

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

St Johns East
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	77	3.79	6,414	6.62	1.20	57
Older families living in suburbia	93	4.57	10,773	11.12	0.86	41
Families and singles in town terraces	159	7.82	9,015	9.30	1.76	84
Young singles in low cost accommodation, many in seaside locations	674	33.14	10,477	10.81	6.43	306
Low income families living in social housing with some home ownership	307	15.09	7,588	7.83	4.05	193
Older people living in social housing with high care needs	3	0.15	4,191	4.33	0.07	3
Retired and older workers preferring to live in familiar surroundings in small market towns	435	21.39	20,128	20.77	2.16	103
Financially secure and physically active older people, many retired to seaside locations	208	10.23	11,385	11.75	1.83	87
Rural Communities with older people and second homers	78	3.83	16,925	17.47	0.46	22
Total	2,034	100	96,896	100	2.10	100



St.Johns East: IoW Classification - Mosaic

