

Group E – Middle income families living in moderate suburban semis

Key Characteristics

- Manual and white collar
- Married
- Middle aged
- Children
- Leafy suburbs
- Comfortable housing
- Home improvement
- Family life
- Industrious
- Mainstream brands

Receptive Communication Channels

Accessing Services

- Internet
- Telephone
- Post

Accessing Information

- Telephone
- Magazines

Non-Receptive Communication Channels

Accessing Services

- Face-to-face

Accessing Information

- SMS Text
- Face-to-face
- National papers
- Local papers

Group E in Warwickshire

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|--|---------------|
| Number of households in Warwickshire | 28,771 |
| County Rank (1-15, where 1st is largest Group) | 2nd |
| Percentage of Warwickshire households | 12.1% |
| Percentage of households nationally | 10.9% |

| Group E Types | Households | Rank* |
|---|------------|-------|
| E17 Comfortably off suburban families weakly tied to their local community | 3,292 | 29th |
| E18 Industrial workers living comfortably in owner occupied semis | 7,621 | 9th |
| E19 Self reliant older families in suburban semis in industrial towns | 8,970 | 4th |
| E20 Upwardly mobile South Asian families living in inter war suburbs | 699 | 52nd |
| E21 Middle aged families living in less fashionable inter war suburban semis | 8,189 | 7th |

* Rank 1-69 where 1st is largest Type

Warwickshire has a slightly larger proportion of Group E households than the national average. In Warwickshire, Group E is a large and widely distributed group; around 95% of SOAs in Warwickshire contain at least some Group E 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.

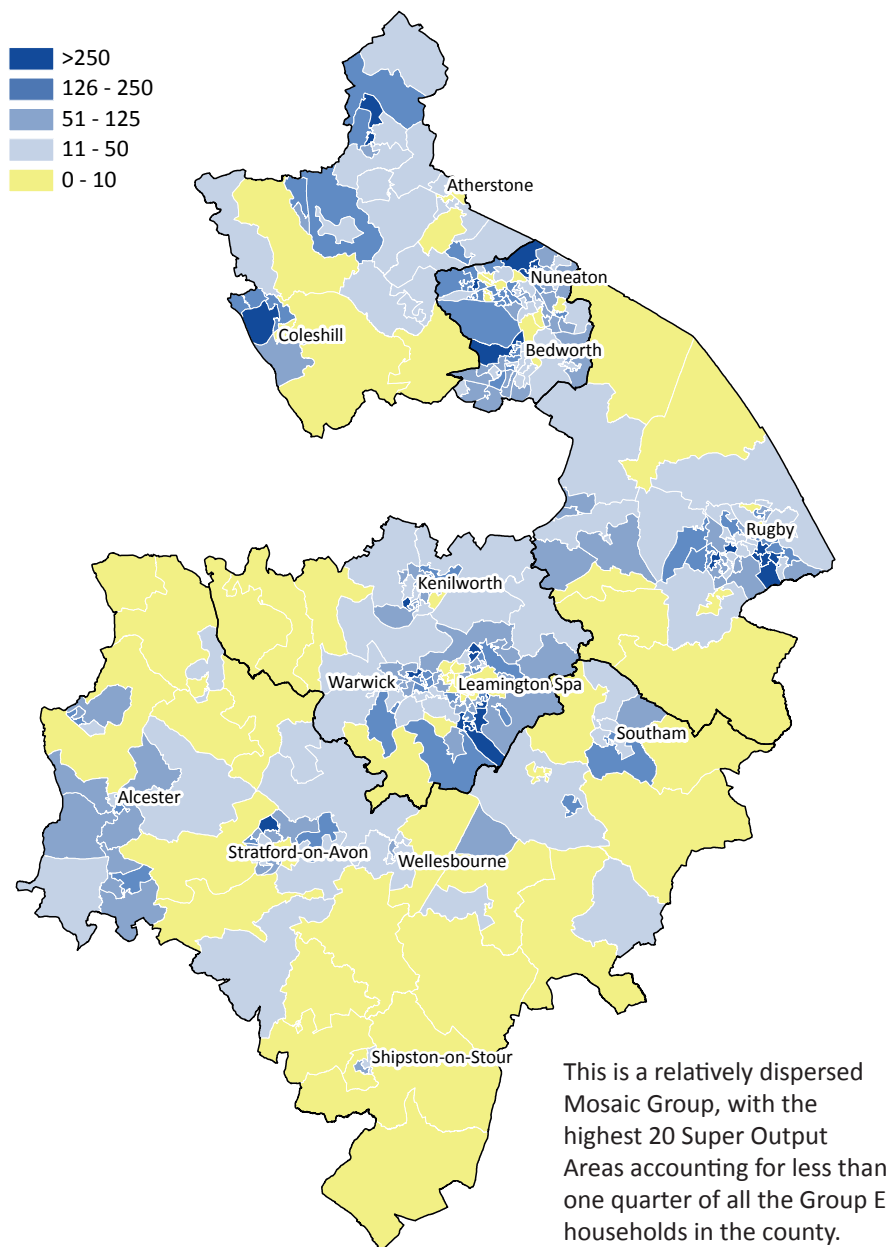
This profile highlights the volume and location of Group E households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

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 E households in Warwickshire?

Number of Group E households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group E

| Rank | Super Output Area | Group E Households | % of Warwickshire Group E households | Cumulative Group E households | Cumulative % of Warwickshire Group E households |
|------|----------------------------------|--------------------|--------------------------------------|-------------------------------|---|
| 1 | Eastlands South | 444 | 1.5% | 444 | 1.5% |
| 2 | Weddington South & Schools | 437 | 1.5% | 881 | 3.0% |
| 3 | Paddox South | 435 | 1.5% | 1,316 | 4.5% |
| 4 | Galley Common East | 399 | 1.4% | 1,715 | 5.9% |
| 5 | Whitnash St. Margarets | 388 | 1.3% | 2,103 | 7.2% |
| 6 | Eastlands Southwest | 384 | 1.3% | 2,487 | 8.5% |
| 7 | Coleshill North - Grimstock Hill | 377 | 1.3% | 2,864 | 9.8% |
| 8 | Manor East | 373 | 1.3% | 3,237 | 11.1% |
| 9 | Manor North | 362 | 1.3% | 3,599 | 12.4% |
| 10 | Paddox North | 342 | 1.2% | 3,941 | 13.6% |
| 11 | Sydenham South & East | 329 | 1.1% | 4,270 | 14.7% |
| 12 | Whitnash East & Millponds | 315 | 1.1% | 4,585 | 15.8% |
| 13 | Whitnash West | 314 | 1.1% | 4,899 | 16.9% |
| 14 | Whitnash South | 314 | 1.1% | 5,231 | 18.0% |
| 15 | Weddington Southwest & River | 311 | 1.1% | 5,524 | 19.1% |
| 16 | Polesworth East - Station | 281 | 1.0% | 5,805 | 20.1% |
| 17 | Weddington North | 276 | 1.0% | 6,081 | 21.1% |
| 18 | Polesworth West - School | 273 | 0.9% | 6,354 | 22.0% |
| 19 | New Bilton Southeast | 273 | 0.9% | 6,627 | 22.9% |
| 20 | Slough West & Rural | 265 | 0.9% | 6,892 | 23.8% |

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Service Needs Summary

This group is characterised by relatively comfortable middle aged families who are likely to present few service demands relating to financial or social support. Receptive to green arguments, they are likely to respond to a financial incentive to do more. With a higher than average likelihood to self serve through a range of channels this group is likely to seek out services it needs and be receptive to engagement with the local authority when requested.

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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