

# Mosaic Public Sector Group Profile



Your area or file:  
Comparison area or file:

**Totland**  
**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	18	0.74	6,414	6.62	0.28	11
Older families living in suburbia	88	3.60	10,773	11.12	0.82	32
Families and singles in town terraces	6	0.25	9,015	9.30	0.07	3
Young singles in low cost accommodation, many in seaside locations	320	13.08	10,477	10.81	3.05	121
Low income families living in social housing with some home ownership	124	5.07	7,588	7.83	1.63	65
Older people living in social housing with high care needs	11	0.45	4,191	4.33	0.26	10
Retired and older workers preferring to live in familiar surroundings in small market towns	748	30.58	20,128	20.77	3.72	147
Financially secure and physically active older people, many retired to seaside locations	386	15.78	11,385	11.75	3.39	134
Rural Communities with older people and second homers	745	30.46	16,925	17.47	4.40	174
<b>Total</b>	<b>2,446</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>2.52</b>	<b>100</b>

### Totland Ward: IoW Classification - Mosaic

