

Mosaic Public Sector Group Profile

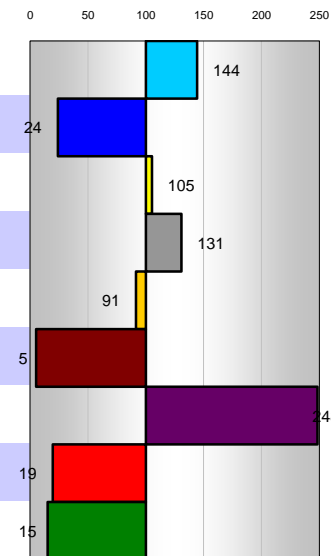


Your area or file: **St Johns West**
 Comparison area or file: **Total: Isle of Wight**

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	255	9.56	6,414	6.62	3.98	144
Older families living in suburbia	71	2.66	10,773	11.12	0.66	24
Families and singles in town terraces	261	9.79	9,015	9.30	2.90	105
Young singles in low cost accommodation, many in seaside locations	377	14.14	10,477	10.81	3.60	131
Low income families living in social housing with some home ownership	191	7.16	7,588	7.83	2.52	91
Older people living in social housing with high care needs	6	0.23	4,191	4.33	0.14	5
Retired and older workers preferring to live in familiar surroundings in small market towns	1,374	51.54	20,128	20.77	6.83	248
Financially secure and physically active older people, many retired to seaside locations	61	2.29	11,385	11.75	0.54	19
Rural Communities with older people and second homers	70	2.63	16,925	17.47	0.41	15
Total	2,666	100	96,896	100	2.75	100



St.Johns West: IoW Classification - Mosaic

