

Group J – Owner occupiers in older style housing in ex-industrial areas

Key Characteristics

- Traditional
- Married
- Below average incomes
- Approaching retirement
- Outgrown homes
- Personal responsibility
- Manufacturing industries
- Careful with money
- Reliant on cars
- Manual skills

Receptive Communication Channels

Accessing Services

- Face to face

Accessing Information

- Face to face
- Local papers

Non-Receptive Communication Channels

Accessing Services

- Post

Accessing Information

- Internet
- National papers
- SMS text

Group J in Warwickshire

Number of households in Warwickshire	20,061
County Rank (1-15, where 1st is largest Group)	5th
Percentage of Warwickshire households	8.4%
Percentage of households nationally	7.8%

Group J Types	Households	Rank*
J45 Low income communities reliant on low skill industrial jobs	6,546	13th
J46 Residents in blue collar communities revitalised by commuters	5,954	16th
J47 Comfortably off industrial workers owning their own homes	7,561	10th

* Rank 1-69 where 1st is largest Type

The proportion of Group J households in Warwickshire is roughly in line with the national average and is one of the groups with the highest volumes in the county. There are concentrations of Group J households in the north of the county but 85% of Warwickshire's SOAs have at least some Group J households although this may be only a handful in some cases.

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.

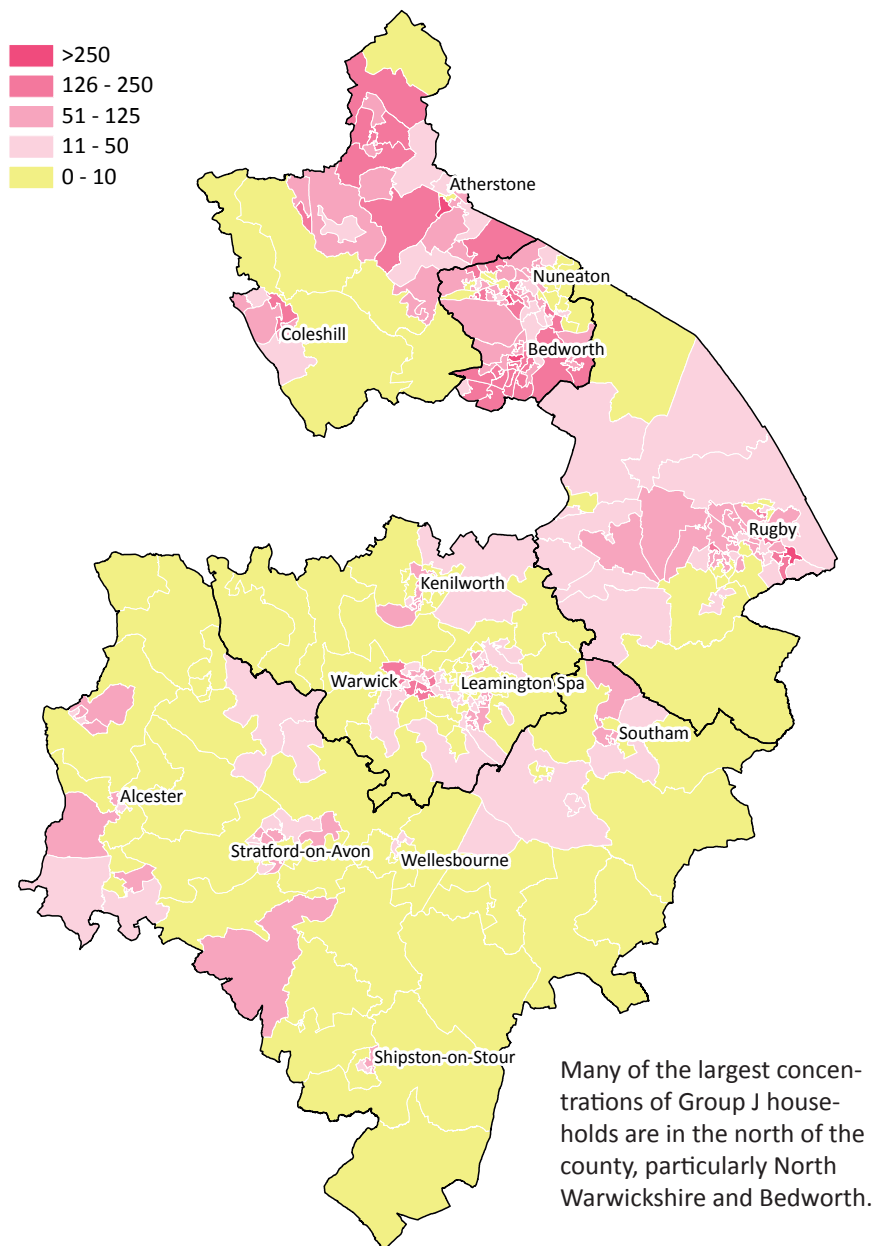
This profile highlights the volume and location of Group J households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 J households in Warwickshire?

Number of Group J households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group J

Rank	Super Output Area	Group J Households	% of Warwickshire Group J households	Cumulative Group J households	Cumulative % of Warwickshire Group J households
1	Slough Mt. Pleasant	328	1.6%	328	1.6%
2	Arbury North	309	1.5%	637	3.1%
3	Atherstone Central - Canal and Outwoods	308	1.5%	945	4.6%
4	Hillmorton North and Locks	295	1.5%	1,240	6.1%
5	Abbey West	248	1.2%	1,488	7.3%
6	Abbey East	243	1.2%	1,731	8.5%
7	Bede South West	242	1.2%	1,973	9.7%
8	Slough Collycroft North	236	1.2%	2,209	10.9%
9	Admirals North	231	1.2%	2,440	12.1%
10	Coleshill North - Cole End	224	1.1%	2,684	13.2%
11	Little Heath	213	1.1%	2,897	14.3%
12	Poplar Bayton Road	212	1.1%	3,109	15.4%
13	Polesworth W: Birchmoor & Pooley Fields	209	1.0%	3,318	16.4%
14	Bede Cannons	209	1.0%	3,527	17.4%
15	Kingswood Hills	197	1.0%	3,724	18.4%
16	The Cape & Wedgenock	196	1.0%	3,920	19.4%
17	Polesworth East - St. Helena	193	1.0%	4,113	20.4%
18	Arbury George Elliott	192	1.0%	4,305	21.4%
19	Exhall Grange	187	0.9%	4,492	22.3%
20	Hartshill North and Caldecote	183	0.9%	4,675	23.2%

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Service Needs Summary

Group J households are proportionally more likely than average to contain residents over the age of 66. Service needs relating to an ageing population on modest to low incomes would be expected. Around 23% or approximately 4,600 Group J households are estimated to be on incomes of below £15,000.

Household types within Group J cover a range of Mosaic's green classification types. Generally, they are more likely to be responsible and quite receptive to green messages if the correct information is supplied. Financial incentives are thought to be important in the light of modest to low incomes experienced by Group J.

Car ownership is higher than the national average although, since the volume of Group J households in the county is quite high, there may still be a considerable number of households without a car and where access in more rural areas may be an issue. Group J households are likely to be average in their willingness to self serve although they have a limited range of preferred channels of communication and means of accessing information.

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.

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