

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Wootton (Isle of Wight)
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	168	7.28	6,414	6.62	2.62	110
Older families living in suburbia	462	20.02	10,773	11.12	4.29	180
Families and singles in town terraces	70	3.03	9,015	9.30	0.78	33
Young singles in low cost accommodation, many in seaside locations	120	5.20	10,477	10.81	1.15	48
Low income families living in social housing with some home ownership	51	2.21	7,588	7.83	0.67	28
Older people living in social housing with high care needs	241	10.44	4,191	4.33	5.75	241
Retired and older workers preferring to live in familiar surroundings in small market towns	84	3.64	20,128	20.77	0.42	18
Financially secure and physically active older people, many retired to seaside locations	601	26.04	11,385	11.75	5.28	222
Rural Communities with older people and second homers	511	22.14	16,925	17.47	3.02	127
Total	2,308	100	96,896	100	2.38	100



Wootton Ward: IoW Classification - Mosaic

