

# 1 million Internet first-timers get online

## UK Digital Champion, Martha Lane Fox welcomes official figures that show more people than ever before are using the web

The key points/headlines stats from the ONS release are:

- 9.2 million adults had never used the Internet, down from 10.2 million in 2009
- 30.1 million adults used the Internet every day or nearly every day, almost double the estimate in 2006
- 73 per cent of households had Internet access
- 31 million people bought or ordered goods or services online in the last 12 months

The UK's Digital Champion, Martha Lane Fox today welcomed new figures released by the Office of National Statistics, but acknowledged there is still a long way to go for the UK to fulfil her ambition of being one of the first places in the world where everyone can use the web.

Martha Lane Fox who leads the Race Online 2012 challenge said: "We are encouraged by today's ONS figures showing that the UK is making progress towards achieving our ambition of a truly networked nation. Race Online 2012 now has over 700 partners from a diverse range of organisations such as First Group, Three, McDonald's, Google and Sky all pledging to get 1.75 million more people online, but there is a lot still to do to ensure that everyone benefits from the opportunities and cost efficiencies that the web has to offer".

Last month, with support from the Prime Minister, Martha Lane Fox launched her Manifesto for a 'Networked Nation' – a challenge for people and organisations in every sector and in every corner of the country to work together to bring people online. The manifesto highlighted that 10 million Britons – the combined population of our five largest cities - have never used the internet and called for urgent action to get millions more online by the end of 2012.

Four million of those are among the most disadvantaged: 39 per cent are over 65, 38 per cent are unemployed and 19 per cent are families with children. These groups are already missing out on big savings, access to vital information and the chance of better education. Recent research shows that if everyone in the country was online, total benefits to the UK will be in excess of £22bn with households saving on average £560 a year. Today's statistics mean that 1.2 million internet newcomers now have access to over half a billion pounds of savings.

Race Online 2012 is calling on any organisation of any size to get involved and help make the UK a fully networked nation. It's simple to sign up and only takes five minutes to register at [www.raceonline2012.org](http://www.raceonline2012.org).

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**Notes to editors:**

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**About Race Online 2012**

- On June 18th 2010 Martha Lane Fox was appointed by The Prime Minister as the UK Digital Champion with a remit to encourage as many people as possible to go online, and improving the convenience and efficiency of public services by driving online delivery. <http://www.number10.gov.uk/news/latest-news/2010/06/martha-lane-fox-appointed-uk-digital-champion-52086>
- Digital Inclusion Limited is government funded by the Department of Communities and Local Government (through the Community Development Foundation) but is an independent organisation
- Martha Lane Fox co-founded lastminute.com, Europe's largest travel and leisure website, in 1998. She then went on to co-found and chair the private karaoke chain Lucky Voice. In 2007, she launched Antigone, a grant-giving foundation that supports education, health and criminal justice charities to reflect her commitment to social justice. She is non-executive director at Marks & Spencer plc, Channel 4 Television and Mydeco
- UK online centres provide millions of people with access to technology and support in using it. They offer free or low cost access to the internet and email, deliver online courses and encourage people to progress onto further learning. For more information, please visit [www.ukonlinecentres.com](http://www.ukonlinecentres.com)