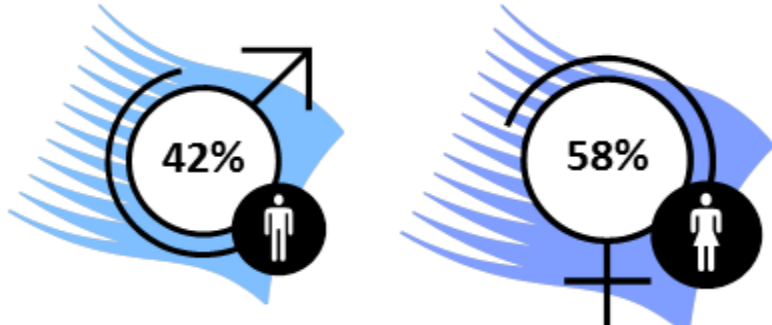
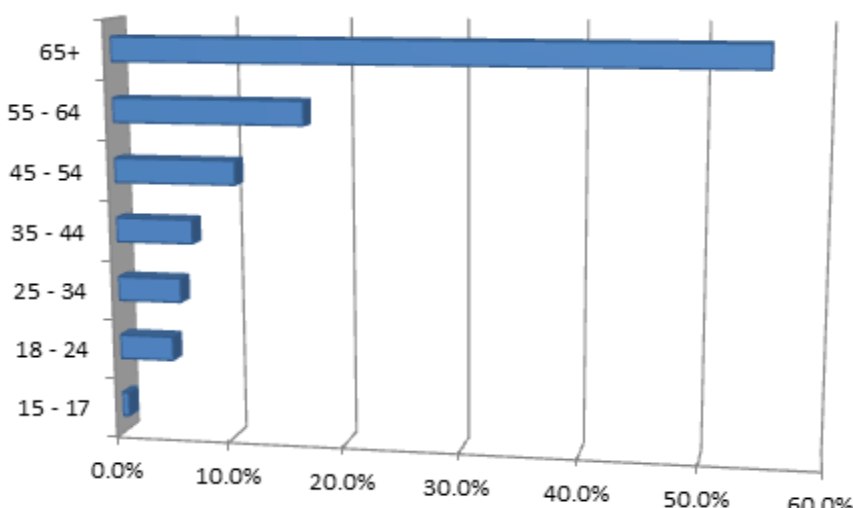


THE UNCONNECTED

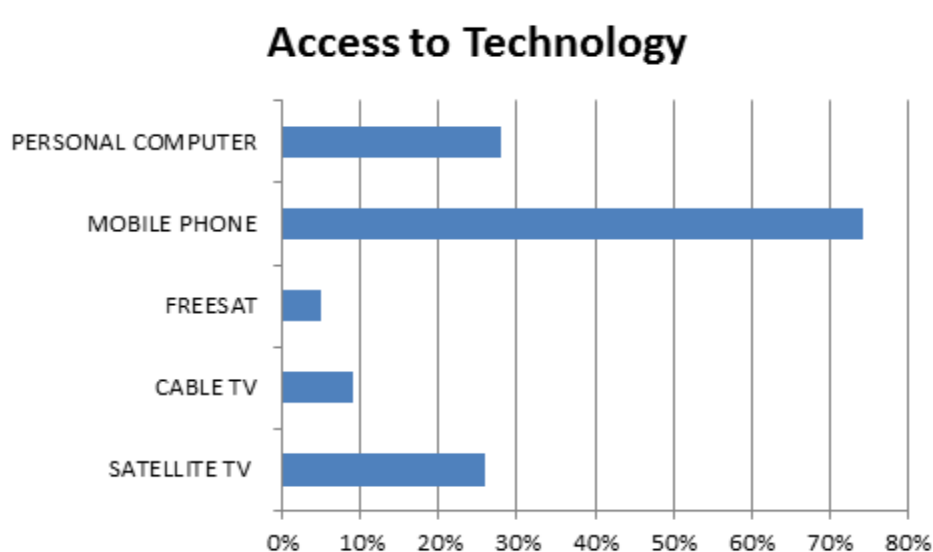
19% of the population do not use the Internet



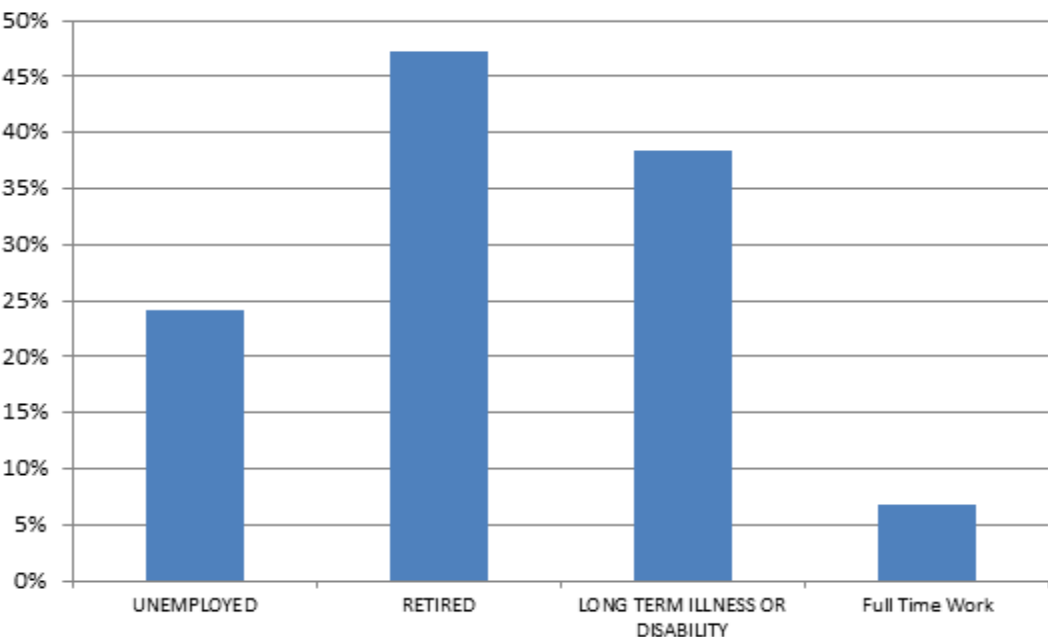
Female biased with 55% of the unconnected over 65 yrs old



Over a quarter of the Unconnected have a computer and three quarters of them have a mobile phone in the household

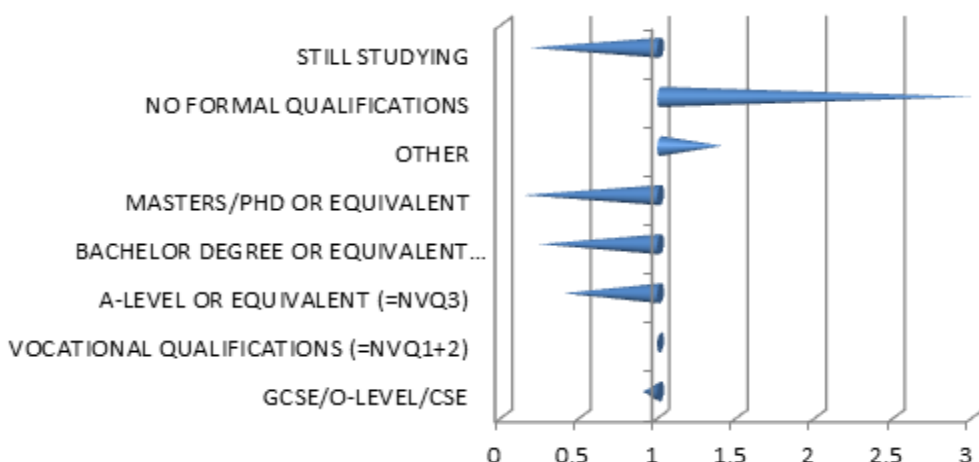


% who are Unconnected



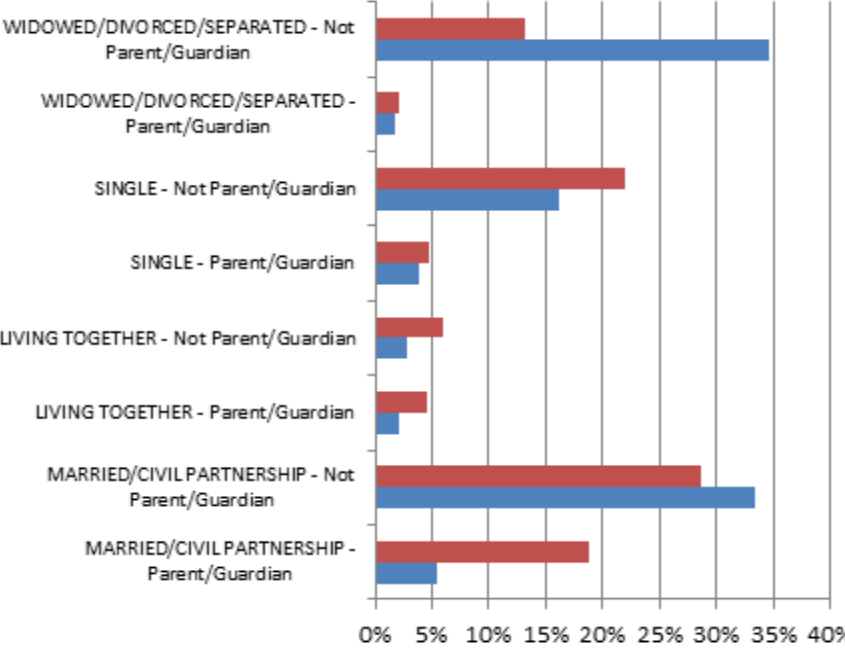
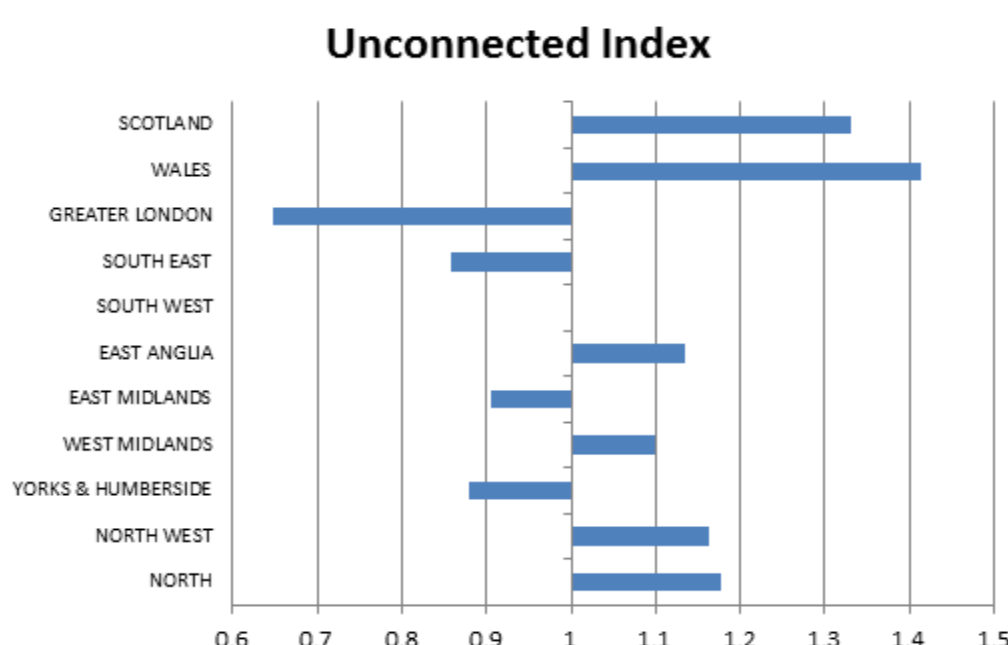
Almost 50% of retired people are unconnected, a quarter of the unemployed and almost 4 in 10 of those prevented from working due to illness or disability. This compares to 7% of those in full time work.

Unconnected Index



People with no formal qualifications over index by a factor of 3

Scotland and Wales show the highest index of non connection



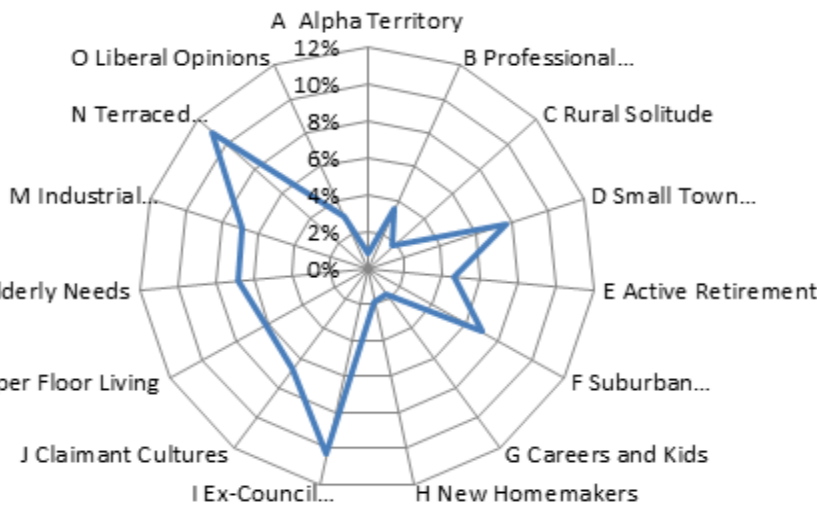
Not surprisingly the largest area of overrepresentation is Widowed/Separated or Divorced non-parents

71% of the unconnected occupy Social Grades C2,d or E

Only 7% of the unconnected think their financial situation will improve

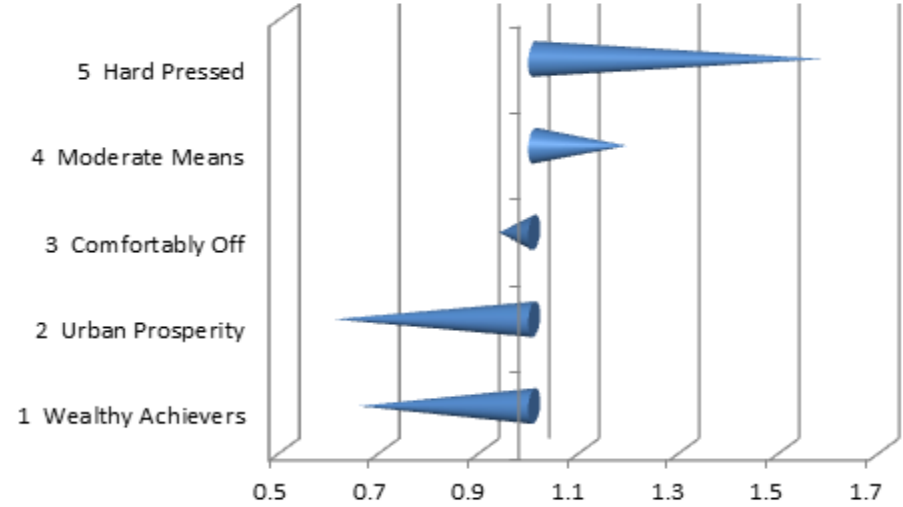
The unconnected are more likely to shop at ASDA, CO-OP or MORRISONS than TESCO or SAINSBURY'S.

Advice from family and friends and brand experience are the things that influence the unconnected most in their choice of product or retailer



Mosaic segments N and I are the biggest groups of unconnected

According to Acorn, the more wealthy segments are more likely to be connected



The data above is taken from The British Population Survey 2012 up to October 2012. All data is collected by face to face in home interviews from a representative sample of the British Population and based on 55,632 individual interviews. For further information on internet access and use or any of the other data collected email: info@thebps.co.uk or call 01480 210010