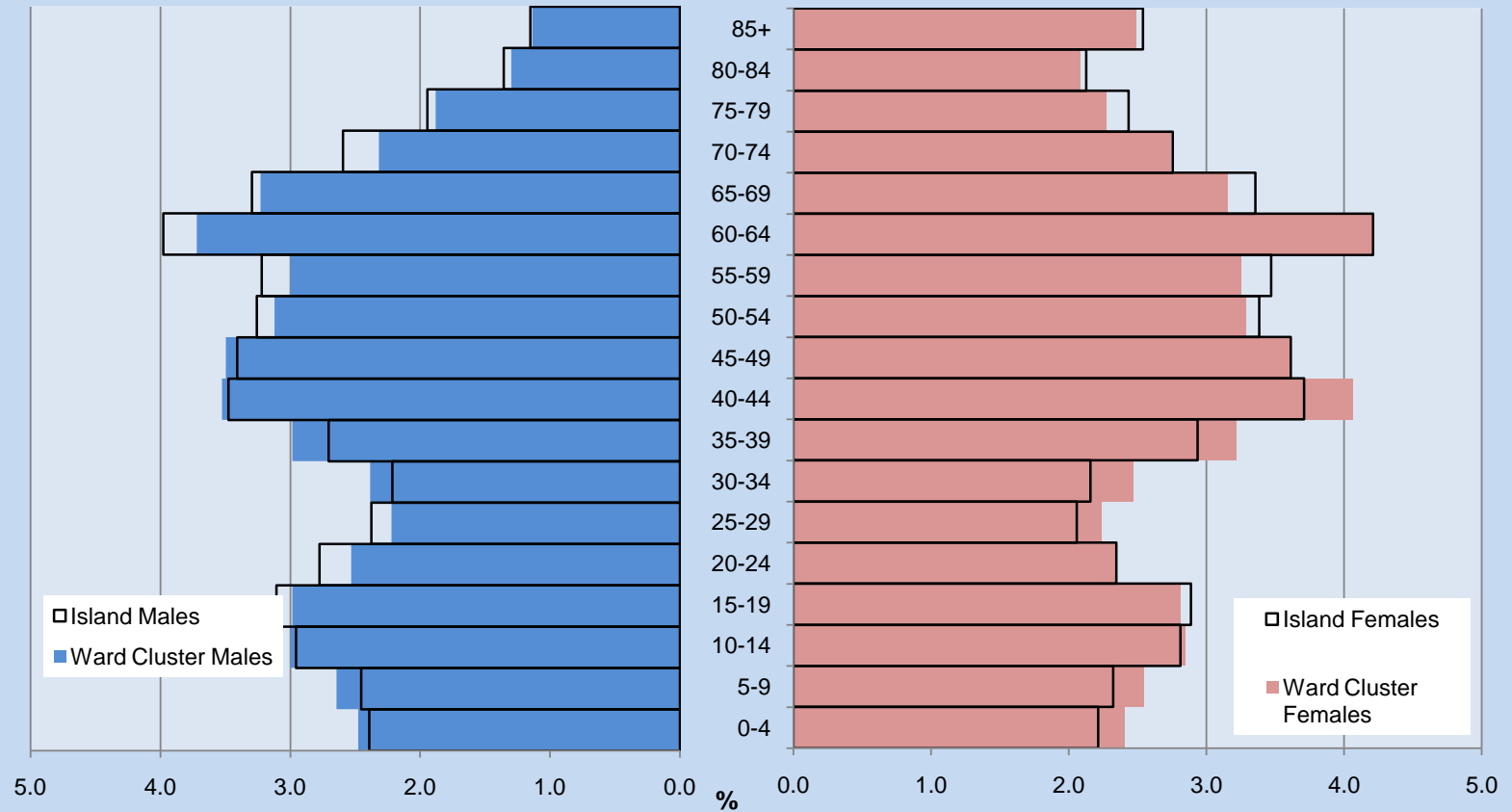


Cowes Ward Cluster; Age and Gender as % of population (25795), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	293	642	935
80-84	335	539	874
75-79	485	586	1071
70-74	598	707	1305
65-69	833	814	1647
60-64	960	1085	2045
55-59	774	839	1613
50-54	805	849	1654
45-49	902	932	1834
40-44	910	1048	1958
35-39	770	830	1600
30-34	615	638	1253
25-29	573	577	1150
20-24	653	603	1256
15-19	770	725	1495
10-14	773	734	1507
5-9	682	656	1338
0-4	639	621	1260
All Ages	12,370	13,425	25,795



This cluster shows a similar profile to the Island as a whole:

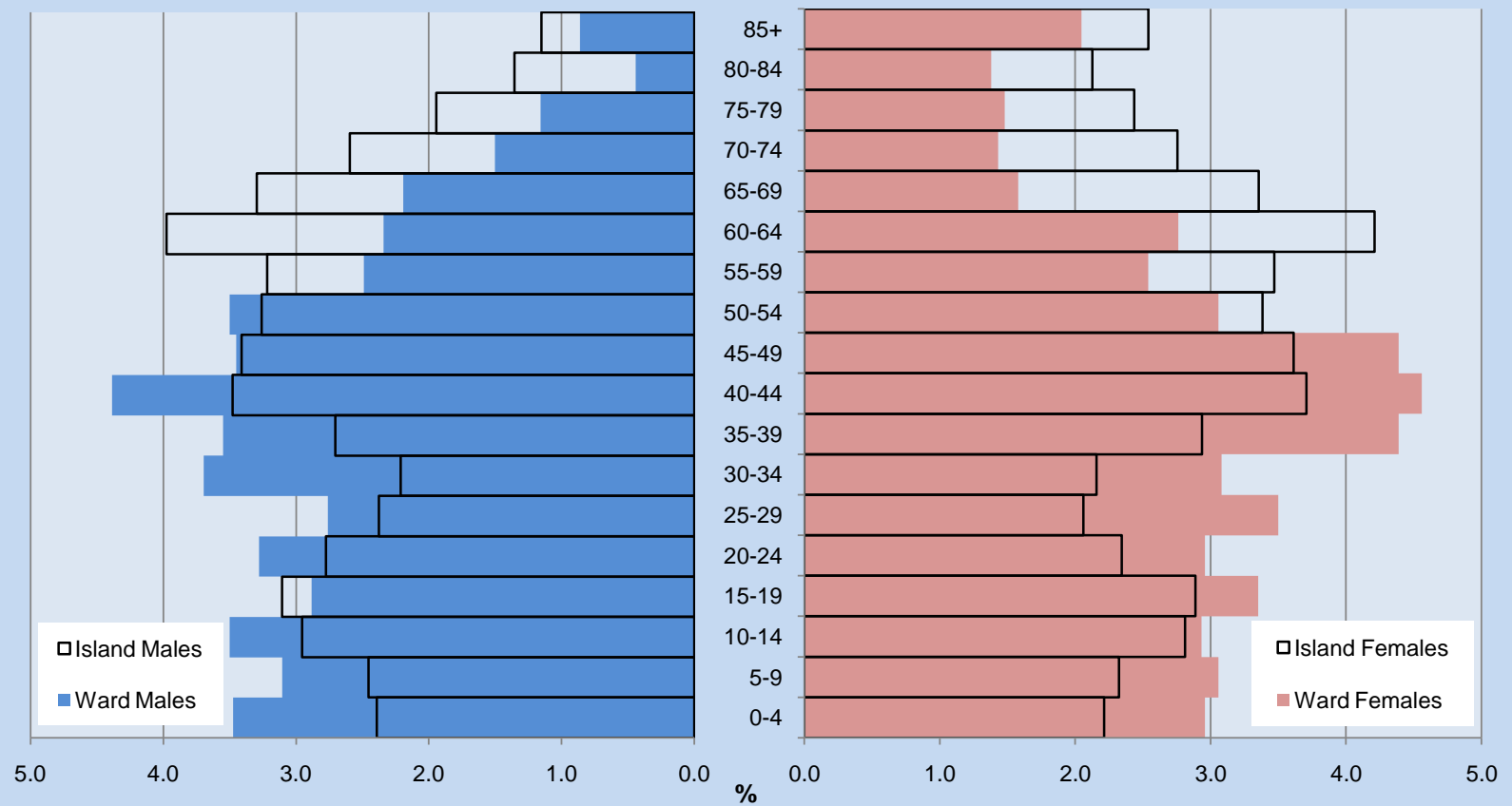
Late teens leave the area in search of education, employment and accommodation, leading to low levels of children (compared to national figures). However, this area shows evidence of the presence of a number of young families, with slightly above Island profile proportions of both the 35-44 age band and children (0-14).

Inward migration in the age-band 35 to 50 increase both those age groups and the proportion of their teenage offspring.

Proportionally inward migration continues across the age-bands 50 to 70 to give a significantly higher proportion of retirees.

Cowes Medina Ward; Age and Gender as % of population (4058), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	35	83	118
80-84	18	56	74
75-79	47	60	107
70-74	61	58	119
65-69	89	64	153
60-64	95	112	207
55-59	101	103	204
50-54	142	124	266
45-49	140	178	318
40-44	178	185	363
35-39	144	178	322
30-34	150	125	275
25-29	112	142	254
20-24	133	120	253
15-19	117	136	253
10-14	142	119	261
5-9	126	124	250
0-4	141	120	261
All Ages	1,971	2,087	4,058



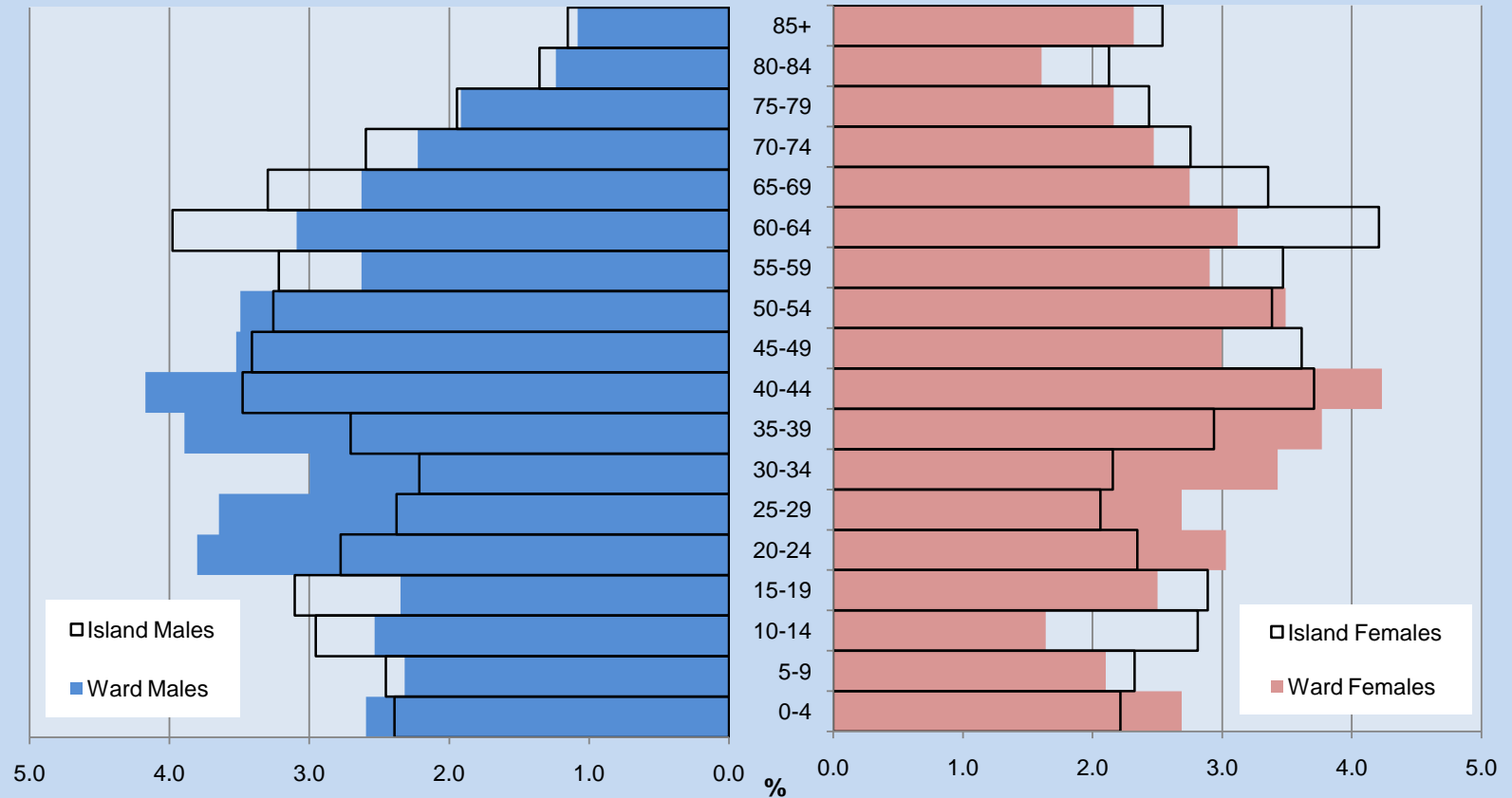
This ward contains proportionally high numbers of adults under 50 and is accompanied by high numbers of young children in particular, as well as significant numbers of teenagers. This indicates this area contains many (possibly larger) families with children of all ages.

There is little sign of an out-migration of late teens, as is common across most of the Island, although this may be due to in-migration of young families replacing those leaving rather than out-migration of this group not occurring.

Out-migration begins around age 50+, indicating few people choose to retire in this location.

Cowes North Ward; Age and Gender as % of population (3237), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	35	75	110
80-84	40	52	92
75-79	62	70	132
70-74	72	80	152
65-69	85	89	174
60-64	100	101	201
55-59	85	94	179
50-54	113	113	226
45-49	114	97	211
40-44	135	137	272
35-39	126	122	248
30-34	97	111	208
25-29	118	87	205
20-24	123	98	221
15-19	76	81	157
10-14	82	53	135
5-9	75	68	143
0-4	84	87	171
All Ages	1,622	1,615	3,237

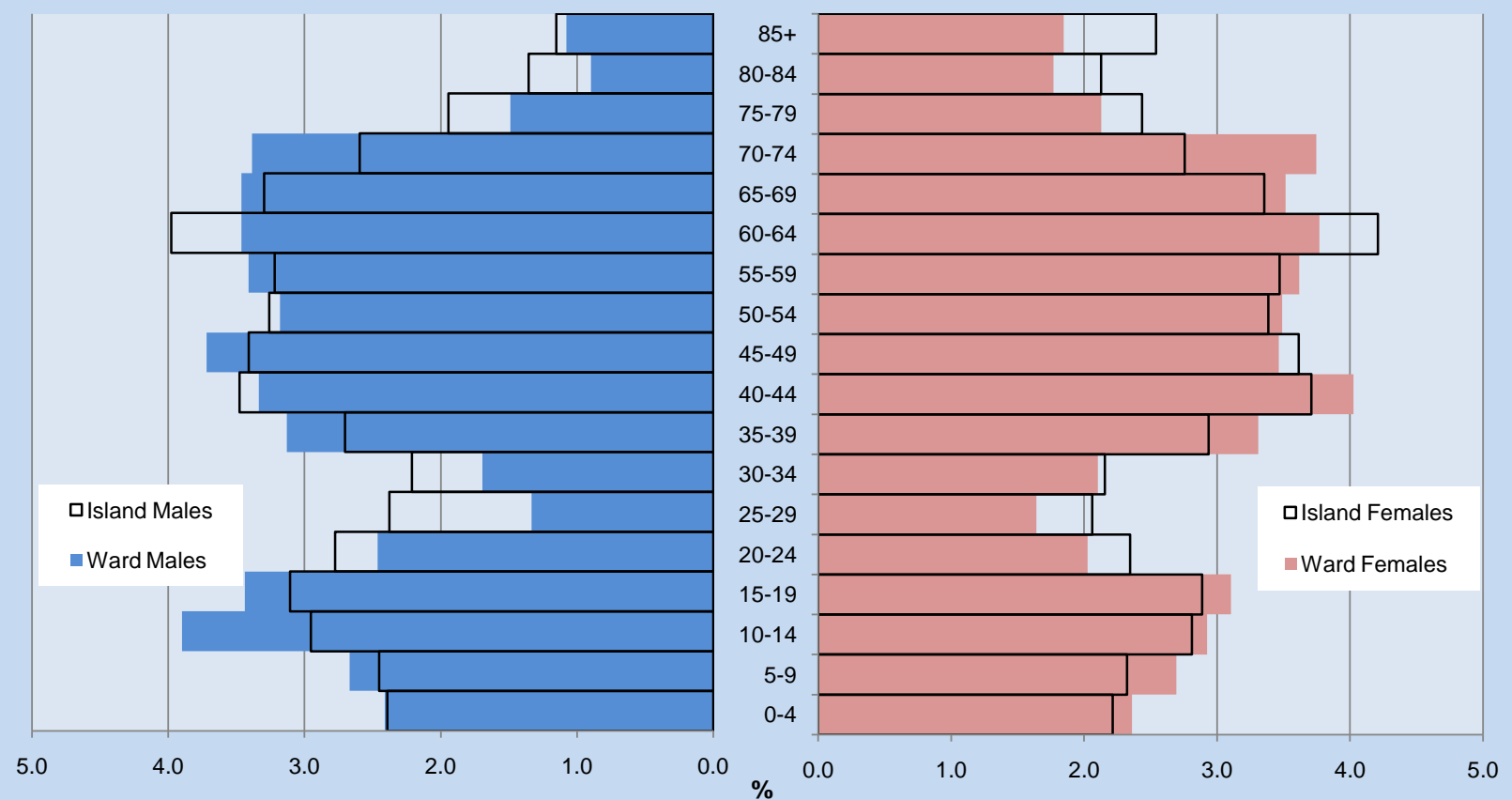


Much like Cowes Medina, but to a lesser extent, this ward is unusual in that unlike most other areas there is in-migration from the 20-24 age band. This continues until around 45, when out-migration starts to occur. The ward also contains a higher than Island profile amount of very young children, which is expected given the high proportion of adults of these ages (20 to 45).

This indicates that many young families are based, or move into this area, possibly for employment, accommodation or access to facilities such as schools. The fall in numbers after 45 indicates that this is not an area that many people choose to retire in.

Cowes South and Northwood Ward; Age and Gender as % of population (3898), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	42	72	114
80-84	35	69	104
75-79	58	83	141
70-74	132	146	278
65-69	135	137	272
60-64	135	147	282
55-59	133	141	274
50-54	124	136	260
45-49	145	135	280
40-44	130	157	287
35-39	122	129	251
30-34	66	82	148
25-29	52	64	116
20-24	96	79	175
15-19	134	121	255
10-14	152	114	266
5-9	104	105	209
0-4	94	92	186
All Ages	1,889	2,009	3,898

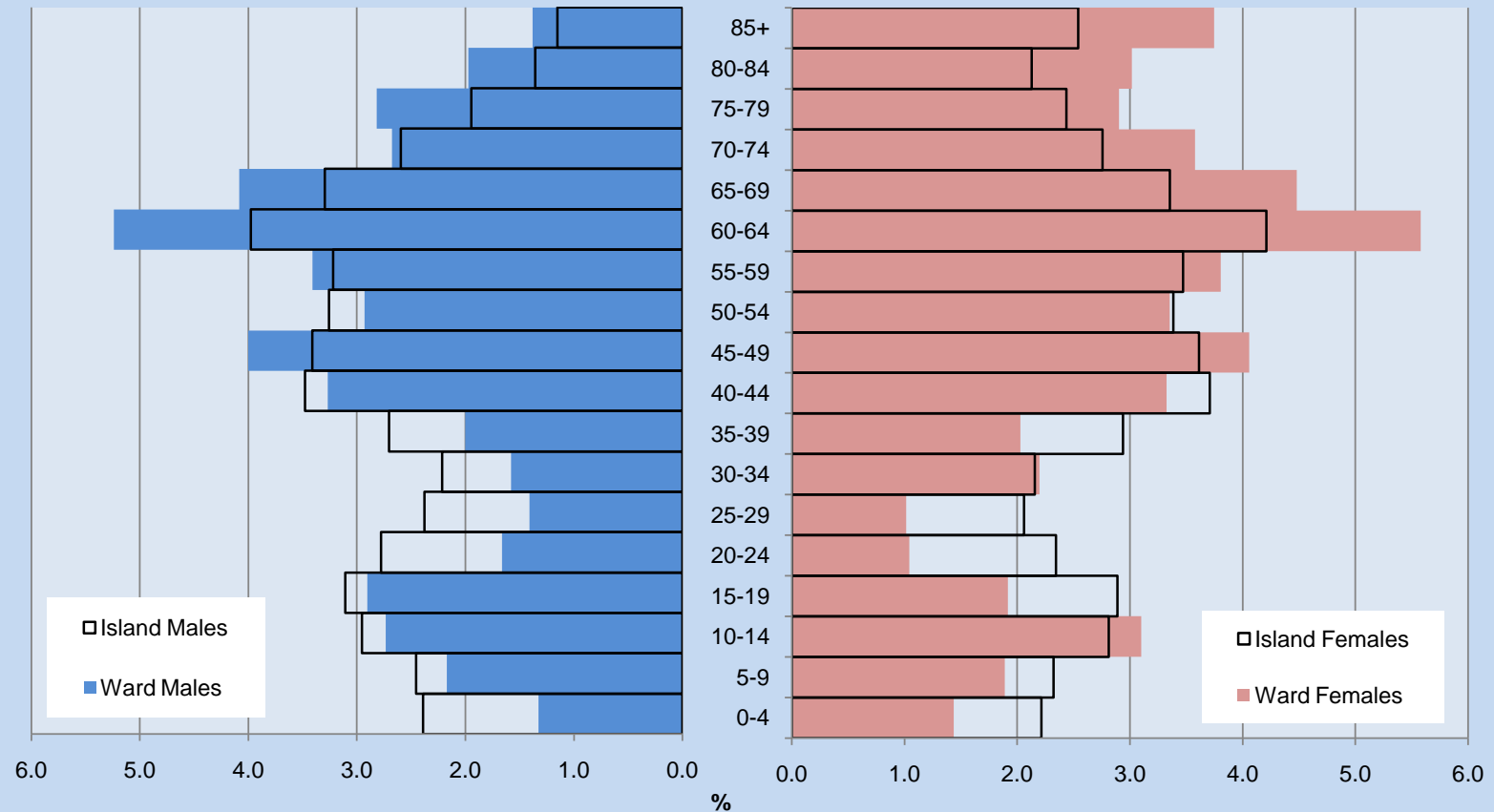


The ward contain large numbers of families with children, as numbers of children are higher than the Island profile. This is supported by the proportionally high number of those aged between 35 and 59.

The ward experiences a significant out-migration of late teens, but in-migration occurs from around 35, possibly with families moving into this area for employment, accommodation and access to facilities such as schools.

Cowes West and Gurnard Ward; Age and Gender as % of population (3550), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	49	133	182
80-84	70	107	177
75-79	100	103	203
70-74	95	127	222
65-69	145	159	304
60-64	186	198	384
55-59	121	135	256
50-54	104	119	223
45-49	142	144	286
40-44	116	118	234
35-39	71	72	143
30-34	56	78	134
25-29	50	36	86
20-24	59	37	96
15-19	103	68	171
10-14	97	110	207
5-9	77	67	144
0-4	47	51	98
All Ages	1,688	1,862	3,550



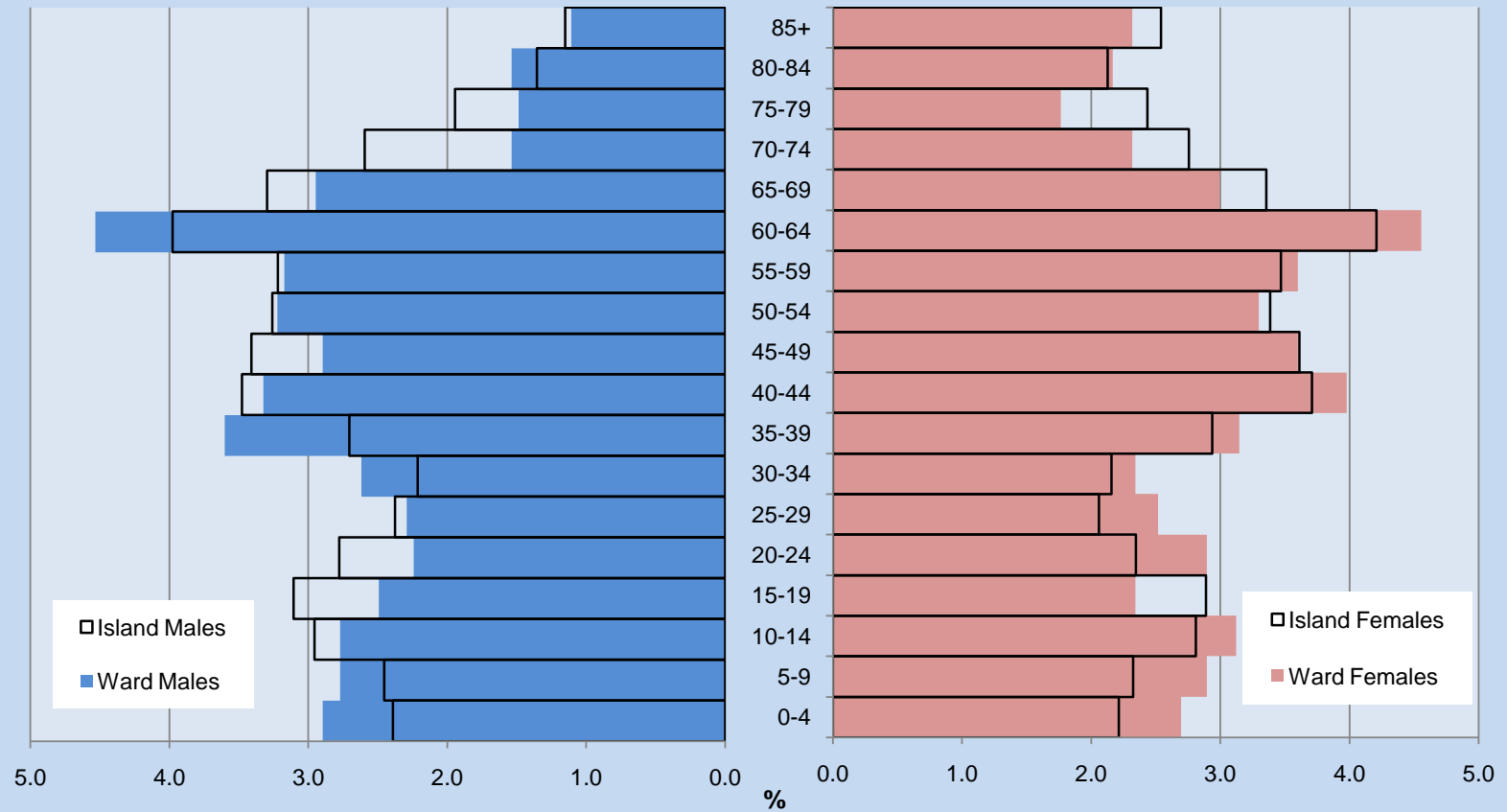
The population of this ward is marked by a high proportion of retired people, including presumably those who have moved here to retire. There is a particularly high proportion of 85+ females and the 60-64 age band contributes over 10% of the local population.

There is net outward migration amongst young adults from age 20 onwards, a trend which starts to reverse amongst the 30 plus age group.

Inwards migration at these ages (35 to 50) tends to feature teenage families, and there is some evidence of this occurring.

East Cowes Ward; Age and Gender as % of population (3971), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	44	92	136
80-84	61	86	147
75-79	59	70	129
70-74	61	92	153
65-69	117	119	236
60-64	180	181	361
55-59	126	143	269
50-54	128	131	259
45-49	115	143	258
40-44	132	158	290
35-39	143	125	268
30-34	104	93	197
25-29	91	100	191
20-24	89	115	204
15-19	99	93	192
10-14	110	124	234
5-9	110	115	225
0-4	115	107	222
All Ages	1,884	2,087	3,971

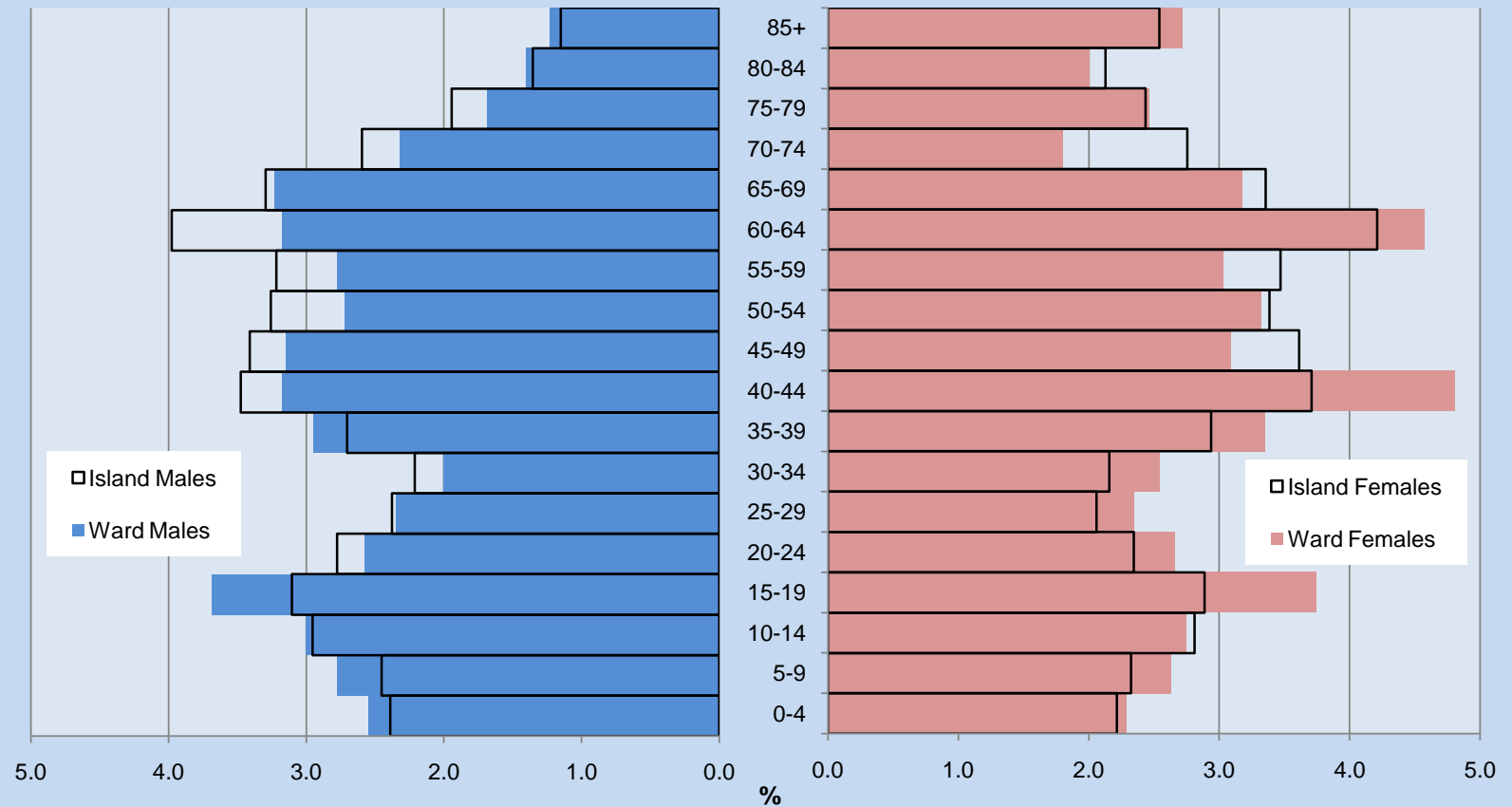


The ward contains proportionally high numbers of young children (under 10), together these age bands contribute over 11% of the local population.

The 60-64 age group is larger than the Island profile, but there is a significant outmigration after this age (65+) indicating many people choose to retire in an alternative location. However, the 80+ age band is close to the Island profile, possibly indicating strong local roots.

Whippingham and Osborne Ward; Age and Gender as % of population (3497), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

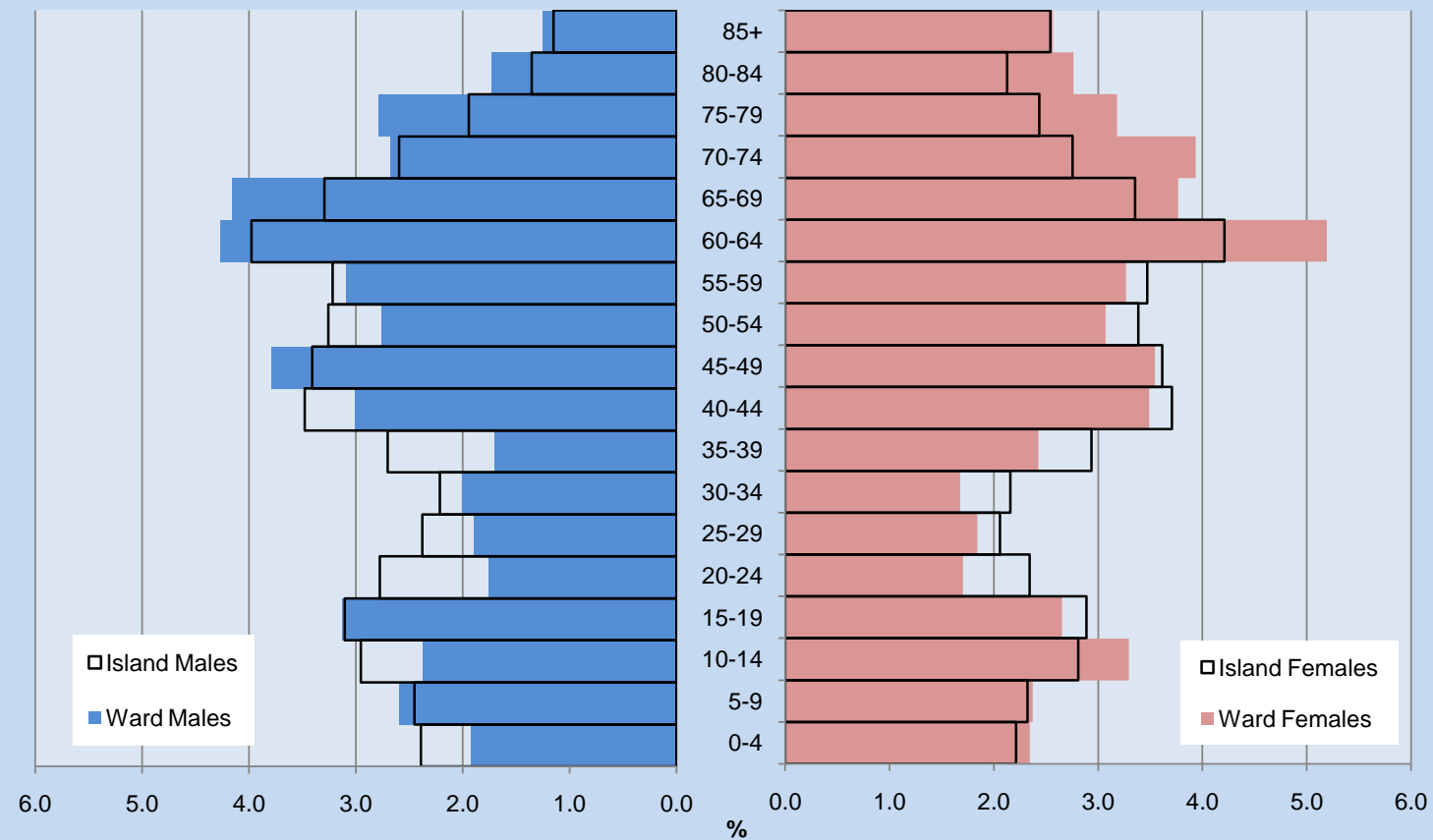
	Male	Female	Total
85+	43	95	138
80-84	49	70	119
75-79	59	86	145
70-74	81	63	144
65-69	113	111	224
60-64	111	160	271
55-59	97	106	203
50-54	95	116	211
45-49	110	108	218
40-44	111	168	279
35-39	103	117	220
30-34	70	89	159
25-29	82	82	164
20-24	90	93	183
15-19	129	131	260
10-14	105	96	201
5-9	97	92	189
0-4	89	80	169
All Ages	1,634	1,863	3,497



This ward contains higher than the Island profile proportion of under 20's, with the 15-19 age group contributing over 7% of the local population. The ward also contains proportionally high numbers of females in the 40-44 age group, indicating that this area may contain a high number of lone parent households.

Wootton Bridge Ward; Age and Gender as % of population (3584), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	45	92	137
80-84	62	99	161
75-79	100	114	214
70-74	96	141	237
65-69	149	135	284
60-64	153	186	339
55-59	111	117	228
50-54	99	110	209
45-49	136	127	263
40-44	108	125	233
35-39	61	87	148
30-34	72	60	132
25-29	68	66	134
20-24	63	61	124
15-19	112	95	207
10-14	85	118	203
5-9	93	85	178
0-4	69	84	153
All Ages	1,682	1,902	3,584

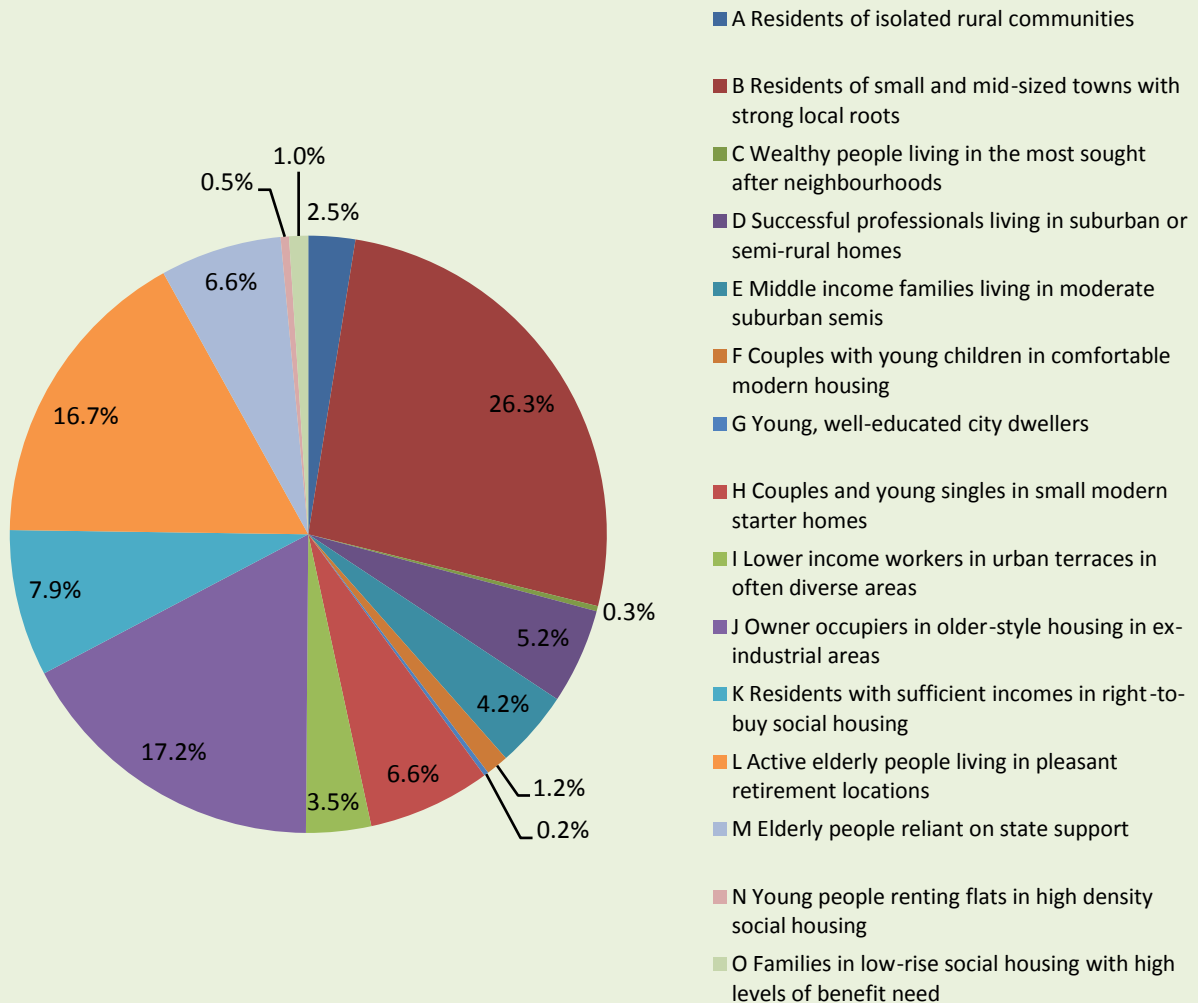


This area has a similar profile to the Island as a whole, but with some significant differences, including a larger exodus of late teens, with fewer than the Island profile of those aged 20 - 40. However, this ward contains a similar to Island profile proportion of children, indicating the presence of a number of larger families.

There is a significant in-migration around 60+, indicating a number of people chose to retire in this ward.

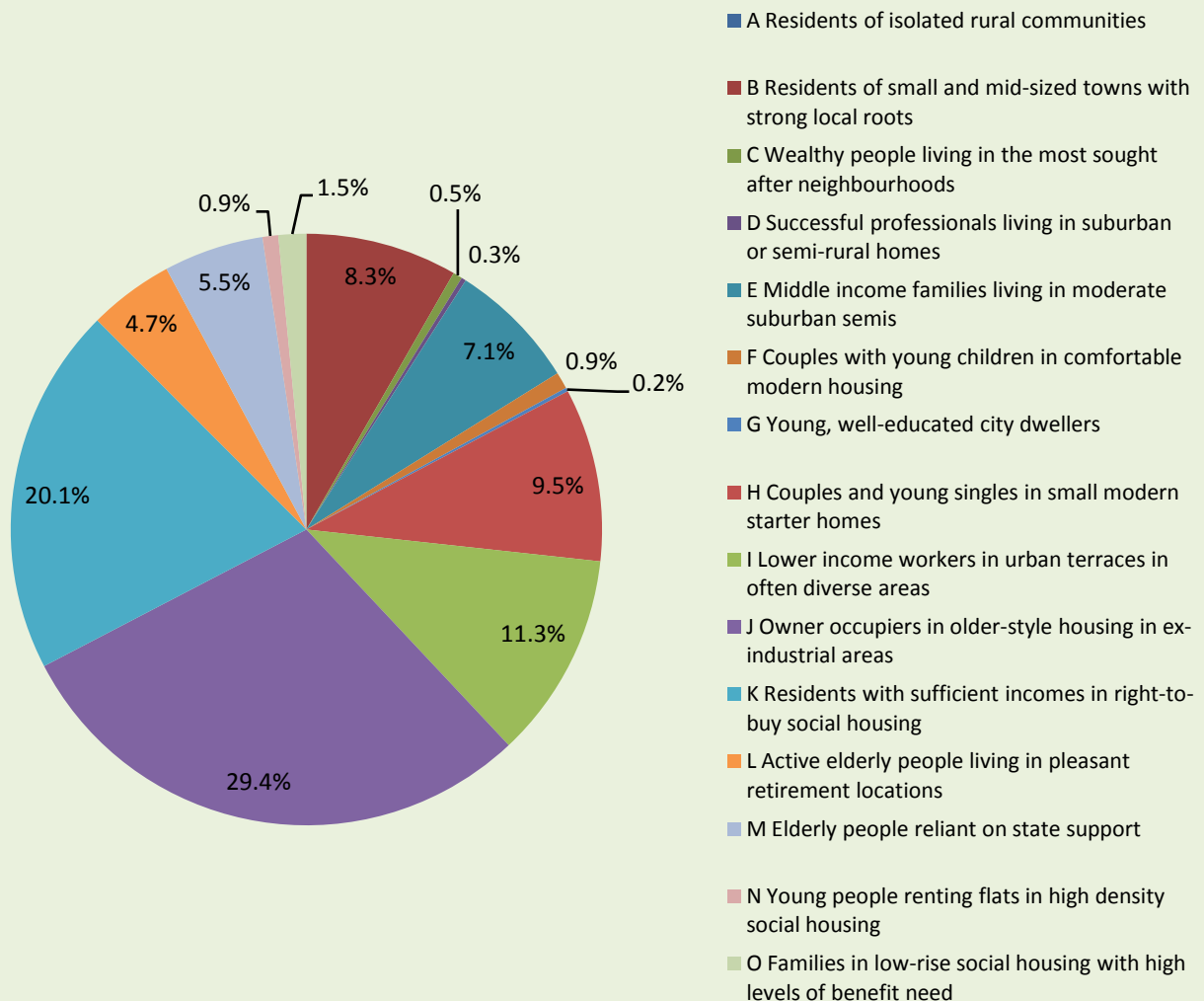
Cowes Cluster: Mosaic Group

	Cluster		Island	
	Number	%	Number	%
A Residents of isolated rural communities	325	2.5	6260	9.3
B Residents of small and mid-sized towns with strong local roots	3380	26.3	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	36	0.3	87	0.1
D Successful professionals living in suburban or semi-rural homes	662	5.2	3010	4.5
E Middle income families living in moderate suburban semis	536	4.2	2647	3.9
F Couples with young children in comfortable modern housing	157	1.2	481	0.7
G Young, well-educated city dwellers	32	0.2	1607	2.4
H Couples and young singles in small modern starter homes	853	6.6	2591	3.9
I Lower income workers in urban terraces in often diverse areas	451	3.5	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	2202	17.2	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	1019	7.9	5357	8.0
L Active elderly people living in pleasant retirement locations	2145	16.7	13874	20.7
M Elderly people reliant on state support	844	6.6	4435	6.6
N Young people renting flats in high density social housing	58	0.5	1186	1.8
O Families in low-rise social housing with high levels of benefit need	132	1.0	1286	1.9
Total	12832	100	67054	100.0



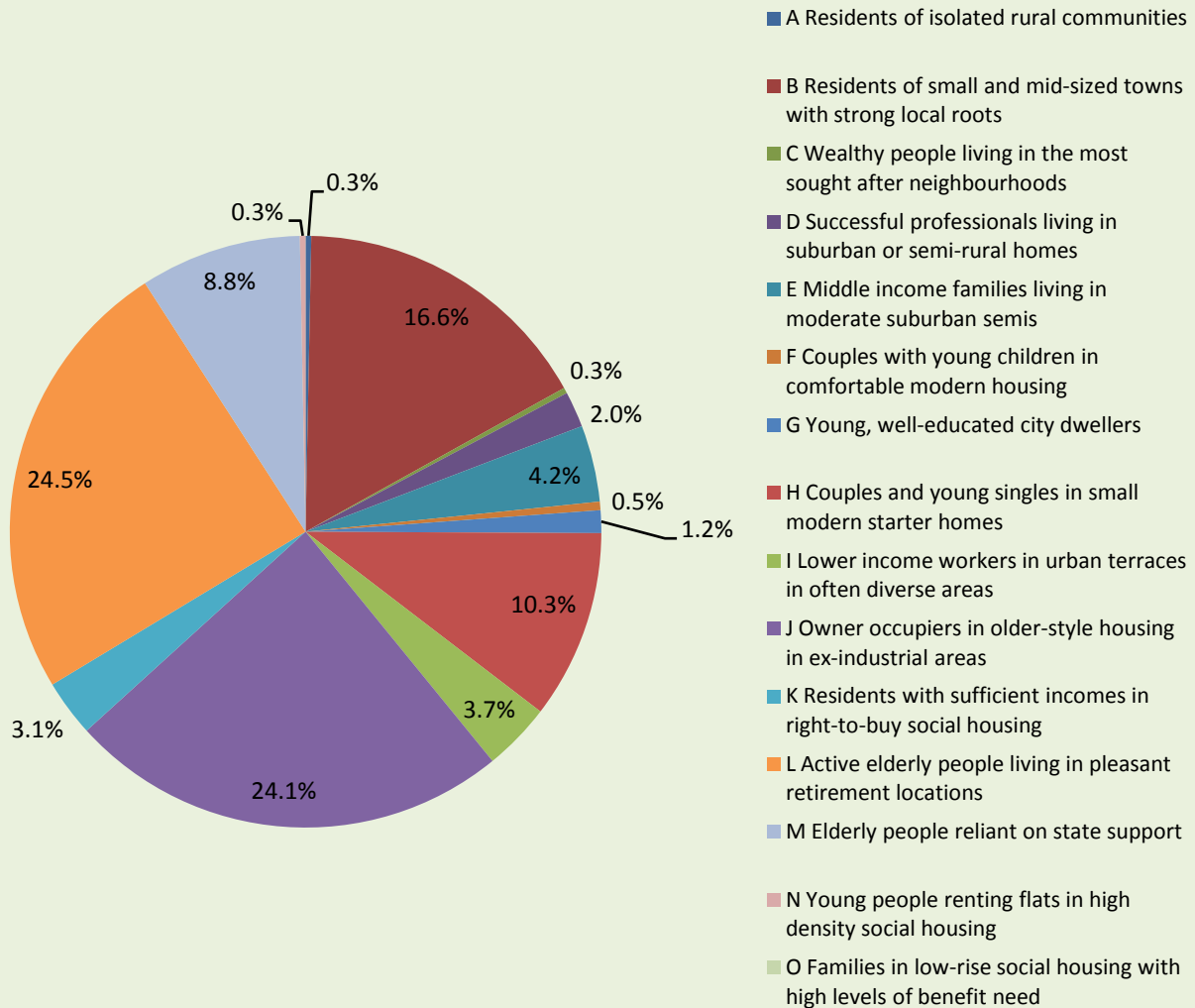
Cowes Medina: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	0	0.0	6260	9.3
B Residents of small and mid-sized towns with strong local roots	164	8.3	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	10	0.5	87	0.1
D Successful professionals living in suburban or semi-rural homes	5	0.3	3010	4.5
E Middle income families living in moderate suburban semis	140	7.1	2647	3.9
F Couples with young children in comfortable modern housing	18	0.9	481	0.7
G Young, well-educated city dwellers	4	0.2	1607	2.4
H Couples and young singles in small modern starter homes	187	9.5	2591	3.9
I Lower income workers in urban terraces in often diverse areas	223	11.3	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	580	29.4	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	398	20.1	5357	8.0
L Active elderly people living in pleasant retirement locations	92	4.7	13874	20.7
M Elderly people reliant on state support	108	5.5	4435	6.6
N Young people renting flats in high density social housing	17	0.9	1186	1.8
O Families in low-rise social housing with high levels of benefit need	30	1.5	1286	1.9
Total	1976	100	67054	100.0



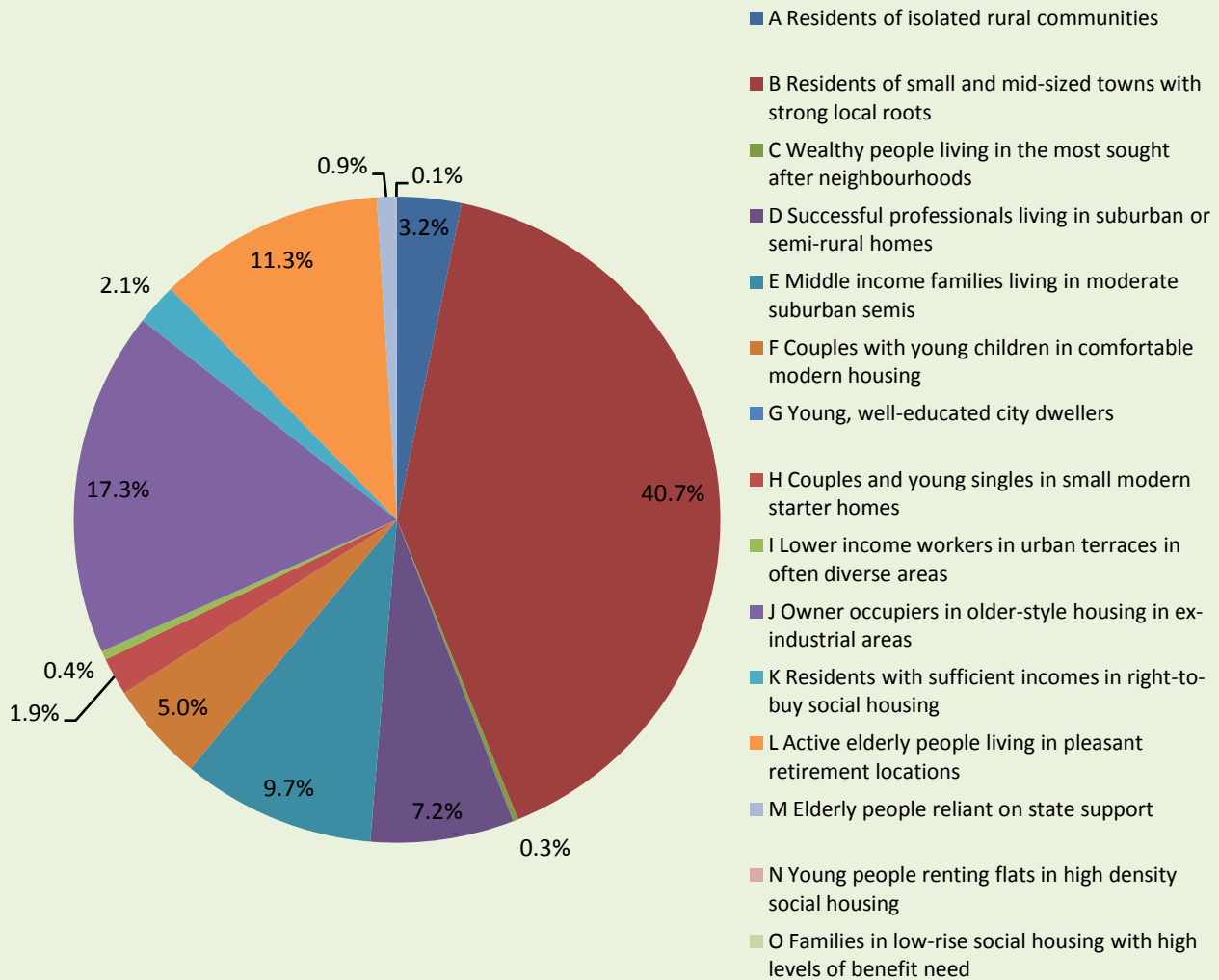
Cowes North: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	6	0.3	6260	9.3
B Residents of small and mid-sized towns with strong local roots	322	16.6	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	6	0.3	87	0.1
D Successful professionals living in suburban or semi-rural homes	38	2.0	3010	4.5
E Middle income families living in moderate suburban semis	81	4.2	2647	3.9
F Couples with young children in comfortable modern housing	9	0.5	481	0.7
G Young, well-educated city dwellers	24	1.2	1607	2.4
H Couples and young singles in small modern starter homes	200	10.3	2591	3.9
I Lower income workers in urban terraces in often diverse areas	72	3.7	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	468	24.1	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	60	3.1	5357	8.0
L Active elderly people living in pleasant retirement locations	475	24.5	13874	20.7
M Elderly people reliant on state support	171	8.8	4435	6.6
N Young people renting flats in high density social housing	6	0.3	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1938	100	67054	100.0



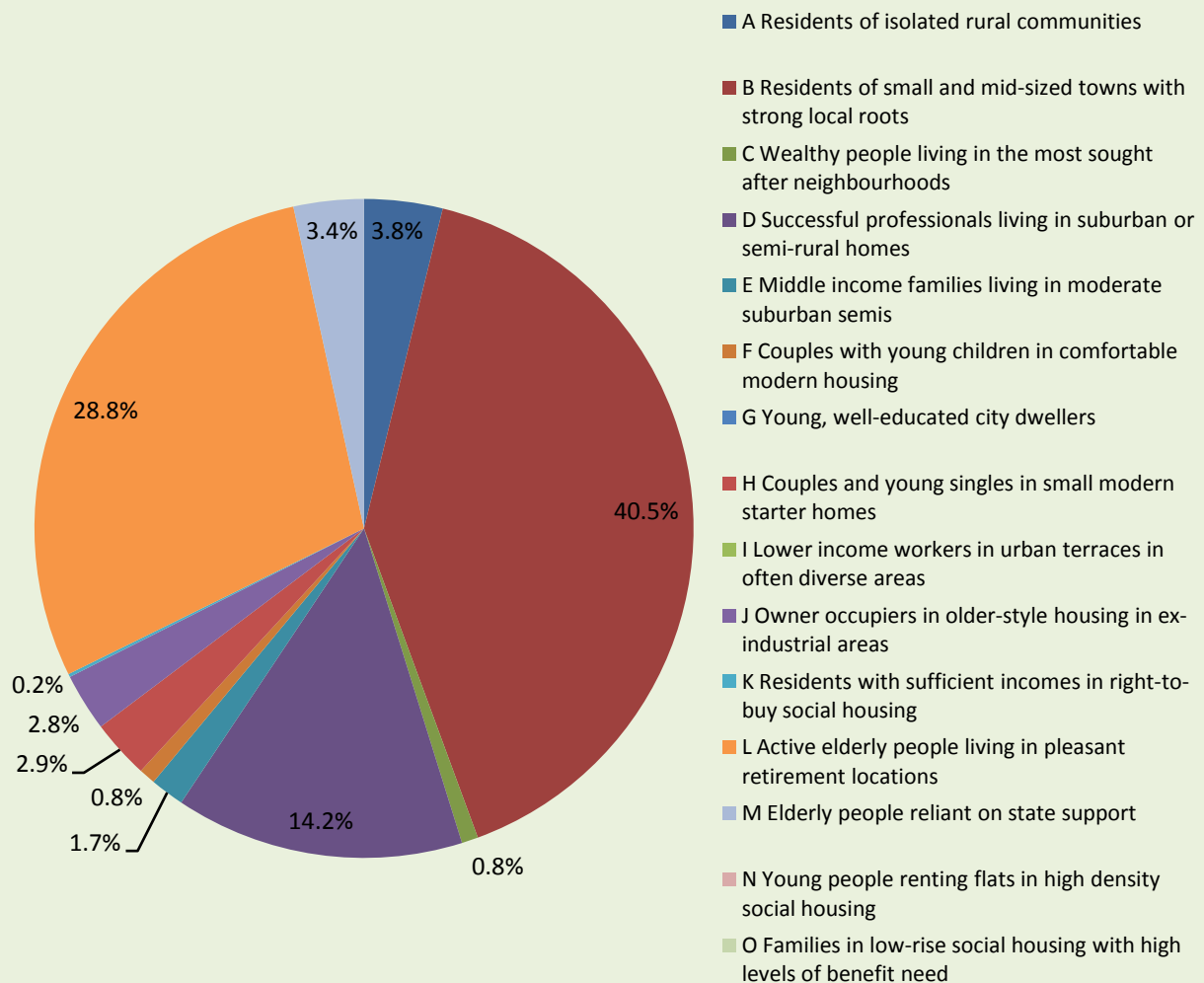
Cowes South and Northwood: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	51	3.2	6260	9.3
B Residents of small and mid-sized towns with strong local roots	646	40.7	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	4	0.3	87	0.1
D Successful professionals living in suburban or semi-rural homes	114	7.2	3010	4.5
E Middle income families living in moderate suburban semis	154	9.7	2647	3.9
F Couples with young children in comfortable modern housing	79	5.0	481	0.7
G Young, well-educated city dwellers	0	0.0	1607	2.4
H Couples and young singles in small modern starter homes	30	1.9	2591	3.9
I Lower income workers in urban terraces in often diverse areas	7	0.4	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	274	17.3	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	33	2.1	5357	8.0
L Active elderly people living in pleasant retirement locations	180	11.3	13874	20.7
M Elderly people reliant on state support	15	0.9	4435	6.6
N Young people renting flats in high density social housing	1	0.1	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1588	100	67054	100.0



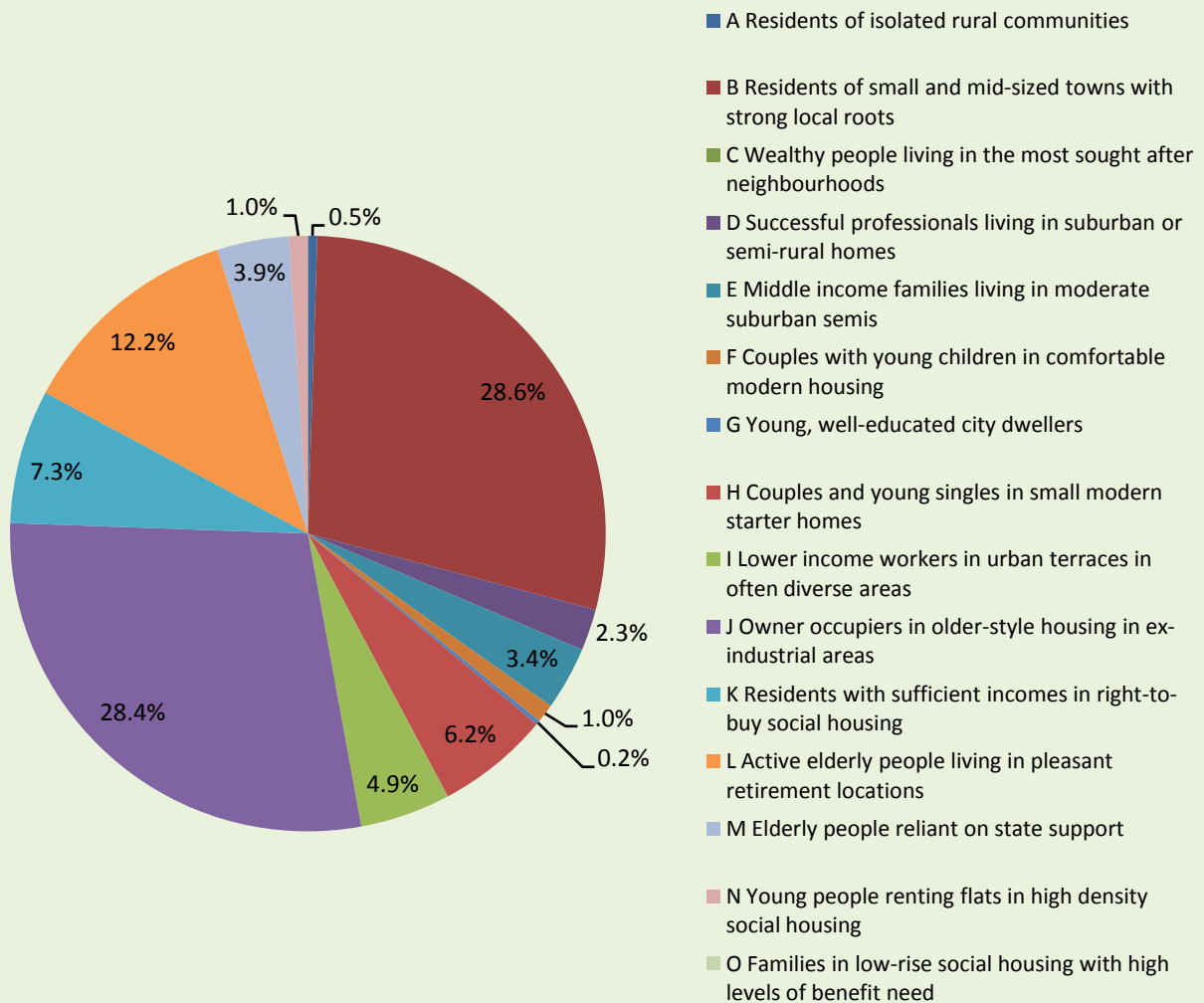
Cowes West & Gurnard: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	76	3.8	6260	9.3
B Residents of small and mid-sized towns with strong local roots	801	40.5	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	16	0.8	87	0.1
D Successful professionals living in suburban or semi-rural homes	280	14.2	3010	4.5
E Middle income families living in moderate suburban semis	33	1.7	2647	3.9
F Couples with young children in comfortable modern housing	16	0.8	481	0.7
G Young, well-educated city dwellers	0	0.0	1607	2.4
H Couples and young singles in small modern starter homes	57	2.9	2591	3.9
I Lower income workers in urban terraces in often diverse areas	0	0.0	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	56	2.8	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	3	0.2	5357	8.0
L Active elderly people living in pleasant retirement locations	570	28.8	13874	20.7
M Elderly people reliant on state support	68	3.4	4435	6.6
N Young people renting flats in high density social housing	0	0.0	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1976	100	67054	100.0



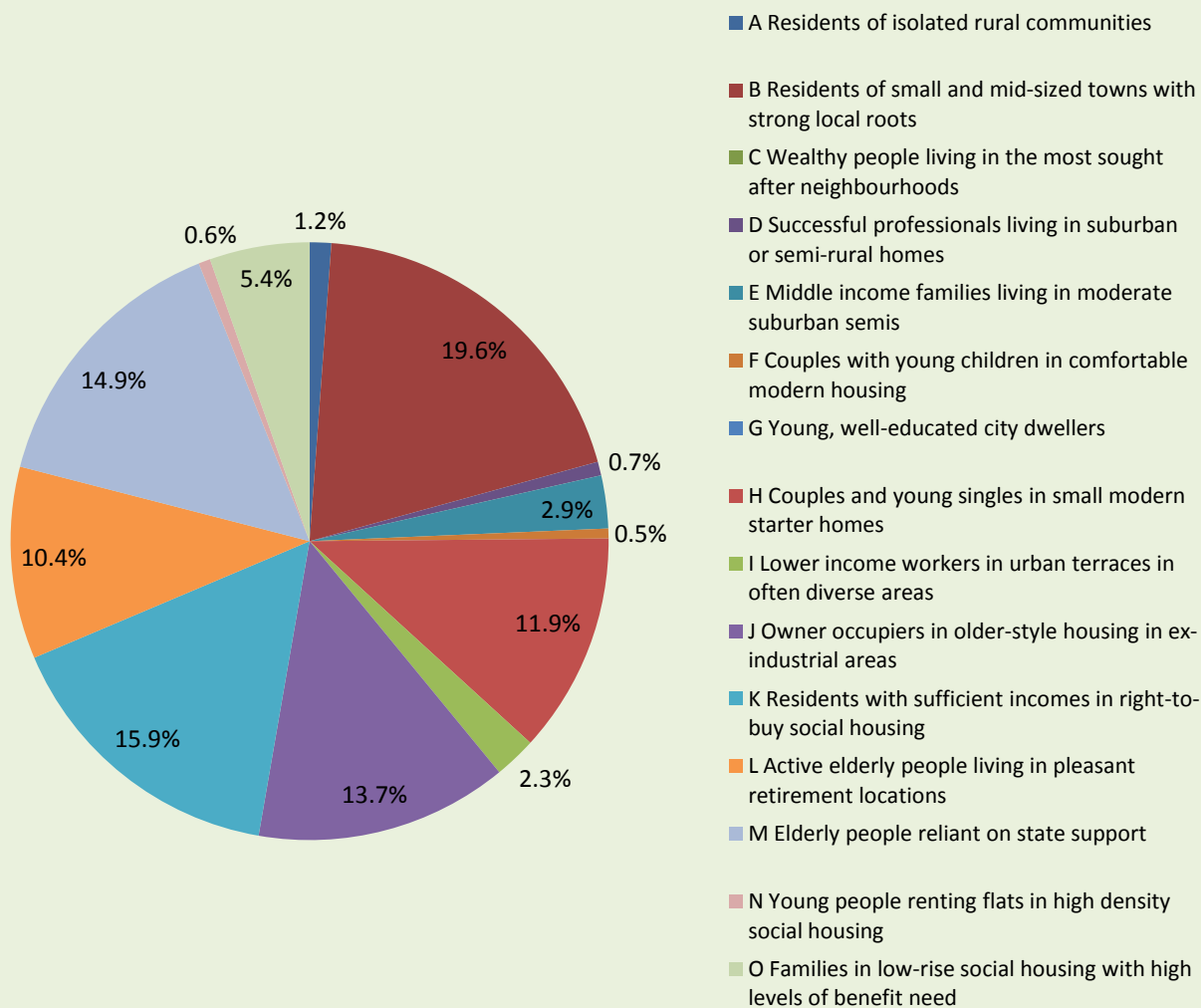
East Cowes: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	9	0.5	6260	9.3
B Residents of small and mid-sized towns with strong local roots	507	28.6	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	40	2.3	3010	4.5
E Middle income families living in moderate suburban semis	61	3.4	2647	3.9
F Couples with young children in comfortable modern housing	18	1.0	481	0.7
G Young, well-educated city dwellers	4	0.2	1607	2.4
H Couples and young singles in small modern starter homes	109	6.2	2591	3.9
I Lower income workers in urban terraces in often diverse areas	87	4.9	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	504	28.4	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	129	7.3	5357	8.0
L Active elderly people living in pleasant retirement locations	217	12.2	13874	20.7
M Elderly people reliant on state support	69	3.9	4435	6.6
N Young people renting flats in high density social housing	18	1.0	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1772	100	67054	100.0



Whipping and Osborne: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	22	1.2	6260	9.3
B Residents of small and mid-sized towns with strong local roots	369	19.6	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	14	0.7	3010	4.5
E Middle income families living in moderate suburban semis	54	2.9	2647	3.9
F Couples with young children in comfortable modern housing	10	0.5	481	0.7
G Young, well-educated city dwellers	0	0.0	1607	2.4
H Couples and young singles in small modern starter homes	225	11.9	2591	3.9
I Lower income workers in urban terraces in often diverse areas	43	2.3	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	258	13.7	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	300	15.9	5357	8.0
L Active elderly people living in pleasant retirement locations	196	10.4	13874	20.7
M Elderly people reliant on state support	282	14.9	4435	6.6
N Young people renting flats in high density social housing	12	0.6	1186	1.8
O Families in low-rise social housing with high levels of benefit need	102	5.4	1286	1.9
Total	1887	100	67054	100.0



Wootton Bridge: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	161	9.5	6260	9.3
B Residents of small and mid-sized towns with strong local roots	571	33.7	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	171	10.1	3010	4.5
E Middle income families living in moderate suburban semis	13	0.8	2647	3.9
F Couples with young children in comfortable modern housing	7	0.4	481	0.7
G Young, well-educated city dwellers	0	0.0	1607	2.4
H Couples and young singles in small modern starter homes	45	2.7	2591	3.9
I Lower income workers in urban terraces in often diverse areas	19	1.1	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	62	3.7	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	96	5.7	5357	8.0
L Active elderly people living in pleasant retirement locations	415	24.5	13874	20.7
M Elderly people reliant on state support	131	7.7	4435	6.6
N Young people renting flats in high density social housing	4	0.2	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1695	100	67054	100.0

