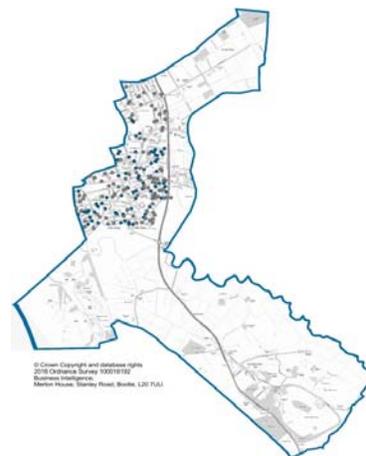


MOSAIC Ward Profile

Ravenmeols

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 9,800 residents living in 5,300 households across Ravenmeols. Over half (57.6%) of the households in Ravenmeols ward are classified as belonging to just two of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Ravenmeols % / Count	Sefton %	Variance on Sefton
F Senior Security	Older people with assets who are enjoying a comfortable retirement	29.8% / 1,576	14.6%	15.2%
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	27.7% / 1,465	14.1%	13.6%

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 slightly different across the two groups (E = 56 - 60 and F = 76 - 80). However, there are 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 three types making up over a third (39.6%) of all households in Ravenmeols:

Mosaic Type	Mosaic Type Description	Ravenmeols % / 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	18.2% / 961	6.3%	11.9%
D16 Mid-Career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older	11.1% / 584	2.5%	8.6%
F22 Legacy Elders	Elders now mostly living alone in comfortable suburban homes on final salary pensions	10.3% / 544	3.4%	6.9%

The top three types specify that a majority of households within the ward are owner occupied properties. Two of the types (E20 and D16) suggest that the residents have a reasonable level of income (£40k - £59k). In contrast to this the remaining type (F22) has a lower income (£15k to £19k). There are variations in ages across the three groups with D16 depicting working age residents aged 41 - 45, with E20 being slightly older working age people 56 - 60 and F22 being the older generation 76 - 80. E20 and F22 are made up of older families or singles with no children, whereas D16 are households with on average three children.

Ward:

Ravenmeols

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	Ravenmeols		Sefton
		Count	%	%
1	F Senior Security	1,576	29.84	14.59
2	E Suburban Stability	1,465	27.74	14.08
3	B Prestige Positions	762	14.43	9.50
4	D Domestic Success	669	12.67	5.20
5	N Vintage Value	267	5.05	12.72
6	G Rural Reality	178	3.37	0.49
7	K Modest Traditions	126	2.39	7.43
8	H Aspiring Homemakers	107	2.03	10.52
9	A Country Living	93	1.76	0.21
10	L Transient Renters	24	0.45	7.47
11	J Rental Hubs	15	0.28	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		5,282	100	100

F Senior Security



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

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

Ward:

Ravenmeols

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	Ravenmeols		Sefton
		Count	%	%
1	E20 Boomerang Boarders	961	18.19	6.29
2	D16 Mid-Career Convention	584	11.06	2.54
3	F22 Legacy Elders	544	10.30	3.44
4	F24 Bungalow Haven	439	8.31	3.61
5	B05 Empty-Nest Adventure	389	7.36	3.47
6	E18 Dependable Me	327	6.19	2.85
7	F25 Classic Grandparents	310	5.87	2.97
8	F23 Solo Retirees	283	5.36	4.56
9	B06 Bank of Mum and Dad	170	3.22	2.35
10	N59 Pocket Pensions	158	2.99	1.63

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

D16 Mid-Career Convention



Married couples with kids
 Traditional suburbs
 Professional jobs
 Likely to have life cover
 High proportion with mortgage
 Online grocery shopping

F22 Legacy Elders



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

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	Ravenmeols		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.

