



Internet User Map Book



Internet User Map Book (Harrogate / E07000165)

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Methodology

The Internet User Map Book presents small area estimates of likely responses to a range of questions derived from the Oxford Internet Survey (OXIS). This is an academic survey of Internet use in Britain, and has been run by the Oxford Internet Institute at the University of Oxford since 2003. The survey data used within this Map Book are from 2013. It is important to reiterate that the presented maps show estimates rather than counts of observed values, such as those that you might otherwise obtain through sources such as a population census.

For the purpose of estimation, the OXIS was profiled at the respondent level, with no aggregation to administrative geography. This retained the largest possible sample for analysis. The aim was to identify relationships in engagement patterns by categories of respondents in the OXIS. These respondent groups were formed by factors that have previously been shown to be good predictors of engagement with the Internet, including; age, rurality and socio-economic status. A decision tree model was applied to the OXIS data to calculate independent rates of engagement by these groups, as well as the statistical significance of these relationships, for any question of interest. The rates were then fitted to OAs by quantifying the structure of each OA by the identified groups, and estimating an overall rate based on this structure.

The predictors used in the models were kept constant and included age (5 categories), social grade (4 categories) and population density (5 categories). As such, this allowed for a theoretical maximum of 100 sub group estimates to be used in the calculation of OA level estimates. Results were validated by external profiling, including analysis by geodemographic classifications, comparisons against survey-derived statistics for more aggregate geography, mapping and visualisation. Estimates were also compared to those produced by a second independent team of researchers at the University of Oxford. Differences in terms of national, regional and local patterns were found to be minimal.

About the team

Alex Singleton (@alexsingleton) is Professor of Geographic Information Science in the Department of Geography at the University of Liverpool. He is Director of the Geographic Data Science Lab and Deputy Director of the ESRC Consumer Data Research Centre (CDRC). His research interests explore how social and spatial complexities of individual behaviours can be represented and understood within a framework of quantitative social science and computer modelling.

Dean Riddlesden (@deanriddlesden) has a background in spatial planning; holding two masters degrees from the University of Liverpool. His research explores how use and engagement with the Internet are differentiated across space and societal groups. His work employs a range of statistical modelling and data mining techniques with new and innovative data sources. Dean currently works as a Data Scientist for Walgreens Boots Alliance.

Mark Graham (@geoplace) is an Associate Professor and Senior Research Fellow at the Oxford Internet Institute, a Research Fellow at Green Templeton College, and an Associate in the University of Oxford School of Geography and the Environment. His research focuses on ICT for Development, Internet and Information Geographies, and Economic Transparency.

Grant Blank (@oiioxford) is a Survey Research Fellow at the Oxford Internet Institute. He is a sociologist who studies the social and cultural impact of the Internet and other new communication media. He is also interested in cultural sociology, especially reviews and cultural evaluation.

To learn more about the work of the Liverpool team, visit geographicdatascience.com, and the CDRC at cdrc.ac.uk. Information about the work of the Oxford team can be found by visiting ci.oii.ox.ac.uk or ci.oii.ox.ac.uk.

Acknowledgements

This research was funded as part of a number of ESRC grants including ES/L011840/1, ES/L003546/1 and ES/K00283X/1.

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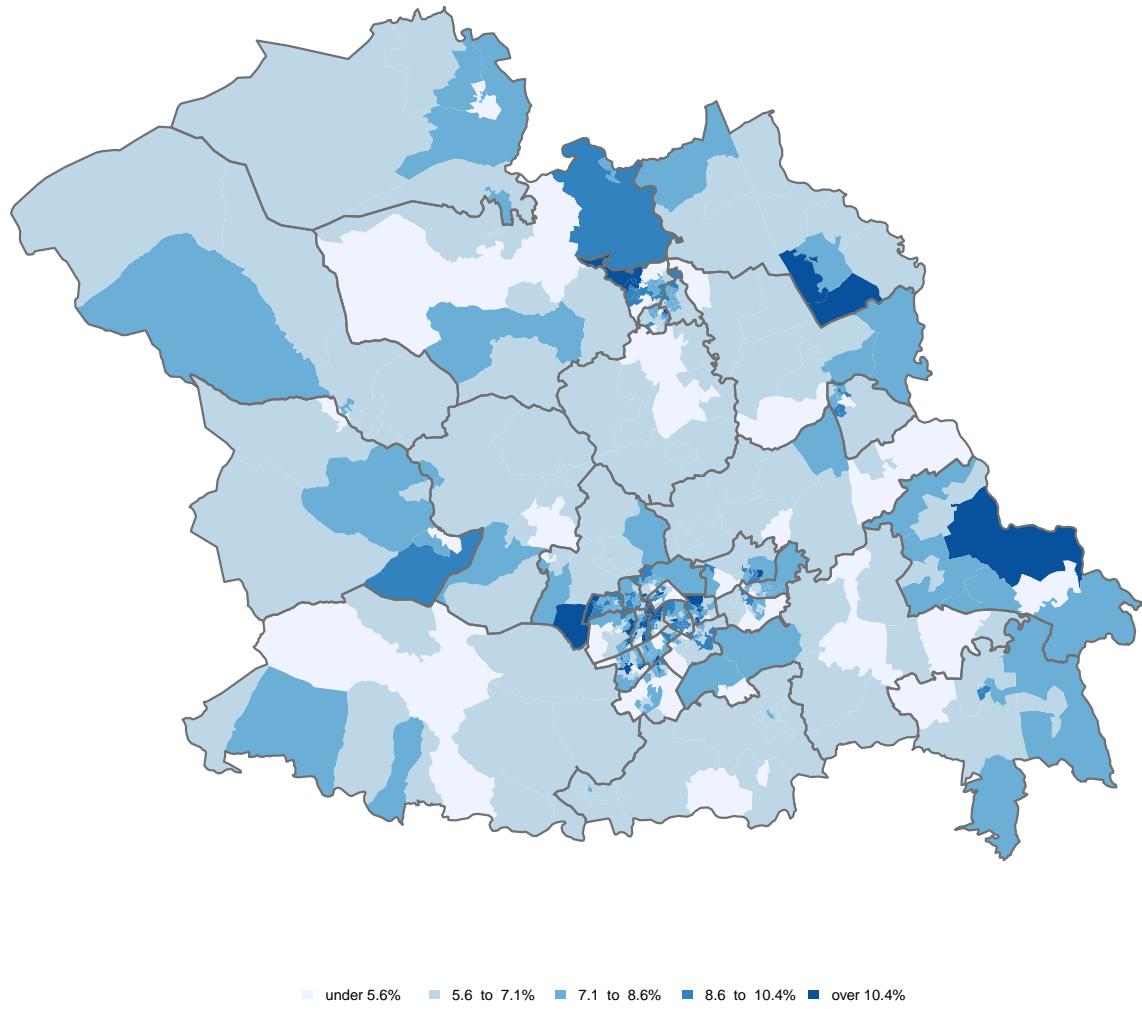
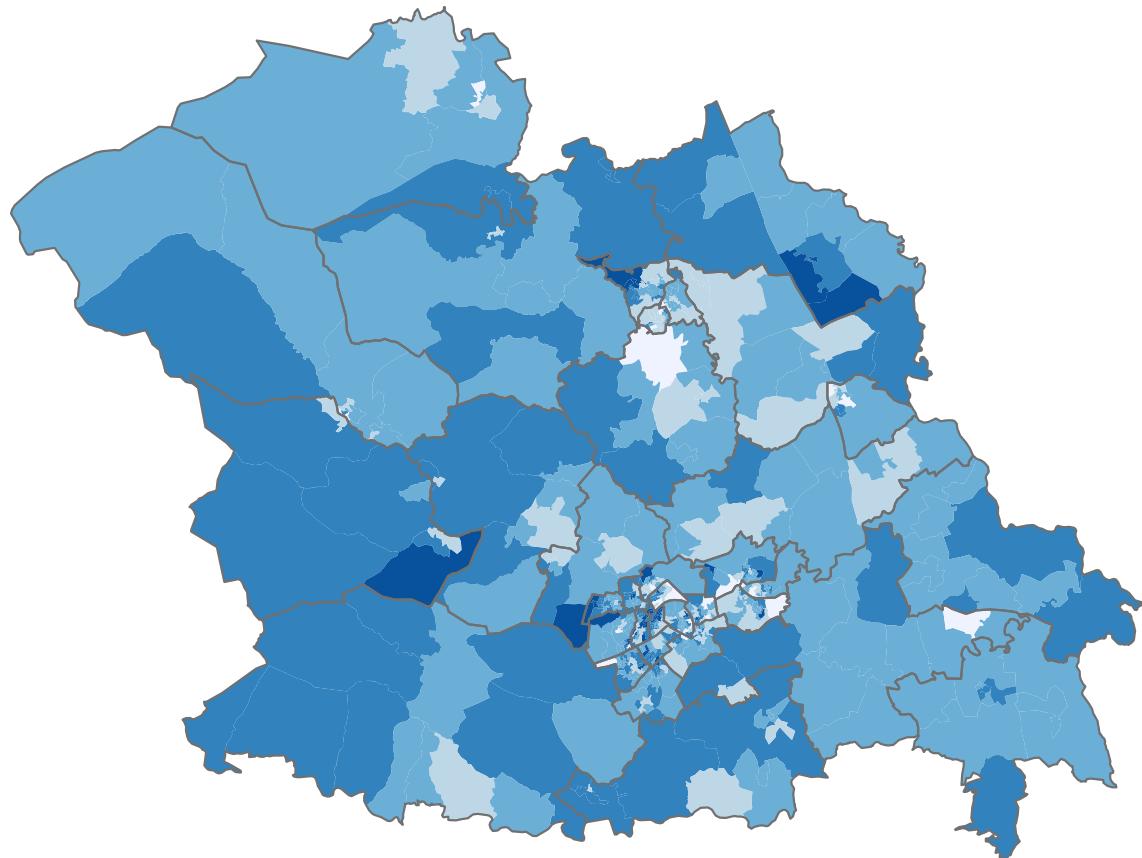


Figure 1: Persons who would seek information on a local MP through the Internet on a smartphone

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under 41.6% 41.6 to 46.9% 46.9 to 50.5% 50.5 to 54.2% over 54.2%

Figure 2: Persons who would seek information on council tax through the Internet on a desktop/ laptop/ tablet

Variable ID – QA1b1.

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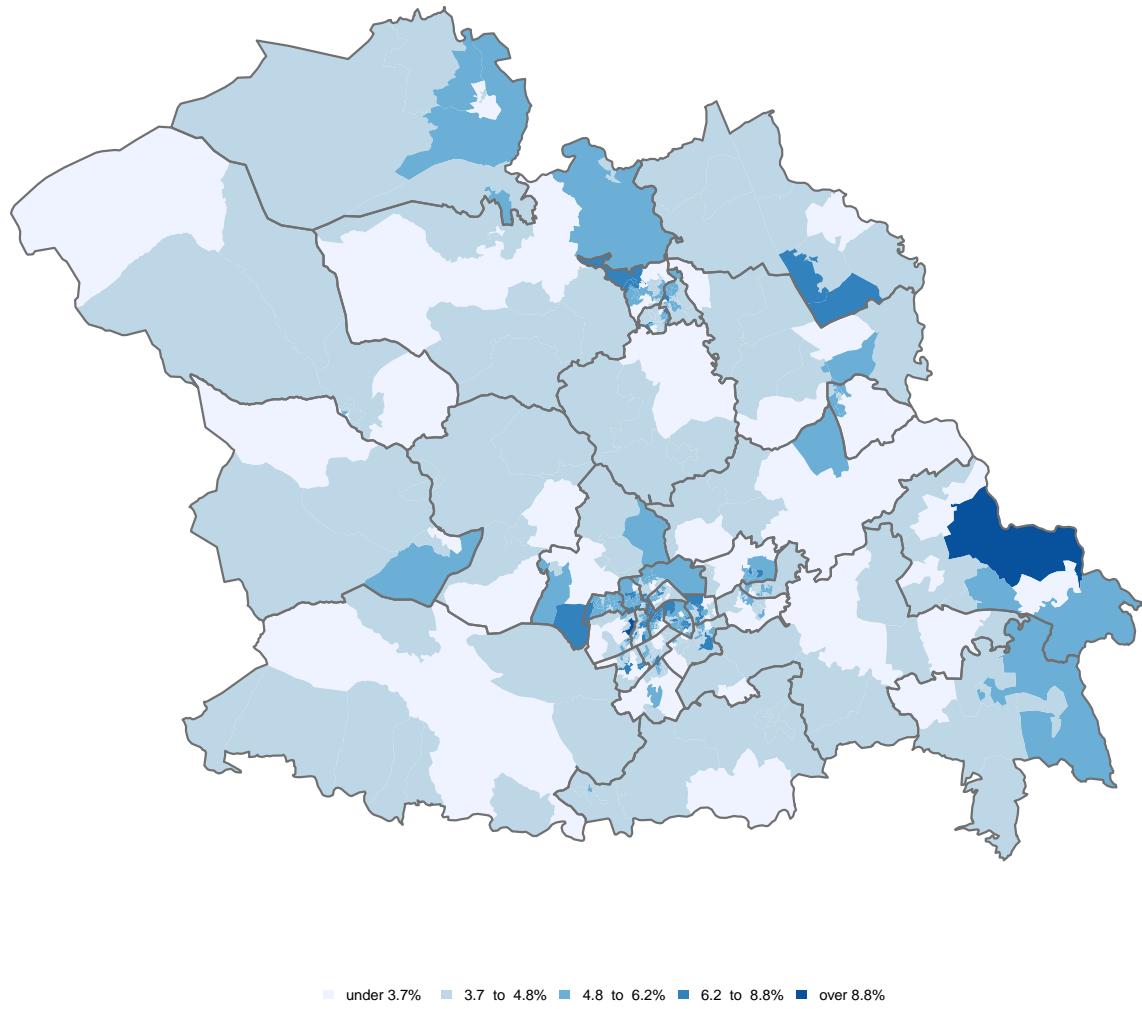


Figure 3: Persons who would seek information on council tax through the Internet on a smartphone

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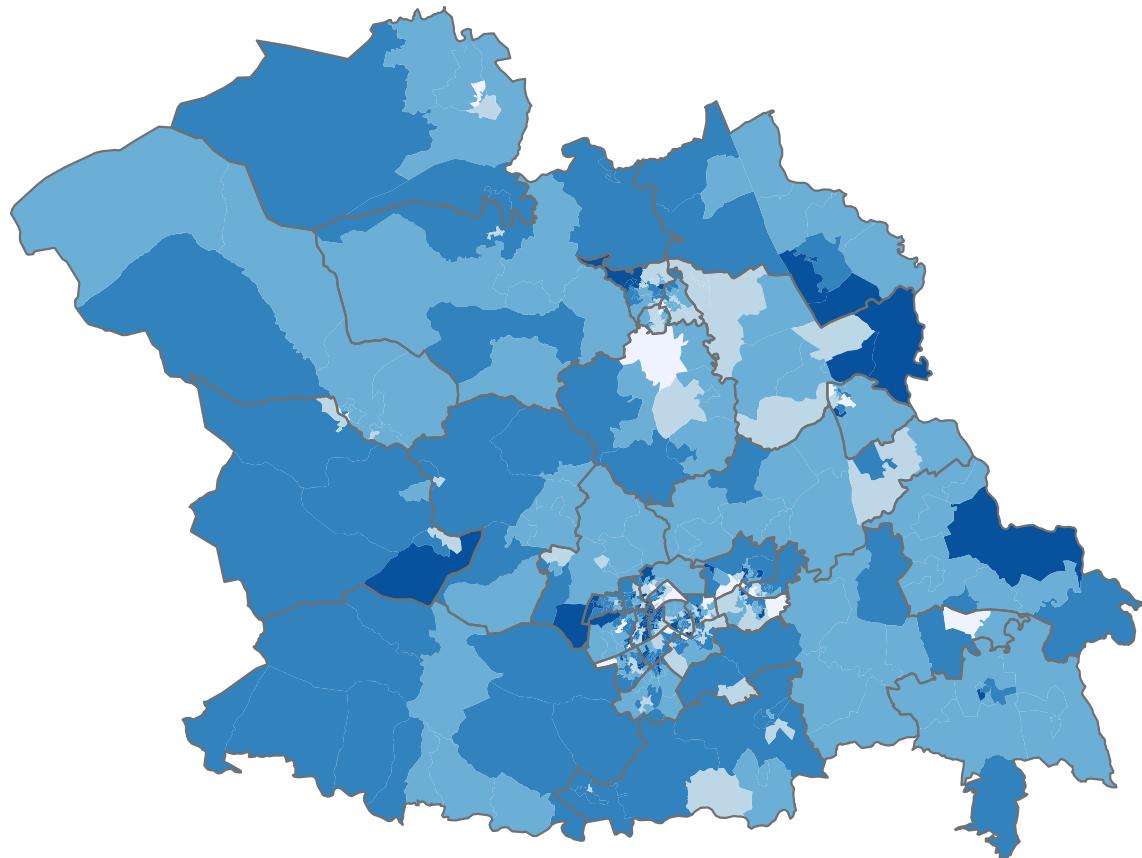
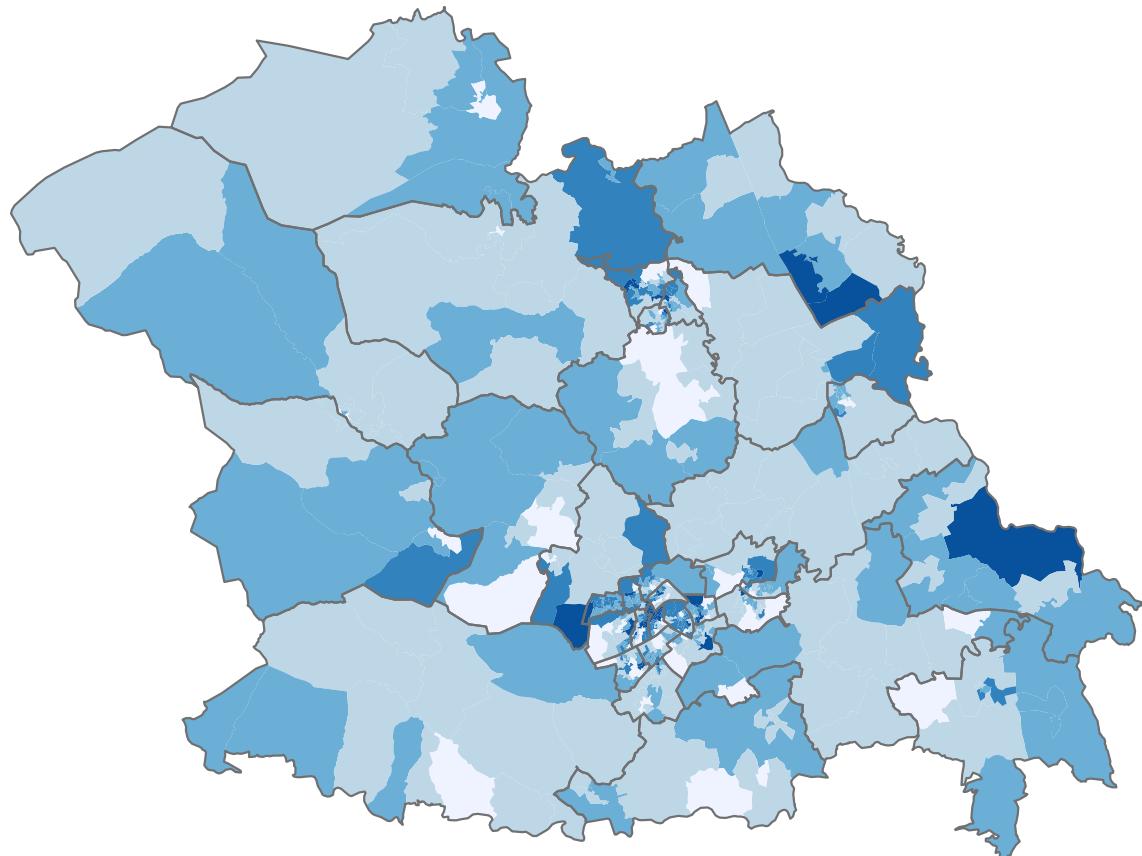


Figure 4: Persons who would seek information on a holiday or journey through the Internet on a desktop/laptop/ tablet

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under 4.5% 4.5 to 5.4% 5.4 to 6.3% 6.3 to 7.3% over 7.3%

Figure 5: Persons who would seek information on a holiday or journey through the Internet on a smartphone

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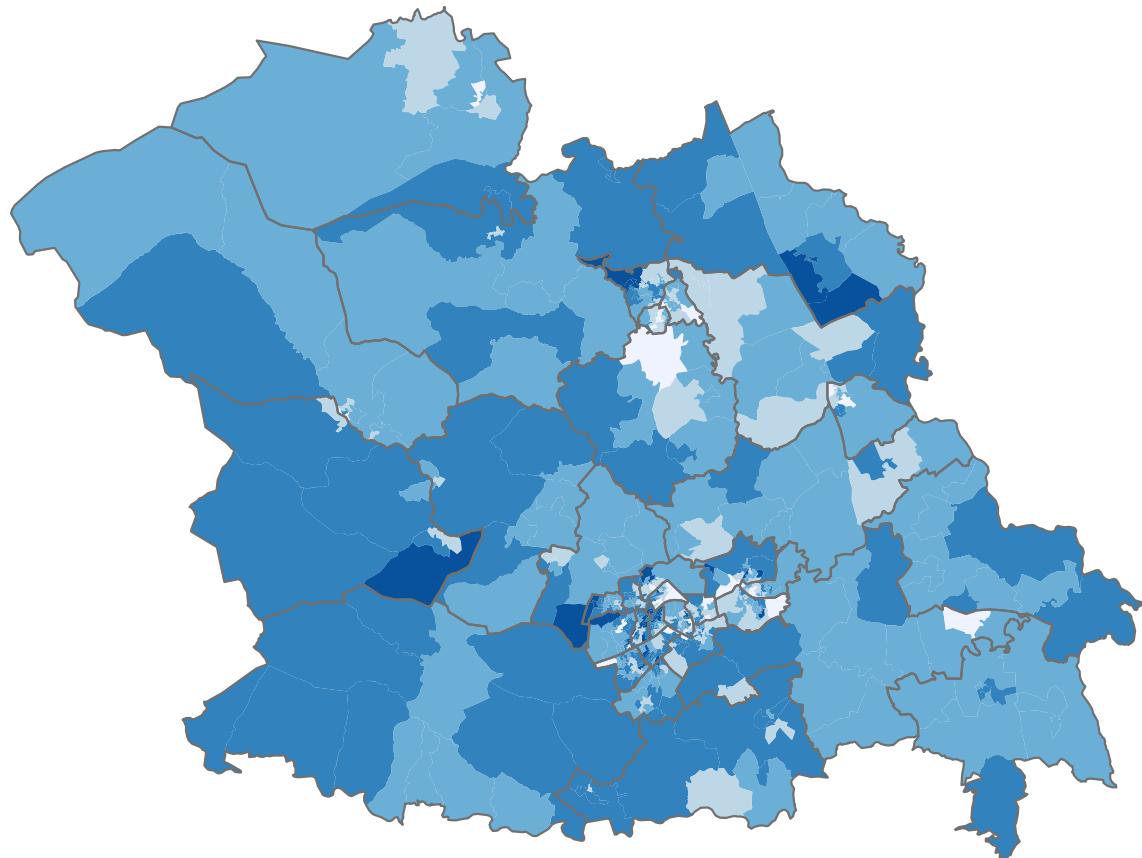
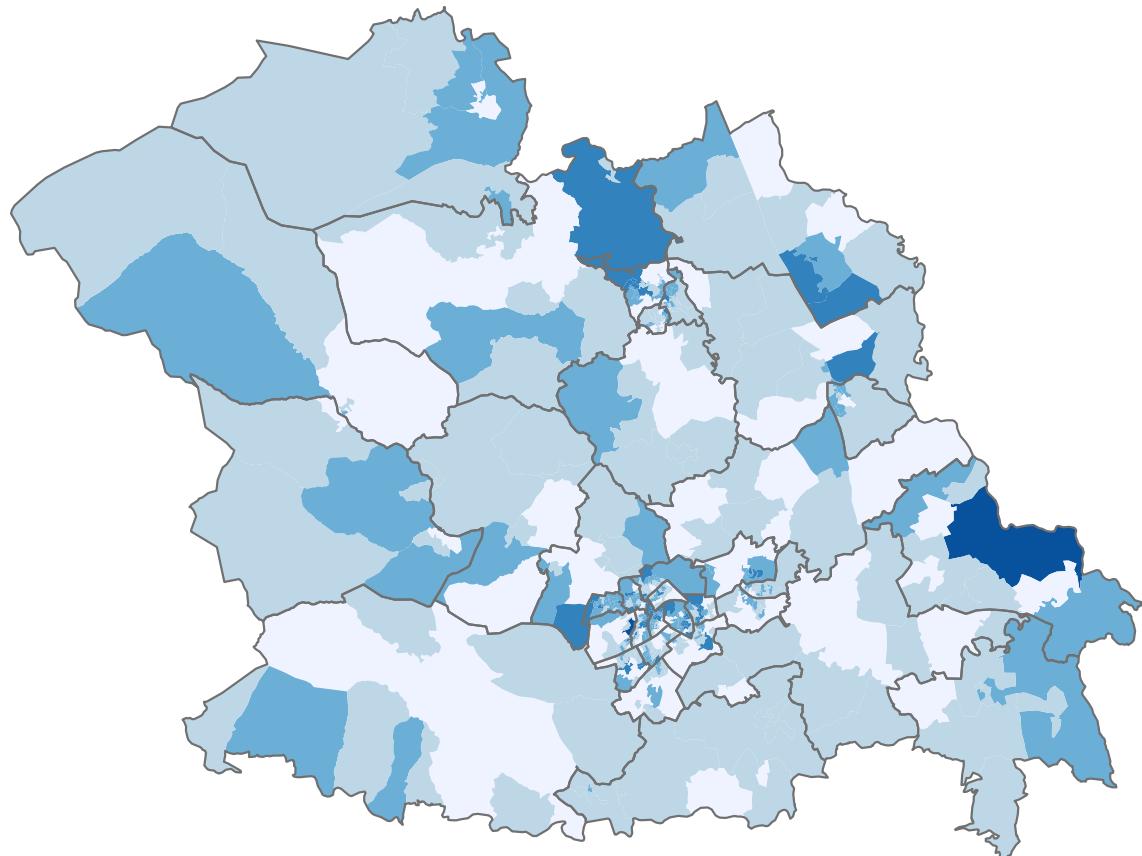


Figure 6: Persons who would seek information on a topic/ professional project through the Internet on a desktop/ laptop/ tablet

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under 3.9% 3.9 to 4.6% 4.6 to 5.4% 5.4 to 7.9% over 7.9%

Figure 7: Persons who would seek information on a topic/ professional project through the Internet on a smartphone

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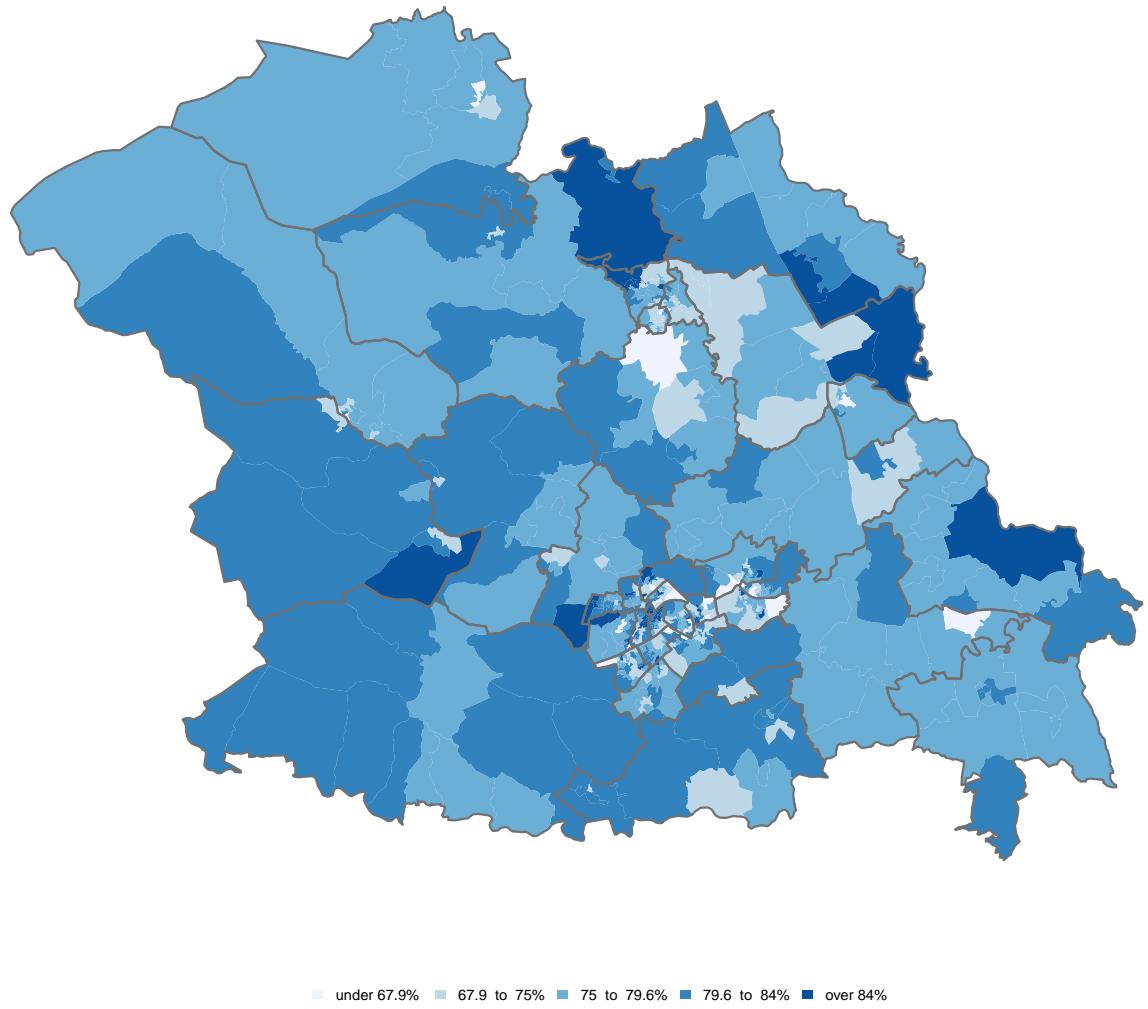


Figure 8: Persons who indicate the Internet is important for information

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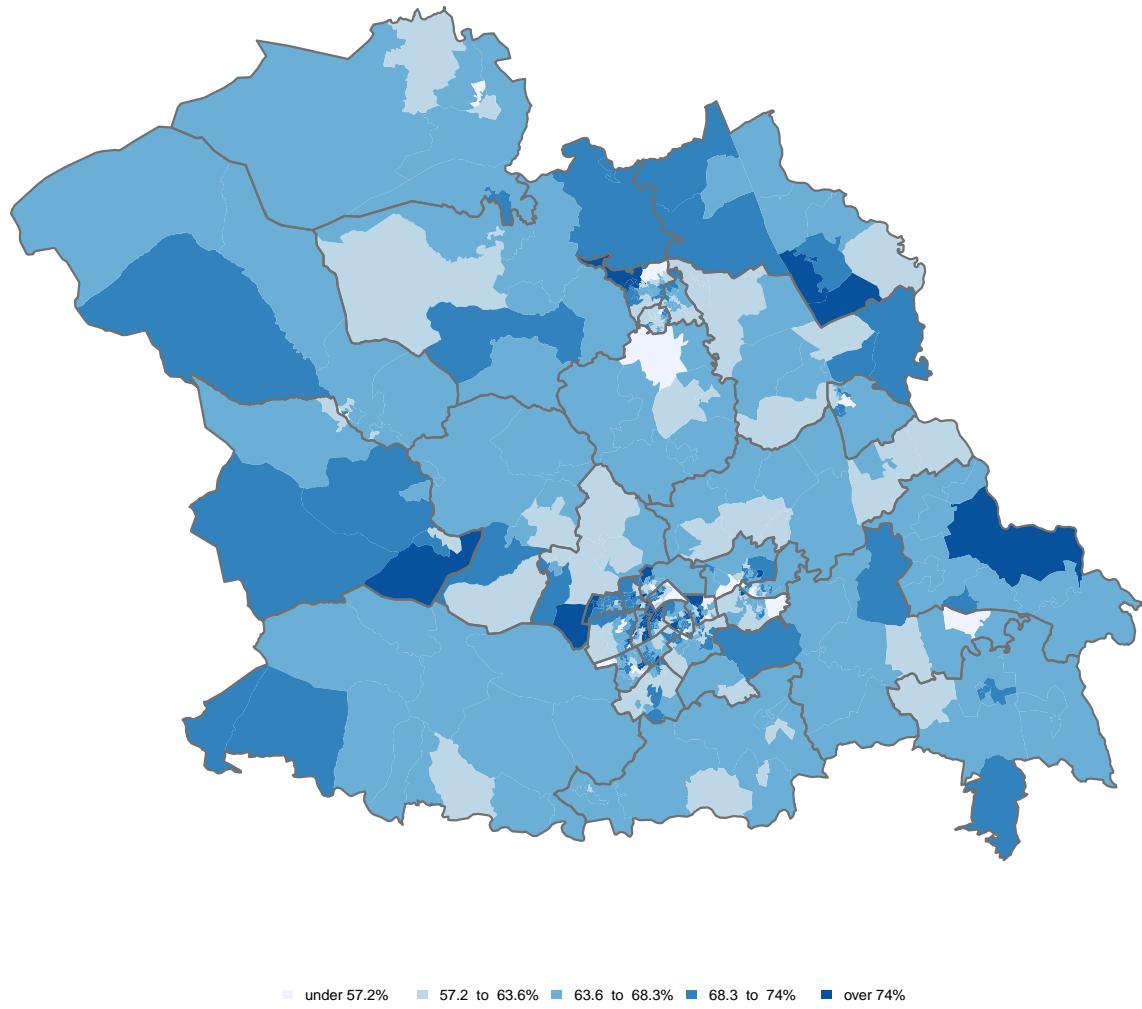
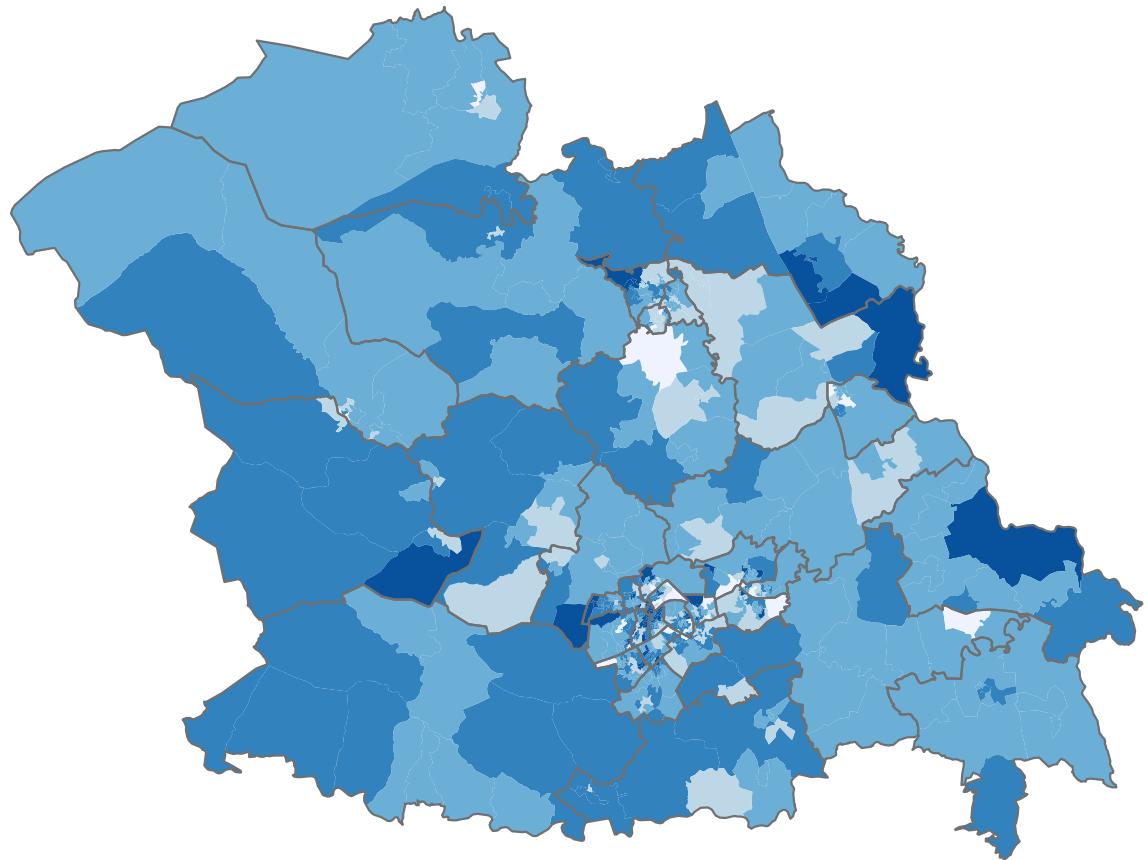


Figure 9: Persons who indicate the Internet is important for entertainment

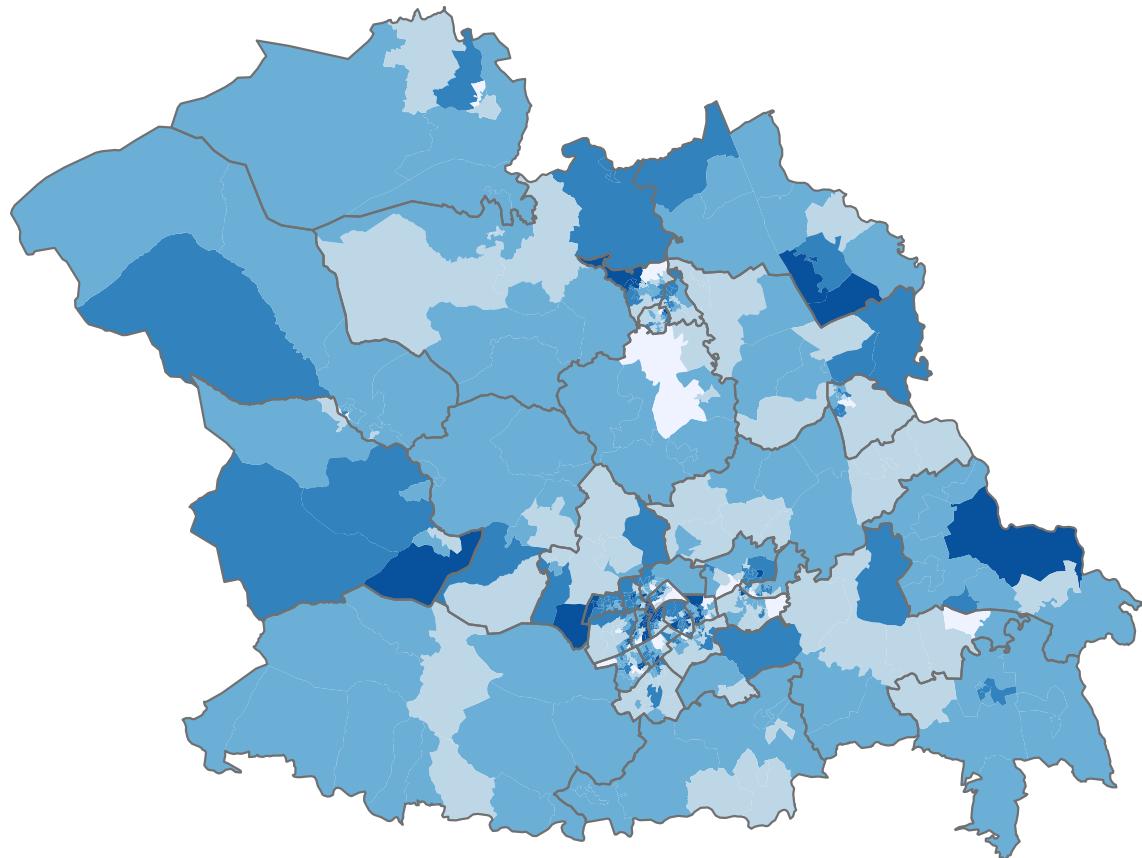
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under 64.2% 64.2 to 70.4% 70.4 to 74.4% 74.4 to 78.6% over 78.6%

Figure 10: Persons indicating they are Interested in the Internet

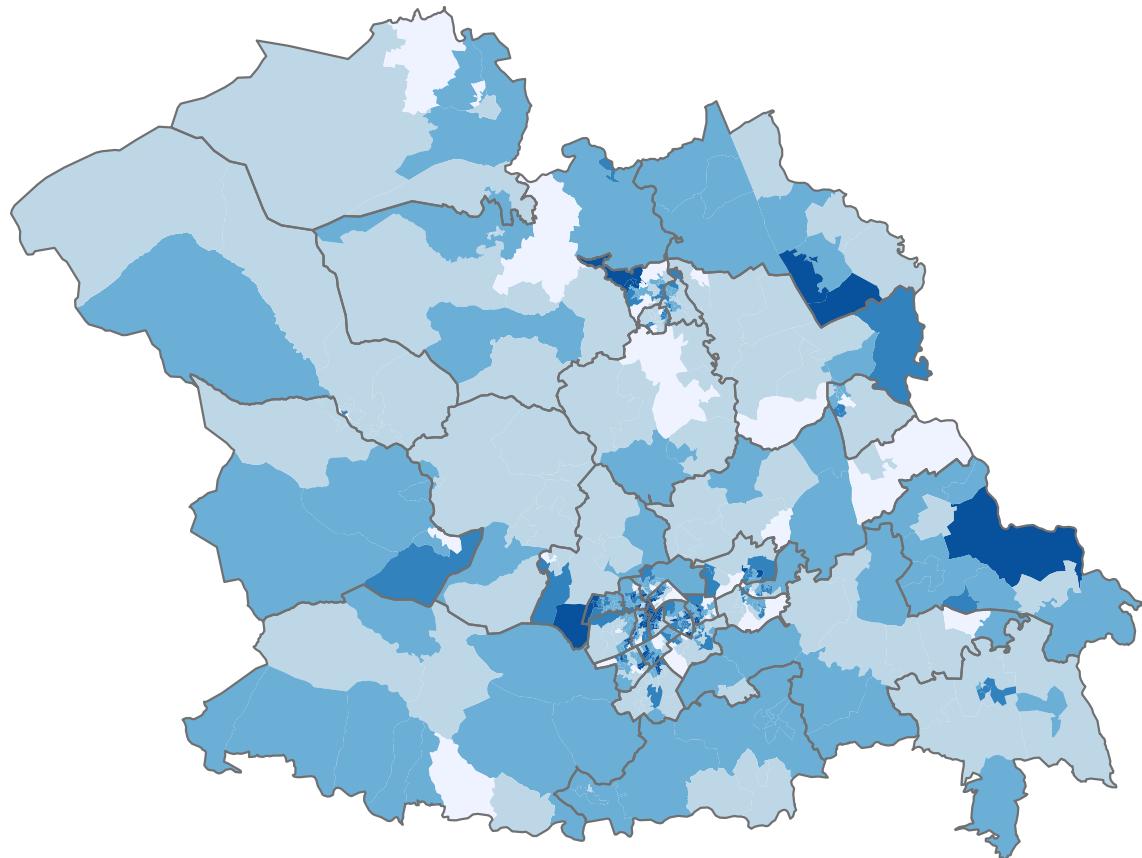
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under 36.5% 36.5 to 43.1% 43.1 to 48.1% 48.1 to 54.3% over 54.3%

Figure 11: Persons who use the Internet while travelling through a mobile/dongle

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under 17.4% 17.4 to 21.5% 21.5 to 25.5% 25.5 to 30.5% over 30.5%

Figure 12: Persons who have found a job through the Internet

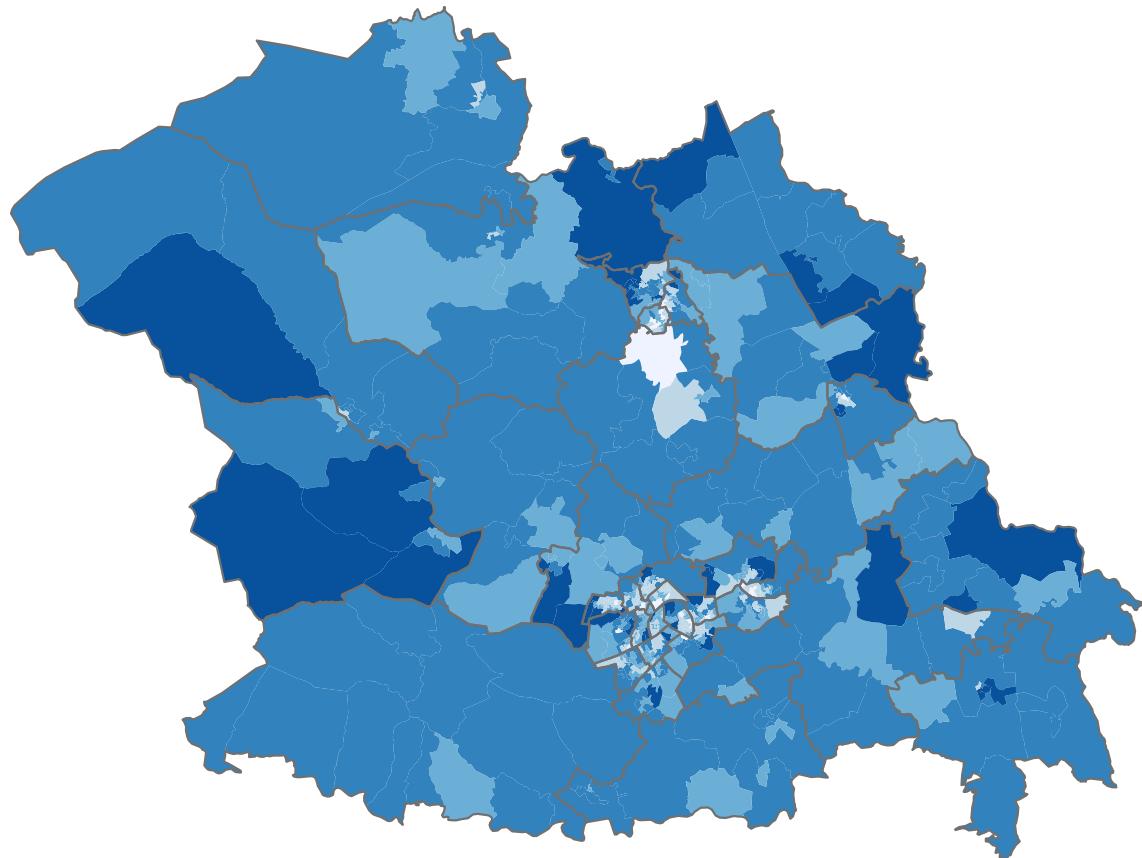
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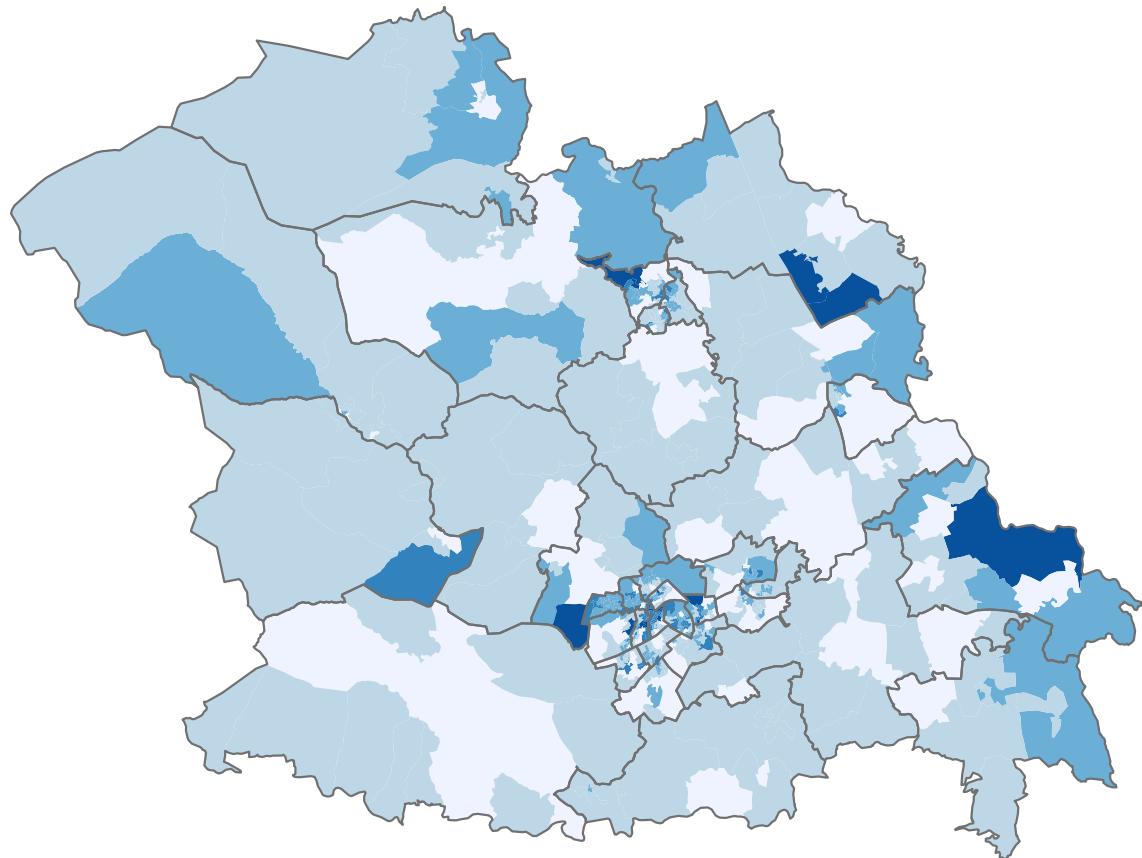
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under 68.8% 68.8 to 71.4% 71.4 to 73.6% 73.6 to 76.2% over 76.2%

Figure 13: Persons who have saved money buying online

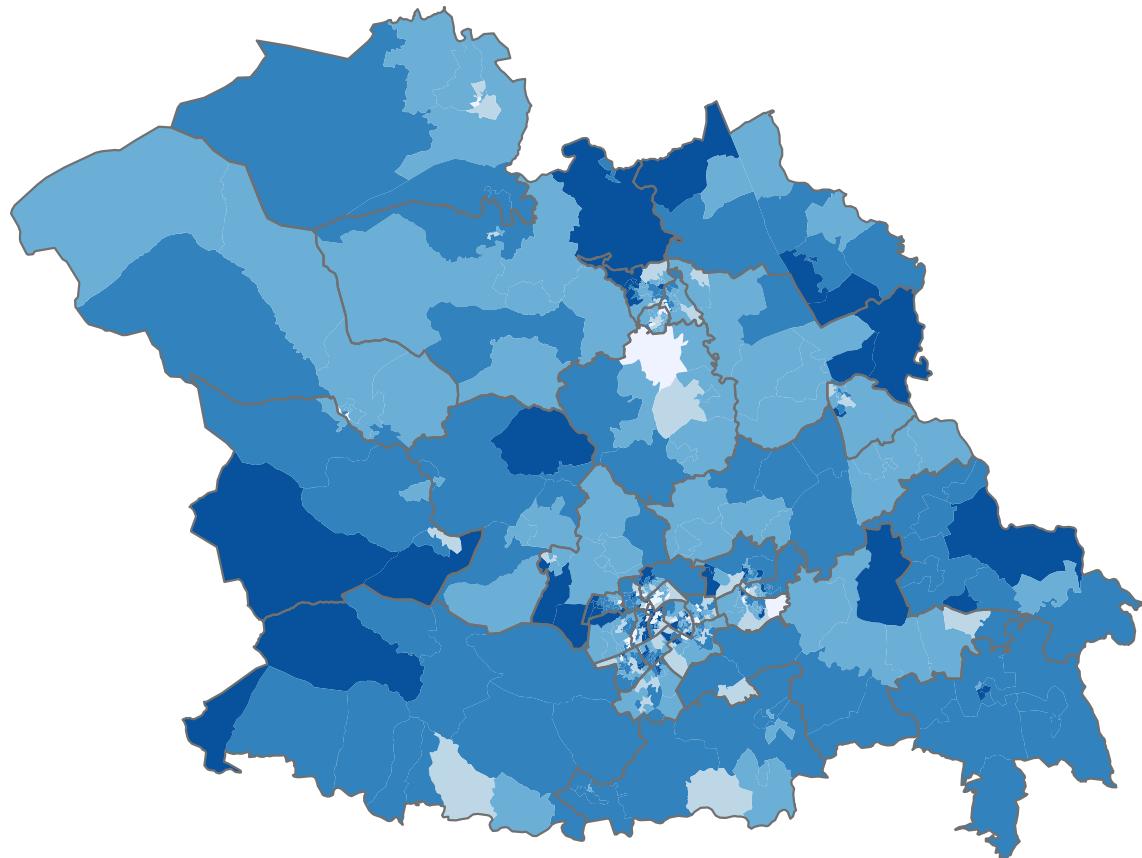
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under 10.5% 10.5 to 12.8% 12.8 to 15.4% 15.4 to 18.8% over 18.8%

Figure 14: Persons who mostly use their mobile phone for Internet access

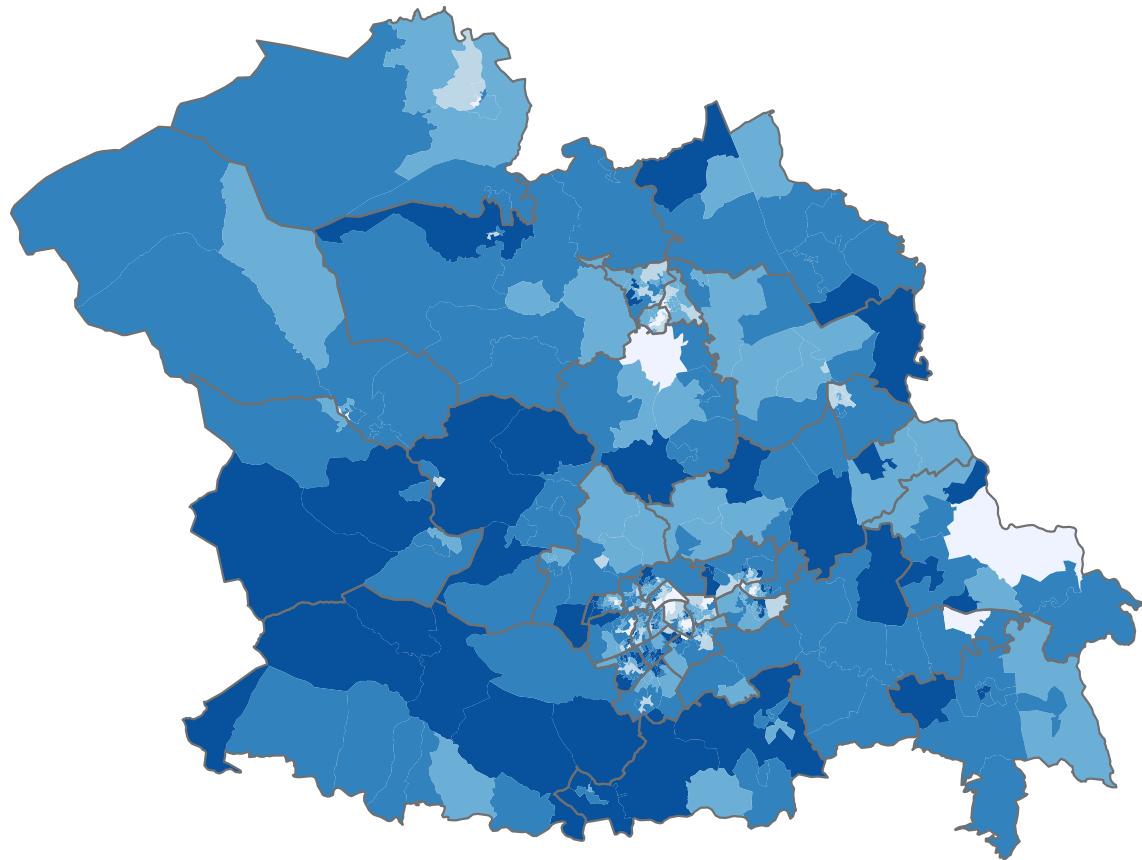
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under 48.7% 48.7 to 53.1% 53.1 to 56% 56 to 58.6% over 58.6%

Figure 15: Persons who frequently buy products online

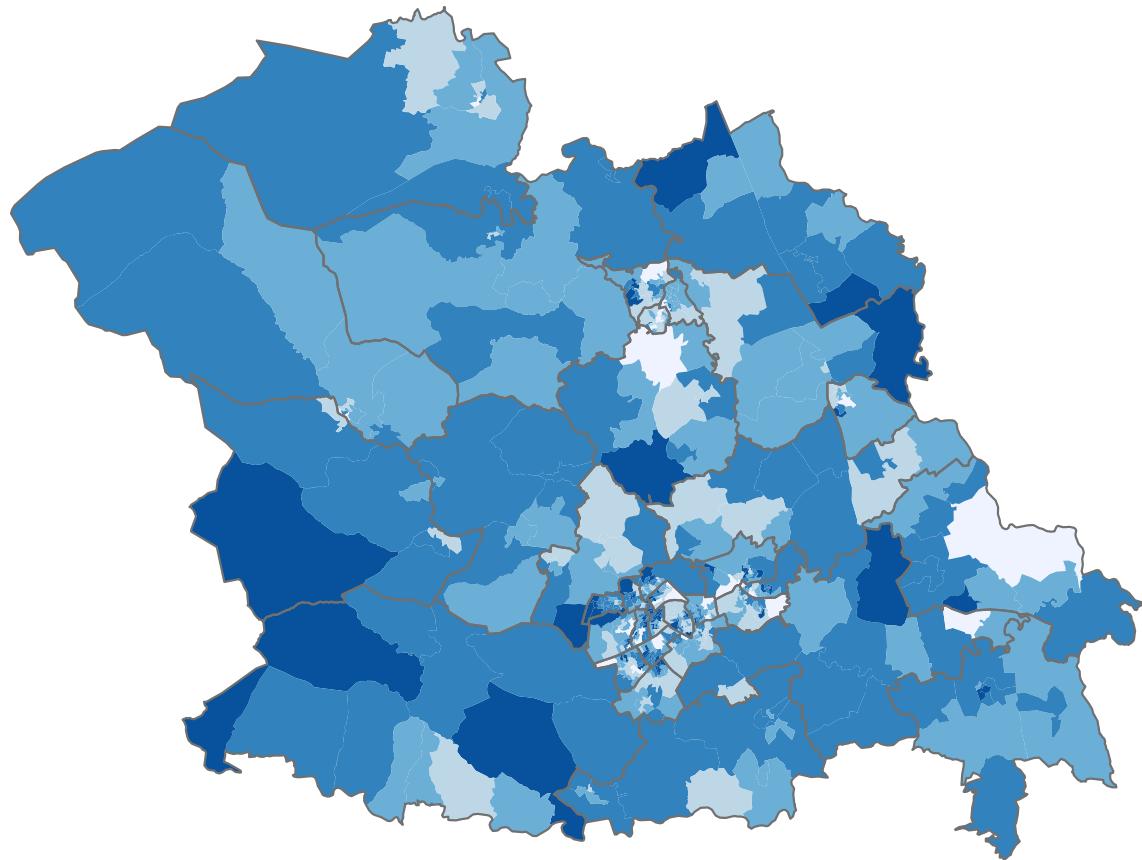
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under 39.7% 39.7 to 41.7% 41.7 to 43.4% 43.4 to 45.2% over 45.2%

Figure 16: Persons who frequently pay bills online

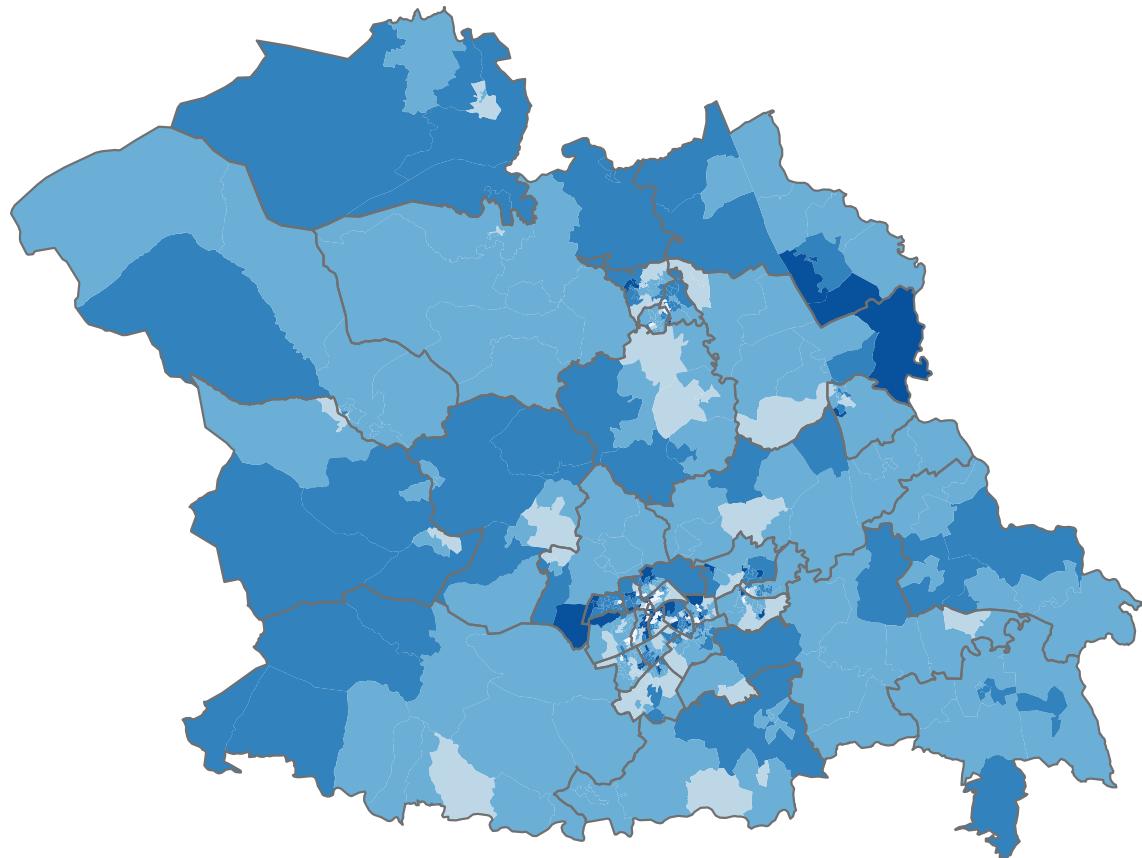
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under 50.1% 50.1 to 52.6% 52.6 to 54.2% 54.2 to 56.2% over 56.2%

Figure 17: Persons who frequently use online banking

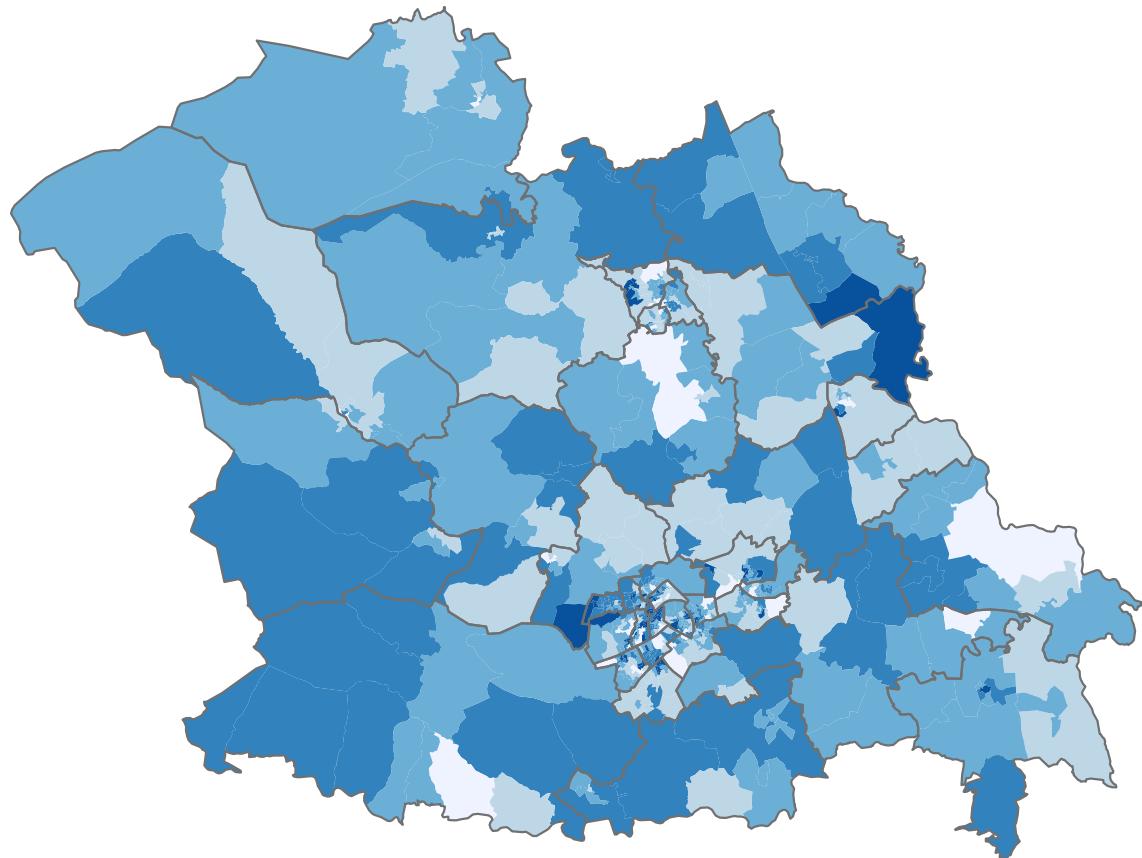
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under 54% 54 to 61.2% 61.2 to 63.8% 63.8 to 66.2% over 66.2%

Figure 18: Persons who frequently compare prices online

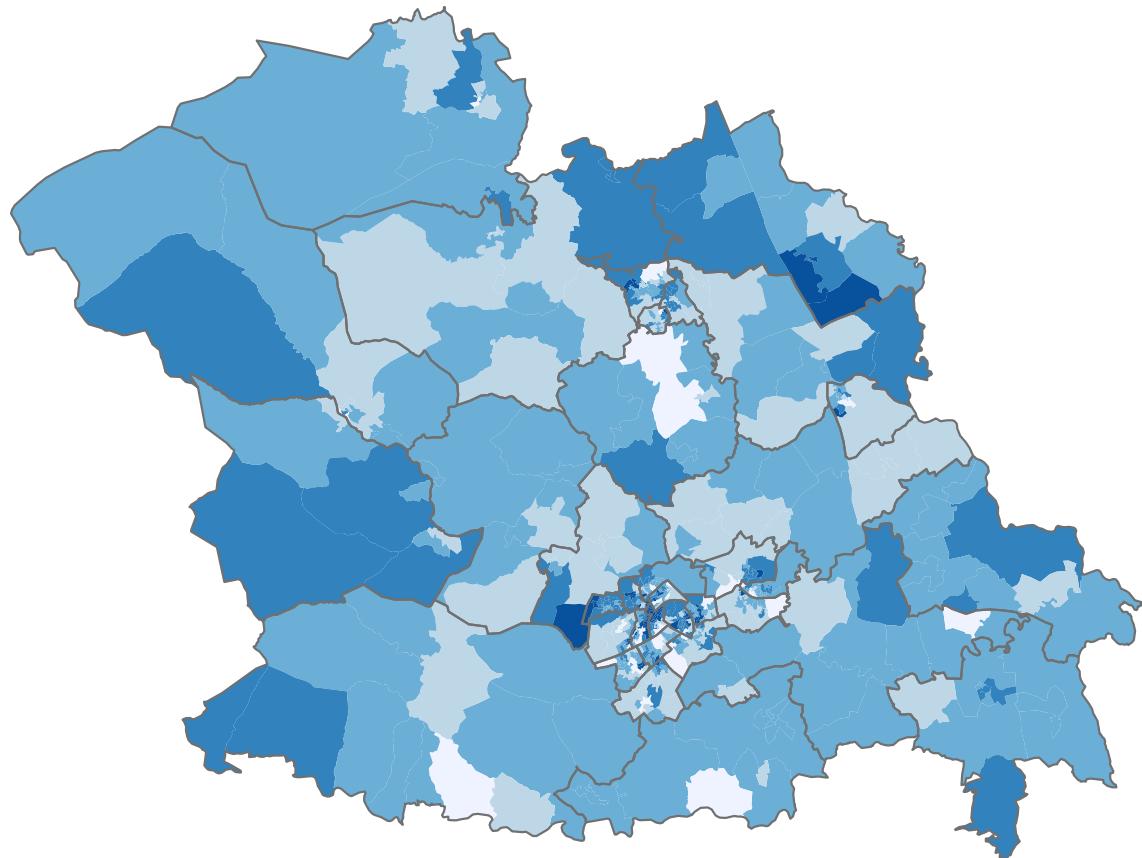
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under 15.5% 15.5 to 17.1% 17.1 to 18.4% 18.4 to 19.9% over 19.9%

Figure 19: Persons who frequently order food or groceries online

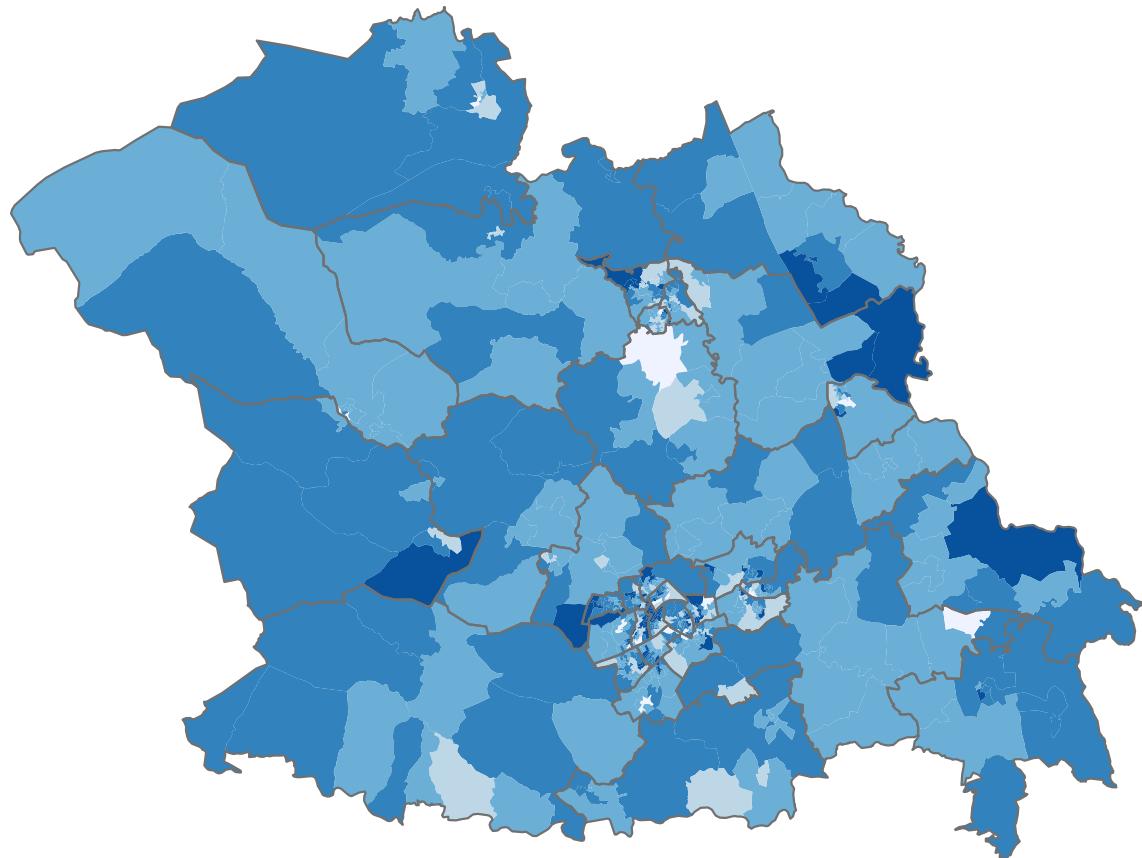
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under 11.8% 11.8 to 13.6% 13.6 to 15.1% 15.1 to 16.8% over 16.8%

Figure 20: Persons who frequently sell things online

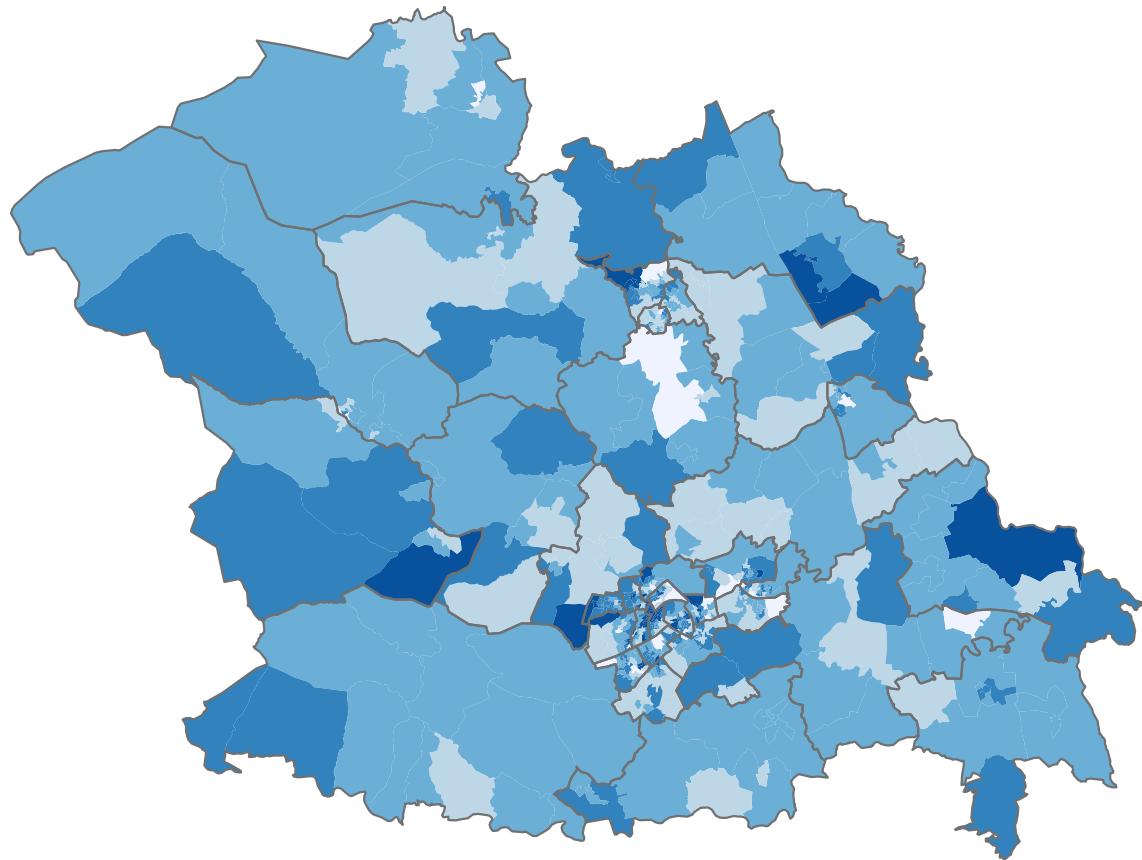
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under 86.2% 86.2 to 89.8% 89.8 to 92.1% 92.1 to 94% over 94%

Figure 21: Mobile phone ownership

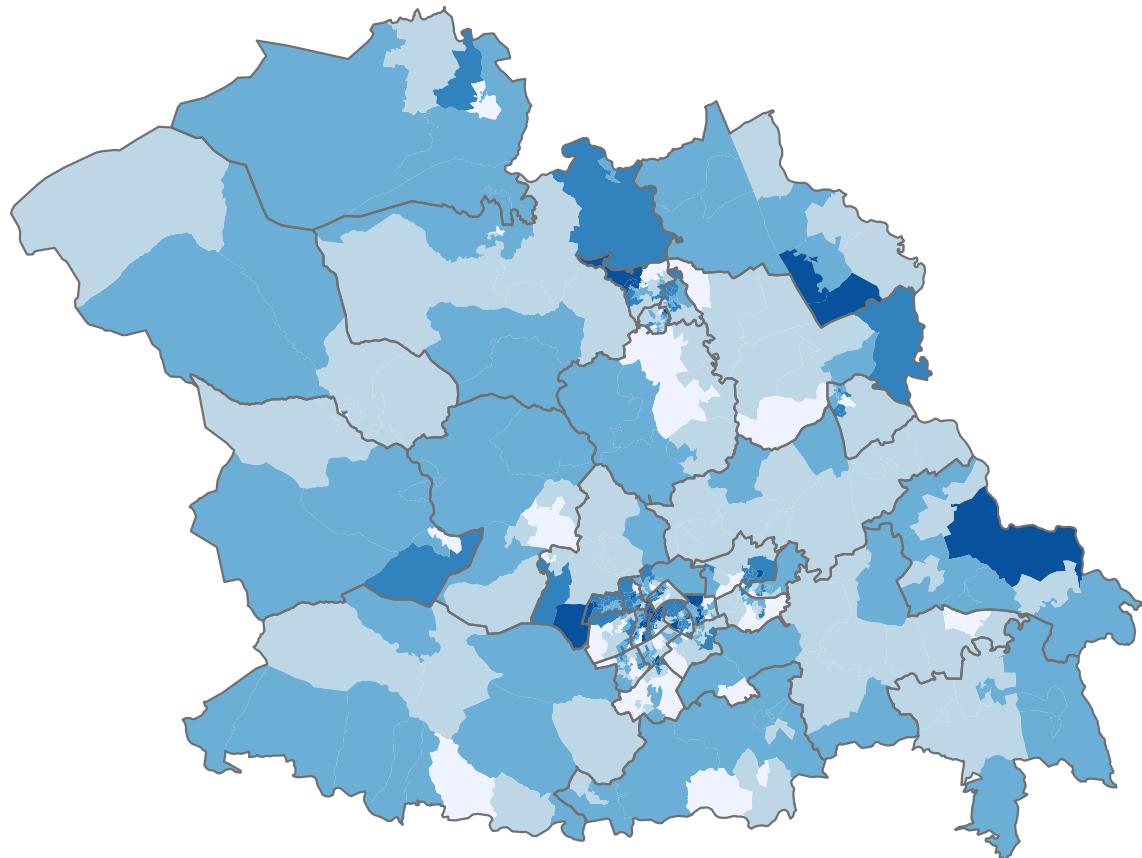
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under 37.8% 37.8 to 44.5% 44.5 to 49.5% 49.5 to 56% over 56%

Figure 22: Persons who use mobile phone for email

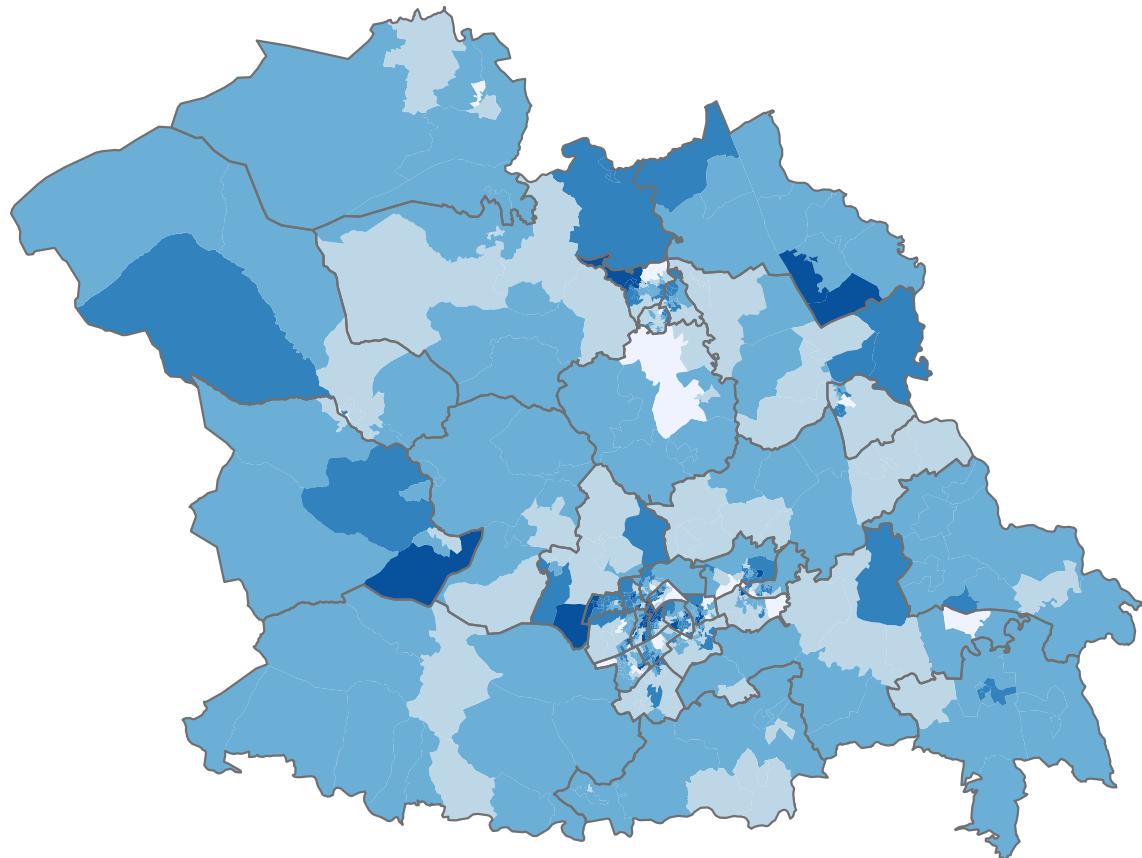
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under 26.1% 26.1 to 30.4% 30.4 to 35.1% 35.1 to 41.3% over 41.3%

Figure 23: Persons who use mobile for posting videos and photos online

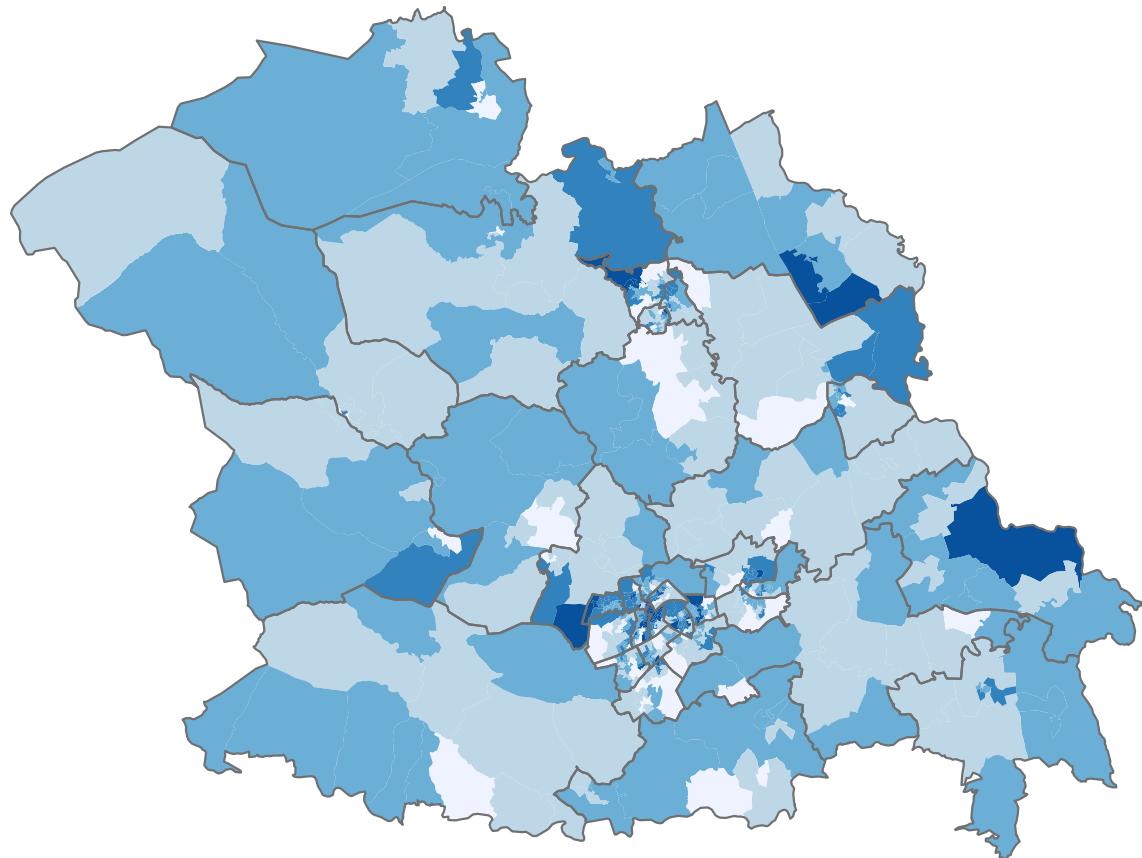
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under 30.1% 30.1 to 35.9% 35.9 to 40.3% 40.3 to 46.7% over 46.7%

Figure 24: Persons who use mobile phone for navigation

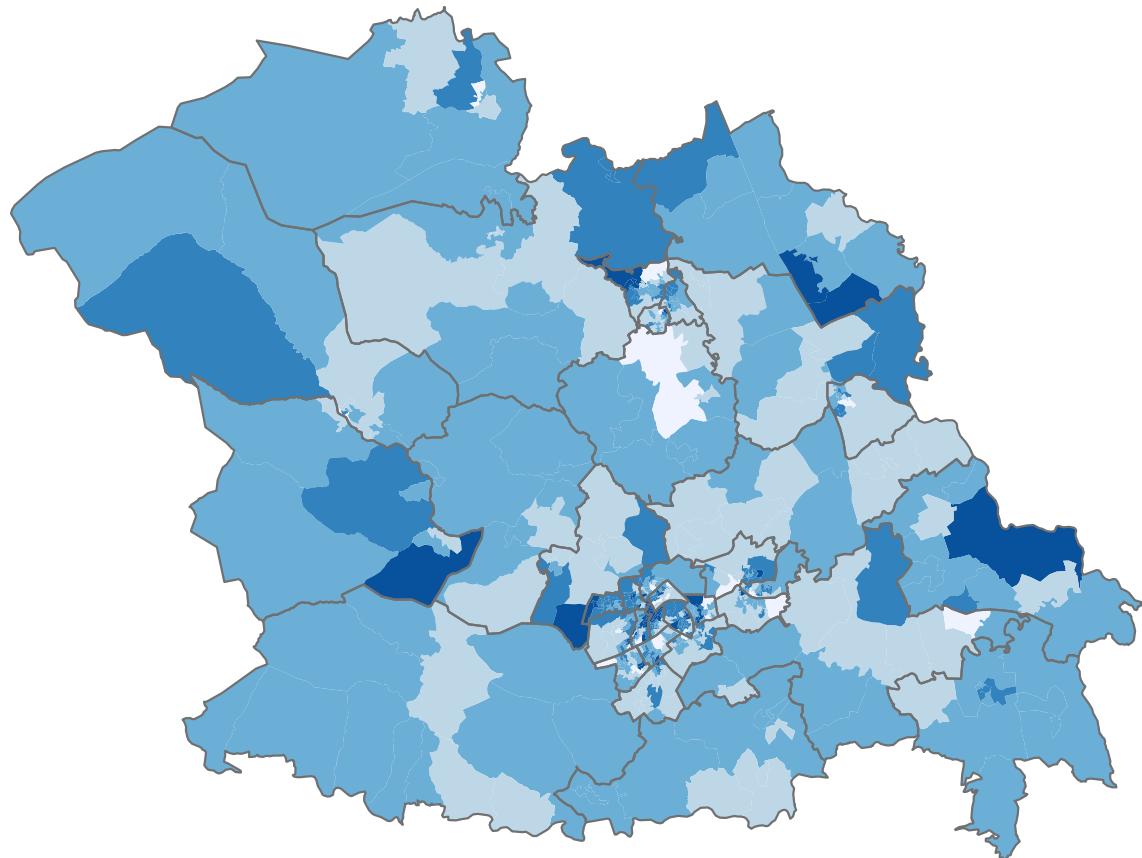
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under 27% 27 to 32.4% 32.4 to 37.8% 37.8 to 45.3% over 45.3%

Figure 25: Persons who use mobile phone for social networking

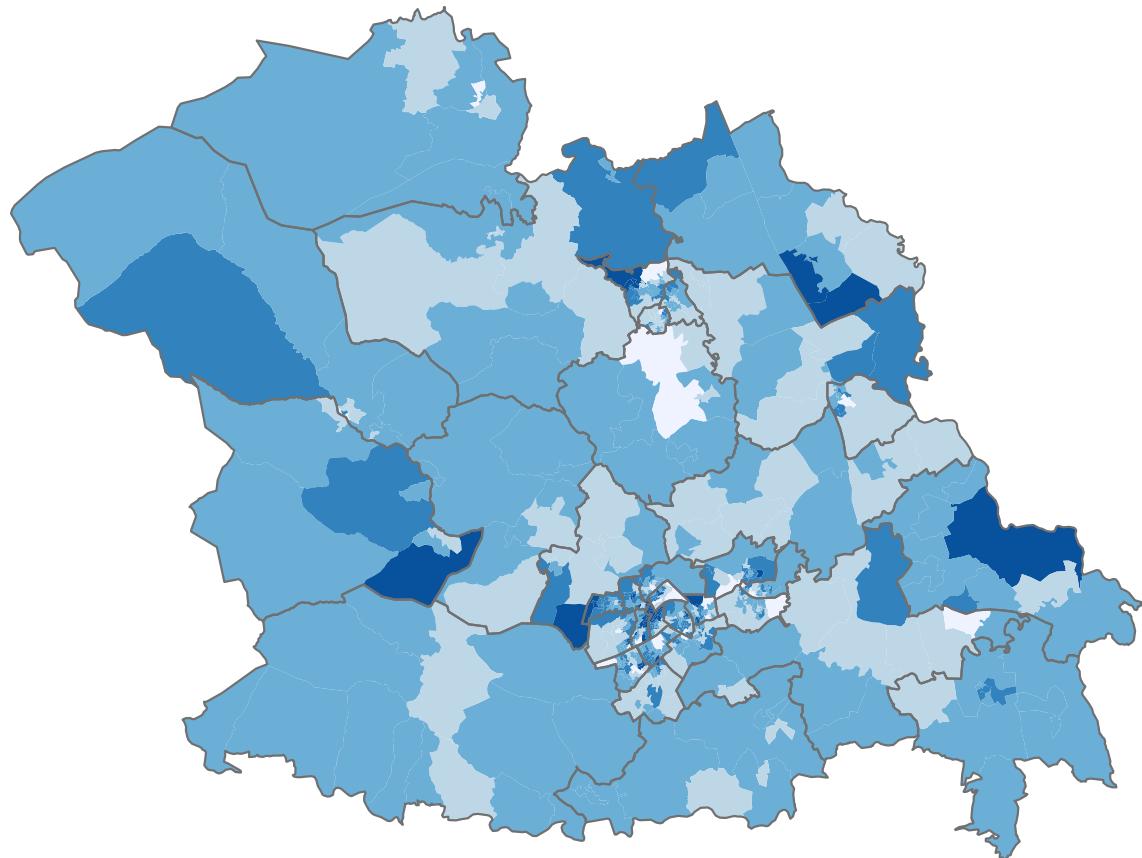
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under 30.4% 30.4 to 37.1% 37.1 to 42.3% 42.3 to 49.1% over 49.1%

Figure 26: Persons who use mobile phone for apps

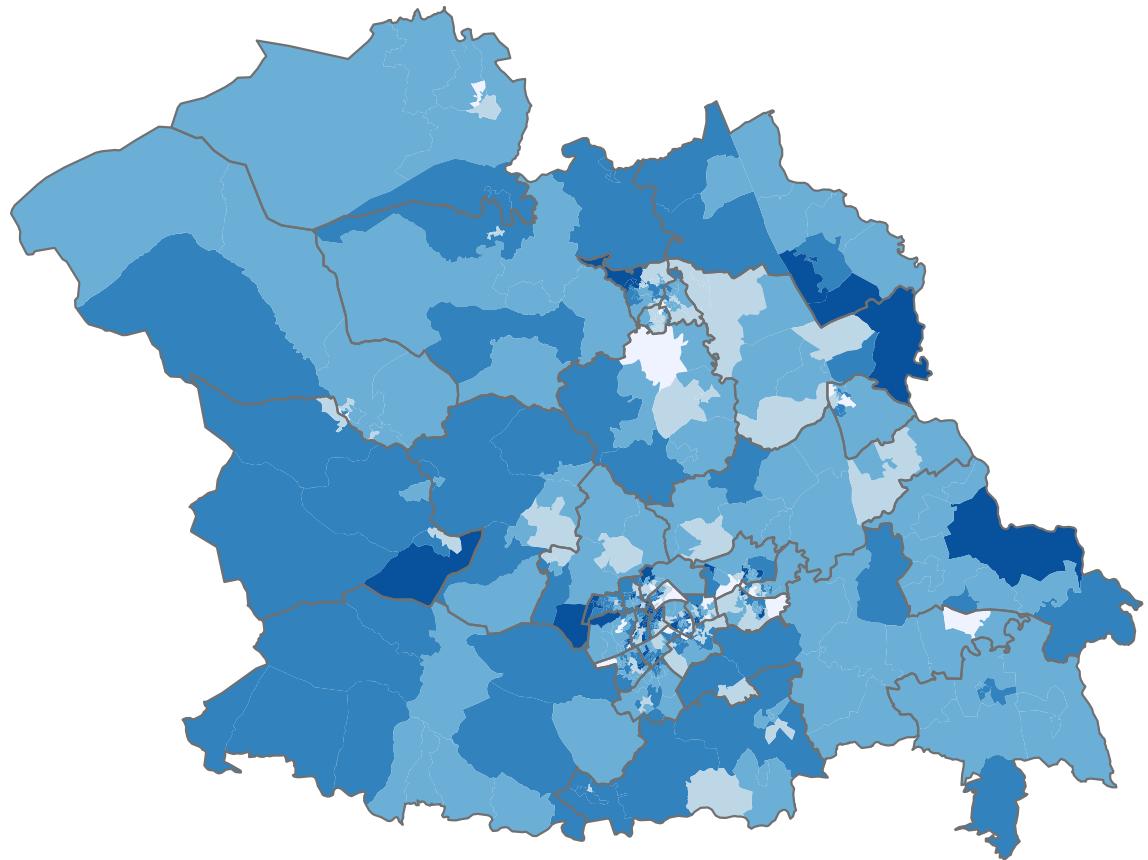
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under 35.3% 35.3 to 42.2% 42.2 to 47.7% 47.7 to 54.6% over 54.6%

Figure 27: Persons who use mobile phone for browsing the Internet

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under 69.5% 69.5 to 76% 76 to 80.2% 80.2 to 84.5% over 84.5%

Figure 28: Current Internet users

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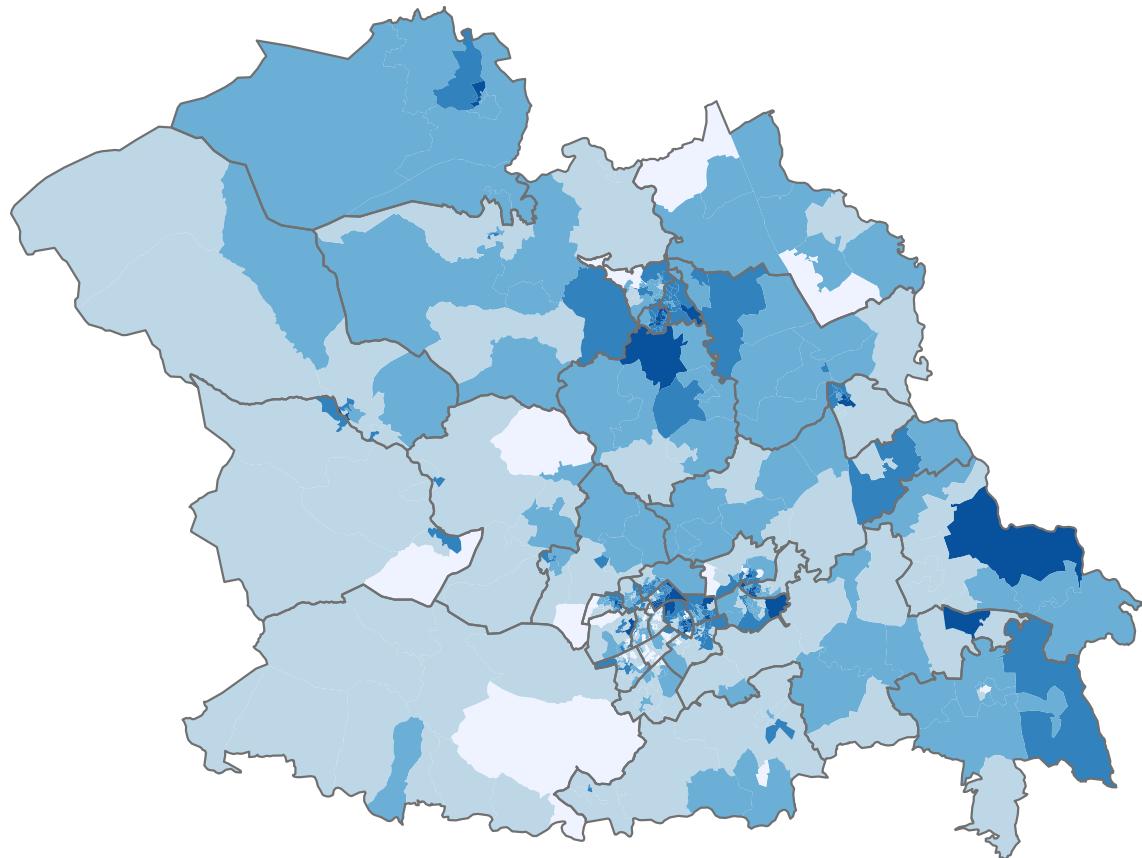
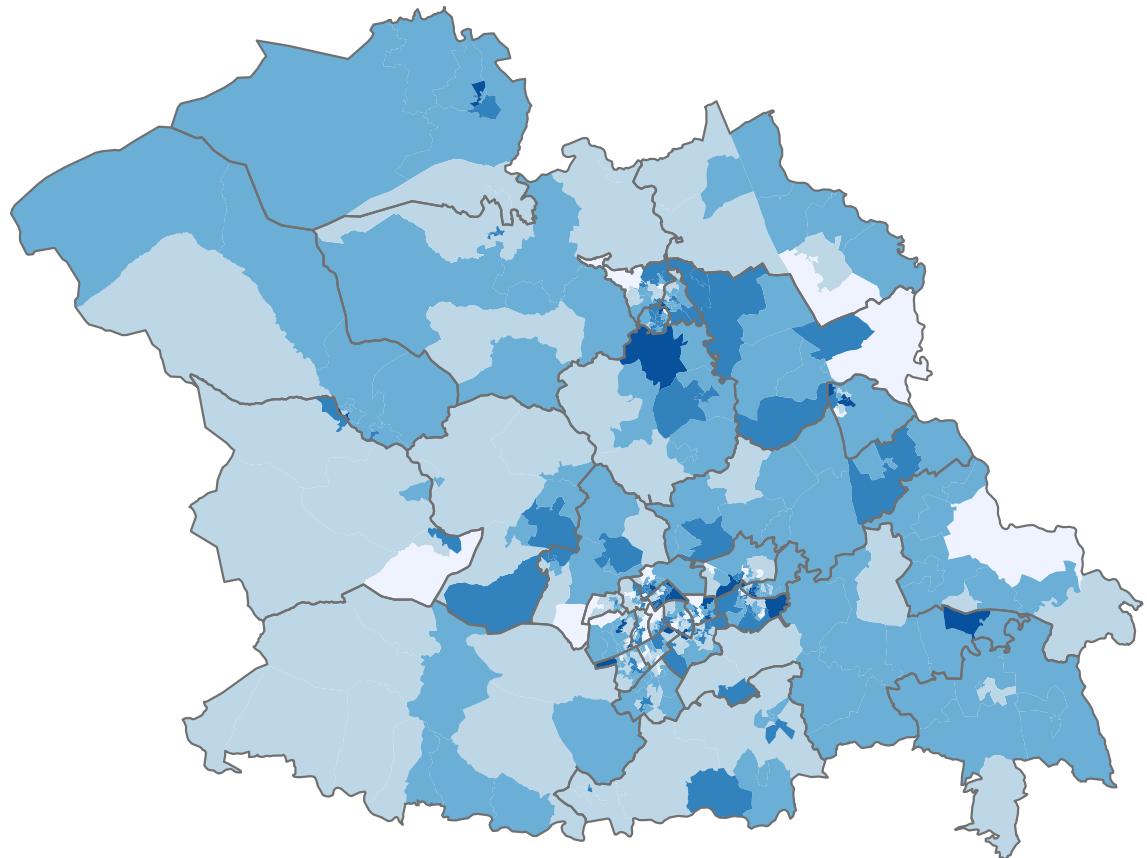


Figure 29: Ex Internet users

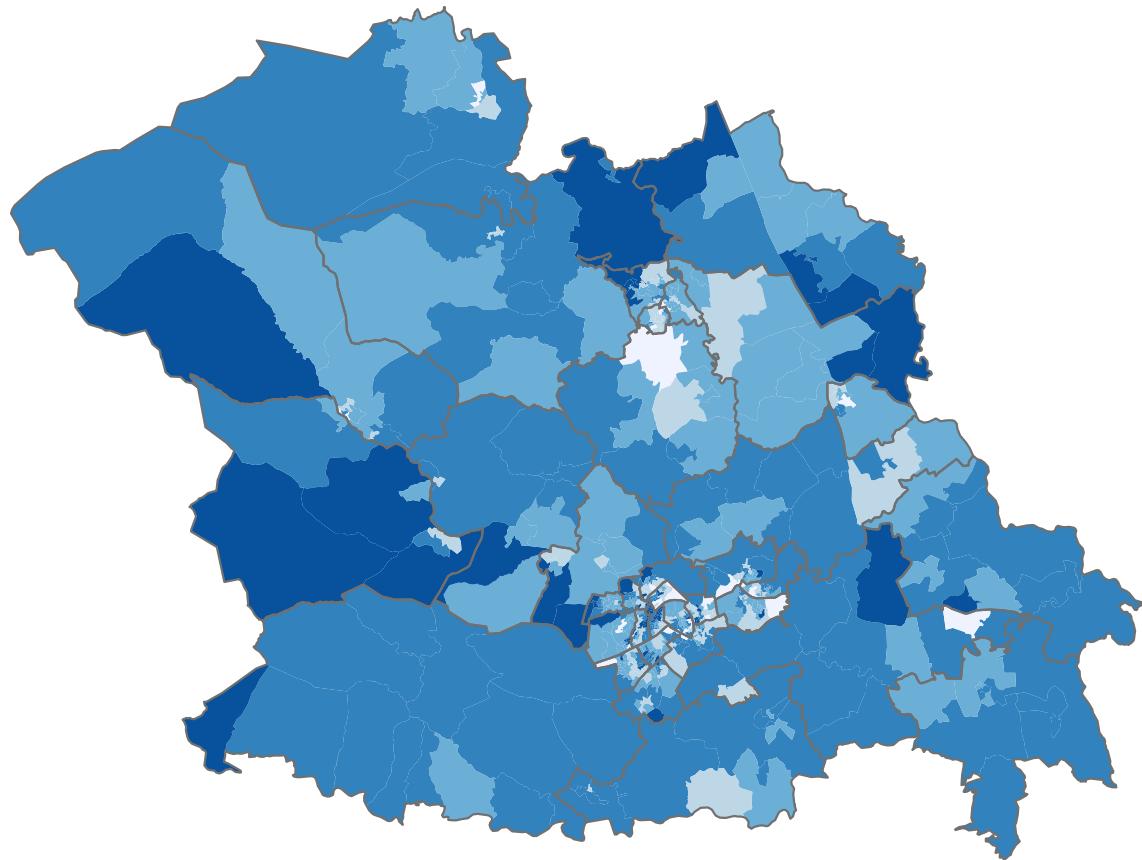
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■ under 13% ■ 13 to 17% ■ 17 to 20.9% ■ 20.9 to 26.8% ■ over 26.8%

Figure 30: Internet non users

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under 71.2% 71.2 to 77.3% 77.3 to 81.3% 81.3 to 85.1% over 85.1%

Figure 31: Households that have Internet access at present

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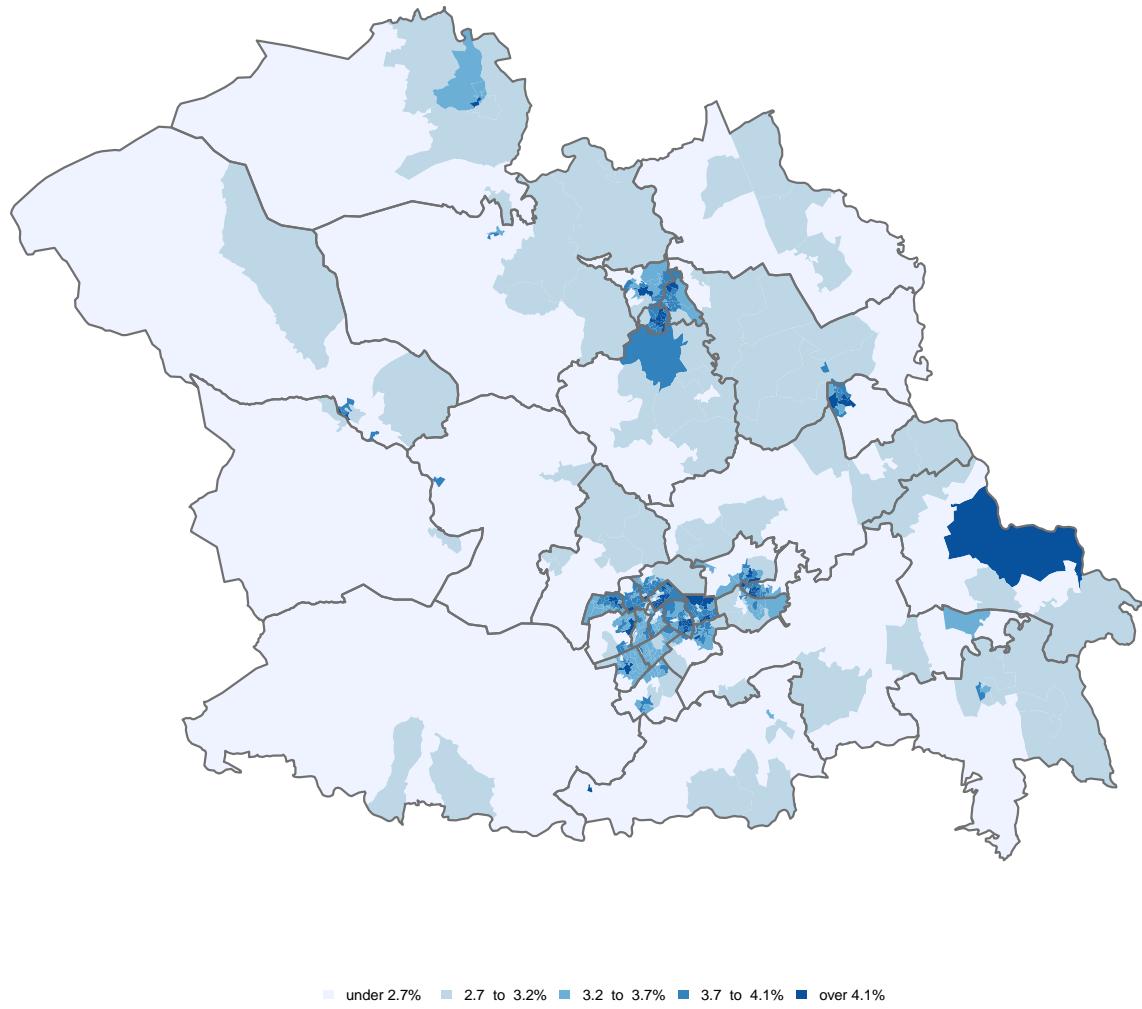
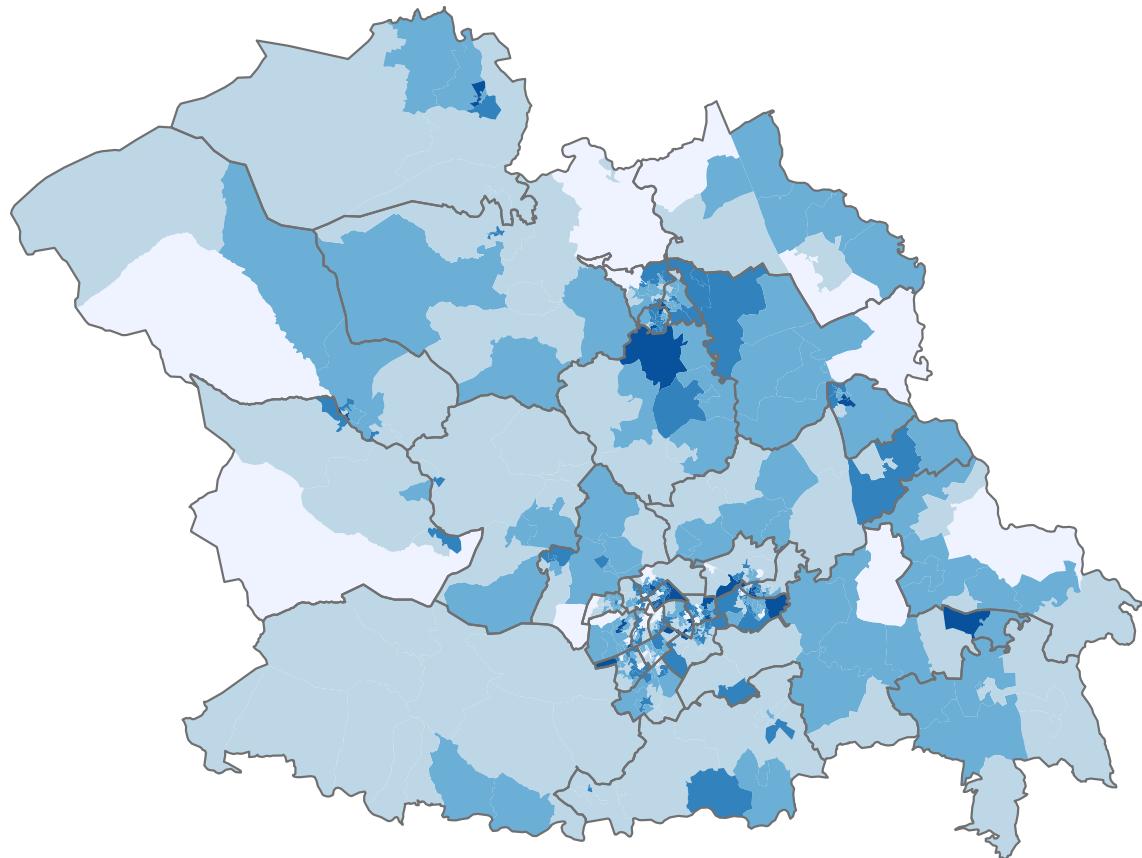


Figure 32: Households that dont have Internet access but have had in past

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under 11.7% 11.7 to 15.3% 15.3 to 19% 19 to 24.8% over 24.8%

Figure 33: Households that have never had Internet access

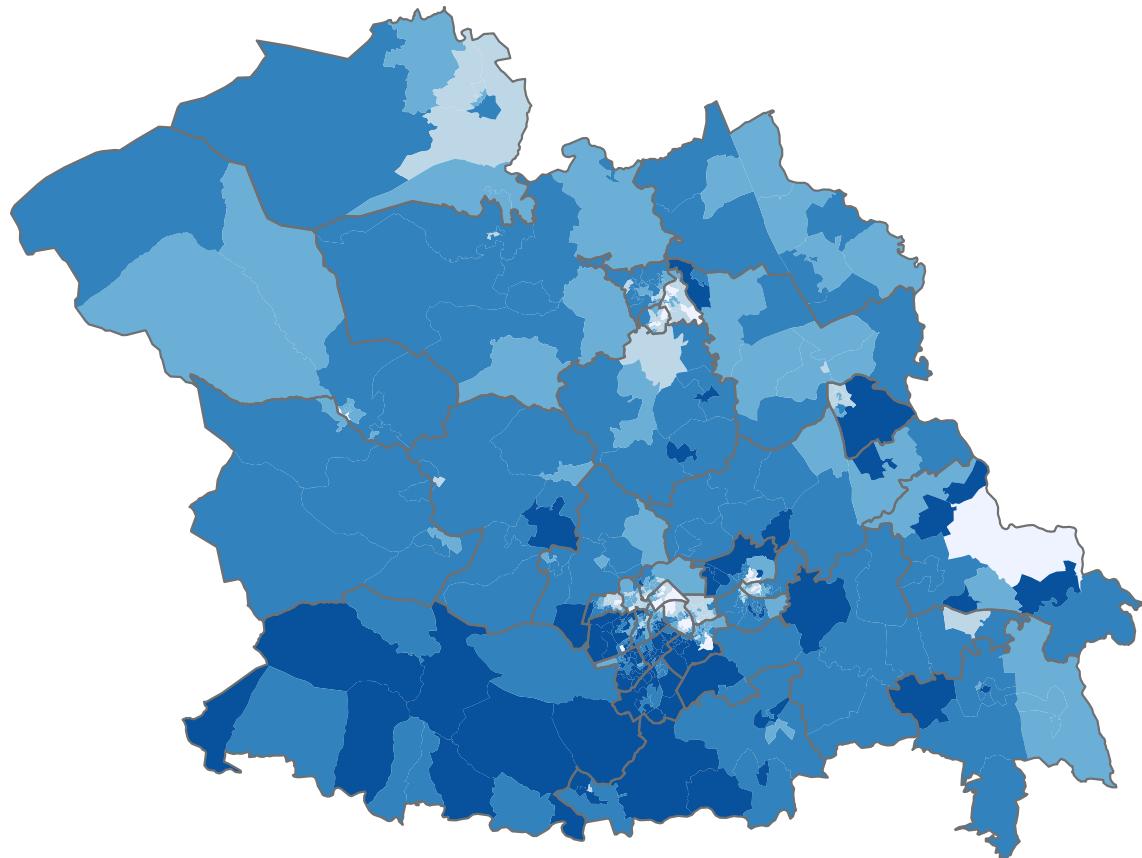
Variable ID – QH1c.

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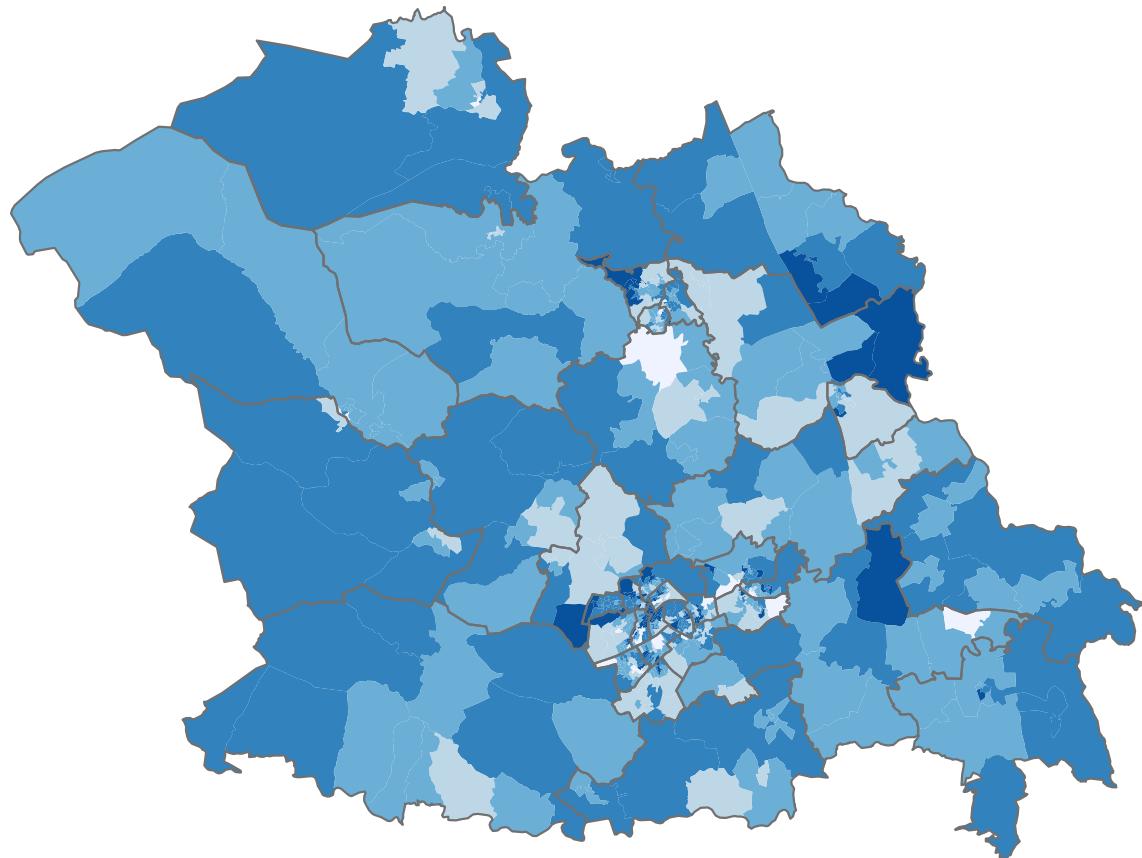
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under 47% 47 to 49.4% 49.4 to 51.6% 51.6 to 54% over 54%

Figure 34: Households that have had Internet access for ten years or more

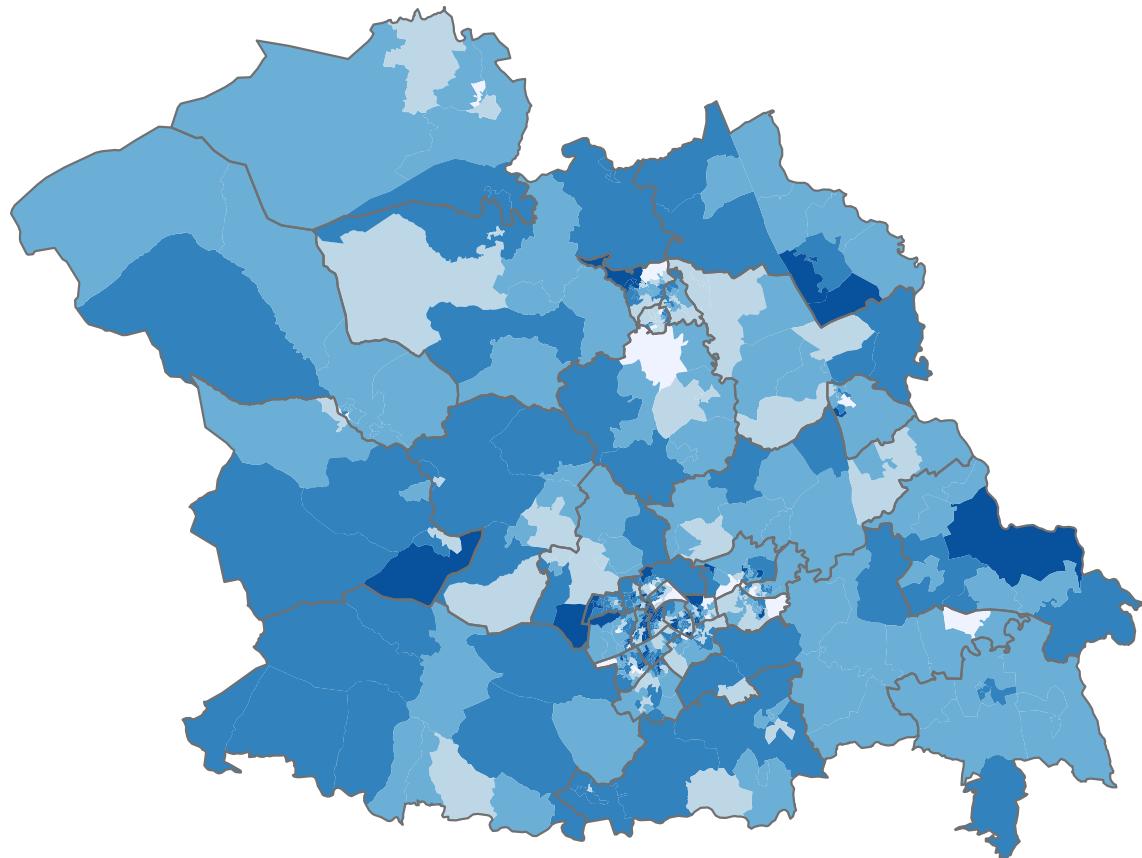
Variable ID – QH3.
Contains Oxford Internet Survey data.
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under 90.9% 90.9 to 92.3% 92.3 to 93.3% 93.3 to 94.2% over 94.2%

Figure 35: Households with in home wireless access through wifi

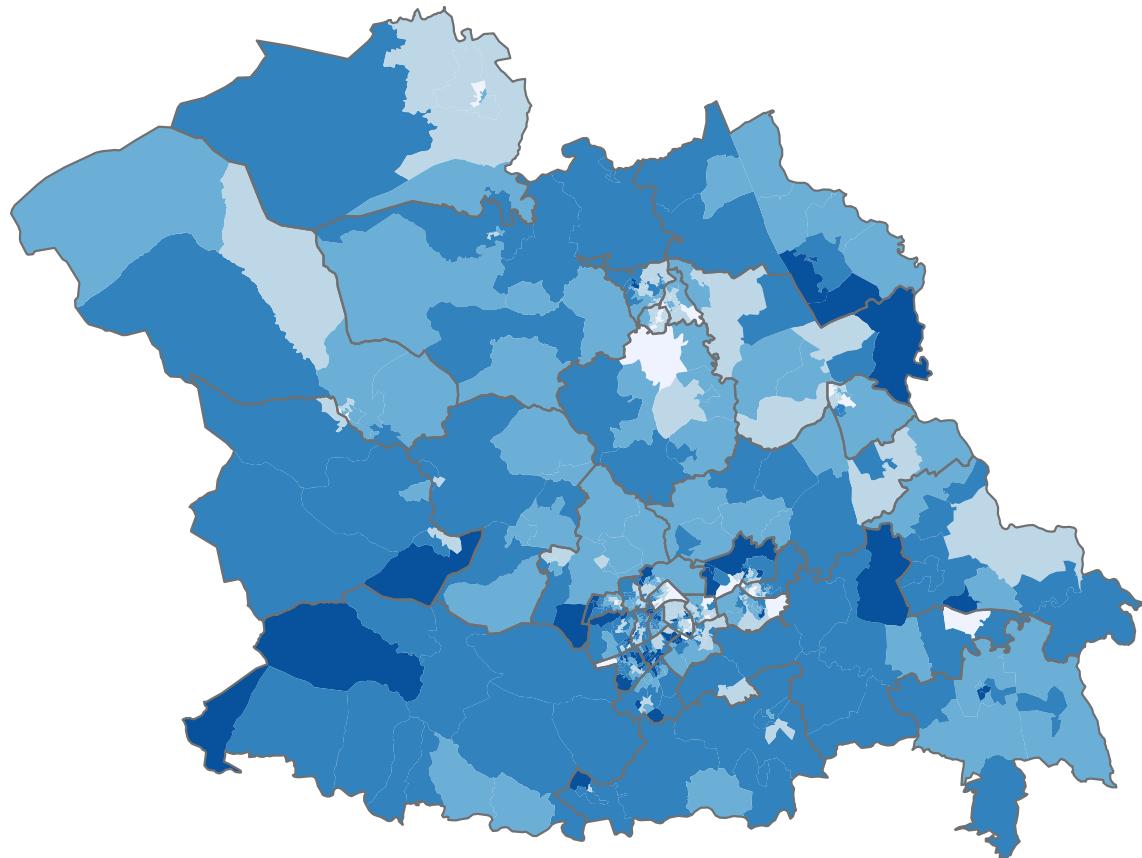
Variable ID – QH5.
Contains Oxford Internet Survey data.
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under 28.2% 28.2 to 32.6% 32.6 to 35.6% 35.6 to 39.3% over 39.3%

Figure 36: Households with a tablet computer

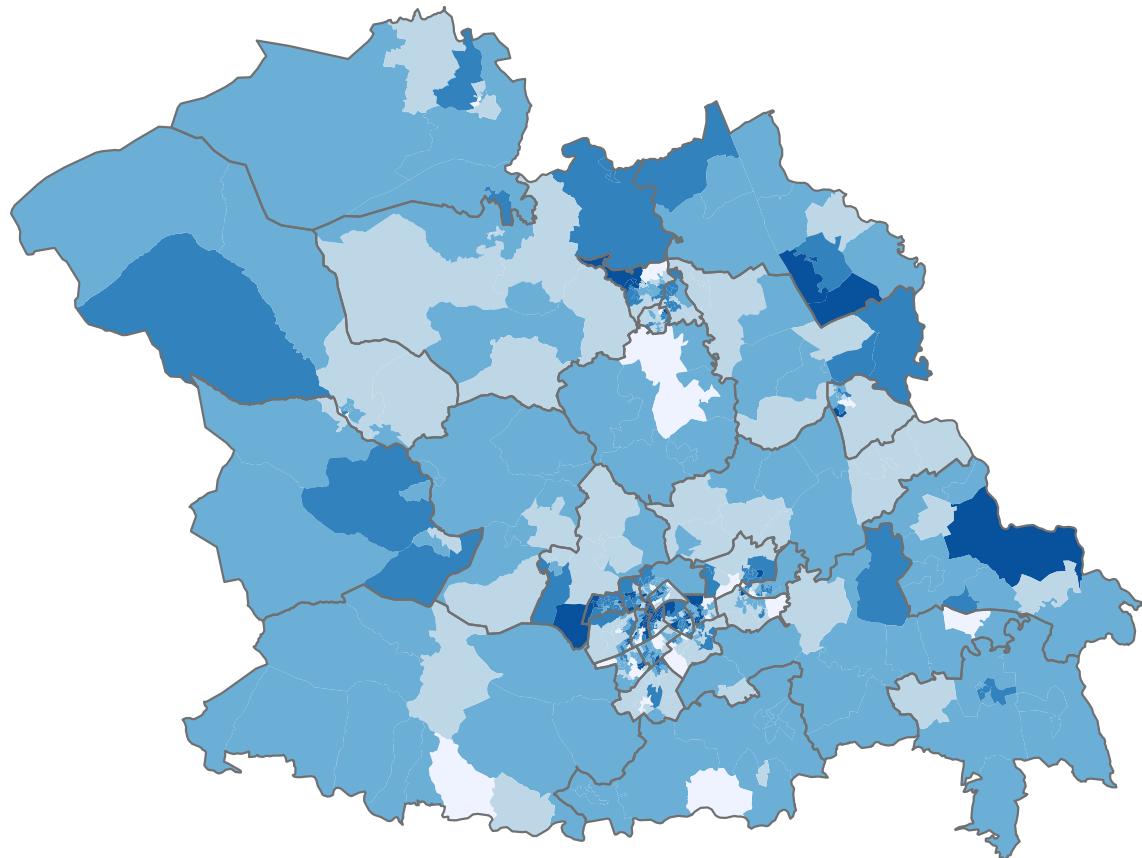
Variable ID – OH7.
Contains Oxford Internet Survey data.
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under 23.9% 23.9 to 27% 27 to 29% 29 to 31.2% over 31.2%

Figure 37: Households with an e reader

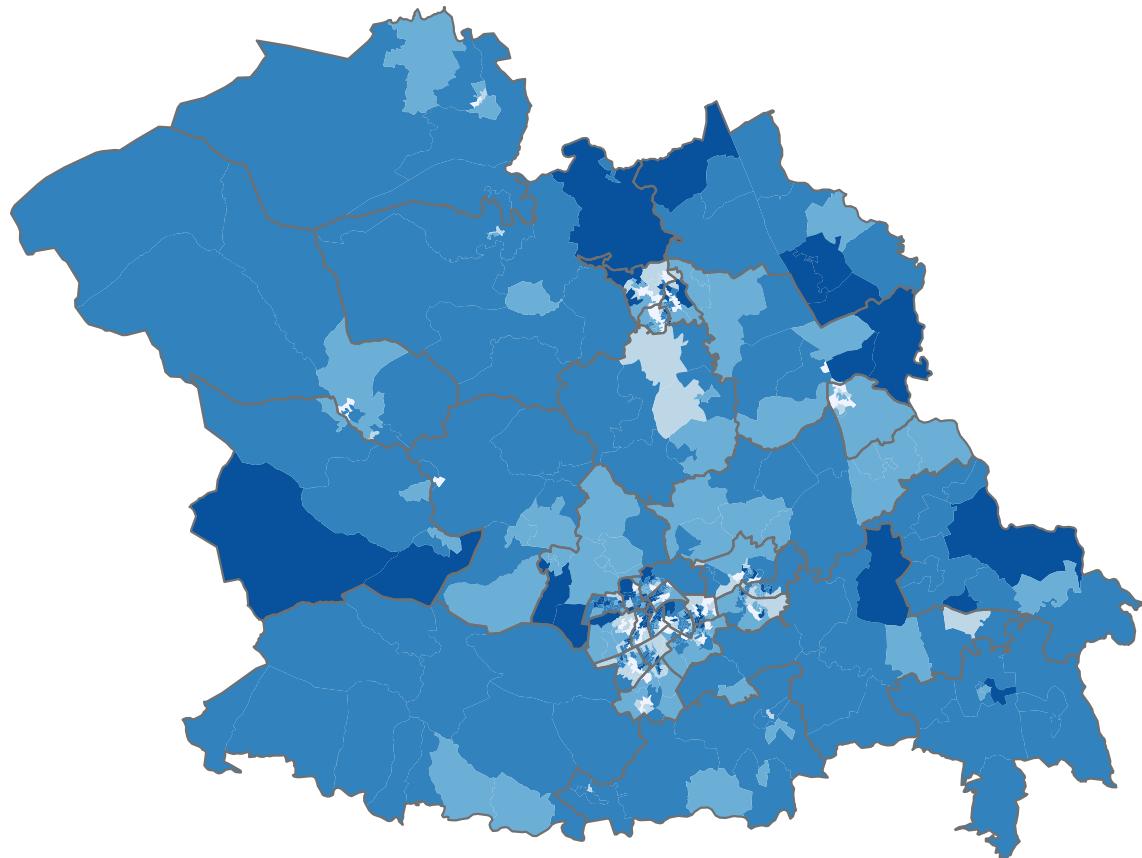
Variable ID – OH7g.
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under 32.9% 32.9 to 39.3% 39.3 to 45% 45 to 51.6% over 51.6%

Figure 38: Households with a games console

Variable ID – OH7h.
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under 15.9% 15.9 to 19.1% 19.1 to 21.8% 21.8 to 23.9% over 23.9%

Figure 39: Households with a smart TV

Variable ID – QH71.
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