

**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"> <li>* Strong roots</li> <li>* Lower incomes</li> <li>* Varying ages</li> <li>* Home improvement</li> <li>* Mixed housing</li> </ul> <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"> <li>* Small towns</li> <li>* Traditional</li> <li>* Mid-market papers</li> <li>* Grandchildren</li> </ul>	<p>Prefer:</p> <ul style="list-style-type: none"> <li>* Face to face</li> <li>* Local newspapers</li> <li>* Magazines</li> </ul> <p>Dislike:</p> <ul style="list-style-type: none"> <li>* National newspapers</li> <li>* SMS text</li> </ul>
<p>Group D Successful professionals living in suburban or semi-rural homes</p>	<ul style="list-style-type: none"> <li>* Suburban or semi-rural</li> <li>* Executives and managers</li> <li>* Small businesses</li> <li>* Senior positions</li> <li>* Significant equity</li> </ul> <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"> <li>* Married with children</li> <li>* Good education</li> <li>* Theatre / arts</li> <li>* Car ownership</li> </ul>	<p>Prefer:</p> <ul style="list-style-type: none"> <li>* Telephone</li> <li>* Internet</li> <li>* Post</li> <li>* Magazines</li> </ul> <p>Dislike:</p> <ul style="list-style-type: none"> <li>* Face to Face</li> <li>* Local newspapers</li> <li>* National newspapers</li> </ul>
<p>Group K Residents with sufficient incomes in right-to-buy social housing</p>	<ul style="list-style-type: none"> <li>* Council tenants</li> <li>* Right to buy</li> <li>* Comfortable lifestyles</li> <li>* Few qualifications</li> <li>* Hard workers</li> </ul> <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"> <li>* Self reliant</li> <li>* Little anti-social behaviour</li> <li>* Value for money</li> <li>* Catalogue mail order</li> </ul>	<p>Prefers:</p> <ul style="list-style-type: none"> <li>* Face to face</li> <li>* Local newspapers</li> <li>* SMS text</li> </ul> <p>Dislikes:</p> <ul style="list-style-type: none"> <li>* Post</li> <li>* Magazines</li> <li>* Mobile phone</li> </ul>

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