

# Mosaic Public Sector Group Profile



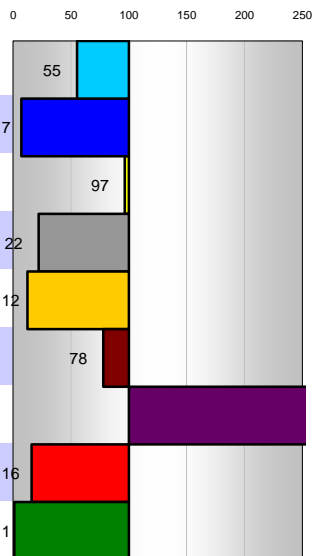
Your area or file:  
Comparison area or file:

**Ryde North East**  
**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	129	3.65	6,414	6.62	2.01	55
Older families living in suburbia	28	0.79	10,773	11.12	0.26	7
Families and singles in town terraces	317	8.98	9,015	9.30	3.52	97
Young singles in low cost accommodation, many in seaside locations	84	2.38	10,477	10.81	0.80	22
Low income families living in social housing with some home ownership	34	0.96	7,588	7.83	0.45	12
Older people living in social housing with high care needs	119	3.37	4,191	4.33	2.84	78
Retired and older workers preferring to live in familiar surroundings in small market towns	2,746	77.79	20,128	20.77	13.64	374
Financially secure and physically active older people, many retired to seaside locations	66	1.87	11,385	11.75	0.58	16
Rural Communities with older people and second homers	7	0.20	16,925	17.47	0.04	1
<b>Total</b>	<b>3,530</b>	<b>100</b>	<b>96,896</b>	<b>100</b>	<b>3.64</b>	<b>100</b>



### Ryde North East: IoW Classification - Mosaic

