

Group D – Successful professionals living in suburban or semi-rural homes

Key Characteristics

- Suburban or semi-rural
- Executive and managers
- Small businesses
- Senior positions
- Significant equity
- Married with children
- Comfortable
- Good education
- Theatre/arts
- Car ownership

Receptive Communication Channels

Accessing Services

- Internet
- Telephone
- Post

Accessing Information

- Telephone
- Magazines

Non-Receptive Communication Channels

Accessing Services

- Face to face

Accessing Information

- SMS text
- Face to face
- National papers
- Local papers

Group D in Warwickshire

Number of households in Warwickshire	34,680
County Rank (1-15, where 1st is largest Group)	1st
Percentage of Warwickshire households	14.6%
Percentage of households nationally	8.2%

Group D Types	Households	Rank*
D13 Higher income older champions of village communities	10,071	2nd
D14 Older people living in large houses in mature suburbs	9,323	3rd
D15 Well off commuters living in spacious houses in rural settings	8,716	5th
D16 Higher income families concerned with education and careers	6,570	12th

* Rank 1-69 where 1st is largest Type

Warwickshire has a considerably larger proportion of Group D households than the national average. It is Warwickshire's largest group and is widely distributed around the county; 86% of Warwickshire SOAs contain at least some Group D households.

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.

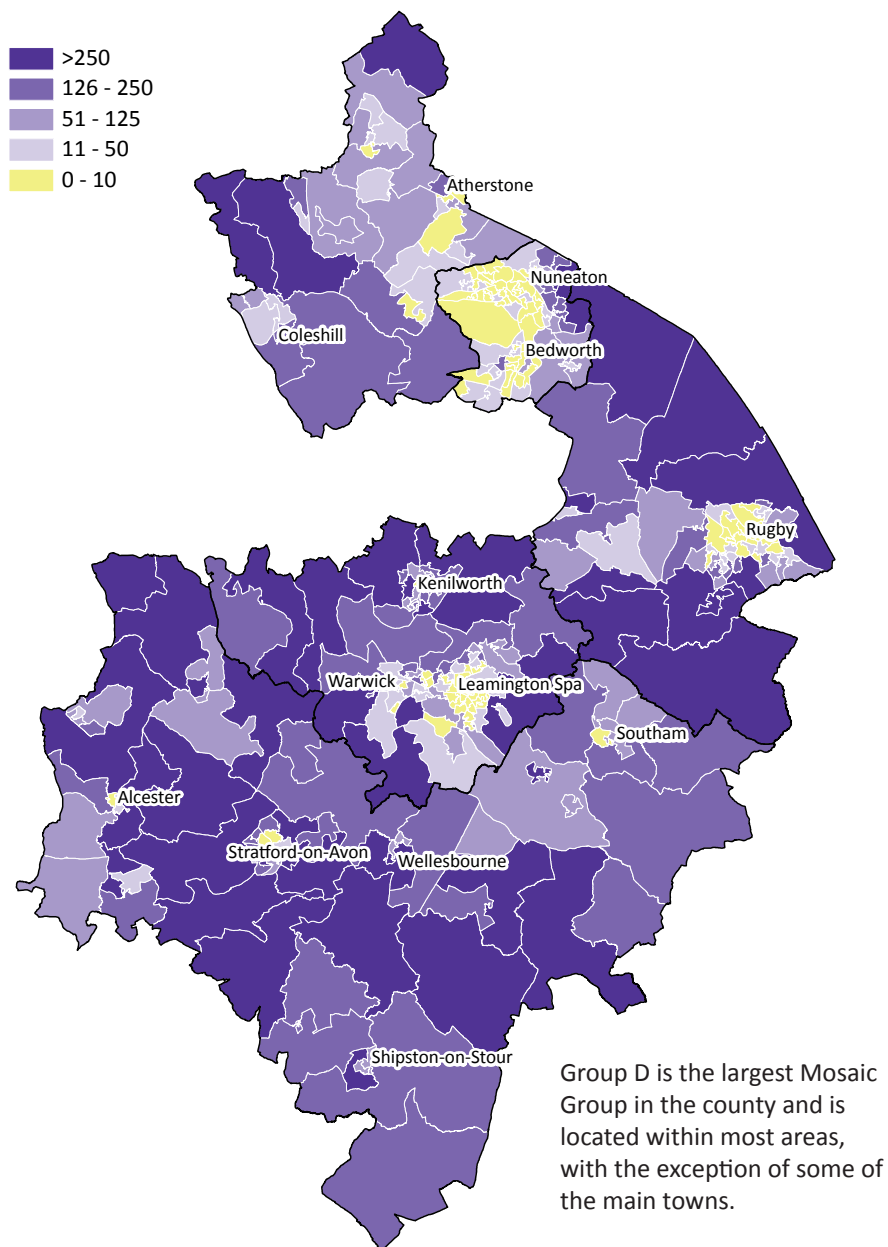
This profile highlights the volume and location of Group D households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 D households in Warwickshire?

Number of Group D households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group D

Rank	Super Output Area	Group D Households	% of Warwickshire Group D households	Cumulative Group D households	Cumulative % of Warwickshire Group D households
1	Stratford South East & Alveston Hill	550	1.6%	550	1.6%
2	Harbury	457	1.3%	1,007	2.9%
3	Castle & Burton Green	429	1.2%	1,436	4.1%
4	Ettington	428	1.2%	1,864	5.3%
5	Fosse East	418	1.2%	2,282	6.5%
6	Vale of the Red Horse	409	1.2%	2,691	7.7%
7	Bardon	407	1.2%	3,098	8.9%
8	Shipston South & Furze Hill	407	1.2%	3,505	10.1%
9	Aston Cantlow	396	1.1%	3,901	11.2%
10	Claverdon	395	1.1%	4,296	12.3%
11	Bridgetown	393	1.1%	4,689	13.4%
12	Shotton South & Racecourse	378	1.1%	5,067	14.5%
13	Marston and Water Park	366	1.1%	5,433	15.6%
14	Henley West	356	1.0%	5,789	16.6%
15	Whitstone East & Rural	349	1.0%	6,138	17.6%
16	Curdworth and Wishaw	346	1.0%	6,484	18.6%
17	Earlswood	343	1.0%	6,827	19.6%
18	Newton Regis, Austrey & Seckington	342	1.0%	7,169	20.6%
19	Sambourne	334	1.0%	7,503	21.6%
20	Hampton-on-the-Hill	333	1.0%	7,836	22.6%

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Service Needs Summary

With comfortable families on sufficient incomes, Group D is unlikely to present authorities with high demands for services relating to financial and social need. This group is generally receptive to information relating to green issues but higher incomes means their carbon footprint is bigger than some Mosaic Groups. Cost is still important to this Group and financial incentives may encourage behaviour change. The likelihood to self serve among this Group is high with a range of receptive service and information channels making communication and engagement with this group relatively straightforward.

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.

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Further Information:	http://bit.ly/MosaicBackground