

# Group B

Older families living in suburbia

10,773 households, 11.1% of households in Isle of Wight\*



## Key Features

- Married couples
- Older / grown up children
- Older working ages
- Self reliant
- Suburban homes
- Some Small businesses
- Plan for retirement
- Good place to live
- Healthy lifestyles

## Description


Group B comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, and with more time on their hands, people can relax and focus on activities that they find intrinsically rewarding. They generally have a good diet, are not heavy smokers and do not tend to drink to excess.


This group is financially comfortable, with many having share investments and property values are generally high in relation to the outstanding mortgage. Loans are rarely needed and credit cards are used merely as a convenient payment method. There is little reliance on the state for support, and incidence of non-payment of taxes is low.

In general these people feel that their neighbourhood is a good place to live, that neighbours help each other, and that problems linked to anti-social behaviour occur less often here than in many other parts of the island. Attitudes to police performance are not normally negative. Some are concerned about the environment and are prepared to spend more on environmentally friendly products, and are occasional contributors to environmental charities. However, their energy inefficiency at home and car usage is likely to have an adverse effect on their carbon footprint.



## Communications Strategies

**Newspapers:**  
 This group tends to consume centre right press, including broadsheets. This would suggest that local free press does not gain over exposure within these households. There is a propensity to read heavy weight magazines such as National Geographic and women's interest magazines

**Social Networks:**  
 This group is able to afford good holidays and pursue hobbies such as golf, antiques, sailing, walking, handicrafts probably in the company of like-minded friends in the form of clubs or organisations, who share similar lifestyles, tastes and values. These social interactions represent good opportunity to engage with this group in their preferred environment.

**Unreceptive:**  
 Posters  
TV

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## Service Need

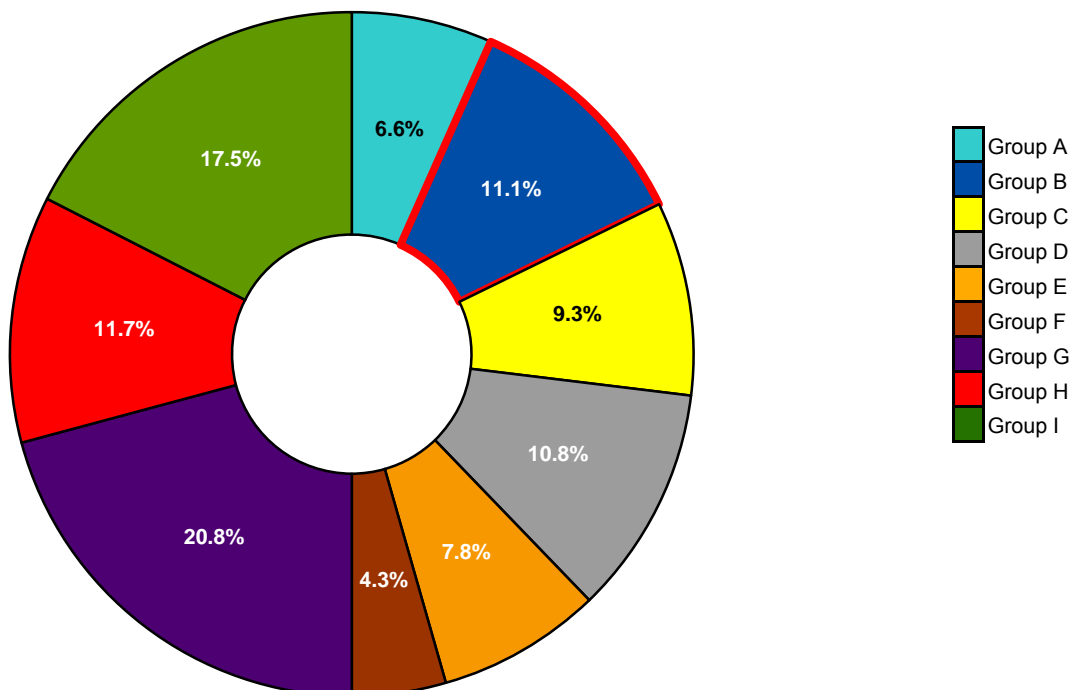
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

Council Tax Discount	Average	Refuse - Large Items	Below Average
Benefits - Income Support	Above Average	Internet Banking	Average
Benefits - Disability Living Allowance	Below Average	No Current Account	Low
Benefits - Working Family Tax Credit	Low	Library services	Below Average
Special Education Needs	Below Average	Theatre and the Arts	Average
Adult Social Care: Mental Health	Below Average	Gym Membership - Leisure Services	Average
Adult Social Care: Physical Disability	Average	Key Stage 4-5 Passes A-C	Above Average
Planning	Average	Crime - Police Rating: Very Poor	Average
Housing Benefit - New Claim	Low	Environment - Concerned About	Average
Refuse - Recycling	High	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 %
C15 Close to Retirement	8	31	1538	1.6%
C16 Conservative Values	12	55	2861	3.0%
C17 Small Time Business	16	39	4661	4.8%
C18 Sprawling Subtopia	17	40	1435	1.5%
C19 Original Suburbs	10	27	278	0.3%
C20 Asian Enterprise	35	11	0	0.0%



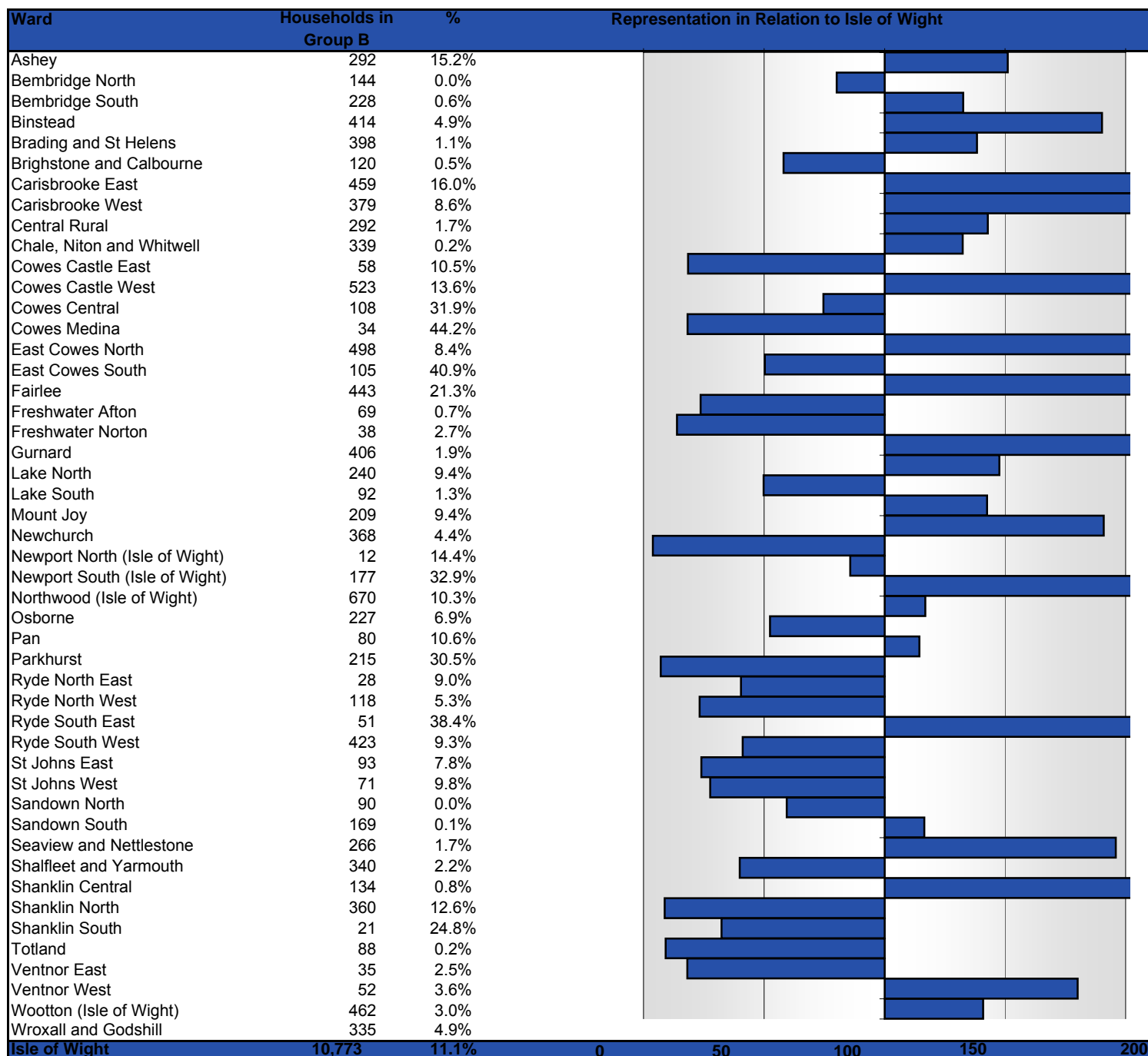
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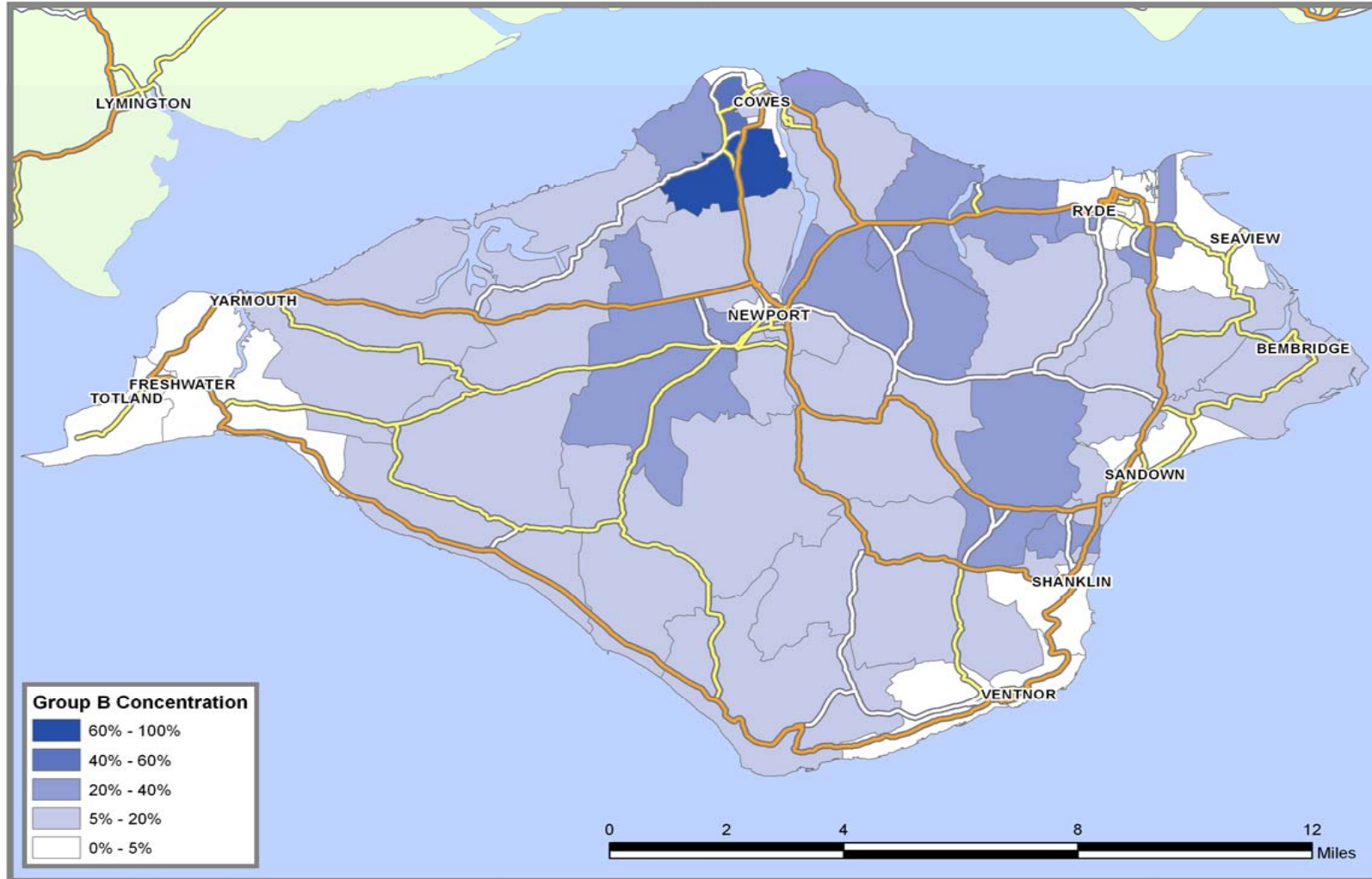
### Ward Level Breakdown



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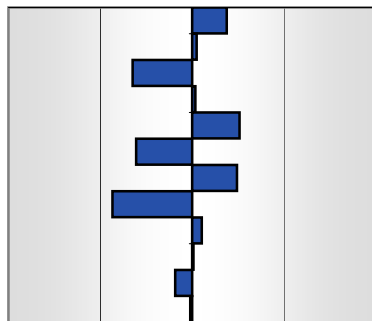
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The following charts have been generated using Isle of Wight data. All index values have been calculated using the Isle of Wight population as the average.

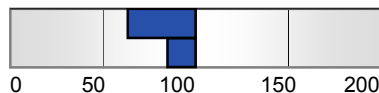
### CRM data

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



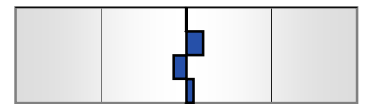
### Social Services

Mental\_Health  
Physical\_Disability



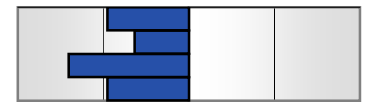
### Health - Hospital admissions\*

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



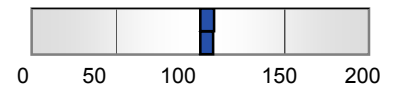
### Leisure data - Membership Type

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

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

# B

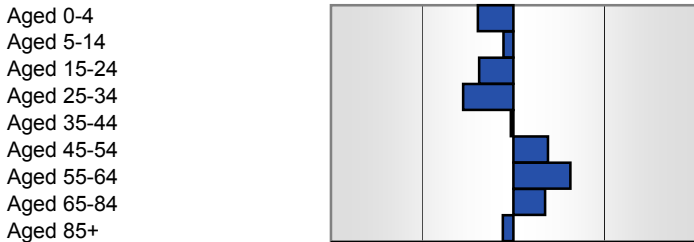
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### Gender



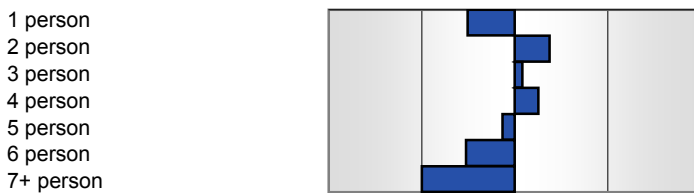
### Age



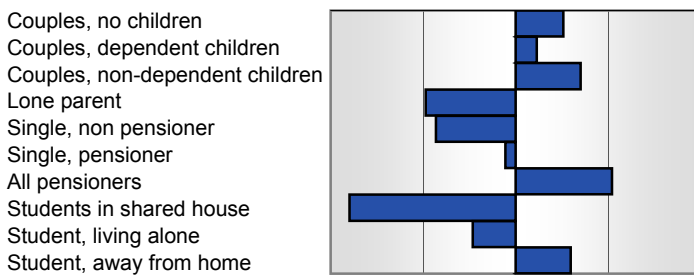
### Marital Status



### Number in Household



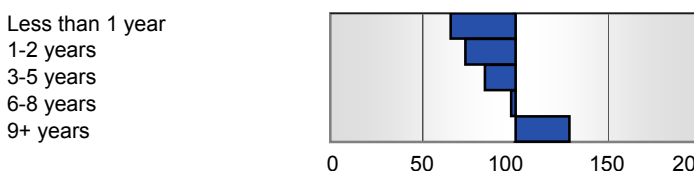
### Household Composition



### Children in Household



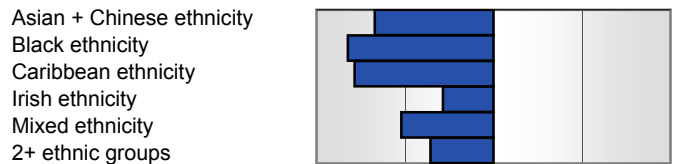
### Length of Residency



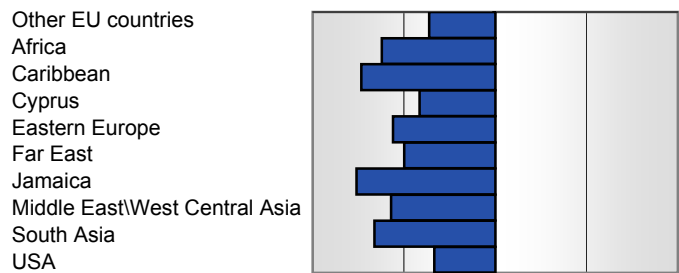
### Social Grade



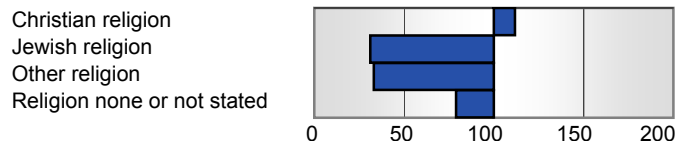
### Ethnicity



### Region of Birth



### Religion



0 50 100 150 200

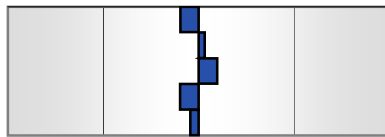
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### Adults' Education

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



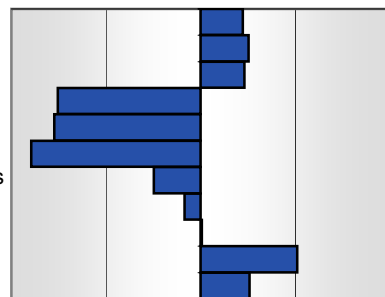
### Childrens Education - Key Stage 1

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



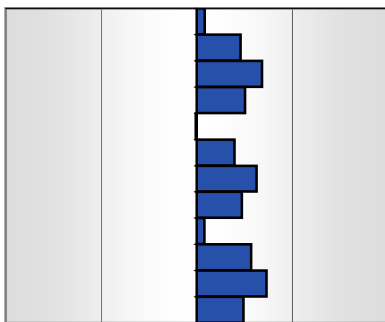
### Childrens Education - Key Stage 2

- 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



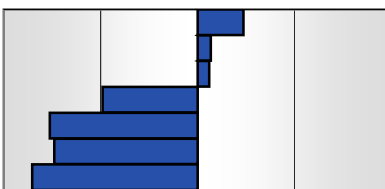
### Childrens Education - Key Stage 3

- 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

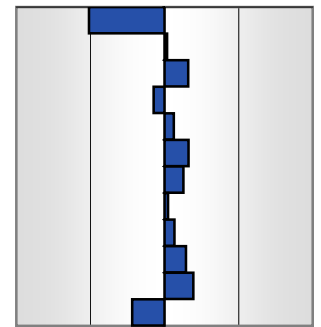


\* (English + Maths)

0 50 100 150 200

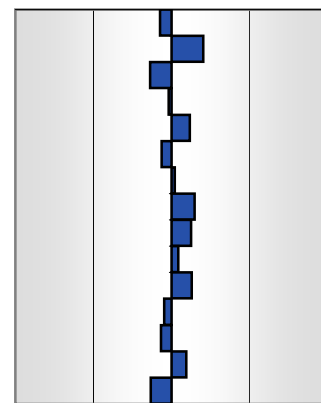
### Employment - General

- 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



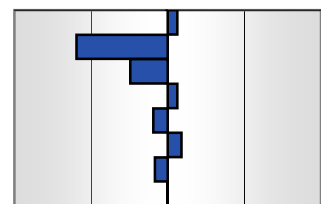
### Occupation

- 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



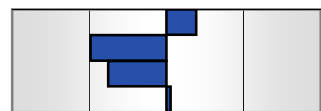
### Industry

- 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

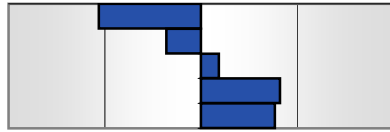
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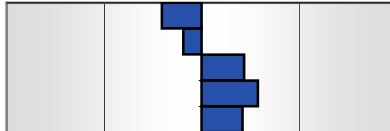
### Household Income

- 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+



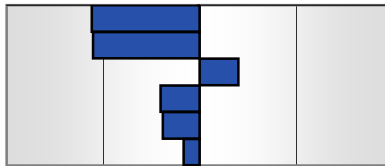
### Tax

- Basic rate
- Higher rate
- No tax



### Benefits

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



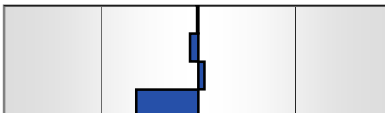
### County Court Judgements

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



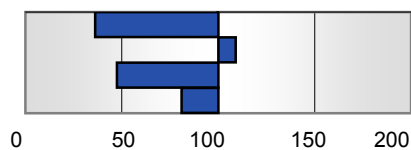
### Types of Banking

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



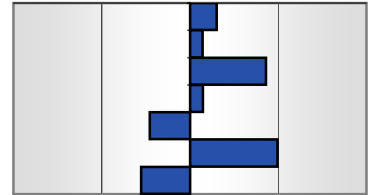
### Current Accounts

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



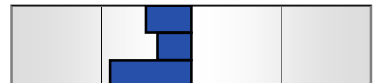
### Credit

- 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



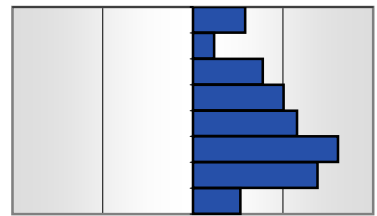
### Loans

- 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



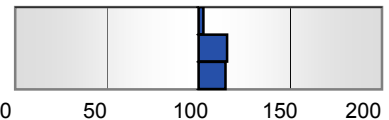
### Shareholdings

- No shares
- High value
- Low value



### Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

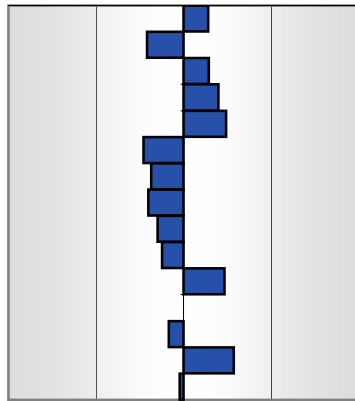
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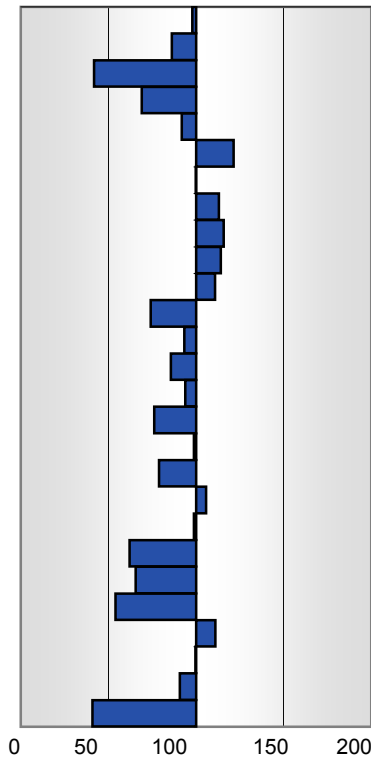
### Health and Lifestyle

- 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)

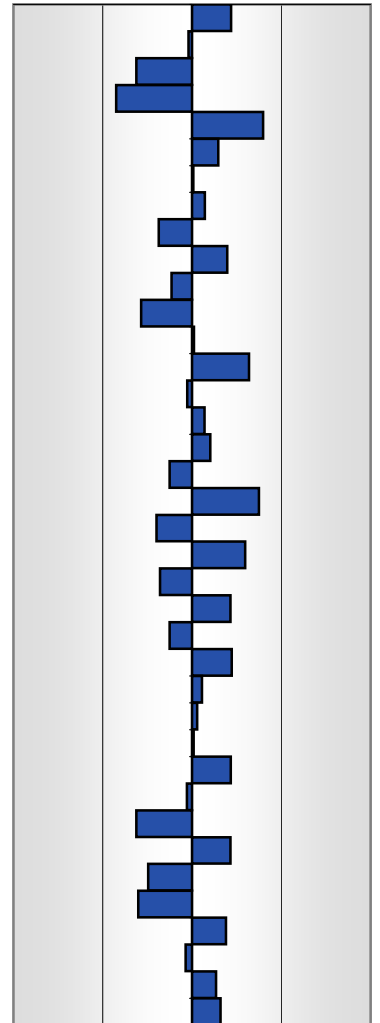
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia
- 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

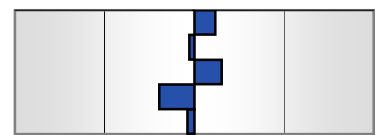
### Recreation

- 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



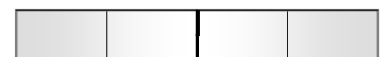
### Personal Computing

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



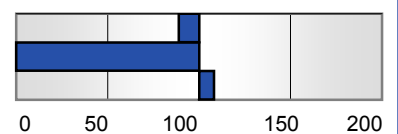
### Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



### TV Viewing

- Heavy
- Medium
- Light



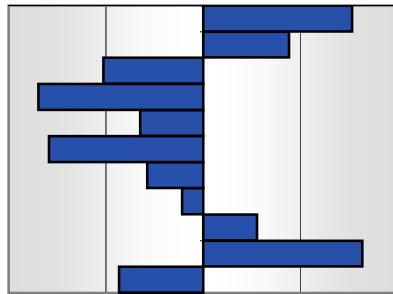
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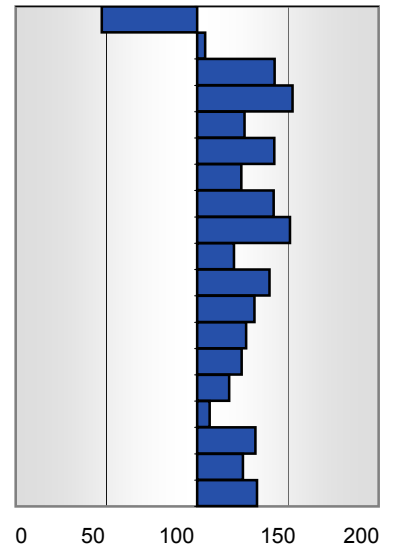
### Type of Property

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



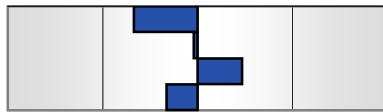
### Type of Car

- 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)



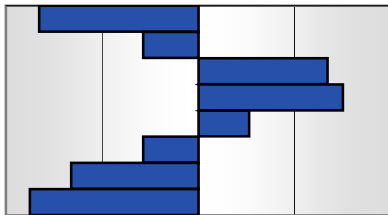
### Property Age

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



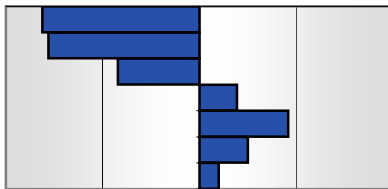
### Council Tax Band

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



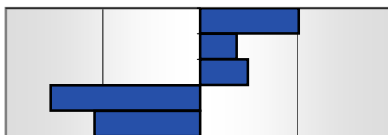
### Number of Rooms

- 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



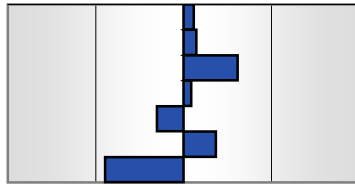
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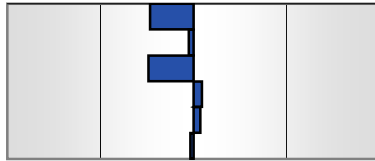
### Our Neighbourhood

- 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



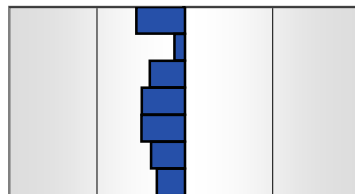
### Neighbourhood Problems

- 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)



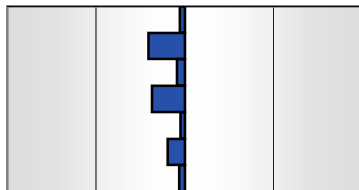
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



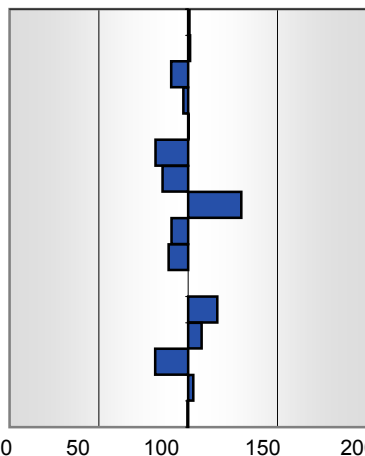
### Crime - Incidents (Victim)

- 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



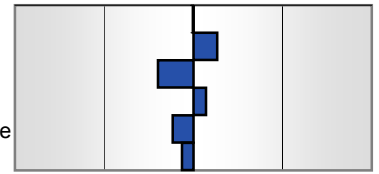
### Crime - Incident (Offender)

- 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



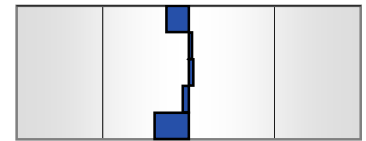
### Crime - Police Response

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



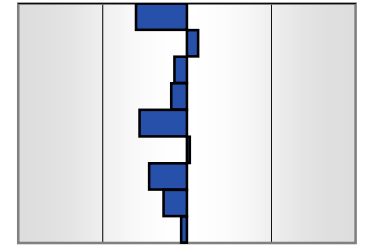
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



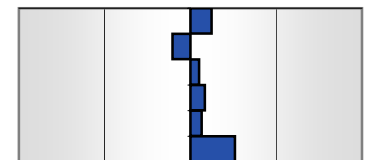
### Crime - Preferred Outcome

- 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

