Internet User
Map Book

Internet User Map Book (Lambeth / E09000022)

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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 cii.oii.ox.ac.uk or cii.oii.ox.ac.uk.

Acknowledgements

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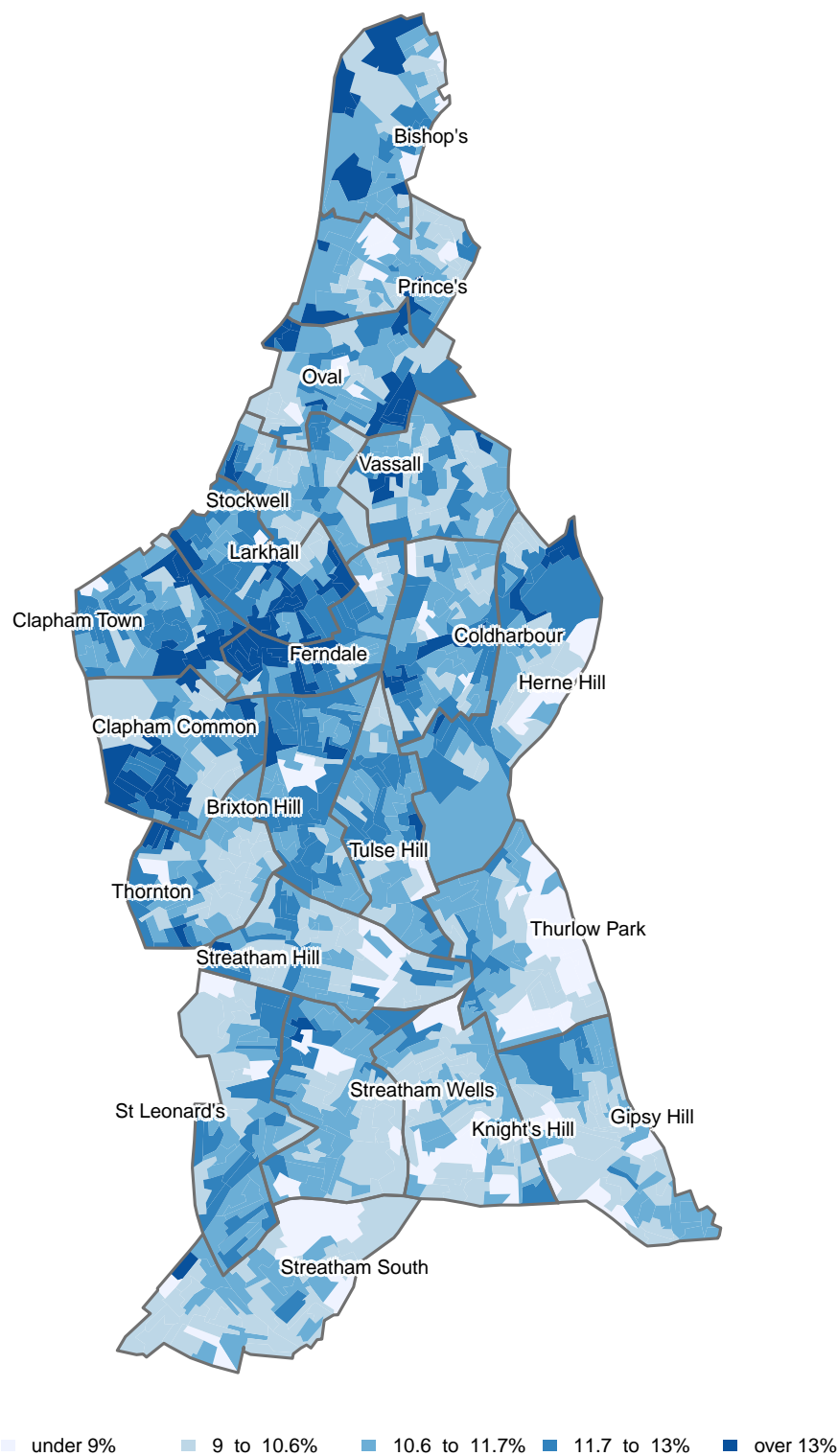
Bishop's

Prince's

Oval

Vassall

Stockwell

Larkhall

Clapham Town

Ferndale

Coldharbour

Herne Hill

Clapham Common

Brixton Hill

Tulse Hill

Thornton

Thurlow Park

Streatham Hill

Streatham Wells

St Leonard's

Knight's Hill

Gipsy Hill

Streatham South

under 9%   9 to 10.6%   10.6 to 11.7%   11.7 to 13%   over 13%

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

under 47.8%   47.8 to 52.2%   52.2 to 55.4%   55.4 to 58.6%   over 58.6%
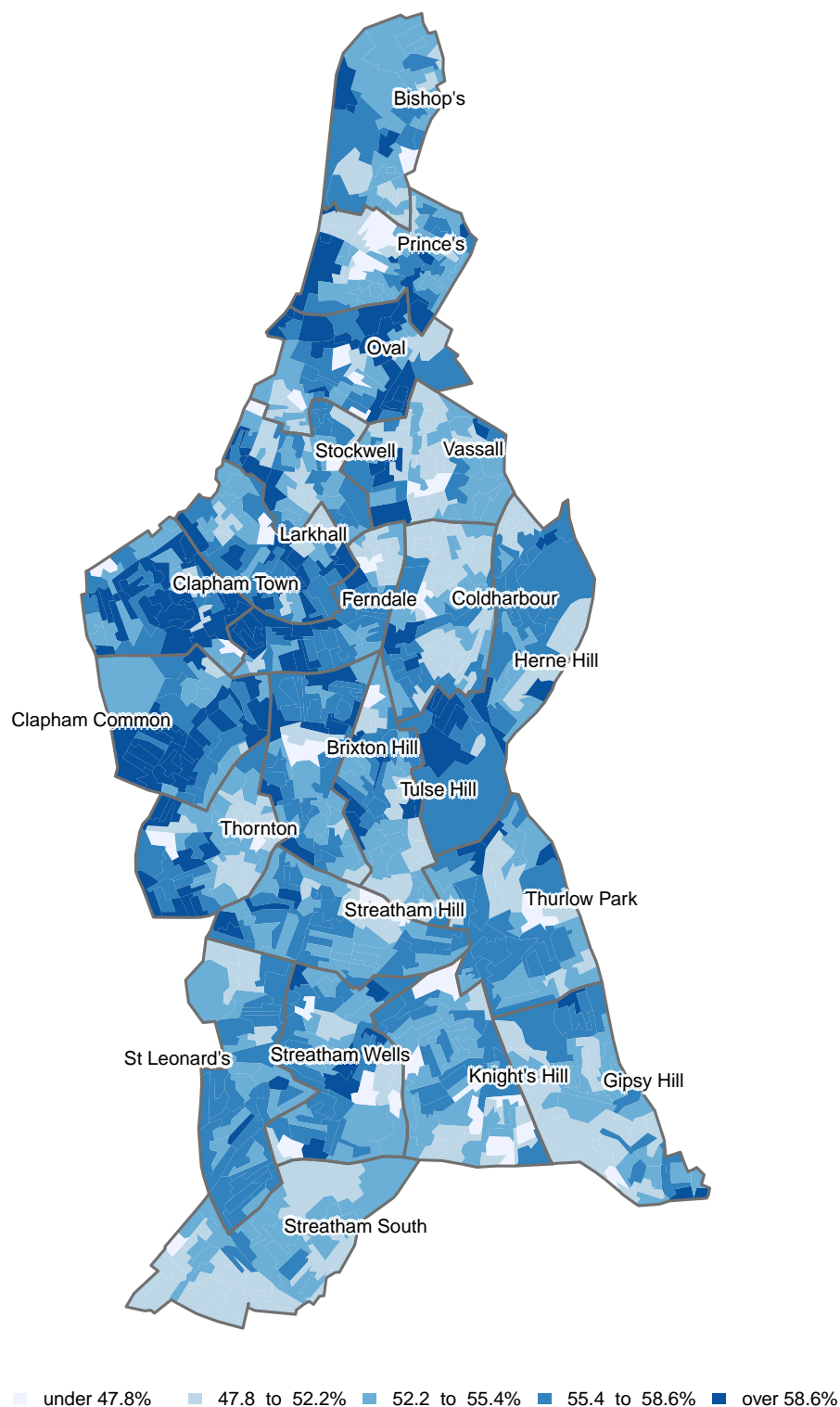
Figure 2: Persons who would seek information on council tax through the Internet on a desktop/ laptop/ tablet

under 5.7%   5.7 to 6.8%   6.8 to 7.8%   7.8 to 9.6%   over 9.6%
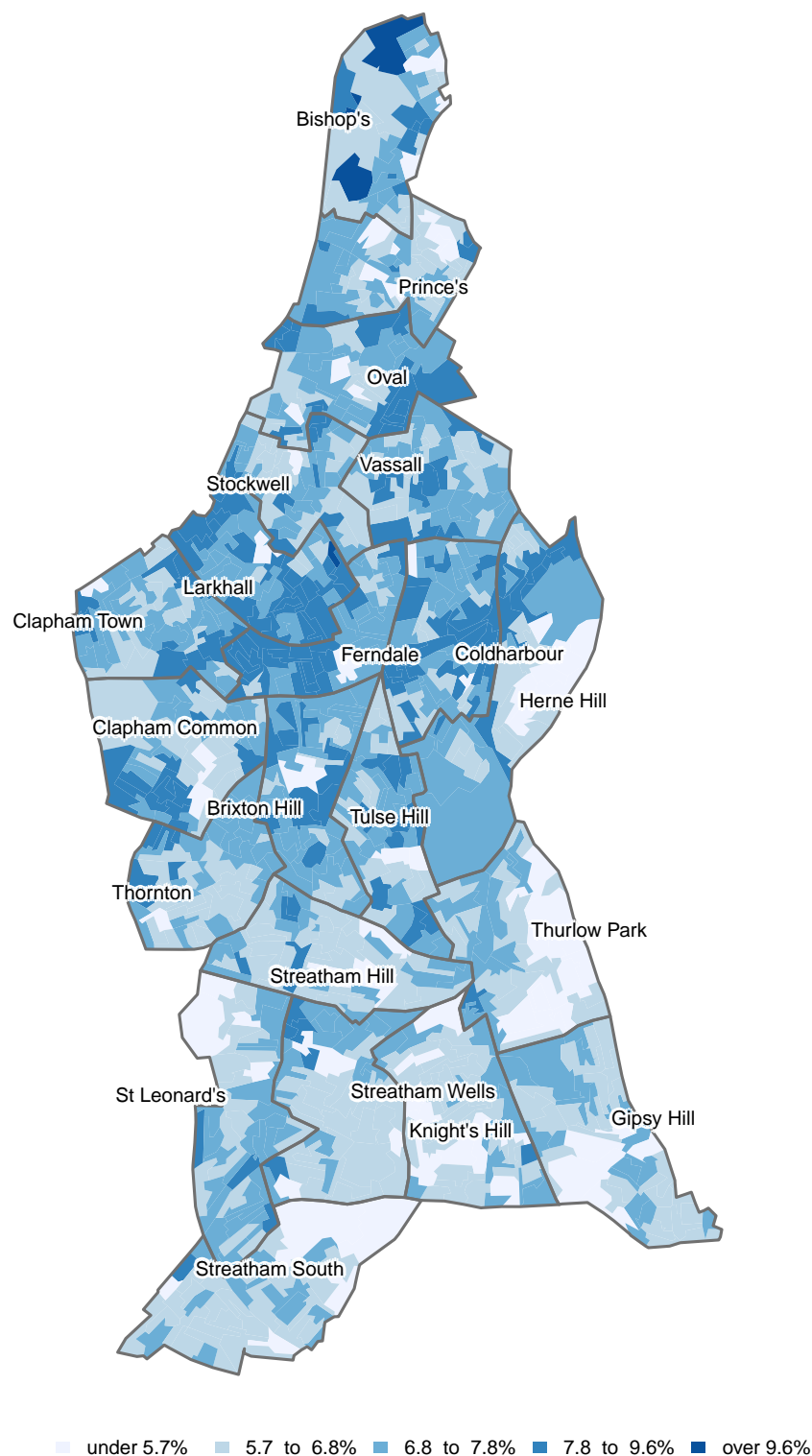
Figure 3: Persons who would seek information on council tax through the Internet on a smartphone

Bishop's

Prince's

Oval

Vassall

Stockwell

Larkhall

Clapham Town

Ferndale

Coldharbour

Clapham Common

Herne Hill

Brixton Hill

Tulse Hill

Thornton

Streatham Hill

Thurlow Park

Streatham Wells

Knight's Hill

St Leonard's

Gipsy Hill

Streatham South

under 59.8%   59.8 to 64.8%   64.8 to 67.9%   67.9 to 70.7%   over 70.7%
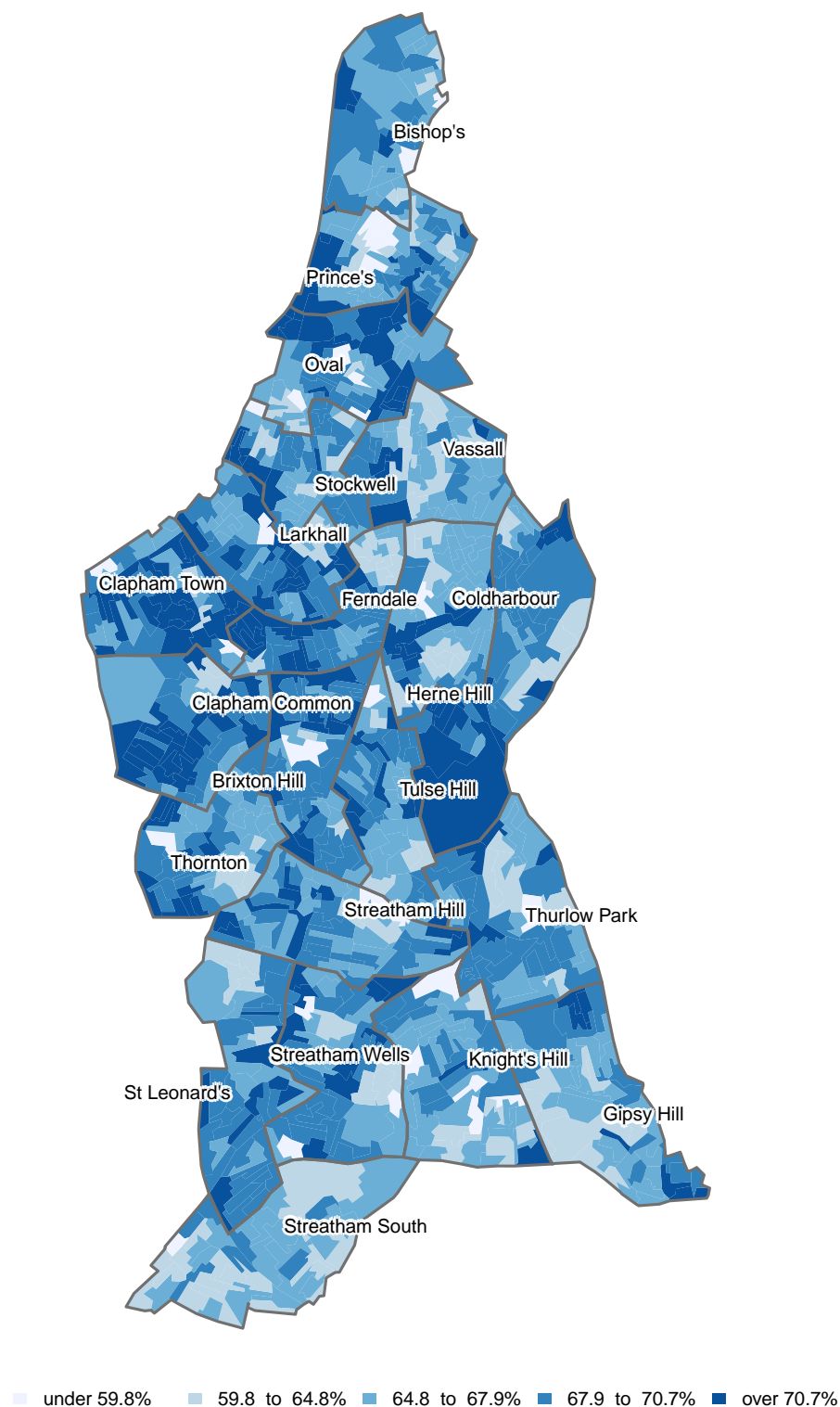
Figure 4: Persons who would seek information on a holiday or journey through the Internet on a desktop/ laptop/ tablet
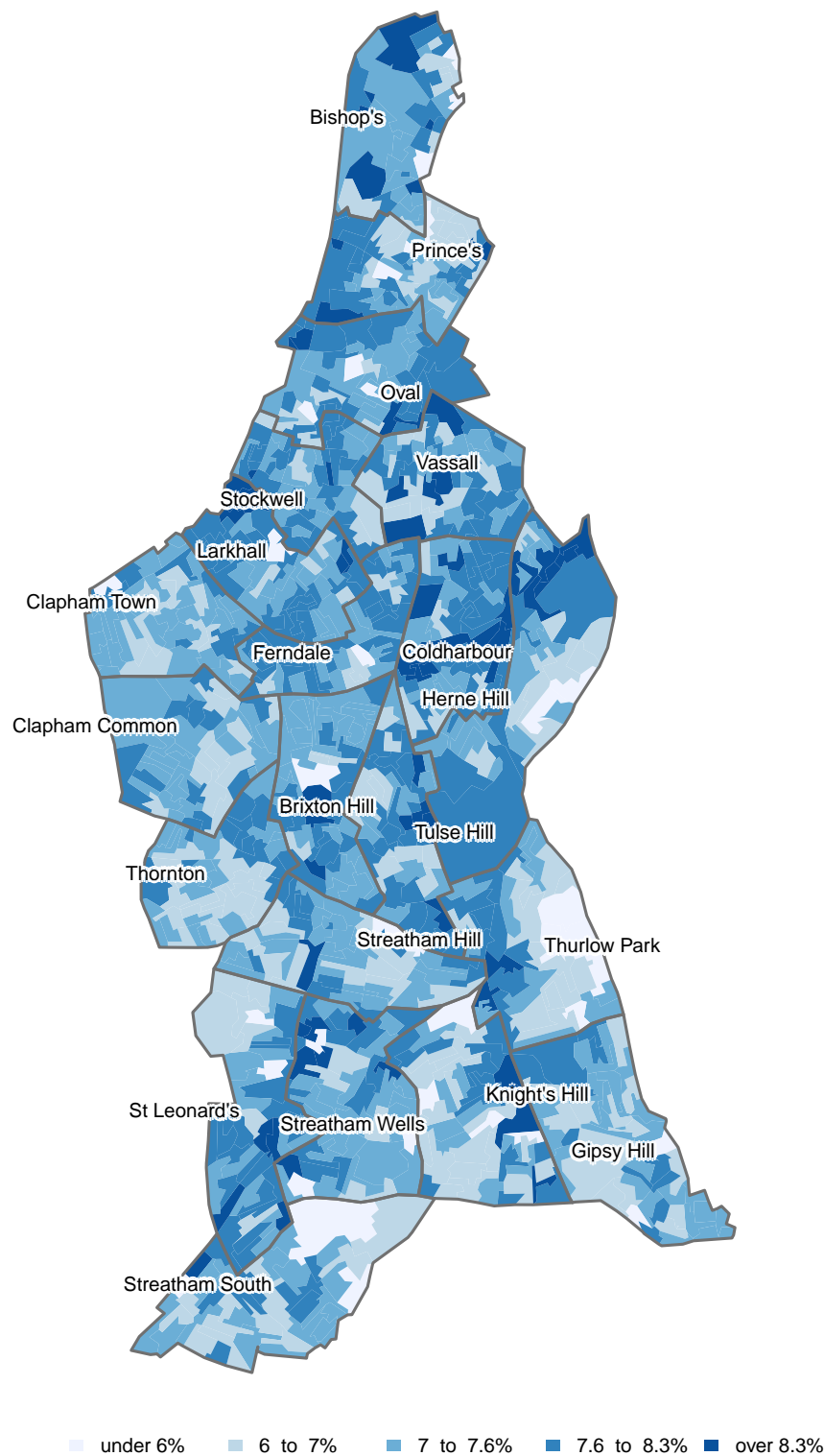
Figure 5: Persons who would seek information on a holiday or journey through the Internet on a smartphone

under 64.2%   64.2 to 69.2%   69.2 to 72.3%   72.3 to 75.3%   over 75.3%
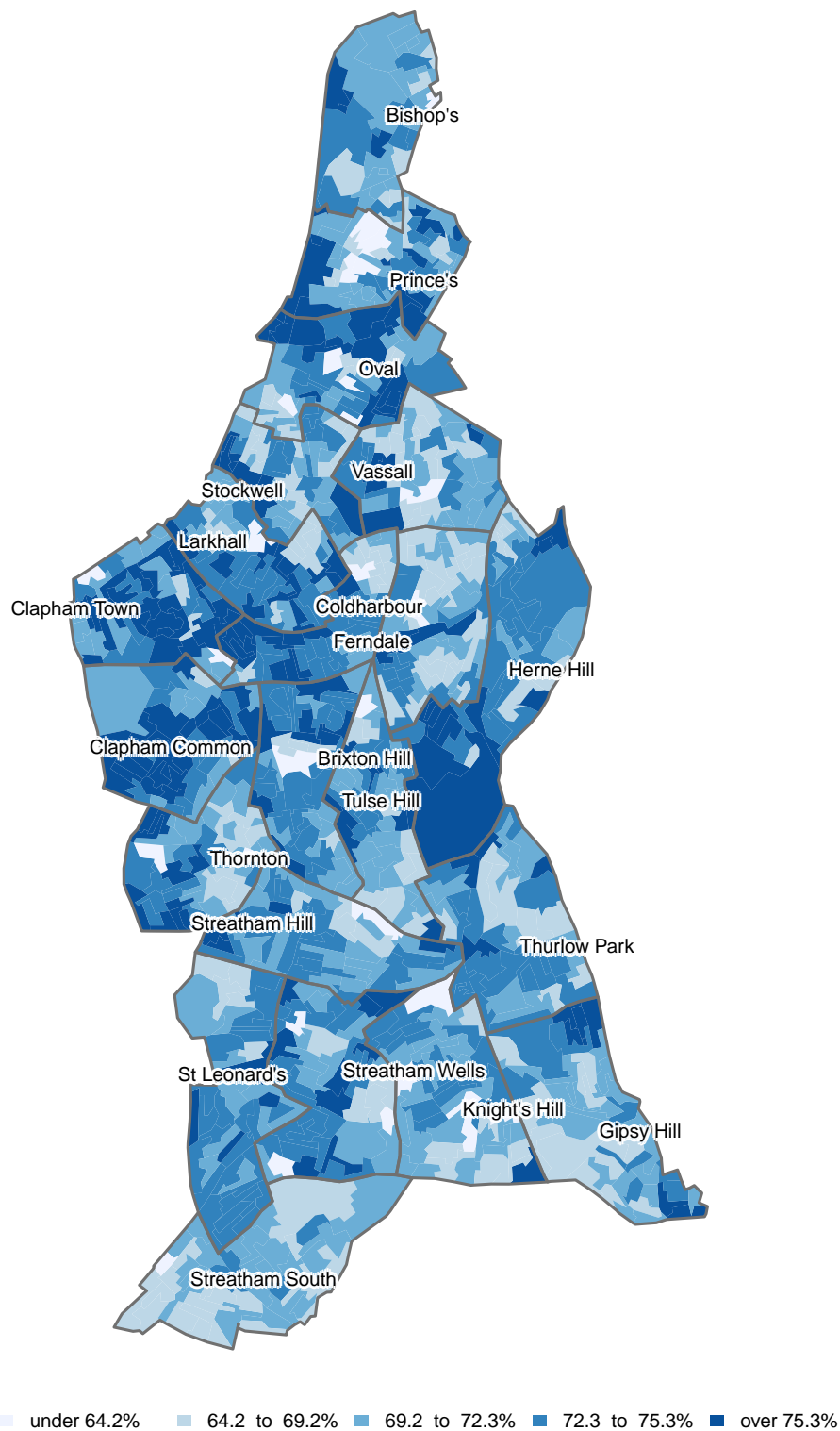
Figure 6: Persons who would seek information on a topic/ professional project through the Internet on a desktop/ laptop/ tablet

Legend: under 4.8% · 4.8 to 5.5% · 5.5 to 6.1% · 6.1 to 7.5% · over 7.5%
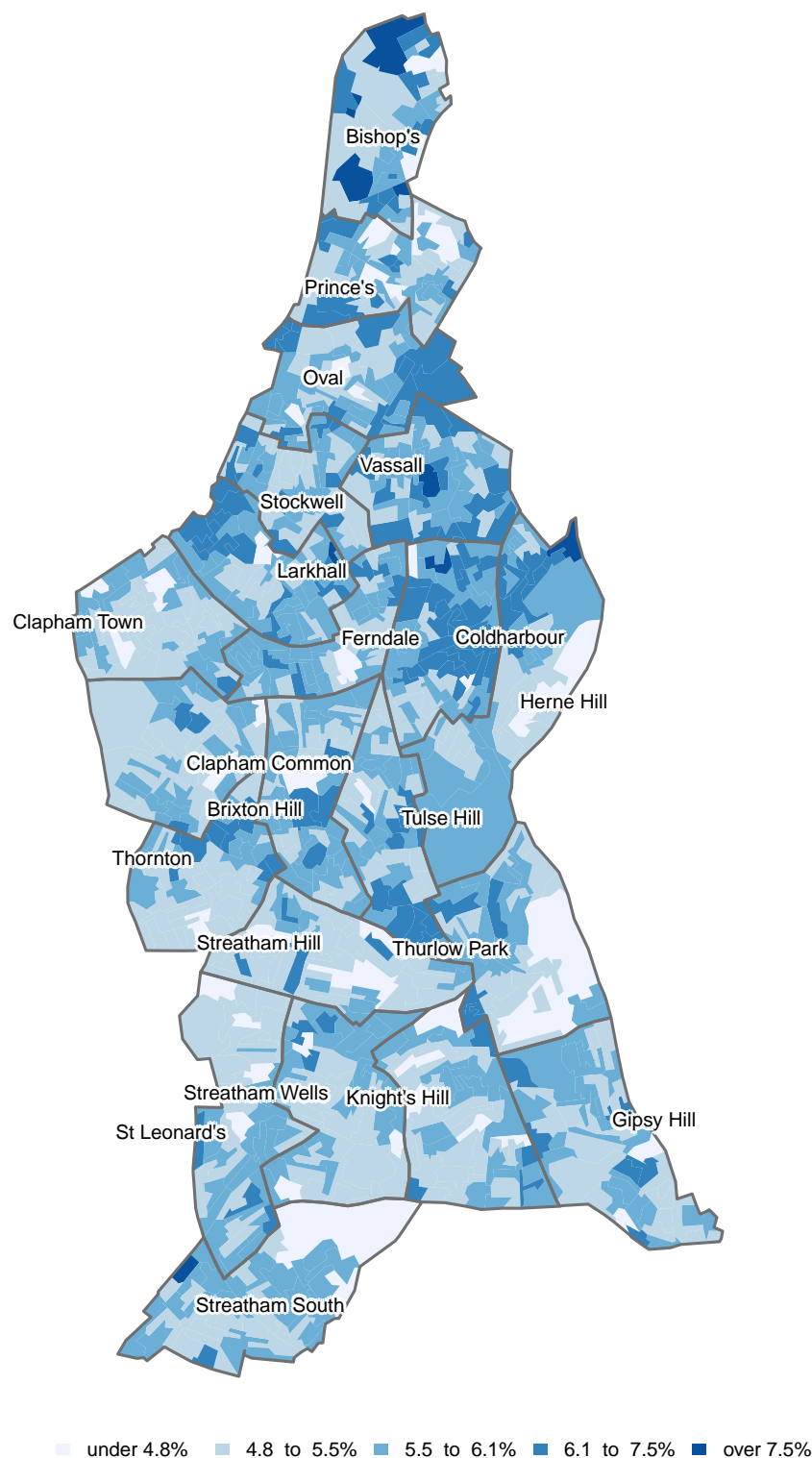
Figure 7: Persons who would seek information on a topic/ professional project through the Internet on a smartphone
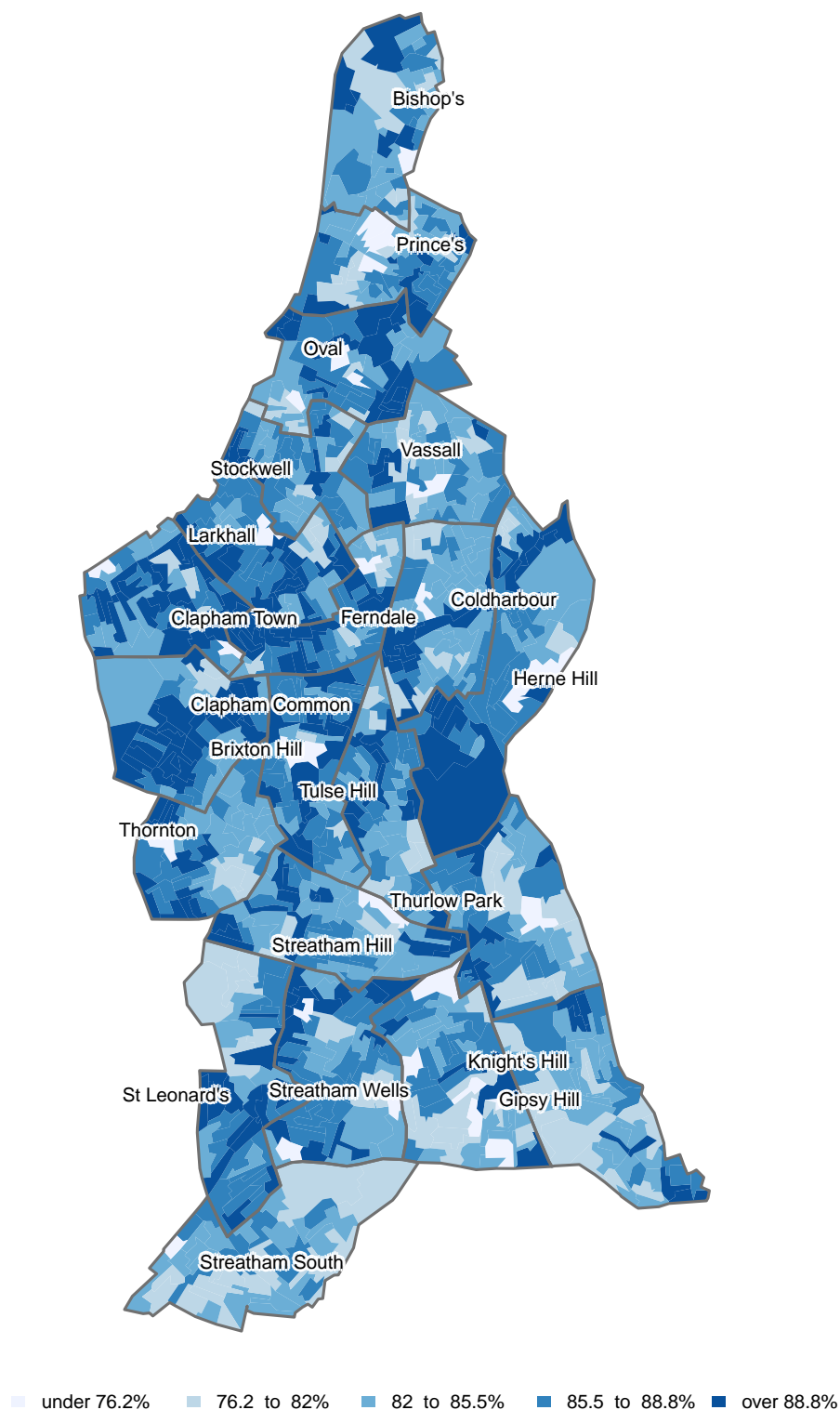
Figure 8: Persons who indicate the Internet is important for information

Legend: under 76.2% | 76.2 to 82% | 82 to 85.5% | 85.5 to 88.8% | over 88.8%

under 68.5% · 68.5 to 74.1% · 74.1 to 78.2% · 78.2 to 82.6% · over 82.6%
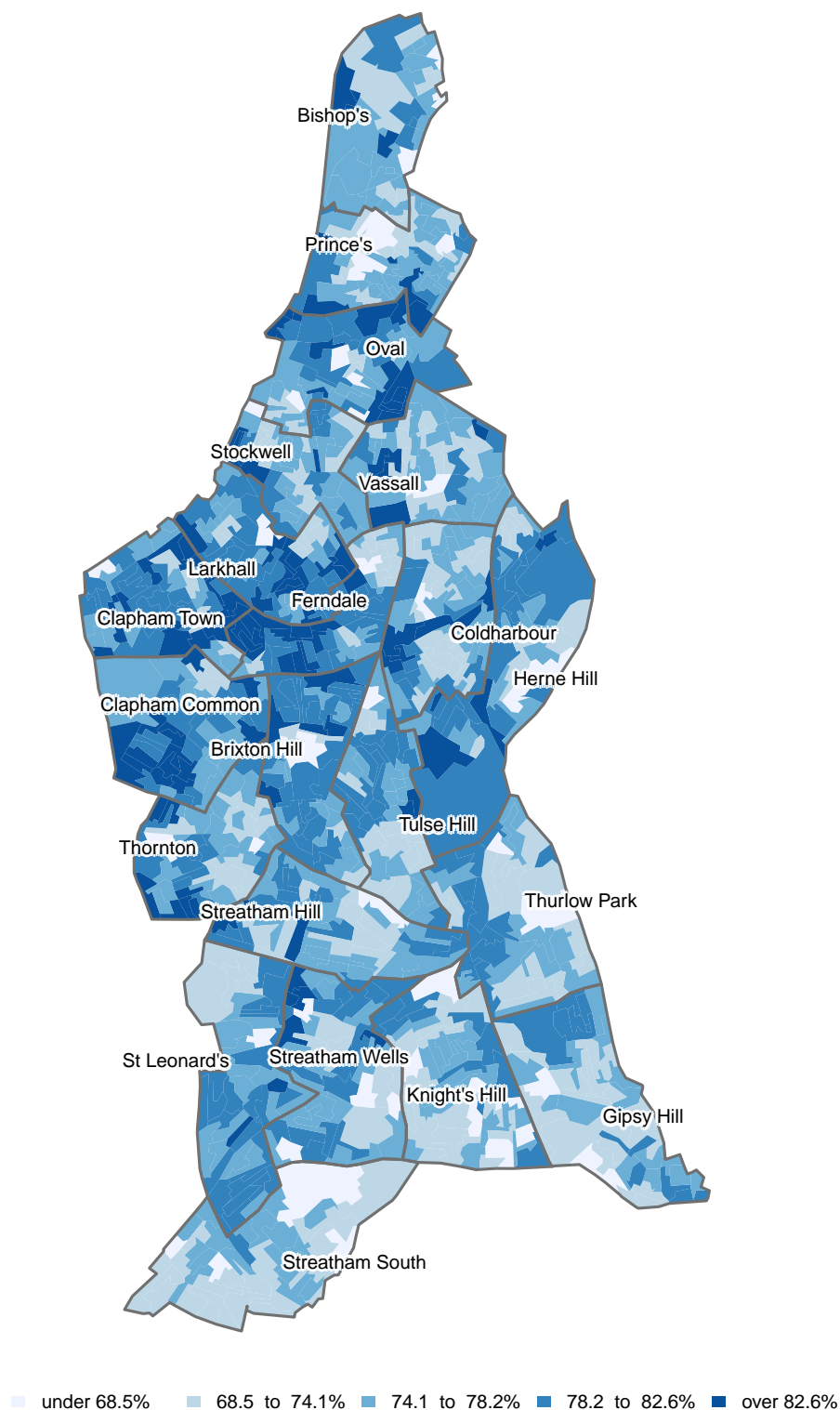
Figure 9: Persons who indicate the Internet is important for entertainment
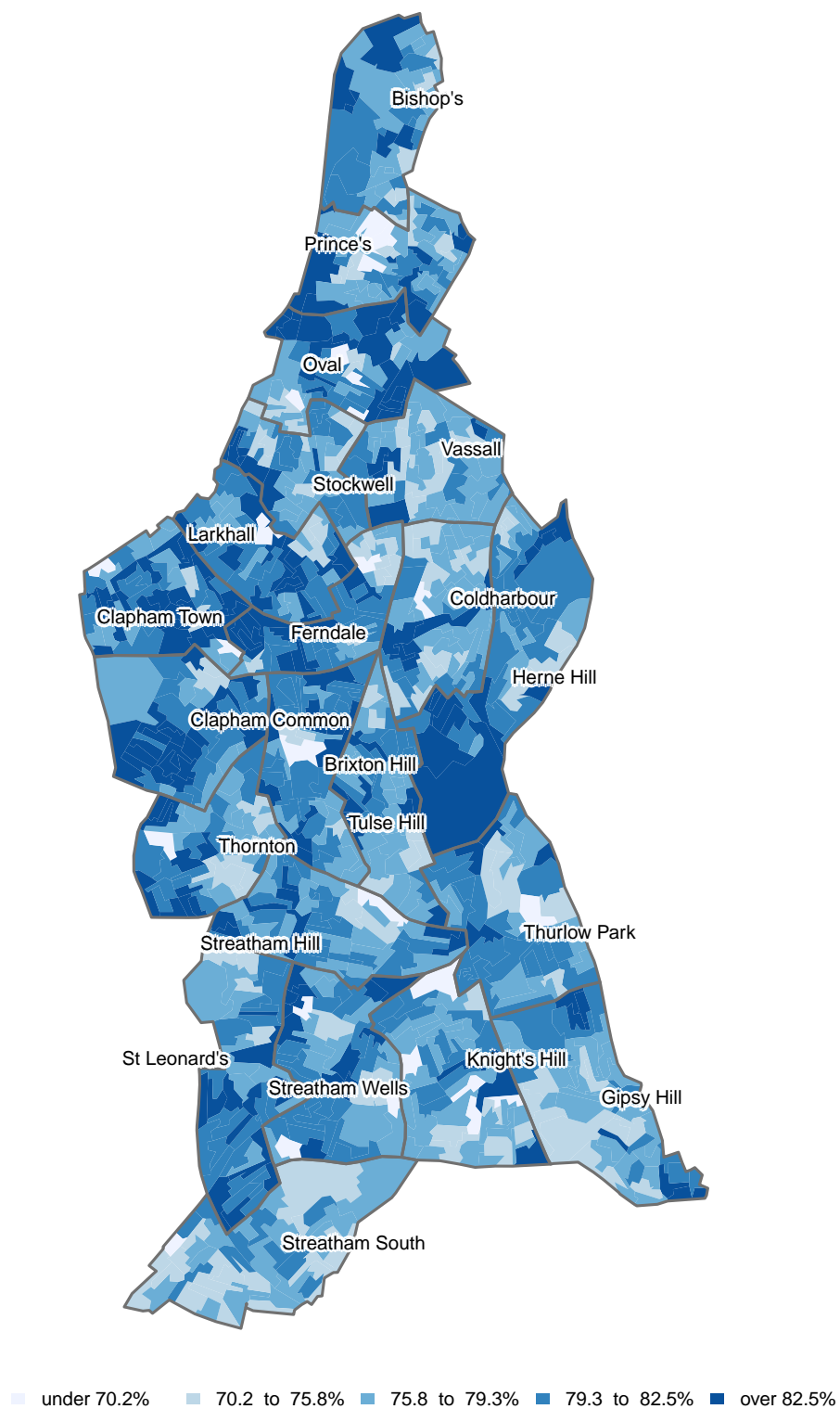
Figure 10: Persons indicating they are Intrested in the Internet

Legend: under 70.2% · 70.2 to 75.8% · 75.8 to 79.3% · 79.3 to 82.5% · over 82.5%
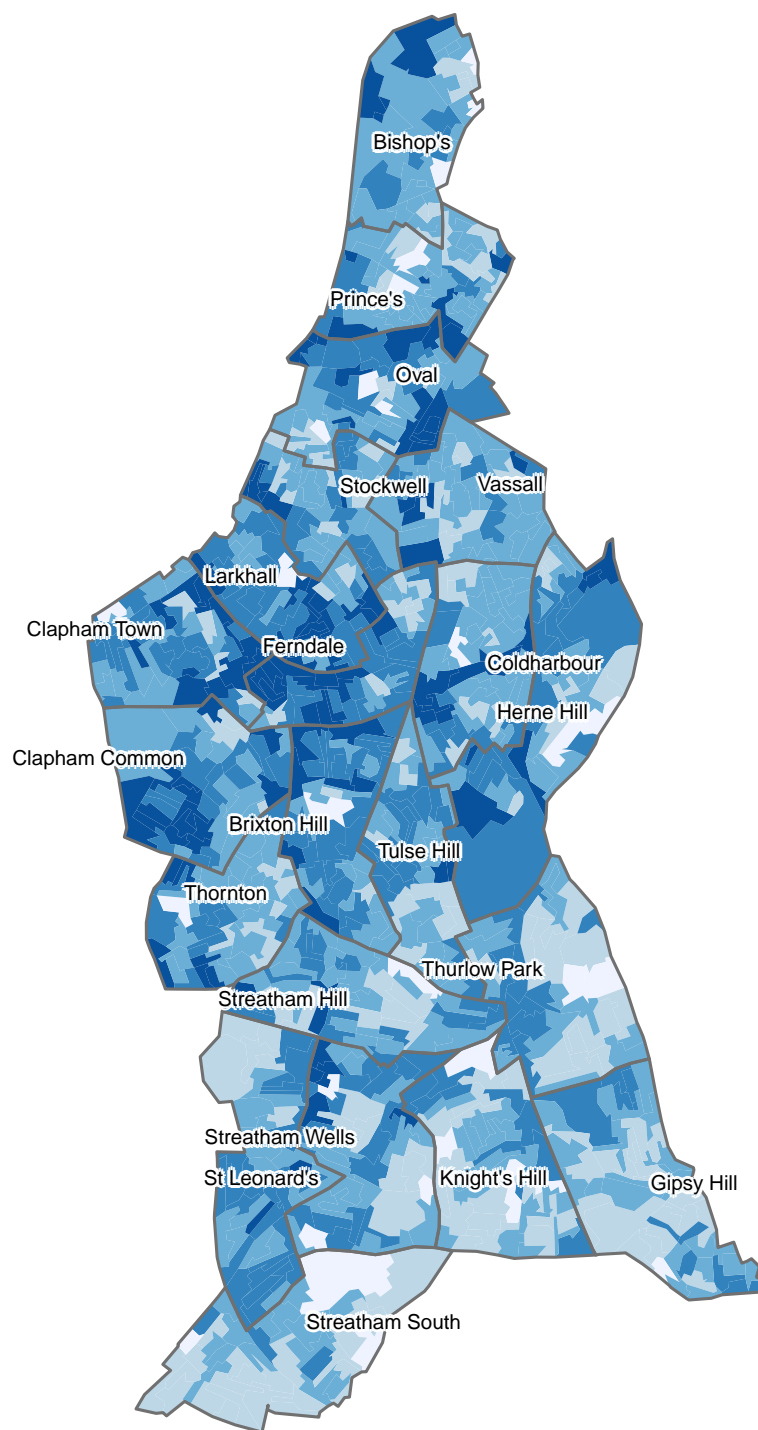
under 48.3%　　48.3 to 55%　　55 to 59.7%　　59.7 to 64.7%　　over 64.7%

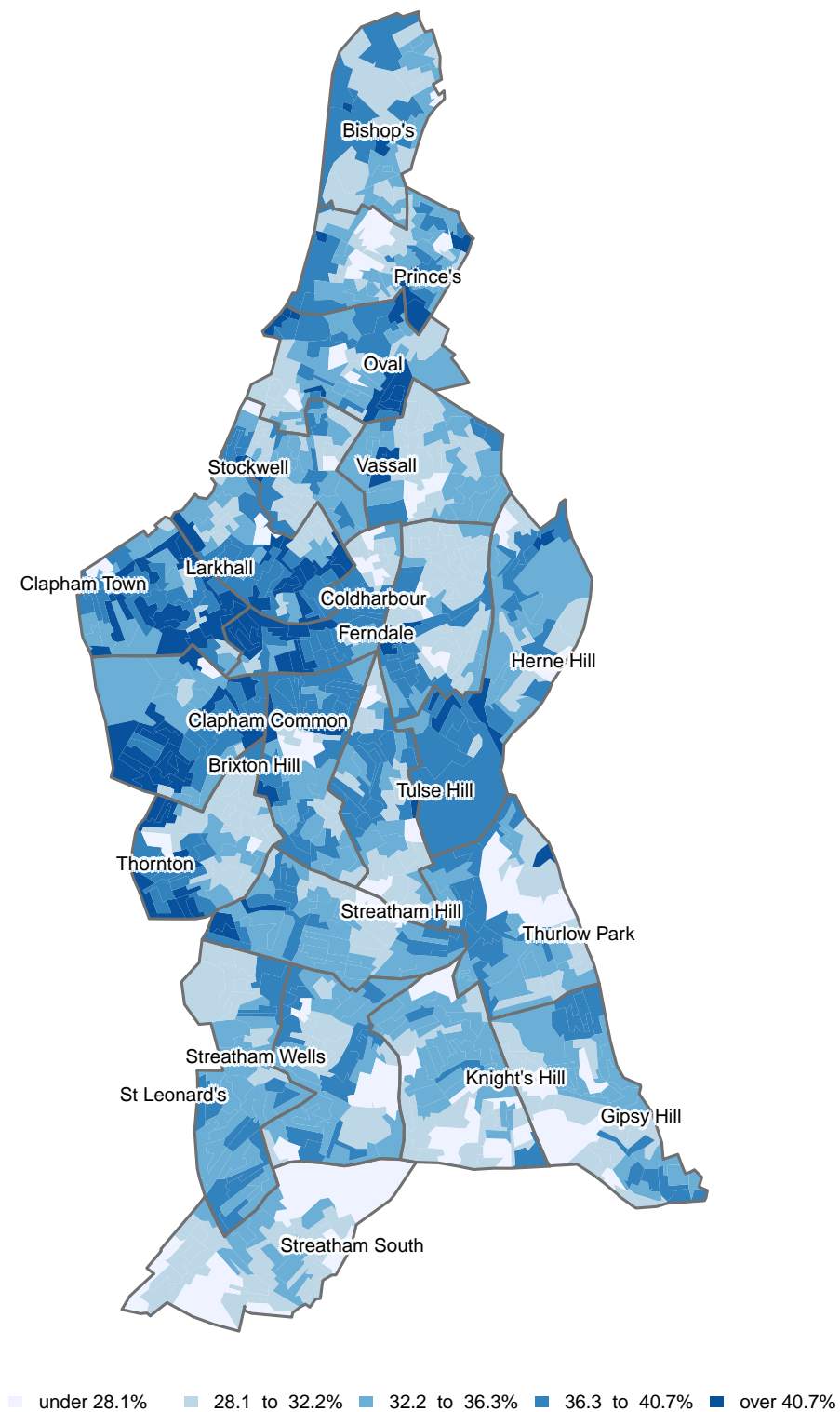Figure 11: Persons who use the Internet while travelling through a mobile/dongle

under 28.1%　　28.1 to 32.2%　　32.2 to 36.3%　　36.3 to 40.7%　　over 40.7%

Figure 12: Persons who have found a job through the Internet
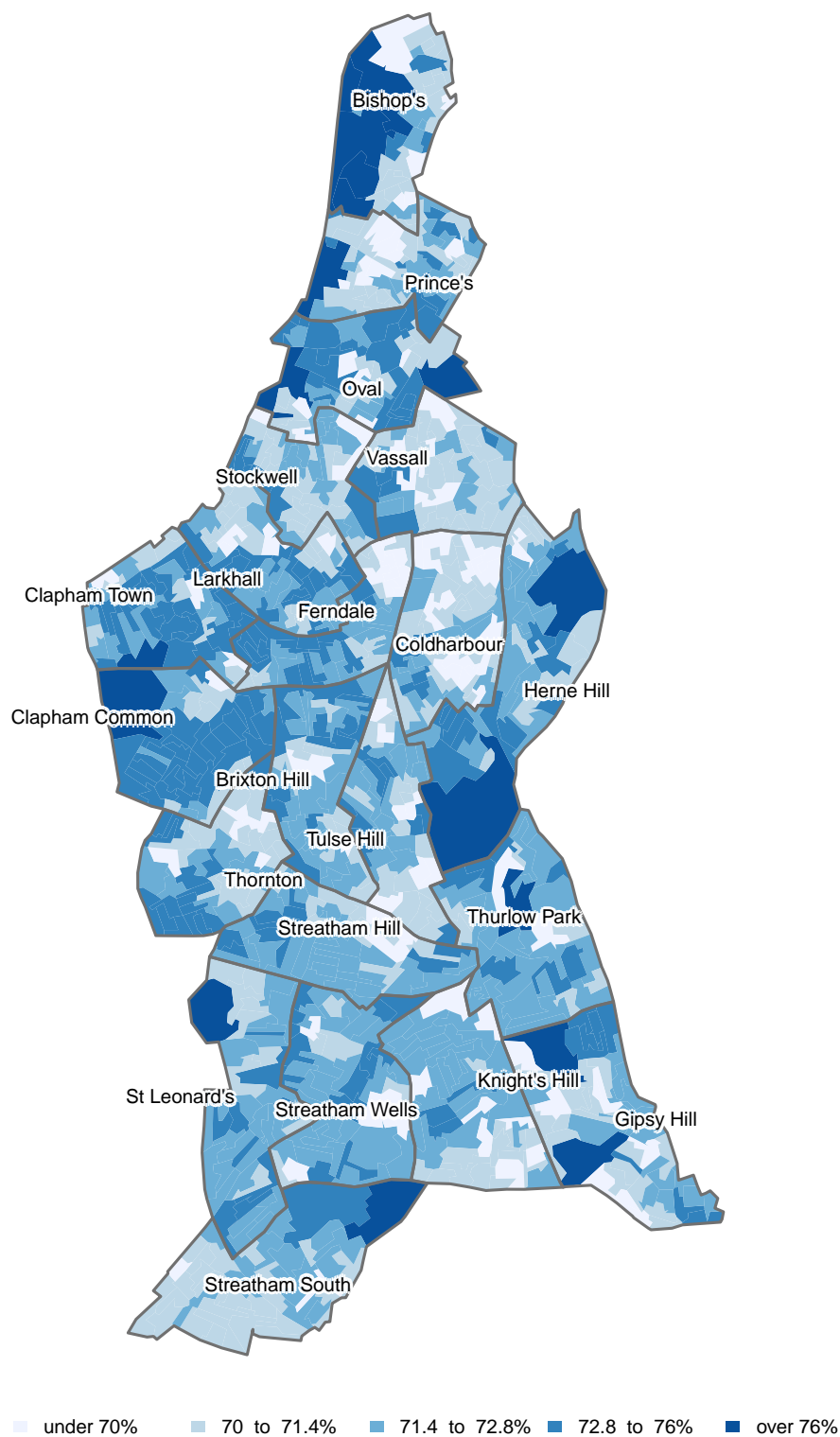
Figure 13: Persons who have saved money buying online

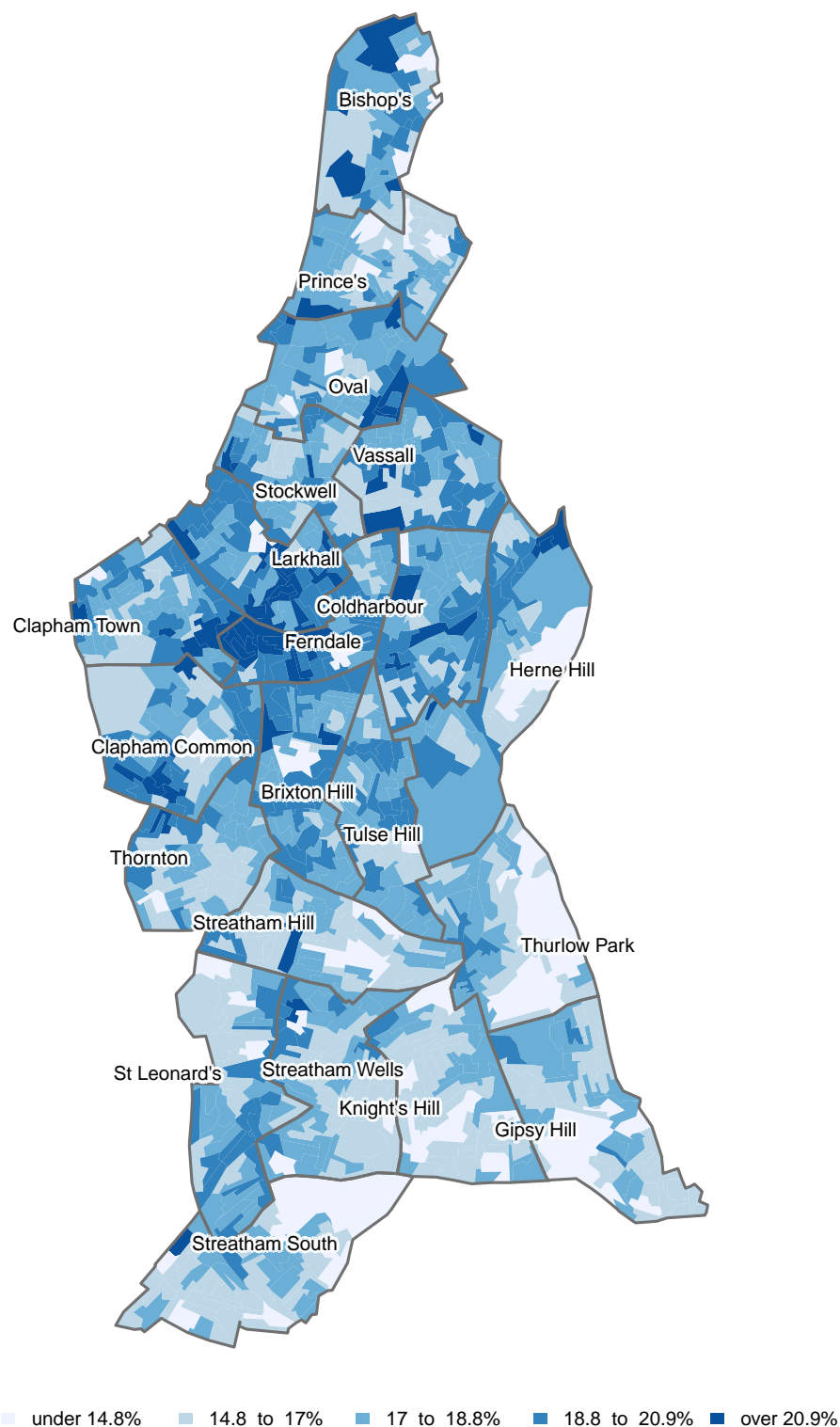Legend: under 70% | 70 to 71.4% | 71.4 to 72.8% | 72.8 to 76% | over 76%

Map labels: Bishop's, Prince's, Oval, Vassall, Stockwell, Larkhall, Clapham Town, Ferndale, Coldharbour, Herne Hill, Clapham Common, Brixton Hill, Tulse Hill, Thornton, Streatham Hill, Thurlow Park, St Leonard's, Streatham Wells, Knight's Hill, Gipsy Hill, Streatham South

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

Legend: under 14.8% | 14.8 to 17% | 17 to 18.8% | 18.8 to 20.9% | over 20.9%

| | under 46% | | 46 to 47.2% | | 47.2 to 56.7% | | 56.7 to 60.3% | | over 60.3% |
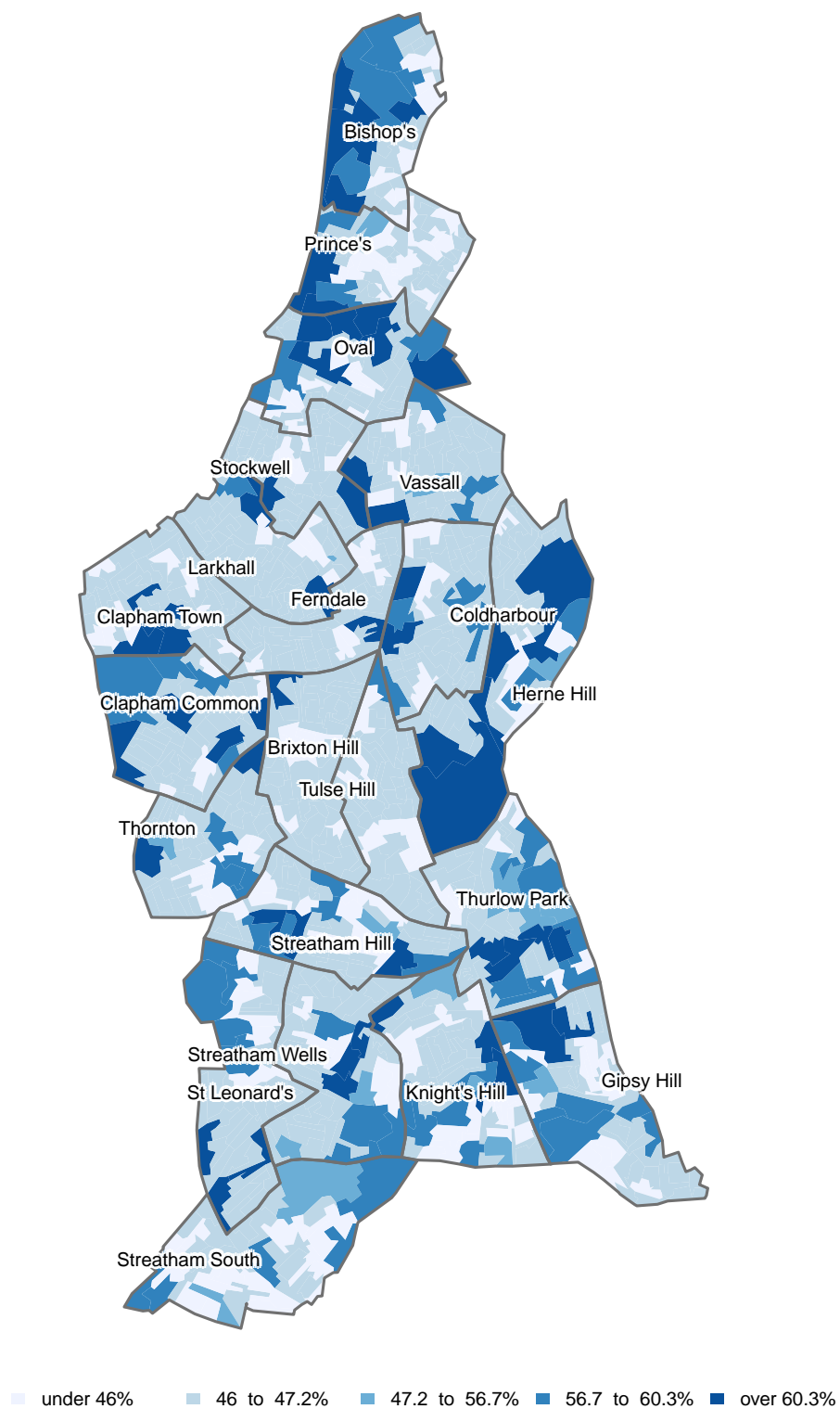
Figure 15: Persons who frequently buy products online

under 39.6%　　39.6 to 42.2%　　42.2 to 44.5%　　44.5 to 46.8%　　over 46.8%
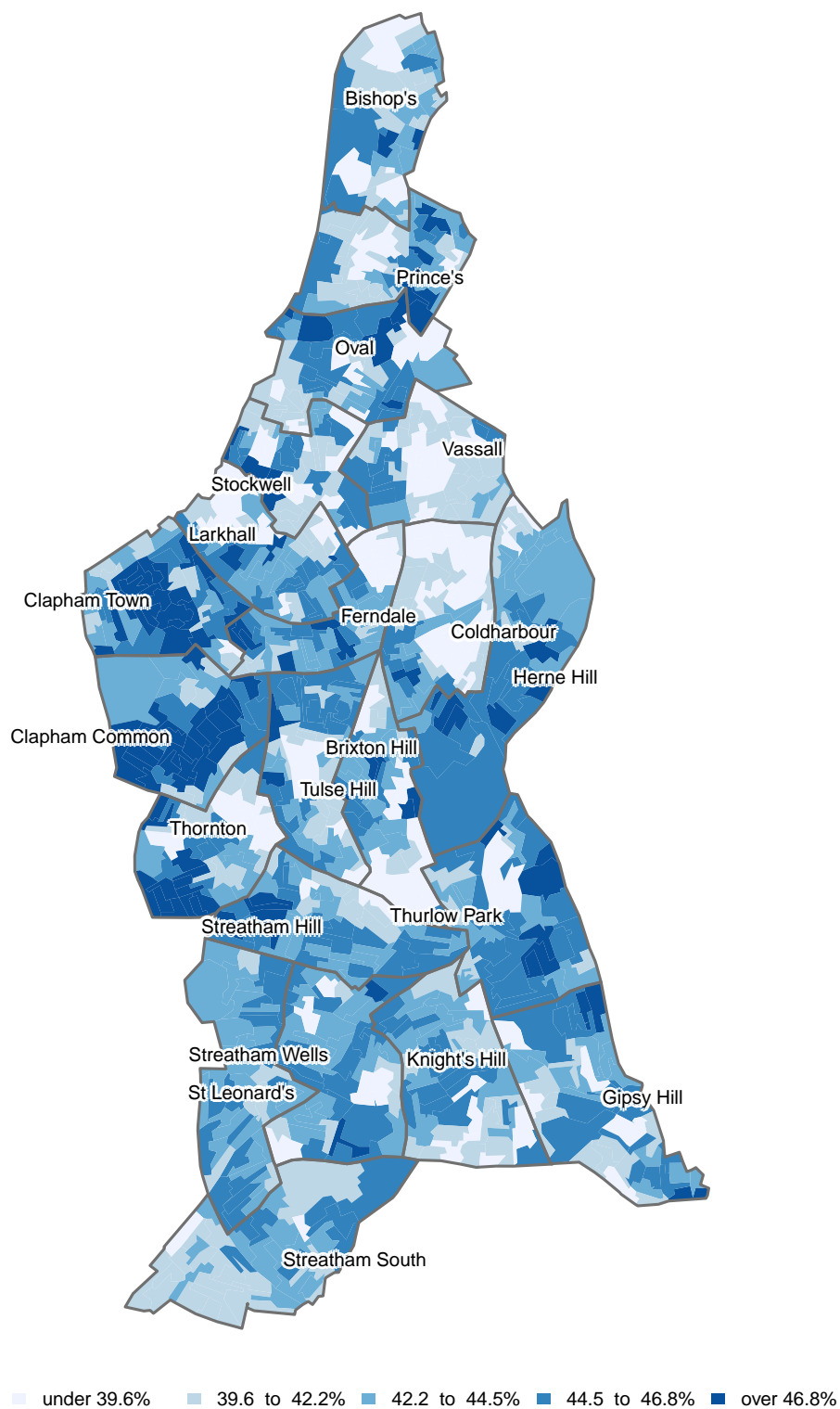
Figure 16: Persons who frequently pay bills online

under 52.2%　　52.2 to 54.4%　　54.4 to 56.5%　　56.5 to 58.7%　　over 58.7%
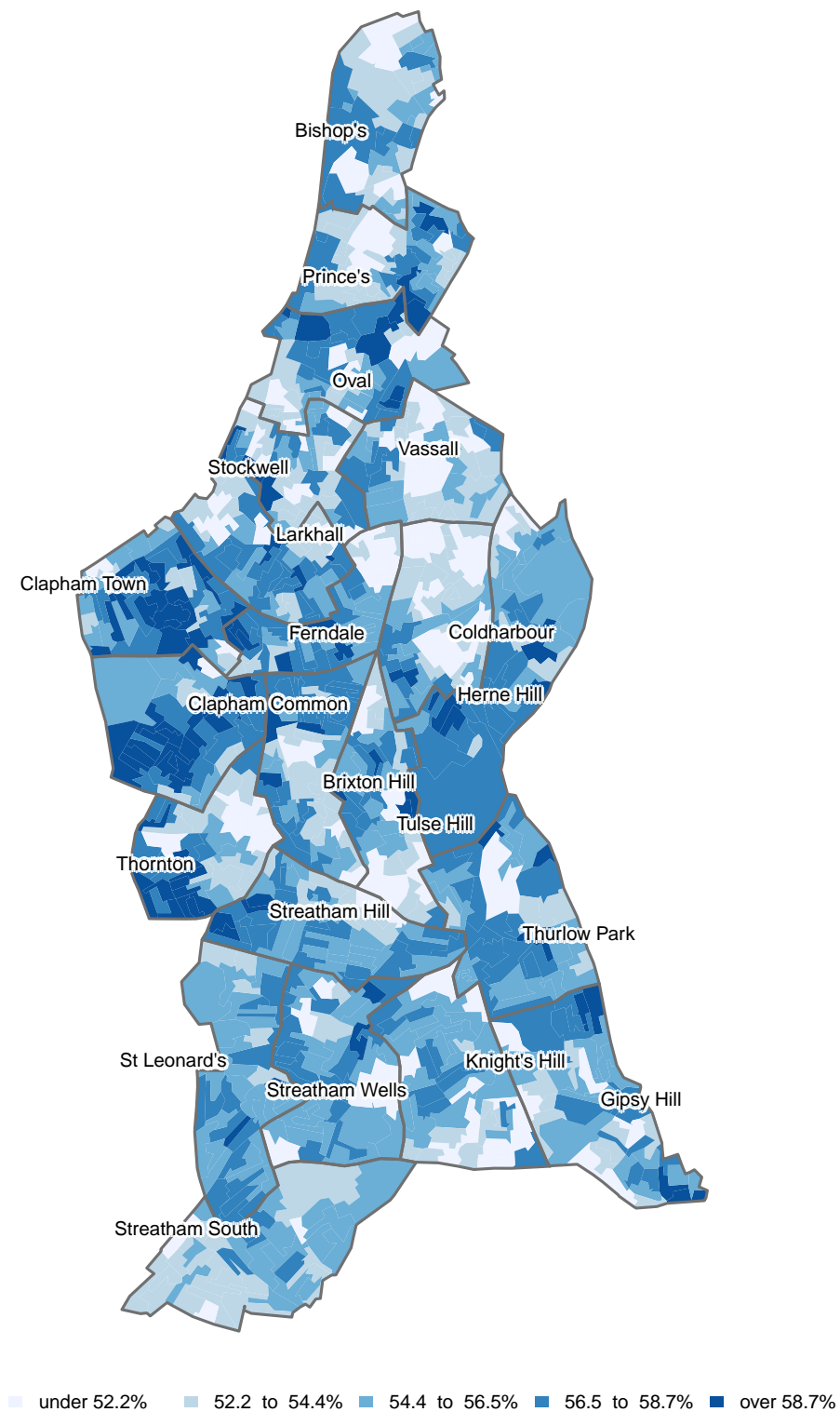
Figure 17: Persons who frequently use online banking
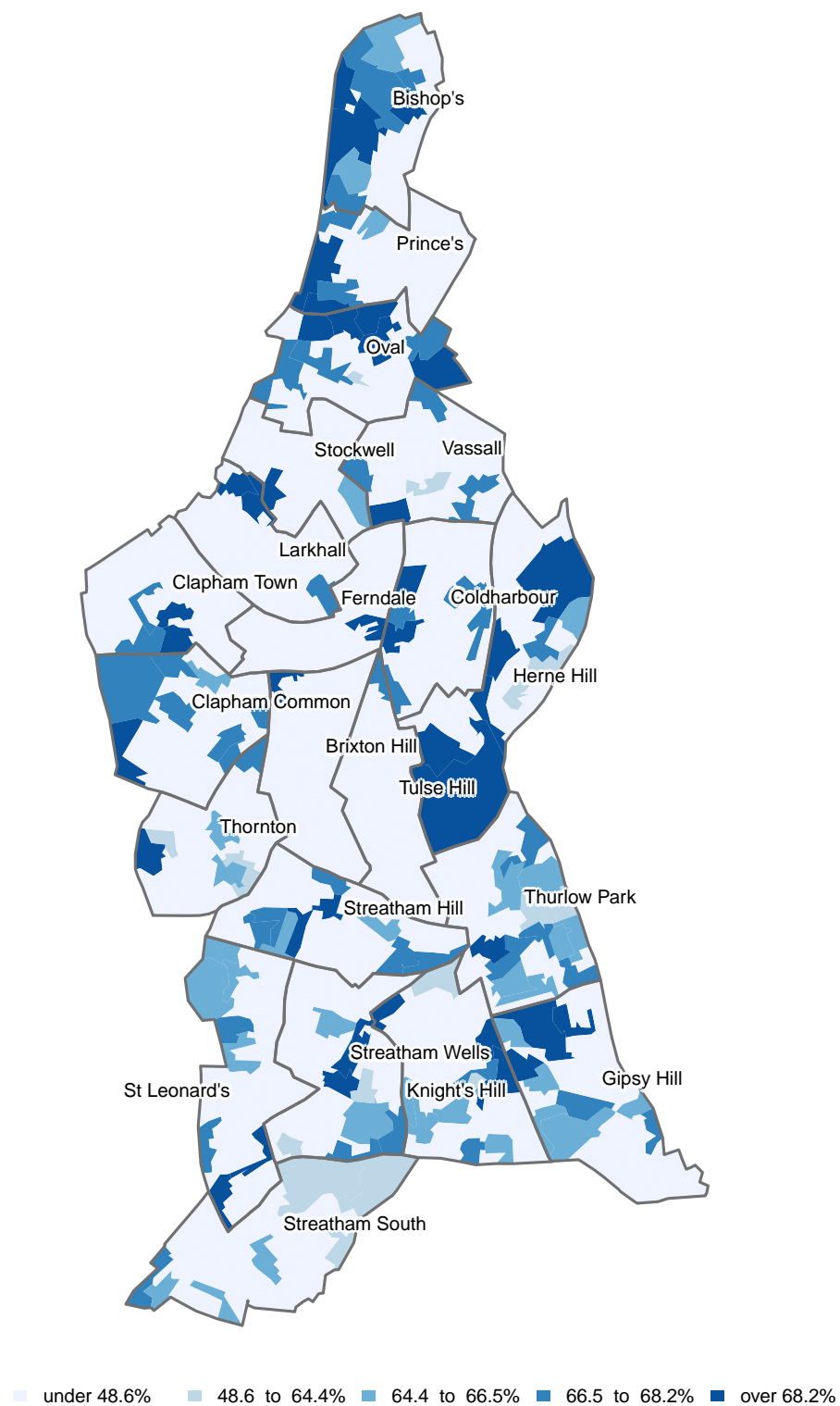
Figure 18: Persons who frequently compare prices online

Legend: under 48.6% | 48.6 to 64.4% | 64.4 to 66.5% | 66.5 to 68.2% | over 68.2%

under 18.1%　　18.1 to 19.7%　　19.7 to 21.2%　　21.2 to 22.8%　　over 22.8%
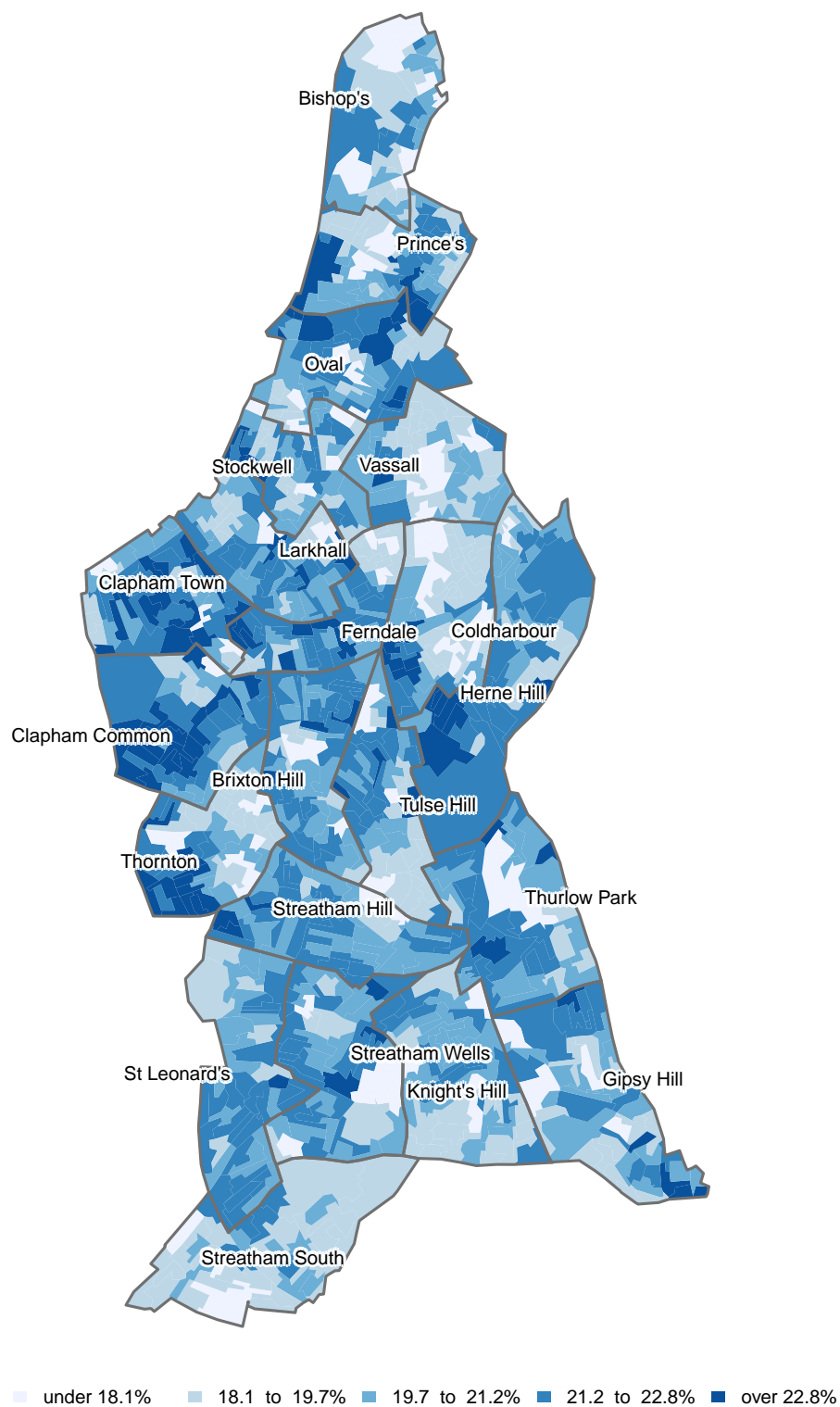
Figure 19: Persons who frequently order food or groceries online

under 14.4%　　14.4 to 16.2%　　16.2 to 17.3%　　17.3 to 18.3%　　over 18.3%
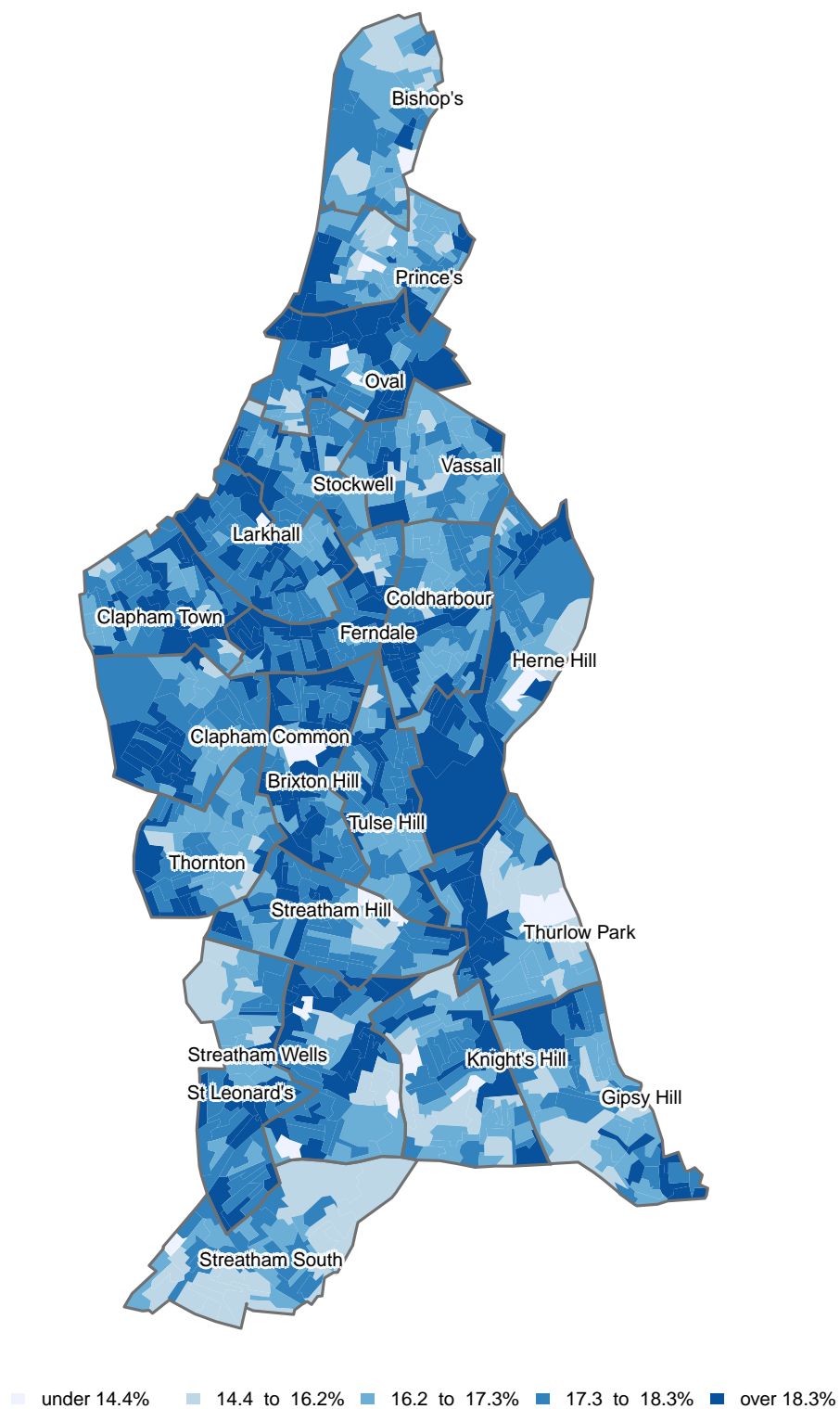
Figure 20: Persons who frequently sell things online

Bishop's

Prince's

Oval

Stockwell

Vassall

Larkhall

Clapham Town

Coldharbour

Ferndale

Herne Hill

Clapham Common

Brixton Hill

Tulse Hill

Thornton

Streatham Hill

Thurlow Park

St Leonard's

Streatham Wells

Knight's Hill

Gipsy Hill

Streatham South

under 88.1%　　88.1 to 91.7%　　91.7 to 93.7%　　93.7 to 95.1%　　over 95.1%
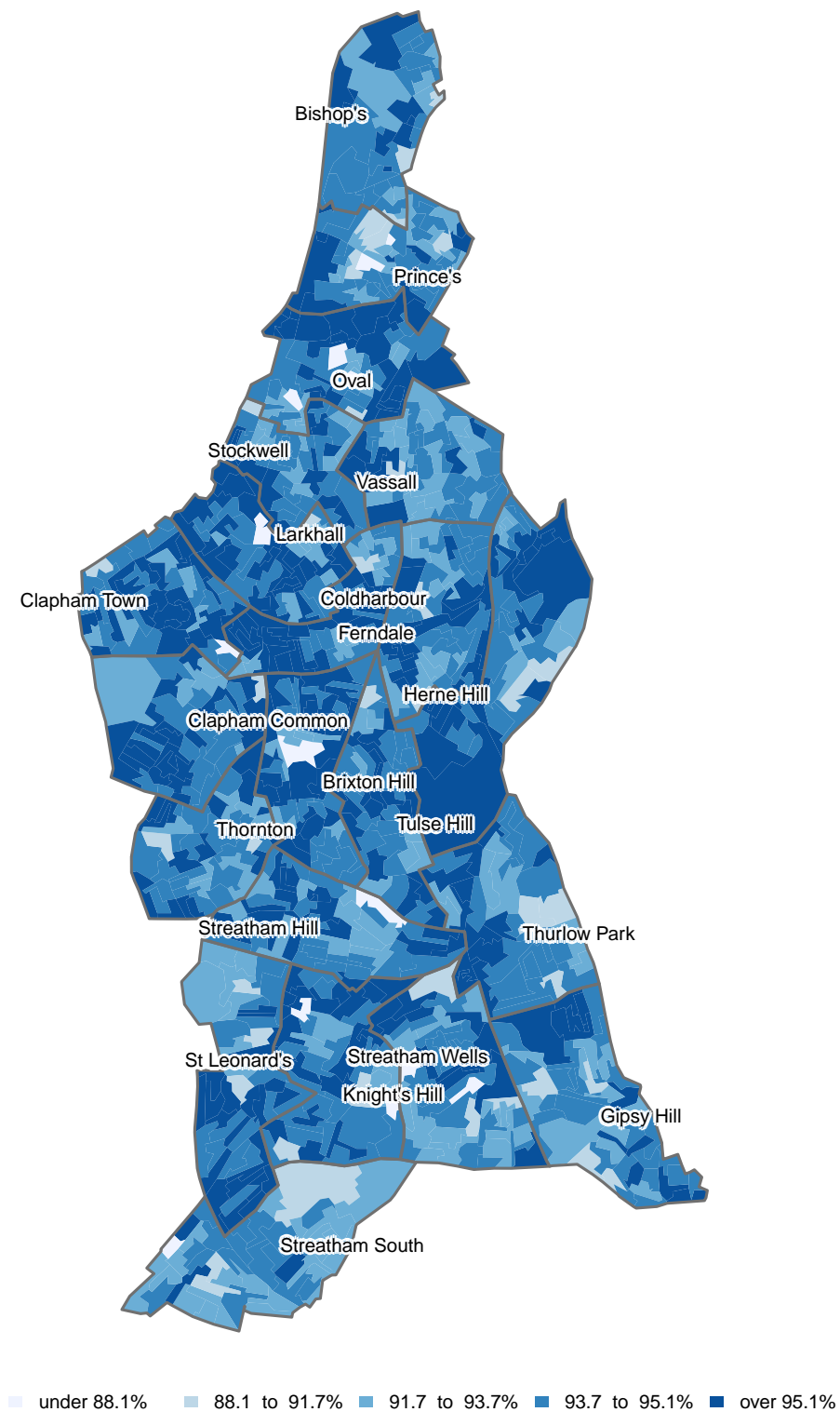
Figure 21: Mobile phone ownership

under 49.6%　　49.6 to 55.9%　　55.9 to 60.4%　　60.4 to 65.3%　　over 65.3%
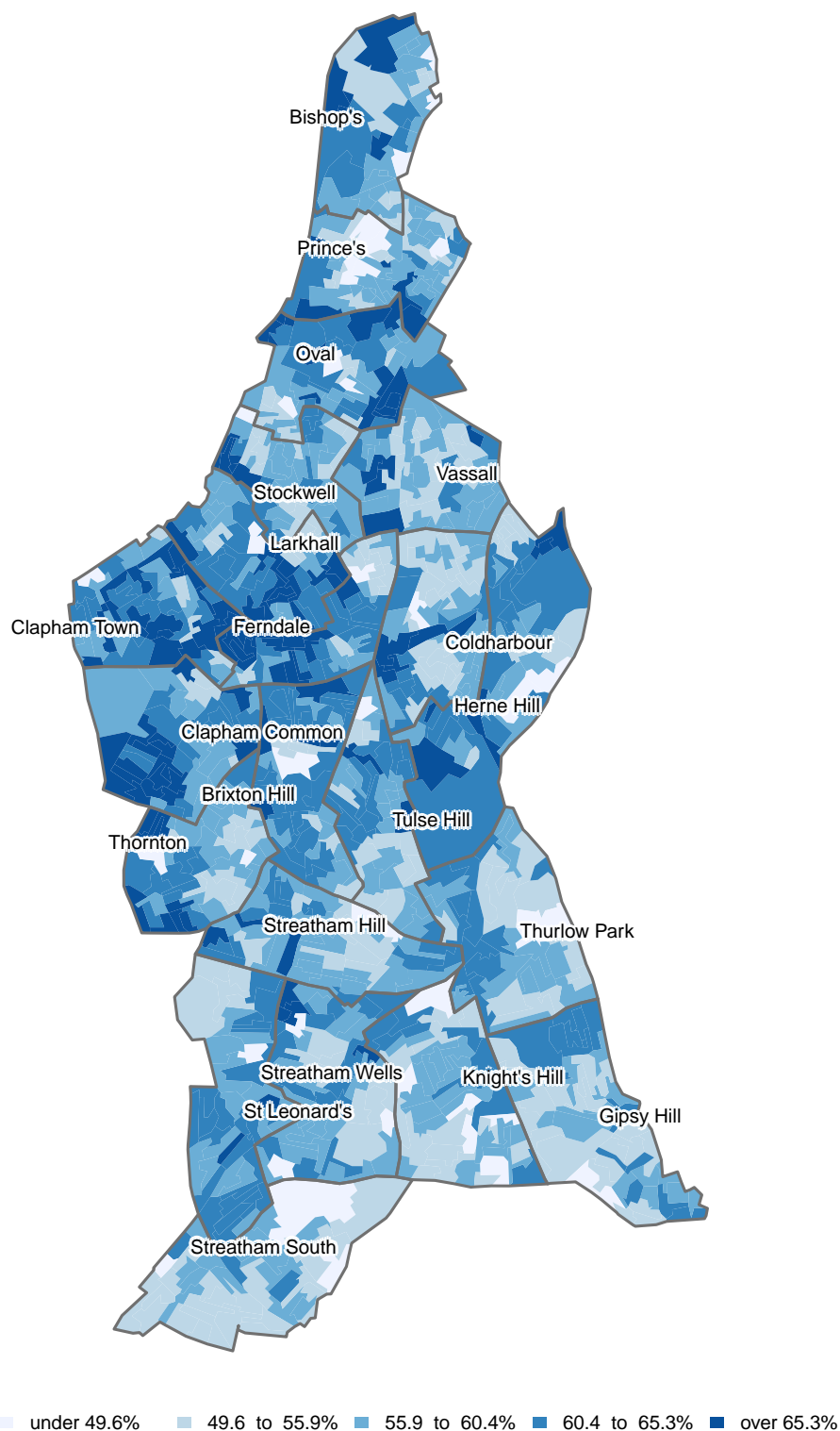
Figure 22: Persons who use mobile phone for email

Legend: under 37.4% | 37.4 to 42.2% | 42.2 to 46.2% | 46.2 to 50.9% | over 50.9%
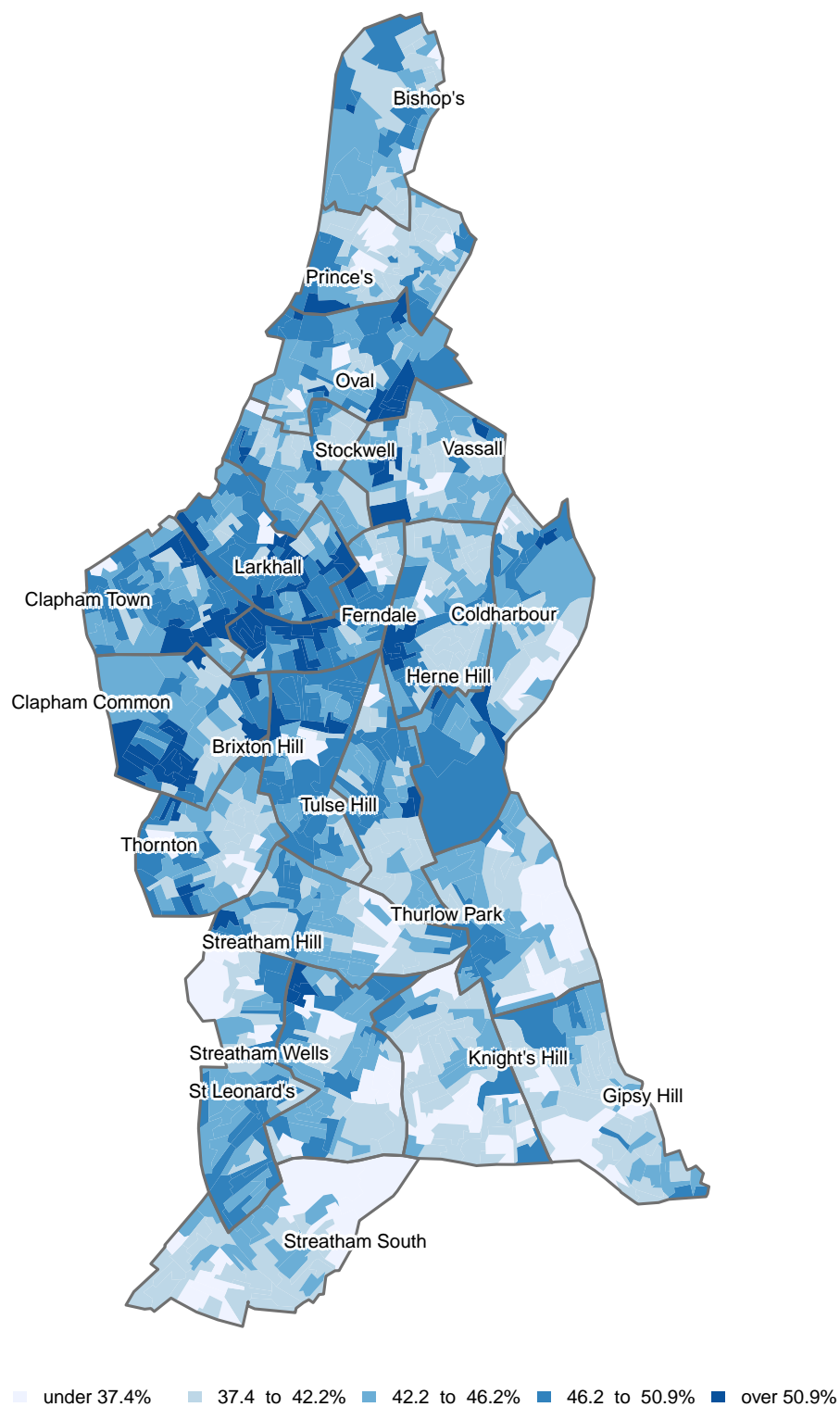
Figure 23: Persons who use mobile for posting videos and photos online

under 40.3%　　40.3 to 45.5%　　45.5 to 50%　　50 to 55.1%　　over 55.1%
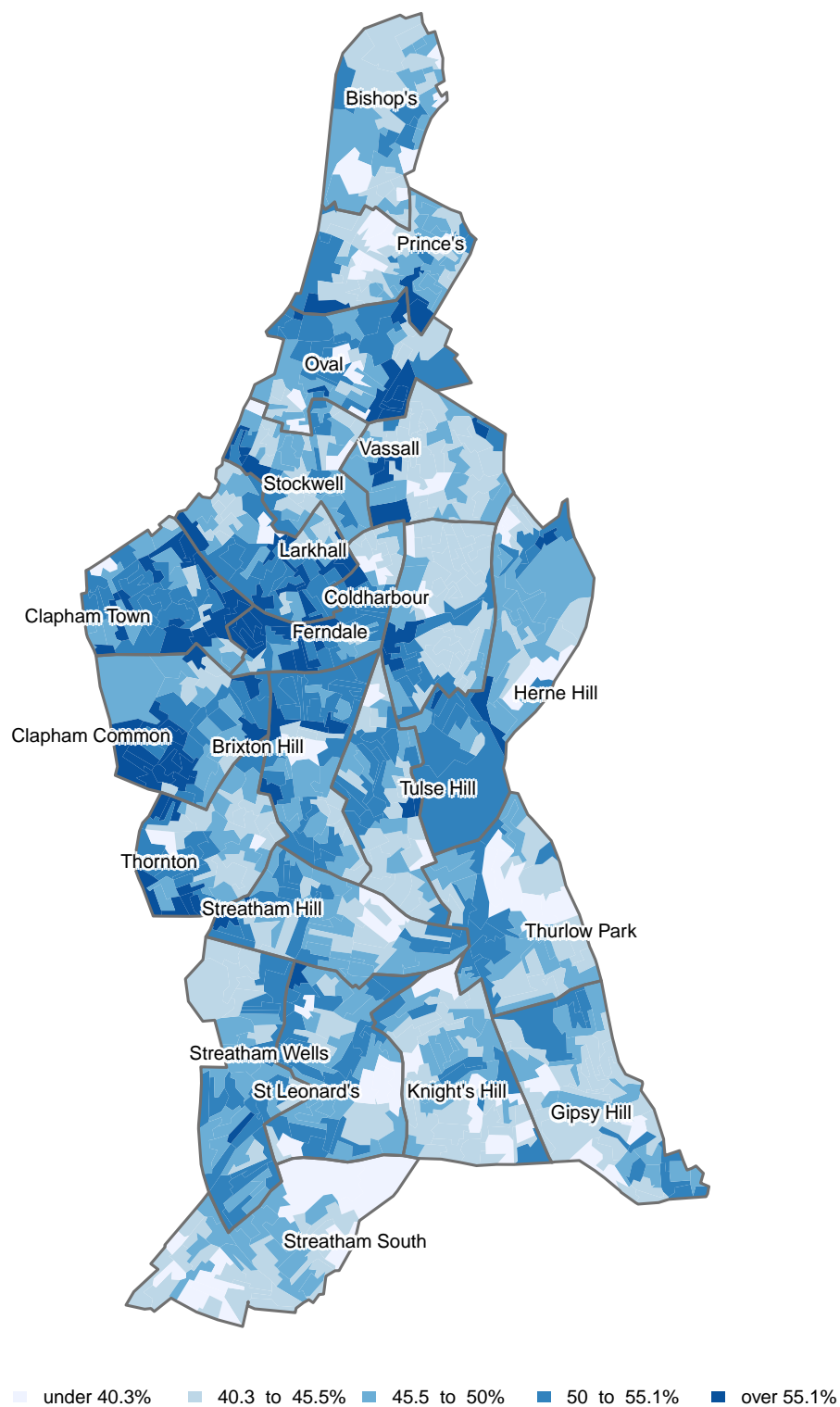
Figure 24: Persons who use mobile phone for navigation

under 40.7%   40.7 to 46.6%   46.6 to 51.3%   51.3 to 56.6%   over 56.6%
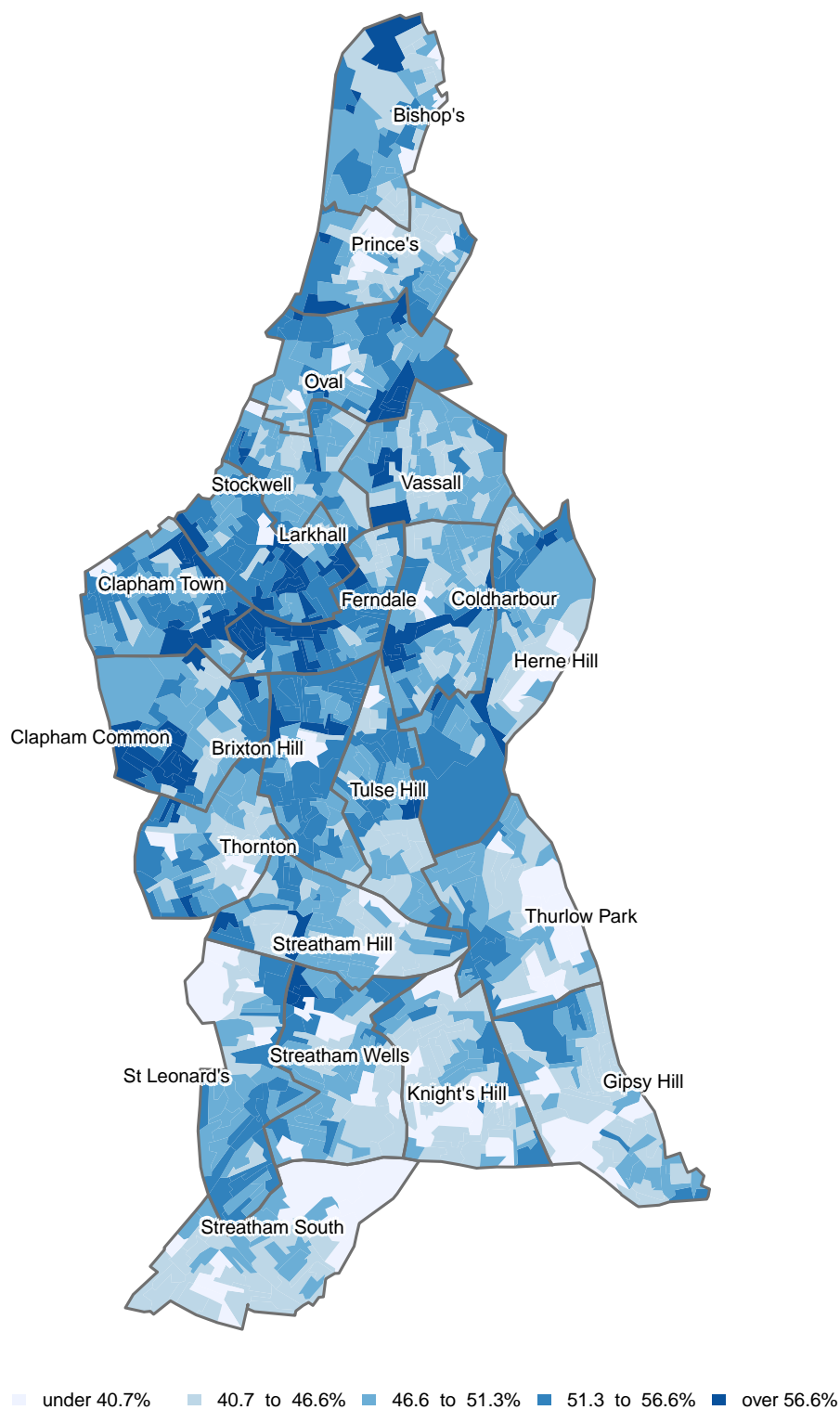
Figure 25: Persons who use mobile phone for social networking

under 42.7%　　42.7 to 48.4%　　48.4 to 53%　　53 to 58%　　over 58%
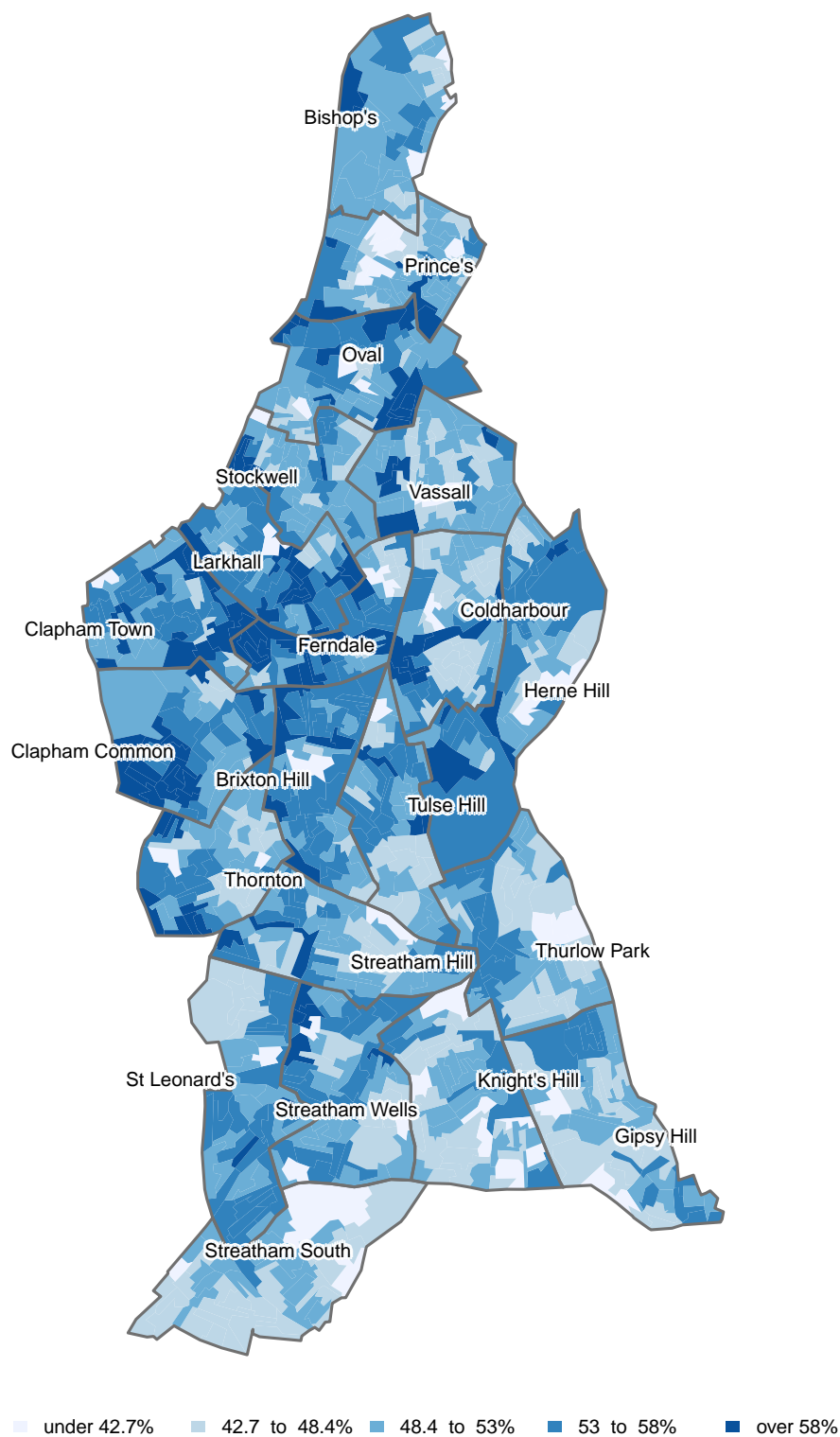
Figure 26: Persons who use mobile phone for apps

under 48.2%   48.2 to 54.7%   54.7 to 59.4%   59.4 to 64.4%   over 64.4%
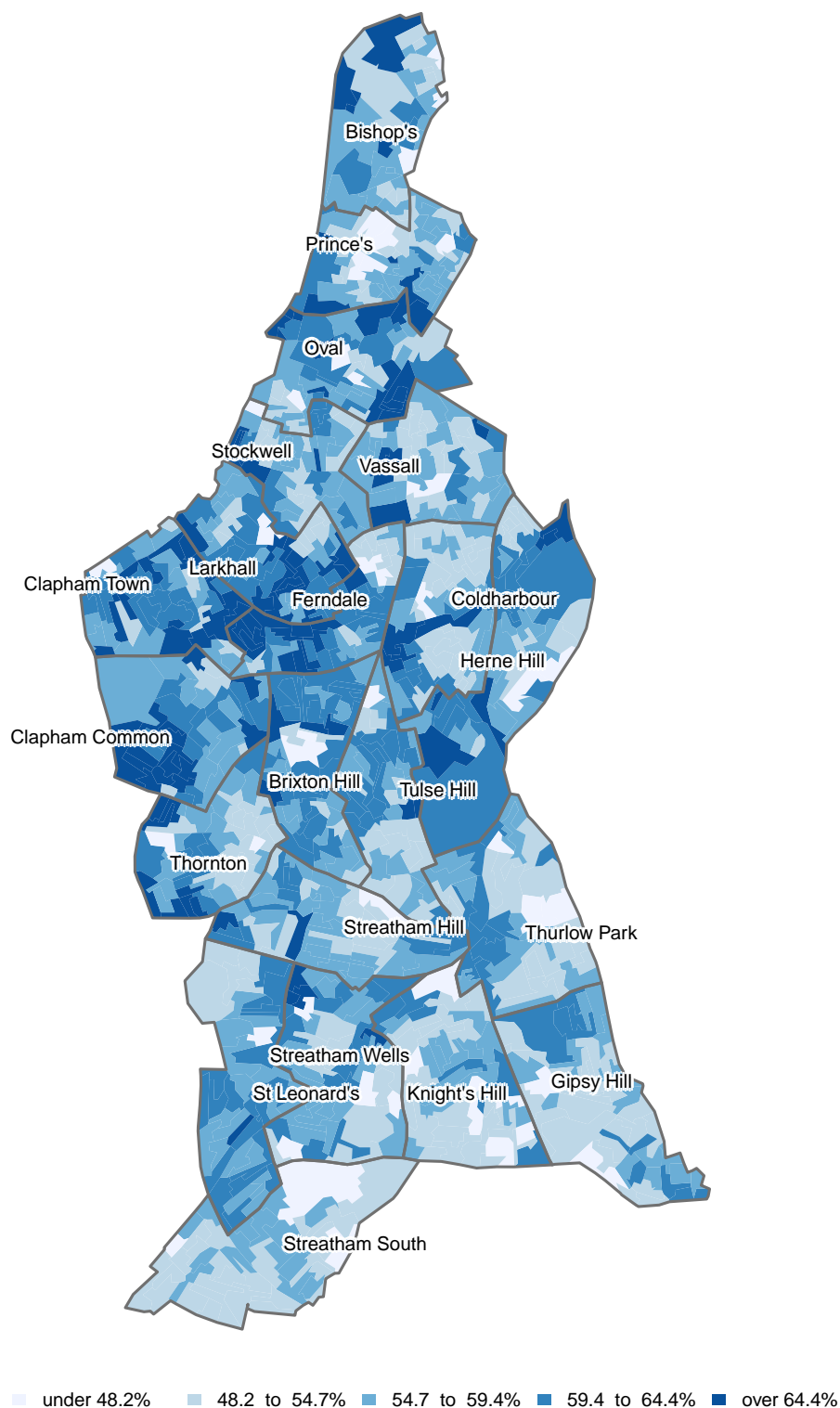
Figure 27: Persons who use mobile phone for browsing the Internet
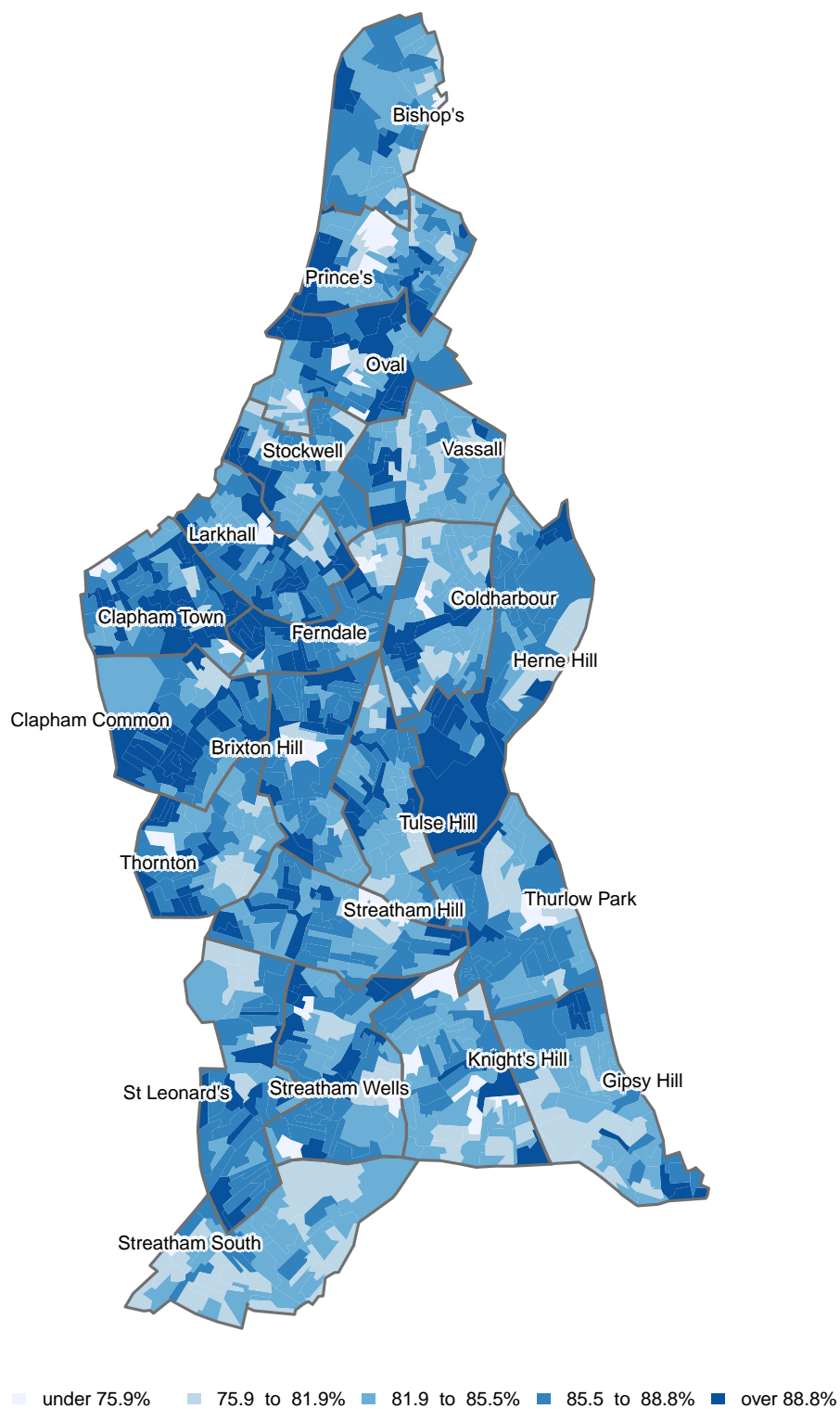
Figure 28: Current Internet users

under 2.1% ▢ 2.1 to 2.6% ▢ 2.6 to 3.2% ▢ 3.2 to 3.7% ▢ over 3.7% ▢
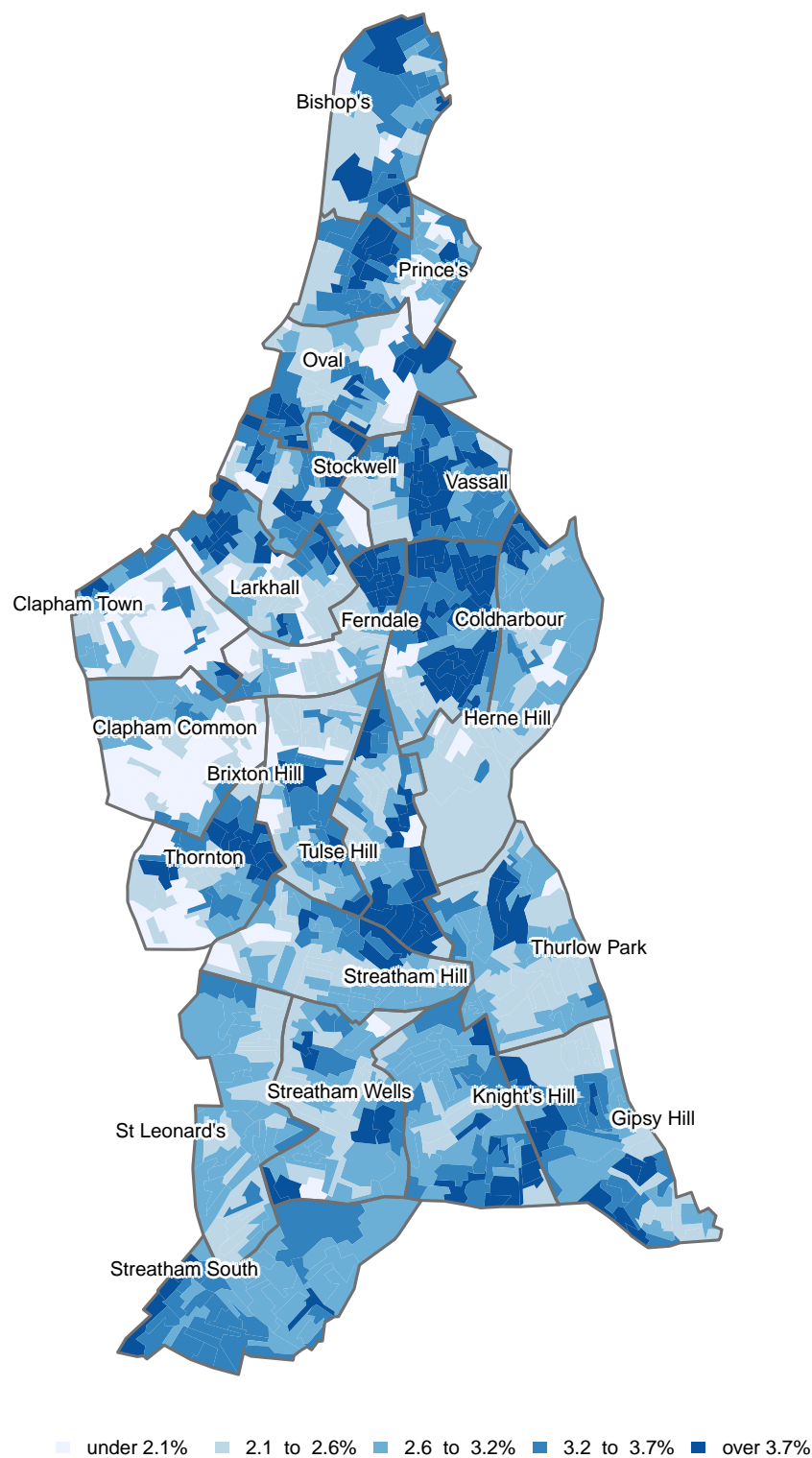
Figure 29: Ex Internet users
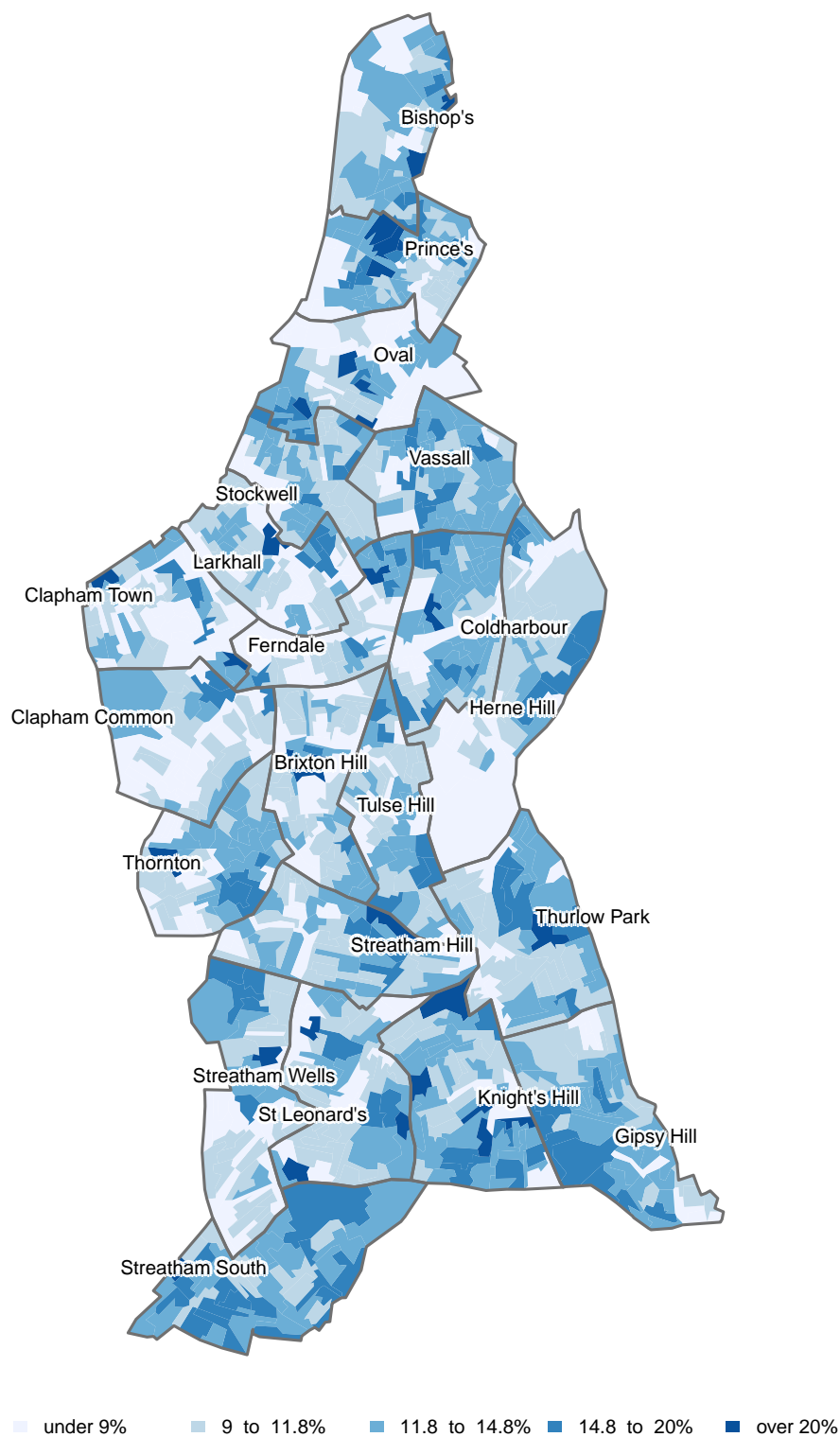
Figure 30: Internet non users

Legend: under 78.2% | 78.2 to 83.1% | 83.1 to 86% | 86 to 89% | over 89%
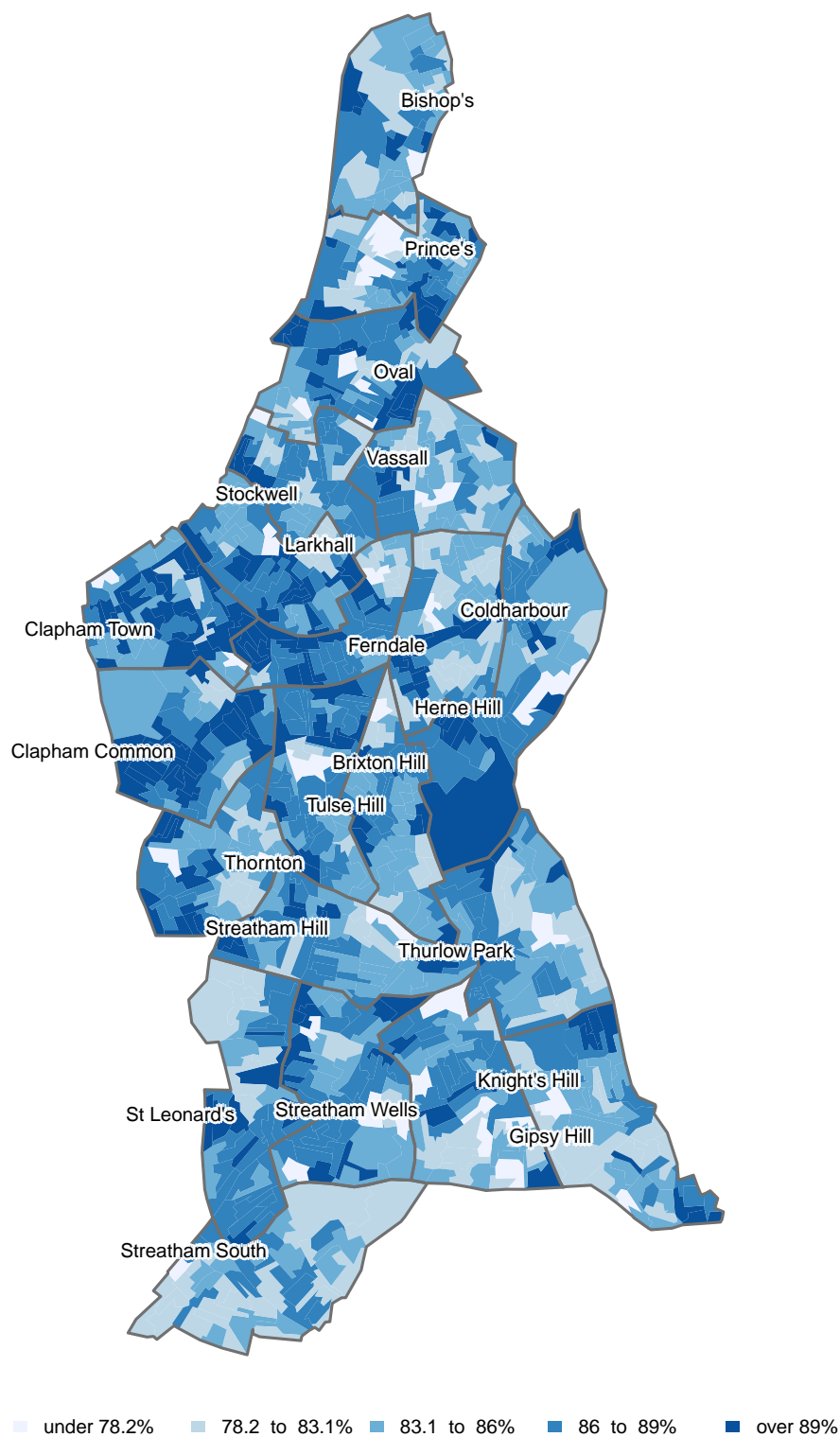
Figure 31: Households that have Internet access at present

under 2.2%　　2.2 to 2.8%　　2.8 to 3.3%　　3.3 to 3.9%　　over 3.9%
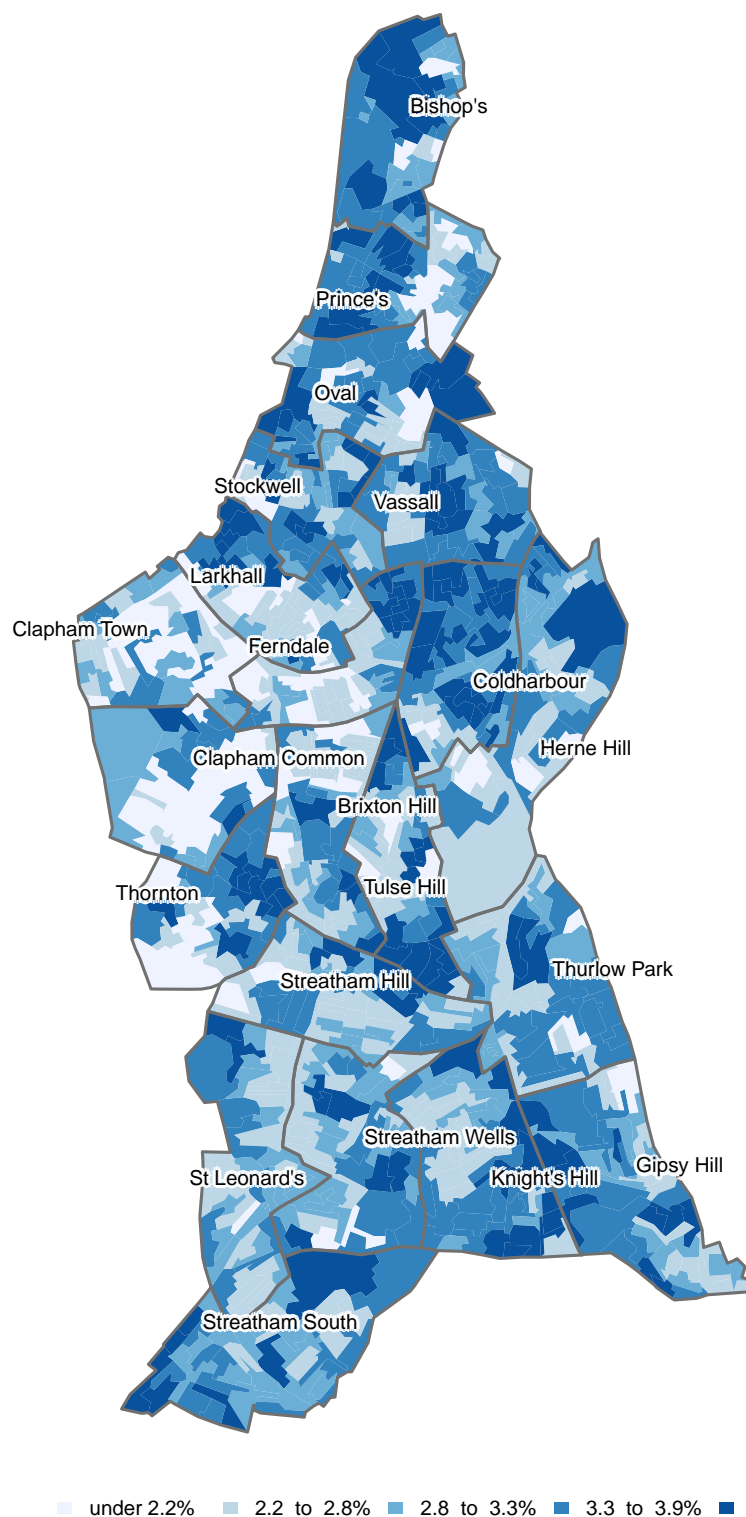
Figure 32: Households that dont have Internet access but have had in past

under 8.9%　　8.9 to 11.5%　　11.5 to 14.4%　　14.4 to 19.5%　　over 19.5%
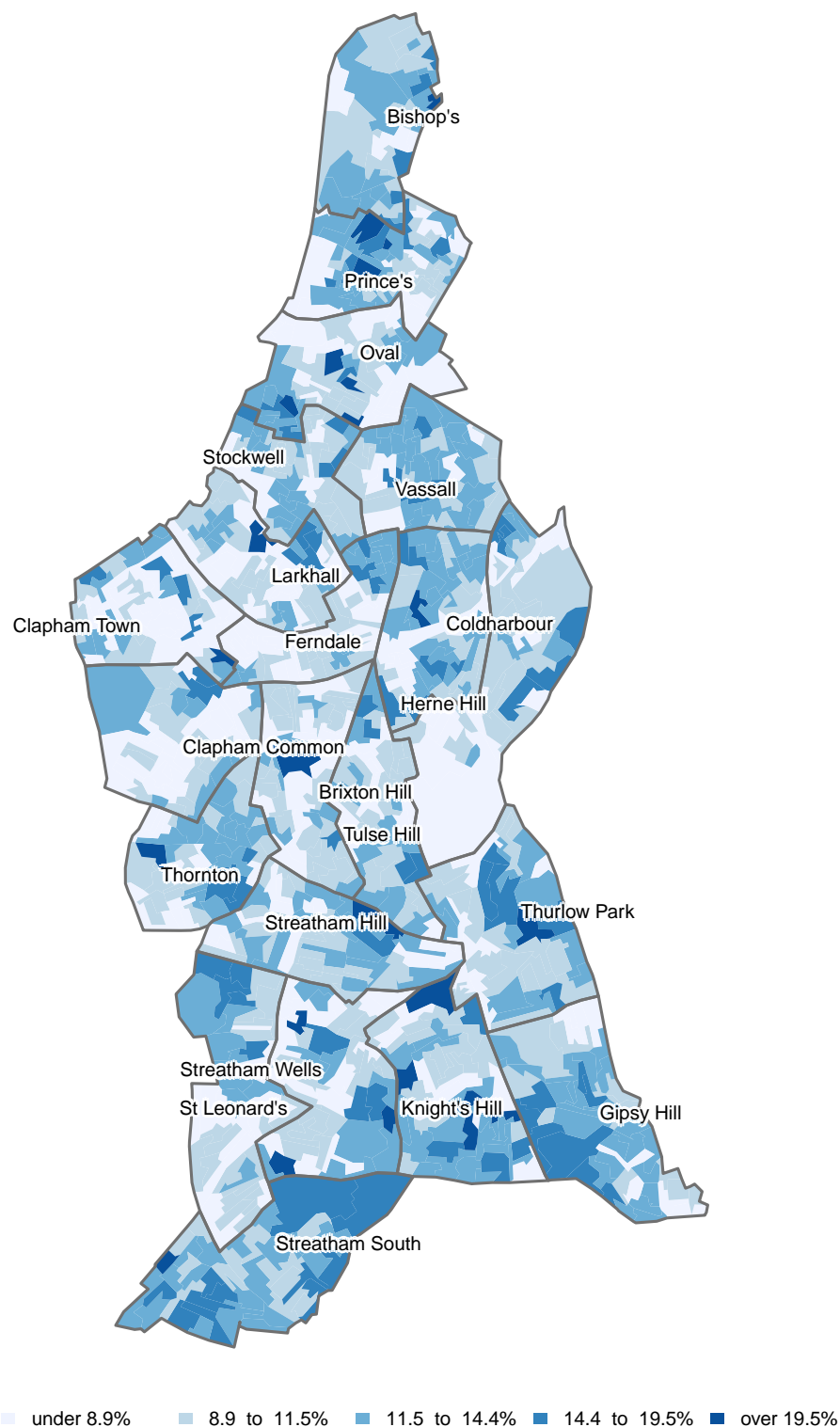
Figure 33: Households that have never had Internet access
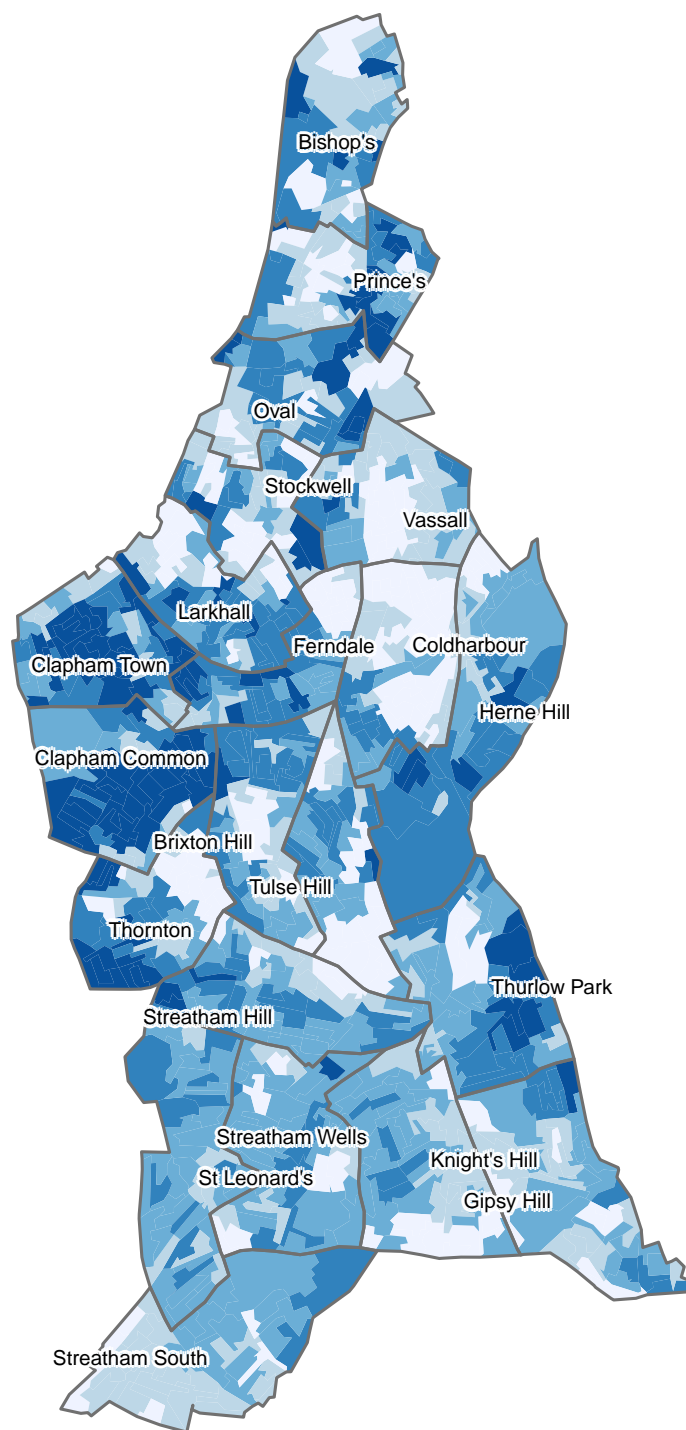
Figure 34: Households that have had Internet access for ten years or more

under 92.5%   92.5 to 93.6%   93.6 to 94.2%   94.2 to 94.8%   over 94.8%
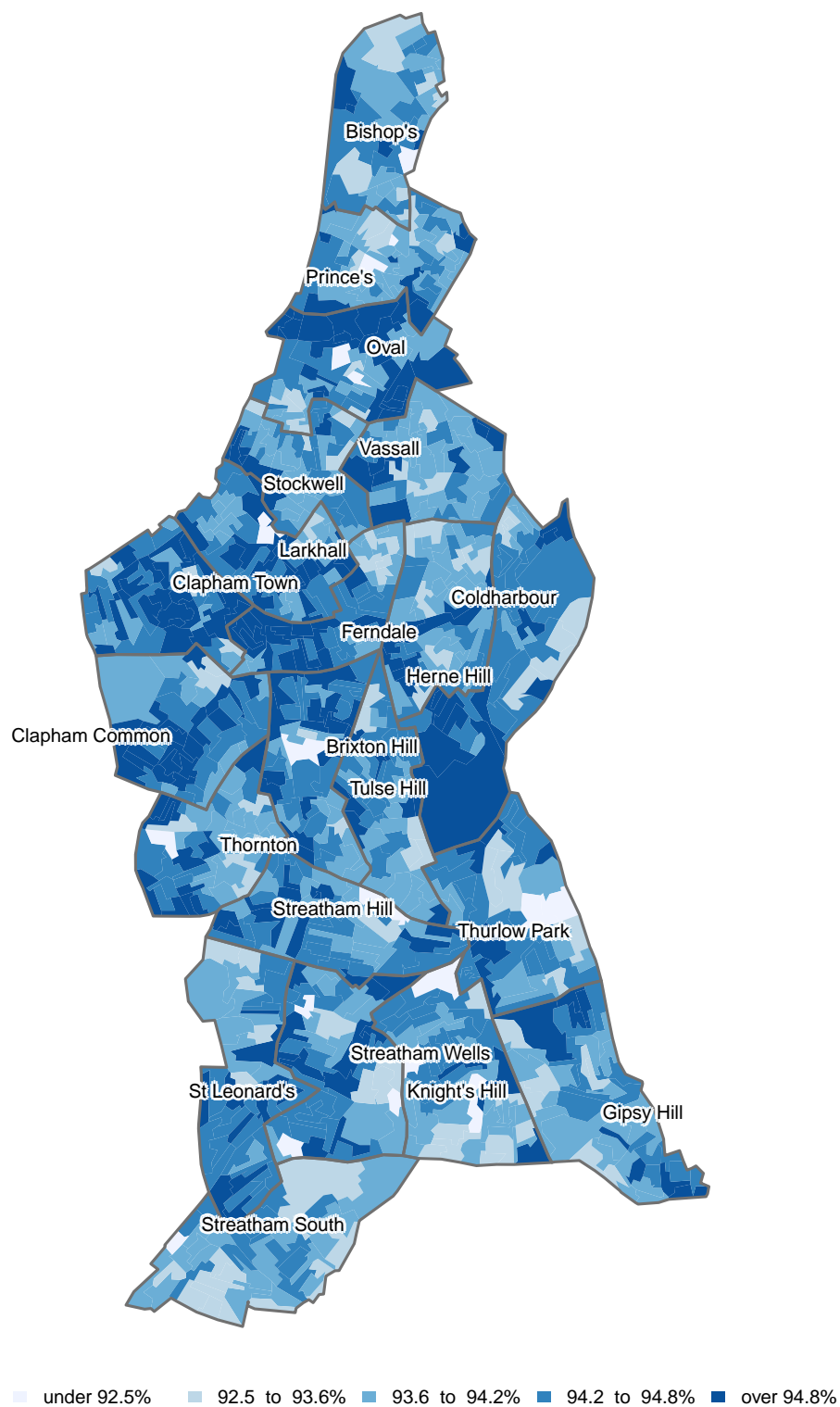
Figure 35: Householuds with in home wireless access through wifi

under 35.8%　　35.8 to 39.7%　　39.7 to 42.7%　　42.7 to 45.8%　　over 45.8%
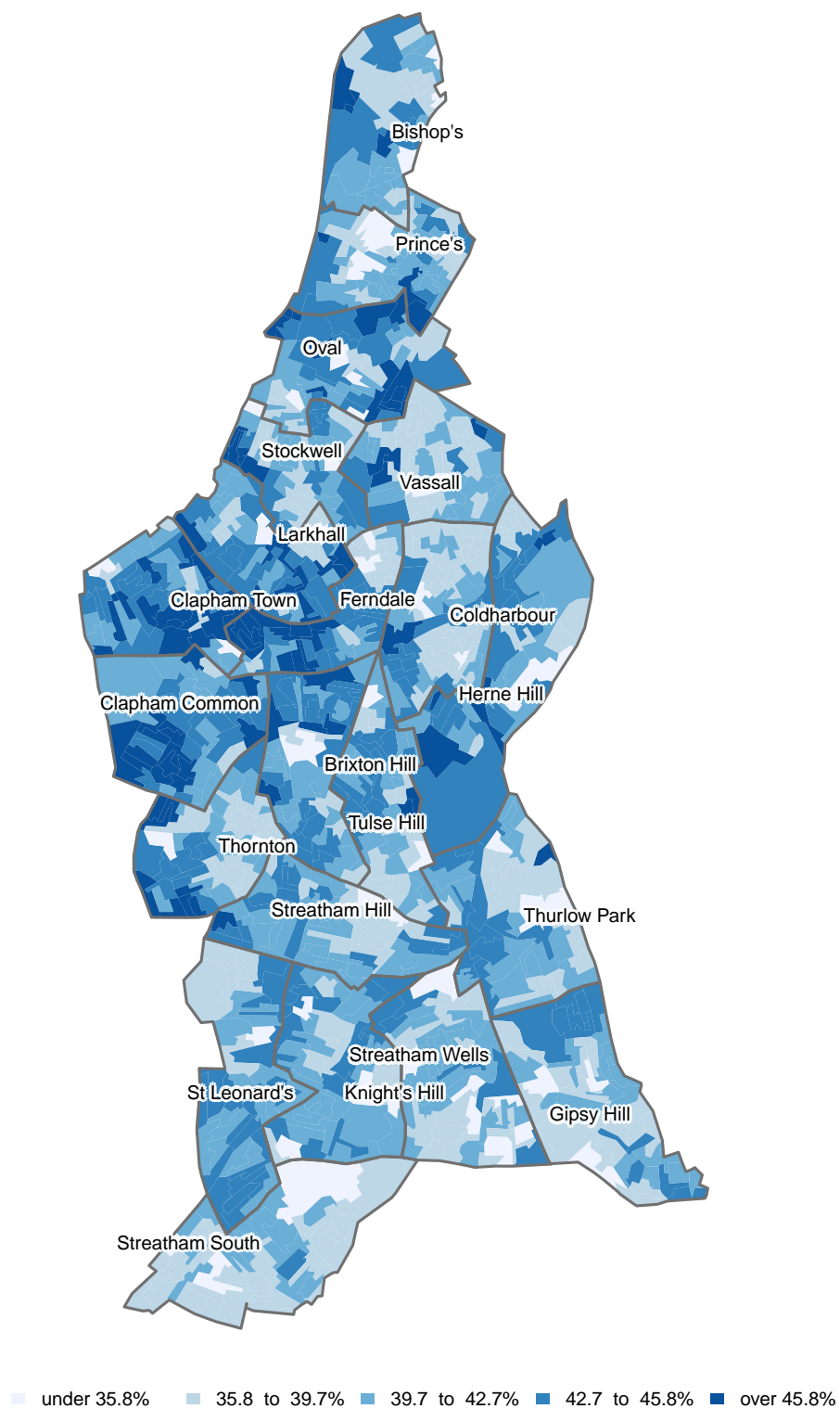
Figure 36: Households with a tablet computer

under 27.8%　　27.8 to 30.5%　　30.5 to 33%　　33 to 35.7%　　over 35.7%
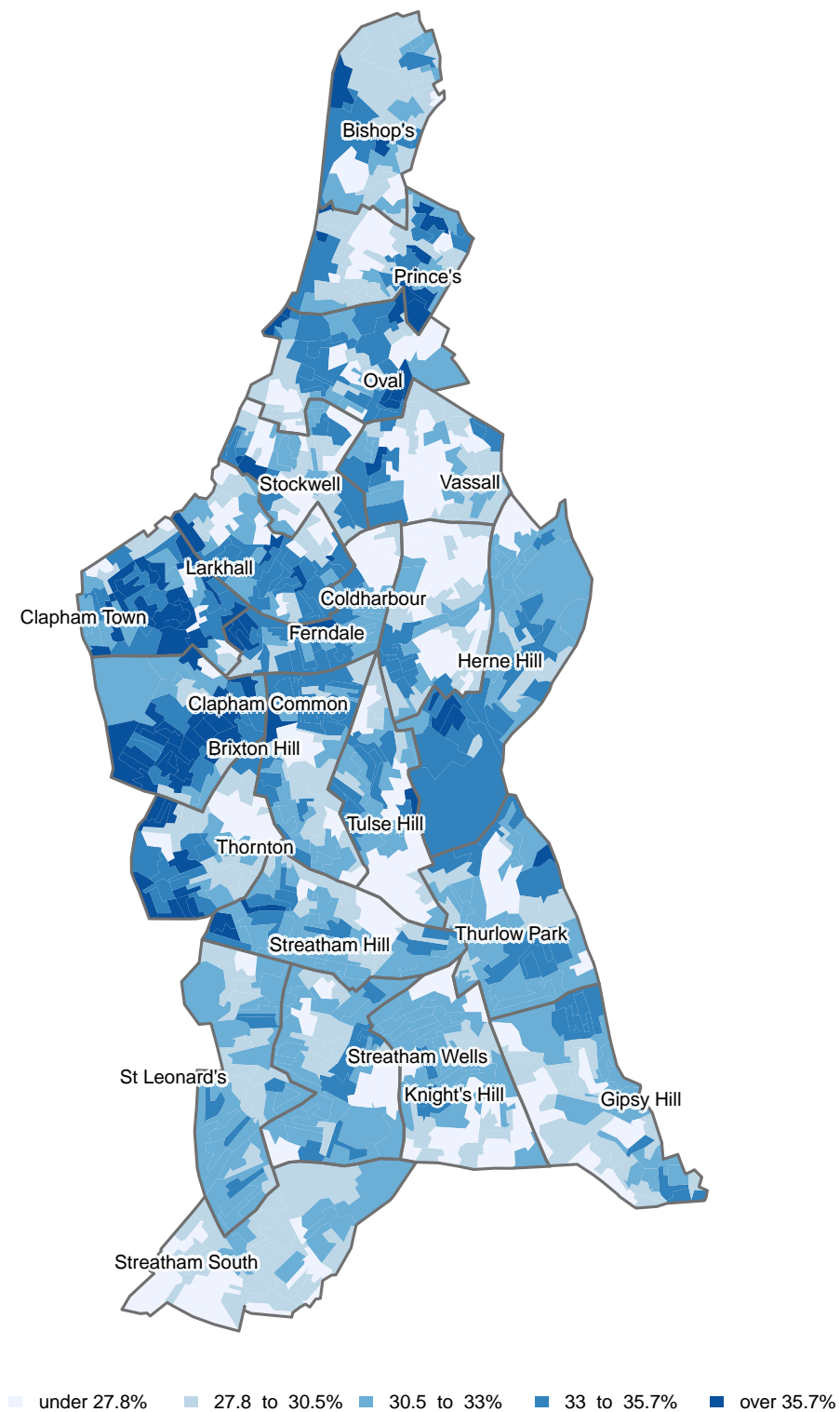
Figure 37: Households with an e reader

Bishop's

Prince's

Oval

Stockwell

Vassall

Larkhall

Clapham Town

Ferndale

Coldharbour

Herne Hill

Clapham Common

Brixton Hill

Tulse Hill

Thornton

Streatham Hill

Thurlow Park

St Leonard's

Streatham Wells

Knight's Hill

Gipsy Hill

Streatham South

under 44.8%   44.8 to 51.4%   51.4 to 55.1%   55.1 to 58.3%   over 58.3%
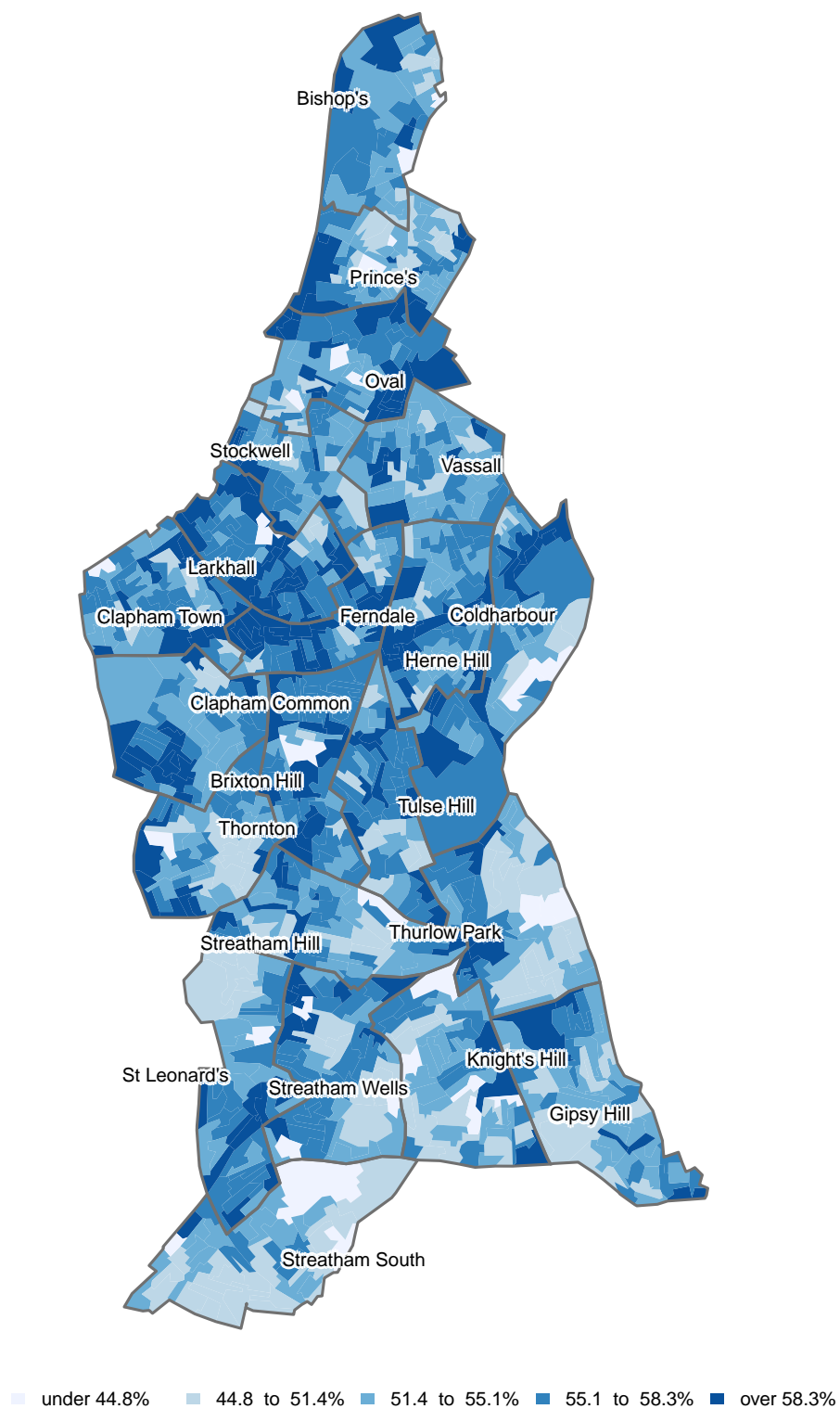
Figure 38: Households with a games console

under 20.6%   20.6 to 23.2%   23.2 to 24.8%   24.8 to 25.9%   over 25.9%
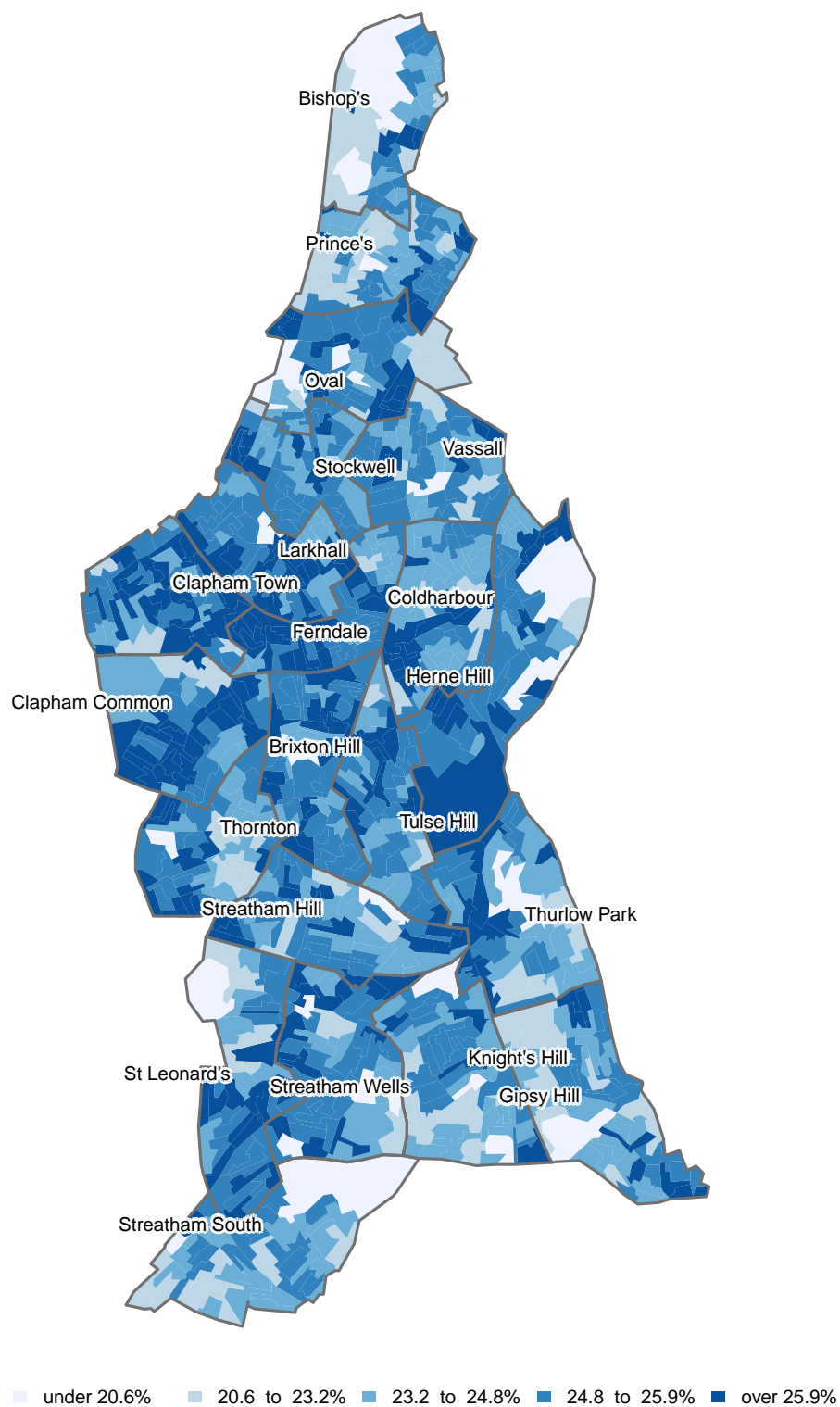
Figure 39: Households with a smart TV