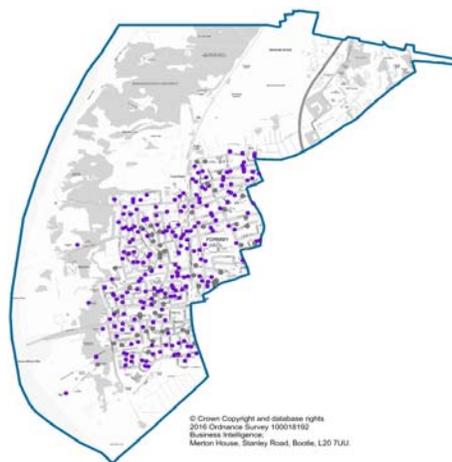


MOSAIC Ward Profile

Harington

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 13,800 residents living in 4,400 households across Harington. Over three quarters (80.6%) of the households in Harington ward are classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Harington % / Count	Sefton %	Variance on Sefton
B Prestige Positions	Established families in large detached homes living upmarket lifestyles	61.8% / 2,744	9.5%	52.3%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	18.8% / 833	14.6%	4.2%

The Mosaic Group profile of Harington indicates that a majority of households within the ward are resided in by older residents, with the age ranges depicted in the top two groups being 61 and above. These two groups show that the residents reside in comfortable owner occupied homes, however, the incomes of the two groups are vastly different with Group B having a high household income (£100k - £149k) compared to Group F whose income is much lower (<£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 three types making up over half (56.3%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Harington % / Count	Sefton %	Variance on Sefton
B05 Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status	25.2% / 1,118	3.5%	21.7%
F22 Legacy Elders	Elders now living mostly alone in comfortable homes on final salary pensions	15.7% / 697	3.4%	12.3%
B09 Diamond Days	Retired residents in sizeable homes whose finance are secured by significant assets and generous pension	15.4% / 682	2.1%	13.3%

The top three types specify that a high majority of households within the ward are resided in by older residents, with the age range starting at 61, all the types state residents are unlikely to have any children. With all of the groups suggesting that the residents reside in owner occupied homes. Two of the types (B05 and B09) have a reasonable to high level of income (£40k -£99k). In contrast to this the remaining type (F22) provides a different picture with residents tending to have a lower income (£15k to £19k).

Ward:

Harington

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	Harington		Sefton
		Count	%	%
1	B Prestige Positions	2,744	61.84	9.50
2	F Senior Security	833	18.77	14.59
3	D Domestic Success	358	8.07	5.20
4	E Suburban Stability	227	5.12	14.08
5	N Vintage Value	211	4.76	12.72
6	H Aspiring Homemakers	60	1.35	10.52
7	J Rental Hubs	4	0.09	3.97
8	A Country Living	0	0.00	0.21
9	C City Prosperity	0	0.00	0.00
10	G Rural Reality	0	0.00	0.49
11	I Urban Cohesion	0	0.00	0.82
12	K Modest Traditions	0	0.00	7.43
13	L Transient Renters	0	0.00	7.47
14	M Family Basics	0	0.00	7.01
15	O Municipal Challenge	0	0.00	5.99
Total		4,437	100	100

B Prestige Positions



High value detached homes
 Married couples
 Managerial and senior positions
 Supporting students and older children
 High assets and investments
 Online shopping and banking

F Senior Security



Elderly singles and couples
 Homeowners
 Comfortable homes
 Additional pensions above state
 Don't like new technology
 Low mileage drivers

Ward:

Harington

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	Harington Count	%	Sefton %
1	B05 Empty-Nest Adventure	1,118	25.20	3.47
2	F22 Legacy Elders	697	15.71	3.44
3	B09 Diamond Days	682	15.37	2.08
4	B06 Bank of Mum and Dad	402	9.06	2.35
5	B07 Alpha Families	367	8.27	0.98
6	D16 Mid-Career Convention	326	7.35	2.54
7	B08 Premium Fortunes	175	3.94	0.61
8	N58 Aided Elderly	169	3.81	4.24
9	E20 Boomerang Boarders	105	2.37	6.29
10	E21 Family Ties	80	1.80	3.86

B05 Empty-Nest Adventure



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

F22 Legacy Elders



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

B09 Diamond Days



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

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	Harington		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	
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.

