

# Mosaic Public Sector Group Profile



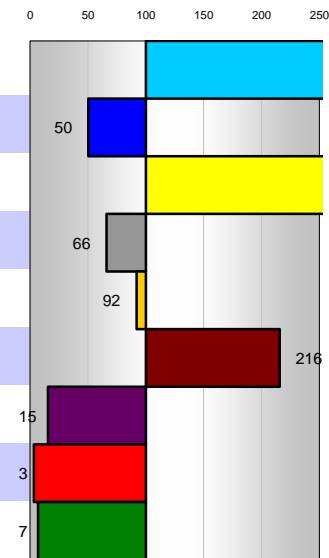
Your area or file:  
Comparison area or file:

**East Cowes South**  
**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	471	25.11	6,414	6.62	7.34	379
Older families living in suburbia	105	5.60	10,773	11.12	0.97	50
Families and singles in town terraces	767	40.88	9,015	9.30	8.51	439
Young singles in low cost accommodation, many in seaside locations	134	7.14	10,477	10.81	1.28	66
Low income families living in social housing with some home ownership	135	7.20	7,588	7.83	1.78	92
Older people living in social housing with high care needs	175	9.33	4,191	4.33	4.18	216
Retired and older workers preferring to live in familiar surroundings in small market towns	60	3.20	20,128	20.77	0.30	15
Financially secure and physically active older people, many retired to seaside locations	7	0.37	11,385	11.75	0.06	3
Rural Communities with older people and second homers	22	1.17	16,925	17.47	0.13	7
<b>Total</b>	<b>1,876</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>1.94</b>	<b>100</b>



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

