

Mosaic Public Sector Group Profile



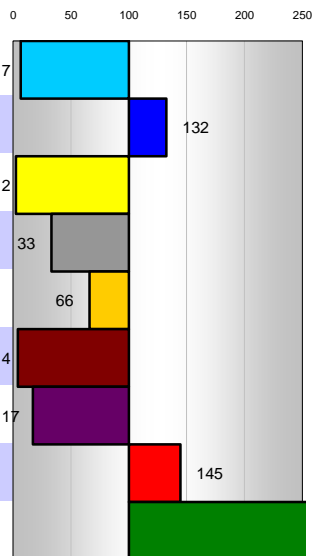
Your area or file:
Comparison area or file:

Chale, Niton and Whitwell
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	10	0.43	6,414	6.62	0.16	7
Older families living in suburbia	339	14.73	10,773	11.12	3.15	132
Families and singles in town terraces	5	0.22	9,015	9.30	0.06	2
Young singles in low cost accommodation, many in seaside locations	82	3.56	10,477	10.81	0.78	33
Low income families living in social housing with some home ownership	119	5.17	7,588	7.83	1.57	66
Older people living in social housing with high care needs	4	0.17	4,191	4.33	0.10	4
Retired and older workers preferring to live in familiar surroundings in small market towns	81	3.52	20,128	20.77	0.40	17
Financially secure and physically active older people, many retired to seaside locations	391	16.99	11,385	11.75	3.43	145
Rural Communities with older people and second homers	1,271	55.21	16,925	17.47	7.51	316
Total	2,302	100	96,896	100	2.38	100



'Chale, Niton and Whitwell Ward: IoW Classification - Mosaic

