
# The Geodemographics of Use and Engagement with the Internet

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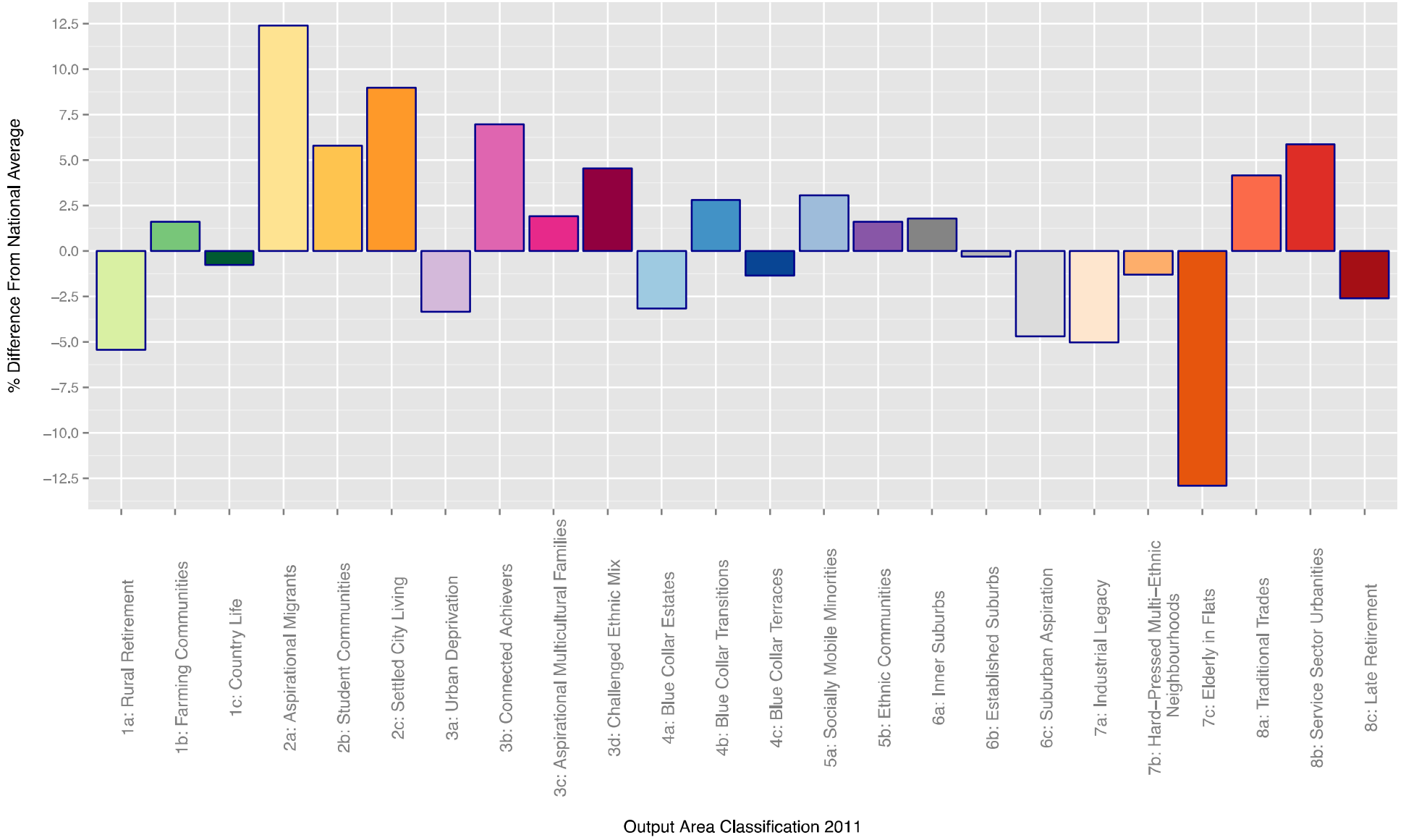
Consumer Data Research Centre

An ESRC Data Investment

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Does this household have access to the Internet - Yes, have access at present

# Previous Work

- The “e-Society”
  - 1990s – Technology Use – “Haves” & “Have-nots”
- Digital Divide
  - By *2007* things were radically different
- Usage & Engagement increasingly more complex
  - Created a classification which consisted of 8 Groups & 23 Types. – Links to Postcode.

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UCL

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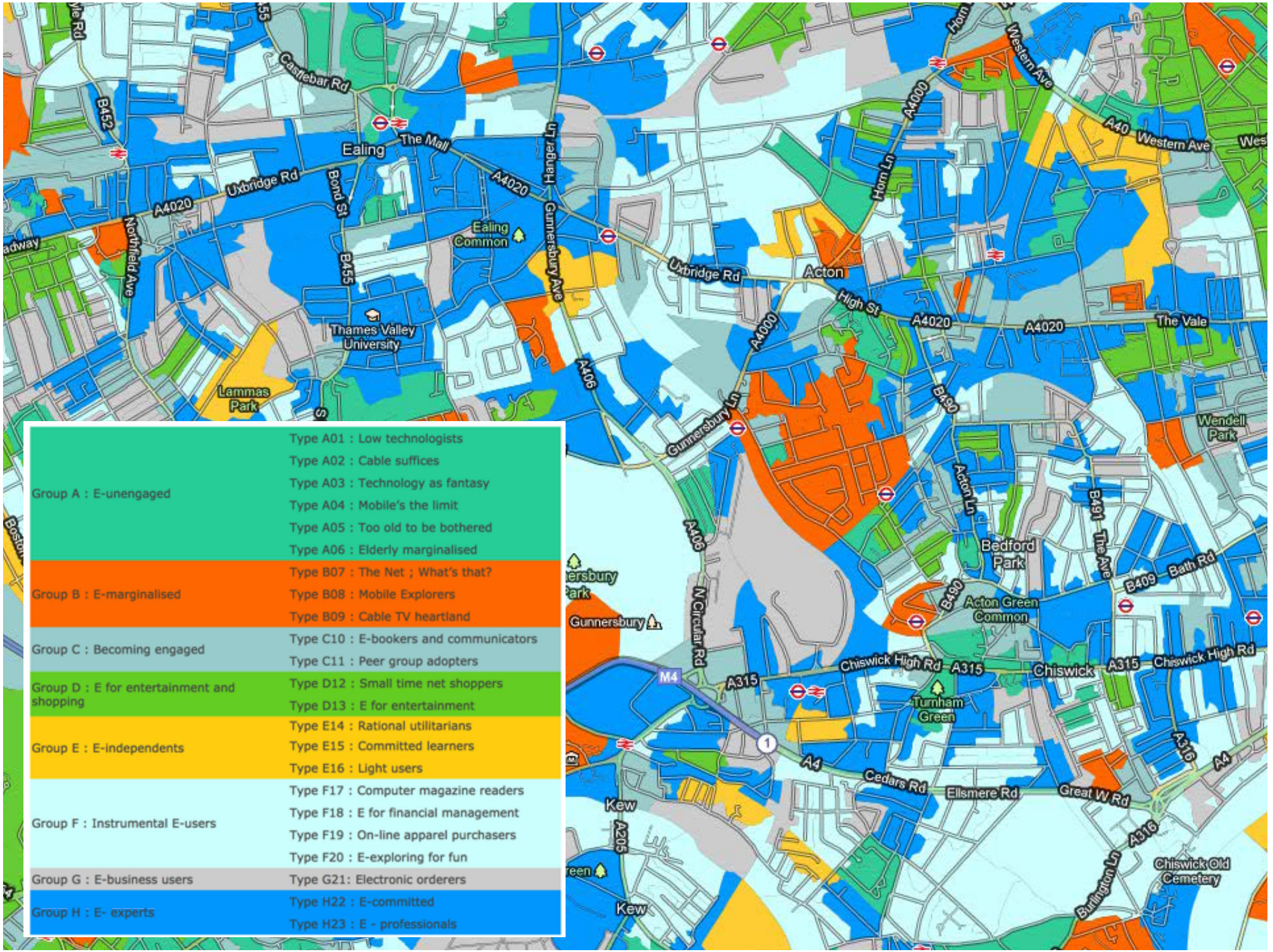
@society

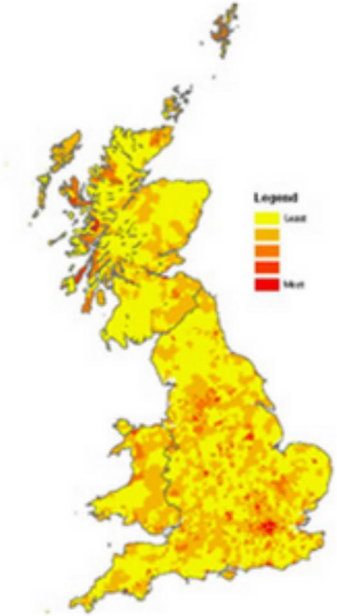



| | |
|---|---|
| Group A : E-unengaged | Type A01 : Low technologists |
| | Type A02 : Cable suffices |
| | Type A03 : Technology as fantasy |
| | Type A04 : Mobile's the limit |
| | Type A05 : Too old to be bothered |
| | Type A06 : Elderly marginalised |
| Group B : E-marginalised | Type B07 : The Net ; What's that? |
| | Type B08 : Mobile Explorers |
| | Type B09 : Cable TV heartland |
| Group C : Becoming engaged | Type C10 : E-bookers and communicators |
| | Type C11 : Peer group adopters |
| Group D : E for entertainment and shopping | Type D12 : Small time net shoppers |
| | Type D13 : E for entertainment |
| Group E : E-independents | Type E14 : Rational utilitarians |
| | Type E15 : Committed learners |
| | Type E16 : Light users |
| Group F : Instrumental E-users | Type F17 : Computer magazine readers |
| | Type F18 : E for financial management |
| | Type F19 : On-line apparel purchasers |
| | Type F20 : E-exploring for fun |
| Group G : E-business users | Type G21: Electronic orderers |
| Group H : E- experts | Type H22 : E-committed |
| | Type H23 : E - professionals |

## 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.




Click the map for a larger version. If you would lik
more about how these maps were created pleas
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**Who else is like us?**

The following table shows the top 10 most similar postcode districts to "**London Se6 (SE6)**" in terms of their technology use. Clicking the links will display a map of their location.

| Rank | District | Town |
|---|---|---|
| 1 | PO1 | Portsmouth |
| 2 | PR1 | Preston |
| 3 | TW4 | Hounslow |
| 4 | M19 | Manchester |
| 5 | SE7 | London Se7 |
| 6 | BS5 | Bristol |
| 7 | OL1 | Oldham |
| 8 | E16 | London E16 |
| 9 | BD7 | Bradford |
| 10 | LS5 | Leeds |

If you would like to know more about how these ranks were created please see our help page by clicking [here].

**Do you agree with the E-Society classification for your postcode?** If not, then please let us know what you think it should be by clicking this [link].

## Type C10 : E-bookers and communicators

This Type is a particularly active user of email, receiving and sending messages both at work and while on the move. The Type includes a large number of young, single people, who are particularly interested in the media of communications – they are heavy users of mobile phones but also frequent switchers to and adopters of new mobile technologies. Although ownership rates of personal computers are only average, many individuals use computers to order music and fashion on line. Downloading of music is a particularly common activity. But this Type does not make use of the latest technical features of information technology and is unlikely to have professional involvement in the IT industry.

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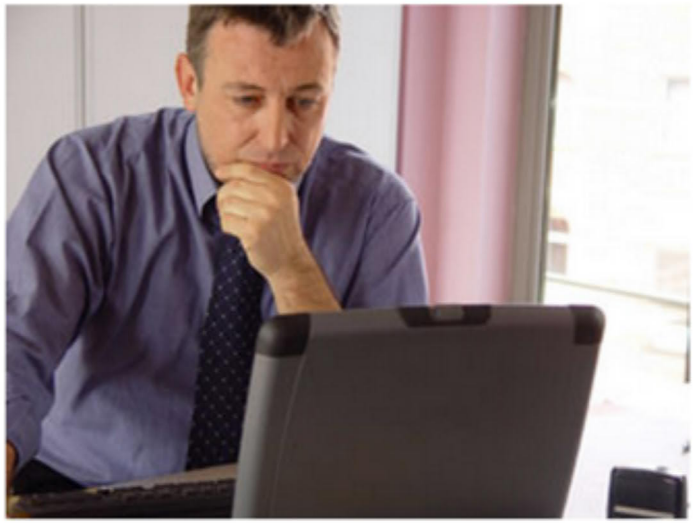
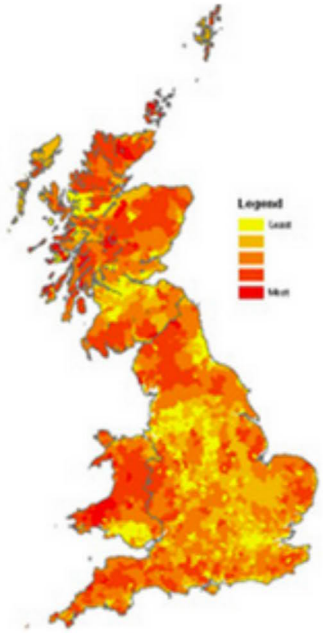
## Group E : E-independents



This Group tends to take a rational and considered view of electronic communications and technologies. These people are not interested in mobile phones, texting or the Internet as lifestyle accessories; they do not feature as major topics of conversation within the social networks to which they belong and they do not provide a significant focus for leisure activity. However people are reasonably well equipped and use the Internet to search for information, to buy products and to undertake transactions where there are obvious efficiency benefits.




Click the map for a larger version. If you would like more about how these maps were created please s help page by clicking [here].

**Who else is like us?**

The following table shows the top 10 most similar postcode districts to "**Liverpool (L18)**" in terms of their technology use. Clicking the links will display a map of their location.

| Rank | District | Town |
|---|---|---|
| 1 | EH12 | Edinburgh |
| 2 | SA2 | Swansea |
| 3 | GL52 | Cheltenham |
| 4 | IG7 | Chigwell |
| 5 | BR2 | Keston |
| 6 | CT2 | Canterbury |
| 7 | BR3 | Beckenham |
| 8 | EH41 | Haddington |
| 9 | DG1 | Dumfries |
| 10 | EH4 | Edinburgh |

If you would like to know more about how these ranks were created please see our help page by clicking [here].

**Do you agree with the E-Society classification for your postcode?** If not, then please let us know what you think it should be by clicking this [link].

## Type E16 : Light users

This Type contains many people who have access to electronic technologies but who are not very heavy users of them. Mostly in late middle age, these people do not view technology as a leisure activity and are not influenced by fashions or the need to keep up with peer groups. This Type, though it does have access to the internet, tends not to use it to purchase games, fashion wear, videos or holidays, preferring to deal with organisations directly. However the Type does purchase flowers over the Internet.

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

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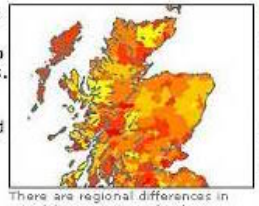
## Britain's digital tribes revealed

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.**



There are regional differences in people's access to technology

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**

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- Mobiles aid drive for development 16 Feb 06 | Technology
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RELATED INTERNET LINKS
- UCL
- ESRC
- Check your postcode (may be slow due to heavy traffic)
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- Sony taps instant message crowd

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G

**neighbours are?**

ch box and **clicking "GO"**, our
use in your neighbourhood and

team at UCL as an outcome of

- About the e-society
- What are the groups?
- Feedback

**Enter a Postcode...**

e.g. NW6 1CN GO

Before clicking "go" please read our data and data collection policy [here]

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**e-Society Profiler**

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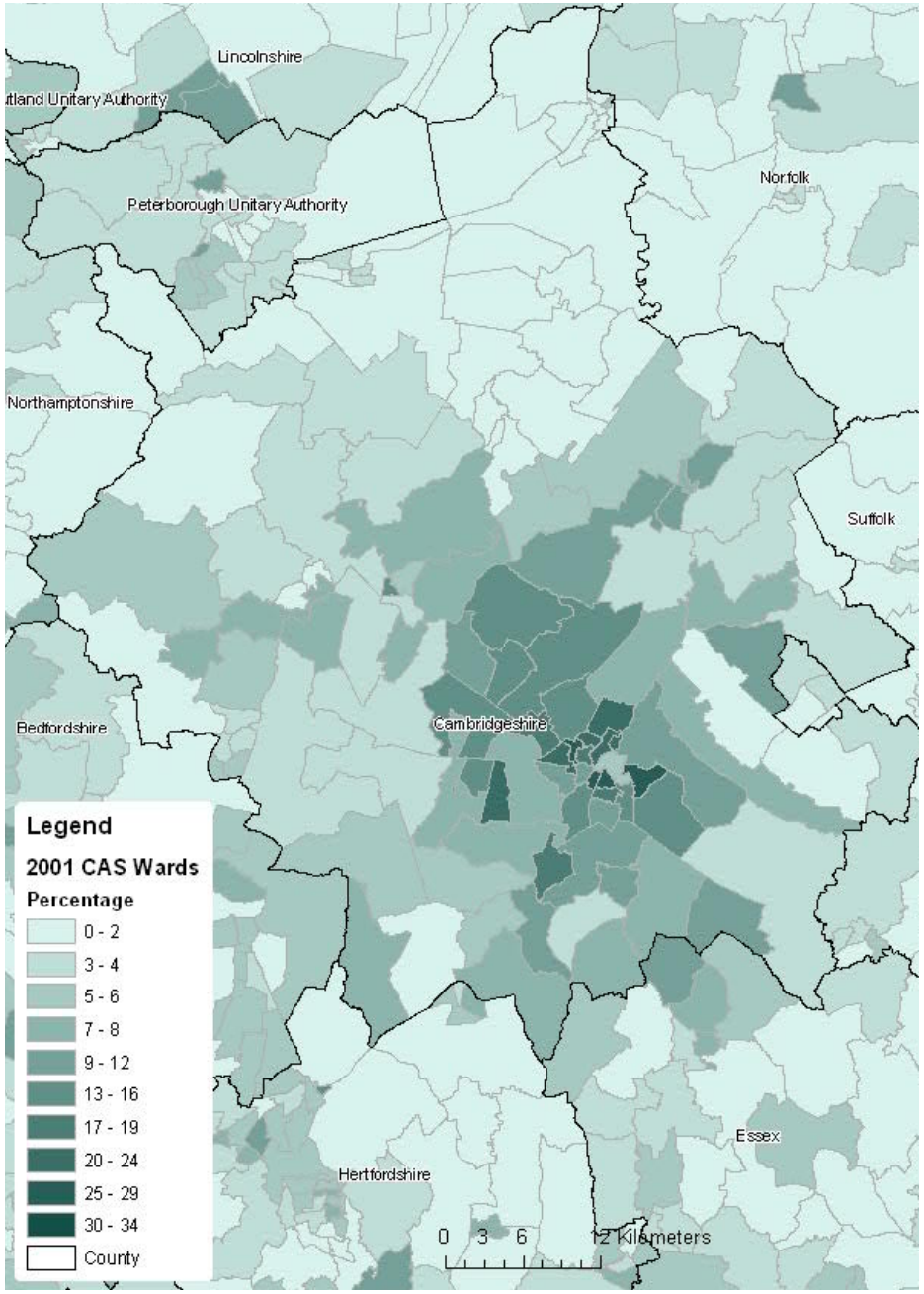
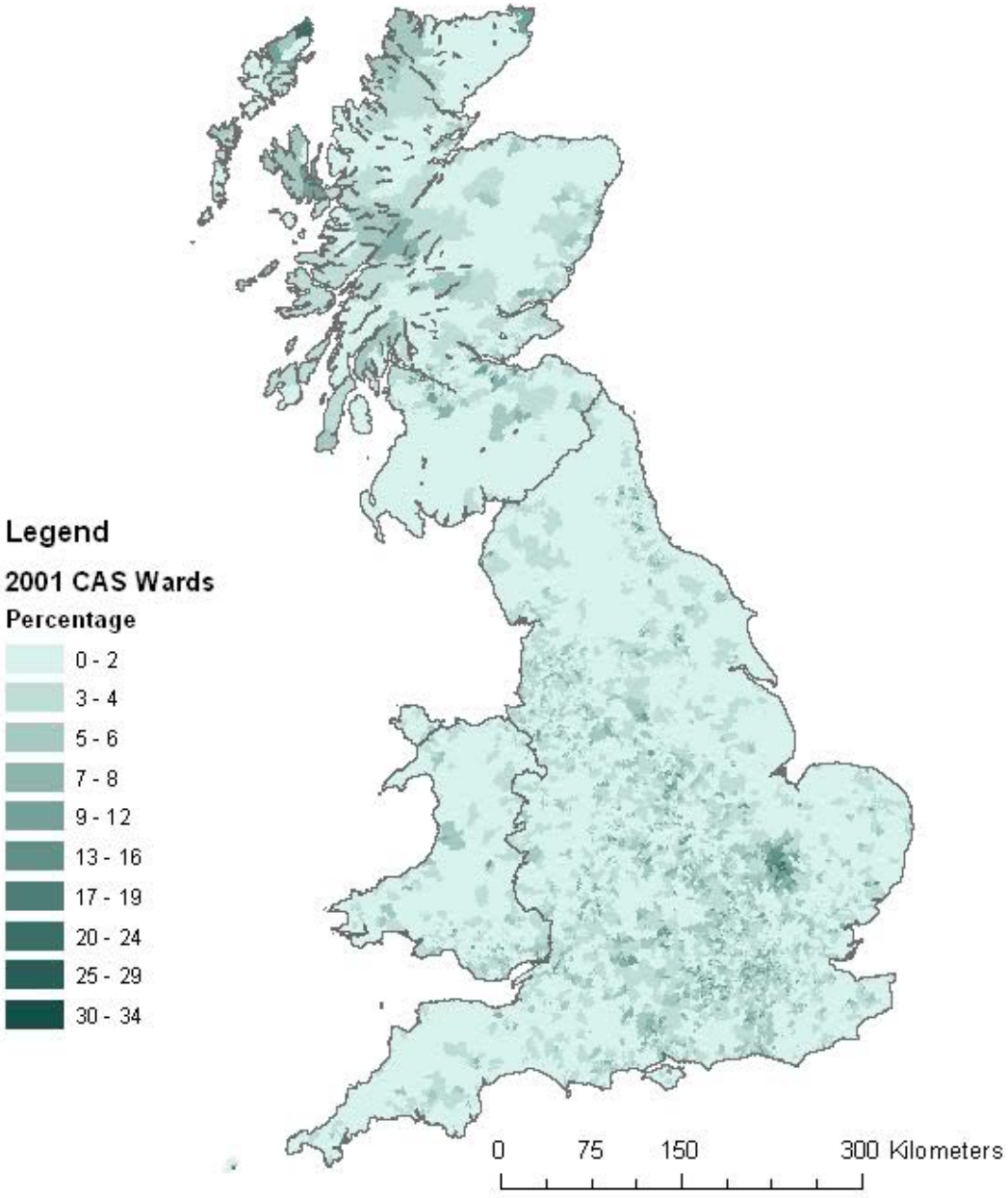
http://esociety.publicprofiler.org/

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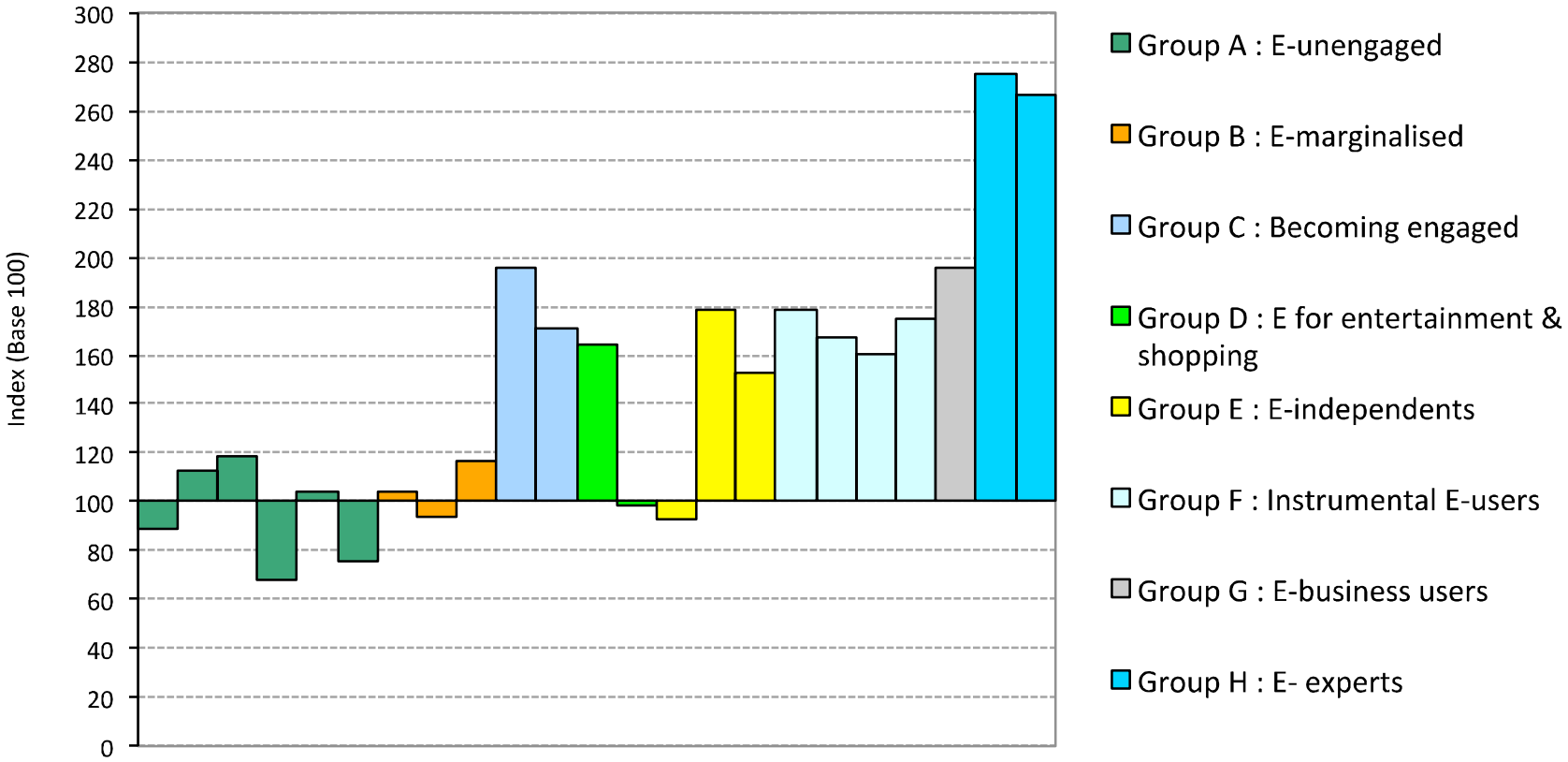
# Postcode Search Propensity by e-Society Types

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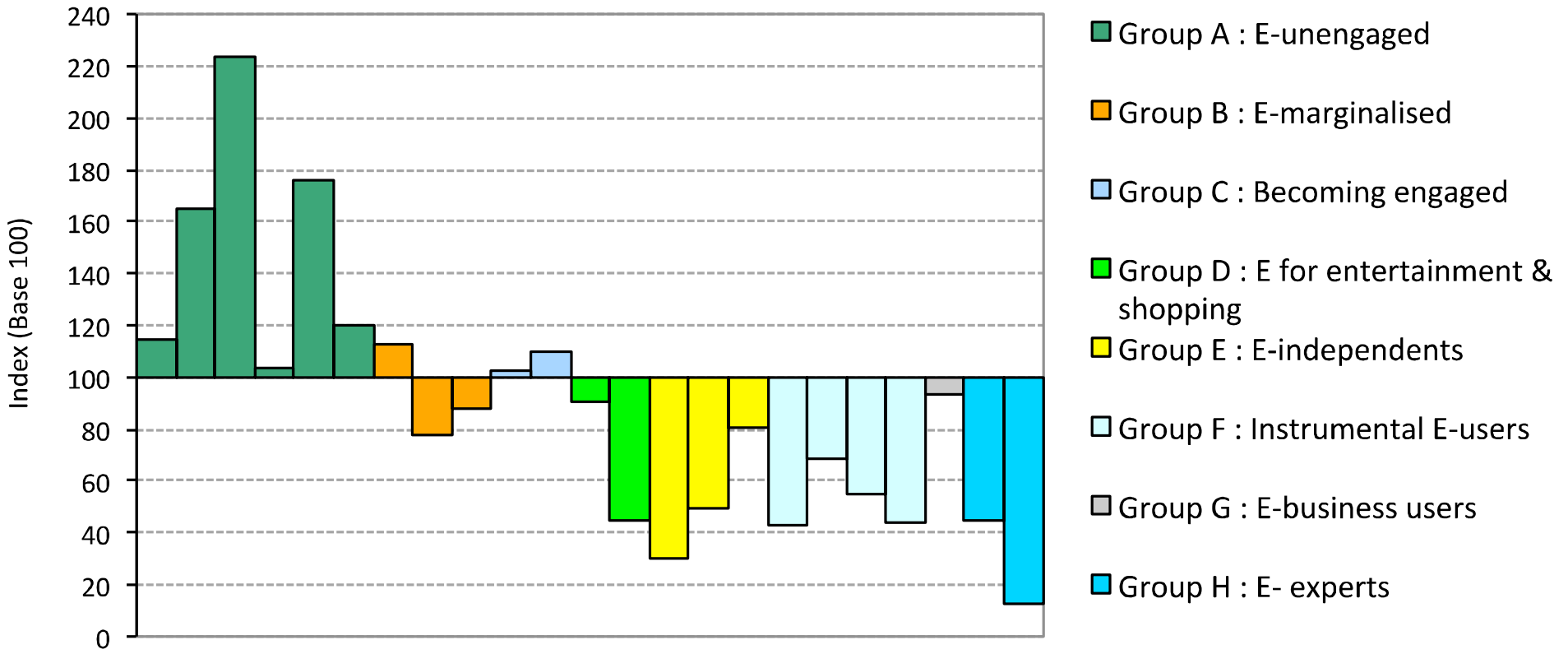
# Feedback Origin

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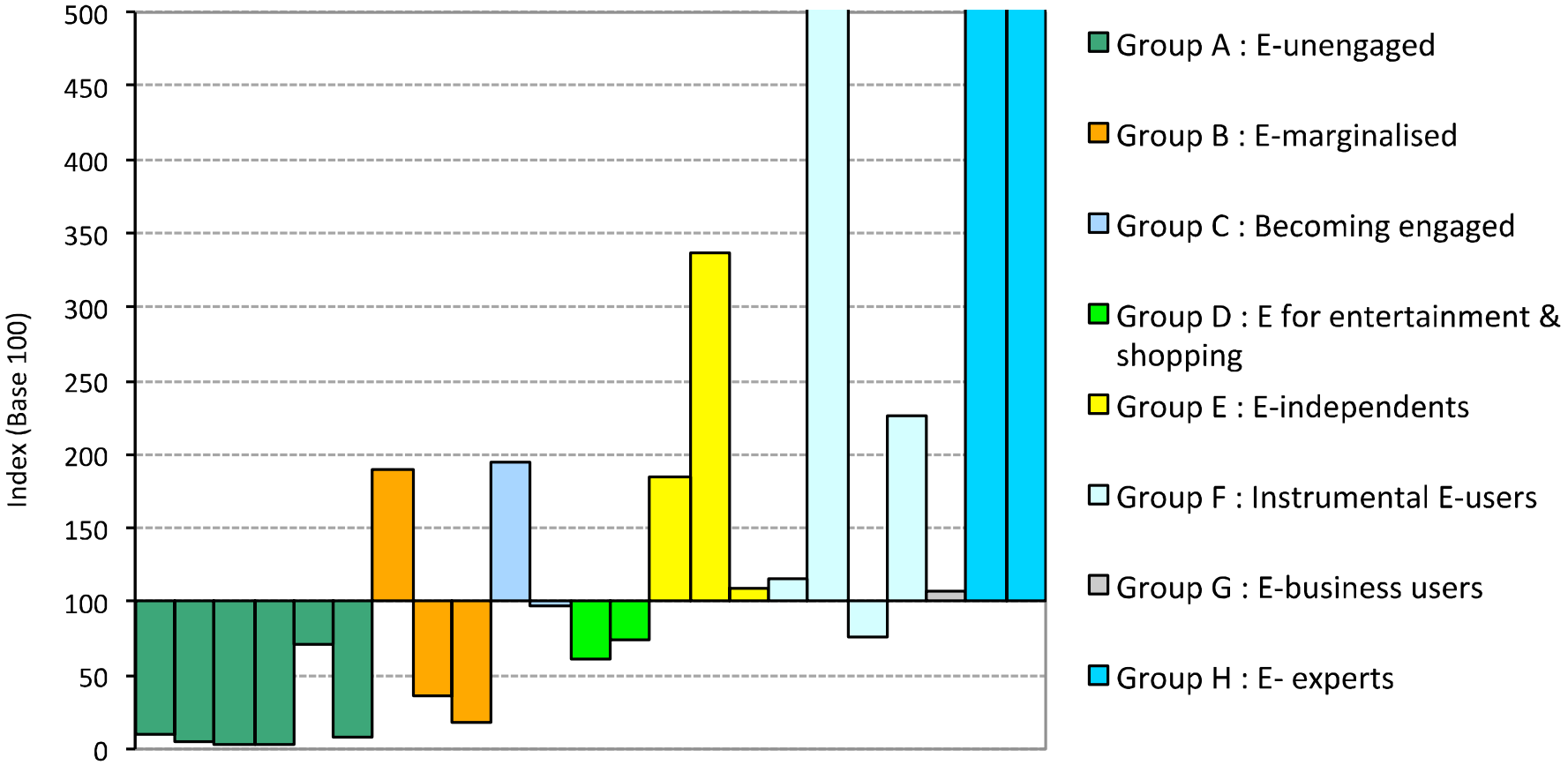
# Feedback Destination

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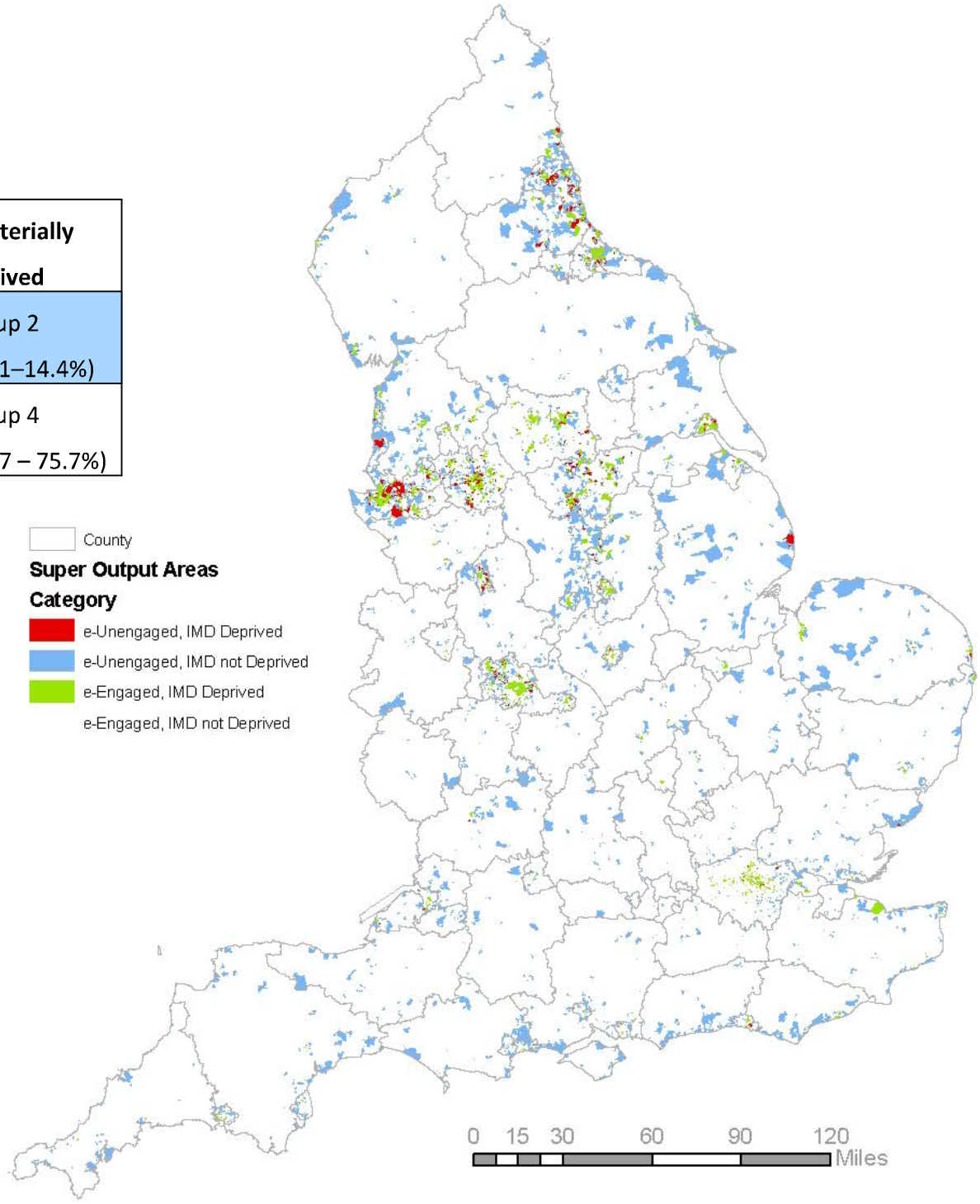
# IMD

| | Materially deprived | Not materially deprived |
|---|---|---|
| **Not e-engaged** | Group 1 (1,150,926 – 2.3%) | Group 2 (7,065,101–14.4%) |
| **e-engaged** | Group 3 (3,748,429– 7.6%) | Group 4 (37,174,487 – 75.7%) |

***Not e-engaged:*** (GROUP A: E-UNENGAGED; Type A01 : Low technologists; Type A02 : Cable suffices; Type A03 : Technology as fantasy; Type A04 : Mobile's the limit; Type A05 : Too old to be bothered; Type A06 : Elderly marginalised.

**Materially Deprived** – 10th Decile

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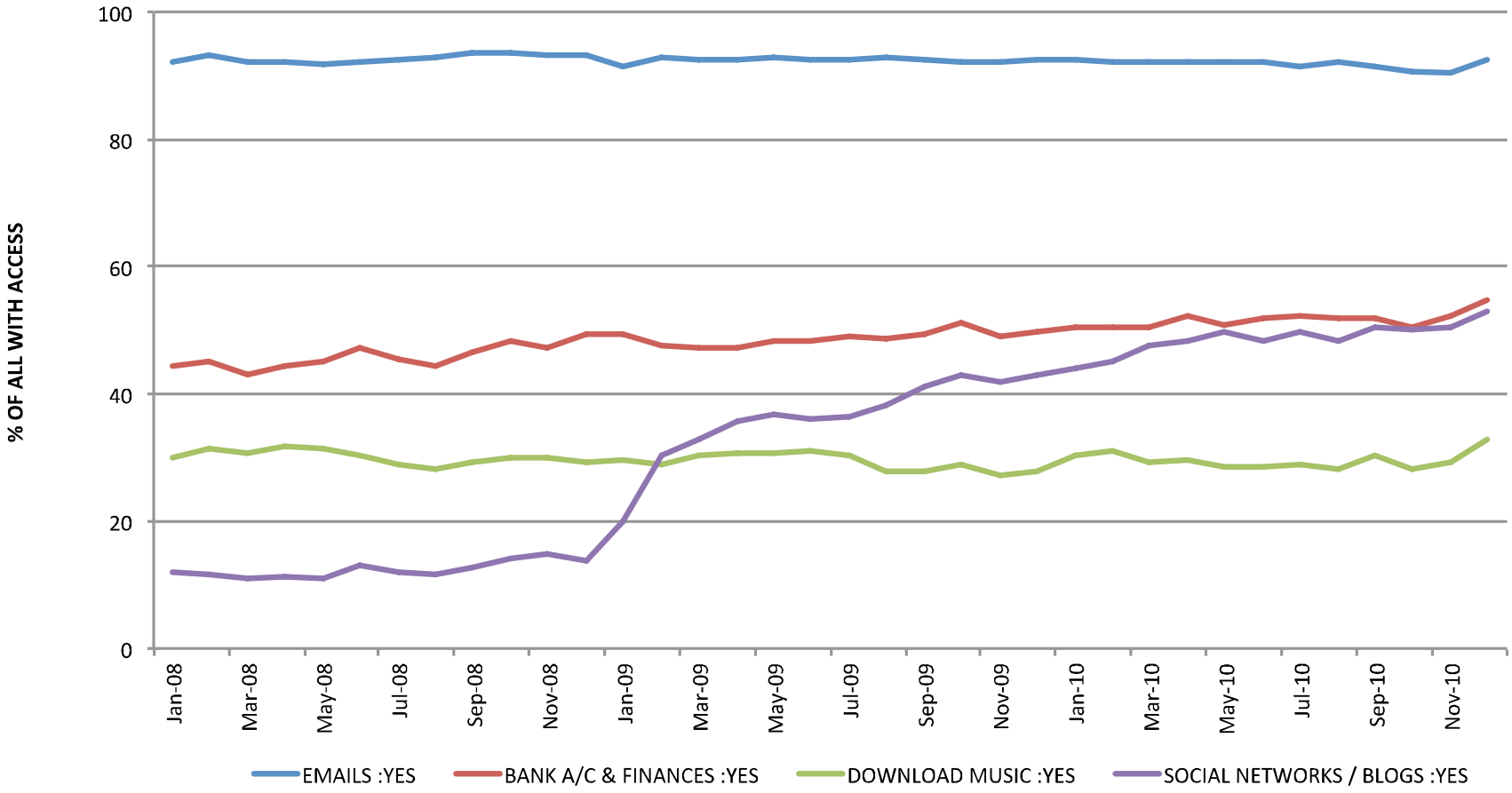
# Behaviour change

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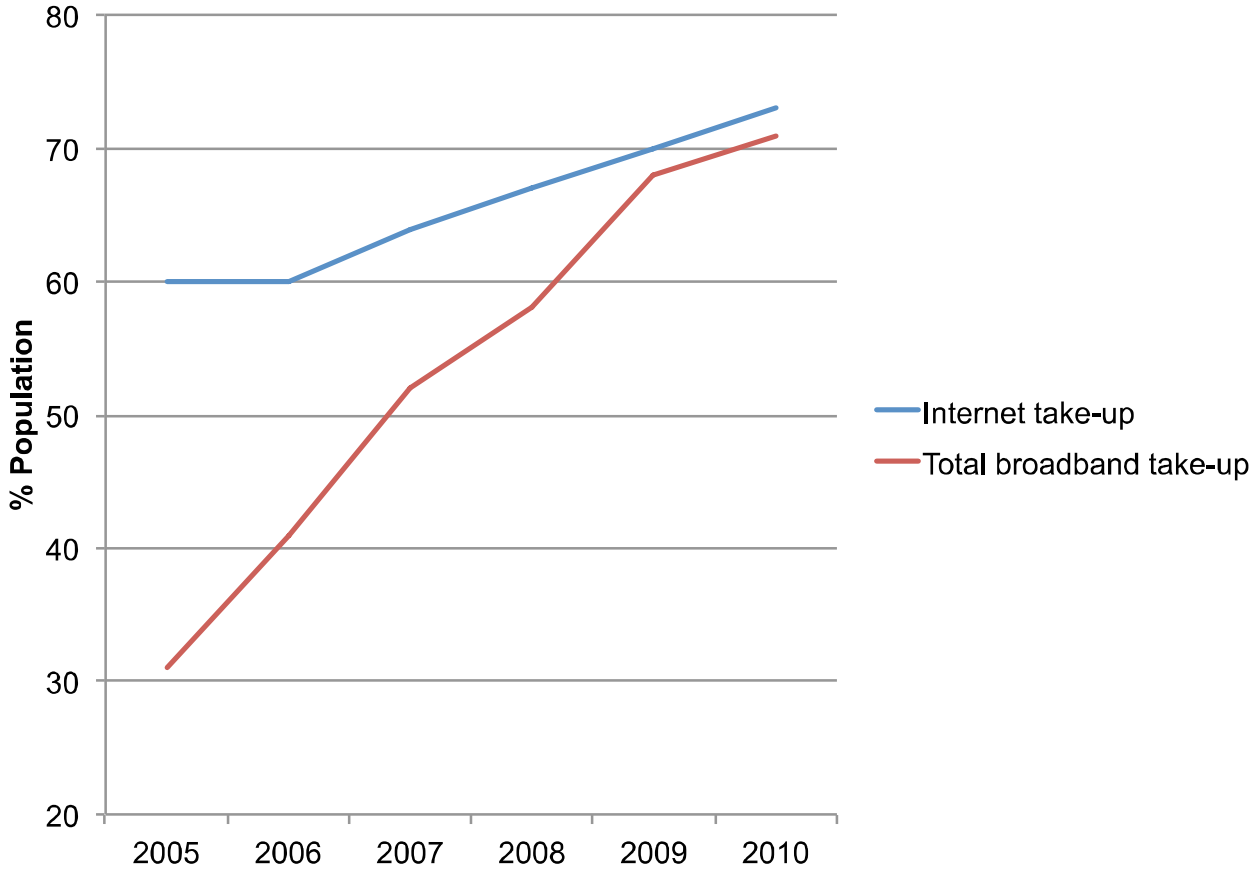
Source: http://www.thebps.co.uk/

# Infrastructure change

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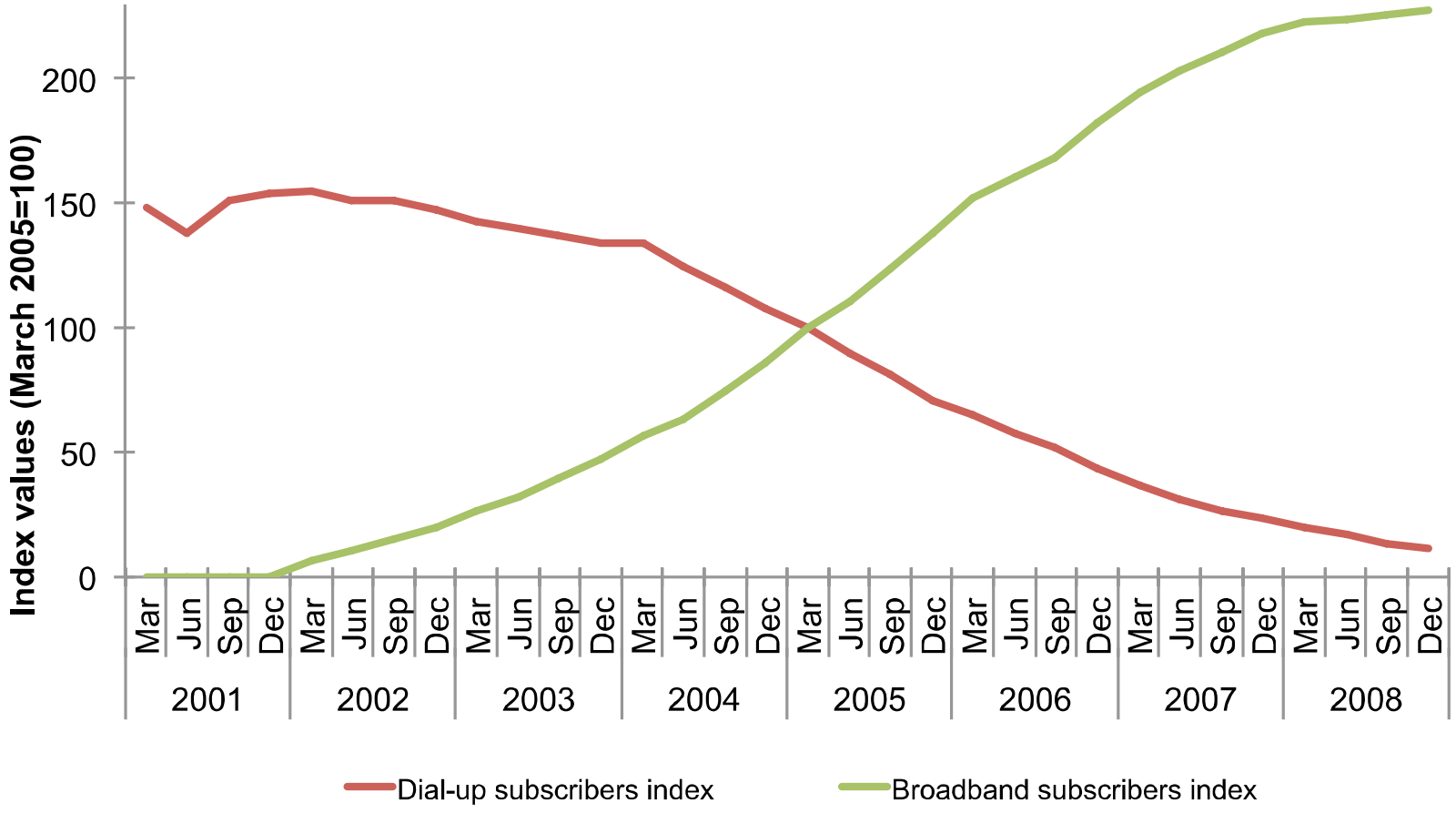
Source: Ofcom - http://stakeholders.ofcom.org.uk/market-data-research/telecoms-research/broadband-speeds/main/

# Infrastructure change

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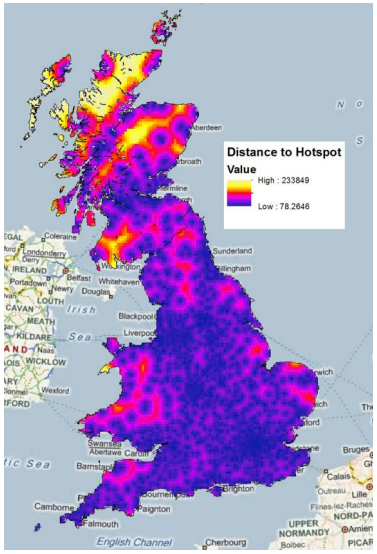
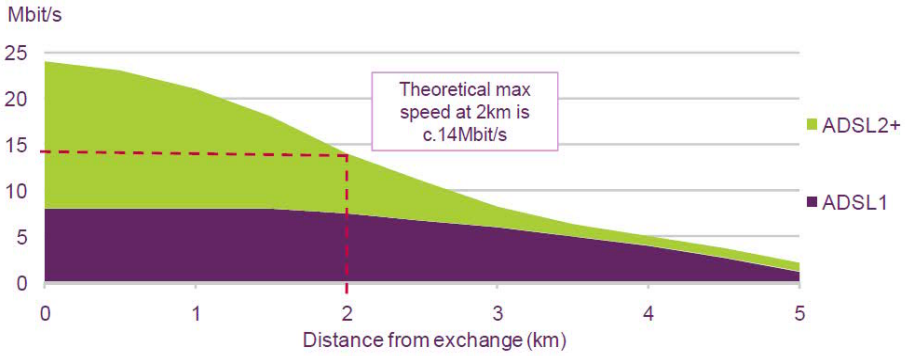
Source: The ONS Internet Connectivity Survey (http://www.statistics.gov.uk/statbase/Product.asp?vlnk=8251)

# *New* Infrastructure

3G / 4G

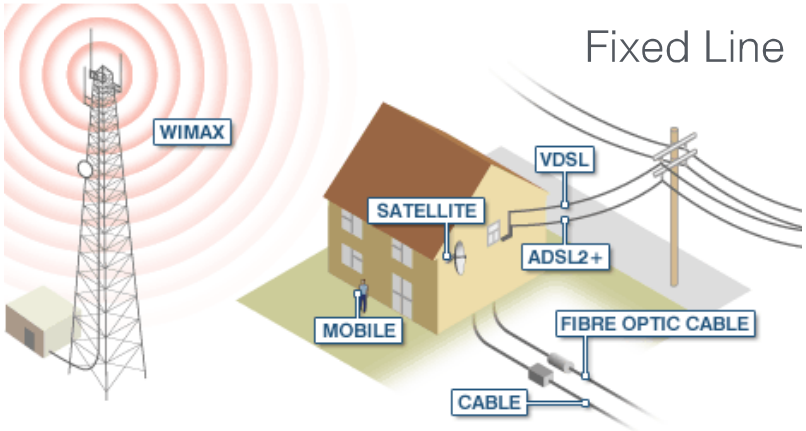
Mobile Hotspots




Ofcom, 2010

Fixed Line




Source: http://news.bbc.co.uk/1/hi/technology/8069768.stm

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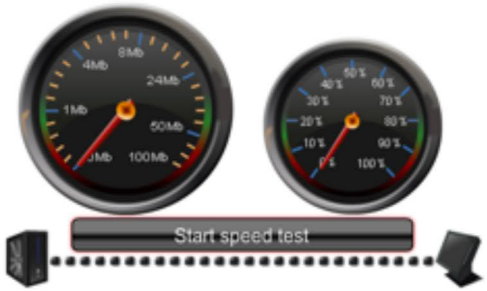
7.6m records

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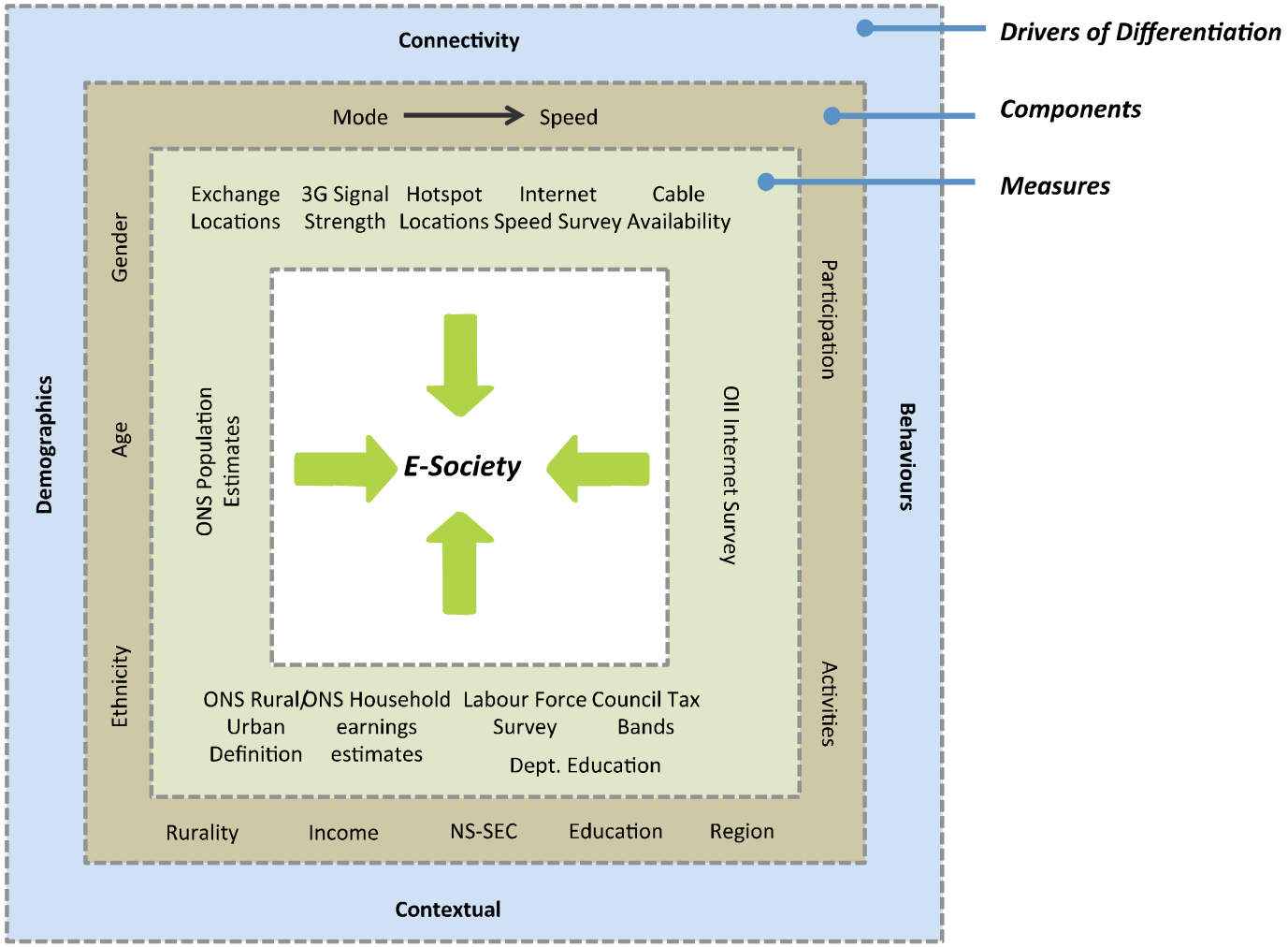
BROADBAND speedchecker.co.uk

http://atlas.geographicdatascience.com/broadband/full/

# New Internet User Classification

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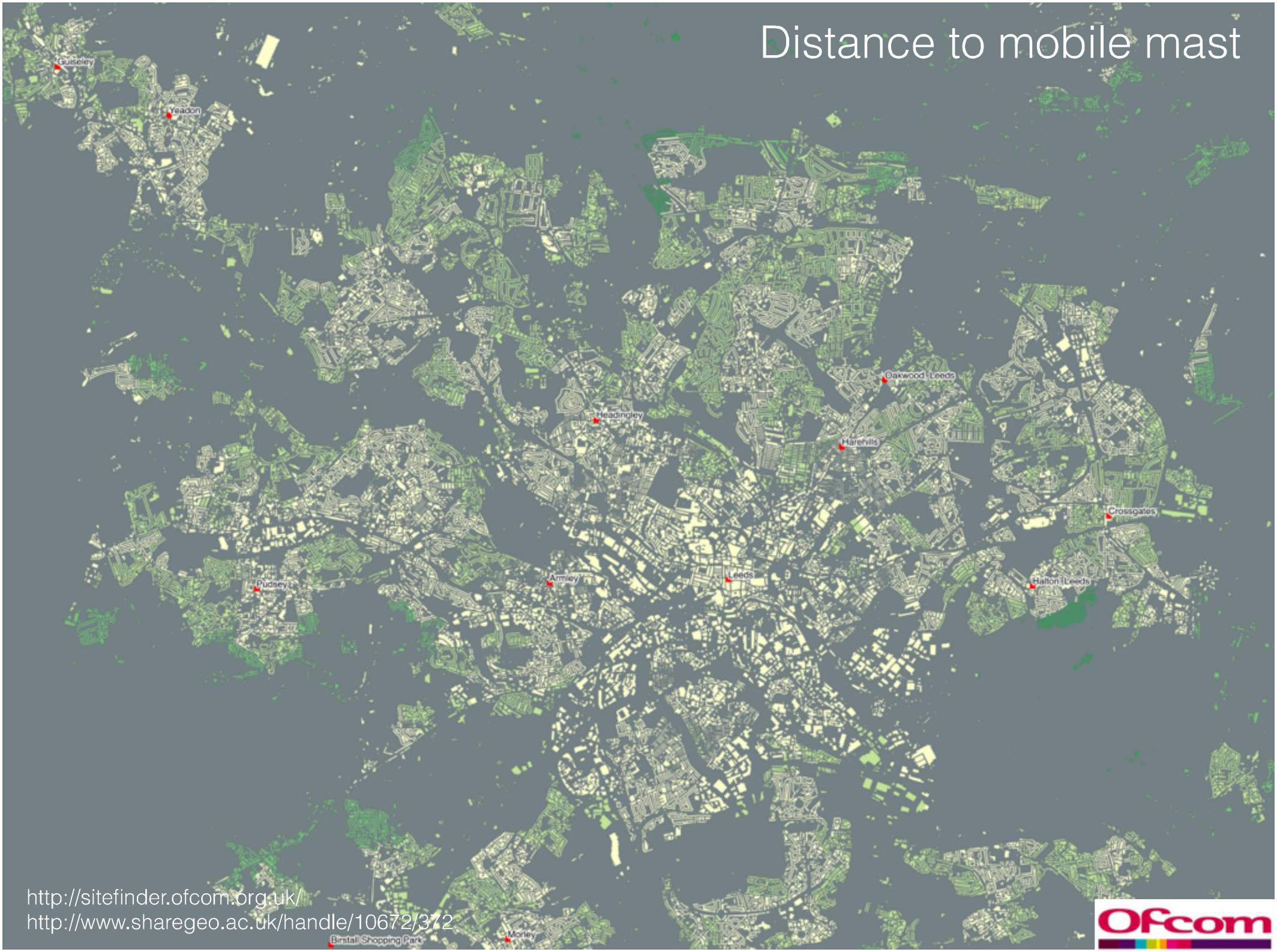
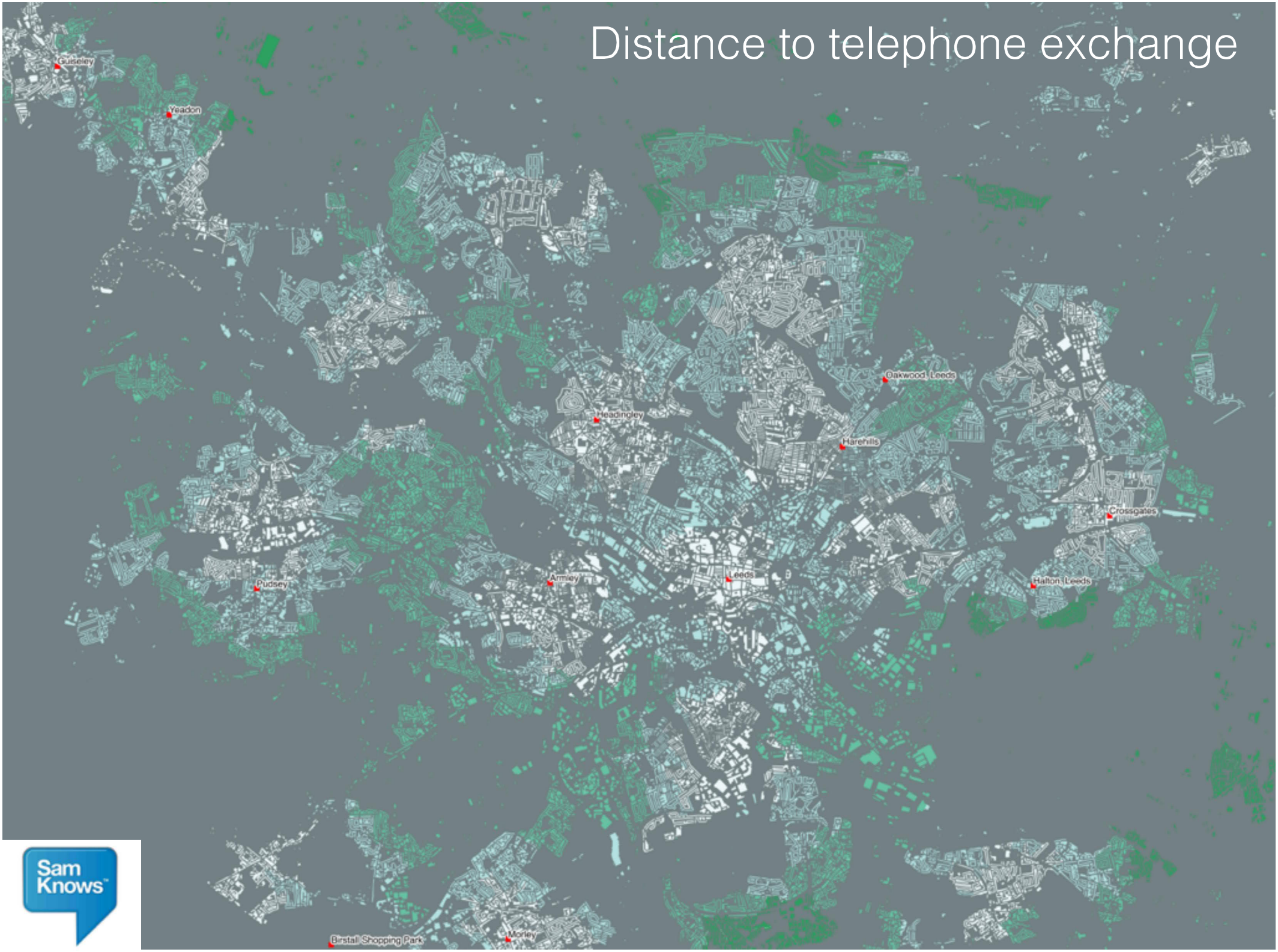
# Distance to mobile mast

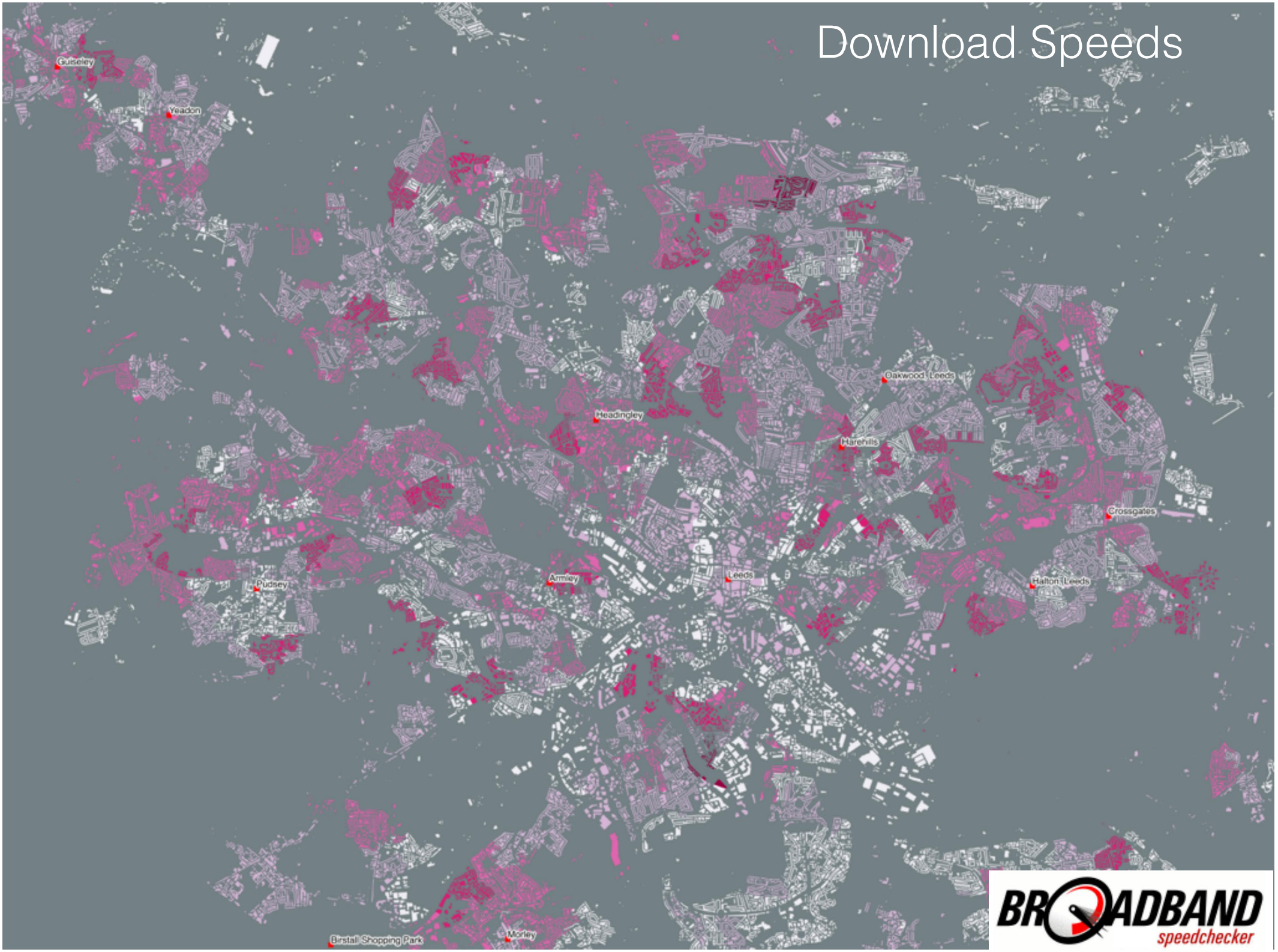



http://sitefinder.ofcom.org.uk/
http://www.sharegeo.ac.uk/handle/10672/372

Ofcom

# Distance to telephone exchange

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speedchecker

OxIS
Oxford Internet Surveys

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# The Oxford Internet Surveys

OxIS is the longest-running academic survey of Internet use in Britain, describing how Internet use has evolved from 2003 to the present day. Run by the Oxford Internet Institute at the University of Oxford, this survey provides unrivalled data, rigorous analysis and policy-relevant insights into key aspects of life online.

OxIS is a multi-stage national probability sample of 2000 people in Britain, enabling us to project estimates to the nation as a whole. Undertaken every two years since 2003, it surveys users, non-users, and ex-users, covering Internet and ICT access and use, attitudes to technology, and supporting demographic and geographic information. Find out more about the surveys.



## Support

OxIS has been supported by: Ofcom, Nominet Trust, dot.rural Digital Economy Hub, Cisco, Talisma, the British Library, ITV, O2, AOL, Wanadoo, BT, Scottish and Southern Energy, and the Higher Education Funding Council of England (HEFCE)

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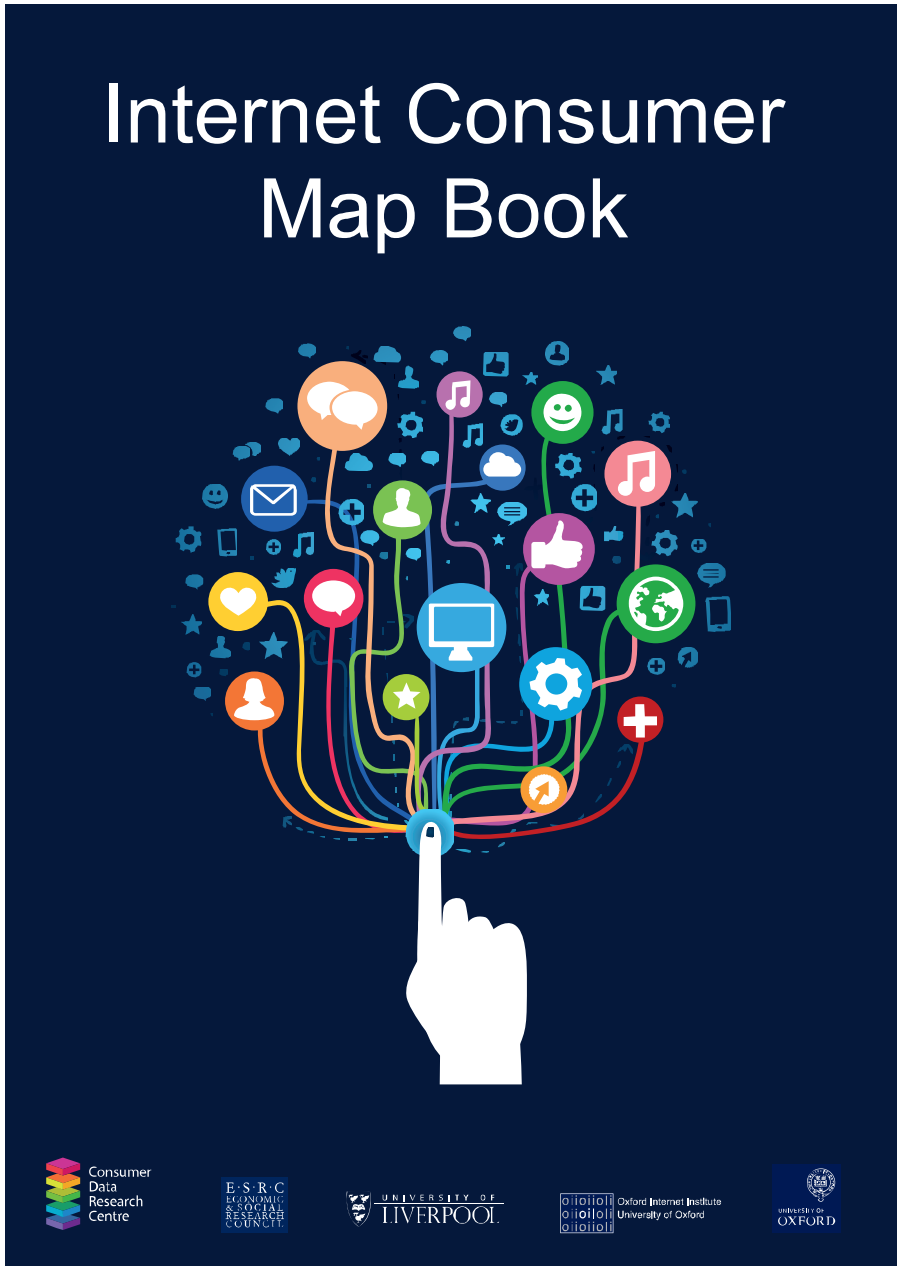
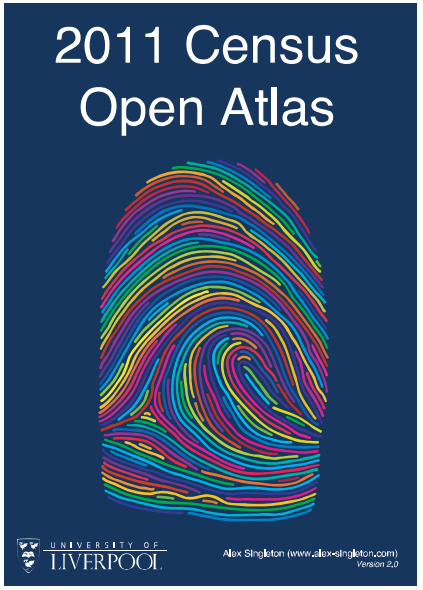
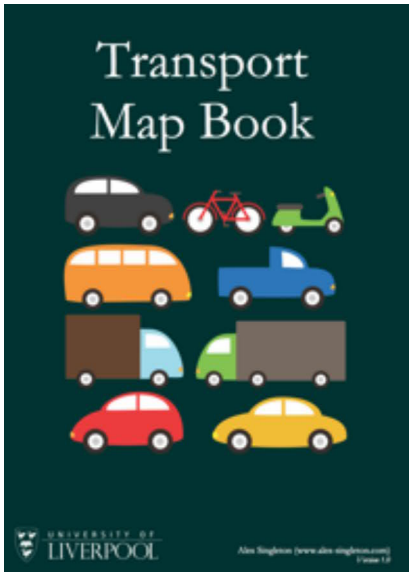
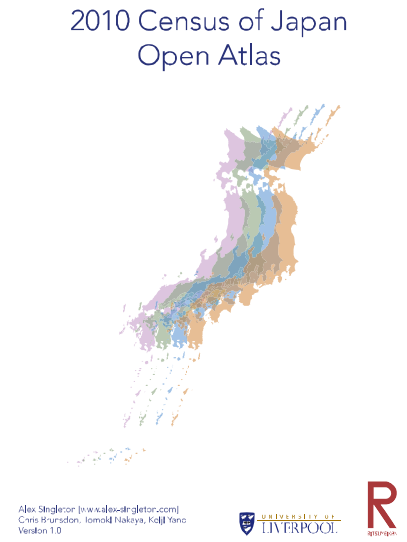
http://oxis.oii.ox.ac.uk/





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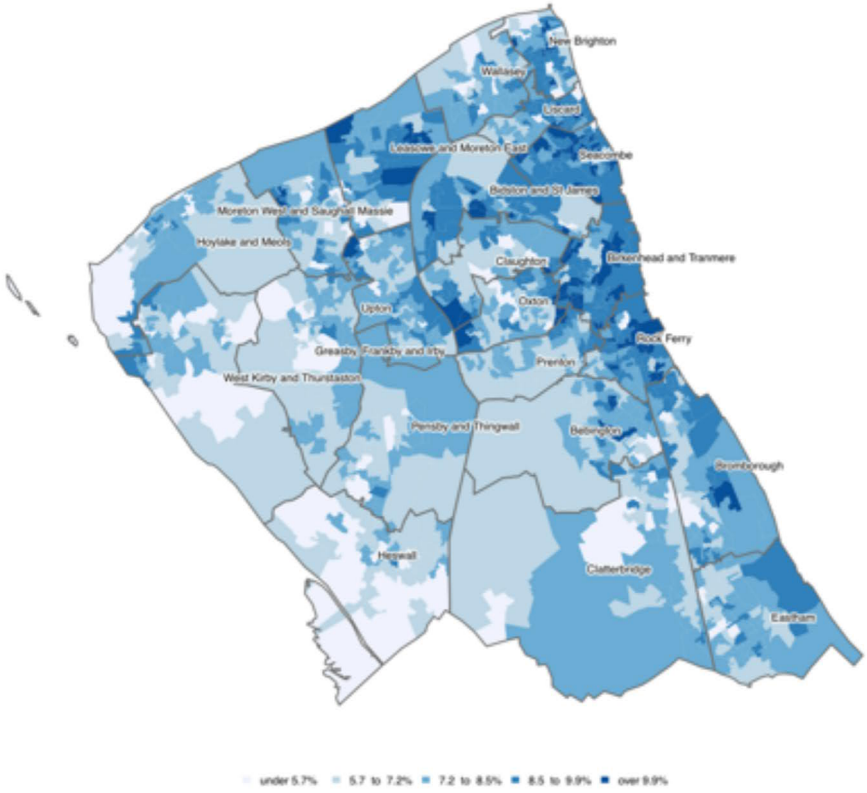


Figure 2: Persons who would seek information on a local MP through the Internet on a smartphone

Variable ID – QA1a2.
Contains Oxford Internet Survey data.
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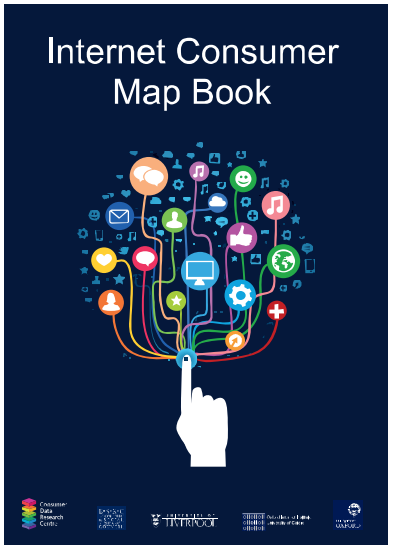
Map created by Alex Singleton www.alex-singleton.com.




All local authorities

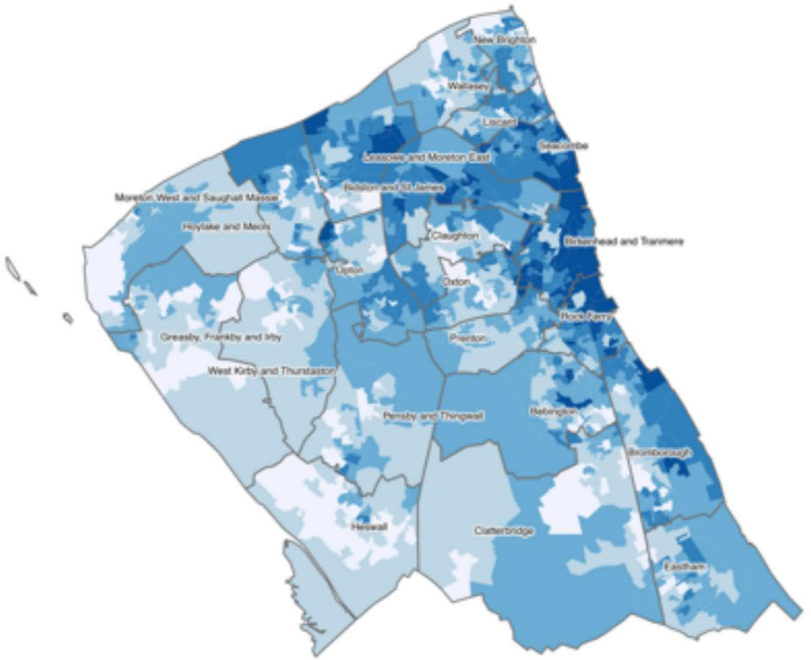



Figure 6: Persons who would seek information on a holiday or journey through the Internet on a smartphone

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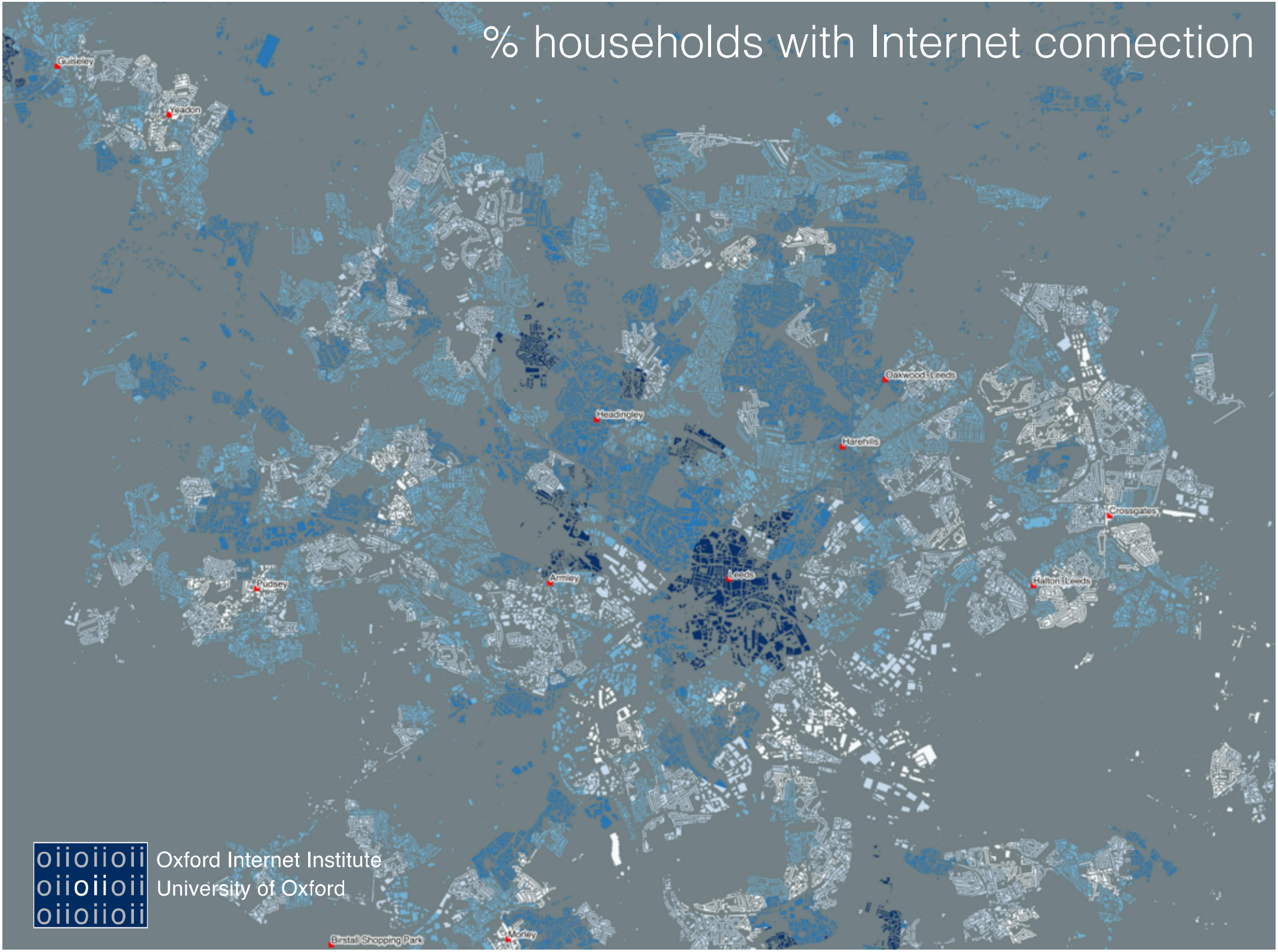
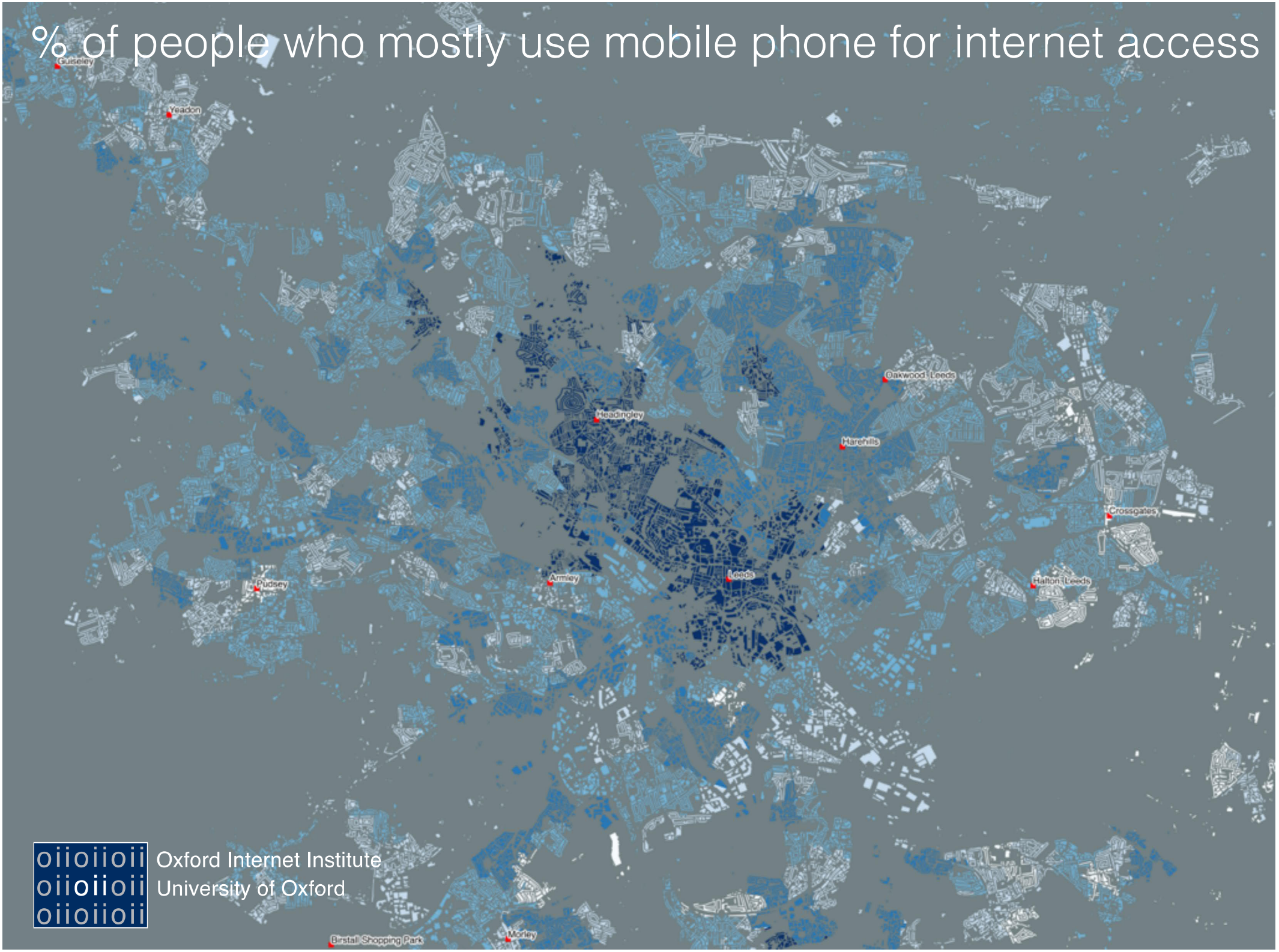
# % households with Internet connection

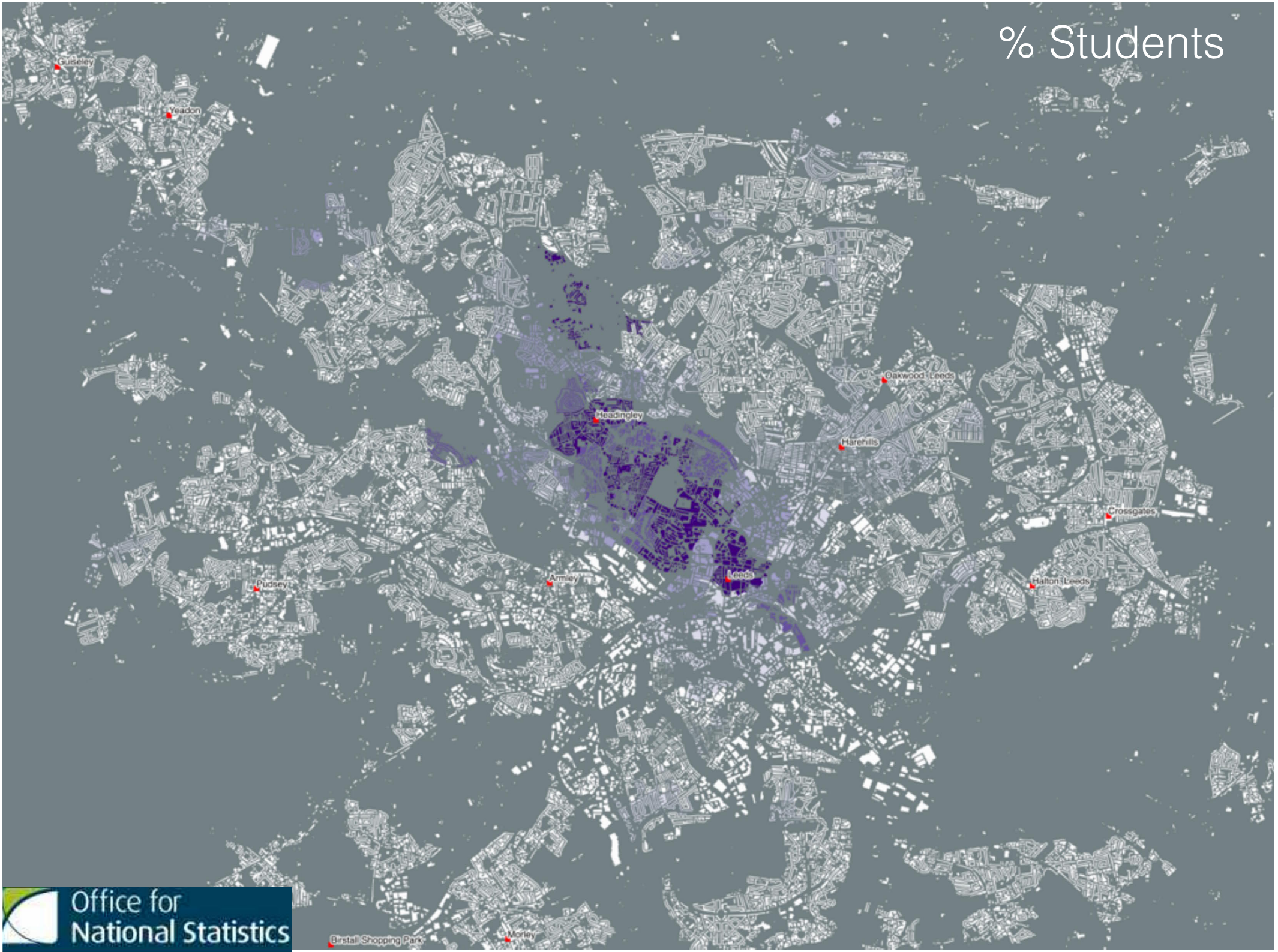



Oxford Internet Institute
University of Oxford

# % of people who mostly use mobile phone for internet access

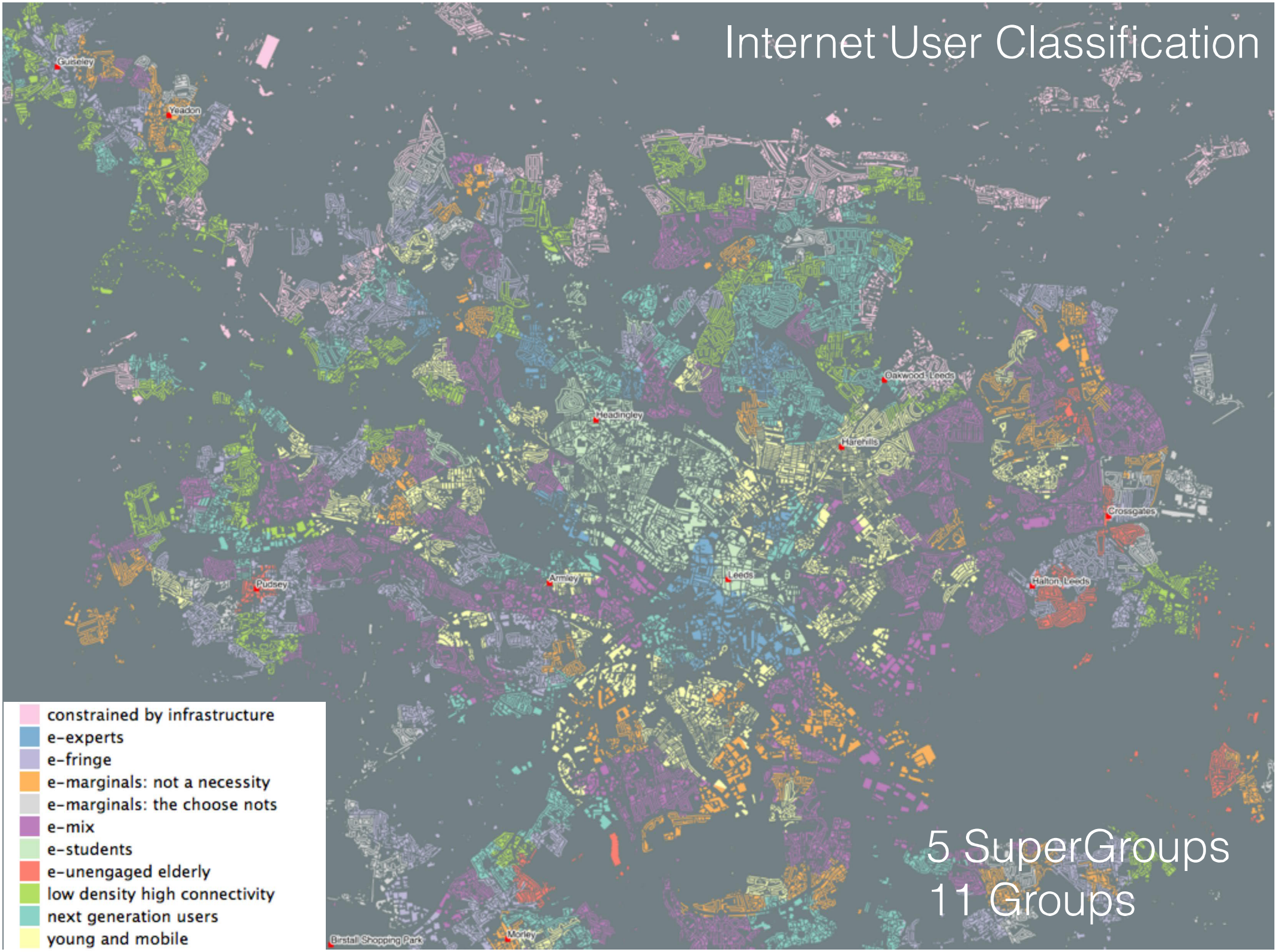



Oxford Internet Institute
University of Oxford

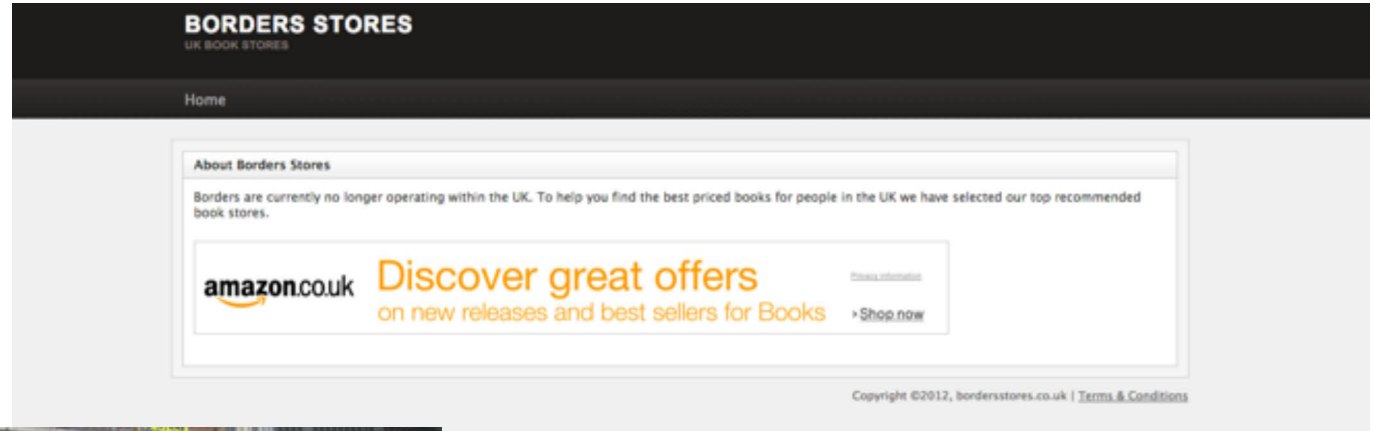

% Students
Guiseley
Yeadon
Headingley
Oakwood Leeds
Harehills
Crossgates
Pudsey
Armley
Leeds
Halton Leeds
Birstall Shopping Park
Morley
Office for
National Statistics

# From Attributes to Contexts

- Similar method as OAC
- Standardised Inputs
- K-Means
- 2 tiers


Internet User Classification
Guiseley
Yeadon
Headingley
Oakwood Leeds
Harehills
Crossgates
Pudsey
Armley
Leeds
Halton Leeds
Birstall Shopping Park
Morley
constrained by infrastructure
e-experts
e-fringe
e-marginals: not a necessity
e-marginals: the choose nots
e-mix
e-students
e-unengaged elderly
low density high connectivity
next generation users
young and mobile
5 SuperGroups
11 Groups

# e-Resilient Retail



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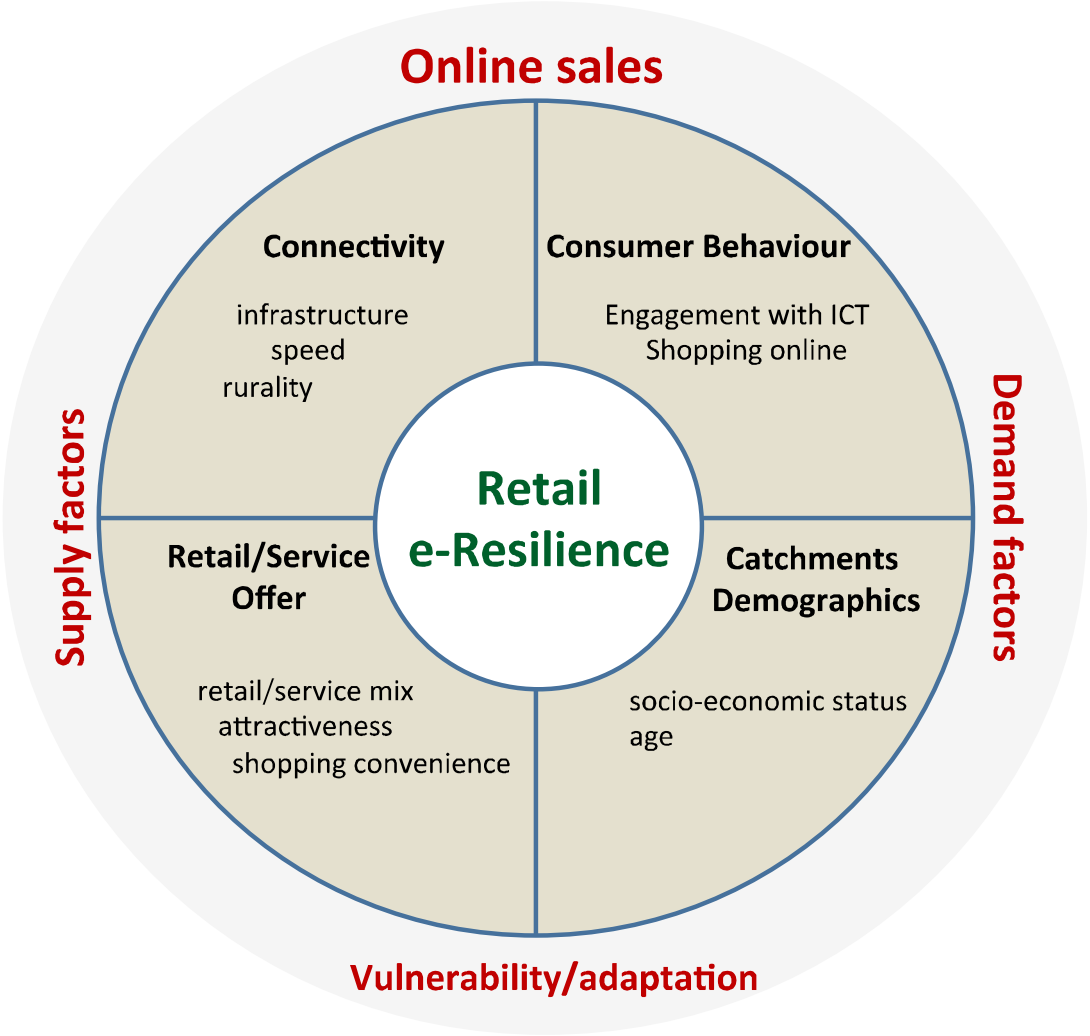
Consumer Data Research Centre

An ESRC Data Investment

# e-Resilient Retail

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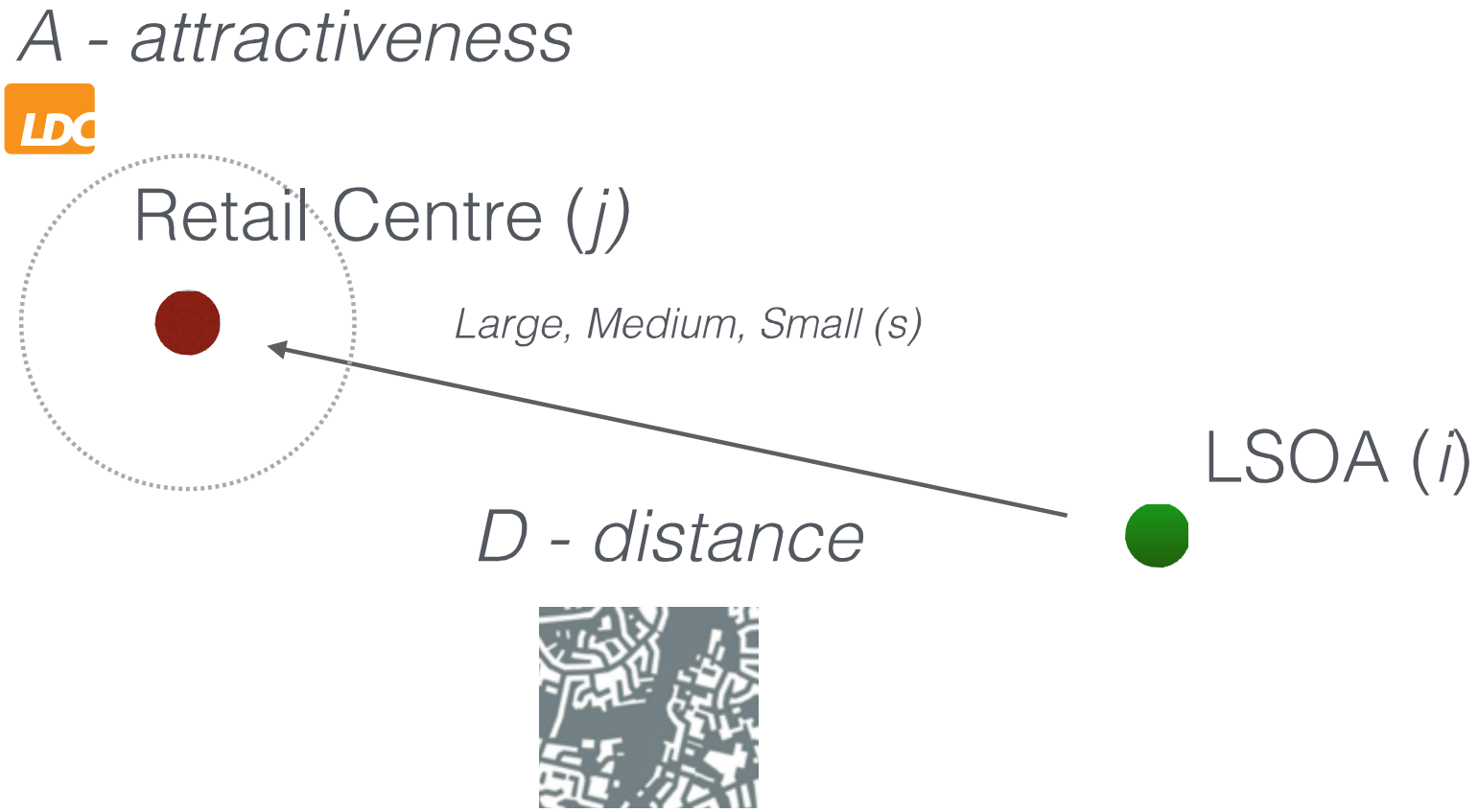
# e-Resilient Retail

# e-Resilient Retail

# Catchment Estimates

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*Note: General model*

# Some Innovations

1) Use the retail centre extent not the centroid
2) Street distances, not straight line
3) Routing / model all within R
4) Open Source

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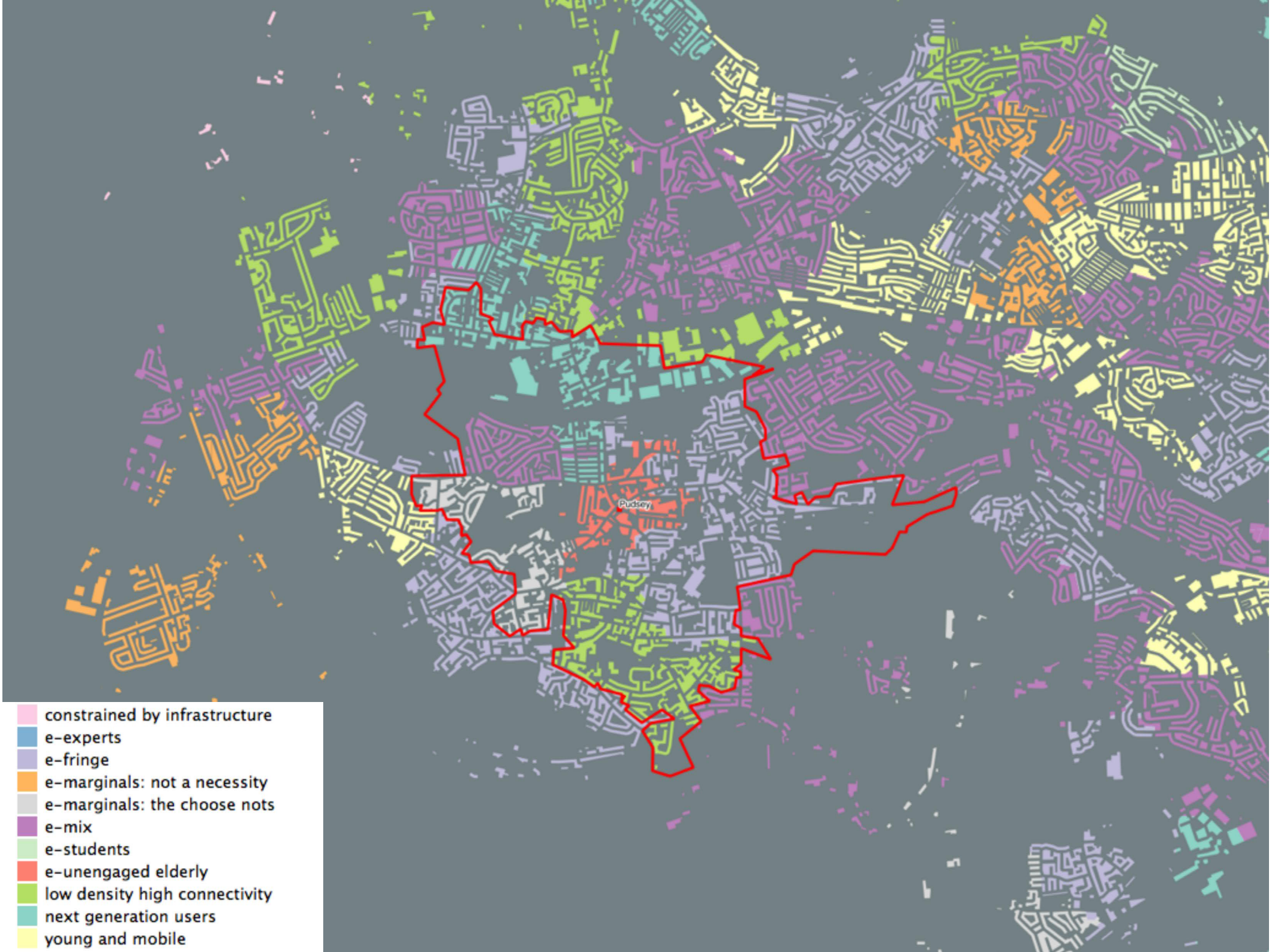
75%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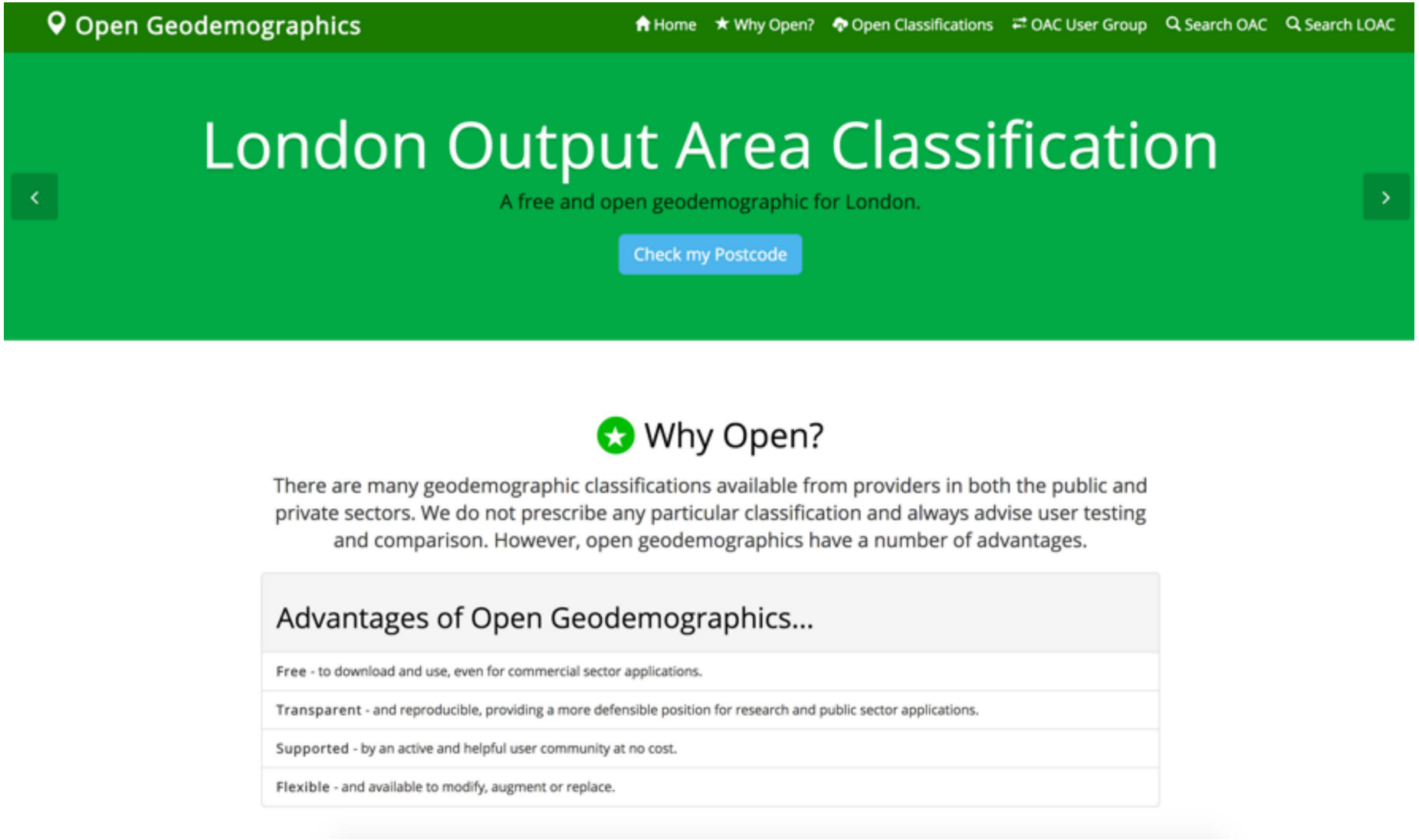
# Work in Progress

- Catchment model refinement
  - Population
    - Geodemographics
    - Day V Night
  - Retail hierarchy
  - Sensitivity to e-Resilience
  - Retail activity type - e.g. comparison V leisure etc
- Retail centres…

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http://www.opengeodemographics.com/