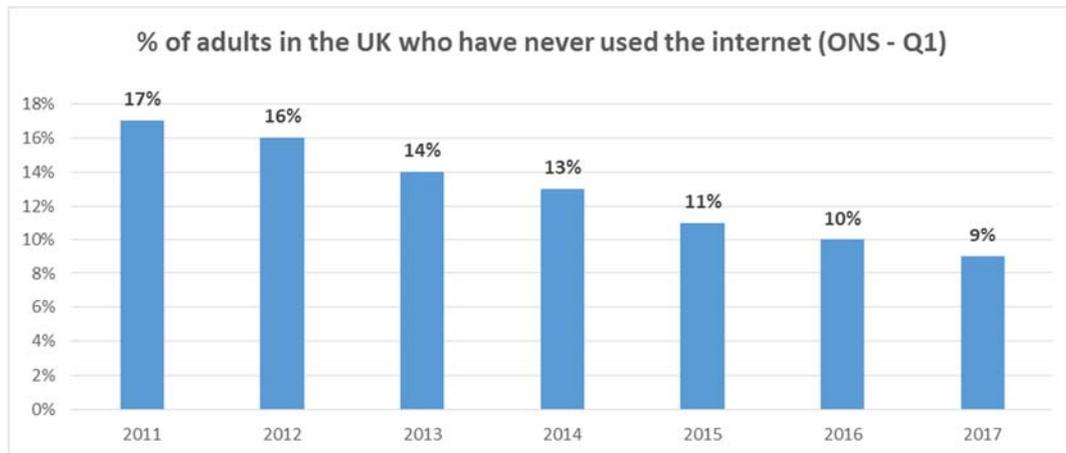


The latest official statistics on internet use suggest that approximately 9% of the UK's population have never used the internet (ONS, 2017)<sup>1</sup>. This proportion has fallen every year since monitoring began in 2011<sup>2</sup>.



National research has shown that internet use is less frequent amongst the older population (particularly those over the age of 75yrs) and those who are disabled - although internet use amongst these groups has increased significantly in recent years. For example, recent internet use in the 65-74 age group has increased from 52% in 2011 to 78% in 2017 - closing the gap on the younger age groups (ONS, 2017).

### South Gloucestershire

Official figures on internet usage are not available below regional level (therefore there are no official figures for South Gloucestershire). ONS estimate that, in 2017, 9% of adults in the South West had never used the internet – which is in line with the UK average (also 9%).

Research undertaken in 2013 by the Council's Corporate Research and Consultation Team (SGC, 2013<sup>3</sup>) reviewed the national research and suggested that the level of non-internet use in South Gloucestershire was likely to be similar to the national average. The research also sought to identify those areas within the district where digital exclusion is likely to be higher, based on; areas with higher concentrations of older residents; disability (limiting long-term illness), deprivation factors, and analysis of local administrative survey data.

There is currently limited (in-house) capacity to revisit this research to provide updated 'definitive' estimates of internet use in South Gloucestershire. However, if the latest national 'never used the internet' proportion (9%) is

<sup>1</sup> Internet users in the UK (ONS, 2017).

<https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/internetusers/2017>

<sup>2</sup> Digital Skills and Inclusion Policy (CLG, 2017) <https://www.gov.uk/government/publications/digital-inclusion-and-skills-policy/digital-skills-and-inclusion-policy>

<sup>3</sup> Digital Exclusion in South Gloucestershire (SGC, 2013).

<http://www.southglos.gov.uk/documents/research/understanding%20digital%20exclusion%20in%20south%20gloucestershire.pdf>

applied to the latest official population estimates (ONS, 2017)<sup>4</sup>, it would be reasonable to suggest that there are some **20,300** adults living in South Gloucestershire who have never used the internet (for reference this is similar to the total number of residents living in South Gloucestershire who are aged 75yrs or over).

In term of identifying *where* these residents are most likely to live, the council now subscribes to ACORN (a commercial geodemographic segmentation tool) which now includes a number of ‘digital’ related measures.

### ACORN

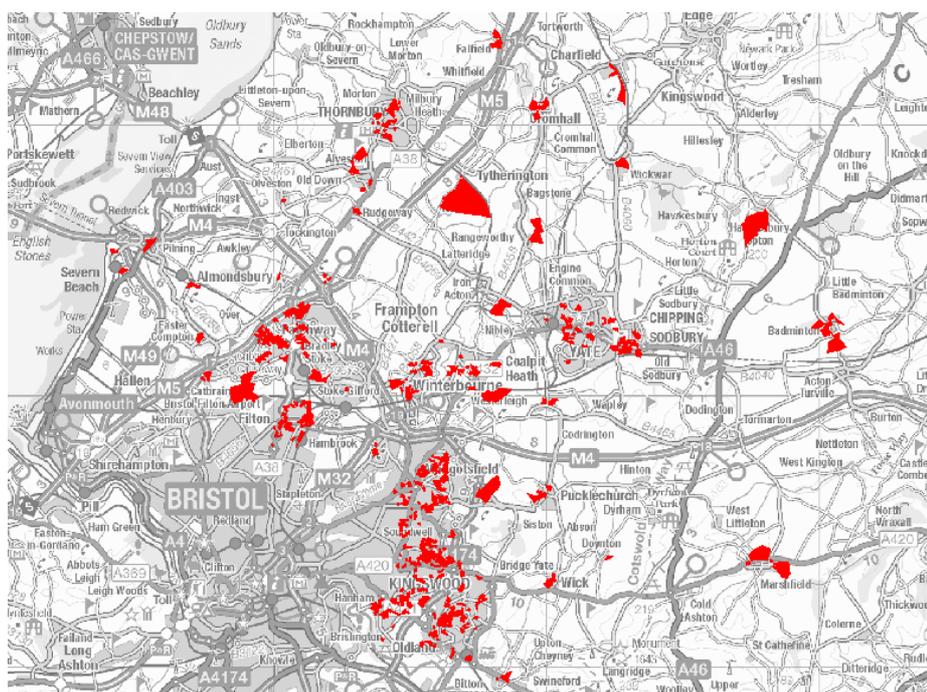
Acorn is a geodemographic segmentation of the UK’s population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it aims to provide detailed estimates of the *‘typical’* residents of each postcode in the UK.

The Acorn ‘knowledge file’ provides a 17 categories relating to ‘digital use’, including ‘Frequency of Internet Use’. According to this data source (November 2017 update) – 14.4% of households in the UK had never used the internet.

The Acorn types which are significantly more likely than the UK average to have never used the internet are:

ACORN TYPE	Households who have never used the internet’ - Index Score
<b>Pensioners in social housing, semis and terraces (45)</b>	338
<b>Elderly people in social rented flats (46)</b>	303
<b>Elderly singles in purpose-built accommodation (31)</b>	221
<b>Pensioners and singles in social rented flats (48)</b>	221
<b>Low income older people in smaller semis (47)</b>	194
<b>Older people, neat and tidy neighbourhoods (30)</b>	166
<b>Singles and young families, some receiving benefits (58)</b>	162
<b>Deprived areas and high-rise flats (59)</b>	162
<b>Post-war estates, limited means (44)</b>	159
<b>Labouring semi-rural estates (41)</b>	140
<b>Families in right-to-buy estates (43)</b>	129
<b>Social rented flats, families and single parents (57)</b>	124
<b>UK Average</b>	<b>100</b>

The distribution of the postcodes in South Gloucestershire relating to the above Acorn types are shown below.



There are approximately 15,000 domestic addresses within these ACORN types. Which equates to approx. 13% of domestic premises in South Gloucestershire.

<sup>4</sup> ONS 2016 Mid-Year Population Estimate – Adults in South Gloucestershire (aged 16+) = 226,100

Should the Council or its partners desire to undertake geographically targeted engagement / direct marketing to engage 'digitally excluded' residents - it would be sensible to focus on these (or a sub-set of these) geographical areas in the first instance.