

# Mosaic Public Sector Group Profile



Your area or file:  
Comparison area or file:

**Binstead**  
**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	126	6.44	6,414	6.62	1.96	97
Older families living in suburbia	414	21.14	10,773	11.12	3.84	190
Families and singles in town terraces	95	4.85	9,015	9.30	1.05	52
Young singles in low cost accommodation, many in seaside locations	256	13.07	10,477	10.81	2.44	121
Low income families living in social housing with some home ownership	8	0.41	7,588	7.83	0.11	5
Older people living in social housing with high care needs	36	1.84	4,191	4.33	0.86	43
Retired and older workers preferring to live in familiar surroundings in small market towns	13	0.66	20,128	20.77	0.06	3
Financially secure and physically active older people, many retired to seaside locations	280	14.30	11,385	11.75	2.46	122
Rural Communities with older people and second homers	730	37.28	16,925	17.47	4.31	213
<b>Total</b>	<b>1,958</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>2.02</b>	<b>100</b>

### Binstead Ward: IoW Classification - Mosaic

