

Group A

Younger families in newer homes

6,414 households, 6.6% of households in Isle of Wight*



Key Features

- Young couples
- Children at middle/secondary school
- Middle incomes
- Low unemployment
- Good prospects
- Modern homes
- Internet
- High borrowing
- Good health

Description


Group A is found in the modern suburbs of mortgaged owner-occupiers which are affordable to middle incomes. These are mostly younger age groups who are married. They are now raising children in post war family houses, often in areas of the country with rapidly growing populations. General health levels are good, there are some gym members but also some with inactive lifestyles which does not yet affect their health.


Group A has a strong requirement for credit, needing to finance two cars, a mortgage on a new house, and consumer durables such as living room furniture and kitchen appliances. With steady incomes and often with two parents working these debts are usually affordable. They are basic rate tax payers, tend not to require the support of the state, and are likely to pay their council tax bills.


This group regards their neighbourhood as an area that they enjoy living in and fear of crime is less than the national average. Where an offence does occur there is a general level of satisfaction with the police response. Whilst this Group shows concern for the environment, it is not particularly prepared to do anything of significance about it. This Group's dependence on the car means they are very likely to have high vehicle emissions, but the relatively modern nature of properties means that they have higher levels of insulation and more efficient heating and lighting than older properties.




Communications Strategies

Internet:
 This group are connected to the internet and are already likely to use it for activities such as banking, booking holidays and shopping. They will also use it to learn about products. As such, the internet provides a suitable channel for this group both in terms of information and service delivery.

Email:
 This group are likely to have email at home, and would be comfortable using it as a communications channel.

Telephone:
 Telephone advice lines are likely to be popular with this group. Their lives tend to be quite busy, juggling the demands of their career with that of their young family. Remote channels such as the telephone or the internet are popular with this group, as they can access them at a time most suitable to them.

Unreceptive:
 Terrestrial TV
Broadsheet newspapers

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Service Need

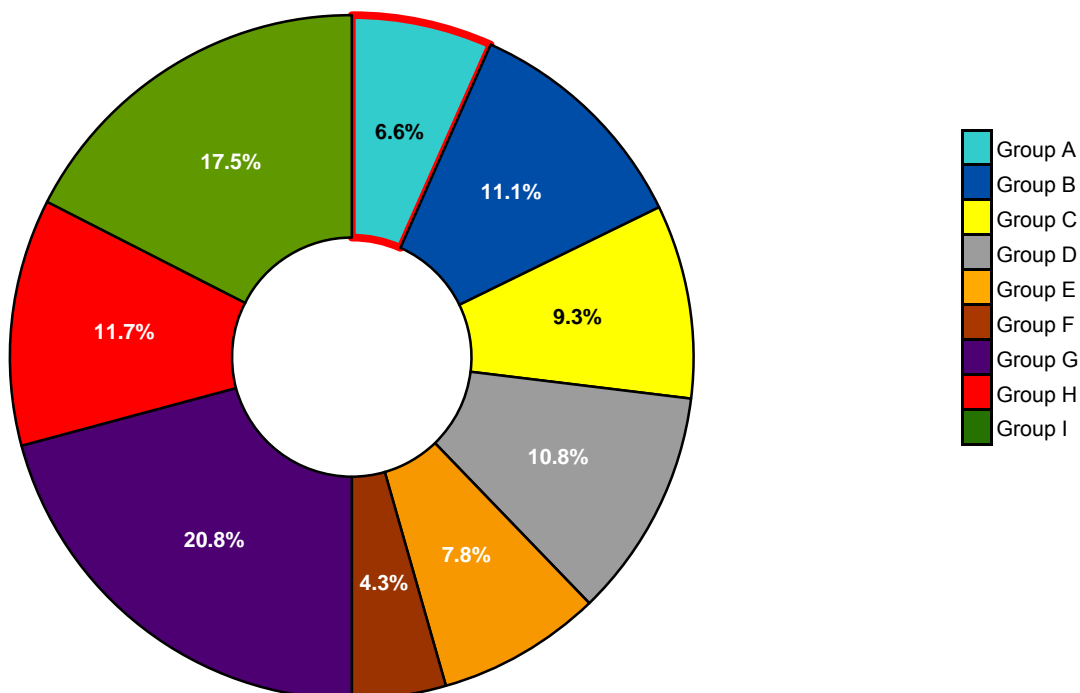
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

Service Need

| | | | |
|--|---------------|-------------------------------------|---------------|
| Council Tax Discount | High | Refuse - Large Items | Below Average |
| Benefits - Income Support | High | Internet Banking | High |
| Benefits - Disability Living Allowance | Below Average | No Current Account | Low |
| Benefits - Working Family Tax Credit | Below Average | Library services | Average |
| Special Education Needs | Average | Theatre and the Arts | Average |
| Adult Social Care: Mental Health | Average | Gym Membership - Leisure Services | High |
| Adult Social Care: Physical Disability | Low | Key Stage 4-5 Passes A-C | Average |
| Planning | Low | Crime - Police Rating: Very Poor | Average |
| Housing Benefit - New Claim | Average | Environment - Concerned About | Average |
| Refuse - Recycling | Average | Environment - People Should Recycle | Average |
| Refuse - Garden Waste | Average | Housing - Public Rented | Low |

About this Group in Isle of Wight

| Mosaic types within | Wealth Rank | Age Rank | H'hold Count | H'hold % |
|--------------------------|-------------|----------|--------------|----------|
| A06 High Technologists | 3 | 19 | 67 | 0.1% |
| B08 Just Moving In | 36 | 26 | 196 | 0.2% |
| B09 Fledgling Nurseries | 14 | 3 | 75 | 0.1% |
| B10 Upscale New Owners | 7 | 7 | 29 | 0.0% |
| B11 Families Making Good | 18 | 15 | 978 | 1.0% |
| B12 Middle Rung Families | 19 | 14 | 1561 | 1.6% |
| B13 Burdened Optimists | 37 | 4 | 3160 | 3.3% |
| B14 In Military Quarters | 26 | 2 | 1 | 0.0% |
| E31 Caring Professionals | 31 | 13 | 259 | 0.3% |
| E32 Dinky Developments | 32 | 5 | 88 | 0.1% |



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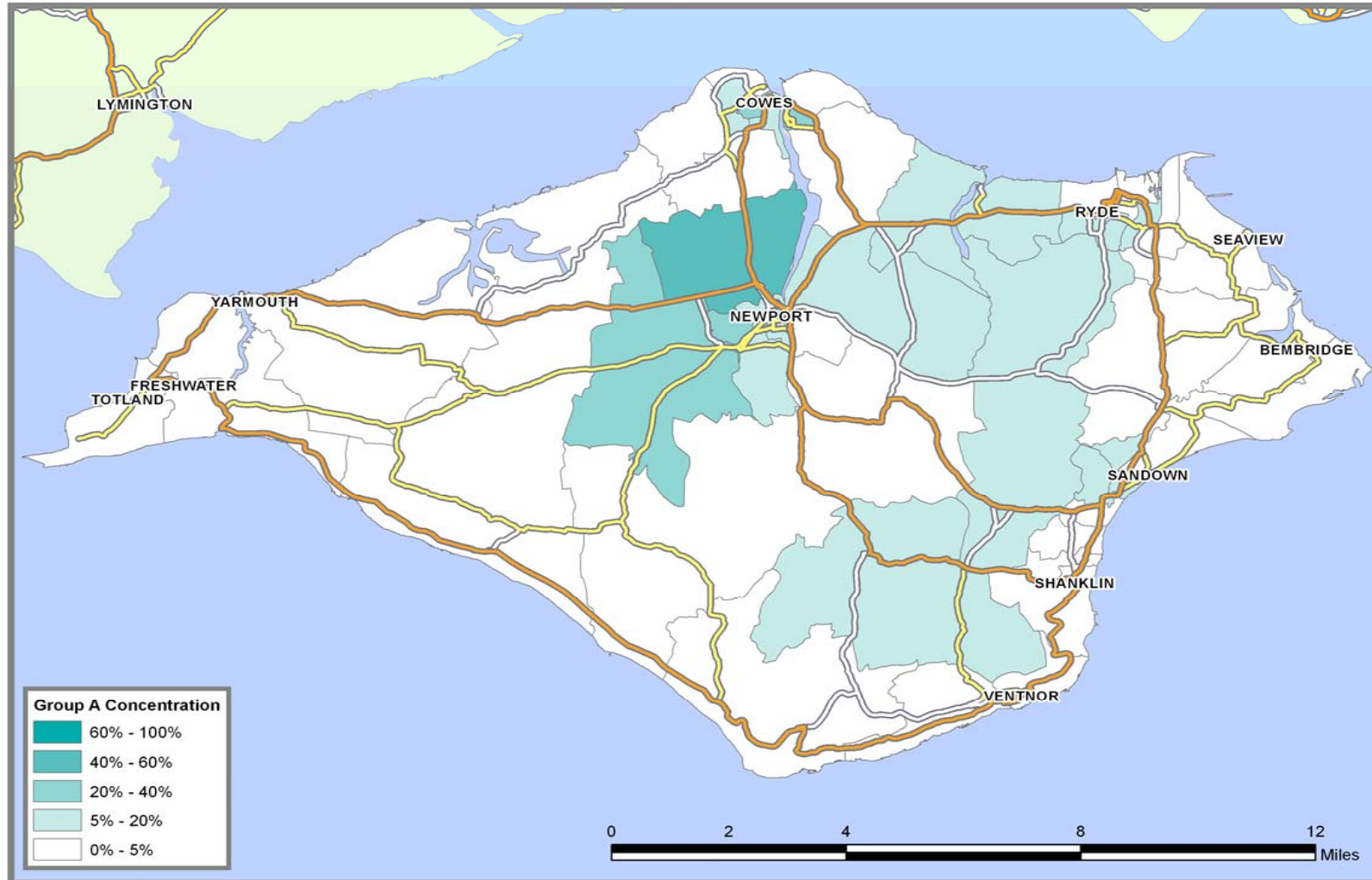
Ward Level Breakdown

| Ward | Households in Group A | % | Representation in Relation to Isle of Wight |
|-------------------------------|-----------------------|-------------|---|
| Ashey | 234 | 13.5% | |
| Bembridge North | 0 | 0.0% | |
| Bembridge South | 0 | 0.0% | |
| Binstead | 126 | 6.4% | |
| Brading and St Helens | 1 | 0.0% | |
| Brighstone and Calbourne | 0 | 0.0% | |
| Carisbrooke East | 508 | 32.3% | |
| Carisbrooke West | 396 | 24.2% | |
| Central Rural | 91 | 4.9% | |
| Chale, Niton and Whitwell | 10 | 0.4% | |
| Cowes Castle East | 89 | 3.2% | |
| Cowes Castle West | 124 | 9.8% | |
| Cowes Central | 409 | 31.4% | |
| Cowes Medina | 306 | 18.2% | |
| East Cowes North | 28 | 2.2% | |
| East Cowes South | 471 | 25.1% | |
| Fairlee | 126 | 8.3% | |
| Freshwater Afton | 13 | 0.5% | |
| Freshwater Norton | 2 | 0.1% | |
| Gurnard | 19 | 1.4% | |
| Lake North | 92 | 6.3% | |
| Lake South | 0 | 0.0% | |
| Mount Joy | 72 | 5.5% | |
| Newchurch | 94 | 5.4% | |
| Newport North (Isle of Wight) | 385 | 13.7% | |
| Newport South (Isle of Wight) | 307 | 16.5% | |
| Northwood (Isle of Wight) | 46 | 4.2% | |
| Osborne | 82 | 4.7% | |
| Pan | 40 | 2.9% | |
| Parkhurst | 724 | 42.8% | |
| Ryde North East | 129 | 3.7% | |
| Ryde North West | 23 | 0.9% | |
| Ryde South East | 291 | 14.8% | |
| Ryde South West | 169 | 9.8% | |
| St Johns East | 77 | 3.8% | |
| St Johns West | 255 | 9.6% | |
| Sandown North | 22 | 0.8% | |
| Sandown South | 3 | 0.1% | |
| Seaview and Nettlestone | 68 | 3.3% | |
| Shalfleet and Yarmouth | 5 | 0.3% | |
| Shanklin Central | 2 | 0.1% | |
| Shanklin North | 38 | 2.4% | |
| Shanklin South | 146 | 6.8% | |
| Totland | 18 | 0.7% | |
| Ventnor East | 30 | 0.9% | |
| Ventnor West | 62 | 2.4% | |
| Wootton (Isle of Wight) | 168 | 7.3% | |
| Wroxall and Godshell | 113 | 5.3% | |
| Isle of Wight | 6,414 | 6.6% | |

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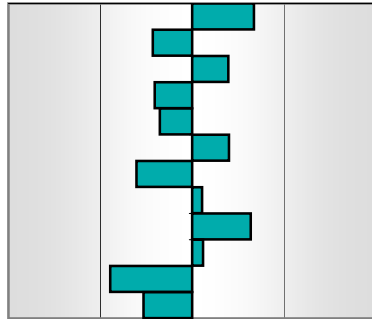
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The following charts have been generated using Isle of Wight data. All index values have been calculated using the Isle of Wight population as the average.

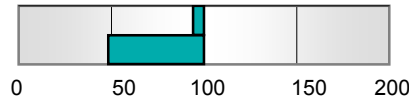
CRM data

- iwight.com Website User
- Phone
- Visitor
- Call Centre
- Highways
- Benefits and Council Tax
- Building Control
- Housing and Homeless
- Job Packs
- Parking
- Planning
- Recycling and Waste Collection



Social Services

- Mental_Health
- Physical_Disability



Health - Hospital admissions*

- All Admissions
- Elective
- Emergency
- Total Long Term Illness



Crime - Police Incidents

- Assault
- Criminal damage
- Public Order
- Theft



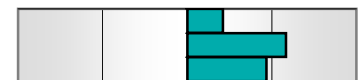
Leisure data - Centre

- Heights leisure centre
- Medina leisure centre
- Waterside pool



Leisure data - Membership Type

- Swim
- Gym, Swim & Classes
- Resident Discount Card



Leisure data - Gender

- Female
- Male



The charts shown on this page show index values.

An index is a measure of how likely this group is to have a particular characteristic, compared to the average (on this page it is the Isle of Wight average - on subsequent pages it is the national average).

An index of 100 is average. Any value above 100 is over represented, meaning that this group is more likely than average to have the characteristic in question. This is shown in the chart by the bar extending to the right of the centre line. An index below 100 is under represented, & the bar in the chart will be to the left of the centre line.

*Hospital admissions data is sourced from Hospital Episode Statistics data for the Isle of Wight - 2006 to 2007

A

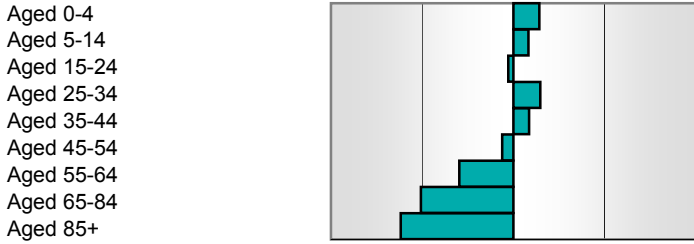
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Gender



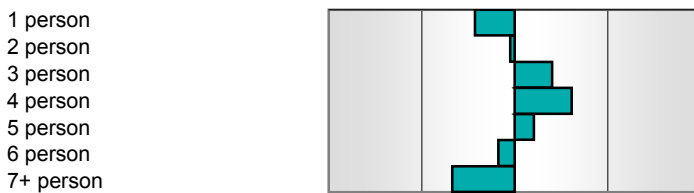
Age



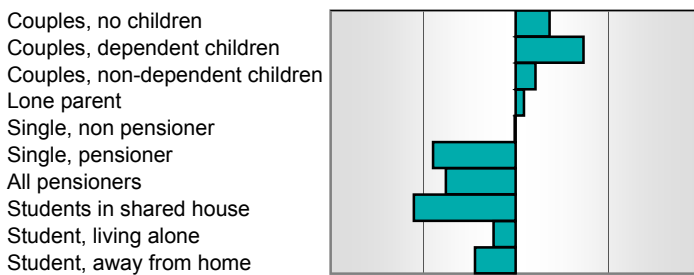
Marital Status



Number in Household



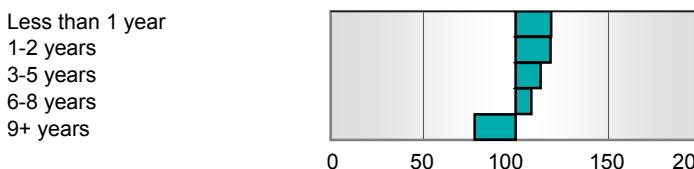
Household Composition



Children in Household



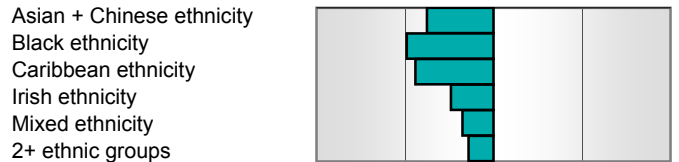
Length of Residency



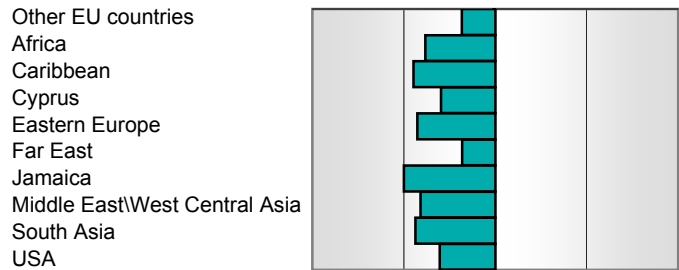
Social Grade



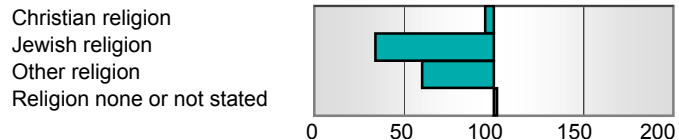
Ethnicity



Region of Birth



Religion



0 50 100 150 200

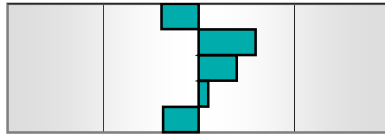
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Adults' Education

- No qualifications
- 1 + O level
- 5 + O levels
- 2 + A levels
- Degree



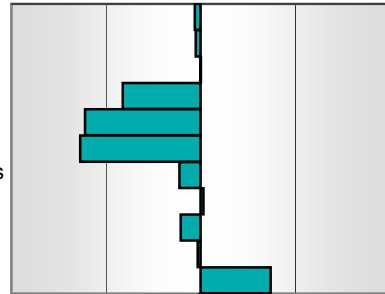
Childrens Education - Key Stage 1

- Maths Level 3
- Writing Level 3
- Overall Level 3



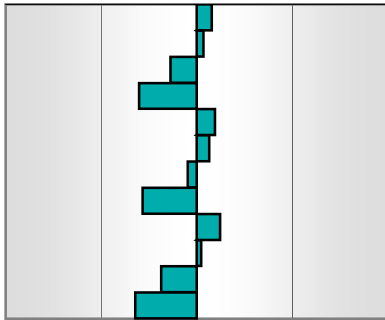
Childrens Education - Key Stage 2

- Maths Level 5
- English Level 5
- Science Level 5
- Have free school meals
- English not home language
- Refugee status
- High Special Educational Needs
- Community School
- Voluntary aided School
- Voluntary Controlled School
- Foundation School



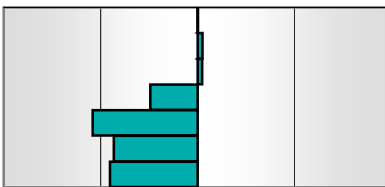
Childrens Education - Key Stage 3

- English Level 5
- English Level 6
- English Level 7
- English Level 8
- Maths Level 5
- Maths Level 6
- Maths Level 7
- Maths Level 8
- Science Level 5
- Science Level 6
- Science Level 7
- Science Level 8



Childrens Education - Key Stage 4

- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status

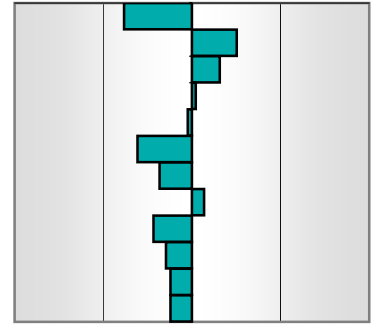


* (English + Maths)

0 50 100 150 200

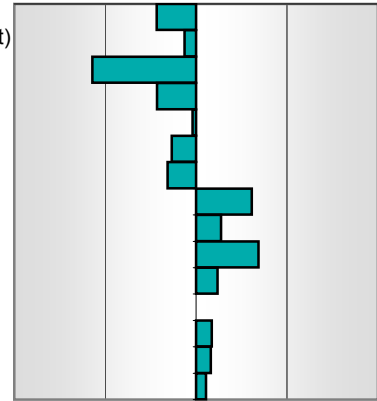
Employment - General

- Unemployed
- Full time
- Part time
- Females over 31 hours
- Males over 49 hours
- Self employed, staff
- Self employed, no staff
- Employee
- Work at home
- Small or home office
- Providers of unpaid care
- Looking after home



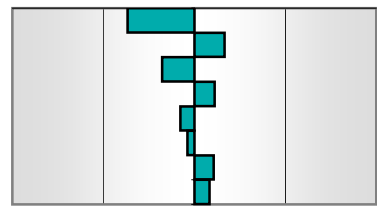
Occupation

- Large employers
- Small employers (own account)
- Director, large company
- Director, small company
- High manager
- High professional
- Female manager and prof.
- Intermediate
- Lower managerial and prof.
- Lower supervisory
- Admin and secretarial
- Personal service
- Sales and customer service
- Skilled trades
- Process, plant operatives



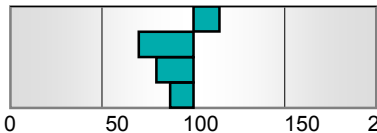
Industry

- Agriculture
- Defence
- Hotels and catering
- Manufacturing and mining
- Private sector office functions
- Public sector admin
- Transport, storage, comms
- Wholesale, retail trade etc



Travel to Work

- Car or van
- Public transport
- Walk
- Other method of transport



0 50 100 150 200

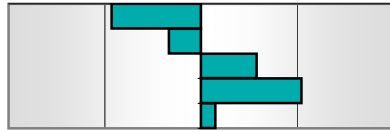
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Household Income

- Under £7,499
- £7,500-£13,499
- £13,500-£24,999
- £25,000-£49,999
- £50,000+



Personal Income

- Under £6,499
- £6,500-£11,499
- £11,500-£17,499
- £17,500-£39,999
- £40,000+



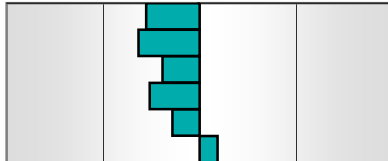
Tax

- Basic rate
- Higher rate
- No tax



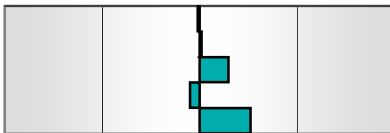
Benefits

- Income Support
- Jobseeker's Allowance
- State Pension
- Pension Credit
- Disability Living Allowance
- Working Family Tax Credit



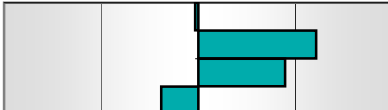
County Court Judgements

- Number of CCJs - 0
- Number of CCJs - 1
- Number of CCJs - 2 or more
- Value of CCJs - £1-1000
- Value of CCJs - £1000+



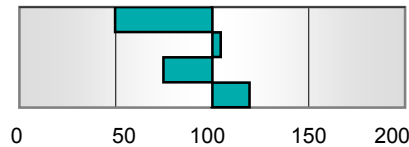
Types of Banking

- Visit bank
- Internet banking
- Phone banking
- Pay bills at Post Office



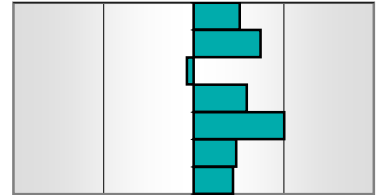
Current Accounts

- No account
- Cheque book
- Card, no cheque book
- Overdraft facility



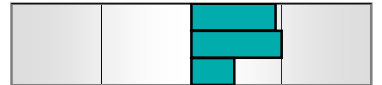
Credit

- Monthly balance £501-1000
- Monthly balance £1001+
- Always pay in full
- Usually pay in full
- Never pay in full
- Have store card
- Interest free credit by mail



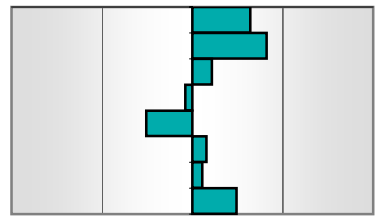
Loans

- Secured
- Unsecured
- Personal



Savings and Investments

- Regular savings
- Child savings
- ISAs (Cash)
- ISAs (Equity and Shares)
- Unit Trusts
- Premium Bonds
- Other national savings
- Personal Pension



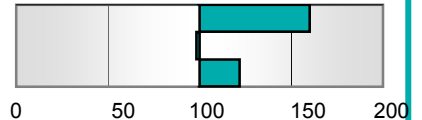
Shareholdings

- No shares
- High value
- Low value



Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

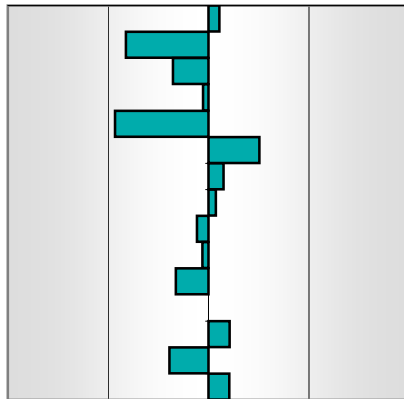
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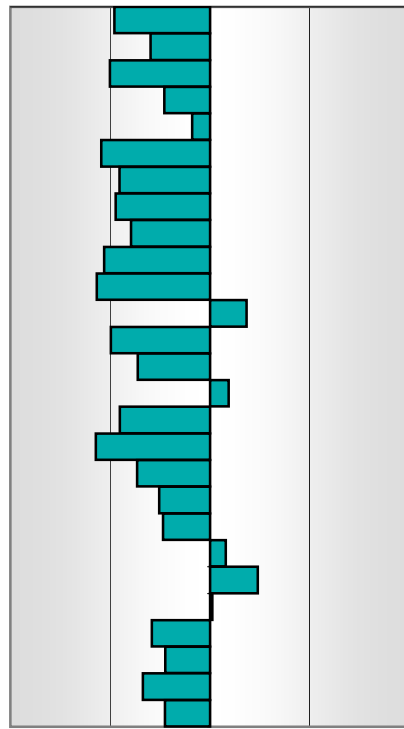
Health and Lifestyle

- Good General Health
- Poor General Health
- Long Term Illness
- BMI Index Over 30
- Type 2 Diabetes
- Have not taken up MMR
- Current Cigarette Smoker
- Heavy Smokers >20 a Day
- Light Smokers <10 a Day
- < 1 Portion Fruit or Veg a Day
- > 5 Portions Fruit and Veg a Day
- Leisure: Gym, Swim & Classes
- Athletics/running
- Drink 3 Days a week or more
- 8+ Drinks in Last 7 Days



Hospital Episode Statistics (HES)

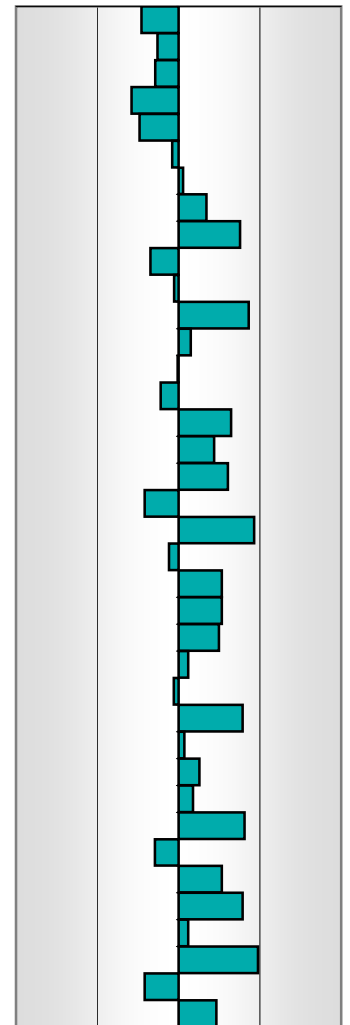
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia
- Other L respiratory infections
- Other disease U respiratory tract
- Chronic L respiratory diseases
- Lung diseases (external agents)
- Diseases of liver
- Disorders of gall bladder
- Diseases of the kidney
- Pregnancy (abortive outcome)
- Labour\delivery complications
- Delivery
- Surgical\medical complication
- Total Admissions
- Emergency Admissions
- Teenage Pregnancy



U = Upper
L = Lower

Recreation

- Antiques and fine art
- Art
- Betting
- Bingo
- Bird-watching
- Boats and yachting
- Books
- Camping and caravanning
- Cinema and films
- Classical music
- Competitions
- Computer games
- Cookery
- Country pursuits
- Crosswords and puzzles
- Cycling
- Eating out
- Fashion clothing
- Feeding garden birds
- Football
- Gardening
- Going to the pub
- Golf
- Hair and beauty
- Hiking and walking
- History
- Home computing
- Military interests
- Motoring
- Pets
- Pop music
- Railways
- Rock music
- Study open university
- Theatre and the arts
- Using Internet
- Voluntary and charity work
- Wines



Personal Computing

- Personal computer
- Personal organiser\palm-top
- Connected to the Internet
- Broadband access at home
- Email at home



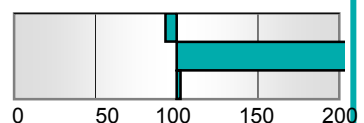
Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



TV Viewing

- Heavy
- Medium
- Light



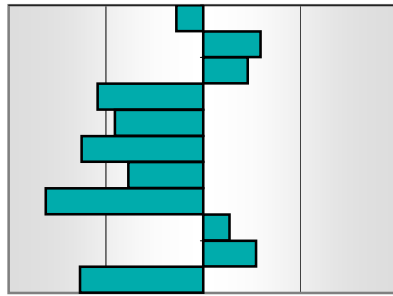
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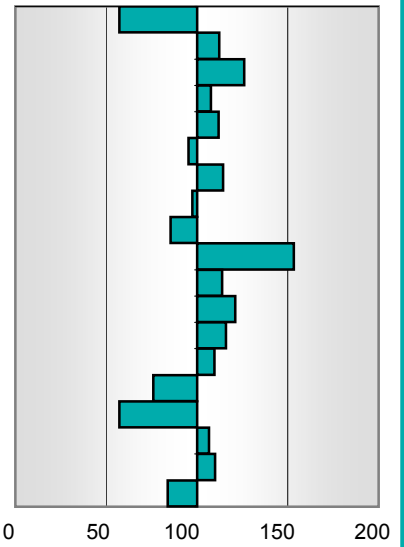
Type of Property

- Detached
- Semi detached
- Terraced
- Purpose built flat
- Converted flats
- Converted or shared house
- Communal establishments
- Farm
- Garden
- Garage
- Second home



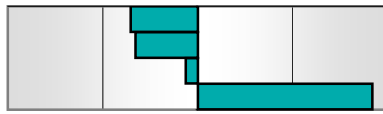
Type of Car

- No access to car
- 1 car
- 2 cars
- 3+ cars
- Cars per household
- New car
- Second hand car
- Petrol
- Company car
- Diesel
- Basic
- Small
- Lower Medium
- Upper Medium
- Executive
- Luxury
- Minivan
- Sports
- Sports Utility (4x4)



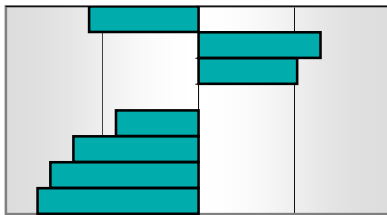
Property Age

- Built Pre 1920
- Built 1920-1945
- Built 1946-1979
- Built 1980+



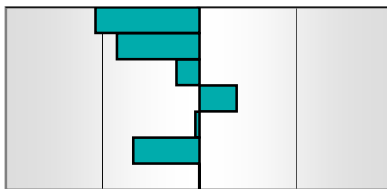
Council Tax Band

- Band A
- Band B
- Band C
- Band D
- Band E
- Band F
- Band G
- Band H



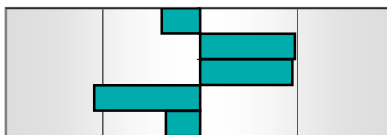
Number of Rooms

- 1 room
- 2 rooms
- 3-4 rooms
- 5-6 rooms
- 7 rooms
- 8 rooms
- Average



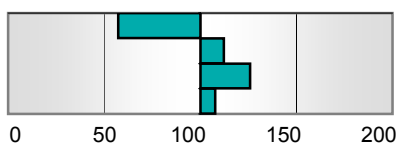
Home Ownership

- Own outright
- Own with mortgage
- Remortgaged
- Public rented
- Private rented



Number of Cars

- No access to car
- 1 car
- 2 cars
- 3+ cars



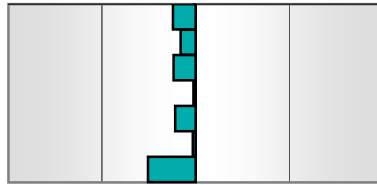
A

Younger families in newer homes

6,414 households, 6.6% of households in Isle of Wight

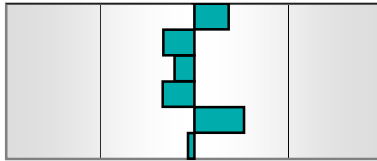
Our Neighbourhood

- Influence decisions in local area
- Tell-off youths if trouble-making
- Mutual neighbourhood watch
- Different people get on well
- ASB worsened over last 2 years
- Definitely I enjoy living in area
- Strangers often in this area



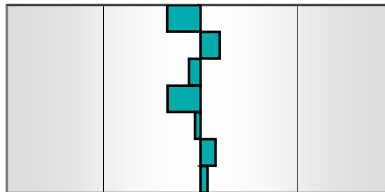
Neighbourhood Problems

- Noisy neighbours
- People drunk or rowdy
- People using/dealing drugs
- Rubbish or litter
- Teenagers hanging around
- Vandalism and graffiti



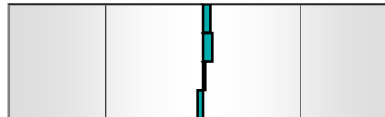
Things That Worry Us

- Beings a victim of Crime
- Having car stolen
- Having things stolen from car
- Being mugged
- Being attacked by strangers
- Being raped
- Being attacked at home (women)



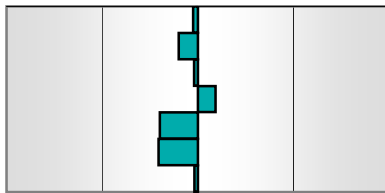
Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



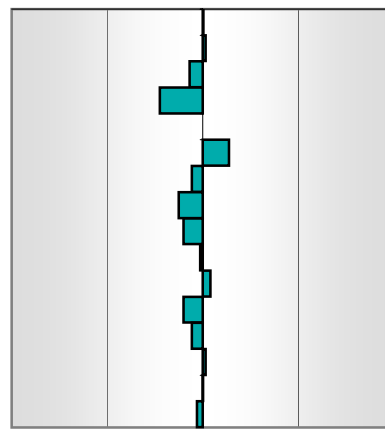
Crime - Incidents (Victim)

- Weekday
- Weekend
- Incident inside place of work
- Yes insulted\pestered\intimidated
- Attempt made to steal anything
- Very much affected by incident
- Victim had contact with offender



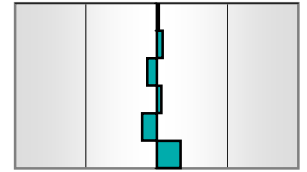
Crime - Incident (Offender)

- Force or violence used
- Offender did threaten someone
- The person had a weapon
- There was an attempt to steal
- No sexual element to the offence
- Reason - relationship\history
- Reason - wanted money\property
- Reason bad temper of offender
- Victim/property was targeted
- Age of offender - 16-24
- Age of offender - 25-39
- Age of offender - 40+
- Offender's were local kids
- Offender was a casual person
- Offender was a stranger to victim
- Victim knew offender very well



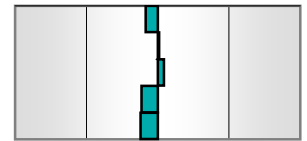
Crime - Police Response

- Handling - Fairly satisfied
- Handling - Very satisfied
- Handling - Very dissatisfied
- Immediate police assistance
- Had to wait for police assistance
- Police never assisted



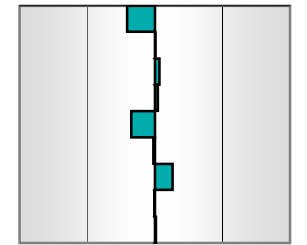
Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



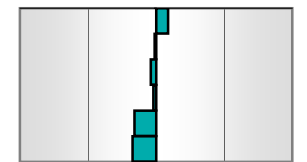
Crime - Preferred Outcome

- Judges - Excellent job
- Judges - V poor job
- Juvenile Court - Good job
- Juvenile Court - V poor job
- Magistrates - Excellent job
- Magistrates - V poor job
- Prisons - Excellent
- Prisons - V poor job
- Probation Services - V poor job



Environment - Attitudes

- Concerned about
- Too much concern
- Worried about car pollution
- People should recycle
- Purchase eco-friendly products
- Gave to environmental charity



Environmental - Pollution

- High household emissions
- High vehicle emissions
- Drive Eco-Friendly Car



Deprivation

Index of Multiple Deprivation

