

Group I

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight*



Key Features

- Wealthy professionals
- Older detached houses
- Coastal/semi-rural
- Areas of natural beauty
- Good diet and health
- Drink alcohol daily
- Country pursuits
- Gentle relaxed pace
- Quality of life

Description

Group I are communities set in areas of high landscape value which, on account of their accessibility to towns, attract wealthy urban commuters. They live on the outskirts of small towns or attractive villages, where bed and breakfasts and other agro-tourism enterprises provide important sources of seasonal income. Most are well educated, and overall they enjoy reasonable health. They have an active lifestyle, and whilst they may drink alcohol on a daily basis, it is not to excess.

In general, those of working age are in work earning a reasonable rather than a high income. They rarely require additional support from the state. Similarly, those who have retired will take the state pension, but most do not need additional Pension Credits. They will have earned sufficient during their working lives to put some aside for the future, with a preference for national savings schemes rather than shares or investment products.

These are areas where social capital is high and where crime, and the fear of crime, are both very low. There is little antisocial behaviour and opinions of the police are high. These people, despite claiming to be very concerned for the environment, follow lifestyles that are quite damaging, with high car ownership and inefficient energy usage at home. Instead of materially changing their lifestyle they will seek to make amends via financial contributions.



Communications Strategies



Internet:

Given the sometimes rural locations that this group inhabits, the Internet is a preferred communication channel with some using it to shop for groceries, banking and booking holidays



Newspapers:

This group has a high consumption of most newspapers and together with their varied local recreational activities, the local free press would represent an opportunity to engage with this group.



Unreceptive:

TV
Leaflets and posters

*Household figures have been generated using IWC's Corporate Gazetteer

Group I

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight



Service Need

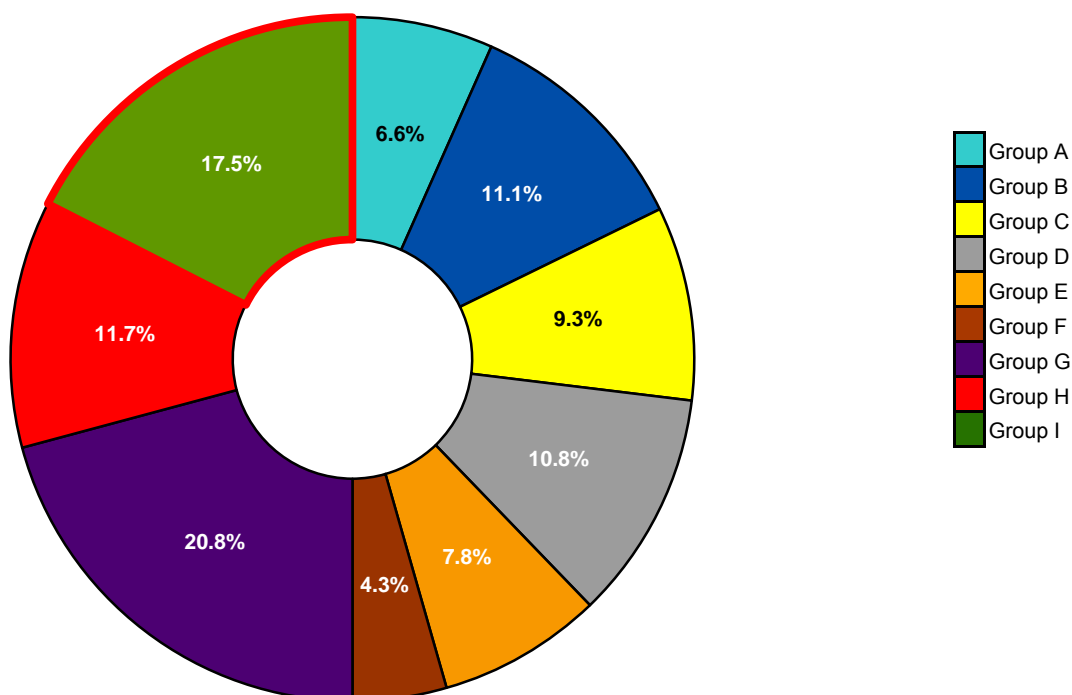
Below is the service needs for this group. This has been produced using nationally sourced data and profiled using the Isle of Wight segmentation.

Service Need

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

About this Group in Isle of Wight

Mosaic types within	Wealth Rank	Age Rank	H'hold Count	H'hold %
A01 Global Connections	15	28	37	0.0%
A02 Cultural Leadership	6	33	69	0.1%
A03 Corporate Chieftains	1	37	86	0.1%
A04 Golden Empty Nesters	2	51	721	0.7%
A05 Provincial Privilege	4	43	518	0.5%
A07 Semi-Rural Seclusion	5	38	310	0.3%
K57 Summer Playgrounds	24	56	4660	4.8%
K58 Greenbelt Guardians	11	41	3208	3.3%
K59 Parochial Villagers	25	45	5753	5.9%
K60 Pastoral Symphony	22	47	1563	1.6%
K61 Upland Hill Farmers	29	50	0	0.0%



Group I

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight



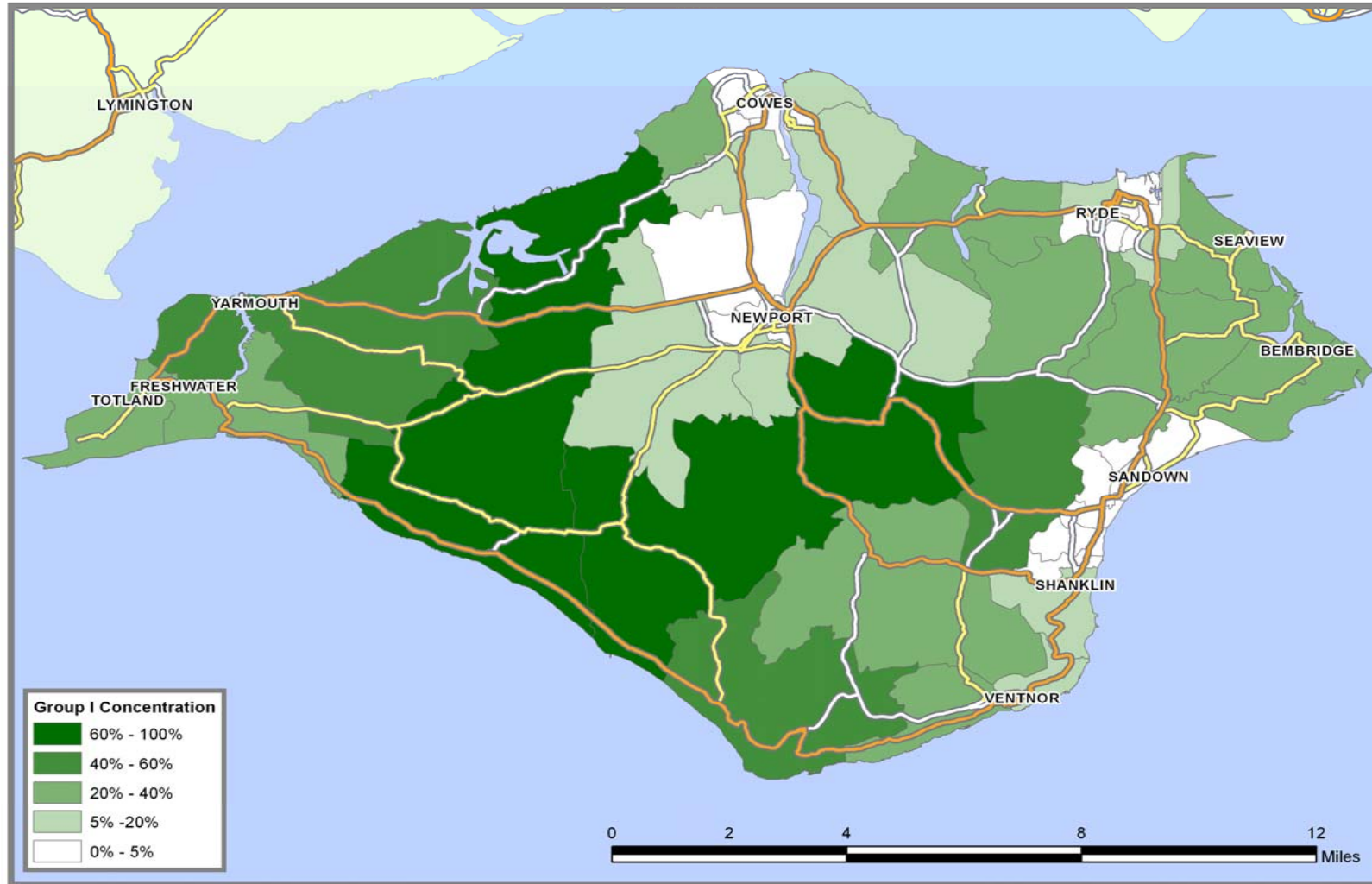
Ward Level Breakdown

Ward	Households in Group I	%	Representation in Relation to Isle of Wight
Ashey	455	26.2%	
Bembridge North	332	20.5%	
Bembridge South	353	22.8%	
Binstead	730	37.3%	
Brading and St Helens	767	29.6%	
Brightstone and Calbourne	1,207	65.0%	
Carisbrooke East	32	2.0%	
Carisbrooke West	312	19.1%	
Central Rural	1,317	71.6%	
Chale, Niton and Whitwell	1,271	55.2%	
Cowes Castle East	128	4.5%	
Cowes Castle West	60	4.7%	
Cowes Central	26	2.0%	
Cowes Medina	1	0.1%	
East Cowes North	80	6.3%	
East Cowes South	22	1.2%	
Fairlee	242	16.0%	
Freshwater Afton	701	26.8%	
Freshwater Norton	1,043	42.2%	
Gurnard	358	25.5%	
Lake North	24	1.6%	
Lake South	35	2.1%	
Mount Joy	77	5.8%	
Newchurch	992	57.2%	
Newport North (Isle of Wight)	12	0.4%	
Newport South (Isle of Wight)	16	0.9%	
Northwood (Isle of Wight)	72	6.5%	
Osborne	91	5.2%	
Pan	71	5.2%	
Parkhurst	49	2.9%	
Ryde North East	7	0.2%	
Ryde North West	213	8.1%	
Ryde South East	16	0.8%	
Ryde South West	52	3.0%	
St Johns East	78	3.8%	
St Johns West	70	2.6%	
Sandown North	898	30.7%	
Sandown South	1,287	50.3%	
Seaview and Nettlestone	62	3.0%	
Shalfleet and Yarmouth	47	3.0%	
Shanklin Central	167	5.5%	
Shanklin North	92	5.8%	
Shanklin South	42	2.0%	
Totland	745	30.5%	
Ventnor East	335	9.8%	
Ventnor West	622	24.2%	
Wootton (Isle of Wight)	511	22.1%	
Wroxall and Godshell	805	37.7%	
Isle of Wight	16,925	17.5%	

Group I

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight



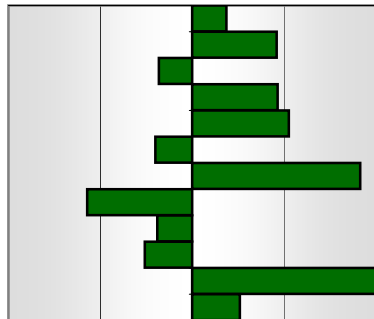
Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

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



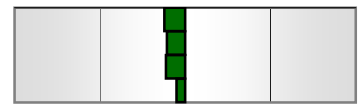
Social Services

Mental_Health
Physical_Disability



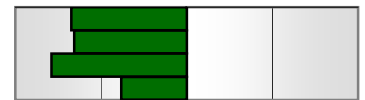
Health - Hospital admissions*

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



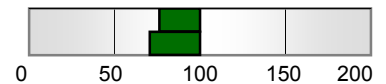
Leisure data - Membership Type

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

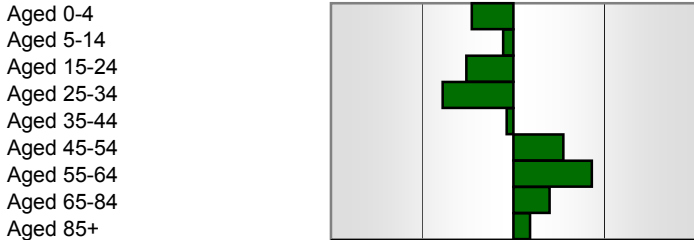
Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

Gender



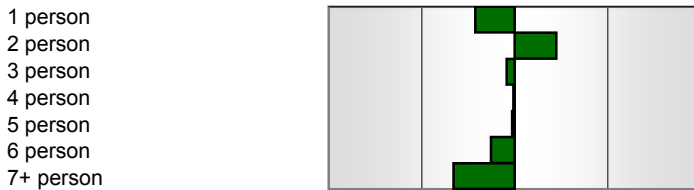
Age



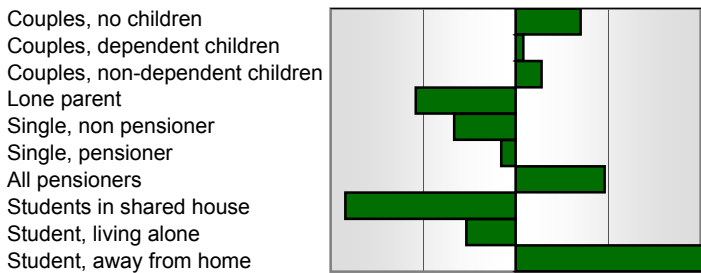
Marital Status



Number in Household



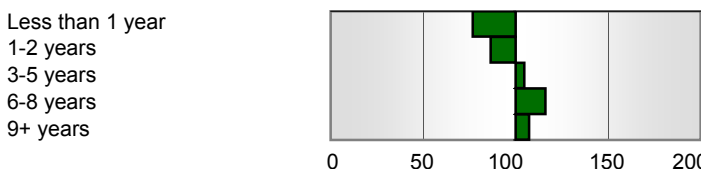
Household Composition



Children in Household



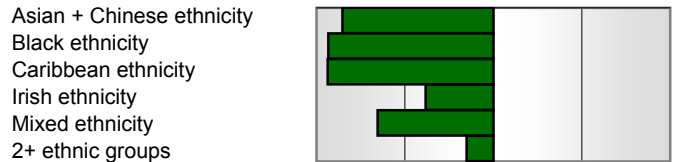
Length of Residency



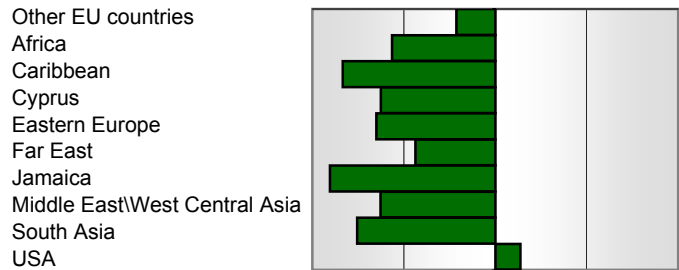
Social Grade



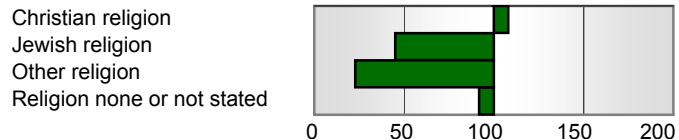
Ethnicity



Region of Birth



Religion



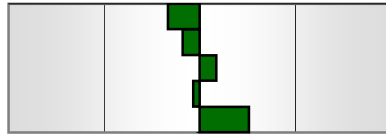
0 50 100 150 200

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

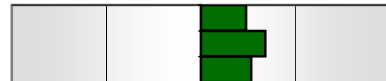
Adults' Education

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



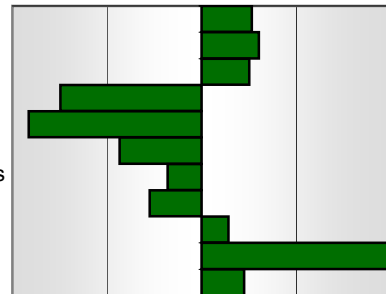
Childrens Education - Key Stage 1

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



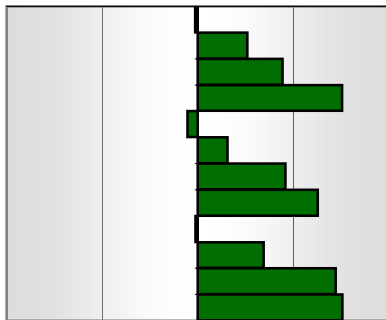
Childrens Education - Key Stage 2

- 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



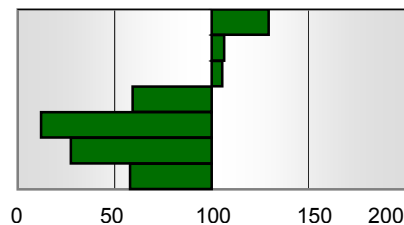
Childrens Education - Key Stage 3

- 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

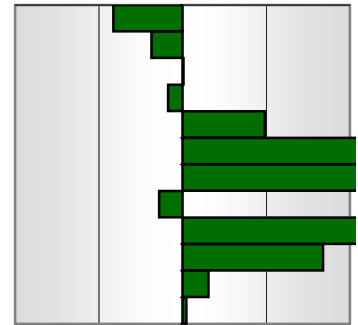
- 5 passes A to C
- 5 or more passes A to G
- 5 or more passes A to G*
- 1 pass A to G
- English not home language
- Have free school meals
- Refugee status



* (English + Maths)

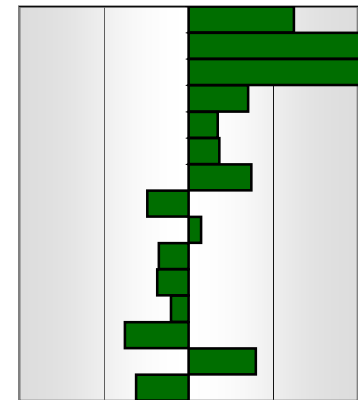
Employment - General

- 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



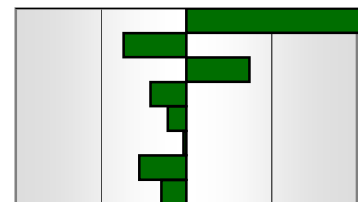
Occupation

- 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



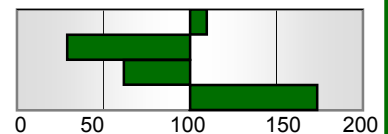
Industry

- 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

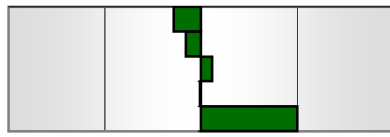


Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

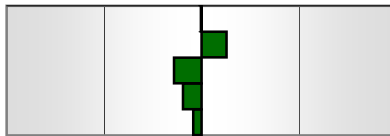
Household Income

- 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+



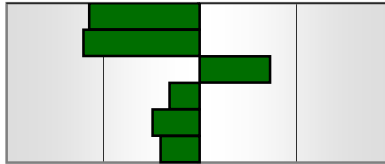
Tax

- Basic rate
- Higher rate
- No tax



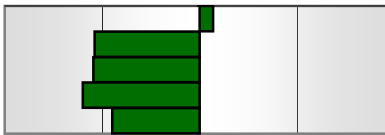
Benefits

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



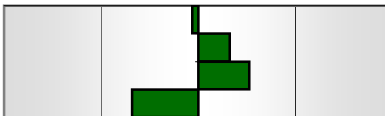
County Court Judgements

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



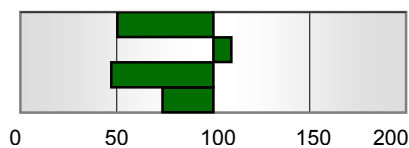
Types of Banking

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



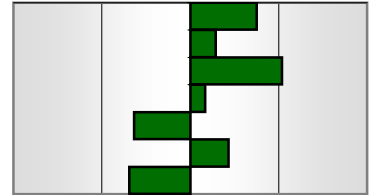
Current Accounts

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



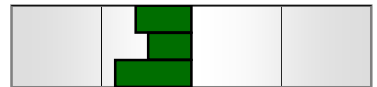
Credit

- 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



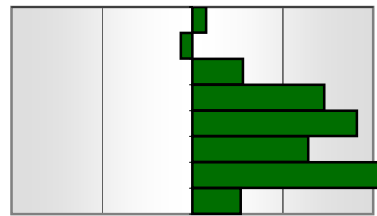
Loans

- 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



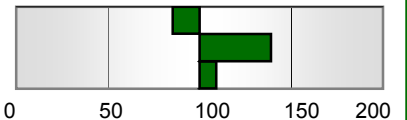
Shareholdings

- No shares
- High value
- Low value



Life Assurance

- Company Insurance
- Private Insurance
- Life Assurance



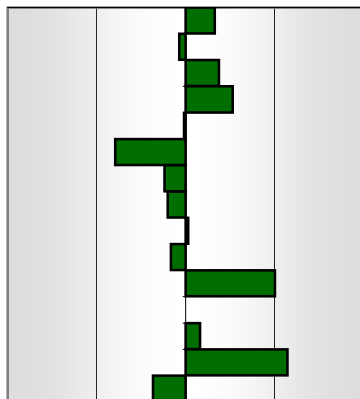
0 50 100 150 200

Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

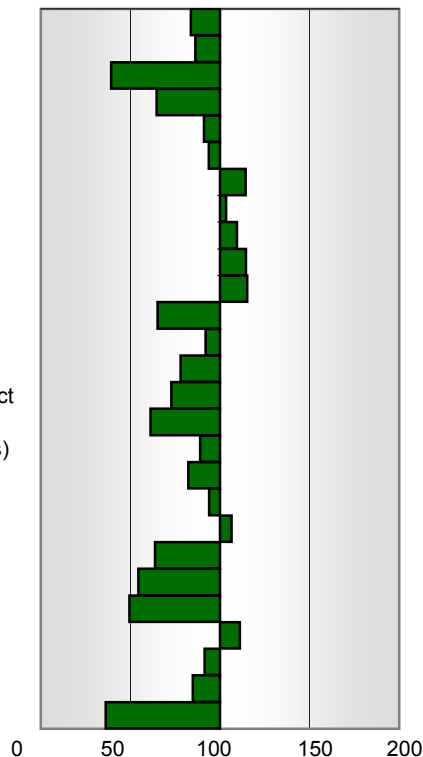
Health and Lifestyle

- 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)

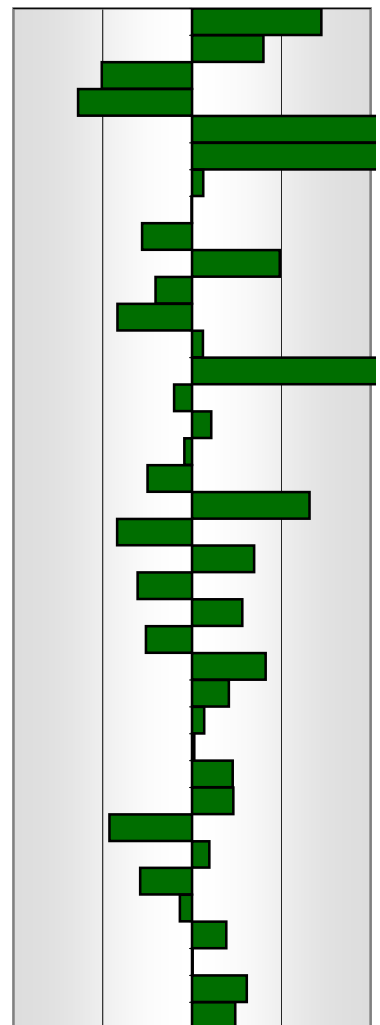
- Anaemias
- Diabetes Mellitus
- Schizophrenia
- Neurotic
- Inflammatory diseases (CNS)
- Rheumatic heart disease
- Hypertensive diseases
- Ischaemic heart diseases
- Pulmonary heart disease
- Other forms of heart disease
- Cerebrovascular diseases
- Acute U respiratory infections
- Influenza & pneumonia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

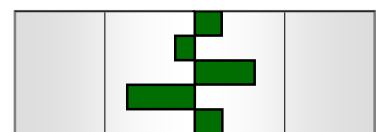
Recreation

- 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

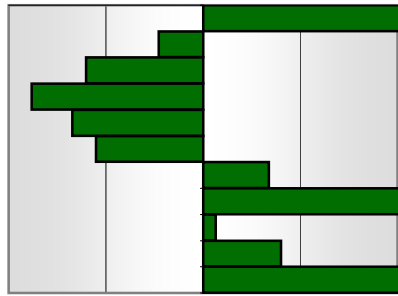


Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

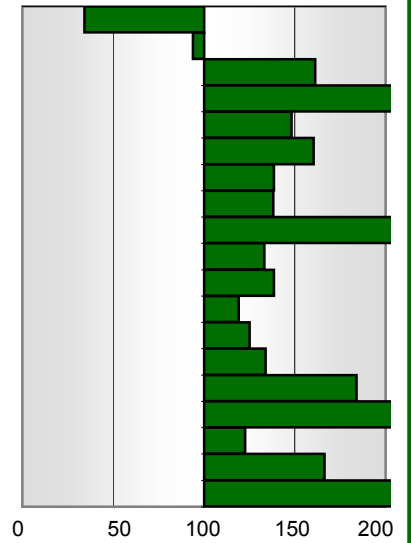
Type of Property

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



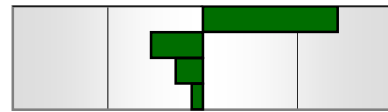
Type of Car

- 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)



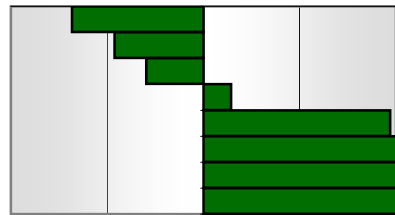
Property Age

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



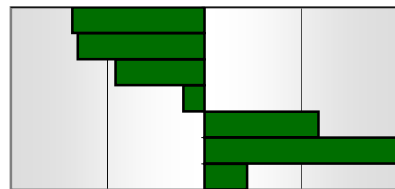
Council Tax Band

- 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



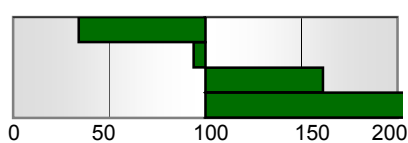
Home Ownership

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



Number of Cars

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

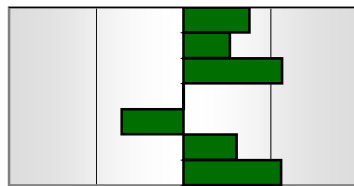


Rural Communities with older people and second homers

16,925 households, 17.5% of households in Isle of Wight

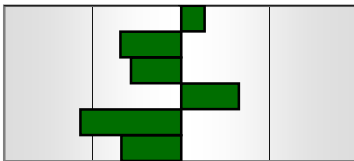
Our Neighbourhood

- 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



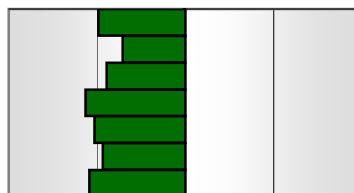
Neighbourhood Problems

- 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)



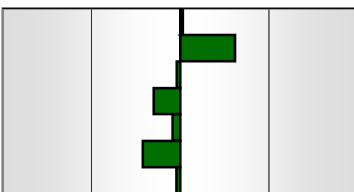
Crime - Seen in Last Year

- ASB
- Shoplifting
- Dangerous driving
- Vandalism



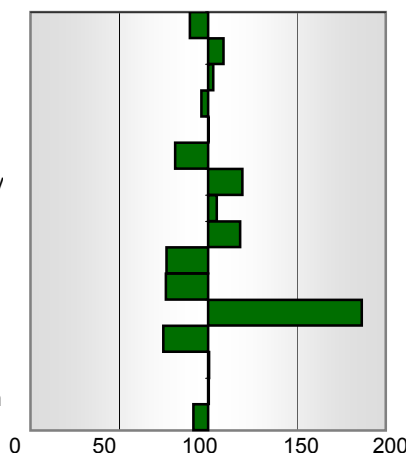
Crime - Incidents (Victim)

- 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



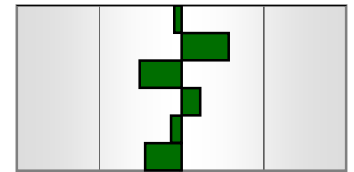
Crime - Incident (Offender)

- 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



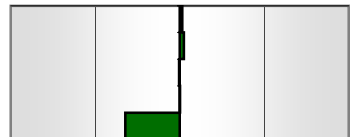
Crime - Police Response

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



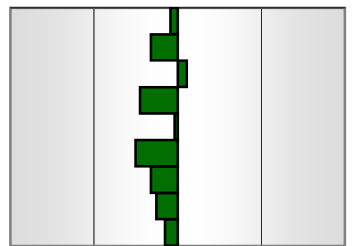
Crime - Police Rating

- Excellent
- Good
- Fair
- Poor
- Very Poor



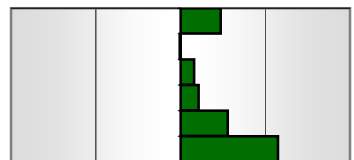
Crime - Preferred Outcome

- 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



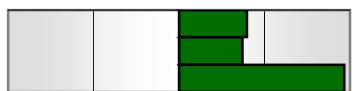
Environment - Attitudes

- 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

