

Mosaic Public Sector Group Profile



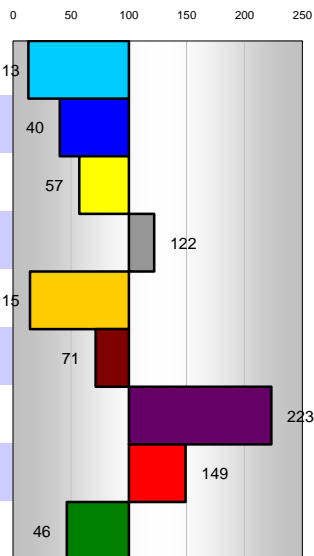
Your area or file:
Comparison area or file:

Ryde North 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	23	0.88	6,414	6.62	0.36	13
Older families living in suburbia	118	4.49	10,773	11.12	1.10	40
Families and singles in town terraces	140	5.33	9,015	9.30	1.55	57
Young singles in low cost accommodation, many in seaside locations	346	13.17	10,477	10.81	3.30	122
Low income families living in social housing with some home ownership	30	1.14	7,588	7.83	0.40	15
Older people living in social housing with high care needs	81	3.08	4,191	4.33	1.93	71
Retired and older workers preferring to live in familiar surroundings in small market towns	1,217	46.31	20,128	20.77	6.05	223
Financially secure and physically active older people, many retired to seaside locations	460	17.50	11,385	11.75	4.04	149
Rural Communities with older people and second homers	213	8.11	16,925	17.47	1.26	46
Total	2,628	100	96,896	100	2.71	100



Ryde North West: IoW Classification - Mosaic

