

# Mosaic Public Sector Group Profile



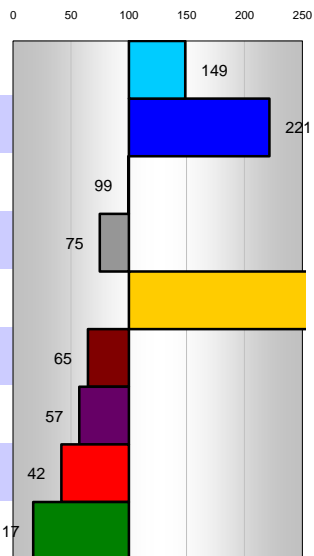
Your area or file:  
Comparison area or file:

**Ryde South West**  
**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	169	9.84	6,414	6.62	2.63	149
Older families living in suburbia	423	24.62	10,773	11.12	3.93	221
Families and singles in town terraces	159	9.25	9,015	9.30	1.76	99
Young singles in low cost accommodation, many in seaside locations	139	8.09	10,477	10.81	1.33	75
Low income families living in social housing with some home ownership	440	25.61	7,588	7.83	5.80	327
Older people living in social housing with high care needs	48	2.79	4,191	4.33	1.15	65
Retired and older workers preferring to live in familiar surroundings in small market towns	204	11.87	20,128	20.77	1.01	57
Financially secure and physically active older people, many retired to seaside locations	84	4.89	11,385	11.75	0.74	42
Rural Communities with older people and second homers	52	3.03	16,925	17.47	0.31	17
<b>Total</b>	<b>1,718</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>1.77</b>	<b>100</b>



### Ryde South West: IoW Classification - Mosaic

