

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Shalfleet and Yarmouth
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	5	0.32	6,414	6.62	0.08	5
Older families living in suburbia	340	21.78	10,773	11.12	3.16	196
Families and singles in town terraces	34	2.18	9,015	9.30	0.38	23
Young singles in low cost accommodation, many in seaside locations	190	12.17	10,477	10.81	1.81	113
Low income families living in social housing with some home ownership	311	19.92	7,588	7.83	4.10	254
Older people living in social housing with high care needs	65	4.16	4,191	4.33	1.55	96
Retired and older workers preferring to live in familiar surroundings in small market towns	211	13.52	20,128	20.77	1.05	65
Financially secure and physically active older people, many retired to seaside locations	358	22.93	11,385	11.75	3.14	195
Rural Communities with older people and second homers	47	3.01	16,925	17.47	0.28	17
Total	1,561	100	96,896	100	1.61	100

Shalfleet and Yarmouth Ward: IoW Classification - Mosaic

