

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

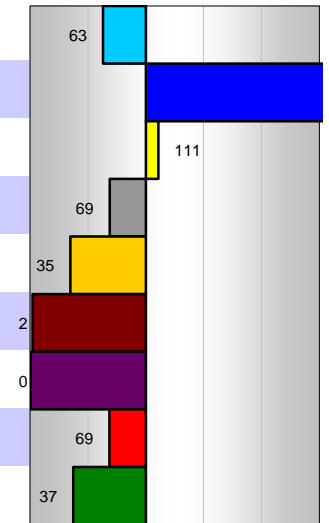
Northwood (Isle of Wight)
Total: Isle of Wight

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	46	4.16	6,414	6.62	0.72	63
Older families living in suburbia	670	60.63	10,773	11.12	6.22	545
Families and singles in town terraces	114	10.32	9,015	9.30	1.26	111
Young singles in low cost accommodation, many in seaside locations	82	7.42	10,477	10.81	0.78	69
Low income families living in social housing with some home ownership	30	2.71	7,588	7.83	0.40	35
Older people living in social housing with high care needs	1	0.09	4,191	4.33	0.02	2
Retired and older workers preferring to live in familiar surroundings in small market towns	1	0.09	20,128	20.77	0.00	0
Financially secure and physically active older people, many retired to seaside locations	89	8.05	11,385	11.75	0.78	69
Rural Communities with older people and second homers	72	6.52	16,925	17.47	0.43	37
Total	1,105	100	96,896	100	1.14	100

0 50 100 150 200 250



Northwood Ward: IoW Classification - Mosaic

