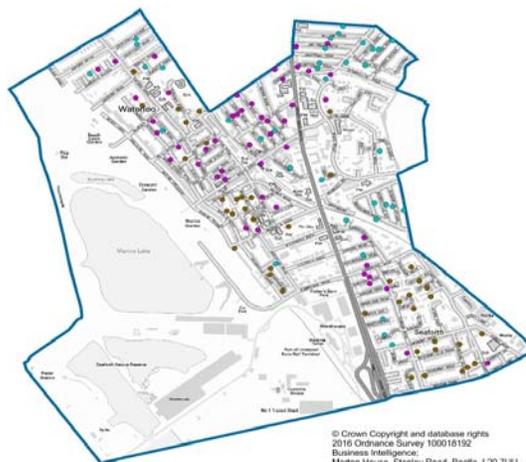


MOSAIC Ward Profile

Church

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 12,000 residents living in 5,500 households across Church. Over half thirds (51.2%) of the households in Church ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Church % / Count	Sefton %	Variance on Sefton
L Transient Renters	Single people privately renting low cost homes for the short term	18.0% / 986	7.5%	10.5%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	16.9% / 927	12.7%	4.2%
H Aspiring Homemakers	Younger households settling down in housing priced within their means	16.3% / 892	10.5%	5.8%

The three main Mosaic Group profile of Church show variations in the age, income levels and housing types. The age ranges of the groups is vastly different ranging from 18 - 25 (Group L), 31 - 35 (Group H) up to 76 - 80 (Group N). Two of the groups (L and N) have relatively low incomes (<£15K to £29k), with the third group having a reasonable income (£40k - £49k). The housing type also varies across the three groups with Group H generally owning their own properties, Group L privately renting and Group N living in purpose built housing rented from social landlords. There may be a demand for some intervention or support across all age groups in the ward.

The groups can be further broken-down into more specific categories called Types, with two types making up over a quarter (27.8%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Church % / Count	Sefton %	Variance on Sefton
L52 Midlife Stoppap	Maturing singles in employment who are renting short-term affordable homes	16.2% / 888	2.9%	13.3%
J45 Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads	11.6% / 632	3.6%	8.0%

The top two types show similar household make-ups, with lower incomes (£20k - £29k), residents are likely not to have children, and reside in privately rented properties. Age ranges across both types are slightly different with J45 having a younger age (31 - 35), with L52 being a little older (41 - 45).

Ward:

Church

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	Church		Sefton
		Count	%	%
1	L Transient Renters	986	18.01	7.47
2	N Vintage Value	927	16.93	12.72
3	H Aspiring Homemakers	892	16.30	10.52
4	J Rental Hubs	654	11.95	3.97
5	O Municipal Challenge	531	9.70	5.99
6	K Modest Traditions	373	6.81	7.43
7	M Family Basics	272	4.97	7.01
8	F Senior Security	270	4.93	14.59
9	E Suburban Stability	220	4.02	14.08
10	D Domestic Success	192	3.51	5.20
11	I Urban Cohesion	106	1.94	0.82
12	B Prestige Positions	51	0.93	9.50
13	A Country Living	0	0.00	0.21
14	C City Prosperity	0	0.00	0.00
15	G Rural Reality	0	0.00	0.49
Total		5,474	100	100

L Transient Renters



- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

H Aspiring Homemakers



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

N Vintage Value



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

Your area or file:

Church

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	Church		Sefton
		Count	%	%
1	L52 Midlife Stopgap	888	16.22	2.91
2	J45 Bus-Route Renters	632	11.55	3.64
3	H35 Primary Ambitions	402	7.34	1.59
4	H30 Affordable Fringe	339	6.19	5.75
5	O63 Streetwise Singles	324	5.92	1.93
6	N57 Seasoned Survivors	270	4.93	3.35
7	N60 Dependent Greys	245	4.48	2.18
8	F23 Solo Retirees	212	3.87	4.56
9	K47 Offspring Overspill	206	3.76	5.05
10	N58 Aided Elderly	187	3.42	4.24

L52 Midlife Stopgap



Homesharers and singles
In employment
Don't have children
Average age 45
Privately renting affordable homes
Mostly terraces

J45 Bus-Route Renters



Aged 25 to 40
Living alone or sharing
Rent lower value flats, often 1 bed
Often live near main roads
Further from central amenities
Sourced mobile on Internet

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	Church		Sefton
	Count	%	%
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 added to provide further insight into the types.



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.

