

Mosaic Public Sector Group Profile

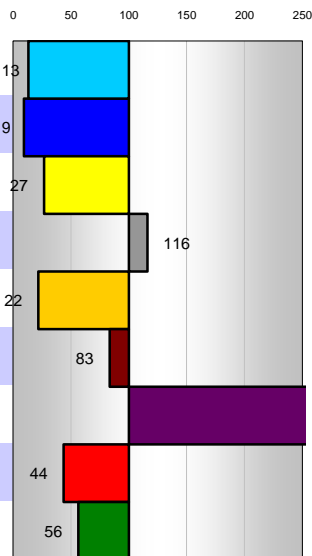


Your area or file: **Ventnor East**
 Comparison area or file: **Total: Isle of Wight**

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	30	0.88	6,414	6.62	0.47	13
Older families living in suburbia	35	1.03	10,773	11.12	0.32	9
Families and singles in town terraces	85	2.49	9,015	9.30	0.94	27
Young singles in low cost accommodation, many in seaside locations	428	12.55	10,477	10.81	4.09	116
Low income families living in social housing with some home ownership	58	1.70	7,588	7.83	0.76	22
Older people living in social housing with high care needs	123	3.61	4,191	4.33	2.93	83
Retired and older workers preferring to live in familiar surroundings in small market towns	2,142	62.80	20,128	20.77	10.64	302
Financially secure and physically active older people, many retired to seaside locations	175	5.13	11,385	11.75	1.54	44
Rural Communities with older people and second homers	335	9.82	16,925	17.47	1.98	56
Total	3,411	100	96,896	100	3.52	100



Ventnor East Ward: IoW Classification - Mosaic

