
Preferred communication channels of the Wirral population according to Mosaic Public Sector

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Version No.	Date	Author	Reviewer	Actions
0.1	17/8/15	Sarah Kinsella	Bev Murray Brendan Collins John Highton	Comments re twitter, facebook, NHS usage of e-mail added. Typos amended. Mosaic Group descriptions added to paged 4-7 Pen portraits amended to reflect most common groups in Wirral. Who briefing is aimed at and links to other workstreams added.
0.2	20/8/2015	Sarah Kinsella	As above	None

Who is this briefing aimed at?

This briefing is aimed at professionals from organisations who wish to engage with the population of Wirral, either for research or to inform them about services or projects for example. It has been produced by the Public Health Team of Wirral Council as part of wider efforts to examine how the public sector communicates with the local population and how this could be improved upon. It links with other workstreams such as [Making Every Contact Count](#) and [Social Prescribing](#) etc...

Key Messages

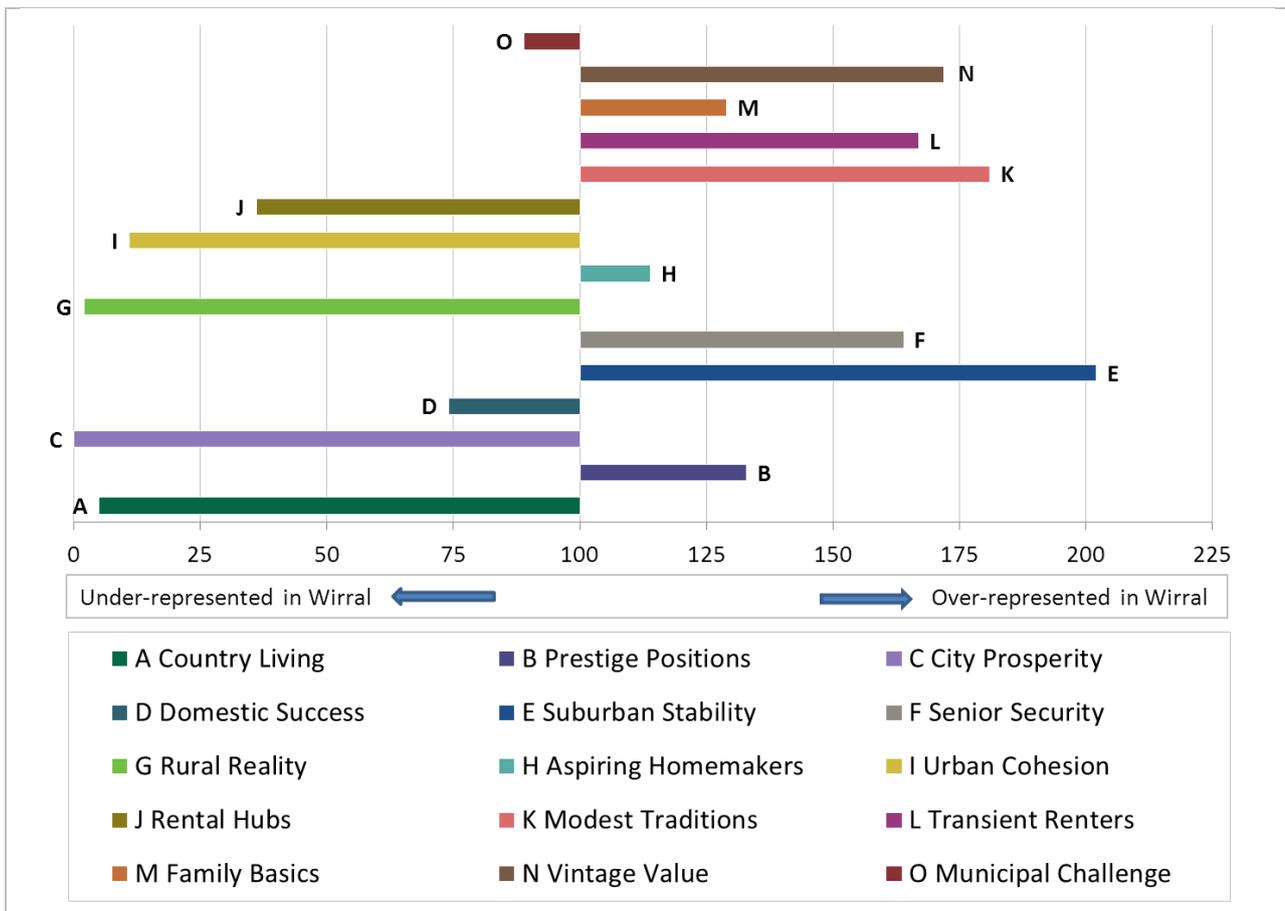
- Mosaic suggests that the most important factor in communication preferences and access appears to be **age** (rather than say, affluence)
- Group F (Suburban Stability) is characterised by older age and comfortable retirements, suggesting finances may not be as much of an issue as knowledge, familiarity and skills
- The Mosaic Groups with the oldest age profiles (Group F - Suburban Stability and Group N – Vintage Values) were the least likely to own or have access to technology such as a smartphone, tablet or laptop and least likely to use facebook, twitter or access e-mail
- Even amongst these groups however, ownership of a laptop was still more likely than not (72% and 76% of Groups F and N have access to a laptop) compared to 85% of the UK population, which is still a sizable number.
- All of the groups had high rates of e-mail usage, (national average 94% of people check their e-mails daily). However, as even in the groups with the lowest proportions, over 9 out of 10 people still report checking their e-mails ‘Every or Most Days’.
- The most ‘tech-savvy’ Mosaic Groups were B, D and J – the most tech-savvy of all was Group J
- Most preferred communication method (both for organisations contacting individuals for research or other reasons) appears to be e-mail
- Some more detailed information for the three most common Mosaic Groups in Wirral are shown on the following pages

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 data sources including the Census, consumer behaviour and lifestyle factors and is a useful tool for gaining more in-depth population insight. Mosaic segments the population into 15 Groups and 69 Types based on postcode and can indicate areas where particular issues may be more prevalent. A full [profile of Wirral by Mosaic](#) is available on the Wirral JSNA, a brief overview is given below.

Proportion of Mosaic Groups in Wirral compared to the UK overall

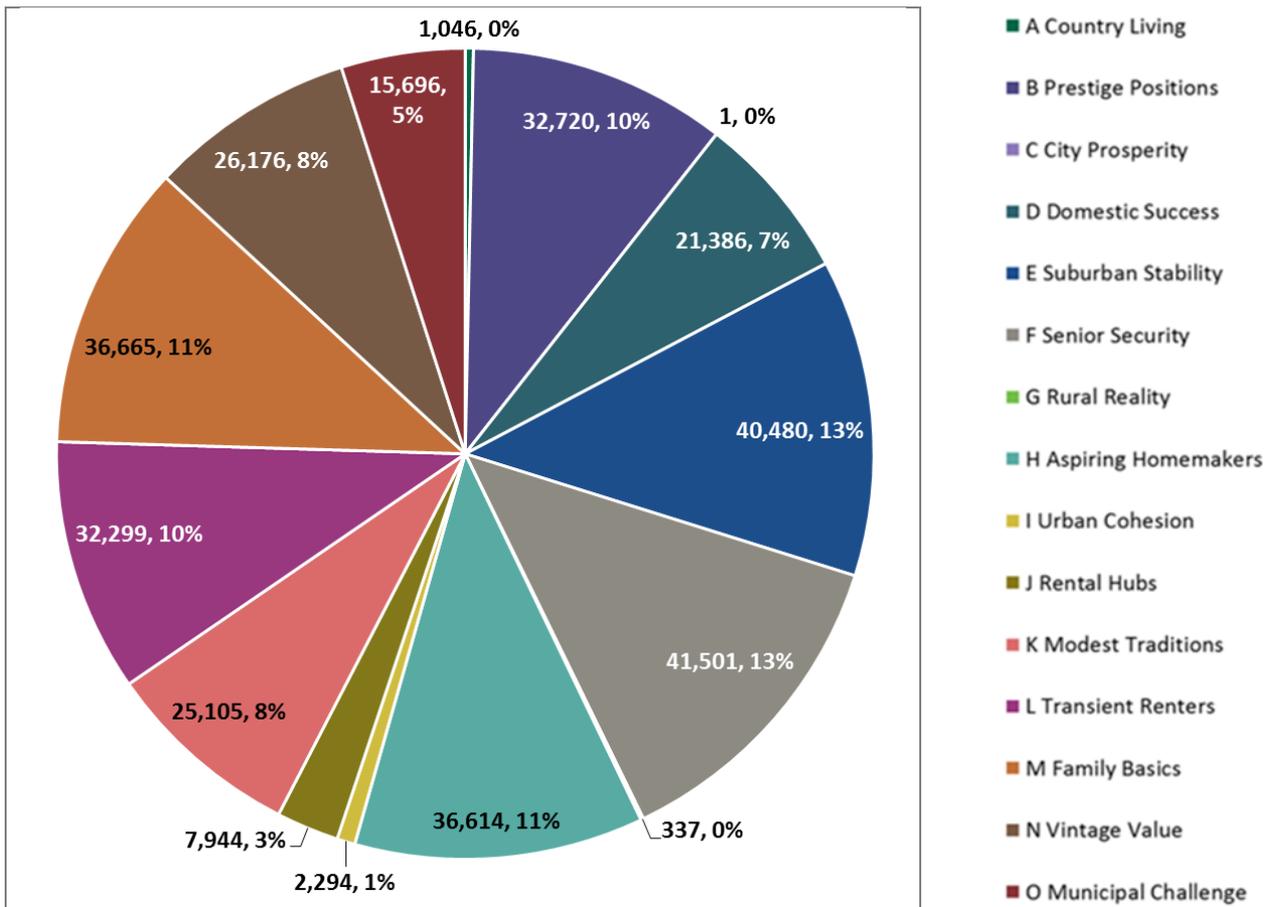
Figure 1: Mosaic Groups in Wirral compared to UK overall



As Figure 1 shows, Wirral is very different to the UK overall (UK average is 100), with much larger proportions of Groups E, F, K, L and N, and smaller proportions of groups D, J and O. Mosaic Groups A, C, I & G can be disregarded altogether in any analysis of the Wirral population using Mosaic, due to very small numbers locally (e.g making up less than 4,000 people in total).

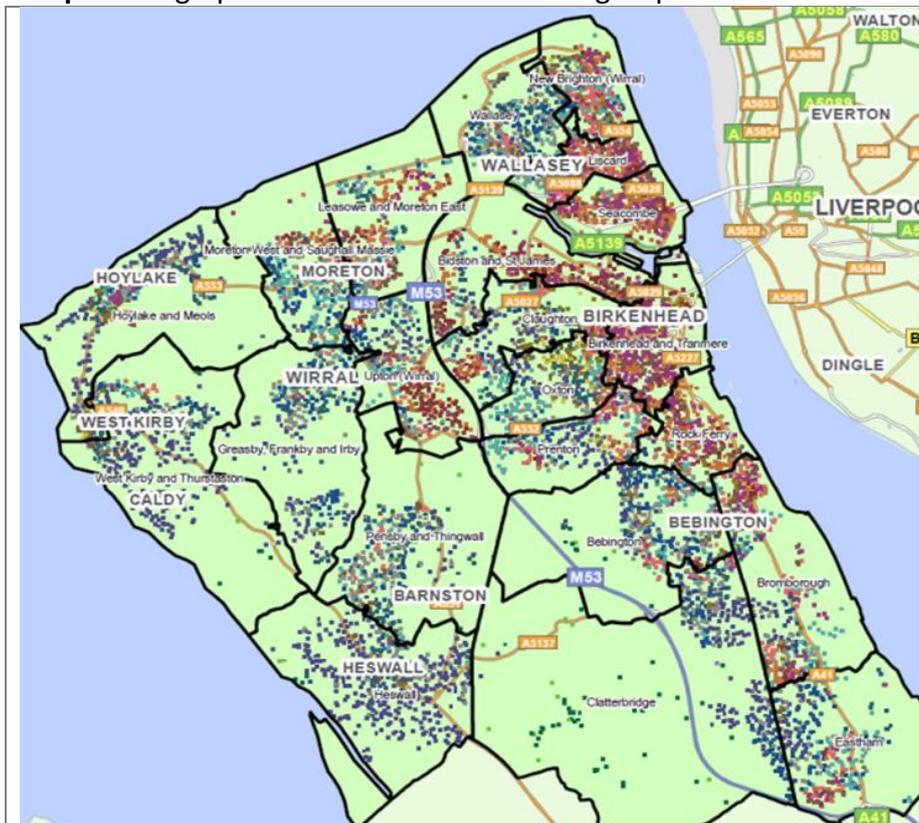
Broadly speaking, the Wirral population is older, less diverse (ethnically) and has lower levels of income compared to the national average – and the proportions of the local population who fall into the different Mosaic Groups reflect this. Figure 2 (over page) shows, the most common Mosaic Group in Wirral (in terms of absolute numbers) is Group F (Senior Security), followed by Group E (Suburban Stability). Just these two groups alone make up one in four of the Wirral population, whilst four Groups are hardly represented at all; less than 4,000 Wirral residents are classed as belonging to Groups A, C G and I (hence they are usually left out of any Wirral analysis).

Figure 2: Mosaic Groups in Wirral: Number and percentages



Geographical spread of Mosaic groups in Wirral

Map 1: Geographical distribution of Mosaic groups in Wirral



Map 1 shows that the east of Wirral is dominated by Groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge) – 3 very deprived Mosaic Groups. The West of Wirral on the other hand, is dominated by Group B (Prestige Positions) and other groups characterised by higher incomes. The exception to this broad pattern, is the Woodchurch estate and some areas of Moreton West & Saughall Massie in West Wirral, where Group O dominates.

Communication characteristics & preferences

People differ not only on their communication preferences, but also the level of technology and devices they have access to. Table 1 below shows the percentage of each Mosaic group (only Mosaic Groups present in Wirral) who have (or have access to) the following devices: Smartphones, tablets and laptops. The red, amber, green (RAG) dots, indicate whether in comparison to the other Mosaic Groups, each Group in question has relatively high or low ownership of these items

Table 1: Ownership (or access to) technology/devices by Mosaic Group (%)

	National %	B	D	E	F	H	J	K	L	M	N	O
Smartphone	72	67	85	70	42	88	87	65	85	85	51	76
Tablet	53	59	65	56	37	64	58	48	55	57	35	45
Laptop	85	84	90	86	72	92	93	83	92	88	76	83

Note: Groups A, C, G & I have been removed, as numbers in Wirral are negligible

As **Table 1** shows, almost 3 out of 4 people nationally now own a Smartphone (72%), but this varies from only 51% of Group N (Vintage Values) and 42% (Senior Security), to 88% of people from Group H (Aspiring Homemakers). It would seem the most significant determining factor in technology ownership is age. The younger Mosaic groups are more likely to own technology of all kinds (Groups H and J), whilst the two older groups in Mosaic are the least likely of all the groups to own any of the three items listed.

Table 2: Access to email by Mosaic Group (%)

	National %	B	D	E	F	H	J	K	L	M	N	O
Every or Most days	94	96	95	94	95	94	95	93	93	92	91	91
Weekly or Monthly	5	3	4	4	4	5	4	5	5	6	6	7
Not at all	1	1	1	1	2	1	1	2	2	2	2	2

Note: Groups A, C, G & I have been removed, as numbers in Wirral are negligible

Table 2 shows that those who access their e-mails the most frequently, tend to be those Mosaic Groups (B, D & J), who are either most affluent or who are most likely to have jobs with a more technological focus. Group M for example, are likely to be in work, but are more likely than say, Groups B and D, to be in jobs which are manual and/or low-skilled, so it may be that there is less opportunity check e-mail in workplaces which are more manually oriented. All of the groups have fairly high rates however, as even in the groups with the lowest proportions, over 9 out of 10 people still report checking their e-mails 'Every or Most Days'.

■ A Country Living
■ B Prestige Positions
■ C City Prosperity
■ D Domestic Success
■ E Suburban Stability
■ F Senior Security
■ G Rural Reality
■ H Aspiring Homemakers
■ I Urban Cohesion
■ J Rental Hubs
■ K Modest Traditions
■ L Transient Renters
■ M Family Basics
■ N Vintage Value
■ O Municipal Challenge

Table 3: Use of Facebook by Mosaic Group (%)

	National %	B	D	E	F	H	J	K	L	M	N	O
Every or Most days	58	49	63	55	35	72	74	53	74	70	46	63
Weekly or Monthly	14	15	14	14	16	10	11	14	10	10	16	15
Not at all	28	37	23	32	48	18	15	33	17	19	38	22

Table 3 shows a fairly mixed picture when it comes to use of facebook (and how often it is accessed). Frequent usage (‘Every or Most Days’) ranges from just 35% (Group F) to 74% (Groups L and J – both groups with a younger age profile). The two groups most likely to ‘Never’ use it are the older groups (F and N). Nationally, almost 3 out of 4 people use facebook, even if they don’t do so every day. This shows that use of facebook is strongly age-related.

Table 4: Use of Twitter by Mosaic Group (%)

	National %	B	D	E	F	H	J	K	L	M	N	O
Every or Most days	23	18	26	20	9	28	39	17	29	26	14	24
Weekly or Monthly	12	11	13	10	8	15	15	11	15	15	6	13
Not at all	65	71	61	69	83	57	46	72	56	59	80	63

Table 4 shows that use of Twitter is still much lower than facebook usage, with the national percentage of people who report using it on a daily (or almost daily) basis 23%, or almost one in four of the population. The total proportion of people who ever use it (daily, weekly or monthly) is around 35%, or just over one in three of the population, with the remaining 65% never use it. The variation by Mosaic Group ranges from 9% of Group F, to 39% of Group J. Again, as with facebook, use of Twitter appears to be strongly age related, but it may be that use of Twitter could still show slight increases (it has not been around for as long as facebook), whereas use of facebook has probably already peaked.

How people prefer to be contacted, or how they prefer to contact organisations, also differs by Mosaic group. Mosaic has three main indicators related to this, they are:

- **Channel preference:** method by which the consumer prefers to be contacted by organisations, e.g direct mail via the post etc.
- **Contacting organisations preference:** the method people prefer to use when they themselves contact organisations
- **Customer research preference:** which method people prefer if they are being asked to take part in research

- A Country Living
- B Prestige Positions
- C City Prosperity
- D Domestic Success
- E Suburban Stability
- F Senior Security
- G Rural Reality
- H Aspiring Homemakers
- I Urban Cohesion
- J Rental Hubs
- K Modest Traditions
- L Transient Renters
- M Family Basics
- N Vintage Value
- O Municipal Challenge

Table 5: Preferred method when people are being contacted by organisations, by Mosaic Group

Channel	National %	B	D	E	F	H	J	K	L	M	N	O
Mobile call	1.2	0.7	0.7	0.8	0.6	1.4	1.7	0.5	1.5	1.5	1.2	2.3
SMS text	1.9	1.5	1.9	1.4	0.9	1.8	3.5	1.1	2.9	2.7	1.1	1.4
Email	58.2	59.7	62.8	59.2	52.3	63.5	62.4	56.6	58.4	59.4	50.1	56.0
Post	15.4	15.7	12.5	14.7	19.9	12.6	11.4	16.3	13.3	15.5	19.8	17.7
Landline	1.8	1.5	1.2	1.8	2.7	0.8	1.1	2.0	1.7	2.1	3.3	3.3
Prefer not to be contacted	21.5	20.9	20.9	22.2	23.6	19.9	19.9	23.5	22.2	18.8	24.5	19.4

As Table 5 shows, e-mail is the most preferred method people say they would wish to be contacted by organisations, with around two in three people preferring this method (decreasing to around half amongst the two older peoples groups F and N). The next strongest preference is to be not contacted at all, and again, this is most common amongst the two Mosaic Groups with the oldest age profiles (F and N). Only the three most popular options have the red, amber, green (RAG) ratings, which indicate whether in comparison to the other Mosaic Groups, a relatively high/low proportion of people in that Mosaic Group prefer this option. Interestingly, many NHS organisations now remind people about appointments by text, or ask post treatment questions (the Friends & Family test) using this method, despite it being one of the least popular options according to Mosaic.

Table 6: Preferred method when people themselves are contacting organisations by Mosaic Group

	National %	B	D	E	F	H	J	K	L	M	N	O
Phone	21.4	20.4	21.3	20.5	21.7	20.4	19.6	21.3	22.4	23.5	24.5	21.1
Email	28.8	27.9	32.0	29.5	28.4	31.7	32.7	27.3	28.0	29.5	25.3	28.3
Online	21.8	23.3	22.9	22.8	18.1	23.7	24.2	21.8	22.0	20.7	18.0	19.4
Post	13.8	14.9	12.5	13.2	15.4	12.9	11.3	13.2	13.0	11.9	15.4	15.8
Shop / branch	8.6	8.1	7.4	9.1	8.4	7.6	7.6	10.6	9.4	8.8	9.4	8.8
Other	5.6	5.4	3.8	5.0	8.0	3.8	4.6	5.7	5.2	5.6	7.3	6.5

Table 6 shows that when people are contacting organisations themselves, the most preferred method is again, e-mail. Closely followed by phoning and going online. The online and e-mail options are most likely to be preferred by the Mosaic Groups with a younger, working age profile (Groups H, J, D), whereas the older groups are (as with twitter and facebook) least likely to prefer these options and are more likely to prefer the post. It is interesting to note that just under one in ten people still prefer the face-to-face contact of going to a shop or branch, but this does not appear to vary by age, as with some options. The oldest Mosaic Group (N) have a fairly high preference for this method (9.4% - slightly higher than the overall national average), but so too do Group L, which is a one of the youngest Mosaic Groups (also 9.4%) who are highly likely to have smartphones



and be online, so this is a fairly unexpected finding.

Table 7: Communication method people prefer if they are being asked to take part in research by Mosaic Group

	National %	B	D	E	F	H	J	K	L	M	N	O
Mobile call	1.1	0.9	0.8	0.8	0.7	1.2	1.4	0.3	1.4	1.4	1.6	2.7
SMS text	1.4	1.1	1.2	0.6	0.5	1.5	2.4	0.6	2.5	1.8	1.3	1.0
Email	66.7	69.0	70.5	69.1	61.6	70.0	69.6	66.2	64.5	66.6	59.5	64.6
Post	10.3	9.7	7.5	8.8	14.2	8.4	8.6	10.7	9.0	10.0	11.4	13.0
Landline	2.1	1.5	1.9	1.5	3.1	1.1	1.2	2.0	1.8	2.7	4.2	2.6
Prefer not to be contacted	16.0	16.2	15.4	16.5	16.9	15.7	15.1	18.0	17.7	14.6	18.9	12.6
No preference	2.4	1.6	2.6	2.7	3.1	2.1	1.7	2.2	3.2	2.9	3.0	3.4

As Table 7 shows, almost two in three people nationally say they prefer to be contacted by e-mail if the purpose is research. The next most common response is the preference not to be contacted at all, followed by the post. Very few people say they prefer to be contacted by phone (landline, mobile or mobile SMS text), so these methods have not been RAG rated. As with some of the other communication indicators, age appears to be an important factor, with the older groups preferring post over e-mail, whilst in the younger Mosaic groups, the opposite is true. Those who were most likely to say they preferred not to be contacted were also likely to be older.

More detailed information on the three most common Mosaic Groups in Wirral are shown on the following pages Group E, (13% of the Wirral population), Group F (13% of the Wirral population) and Group M (11% of the Wirral population).



Group E: Suburban Stability (13% of the Wirral population)



Households within Suburban Stability are mostly headed by people aged between 45 and 65. A significant proportion are still supporting adult children who may be studying, looking for work or enjoying their parents help while they save money for their own future.

Typical homes are a mid-range traditional three bedroom inter-war or post-war semi-detached house built for families in, what are now, established suburbs. These are settled households, most moved into their homes when their children were young, and the average length of residency is 17 years.

Many years employment in a range of lower managerial, supervisory and technical occupations means that Suburban Stability have been able to afford to buy their own homes. Many have paid off the mortgage altogether and others have a relatively small amount left outstanding.

Incomes within this group are respectable and lives are generally comfortable, though the pre-retirement empty-nesters will feel considerably better off than those whose adult children have not yet left, or have returned home. These families can feel stretched, particularly when the younger generation are not contributing to the household finances.

As a group they are reasonably tech-savvy, though they do not rush to buy the latest gadgets. They access the internet daily via broadband and will use it for researching products and services. Comprising mainly older working couples and families, Suburban Stability have low levels of dependency on the state for financial support.

There are lower than average rate of crime compared to the UK as a whole, and instances of anti-social behaviour are rare. People appreciate that they live in a low crime area and accordingly do not generally worry about being a victim of crime.

Group F: Senior Security (13% of the Wirral population)



Senior Security is the oldest Mosaic group of all, with an average age of 75, so almost all are retired. Some are living with their long-time spouse, but a larger number are now living alone, and women outnumber men.

During their working lives Senior Security were employed in a range of managerial and intermediate occupations. They had sufficient income to buy their own homes with a mortgage which is now paid off, leaving them with considerable equity. Homes tend to be comfortable, semi-detached 3 bedroom houses and bungalows in pleasant suburbs. They are generally settled, long-standing residents of their local communities with the longest length of residency of any group, having lived in their homes for nearly 25 years, on average.

Though few now have high incomes, most live in reasonable comfort, their state pensions being supplemented by occupational pensions, and they are content with their standard of living. Senior Security are not fans of technology; they mostly have a pre-pay mobile for emergencies only and will only replace items when absolutely necessary. In contrast to their generally poor levels of understanding when it comes to issues such as climate change and carbon offsetting, Senior Security are amongst the most dedicated recyclers, re-users and reducers of energy use. However this tends to be done less out of environmental concern and more through a desire to save money and avoid unnecessary waste.

Considering their age, Senior Security still enjoy fairly good levels of health. While some do enjoy a regular drink, very few smoke at all and nearly half (30% more than the average) eat '5 a day'. In addition, although they no longer take a lot of exercise they do like to stay active and they are the least likely group to think they should do more to improve their health.

The crime rate is lower than average in these areas, as is anti-social behaviour of all kinds, and this group has a relatively low fear of crime.

Group M: Family Basics (11% of the Wirral 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, routine and semi-routine jobs. As a result, many families are eligible for tax credits and there are significant levels of **financial stress**. Family Basics families often depend on **higher than average levels of financial assistance from the state**.

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 are found in **Rock Ferry, Birkenhead & Tranmere, Bidston & St. James and Seacombe wards**. There are around 37,000 people classified as this Mosaic group in Wirral and almost 21,000 of them live in just these four wards.