

# Mosaic Public Sector Group Profile



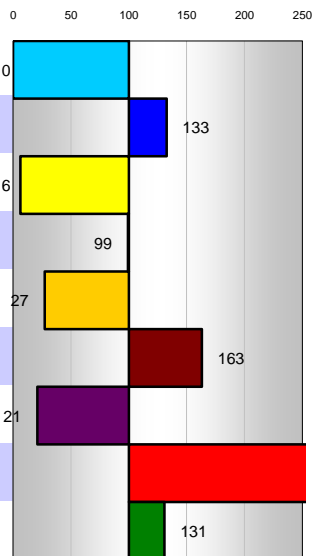
Your area or file:  
Comparison area or file:

**Bembridge South**  
**Total: Isle of Wight**

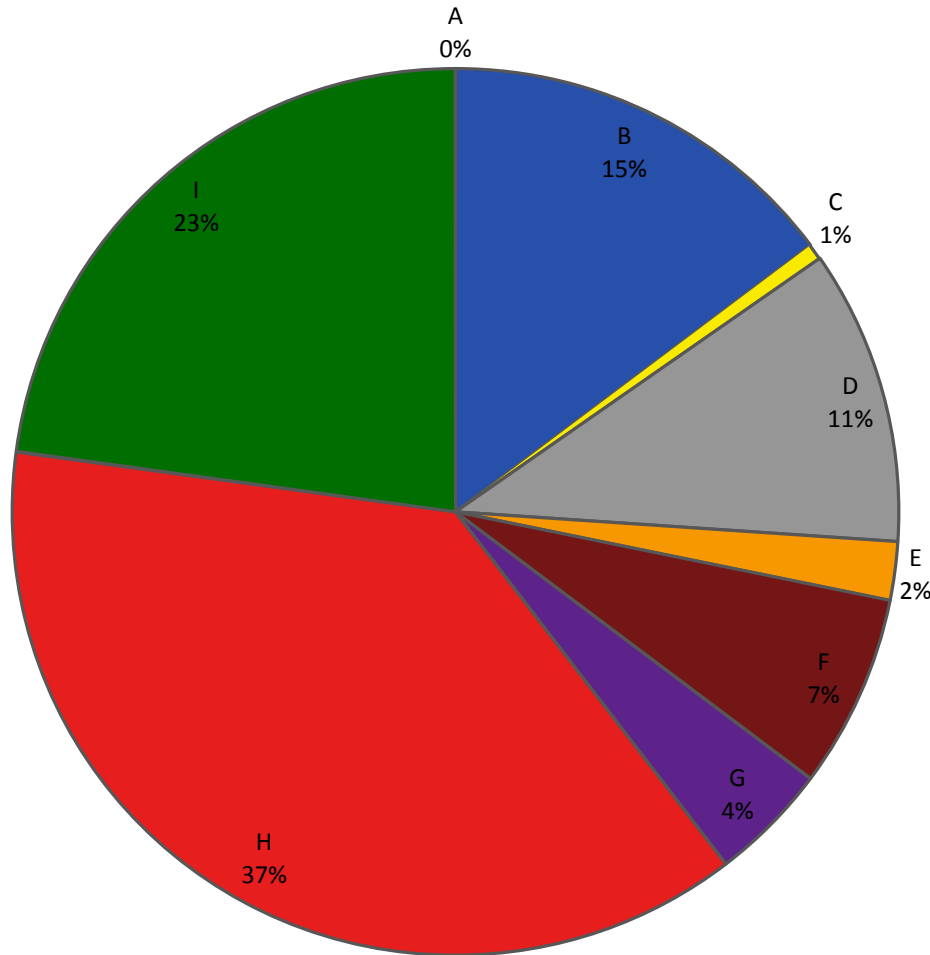
Date: 03/02/2009  
Client:  
Your contact: Information Observatory

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   | 228            | 14.75      | 10,773        | 11.12      | 2.12        | 133        |
| Families and singles in town terraces   | 9              | 0.58       | 9,015         | 9.30       | 0.10        | 6          |
| Young singles in low cost accommodation, many in seaside locations                          | 166            | 10.74      | 10,477        | 10.81      | 1.58        | 99         |
| Low income families living in social housing with some home ownership                       | 33             | 2.13       | 7,588         | 7.83       | 0.43        | 27         |
| Older people living in social housing with high care needs                                  | 109            | 7.05       | 4,191         | 4.33       | 2.60        | 163        |
| Retired and older workers preferring to live in familiar surroundings in small market towns | 67             | 4.33       | 20,128        | 20.77      | 0.33        | 21         |
| Financially secure and physically active older people, many retired to seaside locations    | 581            | 37.58      | 11,385        | 11.75      | 5.10        | 320        |
| Rural Communities with older people and second homers                                       | 353            | 22.83      | 16,925        | 17.47      | 2.09        | 131        |
| <b>Total</b>  | <b>1,546</b>   | <b>100</b> | <b>96,896</b> | <b>100</b> | <b>1.60</b> | <b>100</b> |



### Bembridge South Ward: IoW Classification - Mosaic



- A** Younger families in newer homes

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- B** Older families living in suburbia

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- C** Families and singles in town terraces

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- D** Young singles in low cost accommodation, many in seaside locations

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- E** Low income families living in social housing with some home ownership

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- F** Older people living in social housing with high care needs

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- G** Retired and older workers preferring to live in familiar surroundings in small market towns

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- H** Financially secure and physically active older people, many retired to seaside locations

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- I** Rural Communities with older people and second homers