

# Mosaic Public Sector Group Profile



Your area or file:  
Comparison area or file:

**Freshwater Afton**  
**Total: Isle of Wight**

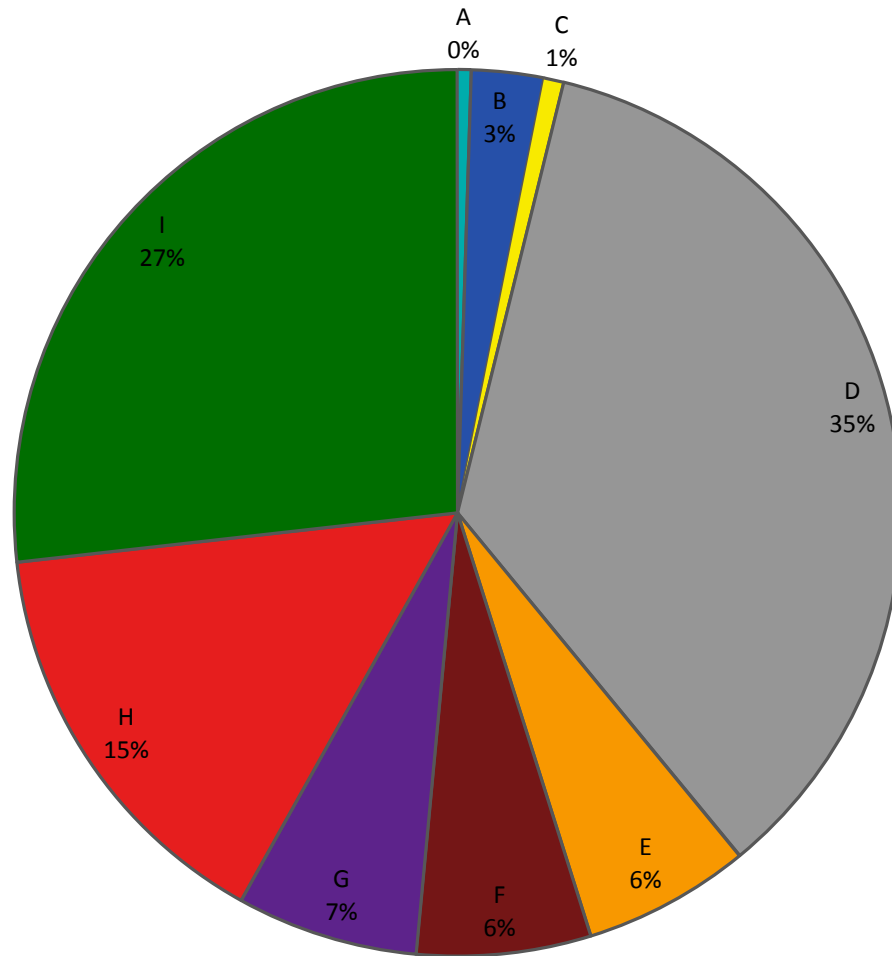
Date: 03/02/2009  
Client:  
Your contact: Information Observatory

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	13	0.50	6,414	6.62	0.20	8
Older families living in suburbia	69	2.64	10,773	11.12	0.64	24
Families and singles in town terraces	19	0.73	9,015	9.30	0.21	8
Young singles in low cost accommodation, many in seaside locations	921	35.18	10,477	10.81	8.79	325
Low income families living in social housing with some home ownership	160	6.11	7,588	7.83	2.11	78
Older people living in social housing with high care needs	166	6.34	4,191	4.33	3.96	147
Retired and older workers preferring to live in familiar surroundings in small market towns	173	6.61	20,128	20.77	0.86	32
Financially secure and physically active older people, many retired to seaside locations	396	15.13	11,385	11.75	3.48	129
Rural Communities with older people and second homers	701	26.78	16,925	17.47	4.14	153
<b>Total</b>	<b>2,618</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>2.70</b>	<b>100</b>



### Freshwater Afton Ward: IoW Classification - Mosaic



- A** Younger families in newer homes

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- B** Older families living in suburbia

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- C** Families and singles in town terraces

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- D** Young singles in low cost accommodation, many in seaside locations

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- E** Low income families living in social housing with some home ownership

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- F** Older people living in social housing with high care needs

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- G** Retired and older workers preferring to live in familiar surroundings in small market towns

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- H** Financially secure and physically active older people, many retired to seaside locations

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- I** Rural Communities with older people and second homers