

## Response to Request for Information

Reference      FOI 002259  
Date            4 May 2018

### ***Use of Geodemographic Segmentation Products and Profiling Systems***

#### **Request:**

1. Does your organisation use any commercial geodemographic segmentation data or services such as Experian's MOSAIC, CACI's ACORN?

Yes. [Experian's MOSAIC](#)

2. If yes, can you please provide details of:

- a. The dates that these products were acquired and were in use.

- b. The amount of money spent on these products.

[With reference to questions 2.a. and 2.b. we can confirm that the department holds information that you have asked for in relation to the above. However, the information is exempt under section 21 of the FOI Act because it is reasonably accessible to you, and I am pleased to inform you that you can access it on our website via the following link: <https://wolverhamptoncouncil.accordcontracts.com/freedom-of-information/contracts>](#)

Section 21(1) of the Freedom of Information Act exempts disclosure of information that is reasonably accessible by other means, and the terms of the exemption mean that we do not have to consider whether or not it would be in the public interest for you to have the information.

You can find out more about Section 21 by reading the extract from the Act, available at: <http://www.legislation.gov.uk/ukpga/2000/36/section/21>

- c. The purposes for which you use these products.

[Geodemographic profiling, used alongside postcode level data to understand residents, for instance cross-referencing postcodes of students against exam results to ascertain results per MOSAIC group for each of the city's schools](#)

- d. What categories of data do you specifically use from within these products for your work?  
Overall group and type descriptions, Grand Index values for financial exclusion, debt, poverty to evaluate likelihood of different demographics experiencing financial stress, to examine correlations between poverty and poor school attainment
  - e. Any instances where these products were used for predictive modelling.  
No predictive modelling using MOSAIC has been developed.
3. Do you have any partnerships with any other public or commercial bodies for data sharing?  
No
  4. Have you developed your own demographic profiling systems?  
No
  5. If yes, can you please provide details of:
    - a. What methodology was used in the creation of these profiling systems?
    - b. The sources of any open, partnership, and/or third party data used in the creation of these profiling systems?