

Mosaic Public Sector Group Profile



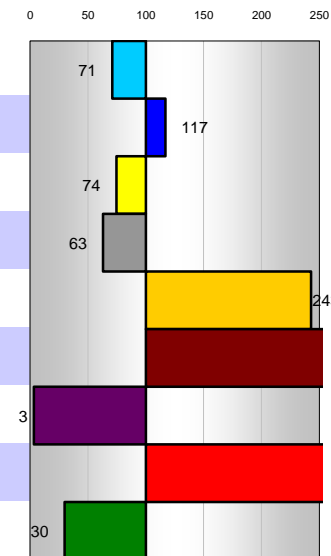
Your area or file:
Comparison area or file:

Osborne
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	82	4.69	6,414	6.62	1.28	71
Older families living in suburbia	227	12.99	10,773	11.12	2.11	117
Families and singles in town terraces	121	6.93	9,015	9.30	1.34	74
Young singles in low cost accommodation, many in seaside locations	119	6.81	10,477	10.81	1.14	63
Low income families living in social housing with some home ownership	332	19.00	7,588	7.83	4.38	243
Older people living in social housing with high care needs	212	12.14	4,191	4.33	5.06	281
Retired and older workers preferring to live in familiar surroundings in small market towns	12	0.69	20,128	20.77	0.06	3
Financially secure and physically active older people, many retired to seaside locations	551	31.54	11,385	11.75	4.84	268
Rural Communities with older people and second homers	91	5.21	16,925	17.47	0.54	30
Total	1,747	100	96,896	100	1.80	100



Osborne Ward: IoW Classification - Mosaic

