

# Mosaic Public Sector Group Profile



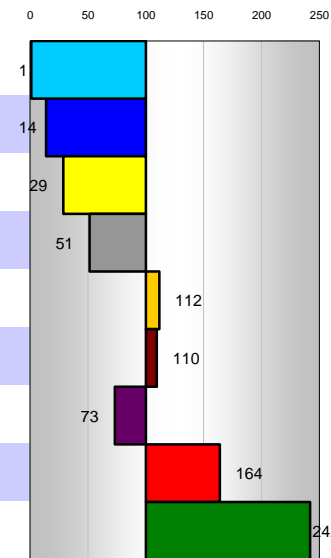
Your area or file:  
Comparison area or file:

**Freshwater Norton**  
**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	2	0.08	6,414	6.62	0.03	1
Older families living in suburbia	38	1.54	10,773	11.12	0.35	14
Families and singles in town terraces	66	2.67	9,015	9.30	0.73	29
Young singles in low cost accommodation, many in seaside locations	137	5.55	10,477	10.81	1.31	51
Low income families living in social housing with some home ownership	216	8.74	7,588	7.83	2.85	112
Older people living in social housing with high care needs	117	4.74	4,191	4.33	2.79	110
Retired and older workers preferring to live in familiar surroundings in small market towns	375	15.18	20,128	20.77	1.86	73
Financially secure and physically active older people, many retired to seaside locations	476	19.27	11,385	11.75	4.18	164
Rural Communities with older people and second homers	1,043	42.23	16,925	17.47	6.16	242
<b>Total</b>	<b>2,470</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>2.55</b>	<b>100</b>



### Freshwater Norton Ward: IoW Classification - Mosaic

