

# Group D

## Young singles in low cost accommodation, many in seaside locations

12,855 households, 13.3% of households in Isle of Wight



### Key Features

- Young single adults
- Some divorcees
- Few children
- Well informed
- Low incomes
- Liberal values
- High unemployment
- Income Support
- Bad place to live

### Description

Group D contains young unattached people who live in small flats above shops or in the less prestigious side streets bordering centres of small market towns and declining seaside resorts. These people are fairly ambivalent to health issues, and their diet is neither particularly good nor particularly bad. Smoking and drinking is part of the lives of many, with high incidence of medical problems relating to drug and alcohol abuse and to mental health.

There is a diverse mix of people living in these areas. Over half do not pay tax, yet slightly above the national average pay the higher rate tax, possibly reflective of divorcees renting accommodation while they turn their lives around. Savings and investments are rare, and there is heavy reliance across the board on the state for financial assistance. The transient nature of these areas mean that non-payment of bills such as council tax is an issue.

These town centre neighbourhoods are not seen as pleasant, and most people tend to keep to themselves. There is evidence of anti-social behaviour as would be expected in town centres. Most types of crime are reasonably prevalent, and repeat victimisation is not uncommon. These people have little concern for the environment, and insufficient money to contribute even if they did. Perhaps their greatest contribution is the low level of car ownership and low annual mileages, & home energy consumption is also likely to be low.



### Communications Strategies



#### Newspaper:

Many of these people live an 'alternative' lifestyle, either through choice or circumstances. They do not have much interest in mainstream consumer society, making them quite hard to reach and communicate with. They are young people, very liberal in their underlying values and they are usually well informed. The most likely way to reach this group is via centre-left broadsheets.



#### Posters:

Another channel that this group may respond to is poster advertising, provided that the message has the right tone. They like novelty, change and adventure, and they will take risks. They have an inward-looking disposition, which may be linked to a desire for experience.



#### Direct Mail:

This group may also be receptive to direct mail.



#### Unreceptive:

TV  
Social networks

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## Service Need

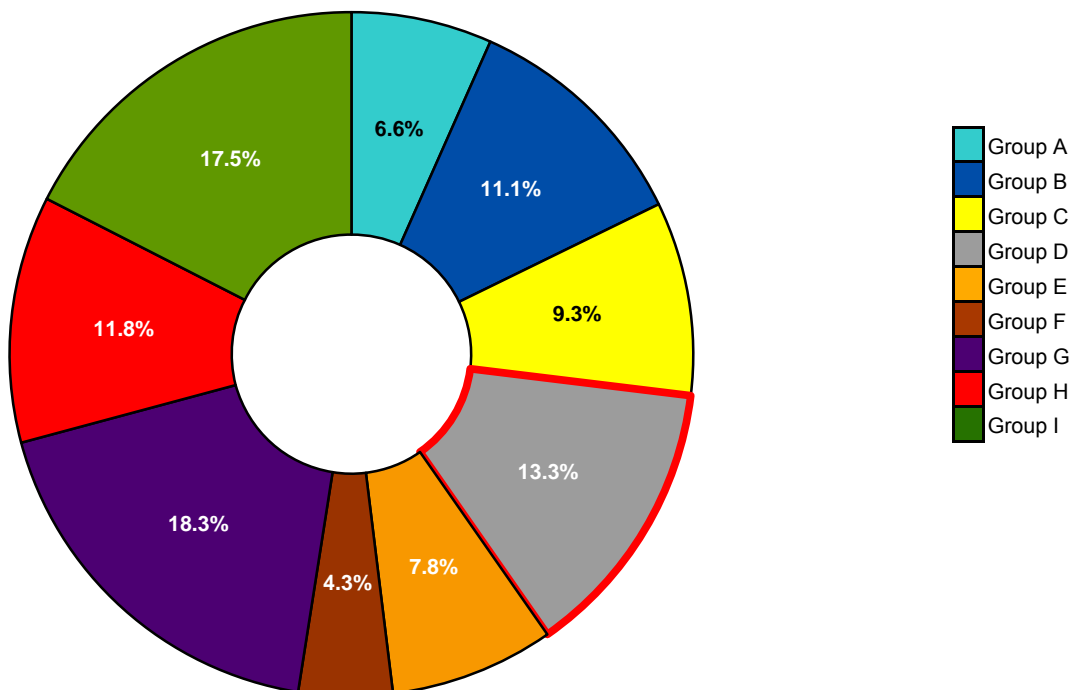
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

Council Tax Discount	High	Refuse - Large Items	Low
Benefits - Income Support	Average	Internet Banking	Below Average
Benefits - Disability Living Allowance	Average	No Current Account	Below Average
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	Average
Adult Social Care: Physical Disability	Average	Key Stage 4-5 Passes A-C	Average
Planning	Below Average	Crime - Police Rating: Very Poor	Average
Housing Benefit - New Claim	Above Average	Environment - Concerned About	Average
Refuse - Recycling	High	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 %
E28 Counter Cultural Mix	42	23	1	0.0%
E29 City Adventurers	23	8	0	0.0%
E30 New Urban Colonists	13	18	0	0.0%
E33 Town Gown Transition	39	6	0	0.0%
E34 University Challenge	47	9	0	0.0%
D25 Town Centre Refuge	44	30	12854	13.3%



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## Ward Level Breakdown

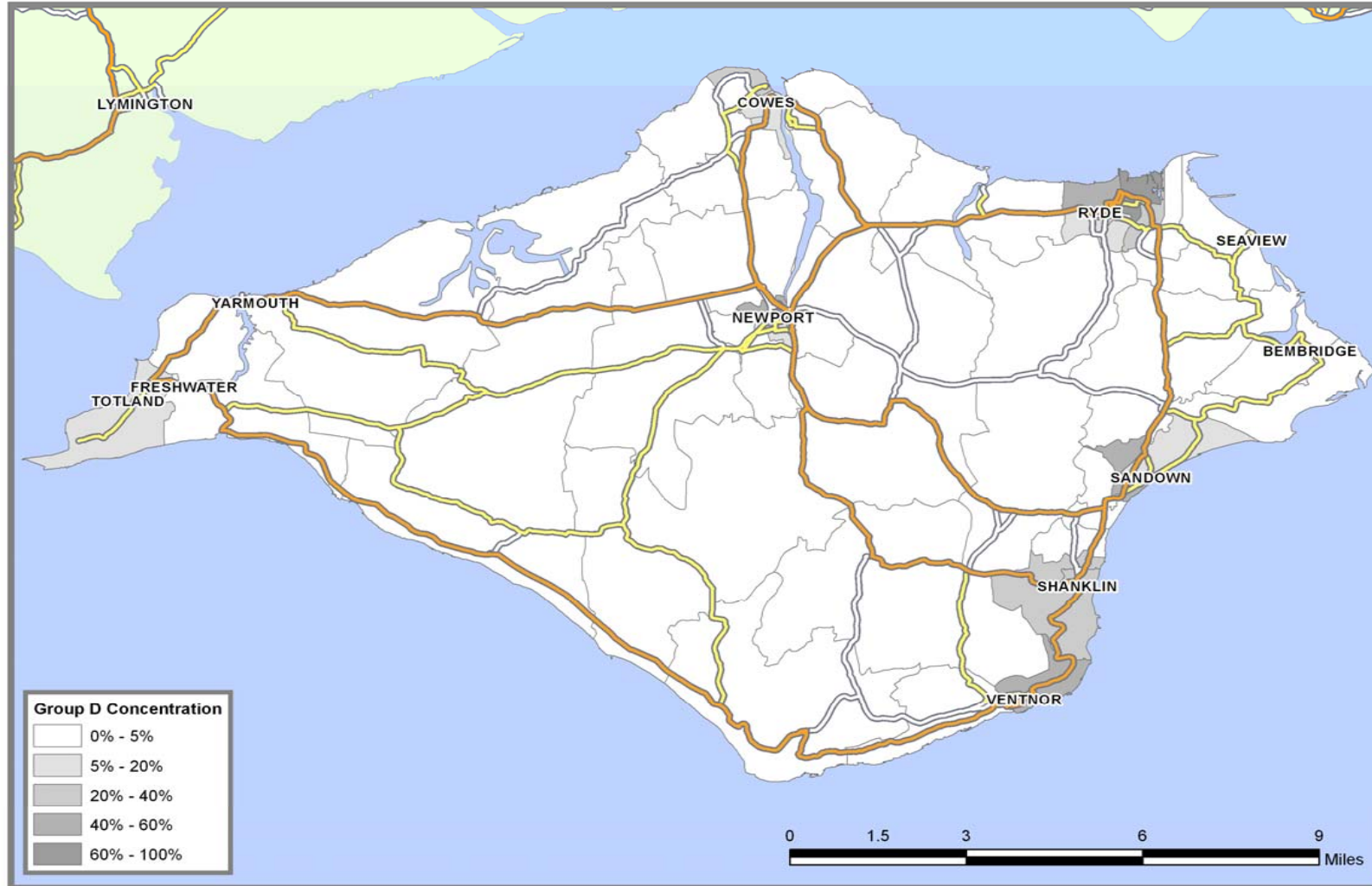
Ward	Households in Group D	%	Representation in Relation to Isle of Wight
Ashey	21	1.2%	
Bembridge North	4	0.2%	
Bembridge South	11	0.7%	
Binstead	9	0.5%	
Brading and St Helens	11	0.4%	
Brighstone and Calbourne	2	0.1%	
Carisbrooke East	15	1.0%	
Carisbrooke West	5	0.3%	
Central Rural	0	0.0%	
Chale, Niton and Whitwell	35	1.5%	
Cowes Castle East	826	29.3%	
Cowes Castle West	11	0.9%	
Cowes Central	67	5.1%	
Cowes Medina	132	7.9%	
East Cowes North	63	5.0%	
East Cowes South	60	3.2%	
Fairlee	6	0.4%	
Freshwater Afton	87	3.3%	
Freshwater Norton	44	1.8%	
Gurnard	4	0.3%	
Lake North	17	1.2%	
Lake South	18	1.1%	
Mount Joy	5	0.4%	
Newchurch	22	1.3%	
Newport North (Isle of Wight)	1222	43.5%	
Newport South (Isle of Wight)	183	9.9%	
Northwood (Isle of Wight)	1	0.1%	
Osborne	12	0.7%	
Pan	8	0.6%	
Parkhurst	17	1.0%	
Ryde North East	2745	77.8%	
Ryde North West	1175	44.7%	
Ryde South East	329	16.7%	
Ryde South West	204	11.9%	
St Johns East	359	17.6%	
St Johns West	1080	40.5%	
Sandown North	4	0.1%	
Sandown South	37	1.4%	
Seaview and Nettlestone	526	25.6%	
Shalfleet and Yarmouth	69	4.4%	
Shanklin Central	758	25.1%	
Shanklin North	46	2.9%	
Shanklin South	609	28.3%	
Totland	441	18.0%	
Ventnor East	1429	41.9%	
Ventnor West	59	2.3%	
Wootton (Isle of Wight)	64	2.8%	
Wroxall and Godshill	3	0.1%	
<b>Isle of Wight</b>	<b>12,855</b>	<b>13.3%</b>	<b>0 50 100 150 200</b>



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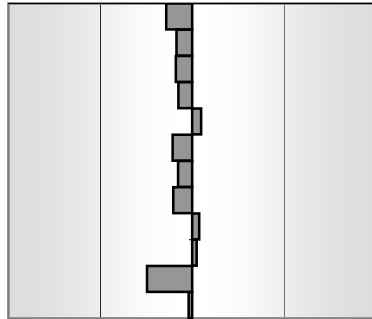
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The following charts have been generated using Isle of Wight data. All index values have been calculated using the Isle of Wight population as the average.

### 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



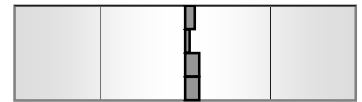
### Social Services

- Mental\_Health
- Physical\_Disability



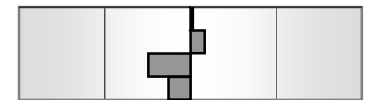
### Health - Hospital admissions\*

- 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

# D

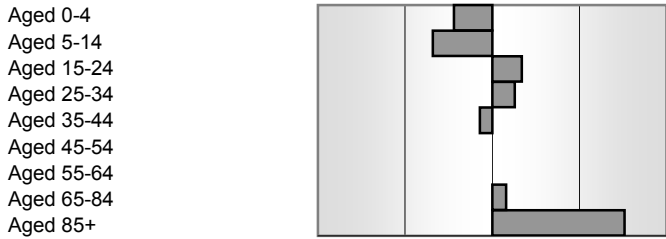
## Young singles in low cost accommodation, many in seaside locations

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### Gender



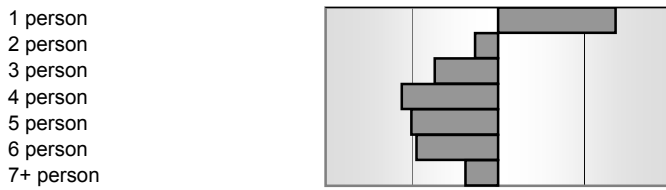
### Age



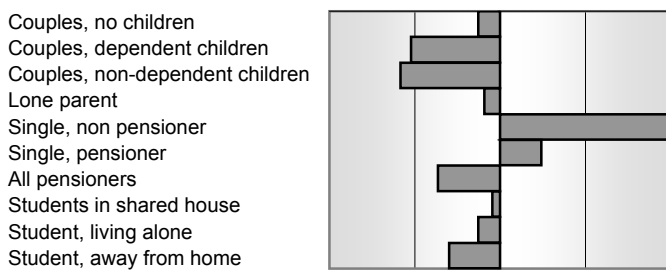
### Marital Status



### Number in Household



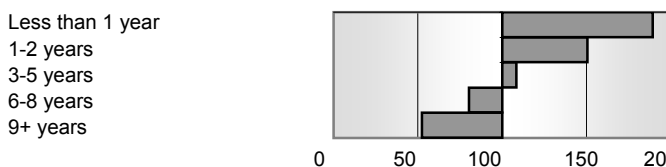
### Household Composition



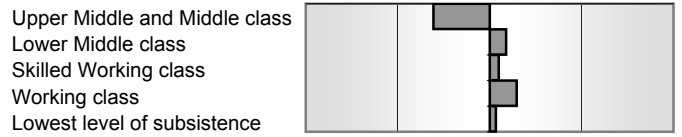
### Children in Household



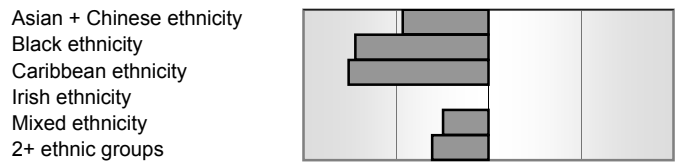
### Length of Residency



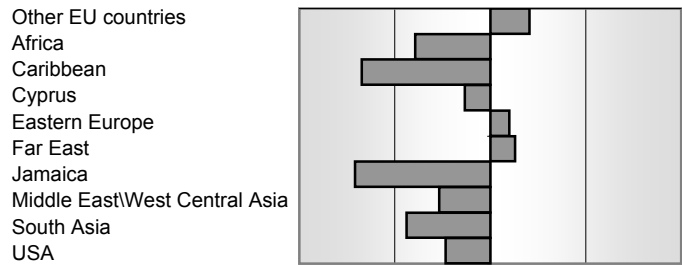
### Social Grade



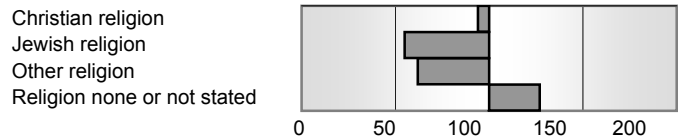
### Ethnicity



### Region of Birth



### Religion



0 50 100 150 200

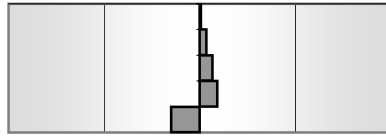
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### Adults' Education

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



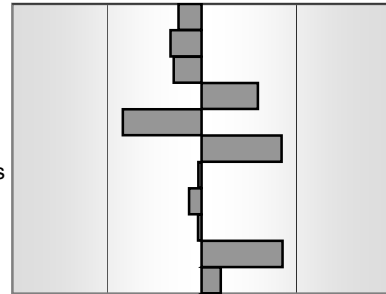
### Childrens Education - Key Stage 1

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



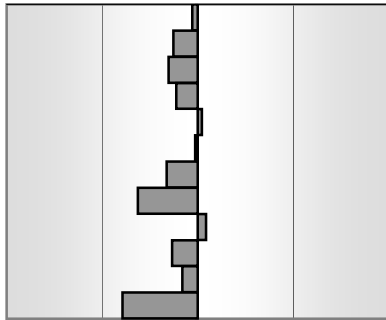
### Childrens Education - Key Stage 2

- 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



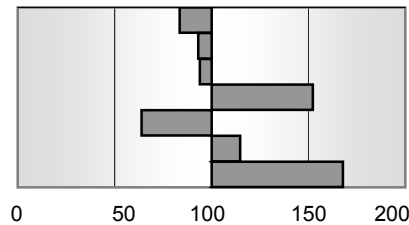
### Childrens Education - Key Stage 3

- 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

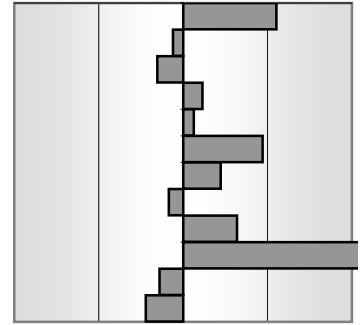
- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G\*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status



\* (English + Maths)

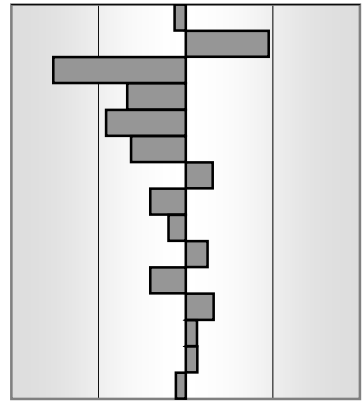
### Employment - General

- 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



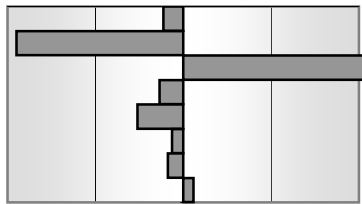
### Occupation

- 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



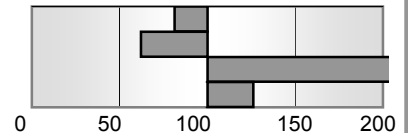
### Industry

- 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



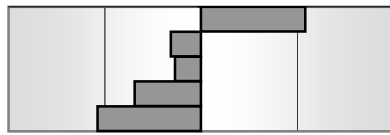
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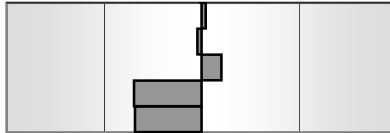
### Household Income

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



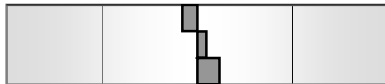
### Personal Income

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



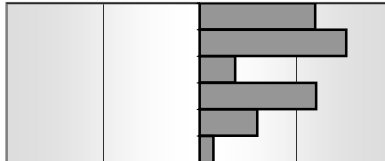
### Tax

- Basic rate
- Higher rate
- No tax



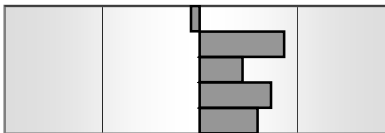
### Benefits

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



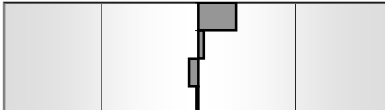
### County Court Judgements

- 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



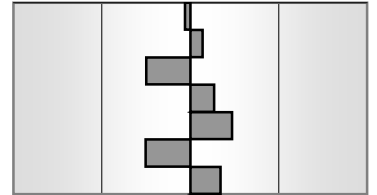
### Current Accounts

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

0 50 100 150 200

### 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



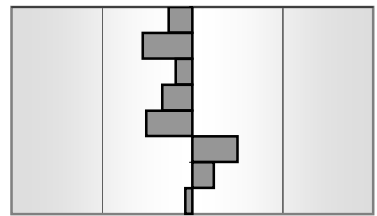
### Loans

- 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



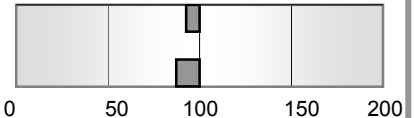
### Shareholdings

- No shares
- High value
- Low value



### Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

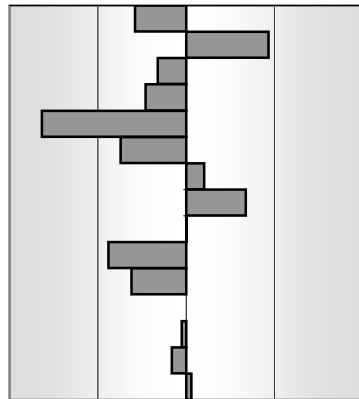
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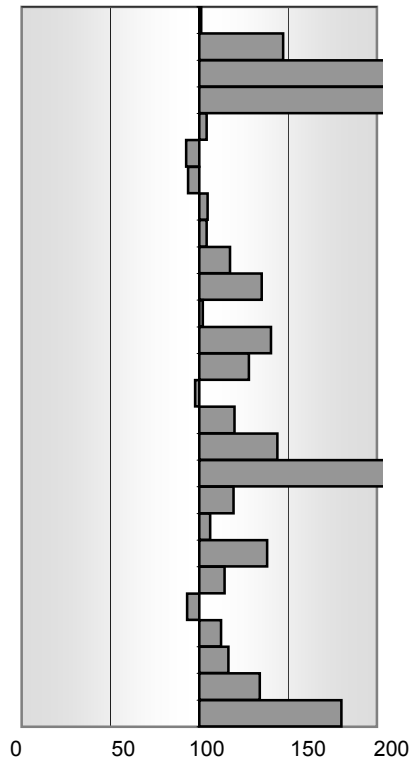
### Health and Lifestyle

- 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)

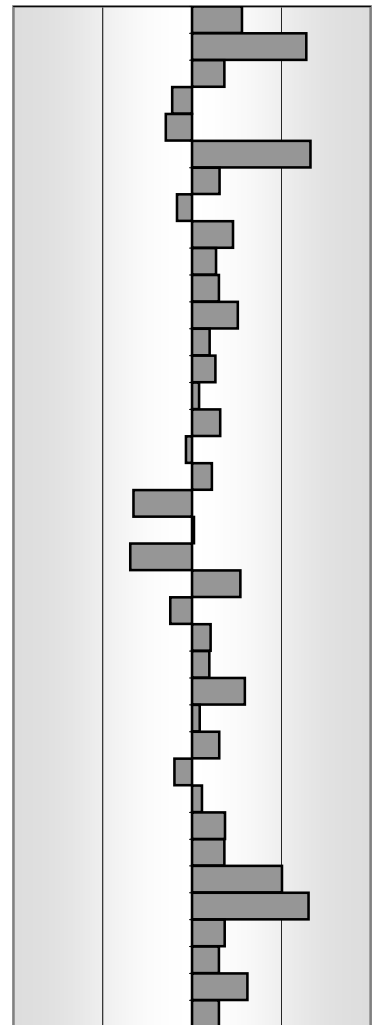
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

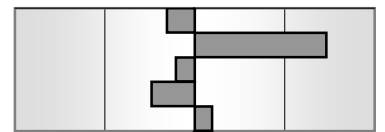
### Recreation

- 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



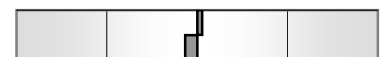
### Personal Computing

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



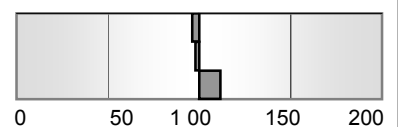
### Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



### TV Viewing

- Heavy
- Medium
- Light



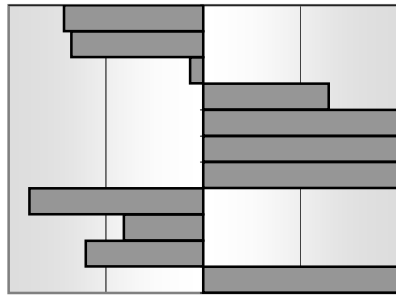
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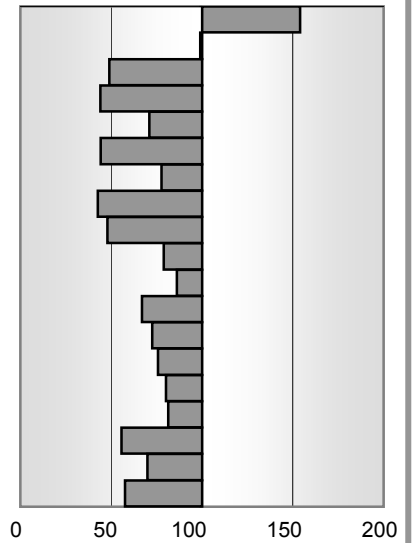
### Type of Property

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



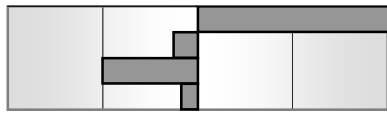
### Type of Car

- 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)



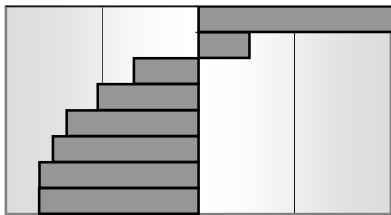
### Property Age

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



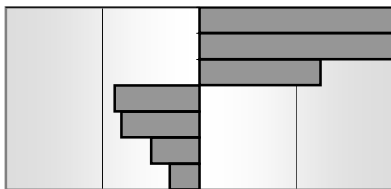
### Council Tax Band

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



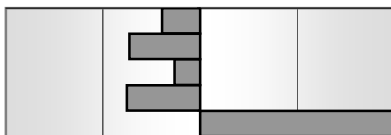
### Number of Rooms

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



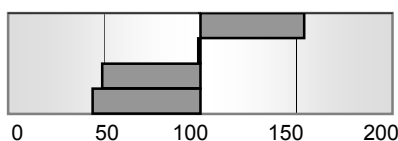
### Home Ownership

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



### Number of Cars

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



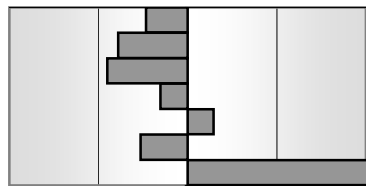
# D

## Young singles in low cost accommodation, many in seaside locations

12,855 households, 13.3% of households in Isle of Wight

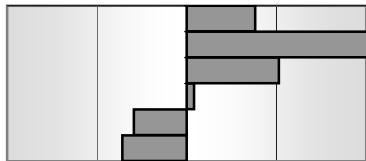
### Our Neighbourhood

- 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



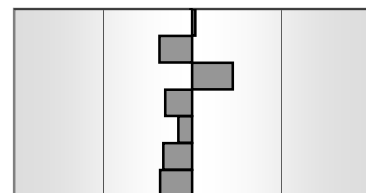
### Neighbourhood Problems

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



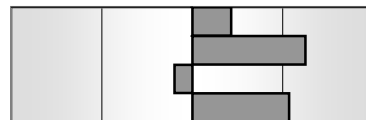
### Things That Worry Us

- 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)



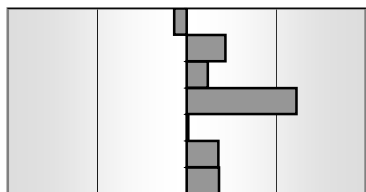
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



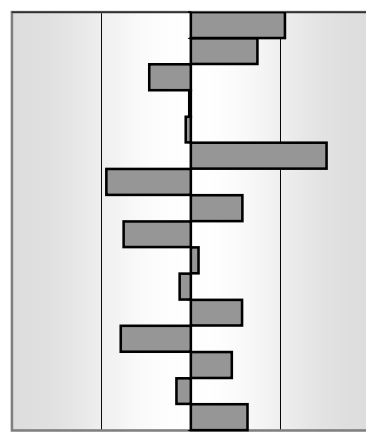
### Crime - Incidents (Victim)

- 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



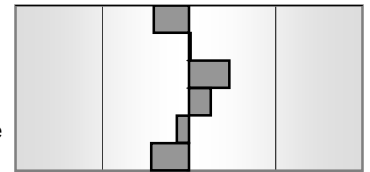
### Crime - Incident (Offender)

- 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



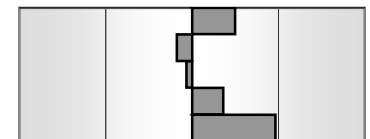
### Crime - Police Response

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



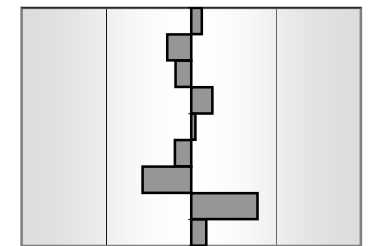
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



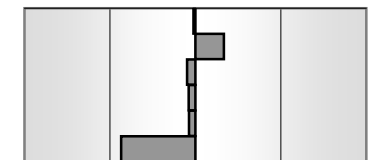
### Crime - Preferred Outcome

- 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



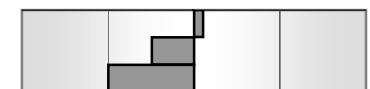
### Environment - Attitudes

- 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

