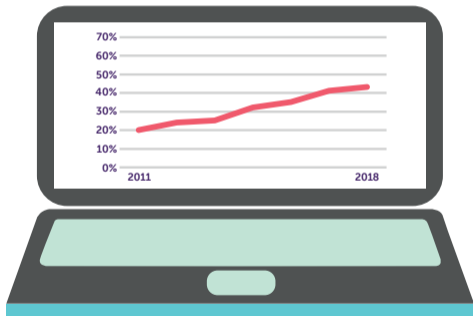
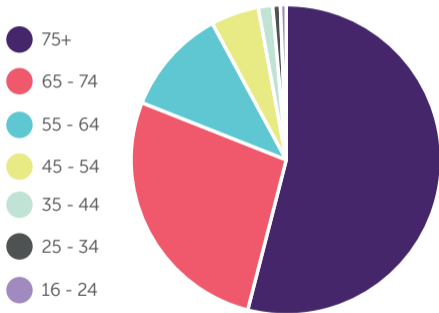


Internet use by people in later life has increased by more than half since 2011



Recent internet use by those aged 75 and over has increased from 20% in 2011 to 44% in 2018*

94% of people who have never used the internet are over 55



In 2018, of the 4.5 million adults who had never used the internet, 94% were over the age of 55, amounting to 4.2 million people*

80% of non-users say nothing would get them online



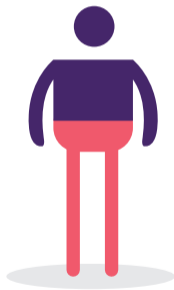
80% of people over the age of 65 who do not use the internet say nothing would motivate them to go online*

People over 75 are least likely to continue using the internet after starting



In 2018, 5% of people aged 75 and over who had used the internet before had now stopped, the highest rate for any age group*

Almost 1 in 3 people aged 65 and over have never used the internet



30% of people aged 65 and over have never used the internet, compared to only 0.3% of 16-34 year olds*