

# Group K – Residents with sufficient incomes in right to buy social houses

## Key Characteristics

- Council tenants
- Right to buy
- Comfortable lifestyles
- Few qualifications
- Hard workers
- Self-reliant
- Little anti-social behaviour
- Value for money
- Catalogue mail order

## Receptive Communication Channels

### Accessing Services

- Face to face

### Accessing Information

- Local papers
- Face to face

## Non-Receptive Communication Channels

### Accessing Services

- Mobile phone
- Post

### Accessing Information

- Magazines

## Group K in Warwickshire

Number of households in Warwickshire	<b>16,154</b>
County Rank (1-15, where 1st is largest Group)	<b>6th</b>
Percentage of Warwickshire households	<b>6.8%</b>
Percentage of households nationally	<b>9.2%</b>

Group K Types	Households	Rank*
<b>K48</b> Middle aged couples and families in right to buy homes	3,377	28th
<b>K49</b> Low income older couples long established in former council estates	2,117	40th
<b>K50</b> Older families in low value housing in traditional industrial areas	6,325	14th
<b>K51</b> Often indebted families living in low rise estates	4,335	26th

\* Rank 1-69 where 1st is largest Type

Group K households make up proportionately fewer households in Warwickshire than the national average but are still a relatively large group in Warwickshire in terms of numbers. Higher concentrations of Group K households are to be found in the north of the county but around 67% of SOAs in Warwickshire contain at least some Group K 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.

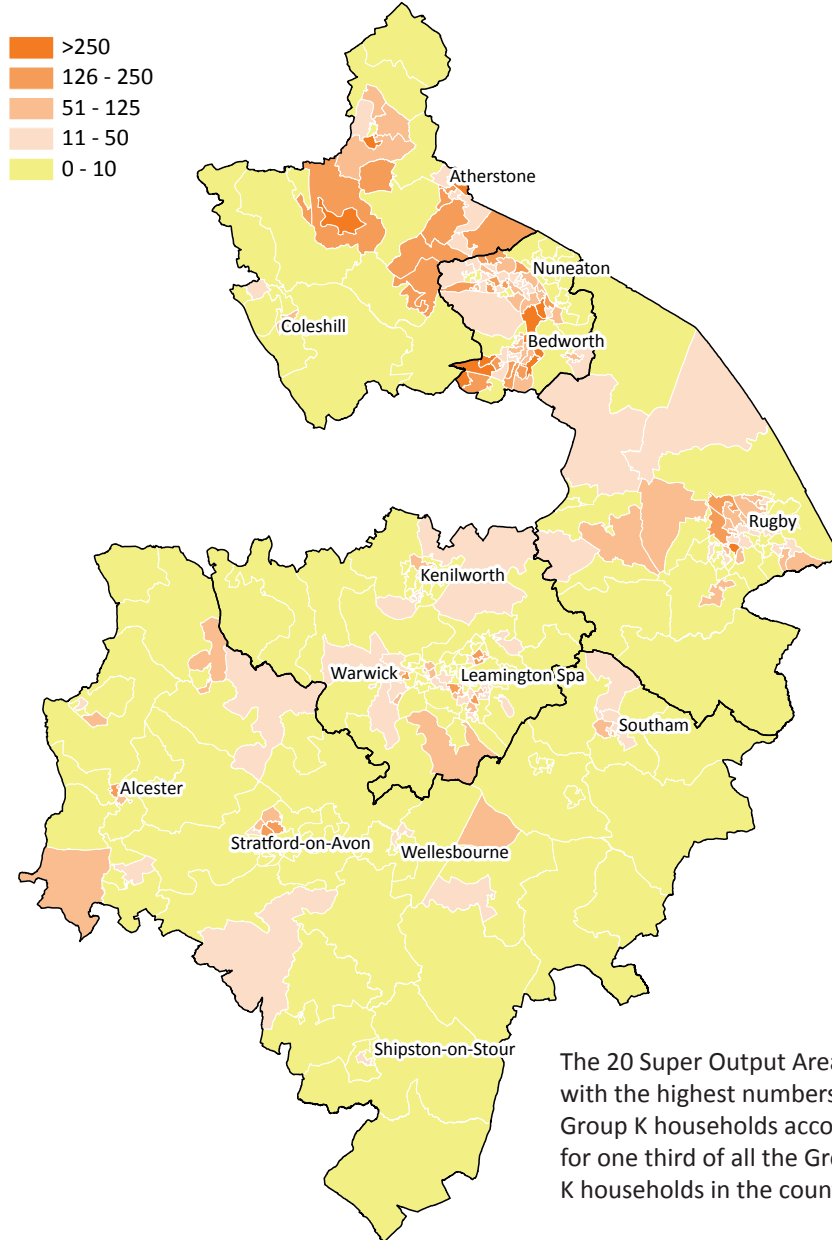
This profile highlights the volume and location of Group K households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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](mailto:research@warwickshire.gov.uk)

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## Where are the Group K households in Warwickshire?

### Number of Group K households in each Super Output Area



The 20 Super Output Areas with the highest numbers of Group K households account for one third of all the Group K households in the county.

### Top 20 Super Output Areas in Warwickshire for Group K

Rank	Super Output Area	Group K Households	% of Warwickshire Group K households	Cumulative Group K households	Cumulative % of Warwickshire Group K households
1	Wem Brook East	333	2.1%	333	2.1%
2	Hill Top	331	2.0%	664	4.1%
3	Keresley North and Newlands	317	2.0%	981	6.1%
4	Goodyers End	316	2.0%	1,297	8.1%
5	Bede East	289	1.8%	1,586	9.9%
6	Market End and Newdigate	282	1.7%	1,868	11.6%
7	Overslade North	282	1.7%	2,150	13.3%
8	Atherstone North - St. Georges & Carlyon	279	1.7%	2,429	15.0%
9	Dordon Village	273	1.7%	2,702	16.7%
10	Hurley	268	1.7%	2,970	18.4%
11	Poplar Nicholas Chamberlain	259	1.6%	3,229	20.0%
12	Bede North	253	1.6%	3,482	21.6%
13	Poplar Coalpit Field	252	1.6%	3,734	23.2%
14	Ansley Common and Birchley Heath	250	1.5%	3,984	24.7%
15	Newbold on Avon	230	1.4%	4,214	26.1%
16	New Arley West and Old Arley	227	1.4%	4,441	27.5%
17	Kingswood Stockingford Schools	219	1.4%	4,660	28.9%
18	Atherstone Central - Canal & Outwoods	218	1.3%	4,878	30.2%
19	Alcester North & Conway	210	1.3%	5,088	31.5%
20	Brunswick South East	209	1.3%	5,297	32.8%

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### Service Needs Summary

The composition of Group K households is more likely than average to contain middle aged couples with grown up children. They are likely to make fewer demands for more specialist services from the local authority for themselves. While incomes are likely to be modest, it is estimated around 30% or 4,800 Group K households have incomes below £15,000 so services relating to financial need may be evident. Heavy smoking is estimated to be 50% more likely than average in this group. Group K households are likely to prefer face to face channels for both service and access to information making communication and engagement opportunities more limited.

### 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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