

# Mosaic Public Sector Group Profile

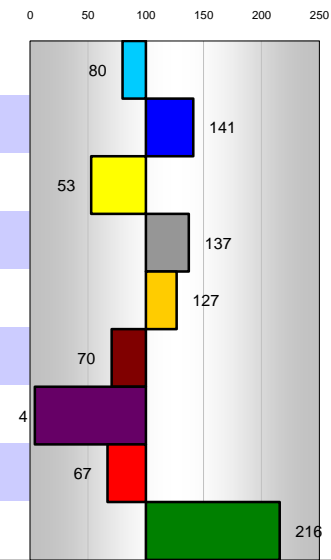


Your area or file: **Wroxall and Godshill**  
 Comparison area or file: **Total: Isle of Wight**

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	113	5.29	6,414	6.62	1.76	80
Older families living in suburbia	335	15.67	10,773	11.12	3.11	141
Families and singles in town terraces	105	4.91	9,015	9.30	1.16	53
Young singles in low cost accommodation, many in seaside locations	317	14.83	10,477	10.81	3.03	137
Low income families living in social housing with some home ownership	212	9.92	7,588	7.83	2.79	127
Older people living in social housing with high care needs	65	3.04	4,191	4.33	1.55	70
Retired and older workers preferring to live in familiar surroundings in small market towns	18	0.84	20,128	20.77	0.09	4
Financially secure and physically active older people, many retired to seaside locations	168	7.86	11,385	11.75	1.48	67
Rural Communities with older people and second homers	805	37.65	16,925	17.47	4.76	216
<b>Total</b>	<b>2,138</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>2.21</b>	<b>100</b>



### Wroxall and Godshill Ward: IoW Classification - Mosaic

