

Mosaic is a powerful cross-channel consumer classification system built for today's multi-channel world. It has evolved to help you understand your customers' likely characteristics and communicate with them in the most relevant ways.

This tool gives you the ability to compare selected target audiences against a base comparison such as the UK population, or another audience, to highlight the key characteristics of your audience; and how they differ.

15,000  
Population

15,000  
Households

46,541,293  
Base Population

26,665,160  
Base Households

Select a **Target Audience**  
Example1

Testing File May  
Job Description

England, Wales, Northern Ireland  
Selected Base

Mosaic Groups | Top 3 by Index - Example1

F - Suburban Stability  
129 Index | 9.0%

Older families, no children  
Own mid-value semis  
3 bedrooms  
Established in community  
News and media sites  
Solar panels

Mature suburban owners living settled lives in mid-range housing

B - Prestige Positions  
121 Index | 9.0%

Own large, detached houses  
Highly educated  
High discretionary income  
Garden or allotment  
Pay credit cards in full  
Breakdown cover

Established families in large detached homes living upmarket lifestyles

N - Urban Cohesion  
117 Index | 5.7%

Homesharers in terraces  
Uber passengers  
Free mobile phone apps  
Read news and shop online  
Visual arts and design sites  
Watch TV

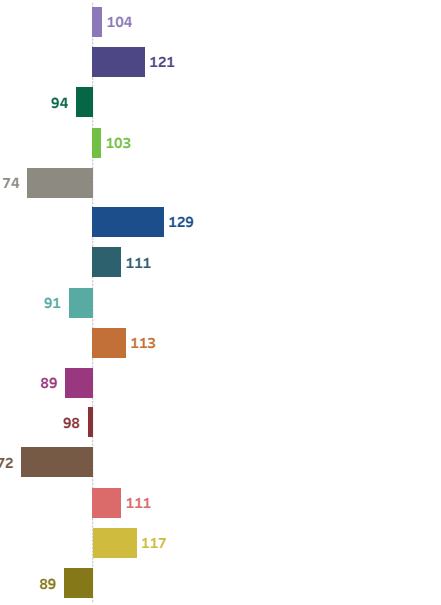
Residents of settled urban communities with a strong sense of identity

Viewing the results by **Percentage** shows you the largest and smallest segments in your audience. Viewing the results by an **Index** shows the largest difference proportionally compared to the base audience; where 100 is the same proportion as the base, and 200 is twice the proportion.

**Chart showing Index or Percentage**  
Index

**Chart Sort**  
Segment Order

|   |                     | Target | %      | Base       | %      | Index |
|---|---------------------|--------|--------|------------|--------|-------|
| A | City Prosperity     | 690    | 4.6%   | 1,180,857  | 4.4%   | 104   |
| B | Prestige Positions  | 1,354  | 9.0%   | 1,994,986  | 7.5%   | 121   |
| C | Country Living      | 953    | 6.4%   | 1,811,773  | 6.8%   | 94    |
| D | Rural Reality       | 837    | 5.6%   | 1,441,491  | 5.4%   | 103   |
| E | Senior Security     | 970    | 6.5%   | 2,331,224  | 8.7%   | 74    |
| F | Suburban Stability  | 1,346  | 9.0%   | 1,860,771  | 7.0%   | 129   |
| G | Domestic Success    | 1,134  | 7.6%   | 1,813,917  | 6.8%   | 111   |
| H | Aspiring Homemakers | 1,237  | 8.2%   | 2,422,512  | 9.1%   | 91    |
| I | Family Basics       | 1,295  | 8.6%   | 2,030,557  | 7.6%   | 113   |
| J | Transient Renters   | 880    | 5.9%   | 1,755,286  | 6.6%   | 89    |
| K | Municipal Tenants   | 896    | 6.0%   | 1,622,756  | 6.1%   | 98    |
| L | Vintage Value       | 682    | 4.5%   | 1,687,502  | 6.3%   | 72    |
| M | Modest Traditions   | 819    | 5.5%   | 1,309,159  | 4.9%   | 111   |
| N | Urban Cohesion      | 854    | 5.7%   | 1,292,394  | 4.8%   | 117   |
| O | Rental Hubs         | 1,053  | 7.0%   | 2,109,975  | 7.9%   | 89    |
|   |                     | 15,000 | 100.0% | 26,665,160 | 100.0% | 100   |



Mosaic Types | Top 5 by Index - Example1

D17 - Far-Flung Outposts  
399 Index | 0.4%

Rural areas  
Named buildings  
Oil/solid fuel central heating  
Co-operative membership  
Electronic money transfers  
Fuel poverty

Inter-dependent households living in the most remote communities with long travel times to larger towns

F23 - Family Ties  
196 Index | 2.3%

Teenage/adult children at home  
Own 3 bed semis  
Outstanding mortgage under £100k  
Internet via smartphone  
Games consoles  
Order from takeaways

Active families with adult children and some teens, giving prolonged support to the next generation

I37 - Budget Generations  
188 Index | 1.8%

Families with teenage/adult children  
3 bedrooms  
Low outstanding mortgage  
Low discretionary income  
Order from takeaways  
Solar panels

Families providing lodgings for adult children and gaining the benefit of pooled resources

B08 - Bank of Mum and Dad  
186 Index | 2.9%

Settled families  
Adult children at home  
Own large, detached houses  
Company directors  
High discretionary income  
Electronic money transfers

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

F22 - Boomerang Boarders  
175 Index | 3.4%

Adult children at home  
Own 3 bed semis  
Established in community  
Low to mid-income  
Watch TV  
Solar panels

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

|     |                        | Target | %      | Base       | %      | Index |
|-----|------------------------|--------|--------|------------|--------|-------|
| A01 | World-Class Wealth     | 92     | 0.6%   | 160,663    | 0.6%   | 102   |
| A02 | Uptown Elite           | 247    | 1.6%   | 360,511    | 1.4%   | 122   |
| A03 | Penthouse Chic         | 72     | 0.5%   | 191,380    | 0.7%   | 67    |
| A04 | Metro High-Flyers      | 279    | 1.9%   | 468,303    | 1.8%   | 106   |
| B05 | Premium Fortunes       | 187    | 1.2%   | 274,735    | 1.0%   | 121   |
| B06 | Diamond Days           | 188    | 1.3%   | 353,010    | 1.3%   | 95    |
| B07 | Alpha Families         | 247    | 1.6%   | 426,892    | 1.6%   | 103   |
| B08 | Bank of Mum and Dad    | 438    | 2.9%   | 419,491    | 1.6%   | 186   |
| B09 | Empty-Nest Adventure   | 294    | 2.0%   | 520,858    | 2.0%   | 100   |
| C10 | Wealthy Landowners     | 257    | 1.7%   | 452,121    | 1.7%   | 101   |
| C11 | Rural Vogue            | 229    | 1.5%   | 435,019    | 1.6%   | 94    |
| C12 | Scattered Homesteads   | 242    | 1.6%   | 410,480    | 1.5%   | 105   |
| C13 | Village Retirement     | 225    | 1.5%   | 514,153    | 1.9%   | 78    |
| D14 | Satellite Settlers     | 289    | 1.9%   | 538,228    | 2.0%   | 95    |
| D15 | Local Focus            | 296    | 2.0%   | 461,404    | 1.7%   | 114   |
| D16 | Outlying Seniors       | 193    | 1.3%   | 415,556    | 1.6%   | 83    |
| D17 | Far-Flung Outposts     | 59     | 0.4%   | 26,303     | 0.1%   | 399   |
| E18 | Legacy Elders          | 182    | 1.2%   | 527,383    | 2.0%   | 61    |
| E19 | Bungalow Haven         | 207    | 1.4%   | 556,487    | 2.1%   | 66    |
| E20 | Classic Grandparents   | 332    | 2.2%   | 556,771    | 2.1%   | 106   |
| E21 | Solo Retirees          | 249    | 1.7%   | 690,583    | 2.6%   | 64    |
| F22 | Boomerang Boarders     | 512    | 3.4%   | 521,477    | 2.0%   | 175   |
| F23 | Family Ties            | 340    | 2.3%   | 308,001    | 1.2%   | 196   |
| F24 | Fledgling Free         | 274    | 1.8%   | 425,822    | 1.6%   | 114   |
| F25 | Dependable Me          | 220    | 1.5%   | 605,471    | 2.3%   | 65    |
| G26 | Cafés and Catchments   | 291    | 1.9%   | 448,615    | 1.7%   | 115   |
| G27 | Thriving Independence  | 213    | 1.4%   | 428,300    | 1.6%   | 88    |
| G28 | Modern Parents         | 252    | 1.7%   | 313,031    | 1.2%   | 143   |
| G29 | Mid-Career Convention  | 378    | 2.5%   | 623,971    | 2.3%   | 108   |
| H30 | Primary Ambitions      | 373    | 2.5%   | 596,388    | 2.2%   | 111   |
| H31 | Affordable Fringe      | 282    | 1.9%   | 477,517    | 1.8%   | 105   |
| H32 | First-Rung Futures     | 268    | 1.8%   | 515,543    | 1.9%   | 92    |
| H33 | Contemporary Starts    | 209    | 1.4%   | 459,169    | 1.7%   | 81    |
| H34 | New Foundations        | 0      | 0.0%   | 147,615    | 0.6%   | 0     |
| H35 | Flying Solo            | 105    | 0.7%   | 226,280    | 0.8%   | 82    |
| I36 | Solid Economy          | 297    | 2.0%   | 527,112    | 2.0%   | 100   |
| I37 | Budget Generations     | 271    | 1.8%   | 256,719    | 1.0%   | 188   |
| I38 | Economical Families    | 329    | 2.2%   | 577,311    | 2.2%   | 101   |
| I39 | Families on a Budget   | 398    | 2.7%   | 669,415    | 2.5%   | 106   |
| J40 | Value Rentals          | 207    | 1.4%   | 460,016    | 1.7%   | 80    |
| J41 | Youthful Endeavours    | 124    | 0.8%   | 262,815    | 1.0%   | 84    |
| J42 | Midlife Renters        | 252    | 1.7%   | 454,793    | 1.7%   | 99    |
| J43 | Renting Rooms          | 297    | 2.0%   | 577,662    | 2.2%   | 91    |
| K44 | Inner City Stalwarts   | 109    | 0.7%   | 222,207    | 0.8%   | 87    |
| K45 | City Diversity         | 210    | 1.4%   | 352,502    | 1.3%   | 106   |
| K46 | High Rise Residents    | 57     | 0.4%   | 109,352    | 0.4%   | 93    |
| K47 | Single Essentials      | 209    | 1.4%   | 374,520    | 1.4%   | 99    |
| K48 | Mature Workers         | 311    | 2.1%   | 564,175    | 2.1%   | 98    |
| L49 | Flatlet Seniors        | 132    | 0.9%   | 271,548    | 1.0%   | 86    |
| L50 | Pocket Pensions        | 114    | 0.8%   | 353,532    | 1.3%   | 57    |
| L51 | Retirement Communities | 101    | 0.7%   | 310,785    | 1.2%   | 58    |
| L52 | Estate Veterans        | 166    | 1.1%   | 315,595    | 1.2%   | 94    |
| L53 | Seasoned Survivors     | 169    | 1.1%   | 436,042    | 1.6%   | 69    |
| M54 | Down-to-Earth Owners   | 249    | 1.7%   | 362,365    | 1.4%   | 122   |
| M55 | Back with the Folks    | 381    | 2.5%   | 402,113    | 1.5%   | 168   |
| M56 | Self Supporters        | 189    | 1.3%   | 544,681    | 2.0%   | 62    |
| N57 | Community Elders       | 219    | 1.5%   | 310,419    | 1.2%   | 125   |
| N58 | Culture and Comfort    | 325    | 2.2%   | 433,848    | 1.6%   | 133   |
| N59 | Large Family Living    | 160    | 1.1%   | 208,221    | 0.8%   | 137   |
| N60 | Ageing Access          | 150    | 1.0%   | 339,906    | 1.3%   | 78    |
| O61 | Career Builders        | 220    | 1.5%   | 523,752    | 2.0%   | 75    |
| O62 | Central Pulse          | 158    | 1.1%   | 284,280    | 1.1%   | 99    |
| O63 | Flexible Workforce     | 246    | 1.6%   | 414,292    | 1.6%   | 106   |
| O64 | Bus-Route Renters      | 230    | 1.5%   | 468,966    | 1.8%   | 87    |
| O65 | Learners & Earners     | 121    | 0.8%   | 230,652    | 0.9%   | 93    |
| O66 | Student Scene          | 78     | 0.5%   | 188,033    | 0.7%   | 74    |
|     |                        | 15,000 | 100.0% | 26,665,160 | 100.0% | 100   |

