

## Mosaic Segmentation

### Content

Mosaic is a geodemographic segmentation system developed by Experian and marketed in over twenty countries worldwide. Each of the nearly one-quarter million block groups were classified into sixty segments on the basis of a wide range of demographic characteristics. The basic premise of geodemographic segmentation is that people tend to gravitate towards communities with other people of similar backgrounds, interests, and means. Mosaic is linked to the systems in other nations through the Global Mosaic classification, which consists of fourteen market segments found in every modernized country.

Mosaic is one of over twenty neighborhood classification systems built by Experian staff, whose international segmentation experiences stretches back over twenty years. Along with the international experience applied in this product, some of the most experienced geodemographers in North America were involved with the development of Mosaic. During the product refinement process, Mosaic was compared to other clustering systems in a variety of tests. The Mosaic assignments are updated annually by incorporating updated AGS demographics into the segmentation model, ensuring that the assignment is as accurate as possible given shifts in local area demographics.

AGS used a very wide range of variables from the 2000 Census at the block and block group levels in order to build the new Mosaic system. In total, the number of variables used in the initial analysis was well in excess of 600. The group categories of variables included in the creation of the Mosaic typology is listed below:

- Population by Age and Sex
- Population by Race and Hispanic origin
- Educational Attainment
- Educational Enrollment
- Marital Status
- Group quarters population by type
- Place of birth
- Foreign born by year of entry
- Households by type
- Size of household
- Household type by presence of children
- Age of head of household
- Language spoken at home/linguistic isolation
- Residence in 1995 (Stability)
- Tenure
- Vehicles available
- Households by income
- Median income
- Average per capita income
- Median income by age
- Households by type of income
- Workers in family
- Income/Poverty ratio
- Labor force status by sex (incl. military)
- Labor force participation rate
- Employment by occupation
- Employment by industry
- Class of worker (e.g. private corporation, federal gov't, unpaid family, etc.)
- Veteran status
- Travel time to work
- Worked at home
- Dwellings by occupancy status (owned, rented, vacant)
- Housing value of owner occupied housing
- Median housing value

- Contract rent
- Median contract rent
- Units in structure
- Year structure built
- Median dwelling age
- Mortgage status (e.g. no mortgage, first
- only, first and second)
- Year moved in
- Population density
- MSA size
- Distance to MSA center

The resulting segmentation system consists of sixty segments which are presented as twelve separate groups:

- A Affluent Suburbia
- B Upscale America
- C Small-town Success
- D Blue-collar Backbone
- E American Diversity
- F Metro Fringe
- G Remote America
- H Aspiring Contemporaries
- I Rural Villages & Farms
- J Struggling Societies
- K Urban Essence
- L Varying Lifestyles

### **Global Mosaic**

The Global Mosaic system allows for the linkage of customer data and analyses between the U.S. and other major western markets. Global Mosaic has been recently rebuilt by Experian and released for a wide range of European and Asian nations. The Mosaic Global segments are:

- A Sophisticated Singles
- B Bourgeois Prosperity
- C Career and Family
- D Comfortable Retirement
- E Routine Service Workers
- F Hard Working Blue Collar
- G Metropolitan Strugglers
- H Low Income Elders
- I Post Industrial Survivors
- J Rural Inheritance

### **Methodology and Data Sources**

Mosaic was originally constructed using the 1990 Census, and is now based on the 2000 Census and is updated on an annual basis using AGS demographic updates. In addition to the block group level segmentation, Mosaic is available at the ZIP+4 level because of the analysis of Experian's household

level records in conjunction with the block group assignments. The AGS estimates and projections are based in part on the same Experian household records, which provide a very accurate current demographic snapshot.

The Mosaic system is documented more fully in separate handbook, methodology, and literature available from the AGS web site, <http://www.appliedgeographic.com>.

Note: Resellers must have a separate distribution agreement (as an attachment to their AGS Reseller agreement) with AGS in order to be licensed to resell these databases.

### **Mediamark (MRI) Profiles**

#### **Content**

The consumer behavior database consists of approximately 1800 indexes of product consumption, lifestyle preferences, product ownership, and attitudes. Based on the latest MRI 'doublebase' survey from 2009, it offers insight into the consumption patterns and preferences of consumers. The following general categories of information are provided:

- Apparel
- Appliances
- Attitudes and Organizations
- Advertising
- Media Advertising
- Media Attitudes
- Automobiles
- Buying Habits
- Consumer Confidence
- Financial
- Food
- Health
- Intended Purchases
- Political Outlook
- Public Activities
- Sports
- Technology
- Vacations
- Automotive
- Baby
- Beverages
- Computer
- Electronics
- Family Restaurants
- Fast Food and Drive-In Restaurants
- Financial
- Groceries
- Health & Beauty
- Health & Medical
- Home Furnishings and Equipment
- Insurance
- Internet
- Leisure
- Media Radio
- Media Read
- Media Television
- Pets
- Shopping
- Sports
- Telephone
- Travel
- Video

#### **Methodology and Data Sources**

The Consumer Behavior database is derived from an analysis of the MRI surveys using Mosaic. Each of the approximately 40,000 records in the MRI survey is geocoded then assigned the Mosaic code of the

block group. The results are then summarized for each variable over the sixty segments, in effect providing the average value for each Mosaic segment. For example, a variable such as “Shopped at Macy’s” is computed by summarizing the records for each segment as a yes/no response, then finding the average percentage of households in each segment who shopped at Macy’s. This is often referred to as a profile.

The profile is then applied to geographic areas by making the assumption that households in demographically similar neighborhoods will tend to have similar consumption patterns as a result of their similar economic means, life stage, and other characteristics. The result is a series of estimates for geographic areas which measure the relative propensity of consumers in each geographic area to shop at particular stores, own various household items, and engage in activities.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.

The Consumer Behavior database is derived from an analysis of the MRI surveys using Mosaic. Each record in the MRI survey is coded to a Mosaic segment. The summarized profiles by Mosaic segment are then used to derive indexes and penetrations that are applied to the block group level. The basic assumption is that people in demographically similar neighborhoods will tend to have similar consumption, ownership, and lifestyle preferences.

## **Simmons Profiles**

### **Content**

Based on Simmons Market Research Bureau (SMRB) surveys, this consumer behavior database offers insight into the consumption patterns and preferences of consumers. A total of 2679 variables have been loaded from the latest "doublebase" Simmons survey. Additional variables may be obtained from AGS, as Simmons has provided to us the Choices software which enables extraction of additional variables. The following general categories of information are provided:

- Alcoholic Beverages
- Apparel
- Attitudes
- Automotive
- Beverages
- Cable Television
- Collectibles
- Computers
- Contributions
- Demographics (Of Sample)
- Family Restaurants
- Fast Food Restaurants
- Financial
- Fitness and Sports
- Food
- Gambling
- Games and Toys
- Grocery Shopping
- Home Improvement
- Health and Medical
- Home Furnishings and Equipment
- Health Products
- Lawn and Garden
- Leisure

- Medical
- Media Quintiles
- Movies
- Music
- Parks
- Pets
- Radio Dayparts
- Reading
- Sports
- Telephone
- Theater
- Travel
- Television Dayparts

### **Methodology and Data Sources**

The Consumer Behavior database is derived from an analysis of the SMRB surveys using Mosaic. The records in the SMRB survey are geocoded then assigned the Mosaic code of the block group. The results are then summarized for each variable over the sixty segments, in effect providing the average value for each Mosaic segment. For example, a variable such as “Visited Jack-In-The-Box” is computed by summarizing the records for each segment as a yes/no response, then finding the average percentage of households in each segment that went to Jack-In-The-Box. This is often referred to as a profile.

The profile is then applied to geographic areas by making the assumption that households in demographically similar neighborhoods will tend to have similar consumption patterns as a result of their similar economic means, life stage, and other characteristics. The result is a series of estimates for geographic areas which measure the relative propensity of consumers in each geographic area to eat at particular restaurants, own various household items, and engage in activities.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.

The Consumer Behavior database is derived from an analysis of the SMRB surveys using Mosaic. Each record in the SMRB survey is coded to a Mosaic segment. The summarized profiles by Mosaic segment are then used to derive indexes and penetrations that are applied to the block group level. The basic assumption is that people in demographically similar neighborhoods will tend to have similar consumption, ownership, and lifestyle preferences.