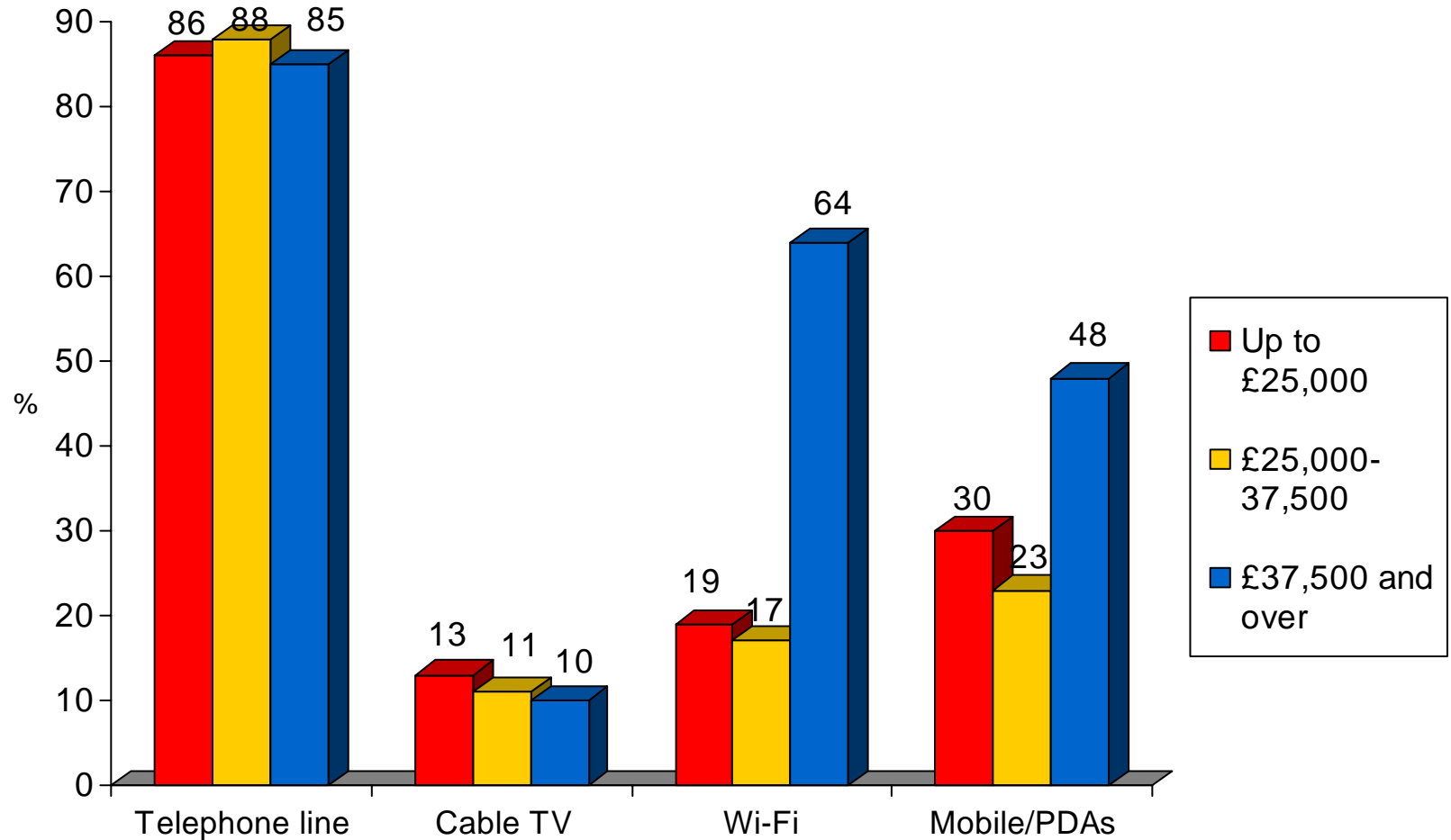
Broadband Use by Income - 2005



Source: OxIS 2005, Number of respondents = 2,185



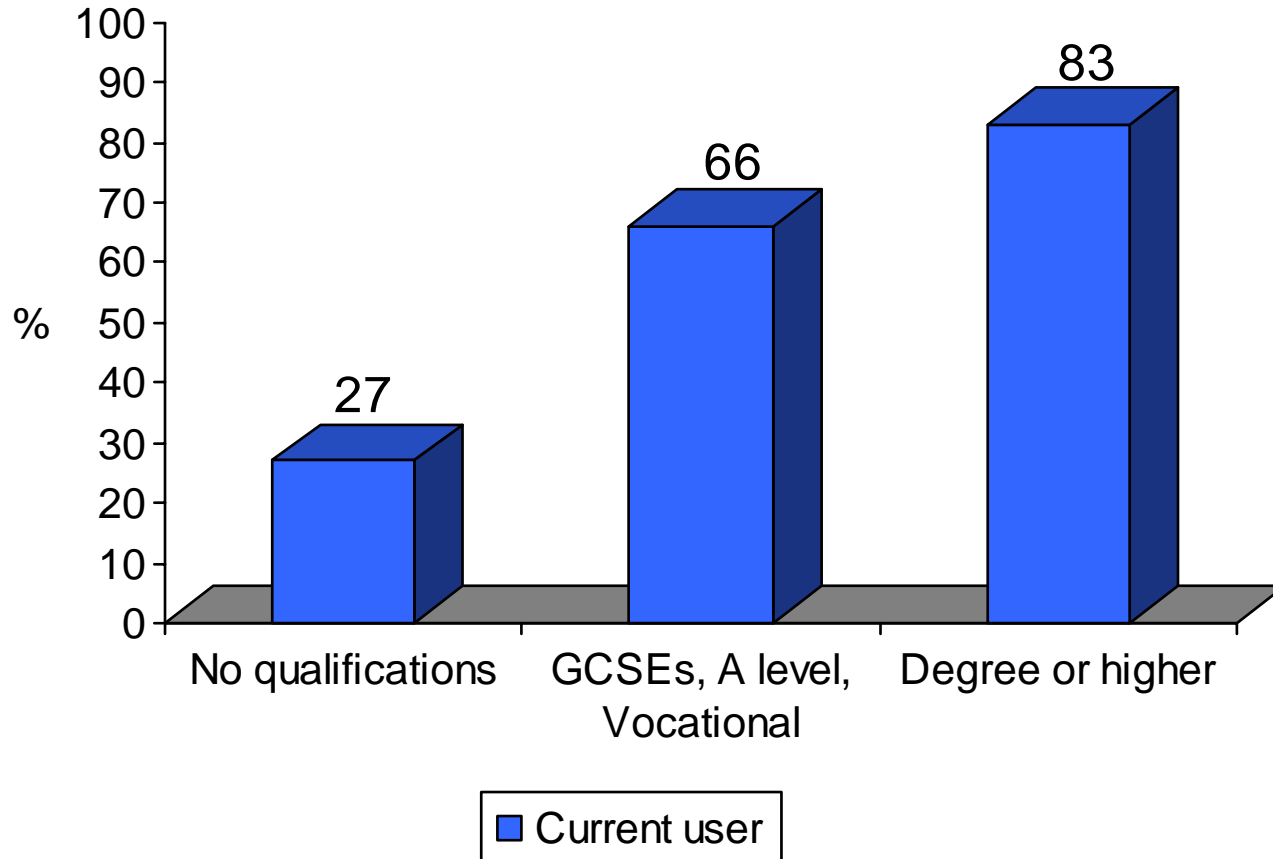
Modes of Access by Income, 2005



Source: OxIS 2005, Number of respondents = 2,185



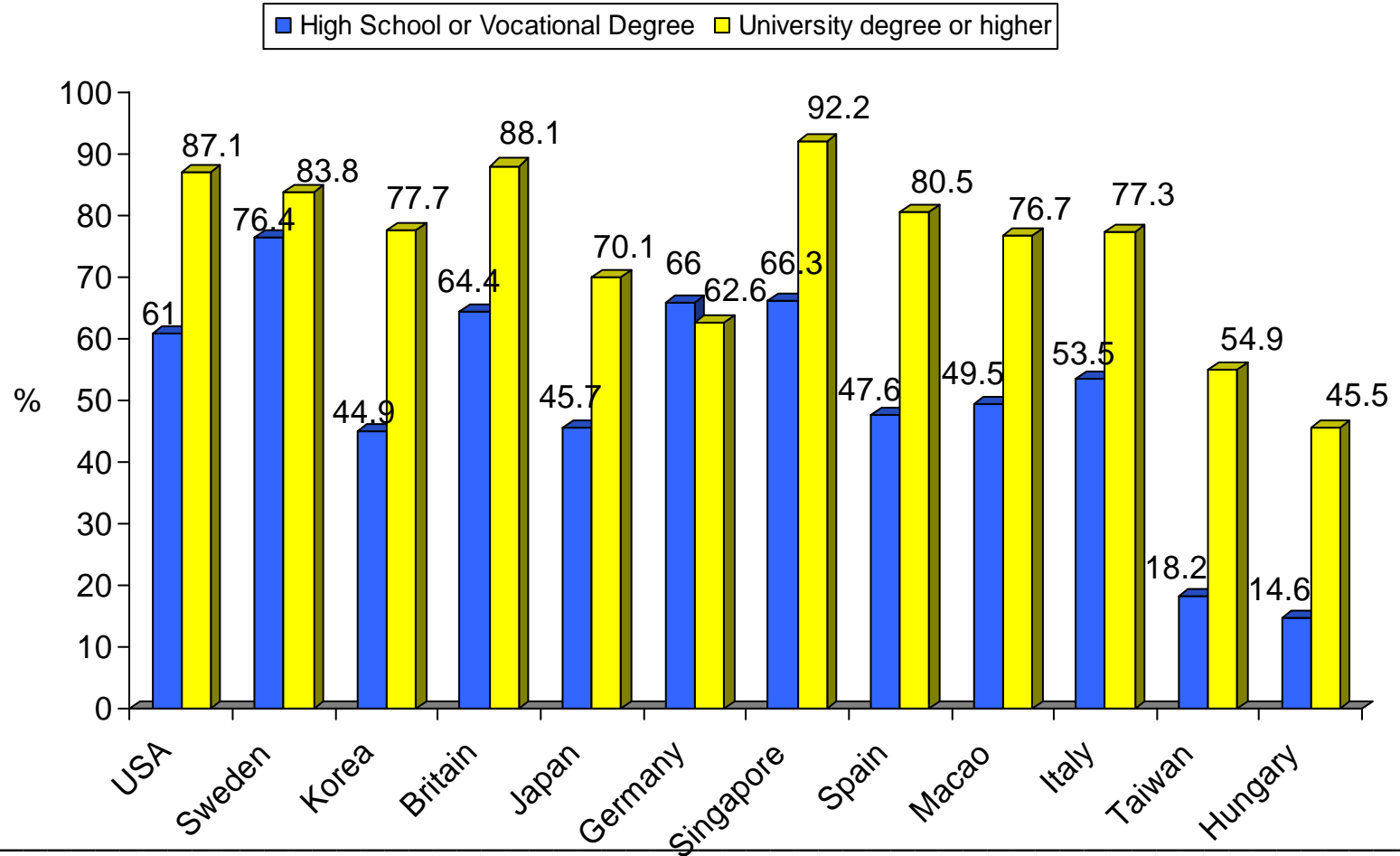
Education and Internet Use, 2005



Source: OxIS 2005, Number of respondents = 2,185



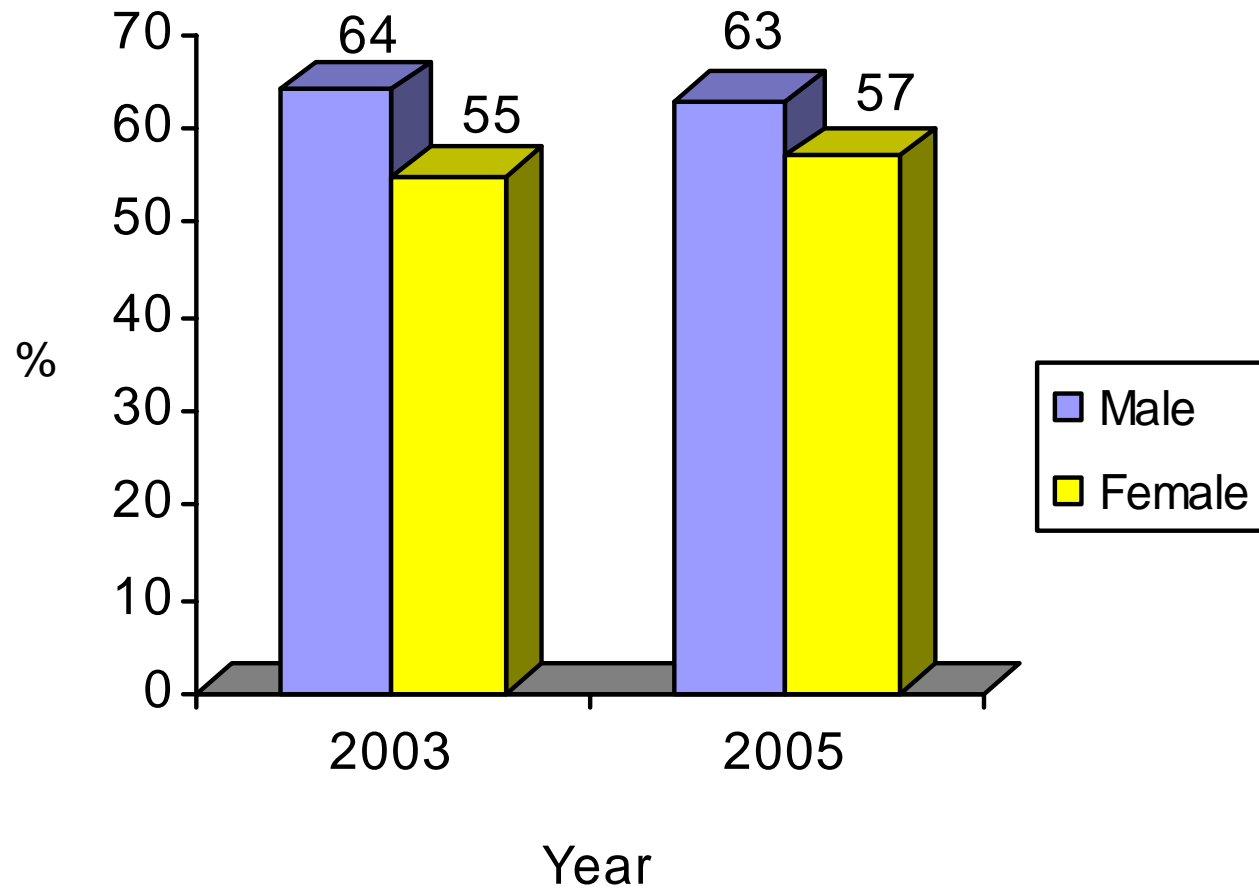
Education and Internet Use, circa 2003



Source: <http://www.worldinternetproject.net/>



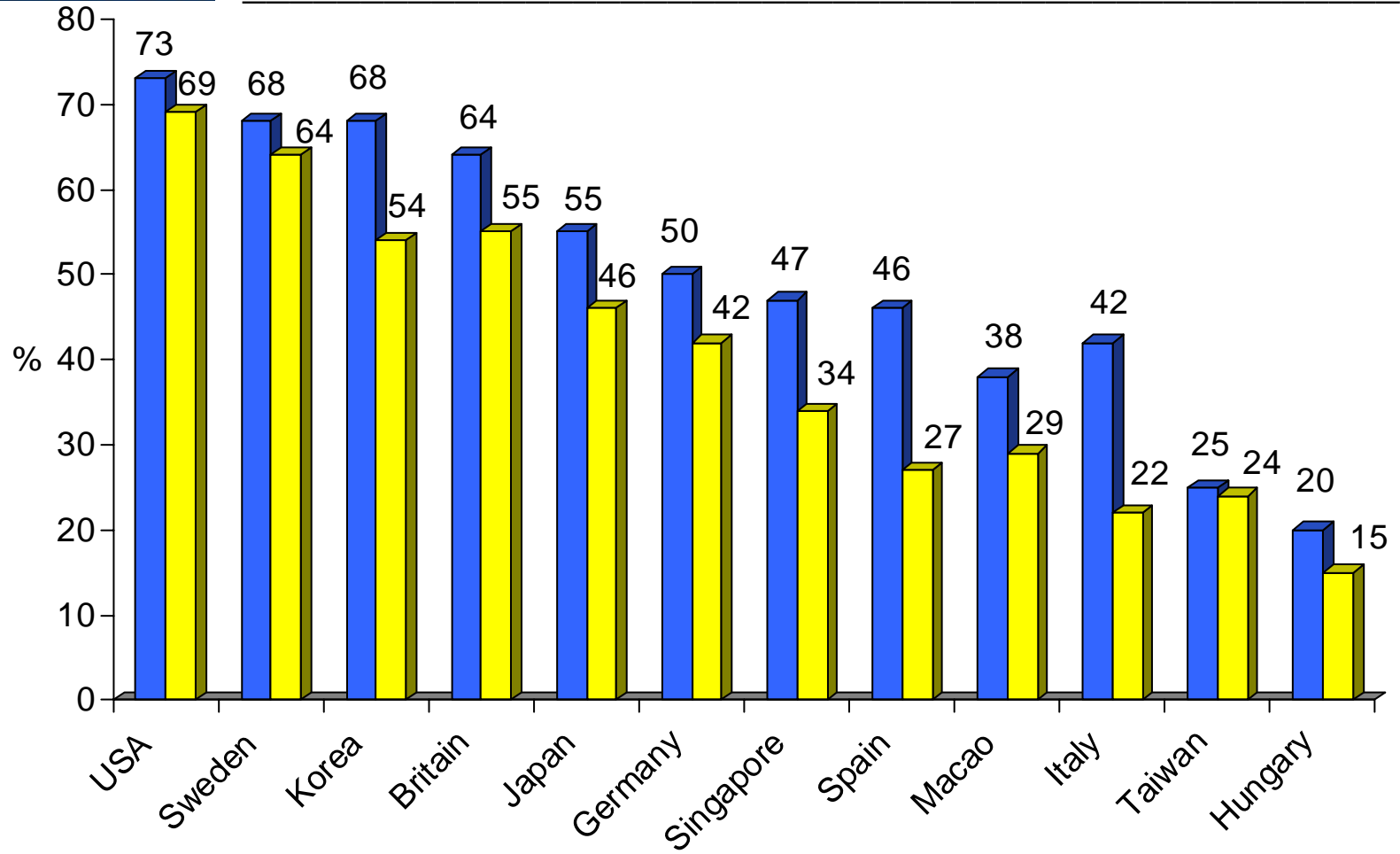
Gender and Internet Use, 2003 - 2005



Source: OxIS 2003, Number of respondents = 2,030 - OxIS 2005, Number of respondents = 2,185



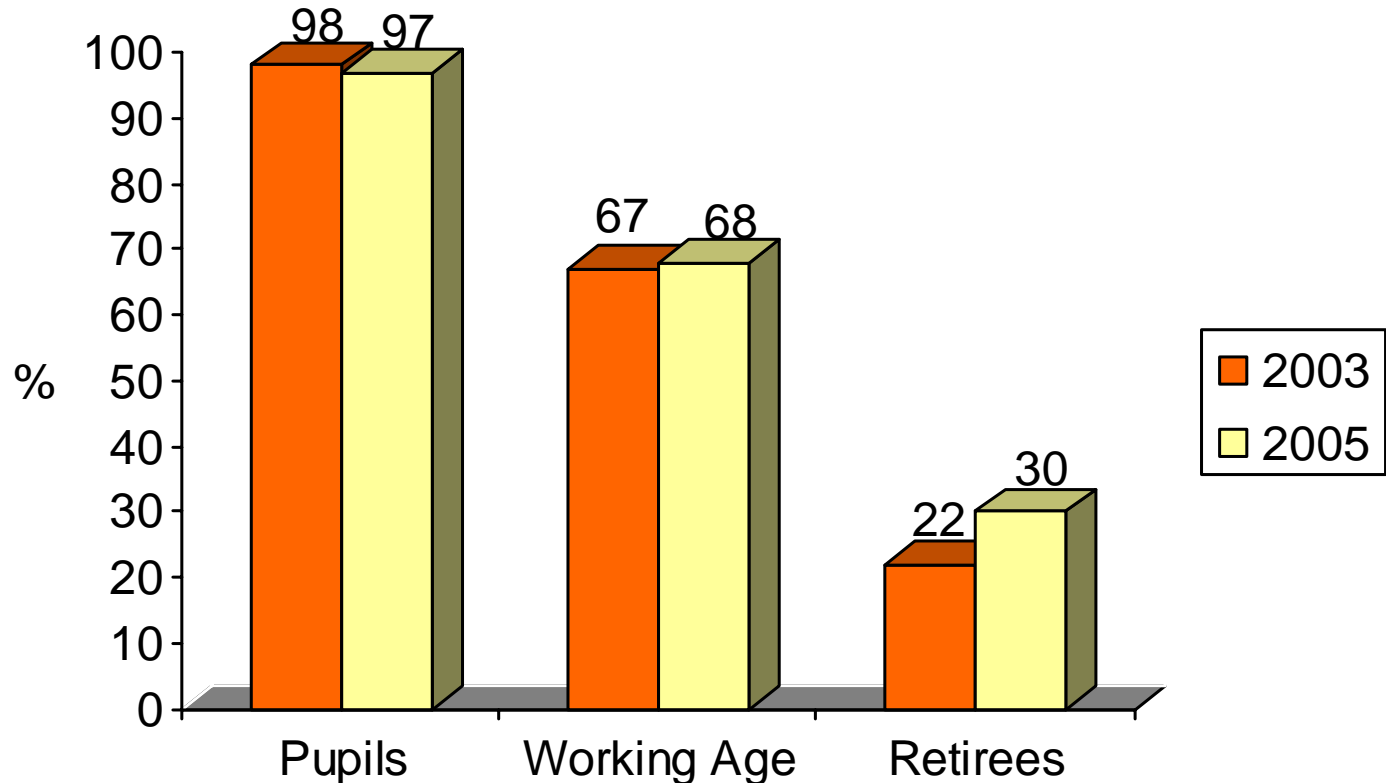
Gender and Internet Use, circa 2003



Source: <http://www.worldinternetproject.net/>



Internet Use by Life Stage, 2003-2005



Pupils: age 14-22 years and in full time education.

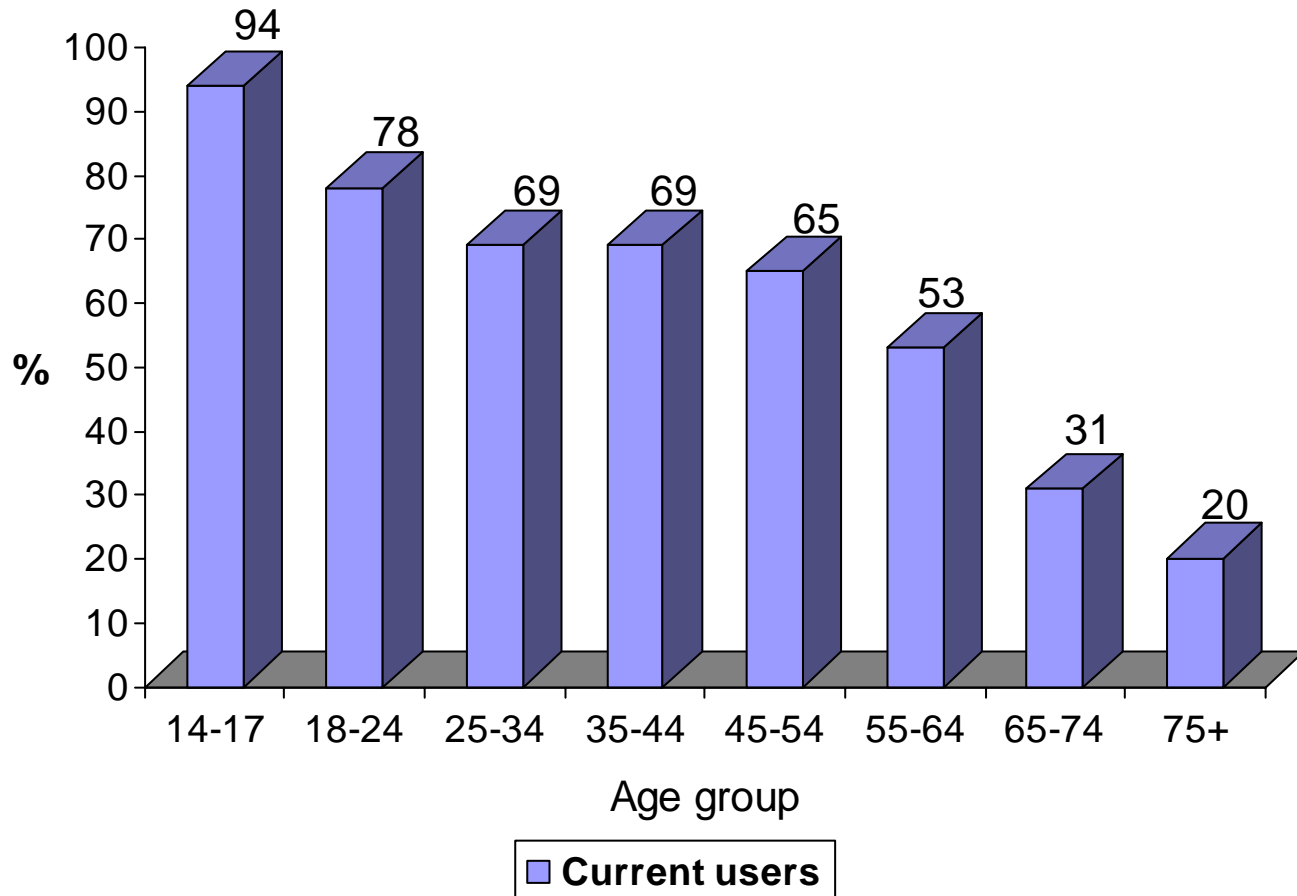
Working age: employed of any age and all other persons not in employment up to age 55.

Retired: 55 or over and not in employment.

Source: OxIS 2003, Number of respondents = 2,030 – OxIS 2005 Number of respondents = 2,185



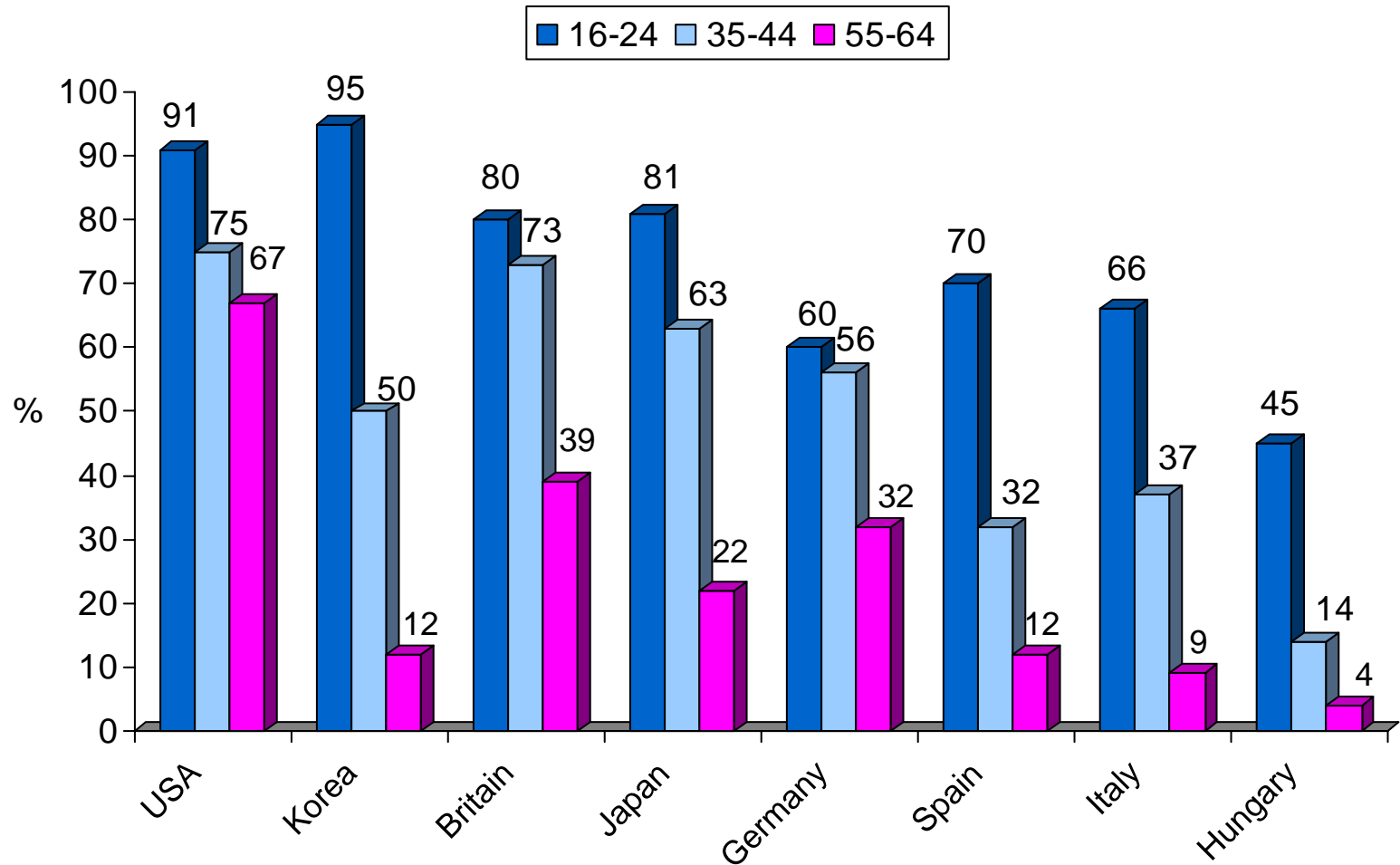
Internet Use by Age, 2005



Source: Oxis 2005, Number of respondents = 2,185

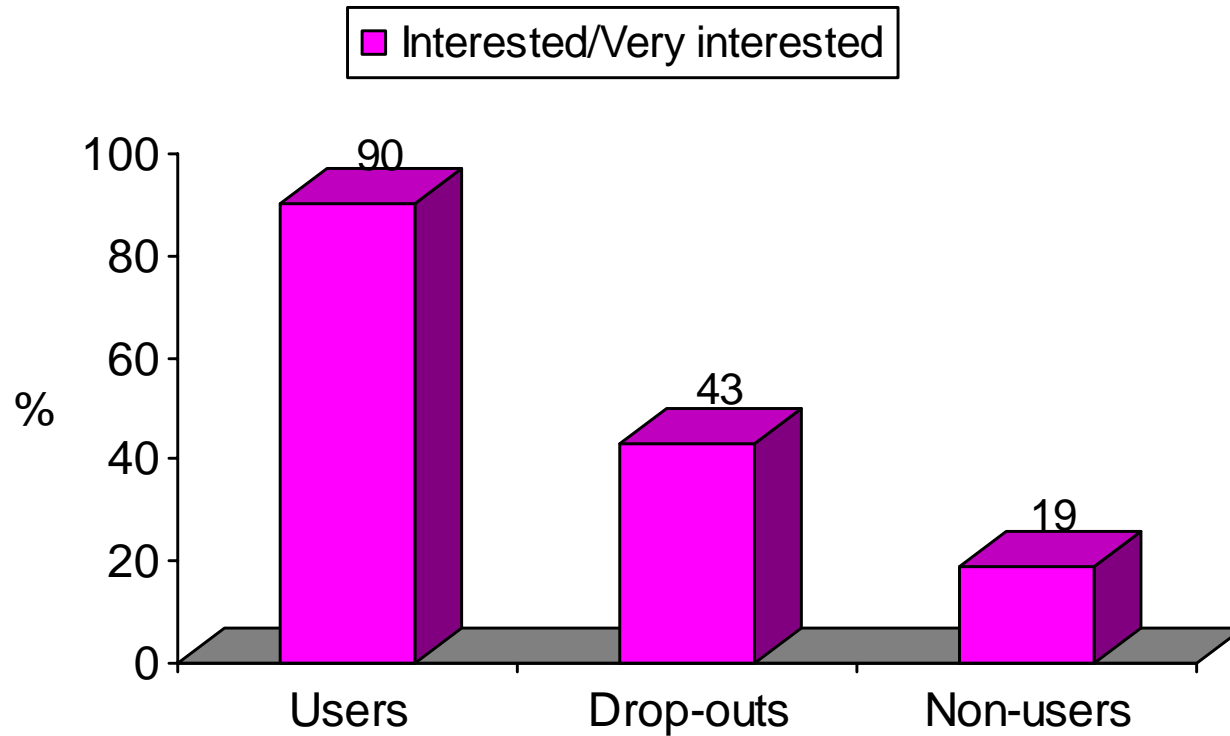


Internet Use by Age, circa 2003





Interest in the Internet by Use, 2005



Q: Generally speaking, how interested would you say you are in the Internet?



Emerging Themes:

- A Virtual Plateau in Diffusion
- Digital (Broadband) Divides
- Integration into Everyday Life
- Significance of Digital Exclusion, but also Digital Choice
- Experience Technology



Discussion

Helen Normoyle – Ofcom

Ben Anderson – Chimera,
Univerisity of Essex

