

Hawkhurst Sandhurst Mosaic data – December 2019

Introduction

Mosaic is a consumer segmentation model designed by Experian. Mosaic segments the population into 15 groups and 66 types that helps you to understand an individual's likely customer behaviour. Along with other models such as ACORN – it is a well-used marketing tool.

How does it work.

Market segmentation uses data from a variety of sources to model consumer behaviour. It uses open data sources such as census data or general household surveys plus links in with supermarket reward cards.

It clusters people together into areas linked to post codes – say 150 houses, which means a map can be developed – if we wanted to.

We have obtained the following information on Hawkhurst and Sandhurst from KCC for;

- Mosaic groups
- Mosaic profile for Hawkhurst and Sandhurst – 2015 graph
- Mosaic profile for Hawkhurst and Sandhurst – 2015 percentages

Summary

- This data is from 2015
- This data is for Hawkhurst and Sandhurst
- Category A – Country Living = 47.9%, compared to 14.7% for TWBC and 8.5% for KCC
- Category G – Rural Reality = 43.5% compared to 7.9% for TWBC and 7.3%

Country Living

Well-off owners in rural locations enjoying the benefits of country life (6% of UK households)

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

A1: Wealthy Landowners - Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners.

A2: Rural Vogue - Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work.

A3: Scattered Homesteads - Older households appreciating rural calm in stand-alone houses within agricultural landscapes.

A4: Village Retirement - Retirees enjoying pleasant village locations with amenities to service their social and practical needs.

RURAL REALITY

Householders living in inexpensive homes in village communities (6% of UK households)

Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

C14: Satellite Settlers - Mature households living in expanding developments around larger villages with good transport links.

C15: Local Focus - Rural families in affordable village homes who are reliant on the local economy for jobs.

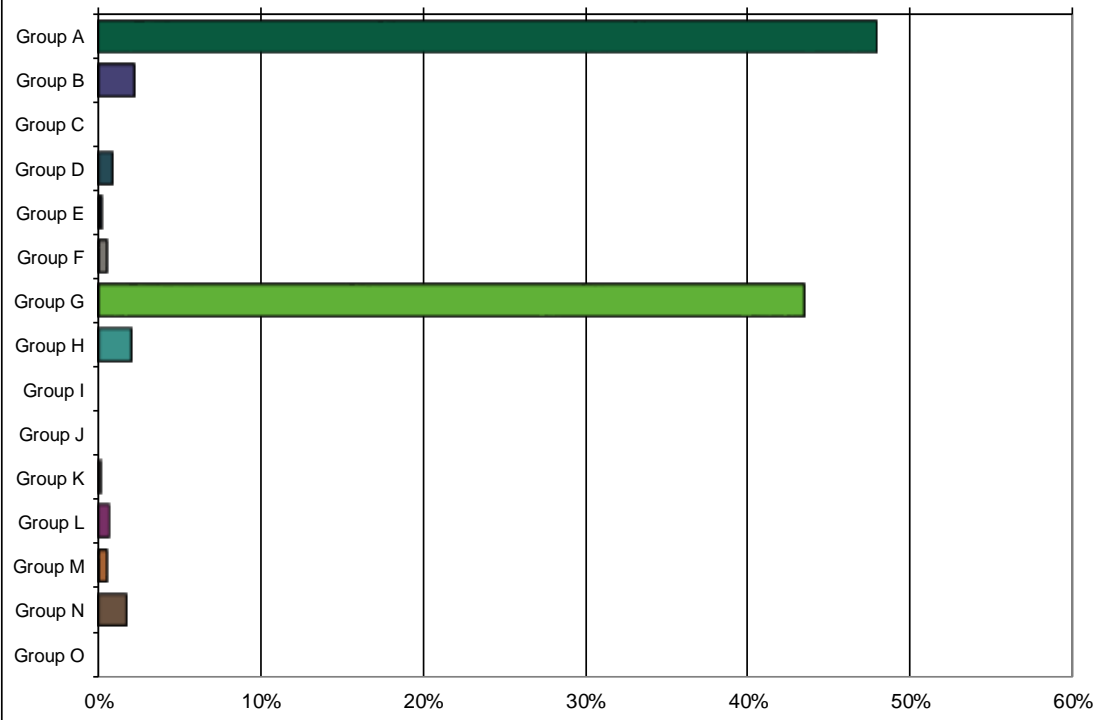
C16: Outlying Seniors - Pensioners living in inexpensive housing in out of the way locations.

C17: Far-Flung Outposts - Inter-dependent households living in the most remote communities with long travel times to larger towns.

Mosaic Groups

A	- Country Living - Well off owners in rural locations enjoying the benefits of Country life
B	- Prestige Positions - Established families in large detached homes Living upmarket lifestyles
C	- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
D	- Domestic Success - Thriving families who are busy bringing up children and following careers
E	- Suburban Stability - Mature suburban owners living in settled lives in mid-range housing
F	- Senior Security - Elderly people with assets who are enjoying a comfortable retirement
G	- Rural Reality - Householders living in inexpensive homes in village communities
H	- Aspiring Homemakers - Younger households settling down in housing priced within their means
I	- Urban Cohesion - Residents of settled urban communities with a strong sense of identity
J	- Rental Hubs - Educated young people privately renting in urban neighbourhoods
K	- Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
L	- Transient Renters - Single people privately renting low cost homes for the short term
M	- Family Basics - Families with limited resources who have to budget to make ends meet
N	- Vintage Value – Elderly people reliant on support to meet financial or practical needs
O	- Municipal Challenge – Urban renters of social housing facing an array of challenges

Mosaic Profile for Hawkhurst and Sandhurst, Tunbridge Wells, 2015



Source: 2014 Experian Ltd.
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Source: Experian Ltd 2014

	Percentage of population		
	Hawkhurst and Sandhurst	Tunbridge Wells	KCC
Group A	47.9%	14.7%	8.5%
Group B	2.2%	14.2%	8.9%
Group C	0.0%	2.8%	0.4%
Group D	0.9%	15.2%	9.8%
Group E	0.2%	2.8%	7.4%
Group F	0.5%	5.2%	10.7%
Group G	43.5%	7.9%	7.3%
Group H	2.0%	7.7%	12.4%
Group I	0.0%	3.4%	1.5%
Group J	0.0%	10.8%	6.9%
Group K	0.0%	0.9%	3.8%
Group L	0.6%	1.3%	6.0%
Group M	0.5%	7.4%	8.8%
Group N	1.7%	4.0%	5.2%
Group O	0.0%	0.6%	1.4%