

Communication Channels for each Mosaic Group and Type

Mosaic Group/Type	Newspapers					Magazines					Other Written			Telephone		Entertainment Media			Personal					Mosaic Group/Type			
	Broadsheets	Centre-left	Centre-right	Red tops/Tabloids	Mid-market tabloids	Magazines	Heavyweight	Entertainment	Leisure	Women's	Direct mail	Leaflets	Posters	Advice lines	Telemarketing	Internet	Email	TV	Radio	Friends & family	Shops	Local shops	Communal Centres		Drop-in centres	Post office	GP Surgery
A Symbols of Success																											
B Happy Families																		digital not terrestrial									
C Suburban Comfort																											
D Ties of the Community																											
E Urban Intelligence																											
F Welfare Borderline																											
G Municipal Dependency																		esp shopping channels									
H Blue Collar Enterprise																											
I Twilight Subsistence																											
J Grey Perspectives																											
K Rural Isolation																											
A01 Global Connections																											
A02 Cultural Leadership																											
A03 Corporate Chieftains																											
A04 Golden Empty Nesters																											
A05 Provincial Privilege																											
A06 High Technologists																											
A07 Semi-Rural Seclusion																											
B08 Just Moving In																											
B09 Fledgling Nurseries																											
B10 Upscale New Owners																											
B11 Families Making Good																											
B12 Middle Rung Families																											
B13 Burdened Optimists																											
B14 In Military Quarters																											
C15 Close To Retirement																											
C16 Conservative Values																											
C17 Small Time Business																											
C18 Sprawling Subtopia																											
C19 Original Suburbs																											
C20 Asian Enterprise																											
D21 Respectable Rows																											
D22 Affluent Blue Collar																											
D23 Industrial Grit																											
D24 Coronation Street																											
D25 Town Centre Refuge																											
D26 South Asian Industry																											
D27 Settled Minorities																											
E28 Counter Cultural Mix	receptive to virtually all channels																										
E29 City Adventurers																											
E30 New Urban Colonists																											
E31 Caring Professionals																											
E32 Dinky Developments																											
E33 Town Gown Transition																											
E34 University Challenge																											
F35 Bedsit Beneficiaries																											
F36 Metro Multiculture																											
F37 Upper Floor Families																											
F38 Tower Block Living																											
F39 Dignified Dependency																											
F40 Sharing A Staircase																		esp shopping channels									
G41 Families On Benefit																											
G42 Low Horizons																											
G43 Ex-Industrial Legacy																											
H44 Rustbelt Resilience																											
H45 Older Right To Buy																											
H46 White Van Culture																											
H47 New Town Materialism																											
I48 Old People In Flats																											
I49 Low Income Elderly																											
I50 Cared For Pensioners	unreceptive to most channels																										
J51 Sepia Memories																											
J52 Childfree Serenity																											
J53 High Spending Elders																											
J54 Bungalow Retirement																											
J55 Small Town Seniors																											
J56 Tourist Attendants	receptive to most newspapers																										
K57 Summer Playgrounds																											
K58 Greenbelt Guardians																											
K59 Parochial Villagers	few good channels																										
K60 Pastoral Symphony																											
K61 Upland Hill Farmers																											

KEY  
  Receptive   Unreceptive