Group F – Couples with young children in comfortable modern housing

Warwickshire Observatory

Key Characteristics

- Families
- Young children
- Good incomes
- Comfortable homes
- Home-life balance
- Ethical products
- Consumer credit
- Reliant on cars
- Internet or telephone banking

Receptive Communication Channels

Accessing Services
- Internet
- Telephone
- Post
- Mobile phone

Accessing Information
- Telephone
- Internet
- Interactive TV

Non-Receptive Communication Channels

Accessing Services
- Face-to-face

Accessing Information
- Face-to-face
- Local papers

Group F in Warwickshire

Number of households in Warwickshire	21,541
County Rank (1-15, where 1st is largest Group)	4th
Percentage of Warwickshire households	9.1%
Percentage of households nationally	5.6%

Group F Types		Households	Rank*
F22	Busy executives in town houses in dormitory settlements	7,100	11th
F23	Early middle aged parents likely to be involved in their children's education	8,298	6th
F24	Young parents new to their neighbourhood, keen to put down roots	5,690	17th
F25	Personnel reliant on the Ministry of Defence for public services	453	56th

* Rank 1-69 where 1st is largest Type

Warwickshire has a higher proportion of Group F households than the national average and it is one of the most prevalent groups in the county. It is a widely distributed group with some 90% of Warwickshire's SOAs containing group F households. They are likely to incorporate households on some of the larger new housing estates that have been built in the county in recent years.

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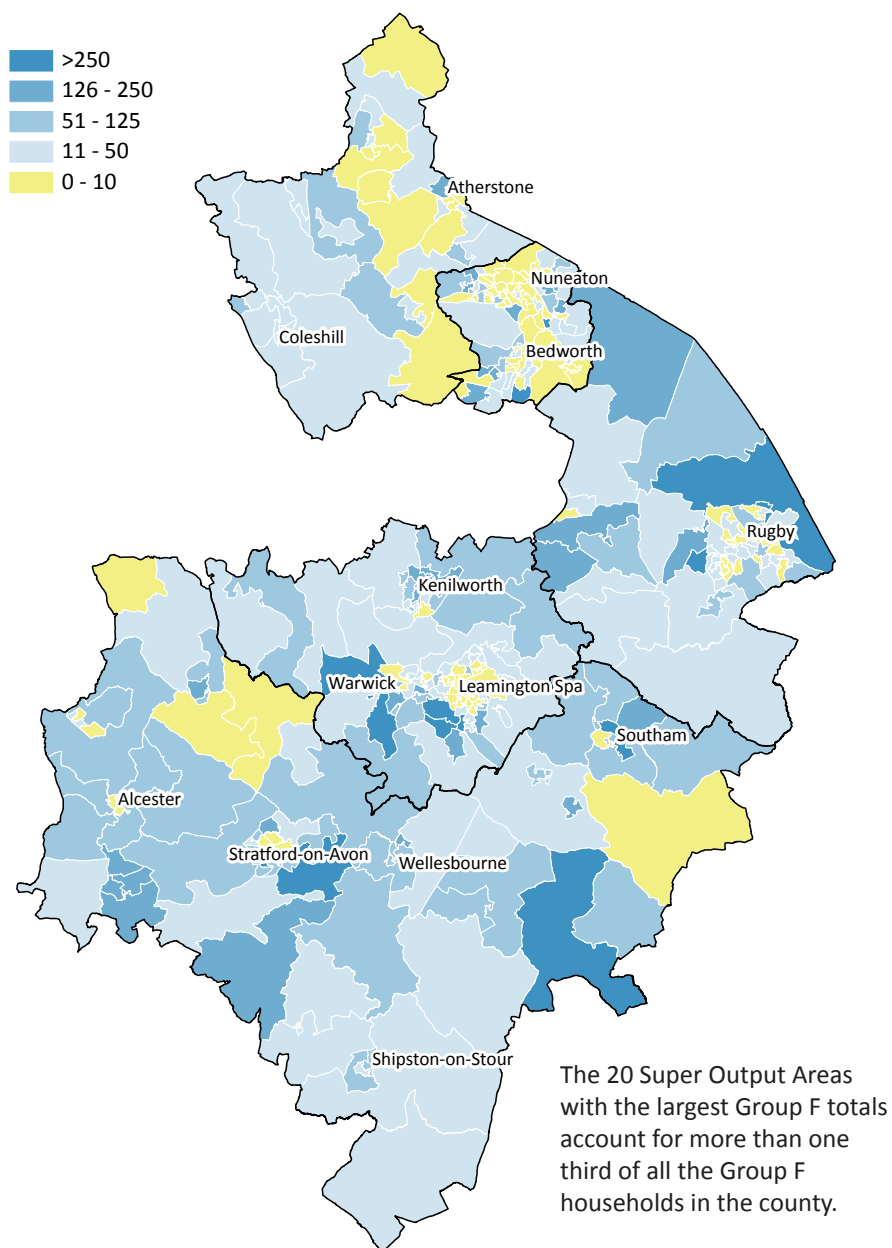
This profile highlights the volume and location of Group F households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 F households in Warwickshire?

Number of Group F households in each Super Output Area

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

The 20 Super Output Areas with the largest Group F totals account for more than one third of all the Group F households in the county.

Top 20 Super Output Areas in Warwickshire for Group F

Rank	Super Output Area	Group F Households	% of Warwickshire Group F households	Cumulative Group F households	Cumulative % of Warwickshire Group F households
1	Cawston	1,097	5.1%	1,097	5.1%
2	Kings Meadow & Longbridge	733	3.4%	1,830	8.5%
3	Easenhall, Newton & Biggin, Harb'h Magna	528	2.5%	2,358	11.0%
4	Stratford South East & Alveston Hill	528	2.5%	2,886	13.5%
5	Hatton & Hampton Magna	522	2.4%	3,408	15.9%
6	Warwick Gates	466	2.2%	3,874	18.1%
7	Attleborough South West	423	2.0%	4,297	20.1%
8	Brownsover North Campion	421	2.0%	4,718	22.1%
9	Whitnash West	386	1.8%	5,104	23.9%
10	Shottery South & Racecourse	349	1.6%	5,453	25.5%
11	Poplar South	286	1.3%	5,739	26.8%
12	Warwick Gates North & Myton South	284	1.3%	6,023	28.1%
13	Burton Dassett	283	1.3%	6,306	29.4%
14	Knowle Hill & Glasshouse	275	1.3%	6,581	30.7%
15	Southam East	265	1.2%	6,846	31.9%
16	Brownsover North East	261	1.2%	7,107	33.1%
17	Bidford South, Marlcliff and Barton	232	1.1%	7,339	34.2%
18	Chapel End	226	1.0%	7,562	35.2%
19	Bishops Tachbrook N & Warwick Gates	226	1.0%	7,788	36.2%
20	Mill End East & Crackley	215	1.0%	8,003	37.2%

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Service Needs Summary

Group F are likely to present relatively few service needs, at least for issues relating to financial and social support. On the whole this group is likely to contain families in comfortable housing on adequate incomes. It does, however, also incorporate personnel reliant on the Ministry of Defence for public services. Generally, Group F are regarded as being concerned about the environment but busy lifestyles limit the translation of knowledge into action. Their housing and travel characteristics mean they are regarded as having the largest carbon footprint of any Mosaic group. Financial incentives are seen as a likely way of encouraging efforts towards greener lifestyles for this group. This group's likelihood to self serve is considered very high, accessing services and information through a range of 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

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.