

MOSAIC Ward Profile

Litherland

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 11,800 residents living in 5,700 households across Litherland. Nearly two thirds (62.2%) of the households in Litherland ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Litherland % / Count	Sefton %	Variance on Sefton
L Transient Renters	Single people privately renting low cost homes for the short term	27.3% / 1,543	7.5%	19.8%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	17.7% 998	12.7%	5.0%
M Family Basics	Families with limited resources who have to budget to make ends meet	17.3% / 975	7.0%	10.3%

The three main Mosaic Group profile of Litherland show some similarities, with the groups residing in rented properties (M & N socially rented and L privately rented), and being on low incomes (<£15k - £29k), however, the age profile of the groups is vastly different with Group L being younger aged 18 - 25, Group M being aged between 31 - 35 compared to the older ages seen in Group N 76 - 60. Households in Groups L and N are likely to be single with no children whereas Group M is a family environment with an average of three children in the household. The ward will have a demand for intervention or support across all age groups.

The groups can be further broken-down into more specific categories called Types, with three types making up over half (52.6%) of all households in the ward:

Mosaic Type	Mosaic Type Description	Litherland % / Count	Sefton %	Variance on Sefton
L50 Renting a Room	Transient renters of low cost accommodation often within subdivided older properties	11.8% / 667	2.9%	8.9%
N57 Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security	10.9% / 618	3.4%	7.5%

The top two types show some similarities in household make-ups, both having low incomes (<£15k - 19k), and likely to be single with no children, however the age range and housing ownership vary, Type N57 older people aged 76 - 80 living in privately owned properties, compared to Type L50 younger people aged 26 - 30 living in privately rented properties.

Ward:

Litherland

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	Litherland		Sefton
		Count	%	%
1	L Transient Renters	1,543	27.30	7.47
2	N Vintage Value	998	17.66	12.72
3	M Family Basics	975	17.25	7.01
4	H Aspiring Homemakers	660	11.68	10.52
5	F Senior Security	503	8.90	14.59
6	K Modest Traditions	371	6.56	7.43
7	E Suburban Stability	286	5.06	14.08
8	O Municipal Challenge	285	5.04	5.99
9	J Rental Hubs	31	0.55	3.97
10	A Country Living	0	0.00	0.21
11	B Prestige Positions	0	0.00	9.50
12	C City Prosperity	0	0.00	0.00
13	D Domestic Success	0	0.00	5.20
14	G Rural Reality	0	0.00	0.49
15	I Urban Cohesion	0	0.00	0.82
Total		5,652	100	100

L Transient Renters



- Private renters
- Low length of residence
- Low cost housing
- Single
- Older
- Few landline telephones

N Vintage Value



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

M Family Basics



- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

Ward:

Litherland

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	Litherland		Sefton
		Count	%	%
1	L50 Renting a Room	667	11.80	2.88
2	N57 Seasoned Survivors	618	10.93	3.35
3	M54 Childcare Squeeze	505	8.93	2.09
4	L49 Disconnected Youth	458	8.10	0.86
5	H30 Affordable Fringe	446	7.89	5.75
6	M55 Families with Needs	322	5.70	2.90
7	F25 Classic Grandparents	286	5.06	2.97
8	L51 Make Do & Move On	225	3.98	0.83
9	K47 Offspring Overspill	201	3.56	5.05
10	N60 Dependent Greys	197	3.49	2.18

L50 Renting a Room



Singles and homesharers
Short term private renters
Low rent accommodation
Often Victorian terraces
Most likely to get a lift to work
Low wage occupations

N57 Seasoned Survivors



Very elderly
Most are living alone
Longest length of residence (29 years)
Modest income
Own mostly 2 or 3 bed terraces
Retired from routine / semi-skilled jobs

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	Litherland		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.

