



What is Mosaic Public Sector?

Mosaic Public Sector is a lifestyle classification of every household in the UK which will help the new Northumberland Council to gain a comprehensive understanding of citizens in each geographical area. It will contribute to future policy decisions, communications activity and resource strategies, assisting their application to specific areas in the county.

How was Mosaic developed?

Mosaic has been built by the Experian company using over 900 different variables from various data sources including the Census, the Experian Lifestyle Survey, ONS local area statistics, the British Crime Survey, and the Index of Multiple Deprivation. These variables are used to classify each household in the UK into 61 distinct lifestyle types and 11 groups. Some examples of these groups are given below:

- 'Happy Families': younger families living in newer homes.
- 'Welfare Borderline': people living in social housing with uncertain employment in deprived areas.
- 'Grey Perspectives': independent older people with relatively active lifestyles.

A pen portrait has been developed for each of the groups which describes the type of people that fall into them. These portraits are based on the attributes used to develop the segmentation, and include information such as demographics (eg. age, household composition), financial information (eg. type of banking preferred, savings & investments), health and lifestyle information (eg. hospital admissions, diet, personal interests), and preferred communication methods (known as channel preferences).

The classification has been validated by surveying and photographing 1,100 sites across the UK, covering 118 out of the 120 postal areas.

How does the UK segmentation apply to Northumberland?

As Northumberland is quite different demographically to the rest of the UK, a semi-bespoke segmentation has been developed for the county. This segmentation has an additional 3 groups to accommodate the rural nature of Northumberland, and has 1 group ('urban intelligence') removed. As with the UK classification, a pen portrait for each group has been produced. This county-specific segmentation will enable more in depth understanding of the people of Northumberland.

A further piece of work has been carried out specifically for Northumberland County Council in which the Northumberland segmentation has been applied to the services that Northumberland County Council provides, eg. council tax discounts, benefits, refuse. For each service, figures have been generated showing the level of need that each of the lifestyle groups has. For example, the analysis shows that the group 'Welfare Borderline' has a high need for income support, disability living allowance and housing benefit, but a low need for planning applications and garden waste refuse collection. By combining the data showing which areas these people live in, and the communication methods that they respond to the most, relevant information and help can be provided to these people in the best way possible.

What is Northumberland County Council using Mosaic for?

As part of the transition to a new authority, locations for 'one stop shops' are being allocated, in order to provide access to customer services. MOSAIC data representing the population within the catchment area of main and secondary towns, has been used to demonstrate the need for local authority services and how residents would prefer to access facilities.

Mosaic will also be used :

- to aid profiling of clients in treatment for the DAAT annual needs assessment

- in the Childcare Sufficiency Assessment to assess the types of people living in the areas with childcare gaps. This greater knowledge will enable Northumberland Early Years and Childcare Service to take appropriate action to reduce these gaps in the childcare market
- The current Post Office Network change programme is about to take place within Northumberland, which will involve the closures of a number of Post Offices. Using the Mosaic citizen classification will assist in identifying the most affected user groups that are likely to be affected by the pending closures

Further information

A summary document about the Northumberland Mosaic segmentation can be found by clicking on the attached link.

For further information, or to see a full copy of the report, please contact the Northumberland Information Network on infony@northumberland.gov.uk.