



# Connectivity and Digital Use

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Connectivity APMG

# Understanding Connectivity and Digital Use

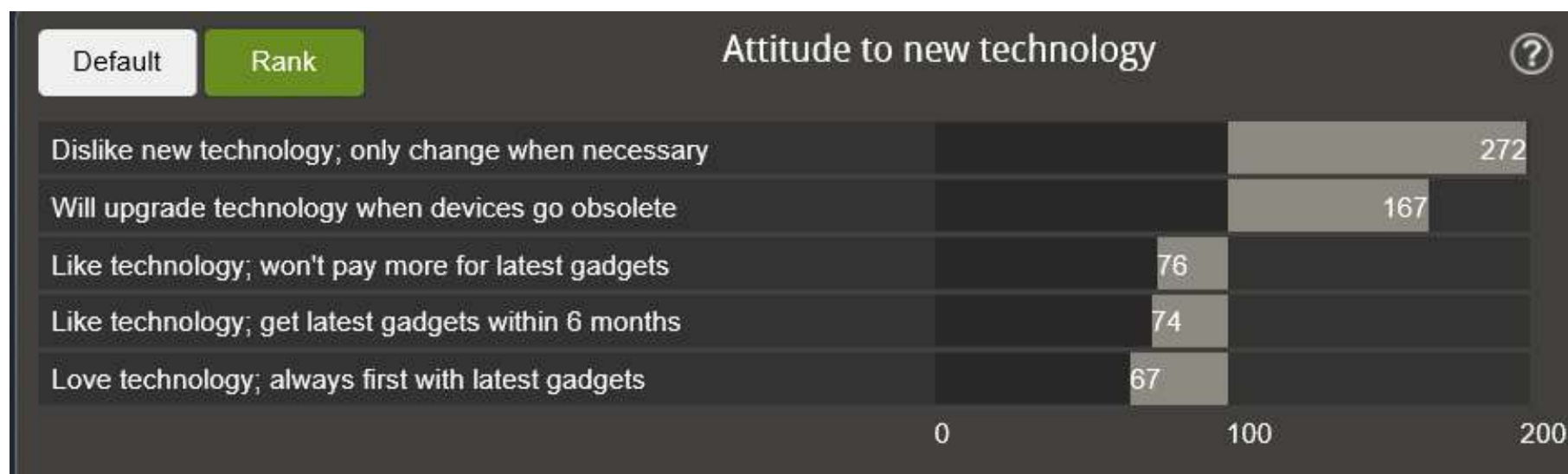
## **Types of barriers to connectivity**

(identified from socio-demographic profiling - Mosaic)

1. Households without immediate access to technology
  - i) Less likely to have smartphone/tablet/PC
  - ii) Less likely to have any interest in latest technology
2. Households with lower general interest in using digital
  - i) Less likely to regularly access the internet
  - ii) Less likely to access/make use of/regularly check emails
3. Households less interested in conducting traditional affairs online
  - i) Less likely to use online banking services
  - ii) Less likely to use self-serve platforms (such as NHS/Health and medical sites)

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## Example of Mosaic Comparison factors



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## Households without immediate access to technology

### Mosaic Types

- **Least likely to have a smartphone**

(25,500 households/41,100 adults)

F25 – Classic Grandparents (elderly, not good with new technology)

F23 – Solo Retirees (elderly singles, dislike new technology)

- **Least likely to have a tablet**

(19,000 households/24,200 adults)

N57 – Seasoned Survivors (very elderly, modest incomes)

F23 – Solo Retirees (elderly singles, dislike new technology)

- **Least likely to have up-to-date tech**

(19,800 households/24,300 adults)

N59 – Pocket Pensions (retired, social housing, prefer to engage in person)

F23 – Solo Retirees (elderly singles, dislike new technology)

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## Households with lower general interest in using digital

### Mosaic Types

- **Likely to not use emails at all**  
(6,850 households/9,800 adults)  
N57 – Seasoned Survivors (very elderly, modest incomes)
- **Likely to use the internet monthly or less**  
(6,850 households/9,800 adults)  
N57 – Seasoned Survivors (very elderly, modest incomes)
- **Likely to not ‘surf’ the internet at all**  
(39,900 households/64,300 adults)  
F23 – Solo Retirees (elderly singles, dislike new technology)  
F24 – Bungalow Haven (elderly, prefer to buy in store)  
F25 – Classic Grandparents (elderly, not good with new technology)

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## Households not interested in conducting traditional affairs online

### Mosaic Types

- **Least likely to use online banking**

(12,300 households/18,100 adults)

N57 – Seasoned Survivors (very elderly, modest incomes)

N61 – Estate Veterans (generally 75+, often left behind by technology)

- **Least likely to use ‘Wellbeing’ sites**

(7,500 households/9,900 adults)

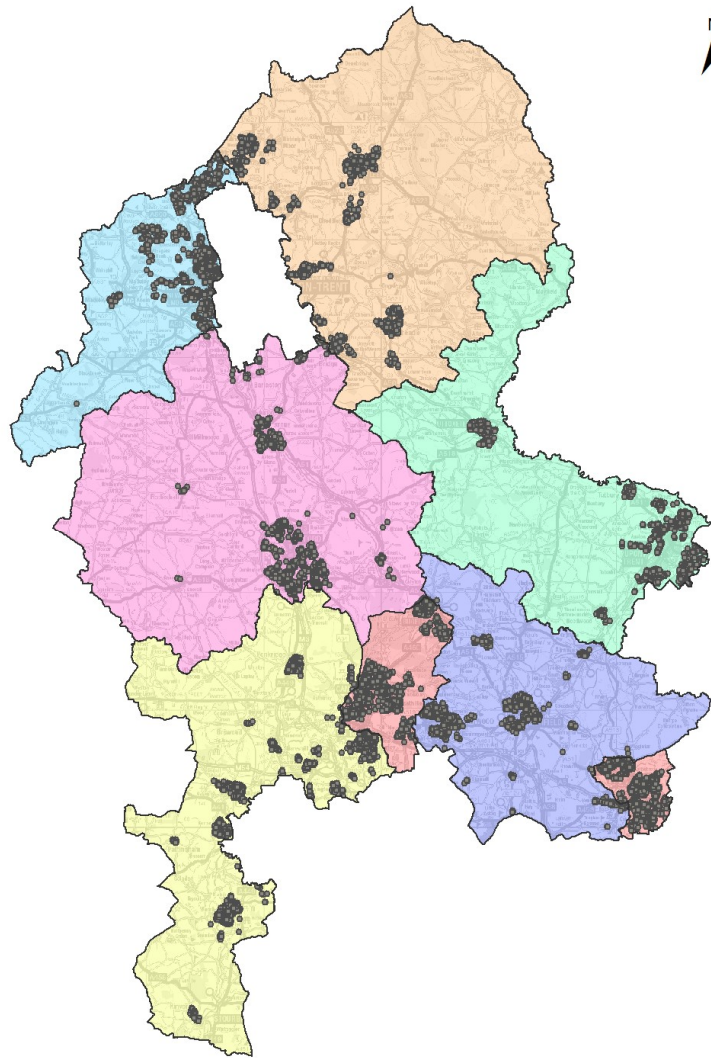
N59 – Pocket Pensions (retired, low incomes, prefer in-person contact)

- **Less likely than average to use NHS websites**

(5,700 households/11,800 adults)

A02 – Scattered Homesteads (rural/isolated housing, low interest in internet)

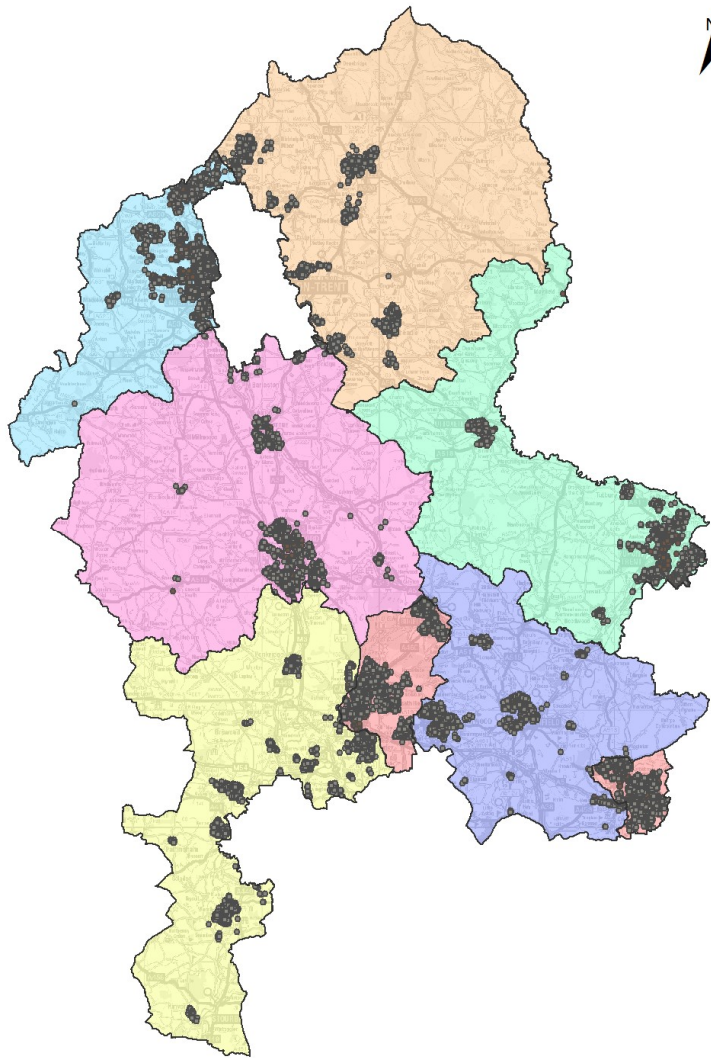
## Location of Mosaic Types with likely barriers



### F23 – Solo Retirees (14,384 adults)

- Unlikely to have a smartphone or tablet
- Unlikely to upgrade any old tech (such as PC/laptop)
- Generally don't surf the internet

## Location of Mosaic Types with likely barriers



### **F23 – Solo Retirees (14,384 adults)**

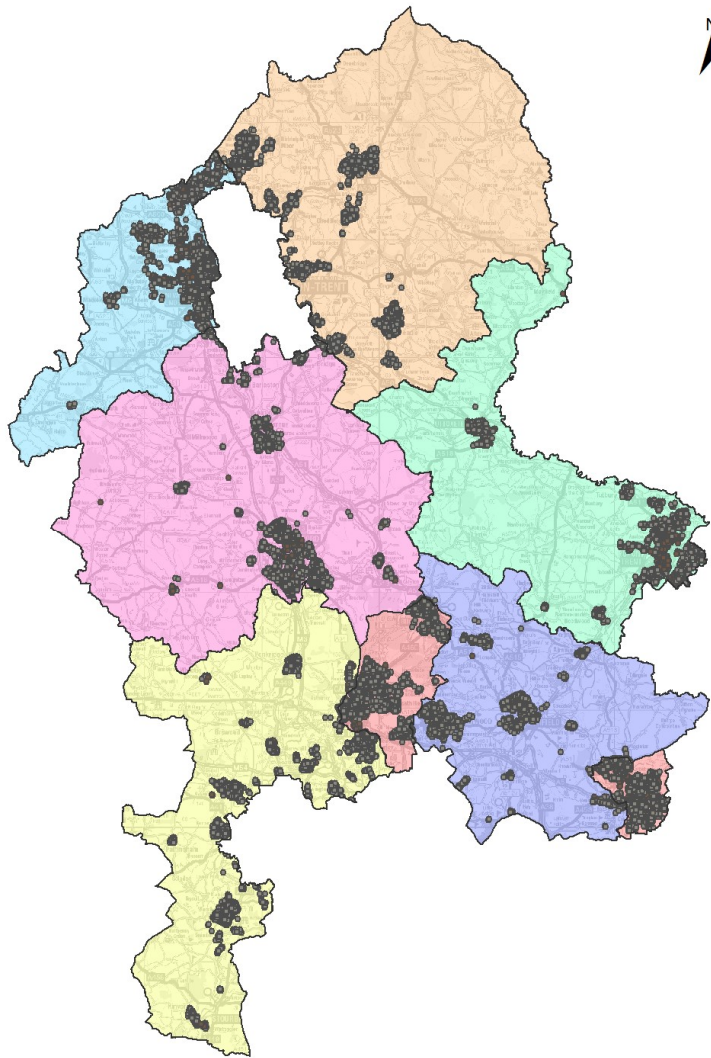
- Unlikely to have a smartphone or tablet
- Unlikely to upgrade any old tech (such as PC/laptop)
- Generally don't surf the internet

### **N57 – Seasoned Survivors (9,834 adults)**

- Unlikely to have a tablet
- Unlikely to use emails at all or have an email address
- Rarely use the internet (monthly or less)
- Unlikely to use online banking or similar



## Location of Mosaic Types with likely barriers



### **F23 – Solo Retirees (14,384 adults)**

- Unlikely to have a smartphone or tablet
- Unlikely to upgrade any old tech (such as PC/laptop)
- Generally don't surf the internet

### **N57 – Seasoned Survivors (9,834 adults)**

- Unlikely to have a tablet
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- Rarely use the internet (monthly or less)
- Unlikely to use online banking or similar

### **N59 – Pocket Pensions (9,879 adults)**

- Least likely to have up-to-date technology

### **F25 – Classic Grandparents (26,718 adults)**

- Unlikely to surf the internet

### **F24 – Bungalow Haven (23,242 adults)**

- Unlikely to surf the internet

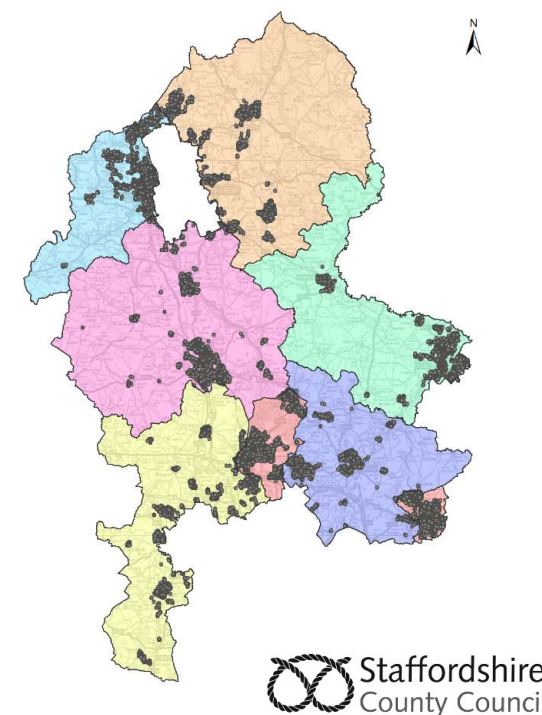
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## Estimated number of households and adults with barriers

Across Staffordshire approximately 65,400 households (home to an estimated 104,100 adults) are grouped in the Mosaic Types most likely to have barriers to connectivity; as a result of their access to up-to-date technology, interest in use of digital, or their level of digital literacy.

This amounts to around 14% of the adult population of the County.

District	Households with potential barriers	Adults with potential barriers	Percentage of all adults
Cannock Chase	7,787	11,888	14%
East Staffordshire	7,449	11,841	12%
Lichfield	6,444	10,166	12%
Newcastle-under-Lyme	10,222	15,990	15%
South Staffordshire	8,817	13,861	15%
Stafford	9,519	15,413	13%
Staffordshire Moorlands	10,150	17,073	20%
Tamworth	4,988	7,840	12%
<b>Staffordshire County</b>	<b>65,376</b>	<b>104,072</b>	<b>14%</b>



# Identified least connected Mosaic Groups (in order)

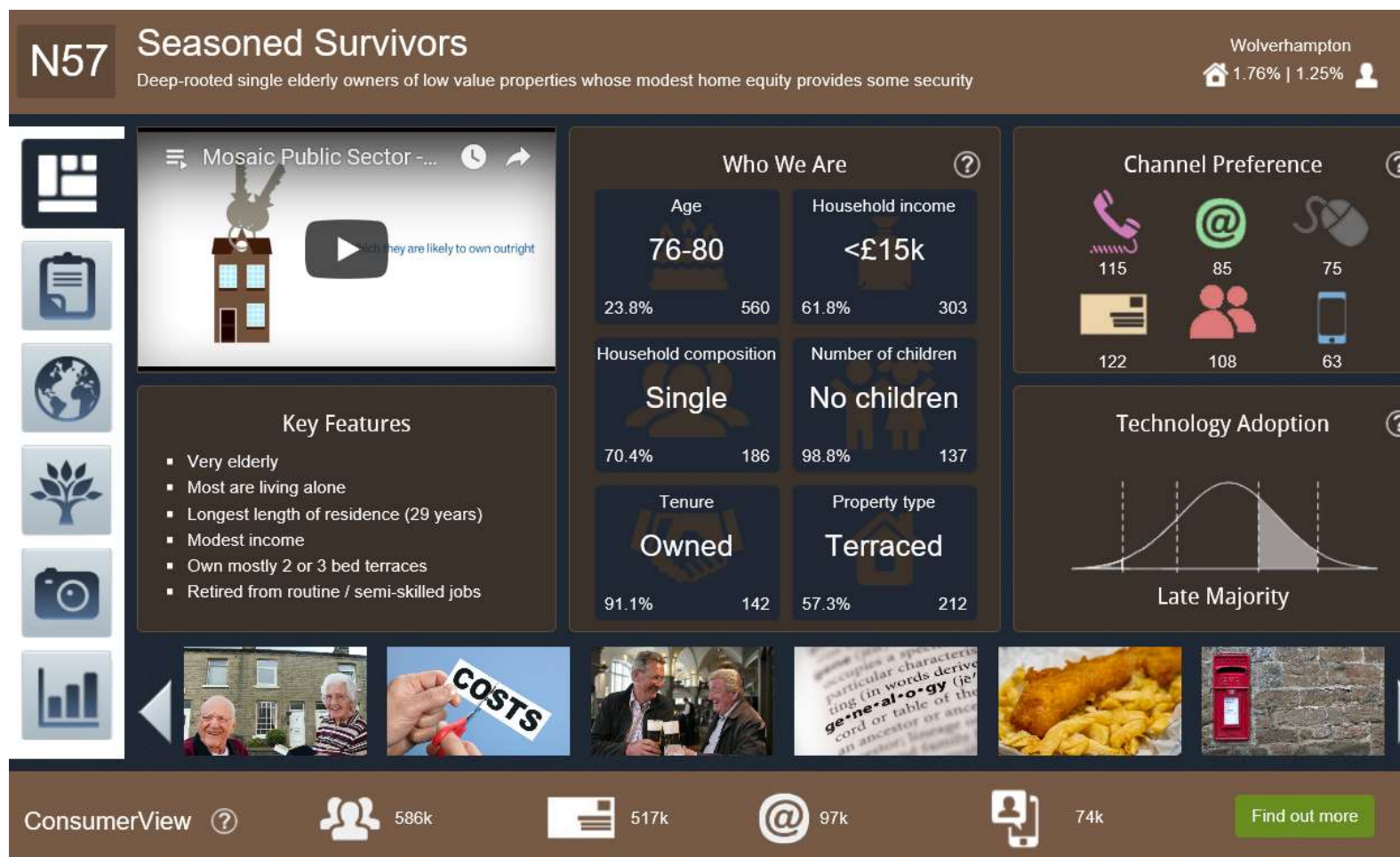
Type	Group/Type Name	Key Feature 1	Key Feature 2	Key Feature 3	Key Feature 4	Key Feature 5	Key Feature 6
F23	<b>Solo Retirees</b> 14,384 adults 12,243 households	Elderly singles	Small private pension	Long length of residence	Own a suburban semi or terrace	Keep bills down by turning things off	Don't like new technology
N57	<b>Seasoned Survivors</b> 9,834 adults 6,850 households	Very elderly	Most are living alone	Longest length of residence (29 years)	Modest income	Own mostly 2 or 3 bed terraces	Retired from routine / semi-skilled jobs
N59	<b>Pocket Pensions</b> 9,879 adults 7,540 households	Retired and mostly living alone	1 or 2 bedroom small homes	Rented from social landlords	Low incomes	Prefer contact by landline phone	Visit bank branch
F25	<b>Classic Grandparents</b> 26,718 adults 13,207 households	Elderly couples	Traditional views	Not good with new technology	Most likely to have a basic mobile	Long length of residence	Own value suburban semis and terraces
F24	<b>Bungalow Haven</b> 23,242 adults 14,436 households	Elderly couples and singles	Own their bungalow outright	Neighbourhoods of elderly people	May research online	Like buying in store	Pre-pay mobiles, low spend
N61	<b>Estate Veterans</b> 8,238 adults 5,421 households	Average age 75	Often living alone	Long term social renters of current home	Living on estates with some deprivation	Low income	Can get left behind by technology
A02	<b>Scattered Homesteads</b> 11,777 adults 5,679 households	Married couples aged 50+	Most isolated housing	Highest levels of working at home	Often oil central heating	Reuse and recycle	Lower use of Internet

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## **Other households likely to experience barriers to connectivity**

- Those in short-term or temporary accommodation
- Those with low or no overall literacy
- Those with low or no digital literacy/skills
- Those with lowest levels of fixed income
- Those in homes with limited digital infrastructure (i.e. shared accommodation, hostels etc.)