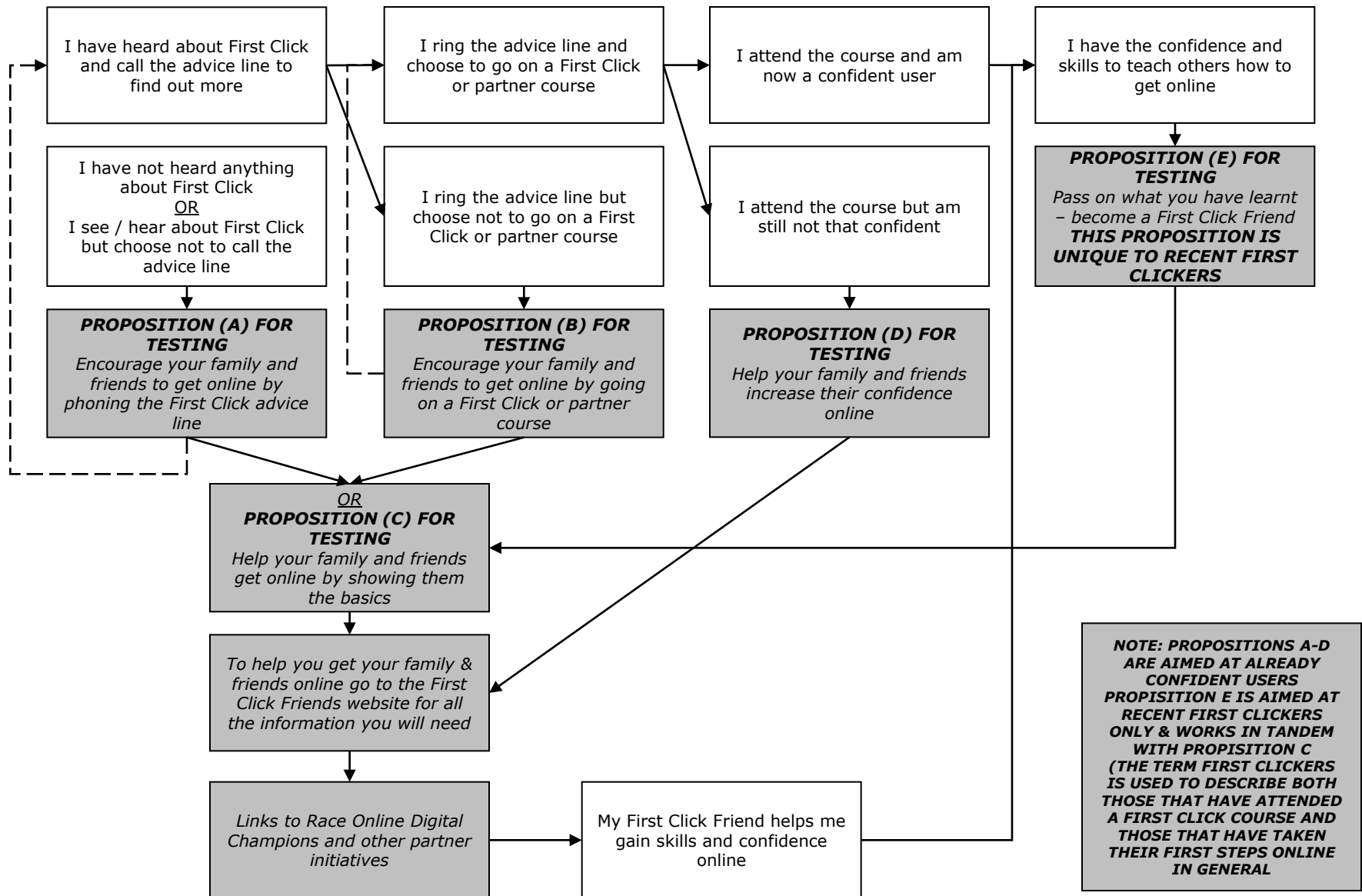


Audience propositions for First Click Friends



Supportive Research

Why do people not call the advice line?	Why do people choose not to go on the First Click course once they had phoned the advice line?	Why are people still not confident after attending the First Click course?	Why would recent First Clickers want to teach others? Why would non-internet users want to learn from a recent First Clicker?
<ul style="list-style-type: none"> Marketing research has shown around 50% of the UK population claim to have seen or heard the BBC First Click trails on TV or radio when prompted – but less than 1% of people actually called the advice line. Overall, 25% of people took some kind of action (including talking to friends, considering calling the advice line) (A) <i>First Click Friends can help to increase the conversion of people aware of the course to actually phoning the advice line and also raise awareness amongst those who have not heard of First Click</i> 	<ul style="list-style-type: none"> First Click evaluative research showed that inconvenient course location was a barrier to attending for a quarter of respondents A third of non-attendees may have re-considered if a course had been available more locally to where they live The location itself can play a large role on attendance, for those with mobility difficulties, or relying on public transport, accessibility was key. Rural localities in particular are prone to difficulties in the location of venues, particularly for those who noted the advertising promoting courses available locally to them, leading to disappointment Course fully booked / no places available / on a waiting list was the second highest reason for non attendance with 15% agreeing (B) <i>With First Click courses continuing First Click Friends can encourage people to try again to book a course <u>OR</u> (C) owing to the lack of local courses people can look to a First Click Friend to teach them the basics</i> 	<ul style="list-style-type: none"> First Click evaluative research identified two types of First Click attendee that still require help gaining confidence and skills: Inexperienced but still lack confidence: <ul style="list-style-type: none"> -2/3 have not used a computer or the internet since the course. Why? Around half do not have a computer at home, 22% felt they needed more training -Lowest interest in Internet (49% 'very interested') -No confidence in using Internet. Only 28% feel they've learnt a lot from FC -Desires for greater tuition and more one on one help were high Inexperienced but gained confidence: <ul style="list-style-type: none"> -58% have used computer/internet many times since the course -55% don't have a computer at home -Most likely to have used search engine (73%), sent basic email (50%) -10% 'very confident' in using Internet -65% feel they've learnt a lot from FC After learning the basics there can be a sense of 'what now?' The course whets the appetite for learning, however there is potential to feel 'left on the scrapheap' once again after courses finish (D) <i>There is therefore a definite opportunity for First Click friends to help imbed skills and increase confidence amongst people with low confidence and/or knowledge</i> 	<ul style="list-style-type: none"> Proposition research tested: Learn from someone like you: <ul style="list-style-type: none"> -This was felt to be reassuring -Experts not wanted -Avoid patronising -Not too quick -Not impatient -Sympathy and empathy -Most positive response is to the word "someone like you" Qualitative research also looked into the methods and approaches the BBC could take to encourage off-liners to take their first steps online. A key finding was that families and friends had played a key role for nearly all Recent Adopters. Therefore empowering families & friends to help and support is likely to be a successful initiative Discussions with a group of Race Online's Digital Champions have also shown us that recent First Clickers are often the most evangelical of the benefits of the internet and are often in a position to understand the fears and skills barriers stopping many off-liners (E) <i>There is therefore a definite opportunity for recent First Clickers to be one of our key audiences for First Click Friends recruitment</i>