
Profile of smoking in pregnancy in Wirral

Profile produced using
Mosaic Public Sector

Produced by:

Sarah Kinsella

Performance & Public Health
Intelligence Team

Wirral Council

September 2014

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.

A Mosaic profile of the Wirral population is available on the JSNA (Joint Strategic Needs Assessment) website.

Mosaic also provides information on the communication methods different groups are likely prefer, so it can be useful tool to help produce information in the format people are most likely to respond to. Mosaic segments the population into 15 Groups and 66 Types based on postcode. This briefing analyses a cohort of Wirral women who were smoking at delivery (and so are likely to have smoked during their pregnancies) during the three financial years of 2008-10 using Mosaic.

Overview of women smoking at delivery using Mosaic

The pie-chart below shows the total number of women who were smoking at delivery (n=1,610) in the three years 2008-10 and how this was broken down into the 15 Mosaic groups.

Figure 1: Breakdown of the women smoking at delivery by Mosaic (2008-10)

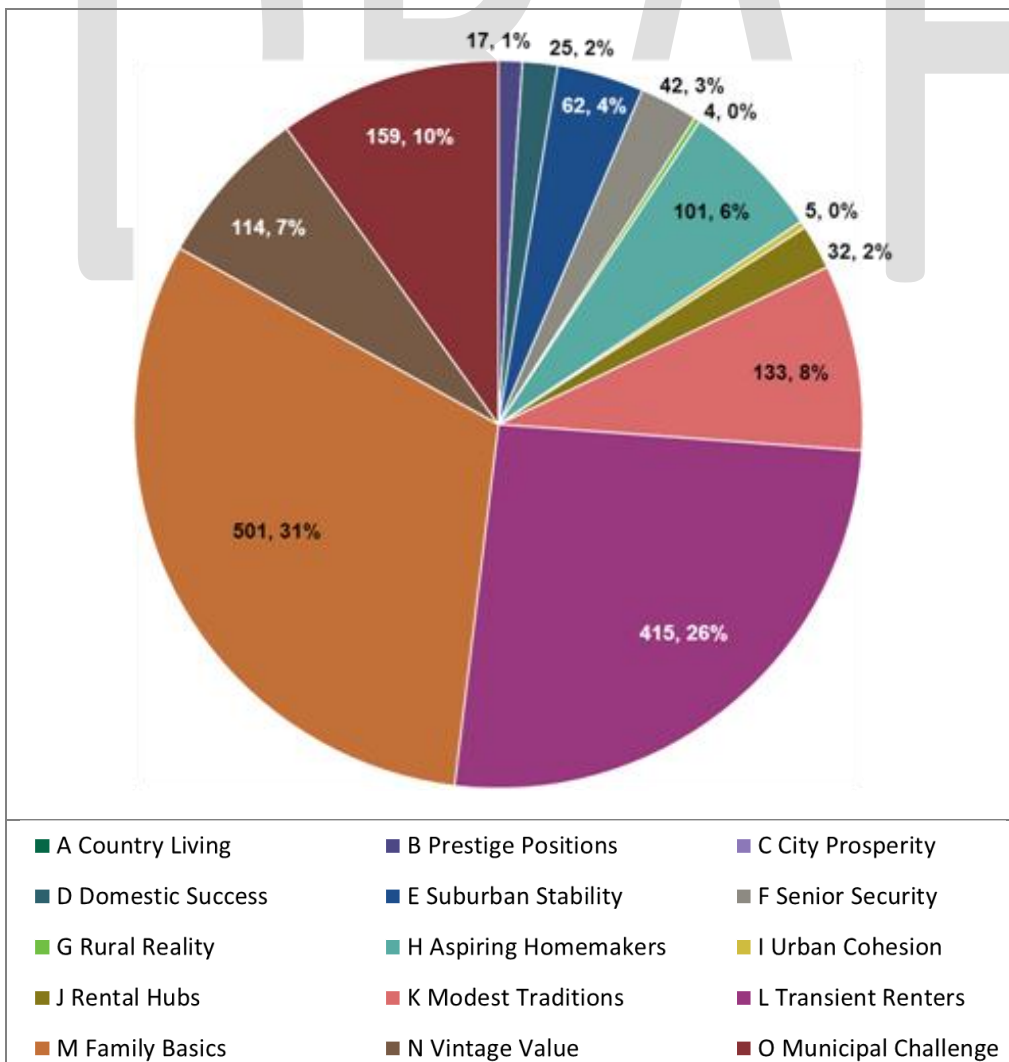


Figure 1 shows that over half the women who were still smoking at delivery in Wirral (57%) were classified as belonging to just 2 Mosaic groups - Group L (Transient Renters) and Group M (Family Basics). More detailed information about these two groups is provided later in this briefing. This chart will inevitably show those Mosaic groups in which fertility is highest, but it may not necessarily show how *likely* women in each of the Mosaic groups were to smoke during their pregnancy. This information is shown in **Table 1** (below).

Table 1 (below) shows the proportion of women who smoked in pregnancy in Wirral by Mosaic group, compared to the number of all pregnant women in Wirral in the same period (2008-10).

Table 1: Distribution of smoking in pregnancy by Mosaic group in Wirral (number and %)

Mosaic Group	Smoking at delivery (Number)	All pregnant women (number)	Smoking at delivery (%)
A Country Living	0	42	0%
B Prestige Positions	17	524	3%
C City Prosperity	0	0	0%
D Domestic Success	25	674	4%
E Suburban Stability	62	993	6%
F Senior Security	42	740	6%
G Rural Reality	4	21	19%
H Aspiring Homemakers	101	1,258	8%
I Urban Cohesion	5	43	12%
J Rental Hubs	32	241	13%
K Modest Traditions	133	856	16%
L Transient Renters	415	1,788	23%
M Family Basics	501	1,954	26%
N Vintage Value	114	610	19%
O Municipal Challenge	159	586	27%
U Unclassified	40		
Grand Total	1,650	10,330	15%

As **Table 1** shows, one in seven (15%) of all women in Wirral continued to smoke throughout their pregnancy Wirral in 2008-10 (1,650 out of a total of 10,330 over the three years).

This varied considerably by Mosaic group however, ranging from only 3% of women classified as Group B (Prestige Positions), to 27% of women in Group O (Municipal Challenge).

So although Figure 1 showed that overall, the Group with the largest number of women who continued to smoke in pregnancy was Group M (Family Basics), Table 1 shows that this is *in part* explained by the fact that Group M was the group with the largest number of pregnant women in Wirral in this period (it is in fact, the third most common Mosaic group in Wirral).

This group do also have a large percentage of women who continue to smoke, with 26% (over one in four) smoking at delivery, compared to the Wirral average of 15%.

When we take into account the number of pregnant women in each Mosaic group, it is clear that the group with the *highest likelihood of smoking in pregnancy* however, is Group O (Municipal Challenge), with 27% of mothers classified as belonging to this group still smoking at delivery.

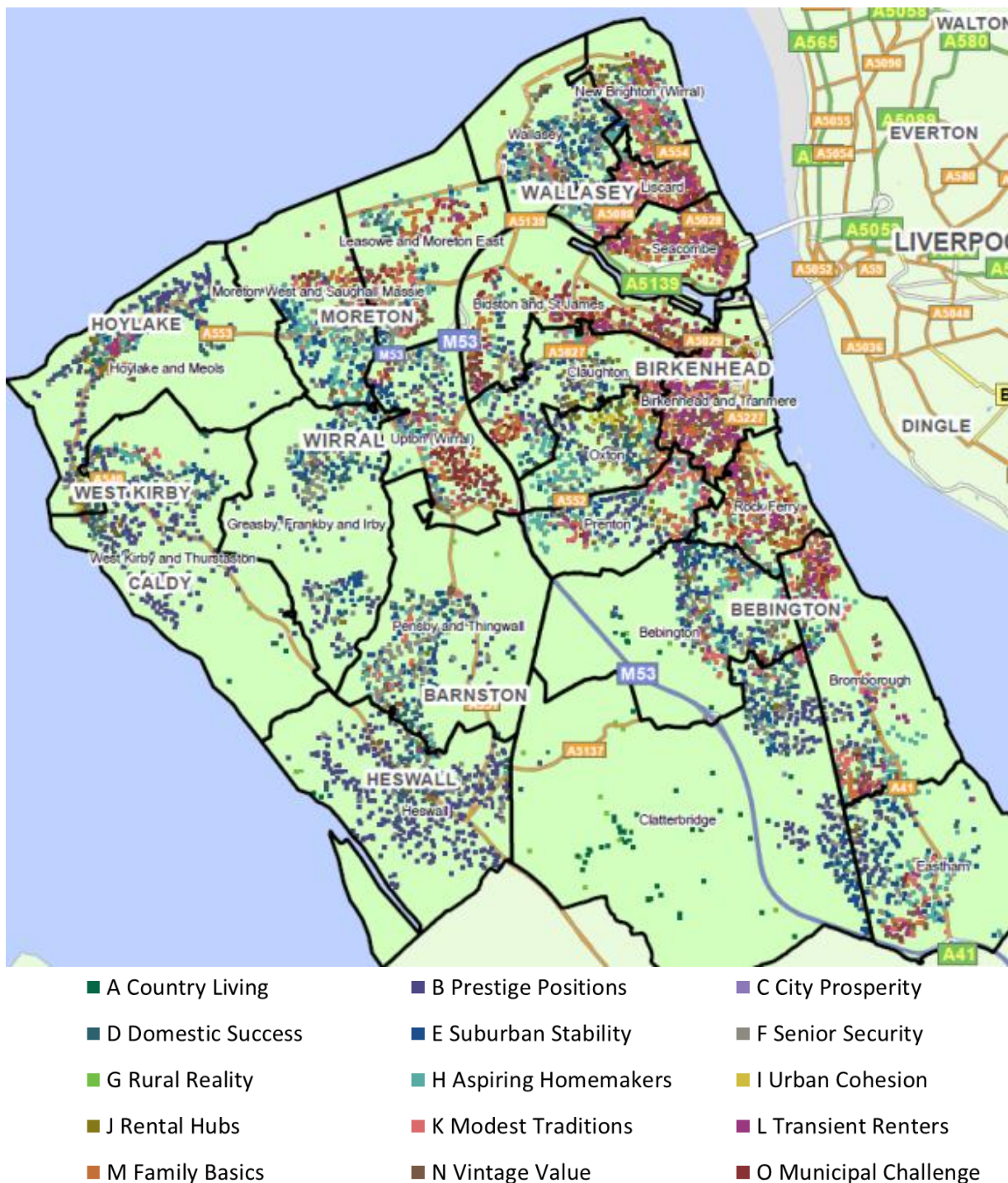
Table 1 combined with **Figure 1** suggest that the most appropriate target groups for stop smoking activity amongst pregnant women to be Groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge). Targeting just these three Mosaic groups equates to targeting over two-thirds of all pregnant smokers in Wirral (67% of all women smoking at delivery).

Geographical spread of Mosaic groups in Wirral Council

Map 1 below shows the geographic distribution of the different Mosaic groups in Wirral very clearly, with the east of Wirral is dominated by Groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge) – the three target groups for smoking in pregnancy.

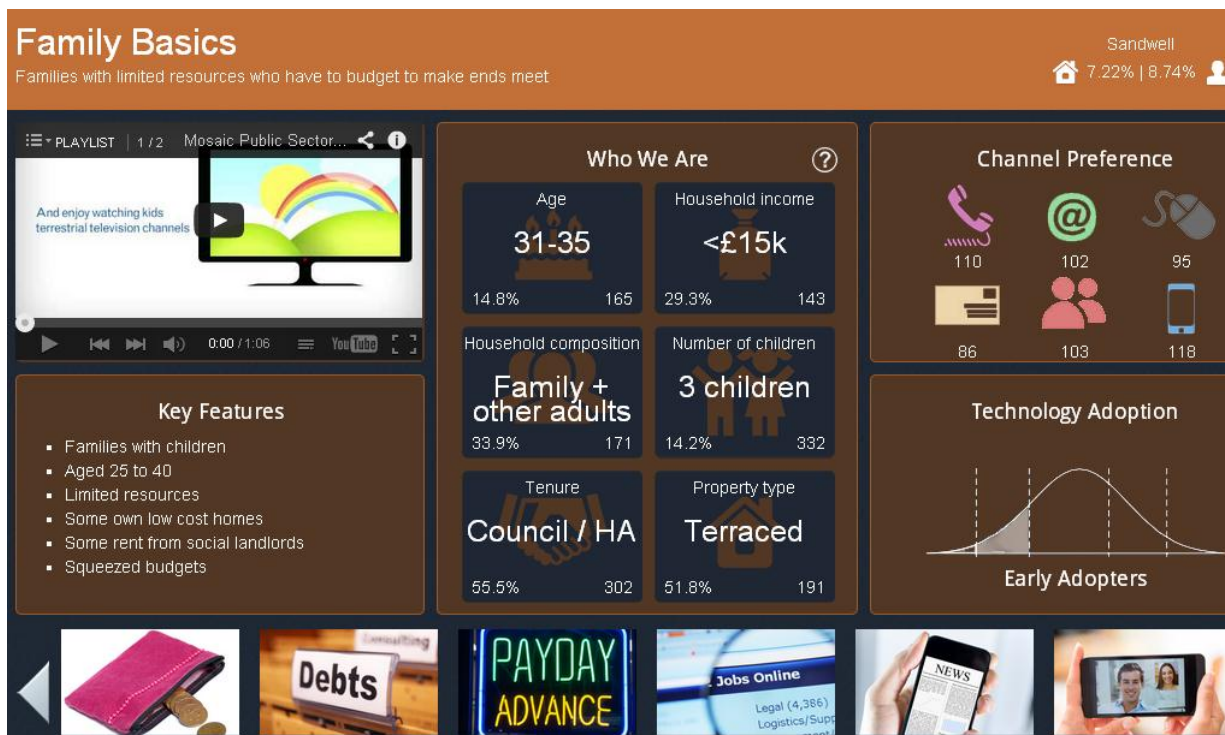
The West of Wirral on the other hand, is dominated by Group B (Prestige Positions) and other groups characterised by low rates of smoking in general, as well as smoking in pregnancy. The exception to the overall pattern, is the Woodchurch estate and some small pockets in Moreton West & Saughall Massive, where Group O dominates.

Map 1: Geographical distribution of Mosaic groups in Wirral



More details on the three Mosaic groups most appropriate to target for stop smoking activity in Wirral are shown in the next few pages.

Group M: Family Basics



Family Basics are typically **families with school-aged children with limited budgets who struggle to make ends meet**. These are often areas with **few employment options**.

Typically aged in their 30s and 40s, limited opportunities, **low incomes** and the costs of raising their children mean finances are a struggle for families in these areas. 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**.

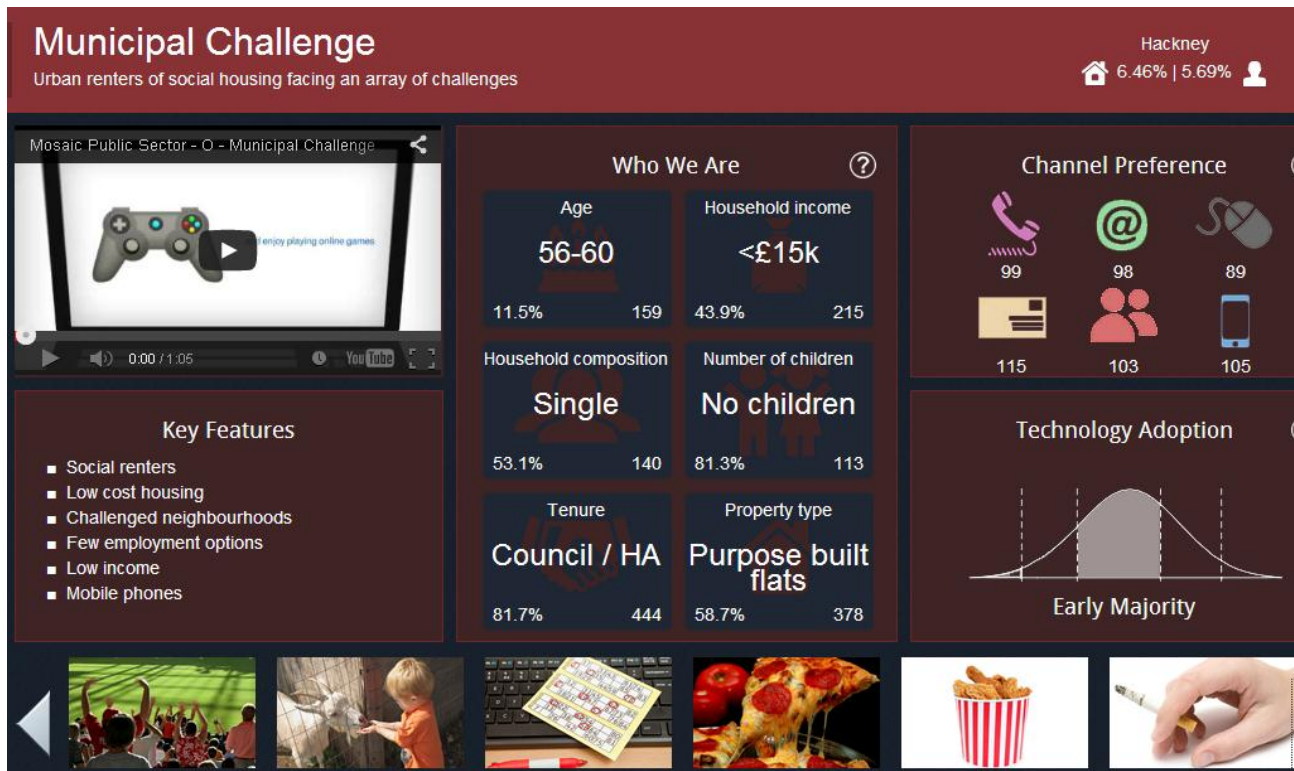
Homes are typically low value, located on estates or in pockets of low cost housing in the suburbs of large cities and towns and more than half are **rented from social landlords**.

Limited qualifications mean that people in these areas struggle to compete in the jobs market, and **rates of unemployment are above average**. Employment is often in low wage, routine and semi-routine jobs. As a result many families are eligible for tax credits and there are significant levels of **financial stress**. The often overstretched families in Family Basics depend on **higher than average levels of financial assistance from the state**.

The method of communication most likely to be preferred by this group is their **mobile phone**. They are slightly less likely than average to respond to either letters sent in the post or online information. Red top newspapers are popular sources of information and people here are likely to send large number of **texts** every day and be **keen social networkers**.

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

Group O (Municipal Challenge)



Municipal Challenge are typically long-term **social renters** living in low-value, multi-storey flats in urban locations, or small terraces on outlying estates. More than four out of five homes are rented from social landlords. These are **challenged neighbourhoods** with **limited employment** options and low household incomes.

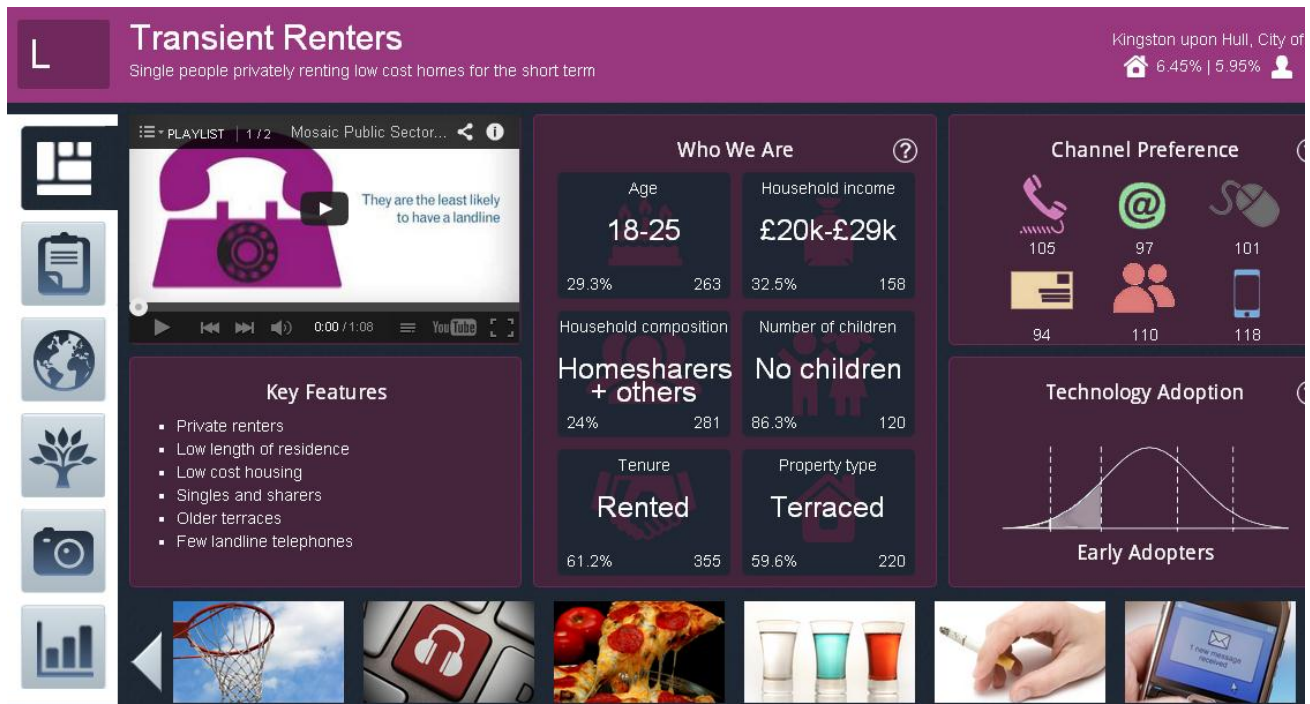
People living in areas classified as Municipal Challenge are typically of working age and there are high levels of benefit claimants. Those who are in work tend to be in **low-paid jobs** and often receive top-up/**in-work benefits** such as tax credits. These are areas where people are most likely to be finding it difficult to cope on their incomes and Municipal Challenge contains the highest proportion of people without bank accounts. As a consequence, they have a low take up of standard financial products and may turn to short term finance occasionally.

Car ownership is very low, which can have implications for accessing services, shopping and participating in social activities which are not close by. Likelihood of participating in hobbies and social groups, e.g charitable, religious, sports, is much lower than the national average. Ownership of technology is not high, except for **mobile phones**, which are important and the preferred means of contact. On average, more time is spent watching television than browsing the internet and making purchases in local shops is preferred over buying online.

Around 5% of the Wirral population are classified as Group O – very similar to the proportion in the overall UK population. The majority of Wirral households classified as Group O are in just three Wirral wards: Bidston & St. James, Upton (specifically in and around Woodchurch) and Birkenhead & Tranmere.

The largest numbers and concentrations of this Mosaic group are found in Bidston & St. James, Upton and Rock Ferry wards. There are around 16,000 people classified as this Mosaic group in Wirral and almost 9,000 of them live in just these three wards.

Group L (Transient Renters)



Households in this group are typically aged in their 20s and 30s and are either living alone or sharing a house. Properties are often older, terraced properties, primarily rented from private landlords and include some of the lowest value housing stock. With tenants moving on quickly and paying low rents, private landlords are often not inclined to invest in improvements and housing can be poor quality.

Many work full-time, however **lower skilled jobs** mean that incomes for Transient Renters are often limited. Many will be trying to improve their situation by studying for additional qualifications.

This group are the most **reliant on their mobile phones**, saying they couldn't manage without them. They are the most prolific texters, frequently check social networks and download music and have the lowest use of landlines.

The generally young singles and home-sharers 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 their 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, although they are by no means the most regular drinkers. However, they are the least likely of all to follow health advice around eating enough fruit and vegetables and are not especially active either.

The largest numbers (and concentrations) of this Mosaic groups in Wirral are found in Birkenhead & Tranmere, Bidston & St. James, Rock Ferry and Seacombe wards. There are around 32,000 people classified as this Mosaic group in Wirral and almost 17,000 of them live in just these four wards).

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.

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
L Transient Renters	73	5	95	37	58
M Family Basics	82	6	94	41	52
O Municipal Challenge	80	6	94	48	46
National Average	85	6	94	43	51

As **Table 2** shows, likelihood of having a landline in the UK is now 85% overall, but this varies widely, with only 73% of Group L - Transient Renters having a landline.

Table 2 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 the Mosaic groups most likely to have contract phones tend to be those who are either affluent or young, such as 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 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
L Transient Renters	73%	22%	5%	93%	5%	2%
M Family Basics	69%	26%	5%	92%	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. The three target Mosaic groups highlighted here are around the national average with regard to e-mail and internet usage.

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
L Transient Renters	74%	10%	17%	29%	15%	56%
M Family Basics	70%	10%	19%	26%	15%	59%
O Municipal Challenge	63%	15%	22%	24%	13%	63%
National average	58%	14%	28%	23%	12%	65%

Table 4 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.

Use of Facebook is highest amongst the Mosaic groups with the youngest age profiles (Group L – Transient Renters is one of these), meaning it is a medium probably best used when attempting to reach a younger and/or more affluent audience. The same applies to Twitter, where for example, only 9% of Group F (Senior Security) use Twitter regularly (every or most days), compared to 29% of Group L (Transient Renters).

Table 5 below shows which communication methods are preferred when people want to contact organisations.

Table 5: Communication preference when wishing to contact organisations

Mosaic Group	Phone	Email	Online	Post	Shop / branch	Other
L Transient Renters	22	28	22	13	9	5
M Family Basics	24	29	21	12	9	6
O Municipal Challenge	21	28	19	16	9	7
National average	21	29	22	14	9	6

As **Table 5** 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 and it should also 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%).

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 6**.

Table 6: Communication preferences when being contacted by organisations

Mosaic Group	Mobile call	Text	Email	Post	Landline	Prefer not to be contacted
L Transient Renters	1	3	58	13	2	22
M Family Basics	1	3	59	15	2	19
O Municipal Challenge	2	1	56	18	3	19
National average	1	2	58	15	2	22

As **Table 6** shows, very few people prefer being called on either their mobile or landline, with the most preferred option being e-mail (58% of the UK population preferred this method). The three Mosaic groups highlighted are no exception, with e-mail being the preferred option for all three. A substantial proportion of the population (over one in five, or 22% of the UK population) prefer not to be contacted at all and again, the three target Mosaic groups are similar to the UK average.

Key Messages

- In Wirral overall, one in seven women (15%) smoked throughout their pregnancy in 2008-10
- Amongst some Mosaic groups however, the rate was almost double this, with over one in four women in Mosaic groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge) still smoking at delivery
- All three of these Mosaic groups are therefore appropriate groups for stop smoking activity to focus attention on
- These three Mosaic groups are characterised by low incomes and deprivation and are most likely to be found in Wirral in Birkenhead & Tranmere, Bidston & St. James, Rock Ferry, Upton and Seacombe wards
- There are several Wirral wards where practically no residents are classified as belonging to these three Mosaic groups, including Wallasey, Heswall, Greasby, Frankby & Irby and Pensby & Thingwall
- Communication preferences vary slightly between the groups, but overall, the groups highlighted here are more likely to make use of mobiles and Facebook than the UK average and the preferred method of communication is e-mail

Appendices

Table 7: Distribution of Mosaic groups in Wirral (number and %) compared to UK (%)

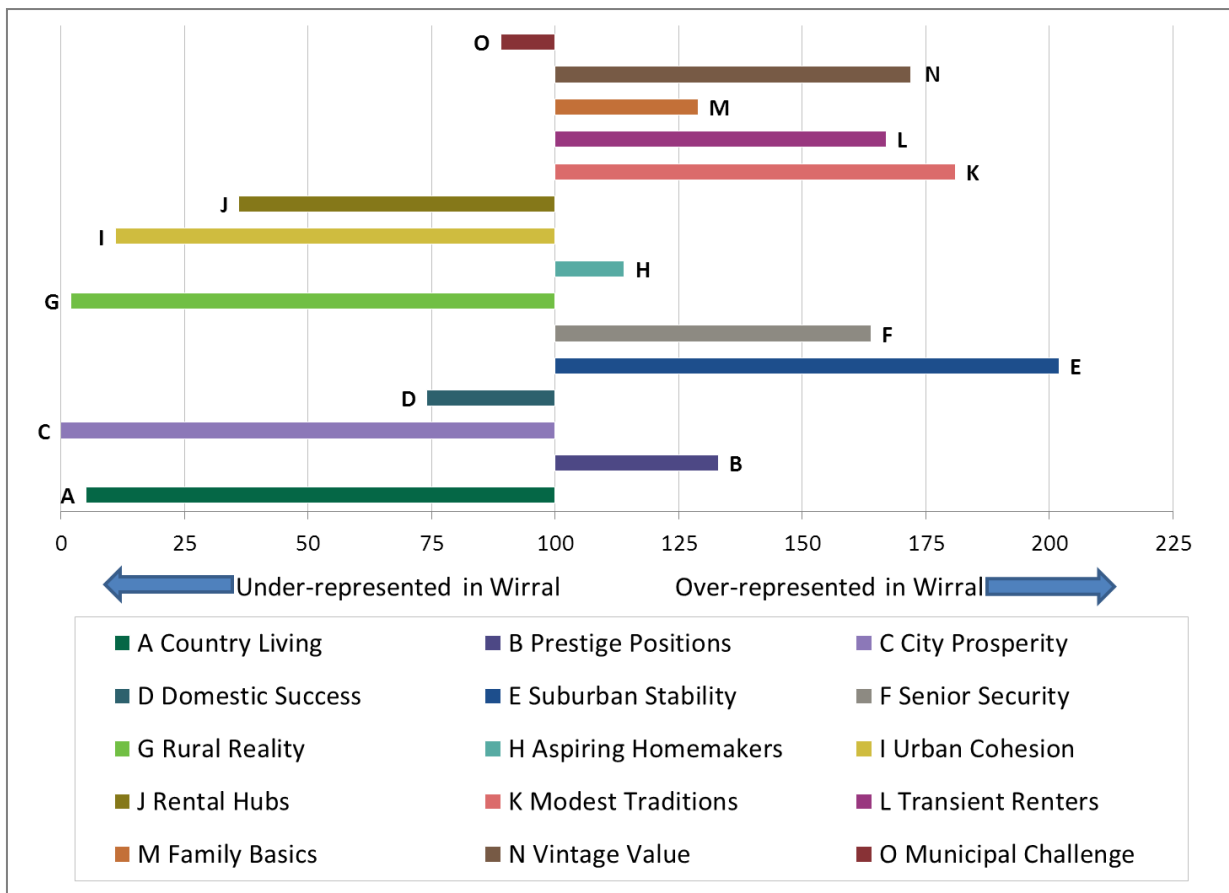
Mosaic Group	Wirral (Number)	Wirral (%)	UK (%)
A Country Living	1,046	0.3%	6.0%
B Prestige Positions	32,720	10.2%	7.7%
C City Prosperity	1	0%	4.5%
D Domestic Success	21,386	6.7%	9.0%
E Suburban Stability	40,480	12.6%	6.3%
F Senior Security	41,501	12.9%	7.9%
G Rural Reality	337	0.1%	5.3%
H Aspiring Homemakers	36,614	11.4%	10.1%
I Urban Cohesion	2,294	0.7%	6.8%
J Rental Hubs	7,944	2.5%	7.0%
K Modest Traditions	25,105	7.8%	4.3%
L Transient Renters	32,299	10.1%	6.0%
M Family Basics	36,665	11.4%	8.9%
N Vintage Value	26,176	8.2%	4.8%
O Municipal Challenge	15,696	4.9%	5.5%
U Unclassified	360	0.1%	0%
Grand Total	320,624	100%	100%

Figure 2 (below) shows the same information that is contained in **Table 7** above, but in a visual format, i.e how Wirral differs to the UK overall in the proportions of the population classified as each Mosaic group.

The middle line (100) represents the UK average. So **Figure 2** is showing that Wirral is similar to the UK overall in the percentage of the population classified as groups H and O for example (they are fairly close to the central 100 line).

Groups to the right of the central 100 line are found in larger proportions in Wirral compared to the UK overall. Groups to the left of the central 100 line are found in smaller proportions in Wirral than is the case nationally.

Figure 2: Distribution of Mosaic groups in Wirral compared to UK overall



As the chart shows, the most *over-represented* group in Wirral is Group E (Suburban Stability). So not only is Group E the 2nd largest group in Wirral (in terms of raw numbers), there is also a higher percentage of the Wirral population classified as this group compared to the UK (e.g Group E makes up 10% of the UK population, but 13% of the Wirral population, meaning it is over-represented or more common locally than is the case nationally).

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, 13% of the Wirral population, compared to only 6.6% of the UK population) and Group N (Vintage Values – 8.2% of the Wirral population compared to just 4.7% of the UK population). Given that England

overall has an ageing population, Mosaic only underlines that this may be an even more pressing issue for Wirral than it is nationally.

Groups which are *under*-represented in Wirral compared to England are Groups G (Rural Reality, 0.1% of the Wirral population, compared to 5.5% of the UK population) and I (Urban Cohesion – 0.7% of the Wirral population, compared to 5.4% of the UK population).

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 the global super-wealthy, who mostly live in the most expensive suburbs of London and Surrey.

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 2010 (at LSOA level)
ONS	Office for National Statistics
BME	Black and Minority Ethnic Groups

DRAFT