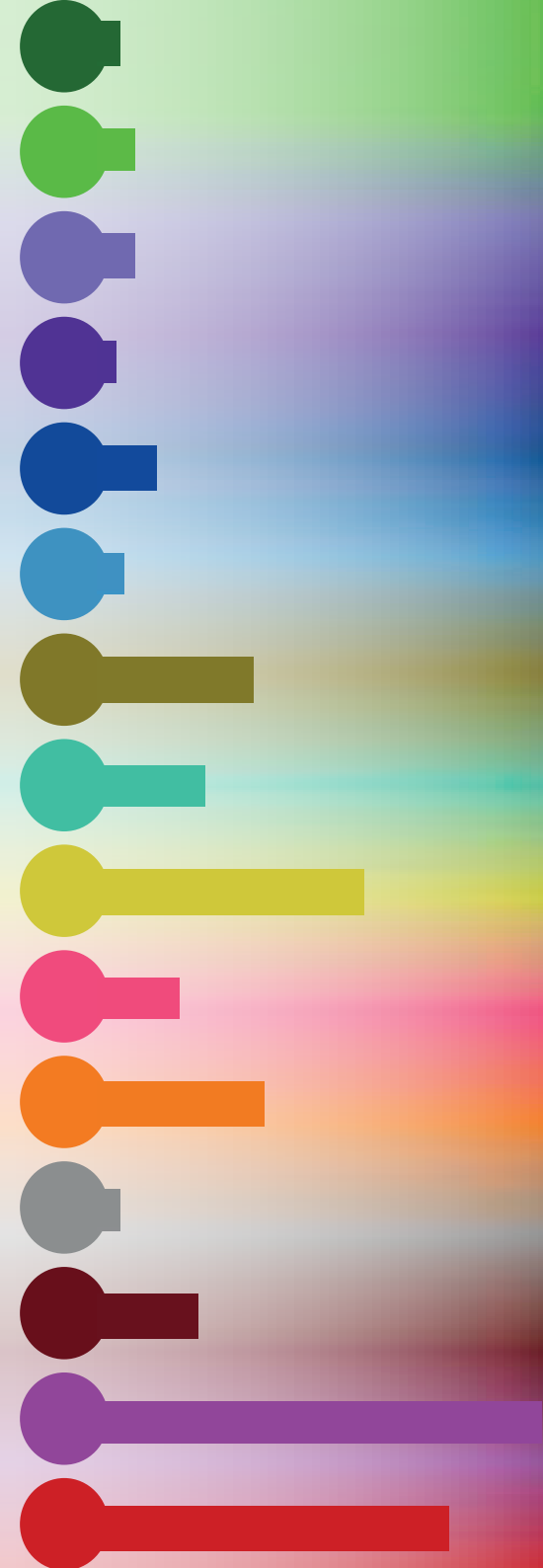


# Mosaic Analysis of Drug Treatment Clients in Warwickshire

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### Introduction

As part of the Warwickshire Adult Drug Treatment Services Assessment 2011/12, the Observatory were commissioned to gain a greater understanding of clients in drug treatment in the County. The aim of this report is to profile clients in treatment for drug misuse using Mosaic to identify where they are located across the County and what engagement techniques would prove most effective in communicating with these groups in order to provide future advice and guidance on drug misuse and raise awareness of the new treatment provider services available in Warwickshire.

### Key Findings

- Data was provided from the HALO database by the Drug & Alcohol Action Team, showing the postcodes of clients receiving drug treatment in the community from all providers from 1<sup>st</sup> July 2010 - 30<sup>th</sup> June 2011. Of the 983 postcodes provided, 929 (94.5%) were matched to Mosaic.
- Mosaic Groups I (*Lower income workers in urban terraces in often diverse areas*), K (*Residents with sufficient incomes in right-to-buy social houses*), N (*Young people renting flats in high density social housing*) and O (*Families in low-rise social housing with high levels of benefit need*) are much more prevalent in the drug client profile when compared with the county profile. A Group N resident is over 25 times more likely to be in drug treatment than a Group D resident.
- There is a choice to be made whether to target volume in terms of the groups with the greatest number of drug clients or those most *at risk* of receiving treatment for drug misuse. With increasingly limited resources it seems sensible to target the most vulnerable.
- The analysis demonstrates that by focusing attention on three key Mosaic Groups (N, O and I), 34% of drug clients could be targeted by engaging with just 9% of households in the county. Also by targeting these Mosaic groups, we may also be able to engage with people who are using drugs but are not in treatment.
- The types of households that are most likely to be in drug treatment are also the type of households that are most likely to have the following characteristics: Council/housing association; low incomes & high deprivation levels; benefit claimants; children under 5; high expenditure on alcohol, tobacco & narcotics.
- In terms of engaging with people from these groups, Groups N and O have weak relationships with the majority of service channels which makes developing a communication strategy with these households difficult.
- Internet-based publicity would, generally, not be effective, neither would telephone or post communication in terms of service channels (Table 6). Channels that would engage residents in Group O are face-to-face communication.
- However, when considering the best ways to communicate in terms of information channels, the Mosaic analysis is more helpful. For the three target Mosaic groups, the preference for accessing information (relative to other Mosaic Groups) is SMS text and national newspapers.

## Mosaic

Mosaic is a tool for understanding household and customer types, and allocates every household in the Country to one of 69 categories. It is built from Experian's UK Consumer Dynamics Database and uses a total of 400 variables. It includes the edited Electoral Roll, Experian Lifestyle Survey information, Consumer Credit Activity, self-reported demographics and consumer behaviour alongside the Post Office Address File, Shareholders Register, House Price and Council Tax information and ONS local area statistics. Mosaic can be joined to customer/client data to add value and help develop a stronger understanding of residents' behaviours, needs and preferences.

Mosaic operates at two levels – Groups and Types. There are 15 Groups, which are then sub-divided into 69 Types. For more information on Mosaic, please visit the [Observatory's blog](#).

## Methodology

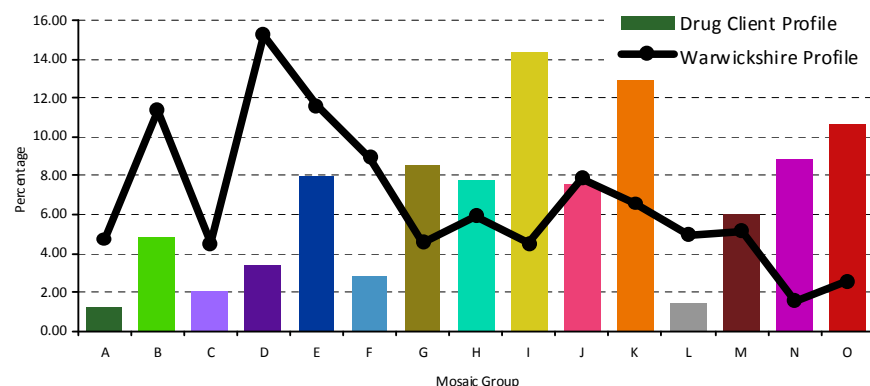
Data was provided from the HALO database by the Drug & Alcohol Action Team, showing the postcodes of clients receiving drug treatment in the community from all providers from 1<sup>st</sup> July 2010 - 30<sup>th</sup> June 2011. It is important to note that over 30% of the records held in the database had no postcode recorded. As well as this, the data is only available at postcode level and consequently there may be a risk of duplication as full address information is not known. The data provided from HALO relates to treatment episodes, therefore, if a client re-entered treatment during the year they will be recorded twice (or three times etc) and this will be reflected in the analysis below.

Of the 983 postcodes provided, 929 were matched to Mosaic (94.5%) and the profile is shown below.

**Table 1: Breakdown of drug treatment clients using Mosaic**

	Number	%
A - Residents of isolated rural communities	11	1.2
B - Residents of small and mid-sized towns with strong local roots	45	4.8
C - Wealthy people living in the most sought after neighbourhoods	18	1.9
D - Successful professionals living in suburban or semi-rural homes	31	3.3
E - Middle income families living in moderate suburban semis	74	8.0
F - Couples with young children in comfortable modern housing	26	2.8
G - Young, well-educated city dwellers	79	8.5
H - Couples and young singles in small modern starter homes	72	7.8
I - Lower income workers in urban terraces in often diverse areas	133	14.3
J - Owner occupiers in older-style housing in ex-industrial areas	70	7.5
K - Residents with sufficient incomes in right-to-buy social houses	120	12.9
L - Active elderly people living in pleasant retirement locations	13	1.4
M - Elderly people reliant on state support	56	6.0
N - Young people renting flats in high density social housing	82	8.8
O - Families in low-rise social housing with high levels of benefit need	99	10.7
<b>Total clients</b>	<b>929</b>	<b>100</b>

Source: Experian, 2010 (percentage figures may not sum due to rounding)

**Figure 1: Drug Clients and Warwickshire Profile**


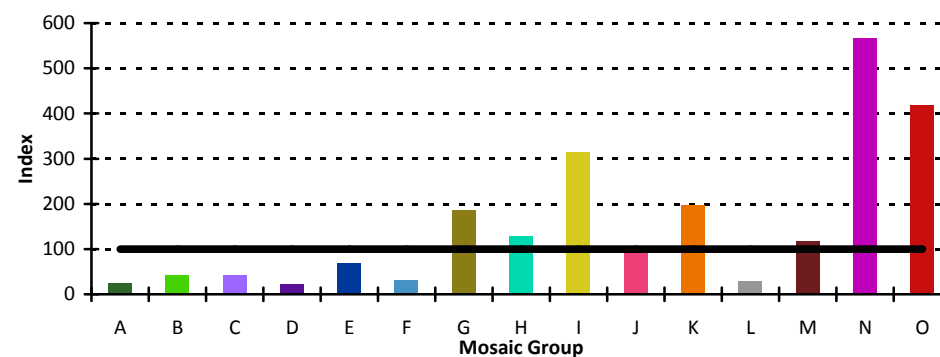
Source: Mosaic 2010

Figure 1 compares the profile of drug clients receiving treatment over the past year with the general Warwickshire population. Those above the line are over-represented in the drug treatment profile when compared with the Warwickshire population. For example, Groups I, K, N, O are much more prevalent in the drug client profile when compared with the county profile. Similarly, Group D is identified as the dominant group in terms of the Warwickshire's population but is significantly under-represented when looking at the treatment profile. The main discrepancies appear to be with Group D (under-represented) and N (over-represented) households. Group D households account for 15% of the Warwickshire population but represent 3% of the drug user profile, and Group N, conversely accounts for under 2% of the Warwickshire population but represents 9% of the current drug user profile. This over-representation is the case for a number of groups (Groups G, H, I, K, M, N and O).

Table 2 illustrates the *propensity* for each Mosaic Group in Warwickshire to be in treatment for drug use, based on index values. An index value above 100 means that the Mosaic Group is more likely than 'average' to be in treatment for drug abuse, i.e. the percentage of existing drug treatment clients in this Group is more than the percentage in the Warwickshire population. Conversely, a value below 100 means that this Mosaic Group is less likely than 'average' to be in treatment for drug abuse. We can see that Mosaic Groups N, O and I have the highest propensity to be in drug treatment (index values of 568, 419 and 317). A Group N resident is over 25 times more likely to be in drug treatment than a Group D resident.

### Targeting volume or risk?

There is a choice to be made whether to target volume in terms of the groups and types with the greatest number of drug clients or those most *at risk* of receiving treatment for drug misuse. With increasingly limited resources it seems sensible to target the most vulnerable.

**Figure 2: Mosaic Groups at 'risk' of being in drug treatment**


Source: Mosaic 2010

## Mosaic Analysis of Drug Treatment Clients in Warwickshire

**Table 2: Propensity to be in drug treatment**

	Drug Client %	Warks %	Index
A - Residents of isolated rural communities	1.2	4.7	25
B - Residents of small and mid-sized towns with strong local roots	4.8	11.4	43
C - Wealthy people living in the most sought after neighbourhoods	1.9	4.5	43
D - Successful professionals living in suburban or semi-rural homes	3.3	15.3	22
E - Middle income families living in moderate suburban semis	8.0	11.6	69
F - Couples with young children in comfortable modern housing	2.8	8.9	31
G - Young, well-educated city dwellers	8.5	4.5	187
H - Couples and young singles in small modern starter homes	7.8	5.9	130
I - Lower income workers in urban terraces in often diverse areas	14.3	4.5	317
J - Owner occupiers in older-style housing in ex-industrial areas	7.5	7.9	95
K - Residents with sufficient incomes in right-to-buy social houses	12.9	6.6	197
L - Active elderly people living in pleasant retirement locations	1.4	4.9	28
M - Elderly people reliant on state support	6.0	5.1	118
N - Young people renting flats in high density social housing	8.8	1.6	568
O - Families in low-rise social housing with high levels of benefit need	10.7	2.5	419

Source: Experian, 2010 (percentage figures may not sum due to rounding)

**Table 3: Volume and Risk**

VOLUME		RISK
I, K & O	Groups	N, O & I
38%	% of drug clients	34%
14%	% of all households	9%

Source: Mosaic 2010

The analysis demonstrated that by focusing attention on three key Mosaic Groups (N, O and I) then 34% of drug clients could be targeted by engaging with just 9% of households in the County. Also by targeting these Mosaic groups, we may also be able to engage with people who are using drugs but are not in treatment.

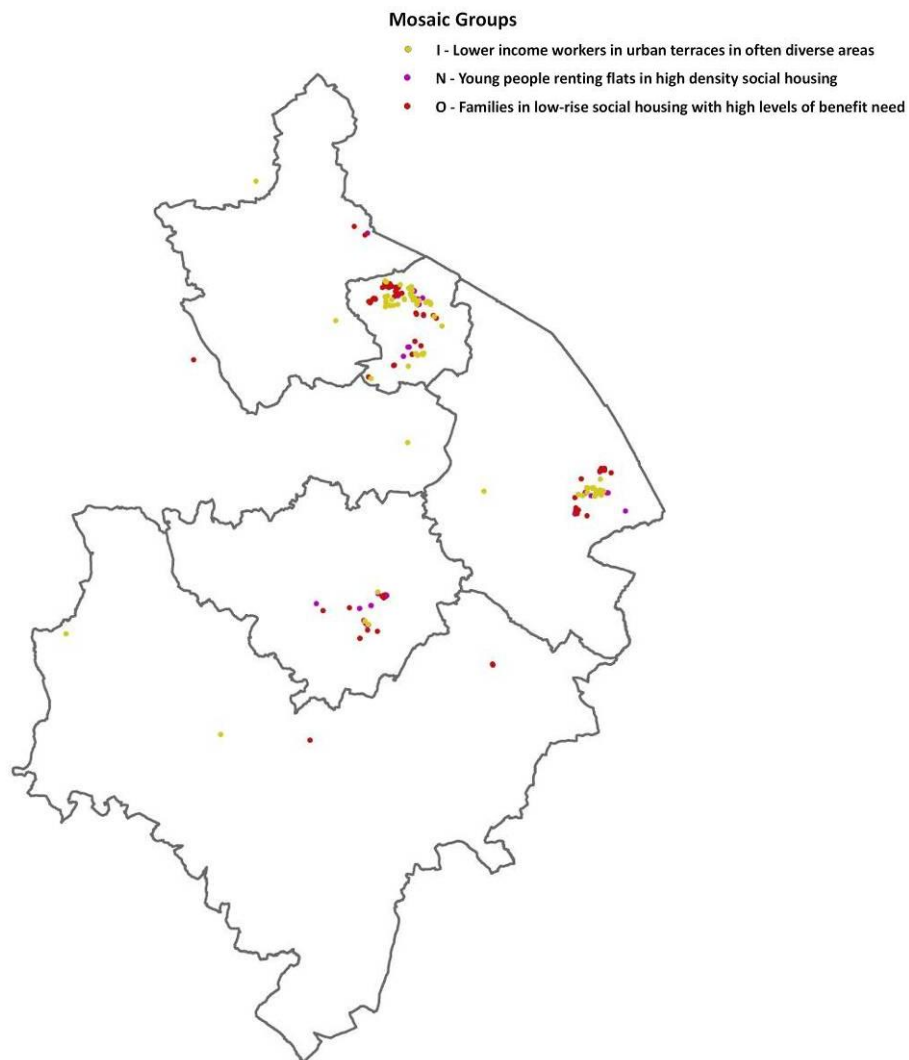
### Where?

**Table 4: Top five wards for people in Mosaic Groups most 'at risk' of being in drug treatment**

Ward	District/Borough
Wem Brook	Nuneaton & Bedworth
Benn	Rugby Borough
Newbold	Rugby Borough
Brownsover South	Rugby Borough
Camp Hill	Nuneaton & Bedworth

Source: Mosaic 2010

**Figure 3: Distribution of 'at risk' groups across Warwickshire**



What this does not tell us, however, is what the needs and preferences of these groups are; the next section examines the characteristics of the most prevalent Mosaic groups in the drug treatment profile and improves our understanding of what engagement techniques might be most appropriate.

## Target Mosaic Groups

### Mosaic Group N – Young people renting flats in high density social housing

Group N contains people on limited incomes mostly renting small flats from local councils or housing associations. Typically these are young single people or young adults sharing a flat. They may also be single people of older working age or even pensioners. Most live in properties that are not suited to the needs of families with children.

Residents can be divided between those who have longstanding links with the local community and other more recent newcomers, often from abroad. Although formal community links are weak, many of these neighbourhoods have a strong sense of shared identity which can be expressed in campaigns with specific local objectives. With large numbers of poor and elderly people, heavy demands are made on social services departments which are often supported by vigorous voluntary organisations.



Source: Mosaic 2010



These neighbourhoods tend to experience relatively high levels of crime. Theft and car crime are particularly common. These are neighbourhoods that may be subject to drug gangs and to knife and gun crime. Life expectancy rates are significantly worse than the national average; many people's health succumbs to the combination of stress and low incomes. These are neighbourhoods in which many residents are addicted to heavy levels of smoking. Many residents, when they need medical attention, go straight to a hospital's Accident and Emergency service rather than to a consultation with their local GP.

Local benefit and employment offices continue to cater for large numbers of people entitled to unemployment and incapacity benefit. Particularly high proportions of children are entitled to free school meals, not least on account of the large proportion of parents earning little more than the minimum wage in low paid service jobs.

Some of the Super Output Areas that have Group N as their dominant group:

- Abbey Town Centre (Abbey Ward – Nuneaton & Bedworth)
- Riversley (Wem Brook Ward – Nuneaton & Bedworth)
- Lillington East (Crown Ward – Warwick District)

3 SOAs in the County have Group N as their dominant Mosaic Group:

- 0 in North Warwickshire
- 2 in Nuneaton and Bedworth
- 0 in Rugby Borough
- 0 in Stratford-on-Avon
- 1 in Warwick District

### Mosaic Group O – Families in low rise social housing with high levels of benefit need

Group O contains many of the most disadvantaged people, including significant numbers who have been brought up in families which have been dependent on welfare benefits for many generations. Local councils have responded to their housing needs by providing them with



accommodation but these are often in less desirable situations. More particularly these people tend to live with their children in low rise estates of terraced and semi-detached houses, often on large overspill estates on the periphery of large provincial cities, which in recent years have struggled against declining demand for low skilled labour.

In these neighbourhoods in particular it is recognised that residents not only suffer from specific forms of disadvantage, they also suffer from being surrounded by other residents in similar conditions to their own. As a result, deprivation becomes the norm and children in particular, but adults more generally, often have difficulty imagining pathways to their own self sufficiency.

The combination of lack of family and community support, low income and unemployment results in serious levels of social stress and demands for social services which the voluntary sector is seldom equipped to handle.



These neighbourhoods suffer particularly high levels of crime. With many people suffering long term unemployment and with many young people having few successful role models to emulate, these neighbourhoods experience exceptionally high levels of theft, robbery, anti-social behaviour and drug-related issues.

Low incomes and the stress of having to deal with many different forms of social disadvantage at the same time has a serious adverse impact on life expectancy in these neighbourhoods, where residents can expect to live ten fewer years than their counterparts in affluent suburbs. Smoking and drinking are especially problematic in these areas. Obesity may be a key health issue for this Group with low levels of awareness of healthy eating a contributory factor.

This particular group is most at risk of house fires. In an environment where few children encounter parents who have benefited from further education, few see the financial and career benefits that accrue from post school studies. Most want to enter the labour market at the earliest opportunity even though many lack basic literacy and numeracy skills. Residents are particularly likely to make use of benefit and employment offices, suffering as they do from high levels of long term unemployment, long term disability, short term sickness and persistently low incomes.

Some of the Super Output Areas that have Group O as their dominant group:

- Camp Hill Village Centre (Camp Hill Ward – Nuneaton & Bedworth)
- Bar Pool North & Crescents (Bar Pool Ward – Nuneaton & Bedworth)
- Camp Hill West & Quarry (Camp Hill Ward – Nuneaton & Bedworth)
- Brownsover South Lake District North (Brownsover South – Rugby)

- Middlemarch & Swimming Pool (Wem Brook – Nuneaton & Bedworth)
- Camp Hill South West & Brook (Camp Hill – Nuneaton & Bedworth)

8 SOAs in the County have Group O as their dominant Mosaic Group:

- 0 in North Warwickshire
- 6 in Nuneaton and Bedworth
- 2 in Rugby Borough
- 0 in Stratford-on-Avon
- 0 in Warwick District

Mosaic Group I – Lower income workers in urban terraces in often diverse areas

Group I contains people with poor qualifications who work in relatively menial, routine occupations and live close to the centres of towns in streets of small terraced houses built in the years prior to the first world war. The majority of residents are young; some are still single and others live with a partner and often look after children of nursery school or primary school age.



Examples also occur in small industrial towns and around the core of many moderate sized market towns. Typically these residents live in areas of densely packed terraced housing, some of which is owner-occupied and the rest rented, sometimes from a resident landlord. Such houses were traditionally built for the workforce of nineteenth century mines,

mills and factories. Today they provide a relatively cheap entry point into the housing market for those who do not qualify for social housing, and whose incomes do not reach the levels needed to borrow the amount of money required to buy a house in a suburban neighbourhood.

In recent years, these communities have been transformed from one dominated by an elderly, “working class” population with strong community ties, to one which attracts people who have not been brought up in the area but who find it a convenient first base for building careers and families. The principal demand for social services is to support the large number of young children, many of whose parents are on low incomes.

Though the population is young, it is vulnerable to a number of health conditions. Levels of educational attainment, though low, are nevertheless higher than in neighbourhoods with equivalent levels of social deprivation which are situated on estates of social housing.

Most local residents are aware of the benefits to which they are entitled. In these neighbourhoods there is little stigma attached to applying for them. Though levels of unemployment are high, these neighbourhoods are often located close to centres for the employment of semi-skilled and unskilled workers.

### **Some of the Super Output Areas that have Group I as their dominant group:**

- Abbey Priory (Abbey Ward – Nuneaton and Bedworth)
- Attleborough North East (Attleborough – Nuneaton and Bedworth)
- Benn Station (Benn ward – Rugby)
- Wem Brook Bridges (Wem Brook – Nuneaton and Bedworth)

16 SOAs in the County have Group I as their dominant Mosaic Group:

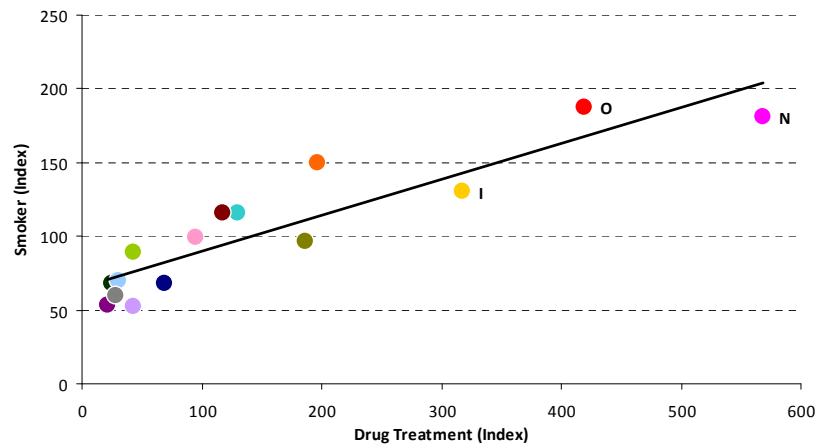
- 0 in North Warwickshire
- 9 in Nuneaton and Bedworth
- 7 in Rugby Borough
- 0 in Stratford-on-Avon
- 0 in Warwick District

## Communication Messages

The types of households that are most likely to be in drug treatment are also the type of households that are most likely to have the following characteristics:

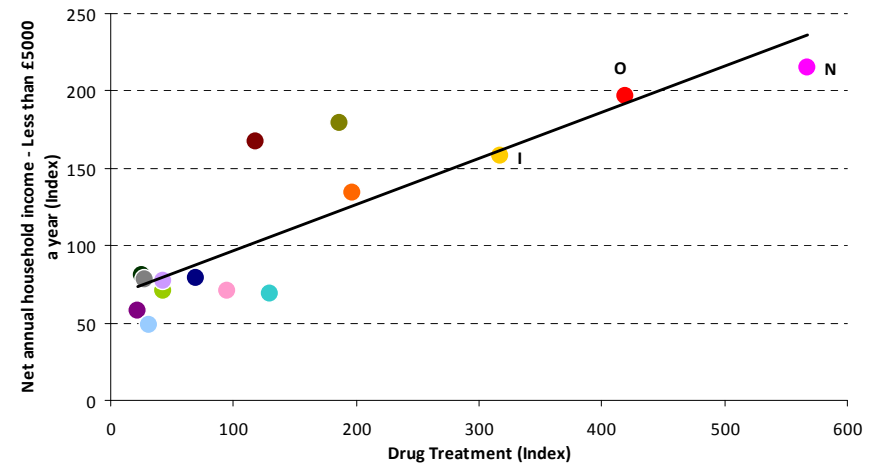
Council/housing association  
claim benefits / be unemployed  
Have children 0-4 years old  
Public transport  
High expenditure on alcohol/tobacco/narcotics  
Low household income  
high levels of deprivation  
smoker

Figure 4: Likelihood to be a smoker



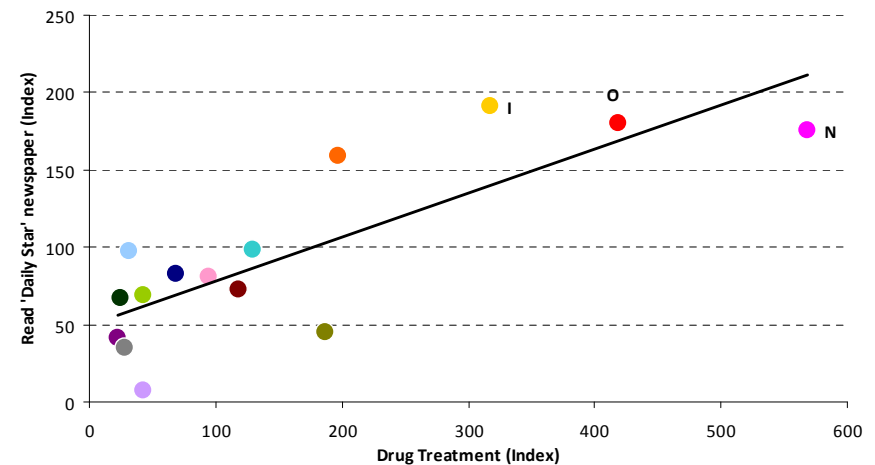
Source: Mosaic 2010

Figure 5: Likelihood to have a low household income



Source: Mosaic 2010

Figure 6: Likelihood to read the Daily Star



Source: Mosaic 2010

- Deprivation levels are high. This will mean there is likely to be some dependence on the public sector for services.
- In terms of engaging with people from these groups, Groups N and O have weak relationships with the majority of service channels which makes developing a communication strategy with these households difficult.
- Internet-based publicity would, generally, not be effective, neither would telephone or post communication in terms of service channels (Table 6). Channels that would engage residents in Group O are face-to-face communication.
- However, when considering the best ways to communicate in terms of information channels, the Mosaic analysis is more helpful (Table 7).

**Table 6: Communication Channel Preferences – Service Channels**

Group	Service Channels				
	Internet	Telephone	Mobile phone	Post	Branch/face-to-face
N	Weak	Weak	Weak	Weak	Neutral
O	Weak	Weak	Weak	Weak	Strong
I	Neutral Negative	Neutral Negative	Neutral	Weak	Neutral

Source: Mosaic 2010

- For the three target Mosaic groups, the preference for accessing information (relative to other Mosaic Groups) is SMS text and national newspapers.

**Table 5: Summary Table for three target Mosaic Groups**

Group		Life Stage	Deprivation	Connected to Internet	Likelihood to self-serve*	Relative to other Mosaic Groups	
						Receptive to...	Unreceptive to...
N	Young people renting flats in high density social housing	Young singles, low incomes	High	Low	Very low	None significant	Internet, telephone, post
O	Families in low-rise social housing with high levels of benefit need	Low income families	High	Low	Very low	Face to face	Internet, telephone, post
I	Lower income workers in urban terraces in often diverse areas	Young singles & couples, some young children	High	Average	Average	None significant	Post

\* Likelihood to self-serve when accessing services. Source: Mosaic 2010

Table 7: Communication Channel Preferences – Information Channels

Mosaic Group	Information Channels							
	Internet	Telephone	SMS text	Interactive TV	Branch/Face to face	National newspapers	Local papers	Magazines (General)
N Young people renting flats in high density social housing	Neutral Negative	Neutral Negative	Strong	Neutral Negative	Neutral	Strong	Neutral Negative	Neutral
O Families in low-rise council housing with high levels of benefit need	Weak	Neutral Negative	Neutral Positive	Neutral	Strong	Neutral Positive	Strong	Weak
I Lower income workers in urban terraces in often diverse areas	Neutral	Neutral Negative	Strong	Neutral Positive	Neutral	Neutral Positive	Neutral Positive	Weak

Source: Mosaic 2010