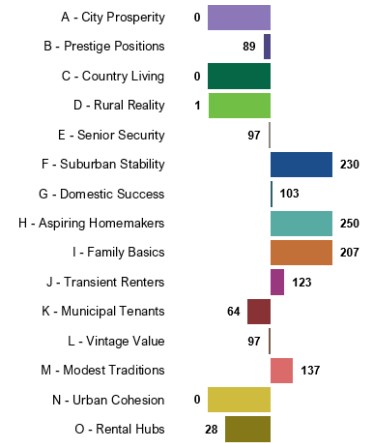
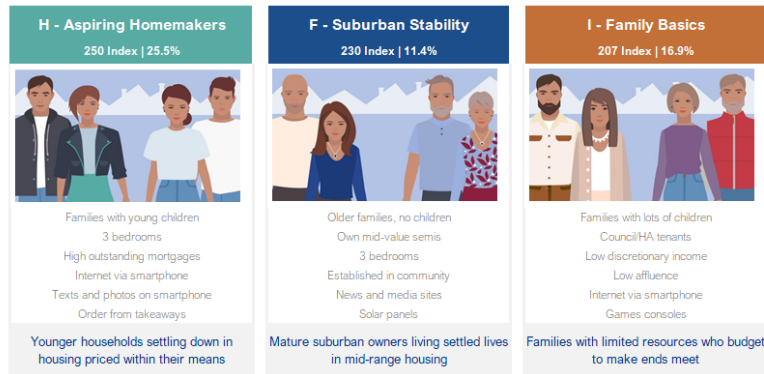


Tamworth Mosaic Profile - Digital report

Mosaic Group Profile - Tamworth LA compared to UK Households

Mosaic Groups H, F, I have the highest proportion compared to UK Households and make up 53.8% of the Tamworth LA audience



Mosaic Group Profile by Index Rank

Tamworth LA compared to UK Households

Rank	Code	Name	Index	%	Population	152	153	154	155	156	157	158
1	H	Aspiring Homemakers	250	25.5	8,516							250
2	F	Suburban Stability	230	11.4	3,815							230
3	I	Family Basics	207	16.9	5,647							207
4	M	Modest Traditions	137	5.6	1,877							137
5	J	Transient Renters	123	6.7	2,225							123
6	G	Domestic Success	103	8.5	2,854							103
7	E	Senior Security	97	7.2	2,410					97		
8	L	Vintage Value	97	6.1	2,029					97		
9	B	Prestige Positions	89	5.8	1,955					89		
10	K	Municipal Tenants	64	4.0	1,350					64		
11	O	Rental Hubs	28	2.2	734					28		
12	D	Rural Reality	1	0.1	25					1		
13	N	Urban Cohesion	0	0.0	6					0		
14	C	Country Living	0	0.0	2					0		
15	A	City Prosperity	0	0.0	0					0		

Digital confidence at a ward level

Group ID	Population	Very internet savvy	Somebody has to show me how to use new technology	Ward prevalence	Not internet savvy at all – more likely to access a front door service	Ward prevalence
H- Aspiring homemaker's	8516	3 rd	14 th		13 th	
F – suburban stability	3815	11 th	8 th		12 th	
I - Family basics	5617	5 th	11 th		6 th	
M - Modest traditions	1877	12 th	7 th		3 rd	Bolehall
J – Transient Renters	2225	2 nd	12 th		10 th	
G – Domestic success	2854	4 th	10 th		15 th	
E - Senior security	2410	15 th	1 st	Belgrave, Amington and Spital	1 st	Belgrave, Amington and Spital
L – Vintage Value	2029	14 th	2 nd	Mercian & Bolehall	2 nd	Mercian & Bolehall
B – Prestige positions	1955	10 th	3 rd	Trinity & Wilnecote	11 th	
K -Municipal tenants	1350	9 th	9 th		5 th	

Data shows the greatest prevalence in Belgrave, Amington, Spital, Mercian and Bolehall wards across house types of Vintage value, Senior Security and Modest Traditions with not being digitally savvy.

Equally Belgrave, Amington, Spital, Mercian and Bolehall for senior security and vintage value and trinity and Wilnecote for prestige positions would be receptive to being shown how to use technology.

Group	Group Portrait	Group Name	One-Line Description	Key Feature 1	Key Feature 2	Key Feature 3	Key Feature 4	Key Feature 5	Key Feature 6
B		Prestige Positions	Established families in large detached homes living upmarket lifestyles	Own large, detached houses	Highly educated	High discretionary income	Garden or allotment	Pay credit cards in full	Breakdown cover
E		Senior Security	Elderly people with assets who are enjoying a comfortable retirement	Retired singles and couples	Pre-war generation	Established in community	Low internet use	Have wills	Solar panels
L		Vintage Value	Elderly people with limited pension income, mostly living alone	Retired singles	Council/HA tenants	No qualifications	Low discretionary income	Low-tech households	Fuel and water poverty
M		Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	Homeowners	No children	Established in community	Low discretionary income	Watch TV	Solar panels