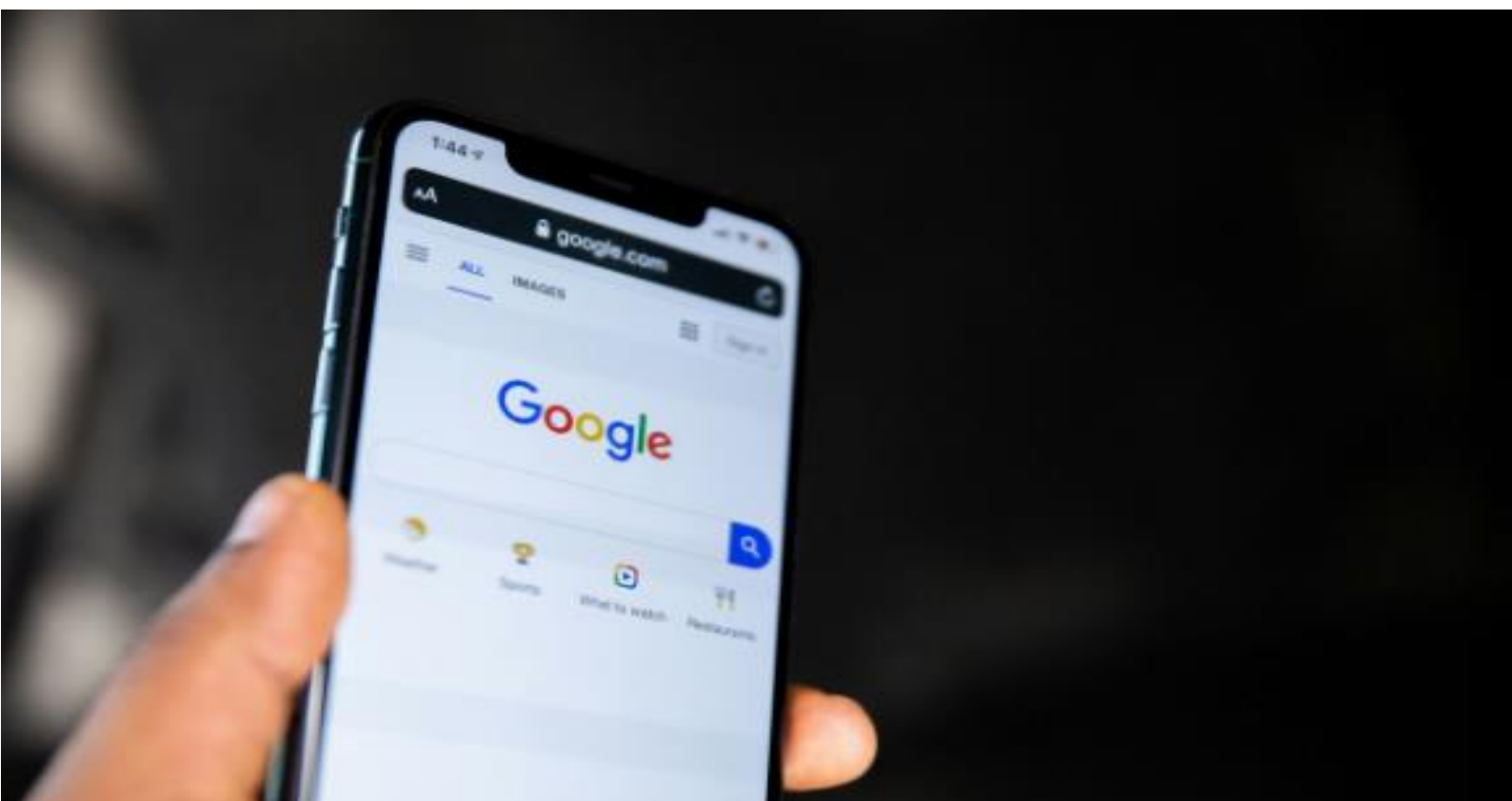# Internet Access Acorn Analysis

**2024**

**PREPARED BY:**

**Data & Analysis Team (Place)**
**Gloucestershire County Council**

# Contents

# Introduction



Being on-line and using technology is becoming an increasingly regular and important factor, for work, learning or recreational use.

Good digital literacy skills and access to technology allows us to benefit in many different ways such as saving money through to on-line shopping and paying bills, accessing information and services and maintaining contact with friends and relatives.

As businesses, organisations and individuals become increasingly reliant on the internet, it is important to understand the extent and nature of internet usage in Gloucestershire.

Traditional data sources provide little information about internet usage at a local level. However, information provided by Acorn our customer segmentation tool allows us to explore topics including the frequency of internet usage, types of devices used to access the internet and activities carried out on the internet, at a local level.
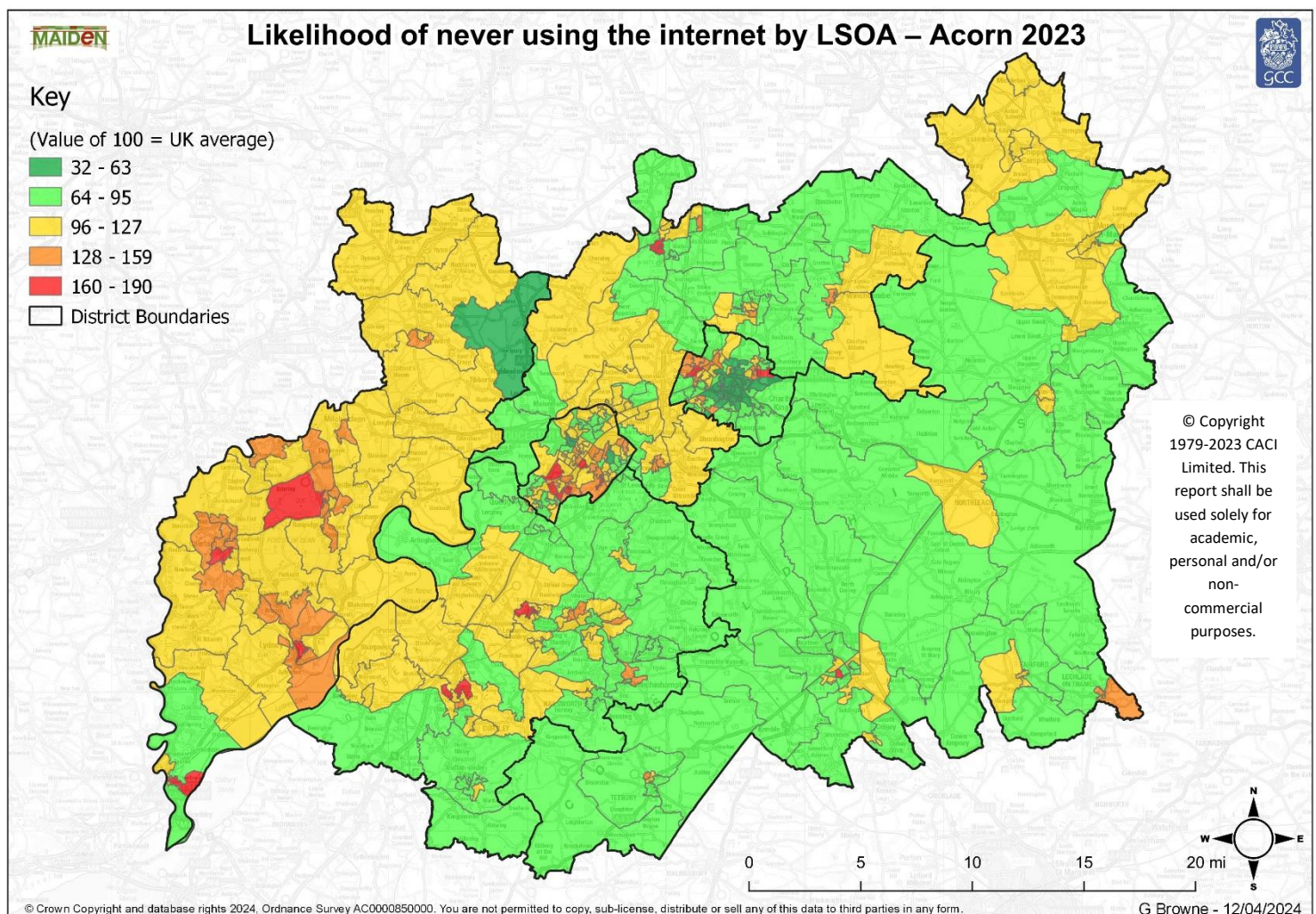
# Frequency of using the internet

Data provided by Acorn allows us to identify those Lower Super Output Areas (LSOAs) where people are most likely to:

- Have used the internet in the last month
- Have never used the internet
- Use the internet lightly (up to 1 hour per week
- Use the internet moderately (up to 10 hours per week)
- Use the internet Heavily (10+ hours per week)
- Use the internet in the Last Week:  Not at all
- Use the internet in the Last Week:  Less than 2 hours
- Use the internet in the Last Week:  3 - 7 hours
- Use the internet in the Last Week: 8 - 19 hours
- Use the internet in the Last Week: 20+ hours

The following map illustrates the likelihood of **never using the internet**. The LSOAs where people are most likely to have never used the internet are highlighted red and are mainly located in the Forest of Dean and Gloucester.



Likelihood of never using the internet by LSOA – Acorn 2023

Key
(Value of 100 = UK average)
- 32 - 63
- 64 - 95
- 96 - 127
- 128 - 159
- 160 - 190
- District Boundaries

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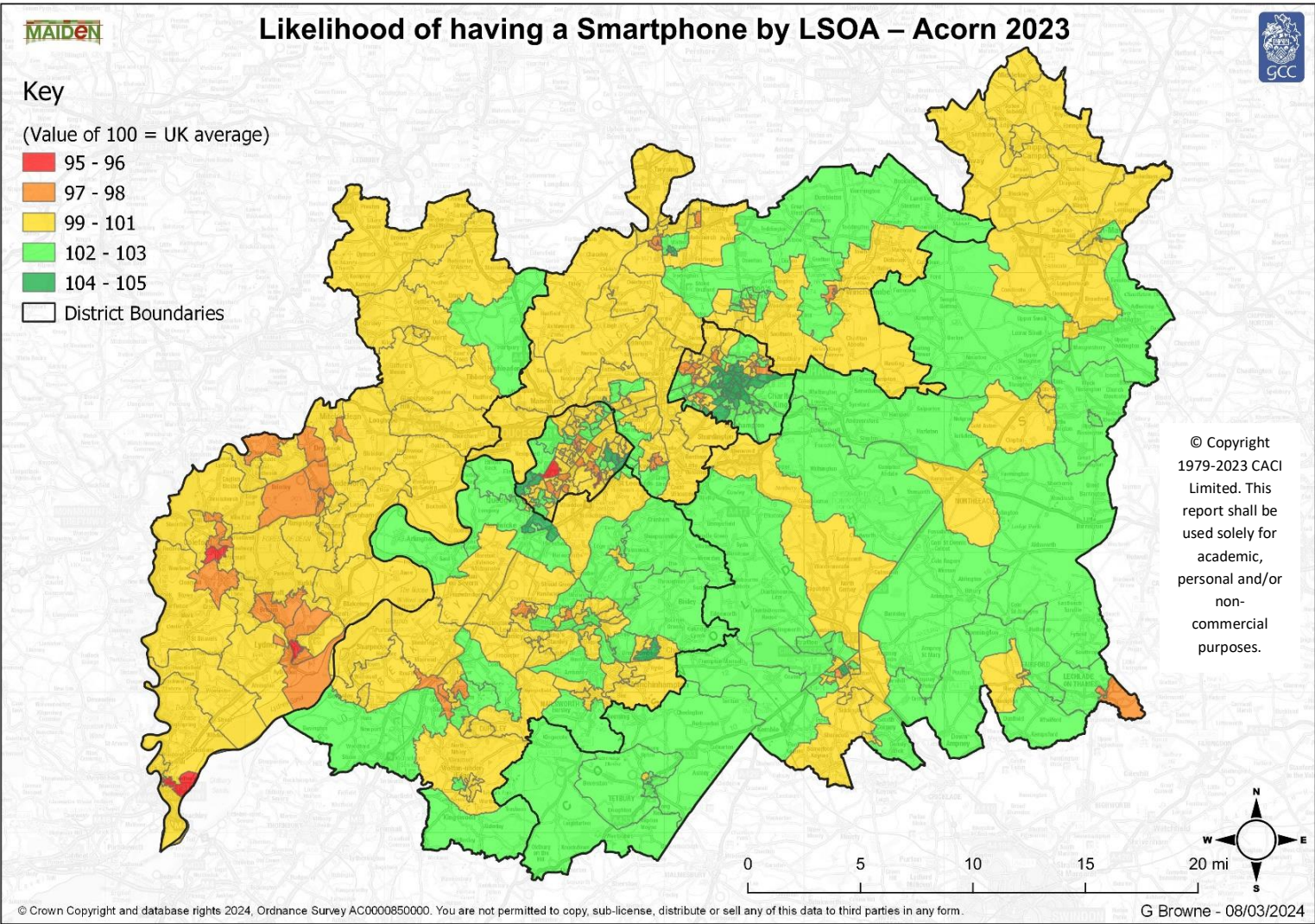
G Browne - 12/04/2024

# Devices used to access the internet

Acorn provides several variables relating to the type of devices people may own and use to access the internet, these include:

- Having a tablet
- Having a smartphone

The following map illustrates the likelihood of having a smartphone. The LSOAs where people are most likely to not have a smartphone are highlighted red and are located in the Forest of Dean and Gloucester districts.



Likelihood of having a Smartphone by LSOA – Acorn 2023

Key

(Value of 100 = UK average)
- 95 - 96
- 97 - 98
- 99 - 101
- 102 - 103
- 104 - 105
- District Boundaries

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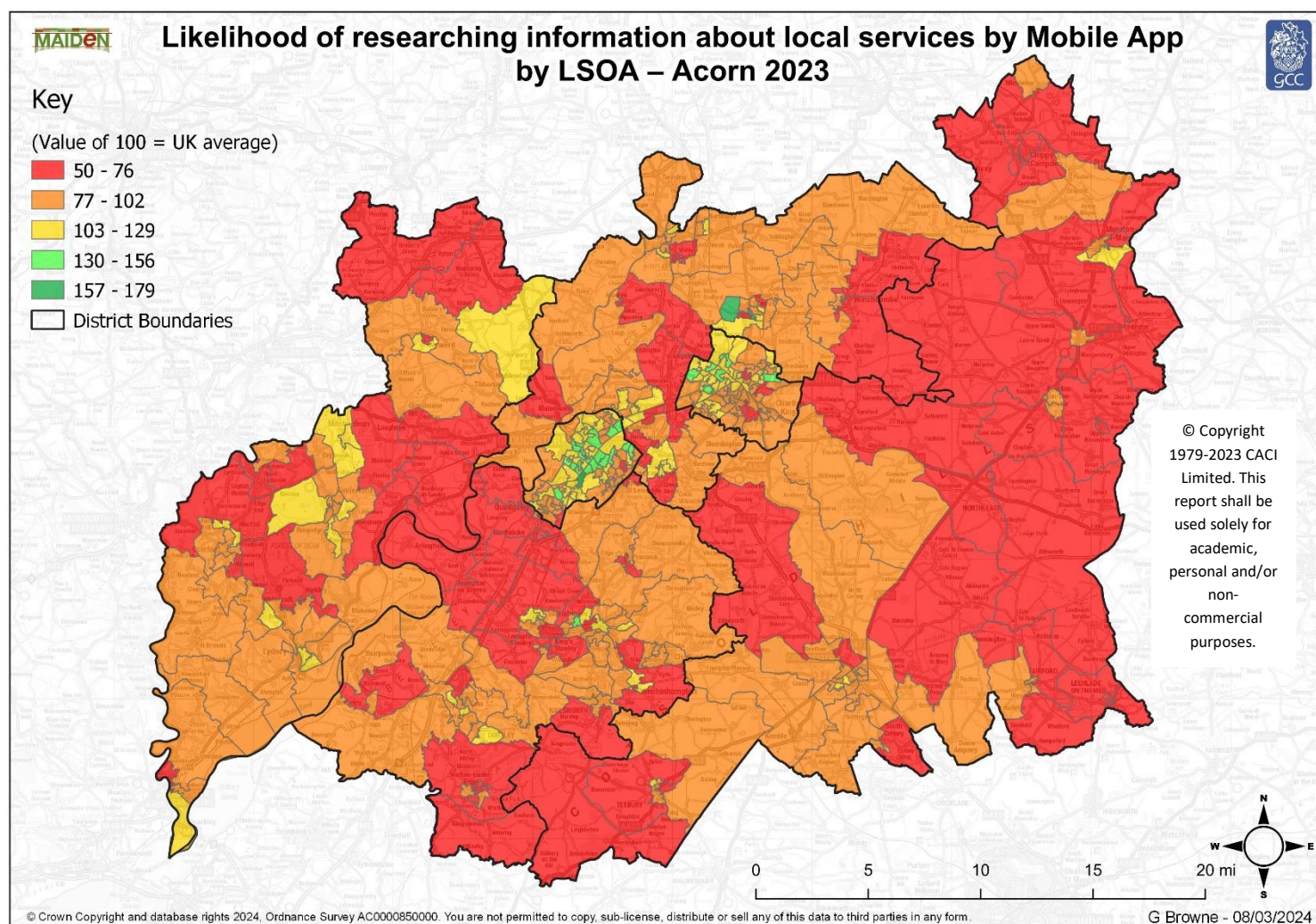
G Browne - 08/03/2024

# Preferred communication channels

Acorn provides several variables relating to the type of communication channels people may prefer such as '**Researching information about local services (council, local health service, other public sector body)**' by:
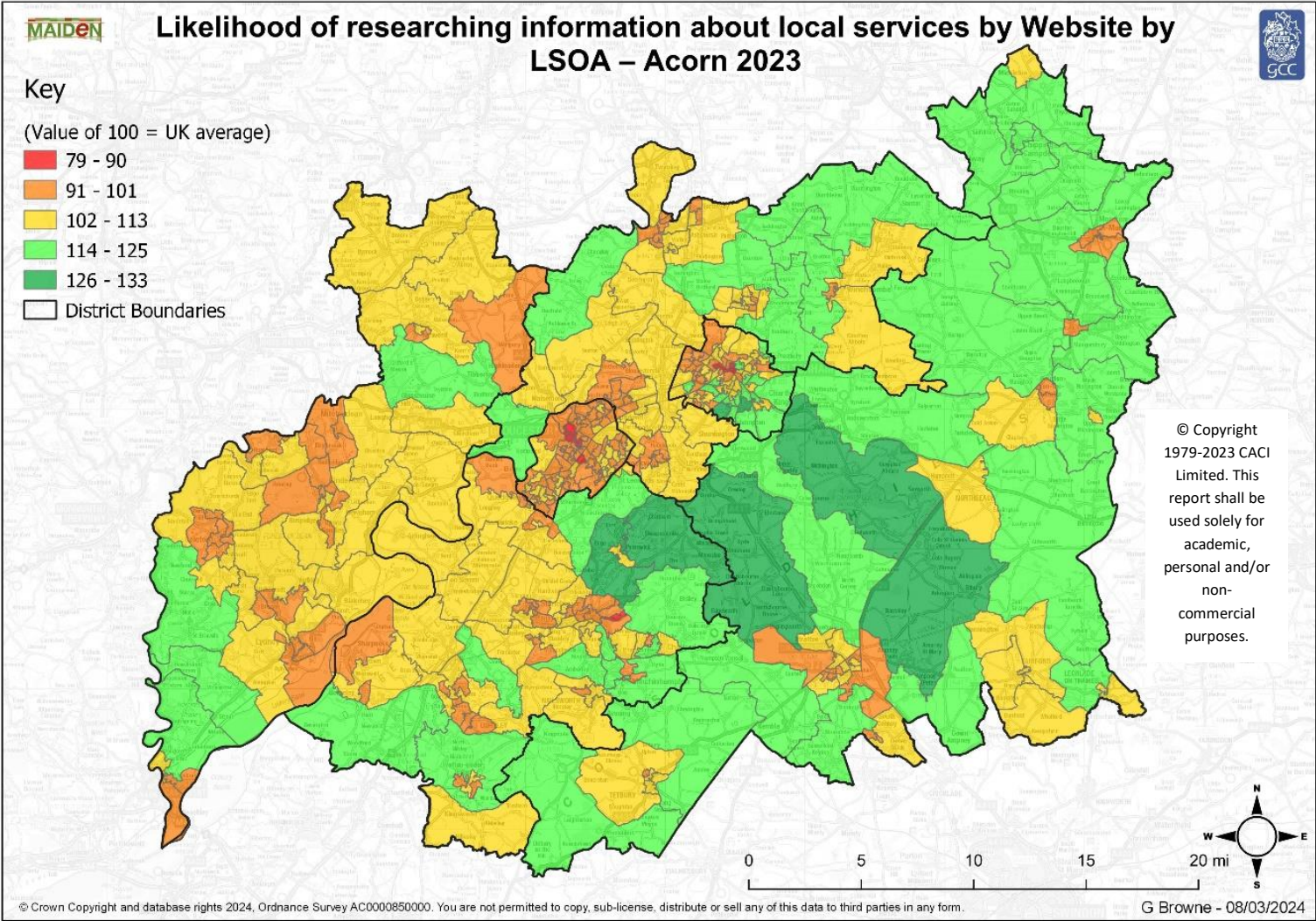
- Email
- Face to face and / or visit
- Mail
- Mobile app
- Social media, e.g. Twitter
- Telephone call (mobile / landline)
- Text message
- Website (including chatbot)

The following map illustrates the likelihood of **researching information about local services by mobile app**. The LSOAs that are most likely to do this are highlighted in green and are mainly located in Gloucester and Cheltenham.



**Likelihood of researching information about local services by Mobile App by LSOA – Acorn 2023**

Key
(Value of 100 = UK average)
- 50 - 76
- 77 - 102
- 103 - 129
- 130 - 156
- 157 - 179
- District Boundaries

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G Browne - 08/03/2024

The following map illustrates the likelihood of people **researching information about local services by website** by LSOA.



Likelihood of researching information about local services by Website by LSOA – Acorn 2023

Key

(Value of 100 = UK average)
- 79 - 90
- 91 - 101
- 102 - 113
- 114 - 125
- 126 - 133
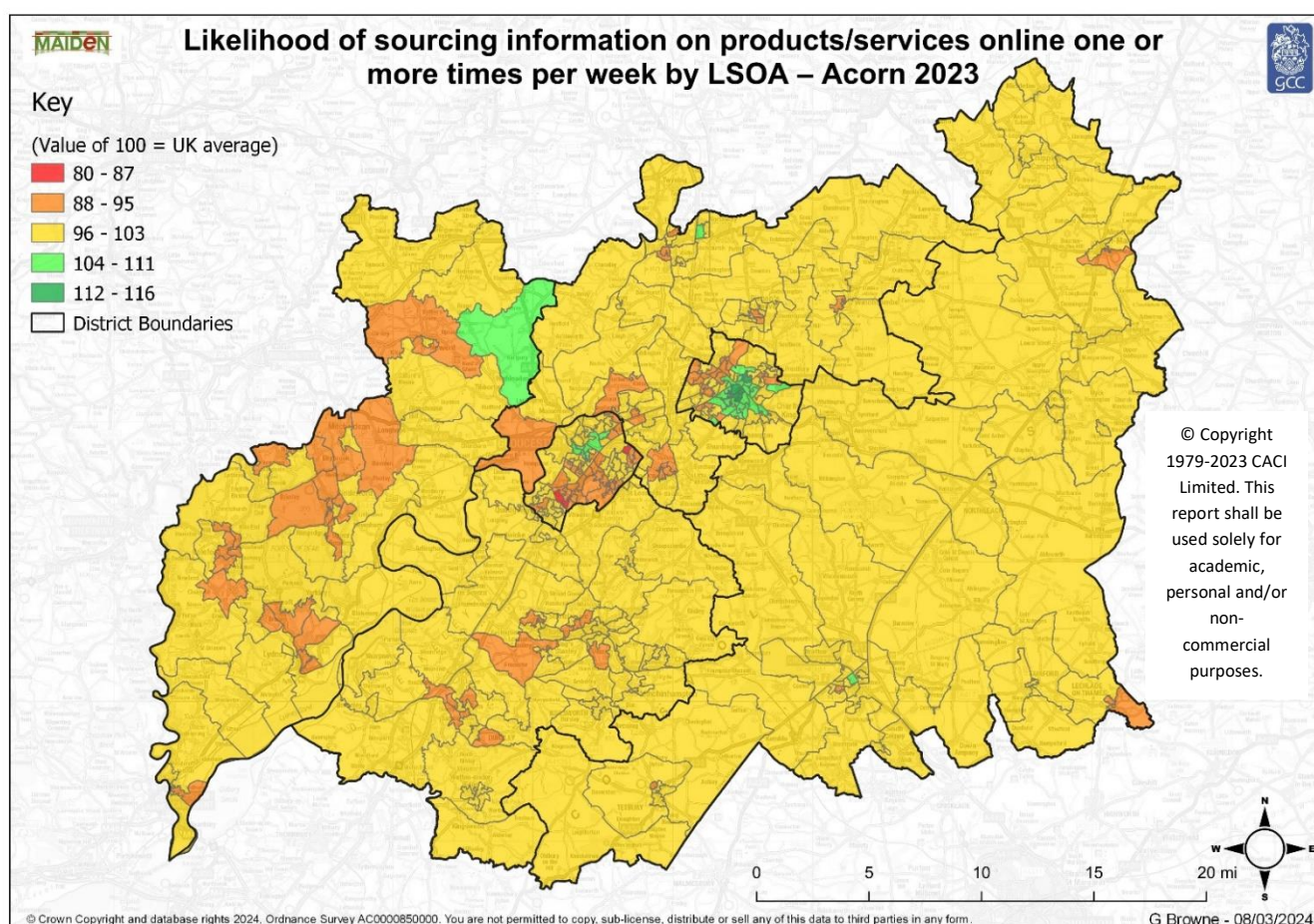- District Boundaries

G Browne - 08/03/2024

# Activities carried out on the internet

There are a number of Acorn variables relating to the types of activities people carry out online one or more times per week, such as:

- Book Travel / Holiday
- Gambling / Betting
- my personal finances / bank account
- Online auctions (e.g. eBay)
- Online shopping
- Source information on products / services online
- Use a search engine (e.g. Google)

The following map looks at the likelihood of sourcing information on products/services online one or more times per week by LSOA.



**Likelihood of sourcing information on products/services online one or more times per week by LSOA – Acorn 2023**

Key
(Value of 100 = UK average)
- 80 - 87
- 88 - 95
- 96 - 103
- 104 - 111
- 112 - 116
- District Boundaries

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The LSOAs highlighted green are more likely than the UK average to source information on products/services online one or more times per week.

**Further information about Acorn can be found on Inform Gloucestershire.**