



# Mosaic Public Sector





# Welcome to mosaic public sector

Connecting with the public by delivering the services that matter

Each citizen is an individual. Mosaic Public Sector enables you to treat them in that way. It gives you the intelligence you need to reach the right people with the right message at the right time – every time.

Mosaic Public Sector is our most comprehensive cross-channel segmentation, built for today's hyper-connected world. Using new data and analytical methods, you get deeper insights on lifestyles and behaviours of the public to help you make more informed decisions.

## The benefits to you:

- Do more with less, focussing resources where they can have the greatest impact
- Establishing a common language within your organisation and between your partners to create more coherent and efficient joint services, allowing you to put citizens at the heart of everything you do.



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# What is mosaic public sector?

The pressures on the public sector are enormous, making it crucial to keep up-to-date with the changing needs and preferences of the population.

Mosaic Public Sector gives you a pin-sharp picture of the people you need to reach, reflecting the latest socioeconomic trends. Over 850 million pieces of information across 450 different data points are condensed using the latest analytical techniques to identify 15 summary groups and 66 detailed types that are easy to interpret and understand.

## **Mosaic Public Sector is real**

It provides you with context behind the decisions citizens make and how they are likely to respond to you. This is critical if you want to deliver high quality public services and value for money through fair and responsible actions.

## **Mosaic Public Sector is actionable**

Whether you are raising awareness of an initiative, such as individual electoral registrations, looking to change behaviours or ensuring that resources are devoted to those who need them most, Mosaic Public Sector can be integrated into your current system to inform decisions.

## **Mosaic Public Sector is relevant**

With the latest demographic and behavioural trends, it gives an accurate reflection of the UK public of today, and tomorrow.

## **Mosaic Public Sector is yours**

Complement and enhance your own customer insight with Mosaic Public Sector to create customised segments that can be used across your organisation to really understand how people behave, in order to design and deliver focussed public services.

## **The benefits to you:**

- Mosaic Public Sector enriches your knowledge of the citizens you need to reach to help you make better decisions about how to reach them
- Mosaic Public Sector becomes the common language in your organisation and partners, driving joint activity to create mutually rewarding outcomes
- We have identified some key demographic changes that are currently influencing the behaviour of citizens:
- The boomerang generation: Young adults are staying in the parental nest for longer, changing the spending patterns of households
- A significant increase in private renting: Driven by lifestyle choice and cost of living that impact where citizens are choosing to live
- A rise in mid-life singles: Across the affluence spectrum placing very different demands on services
- A new baby boom: Driven in part by professionals extending their families in their thirties
- A change in where retired people choose to live: Driving an increase in demand for access to leisure and entertainment in less traditional retirement locations.

**850m+ source records**

**15 groups, 66 types**

**450+ input variables for clustering and interpretation**

# Channels

Mosaic Public Sector enables consistent insight into the public across a multitude of on and offline channels.

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**Telemarketing**

**Digital advertising**

**Email**

**Mobile**

**TV & video on demand**

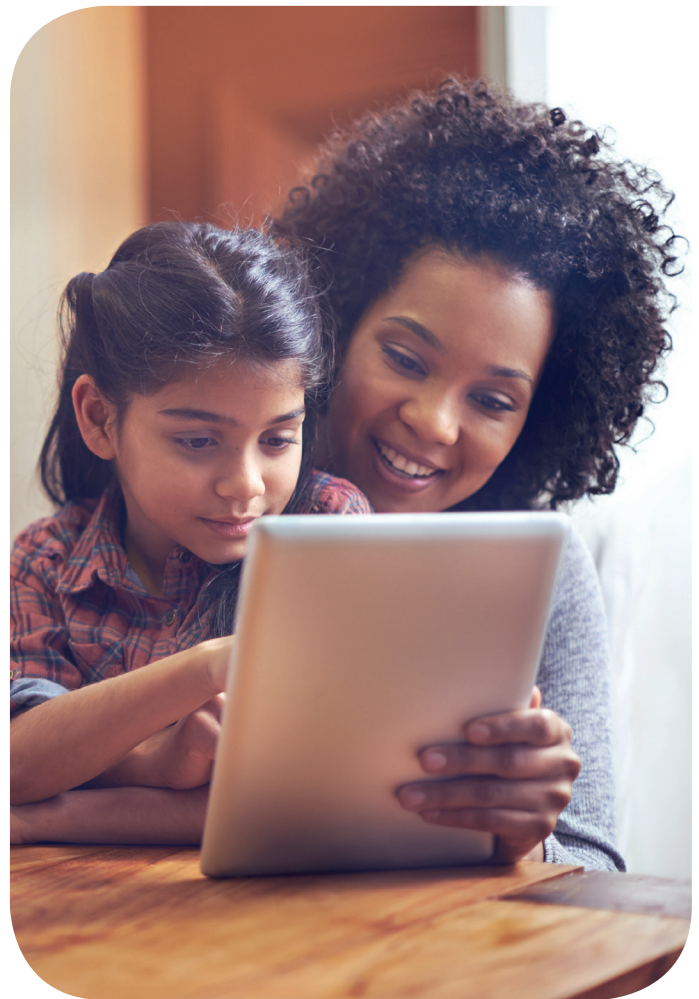
**Location planning & design**

**Out of home**

**Direct mail**

**and more...**

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## Mosaic public sector: the common currency for public services

Engaging with your audience can be difficult across a variety of channels, with the response rates varying greatly. In an increasingly busy world, having a single view on your population is crucial to ensure clear and concise messaging.

By consistently segmenting citizens according to their characteristics and behaviour, you can talk confidently about the things relevant to them, using the channel to which they are most likely to respond.

Mosaic Public Sector's consistent segmentation works as a 'common currency' across all communications, underpinning your entire public service planning and delivery. This insight coupled with your public service agenda can help you transform the services you currently deliver and are planning to deliver to match the needs of your citizens, fairly and responsibly.



### **Mail, telephone, mobile and email**

Use Mosaic Public Sector to understand how best to interact with your different communities, improving engagement with those who are traditionally hard to reach and encouraging those who can help themselves to do so, thereby increasing efficiency and effectiveness as result of better understanding.

### **Digital Delivery**

Mosaic Public Sector allows you to identify opportunities for delivering online services to those who demand them, therefore allowing you to concentrate on intensive support for those who need it.

### **Locations**

Mosaic Public Sector helps you plan where you should have a physical presence and understand how catchment profiles have an impact on the quality and cost-effectiveness of your services.

Mosaic Public Sector gives you a framework that unlocks unique insight for use across your journey of public service planning, design and delivery.

### **The benefits to you:**

- Deploy even with limited resources for greater impact: By communicating with citizens in the ways that they are likely to engage with you
- Consistent messages according to group: Enables you to connect with citizens across all public service areas in which you operate
- Common language for staff and partners: Facilitates



# How can mosaic public sector help you?

By providing you with rich and detailed insights, Mosaic Public Sector can help you to:

## Personalise your engagement with citizens

When used effectively, Mosaic Public Sector helps underpin the key decisions an organisation makes about how it engages with the citizen in order to achieve its objectives. From understanding the changing landscape at a strategic level, through to detailed decisions about how people are approached and treated on the front line, this can be achieved successfully, even with scarce resources.

## Strengthen organisation awareness

Mosaic Public Sector helps you understand the citizens you need to reach and how to engage with individuals similar to them. The ability to consistently reach these people with relevant content to them, across direct and indirect communication channels, ensures the correct individuals are receiving your message.

This could help build a positive awareness of your organisation, aiding in achieving your objectives.

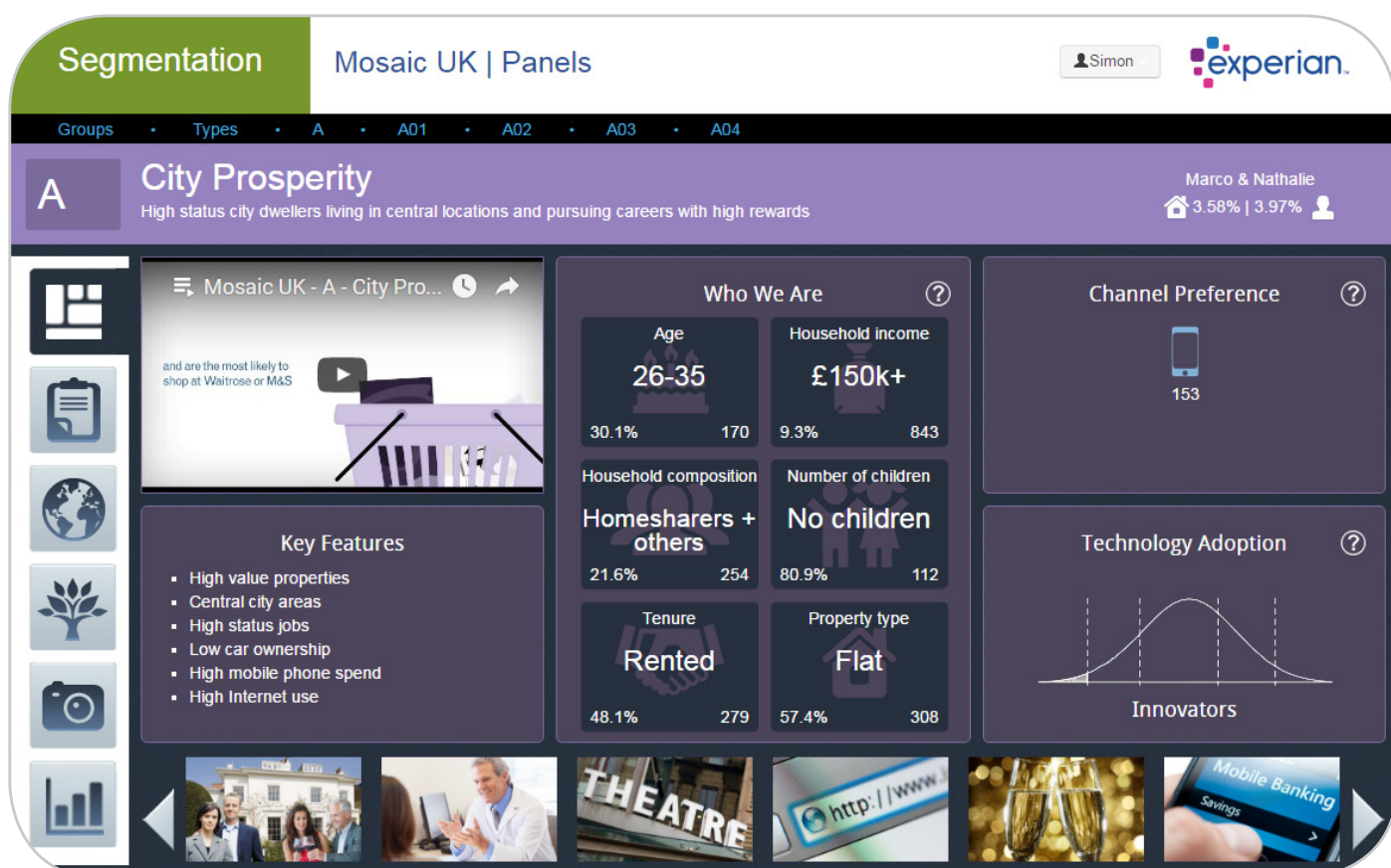
## Optimise your location footprint

Widely used across government, Mosaic Public Sector helps determine where the highest concentrations are of people you need to reach for organisation-specific purposes. It also guides you with their whereabouts and movements, helping you gain an understanding of the best areas in which to create a face to face presence.

## Make your job easier

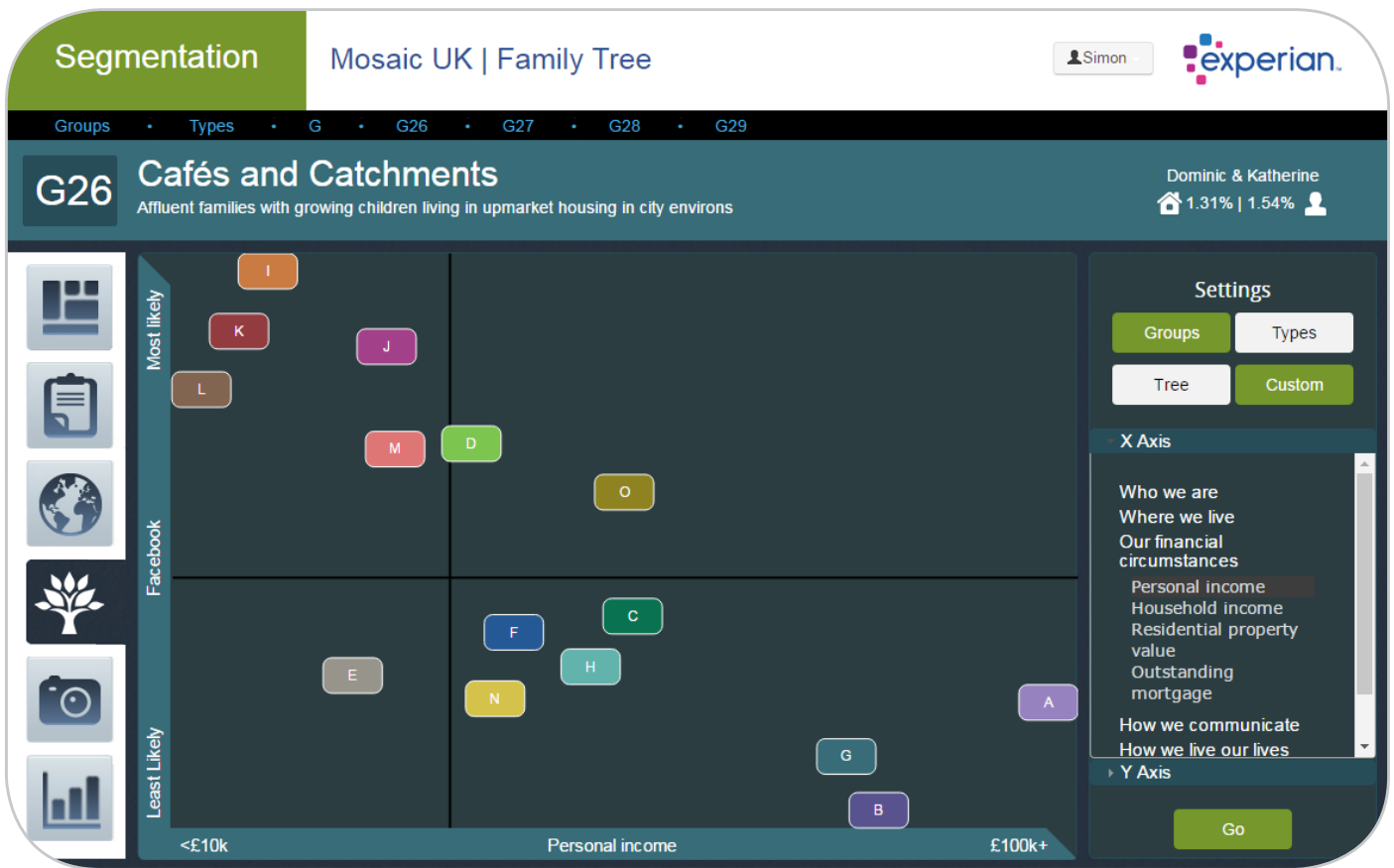
Equipped with a deeper understanding of your citizens, you can make better decisions to help you engage with them in a fair manner. Your job will be made easier by implementing Mosaic Public Sector.

1. The summary screen gives a high level overview of each group and type and allows you to navigate to more in-depth insight.

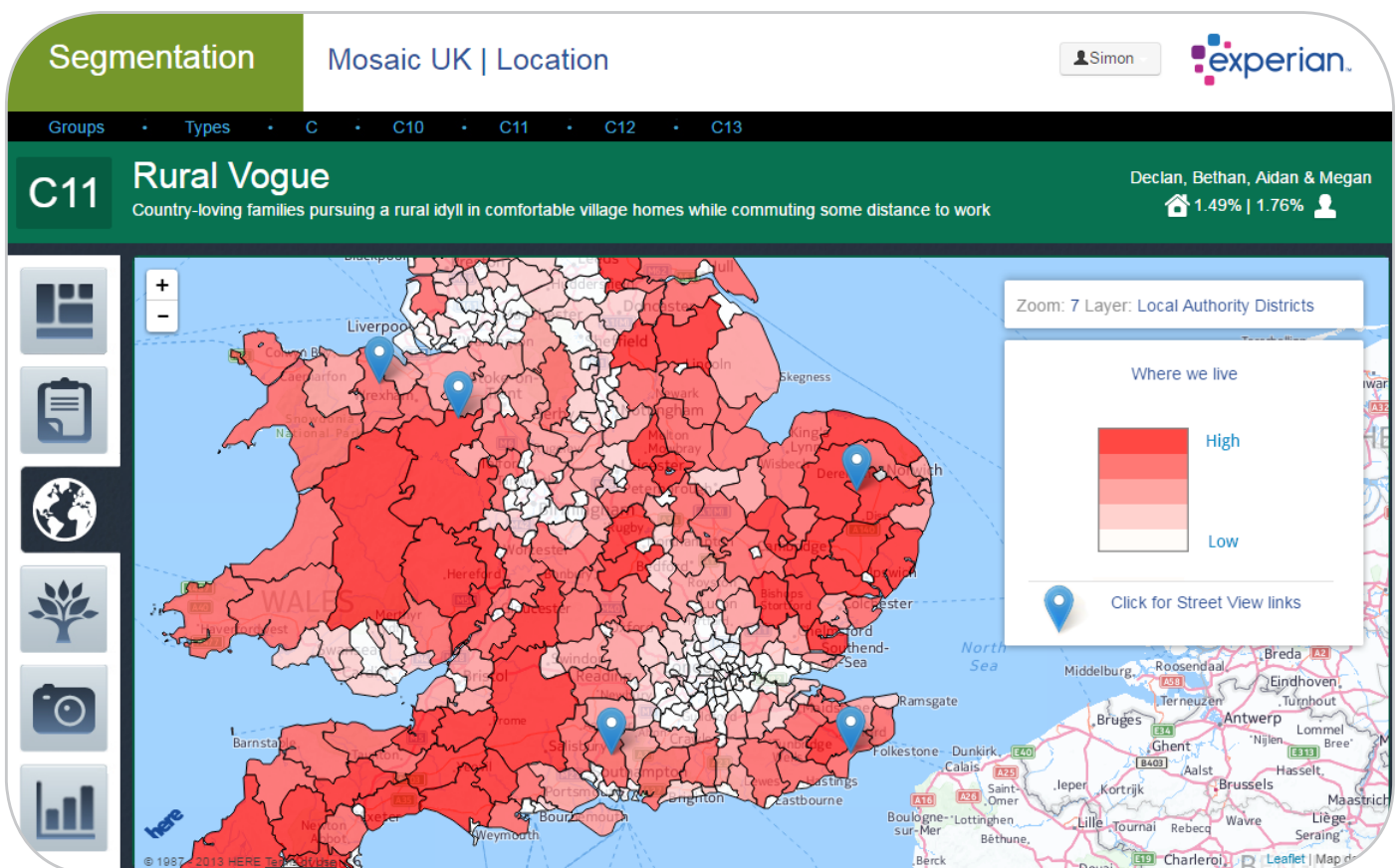




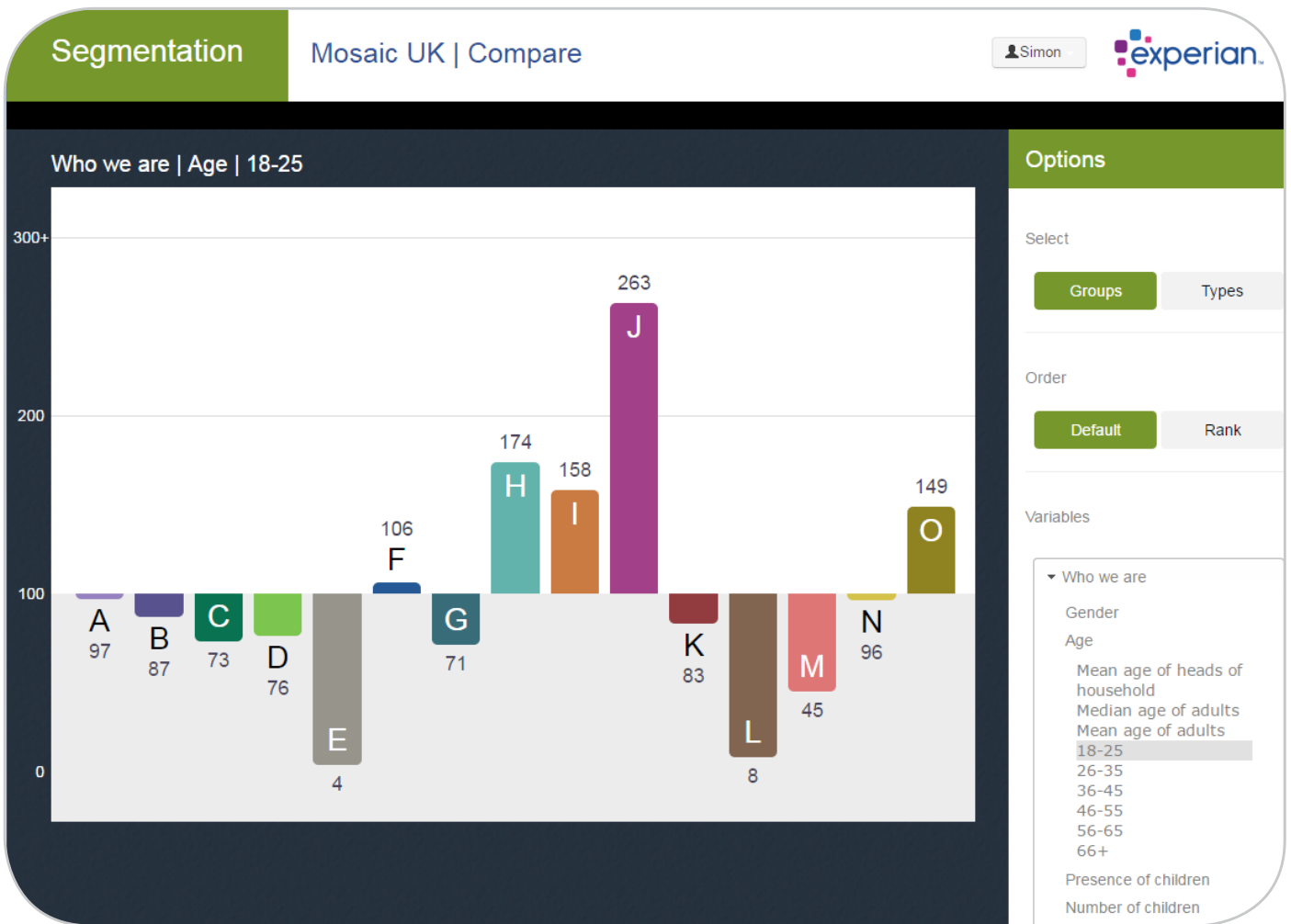
- The new visualisation allows you to sort the groups based on features that are important to you. This shot shows the distribution for average age compared to average income.



- Heat maps show where the highest concentrations of each group and type can be found.



4. The Mosaic Public Sector visualisation now allows you to compare the groups and types for key data points; this shows the concentration of 18-25 year olds within the groups.



**Support from Experian**

Our team of consultants and analysts are dedicated to helping you define and execute your public service strategy and get the most from Mosaic Public Sector.

To maximise the value of Mosaic Public Sector, and to ensure you are making the most of every opportunity available to you, you will have access to:

- The easy-to-use and interactive Mosaic Public Sector visualisation tool to help you get to know the segments that are most relevant to you
- Animations for the Groups and Types to help you articulate to your partners and stakeholders who your target segments are
- The latest population insight and public engagement thought leadership, including Experian research papers, infographics, blogs and news.

**Data visualisations give you a clearer view**

Despite the depth and detail of its data, Mosaic Public Sector is simple and intuitive to use. User-friendly visualisations bring the segmentation to life like never before.



# The benefits of mapping mosaic public sector

Mosaic Public Sector uses mapping to help you make decisions based on your appropriate physical presence and knowledge of your local market.

Tailor your public services in specific locations in line with the needs and preferences of citizens living in those areas by understanding their profiles.

Mapping Mosaic Public Sector helps you to reveal enhanced insight into many citizen related segments.

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"I am delighted with the efficient way Experian's Customer Insight process has run, and from which the London Borough of Harrow is now able to make better informed, cost efficient and customer centric decisions."

**London Borough of Harrow**

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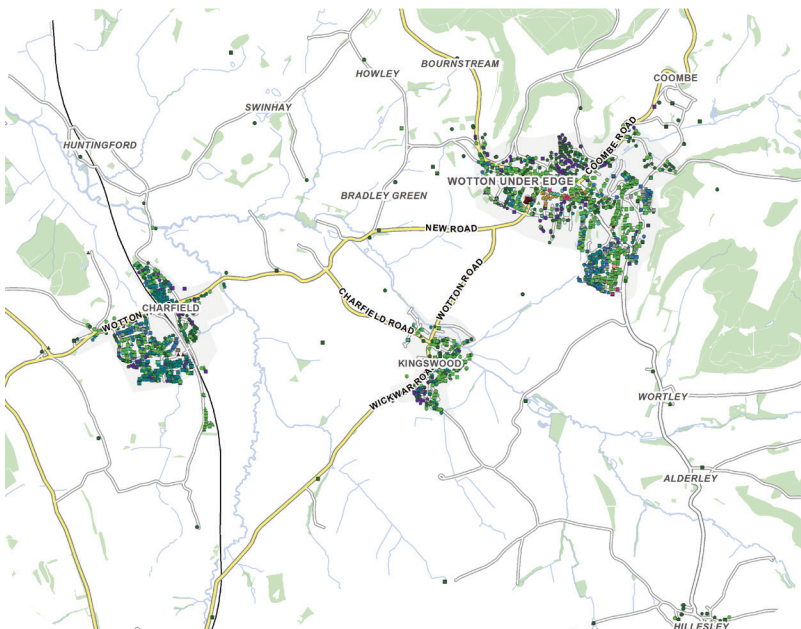
**Urban diversity:**

Mosaic clearly highlights the patterns of high-flying professionals living in luxury riverside apartments and Georgian terraces (lilac), students and recent graduates in smaller rented properties (khaki), childless blue collar and service workers living in Victorian migrant families (yellow) and a small pocket of less well-off families living in council-owned properties (orange). Diversity within groups (the various Mosaic Public Sector types) are also visible. These are shown by the various shaped points.



**Suburban diversity:**

While suburban areas can appear on the surface to be a bland monotone area of identikit housing, Mosaic Public Sector can peer inside. It reveals all the different types of households that reside there, with their various life-stages, marital status, household compositions and financial positions, as well as taking into account the variations between estates as a whole.



**Rural diversity:**

Within rural areas, we are able to pick out the individual households that are likely to be commuting to towns and cities nearby (blue and teal) vs. residents with more of a local focus, i.e., in blue collar, agricultural or mining/manufacturing occupations, including those who are likely to be self-employed (light green). It is also possible to identify the elderly residents who are now retired (grey) and very wealthy households and farmers living in larger housing (purple/dark green).



# Mosaic public sector

## Mosaic Public Sector one-line descriptions

<b>A</b> Country Living	A01	<b>Rural Vogue</b>	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
	A02	<b>Scattered Homesteads</b>	Older households appreciating rural calm in stand-alone houses within agricultural landscapes
	A03	<b>Wealthy Landowners</b>	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
	A04	<b>Village Retirement</b>	Retirees enjoying pleasant village locations with amenities to service their social and practical needs
<b>B</b> Prestige Positions	B05	<b>Empty-Nest Adventure</b>	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
	B06	<b>Bank of Mum and Dad</b>	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
	B07	<b>Alpha Families</b>	High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development
	B08	<b>Premium Fortunes</b>	Influential families with substantial income established in large, distinctive homes in wealthy enclaves
	B09	<b>Diamond Days</b>	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

<b>C</b> City Prosperity	<b>C10</b>	<b>World Class Wealth</b>	Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities
	<b>C11</b>	<b>Penthouse Chic</b>	City workers renting premium-priced flats in prestige central locations, living life with intensity
	<b>C12</b>	<b>Metro High-Flyers</b>	Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities
	<b>C13</b>	<b>Uptown Elite</b>	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
<b>D</b> Domestic Success	<b>D14</b>	<b>Cafes and Catchments</b>	Affluent families with growing children living in upmarket housing in city environs
	<b>D15</b>	<b>Modern Parents</b>	Busy couples in modern detached homes balancing the demands of school-age children and careers
	<b>D16</b>	<b>Mid-career Convention</b>	Professional families with children in traditional mid-range suburbs where neighbours are often older
	<b>D17</b>	<b>Thriving Independence</b>	Well-qualified older singles with incomes from successful professional careers living in good quality housing
<b>E</b> Suburban Stability	<b>E18</b>	<b>Dependable Me</b>	Single mature owners settled in traditional suburban semis working in intermediate occupations
	<b>E19</b>	<b>Fledgling Free</b>	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
	<b>E20</b>	<b>Boomerang Boarders</b>	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
	<b>E21</b>	<b>Family Ties</b>	Active families with teenage and adult children whose prolonged support is eating up household resources
<b>F</b> Senior Security	<b>F22</b>	<b>Legacy Elders</b>	Elders now mostly living alone in comfortable suburban homes on final salary pensions
	<b>F23</b>	<b>Solo Retirees</b>	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes
	<b>F24</b>	<b>Bungalow Haven</b>	Seniors appreciating the calm of bungalow estates designed for the elderly
	<b>F25</b>	<b>Classic Grandparents</b>	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening



<b>G</b> Rural Reality	G26	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns
	G27	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations
	G28	Local Focus	Rural families in affordable village homes who are reliant on the local economy for jobs
	G29	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links
<b>H</b> Aspiring Home makers	H30	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas of more affordable housing
	H31	First Rung Futures	Pre-family newcomers who have brought value homes with space to grow in affordable but pleasant areas
	H32	Flying Solo	Young singles on starter salaries choosing to rent homes in family suburbs
	H33	New Foundations	Occupants of brand new homes who are often younger singles or couples with children
	H34	Contemporary Starts	Young singles and partners setting up home in developments attractive to their peers
	H35	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing
<b>I</b> Urban Cohesion	I36	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities
	I37	Community Elders	Established older households owning city homes in diverse neighbourhoods
	I38	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition
	I39	Ageing Access	Older residents owning small inner suburban properties with good access to amenities

<b>J</b> Rental Hubs	J40	<b>Career Builders</b>	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties
	J41	<b>Central Pulse</b>	Youngsters renting city centre flats in vibrant locations close to jobs and night life
	J42	<b>Learners &amp; Earners</b>	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations
	J43	<b>Student Scene</b>	Students living in high density accommodation close to universities and educational centres
	J44	<b>Flexible Workforce</b>	Young renters ready to move to follow worthwhile incomes from service sector jobs
	J45	<b>Bus-Route Renters</b>	Singles renting affordable private flats away from central amenities and often on main roads
<b>K</b> Modest Traditions	K46	<b>Self Supporters</b>	Hard-working mature singles who own budget terraces manageable within their modest wage
	K47	<b>Offspring Overspill</b>	Lower income owners whose adult children are still striving to gain independence meaning space is limited
	K48	<b>Down-to-Earth Owners</b>	Ageing couples who have owned their inexpensive home for many years while working in routine jobs
<b>L</b> Transient Renters	L49	<b>Disconnected Youth</b>	Young people endeavouring to gain employment footholds while renting cheap flats and terraces
	L50	<b>Renting a Room</b>	Transient renters of low cost accommodation often within subdivided older properties
	L51	<b>Make Do &amp; Move On</b>	Yet to settle younger singles and couples making interim homes in low cost properties
	L52	<b>Mid-life Stopgap</b>	Maturing singles in employment who are renting short-term affordable homes

<b>M</b> Family Basics	M53	<b>Budget Generations</b>	Families supporting both adult and younger children where expenditure can often exceed income
	M54	<b>Childcare Squeeze</b>	Younger families with children who own a budget home and are striving to cover all expenses
	M55	<b>Families with Needs</b>	Families with many children living in areas of high deprivation and who need support
	M56	<b>Solid Economy</b>	Stable families with children renting better quality homes from social landlords
<b>N</b> Vintage Value	N57	<b>Seasoned Survivors</b>	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security
	N58	<b>Aided Elderly</b>	Supported elders in specialised accommodation including retirement homes and complexes of small homes
	N59	<b>Pocket Pensions</b>	Elderly singles of limited means renting in developments of compact social homes
	N60	<b>Dependent Greys</b>	Ageing social renters with high levels of need in centrally located developments of small units
	N61	<b>Estate Veterans</b>	Long-standing elderly renters of social homes who have seen neighbours change to a mix of owners and renters
<b>O</b> Municipal Challenge	O62	<b>Low Income Workers</b>	Older social renters settled in low value homes in communities where employment is harder to find
	O63	<b>Streetwise Singles</b>	Hard-pressed singles in low cost social flats searching for opportunities
	O64	<b>High Rise Residents</b>	Renters of social flats in high rise blocks where levels of need are significant
	O65	<b>Crowded Kaleidoscope</b>	Multi-cultural households with children renting social flats in over-crowded conditions
	O66	<b>Inner City Stalwarts</b>	Long-term renters of inner city social flats who have witnessed many changes



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Behind each citizen is an individual. Mosaic Public Sector enables you to treat them in that way. To find out how Mosaic Public Sector could help you, contact us:

**[experian.co.uk/mosaic](https://experian.co.uk/mosaic)**  
**0845 234 0391**

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# About experian public sector

We have over 20 years' experience of helping public sector organisations to create a thriving, fairer and more responsible society. During this time, we have built up long lasting relationships with the majority of local authorities, police forces, central government departments and health and education organisations.

We use our expertise to enable your communities and your staff to work together faster, smarter and far more efficiently via well-informed decision-making that is

underpinned by data, insight, analytics and understanding. It means knowledge and insight to help you best serve your citizens by ensuring those who need help the most get it, maximising income and helping you improve the quality of your communities. We support you to get the best value out of the services and data we provide to deliver the right outcome for you, leading to mutually rewarding interactions between you and your stakeholders.

## Why experian?

Over the last 30 years, Experian has established itself as a leading global provider of insight segmentations. Our unique combination of insights, allied to our understanding of UK public services means we can identify the best sources of data and methodologies to build truly innovative segmentation.

This latest version of Mosaic Public Sector takes its place amongst a family of segmentation that is available in 29 countries and classifies over a billion members of the public worldwide.

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[experian.co.uk/public-sector](https://experian.co.uk/public-sector)

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