

Group B – Residents of small and mid-sized towns with strong local roots

Key Characteristics

- Strong roots
- Lower incomes
- Varying ages
- Home improvement
- Mixed housing
- Small towns
- Traditional
- Mid-market papers
- Grandchildren

Receptive Communication Channels

Accessing Services

- Face to face
- Post

Accessing Information

- Face to face
- Local papers
- Magazines

Non-Receptive Communication Channels

Accessing Services

- None significant

Accessing Information

- Internet
- SMS text
- National papers
- Interactive television

Group B in Warwickshire

Number of households in Warwickshire	27,697
County Rank (1-15, where 1st is largest Group)	3rd
Percentage of Warwickshire households	11.6%
Percentage of households nationally	8.7%

Group B Types	Households	Rank*
B05 Better off empty nesters in low density estates on town fringes	11,756	1st
B06 Self employed trades people living in smaller communities	5,419	19th
B07 Empty nester owner occupiers making little use of public services	8,123	8th
B08 Mixed communities with many single people in the centres of small towns	2,399	36th

* Rank 1-69 where 1st is largest Type

Warwickshire has a higher proportion of Group B households than the national average. It is one of Warwickshire's most prevalent and widely distributed groups with 94% of SOAs containing at least some Group B households. Described as 'traditional', higher volumes of Group B households are evident in Warwickshire's smaller towns including Shipston, Alcester, Coleshill and Atherstone.

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.

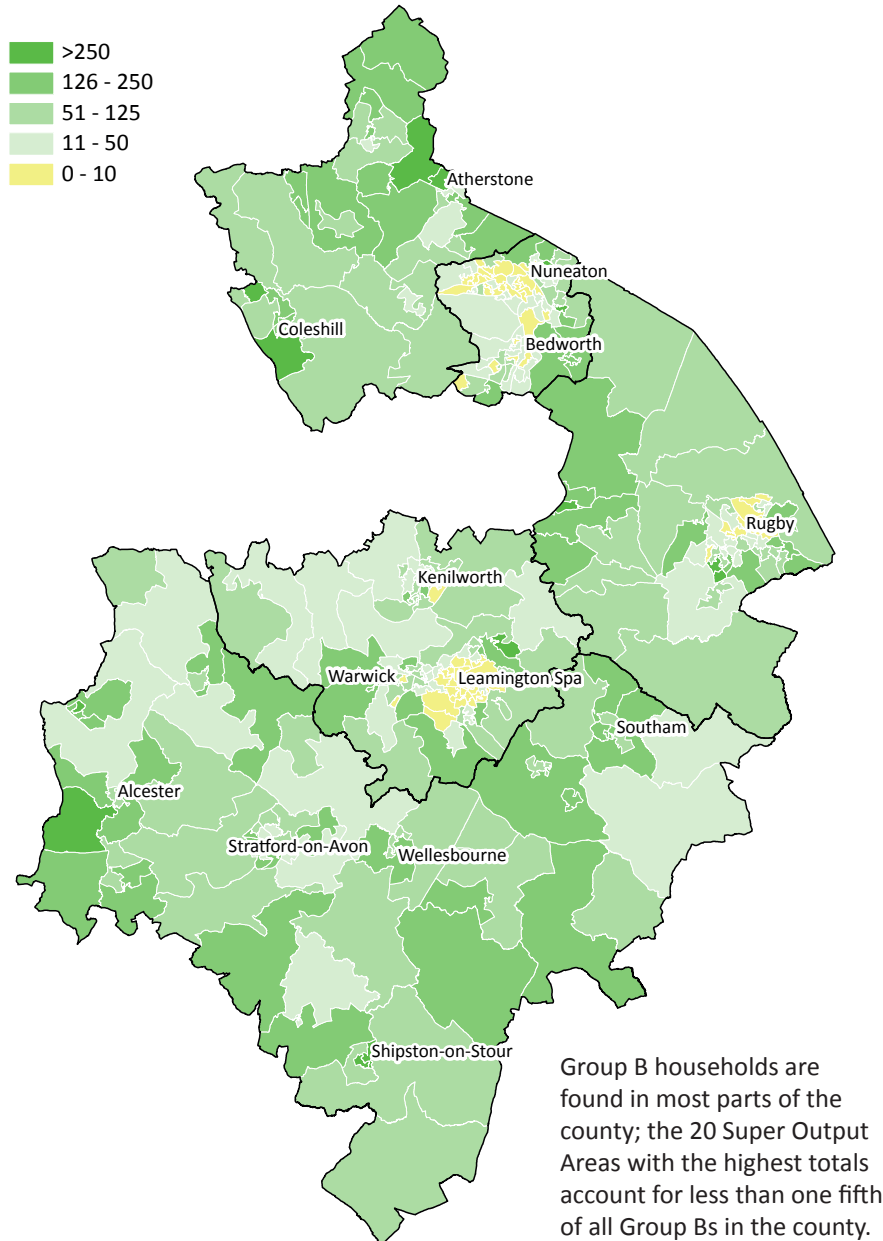
This profile highlights the volume and location of Group B households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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

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Where are the Group B households in Warwickshire?

Number of Group B households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group B

Rank	Super Output Area	Group B Households	% of Warwickshire Group B households	Cumulative Group B households	Cumulative % of Warwickshire Group B households
1	Shipston North	448	1.6%	448	1.6%
2	Bilton South Cock Robin	363	1.3%	811	2.9%
3	Shipston West and Town Centre	335	1.2%	1,146	4.1%
4	Alcester South, Arrow & Weethley	332	1.2%	1,478	5.3%
5	Atherstone N: Town Centre N & Alder Mill	306	1.1%	1,784	6.4%
6	Cubbington East	297	1.1%	2,081	7.5%
7	Water Orton East	296	1.1%	2,377	8.6%
8	Bilton East	277	1.0%	2,654	9.6%
9	Binley Woods South	269	1.0%	2,923	10.6%
10	Coleshill South - Hospital & Southfields	267	1.0%	5,600	11.6%
11	Studley North	267	1.0%	5,867	12.6%
12	St. Nicholas North & College	266	1.0%	6,133	13.6%
13	Grendon, Bradley Green & Whittington	264	1.0%	6,397	14.6%
14	Whitestone South	254	0.9%	6,651	15.5%
15	Hillmorton East and Wharf	244	0.9%	6,895	16.4%
16	Bulkington South East	242	0.9%	7,137	17.3%
17	Bulkington Arden	241	0.9%	7,378	16.2%
18	Weddington St. Nicholas West	234	0.8%	7,612	17.0%
19	Binley Woods North	234	0.8%	7,846	17.8%
20	Caldecott South and Rural	233	0.8%	8,079	18.6%

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Service Needs Summary

Household types within Group B are mixed in terms of income and age composition although households are generally more likely than average to contain residents over the age of fifty. Pockets of financial and social need are likely among some types within the Group. Over 60% of Group B households are estimated to be in Mosaic green categories where they are considered somewhat unconvinced by green arguments although remain responsible in terms of their behaviour. Financial incentives are likely to be attractive to households in these categories. Group B households are around average in their likelihood to self serve with a range of receptive communication and service channels.

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>

Improving the Take-up of Free School Meals

The Observatory has produced an analysis of Free School Meal (FSM) take up, and has combined FSM data with Mosaic and Council Tax/Housing Benefit data to identify parts of the county where take-up appears to be low. Mosaic has been used to recommend marketing strategies for the communities that have been identified.

<http://wp.me/pGw9x-hc>

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