MOSAIC Ward Profile
Norwood

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 15,000 residents living in 5,900 households across Norwood. Over half (54.2%) of the households in Norwood ward a classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Norwood % / Count	Sefton %	Variance on Sefton
H Aspiring Homemakers	Younger households settling down in housing priced within their means	36.9% 2,157	10.5%	26.4%
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	17.3% / 1,011	7.4%	9.9%

The Mosaic Group profile of Norwood shows variations in household make-ups of the top three Groups. Group H has a reasonable income level (£40k - 49k) compared to the lower rate seen across the K incomes (£20k - £29k). The housing ownership of the two groups indicates residents are living in owner occupied houses. The age range across the groups also varies with H showing younger working age residents (31 - 35), compared K with older working age people (56 - 60). There is likely to be a slight demand for intervention or support within the ward specifically from younger and working age people.

The groups can be further broken-down into more specific categories called types, with two types making up over a third (37.5%) of all households in Norwood:

Mosaic Type	Mosaic Type Description	Norwood % / Count	Sefton %	Variance on Sefton
H30 Affordable Fringe	Settled families with children owning, modest, 3-bed semis in areas more affordable housing	26.4% / 1,541	5.8%	20.6%
K47 Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	11.2% / 653	5.1%	6.1%

The top two types suggest that residents within the ward reside in owner occupied homes and have a reasonable levels of income (£30k -£49k). The age ranges of the two types shows slight variation with H30 being working age people aged 41 - 45 compared to K47 residents being older working age people aged 56 - 60.

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Norwood

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	Norwood Count	%	Sefton %
	1	**H**	Aspiring Homemakers	2,157	36.88	10.52
	2	**K**	Modest Traditions	1,011	17.29	7.43
	3	**M**	Family Basics	573	9.80	7.01
	4	**E**	Suburban Stability	480	8.21	14.08
	5	**L**	Transient Renters	323	5.52	7.47
	6	**B**	Prestige Positions	322	5.51	9.50
	7	**D**	Domestic Success	313	5.35	5.20
	8	**F**	Senior Security	313	5.35	14.59
	9	**N**	Vintage Value	223	3.81	12.72
	10	**O**	Municipal Challenge	90	1.54	5.99
	11	**J**	Rental Hubs	43	0.74	3.97
	12	**A**	Country Living	0	0.00	0.21
	13	**C**	City Prosperity	0	0.00	0.00
	14	**G**	Rural Reality	0	0.00	0.49
	15	**I**	Urban Cohesion	0	0.00	0.82
	Total			**5,848**	**100**	**100**

H Aspiring Homemakers

Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

K Modest Traditions

Mature age
Homeowners
Affordable housing
Kids are grown up
Suburban locations
Modest income

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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	Norwood Count	%	Sefton %
1	H30	Affordable Fringe	1,541	26.35	5.75
2	K47	Offspring Overspill	653	11.17	5.05
3	H35	Primary Ambitions	397	6.79	1.59
4	K46	Self Supporters	358	6.12	1.66
5	E21	Family Ties	344	5.88	3.86
6	L52	Midlife Stopgap	294	5.03	2.91
7	M54	Childcare Squeeze	251	4.29	2.09
8	D17	Thriving Independence	214	3.66	1.95
9	B05	Empty-Nest Adventure	161	2.75	3.47
10	B06	Bank of Mum and Dad	161	2.75	2.35

H30 Affordable Fringe

Married couples in 30s or 40s
Have lived there 5 years or more
Own semis in affordable suburbs
School age children
Many in receipt of Tax Credits
Most likely to have small pets

K47 Offspring Overspill

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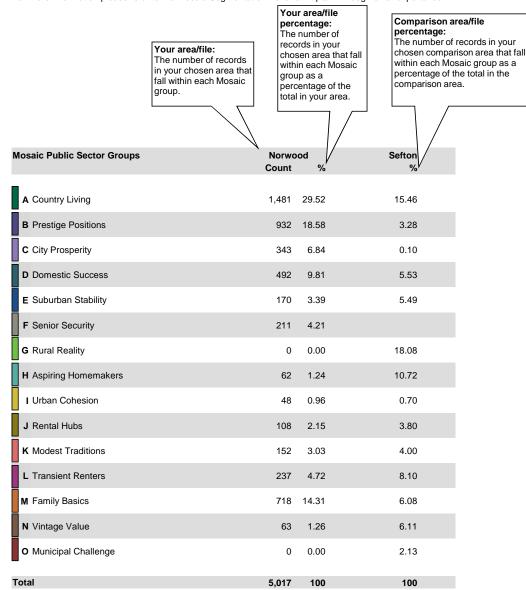Own 3 bed semis and terraces
Bills can become a struggle

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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	Norwood 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.