
Profile of Wirral

Population profile using
Mosaic Public Sector

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Key Messages

- Almost half 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 M - Family Basics and Group H - Aspiring Homemakers
- 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 may be 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/or who have young 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 P – 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

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 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 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 320,000 (in 2014). The pie-chart below shows how this was broken down into the 15 Mosaic groups.

Figure 1: Breakdown of the Wirral population by Mosaic (2014)

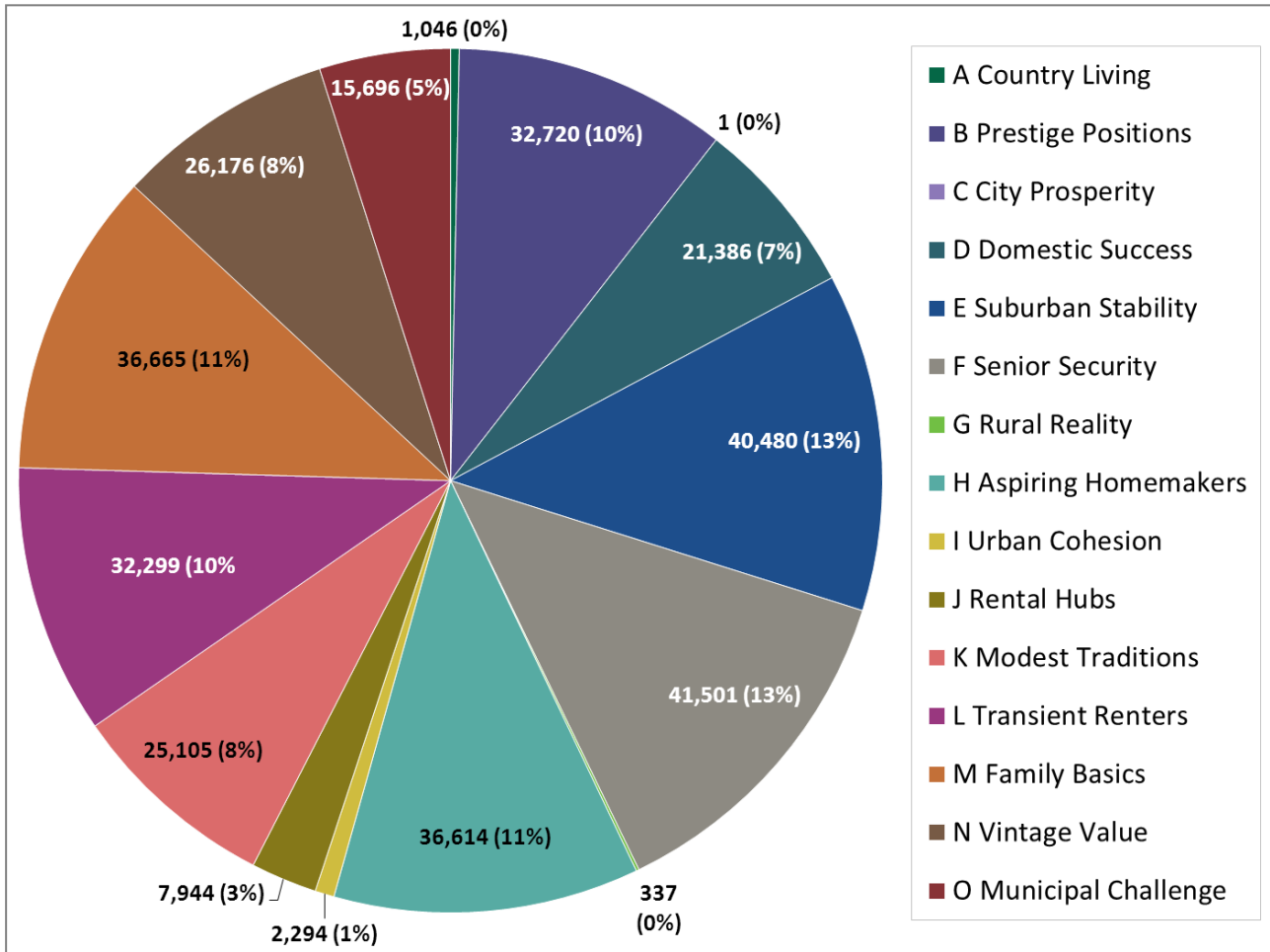


Figure 1 shows that almost half the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group M (Family Basics) and Group H (Aspiring Homemakers).

As **Figure 1** (and **Table 2** below) also show, 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.

Altogether, less than 4,000 people in Wirral are classed as belonging to any of these four groups, so they can generally be disregarded in most pieces of analysis produced for a Wirral only context.

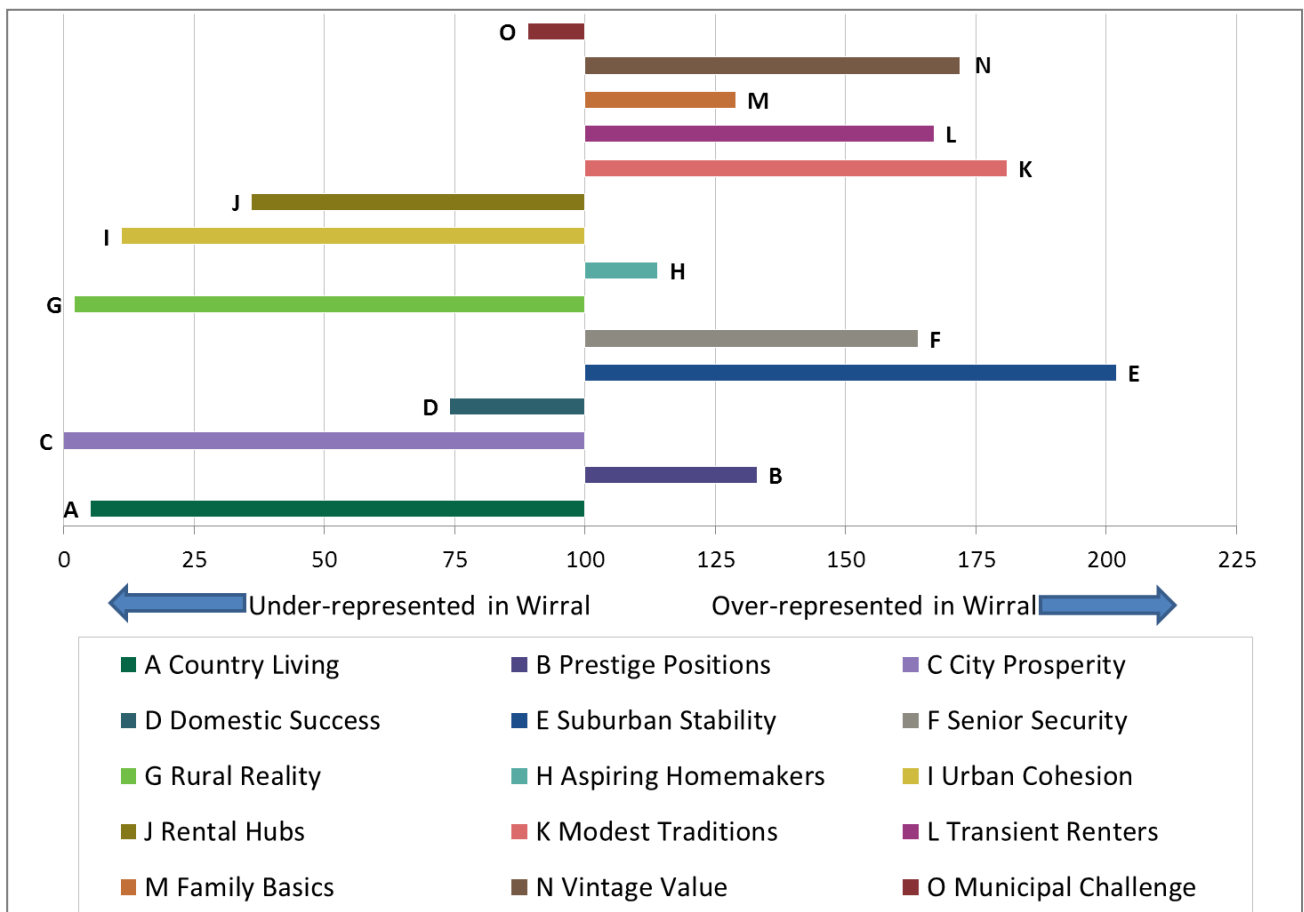
See **Table 2** below for the distribution of the groups in Wirral and how this compares to the national picture.

Table 2: 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%

More details on the groups is provided later in this briefing. It is also important to see how Wirral differs from the UK overall in its spread of Mosaic groups, this is shown in **Figure 2**.

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



In **Figure 2**, the middle line (100) represents the UK average. The further away from the centre line a group is, 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 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.

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 6% of the UK population, but 13% of the Wirral population, so it is over-represented locally).

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 8% of the UK population) and Group N (Vintage Values – 8% of the Wirral population compared to just 5% 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% of the UK population) and I (Urban Cohesion – less than 1% of the Wirral population, compared to 7% of the UK population). In the UK overall, culturally diverse inner-city areas are often classified as Group I (Urban Cohesion), so the lack of this group in Wirral is probably just a reflection of the low BME population in Wirral (5% in Wirral compared to 15% in UK overall in the 2001 Census).

The most under-represented group in Wirral however, is Group C (City Prosperity). This group makes up 4.5% 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.

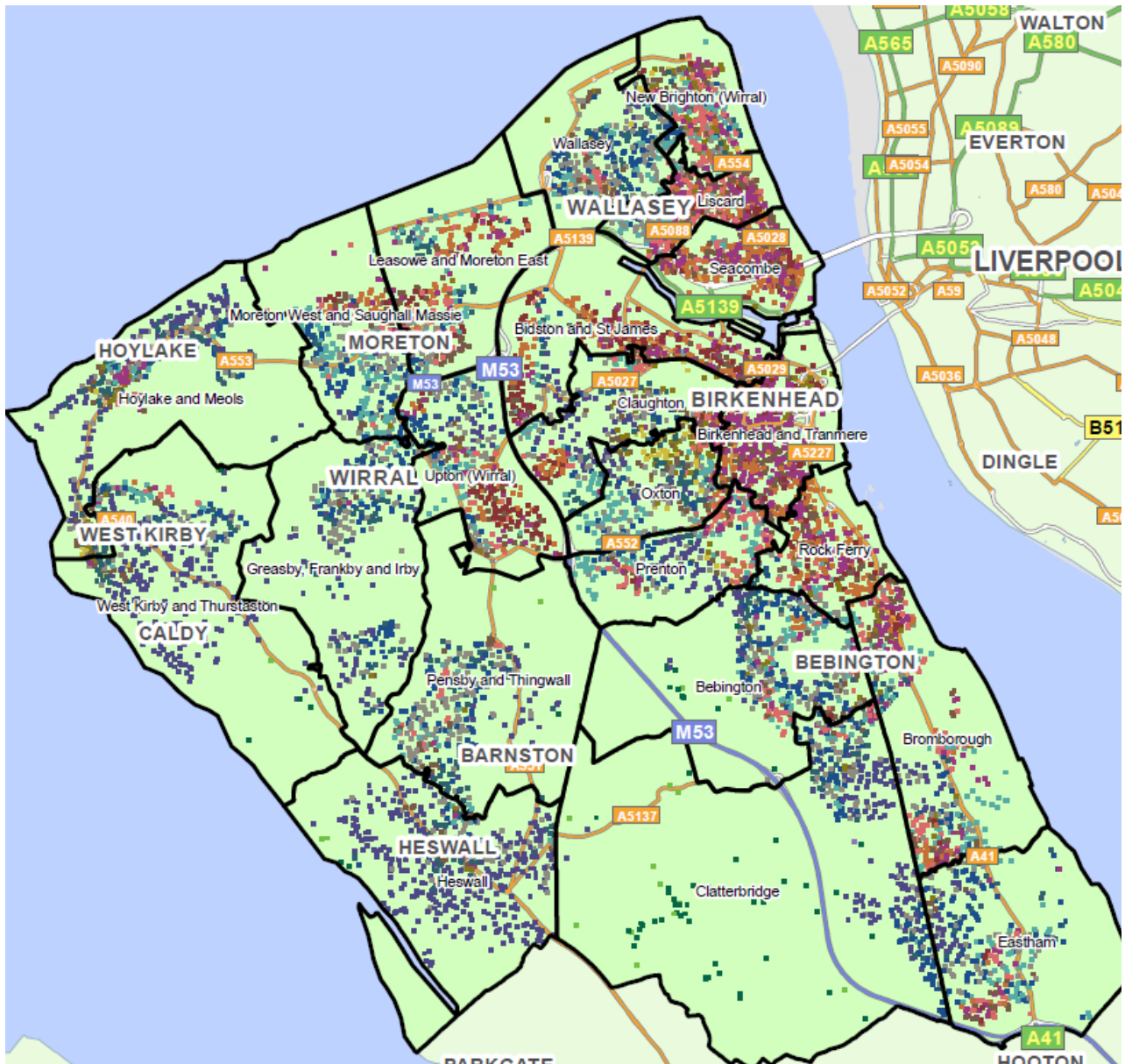
Geographical spread of Mosaic groups in Wirral

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 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 Cloughton 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



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

Group F (Senior Security): the most common Mosaic group in Wirral



Senior Security are typically retired **older** people who still **live independently** in comfortable homes that they own. 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.

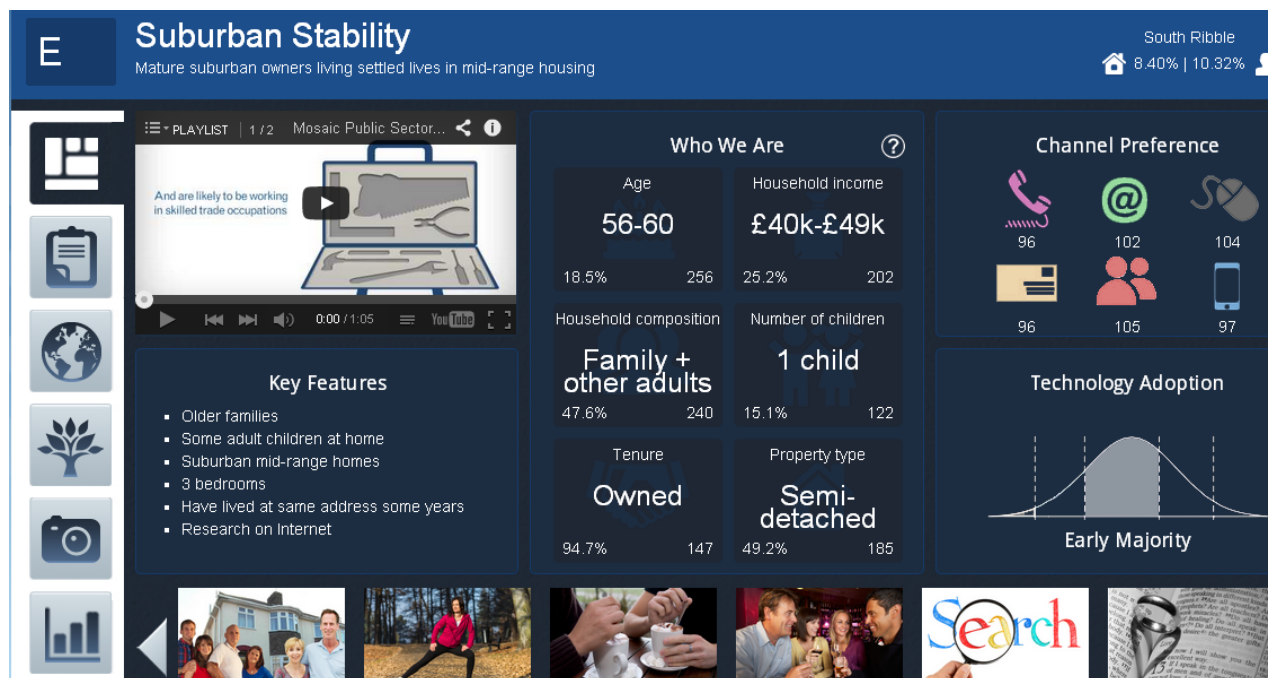
During their working lives, Senior Security were employed in a range of managerial and intermediate occupations which provided sufficient incomes to buy their own homes and the equity their homes have built up, now gives them financial security. These are typically comfortable semi-detached three bedroom 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 mostly have a pre-pay mobiles for emergencies only and only replace items when absolutely 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 most dedicated recyclers, re-users and reducers of all the Mosaic groups. However this tends to be done less out of environmental concern and more from a desire to save money and avoid unnecessary waste.

The Wirral wards with the highest number of Group F people are **Wallasey** and **Pensby & Thingwall** (over 4,000 people in both wards) compared to no residents in **Birkenhead & Tranmere**.

Group E (Suburban Stability): the 2nd most common Mosaic group in Wirral



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.

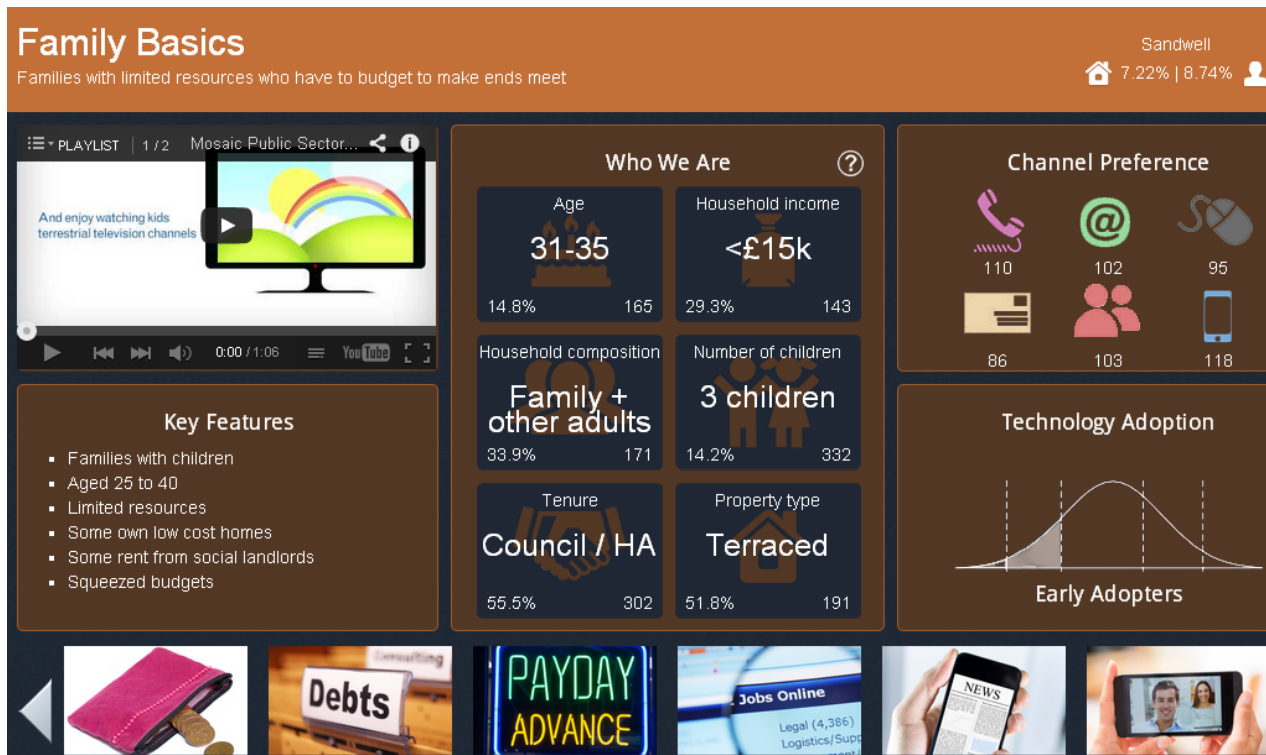
Incomes within this group are respectable, but the pre-retirement empty-nesters will feel considerably better off than those whose adult children have not yet left, or have returned home. These families can feel **stretched**, particularly when the younger generation are not contributing to the household 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 wards with the highest number of Group F people are **Eastham** and **Greasby, Frankby & Irby** (over 4,000 residents classed as Group E in both wards). In contrast, **Seacombe** and **Birkenhead & Tranmere** wards have no residents classified as belonging to this group.

Group M (Family Basics): the 3rd most common Mosaic group in Wirral



Family Basics are typically **families with school-aged children** who have **limited budgets** and **struggle to make ends meet**. Their homes are low cost and are often found in 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**.

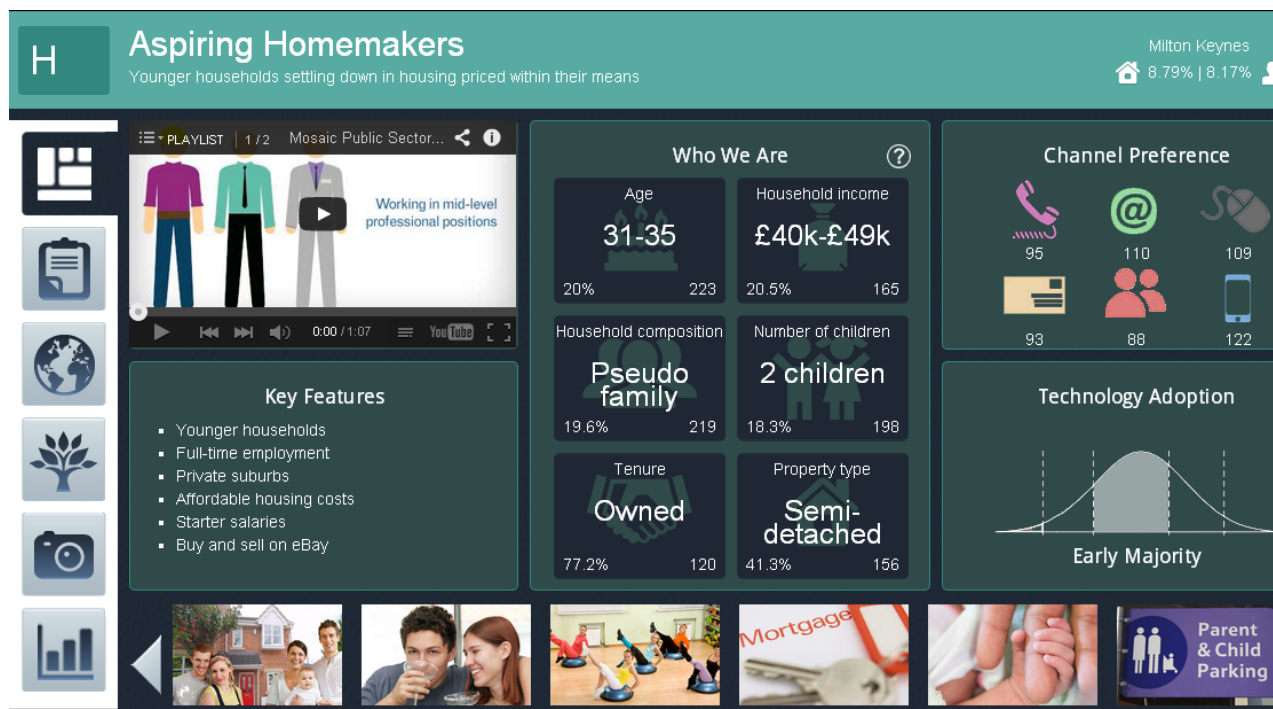
Homes are typically low value, located on estates or in pockets of low cost housing in the suburbs of large cities and towns and more than half are **rented from social landlords**.

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**. Living on tight budgets, 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 Wirral wards with the highest number of Group M people are **Seacombe** (almost 7,000 residents) and **Birkenhead & Tranmere** (over 5,000 residents). In contrast, **Heswall, Hoylake & Meols, Pensby & Thingwall** and **Greasby, Frankby & Irby** wards have no residents classified as belonging to this group at all.

Group H (Aspiring Homemakers): the 4th most common Mosaic group in Wirral



Aspiring Homemakers are typically **younger families**, couples who are yet to have children, and singles in their **20s and 30s**. A good number are setting up homes for the first time. Couples can be married or more likely co-habiting, and where there are children they are usually of nursery or primary school age.

Homes are likely to be semi-detached and terraced properties, modest in size but with three bedrooms and **mostly owned**; three-quarters of Aspiring Homemakers are in the process of buying their house with a mortgage. Aspiring Homemakers have a lower than average need for financial assistance from the state.

The majority of Aspiring Homemakers are in **full-time employment** with a few part-time workers. Their starter salaries they earn mean that most can manage within their household budget, but outgoings can be high for those who have already had children so they **often use the internet** in order to secure the best deal. They own smartphones, are **keen social networkers**, manage their **bank accounts online** and download a large number of **apps**.

Aspiring Homemakers are in **reasonable health**. Only a small proportion smoke (20%, less than average) and those that do are likely to be light smokers. They **consume alcohol regularly**, with nearly a third of this group having a drink two or three times a week. They are one of the poorest groups for eating 5 a day and although they are more active than the population in general, they are **less active** than other young people and working families of the same age, with higher incomes.

The Wirral wards with the highest number of Group H people are **Moreton West & Saughall Massie** (over 4,000 residents) and **Oxton** (almost 4,000 residents). In contrast, **Heswall** and **Birkenhead & Tranmere** wards have the lowest concentrations of this Mosaic group, with just 250 and 2 people respectively classed as Group H in these 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 and is therefore helpful when thinking about how best to target them with information.

Table 3: 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 3** 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 3 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 4 and 5** 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 4: 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 4 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 5: 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 5 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 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 6 below shows which communication methods are preferred when people want to contact organisations.

Table 6: 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 6** 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 7**.

Table 7: 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%

As **Table 7** 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

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