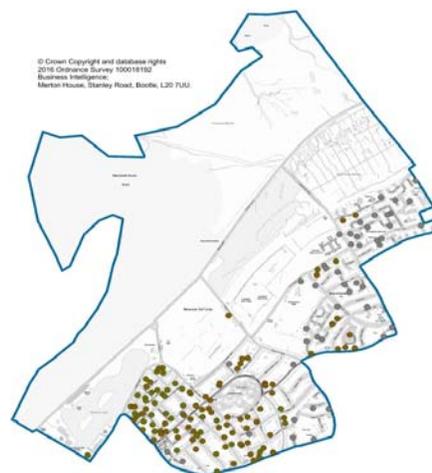


MOSAIC Ward Profile Cambridge

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 11,900 residents living in 6,500 households across Cambridge. Over two thirds (67.5%) of the households in Cambridge ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Cambridge % / Count	Sefton %	Variance on Sefton
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	28.0% / 1,822	12.7%	15.3%
J Rental Hubs	Educated young people privately renting in urban neighbourhoods	21.9% / 1,423	4.0%	17.9%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	17.6% / 1,143	14.6%	3.0%

The three main Mosaic Group profile of Cambridge show variations in the age and housing type make up however, the income levels are similar, with the majority of households being on a lower income (<£15 to £29k). The age range for one of the groups is vastly different ranging from 20 - 29 (Group J) to 76 - 80 (Group F and N). The housing type also varies across the three groups with Group F generally owning their own properties, Group J privately renting and Group N living in purpose built housing rented from social landlords. There may be a demand for some intervention or support across all age groups.

The groups can be further broken-down into more specific categories called Types, with two types making up nearly a half (45.3%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Cambridge % / Count	Sefton %	Variance on Sefton
N58 Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes	23.5% / 1,529	4.2%	19.3%
J45 Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on a main roads	21.8% / 1,415	3.6%	18.2%

The top two types show different household make-ups, with Type N58 showing older people (aged 86 - 90), living in owner occupied purpose built accommodation, who have no children and have a low income (<£15k). In contrast to this Type J45, with a younger age range (31 - 35), also on a lower income (£20 - 29k), with no children living in privately rented flats.

Ward:

Cambridge

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	Cambridge		Sefton
		Count	%	%
1	N Vintage Value	1,822	28.01	12.72
2	J Rental Hubs	1,423	21.88	3.97
3	F Senior Security	1,143	17.57	14.59
4	B Prestige Positions	540	8.30	9.50
5	H Aspiring Homemakers	356	5.47	10.52
6	I Urban Cohesion	354	5.44	0.82
7	K Modest Traditions	329	5.06	7.43
8	D Domestic Success	216	3.32	5.20
9	E Suburban Stability	186	2.86	14.08
10	L Transient Renters	122	1.88	7.47
11	M Family Basics	13	0.20	7.01
12	A Country Living	0	0.00	0.21
13	C City Prosperity	0	0.00	0.00
14	G Rural Reality	0	0.00	0.49
15	O Municipal Challenge	0	0.00	5.99
Total		6,504	100	100

N Vintage Value



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

J Rental Hubs



Aged 18-35
 Private renting
 Singles and sharers
 Urban locations
 Young neighbourhoods
 High use of smartphones

F Senior Security



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

Ward:

Cambridge

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	Cambridge		Sefton
		Count	%	%
1	N58 Aided Elderly	1,529	23.51	4.24
2	J45 Bus-Route Renters	1,415	21.76	3.64
3	F24 Bungalow Haven	613	9.42	3.61
4	I39 Ageing Access	354	5.44	0.82
5	F22 Legacy Elders	345	5.30	3.44
6	N59 Pocket Pensions	293	4.50	1.63
7	K47 Offspring Overspill	273	4.20	5.05
8	B06 Bank of Mum and Dad	257	3.95	2.35
9	B09 Diamond Days	239	3.67	2.08
10	H31 First-Rung Futures	169	2.60	2.65

N58 Aided Elderly



Developments for the elderly
Mostly purpose built flats
Most own, others rent
Majority are living alone
Have income additional to state pension
Least likely to own a mobile phone

J45 Bus-Route Renters



Aged 25 to 40
Living alone or sharing
Rent lower value flats, often 1 bed
Often live near main roads
Further from central amenities
Sourced mobile on Internet

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	Cambridge		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.

