Group C – Wealthy people living in the most sought after neighbourhoods

Warwickshire **Observatory**

Key Characteristics

- Successful
- Rewarding careers
- Substantial wealth
- Influential
- Luxury items
- Specialist advice
- Professional
- Well educated

Receptive Communication Channels

Accessing Services
- Internet
- Telephone
- Post

Accessing Information
- Internet
- Telephone
- Magazines

Non-Receptive Communication Channels

Accessing Services
- Face to face

Accessing Information
- Face to face
- Local papers

Group C in Warwickshire

Number of households in Warwickshire	**9,999**
County Rank (1-15, where 1st is largest Group)	**13th**
Percentage of Warwickshire households	**4.2%**
Percentage of households nationally	**3.1%**

Group C Types		Households	Rank*
C09	Successful older business leaders living in sought-after suburbs	4,910	23rd
C10	Wealthy families in substantial houses with little community involvement	1,969	43rd
C11	Creative professionals seeking involvement in local communities	3,120	32nd
C12	Residents in smart city centre flats who make little use of public services	0	69th

* Rank 1-69 where 1st is largest Type

Warwickshire has a slightly higher proportion of Group C households than the national average. Two thirds of Warwickshire's Super Output Areas contain Group C households and incorporate some of Warwickshire's most affluent areas. Mosaic Type 12 (Residents in smart city centre flats who make little use of public services), one of the sub-groups within Group C, is the only one of the 69 types not to be present in Warwickshire.

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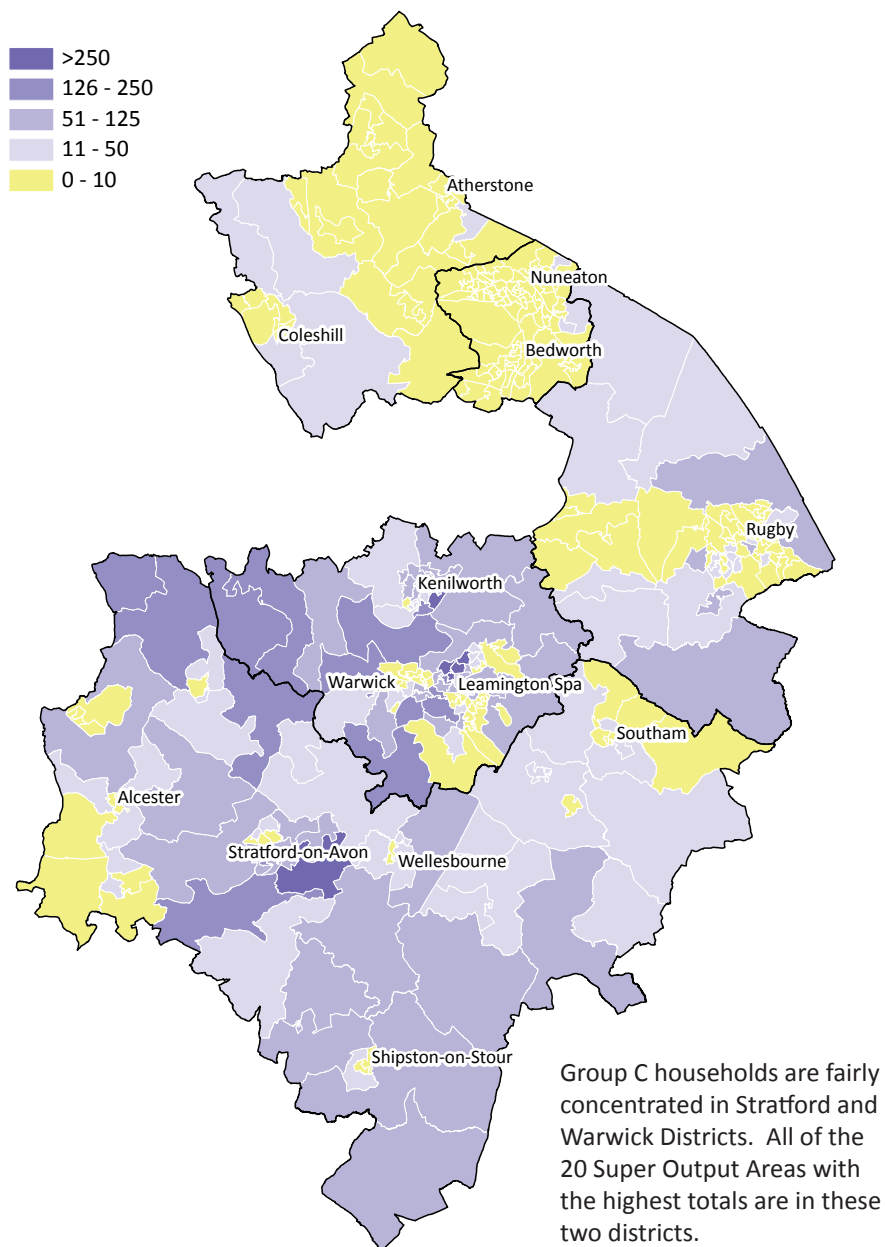
This profile highlights the volume and location of Group C households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 C households in Warwickshire?

Number of Group C households in each Super Output Area

Legend:
- >250
- 126 - 250
- 51 - 125
- 11 - 50
- 0 - 10

Group C households are fairly concentrated in Stratford and Warwick Districts. All of the 20 Super Output Areas with the highest totals are in these two districts.

Top 20 Super Output Areas in Warwickshire for Group C

Rank	Super Output Area	Group C Households	% of Warwickshire Group C households	Cumulative Group C households	Cumulative % of Warwickshire Group C households
1	Manor South West	345	3.5%	345	3.5%
2	Manor West	278	2.8%	623	6.3%
3	Glass House & Windy Arbour	278	2.8%	901	9.1%
4	Milverton East	275	2.8%	1,176	11.9%
5	Stratford South East & Alveston Hill	265	2.7%	1,441	14.6%
6	Milverton North	261	2.6%	1,702	17.2%
7	Thickthorn & Castle End	228	2.3%	1,930	19.5%
8	Warwick Gates North & Myton South	221	2.2%	2,151	21.7%
9	Earlswood	210	2.1%	2,361	23.8%
10	Old Town & Town Centre South	177	1.8%	2,538	25.5%
11	Milverton Cliffe	167	1.7%	2,705	27.3%
12	Lapworth N, Baddl'y Clinton & High Cross	158	1.6%	2,863	28.9%
13	Tanworth	152	1.5%	3,015	30.4%
14	Leek Wootton, Guys Cliffe & Beausale	142	1.4%	3,157	31.8%
15	The Moorings & Myton North	139	1.4%	3,296	33.2%
16	Shottery South & Racecourse	137	1.4%	3,433	34.6%
17	Lapworth S, Bushw'd, Lowsonf'd & Row'ton	137	1.4%	3,570	36.0%
18	Claverdon	135	1.4%	3,705	37.4%
19	Sherbourne, Barford & Wasperton	133	1.3%	3,838	38.7%
20	Welford	132	1.3%	3,970	40.0%

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Service Needs Summary

Characterised by higher income levels and comfortable housing, this Group is unlikely to make large demands for financial and social support services. Households in Group C have a range of green attitudes but mostly include those that are receptive to green arguments and a willingness to change behaviours although drivers to change are likely to include cost, convenience and time. Of all the Mosaic Groups they have one of the highest likelihoods to volunteer for a good cause. Willingness to self serve through a range of channels is high making communication and engagement opportunities relatively high for this Group.

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.