

Mosaic Public Sector Group Profile



Your area or file:

Newport South (Isle of Wight) Date:

03/02/2009

Comparison area or file:

Total: Isle of Wight

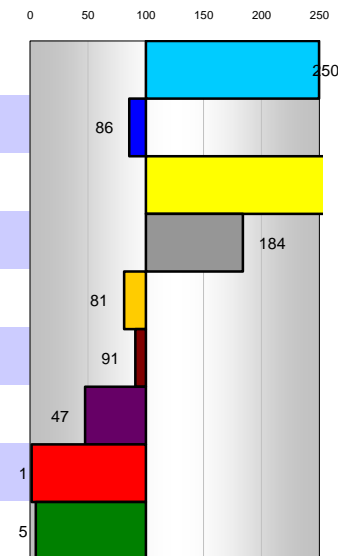
Client:

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	307	16.53	6,414	6.62	4.79	250
Older families living in suburbia	177	9.53	10,773	11.12	1.64	86
Families and singles in town terraces	611	32.90	9,015	9.30	6.78	354
Young singles in low cost accommodation, many in seaside locations	369	19.87	10,477	10.81	3.52	184
Low income families living in social housing with some home ownership	118	6.35	7,588	7.83	1.56	81
Older people living in social housing with high care needs	73	3.93	4,191	4.33	1.74	91
Retired and older workers preferring to live in familiar surroundings in small market towns	183	9.85	20,128	20.77	0.91	47
Financially secure and physically active older people, many retired to seaside locations	3	0.16	11,385	11.75	0.03	1
Rural Communities with older people and second homers	16	0.86	16,925	17.47	0.09	5
Total	1,857	100	96,896	100	1.92	100



Newport South Ward: IoW Classification - Mosaic

