

Mosaic Public Sector Group Profile



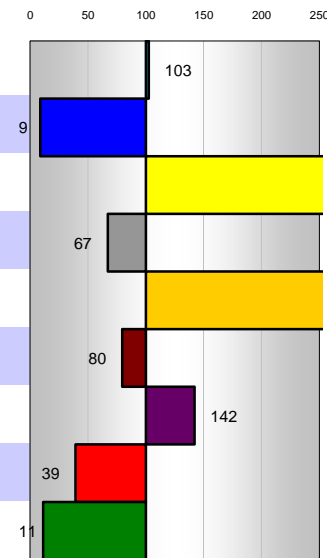
Your area or file:
Comparison area or file:

Shanklin South
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	146	6.79	6,414	6.62	2.28	103
Older families living in suburbia	21	0.98	10,773	11.12	0.19	9
Families and singles in town terraces	534	24.85	9,015	9.30	5.92	267
Young singles in low cost accommodation, many in seaside locations	156	7.26	10,477	10.81	1.49	67
Low income families living in social housing with some home ownership	443	20.61	7,588	7.83	5.84	263
Older people living in social housing with high care needs	74	3.44	4,191	4.33	1.77	80
Retired and older workers preferring to live in familiar surroundings in small market towns	634	29.50	20,128	20.77	3.15	142
Financially secure and physically active older people, many retired to seaside locations	99	4.61	11,385	11.75	0.87	39
Rural Communities with older people and second homers	42	1.95	16,925	17.47	0.25	11
Total	2,149	100	96,896	100	2.22	100



Shanklin South Ward: IoW Classification - Mosaic

