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)

William Dutton and Corinna di Gennaro
Oxford Internet Institute
University of Oxford
www.oiii.ox.ac.uk
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

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fielded in</td>
<td>June-July</td>
<td>February-March</td>
</tr>
<tr>
<td>Number of respondents</td>
<td>2,030</td>
<td>2,185</td>
</tr>
<tr>
<td>Response rate</td>
<td>66%</td>
<td>72%</td>
</tr>
</tbody>
</table>
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

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

- 67% No computer
- 63% Don't know how to use
- 56% Too difficult
- 53% Worried about privacy
- 50% Too expensive
- 44% Nothing of interest
- 38% Not for people my age
- 32% Not useful

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

- Definitely won't: 18.5%
- Probably won't: 12%
- Probably will: 20%
- Definitely will: 31.8%

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: OxIS 2005, Number of respondents = 2,185
Percent Who Use the Internet: Lowest and Highest Economic Quartiles

<table>
<thead>
<tr>
<th>Country</th>
<th>First Quartile (lowest)</th>
<th>Fourth Quartile (highest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>43</td>
<td>90</td>
</tr>
<tr>
<td>Sweden</td>
<td>49</td>
<td>93</td>
</tr>
<tr>
<td>Korea</td>
<td>46</td>
<td>74</td>
</tr>
<tr>
<td>Britain</td>
<td>24</td>
<td>81</td>
</tr>
<tr>
<td>Japan</td>
<td>28</td>
<td>66</td>
</tr>
<tr>
<td>Germany</td>
<td>28</td>
<td>63</td>
</tr>
<tr>
<td>Singapore</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>Spain</td>
<td>18</td>
<td>68</td>
</tr>
<tr>
<td>Macao</td>
<td>12</td>
<td>63</td>
</tr>
<tr>
<td>Italy</td>
<td>11</td>
<td>60</td>
</tr>
<tr>
<td>Taiwan</td>
<td>18</td>
<td>43</td>
</tr>
<tr>
<td>Hungary</td>
<td>2</td>
<td>24</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>64</td>
<td>55</td>
</tr>
<tr>
<td>2005</td>
<td>63</td>
<td>57</td>
</tr>
</tbody>
</table>

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

Source: http://www.worldinternetproject.net/
Interest in the Internet by Use, 2005

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

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