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
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Oxford Internet Institute (OII)
University of Oxford
www.ox.ac.uk/microsites/oxis
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With major contributions from earlier members of the team:

Professor Richard Rose, Dr Adrian Shepherd, and Dr Corinna di Gennaro
Survey Design, Sample

- 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
### Sample Sizes and Response Rates

<table>
<thead>
<tr>
<th>Fielded in</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of</td>
<td>June-July</td>
<td>February-March</td>
<td>March - April</td>
</tr>
<tr>
<td>respondents</td>
<td>2,030</td>
<td>2,185</td>
<td>2,195 (?)</td>
</tr>
<tr>
<td>Response rate</td>
<td>66%</td>
<td>72%</td>
<td>High, In Progress</td>
</tr>
</tbody>
</table>
World Internet Access
(circa 2005)

Source: http://www.worldinternetproject.net/
GDP and Internet Access in Europe with Luxemburg and Norway
GDP and Internet Access in Europe without Luxemburg and Norway
New Technology to e-Infrastructure: Centrality of the Internet in Britain, 2000-07

### Bar Chart

- **Internet**
  - 2000: 32
  - 2005: 60
  - 2007: 60

- **Mobile**
  - 2000: 54
  - 2005: 85
  - 2007: 85

**Note:** The chart shows the percentage of people using the Internet and mobile devices for e-Infrastructure over the years 2000 to 2007.
Diffusion of the Internet in Britain
2003-2007

Base: All households

% with home access

- Yes, have access at present:
  - 2003: 58%
  - 2005: 61%
  - 2007: 58%

- No, but had access in the past:
  - 2003: 5%
  - 2005: 5%

- Never had access:
  - 2003: 37%
  - 2005: 34%

- Will get access in next year:
  - 2003: 38%
  - 2005: 44%

Base: Those without access who are probably or highly likely to get the internet in the next year.
Broadband and Mobile Phone
2003-2007

- Broadband access in internet access households:
  - 2003: 19%
  - 2005: 59%
  - 2007: 85%

- Broadband access all households:
  - 2003: 11%
  - 2005: 36%
  - 2007: 75%

- Mobile phone per person:
  - 2003: 75%
  - 2005: 85%
  - 2007: 85%
Media Richness of Households

- Digital Camera: 51% (2005), 42% (2007)
- Digital terrestrial TV: 29% (2005), 18% (2007)
- MP3 player: 9% (2005), N/A (2007)
- Satellite TV: 42% (2005), 17% (2007)
- Games console: 18% (2005), 6% (2007)
- Web-cam: 17% (2005), 6% (2007)
- Cable TV: 51% (2005), 20% (2007)
- PDA: 9% (2005), 20% (2007)
Creating, Producing, Posting

<table>
<thead>
<tr>
<th>Activity</th>
<th>2005</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post discussion boards</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Posted pictures</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Keep a web log</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Used email distribution list</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Created a profile</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Designed a website</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

% users
Perceived Efficacy, Skill

Average 2003 & 2007=3.64 and Average 2005=3.79
Lifestages: Access to ICTs and Media

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.
Lifestages:
Internet access and mobile phone use

[Bar chart showing percentages of access at present, have had in the past, and never had access, divided by Student, Employed, and Retired categories.]

Base: All households 2007
Note. Data for 2007 are based on first 900 cases

Have personal mobile phone

Base: All participants
Note. Differences not significant
Lifestages:
Communication

Base: Internet users. Note. All differences significant.
Lifestages: Information seeking

Base: Internet users
Note. Differences in looking for health care, definitions, facts and distance learning not significant.
Lifestages: Learning

Base: Internet users. Note. All differences significant.
Lifestages: Entertainment

- Playing games
- Downloading music
- Downloading videos
- Looking at religious or spiritual sites
- Listening to a radio station online
- Betting, gambling or entering sweepstakes
- Surfing or browsing the Web
- Looking at 'adult' sites with sexual content

Base: Internet users
Note. Differences for gambling and adults sites not significant
Lifestages: Creativity and Production

Base: Internet users

Note. Differences web log and distribution lists not significant
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