

Internet Access



Report produced by Customer Segmentation Group
Strategic Needs Analysis Team, Gloucestershire County Council

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Contents

Introduction	1
Frequency of using the internet	1
Types of devices used to access the internet	3
Activities carried out on the internet.....	4
Further information	5

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 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:

- Use the internet daily
- Use the internet weekly
- Use the internet monthly
- Use the internet less than once a month
- Never use the internet

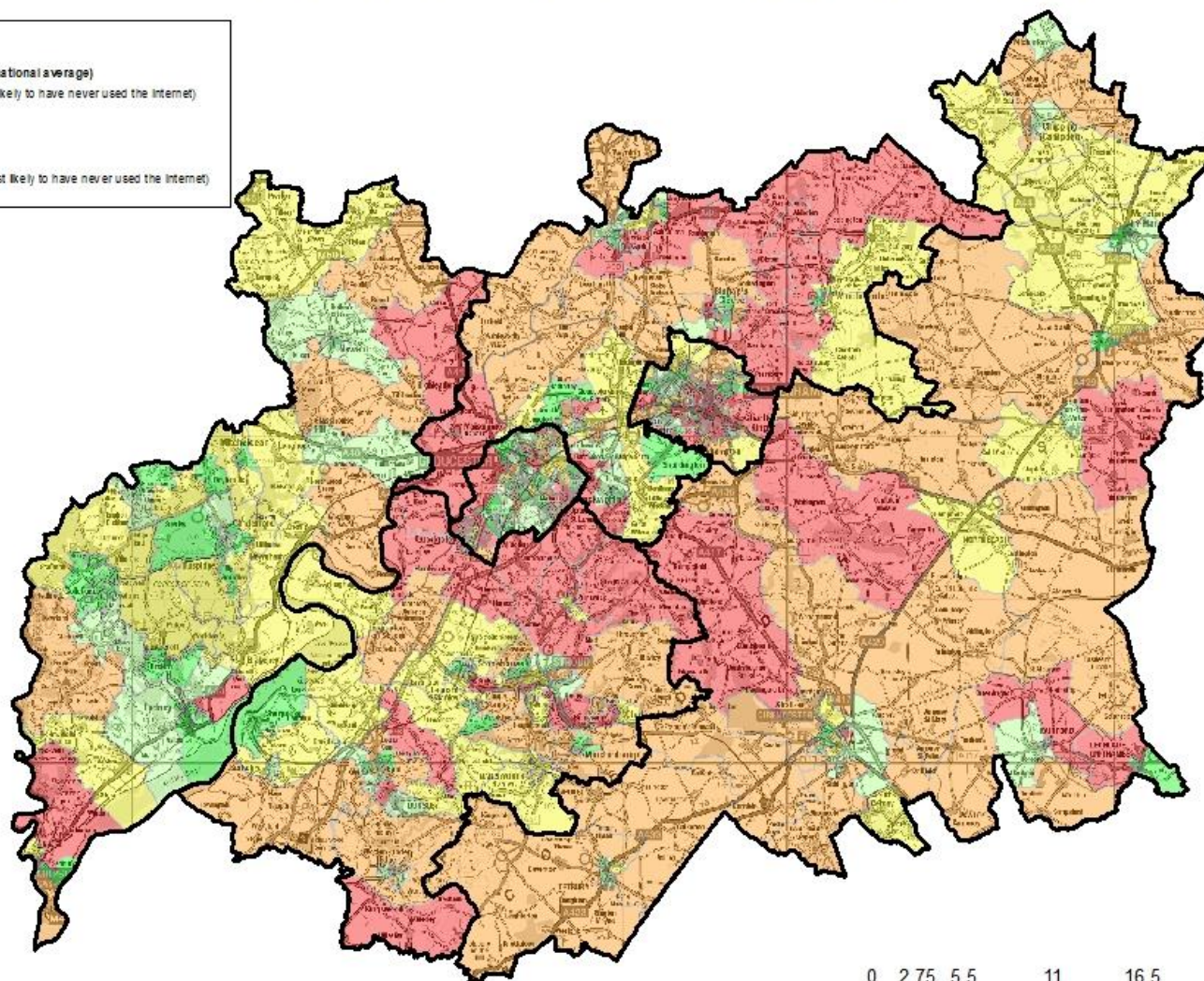
The following map illustrates the likelihood of never using the internet. The LSOAs where people are most likely to have never used the internet are mainly located in the Forest of Dean and Gloucester.

Likelihood of never using the internet by LSOA - Acorn 2014

Key to map

(value of 100 = same as national average)

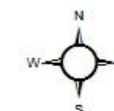
- 37 - 73 (20% least likely to have never used the Internet)
- 74 - 85
- 86 - 98
- 99 - 112
- 112 - 161 (20% most likely to have never used the Internet)



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0 2.75 5.5 11 16.5 22 Km

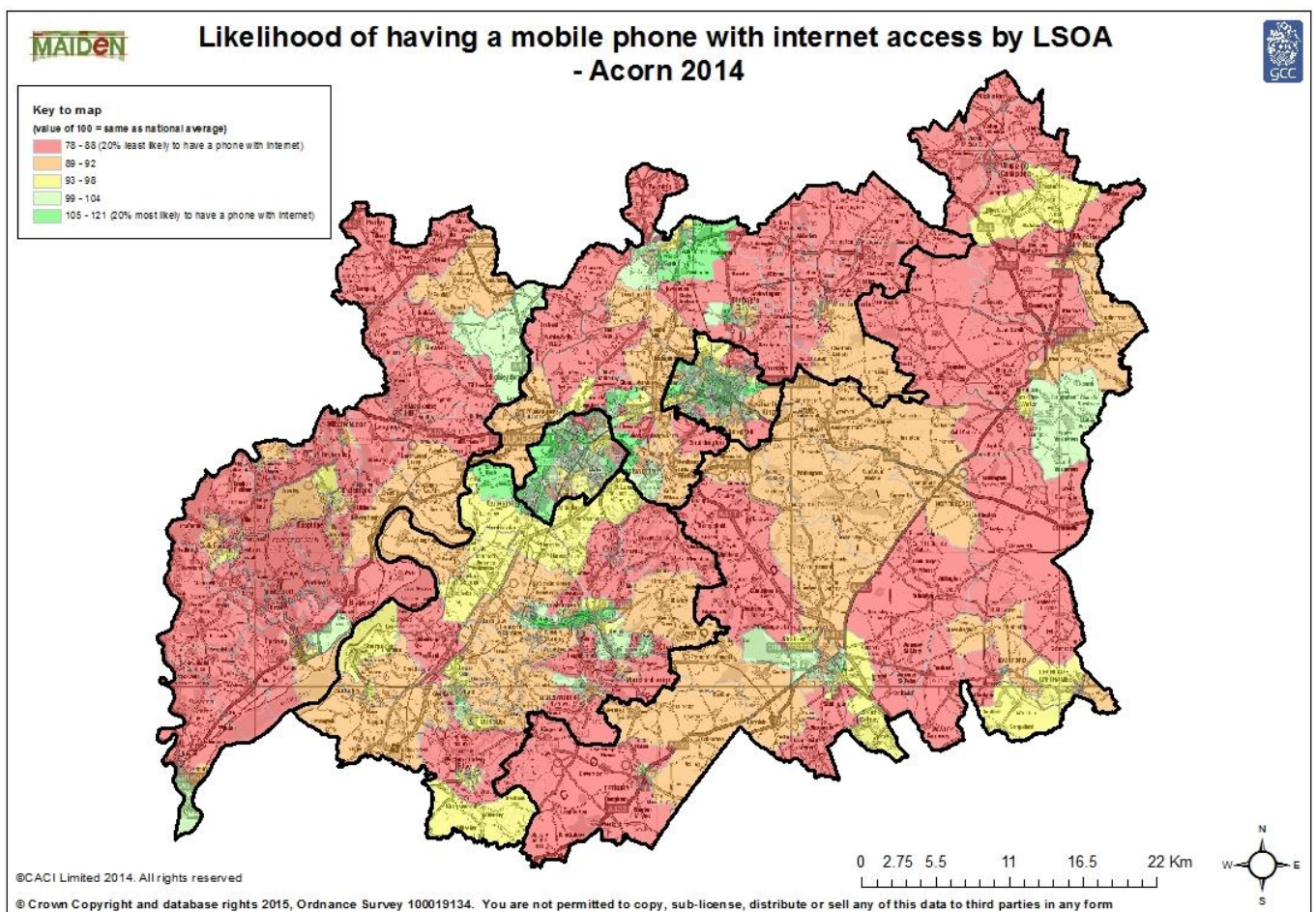


Types of devices used to access the internet

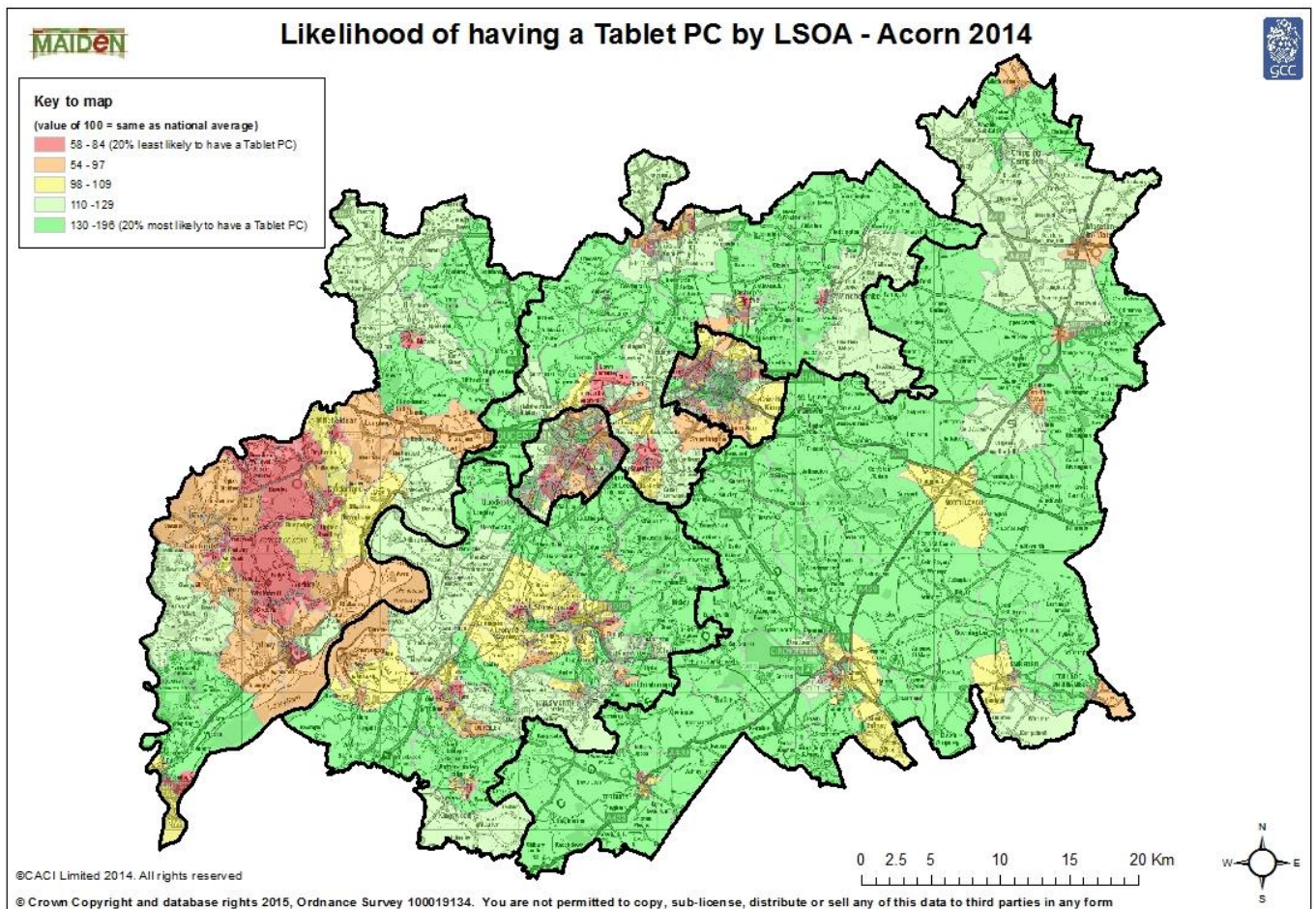
Acorn provides several variables relating to the type of devices people may own and use to access the internet, these include:

- Having a mobile phone with access to Internet
- Having a tablet PC (e.g. Apple iPad, Samsung Galaxy Tab)

The following map illustrates the likelihood of having a mobile phone with access to the internet. The LSOAs where people are most likely to have a phone with access to the internet are located in Cheltenham, Gloucester and Tewkesbury.



The following map shows the likelihood of having a Tablet PC. The LSOAs where people are least likely to have a Tablet PC are mainly located in the Forest of Dean, Gloucester and Cheltenham although there are small pockets in each district.



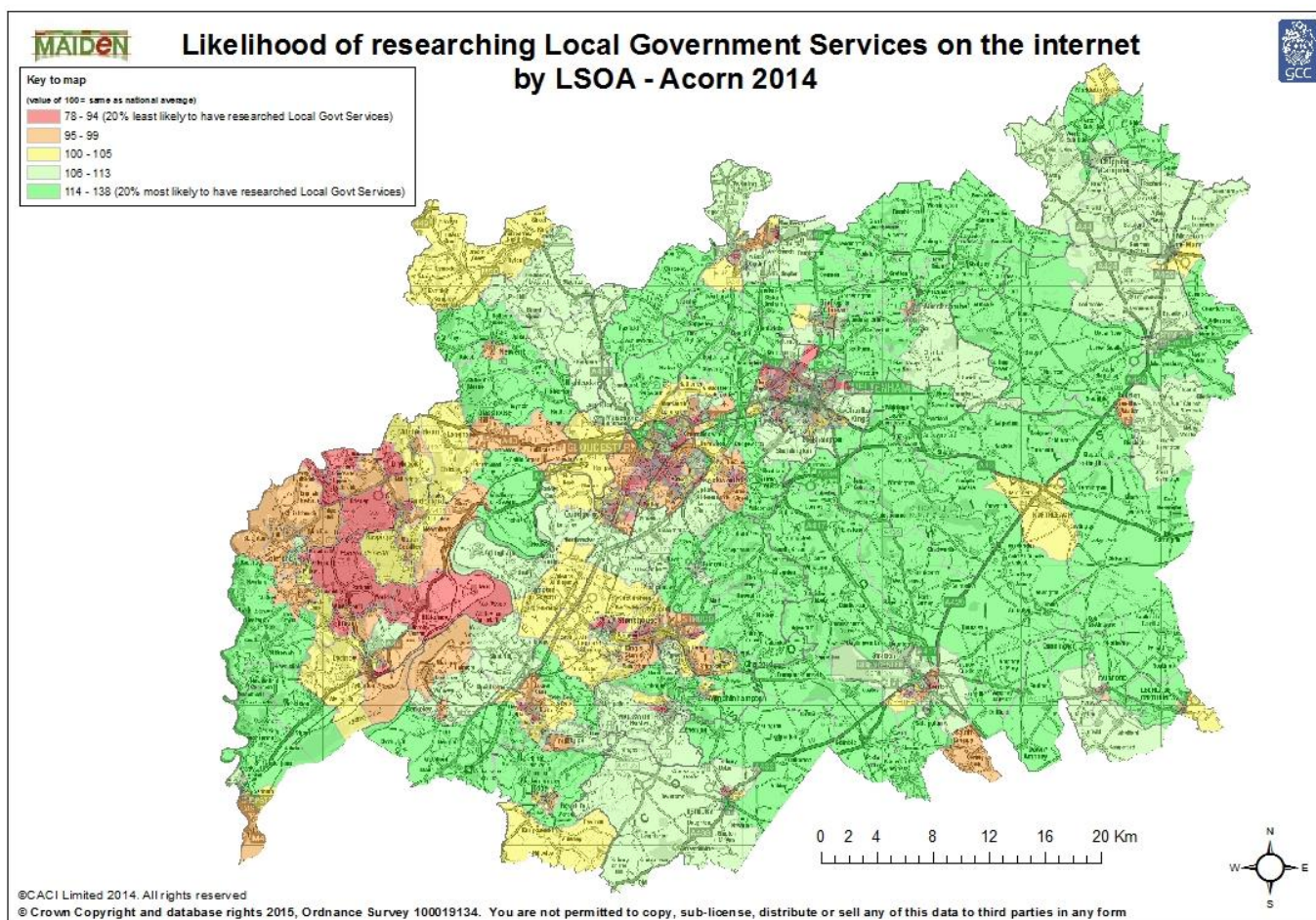
Activities carried out on the internet

There are a number of variables relating to the types of activities people carry out online, these fall into three main categories:

- Content accessed through internet
- Regularly research on the internet
- Purchased on the internet in the past 12 months

These categories are made up of a wide range of variables from computer games, financial interactions, lifestyle information to local government services.

Within the Regularly research on the internet category the following map shows the likelihood of researching Local Government Services on the Internet. The LSOAs where people are most likely to research Local Government Services on the internet are spread across the rural districts of the County apart from the Forest of Dean which shows the reverse picture.



Further information

For further information and detailed maps please see our interactive report which can be found in the “Accessibility – Transport & Internet” section of Inform Gloucestershire.