

Mosaic Public Sector

Dr Peter Welsh

**Analysis and Information Team
Kent County Council**



Outline

- **What is Mosaic?**
- **What type of people and households does Kent have?**

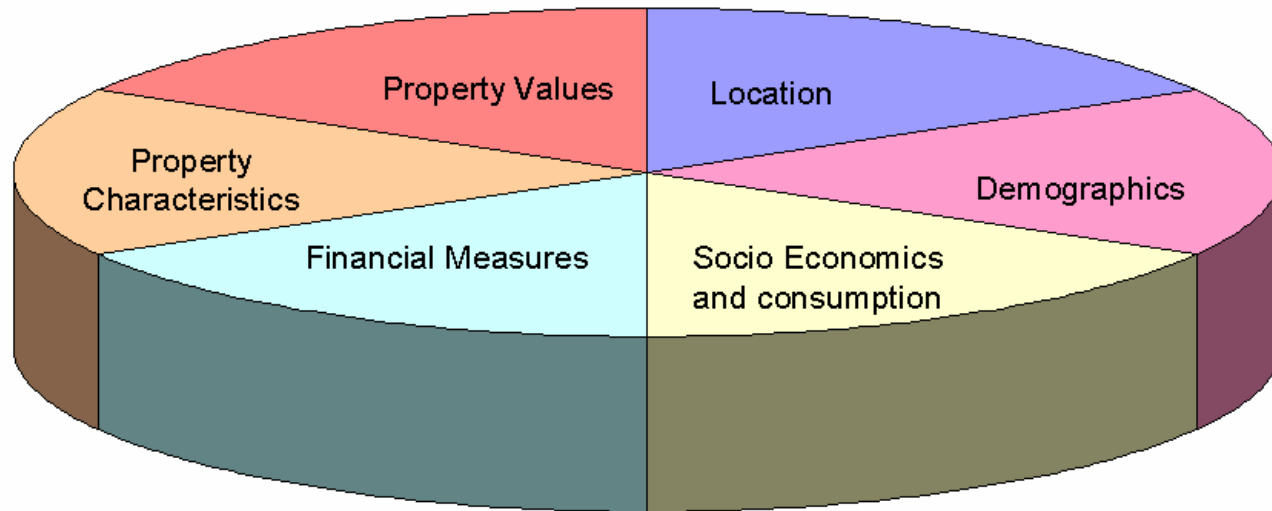


What is Mosaic?

- **Market segmentation tool developed by Experian**
- **Classifies groups of people and households by their demographics, behaviours, lifestyle characteristics and their attitudes**
- **Uses over 400 data variables**
 - **54% sourced from 2001 Census**
 - **46% sourced from Consumer Dynamics Database**
 - **Consumer credit activity**
 - **Experian's Lifestyle Survey**
 - **House price and council tax information**
 - **+ more**



Data components

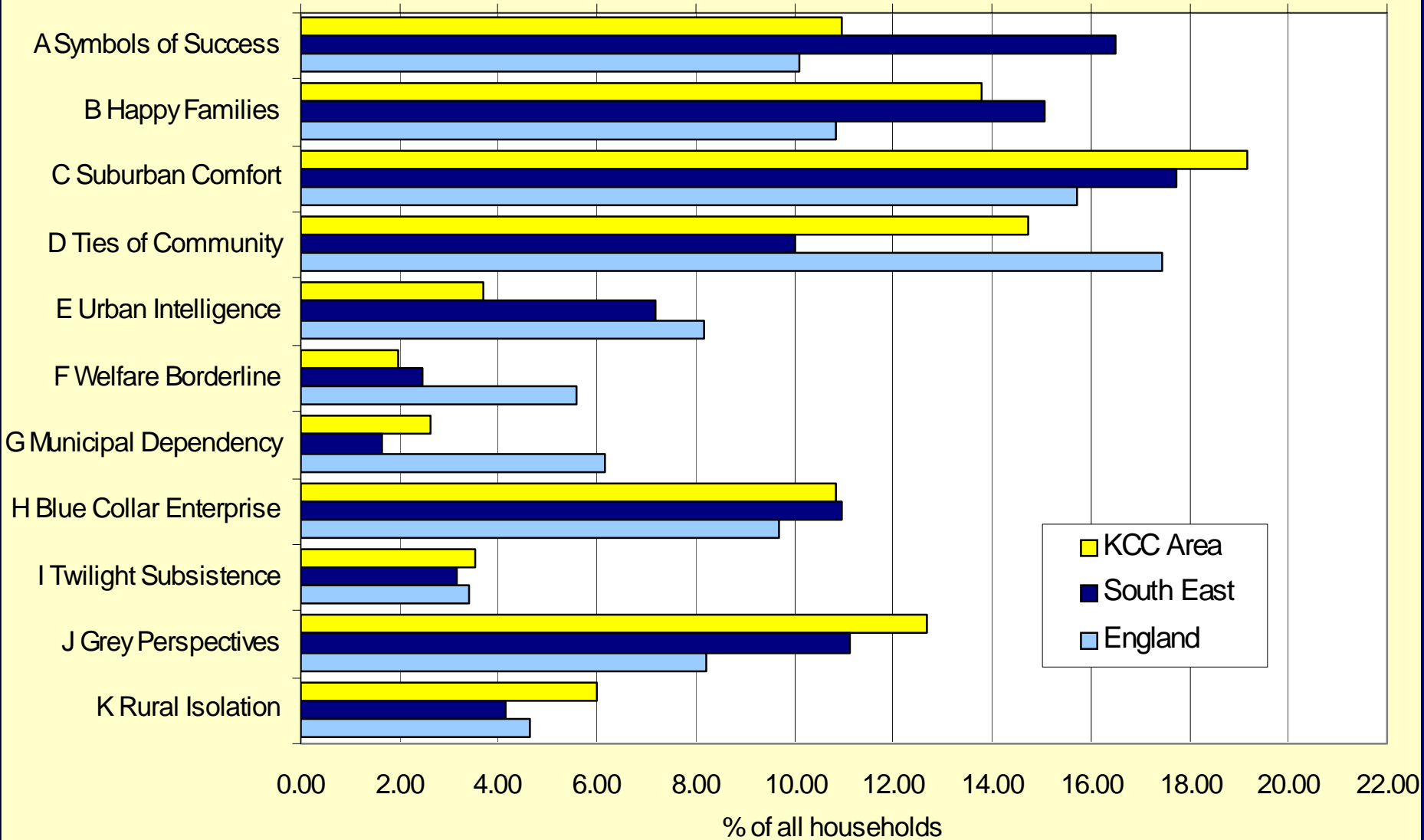


Mosaic Classification

- **Every UK postcode is classified into one of:**
 - **61 Types**
 - **11 Groups**
- **Analysis on population or household basis**

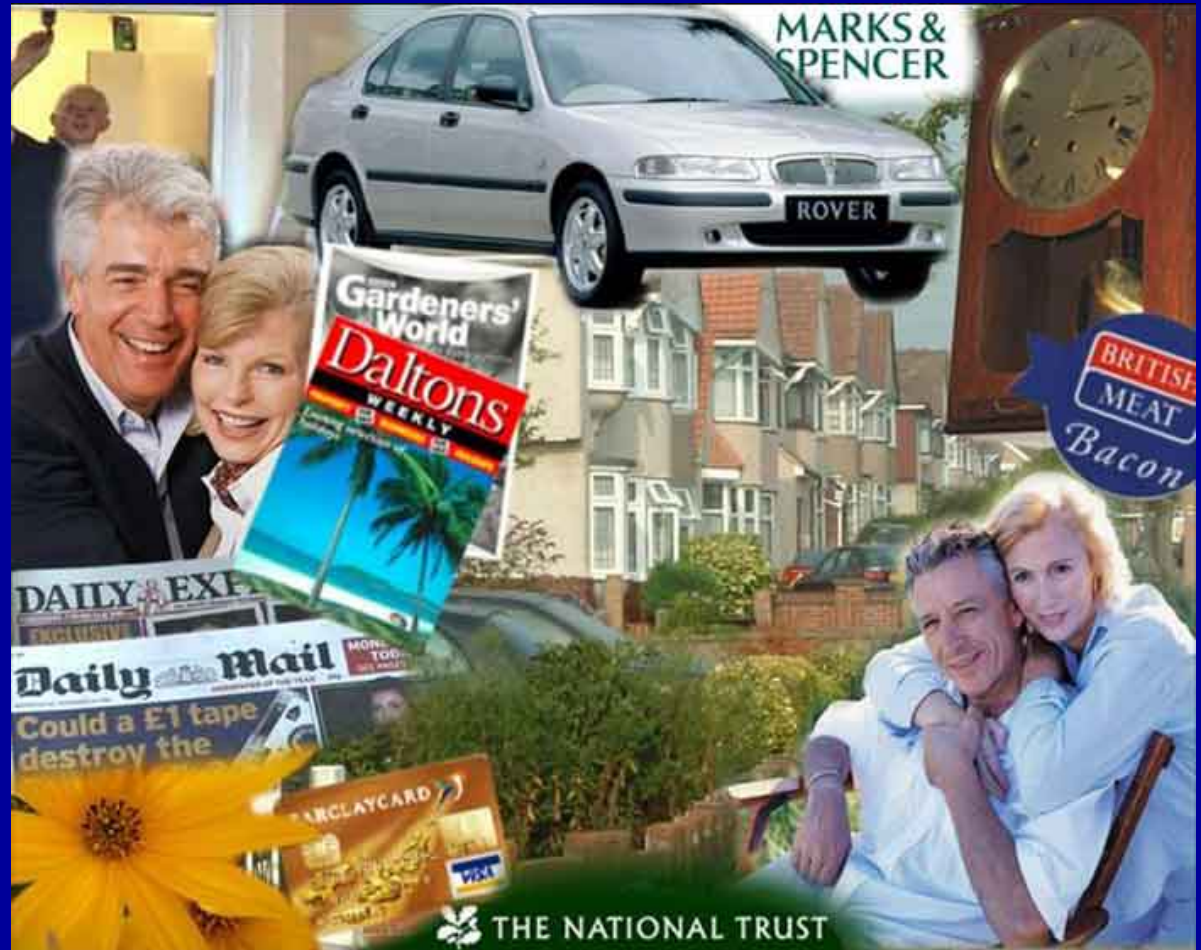


Households in each Mosaic Group KCC Area, South East Region and England

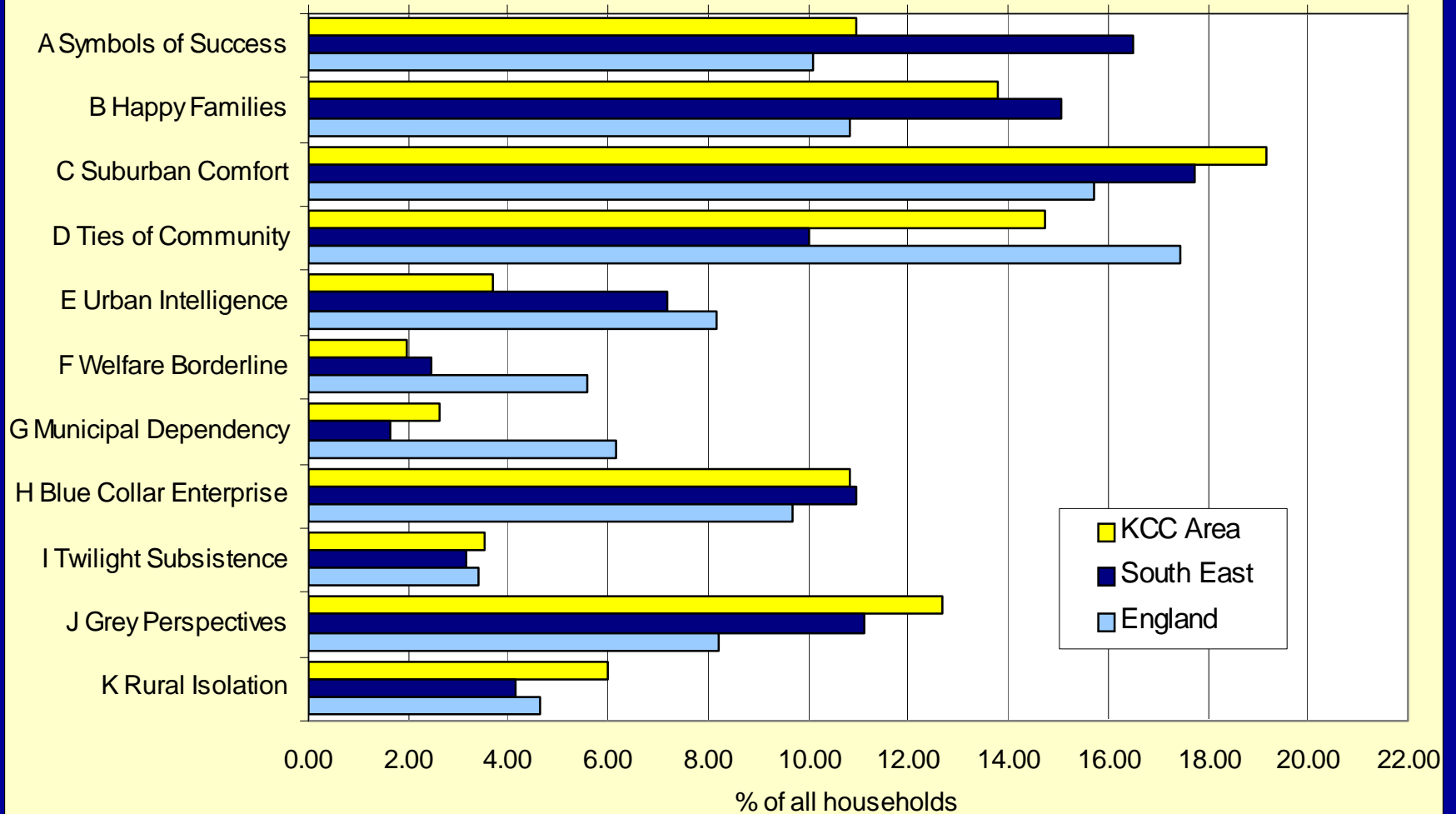


Group C – Suburban Comfort

- Married couples
- Older children
- White collar jobs
- Hard working
- Comfortable homes
- Mature Suburbs
- Plan for retirement
- Good place to live
- Environmental charities



Households in each Mosaic Group KCC Area, South East Region and England

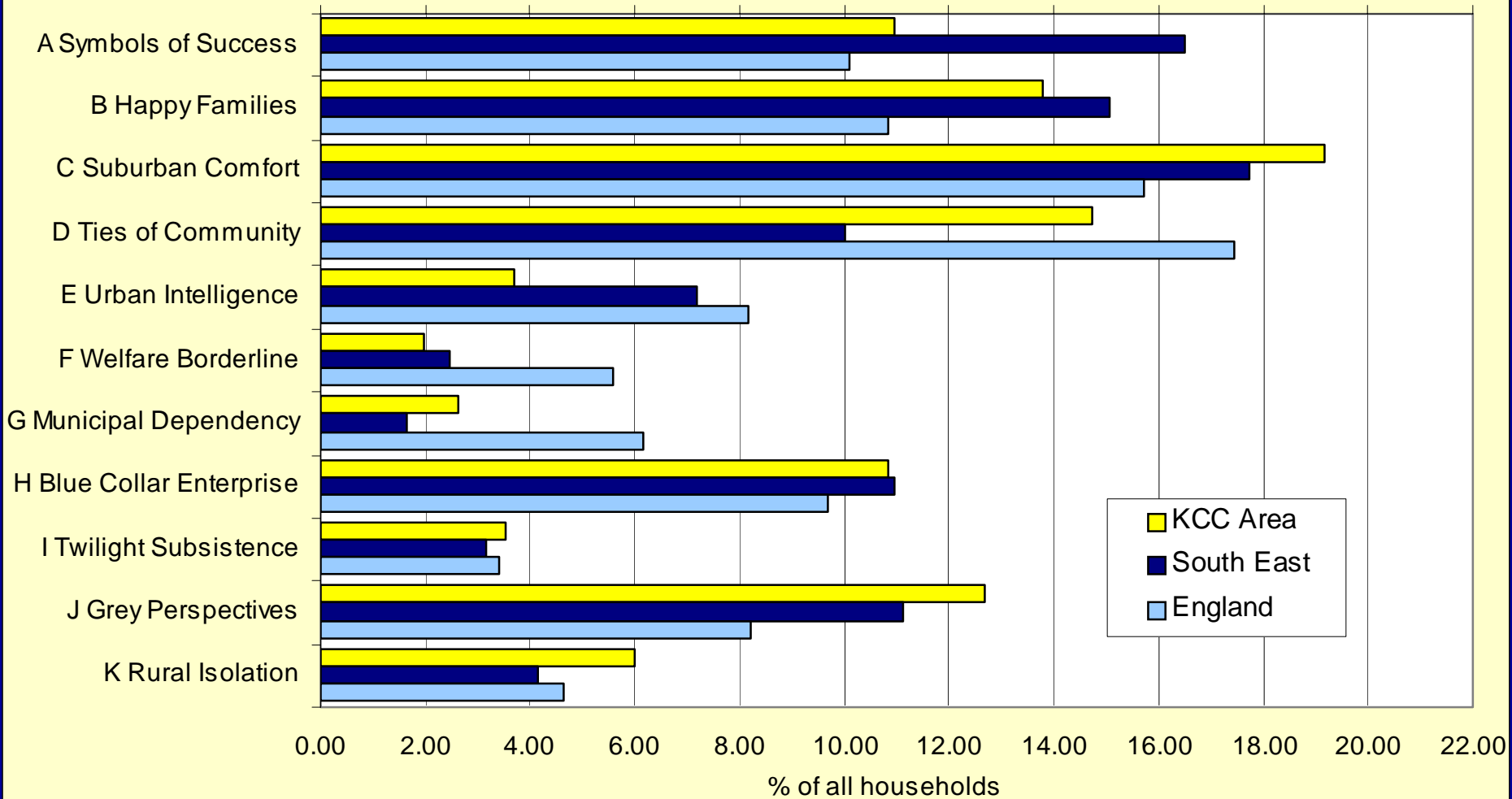


Group D – Ties of Community

- Young couples
- Children
- Family close by
- Older houses
- Small industrial towns
- Close-knit communities
- Foreign package holidays
- Takeaways
- Inactive lifestyles

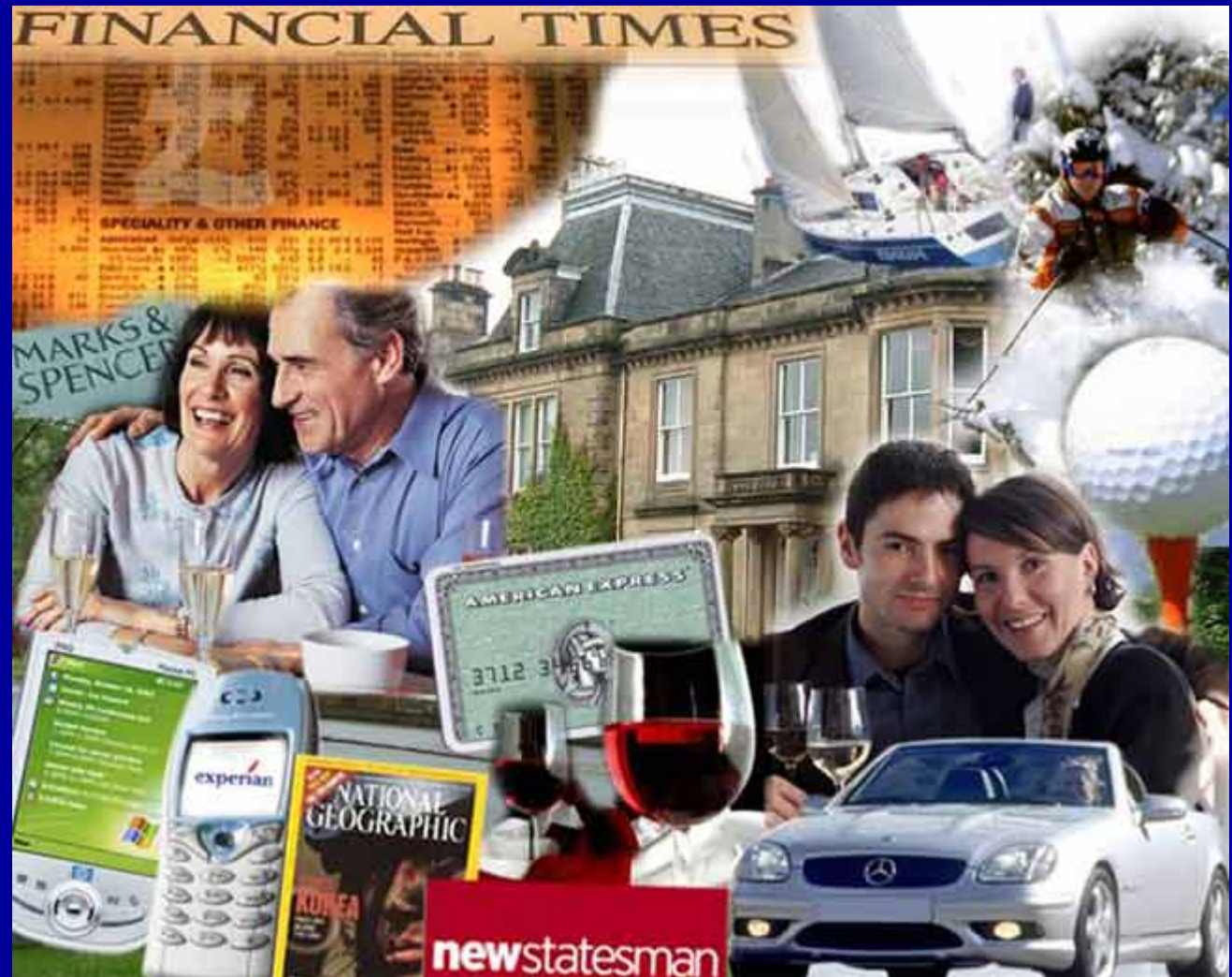


Households in each Mosaic Group KCC Area, South East Region and England



Group A – Symbols of Success

- Middle-aged
- Rewarding careers
- Professional occupations
- High incomes
- Choicest housing
- Expensive cars
- Good diet



Group B – Happy Families

- Young couples
- Good education
- Corporate careers
- Low
- unemployment
- Modern homes
- Internet
- Enjoy exercise



Group E – Urban Intelligence

- Young singles
- Few Children
- Well Educated
- Cultural Variety
- Cosmopolitan tastes
- Professionals



Group F – Welfare Borderline

- Families
- Many young
- Low income
- Deprivation
- State Benefits
- Council housing
- Public transport



Group G – Municipal Dependency

- Families
- Low incomes
- Terraces and semis
- Large council estates
- Outer suburbs
- Old fashioned
- Lots TV



Group H – Blue Collar Enterprise

- Middle-aged couples
- Poorly educated
- Council estates
- Exercised right to buy
- Self-reliant and capable
- Poor diet
- Heavy TV viewers
- Heavy smokers



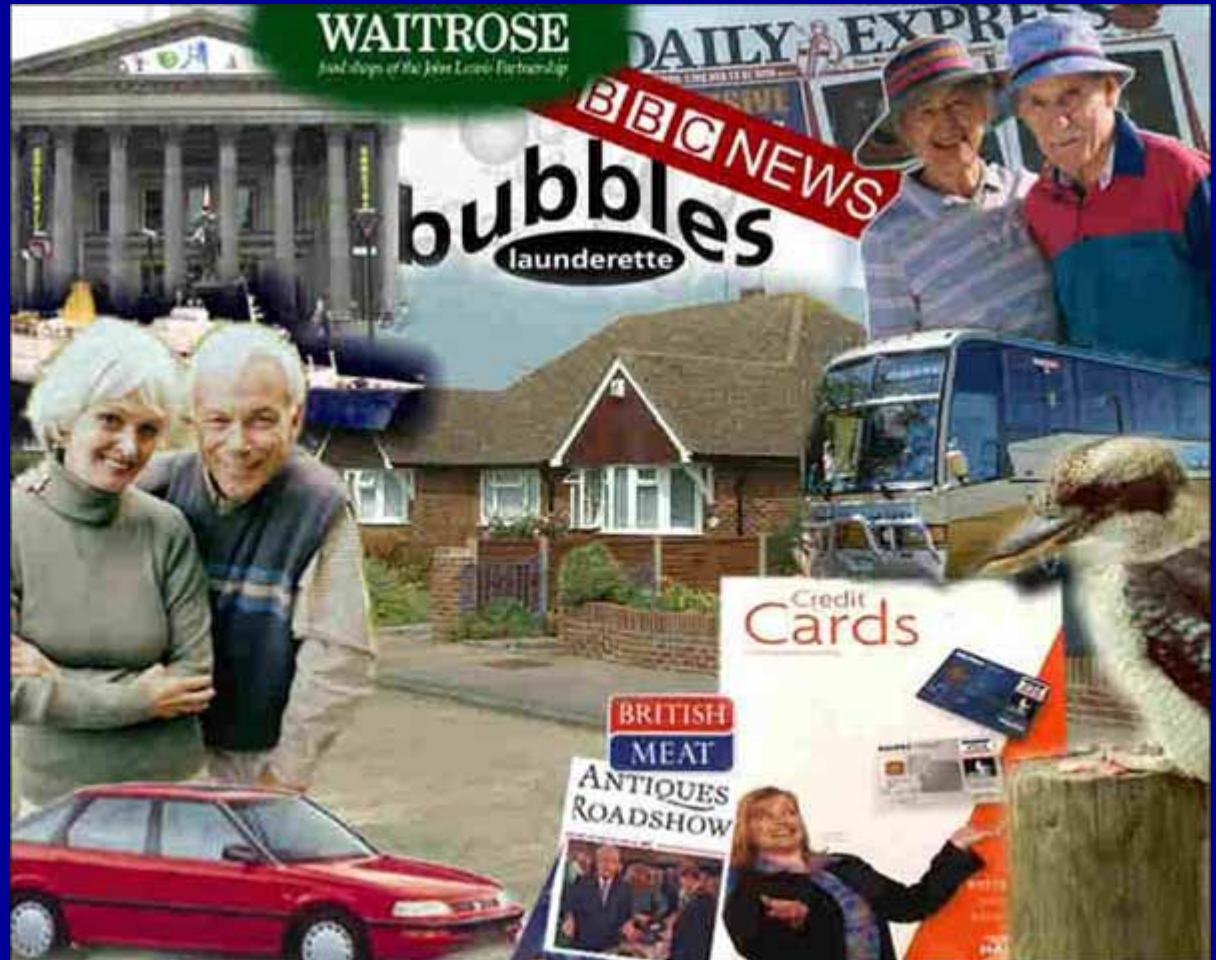
Group I – Twilight Subsistence

- Older people
- Low incomes
- Low savings
- State benefits
- Some sheltered accommodation
- TV, bingo



Group J – Grey Perspectives

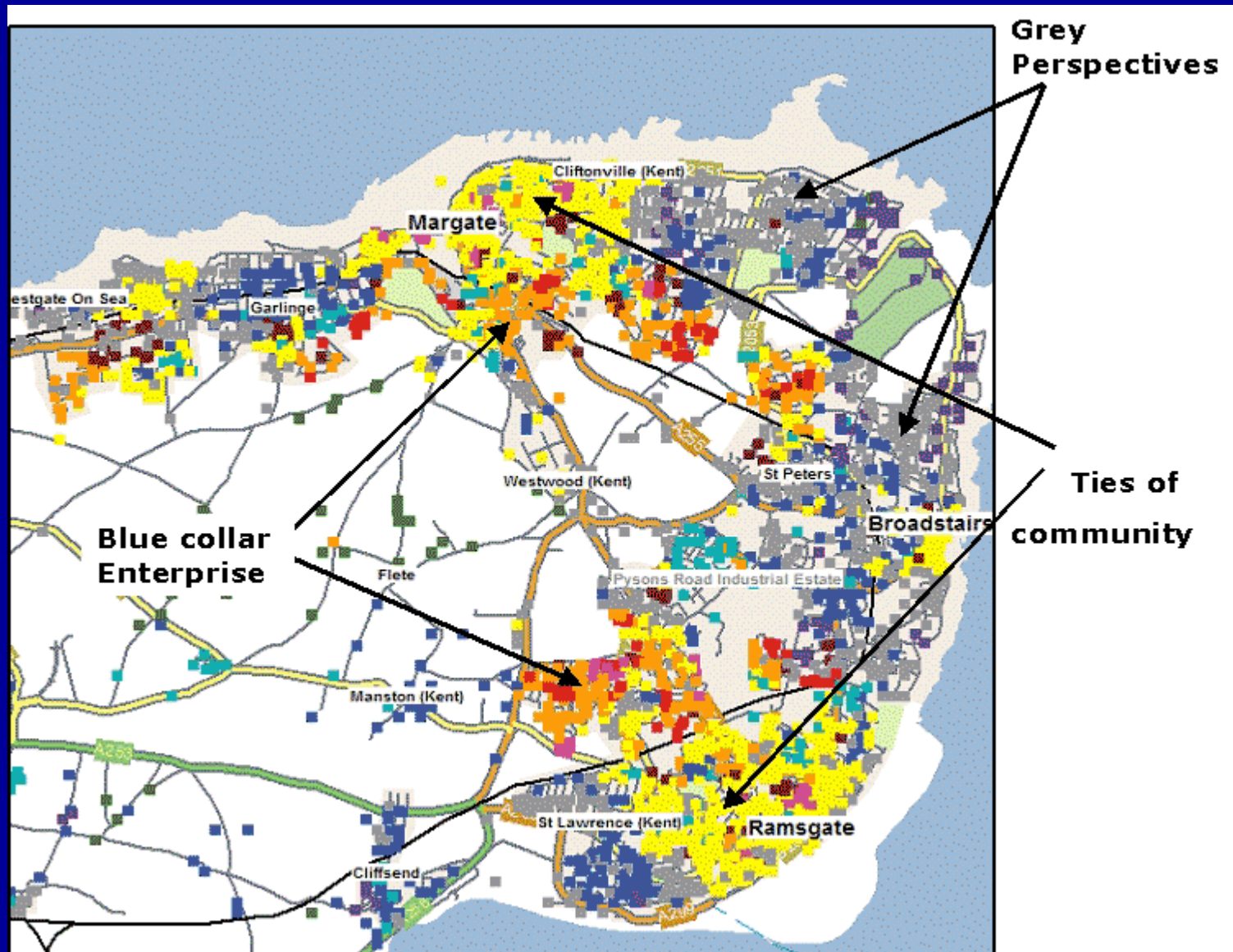
- Pensioners
- Relocated on retirement
- Own their own homes
- Index linked pensions
- Active
- Good health
- Environmental concerns

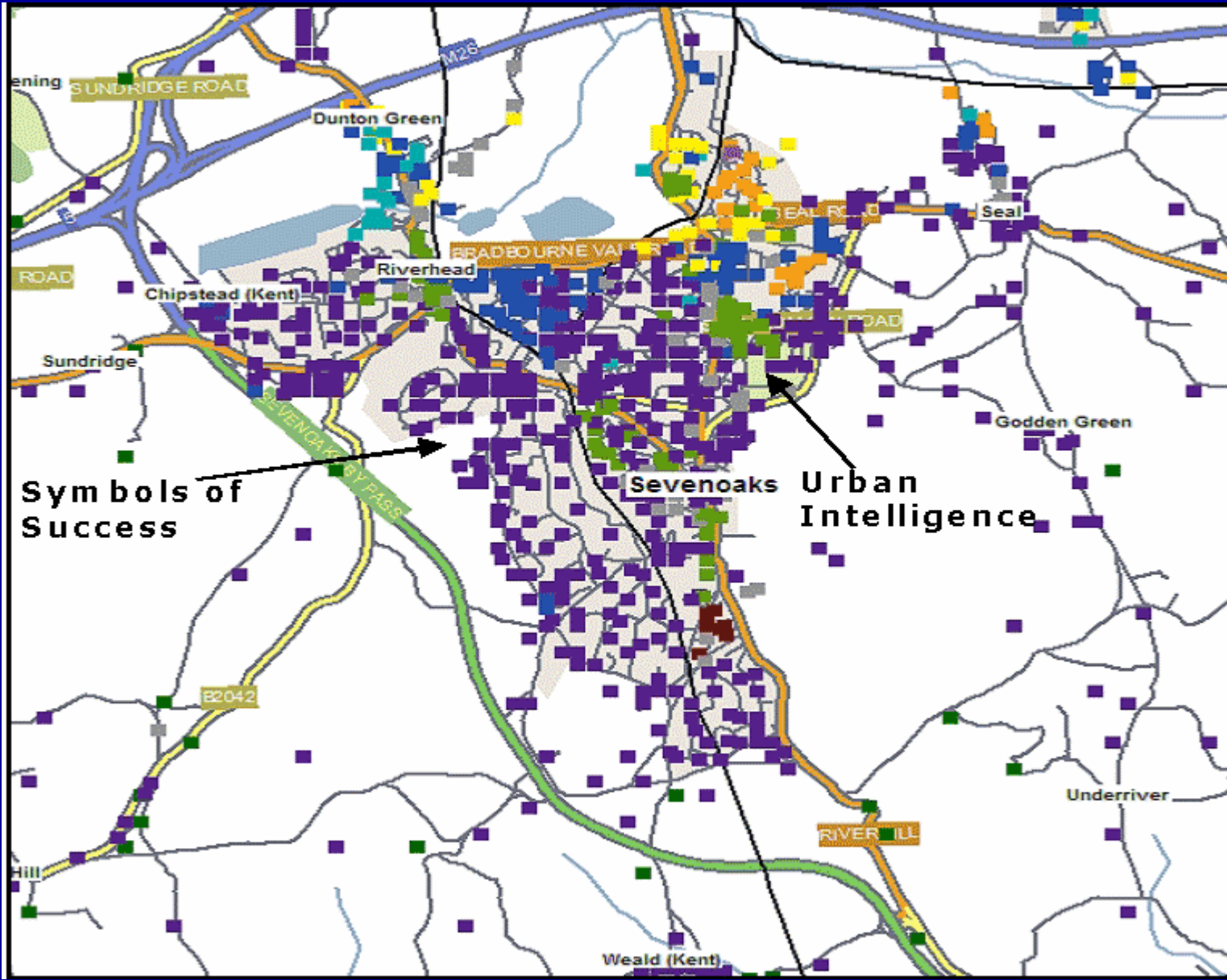


Group K – Rural Isolation

- Older people
- Small communities
- Distinct rural life
- Farming
- Agro-tourism
- Cars important
- Work long hours
- Good diet and lifestyle

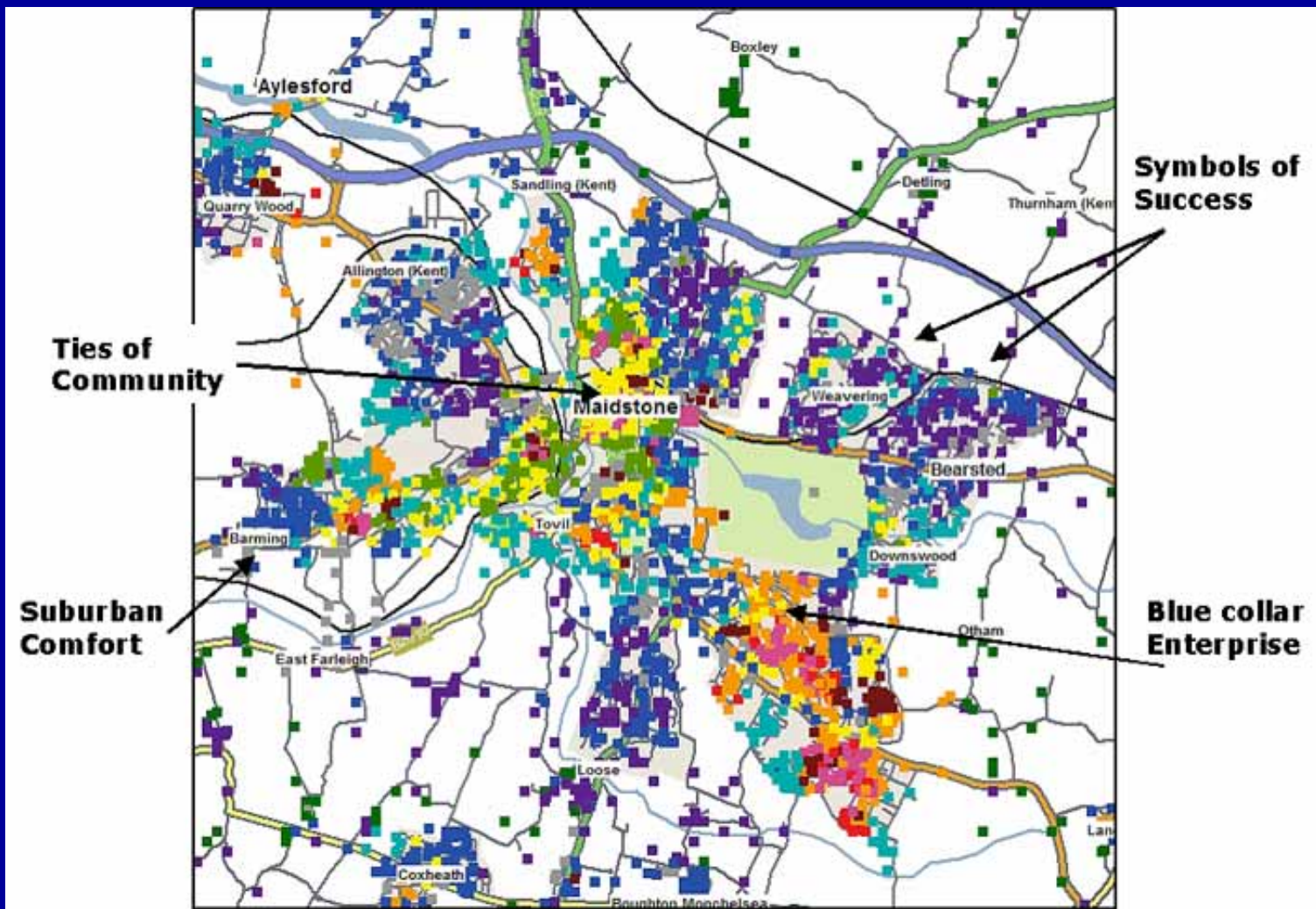




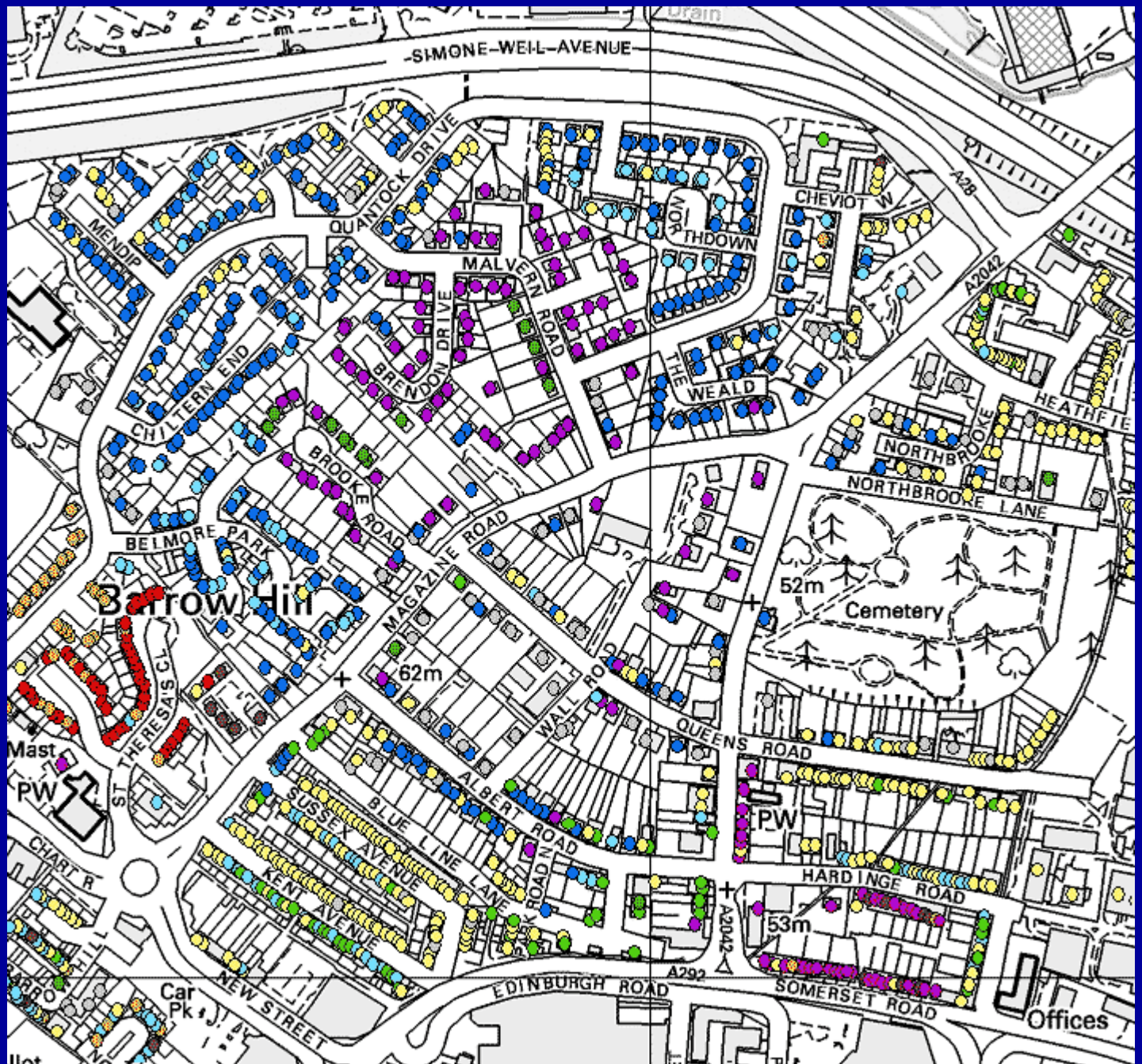


Symbols of Success

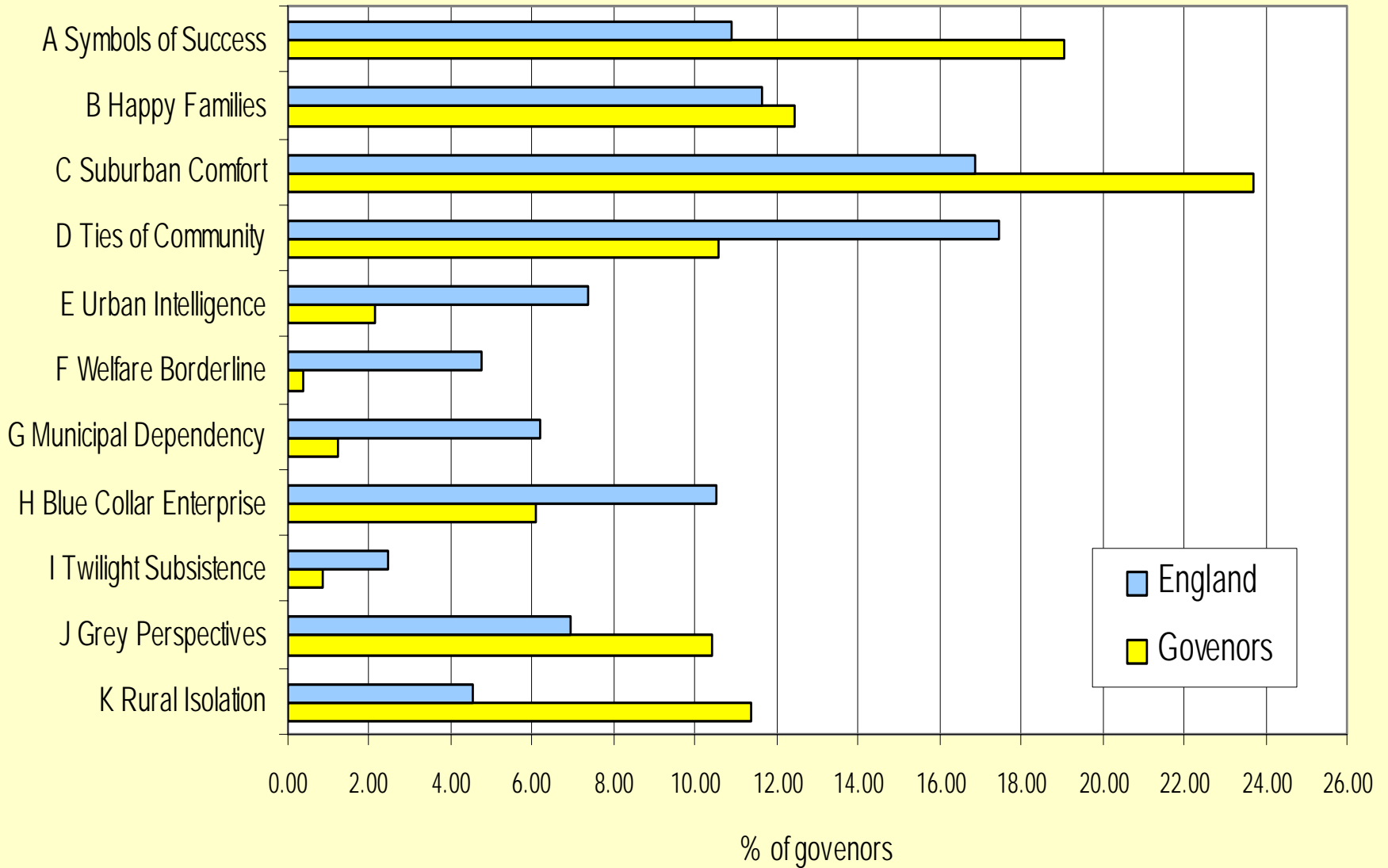
Urban Intelligence



Ashford
Barrow
Hill



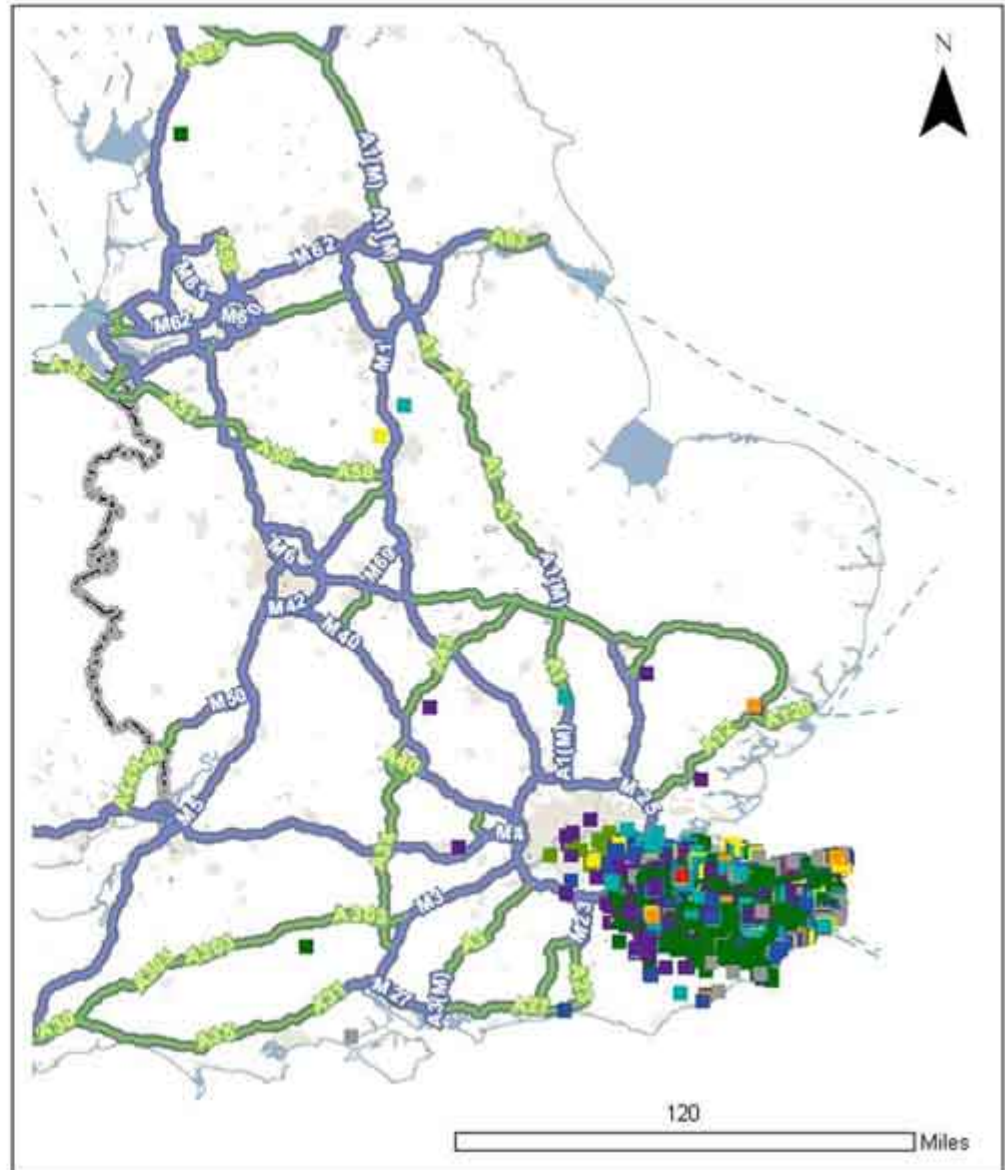
KCC School Governors



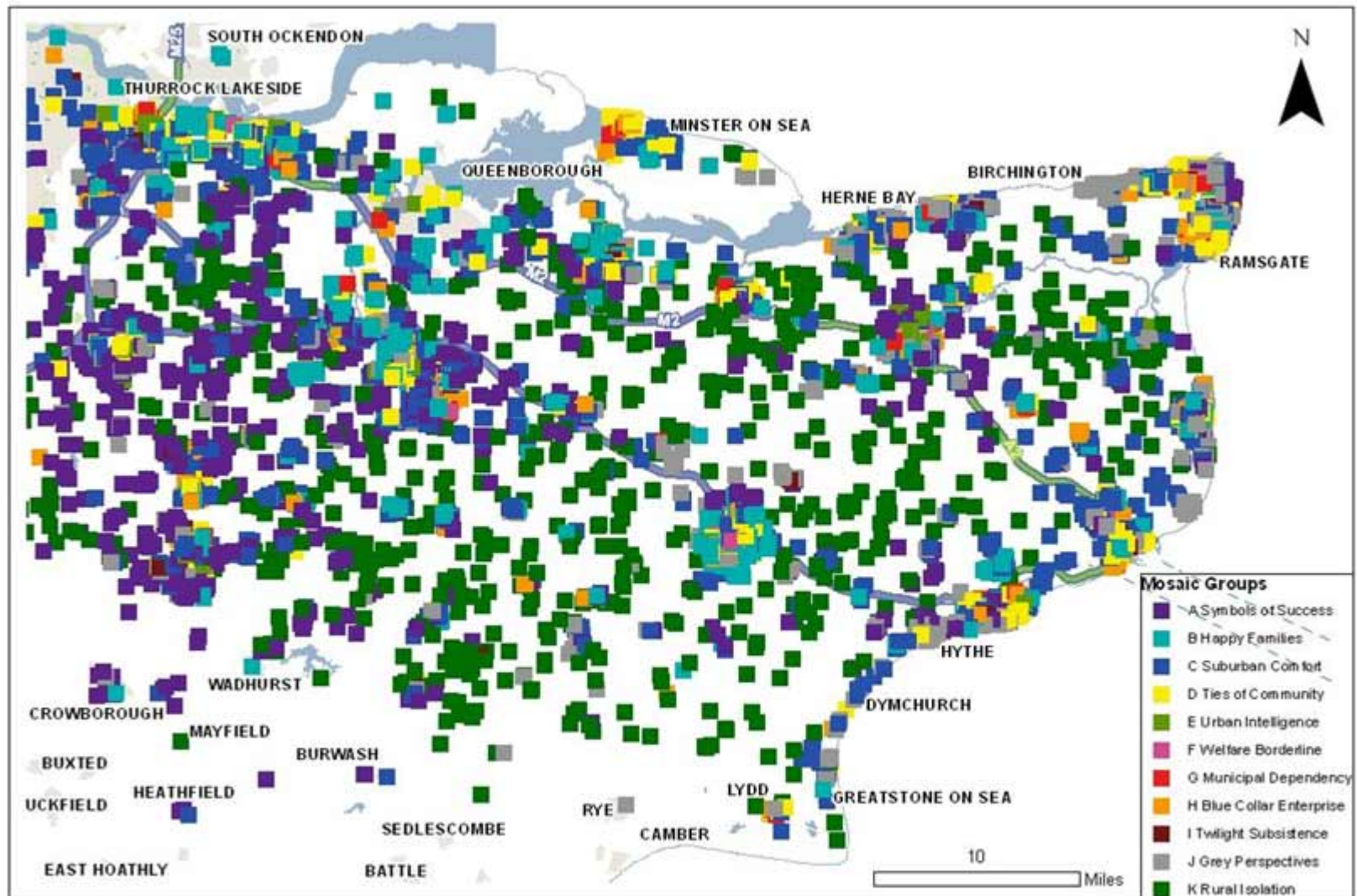
Location and Mosaic Profile of KCC School Governors

Mosaic Groups

- A Symbols of Success
- B Happy Families
- C Suburban Comfort
- D Ties of Community
- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
- I Twilight Subsistence
- J Grey Perspectives
- K Rural Isolation



Location and Mosaic Profile of KCC School Governors Kent



Copyright (c) Experian Ltd 2007. Copyright (c) NAVTEQ 2006.
Based on Crown Copyright material.

Applications

- Profiling customer data
- Supplement survey data
- Customer targeting



Projects

- Adult Education
- Education and schools
- Financial stress
- Healthy eating
- Recycling
- Post offices
- Tourism / Events
- Country Parks
- Supporting Independence
- Kent Benefits Partnership



Questions.....

Dr Peter Welsh

Email: peter.welsh@kent.gov.uk

Tel: 01622 221470

