

# Group C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight\*



### Key Features

- Young adults
- Working class families
- Family close by
- Middle incomes
- Semi-detached/terraced houses
- Small towns
- Some unhealthy lifestyles
- Close knit communities
- Working family tax credit

### Description

Group C is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in small towns, most of these people own their homes and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption. There is a tendency towards a bad diet and smoking, and apart from a small minority they are unlikely to lead active lifestyles.

Money has traditionally been hard to come by, so there is some reliance on state benefits. However, they have evolved a culture of economy and thrift and a reluctance to borrow beyond their means, so they are more likely than many to pay bills such as their council tax. The proportion claiming the state pension is below the national norm, reflecting that the majority are of working age. Few people expect to have more than a basic state pension in old age.

This group has varying experiences of crime. While the communities of more expensive housing view their neighbourhoods as a good place to live, the communities with lower value housing not only experience above average instances of crime but also have a corresponding high fear of crime. This varied experience is also replicated in the perception of the police and their performance. Environmental attitudes are also mixed but typically households have access to none or one small car, and do average annual mileage, so vehicle CO emissions are relatively low.



### Communications Strategies

**Newspaper:**  
The vast majority of this group read red top tabloid newspapers and while this is not a potential contact point it does suggest that free local press is more likely to be read than other better 'educated' households. This represents a potential low cost contact point with this group.

**Unreceptive:**  
Internet  
Telephone advice lines

# Group C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight



### Service Need

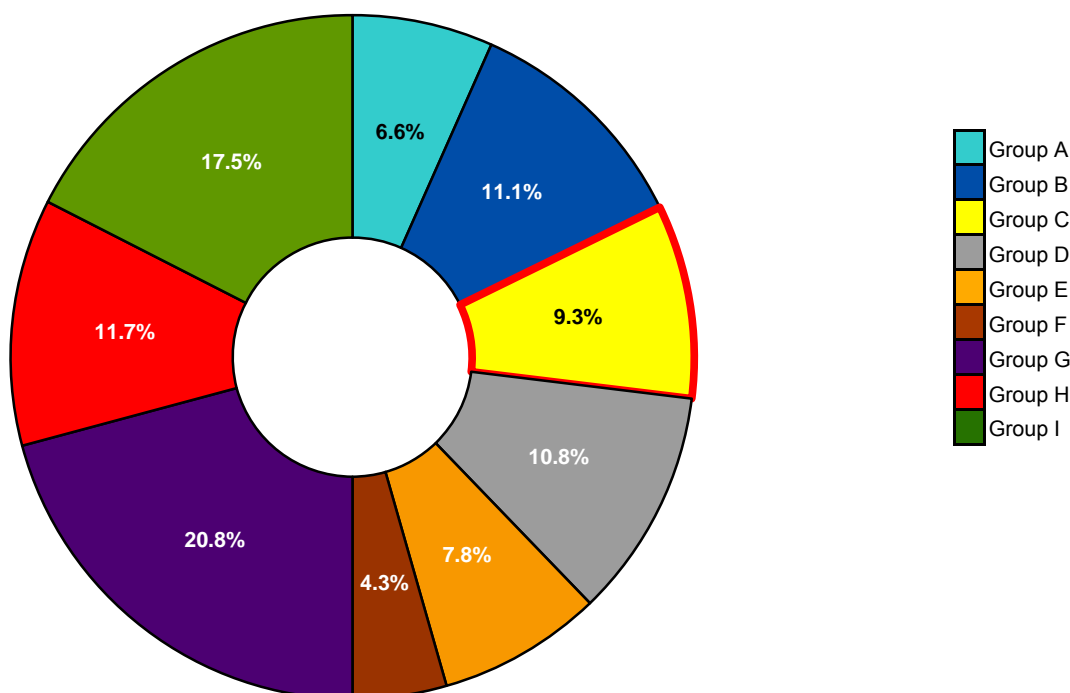
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

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

### About this Group in Isle of Wight

Mosaic types within	Wealth Rank	Age Rank	H'hold Count	H'hold %
D21 Respectable Rows	27	24	2473	2.6%
D22 Affluent Blue Collar	28	32	1563	1.6%
D23 Industrial Grit	38	25	2792	2.9%
D24 Coronation Street	49	21	1538	1.6%
D26 South Asian Industry	54	1	0	0%
D27 Settled Minorities	41	17	61	0.1%
F35 Bedsit Beneficiaries	48	12	131	0.1%
F36 Metro Multiculture	55	29	68	0.1%
F37 Upper Floor Families	56	22	389	0.4%
F38 Tower Block Living	61	46	0	0.0%



# Group C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight



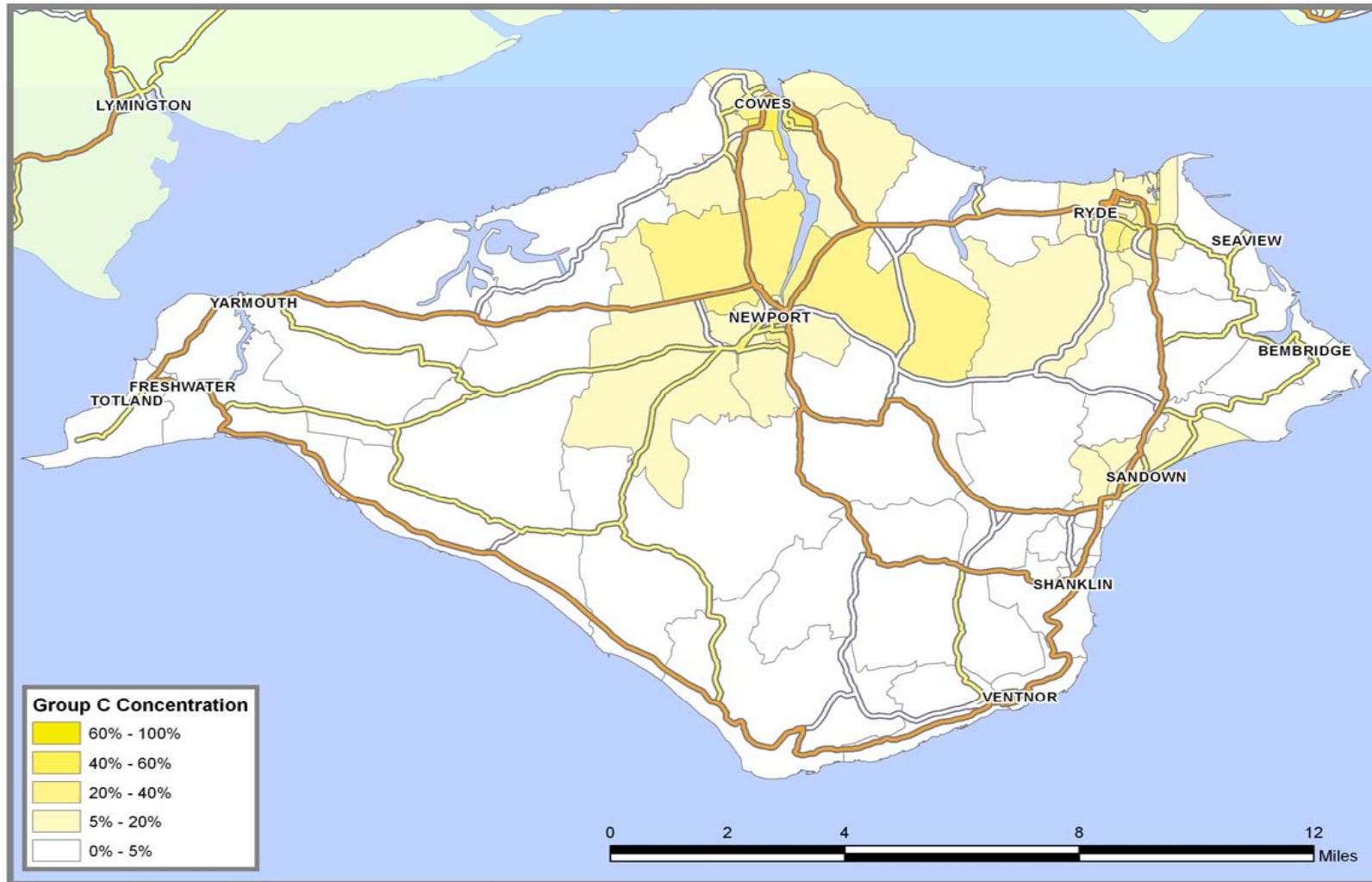
### Ward level Breakdown

Ward	Households in Group C	%	Representation in Relation to Isle of Wight
Ashey	264	15.2%	152
Bembridge North	0	0.0%	0
Bembridge South	9	0.6%	9
Binstead	95	4.9%	49
Brading and St Helens	29	1.1%	29
Brighstone and Calbourne	9	0.5%	9
Carisbrooke East	252	16.0%	152
Carisbrooke West	140	8.6%	140
Central Rural	32	1.7%	32
Chale, Niton and Whitwell	5	0.2%	5
Cowes Castle East	295	10.5%	295
Cowes Castle West	172	13.6%	172
Cowes Central	415	31.9%	415
Cowes Medina	742	44.2%	742
East Cowes North	106	8.4%	106
East Cowes South	767	40.9%	767
Fairlee	322	21.3%	322
Freshwater Afton	19	0.7%	19
Freshwater Norton	66	2.7%	66
Gurnard	27	1.9%	27
Lake North	137	9.4%	137
Lake South	22	1.3%	22
Mount Joy	124	9.4%	124
Newchurch	76	4.4%	76
Newport North (Isle of Wight)	404	14.4%	404
Newport South (Isle of Wight)	611	32.9%	611
Northwood (Isle of Wight)	114	10.3%	114
Osborne	121	6.9%	121
Pan	146	10.6%	146
Parkhurst	515	30.5%	515
Ryde North East	317	9.0%	317
Ryde North West	140	5.3%	140
Ryde South East	756	38.4%	756
Ryde South West	159	9.3%	159
St Johns East	159	7.8%	159
St Johns West	261	9.8%	261
Sandown North	0	0.0%	0
Sandown South	3	0.1%	3
Seaview and Nettlestone	34	1.7%	34
Shalfleet and Yarmouth	34	2.2%	34
Shanklin Central	23	0.8%	23
Shanklin North	201	12.6%	201
Shanklin South	534	24.8%	534
Totland	6	0.2%	6
Ventnor East	85	2.5%	85
Ventnor West	92	3.6%	92
Wootton (Isle of Wight)	70	3.0%	70
Wroxall and Godshill	105	4.9%	105
<b>Isle of Wight</b>	<b>9,015</b>	<b>9.3%</b>	<b>9,015</b>

# Group C

Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight



# C

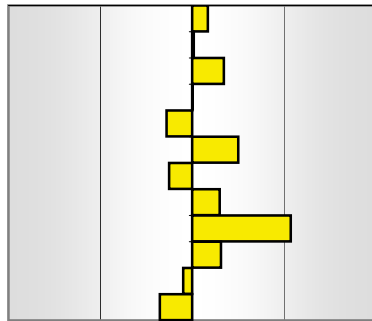
## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

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.

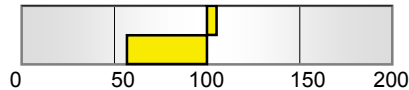
### CRM data

- 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



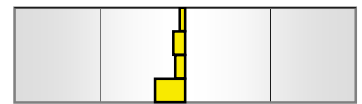
### Social Services

- 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



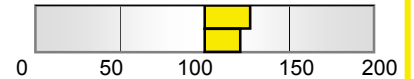
### Leisure data - Membership Type

- 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

# C

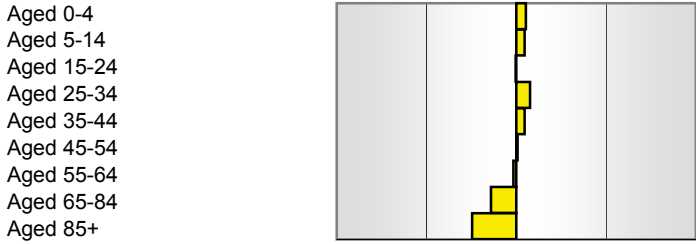
## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

### Gender



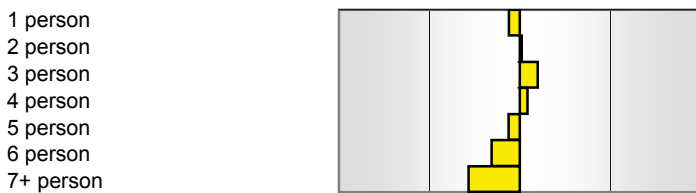
### Age



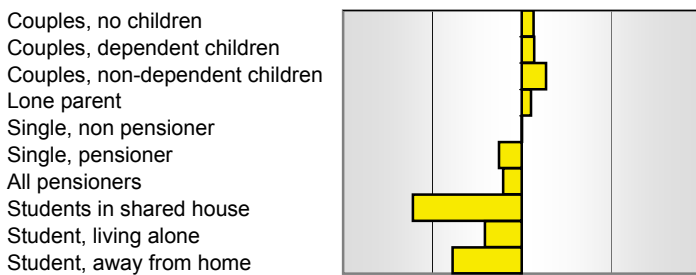
### Marital Status



### Number in Household



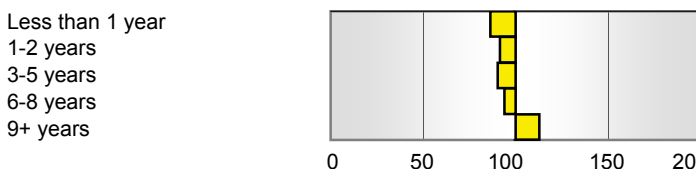
### Household Composition



### Children in Household



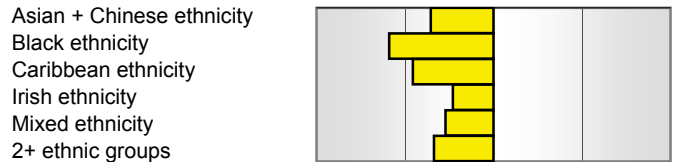
### Length of Residency



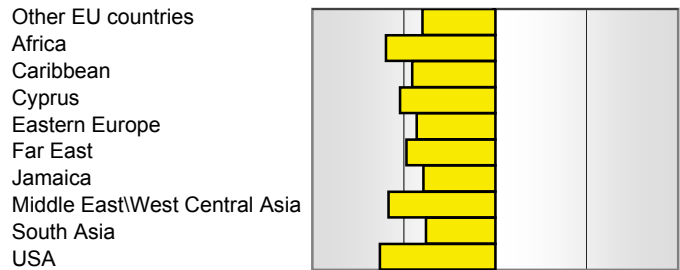
### Social Grade



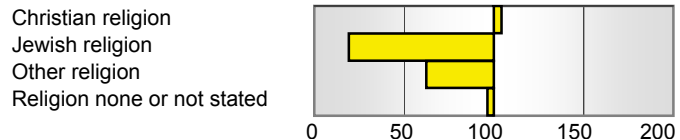
### Ethnicity



### Region of Birth



### Religion



0 50 100 150 200

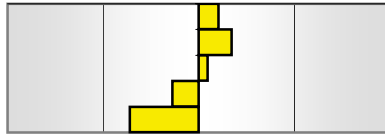
# C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

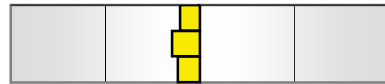
### Adults' Education

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



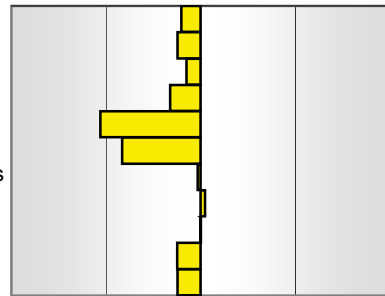
### Childrens Education - Key Stage 1

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



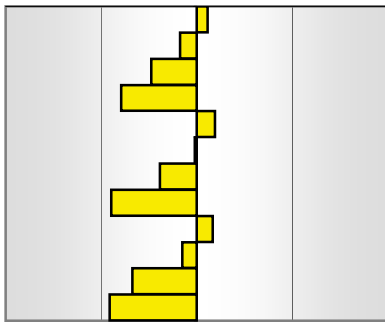
### Childrens Education - Key Stage 2

- 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



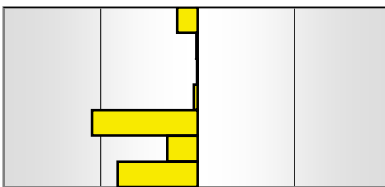
### Childrens Education - Key Stage 3

- 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

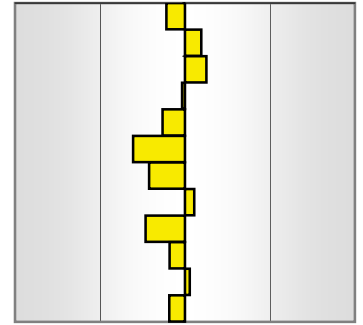


\* (English + Maths)

0 50 100 150 200

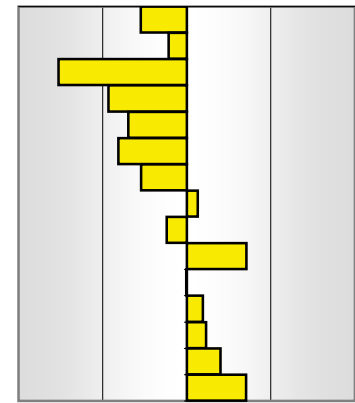
### Employment - General

- 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



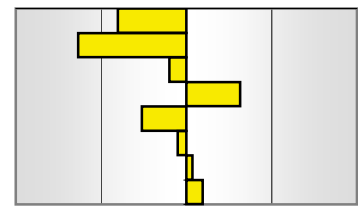
### Occupation

- 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



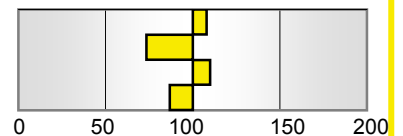
### Industry

- 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



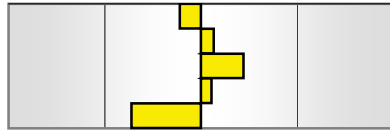
# C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

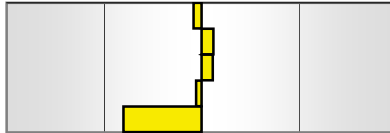
### Household Income

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



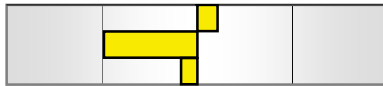
### Personal Income

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



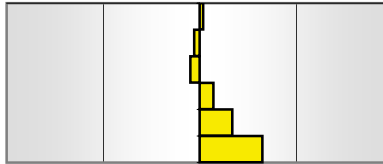
### Tax

- Basic rate
- Higher rate
- No tax



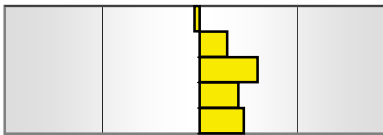
### Benefits

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



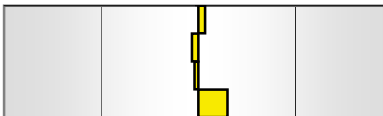
### County Court Judgements

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



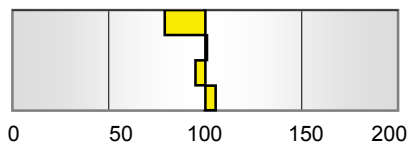
### Types of Banking

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



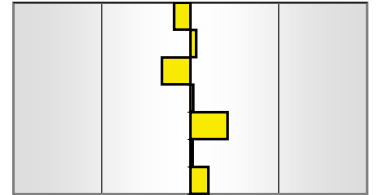
### Current Accounts

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



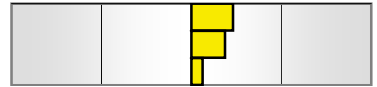
### Credit

- 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



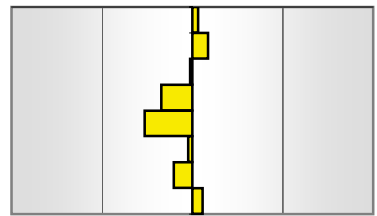
### Loans

- Secured
- Unsecured
- Personal



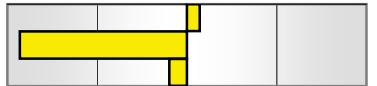
### Savings and Investments

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



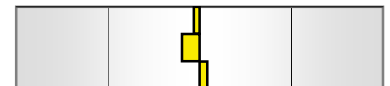
### Shareholdings

- No shares
- High value
- Low value



### Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

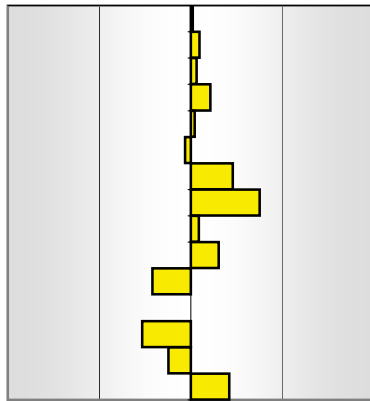
# C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

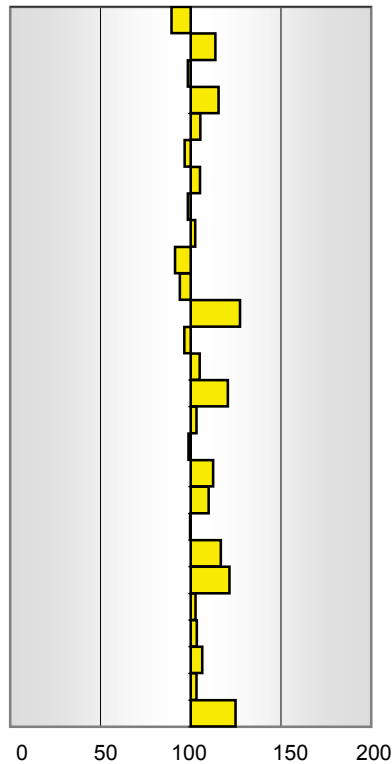
### Health and Lifestyle

- 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)

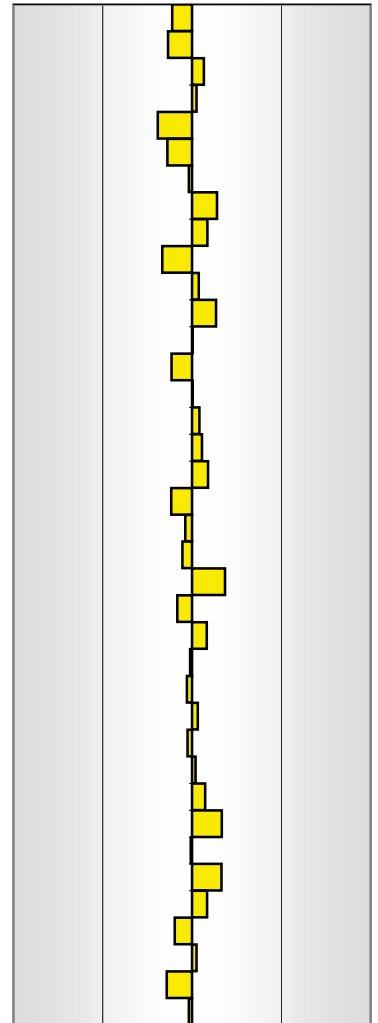
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

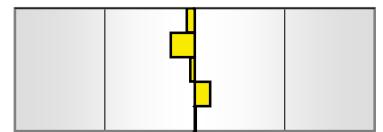
### Recreation

- 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



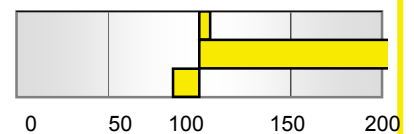
### Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



### TV Viewing

- Heavy
- Medium
- Light



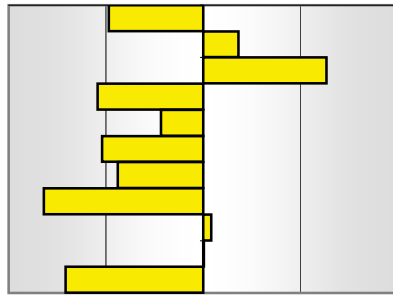
# C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

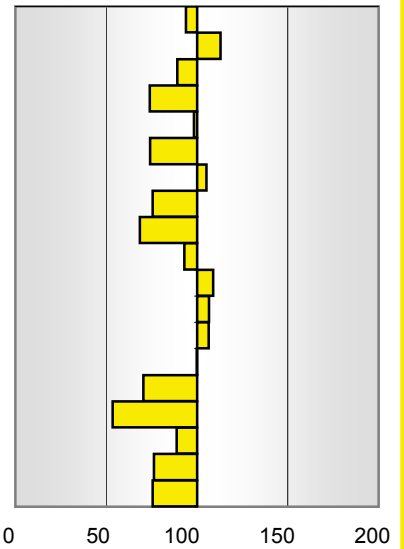
### Type of Property

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



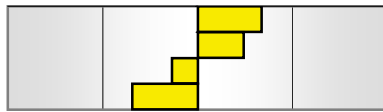
### Type of Car

- 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)



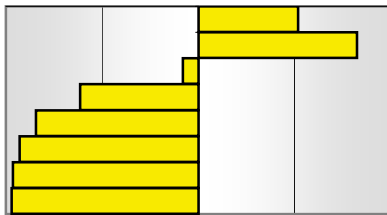
### Property Age

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



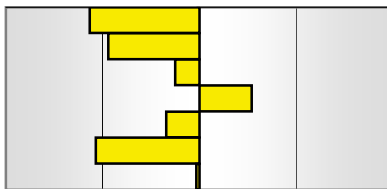
### Council Tax Band

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



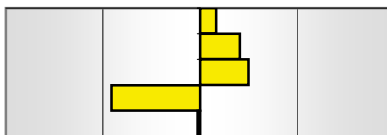
### Number of Rooms

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



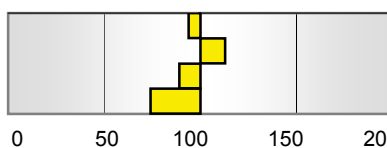
### Home Ownership

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



### Number of Cars

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



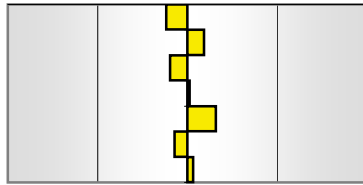
# C

## Families and singles in town terraces

9,015 households, 9.3% of households in Isle of Wight

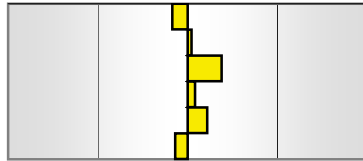
### Our Neighbourhood

- 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



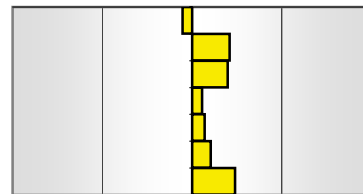
### Neighbourhood Problems

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



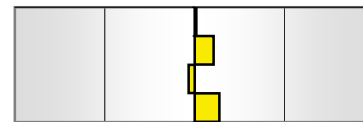
### Things That Worry Us

- 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)



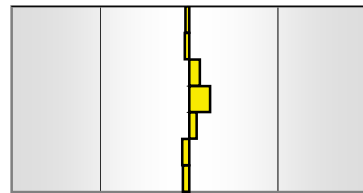
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



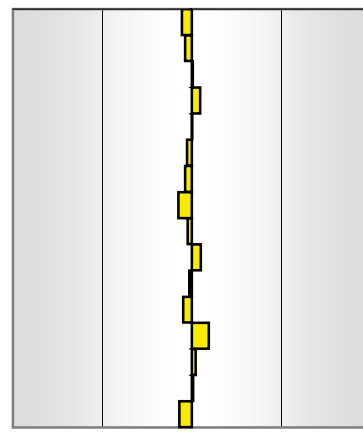
### Crime - Incidents (Victim)

- 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



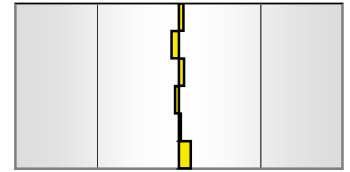
### Crime - Incident (Offender)

- 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



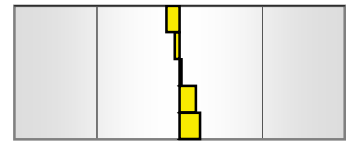
### Crime - Police Response

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



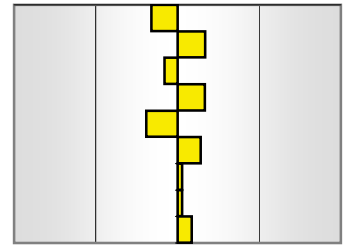
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



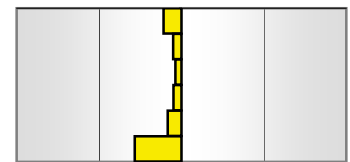
### Crime - Preferred Outcome

- 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

