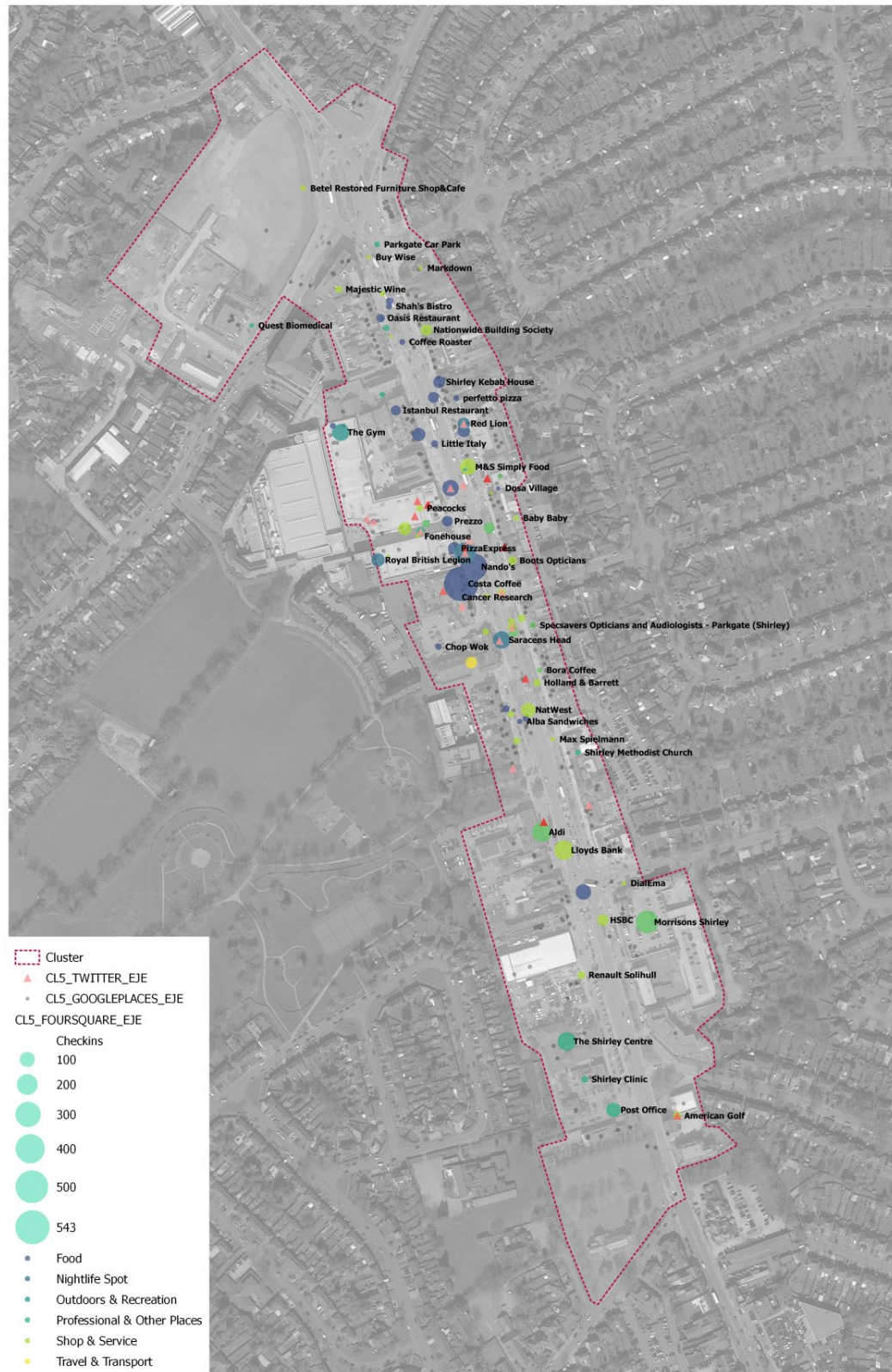**Figure S1.** Visualization of datasets retrieved from the three social networks in CL1 (Hall Green): Foursquare *venues* —by check-in value ranking; Twitter; and Google Places-*places*.

Figure S2: Visualization of datasets retrieved from the three social networks in CL2(Solihull): Foursquare *venue*s —by check-in value ranking—; Twitter; and Google Places *places*.

Table S1. Google Places types of activities per cluster.

	Cluster 1			Cluster 2	
1	bakery	0.8%	1	beauty_salon	4.5%
2	beauty_salon	2.3%	2	book_store	0.6%
3	book_store	1.1%	3	car_dealer	1.9%
4	car_repair	2.6%	4	car_rental	1.3%
5	car_wash	1.1%	5	car_repair	0.6%
6	clothing_store	28.2%	6	clothing_store	4.5%
7	electronics_store	1.5%	7	electrician	0.6%
8	florist	0.8%	8	electronics_store	1.9%
9	furniture_store	0.8%	9	finance	2.6%
10	general_contractor	0.8%	10	funeral_home	1.3%
11	grocery_or_supermarket	1.9%	11	furniture_store	4.5%
12	hair_care	3.8%	12	grocery_or_supermarket	0.6%
13	home_goods_store	6.4%	13	hair_care	7.8%
14	insurance_agency	0.8%	14	home_goods_store	3.9%
15	jewelry_store	3.4%	15	insurance_agency	1.9%
16	lawyer	2.3%	16	laundry	1.3%
17	liquor_store	0.4%	17	lawyer	1.3%
18	locksmith	1.1%	18	liquor_store	1.3%
19	pharmacy	3.0%	19	locksmith	0.6%
20	point_of_interest	21.4%	20	lodging	0.6%
21	shopping_mall	0.8%	21	moving_company	1.3%
22	store	11.3%	22	pharmacy	2.6%
23	supermarket	0.8%	23	plumber	0.6%
24	travel_agency	3.0%	24	point_of_interest	23.4%
			25	real_estate_agency	7.1%
			26	roofing_contractor	1.3%
			27	shoe_store	0.6%
			28	storage	1.3%
			29	store	18.8%
			30	supermarket	1.9%
			31	travel_agency	1.3%