



Public Sector to Mosaic UK 7 Lookup

Public Sector Group/Type			UK Group/Type		
Letter	Number	Description	Letter	Number	Description
A	01	Country Living	C	03	Country Living
B	02	Prestige Positions	B	02	Prestige Positions
C	03	City Prosperity	A	01	City Prosperity
D	04	Domestic Success	G	07	Domestic Success
E	05	Suburban Stability	F	06	Suburban Stability
F	06	Senior Security	E	05	Senior Security
G	07	Rural Reality	D	04	Rural Reality
H	08	Aspiring Homemakers	H	08	Aspiring Homemakers
I	09	Urban Cohesion	N	14	Urban Cohesion
J	10	Rental Hubs	O	15	Rental Hubs
K	11	Modest Traditions	M	13	Modest Traditions
L	12	Transient Renters	J	10	Transient Renters
M	13	Family Basics	I	09	Family Basics
N	14	Vintage Value	L	12	Vintage Value
O	15	Municipal Tenants	K	11	Municipal Tenants
A01	01	Rural Vogue	C11	11	Rural Vogue
A02	02	Scattered Homesteads	C12	12	Scattered Homesteads
A03	03	Wealthy Landowners	C10	10	Wealthy Landowners
A04	04	Village Retirement	C13	13	Village Retirement
B05	05	Empty-Nest Adventure	B09	09	Empty-Nest Adventure
B06	06	Bank of Mum and Dad	B08	08	Bank of Mum and Dad
B07	07	Alpha Families	B07	07	Alpha Families
B08	08	Premium Fortunes	B05	05	Premium Fortunes
B09	09	Diamond Days	B06	06	Diamond Days
C10	10	World-Class Wealth	A01	01	World-Class Wealth
C11	11	Penthouse Chic	A03	03	Penthouse Chic
C12	12	Metro High-Flyers	A04	04	Metro High-Flyers
C13	13	Uptown Elite	A02	02	Uptown Elite
D14	14	Cafés and Catchments	G26	26	Cafés and Catchments
D15	15	Modern Parents	G28	28	Modern Parents
D16	16	Mid-Career Convention	G29	29	Mid-Career Convention
D17	17	Thriving Independence	G27	27	Thriving Independence
E18	18	Dependable Me	F25	25	Dependable Me
E19	19	Fledgling Free	F24	24	Fledgling Free
E20	20	Boomerang Boarders	F22	22	Boomerang Boarders
E21	21	Family Ties	F23	23	Family Ties
F22	22	Legacy Elders	E18	18	Legacy Elders
F23	23	Solo Retirees	E21	21	Solo Retirees
F24	24	Bungalow Haven	E19	19	Bungalow Haven
F25	25	Classic Grandparents	E20	20	Classic Grandparents
G26	26	Far-Flung Outposts	D17	17	Far-Flung Outposts
G27	27	Outlying Seniors	D16	16	Outlying Seniors
G28	28	Local Focus	D15	15	Local Focus
G29	29	Satellite Settlers	D14	14	Satellite Settlers
H30	30	Affordable Fringe	H31	31	Affordable Fringe
H31	31	First-Rung Futures	H32	32	First-Rung Futures
H32	32	Flying Solo	H35	35	Flying Solo
H33	33	New Foundations	H34	34	New Foundations
H34	34	Contemporary Starts	H33	33	Contemporary Starts
H35	35	Primary Ambitions	H30	30	Primary Ambitions
I36	36	Culture & Comfort	N58	58	Culture & Comfort

I37	37	Community Elders
I38	38	Large Family Living
I39	39	Ageing Access
J40	40	Career Builders
J41	41	Central Pulse
J42	42	Learners & Earners
J43	43	Student Scene
J44	44	Flexible Workforce
J45	45	Bus-Route Renters
K46	46	Self Supporters
K47	47	Back with the Folks
K48	48	Down-to-Earth Owners
L49	49	Youthful Endeavours
L50	50	Renting Rooms
L51	51	Value Rentals
L52	52	Midlife Renters
M53	53	Budget Generations
M54	54	Economical Families
M55	55	Families on a Budget
M56	56	Solid Economy
N57	57	Seasoned Survivors
N58	58	Retirement Communities
N59	59	Pocket Pensions
N60	60	Flatlet Seniors
N61	61	Estate Veterans
O62	62	Mature Workers
O63	63	Single Essentials
O64	64	High Rise Residents
O65	65	City Diversity
O66	66	Inner City Stalwarts

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