

# Mosaic Public Sector Group Profile



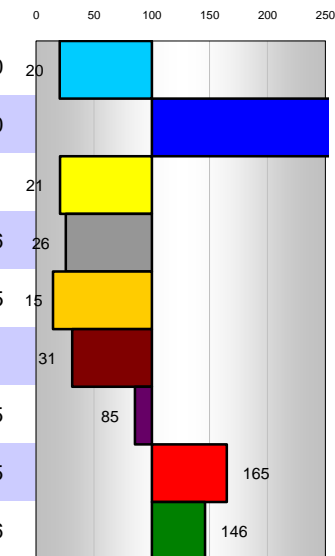
Your area or file:  
Comparison area or file:

**Gurnard**  
**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	19	1.35	6,414	6.62	0.30	20
Older families living in suburbia	406	28.90	10,773	11.12	3.77	260
Families and singles in town terraces	27	1.92	9,015	9.30	0.30	21
Young singles in low cost accommodation, many in seaside locations	39	2.78	10,477	10.81	0.37	26
Low income families living in social housing with some home ownership	16	1.14	7,588	7.83	0.21	15
Older people living in social housing with high care needs	19	1.35	4,191	4.33	0.45	31
Retired and older workers preferring to live in familiar surroundings in small market towns	249	17.72	20,128	20.77	1.24	85
Financially secure and physically active older people, many retired to seaside locations	272	19.36	11,385	11.75	2.39	165
Rural Communities with older people and second homers	358	25.48	16,925	17.47	2.12	146
<b>Total</b>	<b>1,405</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>1.45</b>	<b>100</b>



### Gurnard Ward: IoW Classification - Mosaic

