

Mosaic Public Sector Group Profile

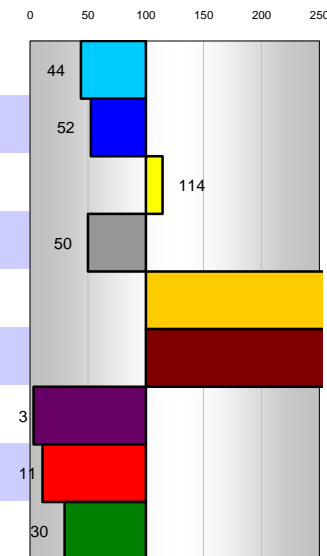


Your area or file: **Pan**
 Comparison area or file: **Total: Isle of Wight**

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	40	2.92	6,414	6.62	0.62	44
Older families living in suburbia	80	5.83	10,773	11.12	0.74	52
Families and singles in town terraces	146	10.64	9,015	9.30	1.62	114
Young singles in low cost accommodation, many in seaside locations	74	5.39	10,477	10.81	0.71	50
Low income families living in social housing with some home ownership	746	54.37	7,588	7.83	9.83	694
Older people living in social housing with high care needs	190	13.85	4,191	4.33	4.53	320
Retired and older workers preferring to live in familiar surroundings in small market towns	8	0.58	20,128	20.77	0.04	3
Financially secure and physically active older people, many retired to seaside locations	17	1.24	11,385	11.75	0.15	11
Rural Communities with older people and second homers	71	5.17	16,925	17.47	0.42	30
Total	1,372	100	96,896	100	1.42	100



Pan Ward: IoW Classification - Mosaic

