

Group M – Elderly people reliant on state support

Key Characteristics

- Older people
- Retired
- Public rented
- Nursing homes
- Grandchildren
- Bingo
- Familiar brands
- Post Offices
- TV and newsagents

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
- Post

Accessing Information

- Internet
- Telephone
- Interactive TV
- Mobile phone

Group M in Warwickshire

Number of households in Warwickshire	11,364
County Rank (1-15, where 1st is largest Group)	8th
Percentage of Warwickshire households	4.8%
Percentage of households nationally	5.5%

Group M Types	Households	Rank*
M56 Older people living on social housing estates with limited budgets	5,180	21st
M57 Old people in flats subsisting on welfare payments	1,295	48th
M58 Less mobile older people requiring a degree of care	2,374	37th
M59 People living in social accommodation designed for older people	2,515	34th

* Rank 1-69 where 1st is largest Type

The prevalence of Group M households in Warwickshire is just slightly below the national average. Group M households are present in 75% of Warwickshire's SOAs making it a more widely dispersed group around the county than some other Mosaic Groups.

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.

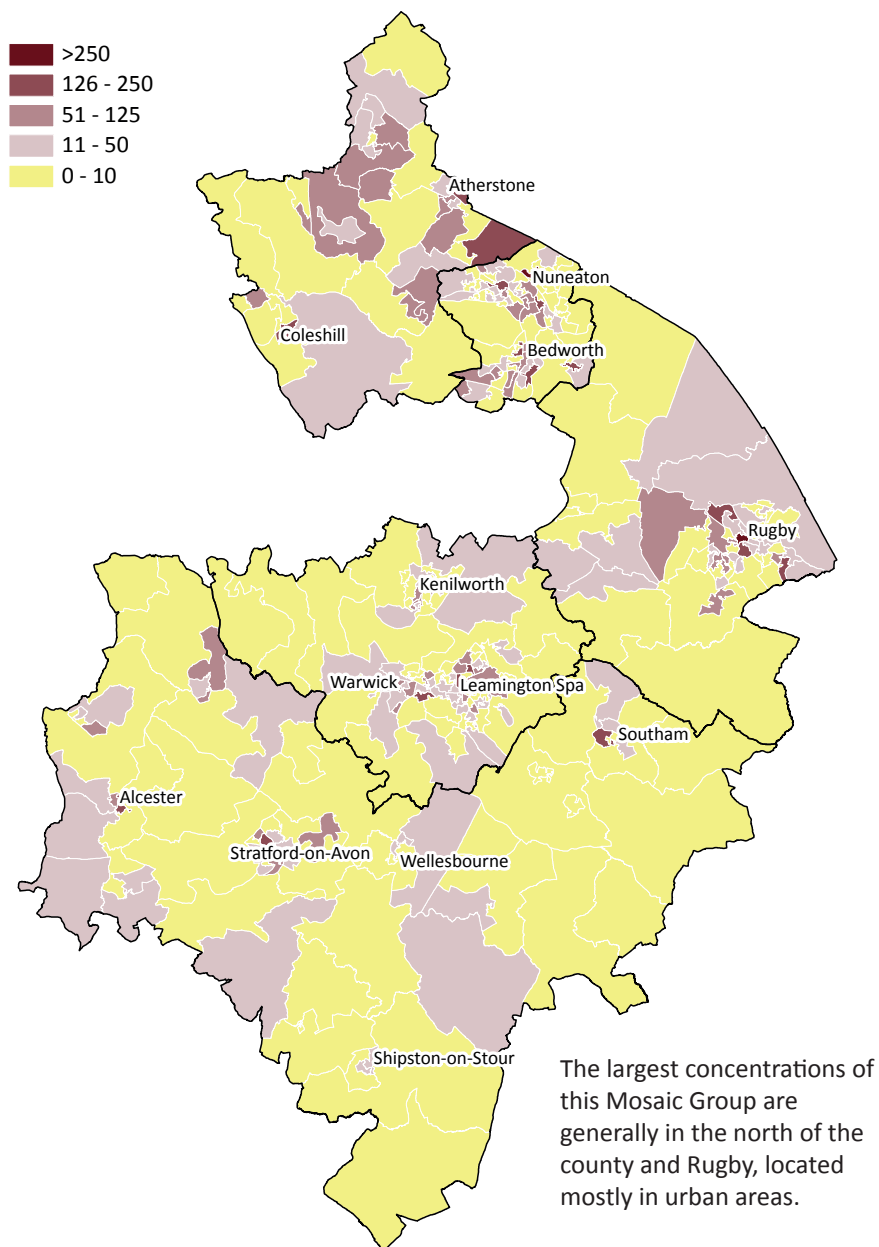
This profile highlights the volume and location of Group M households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 M households in Warwickshire?

Number of Group M households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group M

Rank	Super Output Area	Group M Households	% of Warwickshire Group M households	Cumulative Group M households	Cumulative % of Warwickshire Group M households
1	Town Centre	373	3.3%	373	3.3%
2	Weddington South West & River	297	2.6%	670	5.9%
3	Attleborough North West	224	2.0%	894	7.9%
4	Atherstone North - St. Georges & Carlyon	198	1.7%	1,092	9.6%
5	Hillmorton West	194	1.7%	1,286	11.3%
6	Manor South & Round Oaks	186	1.6%	1,472	12.9%
7	Bulkington Village	184	1.6%	1,656	14.5%
8	Stratford Mount Pleasant East	172	1.5%	1,828	16.0%
9	Bede East	168	1.5%	1,996	17.5%
10	Alcester East & Island	166	1.5%	2,162	19.0%
11	Caldecott North West	162	1.4%	2,324	20.4%
12	Poplar Coalpit Field	155	1.4%	2,479	21.8%
13	Hartshill North and Caldecote	154	1.4%	2,633	23.2%
14	St. Nicholas Park, Myton & Emscote Sth	151	1.3%	2,784	24.5%
15	Newbold on Avon	150	1.3%	2,934	25.8%
16	Southam West	144	1.3%	3,078	27.1%
17	Old Town & Town Centre South	144	1.3%	3,222	28.4%
18	Coleshill South - Centre	142	1.2%	3,364	29.6%
19	Bar Pool North & Crescents	127	1.1%	3,491	30.7%
20	Slough Collycroft South	127	1.1%	3,618	31.8%

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Service Needs Summary

Group M is likely to contain service needs relating to the growing number of older people generally. Issues relating to health and social care may be more evident but there will be issues relating to access to any service delivered by the County Council whose customers may have more limited mobility and access to private transport.

Group M households are likely to incorporate older residents living on lower or modest incomes. Around 70% of Group M households are likely to be residents who are over 70 years old. Around 30-40% of Group M households (4,000) do not own a car. This, combined with the propensity of Group M households to contain older people, may present particular transport and access issues where public transport is not readily available or accessible. Around 75% of Group M households (8,500) are estimated to be concerned about green issues and would be willing to act but are constrained by a lack of information. Group M's likelihood to self serve is estimated to be low, preferring face to face over other channels along with local papers. In short, Group M may prefer to access services in a way that is actually increasingly difficult to an ageing and less mobile population.

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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Further Information:	http://bit.ly/MosaicBackground