

Internet User Classification

Britain's Digital Tribes

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The Internet User Classification (IUC) is an **openly available** geodemographic developed by the CDRC that describes the profile of neighbourhoods across Great Britain according to how their **residents access and engage with the Internet**.

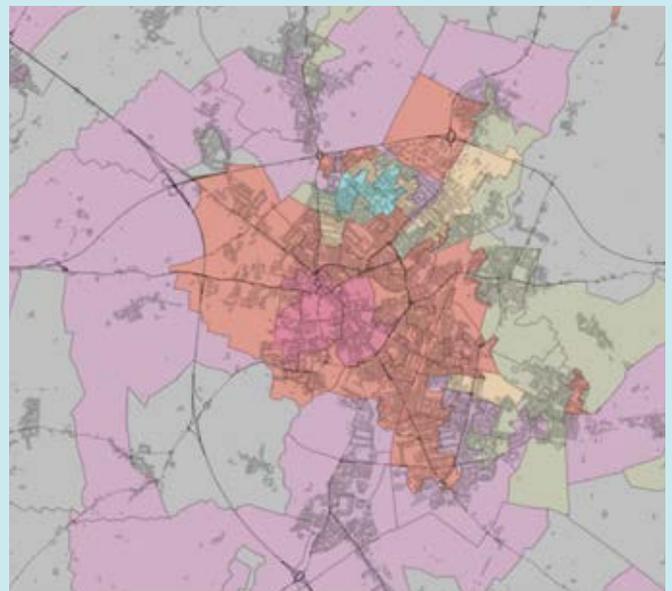
Neighbourhoods are **classified into one of ten groups** that describe typical resident Internet use and engagement. The classification is created using CDRC data inputs including demographics, consumer data, local Internet infrastructure and survey responses describing the use, frequency and experience of Internet users.

A Map of Digital Divides

This indicator provides insight into how local populations both use and engage with the Internet. Detailed information about the defining characteristics of each group can be accessed on the CDRC website at **data.cdrc.ac.uk**. The classification provides an effective tool for the planning of digital service delivery such as the roll-out of government services, and provides insight into channel selection between offline and online retail. The IUC is also integral to the CDRC retail centre e-resilience measure - also available on the CDRC website at **data.cdrc.ac.uk**.



Liverpool



Cambridge



How does the Internet Impact Retail Centre Health?

The uptake of digital technology is seen as a critical factor impacting the health of town centres and their future sustainability. Gaining a better understanding of these contexts and those drivers of change is therefore of prescient policy concern. Recent work evaluating the vulnerability of retail centres to the impact of online consumption has used the Internet User Classification as the basis for these measures.

Further details of this work can be found in the following publication:

doi.org/10.1016/j.geoforum.2015.11.013