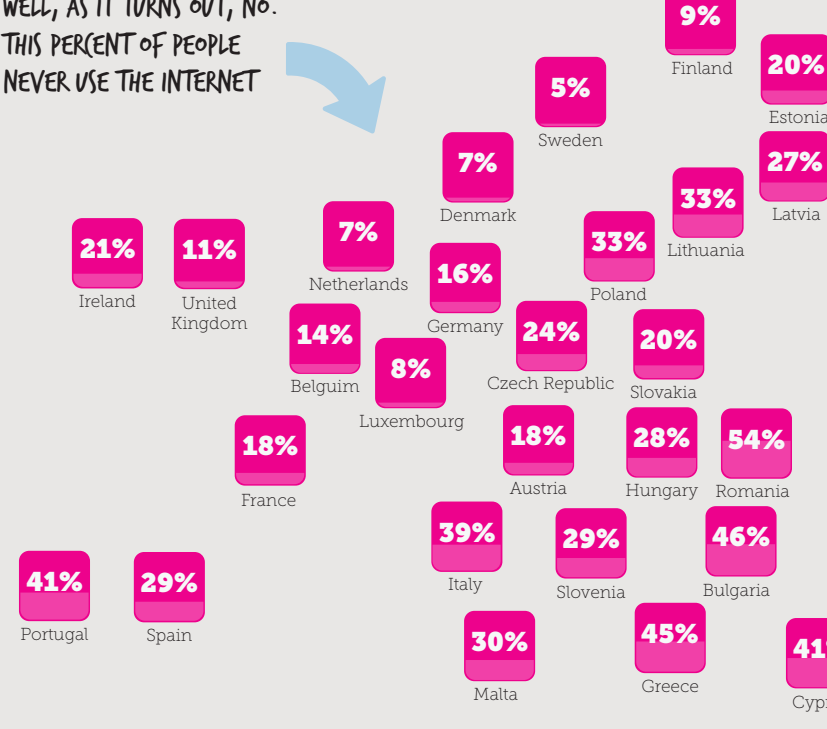


# Isn't everyone using the internet?

WELL, AS IT TURNS OUT, NO. THIS PERCENT OF PEOPLE NEVER USE THE INTERNET



WHICH IS THIS PERCENT OF THE 500 MILLION PEOPLE IN THE EUROPEAN UNION

24%

European Union

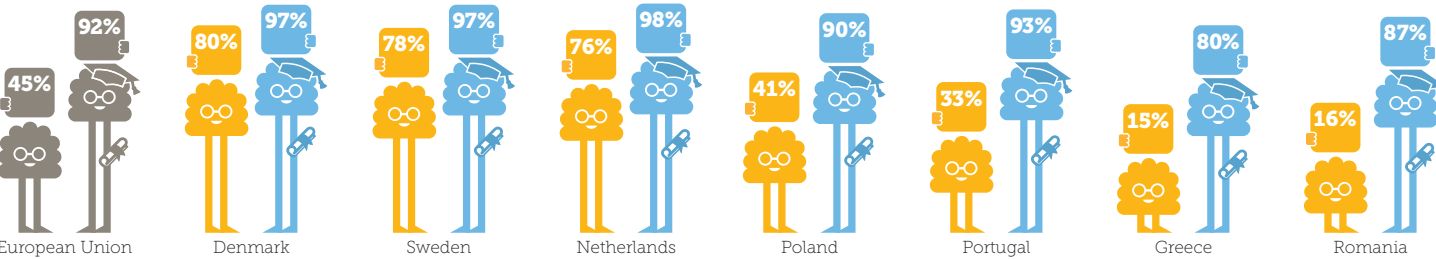
120 million people

WHICH IS A WHOPPING...

## So what type of people are going online?

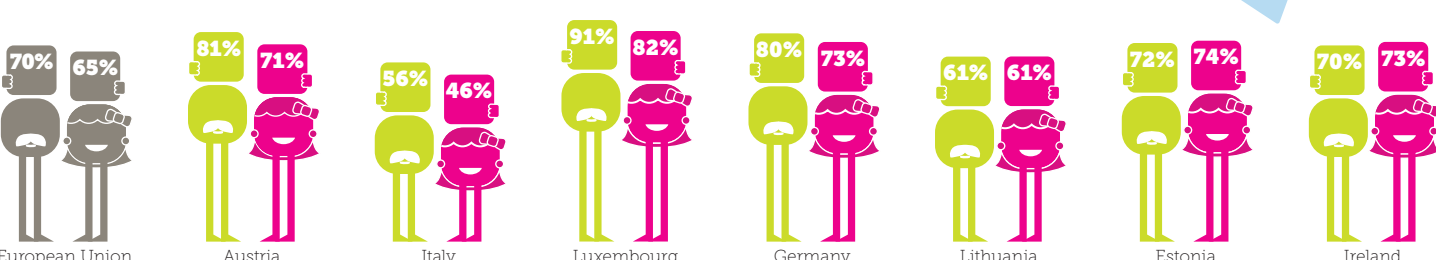
Is it more educated people?

YEP... DEFINITELY. PEOPLE WITH HIGH FORMAL EDUCATION USE IT LOADS MORE THAN PEOPLE WITH NO OR LOW EDUCATION

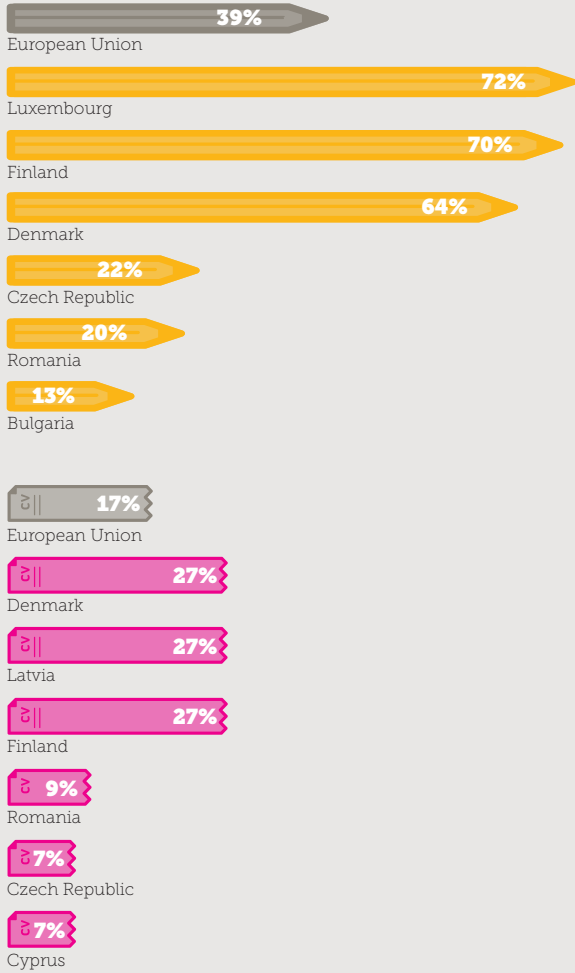
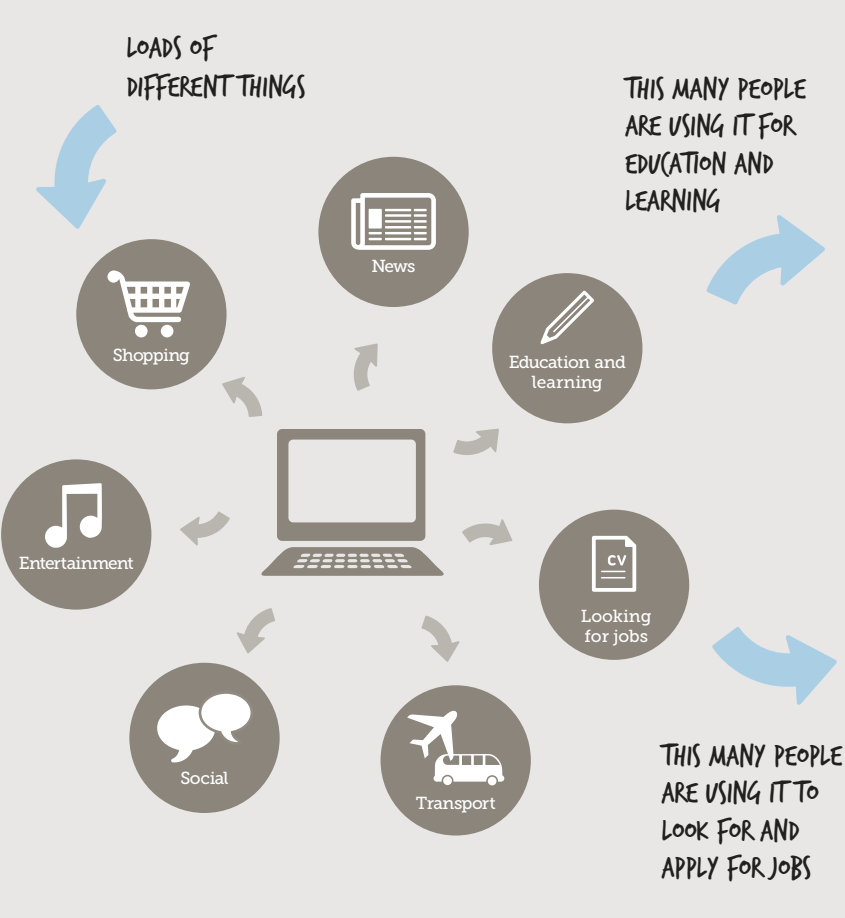


Is it more men than women?

IN MOST COUNTRIES IT'S MORE MEN THAN WOMEN, BUT NOT EVERYWHERE...



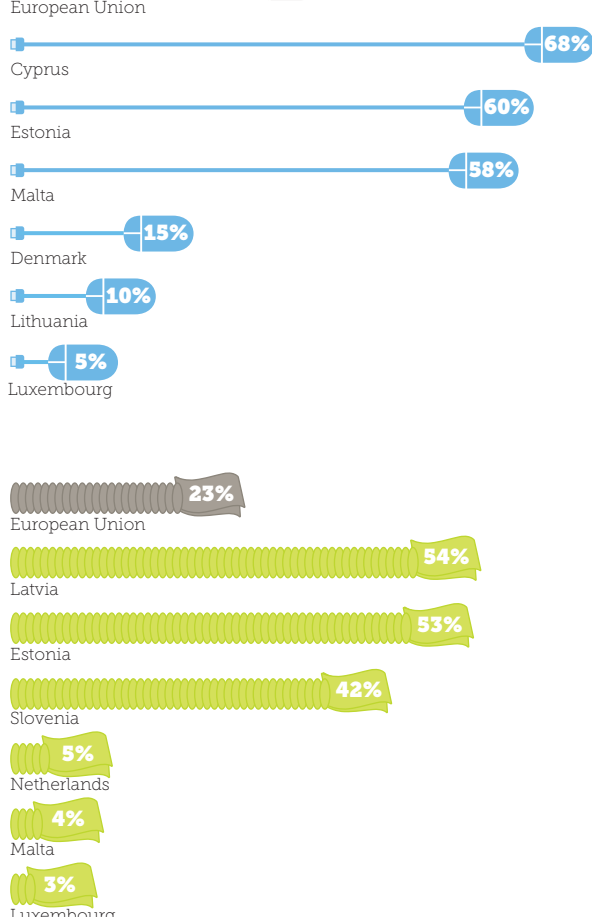
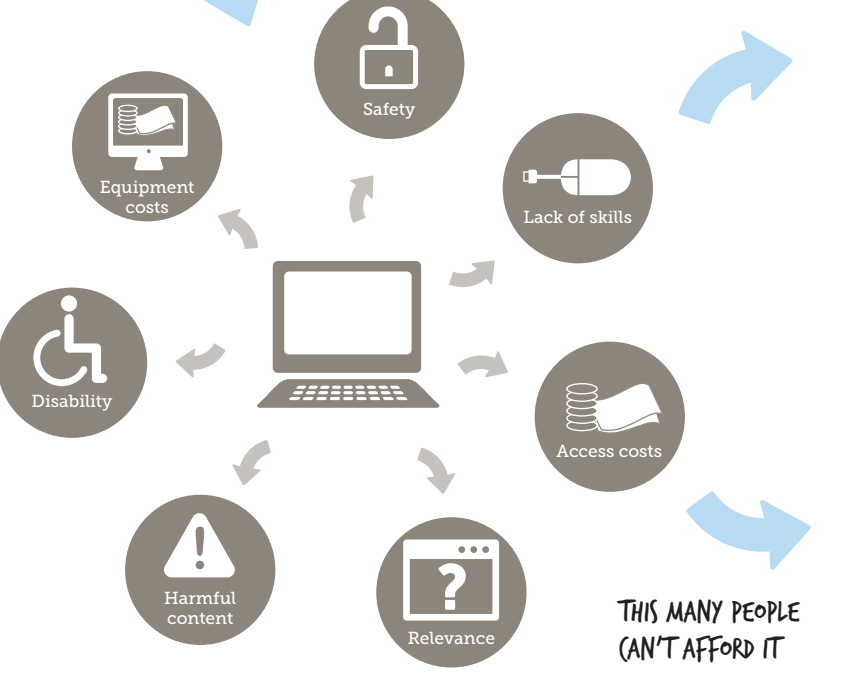
## And what are they doing online?



## What's stopping some people from using the internet?

WELL, ALL THESE FACTORS

THIS MANY PEOPLE DON'T HAVE THE NECESSARY SKILLS



All figures are in percentages  
Data from **eurostat**

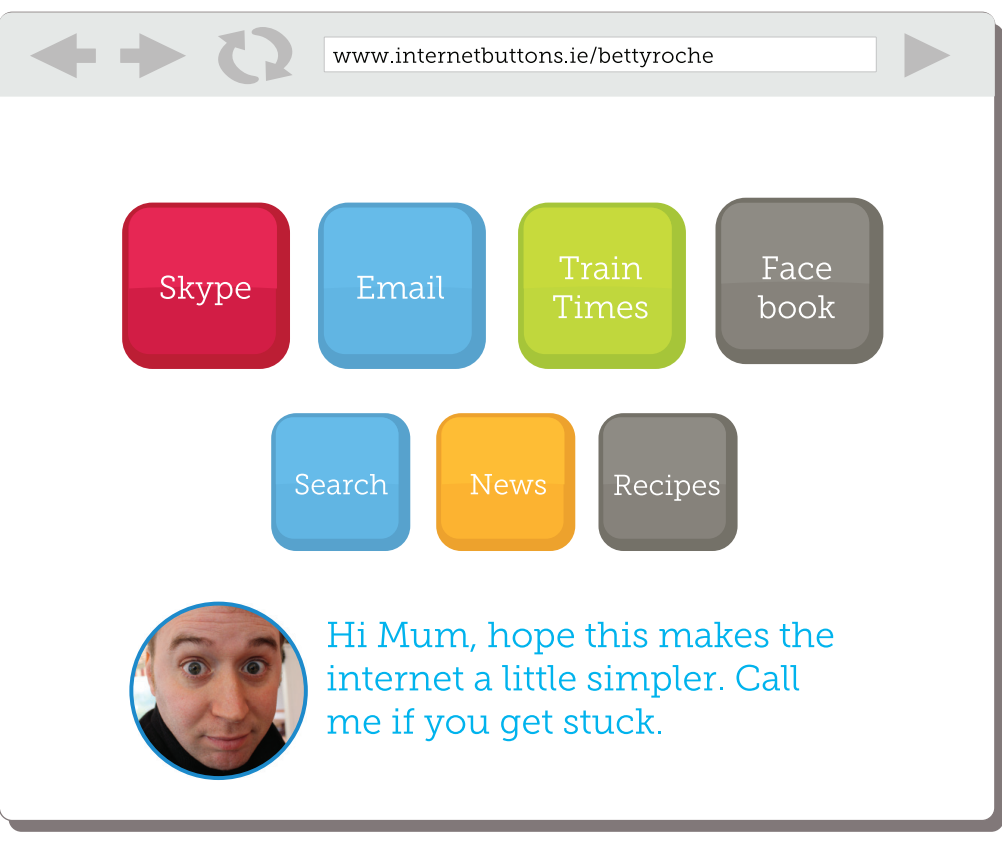
Countries represented in the overall infographic illustrate the highest and lowest ranking countries in these categories

Year	Digital Inclusion		Formal Education		Gender		Content		Access	
	Use	Never	Regularly	Regularly	Men 16-74	Women 16-74	Education	Employability	Barriers	Barriers
	Individuals regularly using the internet	Individuals never having used the internet	Individuals regularly using the internet with no or low formal education	Individuals regularly using the internet with high formal education	Men 16-74 regularly using the internet	Women 16-74 regularly using the internet	Individuals using the internet for training and education	Individuals using the internet to look for jobs	Households without internet because of lack of skills	Households without internet as access costs are too high
EU (27 Countries)	68%	24%	45%	92%	70%	65%	39%	17%	32%	23%
Austria	76	18	52	91	81	71	35	21	28	15
Belgium	78	14	58	95	81	75	39	14	28	25
Bulgaria	46	46	17	82	47	45	13	12	43	14
Cyprus	54	41	26	84	58	51	23	7	68	20
Czech Republic	63	24	52	92	66	60	22	7	20	12
Denmark	87	07	80	97	89	86	64	27	15	5
Estonia	73	20	62	86	72	74	33	25	60	53
Finland	86	9	72	95	86	85	70	27	49	26
France	74	18	60	95	76	72	53	15	38	36
Germany	77	16	64	89	80	73	38	18	32	28
Greece	47	45	15	80	51	44	28	13	33	10
Hungary	66	28	37	92	68	65	33	20	35	40
Ireland	71	21	44	93	70	73	44	20	28	10
Italy	51	39	28	85	56	46	38	12	36	10
Latvia	66	27	52	88	67	66	42	27	44	54
Lithuania	61	33	42	91	61	61	25	14	10	21
Luxembourg	86	08	74	97	91	82	72	15	5	3
Malta	66	30	49	97	68	64	43	20	58	4
Netherlands	90	7	76	98	91	88	38	19	19	5
Poland	58	33	41	90	60	56	35	11	30	21
Portugal	51	41	33	93	54	48	42	11	52	16
Romania	37	54	16	87	39	36	20	9	34	41
Slovakia	72	20	57	94	73	71	27	18	33	18
Slovenia	64	29	30	93	68	61	47	14	58	42
Spain	62	29	37	91	65	59	39	17	28	25
Sweden	91	5	78	97	92	89	50	26	36	27
United Kingdom	81	11	42	95	82	79	42	26	19	18

## So what can we do about it?

Here's one idea... Internet Buttons is a free webtool that makes it easy to use the internet. It helps overcome many of the barriers preventing people going online, making the internet feel safer, more relevant and less scary.

# internet buttons



(CREATE A PAGE OF INTERNET BUTTONS FOR SOMEONE YOU KNOW, WHO IS NERVOUS OR NEW TO THE WEB)

THE BUTTONS LINK TO YOUR FAVOURITE WEBSITES, MAKING IT SUPER EASY TO USE THE INTERNET

www.internetbuttons.org • www.internetbuttons.nl  
www.internetbuttons.ie • www.internetstarter.com.pl

THERE ARE ALSO LOADS OF HELPFUL TIPS ON THE SITE

IT'S FREE AND REALLY SIMPLE TO SET UP

## Need more help?

Telecentre Europe is a network of thousands of places across Europe that help to get people online and learn new skills. It continues to ensure that no one is left behind, and that we can have 'Every European Digital'. For more information see [www.telecentre-europe.org](http://www.telecentre-europe.org)

Internet Buttons is an initiative by Liberty Global/UPC, created by the not-for-profit company We Are What We Do.