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# Profile of Wirral West Constituency

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Population profile using  
Mosaic Public Sector

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## Key Messages

- More than two thirds (68%) of the population of Wirral are classified as belonging to just four out of the 15 Mosaic groups, these are: Group F - Senior Security; Group E - Suburban Stability; Group B (Prestige Positions) and Group D (Domestic Success)
- Wirral West has very few people classified as belonging to the more deprived Mosaic Groups L, M and O. Almost all those who are classified as belonging to these groups live in just one ward in Wirral West – Upton (specifically, on the Woodchurch estate)
- Groups which are under-represented in Wirral West (compared to Wirral overall and England) appear to be those which are very deprived and/or who have younger age profiles
- The group which is most common in Wirral West, making up almost one in 5 of the total population (19%) is Group F (Senior Security). Along with Group N (Vintage Values), Group F has the oldest age profile of all the Mosaic Groups
- West Kirby appears to be the most ‘mixed’ area in Wirral West, with several different groups apparent. In the rest of the constituency, areas appear to be more homogenous, either predominantly one or two groups only
- The geographic distribution of the different Mosaic groups in Wirral reinforces very clearly, what is already known about deprivation in Wirral
- 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
- As Wirral West has an older age profile than other areas of Wirral, it is likely that there will be a larger proportion of the population who prefer more traditional forms of communication (e.g they are less likely to be users of social media than younger people)

## 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

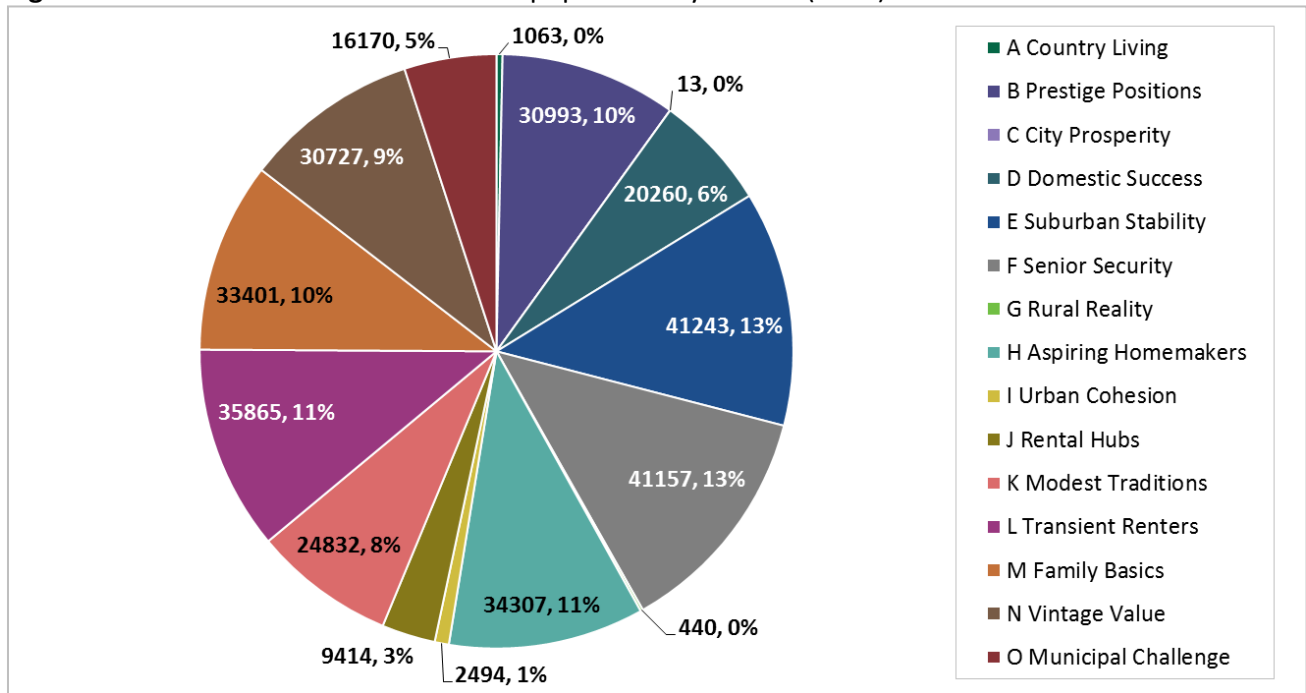
Mosaic Group	Short description
<b>A Country Living</b>	Well-off owners in rural locations enjoying the benefits of country life
<b>B Prestige Positions</b>	Established families in large detached homes living upmarket lifestyles
<b>C City Prosperity</b>	High status city dwellers pursuing careers with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

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

## Overview of Wirral using Mosaic

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

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



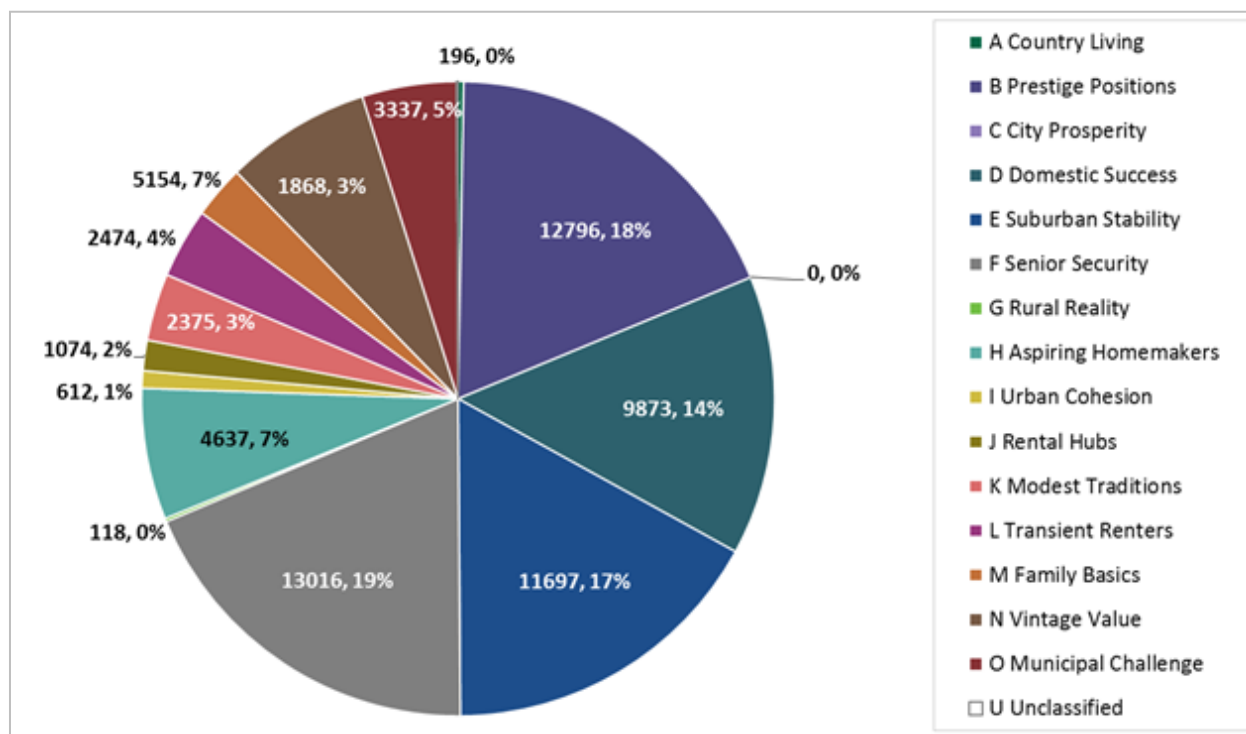
**Figure 1** shows that more than two-thirds (68%) the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group B (Prestige Positions) and Group D (Domestic Success). See **Table 2** below for the distribution of the groups in Wirral, Wirral West Constituency and how this compares to the national picture.

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

Mosaic Group	Wirral West population (No.)	Wirral West population (%)	Wirral population (%)	UK population (%)
A Country Living	196	0%	0%	6%
B Prestige Positions	12,796	18%	10%	8%
C City Prosperity	0	0%	0%	5%
D Domestic Success	9,873	14%	6%	9%
E Suburban Stability	11,697	17%	13%	6%
F Senior Security	13,016	19%	13%	8%
G Rural Reality	118	0%	0%	5%
H Aspiring Homemakers	4,637	7%	11%	10%
I Urban Cohesion	612	1%	1%	7%
J Rental Hubs	1,074	2%	3%	7%
K Modest Traditions	2,375	3%	8%	4%
L Transient Renters	2,474	4%	11%	6%
M Family Basics	1,868	3%	10%	9%
N Vintage Value	5,154	7%	10%	5%
O Municipal Challenge	3,337	5%	5%	5%
U Unclassified	56	0%	0%	0%
<b>Grand Total</b>	<b>69,283</b>	<b>100</b>	<b>100%</b>	<b>100%</b>

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

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



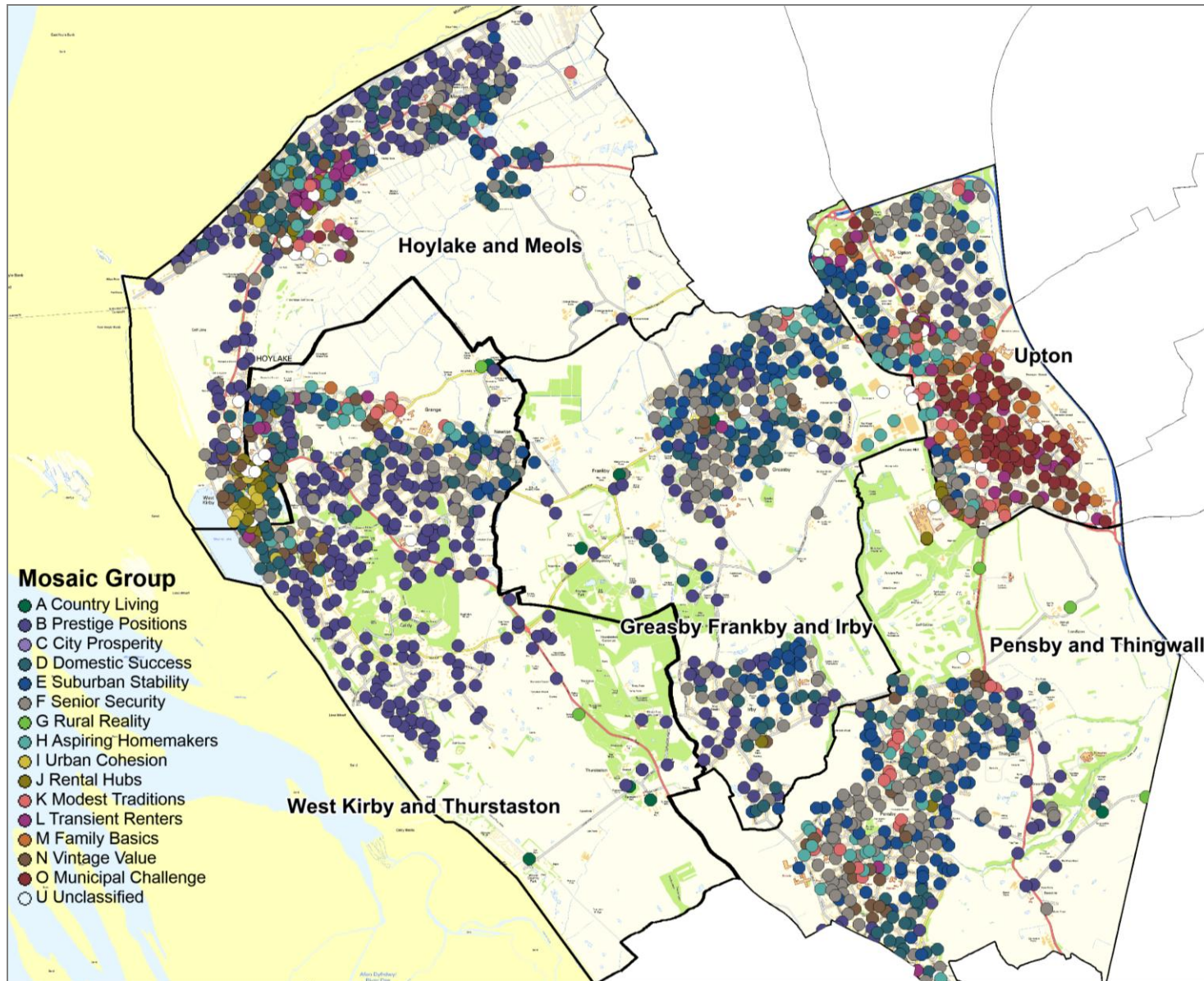
between Wirral and UK overall as this group compared to the UK (e.g Group F makes up 8% of the UK population, 13% of the Wirral population, but 19% of the Wirral West population - a large over-representation). In addition, Wirral West Constituency has a lower number (and percentage) of its population 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 12% (or 1 in 8) of the Wirral West population, compared to 26% (or more than one in 4) of the overall Wirral population. Although Wirral West appears affluent when analysed by Mosaic (compared to Wirral overall), this hides some variation between wards. See **Table 3 below**.

**Table 3:** Mosaic Group by Wirral West Constituency ward

Mosaic Group	Greasby, Frankby & Irby	Hoylake & Meols	Pensby & Thingwall	Upton	West Kirby & Thurstaston	Total
<b>A Country Living</b>	75	0	36	0	85	<b>196</b>
<b>B Prestige Positions</b>	2,724	3,597	842	800	4,833	<b>12,796</b>
<b>C City Prosperity</b>	0	0	0	0	0	<b>0</b>
<b>D Domestic Success</b>	2,260	3,253	2,051	498	1,811	<b>9,873</b>
<b>E Suburban Stability</b>	4,429	1,104	3,180	1,789	1,195	<b>11,697</b>
<b>F Senior Security</b>	3,004	1,736	4,145	2,033	2,098	<b>13,016</b>
<b>G Rural Reality</b>	17	15	57	0	29	<b>118</b>
<b>H Aspiring Homemakers</b>	879	645	1,018	1,139	956	<b>4,637</b>
<b>I Urban Cohesion</b>	0	516	0	0	96	<b>612</b>
<b>J Rental Hubs</b>	56	586	29	252	151	<b>1,074</b>
<b>K Modest Traditions</b>	126	122	600	1,000	527	<b>2,375</b>
<b>L Transient Renters</b>	69	912	63	1,256	174	<b>2,474</b>
<b>M Family Basics</b>	0	0	0	1,785	83	<b>1,868</b>
<b>N Vintage Value</b>	305	1,040	836	2,209	764	<b>5,154</b>
<b>O Municipal Challenge</b>	0	37	0	3,300	0	<b>3,337</b>
<b>U Unclassified</b>	0	52	0	4	0	<b>56</b>
<b>Total</b>	<b>13,944</b>	<b>13,615</b>	<b>12,857</b>	<b>16,065</b>	<b>12,802</b>	<b>69,283</b>



**Map 1:** Geographical distribution of Mosaic Groups in Wirral West Constituency

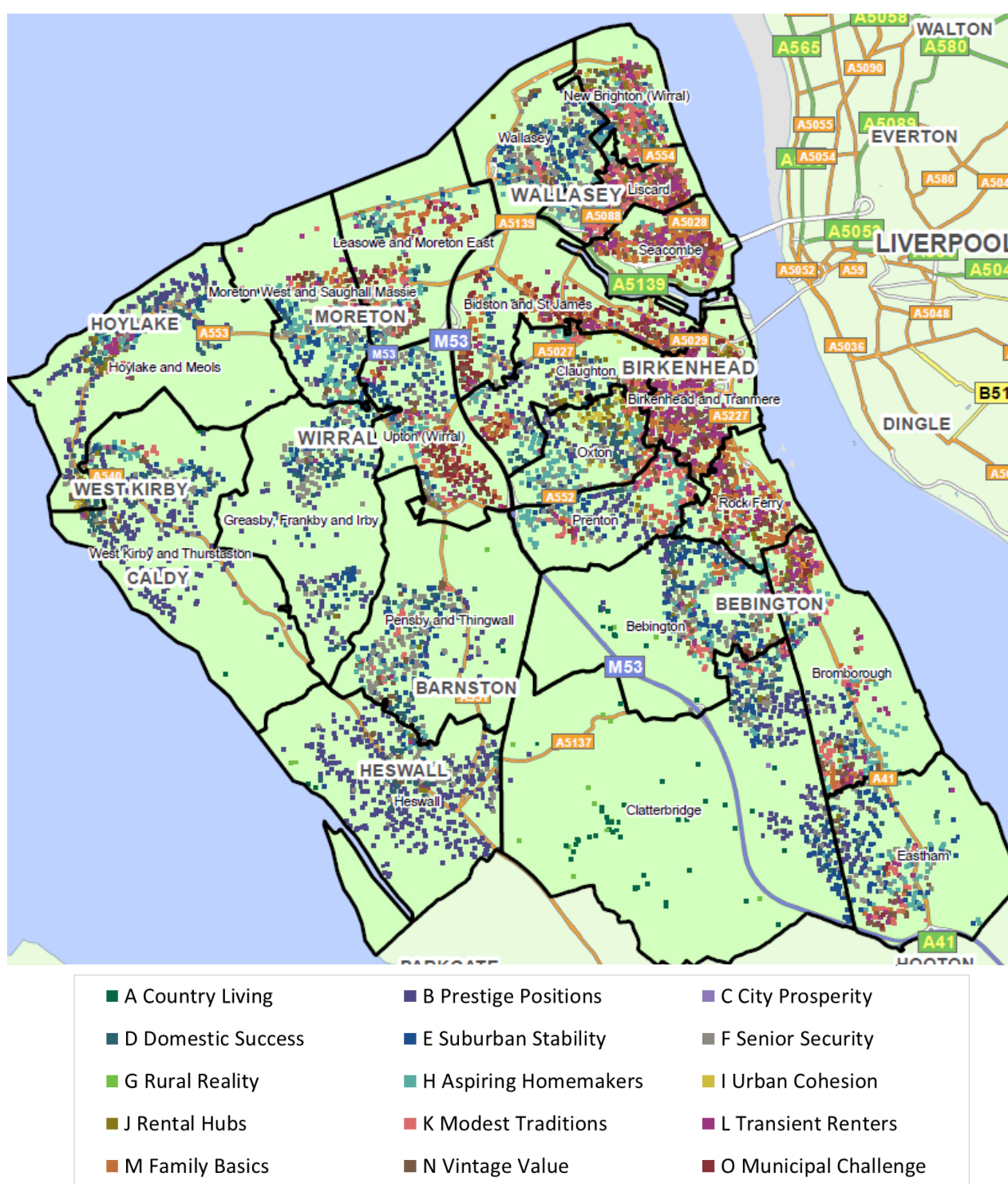


**Map 1** shows that Wirral West has very few people classified as belonging to the more deprived Mosaic Groups L, M and O. Almost all those classified as belonging to these groups live in just one ward in Wirral West – Upton (specifically, on the Woodchurch estate). Other small pockets of deprivation (Group L) can be seen just off Market St and Carr Lane in Hoylake and around the Anglesea Road area of West Kirby. The majority of people living in Wirral West are classified as Group F (Senior Security) Group B (Prestige Positions), Group E (Suburban Stability) and D (Domestic Success), all of which are affluent Mosaic Groups found in areas with few social issues. West Kirby appears to be the most ‘mixed’ area in Wirral West - the rest of the constituency appears to be more homogenous, dominated by one or two groups only. The map also shows that Wirral West is far less densely populated than say Birkenhead or Wallasey constituencies, a large proportion of the Constituency is farm or open land. Map 2 (over page) shows the distribution of Mosaic Groups in Wirral overall.

**Map 2** below shows the geographic distribution of the different Mosaic groups in Wirral. 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:** Geographical distribution of Mosaic groups in Wirral





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

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

### Group F (Senior Security): 19% of the Wirral West 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.

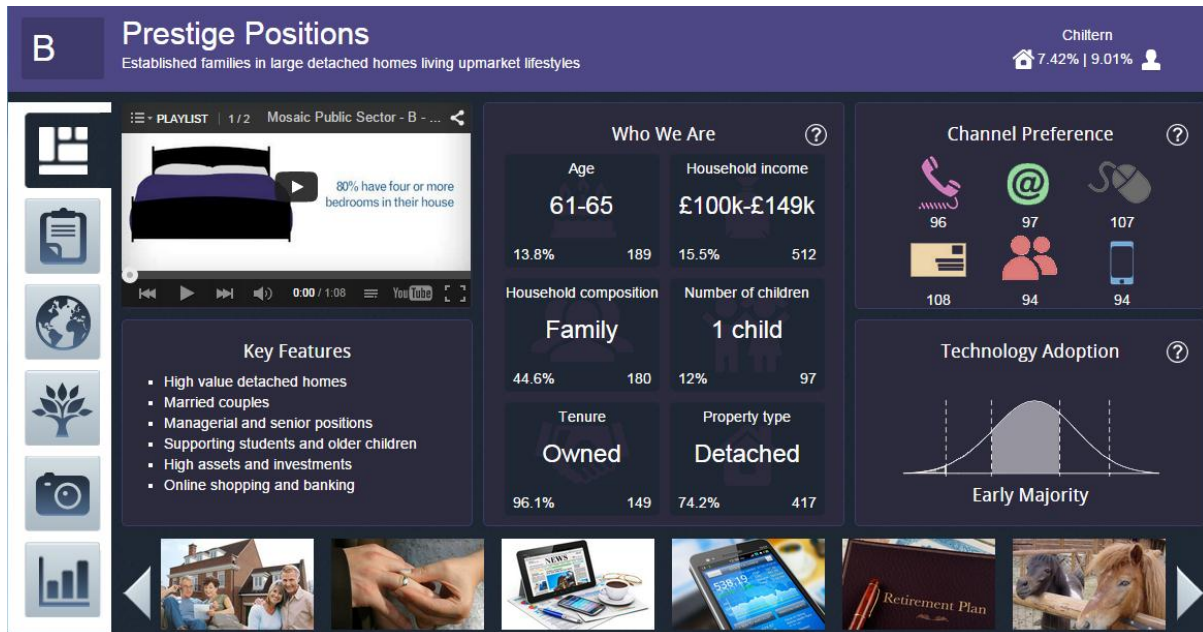
Though few have high incomes, most live comfortably, state pensions are often supplemented by occupational pensions and they are **content with their standard of living**. Senior Security are **not technology fans**; they tend to use mobiles for emergencies only and only replace items when necessary. 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 West Constituency wards have high numbers of Group F people, particularly Pensby & Thingwall ward, which has the largest number of residents classed as Group F in Wirral West (4,000+).

### Group B (Prestige Positions): 18% of the Wirral West 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 West 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.

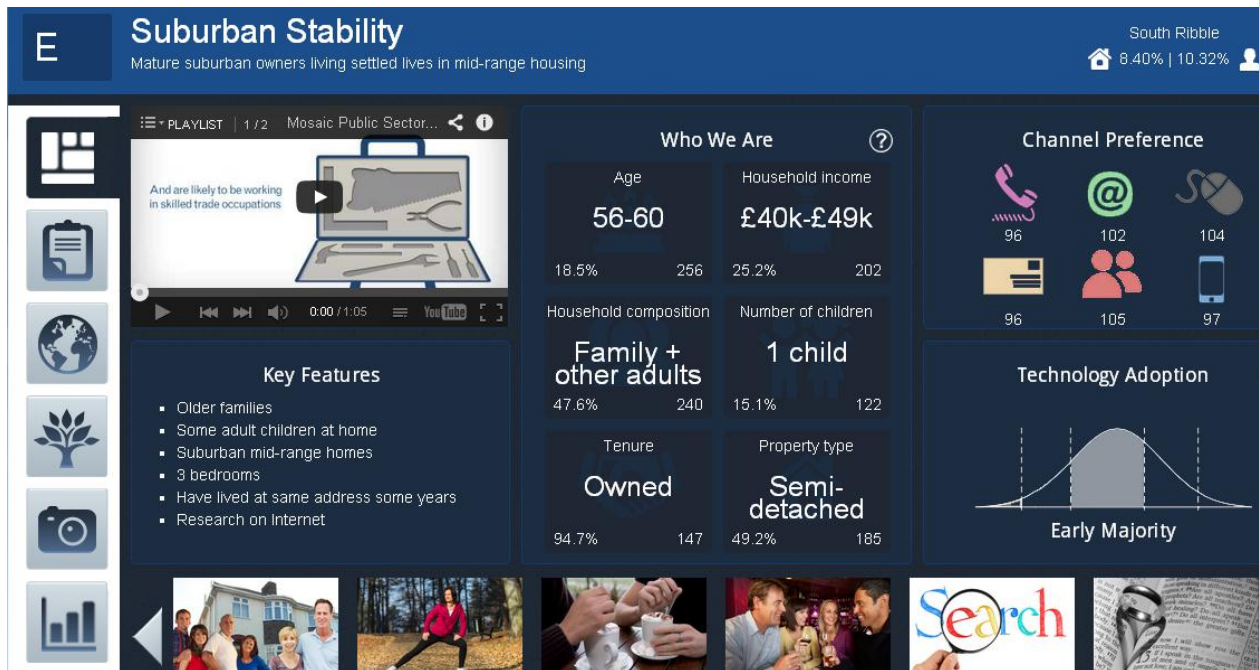
Almost all **own their own homes**, many outright and, in addition to sizeable salaries or large pensions, they often have substantial investment portfolios, making their financial situation very comfortable. With busy lives to manage many make **good, practical use of the internet** without spending 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 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 West Constituency wards with the highest number of Group B people are West Kirby & Thurstaston and Hoylake & Meols, with relatively few Group Bs in Upton or Pensby & Thingwall.

### Group E (Suburban Stability): 17% of the Wirral West 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 West Constituency wards with the highest number of Group E people are Greasby, Frankby & Irby and Pensby & Thingwall.

## 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
<b>A Country Living</b>	90%	7%	93%	48%	45%
<b>B Prestige Positions</b>	90%	6%	94%	41%	53%
<b>C City Prosperity</b>	80%	5%	95%	28%	67%
<b>D Domestic Success</b>	89%	5%	95%	32%	63%
<b>E Suburban Stability</b>	88%	6%	94%	45%	49%
<b>F Senior Security</b>	91%	7%	93%	63%	29%
<b>G Rural Reality</b>	89%	6%	94%	48%	45%
<b>H Aspiring Homemakers</b>	84%	5%	95%	28%	67%
<b>I Urban Cohesion</b>	84%	7%	93%	40%	54%
<b>J Rental Hubs</b>	73%	5%	95%	30%	65%
<b>K Modest Traditions</b>	87%	6%	94%	50%	43%
<b>L Transient Renters</b>	73%	5%	95%	37%	58%
<b>M Family Basics</b>	82%	6%	94%	41%	52%
<b>N Vintage Value</b>	89%	8%	92%	61%	32%
<b>O Municipal Challenge</b>	80%	6%	94%	48%	46%
<b>National Average</b>	<b>85%</b>	<b>6%</b>	<b>94%</b>	<b>43%</b>	<b>51%</b>

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

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

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

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

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

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

**Table 5** shows that regular 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:** Frequency of social networking site usage by Mosaic group (%)

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



**Table 6** 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% 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 the two groups with the youngest age profile (Group J – Rental Hubs and Group L – Transient Renters) to 35% amongst Group F (Senior Security – a very common group in Wirral). Meaning it is probably 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) use Twitter regularly (every or most days), compared to 39% of Group J (Rental Hubs) and 29% of Group L (Transient Renters).

It should be remembered that some of the groups highest users of social networking (Group C – City Prosperity and Group J – Rental Hubs either don't exist in Wirral at all, or in very low numbers).

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

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

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

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

As with the other communication, there is considerable variation between groups however. Some groups have a higher preference for post (Group I – Urban Cohesion at 18% - although there are negligible numbers of people classed as this Mosaic group living in Wirral), whereas amongst

Group M (Family Basics, very common group in Wirral), only 12% said they preferred to use the post. Also, it should be noted that although a face to face contact in a shop or branch was the least preferred option, it was still the preference of around one in ten people in the UK overall (9%, and slightly higher than this in some groups, e.g Group K – Modest Traditions, 11%).

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 not to be contacted
<b>A Country Living</b>	0%	1%	57%	18%	1%	23%
<b>B Prestige Positions</b>	1%	2%	60%	16%	1%	21%
<b>C City Prosperity</b>	2%	3%	62%	11%	1%	22%
<b>D Domestic Success</b>	1%	2%	63%	13%	1%	21%
<b>E Suburban Stability</b>	1%	1%	59%	15%	2%	22%
<b>F Senior Security</b>	1%	1%	52%	20%	3%	24%
<b>G Rural Reality</b>	1%	1%	58%	15%	2%	24%
<b>H Aspiring Homemakers</b>	1%	2%	63%	13%	1%	20%
<b>I Urban Cohesion</b>	3%	4%	56%	18%	2%	18%
<b>J Rental Hubs</b>	2%	3%	62%	11%	1%	20%
<b>K Modest Traditions</b>	0%	1%	57%	16%	2%	23%
<b>L Transient Renters</b>	1%	3%	58%	13%	2%	22%
<b>M Family Basics</b>	1%	3%	59%	15%	2%	19%
<b>N Vintage Value</b>	1%	1%	50%	20%	3%	25%
<b>O Municipal Challenge</b>	2%	1%	56%	18%	3%	19%
<b>National average</b>	<b>1%</b>	<b>2%</b>	<b>58%</b>	<b>15%</b>	<b>2%</b>	<b>22%</b>

As **Table 8** shows, very few people prefer being called on either their mobile or landline, 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 be 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, 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).

## Glossary

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