

MOSAIC Ward Profile

Kew

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 12,300 residents living in 5,900 households across Kew. Over half thirds (51.7%) of the households in Kew ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Kew % / Count	Sefton %	Variance on Sefton
L Transient Renters	Single people privately renting low cost homes for the short term	17.8% / 1,046	7.5%	10.3%
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	17.7% / 1,045	7.4%	10.3%
H Aspiring Homemakers	Younger households settling down in housing priced within their means	16.2% / 952	10.5%	5.7%

The three main Mosaic Group profile of Kew show variations in the age, income levels, housing types and family make-up. The age ranges of the groups is vastly different ranging from 18 - 25 (Group L), 31 - 35 (Group H) up to 56 - 60 (Group K). Two of the groups (K and L) have relatively low incomes (£20k to £29k), with the third group (H) having a reasonable income (£40k - £49k). The housing type also varies across the groups with Group H and K generally owning their own properties and Group L privately renting. Groups K and L are likely to be single and have no children, with H being a family unit with an average of two children per household. There may be some 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 (28.6%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Kew % / Count	Sefton %	Variance on Sefton
L52 Midlife Stopgap	Maturing singles in employment who are renting short-term affordable homes	15.8% / 930	2.9%	12.9%
K47 Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	12.8% / 750	5.1%	7.7%

The top two types show some discrepancies in the household make-ups, with L52 residents having lower incomes (£20k - £29k), compared to the more reasonable income seen in K47 (£30 - £39k), properties are often privately rented by those residing in L52 households, where as those in type K47 are owner occupied. The age ranged of L52 is between 41 - 45 with K47 being slightly older at 56 - 60. However, both types are likely not to have children.

Kew

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	Kew Count	%	Sefton %
1	L Transient Renters	1,046	17.78	7.47
2	K Modest Traditions	1,045	17.77	7.43
3	H Aspiring Homemakers	952	16.18	10.52
4	E Suburban Stability	784	13.33	14.08
5	F Senior Security	681	11.58	14.59
6	D Domestic Success	355	6.04	5.20
7	B Prestige Positions	259	4.40	9.50
8	M Family Basics	235	4.00	7.01
9	N Vintage Value	225	3.83	12.72
10	J Rental Hubs	182	3.09	3.97
11	I Urban Cohesion	66	1.12	0.82
12	O Municipal Challenge	52	0.88	5.99
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		5,882	100	100

L Transient Renters



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

K Modest Traditions



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

H Aspiring Homemakers



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

Kew

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	Kew		Sefton
		Count	%	%
1	L52 Midlife Stopgap	930	15.81	2.91
2	K47 Offspring Overspill	750	12.75	5.05
3	E21 Family Ties	441	7.50	3.86
4	F23 Solo Retirees	370	6.29	4.56
5	H30 Affordable Fringe	341	5.80	5.75
6	H31 First-Rung Futures	323	5.49	2.65
7	K46 Self Supporters	295	5.02	1.66
8	H35 Primary Ambitions	225	3.83	1.59
9	F24 Bungalow Haven	222	3.77	3.61
10	E20 Boomerang Boarders	187	3.18	6.29

L52 Midlife Stopgap

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

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

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	Kew		Sefton	
	Count	%	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.

