



Reaching a Digital Plateau? The Continuing Diffusion of the Internet in Britain

Professor William Dutton

The National Digital Inclusion Conference 2007
Transforming Technology, Empowering People
1 Great George Street, London
24 April 2007



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www.ox.ac.uk/microsites/oxis



Professor Bill Dutton, Professor and Principal Investigator
Professor Helen Margetts, Professor and Co-Principal Investigator
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Martin Dimov, Chevening Fellow, Bulgaria

With major contributions from earlier members of the team:

Professor Richard Rose, Dr Adrian Shepherd, and Dr Corinna di Gennaro



TALISMA





- 2003, 2005 and 2007
- Cross-sectional surveys
- Probability sample of England, Scotland & Wales
- Respondents: 14 year olds and older
- Face-to-face interviews
- Current sponsorship from Hefce, British Library, Cisco, Ofcom, and Talisma

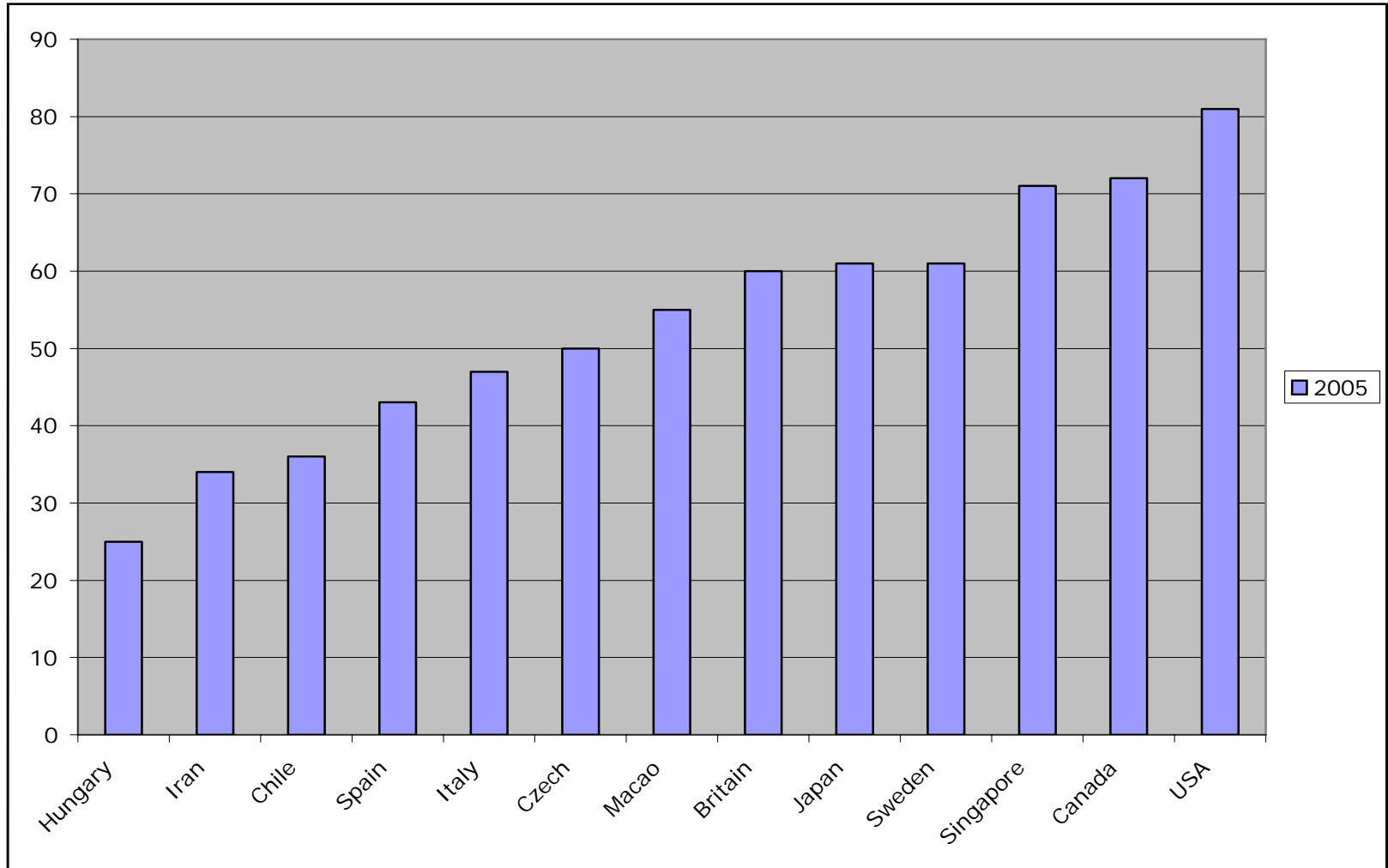


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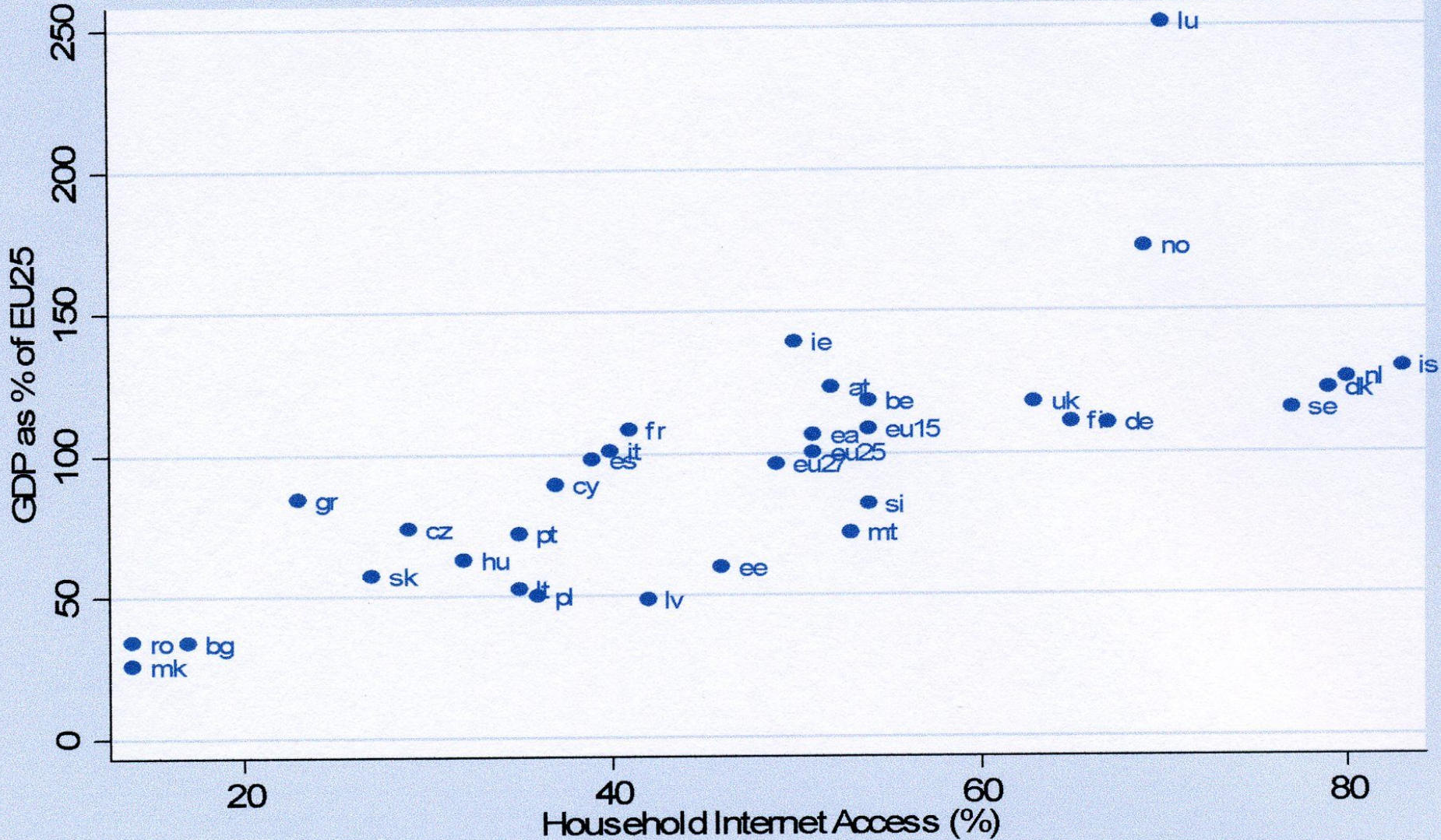




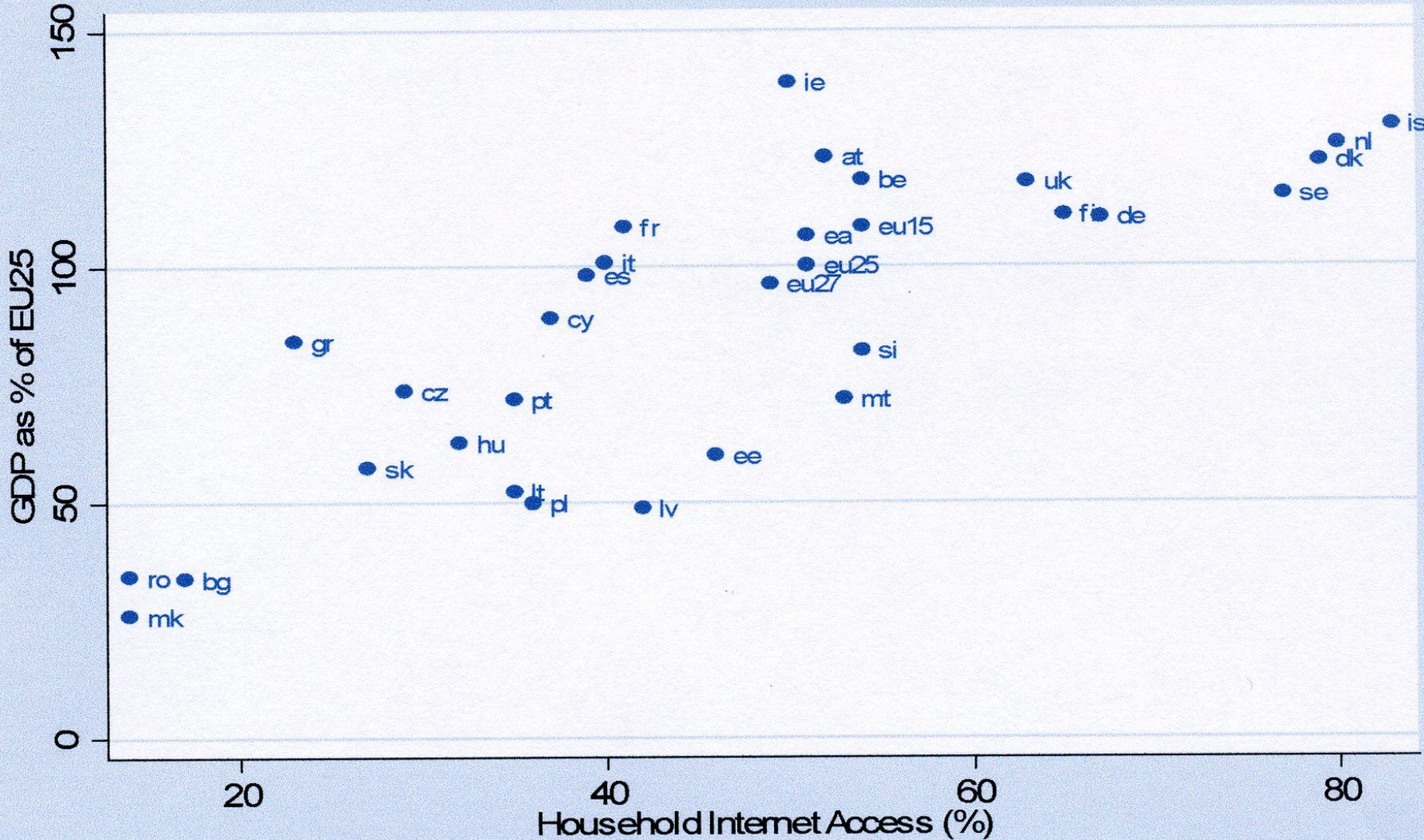
	2003	2005	2007
Fielded in	June-July	February-March	March - April
Number of respondents	2,030	2,185	2,195 (?)
Response rate	66%	72%	High, In Progress

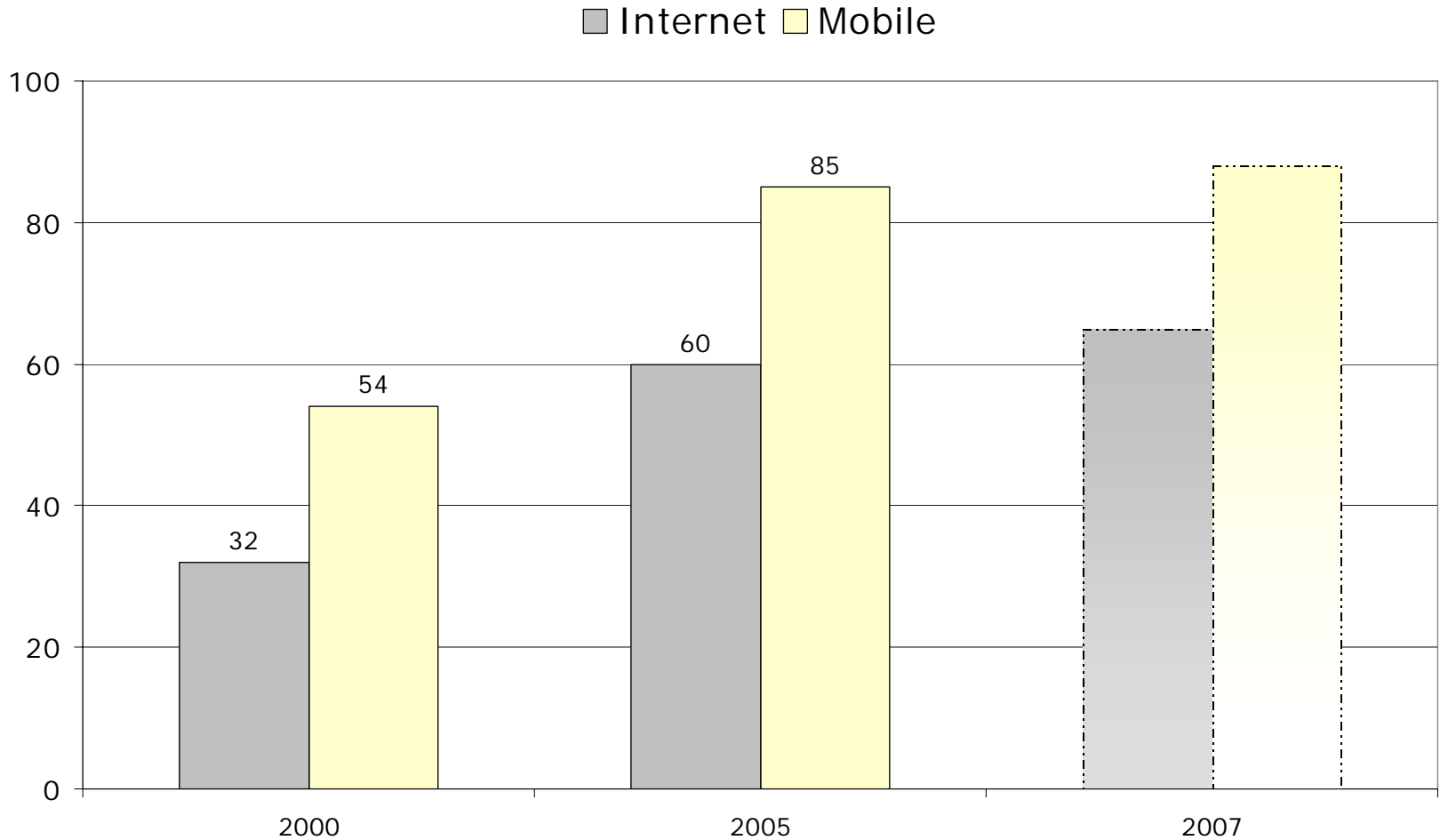


GDP and Internet Access in Europe with Luxemburg and Norway

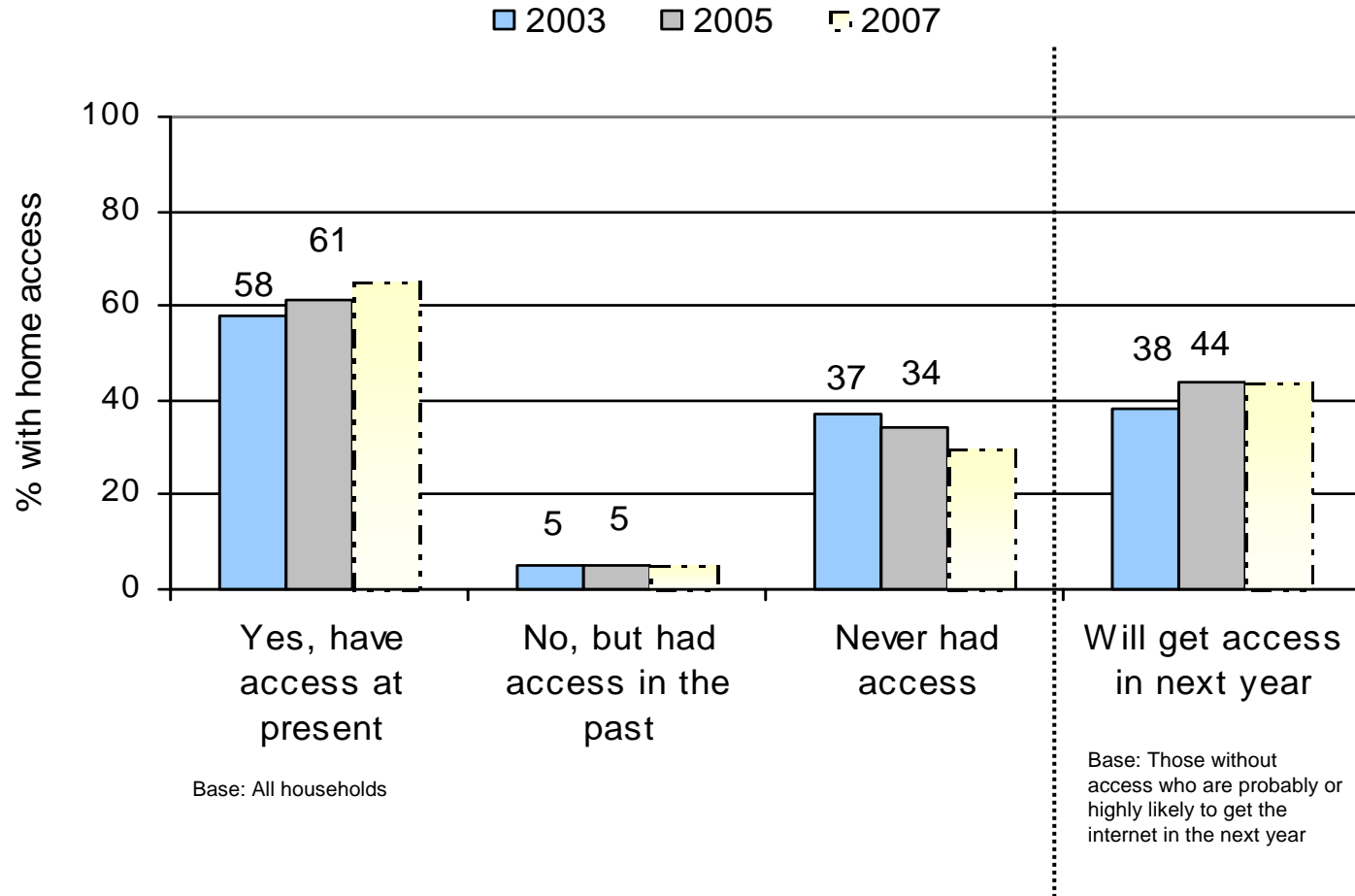


GDP and Internet Access in Europe without Luxemburg and Norway

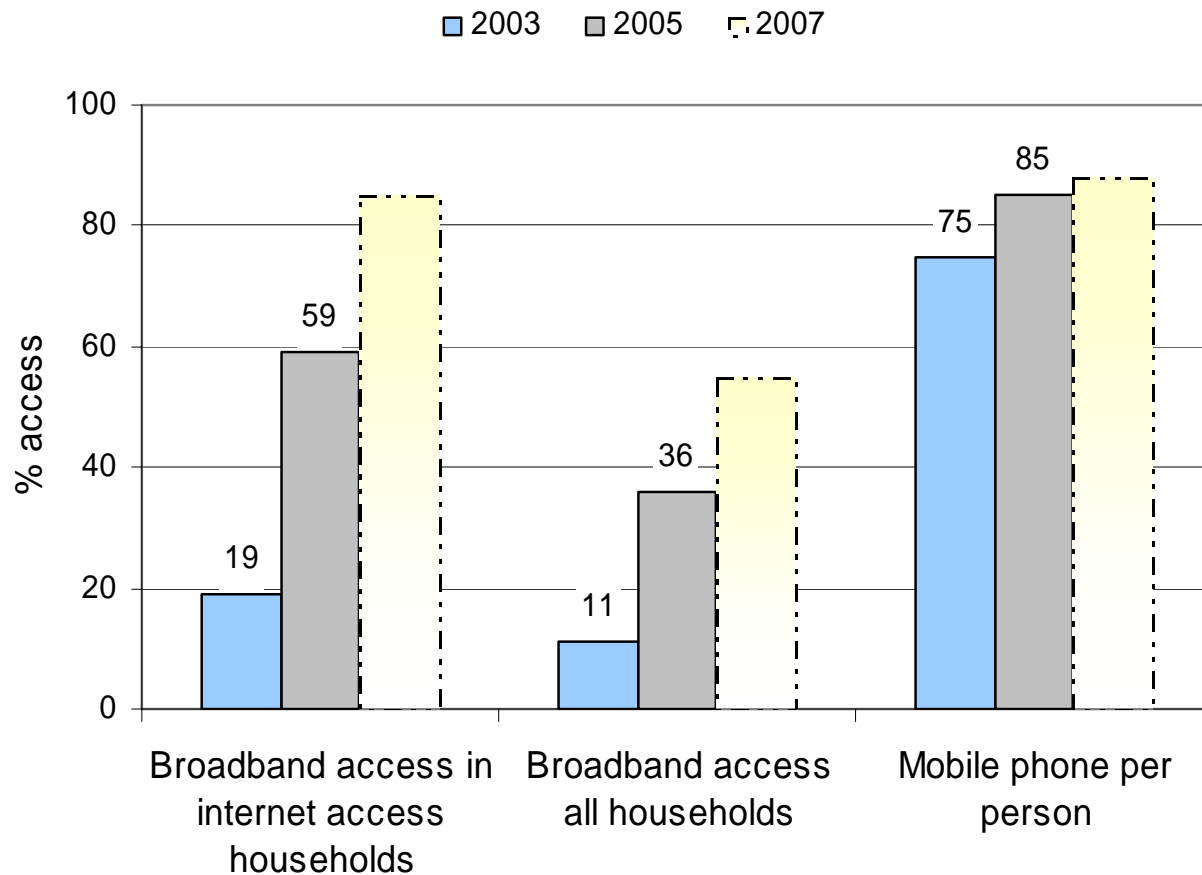




Diffusion of the Internet in Britain 2003-2007

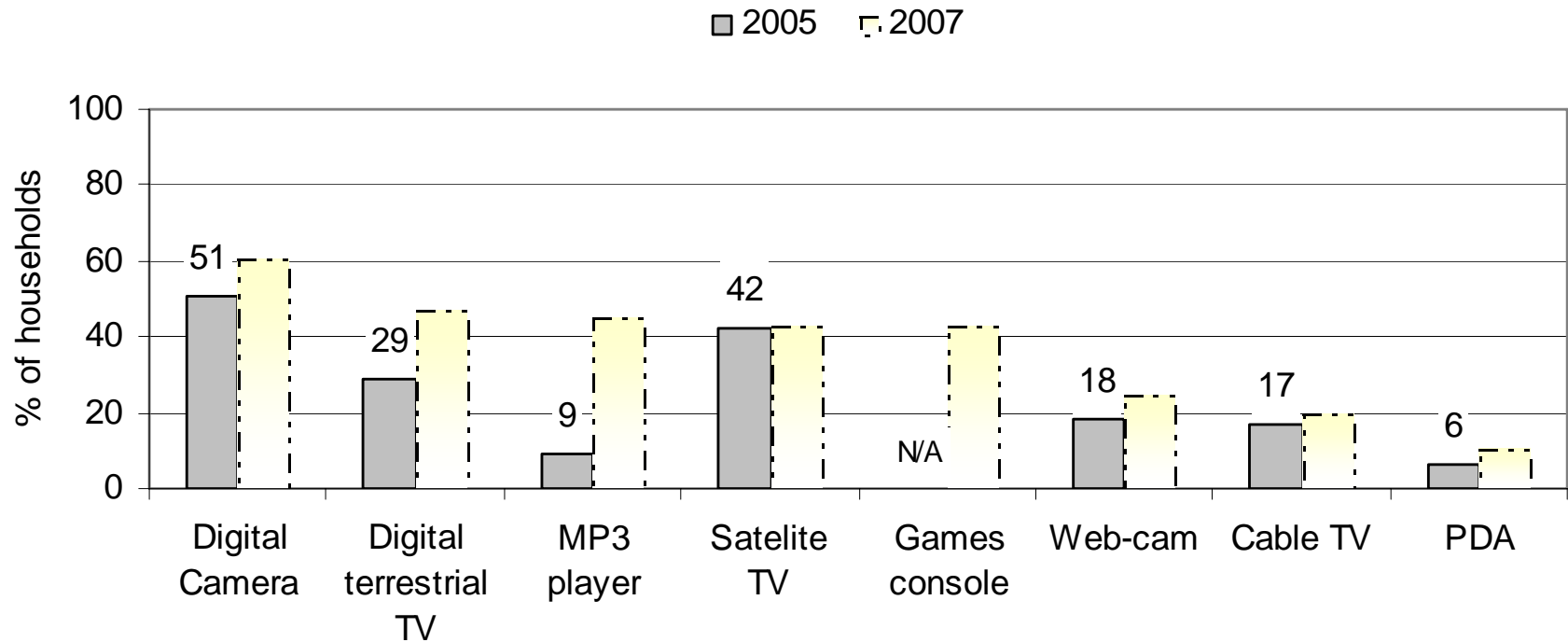


Broadband and Mobile Phone 2003-2007



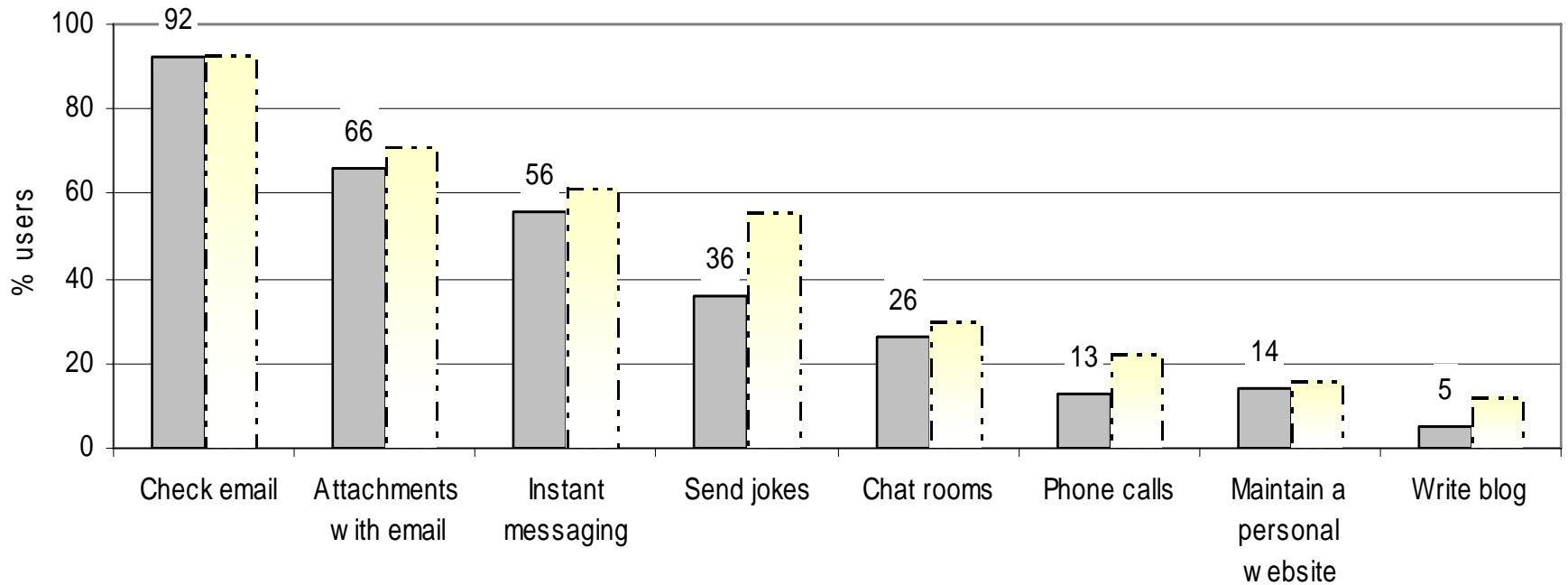


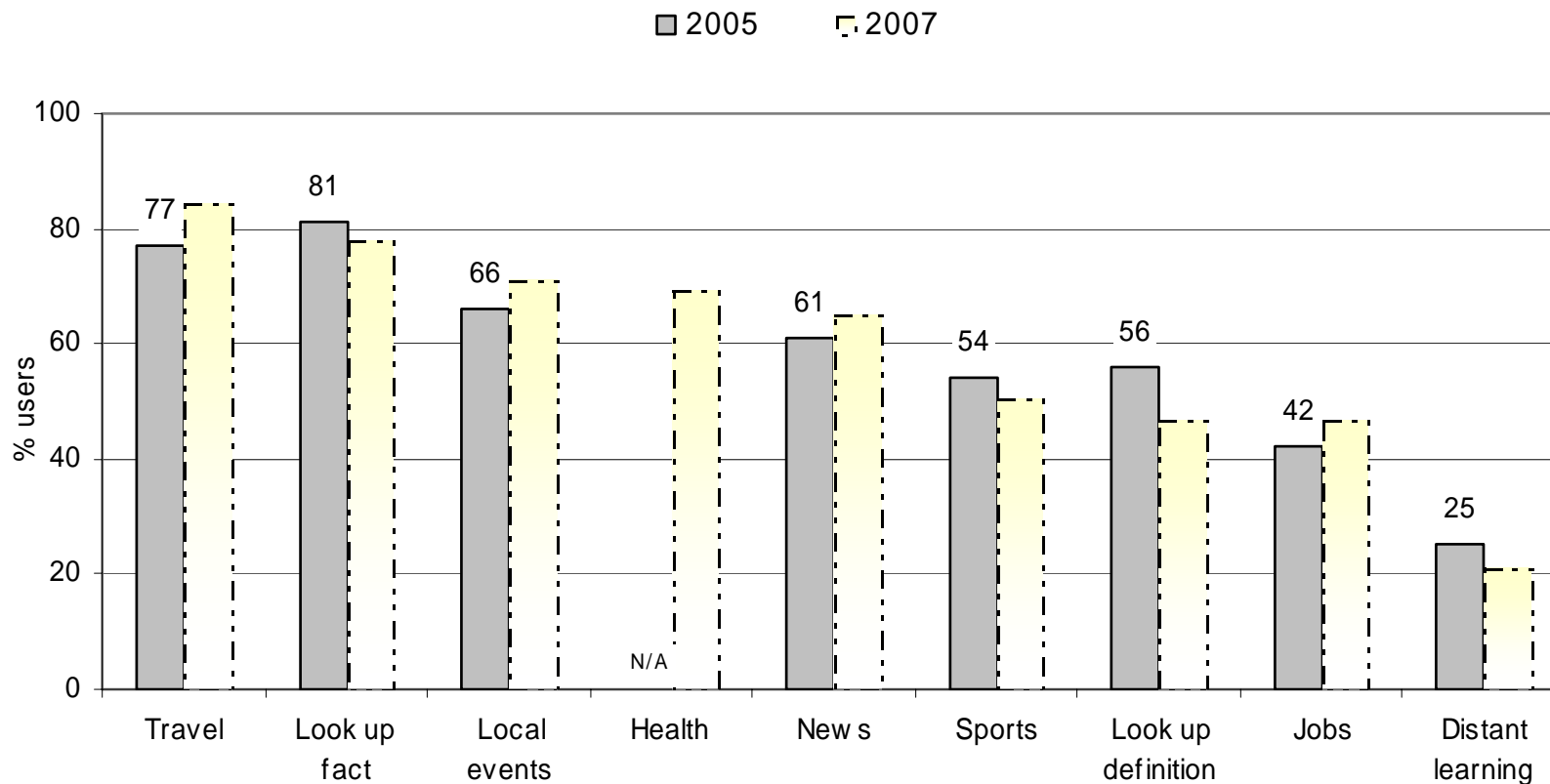
Media Richness of Households





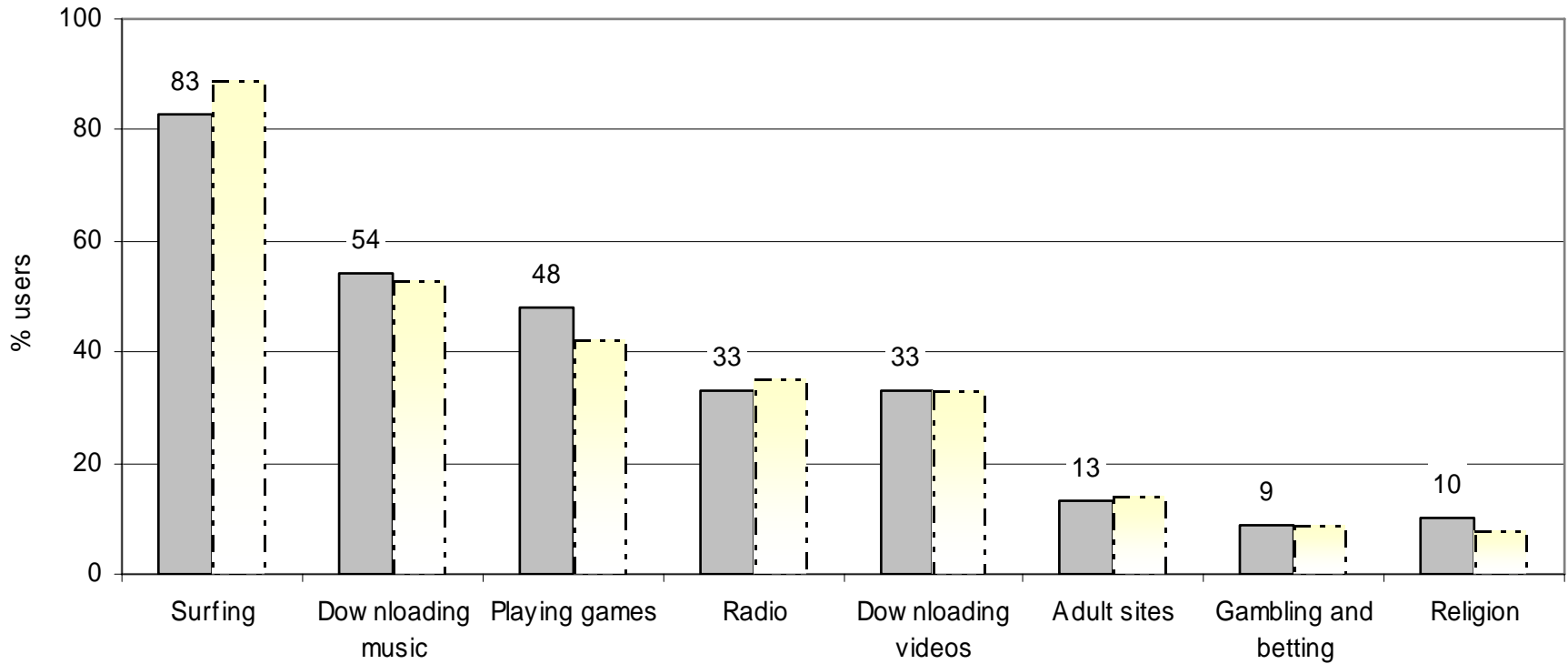
■ 2005 □ 2007

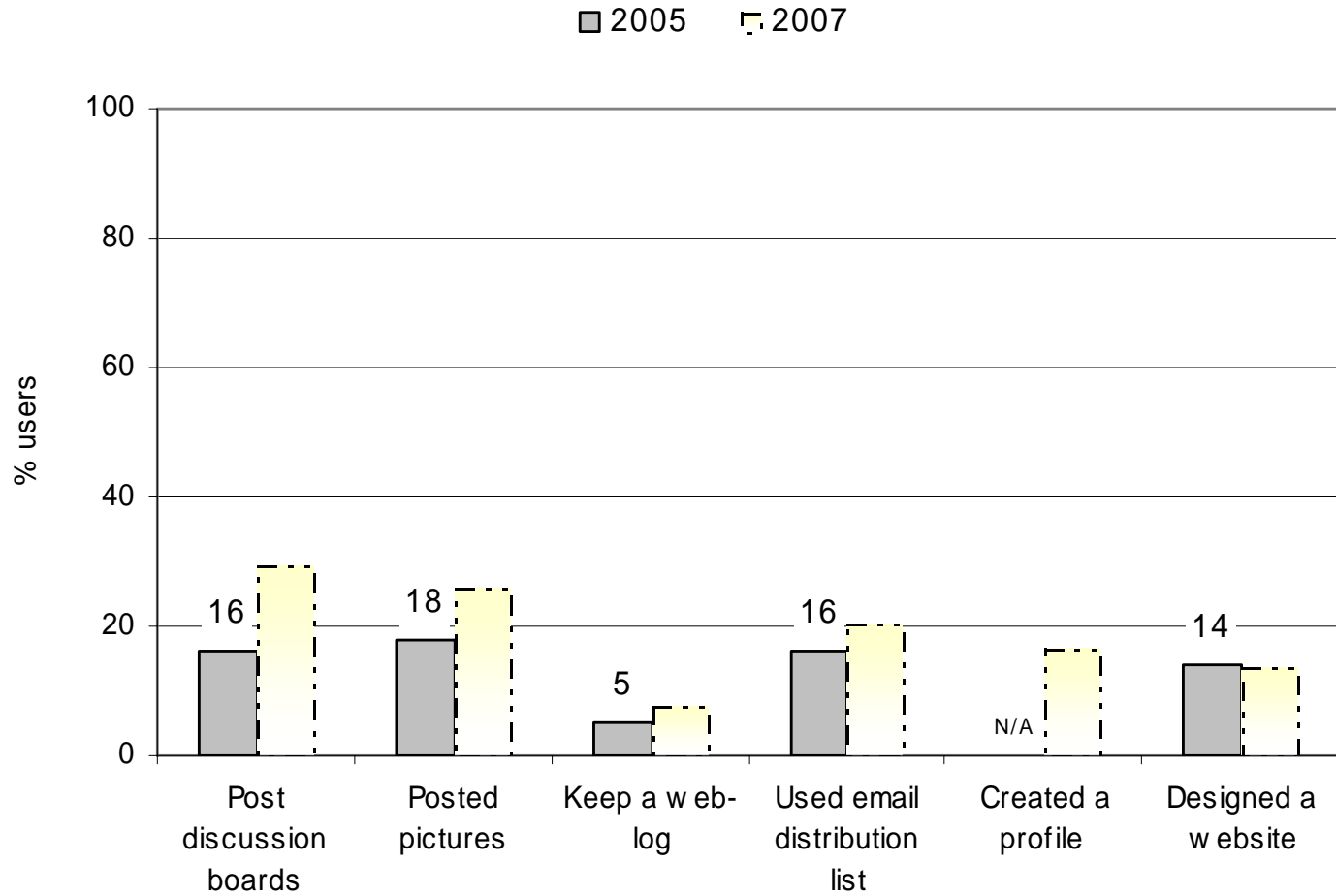


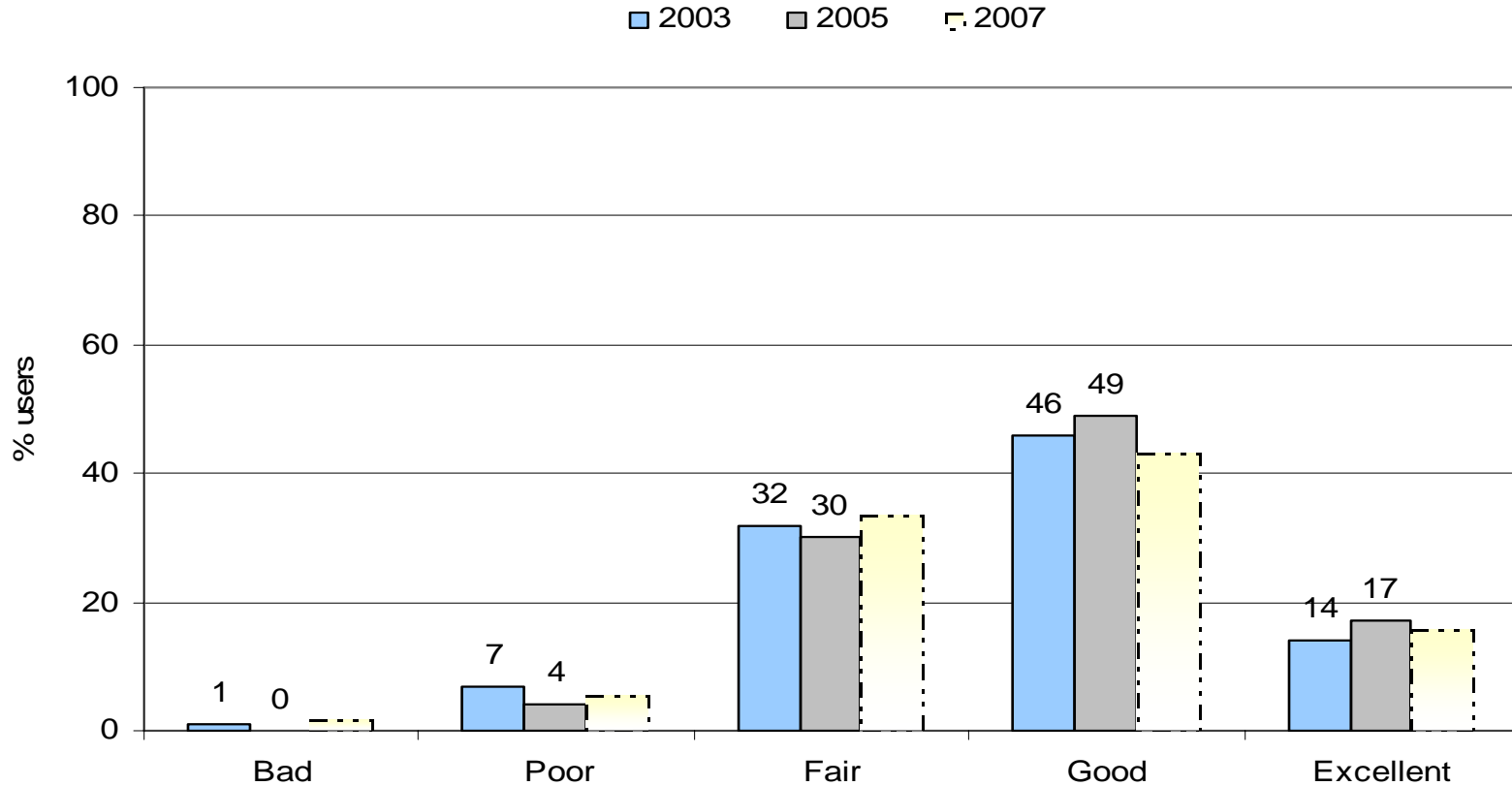




■ 2005 ▨ 2007







Average 2003 & 2007=3.64 and Average 2005=3.79

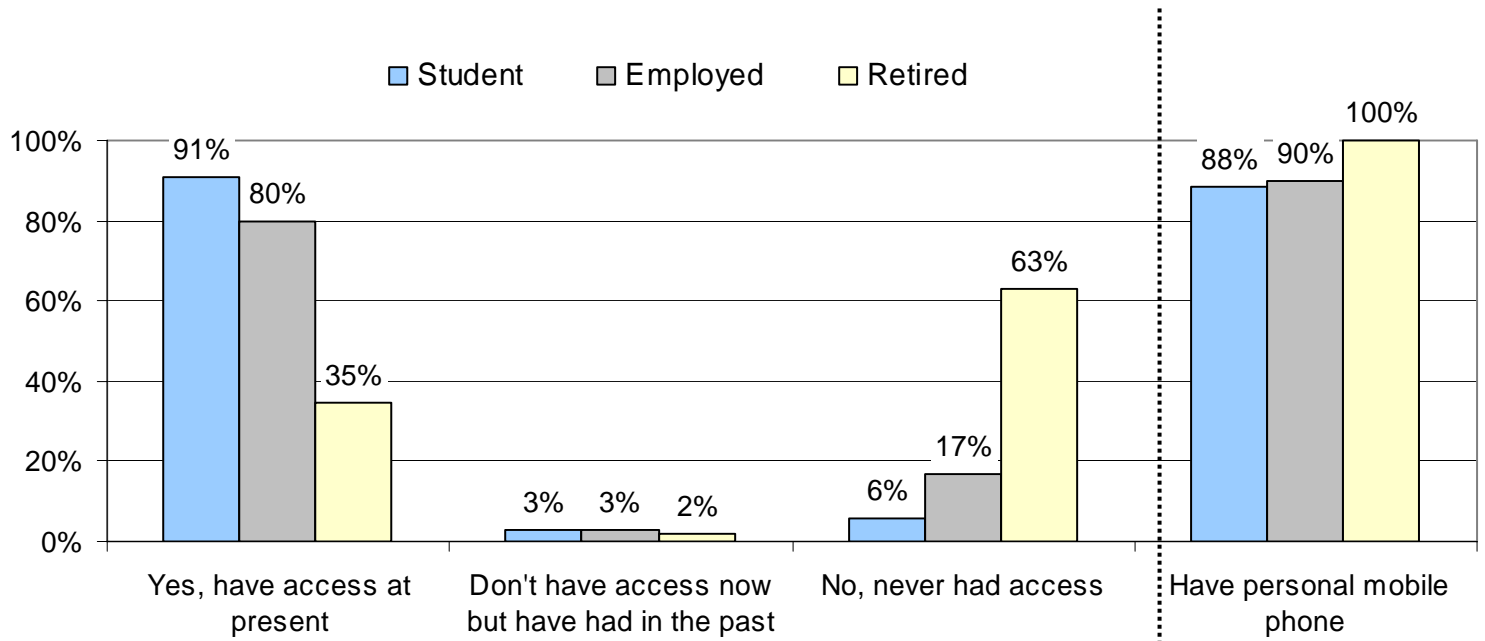


The categories used for comparison are:

- Students > those who indicate studying part or full time as their occupation
- Employed > those who indicate working part or full time as their occupation
- Retired > those who indicate being retired

The data show no differences between these groups in the media they have at home...

...BUT differences in Internet household access remain significant in 2007..

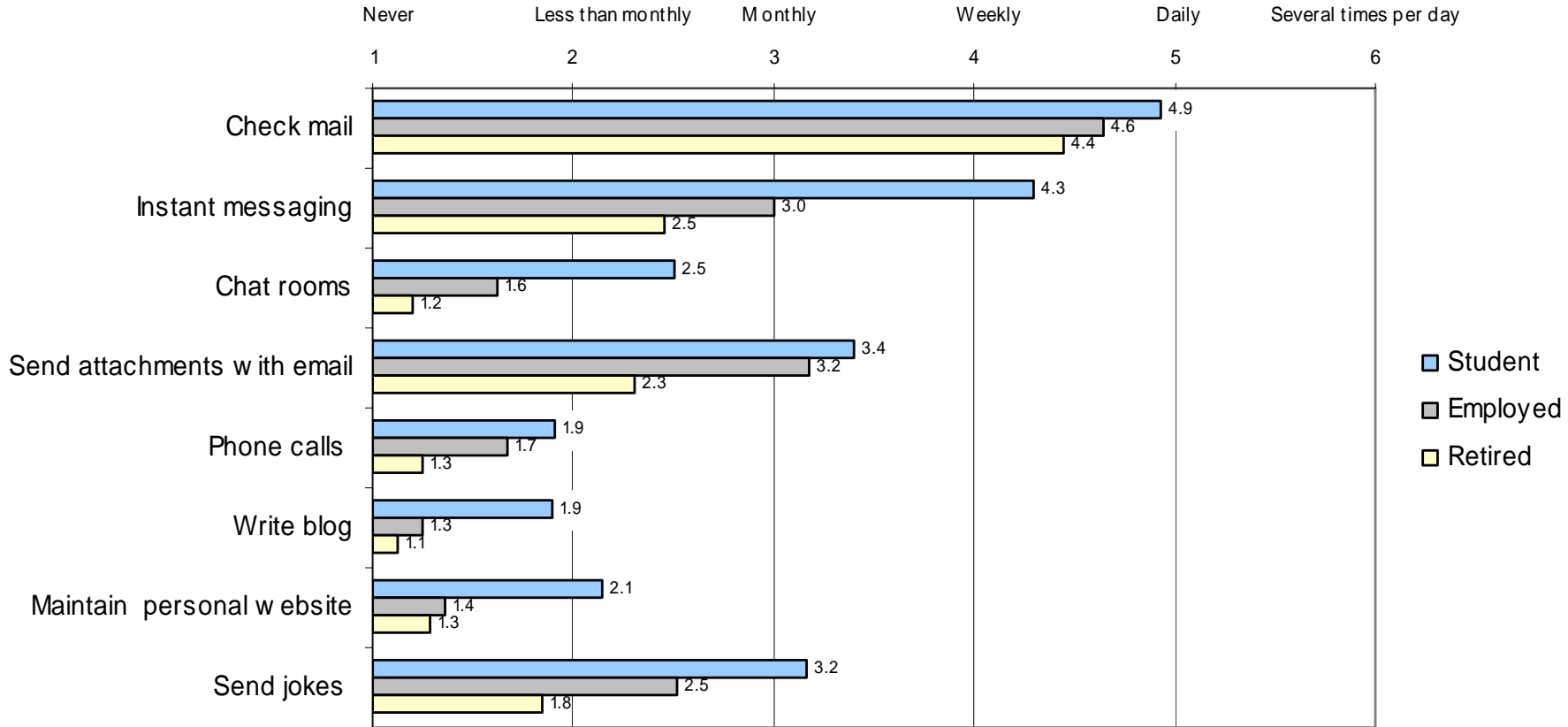


Base: All households 2007

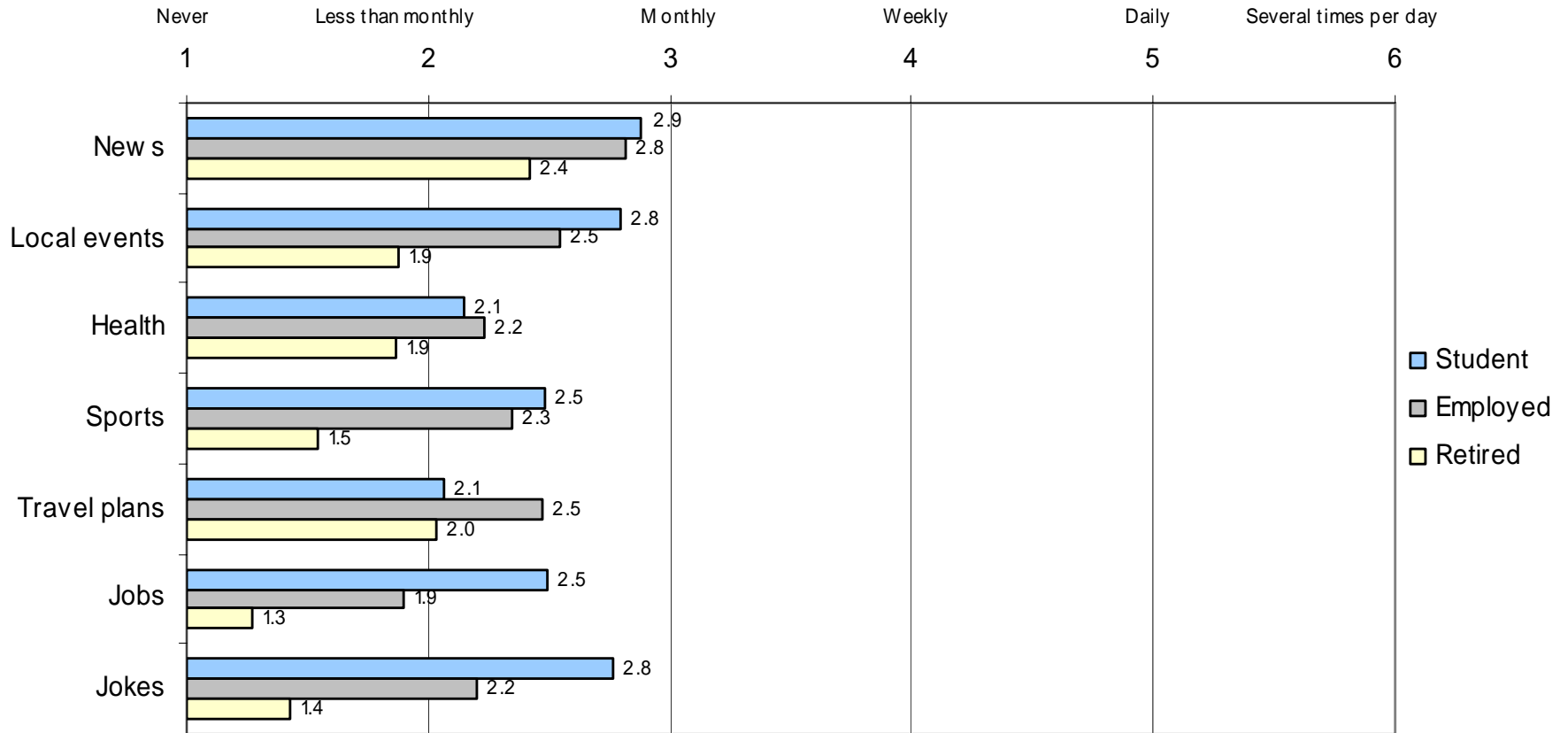
Note. Data for 2007 are based on first 900 cases

Base: All participants

Note. Differences not significant

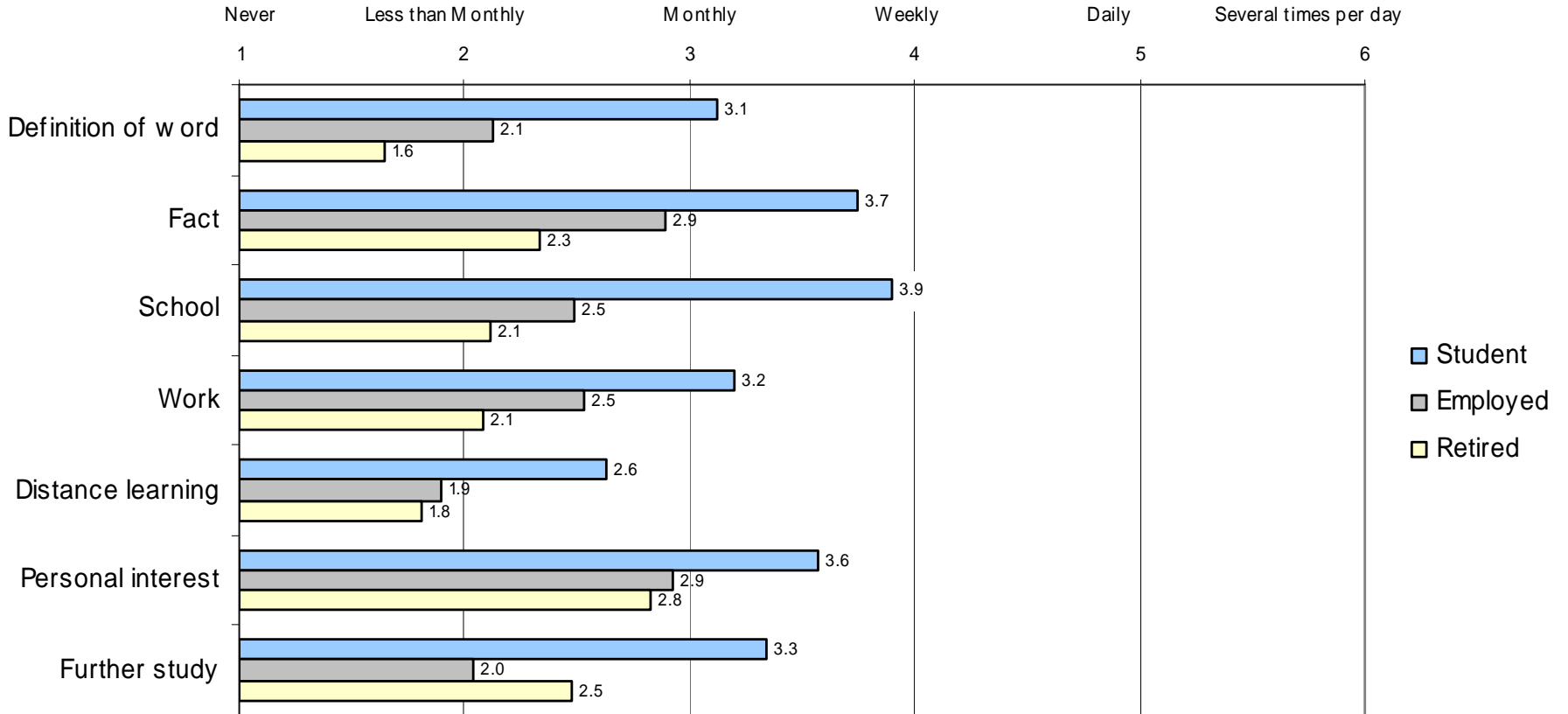


Base: Internet users. Note. All differences significant

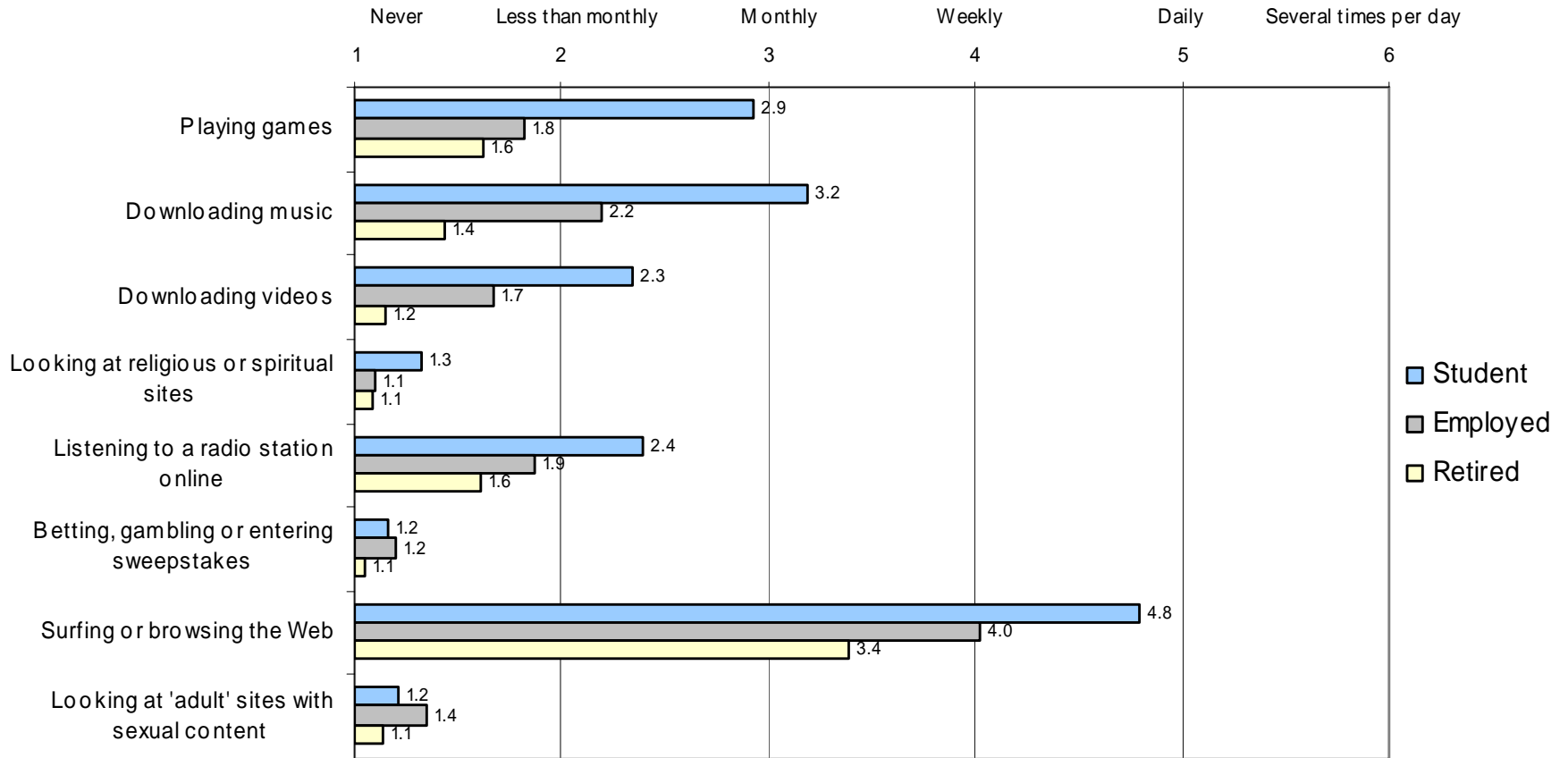


Base: Internet users

Note. Differences in looking for health care, definitions, facts and distance learning not significant.

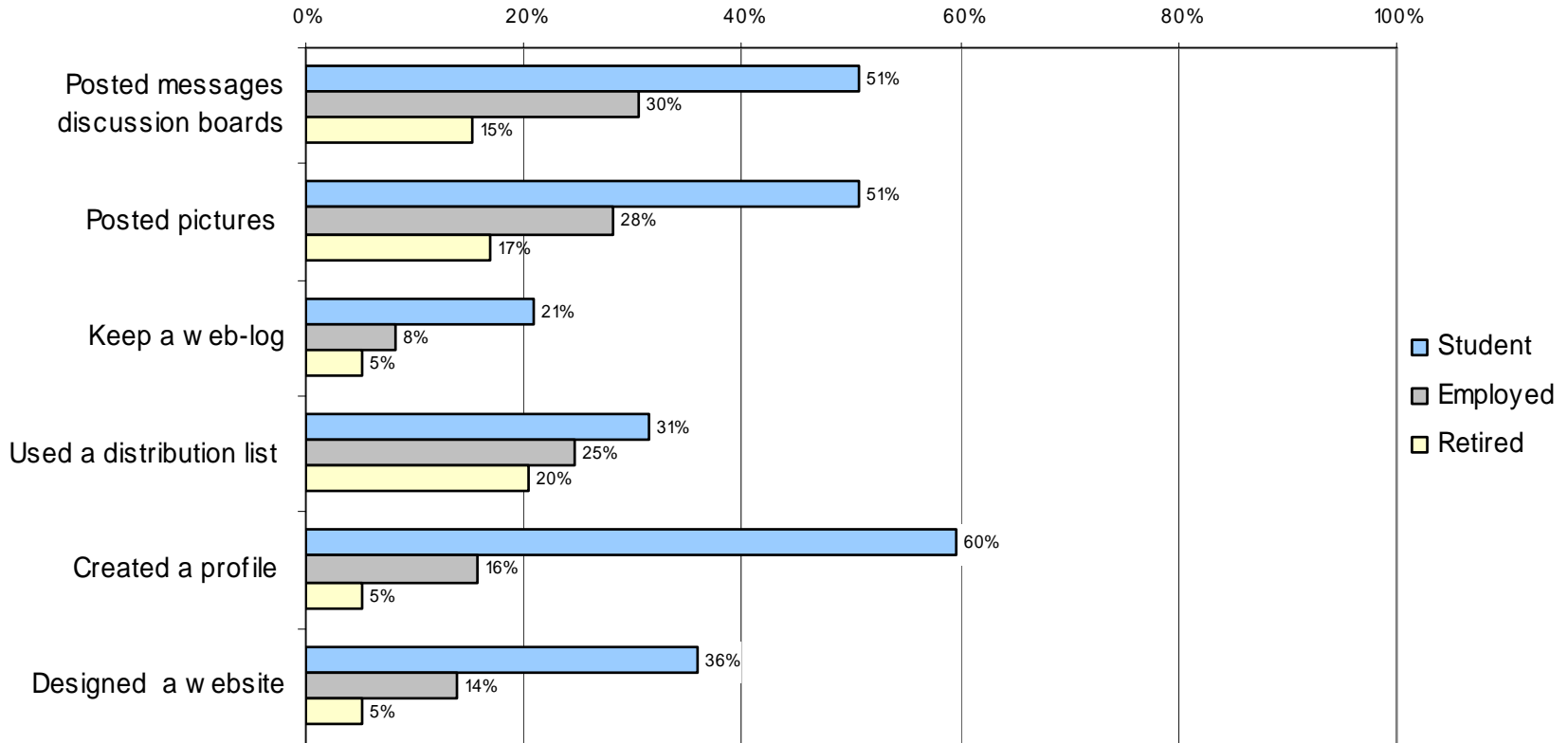


Base: Internet users. Note. All differences significant



Base: Internet users

Note. Differences for gambling and adults sites not significant



Base: Internet users

Note. Differences web log and distribution lists not significant



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