

Digital inclusion in South Gloucestershire

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Digital inclusion in South Gloucestershire – background

- Easier to identify who is likely to be digitally active than those who are not
- Lack of comprehensive data: two broad sources
 - National research
 - Local intelligence

Digital inclusion – National research

- Those less likely to be digitally active are:
 - Those over 65 years – increasing with age those over 75 = 79%
 - Those with lower educational attainment
 - Those suffering from social exclusion and it can deepen exclusion
 - People living alone
 - Rurality and distance from public services

National research

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ONS model based data: internet access quarterly 2011 – 2013

- National research from Office for National Statistics
- Statistical bulletin on internet access
- Derived from Labour Force Survey (LFS)
- Isn't specific to SG – grouped with North and North East Somerset
- Survey subject to confidence intervals (approx 2.5 % locally and 0.3% nationally)

ONS model based data: internet access quarterly 2011 – 2013

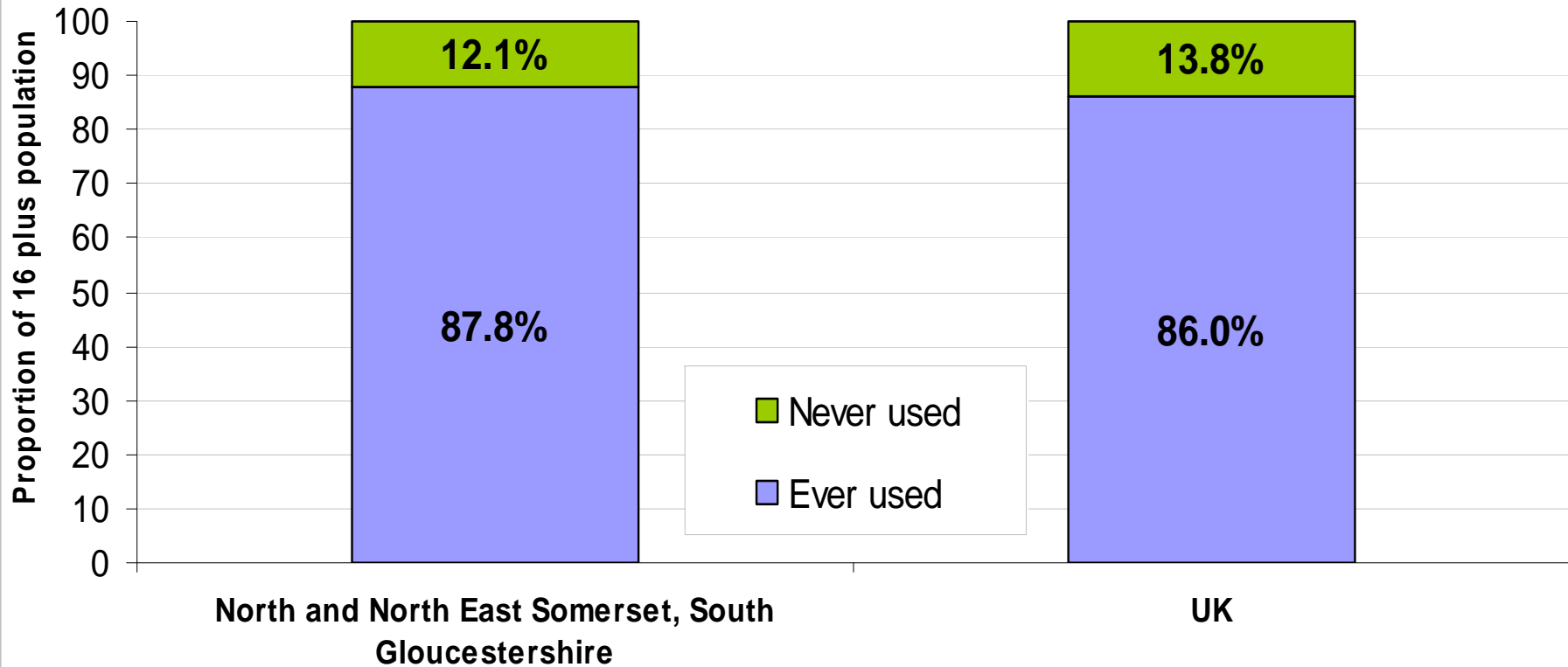
- Between 9% and 15% of the local population (aged over 15) have never used the internet
- This is comparable to UK average
- Over last two years - gradual decline in % of those who have never used internet

ONS model based data: internet access quarterly 2011 – 2013

- Key characteristics of internet users (adult population):
 - 86% of all adults in the UK had used the internet
 - 14% had never used the Internet
 - Only 33% of aged 75+ had ever used it
 - Compared to 99% of 16-24 years olds

ONS model based data: internet access quarterly 2011 – 2013

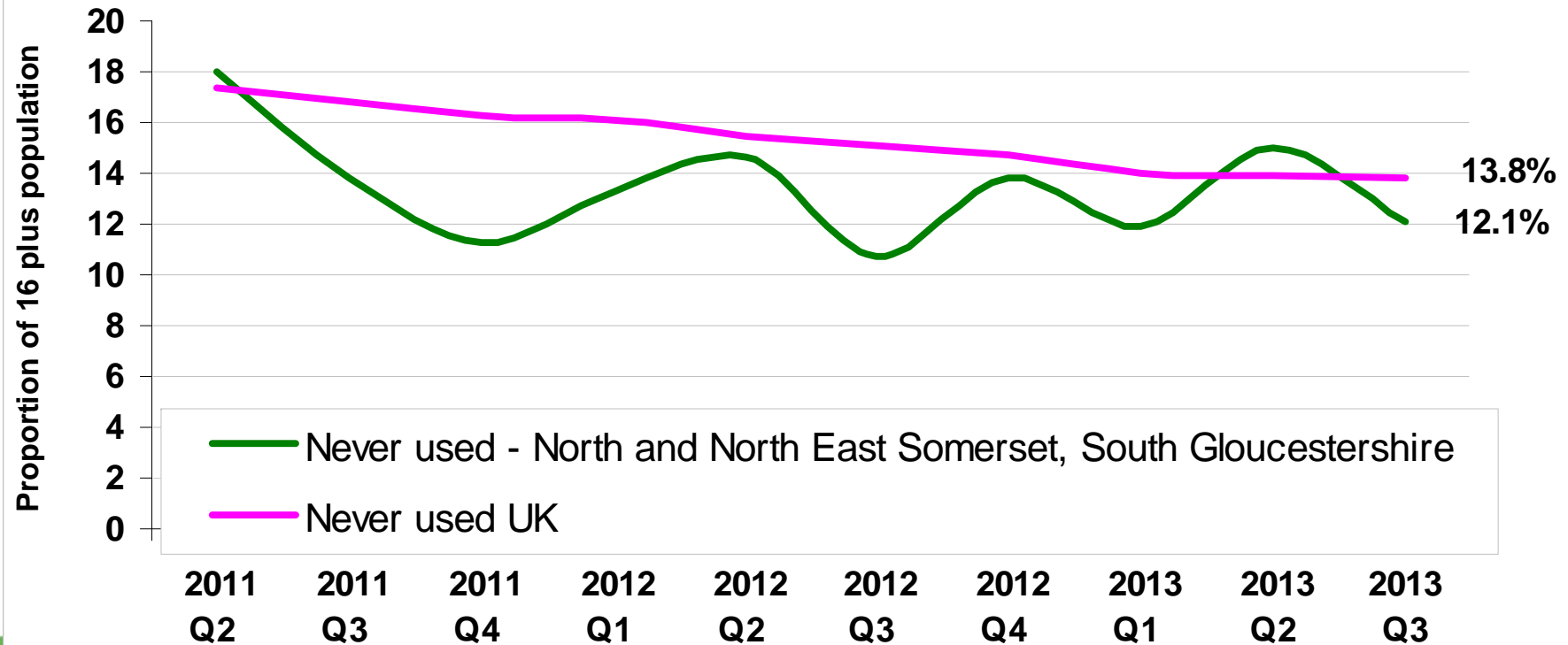
Proportion of 16 plus population who have *ever used* and *never used* the internet - by low level geographical location: Q3 - 2013



Source: ONS internet access quarterly - November 2013

ONS model based data: internet access quarterly 2011 – 2013

Proportion of 16 plus population who have never used the internet - by low level geographical location: 2011 - 2013



Source: ONS internet access quarterly - November 2013

Local intelligence

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Viewpoint survey – some key facts about internet use in SG

- Viewpoint – SGC's statistically representative citizens panel
- Approx 1,600 residents who are randomly selected to broadly represent the population of the district

Viewpoint survey 2011

- Survey question purpose – to inform broadband roll out process and understanding internet use
 - **85%** of residents use the internet at home
 - **15%** do not use internet at home:
 - **35%** lack of computer equipment
 - **33%** did not want to
 - **13%** did not feel confident
 - **10%** was too expensive

Viewpoint survey 2012

- Survey question purpose – to inform channel migration and understanding internet use
 - **10%** never use it
 - **66%** use internet daily
 - **15%** use it a few times a week

Viewpoint survey 2013

- Survey question purpose – to inform the channel strategy
 - **10%** don't/have never use(d) the internet
 - **73%** use it daily
 - **8%** use it weekly

Household online response rate to 2011 census



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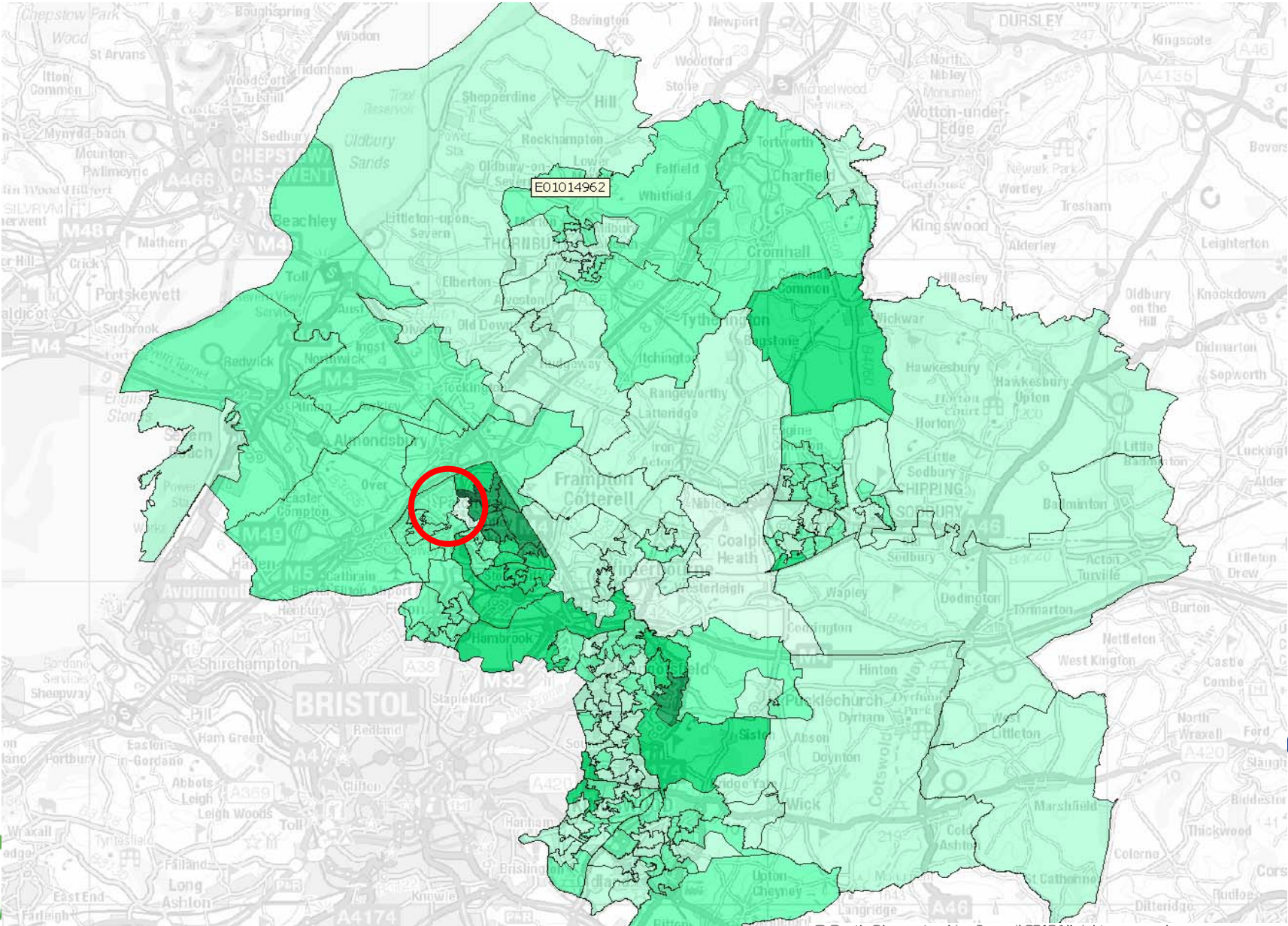
Online questionnaire returns

- In South Gloucestershire 17% online response rate (national average 16%)
- Large spatial variation – at lower level geographies you get more concentrated patterns
 - Ward:
 - Bradley Stoke North – highest = 26%
 - Westerleigh ward – lowest = 12%

Online questionnaire returns – Lower Super Output Areas (LSOAs)

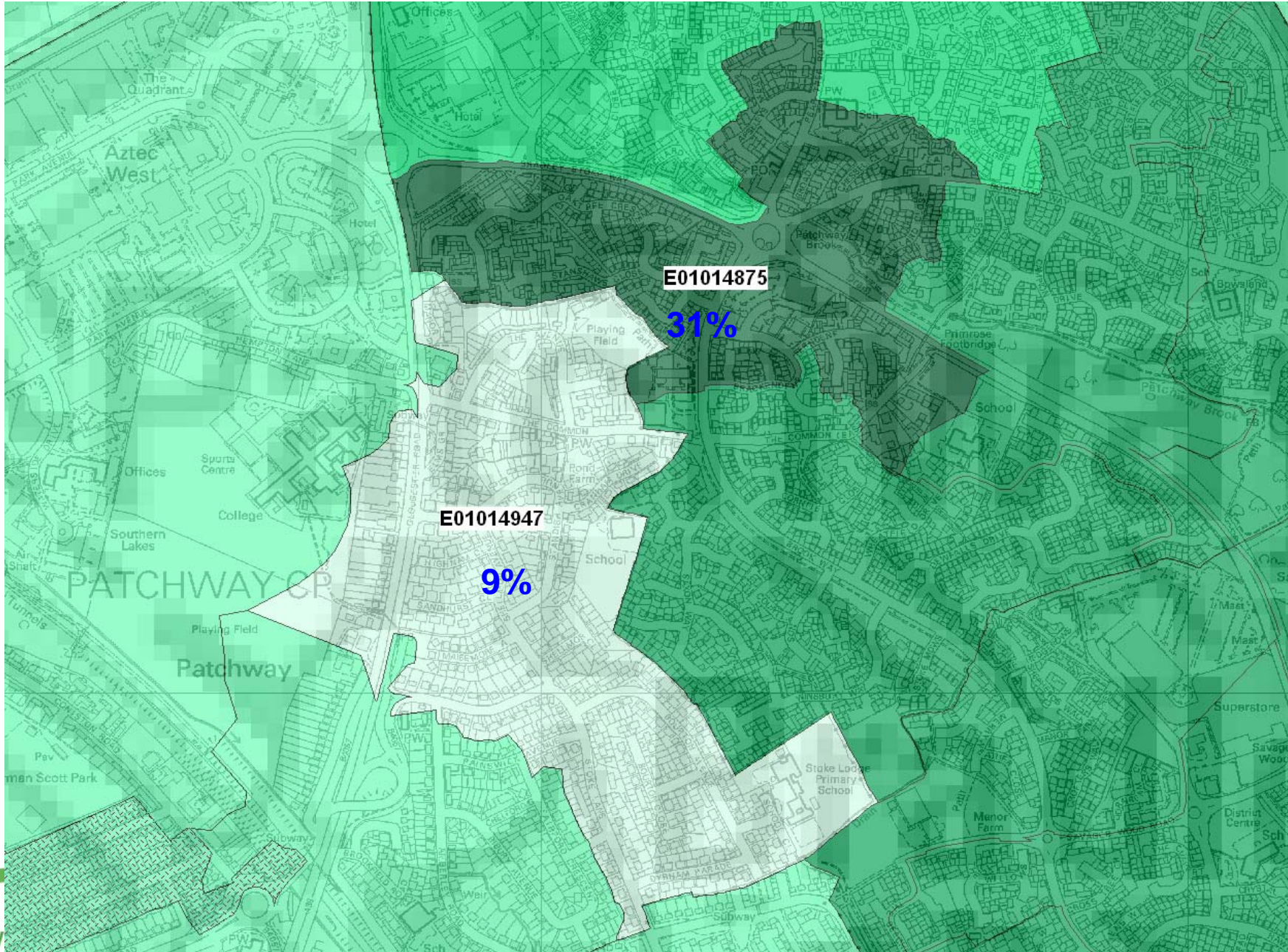
- At time of census – SG split into 162 LSOAs each with approx population of 1,500
- Response rates ranged from 31% to 9.4% in different LSOAs
 - LSOA
 - Highest and lowest in Bradley Stoke / Patchway area...

Online questionnaire returns...



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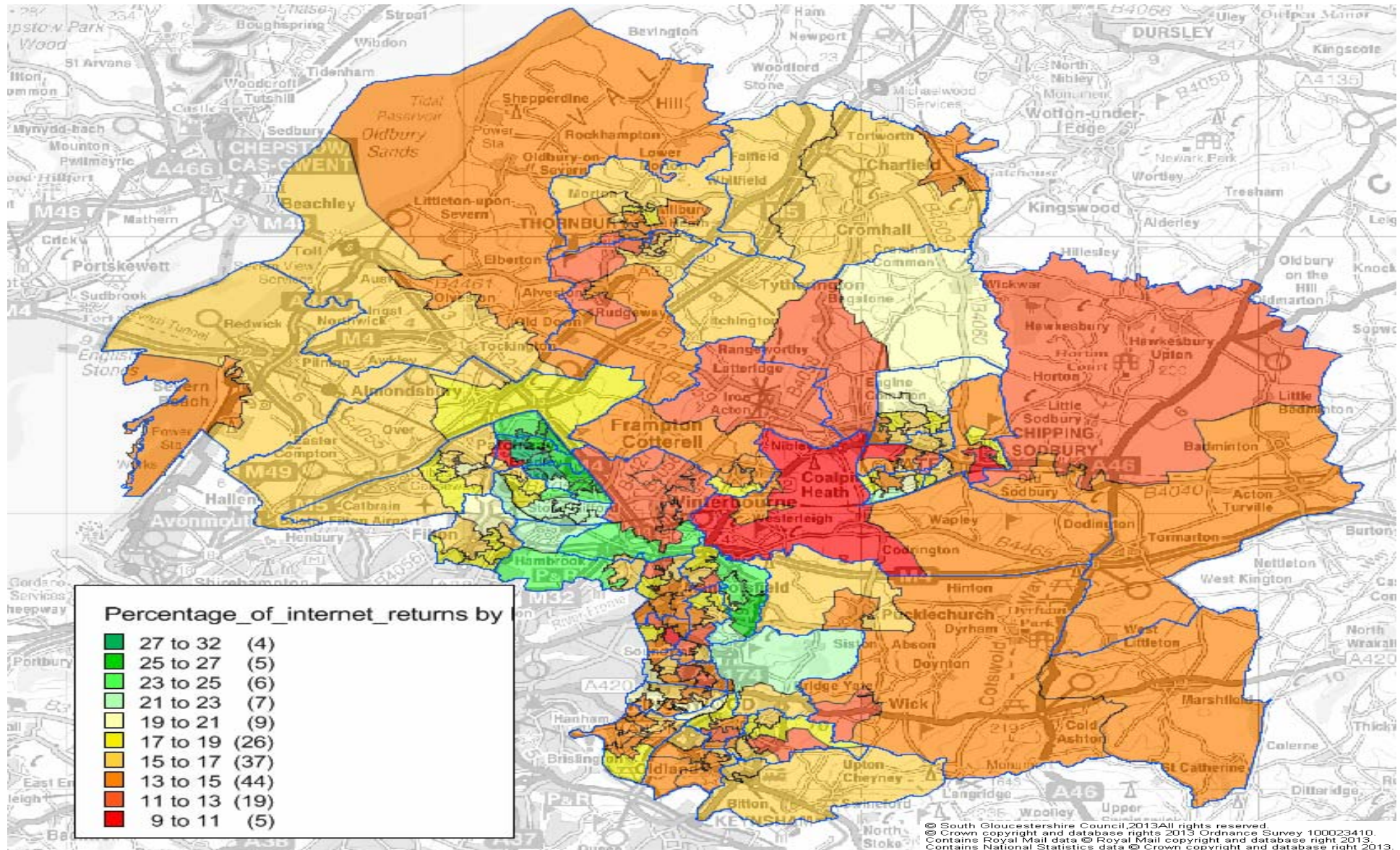


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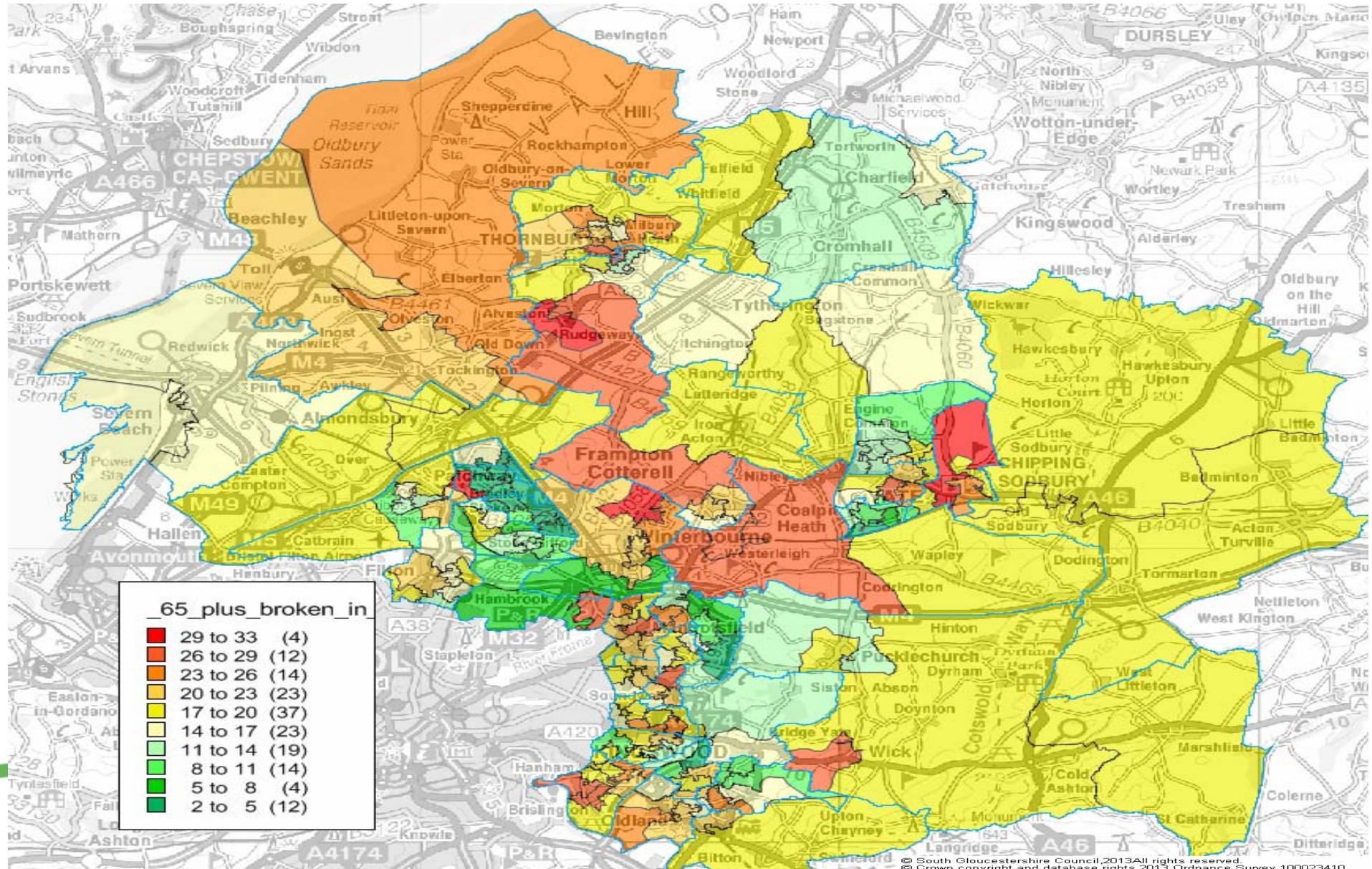
Grid analysis of indicators

- Selection of key indicators broken down by LSOA
 - Online response rate to census
 - % of 65+ population
 - % of 75+ population
 - % of 16 to 44 population
 - % of population with limiting illness
 - % of population with no qualifications
 - % of population in employment
 - % of population whose main language is not English
 - % of population on key out of work benefits
 - % of one person households
 - Digital exclusion ranked index (CLG based model)
- Ranked into deciles and colour coded (green to red)

Household online response rate to 2011 census (ONS)



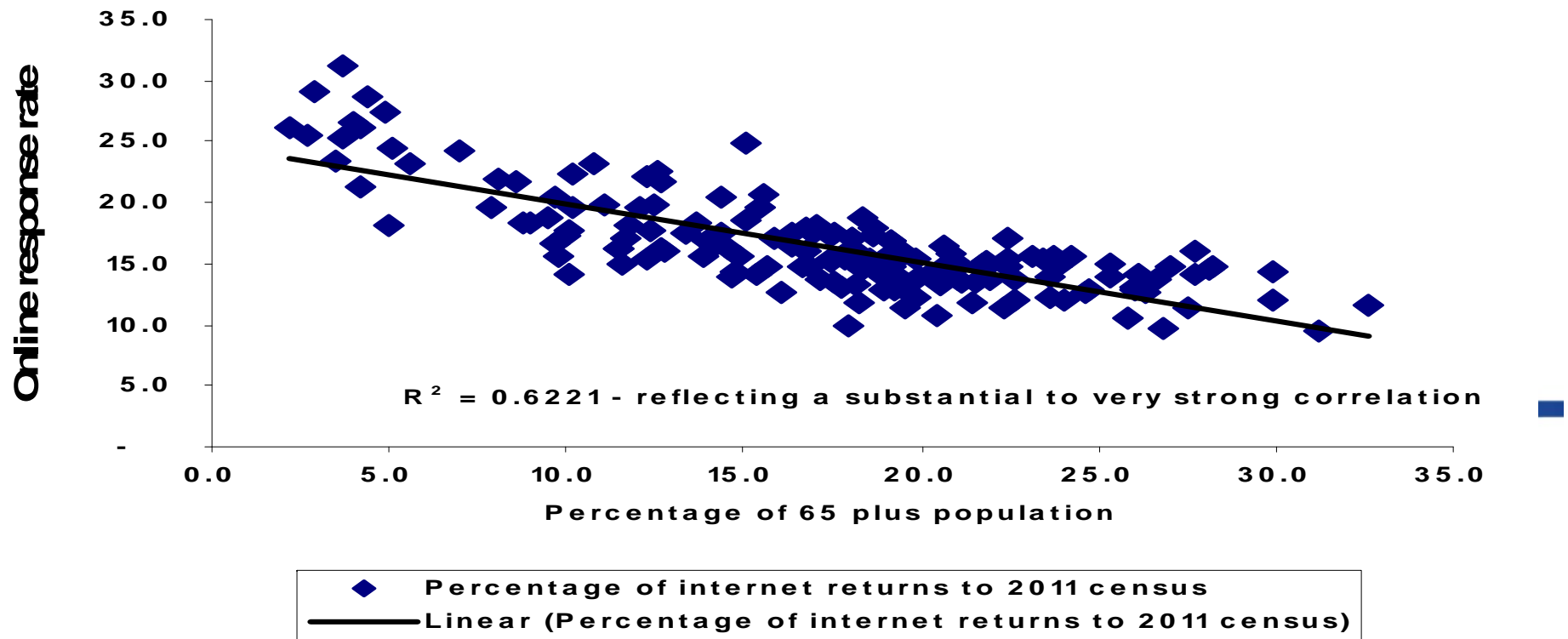
Percentage of 65 plus population



Online response rate and 65 plus population

The strongest relationship between the data sets

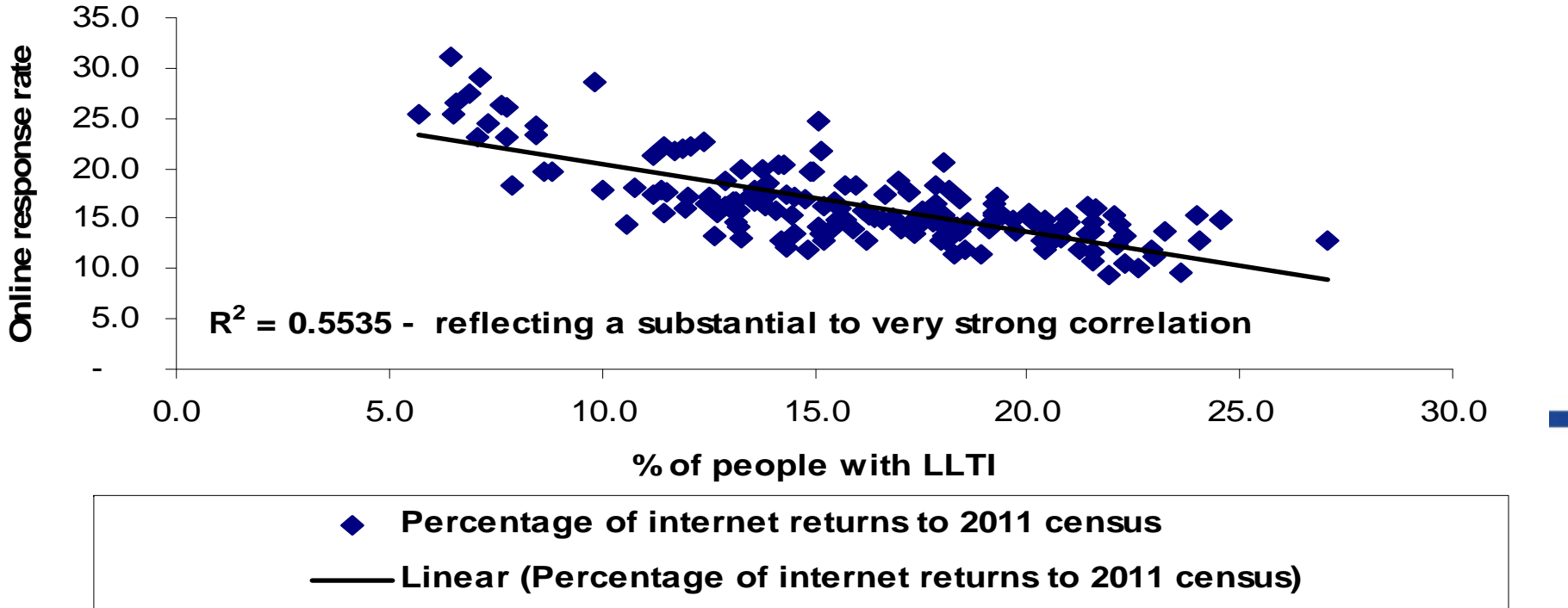
Scatter graph showing the relationship between the online response rate and the 65 plus population per LSOA



Online response rate and long term and limiting illness

- Second strongest relationship between the data sets

Scatter graph showing relationship between online response rate and total number of people with a long term or limiting illness (2011 census) - % of total population per LSOA



Grid analysis of indicators

- Key features of the LSOAs with the highest online response rates
 - The LSOA with the lowest median age had the highest response rate
 - Lower levels of 65 and 75 plus population
 - Higher levels of 16 - 44 population
 - Lower levels of population with limiting illness
 - Higher levels of qualifications
 - Higher levels of employment
 - Higher levels of ethnic diversity
 - Lower levels benefit claimants

The highest online response rates by LSOA

Figure 3.2j: Top 10% online response rates – by LSOA

Ward Name	Landmark	LSOA	Online response rate to 2011 censuses	65+ % of pop	75+ pop	% 16 to 44 based on 2011 census pop	% of total pop with limiting illness 2011 censuses	% of 16 plus population with no qualifications - 2011 censuses	% of 16 plus pop with highest level of qualification : *Level 4 and above	Total number of people aged 16 to 74 in employment - % of 16 to 74 YO	% of people over 3 whose main language is not English	Key out of work benefits claimant rate - Feb 12	% of one person households	*digital exclusion decile
Bradley Stoke Central and Stoke Lodge, Bradley Stoke North	Oaktree Crescent area	E01014875	31.1	3.7	0.8	56.6	6.5	7.0	43.2	81.4	17.5	4.8	31.7	10
Bradley Stoke South	Area surrounding Meadowbrook Primary School	E01014880	29.1	2.9	0.1	50.6	7.1	7.5	40.0	83.3	7.9	4.8	21.5	10
Bradley Stoke South, Bradley Stoke Central and Stoke Lodge	Keperley Way area	E01014882	28.6	4.4	1.0	53.3	9.8	11.6	35.2	76.7	8.4	8.8	23.6	8
Bradley Stoke Central and Stoke Lodge	Brook Way area	E01014878	27.5	4.8	2.1	50.5	6.9	6.4	39.0	83.8	8.6	3.4	24.4	10
Bradley Stoke Central and Stoke Lodge, Bradley Stoke North	Ormonds Close area	E01014876	26.5	4.0	2.1	55.2	6.6	6.0	36.1	84.5	13.7	4.9	30.8	10
Bradley Stoke North, Bradley Stoke Central and Stoke Lodge	Area between Wheatfield Primary School and Bristol Distribution Park	E01014877	26.2	4.2	1.3	46.1	7.6	7.3	40.3	80.9	7.6	2.6	23.8	10
Bradley Stoke South	Great Meadow Road / Palmers Leaze area	E01014872	26.1	2.2	1.1	58.3	7.8	6.4	37.6	83.6	10.6	5.6	34.2	10

Grid analysis of indicators

- Key features of the LSOAs with lowest online response rates
 - The LSOA with the highest median age had the lowest response rate
 - Higher levels of 65 and 75 plus population
 - Lower levels of 16 - 44 population
 - Higher levels of population with limiting illness
 - Lower levels of qualifications
 - Lower levels of employment
 - Lower levels of ethnic diversity
 - Higher (but not the highest) levels of benefit claimants

The lowest online response rates by LSOA

Figure 3.2k: Bottom 10% online response rates – by LSOA

Ward Name	Landmark	LSOA	Online response rate to 2011 censuses	65+ % of pop	75+ pop	% 16 to 44 based on 2011 census pop	% of total pop with limiting illness 2011 censuses	% of 16 plus population with no qualifications - 2011 censuses	% of 16 plus pop with highest level of qualification: *Level 4 and above	Total number of people aged 16 to 74 in employment - % of 16 to 74 YO	% of people over 3 whose main language is not English	Key out of work benefits claimant rate - Feb 12	% of one person households	*digital exclusion decile
Bradley Stoke Central and Stoke Lodge	Patchway CofE Primary / Shellmor Ave area	E01014947	9.4	31.3	15.2	27.1	21.9	26.0	17.9	62.7	1.9	7.6	26.6	5
Westerleigh	Westerleigh Village and surrounding rural area	E01014994	9.7	26.8	12.5	27.7	23.6	10.0	22.9	67.2	0.9	7.1	27.8	1
Yate Central	Moorland Road / Wellstead Avenue / Eggshill Lane area	E01015011 Forming part of Yate PN	10.0	18.0	8.5	33.7	22.6	26.9	15.4	67.3	1.2	11.5	31.1	5
Chipping Sodbury	Woodmans Close / Kingrove Crescent area	E01014886	10.5	25.8	13.8	31.0	22.3	29.5	20.7	67.0	1.6	9.9	36.0	4
Staple Hill	Narrow Lane / Gloucester Road / Teeswell Avenue area	E01014973 Forming part of Staple Hill PN	10.7	20.4	9.3	35.8	21.5	15.4	17.5	66.1	1.5	14.4	34.0	5
Patwall	South of Coronation park - Patwall primary school area	E01014941 Forming part of Cadbury Heath PN	11.3	19.5	11.8	33.1	23.0	34.4	13.8	66.0	1.3	15.9	25.6	4
Boyd Valley	Area surrounding Wick CE Primary School	E01014871	11.4	27.5	13.5	28.0	18.9	22.0	26.2	69.5	1.8	5.6	24.9	1
Rodway	Yew Tree Drive area	E01014956	11.4	22.4	9.4	33.1	18.3	22.5	16.3	70.0	1.0	7.6	25.2	7

Local data

- The digital exclusion report also looks at local administrative data sets:
 - SGC’s online consultation system user list
 - Web transactions on the CRM system
 - Online responses to the streetcare survey
 - Library users survey 2011

Local data

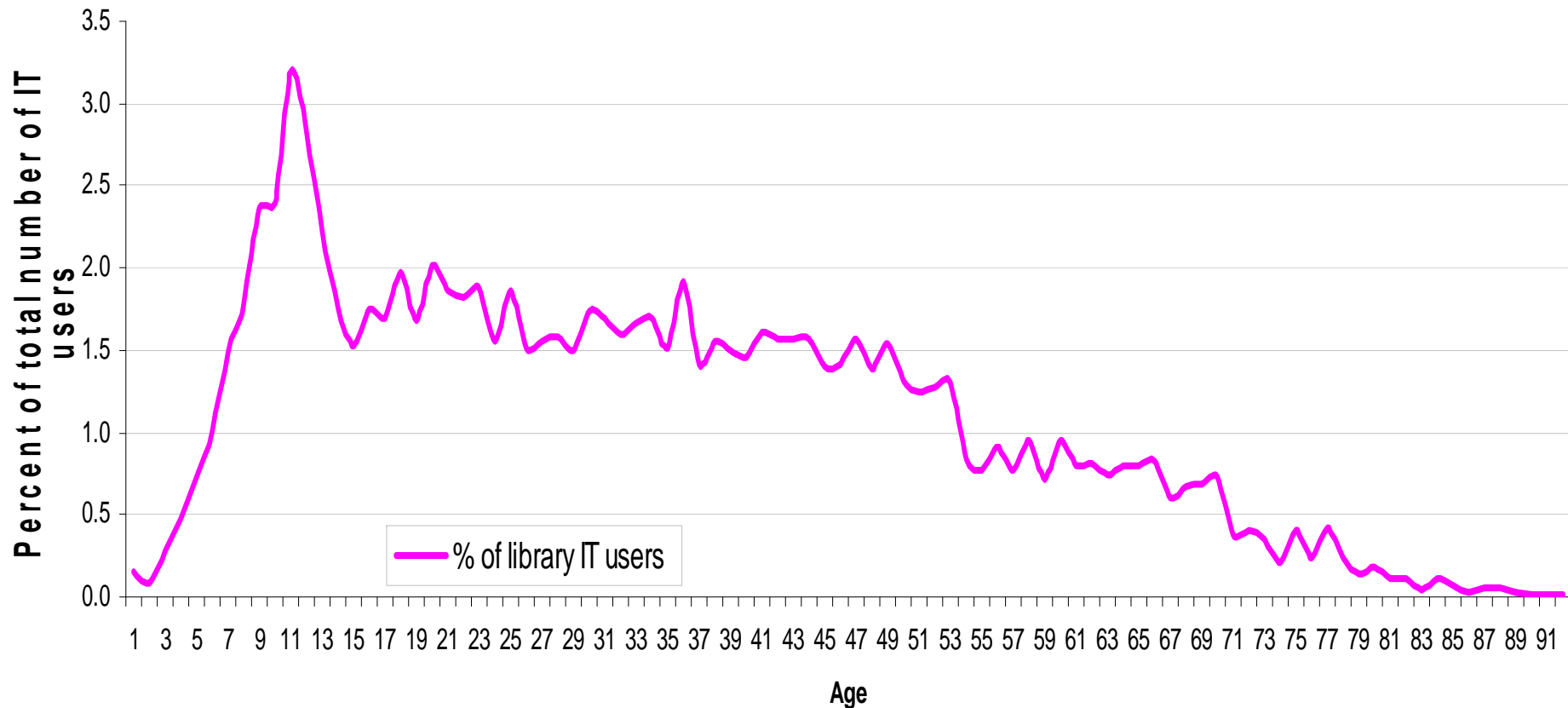
- The data sets raise some general themes
 - but difficult to draw definitive conclusions (due to data reliability)
- Provides a useful sense check of some of the widely accepted evidence
- But does throw up some notable differences – e.g.:
 - A potential link between older people in certain locations being inclined to engage online with the council on certain issues

New data - SG library computer users

- The highest proportion of library computer users are aged between 9 and 13
- They make up 13% (1,055) of all users of library computers and 7% of all children aged 9-13 years

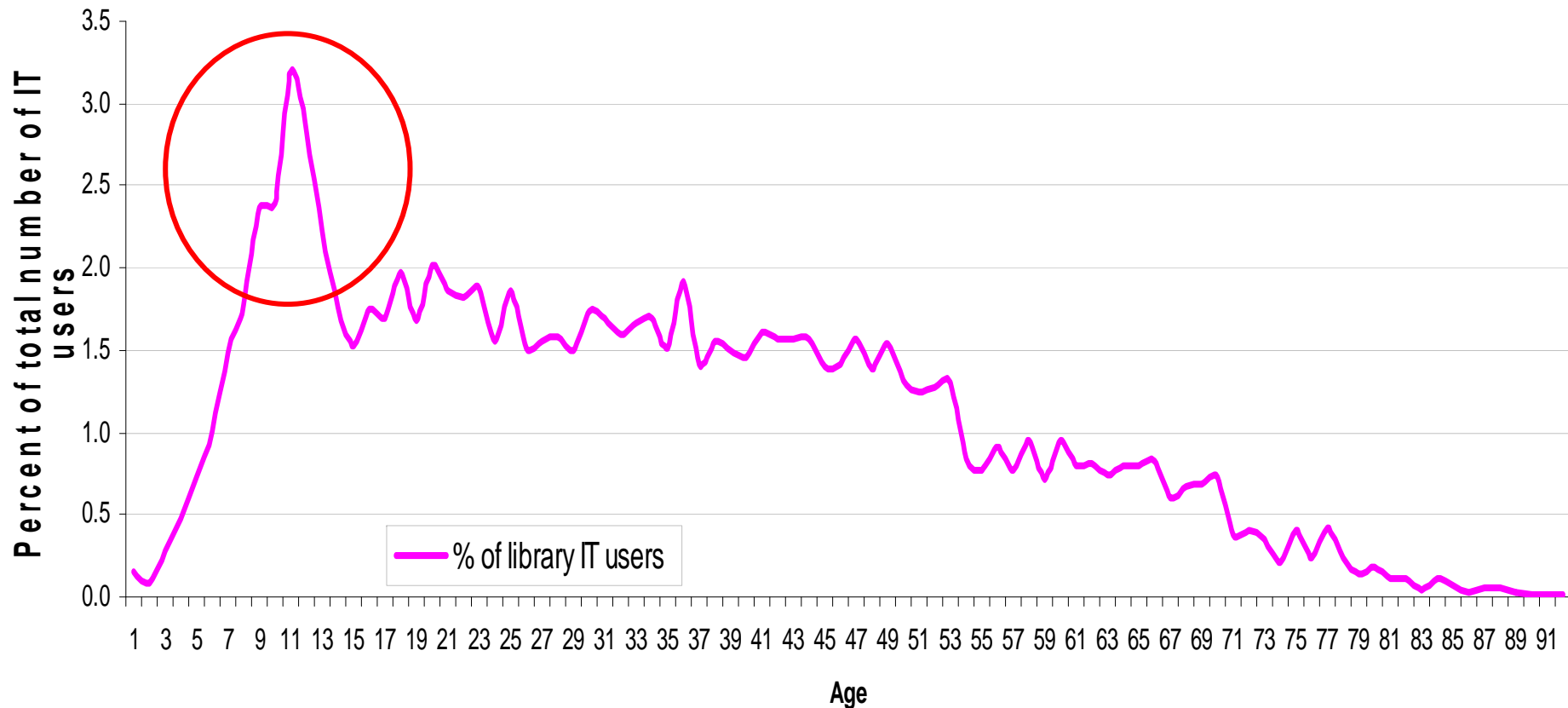
New data for library services – age profile of those using the library IT services

Percent of library computer users - base of 8108
Unique client snapshot over a six month period in 2013

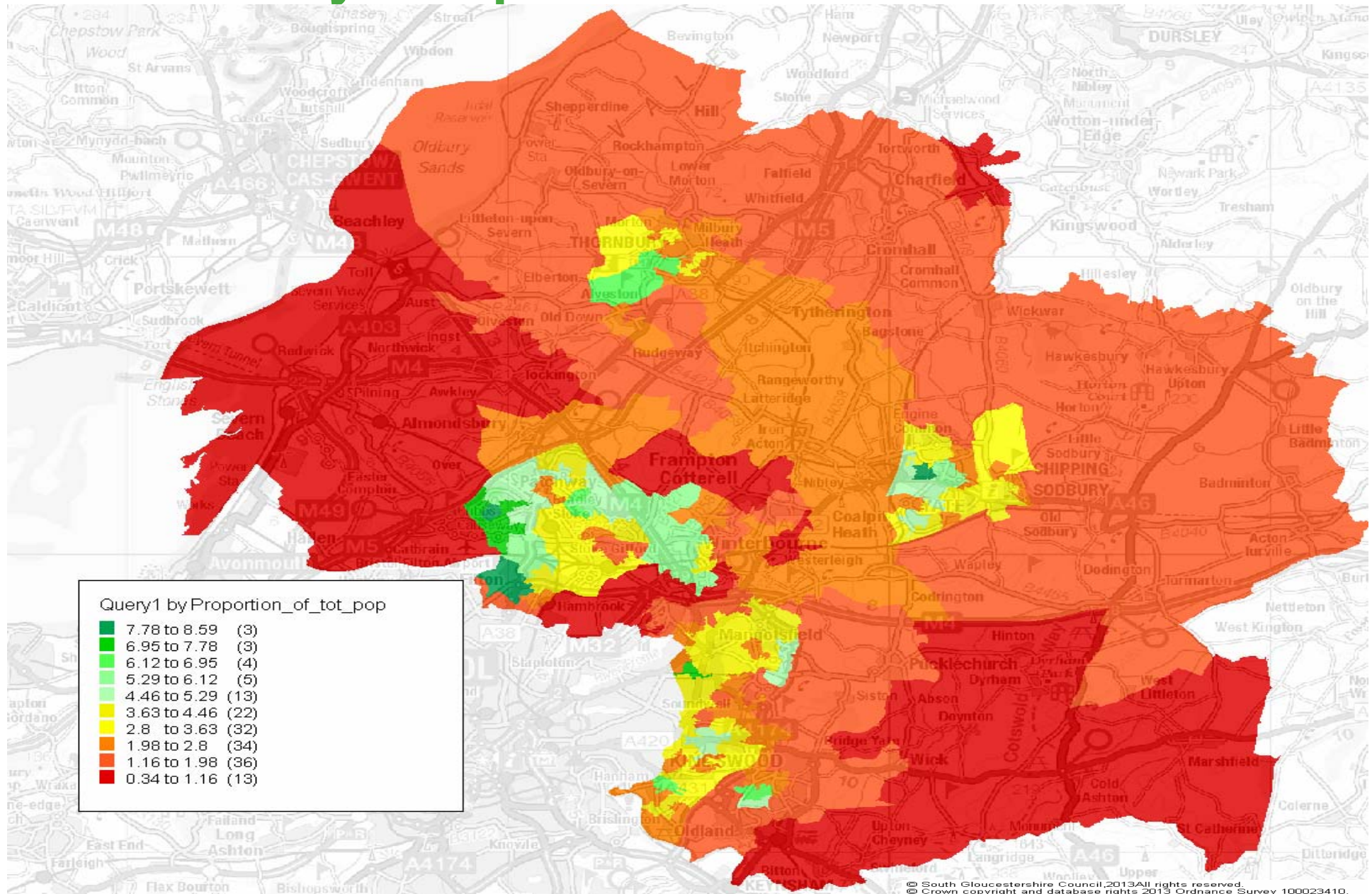


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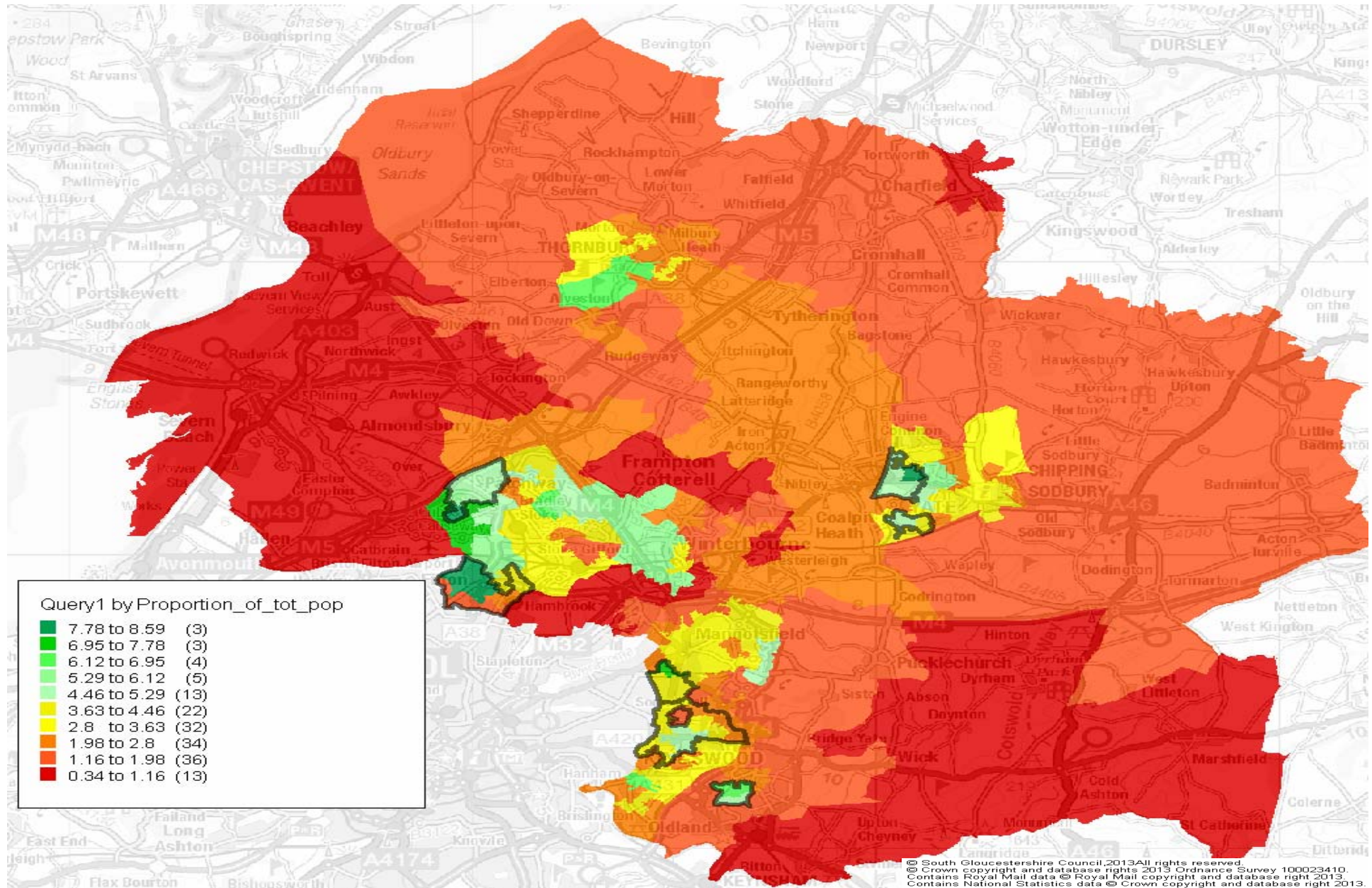


SG library computer users

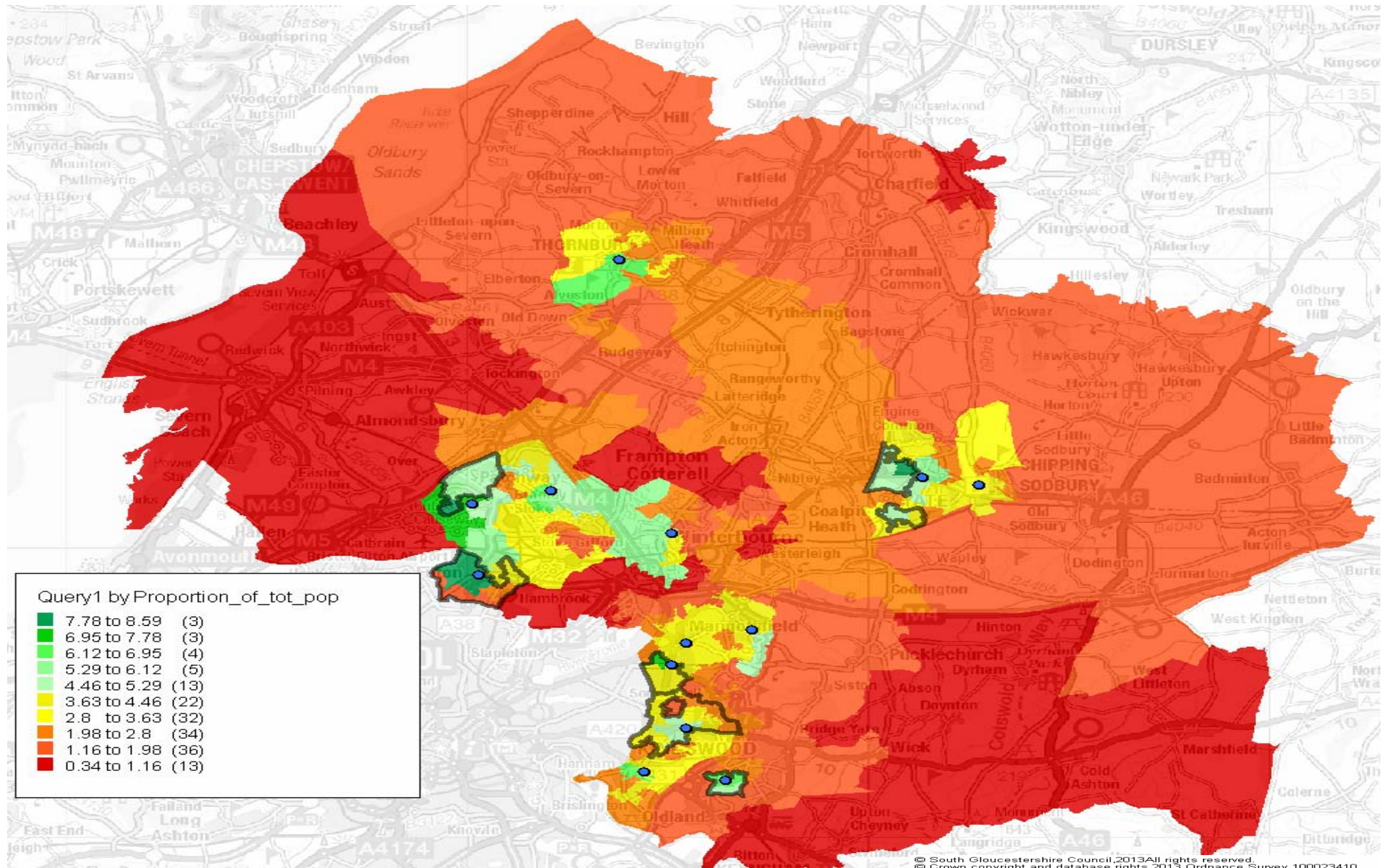


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SG library computer users



SG library computer users



Conclusions and recommendations

- We can assume between 9% and 15% of SG residents have never used the internet or have access to it at home – it's likely to be around 10%

Conclusions and recommendations

- They are more likely to be either / or:
 - Aged over 65 and 75 years
 - People who have classed themselves as having a limiting illness
 - People who are out of work
 - People who are claiming key out of work benefits particularly those who live in rural areas
 - Have lower level of educational attainment

Conclusions and recommendations

- But.....

Conclusions and recommendations

- There are no concrete answers
- There are local contradictions to the accepted national assumptions
- Whilst age appears to be the strongest determining factor on internet use – we need to consider the other factors
- There is no single solution

Conclusions and recommendations

- More research is needed
 - Data needs to be more comprehensive / robust (partnership approach?)
 - More understanding needs to be established around motivation to use the internet
 - Barriers to internet use need to be prioritised and monitored

Conclusions and recommendations

- Need for coordination
 - Multiple projects / initiatives being undertaken by different groups / organisations for different purposes
 - Need a more joined up approach / framework