



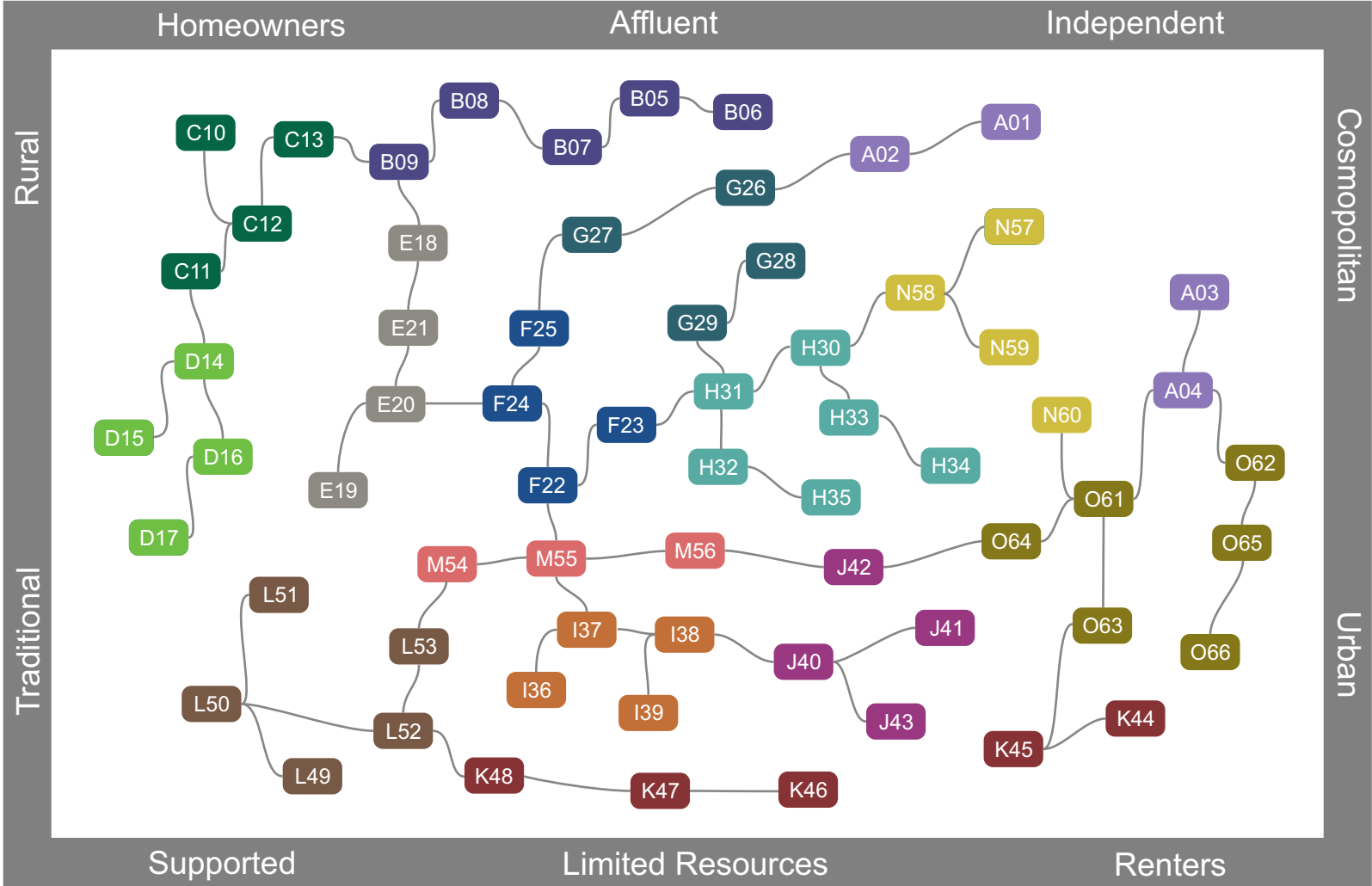
# Mosaic | UK E-Handbook

<b>A</b> City Prosperity	A01	World-Class Wealth
	A02	Uptown Elite
	A03	Penthouse Chic
	A04	Metro High-Flyers
<b>B</b> Prestige Positions	B05	Premium Fortunes
	B06	Diamond Days
	B07	Alpha Families
	B08	Bank of Mum and Dad
	B09	Empty-Nest Adventure
<b>C</b> Country Living	C10	Wealthy Landowners
	C11	Rural Vogue
	C12	Scattered Homesteads
	C13	Village Retirement
<b>D</b> Rural Reality	D14	Satellite Settlers
	D15	Local Focus
	D16	Outlying Seniors
	D17	Far-Flung Outposts
<b>E</b> Senior Security	E18	Legacy Elders
	E19	Bungalow Haven
	E20	Classic Grandparents
	E21	Solo Retirees

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	F23	Family Ties
	F24	Fledgling Free
	F25	Dependable Me
	G26	Cafés and Catchments
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	H33	Contemporary Starts
	H34	New Foundations
	H35	Flying Solo
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I37		Budget Generations
I38		Economical Families
I39		Families on a Budget
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	J41	Youthful Endeavours
	J42	Midlife Renters
	J43	Renting Rooms

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	K45	City Diversity
	K46	High Rise Residents
	K47	Single Essentials
	K48	Mature Workers
<b>L</b> Vintage Value	L49	Flatlet Seniors
	L50	Pocket Pensions
	L51	Retirement Communities
	L52	Estate Veterans
<b>M</b> Modest Traditions	L53	Seasoned Survivors
	M54	Down-to-Earth Owners
	M55	Back with the Folks
<b>N</b> Urban Cohesion	M56	Self Supporters
	N57	Community Elders
	N58	Culture & Comfort
	N59	Large Family Living
<b>O</b> Rental Hubs	N60	Ageing Access
	O61	Career Builders
	O62	Central Pulse
	O63	Flexible Workforce
	O64	Bus-Route Renters
	O65	Learners & Earners
	O66	Student Scene

The family tree illustrates the major demographic and lifestyle polarities between the Mosaic types, and shows how the Mosaic types relate to each other.



# A

## City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards

🏠 4.07% | 4.51% 👤



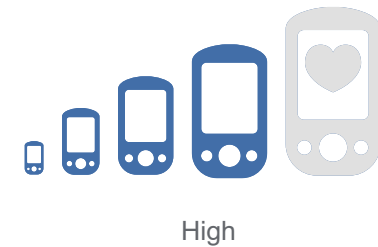
### Who We Are

<b>Age</b> <p>26–35</p> <p>139   26.8%</p>	<b>Household income</b> <p>£100k–£149,999</p> <p>420   14.2%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>206   21.5%</p>	<b>Number of children</b> <p>No children</p> <p>114   79.2%</p>
<b>Tenure</b> <p>Rented</p> <p>200   36.0%</p>	<b>Residency type</b> <p>Flat</p> <p>265   61.3%</p>

### Advert Response Channel

127	85	123
130	96	97

### Household Technology



### Key Features

- Urban areas
- High value flats
- High income
- Cosmopolitan lifestyles
- High-tech homes
- Uber passengers



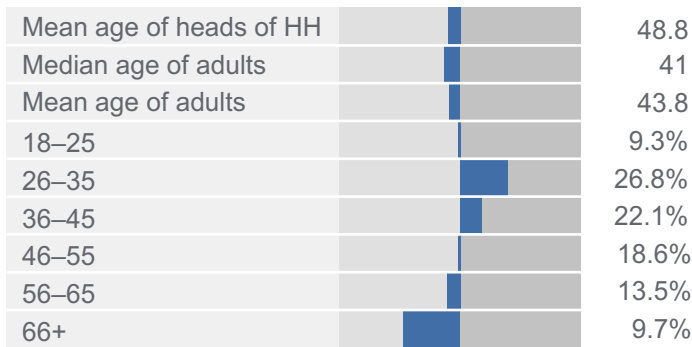
# A

## City Prosperity

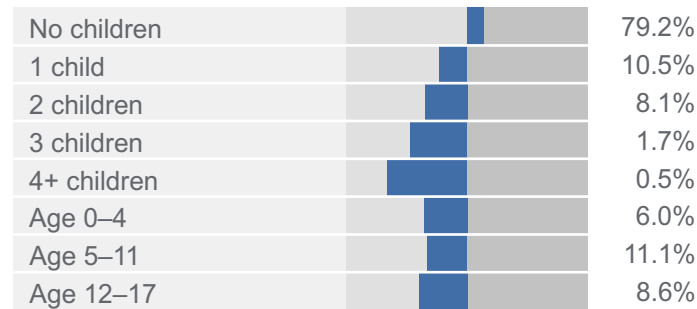
High status city dwellers living in central locations and pursuing careers with high rewards

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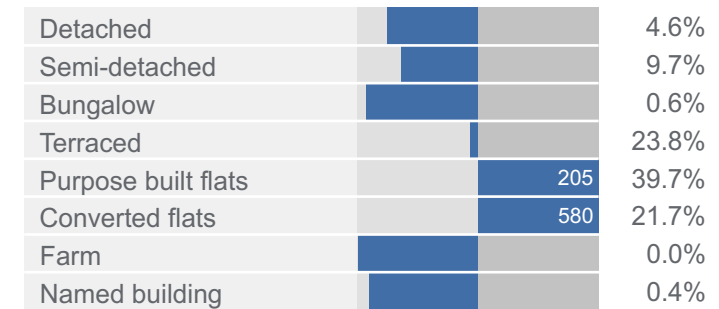
### Age



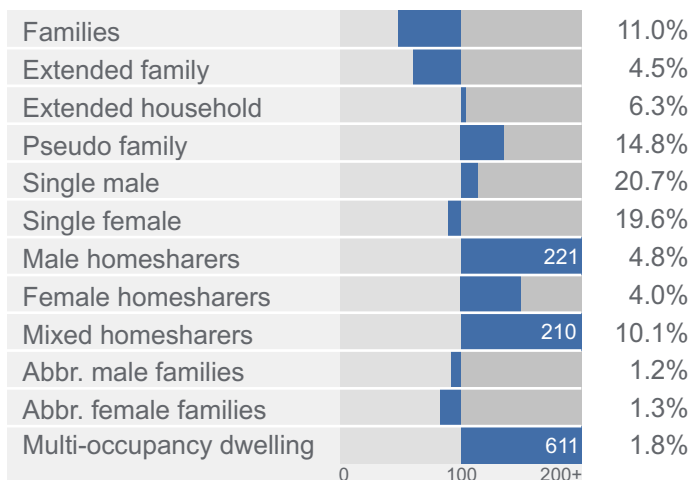
### Children<sup>1</sup>



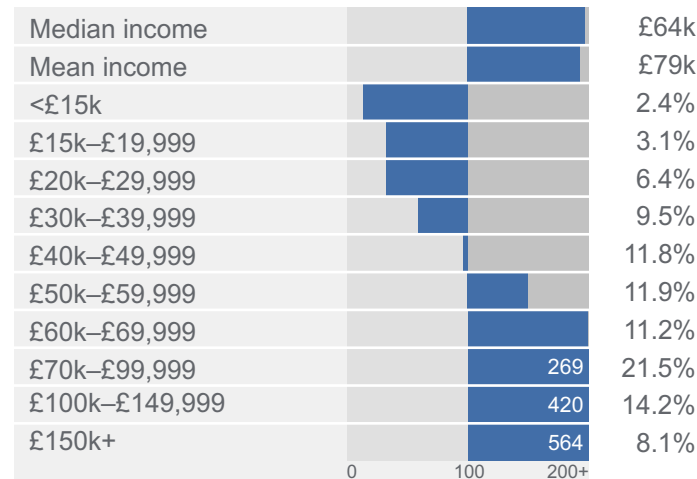
### Property<sup>2</sup>



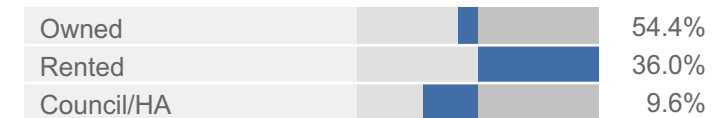
### Household composition



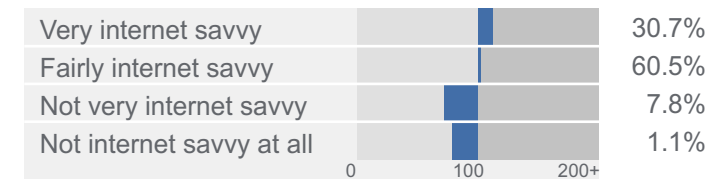
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# B

## Prestige Positions

Established families in large detached homes living upmarket lifestyles

🏠 7.39% | 8.93% 👤



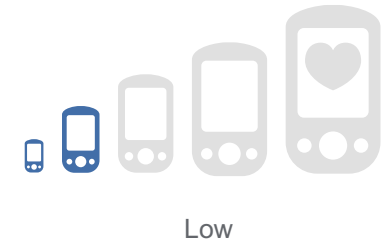
### Who We Are

<b>Age</b> <p>56–65 161   24.6%</p>	<b>Household income</b> <p>£150k+ 645   9.3%</p>
<b>Household composition</b> <p>Family 185   42.4%</p>	<b>Number of children</b> <p>No children 107   74.0%</p>
<b>Tenure</b> <p>Owned 147   94.9%</p>	<b>Residency type</b> <p>Detached 398   73.9%</p>

### Advert Response Channel

76	111	100
84	67	87

### Household Technology



### Key Features

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



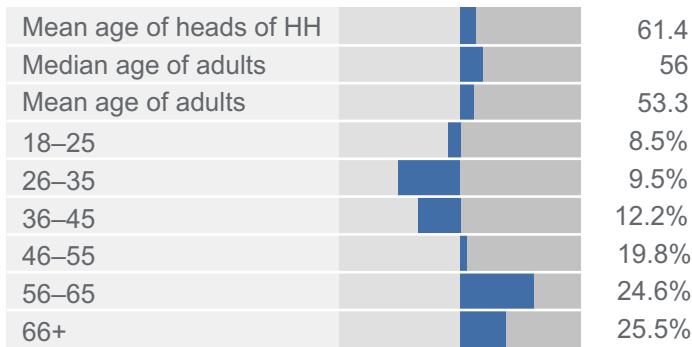
# B

## Prestige Positions

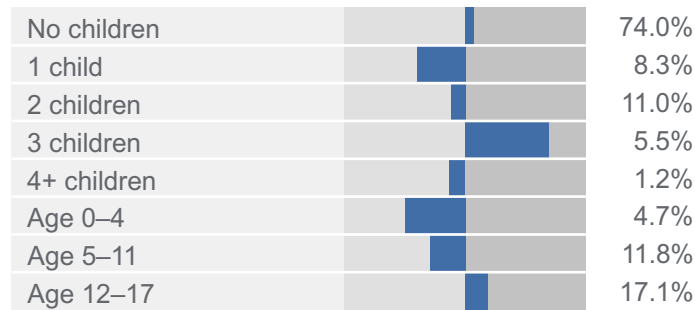
Established families in large detached homes living upmarket lifestyles

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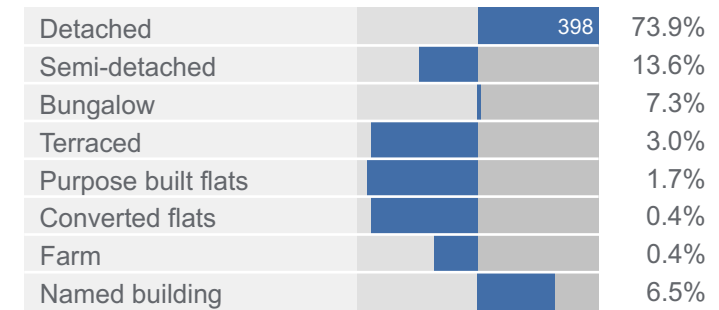
### Age



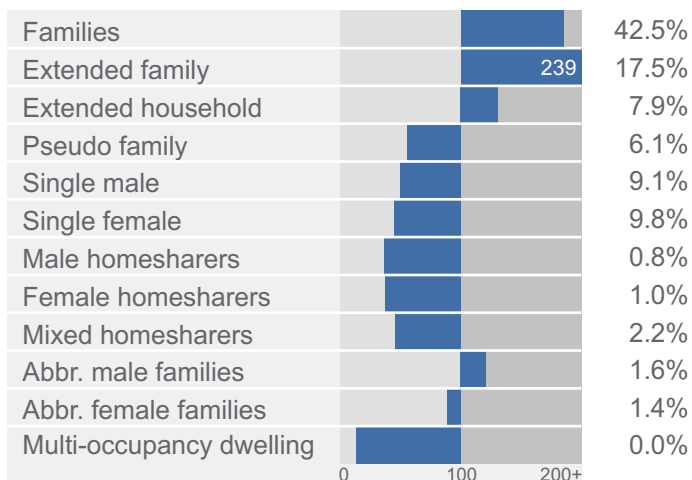
### Children<sup>1</sup>



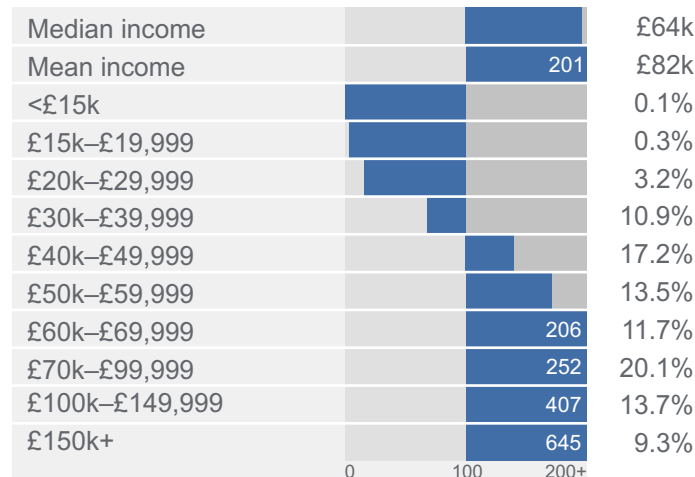
### Property<sup>2</sup>



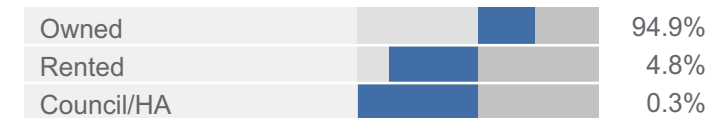
### Household composition



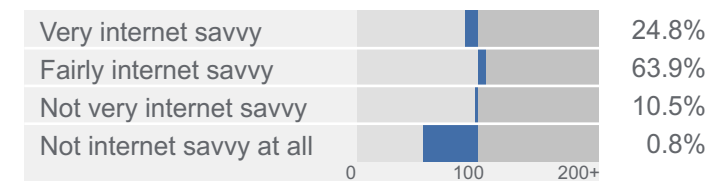
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

C

# Country Living

Well-off owners in rural locations enjoying the benefits of country life

🏠 6.64% | 6.24% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>191   35.2%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>176   14.0%</p>
<b>Household composition</b> <p>Family</p> <p>167   38.2%</p>	<b>Number of children</b> <p>No children</p> <p>111   76.7%</p>
<b>Tenure</b> <p>Owned</p> <p>131   84.5%</p>	<b>Residency type</b> <p>Detached</p> <p>350   64.9%</p>

## Advert Response Channel

92	122	99
147	95	87

## Household Technology



Very Low

## Key Features

- Rural locations
- Own old, detached houses
- Electronic money transfers
- Garden or allotment
- Oil central heating
- High environmental impact gap





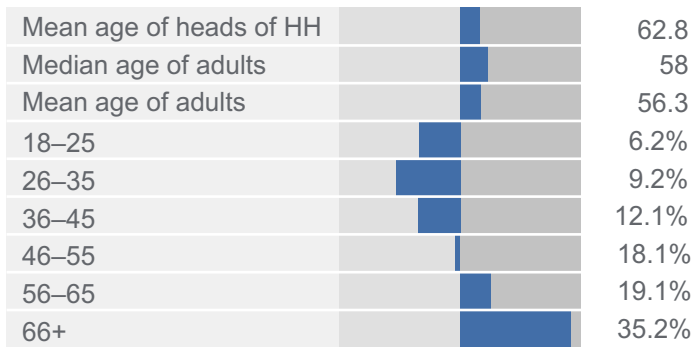
C

# Country Living

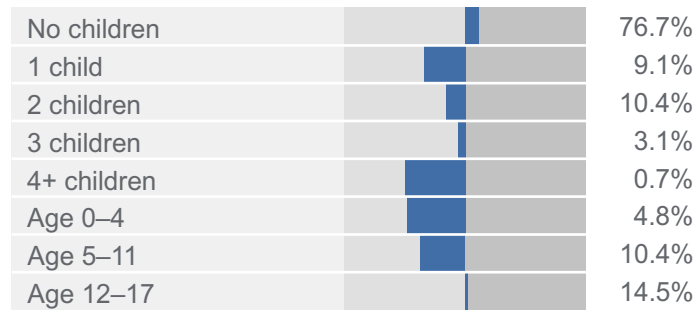
Well-off owners in rural locations enjoying the benefits of country life

🏠 6.64% | 6.24% 👤

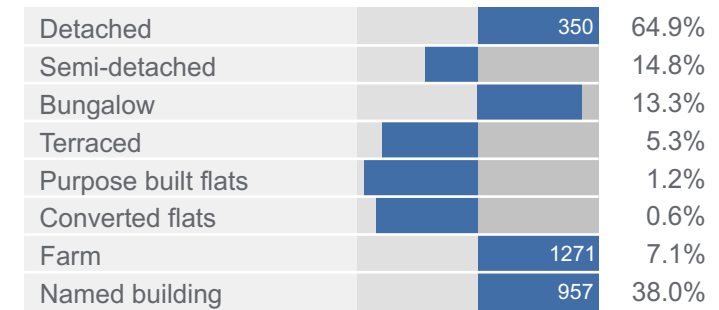
## Age



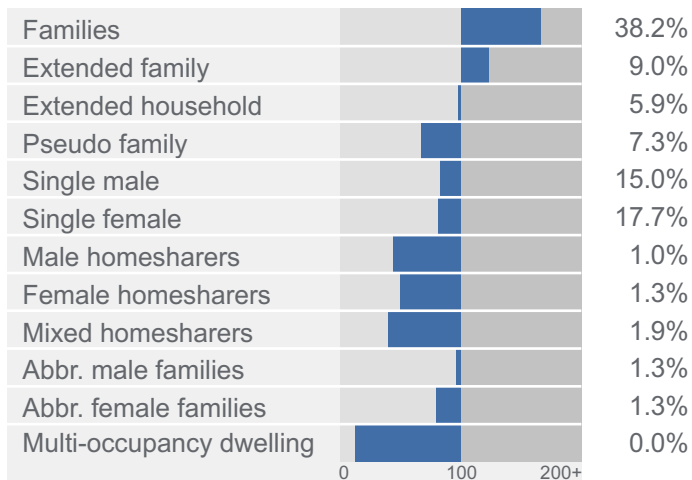
## Children<sup>1</sup>



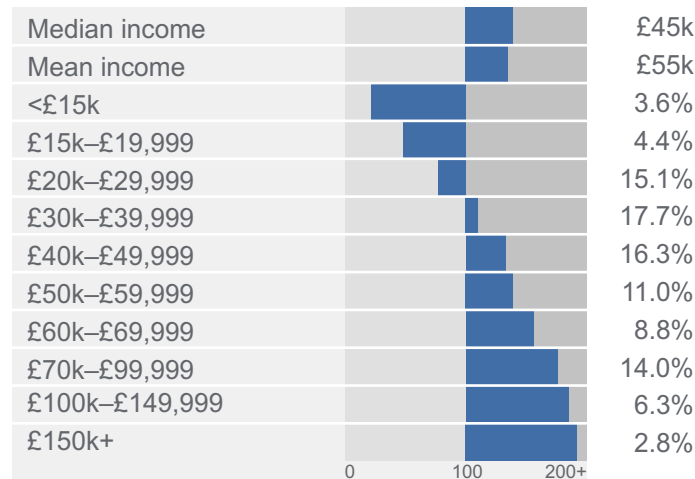
## Property<sup>2</sup>



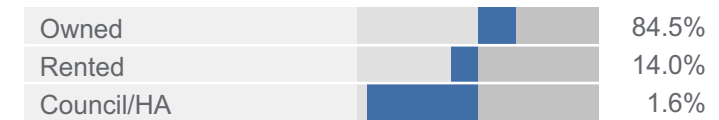
## Household composition



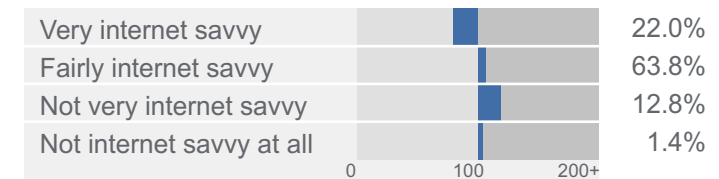
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# D

## Rural Reality

Householders living in less expensive homes in village communities

🏠 6.54% | 6.00% 👤



### Who We Are

<b>Age</b> <p>56–65</p> <p>135   20.6%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>124   24.3%</p>
<b>Household composition</b> <p>Single</p> <p>103   41.0%</p>	<b>Number of children</b> <p>No children</p> <p>103   70.9%</p>
<b>Tenure</b> <p>Owned</p> <p>104   66.6%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>130   33.8%</p>

### Advert Response Channel

69	112	101
63	67	75

### Household Technology

Low

### Key Features

- Rural areas
- Oil/solid fuel central heating
- Internet at home
- Free mobile phone apps
- Watch TV
- Comprehensive car insurance



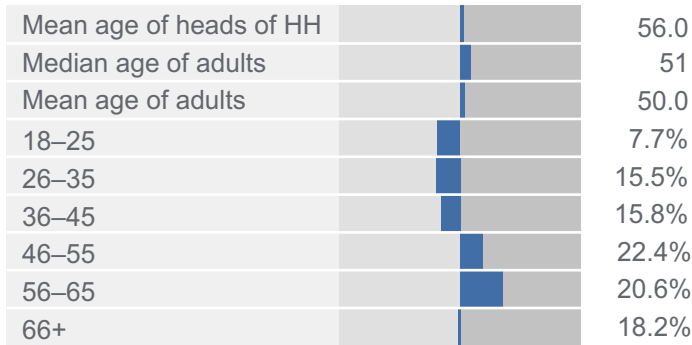
# D

## Rural Reality

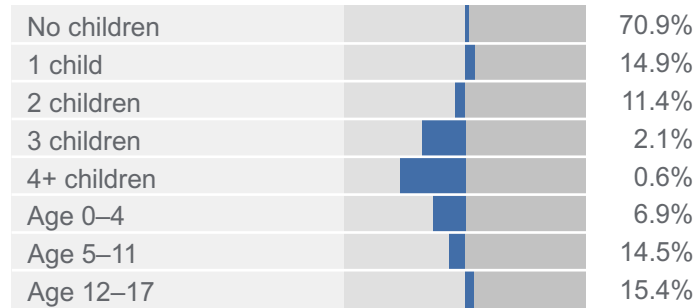
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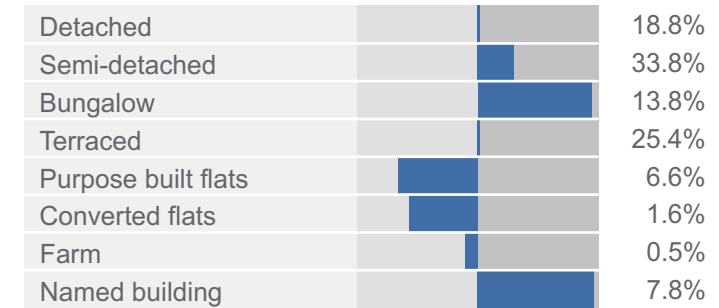
### Age



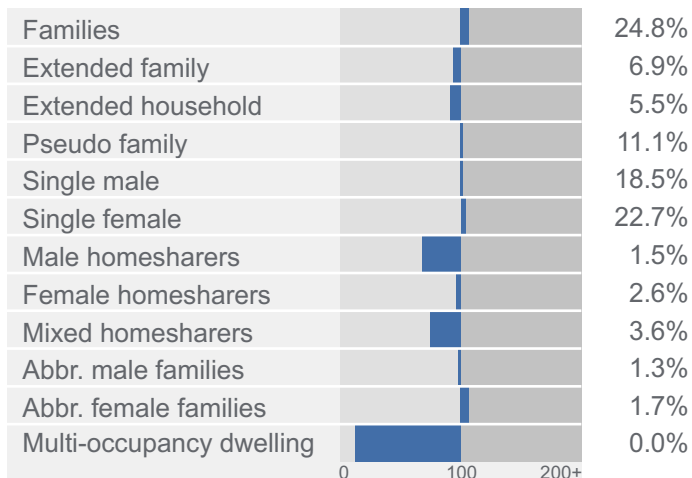
### Children<sup>1</sup>



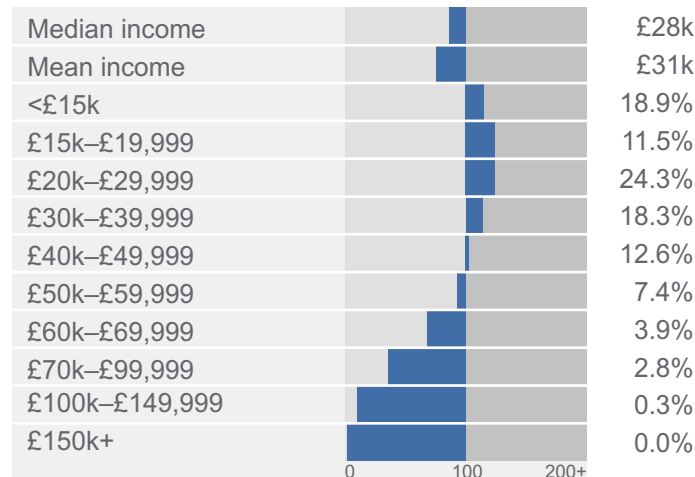
### Property<sup>2</sup>



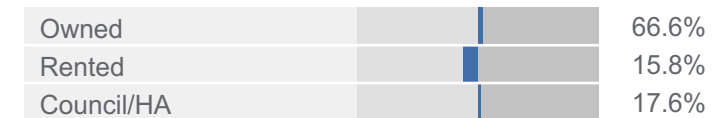
### Household composition



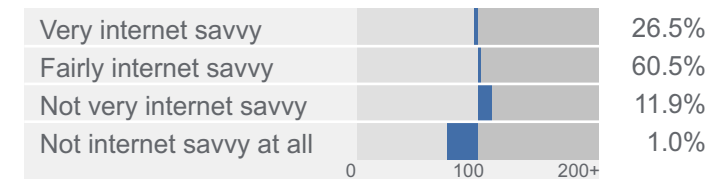
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

E

# Senior Security

Elderly people with assets who are enjoying a comfortable retirement

🏠 8.30% | 6.37% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>468   86.6%</p>	<b>Household income</b> <p>£20k-£29,999</p> <p>182   35.6%</p>
<b>Household composition</b> <p>Single</p> <p>142   56.4%</p>	<b>Number of children</b> <p>No children</p> <p>145   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>147   94.4%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>160   41.7%</p>

## Advert Response Channel

63	84	50
25	107	75

## Key Features

- Retired singles and couples
- Pre-war generation
- Established in community
- Low internet use
- Have wills
- Solar panels

## Household Technology



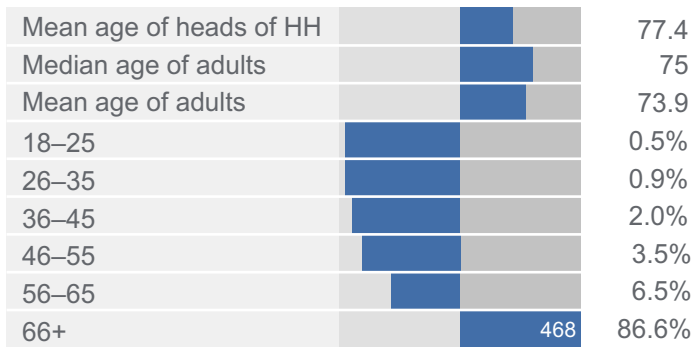
E

# Senior Security

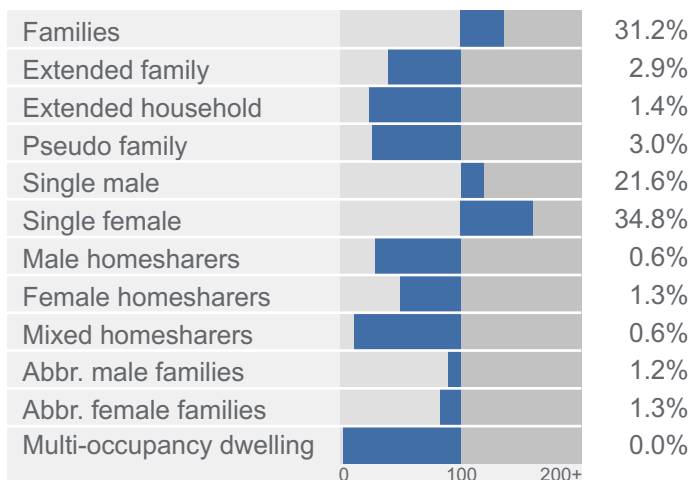
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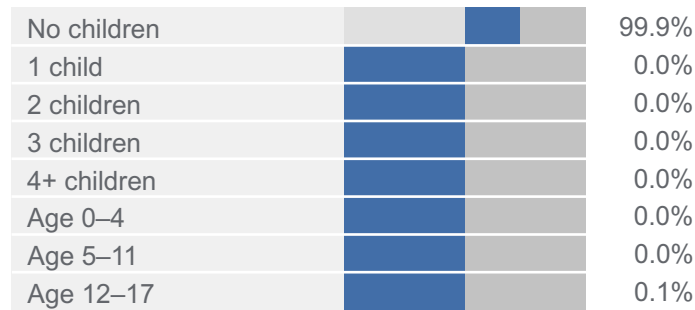
## Age



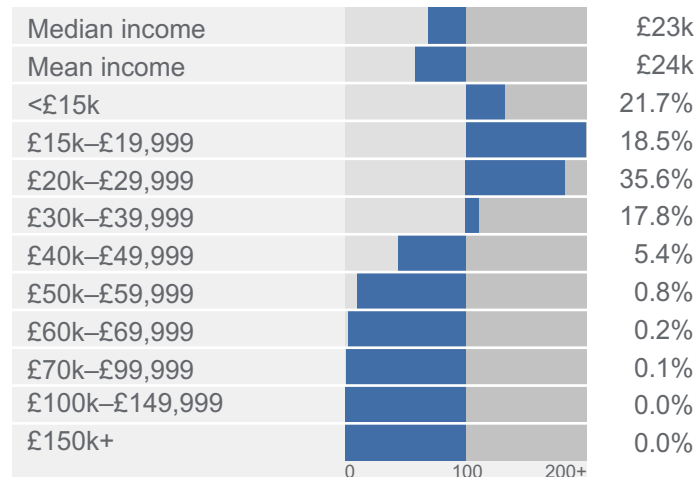
## Household composition



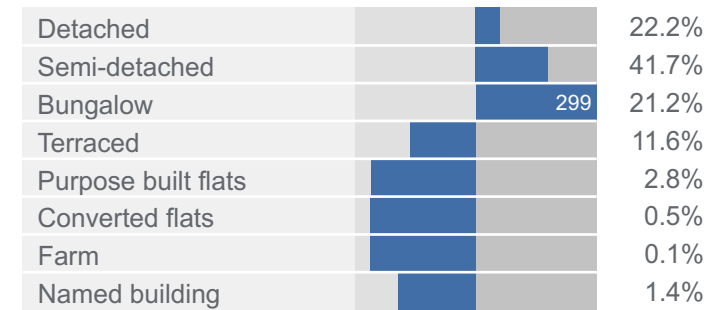
## Children<sup>1</sup>



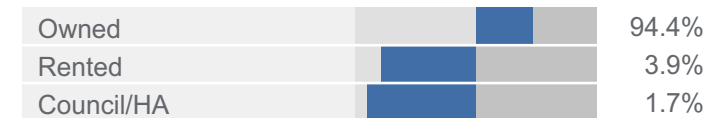
## Household income



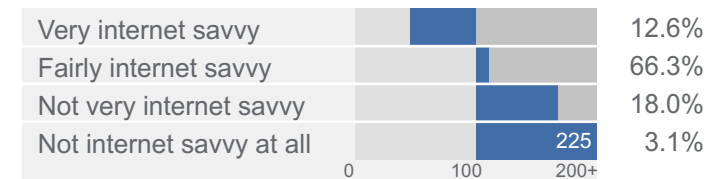
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# F Suburban Stability

Mature suburban owners living settled lives in mid-range housing

🏠 6.52% | 8.22% 👤



### Key Features

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



### Who We Are

<b>Age</b> <p>56–65</p> <p>233   35.5%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>147   23.6%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>248   39.9%</p>	<b>Number of children</b> <p>No children</p> <p>132   91.2%</p>
<b>Tenure</b> <p>Owned</p> <p>143   92.3%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>196   51.0%</p>



### Advert Response Channel

100	108	112
34	80	102

### Household Technology

Medium



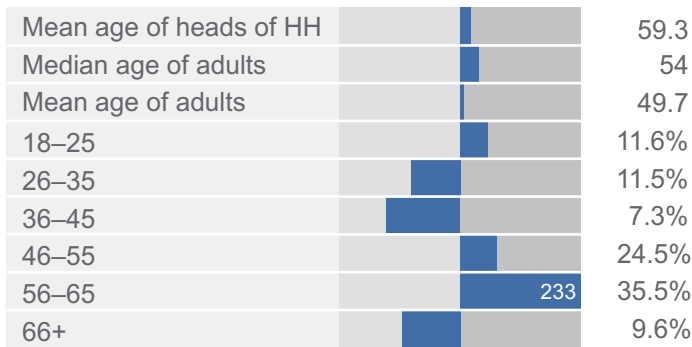
F

# Suburban Stability

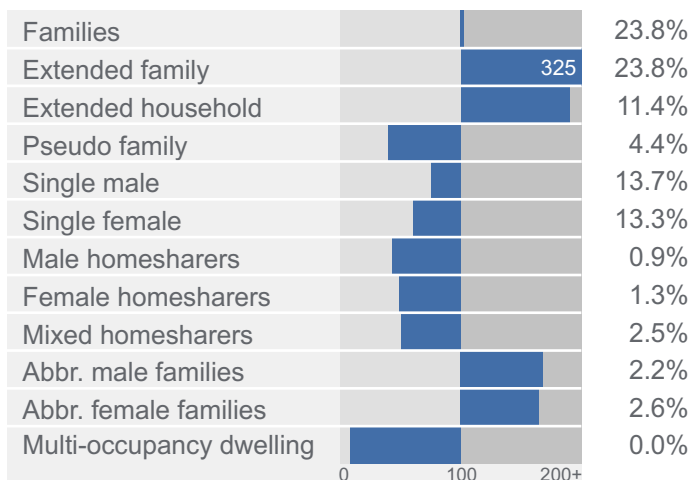
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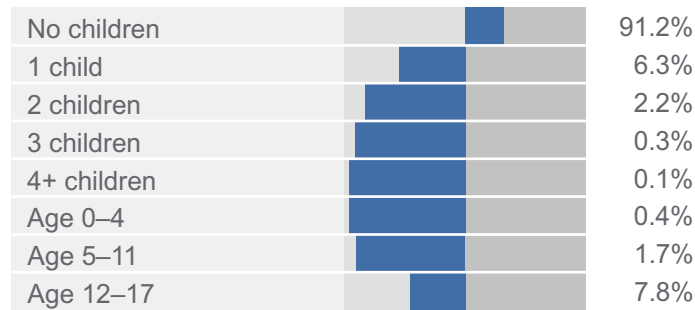
## Age



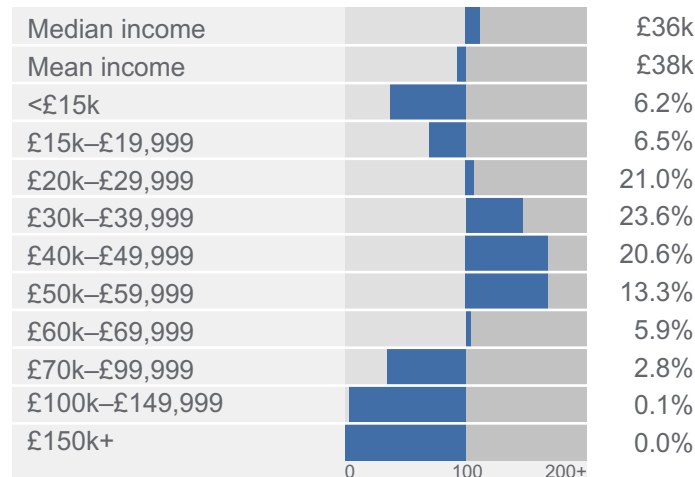
## Household composition



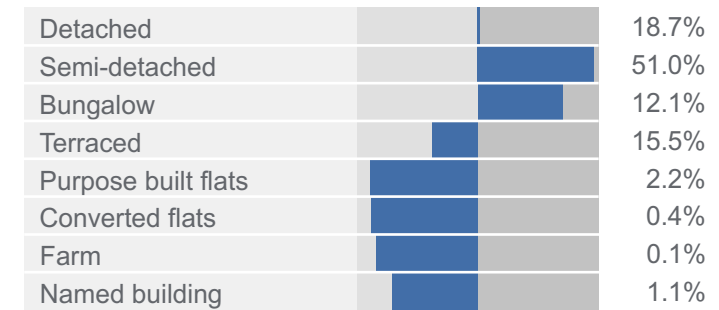
## Children<sup>1</sup>



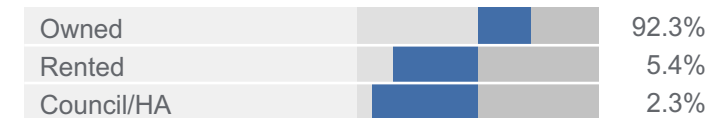
## Household income



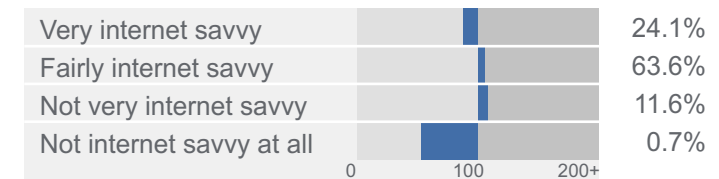
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

G

# Domestic Success

Thriving families who are busy bringing up children and following careers

🏠 7.32% | 8.20% 👤



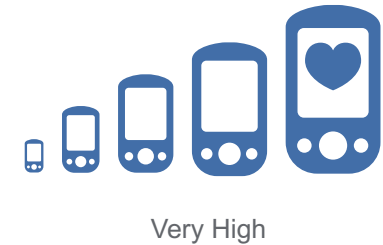
## Who We Are

<b>Age</b> <p>36–45</p> <p>194   36.1%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>411   32.8%</p>
<b>Household composition</b> <p>Family</p> <p>193   44.2%</p>	<b>Number of children</b> <p>2</p> <p>291   36.2%</p>
<b>Tenure</b> <p>Owned</p> <p>137   88.1%</p>	<b>Residency type</b> <p>Detached</p> <p>203   37.6%</p>

## Advert Response Channel

84	96	120
123	119	130

## Household Technology



## Key Features

- Families with children
- Mid to high household income
- Monthly discretionary income under £1000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers





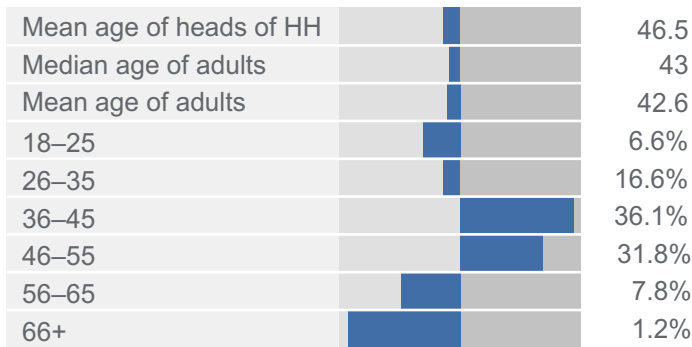
G

# Domestic Success

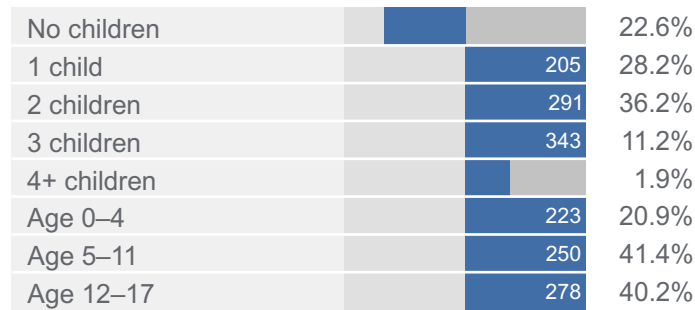
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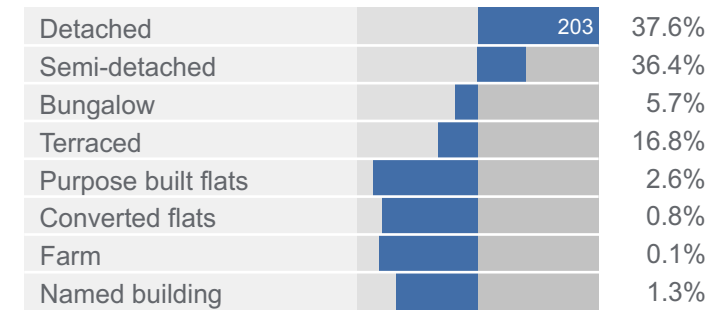
## Age



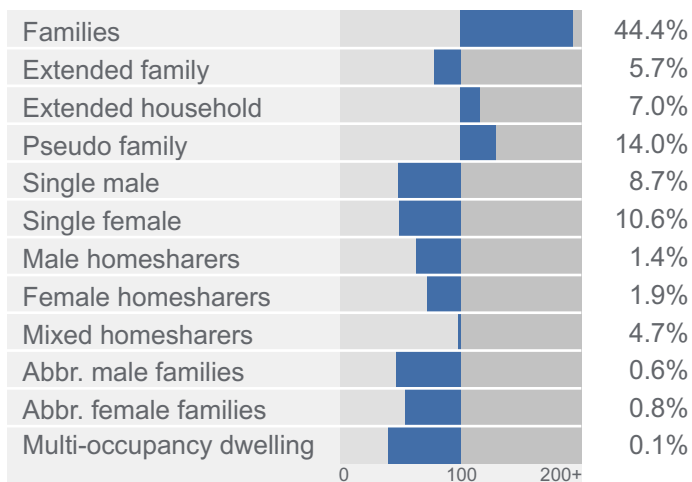
## Children<sup>1</sup>



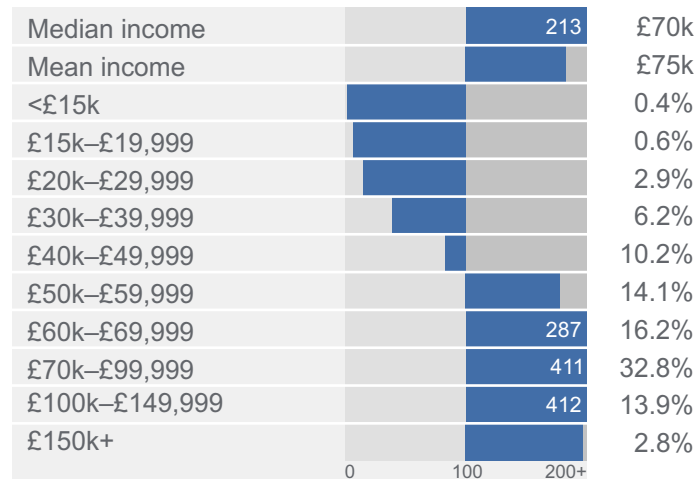
## Property<sup>2</sup>



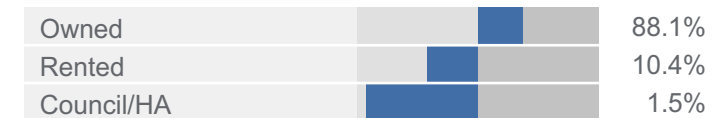
## Household composition



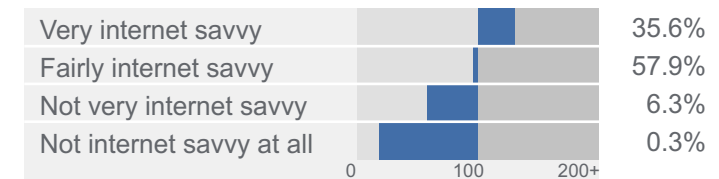
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

H

# Aspiring Homemakers

Younger households settling down in housing priced within their means

🏠 9.39% | 9.38% 👤



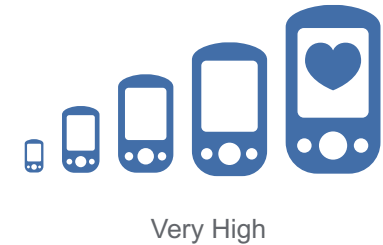
## Who We Are

<b>Age</b> <p>26–35</p> <p>191   36.9%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>192   23.5%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>209   22.6%</p>	<b>Number of children</b> <p>1</p> <p>267   36.8%</p>
<b>Tenure</b> <p>Owned</p> <p>121   77.7%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>157   40.8%</p>

## Advert Response Channel

87	97	81
122	79	99

## Household Technology



## Key Features

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and photos on smartphone
- Order from takeaways



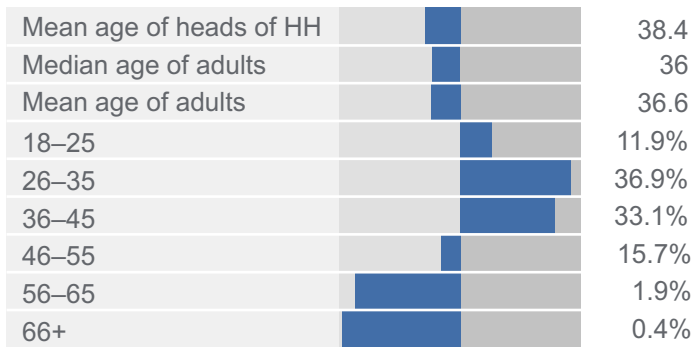
# H

## Aspiring Homemakers

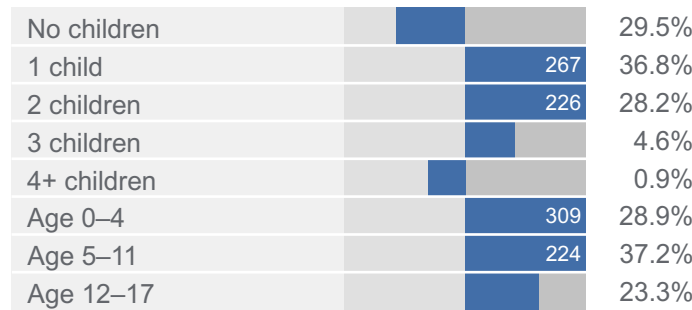
Younger households settling down in housing priced within their means

🏠 9.39% | 9.38% 👤

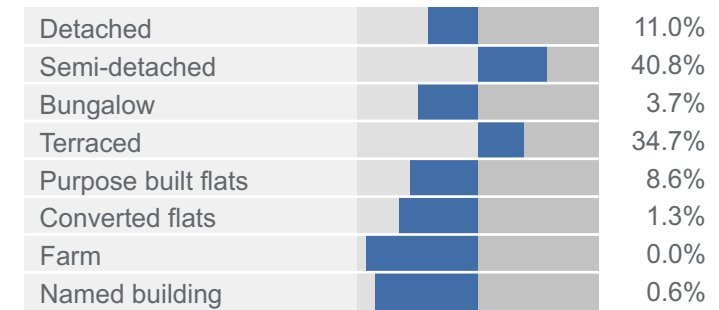
### Age



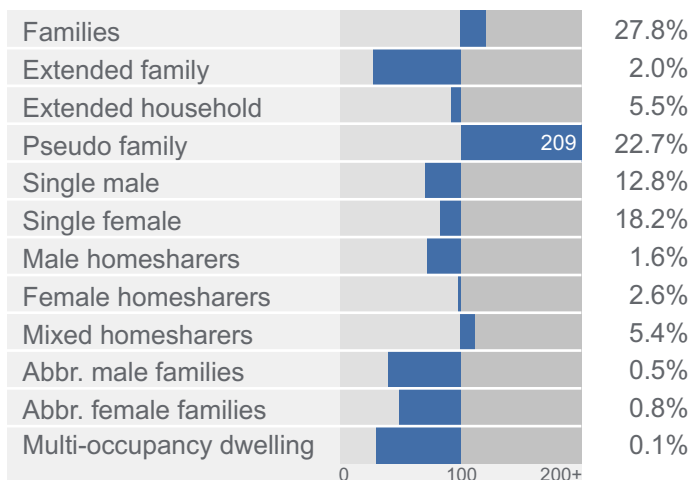
### Children<sup>1</sup>



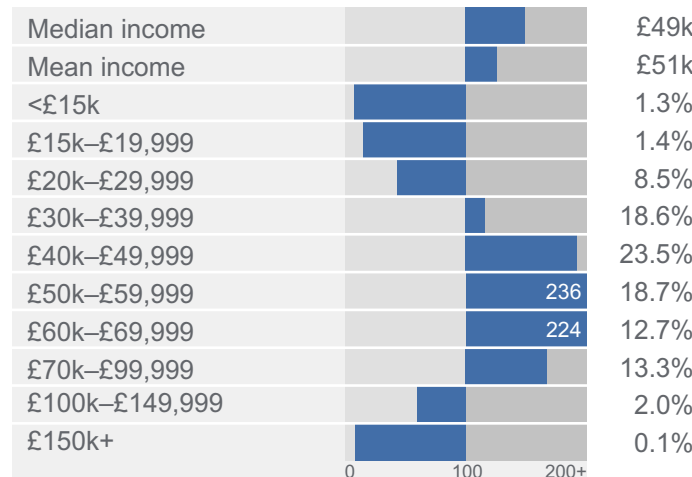
### Property<sup>2</sup>



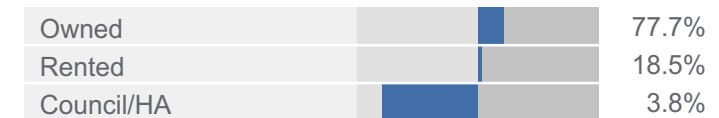
### Household composition



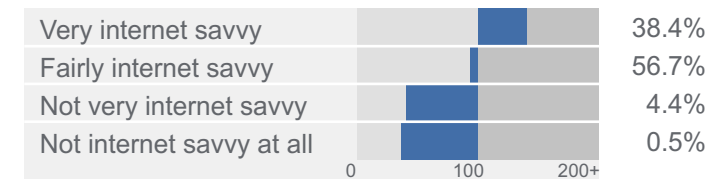
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# Family Basics

Families with limited resources who budget to make ends meet

🏠 7.91% | 9.51% 👤



## Key Features

- Families with children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles



## Who We Are

<b>Age</b> <p>36–45</p> <p>160   29.9%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>160   31.3%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>151   24.3%</p>	<b>Number of children</b> <p>2</p> <p>253   31.5%</p>
<b>Tenure</b> <p>Council/HA</p> <p>292   51.5%</p>	<b>Residency type</b> <p>Terraced</p> <p>198   49.9%</p>



## Advert Response Channel

112	103	96
60	115	97

## Household Technology

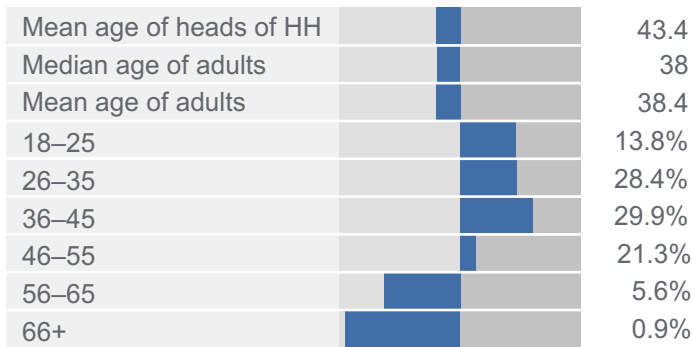
High



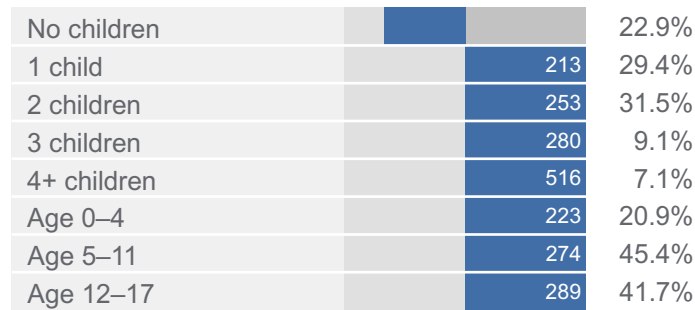
# Family Basics

Families with limited resources who budget to make ends meet

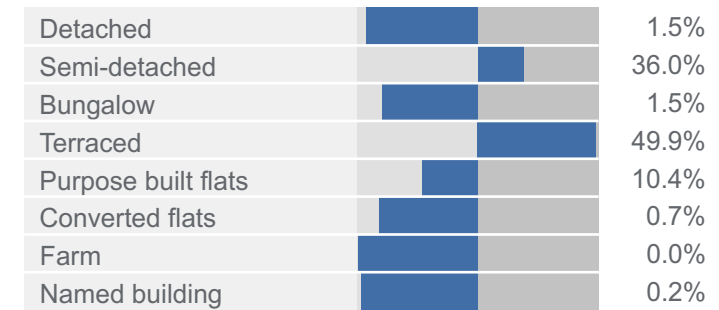
## Age



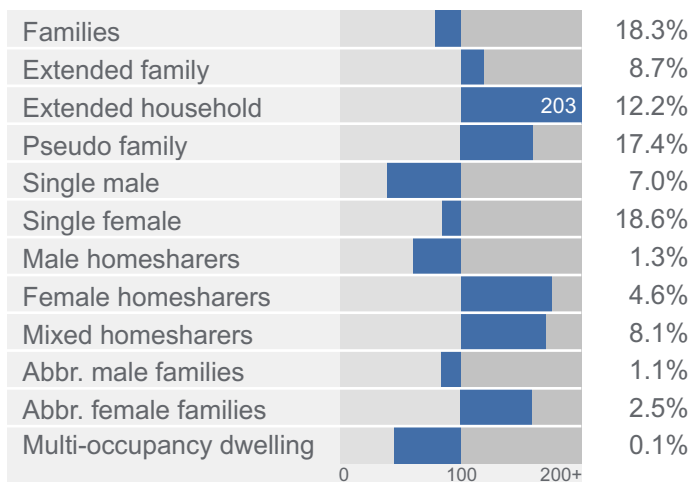
## Children<sup>1</sup>



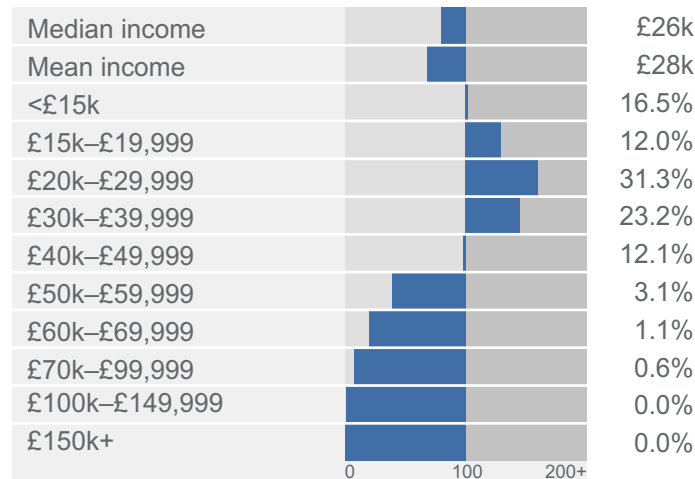
## Property<sup>2</sup>



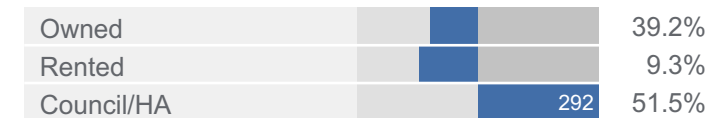
## Household composition



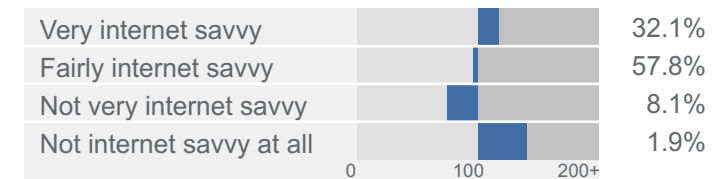
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

J

# Transient Renters

Single people renting low cost homes for the short term

🏠 5.22% | 4.89% 👤



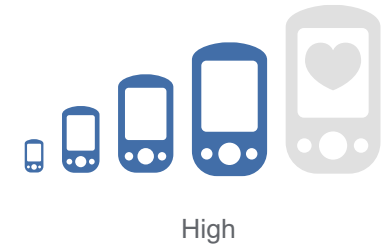
## Who We Are

<b>Age</b> <p>26–35</p> <p>194   37.4%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>185   36.2%</p>
<b>Household composition</b> <p>Single</p> <p>128   50.9%</p>	<b>Number of children</b> <p>1</p> <p>181   25.0%</p>
<b>Tenure</b> <p>Rented</p> <p>310   55.6%</p>	<b>Residency type</b> <p>Terraced</p> <p>212   53.4%</p>

## Advert Response Channel

143	79	96
166	131	120

## Household Technology



## Key Features

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines



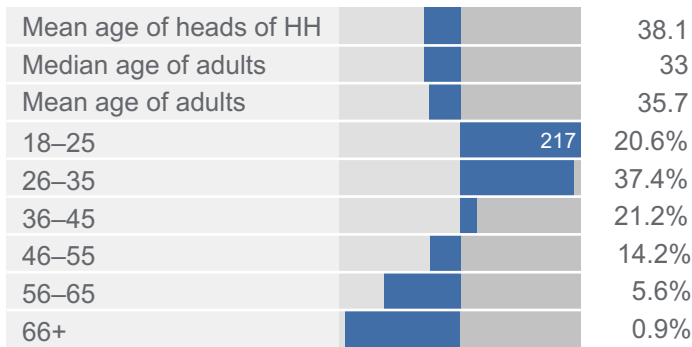
J

# Transient Renters

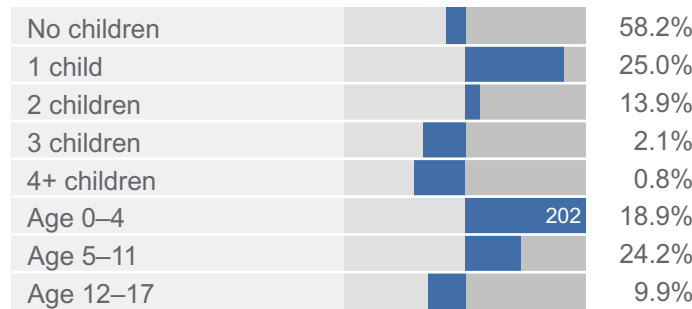
Single people renting low cost homes for the short term

🏠 5.22% | 4.89% 👤

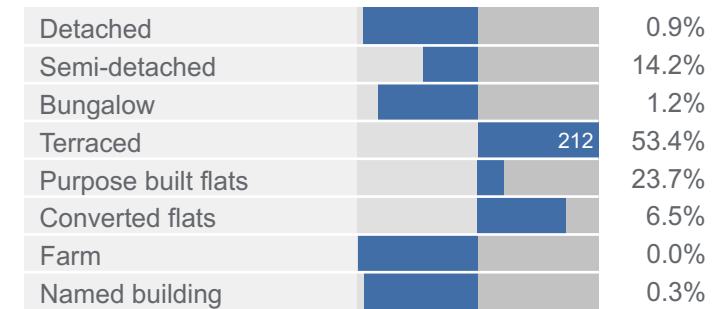
## Age



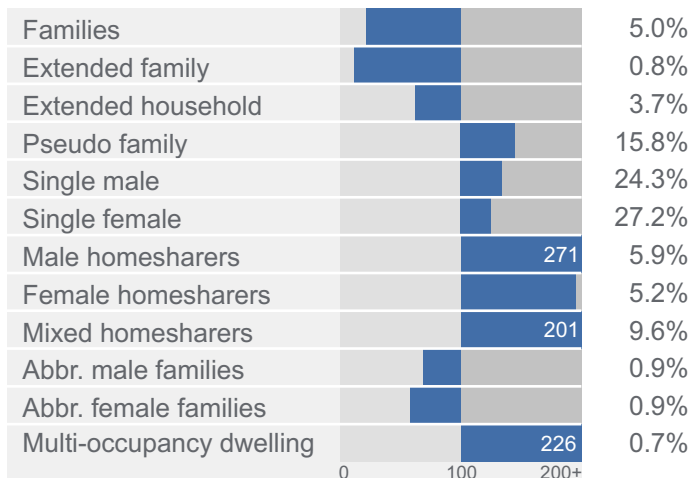
## Children<sup>1</sup>



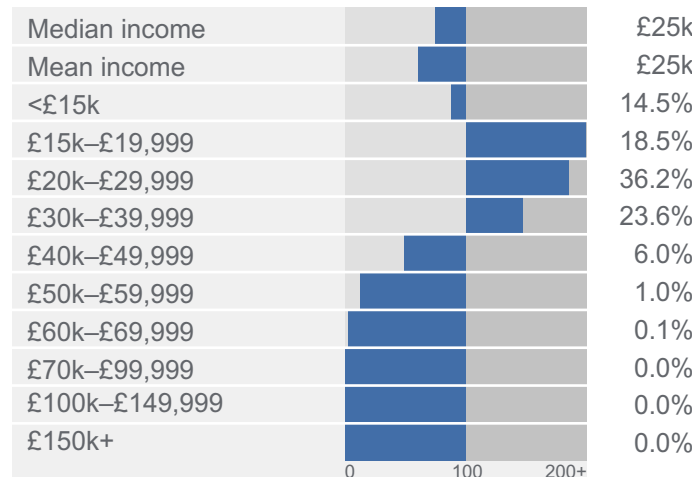
## Property<sup>2</sup>



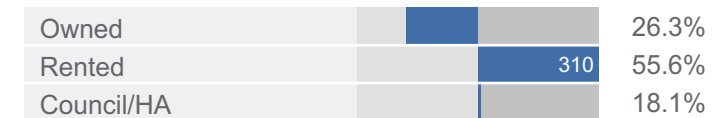
## Household composition



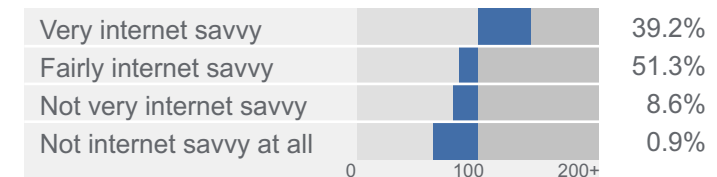
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

K

K44

K45

K47

K48

K

# Municipal Tenants

Urban residents renting high density housing from social landlords

🏠 6.74% | 5.97% 👤



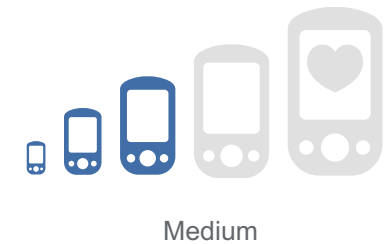
## Who We Are

<b>Age</b> <p>56–65</p> <p>146   22.3%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>311   51.1%</p>
<b>Household composition</b> <p>Single</p> <p>138   54.7%</p>	<b>Number of children</b> <p>No children</p> <p>122   84.2%</p>
<b>Tenure</b> <p>Council/HA</p> <p>434   76.7%</p>	<b>Residency type</b> <p>Flat</p> <p>301   69.7%</p>

## Advert Response Channel

149	97	84
194	136	101

## Household Technology



## Key Features

- Council/HA flats
- Densely populated
- No qualifications
- Low discretionary income
- Low environmental impact gap
- Fuel poverty





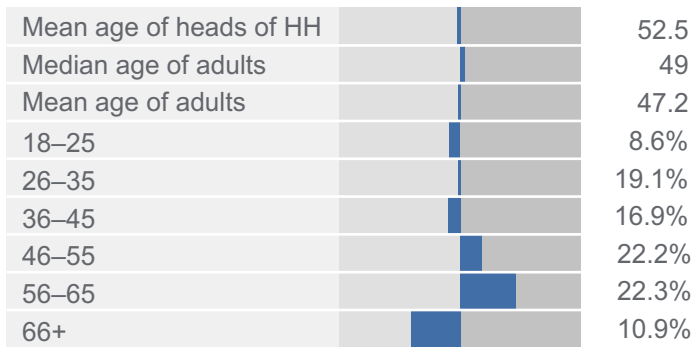
# K

## Municipal Tenants

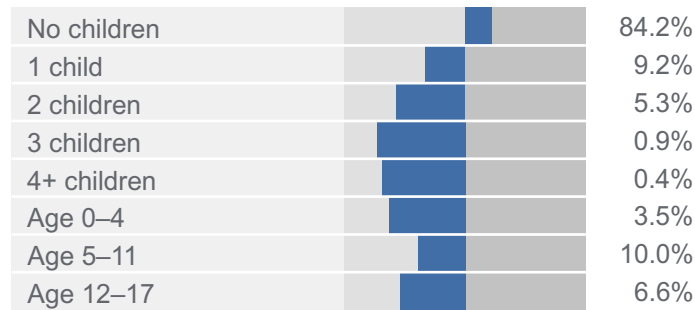
Urban residents renting high density housing from social landlords

🏠 6.74% | 5.97% 👤

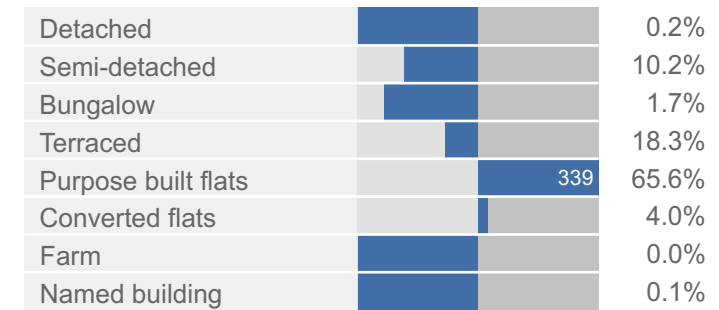
### Age



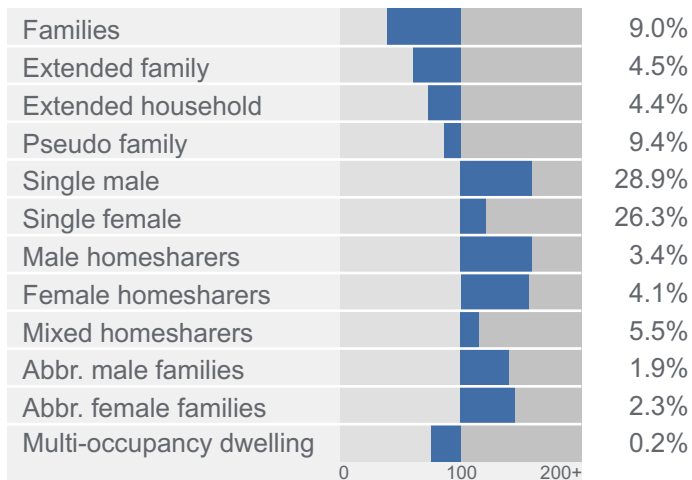
### Children<sup>1</sup>



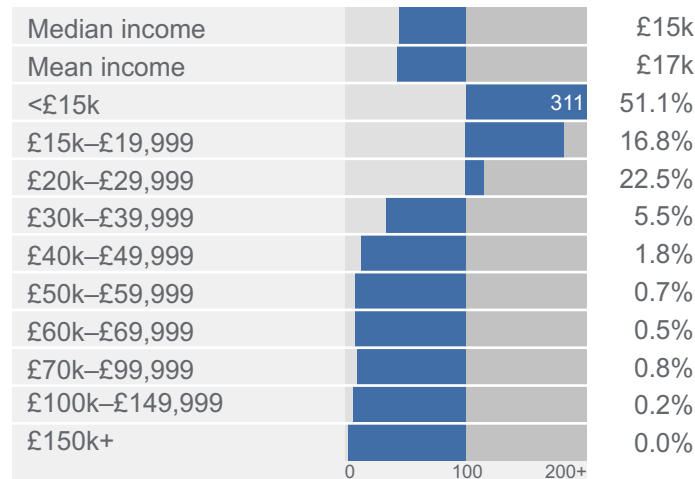
### Property<sup>2</sup>



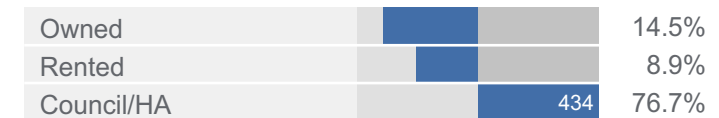
### Household composition



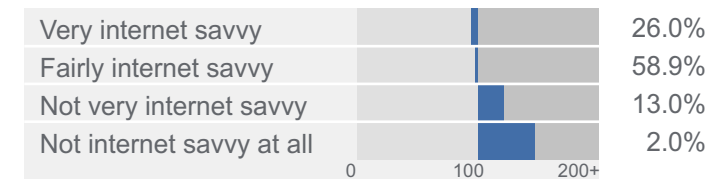
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L Vintage Value

Elderly people with limited pension income, mostly living alone

🏠 6.46% | 4.17% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>408   75.4%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>466   76.7%</p>
<b>Household composition</b> <p>Single</p> <p>190   75.4%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>318   56.2%</p>	<b>Residency type</b> <p>Flat</p> <p>204   47.2%</p>

## Advert Response Channel

76	89	77
51	59	97

## Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Very low-tech households
- Fuel and water poverty

## Household Technology

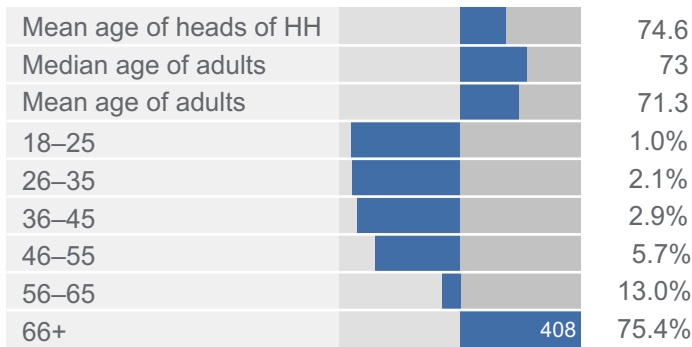


# L Vintage Value

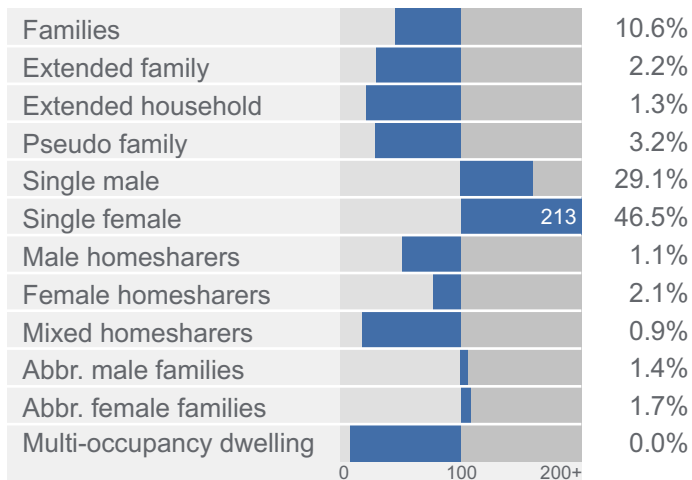
Elderly people with limited pension income, mostly living alone

Home 6.46% | 4.17% Profile

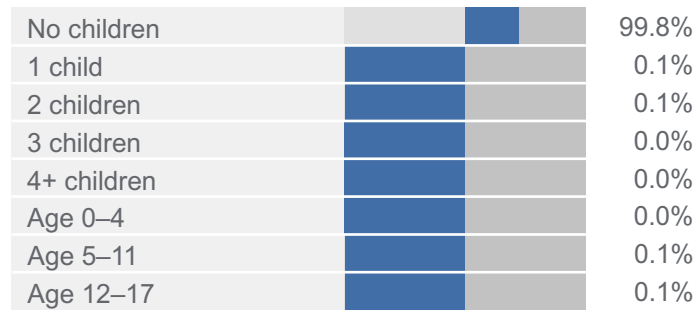
## Age



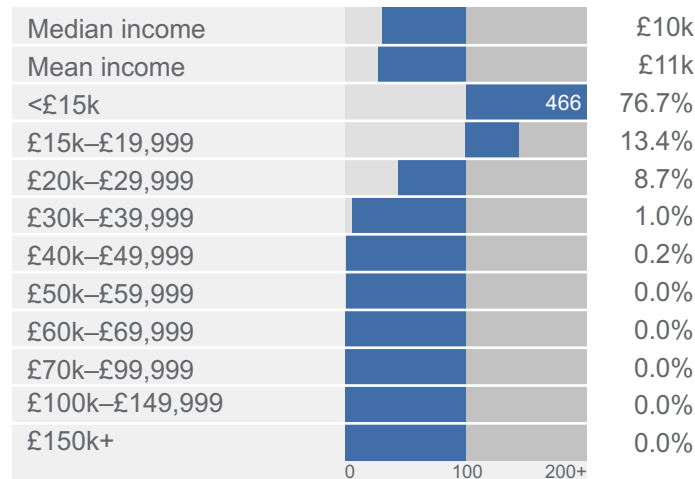
## Household composition



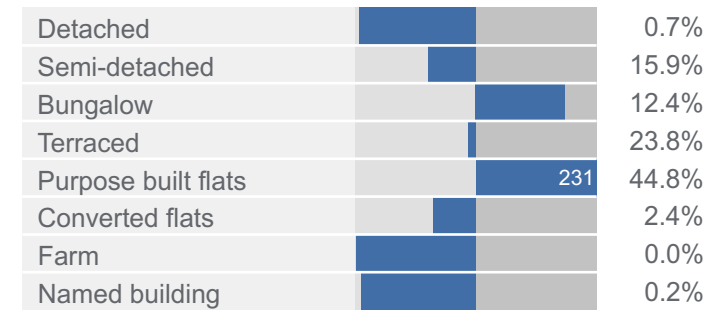
## Children<sup>1</sup>



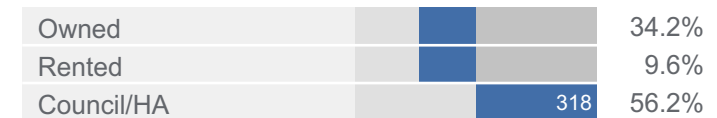
## Household income



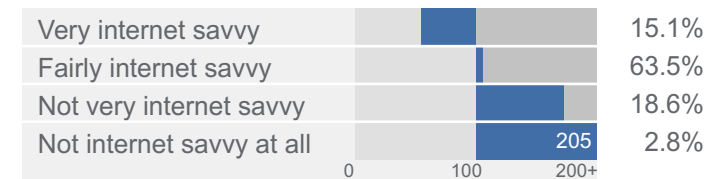
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
 2. Includes variables from the Residency type and Property type topics.

# M

## Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles

🏠 4.99% | 5.42% 👤



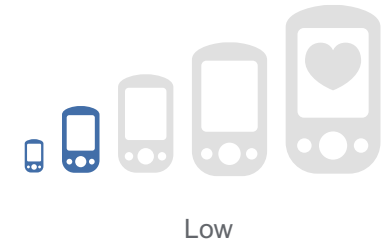
### Who We Are

<b>Age</b> <p>56–65</p> <p>227   34.6%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>197   38.5%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>165   26.7%</p>	<b>Number of children</b> <p>No children</p> <p>142   98.3%</p>
<b>Tenure</b> <p>Owned</p> <p>133   85.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>198   50.0%</p>

### Advert Response Channel

74	94	102
101	76	110

### Household Technology



### Key Features

- Homeowners
- No children
- Established in community
- Low discretionary income
- Watch TV
- Solar panels



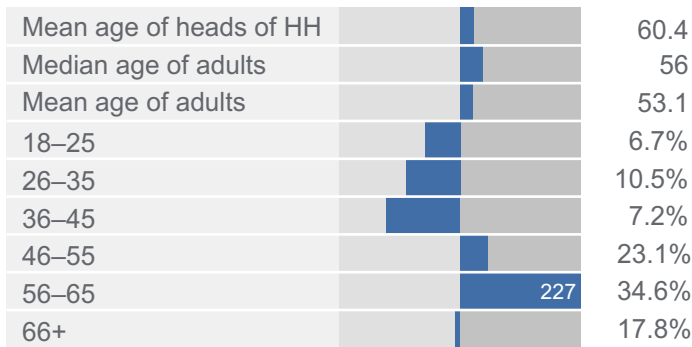
# M

## Modest Traditions

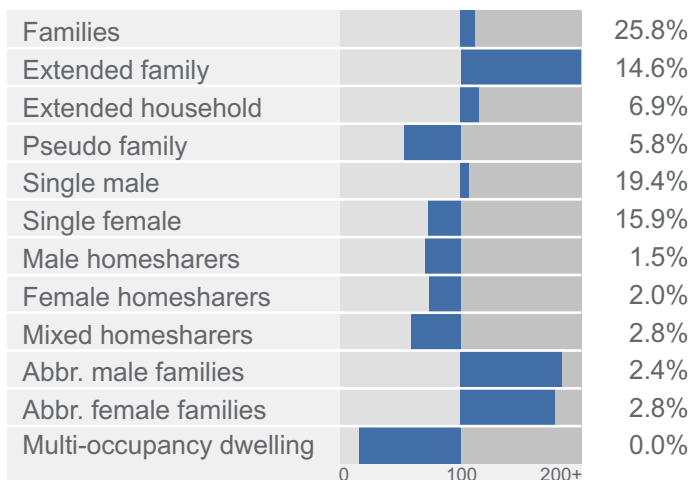
Mature homeowners of value homes enjoying stable lifestyles

🏠 4.99% | 5.42% 👤

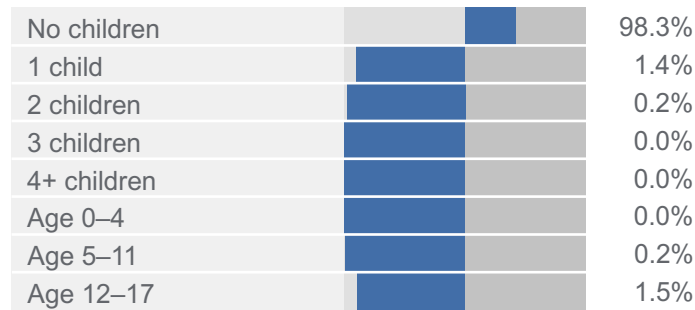
### Age



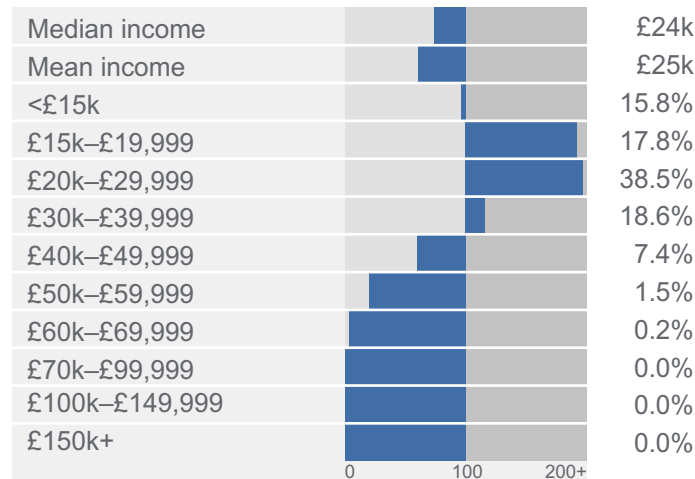
### Household composition



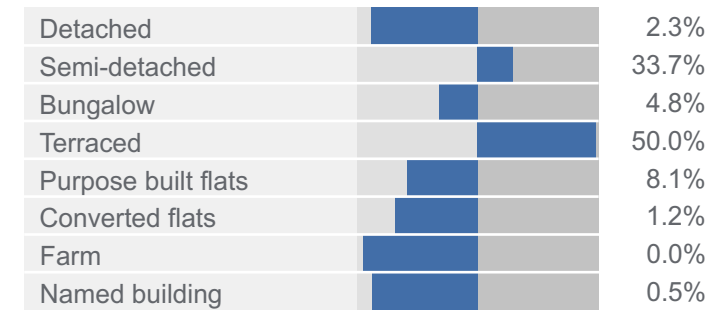
### Children<sup>1</sup>



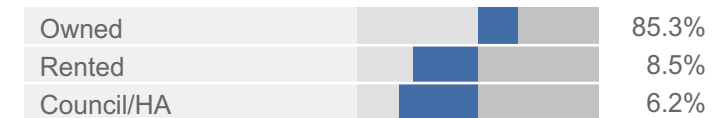
### Household income



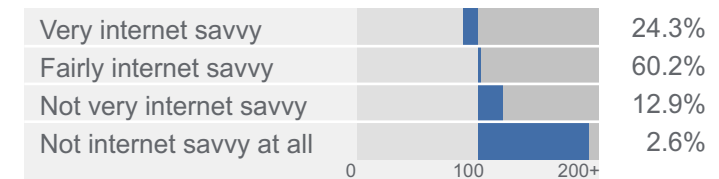
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

N

# Urban Cohesion

Residents of settled urban communities with a strong sense of identity

🏠 4.76% | 5.70% 👤



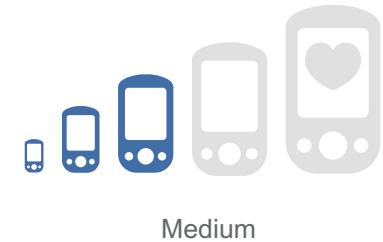
## Who We Are

<b>Age</b> <p>36–45</p> <p>106   19.8%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>127   24.9%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>184   19.3%</p>	<b>Number of children</b> <p>No children</p> <p>103   71.4%</p>
<b>Tenure</b> <p>Owned</p> <p>104   67.0%</p>	<b>Residency type</b> <p>Terraced</p> <p>207   52.1%</p>

## Advert Response Channel

161	105	118
111	152	93

## Household Technology



## Key Features

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



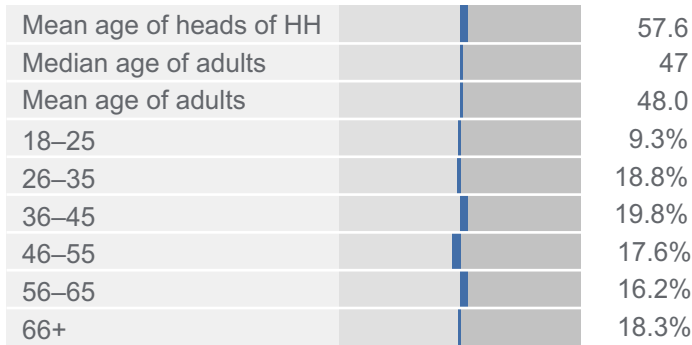
# N

## Urban Cohesion

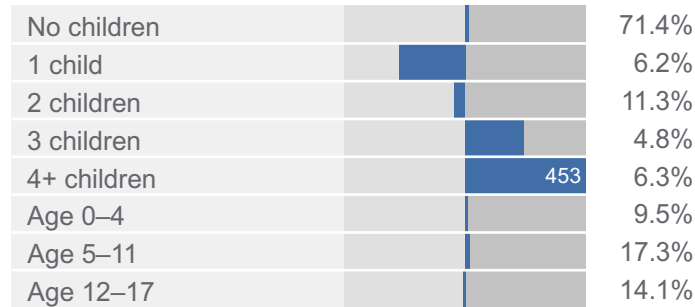
Residents of settled urban communities with a strong sense of identity

🏠 4.76% | 5.70% 👤

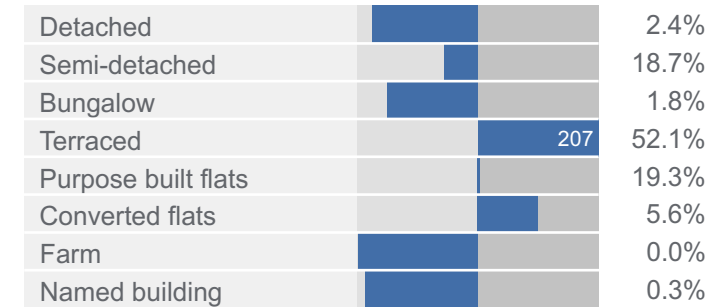
### Age



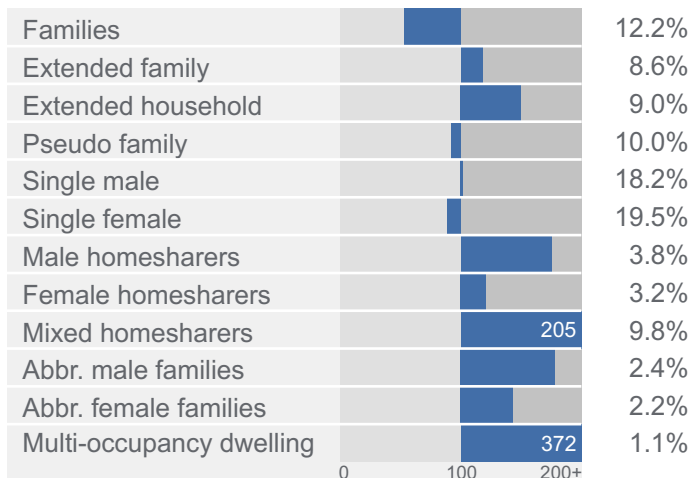
### Children<sup>1</sup>



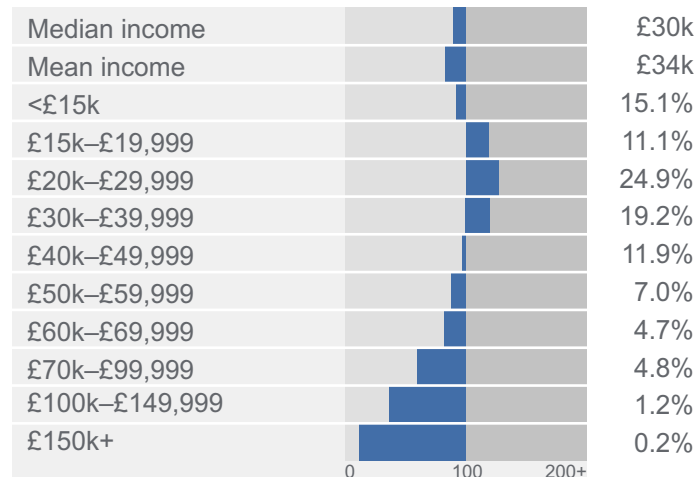
### Property<sup>2</sup>



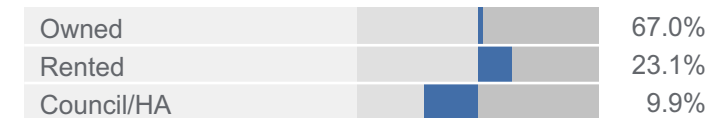
### Household composition



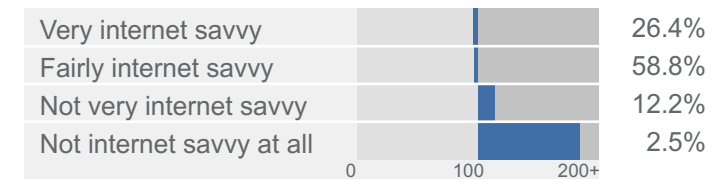
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

0

# Rental Hubs

Educated young people privately renting in urban neighbourhoods

🏠 7.75% | 6.51% 👤



## Who We Are

<b>Age</b> <p>26–35</p> <p>202   39.0%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>155   24.8%</p>
<b>Household composition</b> <p>Single</p> <p>142   56.2%</p>	<b>Number of children</b> <p>No children</p> <p>126   87.4%</p>
<b>Tenure</b> <p>Rented</p> <p>333   59.9%</p>	<b>Residency type</b> <p>Flat</p> <p>354   81.9%</p>

## Advert Response Channel

103	109	151
145	113	126

## Household Technology



Very High

## Key Features

- Young singles and homesharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines





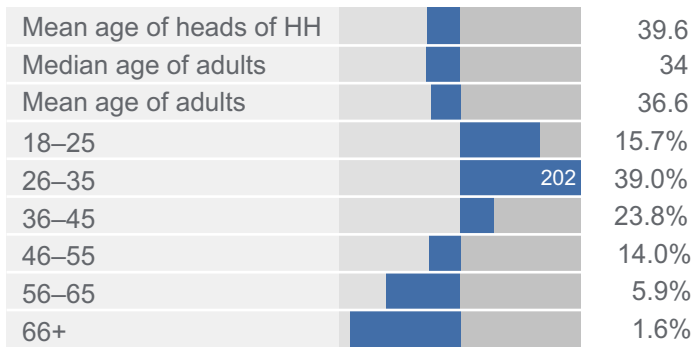


# Rental Hubs

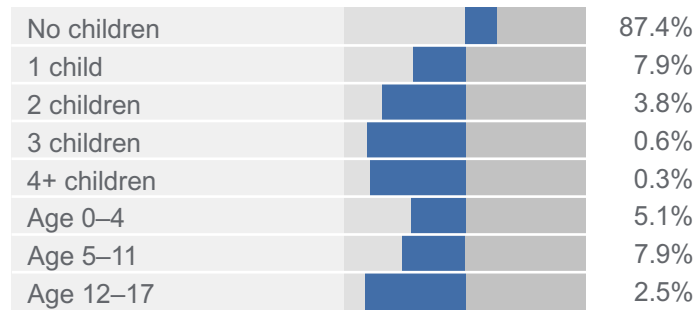
Educated young people privately renting in urban neighbourhoods

🏠 7.75% | 6.51% 👤

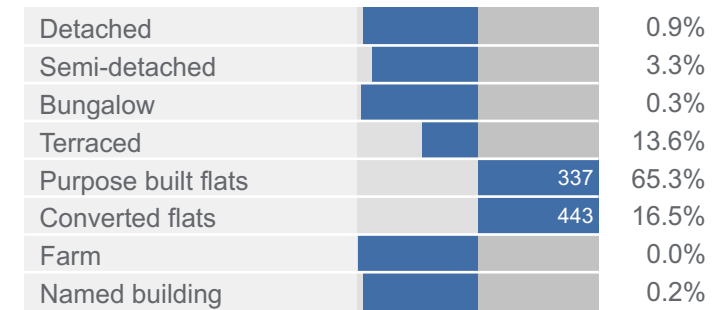
## Age



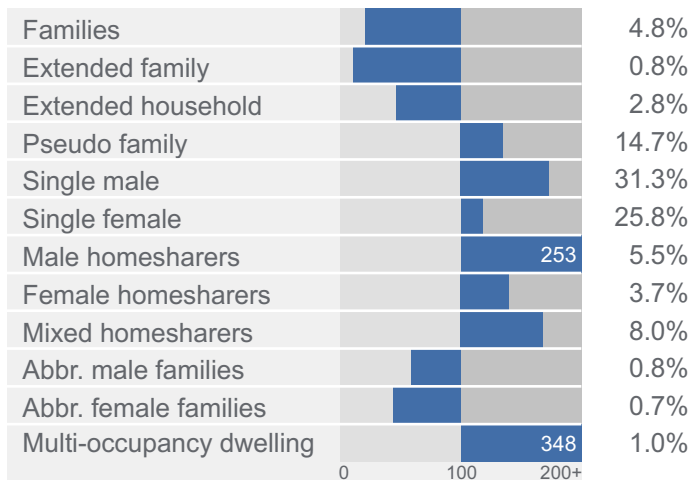
## Children<sup>1</sup>



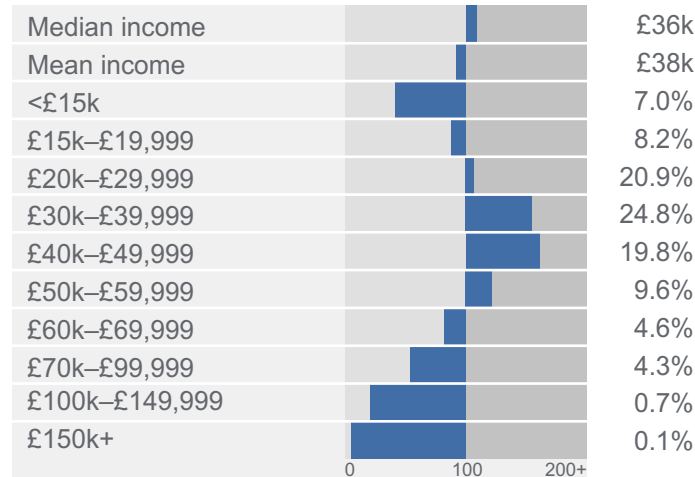
## Property<sup>2</sup>



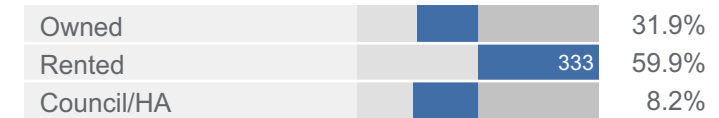
## Household composition



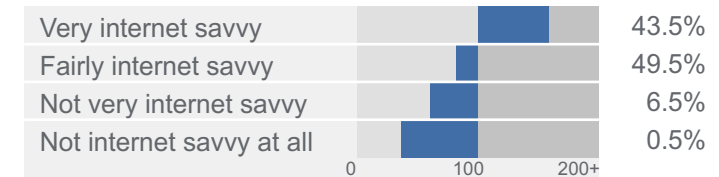
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
 2. Includes variables from the Residency type and Property type topics.