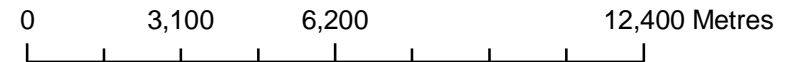


Mosaic Group

- A: Residents of isolated rural communities
- B: Residents of small and mid-sized towns with strong local roots
- E: Middle income families living in moderate suburban semis
- G: Young, well-educated city dwellers
- I: Lower income workers in urban terraces in often diverse areas
- J: Owner occupiers in older-style housing in ex-industrial areas
- K: Residents with sufficient incomes in right-to-buy social housing
- L: Active elderly people living in pleasant retirement locations



Most Prevalent Mosaic Group in each Ward

Source: Experian, Mosaic Public Sector (2009)

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