

COMMUNICATING GEODEMOGRAPHICS

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

The Communication Problem

- Numbers are hard to visualise and understand
- Multidimensional numbers are even harder to visualise and understand
- For this reason – many visualisation methods have been created

SAS

File Edit View Tools Data Solutions Window Help

Explorer

- Dist_rec57
- Dist_rec58
- Dist_rec59
- Dist_rec60
- Dist_rec61
- Gseg
- Optim_cluster57
- Optim_cluster58
- Optim_cluster59
- Optim_cluster60
- Optim_cluster61
- Optim_int_seed57
- Optim_int_seed58
- Optim_int_seed59
- Optim_int_seed60
- Optim_int_seed61
- Rsq_rec57
- Rsq_rec58
- Rsq_rec59
- Rsq_rec60
- Rsq_rec61
- Sasgopt
- Sasmacr
- Uk_oac_inputs

VIEWTABLE: Work.Optim_cluster58

	VAR1	Cluster	
6693	00AJGW0021		5
6694	00AJGW0022		5
6695	00AJGW0023		5
6696	00AJGW0024		3
6697	00AJGW0025		5
6698	00AJGW0026		20
6699	00AJGW0027		20
6700	00AJGW0028		5
6701	00AJGW0029		20
6702	00AJGW0030		5
6703	00AJGW0031		5
6704	00AJGW0032		20
6705	00AJGW0033		5
6706	00AJGW0034		5
6707	00AJGW0035		5
6708	00AJGW0036		20
6709	00AJGW0037		20
6710	00AJGW0038		5
6711	00AJGW0039		5
6712	00AJGW0040		3

'Histogram of the Newcomb data' 14:

The FREQ Procedure

Cluster

Frequency	Percent	Cumulative Frequency
7389	3.31	7389
7207	3.23	14596
1772	0.79	16368
5643	2.53	22011
1757	0.79	23768
2046	0.92	25814
389	0.17	26203
4158	1.86	30361
2709	1.21	33070
652	0.29	33722
453	0.20	34175
6966	3.12	41141
3201	1.44	44342
2971	1.33	47313
5202	2.33	52515
7169	3.21	59684
1899	0.85	61583
4656	2.09	66239

```

%IF &avar2. < &avar1.%THEN %DO;

*Stores optimal initial seed location;
Data optim_int_seed&maxcluster. (drop = _ITER_ _CRIT_ _CHANGE_ _FREQ_ _RMSSTD_ _RADIUS_ _NEAR_ _GAP_);
length iteration 4.;
SET seed&maxcluster.;
where _ITER_ = 0;
iteration = &iter_cnt.;
RUN;

*Stores optimal classification lookup;
Data optim_cluster&maxcluster. (keep = VAR1 Cluster iteration);
length iteration 4.;
SET cluster&maxcluster.;
iteration = &iter_cnt.;
RUN;

%LET avar2 = &avar1.;
%END;

%let iter_cnt = %eval(&iter_cnt. + 1);

%END;

```

Results Explorer Output - (Untitled) Code.sas * Log - (Untitled) VIEWTABLE: Work....

C:\WINDOWS\system32

THE PAST

Pen Portraits

Multimedia Guide to Mosaic UK

mosaic
United Kingdom

Help Exit

A Symbols of Success (9.62%HH) 1 2 3 4 5 6 7

A 1-7
B 8-14
C 15-20
D 21-27
E 28-34
F 35-40
G 41-43
H 44-47
I 48-50
J 51-56
K 57-61

Background
Profiles
Mosaic

FINANCIAL TIMES

MARKS & SPENCER

AMERICAN EXPRESS

newstatesman

PLAY

experia

NATIONAL GEOGRAPHIC

KOREA

Rupert and Felicity

People with rewarding careers who live in sought after locations, affording luxuries and premium quality products

Age Rank: 7/11
Wealth Rank: 1/11

Portrait

Regional Distribution

Region	Percentage
London	19.49%
South East	32.35%
East Anglia, Midlands, South West, Wales	23.7%
North, North West, Yorkshire	15.62%
Scotland, Northern Ireland	8.84%

Mosaic Lookup
Enter Postcode

find

Rank Order 1/11 (236) >>> >>>

Profile: ISAs (Equity and Shares)

Imagery
Photos
Text
Tree
Chart
Map

Photographs

Multimedia Guide to Mosaic UK


mosaic
United Kingdom

Help Exit

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Background
Profiles
Mosaic

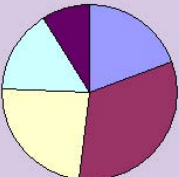


"Rupert and Felicity"
People with rewarding careers who live in sought after locations, affording luxuries and premium quality products

Age Rank: 7/11
Wealth Rank: 1/11

Portrait

Regional Distribution



- London (19.43%)
- South East (32.35%)
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Mosaic Lookup
Enter Postcode

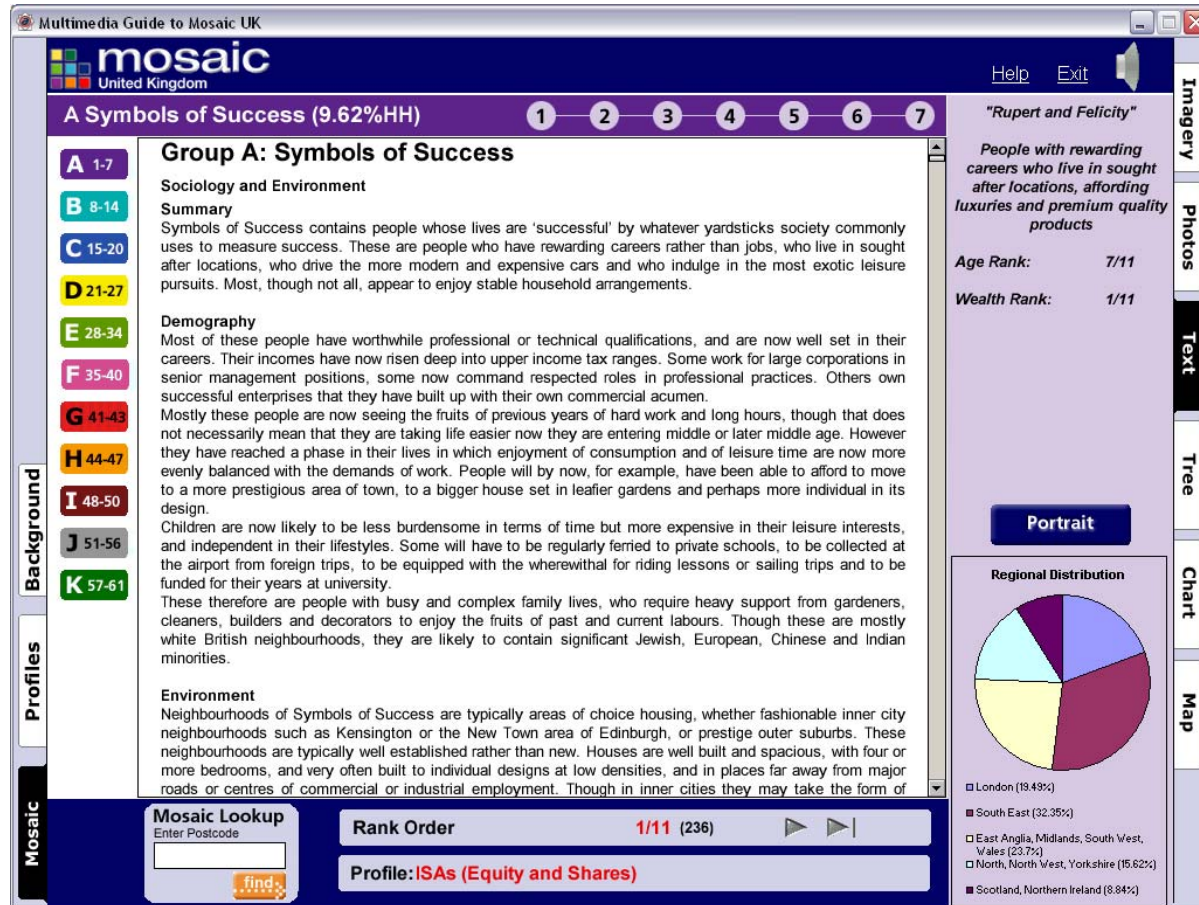
find

Rank Order 1/11 (236) ▶▶

Profile: ISAs (Equity and Shares)

Imagery
Photos
Text
Tree
Chart
Map

Text



Multimedia Guide to Mosaic UK

mosaic
United Kingdom

Help Exit

A Symbols of Success (9.62%HH) 1 2 3 4 5 6 7

A 1-7

Group A: Symbols of Success

Sociology and Environment

Summary
Symbols of Success contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

Demography
Most of these people have worthwhile professional or technical qualifications, and are now well set in their careers. Their incomes have now risen deep into upper income tax ranges. Some work for large corporations in senior management positions, some now command respected roles in professional practices. Others own successful enterprises that they have built up with their own commercial acumen.
Mostly these people are now seeing the fruits of previous years of hard work and long hours, though that does not necessarily mean that they are taking life easier now they are entering middle or later middle age. However they have reached a phase in their lives in which enjoyment of consumption and of leisure time are now more evenly balanced with the demands of work. People will by now, for example, have been able to afford to move to a more prestigious area of town, to a bigger house set in leafier gardens and perhaps more individual in its design.
Children are now likely to be less burdensome in terms of time but more expensive in their leisure interests, and independent in their lifestyles. Some will have to be regularly ferried to private schools, to be collected at the airport from foreign trips, to be equipped with the wherewithal for riding lessons or sailing trips and to be funded for their years at university.
These therefore are people with busy and complex family lives, who require heavy support from gardeners, cleaners, builders and decorators to enjoy the fruits of past and current labours. Though these are mostly white British neighbourhoods, they are likely to contain significant Jewish, European, Chinese and Indian minorities.


Environment
Neighbourhoods of Symbols of Success are typically areas of choice housing, whether fashionable inner city neighbourhoods such as Kensington or the New Town area of Edinburgh, or prestige outer suburbs. These neighbourhoods are typically well established rather than new. Houses are well built and spacious, with four or more bedrooms, and very often built to individual designs at low densities, and in places far away from major roads or centres of commercial or industrial employment. Though in inner cities they may take the form of

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Mosaic Lookup
Enter Postcode

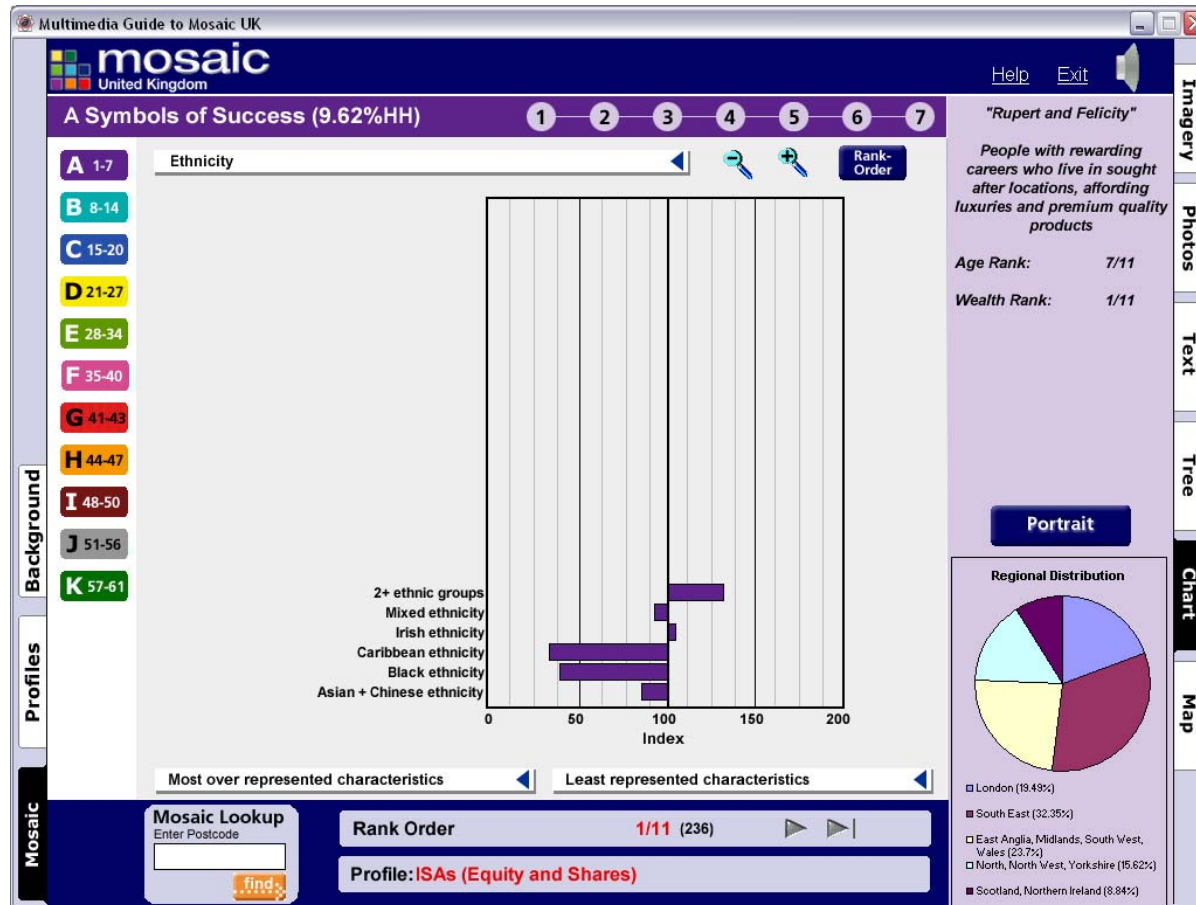
Rank Order 1/11 (236) ▶▶

Profile: ISAs (Equity and Shares)

Background Profiles Mosaic

Imagery Photos Text Tree Chart Map

Graphs



Maps

Multimedia Guide to Mosaic UK

mosaic
United Kingdom

Help Exit

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Background
Profiles
Mosaic

Constituencies

District Shopping Centres
Hampstead
St. John's Wood
Kensington
Solihull
Wokingham

Local Shopping Centres
East Horsley
Sharman's Cross
Bramhall
Virginia Water
Chelsea

Postal Areas
GU
KT
W
SL
AL

Unitary Authorities
Wokingham
Windsor and Maidenhead
Buckinghamshire
Surrey
East Dunbartonshire

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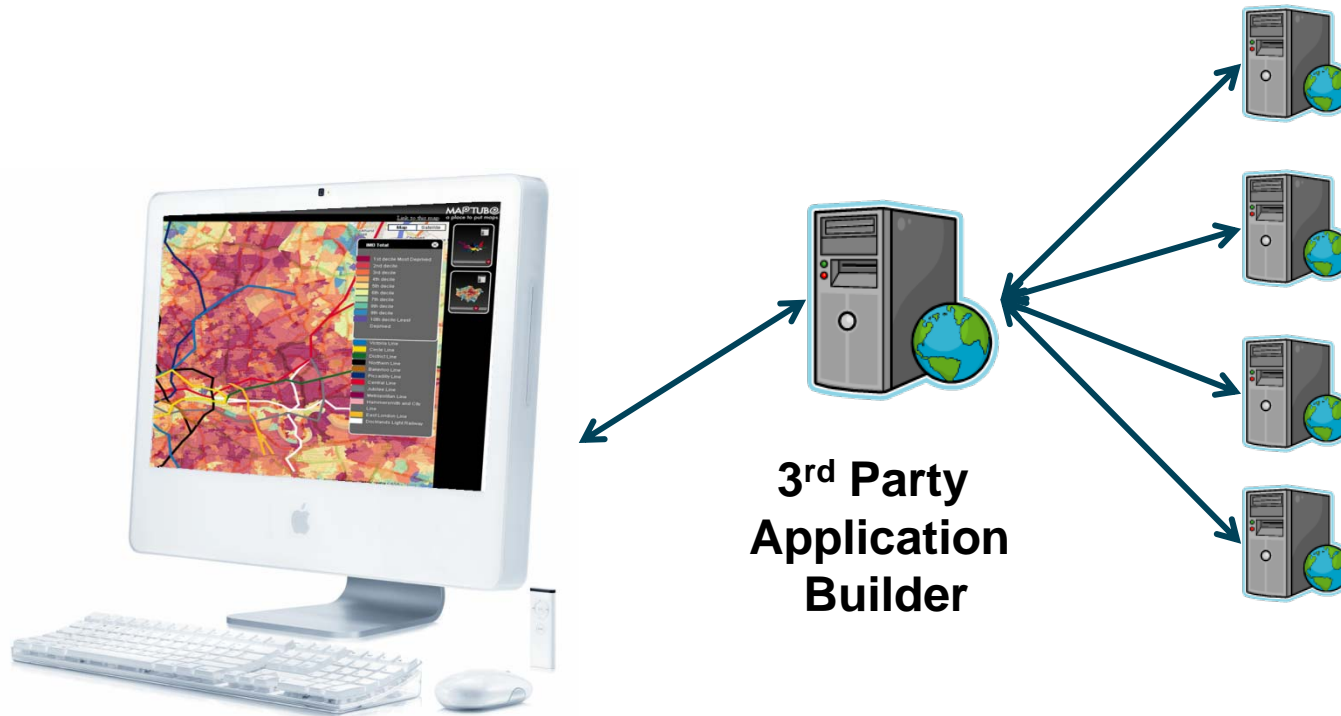
Profile: ISAs (Equity and Shares)

Imagery
Photos
Text
Tree
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Map

An evolving

PRESENT

API



Data :

- **Open Formats**
- **Geo-RSS**
- **KML**
- **XML**
- **“Tiles”**

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.



Esociety Project @ UCL

Map API

Spatial-Literacy.org - eSociety Profile Mozilla Firefox

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

SPATIAL-LITERACY.ORG
a centre for excellence in teaching and learning

Home Contacts People Projects Resources

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

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.

Rank	District	Town
1	PO1	Portsmouth
2	PR1	Preston
3	TW4	Hounslow
4	M19	Manchester
5	SE7	London
6	BS5	Bristol
7	OL1	Oldham
8	E16	London
9	BD7	Bradford
10	LS5	Leeds

If you would like to know more about how these ranks were created please see our help page by clicking [here].

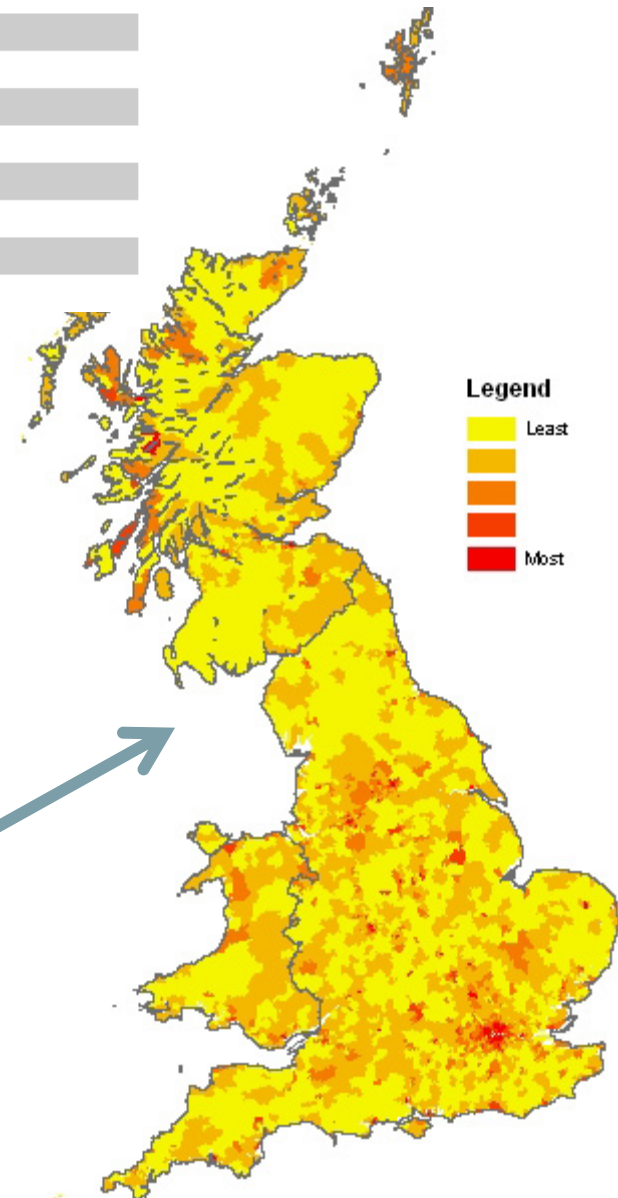
Do you agree with the E-Society classification for your postcode? If not, then please let us know what you think it should be by clicking this [link].

Search Again:
e.g. NW6 1CN

Group C : Becoming engaged

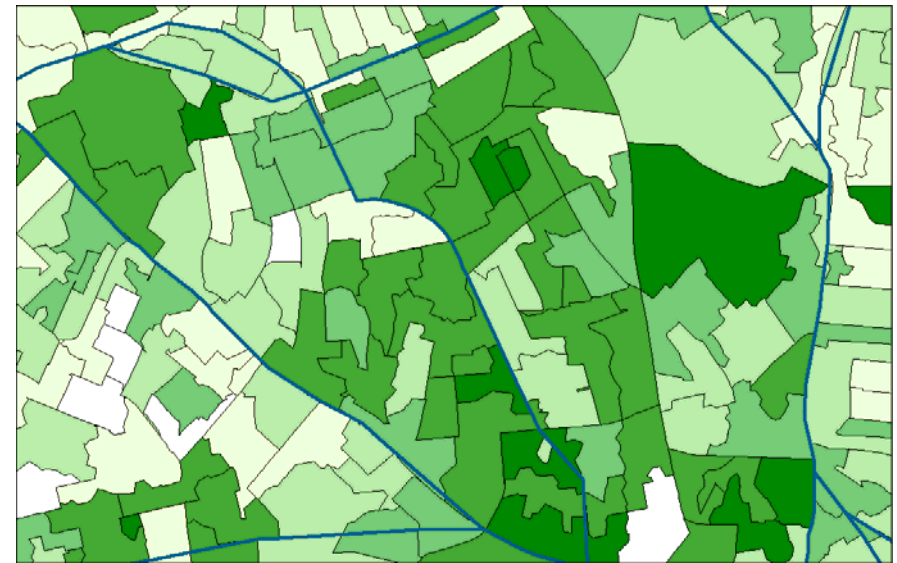
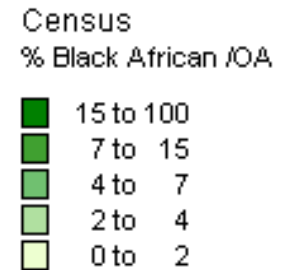
Members of this Group often acquire their competence in the use of information technology at work, since many of

Rank	District	Town
1	PO1	Portsmouth
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Good start, but how do we get better maps?

- What are the problems
 - Can't share easily
 - Static
 - No context (e.g. built environment)
- Easy solution...
 - Convert to KML and display on google maps?
 - **NO!**



Traditional map in a GIS

Why “NO”!

- KML Vector Format
 - Large maps – lots complex vector data
 - Google maps API – KML limit ~ 2meg
- 2 Possible solutions
 - Limit complexity of the data shown – keep as vector
 - E.g. London MET Police Crime
 - Use Raster
 - Slippy Maps - Tiles

KML (Vector)

METROPOLITAN POLICE

Working together for a safer London

Search

[home](#) | [recruitment](#) | [your right to information](#) | [crimes](#) | [contacts](#) | [ask the met](#) | [news](#) | [local info](#) | [about the met](#) | [young people](#) | [sitemap](#)

Crime Mapping

Burglary, robbery & vehicle crime, September 2008

Map view
Terms
Help / FAQs

How to use this map: to view your local area in more detail, please use the map controls to zoom in to your neighbourhood or search for your postcode. Click on a shaded area to get more detailed information about crime in that area.

Map controls

High
 Above average
 Average
 Below average
 Low or no crime

Related links

- [Find your local police](#)
- [Safer Neighbourhoods](#)
- [Crime prevention](#)
- [Victim support](#)
- [Report a crime online](#)
- [Have your say](#)
- [Crimestoppers](#)
- [Ask the Met](#)
- [Detailed crime figures](#)

Map feedback

You are currently at:

Borough level

Ward level

Sub-ward level

Map Satellite Hybrid

Find your area

Postcode:

Enter postcode

Borough:

Select a borough

Refine your results

Crime type:

Select crime type

Raster Tiles - with Gmap Creator

The screenshot shows the GMapCreator application window. The main map displays the United Kingdom with various colored overlays representing different Output Area Classification (OAC) categories. A legend on the right side of the map provides the key for these categories:

- Blue Collar Communities (Red)
- City Living (Grey)
- Countryside (Green)
- Prospering Suburbs (Blue)
- Constrained by Circumstances (Yellow)
- Typical Traits (Orange)
- Multicultural (Light Blue)

At the bottom of the application window, the 'CASA' logo is prominently displayed. The interface includes standard map navigation controls (pan, zoom, scale) and a 'Create' button at the bottom right.

Overlay & Transparency

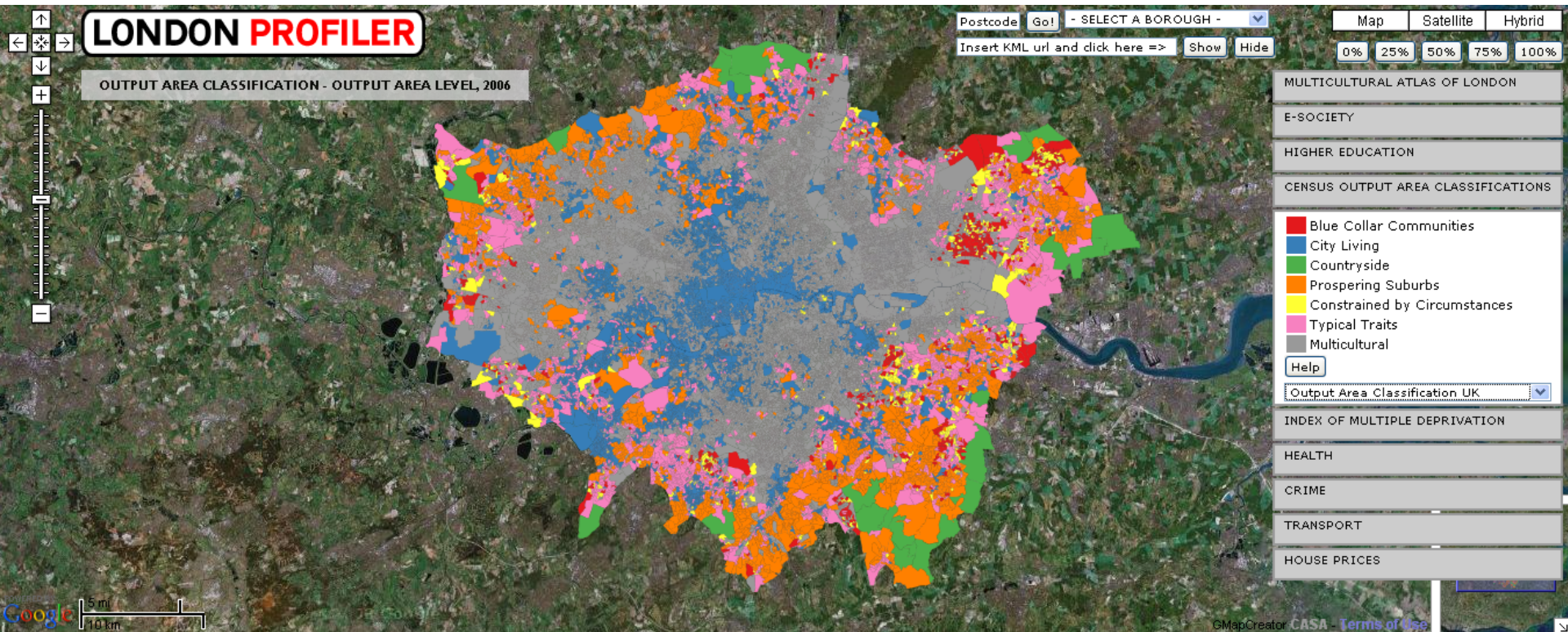


100%

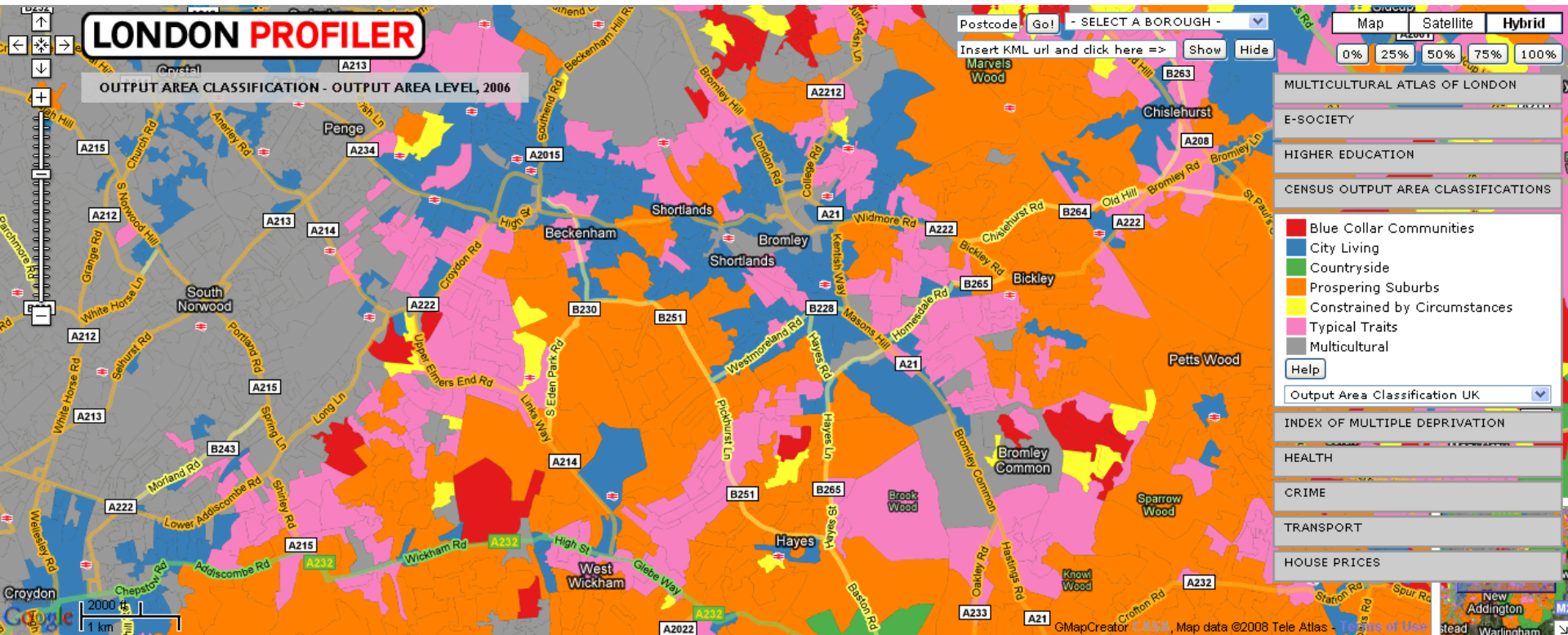


50%

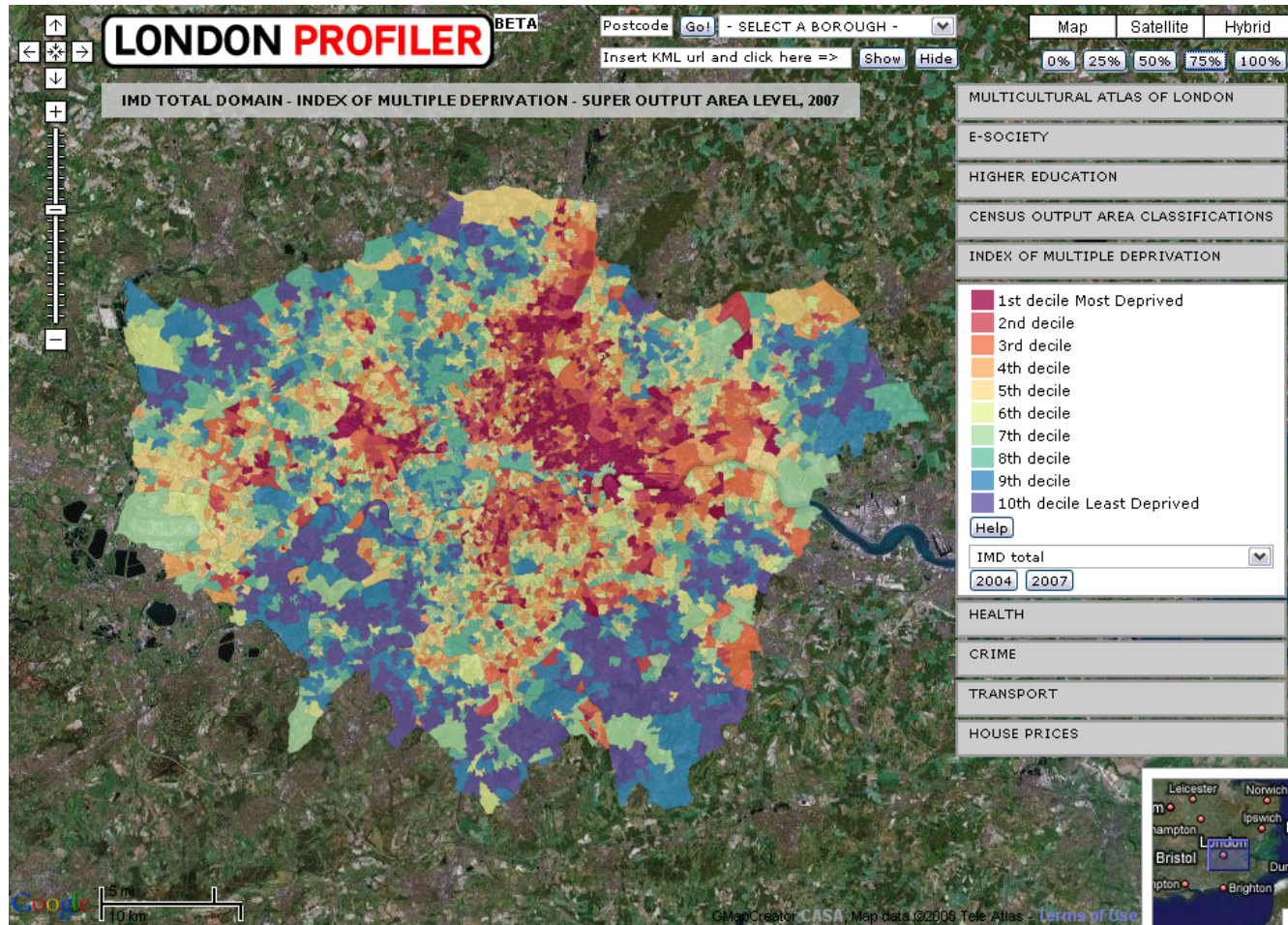
OAC SuperGroups - London



OAC SuperGroups - London



London Profiler





WC1



Property for sale in WC1

144 properties - 0.09 sec.

Property for: **SALE** RENT FLATSHARE

Price: any



Bedrooms: any



[more search options](#)

1 - 10 of 144 Sort: **Nestoria Rank** Price Beds Date

- [Sweeps Building, 34 Leather La, Holborn](#)** **£750,000**

3 Beds, Flat, Balcony, Garden, High Ceilings, Lift, Parking
Contemporary 4th floor warehouse style apartment on the bustling Leather...
[more property like this](#) updated this week by fish4 > E A Shaw
- [Whidbourne Street](#)** **£500,000**

1 Bed, House, Detached 🚫
Unique detached property currently planned as two self contained one...
[more property like this](#) updated yesterday by Look4aProperty > Chesterton
- [Bernard Mansions, Bloomsbury, WC1](#)** **£449,000**

1 Bed, 1 Bath, House, Freehold, Victorian, Reception 🚫
One bedroom flat on the first floor of this small late Victorian mansion...
[more property like this](#) updated three weeks ago by Winkworth
- [Queen Court, Bloomsbury, WC1](#)** **£450,000**

1 Bed, 1 Bath, Flat, Porter, Lift, Garage, Reception 🚫
One bedroom flat on the fourth floor in this highly sought after block...
[more property like this](#) updated three weeks ago by Winkworth
- [Ormonde Mansions, Bloomsbury, WC1](#)** **£1,100,000**

2 Beds, 1 Bath, Flat, High Ceilings, Reception 🚫
Large two bedroom flat on the third floor of this Edwardian mansion block...
[more property like this](#) updated three weeks ago by Winkworth
- [Russell Court, Woburn Place](#)** **£125,000**

Studio, 1 Bath, Flat, Leasehold, Refurbished 🚫
Lease 50 years from 1/3/1979 we do not have details of the cost of lease...
[more property like this](#) updated a month ago by PropertyFinder > Frank Harris
- [Russell Court, Woburn Place](#)** **£229,500**

Studio, 1 Bath, Flat, Leasehold, Refurbished 🚫
Ninth floor flat within a 1930's building with 24 hour portorage and...
[more property like this](#) updated a month ago by PropertyFinder > Frank Harris
- [Bloomsbury Mansions, Holborn, WC1](#)** **£925,000**

2 Beds, 2 Baths, Flat, Sauna, Porter, Gym, Purpose Built, Reception 🚫
Two bedroom two bathroom third floor flat located in one of Bloomsbury's...
[more property like this](#) updated three weeks ago by Winkworth
- [Bedford Avenue, Bloomsbury](#)** **£825,000**

map | map + sat Drag map to re-centre your search

property markers accurate to 100m

WC1 Information

Census	Census Data for WC1			
	WC1	London	UK	
<input type="checkbox"/> Fire	Avg. age:	33	40.1	39
<input type="checkbox"/> Govt.	Avg commute (miles):	6.6	6.3	8.7
<input type="checkbox"/> Health	Gender ratio (female / male):	0.98	1.04	1.05
<input type="checkbox"/> Parking	Population in good health:	74.3%	71.5%	69%
<input type="checkbox"/> Pics	Home ownership:	19.5%	17.3%	16.9%
<input type="checkbox"/> Police	Students:	41.4%	6.8%	4.4%

Learn more about the UK Census data at [National Statistics Online](#)

London Profiler –



nestoria

LONDON PROFILER

BETA VERSION

Postcode: - SELECT A BOROUGH -

o.uk/edgware-road/property/rent Show Hide

Map Satellite Hybrid

0% 25% 50% 75% 100%

CRIME DOMAIN - INDEX OF MULTIPLE DEPRIVATION - SUPER OUTPUT AREA LEVEL, 2004

Marshall Building, Hermitage St, Paddington

MARSHALL BUILDING, HERMITAGE ST,

PADDINGTON

Price: 650 GBP per week

2 Beds, 2 Baths, Balcony, Reception

Interior designed TWO double bedroom TWO bathroom apartment in the heart...

[PropertyFinder > Liv Homes](#)

powered by nestoria

MULTICULTURAL ATLAS OF LONDON

E-SOCIETY

HIGHER EDUCATION

CENSUS OUTPUT AREA CLASSIFICATIONS

INDEX OF MULTIPLE DEPRIVATION

- 1st decile Most Deprived
- 2nd decile
- 3rd decile
- 4th decile
- 5th decile
- 6th decile
- 7th decile
- 8th decile
- 9th decile
- 10th decile Least Deprived

Help

Crime

HEALTH

NESTORIA

Map Creator: CASA, Map Data ©2007 Tele Atlas

THE FUTURE

Theme 1

BETTER USE OF THE INTERNET

PublicProfiler » PublicProfiles - Mozilla Firefox

File Edit View History Delicious Tools Help

http://www.publicprofiler.org/publicprofiles/redirect.php?postcode=se64xd

home news about us examples what we do contact us worldnames onomap publicprofiles

We aim to deliver the UKs most comprehensive picture of your neighbourhood using public domain or free data. We try and make this simple to read, easy to understand and give you a voice to challenge where you think it is wrong. Let us know if this is hard to follow [\[link\]](#)

- Why is challenging public domain data so important?

Your Neighbourhood Profile

www.flickr.com

The postcode "SE6 4XD" is classified as Multicultural / Afro-Caribbean Communities (7B1)

The majority of residents of these areas are non-white, and many are first generation Afro-Caribbean immigrants that now have young families. Housing is high density, typically terraced, and often split into flats. Many residents are hard-pressed, and unemployment is high. The cheap accommodation that is available in these areas also attracts students attending higher education.

- Data Source: **National Statistics Area Classification.**
- Do you agree with this?
- Geography: 2001 Census Output Area
- © Crown Copyright, 2004

Your Deprivation Profile

When the people living in your local area are compared to all other areas in England

7.93% are more deprived

Search Again

e.g. NW6 1CN

Before clicking "Submit Query" please read our usage and data collection policy [here](#)

Map Data © 2007 Tele Atlas / © Crown Copyright

[Terms of Use](#)

Your Property Profile

The average property prices in SE6 are...

£400k

£270k

Done

One active download (Unknown time remaining)

PublicProfiler » PublicProfiles - Mozilla Firefox

File Edit View History Delicious Tools Help

http://www.publicprofiler.org/publicprofiles/redirect.php?postcode=se64xd

Map Data © 2007 Tele Atlas / © Crown Copyright
[Terms of Use](#)

Data Source: National Statistics Area Classification.

Do you agree with this?

Geography: 2001 Census Output Area

© Crown Copyright, 2004

Your Deprivation Profile

When the people living in your local area are compared to all other areas in England

- 7.93% are more deprived
- 12.21% have lower income
- 6.94% have more unemployment
- 6.34% are more unhealthy
- 54.11% are worse educated
- 16.73% have worse housing conditions
- 2.86% have a worse physical environment

Data Source: English Index of Multiple Deprivation 2007

Do you agree with this?

Geography: Super Output Areas

© Crown Copyright, 2007

Your Higher Education Profile

In your area 24% - 32% of young (18-19 year old) people attend courses of Higher Education.

Data Source: Participation of Local Areas (POLAR).

Geography: 2001 Census Area Statistics Wards

© Crown Copyright, 2008; Higher Education Funding Council for England

Your Property Profile

The average property prices in SE6 are...

Average House Prices

beds	Aug 2008	Sep 2008	% Change	Direction
all	£252,000	£251,000	-0.4%	=
1	£167,000	£164,000	-1.8%	↓
2	£208,000	£209,000	+0.5%	=
3	£272,000	£273,000	+0.4%	=
4	£357,000	£351,000	-1.7%	↓

average asking prices from

Adapted from a theme: [Free Wordpress Layouts and Design Contest](#)

Done

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File Edit View History Delicious Tools Help

http://www.publicprofiler.org/publicprofiles/chart.php?subgroup=7B1

home news about us examples what we do contact us worldnames onomap publicprofiles

The following chart shows the detailed characteristics for your neighbourhood.

The blue line represents the national average. Where the red line is greater than 100 the variable(v1-v41) is over represented, and where the line is less than 100, the variable is under represented. A score of 200 is twice the national average, and a score of 50 is half the national average.

- v1 Age 0-4
- v2 Age 5-14
- v3 Age 25-44
- v4 Age 45-64
- v5 Age 65+
- v6 Indian, Pakistani or Bangladeshi
- v7 Black african, Black Caribbean or Other Black
- v8 Born Outside the UK
- v9 Population Density
- v10 Divorced
- v11 Single person household (not pensioner)
- v12 Single pensioner household
- v13 Lone Parent household
- v14 Two adults no children
- v15 Households with non-dependant children
- v16 Rent (Public)
- v17 Rent (Private)
- v18 Terraced Housing
- v19 Detached Housing
- v20 All Flats
- v21 No central heating
- v22 Rooms per household
- v23 People per room
- v24 HE Qualification

Done

One active download (Unknown time remaining)

Flickr: The areaclassification Pool - Mozilla Firefox

File Edit View History Delicious Tools Help

http://www.flickr.com/groups/areaclassification/pool/

You aren't signed in [Sign In](#) [Help](#)































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Search this group's pool [Search](#)

areaclassification Slideshow

[Group Pool](#) | [Discussion](#) | [1 Member](#) | [Map](#) | [Join This Group](#)

 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex
 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex
 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex
 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex
 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex	 From singleton.alex

Done

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http://www.publicprofiler.org/publicprofiles/redirect.php?postcode=se64xd

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 Do you agree with this?
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- 12.21% have lower income
- 6.94% have more unemployment
- 6.34% are more unhealthy
- 54.11% are worse educated
- 16.73% have worse housing conditions
- 2.86% have a worse physical environment

Data Source: **English Index of Multiple Deprivation 2007**
 Do you agree with this?
 Geography: Super Output Areas
 © Crown Copyright, 2007

Your Higher Education Profile

In your area 24% - 32% of young (18-19 year old) people attend courses of Higher Education.

- Data Source: **Participation of Local Areas (POLAR).**
- Geography: 2001 Census Area Statistics Wards
- © Crown Copyright, 2008; Higher Education Funding Council for England

Adapted from a theme: [Free Wordpress Layouts and Design Contest](#)

Classification through consultation

Map Data © 2007 Tele Atlas / © Crown Copyright
Terms of Use

Your Property Profile

The average property prices in SE6 are...

Average House Prices

beds	Aug 2008	Sep 2008	% Change	Trend
all	£252,000	£251,000	-0.4%	=
1	£167,000	£164,000	-1.8%	↓
2	£208,000	£209,000	+0.5%	=
3	£272,000	£273,000	+0.4%	=
4	£357,000	£351,000	-1.7%	↓

average asking prices from

Theme 2

BETTER MAPPING

Maptube



MAPTUBE
a place to put maps

Popular Maps

Showing records 1 to 12 of 58: ▶▶▶



Mouse Prices

House Price Data
[more information](#)
Viewed 771 times



London Tube Map

A map of the London Underground with geographically correct station positions taken from wikimedia.
[more information](#)
Viewed 560 times



Dan Vickers' Output Area Classification (OAC)

Output Area Classification for England, Scotland and Wales
[more information](#)
Viewed 490 times



Post Office Locations

The locations of post offices in England, Scotland and Wales. The data was obtained from the post office web site in October 2007.
[more information](#)
Viewed 427 times



English Population

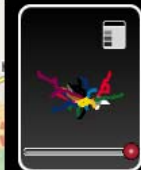
The percentage of the population in London who are English in origin.
[more information](#)
Viewed 259 times



Postoffice Closures

Map of postoffice closures in Kent, the East Midlands and East Yorkshire, taken from www.thisismoney.co.uk. This is from the dataset that was accidentally published on the Postoffice

[Link to this map](#)



Maptube

The screenshot shows the Maptube web application interface. At the top, there is a navigation bar with buttons for 'home', 'about', 'login', 'search', 'help', and 'casa'. To the right of the navigation bar is the 'MAPTUBE' logo and the tagline 'a place to put maps'. Below the navigation bar is a map of London with several colored overlays representing different data layers. On the left side of the map, there are navigation controls including a compass, a scale bar, and a search input field. On the right side, there are two small thumbnail maps showing the current map's location within the UK and a world map. At the bottom of the map, there are two legend windows. The first legend window is titled 'Dan Vickers' Output Area Classification (OAC)' and lists various social and economic categories with corresponding color swatches. The second legend window is titled 'London Tube Map' and lists the different London Underground lines with their respective colors. The map data is attributed to 'Map data ©2008 Tele Atlas, GMapCreator, CASA - Terms of Use'.

Select Multiple Layers

- Tiles
- Remotely Hosted



Fade Control

Close Legend



London Tube Map [Close]

- Victoria Line
- Circle Line
- District Line
- Northern Line
- Bakerloo Line
- Piccadilly Line
- Central Line
- Jubilee Line
- Metropolitan Line
- Hammersmith and City Line
- East London Line
- Docklands Light Railway

Dan Vickers' Output Area Classification (OAC) [Close]

- Blue Collar
- Communities
- City Living
- Countryside
- Prospering Suburbs
- Constrained by Circumstances
- Typical Traits
- Multicultural

Theme 3

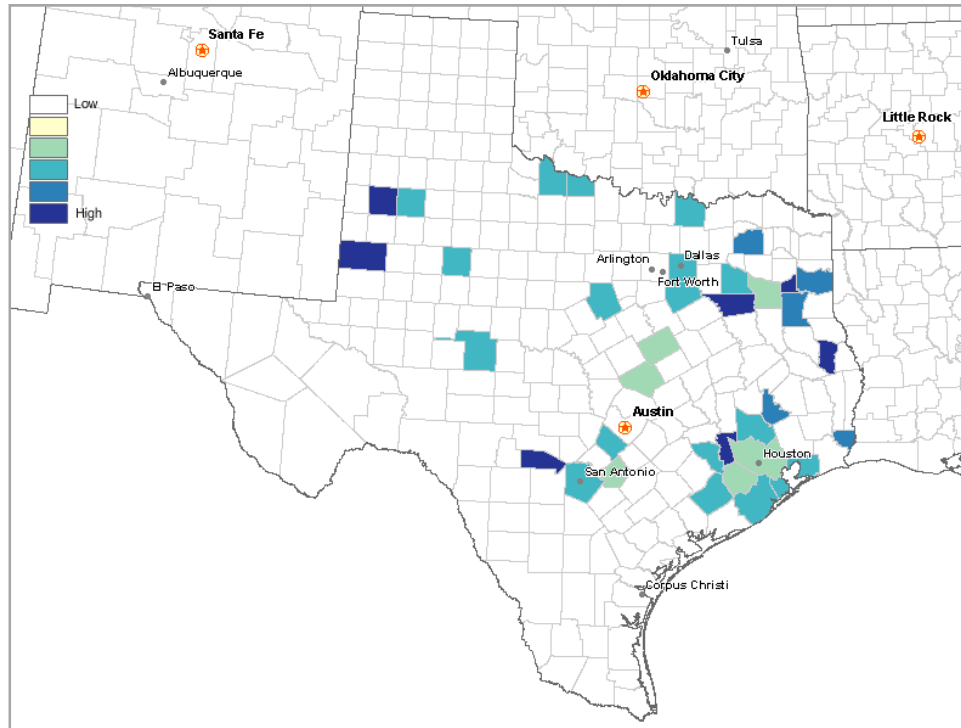
DATA INNOVATION



- www.publicprofiler.org/worldnames
- Track international migration flows
- Develop a classification of names
 - Links cultural, ethnic, linguistic roots of names

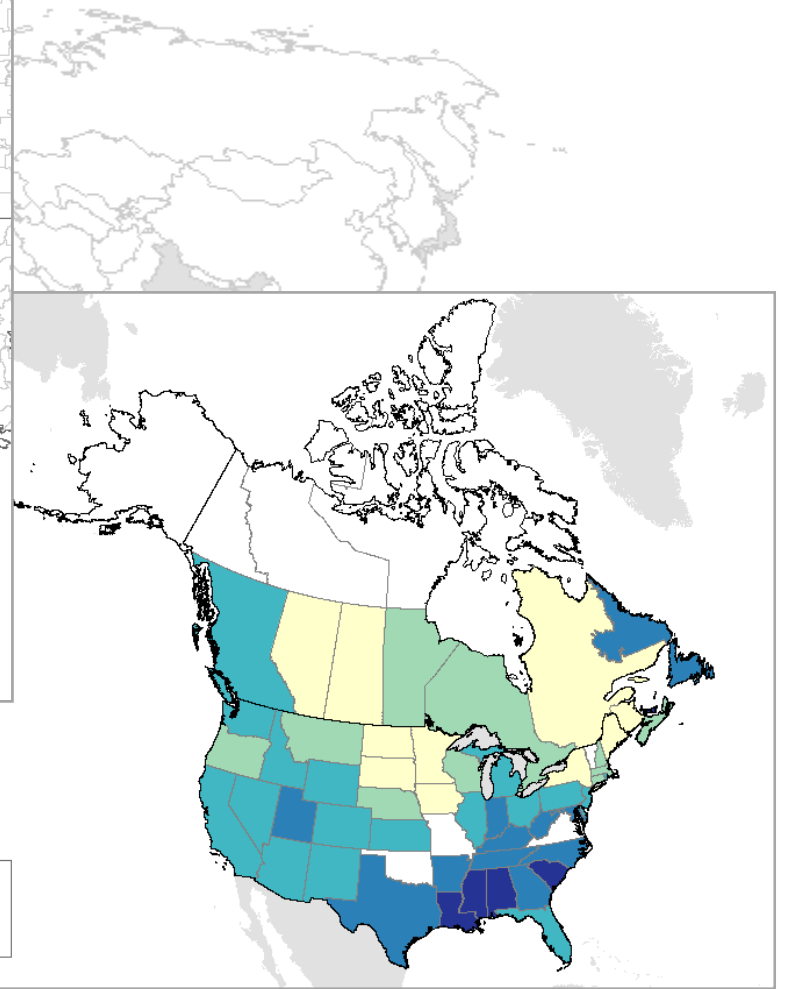
The logo for 'public profiler' features a blue circular icon with a white dot inside, followed by the text 'public profiler' in a bold, sans-serif font. 'public' is in black and 'profiler' is in blue.

- **26 countries** in America, Europe, Asia and Oceania
- **Individual** level data for **300 million** people (full name and address)
- **10.8 million** unique surnames
- **6.5 million** unique forenames
- Statistics at **postcode level**



High

Singleton



Source



www.onomap.org

Statistics for : SINGLETON NORTH-AMERICA true

Roots of this name:

Surname	Group	Subgroup	Language
SINGLETON	EUROPEAN_OTHER WESTERN	ENGLISH	ENGLISH

Powered by [OnoMap](#)

Top Countries

Country	FPM
UNITED KINGDOM	178.82
UNITED STATES	165.21
AUSTRALIA	157.01
IRELAND	103.88
NEW ZEALAND	101.93

Top Regions

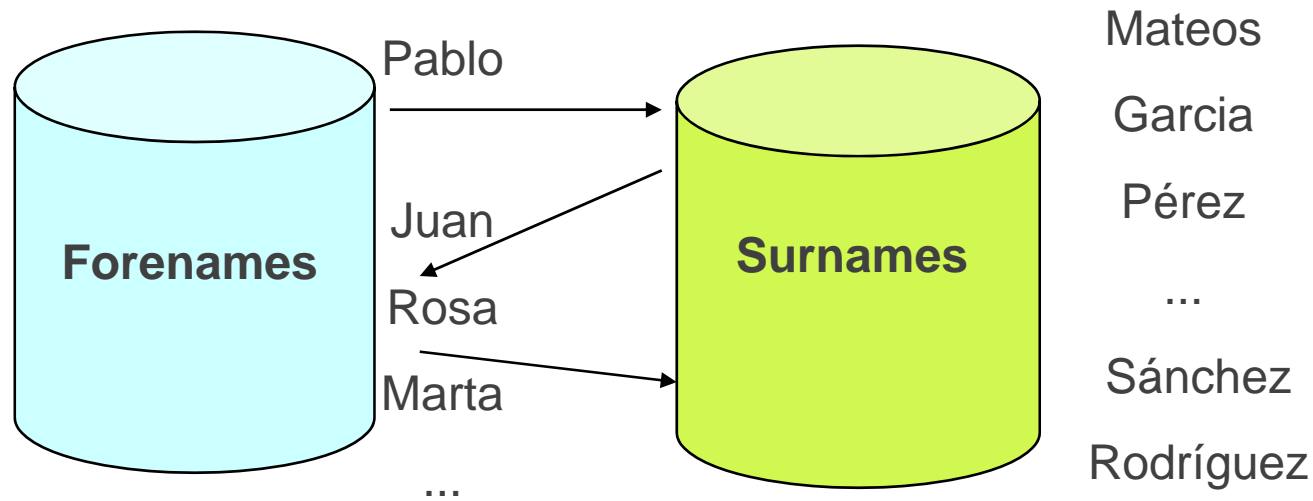
Area Name	FPM
SOUTH CAROLINA , UNITED STATES	941.37
NORTH WEST , UNITED KINGDOM	518.79
LOUISIANA , UNITED STATES	476.6
ALABAMA , UNITED STATES	436.98
MISSISSIPPI , UNITED STATES	388.25

Top Forenames

Forename
WAYNE
TIMOTHY
FRED
ARTHUR
BILLY



UK Electoral Roll



- Several iterations until self-contained cluster is exhausted
- Cluster assigned an Onomap type



Home	Contact	Software	FAQ
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OnoMAP is a new way of classifying people and the places they live, based on our common cultural, ethnic and linguistic roots.

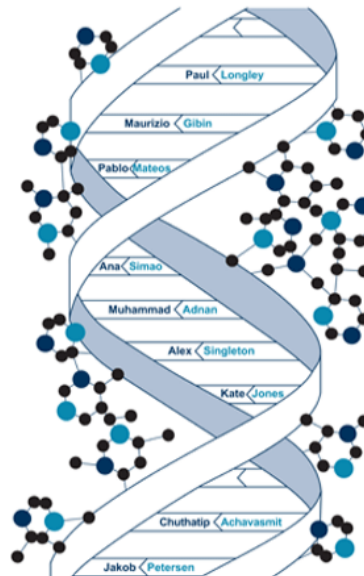
OnoMAP analyses common patterns of forenames and surnames using one of the world's largest databases of people drawn from 28 countries. The OnoMAP classification covers over 500,000 forenames and 1 million surnames, and most exhibit distinctive geographic patterning.

Forename

Surname

Featured News

[LONDON PROFILER LOGO] The OnoMAP classification has been used in a University College London project to multiple attributes of people in London using Google Maps. The OnoMAP system was used to create a multicultural atlas of London. For more information see the website: <http://www.londonprofler.org>

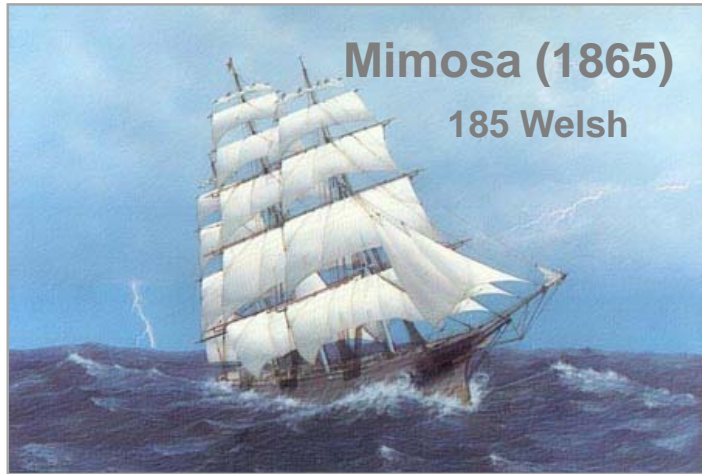


Do you agree?

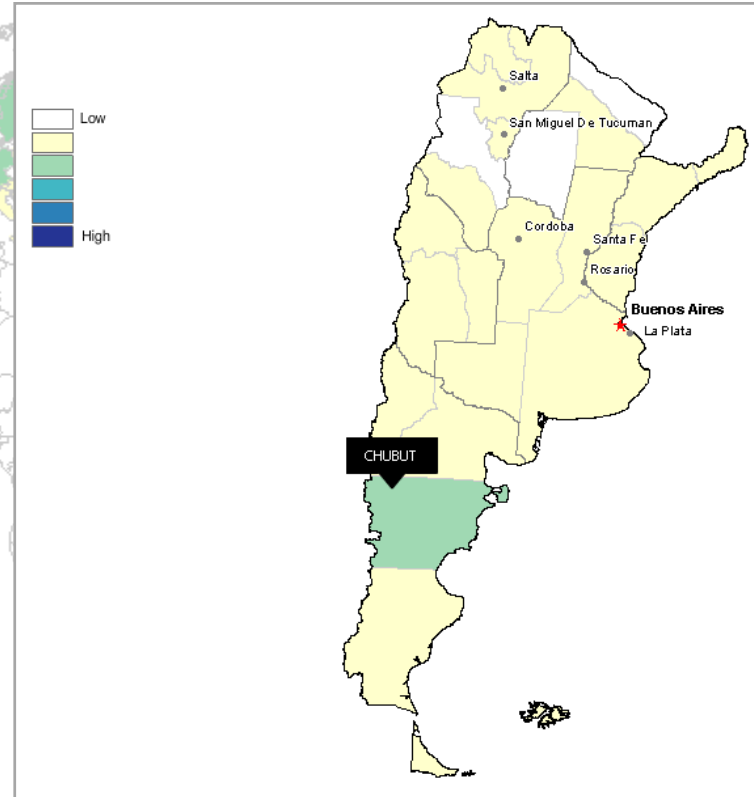
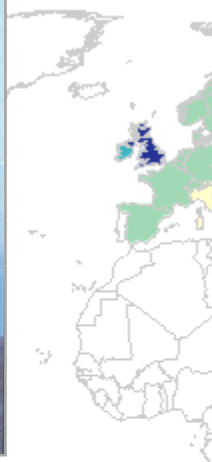
Forename : ALEX - SCOTTISH

Surname : SINGLETON - ENGLISH

Overall Classification of this Person - ENGLISH



Welsh Names



“aim was to establish a Welsh colony which would preserve the Welsh language and culture”

Theme 4

REALTIME GEODEMOGRAPHICS



Thanks...

ANY QUESTIONS?