

Kent Freedom Pass – A Mosaic analysis of pass holders

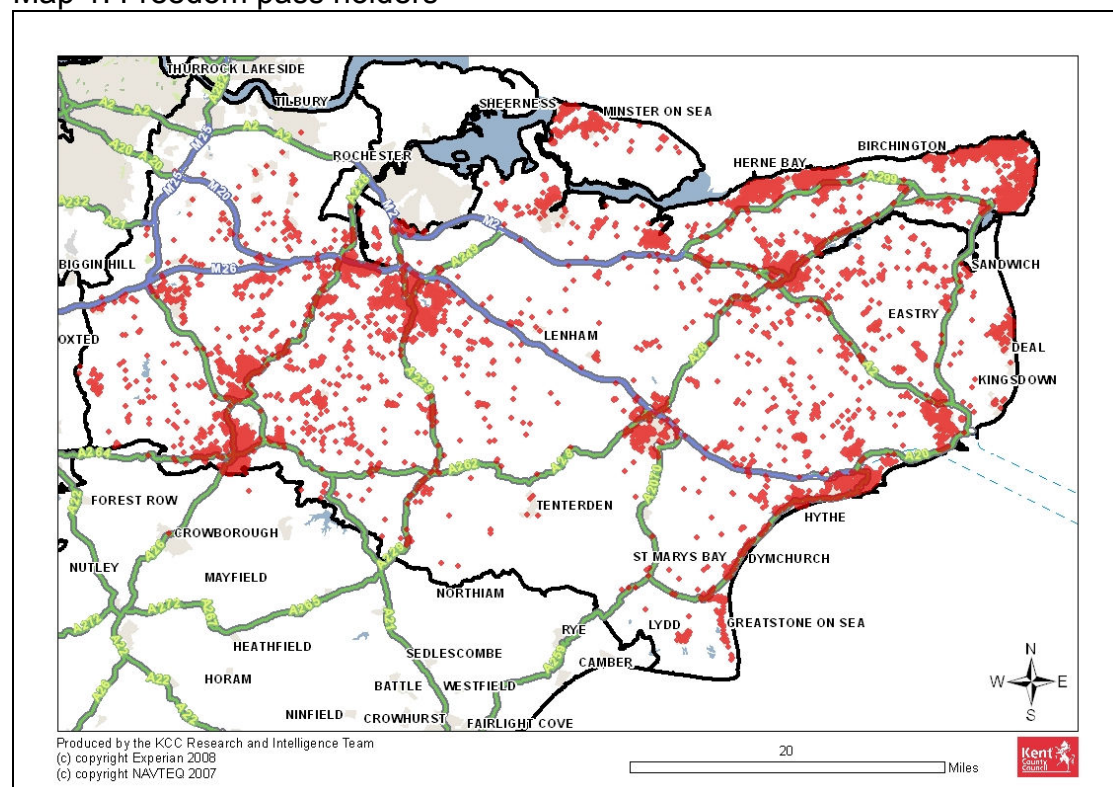
The Kent Freedom Pass, first introduced in June 2007, provides free bus travel to students attending a pilot school. Since its inception the scheme has gradually extended to cover further parts of the county and currently includes eight districts. All schools in Kent will be covered by the scheme by the end of 2009.

This report looks at the take up of Freedom Passes in the areas currently included and uses Mosaic (Experian) to assess the social backgrounds of those children who have passes.

The data relates to all current pass holders of the scheme which began in June 2008 and ends in August 2009. Of the 13,171 children who have passes, 12,958 provided valid postcodes which have been used in the analysis.

Map 1 shows the home postcodes of children with passes. The majority of pass holders live in districts covered by the scheme, although some do live in the remaining districts.

Map 1: Freedom pass holders



A comprehensive analysis of the socio-demographic make up of children who have applied for a pass can be provided using Mosaic. Mosaic is a social segmentation tool based on household location. It describes citizens in terms of their socio-demographics, lifestyles, culture and behaviour to provide a comprehensive and accurate view of the population. The postcodes of

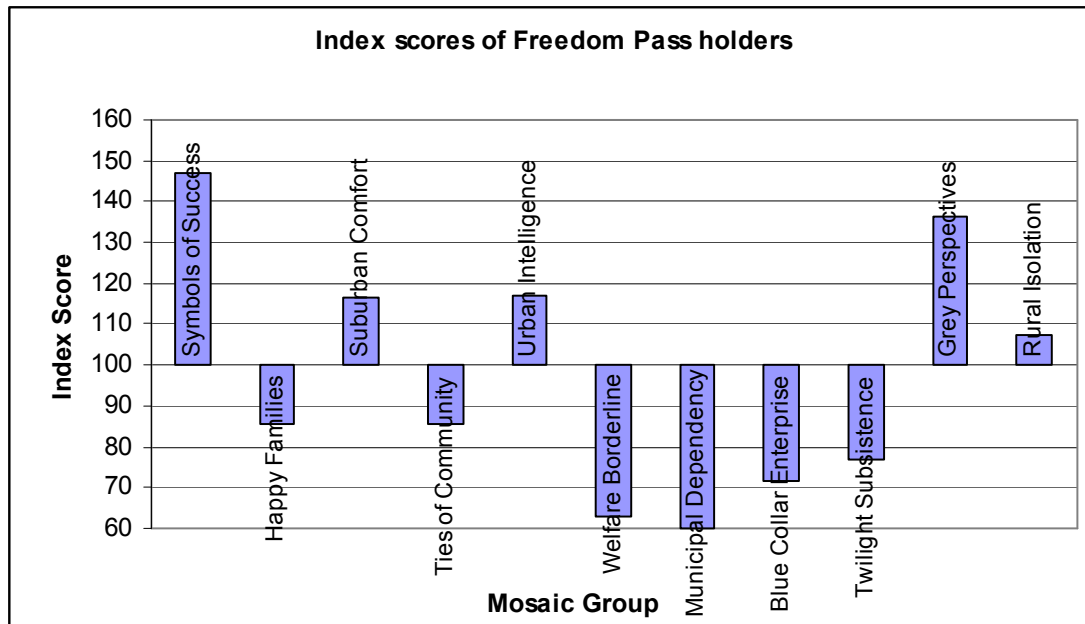
children with passes have been used to create a profile of take up and this has been compared with all children attending Kent schools. Count numbers and percentages for the two profiles are shown in Table 1, along with the index scores which quantify the comparison between the two profiles. It should be noted that the profile for all school pupils in Kent includes primary school children, who are not eligible for the Kent Freedom Pass scheme, so therefore will not appear in the pass holder profile. This is likely to have the effect of creating an under representation of children in the pass holder profile belonging to the Happy Families group; a group typified by younger families containing many primary school aged children.

Table 1: Mosaic profile of freedom pass holders

Group	Pass holders		All Kent pupils 08		Index
	Count	%	Count	%	
A Symbols of Success	2,118	16.35	23,418	11.14	147
B Happy Families	1,952	15.06	36,943	17.57	86
C Suburban Comfort	2,997	23.13	41,714	19.84	117
D Ties of Community	1,556	12.01	29,437	14.00	86
E Urban Intelligence	277	2.14	3,847	1.83	117
F Welfare Borderline	130	1.00	3,355	1.60	63
G Municipal Dependency	352	2.72	9,504	4.52	60
H Blue Collar Enterprise	1,428	11.02	32,449	15.43	71
I Twilight Subsistence	148	1.14	3,129	1.49	77
J Grey Perspectives	1,226	9.46	14,600	6.94	136
K Rural Isolation	761	5.87	11,526	5.48	107
U Unclassified	13	0.10	349	0.17	60
Total	12,958	100	210,271	100	100

Chart 1 shows the comparison of pass holders and all Kent pupils more visually by plotting the index scores from Table 1.

Chart1: Index scores for pass holders when compared with all Kent pupils



It is clear from both Table 1 and Chart 1 that pupils from more affluent backgrounds are over represented amongst pass holders. Symbols of Success, classified as the most economically successful Mosaic group, is significantly over represented amongst freedom pass holders. Table 1 shows that over 16% of children are classified as belonging to this group, compared with just over 11% of all Kent pupils.

The group Grey Perspectives is similarly over represented, making up nearly 9.5% of the pass holder profile, compared with just under 7% of that for all pupils in Kent. This group, although dominated by elderly people, is made up of comparatively financially secure communities, and thus follows Symbols of Success in terms of affluence.

The least affluent Mosaic groups are notably under represented amongst the pass holder profile when compared with all Kent school pupils. The groups Municipal Dependency and Welfare Borderline, containing many people reliant on state support, are the most significantly under represented in this respect.

The group Blue Collar Enterprise, typically containing poorly educated but enterprising families, is among the groups under represented amongst pass holders. Only 11% of children from the pass holder profile are classified as belonging to this group, compared with nearly 15.5% of all Kent school pupils. Thus, a clear socio-economic divide emerges amongst the profile of Kent Freedom Pass holders.

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