

Mosaic Public Sector Group Profile



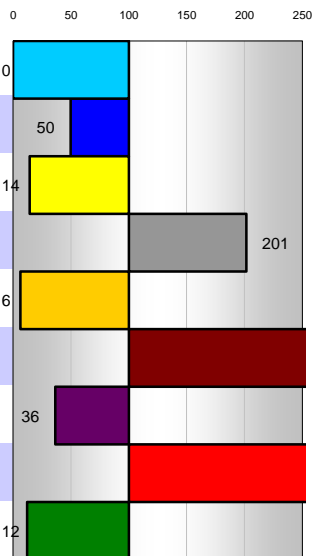
Your area or file:
Comparison area or file:

Lake South
Total: Isle of Wight

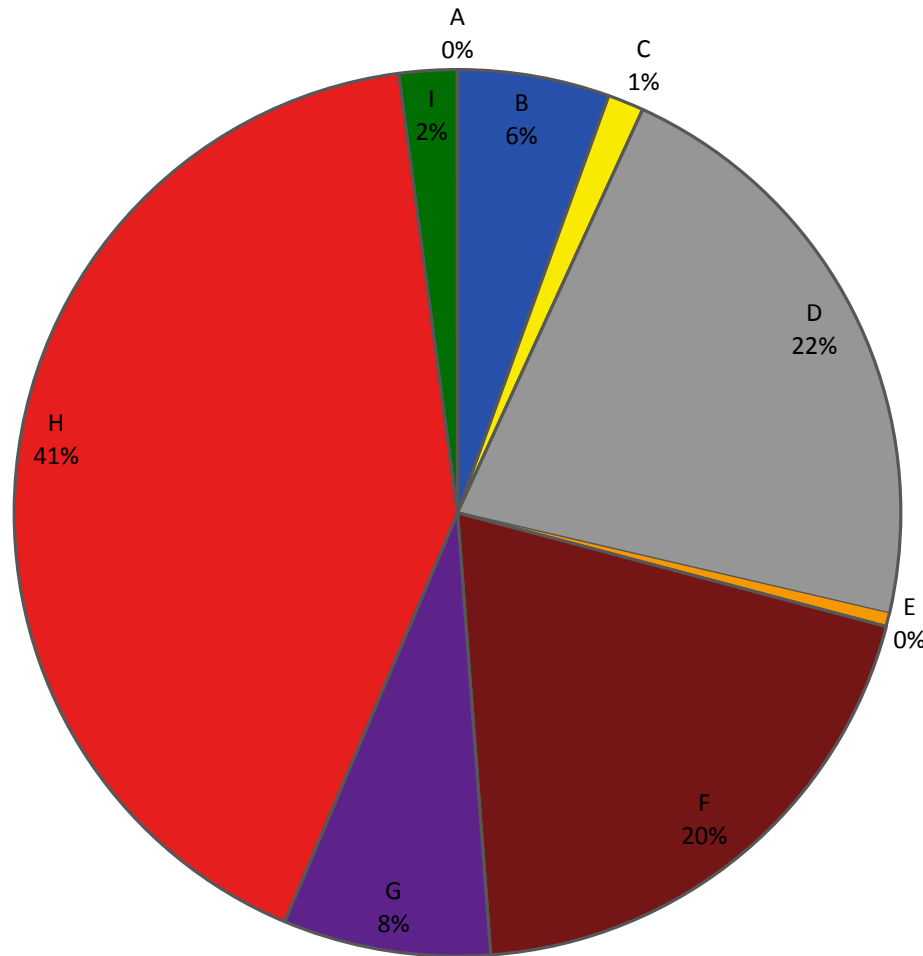
Date: 03/02/2009
Client:
Your contact: Information Observatory

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	0	0.00	6,414	6.62	0.00	0
Older families living in suburbia	92	5.54	10,773	11.12	0.85	50
Families and singles in town terraces	22	1.32	9,015	9.30	0.24	14
Young singles in low cost accommodation, many in seaside locations	362	21.78	10,477	10.81	3.46	201
Low income families living in social housing with some home ownership	8	0.48	7,588	7.83	0.11	6
Older people living in social housing with high care needs	327	19.68	4,191	4.33	7.80	455
Retired and older workers preferring to live in familiar surroundings in small market towns	126	7.58	20,128	20.77	0.63	36
Financially secure and physically active older people, many retired to seaside locations	690	41.52	11,385	11.75	6.06	353
Rural Communities with older people and second homers	35	2.11	16,925	17.47	0.21	12
Total	1,662	100	96,896	100	1.72	100



Lake South Ward: IoW Classification - Mosaic



- A** Younger families in newer homes

- B** Older families living in suburbia

- C** Families and singles in town terraces

- D** Young singles in low cost accommodation, many in seaside locations

- E** Low income families living in social housing with some home ownership

- F** Older people living in social housing with high care needs

- G** Retired and older workers preferring to live in familiar surroundings in small market towns

- H** Financially secure and physically active older people, many retired to seaside locations

- I** Rural Communities with older people and second homers