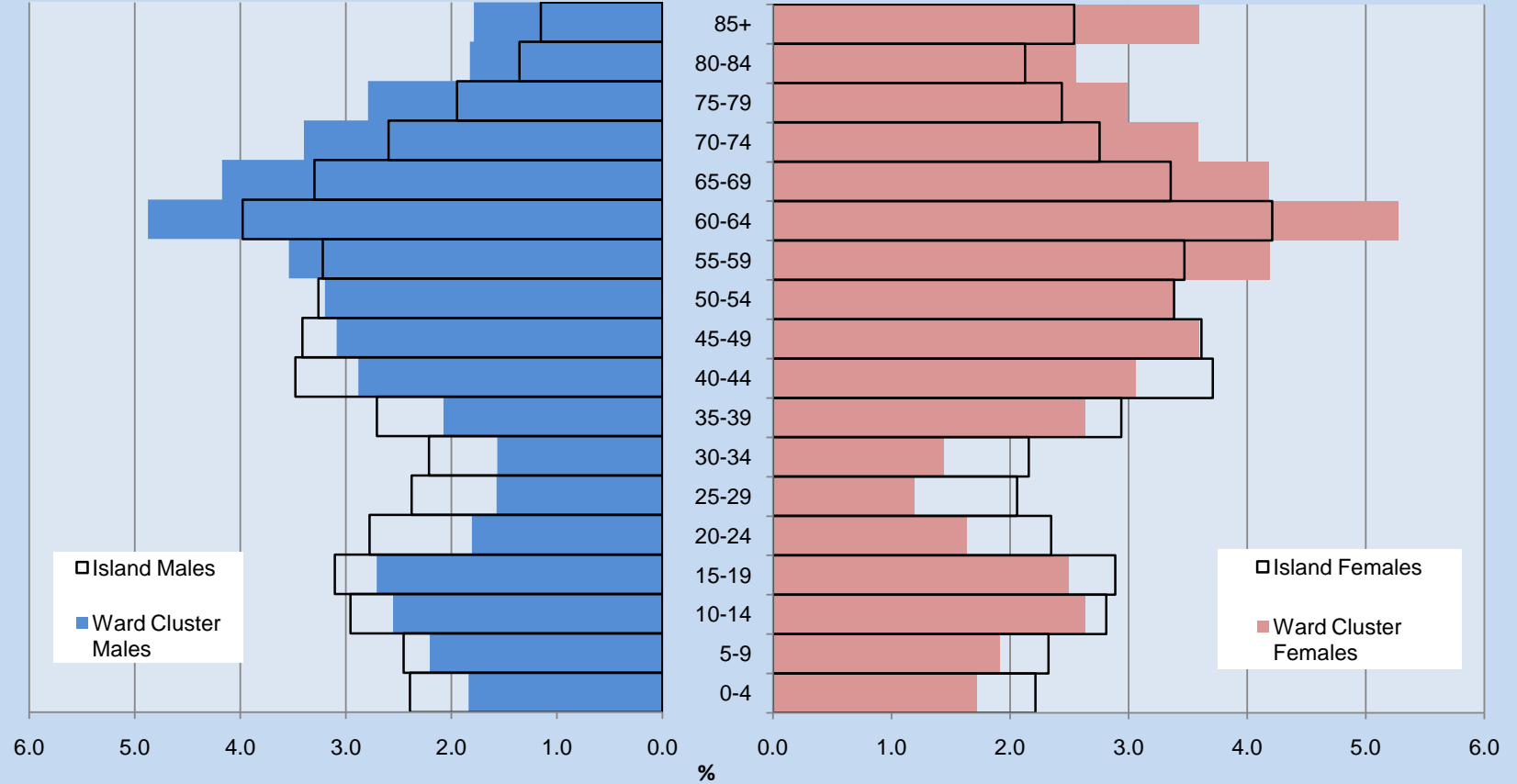


West Wight Cluster; Age and Gender as % of population (15506), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	277	558	835
80-84	283	397	680
75-79	433	464	897
70-74	527	556	1083
65-69	647	649	1296
60-64	756	818	1574
55-59	549	650	1199
50-54	496	524	1020
45-49	479	558	1037
40-44	447	474	921
35-39	322	409	731
30-34	243	224	467
25-29	244	185	429
20-24	280	254	534
15-19	420	387	807
10-14	396	409	805
5-9	342	297	639
0-4	285	267	552
All Ages	7,426	8,080	15506

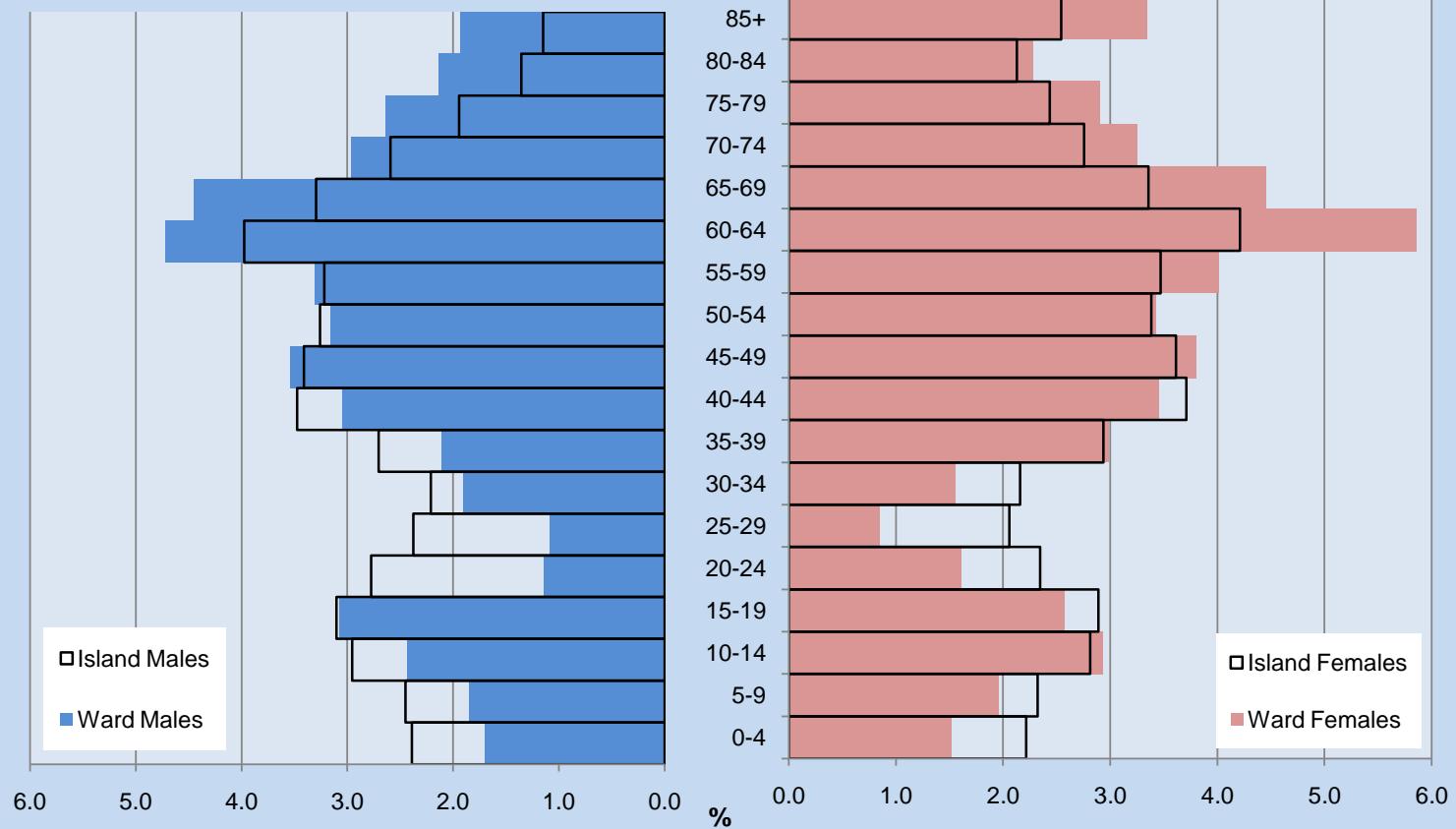


This cluster of wards has a predominance of pre and post retirement aged people; with a large cohort of the 85+ age group, in particular females.

Age groups below 50 are under represented compared with the Island profile, with a noticeable out migration of the 20 to 30 age groups, and a consequent shortfall in the numbers of very young children.

Central Wight Ward; Age and Gender as % of population (3413), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	66	114	180
80-84	73	78	151
75-79	90	99	189
70-74	101	111	212
65-69	152	152	304
60-64	161	200	361
55-59	113	137	250
50-54	108	117	225
45-49	121	130	251
40-44	104	118	222
35-39	72	102	174
30-34	65	53	118
25-29	37	29	66
20-24	39	55	94
15-19	105	88	193
10-14	83	100	183
5-9	63	67	130
0-4	58	52	110
All Ages	1,611	1,802	3,413



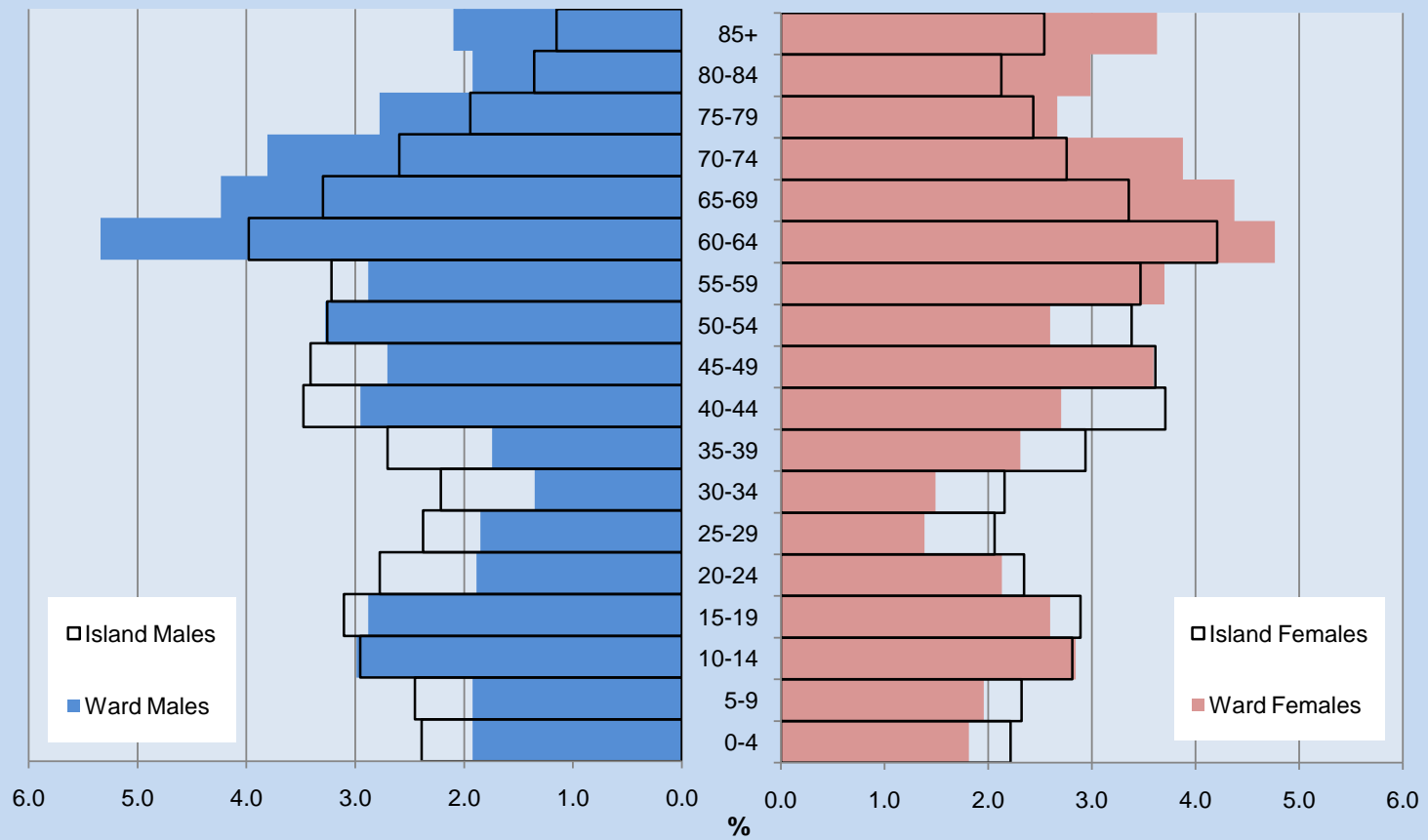
There is a sustained over representation of the pre and post retirement age population (from age 55 onwards) in this area in proportion to the Island profile.

Young adults leave the ward at age 20, for education and or employment, consequentially the under 10, and in particular under 5 population is low.

There is an influx of people in their early-to-mid thirties that continues across the age groups to the mid-forties, some numbers of these that move into the area do so with teenage children.

Freshwater North Ward; Age and Gender as % of population (2810), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	59	102	161
80-84	54	84	138
75-79	78	75	153
70-74	107	109	216
65-69	119	123	242
60-64	150	134	284
55-59	81	104	185
50-54	92	73	165
45-49	76	101	177
40-44	83	76	159
35-39	49	65	114
30-34	38	42	80
25-29	52	39	91
20-24	53	60	113
15-19	81	73	154
10-14	84	80	164
5-9	54	55	109
0-4	54	51	105
All Ages	1,364	1,446	2,810

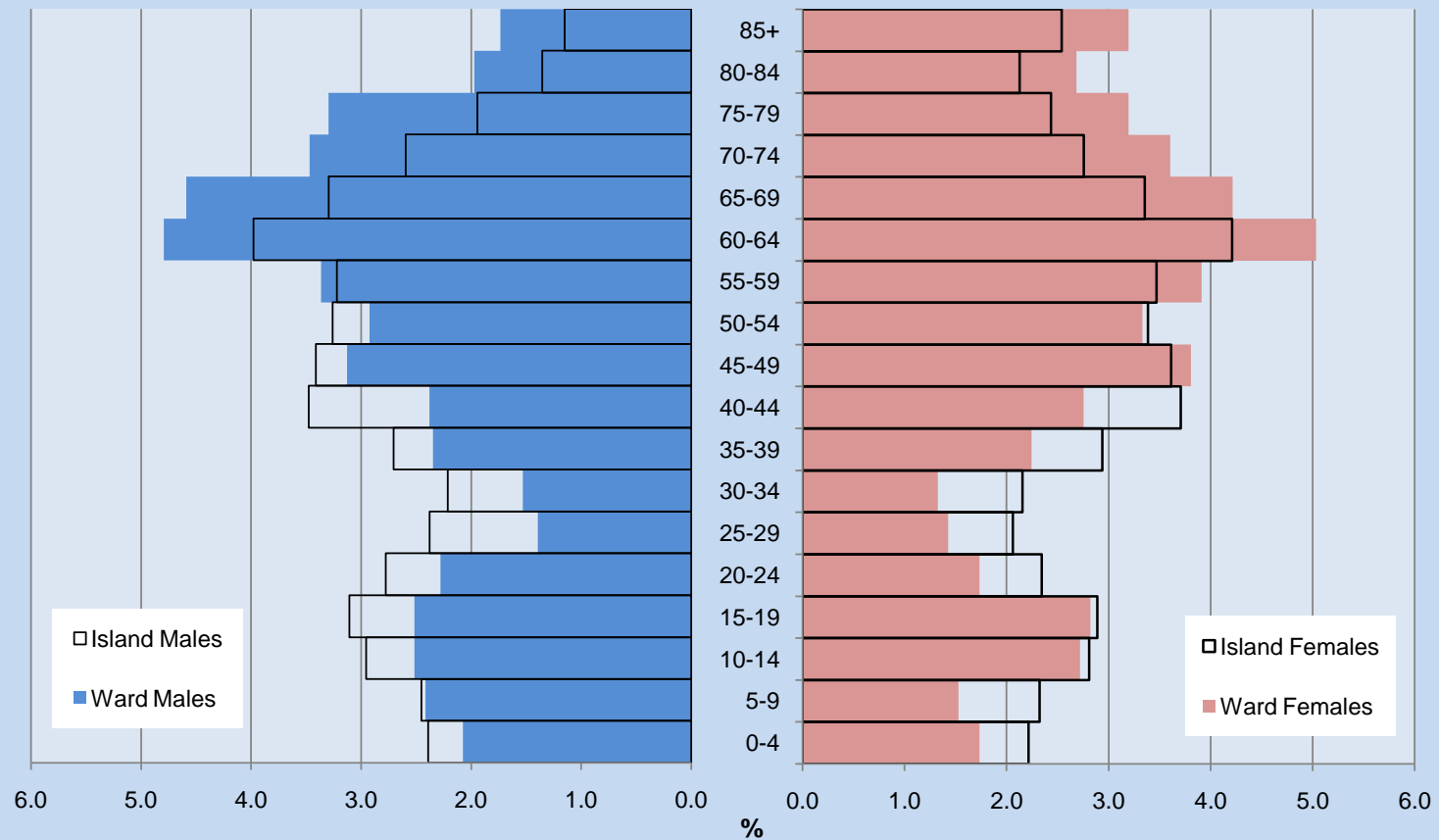


There are disproportionately high levels of the 60 plus population; the 60 to 64 age groups comprises 10% of the overall population.

The young adult to early middle age are proportionally fewer in number despite which the school age population is close to the Island profile, suggesting that average family size is larger in this ward.

Freshwater South Ward; Age and Gender as % of population (2941), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	51	94	145
80-84	58	79	137
75-79	97	94	191
70-74	102	106	208
65-69	135	124	259
60-64	141	148	289
55-59	99	115	214
50-54	86	98	184
45-49	92	112	204
40-44	70	81	151
35-39	69	66	135
30-34	45	39	84
25-29	41	42	83
20-24	67	51	118
15-19	74	83	157
10-14	74	80	154
5-9	71	45	116
0-4	61	51	112
All Ages	1,433	1,508	2,941



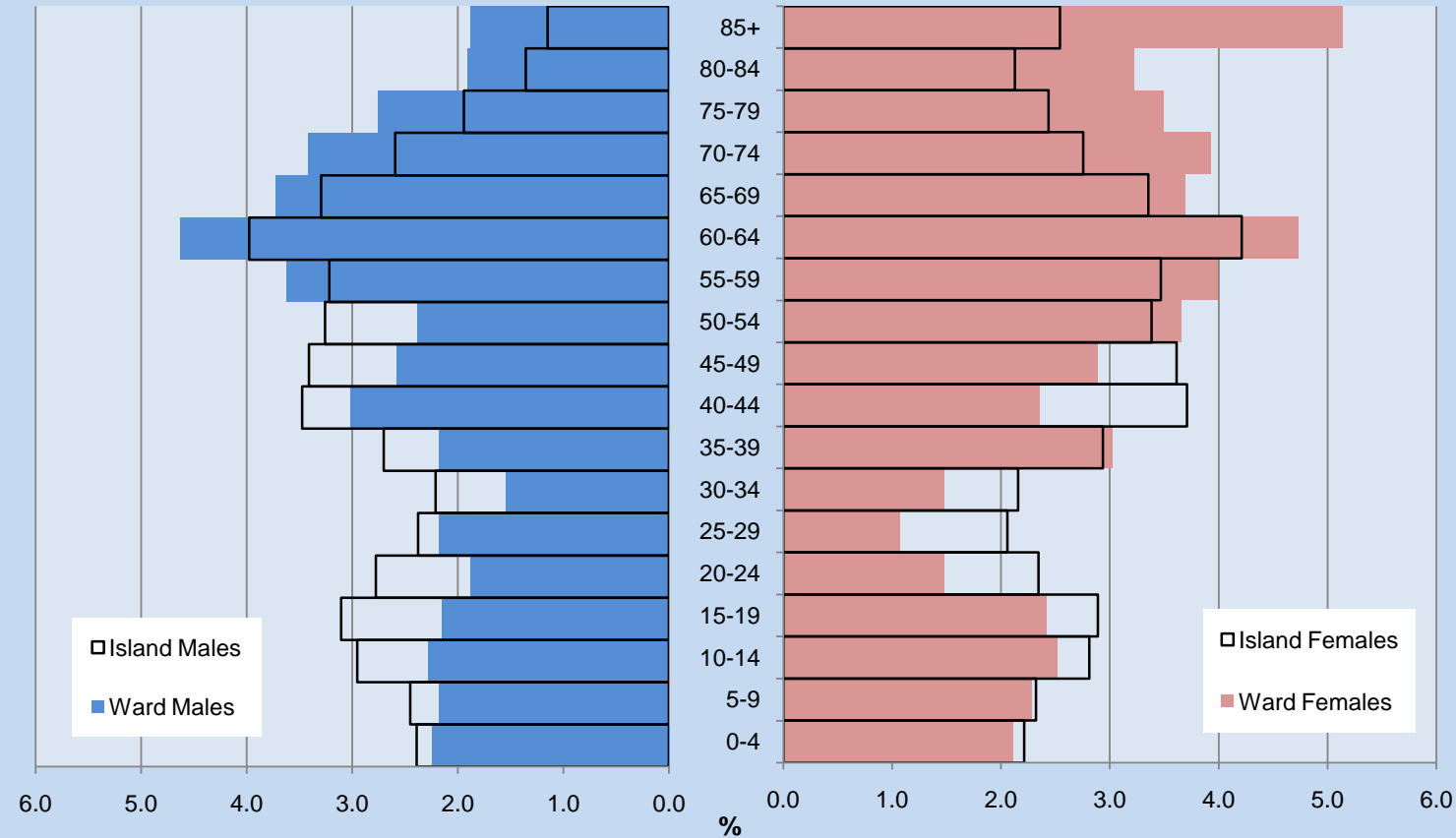
The population of this ward is marked by a high proportion of retired people and those presumably whom have moved here to retire.

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.

Totland Ward; Age and Gender as % of population (2981), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	56	153	209
80-84	57	96	153
75-79	82	104	186
70-74	102	117	219
65-69	111	110	221
60-64	138	141	279
55-59	108	119	227
50-54	71	109	180
45-49	77	86	163
40-44	90	70	160
35-39	65	90	155
30-34	46	44	90
25-29	65	32	97
20-24	56	44	100
15-19	64	72	136
10-14	68	75	143
5-9	65	68	133
0-4	67	63	130
All Ages	1,388	1,593	2,981

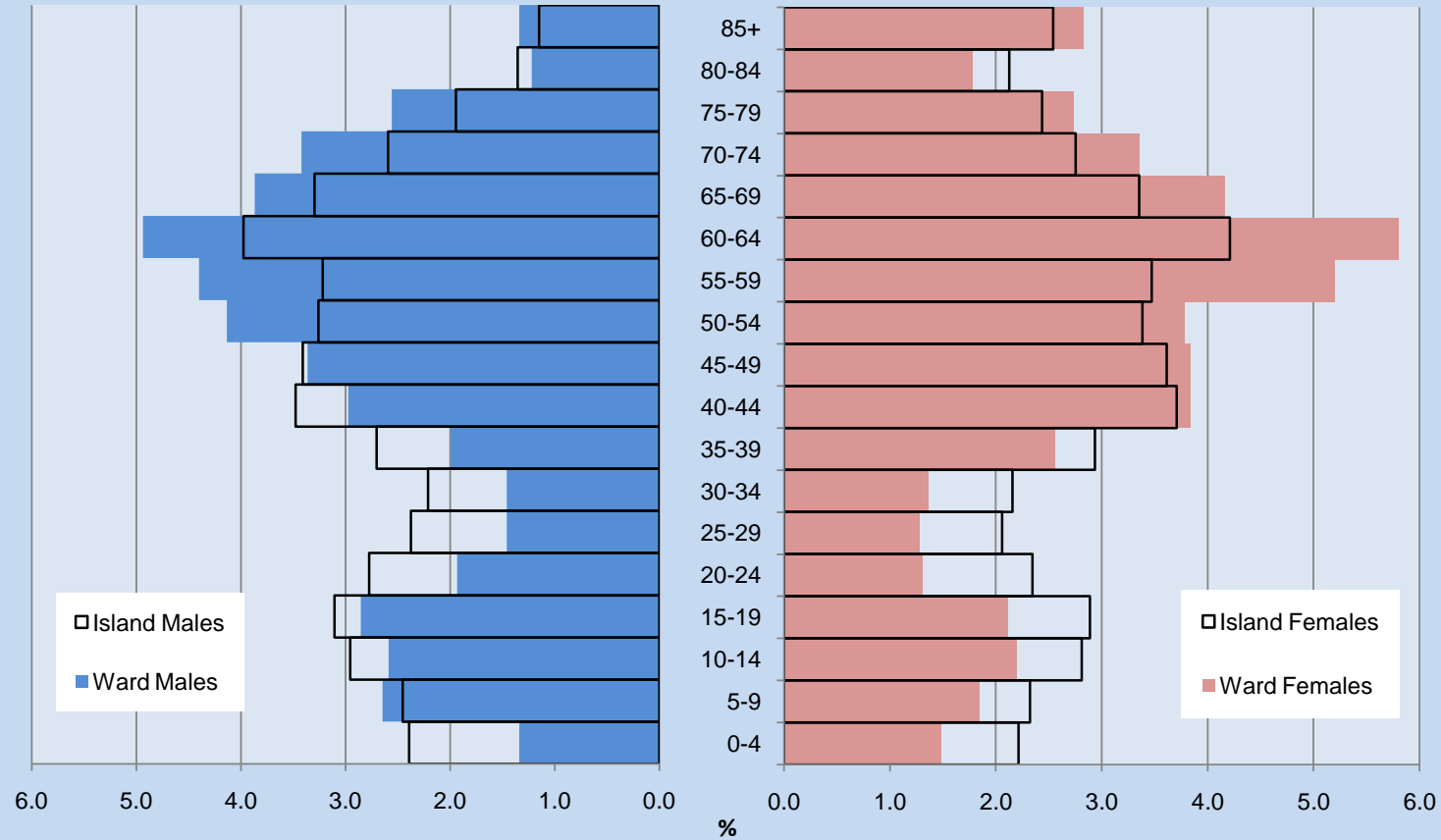


This ward is distinguished by the number of elderly females, in the 85+ age group there are around three times the number of 85+ females to 85+ males, overall there are significantly more people in the age groups 55+ than is the case for the Island as a whole.

The under 55 males broadly follow the Island profiles albeit at somewhat lower percentages. Females in particular appear to leave the area at age 18 to 24 for employment or education, although numbers of young children (under 10) are close to the Island profile.

West Wight Ward; Age and Gender as % of population (3361), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	45	95	140
80-84	41	60	101
75-79	86	92	178
70-74	115	113	228
65-69	130	140	270
60-64	166	195	361
55-59	148	175	323
50-54	139	127	266
45-49	113	129	242
40-44	100	129	229
35-39	67	86	153
30-34	49	46	95
25-29	49	43	92
20-24	65	44	109
15-19	96	71	167
10-14	87	74	161
5-9	89	62	151
0-4	45	50	95
All Ages	1,630	1,731	3,361



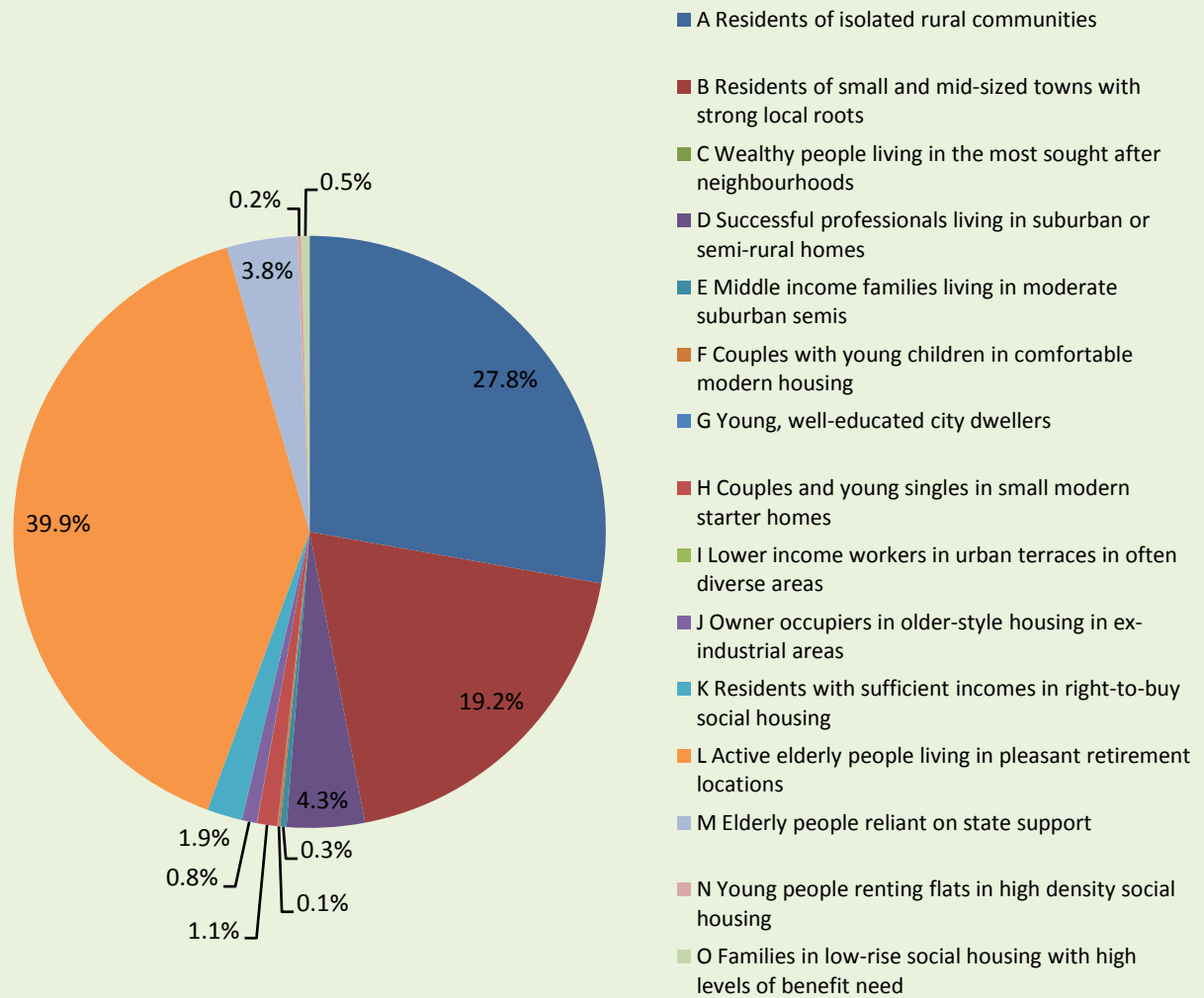
Young adults leave this ward at around age 20 to pursue education and/or employment, this has an impact on the number of under 10 children in the area.

Typically in the more rural areas there is an influx of people at about age 35, many of these will be buying 2nd and 3rd homes perhaps with an eye to ultimately retiring in the area. This group will have families containing larger numbers of teenage children.

The area is attracting larger than the Island proportion of the 'baby boomers' and many of these families will be reducing in size as their young adult children are leaving.

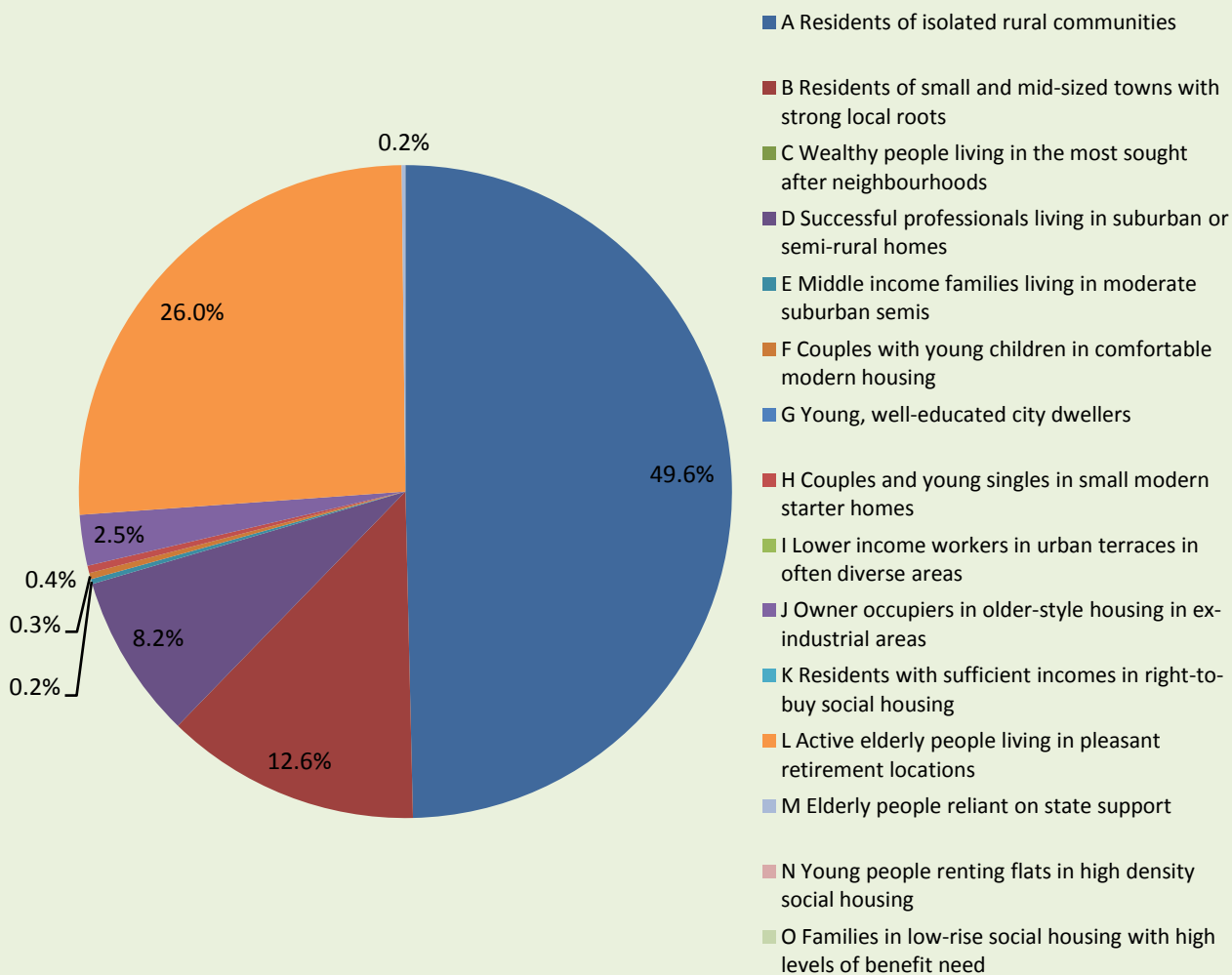
West Wight Cluster: Mosaic Group

	Cluster		Island	
	Number	%	Number	%
A Residents of isolated rural communities	2190	27.8	6260	9.3
B Residents of small and mid-sized towns with strong local roots	1514	19.2	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	335	4.3	3010	4.5
E Middle income families living in moderate suburban semis	27	0.3	2647	3.9
F Couples with young children in comfortable modern housing	10	0.1	481	0.7
G Young, well-educated city dwellers	2	0.0	1607	2.4
H Couples and young singles in small modern starter homes	87	1.1	2591	3.9
I Lower income workers in urban terraces in often diverse areas	1	0.0	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	64	0.8	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	152	1.9	5357	8.0
L Active elderly people living in pleasant retirement locations	3144	39.9	13874	20.7
M Elderly people reliant on state support	302	3.8	4435	6.6
N Young people renting flats in high density social housing	17	0.2	1186	1.8
O Families in low-rise social housing with high levels of benefit need	36	0.5	1286	1.9
Total	7881	100.0	67054	100.0



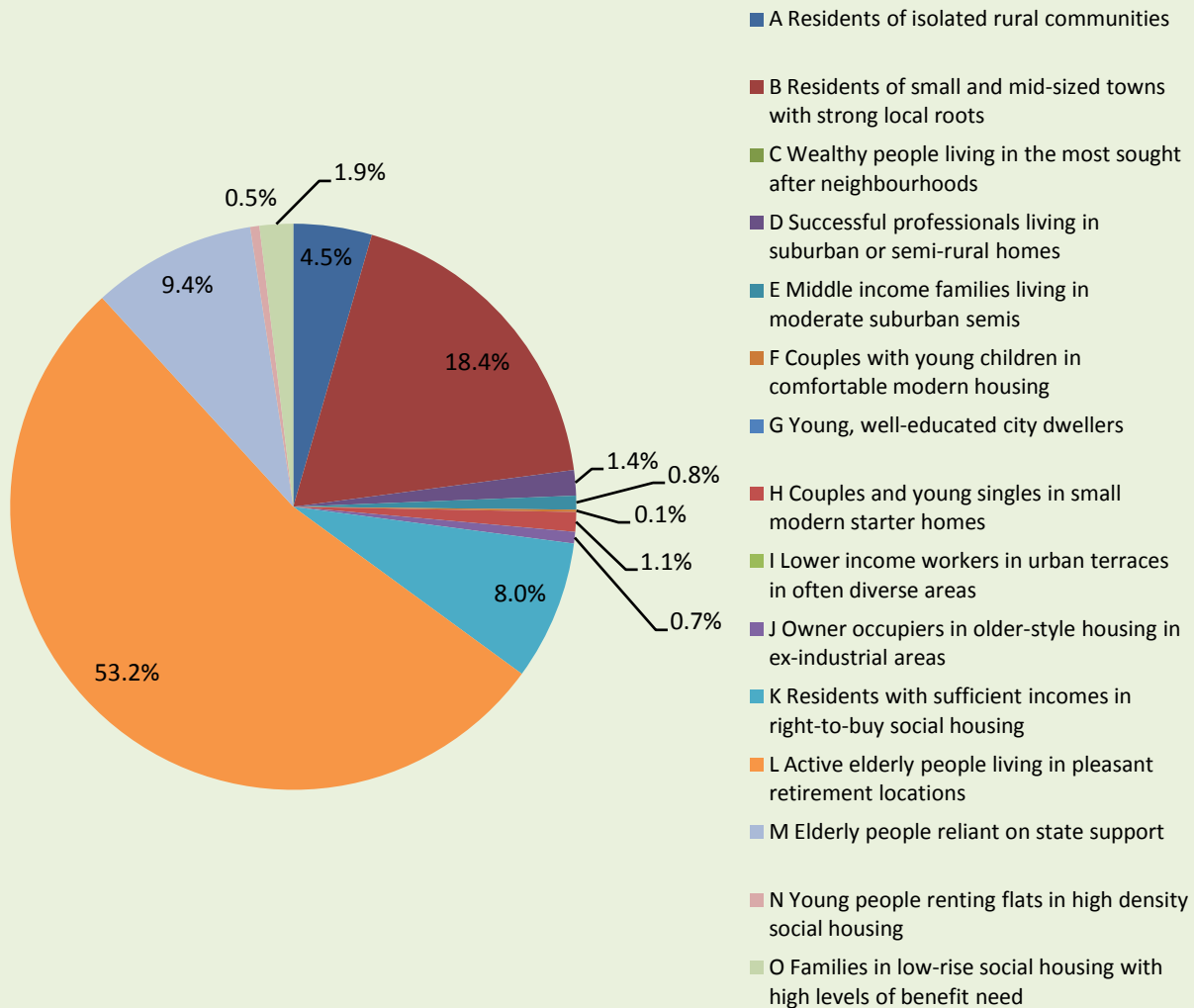
Central Wight: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	809	49.6	6260	9.3
B Residents of small and mid-sized towns with strong local roots	206	12.6	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	133	8.2	3010	4.5
E Middle income families living in moderate suburban semis	4	0.2	2647	3.9
F Couples with young children in comfortable modern housing	5	0.3	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	6	0.4	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	41	2.5	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	0	0.0	5357	8.0
L Active elderly people living in pleasant retirement locations	423	26.0	13874	20.7
M Elderly people reliant on state support	3	0.2	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	1630	100.0	67054	100.0



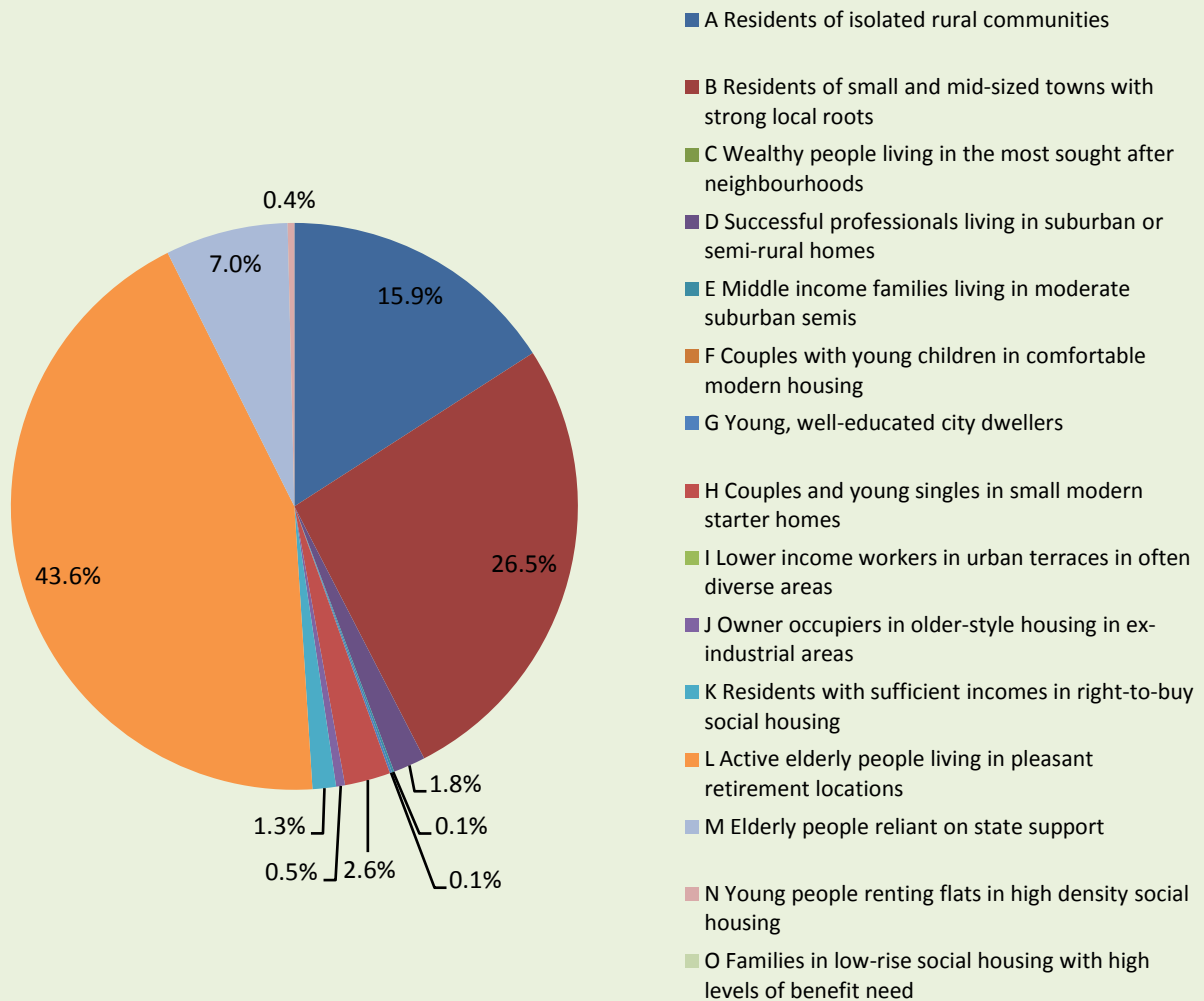
Freshwater North: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	68	4.5	6260	9.3
B Residents of small and mid-sized towns with strong local roots	280	18.4	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	22	1.4	3010	4.5
E Middle income families living in moderate suburban semis	12	0.8	2647	3.9
F Couples with young children in comfortable modern housing	2	0.1	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	17	1.1	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	10	0.7	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	121	8.0	5357	8.0
L Active elderly people living in pleasant retirement locations	807	53.2	13874	20.7
M Elderly people reliant on state support	142	9.4	4435	6.6
N Young people renting flats in high density social housing	8	0.5	1186	1.8
O Families in low-rise social housing with high levels of benefit need	29	1.9	1286	1.9
Total	1518	100.0	67054	100.0



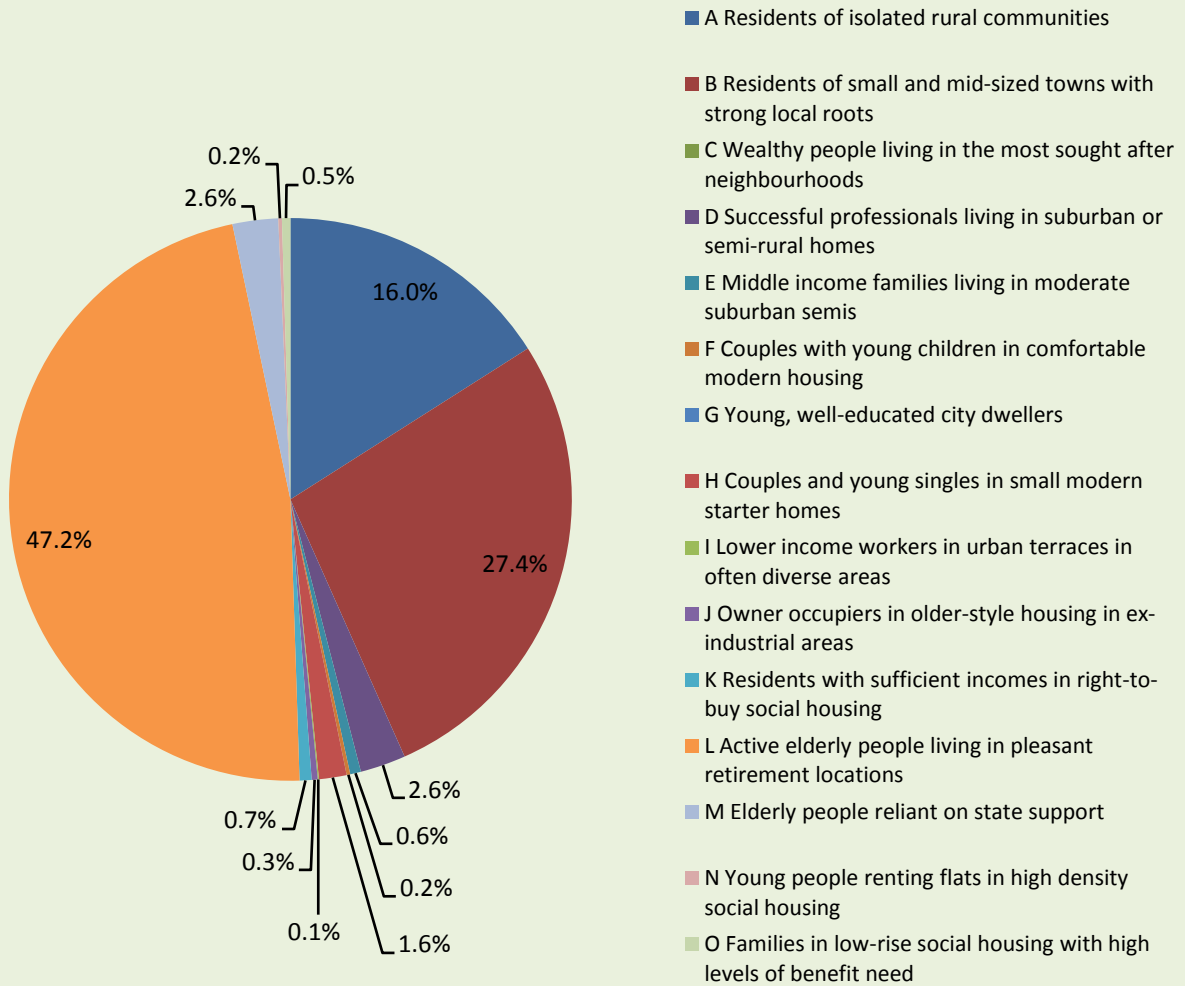
Freshwater South: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	250	15.9	6260	9.3
B Residents of small and mid-sized towns with strong local roots	417	26.5	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	29	1.8	3010	4.5
E Middle income families living in moderate suburban semis	2	0.1	2647	3.9
F Couples with young children in comfortable modern housing	0	0.0	481	0.7
G Young, well-educated city dwellers	2	0.1	1607	2.4
H Couples and young singles in small modern starter homes	41	2.6	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	8	0.5	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	21	1.3	5357	8.0
L Active elderly people living in pleasant retirement locations	686	43.6	13874	20.7
M Elderly people reliant on state support	110	7.0	4435	6.6
N Young people renting flats in high density social housing	6	0.4	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
Total	1572	100.0	67054	100.0



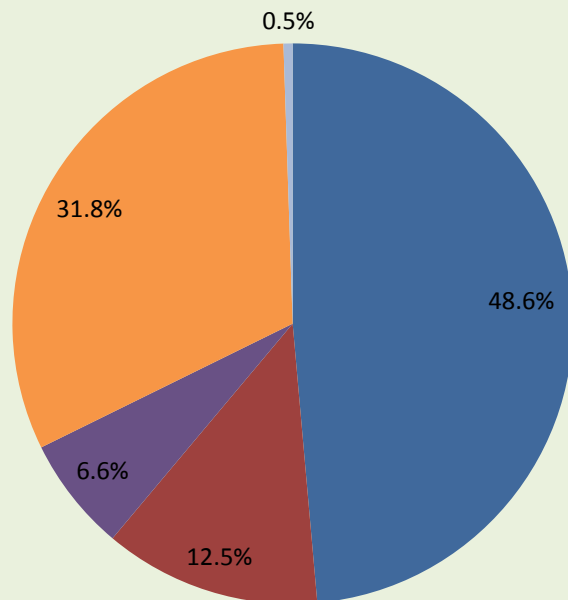
Totland: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	232	16.0	6260	9.3
B Residents of small and mid-sized towns with strong local roots	397	27.4	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	38	2.6	3010	4.5
E Middle income families living in moderate suburban semis	9	0.6	2647	3.9
F Couples with young children in comfortable modern housing	3	0.2	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	23	1.6	2591	3.9
I Lower income workers in urban terraces in often diverse areas	1	0.1	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	5	0.3	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	10	0.7	5357	8.0
L Active elderly people living in pleasant retirement locations	685	47.2	13874	20.7
M Elderly people reliant on state support	38	2.6	4435	6.6
N Young people renting flats in high density social housing	3	0.2	1186	1.8
O Families in low-rise social housing with high levels of benefit need	7	0.5	1286	1.9
Total	1451	100.0	67054	100.0



West Wight: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	831	48.6	6260	9.3
B Residents of small and mid-sized towns with strong local roots	214	12.5	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	113	6.6	3010	4.5
E Middle income families living in moderate suburban semis	0	0.0	2647	3.9
F Couples with young children in comfortable modern housing	0	0.0	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	0	0.0	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	0	0.0	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	0	0.0	5357	8.0
L Active elderly people living in pleasant retirement locations	543	31.8	13874	20.7
M Elderly people reliant on state support	9	0.5	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	1710	100.0	67054	100.0



- A Residents of isolated rural communities
- B Residents of small and mid-sized towns with strong local roots
- C Wealthy people living in the most sought after neighbourhoods
- D Successful professionals living in suburban or semi-rural homes
- E Middle income families living in moderate suburban semis
- F Couples with young children in comfortable modern housing
- G Young, well-educated city dwellers
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- N Young people renting flats in high density social housing
- O Families in low-rise social housing with high levels of benefit need