

Mosaic Public Sector Group Profile



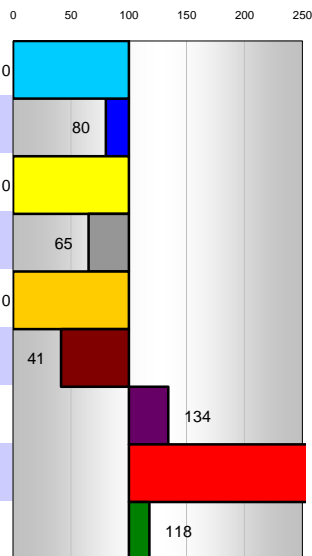
Your area or file:
Comparison area or file:

Bembridge North
Total: Isle of Wight

Date: 03/02/2009
Client:
Your contact: Information Observatory

Mosaic Public Sector classifies all citizens in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The Groups and Types in these profiles paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

IOW Mosaic Groups	Your area/file	%	Comp.	%	Pen. %	Index
Younger families in newer homes	0	0.00	6,414	6.62	0.00	0
Older families living in suburbia	144	8.91	10,773	11.12	1.34	80
Families and singles in town terraces	0	0.00	9,015	9.30	0.00	0
Young singles in low cost accommodation, many in seaside locations	114	7.05	10,477	10.81	1.09	65
Low income families living in social housing with some home ownership	0	0.00	7,588	7.83	0.00	0
Older people living in social housing with high care needs	29	1.79	4,191	4.33	0.69	41
Retired and older workers preferring to live in familiar surroundings in small market towns	450	27.85	20,128	20.77	2.24	134
Financially secure and physically active older people, many retired to seaside locations	547	33.85	11,385	11.75	4.80	288
Rural Communities with older people and second homers	332	20.54	16,925	17.47	1.96	118
Total	1,616	100	96,896	100	1.67	100



Bembridge North Ward: IoW Classification - Mosaic

