Group L – Active elderly people living in pleasant retirement locations

Warwickshire Observatory

Key Characteristics

- Retired
- Bought a smaller property
- Bungalow
- Pensions
- Specialist shops
- Pay off credit card in full
- Grandchildren
- Heritage sites

Receptive Communication Channels

Accessing Services
- Face to face

Accessing Information
- Local papers
- Face to face

Non-Receptive Communication Channels

Accessing Services
- Internet
- Telephone
- Mobile phone

Accessing Information
- Internet
- Telephone
- SMS text
- National papers
- Interactive TV

Group L in Warwickshire

Number of households in Warwickshire	11,124
County Rank (1-15, where 1st is largest Group)	9th
Percentage of Warwickshire households	4.7%
Percentage of households nationally	4.3%

Group L Types		Households	Rank*
L52	Communities of wealthy older people living in large houses	2,199	38th
L53	Residents in retirement, second home and tourist communities	359	58th
L54	Retired people of modest means commonly living in bungalows	4,811	25th
L55	Capable older people leasing/owning flats in purpose built blocks	3,755	27th

* Rank 1-69 where 1st is largest Type

The proportion of Group L households in Warwickshire is roughly in line with the national average. Group L households are found in nearly 70% of Warwickshire's SOAs although only 25 SOAs have more than 100 of them.

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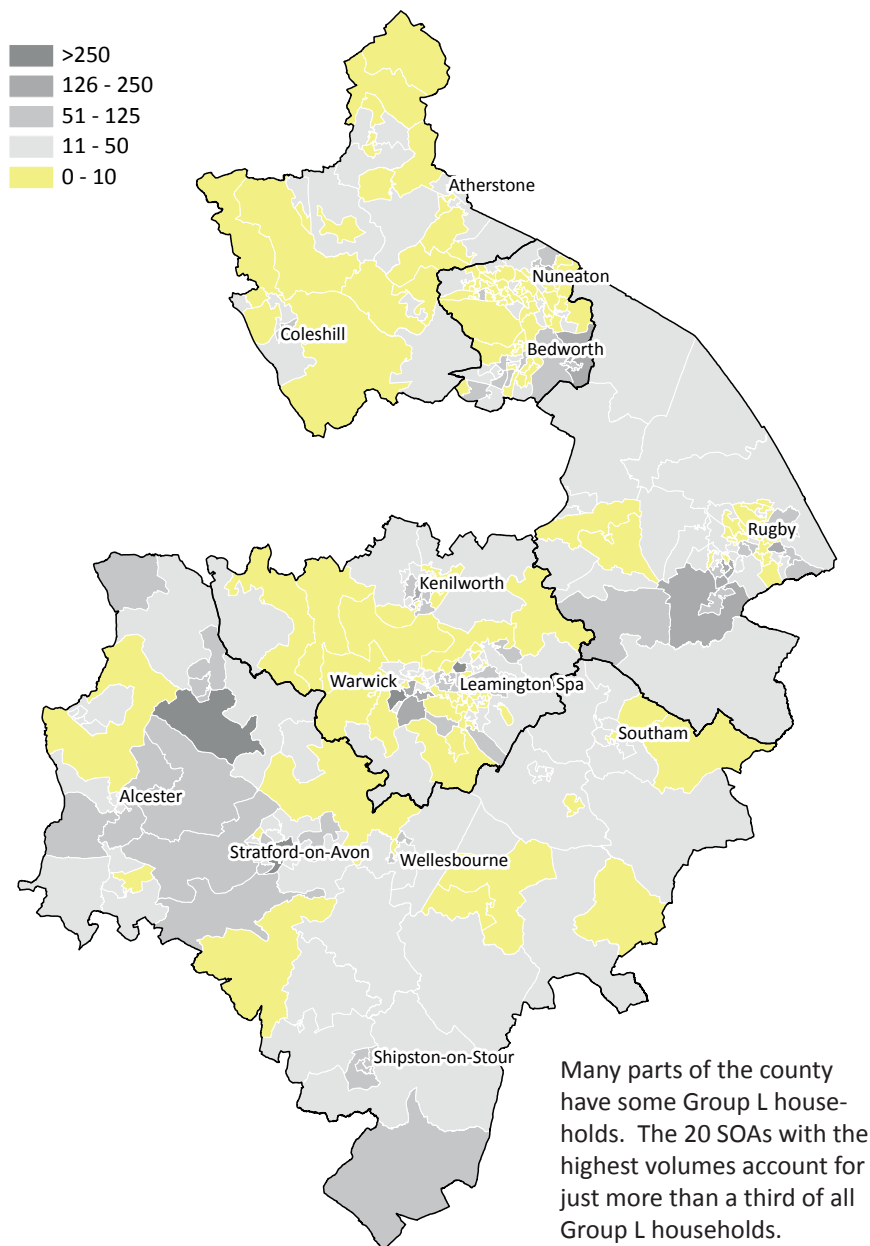
This profile highlights the volume and location of Group L households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 L households in Warwickshire?

Number of Group L households in each Super Output Area

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

Map labels: Atherstone, Nuneaton, Bedworth, Coleshill, Rugby, Kenilworth, Warwick, Leamington Spa, Southam, Alcester, Stratford-on-Avon, Wellesbourne, Shipston-on-Stour

Many parts of the county have some Group L households. The 20 SOAs with the highest volumes account for just more than a third of all Group L households.

Top 20 Super Output Areas in Warwickshire for Group L

Rank	Super Output Area	Group L Households	% of Warwickshire Group L households	Cumulative Group L households	Cumulative % of Warwickshire Group L households
1	Town Centre North	358	3.2%	358	3.2%
2	Manor South West	334	3.0%	692	6.2%
3	Old Town	326	2.9%	1,018	9.1%
4	Wootton Wawen	299	2.7%	1,317	11.8%
5	Town Centre & Racecourse	293	2.6%	1,610	14.4%
6	Old Town & Town Centre South	229	2.1%	1,839	16.5%
7	Bulkington North	206	1.9%	2,045	18.4%
8	Overslade West	196	1.8%	2,241	20.2%
9	Bilton South Cock Robin	191	1.7%	2,432	21.9%
10	St. Nicholas North & College	186	1.7%	2,618	23.6%
11	Town Centre North	177	1.6%	2,795	25.2%
12	Thurlaston	154	1.4%	2,949	26.6%
13	Bulkington South East	151	1.4%	3,100	28.0%
14	St. Nicholas Park, Myton & Emscote Sth	150	1.3%	3,250	29.3%
15	Overslade South East	145	1.3%	3,395	30.6%
16	Bridge End, Castle & Stratford Rd East	139	1.2%	3,534	31.8%
17	Eastlands Abbots	136	1.2%	3,670	33.0%
18	Priory Park, Packmores & Hospital	130	1.2%	3,800	34.2%
19	Campion Hills & Newbold Comyn	122	1.1%	3,922	35.3%
20	Abbey Fields	118	1.1%	4,040	36.4%

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Service Needs Summary

Service needs are likely to relate to Group L's tendency to contain a higher proportion of older people. It is estimated around 60% of Group L households are over 70 years old. However, higher incomes and levels of car ownership among Group L households may mitigate the access and demand for servicess that may otherwise have been a feature of this group. A high proportion of Group L households are estimated to represent households who are somewhat unconvinced by green issues but who nevertheless behave responsibly. Group L's likelihood to self serve is considered low preferring face to face ways of service access over other channels, narrowing options for service and information delivery.

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