Experian Mosaic Public Sector

Profile of Tower Hamlets, 2016

Tower Hamlets Council

Corporate Strategy and Equality Service, Corporate Research Unit

Contents

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Front cover

Summary

This report analyses Experian's Mosaic Public Sector data for Tower Hamlets.

Mosaic Public Sector is a 'geo-demographic' tool which classifies the population into 66 different types based on their socio-economic and lifestyle characteristics. The names and descriptions for the types and groups originate from Experian.

The borough has a very distinct Mosaic Public Sector profile and over three quarters of the borough's households fall into just four Mosaic Public Sector types:

- Almost one third (30%) of Tower Hamlets households are classified as O65 households – the highest proportion in the UK. These households are likely to be ethnically diverse households with children, living in social rented flats in overcrowded conditions, who are struggling on low incomes. O65 households are particularly likely to be found in Shadwell where they comprise 60% of all households.

- One in five (21%) of households are classified as C12. Residents in these households are highly educated and ambitious 20 and 30-somethings renting expensive apartments, typically on higher incomes. Over 40% of households in Island Gardens and Weavers are C12.

- The borough's third largest Mosaic type is C11 who account for 15% of all households. These households are likely to contain young, high earning professionals who are relatively new to the borough. These households predominate around the riverside and City Fringe areas of the borough: the proportions of C11 households are highest in the wards of Canary Wharf (67%), Limehouse (57%) and St. Katharine's and Wapping (49%).

- O64 comprise 1 in 12 households (8%) and are well represented in most wards, though the proportions are highest in Stepney Green (15%) and Bow East (14%). These households are more likely to contain older residents who live alone, in social housing. This group are often on lower incomes and find it difficult to get by financially.

This report provides detailed profiles of the eleven types that predominate in Tower Hamlets – together these comprise 98% of all households.

About the report

'Mosaic Public Sector gives you a pin-sharp picture of the people you need to reach, reflecting the latest socio-economic trends. Over 850 million pieces of information across 450 different data points are condensed using the latest analytical techniques to interpret and understand.'

This report provides a profile of residents in Tower Hamlets using the Mosaic Public Sector classification.

Experian's Mosaic Public Sector is a geo-demographic classification tool which aims to provide a broad view of society, describing households in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes. Experian Mosaic Public Sector divides the population into 15 groups which are then further broken down into 66 sub types. This classification provides an indication of the most likely characteristics of people in terms of their socio-demographic lifestyles. For more detail of all these groups please see Appendix 5.

About the Analysis

For the geographical analysis, a cut of the council's Local Land and Property Gazetteer (LLPG) was given, in May 2016, to Experian, who then matched the addresses of the properties with their data and allocated a Mosaic type to that property record. (As the LLPG has a record for all student accommodation at room level rather than property level this has artificially increased the proportion of this type in the sample.)
Since the LLPG has a grid reference present in the data, this meant the records could be mapped and the proportions calculated for each type in each ward.

The above sample of 130,814 *records* had entries in 11 groups and 33 sub types, with 11 sub types making up 98.18% of all the coded records. Therefore this analysis has concentrated on these 11 sub types. As the segmentation is a national one, there are some of the groups and sub types which would not be expected within the borough, for example, those with rural characteristics.

This report uses selected characteristics such as household income, length of residency, household type, communication channels and attitudes to recycling to build a profile of the sub types.

Each characteristic has been given an index value with 100 being the national average. Therefore on the characteristic charts, bars to the left show characteristics which are less likely to be present in a type and bars to the right show characteristics which are more likely to be present in the type. A very high index score means that the characteristic is very likely to be present.

The names and descriptions of the types are based on the Experian data.

***Please note :** The data presented on the characteristics of the Mosaic Public Sector types are the characteristics of the type of people nationally and not specific to Tower Hamlets residents*
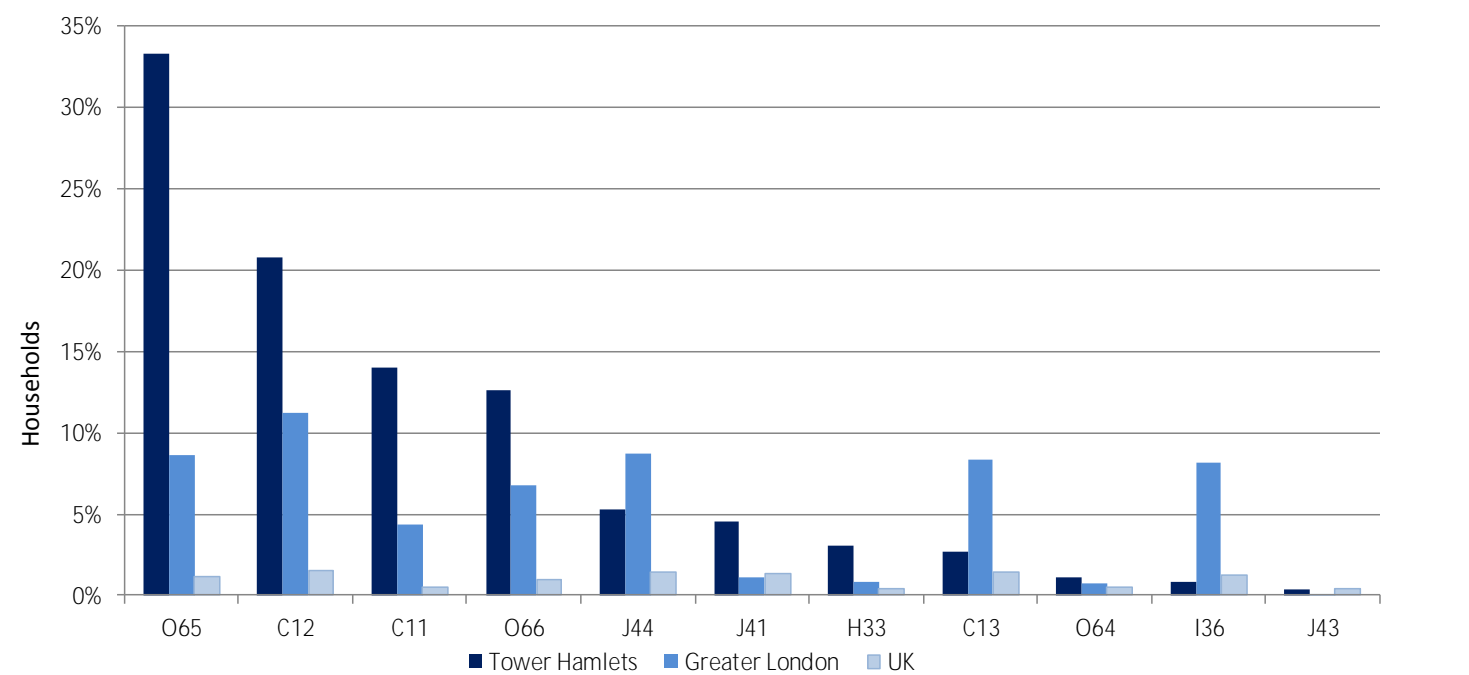
The borough in context

The profile of Tower Hamlets is very different to London and the UK as can be seen from the chart below. Households in Tower Hamlets fall broadly into 5 Mosaic Public Sector groups and 11 sub types. Tower Hamlets has the highest proportion of Type O65, in the UK.

Seven of the Borough's top sub types feature in London's top ten but not necessarily in the same order. However, none of the Borough's top ten types feature in the top ten types for the UK.

Top ten Mosaic Public Sector types for Tower Hamlets, London and UK, 2014.

Tower Hamlets	London	UK
O65	C12	F24
C12	J44	H30
C11	O65	H35
O66	C13	M55
J44	I36	J45
J41	I37	G29
H33	O66	M56
C13	D14	E21
O64	C10	D15
I36	C11	A04
J43	M56	D16

(Tower Hamlets ranking: 1 → 10)

% of Tower Hamlets households by Mosaic Public Sector type compared with London and UK, 2014.

Legend: ■ Tower Hamlets ■ Greater London ■ UK

Categories: O65, C12, C11, O66, J44, J41, H33, C13, O64, I36, J43

Source Experian Public Sector Mosaic data 2014

Summary of the Characteristics of the Top 11 Mosaic Public Sector types in Tower Hamlets, 2016.

Residents or households in each Type share all or some of these characteristics.

O65

Ethnically diverse families with children, living in social housing and in housing need

30.41% of households in the borough

C12

Young 'professionals' renting high rent value properties

21.00% of households in the borough

C11

Professional workers, renting at premium property rent levels and living in landmark/fashionable areas.

14.72% of households in the borough

O66

Older, long term social renters
8.23% of households in the borough

J44

Young mobile residents, employed in service sector jobs and living in rented accommodation.

 7.50% of households in the borough

J43

Students living in high density accommodation close to universities and education providers.

 4.86% of households in the borough
(household for student = room)

J41

Young renters in City Centre locations close to jobs and night life.

4.56% of households in the borough

C13

High income households living in high value properties in accessible inner city locations.

2.50% of households in the borough

H33

Young singles and couples with children living in new build homes

2.05% of households in the borough

I36

Families with above average income living in ethnically diverse urban communities.

1.35% of households in the borough

O64

Renters of social rented flats in high rise accommodation where levels of need are significant levels of need

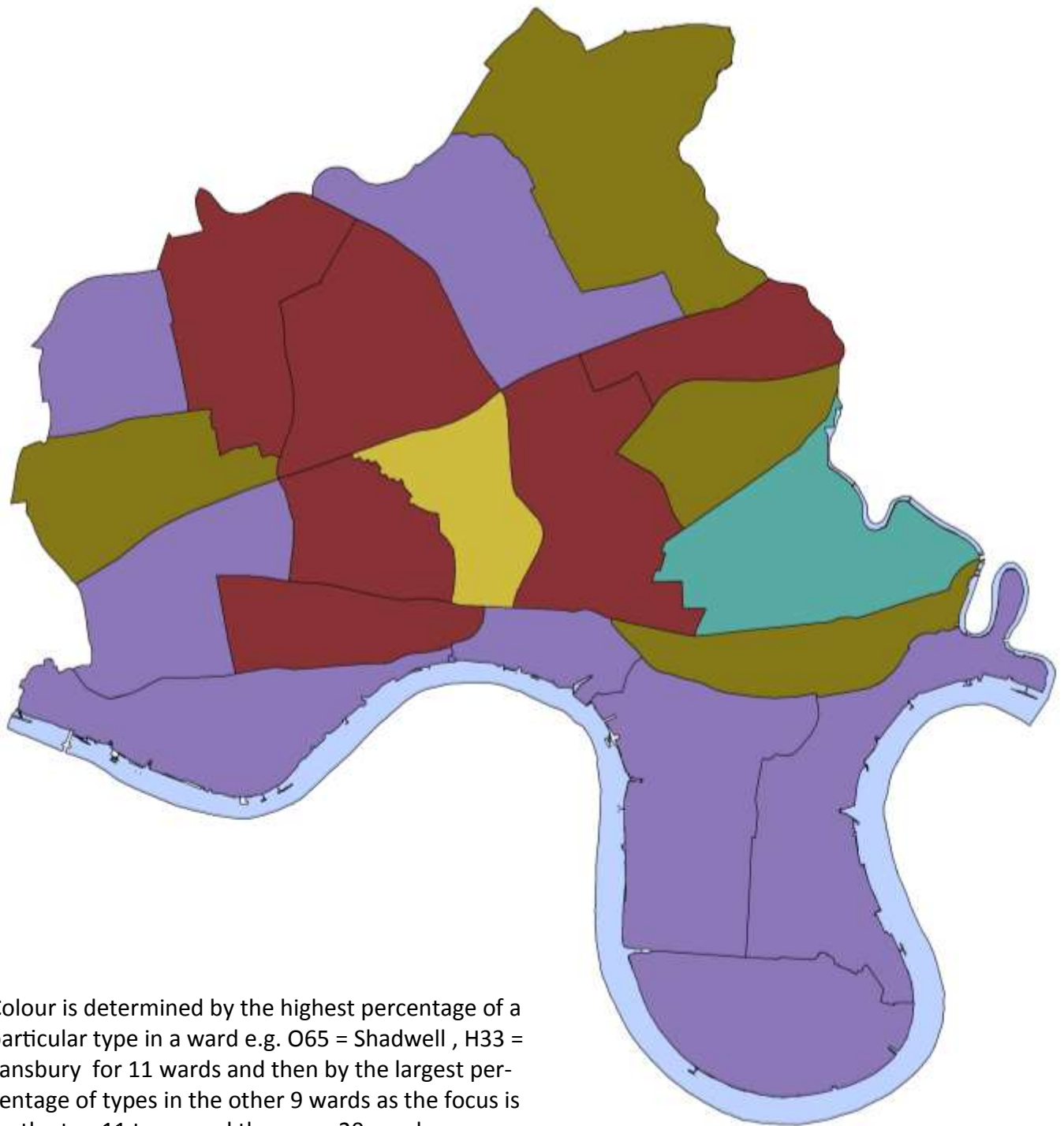**0.60% of households in the borough**

Percentages are based on the 2016 LLPG cut given to Experian to match in May 2016

Description summaries are based upon Experian Mosaic Public Sector profiles

Mosaic Public Sector Types within Wards , 2016

Colour is determined by the highest percentage of a particular type in a ward e.g. O65 = Shadwell , H33 = Lansbury for 11 wards and then by the largest percentage of types in the other 9 wards as the focus is on the top 11 types and there are 20 wards.

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O65

These are families with children who live in small and often overcrowded flats rented from social landlords in inner city areas (particularly London).

This Mosaic type make up 30.4% of all households in Tower Hamlets and account for 60% of households in Shadwell. This type accounts for 109,081 people, 40.41% of the population of the borough in 2014.

Often these families do not live in traditional nuclear family structure. A significant proportion of the adults were not born in the UK and there is a diverse mix of people from countries all around the world.

Families in this group are most likely to be on low incomes and are very likely to be finding it very difficult to manage on their household income.
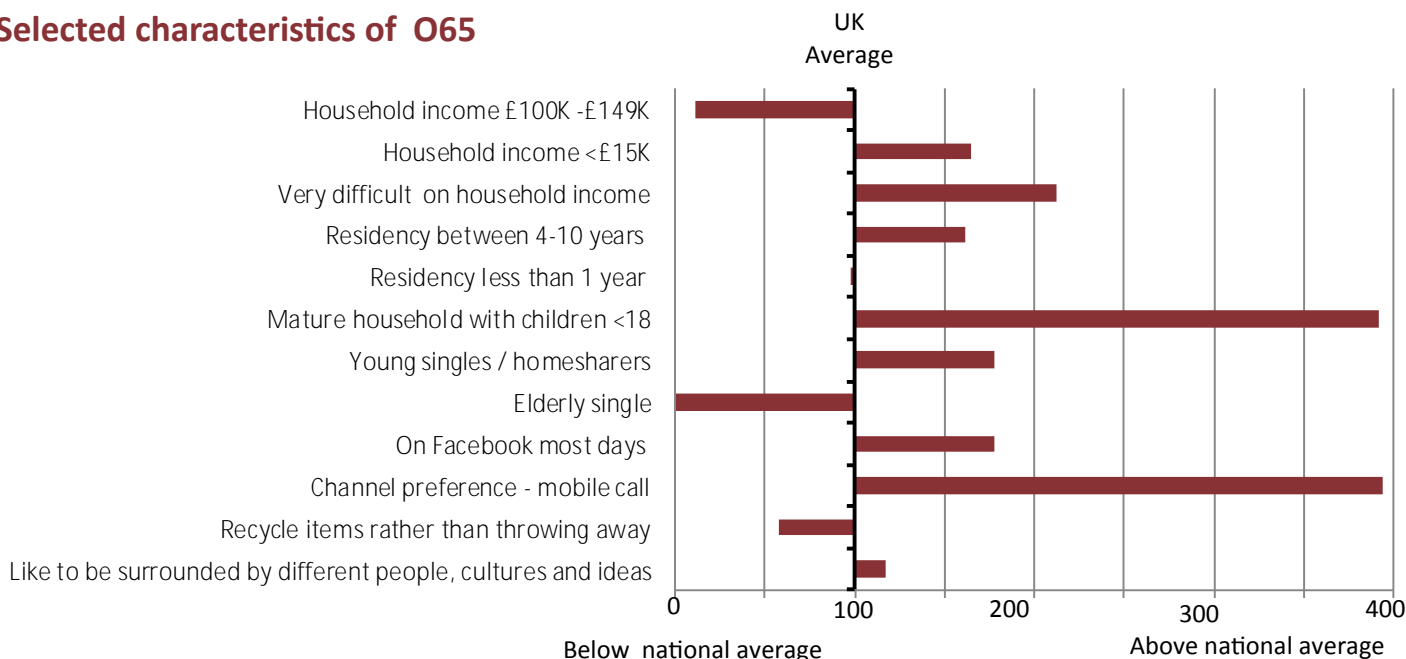
They are likely to use Twitter and Facebook daily and very likely to prefer mobile phones as a means of communication.

They tend not to be concerned about the environment and are the least likely of all the types to recycle.

% of households in each Ward which are in O65
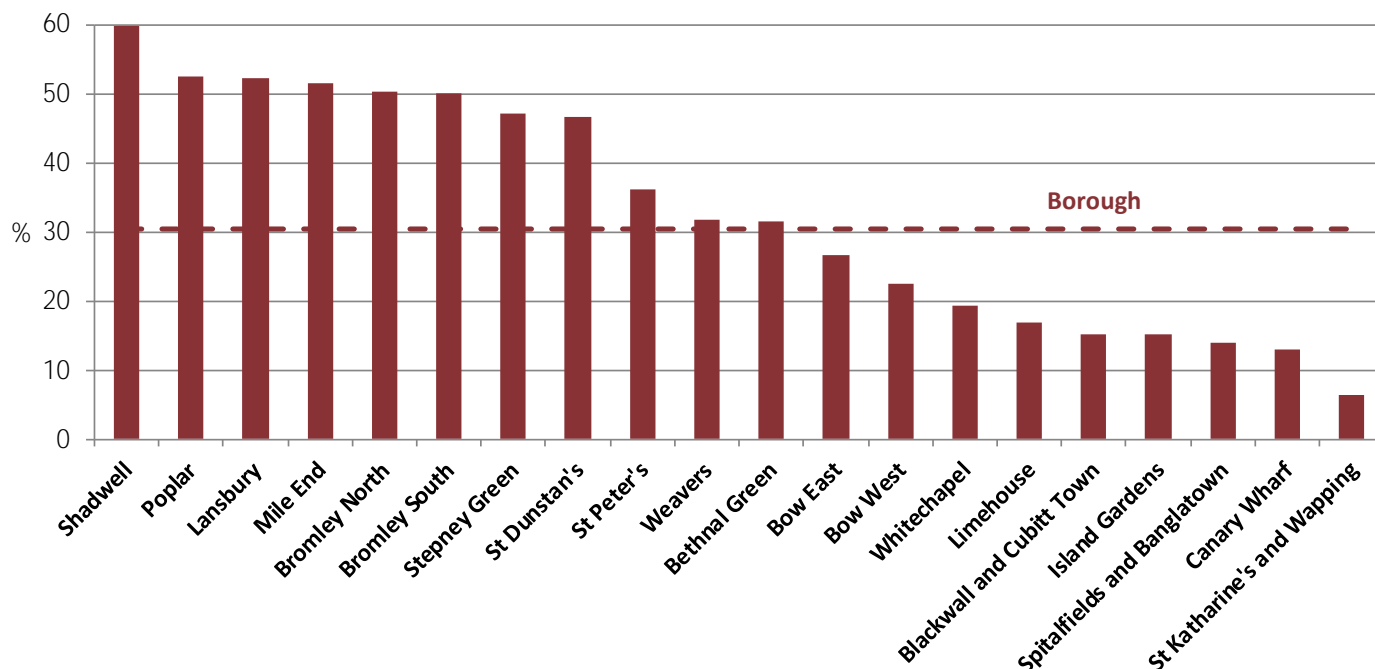

Selected characteristics of O65

Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Ethnically diverse families with children, living in social housing and in housing need'

40,307 (30.41%)

Households
in Tower Hamlets
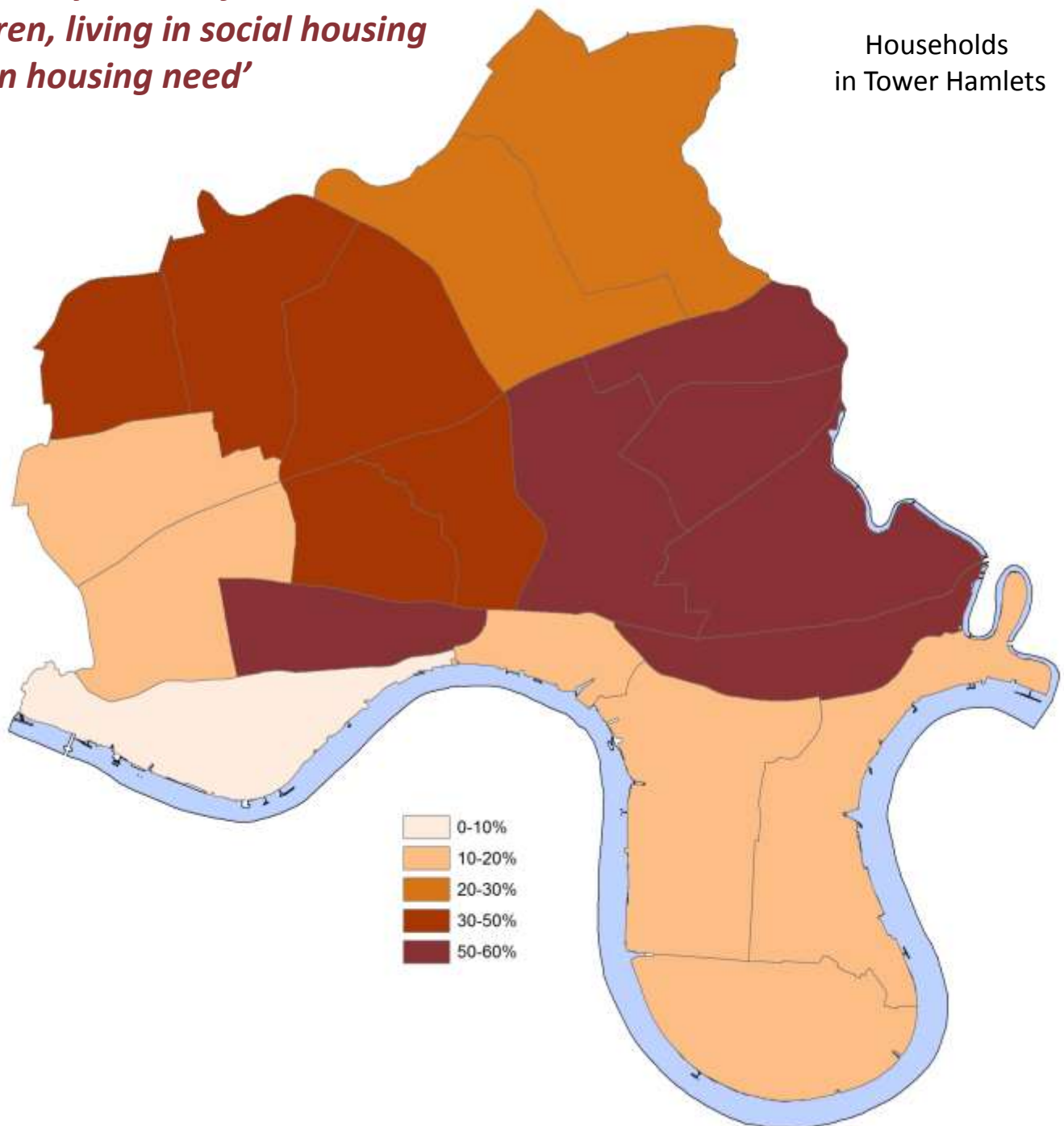
Legend:
- 0-10%
- 10-20%
- 20-30%
- 30-50%
- 50-60%

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Key Features

- Age 36-40
- High diversity
- Many children
- Non nuclear household composition
- Socially rented accommodation

Channel Preference

- Mobile phone.
- Social media, Twitter and Facebook

C12

Residents in these households are highly educated and ambitious 20 and 30-somethings renting expensive apartments, either on their own or with a partner. They are busy forging successful careers living in highly commutable suburbs of Inner London and other economically thriving and upmarket cities.

This type make up 21% of all households in the borough, increasing to over 40% of households in Island Gardens and Weavers. This type accounts for 48,708 people, 18.04% of the population of the borough in 2014.

They are more likely to come from diverse backgrounds and may have children. Residents in this group are more likely to be employed in higher professional occupations, to be in work and to be in social grade A. They are likely to have a household income of between £50,000 and £150,000.
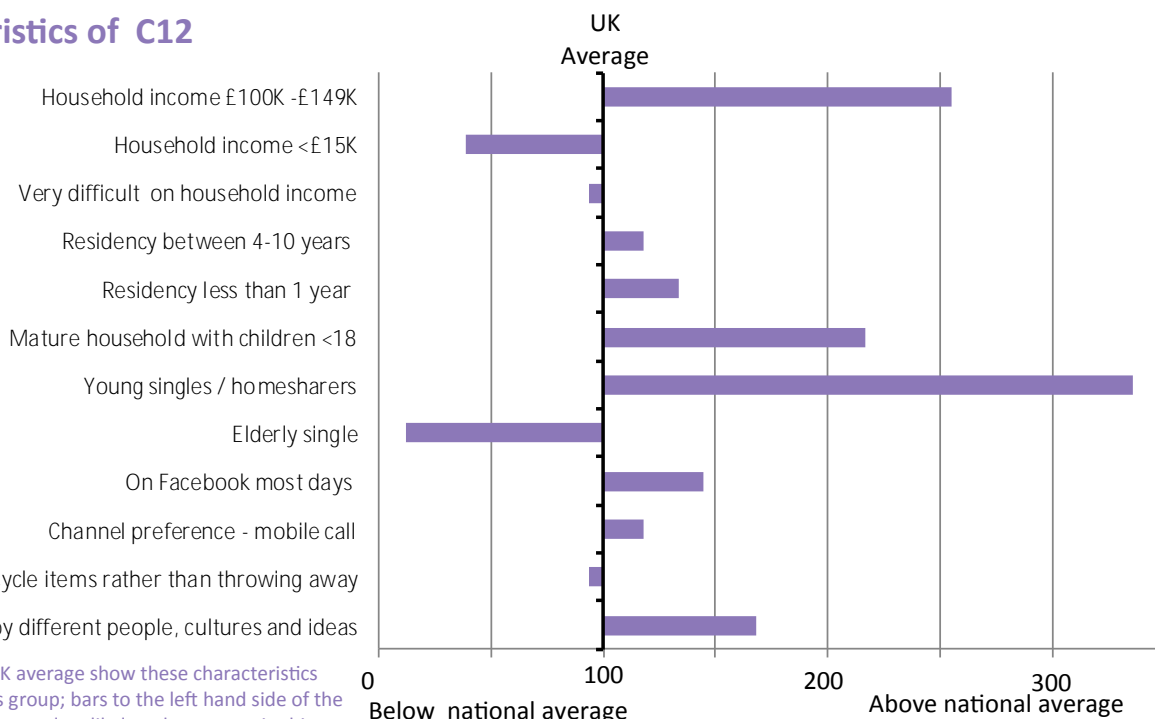
This household type is more likely to use email as a means of communication than mobile phone.

Green issues are well understood by this type, but they are not always as green as they could be in their behaviours.

% of households in each Ward which are C12
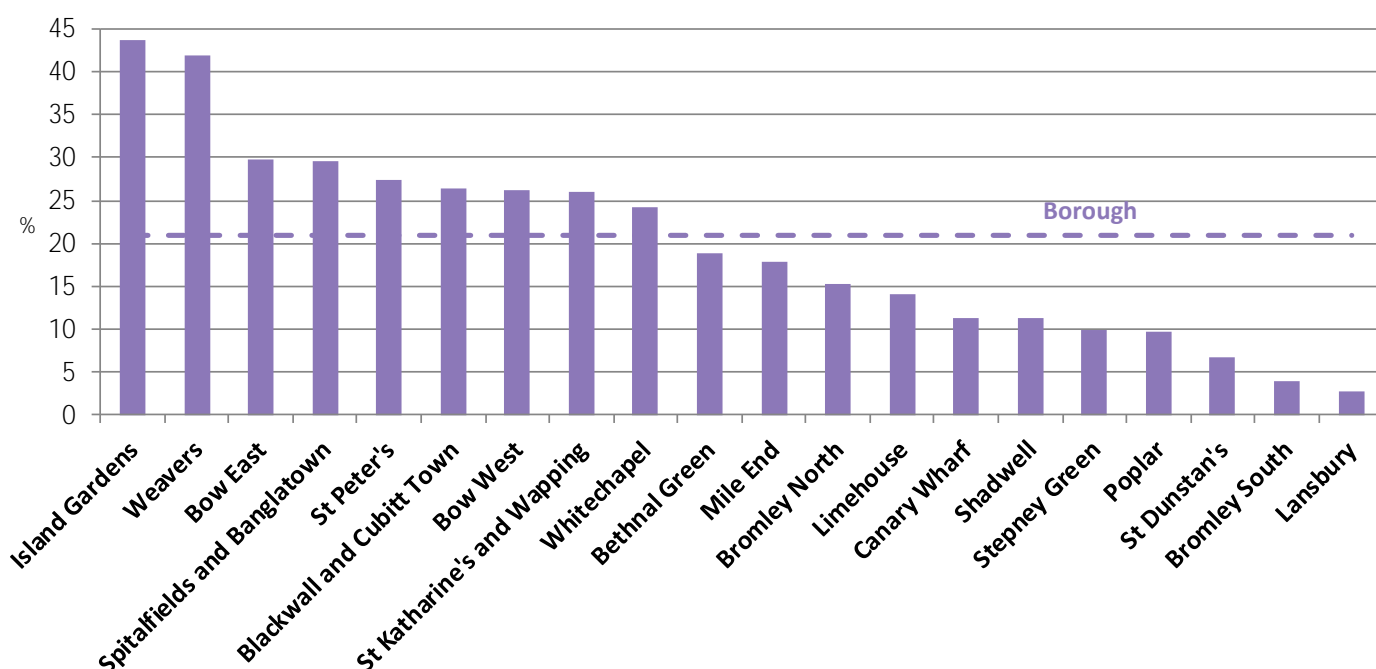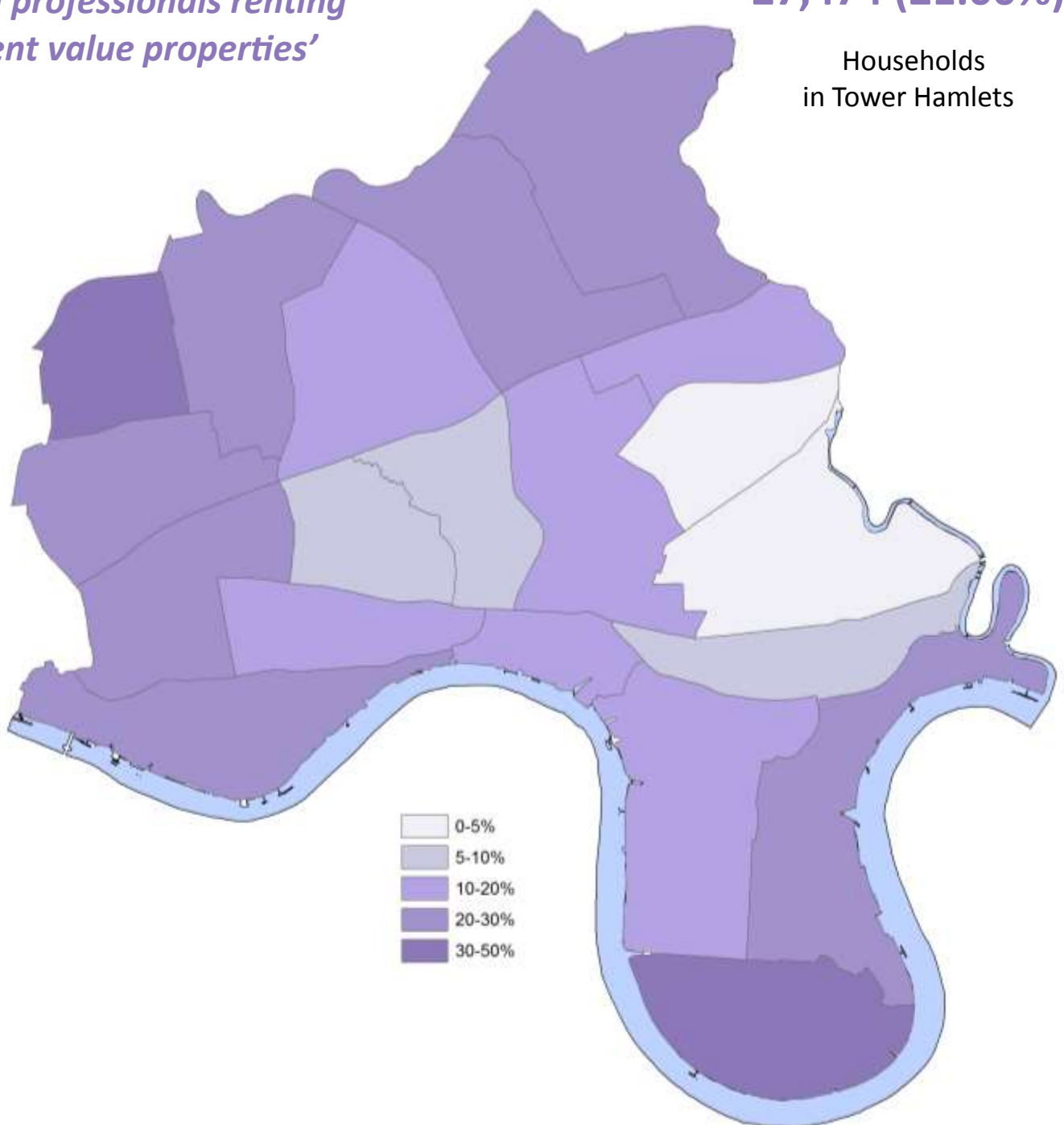

Selected characteristics of C12

Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Young professionals renting high rent value properties'

27,474 (21.00%)

Households
in Tower Hamlets

0-5%
5-10%
10-20%
20-30%
30-50%

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Key Features

- Aged 20 –30
- Highly educated young professionals
- High diversity
- Private rented accommodation
- Home sharers
- IT savvy

Channel Preference

- Email
- Mobile phone
- Facebook
- High internet usage
- Landline

C11

These are young, highly successful City workers renting in prestige locations in Central London. They earn spectacular salaries from demanding jobs in the City pay for their premium-priced flats and their work hard, play hard lifestyles.
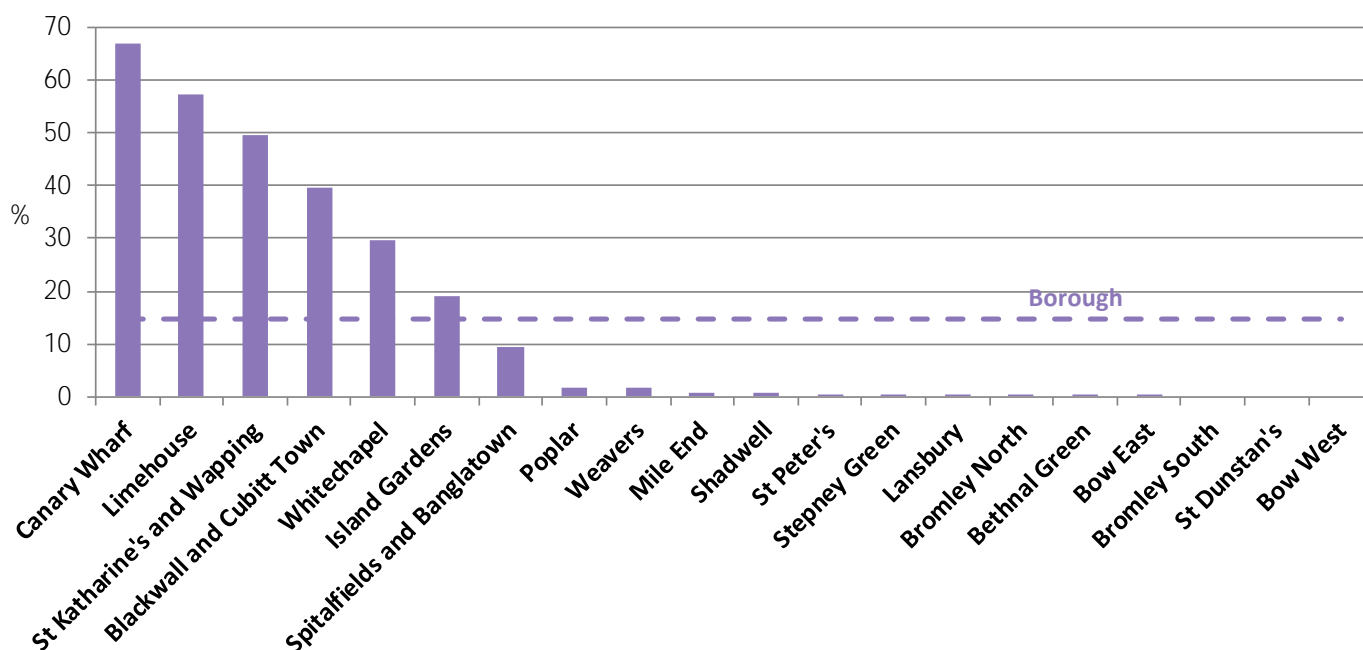
This type make up 19,255 (14.72%) of households in the borough. Canary Wharf has the highest percentage of households in this type (60%) but there are also high concentrations in Limehouse (57%) and St. Katherine's & Wapping (50%). This type accounts for 27,859 people, 10.32% of the population of the borough in 2014.

Residents in this type are very likely to be under 35 and often living alone or in flat shares and are very mobile due to short term rent agreements.

They are very likely to be in professional occupations, be in Social Grade A and are less likely to have children. People in this group are more likely to have very high household incomes of £100,000 and above.

They have a good understanding of key environmental and climate change issues and are more likely than average to generally adopt green behaviours.

% of households in each Ward which are in C11

Selected characteristics of C11

Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Professional workers, renting at premium rent levels and living in landmark/fashionable locations.'

19,255 (14.72%)

Households
in Tower Hamlets
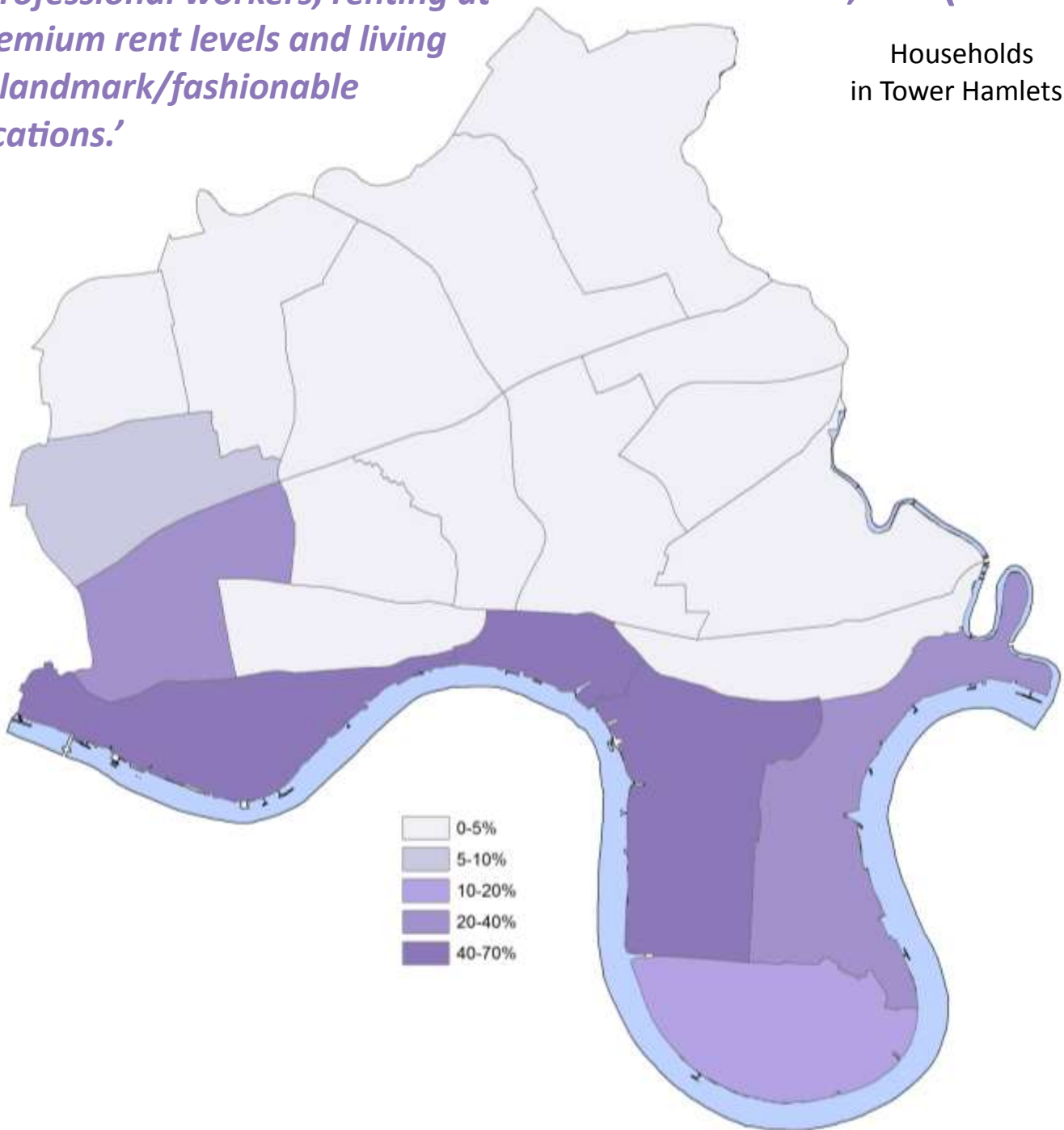
Legend:
- 0-5%
- 5-10%
- 10-20%
- 20-40%
- 40-70%

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Key Features

- Age 26 –35
- Highly educated professionals
- High diversity
- Private Rented Accommodation
- Few children

Channel Preference

- Mobile phone
- SMS (mobile messaging)
- Twitter and Facebook

O66

Residents in these households are long-term renters, typically aged over 55 and often single, who live in centrally-located inner city social housing, usually in London. Now pensioners or approaching retirement, these long standing older residents have witnessed many changes in their local communities.

There are 10,763 (8.23%) households in this type in the borough. Stepney Green and Bow East have the highest proportions (both around 15%). This type accounts for 29,931 people, 11.09% of the population of the borough in 2014.

They are more likely to be on low incomes and also find it difficult to survive on their household income. They are more likely to be single households and less likely to have young children in their household, as they tend to be much older. They are more likely to have lived in their homes for over 10 years.

They read newspapers and watch TV to stay informed but are less likely to use the internet widely and very likely to use a mobile phone.

Their knowledge around key environmental challenges and efforts to be green are generally below average.

% of households in each Ward that are O66
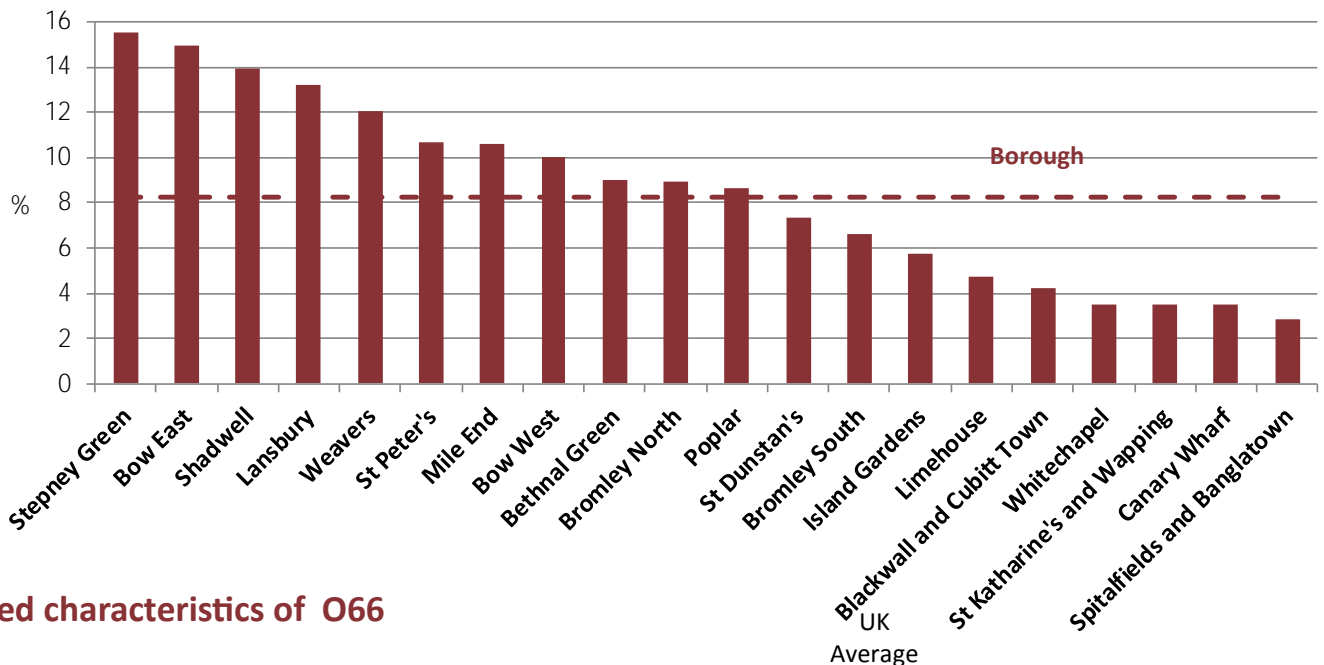

Selected characteristics of O66
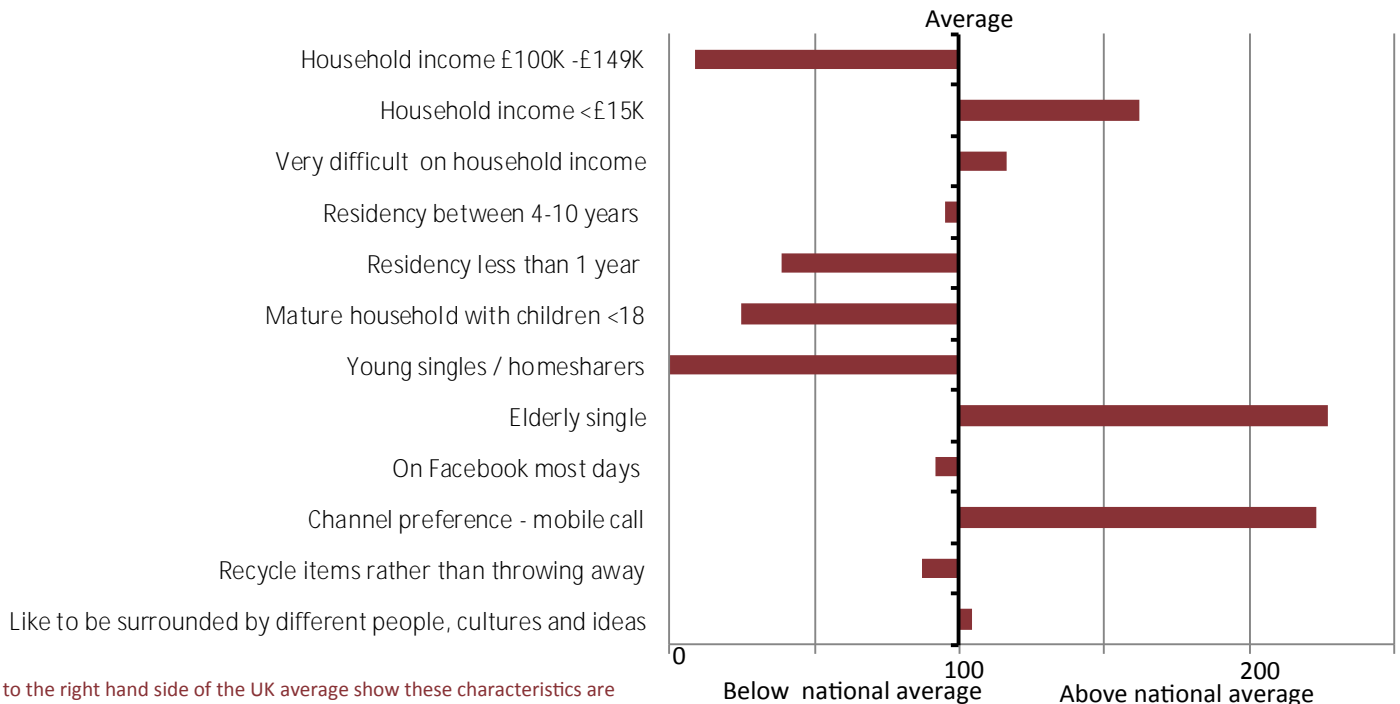
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Older, long term social renters'

10,763 (8.23%)
Households
in Tower Hamlets
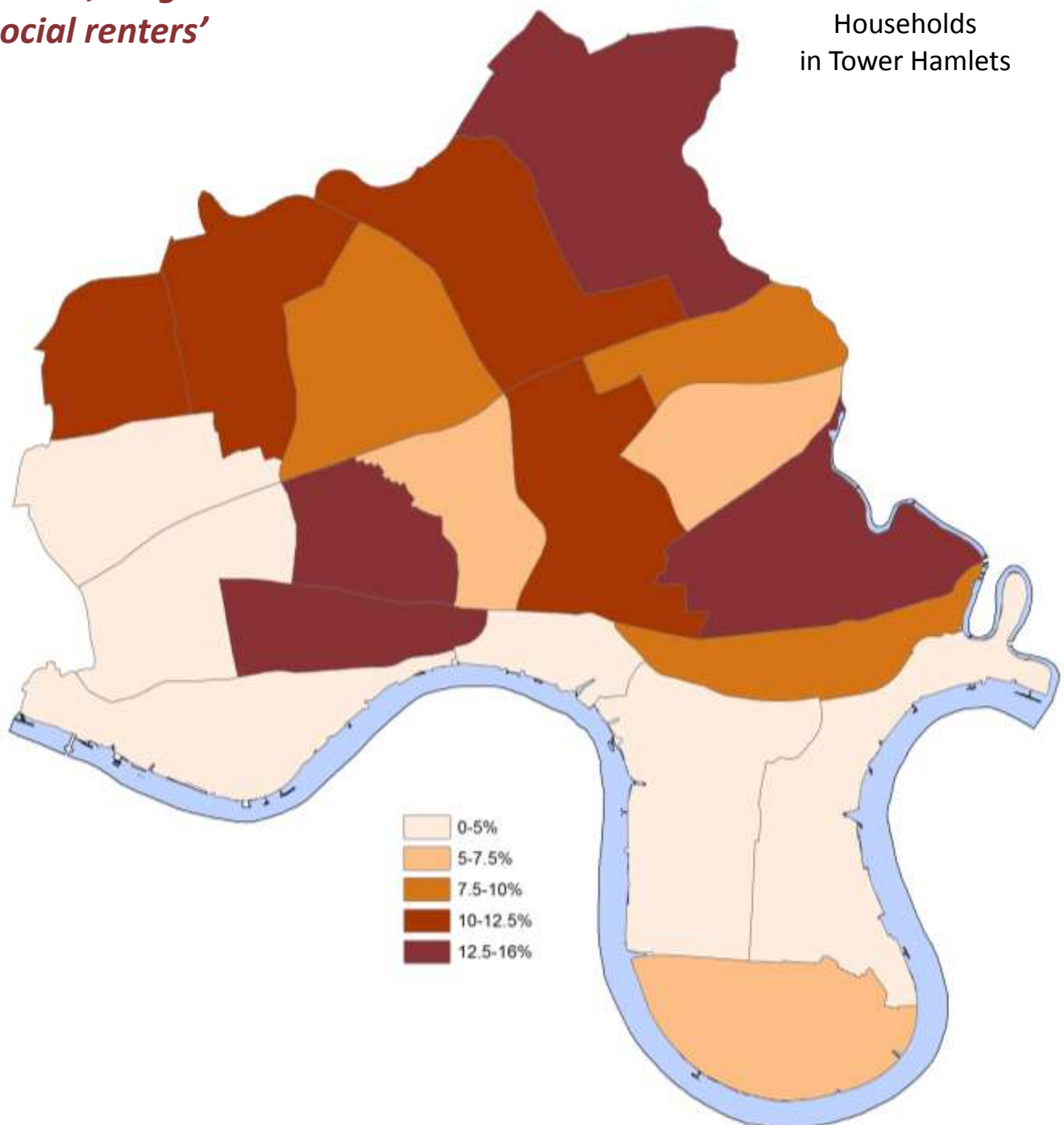
Legend:
- 0-5%
- 5-7.5%
- 7.5-10%
- 10-12.5%
- 12.5-16%

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Key Features

- Age 55 – 60
- Single
- Diverse neighbourhoods
- Socially rented accommodation
- Long term residents

Channel Preference

- Mobile phone
- Twitter

These are young self-starters prepared to move to follow worthwhile incomes from service sector jobs. Comprising singles and home sharers privately renting flats in city centres, particularly London, with its thriving service economy, these young people come from a range of ethnic backgrounds.

This Mosaic type makes up 7.5% of the households in the borough and around 20% of households in Poplar and Bromley South. This type accounts for 14,871 people, 5.51% of the population of the borough in 2014.

Residents in this type are less likely to be in professional or managerial occupations. They are likely to have a household income of between £30,000 and £70,000 but some may be finding it difficult to manage on this income.

They are knowledgeable about environmental issues, but this knowledge is rarely supported by any real adoption of green behaviours.

% of households in each Ward which are in J44
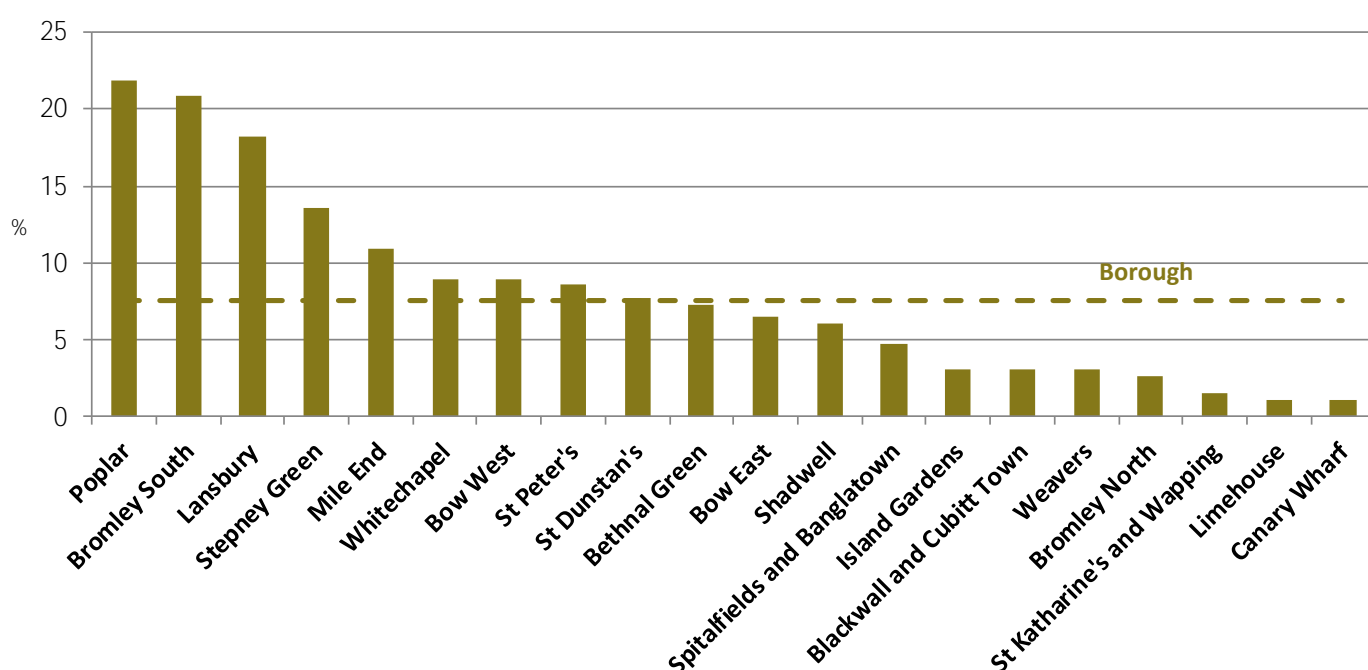
## Selected characteristics of J44
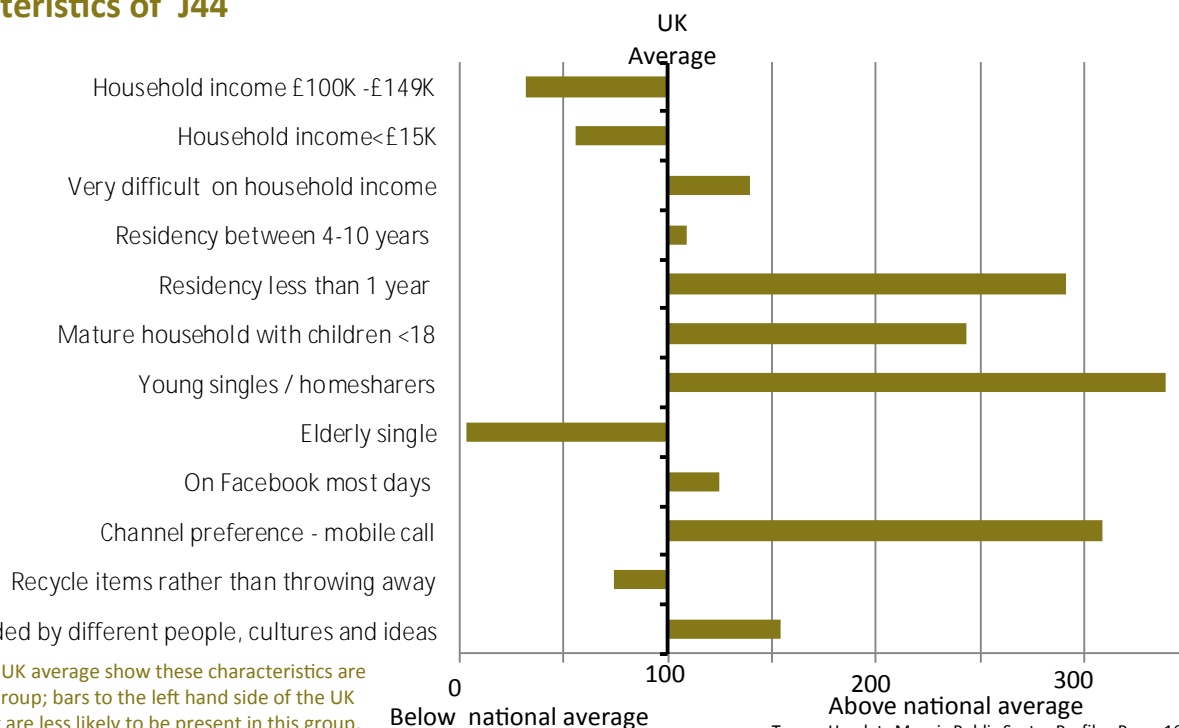
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Young mobile residents, employed in service sector jobs and living in rented accommodation'

9,814 (7.50%)

Households
in Tower Hamlets
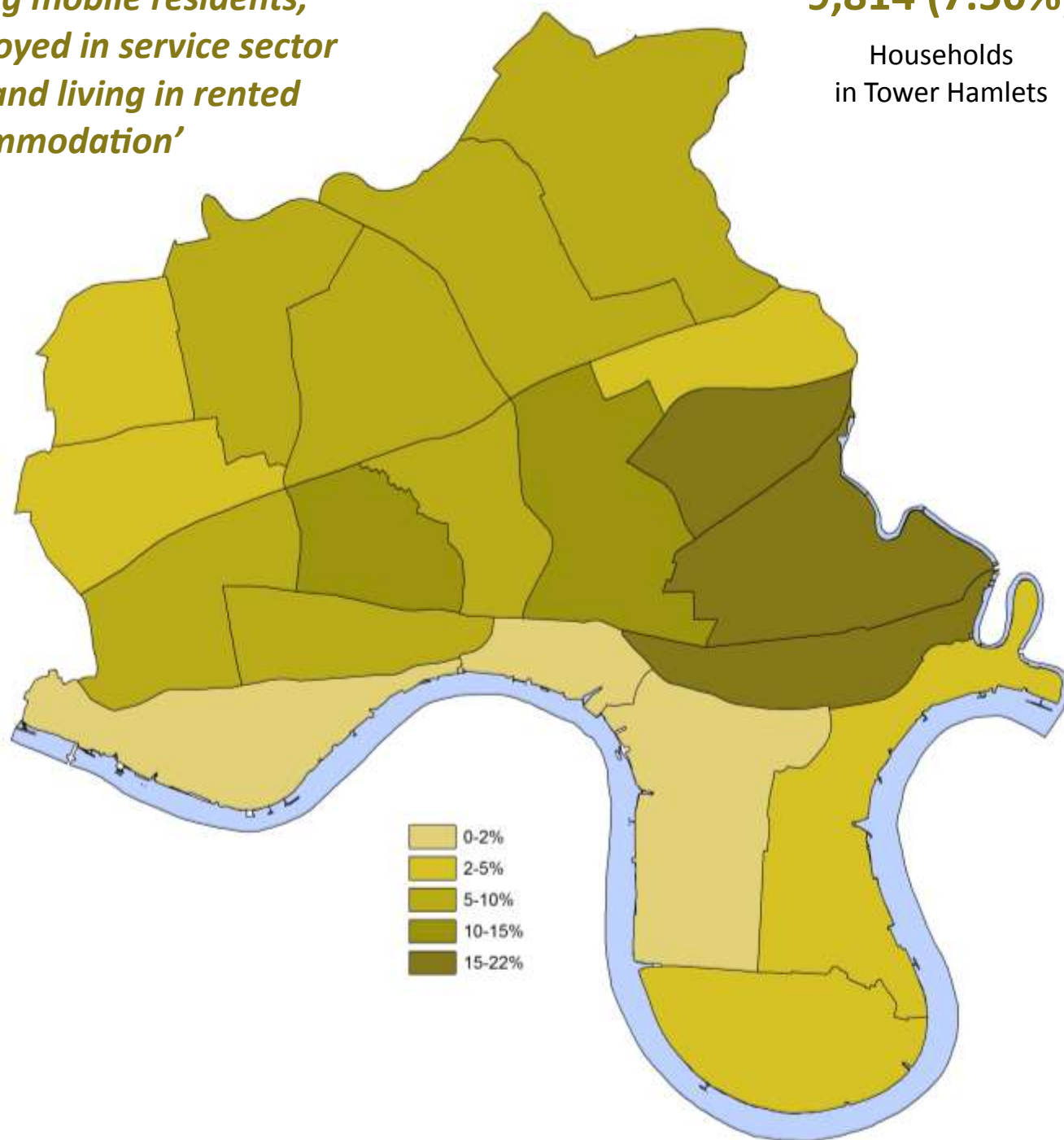
0-2%	
2-5%	
5-10%	
10-15%	
15-22%	

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Key Features

- Age 26 –35
- Home sharers
- Private rented accommodation
- High diversity
- Highly mobile

Channel Preference

- Mobile phones
- Twitter
- Facebook

J43

Residents in this households type are full-time students, mostly on undergraduate courses, who live in high density student accommodation close to universities and colleges. They live in traditional halls of residence, privately-built student complexes or on residential streets where students dominate the local population.

Overall almost 5% of households (For students one household = 1 room) in the borough are in this household type with the highest percentages in Spitalfields and Banglatown (25%) and Bethnal Green (20%). This type accounts for 3,504 people, 1.3% of the population of the borough in 2014.

They are more likely to be aged 18 –24 and have few children and likely to be on low incomes. This household type is highly transient.

They are most likely to be on Facebook and Twitter everyday.

Many are very environmentally aware. However, although they are concerned with how ethical brands and businesses are, they make less effort than average when it comes to recycling, re-using or reducing energy consumption.

% of households in each Ward which are in J43
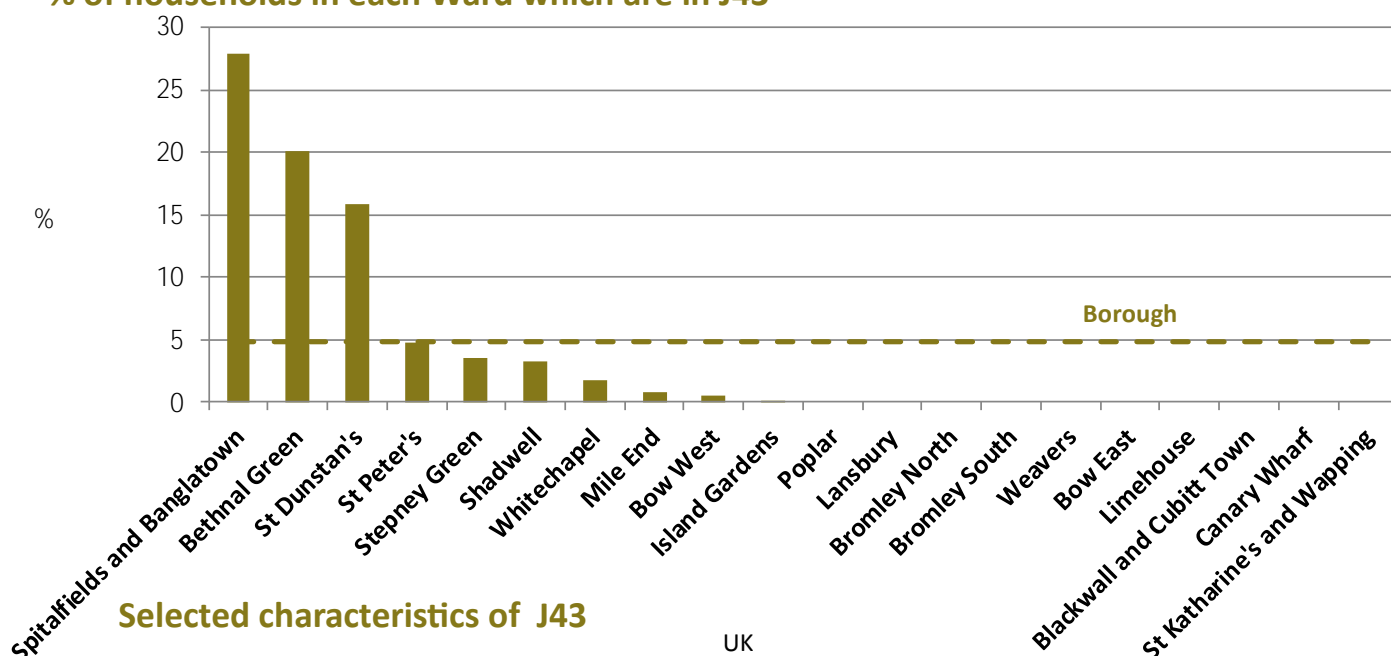
## Selected characteristics of J43
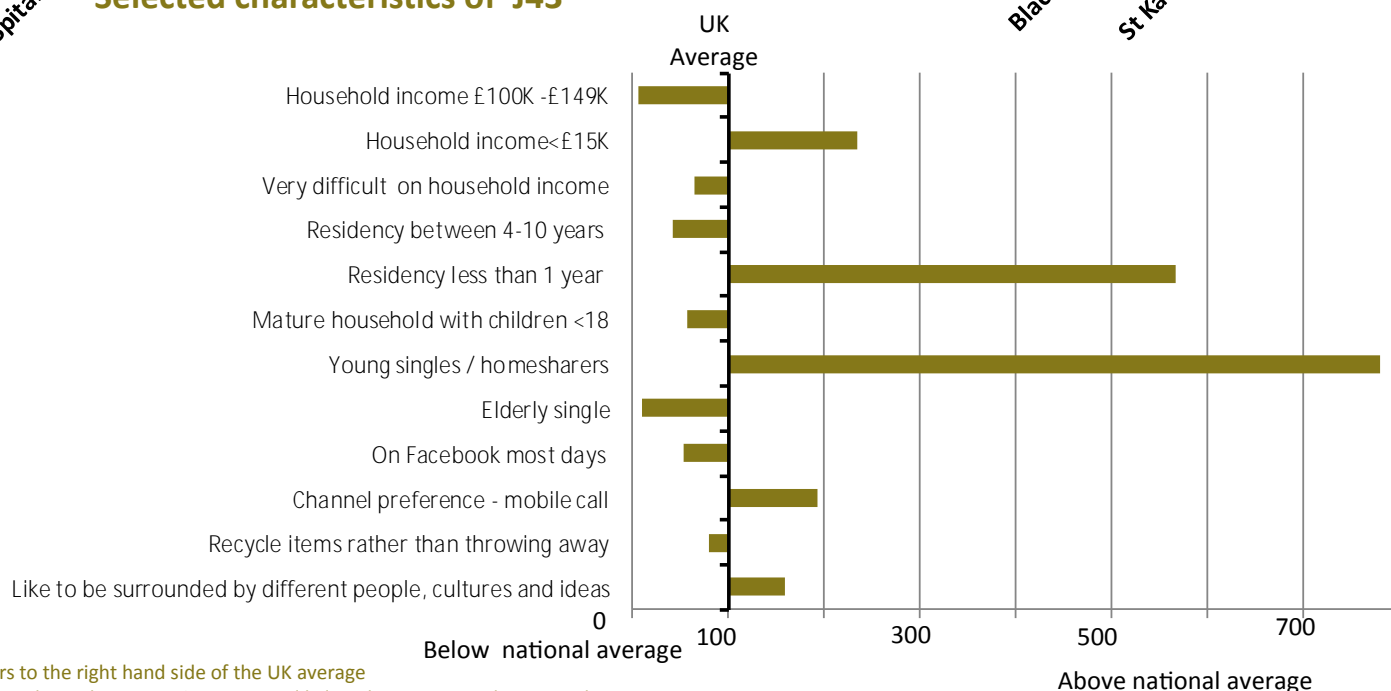
Bars to the right hand side of the UK average
show these characteristics are more likely to be present in this group; bars
to the left hand side of the UK average show characteristics that are less
likely to be present in this group.

'Students living in high density accommodation close to universities and education providers'

6,364 (4.86%)

Households *
in Tower Hamlets

0-1%
1-5%
5-10%
10-15%
15-30%
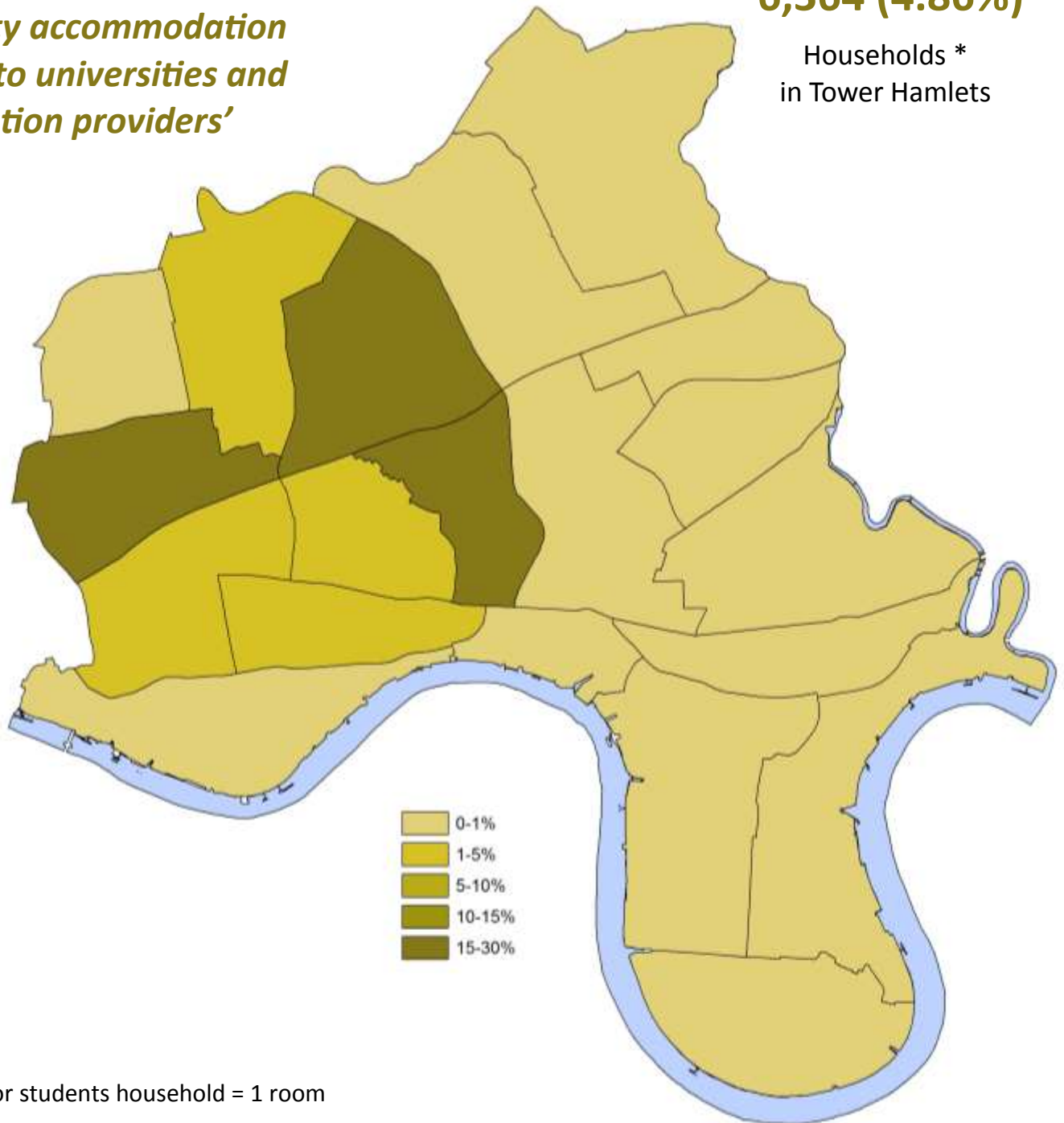
*For students household = 1 room

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Key Features

- Age 18 –24
- Home sharers
- Private renters
- Halls of residence
- Single

Channel Preference

- Mobile phone
- Facebook
- Twitter
- Frequent internet usage

J41

These are entertainment-seeking, smart young singles renting contemporary city centre flats in vibrant locations close to jobs and nightlife. These young professionals, though earning good graduate starter salaries, are not yet ready to buy or settle down. They are more likely to be home sharers in private rented accommodation.

This household type is 4.56% of all households in the borough with the highest percentages in Bow East (13.5%) and Bromley South (13.3%). This type accounts for 10,270 people, 3.8% of the population of the borough in 2014.

Residents in this group are more likely to be in professional occupations with a household income of £20-£30,000 but are likely to be finding it difficult to survive on their household income. They are less likely to have children. They are more likely to be in social grades C1.

This household type are highly aware of key environmental and ethical issues, but similar to other young household types, this does not always translate into taking action to be green and recycle or reduce.

% of households in each Ward which are in J41
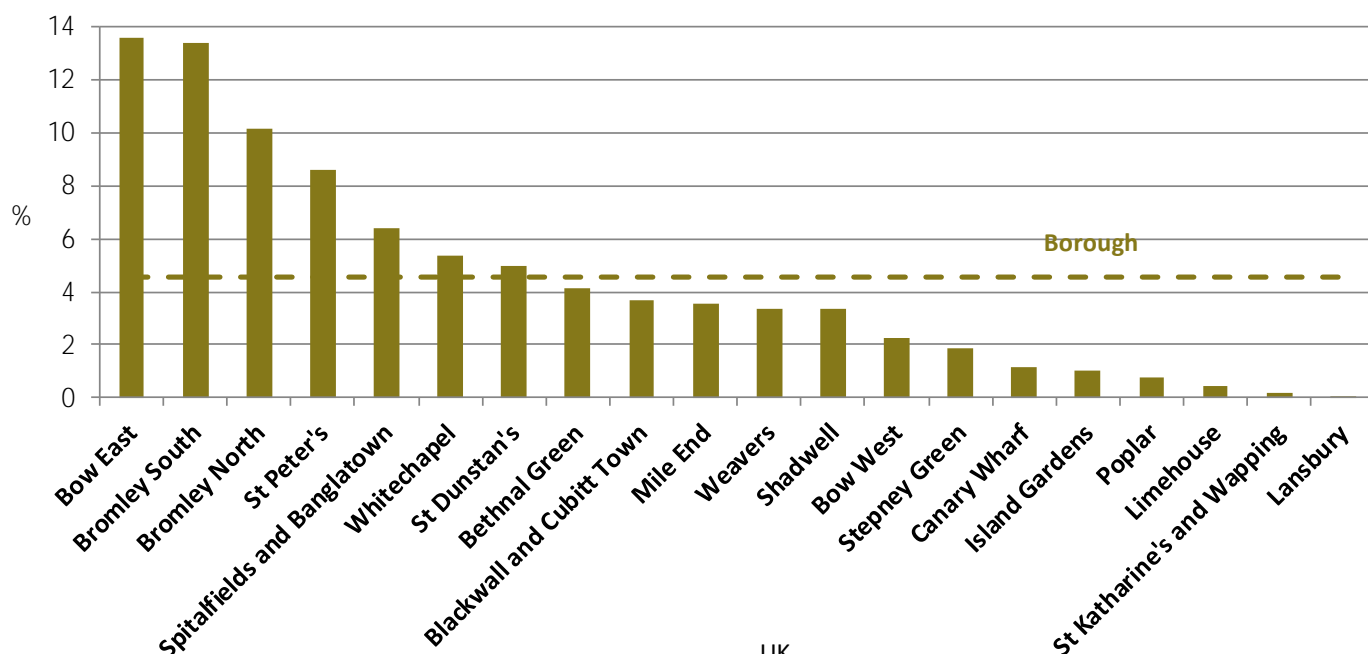


Selected characteristics of J41
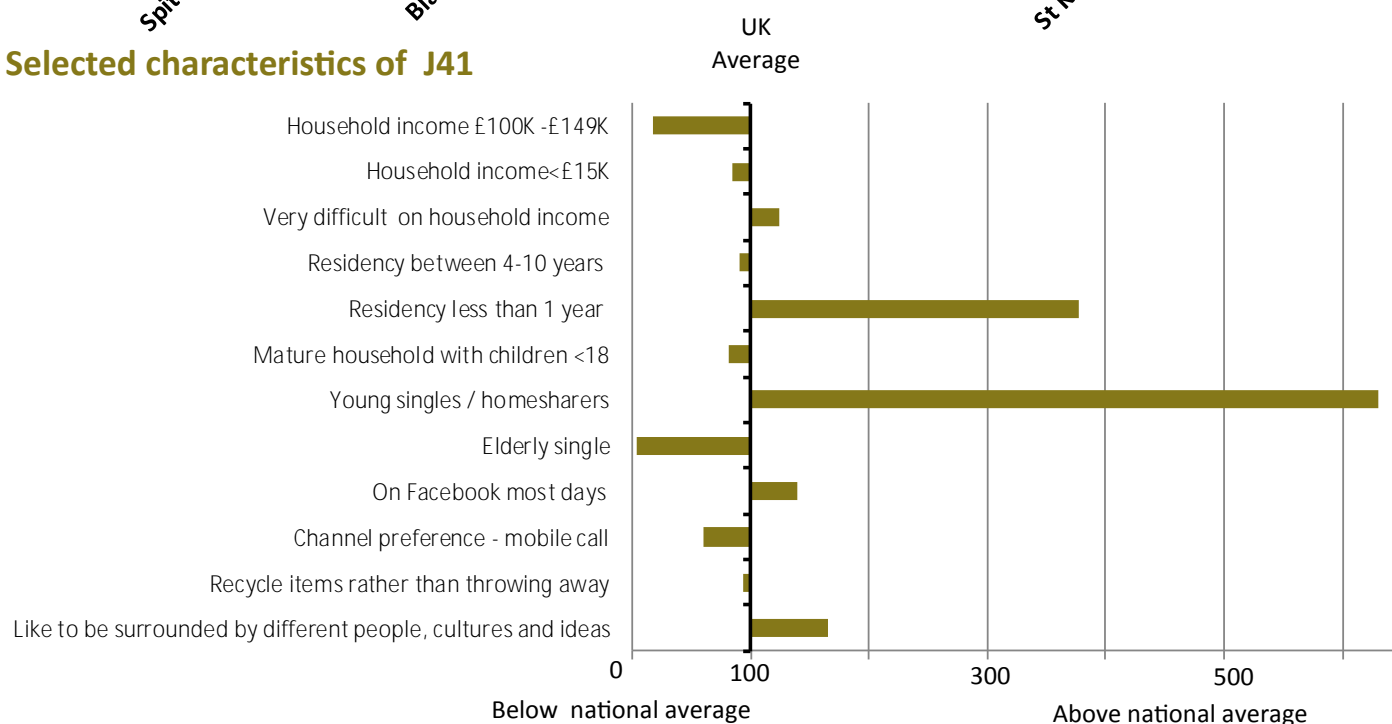
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Young renters in City Centre locations close to jobs and night life'

5,966 (4.56%)
Households
in Tower Hamlets
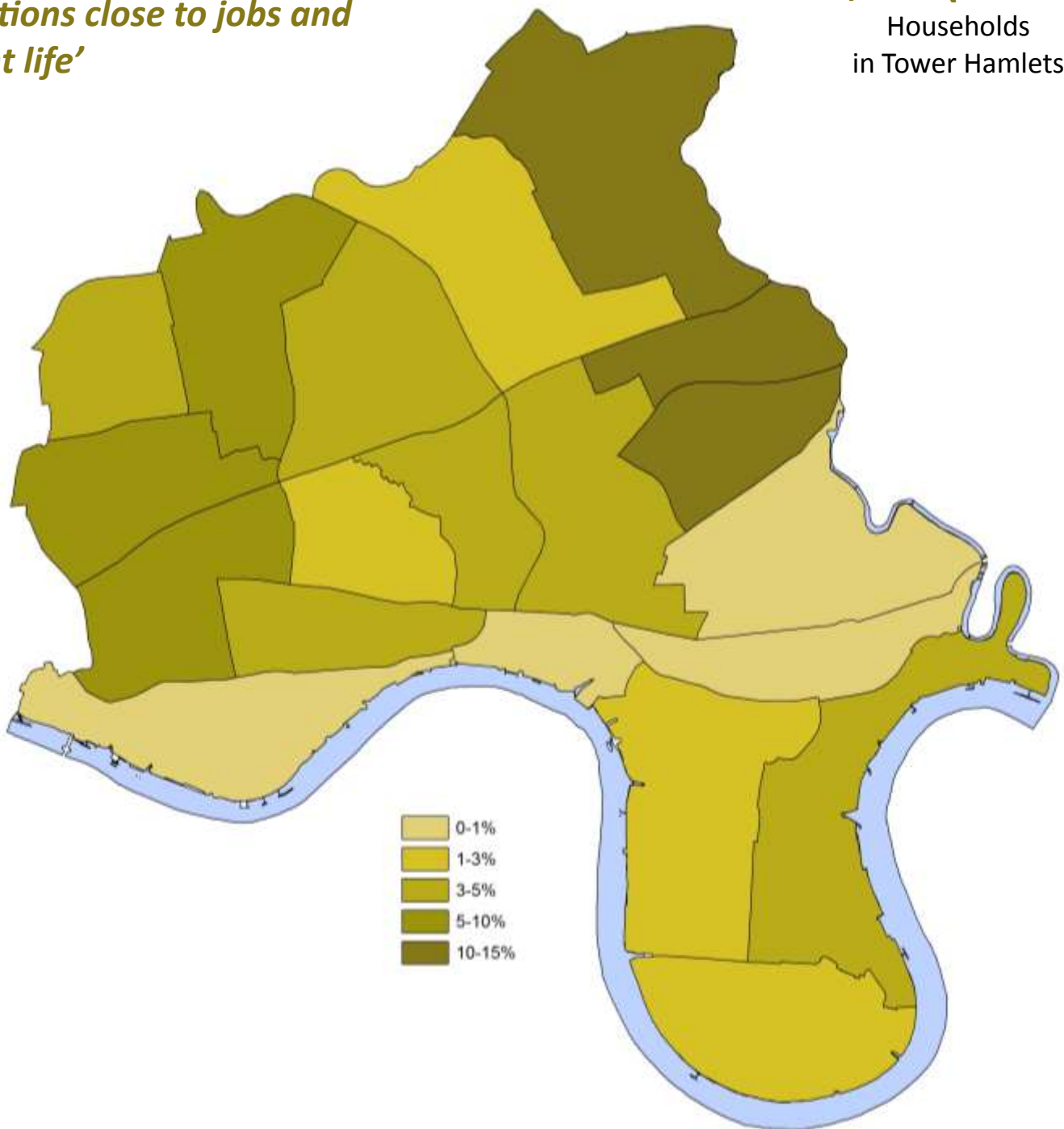
0-1%	
1-3%	
3-5%	
5-10%	
10-15%	

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Key Features

- Age 18-35
- Single
- Home sharers
- Private rented accommodation

Channel Preference

- Love modern technology
- SMS messaging
- High internet usage
- Facebook

C13

These are high status professional families owning expensive and elegant homes alongside equally successful neighbours in upmarket and accessible inner suburbs. Here they are able to enjoy city life in style and comfort.

This type make up 2,5% of the households in the borough. However, they make up 20% of the households of Bow West. This type accounts for 7,385 people, 2.74% of the population of the borough in 2014.

They are very likely to have high household income (above £150,000) and likely to be comfortable on that income. They are very likely to be higher professional and managerial occupations and be social grade A.

They are more likely to be older people but still under 65 with no children under 18 living within the household.

They are aware of key environmental issues, are proactive in recycling and reducing energy use and often choose products, services and brands based on ethical considerations.

% of households in each Ward which are in C13
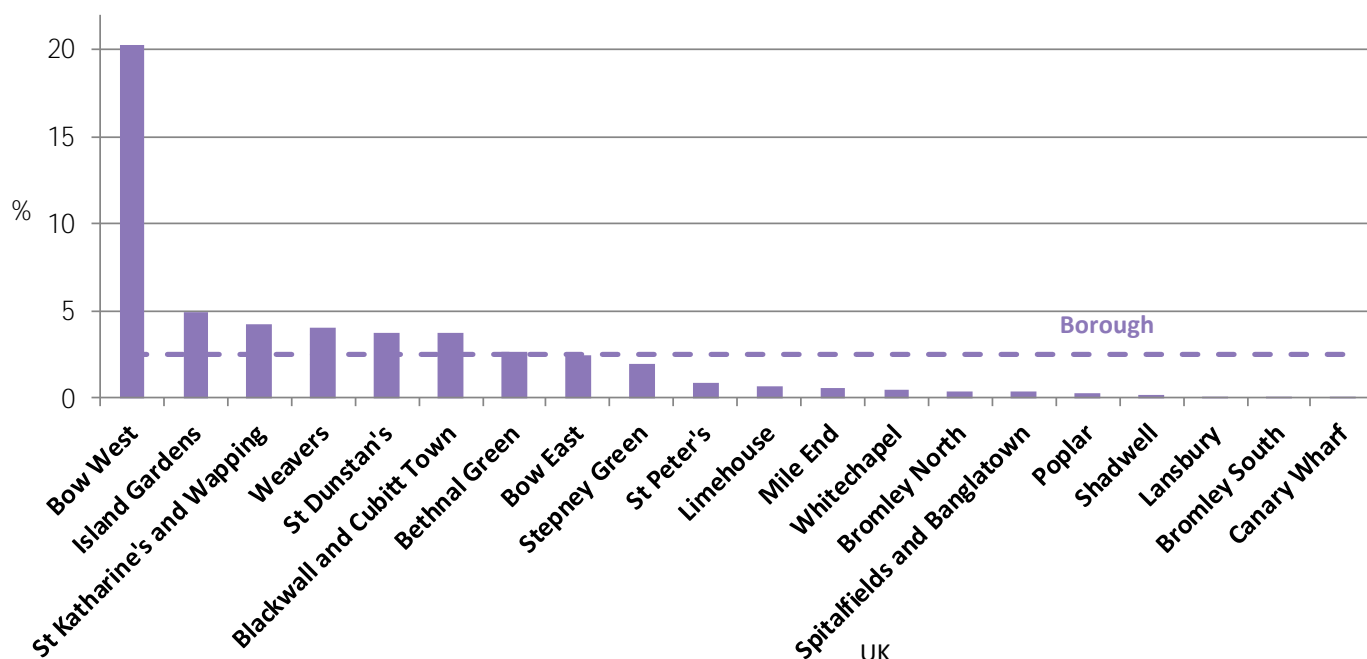

Selected characteristics of C13
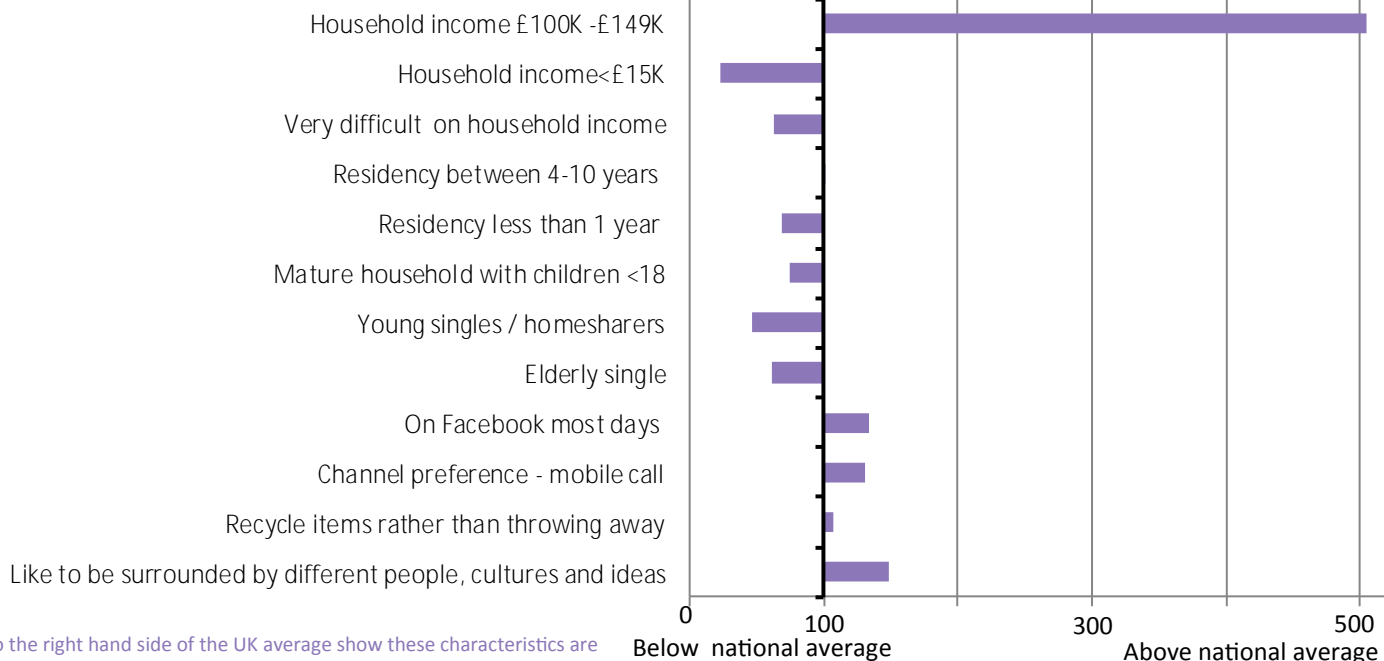
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'High income, owner occupier households living in high value properties in accessible inner city locations'

3,264 (2.50%)
Households
in Tower Hamlets
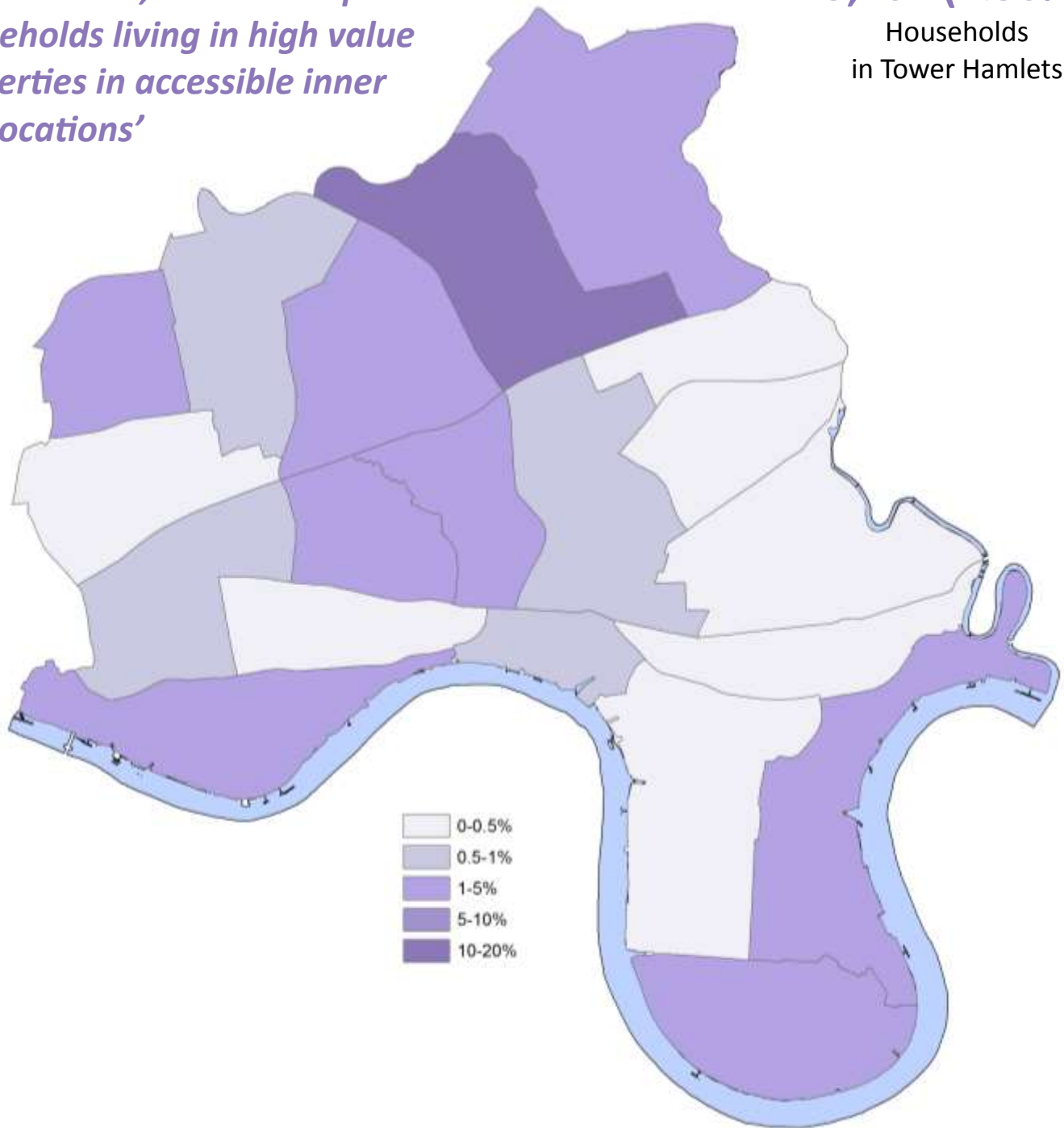
	0-0.5%
	0.5-1%
	1-5%
	5-10%
	10-20%

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Key Features

- Age 30 –65
- Owned or privately rented accommodation
- No young children
- Family and other adults

Channel Preference

- Mobile phone
- Facebook
- Twitter
- SMS messaging
- Frequent internet usage

H33

These are residents who live in a brand new home with a newly designated postcode on a development that will often include a mix of housing styles. These people are often younger and single but all on these new developments have recently moved in.

This type accounts for 2.05% of households in the borough rising to 7% in Lansbury. This type accounts for 8,426 people, 3.12% of the population of the borough in 2014.

They are more likely to be aged under 35 and more likely to have a household income of £30-50,000 and to be in Social grade C2.

While levels of understanding around environmental issues are average, they are greener than many. They are the most likely to say they recycle items rather than throwing them away.

% of households in each Ward which are in H33
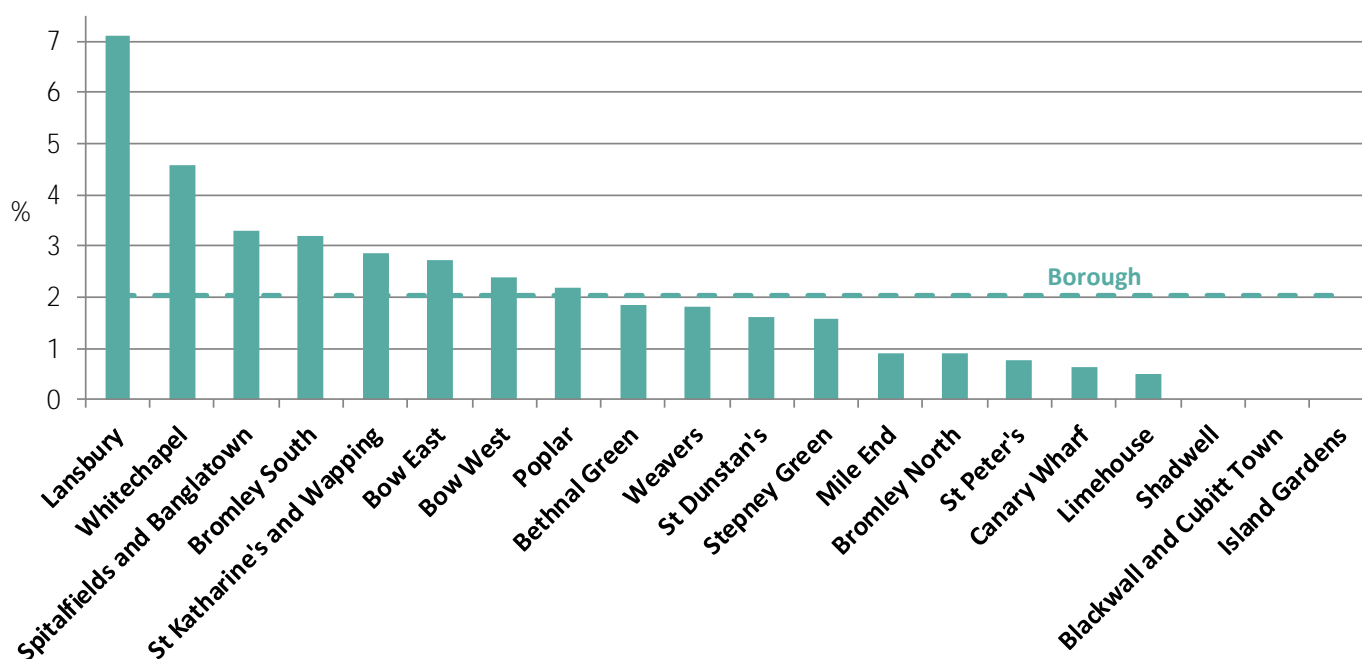
Selected characteristics of H33
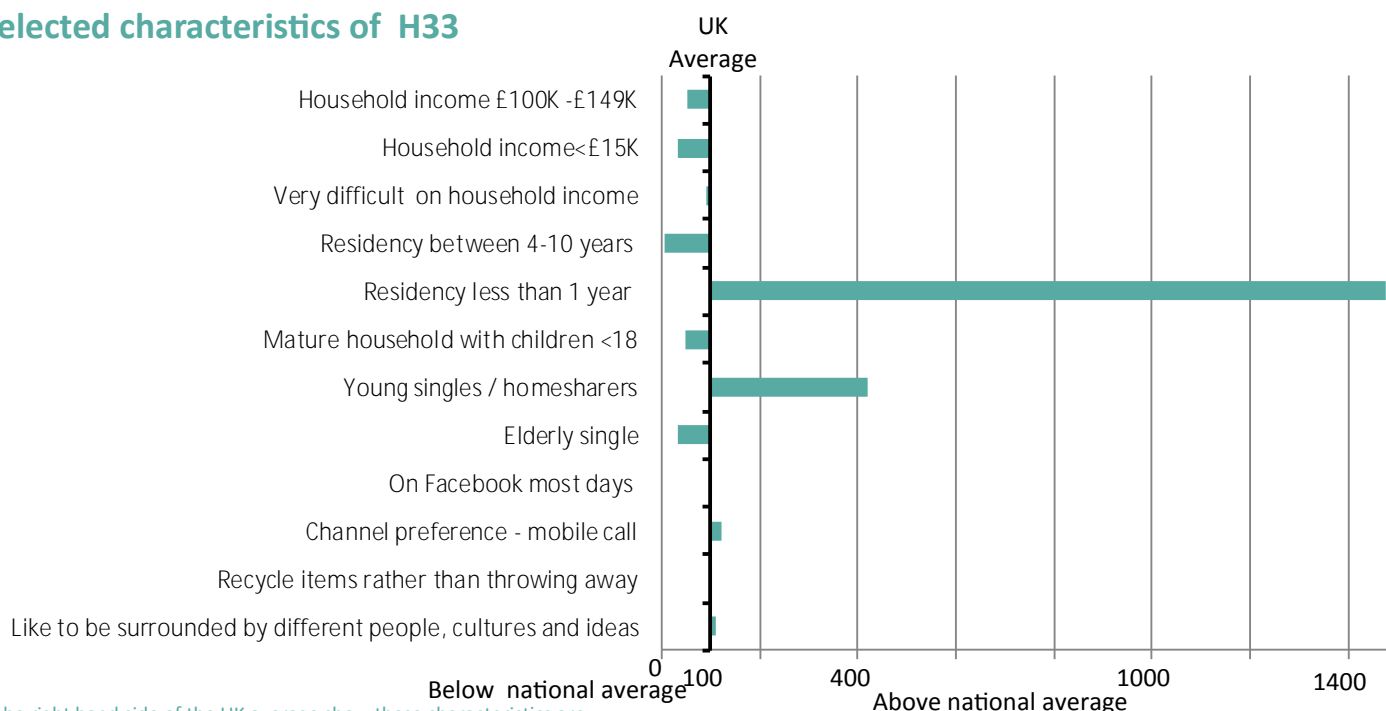
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Younger singles and couples with children living in new build homes'

2,687 (2.05%)
Households
in Tower Hamlets
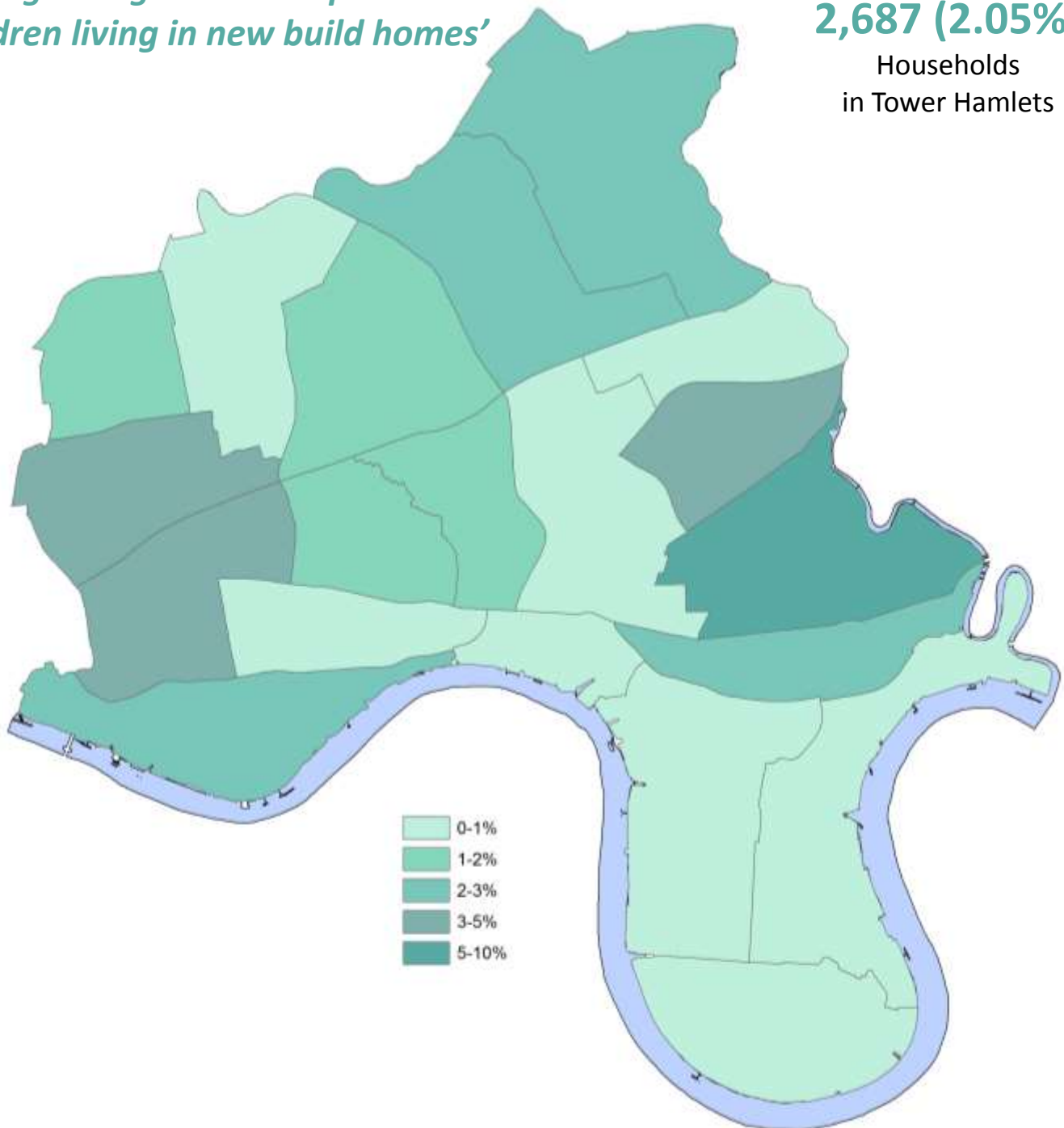
	0-1%
	1-2%
	2-3%
	3-5%
	5-10%

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Key Features

- Age 20 –35
- Newly built properties occupants
- Mixed tenure
- Single
- Home sharers

Channel Preference

- Mobile phone
- Facebook
- Twitter
- Email

These are thriving families with good incomes, enjoying comfortable lifestyles living in multi-cultural city suburbs where there are high proportions of people of South Asian backgrounds. Due to the location, housing is expensive in these urban residential areas.

This household type accounts for 1.35% of households in the borough with St Dunstan's at 4.5% and Island Gardens at 4% having the largest proportions. This type accounts for 3,334 people, 1.24% of the population of the borough in 2014.

Residents in this household type are likely to have a household income between £30,000 and £99,000 but some may be finding it difficult on their household income. They are less likely to be in professional occupations and more likely to be self-employed. They are likely to be mature households with children under 18 and have lived in their accommodation for a number of years.

They are most likely to be on Facebook and Twitter every day and to use mobile phones as a means of communication. They do have a reasonable understanding of environmental issues, but make comparatively little effort to be environmentally friendly by recycling.

% of households in each Ward which are in I36
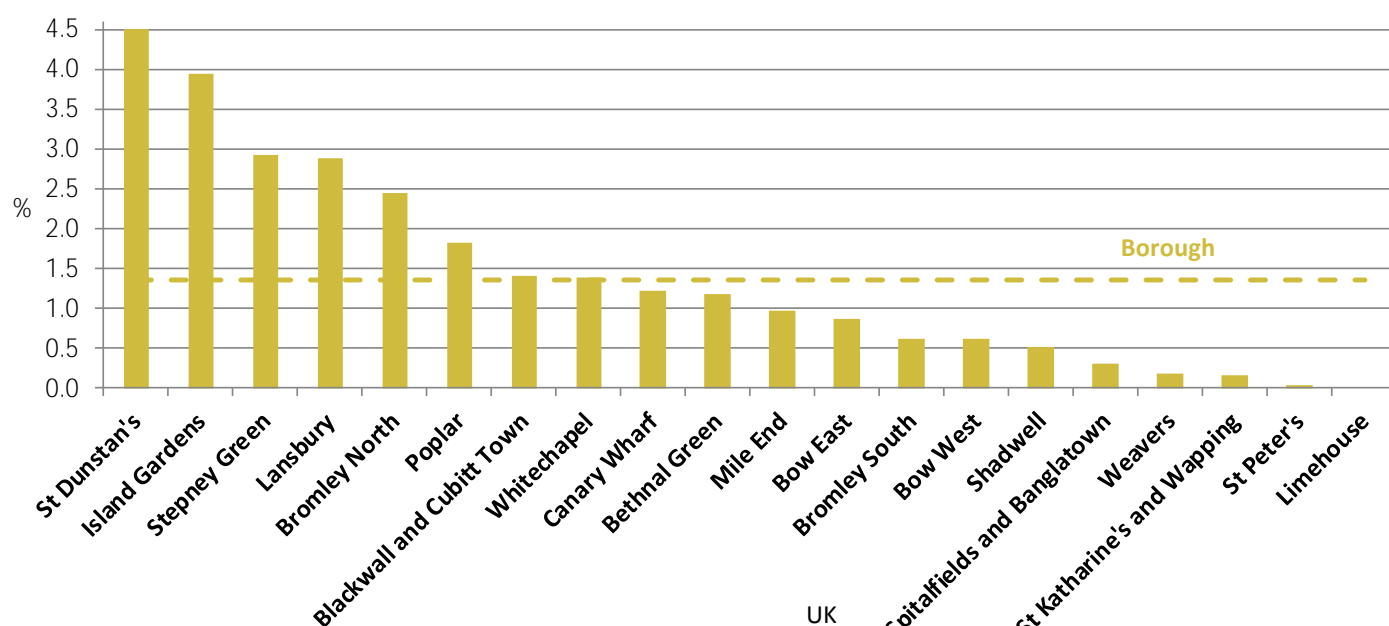

Selected Characteristics of I36
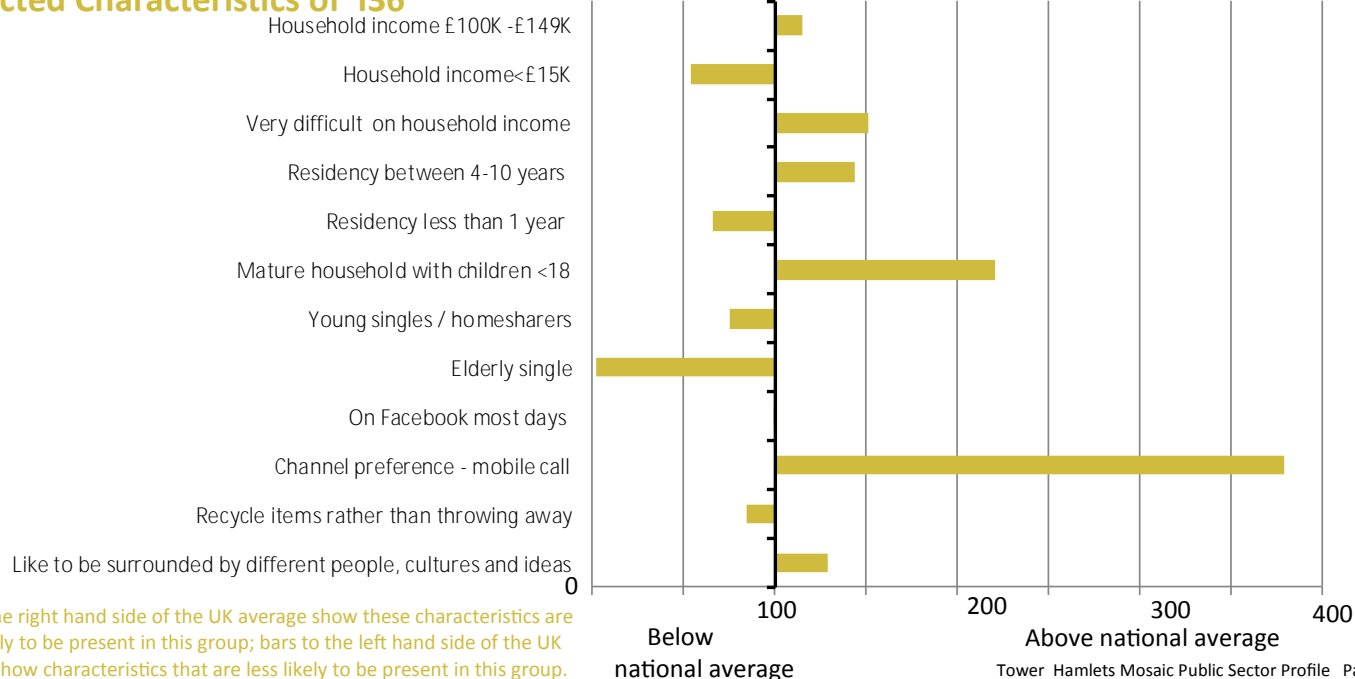
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Thriving families with good incomes in ethnically diverse urban communities '

1,760 (1.35%)
Households
in Tower Hamlets
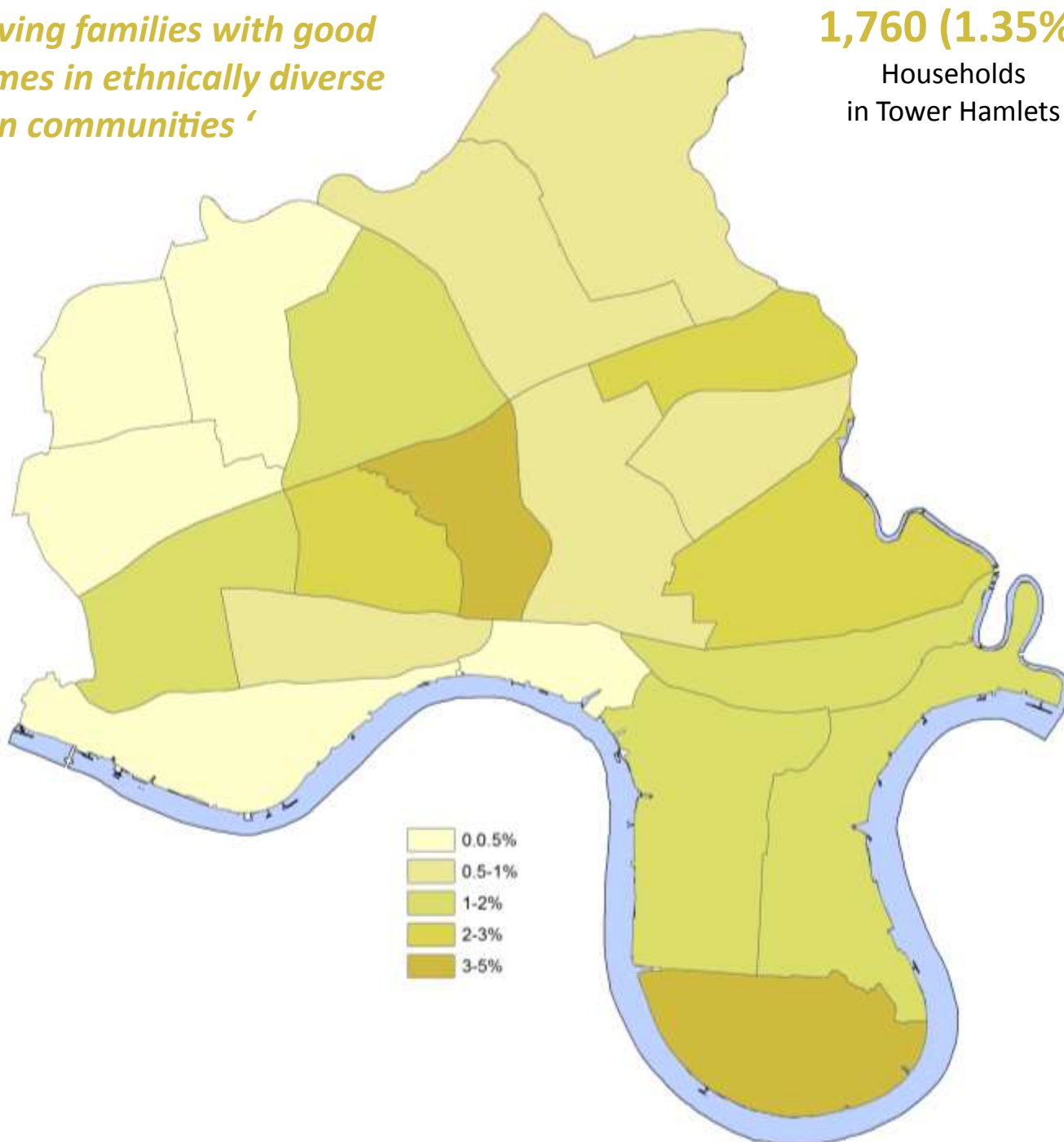
	0.0.5%
	0.5-1%
	1-2%
	2-3%
	3-5%

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Key Features

- Age 36—45
- Owned or private rented accommodation
- Families /extended families with dependent children
- Self-employed
- Diverse neighbourhoods

Channel preference

- Mobile phone
- High use of Twitter
- Facebook
- Post

O64

These are people living in high rise council flats in urban locations, both single people and a few home sharers, where income levels are low and levels of need are high.

This household type make up 779 (0.6%) of households in the borough and over 7% of the households in Bromley North. This type accounts for 3,080 people, 1.14% of the population of the borough in 2014.

They are more likely to be on low incomes (<£15,000) and to be finding it difficult on their household income.

They are less likely to be in professional and managerial occupations. They are far more likely to be in routine occupations and more likely to be in Social grade E.

They are less likely to have children and more likely to be single home sharers.

This is one of the least environmentally aware or green types.

% of households in each Ward which are in O64
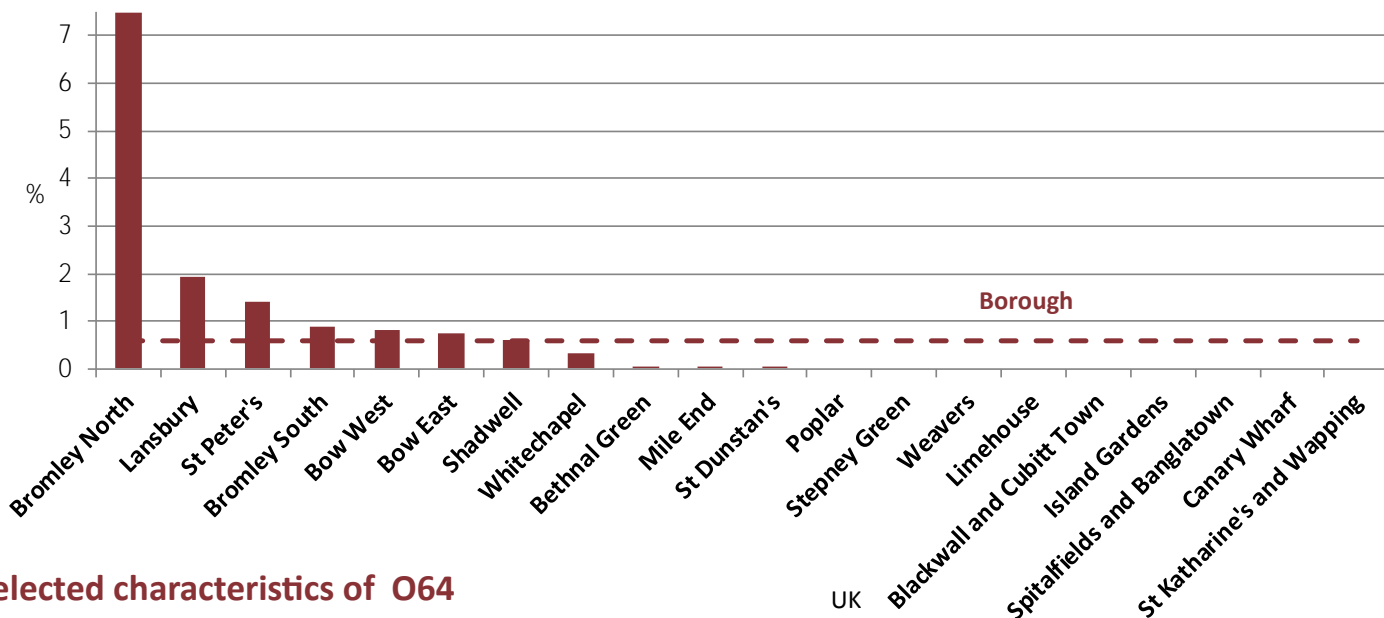
Selected characteristics of O64
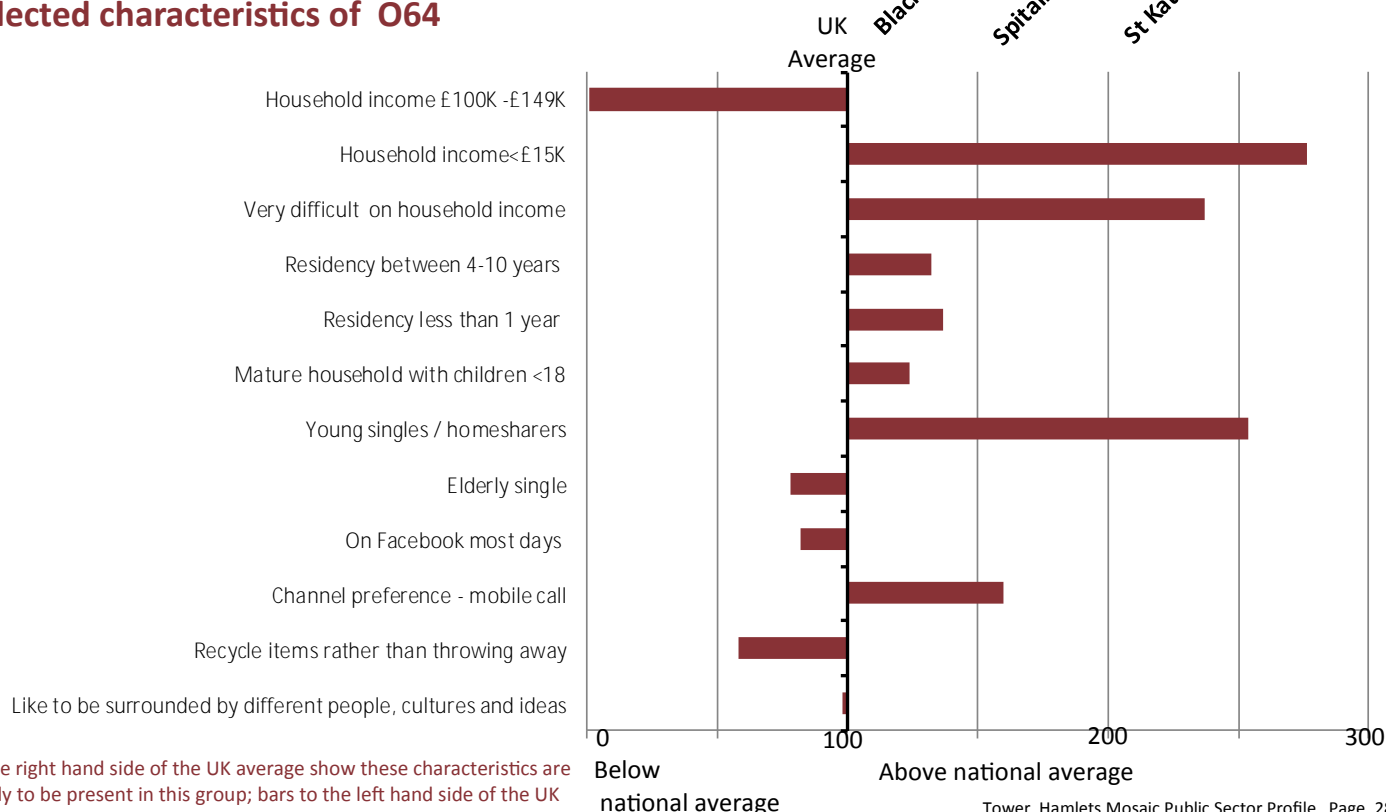
Bars to the right hand side of the UK average show these characteristics are more likely to be present in this group; bars to the left hand side of the UK average show characteristics that are less likely to be present in this group.

'Renters of social flats in high rise accommodation where levels of need are significant'

779(0.60%)
Households
in Tower Hamlets
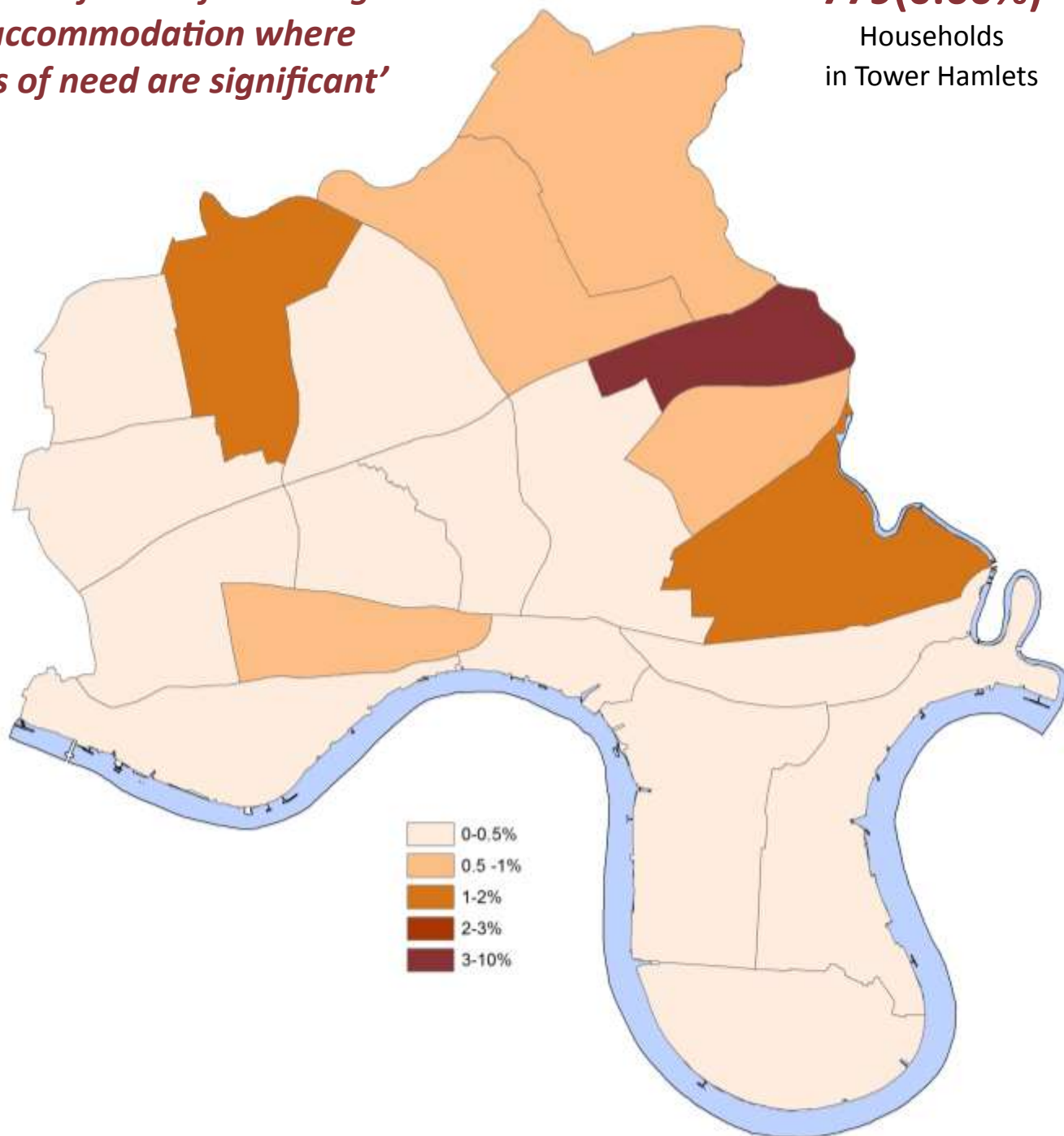
© Crown copyright and database rights 2016 Ordnance Survey, London Borough of Tower Hamlets 100019288.

Legend:
- 0-0.5%
- 0.5 -1%
- 1-2%
- 2-3%
- 3-10%

Key Features

- Age 26-55
- Single
- Home sharers
- Low incomes
- Social rented accommodation

Channel Preference

- Mobile phone
- Email
- Weekly use of Facebook
- Weekly use of Twitter

Appendices

Appendix 1 Tower Hamlets Mosaic Public Sector types key

Top Eleven types in Tower Hamlets

Experian Mosaic Public sector Type names

O65 Crowded Kaleidoscope

C12 Metro High Flyers

C11 Penthouse Chic

O66 Inner City Stalwarts

J44 Flexible Workforce

J43 Student Scene

J41 Central Pulse

C13 Uptown Elite

H33 New Foundations

I36 Cultural Comfort

O64 High Rise Renters

The names and descriptions of the types are taken directly from Experian

Appendix 2—Ward Level Comparison

% of top 11 Mosaic Public Sector Types by Ward, 2016

	O65	C12	C11	O66	J44	J43	J41	C13	H33	I36	O64
Shadwell	59.76	11.23	0.83	13.97	6.02	3.26	3.37	0.18	0.00	0.53	0.61
Poplar	52.45	9.75	1.86	8.61	21.90	0.00	0.79	0.29	2.18	1.82	0.00
Lansbury	52.33	2.67	0.03	13.19	18.24	0.00	0.08	0.11	7.10	2.89	1.92
Mile End	51.61	17.89	0.90	10.57	10.94	0.79	3.57	0.55	0.90	0.97	0.03
Bromley North	50.26	15.22	0.02	8.95	2.67	0.00	10.16	0.41	0.90	2.46	7.46
Bromley South	50.07	3.88	0.00	6.65	20.83	0.00	13.39	0.11	3.20	0.62	0.90
Stepney Green	47.25	9.97	0.04	15.49	13.57	3.54	1.86	1.96	1.59	2.92	0.00
St Dunstan's	46.63	6.66	0.00	7.32	7.67	15.84	4.97	3.78	1.60	4.51	0.02
St Peter's	36.23	27.36	0.07	10.71	8.65	4.72	8.63	0.83	0.77	0.05	1.40
Weavers	31.80	41.91	1.66	12.03	3.03	0.00	3.38	4.05	1.83	0.19	0.00
Bethnal Green	31.49	18.80	0.02	8.99	7.27	20.05	4.11	2.70	1.86	1.17	0.06
Bow East	26.59	29.76	0.01	14.95	6.46	0.00	13.58	2.49	2.71	0.88	0.75
Bow West	22.54	26.29	0.00	10.03	8.90	0.50	2.23	20.27	2.40	0.61	0.80
Whitechapel	19.38	24.29	29.82	3.49	8.93	1.76	5.34	0.51	4.58	1.38	0.31
Limehouse	16.80	14.06	57.29	4.74	1.15	0.00	0.42	0.66	0.51	0.00	0.00
Blackwall and Cubitt Town	15.28	26.41	39.49	4.25	3.03	0.00	3.68	3.73	0.00	1.40	0.00
Island Gardens	15.21	43.79	19.21	5.76	3.07	0.13	1.06	4.97	0.00	3.95	0.00
Spitalfields and Banglatown	13.92	29.63	9.50	2.88	4.71	27.89	6.42	0.40	3.32	0.30	0.00
Canary Wharf	12.91	11.35	67.06	3.47	1.15	0.00	1.17	0.03	0.64	1.21	0.00
St Katharine's and Wapping	6.46	25.94	49.66	3.48	1.54	0.00	0.21	4.23	2.87	0.16	0.00

Distribution of Top 4 Mosaic Public Sector Types by Ward, 2016
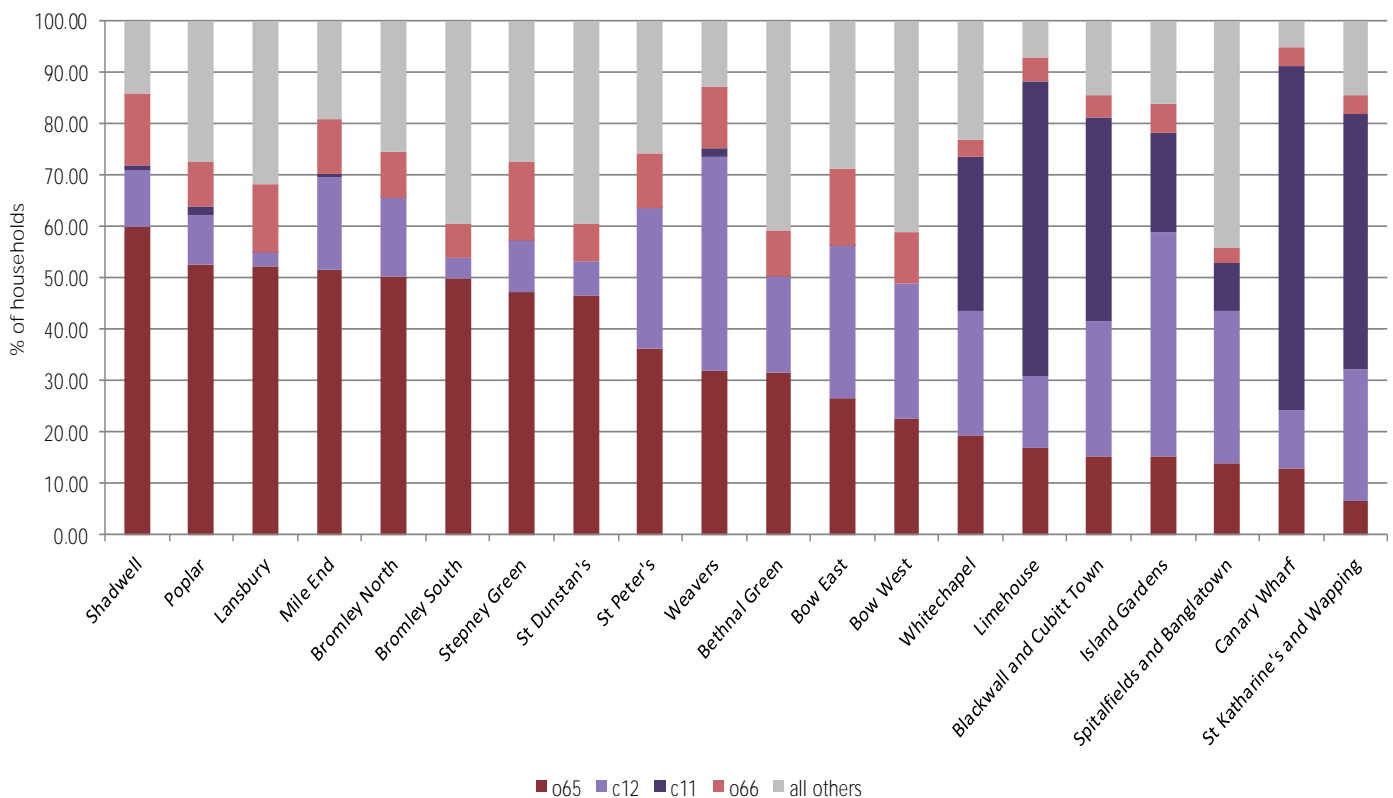
Tower Hamlets Wards

Bow East

Bow West

St Peter's

Weavers

Bethnal Green

Bromley North

Bromley South

Spitalfields and Banglatown

St Dunstan's

Mile End

Stepney Green

Lansbury

Whitechapel

Shadwell

Limehouse

Poplar

St Katharine's and Wapping

Canary Wharf

Blackwall and Cubitt Town

Island Gardens

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Appendix 3—Characteristics by type comparison

The charts below show the selected characteristics by Mosaic type.

Channel preference - mobile call

On Facebook most days

The bars to the right hand side of the UK average show these characteristics are more likely to be present in this type; bars to the left hand side of the UK average show characteristics that are less likely to be present.
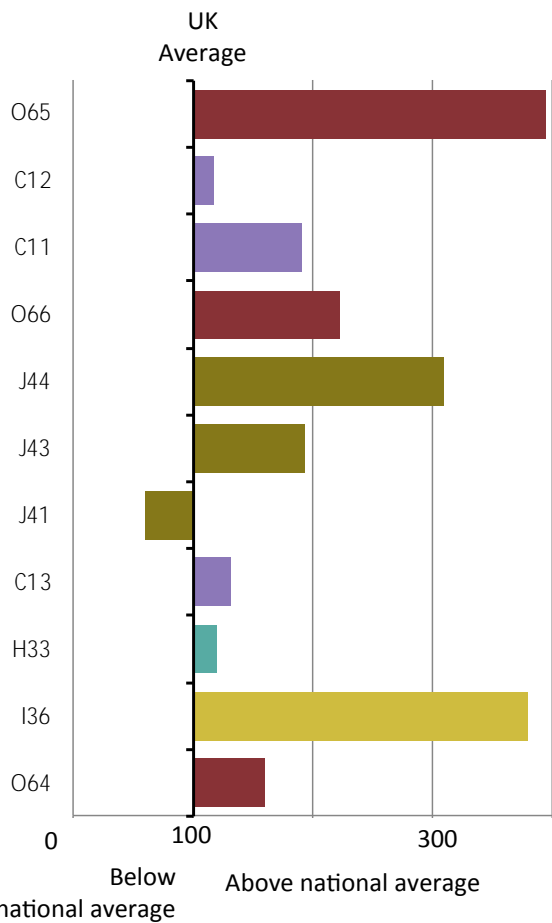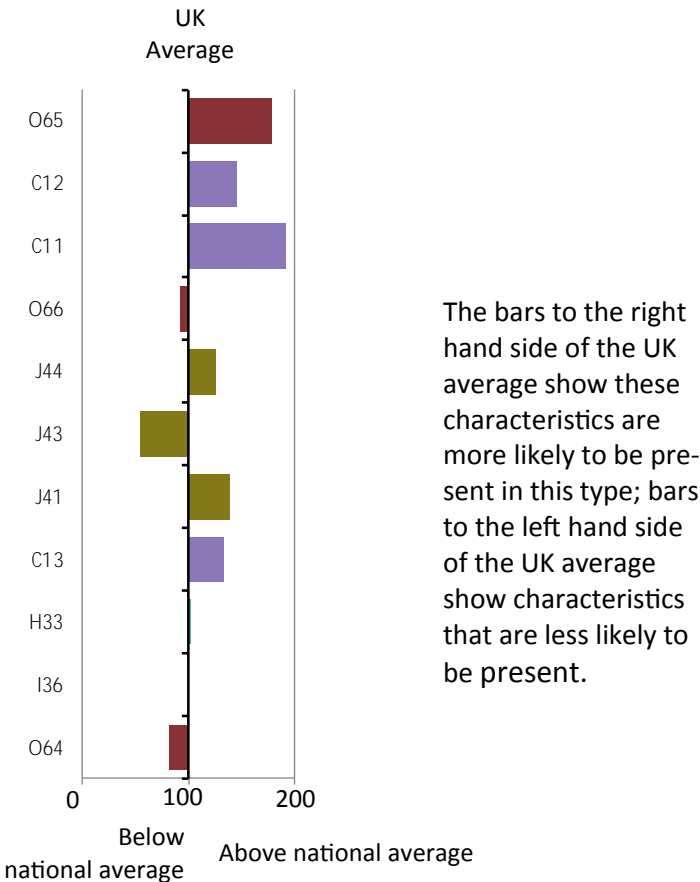
Residency less than 1 year
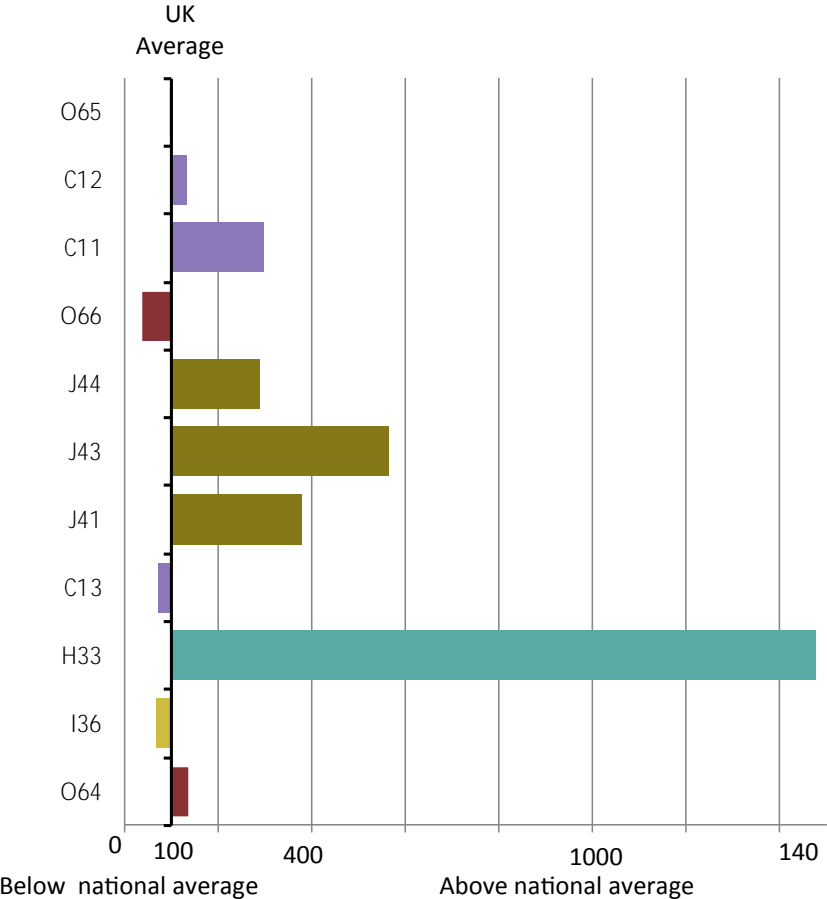
Residency between 4-10 years
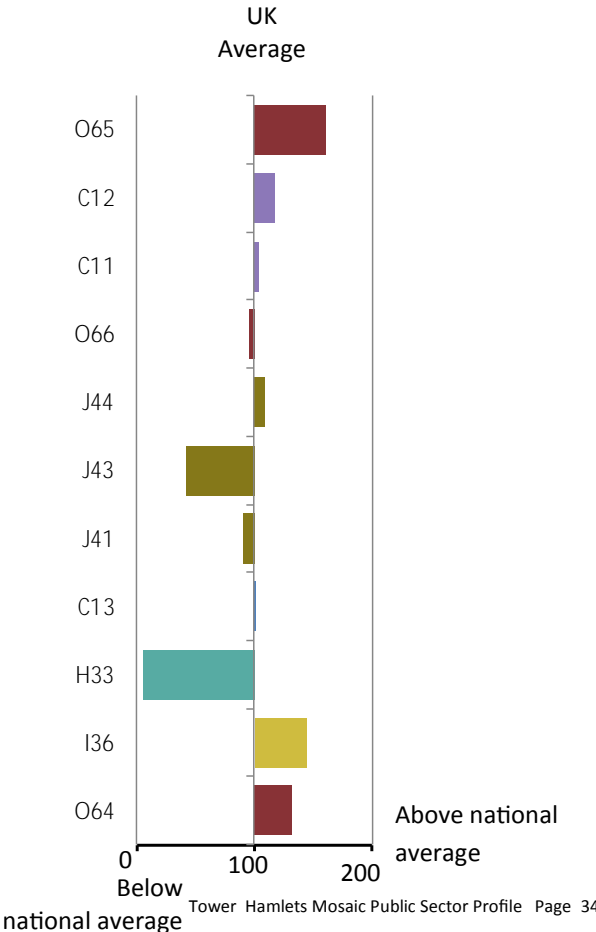
Appendix 3—Characteristics by type comparison

The charts below show the selected characteristics by Mosaic type.

Household type Young singles / home sharers

UK Average

Below national average Above national average
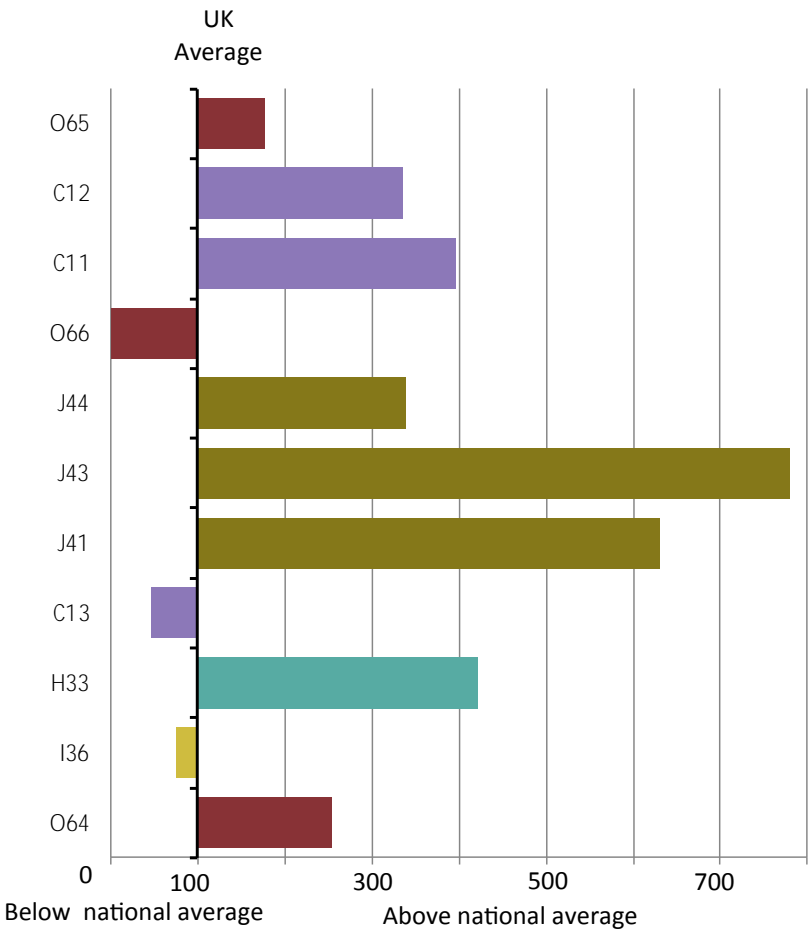
Household type—Elderly single

UK Average

Below national average Above national average
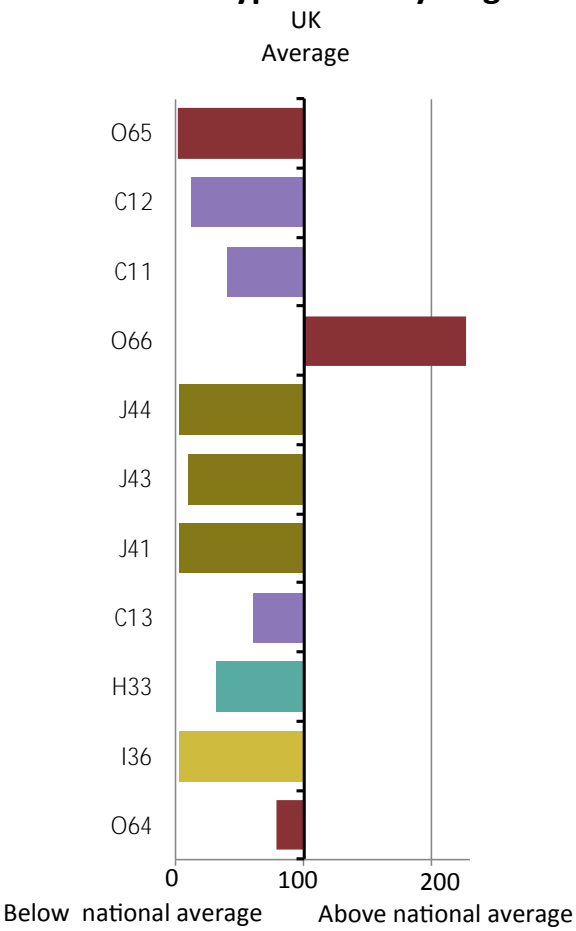
Household type - Mature household with children <18

UK Average

Below national average Above national average
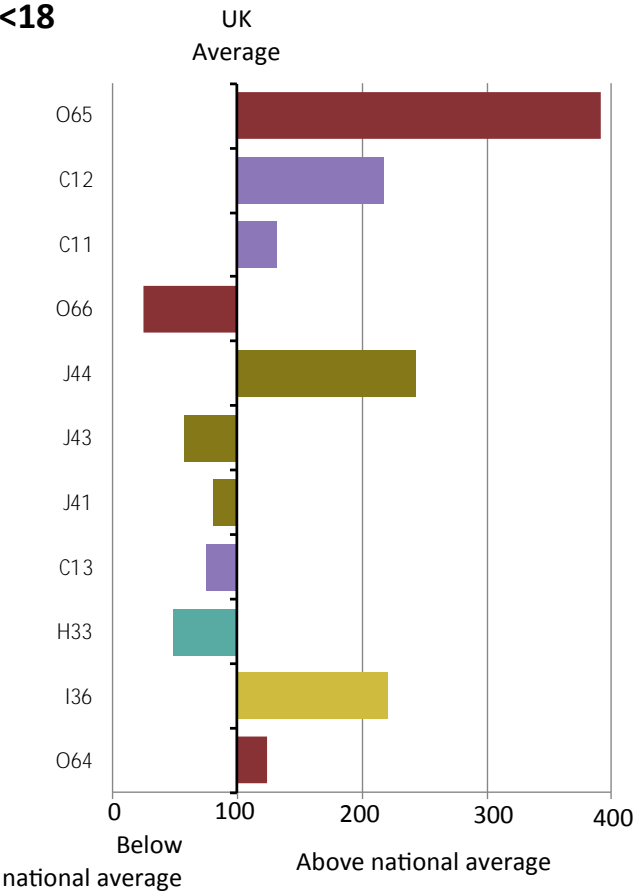
Like to be surrounded by different people, cultures and ideas

The bars to the right hand side of the UK average show these characteristics are more likely to be present in this type; bars to the left hand side of the UK average show characteristics that are less likely to be present.

UK Average

Below national average Above national average

Appendix 3—Characteristics by type comparison

Household income <£15K

UK Average

O65
C12
C11
O66
J44
J43
J41
C13
H33
I36
O64

Below national average   Above national average

0   100   300
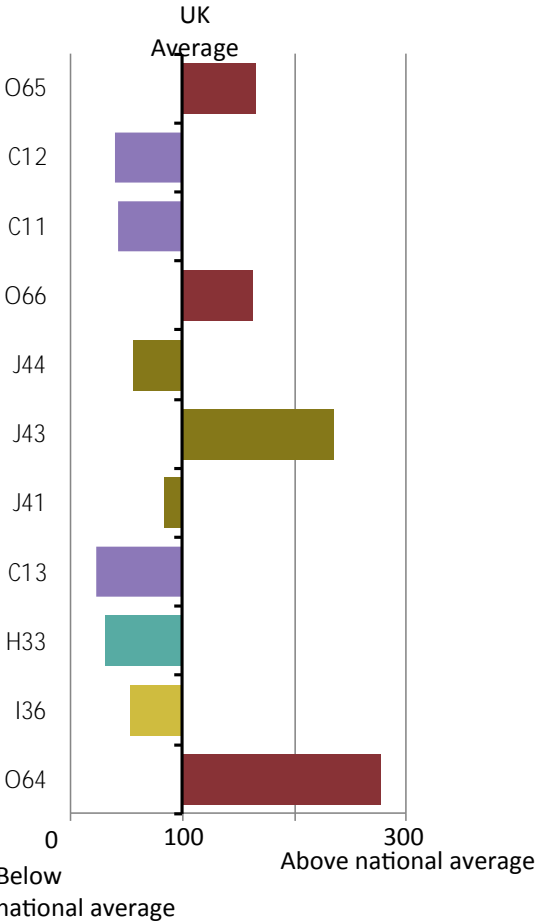
Very difficult on household income

UK Average

O65
C12
C11
O66
J44
J43
J41
C13
H33
I36
O64

Below national average   Above national average

0   100   200

The bars to the right hand side of the UK average show these characteristics are more likely to be present in this type; bars to the left hand side of the UK average show characteristics that are less likely to be present.

Household income £100K -£149K

UK Average

O65
C12
C11
O66
J44
J43
J41
C13
H33
I36
O64

Below national average   Above national average

0   100   300   500   700

Recycle items rather than throwing away

UK Average

O65
C12
C11
O66
J44
J43
J41
C13
H33
I36
O64

Below national average   Above national average

0   100   200
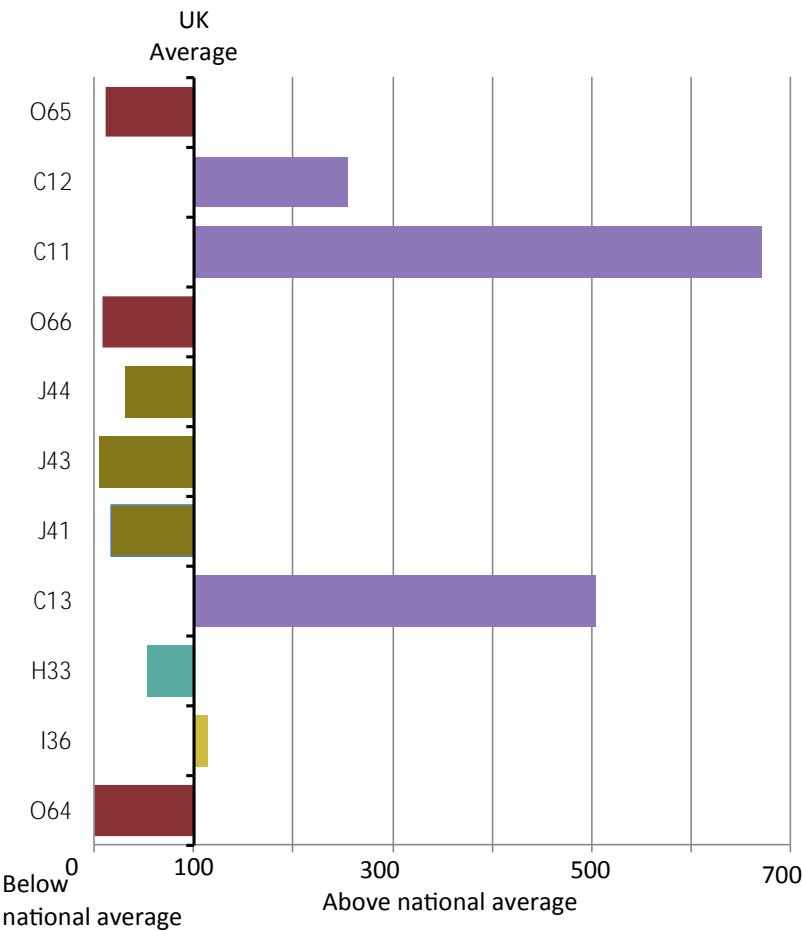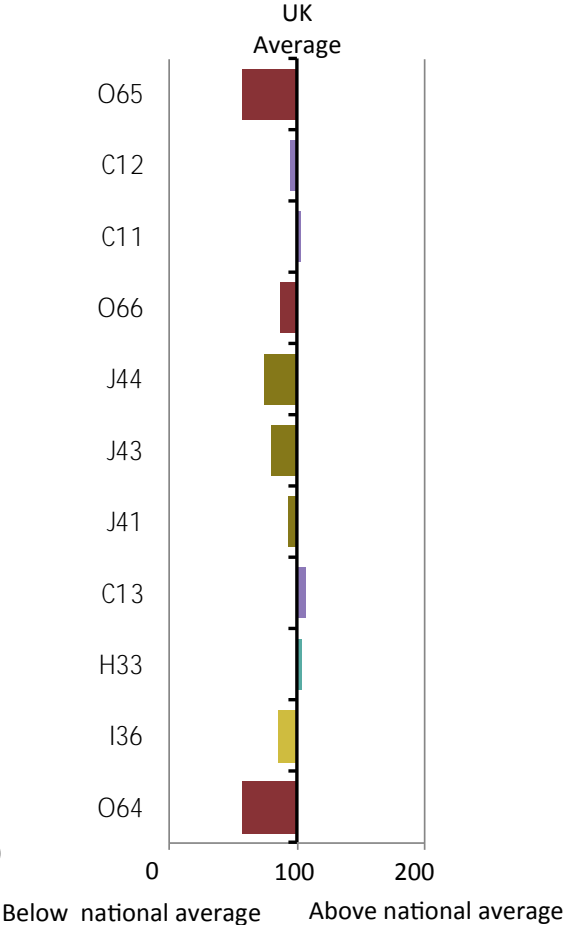
The charts above show the selected characteristics by Mosaic type.

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Appendix 4 —Social Grade

The social grade characteristic in Mosaic Public Sector is based on the following question

'From the following, which best describes your professional status'.

The groups are defined as:

Grade	Social Class	Income earner's occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical and junior managerial, administrative or pro-
C2	Skilled working class	Skilled manual workers
D	Working class	Semi-skilled and unskilled manual workers
E	Non-working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income

Appendix 4—Social Grade

The charts below shows social grade for each Mosaic type.
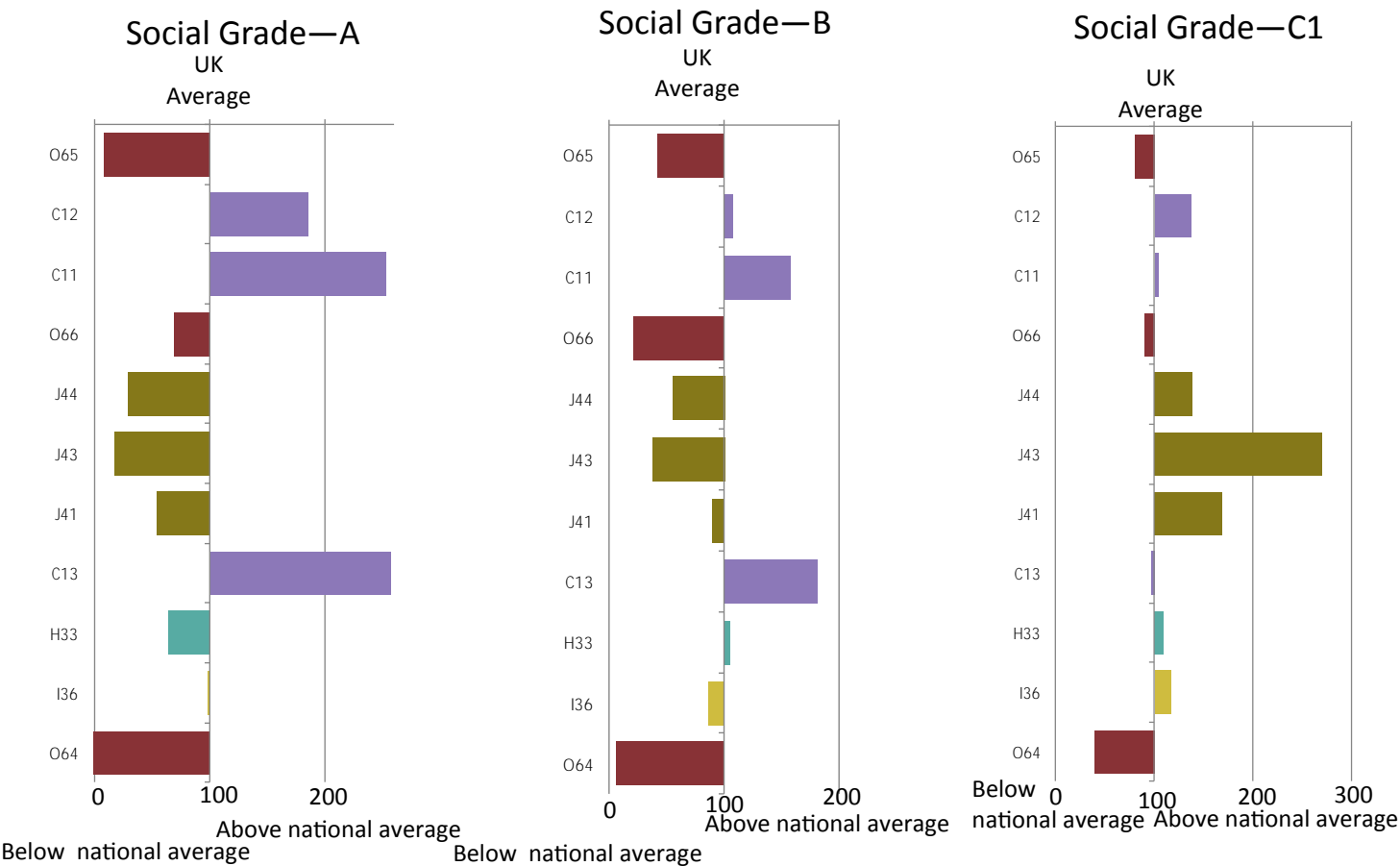
Social Grade—A

Social Grade—B
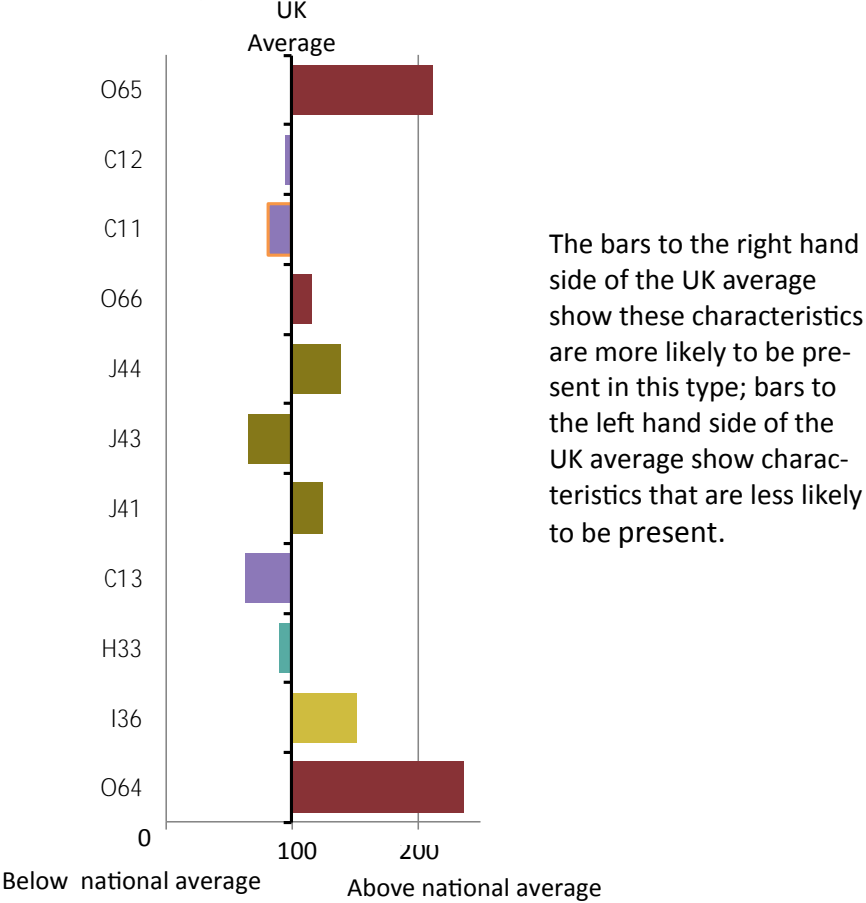

Social Grade—C1

The bars to the right hand side of the UK average show these characteristics are more likely to be present in this type; bars to the left hand side of the UK average show characteristics that are less likely to be present .

Social Grade—C2

Social Grade—D

Social Grade—E
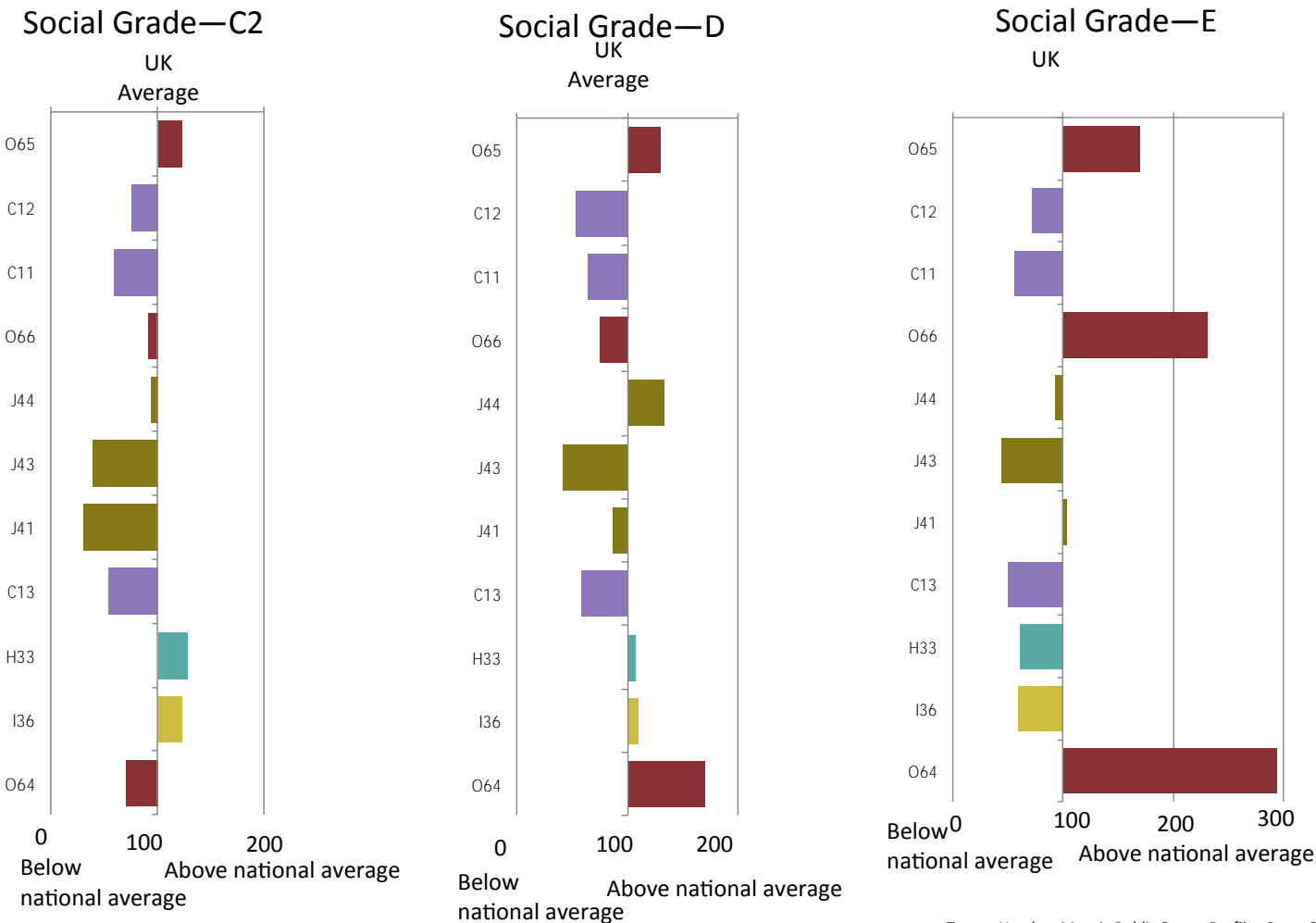
Appendix 5—Mosaic Public Sector groups and types

Mosaic Public Sector groups

Group/Type	Group/Type Name	One-Line Description	UK Household (%)	UK Population (%)
A	Country Living	Well-off owners in rural locations enjoying the benefits of country life	6.07	6.49
B	Prestige Positions	Established families in large detached homes living upmarket lifestyles	7.42	9.01
C	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards	3.58	3.97
D	Domestic Success	Thriving families who are busy bringing up children and following careers	6.86	7.05
E	Suburban Stability	Mature suburban owners living settled lives in mid-range housing	8.40	10.32
F	Senior Security	Elderly people with assets who are enjoying a comfortable retirement	8.46	6.58
G	Rural Reality	Householders living in inexpensive homes in village communities	5.87	5.55
H	Aspiring Homemakers	Younger households settling down in housing priced within their means	8.79	8.17
I	Urban Cohesion	Residents of settled urban communities with a strong sense of identity	4.79	5.37
J	Rental Hubs	Educated young people privately renting in urban neighbourhoods	6.96	6.43
K	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	5.85	5.95
L	Transient Renters	Single people privately renting low cost homes for the short term	6.45	5.95
M	Family Basics	Families with limited resources who have to budget to make ends meet	7.22	8.74
N	Vintage Value	Elderly people reliant on support to meet financial or practical needs	6.82	4.73
O	Municipal Challenge	Urban renters of social housing facing an array of challenges	6.46	5.69

Appendix 5—Mosaic Public Sector groups and types

Type	Type name	One line description	UK household %	UK population %
A01	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work	1.49	1.76
A02	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes	1.41	1.52
A03	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners	1.34	1.58
A04	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs	1.82	1.62
B05	Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status	2.11	2.03
B06	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support	1.74	3.12
B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development	1.43	1.47
B08	Premium Fortunes	Influential families with substantial income established in large, distinctive homes in wealthy enclaves	1.00	1.33
B09	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions	1.14	1.06
C10	World-Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities	0.59	0.68
C11	Penthouse Chic	City workers renting premium-priced flats in prestige central locations, living life with intensity	0.53	0.48
C12	Metro High-Flyers	Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities	1.34	1.51
C13	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort	1.12	1.31
D14	Cafés and Catchments	Affluent families with growing children living in upmarket housing in city environs	1.31	1.54
D15	Modern Parents	Busy couples in modern detached homes balancing the demands of school-age children and careers	1.66	1.82
D16	Mid-Career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older	2.05	2.10
D17	Thriving Independence	Well-qualified older singles with incomes from successful professional careers living in good quality housing	1.85	1.59
E18	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations	2.41	1.40
E19	Fledgling Free	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home	1.85	1.89
E20	Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home	2.02	3.29
E21	Family Ties	Active families with teenage and adult children whose prolonged support is eating up household resources	2.11	3.74
F22	Legacy Elders	Elders now mostly living alone in comfortable suburban homes on final salary pensions	1.89	1.32
F23	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes	2.46	1.42
F24	Bungalow Haven	Seniors appreciating the calm of bungalow estates designed for the elderly	1.88	1.53
F25	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening	2.23	2.30

Appendix 5— Mosaic Public Sector groups and types

Type	Type name	One line description	UK house-hold %	UK popula-tion %
G26	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns	0.46	0.44
G27	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations	1.70	1.50
G28	Local Focus	Rural families in affordable village homes who are reliant on the local economy for jobs	1.83	1.93
G29	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links	1.88	1.68
H30	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas of more affordable housing	2.16	2.20
H31	First-Rung Futures	Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas	2.10	1.73
H32	Flying Solo	Young singles on starter salaries choosing to rent homes in family suburbs	1.17	0.97
H33	New Foundations	Occupants of brand new homes who are often younger singles and couples with children	0.16	0.12
H34	Contemporary Starts	Young singles and partners setting up home in developments attractive to their peers	1.25	1.09
H35	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing	1.96	2.06
I36	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities	1.37	1.85
I37	Community Elders	Established older households owning city homes in diverse neighbourhoods	1.05	1.18
I38	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition	0.95	1.19
I39	Ageing Access	Older residents owning small inner suburban properties with good access to amenities	1.42	1.15
J40	Career Builders	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties	1.59	1.45
J41	Central Pulse	Youngsters renting city centre flats in vibrant locations close to jobs and night life	1.04	0.91
J42	Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations	0.72	0.85
J43	Student Scene	Students living in high density accommodation close to universities and educational centres	0.54	0.61
J44	Flexible Workforce	Young renters ready to move to follow worthwhile incomes from service sector jobs	1.26	1.26
J45	Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads	1.81	1.35
K46	Self Supporters	Hard-working mature singles who own budget terraces manageable within their modest wage	2.40	1.41
K47	Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited	1.71	2.74
K48	Down-to-Earth Owners	Ageing couples who have owned their inexpensive home for many years while working in routine jobs	1.75	1.80
L49	Disconnected Youth	Young people endeavouring to gain employment footholds while renting cheap flats and terraces	1.36	1.04
L50	Renting a Room	Transient renters of low cost accommodation often within subdivided older properties	1.54	1.54
L51	Make Do & Move On	Yet to settle younger singles and couples making interim homes in low cost properties	1.95	1.45
L52	Midlife Stopgap	Maturing singles in employment who are renting short-term affordable homes	1.60	1.92
M53	Budget Generations	Families supporting both adult and younger children where expenditure can often exceed income	1.54	2.72
M54	Childcare Squeeze	Younger families with children who own a budget home and are striving to cover all expenses	1.99	2.02
M55	Families with Needs	Families with many children living in areas of high deprivation and who need support	2.01	2.15
M56	Solid Economy	Stable families with children renting better quality homes from social landlords	1.67	1.85

Appendix 5—Mosaic Public Sector groups and types

Type	Type name	One line description	UK house-hold %	UK popula-tion %
N57	Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security	1.76	1.25
N58	Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes	0.94	0.61
N59	Pocket Pensions	Elderly singles of limited means renting in developments of compact social homes	1.28	0.84
N60	Dependent Greys	Ageing social renters with high levels of need in centrally located developments of small units	1.23	0.81
N61	Estate Veterans	Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters	1.61	1.21
O62	Low Income Workers	Older social renters settled in low value homes in communities where employment is harder to find	2.20	2.07
O63	Streetwise Singles	Hard-pressed singles in low cost social flats searching for opportunities	1.81	1.37
O64	High Rise Residents	Renters of social flats in high rise blocks where levels of need are significant	0.43	0.32
O65	Crowded Kaleidoscope	Multi-cultural households with children renting social flats in over-crowded conditions	1.18	1.22
O66	Inner City Stalwarts	Long-term renters of inner city social flats who have witnessed many changes	0.84	0.71