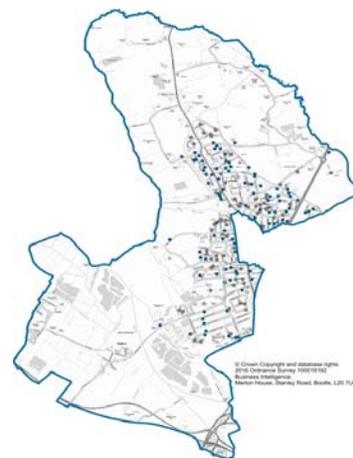


MOSAIC Ward Profile

Park

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 12,200 residents living in 5,200 households across Park. Nearly two thirds (61.2%) of the households in Park ward are classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Park % / Count	Sefton %	Variance on Sefton
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	33.2% / 1,733	14.1%	19.1%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	28.1% / 1,466	14.6%	13.5%

The Mosaic Group profile of Meols indicates that a majority of households are owner occupied homes, resided in by older residents, the age ranges are slight different across the two groups (E = 56 - 60 and F = 76 - 80). However, there is vast differences in the household income of the two groups with E having a reasonable income (£40k - £49k) compared to the low income seen in Group F (<£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 two types making up nearly a third (30.4%) of all households in Park:

Mosaic Type	Mosaic Type Description	Park % / 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	18.7% / 975	6.3%	12.4%
F24 Bungalow Haven	Senior appreciating the calm of bungalow estates designed for the elderly	11.7% / 613	5.1%	6.6%

The top two types specify that a high majority of households within the ward are owner occupied homes, the age ranges are slight different across the two (E20 = 56 - 60 and F24 = 71 - 75). Both types indicate that residents are likely to be single and have no children. However, there is vast differences in the household income of the two types with E20 having a reasonable income (£40k - £49k) compared to the low income seen in F24 (<£15k).

Ward:

Park

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	Park		Sefton
		Count	%	%
1	E Suburban Stability	1,733	33.17	14.08
2	F Senior Security	1,466	28.06	14.59
3	D Domestic Success	630	12.06	5.20
4	B Prestige Positions	478	9.15	9.50
5	N Vintage Value	317	6.07	12.72
6	H Aspiring Homemakers	237	4.54	10.52
7	K Modest Traditions	99	1.90	7.43
8	G Rural Reality	96	1.84	0.49
9	A Country Living	85	1.63	0.21
10	L Transient Renters	57	1.09	7.47
11	J Rental Hubs	26	0.50	3.97
12	C City Prosperity	0	0.00	0.00
13	I Urban Cohesion	0	0.00	0.82
14	M Family Basics	0	0.00	7.01
15	O Municipal Challenge	0	0.00	5.99
Total		5,224	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

F Senior Security



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

Ward:

Park

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	Park		Sefton
		Count	%	%
1	E20 Boomerang Boarders	975	18.66	6.29
2	F24 Bungalow Haven	613	11.73	3.61
3	D16 Mid-Career Convention	520	9.95	2.54
4	F23 Solo Retirees	485	9.28	4.56
5	E18 Dependable Me	417	7.98	2.85
6	B05 Empty-Nest Adventure	255	4.88	3.47
7	E21 Family Ties	233	4.46	3.86
8	F25 Classic Grandparents	233	4.46	2.97
9	B06 Bank of Mum and Dad	198	3.79	2.35
10	N58 Aided Elderly	139	2.66	4.24

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

F24 Bungalow Haven



Elderly couples and singles
Own their bungalow outright
Neighbourhoods of elderly people
May research online
Like buying in store
Pre-pay mobiles, low spend

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	Park		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.

