MOSAIC Ward Profile
Meols

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 12,400 residents living in 5,500 households across Meols. Nearly two thirds (62%) of the households in Meols ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Meols % / Count	Sefton %	Variance on Sefton
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	33.0% / 1,831	14.1%	18.9%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	28.9% / 1,603	14.6%	14.3%

The Mosaic Group profile of Meols indicates that a majority of households are owner occupied homes, resided in by older residents, the age ranges are slight different across the two groups (E = 56 - 60 and F = 76 - 80). However, there is vast differences in the household income of the two groups with E having a reasonable income (£40k - £49k) compared to the low income seen in Group F (<£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 just two types making up over a quarter (27.4%) of all households in Meols:

Mosaic Type	Mosaic Type Description	Meols % / Count	Sefton %	Variance on Sefton
E20 Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home	15.4% / 855	6.3%	9.1%
F24 Bungalow Haven	Senior appreciating the calm of bungalow estates designed for the elderly	12.0% / 665	5.1%	6.9%

The top two types specify that a high majority of households within the ward are owner occupied homes, the age ranges are slight different across the two groups (E20 = 56 - 60 and F24 = 71 - 75). Both types indicate that residents are likely to be single and have no children. However, there is vast differences in the household income of the two groups with E20 having a reasonable income (£40k - £49k) compared to the low income seen in F24 (<£15k).

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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.

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Rank		Mosaic Public Sector Groups	Meols Count	%	Sefton %
1	E	Suburban Stability	1,831	33.03	14.08
2	F	Senior Security	1,603	28.92	14.59
3	H	Aspiring Homemakers	629	11.35	10.52
4	D	Domestic Success	429	7.74	5.20
5	K	Modest Traditions	404	7.29	7.43
6	B	Prestige Positions	282	5.09	9.50
7	N	Vintage Value	250	4.51	12.72
8	L	Transient Renters	70	1.26	7.47
9	M	Family Basics	45	0.81	7.01
10	A	Country Living	0	0.00	0.21
11	C	City Prosperity	0	0.00	0.00
12	G	Rural Reality	0	0.00	0.49
13	I	Urban Cohesion	0	0.00	0.82
14	J	Rental Hubs	0	0.00	3.97
15	O	Municipal Challenge	0	0.00	5.99
	Total		**5,543**	**100**	**100**

E Suburban Stability

Older families
Some adult children at home
Suburban mid-range homes
3 bedrooms
Have lived at same address some years
Resea

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 three types

Rank		Mosaic Public Sector Types	Meols		Sefton
			Count	%	%
1	E20	Boomerang Boarders	855	15.42	6.29
2	F24	Bungalow Haven	665	12.00	3.61
3	H30	Affordable Fringe	463	8.35	5.75
4	F23	Solo Retirees	460	8.30	4.56
5	K47	Offspring Overspill	394	7.11	5.05
6	E21	Family Ties	362	6.53	3.86
7	E19	Fledgling Free	337	6.08	1.09
8	F22	Legacy Elders	295	5.32	3.44
9	E18	Dependable Me	277	5.00	2.85
10	D16	Mid-Career Convention	260	4.69	2.54

E20 Boomerang Boarders

Adult children living with parents
Respectable incomes
Own mid-range semis or detached homes
Older suburbs
Search electricals online while in store
Adult kids learning to drive

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

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Profile Reports Explained:

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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	Meols 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	
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**

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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.