

Understanding digital exclusion in South Gloucestershire:

Data summary for South Gloucestershire digital inclusion strategy

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Executive summary:

The key factors influencing digital exclusion in South Gloucestershire are complex, however, there are some clear correlations between the types of people who are more likely to use the internet and those who are not. The indicators are clearer about showing who are likely to be digitally active than they are about who are likely to be digitally excluded.

The evidence presented in the following sections is subject to limitations. There is an obvious lack of robust supporting data around home internet use and publicly accessible internet use to say undoubtedly which geographical areas and which types of people are most likely to be excluded.

However, a useful variable to test other data against is the percentage of households who responded to the 2011 census online – commonly referred to in this document as the *online response rate*.

Based on the online response rate data, we can assume at a district level, there are key groups that will need to be treated as more likely to be digitally excluded than other residents, and there are concentrations of these types of populations located throughout South Gloucestershire.

As a general guide, the key groups who are more likely to be digitally included are:

- People aged under 65 years, particularly those aged between 16 to 44 years
- People who are in employment
- Populations where there are more people with higher level qualifications

As a general guide, the key groups who are more likely to suffer digital exclusion are:

- People aged over 65 years, particularly those aged over 75 years
- People who have classed themselves as having a limiting illness
- Populations where there are more people with no qualifications
- People who are out of work or who are claiming out-of-work-benefits, particularly those who live in rural areas and are unable to access public provision of internet such as via libraries

A clearer understanding needs to be established around people's different motivations to use the internet. Section four of this report investigates key data derived from the council's administrative sources and highlights that the broad sweep trends found in the census online response rate data and the accompanying correlations are often contradicted by the local data. Why some anomalies have arisen remains unexplained.

Aspects around barriers to using the internet such as lack of equipment, confidence and cost need to be investigated further. Even though age groupings have played a key part in understanding the likelihood of being digitally included or excluded at a sub-district level, it must be emphasised that these alone cannot be the overarching indicators influencing strategy. This is because a whole range of factors are influencing who may be digitally excluded. What is more, national research provides overwhelming evidence to say digital exclusion and social exclusion are inextricably linked. Therefore social exclusion and issues affecting some of the key equalities groups must be taken into account when looking at future digital inclusion methods.

It is recommended greater interrogation of locally administered data is undertaken to enhance the findings in this report. Initial findings from the locally administered data shows there are factors influencing motivation to use the internet. For example, there is a possible link between older people / people with higher level qualifications (who have access to the internet) being more likely to use the online consultation system than other residents.

Further insights into motivation and attitudes may only be possible through other forms of primary research, for example via focus groups or in-depth interviews.

Introduction:

This research report examines the aspects of digital exclusion in South Gloucestershire and the indicators that can be used to understand what groups of people are more likely to be excluded than others. The purpose is to consolidate a better understanding of digital inclusion and exclusion in order to underpin the development of a digital inclusion strategy for South Gloucestershire.

The report is divided into four sections. Section one the report will look at national research on digital exclusion and the trend data provided by the Office for National Statistics (ONS) around the likely proportions of people sub-regionally who have and who have never used the internet before. In section two, the report looks at data from the South Gloucestershire citizens' panel surveys that indicate the likely proportions of those using the internet and those not using it, and also the main reasons why people might not be using the internet. Section three analyses sub-district data about South Gloucestershire, published by ONS, relating to key factors that, according to national research, influence digital exclusion. Section four looks at four different local data sets administered by the council such as survey response data, which provide a limited insight at household level into the use of the internet as a means of engaging with the council.

Section 1: National research

This section looks at the national research on digital exclusion and also survey data provided by the ONS on those who have and have never used the internet at a sub-regional level.

Key findings:

- There are a range of factors that influence who is likely to suffer from digital exclusion such as: old age, material deprivation and lower educational attainment
- Nationally, the proportion of adults who have never used the internet is decreasing but still approximately 15% have never used it, 44% of whom were over the 75 years
- Contrastingly 99% of those aged between 16-24 had used the internet
- Sub-regionally, approximately 13.8% of the population have potentially never used the internet, which would equate to approximately 34,000 people in South Gloucestershire

1.1 Background

National research gives an idea of the sorts of indicators that can help us identify what types of people are most likely to be digitally active or excluded for example:

- those aged over 65 years – digital exclusion increases with age (digital exclusion among those aged over 75 is approximately 79%) – (*source: Digital Inclusion, University of Southampton, December 2009*)
- those with no education
- people who are disabled
- the economically inactive
- people who live alone
- web attitude
- rurality and distance from public services
- there is a correlation between digital exclusion and social exclusion/deprivation, and those who are digitally excluded are at risk of deepening exclusion

National research also suggests there is a complex relationship between social exclusion and digital exclusion:

- Those socially excluded people who do not use the internet tend to be young (62% are aged under 44 and are economically inactive)

- Despite being seen as at risk of social exclusion, unemployed people and lone parents are more likely than the average to be digitally determined (use the internet but do not have access at a convenient location such as home, work or college) and will go out of their way to use public internet access points
- Those living in social housing and those without access to a car are also more likely than average to be digitally determined
- These groups represent people for whom cost barriers are a reality but who make an effort to use the internet at public access points
- Understanding what influences digital inclusion, is likely to involve more than understanding barriers to the acquisition of skills or competences. It is likely to involve understanding an array of factors that influence the decisions that people make about when technology is appropriate or meaningful in their lives

Source: *Digital Inclusion, University of Southampton, December 2009*

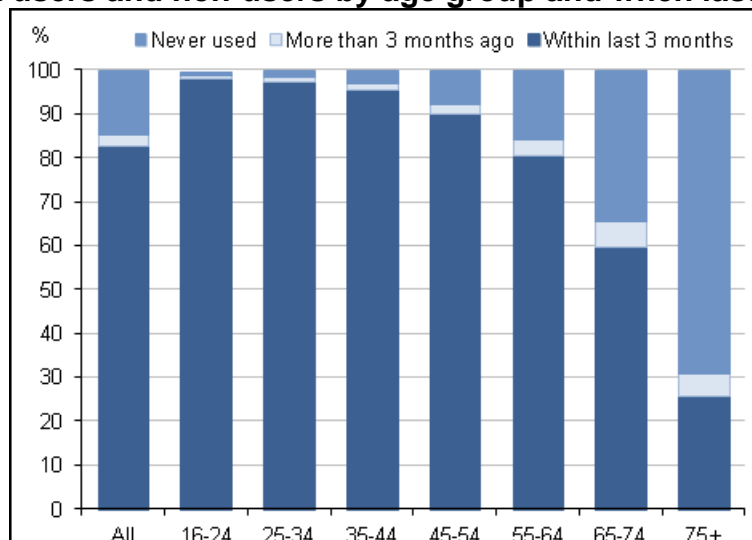
1.2 Office for National Statistics (ONS) - Labour Force Survey - internet access quarterly update, February 2013

Trend data provided by the ONS highlights some key demographic characteristics on internet use:

Nationally:

- Over the last year, there has been a 9.5% decrease in the proportion of adults who have *never* used the internet
- 15% of the adult population had never used the internet
- 85% of the adult population had used the internet
- Almost all adults aged 16 to 24 (99%) had used the internet
- Only 31% of adults aged 75 years and over had ever used the internet
- 44% of the 15% who had never used the internet were aged 75 years and over
- Just 1% of internet users aged 16 to 24 had last used the internet more than three months ago,
- In contrast, 16% of internet users aged 75 and over last used it more than three months ago
- 51% of the 15% who had never used the internet were disabled adults
- Individuals with a disability are three times more likely to never have used the internet than individuals with no disability
- Internet use has almost reached full coverage for those earning in excess of £500 a week
- Of those adults in employment whose gross weekly pay was less than £200 a week, 6% had never used the internet

Figure 1.1: Internet users and non-users by age group and when last used, 2012 Q4



Internet access quarterly update - by low level geographical location February 2013

The ONS reports that regionally (North and North East Somerset, South Gloucestershire) **13.8%*** of the adult population have **never** used the internet. If the **13.8%** figure is applied to the district's population, this would mean there are potentially 36,000 people who have **never** used the internet in South Gloucestershire. See table 1.2 below.

Persons aged 16 years and over	Ever used							Never used						
	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012 Q4	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012* Q4
North and North East Somerset, South Glos	81.7% (442,000)	86.2% (468,000)	88.7% (480,000)	86.7% (469,000)	85.3% (465,000)	89.0% (471,000)	86.1% (461,000)	18.0% (98,000)	13.8% (75,000)	11.3% (61,000)	13.3% (72,000)	14.6% (80,000)	10.7% (57,000)	13.8% (74,000)
City of Bristol	84.6%	85.2%	88.0%	86.2%	85.5%	86.5%	85.3%	15.1%	14.6%	11.8%	13.6%	14.2%	13.0%	14.7%
Wiltshire CC	87.5%	90.6%	87.0%	86.6%	87.5%	89.2%	87.5%	12.0%	9.2%	12.8%	13.3%	12.2%	10.7%	12.5%
South West	83.5%	84.1%	85.0%	85.1%	84.9%	85.6%	85.6%	16.2%	15.7%	14.7%	14.8%	15.0%	14.2%	14.3%
UK	82.3%	82.9%	83.5%	83.7%	84.3%	84.7%	85.1%	17.4%	16.8%	16.3%	16.1%	15.5%	15.1%	14.7%

North and North East Somerset, South Gloucestershire	Never used the Internet		
	Lower limit	Survey estimate	Upper limit
North and North East Somerset, South Gloucestershire	11.0% (72,000)	13.8% (74,000)	16.6% (76,000)
Bristol, City of	10.7%	14.7%	18.7%
Wiltshire CC	9.5%	12.5%	15.5%
South West	13.3%	14.3%	15.3%
UK	14.4%	14.7%	15.0%

*Caution needs to be taken with the results due to sampling variability at the lower level geographies. The confidence interval for Q4 is between 11.0 and 16.6 (on a 13.8 figure), compared with the confidence interval for the previous quarter being between 8.2 and 13.2 from a figure of 10.7. Where confidence intervals are overlapping, it shows that there is likely to be little change in the data figures since the previous quarter

Source - Internet Access Quarterly Update: Q4 2012 - Published by Office for National Statistics on 20 February 2013

Section 2: South Gloucestershire wide representative research

This section looks at results from two surveys put to the South Gloucestershire representative citizens' panel – Viewpoint. One was run in 2011 and the other in 2012. Even though the questions are not consistent they provide valuable benchmark data and a guide to internet use in the district.

Key findings:

- In the summer of 2011, 15% of Viewpoint panellists said they did not use the internet at home: 35% of whom said it was due to lack of equipment and 10% saying it was too expensive
- In a new survey in November 2012, 10% of panellists said they never use the internet

District level survey data shows similar trends that support the ONS findings outlined in section one:

- Questions put to South Gloucestershire's Viewpoint panel in Summer 2011 (base 1,154 respondents), suggests that **85%** of residents use the internet at home, **86%** of whom used it daily; **13%** used it 1-2 days a week; **1%** use it monthly; **0.5%** used it less than once a month
- **15%** of Viewpoint panellists do not use the internet at home and stated their reasons for not using it: **35%** said it was due to lack of computer equipment; **33%** did not want to; **13%** did not feel confident using the internet; and, **10%** said internet subscription was too expensive
- More recent Viewpoint data (November 2012) provides further insight into regularity of internet use: **66%** use it daily; **15%** use it a few times a week; **3%** use it weekly; **1%** use it fortnightly; **2%** use it monthly; **2%** use it less often; and **10%** never use it.

- This data supports the national ONS study that shows an approximate figure of around 11% to 16 % of people have never used the internet in the district. Although the methodology is not comparable with the ONS, it may suggest there is a decreasing trend in the proportion of people who have **never** used or never use the internet in South Gloucestershire from Q2 2011 to Q4 2012
- When broken down into the three area forum areas - Kingswood residents are the most likely to say they never use the Internet (12%) as shown in the following table:

Table 2.1: How often do you use the Internet? (All respondents)	Kingswood	Severnvale	Yate
Daily	62%	68%	69%
A few times a week	16%	15%	14%
Weekly	2%	3%	3%
Fortnightly	2%	1%	1%
Monthly	2%	1%	2%
Less often	1%	3%	2%
Never	12%	9%	9%
Don't know / Not provided	1%	1%	1%
Unweighted sample bases:	423	377	270

Source: Viewpoint Survey – November, 2012

Section 3: Analysis of ONS sub-district data about South Gloucestershire

This section analyses the 2011 census online response rates for South Gloucestershire in relation to other official ONS data relating to the key factors influencing digital exclusion (identified in section one).

The 2011 census is a particularly useful indicator of digital behaviour as there was a legal obligation for every household in the country to complete the questionnaire. Every household in the country was sent a census questionnaire (by post) and had the option of completing the questionnaire online or in hard copy. In South Gloucestershire, 16.7% of households completed their census questionnaire online which is on-a-par with the national average.

Analysis in this section is generally based on data at Lower Super Output Area (LSOA) level¹. It should be noted that using the census online response rate (often referred to in this document as the *online response rate*) as a proxy indicator for digital behaviour should be treated with caution but it remains the most comprehensive, consistent and accessible indication of digital behaviour at sub-district level.

Key findings:

The indicators are clearer about showing who are likely to be digitally active than they are about who are likely to be digitally excluded.

Digitally included / active traits in South Gloucestershire – the LSOAs with the top 10% online response rates tend to have:

- a lower proportion of 65 plus population
- a higher proportion of 16 to 44 population

continued on next page..

¹ ***LSOA – Lower Super Output Area** – a small geographical area with an average resident population of 1,500. South Gloucestershire is divided into 162 LSOAs (prior to the release of 2011 census data) and 165 LSOAs after the release of the 2011 census data. This report uses the pre 2011 census data boundaries for analysis because at the time of analysis the new boundaries were not available. Also, at the time of writing, ONS 2011 population estimates were not available at a lower level. Therefore, throughout this document where lower geographies are used, the ONS 2010 mid year estimates are used.

- a lower percent of people with limiting illness
- less people with no qualifications
- more people with higher qualifications
- more people in employment
- a higher percentage of the population whose main language is not English
- a lower proportion of people claiming key out-of-work benefits

Digitally excluded / inactive traits in South Gloucestershire – based on the data analysed, the bottom 10% of online response rates do not show such clear traits as the highest 10%. These LSOAs tend to have:

- a higher proportion of 65 and 75 plus population
- a lower proportion of 16 to 44 population
- a higher percent of people with limiting illness – as previously stated this could also be related to the higher proportion of older people in these LSOAs
- more people with no qualifications
- less people with higher qualifications
- less people in employment
- a lower percentage of the population whose main language is not English compared to the top 10% of the online response rate but not the lowest rates in the district
- a higher proportion of people claiming key out-of-work benefits

3.1 South Gloucestershire’s profile – indicators that can inform digital exclusion

Based on the most recent mid year population estimates (ONS 2011):

- South Gloucestershire’s total population is 263,400
 - 17% (44,800) is aged 65 years and over
 - 7.8% (20,500) is aged 75 years and over
 - 19% (50,000) is aged 0 to 15 years
 - 64% (168,700) is aged 16 to 64 years – this is the working age population
 - 12% (31,500) is aged 25 to 34 years
 - 38% (99,059) is aged 16 to 44 years
 - 11.3% (29,706) is aged 16 to 24 years
 - 81% (213,445) is aged 16 years and over

Other key indicators:

- The Jobseeker’s Allowance (JSA) claimant rate is 2.1% of the working age population
- The Key out-of-work benefit claimant rate was 7.6% in February 2012²

2011 Census: Percentage of household returns made by internet

- The response rate to the 2011 census for South Gloucestershire was 96%, which was above the national average of 94%
- In South Gloucestershire, 17% of householders completed their census questionnaires online
- Compared to 14.5% for the whole of the South West

Source - Office of National Statistics

² Key out-of-work benefits are: Jobseeker’s Allowance; Employment and Support Allowance and incapacity benefits; lone parents and other income related benefits. *Source: Department of Work and Pensions (DWP) Working age Client Group analysis (Office of National Statistics - via NOMIS)*

3.2 Spatial distribution of rates per LSOA - maps and top and bottom 10% tables:

This section presents a series of thematic maps which show the distribution of the key indicators that can inform digital exclusion at LSOA level

- Figure 3.2a and figure 3.2b show that there are clear spatial patterns between where there are higher concentrations of 65 plus population and lower online response rates (the orange to red shades)
- Figure 3.2c shows (when comparing with the map above - 3.2a) that where there are higher proportions of 16 to 44 year olds, there were likely to be higher online response rates – the yellow to green shades tended to occur in the same areas throughout the district
- Fig 3.2d shows the 75 plus population. Areas shaded in orange and red were also more likely to have lower online response rates

Figure 3.2a - Household online response rate to 2011 census (ONS)

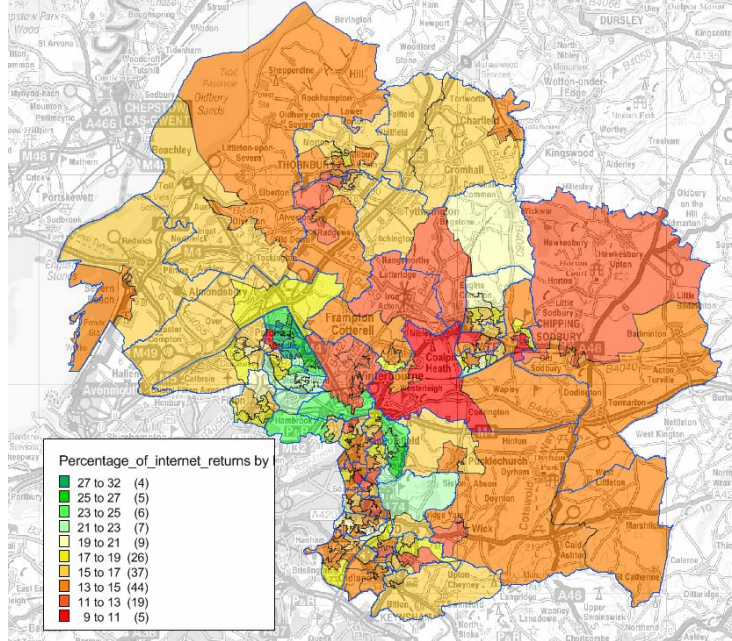


Figure 3.2b - Percentage of 65+ population in each LSOA (2010 mid-year-estimates, ONS)

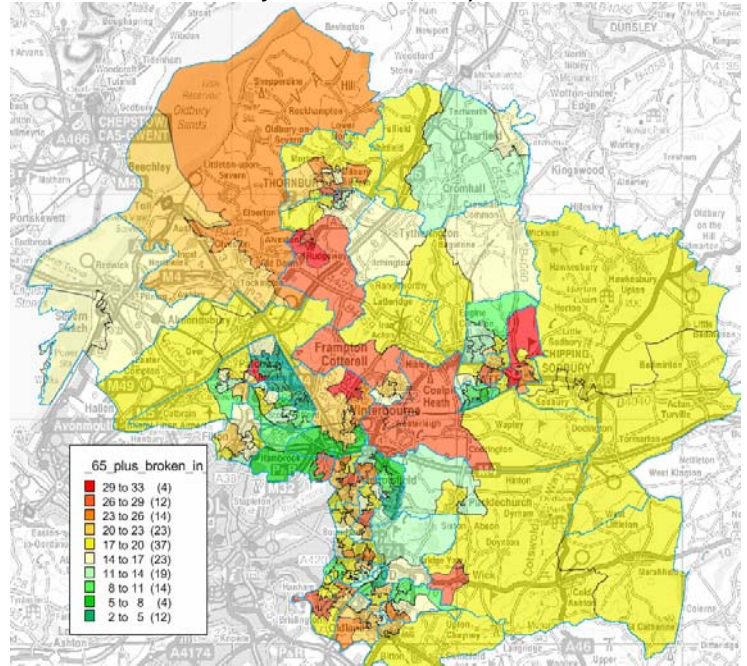


Figure 3.2c - Percentage of 16 to 44 year old population in each LSOA (2011 census, ONS)

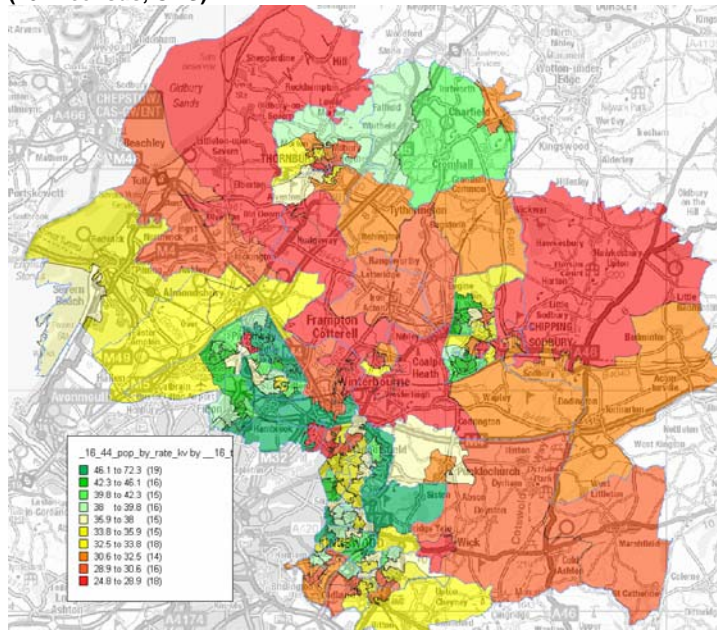
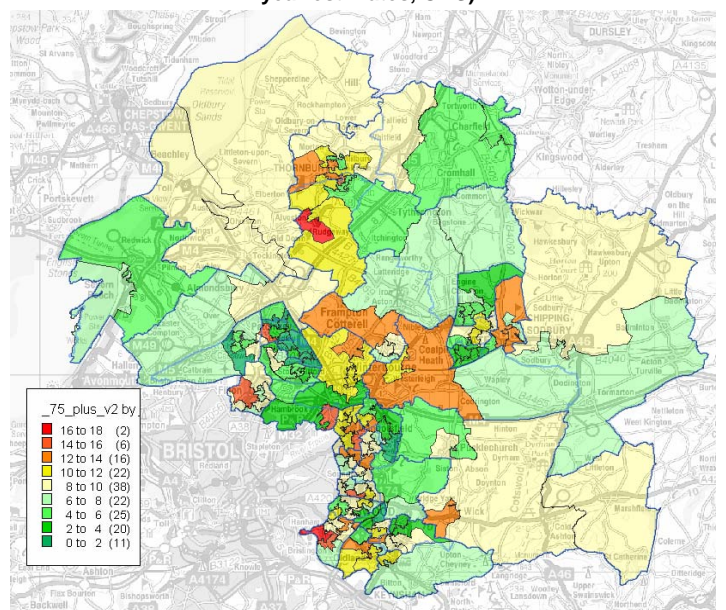


Figure 3.2d - Percentage of 75+ population in each LSOA (2010 mid-year-estimates, ONS)



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Figure 3.2e - percentage of population of 16 to 74 year olds in employment (2011 census, ONS)

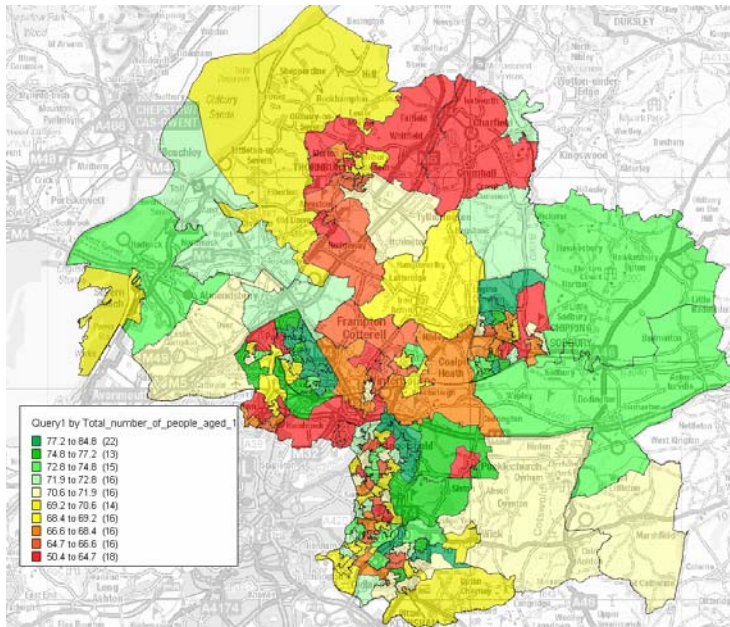


Figure 3.2f - Percent of population of 16 plus population with no qualifications (2011 census, ONS)

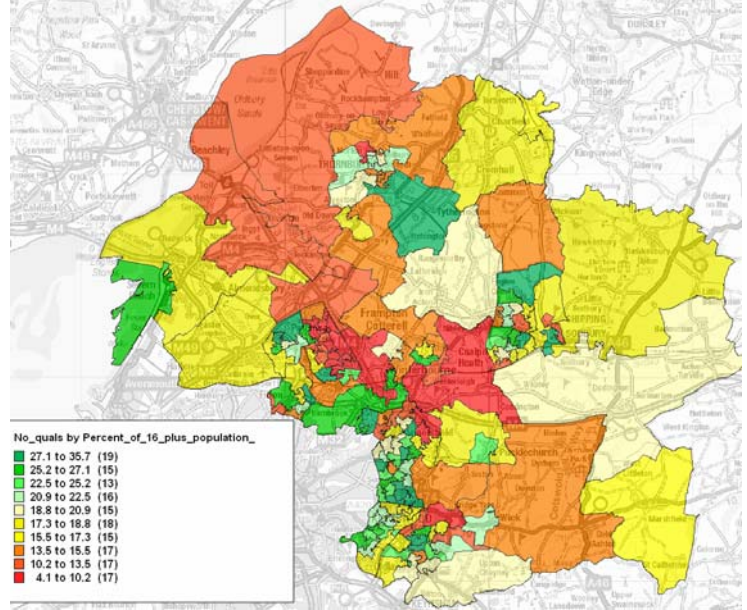


Figure 3.2g - Percent working age population on Key out of work benefits (February 2012, ONS)

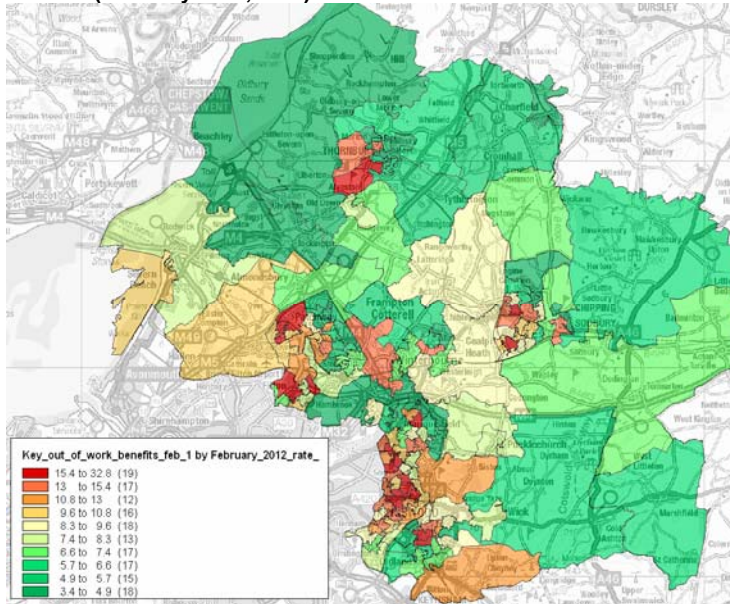


Figure 3.2h - Percent working age population claiming Jobseeker's Allowance (September 2012, ONS)

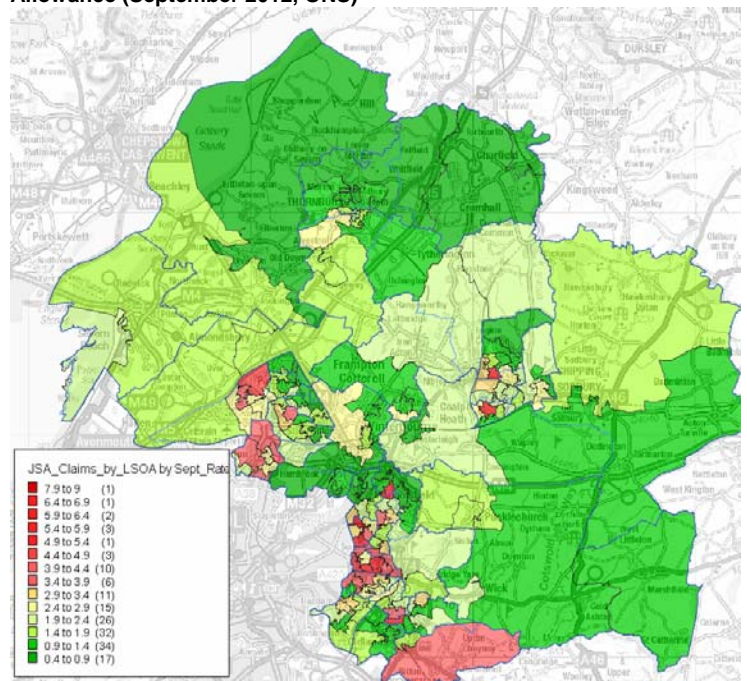
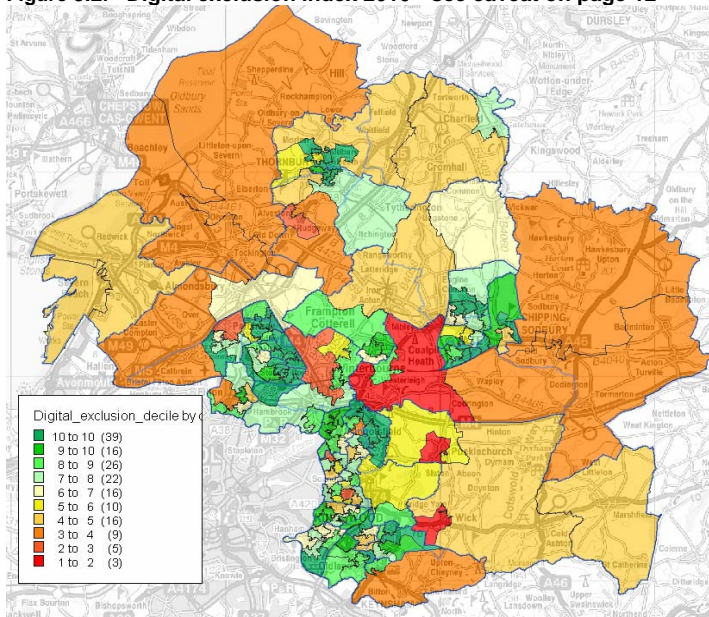


Figure 3.2i - Digital exclusion index 2010 * see caveat on page 12



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See detailed findings section (3.3) for further commentary on the spatial trends shown in these maps.

Key indicator profile tables for South Gloucestershire - top and bottom 10% by LSOA

This section shows two profile tables arranged by the highest and lowest 10% of census online response rates by LSOA. The remaining columns along the right show where these LSOAs ranked in terms of other key indicators. As the table 3.2j shows, most of the LSOAs with the top 10% online response rates were predominantly green or pale green, which means their other indicator rankings were within the top 10% or 20% for the district. Contrastingly, as table 3.2k shows, most of the LSOAs with the bottom 10% online response rates were predominantly red or orange, meaning their other indicator rankings were within the lowest 10% or 20% for the district.

See appendix for the complete set of 162 LSOA indicators against the range of variables

Key to shading	top or bottom 10% - whichever is the positive attribute	top or bottom 20% - whichever is the positive attribute	21% to 40%	41% to 60%	61% to 80%	81 % to 90%	91% to 100%
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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 ³	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
Bradley Stoke South, Bradley Stoke Central and Stoke Lodge	Webbs Wood / Savages Wood area	E01014881	25.5	2.7	0.6	51.6	5.7	4.2	43.0	84.8	8.4	2.7	17.9	10
Emersons Green	Pomphrey Hill / Johnson Road area	E01014970	25.4	3.7	1.3	48.0	6.5	16.5	40.6	83.0	3.6	3.1	20.1	10
Bradley Stoke North	Ash Ridge Road / Eagles Wood Business Park area	E01014879	24.8	15.0	5.7	39.3	15.1	14.4	36.4	75.3	6.8	3.5	33.4	8
Emersons Green	Emerald Park / Howsmoor Lane area	E01014966	24.4	5.1	2.1	46.6	7.3	8.6	37.0	84.4	3.7	2.5	23.6	10

³ * Level 4+ qualifications: Degree, Higher Degree, NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI)

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
Stoke Gifford, Bradley Stoke South	Watch Elm Close / Pursey Drive area	E01014873	24.3	6.9	1.9	39.1	8.4	7.7	37.0	80.9	2.8	3.1	17.7	10
Bradley Stoke South (70%) / Bradley Stoke South (30%)	Berkeleys Mead / The Worthys area	E01014874	23.3	3.5	1.1	46.6	8.5	8.3	37.5	81.7	5.9	5.3	28.3	10
Emersons Green	Emersons Way / Guest Avenue area	E01014967	23.2	10.7	3.0	40.1	7.7	9.6	38.8	77.8	4.2	3.5	20.0	10
Frenchay and Stoke Park, Winterbourne	Hambrook / Stoke Park area	E01014997	23.1	5.6	2.9	72.3	7.1	25.7	28.0	50.5	6.7	3.1	29.9	7
Stoke Gifford	Mead Road / Ratcliffe Drive area	E01014980	22.6	12.6	4.2	35.8	12.4	10.0	34.5	74.4	3.3	5.2	22.5	10
Bradley Stoke South	Sherbourne's Brake / Sherbourne Avenue / Meadow Way area	E01014883	22.3	10.2	4.0	44.1	11.4	9.2	37.9	78.5	5.9	4.4	28.4	10

***Caution** should be applied when using the data for this indicator as a proxy indicator for digital exclusion – this is because the modelling used to produce the index cannot be verified by SGC. Furthermore, some of the variables used to build the index (such as Experian Mosaic and CACI data) is assumption based data and may conflict with actual data derived from ONS and other local sources.

The data for this map is based on an index produced by Analysis Mason on behalf of CLG to determine those areas most at risk of being left behind in the roll out of Next Generation Access network. Three factors were considered in relation to risk of digital exclusion: socio-economic deprivation, rurality, and attitudes to the internet / broadband. It is based on a compilation of measures including: Experian Mosaic; IMD rankings; Experian Demographics; CACI Ocean; CACI Paycheck; 2004 rural and urban definitions for England and Wales; national statistics Postcode directory 2009; Experian TrueTouch and CACI eTypes - Source: An assessment and practical guidance on next generation access (NGA) risk in the UK, March 2010: communities and Local Government

Key to shading	top or bottom 10% - whichever is the positive attribute	top or bottom 20% - whichever is the positive attribute	21% to 40%	41% to 60%	61% to 80%	81% to 90%	91% to 100%
PN = Priority Neighbourhood							

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

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 censuses 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
Chipping Sodbury	Woodmans Close / Kinggrove 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 / Teewell 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
Parkwall	South of Coronation park - Parkwall 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
Thornbury South and Alveston	Area surrounding St Helens CofE Primary School to Alveston Down	E01014863	11.6	32.6	17.6	27.2	21.5	17.7	37.1	64.2	1.2	5.9	27.3	2
Kings Chase	New Cheltenham Road area	E01014926 Forming part of Kingswood PN	11.9	18.3	8.3	38.0	21.2	35.7	10.4	60.6	1.8	21.4	26.8	2
Winterbourne	High Street / Flaxpits Lane and surrounding rural area	E01015000	11.9	21.4	11.4	30.0	18.5	5.1	27.9	68.3	2.8	13.2	32.1	2
Kings Chase	Grace Drive / Walnut Crescent area	E01014928 Forming part of Kingswood PN	12.0	24.0	10.7	35.3	20.4	30.1	12.3	63.3	3.6	13.0	28.4	4
Winterbourne	Area surrounding Silverhill School	E01014998	12.0	29.9	13.8	26.1	22.9	19.6	24.5	64.1	1.5	4.6	26.7	5
Winterbourne	Bradley Avenue / Huckford Road area	E01015001	12.0	22.7	10.9	30.1	14.9	25.2	30.3	71.2	0.8	5.7	19.1	8
Downend	Bromley Heath area	E01014902	12.2	23.6	11.3	29.6	14.3	14.9	31.2	72.2	2.4	4.4	21.8	9
Thornbury North, Thornbury South and Alveston	Streamleaze / High Street area	E01014991	12.3	19.8	11.0	37.2	22.1	18.9	20.8	66.1	2.4	14.1	37.4	4
Oldland Common	North Street area	E01014936	12.7	16.0	8.4	35.7	16.2	22.3	23.2	71.6	1.3	6.5	22.0	9
Rodway	Charn Hill area	E01014955	12.7	26.4	13.4	33.0	18.1	21.0	22.7	70.6	1.5	6.4	23.2	7
Emersons Green, Rodway	Beaufort Road area	E01014968	12.7	24.6	13.8	34.5	24.1	31.2	13.1	63.2	1.7	15.6	32.4	3

3.3 Detailed findings between the data sets

This section describes the trends illustrated in the maps and tables above

- None of the LSOAs in the top 10% of online responses had the lowest 10% of any of the selected variables, with the exception of one - E01014997 (Frenchay and Stoke Park, Winterbourne), which had a low number of people in employment and a higher percent of people with no qualifications but this LSOA is unique for South Gloucestershire as this is where the university of the West of England is located. And, E01014872 (Bradley Stoke South ward), which had one of the highest percentages of one person households (34.2%). However, there does not appear to be a strong correlation in the data between single person households and the online response rate

- The highest online response rates were in LSOAs that fell into the wards of: Bradley Stoke Central and Stoke Lodge, Bradley Stoke North, Bradley Stoke South, Stoke Gifford Emersons Green, and an LSOA that is split between Frenchay and Stoke Park / Winterbourne – notably Bradley Stoke Central and Stoke Lodge had five LSOAs within the top 10% and Bradley Stoke South had seven. All had lower rates of 65 plus population
- The LSOA with the joint lowest median age (of 30 years) (with the exception of the LSOA where UWE is located that had a median age of 21 years) also had the highest online response rate. Nearly all LSOAs that had the lowest 10% of the South Gloucestershire’s median age (between 33 and 21) were in the top 10% of online responses. There were only two LSOAs that were in the lowest 10% for median age which didn’t fall into the top 10% for online response rates - one that forms part of Yate PN and had a lower than average online response rate, and one that forms part of Filton PN and had a response rate in the top 20%
- The lowest online response rates were in LSOAs that fell into the wards of: Bradley Stoke Central and Stoke Lodge, Boyd Valley; Chipping Sodbury, Downend, an LSOA split between Emersons Green / Rodway; Kings Chase; Oldland Common; Parkwall; Staple Hill; Thornbury North; Thornbury South and Alveston; Westerleigh; Winterbourne; and Yate Central – notably Winterbourne had three LSOAs in the lowest 10% of online responses
- Interestingly, the LSOA with the lowest online response rate (9.4%) borders the one with the highest online response rate (both in Bradley Stoke Central and Stoke Lodge). Their profiles are starkly different. This particular LSOA was in the highest 10% for: 65 plus population; 75 plus population; percentage of population with limiting illness; it also had the highest median age of the whole district (54 years). And, it was in the lowest 10% for: 16 to 44 population; and, the proportion of 16 to 74 year olds in employment
- Finally, five LSOAs within the lowest 10% of online response rates were within various priority neighbourhoods and there were no LSOAs within priority neighbourhoods in the top 10% of online response rates – however, a number of LSOAs that made up priority neighbourhoods had above average online response rates

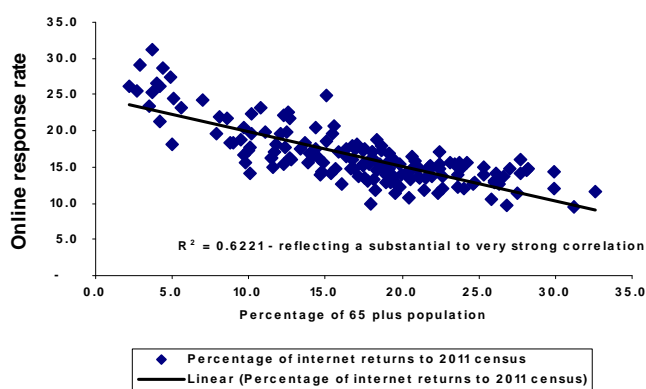
3.4 Data correlations between various ONS data sets

This section of the report describes the statistical correlations apparent between the key indicators that can inform digital exclusion at LSOA level.

- The strongest relationship between the data sets is between the household online response rate to the 2011 census and the 65 plus population per LSOA. As figure 3.4a shows, there is a substantial to very strong correlation between higher online response rates and lower 65 plus population. Therefore, LSOAs that have a considerably lower than average 65 plus population are more likely to have a higher than average online response rate. In South Gloucestershire, 17% of the population is 65 years and over. This is slightly higher than the national average. There are 17 LSOAs with a 65 plus population of less than half the South Gloucestershire average (between 2.1% and 8.1%) and 15 were in the top 10% for online response rates
- 11 LSOAs in the lowest 10% of online responses were in the highest 20% of 65 plus population

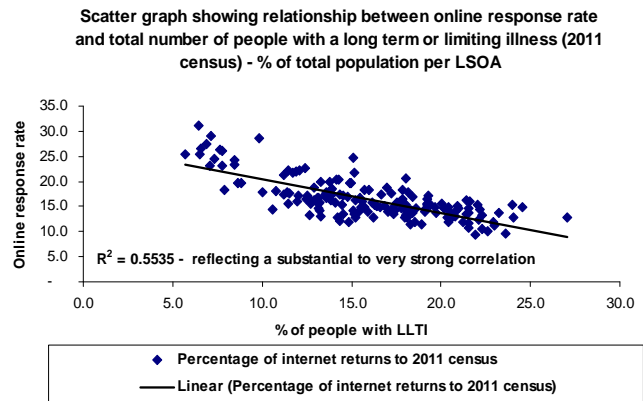
Figure 3.4a

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



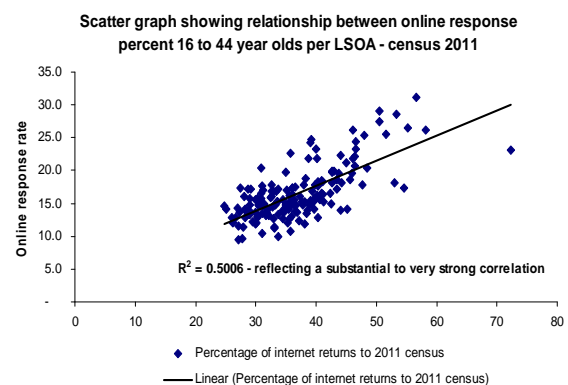
- Figure 3.4b shows that the second strongest relationship is between the household online response rate to the 2011 census and the percent of people with a limiting illness* per LSOA. It also shows there were higher online response rates where there were lower rates of limiting illness. It is likely however, that this correlation is also related to limiting illness and higher rates of 65 plus population, where limiting illness may be higher simply due to the age of the population – * Measured by census 2011 number of responses to - *People whose day-to-day activities are limited a lot and people whose day-to-day activities are limited a little*

Figure 3.4b



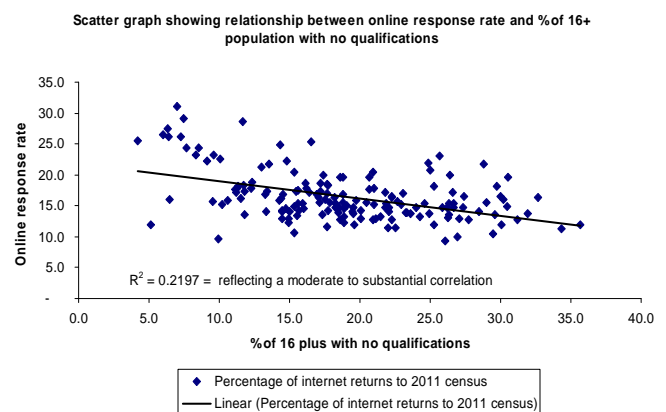
- Figure 3.4c shows that there is also a substantial to very strong relationship between the proportion of 16 to 44 year olds and the online response rate. 11 LSOAs in the top 10% of online responses also had the highest 10% of 16 to 44 year olds. Only one LSOA in the top 10% of online responses had a below district average (38%) of 16-44 year olds
- 12 LSOAs in the lowest 10% of online responses were in the lowest 20% of 16 to 44 population
- Only one LSOA in the bottom 10% of online responses met the district average for proportion of 16 to 44 year olds – all the rest were below the district average

Figure 3.4c



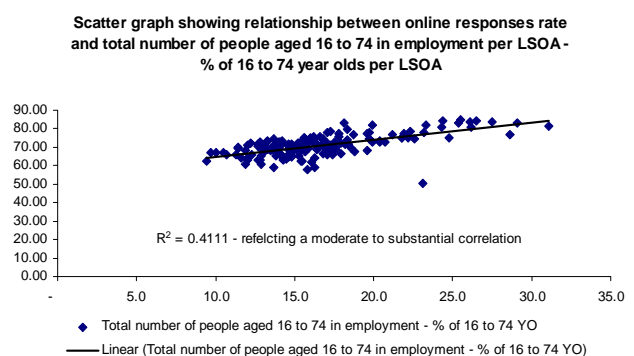
- Figure 3.4d shows there is a moderate to substantial relationship between the online response rate and proportion of 16 plus population with no qualifications
- all the LSOAs in the top 10% of online response rates had had considerably lower than district average (18.6%) population with no qualifications – with the exception of the aforementioned LSOA where UWE is located
- 14 LSOAs in the bottom 10% of online responses had above the district average (18.6%) of population with no qualifications

Figure 3.4d



- Figure 3.4e shows there is a moderate to substantial relationship between the online response rate and the proportion of people in employment
- All the LSOAs in the top 10% of online responses had above the district average rate (70.9%) of 16 to 74 year olds in employment – with the exception of the aforementioned LSOA where UWE is located
- All the LSOAs in the bottom 10% of online responses had considerably lower rates of employment and only four were in line with the district average

Figure 3.4e



- Figure 3.4f shows there is a moderate to substantial correlation between the online response rate and percent of the population over three years whose main language is not English.
- Most of the LSOAs in the top 20% of online responses had well above the district average for proportion of people over three years whose main language is not English
- only one LSOA in the top 20% of online responses was in the lowest 20% of LSOAs with proportion of people over three years whose main language is not English
- Nearly all the LSOAs in the bottom 20% of online responses had below the district average for proportion of people whose main language is not English
- For completeness, the following two graphs examine the age groups that have received little attention throughout this report – the reason being, there were not such strong correlations between the data unlike the other age categories
- However, they do highlight that: as the proportional populations of LSOAs increase in age, their likelihood to have higher online response rates decreases
- Figure 3.4g shows there is a low to moderate relationship between the online response rate and the proportion of 45 to 64 year olds
- The South Gloucestershire average 45 to 64 population is 25.9% based on the 2010 mid-year population estimates
- There were only two LSOAs ranked in the highest 20% of 45 to 64 year olds in the highest 10% of online response rates
- Figure 3.4h shows there is a moderate to substantial correlation between the online response rate and the proportion of 55 to 64 year olds
- there was only one LSOA in the top 10% of online responses that had above the district average (11.7%) for proportion of 55 to 64 year olds
- the lower online response rates showed less strong patterns with this age band and there were mixed rates but none of the LSOAs in the lowest 20% online response rate had the lowest 20% proportion of 55 to 64 year olds

Figure 3.4f

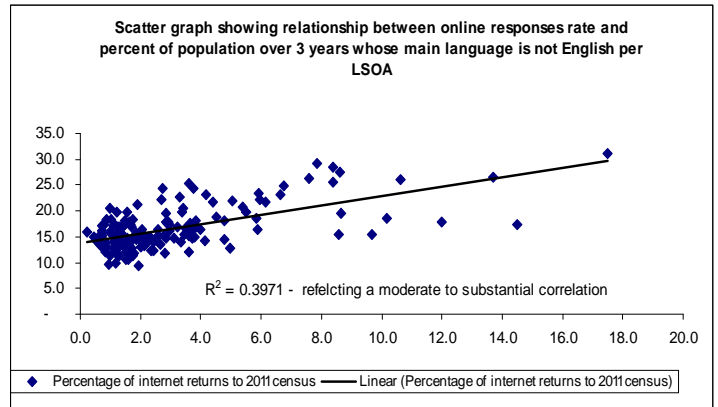


Figure 3.4g

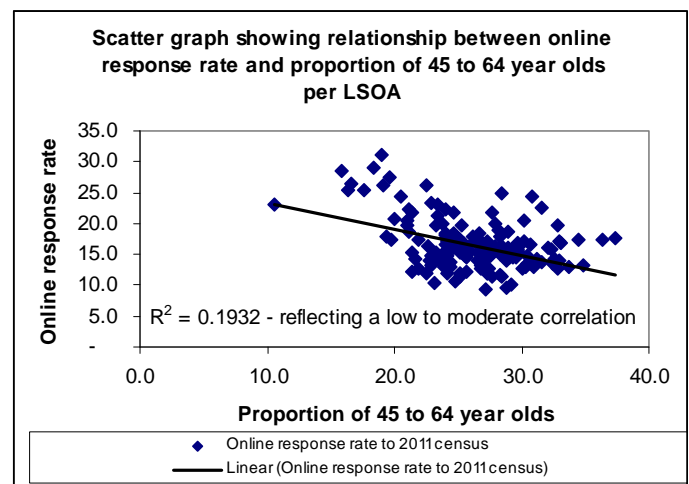
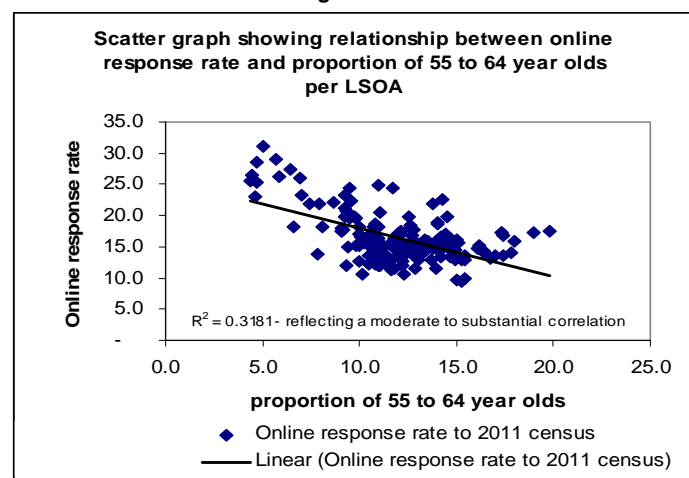


Figure 3.4h



Key out-of-work benefits and JSA claimant count data have been used as proxy indicators to show where areas of low income are located. Although this does not enable us to assess actual income and ability to afford home internet connection, it does identify low income areas which may be at greater risk of digital exclusion based on benefit claimant rates.

- There is not a strong correlation between the online response rate and the proportion of key out-of-work benefits claimants but, no LSOAs in the highest 20% of online responses had the highest 10% of Key out-of-work benefits claimants and, only one in the top 10% on online responses had above the South Gloucestershire average (7.5%). All the LSOAs in the top 10% of online responses were well below the national average (12%).
- Also, 11 out of the 19 LSOAs in the bottom 10% of online responses had above the South Gloucestershire average (7.5%) for Key out-of-work benefits claimants and seven were above the national average of 12%.
- There was no strong correlation between the JSA claimant rate and the online response rate. However, there was only one LSOA in top 20% of online responses that had one of the highest rates of JSA claimants (E01014924 – within Kingswood Priority Neighbourhood). Further investigation may be able to explain why this has occurred.
- Also, there was only one LSOA in the bottom 10% of online responses with one of the lowest rates of JSA claimants
- There is not a strong correlation between the indices of multiple deprivation and the online response rate

Section 4: Local data

This section of the report investigates the council's own locally administered data related to internet use. Analysis of data from the online consultation system (Inovem) and data provided by recent surveys show different patterns compared to the analysis of ONS data presented in section three. The use of the following data needs to be treated with caution but highlights localised examples and certain motivation / attitudes towards using the internet as a means of engagement with the council. It demonstrates web use, or lack of that may contradict the generalised trends shown in the previous section. It is suggested that greater interrogation of this data is undertaken to gain a better understanding of the initial findings set out in the following sub-sections.

Key findings:

- The broad sweep trends found in the census online response rate data and the accompanying indicators are sometimes contradicted by the local data
- Analysis of the locally administered data shows there are factors influencing motivation to use the internet
- There is a possible link between older people / people with higher level qualifications (who have access to the internet) being more likely to use the online consultation system than other residents
- Overall, the top 10% LSOAs in all four data sets had mixed age and social indicator profiles
- Overall, the bottom 10% in all four data sets had mixed age and social indicator profiles
- Further insights into motivation and attitudes may only be possible through other forms of primary research such as by focus groups

The findings are based on non-weighted data and varying methodologies to draw the sample bases and therefore, are not as robust/universal as the online response rate findings set out in the previous section. Certain anomalies could be explored further and in most cases explanations for these occurrences can be found.

The data sets looked at in this section are as follows:

- 4.1: The Inovem online full users list
- 4.2: The customer records management (or CRM) data base
- 4.3: The 2012 streetcare survey
- 4.4: The 2011 library users survey

4.1 Inovem users – full users list as registered on the online consultation system

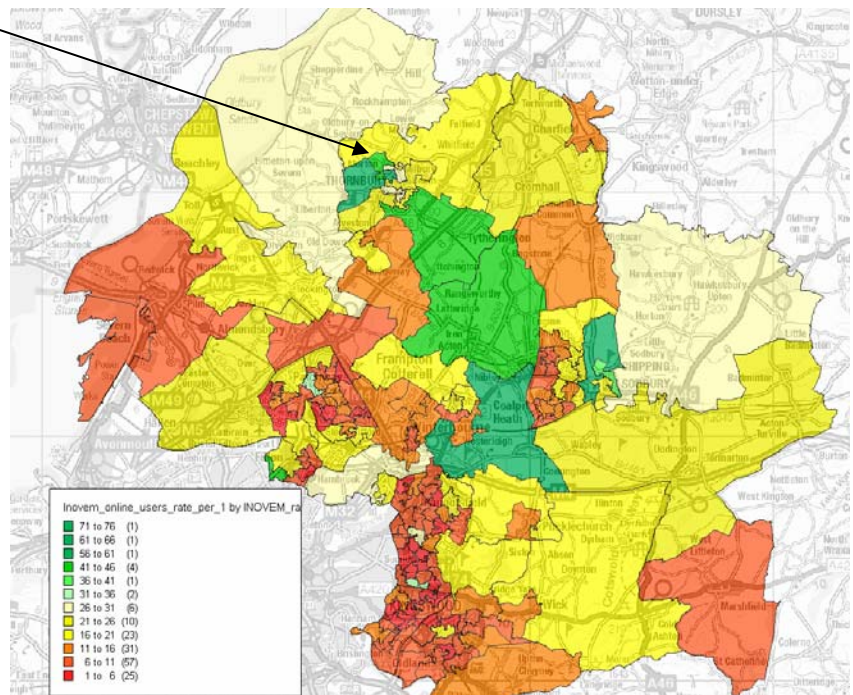
Inovem is the council’s online consultation system – there are 4867 ‘full users’ registered on the online system, 3860 of which left valid postcodes to assign an LSOA or ward via a look up. Potentially some membership is out of date, nevertheless, this data offers a valuable and alternative insight into residential digital engagement with the council. Table 4.1c shows the top and bottom 10% of full users registered on the online system by LSOA.

The full user list doesn’t appear to follow the district wide trends outlined in the previous section and there were no strong correlations between this data and the other indicators, other than a low to moderate correlation between the Inovem user rate and the proportion of 16 plus population with highest level qualifications of level 4 and above. This is in itself though is quite important as thus far, it is the only relationship established between all the local datasets and all the ONS datasets analysed in the previous section.

Figure (4.1a) shows that the green areas on the map are where the LSOAs with the highest rates of full users exist. The highest four and the sixth highest LSOA all contain South Gloucestershire Council offices (or their PO box postal addresses) and therefore the rates are disproportionately skewed by the number of council staff signed up to the system.

The fifth (E01014987 - Alexandra Way / Parkland Way area - Thornbury North) with 42.3 per 1,000 of the population (or 57 full users), is likely to be a true example of a residential community engaged with the online consultation system. This area borders a site allocated for housing in the South Gloucestershire Core Strategy and this may be the reason a number of local residents have been motivated to sign up to the system. This LSOA has a lower than average online response rate; a higher than average 65 plus population but a below average proportion of people with limiting illness, a much lower than average proportion of people with no qualifications, a much higher than average proportion of people with Level 4 qualifications, and a lower than average proportion of people on key out of work benefits.

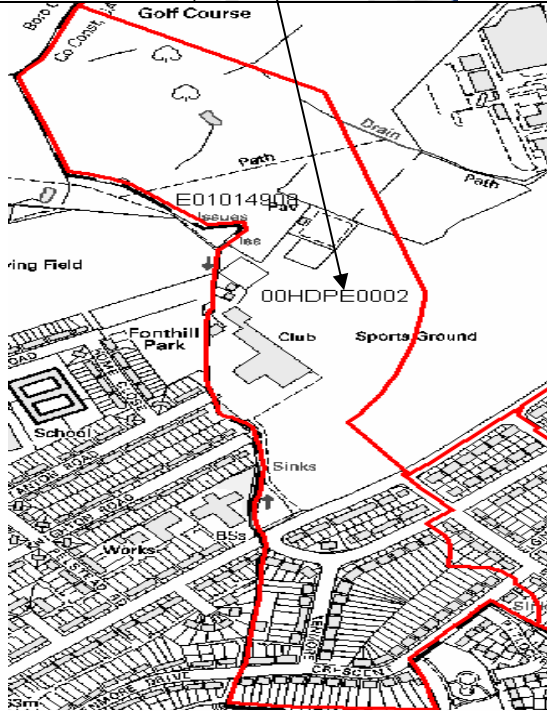
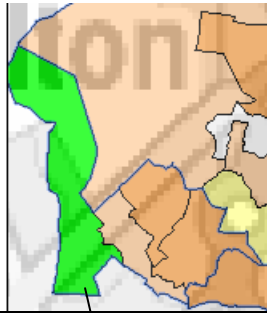
Figure 4.1a: map showing the Inovem full user list by rate per 1,000 population



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 Contains Royal Mail data © Royal Mail copyright and database right 2013.
 Contains National Statistics data © Crown copyright and database right 2013.

This highlights that the general trends outlined in section three need to be used with a degree of caution and all the indicators need to be considered other than just the census online response rate. It is possible that heads of household who are over 65 were never going to be inclined to complete the census form online because historically they have always filled it in on paper, however, for younger householders, it may be the first time they have complete it and therefore they may be more inclined to do this transaction online.

Figure 4.1b census output area in LSOA E01014908



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The seventh LSOA (E01014908 – within Filton priority neighbourhood - Braemar Avenue area) with a full user list of 54 is also likely to be a true example of a residential community engaged with the online consultation system. This LSOA has a roughly average profile against the indicator set in section three (other than a slightly above average online response rate). There are no distinguishing features that can explain why it may be more likely to be digitally engaged than other areas.

This particular example highlights the possible requirement for further research because analysis at lower geographies such as the smaller census output area will give a clearer indication as to where the concentrated pockets of online users are. This may not be necessary for the purposes of high level digital inclusion analysis but will be beneficial for a general understanding of customers' motivations for engaging (in this instance via online methods) with the council at more precise geographical levels. The example shown in the map on the left is LSOA E01014908 - where actually only one section of it – OAHDPPE0002 (Kenmore Crescent area) has a high concentration of full users at 11% of the 2001 census population.

Interestingly, the LSOA with the lowest online response rate (E01014947 - Bradley Stoke Central and Stoke Lodge - Patchway CofE Primary / Shellmor Ave area) was in the top 10% of full users on the system with 49 registered full users (or 34.8 per 1,000 population). Further drilling down would be necessary to explain this occurrence – on face value, it would appear the user list is not skewed by a large organisation and this is another example of a residential community engaged with the online consultation system. Why it is in complete contrast to the online response rate requires further investigation and caution must be applied when using this as evidence without further research into the reasons as to why this is. As with the Filton example, it is recommended that analysis at a lower level geography may explain this better.

Top 10% - general trends in Inovem full users list

- Generally, the top 10% of full users had much higher than district average 65 plus population – only four out of the 17 had below district averages
- Generally, there were much lower than average rates of 16 to 44 year olds in these LSOAs
- Eight out of the top 10% of LSOAs came into the top 10% of the other three local data sets
- Five of them however, fell into the bottom 10% rates of the other three local data sets

Bottom 10% - general trends in Inovem full users list

- Generally, the bottom 10% of LSOAs had around the district average rates of 65 plus population – none had the highest 10% of people aged 65 plus
- Generally, the bottom 10% had around the district average, or much higher rates of people aged 16-44 years

- Five out of the bottom 10% of LSOAs also fell into the bottom 10% of the other three local datasets

Overall - general trends in Inovem full users list

- The highest and lowest 10% of results had a mixed profile – some had high online response rates and some had low ones - their age profiles were mixed too.

Conclusion - for Inovem full user list

Three LSOA's in the bottom 10% were within Woodstock ward and three were in Kings Chase ward. There were five LSOAs within priority neighbourhoods in the bottom 10%, two of them border LSOAs within the same priority neighbourhoods that were in the top 10% of full users. These kind of juxtapositions need to be examined further.

In terms of the online consultation system, these findings loosely suggest that older people are more likely to be motivated to go online to engage with the council on a range of topics. This may be because they are galvanised by certain issues such as an interest in housing development or local highways and are then motivated to participate in consultation. The results show younger people are less likely to do this. It is also likely that populations with higher rates of people with higher level qualifications (level 4 and above) are probably more likely to want to engage in online consultation, and have access to the internet in order to do this.

Top 10%								Bottom 10%							
Ward	Landmark	LSOA	User count	INOVEM rate per 1,000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	user count	INOVEM rate per 1,000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Thornbury North	North Road / Eastland Avenue / Gloucester Road	E01014986	112	72.7	14.5	21.7	32.7	Longwell Green, Oldland Common	East of Long Beach Road area	E01014933	8	5.3	16.2	14.5	35.5
Chipping Sodbury	Barnhill Quarry / Wickwar Road area	E01014888	93	62.3	14.3	29.9	26.9	Hanham	Lower Hanham Road / Woodleyaze Drive / Victoria Road area	E01014915	8	5.3	13.5	17.6	38.5
Westerleigh	Westerleigh Village and surrounding rural area	E01014994	106	59.3	9.7	26.8	27.7	Kings Chase	Hopewell Hill - Landsdown Road	E01014923 Forming part of Kingswood PN	8	5.0	13.0	19.3	35.9
Frampton Cotterell, Ladden Brook	Rural area around Rangeworthy and Iron Acton	E01014929	88	43.0	12.9	18.9	30.3	Parkwall	Tower Road South area	E01014945	8	5.0	14.7	20.6	36.3
Thornbury North	Alexandra Way / Parkland Way area	E01014987	57	42.3	15.7	23.1	30.9	Bradley Stoke Central and Stoke Lodge, Bradley Stoke North	Ormonds Close area	E01014876	9	4.9	26.5	4.0	55.2
Thornbury South and Alveston, Ladden Brook	Rural area surrounding Tytherington	E01014993	64	42.3	16.5	16.3	30.9	Staple Hill	Narrow Lane / Gloucester Road / Teewell Avenue area	E01014973 Forming part of Staple Hill PN	7	4.8	10.7	20.4	35.8

Table 4.1c: Inovem – full users list as registered on the online consultation system – rate per 1,000 population															
Top 10%								Bottom 10%							
Ward	Landmark	LSOA	User count	INOVEM rate per 1,000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	user count	INOVEM rate per 1,000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Filton	Braemar Avenue area	E01014908 Forming part of Filton PN	54	41.1	18.8	18.3	38.3	Stoke Gifford	Gipsy Patch Lane / Kingsway area	E01014984	7	4.7	17.4	17.5	36.1
Chipping Sodbury	St Johns Way area	E01014887	57	38.6	17.3	18.6	27.5	Parkwall	Craven Way / Barrs Court Road area	E01014944	8	4.4	18.3	8.8	41.1
Bradley Stoke Central and Stoke Lodge	Patchway CofE Primary / Shellmor Ave area	E01014947	49	34.8	9.4	31.3	27.1	Filton	Mid Filton Avenue / Mortimer Road area	E01014907 Forming part of Filton PN	7	4.3	17.9	16.7	47.7
Kings Chase	Area north of High Street around the Council Offices	E01014927 Forming part of Kingswood PN	46	31.3	14.9	25.3	39.2	Emersons Green, Rodway	Beaufort Road area	E01014968	7	4.3	12.7	24.6	34.5
Staple Hill	Page Park area	E01014974	46	29.9	13.3	20.5	33.8	Woodstock, Hanham	Footshill Road area	E01015003	7	4.1	14.0	19.9	34.5
Severn	Rural Area surrounding Oldbury on Severn	E01014962	53	29.7	14.0	23.7	28.2	Kings Chase	Grace Drive / Walnut Crescent area	E01014928 Forming part of Kingswood PN	6	4.0	12.0	24.0	35.3
Thornbury North	Primrose Drive / Squires Leaze area	E01014985	42	29.5	17.6	16.4	31.1	Woodstock	Orchard Vale / Fairview Road area	E01015008	6	3.6	14.7	21.1	37.7
Cotswold Edge	Rural area surrounding Horton / Hawkesbury Upton	E01014890	56	27.6	12.8	19.5	28.2	Kings Chase	Southey Playing Field / Spring Hill area	E01014922	5	3.6	15.2	17.4	38.1
Thornbury North, Thornbury South and Alveston	St Davids Road / Knapp Road / Sibland Road area	E01014990	40	26.6	14.2	26.1	28.3	Staple Hill	Upper Soundwell - Kingswood Leisure centre area	E01014976 Forming part of Staple Hill PN	5	3.4	13.9	14.7	44.0
Frenchay and Stoke Park, Winterbourne	Hambrook / Stoke Park area	E01014997	118	26.2	23.1	5.6	72.3	Woodstock	Grimsbury Road / Baden Road	E01015002	5	3.2	16.3	12.7	41.1
Emersons Green	Emersons Way / Guest Avenue area	E01014967	57	25.8	23.2	10.7	40.1	Rodway	Yew Tree Drive area	E01014956	*	1.3	11.4	22.4	33.1

4.2 Percent of web transactions on CRM system (data extract from September 2011 to September 2012) per occupied household.

Firstly, caution needs to be used with the following data because the complete base data was not supplied and therefore, it has not been possible to interrogate areas with high/low rates to identify any particular reasons these may have occurred. For example, it is highly likely this data set contains multiple transactions per household but this can't be verified given the incomplete data supplied.

There were no strong correlations identified between the CRM data and the ONS data examined in section three.

Top 10% - general trends in web transactions on CRM system

The map on the next page (figure 4.2a) shows where the higher rates (green areas) are located throughout the district. The top four LSOAs with the highest proportion of transactions per occupied household fell within the wards of Yate Central / Dodington, Patchway, Frenchay and Stoke Park / Winterbourne, and, Frampton Cotterell. These were all in areas where new housing developments have taken place. This is highly likely to be the reason for the high rates of web transactions per household because all new households would need to make various and multiple transactions to register for council services. This means the data is potentially disproportionately skewed and further interrogation would be necessary to get a true spatial understanding of customers' online transactional behaviour.

Two of the top 10% were in Kingswood priority neighbourhood but it borders another LSOA in the bottom 10% that is also within the same priority neighbourhood.

As the table below shows, the profile of the population for the top 10% is mixed: there are some with higher online response rates and some with well below the average for the district, and, there are some with younger populations and some with well above the district average for 65 plus population. Therefore greater interrogation is needed to understand the motivation behind the use of the CRM web system.

- Generally the LSOAs with top 10% of online CRM transactions had lower than district average online response rates (10 out of 17)
- Generally, there were slightly more LSOAs with higher than district average for 65 plus population (9 out of 17)
- Generally, there were slightly more LSOAs with lower than average rates of 16 to 44 year olds (9 out of 17)
- Six LSOAs out of the top 10% also fell into the top 10% of the other three local data sets
- Five of them however, fell into the bottom 10% of the other local data sets – most notably there were four LSOAs in the top 10% that had the lowest rates for users of IT facilities in libraries

Bottom 10% - general trends in web transactions on CRM system

As the table shows (figure 4.2b), the indicator profile in terms of online response rate and age groupings for the bottom 10% is mixed:

- Generally, there were more LSOAs with online response rates below the district average (13 out of 16) and none were in the top 10% of the online response rates
- Generally, there were more LSOAs with higher than district average for 65 plus population (11 out of 16)
- Generally, there were more LSOAs with lower than average rates of 16 to 44 year olds (10 out of 16 - nine of which were in the lowest 20% for the district)
- Half of the bottom 10% also fell into the bottom 10% of the other three local data sets

Overall - general trends in web transactions on CRM system

Overall, the highest and lowest 10% of results had mixed profiles against the indicators in section three – some had high online response rates and some had low ones and their age profiles were mixed too. It is advised that any future work is based on a fresh and more complete data set drawn from the CRM system. This could supplement the findings in this section and those in section three. Potentially this is the largest and most comprehensive base data that would provide a valuable insight into areas that are digitally active and those that are excluded.

Figure 4.2a – map showing the rate of online CRM transactions per household

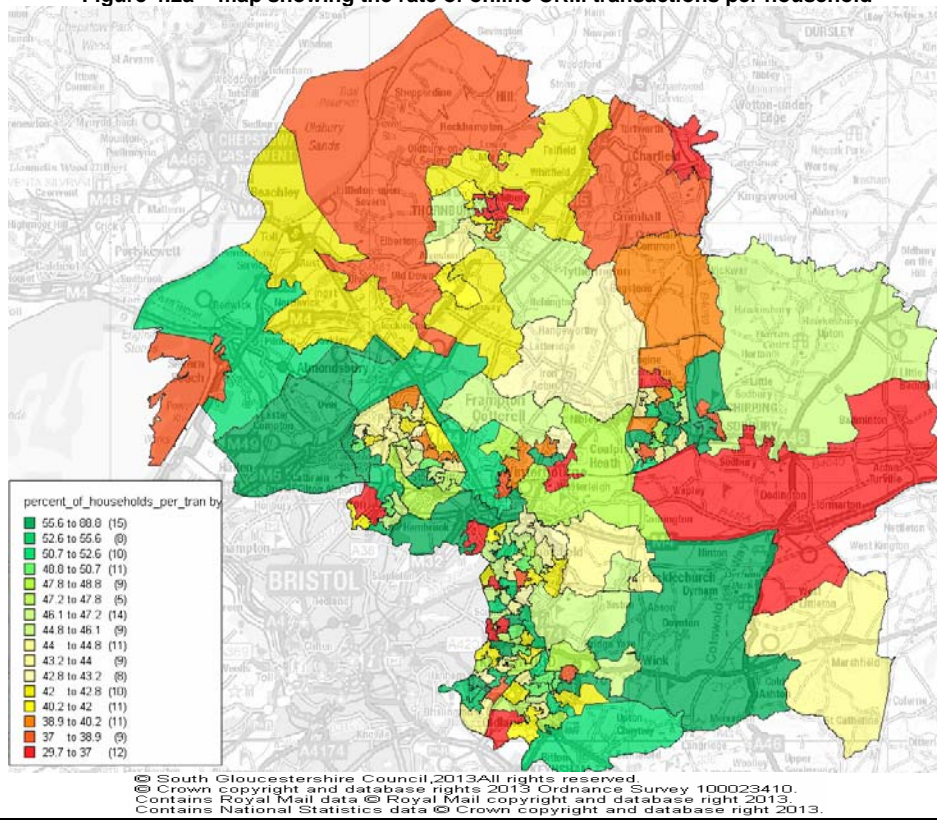


Table 4.2b: Percent of web transactions on CRM system (data extract from September 2011 to September 2012) per occupied household

Top 10%							Bottom 10%								
Ward	Landmark	LSOA	Total number of transactions per LSOA	% of CRM transactions per occupied household	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	Total number of transactions per LSOA	% of CRM transactions per occupied household	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Yate Central, Dodington	Scott Way area	E01015012	467	88.8	12.8	26.0	26.0	Rodway	Burley Grove / Gerrish Avenue area	E01014961	252	37.7	14.8	16.9	33.3
Patchway	Sycamore Drive area	E01014949	451	82.9	18.7	9.5	43.5	Severn	Rural Area surrounding Oldbury on Severn	E01014962	251	37.7	14.0	23.7	28.2
Frenchay and Stoke Park, Winterbourne	Hambrook / Stoke Park area	E01014997	900	78.9	23.1	5.6	72.3	Dodington	Area between Culverhill and Rodford Schools	E01014892 Forming part of Yate PN	255	37.6	14.2	10.1	45.2
Frampton Cotterell	Nightingale Close / Ridings Road / Oldlands Avenue Area	E01014914	489	76.5	17.1	15.9	33.8	Piling and Severn Beach	Severn Beach area	E01014954	259	37.0	14.7	16.7	36.8
Hanham	Martins Road / Ansteys Road area	E01014916	507	74.0	13.9	18.9	38.5	Kings Chase	Southey Playing Field / Spring Hill area	E01014922	202	36.9	15.2	17.4	38.1
Chipping Sodbury	Barnhill Quarry / Wickwar Road area	E01014888	399	64.6	14.3	29.9	26.9	Longwell Green	Court Farm Road / Pearsall Road area	E01014934	185	36.9	13.9	25.4	28.9
Woodstock	Holy Trinity Church / Orchard Road / Cecil Road area	E01015007 Forming part of Kingswood PN	507	63.9	15.4	17.4	39.0	Westerleigh	Area surrounding The Manor CE Primary School	E01014995	252	36.6	13.6	26.6	27.4

Table 4.2b: Percent of web transactions on CRM system (data extract from September 2011 to September 2012) per occupied household

Top 10%								Bottom 10%							
Ward	Landmark	LSOA	Total number of transactions per LSOA	% of CRM transactions per occupied household	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	Total number of transactions per LSOA	% of CRM transactions per occupied household	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Almondsbury, Patchway	Easter Compton / Cribbs Causeway / Hallen area	E01014861	453	60.6	16.8	19.1	33.5	Thornbury North, Thornbury South and Alveston	Thornbury Hospital / Knapp Road area	E01014988	197	36.3	14.8	23.8	30.5
Rodway, Kings Chase	New Cheltenham - Lees Hill / Frys Hill / High View Road area	E01014958 Forming part of Kingswood PN	284	58.8	14.1	15.3	39.7	Kings Chase	Downend Road / Worcester Road / Kingsholme Road area	E01014924 Forming part of Kingswood PN	287	36.2	20.7	15.5	46.4
Yate Central, Yate North	Shopping Centre - Church Road / Station Road area	E01015017	336	57.4	15.2	21.8	33.5	Charfield	New Street / Wootton Road area	E01014885	258	36.0	14.3	14.8	31.7
Yate Central, Dodington	Brookthorpe / Longford / Woodmancothe area	E01015010	296	56.2	14.8	15.6	38.9	Thornbury North	Primrose Drive / Squires Leaze area	E01014985	223	34.8	17.6	16.4	31.1
Boyd Valley	Doynton / Dyrham rural area	E01014870	354	55.7	13.0	17.8	30.3	Filton	Filton Roundabout / Charborough Road area	E01014906 Forming part of Filton PN	257	34.6	15.4	22.4	39.7
Oldland Common	Millers Drive area	E01014940	279	55.7	17.3	10.0	36.1	Westerleigh, Cotswold Edge	Tormarton and surrounding rural area	E01014891	236	34.3	13.2	18.1	31.7
Stoke Gifford	Mead Park / St Michaels CofE Primary School area	E01014979	371	55.6	21.8	12.6	38.7	Staple Hill	Pendennis Road area	E01014977 Forming part of Staple Hill PN	224	32.2	12.9	19.3	40.3
Chipping Sodbury	Woodmans Close / Kingrove Crescent area	E01014886	465	55.6	10.5	25.8	31.0	Yate North	Brimsham Green School area	E01015015	183	31.8	19.9	11.1	43.0
Rodway	Area surrounding Deers Wood Primary School	E01014957	281	55.2	15.2	20.9	35.5	Frenchay and Stoke Park, Winterbourne	Frenchay Hospital / Beckspool Road area	E01014996	208	29.8	16.1	27.7	28.1
Filton	Filton College area	E01014910	337	54.2	19.6	15.5	46.0								

4.3 Rate of web response to 2012 streetcare survey per 1,000 of the population

Firstly, caution needs to be used when using this data as robust evidence in order to inform strategy. It is based on a low number of cases (c800) and therefore should not be used as a strong indicator but it does provide an insight into what is taking place locally and it provides an alternative picture to the district wide online response rate trends. There were 795 web responses to the streetcare survey, however, 30.6% of responses did not provide a valid postcode. Therefore, the table and map (figures 4.3 b and 4.3 d) are calculated on a base of 552 (responses allocated to an LSOA). Unlike the census online response rate, the top 10% of responses to this survey were less concentrated in a distinctive area.

As table 4.3a shows, just over 60% of respondents were 46 years and over - there was a peak between the ages of 46 to 65 years in terms of overall percentage of online respondents, which reduces over the age of 66.

Table 4.3a: Online responses to streetcare survey broken down by age		* - denotes below 5 and anonymised
Age	Total	% Total
16 to 25 years old	11	1.4
26 to 35 years old	89	11.2
36 to 45 years old	161	20.3
46 to 55 years old	186	23.4
56 to 65 years old	180	22.6
66 to 75 years old	112	14.1
Over 75 years old	24	3.0
Prefer not to say	19	2.4
Under 16 years old (blank)	*	0.3
	11	1.4
Grand Total	795	100%

There was also a question asked about how respondents want to be kept informed – see map and table (Figure 4.3c and 4.3e respectively) for the results of the high and low rates for the LSOAs where residents want to be kept informed by digital means:

- **In response the question - How would you like to receive information about our services?**
 - A total of 769 respondents (68.2% of all responses) requested they want to receive information about our services by digital means (not necessarily exclusively from other methods such as information leaflets) but also by either one or a combination of the following methods: Council website (392), E-mail (485), Social media e.g. Facebook or Twitter (19)
 - 547 of those left a valid postcode, the location of whom are identified by rate per 1,000 population in map 4.3c
- **90 (or 27.1%) of those who responded by paper** requested they want to receive information about our services by either one or a combination of the following methods: Council website, E-mail, Social media e.g. Facebook or Twitter (not necessarily exclusively)
- **679 (or 85.4%) of those who responded online** requested they want to receive information about our services by either one or a combination of the following methods: Council website, E-mail, Social media e.g. Facebook or Twitter (not necessarily exclusively)

Top 10% of overall responses to streetcare survey

- Three LSOAs within the top 10% of web responses were LSOAs within the Filton priority neighbourhood – further investigation needs to undertaken to assess why this occurred
- Generally, the top 10% of LSOAs had higher than average online response rates (10 out of 17) but none had the top 10% of online response rates
- Generally, the top 10% of responses had higher than the district average 65 plus population – (12 out of 17)
- Generally, there were lower much lower than average district rates of 16 to 44 year olds in these LSOAs – 11 out of the 17 were in the lowest 20% of 16 to 44 year olds
- 13 out of the top 10% of LSOAs also came into the top 10% of the other three local data sets
- Seven of them however, fell into the bottom 10% rates of the other three local data sets

Bottom 10% of overall responses to streetcare survey

- Interestingly, the LSOA with the highest census online response rate (E01014875) was in the lowest 10% of online responses to the streetcare survey with zero responses
- Generally the bottom 10% of LSOAs had lower than average census online response rates (11 out of the 17)

Figure 4.3b
Web responses to 2012 streetcare survey with a base of 552 – rate per 1,000 population

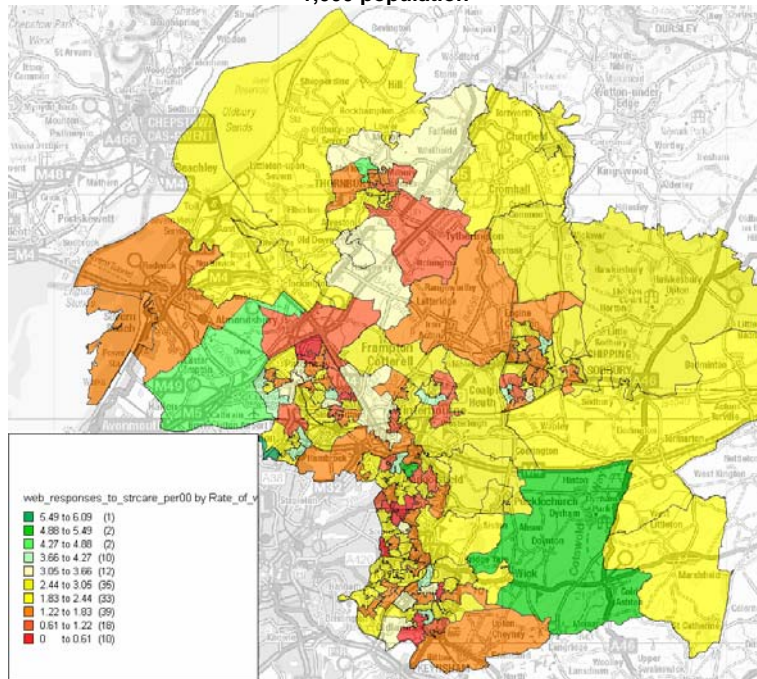
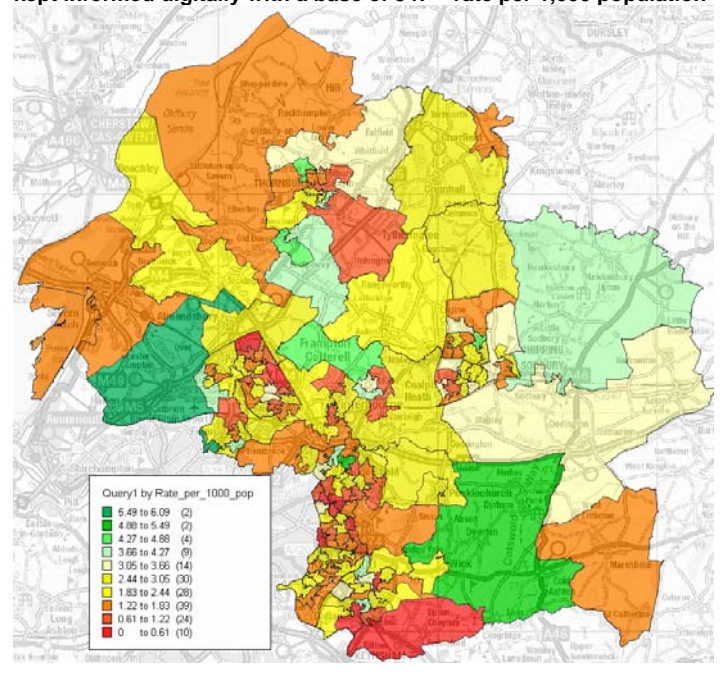


Figure 4.3c
Proportion of respondents to 2012 streetcare survey who want to be kept informed digitally with a base of 547 – rate per 1,000 population



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4.3d Top and bottom 10% LSOA's by rate of web response to 2012 streetcare survey per 1,000 of the population

Top 10%							Bottom 10%* - denotes below 5 and anonymised								
Ward	Landmark	LSOA	Count of web response by LSOA	Rate of web responses to streetcare per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	Count of web response by LSOA	Rate of web responses to streetcare per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Filton	Braemar Avenue area	E01014908 Forming part of Filton PN	8	6.1	18.8	18.3	38.3	Downend	Bromley Heath area	E01014902	*	0.7	12.2	23.6	29.6
Emersons Green	Westbourne Road / Bridgeleap Road area	E01014965	7	5.2	15.6	23.8	29.9	Filton	Filton College area	E01014910	*	0.7	19.6	15.5	46.0
Boyd Valley	Doynton / Dyrham rural area	E01014870	8	5.0	13.0	17.8	30.3	Thornbury North, Thornbury South and Alveston	Thornbury Hospital / Knapp Road area	E01014988	*	0.7	14.8	23.8	30.5
Almondsbury, Patchway	Easter Compton / Cribbs Causeway / Hallen area	E01014861	9	4.9	16.8	19.1	33.5	Thornbury South and Alveston, Ladden Brook	Rural area surrounding Tytherington	E01014993	*	0.7	16.5	16.3	30.9
Thornbury North	Alexandra Way / Parkland Way area	E01014987	6	4.5	15.7	23.1	30.9	Downend	Overhill Road / Lincombe Road area	E01014900	*	0.7	14.6	18.3	35.8
Frampton Cotterell	Nightingale Close / Ridings Road / Oldlands Avenue Area	E01014914	7	4.2	17.1	15.9	33.8	Rodway	St James Street / Elmleigh Road area	E01014960	*	0.7	15.3	18.5	37.6
Filton	Conygre Grove / Bude Road / Holmdale road area	E01014904 Forming part of Filton PN	6	4.2	15.5	19.1	40.7	Emersons Green, Rodway	Beaufort Road area	E01014968	*	0.6	12.7	24.6	34.5
Parkwall	Tower Lane / Lintern Crescent / Kenmore Close area	E01014943	7	4.1	18.1	4.9	53.1	Longwell Green	Willsbridge / Cleeve Wood area	E01014932	*	0.6	14.8	22.5	33.2

4.3d Top and bottom 10% LSOA's by rate of web response to 2012 streetcare survey per 1,000 of the population

Top 10%								Bottom 10% * - denotes below 5 and anonymised							
Ward	Landmark	LSOA	Count of web response by LSOA	Rate of web responses to streetcare per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	Count of web response by LSOA	Rate of web responses to streetcare per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Yate North	Somerset Avenue / Cornwall Crescent area	E01015016	5	4.1	17.2	17.5	29.3	Bradley Stoke North	Ash Ridge Road / Eagles Wood Business Park area	E01014879	*	0.6	24.8	15.0	39.3
Longwell Green, Oldland Common	East of Long Beach Road area	E01014933	6	4.0	16.2	14.5	35.5	Kings Chase	Downend Road / Worcester Road / Kingsholme Road area	E01014924 Forming part of Kingswood PN	*	0.5	20.7	15.5	46.4
Downend	Area surrounding Bromley Heath Infants & Junior School	E01014901	8	4.0	16.8	19.1	32.6	Staple Hill	Page Park area	E01014974	*	0.0	13.3	20.5	33.8
Bradley Stoke South	Sherbourne's Brake / Sherbourne Avenue / Meadow Way area	E01014883	5	3.9	22.3	10.2	44.1	Oldland Common	Area between Warmley CofE Primary and Warmley Tower	E01014939	*	0.0	18.4	9.0	41.0
Dodington	Rodborough Road / Chedworth Road / Brockworth Road area	E01014893	6	3.9	18.3	13.7	40.4	Staple Hill	Narrow Lane / Gloucester Road / Teewell Avenue area	E01014973 Forming part of Staple Hill PN	*	0.0	10.7	20.4	35.8
Patchway	Sycamore Drive area	E01014949	5	3.7	18.7	9.5	43.5	Bradley Stoke Central and Stoke Lodge, Bradley Stoke North	Oaktree Crescent area	E01014875	*	0.0	31.1	3.7	56.6
Filton	Mid Filton Avenue / Mortimer Road area	E01014907 Forming part of Filton PN	6	3.7	17.9	16.7	47.7	Bradley Stoke South	Great Meadow Road / Palmers Leaze area	E01014872	*	0.0	26.1	2.2	58.3
Bradley Stoke Central and Stoke Lodge	Patchway CofE Primary / Shellmor Ave area	E01014947	5	3.6	9.4	31.3	27.1	Rodway	Burley Grove / Gerrish Avenue area	E01014961	*	0.0	14.8	16.9	33.3
Patchway, Bradley Stoke Central and Stoke Lodge	Area near Patchway roundabout including Amberley road	E01014952	6	3.5	16.4	20.7	36.1	Staple Hill	Pendennis Road area	E01014977 Forming part of Staple Hill PN	*	0.0	12.9	19.3	40.3
Thornbury South and Alveston	Area surrounding St Helens CofE Primary School to Alveston Down	E01014863	5	3.5	11.6	32.6	27.2								

4.3e Top and bottom 10% LSOA's by rate of respondents to 2012 streetcare survey who want to be kept informed digitally to per 1,000 of the population

Top 10%								Bottom 10% * denotes 0-4 and anonymised							
Ward	Landmark	LSOA	Count of requests by LSOA	Rate per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	Count of requests by LSOA	Rate per 1000 pop	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Filton	Braemar Avenue area	E01014908 Forming part of Filton PN	8	6.1	18.8	18.3	38.3	Kings Chase	Southey Playing Field / Spring Hill area	E01014922	*	0.7	15.2	17.4	38.1
Almondsbury, Patchway	Easter Compton / Cribbs Causeway / Hallen area	E01014861	11	5.9	16.8	19.1	33.5	Filton	Filton College area	E01014910	*	0.7	19.6	15.5	46.0
Emersons Green	Westbourne Road / Bridgeleap Road area	E01014965	7	5.2	15.6	23.8	29.9	Thornbury North, Thornbury South and Alveston	Thornbury Hospital / Knapp Road area	E01014988	*	0.7	14.8	23.8	30.5
Boyd Valley	Doynton / Dyrham rural area	E01014870	8	5.0	13.0	17.8	30.3	Bradley Stoke South	Great Meadow Road / Palmers Leaze area	E01014872	*	0.7	26.1	2.2	58.3
Yate North	Somerset Avenue / Cornwall Crescent area	E01015016	6	4.9	17.2	17.5	29.3	Thornbury South and Alveston, Ladden Brook	Rural area surrounding Tytherington	E01014993	*	0.7	16.5	16.3	30.9
Thornbury South and Alveston	Area surrounding St Helens CoFE Primary School to Alveston Down	E01014863	7	4.9	11.6	32.6	27.2	Downend	Overhill Road / Lincombe Road area	E01014900	*	0.7	14.6	18.3	35.8
Thornbury North	Alexandra Way / Parkland Way area	E01014987	6	4.5	15.7	23.1	30.9	Rodway	St James Street / Elmleigh Road area	E01014960	*	0.7	15.3	18.5	37.6
Frampton Cotterell	Junction of Bristol Road / Perrinpit Road area	E01014911	6	4.3	14.6	28.1	24.8	Winterbourne	Area surrounding Silverhill School	E01014998	*	0.6	12.0	29.9	26.1
Frampton Cotterell	Nightingale Close / Ridings Road / Oldlands Avenue Area	E01014914	7	4.2	17.1	15.9	33.8	Rodway	Burley Grove / Gerrish Avenue area	E01014961	*	0.6	14.8	16.9	33.3
Parkwall	Tower Lane / Lintern Crescent / Kenmore Close area	E01014943	7	4.1	18.1	4.9	53.1	Stoke Gifford	Area north of Little Stoke Park inc. Wrington Close	E01014982	*	0.6	16.2	11.5	40.1
Longwell Green, Oldland Common	East of Long Beach Road area	E01014933	6	4.0	16.2	14.5	35.5	Emersons Green, Rodway	Beaufort Road area	E01014968	*	0.6	12.7	24.6	34.5
Downend	Area surrounding Bromley Heath Infants & Junior School	E01014901	8	4.0	16.8	19.1	32.6	Siston & Kings chase, rodway	Area around Kingsfield School	E01014925 Forming part of Kingswood PN	*	0.6	13.6	19.4	36.9
Thornbury South and Alveston	Alveston / Rudgeyway / Earthcott Green area	E01014864	6	4.0	14.1	27.7	25.1	Bitton	Rural area around Bitton and Upton Cheyney	E01014865	*	0.6	15.9	17.8	32.5
Cotswold Edge	Rural area surrounding Horton / Hawkesbury Upton	E01014890	8	3.9	12.8	19.5	28.2	Kings Chase	Downend Road / Worcester Road / Kingsholme Road area	E01014924 Forming part of Kingswood PN	*	0.5	20.7	15.5	46.4

Thornbury South and Alveston	Avon Way / Malvern Drive area	E01014992	6	3.9	16.8	13.9	32.9	Bradley Stoke South, Bradley Stoke Central and Stoke Lodge	Webbs Wood / Savages Wood area	E01014881	*	0.5	25.5	2.7	51.6
Patchway	Sycamore Drive area	E01014949	5	3.7	18.7	9.5	43.5	Bradley Stoke North	Ash Ridge Road / Eagles Wood Business Park area	E01014879	*	0.0	24.8	15.0	39.3
Filton	Mid Filton Avenue / Mortimer Road area	E01014907 Forming part of Filton PN	6	3.7	17.9	16.7	47.7	Oldland Common	Area between Warmley CofE Primary and Warmley Tower	E01014939	*	0.0	18.4	9.0	41.0
								Rodway	Area surrounding Deers Wood Primary School	E01014957	*	0.0	15.2	20.9	35.5
								Longwell Green	Willsbridge / Cleeve Wood area	E01014932	*	0.0	14.8	22.5	33.2
								Staple Hill	Page Park area	E01014974	*	0.0	13.3	20.5	33.8
								Staple Hill	Pendennis Road area	E01014977 Forming part of Staple Hill PN	*	0.0	12.9	19.3	40.3
								Staple Hill	Narrow Lane / Gloucester Road / Teewell Avenue area	E01014973 Forming part of Staple Hill PN	*	0.0	10.7	20.4	35.8

4.4 Library users survey 2011

Section 4.4 is broken into two parts – the overall library users survey findings and then analysis of a group of users who responded to a specific question about IT facilities.

High level results of library users overall:

The 2011 library user survey highlights trends about awareness of free internet access in libraries:

<p>Users of the following libraries were most aware of the free internet access</p> <ul style="list-style-type: none"> Bradley Stoke 91% Cadbury Heath 92% Emersons Green 92% 	<p>Users of the following libraries were least aware of the free internet access</p> <ul style="list-style-type: none"> Mobile Library 71% Thornbury 85% Hanham 86%
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There is a link between awareness of free internet access and age, with awareness highest amongst younger users (under 55 over 90% of users are aware) and lowest amongst older users (Over 55 awareness decreases to 75%).

Library users from non white British backgrounds are more aware of free internet access in libraries than white British people - see table 4.4a below:

Table 4.4a – Ethnicity and awareness of free internet access in libraries	Aware of free internet access * - denotes below 5 and anonymised	
	Base	% of awareness per ethnic group
Arab	*	100%
Asian/Asian British - Bangladeshi	*	50%
Asian/Asian British - Chinese	25	92%
Asian/Asian British - Indian	26	92%
Asian/Asian British - Other	38	97%

Table 4.4a – Ethnicity and awareness of free internet access in libraries	Aware of free internet access	
	* - denotes below 5 and anonymised	
Asian/Asian British - Pakistani	6	67%
Black/African/Caribbean/Black British - African	14	93%
Black/African/Caribbean/Black British - Caribbean	7	100%
Black/African/Caribbean/Black British - Other	7	100%
Mixed/multiple ethnic group - Other	*	100%
Mixed/multiple ethnic group - White & Asian	*	100%
Mixed/multiple ethnic group - White & Black African	5	100%
Mixed/multiple ethnic group - White & Black Caribbean	7	100%
Prefer not to say	26	88%
White - English/Welsh/Scottish/Northern Irish/British	2,783	88%
White - Other	48	88%
White Irish	14	93%
(blank)	940	86%
Grand Total	3,956	88%

Students and unemployed library users are the most aware of free internet access in libraries.

Use of library computers overall

Users from the following libraries were more likely to use library computers

- Kingswood
- Emersons Green
- Patchway

Users from the following libraries were least likely to use library computers

- Mobile Library
- Winterbourne
- Chipping Sodbury

Figure 4.4b shows a break down of the how the library computers have helped people - the most common reasons were with work (39%), study (43%) and leisure (51%).

Half of all library users aged between 16 and 45 said they used library computers for work. Two thirds of library users aged under 25 used library computers to study.

Library users from non white British backgrounds used library computers for work and study more than other library users.

Library users who told us that they were permanently sick or disabled used library computers more for online shopping and family/relationships than other computer users.

Figure 4.4b - Count of - How would you rate IT/computer facilities at the library?											
Library	Total count	Gender		If you have used the library computers have they helped you with any of the following?							
		F	M	Work	Study	House & home	Health	Leisure	Family & relationships	Online shopping	Finding a job
Bradley Stoke	309	187	101	64	77	38	29	72	29	23	32
Cadbury Heath	112	66	34	24	29	15	10	28	16	12	17
Chipping Sodbury	37	25	10	*	5	7	±	6	±	±	±
Downend	266	145	99	50	54	48	24	70	23	34	27
Emersons Green	286	165	104	57	69	47	17	74	31	26	18
Filton	264	151	85	61	52	45	30	66	36	28	42
Hanham	280	176	86	38	43	36	18	61	35	22	20
Kingswood	287	146	113	71	64	53	34	84	39	37	55
Mobile Library	23	15	7	±	±	±	±	±	±	±	±
Patchway	109	52	38	30	29	19	14	29	10	18	16
Staple Hill	264	141	89	49	48	39	17	61	27	31	24
Thornbury	292	163	107	36	53	42	17	66	32	27	18
Winterbourne	135	83	47	15	21	9	±	22	13	±	8
Yate	265	161	88	45	59	41	22	57	21	19	25
Grand Total	2929	1676	1008	546	604	439	238	697	314	284	305
Percent of total no of respondents who rated IT facilities		57.2	34.4	18.6	20.6	15.0	8.1	23.8	10.7	9.7	10.4

Analysis of library users: top and bottom 10% by LSOA by overall number of respondents who rated the IT facilities (rate per 1,000 of population) – a proxy indicator for digital determination

This section looks specifically at a group of respondents to the library users survey by their postcode provided. These respondents rated the IT/computer facilities at the library (from very good to poor) and therefore the base is used a proxy indicator for those who are likely to have accessed the internet there.

Top 10% of respondents who rated the IT facilities

- Generally, the top 10% of this group of library users had lower than average census online response rates - (11 out of 18)
- Generally, the top 10% of respondents had lower than the district average 65 plus population - (13 out of 18)
- Generally, there were lower than average rates of 16 to 44 year olds in these LSOAs
- Eight out of the top 10% of LSOAs also came into the top 10% of the other three local data sets
- Generally, there were more LSOAs in the top 20% with higher than average proportion of working age people claiming key-out-of-work benefits (21 out of the 34)
- Five of the top 10% were LSOAs within priority neighbourhoods – this may suggest areas where there are higher concentrations of people on lower incomes, they are possibly accessing IT facilities via the libraries

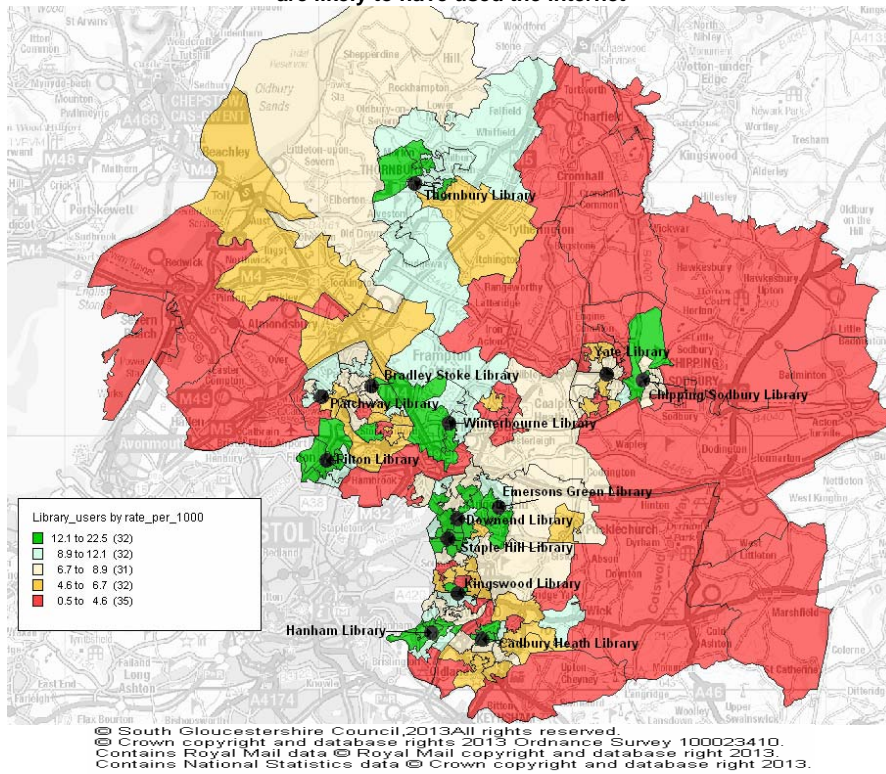
Bottom 10% of respondents who rated the IT facilities

- Generally, the bottom 10% of this group of library users had lower than average census online response rates - (10 out of 18)
- Generally, the bottom 10% of LSOAs had lower than district average rates of 65 plus population – (10 out of 18)
- Generally, the bottom 10% had around the district average, or much lower rates of people aged 16-44 years
- Generally, there were more LSOAs in the bottom 20% with lower than district average proportion of working age people claiming key-out-of-work benefits (24 out of the 33)
- Seven out of the bottom 10% of LSAOs also fell into the top 10% of the other three local datasets

Overall

- The pattern of users of the IT facilities in libraries varies. The highest and lowest 10% of results had a mixed profile – some had high online response rates and some had low ones and their age profiles were mixed too. Only loose trends have occurred with no statistical validation and there were no correlations between the ONS data and the library data. As shown in the map (figure 4.4c), all the libraries, with the exception of Yate, had LSOAs surrounding them that were in the district's top 10% for respondents who rated the IT facilities. Yate library had none, not even in the top 60% - reasons for this would need to be investigated further.

Figure 4.4c – Map showing the rate per 1,000 population of library users who rated the IT facilities – proxy indicator for those who are likely to have used the internet



4.4d - Rate per 1,000 population of library survey respondents who rated the library IT system – proxy indicator for digital determination

Top 10%								Bottom 10%							
Ward	Landmark	LSOA	How would you rate IT/Computer Facilities	Overall IT users lib rate per 1000	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	How would you rate IT/Computer Facilities	Overall IT users lib rate per 1000	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Kings Chase	Area north of High Street around the Council Offices	E01014927 Forming part of Kingswood PN	33	22.4	14.9	25.3	39.2	Pilning and Severn Beach	Pilning / Redwick area including Severnside Works	E01014953	7	3.3	15.5	14.9	34.4
Rodway, Emersons Green	Blackhorse Road area	E01014969	32	20.7	17.5	16.9	36.5	Yate North	Somerset Avenue / Cornwall Crescent area	E01015016	*	3.2	17.2	17.5	29.3
Hanham	Martins Road / Ansteys Road area	E01014916	29	19.9	13.9	18.9	38.5	Oldland Common	North Common area	E01014938	5	3.2	15.6	9.7	39.8
Downend	Area surrounding Christ Church C Of E Vc Infant School	E01014899	32	18.8	14.1	20.2	35.4	Kings Chase	Hopewell Hill - Landsdown Road	E01014923 Forming part of Kingswood PN	5	3.1	13.0	19.3	35.9
Downend	Area between Downend School and Downend Lower School	E01014898	29	17.7	13.7	21.9	34.6	Boyd Valley	Doynton / Dyrham rural area	E01014870	5	3.1	13.0	17.8	30.3
Rodway	Burley Grove / Gerrish Avenue area	E01014961	28	17.6	14.8	16.9	33.3	Ladden Brook	Rural area surrounding Wickwar	E01014930	6	3.0	20.4	14.4	30.9
Staple Hill	Page Park area	E01014974	27	17.5	13.3	20.5	33.8	Patchway	Sycamore Drive area	E01014949	*	3.0	18.7	9.5	43.5

4.4d - Rate per 1,000 population of library survey respondents who rated the library IT system – proxy indicator for digital determination

Top 10%								Bottom 10%							
Ward	Landmark	LSOA	How would you rate IT/Computer Facilities	Overall IT users lib rate per 1000	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop	Ward	Landmark	LSOA	How would you rate IT/Computer Facilities	Overall IT users lib rate per 1000	Online response rate to 2011 census	65+ % of pop	% 16 to 44 based on 2011 census pop
Filton	Braemar Avenue area	E01014908 Forming part of Filton PN	23	17.5	18.8	18.3	38.3	Frenchay and Stoke Park, Winterbourne	Hambrook / Stoke Park area	E01014997	13	2.9	23.1	5.6	72.3
Staple Hill	Arcacia / Midland Road area	E01014975 Forming part of Staple Hill PN	26	17.4	18.2	17.1	44.2	Yate North	Brimsham Green School area	E01015015	*	2.7	19.9	11.1	43.0
Filton	Filton Roundabout / Charborough Road area	E01014906 Forming part of Filton PN	27	17.0	15.4	22.4	39.7	Charfield	Cromhall / Leyhill / Tortworth area	E01014884	5	2.4	16.3	11.5	41.1
Thornbury South and Alveston	Avon Way / Malvern Drive area	E01014992	26	16.9	16.8	13.9	32.9	Frampton Cotterell, Ladden Brook	Rural area around Rangeworthy and Iron Acton	E01014929	5	2.4	12.9	18.9	30.3
Emersons Green	Emersons Way / Guest Avenue area	E01014967	37	16.8	23.2	10.7	40.1	Frampton Cotterell	Nightingale Close / Ridings Road / Oldlands Avenue Area	E01014914	*	2.4	17.1	15.9	33.8
Filton	Filton College area	E01014910	23	16.0	19.6	15.5	46.0	Yate North	Yate Rocks / Brimsham Fields area	E01015014	*	1.9	19.7	10.1	35.0
Winterbourne	High Street / Flaxpits Lane and surrounding rural area	E01015000	24	15.6	11.9	21.4	30.0	Almondsbury, Patchway	Easter Compton / Cribbs Causeway / Hallen area	E01014861	*	1.6	16.8	19.1	33.5
Filton	Wades Road / Mackie Road area	E01014905	26	15.5	18.6	15.1	45.7	Charfield	New Street / Wootton Road area	E01014885	*	1.6	14.3	14.8	31.7
Thornbury North	Alexandra Way / Parkland Way area	E01014987	20	14.8	15.7	23.1	30.9	Bitton	Rural area around Bitton and Upton Cheyney	E01014865	*	1.1	15.9	17.8	32.5
Emersons Green	Westbourne Road / Bridgegap Road area	E01014965	20	14.8	15.6	23.8	29.9	Pilning and Severn Beach	Severn Beach area	E01014954	*	0.6	14.7	16.7	36.8
Parkwall	South of Coronation park - Parkwall primary school area	E01014941 Forming part of Cadbury Heath PN	24	14.8	11.3	19.5	33.1	Boyd Valley	Rural area surrounding Marshfield	E01014869	*	0.6	14.6	18.9	30.5

Conclusion for the four local data sets

The four different local data sets have mixed census online response rates and social indicator profiles and there are no clear trends like those found in section three of this report. What is more, some of the base data is so low it is not possible to undertake meaningful analysis.

Some LSOAs reappeared a number of times in the local data but none consistently appeared across all four sources. It is suggested greater interrogation and verification of these findings is undertaken. Most notably, it would be interesting to explore further why the LSOA with the

lowest census online response rate and others with extremely low census online response rates occur in the top 10% rates for the local data sets.

Moreover, this section does show that certain factors are influencing higher rates of online activity in one of the data sets. Notably, the correlation between Inovem users and the number of people with level four plus qualifications.

The presentation of the above data provides an introductory insight into some of the possible measures that can be explored in greater detail if it is deemed necessary to drill down further.

Section 5: Conclusion and recommendations

This report outlines the types of groups a digital inclusion strategy will need to focus on in order to increase use of the web. While there are clear indicators for who are digitally active there are less strong indicators for who are likely to be excluded. All pieces of evidence cannot be relied on in their entirety and need to be weighed up against each other taking into account a possible range of motivations and underlying factors that cannot be fully explained in this report and require further investigation.

Nevertheless, we can assume at a district level, there are key groups that will need to be treated as more likely to be digitally excluded than other residents, and there are concentrations of these types of populations located throughout South Gloucestershire.

The key groups are:

- People 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 out of work or who are claiming out-of-work-benefits, particularly those who live in rural areas and are unable to access public provision of internet such as via libraries

However, greater understanding needs to be established around digital determination and people's different motivations to use the internet. This can only be achieved through further primary research such as by undertaking focus groups to name one such possible method.

Certain aspects around barriers to using the internet highlighted in the Viewpoint survey need to be explored – for example, examining what influence the council or a partnership can have over the key factors preventing internet use such as cost, lack of equipment, confidence, and not wanting to. Any inclusion strategy therefore, may need to look at making more publicly available internet hubs in a range of locations other than just the main settlements of South Gloucestershire. Also cost would need to be weighed up against providing this and the possible long term financial gains met - for example, by having more people undertake online transactions with the council. There is a chance that certain profiles of people are never likely to want to transact online no matter how easy their access to internet provision is.

Even though age groupings have played a key part in understanding the likelihood of being digitally included or excluded, it must be emphasised that these alone cannot be the overarching indicators influencing strategy. This is because a whole range of factors are influencing who may be excluded. To reiterate the national research set out in section one - those socially excluded people who do not use the internet tend to be young (62% are aged under 44 and are economically inactive).

Even though there are no strong correlations between the unemployment benefit data – it must be a given that, as national research has shown strong links between social exclusion and digital exclusion, we must also treat those at risk of suffering social exclusion as likely to be one of the most digitally excluded groups and a better understanding of social exclusion in

South Gloucestershire may be required. This may be especially pertinent for poorer people in rural areas who don not have access to the range of public facilities that poorer people in urban settlements have.

Greater interrogation of local survey data needs to be undertaken to verify the broad trends outlined in this document and to clarify why some anomalies have occurred at a local level that contradict the higher level data.

It is also highly recommended that in order to improve future digital exclusion monitoring that indicators are built into ongoing consultations and bespoke questions around home internet use, internet access and attitude towards the using the internet become standard elements of council wide consultation.

Since this report has been written, some of the data has been refreshed and more recent data has become available. However, it is unlikely the more recent data will change the overall trends. If there are specific issues that need to be investigated further work can be undertaken but it is likely that the conclusions will remain the same.

Finally, as this research has highlighted some issues that affect key equalities groups such as the elderly and those with disabilities, equalities guidance should influence the future methods employed to improve digital inclusion.