

# Mosaic Public Sector Group Profile

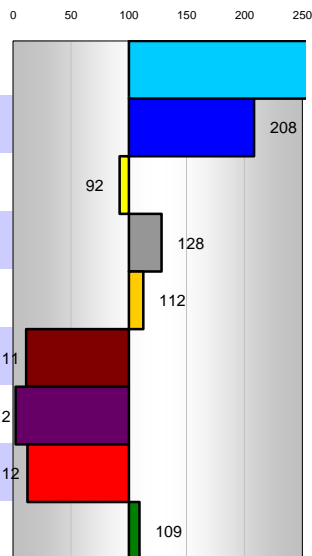


Your area or file: **Carisbrooke West**  
 Comparison area or file: **Total: Isle of Wight**

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	396	24.19	6,414	6.62	6.17	365
Older families living in suburbia	379	23.15	10,773	11.12	3.52	208
Families and singles in town terraces	140	8.55	9,015	9.30	1.55	92
Young singles in low cost accommodation, many in seaside locations	227	13.87	10,477	10.81	2.17	128
Low income families living in social housing with some home ownership	144	8.80	7,588	7.83	1.90	112
Older people living in social housing with high care needs	8	0.49	4,191	4.33	0.19	11
Retired and older workers preferring to live in familiar surroundings in small market towns	7	0.43	20,128	20.77	0.03	2
Financially secure and physically active older people, many retired to seaside locations	24	1.47	11,385	11.75	0.21	12
Rural Communities with older people and second homers	312	19.06	16,925	17.47	1.84	109
<b>Total</b>	<b>1,637</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>1.69</b>	<b>100</b>



### Carisbrooke West Ward: IoW Classification - Mosaic

