

Mosaic Public Sector Group Profile



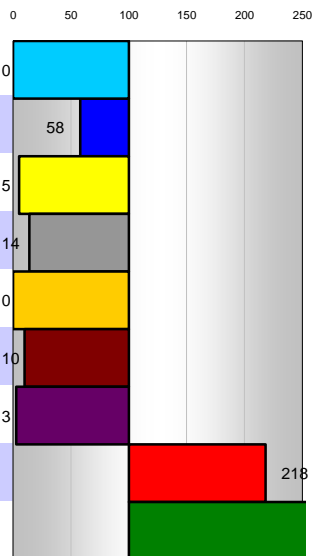
Your area or file:
Comparison area or file:

Brighstone and Calbourne
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	120	6.46	10,773	11.12	1.11	58
Families and singles in town terraces	9	0.48	9,015	9.30	0.10	5
Young singles in low cost accommodation, many in seaside locations	28	1.51	10,477	10.81	0.27	14
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	8	0.43	4,191	4.33	0.19	10
Retired and older workers preferring to live in familiar surroundings in small market towns	10	0.54	20,128	20.77	0.05	3
Financially secure and physically active older people, many retired to seaside locations	476	25.62	11,385	11.75	4.18	218
Rural Communities with older people and second homers	1,207	64.96	16,925	17.47	7.13	372
Total	1,858	100	96,896	100	1.92	100



Brighstone and Calbourne Ward: IoW Classification - Mosaic

