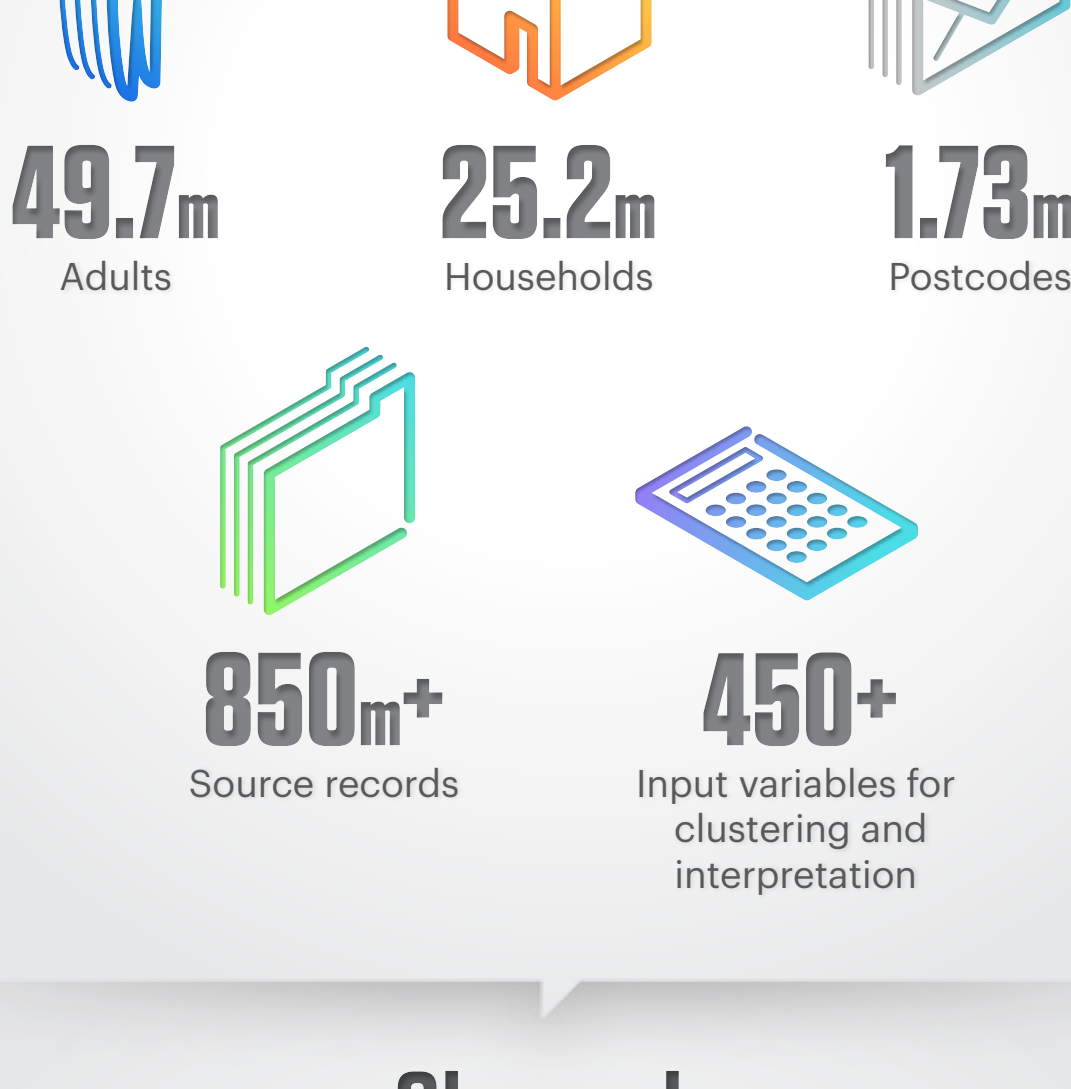


# Mosaic

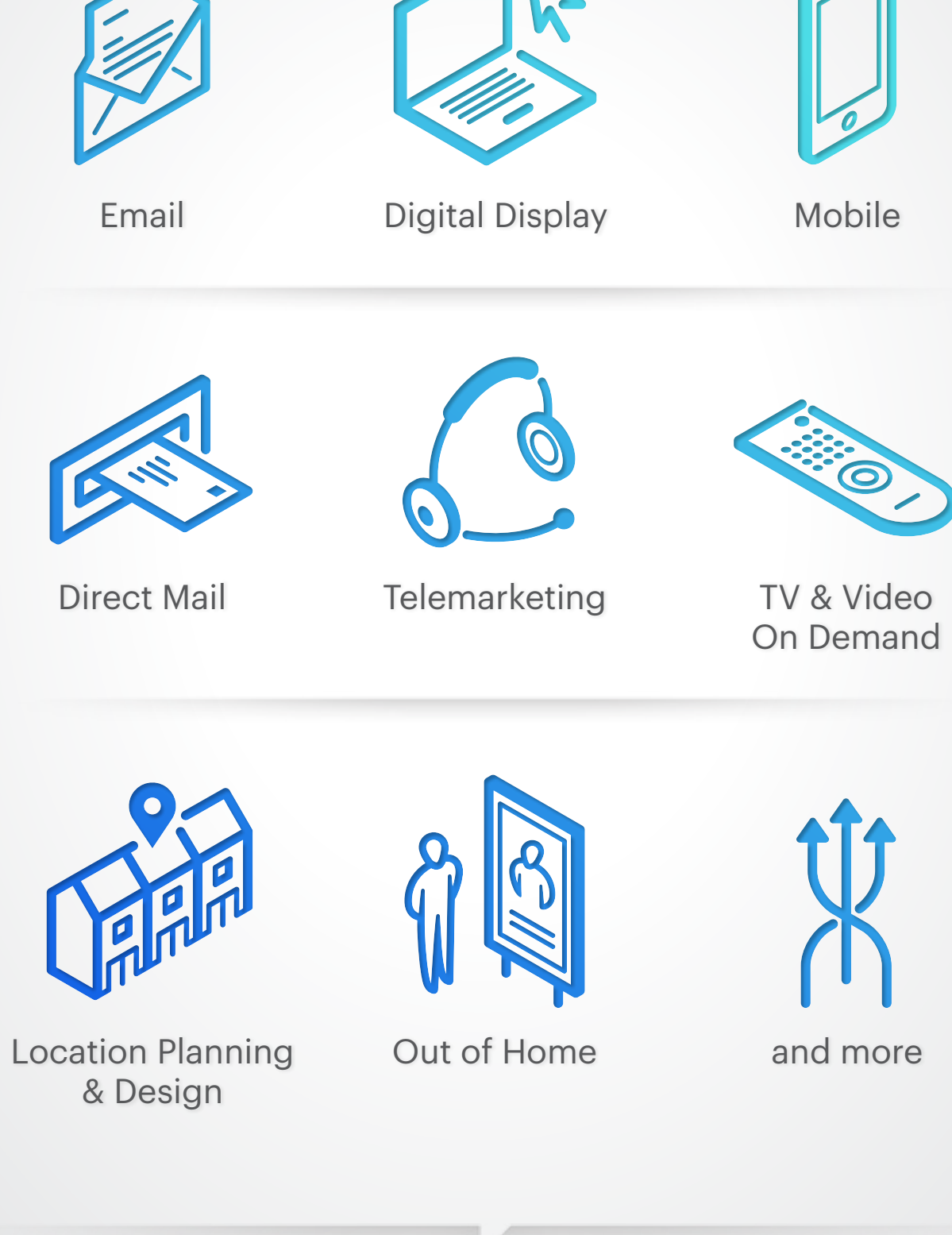
## In Numbers

New Mosaic combines unparalleled data resources to deliver our most comprehensive classification ever

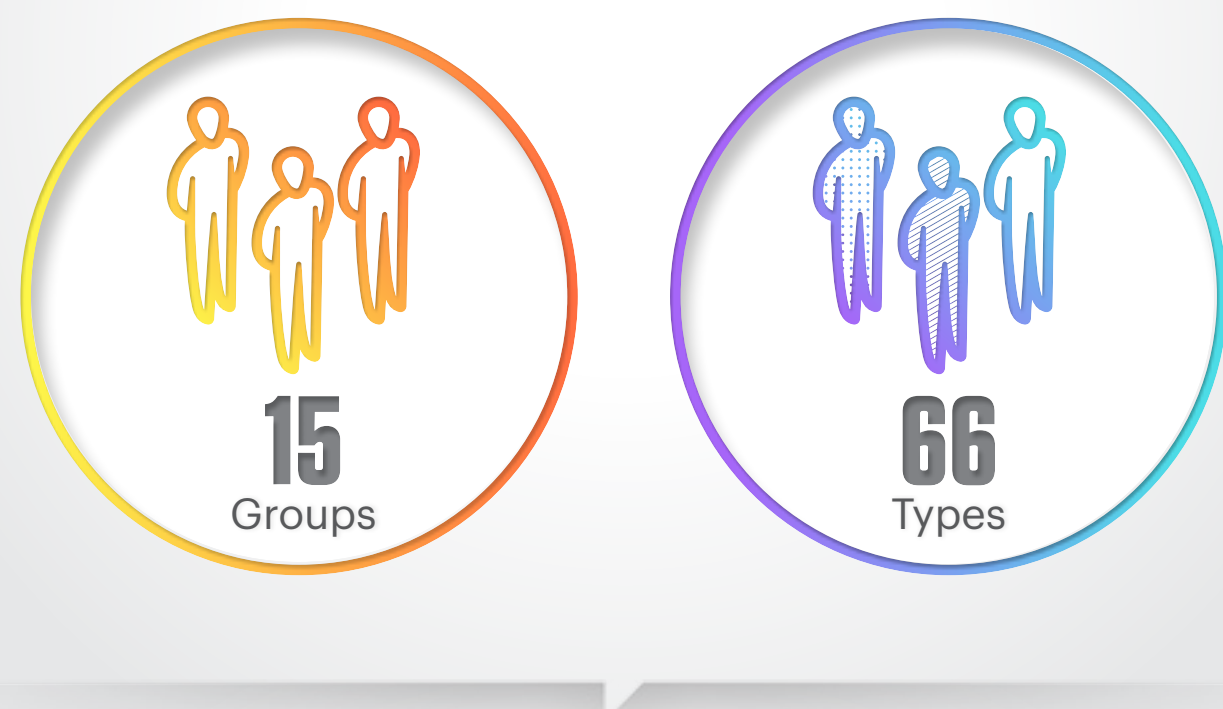


## Channels

Mosaic enables consistent targeting across a multitude of on and off-line channels



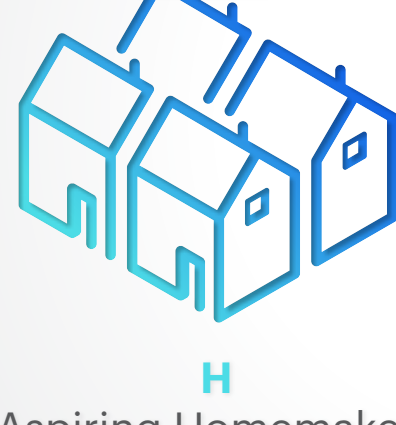
## Groups and Types



## Groups by Population

Largest

Smallest



**H**  
Aspiring Homemakers

8.8%



**A**  
City Prosperity

3.6%

## Just Your Type

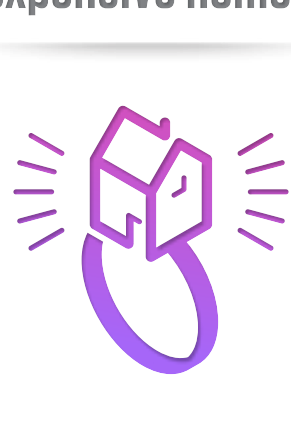
Type most likely to have kids



**H31**  
Affordable Fringe

99%

Type with most expensive homes



**A01**  
World-Class Wealth

£1m+

Oldest Type

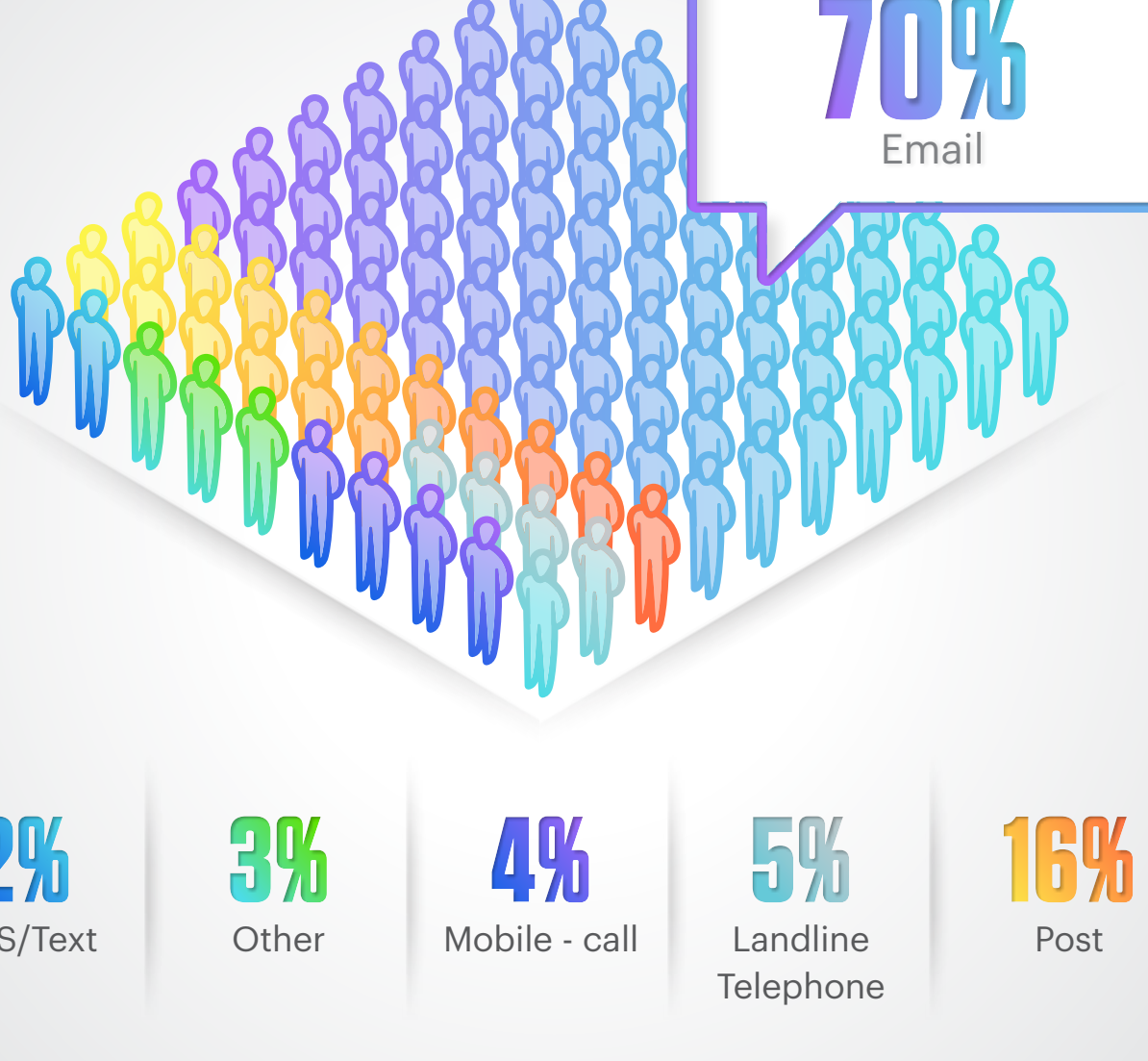


**E18**  
Legacy Elders

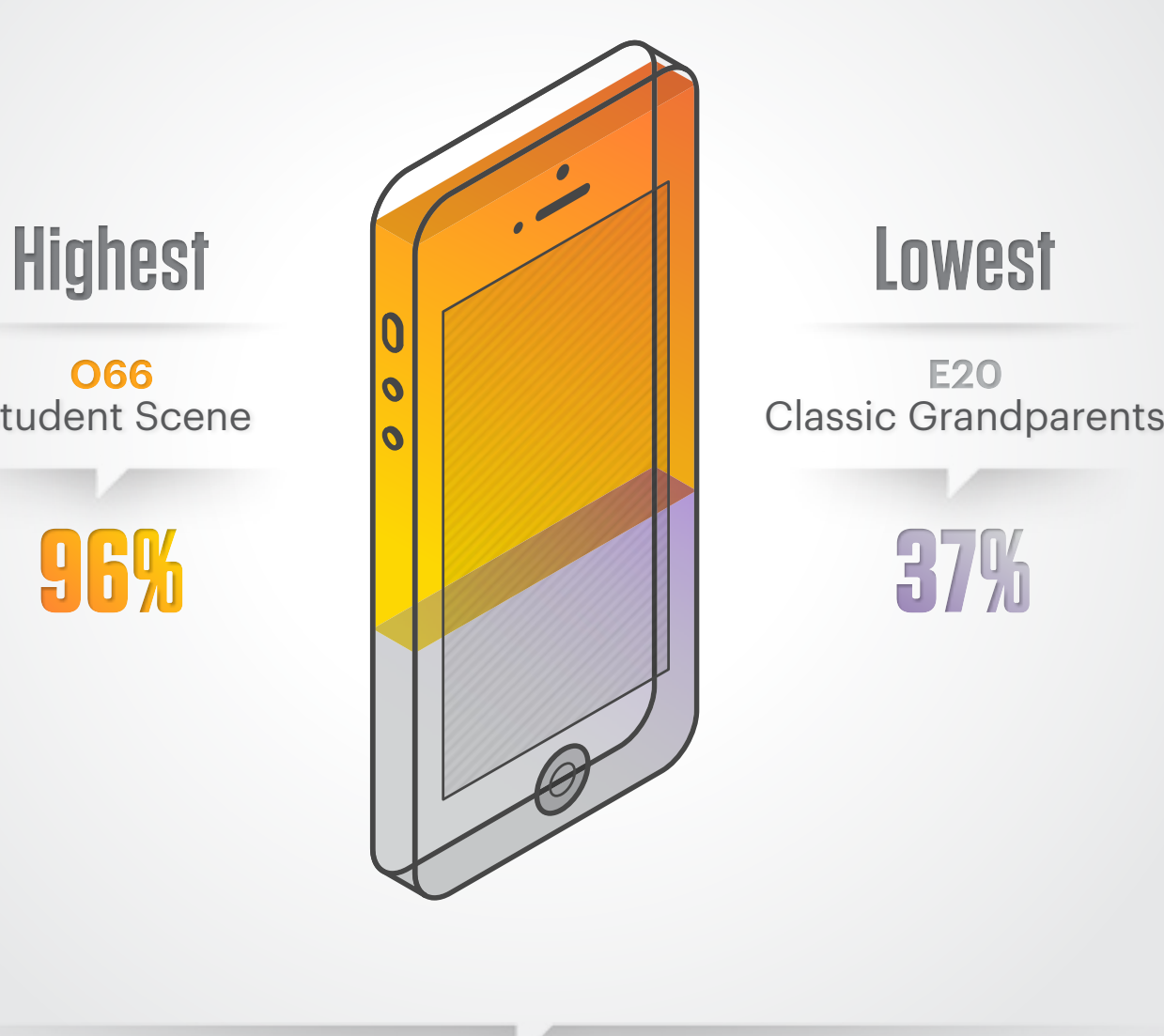
78yrs  
average age

## Channel Preference\*

Consumers' first choice of communication channel when being contacted by companies

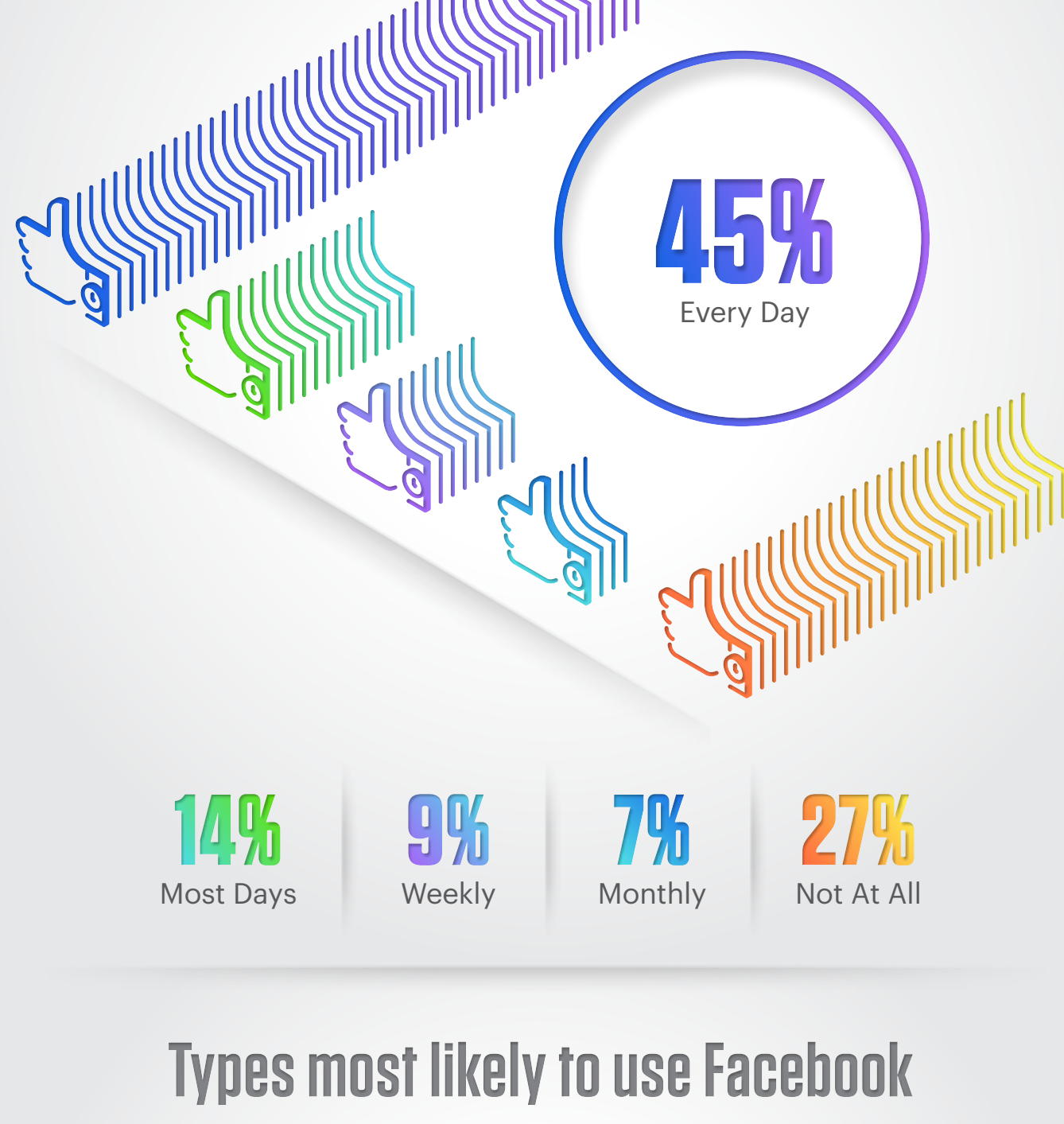


## Smartphone Adoption\*

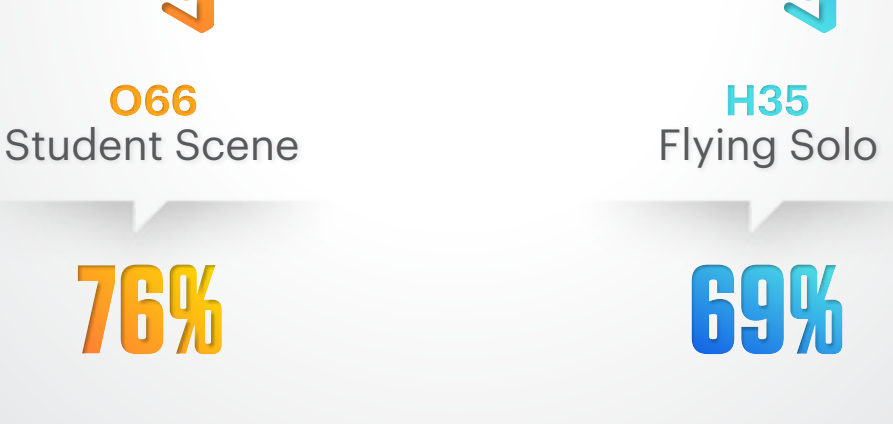


## Facebook Use\*

Frequency with which customers visit Facebook



## Types most likely to use Facebook



\*source Experian commissioned research with 12055 respondents