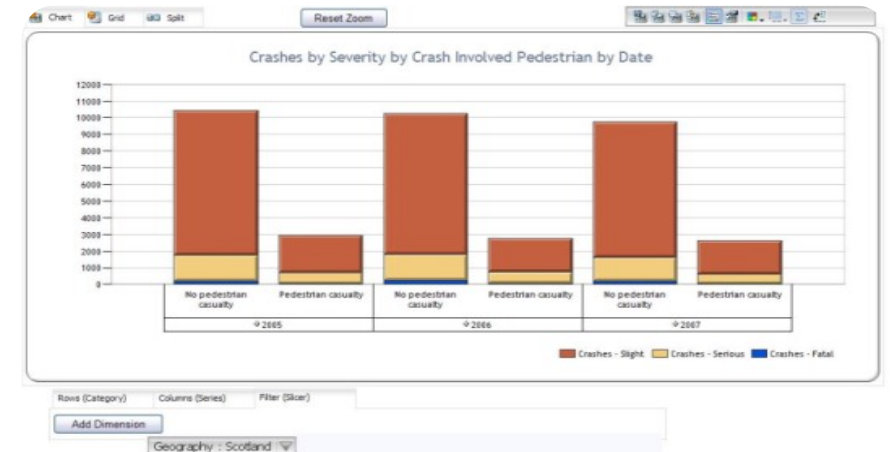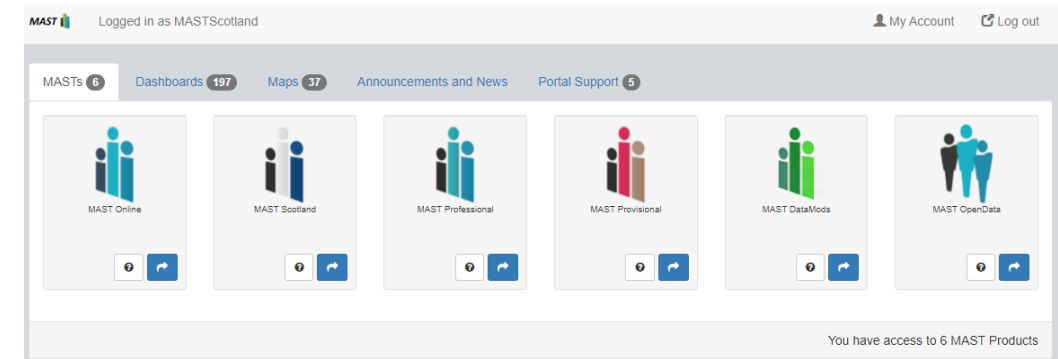# MAST ONLINE USER GROUP

A COMPLETE DATA PLATFORM FOR ANALYSIS AND INSIGHT

MARCH 2022

WHAT IS MAST?

- Flexible online data platform
  - Full STATS19
  - Integrated with other datasets
- Annual membership subscription
  - Unlimited users
- Simple user interface
  - Dashboards and maps for fast answers
  - Data cubes for flexible analysis
  - Unlimited download
- Award winning

WHAT IS MAST FOR?

- **Trend analysis**
  - Local, national and comparative
  - Allows for severity adjustments

- Management information
  - **Insight** for improved targeting
  - **Intelligence led** intervention planning
  - **Route** analysis

- Reports the way you want them
 - Both fast access and total user choice
 - Fully **downloadable**
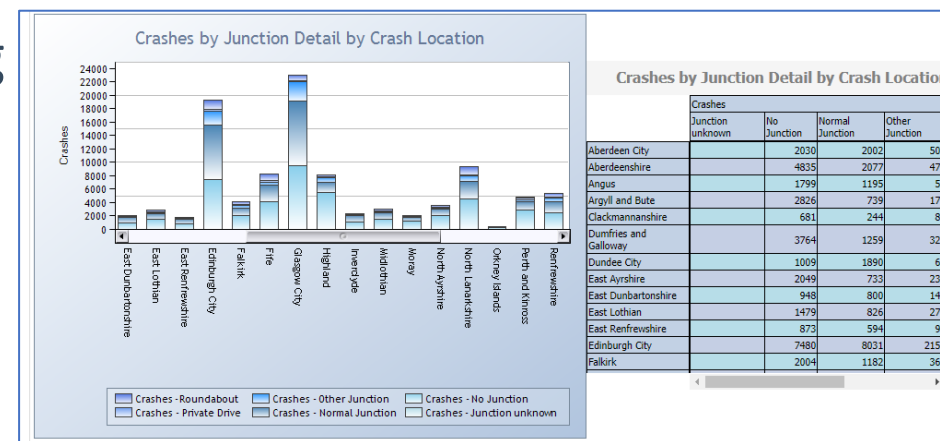
WHAT IS IN MAST?

- Full data from **Road Casualties GB** and **Scotland**
  - Historic data back to 2006
  - Updated biannually
  - Includes statistical severity adjustments
- **Contributory factors**
  - Crash, Vehicle and Casualty level
- Driver and casualty **demographics**
  - Residency
  - Deprivation
  - Rurality
- **Socio demographic** classification
  - Mosaic

FEATURES - MANY MASTS

- **Single login provides full and unlimited access**
  - https://roadsafetyanalysis.org/
  - New users: email membership@roadsafetyanalysis.org

- **MAST Online**
  - Matches Road Casualties GB
- **MAST DataMods**
  - Severity adjustment for injury-based reporting
- **MAST Professional**
  - Contributory factor analysis
- **MAST Scotland**
  - Matches Road Casualties Scotland
- **MAST Provisional**
  - GB biannual updates
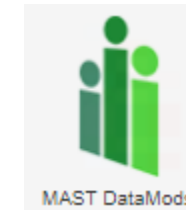
FEATURES - HEADLINER DASHBOARDS
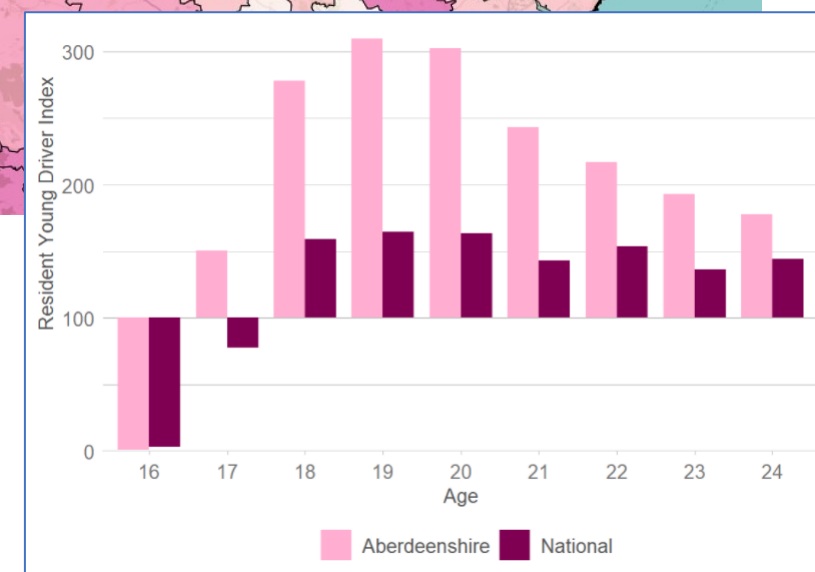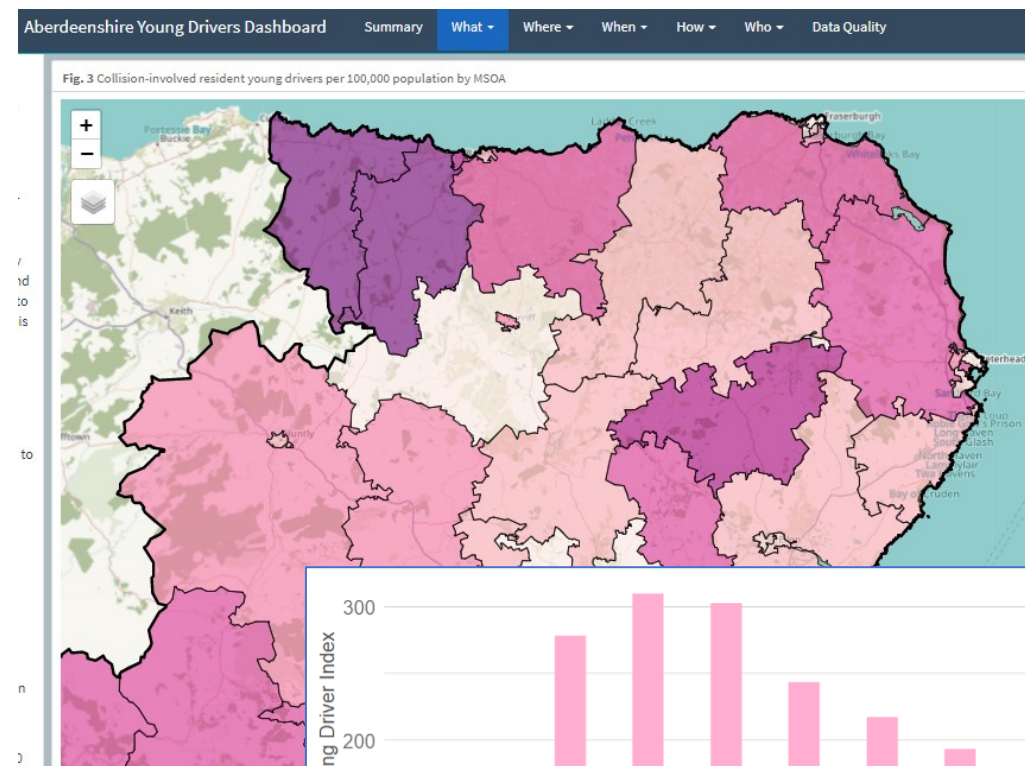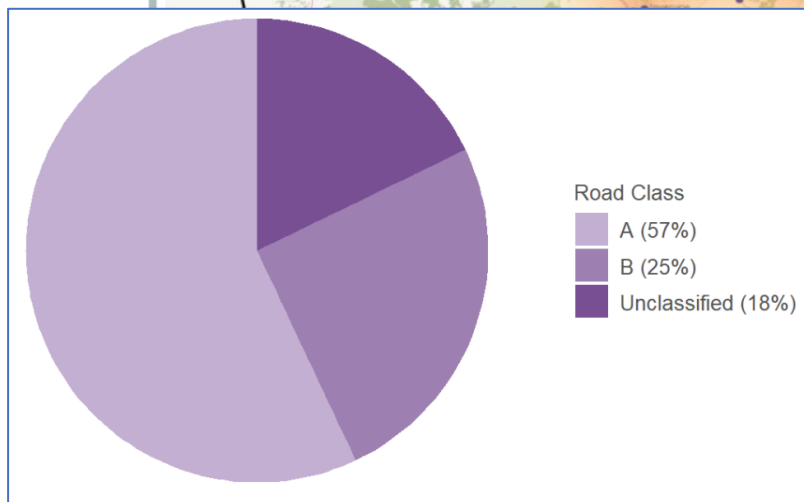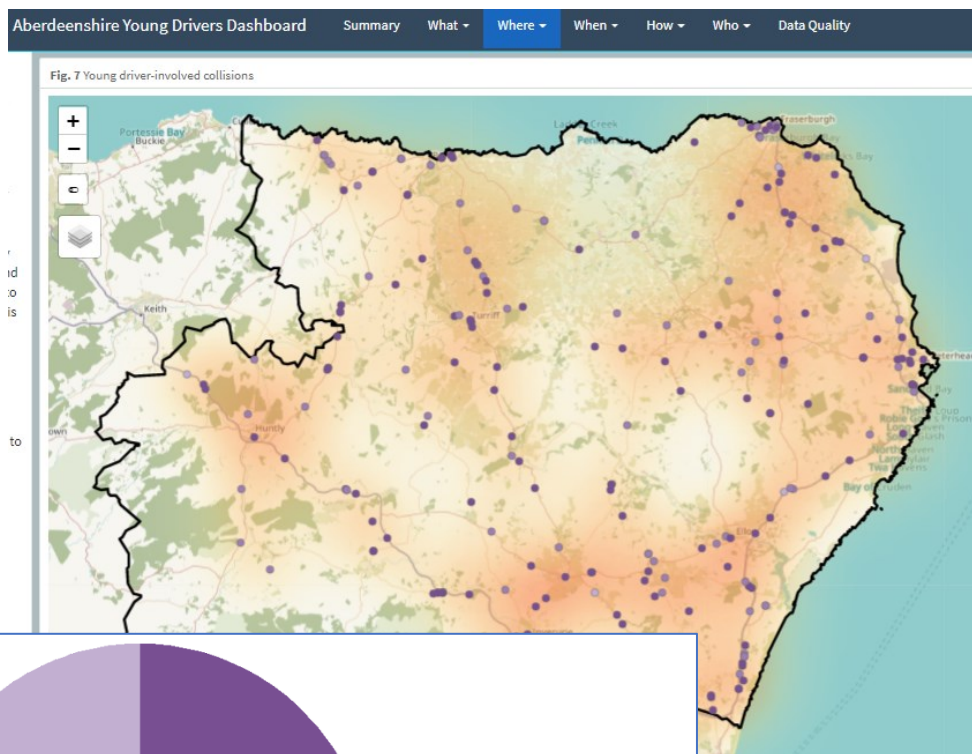
FEATURES - MAPS
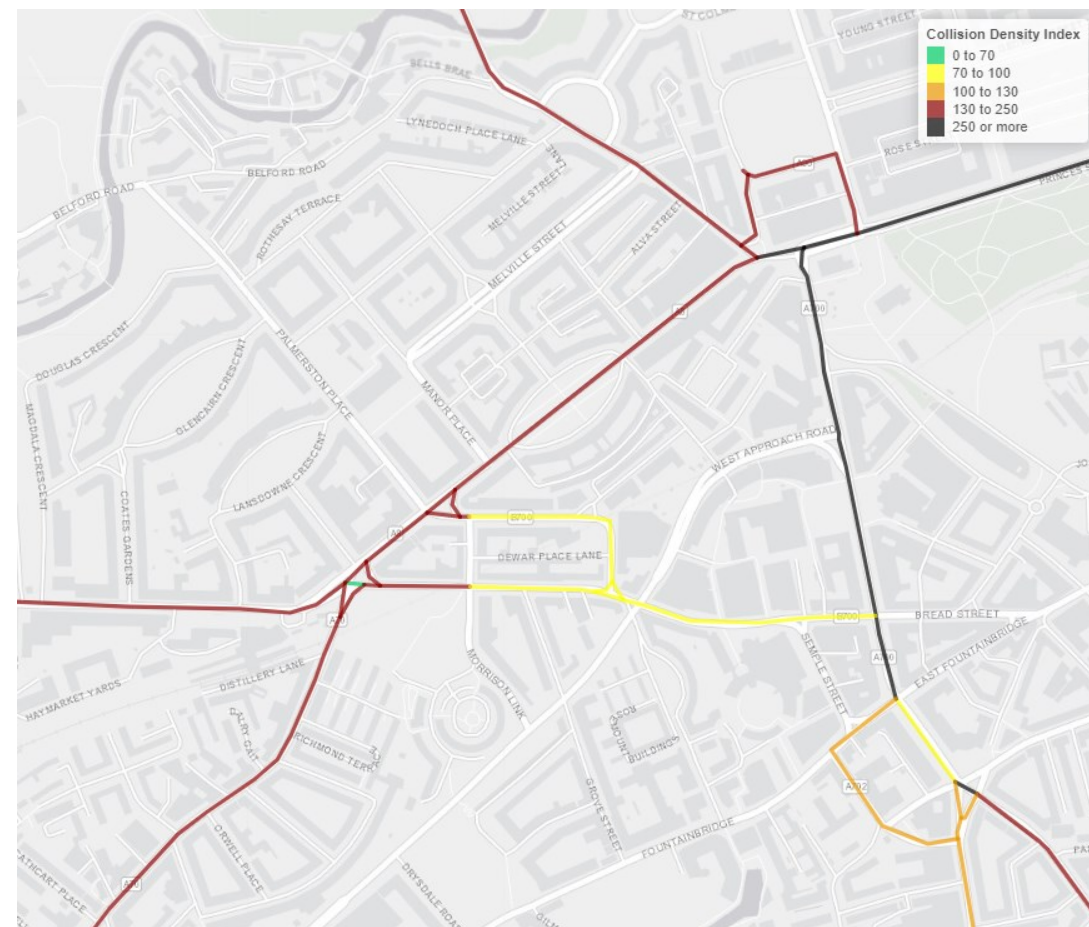
WHAT'S NEW IN MAST?

- Delay to 2021 update

- DfT retrospective severity changes
  - Not the same thing as statistical adjustments
  - Serious casualties 'downgraded' to Slight in some CRaSH forces
  - Pre change severities supported as 'Severity before 2021 Alterations'

- Mosaic 7
  - New segmentation from 2021 onwards
  - Applied to last five years of STATS19 data
  - Mosaic 6 Public Sector still supported as 'Mosaic Previous'
  - MAST Wiki fully updated with new structure

WHAT'S NEW IN MAST – MOSAIC 7

- Same 15 groups and 66 types
  - Arranged in a different order
  - Improvements to data sources and visualisations
- 'Previous' version - Mosaic 6 Public Sector
  - Released in 2014
  - Similar but non identical classification
- From Mosaic 6 to 7 - about 30% overall movement
  - Measured between Types at household level
  - Varies by group and type

WHAT'S COMING IN MAST?

- 2022: Collision dynamics
  - Will match RSF EuroRAP classifications
    1. *No impacts between vehicles*
    2. *Head on impact*
    3. *Rear impact, no head on*
    4. *Side impact, no head on or shunt*
    5. *Other impact*
    6. *Impact unknown*

- 2022: Vehicle-casualty conflicts
  - Will provide "Who Hit Who" analysis at casualty level
  - https://www.pacts.org.uk/the-pacts-agilysis-constituency-road-safety-dashboard-2020/

- 2023: STATS19 Review changes
  - Road Safety factors will replace CFs

TRAINING OPTIONS

- https://roadsafetyanalysis.org/support/

- 'Bitesize' demo videos

- MAST Wiki

- MAST Curriculum
  - CPD Accredited

- Email questions
  - support@roadsafetyanalysis.org

Intro: MAST Reports

MAST Online reports have been designed to provide quick and easy access to important numerical information for road safety professionals.

Contents [hide]
1 How do users view reports?
2 How are reports created and saved?
3 What elements make up a report?
4 Optional report elements
5 Indexed Reports
6 Examples of MAST Reports

How do users view reports?

The MAST Select Report page, which is the first page users see after login, list all the reports available to them.

The Edit Report page displays the current active report, and allows the user to edit, save, print and download report results.

How are reports created and saved?

To create new reports, users click the thumbnail for a blank report on the Select Report page, then use the Save Report link on the Edit Report page to save it under a name of the user's choice.

To use a public report as a template, users click its thumbnail on the Select Report page, then use the Save Report As link on the Edit Report page to save it under a name of the user's choice.

What elements make up a report?

Every report has two essential components, which are necessary to return useful results:

- A **Measure** to indicate what the numbers represent (for example, crashes or casualties)
- A **Category** to specify how the data is organised (for example, by date or by severity)

ABOUT MOSAIC

- Socio demographic classification system
  - Created by Experian

- Defines communities
  - 15 Groups
  - 66 Types (3 to 7 in each Group)
  - By dominant Type in each postcode

- Based on hundreds of different sources

- Updated annually
  - Complete revision of segmentation 2021
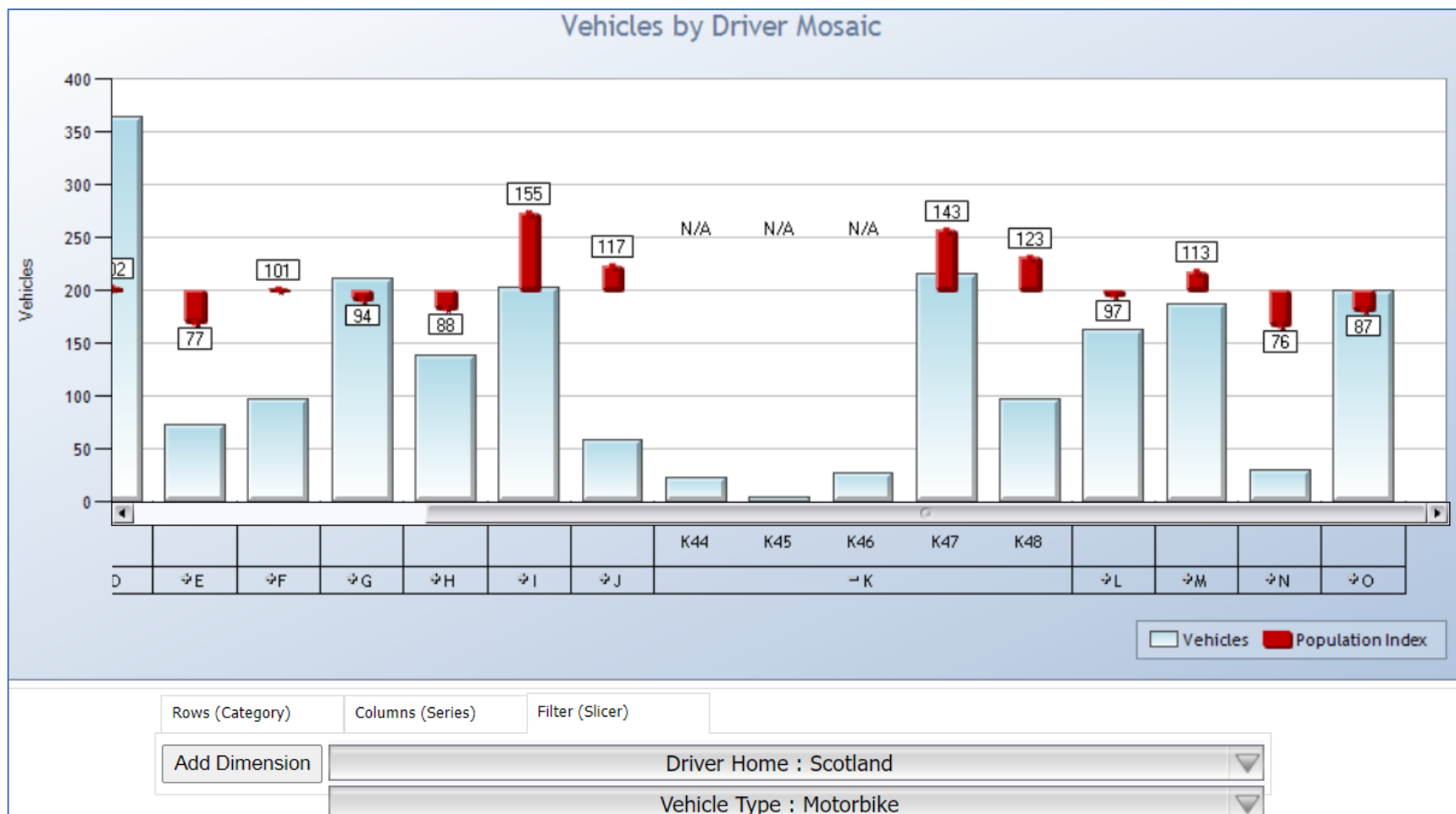
Mosaic | UK

K		
K Municipal Tenants	K44	Inner City Stalwarts
	K45	City Diversity
	K46	High Rise Residents
	K47	Single Essentials
	K48	Mature Workers

ABOUT MOSAIC

ABOUT MOSAIC

- Detailed profiles
  - Key features
  - Housing
  - Deprivation
  - Education
  - Best channels

K47 Single Essentials
Singles renting small social flats in town centres

🏠 1.70% | 1.31% 👤

Who We Are

Age		Household income	
46–55		<£15k	
143	27.4%	395	67.4%

Household composition		Number of children	
Single		No children	
169	64.1%	119	86.8%

Tenure		Residency type	
Council/HA		Flat	
432	79.2%	471	92.5%

Key Features

- Council/HA tenants
- Low value, 1 bed flats
- No qualifications
- Low discretionary income
- Unemployed
- Fuel poverty

Advert Response Channel

134	85	96
101	109	91

Household Technology

Medium

Age

Mean age of heads of HH		44 Yrs
Median age of adults		42 Yrs
Mean age of adults		42 Yrs
18–25		7.2%
26–35		26.0%
36–45		25.1%
46–55		27.4%
56–65		12.5%
66+		1.8%
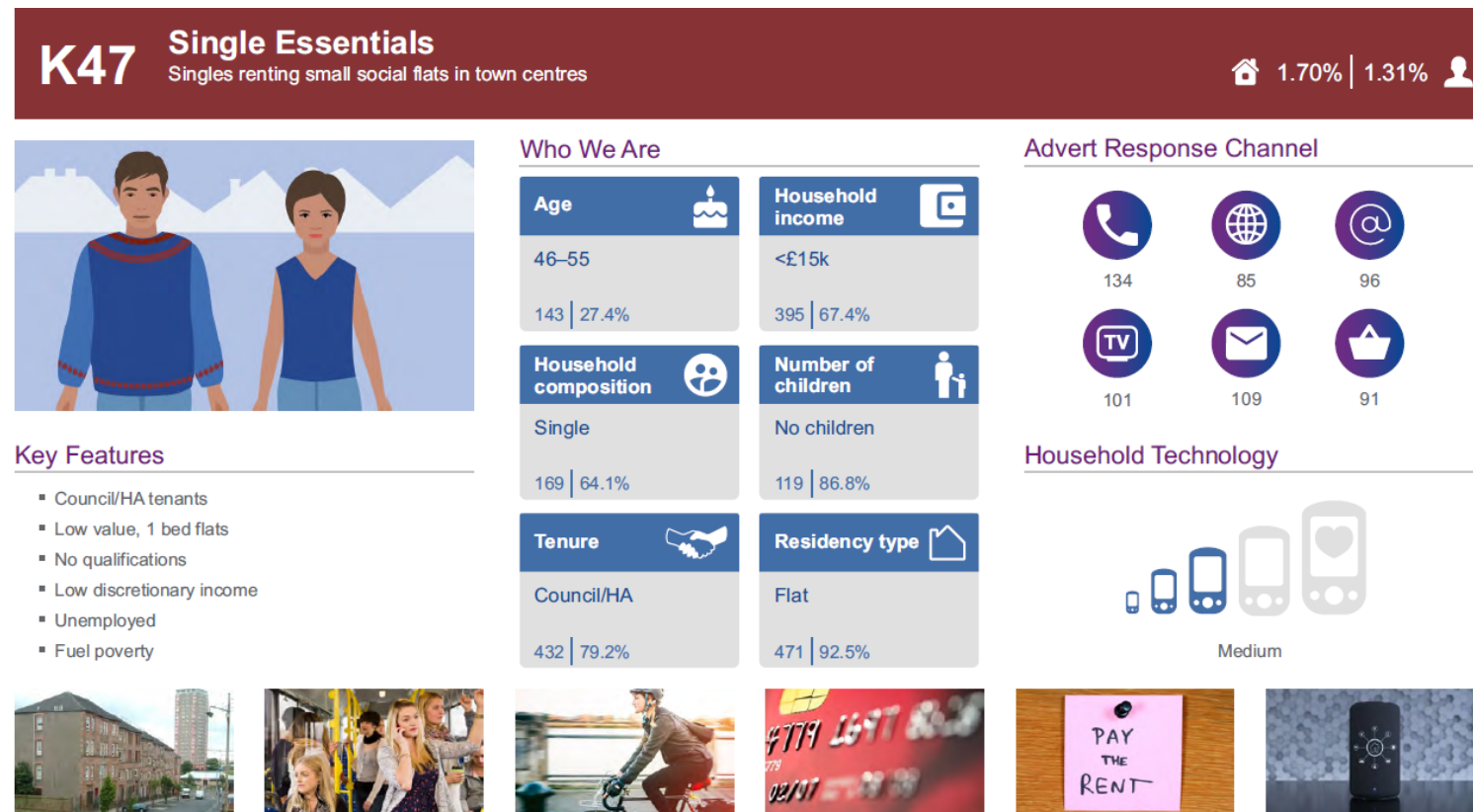
DEPRIVATION AND RURALITY

	Casualties																	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
+ MostDeprived10%	229	227	193	171	180	148	127	107	142	104	120	123	118	97	82	82	65	**2315**
+ MoreDeprived20%	95	99	77	79	78	63	56	42	63	53	42	51	45	29	34	42	21	**969**
+ MoreDeprived30%	57	41	45	41	39	37	31	18	44	17	31	25	21	24	33	20	17	**541**
+ MoreDeprived40%	47	37	48	43	42	37	32	22	29	22	23	19	27	28	15	18	7	**496**
+ MoreDeprived50%	36	25	32	20	24	21	17	8	22	10	25	14	18	14	13	17	8	**324**
+ LessDeprived50%	33	27	19	27	32	18	12	15	16	11	13	15	14	11	21	10	6	**300**
+ LessDeprived40%	12	15	15	17	12	19	7	11	16	7	11	9	8	15	8	8	2	**192**
+ LessDeprived30%	20	27	20	22	19	19	13	7	22	17	17	14	16	16	13	8	7	**277**
+ LessDeprived20%	17	18	27	19	23	18	19	14	11	23	10	18	17	12	6	10	4	**266**
+ LeastDeprived10%	22	20	13	16	14	15	9	12	7	5	12	20	14	8	5	2	7	**201**
+ Unmatched	118	139	140	136	110	73	75	117	39	78	68	45	61	30	31	45	18	**1323**
Total	**686**	**675**	**629**	**591**	**573**	**468**	**398**	**373**	**411**	**347**	**372**	**353**	**359**	**284**	**261**	**262**	**162**	**7204**

Casualties by Crash Year by Casualty IMD Scotland

Rows (Category)	Columns (Series)	Filter (Slicer)

Add Dimension	Crash Location : G_ScotGlas
	Casualty Class : Pedestrian

MEASURES FOR ADJUSTED SEVERITY

CONTRIBUTORY FACTORS

			Crashes Count															
			2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
+ No	+ No	+ No	65	54	52	59	39	43	52	42	41	51	46	40	45	35	18
		+ Yes		1													
	+ Yes	+ No	5	2		2	1	1	1	1	2	4	3	4	3		2
+ Yes	+ No	+ No	2	2	2	1	2					1		2	3	1	1

Rows (Category)	Columns (Series)	Filter (Slicer)	
Add Dimension	Crash Involved CF 301 DriverDisobeyATS		
	Crash Involved CF 302 DriverDisobeyGWay		
	Crash Involved CF 303 DriverDisobeyLines		

SCOTLAND – DETAILED SEVERITY

Casualties by Crash Year by Casualty Most Severe Injury

				Casualties			
				2018	2019	2020	Total
KSI		+ Fatal			1	4	5
		Serious_Ls	Leg_Fract		4	5	9
			Arm_Fract		1	5	6
			Head_Oth			1	1
			Total		5	11	16
	Serious	Serious_Md	Pelvis_Sev		1	1	2
			Chest_Oth		1	1	2
			Penetrate		1		1
			Total		3	2	5
		Serious_Vr	Neck_Break			1	1
			Chest_Sev			1	1
			Total			2	2

Rows (Category)	Columns (Series)	Filter (Slicer)

Add Dimension	Crash Location : G_ScotGlas
	Casualty Class : InVehicle
	Casualty Related Vehicle Type : Motorbike

THE ONLINE GEOSPATIAL ANALYSIS TOOL

HTTPS://AGILYSIS.CO.UK/PORTFOLIO-ITEM/CRASHMAP-PRO/

A RANGE OF SERVICES

HTTPS://AGILYSIS.CO.UK/ACUITY/

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