

The Great DIGITAL DIVIDE

Why bringing the digitally excluded online should be a global priority



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. 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

3. 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

Source: Capgemini Research Institute, Digital Divide Research, Offline Population Survey, December 2019–February 2020, N=1,304 offline respondents.



Being offline now impacts all aspects of life



Leads to social exclusion



Limits career mobility



Hinders access to public services



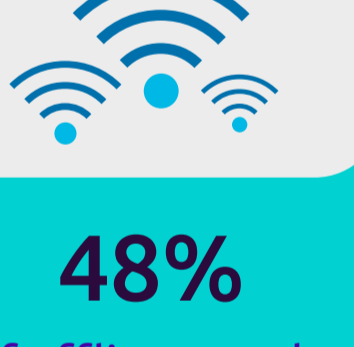
Causes financial hardship



Creates health inequalities

Source: Capgemini Research Institute analysis.

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 offline people believe they would feel more connected to family and friends if they had access to the internet



45%

of the 22 to 36 age group would like to make video or audio calls through the internet



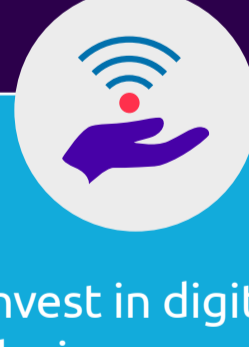
32%

of the 53 to 71 age group would like to manage their finances online

Source: Capgemini Research Institute, Digital Divide Research, Offline Population Survey, December 2019–February 2020, N=1,304 offline respondents.

How to support greater digital inclusion and bridge the digital divide

For private organizations



Invest in digital inclusion as part of your corporate social responsibility agenda



Educate people on how to stay safe online

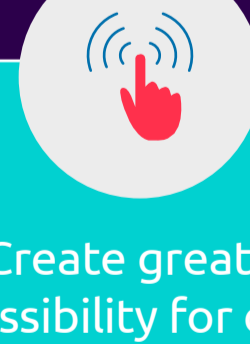


Recruit candidates from marginalized communities with digital skills into the workforce

For policy makers and governments



Make devices and the internet more accessible to marginalized communities

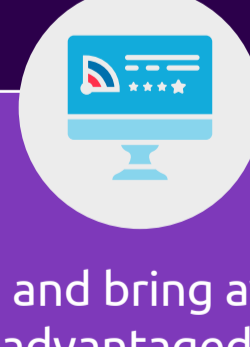


Create greater accessibility for online public services

For private organizations and policy makers



Focus on public - private partnerships



Educate and bring awareness to disadvantaged offline populations on the value of the internet

Source: Capgemini Research Institute analysis.



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