

Mosaic Public Sector Group Profile



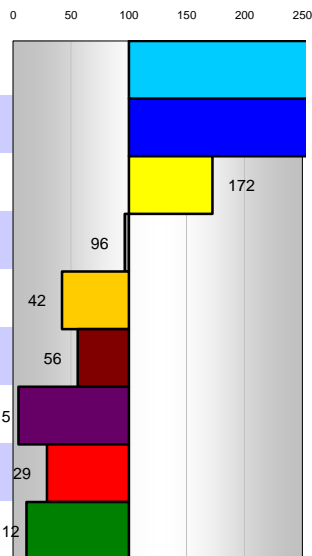
Your area or file:
Comparison area or file:

Carisbrooke East
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	508	32.27	6,414	6.62	7.92	488
Older families living in suburbia	459	29.16	10,773	11.12	4.26	262
Families and singles in town terraces	252	16.01	9,015	9.30	2.80	172
Young singles in low cost accommodation, many in seaside locations	164	10.42	10,477	10.81	1.57	96
Low income families living in social housing with some home ownership	52	3.30	7,588	7.83	0.69	42
Older people living in social housing with high care needs	38	2.41	4,191	4.33	0.91	56
Retired and older workers preferring to live in familiar surroundings in small market towns	15	0.95	20,128	20.77	0.07	5
Financially secure and physically active older people, many retired to seaside locations	54	3.43	11,385	11.75	0.47	29
Rural Communities with older people and second homers	32	2.03	16,925	17.47	0.19	12
Total	1,574	100	96,896	100	1.62	100



Carisbrooke East Ward: IoW Classification - Mosaic

