THE GEOGRAPHY OF CLASSIFICATION:
GEODEMOGRAPHIC ANALYSIS & MAPPING

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Spatial is Special! – www.spatial-literacy.org
Classifications can also be formal

Carl von Linné
17th Century Swedish Botanist

3 Main Divisions (Kingdoms)
1) Minerals
2) Vegetables
3) Animals

Divided into Classes, Orders, Genera.

http://en.wikipedia.org/wiki/Carolus_Linnaeus
Classifications can also be \textit{formal}.

\textbf{Other category} is problematic in areas like London with high migration.

\textbf{Newer Migrant Groups:}
Poland – EU in 2004 – Main expansion since the 2001 census.

China has 56 different Chinese ethnic groups.

\begin{tabular}{|l|}
\hline
\textbf{WHITE} \\
White: British \\
White: Irish \\
White: Other \\
\hline
\textbf{MIXED} \\
Mixed: White and Black Caribbean \\
Mixed: White and Black African \\
Mixed: White and Asian \\
Mixed: Other \\
\hline
\textbf{ASIAN} \\
Asian: Pakistani \\
Asian: Indian \\
Asian: Bangladeshi \\
Asian: Other \\
\hline
\textbf{BLACK} \\
Black or Black British: Black Caribbean \\
Black or Black British: Black African \\
Black or Black British: Other \\
\hline
\textbf{CHINESE} \\
Chinese or Other: Chinese \\
Chinese or Other: Other \\
\hline
\end{tabular}
From Urban Land Use to Geodemographics

SO WHAT DOES ALL THIS HAVE TO DO WITH GEOGRAPHY?
Urban Land Use Models: Burgess & Hoyt
Geodemographics – Social Area Analysis

• “Analysis of *people* by where they *live*” or “*locality marketing*”

(Sleight, 1993:3)

• Technique originates in the 1970s
  – Richard Webber
    • Acorn/ CACI & Mosaic/ Experian
  – Identify clusters of similar neighbourhoods
    • Target urban deprivation Funding

Public

1970 - 2007

Private
Charles Booth – Booth Map London 1889

Description

- **BLACK**: Lowest class. Vicious, semi-criminal.
- **DARK BLUE**: Very poor, casual. Chronic want.
- **LIGHT BLUE**: Poor. 18s. to 21s. a week for a moderate family.
- **PURPLE**: Mixed. Some comfortable others poor.
- **PINK**: Fairly comfortable. Good ordinary earnings.
- **RED**: Middle class. Well-to-do.
- **YELLOW**: Upper-middle and Upper classes. Wealthy.
Mosaic

- Classifies people into groups based on postcodes
- 61 Types
- 11 Groups
Young, single and mostly well educated, these people are cosmopolitan in tastes and liberal in attitudes.
Profile national data to tell stories

GCSE Grade - A
Profiling for Public Engagement

• The e-Society
• 1990s – Technology Use – “Haves” & “Have-nots”
  – Digital Divide
• 2007 things are radically different
  – Usage & Engagement increasingly more complex
• Created a classification which consisted of 8 Groups & 23 Types. – Links to Postcode.
Members of this Group often acquire their competence in the use of information technology at work, since many of them are young people working in junior white collar occupations in modern offices. They are keen to become more expert in the use of new technologies and to use them for new applications. Many spend time browsing the Internet but without necessarily making many transactions. Many members of this Group work in large cities and may be starting a life in a house that they own, typically in one of the cheaper inner suburbs. Their use of the Internet at work may be a practice that their employers may be keen to control or reduce.
Photo messaging is 'on the rise'

More and more photographs are being sent via camera phones over mobile networks, says research.
WHAT ELSE CAN YOU PROFILE TO TELL US ABOUT GEOGRAPHY?

Geo-Genealogy and Ethnicity
Are you e-Engaged?

An online interactive version of our e-Society classification of technology users is now available [click here].

Have we got your neighbourhood right? We would value your feedback!

Related Links
> Lookup your postcode [link].
> About the Groups & Maps [link].
> An e-Society Paper [link].

The following links will take you away from the spatial-literacy website to the other CETL partners’ home pages:

Search for a surname
Search the e-Society
Join our Email List

UPDATED - Surname Profiler Success!
Read all about the Surname Profiler success story, with links to all our press coverage, and some surprising usage statistics. [link].

If you have any other press links we have missed please let us know [link].
LATEST: Government defeated in Lords over plans to outlaw glorification of terror. More soon.

Last Updated: Tuesday, 17 January 2006, 17:54 GMT

New plan to permit small brothels
A crackdown on street prostitution is unveiled by the government, but there are plans to allow small brothels.
- 'Take the desperation away'
- Prostitution plans: Reaction
- Tackling kerb crawlers

Powers disagree over Iran crisis
The UK rejects an Iranian offer for more talks over its nuclear plans, while Russia and China seek compromise.

Man arrested over 21 July attacks
A man has been arrested over the 21 July attempted bombings in London, Scotland Yard says.

OTHER TOP STORIES
- Waste incineration 'set to rise'
- Farewell for Thai murder victim
- BNP boss faces race hate charges
- Al-Jazeera 'bombing plan' denied
- Kelly's teacher vetting blueprint
- Pluto mission ready for lift-off

ALSO IN THE NEWS
- Parrot tells Chris his cheating girlfriend loves Gary
- Brits appear keen to watch TV on mobile phones

BBC SPORT
- Tennis: Murray hits at media
- Football: Saints mull Walcott bids

AROUND THE WORLD
- Africa
  - Ivory Coast's peace under threat
- Europe
  - Serb telecoms crackdown escalates

Oscars forecast
Who is in the frontline for an Oscar now the Globes are won?

New Horizons
A guide to the mission to explore Pluto and the Kuiper Belt

BBC NEWS: VIDEO AND AUDIO
- 1824GMT: Nasa launch rocket mission to Pluto
7 July report highlights failings

Poor communication between emergency workers in the aftermath of the 7 July bombs is criticised in a report.

- 7 July report: Survivors' views
- What lessons have been learned?

Police await shot terror suspect

Detectives wait to interview a terror suspect for the first time since he was shot in the shoulder during a police raid.

Iraqi jailed over Hassan killing

A Baghdad court convicts a man over the abduction and murder of British aid worker Margaret Hassan.

Science of swerve

How physics can help Beckham score with new World Cup ball

Footie anthems

Songs spearheading the quest for World Cup chart glory

MORE FROM THE UK

- Inquest begins into race deaths
- Mother unfit to be interviewed
Wayne is chavviest name

By EMILY HASSALL

THE most chavvy surnames in Britain are Riddick, Rushford, Brownley, Dinsdale and Parveen, a study reveals.

And they are matched by the first names Wayne, Kayleigh, Toyah, Dwayne and Zowie.

Researchers at University College London rated 26,000 names in order of social status based on income, house value, education and health.

Top came chocolate-making family Cadbury.

The poshest in England’s World Cup squad were Frank Lampard and Peter Crouch, whose names put them above 96 per cent of the population.

Wayne Rooney scored in the bottom five per cent.

Posh Spice Victoria Adams was in the top 39 per cent until she wed David Beckham — and moved to the bottom 29 per cent.

Check out your name at www.spatial-literacy.org/UCLnames/Surnames.aspx.
• 1st Month – 355k unique users
• Maximum Daily Peak June - 210k unique users
• Extensive feedback - over 600 emails
• 1st Year – 1.4 million unique users
Name Classification – All Cornish Names

- Migration Patterns
  - Iron Ore Mines - Middlesbrough
Name Classification – Ethnic Origins of Names
Name Classification – Ethnic Origins of Names

Cultural and ethnic group:
- Greek and Greek Cypriot
- Bangladeshi
- Chinese
- English
- Indian
- Irish
- Italian
- Jewish and Armenian
- Nigerian and Ghanaian
- Other Muslim
- Pakistani
- Polish
- Portuguese
- Russian
- Sikh
- Sri Lankan
- Turkish
- Vietnamese
Bangladeshi population in London - Output Area level, 2004
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Bangladeshi population in London - Output Area level, 2004
Greek and Greek Cypriot population in London - Output Area level, 2004
Greek and Greek Cypriot population in London - Output Area level, 2004
Polish population in London - Output Area level, 2004
Resources

- [www.spatial-literacy.org](http://www.spatial-literacy.org)
  - Surnames Maps
- Ethnic Classification of Names
  - Soon to be Launched – “London Profiler”
  - Series of Coding Tools
- Geodemographics (FREE!!!)
  - [www.areaclassification.org.uk](http://www.areaclassification.org.uk)
- Booth Map
  - [http://booth.lse.ac.uk/](http://booth.lse.ac.uk/)
- [www.casa.ac.uk](http://www.casa.ac.uk)
  - Google Map Creator