

# Group F

Older people living in social housing with high care needs

4,191 households, 4.3% of households in Isle of Wight\*



## Key Features

- Older people
- Low incomes
- Some seaside locations
- Pension Credit
- Some small bungalows
- Some sheltered homes
- TV popular
- Bingo, dominoes, cards
- HES emergencies

## Description

Group F consists of elderly people who are mostly reliant on state benefits and live in purpose built housing. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set within larger council estates. Most of this group spend money only on the basic necessities of life. The health issues of this group reflect the age of the population, with above average hospital admission rates for many conditions, such as influenza and pneumonia and age-adjusted emergency admission rates over four times the national average.

They have few, if any, savings or investments and low incomes. Low levels of income result in a general reliance on the state, with many qualifying for Pension Credits in particular. The relatively low rates of defaults on council tax payment is partly to do with the attitudes of an elderly population, but also reflecting that a significant proportion are not actually liable for council tax.

These neighbourhoods are generally viewed as areas where neighbours help each other. They see less of the anti-social and criminal problems than any of the other poorer groups. These people are environmentally friendly in that few drive cars and are frugal when it comes to spending on heating and cooking. However, this low environmental impact is due to circumstance not attitude, as many do not believe the hype about environmental issues.



## Communications Strategies



**TV:**  
These are heavy watchers of TV both daytime and evening viewing.



**Post Office/GP:**  
This group have very little exposure to mainstream consumerism and due to mobility issues sometimes experienced by this group, they tend to frequent the same small selection of outlets. Post offices remain a key contact point for this group, where they are likely to collect their state pension and GP surgeries are also often visited.



**Personal contact:**  
This group relies quite heavily on personal contact. It provides this group with much needed reassurance by speaking to someone face to face. The most eagerly awaited leisure activities are likely to be ones that involve human contact, whether with family or with other members of the local community and bingo, puzzles, dominoes and cards are favourite methods of passing time.



**Unreceptive:**  
Internet  
Magazines

\*Household figures have been generated using IWC's Corporate Gazetteer  
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## Service Need

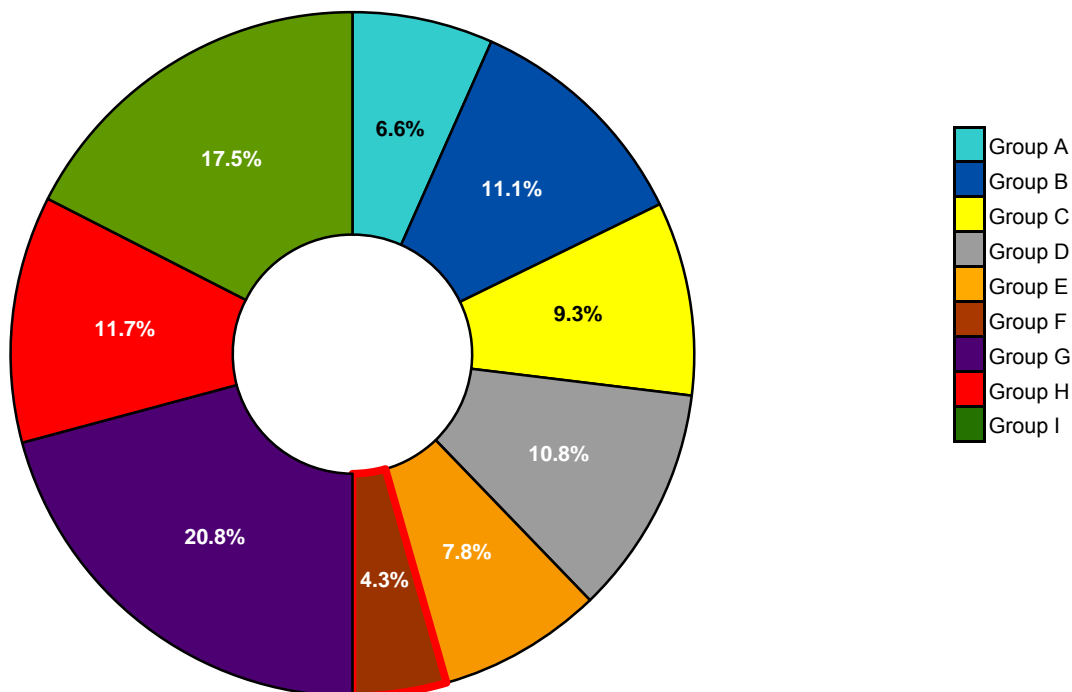
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

Council Tax Discount	Above Average	Refuse - Large Items	Average
Benefits - Income Support	Low	Internet Banking	Low
Benefits - Disability Living Allowance	Above Average	No Current Account	Above Average
Benefits - Working Family Tax Credit	Average	Library services	Below Average
Special Education Needs	Above Average	Theatre and the Arts	Average
Adult Social Care: Mental Health	Above Average	Gym Membership - Leisure Services	Low
Adult Social Care: Physical Disability	High	Key Stage 4-5 Passes A-C	Average
Planning	Low	Crime - Police Rating: Very Poor	Average
Housing Benefit - New Claim	Above Average	Environment - Concerned About	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 %
F39 Dignified Dependency	57	52	94	0.1%
F40 Sharing a Staircase	60	20	9	0.0%
I48 Old People in Flats	53	59	590	0.6%
I49 Low Income Elderly	46	48	1136	1.2%
I50 Cared for Pensioners	45	61	1143	1.2%
J51 Sepia Memories	30	60	1219	1.3%



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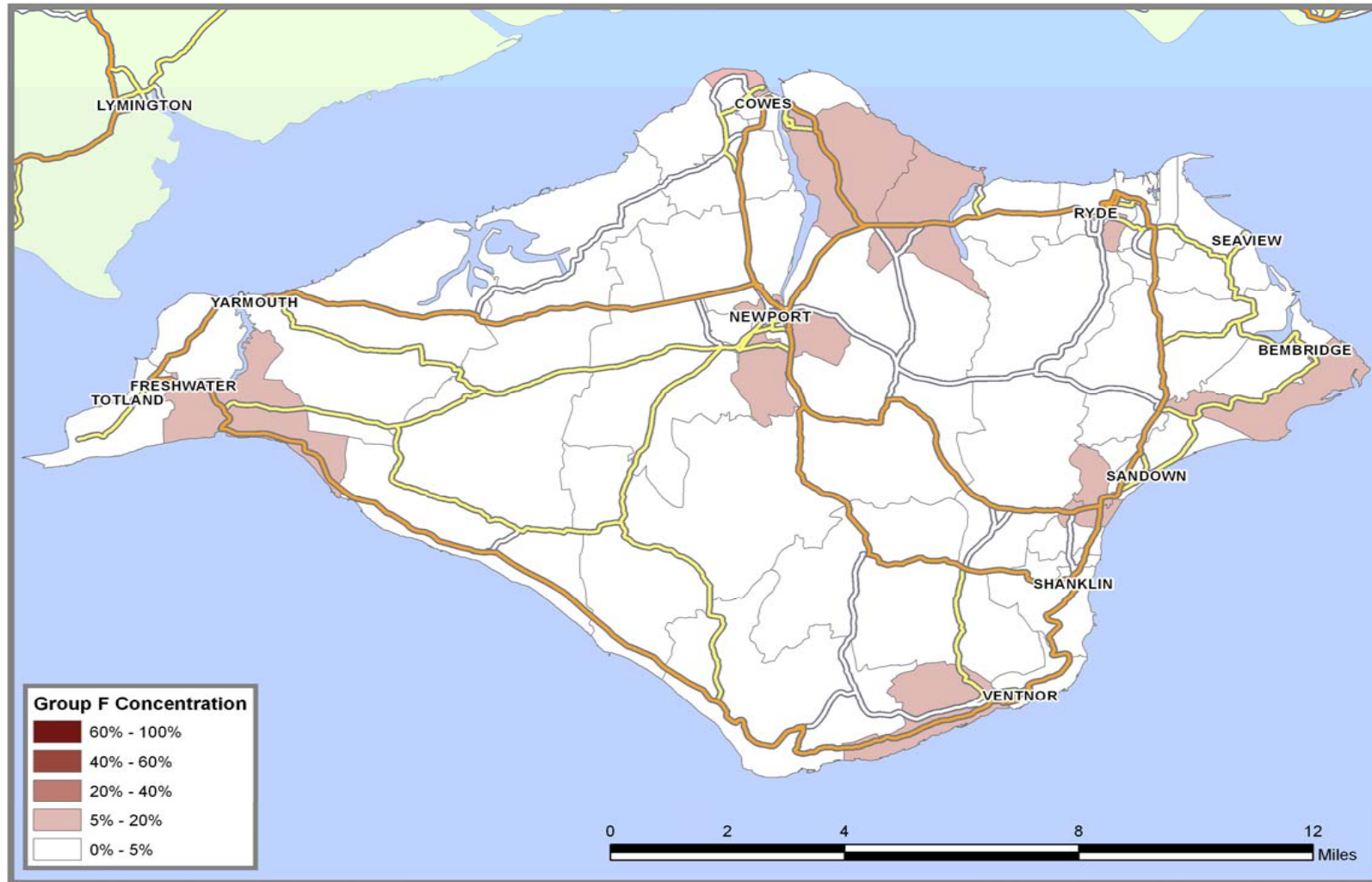
## Ward Level Breakdown

Ward	Households in Group F	%	Representation in Relation to Isle of Wight
Ashey	29	1.7%	
Bembridge North	29	1.8%	
Bembridge South	109	7.1%	
Binstead	36	1.8%	
Brading and St Helens	20	0.8%	
Brightstone and Calbourne	8	0.4%	
Carisbrooke East	38	2.4%	
Carisbrooke West	8	0.5%	
Central Rural	0	0.0%	
Chale, Niton and Whitwell	4	0.2%	
Cowes Castle East	438	15.5%	
Cowes Castle West	1	0.1%	
Cowes Central	7	0.5%	
Cowes Medina	70	4.2%	
East Cowes North	6	0.5%	
East Cowes South	175	9.3%	
Fairlee	10	0.7%	
Freshwater Afton	166	6.3%	
Freshwater Norton	117	4.7%	
Gurnard	19	1.4%	
Lake North	99	6.8%	
Lake South	327	19.7%	
Mount Joy	154	11.7%	
Newchurch	7	0.4%	
Newport North (Isle of Wight)	554	19.7%	
Newport South (Isle of Wight)	73	3.9%	
Northwood (Isle of Wight)	1	0.1%	
Osborne	212	12.1%	
Pan	190	13.8%	
Parkhurst	3	0.2%	
Ryde North East	119	3.4%	
Ryde North West	81	3.1%	
Ryde South East	121	6.1%	
Ryde South West	48	2.8%	
St Johns East	3	0.1%	
St Johns West	6	0.2%	
Sandown North	4	0.1%	
Sandown South	11	0.4%	
Seaview and Nettlestone	62	3.0%	
Shalfleet and Yarmouth	65	4.2%	
Shanklin Central	54	1.8%	
Shanklin North	57	3.6%	
Shanklin South	74	3.4%	
Totland	11	0.4%	
Ventnor East	123	3.6%	
Ventnor West	136	5.3%	
Wootton (Isle of Wight)	241	10.4%	
Wroxall and Godshill	65	3.0%	
<b>Isle of Wight</b>	<b>4,191</b>	<b>4.3%</b>	

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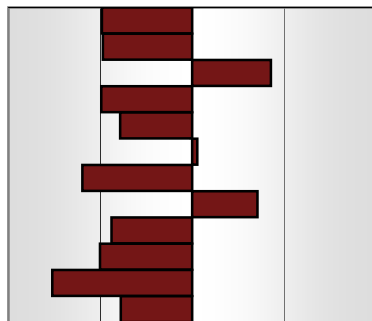
## Older people living in social housing with high care needs

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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



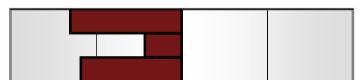
### Crime - Police Incidents

Assault  
Criminal damage  
Public Order  
Theft



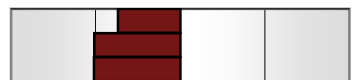
### Leisure data - Centre

Heights leisure centre  
Medina leisure centre  
Waterside pool



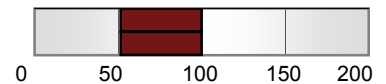
### Leisure data - Membership Type

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 from the Isle of Wight - 2006 to 2007

# F

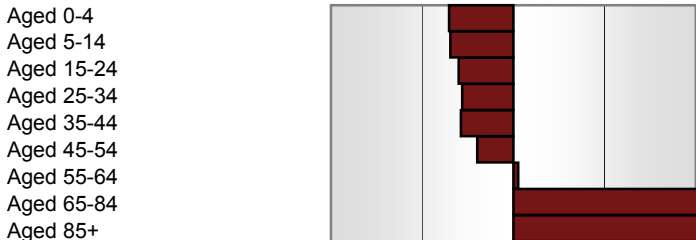
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### Gender



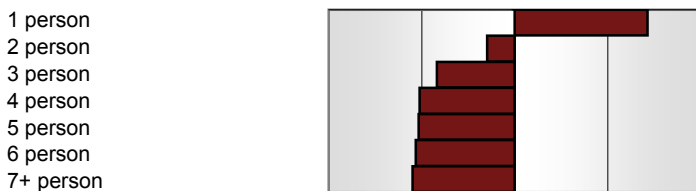
### Age



### Marital Status



### Number in Household



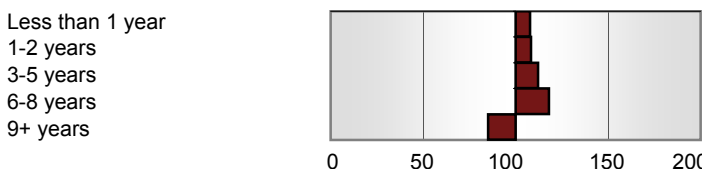
### Household Composition



### Children in Household



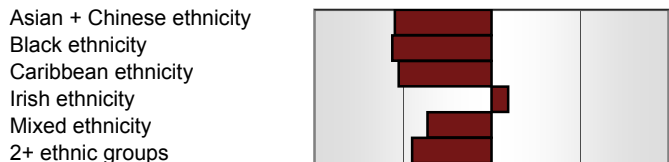
### Length of Residency



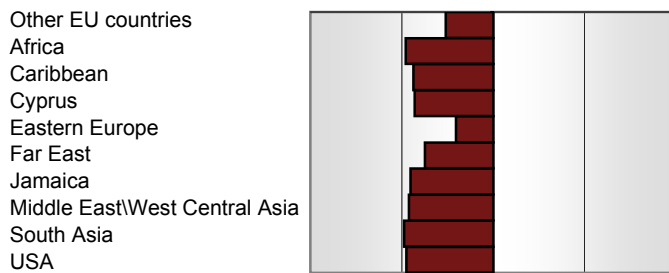
### Social Grade



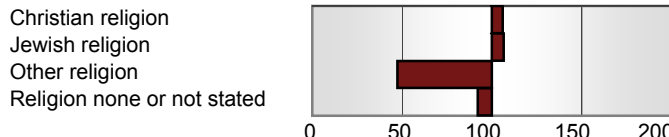
### Ethnicity



### Region of Birth



### Religion



0 50 100 150 200

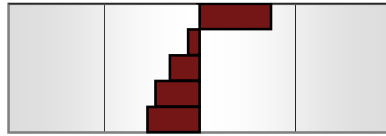
# F

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### Adults' Education

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



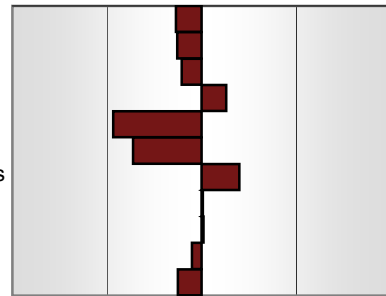
### Childrens Education - Key Stage 1

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



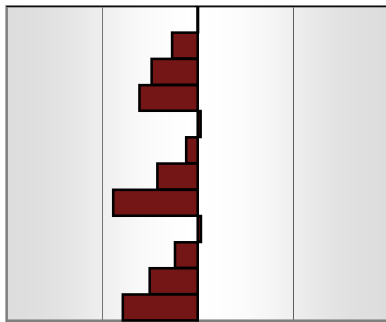
### Childrens Education - Key Stage 2

- 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



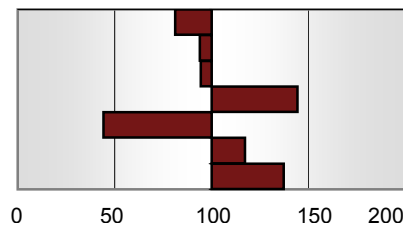
### Childrens Education - Key Stage 3

- 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

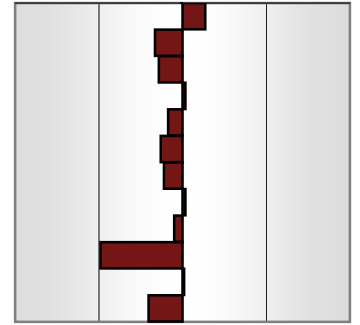
- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G\*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status



\* (English + Maths)

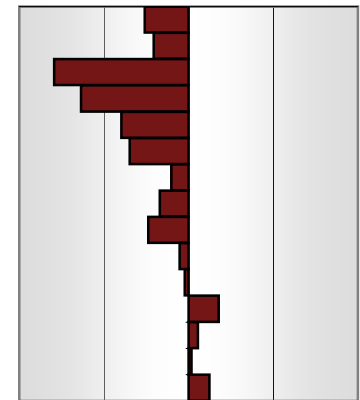
### Employment - General

- 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



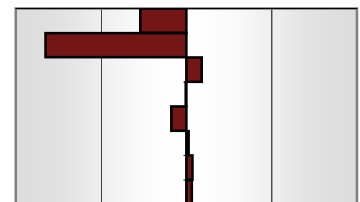
### Occupation

- 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



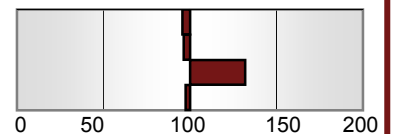
### Industry

- 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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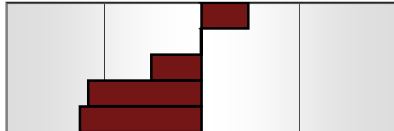
### Household Income

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



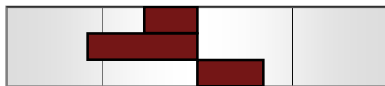
### Personal Income

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



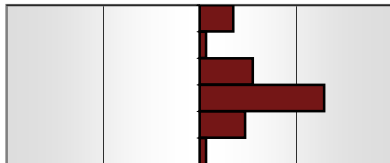
### Tax

Basic rate  
Higher rate  
No tax



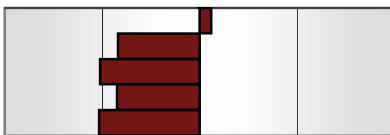
### Benefits

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



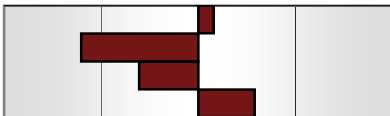
### County Court Judgements

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



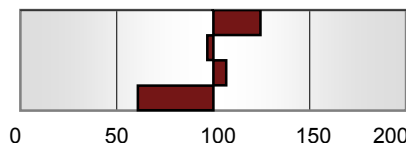
### Types of Banking

Visit bank  
Internet banking  
Phone banking  
Pay bills at Post Office



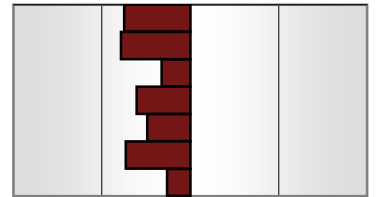
### Current Accounts

No account  
Cheque book  
Card, no cheque book  
Overdraft facility



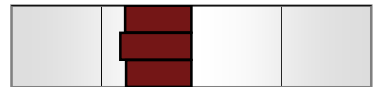
### Credit

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



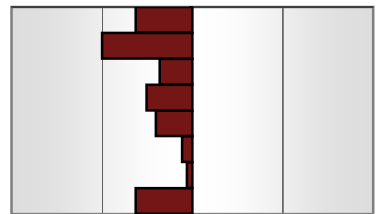
### Loans

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



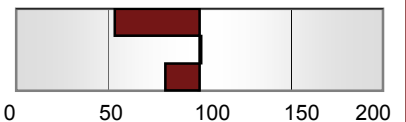
### Shareholdings

No shares  
High value  
Low value



### Life Assurance

Company Insurance  
Private Insurance  
Life Assurance



0 50 100 150 200

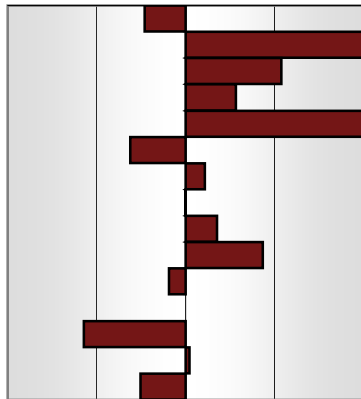
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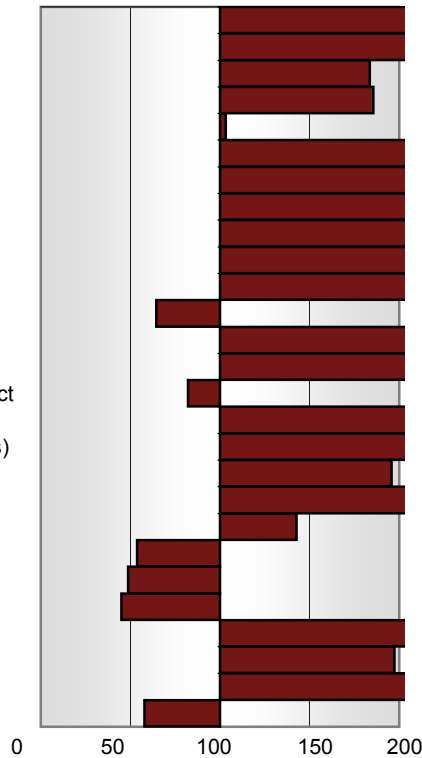
### Health and Lifestyle

- 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)

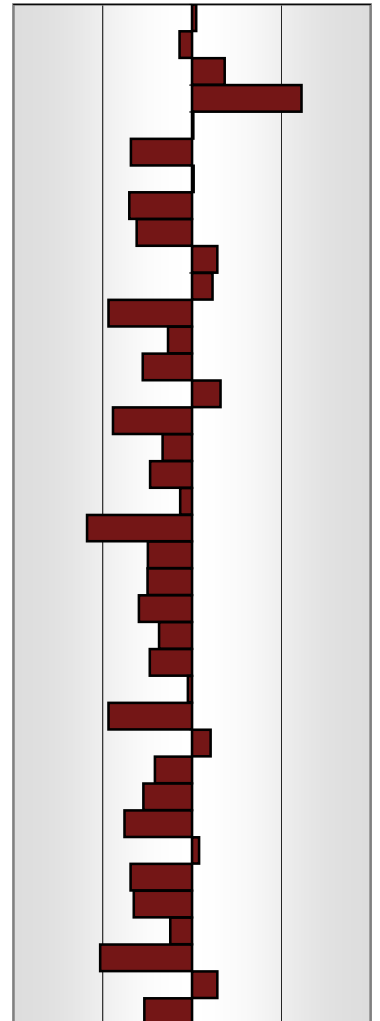
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

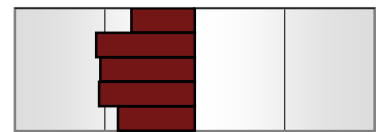
### Recreation

- 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



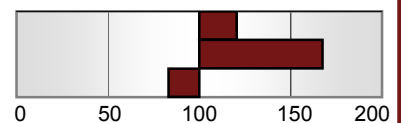
### Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



### TV Viewing

- Heavy
- Medium
- Light



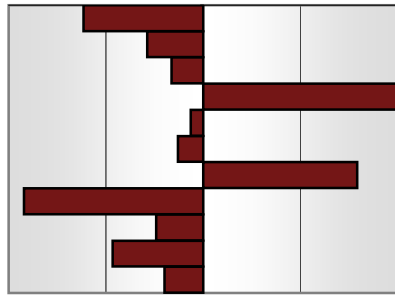
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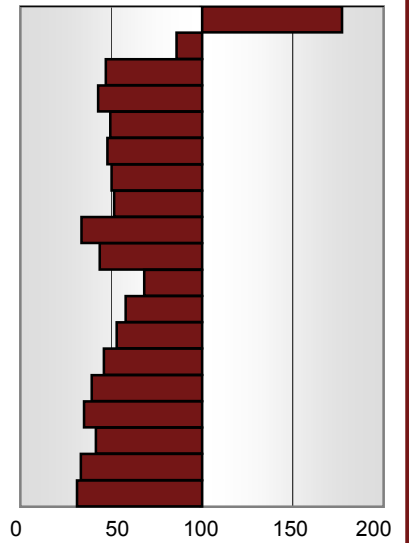
### Type of Property

- 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)



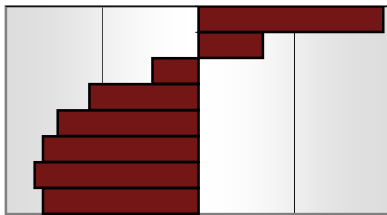
### Property Age

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



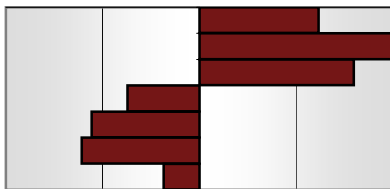
### Council Tax Band

- 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



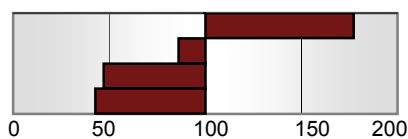
### Home Ownership

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



### Number of Cars

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



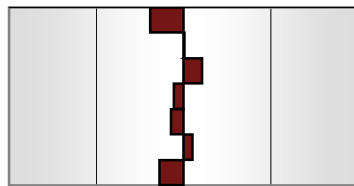
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## Older people living in social housing with high care needs

4,191 households, 4%.3 of households in Isle of Wight

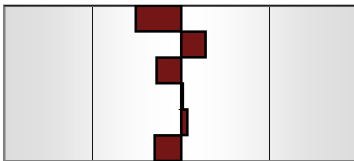
### Our Neighbourhood

- 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



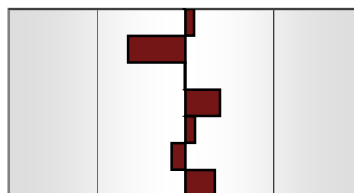
### Neighbourhood Problems

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



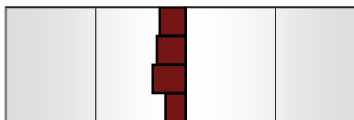
### Things That Worry Us

- 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)



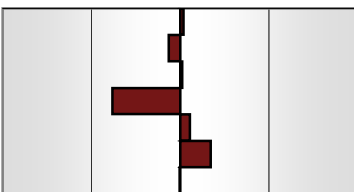
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



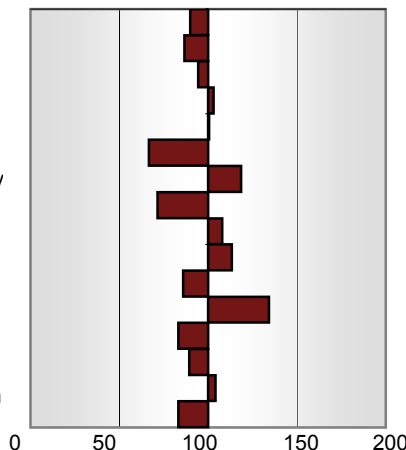
### Crime - Incidents (Victim)

- 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



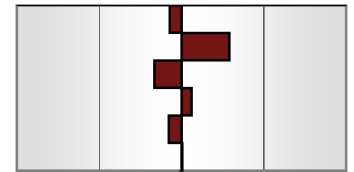
### Crime - Incident (Offender)

- 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



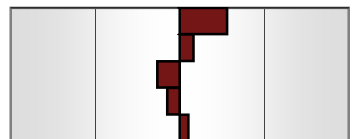
### Crime - Police Response

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



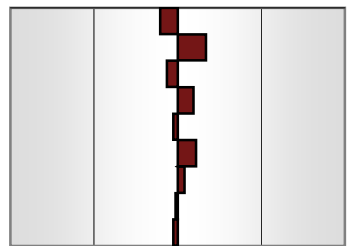
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



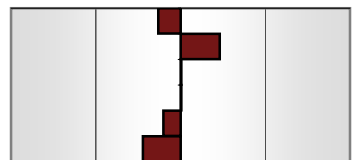
### Crime - Preferred Outcome

- 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

