

Mosaic Public Sector Group Profile



Your area or file:
Comparison area or file:

Ryde South 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	291	14.79	6,414	6.62	4.54	223
Older families living in suburbia	51	2.59	10,773	11.12	0.47	23
Families and singles in town terraces	756	38.41	9,015	9.30	8.39	413
Young singles in low cost accommodation, many in seaside locations	140	7.11	10,477	10.81	1.34	66
Low income families living in social housing with some home ownership	261	13.26	7,588	7.83	3.44	169
Older people living in social housing with high care needs	121	6.15	4,191	4.33	2.89	142
Retired and older workers preferring to live in familiar surroundings in small market towns	329	16.72	20,128	20.77	1.63	80
Financially secure and physically active older people, many retired to seaside locations	3	0.15	11,385	11.75	0.03	1
Rural Communities with older people and second homers	16	0.81	16,925	17.47	0.09	5
Total	1,968	100	96,896	100	2.03	100



Ryde SouthEast: IoW Classification - Mosaic

