

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Ventnor West
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	62	2.41	6,414	6.62	0.97	36
Older families living in suburbia	52	2.02	10,773	11.12	0.48	18
Families and singles in town terraces	92	3.58	9,015	9.30	1.02	38
Young singles in low cost accommodation, many in seaside locations	260	10.11	10,477	10.81	2.48	93
Low income families living in social housing with some home ownership	403	15.67	7,588	7.83	5.31	200
Older people living in social housing with high care needs	136	5.29	4,191	4.33	3.25	122
Retired and older workers preferring to live in familiar surroundings in small market towns	500	19.44	20,128	20.77	2.48	94
Financially secure and physically active older people, many retired to seaside locations	445	17.30	11,385	11.75	3.91	147
Rural Communities with older people and second homers	622	24.18	16,925	17.47	3.68	138
Total	2,572	100	96,896	100	2.65	100



Ventnor West Ward: IoW Classification - Mosaic

