
Profile of Birkenhead Constituency

Population profile using
Mosaic Public Sector

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May 2016

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Key Messages

- Just under half (48%) of the population of Birkenhead Constituency are classified as belonging to just three of the 15 Mosaic groups, these are: Group L (Transient Renters) 19%, followed by Group M (Family Basics) 18%, and Group N (Vintage Values) 11%. (see page 6 to 8 for an in-depth description of the characteristics of these groups)
- Birkenhead Constituency has a lower number (and percentage) of its population classified as one of the more affluent Mosaic Groups compared to both the other Constituencies and Wirral overall.
- For example, Group B (Prestige Positions) and Group D (Domestic Success) together make up only 8% (or 1 in 12) of the Birkenhead population, compared to more than double that (16% or more than one in 6) of the overall Wirral population
- Birkenhead & Tranmere ward in particular has a very homogenous population – made up of only a few Mosaic Groups, none of them affluent - it is uniformly deprived. Of the wards 17,000 population, 16,500 fall into just four Groups and these are the 4 most deprived Groups in the Mosaic classification system (Groups L, M, N and O)
- Oxton, Prenton and Claughton have a more varied populations, with some pockets of affluence and some pockets of deprivation sitting alongside each other (e.g in Noctorum)
- 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) and 66 Types based on postcode (see **Table 1** below for a list of the groups, their colour-coding and a short description).

Table 1: Short description of all 15 Mosaic groups

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

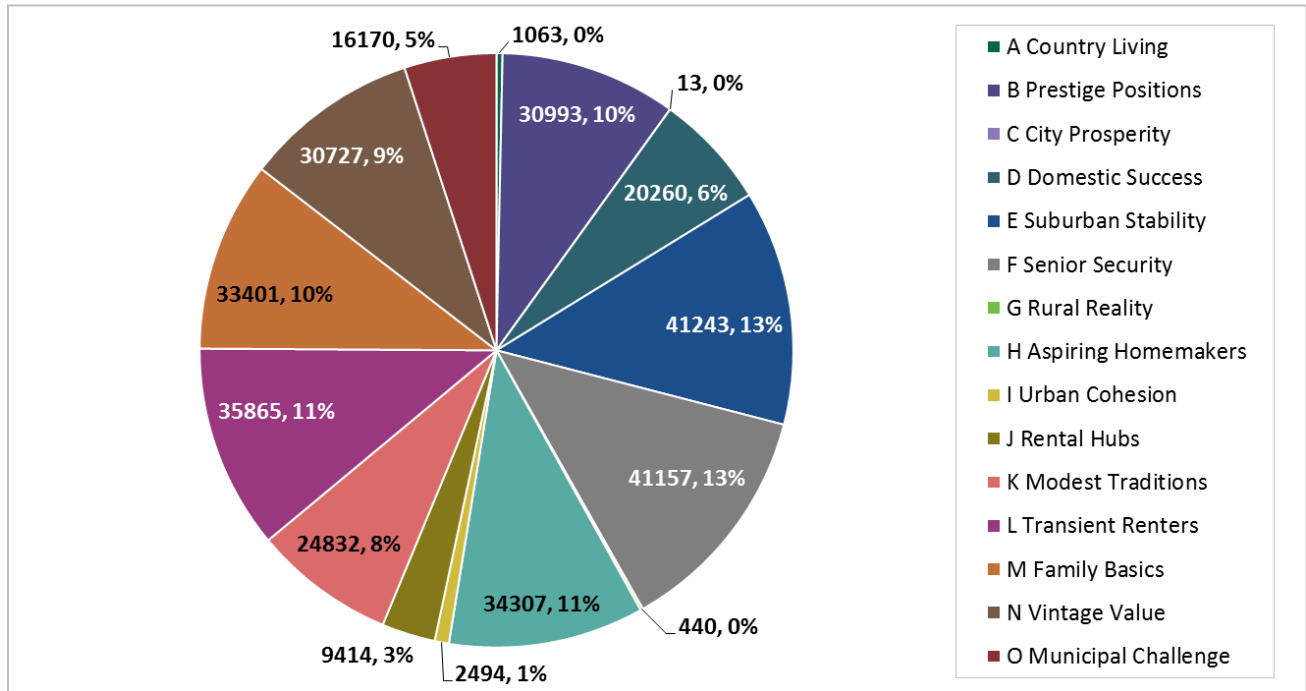


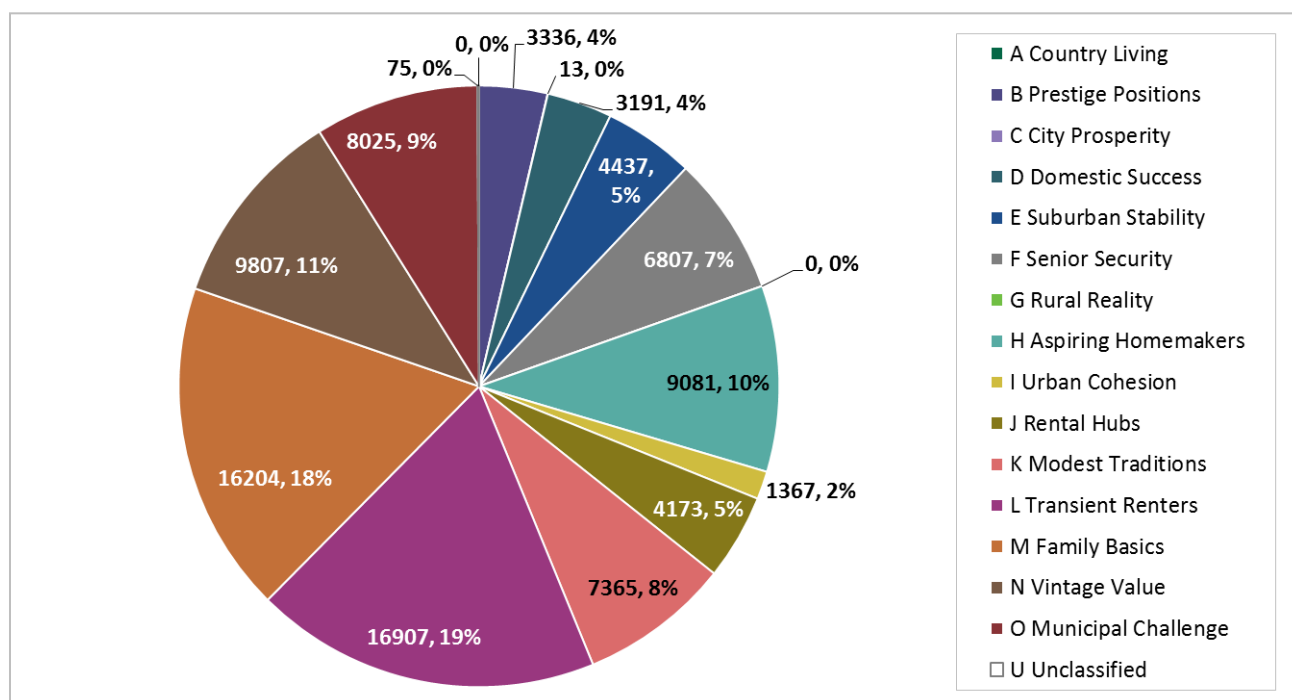
Figure 1 shows that almost half (48%) the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group H (Aspiring Homemakers) and Group L – Transient Renters. See **Table 2** below for the distribution of the groups in Birkenhead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

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

| Mosaic Group | Birkenhead population (No.) | Birkenhead population (%) | Wirral population (%) | UK population (%) |
|-----------------------|-----------------------------|---------------------------|-----------------------|-------------------|
| A Country Living | 0 | 0% | 0% | 6% |
| B Prestige Positions | 3,336 | 4% | 10% | 8% |
| C City Prosperity | 13 | 0% | 0% | 5% |
| D Domestic Success | 3,191 | 4% | 6% | 9% |
| E Suburban Stability | 4,437 | 5% | 13% | 6% |
| F Senior Security | 6,807 | 7% | 13% | 8% |
| G Rural Reality | 0 | 0% | 0% | 5% |
| H Aspiring Homemakers | 9,081 | 10% | 11% | 10% |
| I Urban Cohesion | 1,367 | 2% | 1% | 7% |
| J Rental Hubs | 4,173 | 5% | 3% | 7% |
| K Modest Traditions | 7,365 | 8% | 8% | 4% |
| L Transient Renters | 16,907 | 19% | 11% | 6% |
| M Family Basics | 16,204 | 18% | 10% | 9% |
| N Vintage Value | 9,807 | 11% | 10% | 5% |
| O Municipal Challenge | 8,025 | 9% | 5% | 5% |
| U Unclassified | 75 | 0% | 0% | 0% |
| Grand Total | 90,788 | 100% | 100% | 100% |

As **Table 2** and **Figure 2** show, the largest group in Birkenhead is Group L (Transient Renters), followed by Group M (Family Basics) and Group N (Vintage Values). This is a large difference between Wirral and the UK overall (e.g Group L makes up 6% of the UK population, 11% of the Wirral population, but 19% of the Birkenhead population - a large over-representation).

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

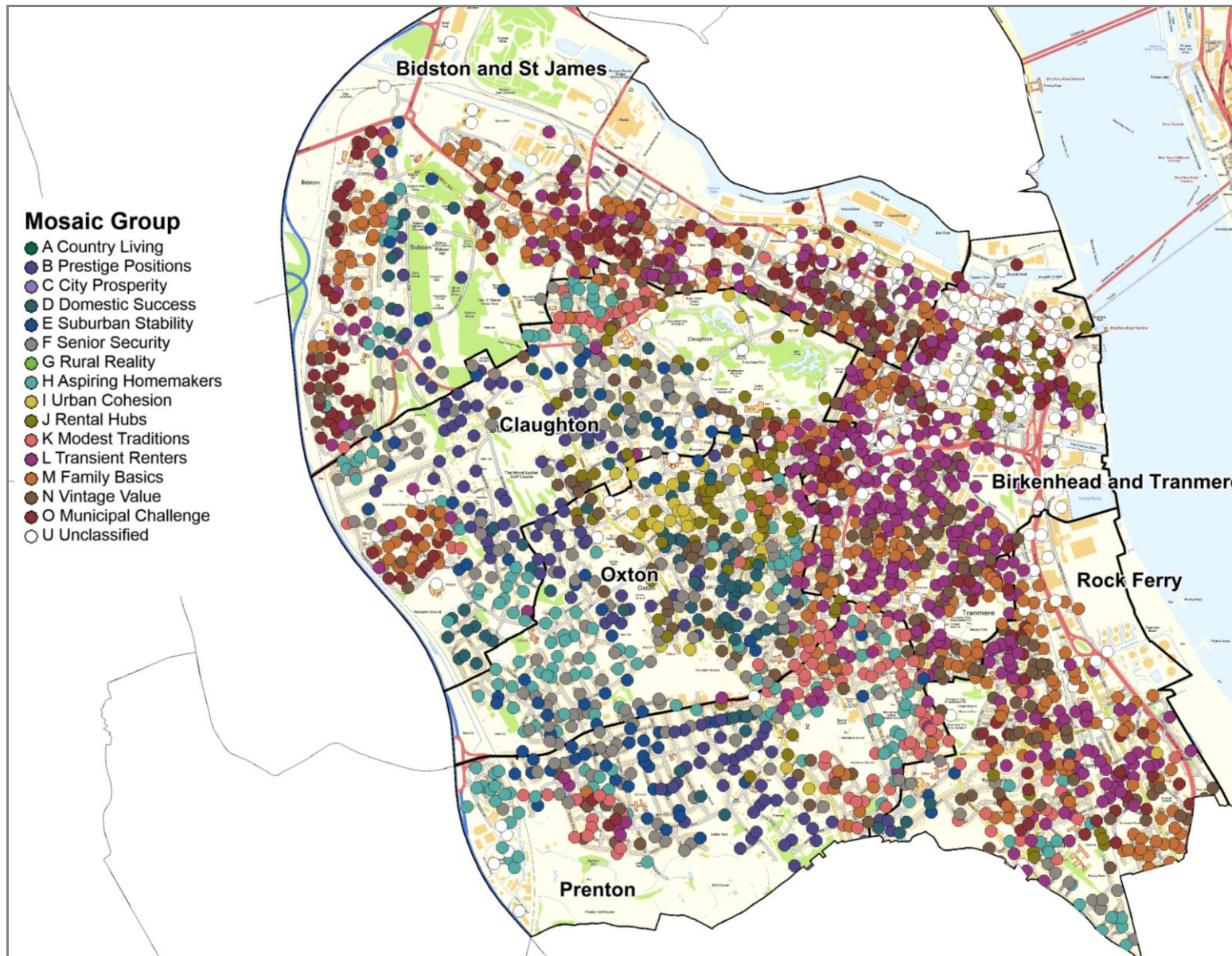


Just under half of the Constituency population (48%), are classified as belonging to one of these three groups. In addition, Birkenhead Constituency has a lower number (and percentages) of its population classified as one of the more affluent Mosaic Groups. For example, Group B (Prestige Positions) and Group D (Domestic Success) together make up only 8% (or 1 in 12) of the Birkenhead population, compared to 16% (or more than one in 6) of the overall Wirral population. In summary, Mosaic analysis confirms many other sources which show high levels of deprivation in the Constituency. There are however, variations between wards. See Table 3 below for a breakdown (individuals) of Mosaic Group by ward.

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

| Mosaic Group | Bidston & St James | Birkenhead & Tranmere | Claughton | Oxton | Prenton | Rock Ferry | Total |
|------------------------------|--------------------|-----------------------|---------------|---------------|---------------|---------------|---------------|
| A Country Living | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| B Prestige Positions | 350 | 0 | 1,010 | 605 | 1,285 | 86 | 3,336 |
| C City Prosperity | 0 | 0 | 13 | 0 | 0 | 0 | 13 |
| D Domestic Success | 329 | 0 | 1,208 | 1,125 | 365 | 164 | 3,191 |
| E Suburban Stability | 96 | 0 | 1,070 | 1,135 | 1,887 | 249 | 4,437 |
| F Senior Security | 396 | 0 | 1,838 | 2,240 | 1,841 | 492 | 6,807 |
| G Rural Reality | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| H Aspiring Homemakers | 515 | 0 | 2,180 | 3,261 | 2,424 | 701 | 9,081 |
| I Urban Cohesion | 0 | 0 | 225 | 1,054 | 69 | 19 | 1,367 |
| J Rental Hubs | 4 | 391 | 1,449 | 1,731 | 157 | 441 | 4,173 |
| K Modest Traditions | 161 | 115 | 1,625 | 778 | 3,777 | 909 | 7,365 |
| L Transient Renters | 2,604 | 8,437 | 843 | 474 | 1,115 | 3,434 | 16,907 |
| M Family Basics | 5,194 | 4,392 | 1,270 | 384 | 549 | 4,415 | 16,204 |
| N Vintage Value | 1,691 | 2,174 | 1,573 | 1,473 | 783 | 2,113 | 9,807 |
| O Municipal Challenge | 4,221 | 1,433 | 639 | 0 | 165 | 1,567 | 8,025 |
| U Unclassified | 0 | 75 | 0 | 0 | 0 | 0 | 75 |
| Grand Total | 15,561 | 17,017 | 14,943 | 14,260 | 14,417 | 14,590 | 90,788 |

Map 1: Geographical distribution of Mosaic groups in Birkenhead Constituency area

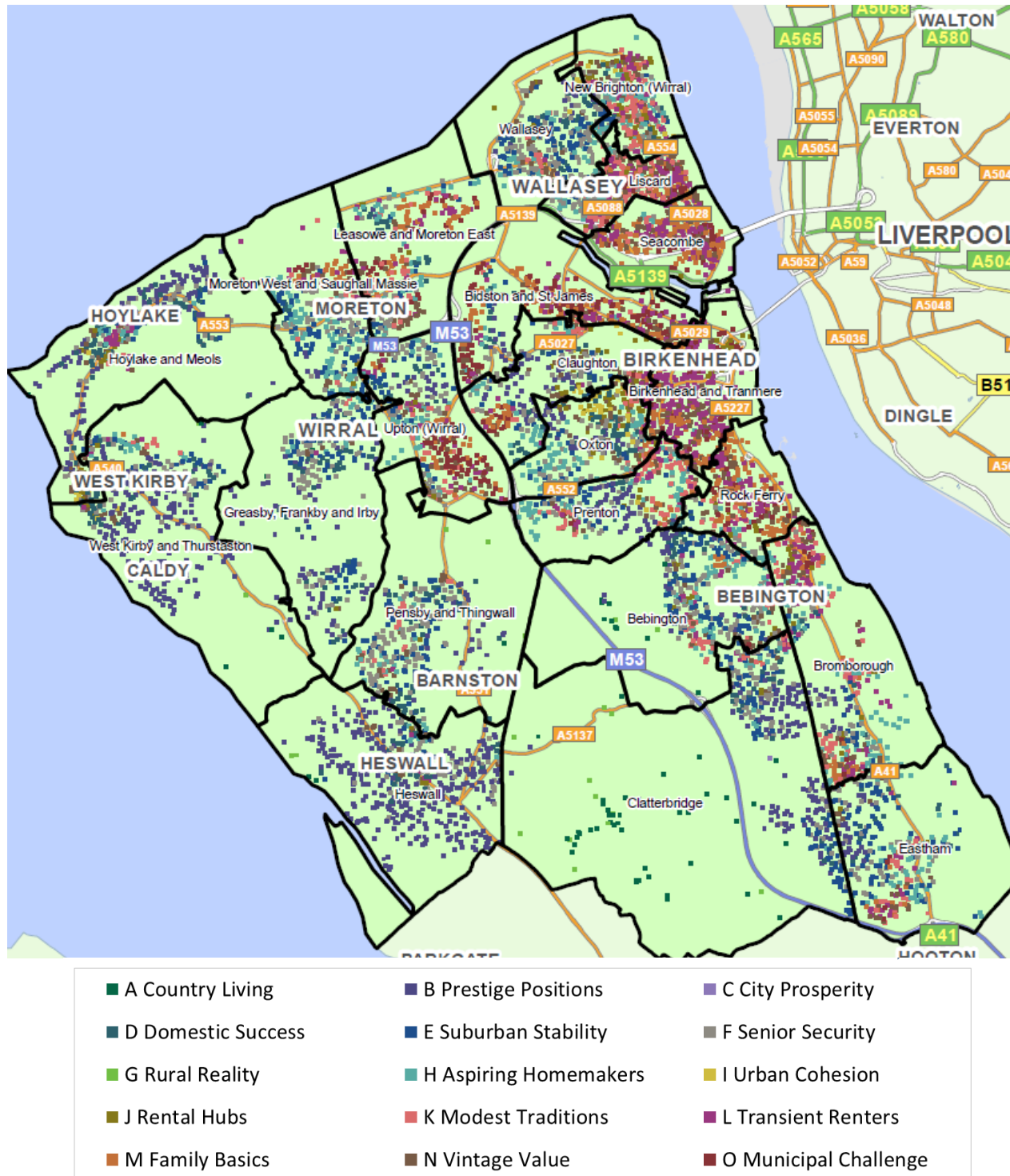


As **Map 1** shows, Birkenhead Constituency is dominated by the more deprived groups in the Mosaic classification system (Groups L, M, N and O). These groups are particularly concentrated in the roads between Park Road North and Corporation Road, the area around St. Catherine's Hospital in Tranmere, Rock Ferry, Prenton Dell, Beechwood and Noctorum (roads running off Noctorum Avenue). Other areas or groups of interest may be areas where private renters are most common (Group J – south of Birkenhead Park and near the Priory in Birkenhead). The most affluent residents (Group D & B) tend to live near the Arno in Oxton, around Wirral Ladies Golf Course and the area around Waterpark Road in Prenton.

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 Massie, 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).

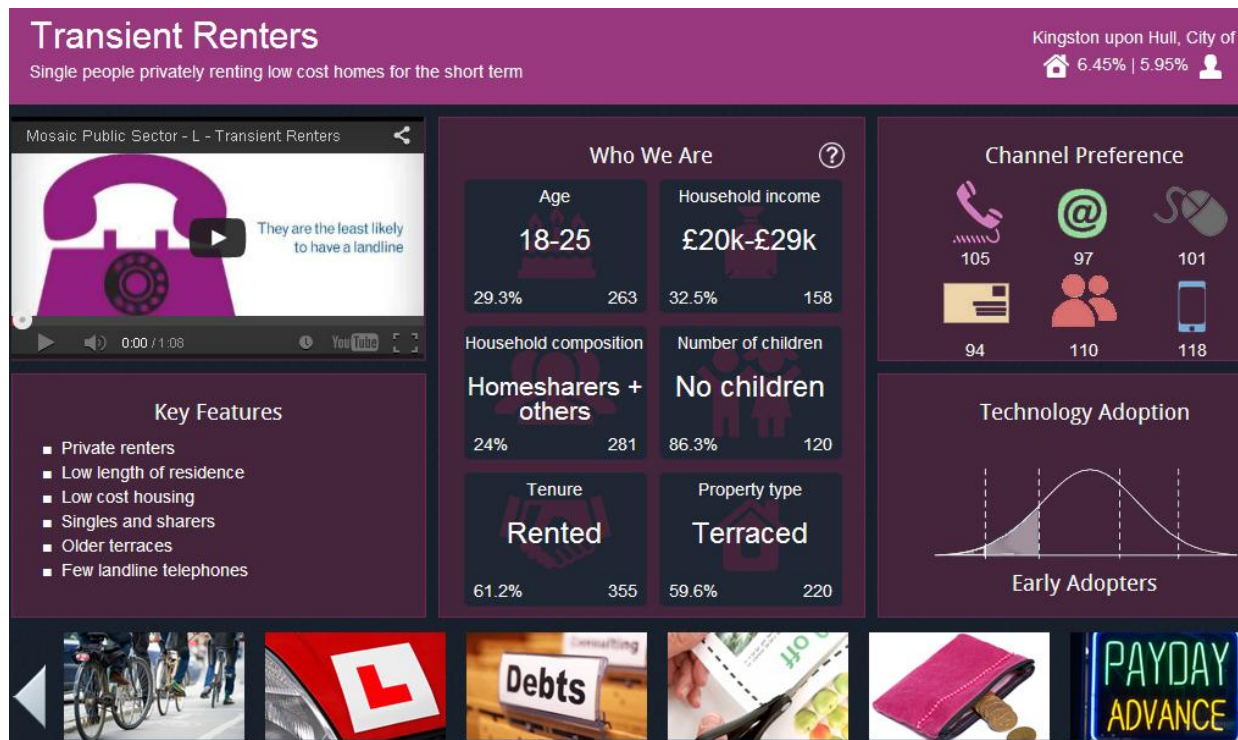
Map 2: Geographical distribution of Mosaic groups in Wirral



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

- Group L (Transient Renters)
- Group M (Family Basics)
- Group N (Vintage Values)

Group L (Transient Renters): 19% of the Birkenhead Constituency population



Around one in 5 (19%) of the Birkenhead 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 three Wirral wards, Birkenhead & Tranmere, Rock Ferry – and Seacombe ward (in Wallasey Constituency).

Transient Renters tend to be **young, single people** renting **low cost homes** and as the name suggests, they are often highly transient, living in 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**.

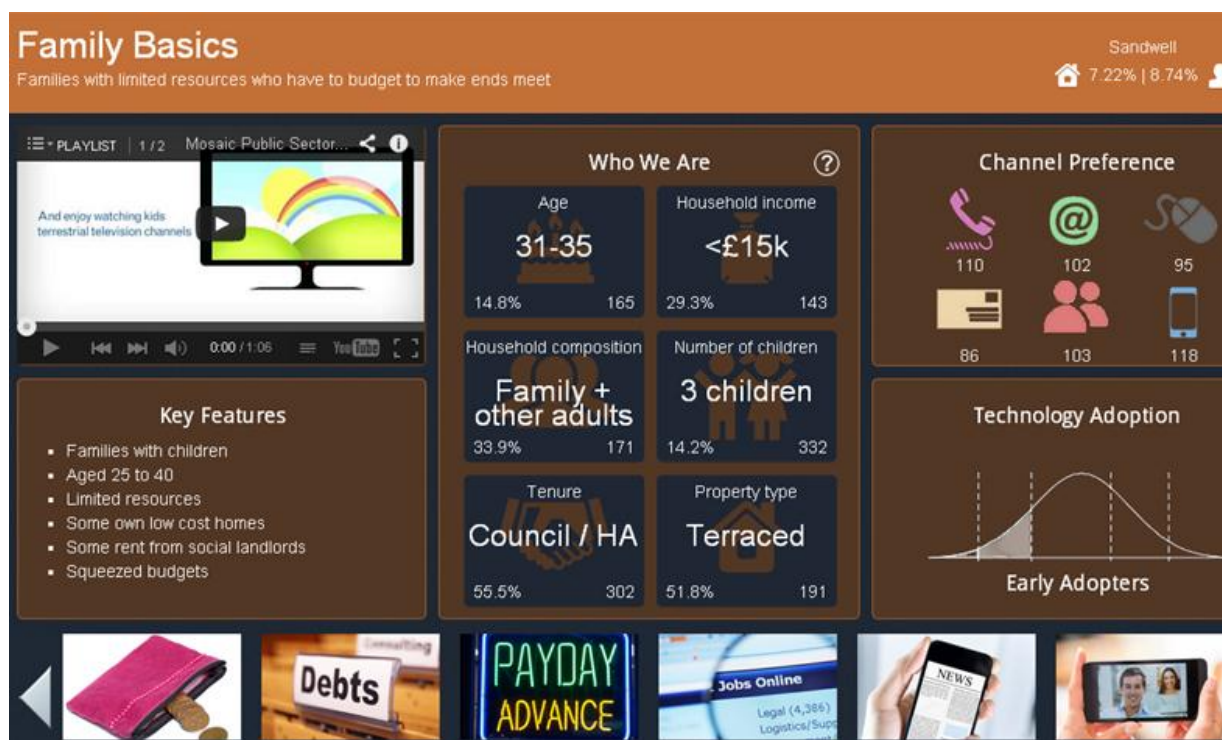
Many work full-time, however the predominance of **low skilled jobs** mean that **incomes are limited**. This group are the most **reliant on their mobile phone** (preferred channel of communication) and are the most likely of all the Mosaic Groups to say they couldn't manage without it. They are the 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): 18% of the Birkenhead Constituency population

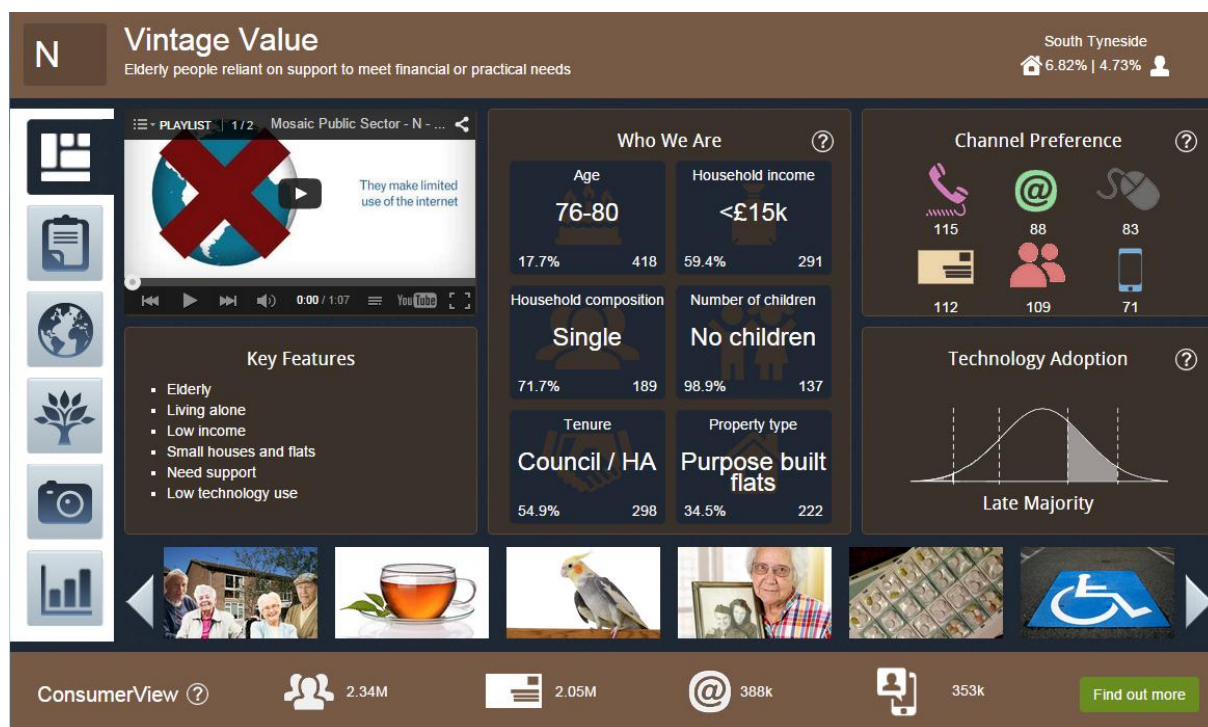


Family Basics are typically adults in their 30s and 40s with **school-aged children on limited budgets**. These are often areas with **few employment options**, limited opportunities, and low income jobs, so the costs of raising children mean many are struggling. In addition to younger children, some 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 are found in **Rock Ferry, Birkenhead & Tranmere, Bidston & St. James and Seacombe ward**. 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.

Group N (Vintage Values): 11% of the Birkenhead Constituency population


Vintage Value consists of **older pensioners** (average age 74), most of whom are now **living alone**. Women tend to outnumber men due to their longer life expectancy. Some still live in homes they have rented from the council for many years, while others have moved into in small housing developments or **specialist accommodation** as their independence has decreased. Typically people in Vintage Value live in small houses and flats, most often with 1 or 2 bedrooms. While the majority are long-term social renters, a third are owner occupiers – a mix of people who have purchased flats and others who exercised their right to buy their home from the council.

Before they retired, Vintage Value often worked in skilled manual occupations or routine jobs. The majority are now **dependent on state pensions**, only a few have additional income from an occupational pension. As a result, **incomes are generally very low**, but they **spend carefully** to keep within their budgets.

Take up of technology (e.g mobile phones, internet services) is very low and they **prefer traditional methods of communications** such as post and landline calls. They often watch many hours of television in a week and enjoy listening to local radio. Although levels of independence and income vary, Vintage Value tend to have a higher than average level of dependency on the state for financial assistance.

The areas in which they live tend have slightly higher crime rates than average and residents often experience issues with **anti-social behaviour**. While they feel safe at home and are only a little more worried than average about being a victim of crime, they are the Group most likely to **feel unsafe if out alone at night**. Vintage Value have the **poorest levels of health** of all the Mosaic Groups. They smoke only a little more than average, but almost half of those that do are heavy or medium smokers. They drink less often than other groups and are better than many at eating 5-a-day, but they rarely exercise – often due to **poor mobility**. They are the least environmentally aware group, but whilst they tend not to recycle, they are willing to do things that save money, such as re-using items and cutting down on their energy use.

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% |
| National Average | 85% | 6% | 94% | 43% | 51% |

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% |
| National average | 70% | 25% | 5% | 94% | 5% | 1% |

Table 5 shows that regular usage of the internet is now the norm, with more than 2 out of 3 people in the UK (70%) using the internet ‘several times a day’. Broadly speaking, the Mosaic groups with the oldest age profiles are the lightest users of the internet (e.g Group F – Senior Security), whilst more affluent Mosaic groups (e.g Group B Prestige Positions) 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 (58%), the use of Twitter is less common, particularly amongst older people (only 23% of less than one in four people in the UK overall say they use Twitter every or most days).

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 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% |
| National average | 58% | 14% | 28% | 23% | 12% | 65% |

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

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**.

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

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

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

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| LSOA or Lower Super Output Area | 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. |
| IMD | Index of Multiple Deprivation. Last calculated in 2015 (at LSOA level) |
| ONS | Office for National Statistics |
| BME | Black and Minority Ethnic Groups |