

# Group E

Low income families living in social housing with some home ownership

7,588 households, 7.8% of households in Isle of Wight\*



## Key Features

- Working class couples
- Mostly poorly educated
- Council estates
- Small towns
- Some exercised Right to Buy
- Self reliant and capable
- Poor diet
- Heavy smokers
- Heavy viewers of TV

## Description

Group E live in terraced/semi-detached council housing, although some tenants have exercised their right to buy. The majority of these adults have few, if any, qualifications and their children are only likely to achieve at best moderate academic success. Tastes are mass market and they buy mainstream brands that focus on price rather than range or service. These people do not tend to have a good diet, take insufficient exercise and are heavy smokers. Teenage pregnancies are also found within this group.

Group E generally earn reasonable incomes, although a slightly higher proportion than nationally are on Income Support. For other kinds of state benefit, take-up rates are close to the norm. Income is more likely to be spent on the mortgage and household bills than go towards savings and investments.

In these neighbourhoods, crime generally occurs immediately outside the home, reflecting that anti-social behaviour is a big concern. On the whole, this group are dissatisfied with police efforts and do not show particular concern for the environment, with few contributing financially to environmental concerns. The fact that they do not tend to be high contributors to vehicle emissions is more a reflection of finances and lifestyle, rather than consideration for the environment.



## Communications Strategies



### TV:

They are heavy watchers of television and would respond to advertising via this channel.



### Posters & Leaflets:

People in this group are likely to respond to poster advertising or information contained within leaflets. Posters displayed near bingo halls or betting shops are good locations to reach this group as they enjoy gambling in their spare time. Alternatively, information around the local pub would also be noticed.



### Unreceptive:

Internet  
Magazines  
Broadsheets

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## Service Need

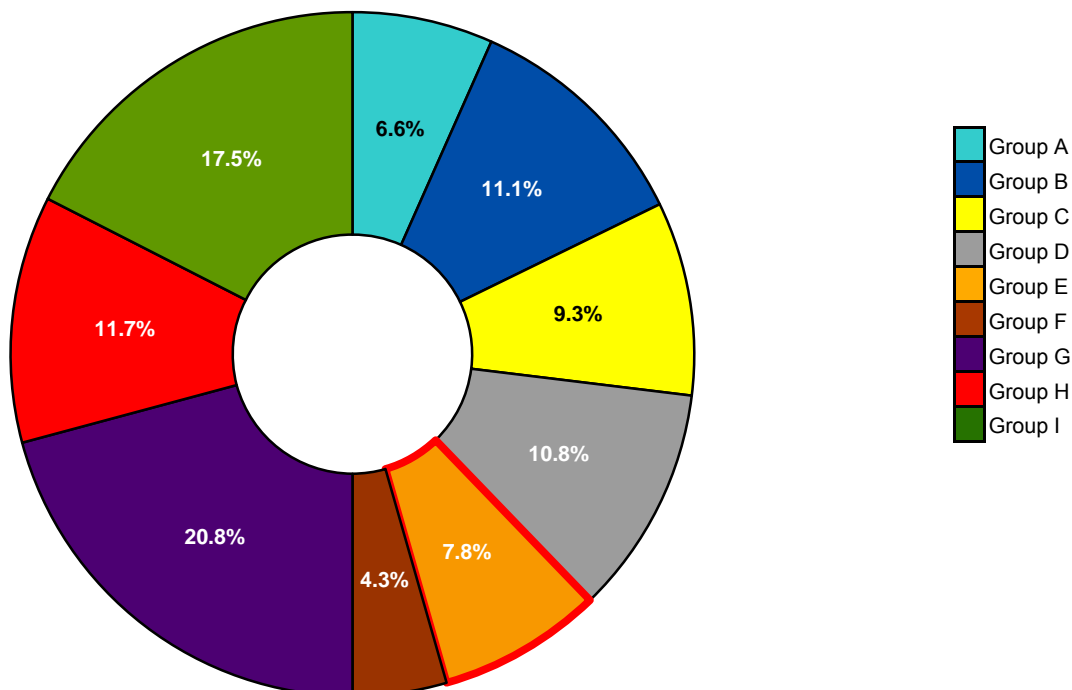
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

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

## About this Group in Isle of Wight

Mosaic types within	Wealth Rank	Age Rank	H'hold Count	H'hold %
G41 Families on Benefits	59	10	437	0.5%
G42 Low Horizons	58	34	184	0.2%
G43 Ex-industrial Legacy	52	49	219	0.2%
H44 Rustbelt Resilience	50	35	156	0.2%
H45 Older Right to Buy	40	53	1014	1.0%
H46 White Van Culture	43	36	3635	3.8%
H47 New Town Materialism	51	16	1943	2.0%



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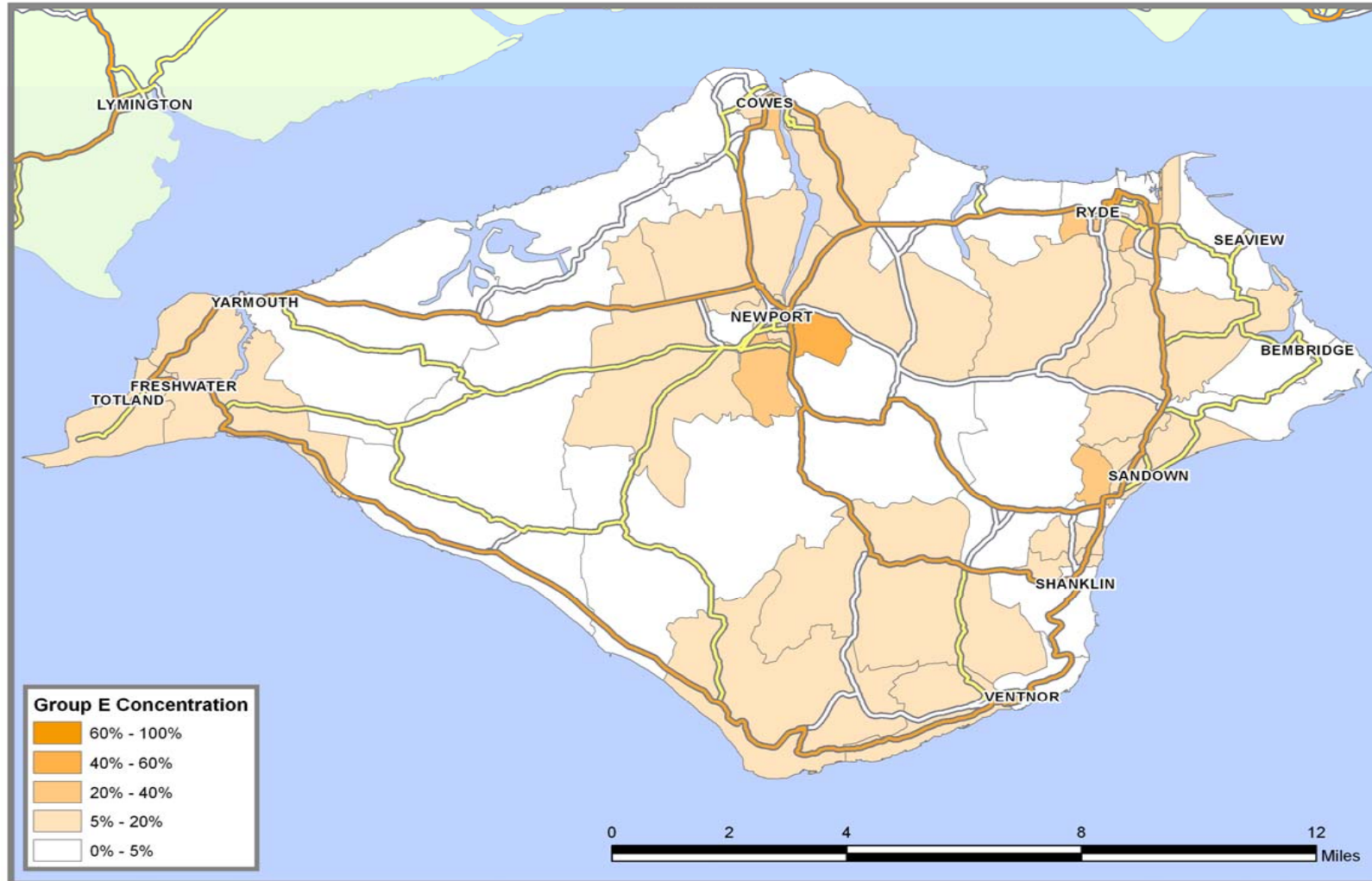
## Ward Level Breakdown

Ward	Households in Group E	%	Representation in Relation to Isle of Wight
Ashey	144	8.3%	100
Bembridge North	0	0.0%	0
Bembridge South	33	2.1%	25
Binstead	8	0.4%	10
Brading and St Helens	246	9.5%	120
Brighstone and Calbourne	0	0.0%	0
Carisbrooke East	52	3.3%	40
Carisbrooke West	144	8.8%	110
Central Rural	1	0.1%	1
Chale, Niton and Whitwell	119	5.2%	70
Cowes Castle East	17	0.6%	15
Cowes Castle West	61	4.8%	50
Cowes Central	132	10.1%	120
Cowes Medina	353	21.0%	200
East Cowes North	3	0.2%	5
East Cowes South	135	7.2%	100
Fairlee	146	9.7%	120
Freshwater Afton	160	6.1%	100
Freshwater Norton	216	8.7%	110
Gurnard	16	1.1%	15
Lake North	339	23.2%	200
Lake South	8	0.5%	10
Mount Joy	447	33.9%	200
Newchurch	38	2.2%	30
Newport North (Isle of Wight)	172	6.1%	100
Newport South (Isle of Wight)	118	6.4%	100
Northwood (Isle of Wight)	30	2.7%	40
Osborne	332	19.0%	200
Pan	746	54.4%	200
Parkhurst	125	7.4%	100
Ryde North East	34	1.0%	30
Ryde North West	30	1.1%	30
Ryde South East	261	13.3%	170
Ryde South West	440	25.6%	200
St Johns East	307	15.1%	100
St Johns West	191	7.2%	100
Sandown North	2	0.1%	2
Sandown South	7	0.3%	10
Seaview and Nettlestone	165	8.0%	200
Shalfleet and Yarmouth	311	19.9%	100
Shanklin Central	14	0.5%	150
Shanklin North	194	12.2%	200
Shanklin South	443	20.6%	100
Totland	124	5.1%	70
Ventnor East	58	1.7%	200
Ventnor West	403	15.7%	100
Wootton (Isle of Wight)	51	2.2%	120
Wroxall and Godshell	212	9.9%	100
<b>Isle of Wight</b>	<b>7,588</b>	<b>7.8%</b>	<b>0 50 100 150 200</b>

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7,588 households, 7.8% of households in Isle of Wight



# E

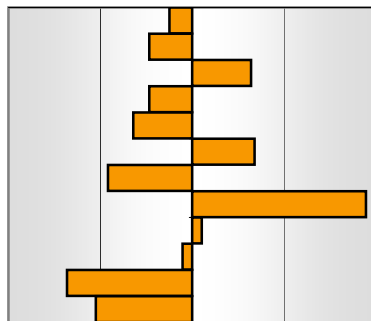
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The following charts have been generated using Isle of Wight data. All index values have been calculated using the Isle of Wight population as the average

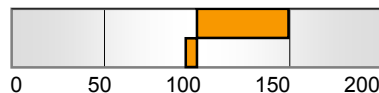
### CRM data

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



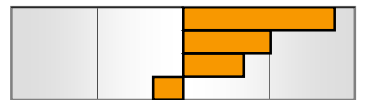
### Health - Hospital admissions\*

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



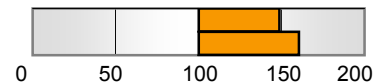
### Leisure data - Membership Type

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

# E

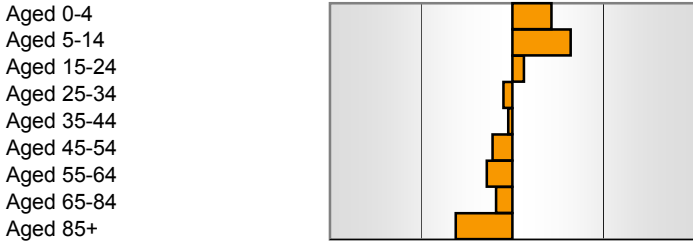
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### Gender



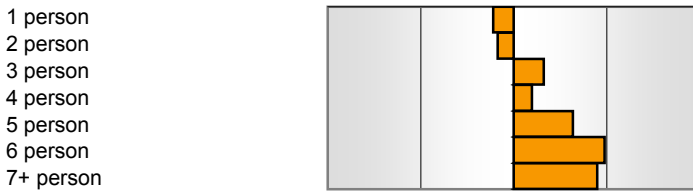
### Age



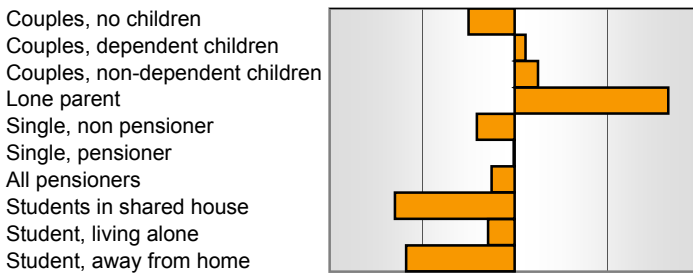
### Marital Status



### Number in Household



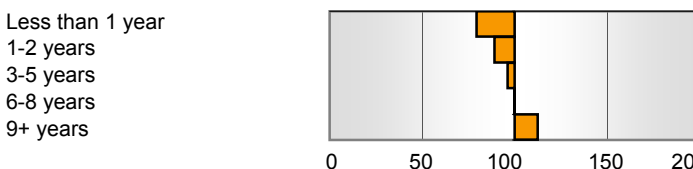
### Household Composition



### Children in Household



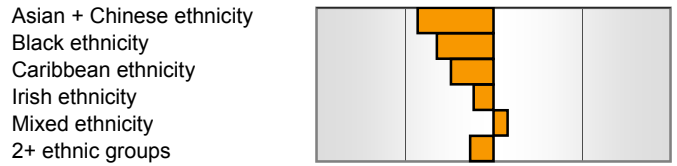
### Length of Residency



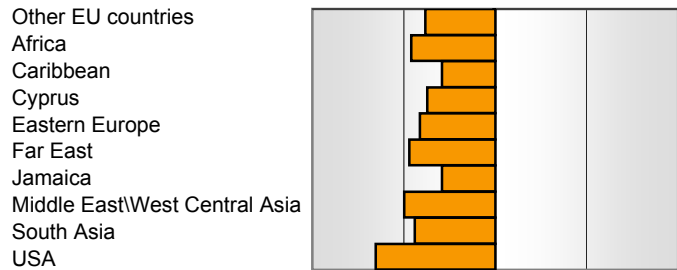
### Social Grade



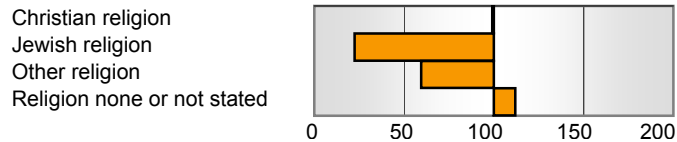
### Ethnicity



### Region of Birth



### Religion



0 50 100 150 200

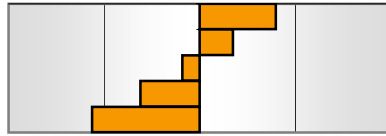
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### Adults' Education

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



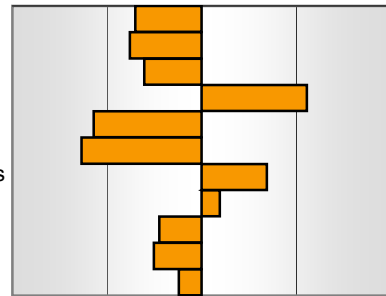
### Childrens Education - Key Stage 1

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



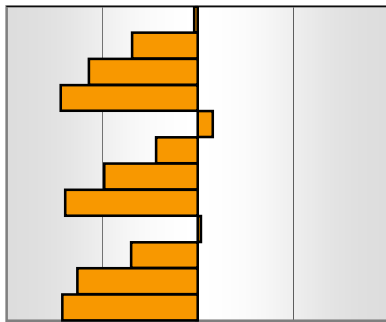
### Childrens Education - Key Stage 2

- 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



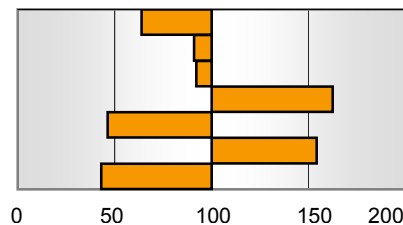
### Childrens Education - Key Stage 3

- 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

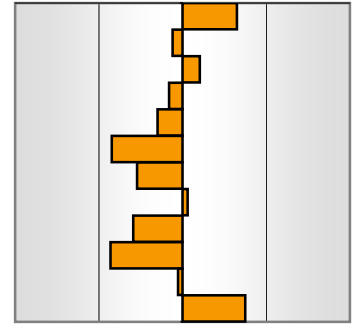
- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G\*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status



\* (English + Maths)

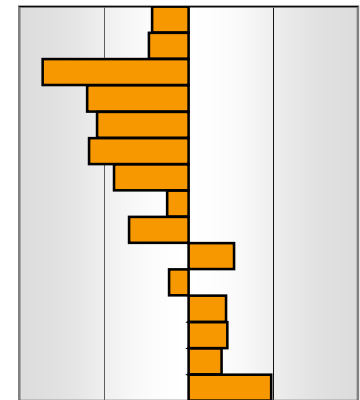
### Employment - General

- 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



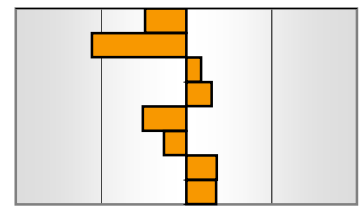
### Occupation

- 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



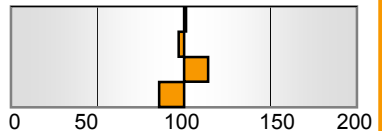
### Industry

- 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



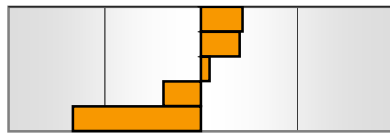
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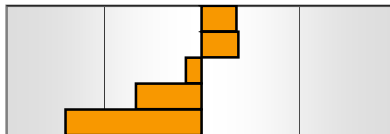
### Household Income

- 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



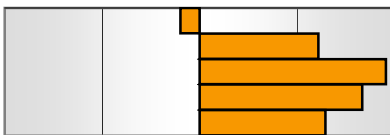
### Benefits

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



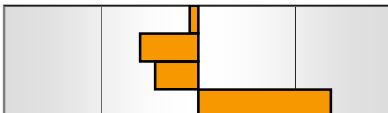
### County Court Judgements

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



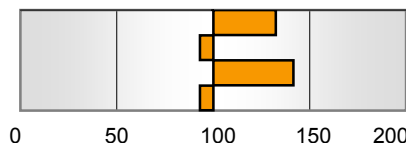
### Types of Banking

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



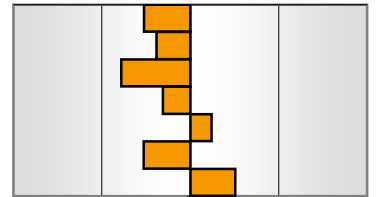
### Current Accounts

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



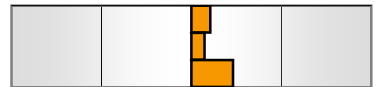
### Credit

- 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



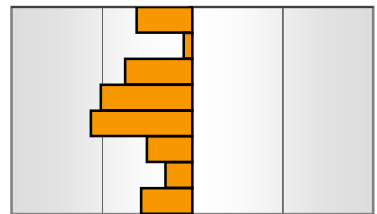
### Loans

- 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



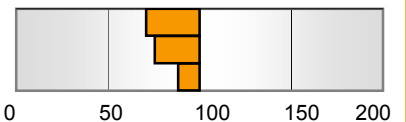
### Shareholdings

- No shares
- High value
- Low value



### Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

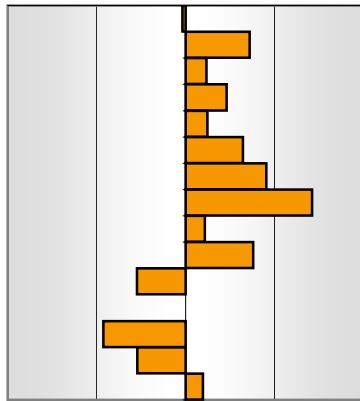
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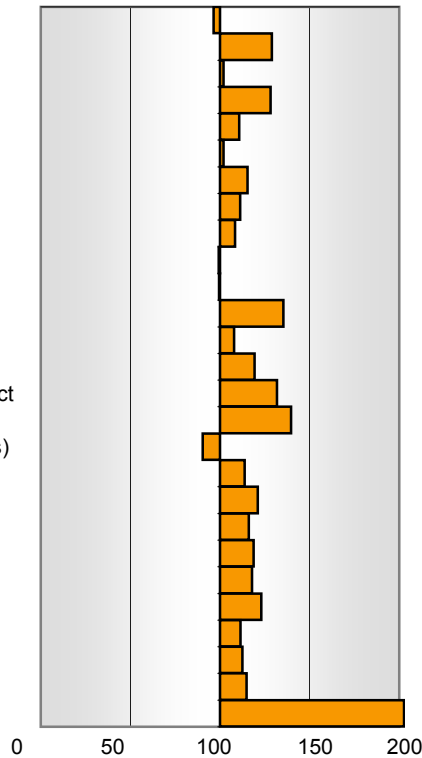
### Health and Lifestyle

- 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)

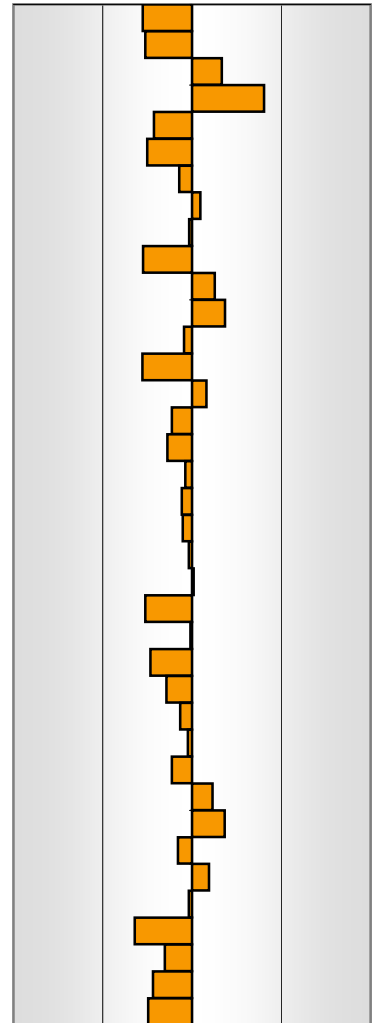
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

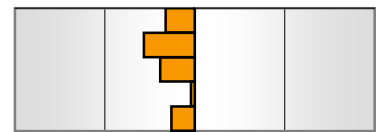
### Recreation

- 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



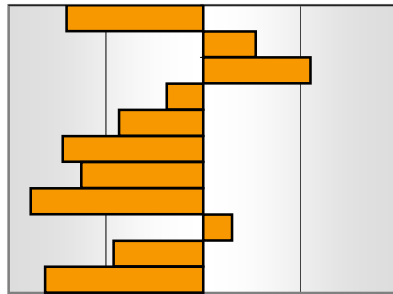
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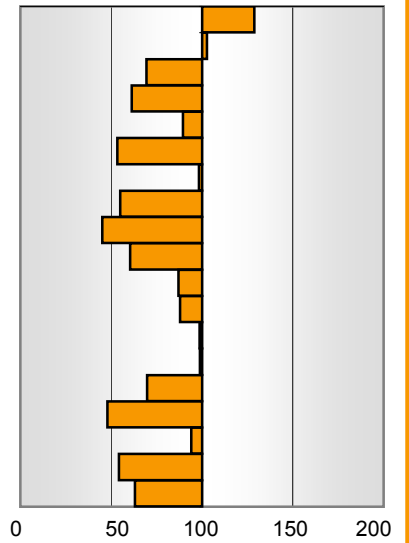
### Type of Property

- 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)



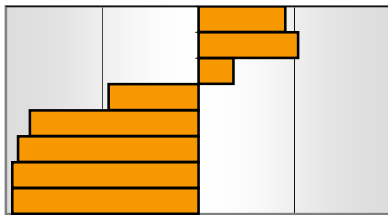
### Property Age

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



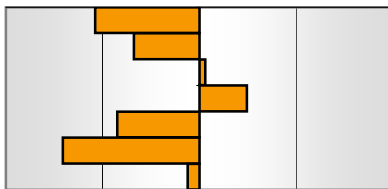
### Council Tax Band

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



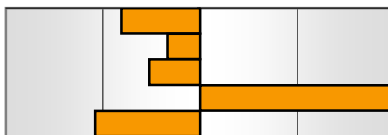
### Number of Rooms

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



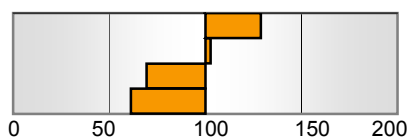
### Home Ownership

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



### Number of Cars

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



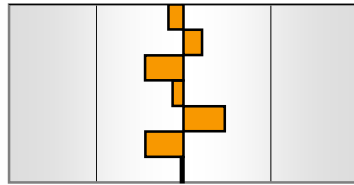
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## Low income families living in social housing with some home ownership

7,588 households, 7.8% of households in Isle of Wight

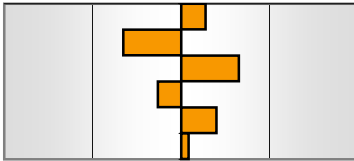
### Our Neighbourhood

- 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



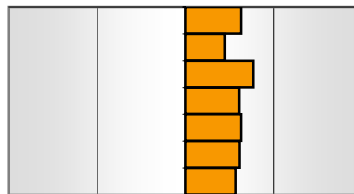
### Neighbourhood Problems

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



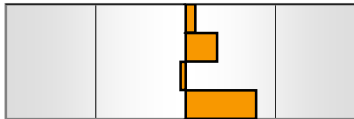
### Things That Worry Us

- 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)



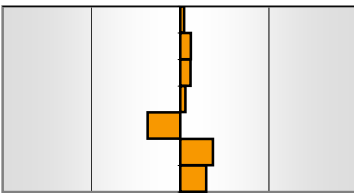
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



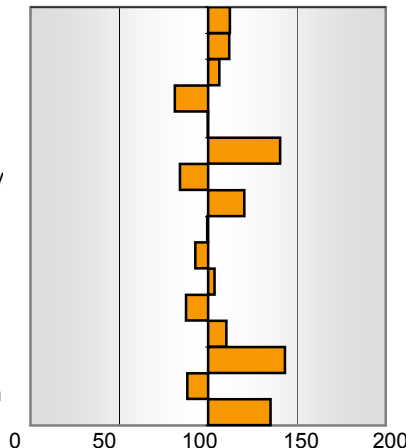
### Crime - Incidents (Victim)

- 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



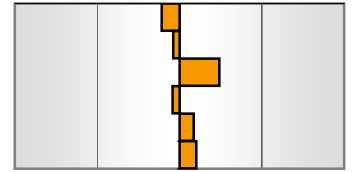
### Crime - Incident (Offender)

- 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



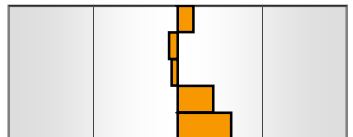
### Crime - Police Response

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



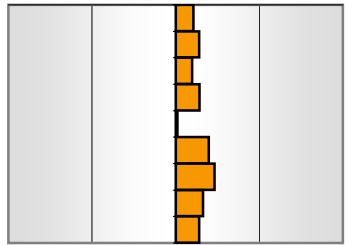
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



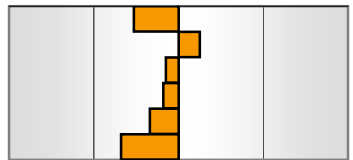
### Crime - Preferred Outcome

- 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



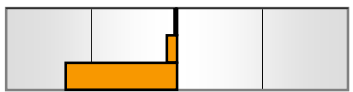
### Environment - Attitudes

- 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

