



Your insight into Surrey

# Stoneleigh library users

## *Developing customer insight*

This analysis was produced by the Research and Intelligence Team at Surrey County Council

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# Introduction

This report is an introductory profile of the Stoneleigh library users. Of the 2544 addresses provided by the service 2088 were matched to the Mosaic profile data. The addresses that could not be matched were addresses outside of the Surrey County area.

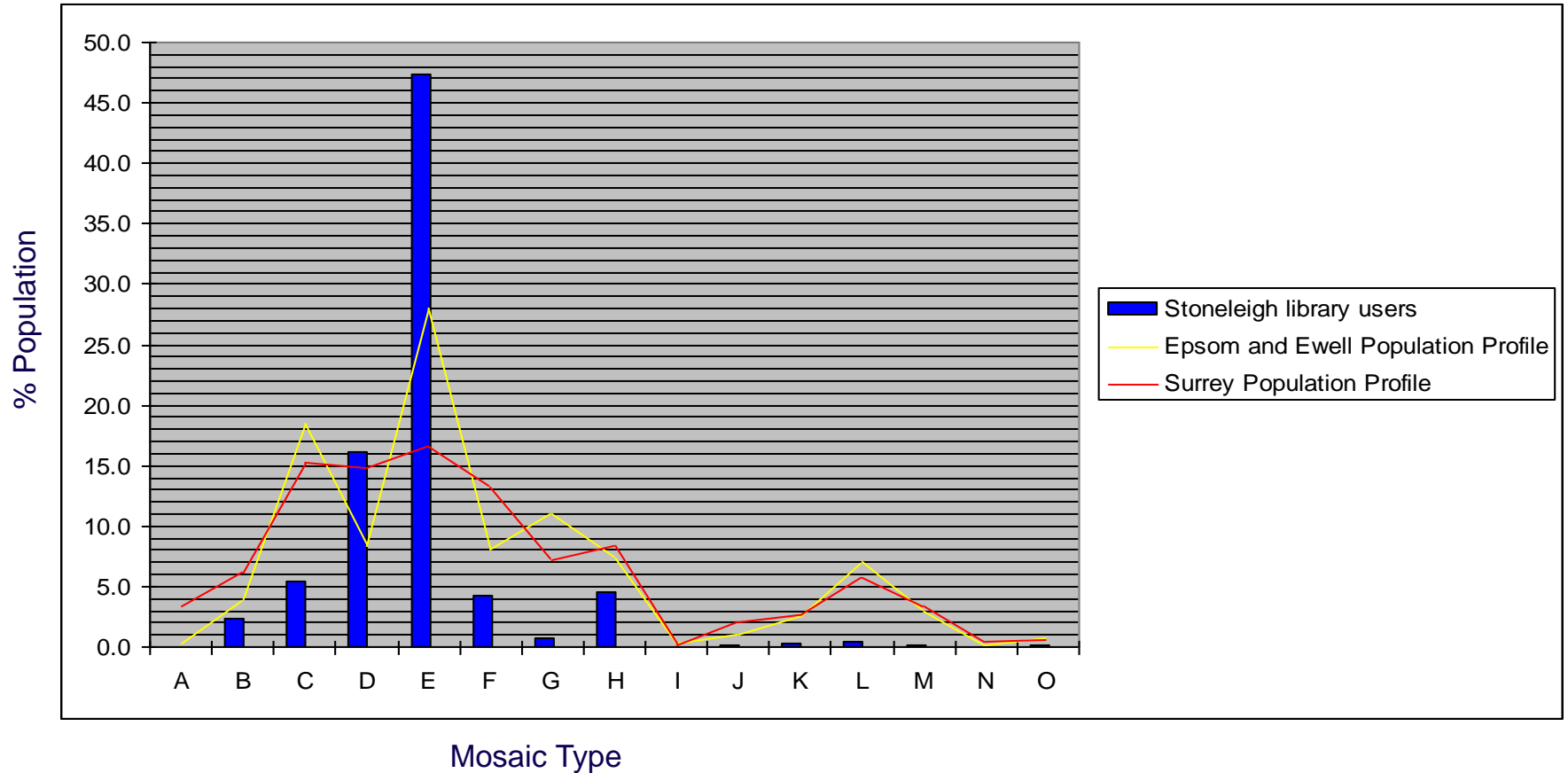
## Mosaic

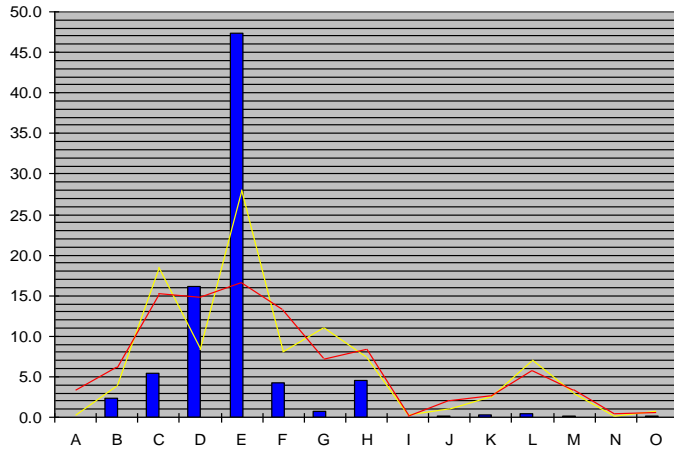
Developed by the credit referencing company Experian, Mosaic is a tool for understanding household and customer types. Categorising households into one of 69 'segments' helps us develop a stronger understanding of resident's behaviours, needs and preferences.

## Table 1: Breakdown of Stoneleigh library users

	Number	% Stoneleigh	% Epsom and Ewell	% Surrey Total
A: Residents of isolated rural communities	0	0.0	0.3	3.4
B: Residents of small and mid-sized towns with strong local roots	58	2.3	4.0	6.2
C: Wealthy people living in the most sought after neighbourhoods	138	5.4	18.5	15.2
D: Successful professionals living in suburban or semi-rural homes	410	16.1	8.3	14.8
E: Middle income families living in moderate suburban semis	1206	47.4	28.0	16.5
F: Couples with young children in comfortable modern housing	108	4.2	8.0	13.2
G: Young well-educated city dwellers	19	0.7	11.0	7.2
H: Couples and young singles in small modern starter homes	114	4.5	7.4	8.4
I: Lower income workers in urban terraces in often diverse areas	1	0.0	0.3	0.2
J: Owner occupiers in older-style housing in ex-industrial areas	4	0.2	1.0	2.1
K: Residents with sufficient incomes in right-to-buy social housing	8	0.3	2.5	2.7
L: Active elderly people living in pleasant retirement locations	12	0.5	7.1	5.7
M: Elderly people reliant on state support	4	0.2	2.9	3.4
N: Young people renting flats in high density social housing	1	0.0	0.1	0.5
O: Families in low-rise social housing with high levels of benefit need	5	0.2	0.7	0.6
Unknown	456	17.9	0.0	0.0
	<b>2544</b>	<b>100</b>	<b>100</b>	<b>100</b>

Figure 1: Library users and population profile





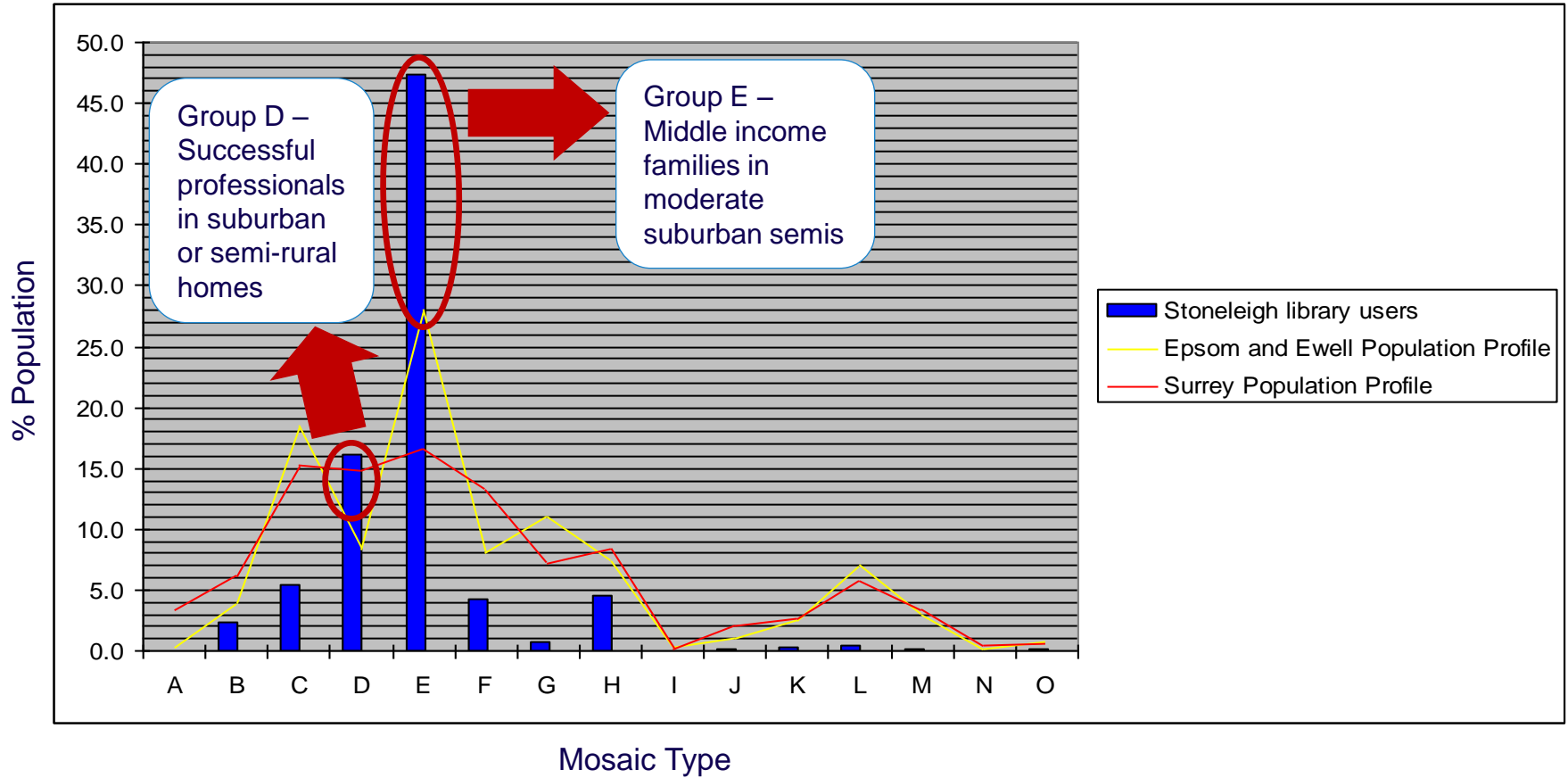
The graph on the previous slide compares the profile of the Stoneleigh library users with the Epsom and Ewell and Surrey population profile. The columns represent the percentage of library users from each Mosaic group (there are 15 groups, within which are 69 types).

The yellow line is the Epsom and Ewell population profile and the red line is Surrey's. Those groups above the line are over-represented in the Warlingham library user profile and those below the line are underrepresented.

**Note about the data:** The data is users who registered at the Stoneleigh library. While the majority are likely to still be using the Stoneleigh library, some people might be regularly using one or more other library facilities.

The next few slides will look in detail at some of the traits and preferences of the people who do and don't use Stoneleigh library.

Figure 2: Overrepresented groups in the Stoneleigh library user profile



# Who are Group D?

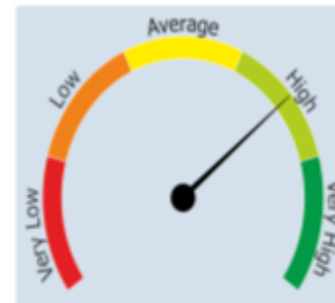


## Overview

### Key Features

- Suburban or semi-rural
- Executive and managers
- Small businesses
- Senior positions
- Significant equity
- Married with children
- Comfortable
- Good education
- Theatre / arts
- Car ownership

### Likelihood to self serve



### Access Information

#### Receptive

- Telephone
- Magazines

#### Non Receptive

- SMS Text
- Face to Face
- National Papers
- Local Papers

### Service Channels

#### Receptive

- Internet
- Telephone
- Post

#### Non Receptive

- Face to Face

## The types within Group D

### D13 – Older high income champions of village communities

Mix of farmers, commuters and older people retiring to a village life

Residents have a strong sense of community, many willing to play an active role to support neighbours

Leisure services limited to the village hall but recreational groups are often organised locally

Public transport access is poor and reliance on cars is high, which impacts most upon the elderly.

Local market towns are relied on for almost all services

Internet and mail are the most prevalent means of communication

(40 households)

### D14 – Older people in large houses in mature suburbs

Older professionals and managers approaching retirement, comfortably off but cautious about their spending

Residents have strong sense of civic responsibility to neighbourhood and town

Often actively involved in voluntary associations

Easy access to public and commercial services for many

Preference for face-to-face and telephone contact over internet or receiving information by television

(179 households)

### D15 – Well off commuters in large semi-rural set houses

Typical residents are families moved to the country once in established careers and children are at secondary school age

High levels of community involvement and support of voluntary organisations

Most would have to drive to local market town for access to public and commercial services

There is a high reliance on cars with infrequent and unreliable public transport

Internet is the preferred method of communication

(14 households)



## The types within Group D

### **D16 – Higher income families, education and careers focussed**

Families with children of secondary school age in modern houses on outskirts of provincial cities

Parents often successful in senior technical and middle management positions

Solid network of contacts with neighbours and local voluntary associations but often too busy to provide help for those in need

Leisure services are likely to be family oriented and library demand will be more digital media oriented

People are comfortable relying on electronic resources for information

(177 households)

# Who are Group E?



## Overview

### Key Features

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

### Access Information

*Receptive*

- Telephone
- Internet
- Interactive TV

*Non Receptive*

- Face to Face

### Service Channels

*Receptive*

- Internet
- Telephone
- Post
- Mobile Phone

*Non Receptive*

- Face to Face



## The types within Group E

### E17 – Comfortable suburban families with weak local ties

Houses in green spacious suburbs without long commuting distances

Suburban sprawl means many residents have little community involvement

People are confident and frequent users of the internet

Well educated people, many with occupations in the information sector

These neighbourhoods tend to have a low demand for Council services, also tending towards commercial leisure facilities

(1097 households)

### E18 – Comfortable industrial workers in owned semis

Families headed by junior white collar workers or semi-skilled manual workers

Weak sense of community due to newer housing lacking identity and low levels of voluntary activities

Good access to public and commercial services by car or public transport

Frequent internet users for leisure and obtaining information

Focus for children is more towards working than educational attainment

(53 households)

### E19 – Older families in suburban semis

People approaching retirement in semis of pleasant suburbs of large industrial towns

Very often white collar or technical workers long established in large companies

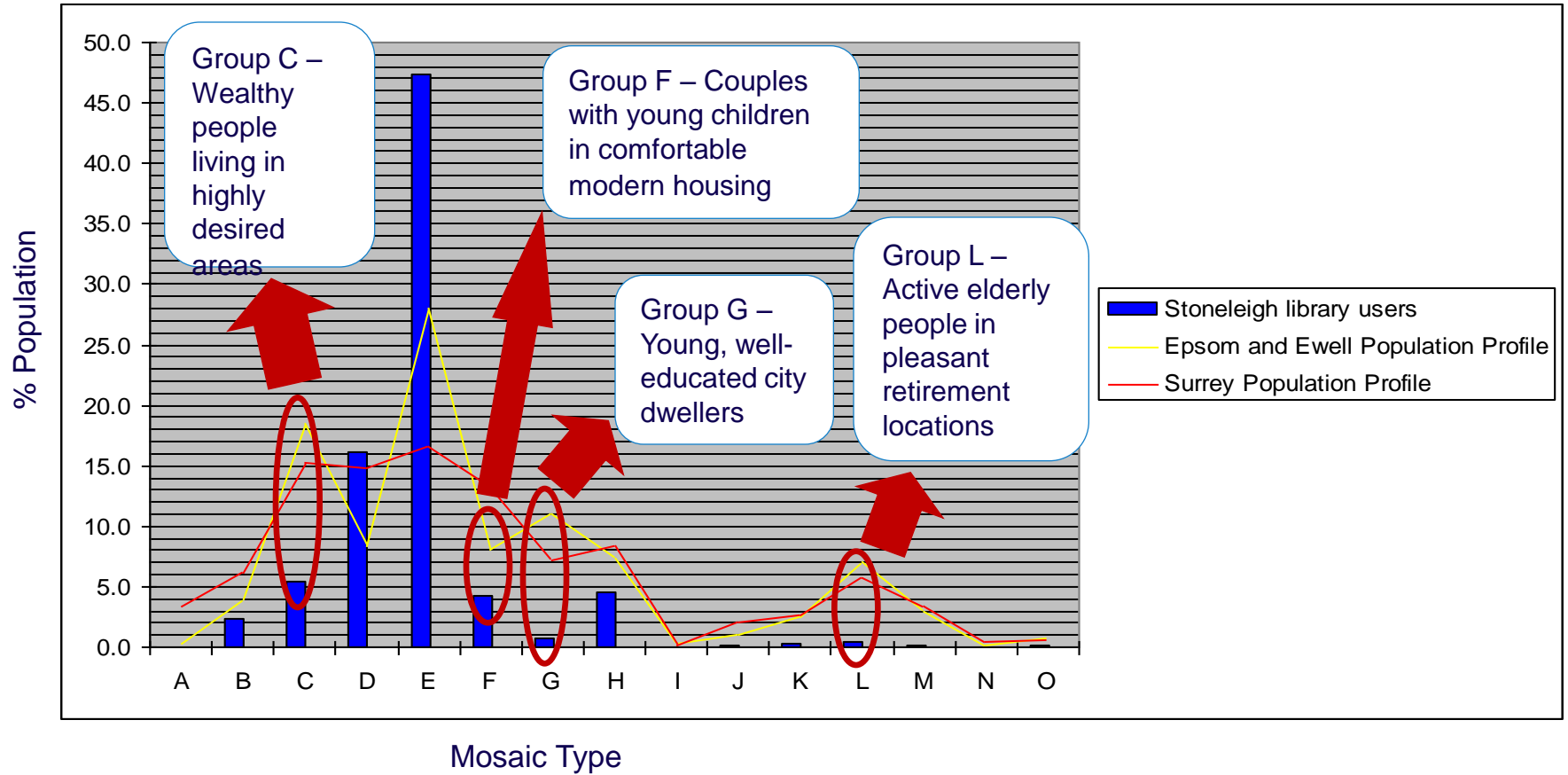
Often extensive network of local relatives and acquaintances but still weak sense of community

Good access and short journeys to local services by car or public transport

Young people generally recognise the value of learning; many adults at risk of redundancy

(56 households)

Figure 3: Underrepresented groups in the Stoneleigh library user profile



You have 138 households from Group C, if users followed the local profile there would be over 386



**Wealthy people living in the most sought after neighbourhoods**

- Britain's most wealthy and influential residents in positions of power and responsibility in the public and private sectors, and a small but growing number of celebrities
- Tend to live heavily private lives; independent schools, private medical treatment and high security homes
- Do not tend to be strongly involved in neighbourhood or voluntary organisations and have very weak ties with the community
- Public services use is low although access to services is good with high levels of car ownership
- Little need for information on public services but more likely to use the internet or telephone if at all

You have 108 households from Group F, if users followed the local profile there would be over 167



**Couples with young children in comfortable modern housing**

- Mostly young married or cohabiting couples focussing on the needs of growing their family; many are well set in technical or junior management careers
- Juggle work with parenting pre-school and primary school children while trying to produce a pleasant home full of modern conveniences
- Local ties are weak, often with family living further away
- Few play an active role in voluntary associations or community groups but would be pleased to do so if invited
- High levels of car ownership on which many residents are heavily dependent for access to public and commercial services
- Very high levels of electronic and computer literacy

You have 19 households from Group G, if users followed the local profile there would be over 229



**Young well-educated city dwellers**

- High proportion working in communication roles
- High proportion of people with degrees, often in the arts and humanities
- Establish permanent partnerships much later in life and women have children much later
- Student and local associations more likely to attract support than voluntary ones
- Residents tend to be happy to make use of both local authority services and commercial services
- Heavily reliant on excellent public transport, close proximity to services
- Preferred methods of communication being internet or text-messaging

You have 12 households from Group L, if users followed the local profile there would be over 148



**Active elderly people living in pleasant retirement locations**

- Residents are mostly over 65 whose children have grown up and on retirement have decided to move to a retirement community; most commonly in the form of a bungalow by the sea or in private flats with people of similar backgrounds
- Roots in the local community are shallow and often restricted to people in similar circumstances to them
- Many residents value the efforts of local authorities to provide access to parks, gardens and libraries whereas residents are less reliant on local leisure services
- Many residents still use their own cars; buses or cars being necessary for accessing local services
- Face-to-face interaction with government departments is much preferred