

Appendix G

Household Profiles within Warwick District and propensity to access council services online.

Mosaic Group	WDC population	%	Propensity to assess online service index*
A Country Living	3117	5.1	107
B Prestige Positions	9817	16.0	107
C City Prosperity	1574	2.6	106
D Domestic Success	7549	12.3	105
E Suburban Stability	4661	7.6	104
F Senior Security	5938	9.7	83
G Rural Reality	896	1.5	111
H Aspiring Homemakers	5493	8.9	109
I Urban Cohesion	2604	4.2	92
J Rental Hubs	9791	15.9	111
K Modest Traditions	1662	2.7	100
L Transient Renters	1196	1.9	101
M Family Basics	2995	4.9	95
N Vintage Value	3109	5.1	83
O Municipal Challenge	991	1.6	89

*Index value of 100 = Average

This information was requested from Warwickshire Observatory which is part of WCC and offers analysis of local information about Warwickshire and its people.

Mosaic is a tool for understanding household and customer types and is built for Experian's UK Consumer Dynamics Database. It allocates households into one of 15 groups and 66 types. An index of 100 indicates the group has an average propensity to access information / services online while higher scores show a higher propensity and vice versa. It does not mean households in these groups do have access to the internet or indeed use it to access goods and services (including Council services) just that typically the type of household is more or less likely to do so