

# Group G

Retired and older workers preferring to live in familiar surroundings in small market towns  
17,750 households, 18.3% of households in Isle of Wight



## Key Features

- Many Retired Couples
- Active Lifestyles
- Mid/High Incomes
- Older working age
- Good diet
- Traditional values
- Health checks
- Social networks
- Good place to live

## Description

Group G consists mostly of older people, who own their homes and who cater for the needs of day trippers and holiday makers. On retirement, many have moved to the seaside or the countryside to live among people similar to themselves. Most have quite active lifestyles, tend to eat a good diet and whilst they have health problems typical of their older profile, after adjusting for age, their hospital admissions are only marginally higher than average.

Throughout their working lives, these elderly people have amassed sufficient investments to provide for a comfortable retirement. However, there is a significant minority that struggle to get by, and require Pension Credits for support. Overall there is little take-up of any benefit other than the state pension, as few have personal pensions, reflecting that this method of long term investment was not commonplace during their early working years.

These neighbourhoods are peaceful and quiet. Crime and anti-social behaviour are not at all commonplace. If Group G does become a victim of crime then it is more likely to happen when they are away from home. Problems that do occur are typically small scale, and are more likely to be in the entertainment centres than in the nearby residential areas. This group are from the age and the background that breeds respect for and trust in the police, and the low amounts of crime do nothing to shake those beliefs.



## Communications Strategies



### Social Networks:

This group, although an older group, do still lead independent and active lifestyles. Leisure activities such as crown green bowls, bird watching and organised coach trips provide them with the opportunity to socialise. Social interactions such as these provide opportunities to engage with this group in their preferred environment.



### Newspaper:

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



### Unreceptive:

Internet  
TV  
Posters

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## Service Need

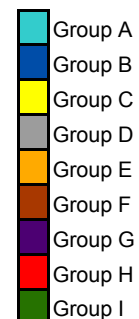
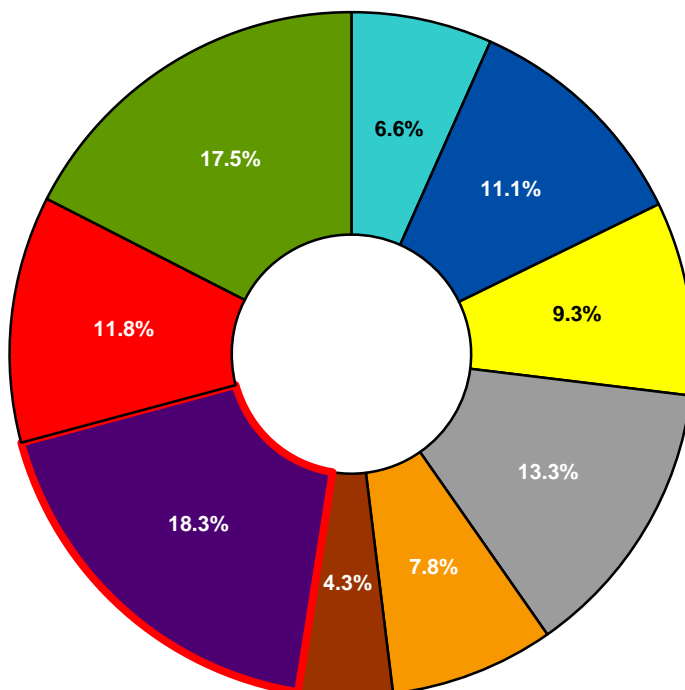
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

### Service Need

Council Tax Discount	High	Refuse - Large Items	Low
Benefits - Income Support	Low	Internet Banking	Average
Benefits - Disability Living Allowance	Average	No Current Account	Low
Benefits - Working Family Tax Credit	Above Average	Library services	Low
Special Education Needs	Average	Theatre and the Arts	Above 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	Above Average	Crime - Police Rating: Very Poor	Above Average
Housing Benefit - New Claim	Above Average	Environment - Concerned About	Average
Refuse - Recycling	Low	Environment - People Should Recycle	Average
Refuse - Garden Waste	Low	Housing - Public Rented	Low

## About this Group in Isle of Wight

Mosaic types within	Wealth Rank	Age Rank	H'hold Count	H'hold %
J55 Small Town Seniors	33	44	10476	10.8%
J56 Tourist Attendants	34	54	7274	7.5%



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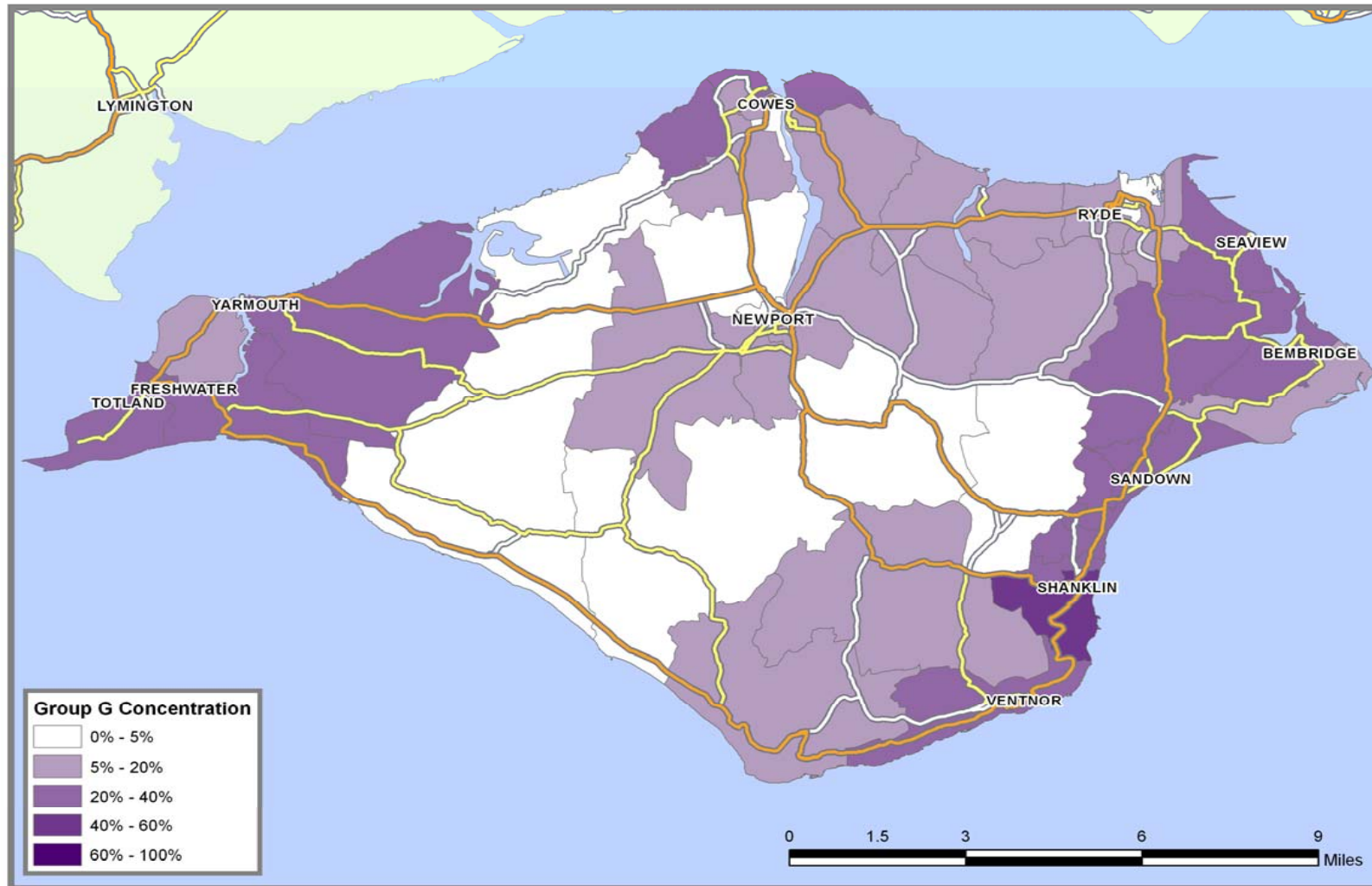
## Ward Level Breakdown

Ward	Households in Group G	%	Representation in Relation to Isle of Wight
Ashey	135	7.8%	
Bembridge North	560	34.7%	
Bembridge South	222	14.4%	
Binstead	260	13.3%	
Brading and St Helens	798	30.8%	
Brighstone and Calbourne	36	1.9%	
Carisbrooke East	164	10.4%	
Carisbrooke West	229	14.0%	
Central Rural	18	1.0%	
Chale, Niton and Whitwell	128	5.6%	
Cowes Castle East	604	21.4%	
Cowes Castle West	129	10.2%	
Cowes Central	88	6.8%	
Cowes Medina	18	1.1%	
East Cowes North	343	27.1%	
East Cowes South	134	7.1%	
Fairlee	118	7.8%	
Freshwater Afton	1,007	38.5%	
Freshwater Norton	468	18.9%	
Gurnard	284	20.2%	
Lake North	370	25.3%	
Lake South	470	28.3%	
Mount Joy	96	7.3%	
Newchurch	19	1.1%	
Newport North (Isle of Wight)	28	1.0%	
Newport South (Isle of Wight)	369	19.9%	
Northwood (Isle of Wight)	82	7.4%	
Osborne	119	6.8%	
Pan	74	5.4%	
Parkhurst	35	2.1%	
Ryde North East	85	2.4%	
Ryde North West	388	14.8%	
Ryde South East	140	7.1%	
Ryde South West	139	8.1%	
St Johns East	750	36.9%	
St Johns West	671	25.2%	
Sandown North	1,111	38.0%	
Sandown South	899	35.1%	
Seaview and Nettlestone	711	34.6%	
Shalfleet and Yarmouth	332	21.3%	
Shanklin Central	1,715	56.8%	
Shanklin North	282	17.7%	
Shanklin South	181	8.4%	
Totland	627	25.6%	
Ventnor East	1,141	33.5%	
Ventnor West	701	27.3%	
Wootton (Isle of Wight)	140	6.1%	
Wroxall and Godshill	332	15.5%	
<b>Isle of Wight</b>	<b>17,750</b>	<b>18.3%</b>	<b>0 50 100 150 200</b>

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# G

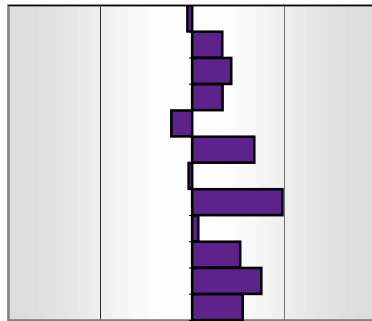
## Retired and older workers preferring to live in familiar surroundings in small market towns

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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



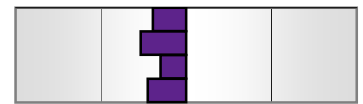
### Social Services

Mental\_Health  
Physical\_Disability



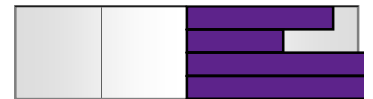
### Health - Hospital admissions\*

All Admissions  
Elective  
Emergency  
Total Long Term Illness



### Crime - Police Incidents

Assault  
Criminal damage  
Public Order  
Theft



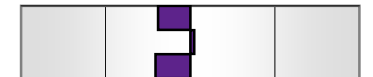
### Leisure data - Centre

Heights leisure centre  
Medina leisure centre  
Waterside pool



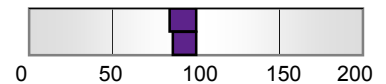
### Leisure data - Membership Type

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

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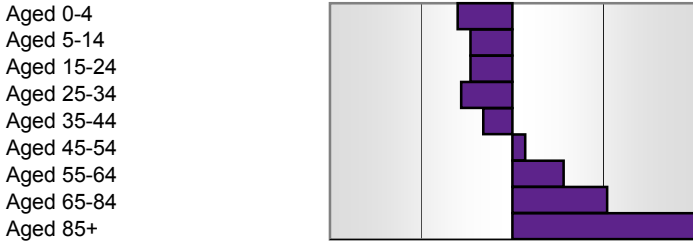
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### Gender



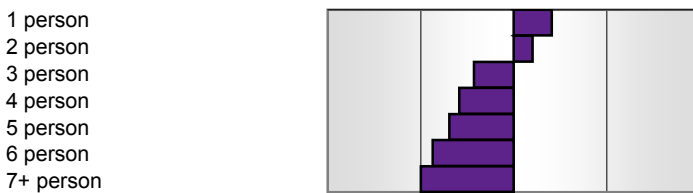
### Age



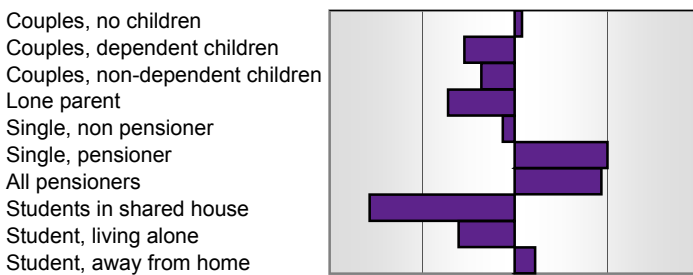
### Marital Status



### Number in Household



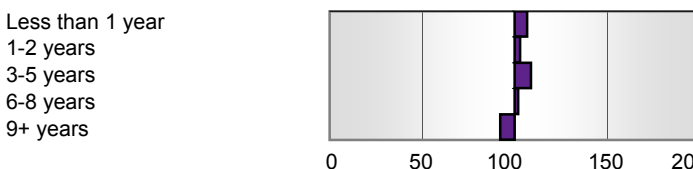
### Household Composition



### Children in Household



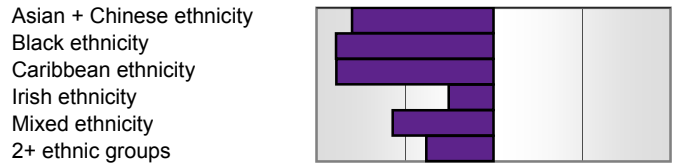
### Length of Residency



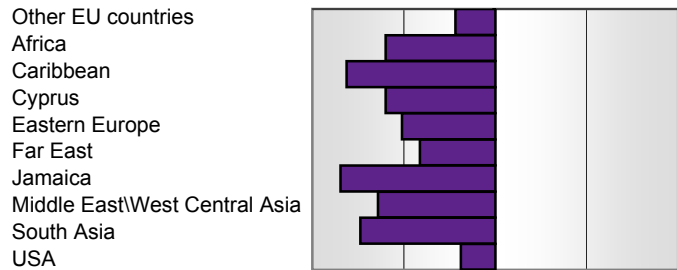
### Social Grade



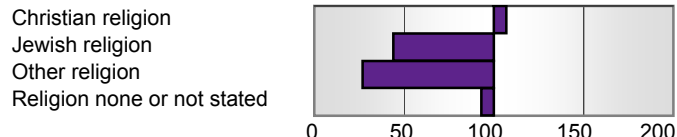
### Ethnicity



### Region of Birth



### Religion



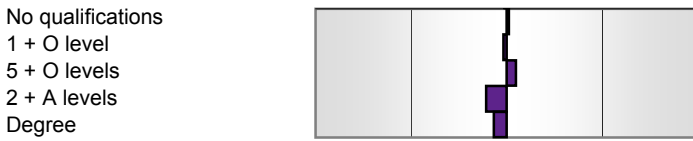
0 50 100 150 200

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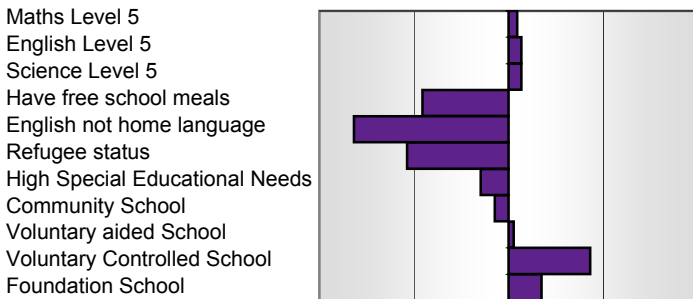
**Adults' Education**



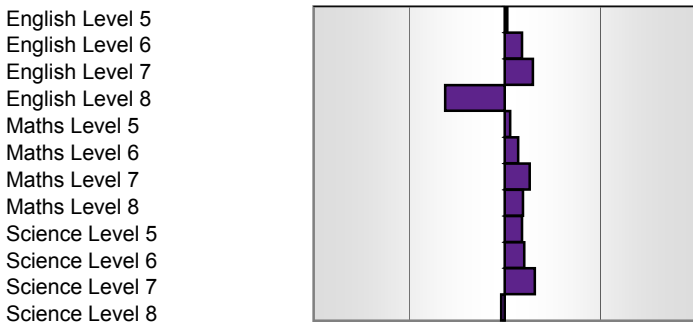
**Childrens Education - Key Stage 1**



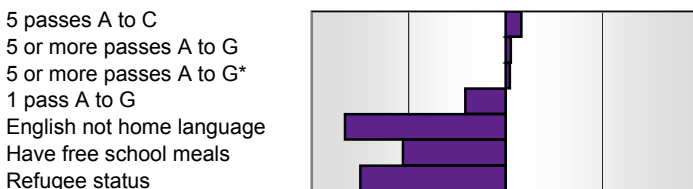
**Childrens Education - Key Stage 2**



**Childrens Education - Key Stage 3**

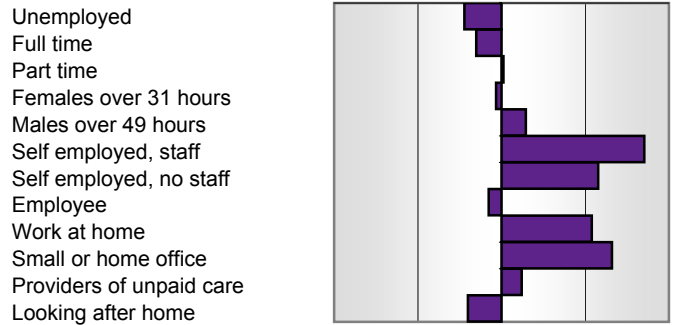


**Childrens Education - Key Stage 4**

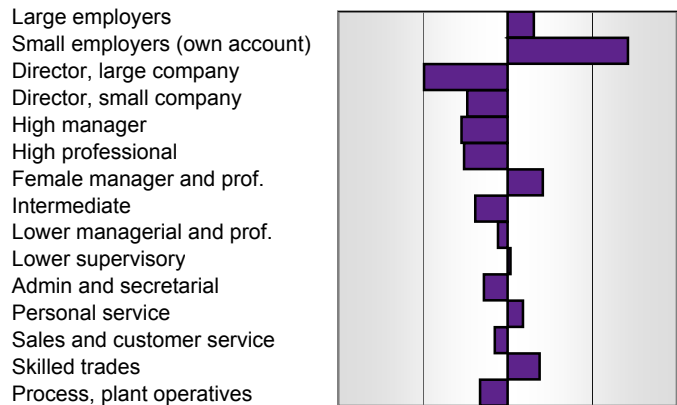


\* (English + Maths)

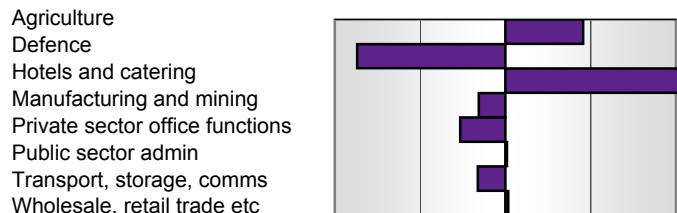
**Employment - General**



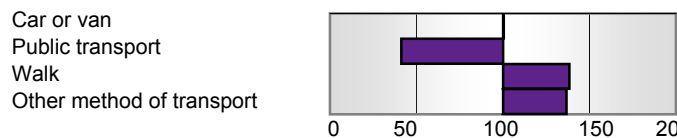
**Occupation**



**Industry**



**Travel to Work**



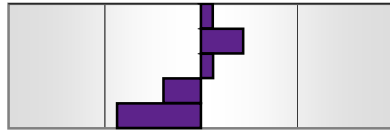
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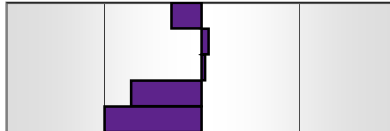
**Household Income**

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



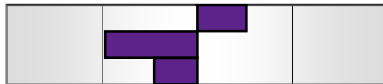
**Personal Income**

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



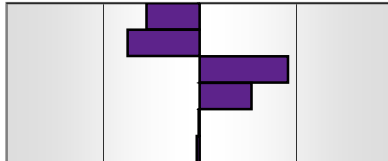
**Tax**

- Basic rate
- Higher rate
- No tax



**Benefits**

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



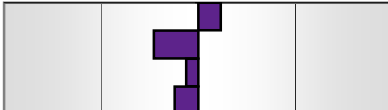
**County Court Judgements**

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



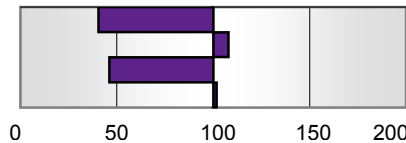
**Types of Banking**

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



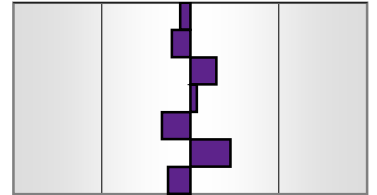
**Current Accounts**

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



**Credit**

- Monthly balance £501-1000
- Monthly balance £1001+
- Always pay in full
- Usually pay in full
- Never pay in full
- Have store card
- Interest free credit by mail



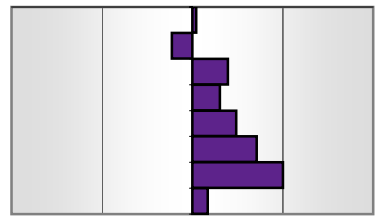
**Loans**

- Secured
- Unsecured
- Personal



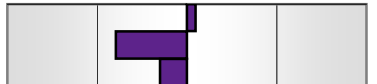
**Savings and Investments**

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



**Shareholdings**

- No shares
- High value
- Low value



**Life Assurance**

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

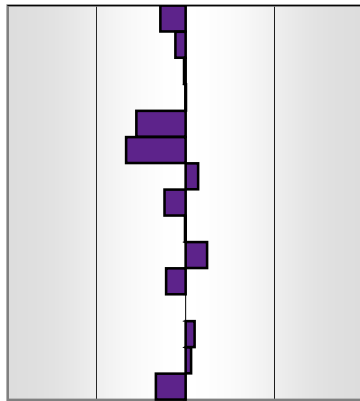
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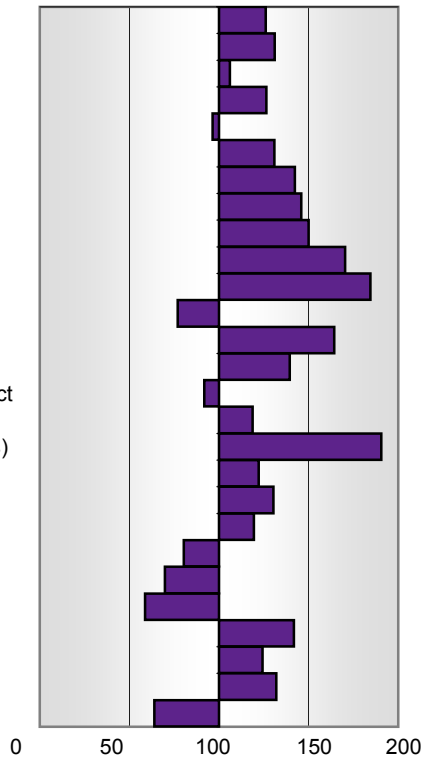
**Health and Lifestyle**

- Good General Health
- Poor General Health
- Long Term Illness
- BMI Index Over 30
- Type 2 Diabetes
- Have not taken up MMR
- Current Cigarette Smoker
- Heavy Smokers >20 a Day
- Light Smokers <10 a Day
- < 1 Portion Fruit or Veg a Day
- > 5 Portions Fruit and Veg a Day
- Leisure: Gym, Swim & Classes
- Athletics/running
- Drink 3 Days a week or more
- 8+ Drinks in Last 7 Days



**Hospital Episode Statistics (HES)**

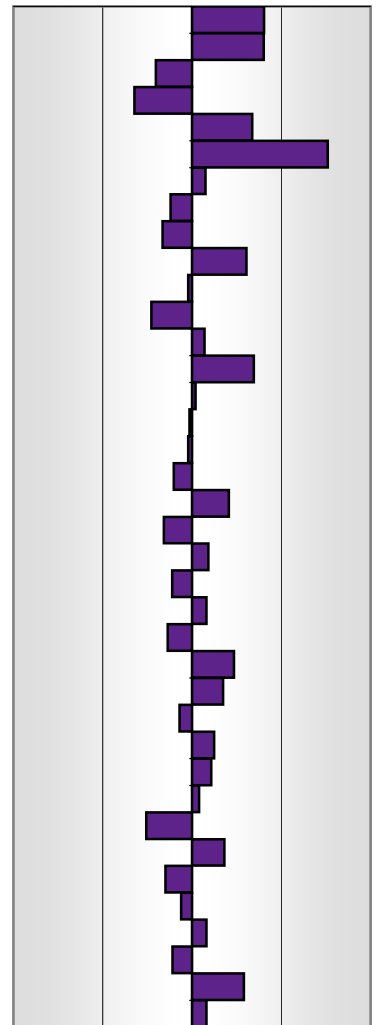
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia
- Other L respiratory infections
- Other disease U respiratory tract
- Chronic L respiratory diseases
- Lung diseases (external agents)
- Diseases of liver
- Disorders of gall bladder
- Diseases of the kidney
- Pregnancy (abortive outcome)
- Labour/delivery complications
- Delivery
- Surgical\medical complication
- Total Admissions
- Emergency Admissions
- Teenage Pregnancy



U = Upper  
L = Lower

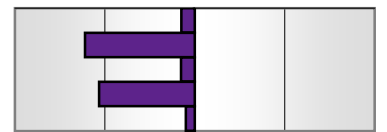
**Recreation**

- Antiques and fine art
- Art
- Betting
- Bingo
- Bird-watching
- Boats and yachting
- Books
- Camping and caravanning
- Cinema and films
- Classical music
- Competitions
- Computer games
- Cookery
- Country pursuits
- Crosswords and puzzles
- Cycling
- Eating out
- Fashion clothing
- Feeding garden birds
- Football
- Gardening
- Going to the pub
- Golf
- Hair and beauty
- Hiking and walking
- History
- Home computing
- Military interests
- Motoring
- Pets
- Pop music
- Railways
- Rock music
- Study open university
- Theatre and the arts
- Using Internet
- Voluntary and charity work
- Wines



**Personal Computing**

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



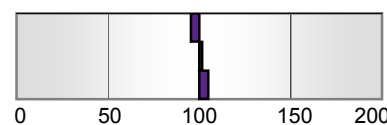
**Newspapers**

- Popular/midmarket daily
- Broadsheet daily newspaper



**TV Viewing**

- Heavy
- Medium
- Light



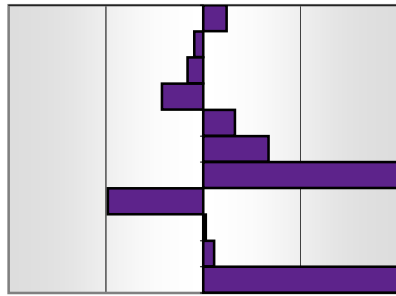
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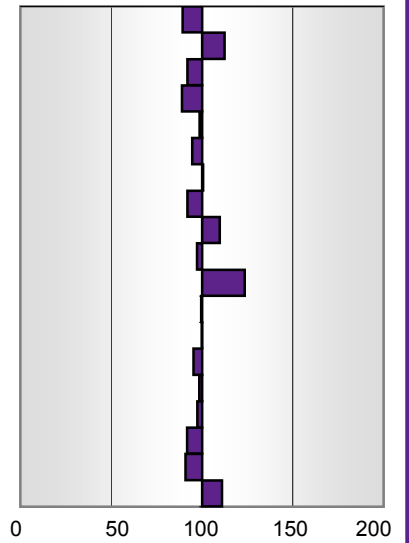
### Type of Property

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



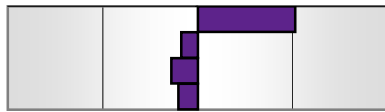
### Type of Car

- No access to car
- 1 car
- 2 cars
- 3+ cars
- Cars per household
- New car
- Second hand car
- Petrol
- Company car
- Diesel
- Basic
- Small
- Lower Medium
- Upper Medium
- Executive
- Luxury
- Minivan
- Sports
- Sports Utility (4x4)



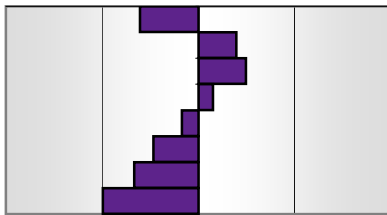
### Property Age

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



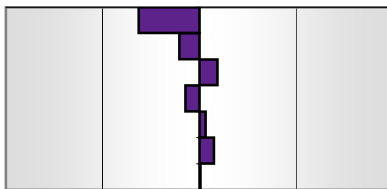
### Council Tax Band

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



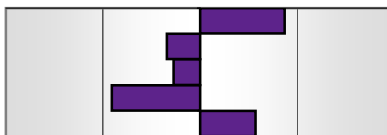
### Number of Rooms

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



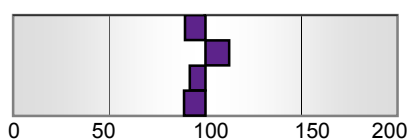
### Home Ownership

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



### Number of Cars

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



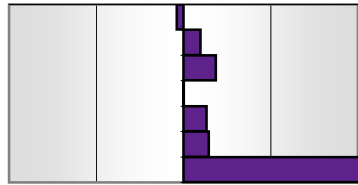
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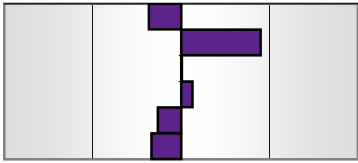
### Our Neighbourhood

- Influence decisions in local area
- Tell-off youths if trouble-making
- Mutual neighbourhood watch
- Different people get on well
- ASB worsened over last 2 years
- Definitely I enjoy living in area
- Strangers often in this area



### Neighbourhood Problems

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



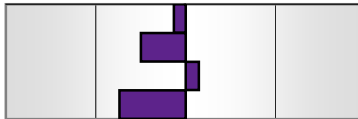
### Things That Worry Us

- Beings a victim of Crime
- Having car stolen
- Having things stolen from car
- Being mugged
- Being attacked by strangers
- Being raped
- Being attacked at home (women)



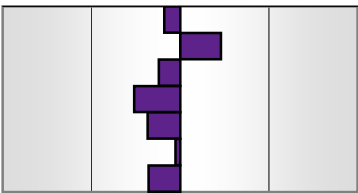
### Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



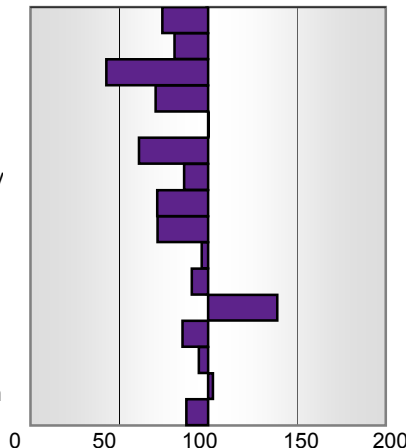
### Crime - Incidents (Victim)

- Weekday
- Weekend
- Incident inside place of work
- Yes insulted/pestered/intimidated
- Attempt made to steal anything
- Very much affected by incident
- Victim had contact with offender



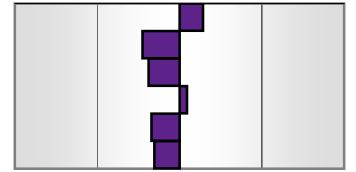
### Crime - Incident (Offender)

- Force or violence used
- Offender did threaten someone
- The person had a weapon
- There was an attempt to steal
- No sexual element to the offence
- Reason - relationship/history
- Reason - wanted money/property
- Reason bad temper of offender
- Victim/property was targeted
- Age of offender - 16-24
- Age of offender - 25-39
- Age of offender - 40+
- Offender/s were local kids
- Offender was a casual person
- Offender was a stranger to victim
- Victim knew offender very well



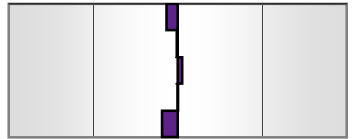
### Crime - Police Response

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



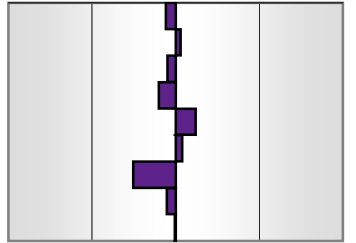
### Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



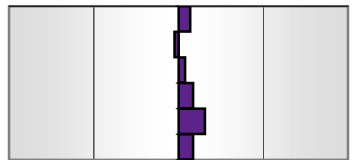
### Crime - Preferred Outcome

- Judges - Excellent job
- Judges - V poor job
- Juvenile Court - Good job
- Juvenile Court - V poor job
- Magistrates - Excellent job
- Magistrates - V poor job
- Prisons - Excellent
- Prisons - V poor job
- Probation Services - V poor job



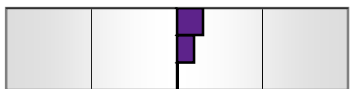
### Environment - Attitudes

- Concerned about
- Too much concern
- Worried about car pollution
- People should recycle
- Purchase eco-friendly products
- Gave to environmental charity



### Environmental - Pollution

- High household emissions
- High vehicle emissions
- Drive Eco-Friendly Car



### Deprivation

Index of Multiple Deprivation

