

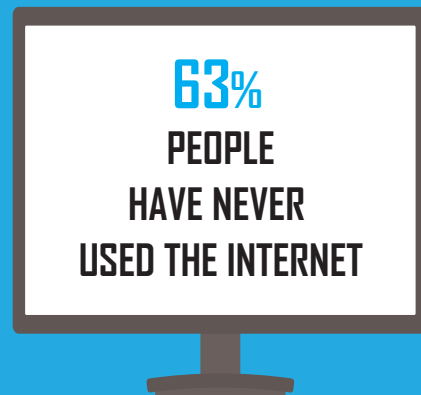
Generations on the web

LIVING IN THE DIGITAL ERA



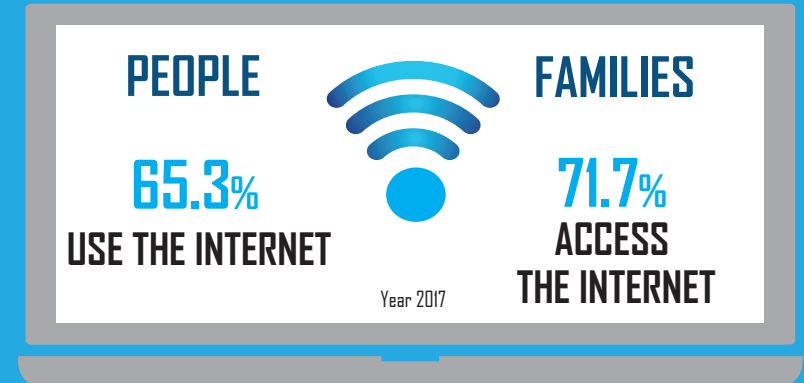
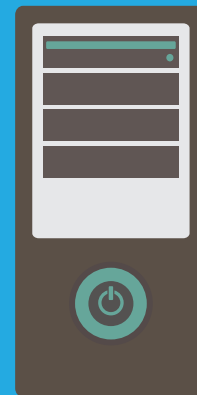
ITALY
FIRST ACCESS
TO THE INTERNET

30 APRIL 1986



63%
PEOPLE
HAVE NEVER
USED THE INTERNET

2006



PEOPLE
65.3%
USE THE INTERNET



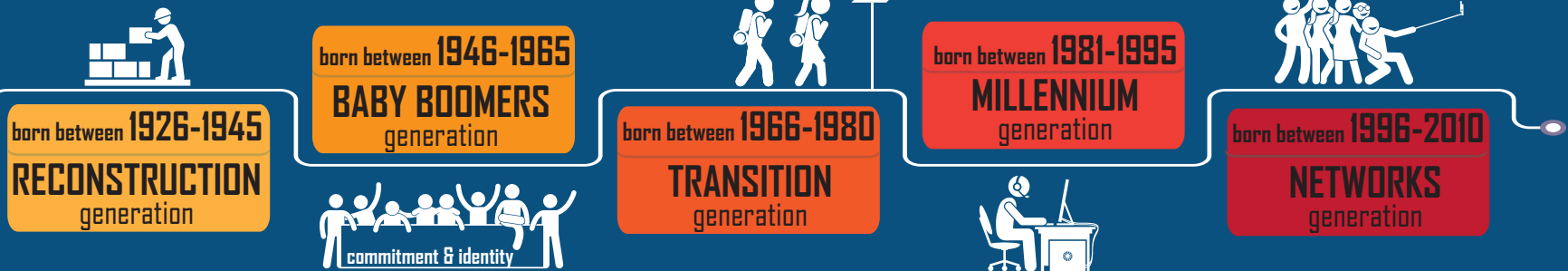
FAMILIES
71.7%
ACCESS
THE INTERNET

Year 2017

TODAY

Data refers to 2016 and to people with 6 years and more if not otherwise specified

GENERATIONS AND THE INTERNET



REGULAR USE

10.4%

51.9%

79.6%

86.1%

73.6%

GRADUATES

47.8%

86.7%

96.4%

93.9%

86.4%

MANY DEVICES TO SURF...

78%
smartphone

69%
computer,
laptop, notebook

29%
tablet

6%
smartwatch,
ebook, other

...BUT MANY DIGITAL SKILLS STILL TO BE ACQUIRED

69%
only via smartphone

none/low digital skills
for those accessing the Internet...

22%
via two devices