

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Brading and St Helens
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	1	0.04	6,414	6.62	0.02	1
Older families living in suburbia	398	15.38	10,773	11.12	3.69	138
Families and singles in town terraces	29	1.12	9,015	9.30	0.32	12
Young singles in low cost accommodation, many in seaside locations	720	27.83	10,477	10.81	6.87	257
Low income families living in social housing with some home ownership	246	9.51	7,588	7.83	3.24	121
Older people living in social housing with high care needs	20	0.77	4,191	4.33	0.48	18
Retired and older workers preferring to live in familiar surroundings in small market towns	89	3.44	20,128	20.77	0.44	17
Financially secure and physically active older people, many retired to seaside locations	317	12.25	11,385	11.75	2.78	104
Rural Communities with older people and second homers	767	29.65	16,925	17.47	4.53	170
Total	2,587	100	96,896	100	2.67	100

Brading and St Helens Ward: IoW Classification - Mosaic

