

Group H

Financially secure and physically active older people, many retired to seaside locations

11,385 households, 11.7% of households in Isle of Wight*



Key Features

- Pensioners
- Relocated on retirement
- Own their homes
- Index linked pensions
- Significant capital
- Active
- Good health and diet
- HES emergencies
- Prefer face-to-face service

Description

Group H consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many have, on retirement, 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 drink alcohol regularly it is rarely to excess. However, the proportion of heavy smokers is only marginally less than the national average.

These are people who value the security that comes from insurance, and the security afforded by credit cards over cash. They invest their savings in ways that maximise their current revenue, minimise tax and protect long-term capital values. 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.

This Group does not experience high levels of crime, and in general is not living in fear of crime. Their views of the police appear to reflect old fashioned values of trust; whilst they may not be satisfied with actions taken by the police over specific incidents, they remain very satisfied with the police in general. Many show concern for the environment, and are prepared to make financial contributions. However, there is a significant minority that believes that environmental issues are overplayed. Cars tend to be small, only one per household, and annual mileage is usually below average.



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 and the New Statesmen.



Unreceptive:

Internet
TV
Posters

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Service Need

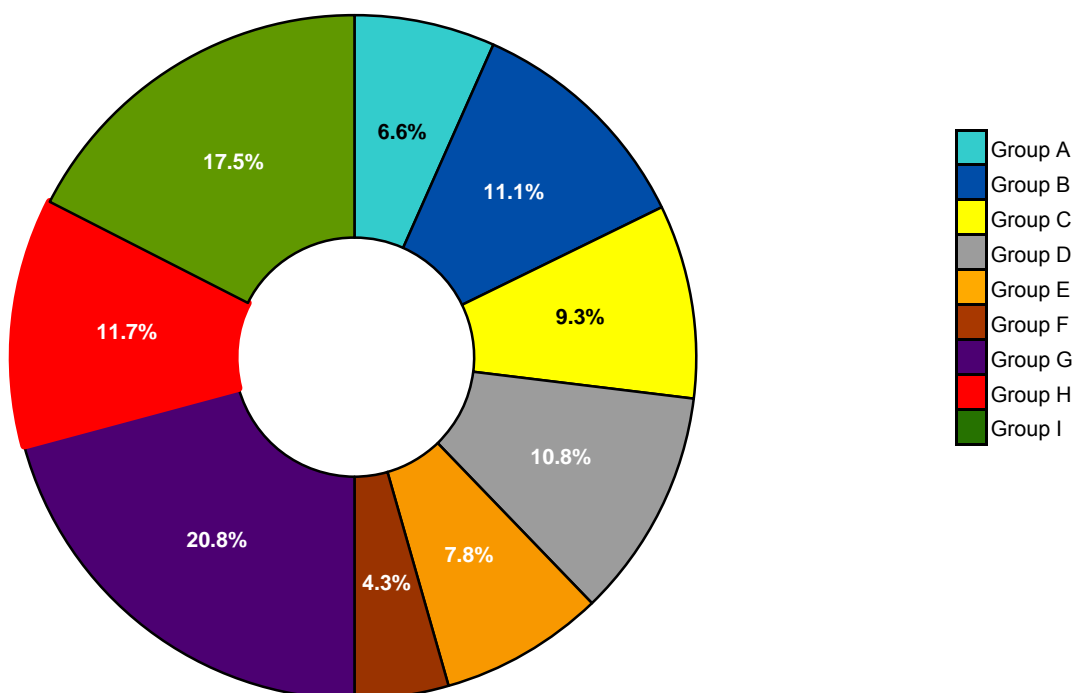
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

Service Need

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

About this Group in Isle of Wight

Mosaic types within	Wealth Rank	Age Rank	H'hold Count	H'hold %
J52 Childfree Serenity	20	42	510	0.5%
J53 High Spending Elders	9	57	5748	5.9%
J54 Bungalow Retirement	21	58	5127	5.3%



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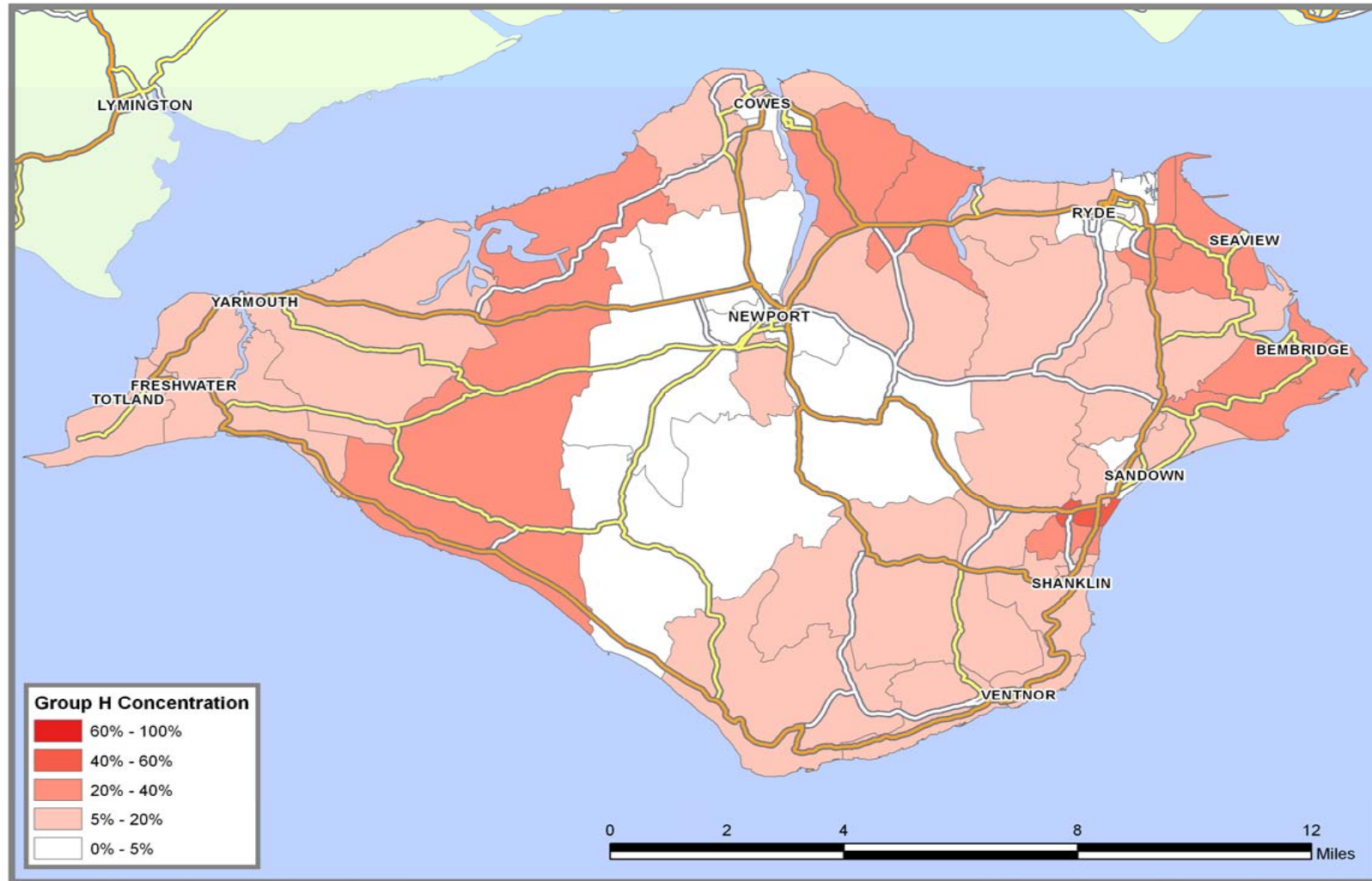
Ward Level Breakdown

Ward	Households in Group H	%	Representation in Relation to Isle of Wight
Ashey	164	9.4%	
Bembridge North	547	33.8%	
Bembridge South	581	37.6%	
Binstead	280	14.3%	
Brading and St Helens	317	12.3%	
Brighstone and Calbourne	476	25.6%	
Carisbrooke East	54	3.4%	
Carisbrooke West	24	1.5%	
Central Rural	88	4.8%	
Chale, Niton and Whitwell	391	17.0%	
Cowes Castle East	364	12.9%	
Cowes Castle West	184	14.5%	
Cowes Central	49	3.8%	
Cowes Medina	21	1.3%	
East Cowes North	139	11.0%	
East Cowes South	7	0.4%	
Fairlee	97	6.4%	
Freshwater Afton	396	15.1%	
Freshwater Norton	476	19.3%	
Gurnard	272	19.4%	
Lake North	144	9.8%	
Lake South	690	41.5%	
Mount Joy	135	10.2%	
Newchurch	118	6.8%	
Newport North (Isle of Wight)	20	0.7%	
Newport South (Isle of Wight)	3	0.2%	
Northwood (Isle of Wight)	89	8.1%	
Osborne	551	31.5%	
Pan	17	1.2%	
Parkhurst	7	0.4%	
Ryde North East	66	1.9%	
Ryde North West	460	17.5%	
Ryde South East	3	0.2%	
Ryde South West	84	4.9%	
St Johns East	208	10.2%	
St Johns West	61	2.3%	
Sandown North	791	27.1%	
Sandown South	144	5.6%	
Seaview and Nettlestone	159	7.7%	
Shalfleet and Yarmouth	358	22.9%	
Shanklin Central	151	5.0%	
Shanklin North	325	20.4%	
Shanklin South	99	4.6%	
Totland	386	15.8%	
Ventnor East	175	5.1%	
Ventnor West	445	17.3%	
Wootton (Isle of Wight)	601	26.0%	
Wroxall and Godshill	168	7.9%	
Isle of Wight	11,385	11.7%	

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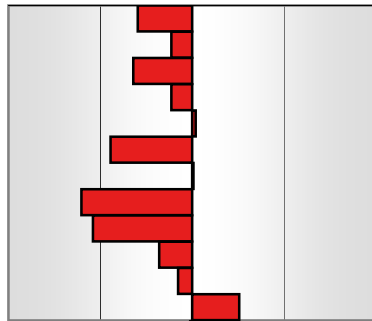
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The following charts have been generated using Isle of Wight data. All index values have been calculated using the Isle of Wight population as the average

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



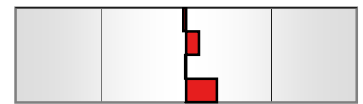
Social Services

Mental_Health
Physical_Disability



Health - Hospital admissions*

All Admissions
Elective
Emergency
Total Long Term Illness



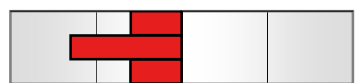
Crime - Police Incidents

Assault
Criminal damage
Public Order
Theft



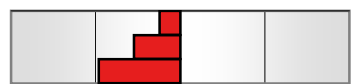
Leisure data - Centre

Heights leisure centre
Medina leisure centre
Waterside pool



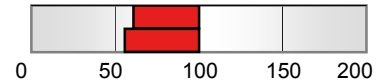
Leisure data - Membership Type

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 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

H

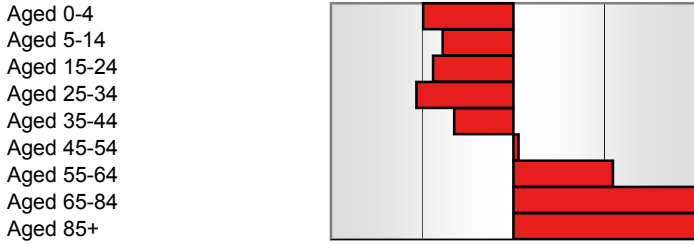
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Gender



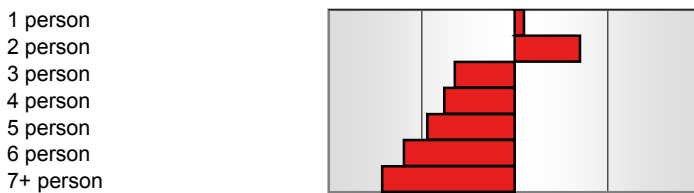
Age



Marital Status



Number in Household



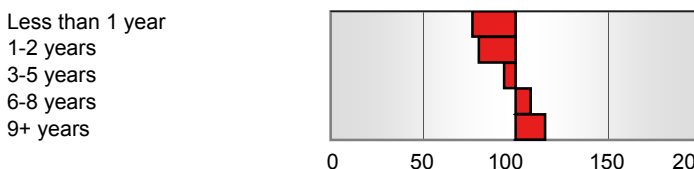
Household Composition



Children in Household



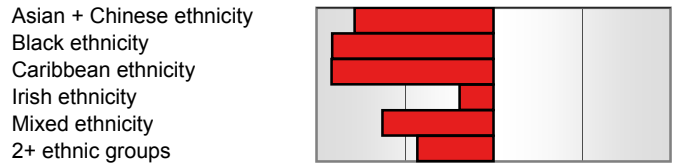
Length of Residency



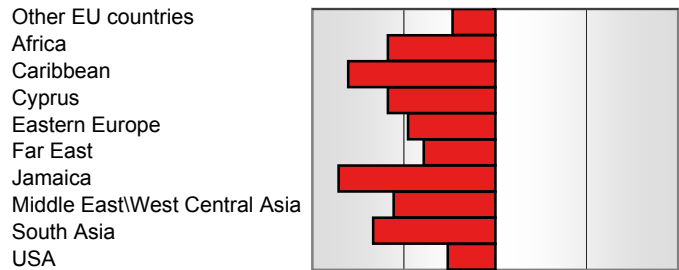
Social Grade



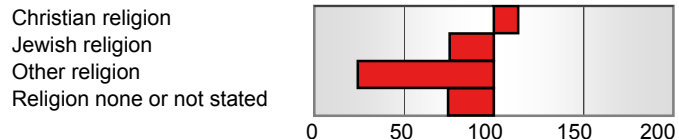
Ethnicity



Region of Birth



Religion



0 50 100 150 200

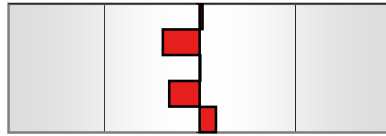
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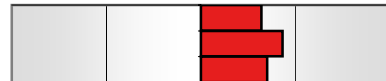
Adults' Education

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



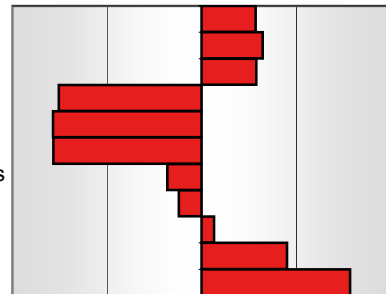
Childrens Education - Key Stage 1

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



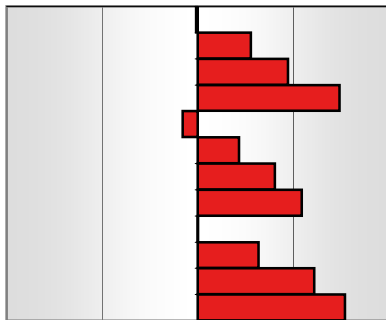
Childrens Education - Key Stage 2

- 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



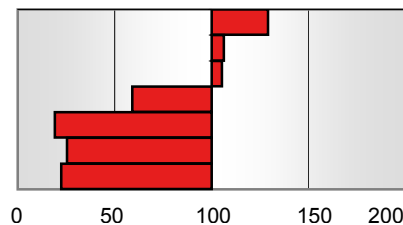
Childrens Education - Key Stage 3

- 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

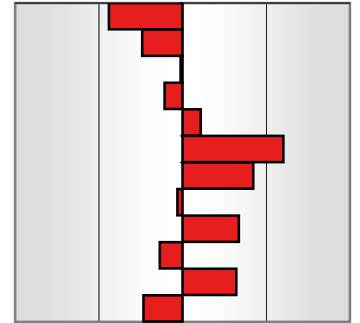
- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status



* (English + Maths)

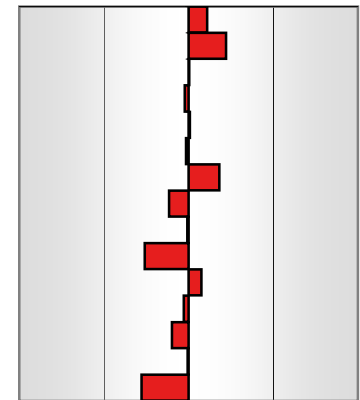
Employment - General

- 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



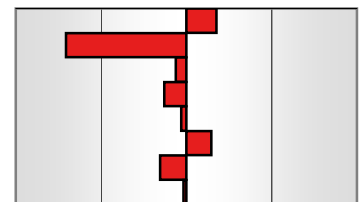
Occupation

- 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



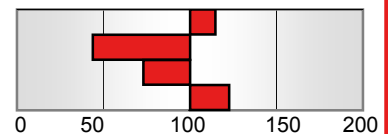
Industry

- 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



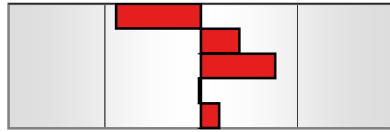
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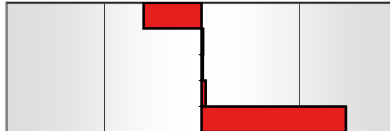
Household Income

- 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+



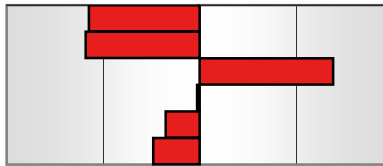
Tax

- Basic rate
- Higher rate
- No tax



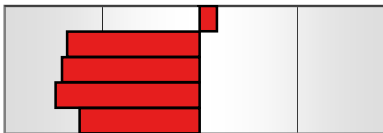
Benefits

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



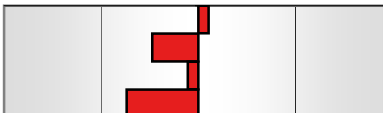
County Court Judgements

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



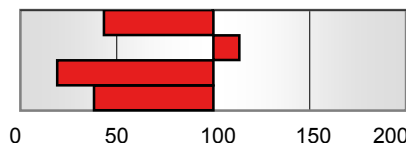
Types of Banking

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



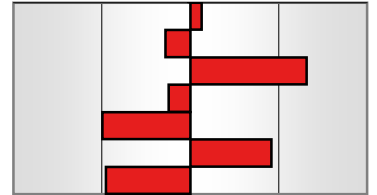
Current Accounts

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



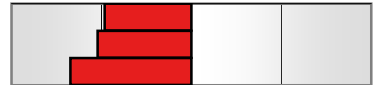
Credit

- 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



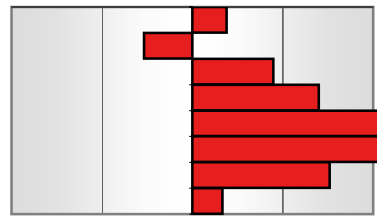
Loans

- 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



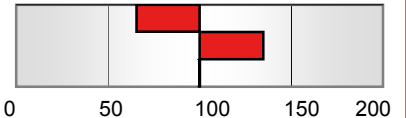
Shareholdings

- No shares
- High value
- Low value



Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



0 50 100 150 200

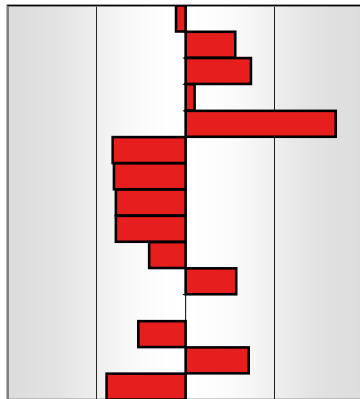
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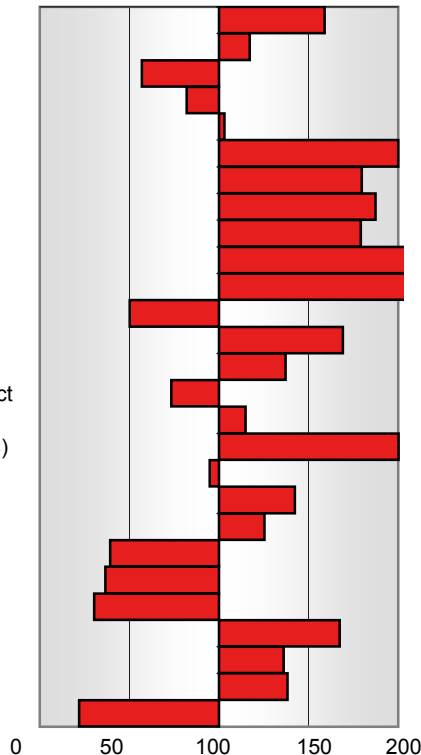
Health and Lifestyle

- 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)

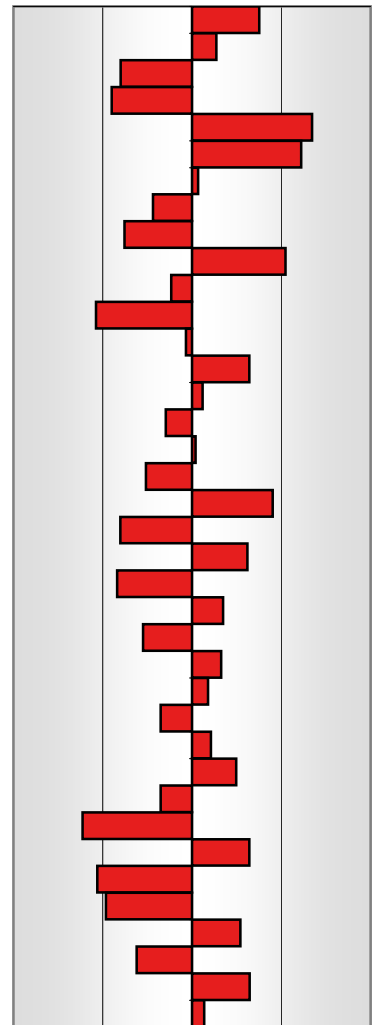
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

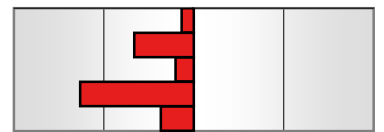
Recreation

- 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



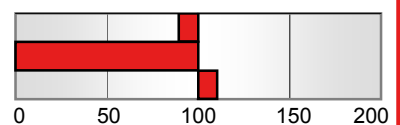
Newspapers

- Popular/midmarket daily
- Broadsheet daily newspaper



TV Viewing

- Heavy
- Medium
- Light



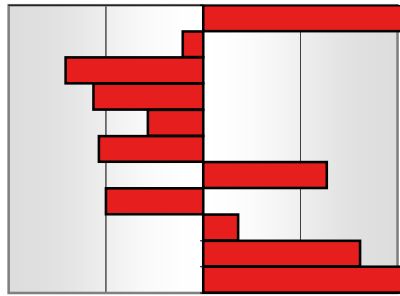
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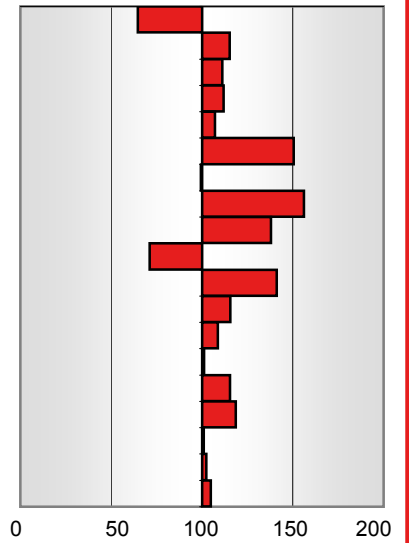
Type of Property

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



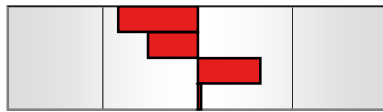
Type of Car

- 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)



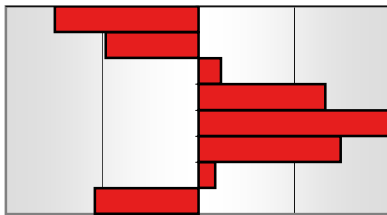
Property Age

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



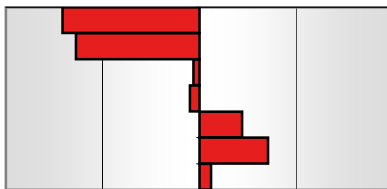
Council Tax Band

- 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



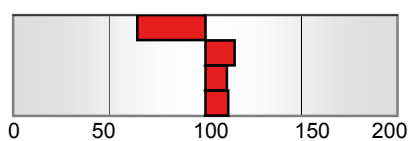
Home Ownership

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



Number of Cars

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



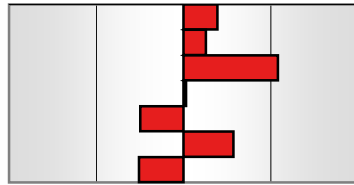
H

Financially secure and physically active older people, many retired to seaside locations

11,385 households, 11.7% of households in Isle of Wight

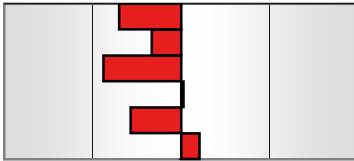
Our Neighbourhood

- 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



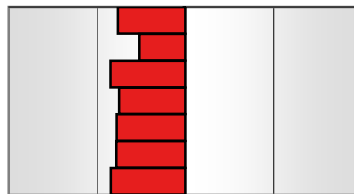
Neighbourhood Problems

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



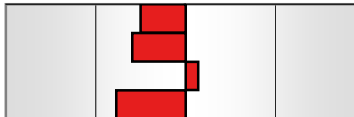
Things That Worry Us

- 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)



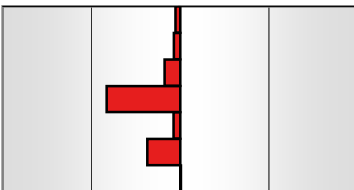
Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



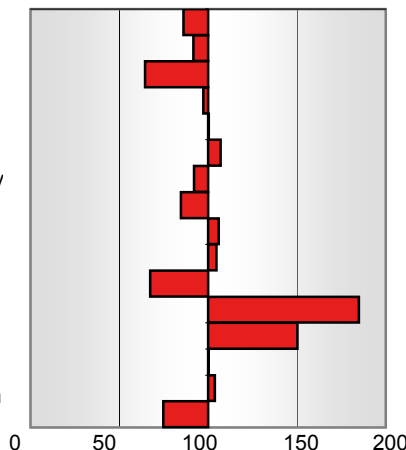
Crime - Incidents (Victim)

- 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



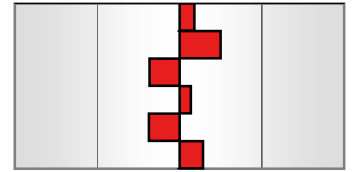
Crime - Incident (Offender)

- 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



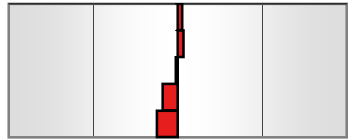
Crime - Police Response

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



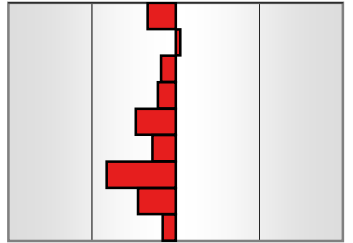
Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



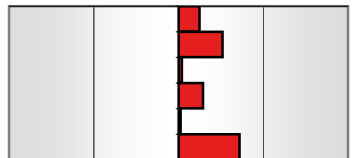
Crime - Preferred Outcome

- 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

