



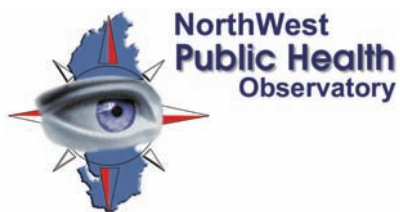
USING GEODEMOGRAPHICS TO SEGMENT THE MARKET FOR HAZARDOUS AND HARMFUL DRINKERS IN CHESHIRE AND MERSEYSIDE

PROFILE DESCRIPTIONS

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1. Introduction

The Directors of Public Health across Cheshire and Merseyside have identified tackling the harm caused by alcohol as one of the priority areas for action across the sub-region. Part of the work to address this is to develop a sub-regional response to alcohol harm for agreed population groups, informed by the use of social marketing principles.

Social marketing is an insight driven process that seeks to first understand the lives of those whose behaviour it is seeking to change. It uses a systematic approach to understand the rich mixture of the population who may have different wants and needs, acknowledging that what appeals to one individual will not necessarily appeal to another. For this reason, the identification and selection of target groups to influence is a crucial part of strategy development. Segmenting customers into distinct groups not only allows comparisons between them but also enables decisions to be made as to where resources may best be deployed. Furthermore, understanding customers as distinct groups allows more tailored approaches to be developed that meet their requirements more closely and hence are more likely to be successful in influencing behaviour.

In response to this need for greater customer orientation, researchers at the North West Public Health Observatory (NWPHO) and the Centre for Public Health (CPH) at Liverpool John Moores University have been commissioned to undertake the first stage of developing insight into the lives of hazardous and harmful drinkers across Cheshire and Merseyside.¹ The segmentation will provide recommendations for where a sub-regional response could be developed and targeted, flagging the possible levers where further research could explore how drinking behaviour could be positively influenced and changed. The objectives of this work are set out below.

Objectives

1. To assess hazardous and harmful drinking prevalence in primary care trusts across Cheshire and Merseyside.
2. To undertake analysis of the Target Group Index or equivalent sources of data against harmful and hazardous drinking cohorts across Cheshire and Merseyside.
3. To identify which population groups across Cheshire and Merseyside are at greatest risk of alcohol-related harm, and the defining features of these groups.

In response to these objectives, a series of profiles have been developed based around an existing geodemographic system produced by Experian (Mosaic). These are supplemented with existing consumer and regional public health data.

¹ Hazardous alcohol consumption: drinking between 22 and 50 units of alcohol per week for males and between 15 and 35 units for females. Harmful alcohol consumption: drinking over 50 units per week for males and over 35 units for females.

2. Setting the scene

2.1 The context of alcohol consumption

In undertaking this piece of research, in order to gain insight to understand alcohol-related behaviour, what is already known on motivations to drink has been considered. This has informed the structure and rationale for the subsequent data analysis and presentation of the profiles.

The reasons why people drink alcohol and drink excessively vary greatly depending on the individual and the situation. Alcohol consumption often increases when individuals are away from work or during celebrations such as holidays, over Christmas or at a wedding (Josiam et al. 1998). Young people in particular may be influenced by the people around them, such as family and friends (Talbot and Crabbe 2008). They may also be motivated by what they see as the fun elements of alcohol consumption such as the so-called 'buzz of drinking' or to aid socialisation as part of a binge drinking culture (Honest et al. 2000; Marsden et al. 2005; Talbot and Crabbe 2008). Some individuals may drink to get drunk specifically to get the alcohol buzz, avoiding food before drinking to hasten intoxication (Engineer et al. 2003). Individuals may also drink for supposed health or wellbeing benefits; for example, to reduce the likelihood of coronary heart disease, to aid sleep or to relax (Harnett et al. 2000; Johnson et al. 1998; Morleo et al. 2008). However, evidence surrounding the reality of such health impacts is mixed (Morleo et al. 2008; Roehrs and Roth 2001). Finally, individuals may also drink alcohol to forget or cope with difficult experiences. Traumatic events, such as bereavement, ill-health, mental stress, loneliness, and loss of income, can trigger alcohol misuse. Such occurrences may be more common among the elderly, putting them at higher risk of alcohol-related harm (Alcohol Concern 2002).

Excessive alcohol consumption can have an extremely detrimental effect on family relationships and has been strongly associated with divorce (Caces et al. 1999; Collins et al. 2007). For example, a study in America showed that an increase in consumption by one litre per capita can cause a 20% rise in divorce rates (Caces et al. 1999). In Britain, alcohol and/or drug use is the sixth most commonly cited reason for relationship failure, with women being more likely to cite alcohol and/or drugs as their reason for the relationship failure than men (Opinion Matters/Tickbox.net 2007). This association with divorce and relationship breakdown is likely to be because of the effect of alcohol on issues such as emotional wellbeing, financial stability, health, and the potential for conflict (Collins et al. 2007; Hurcom et al. 2000). Because of the significant impact of alcohol on family breakdown, it is important to provide adequate support to families dealing with such issues. This support could be tailored towards those most likely to experience divorce (for example, couples in their late twenties and/or those who have been married an average of nearly 12 years; ONS 2008). There are significant differences in how men and women give and receive emotional support. Men are unlikely to receive emotional support from male friends and are unlikely to have many female friends, so many rely on female family members for emotional support (Wellman and Wortley, 1989 in Lielbler and Sandufur 2002). When these relationships break down, such support may no longer be available.

2.2 Social marketing

Social marketing has been defined in the UK as “the systematic application of marketing alongside other concepts and techniques, to achieve specific behavioural goals, for a social or public good” (French and Blair-Stevens, 2006 National Social Marketing Centre).

Social marketing starts with understanding people as individuals. A ‘one size fits all’ approach alone is not sufficient to enable behavioural change. For this important reason, segmentation is a central principle of social marketing as it helps to build understanding of diverse groups of people who may be engaged in similar harmful behaviours, such as excessive consumption of alcohol. By grouping people into distinct segments with similar characteristics and needs, it is possible to develop differentiated strategies for each, which will be more attuned to, and have greater resonance with, the target audience.

Traditionally, segmentation has used individual attributes such as age, gender, work status or income to identify commonalities. However, by understanding some of the attitudinal and psychographic factors that impact on people’s behaviour – such as personality, values, beliefs, behaviours and desire to change – we can build up a much more complete picture of people’s lives. It is only by having this deeper understanding of life contexts that we can gain an insight into what moves and motivates people to behave in the way that they do. Having this deeper understanding offers the chance to identify potential levers of influence to change behaviour. Figure 2.1 illustrates the power of social marketing to bring about such change through affecting the incentives and barriers to behaviour.

Figure 2.1: Achieving behaviour change in social marketing.



Source: National Social Marketing Centre (2007).

The diagram illustrates the importance of using incentives and barriers to reduce problematic behaviour and increase desired behaviours. The power of these levers is

very much dependent on a deep understanding of people to be effective. In particular, there is a need to understand what people value and therefore how they can be influenced. Segmentation is a means of grouping people in such a way that there is sufficient commonality between them for an influencing strategy to be developed. Sometimes this segmentation may start with demographics, but it then needs to explore the nature of the behaviour and the level of resistance to change to identify commonality between groups of people.

For this work, an existing geodemographic system together with additional linked data sources was used to build up a picture of people's lives. This has identified potential sub-groups where further investigation may help us to understand the nature of their alcohol-related behaviour within their life contexts. This additional level of qualitative understanding can be used to identify opportunities to influence specific behaviours and the value that can be offered in order to bring about such an exchange.

2.3 Alcohol Strategies

Many of the alcohol strategies adopted by primary care trusts (PCTs) across the sub-region draw on the model presented previously (Figure 2.1) and adopt a variety of approaches that include education, service and environmental design, controlling behaviour and providing support to people who want to change. Some examples of this include providing information and education to the public and also to staff in PCTs and partner agencies on how they can address alcohol-related behaviour. The use and enforcement of legislation and regulation (such as through Trading Standards' work on preventing sales of alcohol to those underage), tackling anti-social behaviour and developing links with the criminal justice system is part of this. Some alcohol strategies include screening, brief interventions and pathways to these and other services from Accident and Emergency departments. Some PCTs have identified working with employers as potential influencers, while others include support to reduce the harmful aspects of alcohol (such as safe transport) and dealing with some of the negative effects (such as domestic violence). Many of these approaches would be consistent with social marketing in seeking to influence behaviour. The effectiveness of such strategies depends very much on whether they fit with the values of the groups they seek to target and influence. Some strategies will be more appropriate and effective in influencing behaviour with some groups of people than others and hence a differentiated approach underpinned by segmentation and insight is needed.

3. Methodology

The approach taken to this work has been to use an existing geodemographic system, Mosaic (Experian), together with a dataset held by the NWPFO: a combination of responses to the Big Drink Debate (2008) and the North West Regional Lifestyle Survey (2007) (Tocque et al. 2009). Together, these have been used to estimate the prevalence of hazardous and harmful drinkers in the region. Mosaic was chosen as a geodemographic tool with which to perform the analysis for a number of reasons. First, it enables researchers to bring together alcohol indicators with insight used in the commercial marketing world. These will be essential in formulating effective strategies for changing behaviour. Second, when consumption figures for individual Mosaic groups were compared with consumption figures for other geodemographic tools, similar patterns were highlighted such as the elevated consumption seen in areas with concentrations of young people (both young professionals and students), as well as the increased consumption levels associated with groups that are more deprived (see Tocque et al. 2009 for further details).

Mosaic divides the UK population into 61 types and 11 groups based on a range of socio-demographic characteristics, lifestyles, cultures and behaviours. For the purpose of this work, the group level data have been used to identify drinking prevalence in each group. Further analysis has then been undertaken to understand these groups in relation to a range of factors using both consumer data from the Target Group Index (TGI) and also insight from the Big Drink Debate (Cook et al. 2008). TGI is derived from a national survey of around 24,000 people, asking a range of questions related to lifestyles and consumer habits. Here, participants select a question response which reflects their demographic situation (such as age group, employment status) or their level of agreement to specific statements (such as 'I enjoy going out to get drunk'). Because the data can be linked with geodemographic classifications such as Mosaic, it is possible to identify whether particular Mosaic groups are more or less likely to exhibit a certain response compared with the rest of the UK population.

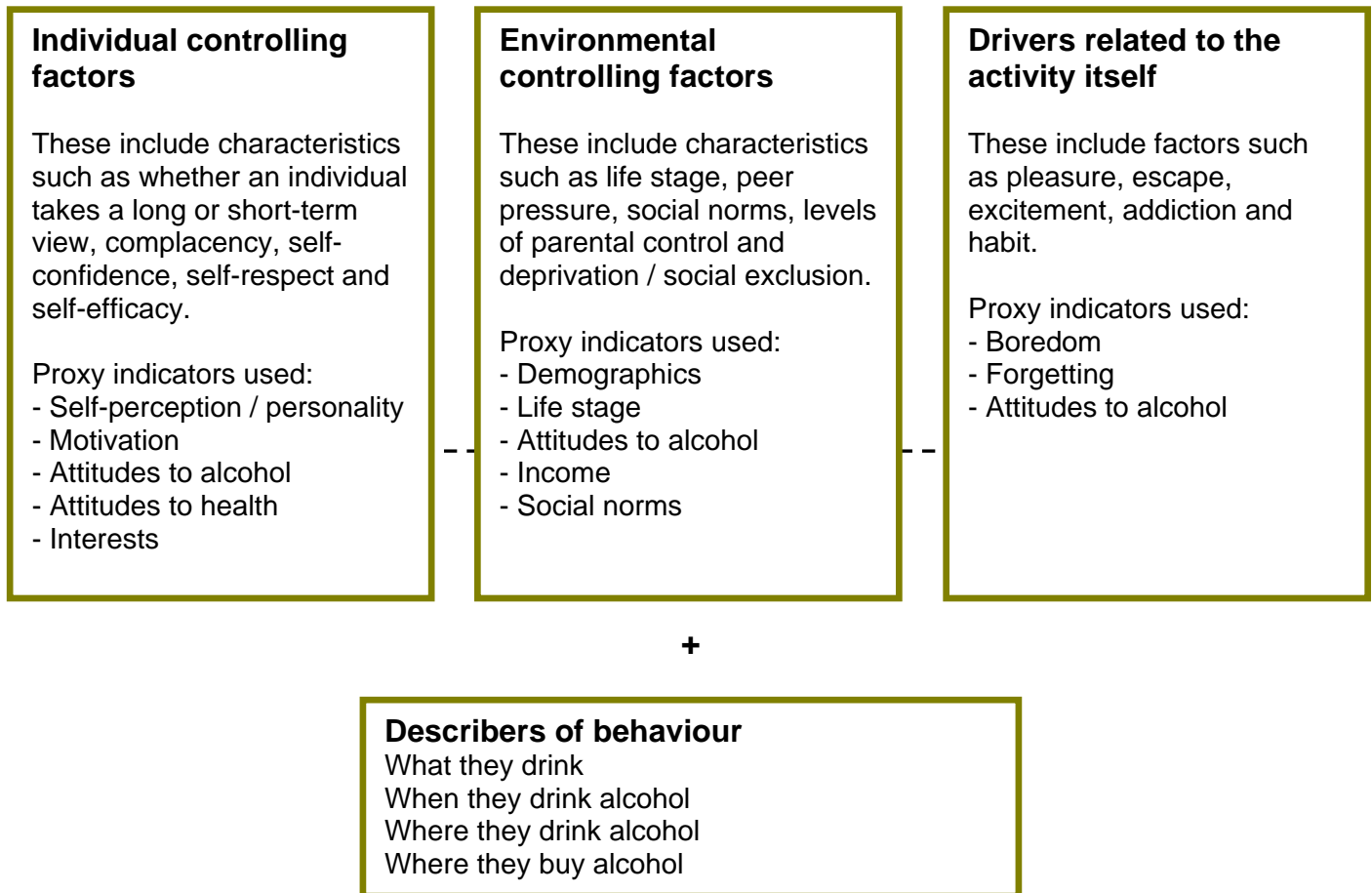
These two data sources, along with reference to other existing segmentation work that has been undertaken by the commercial world, have been used to develop a series of profiles for 9 of the 11 Mosaic groups. The nine groups have been selected on the basis of forming either a significant part of the Cheshire and Merseyside sub-region; or in the case of one group, having the highest prevalence of hazardous and harmful drinkers.

In considering which influencing factors to include in the profiles, attention was given to the approach taken in the healthy life stage segmentation model developed as part of the Department for Health's Ambitions for Health programme (DH 2008). The segmentation approach used in the programme groups individuals by their level of motivation as well as environmental factors within their overall life stage. The information used to describe the segments presented here takes account of relevant information available in these two datasets and also takes account of some of the factors discussed in the context section above. TGI data are collected as a series of questions relating to frequency of behaviours or level of agreement to dichotomous statements (statements and questions have been selected from the TGI dataset that fit with the groupings presented in Figure 3.1). This is used to describe sections in the profiles on factors that influence alcohol consumption such as attitudes to alcohol, attitudes to health, self-efficacy and social networks. In addition, the profiles include demographics, life stage

and descriptions of alcohol-related behaviour to give background understanding. Figure 3.1 illustrates an overview of the information presented.

Not all responses to all the TGI and Big Drink Debate statements for each group have been presented in each of the profiles as this would interrupt the flow of the descriptions. Rather, researchers have highlighted where a particular group differs significantly in its response either from the UK population or from other groups (in the case of the Big Drink Debate data). However, the overview section (Section 4) discusses statements where there are significant and interesting differences between groups. This, together with data that describe alcohol-related behaviour, has been used to inform the structure of the profiles presented here.

Figure 3.1: Grouping the drivers of behaviour by type and function



Source: Adapted from National Social Marketing Conference, Oxford, Sept 2007. Department of Health.

4. Overview of the segments

UK Mosaic categorises the population into 11 groups and 61 types. Table 4.1 shows the concentration of the different segments across the local authority districts of Cheshire and Merseyside. Profiles for nine of these are provided here (see Sections 7 to 15). Two segments, I and K, represent very small proportions of the population (<3.1%). One of the groups, Urban Intelligence, represents only 3.3% of the population, but has the highest prevalence of harmful and hazardous drinkers in the region and so has been included. The largest of the Mosaic groups in Cheshire and Merseyside is Ties of Community, but there are also significant concentrations of some of the most deprived groups such as Municipal Dependency in Knowsley, Liverpool and Halton. The size of these groups and their geographical distribution is important in considering which segments to research further.

Hazardous and harmful drinkers are found in all of these segments and their estimated distribution across these segments is shown in Tables 4.2 and 4.3. These estimations are based on the prevalence derived from the combined Regional Lifestyle Survey and Big Drink Debate dataset (Tocque et al. 2009). The greatest numbers of hazardous drinkers in Cheshire and Merseyside are found in Ties of Community, which is also the largest population group. This is followed by the more affluent groups of Suburban Comfort, Happy Families and Symbols of Success. The greatest numbers of harmful drinkers are found in Ties of Community, followed by Suburban Comfort and then the more deprived group of Municipal Dependency.

For those using this insight, evaluation of the different segments will be crucial, not least in deciding where to allocate limited resources to build up a deeper understanding of the segments. In evaluating segments, it is important to consider their relative size along with the scale of the problem in each. A checklist for evaluation is provided in Section 17, along with an explanation of how they may be used for further research.

The data available in Mosaic have been enriched with those provided by the TGI. This uses detailed consumer data to describe people's behaviour in relation to a whole range of life aspects. In interpreting these data, it is important to note that the index indicates whether a group is likely to demonstrate a characteristic more or less than the UK average. This does not necessarily mean that everyone who lives in that group behaves in this way, just that they may be more or less likely than the average. All the profiles presented here describe the areas relative to the UK average. So, for example, if a group is described as not being frequent purchasers of alcohol, this does not mean that there are no people in that area who buy alcohol, but rather that on the whole they may buy less. There will, of course, be people who do not fit the profile.

4.1 Limitations

It is important to note that geodemographic classifications such as Mosaic do not provide conclusive information about any one individual living in an area and they can only be indicative of what the possible characteristics of people might be.


There are limitations in using national data such as TGI to describe regional or sub-regional populations. Some groups occur more in some regions than others which may lead to some misrepresentation of the descriptions of the behaviours. In the analysis here, this is of most concern for the more affluent groups who are more likely to occur in

the South East of the country rather than the North West. This is most notable in relation to where they purchase alcohol. For example, retailers concentrated in the south of England are under-represented in the north where they have relatively few outlets. For this reason, responses from the Big Drink Debate have also been classified according to their Mosaic group. This analysis has been used to describe the segments in relation to drinking behaviours and reasons for drinking.

TGI data relevant to alcohol consumption have been used to provide some insight around behaviour where this is not available regionally or sub-regionally; for example, when and where alcohol is consumed and where it is purchased. In addition, where statistics allow it has also been possible to develop an indicative picture of other elements of lives that are worth exploring further, such as in relation to lifestyle, interests, motivation and self-perception. These all provide clues as to potential drivers of behaviour, potential opportunities to influence behaviour and what the prospects for change may be. This requires further qualitative research to gain a sufficient understanding to develop effective social marketing interventions, campaigns, policies and services.

Table 4.1: Distribution of population by Mosaic group, by local authority.

Local authority	A	B	C	D	E	F	G	H	I	J	K
	Symbols of Success	Happy Families	Suburban Comfort	Ties of Community	Urban Intelligence	Welfare Borderline	Municipal Dependency	Blue Collar Enterprise	Twilight Subsistence	Grey Perspectives	Rural Isolation
Chester	16.7%	7.2%	20.6%	6.4%	12.0%	3.3%	5.2%	7.4%	3.8%	8.0%	9.3%
Congleton	18.0%	19.5%	23.9%	12.9%	1.2%	0.5%	1.7%	7.2%	3.3%	6.3%	5.3%
Crewe and Nantwich	7.6%	16.0%	14.7%	21.8%	1.0%	1.9%	8.1%	8.2%	2.5%	7.3%	10.4%
Ellesmere Port and Neston	9.9%	15.8%	18.6%	17.1%	0.6%	3.3%	12.7%	14.6%	2.9%	3.8%	0.7%
Halton	3.2%	18.0%	10.1%	19.6%	0.0%	4.4%	23.0%	16.7%	2.7%	2.0%	0.2%
Knowsley	0.6%	16.6%	10.7%	13.5%	0.1%	5.4%	35.2%	13.3%	2.9%	1.2%	0.4%
Liverpool	3.9%	6.0%	9.4%	18.4%	11.0%	14.9%	24.4%	6.1%	2.9%	2.5%	0.0%
Macclesfield	31.8%	7.9%	14.2%	10.7%	4.5%	1.7%	2.8%	7.8%	3.5%	9.1%	5.7%
Sefton	11.4%	6.2%	25.3%	19.3%	0.2%	4.2%	10.1%	9.2%	3.7%	10.0%	0.1%
St Helens	3.7%	13.5%	15.6%	25.5%	0.2%	3.9%	19.9%	12.4%	2.3%	2.3%	0.5%
Vale Royal	19.2%	17.8%	13.3%	15.1%	0.3%	0.6%	6.6%	12.7%	2.2%	5.5%	6.5%
Warrington	12.5%	20.6%	18.9%	17.1%	1.4%	3.8%	8.4%	9.4%	2.8%	3.4%	0.8%
Wirral	11.1%	6.9%	19.4%	25.0%	0.4%	5.7%	11.0%	6.8%	3.6%	9.6%	0.2%
Cheshire and Merseyside	10.4%	11.3%	16.2%	18.2%	3.3%	5.8%	14.5%	9.2%	3.1%	5.6%	2.1%
North West	7.5%	10.2%	15.4%	24.2%	3.6%	5.8%	12.1%	8.3%	3.5%	6.1%	2.9%

 Indicates 20% or more of the population

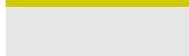
 Indicates less than 1% of the population

Table 4.2: Number of the population (persons aged 18 and over) estimated as being hazardous drinkers by Mosaic group and local authority.

Local authority	Population estimate 2007*	A Symbols of Success	B Happy Families	C Suburban Comfort	D Ties of Community	E Urban Intelligence	F Welfare Borderline	G Municipal Dependency	H Blue Collar Enterprise	I Twilight Subsistence	J Grey Perspectives	K Rural Isolation	U Unclassified
Chester	14,670	2,921	1,184	2,959	936	2,850	444	583	965	444	1,111	1,315	38
Congleton	11,193	2,401	2,450	2,622	1,445	212	49	149	710	297	666	575	37
Crewe and Nantwich	13,769	1,252	2,477	1,977	2,998	216	233	852	999	271	955	1,376	143
Ellesmere Port and Neston	9,606	1,137	1,704	1,747	1,644	97	290	930	1,245	224	343	67	1
Halton	13,999	528	2,829	1,387	2,748	0	566	2,462	2,071	300	266	29	23
Knowsley	17,446	115	3,259	1,830	2,352	32	862	4,693	2,064	409	198	71	20
Liverpool	55,089	2,564	3,719	5,087	10,111	9,852	7,525	10,273	2,955	1,270	1,289	0	469
Macclesfield	18,409	6,977	1,639	2,564	1,964	1,338	289	392	1,265	516	1,581	1,013	106
Sefton	33,994	4,628	2,384	8,417	6,563	107	1,296	2,625	2,764	1,017	3,237	47	98
St Helens	21,063	922	3,193	3,228	5,377	64	757	3,213	2,308	391	461	97	44
Vale Royal	15,106	3,451	3,020	1,961	2,285	72	83	766	1,700	271	785	947	50
Warrington	23,399	3,485	5,426	4,334	4,001	548	818	1,499	1,948	520	759	170	310
Wirral	37,444	4,947	2,921	7,119	9,367	271	1,962	3,141	2,269	1,085	3,416	89	45
Cheshire and Merseyside	285,186	35,327	36,205	45,233	51,791	15,660	15,175	31,579	23,262	7,015	15,065	5,796	1,386
North West	825,640	74,046	94,628	124,424	198,610	49,275	44,004	76,373	60,650	22,949	48,577	23,810	3,379

* Total population estimate (Experian) apportioned to the population aged 18+ from single year of age mid-year estimates (ONS).
Source: Tocque et al. (2009).

Table 4.3: Number of the population (persons aged 18 and over) estimated as being harmful drinkers by Mosaic group and local authority.

Local authority	Population estimate 2007*	A	B	C	D	E	F	G	H	I	J	K	U
		Symbols of Success	Happy Families	Suburban Comfort	Ties of Community	Urban Intelligence	Welfare Borderline	Municipal Dependency	Blue Collar Enterprise	Twilight Subsistence	Grey Perspectives	Rural Isolation	Unclassified
Chester	4,092	661	325	730	284	837	185	189	285	103	268	272	20
Congleton	3,122	543	673	647	438	62	21	48	210	69	161	119	19
Crewe and Nantwich	3,840	283	680	488	908	63	97	276	296	63	230	285	75
Ellesmere Port and Neston	2,679	257	468	431	498	29	121	302	368	52	83	14	0
Halton	3,905	119	776	342	832	0	236	799	613	70	64	6	12
Knowsley	4,866	26	895	451	712	9	360	1,523	610	95	48	15	11
Liverpool	15,366	580	1,021	1,255	3,061	2,894	3,139	3,335	874	296	311	0	245
Macclesfield	5,135	1,579	450	633	595	393	120	127	374	120	381	210	55
Sefton	9,482	1,047	654	2,076	1,987	31	541	852	817	237	781	10	51
St Helens	5,875	209	877	796	1,628	19	316	1,043	683	91	111	20	23
Vale Royal	4,214	781	829	484	692	21	35	249	503	63	189	196	26
Warrington	6,527	789	1,489	1,069	1,211	161	341	487	576	121	183	35	162
Wirral	10,444	1,119	802	1,756	2,836	80	819	1,020	671	253	824	18	23
Cheshire and Merseyside	79,546	7,995	9,937	11,158	15,680	4,600	6,331	10,251	6,880	1,636	3,635	1,201	724
North West	230,294	16,757	25,973	30,692	60,130	14,476	18,357	24,792	17,939	5,351	11,721	4,934	1,764

* Total population estimate (Experian) apportioned to ages 18+ from single year of age mid-year estimates (ONS).

Source: Tocque et al. (2009).

5. Comparisons between the segments

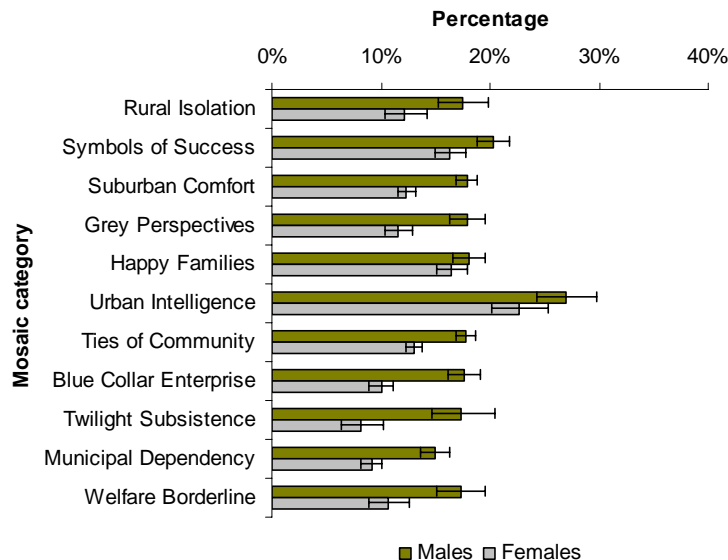
In order to get a flavour of how the segments compare with each other, a number of different characteristics are discussed, which reflect the themes used in the profiles (see Sections 7 to 15).

5.1 Alcohol consumption

5.1.1 Hazardous and harmful drinking prevalence

The next section uses regional data from the Big Drink Debate and the Regional Lifestyle survey to show the distribution of hazardous and harmful drinkers by Mosaic type, ordered by deprivation (Tocque et al. 2009). This shows that the Mosaic group where people are most likely to be hazardous drinkers is Urban Intelligence for both males and females (Figure 5.1). However, they only account for 3.3% of the Cheshire and Merseyside population. The next most significant groups are Symbols of Success for men (10.4% of sub-regional population) and, for women, Happy Families (11.3%).

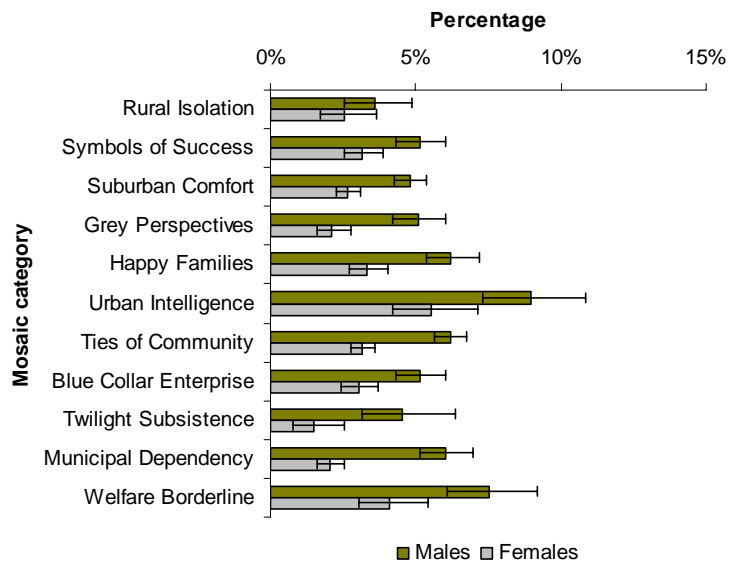
Figure 5.1: Proportion of hazardous drinkers (persons aged 18 and over) in Cheshire and Merseyside by Mosaic category and gender.



Source: Tocque et al. (2009).

Figure 5.2 shows the distribution of harmful drinkers by Mosaic group. Again, Urban Intelligence has the highest proportion, followed by Welfare Borderline.

Figure 5.2: Proportion of harmful drinkers (persons aged 18 and over) in Cheshire and Merseyside by Mosaic category and gender.

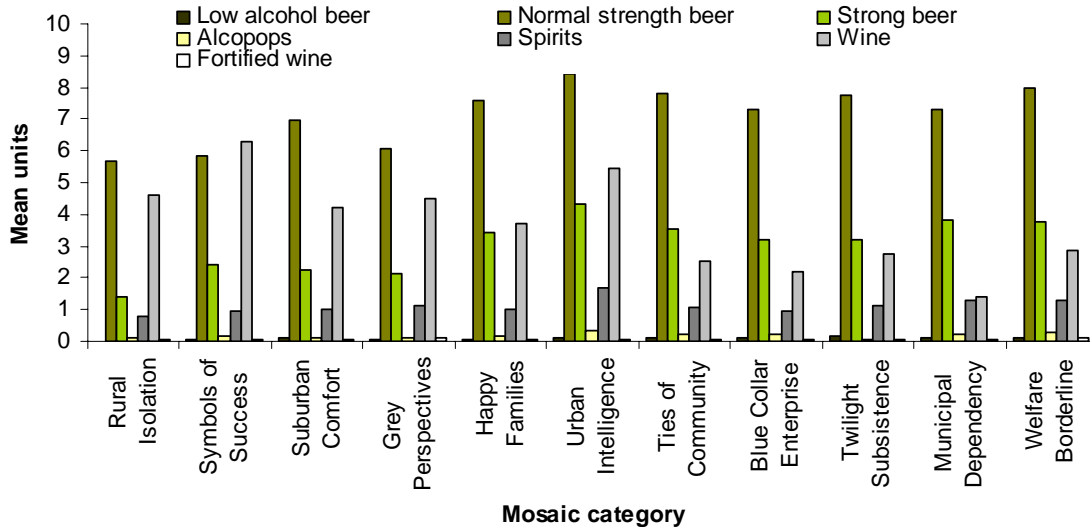


Source: Tocque et al. (2009).

5.1.2 What different groups drink

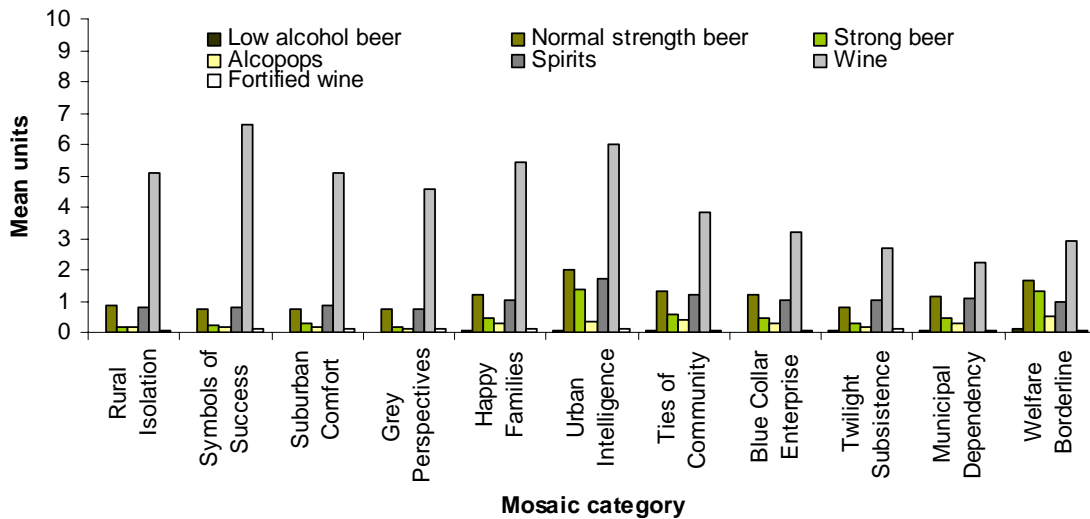
Beer is the most popular drink for men, particularly in the more disadvantaged groups (Figure 5.3). In comparison, wine is consumed by men in the more affluent groups. For women, consumption of wine is more common than beer (which also includes lager), especially among the more affluent groups (Figure 5.4).

Figure 5.3: Mean number of units consumed per week by men, by alcoholic drink and Mosaic category.



Source: Tocque et al. (2009).

Figure 5.4: Mean number of units consumed per week by women, by alcoholic drink and Mosaic category.



Source: Tocque et al. (2009).

5.1.3 Where people consume alcohol

The 11 Mosaic groups have been ranked from the least to most deprived (left to right). Where a bar is above the 100 line, it indicates that the group is more likely than the UK average to have this behaviour. Where it is below 100, the group is less likely to have it. Consumption of alcohol at home is generally more frequent than average among the more affluent groups, particularly for men (Figure 5.5). For daily drinking outside the home, this is much greater among men than women particularly for the most affluent and most deprived men (Figure 5.6).

Figure 5.5: Frequency of alcohol consumption in the home.

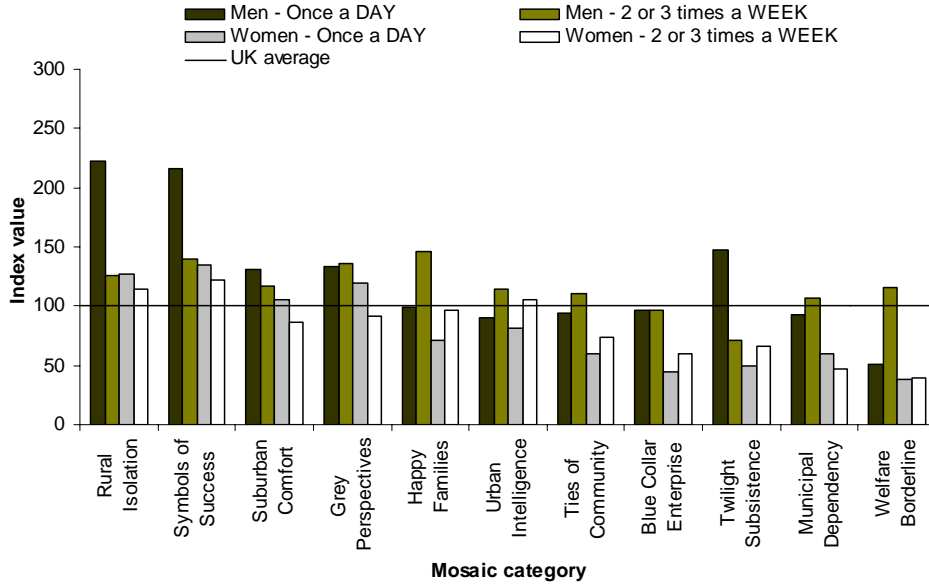
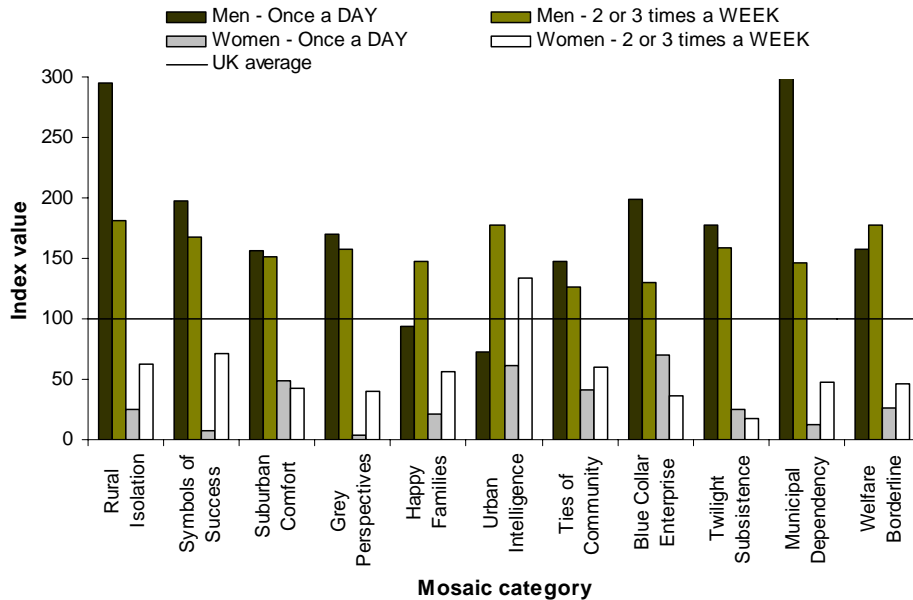


Figure 5.6: Frequency of alcohol consumption outside the home.



5.1.4 Where people buy alcohol – off sales

Individual profiles show the proportion of UK sales at retailers accounted for by individual Mosaic groups. Only off sales have been shown as a comparison, as this presents an interesting aspect to drinking habits of some groups, notably the habit of buying drinks possibly at pub closing time to take home. The most significant purchasers of wine from off sales in the UK population are women from the Ties of Community group, who represent 13% of such sales (Figure 5.7), while the most significant purchasers of beer from off sales are men from the Ties of Community group (Figure 5.8).

Figure 5.7: Proportion of population buying wine for home consumption from a pub as an off sale, by gender.

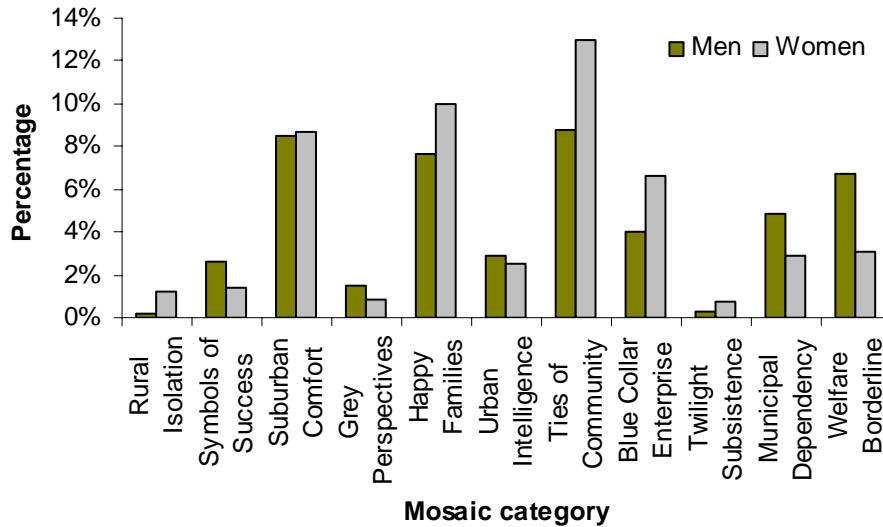
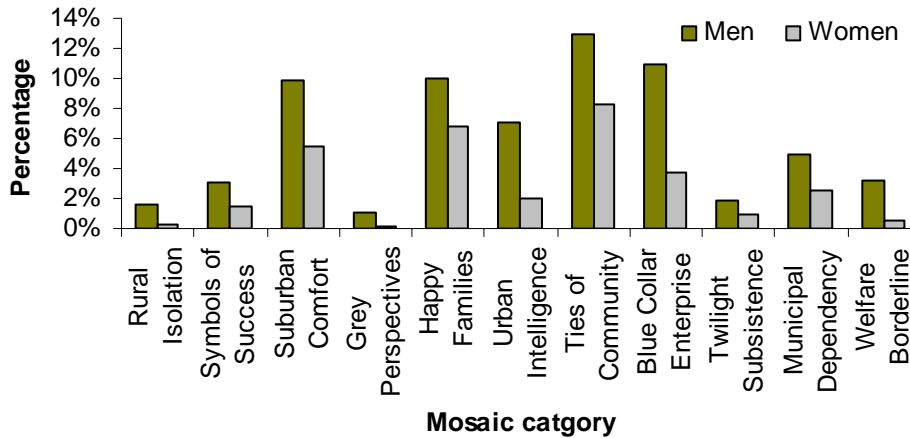


Figure 5.8: Proportion of population buying beer for home consumption from a pub as an off sale, by gender.



5.2 Attitudes to alcohol

Men are likely to agree that the point of drinking is to get drunk (Figure 5.9). Agreement increases with levels of deprivation and markedly among the Welfare Borderline group, who also have one of the highest prevalence of harmful drinkers. When assessing the

enjoyment of getting drunk, agreement tends to increase with the level of deprivation, but agreement does peak among the Urban Intelligence group (Figure 5.10).

Figure 5.9: The relative agreement among the Mosaic categories that the point of drinking is to get drunk compared with the UK average, by gender.

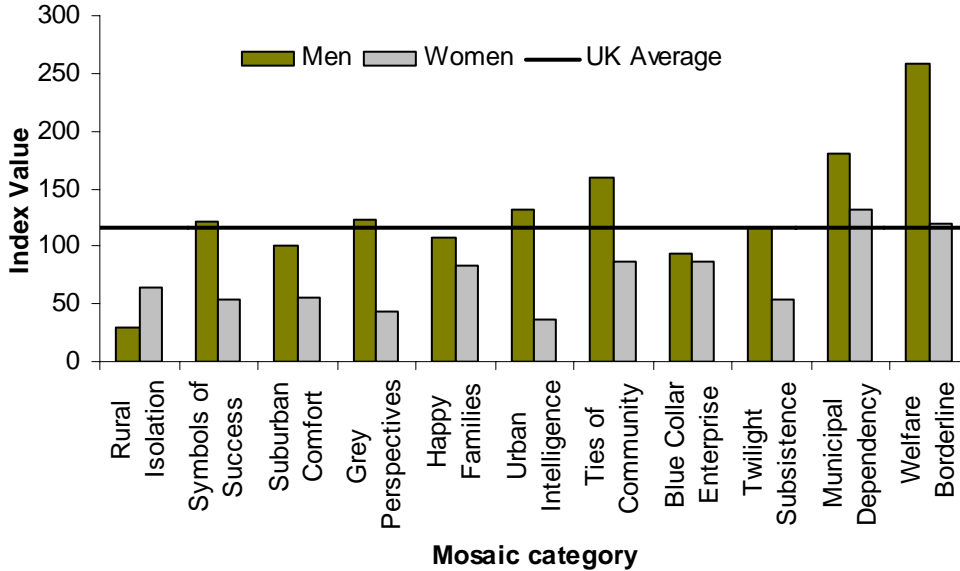
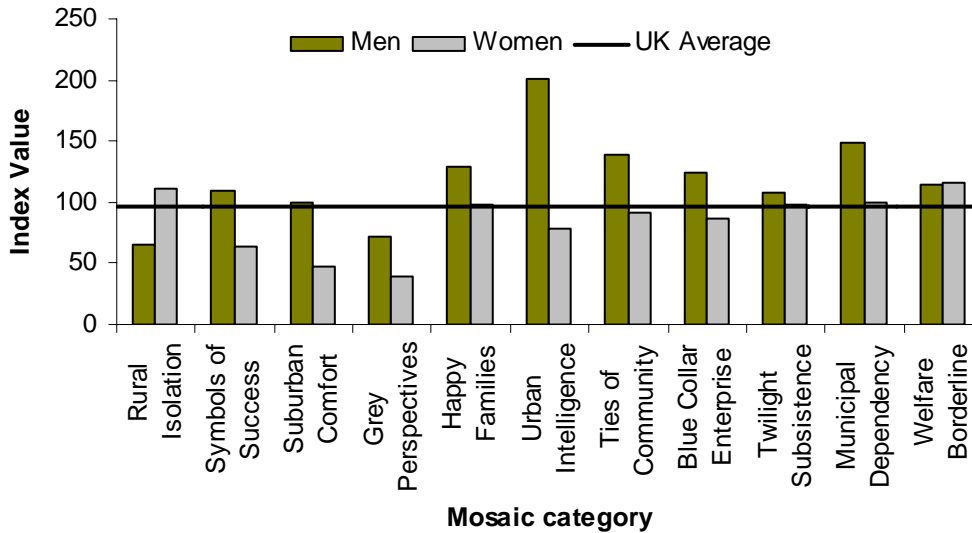


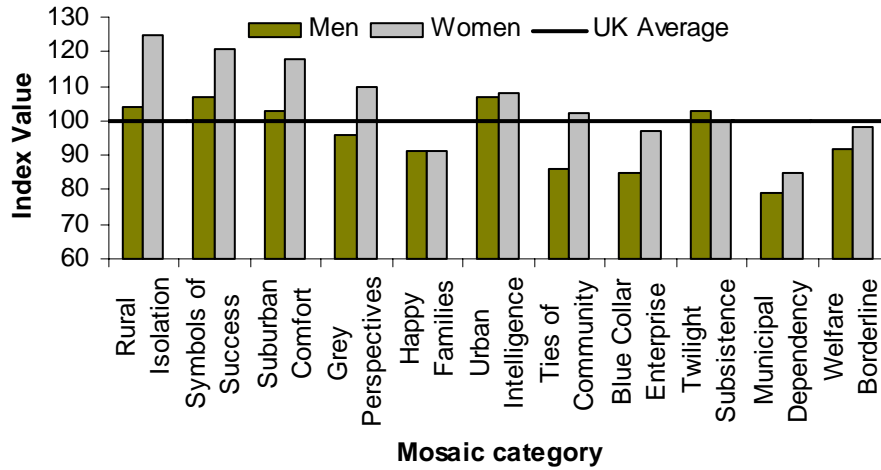
Figure 5.10: The relative agreement among the Mosaic categories that they really enjoy going out to get drunk compared with the UK average, by gender.



5.3 Attitudes to health

Data on attitudes to health have been included as this may present an opportunity to influence behaviour. The more affluent groups are more likely to look after their health, with the exception of the Happy Families group (Figure 5.11).

Figure 5.11: The relative agreement among the Mosaic categories that they really look after their health compared with the UK average, by gender.



5.4 Overweight and dieting

Alcohol is a contributory factor to obesity (Morleo et al., in press) and it is worthwhile considering self-perceptions of weight and motivations to tackle this as potential levers of influence. Figure 5.12 and 5.13 show agreement with statements relating to being overweight and dieting. Men are far less likely than women to agree with either of these. However, some groups may be more motivated to lose weight than others.

Figure 5.12: The relative agreement among females in the Mosaic categories that they are overweight and frequency of dieting compared with the UK average.

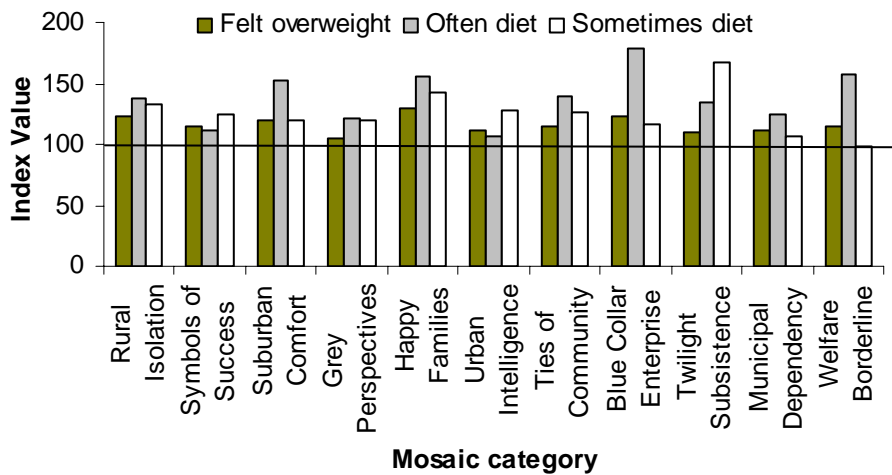
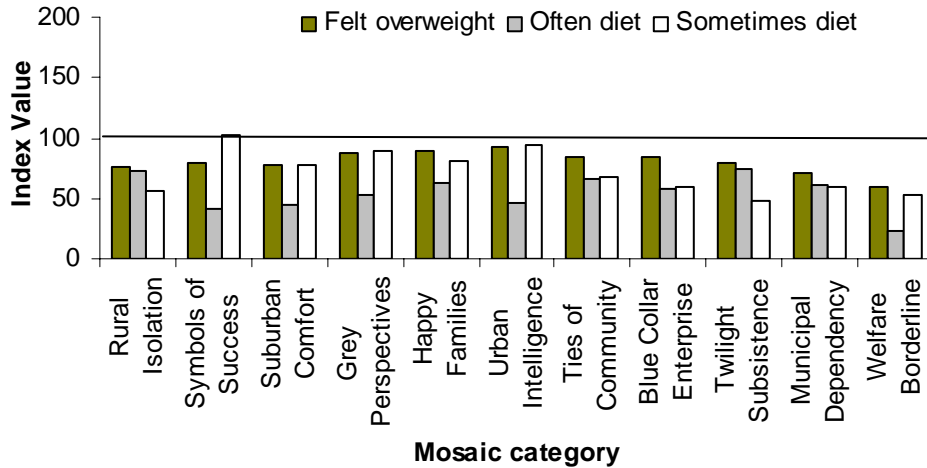


Figure 5.13: The relative agreement among males in the Mosaic categories that they are overweight and frequency of dieting compared with the UK average.



5.5 Self-efficacy

The ability of an individual to change their life and take control of their situation rather than finding a temporary means of escape can be a protective factor against excessive alcohol consumption. Figure 5.14 shows agreement with the statement ‘there is little I can do to change my life’. This tends to increase with deprivation, except for the rise shown in the Grey Perspectives group.

Figure 5.14: The relative agreement among the Mosaic categories that there is little they can do to change their lives compared with the UK average.

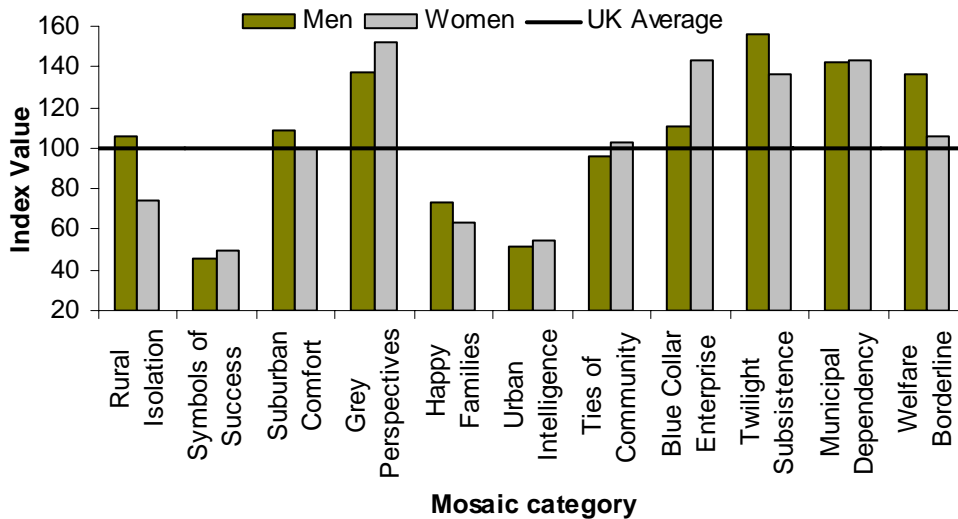
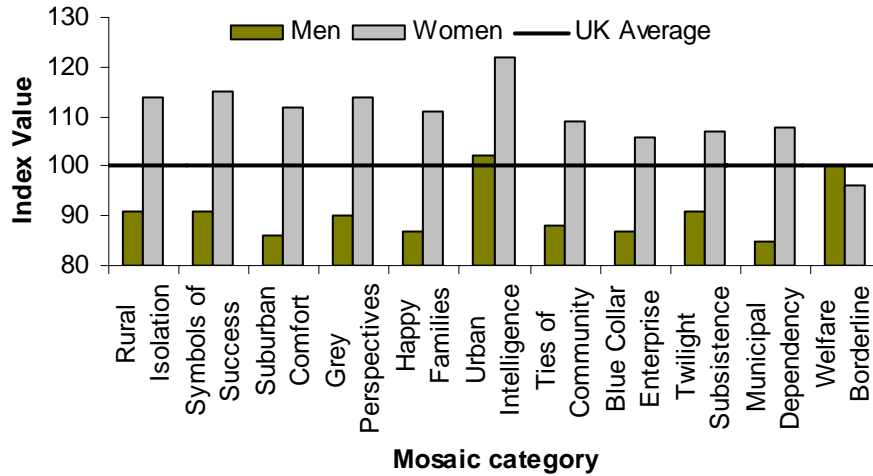


Figure 5.15 shows agreement with the importance of having a close circle of friends in hard times and is an indication of social networks. Men are less likely than women to agree with this, with the exception of Urban Intelligence and Welfare Borderline. These groups tend to be younger and also more likely to agree that they spend time with their friends every day. Women in the more deprived groups do not agree as strongly as those in the more affluent groups.

Figure 5.15: The relative agreement among the Mosaic categories that it is important to have a close circle of friends in hard times compared with the UK average.



The findings here are supported by the broader research literature which suggests that women are substantially more likely than men to provide support in general (House et al. 1988) and women have a greater propensity to seek social support (Thoits 1995). Gallagher (1994) found that women help a greater number of kin and friends than do men. (All in Lieblur and Sandufur 2002).

6. Introduction to the segments

The segment descriptions presented here provide an initial glimpse into the lives of the people who may live in areas assigned to these classifications. However, they can never be considered as accurately reflecting any one individual. It is important that further qualitative research is undertaken to test what is presented here and also to further explore how people perceive their own alcohol consumption behaviours and the contexts of alcohol in their lives. This latter point is very important in relation to presenting communications about alcohol and related services in a way that resonates with each target group. This enables people to recognise themselves and their own behaviours. The initial analysis presented here can only provide a starting point to this. The nine profiles are presented in the order of prevalence of hazardous drinkers.

- D – Ties of Community (estimated 51,791)
- C – Suburban Comfort (estimated 45,233)
- B – Happy Families (estimated 36,206)
- A – Symbols of Success (estimated 35,327)
- G – Municipal Dependency (estimated 31,579)
- H – Blue Collar Enterprise (estimated 23,262)
- E – Urban Intelligence (estimated 15,660)
- F – Welfare Borderline (estimated 15,175)
- J – Grey Perspectives (estimated 15,065)

All the profiles begin with a summary provided by The Mosaic Brochure (Experian), and have been adapted to fit with the sub-regional geography. They then go on to describe the demographic characteristics, life stage of each group and its alcohol consumption habits.² Lifestyle and interests are discussed alongside attitudes to alcohol and health, self-efficacy, motivation and social networks. A summary of the key findings is presented along with recommendations of areas worthy of further exploration. Finally, consideration is given for recruitment of each group for further qualitative research.

² TGI groups people according to the following life stages: Fledglings, Flown The Nest, Nest Builders, Playschool Parents, Primary School Parents, Secondary School Parents, Mid-life Independents, Unconstrained Couples, Hotel Parents, Senior Sole Decision Makers, Empty Nesters, Non-standard Families, Unclassified.

7. Ties of Community (D)

Close-knit, inner city and manufacturing town communities

7.1 Overview

Ties of Community people live in long-established, rather old-fashioned communities. Traditionally, people in this group married young and had manual jobs in industries such as docks and mines. Today, this group has a younger than average population; many are married or cohabiting and bringing up young children. Social support networks are strong, with friends and relations nearby. These neighbourhoods are often characterised by late nineteenth century housing. Many homes have been improved and are comfortable, if somewhat cramped, places to live (usually two rooms and a back extension downstairs, two or three small bedrooms, and a modest rear garden). Originally, such neighbourhoods were within short walking distance of local factories and shops, and many still have access to small corner shops, sometimes owner-managed by recently arrived Asian families. Typically, these neighbourhoods are in former coalfield regions, old steel and shipbuilding towns, and places with docks and chemical plants – industries that have been in serious, if not terminal, decline in recent years. But regional initiatives have attracted footloose industry to new light-industrial estates and unemployment has fallen so that it is lower than in areas where people rent their houses from the local council. To varying degrees, this group has resisted the shift toward individualistic consumption styles.

A person's standing in their community is based on the reputation of their family, their personality and their integrity. Conspicuous consumption is out of place. This was the culture in which the building society and the co-operative movements originated. Money has traditionally been hard to come by and there is a culture of economy and thrift, along with a reluctance to borrow beyond their means. People accumulate savings through frequent small contributions from their income. They like to use local branches of trusted financial services' groups with a friendly image (Experian).

This type of community is found across all districts of the sub-region, where they make up between 10 and 25% of the population, with the exception of Chester. Concentrations are greatest in St Helens, Wirral and Crewe, where over one-fifth of the population falls into this group.

The profile presented here relates to how the characteristics of this group compare with the UK average. It indicates where a group is more or less likely to display a characteristic than the UK population as a whole.

7.2 Profile of the Ties of Community group

7.2.1 Life stage and demographics

Single men are over-represented in these areas, while single females are under-represented. There are more divorced, separated and widowed women than average and more separated men. Numbers of married couples are close to the UK average. The age profile is skewed towards those under the age of 30 years, particularly for men, while those aged over 65 years are less well represented.

There are above average levels of full-time employment among men and part-time employment among women. However, there are higher levels of women who do not work because they are a full-time homemaker, which may be due to the high numbers of children under the age of one year in these areas. There are higher numbers of men not working because they have a long-term illness or disability, or they are unemployed, while some may be looking for their first job. There is a concentration of social grades C2/D. Incomes for men are around £20K and around £10K for women. There is an under-representation of people with higher levels of education. In terms of life stage, men are likely to be found among the groups known as fledglings, flown the nest and nest builders. Women are likely to be playschool or primary parents and some may be senior sole decision makers reflecting the over-representation of widowed women in this group. Linked to this, common life experiences that may have occurred in the last 12 months for men may be moving out of the parental home and, for women, the birth of a first child.

7.2.2 Alcohol consumption behaviour

From regional data, we know that 17.7% of men and 13.1% of women in this group are hazardous drinkers, while 6.2% of men and 3.3% of women are harmful drinkers. Fourteen per cent (13.9%) of men and 5.5% of women in this group drink daily, while 18.2% of men and 15.2% of women drink 3-4 times a week. Comparing this to national TGI data, home consumption of alcohol tends to be close to the UK average with the exception of men who are more likely to drink outside the home on a daily basis or 2-3 times a week.

7.2.3 What are they drinking?

For men, the drink of choice is beer rather than wine, followed by dark spirits. Beer is drunk on many occasions both with and without food, and also with and without friends. It is drunk when watching sports, in nightclubs and at concerts. A significant proportion of the population who drink dark spirits during the day tends to be men in this group.

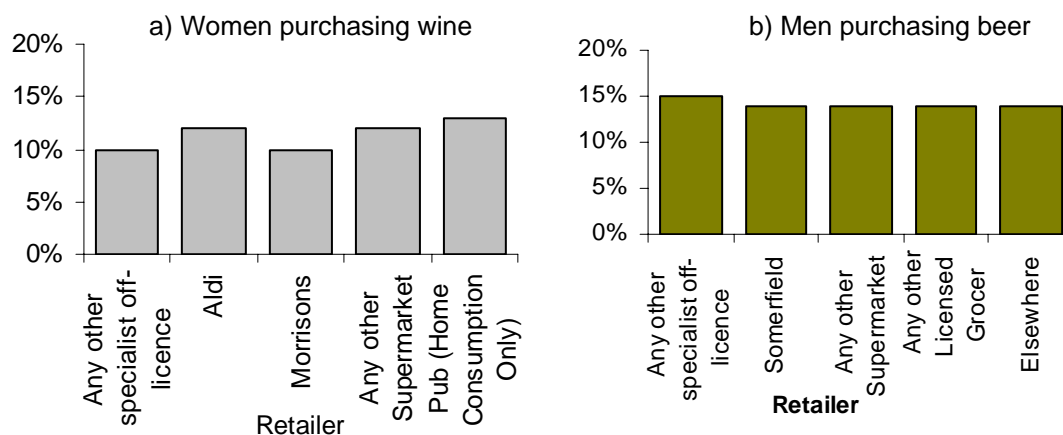
Women are more likely to drink wine, white spirits and especially premixed spirits such as alcopops. Wine is drunk particularly in nightclubs. A significant proportion of the population who drink white spirits in pubs and bars in the evening or during the day falls into this group.

7.2.4 Where is the alcohol bought and how often?

Neither men nor women are particularly large buyers of wine for home consumption, and if purchased, it tends to be from supermarkets such as Morrisons. Men tend to purchase spirits for home consumption more frequently than wine. They are likely to purchase at off-licences such as Thresher or supermarkets such as Aldi and Morrisons.

Women account for 13% of the UK population who purchase wine to take home from the pub (Figure 7.1a). This is an interesting characteristic to consider in relation to their drinking routines. In comparison, men tend to be frequent purchasers of beer for home consumption, and they prefer to purchase from Somerfield. Women are not significant purchasers of beer or spirits for home consumption. In fact, men in this group account for 14% of the UK population who purchase beer at Somerfield (Figure 7.1b). Pub off sales are also high for women at 13%.

Figure 7.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Ties of Community).



7.2.5 Lifestyle and interests

On average, this group is not likely to entertain a great deal at home and there is less of a desire to spend a lot of free time at home compared to other groups. However, there is no significant preference to be active in their leisure time, although women would prefer not to be active. They are no more likely than average to enjoy family meals and women generally do not get pleasure from food. Men in this group are more likely than average to take risks. They enjoy driving and are possessive about their cars. Women do not tend to share these interests but they may like spending time with their friends every day.

7.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by men in this group. These include agreeing that 'the point of drinking is to get drunk', 'a real man can down several pints in one sitting' and they 'enjoy going out to get drunk'. They are willing to pay more for good quality beer but not wine. Women tend to have more moderate attitudes, although they will pay more for good quality wine. Twelve per cent of men responding to the Big Drink Debate who are from these areas agree one of the good things about alcohol is that it relieves boredom (compared with 5% of women).

7.2.7 Attitudes to health

This group is not inclined to do more about their health than average and women in particular are less likely to have done anything about it in the last year. However, men are slightly more likely to believe that they should do something about their health. Dieting is never done by men but they may believe that it is important to look youthful. Women are more likely to diet than men and are also more likely to not get pleasure from food.

7.2.8 Self-efficacy and motivation

Men in this group tend to be less happy with their life than average, and tend to agree they like novelty and challenge in their lives. Men are more likely to agree that they only go to work for the money. They are also more likely to disagree that if at first you don't

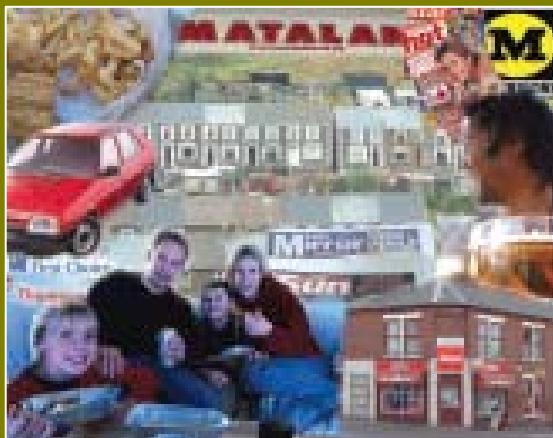
succeed you should keep trying, suggesting there may be pockets of individuals in these groups where resilience is low. Men in this group are also more likely to consider that it is important to enjoy life and not worry about the future.

7.2.9 Social networks

It should be noted that this group contains significant numbers of people who have experienced relationship breakdown and, for the older members, bereavement. It may be expected that social networks would play an important role in militating against the negative effects of this. Women tend to agree that it is important to have a close circle of friends to rely on in hard times. However, men are less likely to see that it is important.

7.2.10 Summary

The drinking pattern for this group is one of drinking outside the home, particularly for men. There are a significant number of households who have young children and a number of these may be single parent households given the higher than average number of divorced and separated women. This may have an impact on their ability to drink alcohol outside of the home because of family commitments. Similar to the Happy Families group (see Section 9), the importance of relationship management, and how it affects and is affected by alcohol needs to be unpicked further here. Men and women may have very different reasons for drinking and there is clearly a marked difference between men and women's attitudes, particularly in relation to boredom. Men may also have less strong social networks and, therefore, pubs may be important in providing this given that most drinking is done outside the home. Care needs to be taken in exploring the role of pubs here and their value in people's lives. In comparison, women may have stronger relationships with friends but their relationship with food (in terms of their lack of pleasure) warrants further exploration. It may be worth considering this group in relation to the national work on obesity undertaken by Department for Health (COI, DH 2008).



What role do pubs play in these communities?

How does this differ for men and women?

What are their drinking routines like?

Why are off sales at the pub more common for this group?

7.3 Strategies for understanding and engagement

7.3.1 Issues for further exploration

It is useful to consider the information presented here in relation to factors that affect behaviour. There are significant differences in drinking between men and women. For example, the role and importance of drinking outside the home such as in pubs needs to

be explored further with men. This will enable the development of a more complete picture of alternatives that could be used to dissuade men from drinking. Exploration of drinking habits could also be valuable, such as at what points during the day they are drinking and who are they drinking with. Heavy levels of drinking out of the home particularly without partners, needs to be explored in relation to home lives and whether there are factors here that may encourage drinking outside the home.

Women's drinking in this group may be less problematic; however, this group makes up a significant proportion of the population. It would be useful to unpick how drinking features in their lives, particularly in relation to home drinking, even though this seems to be less likely than for some of the more affluent groups. Talking to women about men's drinking may also be a way of gaining some insight as to what may be going on in homes to encourage drinking. Women in this group make up a significant proportion of off sales at the pub, and it would be useful to explore how this fits with drinking habits as there may be potential levers here to influence alcohol consumption. For example is this done at the end of an evening when there is a desire to continue drinking at home, but a stock of alcohol is not kept in the home?

7.3.2 Recruitment of this group for qualitative research

It would be advisable to research single and married men separately for this group in order to explore drinking habits more fully and identify opportunities to influence consumption. These may differ according to home circumstances, similarly for women. Retailers where this group may be recruited include Aldi, Morrisons and Somerfield. Door-to-door enquiries in appropriate postcodes may be a possible way of recruitment. Key characteristics that could be used in recruitment scripts to identify this group are shown in the appendix.

8. Suburban Comfort (C)

Older families living in suburbia

8.1 Overview

Suburban Comfort people have established themselves and their families in comfortable homes in mature suburbs. Children are becoming independent, work is less of a challenge, and mortgages and other loans are becoming less burdensome. These people live in inter-war suburbs and work mostly in intermediate level, white collar occupations, where they are beginning to plan for approaching retirement. They are likely to be married and most have children who may be at secondary school or university, or grown up and starting families of their own.

These neighbourhoods consist mostly of houses built between 1918 and 1970 to meet the needs of a new generation of white collar office workers. Pleasant but homogenous semi-detached houses are set back from the road in generously sized plots with leafy gardens. Such areas were once on the edge of the city, but they now often form a no-man's land between the high density Victorian inner city and the more modern family estates further out. This group is found across the Cheshire and Merseyside sub-region especially in Sefton and Congleton where it makes up around a quarter of the population, and in Wirral, Chester, Ellesmere Port and Warrington where it makes up around a fifth of the population.

People in this group value independence and self-reliance, and tend to rely on their own judgement, rather than social or community attitudes, when taking key decisions. Although they expect neighbours to be helpful, they do not necessarily take pride in or get involved with their local community. 'An Englishman's home is his castle' could describe this group's outlook. Suburban Comfort people seldom earn enough money to accumulate significant wealth. Much of their personal equity is locked up in their property, which has often increased significantly in value in relation to the original mortgage. A number have small share investments. Most own and use credit cards, but usually as a convenient method of payment rather than as a line of credit and as rational planners who want to minimise financial uncertainty (Experian).

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

8.2 Profile of the Suburban Comfort group

8.2.1 Life stage and Demographics

These areas are likely to comprise older married couples (from 55 years onwards), as well as a high concentration of widows. They have average levels of employment but are more likely than the UK overall to be retired or, for women, working part-time. For men, there are higher than average numbers of people with university degrees, particularly at the level of doctorates or equivalent, and a concentration of people in social grade B. Females are less likely to have formal qualifications and to be in either in social grade B or C1. Household incomes tend to be above £47,000 a year. Some households may have grown up children who have left home, with parents falling into the empty nester or hotel parents life stages. Significant recent, or soon to be expected, life events revolve around retirement. Further, men have an above average expectation of separating from

their partner. There may also be pockets of senior sole decision makers, reflecting the proportion of older widowed women in this group.

8.2.2 Alcohol consumption behaviour

From regional data, 17.9% of men and 12.3% of women in this group are harmful drinkers while just under five per cent of men (4.8%) and three per cent (2.7%) of women are harmful drinkers. Seventeen per cent (16.6%) of men and 8.3% of women in this group drink daily. Nearly a quarter (23.6%) of men and 18.5% of women drink 3-4 times a week. This is supported by national data provided through TGI: men tend to be frequent drinkers, being more likely than the UK average to drink once a day while women are more likely to drink once a month or less. Men are more likely than the UK average to drink at home daily, and also outside the home at least a few times a week, while for women both in home and outside of home drinking is likely to be once a month or less.

8.2.3 What are they drinking?

Beer is the drink of choice for men in this group. It is drunk on many occasions both with and without food. It is consumed in their own home, at friends' homes and in bars, pubs and restaurants. Consumption is also higher than the UK average when watching sports and at the theatre and cinema. In comparison, women are more likely to drink wine. It tends to be drunk with friends and family, at home and at friends' houses. Wine is also drunk when eating out. This supports findings from the Big Drink Debate where half of respondents in this group agreed a good thing about alcohol is that it complements food.

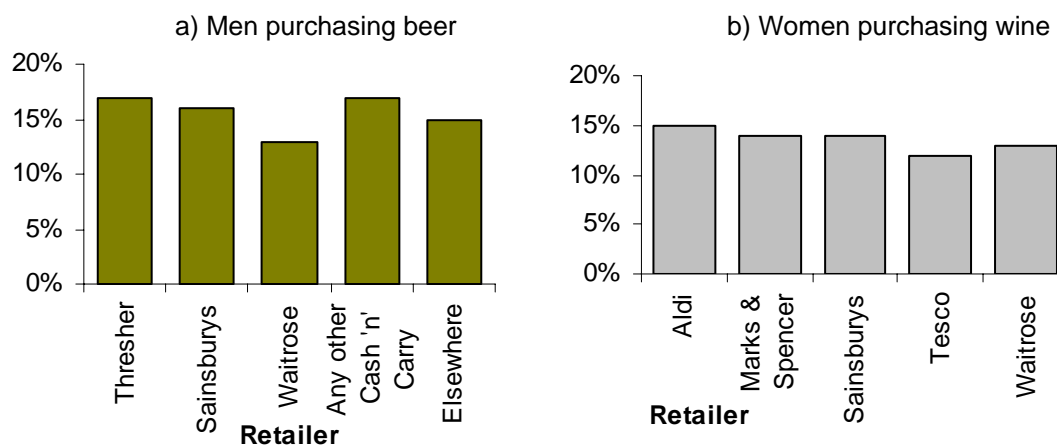
Men consume dark spirits more than the UK average. These are drunk at home and at friends' houses as well as outside the home at the theatre, cinemas, bars, cafés, restaurants and nightclubs. White spirits are less popular, especially among men. Premixed spirits such as alcopops tend to be drunk outside the home by women.

8.2.4 Where is alcohol bought and how often?

Purchase of wine and spirits by this group is close to the UK average, but purchase of beer by men is above the average. Men tend to buy beer at cash and carry outlets more than the UK average. They also buy it at Thresher and at supermarkets such as Aldi, Sainsbury, Tesco, Waitrose and Somerfield. They purchase above average by mail order, as duty free and possibly from abroad (France and Belgium). Caution needs to be exercised in interpreting the propensity to buy beer from abroad because of the over representation of this group in the South of England. Those in the North of England in this group may not display this behaviour to the same extent.

Seventeen per cent of the UK population who purchase beer from Thresher are men who fall into this group and they represent a significant market for this retailer (Figure 8.1a). When wine is purchased by this group, men are more likely to buy it at Oddbins, Aldi, Waitrose, cash and carry and by mail order. They also purchase through duty free and from abroad. Women are likely to be purchasing at Aldi, Tesco, Waitrose, Sainsbury's and Marks & Spencer. Here, 15% of the UK population who purchase wine from Aldi are women who fall into this group and they represent a significant market for this retailer (Figure 8.1b).

Figure 8.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Suburban Comfort)



8.2.5 Lifestyle and interests

While this group is close to the UK average in its preferences for spending time with their family, women are more likely to enjoy entertaining and to report usually eating meals together at the weekend. In comparison, men prefer to be more active in their leisure time, particularly surrounding cars as they enjoy driving and are also more possessive about their cars than the UK average. The interest around cars may present some levers for influencing drinking behaviours of men, particularly as they tend to drink outside the home fairly frequently. The relationship between alcohol and driving could be a useful avenue for exploration for this group.

8.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and in this group there are quite marked differences in attitudes between men and women. Women are much less likely to agree that the point of drinking is to get drunk compared to the UK average. Women are also less likely to agree that they enjoy a night out at the pub, while men are more likely to agree. Men are also more likely to agree it is worth paying more for good quality beer than the UK average, but less so for wine.

8.2.7 Attitudes to health

This group is close to the UK average in looking after its health but women are more likely than average to say they do not need to do more about their health. Women are more likely than the UK average to agree that they are mostly trying to lose weight, while males are less likely to agree. Women are more likely than the UK average to have felt overweight, dieted often or sometimes and to think it is important to keep looking young. This may suggest that they feel they are already doing things to protect their health and this may be reflected in their lower alcohol consumption. This is very different from men, who disagree that they need to remain youthful looking and are likely to have never dieted.

8.2.8 Self-efficacy

This group is close to the UK average in agreeing there is little they can do to change their life. However, men are more likely to disagree that if at first you do not succeed you must keep trying, and are more likely to agree that they work for the money. This is not

the case for women, suggesting further exploration is warranted to motivation and self-determination. Women are less likely than the UK average to agree they have a keen sense of adventure and like to take risks, while men are close to the UK average.

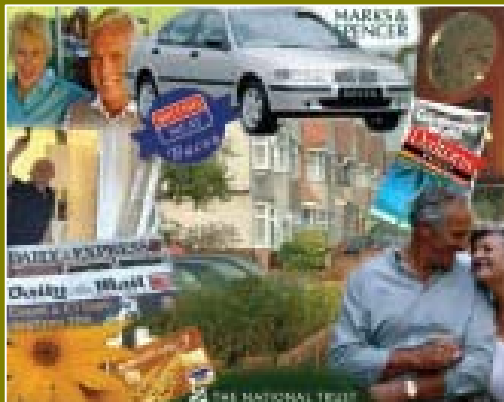
8.2.9 Social networks

Men are more likely to disagree that they like to have a circle of close friends who support them in hard times, whereas women are close to the average on this. Fourteen per cent of men who disagree with this in the UK fall into this group, compared with 5.8% of women. More men who say they do not agree it is important to have friends to support them fall into this group than any other.

8.2.10 Summary

It is useful to consider the information presented here in relation to factors that affect behaviour. These can be considered in a number of ways, relating to the individual, the environment in which the individual lives and also the pleasure derived from the drinking itself. There are significant differences in drinking habits between groups, with men drinking close to the national average and women drinking well below. Men's choice of drink tends to be beer, and they are more likely to drink outside the home in bars. In this group men's drinking would be more of a concern than that of women because of the increased frequency with which they drink. There may also be a greater degree of pessimism among men in this group and lower levels of persistence in dealing with difficult situations. Alcohol may be a means of escaping. Men in this group may be drinking from habit and visiting pubs and bars in the evenings may be part of a routine.

It is important that the presentation of this group's behaviour is consistent with self-perception and not violating personal standards so that risk seems real and relevant.



Men are drinking more than women, some with ingrained habits of going to the pub in the evening.

High levels of self-efficacy, but is there a perceived need to change when health is not viewed as being overly important?

8.3 Strategies for understanding and engagement

8.3.1 Issues for further exploration

The means by which men in this group deal with emotional aspects of their lives needs to be investigated further as to how this impacts on alcohol consumption. Considering the importance of cars to men and the increased likelihood of taking risks, further investigation may be warranted surrounding whether cars are used as a means to drink

outside the home. This may be a worthwhile to explore qualitatively as well as checking the profile of this group with research into drivers who drink.

Current advertising campaigns targeted at younger 'binge' drinkers may seem irrelevant to this group as it does not resonate with their drinking behaviour, which is done partly at home. Men in this group may not perceive themselves as going out to get drunk and the current emphasis on this in advertising may not be salient to them. Information on risks, benefits and recommended action needs to be consistent with the values, norms and drinking situation. It may be appropriate to use information that mirrors some of the drivers of the behaviour to demonstrate empathy with the audience. This needs to be explored further qualitatively. There is a need to understand the motivation of older middle class men, living in suburbia, to drink. This needs to be considered in relation to any emotive reasons they may have to drink regularly and their general outlook on life. It would also be worthwhile unpicking some of the reasons behind how drinking fits into their daily routines. The importance of cars would also be worthy of exploration as a means of providing potential levers of influence.

8.3.2 Recruitment of this group for qualitative research

It is recommended that when exploring the above issues, the focus is on undertaking qualitative research with men rather than women. Research needs to explore reasons for drinking, but also drinking routines: where, when and methods of transport used to get to pubs and bars.

Key characteristics that could be used in recruitment scripts to identify this group are shown in the appendix. Sainsbury's, Marks & Spencer and Tesco may be promising stores for recruitment. In addition, particular types of pubs frequented by this group, perhaps in suburban areas, may be appropriate recruitment locations.

9. Happy Families (B)

Younger families living in newer homes

9.1 Overview

The group Happy Families contains people whose focus is on career, home and family. They are mostly young couples, married or living with their partner, raising pre-school and school-aged children. This group's educational attainment has enabled them to secure positions in large organisations in either the private or public sector, with the prospect of future career advancement. These neighbourhoods consist of modern, purpose-built family housing, either detached or semi-detached, on estates with other young families. These estates are often some considerable distance from major commercial centres, but within an easy driving distance from many potential workplaces, such as major new industrial or office 'parks'. Happy Families neighbourhoods are typically found in areas of rapidly expanding employment. Some of the new jobs are in locally grown businesses in new industrial sectors such as information technology, biotechnology or business services. Other jobs are in organisations that are relocating from inner city sites to new green-field office parks; these are located close to the motorway network, and within easy reach of potential employees. In the Cheshire and Merseyside region they represent significant proportions of the populations of Warrington, Halton, Vale Royal, Knowsley, Crewe, and Ellesmere Port and Neston.

Happy Families place a high value on material possessions. To some extent, this reflects their life stage, where investing in new homes involves substantial expenditure on appliances. Modern design, the use of high technology, and reliability are important consumer values in these neighbourhoods. Happy Families tend to need credit facilities. Quite apart from a mortgage, there may be one or two cars that need to be financed, and many residents also use credit to buy consumer durables. With steady incomes and often two parents working, these debts are usually affordable and are typically spread across credit cards, personal loans and retail credit (Experian).

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

9.2 Profile of the Happy Families group

9.2.1 Life stage and demographics

These areas comprise married couples or couples living as married (who are likely to be aged 25-44 years), as well as above average numbers of women who are divorced or separated. In fact, women in this area are also more likely to have experienced divorce or separation in the last 12 months, while men are more likely to expect to experience this in the next 12 months. Combined, these suggest that the women in this area are remaining in the marital home after the relationship breaks down. The potential for family breakdowns is an interesting characteristic to note in these areas. Household incomes tend to be from £40K to £50K per annum.

This group is more likely to have experienced the birth of their first child in the last 12 months. Children of all ages tend to be found in these areas, particularly pre-school and primary age children. Consequently there is an over-representation of people whose life

stage may be described as play school or primary school parents, and to a lesser extent, secondary school parents.

9.2.2 Alcohol consumption behaviour

From regional data, it is estimated that 18.1 % of men and 16.5% of females in this group are hazardous drinkers and 6.2% of men and 3.3% of women are harmful drinkers. Fourteen per cent (14.3%) of men and 6.8% of women in this group drink daily, while 20.9% of men and 17.3% women drink 3-4 times a week. This regional information is supported by the national TGI data. Men in this group are more frequent drinkers than women. Men tend to drink 2-3 times per week on average, while women tend to consume alcohol once a month. Men tend to drink at home 2-3 times a week, while women tend to drink at home once a month or less. Men tend to drink outside the home at least once a week, while women tend to drink outside the home once a month.

9.2.3 What are they drinking?

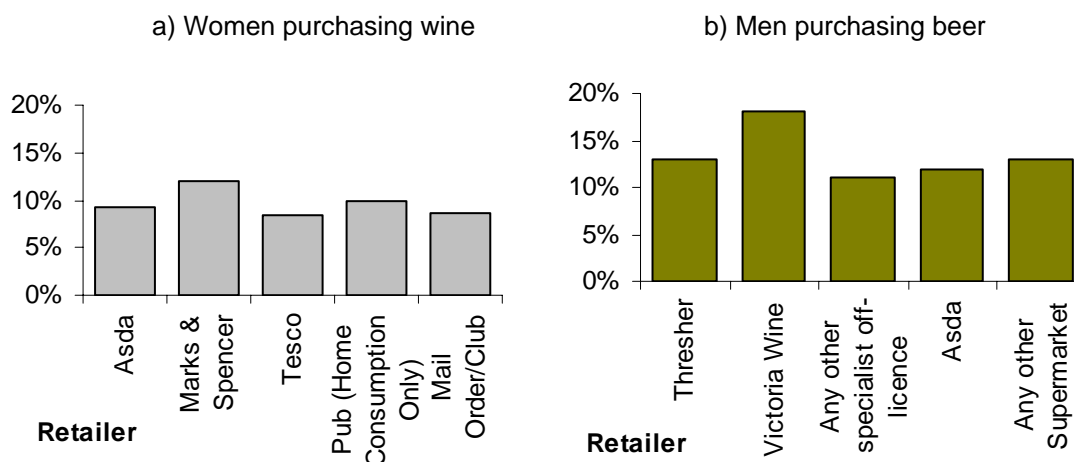
For this group, alcohol is drunk when at friends' houses and pubs, either with or without food. It is also consumed when watching sport and when travelling. For males, such consumption patterns relate to drinking beer (and to a lesser extent dark spirits) but females are more likely to drink wine and are not significant consumers of beer. Both men and women drink above average levels of white spirits, both in and outside the home. Premixed spirits such as alcopops tend to be drunk at concerts and in nightclubs.

9.2.4 Where is the alcohol bought and how often?

Both men and women are frequent purchasers of wine, with men more likely than the UK average to purchase it weekly or several times a week. This is similar for women although they are also more likely than average to buy wine daily. Both men and women are more likely than the UK average to be purchasing wine from the big supermarkets such as Asda, Sainsbury's, Morrisons and Tesco.

The following charts show the importance of this group to some of the main retailers from whom this group purchases wine. For example, women in this group account for 8.5% of the UK population who purchase wine at Tesco (Figure 9.1a). Interestingly, they also account for 10% of the UK population buying off sales at the pub to take home. Men tend to buy beer once a month or a few times a year mainly from the large supermarkets and off-licences. A similar pattern can be observed for women. Men in this group account for 18% of the UK population who purchase beer at Victoria Wine (Figure 9.1b), representing a significant market for this retailer. Both men and women tend to be light purchasers of spirits, buying them mainly at Asda and Tesco. They are close to the UK average in purchasing them in duty free outlets.

Figure 9.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Happy Families)



9.2.5 Lifestyle and Interests

Women in this group are more likely to enjoy entertaining at home than average. Both men and women enjoy spending time with their family, although 11% of men in the UK who do not enjoy spending time with their family fall into this category. This perhaps needs to be considered in relation to the higher levels of divorce and separation in this group compared to the UK average. This group is less likely to tend to spend money without thinking, particularly men. These groups are reliant on credit and this could be a source of pressure on relationships.

The women are less likely than men in this group or the UK population overall to agree that they like to be active in their leisure time. This may be something to explore further in relation to how drinking alcohol fits with the need to relax during leisure time. Around two thirds of women in this group agreed that one of the good things about alcohol is that it helps them to relax and unwind. This group is similar to the UK average in eating together as a family and in relation to their pleasure from food, although food does not play as significant a role in the lives of this group as it may for others.

9.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by this group above the UK average. This group is no more likely than most to agree that most of its drinking is done at home or that drinking is a means to getting drunk. However, men are more likely than women to agree they enjoy a good night out at the pub and that they enjoy going out to get drunk. They are also more likely to agree that they are willing to pay more for good quality beer, but neither men nor women are any more likely than average to pay more for good quality wine. More men than women who responded to the Big Drink Debate agreed that one of the good things about alcohol is that it relieves boredom (9.1% for men compared to 4.3% for women). This is something that would be worthy of consideration in further research.

9.2.7 Attitudes to health

Men and women in this group are less likely to agree that they look after their health. Furthermore, they are no more likely than average to agree that they should do more

about their health or that they are eating more healthily than they have in the past. Women in this group are more likely to be trying to lose weight, while men are less likely. Moreover, women are more likely to have done something about it. Women are also more likely to think it is important to stay looking young. The health benefits of a reduction in alcohol consumption may be more likely to be heeded by women in this group than men, particularly if placed in the context of helping weight loss and keeping youthful looks. Just under half of the female respondents to the Big Drink Debate (47%) who fell into this group were concerned about how alcohol could cause weight gain.

9.2.8 Self-efficacy

There appear to be conflicting motivations in men and women in the Happy Families group, particularly in relation to whether they look on their work as a career or just a job. Women in this group are more likely than average to agree that they look on their work as a job rather than a career. This may be a reflection of the number of women who describe themselves as homemakers in this group. However, women are more likely to agree they do not go to work just for the money, while men's motivation is more likely to be monetary. Levels of motivation around work in this group are not as clear cut as they are with other groups. Women in this group are likely to be more concerned about the future, while men are less likely.

9.2.9 Social networks

It should be noted that this group contains an above average number of women who are divorced or separated, and potentially men who are about to divorce or separate. It might be expected that social networks would be very important for a small number of the people in this group who may be experiencing difficult relationship situations. Men in this group are more likely than the UK average and than women to not need a close circle of friends around them in hard times. Ten per cent (9.9%) of men who believe this in the UK fall into this group. Men in this group are also less likely to agree that they are the first among friends to know what is going on. The impact of this relative isolation would be an area to explore further in qualitative research, particularly as to how the lack of social support that some men in this group may have impacts on their relationship with alcohol.

9.2.10 Summary

This is a seemingly affluent group with high levels of employment and disposable income. Beneath the surface, however, there may be pockets of individuals drinking at high levels (including harmful drinking) particularly among men. Drinking does not always occur at home, particularly not for men who are likely to enjoy nights out at pubs, and getting drunk is seen as a part of this.

It is useful to consider the information presented here in relation to factors that affect behaviour. There are pockets of relationship breakdowns in these neighbourhoods and the reasons behind this would be worth considering in more depth as well as how they are handled, and the role of alcohol within this. Excessive alcohol consumption can have an extremely detrimental effect on family relationships, and has been strongly associated with divorce (Caces et al. 1999; Collins et al. 2007) and is discussed further in the context section.

Any social marketing intervention to address alcohol consumption in these areas may wish to divide this group into sub-groups according to risk of relationship breakdown

among families with young children, and then conduct further research around alcohol consumption. Interventions targeted at such sub-segments may need to focus on developing skills around relationship management.

Having said this, there are without doubt many 'happy families' in these areas, where other factors may contribute to alcohol consumption such as lack of awareness of the health impact. The importance of health does not have such a high priority in these areas as it may in others, particularly among men. This may be due to factors such as busy lifestyles, and the over-representation of younger parents. The value of health and what it enables people to do, particularly in relation to their children, may need to be explored with this group. This will allow a better understanding of what needs to be offered in exchange for reduced alcohol consumption.



Are they as happy as they seem?

How much alcohol is being consumed from habit?

What role may alcohol be playing in relationships?

What is the value of health to this group and to their children in particular?

9.3 Strategies for understanding and engagement

9.3.1 Issues for further exploration

Consideration may need to be given to the reported lack of desire among some men in this group to want to spend time with their family and whether this contributes to separation and divorce, or whether it occurs as a consequence. Financial strain related to high levels of credit, which may add to familial pressures. However, it may be worth exploring alcohol behaviour alongside developing skills in relationship management as problems in this area could be contributing to excessive alcohol consumption. It would also be beneficial to see what part alcohol plays in daily routines, which are likely to be different for men and women, particularly in relation to where each drinks.

The value placed on health in this group is relatively low. The influence of children on this as a potential incentive is worth investigating with both men and women. The link between health and alcohol in relation to personal appearance and keeping youthful also presents opportunities.

9.3.2 Recruitment of this group for qualitative research

In conducting further research with this group it would be advisable to undertake research with married and separated men and women separately, although it may be difficult to recruit divorced or separated men, as they seem to move out of these areas.

Ideally it would be useful to research men in these areas who may be going through a separation or at least consider the existing research literature on the relationship men undergoing divorce have with alcohol. This needs to be handled with care and sensitivity as there may be ethical issues to consider. This perhaps needs to occur in partnership with organisations that provide support to people in such situations so that access to these groups can be achieved sensitively.

More generally, recruitment of this group may be undertaken through more usual channels such as door step recruitment or in supermarkets such as Asda and Tesco. Research may explore drinking habits, the value placed on health, the influence of children on this, and barriers to health behaviours, including the role of alcohol within this. Key characteristics that could to be used in recruitment scripts to identify this group are shown in the appendix.

10. Symbols of Success (A)

Career professionals living in sought after locations

10.1 Overview

This group comprises people who have well established careers with high incomes. Some individuals work for large corporations in senior management positions; some hold respected roles in professional practices; and others have built successful enterprises with their own commercial acumen. These are people with busy and complex family lives. Their children are now less time consuming as they have become more independent. This could mean an increase in available leisure time. Nevertheless, their leisure interests are likely to be more expensive. This group is mostly White British but is likely to contain significant Jewish, European, Chinese and Indian minorities. Symbols of Success neighbourhoods are concentrated in economically successful regions, notably London and the South East of England, where a high proportion of the workforce is engaged in 'knowledge' industries. They are to be found in neighbourhoods of choice in parts of Cheshire, such as Macclesfield, Vale Royal, Chester and Congleton, where they represent significant parts of the population and to a lesser extent, Warrington. They are found in parts of Merseyside such as Sefton, Wirral and Ellesmere Port and Neston but represent a small proportion of the population.

These are well-established neighbourhoods; houses are well built and spacious, with four or more bedrooms, very often built to individual designs at low densities.

In this group, status is established by the values associated with the brand rather than by the product category and the manner in which the product is accessed and consumed. Discretion and understatement is likely to appeal more than flamboyance and conspicuous consumption.

These people are likely to have accumulated substantial equity of some kind, and to have a high 'net worth'. Assets might be held as equity in high value properties, in stocks and shares, in pension schemes or in the form of liquid assets such as business enterprises (Experian).

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

10.2 Profile of the Symbols of Success group

10.2.1 Life stage and demographics

These areas are likely to comprise older married couples, whose children have left home, with high concentrations of 55-64 year olds and age bands either side of this. They have average levels of employment, with higher than average levels of part-time working among women and also retirement. There are significant numbers of people who are university educated and higher concentrations of people in social grade A/B. Household incomes tend to be above £50,000 a year. Some households may have adult children, and significant recent or soon to be expected life events include retirement or starting university.

10.2.2 Alcohol consumption behaviour

From regional data, we know that a fifth of men (20.3%) and 16.4% of women in this group are hazardous drinkers. Five per cent (5.1%) of men and 3.2% of women are harmful drinkers. We also know that 18.1% of males and 9.4% of females in this group drink daily, while 28% of males and 22% of females drink 3-4 times a week. This regional information is supported by the national TGI data and shows this group to be frequent drinkers, drinking at least 2-3 times a week with everyday drinking not being uncommon. Men are likely to drink more frequently than women. Home drinking is more common than average among this group and can occur as often as 2-3 times a week. More drinking may be done in home than outside the home. This is particularly the case for women who, relative to the UK average, tend to drink outside the home more on a monthly than a weekly basis, while men tend to drink outside the home on a weekly basis. This is emphasised by men being more likely to say that in the evenings, they go out to a cafe, pub or club.

10.2.3 What are they drinking?

There is above average consumption of wine by both men and women compared with other drinks. For men, wine tends to be drunk at friends' houses, most often with food. If it is consumed in pubs, it is more likely to be drunk with food in the evening. It is consumed when travelling (on trains, planes and at airports), but less so when watching sport. Women tend to drink wine at home, either on their own, or with friends, as well as at friends' houses. Both at home and at friends' houses, they tend to drink with or without food but if wine is drunk in restaurants, bars or pubs, it tends to be in the evening with food. This tendency for wine to be drunk with food is supported by the findings from the Big Drink Debate, where 61% of respondents in this group agreed this was one of the good things about alcohol.

For men, beer is drunk when at friends' houses and in pubs. This can be with or without food. They also like to consume beer when watching sport and travelling. Women in this group are not significant consumers of beer.

White sprits (vodka, gin, rum) are drunk more commonly at home, where they tend to be drunk by both men and women with food. They are also consumed when travelling. Women tend to drink white spirits in friends' houses and in bars, but women in this group do drink in bars less than the UK average. Dark spirits when drunk by men are likely to be drunk at home or at friends' houses and also when travelling, at the theatre and when out for dinner. Women do not tend to drink dark spirits. Instead, premixed spirits such as alcopops tend to be drunk by women more than men in this group, although consumption levels of these drinks is still low. Women tend to have above average consumption at home and sometimes this consumption is likely to be with friends.

10.2.4 Where is alcohol bought and how often?

This group are more likely to have bought wine in the last 12 months for home consumption. Principally they buy from Majestic Wine, mail order clubs, Waitrose, Marks & Spencer, Oddbins and Sainsbury's. They may also buy beer from abroad (France and Belgium). However, caution should be taken here, in that the TGI data are based on a national survey and Symbols of Success is over-represented in the south of England with easier access to these markets. This behaviour may not be characteristic in the north of England. Patterns of purchase are similar for men and women. In terms of frequency of purchase compared with the UK average, both men and women tend to

buy wine once to three times a month, rather than weekly or daily, although women are more likely to buy wine weekly than men.

Fourteen per cent of the UK population who purchase wine from mail order clubs are men from this group, representing a significant market for these retailers (Figure 10.1a). Purchasing of beer in the last 12 months is close to the UK average although it tends to be bought by men more than women, but women are still significant purchasers of beer (Figure 10.2a and b). Men tend to purchase beer a few times a month or year rather than weekly or daily. Beer also tends to be bought in Thresher, Sainsbury's, Waitrose, Nearly a quarter (23%) of the UK population who purchase beer from Waitrose are men from this group (Figure 10.2b); however, Waitrose is predominantly based in the south of England.

Figure 10.1: Proportion of the male population purchasing wine by most popular retailer sourced (Symbols of Success).

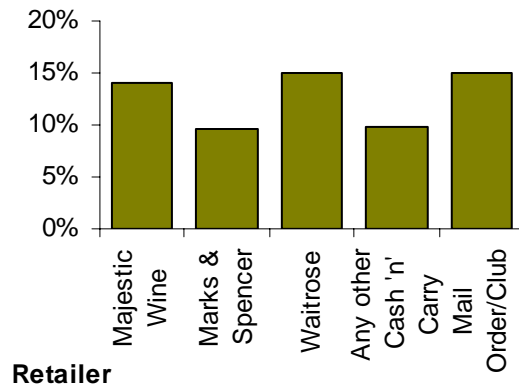
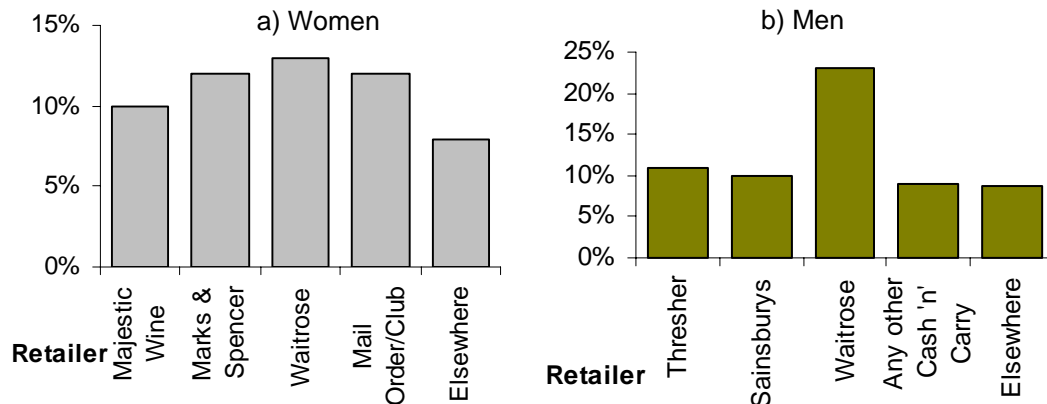


Figure 10.2: Proportion of the population purchasing beer by most popular retailer sourced (Symbols of Success).



Men are more likely to have purchased spirits than women in the last 12 months. Men tend to buy spirits once a month or a few times a year, with above average purchases at shops such as Waitrose, Thresher and Sainsbury's. They also have an above average purchase of spirits from abroad (France and Belgium) and also from duty free.

10.2.5 Lifestyle and interests

This group enjoys entertaining people at home more than the UK average, especially women. Both men and women get more pleasure from food than the UK average and are more likely to sit down with their family to eat, particularly at weekends. Women are

also more likely to enjoy spending time with their family while men have a greater preference to be active in their leisure time or enjoy driving their car. If these aspects could be explored further, it may lead to suggestions around alternative activities that could be presented that do not include alcohol consumption.

10.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by this group above the UK average. They are less likely to agree that the point of drinking is to get drunk or that the quantity consumed is important. They are more likely to agree that most of their drinking is done at home. Women are also less likely than average to agree that they really enjoy a night out at the pub. Both men and women are more willing to pay more for good quality wine, and for men this applies to beer too. Nearly half (48.1%) the respondents from the Big Drink Debate who fell into this group agreed that red wine could prevent heart attacks, suggesting there may be some misunderstandings around the benefits as well as the harm alcohol can cause.

10.2.7 Attitudes to health

This group is much more likely than the UK population to disagree that they need to do more about their health, but are more likely to agree that they look after their health already. In fact, they are more likely to agree that they are eating more healthily than in the past and that they have done something to improve their health in the last 12 months. Taken together, this may mean that this group feels that they are already doing something to look after their health, but they may be amenable to further change because they are already working towards improving their health and fitness. While this needs to be explored further, such an insight presents possible opportunities for marketing initiatives surrounding behaviour change around alcohol.

Women in this group are more likely than the UK average to agree they are trying to lose weight most of the time, and that it is important to stay looking young, neither of which are promoted by alcohol consumption. Women in this group are likely to have felt overweight in the last year and to diet at least sometimes. Taken together, these present opportunities to offer valuable benefits in relation to reducing alcohol consumption, particularly to women in this group who may be active in looking after their health. Just over half of the women respondents in the Big Drink Debate who fell into this group correctly believed that there are more calories in a bottle of red wine than a Mars bar, indicating there is some understanding of the impact alcohol can have on weight gain. Just under half of the all the female respondents in this group were concerned that alcohol could cause weight gain.

10.2.8 Self-efficacy

This group are more likely than the UK average to disagree that there is little they can do to change their life. Women are likely to disagree that they go to work for the money while men are more likely to agree that they view their work as a career rather than a job. Women are likely to disagree that they have a keen sense of adventure while men are close to the UK average in agreeing with this. This suggests that this group, especially women, may have more cautious attitudes which may present opportunities to influence behaviours through positioning alcohol consumption as a potentially risky behaviour.

10.2.9 Social networks

It should be noted that this group contains largely couple households some with older children; however, given the age profile of the group there are likely to be a number of single female widows. Men are more likely than the UK average as well as females in this group to disagree that they have a close circle of friends to support them in hard times. Men are also more likely to disagree that they are the first among friends to know what is going on, but are more likely to believe they can influence others about alcoholic drinks. In comparison, women are also likely to believe that they can influence people about healthy living.

10.2.10 Summary

It is useful to consider the information presented in relation to factors that affect behaviour. These can be considered in a number of ways, relating to the individual, the environment in which the individual lives and also the pleasure derived from the drinking itself. Drinking alcohol is a significant part of this group's social life and could therefore be associated with considerable pleasure. Much of the wine this group drinks is in their own home or in friends' homes and may well be considered as the norm. This group is not drinking to get drunk, nor is it particularly concerned with the price of alcohol, although there may be a tendency to buy in bulk to reduce cost. While they may see that bulk buying would enable increased access to the perceived benefits of alcohol such as sociability, confidence and escapism, it may, in fact, encourage habitual drinking. Both the perceived benefits of drinking and the possibility of habitual drinking encourage through bulk buying need to be explored qualitatively through, for example, descriptions of perceived drinking habits, or keeping of diaries.



High levels of self-efficacy and strong ability to change

But do they see the reason for change and do they associate their alcohol consumption with risk?

It is important that the presentation of this group's behaviour is consistent with their self image and does not violate their personal standards, so that the risk seems real and personally relevant (Bagozzi 1978). Current advertising targeted at younger binge drinkers may seem irrelevant as it does not resonate with their drinking behaviour – which is largely done at home or at friends' houses rather than in bars. Information on risks, benefits and recommended mediating action needs to be consistent with the values, norms and drinking situation of this group. It may be appropriate to use information that mirrors some of the drivers of the behaviour to demonstrate empathy with the audience and these need to be explored further in the qualitative research. This

needs to be presented alongside practical measures for how it is possible to drink less in the situations that this group tends to be in when alcohol consumption occurs.

The profile above, when considered in relation to other commercial market research data, indicates that there is a segment of older affluent drinkers who are likely to keep stocks of alcohol at home for social drinking compared with less affluent groups (Mintel 2006). The profile described here seems to have some similarity with this. In developing deeper insight into this group, it is necessary to understand the role alcohol plays in their lives, its importance and the benefits provided to them.

10.3 Strategies for understanding and engagement

10.3.1 Issues for further exploration

The context of this groups alcohol drinking and their alcohol consumption patterns need to be unpicked in order to develop effective communications that recreate and portray their drinking situations and so are salient to the group. In identifying what benefits, or in marketing parlance 'the product', that can be offered in exchange for drinking less it would be valuable to identify the importance this group places on health, what good health means to them, and what it enables them to do that is important to them. This may reveal potential levers for change. The insight here has shown the importance of maintaining a healthy weight and staying youthful looking; however, we do not know why they are important or how far people will go to achieve it. Can reduction of alcohol consumption be positioned as providing some of these benefits in a more convenient, lower cost way?

In understanding the competition for the behaviour, there is a need to explore how this group sees alcohol affecting their health. How do they see the risks associated with alcohol – in particular wine, their drink of choice? There is a need to explore how their understanding of what is safe to drink links to their perceived alcohol consumption pattern and how this fits with the value they place on health. Are they aware of the trade-off between their alcohol consumption and health? How credible and worthwhile would they see a reduction? How would this affect the perceived benefits currently being experienced that they would have to give up?

Taken together, answers to these questions may identify the competition for the behaviour (drinking alcohol) and what must be offered in exchange. It may also suggest opportunities around how alcohol could be positioned to promote the risk element and the value to health including weight and youthful appearance, particularly for women.

10.3.2 Recruitment of this group for qualitative research

In exploring the above issues, separate focus groups should be run for men and women, as their drinking patterns and motivations differ. For example, men tend to drink outside the home more than women and women are more concerned with looking youthful. It is also more likely to encourage respondents to be more open in their responses. Retailers where these groups may be recruited include Majestic Wine, Sainsbury's and Waitrose. Key characteristics that could be used in recruitment scripts to identify this group are shown in the appendix.

11. Municipal Dependency (G)

Low income families living in estate based social housing

11.1 Overview

Municipal Dependency families lack the funds to buy their own homes and are reliant on local authority housing, which is typically on large, low-rise estates far from the centre of the city. Living in council accommodation, reliant on buses for mobility and on television for entertainment, these people lead particularly passive lives, with far less choice than the more affluent groups.

Built soon after World War II, these neighbourhoods mainly consist of small, two-storey homes, arranged in short terraces, or semi-detached houses with gardens. Built at low densities and with plenty of public open space, these estates were designed to provide a healthier, more attractive living environment for those living in the dilapidated inner cities. Although basic and repetitive in design, these houses are convenient and comfortable. The main problem is poor accessibility – the few retail outlets on the estates, as well as community facilities such as schools and pubs, are often beyond walking distance. Residual consumers of mass media channels, this group sticks with old, established, mainstream brands. Few make purchases by phone or online, preferring to shop in local stores with friendly staff and discounted prices.

These neighbourhoods are found across Cheshire and Merseyside but are concentrated in Knowsley (accounting for more than a third of the population). In Liverpool, St Helens and Halton they account for between a quarter and a fifth of the population.

For this group, balancing the budget is much more important than long-term financial planning. Money management tends to be on a weekly basis and income is often received as cash. Few people have significant savings – long-term investments are likely to be National Savings products that can be bought at local post offices, where many residents pay their bills. While many have credit cards, a substantial minority have county court judgments that force them to rely on secondary market operators, who typically charge very high rates of interest.

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

11.2 Profile of the Municipal Dependency group

11.2.1 Life stage and demographics

Single men are over-represented among in this group and there are also high concentrations of women who are separated, divorced or widowed. These areas have high concentrations of young people aged 15-24 years. Education tends to be skewed towards lower levels, such as completion of secondary education, rather than further or higher education. There are high concentrations of social grade D and E. Income levels are low (£10-17K a year). There are concentrations of households with women who have very young children or babies and hence there are high numbers of people at the life stage of playschool and primary school parents. Men are over-represented in

households where there are older teenage children and they tend to be characterised as having flown the nest or living in non-standard families. For men and women, recent life experiences include moving out of the parental home. For women, divorce and separation and the birth of a first child are also common recent experiences, while men expect divorce and separation to happen in the near future.

11.2.2 Alcohol consumption behaviour

From regional data, we know that 15% of men and 9.1% of women in this group are hazardous drinkers. Further, 6% of men and 2% of women are harmful drinkers. We also know that 12% of men and 4.8% of females in this group drink daily, while 16.4% of men and 10.5% of women drink 3-4 times a week. This regional information is supported by the national TGI data. Neither men nor women show an above average tendency to drink at home. For men there is a much stronger tendency than average to drink outside the home on a daily basis, but this is not the case for women. Men are four times more likely than the UK average to drink in pubs and bars in the evenings.

11.2.3 What are they drinking?

For men, the drink of choice is beer rather than wine. Beer is drunk in the home, with friends or without friends and family. It is also drunk on many occasions outside the home. There are also occasions where this group drinks dark spirits, which tends to be outside the home. Pre-mixed spirits (alcopops) may also be drunk when at home and at friends' houses.

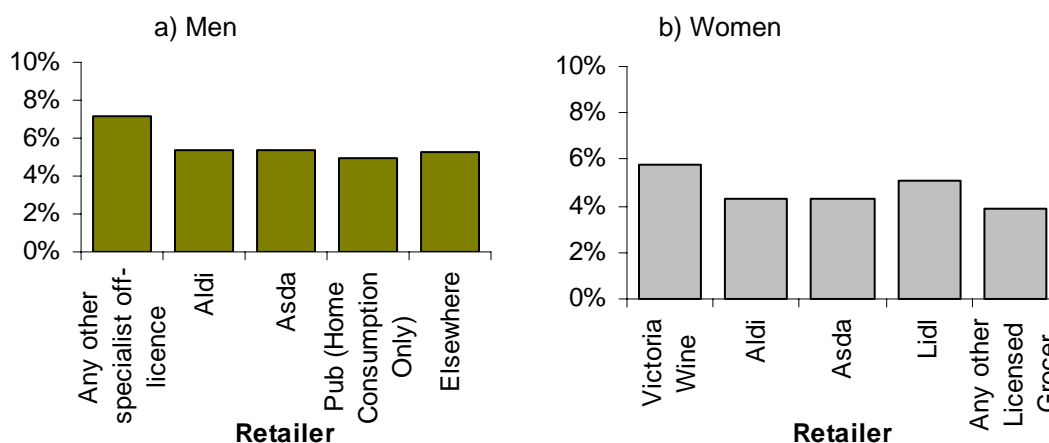
Women in this group do not tend to be significant consumers of either beer or wine. There is a preference for white spirits which tend to be drunk in bars and night clubs in the evening. Pre-mixed spirits (alcopops) are also very popular with this group and tend to be drunk both in the home with friends and family and also outside the home.

11.2.4 Where is the alcohol bought and how often?

Men are not likely to buy wine for home consumption. If they do, it is likely to be bought in a pub to take home. They are slightly more likely to buy spirits, possibly in the Co-op, in supermarkets such as Morrisons or as an off sale at the pub. They are likely to buy beer several times a week in off-licences such as Victoria Wine, and supermarkets such as Aldi and Asda, as well as off sales at the pub.

The following charts show the importance of this group to some of the main retailers from whom this group purchases beer. For example, men in this group account for 5% of the UK population who purchase beer to take home from the pub (Figure 11.1a). Women are unlikely to buy wine. If they do so, it is likely to be from a supermarket such as Asda. They are not frequent buyers of spirits for home consumption, and if bought will be purchased at supermarkets such as Aldi or at an off-licence such as Victoria Wine. Women are more likely to buy beer than other alcohol types and women in this group make up 6% of sales at Victoria Wine (Figure 11.1b).

Figure 11.1: Proportion of the population purchasing beer by most popular retailer sourced (Municipal Dependency).



11.2.5 Lifestyle and interests

This group is unlikely to entertain people at home. Women in this group do not like to be active in their leisure time. Both men and women in this group have a greater tendency than most to spend money without thinking. There may be financial pressures and debt to manage. They, particularly women, do not get a great deal of pleasure out of food and are less likely than average to sit down to eat meals together at home. An interest for men in this group is cars, which they tend to be quite possessive about. This may present opportunities for influencing behaviour, particularly if there is a relationship between drinking and driving.

11.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by men in this group more than the UK average. Men and women in this group are more likely than most to agree that the point of drinking is to get drunk. Men are also more likely to agree than most that a real man can down several pints in one sitting and that they really enjoy going out to get drunk. Both genders, but particularly men, are more likely to agree that they enjoy a good night out at the pub. Both genders also like to try new drinks. Neither men nor women are likely to agree that most of their drinking is done at home.

11.2.7 Attitudes to health

Both men and women in this group are less likely than most to have done anything to improve their health, although men are more likely to agree that they should do more about it than women in this group. Neither men nor women are likely to be eating any more healthily than they have in the past. Men in this group are very unlikely ever to have dieted but women are more likely to have. However, women in this group are likely to disagree that they look after their appearance or image. This could reflect on levels of self-esteem.

11.2.8 Self-efficacy

Both men and women are less likely to agree that they are happy with their lives as they are, and are likely to agree that there is little they can do to change their lives. Men in

this group are also more likely to agree that there is little point in continuing to try if they are not successful and are more likely to see work as a job rather than a career. Nineteen per cent of men and 10% of women responding to the Big Drink Debate who fell into this group drink to relieve boredom. In addition, 17% of men and 9% of women in this group drink to forget.

11.2.9 Social networks

Men in this group are far more likely than most to believe it is important to have a close circle of friends to support them in hard times. This is important because of the significant role of pubs in their social lives and which may be an important access point to their friends. Men in this group are also less likely to think that they know what is going on with their friends.

11.2.10 Summary

This group contains significant numbers of single men. Visiting pubs and bars in the evening appears to be an important part of their lives. Getting drunk is a strong motivator for both genders; this differs to the more affluent groups. Drinking behaviour must be seen in the context of the pockets of people in these groups who do report not having happy lives and do not feel they can do anything to make them better. Boredom and forgetting are strong reasons for drinking, particularly so for men, and these need to be addressed to reduce alcohol consumption. Social networks among men may not be strong, and frequent visits to the pub suggest this may be acting as a support mechanism. The quality of relationships that men have, and their ability to talk through and address problems, may be as important in addressing alcohol consumption as any other measure. In particular, raising the skills of men around their own emotional management may be an important contributor to reducing alcohol consumption as well as providing them with alternative activities. Given the low levels of perceived self-efficacy that may exist among some of these communities, providing a greater sense of hope and optimism and evidence of an ability to bring about change and gain control over lives may also need to be considered. Given the importance of pubs to men in this group, this presents an important medium through which they may be reached. While women may appear to have good social networks in that they see their friends often, there may be self-esteem issues to address.



Unhappy lives and a perceived inability to change them.

Drinking to get drunk is common and they enjoy a good night out at the pub.

What alternative to the pub can be provided for enjoyment?

Can the role of pubs in communities be expanded?

11.3 Strategies for understanding and engagement

11.3.1 Issues for further exploration

Both men and women need to be researched separately as they have different drinking behaviours and therefore potentially emotional drivers for drinking. The role of the pub in the lives of men needs to be explored, in particular what it, as well as alcohol are providing that is of value to them. The pub itself may present levers for change and it would be worth speaking to the managers of such pubs to ascertain how they view the communities they serve.

Possible self-esteem issues need to be explored, particularly in relation to women and how this impacts on their drinking behaviours. This is a complex area. It would be worth exploring the existing academic literature around this first, as well as engaging with people locally to assess how they feel they can change their lives and the areas they live in to bring about a sense of hope and optimism. This may present some levers around alternatives to drinking. Access to alternative activities also needs to be considered, given that some of these communities may be based on relatively isolated estates with poor transport links and low levels of car ownership. Research findings may be heavily localised around the specific behaviours that can be affected and the actions needed to achieve behaviour change. Broadening the role of pubs in providing alternative activities could be considered. Although there are likely to be some generalisable findings, localised knowledge of segments within this group may be needed to implement more specific aspects of interventions.

11.3.2 Recruitment of this group for qualitative research

Pubs in these communities may be appropriate places to recruit people for research, and consideration needs to be given for how any such research is positioned, especially given these communities are often consulted considerably by statutory agencies. Men and women need to be recruited separately. Due to the potential importance of pubs in these communities, relationships may need to be established here in order to involve the group and gain their perspective on issues surrounding alcohol misuse. In addition, retailers such as Aldi, Victoria Wine and Asda may provide opportunities to recruit where they are situated close to these areas. The emotional drivers of drinking behaviour in these areas need to be explored with care and sensitivity, particularly with reference to relationship breakdown and managing financial difficulties. These may be issues people may not be willing to explore in group situations and such issues may need to be researched individually. Key characteristics that could to be used in recruitment scripts to identify this group are shown in the appendix.

12. Blue Collar Enterprise (H)

Upwardly mobile families living in homes bought from social landlords

12.1 Overview

Blue Collar Enterprise people are practical and enterprising rather than well educated. Many live on council estates where a high proportion of tenants have exercised the right to buy. The lifestyles of this group have improved in recent years: they have become homeowners; they may have one or even two cars, putting them in reach of a new range of jobs with higher wages and other incentives; in the more prosperous regions, unemployment has declined, creating a seller's market; their health has improved; the crime rate in these areas has fallen; and the environment is generally pleasant. These are low-density estates of terraced or semi-detached housing, usually with a garden. The new owners may have stamped their identity on their homes by fitting new doors, windows, a brick porch, extension, garage, or a conservatory.

Blue Collar Enterprise neighbourhoods tend to occur in small and medium sized towns. Highest concentrations are around important motorway routes, and in the post-war new towns. In Cheshire and Merseyside they are found across the sub-region with particular concentrations in Knowsley, Halton, Ellesmere Port and Neston, St Helens and Vale Royal in Cheshire where they may represent between 10 and 17% of the population.

These households are increasingly confident in their ability to manage their affairs without support from the state, the wider community, or from their immediate family. They value self-reliance, persistence and responsibility at work, taking advantage of enjoyment through consumption. Most have mortgages and credit cards; many have personal loans and long-term tax efficient savings accounts, and shares bought in privatisation issues. Financial management has shifted from door-to-door collection and local branches to call centres and websites.

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

12.2 Profile of the Blue Collar Enterprise group

12.2.1 Life stage and demographics

There is an over-representation in this group of women who are widowed, separated or divorced. Men are more likely to be single. There are high concentrations of people in the 45-54 year age band. Men tend to have full-time employment and women tend to be over-represented in part-time employment or as homemakers. Education levels tend to be low and there is a concentration of social grades C2 and D. Incomes tend to be around £20K for men and slightly lower for women. There is a tendency for women to be in households with primary school aged children, whereas men tend to be in households with children aged 11-15 years or without children at all.

In terms of life stages, women tend to be primary school parents, hotel parents and senior sole decision makers reflecting the age spread of women in these areas, while

men tend to fall into non-standard families. Significant recent life events that may have been experienced by women in this group include divorce and separation.

12.2.2 Alcohol consumption behaviour

From regional data, we know that 17.6% of men and 10% of women in this group are hazardous drinkers. Further, 5.1% of men and 3.0% of women are harmful drinkers. We also know that 11.2% of men and 5.9% of women in this group drink daily, while 20.4% of men and 13.8% of women drink 3-4 times a week. From the TGI data, home consumption of alcohol tends to be close to the UK average with the exception of men who are far more likely to drink outside the home on a daily basis or 2-3 times a week. Women do not tend to drink outside home or in bars on a frequent basis.

12.2.3 What are they drinking?

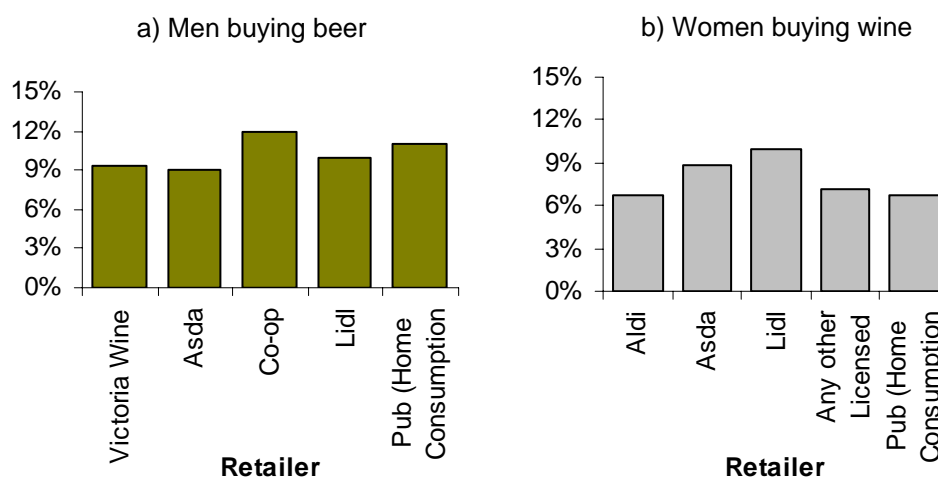
The drink of choice for men is beer and this tends to be drunk on most occasions but especially at home, when watching sport and in pubs in the evening. Women in this group tend to drink white spirits either in or outside the home. Wine is not consumed greatly except in nightclubs and discos. Premixed spirits such as alcopops are also popular in bars, pubs and restaurants.

12.2.4 Where is the alcohol bought and how often?

Men in this group are unlikely to have bought wine in the last 12 months and have only an average likelihood of buying spirits. The Co-op is a popular choice for purchasing these. They are far more likely to have bought beer and are frequent purchasers of this on a weekly basis. Thresher, Victoria Wine, Asda, The Co-op and Morrisons are popular choices for this.

The following charts show the importance of this group to some of the main retailers from whom this group purchases beer. For example, men in this group account for 10% of the UK population who purchase beer to take home from the pub (Figure 12.1a).

Figure 12.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Blue Collar Enterprise).



Women are unlikely to have bought wine for home consumption, only buying it a few times a year at supermarkets such as Lidl. They are also unlikely to have bought beer in

the last 12 months. Figure 12.1b shows that women in this group account for 10% of the UK population who purchase wine at Lidl.

12.2.5 Lifestyle and interests

Men in this group are highly likely to go to bars and pubs in the evening several times a week. However, they are no more likely to spend time with their friends every day than other groups. They are also far more likely to be possessive about their cars than most. They are also very unlikely to enjoy entertaining people in their homes. Neither men nor women get a great deal of pleasure from food and rarely sit down to eat meals with their family. Women in this group are more likely to have feelings of anxiety and are less likely to want to be active in their leisure time. While women in this group want to look attractive and well groomed, it is not in order to appear attractive to the opposite sex.

12.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by men in this group more than the UK average. Men in this group tend to agree that a real man can down several pints in one sitting and that they enjoy going out to get drunk. They are also prepared to pay more for good quality beer. Women tend to have more moderate attitudes but they would not be willing to pay more for good quality wine or beer (they mainly drink white spirits).

12.2.7 Attitudes to health

Neither men nor women are likely to have done anything to improve their health. Men in this group are more likely to believe that health is a question of luck and are less likely to agree that they look after their health. However, men are more likely to think that they should do more about their health. Women, however, are likely to diet often and to have done so to overcome a weight problem. They agree that most of the time they are trying to lose weight. This tendency to diet may be linked to women being less likely to get pleasure from food.

12.2.8 Self-efficacy

Both men and women in this group may have lower levels of motivation in relation to feeling happy with their lives and being able to change them. Women in particular feel less happy about their lives and less able to change their situation. Men are more likely to see their work as a job rather than a career and only go to work for the money. They like to enjoy life and do not worry about the future. Twelve per cent (11.9%) of male respondents in this group from the Big Drink Debate gave boredom as a reason for drinking and a similar proportion (12.2%) drank to forget. For women, 8.8% drank due to boredom and 8.1% to forget.

12.2.9 Social networks

It should be noted that this group contains significant numbers of women who are divorced or separated as well as single men. It would be expected that in situations of relationship breakdown, social networks would be very important. While women in this group are more likely to believe it is important to have a close circle of friends to support them in hard times, men are less likely to believe this. Women also appear to be less confident in their ability to influence others, for example, in relation to healthy eating, even though they may have talked to others about it. They also feel more easily swayed by others. Men, however, feel they would be confident in their ability to influence others

in, for example, alcoholic drinks. Self-perception of abilities and confidence in oneself are important factors to consider in understanding what encourages people to drink and these may be important factors to understand for this group.

12.2.10 Summary

This group presents particular challenges because of its resistance to health messages and because it does not necessarily see the value of good health. It also has a more pessimistic view of how it can change its health and life in general. If this is coupled with a high value placed on the benefits of alcohol in overcoming these pessimistic tendencies (as suggested by the data from the Big Drink Debate), then this will not be easy to tackle.

Alcohol consumption is likely to be more of an issue for men than women in this group. Much of men's drinking seems to take place in pubs and this presents opportunities to regulate drinking. Pubs may also form part of important social networks, and care needs to be taken that this important function is not undermined. One possible lever around health for men in this group may be cars which seem to be very important. It would be worth investigating further the link between regular drinking in the evenings and the mode of transport used. In developing any social marketing intervention for this group consideration needs to be given to the emotional drivers that are encouraging these groups to drink as well as considering that they may be different for men than women. Care also needs to be taken in presenting alcohol negatively, when it could represent an important support in people's lives. A possible lever for women may be around offering a mechanism for reducing anxiety, particularly if this is contributing to drinking behaviour.



Are men spending lots of time on their own in pubs?

Why are women so anxious?

Men look after their cars more than their health and don't worry about the future.

12.3 Strategies for understanding and engagement

12.3.1 Issues for further exploration

Men and women need to be considered separately as they have different outlooks on life, with men wanting to enjoy themselves while women are less happy with life. The drivers of these differences need to be explored in relation to alcohol. For example, it would be useful to find out how men like to enjoy life in order to find levers that may influence their drinking behaviour, if the consequences of drinking may lead to a reduction in their enjoyment of these things in the future. This may include exploring how they perceive their health, its importance and what they feel they could do to improve it,

although they may need to see immediate benefits as they tend to take a short-term view of life.

For women, there is a need to explore why they are not so happy with life, the causes of their anxiety and how this reflects in their relationships with alcohol and also food. Given the higher levels of divorce in these areas, emotional drivers that encourage drinking would also be worth exploring with both men and women, and in particular, how it affects the means of handling problems.

12.3.2 Recruitment of this group for qualitative research

It would be advisable to research single and married men separately for this group in order to explore drinking habits more fully and identify opportunities to influence. These may differ according to home circumstances. There may be particular pubs where these groups go and this may present a useful place to recruit them, as well as recruiting in the geographic places where they are located. Supermarkets where they may be recruited include Asda, Lidl and Co-op. Key characteristics that could be used in recruitment scripts to identify this group are shown in the appendix.

13. Urban Intelligence (E)

Educated, young, single people living in areas of transient populations

13.1 Overview

Urban Intelligence people are young, well educated and open to new ideas and influences. They are cosmopolitan in their tastes and liberal in their social attitudes. Few have children. Many are in further education while others are moving into full-time employment. Most do not feel ready to make permanent commitments, whether to partners, professions or to specific employers. As higher education has become internationalised, the Urban Intelligence group has acquired many foreign-born residents, which further encourages ethnic and cultural variety. These neighbourhoods typically occur in inner London and the inner areas of large provincial cities, especially those with popular universities.

The growth in student numbers has led to their dispersal from halls of residence into older working class communities and the areas of large Victorian houses that typically surround the older universities. Other inner city areas have also been taken over by recent graduates and young professionals who want to live close to their work and the facilities of the inner city. Demand for flats is outstripping supply, and developers are now building new flats as well as refurbishing older houses, particular in locations close to old canals and docklands. In the Cheshire and Merseyside region these groups are only found in significant numbers in the cities of Liverpool and Chester where they account for over a tenth of the population.

In terms of values, this is the most liberal group; it also has the most catholic tastes and the most international orientation. Learning how to use financial products, surviving on a budget and managing debt are concerns for many in this group. But others have high levels of disposable income – mindful of career uncertainties, this creates an interesting market for various forms of high risk investment, whether in short-term trading or in the buy-to-let market (Experian).

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

13.2 Profile of the Urban Intelligence group

13.2.1 Life stage and demographics

This group is dominated by young single people with particular concentrations of the 25-29 year age group. There are above average levels of full-time students and of young men who describe themselves as looking for their first job. For men there is an over-representation of people in full-time employment, while for women there is an over-representation of people describing themselves as homemakers. In this group households headed by women are 2.5 times more likely than the UK population to have a child under one year old. Households headed by men, however, are less likely than the UK average to have children aged under one year.

These areas have very high numbers of people who could be described as having flown the nest or who are at the nest building stage of life. For women, an above average number could be described as play school parents. Not surprisingly, significant life events that this group has experienced recently include leaving the parental home, starting university and the birth of a first child. There are significant numbers of women who expect to separate from their long-term partner.

These are dynamic areas containing a cross-section of younger people, including students, those looking to get into work, those in work and starting their careers and women who have just started families. This makes for a complex group who are at various stages of transition in their lives, and hence a variety of different contexts will be influencing drinking behaviour. Income levels are also diverse (£20-50K).

13.2.2 Alcohol consumption behaviour

From regional data, over a quarter of men (27%) and over a fifth of women (22.7%) in this group are hazardous drinkers, while 9.0% of men and 5.5% of women are harmful drinkers. Thus, this group has the greatest proportion of people drinking beyond safe limits. Nearly a fifth (18.7%) of men and 6.1% of women in this group drink daily, while 27.3% of men and 19.1% of women drink 3-4 times a week. This regional information is supported by the national TGI data. This group comprises more frequent drinkers relative to the UK average. Both men and women tend to drink alcohol 2-3 times a week. For both, home drinking tends to be a few times a month for men and once a month for women, while drinking outside the home tends to be a few times a week. Men are slightly more likely to drink outside of the home than women.

13.2.3 What are they drinking?

For men, beer drinking is above average and occurs in many situations, at home, at friends' houses and in pubs. This can be with or without food. It is also consumed when watching sport and travelling. Women are more likely than average to drink at concerts or gigs. Wine is women's drink of choice. It is drunk in and outside the home in bars, with and without food. Women are also far more likely than the UK average to drink wine in nightclubs and at concerts. Men are not significant wine drinkers. Both men and women also consume white spirits more than average on a similar range of occasions to beer and wine. Men tend to consume more dark spirits than women, but both tend to consume above the UK average. These tend to be consumed in nightclubs and at concerts more than at home or in bars. Finally, women also tend to consume premixed spirits (alcopops) well above the UK average; these are drunk in many different situations.

13.2.4 Where is the alcohol bought and how often?

Men are more likely than the UK average to have bought beer in the last 12 months for home consumption while wine and spirits are bought for home consumption no more than the UK average. Men tend to buy wine, spirits and beer more than the UK average at off-licences such as Oddbins, Thresher and Victoria Wine. They buy to a lesser extent at supermarkets; those frequented include Lidl for spirits, and Waitrose and Marks & Spencer for wine. So, men account for 15% of the UK population who purchase wine at Oddbins and 12% of the population buying beer from Waitrose (Figures 13.1 and 13.2). They represent a significant market for these retailers. For beer, men tend to be frequent purchasers, buying 2-3 times a week or 2-3 times a month. From the importance of off-licences to this group and frequency of purchase, this may suggest they are buying

small amounts locally, but on a frequent basis, rather than in bulk. However, cash and carries such as Makro also tend to be over-represented. Women tend to display similar purchase patterns and choice of retailers.

Figure 13.1: Proportion of the population purchasing wine by most popular retailer sourced (Urban Intelligence).

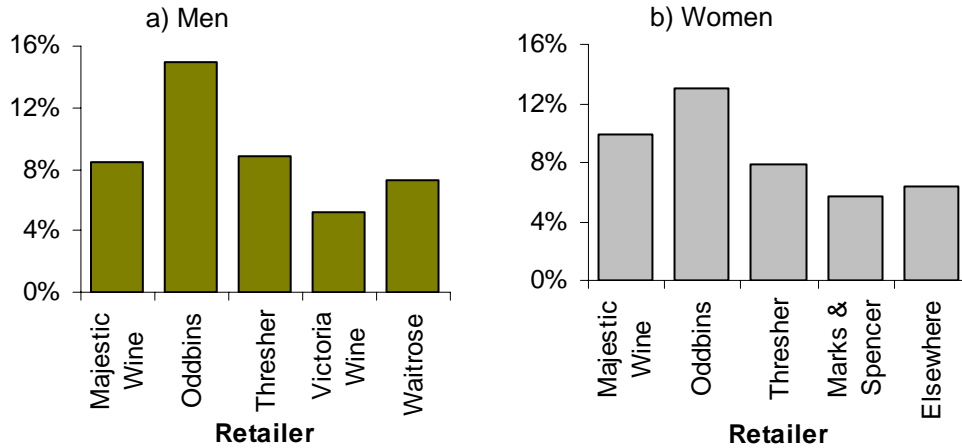
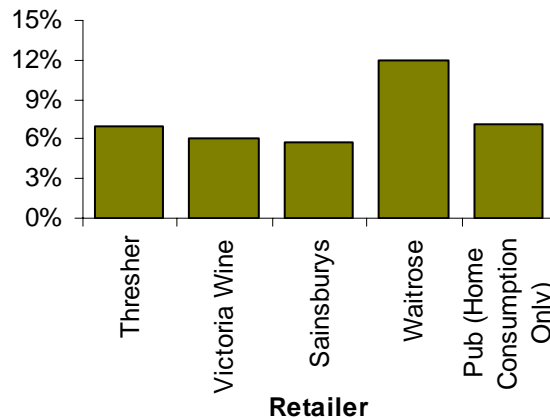


Figure 13.2: Proportion of the male population purchasing beer by most popular retailer sourced (Urban Intelligence).



13.2.5 Lifestyle and interests

Men in this group are less likely than average to enjoy spending time with their family. For both genders, this group is likely to disagree that they sit down to eat with their family and have family meals at weekends but is close to the UK average in the amount of pleasure they get from food. Both men and women (but especially men) are less likely to enjoy spending time at home. Both men and women in this group prefer to be active in their leisure time.

13.2.6 Attitudes to alcohol

Attitudes are an important driver of behaviour and a number of key attitudes towards alcohol held by this group are above the UK average. Men in this group are far more likely than average to agree that 'the point of drinking is to get drunk' and that 'a real

man can down several pints in one sitting'. Men like to try new drinks, they enjoy a night out at the pub and they enjoy going out to get drunk. They are also willing to pay more for good quality beer and a little bit more for good quality wine. They are less likely to agree that most of their drinking is done at home. This would suggest that alcohol plays a significant part in their lives and is a key component of their social life.

Women tend to take a more sensible approach and are less likely than average to think that the point of drinking is to get drunk and that they really enjoy getting drunk. They are also less likely to agree that a real man can down several pints in one sitting. However, they are above average in their preference for a good night out at the pub and will pay more for good quality wine, but not beer. This more restrained approach needs to be seen in the context that some of the women in this group are likely to have very young children or babies, which may impact on their drinking behaviour. The Big Drink Debate found that almost three-quarters of those surveyed believed that having children was moderator of alcohol consumption (Cook et al. 2008).

13.2.7 Attitudes to health

Both men and women in this group are above average in agreeing that they have undertaken some activity to improve their health in the last 12 months. They are close to the UK average in relation to feeling overweight. However, women in this group who feel overweight are more likely than average to have done something about it, while men are less likely. Dieting in this group tends to be done sometimes rather than often and by women rather than men. Weight does not tend to be an issue with this group relative to other groups. Women are, however, more likely than average to agree that they worry a lot about themselves and less likely to agree that health is a matter of luck. Women also tend to agree that it is important to be attractive to the opposite sex more so than other groups. There seems to be some interest in health and possibly fitness, given the preference to be active in leisure time. These preoccupations perhaps present opportunities for marketing reduced alcohol consumption in relation to health and for women reducing worries and maintaining appearance, although this needs to be unpicked more.

13.2.8 Self-efficacy

Self-efficacy relates to a person's ability to reach a goal. Both men and women in this group are far more likely than the UK average to disagree that they cannot change their lives. Thus, it might be expected that this group has considerable levels of motivation and self-efficacy. They are also far more likely to agree that they want to pursue a life of novelty and change. This enthusiasm for change may be a function of age as much as having a sense of control over life. This group tends to look on its work as a career rather than a job, although men tend to go to work mainly for money, unlike women. In among the positive outlook that is presented here, men are over-represented in disagreeing that 'if at first a person does not succeed they should keep trying' (7.9% of the UK population who disagree with this statement fall into this group). This suggests that there are small pockets of men in this group who do not share the same sense of optimism and hope. It would be worth considering this group in more detail to identify if there is a sub-group here that may have particular motivations to consume alcohol that differ from the rest. This also needs to be set in the context of the preference men in this group have for not spending time with their family or at home.

This group, particularly men, is also more likely to be willing to take risks. They are also less likely than average to look after their health, making this a particularly difficult group to affect in relation to alcohol consumption.

13.2.9 Social networks

Men are close to the UK average in agreeing that they like to have a close network of friends around them in hard times and fare better on this than some of the men in other groups with older profiles. Men in this group do not enjoy spending time with their family, instead spending far more time with their friends everyday. It may be that friends are a replacement for family. However, family still play a key role for men and women as both groups believe that it is important that their family thinks they are doing well.

Women tend to agree they like spending time with their family and also spend time with their friends every day. Men are more likely to agree than average that they have spoken to people about alcoholic drinks in the last 12 months and also that they can convince people about these drinks. Women are more likely to agree that they can convince people about healthy living. This may reflect different interests between the genders, but also suggests the difficulty in changing the behaviour of men in particular.

13.2.10 Summary

There is a great deal of diversity in this group despite it being largely concentrated with people of a young age. Alcohol is of considerable importance particularly among men and forms a significant part of social lives. Given the amount of time spent with friends this would suggest that these people have well developed social networks and it is likely that alcohol plays an important role in this. It is useful to consider the information presented here in relation to factors that affect drinking behaviour.

There is a tendency for alcohol to be bought in small quantities from local off-licences and supermarkets on a regular basis, although most drinking appears to be done outside the home. This presents opportunities to influence the quantity consumed through influencing drinking environments. On the whole, the youthful age of this group gives it a sense of optimism and adventure. However, there are pockets of men in these communities who may not share this outlook. In addition, for young women there is a high expectation of relationship breakdown and young children may be involved in this. This type of emotional challenge and how it is dealt with could be considered in relation to alcohol. Finally, the influence of peers is likely to be very important to this group. (Fishbein and Azjen 1975) In developing social marketing strategies, attention needs to be paid to the role of significant others and how people believe others perceive them. It is important to understand how other people's perceptions of behaviour and factors such as this may present strong incentives in influencing behaviour. The profile above, when considered in relation to other commercial market research data, indicates that there is a segment of younger drinkers who have a preference for alcohol quantity over quality and there are some similarities with this group (Mintel 2006).



Women worry a lot about themselves and want to be attractive to the opposite sex.

High levels of self-efficacy and optimism but there are pockets of pessimistic young men.

Peer pressure an important influencer.

Men think the point of drinking is to get drunk.

13.3 Strategies for understanding and engagement

13.3.1 Issues for further exploration

The value of alcohol and its role in the social lives of these young people needs to be understood further, in particular the peer pressure that may encourage them to drink beyond safe limits. Current advertising around binge drinking may resonate with this audience; however, this could be explored as to how accurate a portrayal of their behaviour it is. It would also be useful to understand what their alcohol routines are in order to identify where there may be opportunities to influence this, for example: what social activities are they engaging in; if there is an opportunity to discourage the use of alcohol in these situations; and if it is possible to provide appealing alternative activities. Family is important to these young people and they appear to wish to present a positive perspective to them. It may be worth exploring this as a potential influencer of behaviour.

There may be a number of sub-segments in this group that need to be unpicked further. Vulnerable groups may include single mothers and isolated young men and it would be recommended that these are investigated separately as well as to consider the existing academic literature on these groups in relation to alcohol. Consideration may also need to be given to partner organisations who could support the more vulnerable of these groups and who they may encounter on a daily basis, for example, universities and colleges who can identify problems through their pastoral systems. In addition, significant employers of young people and the places where they tend to 'hang out' could be key influencers.

13.3.2 Recruitment of this group for qualitative research

In recruiting people for further research for this segment, it would be advisable to recruit men and women separately and similarly those with children should be researched separately from those without children. If recruiting young men with a less positive outlook, then this may be best done through support groups, or even by snowballing through social networks or education establishments. Key characteristics that could be used in recruitment scripts to identify this group are shown in the appendix.

14. Welfare Borderline (F)

People living in social housing with uncertain employment in deprived areas

14.1 Overview

Welfare Borderline people are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well-paid jobs; most rely on the council for their accommodation and on state benefits to fund bare essentials. These neighbourhoods are characterised by small local authority flats, either in high-rise towers or in large mid-rise developments.

For many, the process of coping with routine tasks can often be a major struggle, and much effort is devoted to the achievement of basic necessities. The earnings of these people do not tend to significantly exceed the national minimum wage, and most families qualify for state benefits in some form. Budgets can cope with daily necessities but are often undermined by larger items such as utility bills. Most people do not qualify for a credit card and some do not have a current account, which makes cash an important medium of exchange. Post offices play a vital role as somewhere to pay bills and to obtain benefit payments.

Very small pockets of this group are found across most of Cheshire and Merseyside. However, there is a considerable concentration of this group in Liverpool, where it accounts for 14.9% of the population.

The profile presented here relates to how the characteristics of this group compared to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

14.2 Profile of the Welfare Borderline group

14.2.1 Life stage and demographics

These groups have higher than average numbers of single people, and of divorced men and women. They are skewed towards the younger age groups. There are higher concentrations of women in the younger groups (15-24) and of men in the 25-29 year age group. In these areas there are higher levels of men not working due to long-term illness/disability or unemployment. There are high levels of non-working women who are homemakers and of women working part-time. Education levels are low and there are concentrations of social grades D and E. Income levels are likely to be around £10K per year or less. There are likely to be high numbers of single women with children, particularly children under five years. Playschool and primary school parents are common life stages for women in this group. The most common life experience that this group have recently experienced is divorce.

14.2.2 Alcohol consumption behaviour

From regional data, we know that 17.3% of men and 10.7% of women in this group are hazardous drinkers. Eight per cent (7.5%) of men and 4.1% of women are harmful drinkers. For men and women, the Welfare Borderline communities have the second highest levels of harmful drinking in all of the groups. We also know that 15.7% of men

and 8.9% of women in this group drink daily, while 17% of men and 12.1% of women drink 3-4 times a week.

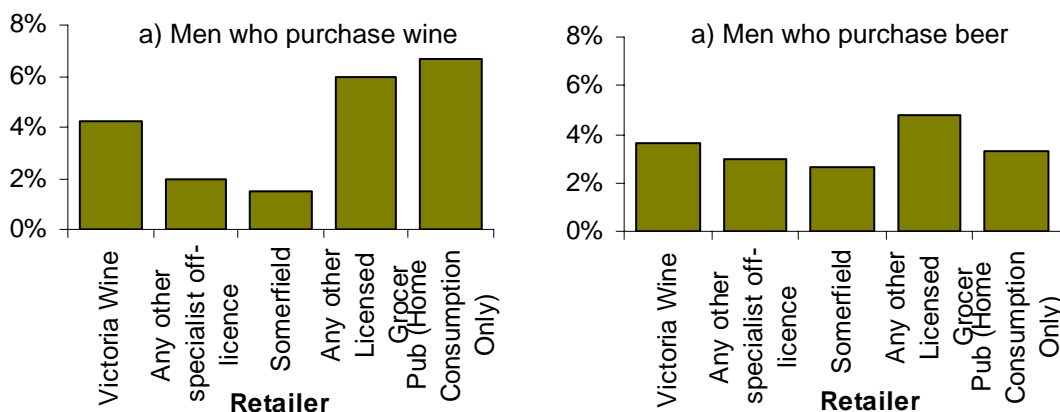
14.2.3 What are they drinking?

Men tend to drink beer in the home with and without food. It is also drunk when relaxing at friends' houses and in bars during the day and in the evenings. They do not tend to drink wine, but white and more often dark spirits are drunk on some occasions at home or in bars (such as when watching sports or at work-related occasions), as are pre-mixed spirits (alcopops). For men, there is an above average likelihood of drinking outside the home on a daily basis, or at least 2-3 times a week. For women, the drink of choice tends to be white spirits both in and outside the home (particularly at friends' houses and in the pub). Dark spirits are also drunk in bars during the day. Premixed spirits tend to be drunk at friends' houses and at home. Women are more likely to drink out of the home monthly rather than weekly.

14.2.4 Where is the alcohol bought and how often?

This group does not drink frequently at home. Men in this group are likely to drink outside the home on a daily basis. Purchases of wine and spirits by men and women for home consumption are well below the UK average (which may be linked to their lack of purchase of wine; see Section 14.2.3). Purchases of beer by men are close to the UK average. The following charts show the importance of this group to some of the main retailers who this group purchases beer from. This shows, for example, that men in this group account for 6% of the UK population who purchase wine to take home from the pub. If alcohol is purchased, it tends to be bought from off-licences such as Victoria Wine, a licensed grocer or as off sales from the pub. If women purchase wine it tends to be bought at supermarkets such as Lidl, a licensed grocer, cash and carry or as off sales at the pub. Spirits tend to be bought at off-licences and beer is seldom bought (the latter probably being due to their low consumption of beer; see Section 14.2.3).

Figure 14.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Welfare Borderline).



14.2.5 Lifestyle and interests

Men in this group are particularly unlikely to enjoy entertaining at home and do not tend to like spending time with their family. Women are less likely to want to be active in their leisure time. While both men and women enjoy spending a lot of time with their friends,

men are more likely to spend evenings in bars and pubs. Both men and women in this group are likely to spend a lot of their spare time with their friends each day. Men in this group are also more likely to like taking risks. This group does not get a great deal of pleasure from food and are rarely likely to sit to eat with their family, even at weekends.

14.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and a number of key attitudes towards alcohol are held by men in this group more than the UK average. Men in this group are far more likely to agree that the point of drinking is to get drunk and that a real man can down several pints in one sitting. Women are also likely to agree with this but to a lesser extent. Men and women in this group are no more likely to enjoy going out to get drunk than average and they do not tend to enjoy a good night out at the pub, although for men this is where much of their drinking takes place and neither gender is likely to agree that most of their drinking is done at home. Even in this very deprived group, men are still prepared to pay more for good quality beer, while women are not. Data from the Big Drink Debate shows that over a fifth of men (21.3%) in this group drink to relieve boredom compared to only 13.5% of women, while a fifth of men (19.5) and 12.8% of women also drink to forget.

14.2.7 Attitudes to health

For both men and women, this group is no more likely to agree that it needs to do more about its health and is less likely than others to consider itself as eating more healthily. However, men are less likely to have done anything about their health. Men are less likely than women to have felt overweight in the last year and even less likely to have done anything about it if they have. Men are also less likely to want to be fit and active. Nevertheless, men are less likely to have spoken to others about healthy living in the last 12 months, but are likely to have spoken about alcohol. Women, in comparison, are likely to have felt overweight in the last year and to have dieted. While they report trying to lose weight most of the time, this may be because of concerns over looking youthful rather than increasing attractiveness to the opposite sex.

14.2.8 Self-efficacy

Men and women in this group tend to be less happy with their lives than others and men are also far more likely to agree there is little they can do to change their lives. Men in this group are more likely to go to work just for money; this is less the case for women.

14.2.9 Social networks

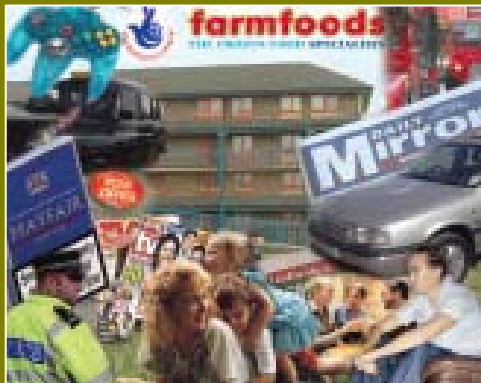
Both men and women in this group agree they spend a lot of spare time with their friends every day, suggesting there are good social networks. This may be due to the skew in this group towards the younger age groups. Paradoxically, although the time spent with friends is far greater than most, this group is less likely to agree that they would like to have a close circle of friends to support them in hard times. This is the case for both men and women.

Consideration also needs to be given to the high levels of divorce in this group and the number of young single parents. Men have a lower preference to spend time with their family and although time may be spent with friends, it is not known how this time is spent or what the quality of relationships with friends is like. It is possible that these friends

may not be supportive in hard times. The proportion of men in particular who drink because of boredom and the need to forget may be indicative of this.

14.2.10 Summary

This group has the second highest prevalence of harmful drinking among men in the North West. The picture here shows that alcohol consumption is being driven by men, many of whom may be relatively young and who may need support in finding alternative activities to drinking alcohol. They may also need support in seeing how they can change their lives and improve their situation. Development of self-efficacy and self-management may be of value in tackling harmful drinking behaviours. Given the relatively high divorce and separation levels in this group, support in managing relationships and the emotional consequences of this may be also be of value and this needs to be explored in more detail.



Men like taking risks.

People spend a lot of time with their friends rather than family.

The point of drinking is to get drunk, but a night out at the pub is not so enjoyable.

Unhappy lives are hard to change.

14.3 Strategies for understanding and engagement

14.3.1 Issues for further exploration

While this group makes up only a small proportion of the population, it does have one of the highest concentrations of harmful drinkers. Similar to other disadvantaged groups where young men may be found, there is a need to understand the role alcohol plays in acting as a support mechanism. Again, specific local research that takes account of local environments and how these may be contributing to the general low level of esteem and motivation may be needed if tailored actions are to be taken. The self-esteem issue may be particularly important to unpick for young women which may be manifesting itself in relationships with food as much as alcohol. It is likely that there will be significant local research that has been undertaken with these communities (for example, as part of neighbourhood renewal and social inclusion programmes) and consideration should be given as to what specific local insight this provides that can be built on further. It would also be important to consider researching different age groups separately.

14.3.2 Recruitment of this group for qualitative research

Recruitment of this group to research may present particular challenges and it is important that recruiters are used who are familiar with communities. Significant retailers for these groups may use include Somerfield, Victoria Wine and small independent off-

licences. Key characteristics that could to be used in recruitment scripts to identify this group are shown in the appendix.

15. Grey Perspectives (J)

Independent older people with relatively active lifestyles

15.1 Overview

Grey Perspectives people are retired but still independent, with time on their hands and in reasonably good health. They own and run their own homes and are financially independent. On retirement, they may have swapped their suburban home for a property in a coastal resort, pleasant heritage town, rural village or in a smart apartment block. This downsizing is likely to have left them with a significant amount of capital. As time elapses, the pensioner population fragments into groups with varying levels of financial security, health and ability to manage their own homes. It also splits into households populated by couples and single people. Accordingly, some Grey Perspectives will sustain an active lifestyle for longer than others. Some will maintain substantial homes and gardens, while others will survive on modest incomes in estates of seaside bungalows. The more frail and elderly will retreat to the security of a seaside apartment.

These neighbourhoods occur in various forms: seaside bungalows, suburban apartments, inner city 'mansion blocks', pretty rural villages, and large blocks on the esplanade looking out to sea. High amenity value, good order and low crime levels are common characteristics of these environments. In the Cheshire and Merseyside sub-region this group is found principally in Wirral, Sefton, Chester and Macclesfield. These people support traditional views, activities and brands, and respond to advertising with clearly stated benefits rather than heavy lifestyle content. They are proud to buy British and appreciate products with a strong regional, heritage or craft-based proposition. They like to purchase face-to-face from people they trust.

Grey Perspectives have complex financial needs. They value the security provided by insurance, not just against damage to their car and home, but also against central heating and plumbing failures and the cost of veterinary treatment. A key requirement is that their savings maximise current revenue, minimise tax and protect long-term capital values (Experian).

The profile presented here relates to how the characteristics of this group compare to the UK average. It indicates where a group is likely to display a characteristic more or less than the UK population as a whole.

15.2 Profile of the Grey Perspectives group

15.2.1 Life stage and demographics

These areas are likely to comprise people over the age of 65 years. A significant number of men and especially women will be widowed, and consequently there are relatively high numbers of single person households. There are high levels of retired people, although some men may still be working full-time. Men in this group tend to be well educated with high numbers having university or professional qualifications, while women tend to be less well qualified, which may be a generational feature. Social grades A and B tend to be dominant in these groups. Incomes tend to be modest (£17-30K) and this may reflect the retired nature of these groups. These groups are characterised by unconstrained couples, empty nesters and senior sole decision makers. Significant recent life events include retirement and also separation from long-term partners.

15.2.2 Alcohol consumption behaviour

From regional data we know that 17.9% of men and 11.5% of women in this group are hazardous drinkers and that 5.1% of men and 2.1% of women are harmful drinkers. We also know that 19.7% of men and 8.8% of women in this group drink daily, while 19.9% of men and 20.7% of women drink 3-4 times a week. This regional information is supported by the national TGI data. Men in this group are frequent drinkers relative to the UK average, drinking both inside and outside of the home at least 2-3 times a week and everyday drinking is not uncommon. Men are likely to drink on more frequent occasions than women who are more likely to drink few times a month rather than a week.

15.2.3 What are they drinking?

Men are more likely to drink beer at home and while relaxing with friends. They are likely to drink beer outside the home when in a bar, café, pub, or restaurant, and while having dinner. Below average proportions of women drink beer on any occasion. Men in this group do not tend to drink wine or white spirits, but do tend to drink dark spirits both at home and outside. They do not tend to drink premixed spirits (alcopops).

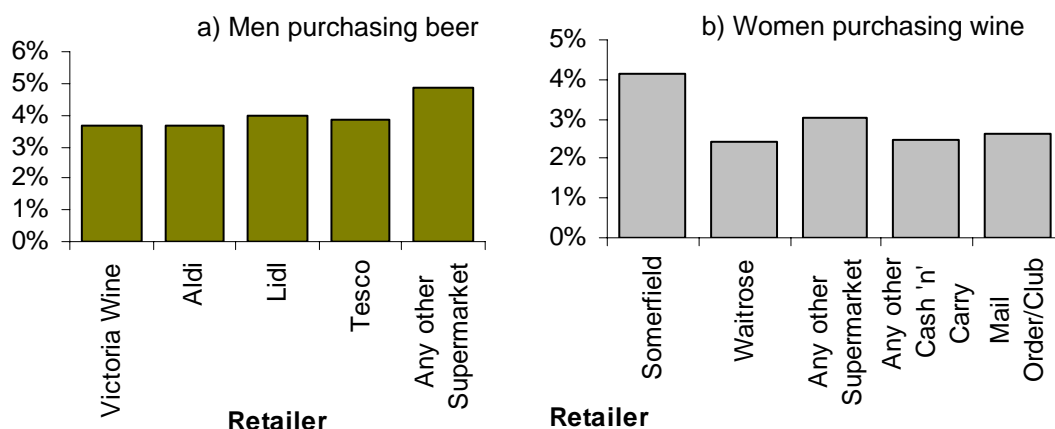
For women, wine is more likely to be drunk with meals in the home and in restaurants, white spirits tend to be drunk at friends' houses, with beer, dark spirits, pre-mixed spirits (alcopops) being rarely drunk.

15.2.4 Where is the alcohol bought and how often?

Men are likely to have bought wine for home consumption in the last 12 months. They are likely to buy wine for home consumption monthly at specialist off-licences and the Co-op, cash and carries including Makro, and supermarkets such as Sainsbury's and Tesco are popular. Mail order may also be used. This group tends to purchase spirits relatively frequently and these are bought at off-licences such as Threshers and Victoria Wine, but also at supermarkets such as Waitrose, Morrisons and Tesco. Beer tends to be bought a few times a month from off-licences but also from the Co-op and supermarkets such as Lidl and Tesco.

The following chart shows the importance of this group to some of the main retailers from whom this group purchases beer (Figure 15.1a). This shows, for example, that just under 5% of the UK population who purchase beer from Lidl are men who fall into this group. Women are likely to purchase wine but tend to be light purchasers, buying it a few times a year. The Co-op, Marks & Spencer and the large supermarket chains are popular for this (Figure 15.2b). Spirits are likely to be bought in similar places although this, along with beer, tends to be bought less often by women. The following chart shows the importance of this group to some of the main retailers from whom this group purchases wine. This shows, for example, that women in this group account for less than 4% of the UK population who purchase wine at Tesco.

Figure 15.1: Proportion of the population purchasing alcohol by most popular retailer sourced (Grey Perspectives)



15.2.5 Lifestyle and interests

Women in this group are more likely to enjoy entertaining at home and have less preference to be active in their leisure time, unlike men. Men are likely to go to bars or pubs in the evenings and they may also drink at home. Men in this group are more likely to get greater pleasure from food than women, although both are likely to sit down with others for meals.

15.2.6 Attitudes to alcohol

Attitudes are important drivers of behaviour and in this group there are quite marked differences in attitudes between men and women. Men in this group are more likely than average to agree that the point of drinking is to get drunk, but are less likely to enjoy going out to get drunk. They are also more likely to pay more for good quality beer and wine. Women are particularly likely to disagree that the point of drinking is to get drunk and that they enjoy a good night out at the pub. The regional Big Drink Debate data suggest that 8.4% of men and 6.3% of women in this group drink to forget problems.

15.2.7 Attitudes to health

This group is no more likely to do anything to improve its health than others. Women especially are less likely to agree they need to do anything about their health. Both men and women are close to average in feeling overweight with women more likely to try dieting more often than men. It would appear that health is not of great importance to this group and reasons for this may be worthy of further exploration.

15.2.8 Self-efficacy

This group tends to be relatively happy with its life but are likely to agree that there is little it can do to change it. This may be because they do not see a need to change it; given their relative satisfaction or this attitude may be a feature of age. There is a reasonable degree of persistence in this group in that they believe it is necessary to keep trying if success is not forthcoming, suggesting a fair degree of self-efficacy.

15.2.9 Social networks

Men are more likely to disagree that they need a close circle of friends around them in hard times, while women are more likely to agree. While women are more likely to feel anxious than men, they are also more likely to disagree that they know what is going on with friends. This is unusual for women and suggests that there may be pockets of women in this group who have a perception of isolation or disconnectedness.

15.2.10 Summary

It is useful to consider the information presented here in relation to factors that affect behaviour. There are significant differences in drinking habits between groups, with men drinking more frequently and larger amounts than women. This is a group who may have had relatively successful lives and are now facing challenges such as bereavement. They may have strong coping mechanisms to deal with this; however, there is a suggestion that among some women this may be weaker, particularly if established social networks begin to disintegrate as time passes. It is not possible here to be able to conclude that this is a factor that is causing pockets of high alcohol consumption; however, reference to the existing research literature suggests that bereavement can be a trigger to drinking alcohol (Alcohol Concern 2002). and this needs to be explored further. They may not recognise their own behaviour among advertising targeting binge drinkers. However, presentation of excessive drinking by this group needs to be considered sensitively if it is being driven by emotional rather than just habitual factors and these need to be explored.



Drinking needs to be seen in the context of caring for and losing partners and friends.

Is drinking being driven by habit or by emotion?

What role does drinking have outside the home for men?

Some women in this group may be anxious and feel disconnected.

15.3 Strategies for understanding and engagement

15.3.1 What needs to be explored further with this group

The role alcohol plays among people at the stage in life where they may face caring for a partner, losing their long-term partner, or bereavement needs to be considered. It is likely that there may already be a significant literature on this topic and this should be examined first, along with information from agencies who already specialise in providing support to older people. If it is deemed necessary to undertake primary research with this group, consideration needs to be given to the ethical aspects of this. Any further primary research should be undertaken by those who have experience of working with this target group and who have the skills to deal with any sensitive issues that may be

raised. For this reason, suggestions have not been presented here on how this group may be recruited for further research.

16. Discussion

Nine segments have been presented here based on an existing geodemographic segmentation system (Mosaic). Additional regional and consumer data have been applied to this system to provide a more detailed insight into the drinking behaviours of people living in these groups.

There are differences between the drinking behaviours and motivations to drink across the segments. Thus, a universal approach will not be sufficient in addressing this and providing valued alternatives. The information presented in the segments here is aligned with the work undertaken by the life stage segmentation model that is part of the Ambitions for Health programme (DH 2008). This takes the approach that individuals at any particular life stage can be further segmented according to individual motivating factors and the environment in which they live. The profiles make reference to both of these aspects.

Some of the people in these segments would be expected to have high levels of motivation and self-efficacy and inhabit positive environments. One such example is the Symbols of Success group. This group has one of the highest prevalence of hazardous drinking, but is also one of the groups who are most interested in health. This presents opportunities to influence their behaviour as long as health risks are positioned in a way that resonates with their particular drinking lifestyle. Further, it is acknowledged that more affluent groups are more likely to act on improving their health (Wagstaff, 1996) and consideration needs to be given to the selection of targeted efforts on this group in relation to widening health inequality.

Clearly, motivations to drink among the more affluent groups with high levels of self-efficacy and an interest in maintaining their health require very different approaches from those who are drinking in order to get drunk to forget difficult environments or emotional issues. Levels of unhappiness with life and a perceived inability to change things appear to be higher among the less affluent groups. Thus, alcohol consumption here appears to be tied up with emotional issues. One of the notable features of drinking among men in the more deprived groups is that they are likely to drink outside the home quite frequently and be drinking to become drunk. Women do not always share these views. In tackling hazardous and harmful drinking among men, this would be important to explore.

In a number of the segments where there are higher levels of alcohol misuse prevalence, divorce and separation, particularly among younger people, also feature. Where motivations to drink are tied up with emotional issues such as self-esteem and relationship breakdown, then information provision alone is unlikely to be heeded and strategies need to be developed which enable people to better manage such situations in order to obtain a more positive outcome. Much has been written about the role of emotional intelligence in handling own and other's emotions (Goldman 1998). This should not be overlooked in developing social marketing approaches to address alcohol consumption. In so doing gender differences need to be taken account of. The focus of relationships differs between men and women, with women's relationships focussing on emotional closeness and men's on shared activities (Bell 1991) and (Aukett et al 1988) in Lieblur and Sandufur 2002). It is suggested that men may be more likely to exchange emotional support if it is built around shared activities (Lieblur and Sandufur 2002) and this may present levers for bringing about change. There are strong links between

tackling excessive alcohol consumption and the broader wellbeing agenda, and these issues may need to be investigated in combination with each other.

A number of the segments also display environmental factors that may be contributing to alcohol-related behaviour. Isolated communities such as those that may lie within the Municipal Dependency group may have few alternative facilities available besides pubs. Clearly the approach to address this requires far more than just the provision of information. Such areas may be characterised by low levels of optimism and the perceived ability to improve their situation. This may need to be tackled as part of any strategy to address alcohol. At a local level, operational delivery of such a strategy may manifest itself in different ways.

The nine segments presented here indicate a range of very different drivers for alcohol consumption and a clear need for differentiated strategies, both at a sub-regional level and also at very local levels, where localised factors such as physical environments may be driving behaviour. The policy responses to such different drivers need to be multifaceted and require more than just the input of health agencies to address them. They also require more than just the provision of information and communications as to the damage alcohol may cause. These have their place, but need to be in the context of a much more widely embracing strategy.

The final section in this report sets out how the information presented in the profiles can be used to support the development of such a strategy starting with grouping the segments according to their degrees of motivation and social environment. A set of criteria for evaluating the segments further is then presented. An outline of the process by which these can be explored further either at a sub-regional level or at much more local levels is also presented.

17. Making use of the profiles to inform social marketing programmes

17.1 Segment evaluation and selection

Once a market has been segmented, decisions need to be made as to how to target resources between them. The size of a segment may be an important factor here; however, consideration of this on its own is unlikely to be enough to make a decision. One of the outcomes of this work is to identify segments which could be explored further using qualitative techniques, and to support this decision making process, consideration was given as to how segments may be grouped in relation to motivation and social environment factors. To do this a number of questions were selected in each domain (see below) which showed a good range of differences between index values, and a composite value was determined using the questions in the box below.

Motivation Domain

Agree they look after their health

Agree are overweight and have done something about it

Disagree there is little they can do to change life

Social Environment Domain

Agree they like to have a close circle of friends to support in hard times

Agree they are not easily swayed by other's views

Disagree they rarely sit down to a meal together at home

The following charts (Figures 17.1 and 17.2) plot the composite scores and indicate how positioning of the segments differs for men and women. The first number in brackets indicates the individual group's rank in terms of the number of hazardous drinkers in Cheshire and Merseyside. The second indicates its rank of prevalence of hazardous drinking in these groups. So, for example, the Urban Intelligence group has the highest prevalence but only ranks 7th on the number of hazardous drinkers in the segment. Those segments located in the top right hand corner of the diagram would tend to demonstrate greater levels of motivation and more positive social environments, while those in the bottom left hand corner would tend to demonstrate a more negative situation. One of the most significant differences between genders occurs in the Suburban Comfort group, where men just fall into the most negative quadrant and women fall into the most positive. In addition, men in the Ties of Community group fall into the most negative quadrant while women, although still low on social environment, score more positively on motivation. Such an analysis may enable the selection of contrasting segments and may also indicate which segments may be easier to target, as well as the potential impact of selection on health inequalities.

Figure 17.1: Ranked scores for motivation and social environment issues for males by Mosaic category

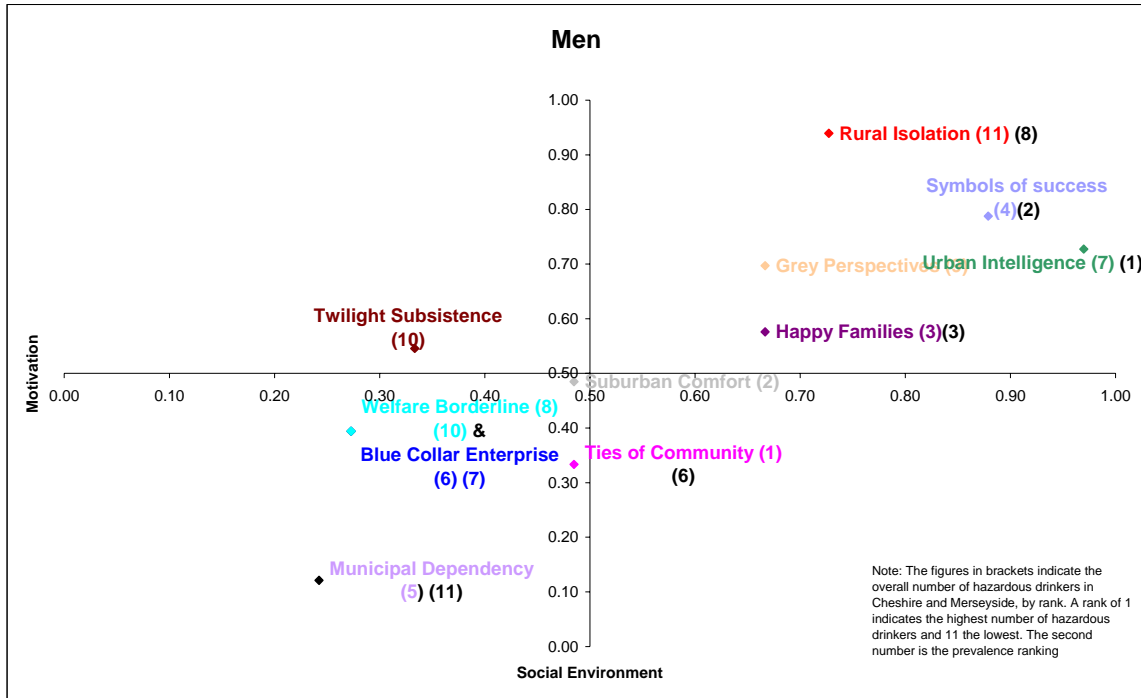
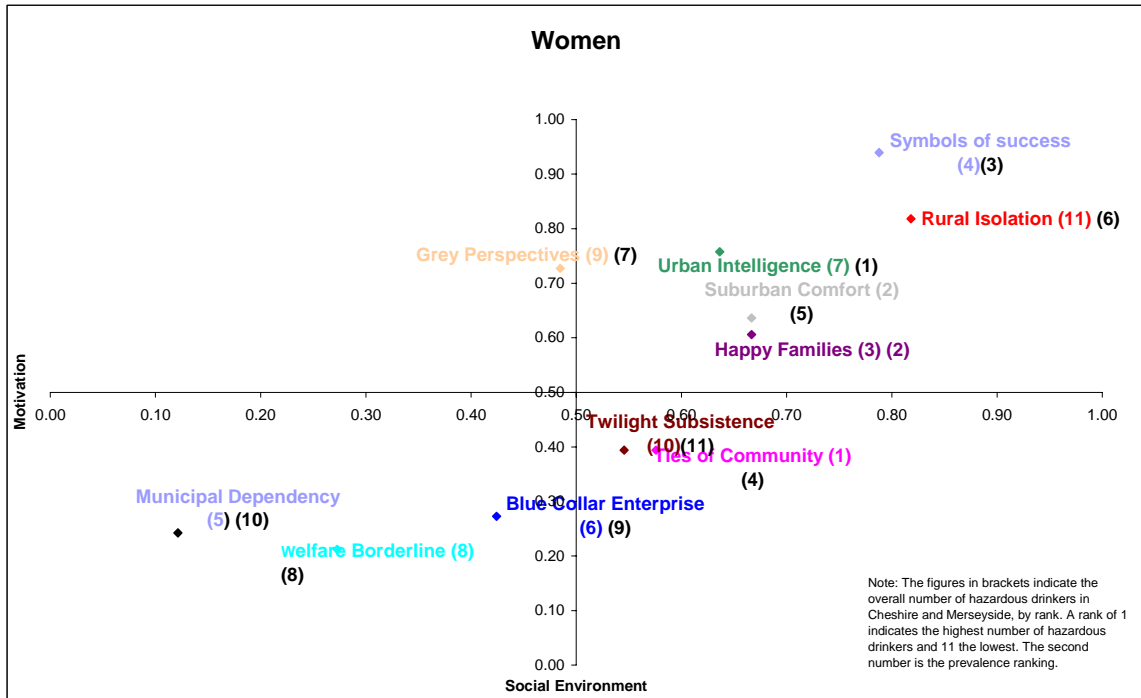


Figure 17.2: Ranked scores for motivation and social environment issues for females by Mosaic category



Furthermore, in selecting segments to target, a range of other factors should be considered. The table below is derived from the work of Andreason (1996) and could be used by practitioners in deciding which segments to explore in more detail, and which to finally develop and target activity towards. It is likely that for some of the criteria, practitioners may have to use anecdotal sources and experience in assessing them where no quantitative data exist. The information presented in the segment profiles does not provide information to address all of the above criteria. However, it does provide a framework for decision making when considered in relation to local data.

Table 17.1: Criteria for evaluating segments

Criteria	Description
Segment size	This answers questions such as how many people or households may have this behaviour? An indication of this has been presented in tables 4.2 and 4.3) above.
Problem incidence	There may be a higher rate of hazardous and harmful drinking in some segments than others. We may be most concerned where the rate is increasing most rapidly. Currently, there are no data on incidence of alcohol consumption for the sub-region.
Problem severity	Incidence may be more severe in some segments than others. For example, some segments may have greater numbers of harmful drinkers, or of drinkers who have been drinking at hazardous or harmful levels for a longer period of time.
Defenselessness	Some segments may be less able to change their drinking behaviour than others, for example those who have become dependent drinkers, or where there are low levels of self-efficacy. These underlying problems may need to be tackled first.
Reachability	Some market segments may be harder to find or more expensive to reach than others. The insight in the profiles around which retailers people are buying their alcohol from and also what other interests they may have, provide clues as to potential channels that can be used. The maps identify where people live and sometimes doorstep recruitment may be appropriate.
General responsiveness	Some segments may be better able and more willing to respond than others. For example, women in some of the more affluent segments are more concerned about health and fitness than others and have high levels of self-efficacy. They may respond more to messages about health benefits than others, although this may have implications for exacerbating health inequalities.
Incremental costs	As part of strategy development, consideration needs to be given to the additional costs of differentiated approaches. However, the costs of differentiation should be outweighed by the benefits.

Criteria	Description
Responsiveness to marketing mix	In assessing the additional benefits of adopting a differentiated approach, consideration needs to be given to how likely different segments are to respond to 'a one size fits all' approach compared with a differentiated approach. This may be particularly important for alcohol, given that the role of alcohol and the context of drinking differs between the segments. Any messaging used needs to relate to these contexts, so people can recognise their own behaviour, while the benefits offered of drinking less need to compliment their values. For example, it may be particularly important to target home drinkers separately from those who drink in bars and pubs (even if pre-loading or consumption before going out occurs at home). In addition for some segments, the change will only be achieved by ensuring other aspects of the marketing mix besides communication are addressed as part of an overall proposition.
Organizational capabilities	Consideration needs to be given to the creative marketing abilities of the organisation to deliver a range of differentiated marketing strategies. This also includes the non promotion elements of the marketing mix, where partnership working may be essential, for example, working with retailers or other public services. Consideration of the resources and motivations of partner organisations is crucial in engaging them to deliver on strategies.

17.2 Exploring segments further as part of the Total Planning Process

The profiles presented here present a glimpse into the lives of people living in a variety of situations across the sub-region. As already discussed, these need to be understood in more depth before specific behaviours that could be influenced can be identified. The profiles do, however, provide a starting point for deciding which groups local areas may wish to focus on to undertake qualitative research. The stages below are recommended for taking this forward and have been aligned to the Total Planning Process recommended for social marketing.

Scoping:

1. Identify Mosaic group and where it is located.
2. Consider existing information that may be available about that area already in relation to the problem.
3. Decide if there are specific sub-segments that need to be focused on, for example, age, gender, recent experiences, particular local geographies or sub-groups who may exhibit particular behaviours or attitudes for example 'bored, young, male hazardous drinkers' or 'middle aged, female hazardous home drinkers'.
4. Develop a precise profile and a series of questions that could be asked to recruit the target group for research. Some examples are provided in the appendix. Consider any ethical issues here.
5. Decide what needs to be understood about this group. These are likely to cover at least life contexts, alcohol routines, value and benefits of alcohol in order to identify exchange possibilities – the more detailed this can be, the more likely it is that useful insight will be gained.
6. Develop a detailed research specification to explore life contexts, the role of alcohol and typical drinking behaviours.
7. Undertake research or commission an appropriate research agency using the detailed specification.
8. Consider what opportunities the research presents for influencing specific aspects of behaviour, ideally ones that can be measured at least by proxy.
9. Consider what the exchange needs to be. For example if the value placed on alcohol is relaxation but the downside is weight gain, what alternative can be offered that offers relaxation without the weight gain?
10. Decide what this offer means in terms of a 'core product' that appeals to the target group and how this can be available at typical drinking times as a realistic substitute.

Development Stage

1. Develop concepts for testing around how the 'tangible' product may be positioned to appeal. For example, is it perceived by the target group as providing the core benefit of relaxation without the weight gain, how should it be accessed, how should it be communicated, how should the cost of using the product be minimised relative to the cost of the alcohol-related behaviour.
2. Develop the intervention / marketing mix.

17.3 Local area analysis

Separate maps of each local authority area in the Cheshire and Merseyside sub-region are provided in separate documents. These indicate where each segment is located. It should be noted that the colourings on these maps indicate the locations of areas and local data should be referred to in interpreting how this relates to the numbers of people living in these areas. For example, a large block of colour may indicate that a group covers a large geographical area. However, if much of that area is industrial, recreational or agricultural land, then the population may not be significant. For this reason, it is advisable to refer to the tables which show the distribution of population by Mosaic group to identify which groups are significant and then to locate them on the maps.

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19. Appendix

Recruitment profiles for Mosaic groups for qualitative research

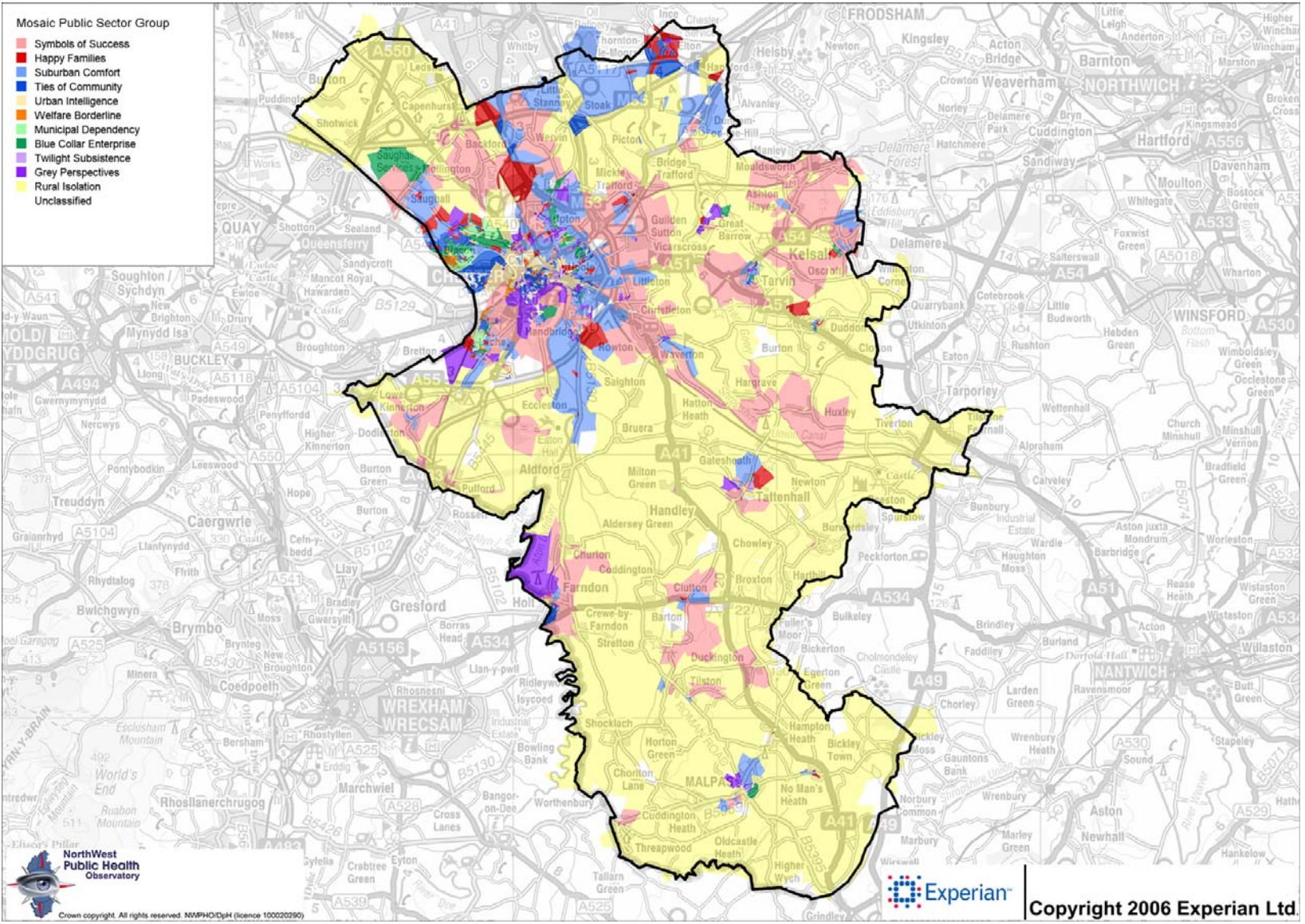
It is recommended that in exploring the above issues, if a focus group methodology is used then separate groups are run for men and women, as their drinking patterns do differ, namely in that men tend to drink out of the home more than women. A similar principle applies for age groups and for people with and without children. This is more likely to encourage respondents to be more open in their responses. Below is an indication of the types of questions that may be used to recruit people who may fall into the Mosaic groups. They are not precise measures and consideration must be given to the profiles being indicative of an area and not individuals who live in those areas. The suggestions here then are intended only as guide to identify appropriate respondents.

Table 19.1: Key characteristics that could be used during recruitment

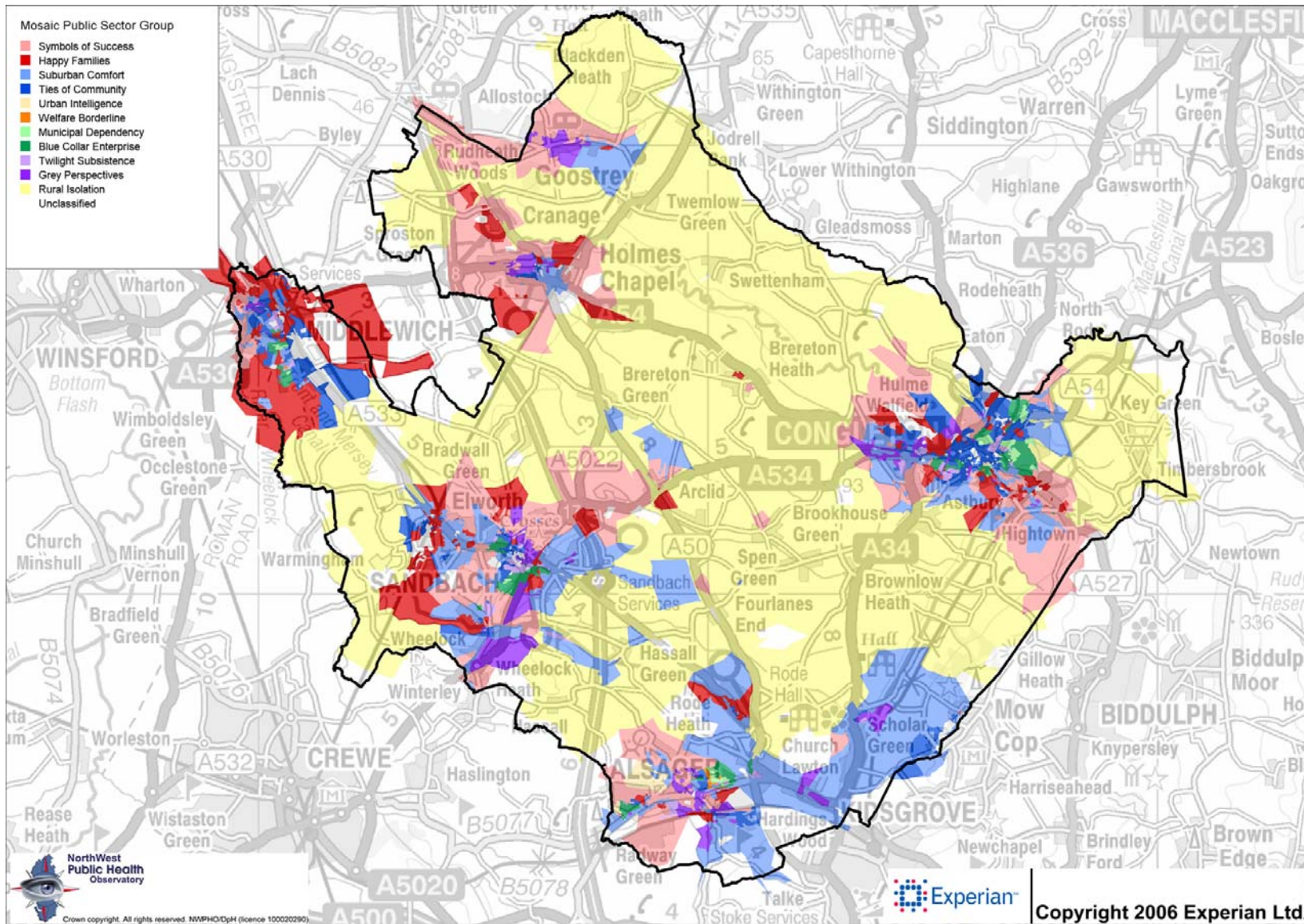
Mosaic category	Key characteristics
A Symbols of Success	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. I am willing to pay more for good quality wine – tend to agree. 3. I am willing to pay more for good quality beer – tend to agree. 4. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 5. Industry standard market research questions for social grading.
C Suburban Comfort: Men	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. I am willing to pay more for good quality beer – tend to agree. 3. I enjoy a good night out at the pub. 4. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 5. Industry standard market research questions for social grading.
J Grey Perspectives	Specialist advice needs to be taken on recruiting this group – given the potentially sensitive nature of the subject.
B Happy Families: Men	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. I am willing to pay more for good quality beer – tend to agree. 3. I enjoy a good night out at the pub. 4. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 5. Industry standard market research questions for social grading 6. Marital status if seeking to differentiate between divorced and married men to research separately.

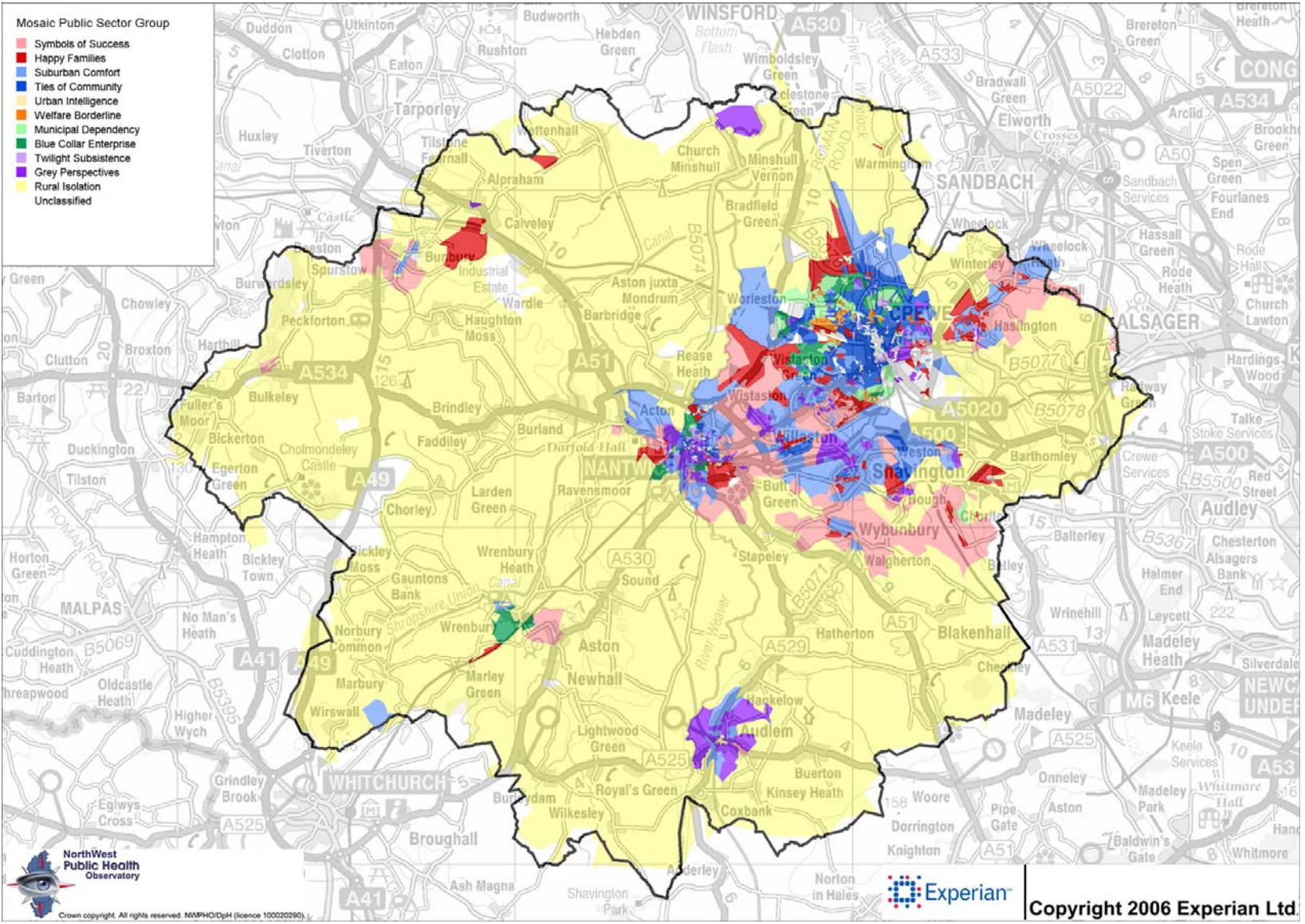
Mosaic category	Key characteristics
D Ties of Community	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. I am willing to pay more for good quality beer – tend to agree. 3. Agree point of drinking is to get drunk (men). 4. I enjoy going out to get drunk (men). 5. Possibly diet often and do not get pleasure from food (women). 6. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 7. Industry standard market research questions for social grading. 8. Marital status if seeking to differentiate between divorced and married men to research separately.
H Blue Collar Enterprise	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. I am willing to pay more for good quality beer – tend to agree. 3. I enjoy going out to get drunk (men). 4. Think health is a question of luck (men). 5. Mainly consume white spirits rather than wine or beer (women). 6. Do not agree they are happy with their life as it is. 7. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 8. Industry standard market research questions for social grading 9. Marital status if seeking to differentiate between divorced and married men and women to research separately.
G Municipal Dependency	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. Agree point of drinking is to get drunk (men and women). 3. Enjoy a good night out at the pub (men and women). 4. Don't agree that most of their drinking is done at home (men and women). 5. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 6. Industry standard market research questions for social grading. 7. Marital status if seeking to differentiate between divorced and married men and women to research separately.

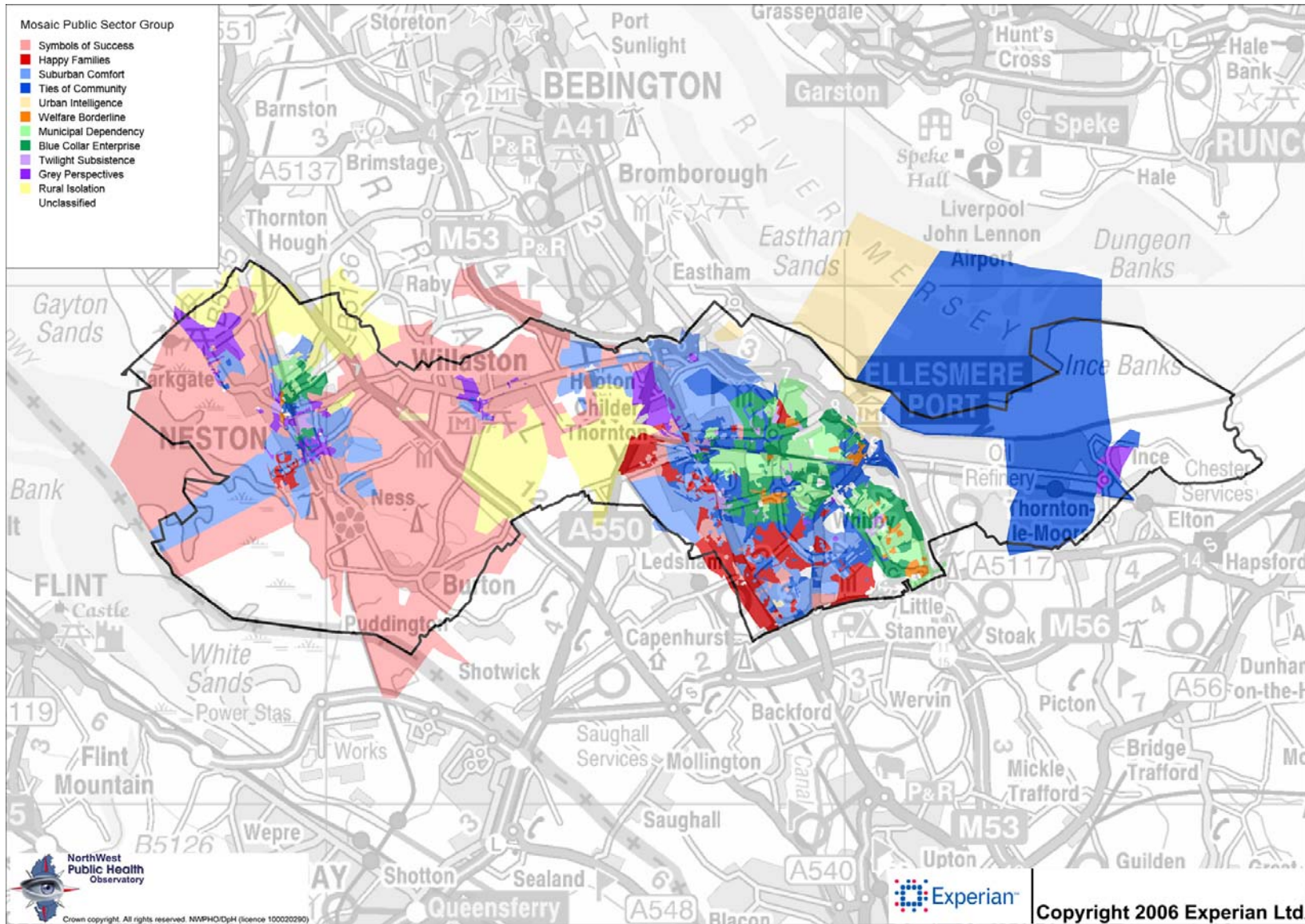
Mosaic category	Key characteristics
F Welfare Borderline	<ol style="list-style-type: none"> 1. Alcohol consumed above the recommended limits. 2. Agree point of drinking is to get drunk (men). 3. Enjoy going out to get drunk (men and women). 4. I enjoy going out to get drunk (men). 5. Postcode falls into predefined list for this group – could relate to local names of areas to make more meaningful for recruiters, but reduces accuracy. 6. Industry standard market research questions for social grading. 7. Marital status if seeking to differentiate between divorced and married men and women to research separately.

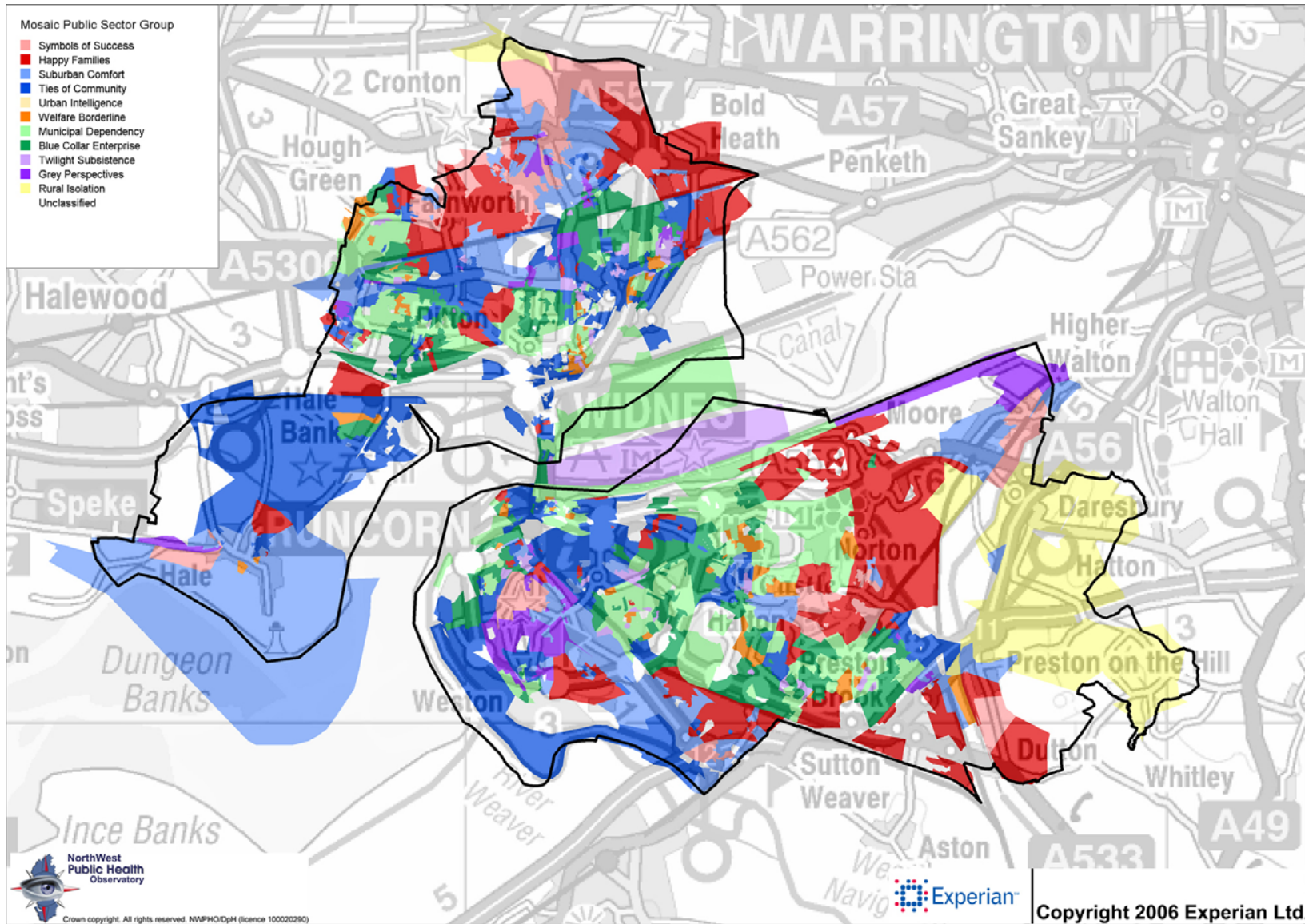


- Mosaic Public Sector Group**
- Symbols of Success
 - Happy Families
 - Suburban Comfort
 - Ties of Community
 - Urban Intelligence
 - Welfare Borderline
 - Municipal Dependency
 - Blue Collar Enterprise
 - Twilight Subsistence
 - Grey Perspectives
 - Rural Isolation
 - Unclassified

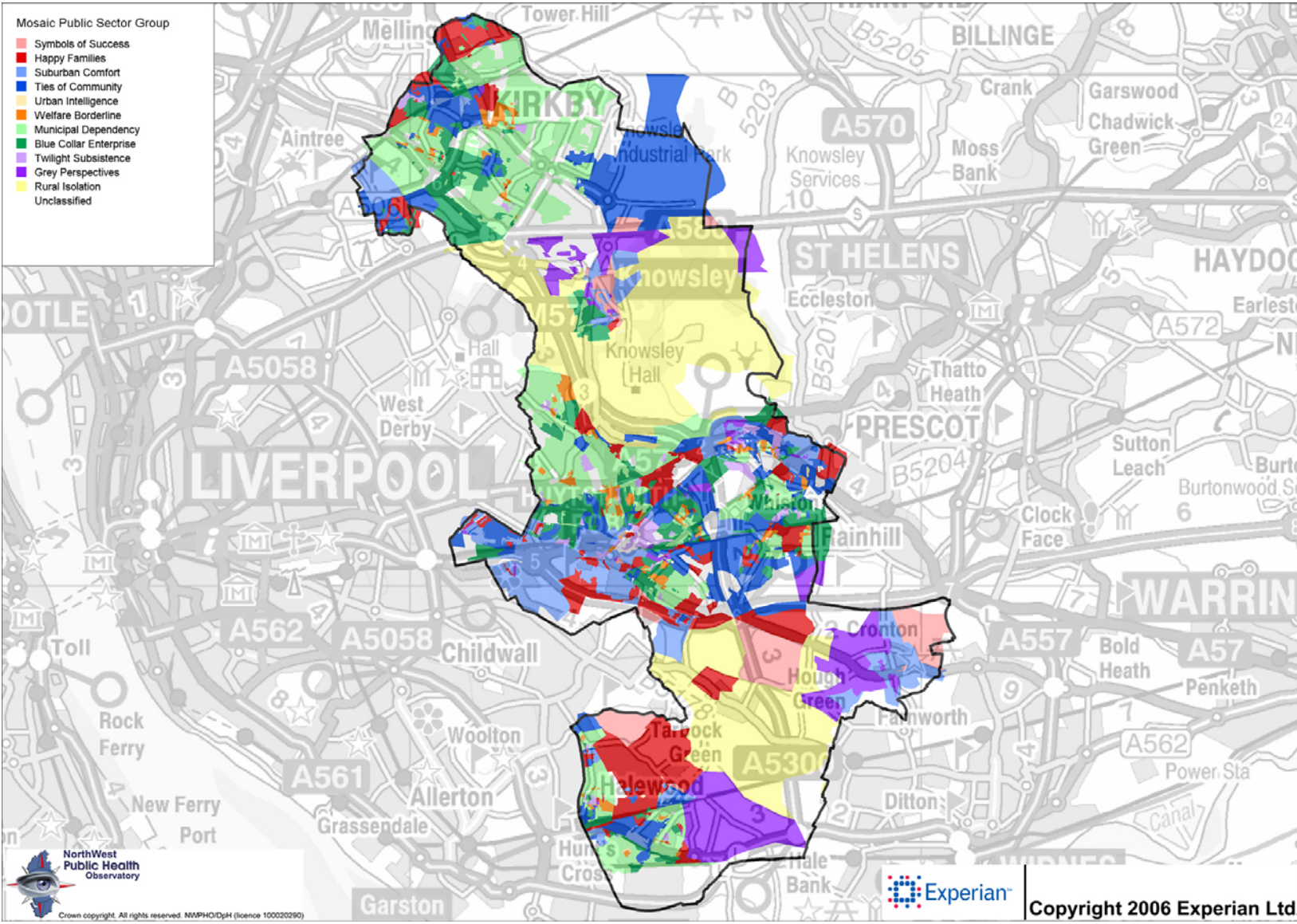


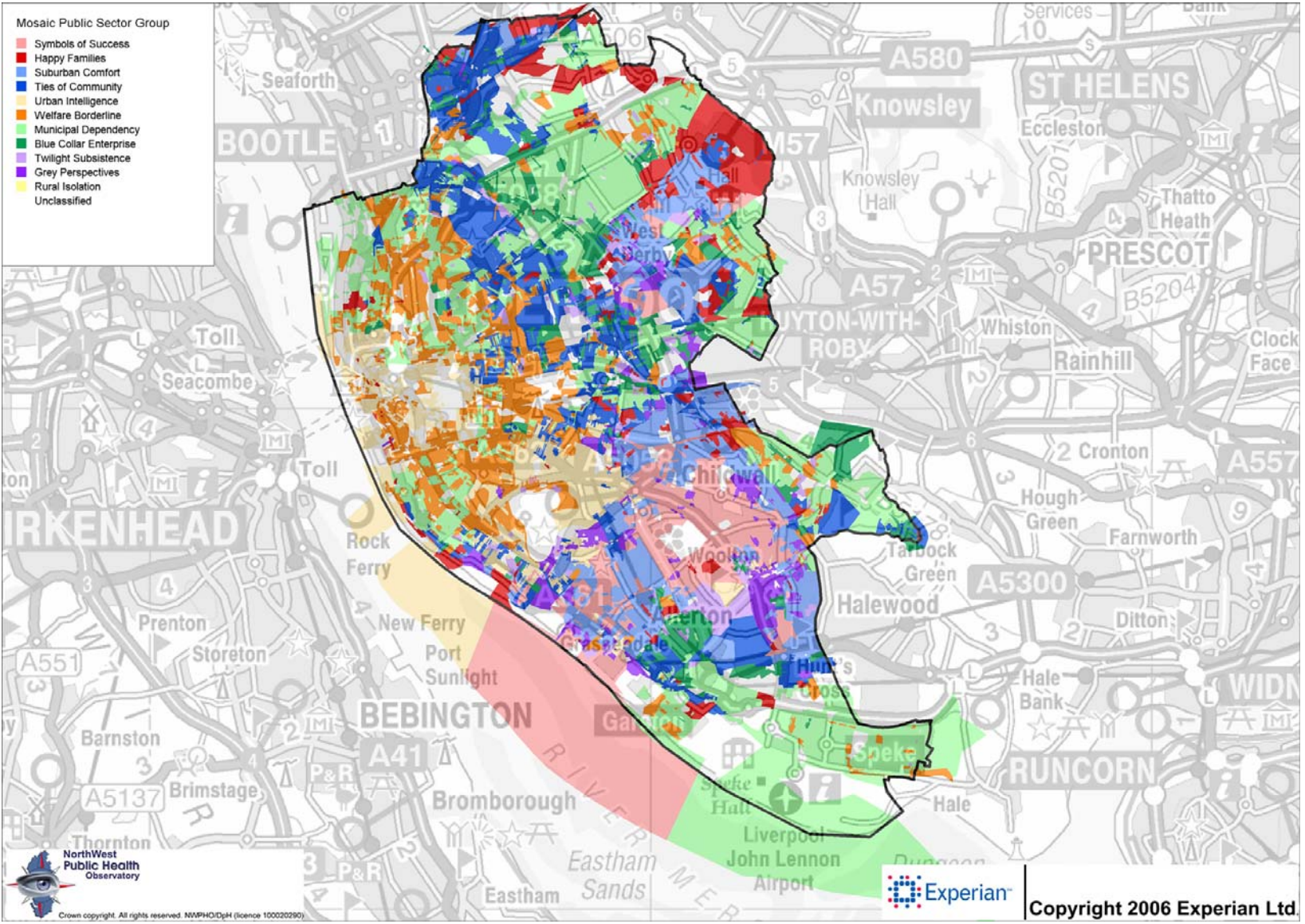






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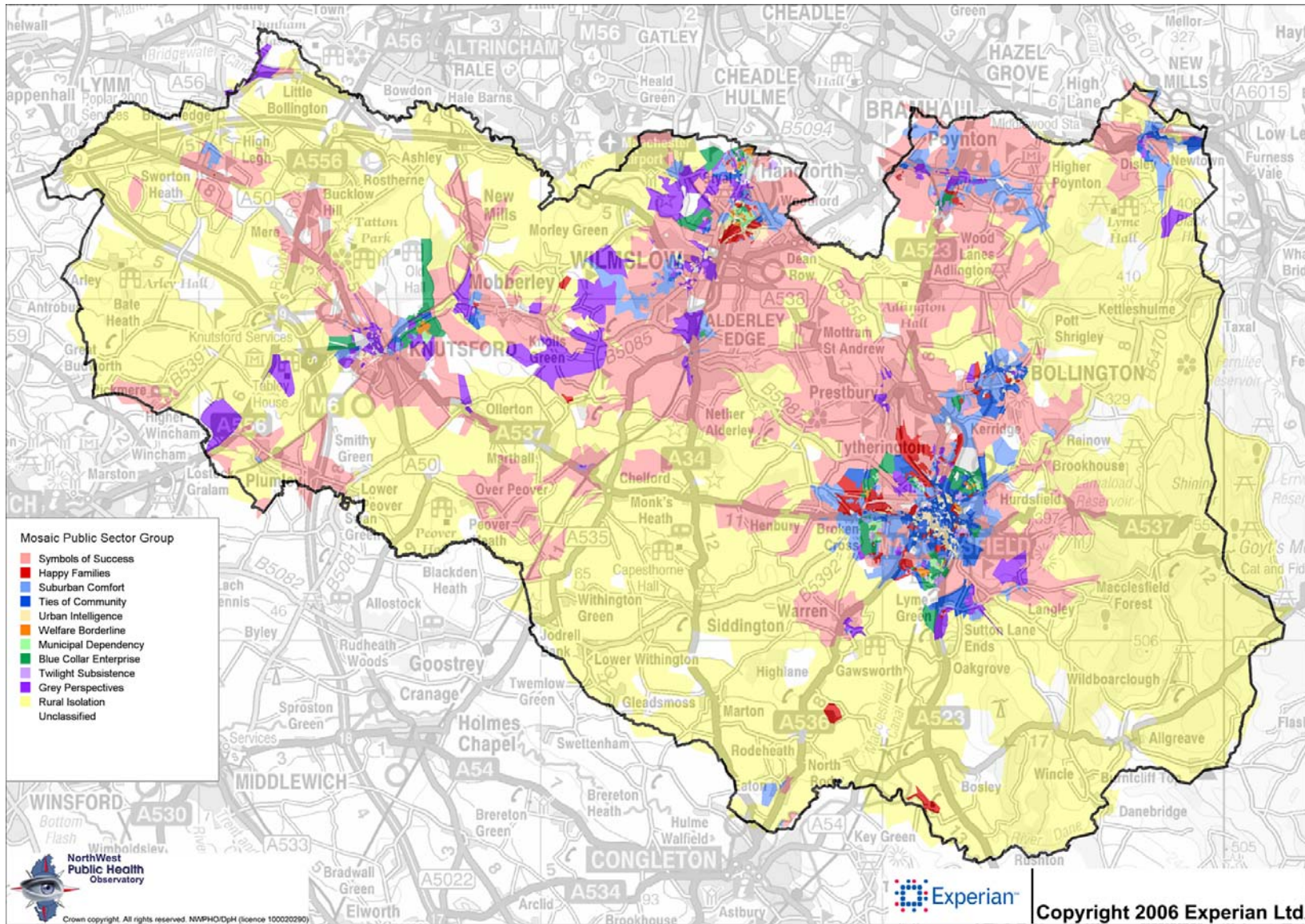
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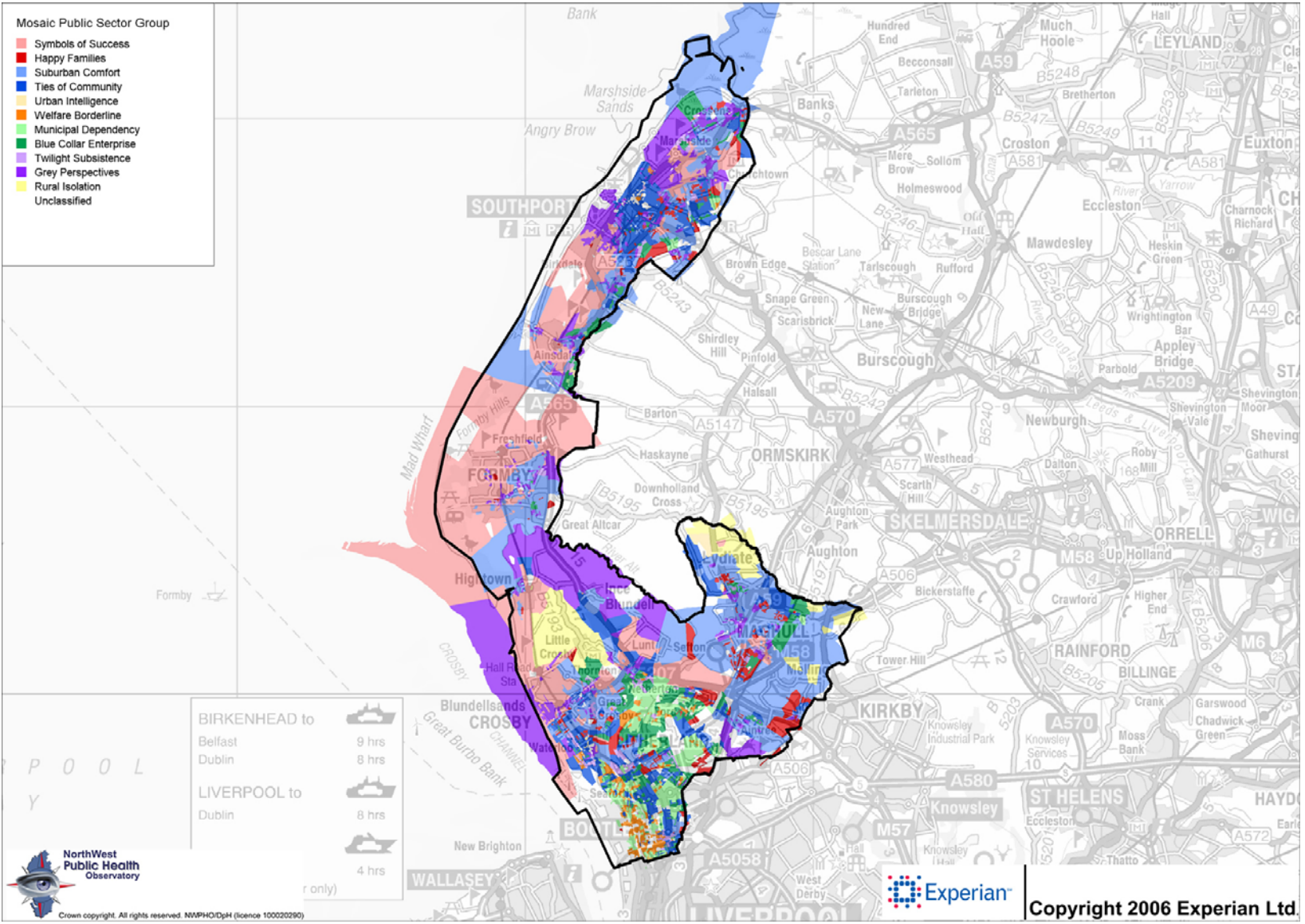


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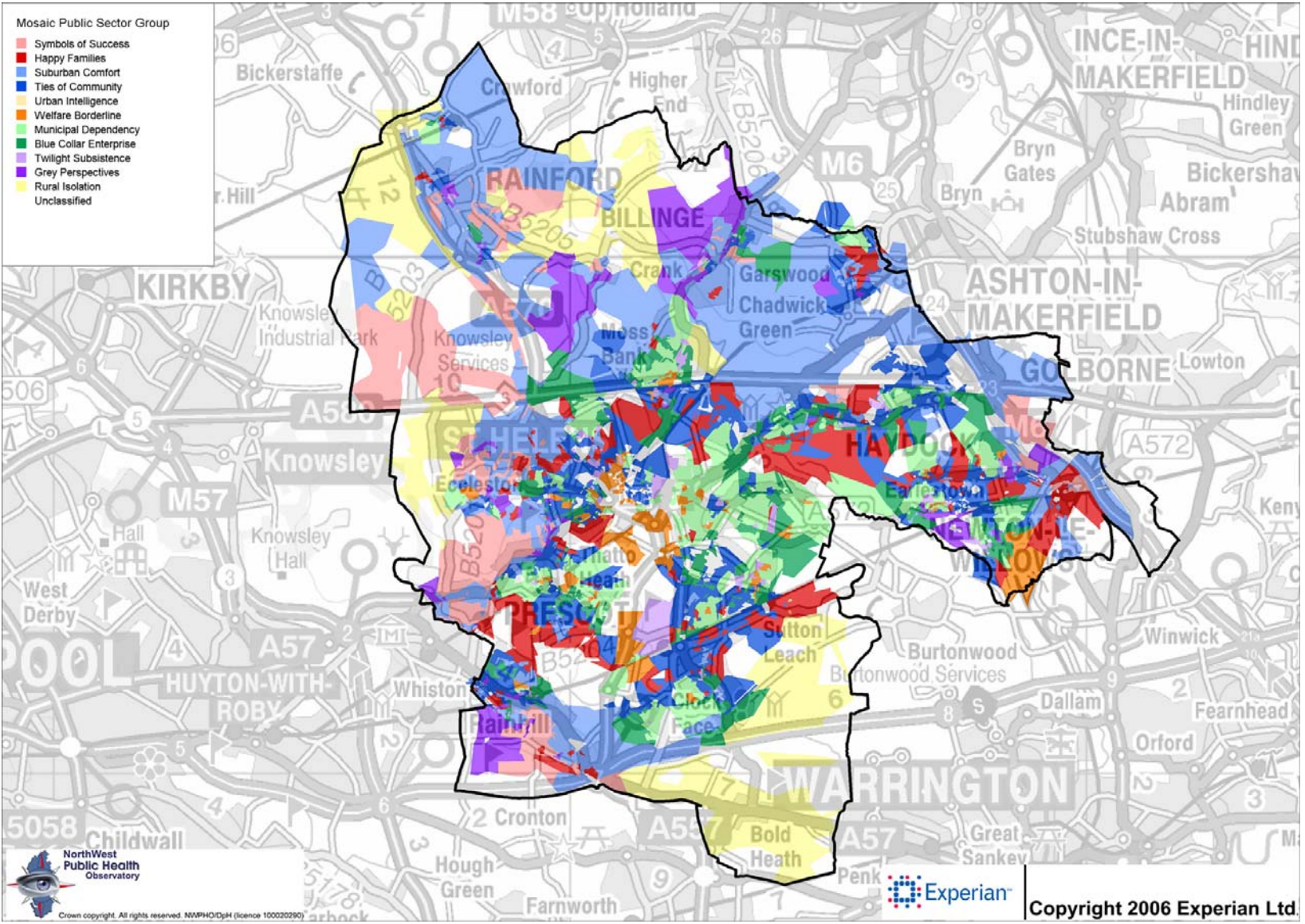
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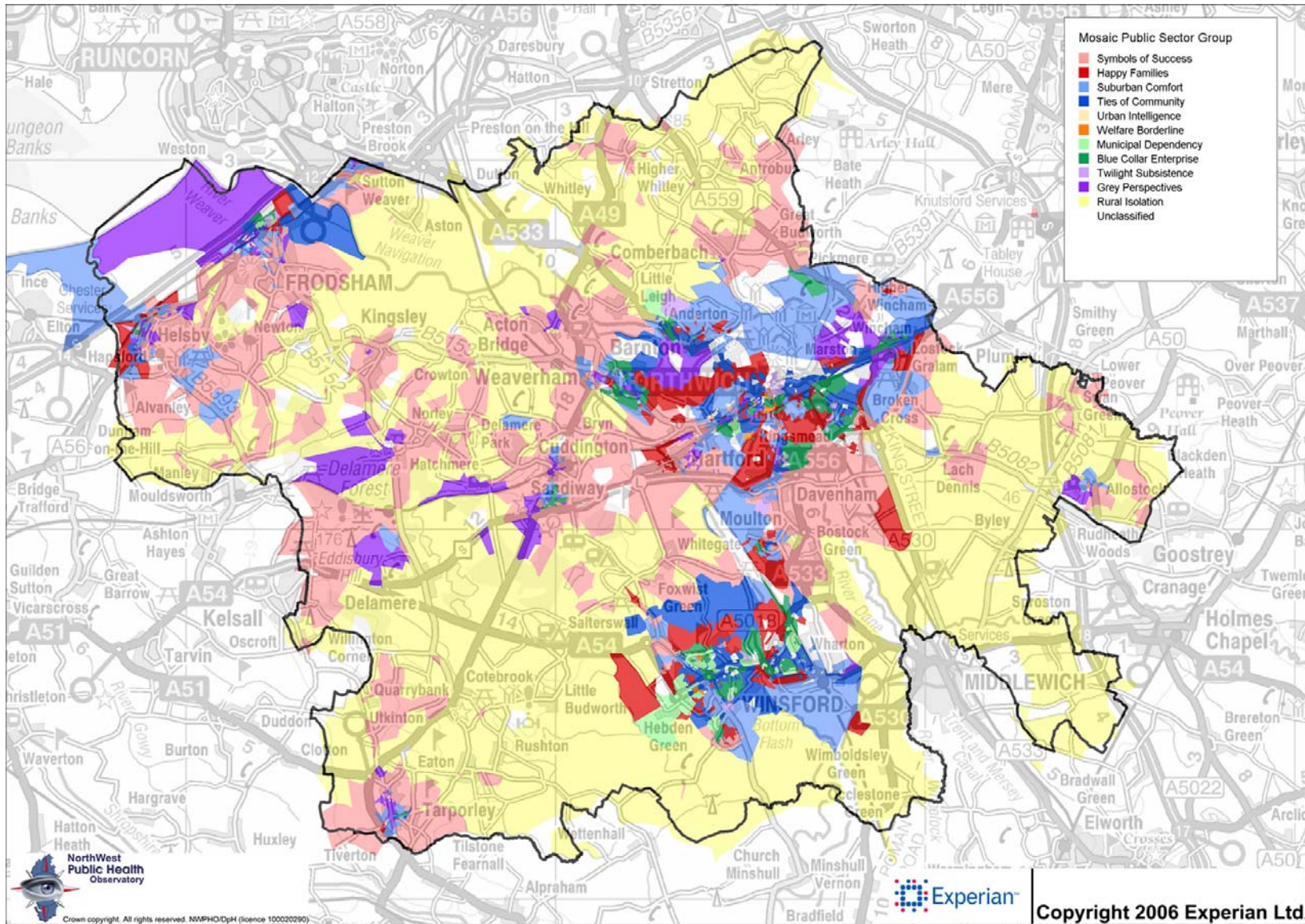


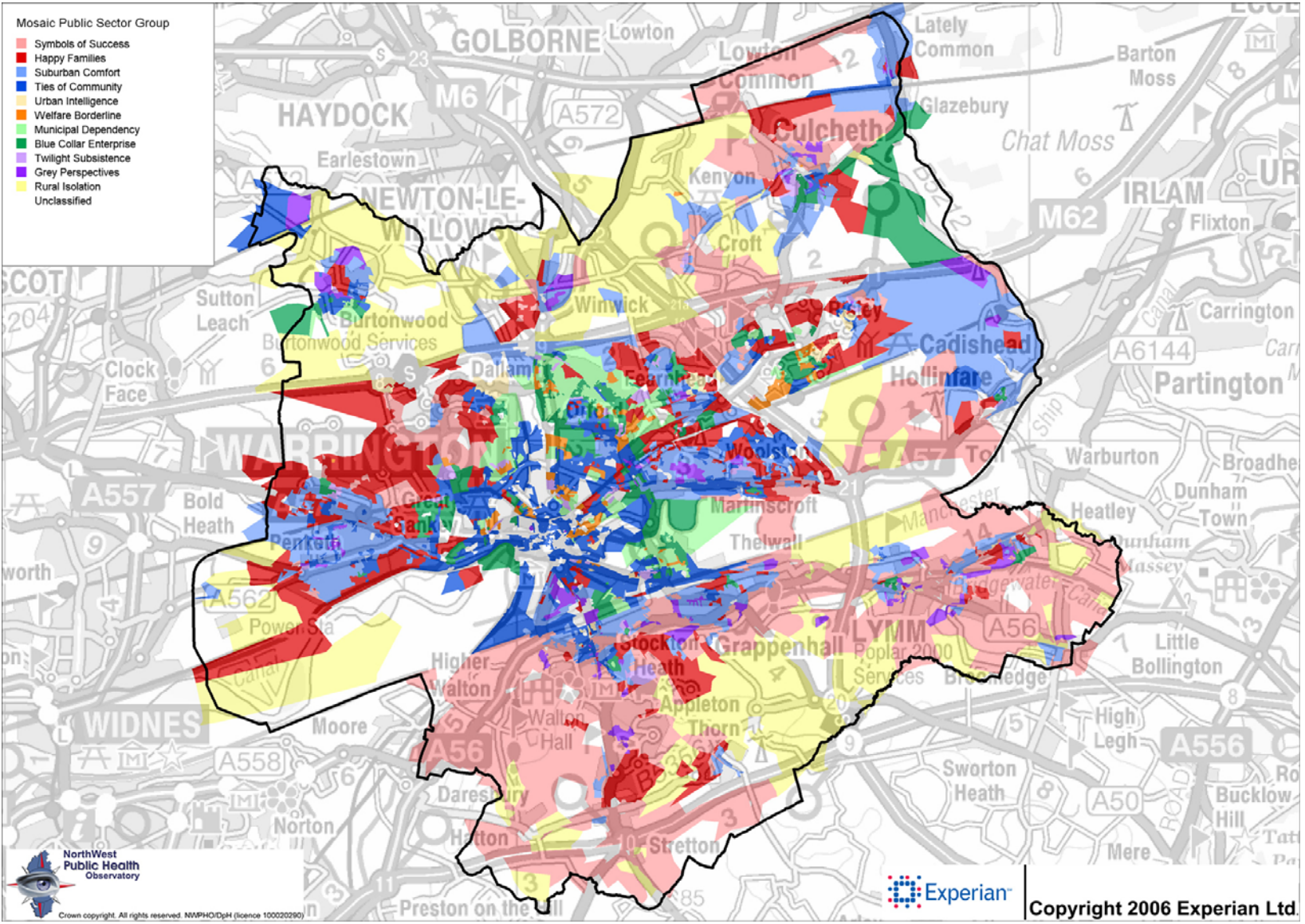
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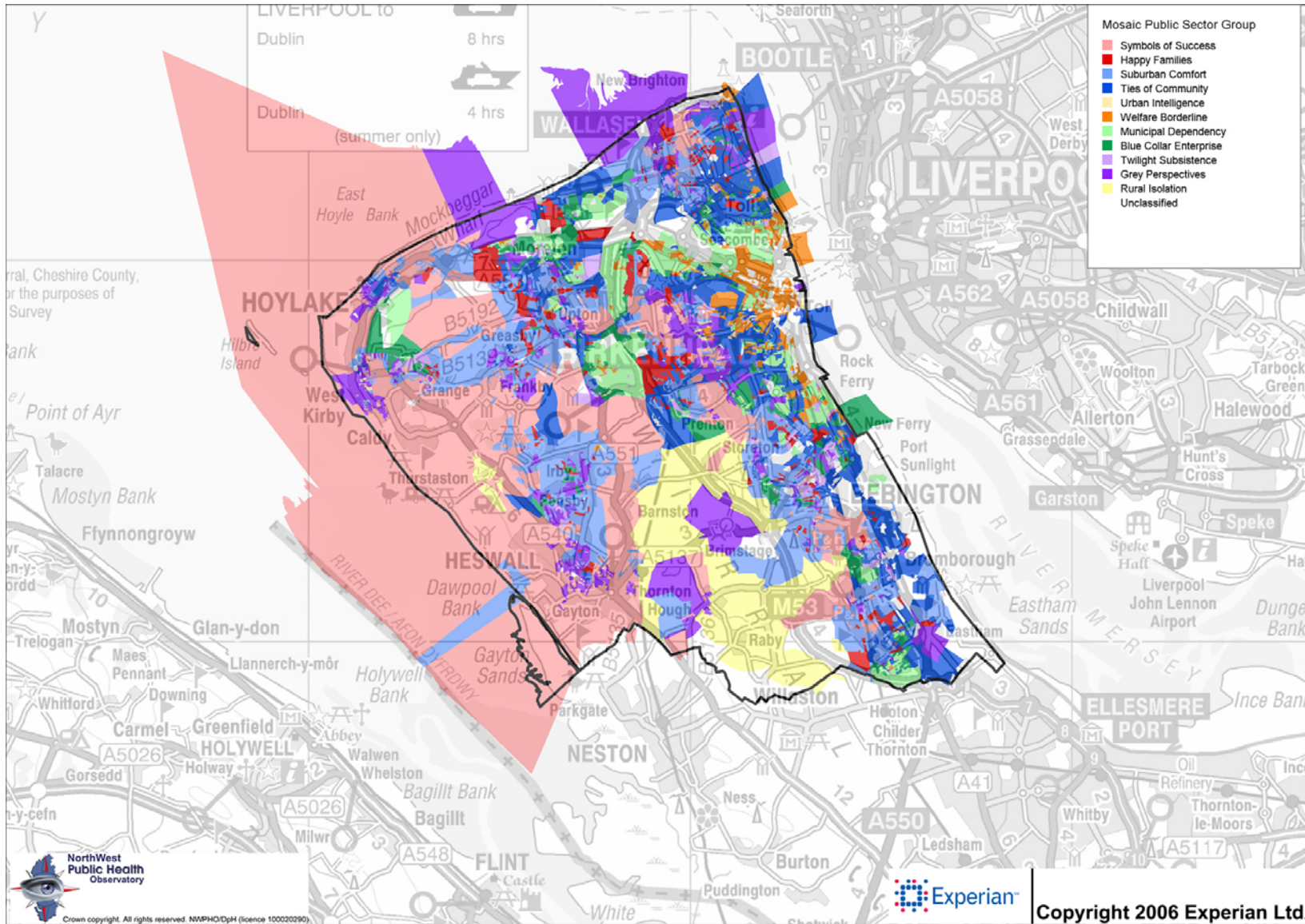


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