

Percentage (%) of households in Mosaic Groups (by Cluster)		Isle of Wight	Cowes	Newport	Ryde	South Wight	The Bay	West Wight
Total household number in all groups		67,054	12,832	10,515	17,874	7,906	10,046	7,881
A	Residents of isolated rural communities	9.3	2.5	2.4	7.8	24.3	1.8	27.8
B	Residents of small and mid-sized towns with strong local roots	24.2	26.3	12.8	19.7	28.6	42.0	19.2
C	Wealthy people living in the most sought after neighbourhoods	0.1	0.3	0.1	0.2	0.0	0.0	0.0
D	Successful professionals living in suburban or semi-rural homes	4.5	5.2	2.7	5.9	4.4	3.2	4.3
E	Middle income families living in moderate suburban semis	3.9	4.2	10.3	4.4	0.8	1.5	0.3
F	Couples with young children in comfortable modern housing	0.7	1.2	1.3	0.7	0.2	0.3	0.1
G	Young, well-educated city dwellers	2.4	0.2	3.3	5.9	0.5	1.3	0.0
H	Couples and young singles in small modern starter homes	3.9	6.6	6.6	4.0	0.6	1.9	1.1
I	Lower income workers in urban terraces in often diverse areas	2.7	3.5	8.5	2.2	0.2	0.6	0.0
J	Owner occupiers in older-style housing in ex-industrial areas	9.2	17.2	16.3	8.9	2.3	4.4	0.8
K	Residents with sufficient incomes in right-to-buy social housing	8.0	7.9	15.5	7.1	6.1	8.1	1.9
L	Active elderly people living in pleasant retirement locations	20.7	16.7	4.0	22.1	26.0	21.5	39.9
M	Elderly people reliant on state support	6.6	6.6	9.7	6.4	3.6	8.4	3.8
N	Young people renting flats in high density social housing	1.8	0.5	3.0	2.7	1.8	1.6	0.2
O	Families in low-rise social housing with high levels of benefit need	1.9	1.0	3.4	1.9	0.8	3.6	0.5

Source: Experian, Mosaic Public Sector