



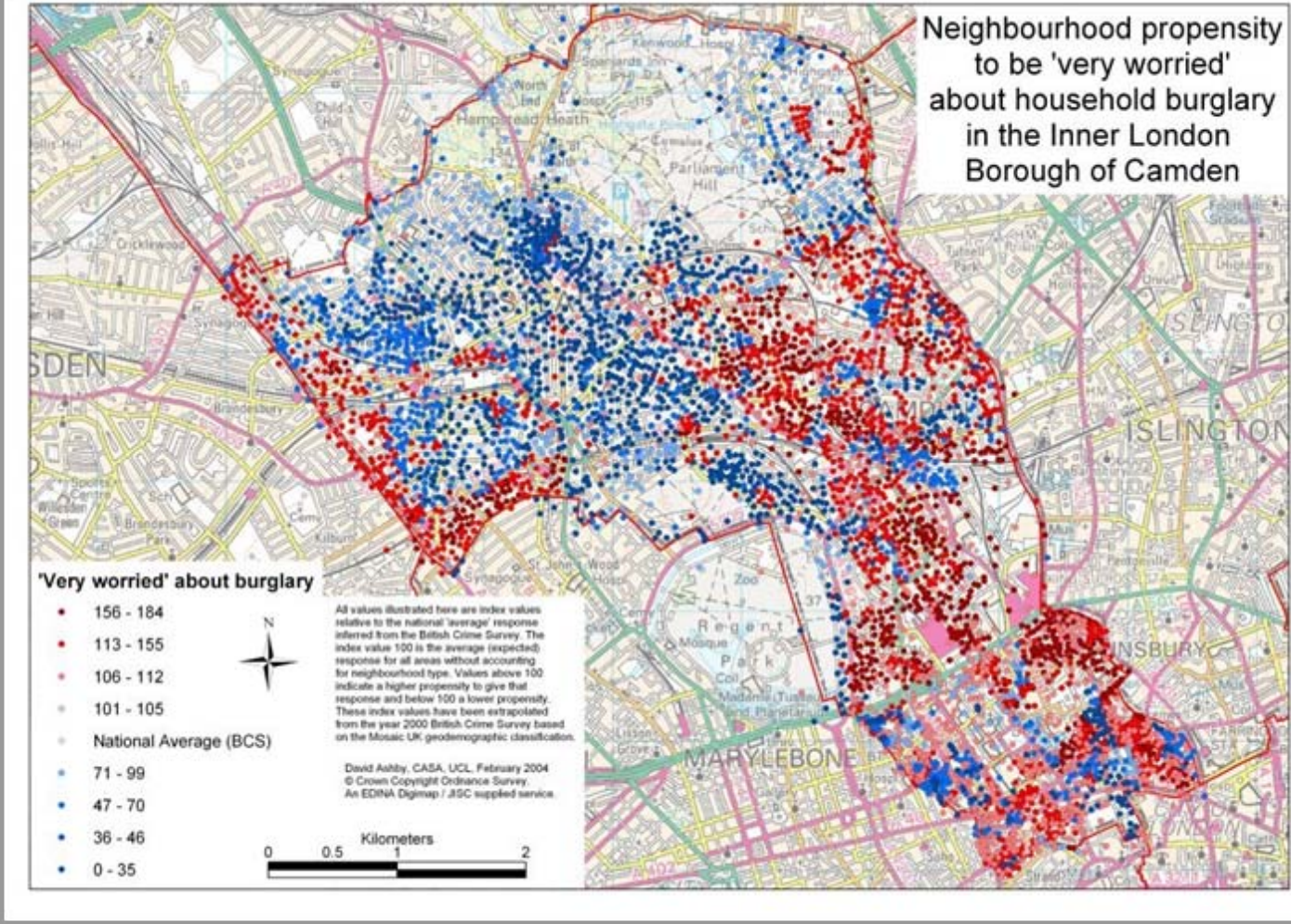
# Dynamic Mapping for Dynamic Segmentation?

Paul Longley, Peter Halfpenny, Alex Singleton,  
Pablo Mateos, Maurizio Gibin

University College London & Manchester University

<http://www.spatial-literacy.org>

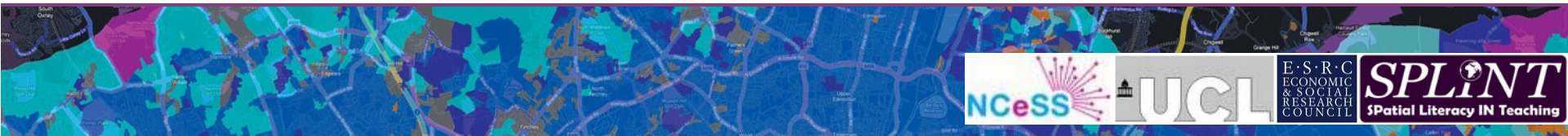
# Geodemographics: public goods and services

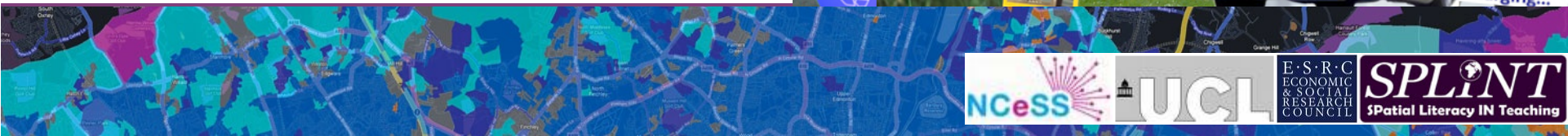
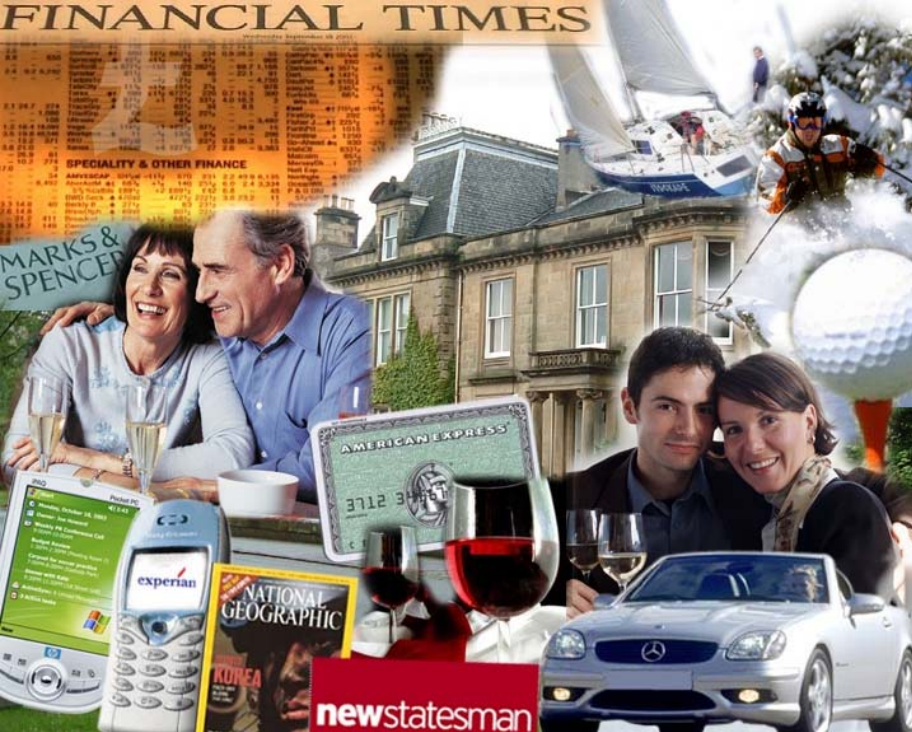




# Some issues

- The collective and the individual
  - Public versus private
  - Local level data
- Dynamics:
  - you are what you were?
  - you are what you use?
  - you are where you are?









# THE NATIONAL TRUST

[Start a surname search](#) [Help](#)



**Do you know where your surname comes from, or how many people you share it with? To find out more about your history, click on 'Search for a Surname'.**

Welcome to the [National Trust Names](#) website which presents the findings of a project based at University College London (UCL) that is investigating the distribution of surnames in Great Britain, both current and historic. It allows users to search the databases that we have created, and to trace the geography and history of their family names. On each page of the website, you will find a [Help](#) link on the top-right corner which we hope will answer any questions you might have.

**Coming Soon - "World Surname Profiler" from the people who brought you [www.spatial-literacy.org](http://www.spatial-literacy.org).**



**SPATIAL-LITERACY.ORG**  
a centre for excellence in teaching and learning

Home    Contacts    People    Projects    Resources

**Geographic Information Systems and Science**  
Second Edition

**Spatial-Literacy.org** is a gateway to the **Spatial Literacy in Teaching (Splint) Centre of Excellence** in Teaching and Learning (CETL), which is a joint initiative of the University of Leicester, University College London and the University of Nottingham. This site is hosted by University College London to provide resources and information on a variety of **teaching, research and outreach** activities, and to act as a portal to guide best practice across a range of public sector geographic information system (GIS) activities.

**HEI Updates**      **SPLINT Fellowships**

November 27, 2007

We would like to offer a number of "Visiting Fellowships" for colleagues from Higher Education Institutions (HEIs) in the UK and overseas who would like to come and work with us and use our facilities.

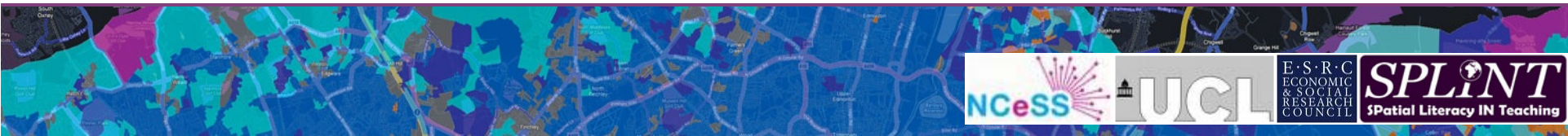
The Visiting Fellowship Scheme seeks to attract colleagues working in other HEIs in the UK and overseas to come and work with staff in one of the three SPLINT institutions on aspects of spatial literacy/spatial thinking for a specified period of time so that both parties can enhance their expertise.

More information can be found on the Leicester website [\[here\]](#).

Category: | Uncategorized |

**Leicester Spatial Literacy in Teaching Website Launch**  
November 27, 2007

- Select a Month
- Project outlinks**
- e-Society Profiler
  - London Profiles
  - National Trust Names**
  - O&C User Group
  - Southwark Health Atlas
  - Spatial Analysis Online
  - Surname Profiler



Frequency and Ethnicity

Geographical Location

# THE NATIONAL TRUST

Frequency and Ethnicity Map of 1998 Map of 1881

Geographical Location Map of 1998

Name or category: LONGLEY

Statistics about the name

### Frequency

Frequency

Rank Order

Occurrences per million names

Ethnicity of forenames

### Ethnicity of forenames

Number of occurrences as forename

Closest similar surname (phonetic)

British or unknown	99.08
---English or unknown	98.39
---Irish	0.31
---Scottish	0.19
---Welsh	0.19
Jewish	0.00

### International Comparisons

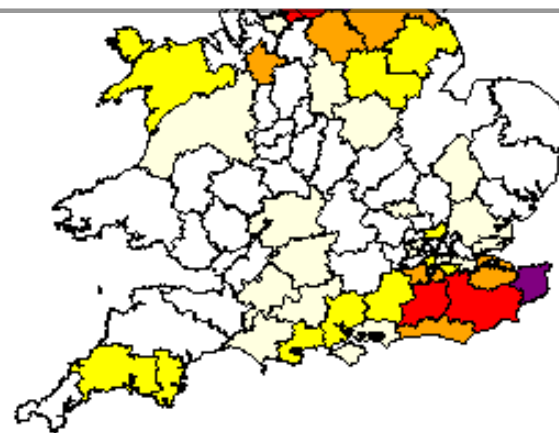
International Comparisons	Rate	As % of GB rate in 1998
Great Britain Frequency (1998)	2504	100
Great Britain Frequency (1881)	2028	
Great Britain Rate (1998)	65	
Great Britain Rate (1881)	75	
Northern Ireland	10.39	16.7
Republic of Ireland	0.00	0.0
Australia	39.80	64.0
New Zealand	70.91	114.0
United States	24.72	39.7
Canada	33.67	54.1

### Geographical Spread

Geographical Spread	Statistics
Great Britain top area (1881)	Tunbridge Wells
Great Britain top area (1998)	Wakefield
Great Britain top area index *	531
Great Britain top postal town	Battle
Number of UK gazetteer entries	7
County of gazetteer entry	More than one area
Republic of Ireland top county	
Republic of Ireland top county index *	

### Social Demographics

Social Demographics	Statistics
Category of surname	English - Locational Name, Settlement Ending, Ley
Mosaic type with highest index #	Just Moving In
Index of top Mosaic type *	354
% of people with a more rural name	24
% of people with a more high-status name	36
Cultural, Ethnic, Linguistic categories of surname	British







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- Science/Nature
- Technology
- Entertainment

- Have Your Say
- Magazine
- In Pictures
- Week at a Glance
- Country Profiles
- In Depth
- Programmes

RSS

What is RSS?

- BBC SPORT
- BBC WEATHER
- news

LATEST: Government defeated in Lords over plans to outlaw glorification of terror. More soon.

Last Updated: Tuesday, 17 January 2006, 17:54 GMT



### New plan to permit small brothels

A crackdown on street prostitution is unveiled by the government, but there are plans to allow small brothels.

- 'Take the desperation away'
- Prostitution plans: Reaction
- Tackling kerb crawlers



### Powers disagree over Iran crisis

The UK rejects an Iranian offer for more talks over its nuclear plans, while Russia and China seek compromise.



### Man arrested over 21 July attacks

A man has been arrested over the 21 July attempted bombings in London, Scotland Yard says.



Tap in your name  
The website that maps your surname against areas of Britain



### Oscars forecast

Who is in the frontline for an Oscar now the Globes are won?



Parrot tells Chris his cheating girlfriend loves Gary



Brits appear keen to watch TV on mobile phones

### BBC SPORT

- Tennis: Murray hits at media
- Football: Saints mull Walcott bids



### New Horizons

A guide to the mission to explore Pluto and the Kuiper Belt.

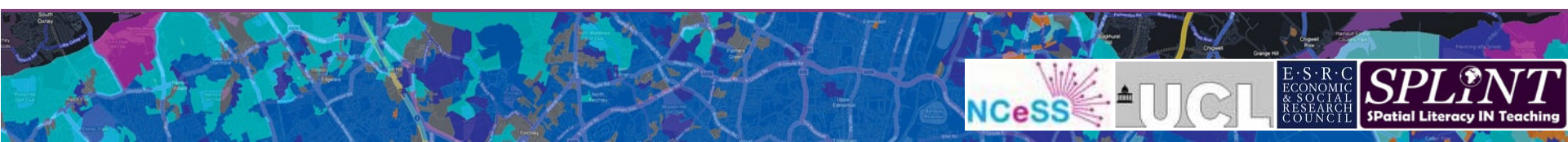
### AROUND THE WORLD NOW

- AFRICA
  - Ivory Coast's peace under threat

- EUROPE
  - Serb telecoms crackdown escalates

### BBC NEWS: VIDEO AND AUDIO

- COMING UP
- 1824GMT: Nasa launch rocket mission to Pluto





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In Depth

Programmes

RSS

What is RSS?

RELATED BBC SITES

SPORT

WEATHER

UK

Last Updated: Monday, 5 June 2006, 13:11 GMT 14:11 UK



### 7 July report highlights failings

Poor communication between emergency workers in the aftermath of the 7 July bombs is criticised in a report.

- 7 July report: Survivors' views
- What lessons have been learned?

[VIDEO](#) Report details

#### OTHER TOP STORIES

- ▶ Hunt for double shooting gunman
- ▶ Beating-heart transplant UK first
- ▶ Brown's language call to migrants
- ▶ Breast cancer drug 'a life-saver'
- ▶ Elderly abuse 'becoming common'
- ▶ Peugeot staff vote against strike

#### ALSO IN THE NEWS



Screen saving head teacher takes pupils' home computers

#### WORLD CUP 2006



England set to fly out to Germany

#### MORE SPORT

- [LIVE](#) Cricket: England v S Lanka
- ▶ Rugby: Call for 'ruthless' England



#### Police await shot terror suspect

Detectives wait to interview a terror suspect for the first time since he was shot in the shoulder during a police raid.



#### Iraqi jailed over Hassan killing

A Baghdad court convicts a man over the abduction and murder of British aid worker Margaret Hassan.



**Push or common?**  
The site that will rank your surname by social status



**Science of swerve**  
How physics can help Beckham score with new World Cup ball



**Footie anthems**  
Songs spearheading the quest for World Cup chart glory

#### MORE FROM THE UK

▶ Inquests begin into race deaths

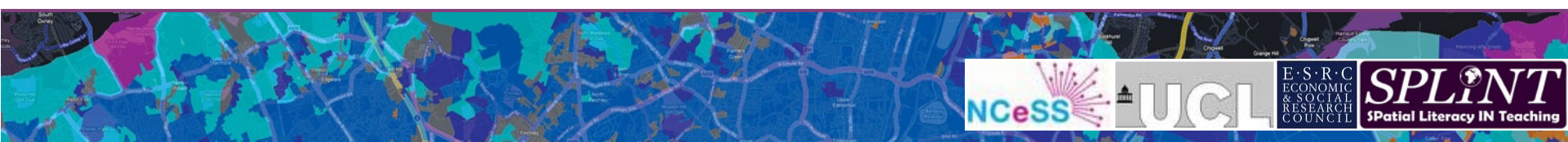
#### ENGLAND

▶ Father 'unfit' to be interviewed

#### BBC NEWS: VIDEO AND AUDIO



No joke: English wine no longer laughing





**SunShop**  
ENGLAND Training Shirt  
As seen on Soccer Aid

**SunWORLD**  
Travel Deals  
News & Guides

Great deals on  
European city breaks!

**Sun POKER**  
PLAY POKER LIKE  
THE PROS!  
POKER SCHOOL NOW OPEN

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**NEWS**

**Lady Macca's  
porno shame**  
Porno past  
of Sir Paul's  
estranged wife

**SPORT**

**We can beat  
world champs**  
I'll do Crouchy  
dance if we win  
cup says Sven

**BIZARRE**

**Hit the net for  
Sun anthem**  
Buy World Cup  
song for just  
20p online

**SUN LOCAL**

**Best free ads in  
your area**  
Post ads for  
free and search  
millions of ads

**LIFE**

**Girls Aloud**

## Wayne is chavviest name

By EMILY HASSALL

THE most chavvy surnames in Britain are Riddock, Rushford, Brownley, Dinsdale and Parveen, a study reveals.

And they are matched by the first names Wayne, Kayleigh, Toyah, Dwayne and Zowie.

Researchers at University College London rated 26,000 names in order of social status based on income, house value, education and health.

Top came chocolate-making family Cadbury.

The poshest in England's World Cup squad were Frank Lampard and Peter Crouch, whose names put them above 96 per cent of the population.

Wayne Rooney scored in the bottom five per cent.

Posh Spice Victoria Adams was in the top 39 per cent until she wed David Beckham — and moved to the bottom 29 per cent.

Check out your name at [www.spatial-literacy.org/UCLnames/Surnames.aspx](http://www.spatial-literacy.org/UCLnames/Surnames.aspx).

**FULL NEWS INDEX**  
Lady Macca's porno past  
7/7 failures slammed  
One day I'll be a dancer ..  
Web watches US border  
Superstar singer is Pin-k

Sponsored Links  
**The Morgan Stanley Card ...**  
An interest rate of 0%  
for 6 months on  
purchases and balance  
transfers. No...  
[www.morganstanley...](http://www.morganstanley...)

**Royal Bank of Scotland...**  
0% on purchases and  
balance transfers for  
first 9 months. Typical  
16.9%...  
[www.rbs.co.uk](http://www.rbs.co.uk)

**Sun DOKU**  
PLAY TODAY'S  
ONLINE PUZZLE

**SEEN A STORY?**  
SEND US YOUR  
MOBILE PHONE  
PICS

**NORWICH UNION**

Leicester Mercury

blackpooltoday

MacUser

BBC NEWS

EDP 24

BBC RADIO SCOTLAND

Daily Mail  
24 HOURS A DAY

HAVE I GOT NEWS  
FOR YOU

BBC RADIO 2  
88-91FM Online

METRO.co.uk

Loughborough Echo



www.timesonline.co.uk  
TIMES ONLINE  
The best of The Times and The Sunday Times, in real time

PC PRO  
COMPUTING IN THE REAL WORLD

expressandstar.com

The Guardian Weekly

THE Sun

Guardian Unlimited

Swindon Advertiser

EVENING POST

Scunthorpe Telegraph

BBC RADIO LINCOLNSHIRE

ic Wales.co.uk  
The national website of Wales

COMPUTER SHOPPER  
BRITAIN'S BIGGEST COMPUTER MAGAZINE

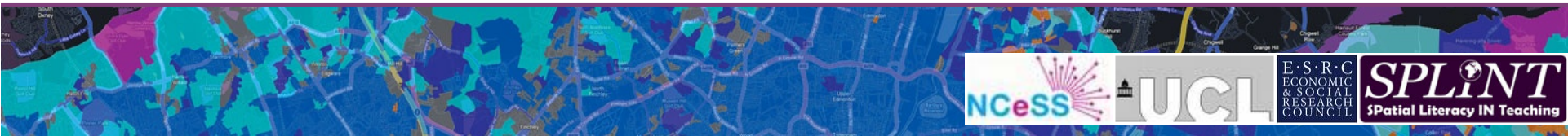
sundayherald

TimeOut  
London

innovations report

Chronicle Live

BBC NEWS  
Midlands Today



NCESS

UCL

E·S·R·C  
ECONOMIC & SOCIAL  
RESEARCH  
COUNCIL

SPLINT  
SPatial Literacy IN Teaching



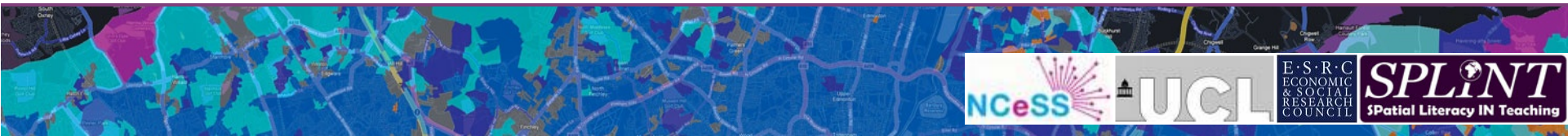


© Crown Copyright/database right 2007. An Ordnance Survey/EDINA supplied service. © Copyright 2007 by <http://www.publicprofiler.org> Map created by Maurizio Gibbi

KEY	
1.	SMITH Lerwick
2.	JONES Llandudno
3.	WILLIAMS Llandudno
4.	BROWN Galashiels
5.	TAYLOR Oldham
6.	DAVIES Swansea
7.	WILSON Kilmarknock
8.	EVANS Swansea
9.	THOMAS Swansea
10.	ROBERTS Llandudno
11.	JOHNSON Lerwick
12.	WALKER Wakefield
13.	WRIGHT Norwich
14.	ROBINSON Darlington
15.	THOMPSON Newcastle upon Tyne
16.	HUGHES Llandudno
17.	WHITE Dorchester
18.	EDWARDS Llandudno
19.	HALL Durham
20.	PATEL Harrow
21.	GREEN Wigan
22.	MARTIN Harris
23.	LEWIS Llandrindod Wells
24.	WOOD Huddersfield
25.	JACKSON Carlisle
26.	CLARKE Ipswich
27.	HARRIS Newport
28.	CLARK Dundee
29.	SCOTT Galashiels
30.	TURNER Wolverhampton
31.	HILL Dudley
32.	MOORE Norwich
33.	COOPER Walsall
34.	MORRIS Shrewsbury
35.	WARD Lincoln
36.	WATSON Sunderland
37.	MORGAN Llandrindod Wells
38.	ANDERSON Lerwick
39.	HARRISON York
40.	KING Colchester
41.	CAMPBELL Harris
42.	YOUNG Galashiels
43.	MITCHELL Dundee
44.	BAKER Taunton
45.	JAMES Swansea
46.	KELLY Glasgow
47.	ALLEN Leicester
48.	BELL Carlisle
49.	PHILLIPS Swansea
50.	LEE West central London

# Onomap ethnicity

- 10.8m family names and 6.5m given names
- 28 countries
- Classification and cleaning (slide – database and global map)
  - CEL groups(70) and sub-groups (189)
  - Dynamic (e.g. HES), disaggregate, objective/transparent
  - Name bonds

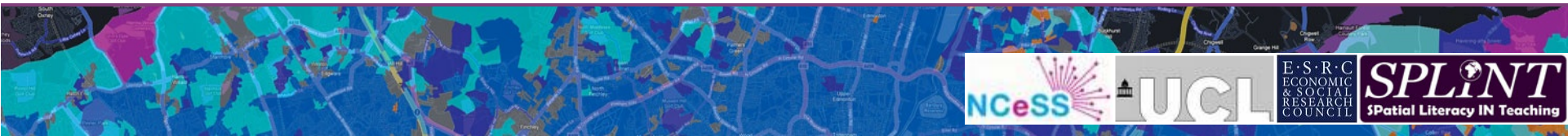






# Classification through consultation: the E-Society

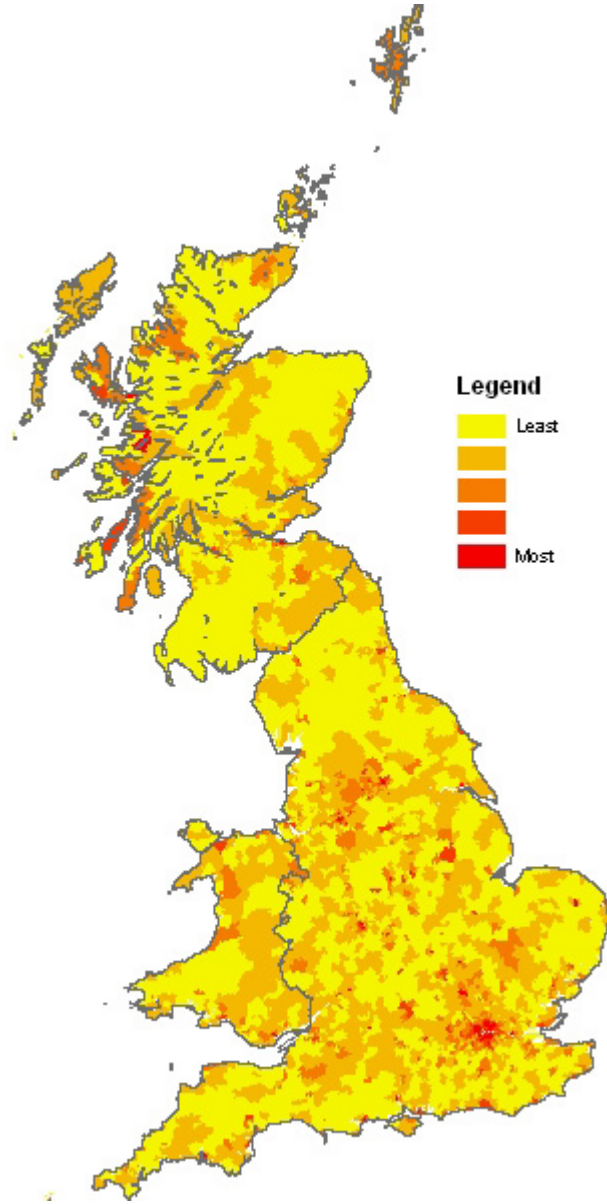
- Conventional geodemographics
- Consultation through relevant media





# Group C : Becoming engaged

Members of this Group often acquire their competence in the use of information technology at work, since many of them are young people working in junior white collar occupations in modern offices. They are keen to become more expert in the use of new technologies and to use them for new applications. Many spend time browsing the Internet but without necessarily making many transactions. Many members of this Group work in large cities and may be starting a life in a house that they own, typically in one of the cheaper inner suburbs. Their use of the Internet at work may be a practice that their employers may be keen to control or reduce.







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## Technology

Last Updated: Tuesday, 8 August 2006, 14:11



Britain reveals academic household to the technology



### Photo messaging is 'on the rise'

More and more photographs are being sent via camera phones over mobile networks, says research.



Sony wireless device who u

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Last Updated: Tuesday, 8 August 2006, 13:38 GMT 14:38 UK

E-mail this to a friend

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## Britain's digital tribes revealed

By Jonathan Fildes  
Science and technology reporter, BBC News

### Households in Britain can be classified into 23 "e-types" depending on their access to technology, say researchers.

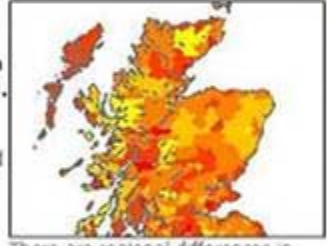
E-types include mobile explorers, the e-committed and rational utilitarians.

The researchers, from University College London (UCL), say the profiles could be used to inform future policies on access to digital technology.

Every postcode in Britain has been assigned a classification which people can check online to see if they agree with the researcher's analysis.

"What really emerges is that almost all of the types have some interaction with technology," said Professor Paul Longley, who led the study at UCL. "In a sense we are all digital now"

### Digital divide



There are regional differences in people's access to technology

#### SEE ALSO

- UK project to deliver rural net 15 May 06 | Science/Nature
- Insight into UK's digital habits 27 Apr 06 | Technology
- Mobiles aid drive for development 16 Feb 06 | Technology
- Half of Wales 'has no web access' 26 Jan 06 | Wales

#### RELATED INTERNET LINKS

- UCL
  - ESRC
  - Check your postcode (may be slow due to heavy traffic)
  - Experian
- The BBC is not responsible for the content of external internet sites

#### TOP TECHNOLOGY STORIES

- Britain's digital tribes revealed
- Photo messaging is 'on the rise'
- Sony taps instant message crowd

#### MOST POPULAR STORIES NOW

MOST E-MAILED MOST READ

Deaths confirmed in M25 accident

#### DON'T MISS



**Internet timeline**  
Interactive highlights from the last 15 years of the web



**Unwired world**  
Testing out Google's free wi-fi service in California



**Night frights**  
Forbidden Siren returns to haunt gamers again

#### VIDEO AND AUDIO NEWS

HIDE

#### AUDIO CHOICE

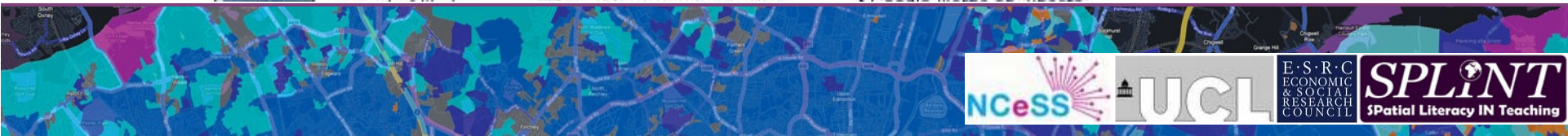
mums.net Chatroom for mums

#### HEADLINES

Philippine volcano erupts

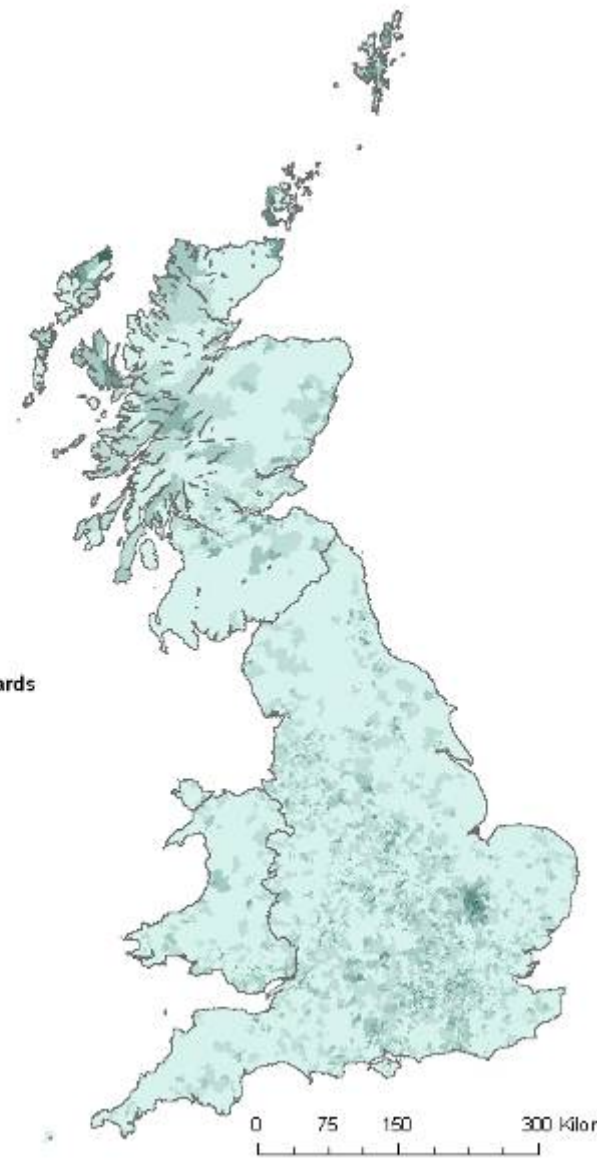
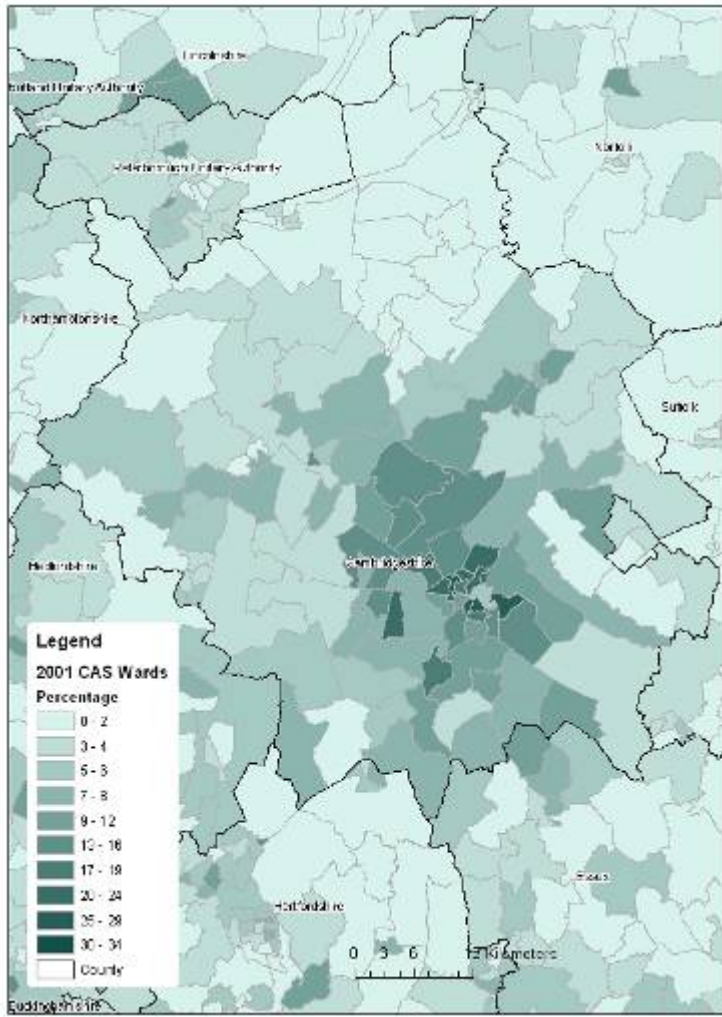
#### MOST POPULAR STORIES

Most read Technology stories from each of the past five days





# Where is the E-Society?





## **William Orbit**

**William Orbit is the soothing electro wizzard who helped re-ignite Madonna's career by producing and co-writing her 'Ray Of Light' album. Orbit's new album 'Hello Waveforms' – the follow-up to 2000's 'Pieces In A Modern Style' – is out on Monday February 20.**

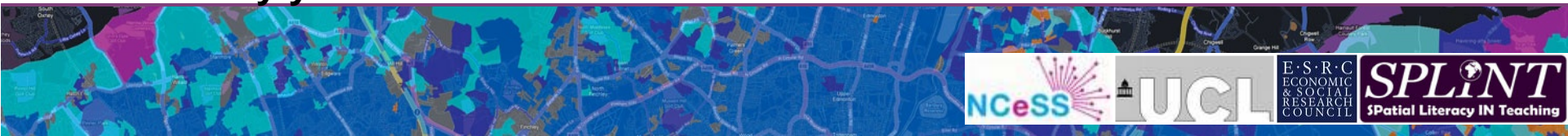
## **What's your favourite city?**

You'll think I'm sucking up, but it's London. No question. I've lived abroad, but I'm back now and living in the centre of London. I love it.

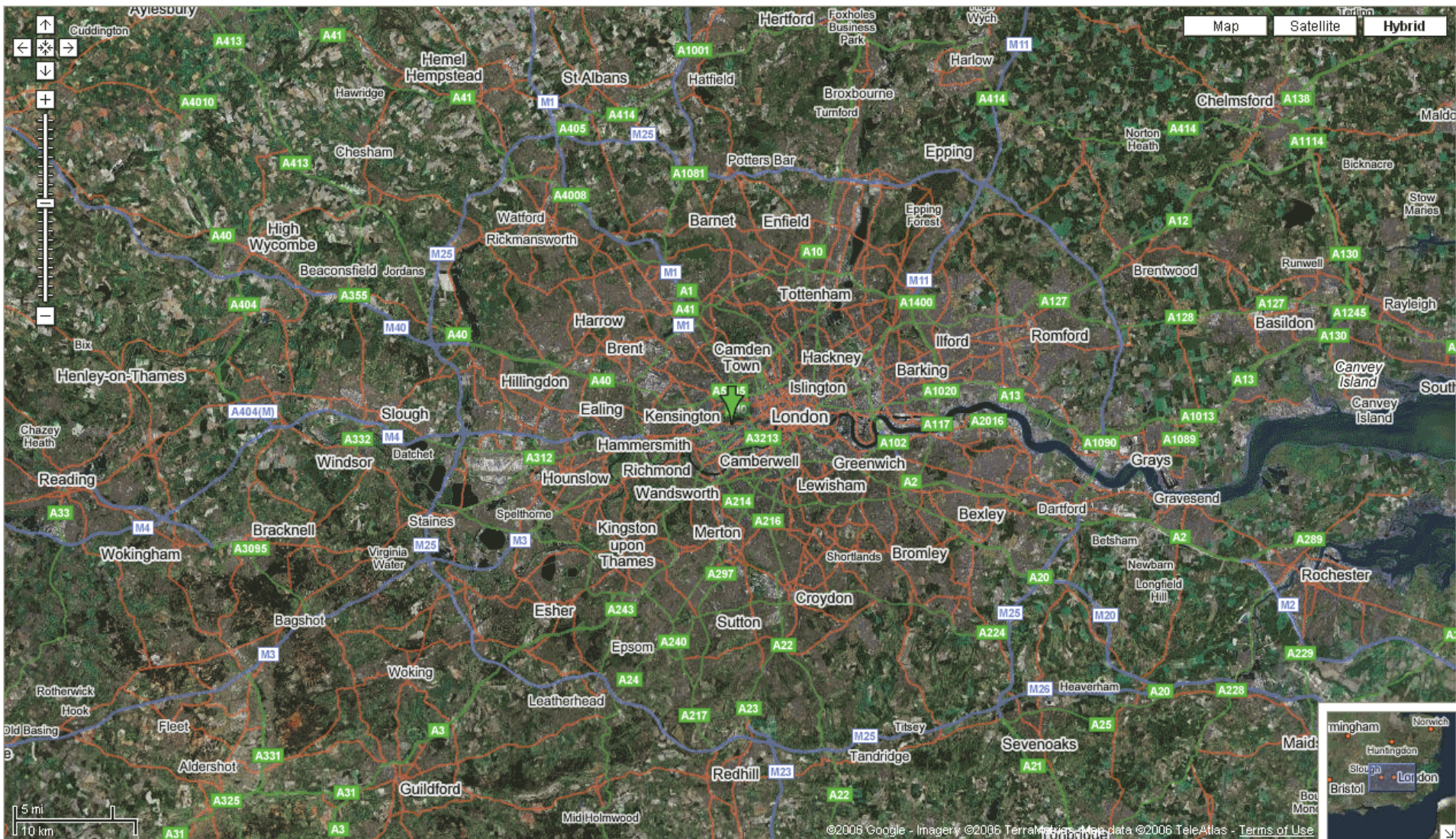
## **Favourite website?**

I've discovered one today that tells you where people with the same surname as you live in the UK ([spatial-literacy.org](http://spatial-literacy.org))

## **Presumably your real surname isn't Orbit?**





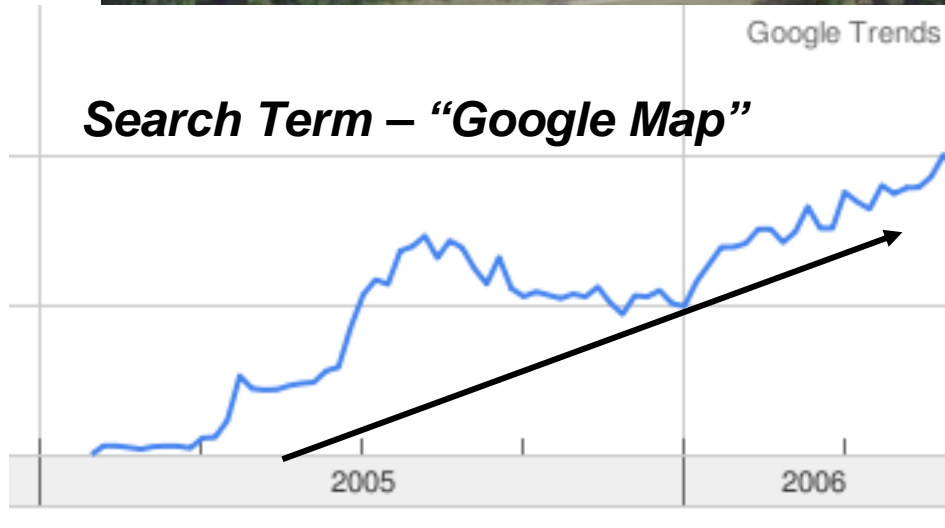


This block contains four logos arranged horizontally. From left to right: 1. NCESS logo, featuring the text 'NCESS' in a stylized font with a network diagram above it. 2. UCL logo, featuring the text 'UCL' in a bold, sans-serif font. 3. E.S.R.C logo, featuring the text 'E.S.R.C ECONOMIC & SOCIAL RESEARCH COUNCIL' in a stacked format. 4. SPLINT logo, featuring the text 'SPLINT Spatial Literacy IN Teaching' with a globe icon above the word 'SPLINT'.



- 30K Developer Sites in first 12 months using Google Maps API
  - 51 million independent web mentions of Google Map API
  - 130K Blog Posts in first 12 months mentioning Google Maps
  - 1 billion installs (downloads?) in first 12 months Google Earth
  - 67cm resolution satellite photos for 30% of Earth's population
- Michael Jones (Google Chief Technical Officer) - 2006

**Search Term – “Google Map”**



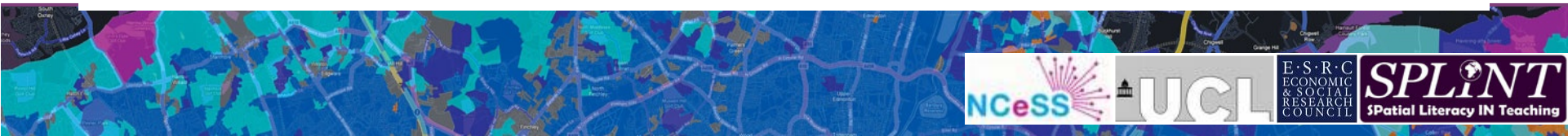
Source: <http://meharties.blogspot.com/2006/07/geoweb-2006-day-5-keynote-address-and.html>



# Some Prospects

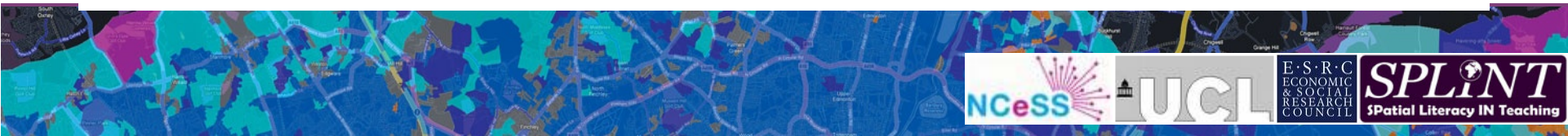
- Comprehensive local area profiling

**LONDON PROFILER**



# Our Data

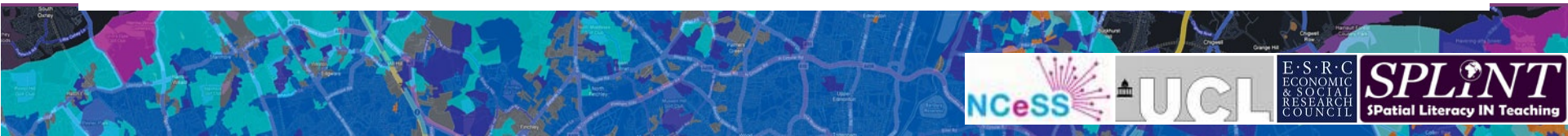
- e-Society Classification - OA
- Output Area Classification – OA
- Higher Education – Wards
- Multicultural Atlas London – OA
- Index Multiple Deprivation – SOA
- Health – Parliamentary Constituency
- Metropolitan Police - Ward





# Map Features

- Select by Borough – Local Authority
- Search by Postcode
- Add your own KML files – Overlay
- Menu / Data Selection
- Meta Data – Geospatial Analysis Online!



# Composite Map

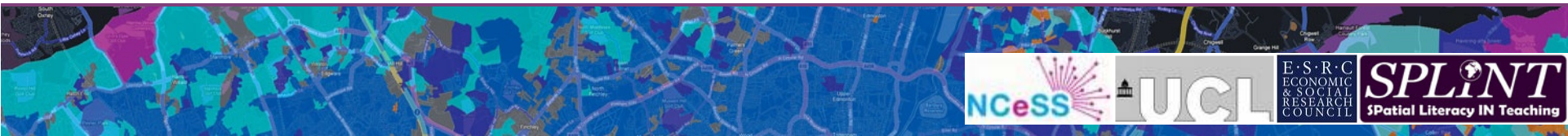
Google<sup>TM</sup><sub>UK</sub> Roads & Gazetteer



*Our Data*



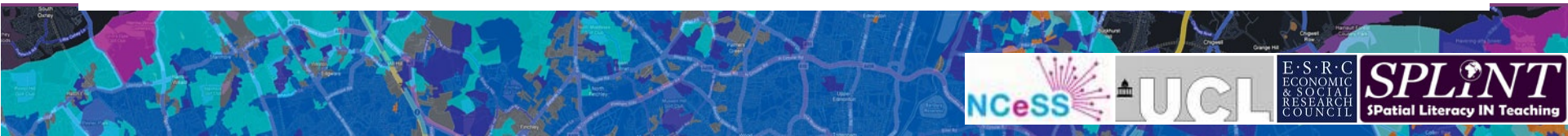
Google<sup>TM</sup><sub>UK</sub> Satellite Data





# Map Features

- Select by Borough – Local Authority
- Search by Postcode
- Add your own KML files – Overlay
- Menu / Data Selection
- Meta Data – Geospatial Analysis Online





# LONDON PROFILER

BETA VERSION

Postcode  Go! - SELECT A BOROUGH -



- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





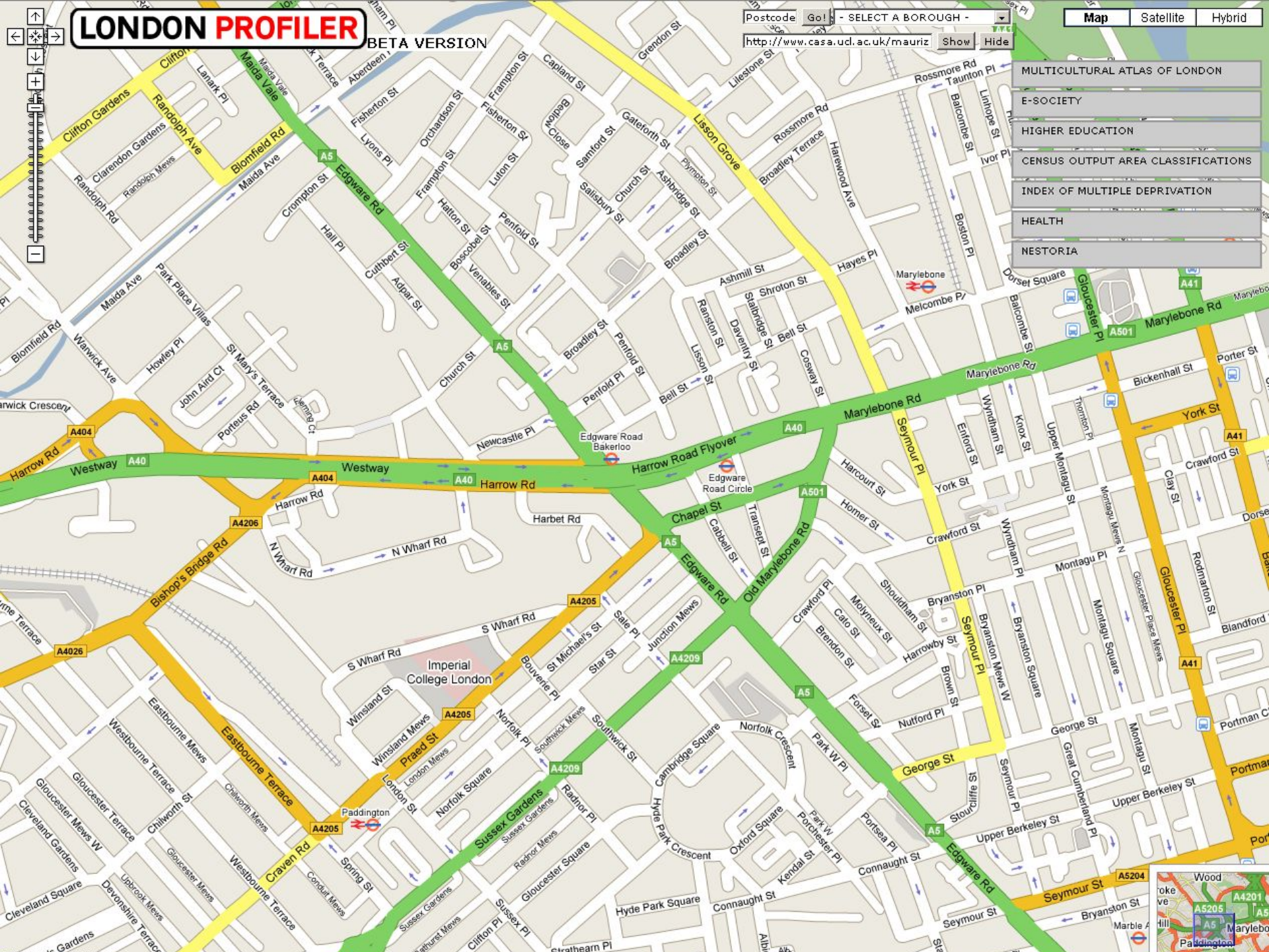
# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -

Map  Satellite  Hybrid

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -

Map Satellite Hybrid  
0% 25% 50% 75% 100%

TURKISH POPULATION - OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON

- 0 - 5%
- 5% - 10%
- 10% - 20%
- 20% - 30%
- 30% - 50%
- > 50%

Help

Turkish

E-SOCIETY

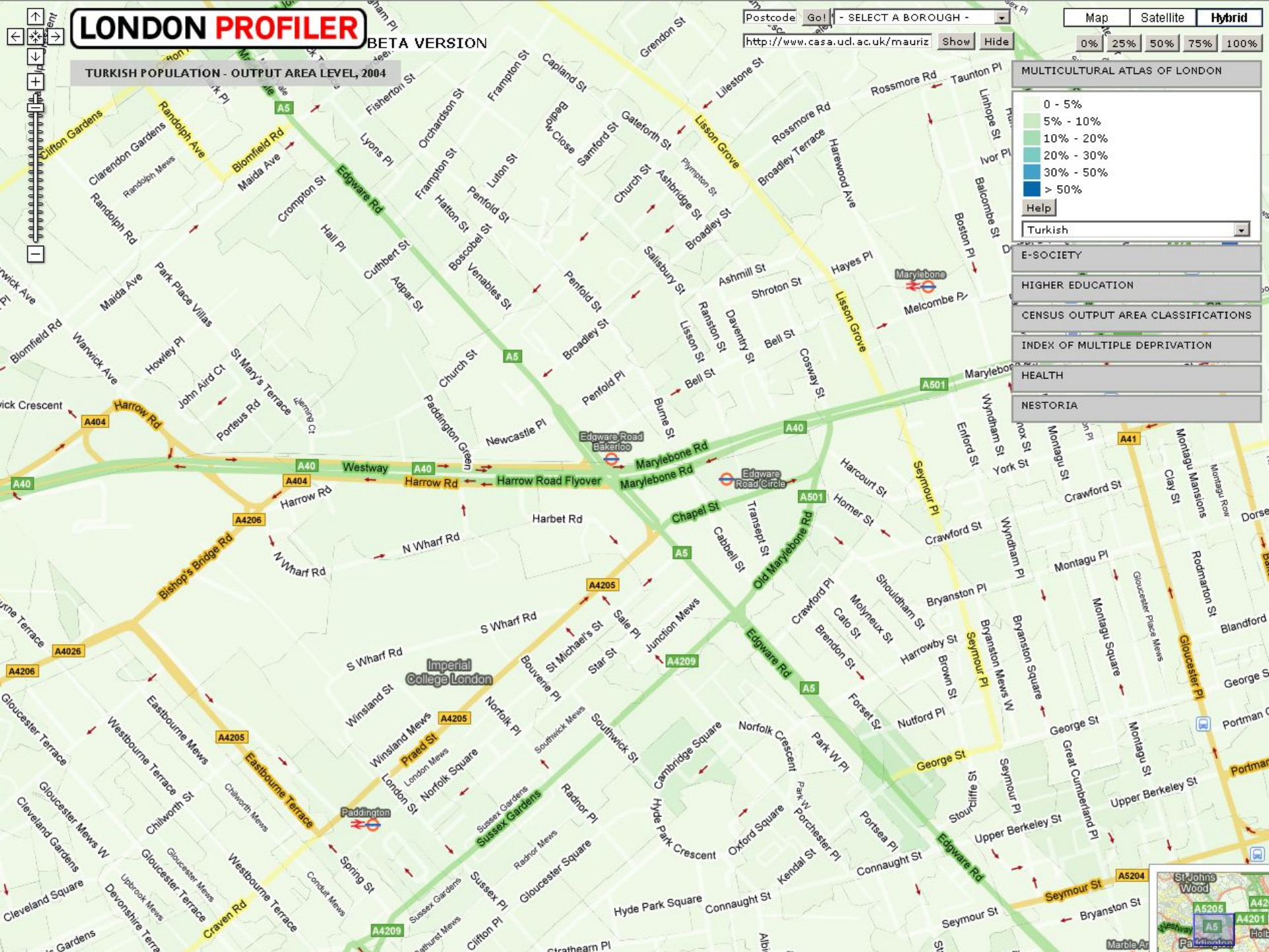
HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

INDEX OF MULTIPLE DEPRIVATION

HEALTH

NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

Map Satellite Hybrid  
0% 25% 75% 100%

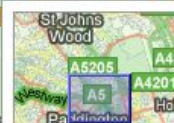
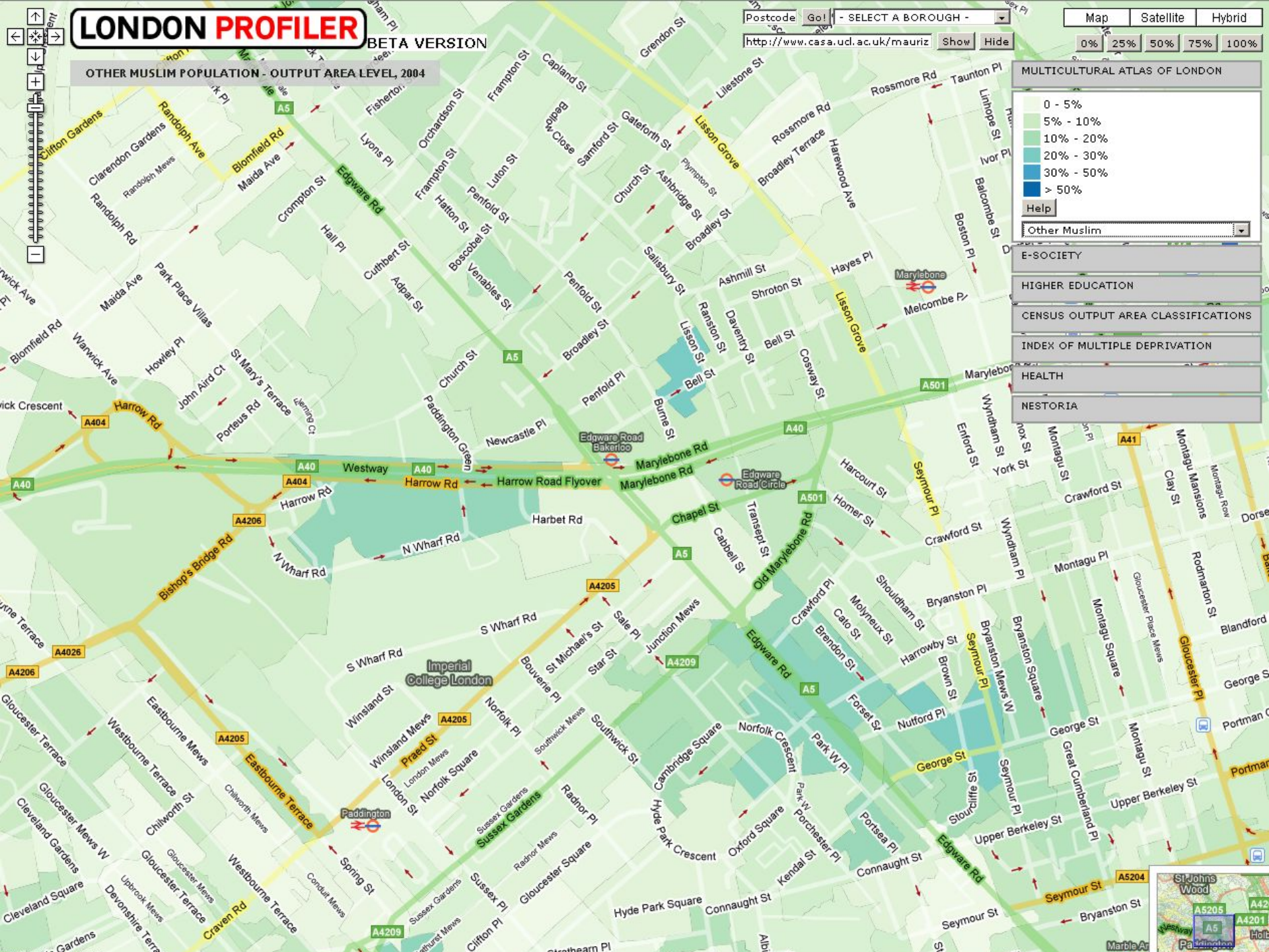
OTHER MUSLIM POPULATION - OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON

- 0 - 5%
- 5% - 10%
- 10% - 20%
- 20% - 30%
- 30% - 50%
- > 50%

Other Muslim

- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -

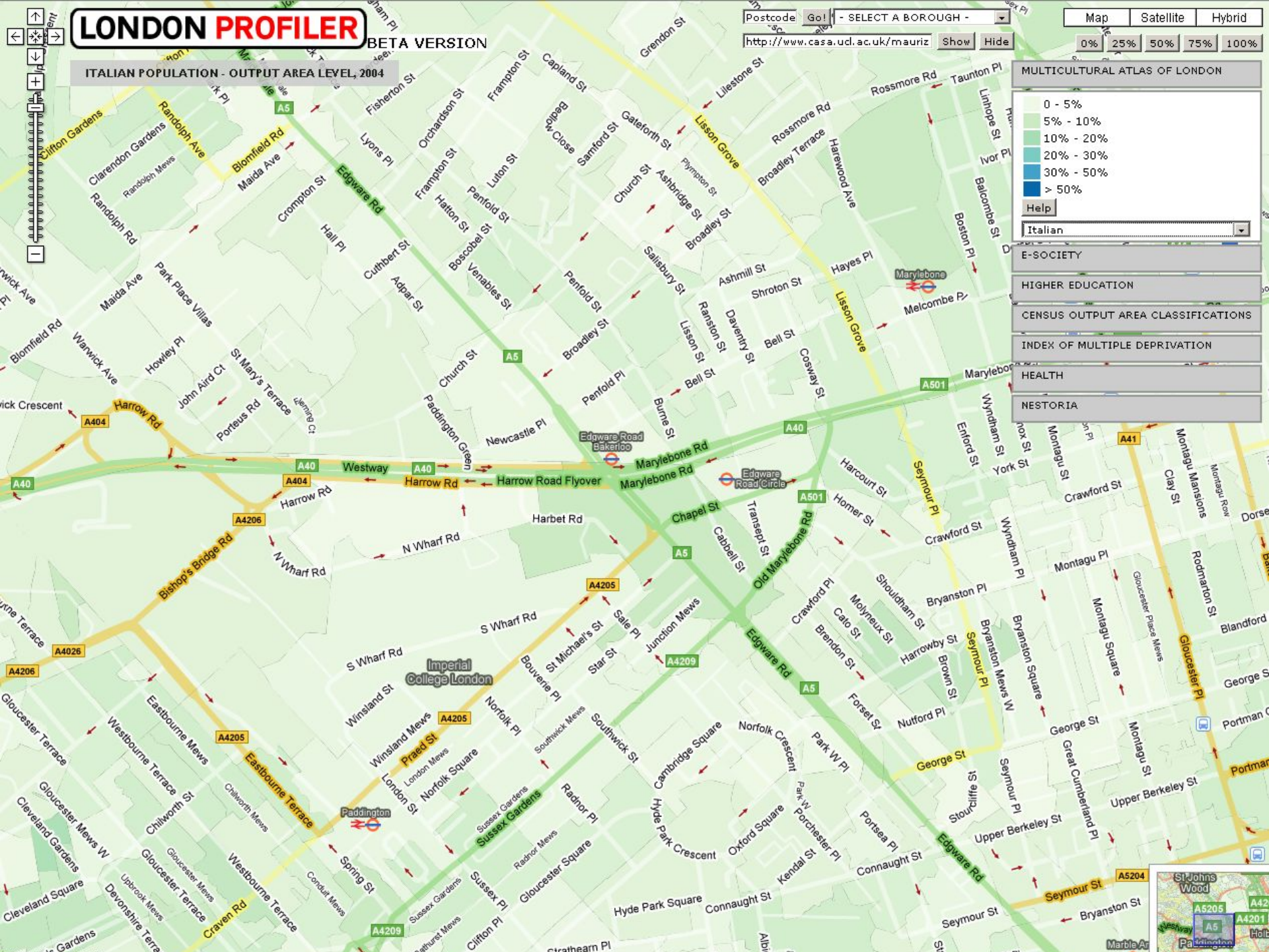
Map Satellite Hybrid  
0% 25% 50% 75% 100%

ITALIAN POPULATION - OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON



- Italian
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
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# LONDON PROFILER

BETA VERSION

Postcode  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

Map Satellite Hybrid  
0% 25% 50% 75% 100%

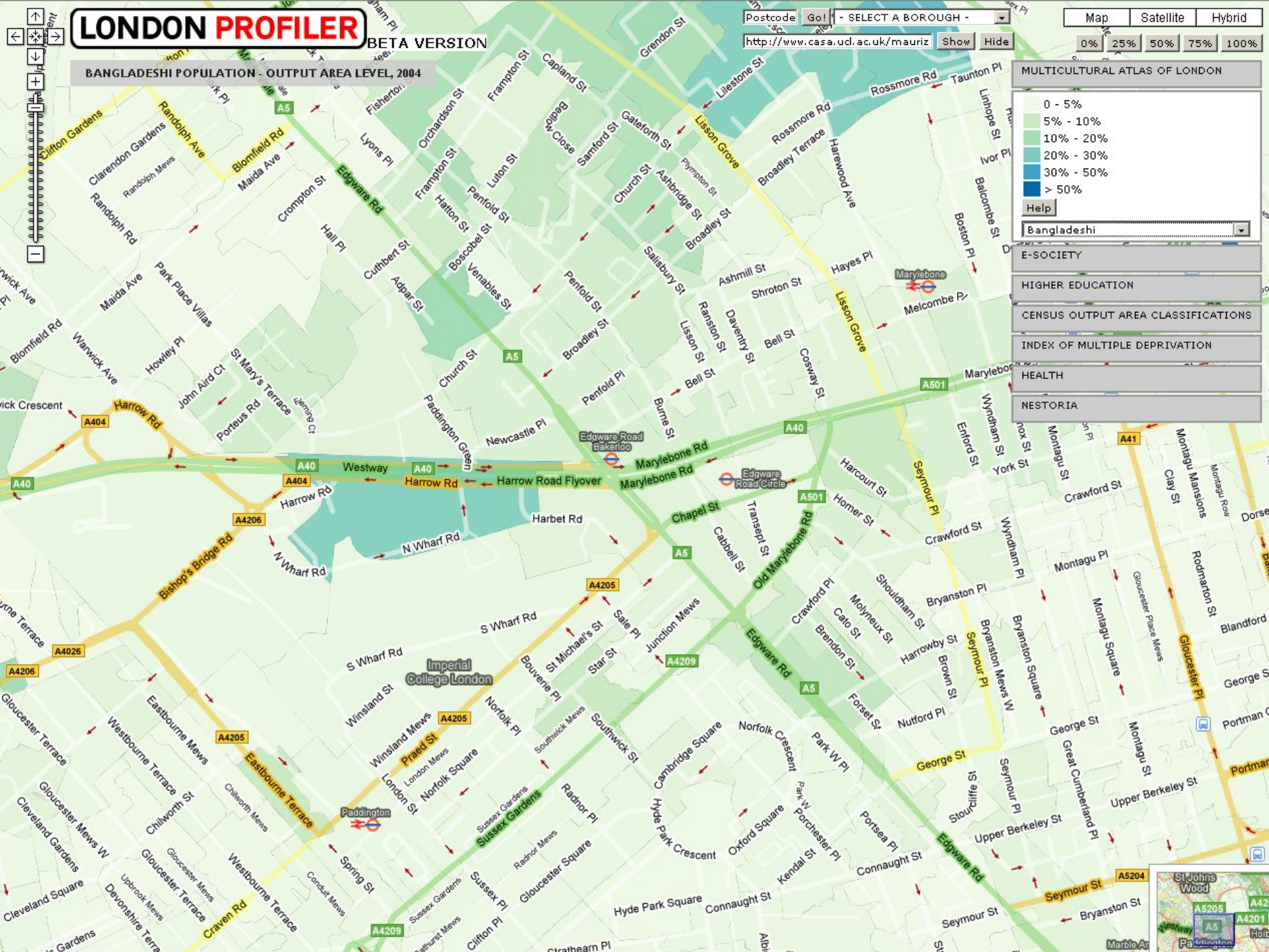
BANGLADESHI POPULATION - OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON

- 0 - 5%
- 5% - 10%
- 10% - 20%
- 20% - 30%
- 30% - 50%
- > 50%

Help  
Bangladeshi

- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





# LONDON PROFILER

BETA VERSION

POLISH POPULATION - OUTPUT AREA LEVEL, 2004

Postcode:  - SELECT A BOROUGH -

Map Satellite Hybrid  
0% 25% 50% 75% 100%

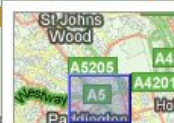
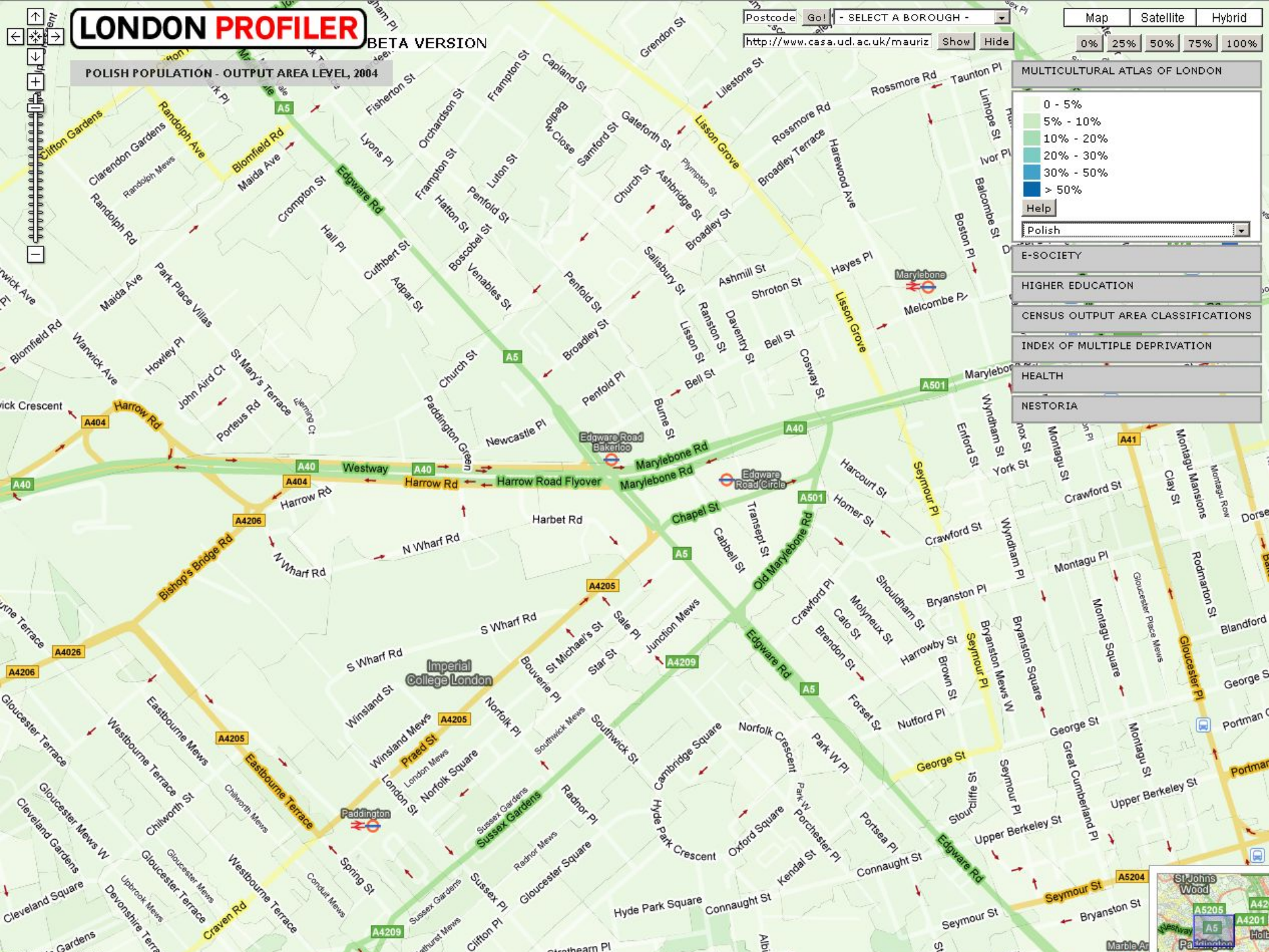
MULTICULTURAL ATLAS OF LONDON

0 - 5%  
5% - 10%  
10% - 20%  
20% - 30%  
30% - 50%  
> 50%

Help

Polish

- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

Map Satellite Hybrid  
0% 25% 50% 75% 100%

LIVES WITH PARENTS DURING TERM TIME (%) - CENSUS 1991 WARD LEVEL, 2006

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

0% - 20% (20%)
21% - 29% (40%)
30% - 37% (60%)
38% - 47% (80%)
48% - 82% (100%)

Help

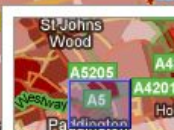
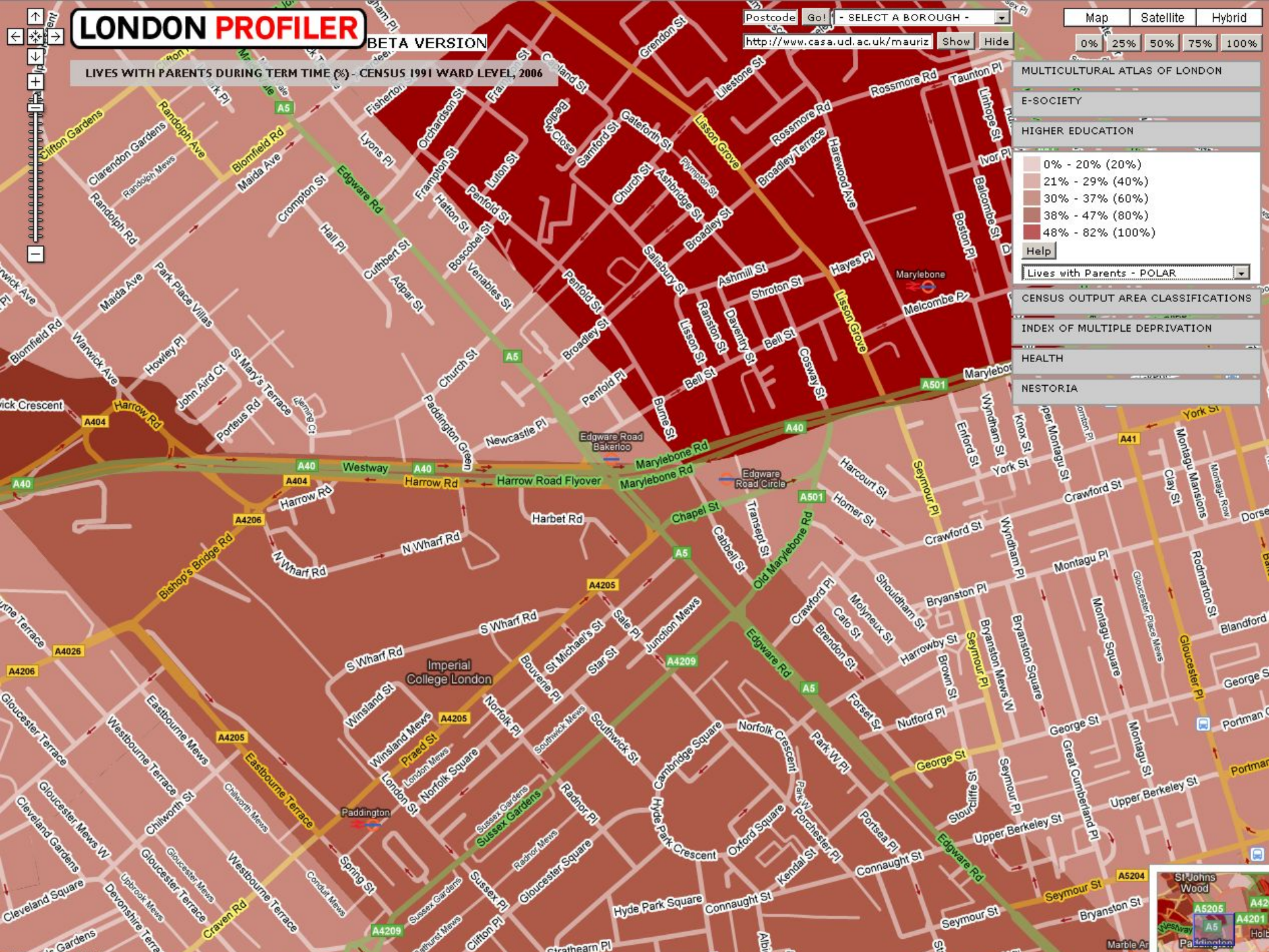
Lives with Parents - POLAR

CENSUS OUTPUT AREA CLASSIFICATIONS

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# LONDON PROFILER

BETA VERSION

Postcode  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz> Show Hide

Map Satellite Hybrid  
0% 25% 50% 75% 100%

LIVES WITH PARENTS DURING TERM TIME (%) - CENSUS 1991 WARD LEVEL, 2006

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

0% - 20% (20%)
21% - 29% (40%)
30% - 37% (60%)
38% - 47% (80%)
48% - 82% (100%)

Help

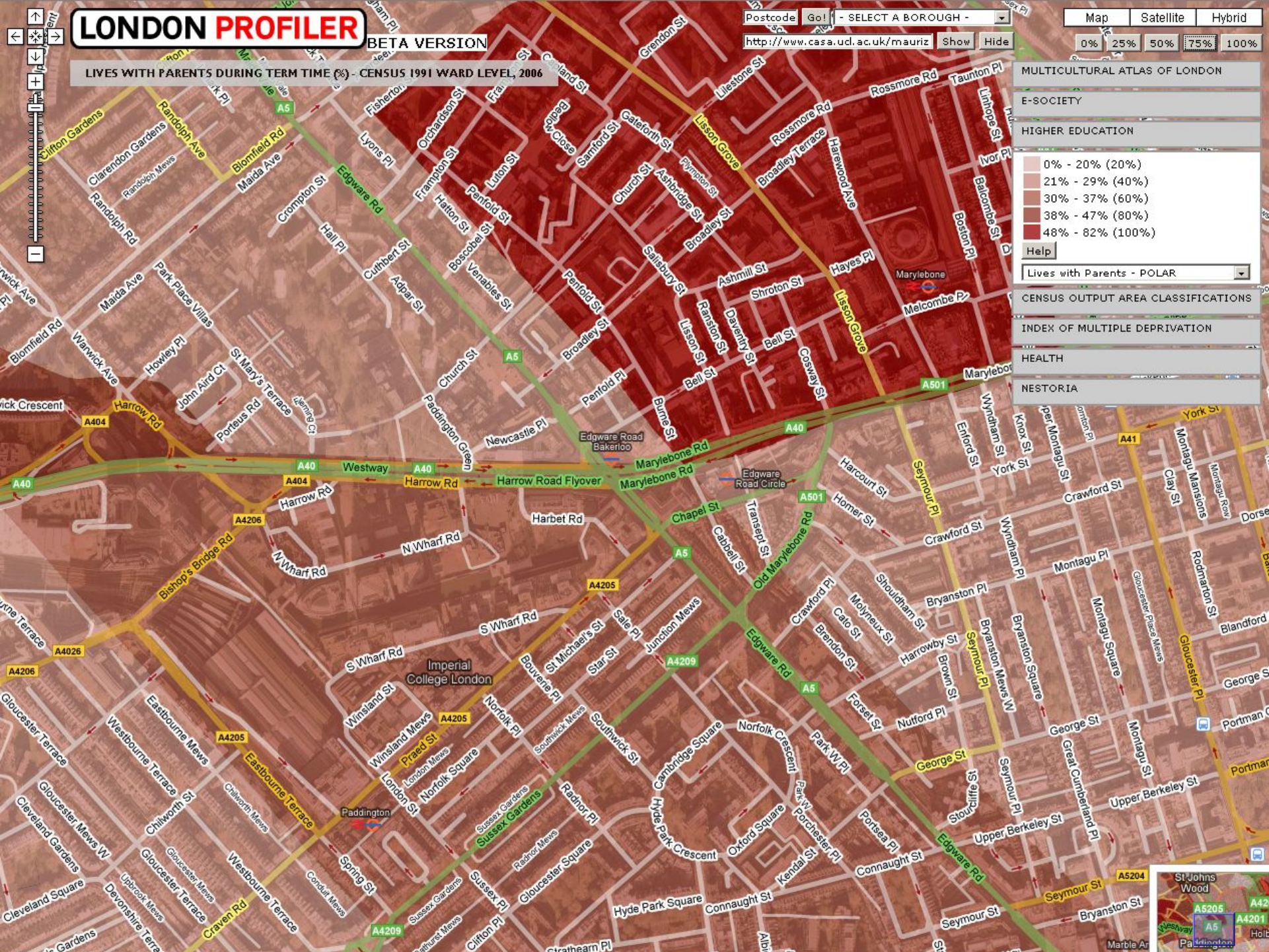
Lives with Parents - POLAR

CENSUS OUTPUT AREA CLASSIFICATIONS

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# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz> Show Hide

Map Satellite Hybrid  
0% 25% 50% 75% 100%

16-18 INSTITUTION IS AN INDEPENDENT SCHOOL (%) - CENSUS 1991 WARD LEVEL, 2006

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

0% - 6% (20%)
7% - 12% (40%)
13% - 23% (60%)
24% - 38% (80%)
39% - 96% (100%)

Help

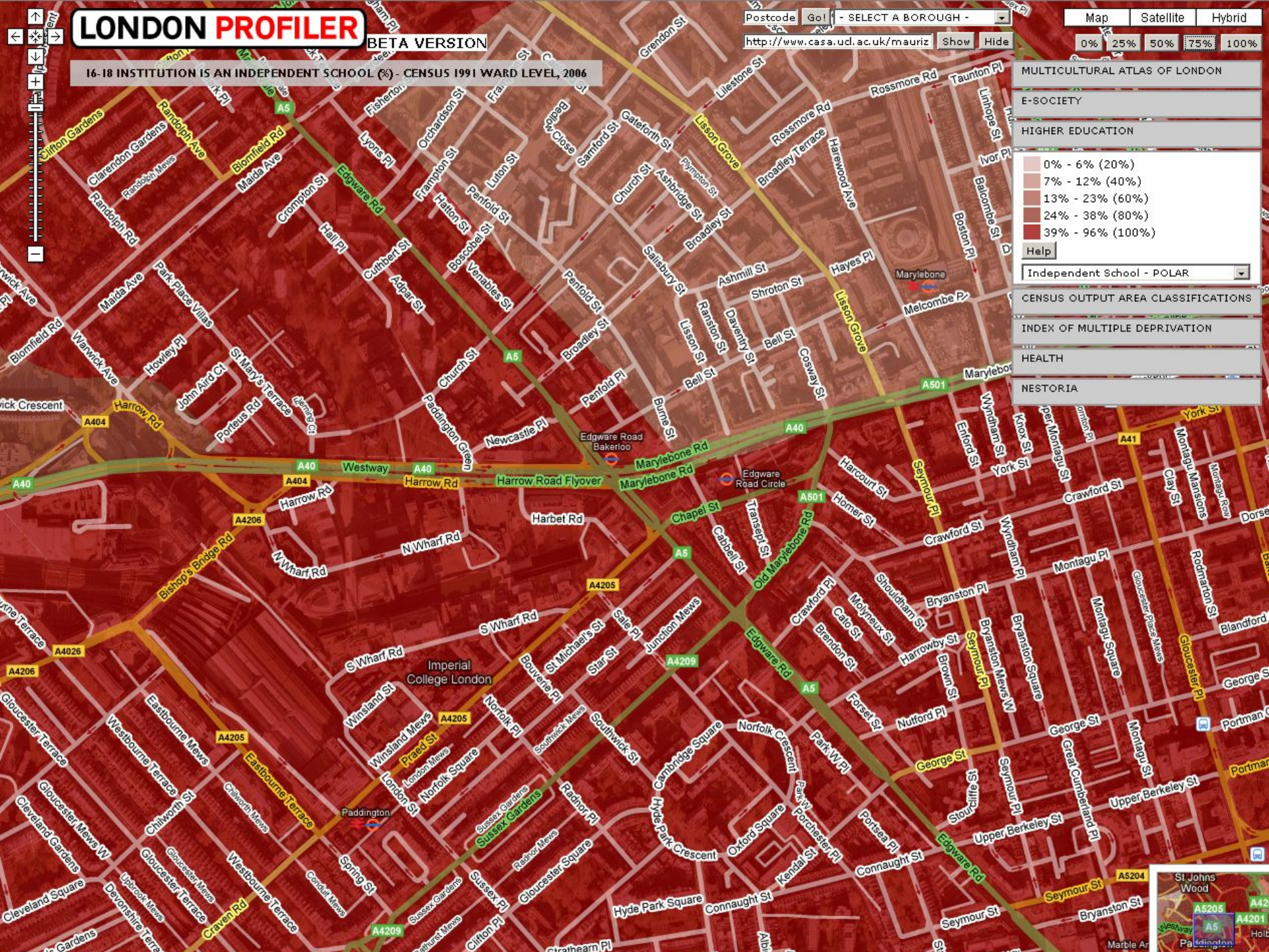
Independent School - POLAR

CENSUS OUTPUT AREA CLASSIFICATIONS

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# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -

Map Satellite Hybrid

0% 25% 75% 100%

16-18 INSTITUTION IS AN INDEPENDENT SCHOOL (%) - CENSUS 1991 WARD LEVEL, 2006

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

- 0% - 6% (20%)
- 7% - 12% (40%)
- 13% - 23% (60%)
- 24% - 38% (80%)
- 39% - 96% (100%)

Help

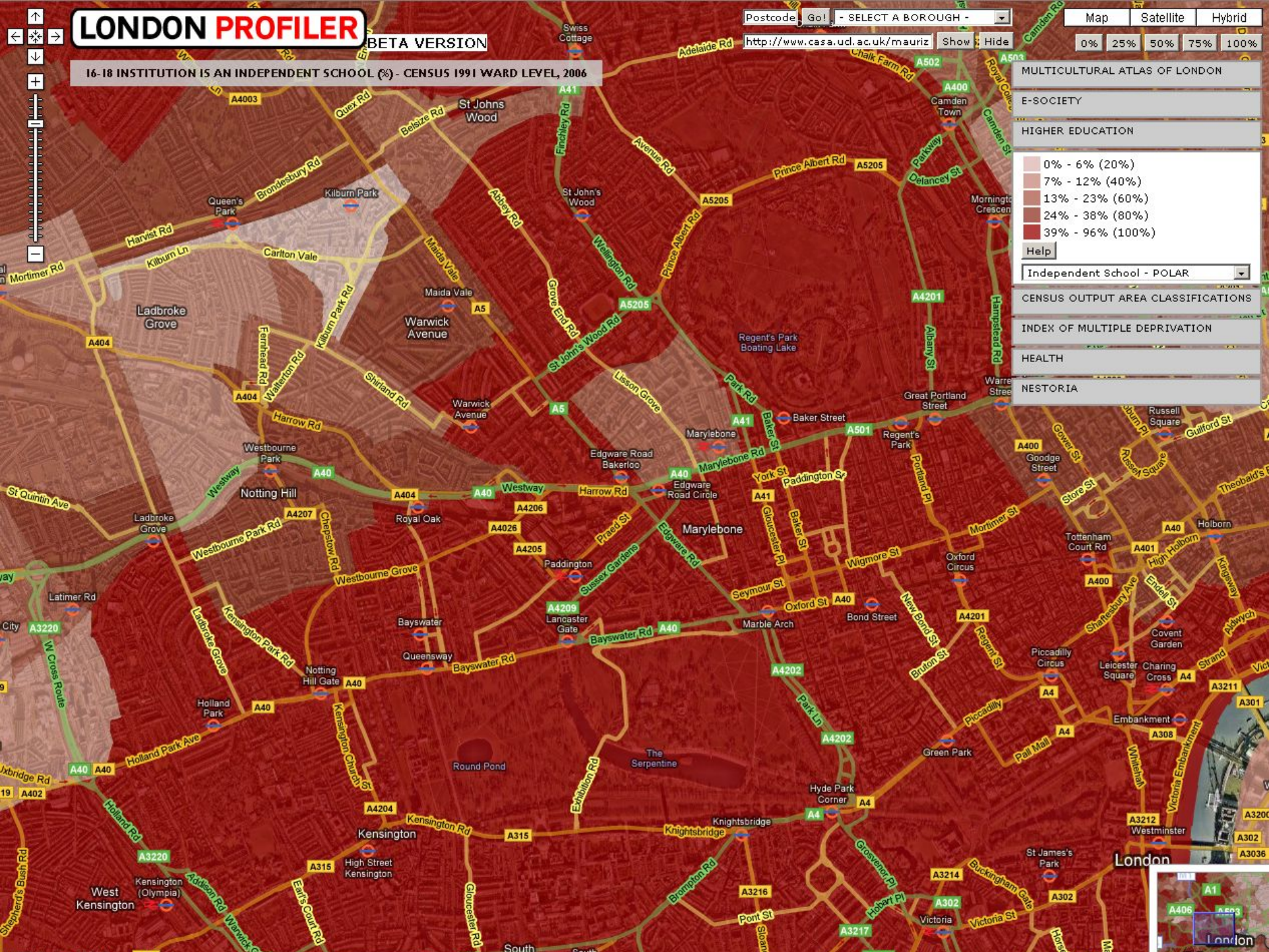
Independent School - POLAR

CENSUS OUTPUT AREA CLASSIFICATIONS

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# LONDON PROFILER

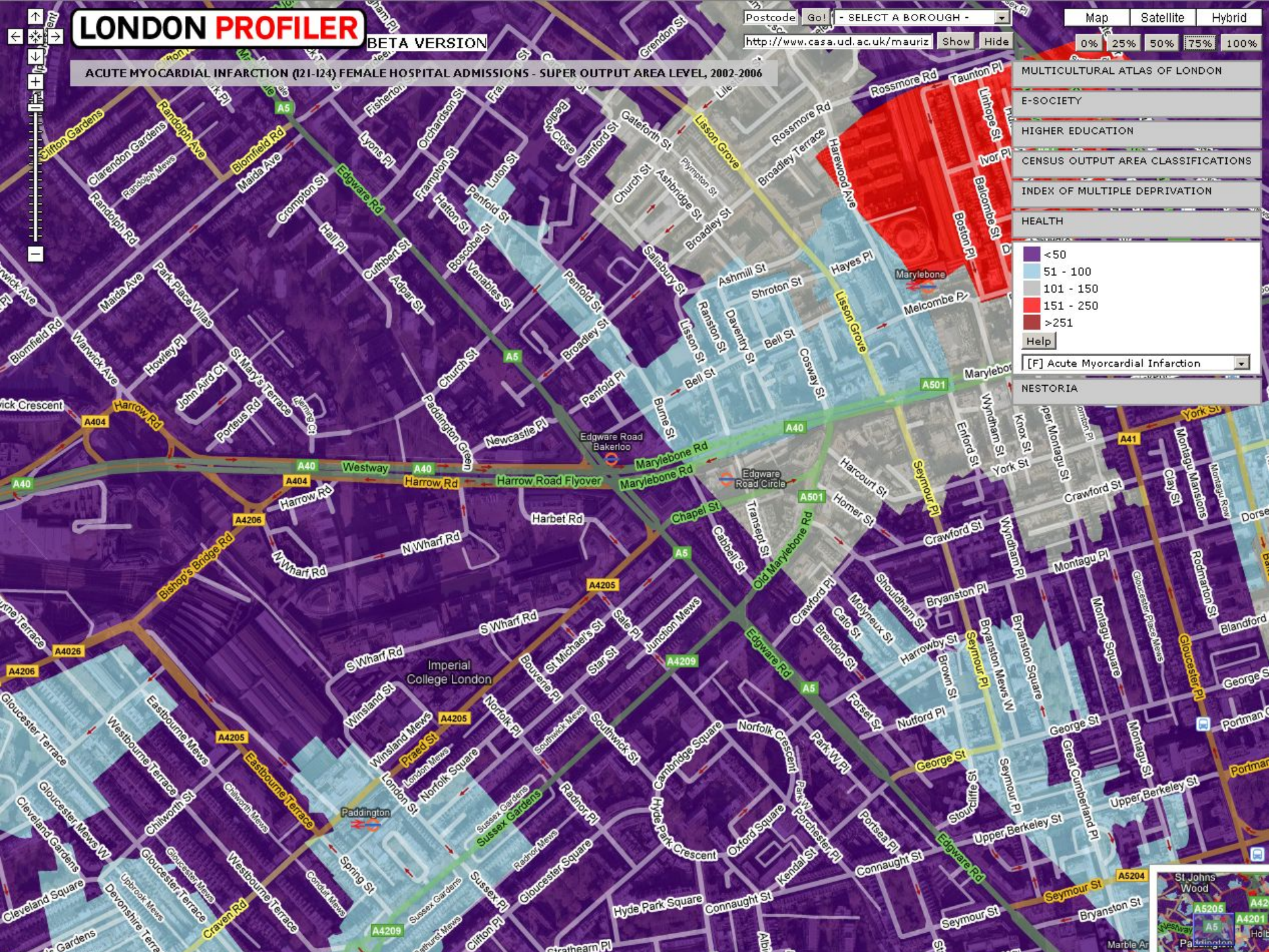
BETA VERSION

Postcode  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

Map Satellite Hybrid  
0% 25% 50% 75% 100%

ACUTE MYOCARDIAL INFARCTION (I21-I24) FEMALE HOSPITAL ADMISSIONS - SUPER OUTPUT AREA LEVEL, 2002-2006

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
  - < 50
  - 51 - 100
  - 101 - 150
  - 151 - 250
  - > 251
- Help
- [F] Acute Myocardial Infarction
- NESTORIA





# LONDON PROFILER

BETA VERSION

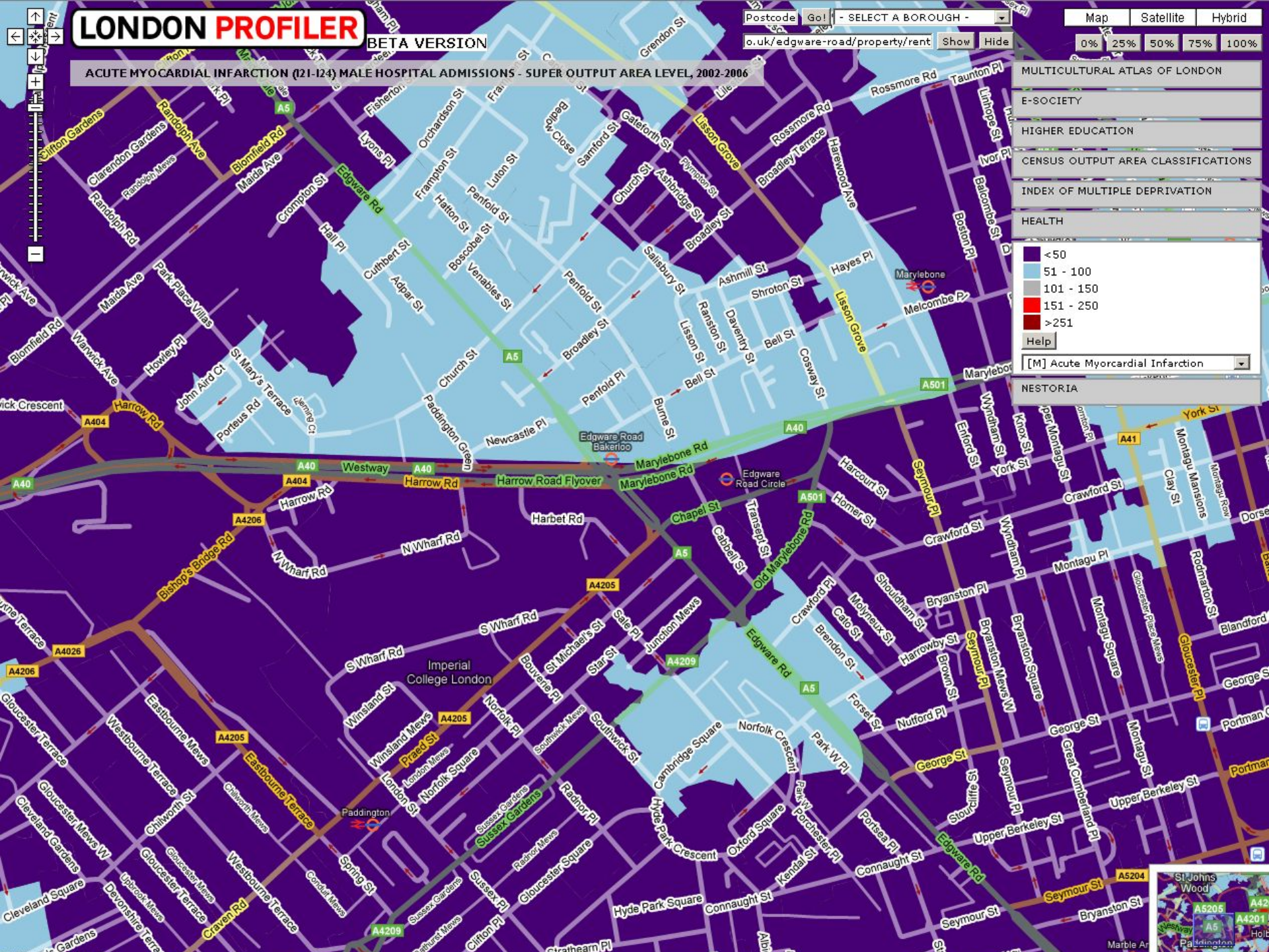
Postcode:  - SELECT A BOROUGH -

Map Satellite Hybrid

[o.uk/edgware-road/property/rent](http://o.uk/edgware-road/property/rent)

0% 25% 50% 75% 100%

ACUTE MYOCARDIAL INFARCTION (I21-I24) MALE HOSPITAL ADMISSIONS - SUPER OUTPUT AREA LEVEL, 2002-2006



MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

INDEX OF MULTIPLE DEPRIVATION

HEALTH

- < 50
- 51 - 100
- 101 - 150
- 151 - 250
- > 251

[M] Acute Myocardial Infarction

NESTORIA





# LONDON PROFILER

BETA VERSION

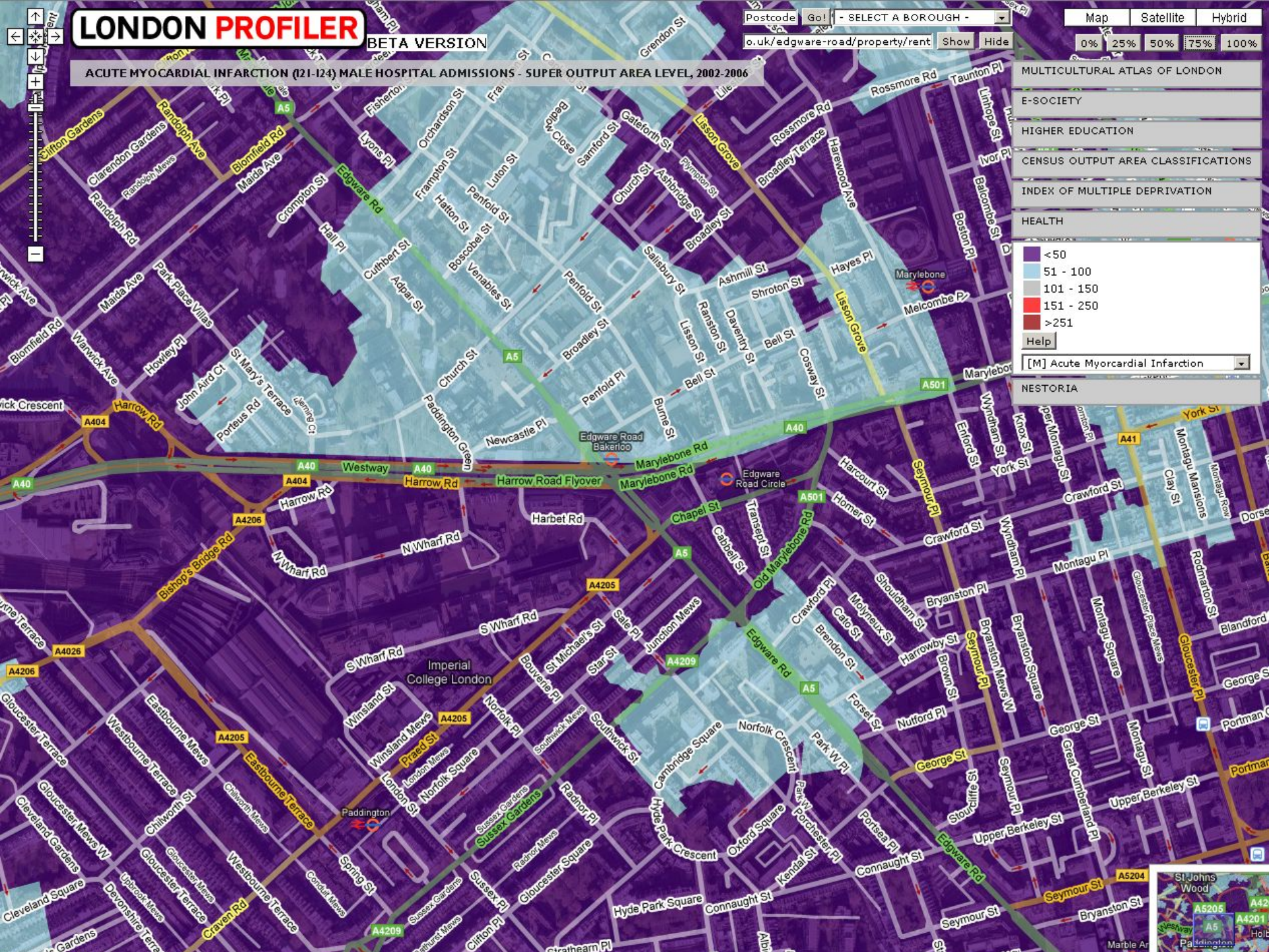
Postcode  Go! - SELECT A BOROUGH -

Map Satellite Hybrid

o.uk/edgware-road/property/rent Show Hide

0% 25% 50% 75% 100%

ACUTE MYOCARDIAL INFARCTION (I21-I24) MALE HOSPITAL ADMISSIONS - SUPER OUTPUT AREA LEVEL, 2002-2006



- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION

### HEALTH

- < 50
- 51 - 100
- 101 - 150
- 151 - 250
- > 251

Help

[M] Acute Myocardial Infarction

### NESTORIA





CRIME DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
  - 1st decile Most Deprived
  - 2nd decile
  - 3rd decile
  - 4th decile
  - 5th decile
  - 6th decile
  - 7th decile
  - 8th decile
  - 9th decile
  - 10th decile Least Deprived
- Help
- Crime
- HEALTH
- NESTORIA

**Burwood Place, W2**

BURWOOD PLACE, W2

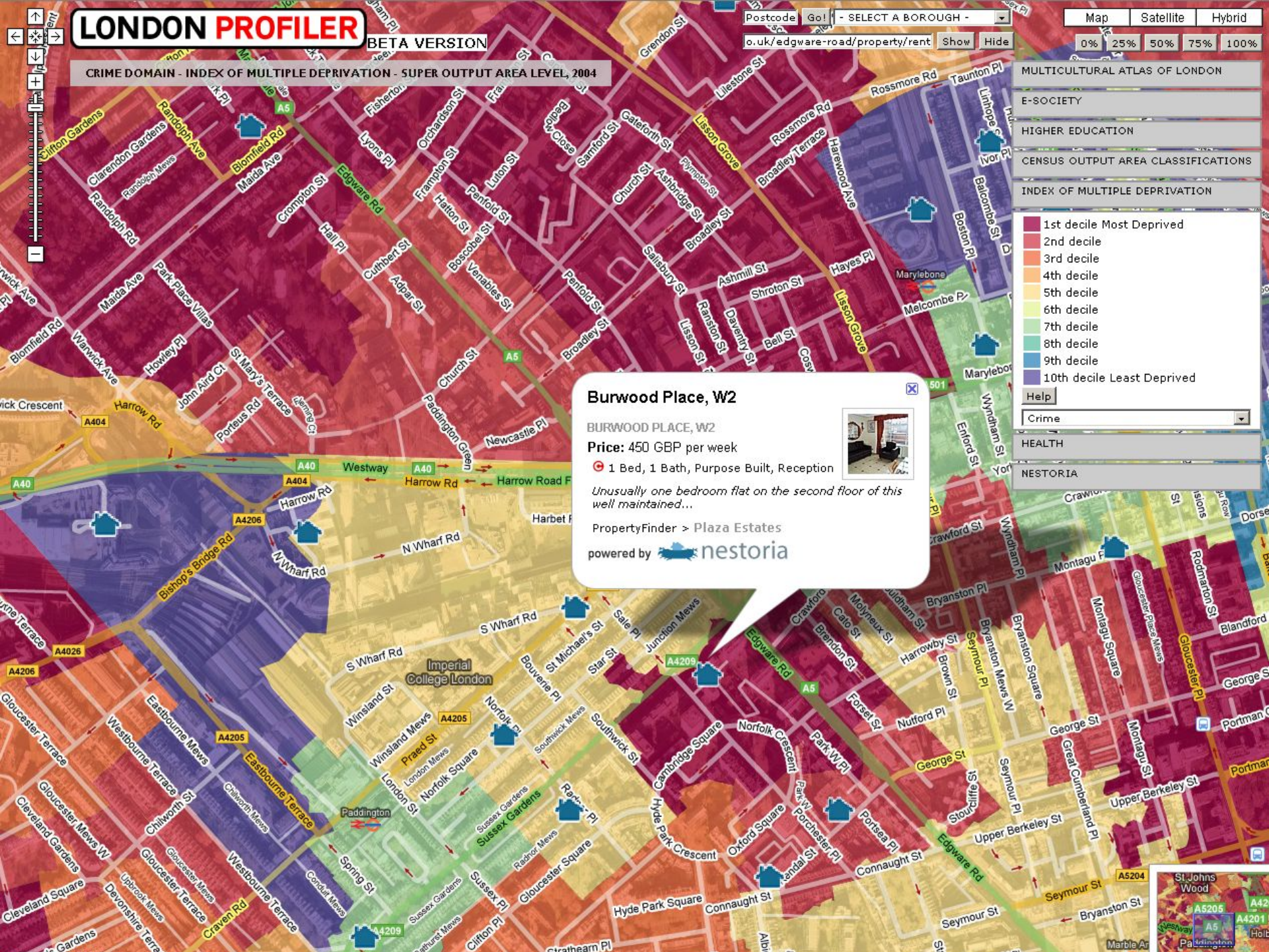
Price: 450 GBP per week

1 Bed, 1 Bath, Purpose Built, Reception

*Unusually one bedroom flat on the second floor of this well maintained...*

PropertyFinder > Plaza Estates

powered by nestoria



CRIME DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
  - 1st decile Most Deprived
  - 2nd decile
  - 3rd decile
  - 4th decile
  - 5th decile
  - 6th decile
  - 7th decile
  - 8th decile
  - 9th decile
  - 10th decile Least Deprived
- Help
- Crime
- HEALTH
- NESTORIA

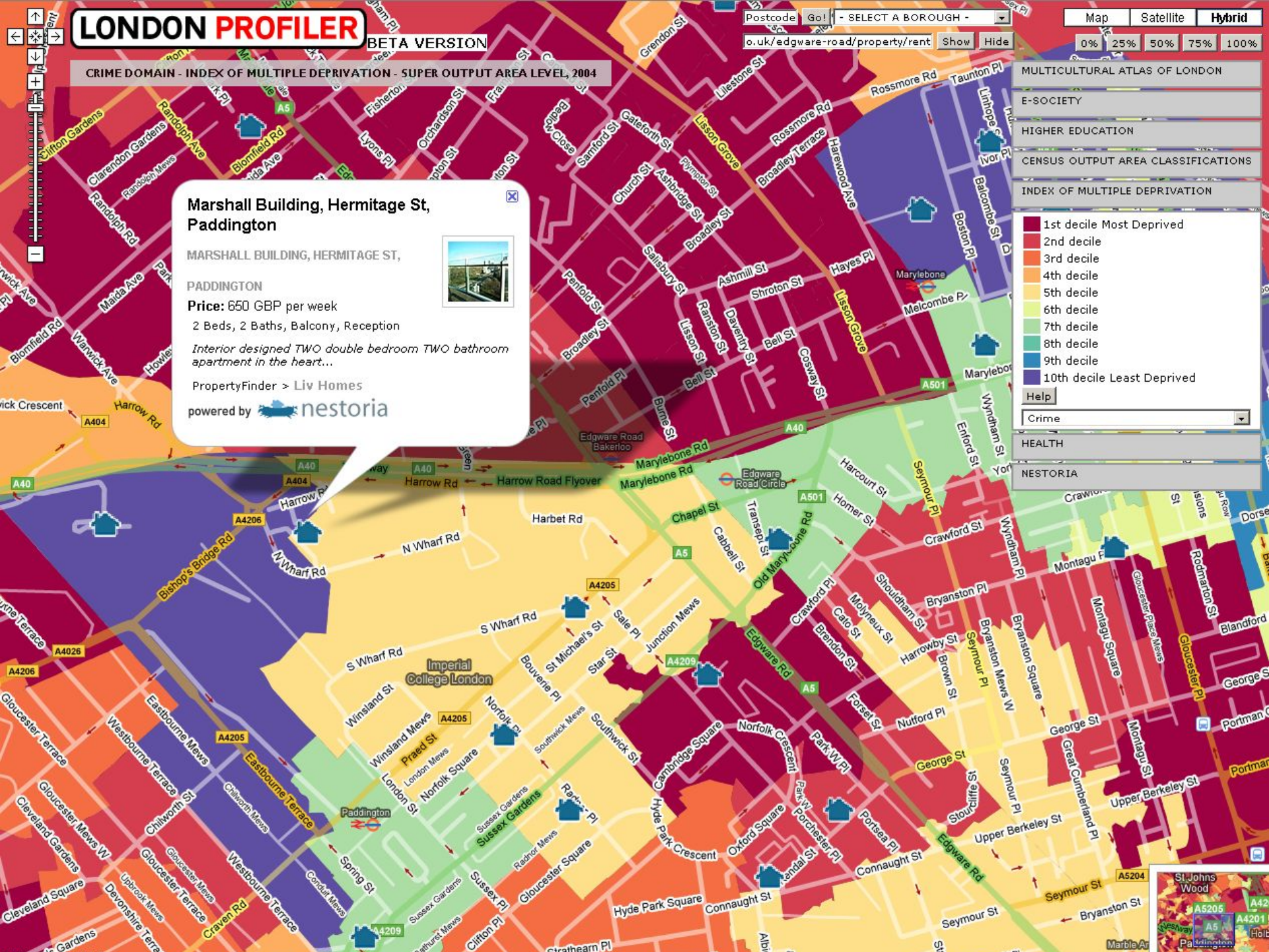
## Marshall Building, Hermitage St, Paddington

MARSHALL BUILDING, HERMITAGE ST,  
PADDINGTON

**Price:** 650 GBP per week  
2 Beds, 2 Baths, Balcony, Reception

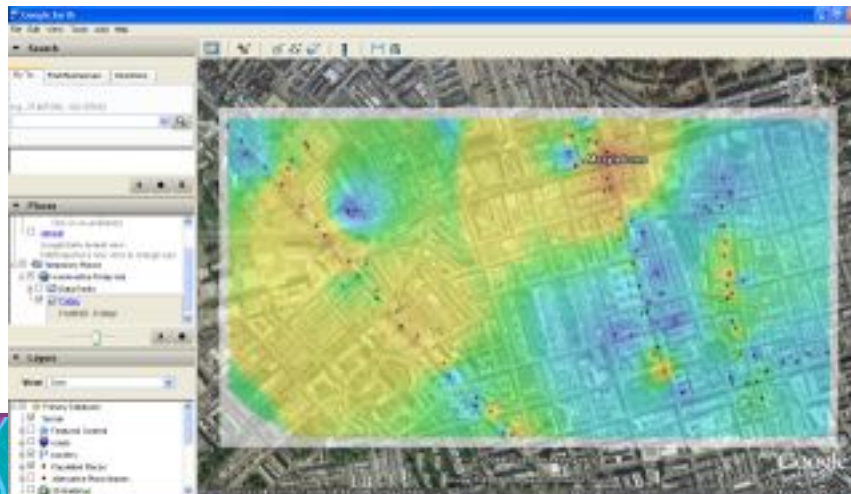
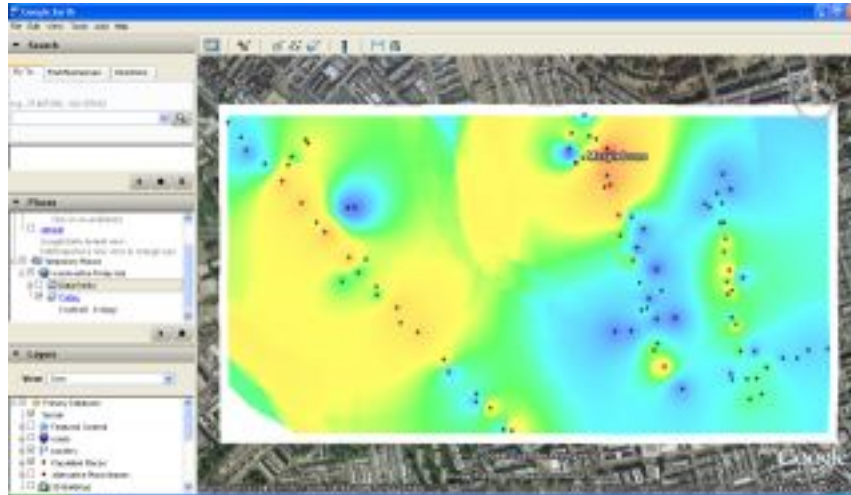
*Interior designed TWO double bedroom TWO bathroom apartment in the heart...*

PropertyFinder > Liv Homes  
powered by nestoria





# Commercial Data - Woolworths





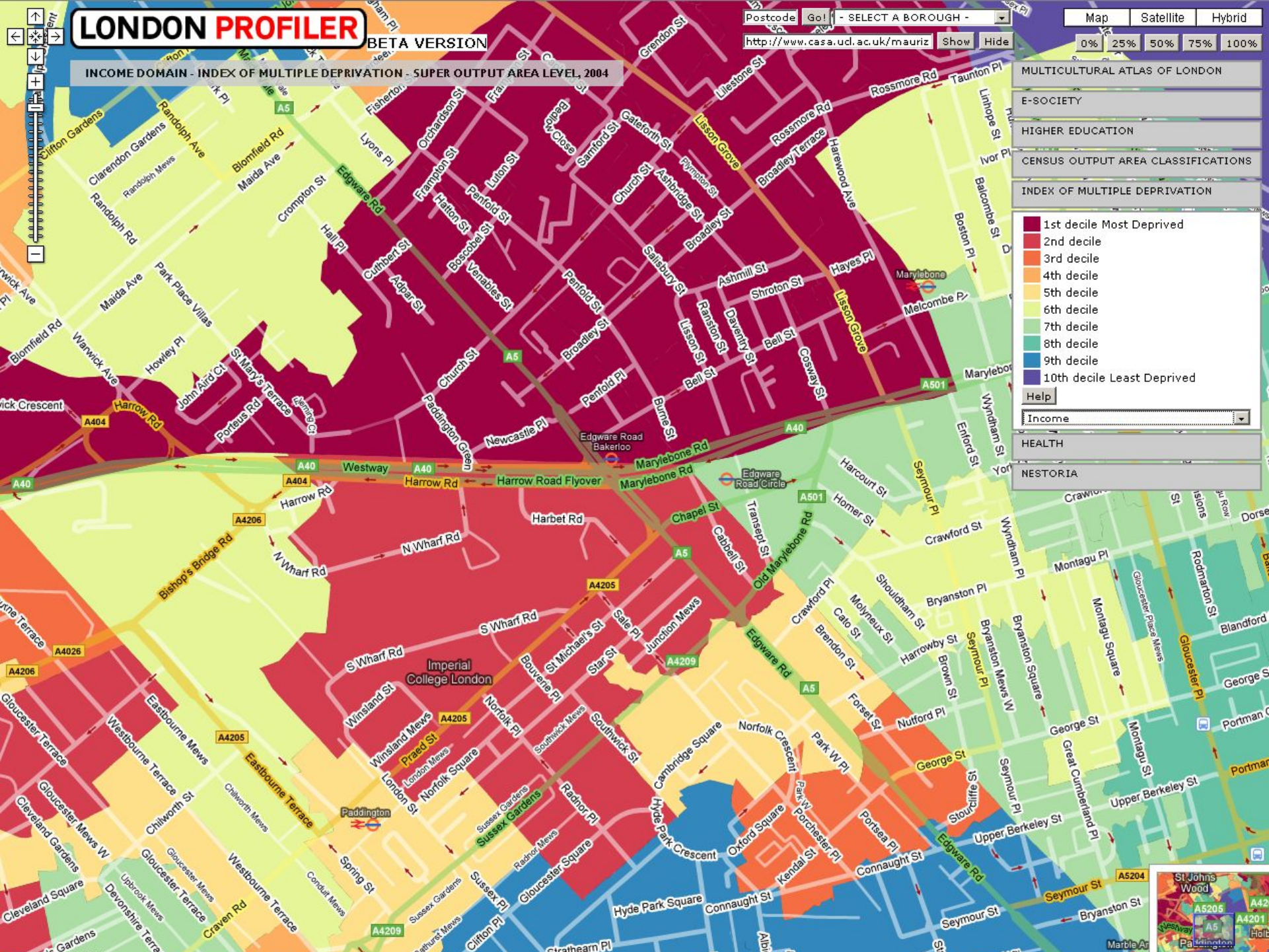
# LONDON PROFILER

BETA VERSION

Postcode  - SELECT A BOROUGH -

Map   0% 25% 50% 75% 100%

INCOME DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004



MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

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- 1st decile Most Deprived
- 2nd decile
- 3rd decile
- 4th decile
- 5th decile
- 6th decile
- 7th decile
- 8th decile
- 9th decile
- 10th decile Least Deprived

Income

HEALTH

NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode  Go!  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>  Show  Hide

Map  Satellite  Hybrid   
0%  25%  50%  75%  100%

CRIME DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

INDEX OF MULTIPLE DEPRIVATION

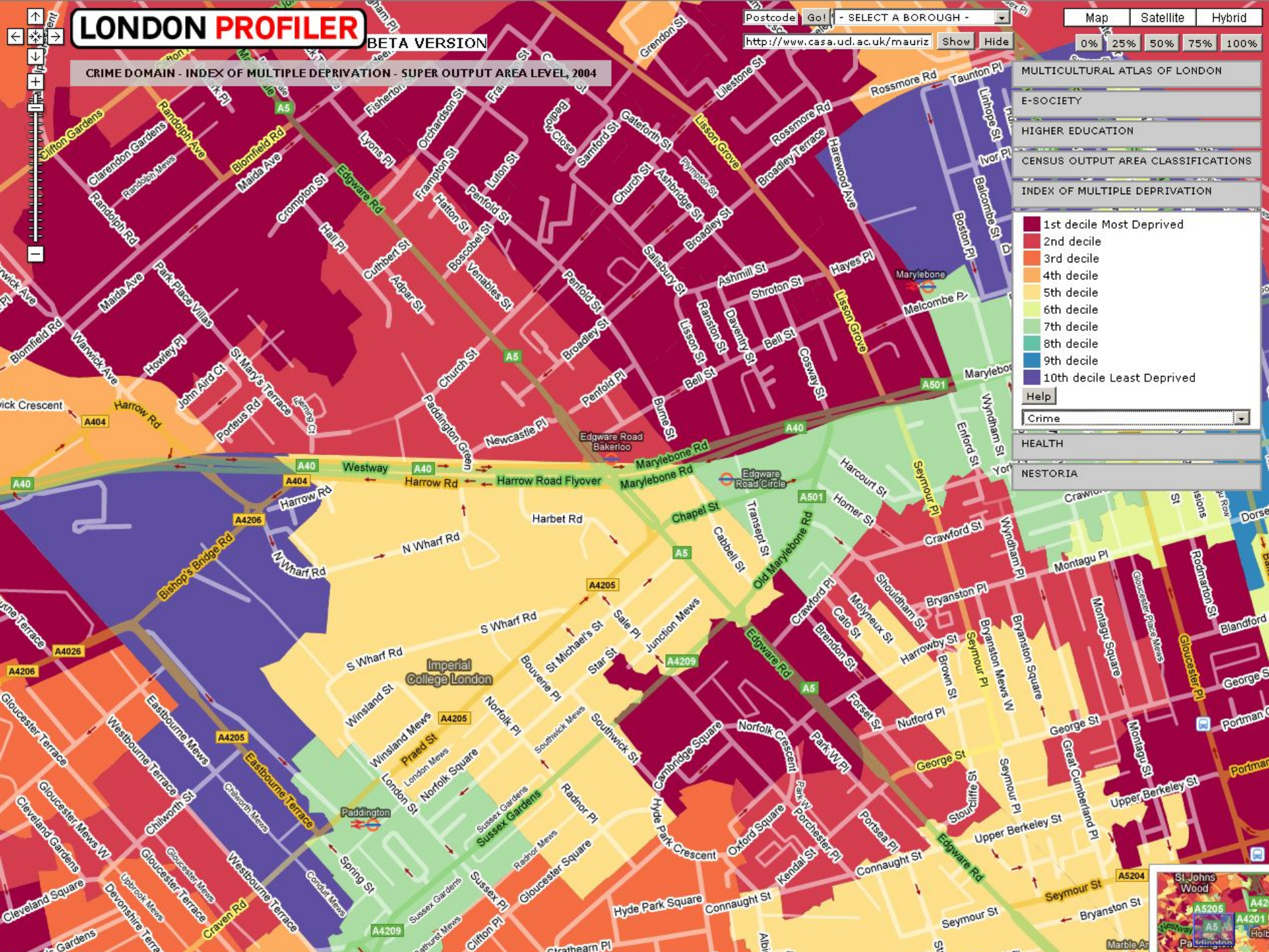
- 1st decile Most Deprived
- 2nd decile
- 3rd decile
- 4th decile
- 5th decile
- 6th decile
- 7th decile
- 8th decile
- 9th decile
- 10th decile Least Deprived

Help

Crime

HEALTH

NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode  Go! - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz> Show Hide

Map Satellite Hybrid  
0% 25% 50% 75% 100%

IMD TOTAL DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

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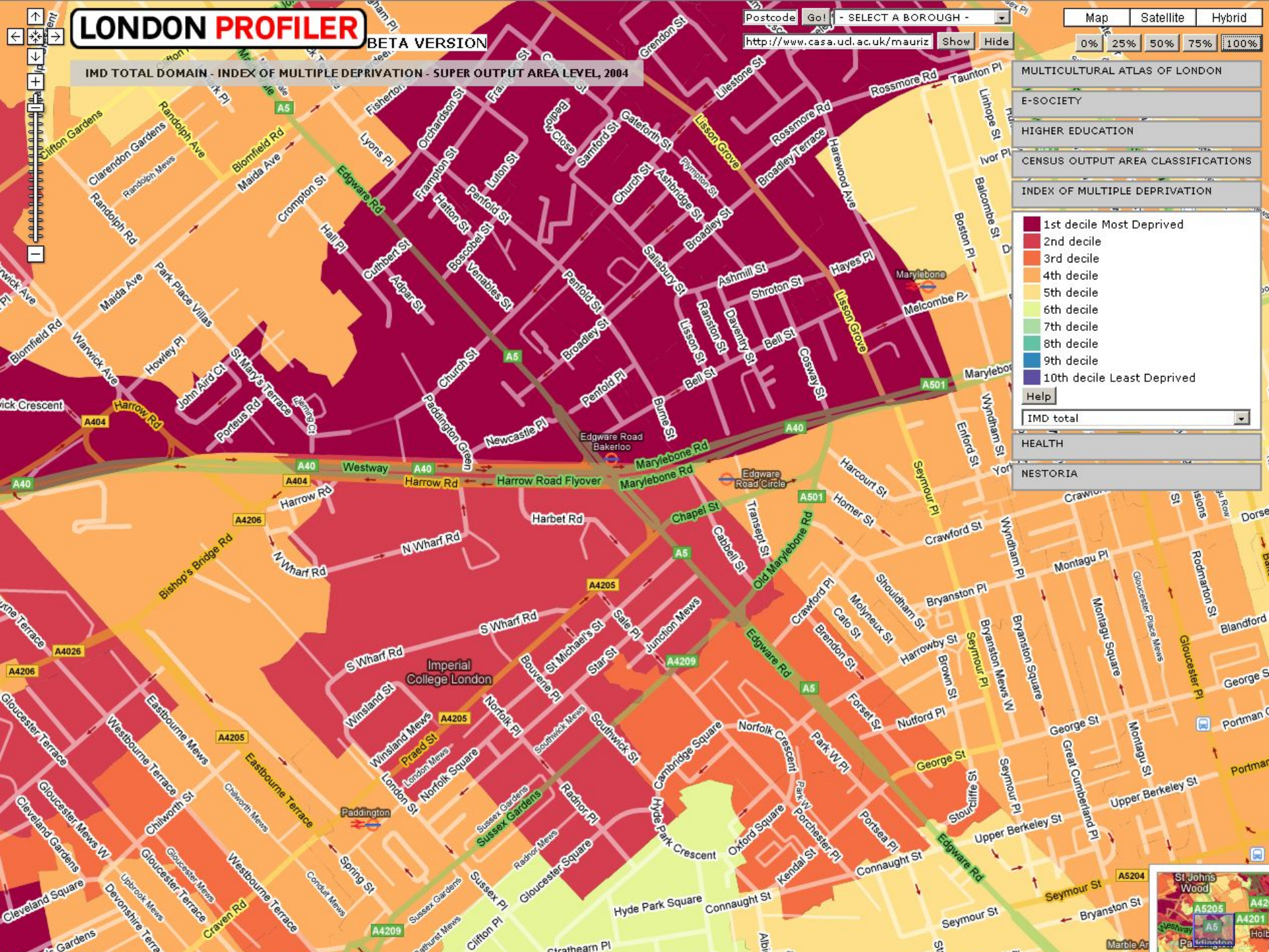
- 1st decile Most Deprived
- 2nd decile
- 3rd decile
- 4th decile
- 5th decile
- 6th decile
- 7th decile
- 8th decile
- 9th decile
- 10th decile Least Deprived

Help

IMD total

HEALTH

NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode:  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz> Show Hide

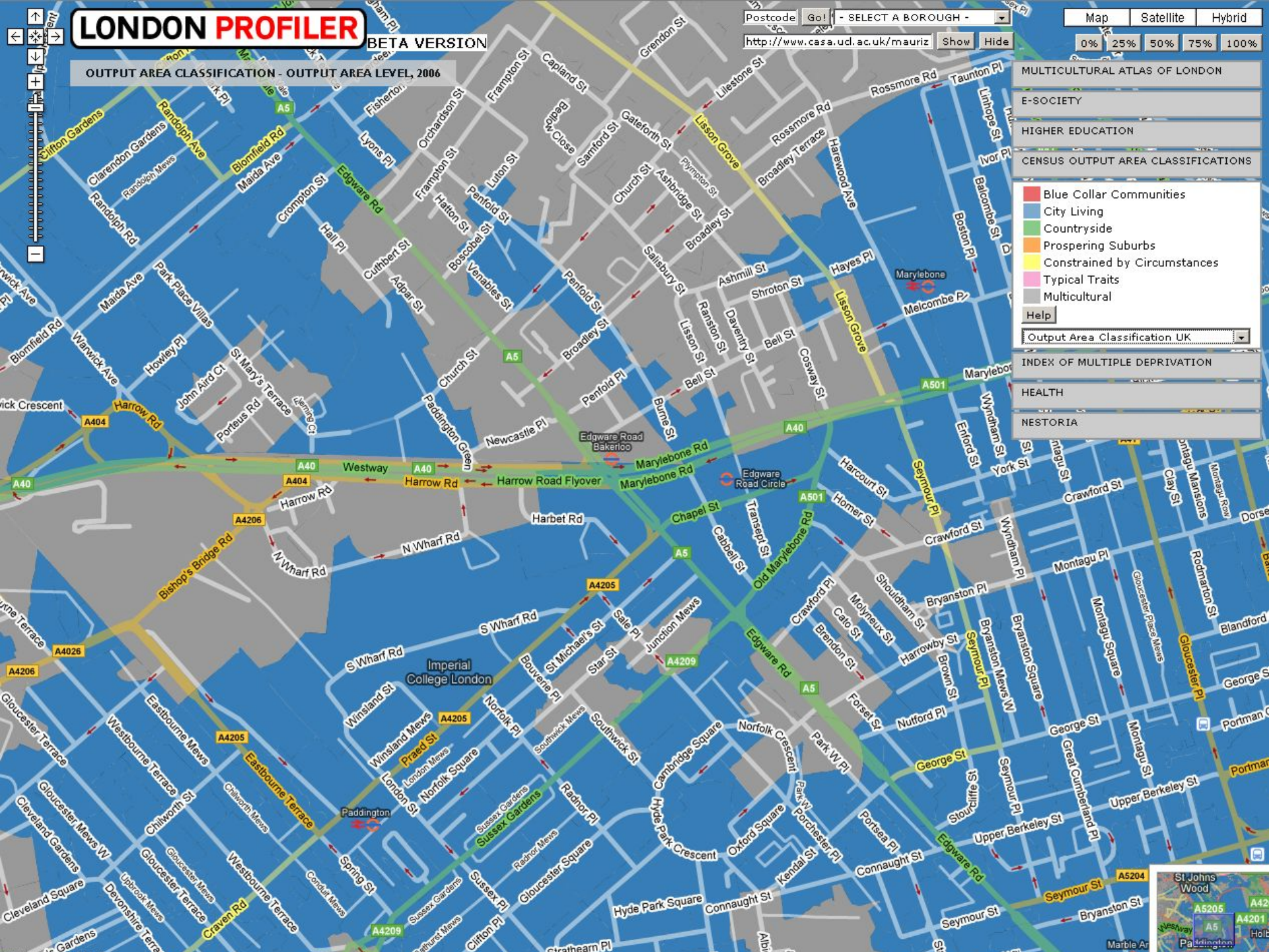
Map Satellite Hybrid  
0% 25% 50% 75% 100%

OUTPUT AREA CLASSIFICATION - OUTPUT AREA LEVEL, 2006

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS

- Blue Collar Communities
- City Living
- Countryside
- Prospering Suburbs
- Constrained by Circumstances
- Typical Traits
- Multicultural

- Output Area Classification UK
- INDEX OF MULTIPLE DEPRIVATION
  - HEALTH
  - NESTORIA





# LONDON PROFILER

BETA VERSION

Postcode  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

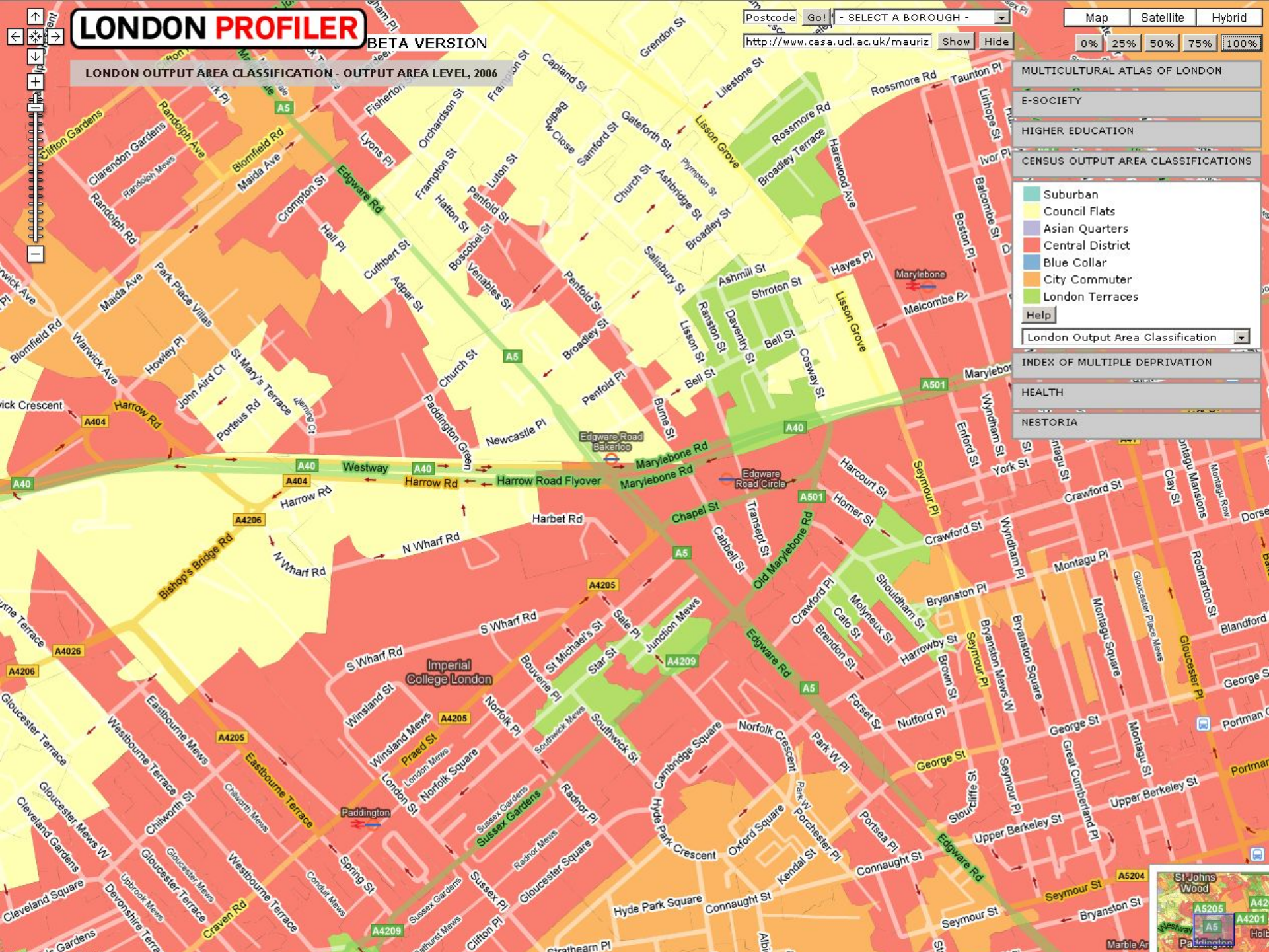
Map    
0%

LONDON OUTPUT AREA CLASSIFICATION - OUTPUT AREA LEVEL, 2006

- MULTICULTURAL ATLAS OF LONDON
- E-SOCIETY
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS

- Suburban
- Council Flats
- Asian Quarters
- Central District
- Blue Collar
- City Commuter
- London Terraces

- London Output Area Classification
- INDEX OF MULTIPLE DEPRIVATION
  - HEALTH
  - NESTORIA





# LONDON PROFILER

BETA VERSION

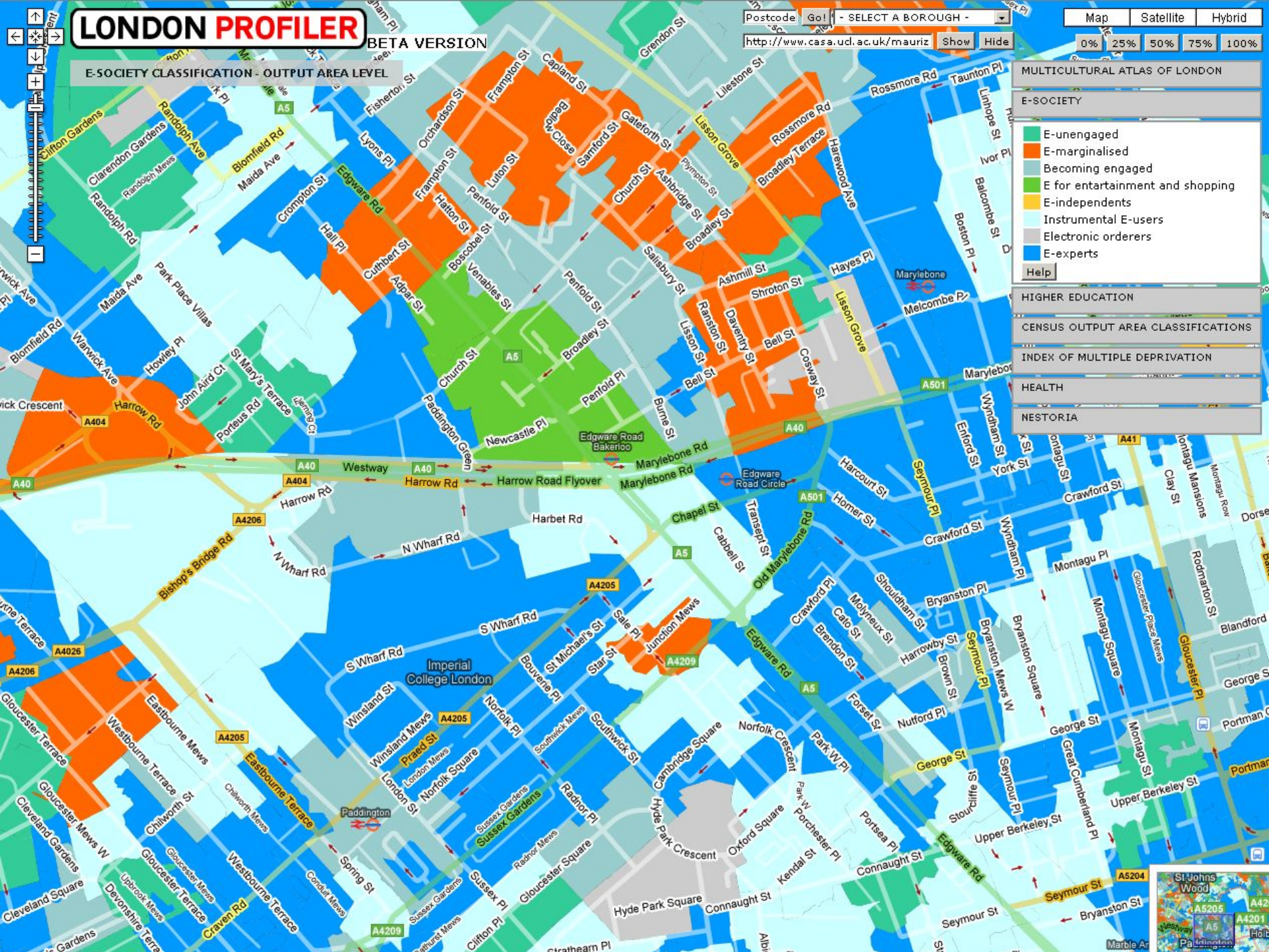
Postcode:  - SELECT A BOROUGH -   
<http://www.casa.ucl.ac.uk/mauriz>

Map Satellite Hybrid  
0% 25% 50% 75% 100%

E-SOCIETY CLASSIFICATION - OUTPUT AREA LEVEL

MULTICULTURAL ATLAS OF LONDON

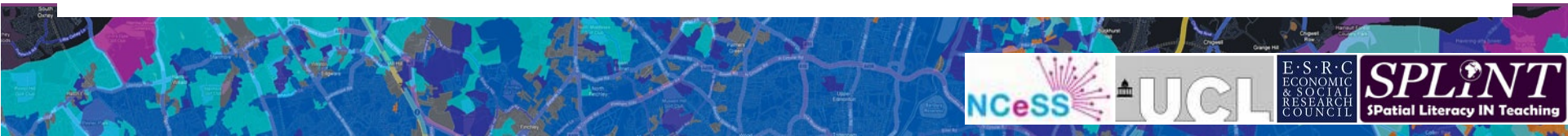
- E-SOCIETY
- E-unengaged
  - E-marginalised
  - Becoming engaged
  - E for entertainment and shopping
  - E-independents
  - Instrumental E-users
  - Electronic orderers
  - E-experts
- Help
- HIGHER EDUCATION
- CENSUS OUTPUT AREA CLASSIFICATIONS
- INDEX OF MULTIPLE DEPRIVATION
- HEALTH
- NESTORIA





# Interim evaluation

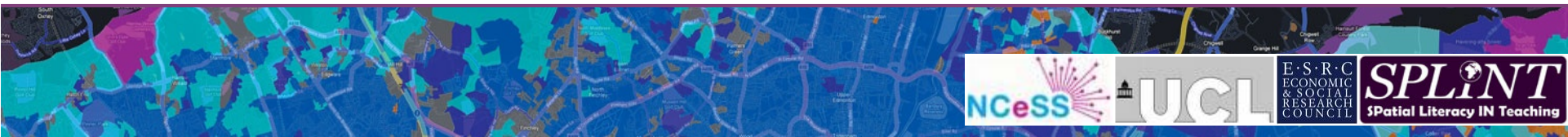
- Works well, easy and accepted
- Open to the community, the code is there!
- Good ESDA (lack of brushing)
- Traditional cartography problems (classification, transparency)
- Tiles are prerendered





# Extensions

- Beyond the seamless global pinboard
- Joined up approaches to health, policing, education
- Dynamic updates
- Dynamic integration: the spatial analysis agenda
  - ‘On the fly’ bespoke geodemographics





# GeoVUE and Splint

- [www.publicprofiler.org/worldnames](http://www.publicprofiler.org/worldnames)
  - [www.londonprofiler.org](http://www.londonprofiler.org)
  - [www.spatialanalysisonline.com](http://www.spatialanalysisonline.com)
  - [www.spatial-literacy.org](http://www.spatial-literacy.org)
  - [www.maptube.org](http://www.maptube.org)
- 'business engagement': ESRI

