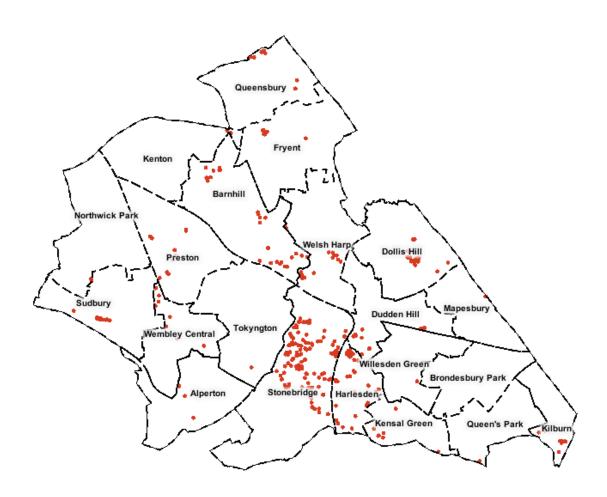
Appendix E

Mosaic Group G





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Characteristics common to group G are:

Unemployed

Low income

High indebtedness

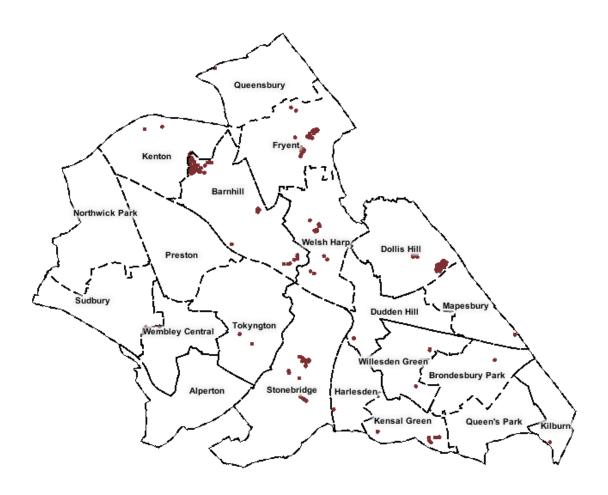
High use of income support

No access to car

Whole Group G is twice as likely as the national average to pay bills at the post office

Appendix E

Mosaic Types I





Characteristics common to Group I are:
Older people with high care needs
Low income
Pension credit
Medium indebtedness
No access to a car
Above national average likelihood to pay bills at post office