

Internet User Classification in Brent

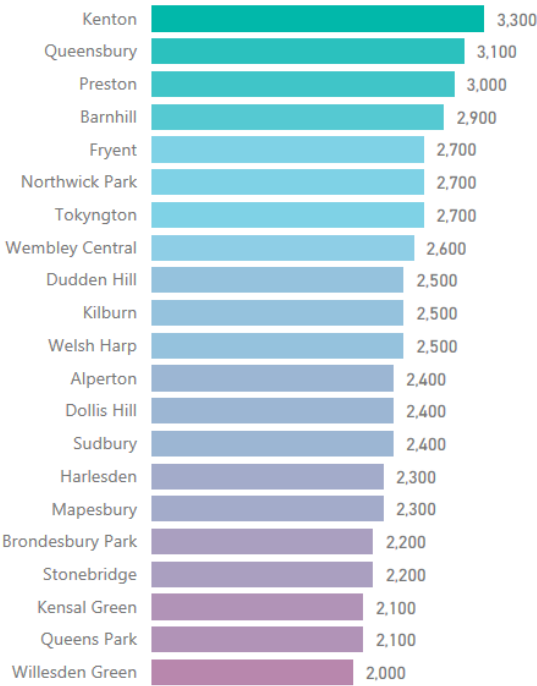
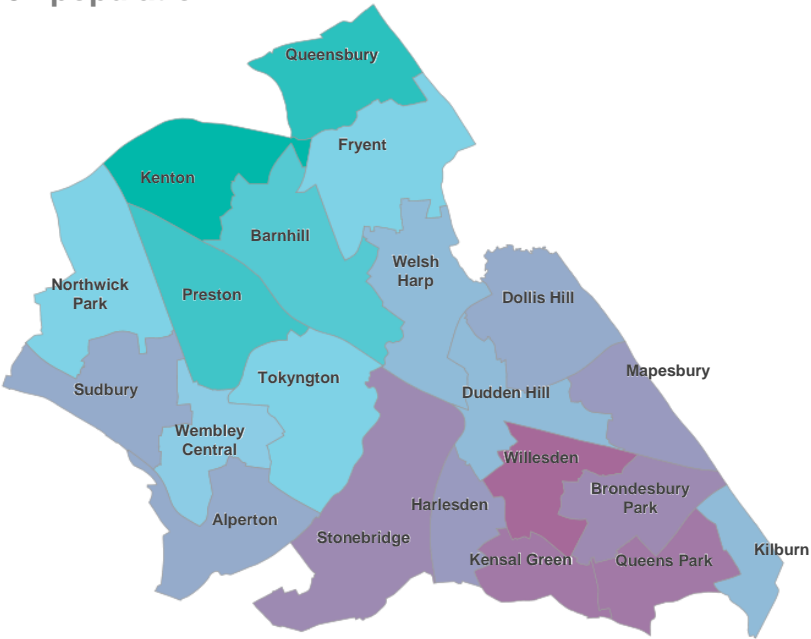
This geodemographic classification maps digital consumers by combining over seventy measures selected from survey and lifestyle data, alongside census and infrastructure performance statistics.

<https://data.london.gov.uk/dataset/the-2014-internet-user-classification--iuc---lsoa>

Each group is named and given a informal description of their characterising traits. The top groups in Brent are:

"Young and mobile"	48%	The Young and Mobile Group is predominantly young and has a tendency to access the Internet using mobile devices rather than fixed line connections. This Group is found in major urban conurbations where population density is above average and infrastructure provision is sufficient to support heavy mobile broadband usage. These areas are typically inner city or city fringe and experience mixed levels of material deprivation.
"Next Generation Users "	27%	The Next Generation Users Group is characterised by high levels of engagement across all applications of the Internet. Members of this Group are heavy smartphone users and typically access the Internet on the move and for applications such as email, social networking and navigation. However, they favour fixed line connections for most other tasks such as general browsing and seeking information.
"Totally Connected"	15%	This Group displays a clear preference to use the Internet by default for almost all applications. Members of this Group access the Internet through multiple devices, whilst on the move and in the home to ensure seamless connectivity.
"Low Density but High Connectivity"	5%	Despite disparate populations, this Group is generally well connected and displays the strongest infrastructure and performance characteristics within the Supergroup, generally falling in line with the national average.

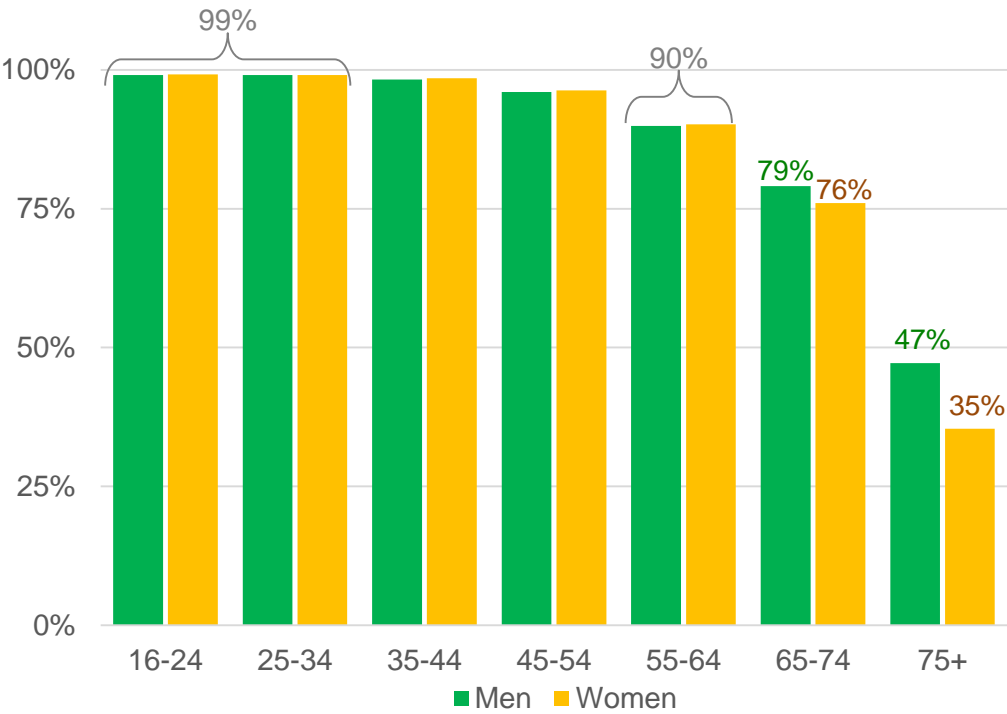
60+ population



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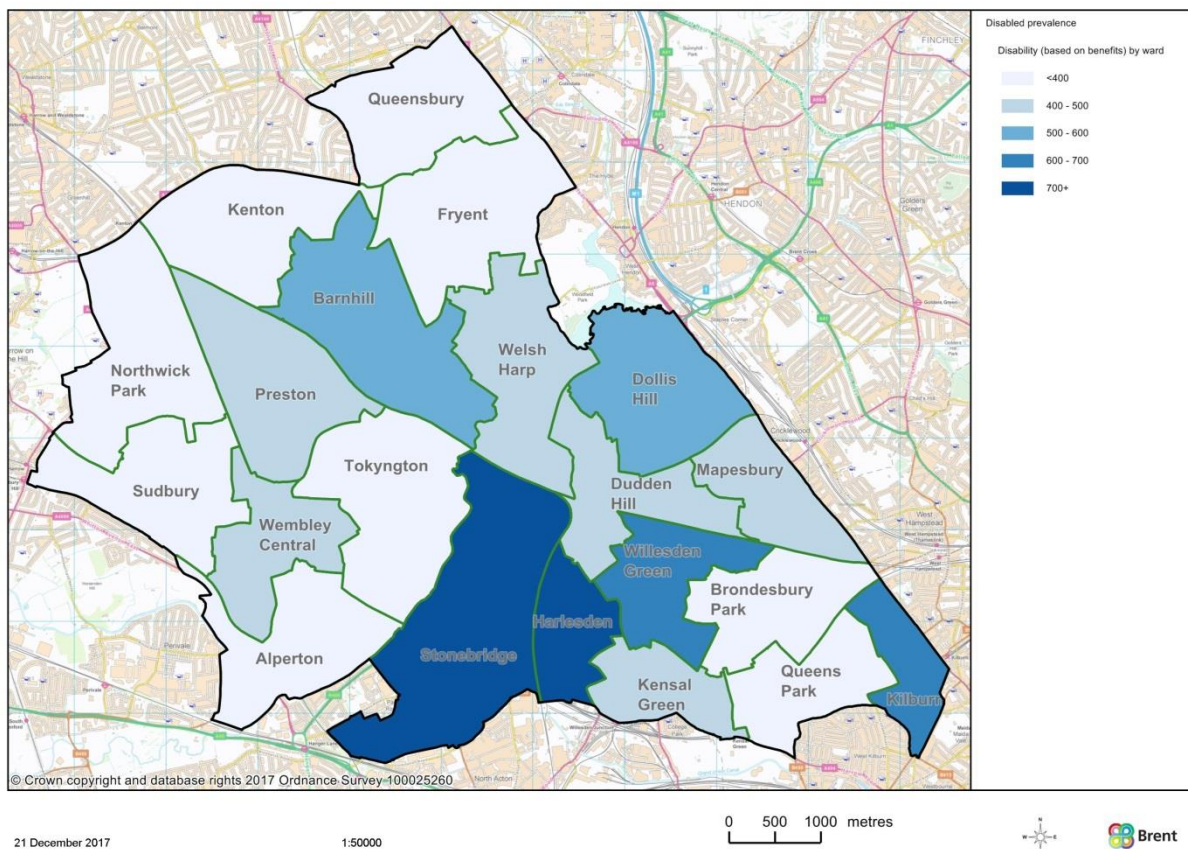
Older people in Brent

GLA estimates for 2017 (round to nearest 100)



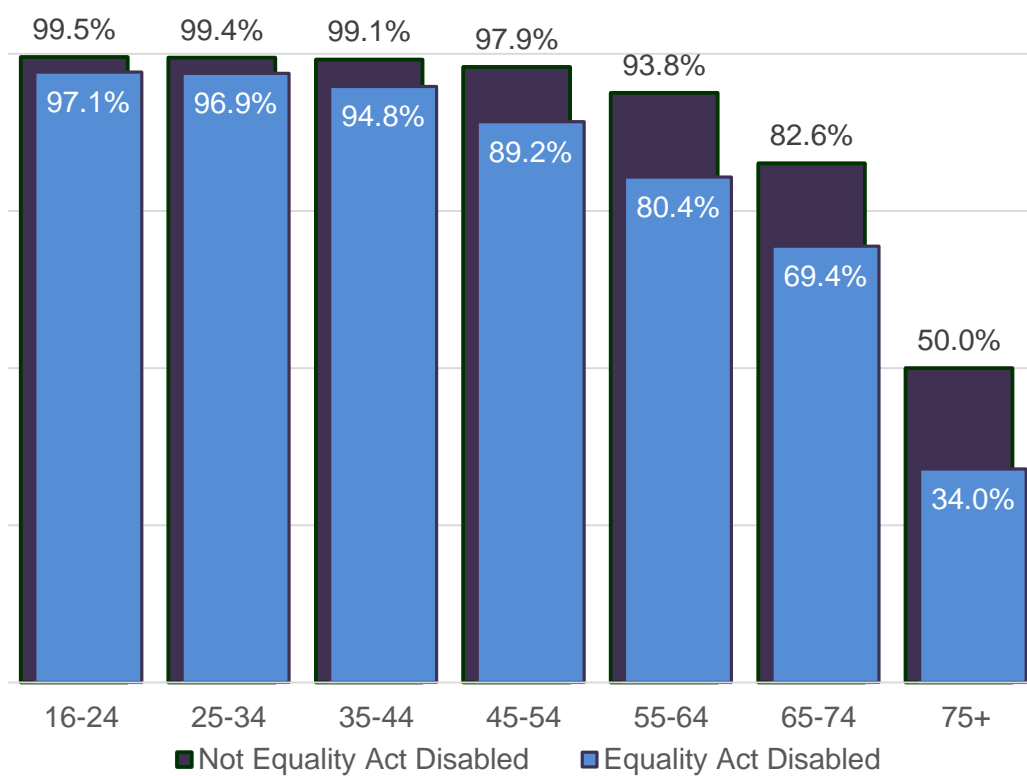
% UK population accessing the internet in the last 3 months (age and gender)

ONS -UK Internet Users, 2017



Disabled people in Brent

Based on receipt of disability related benefits



% UK population accessing the internet in the last 3 months (age and disability)

ONS - UK Internet Users, 2017