Why are people offline?

1. Cost is a key reason for:
   - 56% of younger offline people aged 22 to 36
   - 47% of offline people living in rural areas

2. A perceived "lack of interest" stemming from fear or a lack of confidence, skills, or experience in using the internet is a key reason for:
   - 65% of offline respondents aged 60+
   - 54% of offline females

3. The internet being too complex or difficult to use is a key reason for:
   - 65% of offline people with a long-term health condition
   - 61% of offline people with a disability

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The Great DIGITAL DIVIDE
Why bringing the digitally excluded online should be a global priority

How to support greater digital inclusion and bridge the digital divide

For private organizations
- Educate and bring awareness to disadvantaged offline populations on the value of the internet
- Focus on public-private partnerships
- Invest in digital inclusion as part of your corporate social responsibility agenda
- Educate people on how to stay safe online
- Recruit candidates from marginalized communities with digital skills into the workforce

For policy makers and governments
- Create greater accessibility for online public services
- Make devices and the internet more accessible to marginalized communities

The offline population is keen to take advantage of the internet:

- 48% of offline people would like to get internet access in the future
- 46% of the 22 to 36 age group would like to make video or audio calls through the internet
- 45% of the 53 to 71 age group would like to manage their finances online
- 32% of offline people believe they would feel more connected to family and friends if they had access to the internet


Source: Capgemini Research Institute analysis.