Population Profile of Wirral

Using Mosaic Public Sector

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Population profile of Wirral using Mosaic Public Sector

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Version	Date	Author	Reviewer(s)	Actions
4	26/6/17	Sarah Kinsella	John Highton Hannah Cotgrave	• Amended text and Mosaic Group profiles to include Group L (5th largest Group in Wirral • Amended Table 6 to show largest Mosaic Groups first • Amended Table 7 to show which is largest Mosaic Group in each Wirral ward • Various typos, map updated
Who is this briefing aimed at?				
This briefing has been produced by Wirral Intelligence Service to enable organisations in Wirral to better understand the local population and target their messages and services accordingly.				

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Key Messages

- The largest Mosaic Group in Wirral is Group E – Suburban Stability, with 42,183 people or almost 13% of the Wirral population classified as belonging to this group. This group is typically mature couples or families, living in mid-range family homes in traditional suburbs like Wallasey (which has the highest number of residents classified as belonging to this group)
- Well over half of the population of Wirral are classified as belonging to just five out of the 15 Mosaic groups, these are: Group F - Senior Security; Group E - Suburban Stability; Group M - Family Basics, Group H - Aspiring Homemakers and Group L – Transient Renters
- Four Mosaic groups exist in such small numbers in Wirral, they can mainly be disregarded in analysis concerned with the Wirral population. These are: Group C – City Prosperity; Group G – Rural Reality; Group I – Urban Cohesion and Group A – Country Living
- Compared to the UK overall, Wirral has a predominance of groups with an older age profile, underlining that population ageing is an even more pressing issue for Wirral than it is nationally
- Groups which are under-represented in Wirral (compared to England) appear to be those which are very affluent and those who have younger age profiles
- The geographic distribution of the different Mosaic groups in Wirral reinforces very clearly, what is already known about deprivation in Wirral, with the east of Wirral is dominated by deprived groups such as Group L – Transient Renters and Group O – Municipal Challenge. The west of Wirral on the other hand, is dominated by more affluent Mosaic groups, such as Group D – Privileged Positions
- The fifteen 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
- Equally, in the current climate of financial challenge, Mosaic can be a useful tool, as it allows organisations to disseminate information only to those who may find it relevant and/ or useful

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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 private sector to target services at those most in need of them, and communicate with people in the way they prefer and 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) 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 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

Overview of Wirral using Mosaic

The total population of Wirral is just over 326,000 (in 2017). The pie-chart below shows how this was broken down into the 15 Mosaic groups – and highlights that although Wirral has a fair spread of most of the Groups, four groups in particular make up almost half of the Wirral population.

Figure 1: Breakdown of the Wirral population by Mosaic (2017)
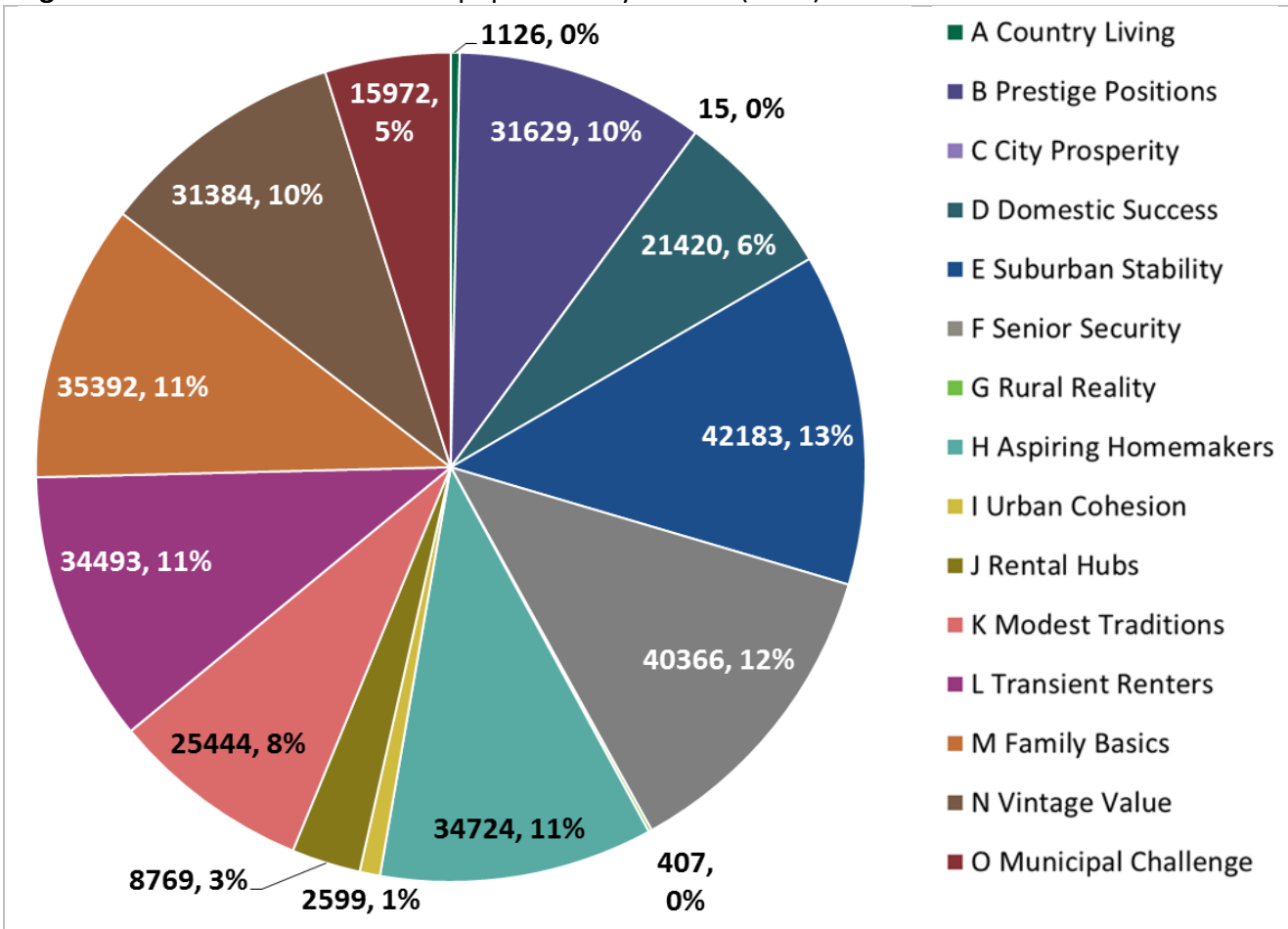
As **Figure 1** shows, the largest Mosaic Group in Wirral is Group E – Suburban Stability, with 42,183 people or almost 13% of the Wirral population classified as belonging to this group. This group is typically mature couples or families, some with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years, Wallasey is the Wirral ward with the largest numbers of people classified as Group E.

The next largest group is Group F – Senior Security, just over 40,000 people or 12% of the Wirral population are classified as belonging to this group. Group F tend to be older singles and couples who are still living independently in comfortable homes who have a level of financial security. The ward with the largest number of people classified as this group in Wirral is Pensby & Thingwall.

The third largest group is Group M – Family Basics (35,392 or 11% of the population) and this group is primarily made up of families with children who have limited budgets who struggle to make ends meet. These are areas where homes are low cost and there are few employment options. Seacombe is the Wirral ward with the largest number of people classified as Group M.

The fourth largest group - Group H – Aspiring Homemakers, comprises 34,724 people in Wirral or 11% of the population. Group H tend to be younger households who have, often, only recently set up home. They usually own their homes in private suburbs, and are highly likely to have younger, school aged children. The Wirral ward with the largest population of Group H is Moreton West & Saughall Massie.

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The next (5th) largest group is Group L – Transient Renters, who make up 34,493 of the Wirral population and are found in the largest numbers in Birkenhead & Tranmere ward. Group L are mainly younger people, who are highly transient, often living in rented properties for short lengths of time before moving on.

These five groups make up well over half (58%) of the Wirral population. Equally, there are some Mosaic groups who are almost non-existent in Wirral. Namely Group C – City Prosperity, Group G – Rural Reality, Group I – Urban Cohesion and Group A – Country Living. Only around 4,000 people in Wirral are classed as belonging to one of these four groups, so they can generally be disregarded in most pieces of analysis produced for Wirral.

See **Appendices** for a breakdown of the total number of Wirral residents in each Mosaic Group by their Ward of residence and the most common Mosaic Groups in each ward.

How does Wirral compare to the UK overall on the distribution of Mosaic Groups?

Figure 2 below shows how Wirral differs to the UK overall on the proportion of the population who fall into the different Mosaic Groups.

Figure 2: Distribution of Mosaic groups in Wirral compared to UK overall
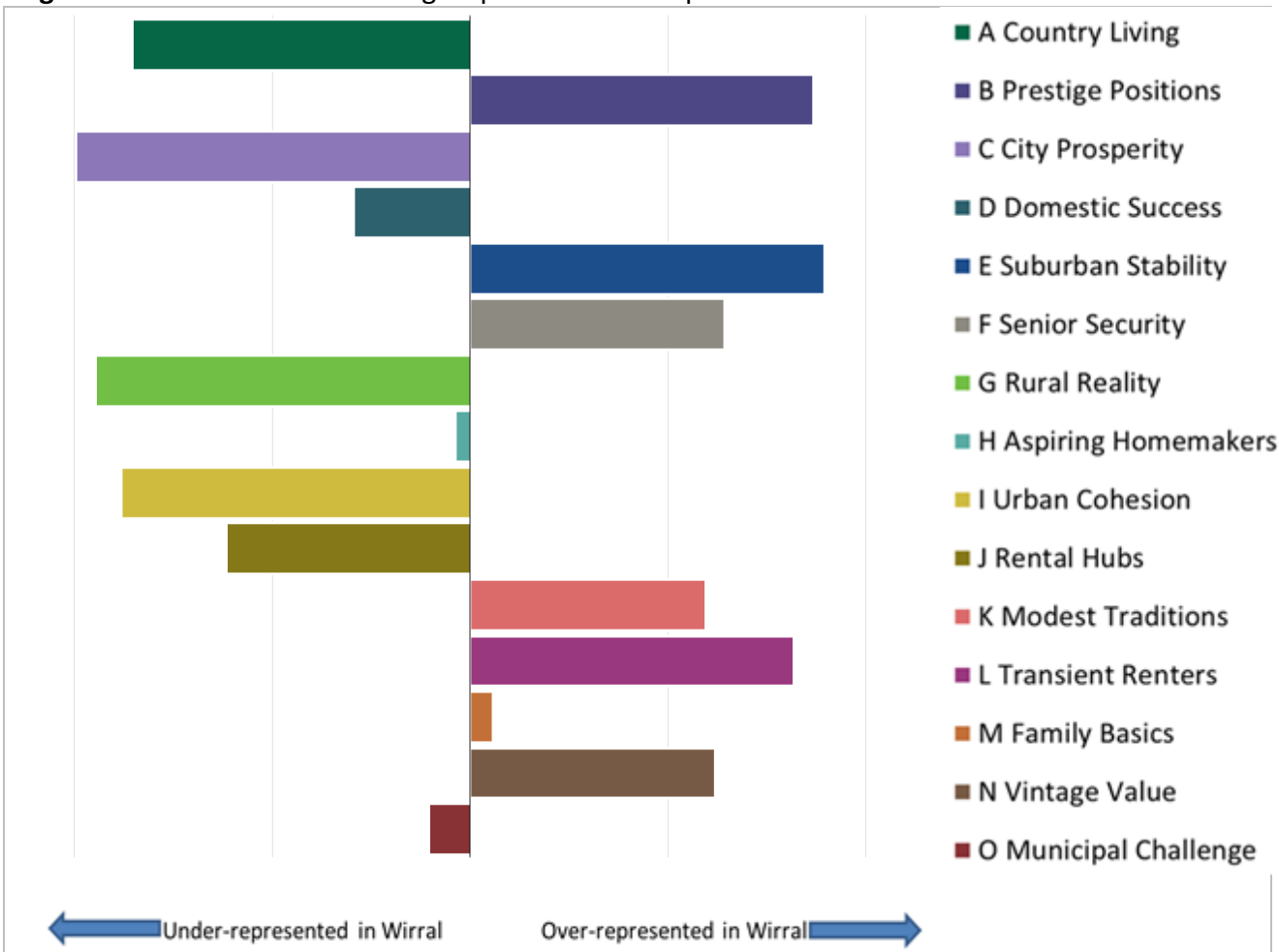
In **Figure 2**, the central vertical line represents the UK average. The further away from the centre the bar representing the various groups are, the more different Wirral is from the UK in the percentage of the population which falls into that group.

Groups to the right of the central line are found in larger proportions in Wirral compared to the UK overall (e.g. Groups B, E and L). Groups to the left of the central line are found in smaller proportions in Wirral than is the case nationally (e.g. groups D, G and I).

As the chart shows, the most *over*-represented group in Wirral is Group E (Suburban Stability). So not only is Group E the largest group in Wirral (in terms of numbers), the proportion of people classified as this group in Wirral is more than double that in the UK overall (Group E makes up 10%% of the UK population, but 13% of the Wirral population).

Other trends which are apparent from this chart, are that Wirral has (compared to England) a predominance of groups with an older age profile, namely groups F (Senior Security, 12% of the Wirral population, compared to only 7% of the UK population, so almost double the UK average) and Group N (Vintage Values – 5% of the UK population, but double this in Wirral at 10%). Given that England overall has an ageing population, Mosaic only underlines that this is an even more pressing issue for Wirral than it is nationally.

Groups which are *under*-represented in Wirral compared to England are younger, diverse and more rural population groups such as Group I (Urban Cohesion – less than 1% of the Wirral population, compared to 7% of the UK population) and Group G (Rural Reality, 0.1% of the Wirral population, compared to 5% of the UK population). In the UK overall, culturally diverse inner-city area are often classified as Group I (Urban Cohesion), so the lack of this group in Wirral reflects the low BME population in Wirral (5% in Wirral compared to 15% in UK overall in the 2011 Census).

The most under-represented group in Wirral however, is Group C (City Prosperity). This group makes up 4% of the UK population, but 0% of the Wirral population. This is not altogether surprising, as individuals classified as belonging to this group are global millionaires, seldom found outside of the most expensive areas of London and Surrey.

For complete list of Mosaic Groups numbers and percentages in both Wirral and the UK, see **Appendices** at the back of this document.

Geographical spread of Mosaic groups in Wirral

Map 1 below shows the geographic distribution of the different Mosaic groups in Wirral. It shows that the east of Wirral is dominated by Group 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.

Likewise, the east of Wirral has some clusters of affluent Mosaic groups, notably in the Noctorum area of Claughton ward, in Prenton ward (area just to the north of Prenton Golf Course) and in the very eastern part of Clatterbridge ward (around Dibbinsdale). All of these areas have significant pockets of Group B (Prestige Positions).

Map 1: Geographical distribution of Mosaic groups in Wirral (2017)
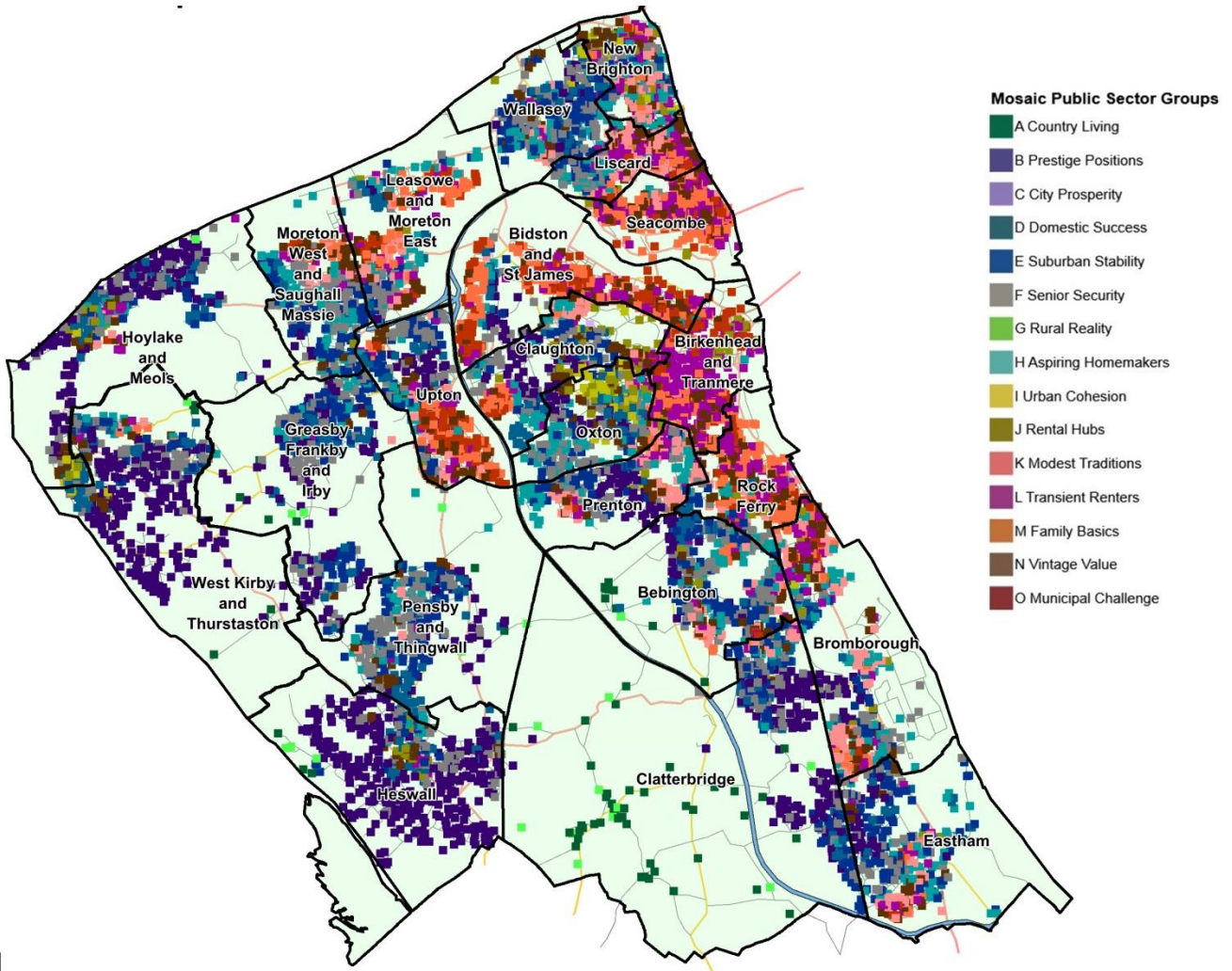
Mosaic Public Sector Groups

- ■ 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

■ 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

More information on the four most common Mosaic groups in Wirral is given on the following few pages, namely:

- Group E (Suburban Stability): 13% of the Wirral population
- Group F (Senior Security): 12% of the Wirral population
- Group M (Family Basics): 11% of the Wirral population
- Group H (Aspiring Homemakers): 11% of the Wirral population

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

	Suburban Stability	South Ribble
E	Mature suburban owners living settled lives in mid-range housing	🏠 8.40% | 10.32% 👤

Mosaic Public Sector - E - S...

And are likely to be working in skilled trade occupations

Key Features
- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

Who We Are

Age	Household income
56-60	£40k-£49k
18.5% 256	25.2% 202

Household composition	Number of children
Family + other adults	1 child
47.6% 240	15.1% 122

Tenure	Property type
Owned	Semi-detached
94.7% 147	49.2% 185

Channel Preference

📞 96	@ 102	🖱 104
96	👥 105	📱 97

Technology Adoption

Early Majority

ConsumerView 👥 4.91M 4.31M @ 1.92M 1.23M [Find out more]

Suburban Stability: Typically mature couples or families, a mix of those with 'empty-nests' and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years. The Wirral ward with the largest number of people classified as this group is Wallasey.

Group F: Senior Security (12% of the Wirral population)

	Senior Security	East Dorset
F	Elderly people with assets who are enjoying a comfortable retirement	🏠 8.46% | 6.58% 👤

Mosaic Public Sector - F - S...

They are unlikely to invest in new digital technology

Key Features
- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

Who We Are

Age	Household income
76-80	<£15k
20.8% 491	33.2% 162

Household composition	Number of children
Single	No children
53.4% 141	99.0% 138

Tenure	Property type
Owned	Bungalow
96.4% 150	32.8% 331

Channel Preference

📞 102	@ 98	🖱 83
111	👥 98	📱 58

Technology Adoption

Laggards

ConsumerView 👥 3.28M 2.92M @ 591k 414k [Find out more]

Senior Security: Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. The Wirral ward with the highest number of Group F residents is Pensby & Thingwall.

Group H: Aspiring Homemakers (11% of Wirral population)

Aspiring Homemakers — Younger households settling down in housing priced within their means

Milton Keynes — 8.79% | 8.17%

Mosaic Public Sector - H - A...

...half have started families

Key Features
- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Who We Are

Age	Household income
31-35	£40k-£49k
20.0% 223	20.5% 165
Household composition	Number of children
Pseudo family	2 children
19.6% 219	18.3% 198
Tenure	Property type
Owned	Semi-detached
77.2% 120	41.3% 156

Channel Preference

95 110 109
93 88 122

Technology Adoption

Early Majority

ConsumerView 4.61M 3.38M 2.05M 1.18M Find out more

Aspiring Homemakers: Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, and are likely to have school aged children. The ward with the highest number of residents classed as this group is Moreton West & Saughall Massie.

Group M: Family Basics (11% of the Wirral population)

Family Basics — Families with limited resources who have to budget to make ends meet

Sandwell — 7.22% | 8.74%

Mosaic Public Sector - M - F...

And are most likely to read a red-top newspaper

Key Features
- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

Who We Are

Age	Household income
31-35	<£15k
14.8% 165	29.3% 143
Household composition	Number of children
Family + other adults	3 children
33.9% 171	14.2% 332
Tenure	Property type
Council / HA	Terraced
55.5% 302	51.8% 191

Channel Preference

110 102 95
86 103 118

Technology Adoption

Early Adopters

ConsumerView 4.44M 3.67M 2.20M 1.42M Find out more

Family Basics: Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options. The ward with the highest number of residents classed as this group is Seacombe.

Group L – Transient Renters (11% of the Wirral population)

Transient Renters: Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, living in properties for short lengths of time before moving on.

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 tables show how the different Mosaic groups vary on these indicators.

Table 2: 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%**

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As **Table 2** shows, likelihood of having a landline in the UK is 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). The table 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 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.

Tables 3 and 4 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 3: 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 3 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 4 (over page) shows that whilst the use of Facebook is now common, with over half of UK adults saying the use it 'every' or 'most' days (58%), the use of Twitter is less common, particularly amongst older people (only 23% or less than one in four people in the UK overall say they use Twitter every or most days).

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Table 4: 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%**

Use of Facebook varies from 74% amongst the groups with younger age profiles (e.g. Group L – Transient Renters) to 35% amongst Group F - Senior Security. Meaning it is probably best used when trying to engage a younger audience. The same applies to Twitter, where only 9% of Group F (Senior Security) use Twitter regularly.

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 5**.

Table 5: Communication preferences when being contacted by organisations (%)

Mosaic Group	Mobile call	Text	Email	Post	Landline	Prefer not to be contacted
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%**

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As **Table 5** shows, very few people prefer being called on either their mobile or landline, and the most preferred option is to be e-mailed (58% of the UK population say they prefer this method).

A substantial proportion of the population (over one in five, or 22% of the UK population) prefer not to contacted at all, with older Mosaic groups being 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. amongst Group F – Senior Security and Group N – Vintage Value, this rises to 20%). It would appear therefore, that using the post is a more appropriate method to contact older people (compared to say, ringing or texting).

Appendices

Table 6 below shows, how Wirral compares to the national picture on the distribution of the 15 Mosaic Groups. Both numbers and percentages are shown for Wirral, percentages only are shown for the UK overall. Instead of showing the Mosaic Groups A-O – as is usual – they are shown in the order of how common they are in Wirral.

Table 6: Distribution of Mosaic groups in Wirral in 2017 (number and %) compared to UK (%)

Mosaic Group	Wirral (Number)	Wirral (%)	UK (%)
E Suburban Stability	42,183	12.9%	10.3%
F Senior Security	40,366	12.4%	6.6%
M Family Basics	35,392	10.8%	8.7%
H Aspiring Homemakers	34,724	10.6%	8.2%
L Transient Renters	34,493	10.6%	5.9%
B Prestige Positions	31,629	9.7%	9.0%
N Vintage Value	31,384	9.6%	4.7%
K Modest Traditions	25,444	7.8%	5.9%
D Domestic Success	21,420	6.6%	7.1%
O Municipal Challenge	15,972	4.9%	5.7%
J Rental Hubs	8,769	2.7%	6.4%
I Urban Cohesion	2,599	0.8%	5.4%
A Country Living	1,126	0.3%	6.5%
G Rural Reality	407	0.1%	5.6%
U Unclassified	290	0.1%	6.5%
C City Prosperity	15	0.0%	4.0%
Grand Total	326,213	100%	100%

Table 7 (over page), shows residents of Wirral by Mosaic Group and ward of residence. The N/A category refers to those postcodes which are unable to be classified by Mosaic (e.g. industrial areas).

Table 7 also shows (cells highlighted in red) which is the most common Mosaic Group in each ward.

Table 7: Number of residents in each Mosaic group by Wirral ward (2017)

Ward name	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	N/A	Grand Total
Bebington	123	704	0	1093	3926	3071	26	2321	0	229	964	705	913	1389	151	55	15670
Bidston & St James	0	265	0	275	128	142	0	569	0	0	196	2427	5418	1996	4094	0	15510
Birkenhead & Tranmere	0	0	0	0	0	51	0	40	0	347	206	8848	4465	2063	1591	75	17686
Bromborough	0	552	0	230	1142	926	0	2644	22	540	3276	1871	1569	2213	517	90	15592
Clatterbridge	735	4301	0	1169	3964	2541	219	336	0	114	490	97	158	216	0	0	14340
Claughton	0	1108	13	1283	1220	2118	0	2075	272	1514	1431	903	1354	1607	582	0	15480
Eastham	0	772	0	856	4298	2035	0	2455	0	65	1065	579	480	1242	206	0	14053
Greasby, Frankby & Irby	77	2814	0	2489	4347	2821	19	901	0	50	126	67	0	307	0	0	14018
Heswall	65	8053	0	1237	794	1884	77	287	0	203	6	149	0	741	0	18	13514
Hoylake & Meols	0	3745	2	3203	894	1577	15	713	582	570	147	888	0	1008	31	52	13427
Leasowe & Moreton East	0	83	0	924	1192	1289	0	1977	0	170	1517	1030	3326	1640	1565	0	14713
Liscard	0	0	0	16	596	1878	0	1626	0	192	3428	2864	1965	2095	651	0	15311
Moreton West & Saughall Massie	0	124	0	346	3786	2453	0	3586	0	87	948	528	897	1152	198	0	14105
New Brighton	0	0	0	289	948	1548	0	3002	249	1715	2824	2563	619	1597	14	0	15368
Oxton	0	563	0	1120	1273	2550	0	3143	1064	1694	787	438	269	1441	0	0	14342
Pensby and Thingwall	36	865	0	2447	3317	3668	22	1366	0	0	456	90	0	835	0	0	13102
Prenton	0	1290	0	312	2274	2023	0	2198	71	168	3815	900	578	602	165	0	14396
Rock Ferry	0	69	0	181	273	305	0	727	0	486	939	3358	4684	1932	1489	0	14443
Seacombe	0	0	0	0	28	55	0	337	0	360	567	4278	6104	3112	1492	0	16333
Upton	0	899	0	534	1879	1893	0	1088	0	89	1158	1188	2364	2140	3211	0	16443
Wallasey	0	480	0	1451	4746	3248	0	2518	199	113	690	475	65	1204	15	0	15204
West Kirby & Thurstaston	90	4942	0	1965	1158	2290	29	815	140	63	408	247	164	852	0	0	13163
Wirral	1126	31629	15	21420	42183	40366	407	34724	2599	8769	25444	34493	35392	31384	15972	290	326213