MOSAIC Ward Profile
Dukes

Introduction

Experian Mosaic is a classification tool used to categorise the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial and lifestyle factor data. It is a useful tool for gaining more in-depth insight into lifestyles and behaviour of the population. Mosaic segments the population into 15 Groups (A-O) and 66 Types.

Ward Summary

There are approximately 13,500 residents living in 7,300 households across Dukes. Over half (51.4%) of the households in Dukes ward a classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Dukes % / Count	Sefton %	Variance on Sefton
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	25.9% / 1,884	12.7%	13.2%
J Rental Hubs	Educated young people privately renting in urban neighbourhoods	25.5% / 1,850	4.0%	21.5%

The two main Mosaic Group profile of Dukes show variations in the age with Group N residents being aged 76 - 80 compared to the younger Group J 20 - 29, the income levels are similar, with the majority of households being on a lower income (<£15 to £29k). Both are not likely to have children and will live in rented properties, however Group N will be socially rented purpose built housing with Group J being privately rented flats. There may be a demand for some intervention or support across all age groups.

The groups can be further broken-down into more specific categories called Types, with two types making up 43.3% of all households in the ward:

Mosaic Type	Mosaic Type Description	Dukes % / Count	Sefton %	Variance on Sefton
N58 Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes	21.9% / 1,591	4.2%	17.7%
J45 Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on a main roads	21.5% / 1,562	3.6%	17.9%

The top two types show different household make-ups, with Type N58 showing older people (aged 86 - 90), living in owner occupied purpose built accommodation, who have no children and have a low income (<£15k). In contrast to this Type J45, with a younger age range (31 - 35), also on a lower income (£20 - 29k), with no children living in privately rented flats.

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This page ranks the Mosaic Public Sector Groups in your area by percentage. Following this is a description of the top two groups.

Rank		Mosaic Public Sector Groups	Dukes Count	%	Sefton %
1	N	Vintage Value	1,884	25.91	12.72
2	J	Rental Hubs	1,850	25.45	3.97
3	L	Transient Renters	1,166	16.04	7.47
4	B	Prestige Positions	911	12.53	9.50
5	F	Senior Security	518	7.13	14.59
6	I	Urban Cohesion	327	4.50	0.82
7	D	Domestic Success	247	3.40	5.20
8	H	Aspiring Homemakers	111	1.53	10.52
9	K	Modest Traditions	108	1.49	7.43
10	M	Family Basics	73	1.00	7.01
11	E	Suburban Stability	46	0.63	14.08
12	O	Municipal Challenge	29	0.40	5.99
13	A	Country Living	0	0.00	0.21
14	C	City Prosperity	0	0.00	0.00
15	G	Rural Reality	0	0.00	0.49
		Total	**7,270**	**100**	**100**

N Vintage Value

Elderly
Living alone
Low income
Small houses and flats
Need support
Low technology use

J Rental Hubs

Aged 18-35
Private renting
Singles and sharers
Urban locations
Young neighbourhoods
High use of smartphones

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This page identifies the top ten Mosaic Public Sector types in your area ranked on percentage. Following this is a description of the top three types

			Dukes		Sefton
Rank		Mosaic Public Sector Types	Count	%	%
1	N58	Aided Elderly	1,591	21.88	4.24
2	J45	Bus-Route Renters	1,562	21.49	3.64
3	L50	Renting a Room	863	11.87	2.88
4	B09	Diamond Days	478	6.57	2.08
5	F22	Legacy Elders	462	6.35	3.44
6	I39	Ageing Access	327	4.50	0.82
7	B08	Premium Fortunes	311	4.28	0.61
8	L52	Midlife Stopgap	300	4.13	2.91
9	D17	Thriving Independence	240	3.30	1.95
10	N60	Dependent Greys	184	2.53	2.18

N58 Aided Elderly

Developments for the elderly
Mostly purpose built flats
Most own, others rent
Majority are living alone
Have income additional to state pension
Least likely to own a mobile phone

J45 Bus-Route Renters

Aged 25 to 40
Living alone or sharing
Rent lower value flats, often 1 bed
Often live near main roads
Further from central amenities
Sourced mobile on Internet

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Profile Reports Explained:

A profile report allows you to understand the characteristics of a citizen / prospect file or a geographical catchment, compared to a comparison file or area.

For more information please refer to the Mosaic Segmentation Portal at http://www.segmentationportal.com.

Your area/file:
The number of records in your chosen area that fall within each Mosaic group.

Your area/file percentage:
The number of records in your chosen area that fall within each Mosaic group as a percentage of the total in your area.

Comparison area/file percentage:
The number of records in your chosen comparison area that fall within each Mosaic group as a percentage of the total in the comparison area.

Mosaic Public Sector Groups	Dukes Count	%	Sefton %
A Country Living	1,481	29.52	15.46
B Prestige Positions	932	18.58	3.28
C City Prosperity	343	6.84	0.10
D Domestic Success	492	9.81	5.53
E Suburban Stability	170	3.39	5.49
F Senior Security	211	4.21	4.21
G Rural Reality	0	0.00	18.08
H Aspiring Homemakers	62	1.24	10.72
I Urban Cohesion	48	0.96	0.70
J Rental Hubs	108	2.15	3.80
K Modest Traditions	152	3.03	4.00
L Transient Renters	237	4.72	8.10
M Family Basics	718	14.31	6.08
N Vintage Value	63	1.26	6.11
O Municipal Challenge	0	0.00	2.13
Total	**5,017**	**100**	**100**

Mosaic Public Sector Data Sources

Data Sources

A total of 332 data elements have been used to build Mosaic Public Sector. These have been selected as inputs to the classification on the basis of their volume, quality, consistency and sustainability. A further 1500 data elements were used in clustering did not directly affect the solution, but were used as descriptives when evaluating the segmentation.

72 per cent of the information used to build Mosaic Public Sector is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information. All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be can be added to provide further insight into the types.

In Numbers

New Mosaic combines unparalleled data resources to deliver our most comprehensive classification ever

49.7m Adults

25.2m Households

1.73m Postcodes

850m+ Source records

450+ Input variables for clustering and interpretation

The Mosaic Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.