MOSAIC Ward Profile
Blundellsands

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.
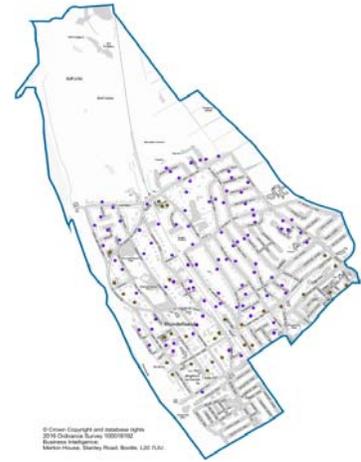
Ward Summary

There are approximately 11,400 residents living in 5,100 households across Blundellsands. Nearly half (44%) of the households in Blundellsands ward a classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Blundellsands % / Count	Sefton %	Variance on Sefton
B Prestige Positions	Established families in large detached homes living upmarket lifestyles	27.1% / 1,393	9.5%	17.6%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	16.9% / 868	12.7%	4.2%

The Mosaic Group profile of Blundellsands indicates that a majority of households within the ward are are resided in by older residents, with the age ranges depicted in the top two groups being 61 and above. However, the economic makeup and residential type of the two groups is vastly different. With Group be having a high income (£100 - 149k) and living owner occupied spacious homes, compared to Group N with a low income (<£15k), and residing in social rented purpose built flats, this Group may require some form of support either now or in the near future.   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 tow types making up nearly a third (29.6%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Blundellsands % / Count	Sefton %	Variance on Sefton
N58 Aided Elderly	Supported elders in specialised accomodation including retirement homes and complexes of small homes	16.2% / 830	4.2%	12.0%
B09 Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions	13.4% / 688	2.1%	11.3%

The top two types specify that a large number of households within the ward are resided in by older residents, an age range of between 66 and 90 being seen across the two dominant types. Both the types are likely to have no children, and have a majority of owner occupied houses or purpose built flats, these will vary in both size and value.   When comparing incomes there is a vast difference; those in type B09 have a reasonable income (£40 - 49k) incontrast to the low income seen in type N58 (<£15k), there is the possibilty that this type is receiving support or may require suppport in the future.   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 your area by percentage. Following this is a description of the top two groups.

Rank		Mosaic Public Sector Groups	Blundellsands Count	%	Sefton %
1	B	Prestige Positions	1,393	27.14	9.50
2	N	Vintage Value	868	16.91	12.72
3	F	Senior Security	690	13.45	14.59
4	E	Suburban Stability	634	12.35	14.08
5	D	Domestic Success	628	12.24	5.20
6	H	Aspiring Homemakers	327	6.37	10.52
7	L	Transient Renters	179	3.49	7.47
8	J	Rental Hubs	168	3.27	3.97
9	K	Modest Traditions	144	2.81	7.43
10	I	Urban Cohesion	101	1.97	0.82
11	A	Country Living	0	0.00	0.21
12	C	City Prosperity	0	0.00	0.00
13	G	Rural Reality	0	0.00	0.49
14	M	Family Basics	0	0.00	7.01
15	O	Municipal Challenge	0	0.00	5.99
		Total	**5,132**	**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

N Vintage Value

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

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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

Rank		Mosaic Public Sector Types	Blundellsands Count	%	Sefton %
1	N58	Aided Elderly	830	16.17	4.24
2	B09	Diamond Days	688	13.41	2.08
3	D17	Thriving Independence	449	8.75	1.95
4	F22	Legacy Elders	449	8.75	3.44
5	B06	Bank of Mum and Dad	332	6.47	2.35
6	E21	Family Ties	289	5.63	3.86
7	H31	First-Rung Futures	239	4.66	2.65
8	E18	Dependable Me	230	4.48	2.85
9	L52	Midlife Stopgap	157	3.06	2.91
10	B08	Premium Fortunes	154	3.00	0.61

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

B09 Diamond Days

Well-off retirees
Spacious detached homes
Comfortable retirement income
Wide range of investments
Check stocks and shares online
Often take short breaks and holidays

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Profile Reports Explained:

Experian™
Mosaic Public Sector

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	Blundellsands 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.