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# Profile of Wallasey Constituency

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Population profile using  
Mosaic Public Sector

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## Key Messages

- The largest Mosaic groups in Wallasey are Group M (Family Basics) and Group H (Aspiring Homemakers). See page 6 to 8 for an in-depth description of the characteristics of these groups
- Wallasey Constituency is the least homogenous, or most 'mixed' in terms of its Mosaic make-up of the four Wirral Constituencies. The other Constituencies tend to have just 3 or 4 Mosaic Groups dominating
- In Wallasey however, sizable proportions of the population fall into 7 of the 15 Mosaic groups
- Although Wallasey Constituency has a large number of Mosaic Groups, they do tend to cluster with other, similar Mosaic Groups. For example, Seacombe is dominated by the lower income, more deprived Mosaic Groups (L, M, N and O). Moreton West & Saughall Massie and Wallasey wards and on the other hand, are dominated by Groups E, F, H and B – Mosaic Groups which are much more affluent
- New Brighton is the only ward which appears to have a very mixed population, with many very different Mosaic Groups living in close proximity to each other
- Wallasey Constituency has a lower number (and percentage) of its population classified as one of the more affluent Mosaic Groups compared to Wirral overall. For example, Group B (Prestige Positions) and Group D (Domestic Success) together make up only 4% (or 1 in 25) of the Wallasey population, compared to 16% (or more than one in 6) of the Wirral population
- Postcodes for each of the Mosaic Groups are available from the Public Health Information Team for services who wish to undertake targeted interventions
- The Mosaic groups have slightly differing preferences regarding how they prefer to be communicated with. This information can enable services to target and communicate with residents in the way they are most likely to respond to (Mosaic groups vary on their receptiveness to letters sent through the post for example)

## Introduction

Mosaic is a geo-demographic population classification tool used to segment the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial data, hospital episode statistics (HES) and lifestyle factor data. It is a useful tool for gaining more in-depth insight into the behaviour and beliefs of the population.

It was first used in the private sector to target goods and services at the consumers most likely to purchase them. It is now also widely used in the public sector to target services at those most in need of them, and communicate with people in the way they are most likely to respond to.

It does this by providing information on the communication methods likely to be preferred and responded to, by different groups of the population.

Mosaic segments the population into 15 Groups (A-O), with every postcode assigned one of the 15 groups (see **Table 1** below for a list of the groups, their colour-coding and a short description), except for areas of industry, which are not coded.

**Table 1:** Short description of all 15 Mosaic groups

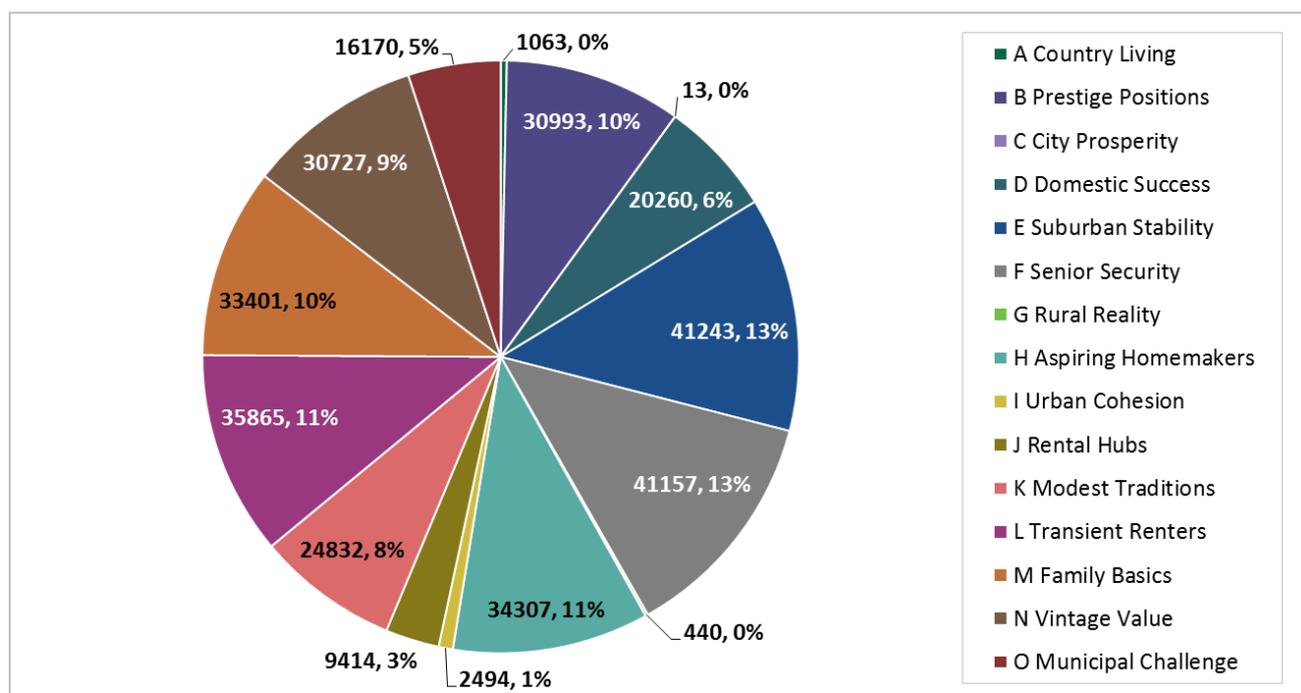
Mosaic Group	Short description
<b>A Country Living</b>	Well-off owners in rural locations enjoying the benefits of country life
<b>B Prestige Positions</b>	Established families in large detached homes living upmarket lifestyles
<b>C City Prosperity</b>	High status city dwellers pursuing careers with high rewards
<b>D Domestic Success</b>	Thriving families who are busy bringing up children and following careers
<b>E Suburban Stability</b>	Mature suburban owners living settled lives in mid-range housing
<b>F Senior Security</b>	Older people with assets who are enjoying a comfortable retirement
<b>G Rural Reality</b>	Householders living in inexpensive homes in village communities
<b>H Aspiring Homemakers</b>	Younger households settling down in housing priced within their means
<b>I Urban Cohesion</b>	Residents of settled urban communities with a strong sense of identity
<b>J Rental Hubs</b>	Educated young people privately renting in urban neighbourhoods
<b>K Modest Traditions</b>	Mature homeowners of value homes enjoying stable lifestyles
<b>L Transient Renters</b>	Single people privately renting low cost homes for the short term
<b>M Family Basics</b>	Families with limited resources who have to budget to make ends meet
<b>N Vintage Value</b>	Elderly people reliant on support to meet financial or practical needs
<b>O Municipal Challenge</b>	Urban renters of social housing facing an array of challenges

Groups A, C, G and I can largely be disregarded in any Mosaic profile of Wirral or areas of Wirral, as together these four groups make up only 1% of the Wirral population. The largest groups in Wirral are Group E (Suburban Stability) and Group F (Senior Security) who both make up 12.8% of the Wirral population.

### Overview of Wirral using Mosaic

The total population of Wirral is just over 320,000 (in 2016). The pie-chart below shows how this was broken down into the 15 Mosaic groups.

**Figure 1:** Breakdown of the overall Wirral population by Mosaic (2016)



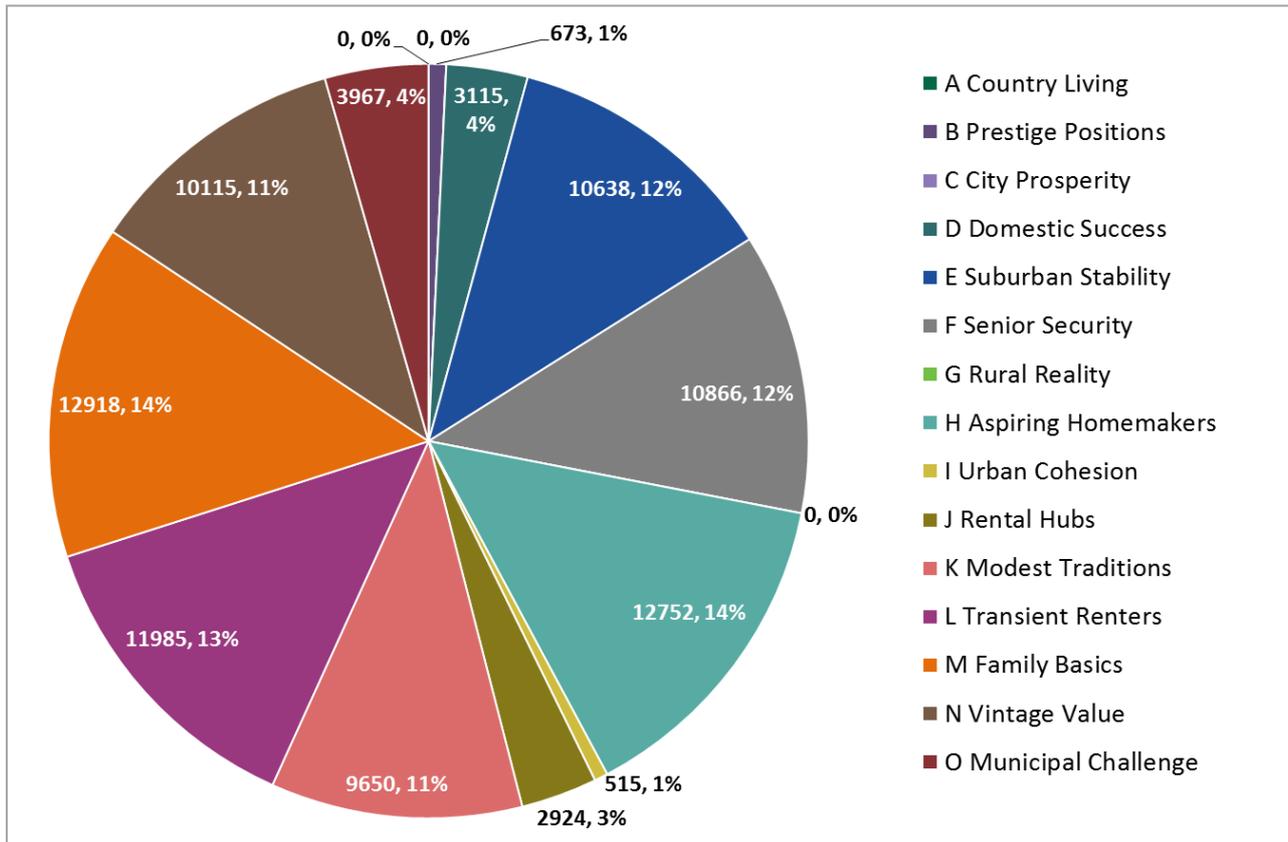
**Figure 1** shows that almost half (48%) the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group H (Aspiring Homemakers) and Group L – Transient Renters. See **Table 2** below for the distribution of the groups in Wallasey Constituency, Wirral and nationally.

**Table 2:** Distribution of Mosaic groups in Wallasey (number and %), Wirral (%) and UK (%)

Mosaic Group	Wallasey population (No.)	Wallasey population (%)	Wirral population (%)	UK population (%)
A Country Living	0	0%	0%	6%
B Prestige Positions	673	1%	10%	8%
C City Prosperity	0	0%	0%	5%
D Domestic Success	3115	3%	6%	9%
E Suburban Stability	10,638	12%	13%	6%
F Senior Security	10,866	12%	13%	8%
G Rural Reality	0	0%	0%	5%
H Aspiring Homemakers	12,752	14%	11%	10%
I Urban Cohesion	515	1%	1%	7%
J Rental Hubs	2,924	3%	3%	7%
K Modest Traditions	9,650	11%	8%	4%
L Transient Renters	11,985	13%	11%	6%
M Family Basics	12,918	14%	10%	9%
N Vintage Value	10,115	11%	10%	5%
O Municipal Challenge	3,967	4%	5%	5%
<b>Grand Total</b>	<b>90,118</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

As **Table 2** and **Figure 2** show, the largest Mosaic groups in Wallasey are Group M (Family Basics) and Group H (Aspiring Homemakers). There are large difference between Wallasey and Wirral/the UK overall (e.g Group L makes up 6% of the UK population, 11% of the Wirral population, but 13% of the Wallasey population - a large over-representation in a young, deprived Mosaic Group).

**Figure 2: Breakdown of the Wallasey Constituency population by Mosaic (2016)**



Wallasey Constituency is the least homogenous, most ‘mixed’ in terms of Mosaic of all the Wirral Constituencies. The other Constituencies in Wirral are characterised by a more uniform mix of Mosaic Groups, with just 3 or 4 Mosaic Groups dominating (and the Groups being mainly affluent groups, as is the case in Wirral West and Wirral South), or uniformly deprived (as is the case in Birkenhead).

By contrast, there is a fairly even split in Wallasey however, with sizable proportions of the population falling into 7 of the 15 Mosaic groups.

A difference between Wirral overall and Constituency however, is that Wallasey appears to have a lower number (and %) of its population in the more affluent Mosaic Groups. For example, Group B (Prestige Positions) and Group D (Domestic Success) together make up only 4% (or 1 in 25) of the Wallasey population, compared to 16% (or more than one in 6) of the Wirral population.

Mosaic analysis seems to confirm other sources which show higher levels of deprivation in the Constituency, compared to Wirral and the UK overall. There is however, significant variation between wards. See Table 3 and Map 1 below, which show the geographical distribution of the Mosaic Groups in each of the 6 wards which make up Wallasey Constituency.

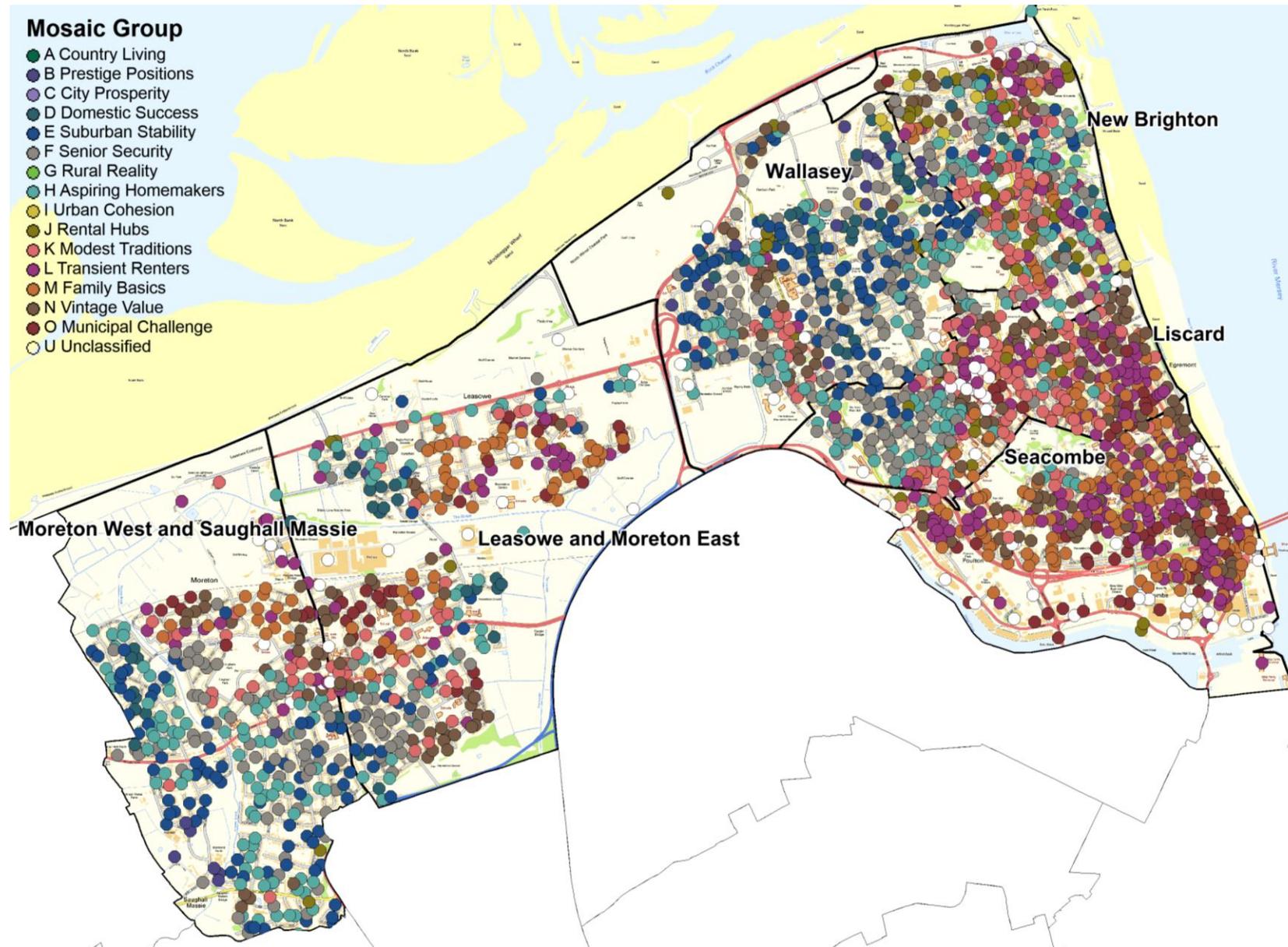
**Table 3:** Mosaic Group by Wallasey Constituency ward (number of individuals)

<b>Mosaic Group</b>	Leasowe & Moreton East	Liscard	Moreton West & Saughall Massie	New Brighton	Seacombe	Wallasey	<b>Total</b>
<b>A Country Living</b>	0	0	0	0	0	0	<b>0</b>
<b>B Prestige Positions</b>	57	0	124	0	0	492	<b>673</b>
<b>C City Prosperity</b>	0	0	0	0	0	0	<b>0</b>
<b>D Domestic Success</b>	950	0	374	338	0	1,453	<b>3115</b>
<b>E Suburban Stability</b>	1,097	503	3,426	759	0	4,853	<b>10,638</b>
<b>F Senior Security</b>	1,322	1,981	2,262	1,591	55	3,655	<b>10,866</b>
<b>G Rural Reality</b>	0	0	0	0	0	0	<b>0</b>
<b>H Aspiring Homemakers</b>	2,006	1,668	4,120	2,639	278	2,041	<b>12,752</b>
<b>I Urban Cohesion</b>	0	0	0	326	0	189	<b>515</b>
<b>J Rental Hubs</b>	201	442	109	1,726	256	190	<b>2,924</b>
<b>K Modest Traditions</b>	1,577	3,494	879	2,546	447	707	<b>9,650</b>
<b>L Transient Renters</b>	1,159	2,932	736	2,840	3,979	339	<b>11,985</b>
<b>M Family Basics</b>	2,981	1,845	815	813	6,401	63	<b>12,918</b>
<b>N Vintage Value</b>	1,748	2,107	963	1,421	2,717	1,159	<b>10,115</b>
<b>O Municipal Challenge</b>	1,504	574	168	97	1,624	0	<b>3,967</b>
<b>Total</b>	<b>14,602</b>	<b>15,546</b>	<b>13,976</b>	<b>15,096</b>	<b>15,757</b>	<b>15,141</b>	<b>90,118</b>

Notes: No Group Bs or Ds in Liscard and Seacombe wards. No Group As, Gs or Cs in any Wallasey wards.

As Table 3 (and Map 1) show, although Wallasey Constituency overall has a large number of Mosaic Groups, the Groups tend to ‘cluster’ with other similar Mosaic Groups within wards. For example, Seacombe is dominated by the lower income, more deprived Mosaic Groups (L, M, N and O). Wallasey and Moreton West & Saughall Massie on the other hand, are dominated by Groups E, F, H and B – Mosaic Groups which are much more affluent. Map 1 (over page) shows this clearly.

**Map 1:** Geographical distribution of Mosaic groups in Wallasey Constituency area

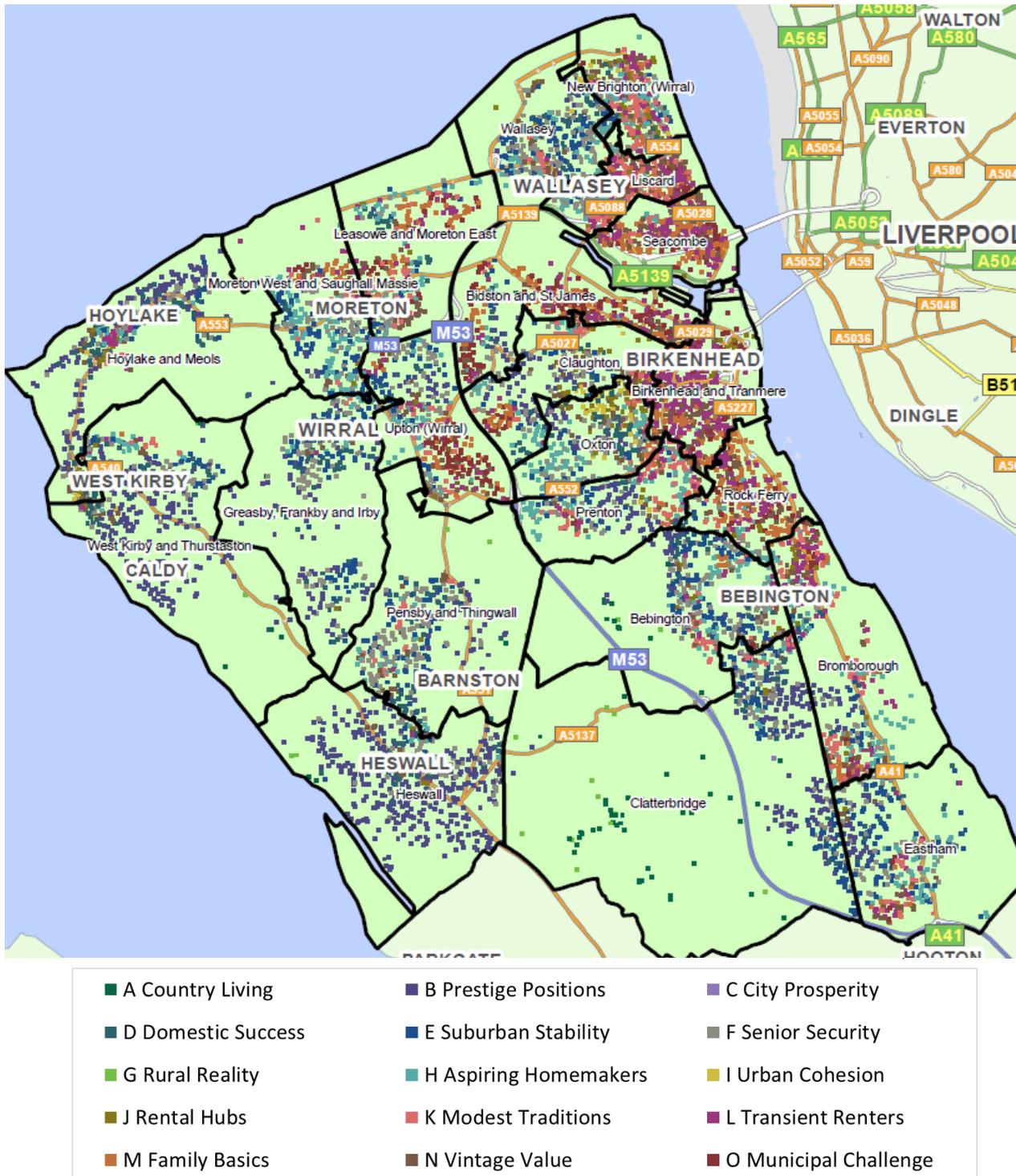


As the maps shows, the most 'mixed' ward in Wallasey Constituency appears to be New Brighton, which has pockets of Mosaic Groups which do not appear anywhere else in the Constituency (Groups I and J). The map also shows very clearly that Liscard ward has an east/west split, similar to that found in Wirral overall, where the area to the East of the shopping centre looks very deprived, whilst west of the Cherry Tree, is dominated by older, more affluent families as typified by Mosaic Groups E, F and H. *White dots indicate industrial/shopping areas which cannot be classified.*

**Map 2** below shows the geographic distribution of the different Mosaic groups in Wirral overall. The east of Wirral is dominated by Groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge). The West of Wirral on the other hand, is dominated by Group B (Prestige Positions) and Group F (Senior Security).

The exception to the overall pattern of more affluent groups being more common in the West, is the Woodchurch estate and some small pockets in Moreton West & Saughall Massive, where Group O dominates. Equally, the east of Wirral does have some clusters of affluent Mosaic groups (e.g Group B Prestige Positions), notably in the Noctorum area of Claughton ward, in Prenton ward (near Wirral Ladies Golf Course) and in Clatterbridge ward (around Dibbinsdale).

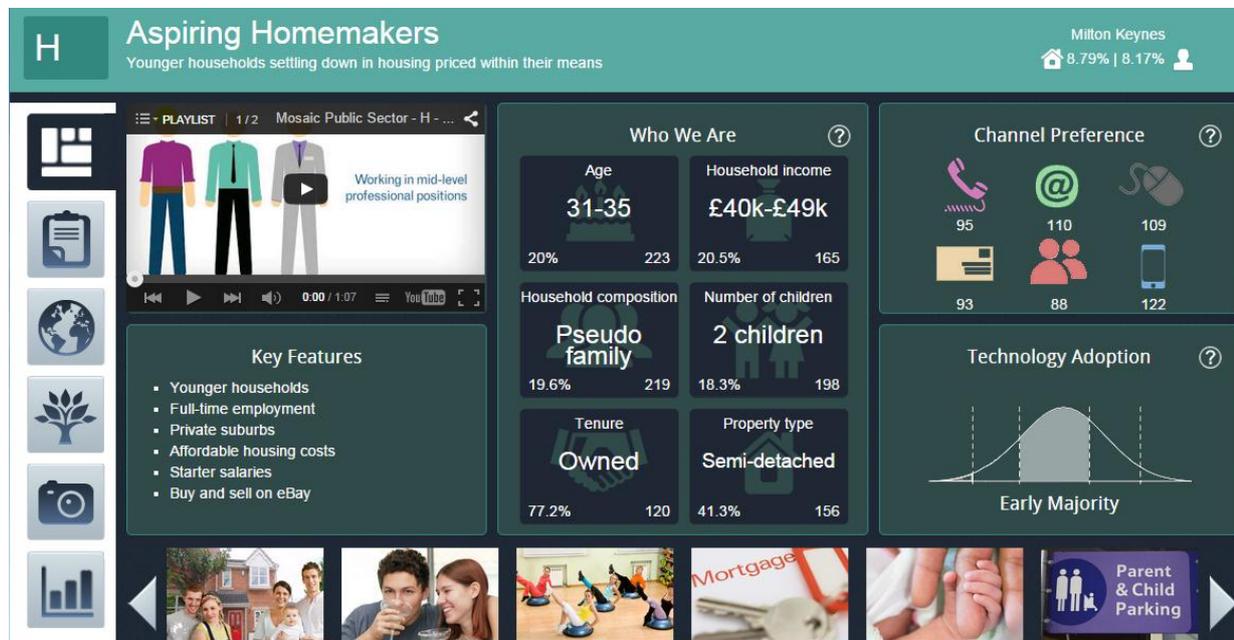
**Map 2:** Geographical distribution of Mosaic groups in Wirral



More information about the three most common Mosaic groups in Wallasey Constituency is given on the following few pages, namely:

- Group H (Aspiring Homemakers)
- Group L (Transient Renters)
- Group M (Family Basics)

### Group H: Aspiring Homemakers (14% of the Wallasey Constituency population)



Around 11% of the Wirral population are classified as Group H (or 29,000 people in Wirral), of whom 12,000 live in Wallasey Constituency. Moreton West & Saughall Massie ward has the largest number of people classified as this group in Wirral (4,000+) in the whole of Wirral.

Aspiring Homemakers are typically **younger families**, couples who are yet to have children, and **singles in their 20s and 30s**. A good number are setting up homes for the first time, and where there are children, they are usually of **nursery or primary school age**.

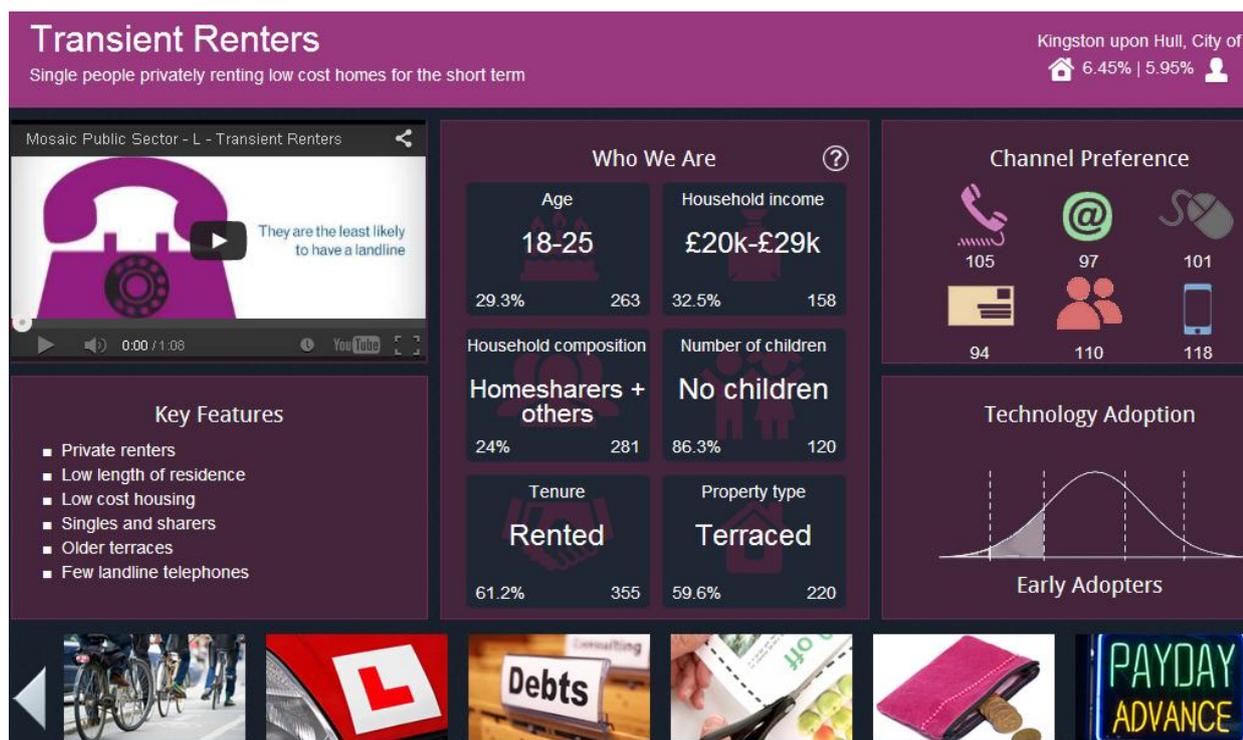
Homes are likely to be semi-detached and terraced properties, modest in size, often **newly built** or built in the last 20 years, with three bedrooms and mostly **owner occupied** (rather than privately rented or rented from social landlords for example). Three out of four households classified as Aspiring Homemakers are in the process of buying their home with a mortgage.

The majority of Aspiring Homemakers are in **full-time employment**, few are part-time. This tends to mean that most are **managing on their household budgets**, with a lower than average reliance on benefits. They are likely to use online banking and be users of apps – this is one of the groups most likely to own smartphones and be keen social networkers.

Aspiring Homemakers are in reasonable health (mainly due to their younger age). Smoking rates are average (20%) and those that do are likely to be light smokers. Alcohol consumption is regular - nearly a third of this group drink two or three times a week.

The Wirral wards with the largest numbers of residents classified as belonging to this group were Moreton West & Saughall Massie and outside of Wallasey Constituency, Oxtou.

## Group L (Transient Renters): 13% of the Wallasey Constituency population



Around one in 8 (13%) of the Wallasey Constituency population are classified as Group L, compared to just 10% of the Wirral population and only 6% nationally. Around half of all the households classified as being Group L are concentrated in just a few Wirral wards, of which Seacombe is one (the others are Birkenhead & Tranmere and Rock Ferry).

Transient Renters tend to be **young, single people** renting **low cost homes** and as the name suggests, they are often highly transient, renting properties for short lengths of time before moving on. Households in this group are typically in their 20s and 30s and tend to live alone, many will be house-sharing, few are married. Homes are often older terraces **rented from private landlords** and include some of the lowest value homes in a **poor state of repair**.

Many work full-time, however the predominance of **low skilled jobs** mean that **incomes are limited**. This group are the most **reliant on their mobile phone** (preferred channel of communication) and are the most likely of all the Mosaic Groups to say they couldn't manage without it. They are the most prolific texters, **users of social networking** and music download sites and have the lowest use of landlines – all of which is not surprising, given they have the **youngest age profile of all the Mosaic groups** and technology use and age are strongly correlated.

The generally young singles and homesharers in this group have **high levels of dependency on the state** for support, in particular with benefits to help them find employment or to supplement low incomes (e.g tax credits).

**Levels of poor health are higher than average**, and this group contains **the highest proportion of people who smoke**. They enjoy a drink, but are by no means the most regular drinkers. They are the least likely to follow healthy eating advice and are not especially active at either.

Transient Renters are the group most likely to experience issues with **anti-social behaviour**, resulting in a higher than average fear of crime. This is the least environmentally conscious Mosaic group, as with many other challenges to face, little thought is given to the environment.

**Group M (Family Basics): 14% of the Wallasey Constituency population**


Family Basics are typically adults in their 30s and 40s with **school-aged children on limited budgets**. These are often areas with **few employment options**, limited opportunities, and low income jobs, so the costs of raising children mean many are struggling. In addition to younger children, some families will still be supporting grown up offspring and a sizeable proportion of these households are likely to be headed by a **lone parent**. Homes are typically low value, located on estates or in pockets of low cost housing and more than half are **rented from social landlords**.

**Limited qualifications** mean that people in these areas struggle to compete in the jobs market, and **rates of unemployment are above average**. Employment is often in **low wage jobs**, meaning there are significant levels of **financial stress**. Family Basics families often depend on higher than average levels of **financial assistance from the state**, e.g many families are eligible for tax credits

The method of communication most likely to be preferred by this group is their **mobile phone**. They are slightly less likely than average to respond to either letters sent in the post or online information. Red top newspapers are popular sources of information and people here are likely to send large number of **texts** every day and be **keen social networkers**.

The largest numbers and concentrations of this Mosaic group in Wallasey Constituency are found in **Seacombe ward** (and Rock Ferry, Birkenhead & Tranmere and Bidston & St. James wards outside of the Constituency). There are around 37,000 people classified as this Mosaic group in Wirral and almost 12,000 of them (one third) live in Wallasey Constituency (6,000+ in Seacombe ward alone).

## Communication preferences

People differ on the levels of access they have to various forms of communication (such as smartphones, or internet), as well as having different preferences for one form of communication over another. The following information shows how the different Mosaic groups vary on their access and preferences for various methods of communication and is therefore helpful when thinking about how best to target them with information.

**Table 4:** Access to phone and/or mobile phone by Mosaic group (%)

Mosaic Group	Home landline	Access to a mobile		Type of mobile phone	
		No mobile	Got a mobile	'Pay as you go'	Contract
A Country Living	90%	7%	93%	48%	45%
B Prestige Positions	90%	6%	94%	41%	53%
C City Prosperity	80%	5%	95%	28%	67%
D Domestic Success	89%	5%	95%	32%	63%
E Suburban Stability	88%	6%	94%	45%	49%
F Senior Security	91%	7%	93%	63%	29%
G Rural Reality	89%	6%	94%	48%	45%
H Aspiring Homemakers	84%	5%	95%	28%	67%
I Urban Cohesion	84%	7%	93%	40%	54%
J Rental Hubs	73%	5%	95%	30%	65%
K Modest Traditions	87%	6%	94%	50%	43%
L Transient Renters	73%	5%	95%	37%	58%
M Family Basics	82%	6%	94%	41%	52%
N Vintage Value	89%	8%	92%	61%	32%
O Municipal Challenge	80%	6%	94%	48%	46%
<b>National Average</b>	<b>85%</b>	<b>6%</b>	<b>94%</b>	<b>43%</b>	<b>51%</b>

As **Table 4** shows, likelihood of having a landline in the UK is now 85% overall, but this varies widely from only 73% of Group L - Transient Renters (a common group in the more deprived areas of Wirral), to 91% of homes classed as Group F – Senior Security (the most common Mosaic group in Wirral).

**Table 4** also shows that access to a mobile is now more common than having a landline, with 94% of the overall population of the UK having a mobile. The type of mobile (either contract, or pre-paid 'pay as you go' however, varies widely. Generally speaking, Mosaic groups with an older age demographic are those most likely to have a Pay as You Go mobile (e.g Group F – Senior Security 63% and Group N – Vintage Values 61%) and least likely to have a contract phone.

The Mosaic groups most likely to have contract phones tend to be those who are either affluent or young, such as Group H (Aspiring Homemakers - 67%) or Group L (Transient Renters – 58%). These are also the groups most likely to access the internet from their phones (as it tends to be included in contract mobile deals), and so tend to be the most prolific users of social networking sites like Facebook.

See **Tables 5 and 6** below for more information on how regularly (if at all) people in different Mosaic groups access the internet, e-mail or social networking sites like Facebook and Twitter.

**Table 5:** Frequency of internet and e-mail usage by Mosaic group (%)

Mosaic Group	Internet usage (%)			E-mail access (%)		
	Several times a day	Roughly every day	Less than every day	Every or most days	Weekly or monthly	Not at all
A Country Living	72%	23%	5%	95%	4%	1%
B Prestige Positions	75%	21%	4%	96%	3%	1%
C City Prosperity	82%	14%	3%	95%	4%	1%
D Domestic Success	75%	21%	4%	95%	4%	1%
E Suburban Stability	67%	28%	5%	94%	4%	1%
F Senior Security	60%	34%	6%	95%	4%	2%
G Rural Reality	69%	26%	5%	91%	7%	2%
H Aspiring Homemakers	72%	23%	5%	94%	5%	1%
I Urban Cohesion	70%	24%	6%	95%	4%	1%
J Rental Hubs	80%	17%	4%	95%	4%	1%
K Modest Traditions	63%	31%	6%	93%	5%	2%
L Transient Renters	73%	22%	5%	93%	5%	2%
M Family Basics	69%	26%	5%	92%	6%	2%
N Vintage Value	63%	32%	5%	91%	6%	2%
O Municipal Challenge	67%	26%	6%	91%	7%	2%
<b>National average</b>	<b>70%</b>	<b>25%</b>	<b>5%</b>	<b>94%</b>	<b>5%</b>	<b>1%</b>

**Table 5** shows that regular internet usage is now the norm, with 70% of people in the UK using the internet several times a day. Broadly speaking, the Mosaic groups with the oldest age profiles are the lightest users of the internet, whilst younger or more affluent groups, are heavier users. **Table 6** (below) shows that whilst the use of Facebook is now common, with over half of UK adults saying they use it 'every' or 'most' days, use of Twitter is less common, particularly amongst older people (only 23% of people in the UK overall say they use Twitter every or most days).

**Table 6:** Frequency of social networking site usage by Mosaic group (%)

Mosaic Group	Facebook			Twitter		
	Every or most days	Weekly or monthly	Not at all	Every or most days	Weekly or monthly	Not at all
A Country Living	48%	16%	36%	16%	12%	73%
B Prestige Positions	49%	15%	37%	18%	11%	71%
C City Prosperity	64%	18%	18%	31%	19%	49%
D Domestic Success	63%	14%	23%	26%	13%	61%
E Suburban Stability	55%	14%	32%	20%	10%	69%
F Senior Security	35%	16%	48%	9%	8%	83%
G Rural Reality	57%	14%	29%	20%	13%	68%
H Aspiring Homemakers	72%	10%	18%	28%	15%	57%
I Urban Cohesion	56%	18%	26%	31%	14%	55%
J Rental Hubs	74%	11%	15%	39%	15%	46%
K Modest Traditions	53%	14%	33%	17%	11%	72%
L Transient Renters	74%	10%	17%	29%	15%	56%
M Family Basics	70%	10%	19%	26%	15%	59%
N Vintage Value	46%	16%	38%	14%	6%	80%
O Municipal Challenge	63%	15%	22%	24%	13%	63%
<b>National average</b>	<b>58%</b>	<b>14%</b>	<b>28%</b>	<b>23%</b>	<b>12%</b>	<b>65%</b>

Use of Facebook varies from 74% amongst groups with younger age profiles (Group J – Rental Hubs and Group L – Transient Renters) to 35% amongst Group F (Senior Security – a common group in Wirral, likely to be older). This means social media are probably only best used when attempting to reach a younger and/or more affluent audience. The same applies to Twitter, where only 9% of Group F (Senior Security) regularly use it, compared to 39% of Group J (Rental Hubs) and 29% of Group L (Transient Renters). **Note:** some of the heaviest users of social networking (Group C – City Prosperity and Group J – Rental Hubs are almost non-existent in Wirral).

**Table 7** below shows which communication methods are preferred when people want to contact organisations.

**Table 7:** Communication preference when wishing to contact organisations (%)

Mosaic Group	Phone	Email	Online	Post	Shop / branch	Other
<b>A Country Living</b>	19%	28%	23%	15%	9%	7%
<b>B Prestige Positions</b>	20%	28%	23%	15%	8%	5%
<b>C City Prosperity</b>	22%	31%	23%	12%	7%	5%
<b>D Domestic Success</b>	21%	32%	23%	13%	7%	4%
<b>E Suburban Stability</b>	21%	29%	23%	13%	9%	5%
<b>F Senior Security</b>	22%	28%	18%	15%	8%	8%
<b>G Rural Reality</b>	22%	26%	24%	13%	9%	6%
<b>H Aspiring Homemakers</b>	20%	32%	24%	13%	8%	4%
<b>I Urban Cohesion</b>	22%	24%	20%	18%	9%	6%
<b>J Rental Hubs</b>	20%	33%	24%	11%	8%	5%
<b>K Modest Traditions</b>	21%	27%	22%	13%	11%	6%
<b>L Transient Renters</b>	22%	28%	22%	13%	9%	5%
<b>M Family Basics</b>	24%	29%	21%	12%	9%	6%
<b>N Vintage Value</b>	25%	25%	18%	15%	9%	7%
<b>O Municipal Challenge</b>	21%	28%	19%	16%	9%	7%
<b>National average</b>	<b>21%</b>	<b>29%</b>	<b>22%</b>	<b>14%</b>	<b>9%</b>	<b>6%</b>

As **Table 7** shows, the preferred way for people to contact organisations in the UK today is via e-mail (although even this is an average of 29%, so less than one in three people). The next highest method people prefer is online (via the organisations website for example). Phone is only just behind online, followed by post and then using shops/branches comes last.

Preferences vary however, with some groups having a higher preference for post (Group F – Senior Security at 20%), compared to Group H (Aspiring Homemakers) where only 13% said they preferred the post. It should be noted that although a face to face contact in a shop/branch was the least preferred option, it was still preferred by around one in ten people (9%).

When people are being contacted by organisations (or prefer for organisations not to contact them at all), again there are differences between the Mosaic groups. See **Table 8** (over page).

**Table 8:** Communication preferences when being contacted by organisations (%)

Mosaic Group	Mobile call	Text	Email	Post	Landline	Prefer no contact
<b>A Country Living</b>	0%	1%	57%	18%	1%	23%
<b>B Prestige Positions</b>	1%	2%	60%	16%	1%	21%
<b>C City Prosperity</b>	2%	3%	62%	11%	1%	22%
<b>D Domestic Success</b>	1%	2%	63%	13%	1%	21%
<b>E Suburban Stability</b>	1%	1%	59%	15%	2%	22%
<b>F Senior Security</b>	1%	1%	52%	20%	3%	24%
<b>G Rural Reality</b>	1%	1%	58%	15%	2%	24%
<b>H Aspiring Homemakers</b>	1%	2%	63%	13%	1%	20%
<b>I Urban Cohesion</b>	3%	4%	56%	18%	2%	18%
<b>J Rental Hubs</b>	2%	3%	62%	11%	1%	20%
<b>K Modest Traditions</b>	0%	1%	57%	16%	2%	23%
<b>L Transient Renters</b>	1%	3%	58%	13%	2%	22%
<b>M Family Basics</b>	1%	3%	59%	15%	2%	19%
<b>N Vintage Value</b>	1%	1%	50%	20%	3%	25%
<b>O Municipal Challenge</b>	2%	1%	56%	18%	3%	19%
<b>National average</b>	<b>1%</b>	<b>2%</b>	<b>58%</b>	<b>15%</b>	<b>2%</b>	<b>22%</b>

As **Table 8** shows, very few people prefer being called on either their mobile or landline, the most preferred option is to be e-mailed (58% of the UK population prefer this method). A substantial proportion of the population (over one in five, or 22% of the UK population) prefer not to be contacted at all and the older Mosaic groups are the most likely to say this (e.g 25% or one in four of Group N – Vintage Values indicate they prefer no contact at all).

Around one in seven people or 15% of the UK population prefer to be contacted by post, and this increases amongst the older Mosaic groups common in Wirral (e.g 20% amongst Group F - Senior Security) indicating that the post is a more appropriate method to contact older people (compared to say, ringing or texting).

## Glossary

<b>LSOA or Lower Super Output Area</b>	Small areas which contain on average, 1,500 people. Used to identify trends at a local area level (e.g smaller than wards). There are 206 LSOAs in Wirral.
<b>IMD</b>	Index of Multiple Deprivation. Last calculated in 2015 (at LSOA level)
<b>ONS</b>	Office for National Statistics
<b>BME</b>	Black and Minority Ethnic Groups