

Group A – Residents of isolated rural communities

Key Characteristics

- Small villages
- Isolated farmhouses
- Community spirit
- Farmers
- Small businesses
- Married
- Large buildings
- High motor costs
- Country pursuits
- Middle aged

Receptive Communication Channels

Accessing Services

- Internet
- Telephone
- Post
- Mobile phone

Accessing Information

- Telephone
- Magazines
- Interactive television

Non-Receptive Communication Channels

Accessing Services

- None significant

Accessing Information

- National papers

Group A in Warwickshire

Number of households in Warwickshire	10,628
County Rank (1-15, where 1st is largest Group)	12th
Percentage of Warwickshire households	4.5%
Percentage of households nationally	4.5%

Group A Types	Households	Rank*
A01 Rural families with high incomes, often from city jobs	5,982	15th
A02 Retirees electing to settle in environmentally attractive localities	2,572	33rd
A03 Remote communities with poor access to public and commercial services	576	54th
A04 Villagers with few well paid alternatives to agricultural employment	1,498	47th

* Rank 1-69 where 1st is largest Type

Warwickshire has a similar proportion of Group A households to the national average, and this Group is one of the smallest in Warwickshire. Present only in around 50% of Warwickshire's SOAs, Group A households are found in Warwickshire's more rural areas of the county.

What is Mosaic?

The Mosaic dataset categorises households into groups with certain common characteristics. It allocates every household in the country to one of 15 Groups and 69 Types using demographic information and data on economic status, health, lifestyles, attitudes, interests and other themes. It also provides information on a household's preferred methods of accessing information or communication.

For local authorities, Mosaic can help establish that different customer types have different needs and understand where specific service needs are located. In addition, it can help understand the preferred communication channels of each customer type and thus help target services and information more effectively.

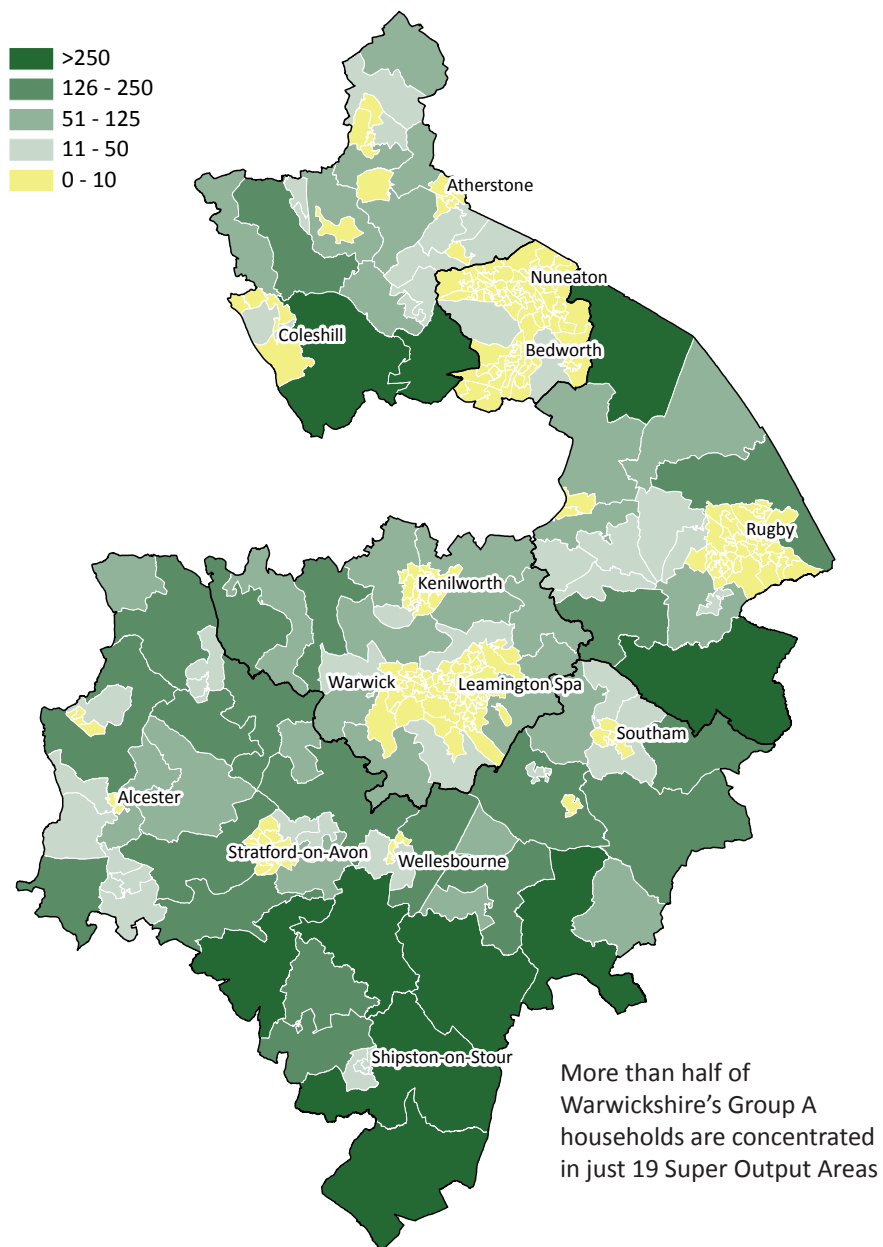
This profile highlights the volume and location of Group A households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

For further information on Mosaic or to discuss how it can be applied to your area of work, please contact the Warwickshire Observatory on 01926 418066 or research@warwickshire.gov.uk

Group A – Residents of isolated rural communities

Where are the Group A households in Warwickshire?

Number of Group A households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group A

Rank	Super Output Area	Group A Households	% of Warwickshire Group A households	Cumulative Group A households	Cumulative % of Warwickshire Group A households
1	Brailes	551	5.2%	551	5.2%
2	Long Compton	483	4.5%	1,034	9.7%
3	Fillongley and The Packingtons	337	3.2%	1,371	12.9%
4	Vale of the Red Horse	321	3.0%	1,692	15.9%
5	Corley	316	3.0%	2,008	18.9%
6	Leam Valley	316	3.0%	2,324	21.9%
7	Burton Dassett	286	2.7%	2,610	24.6%
8	Wolvey	263	2.5%	2,873	27.1%
9	Quinton	258	2.4%	3,131	29.5%
10	Ettington	255	2.4%	3,386	31.9%
11	Welford	248	2.3%	3,634	34.2%
12	Tanworth	241	2.3%	3,875	36.5%
13	Ladbroke & Priors	234	2.2%	4,109	38.7%
14	Sambourne	226	2.2%	4,335	40.9%
15	Bardon	222	2.1%	4,557	43.0%
16	Claverdon	215	2.0%	4,772	45.0%
17	Napton on the Hill	209	2.0%	4,981	47.0%
18	Kineton, Chadshunt & Compton Verney	203	1.9%	5,184	48.9%
19	Marston and Water Park	181	1.7%	5,365	50.6%
20	Easehall, Newton & Biggin, Harb' Magna	169	1.6%	5,534	52.2%

Group A – Residents of isolated rural communities

Service Needs Summary

This Mosaic Group incorporates some of Warwickshire's more rural and isolated communities including those involved in farming and agriculture. Physical access to services is a potential issue particularly among the small proportion of households estimated to be without a car. Incomes within Group A broadly reflect the range found nationally and as such there are likely to be some pockets of low income households. Households more likely to contain older people are also evident for some types within the Group. This, combined with the more isolated geographical location of some communities, represents a potential service need relating to the delivery of services to more vulnerable people in rural areas. Residents in Group A households are regarded as having moderate levels of engagement around green issues but are nevertheless responsible and receptive to further change although heavy reliance on private transport is also a feature in decision making. This Group is receptive to a range of service and information channels giving a choice of engagement and communication methods.

Examples of how Mosaic has been applied in Warwickshire

Preventing Accidental Dwelling Fires in Warwickshire

The Observatory has completed some research into the profile of households suffering accidental dwelling fires (ADFs) across Warwickshire. The analysis will help Warwickshire Fire & Rescue Service target certain types of households more effectively and get fire safety messages to the right people in the right way.

<http://wp.me/pGw9x-3j>

Using Customer Insight in North Warwickshire to reduce child poverty

Warwickshire Observatory worked with North Warwickshire Borough Council on a customer profiling project to address child poverty. By combining and mapping data on Council Tax and Housing Benefits, Free School Meals claimants and the Mosaic household classification dataset, the Observatory was able to pinpoint which areas a new outreach service should be targeting.

<http://wp.me/pGw9x-2p>

Mosaic Applications for Local Authorities

Mosaic has a number of applications for Local Authorities across a variety of service areas. These broadly include:

Community Profiling

Mosaic profiling can help local authorities understand the proportions of each household type in a particular area. It can thus paint a picture of the likely demographics, lifestyle, culture and behaviours in a designated area.

Identify communities of need

Mosaic can be used to identify households across the county with a propensity to display certain characteristics, including certain demographics, lifestyles, behaviours or attitudes. For example it might be possible to identify households with higher or lower propensities to smoke, engage in recycling activities or take up certain leisure pursuits and plan service delivery and communication with those groups accordingly.

Customer Profiling

Mosaic analysis can be applied to the county council's own customer data to build a profile of the types of users of particular services. It is therefore possible to identify geographical communities or communities of identity which are under utilising the service. Using customer data, it is possible to point out areas of possible mismatch between need, usage and provision and then in turn ensure relevant communication channels are used.

Deprivation

Mosaic complements the current Index of Multiple Deprivation by providing an estimate of deprivation at the very lowest level, therefore making it possible to identify pockets of deprivation below the level of Super Output Area. It can also provide an improved understanding of the types of people and deprivation in an area, such as older people on low incomes or families.

Email:	research@warwickshire.gov.uk
Telephone:	01926 418066
Further Information:	http://bit.ly/MosaicBackground