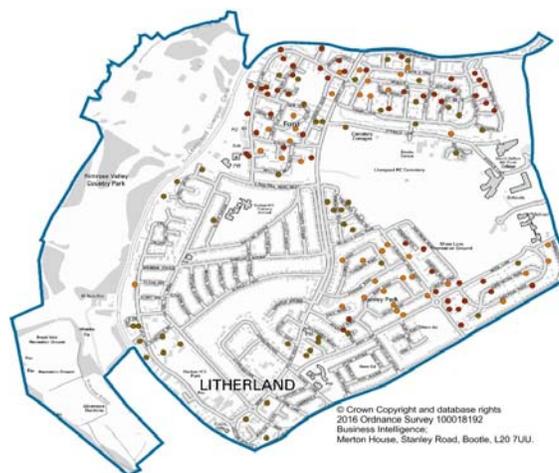# MOSAIC Ward Profile
Ford

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 14,200 residents living in 5,700 households across Ford. Over half (53.2%) of the households in Ford ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Ford % / Count	Sefton %	Variance on Sefton
O Municipal Challenge	Urban renters of social housing facing an array of challenges	19.1% / 1,088	6.0%	13.1%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	17.8% / 1,012	12.7%	5.1%
M Family Basics	Families with limited resources who have to budget to make ends meet	16.3% / 924	7.0%	9.3%

The three main Mosaic Group profile of Ford show similarities, with all the groups residing in socially rented properties and being on very low incomes (<£15), however, the age profile of the groups is vastly different with Group M being aged between 31 - 35 compared to the older ages seen in Groups N (76 - 80) and O (56 - 60). Households Groups N and O are likely to be single with no children whereas Group M is a family environment with an average of three children in the household. The ward will have a demand for intervention or support across all age groups.

The groups can be further broken-down into more specific categories called Types, with three types making up nearly a third (32.8%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Ford % / Count	Sefton %	Variance on Sefton
O62 Low Income Workers	Older social renters settled in low value homes in communities where employment is hard to find	12.3% / 697	3.5%	8.8%
M55 Families with Needs	Families with many children living in areas of high deprivation and who need support	11.0% / 623	2.9%	8.1%
H30 Affordable Fringe	Settled families with children owning modest 3-bed semis in areas of more affordable housing	9.6% / 544	5.8%	3.8%

The two of the top three types show some similarities in household make-ups, with Type 062 and M55 having very low incomes (<£15k), and residing in socially rented properties, however the age range across the two types vary, with Type O62 being people aged 56 - 60, compared to Type M55 being younger (aged 26 - 30). In contrast to this Type H30, have a better income (£40k - 49k), are aged between 41 and 45, and live in owner occupied houses.

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1

Ford

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	Ford Count	%	Sefton %
1	O	Municipal Challenge	1,088	19.14	5.99
2	N	Vintage Value	1,012	17.80	12.72
3	M	Family Basics	924	16.26	7.01
4	H	Aspiring Homemakers	827	14.55	10.52
5	K	Modest Traditions	788	13.86	7.43
6	F	Senior Security	502	8.83	14.59
7	E	Suburban Stability	227	3.99	14.08
8	L	Transient Renters	227	3.99	7.47
9	J	Rental Hubs	89	1.57	3.97
10	A	Country Living	0	0.00	0.21
11	B	Prestige Positions	0	0.00	9.50
12	C	City Prosperity	0	0.00	0.00
13	D	Domestic Success	0	0.00	5.20
14	G	Rural Reality	0	0.00	0.49
15	I	Urban Cohesion	0	0.00	0.82
		Total	**5,684**	**100**	**4.76**

O Municipal Challenge

Social renters
Low cost housing
Challenged neighbourhoods
Few employment options
Low income
Mobile phones

N Vintage Value

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

M Family Basics

Families with children
Aged 25 to 40
Limited resources
Some own low cost homes
Some rent from social landlords
Squeezed budgets

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2

Ford

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	Ford		Sefton
			Count	%	%
1	O62	Low Income Workers	697	12.26	3.52
2	M55	Families with Needs	623	10.96	2.90
3	H30	Affordable Fringe	544	9.57	5.75
4	N57	Seasoned Survivors	467	8.22	3.35
5	O63	Streetwise Singles	391	6.88	1.93
6	K47	Offspring Overspill	388	6.83	5.05
7	K48	Down-to-Earth Owners	299	5.26	0.73
8	F23	Solo Retirees	258	4.54	4.56
9	N60	Dependent Greys	258	4.54	2.18
10	F25	Classic Grandparents	244	4.29	2.97

O62 Low Income Workers

Older households
Renting low cost semi and terraces
Social landlords
Longer length of residence
Areas with low levels of employment
2 or 3 bedrooms

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

M55 Families with Needs

Cohabiting couples & singles with kids
Areas with high unemployment
Low household income
Small socially rented terraces and semis
Moves tend to be within local community
Shop for computer games online

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3

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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	Ford 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**

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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.