Are Geodemographic Categories Universal?

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'Educated Cosmopolitans' contains young people, mostly single and well educated, who positively enjoy the variety and stimulation afforded by life in large cities.

Typically international in their outlook and with a rich network of personal contacts, they are quick to explore and adopt new social and political attitudes and are important agents of innovation, both in terms of lifestyles and the adoption of consumer products.

Most are at the stage of their lives when the development of 'human' capital, ie skills, contacts, knowledge, continue to take precedence over the maximization of their incomes or indeed the accumulation of financial assets. Much of their income is spent on 'experiences', such as entertainment, eating out, travel, books and magazines, rather than on equipment.

They exhibit a variety of household arrangements and typically marry and have children late in their lives. Such people gravitate towards the smarter downtown areas of major cities where they spend short periods of time living in small, rented apartments.

Coverage of neighbourhood classification systems : 2004

EUROPE

NORTH
AMERICA *Schaumburg*

CHINA

North Point
HONG KONG

San Paulo
BRAZIL

Melbourne
AUSTRALIA

Auckland
NEW ZEALAND

MOSAIC
Available

MOSAIC
In Development

Recurring Groups

Educated Cosmopolitans

Old Wealth

Career focussed Materialists

Better off Elders

Midscale Salariat

Blue Collar Self Sufficiency

Agrarian Heartlands

Hardened Dependency

Low Income Elderly

De-industrial Legacy

Grouping options

- 1 : Common variables : re-cluster zones
- 2 : Common variables : re-group clusters
- 3 : Using proxies for key dimensions : apply rule set

Key dimensions

Dimensions used in Global Mosaic rule set

aged 0-4

aged 25-34

aged 65+

singles, no children

affluence

deprivation

flats

agriculture

manufacturing

economic migrants

owner occupiers

Proxies

| Dimension	Aged 0-4	Aged 25-34
Market	**Proxy**	**Proxy**
australia	*Aged 0-4*	*Aged 25-34*
denmark	*Aged 0-4*	*Aged 25-29*
finland	*Aged 0-6*	*Aged 25-34*
france	*Aged 0-3*	*Aged 20-39*
greece	*Aged 0-4*	*Aged 25-34*
hong kong	*Aged 0-9*	*Aged 20-29*
ireland	*Number of Children 2 (L)*	*Aged 18-30*
netherlands	*Households, child 0 - 5*	*Aged 25-34*
new zealand	*Aged 0-5*	*Aged 25-34*
norway	*Aged 0-4*	Aged 25-34
spain	*Aged 0-4*	*Aged 25-34*
sweden	*Aged 0-4*	*Aged 25-29*
uk	*Aged 0-4*	*Aged 26-35*
usa	*Households with children*	*Aged 18-34*

Rule set
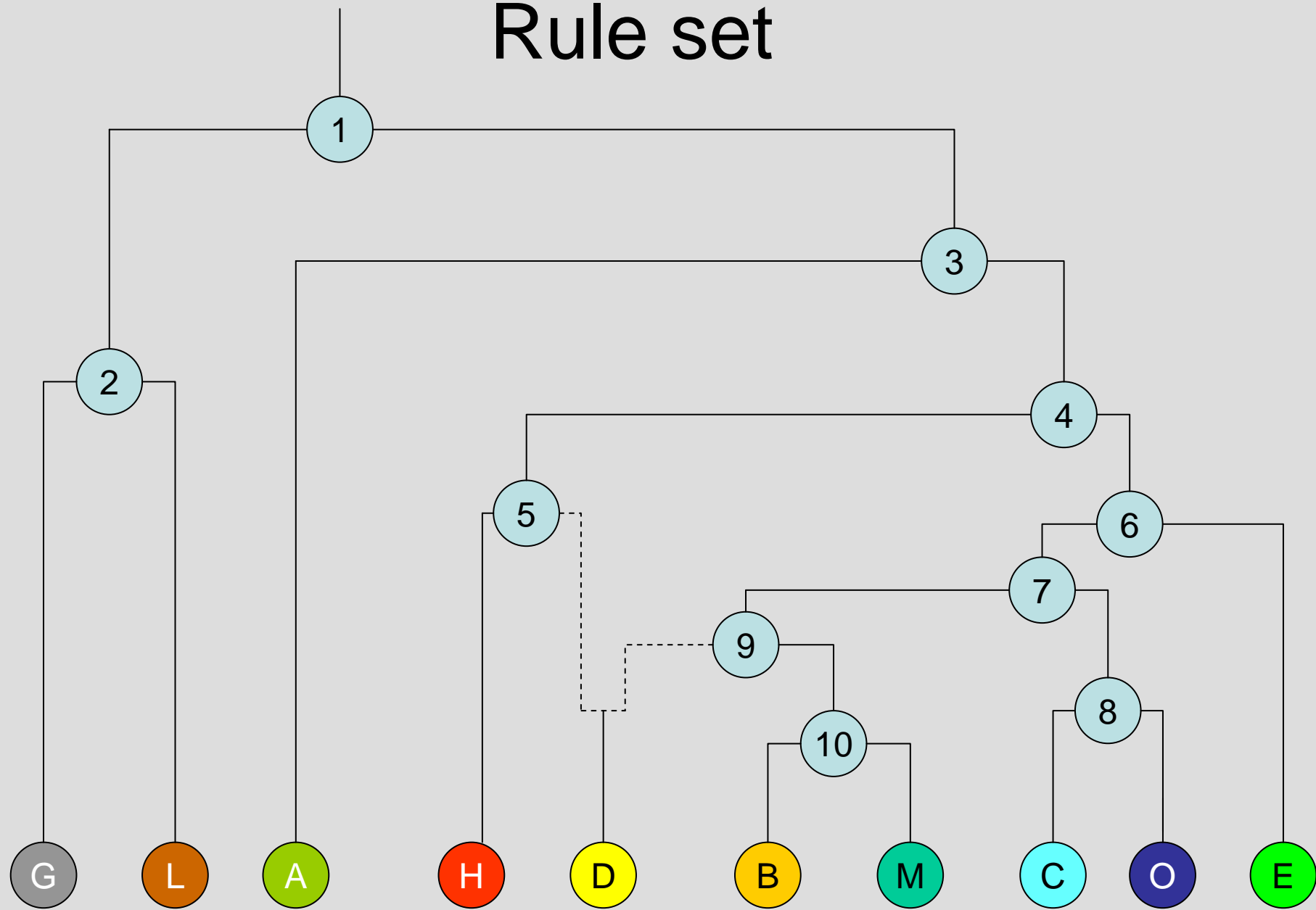
Rule set (left hand path)

1. Aged 65+ > 200
2. (Affluence / Deprivation) > 150
3. Agriculture > 200
4. (Deprivation / Affluence) > 175
5. (Manufacturing * Owner Occupiers) > 100
6. Singles > 175
7. (Affluence / Deprivation) < 150
8. Aged 65+ < Aged 25 – 34
9. (Manufacturing * Owner Occupiers) > 100
10. Manufacturing > 97

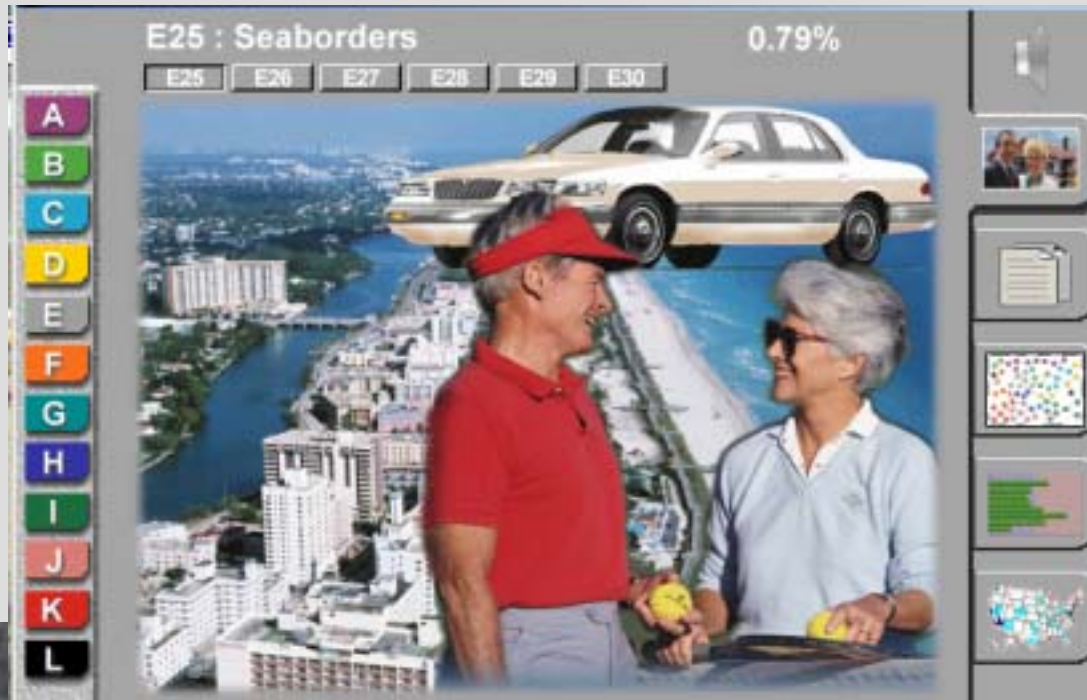# Rule set
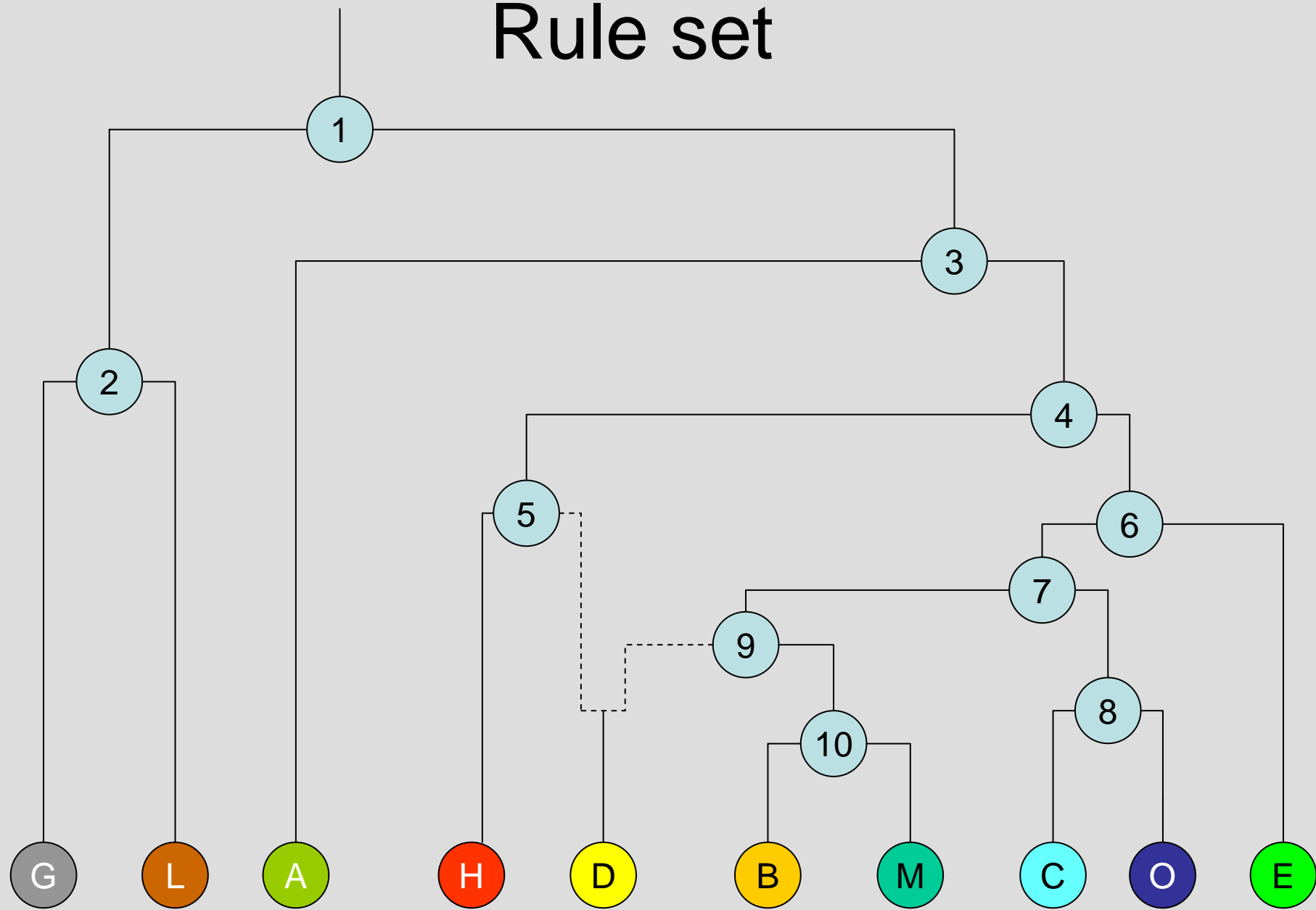
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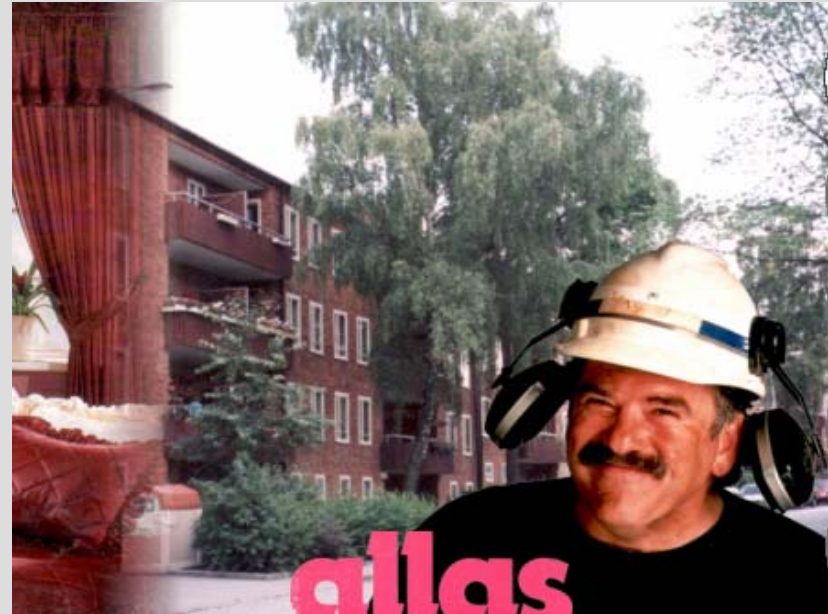
Agrarian Heartlands

Hardened Dependency

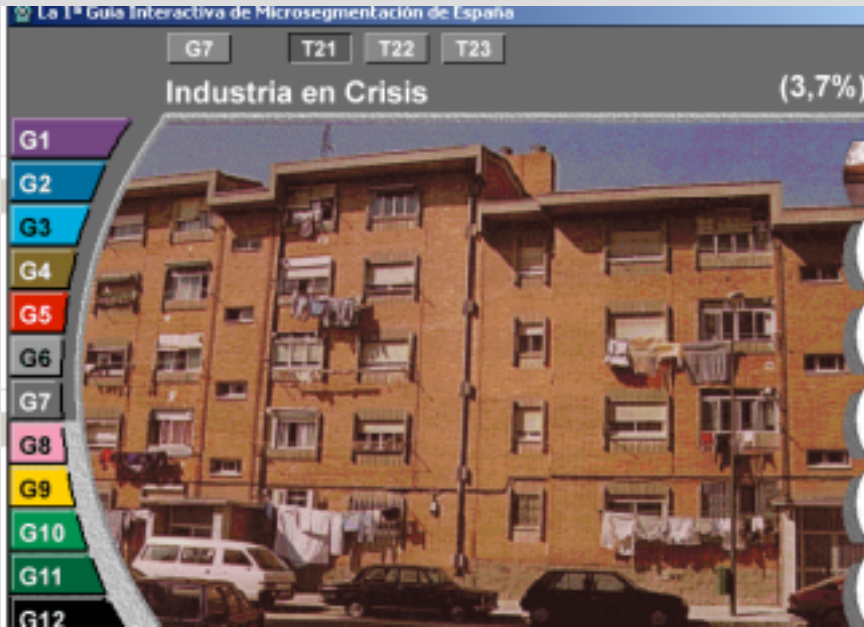# Low Income Elderly

Group : B
Middle
Cadres

Type : B7

B7 Senior & Secured in 70s Ownership

Twilight Subsistence

De-industrial Legacy

(+ Shack and Shanty)

Similarities : Differences

A01 : Symbols of Success / Global Connections

Belsize Park Gardens, Hampstead, NW3 4LH

Rothesay Terrace, Edinburgh, EH3 7RY

Connaught Road, Cardiff, CF24 3PT

Meadow Place, Edinburgh, EH9 1JZ

Church Street, Staverton, Northampton, NN11 6JJ

Lower Stoke, Limpley Stoke, Bath, BA2 7FR

Nottingham Road, Clacton on Sea, CO15 5PG

Hazeldown Road, Teignmouth, TQ14 8QR

C20 : Suburban Comfort / Asian Enterprise

Wakemans Hill, Colindale, NW9 0UU

Himley Crescent, Wolverhampton, WV4 5DA

Potential applications

- Global implementation of consistent segmentation strategy
- Comparison of national profiles of specific brands
- New market launches
- Coding of multi-country surveys
- Comparability of tests and test markets
- Geographical relevance of social theories

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