

Mosaic Public Sector Group Profile



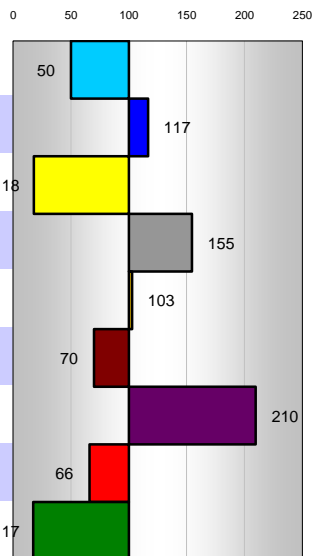
Your area or file:
Comparison area or file:

Seaview and Nettlestone
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	68	3.31	6,414	6.62	1.06	50
Older families living in suburbia	266	12.96	10,773	11.12	2.47	117
Families and singles in town terraces	34	1.66	9,015	9.30	0.38	18
Young singles in low cost accommodation, many in seaside locations	343	16.71	10,477	10.81	3.27	155
Low income families living in social housing with some home ownership	165	8.04	7,588	7.83	2.17	103
Older people living in social housing with high care needs	62	3.02	4,191	4.33	1.48	70
Retired and older workers preferring to live in familiar surroundings in small market towns	894	43.55	20,128	20.77	4.44	210
Financially secure and physically active older people, many retired to seaside locations	159	7.74	11,385	11.75	1.40	66
Rural Communities with older people and second homers	62	3.02	16,925	17.47	0.37	17
Total	2,053	100	96,896	100	2.12	100



Seaview and Nettlestone: IoW Classification - Mosaic

