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# **Analysis of Wirral Stop Smoking Service clients using Mosaic Public Sector**

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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 data sources including the Census, consumer behaviour and lifestyle factors and is a useful tool for gaining more in-depth population insight. Mosaic segments the population into 15 Groups and 69 Types based on postcode and can indicate areas where certain issues are more prevalent. A [profile of Wirral by Mosaic](#) is available on the Wirral JSNA.

## Smoking data in Mosaic

There are several indicators relate to smoking in Mosaic which can be used to produce estimates for Wirral:

- Smoked cigarettes in last year
- Heavy smokers
- Medium smokers
- Light smokers
- Tried to give up smoking in last year

For each of these indicators, Mosaic provides estimates for the percentage of each of the Mosaic Groups and Types likely to fall into these categories. Those percentages have been applied to the Wirral population in order to provide smoking estimates for Wirral in 2014.

## National estimates of smoking prevalence

**Table 1:** National smoking estimates according to Mosaic (TGI\*) data

Smoking Indicator	National average (%)
Smoked cigarettes in last year	20.2%
Heavy smokers (>20 a day)	2.7%
Medium smokers (16-20 a day)	5.3%
Light smokers (<16 per day)	11.8%
All smokers (total of heavy, medium, light)	19.8%
Tried to give up smoking in last year	11.7%

\*Target Group Index (longest established single source marketing and media survey in the UK, interviewing representative sample of 25,000 UK adults annually)

As Table 1 shows, more than half (60%) of smokers (or 11.7% of the overall population) tried to give up last year. There is a slight discrepancy of around half a percentage point between those who smoked (heavy, medium, light) and those who said they had smoked in the last year (20.2% compared to 19.8%). This is likely to be due to irregular smokers, or those who quit during the year. These national estimates however, hide large variations between Mosaic groups. In addition, Wirral has a very different profile to the country overall in terms of proportions of the different Mosaic groups (see Appendices). Consequently, Wirral has a slightly higher percentage of smokers than the England average, because we have a higher percentage of groups with high rates of smoking. See next section.

## Smoking estimates (using Mosaic)

As well as the overall estimates show in in Table 1, Mosaic provides this information by each of the 15 Mosaic groups individually. As explained above, the Wirral population looks very different to the national average (more of some groups, less of others compared to the national average).

Therefore, applying the percentages for each indicator to the Wirral population gives figures which are slightly different to the overall average for England, see Table 2 below.

**Table 2:** Local smoking estimates according to Mosaic (TGI\*) data

Mosaic Group	Population in Wirral (aged 15+)	All smokers (aged 15+)	Stop Smoking Service clients (no.)	% of smokers using Stop Smoking Service
<b>A Country Living</b>	909	87	1	1.1%
<b>B Prestige Positions</b>	28,001	2,079	62	3.0%
<b>C City Prosperity</b>	1	0	0	0.0%
<b>D Domestic Success</b>	17,683	2,105	79	3.8%
<b>E Suburban Stability</b>	34,065	5,416	204	3.8%
<b>F Senior Security</b>	35,469	3,023	205	6.8%
<b>G Rural Reality</b>	294	46	3	6.5%
<b>H Aspiring Homemakers</b>	30,397	<b>5,937</b>	325	5.5%
<b>I Urban Cohesion</b>	2,002	349	25	7.2%
<b>J Rental Hubs</b>	6,957	2,183	152	7.0%
<b>K Modest Traditions</b>	20,584	4,841	326	6.7%
<b>L Transient Renters</b>	25,738	<b>9,387</b>	837	8.9%
<b>M Family Basics</b>	27,912	<b>9,079</b>	889	<b>9.8%</b>
<b>N Vintage Value</b>	22,368	4,245	457	<b>10.8%</b>
<b>O Municipal Challenge</b>	12,757	5,025	452	<b>9.0%</b>
<b>Total</b>	<b>265,137</b>	<b>53,802</b>	<b>4,017</b>	<b>7.5%</b>

Source: Mosaic TGI data, 2014

The table shows there are around 53,800 smokers in Wirral. This national data indicates that the largest *numbers* of smokers in Wirral are likely to come from Groups L and M, followed by Group H.

These would be good groups for Stop Smoking services to target, particularly, Group M as there are not only large numbers of smokers in this group, they are the group least likely to have attempted to quit in the last year (according to TGI/Mosaic data).

Data from local Stop Smoking services indicate that they attract around 7.5% (or one in 13 smokers) to quit with their support. Positively, it appears that the largest percentages come from the most deprived Mosaic Groups where smoking is most prevalent (e.g Groups M, N and O). However, there are other Mosaic Groups with large numbers of smokers, who do *not* appear to be accessing the service in the numbers that may be expected, namely Groups H and E. This is a pity, because as the next section shows, Mosaic Groups H & E are – once in service – the groups *most* likely to be successful 4 week quitters.

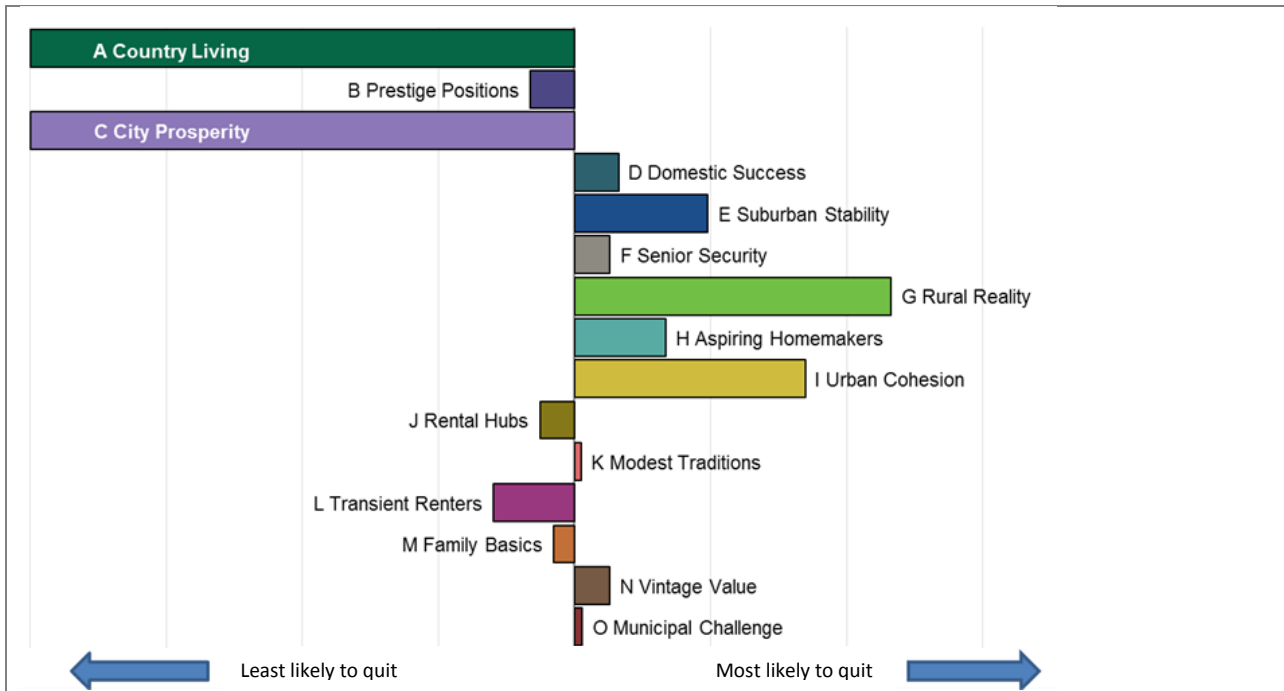
*Note: In any Mosaic analysis of the Wirral population, Groups A, C, G & to a certain extent I, can be disregarded, due to very small numbers locally (e.g less than 4,000 in total).*

### **Successful quitters (4 week quitters with the Stop Smoking services) by Mosaic Group**

Figure 1 (below) is an index and shows that the groups *most* likely to quit with the service were Groups E and H, whilst the Groups *least* likely to quit were Groups L and J (and to a lesser extent, B & M). In actual numbers, 300 out of the 837 people from Group L entering the service quit (a quit rate of 35%). In Group J it was 60 out of 152 entering the service who managed to quit (quit rate of 39%).

The figures for those Mosaic Groups most likely to quit are: Group E (107 quitters out of 204 entering service, a quit rate of 52%) and Group H (160 quitters out of 325 entering the service, giving a quit rate of 49%).

**Figure 1:** Mosaic Groups most and least likely to quit with Wirral Stop Smoking Service



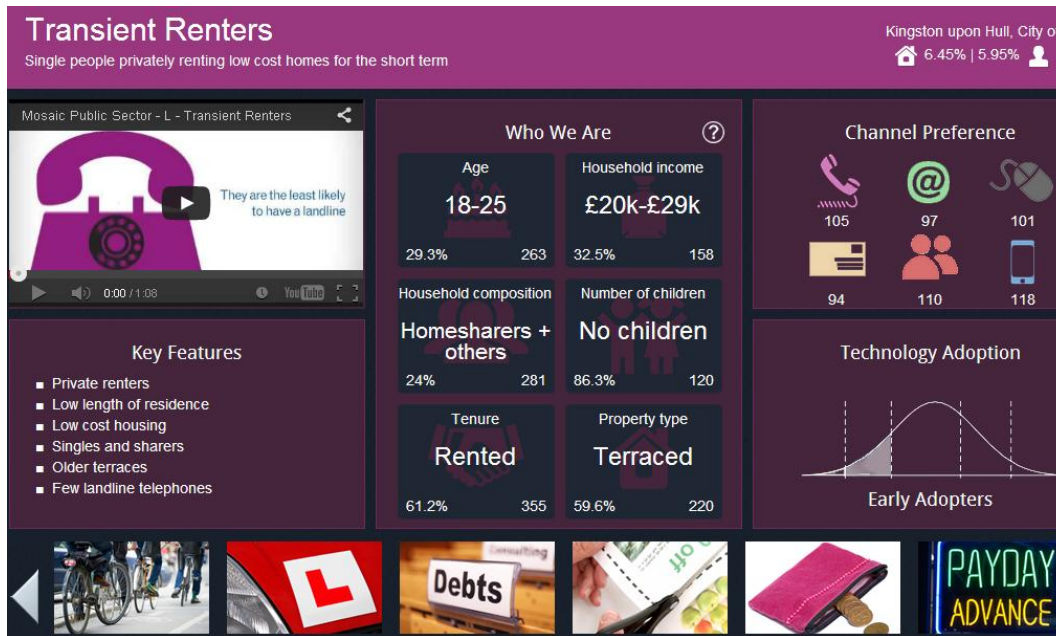
### Key Messages

- There are an estimated 53,000 smokers in Wirral aged 15+ in 2014
- Positively, it appears that the largest percentage of Stop Smoking Service clients come from the most deprived Mosaic Groups where smoking is most prevalent (e.g Groups L, M and O)
- Smoking prevalence amongst these groups was: Group L (36.4%), Group M (31.8%) and Group O (36.2%)
- Mosaic Groups with highest *number* of smokers in Wirral: Group L (11,700), Group M (11,600) and Group H (7,700)
- Mosaic Groups most likely to have tried to quit: Group F (72.7%), Group N (63.6%) and Group H (63.3%)
- Once in service, the Mosaic Groups LEAST likely to quit were: Group L (300 out of 837 entering the service, a quit rate of 35%) and Group J (60 out of 152 entering the service managed to quit, giving a quit rate of 39%)
- Once in service, the Mosaic Groups MOST likely to quit were: Group E (107 quitters out of 204 entering service, a quit rate of 52%) and Group H (160 quitters out of 325 entering the service, giving a quit rate of 49%)
- To increase numbers of quitters, services could target Groups E and H more. These are slightly less deprived groups, but they are more likely to quit, which will decrease smoking prevalence overall (although some may argue this approach may increase inequalities)
- To decrease inequalities in smoking rates in Wirral, the groups which should be targeted are Groups L, M and O. Once in service, it should be noted that these groups have slightly lower quit rates and so extra support could be offered to prevent relapse. Reducing smoking in these groups would be more challenging, but is more likely to reduce inequalities in smoking
- More detailed information on Mosaic Groups L, M and O detailed here is provided in the following pages. For information on other groups, please e-mail the Public Health Information Team on [info.requests@wirral.gov.uk](mailto:info.requests@wirral.gov.uk)
- Full postcode lists can be provided for these Mosaic Groups in Wirral, should services wish to direct market these groups of the population, or flag them up on in-service systems in order to ensure extra support is provided to those least likely to quit

**More detailed information on key Mosaic Groups from this analysis**

A brief summary of some key characteristics of the two Mosaic groups with the highest smoking prevalence in Wirral are show on the following page (Groups L, M and O).

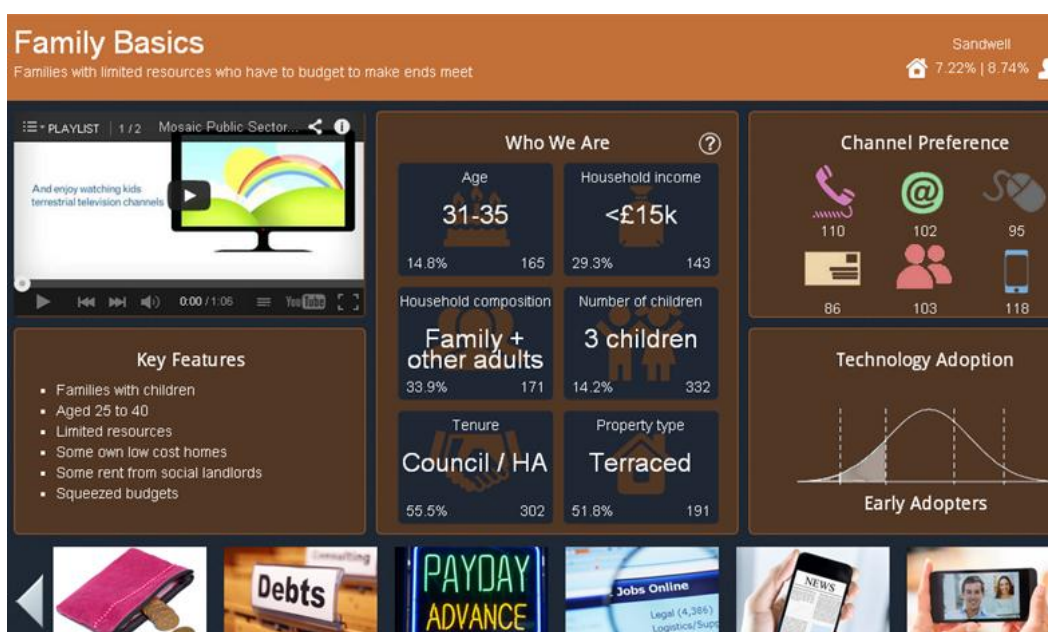
**Group L: Transient Renters (36.4% smoke)**



10% of the Wirral population is classified as Group L, compared to only 6% nationally. Around half of all the households classified as being Group L are concentrated in just three Wirral wards, Birkenhead & Tranmere, Seacombe and Rock Ferry.

Transient Renters tend to be young, single people renting low cost homes and are often highly transient, living in properties for short lengths of time before moving on. Households in this group are typically in their 20s and 30s and are either living alone or home-sharing, few are married or have children. Homes are often older terraces rented from private landlords and include some of the lowest value homes in a poor state of repair. Many work full-time, however the predominance of low skilled jobs mean that incomes are often limited. This group are the most reliant on their mobile phone (preferred channel of communication) and are the most likely of all the Mosaic Groups to say they couldn't manage without it. They are the most prolific texters, users of social networking and music download sites and have the lowest use of landlines.

**Group M: Family Basics (31.8% smoke)**



Family Basics are typically adults in their 30s and 40s with school-aged children on limited budgets. These are often areas with few employment options, limited opportunities, and low income jobs, so the costs of raising children mean many are struggling.



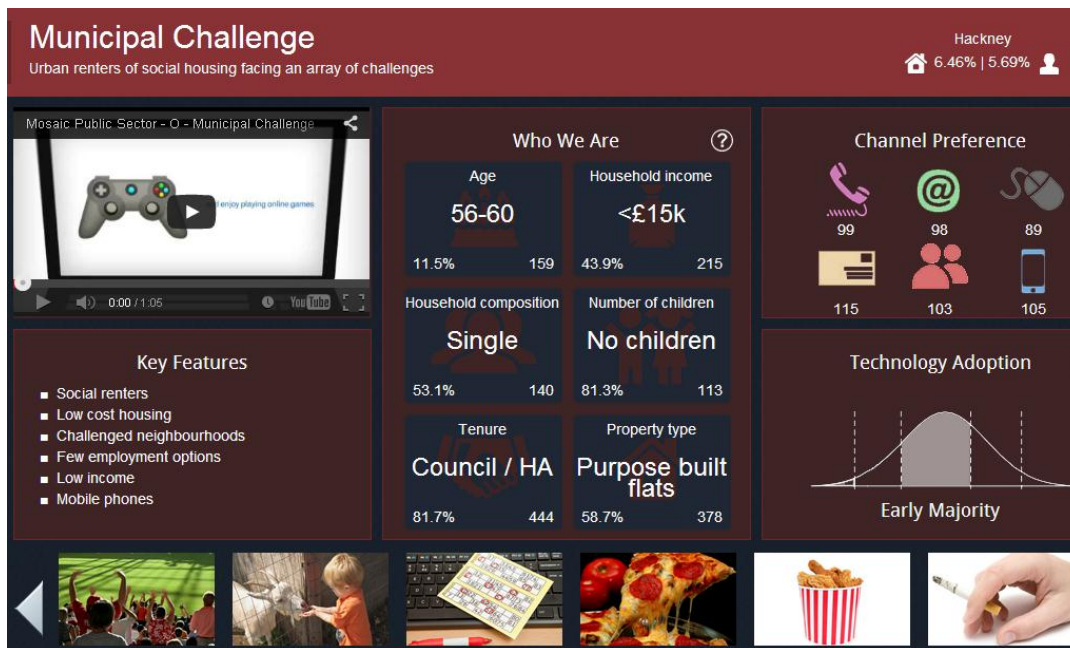
In addition to younger children, some families will still be supporting grown up offspring and a sizeable proportion of these households are likely to be headed by a **lone parent**. Homes are typically low value, located on estates or in pockets of low cost housing and more than half are **rented from 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**. Family Basics families often 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 (36.2% smoke)



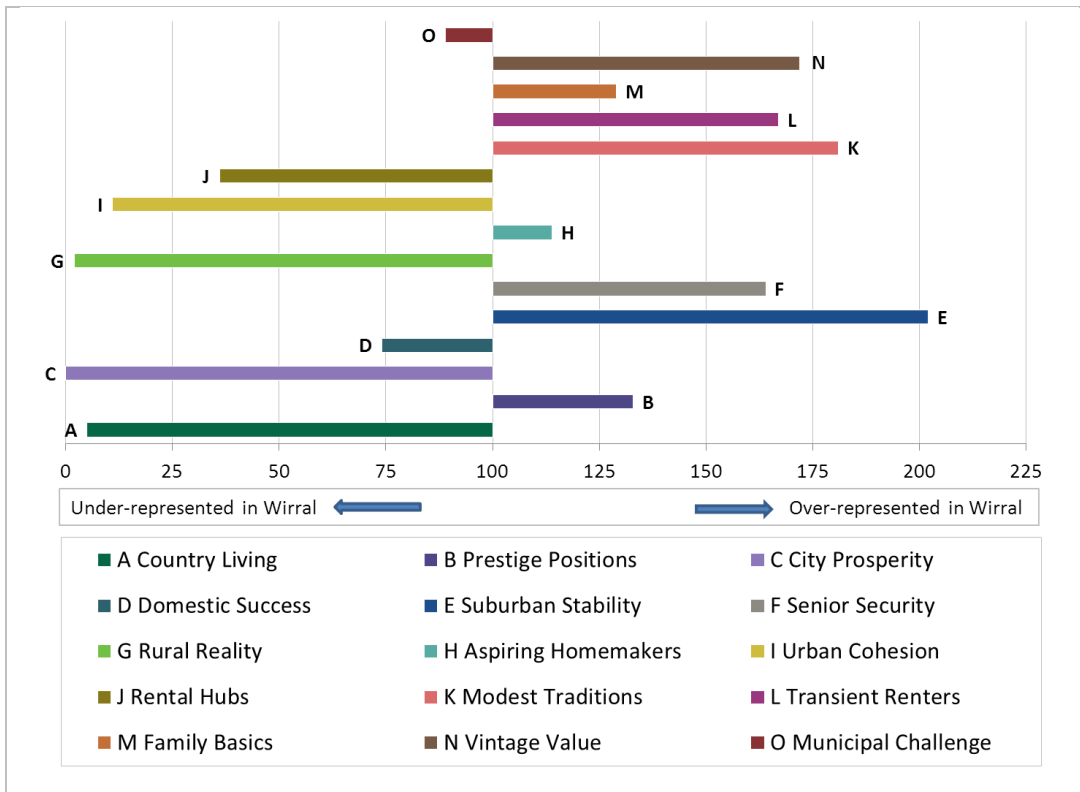
Around 5% of the Wirral population are classified as Group O – very similar to the proportion in the overall UK population. Around three-quarters of all households classified as being Group O are in just three Wirral wards: Bidston & St. James, Upton

(specifically in and around Woodchurch) and Birkenhead & Tranmere. Households classified as Municipal Challenge tend to be long-term social renters living in low-value flats in urban locations, or small terraces on outlying estates built around the 1960s. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes. People in Municipal Challenge are typically of working age and many have been renting their flats for a number of years. Neighbourhood classed as Group O tend to suffer high levels of unemployment and low incomes. Those in work tend to be in manual or low level service jobs, these are the people most likely to be finding it difficult to cope financially and many will be in receipt of in-work benefits.

Municipal Challenge contains the highest proportion of people without a current account and car ownership is also low. They have a low take up of financial products but may use short term finance occasionally. Generally, ownership of technology is low to average, but mobile phones are important and the preferred means of contact. On average, more time is spent watching television than using the internet and purchases tend to be made in local shops, rather than online.

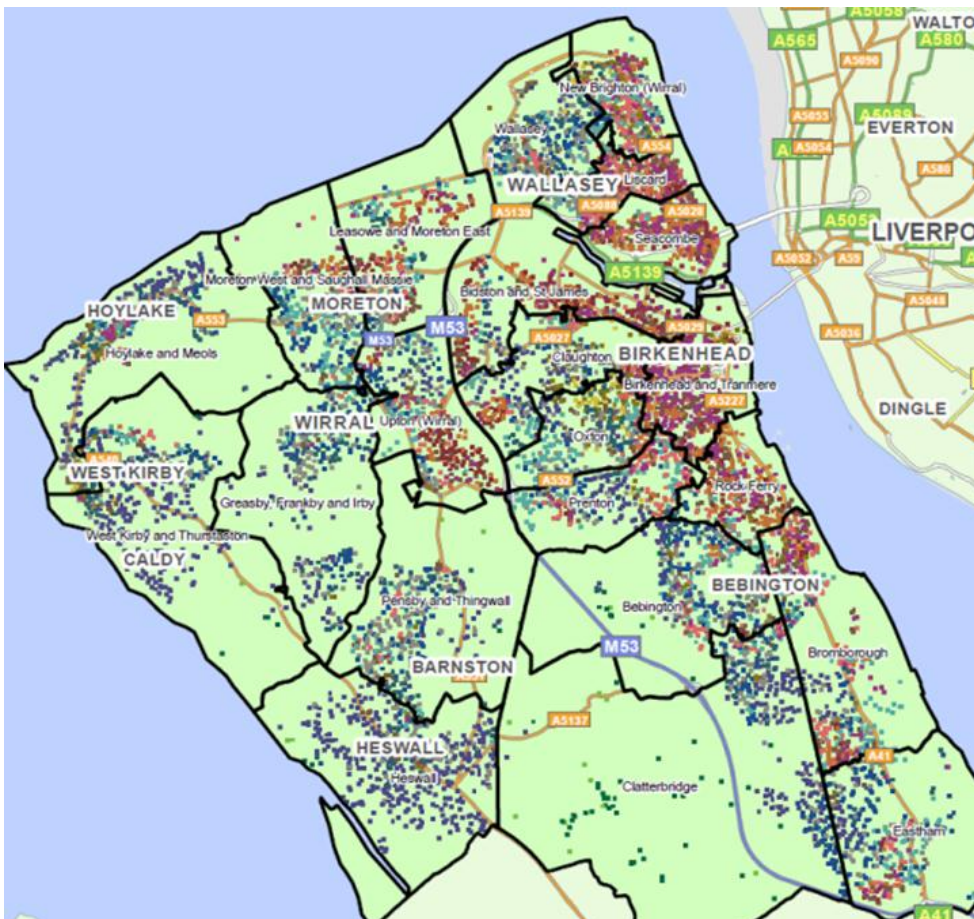
Appendices

Figure 1: Mosaic Groups in Wirral compared to UK overall



As Figure 1 shows, Wirral is very different to the UK overall (UK average is 100), with much larger proportions of Groups E, F, K, L and N, and much smaller proportions of groups C, G, A and I. Generally, there are more groups with middling incomes and older people compared to national averages.

Map 1: Geographical distribution of Mosaic groups in Wirral



Map 1 shows that 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. West 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 in west Wirral, is Woodchurch and some small pockets in Moreton West & Saughall Massie, where Group O dominates.