

A Mosaic Analysis of Two Youth Centres in Kent

June 2009

Youth Centres in Kent – A Mosaic Analysis.

Introduction

The first part of this report describes the Mosaic profile of the population falling within a catchment area surrounding two youth centres in Kent. The youth centres in Ashford North and Aylesham, near Dover, have been selected as they contain contrasting Mosaic profiles, suitable to demonstrate the differing needs of young people from differing socio economic backgrounds. The catchment areas around each youth centre have been defined by marking a five minute drive time around each centre site. It is assumed that, due to their proximity to the service, the young people living within these five minute drive time areas are the most likely to use the centres. It is possible that young people may also travel from further afield to attend a youth centre but due to a lack of real data on the actual users of each centre, this method is used as a 'next best' alternative.

The report gives the Mosaic profiles of the populations living within the five minute drive time catchment areas surrounding each youth centre, describing the characteristics of the main groups and types living within the areas. Mosaic provides a wealth of information for each group and type, much of which is relevant to young people. By extracting these relevant details we are able to provide a picture of the kinds of young people using the centres, including the kinds of problems they may face and the extra support they may need in their transition to adulthood. This information will be of particular relevance to youth centre staff who are suitably positioned to deliver targeted support to young people in a neutral environment.

The characteristics from the Mosaic data highlighted as relevant to young people include information on educational attainment of both adults and children, health information, including teenage pregnancies and drug use and perceptions of safety including neighbourhood crime and the prevalence of teenagers 'hanging around' as causing problems in the community. Communication techniques to which each Mosaic type is receptive and unreceptive are included. If required, this will allow targeted marketing of the youth service to the appropriate demographic.

The second part of this report looks at the suitability of youth centre placement throughout Kent by using a variable chosen from Mosaic's rich supplementary data. The selected variable reflects the extent to which teenagers 'hanging around' are seen as a problem in the community. Mapping techniques are used to assess whether the youth centres in Kent are best placed to serve the communities which are most likely to require their facilities.

Mosaic

Mosaic is a classification system designed by Experian to profile the characteristics of the UK population. Each household in the UK is classified as

belonging to one of 11 groups and 61 types. These types identify groups of individuals and households that are as similar as possible to each other, and as different as possible to any other group. They describe the residents of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes.

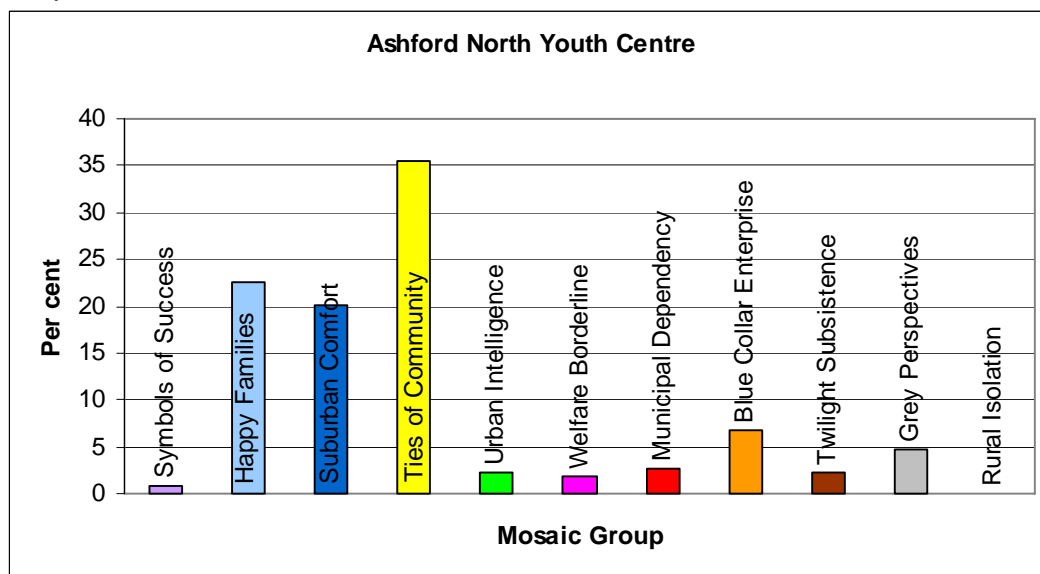
Mosaic describes a population in much more rounded terms than pure demographic data, and generally at much finer levels of geography. Whilst every household will have its own unique characteristics, there are neighbourhood features that bind households together (the local school, Neighbourhood Watch scheme and so on), and also wider geographic influences (for example the effect on local populations of major changes such as coal mining closures). Mosaic therefore uses over 400 data items, from household level through to Government Operating Region. A complex process is used to analyse the varied data and to identify the natural groupings that exist in the population.

Significant effort is used to ensure that the result is both statistically robust and reflects reality on the ground. Each of these natural groupings, or clusters, will have an “average” value for each of the 400 data items. Each postcode, and household, is assigned to one of the 61 types by measuring how close it is (mathematically) to these average values.

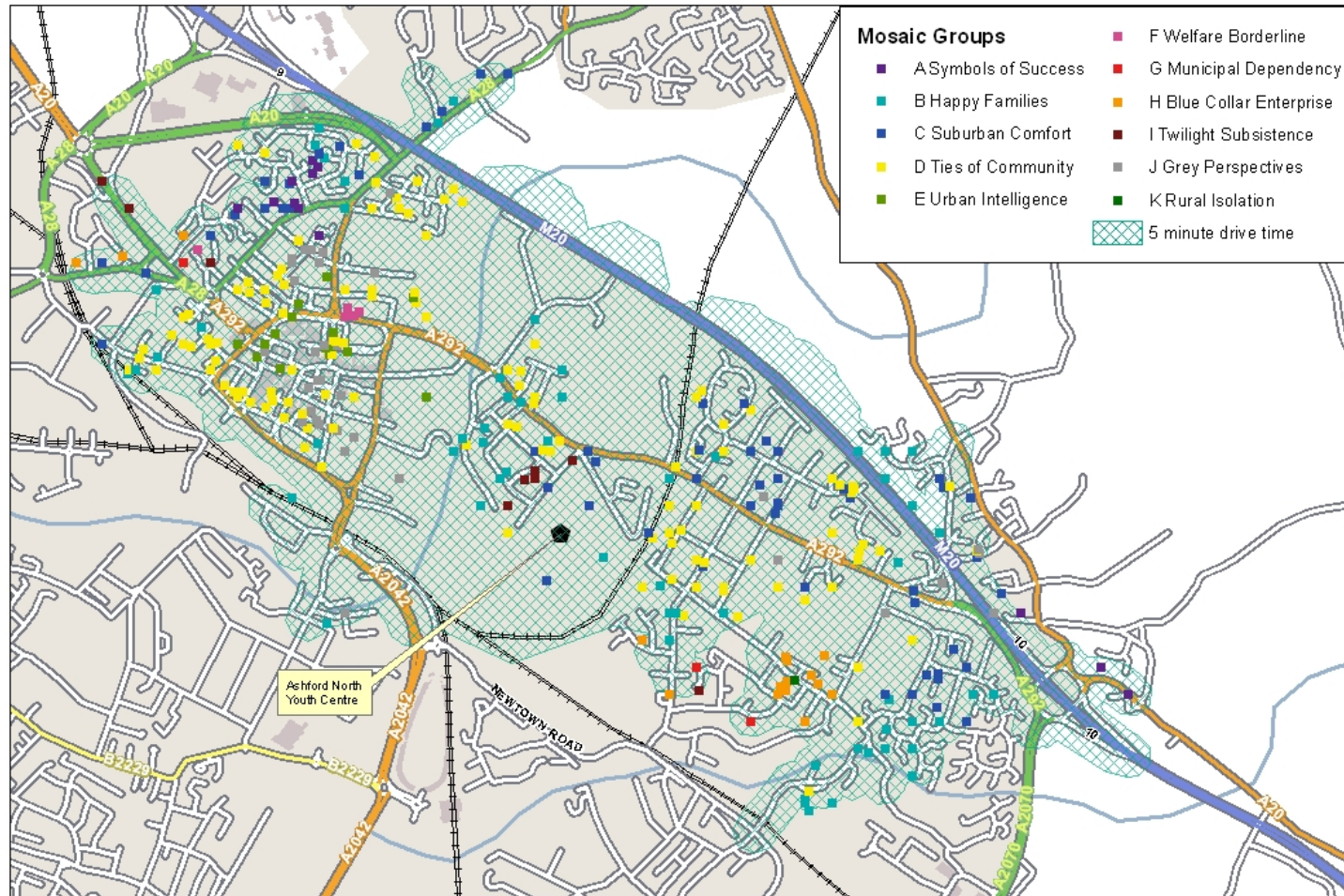
Ashford North Youth Centre – A Catchment Analysis

Map 1 shows the five minute drive time polygon surrounding Ashford North Youth Centre, along with the Mosaic groups falling within this area. Each postcode within the catchment area surrounding Ashford North Youth Centre has been assigned a Mosaic group and type and this has been built up to give a profile of the people living within this area. The profile is summarised below in Graph 1 and shows which groups are most prevalent within the area.

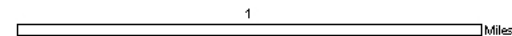
Graph 1



Map 1: Map showing the Mosaic groups falling within a five minute drive time polygon surrounding Ashford North Youth Centre



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Of the estimated 14,088¹ people living within a five minute drive time of Ashford North Youth Centre, the largest proportion, making up over 35%, are classified as belonging to the Ties of Community group. These postcodes, marked on the map in yellow, are located in two clusters, to the east and north west of the youth centre. The Happy Families and Suburban Comfort groups make up similarly large proportions of the postcodes within the catchment area. These postcodes, marked in light and dark blue respectively, can be found throughout the catchment area, with a particularly large cluster on the south eastern outskirts.

The next section of the report describes the Mosaic groups and types that are most prominent within the catchment area in more detail.

Ties of Community

Mosaic states that this group is comprised of people who live in close knit communities, mostly in older houses in old industrial towns. People belonging to this group own their own homes, drive their own cars and hold down responsible jobs. Identifying the prominent types within each Mosaic group can give us more detailed information regarding the characteristics of people within the catchment area. Within the group Ties of Community the top type is D21: Respectable Rows, accounting for 16.7% of the area profile.

Type D21

Type D21: Respectable Rows are found in areas of small, but not unattractive, terraced housing most of which was built just before or just after the First World War and which now displays a population profile very similar to the national average. These are typically areas of older housing, which are not particularly spacious, that attract

disproportionate numbers of young couples, whether married or co-habiting, who value a relaxed and informal type of neighbourhood in which to set up their first home and start their families. Although these areas are dominated by young, often childless couples, young people are present and approximately 11% of the population living in these areas are aged between five and 14.



¹ 2007 population estimate.

Adult educational attainment is mixed in Type D21. The proportions gaining some form of qualification, from a single 'O' level to a degree, are all marginally above the national average, although it is more likely than not that they left school at 16. Their children have a similar steady rather than spectacular education. From Key Stage 1 through to university admission, the level of attainment is close to the national average. However, the type of employment in which these people typically work is likely to encourage additional qualifications, so these areas may have requirements for further education facilities.

A healthy lifestyle is not a conscious decision for these people. They cannot claim to have either a particularly good or particularly bad diet; more likely that they simply continue to eat what they have always eaten, in moderation. There will be some heavy drinkers and smokers, but again in general these are taken in moderation. As would be expected with this type of lifestyle, these people's health varies considerably, but overall closely reflects the population as a whole. Teenage pregnancy rates are below the national average and people using and dealing drugs is not seen as a big problem in these areas. However, possibly reflecting the younger age of the population of these areas, people are more likely than average to experiment with drugs, and thus, advice on the risks may still be worthwhile.

The residents of Type D21 do not generally consider their neighbourhood a bad place to live, despite the fact that the neighbours tend to keep themselves to themselves, and there are distinct elements of anti-social behaviour. Fear of crime is generally below that experienced nationally, whilst actual crime is above average. Adults' perceptions of 'teenagers hanging around' causing problems in the area is close to the national average.

These people show close to average behavioural trends with regard to how they spend their spare time. Few recreational activities are strongly over or under represented amongst this group. There is a slightly higher than average interest in the internet, skiing and the theatre and arts and a lower than average interest in bingo and bird watching. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	Internet	✗	Magazines
✓	Telephone advice lines	✗	TV
✓	Radio		
✓	Social networks		
✓	Centre-left broadsheets		

Happy Families

Mosaic describes this group as containing people whose focus is on career, home and family. These are mostly younger age groups who are married or in a permanent relationship, and are now raising children. Adults in this group have typically acquired some worthwhile vocational or professional skills,

which provide prospects of future career advancement. Parents in these neighbourhoods marry early and have children young, due in part to the affordability of much of this housing. Though most residents have useful qualifications, these are not neighbourhoods of high flying graduates working for large corporations. Nor are these areas with large numbers of female professionals. Most of the workforce hold down junior professional or intermediate jobs, many of them requiring solid technical skills. Further analysis of this group at type level reveals that Type B13: Burdened Optimists dominates.

Type B13

Type B13: Burdened Optimists contains confident, but not very well educated, co-habiting and married couples who live in mortgaged properties in areas of good employment opportunities.

Many of these young couples have built up considerable debts in an attempt to emulate middle class lifestyles. Most are either in long-term partnerships or married and have borrowed heavily in order to finance mortgages on small homes. These people are confident, almost reckless in their optimism, which is rooted in the ease with which well paid jobs can traditionally be found in the low unemployment labour markets in which many of them live. Although this type is dominated by young, often childless couples, over 14% of people living in these neighbourhoods are likely to be aged between five and 14.



Education levels of Type B13 are not high. Whilst most will have some form of qualifications, many will have left school without reaching the standards needed to continue their education beyond the age of 16. The level of attainment of school age children is worse than that of their parents. The relative instability of home life that arises from financial over-stretching may be reducing the support that the children receive, with the result of consistent under-achievement throughout their education. The result is that well below the national average attain 5 or more GCSE's at Grades A to C, and an even smaller proportion proceed to higher education.

These people have relatively poor lifestyles. Their diets are more likely to include fast foods than fresh fruit, although not to excess. Leisure activities, whilst mixed, are more likely to reflect personal enjoyment than physical exercise. Rates of heavy smoking and drinking are closely in line with national averages. Problems with drug and alcohol abuse and with mental health problems are significantly greater than amongst other types in the group.

Reflecting the problems of parental support, teenage pregnancy rates are higher than the national norm. Targeted support for young people living in these neighbourhoods may be particularly relevant considering weak parental links, and youth centres may provide a vehicle suitable for the delivery of this support.

Anti-social behaviour is a problem in these areas, with above average rates of teenagers hanging about, drug dealing and burnt out cars. Social capital is also quite low, with neighbours very much keeping themselves to themselves. Adults' perceptions of 'teenagers hanging around' causing problems in the area is slightly above the national average. Despite this, most residents see these areas as not being bad places in which to live, perhaps reflecting their general optimism.

With regard to how they spend their spare time, these people show a significantly higher than average interest in computer games, skiing and pop music and art and a lower than average interest in bird watching, classical music and fine art. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive	Unreceptive
✓ Internet	✗ Heavyweight magazines
✓ TV	✗ Newspapers
✓ Radio	
✓ Direct mail	

Suburban Comfort

Mosaic describes this group as being typically older families living in suburbia. Mosaic suggests that these areas are typically inhabited by adults working in intermediate level white collar occupations, are close to retirement and have alleviated their financial burdens over time and are now in more comfortable positions. Couples are typically older often with teenage or grown up children. However, younger families are also found in these areas and 28% of households have dependent children. Children aged 5 to 14 make up 12% of the population of these postcodes. Some older couples have now died allowing younger families with dependent children of primary school age to re-colonise these sought after suburbs. Further analysis reveals the top type to be C18: Sprawling Subtopia, accounting for over 12.5% of the total.

Type C18

Type C18 contains largely middle aged, middle income owner occupiers living on very large developments of 1930s suburban semi-detached housing. Many families have older children, many of whom continue to live at home. Children aged five to 14 make up 14% of the population of these postcodes. This is a very stable population, with few moving in or out of



the area, and where people take pride in their homes and their cars. These are white, middle class areas, where many people work as administrators and supervisors in local factories and relatively few commute by tubes or trains to city centre employment.

Adults living within Type C18 are less likely than those in other types within the group to be well qualified. Almost one half will have left school without attaining 5 passes at Grades A to C at 'O' level and the numbers with 'A' levels or a degree are noticeably below the typical national rate. However, a significant proportion does leave school with a good basic set of qualifications. Their children's performance is almost identical. Results at each of the Key Stages indicates reasonable levels of attainment, and the proportion leaving school with 5 or more GCSE Grades A to C is almost 20% higher than the proportion nationally. However, the proportion going on to university is below national figures, and is the lowest within the group, thus facilities supporting young people make the transition from school in to higher education may be of particular relevance here.

These people are not particularly conscious of what constitutes a healthy lifestyle. Their diet tends to avoid those foods that are the best and worst. Some smoke, and many more drink, but in moderation. Their leisure time is not bristling with physical activity, but again they do manage to get a reasonable amount of exercise. Teenage pregnancy rates are well below the national average, as are problems related to using and dealing drugs.

Whilst still being viewed as reasonably comfortable places to live, there is less of a sense of community networking in these neighbourhoods than in most of the group. Fear of crime is therefore slightly higher, and reflects the overall national picture. Adults' perceptions of 'teenagers hanging around' causing problems in the area is slightly above the national average, perhaps reflecting a lack of facilities for young people in these extensive suburban neighbourhoods. Youth centres could thus play a vital role in providing a safe

environment for children and young people to socialise with their peers.

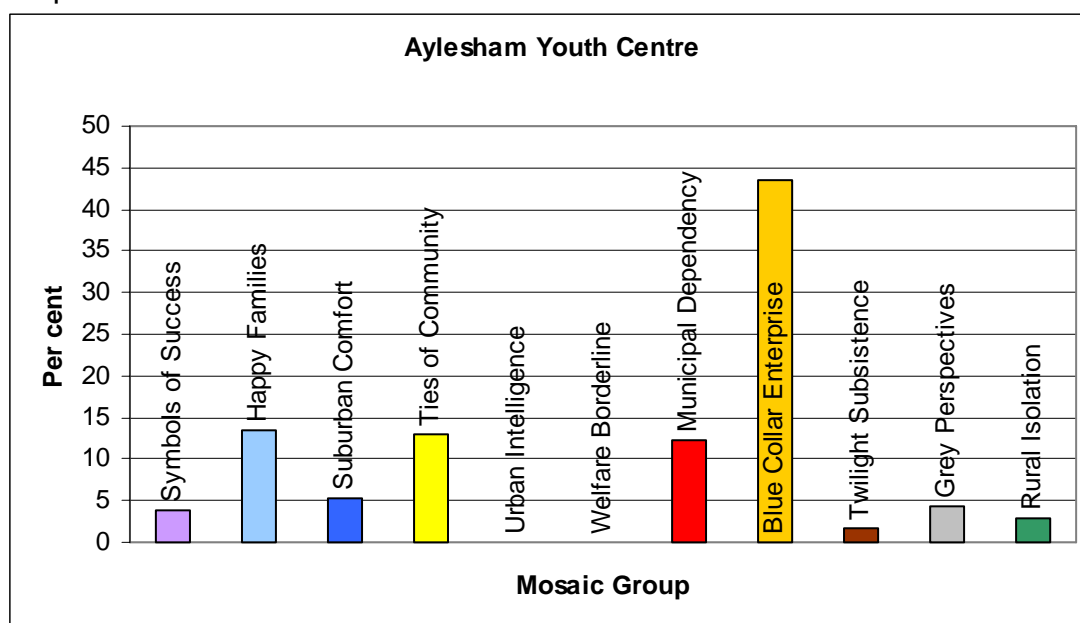
People belonging to this type show a slightly higher than average interest in competitions, pop music and cookery and a lower than average interest in cycling, skiing and snowboarding. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	Telephone advice lines	✗	Posters
✓	Right-of-centre press	✗	Telemarketing
		✗	TV

Aylesham Youth Centre – A Mosaic Analysis

Map 2 shows the five minutes drive time polygon surrounding Aylesham Youth Centre, along with the Mosaic groups falling within this area. Each postcode within the catchment area surrounding Aylesham Youth Centre has been assigned a Mosaic group and type and this has been built up to give a profile of the people living within this area. The profile is summarised below in Graph 1 and shows which groups are most prevalent within the area.

Graph 1



Of the estimated 4,386² people living within a five minute drive time of Aylesham Youth Centre, the largest proportion, making up nearly 44%, are classified as belonging to the Blue Collar Enterprise group. These postcodes, marked on the map in orange, are located in a cluster, to the west of the youth centre. The Happy Families, Ties of Community and Municipal Dependency groups also make up large proportions of the postcodes within the catchment

² 2007 population estimate.

area. These postcodes, marked in light blue, yellow and red respectively, can also be found in clusters to the west of the youth centre.

The next section of the report describes the Mosaic groups and types that are most prominent within the catchment area in more detail.

Blue Collar Enterprise

Mosaic states that this group is comprised of people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. People in this group have seen their lives improve in recent years with growing levels of car ownership enabling them to engage in a wider variety of employment opportunities with higher wages, thus perpetuating the trend of upward social and economic mobility. Further analysis reveals the top type to be H44: Rustbelt Resilience, accounting for over 24% of the total.

Type H44

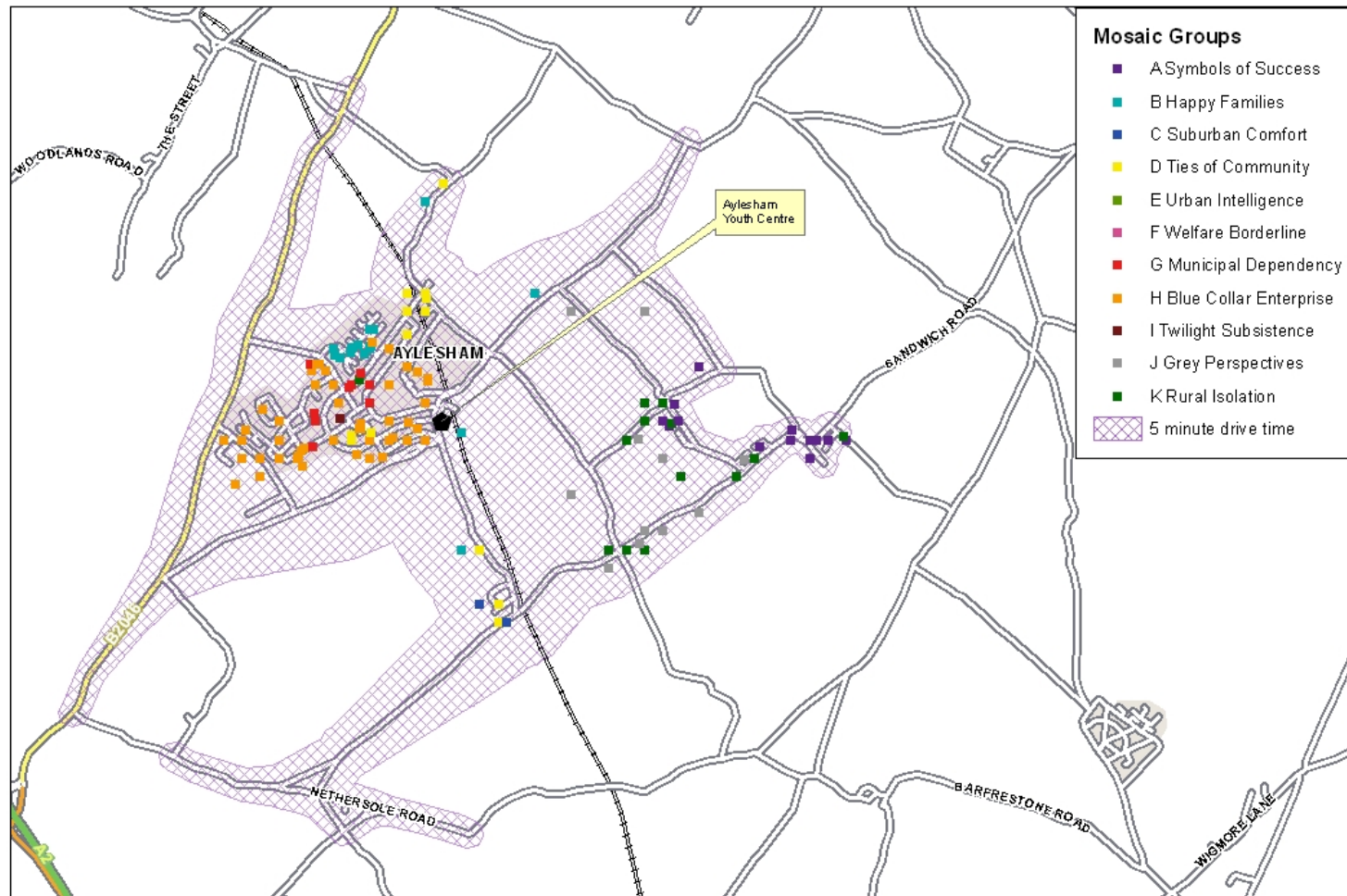
Type H44 neighbourhoods mostly occur in small industrial towns where in the past mining was the mainstay of the local economy. These neighbourhoods are ones where manufacturing industry continues to be the major source of employment albeit mostly in low paid routine assembly work rather than in jobs requiring craft skills.

Traditionally these are communities in which the men knew they would work in the mine, and the women would be maintaining the home and family life. There was therefore little focus on high educational achievement. Consequently, many people have few if any qualifications and those who managed to go on to higher education are a rarity. Although times have now changed, it is difficult for the adults in these areas to support and encourage their children through their education. Therefore, despite the need today for at least basic qualifications to impress a prospective employer, many children still leave school without sufficiently attaining good GCSEs. It is not surprising that in these relatively closed communities, many of which have no local access to higher education, the Widening Participation initiative may be struggling.

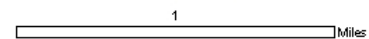
Many people living in these areas do not subscribe to a healthy lifestyle. Diet is poor, and many people smoke. Leisure time is more likely to be spent



Map 2: Map showing the Mosaic groups falling within a five minute drive time polygon surrounding Aylesham Youth Centre



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drinking in the working men’s clubs that still survive rather than on taking physical exercise. Teenage pregnancy rates are significantly above the national average.

Type H44 generally believes that, whilst the neighbourhood is not a particularly pleasant place in which to live, it could be worse, and fear of crime is no greater than is experienced across the country. Crime rates themselves are marginally above average, but nowhere near as bad as in other areas of poverty. Adults’ perceptions of ‘teenagers hanging around’ causing problems in the area is only slightly above the national average, but perceptions of people using and dealing drugs as a very big problem in these neighbourhoods is significantly above the national average.

People belonging to this type show a higher than average interest in crosswords and puzzles and bingo and a significantly lower than average interest in computing, cookery and fine arts. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	TV	✗	Internet
✓	Red top newspapers	✗	Broadsheet newspapers
		✗	Telephone

Happy Families

Type B13: Burdened Optimists make up the largest proportion of this type and account for nearly 12% of postcodes in the catchment area. See previous section for type discussion.

Ties of Community

Type D23: Industrial Grit make up the largest proportion of this type and account for nearly 10% of postcodes in the catchment area.

Type D23

Type D23 Industrial Grit contains owners of comfortable but unpretentious late Victorian and Edwardian terraced housing, often with interesting detailing, typically offering a bay window and small front garden. Such people live in communities that for generations have relied on mines and manufacturing plants for their employment.

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These are self sufficient, family oriented people. Many were not brought up in a culture where education was seen as a prerequisite for a successful career. Instead, an early marriage, an industrial apprenticeship, and a mortgage on an older but nevertheless spacious house set the framework for their lifestyle. In these households both men and women, and quite often grown up children too, will be working locally in adequately paid factory jobs, whether as supervisors, skilled craftsmen or routine assembly operators.

These are not areas of high academic attainment. Compared with the average, most adults in Type D23 areas will have left school with few, if any, qualifications. Their children, following the home influence, fare little better. Constantly behind their peers throughout their education, albeit not by much, it is likely that many will fail to achieve 5 or more GCSE passes. However, the fact that they don't lag too far behind means that a significant number will obtain a number of GCSE's at lower grades. It is not surprising that university admission rates are low.

People belonging to this type show little conscious regard for health. Healthy foods are relatively uncommon; instead there is a tendency towards the unhealthy, including excessive alcohol consumption. Many of these people are also likely to be heavy smokers, although they do take at least a moderate amount of exercise through their leisure activities. Teenage pregnancy rates are only slightly above the national average.

People belonging to Type D23 view their neighbourhoods as acceptable places to live, despite some problems with teenagers and with drug dealing. Fear of crime reflects the national norm, whilst property-related crime is slightly above average. Adults' perceptions of 'teenagers hanging around' causing problems in the area is very slightly above the national average.

These people show close to average behavioural trends with regard to how they spend their spare time. Few recreational activities are particularly strongly over or under represented amongst this group. There is a slightly higher than average interest in fashion clothing and competitions and a lower than average interest in cookery and sewing. People belonging to this type are receptive and unreceptive to the following communication techniques:

	Receptive		Unreceptive
✓	Tabloid Press	✗	Internet
		✗	Telephone advice lines
		✗	Direct mail

Municipal Dependency

Mosaic describes this group as containing families on lower incomes who live on municipal council estates where few of the tenants have exercised their right to buy. Figures show that families from this group have rates of one parent households that are well over the national average, and live in areas characterised by high levels of unemployment. Further analysis of this group

at type level reveals that Type G41: Families on Benefits dominates, making up 6.2% of the total profile.

Type G41

Type G41 contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of towns and cities where few people have exercised their right to buy.

Educational achievement amongst the adults in Type G41 is low, with two thirds not having achieved 5 or more grades A to C at 'O' level or GCSE. This is reflected by their children, who perform very poorly throughout their schooling. Most are highly unlikely to leave school with even basic qualifications, and very few will go on to either college or university. These children are not particularly likely to suffer the difficulties associated with language differences between school and home; however, poverty ensures that many qualify for free school meals, and a significant proportion have Special Educational Needs. Extra educational support may therefore be particularly important for children and young people belonging to these neighbourhoods.



This group demonstrates low levels of health as a result of a poor diet and little exercise. Rather free time is spent watching TV; this group comprises the heaviest viewers. Mosaic describes this group as one of low horizons as well as low income, feeling separated from wealthier groups and the lives of people seen on TV. The teenage pregnancy rate is over four times the national average.

Neighbourhoods may be subject to high levels of vandalism and anti-social behaviour and there is a high incidence of residents reported to live in fear of violence. Teenagers 'hanging around' is noted by residents as a significant problem in these areas, however, it is not reported as one of the biggest problems, reflecting the myriad social problems of these neighbourhoods. People using and dealing drugs is considered a very big problem by residents of these areas, perhaps suggesting an increased need for drug awareness education for young people who may find themselves growing up in a culture where risky activity is common place.

People belonging to this type show a higher than average interest in computer games, pop music and bingo and a significantly lower than average interest in the theatre and the arts and country pursuits. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	TV	✗	Newspapers
✓	Telemarketing	✗	Magazines
✓	Posters		
✓	Direct mail		

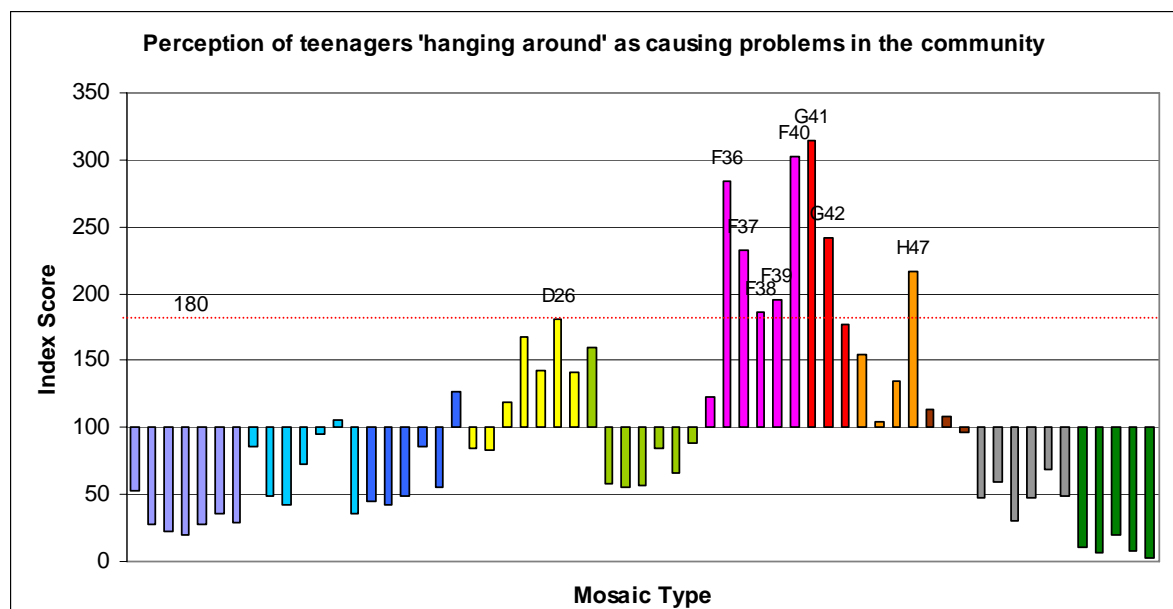
Using Mosaic to evaluate whether youth centres are suitably located

The next section of the report uses Mosaic's wealth of supplementary data to evaluate whether the youth centres in Kent are located to best support the communities that are most likely to require the services they provide.

One aspect of the data used by Mosaic to build up a rich picture of the behavioural and lifestyle characteristics of each group and type involves peoples' views on the area in which they live. One strand of this data reflects the extent to which teenagers 'hanging around' is seen as a problem in the neighbourhood. It should be noted that although this indicator is likely to reflect the numbers of children 'hanging around', it remains an indicator based on perception and therefore may vary depending on the social attitudes of the local people making the judgement. The information has been quantified by assigning each Mosaic type an index score reflecting how under or over represented the type is likely to be with regard to that variable when compared with the UK average. An index of around 100 is close to average for the UK. An index of over 100 suggests the type is over represented and fewer than 100 means that teenagers 'hanging around' are less likely to cause problems in that neighbourhood than is average for the UK.

Chart 3 shows the extent to which each Mosaic type view 'teenagers hanging around' to be a problem facing their local area. The types most likely to view teenagers 'hanging around' as a problem in their local area have been identified as those with an index score of 180 or above.

Chart 3



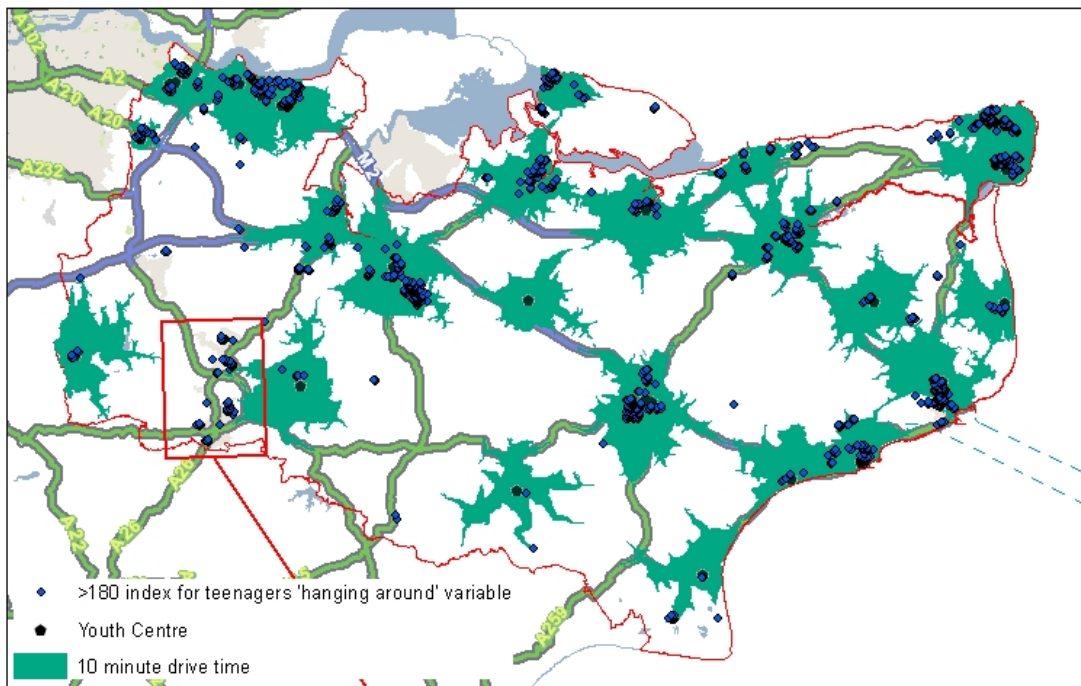
Nine Mosaic types, all with an index score of 180 or above with regard to teenagers 'hanging around' as a problem in their local area, have been isolated and marked on Map 3. Map 3 shows postcode points classified as belonging to one of these nine types throughout Kent, along with their

proximity to a youth centre. A 10 minute drive time polygon has been drawn around each youth centre to indicate a reasonable travelling distance to a centre. Map 3 highlights an area in West Kent where identified vulnerable communities do not appear to be well served by youth centre placement.

Map 4 focuses on this area and shows extensive areas in Tonbridge and Tunbridge Wells of postcodes classified as containing Mosaic types where teenagers 'hanging around' is likely to be a problem in the neighbourhood, and yet there does not appear to be a youth centre facility in close proximity to help combat this issue.

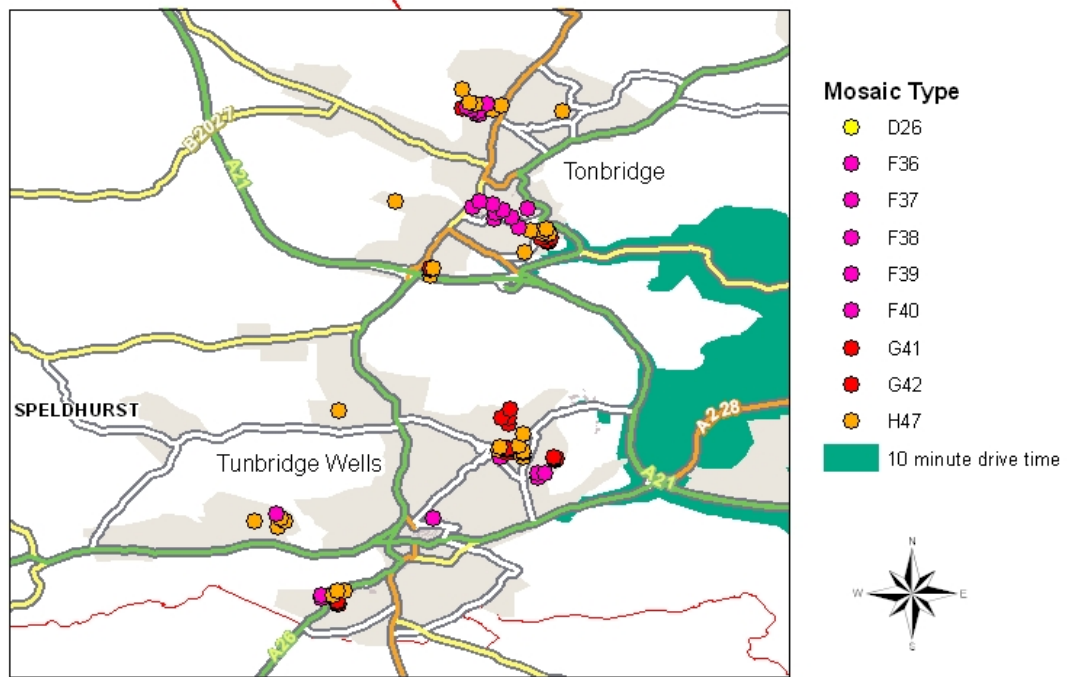
Maps showing postcode points classified as belonging to Mosaic types with a high likelihood of teenagers 'hanging around' as being a problem in the area.

Map 3



20 Miles

Map 4



4 Miles

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Summary

The first part of this report has considered the Mosaic profiles within a five minute drive time catchment area surrounding two youth centres in Kent: Ashford North Youth Centre and Aylesham Youth Centre. Details relevant to the lives of the children and young people belonging to the most prominent groups living in neighbourhoods falling within the catchment area are then discussed.

The Ashford North Youth Centre shows a broadly more affluent Mosaic profile when compared with that for Aylesham Youth Centre, although the detailed Mosaic lifestyle information shows that young people living in both areas are likely to face a range of social problems.

By analysing the differing socio demographic aspects of the young people living in the neighbourhoods surrounding two youth centres in Kent, we are able to assess more accurately the requirements of specific groups of young people who are most likely to attend the centre. This information can be used to inform youth workers and staff of the youth centres on which areas the young people attending their centre may require most support.

The second part of the report looks at the suitability of youth centre placement throughout Kent with relation to Mosaic's variable reflecting teenagers 'hanging around' as a problem in the community. This mapping exercise highlights areas in Tonbridge and Tunbridge Wells which may not be adequately served with regards to youth centre facilities.

Summary of Mosaic Groups Classification

The information contained within this report is taken from a number of data sources including the census, electoral register, land registry and Pupil Level Annual School Census. Other information comes from the British Crime Survey, MORI's Financial Services survey and surveys undertaken by market research companies.

The combination of data sources provides a wealth of statistical information showing the differences between the Mosaic Groups. Not every household in the UK will match one of the groups exactly but they will exhibit degrees of proximity to the Mosaic groups. The Mosaic groups focus on the statistical bias of a particular type of neighbourhood using demographics which are more numerous there than elsewhere in the country and which give the neighbourhood its distinctive character.

A Symbols of Success

People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.

Symbols of Success is the most affluent group. Children tend to enjoy stable household arrangements and benefit from active and exotic leisure pursuits. High attainment at Key Stage 1 leads to success at all school and university stages.

B Happy Families

Families with focus on career and home, mostly younger age groups who are now raising children.

Mostly young couples married, or in permanent relationships raising pre-school and school age children in purpose built, modern family housing. Leisure pursuits are centred round the family and include active sports. Children tend to attain satisfactory rather than outstanding educational success performing marginally above the national average.

C Suburban Comfort

Families successfully established in comfortable, mature homes. Children are growing up and finances are easier.

Suburban Comfort tend to be families who are successfully established in comfortable mature homes and therefore children are likely to be older, at secondary school or university age. Children in this group perform well above the national average and a significant proportion will attend foundation schools.

D Ties of Community

People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.

The educational attainment of this group is relatively low. Performance at the higher Key Stage levels is well below average. A significant number of children have refugee status and English will not be the language spoken at home. Subsequently, there is higher than average uptake of free school meals.

E Urban Intelligence

Young, single and mostly well-educated, many are young professionals and full time students cosmopolitan in tastes and liberal in attitudes.

Very few children live in these areas. Those that are resident, generally attain well at school, but can vary throughout a child's education. This group demonstrates a high level of school pupils with refugee status, and for whom English is not the first language at home.

F Welfare Borderline

People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.

There is a lack of stability in many family formations which can undermine social networks and leads to high levels of anti-social behaviour amongst local children. Poor achievers throughout their education, many fail to reach satisfactory grades at each of the Key Stages. Within this group there are many with refugee status. Low income levels mean that qualification for school meals is high.

G Municipal Dependency

Low income families living in estate based social housing.

The culture is one of low horizons rather than low incomes. Many people feel cut off, both physically and socially due to the size and location of these estates, people can feel isolated from communal areas such as shops and work places. They also watch lots of T.V. and see lifestyles and opportunities advertised which are not open to them. Children in this group attain the lowest educational attainment of all Mosaic groups. There are also a high proportion of children with special needs.

H Blue Collar Enterprise

Upwardly mobile families living in homes bought from social landlords.

This group comprises of people who though not well-educated are practical and enterprising. Tastes are mass market with a focus on providing comfort for family members. Children's educational attainment is below the national average but out performs the performance of children from the groups Municipal Dependency and Welfare Borderline. Many fail to reach the levels needed to progress to higher to further and higher education.

I Twilight Subsistence

Elderly people subsisting on meagre income in council accommodation.

Few children live in these areas and of those that do, achieve only modest educational success, very few go on to higher education. This tends to be a poor group where most people spend money on the basic necessities of life.

J Grey Perspectives

Independent pensioners living in their own homes who are relatively active in their lifestyles.

Chiefly consisting of pensioners, the number of children in these areas at country level is very low. Children within this group tend to be amongst the higher achievers throughout their school life. It is therefore surprising that the proportion of children going to university is only marginally above the national average.

K Rural Isolation

People living in rural areas where country life has not been influenced by urban consumption patterns.

Within this group there are different income and education attainment levels but all share an attachment to the local community. Remoteness itself is not necessarily a barrier as many families have access to at least one car. The main concern for young couples who would normally be happy to raise their children in these areas is a worry about the lack of facilities and social networks for their children. This is perhaps reflected in the high numbers of children going to university, realising that in order to further their education and ultimately a career, they must leave these remote areas.

For more information on the Mosaic classification system visit

www.business-strategies.co.uk/upload/pdfs_nov07/mosaic_public_sector_factsheet_oct07.pdf