

Mosaic Public Sector Group Profile

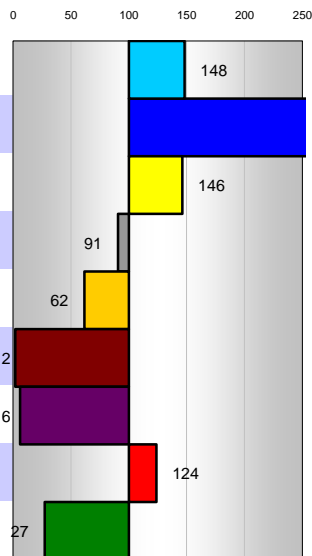


Your area or file: **Cowes Castle West**
 Comparison area or file: **Total: Isle of Wight**

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	124	9.80	6,414	6.62	1.93	148
Older families living in suburbia	523	41.34	10,773	11.12	4.85	372
Families and singles in town terraces	172	13.60	9,015	9.30	1.91	146
Young singles in low cost accommodation, many in seaside locations	124	9.80	10,477	10.81	1.18	91
Low income families living in social housing with some home ownership	61	4.82	7,588	7.83	0.80	62
Older people living in social housing with high care needs	1	0.08	4,191	4.33	0.02	2
Retired and older workers preferring to live in familiar surroundings in small market towns	16	1.26	20,128	20.77	0.08	6
Financially secure and physically active older people, many retired to seaside locations	184	14.55	11,385	11.75	1.62	124
Rural Communities with older people and second homers	60	4.74	16,925	17.47	0.35	27
Total	1,265	100	96,896	100	1.31	100



Cowes Castle West Ward: IoW Classification - Mosaic

