

Mosaic Public Sector Group Profile



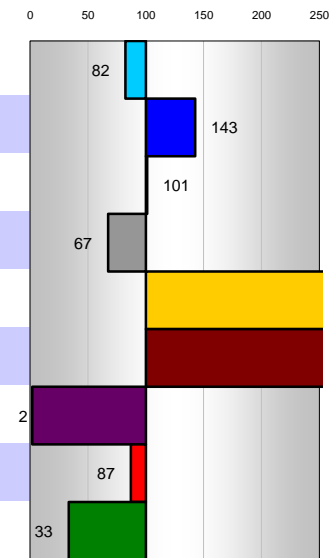
Your area or file:
Comparison area or file:

Mount Joy
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	72	5.46	6,414	6.62	1.12	82
Older families living in suburbia	209	15.85	10,773	11.12	1.94	143
Families and singles in town terraces	124	9.40	9,015	9.30	1.38	101
Young singles in low cost accommodation, many in seaside locations	96	7.28	10,477	10.81	0.92	67
Low income families living in social housing with some home ownership	447	33.89	7,588	7.83	5.89	433
Older people living in social housing with high care needs	154	11.68	4,191	4.33	3.67	270
Retired and older workers preferring to live in familiar surroundings in small market towns	5	0.38	20,128	20.77	0.02	2
Financially secure and physically active older people, many retired to seaside locations	135	10.24	11,385	11.75	1.19	87
Rural Communities with older people and second homers	77	5.84	16,925	17.47	0.45	33
Total	1,319	100	96,896	100	1.36	100



Mountjoy Ward: IoW Classification - Mosaic

