

Table of Key Characteristics of Relevant Mosaic Groups & Their Communication Preferences

Mosaic Groups	Characteristics		Communication Preferences
<p>Group B Residents of small and mid-sized towns with strong local roots</p>	<ul style="list-style-type: none"> * Strong roots * Lower incomes * Varying ages * Home improvement * Mixed housing <p>They are aware of green issues but are generally sceptical and do not go out of their way to reduce their environmental impact.</p>	<ul style="list-style-type: none"> * Small towns * Traditional * Mid-market papers * Grandchildren 	<p>Prefer:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * Magazines <p>Dislike:</p> <ul style="list-style-type: none"> * National newspapers * SMS text
<p>Group D Successful professionals living in suburban or semi-rural homes</p>	<ul style="list-style-type: none"> * Suburban or semi-rural * Executives and managers * Small businesses * Senior positions * Significant equity <p>Despite being aware of environmental issues, this group aren't convinced about the influence of man and continue to live as their income allows.</p>	<ul style="list-style-type: none"> * Married with children * Good education * Theatre / arts * Car ownership 	<p>Prefer:</p> <ul style="list-style-type: none"> * Telephone * Internet * Post * Magazines <p>Dislike:</p> <ul style="list-style-type: none"> * Face to Face * Local newspapers * National newspapers
<p>Group K Residents with sufficient incomes in right-to-buy social housing</p>	<ul style="list-style-type: none"> * Council tenants * Right to buy * Comfortable lifestyles * Few qualifications * Hard workers <p>Though not well-informed about green issues, this group tends to live a more eco-friendly lifestyle through financial constraint.</p>	<ul style="list-style-type: none"> * Self reliant * Little anti-social behaviour * Value for money * Catalogue mail order 	<p>Prefers:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * SMS text <p>Dislikes:</p> <ul style="list-style-type: none"> * Post * Magazines * Mobile phone

Mosaic Groups	Characteristics	Communication Preferences
<p>Group M Elderly people reliant on state support</p>	<ul style="list-style-type: none"> * Older people * Retired * Public rented * Nursing homes * Grandchildren <p>Generally unaware of green issues, these residents have little environmental impact through financial and physical constraints.</p>	<p>Prefer:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * National newspapers <p>Dislikes:</p> <ul style="list-style-type: none"> * Internet * Telephone * Mobile phone* Post * SMS text