

Introduction to Mosaic 2009 Groups and Types

September 2010

From September 2010, Audiences London's Snapshot London benchmarking package has analysed box office and other audience data using the Mosaic 2009 Groups and Types. The number of Groups and Types that Mosaic identifies in its population segmentation has expanded, and with that richer insights are now available into such aspects as elderly populations, ethnic minorities and people's use of the internet and technologies. This guide gives a brief overview of the segment names and an outline of who they include.

The Audience Agency is a not-for-profit organisation created out of the merger between All About Audiences and Audiences London Plus in 2012.





Introduction to ... Mosaic 2009 Groups and Types, one-line overviews

<u>Code</u>	<u>Group</u>	<u>Type</u>	<u>One-liner</u>
A	Alpha Territory		People with substantial wealth who live in the most sought after neighbourhoods
A01		Global Power Brokers	Wealthy and ambitious high flyers living in the very best urban
A02		Voices of Authority	Influential thought leaders in comfortable and spacious city homes
A03		Business Class	Business leaders approaching retirement, living in large family homes in the most prestigious residential suburbs
A04		Serious Money	Families with considerable wealth living in large, exclusive detached houses where money is seemingly no object
B	Professional Rewards		Experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes
B05		Mid-Career Climbers	Families enjoying the fruits of career success in pleasant detached houses
B06		Yesterday's Captains	Retired couples, enjoying pensions gained from successful careers, still living in the homes where they raised families
B07		Distinctive Success	Successful business people, often self-made, living in large detached houses in semi-rural locations
B08		Dormitory Villagers	Comfortably off families in spacious homes in pleasant settings but within easy reach of jobs
B09		Escape to the Country	Families choosing to give their children a country lifestyle while commuting to urban jobs or running businesses from home
B10		Parish Guardians	Couples approaching retirement age with ample income living in very pleasant rural locations
C	Rural Solitude		Residents of small villages and isolated homes where farming and tourism are economic mainstays
C11		Squires Among Locals	Affluent families bringing city wealth into a countryside setting in order to enjoy quality of life
C12		Country Loving Elders	Elders enjoying retirement on a comfortable pension in the countryside



C13	Modern Agribusiness	Farmers and workers in agriculture or related industries, living at or close to their workplace
C14	Farming Today	Older couples in more remote areas, earning a reasonable income from the land
C15	Upland Struggle	Families in the remotest areas of the country, working hard in agriculture or tourism
D	Small Town Diversity	Residents of small and medium-sized towns who have strong roots in their local community
D16	Side Street Singles	Young singles in cramped rented town flats, with little disposable income
D17	Jacks of All Trades	Blue collar workers and traders, serving the needs of small market towns
D18	Hardworking Families	Married couples approaching retirement age, in not especially fashionable small town locations
D19	Innate Conservatives	Pillars of local society who are chiefly recent retirees in low density estates on town fringes
E	Active Retirement	Elders who have sufficient pensions and savings to choose pleasant locations in which to enjoy their retirement
E20	Golden Retirement	People in their 60s and 70s with considerable assets behind them, living in their ideal houses for retirement
E21	Bungalow Quietude	Elderly people owning their own bungalow and drawing a modest pension
E22	Beachcombers	Pensioners with good incomes living in holiday areas often close to attractive coastal scenery
E23	Balcony Downsizers	Elders, generally single, who have downsized to flats more suited to their income and capabilities
F	Suburban Mindsets	Maturing families on mid-range incomes living a moderate lifestyle in suburban semis
F24	Garden Suburbia	Mid-life families with above average incomes living in the nicer middle ring suburbs of larger cities
F25	Production Managers	Middle income married couples owning unpretentious semi-detached housing
F26	Mid-Market Families	Families with many grown-up children still living at home, living in cheaper suburban semis
F27	Shop Floor Affluence	Employees earning reasonable incomes, living with their families in relatively inexpensive semis in industrial towns and cities



F28	Asian Attainment	Comfortable middle-aged families with school age and older children, predominantly from an Asian background
G	Careers and Kids	Families with young children where both parents are likely to earn solid incomes providing for a comfortable modern home
G29	Footloose Managers	Well paid singles in small but relatively expensive housing in dormitory towns
G30	Soccer Dads and Mums	Parents of school age children, owning large recently built detached houses with mortgages funded by their successful careers
G31	Domestic Comfort	Families with high incomes derived from managerial positions and considerable property wealth in their suburban detached houses
G32	Childcare Years	Young, well educated and well paid couples, either married or cohabiting, most of whom are starting families
G33	Military Dependants	Servicemen and their families renting quarters from the Ministry of Defence
H	New Homemakers	Young singles and couples in small modern starter homes
H34	Buy-to-Let Territory	Young newcomers to the workforce, renting urban flats often from professional private landlords
H35	Brownfield Pioneers	Young people living in affordable city housing, much of which is brownfield infill
H36	Foot on the Ladder	Young singles and couples who have recently bought their first small house which consumes a large proportion of their income
H37	First to Move In	People living in the most recently built, brand new housing
I	Ex-Council Community	Residents with low levels of education but sufficient incomes who live in the better right-to-buy council houses
I38	Settled Ex-Tenants	Older couples whose children have flown the nest working in low skilled occupations and living in ex-council housing
I39	Choice Right to Buy	Middle aged couples, some with older children still at home, living in the more desirable ex-council areas
I40	Legacy of Labour	Older families on low incomes living on council estates in areas where industry was once



I41	Stressed Borrowers	prevalent Middle aged people renting or owning in council areas, many of whom are over-stretched with debt
J	Claimant Cultures	Families reliant on benefits living in low-rise council housing where there is widespread disadvantage
J42	Worn-Out Workers	Older workers employed in low skilled work or unemployed with low prospects
J43	Streetwise Kids	Large young families with many single parents, often unemployed and claiming benefits, living on deprived council estates
J44	New Parents in Need	Young parents, often single, bringing up young children in barely adequate council terraces facing considerable disadvantage
K	Upper Floor Living	Young, mostly single people on limited incomes renting small flats from local councils
K45	Small Block Singles	Disadvantaged young singles in small flats rented from the council in the midst of urban sprawl
K46	Tenement Living	Singles with poor employment prospects renting very small flats in mid rise blocks from the council
K47	Deprived View	Singles living in high rise council tower blocks who have very low incomes and high dependence on benefits
K48	Multicultural Towers	Flat-dwellers from a wide range of ethnic backgrounds, renting mostly from the council in large purpose built blocks
K49	Re-Housed Migrants	People from diverse ethnic backgrounds surviving in low standard small flats mostly rented from inner London councils
L	Elderly Needs	Elderly people who are reliant on support either through specialised accommodation or the basic state pension
L50	Pensioners in Blocks	Low income, older singles, renting small flats from the council with poor facilities
L51	Sheltered Seniors	Elderly people, mostly single who are housed in specially built flats and supported on basic pensions



L52	Meals on Wheels	Some of the oldest people in society who have reasonable pensions, living in accommodation where they receive appropriate care
L53	Low Spending Elders	Low income elders in council bungalows and semis suited to their declining mobility, surviving on modest pensions
M	Industrial Heritage	Families and couples owning affordable older style housing in communities historically dependent on manufacturing
M54	Clocking Off	Older couples close to retirement owning spacious semis who have earned reasonable incomes in skilled, industrial occupations
M55	Backyard Regeneration	Singles and families in affordable but respectable terraces which for the young are a stepping stone to better things
M56	Small Wage Owners	Owners living in inexpensive private terraces in a range of relatively low paid occupations
N	Terraced Melting Pot	Lower income workers, mostly young, living in tightly packed inner urban terraces, including some areas of high diversity
N57	Back-to-Back Basics	Young sharers and couples with young children, starting out in low price, older terraces
N58	Asian Identities	Traditional South Asian families owning relatively small terraces for their many family members
N59	Low-Key Starters	Low income young singles in urban terraces offering cheap rents from either private landlords or the council
N60	Global Fusion	Young working people living in metropolitan terraces from a wide variety of ethnic backgrounds
O	Liberal Opinions	Young, well-educated city dwellers enjoying the vibrancy and diversity of urban life
O61	Convivial Homeowners	Well paid professional couples, often with children, choosing to live in diverse urban areas rather than the suburbs
O62	Crash Pad Professionals	Young, well paid, mostly single professionals, who have chosen flats suitable for commuting to urban jobs
O63	Urban Cool	Successful city dwellers owning or renting expensive flats in trendy inner urban locations



O64	Bright Young Things	Well-educated young singles paying high rents to live in smart inner city apartments
O65	Anti-Materialists	Sharers and singles, many on benefits, renting cheap bedsits and flats in town centres
O66	University Fringe	A mix of students living alongside graduates who are starting out on careers whilst still enjoying the city student lifestyle
O67	Study Buddies	Students living in halls of residence and vibrant but unloved private student housing

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