

Mosaic Public Sector Group Profile



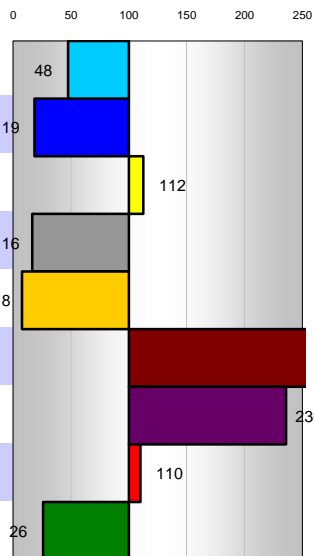
Your area or file:
Comparison area or file:

Cowes Castle 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	89	3.16	6,414	6.62	1.39	48
Older families living in suburbia	58	2.06	10,773	11.12	0.54	19
Families and singles in town terraces	295	10.46	9,015	9.30	3.27	112
Young singles in low cost accommodation, many in seaside locations	50	1.77	10,477	10.81	0.48	16
Low income families living in social housing with some home ownership	17	0.60	7,588	7.83	0.22	8
Older people living in social housing with high care needs	438	15.54	4,191	4.33	10.45	359
Retired and older workers preferring to live in familiar surroundings in small market towns	1,380	48.95	20,128	20.77	6.86	236
Financially secure and physically active older people, many retired to seaside locations	364	12.91	11,385	11.75	3.20	110
Rural Communities with older people and second homers	128	4.54	16,925	17.47	0.76	26
Total	2,819	100	96,896	100	2.91	100



Cowes Castle East Ward: IoW Classification - Mosaic

