

Mosaic Public Sector Group Profile



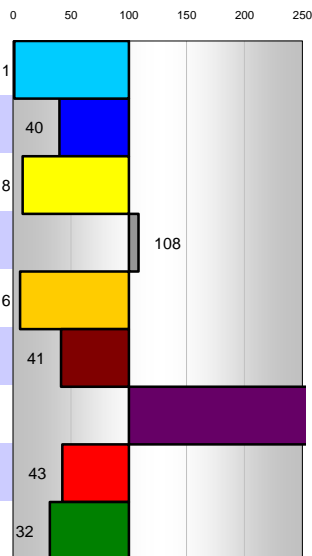
Your area or file:
Comparison area or file:

Shanklin Central
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	2	0.07	6,414	6.62	0.03	1
Older families living in suburbia	134	4.44	10,773	11.12	1.24	40
Families and singles in town terraces	23	0.76	9,015	9.30	0.26	8
Young singles in low cost accommodation, many in seaside locations	353	11.70	10,477	10.81	3.37	108
Low income families living in social housing with some home ownership	14	0.46	7,588	7.83	0.18	6
Older people living in social housing with high care needs	54	1.79	4,191	4.33	1.29	41
Retired and older workers preferring to live in familiar surroundings in small market towns	2,120	70.25	20,128	20.77	10.53	338
Financially secure and physically active older people, many retired to seaside locations	151	5.00	11,385	11.75	1.33	43
Rural Communities with older people and second homers	167	5.53	16,925	17.47	0.99	32
Total	3,018	100	96,896	100	3.11	100



Shanklin Central Ward: IoW Classification - Mosaic

