

THE GEOGRAPHY OF CLASSIFICATION: GEODEMOGRAPHIC ANALYSIS & MAPPING

Alex Singleton

University College London

Centre for Advanced Spatial Analysis

Spatial is Special! – www.spatial-literacy.org

Space

Land

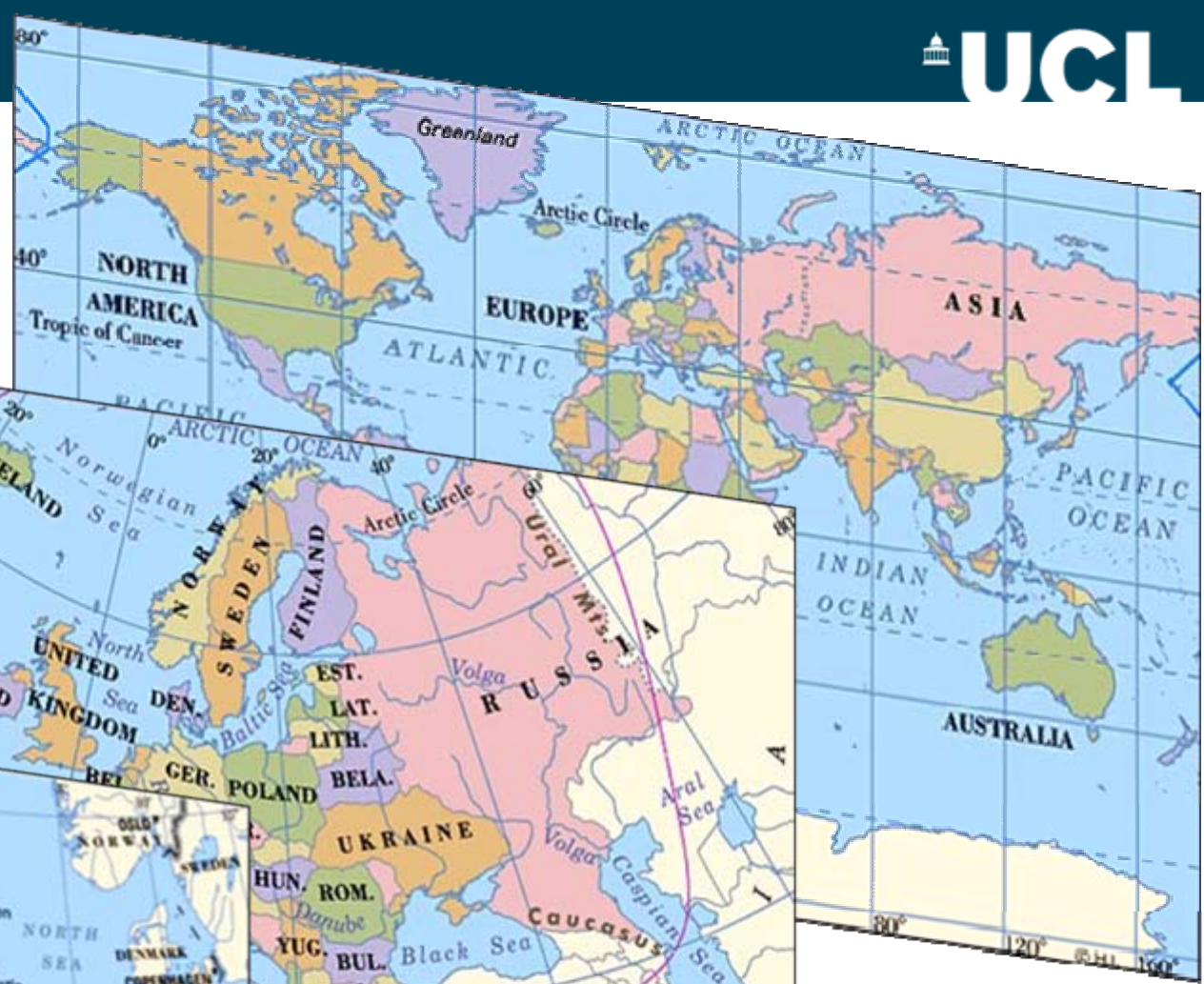
Earth

Water



Pluto

World



Countries

Continents

Shops

Food Shop

Music Shop

Food Shop

Pub

CORNISH BAKEHOUSE
BREADS AND PASTRIES

McDonald's

THE

Great Br

Man

Woman

Pavement

ROAD

Man



Classifications can also be *formal*

2001 CENSUS

WHITE

White: British

White: Irish

White: Other

MIXED

Mixed: White and Black Caribbean

Mixed: White and Black African

Mixed: White and Asian

Mixed: Other

ASIAN

Asian: Pakistani

Asian: Indian

Asian: Bangladeshi

Asian: Other

BLACK

Black or Black British: Black Caribbean

Black or Black British: Black African

Black or Black British: Other

CHINESE

Chinese or Other: Chinese

Polish, Greek, Cypriot, Spanish, Italian, French.....

Other category is problematic in areas like London with high migration

Newer Migrant Groups:

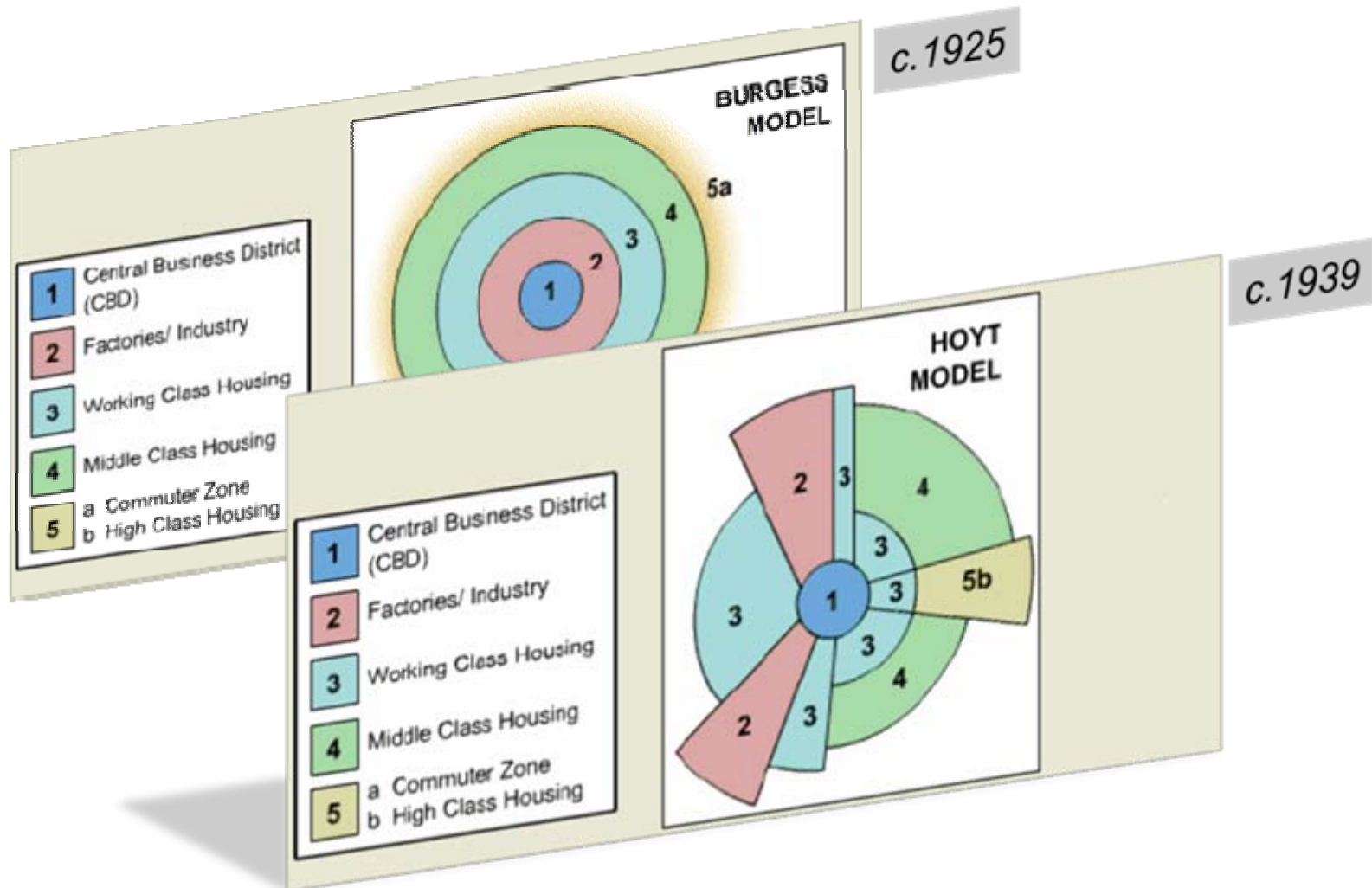
Poland – EU in 2004 – Main expansion since the 2001 census.

China has 56 different Chinese ethnic groups

From Urban Land Use to Geodemographics

**SO WHAT DOES ALL THIS
HAVE TO DO WITH
GEOGRAPHY?**

Urban Land Use Models : Burgess & Hoyt

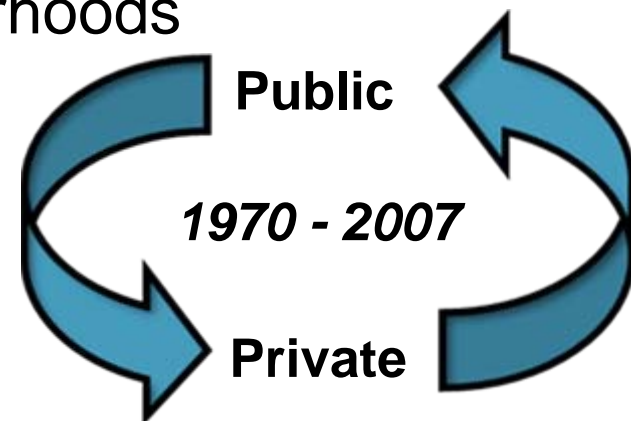


Geodemographics – Social Area Analysis

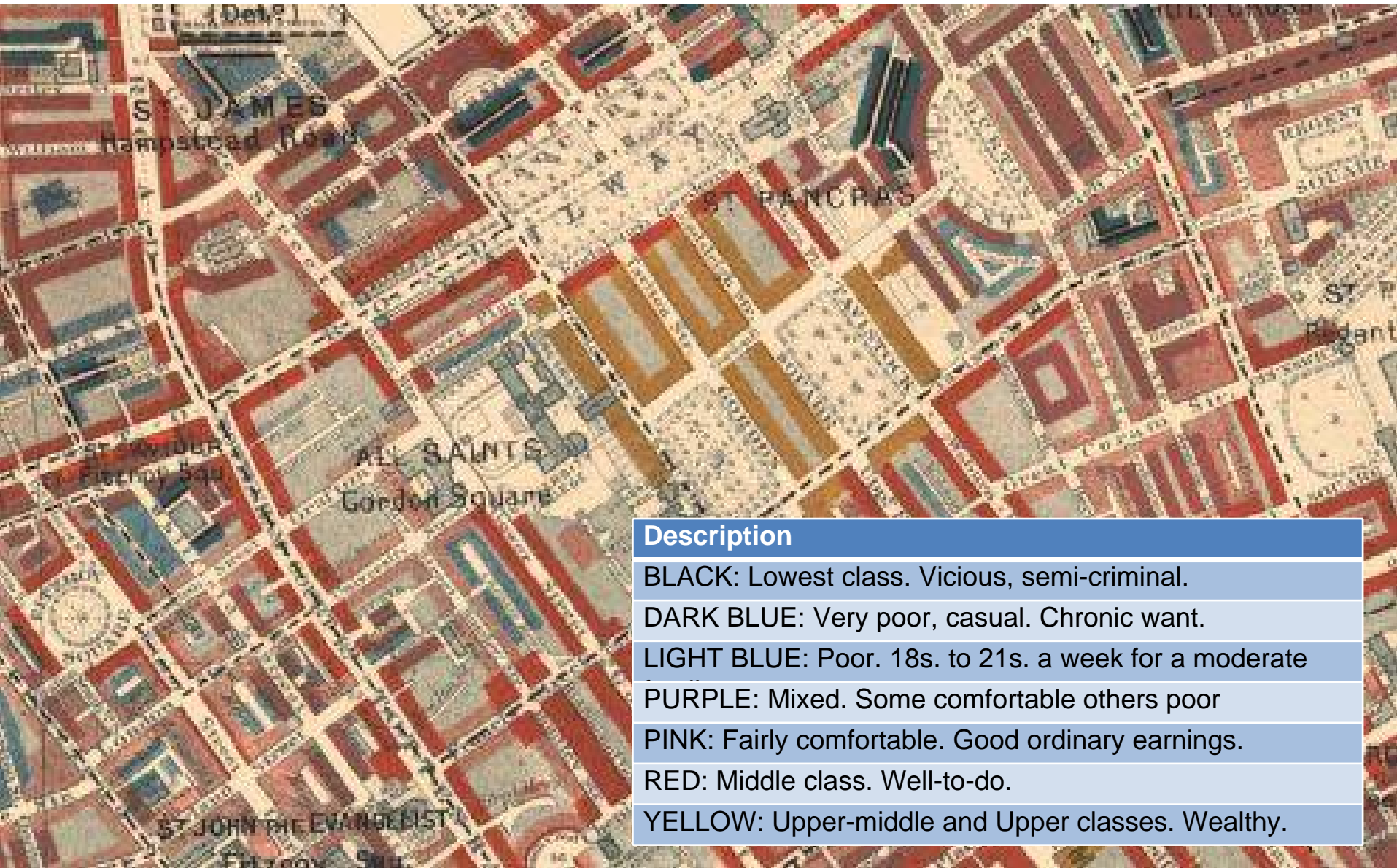
- “*Analysis of **people** by where they **live***” or “*locality marketing*”

(Sleight, 1993:3)

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



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

PURPLE: Mixed. Some comfortable others poor

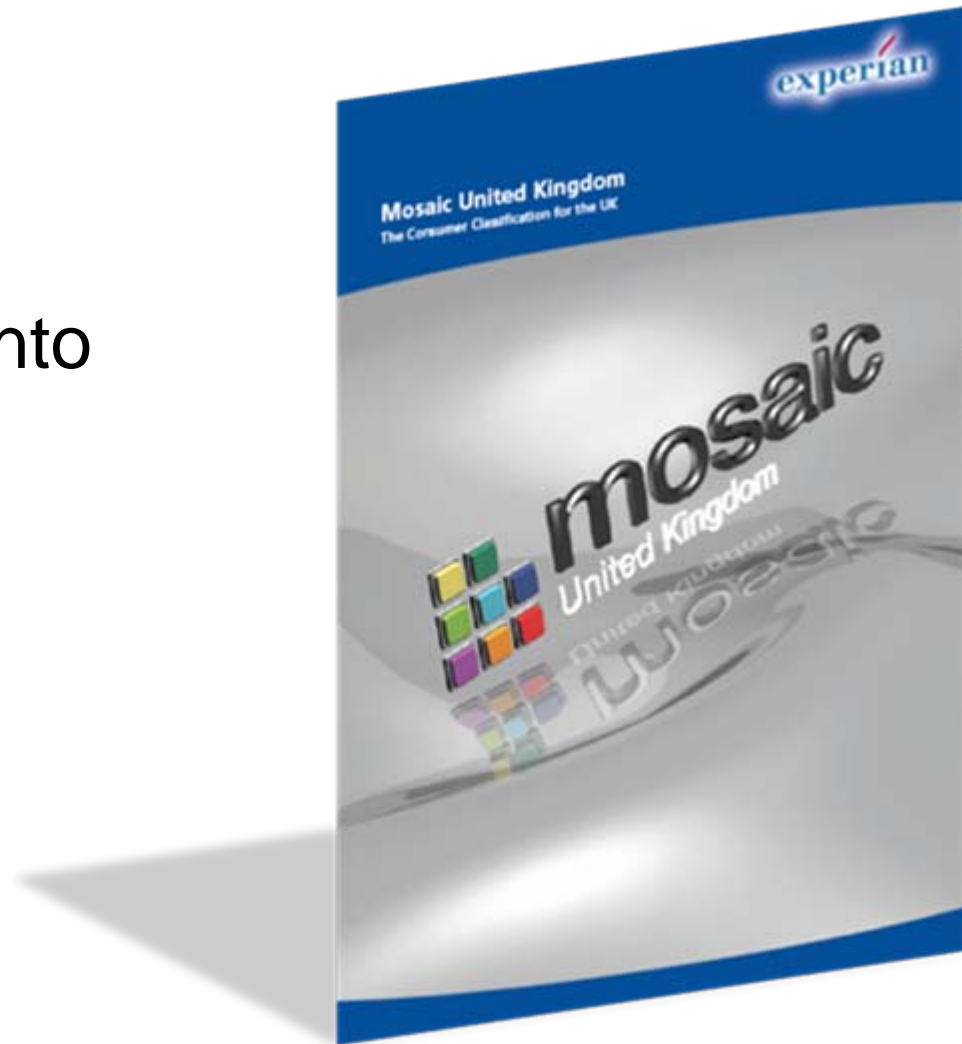
PINK: Fairly comfortable. Good ordinary earnings.

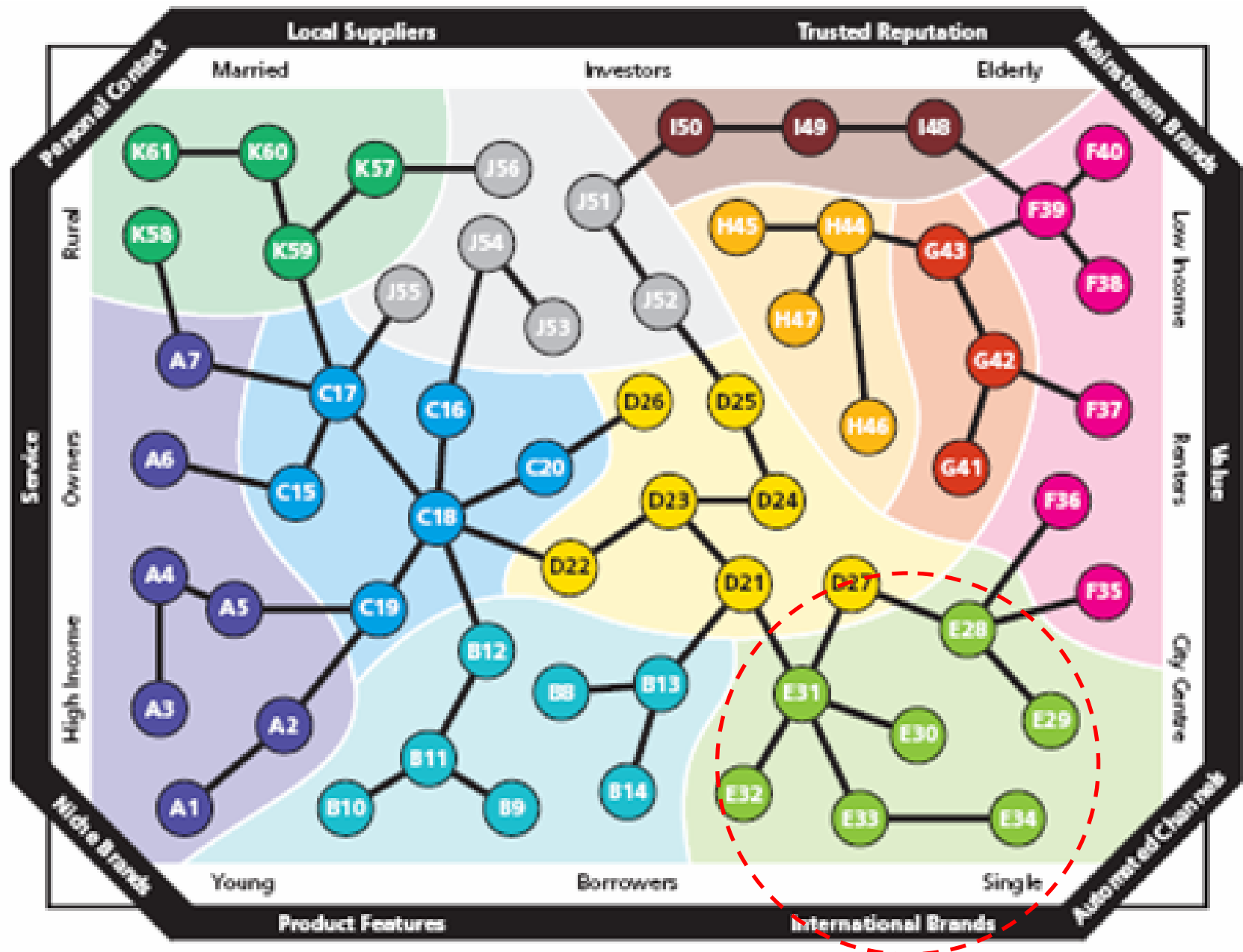
RED: Middle class. Well-to-do.

YELLOW: Upper-middle and Upper classes. Wealthy.

Mosaic

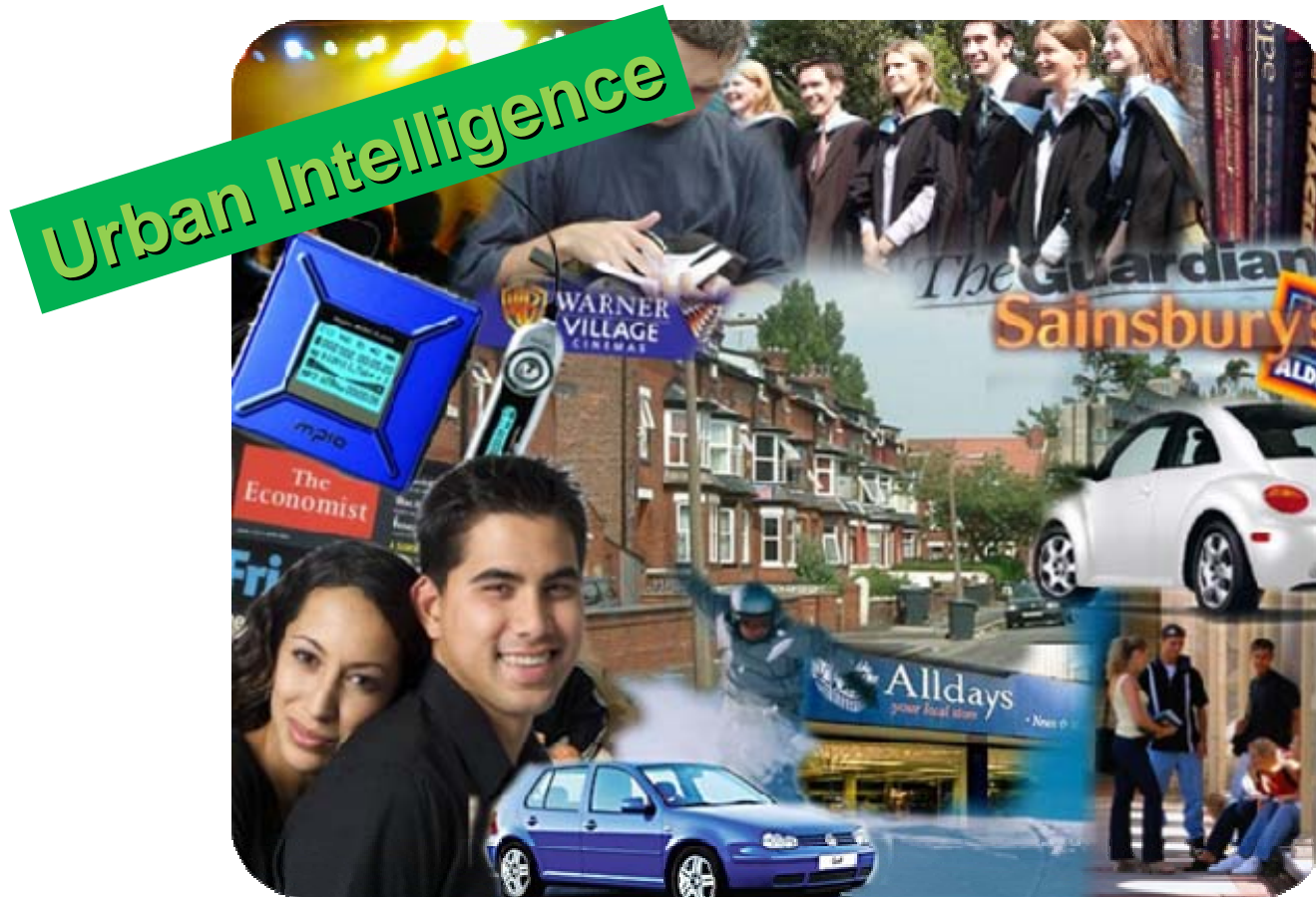
- Classifies people into groups based on postcodes
- 61 Types
- 11 Groups



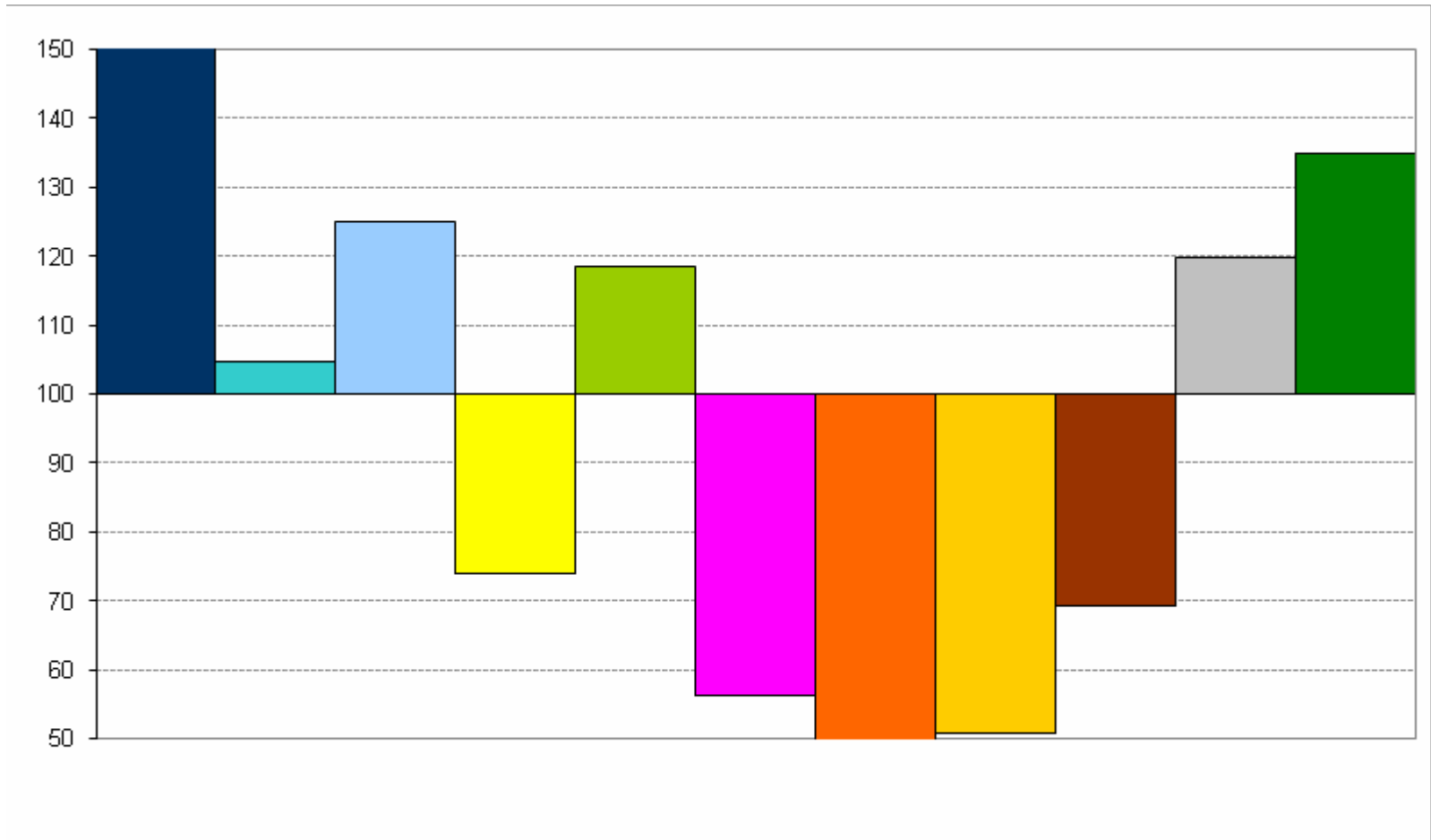


Young, single and mostly well educated, these people are cosmopolitan in tastes and liberal in attitudes.

Group 5 (of 11)



Profile national data to tell stories



GCSE Grade - A

Profiling for Public Engagement

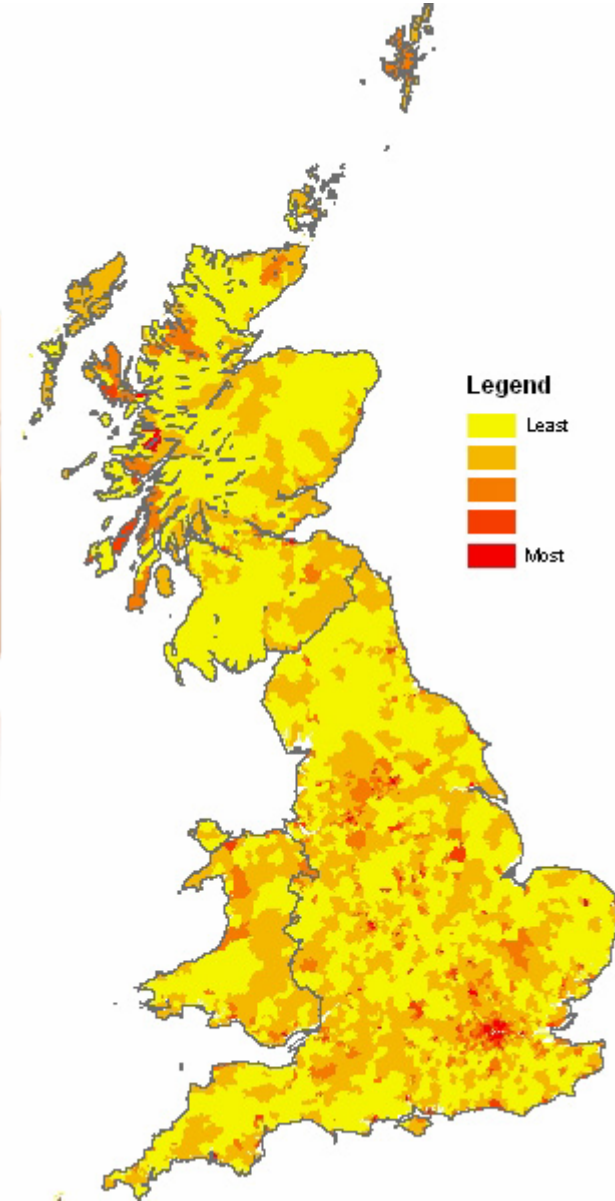


- The **e-Society**
- 1990s – Technology Use – “Haves” & “Have-nots”
 - Digital Divide
- 2007 things are radically different
 - Usage & Engagement increasingly more complex
- Created a classification which consisted of 8 Groups & 23 Types. – Links to Postcode.

Profiling for Public Engagement

Group C : Becoming engaged

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.



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Britain's digital tribes revealed

By Jonathan Fildes
Science and technology reporter, BBC News

Households in Britain can be classified into 23 "e-types" depending on their access to technology, say researchers.



There are regional differences in people's access to technology.

E-types include mobile explorers, the e-committed and rational utilitarians.

The researchers, from University College London (UCL), say the profiles could be used to inform future policies on access to digital technology.

Every postcode in Britain has been assigned a classification which people can check online to see if they agree with the researcher's analysis.

"What really emerges is that almost all of the types have some interaction with technology," said Professor Paul Longley, who led the study at UCL. "In a sense we are all digital now"

Digital divide

SEE ALSO

- UK project to deliver rural net 15 May 06 | Science/Nature
- Insight into UK's digital habits 27 Apr 06 | Technology
- Mobiles aid drive for development 16 Feb 06 | Technology
- Half of Wales 'has no web access' 26 Jan 06 | Wales

RELATED INTERNET LINKS

- UCL
- ESRC
- Check your postcode (may be slow due to heavy traffic)
- Experian

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TOP TECHNOLOGY STORIES

- Britain's digital tribes revealed
- Photo messaging is 'on the rise'
- Sony taps instant message crowd

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Technology

Last Updated: Tuesday, 8 August 2006, 14:38 GMT



Britain's digital tribes revealed

Academy of Sciences house to the technologists

- UK project to deliver rural net
- Insight into UK's digital habits
- Mobiles aid drive for development
- Half of Wales 'has no web access'

Photo messaging is 'on the rise'



More and more photographs are being sent via camera phones over mobile networks, says research.

Sony wirelessly connects devices



who use

DON'T MISS

 **Internet timeline**
Interactive highlights from the last 15 years of the web

 **Unwired world**
Testing out Google's free wi-fi service in California

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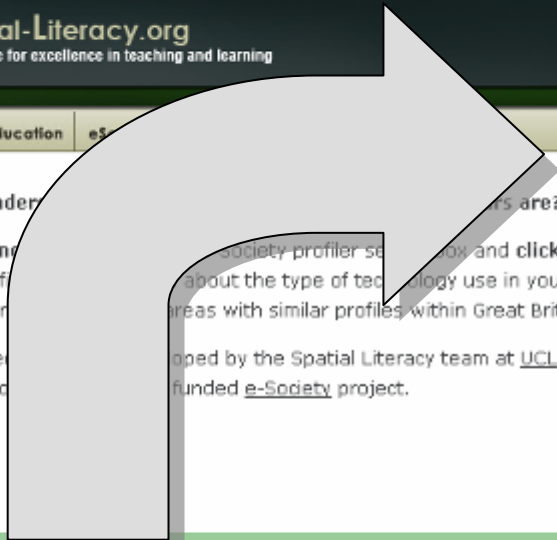
Ever wonder... are?

By entering... society profiler... and clicking...
our classif... about the type of technology use in your
neighbour... areas with similar profiles within Great Britain

This project...
outcome d... funded e-Society project.

UCL University of Leicester The University of Nottingham

Done



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http://www.spatial-literacy.org/esocietyprofiler/getpostcode.php

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About your neighbourhood:

Your neighbourhood is categorised in the E-Society classification as being in group C : **Becoming engaged** and type C10 : **E-bookers and communicators**. Full descriptions are below.

Who else is like us?

The following table shows the top 10 most similar postcode districts to "London (SE6)" in terms of their technology use. Clicking the links will display a map of their location.

Postcode district "SE6" is located in...

| Rank | District | Town |
|------|-----------------------------|------------|
| 1 | Dorsetmouth | |
| 2 | | |
| 3 | TW4 | |
| 4 | M19 | Manchester |
| 5 | SE2 | London |
| 6 | B55 | Bristol |
| 7 | OL1 | Oldham |
| 8 | E16 | London |

Done

Location Map

Similarity Chart

- What are the groups?
- Feedback

 = District Level (SE6)

Geo-Genealogy and Ethnicity

**WHAT ELSE CAN YOU
PROFILE TO TELL US ABOUT
GEOGRAPHY?**

CASA

SURNAME PROFILER



Surname Profiler: Sumames as a quantitative resource

Daryl Lloyd, Richard Webber and Paul Longley

[Start a surname search](#)

Welcome to the Surname Profiler Project Website

A recent research project based at University College London (UCL) has investigated the distribution of surnames in Great Britain, both current and historic, in order to understand patterns of regional economic development, population movement and cultural identity. This website allows users to search the databases that we have created, and to trace the geography and history of their family names.

On each page of the website, you will find a [Help](#) link on the top-right corner. This will hopefully answer any questions you have about the data, maps and statistics. This provides a full explanation of how statistics are derived, and how best to understand the map. For your best understanding, please do make full use of this facility.

Data Sources:

UK and Ireland data: Experian International Ltd
 US data: Dr. D. Kenneth Tucker, Carleton University, Ottawa, Canada
 Australia data: Pacific Micromarketing Pty
 New Zealand data: Circular Distributors
 Great Britain Census of 1881: Economic and Social Research Council Data Archive

Acknowledgements:

Thanks to the following for their contributions:
 The Economic and Social Research Council for funding our research project on 'Surnames as a quantitative evidence resource for the social sciences' (grant reference RES-C00-22-0400)
 Circular Distributors, Experian, Pacific Micromarketing, Dr D. Ken Tucker, Professor Kevin Schürer for the supply of data and advice.

Project Acknowledgements:

Professor Paul Longley : Project development
 Professor Richard Webber : Project co-ordinator and content

[Sitemap](#)



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Spatial-literacy

(Splint) Centre for

joint initiative of

and the University

College London

teaching, research

guide best practice

system (GIS) and

UCL Up

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 [\[link\]](#)

Surname Profiler:

Geographical Location

CASA

SURNAME PROFILER

Surname Profiler: Surnames as a quantitative resource

Daryl Lloyd, Richard Webber and Paul Longley

Frequency and Ethnicity Map of 1881 Map of 1998

Home Help

International Comparisons

| International Comparisons | Rate | As % of GB rate in 1998 |
|--------------------------------|--------|-------------------------|
| Great Britain Frequency (1998) | 7900 | 100 |
| Great Britain Frequency (1881) | 5898 | |
| Great Britain Rate (1998) | 200 | |
| Great Britain Rate (1881) | 218 | |
| Northern Ireland | 146.40 | 74.6 |
| Republic of Ireland | 11.37 | 5.8 |
| Australia | 167.64 | 85.4 |
| New Zealand | 124.75 | 63.6 |
| United States | 208.20 | 146.6 |
| Canada | 92.27 | 47.0 |

Geographical Spread

| Geographical Spread | Statistics |
|---|--------------------|
| Great Britain top area (1881) | Blackpool |
| Great Britain top area (1998) | Preston |
| Great Britain top area index * | 937 |
| Great Britain top postal town | Blackpool |
| Number of UK gazetteer entries | 3 |
| County of gazetteer entry | More than one area |
| Republic of Ireland top county | |
| Republic of Ireland top county index * | |
| Australia top state | Queensland |
| Australia top state index * | 126 |
| Australia top standard statistical division | Upper Darling, NSW |
| New Zealand top province | Nelson |

Social Demographics

| Social Demographics | Statistics |
|--|---|
| Category of surname | English - Locational Name; Settlement Ending; Top |
| Mosaic type with highest index # | Industrial Grit |
| Index of top Mosaic type * | 150 |
| % of people with a more rural name | 18 |
| % of people with a more high-status name | 52 |
| Cultural, Ethnic, Linguistic categories of surname | British |



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- What is RSS?

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



Tap in your name
The website that maps your surname against areas of Britain



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

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- BBC WEATHER**
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AFRICA
▶ Ivory Coast's peace under threat

EUROPE
▶ Serb telecoms crackdown escalates

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COMING 11D

1824GMT: Nasa launch rocket mission to Pluto

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What is RSS?

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UK

Last Updated: Monday, 5 June 2006, 13:11 GMT 14:11 UK



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?

▶ VIDEO Report details



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.



Posh or common? The site that will rank your surname by social status



Science of swerve How physics can help Beckham score with new World Cup ball

OTHER TOP STORIES

- ▶ Hunt for double shooting gunman
- ▶ Beating-heart transplant UK first
- ▶ Brown's language call to migrants
- ▶ Breast cancer drug 'a life-saver'
- ▶ Elderly abuse 'becoming common'
- ▶ Peugeot staff vote against strike

ALSO IN THE NEWS



Screen saving head teacher takes pupils' home computers

WORLD CUP 2006



England set to fly out to Germany

MORE SPORT

- ▶ LIVE Cricket: England v S Lanka
- ▶ Rugby: Call for 'ruthless' England



Footie anthems

Songs spearheading the quest for World Cup chart glory

BBC NEWS: VIDEO AND AUDIO



No joke: English wine no longer laughing

MORE FROM THE UK

- ▶ Inquests begin into race deaths

ENGLAND

- ▶ Father 'unfit' to be interviewed

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Lady Macca's porn shame
Porno past of Sir Paul's estranged wife

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We can beat world champs
I'll do Crouchy dance if we win cup says Sven

BIZARRE

Hit the net for Sun anthem
Buy World Cup song for just 20p online

SUN LOCAL

Best free ads in your area
Post ads for free and search millions of ads

LIFE

Girls Aloud

Wayne is chavviest name

By **EMILY HASSALL**

THE most chavvy surnames in Britain are Riddock, 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.

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- Lady Macca's porno past
- 7/7 failures slammed
- One day I'll be a dancer ..
- Web watches US border
- Superstar singer is Pin-k

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An interest rate of 0% for 6 months on purchases and balance transfers. No...
www.morganstanley...



Royal Bank of Scotland...

0% on purchases and balance transfers for first 9 months. Typical 16.9%...
www.rbs.co.uk



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expressandstar.com

THE Sun

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Scunthorpe Telegraph

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ic Wales.co.uk
The national website of Wales

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BRITAIN'S BIGGEST COMPUTER MAGAZINE

sundayherald

Time Out

innovations report

Chronicle Live

BBC NEWS
Midlands Today

London

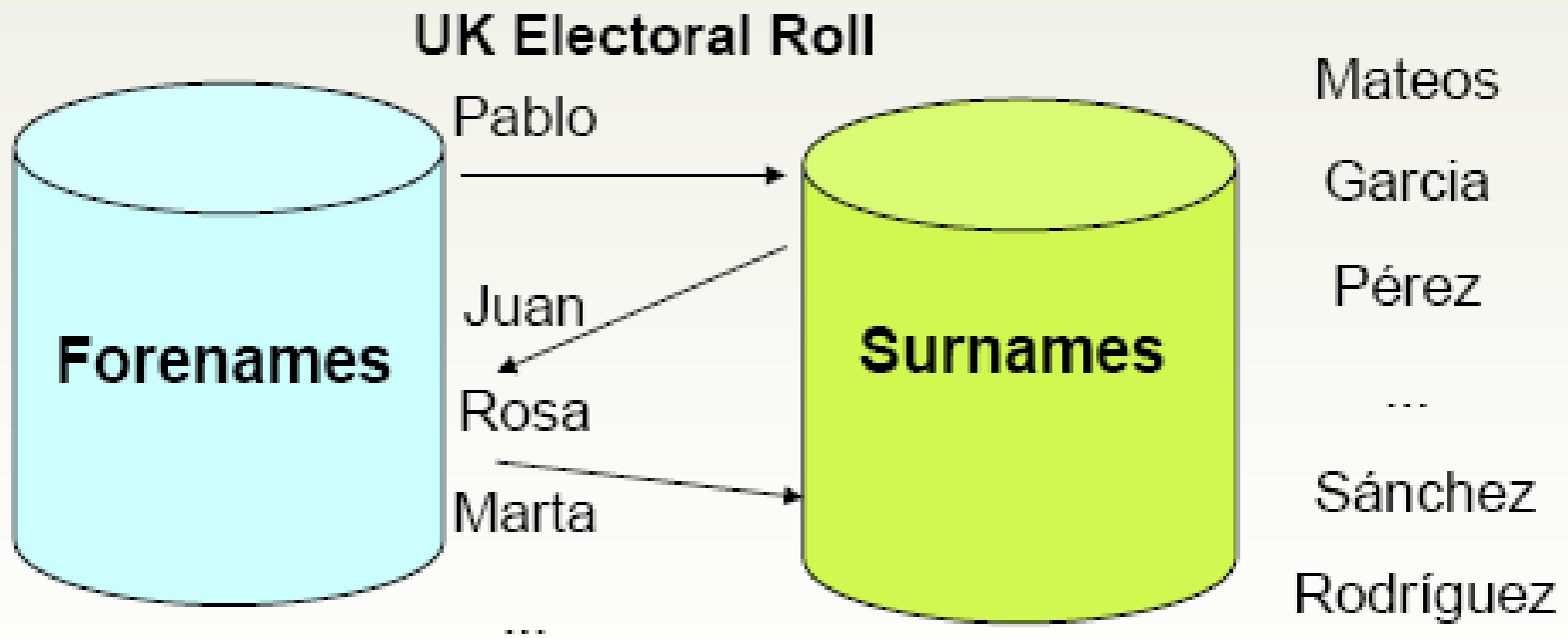
- 1st Month – 355k unique users
- Maximum Daily Peak June - 210k unique users
- Extensive feedback - over 600 emails
- 1st Year – 1.4 million unique users

Name Classification – All Cornish Names

- Migration Patterns
 - Iron Ore Mines -
Middlesbrough



Name Classification – Ethnic Origins of Names



Name Classification – Ethnic Origins of



Greek and Greek Cypriot population in London - Output Area level, 2004



Cultural and ethnic group:

Greek and Greek Cypriot

Bangladeshi

Chinese

English

Greek and Greek Cypriot

Indian

Irish

Italian

Jewish and Armenian

Nigerian and Ghanaian

Other Muslim

Pakistani

Polish

Portuguese

Russian

Sikh

Sri Lankan

Turkish

Vietnamese

Cultural and ethnic group:

Greek and Greek Cypriot

Hide thematic map

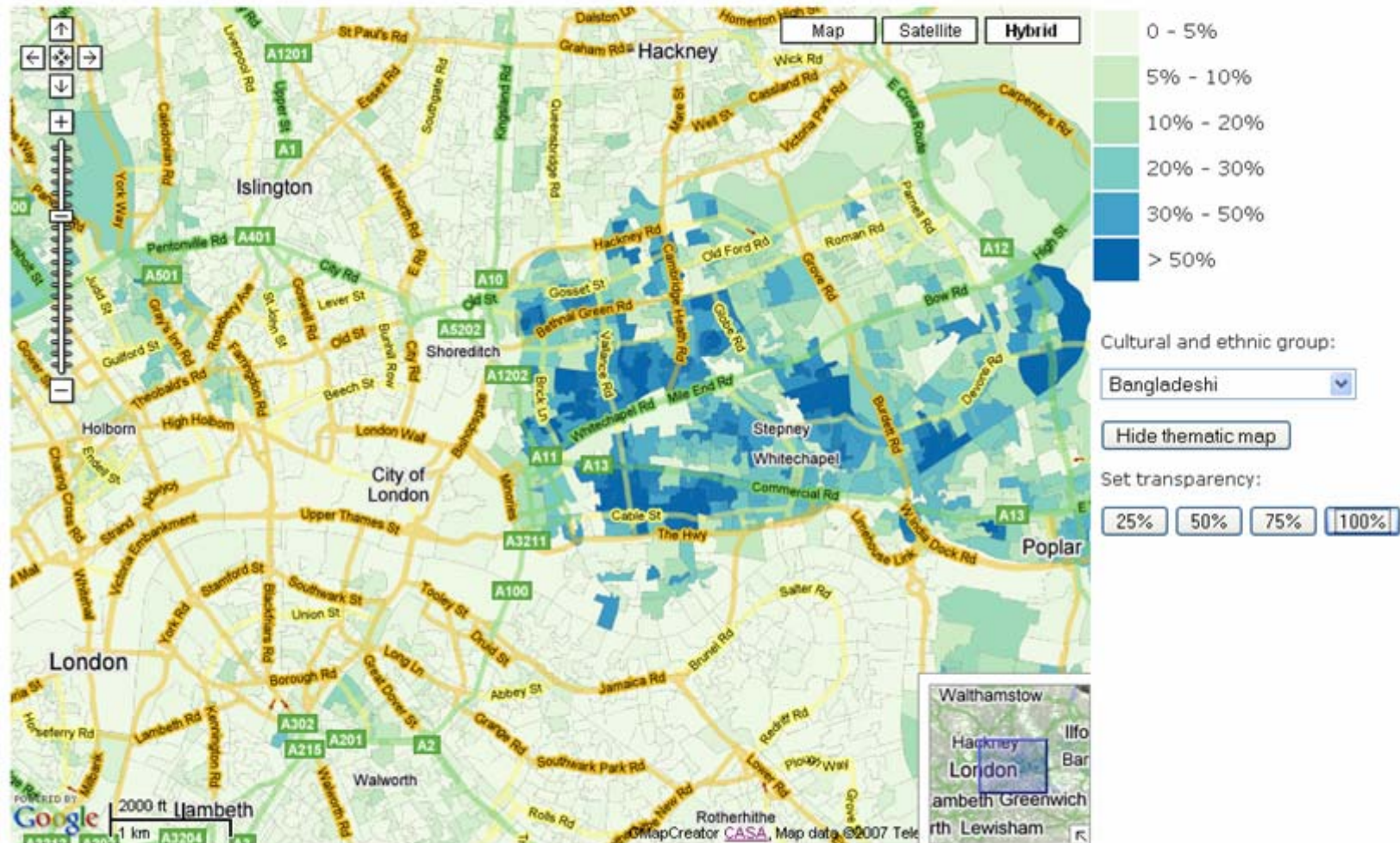
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25% 50% 75% 100%

Bangladeshi population in London - Output Area level, 2004



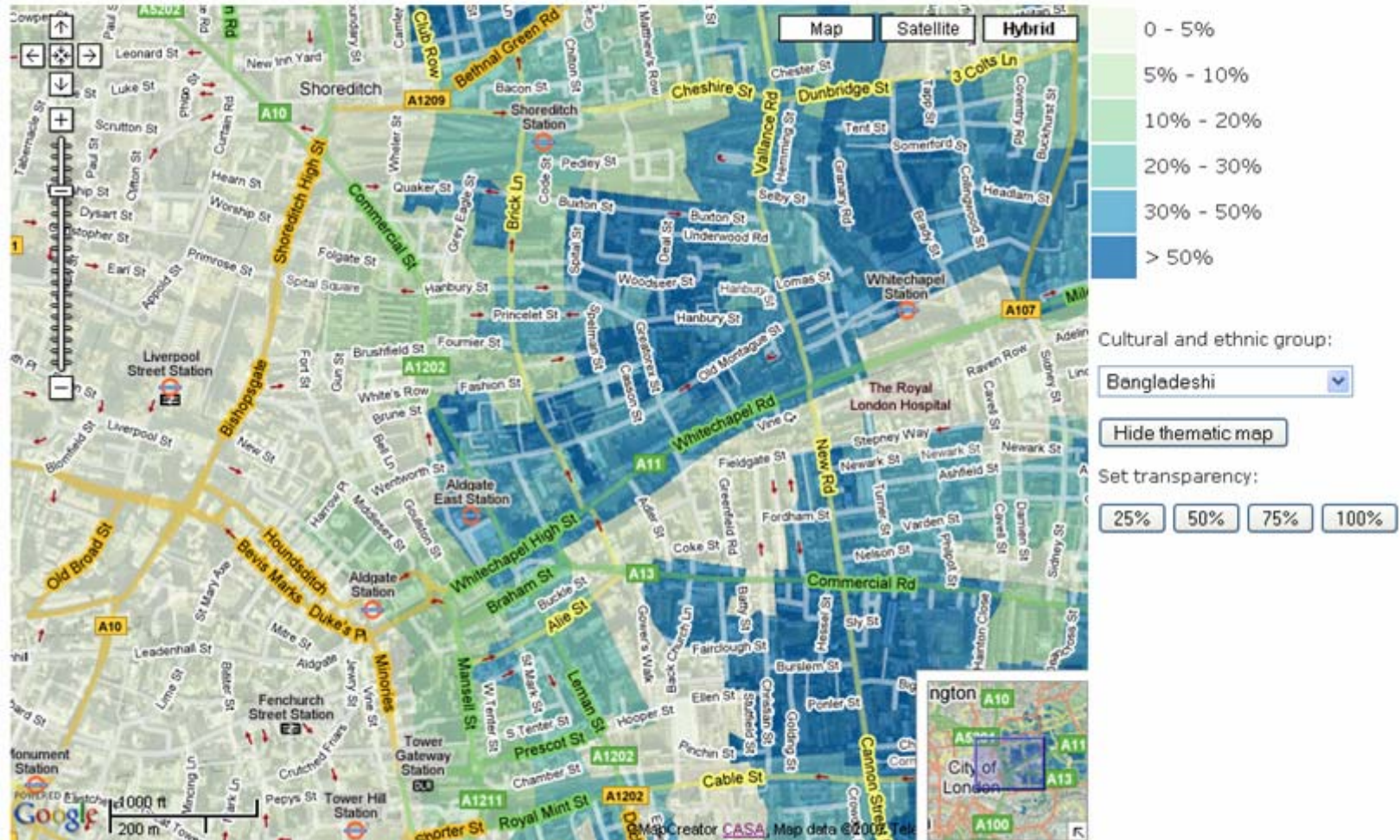
Bangladeshi population in London - Output Area level, 2004



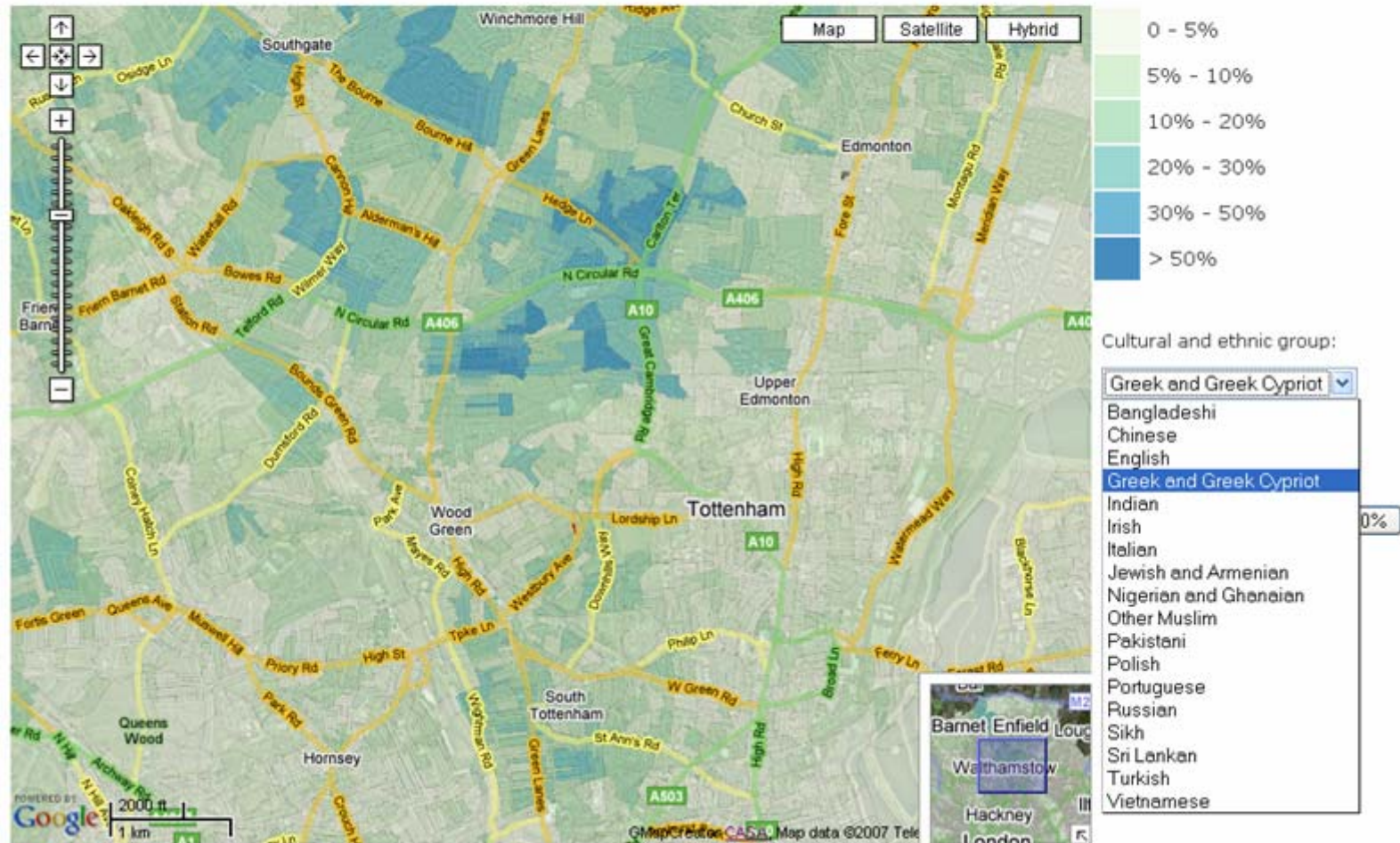
Bangladeshi population in London - Output Area level, 2004



Bangladeshi population in London - Output Area level, 2004



Greek and Greek Cypriot population in London - Output Area level, 2004



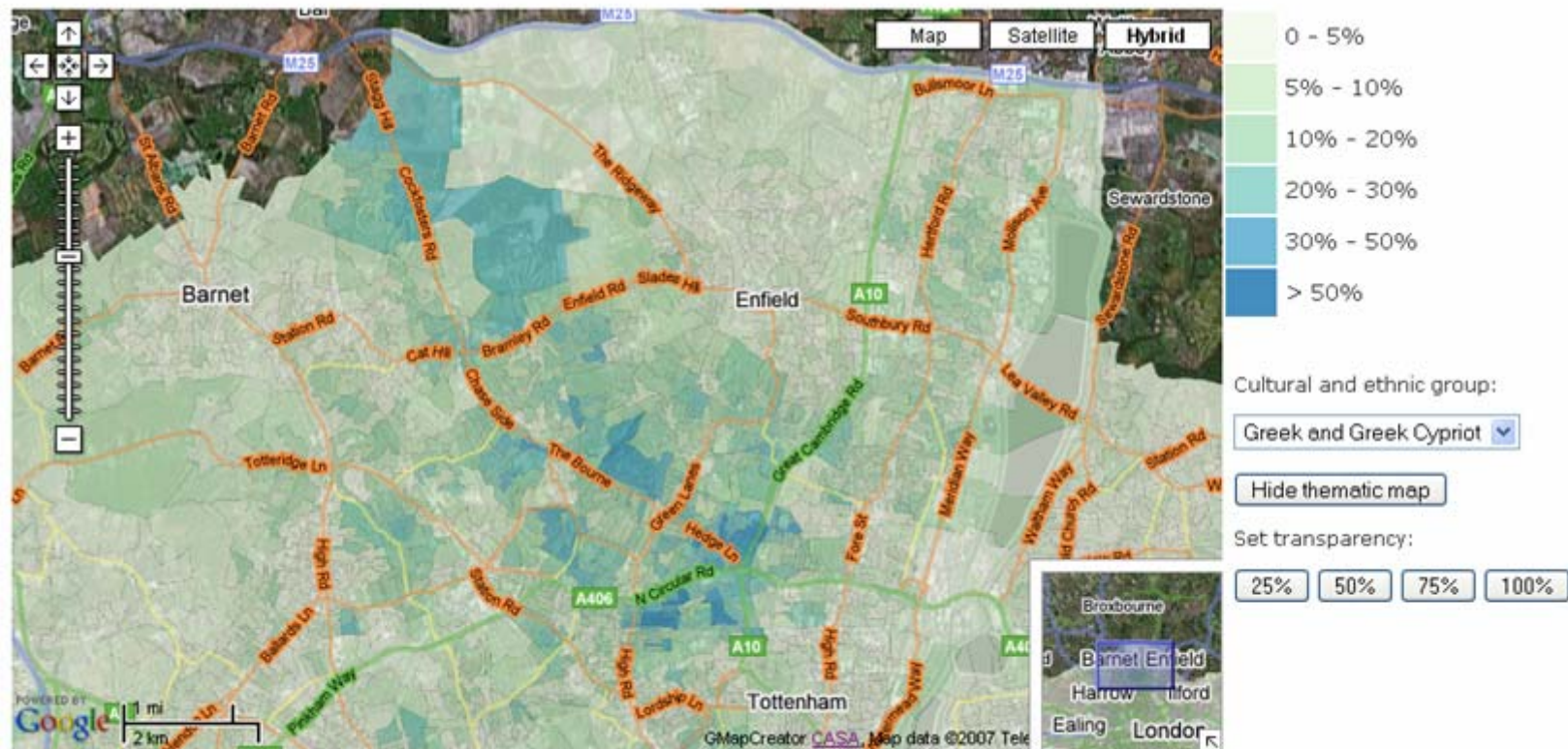
Greek and Greek Cypriot population in London - Output Area level, 2004 - Mozilla Firefox

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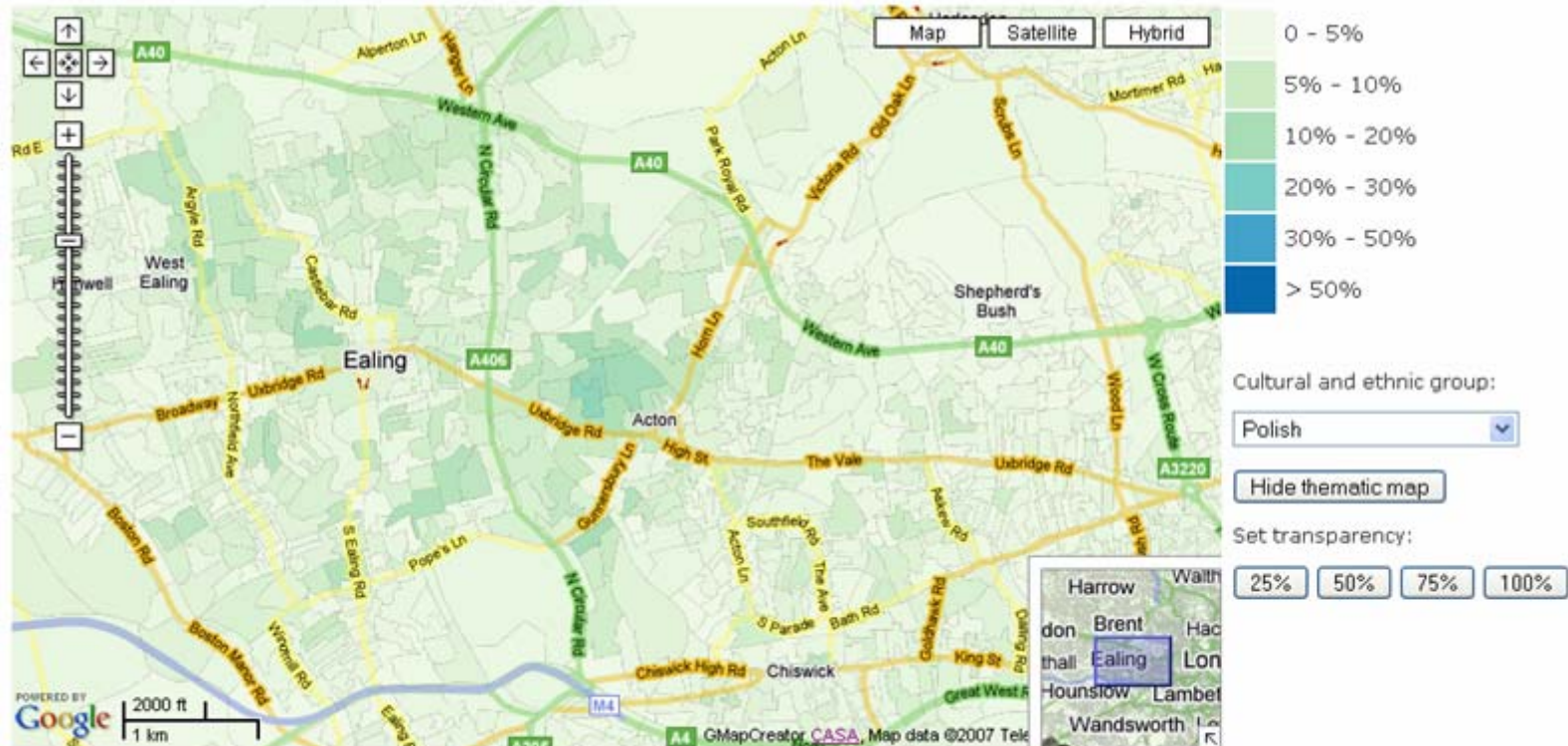
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Polish population in London - Output Area level, 2004



RESOURCES FOR TEACHERS

Resources

- 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
- Booth Map
 - <http://booth.lse.ac.uk/>
- www.casa.ac.uk
 - Google Map Creator