

Mosaic Public Sector Group Profile

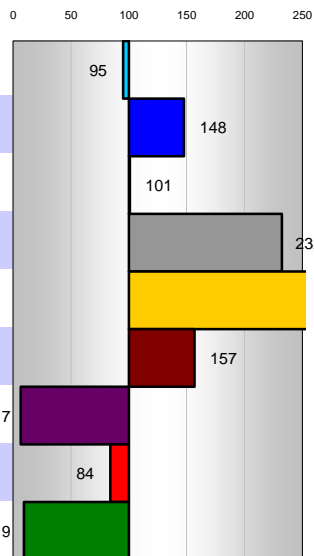


Your area or file: **Lake North**
 Comparison area or file: **Total: Isle of Wight**

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	92	6.29	6,414	6.62	1.43	95
Older families living in suburbia	240	16.42	10,773	11.12	2.23	148
Families and singles in town terraces	137	9.37	9,015	9.30	1.52	101
Young singles in low cost accommodation, many in seaside locations	367	25.10	10,477	10.81	3.50	232
Low income families living in social housing with some home ownership	339	23.19	7,588	7.83	4.47	296
Older people living in social housing with high care needs	99	6.77	4,191	4.33	2.36	157
Retired and older workers preferring to live in familiar surroundings in small market towns	20	1.37	20,128	20.77	0.10	7
Financially secure and physically active older people, many retired to seaside locations	144	9.85	11,385	11.75	1.26	84
Rural Communities with older people and second homers	24	1.64	16,925	17.47	0.14	9
Total	1,462	100	96,896	100	1.51	100



Lake North Ward: IoW Classification - Mosaic

