MOSAIC Ward Profile
Sudell

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2016 Ordnance Survey 100018192
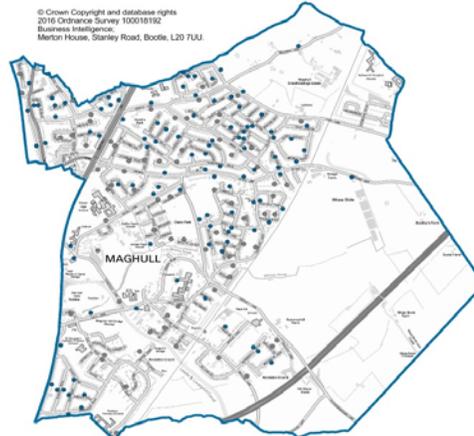Business Intelligence,
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MAGHULL

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 11,200 residents living in 5,300 households across Sudell. Nearly three quarters (72.5%) of the households in Sudell ward a classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Sudell % / Count	Sefton %	Variance on Sefton
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	43.6% / 2,332	14.1%	29.5%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	28.8% / 1,541	14.6%	14.2%

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 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 over half (52.4%) of all households in Sudell:

Mosaic Type	Mosaic Type Description	Sudell % / 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	23.7% / 1,268	6.3%	17.4%
E18 Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations	10.0% / 535	2.9%	7.1%
F24 Bungalow Haven	Senior appreciating the calm of bungalow estates designed for the elderly	9.4% / 503	5.1%	4.3%
F23 Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes	9.3% / 497	4.6%	4.7%

The top four types specify that a high majority of households within the ward are owner occupied homes, with residents ages being older but showing slight different across the types ranging from 56 - 60 (E29) up too 76 - 80 (F23). Three of the four types (E18, F23 and F24) indicate that residents are likely to be single, with all types stating it is unlikely that there will be children in the household. There is vast differences in the household incomes of the types with E18 and E20 having reasonable incomes (£30k - £49k) compared to the low income seen in F23 and 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.

Rank		Mosaic Public Sector Groups	Sudell		Sefton
			Count	%	%
1	E	Suburban Stability	2,332	43.62	14.08
2	F	Senior Security	1,541	28.83	14.59
3	H	Aspiring Homemakers	427	7.99	10.52
4	N	Vintage Value	281	5.26	12.72
5	B	Prestige Positions	270	5.05	9.50
6	K	Modest Traditions	225	4.21	7.43
7	D	Domestic Success	177	3.31	5.20
8	J	Rental Hubs	59	1.10	3.97
9	M	Family Basics	25	0.47	7.01
10	G	Rural Reality	4	0.07	0.49
11	L	Transient Renters	4	0.07	7.47
12	A	Country Living	1	0.02	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	**5,346**	**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
Research on Internet

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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Sudell

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	Sudell Count	%	Sefton %
1	E20	Boomerang Boarders	1,268	23.72	6.29
2	E18	Dependable Me	535	10.01	2.85
3	F24	Bungalow Haven	503	9.41	3.61
4	F23	Solo Retirees	497	9.30	4.56
5	F25	Classic Grandparents	435	8.14	2.97
6	E21	Family Ties	372	6.96	3.86
7	H31	First-Rung Futures	277	5.18	2.65
8	D16	Mid-Career Convention	165	3.09	2.54
9	N59	Pocket Pensions	164	3.07	1.63
10	E19	Fledgling Free	157	2.94	1.09

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

E18 Dependable Me

Mature singles
Traditional suburbs
Own lower value semis
Have lived in same house 15 years
Intermediate occupations
Pay as you go mobiles

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

F23 Solo Retirees

Elderly singles
Small private pension
Long length of residence
Own a suburban semi or terrace
Keep bills down by turning things off
Don't like new technology

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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	Sudell 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.