

Mosaic Ireland

Optimise the value of your customers using the most detailed and comprehensive customer insight



Mosaic Ireland provides an accurate understanding of the demographics, lifestyles and behaviour of all individuals and households in Ireland, classifying each of Ireland's 4.5m consumers into 42 types and 13 groups.

Our objective is to ensure you have a deeper and richer understanding of your customers.

Experian's cutting edge analytical and mapping expertise has been used in the development of Mosaic Ireland. Datasets such as the 2011 Irish census, the Ordnance Survey's new Small Area Boundaries (SABs), Experian's National Canvase and the Property Price Register have been utilised.

[Census 2011](#) brings a wealth of new and insightful information, not previously available in Ireland, which has helped us to create a richer analysis of the demographic, geographic and lifestyle trends of the Irish population.

The OSI's new [Small Area Boundary](#) system, which typically groups areas as small as 80 households, produces a granular opportunity for customer targeting and classification.

[Experian National Canvase ROI](#) brings extensive lifestyle and demographic information on Irish consumers.

The [Property Price Register](#) details the actual selling price of every residential property in Ireland for the past three years.

Group	Description	Type	Description
A	Established Elites	A01	Elite Executives
		A02	Affluent Empty Nesters
		A03	Professional Urbanites
B	Upwardly Mobile Enclaves	B04	Aspiring Professional Couples
		B05	Evolving Diversity
		B06	Up and Coming
C	City Centre Mix	C07	City Centre Sophisticates
		C08	Inner Ring Cosmopolitans
		C09	Industrious New Comers
		C10	University Influence
D	Struggling Society	D11	Striving Large Families
		D12	Entrenched Hardship
E	Poorer Greys	E13	Ageing Workers
		E14	Community stalwarts
		E15	Town Centre Singles
F	Industrious Urban Fringe	F16	Settled in Suburbia
		F17	Working Family Commuters
		F18	Small Town Simplicity
G	Careers & Kids	G19	Suburban Progress
		G20	Successful Families
		G21	Upscale Commuters

Group	Description	Type	Description
H	Young & Mortgaged	H22	Nest Building Families
		H23	Provincial Suburbanites
		H24	New Commuter Estates
		H25	Provincial Fusion
I	Better Off Greys	I26	Fulfilled Elders
		I27	Small Town Seniors
		I28	Seasoned Urban Labourforce
		I29	City Outskirt Elderly
J	Commuter Farming Mix	J30	Well-Heeled Land Owners
		J31	Out of Towners
		J32	Prosperous Farming Belt
K	Regional Identity	J33	Thriving Farmsteads
		K34	Laid Back Holiday Retreats
		K35	Native Traditions
L	Farming Families	K36	Border Settlers
		L37	Younger Farming Unsophisticates
		L38	Traditional Pastorate
M	Arcadian Inheritance	M39	Rustic Isolation
		M40	Ageing Smallholders
		M41	Agricultural Heartland
		M42	Hill Farmers

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Understand the changing buying patterns of your customers and prospects through Mosaic Ireland. Image signifies the new classification 'Established Elites'



Unlock new and valuable segments of your data through our simple web interactive look up tool



How can Mosaic Ireland help you?

Optimise the value of your customers

Every consumer in Ireland has an address and your business collects this vital information every day. Using a look up between a customer's address and their Mosaic neighbourhood type ensures that every one of your collected customer records can be coded. Further analysing this information allows you to identify where and to whom you should target your products or services.

Mosaic helps you with three key areas:

- Anticipate risk & plan for the future
- Analyse consumer behaviour
- Identify investment opportunity

Successful organisations take the process of analysing and understanding customers seriously. They use it to maximise their engagement with customers to:

- Increase loyalty, retention & value
- Drive profitable acquisition
- Plan and prepare for the future

How is Mosaic Ireland built?

Mosaic Ireland is built using a four stage approach:

- A detailed analysis of the latest societal trends in Ireland
- Acquisition and development of the most appropriate data sources required to classify consumers accurately
- A sophisticated proprietary approach to cluster analysis
- Analysis of market research to assist in the validation and interpretation of the segmentation

How can Mosaic Ireland fit technically with your needs?

Mosaic Ireland is supplied as three extra fields to attach to your database:

- Field one: Mosaic Type (A 2 digit code (e.g. A01))
- Field two: Mosaic Group (1 alpha character code (e.g. A))
- Field three: Small Area Boundary Code (up to 59 characters long)

Why Experian?

Over the last 25 years, Experian has established itself as a leading global provider of consumer classifications. Our unique combination of consumer insight allied to our understanding of local markets and economies means we can identify the best sources of data and methodologies to build truly innovative segmentation.

**Find out how Mosaic Ireland from
Experian can help your business:**

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