

Group H – Couples and singles in small modern starter homes

Key Characteristics

- Young people
- Single professionals
- Some couples with children
- Setting up home
- New starter homes
- Secure jobs
- Takeaways and ready meals
- Car ownership
- Pubs and clubs

Receptive Communication Channels

Accessing Services

- Mobile phone

Accessing Information

- Internet
- Telephone
- SMS Text
- Interactive TV

Non-Receptive Communication Channels

Accessing Services

- Face-to-face

Accessing Information

- Face-to-face
- Local papers

Group H in Warwickshire

Number of households in Warwickshire	13,659
County Rank (1-15, where 1st is largest Group)	7th
Percentage of Warwickshire households	5.7%
Percentage of households nationally	5.0%

Group H Types	Households	Rank*
H35 Childless new owner occupiers in cramped new homes	5,124	22nd
H36 Young singles and sharers renting small purpose built flats	2,153	39th
H37 Young owners and rented developments of mixed tenure	5,684	18th
H38 People living in brand new residential developments	698	53rd

* Rank 1-69 where 1st is largest Type

The proportion of Group H households is broadly in line with the national average. Each district and borough has at least one community with a high volume of Group H households. Nearly nine in ten SOAs in Warwickshire contain at least some Group H 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.

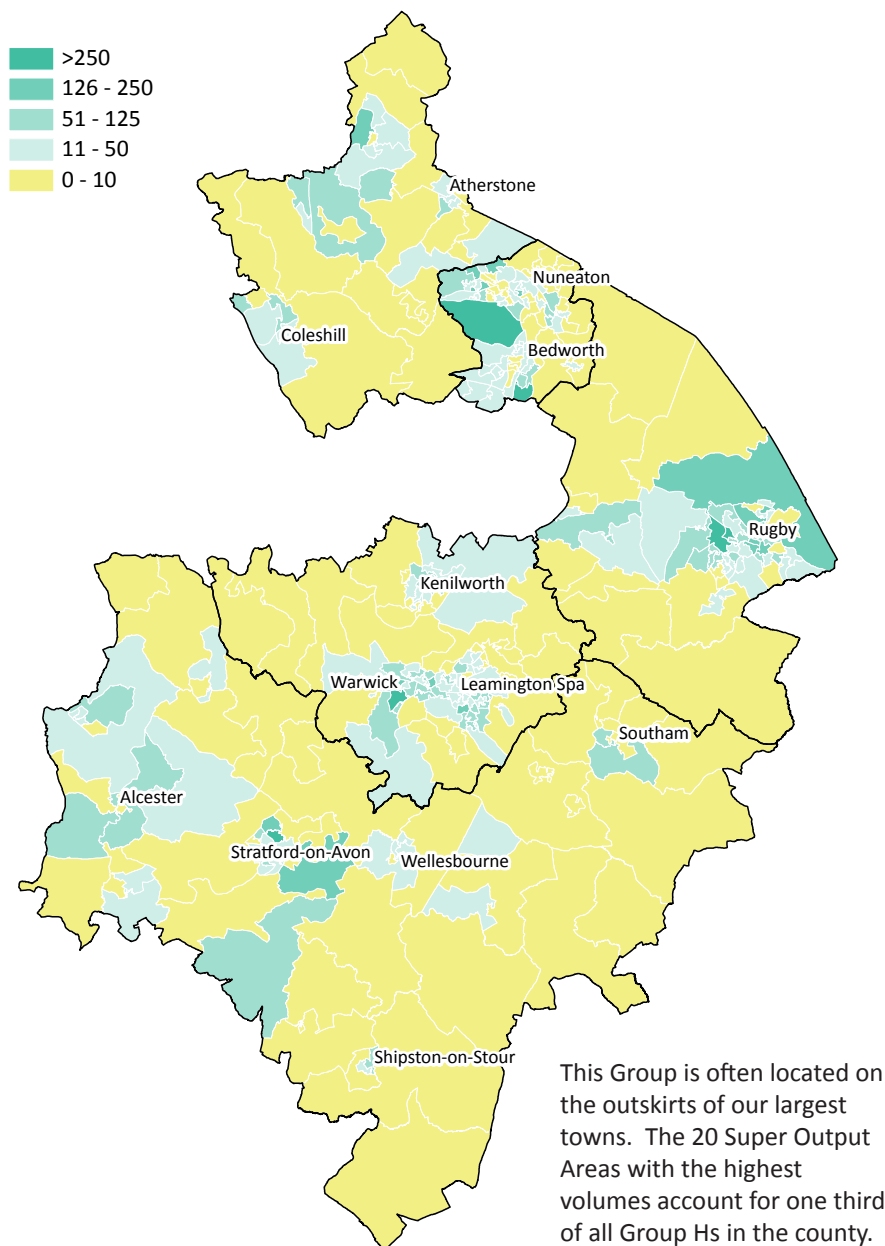
This profile highlights the volume and location of Group H households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 H households in Warwickshire?

Number of Group H households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group H

Rank	Super Output Area	Group H Households	% of Warwickshire Group H households	Cumulative Group H households	Cumulative % of Warwickshire Group H households
1	New Bilton West & Somers Rd	568	4.2%	568	4.2%
2	Maybird	340	2.5%	908	6.7%
3	New Bilton North	291	2.1%	1,199	8.8%
4	Arbury Rural	281	2.1%	1,480	10.9%
5	Poplar South	274	2.0%	1,754	12.9%
6	Town Centre & Racecourse	265	1.9%	2,019	13.8%
7	Easenhall, Newton & Biggin, Harb'h Magna	247	1.8%	2,266	15.6%
8	Brownsover North Lake District	244	1.8%	2,510	17.4%
9	Brownsover South Junction One	238	1.7%	2,748	19.1%
10	Emscote	192	1.4%	2,940	20.5%
11	Benn South	190	1.4%	3,130	21.9%
12	The Avenue	187	1.4%	3,317	23.3%
13	The Cape & Wedgenock	172	1.3%	3,489	24.6%
14	Brunswick South & Cemetary	166	1.2%	3,655	25.8%
15	Caldecott North East	157	1.1%	3,812	26.9%
16	Abbey South	154	1.1%	3,966	28.0%
17	Eastlands North	139	1.0%	4,105	29.0%
18	Stratford South East & Alveston Hill	138	1.0%	4,243	30.0%
19	Polesworth W: Birchmoor & Pooley Fields	135	1.0%	4,378	31.0%
20	Chapel End	133	1.0%	4,511	32.0%

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Service Needs Summary

Group H households are more likely than average to contain young people including some couples with children. It is estimated around 50% of Group H households are comprised of 25-35 year olds. This, combined with more moderate to comfortable incomes, means that demand on the county's services to more vulnerable households are likely to be few. Group H households represent a mixed group in terms of their Mosaic green classification. The high proportions of young working and economically more comfortable households in this group suggest that time constraints are a greater concern for this group in changing behaviour rather than a lack of knowledge and information. Financial incentives are considered more effective for this sort of household. The likelihood of Group H households to self serve is considered high. They are more likely to access the services they do need themselves. Use of mobile phones to access services is higher than average and they have a range of preferences to access information, making communication and engagement with this group somewhat easier than some other Mosaic groups.

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