

# MOSAIC Ward Profile

## Netherton & Orrell

### 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 11,400 residents living in 5,300 households across Netherton & Orrell. Over half (54.8%) of the households in Netherton & Orrell ward are classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Netherton & Orrell % / Count	Sefton %	Variance on Sefton
H Aspiring Homemakers	Younger households settling down in housing priced within their means	21.9% / 1,157	10.5%	11.4%
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	17.0% / 897	7.4%	9.6%
M Family Basics	Families with limited resources who have to budget to make ends meet	15.9% / 841	7.0%	8.9%

The Mosaic Group profile of Netherton & Orrell shows variations in household make-ups of the top three Groups. Groups K and M are on lower incomes (<£15k - £29k) compared to the higher rate seen in H (£40k - 49k). The housing ownership indicates H and K living in owner occupied houses, whereas those residing in households deemed to be in Group M tend to be socially rented flats. The age range across the groups also varies with H and M both showing younger working age residents (31 - 35), compared K with older working age people (56 - 60). There is likely to be a demand for intervention or support within the ward specifically from younger and working age people.

The groups can be further broken-down into more specific categories called types, with three types making up over a third (40.7%) of all households in Netherton & Orrell:

Mosaic Type	Mosaic Type Description	Netherton & Orrell % / Count	Sefton %	Variance on Sefton
H30 Affordable Fringe	Settled families with children owning, modest, 3-bed semis in areas more affordable housing	16.4% / 867	5.8%	10.6%
K47 Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	13.7% / 722	5.1%	8.6%
O62 Low Income Workers	Older social renters settled in low value homes in communities where employment is hard to find	10.6% / 562	3.5%	7.1%

The top three types show different household compositions within the ward, with differences in incomes, age ranges and household tenure. Two of the types (H30 and K47) suggest that the residents reside in owner occupied homes and have a reasonable levels of income (£30k -£49k). In contrast the remaining type (O62) provides a different picture with some residents tending to have lower incomes (<£15k) and live in socially rented houses. The age range for two of the types (K47 and O62) shows residents being older working age people (56 - 60), with those H30 being slightly younger (41 - 45). There is a similar pattern of low levels of younger and working age people requiring intervention or support in the ward.

Ward:

## Netherton & Orrell

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	Netherton and Orrell		Sefton
		Count	%	%
1	<b>H</b> Aspiring Homemakers	1,157	21.88	10.52
2	<b>K</b> Modest Traditions	897	16.97	7.43
3	<b>M</b> Family Basics	841	15.91	7.01
4	<b>O</b> Municipal Challenge	651	12.31	5.99
5	<b>F</b> Senior Security	574	10.86	14.59
6	<b>N</b> Vintage Value	534	10.10	12.72
7	<b>L</b> Transient Renters	317	6.00	7.47
8	<b>E</b> Suburban Stability	162	3.06	14.08
9	<b>D</b> Domestic Success	142	2.69	5.20
10	<b>J</b> Rental Hubs	12	0.23	3.97
11	<b>A</b> Country Living	0	0.00	0.21
12	<b>B</b> Prestige Positions	0	0.00	9.50
13	<b>C</b> City Prosperity	0	0.00	0.00
14	<b>G</b> Rural Reality	0	0.00	0.49
15	<b>I</b> Urban Cohesion	0	0.00	0.82
<b>Total</b>		<b>5,287</b>	<b>100</b>	<b>100</b>

### H Aspiring Homemakers



- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

### K Modest Traditions



- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

### 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:

## Netherton & Orrell

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	Netherton and Orrell		Sefton	
		Count	%	Count	%
1	<b>H30</b> Affordable Fringe	867	16.40		5.75
2	<b>K47</b> Offspring Overspill	722	13.66		5.05
3	<b>O62</b> Low Income Workers	562	10.63		3.52
4	<b>M55</b> Families with Needs	448	8.47		2.90
5	<b>F23</b> Solo Retirees	392	7.41		4.56
6	<b>M53</b> Budget Generations	251	4.75		1.63
7	<b>N60</b> Dependent Greys	238	4.50		2.18
8	<b>F25</b> Classic Grandparents	182	3.44		2.97
9	<b>H31</b> First-Rung Futures	169	3.20		2.65
10	<b>N57</b> Seasoned Survivors	163	3.08		3.35

### H30 Affordable Fringe



Married couples in 30s or 40s  
 Have lived there 5 years or more  
 Own semis in affordable suburbs  
 School age children  
 Many in receipt of Tax Credits  
 Most likely to have small pets

### K47 Offspring Overspill



Pre-retirement  
 Families with adult children  
 Individual incomes not high  
 Better off if children are contributing  
 Own 3 bed semis and terraces  
 Bills can become a struggle

### O62 Low Income Workers



Older households  
 Renting low cost semi and terraces  
 Social landlords  
 Longer length of residence  
 Areas with low levels of employment  
 2 or 3 bedrooms

# 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	Netherton & Orrell Count	%	Sefton %
<b>A</b> Country Living	1,481	29.52	15.46
<b>B</b> Prestige Positions	932	18.58	3.28
<b>C</b> City Prosperity	343	6.84	0.10
<b>D</b> Domestic Success	492	9.81	5.53
<b>E</b> Suburban Stability	170	3.39	5.49
<b>F</b> Senior Security	211	4.21	
<b>G</b> Rural Reality	0	0.00	18.08
<b>H</b> Aspiring Homemakers	62	1.24	10.72
<b>I</b> Urban Cohesion	48	0.96	0.70
<b>J</b> Rental Hubs	108	2.15	3.80
<b>K</b> Modest Traditions	152	3.03	4.00
<b>L</b> Transient Renters	237	4.72	8.10
<b>M</b> Family Basics	718	14.31	6.08
<b>N</b> Vintage Value	63	1.26	6.11
<b>O</b> Municipal Challenge	0	0.00	2.13
<b>Total</b>	<b>5,017</b>	<b>100</b>	<b>100</b>



# 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.

