

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Shanklin North
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	38	2.38	6,414	6.62	0.59	36
Older families living in suburbia	360	22.57	10,773	11.12	3.34	203
Families and singles in town terraces	201	12.60	9,015	9.30	2.23	135
Young singles in low cost accommodation, many in seaside locations	277	17.37	10,477	10.81	2.64	161
Low income families living in social housing with some home ownership	194	12.16	7,588	7.83	2.56	155
Older people living in social housing with high care needs	57	3.57	4,191	4.33	1.36	83
Retired and older workers preferring to live in familiar surroundings in small market towns	51	3.20	20,128	20.77	0.25	15
Financially secure and physically active older people, many retired to seaside locations	325	20.38	11,385	11.75	2.85	173
Rural Communities with older people and second homers	92	5.77	16,925	17.47	0.54	33
Total	1,595	100	96,896	100	1.65	100

Shanklin North Ward: IoW Classification - Mosaic

