

Mosaic Public Sector Group Profile



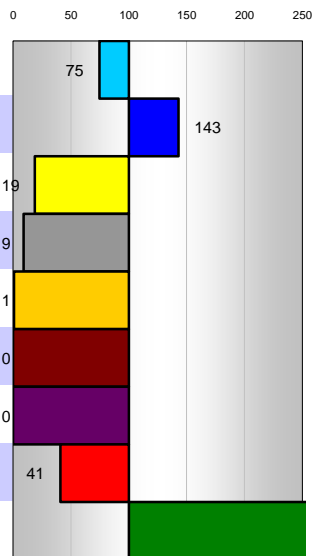
Your area or file:
Comparison area or file:

Central Rural
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	91	4.95	6,414	6.62	1.42	75
Older families living in suburbia	292	15.88	10,773	11.12	2.71	143
Families and singles in town terraces	32	1.74	9,015	9.30	0.35	19
Young singles in low cost accommodation, many in seaside locations	18	0.98	10,477	10.81	0.17	9
Low income families living in social housing with some home ownership	1	0.05	7,588	7.83	0.01	1
Older people living in social housing with high care needs	0	0.00	4,191	4.33	0.00	0
Retired and older workers preferring to live in familiar surroundings in small market towns	0	0.00	20,128	20.77	0.00	0
Financially secure and physically active older people, many retired to seaside locations	88	4.79	11,385	11.75	0.77	41
Rural Communities with older people and second homers	1,317	71.62	16,925	17.47	7.78	410
Total	1,839	100	96,896	100	1.90	100



Central Rural: IoW Classification - Mosaic

