# THE DIGITAL INCLUSION EVALUATION TOOLKIT:

# BANK OF OUTCOMES, INDICATORS AND SURVEY QUESTIONS

**Just Economics**
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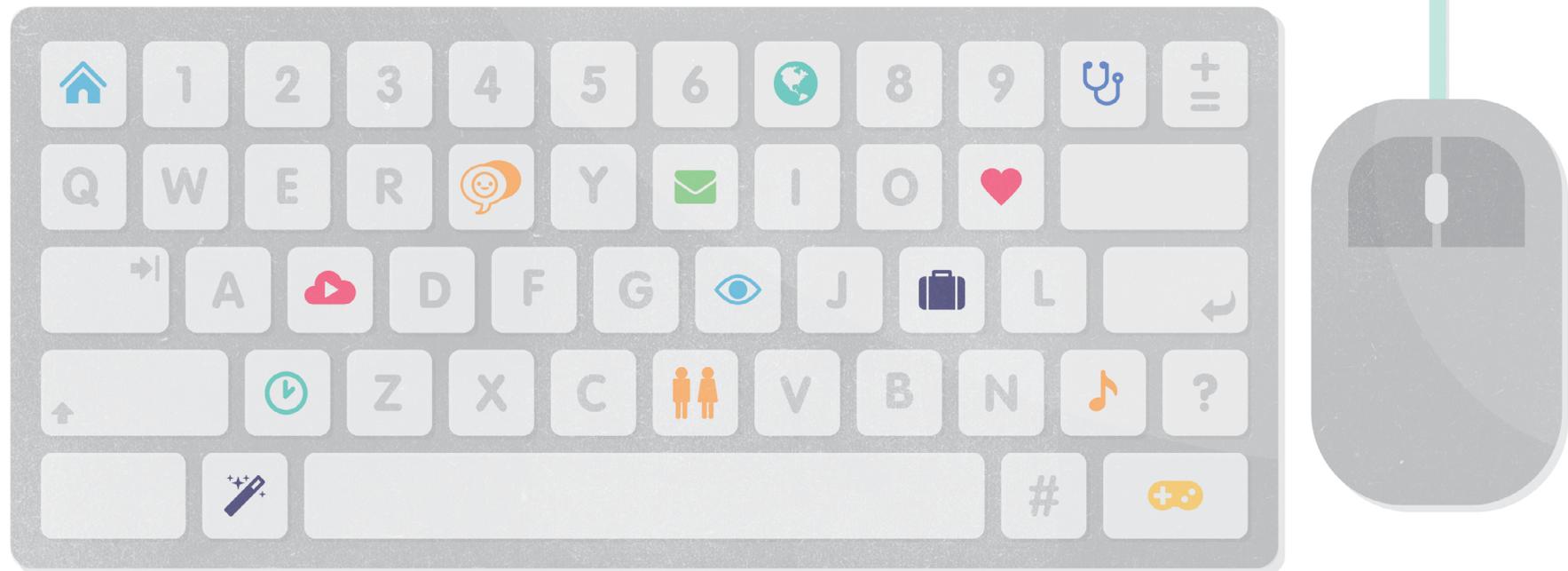
# HOW TO USE THIS RESOURCE

This resource is designed to assist you with selecting outcomes, indicators and survey questions.

You will find that it is made up of three sections:

1) **Overview of the main outcome areas for digital inclusion projects**

2) **Bank of outcomes, indicators and survey questions**
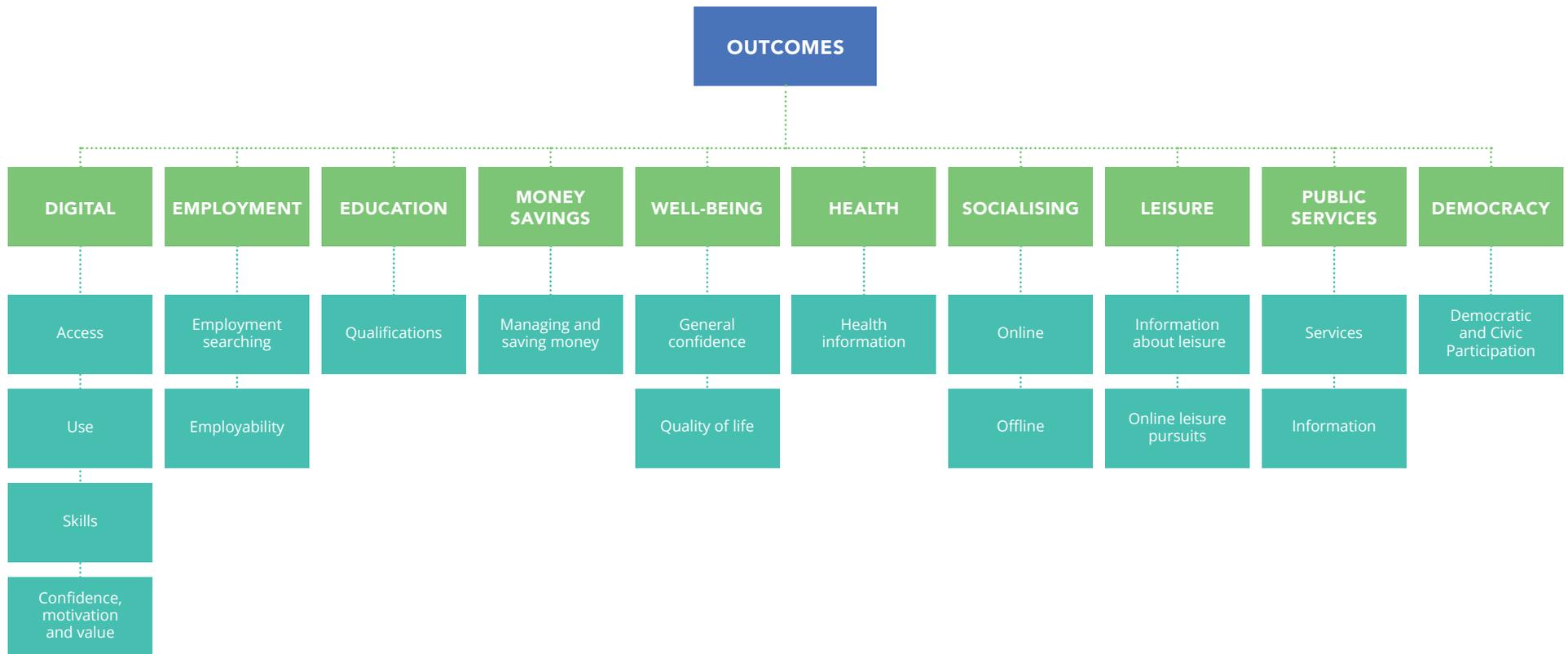
3) **Sample demographic questions**

The resource is best used after you have conducted stakeholder engagement (Step 1 of the Digital Inclusion Evaluation Toolkit process). After completing stakeholder engagement, you will be able to use this resource to select the outcomes and indicators that apply to your project. Alternatively, if your project has not yet started you may wish to use this resource to identify likely outcomes from it. We recommend that you read this alongside the main guide to the Digital Inclusion Evaluation Toolkit.

Once you have selected outcomes and indicators, you can then use the sample survey questions, including the demographic questions, to compile your survey.

It is important to note that every project is different. This resource is designed to be as comprehensive as possible. However, you may find that you have additional outcomes and indicators that are not listed here, or that you need to modify survey questions so that they are better suited to your context. If you are not confident about creating your own questions, you may be able to find examples of ways to phrase your questions online. See our resources section in the main toolkit guide for more information on where to go for help with this.

# 1.0 DIGITAL INCLUSION OUTCOME AREAS

The diagram below summarises the main outcome areas relevant to projects that promote digital inclusion. Most projects will only touch on a handful of these outcome areas. Use the information from your stakeholder engagement to select the outcome areas that are relevant to your project and evaluation.

**OUTCOMES**

| DIGITAL | EMPLOYMENT | EDUCATION | MONEY SAVINGS | WELL-BEING | HEALTH | SOCIALISING | LEISURE | PUBLIC SERVICES | DEMOCRACY |
|---|---|---|---|---|---|---|---|---|---|
| Access | Employment searching | Qualifications | Managing and saving money | General confidence | Health information | Online | Information about leisure | Services | Democratic and Civic Participation |
| Use | Employability | | | Quality of life | | Offline | Online leisure pursuits | Information | |
| Skills | | | | | | | | | |
| Confidence, motivation and value | | | | | | | | | |

# 2.0 BANK OF OUTCOMES, INDICATORS AND SURVEY QUESTIONS

The table overleaf summarises the main outcomes and indicators for digital inclusion projects.
For each indicator, one or more sample survey questions are provided.

The sample survey questions have, wherever possible, been drawn from national surveys of internet use, such as the Oxford Internet Survey (OXIS) and Ofcom's Adults' Media Use and Attitudes survey. For comparability, it is best to use the standard wording. However, if for some reason the suggested question is not appropriate for your context, you may need to modify the way it is phrased.

You will see that some of the survey questions point you to what is called a question matrix. These are tables that let you collect information quickly about a large range of things, for example the activities that people are using the internet for. You will find three such matrices (general activity, shopping and commerce, and public services and democracy) at the end of this section.

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **DIGITAL** | Access to the Internet | Proportion of households with an internet connection | Does your household have access to the internet? <br><br> *[Yes, have access at present]* <br> *[Don't have access now but have had in the past]* <br> *[No, never had access]* | OXIS |
| | | Proportion of adults accessing the internet using mobile phones and/ or computers or other devices | Overall, when you go online, do you mostly use your mobile phone or mostly use some other device like a desktop, laptop or tablet computer? <br><br> *[Mostly use my mobile phone]* <br> *[Mostly use something else]* <br> *[Both equally]* <br> *[Don't know]* | Adapted from OXIS |
| | | Proportion of non-internet users who intend to get access in the next 12 months | Is your household planning to get access to the Internet at home in the next year? <br><br> *[Definitely not]* <br> *[Probably not]* <br> *[Yes, probably will]* <br> *[Yes, definitely will]* <br> *[Don't know]* | OXIS |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| DIGITAL | Regular internet use | Frequency of internet use | People use the Internet on computers, laptops, tablets, smartphones, games consoles and televisions. Do you, yourself, personally use the Internet on whatever device or have you used the Internet anywhere in the past?<br><br>*[Yes, current user]*<br>*[No, but have used in the past]*<br>*[Never used the internet]*<br><br>How often do you use the Internet?<br><br>*[Several times a day]*<br>*[Daily]*<br>*[Weekly]*<br>*[Monthly]*<br>*[Less than once a month]*<br>*[Never]*<br>*[Don't know]* | DCMS/OII standardised measures<br><br><br><br><br><br><br><br>Just Economics |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **DIGITAL** | Internet skills | Self-rating of ability to use the internet | How would you rate your ability to use the Internet? <br><br> *[Excellent]* <br> *[Good]* <br> *[Fair]* <br> *[Poor]* <br> *[Bad]* <br> *[Don't know/Can't say]* <br><br> *Also consider using the general activity matrix at the end of this document to see how use is changing as skill level changes* | DCMS/OII standardised measures |
| | | Proportion who only use websites they have used before | When you go online using any type of computer (such as a PC, laptop or tablet computer like an iPad), a mobile phone, a games console or a media player, would you say that you: <br><br> *[Only use websites that you've visited before]* <br> *[Use maybe one or two sites that you haven't used before]* <br> *[Use lots of websites that you haven't visited before]* <br> *[Don't know]* | DCMS/OII standardised measures |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| DIGITAL | Confidence, value and motivation (in relation to going online and the Internet) | Confidence | Overall, how confident are you as an internet user? <br><br>*[Very confident]* <br>*[Fairly confident]* <br>*[Neither confident nor not confident]* <br>*[Not very confident]* <br>*[Not at all confident]* <br>*[Don't know]* | ONS |
| | | Proportion who agree that the internet makes life easier | People have different opinions about the Internet. To what extent do you agree or disagree with the statement "The Internet makes my life easier." <br><br>*[Strongly agree]* <br>*[Agree]* <br>*[Neither agree nor disagree]* <br>*[Disagree]* <br>*[Strongly disagree]* <br>*[Don't know]* | DCMS/OII standardised measures |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| DIGITAL | Confidence, value and motivation (in relation to going online and the Internet) | Proportion that describe the internet as important to them | Considering all the things you do on the Internet, for you, personally, how important is the Internet?<br><br>*[Essential]*<br>*[Important]*<br>*[Neither important nor unimportant]*<br>*[Unimportant]*<br>*[Completely unimportant]*<br>*[Don't know]* | DCMS/OII standardised measures |
| | | Proportion of adults who agree that "The internet is for people like me" | To what extent do you agree or disagree with the statement "The Internet is for people like me."<br><br>*[Strongly agree]*<br>*[Agree]*<br>*[Neither agree nor disagree] [Disagree]*<br>*[Strongly disagree]*<br>*[Don't know]* | DCMS/OII standardised measures |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **EMPLOYMENT** | Employment searching | Proportion seeking information about jobs/work online | How often do you go online to look for jobs or work? *[Several times a day]* *[Daily]* *[Weekly]* *[Monthly]* *[Less than monthly]* *[Never]* *[Don't know]* | Adapted from OXIS |
| | | Proportion who report that they have found a job online | Have you ever found a job through the internet? *[Yes] [No]* | Adapted from OXIS |
| | Employability | Proportion reporting that improved IT skills helped them to get a job | To what extent do you agree with the following statement: "Improving IT skills have helped me to find a job"? *[Strongly agree]* *[Agree]* *[Neither agree nor disagree]* *[Disagree]* *[Strongly disagree]* *[Don't know]* | Just Economics |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **EDUCATION** | Qualifications | Proportion doing an online course to achieve a qualification | How often, if ever, do you go online to do online distance learning for an academic degree or job training?<br><br>*[Several times a day] [Daily]*<br>*[Weekly]*<br>*[Monthly]*<br>*[Less than monthly] [Never]*<br>*[Don't know]* | Adapted from OXIS |
| **MONEY SAVINGS** | Managing and saving money | Proportion who report comparing products online in order to save money | Use the shopping and commerce matrix | OXIS/Ofcom |
| | | Proportion who use online bank services | Use the shopping and commerce matrix | OXIS/Ofcom |
| | | Proportion who report they have saved money as a result of using the internet for shopping or managing their money and bills | Have you ever saved money buying something online or by managing your money using online services (e.g. bill payment, online banking)?<br><br>*[Yes]*<br>*[No]* | Adapted from OXIS |
| | | Proportion who report paying bills online | Use the shopping and commerce matrix (item c) | OXIS/Ofcom |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **WELL-BEING** | General confidence | Proportion that report a general well-being improvement | How would you describe yourself?<br><br>*[Very confident]*<br>*[Fairly confident]*<br>*[Neither confident nor not confident]*<br>*[Not very confident]*<br>*[Not at all confident]*<br>*[Don't know]* | Just Economics |
| | Quality of life | Proportion that report 'life is better' as a result of being able to access the internet | To what extent to do you agree with the statement that "I consider my life to be better since I started using the internet."<br><br>*[Strongly agree]*<br>*[Agree]*<br>*[Neither agree nor disagree]*<br>*[Disagree]*<br>*[Strongly disagree]*<br>*[Don't know]* | Just Economics |
| **HEALTH** | Health information | Proportion making an appointment with a doctor or other health practitioner | Have you ever gone online to make an appointment with a doctor or health practitioner?<br><br>*[Yes]*<br>*[No]* | Just Economics |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **HEALTH** | Health information | Proportion seeking health information online | How often do you go online to find information about health-related issues or medical care? *[Several times a day] [Daily] [Weekly] [Monthly] [Less than monthly] [Never] [Don't know]* | Adapted from OXIS/Ofcom |
| | | Proportion that believe their health or health behaviour has improved due to going online (e.g. diet, exercise, smoking and so on) | Have you ever found online information that helped you improve your health? *[Yes] [No]* | Adapted from OXIS |
| **SOCIALISING** | Communicating and connecting with others online | Frequency of sending and receiving emails to friends or family | Use the general activity matrix (item b) | OXIS/Ofcom |
| | | Frequency of use of social networking sites/apps | Use the general activity matrix (item o) | OXIS/Ofcom |
| | | Frequency of making or receiving telephone or video calls using services like Skype or FaceTime | Use the general activity matrix (item g) | OXIS/Ofcom |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| SOCIALISING | Communicating and connecting with others online | Proportion reporting that they feel less socially isolated as a result of going online | To what extent do you agree with the following statement: "I feel that, if I want to, there are people I can talk to online if I'm feeling lonely" <br><br> *[Strongly agree]* <br> *[Agree]* <br> *[Neither agree nor disagree]* <br> *[Disagree]* <br> *[Strongly disagree]* <br> *[Don't know]* | Just Economics |
| | Making new friends during project (offline) | Proportion reporting that they have formed new friendships with others at the project | How many, if any, new friends have you made while attending Project X? <br><br> *[None]* <br> *[One]* <br> *[Two to five]* <br> *[More than five]* <br> *[Don't know]* | Just Economics |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **SOCIALISING** | Making new friends during project (offline) | Proportion reporting that they feel less socially isolated as a result of participating in the project | To what extent do you agree with the following statement: "I feel that, if I want to, there are people I can see or talk to if I'm feeling lonely" <br><br> *[Strongly agree]* <br> *[Agree]* <br> *[Neither agree nor disagree]* <br> *[Disagree]* <br> *[Strongly disagree]* <br> *[Don't know]* | Just Economics |
| **LEISURE** | Using internet to find out or plan leisure activities | Frequency of finding information for leisure time including cinema, arts, live music and other events | How often do you go online to find information about leisure activities, including cinema, arts, live music and other events? <br><br> *[Do this at least once a week]* <br> *[Do this at least every 3 months]* <br> *[Do this less often]* <br> *[Never do this]* | Adapted from Ofcom |
| | | Frequency of finding information for booking holidays | How often do you go online to find information for booking holidays? <br><br> *[Do this at least once a week]* <br> *[Do this at least every 3 months]* <br> *[Do this less often]* <br> *[Never do this]* | Adapted from Ofcom |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| LEISURE | Pursuing leisure activities online | Frequency of listening to or downloading music online | Use the general activity matrix (item h) | OXIS/Ofcom |
| | | Frequency of watching online or downloading TV programmes or films | Use the general activity matrix (item i) | OXIS/Ofcom |
| | | Frequency of participating in online video- gaming | Use the general activity matrix (item j) | OXIS/Ofcom |
| PUBLIC SERVICES | Access to public services and information | Proportion looking for information on central government services | Use the public services and democracy matrix (item c) | OXIS/Ofcom |
| | | Proportion paying a central government tax, TV licence fee, car tax disc | Use the public services and democracy matrix (item d) | OXIS/Ofcom |
| | | Proportion looking for information about local council services | Use the public services and democracy matrix (item a) | OXIS/Ofcom |
| | | Proportion paying a local council tax, fine or service | Use the public services and democracy matrix (item b) | OXIS/Ofcom |

| DOMAIN | OUTCOME | INDICATORS: WAYS OF KNOWING WHETHER CHANGE IS OCCURING | SURVEY QUESTION | SURVEY QUESTION SOURCE |
|---|---|---|---|---|
| **DEMOCRATIC PARTICIPATION** | Democratic and civic participation | Proportion that have contacted a local councillor / MP online in the last 12 months | Use the public services and democracy matrix (item f) | OXIS/Ofcom |
| | | Proportion that are politically active online e.g. signed a petition, supported a campaign | Use the public services and democracy matrix (item g) | Just Economics |
| | | Proportion finding out about news/ events in local area or community online in the last 12 months | Use the public services and democracy matrix (item h) | OXIS/Ofcom |

# 2.1 GENERAL ACTIVITY MATRIX
## (ADAPTED FROM OXIS AND OFCOM)

Now I'd like you to think about the different things people do online. How often do you go online for the following purposes?

| ACTIVITY | SEVERAL TIMES A DAY | DAILY | WEEKLY | MONTHLY | LESS THAN MONTHLY | NEVER | DON'T KNOW |
|---|---|---|---|---|---|---|---|
| a) Check your email | | | | | | | |
| b) Send or receive emails from friends or family | | | | | | | |
| c) Do instant messaging (eg. Yahoo! Messenger, Google Talk, or Facebook Messenger, Instgram, What's App.) | | | | | | | |
| d) Read newspapers or news | | | | | | | |
| e) Send attachments with your email | | | | | | | |
| f) Make or receive phone calls over the internet like Skype, | | | | | | | |
| g) Listen to or download music online | | | | | | | |
| h) Watch online or download TV programmes or films (such as BBC iPlayer, 4OD, ITV Player, Sky Player etc.) | | | | | | | |
| i) Online gaming | | | | | | | |
| j) Read a blog, or watch a vlog | | | | | | | |
| k) Create your own content such as writing or making a blog/vlog | | | | | | | |

| ACTIVITY | SEVERAL TIMES A DAY | DAILY | WEEKLY | MONTHLY | LESS THAN MONTHLY | NEVER | DON'T KNOW |
|---|---|---|---|---|---|---|---|
| l) Maintain a personal website | | | | | | | |
| m) Post messages on discussion or message boards | | | | | | | |
| n) Check, look at or update a social network site such as Facebook, YouTube, Instagram, Google Plus+, LinkedIn, Pinterest, Tumblr.) | | | | | | | |

# 2.2 SHOPPING AND COMMERCE MATRIX
## (ADAPTED FROM OXIS)

I'd like you to think about different commercial transactions people do in their everyday lives like banking or shopping. Within the last year, how often have you gone online for the following purposes?

| ACTIVITY | SEVERAL TIMES A DAY | DAILY | WEEKLY | MONTHLY | LESS THAN MONTHLY | NEVER | DON'T KNOW |
|---|---|---|---|---|---|---|---|
| a) Buying a product online | | | | | | | |
| b) Making travel reservations/bookings | | | | | | | |
| c) Paying bills | | | | | | | |
| d) Using your bank's online services | | | | | | | |
| e) Comparing products and services | | | | | | | |
| f) Ordering groceries or food online | | | | | | | |
| g) Selling things online | | | | | | | |
| h) Finding the location of a house, office, store or restaurant | | | | | | | |

# 2.3 PUBLIC SERVICES & DEMOCRACY MATRIX
## (ADAPTED FROM OXIS AND OFCOM)

Talking now about government information and services, have you done any of the following in the past year?

Did you do this offline, online or have you done it both offline and online?

| ACTIVITY | NO | YES, ONLY OFFLINE | YES, ONLY ONLINE | YES, BOTH OFFLINE AND ONLINE | DON'T KNOW |
|---|---|---|---|---|---|
| a) Get information about local council services | | | | | |
| b) Pay for a local council tax, fine (such as parking fines), rent or services | | | | | |
| c) Get information about central government services, such as benefits, taxes, a driving licence or passport | | | | | |
| d) Pay for a central government tax (such as income tax, TV licence fee, car disc) | | | | | |
| e) Get information about schools or information | | | | | |
| f) Contacted an MP or local councillor | | | | | |
| g) Participated in online political activism such as signed a petition, shared a political story, supported a campaign | | | | | |
| h) Found out about news/events in the local community | | | | | |

# DEMOGRAPHIC QUESTIONS

This section provides you with wording for information about a survey respondent's background – for example, their age, gender, and work status.

Select only questions that will be relevant and useful to your analysis. Modify these questions as appropriate. For example, if all your respondents are above the age of 55, do not include any response options below this age.

Background information can be used for two main purposes:

**1) To find out how representative your response sample is** - for example, it will tell you how many people of a certain age or gender answered the survey. If this does not match with the breakdown of age and gender of your participants, you may have a response bias and will want to look at how you can increase responses from any under-represented group within your sample.

**2) To help you to analyse and make sense of your results** – for example, you may want to break down the achievement of outcomes by age to see if there is any variation by age in how successful the project is in creating change for participants.

You will also want to be mindful of the fact that some people are sensitive to being asked about their background, for example their age, income or ethnicity. If this is likely to be an issue, weigh up how useful the information will be to you and, therefore, whether it is worth collecting. Always include a 'prefer not to say' option. You may want to include demographic questions at the end of your survey so that the more personal questions are not the first thing the respondent reads.

| CATEGORY | QUESTION |
|---|---|
| Gender | Are you?<br><br>*[Male]*<br>*[Female]*<br>*[Prefer not to say]* |
| Age | How old are you?<br><br>*[16-17]*<br>*[18-24]*<br>*[25-40]*<br>*[41-55]*<br>*[55-64]*<br>*[65-79]*<br>*[80+]*<br>*[Prefer not to say]* |
| Family status | Which of these best describes your family situation?<br><br>*[Married/civil partnership]*<br>*[Living with someone, but not married or in civil partnership]*<br>*[Single]*<br>*[Divorced or separated] [Widowed]*<br>*[Prefer not to say]* |

| CATEGORY | QUESTION |
|----------|----------|
| Household | How many people, including yourself, are there in your household in total? <br><br> *[One]* <br> *[Two]* <br> *[Three to Four]* <br> *[Five or more]* <br> *[Prefer not to say]* |
| Age | Do you have any children under the age of 16 who live at the home with you? <br><br> *[Yes]* <br> *[No]* <br> *[Prefer not to say]* <br><br> *You may also want to ask about the age of the children if this is likely to be relevant to your project* <br><br> And what ages are these children? <br><br> *[Under 1 year old]* <br> *[1-4 years old]* <br> *[5-7 years old]* <br> *[8-11 years old]* <br> *[12-15 years old]* <br> *[Prefer not to say]* |

| CATEGORY | QUESTION |
|---|---|
| Working status | Which of these best describes your situation?<br><br>*[Working full-time (30 hours per week or more)]*<br>*[Working part-time (under 30 hours per week)]*<br>*[Looking for work]*<br>*[In full-time education]*<br>*[In part-time education]*<br>*[Retired]*<br>*[Not working]*<br>*[Prefer not to say]* |
| Income | Which of these best describes your total income before tax?<br><br>*[Up to 12,500]*<br>*[12,500 to 20,000]*<br>*[20,000 up to 30,000]*<br>*[30,000 up to 40,000]*<br>*[40,000 or above]*<br>*[Prefer not to say]* |

| CATEGORY | QUESTION |
|---|---|
| Qualifications | Which of these is the highest educational institute you have attended?<br><br>*[Primary school or equivalent]*<br>*[Secondary school or equivalent]*<br>*[Sixth form college or equivalent]*<br>*[Technical college or equivalent]*<br>*[Further education college]*<br>*[Adult community college]*<br>*[University or equivalent]*<br>*[Prefer not to say]* |
| Disability | Do you have a disability?<br><br>*[Yes]*<br>*[No]*<br>*[Prefer not to say]* |

| CATEGORY | QUESTION |
|---|---|
| Ethnicity | Which of these best describes you?<br><br>*WHITE*<br>*[White British]*<br>*[Any other white background]*<br><br>*MIXED*<br>*[White and Black Carribean]*<br>*[White and Black African]*<br>*[White and Asian]*<br>*[Any other mixed background]*<br><br>*ASIAN AND BRITISH ASIAN*<br>*[Indian]*<br>*[Pakistani]*<br>*[Bangladeshi]*<br>*[Any other Asian background]*<br><br>*BLACK AND BLACK BRITISH*<br>*[Caribbean]*<br>*[African]*<br>*[Any other black background]*<br><br>*MIDDLE EAST AND ARABIC ORIGIN*<br>*[Middle Eastern, including Arabic orgin]*<br>*CHINESE*<br>*[Chinese]*<br><br>*[Any other background]*<br><br>*[Prefer not to say]* |

| CATEGORY | QUESTION |
|---|---|
| Language | Is English your first language?<br><br>*[Yes]*<br>*[No]*<br>*[Prefer not to say]* |