

Mosaic Public Sector Group Profile

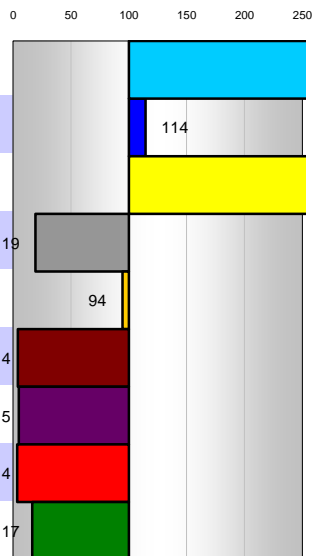


Your area or file: **Parkhurst**
 Comparison area or file: **Total: Isle of Wight**

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	724	42.84	6,414	6.62	11.29	647
Older families living in suburbia	215	12.72	10,773	11.12	2.00	114
Families and singles in town terraces	515	30.47	9,015	9.30	5.71	328
Young singles in low cost accommodation, many in seaside locations	35	2.07	10,477	10.81	0.33	19
Low income families living in social housing with some home ownership	125	7.40	7,588	7.83	1.65	94
Older people living in social housing with high care needs	3	0.18	4,191	4.33	0.07	4
Retired and older workers preferring to live in familiar surroundings in small market towns	17	1.01	20,128	20.77	0.08	5
Financially secure and physically active older people, many retired to seaside locations	7	0.41	11,385	11.75	0.06	4
Rural Communities with older people and second homers	49	2.90	16,925	17.47	0.29	17
Total	1,690	100	96,896	100	1.74	100



Parkhurst: IoW Classification - Mosaic

