

# Mosaic Public Sector Group Profile



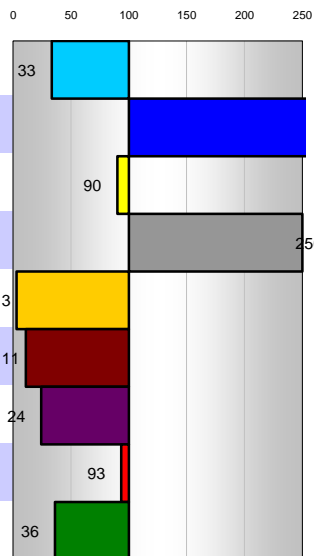
Your area or file:  
Comparison area or file:

**East Cowes North**  
**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	28	2.21	6,414	6.62	0.44	33
Older families living in suburbia	498	39.34	10,773	11.12	4.62	354
Families and singles in town terraces	106	8.37	9,015	9.30	1.18	90
Young singles in low cost accommodation, many in seaside locations	342	27.01	10,477	10.81	3.26	250
Low income families living in social housing with some home ownership	3	0.24	7,588	7.83	0.04	3
Older people living in social housing with high care needs	6	0.47	4,191	4.33	0.14	11
Retired and older workers preferring to live in familiar surroundings in small market towns	64	5.06	20,128	20.77	0.32	24
Financially secure and physically active older people, many retired to seaside locations	139	10.98	11,385	11.75	1.22	93
Rural Communities with older people and second homers	80	6.32	16,925	17.47	0.47	36
<b>Total</b>	<b>1,266</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>1.31</b>	<b>100</b>



### East Cowes North Ward: IoW Classification - Mosaic

