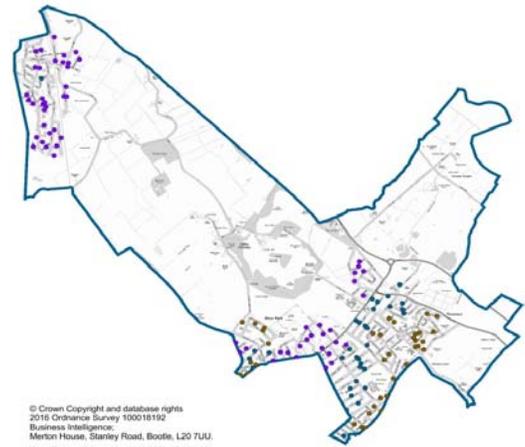


MOSAIC Ward Profile

Manor



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 11,500 residents living in 5,600 households across Manor. Over half (52%) of the households in Manor ward are classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Manor % / Count	Sefton %	Variance on Sefton
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	18.5% / 1,030	14.1%	4.4%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	17.6% / 981	12.7%	4.9%
B Prestige Positions	Established families in large detached homes living upmarket lifestyles	15.5% / 863	9.5%	6.0%

The Mosaic Group profile of Manor indicates that a majority of households within the ward are resided in by older residents, with the age ranges depicted in the top three groups being 56 and above. Two of the groups (E and B) show that the residents reside in owner occupied homes and have a reasonable to high level of income (£40 - 149k), and predominantly have older children. In comparison the third group provides a different picture with residents likely to have no children, be on low incomes (<£15k) and live in socially rented purpose built flats. There is a minimal number of younger and working age 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 a third (35.7%) of all households in Manor:

Mosaic Type	Mosaic Type Description	Manor % / 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	9.4% / 525	6.3%	3.1%
B05 Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status	8.9% / 495	3.5%	5.4%
N61 Estate Veterans	Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters	8.8% / 490	1.3%	7.5%
K47 Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	8.6% / 480	5.1%	3.5%

The top four types specify that a majority of households within the ward are resided in by older residents, with the age range starting at 56, but, who are unlikely to have any children. Two of the types (E20 and B05) suggest that the residents reside in owner occupied homes and have a reasonable to high level of income (£40k - £99k). In contrast to this the two remaining types (N61 and K47) provides a different picture with residents tending to have lower incomes (<£15k to £39k) and live in either smaller owner occupied homes or be socially renting. There is a similar pattern of low levels of younger and working age people requiring possible intervention or support in the ward.

Ward:

Manor

This page ranks the Mosaic Public Sector Groups in Manor by percentage. Following this is a description of the top three groups.

Rank	Mosaic Public Sector Groups	Manor		Sefton
		Count	%	%
1	E Suburban Stability	1,030	18.49	14.08
2	N Vintage Value	981	17.61	12.72
3	B Prestige Positions	863	15.49	9.50
4	F Senior Security	806	14.47	14.59
5	K Modest Traditions	615	11.04	7.43
6	D Domestic Success	361	6.48	5.20
7	M Family Basics	344	6.17	7.01
8	G Rural Reality	213	3.82	0.49
9	H Aspiring Homemakers	209	3.75	10.52
10	O Municipal Challenge	92	1.65	5.99
11	A Country Living	51	0.92	0.21
12	L Transient Renters	7	0.13	7.47
13	C City Prosperity	0	0.00	0.00
14	I Urban Cohesion	0	0.00	0.82
15	J Rental Hubs	0	0.00	3.97
Total		5,572	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

N Vintage Value



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

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



Ward:

Manor

This page identifies the top ten Mosaic Public Sector types in Manor ranked on percentage. Following this is a description of the top four types

Rank	Mosaic Public Sector Types	Manor		Sefton
		Count	%	%
1	E20 Boomerang Boarders	525	9.42	6.29
2	B05 Empty-Nest Adventure	495	8.88	3.47
3	N61 Estate Veterans	490	8.79	1.33
4	K47 Offspring Overspill	480	8.61	5.05
5	F24 Bungalow Haven	361	6.48	3.61
6	D16 Mid-Career Convention	352	6.32	2.54
7	M53 Budget Generations	261	4.68	1.63
8	N59 Pocket Pensions	253	4.54	1.63
9	F22 Legacy Elders	237	4.25	3.44
10	G29 Satellite Settlers	213	3.82	0.44

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

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

N61 Estate Veterans



Average age 75
 Often living alone
 Long term social renters of current home
 Living on estates with some deprivation
 Low income
 Can get left behind by technology

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	Manor		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.

