
Profile of Wirral South Constituency

Population profile using
Mosaic Public Sector

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Key Messages

- More than half (54%) of the population of Wirral South Constituency are classified as belonging to just three of the 15 Mosaic groups, these are: Group E (Suburban Stability) 20% , followed by Group B (Prestige Positions) 20% and Group F (Senior Security) 14% (see page 6-8 for a description of these groups)
- These are all fairly affluent Mosaic Groups, with a slightly older age profile, especially Group F (Senior Security) indicating Wirral South has an older, more stable and financially comfortable population than is the case for Wirral overall
- Wirral South has a lower number (and percentage) of its population classified as any of the more deprived Mosaic Groups. For example, Group L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge) together make up only 10% (or 1 in 10) of the Constituencies population, compared to 26% (more than one in 4) of the Wirral population
- Overall, although Wirral South looks fairly affluent when analysed by Mosaic (compared to Wirral overall), this hides large variation between wards, with Bromborough ward in particular, being the ward with the highest proportion of more deprived Mosaic groups and lowest proportions of the more affluent groups
- 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
- If required, lists of postcodes by the Mosaic Group they are assigned to can be requested from the Public Health Information Team for specific pieces of work

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)

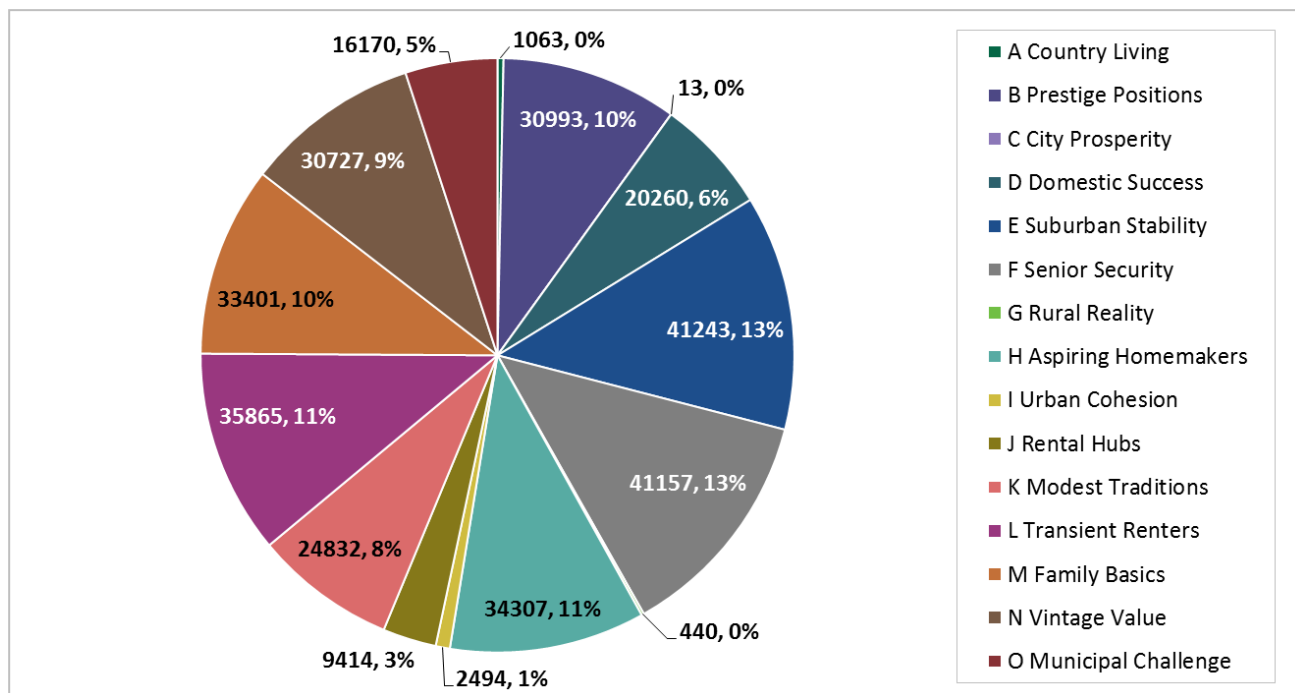


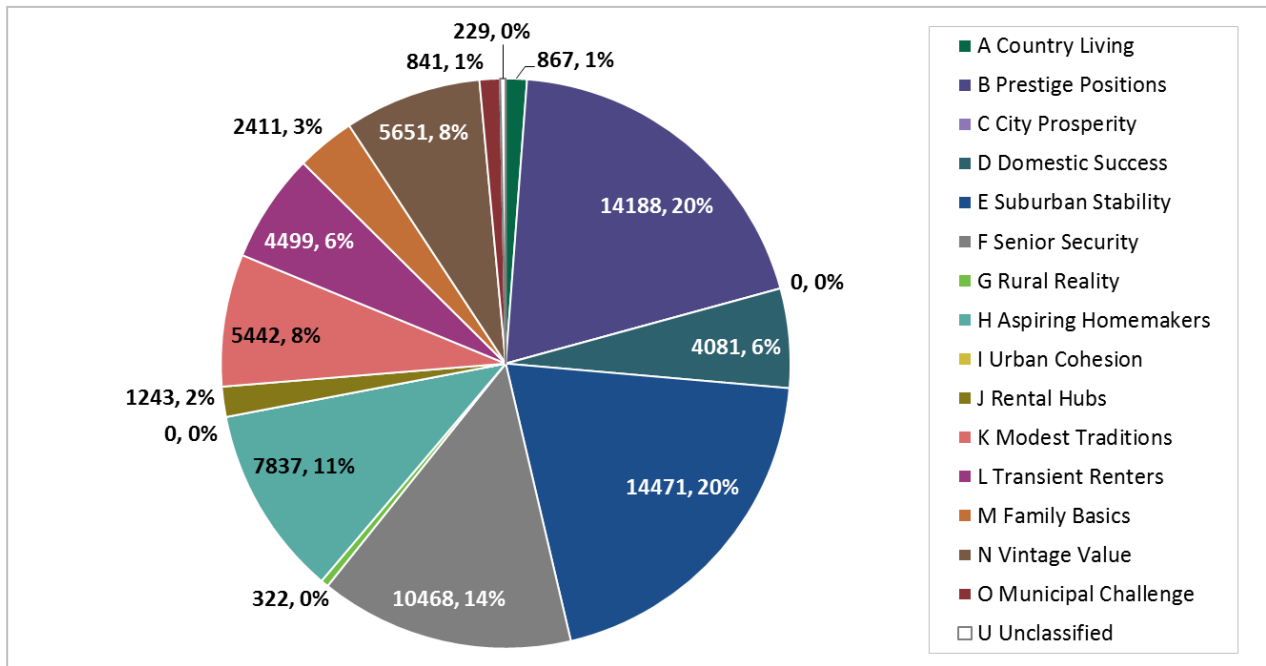
Figure 1 shows that almost half (48%) the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group H (Aspiring Homemakers) and Group L – Transient Renters. See **Table 2** below for the distribution of the groups in Wirral,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

Table 2: Distribution of Mosaic groups in Wirral (%), Wirral South Constituency (number and %) compared to UK (%)

Mosaic Group	Wirral South population (No.)	Wirral South population (%)	Wirral population (%)	UK population (%)
A Country Living	867	1%	0%	6%
B Prestige Positions	14,188	20%	10%	8%
C City Prosperity	0	0%	0%	5%
D Domestic Success	4,081	6%	6%	9%
E Suburban Stability	14,471	20%	13%	6%
F Senior Security	10,468	14%	13%	8%
G Rural Reality	322	0%	0%	5%
H Aspiring Homemakers	7,837	11%	11%	10%
I Urban Cohesion	0	0%	1%	7%
J Rental Hubs	1,243	2%	3%	7%
K Modest Traditions	5,442	8%	8%	4%
L Transient Renters	4,499	6%	11%	6%
M Family Basics	2,411	3%	10%	9%
N Vintage Value	5,651	8%	10%	5%
O Municipal Challenge	841	1%	5%	5%
U Unclassified	229	0%	0%	0%
Grand Total	72,550	100%	100%	100%

As **Table 2** and **Figure 2** show, the largest group in Wirral South is Group E (Suburban Stability), followed by Group B (Prestige Positions) and Group F (Senior Security). This is a large difference

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

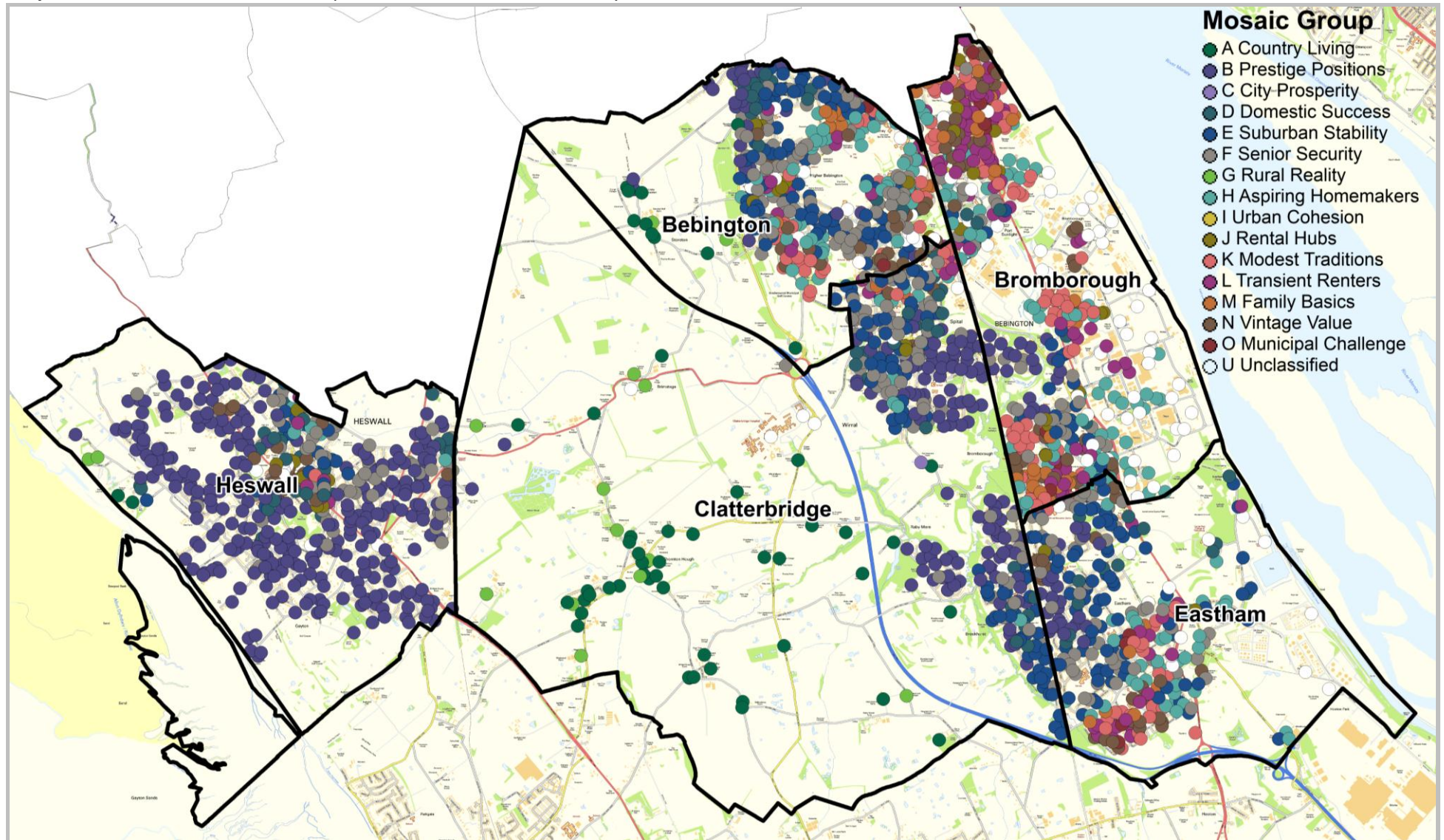


between Wirral and UK overall as this group compared to the UK (e.g Group E makes up 6% of the UK population, 13% of the Wirral population, but 20% of the Wirral South population - so this is a large over-representation in the Constituency). Over half of the Constituency population (54%), are classified as belonging to one of these three groups. In addition, Wirral South Constituency has a lower number (and percentages) of its population classified as one of the more deprived Mosaic Groups. For example, Group L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge) together make up only 10% (or 1 in 10) of the Wirral South population, compared to 26% (or more than one in 4) of the overall Wirral population. In summary, Wirral South looks fairly affluent when analysed by Mosaic (compared to Wirral overall), but this hides very large variation between wards. See **Table 3** and **Map 1** (below and over page) for a breakdown of Mosaic Group by ward.

Table 3: Mosaic Group by Wirral South Constituency ward

Mosaic Group	Bebington	Bromborough	Clatterbridge	Eastham	Heswall	Constituency
A Country Living	114	0	690	0	63	867
B Prestige Positions	712	548	4,162	720	8,046	14,188
C City Prosperity	0	0	0	0	0	0
D Domestic Success	1,074	207	1,135	547	1,118	4,081
E Suburban Stability	4,027	990	4,076	4,542	836	14,471
F Senior Security	2,913	979	2,433	2,103	2,040	10,468
G Rural Reality	18	0	263	0	41	322
H Aspiring Homemakers	2,404	2,577	378	2,297	181	7,837
I Urban Cohesion	0	0	0	0	0	0
J Rental Hubs	245	595	114	63	226	1,243
K Modest Traditions	886	3,191	485	874	6	5,442
L Transient Renters	785	2,496	153	949	116	4,499
M Family Basics	771	1,339	113	188	0	2,411
N Vintage Value	1,421	1,918	206	1,369	737	5,651
O Municipal Challenge	151	484	0	206	0	841
U Unclassified	55	90	66	0	18	229
Grand Total	15,576	15,414	14,274	13,858	13,428	72,550

Map 1: Distribution of Mosaic Groups in Wirral South Constituency wards

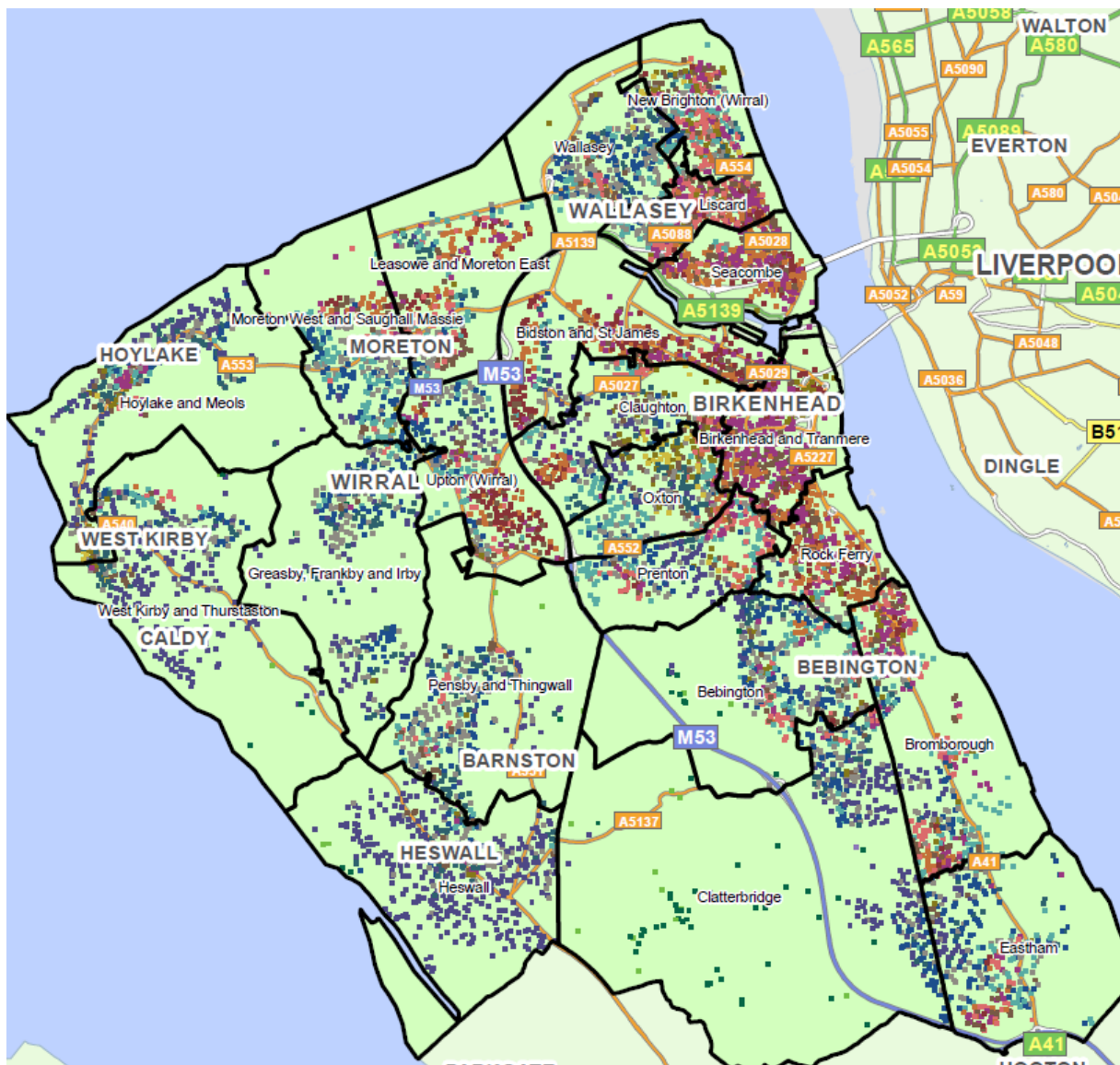


Each dot on Map 1 above is the centre of a postcode. Fewer dots in Clatterbridge ward for example indicates fewer postcodes and a less densely populated area. As the map also shows, Wirral South is dominated by fairly affluent and older Mosaic groups, with small pockets of Group L in Bromborough and

Eastham wards. **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 (area just to the north of Prenton Golf Course) and in Clatterbridge ward (around Dibbinsdale).

Map 2: Distribution of Mosaic groups in Wirral overall



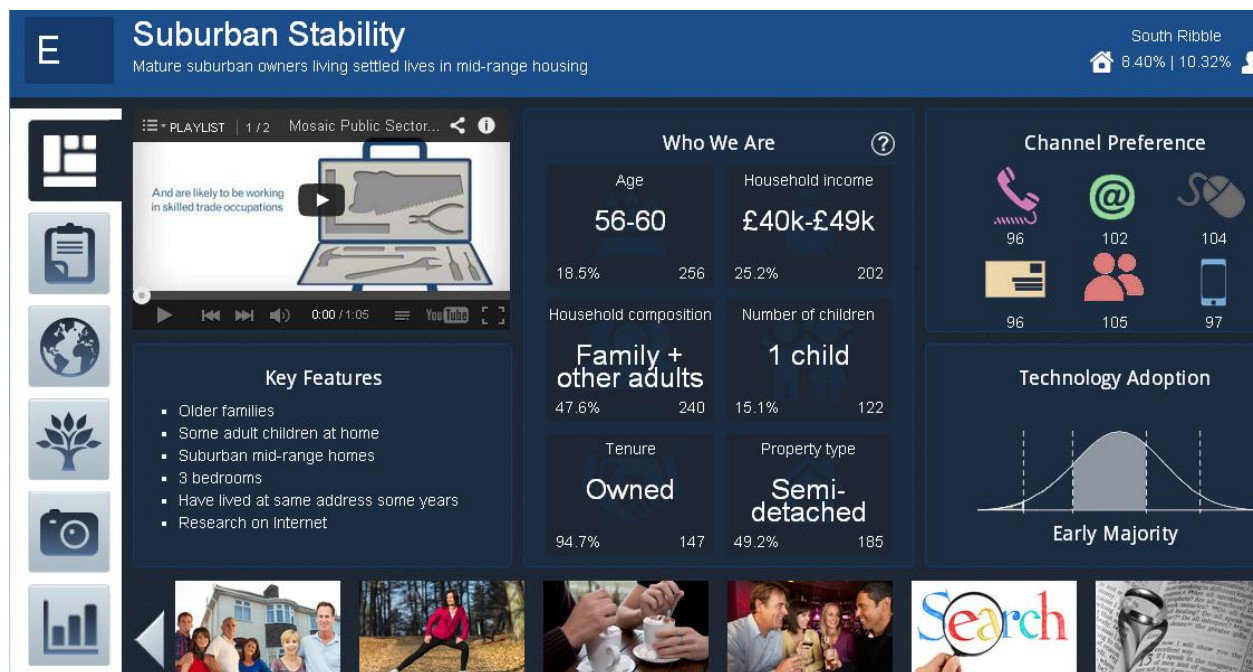
■ A Country Living	■ B Prestige Positions	■ C City Prosperity
■ D Domestic Success	■ E Suburban Stability	■ F Senior Security
■ G Rural Reality	■ H Aspiring Homemakers	■ I Urban Cohesion
■ J Rental Hubs	■ K Modest Traditions	■ L Transient Renters
■ M Family Basics	■ N Vintage Value	■ O Municipal Challenge

In-depth information about the three most common Mosaic groups in Wirral South

The groups are:

- Group B (Prestige Positions)
- Group F (Senior Security)
- Group E (Suburban Stability)

Group E (Suburban Stability): 20% of the Wirral South Constituency population



Suburban Stability are typically **mature couples or families**, mostly **aged between 45 and 65**, living in mid-range family homes in traditional suburbs where they have been settled for many years. Some may be enjoying recent **empty-nest** status, whilst a significant proportion will still be **supporting adult children** who may be studying, looking for work or saving money for a home of their own.

The typical home is a mid-range, traditional **3 bedroom semi** built for families in established suburbs. Many years employment in lower managerial, supervisory and technical occupations enabled this group to **own their own home** (almost 95% of people in this group are likely to own their own home). Many have **paid off the mortgage**, or only have a small amount left outstanding.

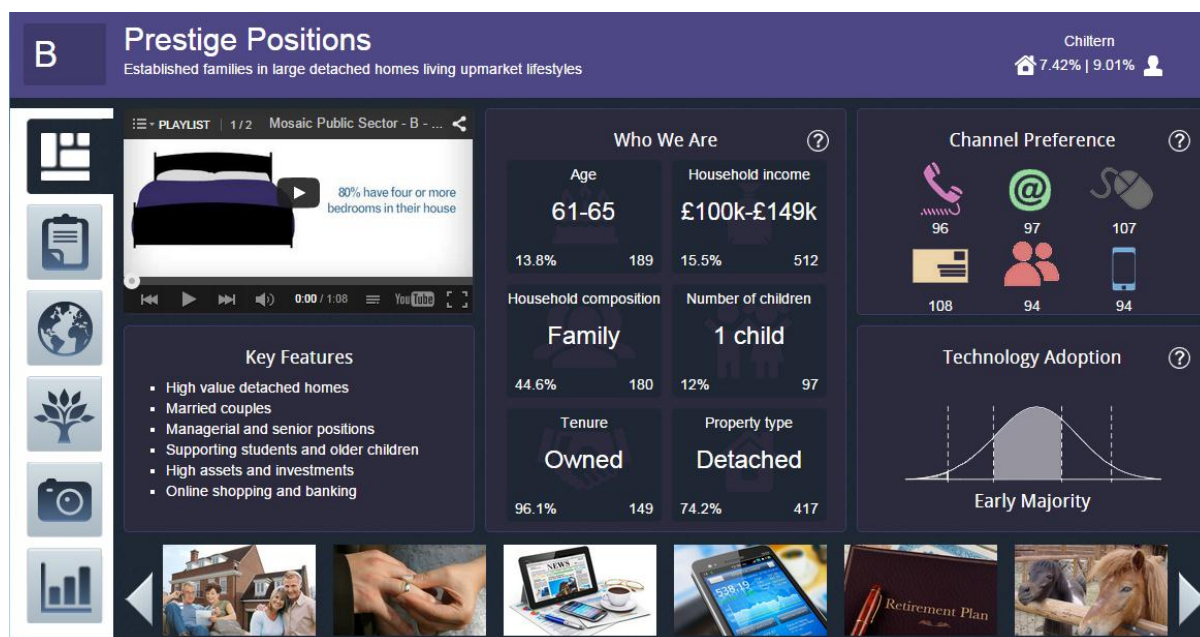
Incomes within this group are respectable, but the pre-retirement empty-nesters will feel considerably better off than those whose adult children have not yet left, or have returned home. These families can feel **stretched**, particularly when the younger generation are not contributing to the household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

Suburban Stability are generally in **good health**. They smoke less than the population average and are fairly moderate drinkers (both in amount and frequency). Overall, households classed as Suburban Stability have **low levels of dependency** on the state for financial or other support.

The Wirral South Constituency wards with the highest number of Group E people are **Eastham**, **Bebington** and **Clatterbridge** (outside of Wirral South, Wallasey and Greasby, Frankby & Irby wards have a large number of residents classed as Group E).

Group B (Prestige Positions): 20% of the Wirral South Constituency population



Around 10% of the Wirral population are classified as Group B (or 31,000 people in Wirral). Approximately half of this number (around 14,000 live in Wirral South Constituency, mainly in Heswall and Clatterbridge wards).

Prestige Positions are **well-educated couples** who have reached **senior/managerial** positions or have accomplished **professional careers**. This is also the group most likely to have achieved success in their own businesses.

They are likely to live in **large family homes**, even though often, there are no longer children living at home. Of those whose children have grown up, many are still offering support, e.g by supporting them through university. For this group the continued financial support of their children is not a problem.

Almost all **own their own homes**, many outright and, in addition to sizeable salaries or large pensions, they often have substantial investment portfolios, making their financial situation very comfortable. With busy lives to manage many make **good, practical use of the internet** without spending long hours online. In particular they manage bank accounts online, search for savings accounts with the best interest rates, and save time by **shopping online**. In general, Prestige Positions are attracted to premium brands, are able to afford expensive holidays and are well insured, often including private medical insurance.

Prestige Positions do not generally require financial support from the state, although a few retired people will access their State Pension. They are the Mosaic Group **least likely to smoke** – yet in common with other affluent groups, they **enjoy drinking regularly** (37% drink two or three times a week – the largest proportion to do this of any Mosaic group). They are however, far more **active** than many younger groups and more inclined than the average to eat ‘Five a day’, these are people who are **generally in good health**.

The Wirral South Constituency wards with the highest number of Group B people are Clatterbridge and Heswall wards (outside of Wirral South, West Kirby & Thurstaston and Hoylake & Meols have large numbers of residents classed as Group B).

Group F (Senior Security): 14% of the Wirral South Constituency population


Senior Security are typically retired **older** people who still **live independently** in comfortable homes. The group includes people who remain in family homes after their children have left and those who have downsized to live among others of a similar age and lifestyle.

Senior Security is the **oldest of all the Mosaic groups** and are typically in their late 70s. A large number **live alone** (mainly women) as may be expected amongst people in this age group (due to differences in male and female life expectancy). Senior Security enjoy relatively good levels of health for their age. While many enjoy a drink, few smoke and nearly half report eating 5 a day (30% higher than the average). In addition, they like to stay active - they are the group *least* likely to say they could do more to be healthy.

During their working lives, Senior Security tended to be employed in managerial and intermediate occupations which provided sufficient income to buy their own homes. The equity their homes have built up now gives them **financial security**. These are typically comfortable semi-detached three bedroom houses and bungalows in **pleasant suburbs**. They are generally settled, long-standing residents of their communities with the longest length of residency of any group, having lived in their homes for on average, 25 years.

Though few have high incomes, most live comfortably, state pensions are often supplemented by occupational pensions and they are **content with their standard of living**. Senior Security are **not technology fans**; they tend to use mobiles for emergencies only and only replace items when necessary. These comfortably-off pensioners have little need for state support or services, apart from drawing their pensions.

Crime and anti-social behaviour is lower than average in these areas and there is a relatively low fear of crime. Senior Security are amongst the best recyclers, re-users and reducers of all the Mosaic groups (often done less out of environmental concern and more to save money and avoid unnecessary waste).

All of the Wirral South Constituency wards (except Bromborough) have high numbers of Group F people. Outside of Wirral South, Wallasey and Pensby & Thingwall have the largest number of residents classed as Group F in Wirral.

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

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