

Mosaic Public Sector Group Profile



Your area or file:

Newport North (Isle of Wight) Date:

03/02/2009

Comparison area or file:

Total: Isle of Wight

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	385	13.71	6,414	6.62	6.00	207
Older families living in suburbia	12	0.43	10,773	11.12	0.11	4
Families and singles in town terraces	404	14.38	9,015	9.30	4.48	155
Young singles in low cost accommodation, many in seaside locations	28	1.00	10,477	10.81	0.27	9
Low income families living in social housing with some home ownership	172	6.12	7,588	7.83	2.27	78
Older people living in social housing with high care needs	554	19.72	4,191	4.33	13.22	456
Retired and older workers preferring to live in familiar surroundings in small market towns	1,222	43.50	20,128	20.77	6.07	209
Financially secure and physically active older people, many retired to seaside locations	20	0.71	11,385	11.75	0.18	6
Rural Communities with older people and second homers	12	0.43	16,925	17.47	0.07	2
Total	2,809	100	96,896	100	2.90	100

Newport North Ward: IoW Classification - Mosaic

