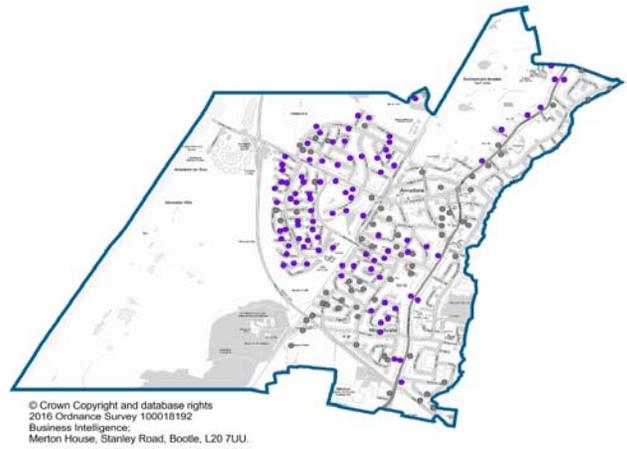# MOSAIC Ward Profile
Ainsdale

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.

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2016 Ordnance Survey 100018192
Business Intelligence;
Merton House, Stanley Road, Bootle, L20 7UU.

Ward Summary

There are approximately 12,200 residents living in 5,600 households across Ainsdale. Half (50%) of the households in Ainsdale ward a classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Ainsdale % / Count	Sefton %	Variance on Sefton
B Prestige Positions	Established families in large detached homes living upmarket lifestyles	30.4% / 1,700	9.5%	20.9%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	19.6% / 1,099	14.6%	5.0%

The Mosaic Group profile of Ainsdale indicates that a majority of households within the ward are resided in by older residents, with the age ranges depicted in the top two groups being 61 and above. These two groups show that the residents reside in comfortable owner occupied homes, however, the incomes of the two groups are vastly different with Group B having a high household income (£100k - £149k) compared to Group F whose income is much lower(<£15K). There is a minimal number of younger and working age people in the ward requiring possible intervention or support.

The groups can be further broken-down into more specific categories called types, with four types making up nearly a half (49%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Ainsdale % / Count	Sefton %	Variance on Sefton
B05 Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status	20.1% / 1,128	3.5%	16.6%
F24 Bungalow Haven	Seniors appreciating the calm of bungalow estates designed for the elderly	10.2% / 572	3.6%	6.6%
K47 Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	9.4% / 529	5.1%	4.3%
E20 Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home	9.2% / 515	6.3%	2.9%

The top four types specify that a high majority of households within the ward are resided in by older residents, with the age range starting at 56, all the types state residents are unlikely to have any children.   All of the groups suggest that the residents reside in owner occupied homes, however these vary in size and value. Two of the types (B05 and E20) have a reasonable to high level of income (£40k -£99k). In contrast to this the two remaining types (F24 and K47) provides a different picture with residents tending to have lower incomes (<£15k to £39k). There is a similar pattern of low levels of younger and working age people requiring possible intervention or support in the ward.

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

Rank		Mosaic Public Sector Groups	Ainsdale Count	%	Sefton %
1	B	Prestige Positions	1,700	30.35	9.50
2	F	Senior Security	1,099	19.62	14.59
3	E	Suburban Stability	716	12.78	14.08
4	K	Modest Traditions	632	11.28	7.43
5	N	Vintage Value	520	9.28	12.72
6	H	Aspiring Homemakers	387	6.91	10.52
7	M	Family Basics	235	4.19	7.01
8	D	Domestic Success	152	2.71	5.20
9	L	Transient Renters	144	2.57	7.47
10	J	Rental Hubs	15	0.27	3.97
11	G	Rural Reality	2	0.04	0.49
12	A	Country Living	0	0.00	0.21
13	C	City Prosperity	0	0.00	0.00
14	I	Urban Cohesion	0	0.00	0.82
15	O	Municipal Challenge	0	0.00	5.99
	Total		**5,602**	**100**	**100**

B Prestige Positions

High value detached homes
Married couples
Managerial and senior positions
Supporting students and older children
High assets and investments
Online shopping and banking

F Senior Security

Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

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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 four types

| | Rank | Mosaic Public Sector Types | Ainsdale | | Sefton |
			Count	%	%
	1	**B05** Empty-Nest Adventure	1,128	20.14	3.47
	2	**F24** Bungalow Haven	572	10.21	3.61
	3	**K47** Offspring Overspill	529	9.44	5.05
	4	**E20** Boomerang Boarders	515	9.19	6.29
	5	**F22** Legacy Elders	303	5.41	3.44
	6	**H30** Affordable Fringe	291	5.19	5.75
	7	**B07** Alpha Families	284	5.07	0.98
	8	**M53** Budget Generations	199	3.55	1.63
	9	**N58** Aided Elderly	199	3.55	4.24
	10	**F23** Solo Retirees	183	3.27	4.56

B05 Empty-Nest Adventure

Couples aged 56 and over
Children have left home
Live in long-term family home
Book holidays and tickets online
Comfortable detached homes
Buy new cars

F24 Bungalow Haven

Elderly couples and singles
Own their bungalow outright
Neighbourhoods of elderly people
May research online
Like buying in store
Pre-pay mobiles, low spend

K47 Offspring Overspill

Pre-retirement
Families with adult children
Individual incomes not high
Better off if children are contributing
Own 3 bed semis and terraces
Bills can become a struggle

B05 Empty-Nest Adventure

Couples aged 56 and over
Children have left home
Live in long-term family home
Book holidays and tickets online
Comfortable detached homes
Buy new cars

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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	Ainsdale 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.