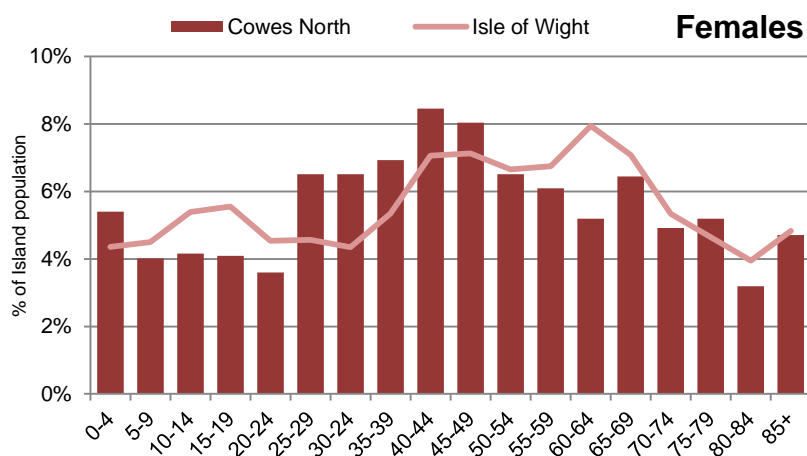
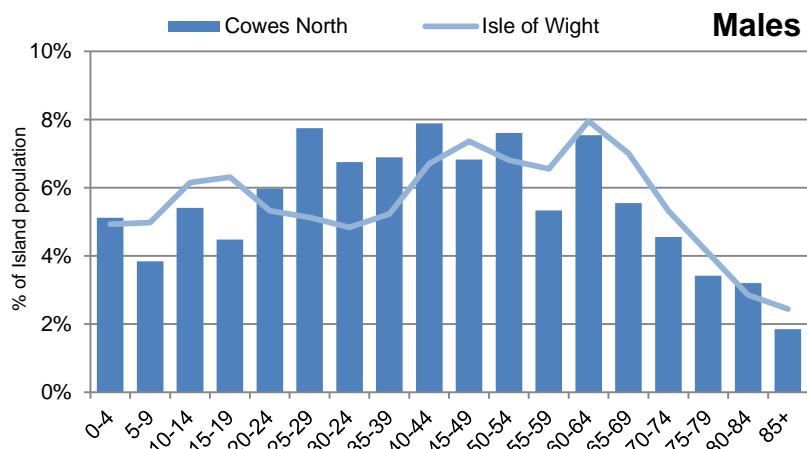


The information within this pack is designed to offer key data and information about this ward in a variety of subjects. It is one in a series of 39 packs produced by the Isle of Wight Council Business Intelligence Unit which cover all electoral wards.

## Population

Population (2011 Census) **Cowes North** 2,849  
 % of the Island total **Cowes North** 2.06%

Isle of Wight  
 138,265



Age	Males	Females
0-4	169	146
5-9	159	121
10-14	157	151
15-19	142	157
20-24	123	134
25-29	134	157
30-34	172	157
35-39	142	177
40-44	176	201
45-49	162	168
50-54	138	167
55-59	127	128
60-64	107	130
65-69	91	94
70-74	68	54
75-79	42	66
80-84	28	42
85+	25	65
<b>Total</b>	<b>2,162</b>	<b>2,315</b>

## Population Change

The table below shows the population figures for Cowes North, Cowes Cluster and the Isle of Wight as a whole and how their populations have changed since 2002 (using ONS mid-year estimates).

	Cowes North		Cowes Cluster		Isle of Wight	
	Pop.	%	Pop.	%	Pop.	%
<b>2002</b>	3,180		24,247		134,038	
<b>2003</b>	3,112	-2.14	24,570	+1.33	135,073	+0.77
<b>2004</b>	3,168	+1.80	24,916	+1.41	136,409	+0.99
<b>2005</b>	3,219	+1.61	25,310	+1.58	137,827	+1.04
<b>2006</b>	3,194	-0.78	25,450	+0.55	138,536	+0.51
<b>2007</b>	3,136	-1.82	25,407	-0.17	139,443	+0.65
<b>2008</b>	3,200	+2.04	25,601	+0.76	140,158	+0.51
<b>2009</b>	3,237	+1.16	25,795	+0.76	140,229	+0.05
<b>2010</b>	3,278	+1.27	25,979	+0.71	140,491	+0.19

Source: ONS – Mid-Year Population Estimates

In total between 2002 and 2010, the population of Cowes North had increased by 3.08%, Cowes Cluster had increased by 7.14% and the Isle of Wight had increased by 4.81%

## Deprivation

The 2010 Indices of Deprivation were published by the Department for Communities and Local Government (CLG) in March 2010.

For the purposes of constructing these Indices, deprivation was not limited to just a lack of financial resource, but took account of a range of different issues, where the main consideration was a lack of fulfilment to people's needs in respect of their lives.

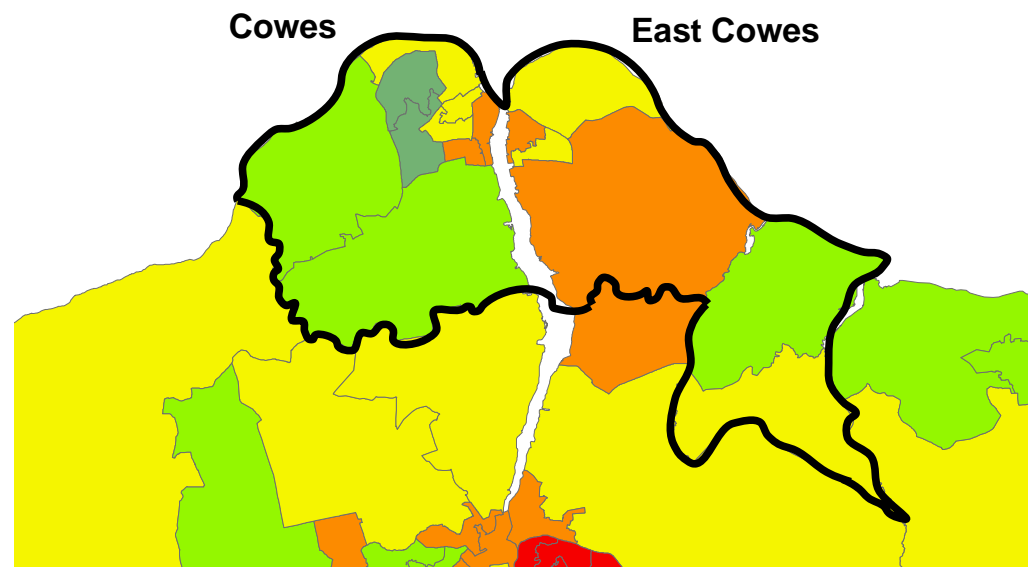
### *How were the results arrived at?*

Outcomes were based mainly on 2008 data, using a combination of 38 separate indicators to provide a ranking, or comparison, of deprivation for each of the areas across England which were included. Using a number of different indicators, these were aggregated across seven distinct 'domains', each of which represents a specific form of deprivation:

- Barriers to Housing and other Services
- Crime
- Living Environment
- Income
- Employment
- Health and Disability
- Education, Skills and Training

The Indices of Deprivation measure and rank the relative levels of deprivation based on small geographical areas called Lower layer Super Output Areas (LSOAs) whose sizes vary but are generally smaller than Electoral Wards and have an average population of around 1,500 residents. This approach can be used to rank every small area in England according to the deprivation experienced by the people living there (a total of 32,482 LSOAs).

The map below shows the LSOAs within Cowes Cluster and their levels of deprivation compared with England.



Source: The English Indices of Deprivation 2010 - Communities and Local Government  
(c) Crown copyright and database rights 2012 Ordnance Survey 100019229

### Key to IMD National Ranking

- Among 20% most deprived areas of England
- Among 21-40% most deprived areas of England
- Broadly in line with the England average
- Among 21-40% least deprived areas of England
- Among 20% least deprived areas of England

## Mosaic Data

Mosaic Public Sector data provides socio-demographic segmentation of all UK households, based on over 440 data elements, including Census data. All UK citizens are classified into 69 types and 15 groups, helping local authorities gain a better understanding of the characteristics and needs of the local population. This table looks at the 15 groups and the make-up of households within them.

	Cowes North		Cowes Cluster		Isle of Wight		England
	Number	%	Number	%	Number	%	%
<b>A</b> Residents of isolated rural communities	11	0.6	334	2.6	6,281	9.3	4.5
<b>B</b> Residents of small and mid-sized towns with strong local roots	312	16.0	3,399	26.3	16,433	24.2	8.7
<b>C</b> Wealthy people living in the most sought after neighbourhoods	9	0.5	30	0.2	103	0.2	3.1
<b>D</b> Successful professionals living in suburban or semi-rural homes	37	1.9	713	5.5	2,973	4.4	8.2
<b>E</b> Middle income families living in moderate suburban semis	93	4.8	622	4.8	2,608	3.8	10.9
<b>F</b> Couples with young children in comfortable modern housing	16	0.8	146	1.1	515	0.8	5.6
<b>G</b> Young, well-educated city dwellers	22	1.1	31	0.2	1,607	2.4	9.1
<b>H</b> Couples and young singles in small modern starter homes	210	10.8	866	6.7	2,739	4.0	5.0
<b>I</b> Lower income workers in urban terraces in often diverse areas	87	4.5	451	3.5	2,052	3.0	7.3
<b>J</b> Owner occupiers in older-style housing in ex-industrial areas	<b>511</b>	<b>26.2</b>	2,221	17.2	6,036	8.9	7.8
<b>K</b> Residents with sufficient incomes in right-to-buy social housing	55	2.8	911	7.0	5,102	7.5	9.2
<b>L</b> Active elderly people living in pleasant retirement locations	<b>458</b>	<b>23.5</b>	2,160	16.7	14,158	20.9	4.3
<b>M</b> Elderly people reliant on state support	128	6.6	831	6.4	4,418	6.5	5.5
<b>N</b> Young people renting flats in high density social housing	4	0.2	83	0.6	1,259	1.9	5.5
<b>O</b> Families in low-rise social housing with high levels of benefit need	0	0.0	142	1.1	1,566	2.3	5.5
<b>Total</b>	<b>1,953</b>		<b>12,940</b>		<b>67,850</b>		

Source: Experian – 2012 Mosaic Public Sector

Most adults in **Group J** are married, many for a long time. Now approaching retirement age and with their children having left home, they commonly live in a family home larger than they really need, and benefit financially from mortgages which are now nearly paid off. Social attitude are still conservative. People tend to be careful with money, feel loyalty to their community and take pride in not being reliant on welfare benefits and state support. Many find it difficult to warm to outsiders or to overcome traditional attitudes towards gender and sexuality. Whilst many now work in offices and shops, a large proportion still earn their incomes from the exercise of manual and craft skills.

**Group L** mostly contains people aged over 65 whose children have grown up. On retirement they have decided to uproot themselves from their family home in favour of life in a retirement community among people of broadly similar ages, incomes and social attitudes as themselves. Many of these properties will take the form of a seaside bungalow, with a single upstairs room used by a son or a daughter on an occasional visit, or a country cottage overlooking the sea. These are people who are likely to be in the earlier, more active phase of their retirement, to have the benefit of mobility and to live in comfortable financial circumstances. Most live in their own homes which they own outright. Most are still married.

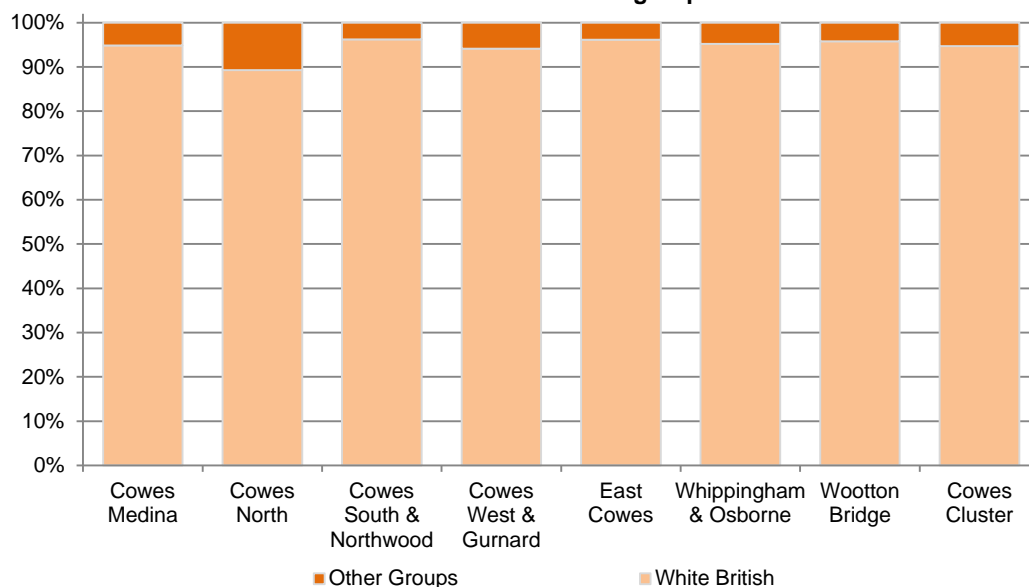
**Ethnicity**

The following table shows the ethnicity of each ward in Cowes Cluster:

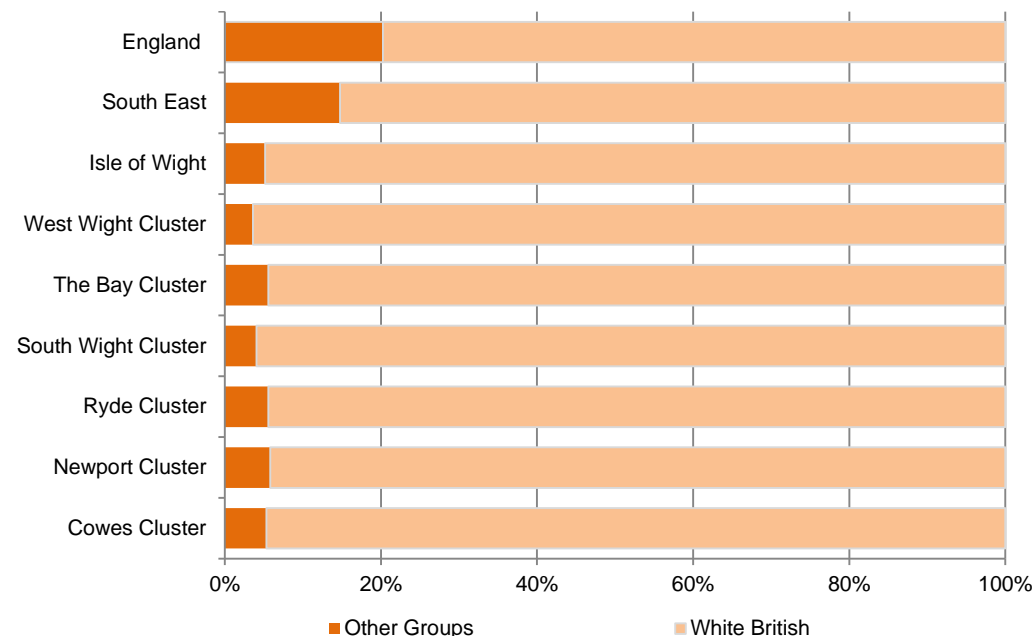
	Cowes Medina		Cowes North		Cowes South & Northwood		Cowes West & Gurnard		East Cowes		Whippingham & Osborne		Wootton Bridge	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
<b>All people</b>	4,477		2,849		3,427		3,645		3,956		3,818		3,477	
<b>White: British</b>	4,245	94.8	2,544	89.3	3,296	96.2	3,431	94.1	3,802	96.1	3,636	95.2	3,330	95.8
<b>White: Non-British</b>	135	3.0	161	5.7	53	1.5	103	2.8	88	2.2	80	2.1	70	2.0
<b>Mixed Race</b>	48	1.1	66	2.3	51	1.5	41	1.1	37	0.9	39	1.0	16	0.5
<b>Asian or Asian British</b>	41	0.9	72	2.5	22	0.6	54	1.5	23	0.6	52	1.4	44	1.3
<b>Black or Black British</b>	2	0.0	0	0.0	2	0.1	6	0.2	2	0.1	1	0.0	12	0.3
<b>Chinese or other ethnic group</b>	6	0.1	6	0.2	3	0.1	10	0.3	4	0.1	10	0.3	5	0.1

Source: ONS – 2011 Census

**Comparison of proportions for residents - White British and other groups**



The table above shows Cowes North has the lowest rate for White British and highest rates for White non-British, Mixed Race and Asian or Asian British in the Cowes Cluster.



The graph above shows Cowes Cluster has one of the higher rates for residents from the other ethnic group populations on the Island. The graph also shows the Island has overall a higher proportion of 'White British' population than the South East and England average.

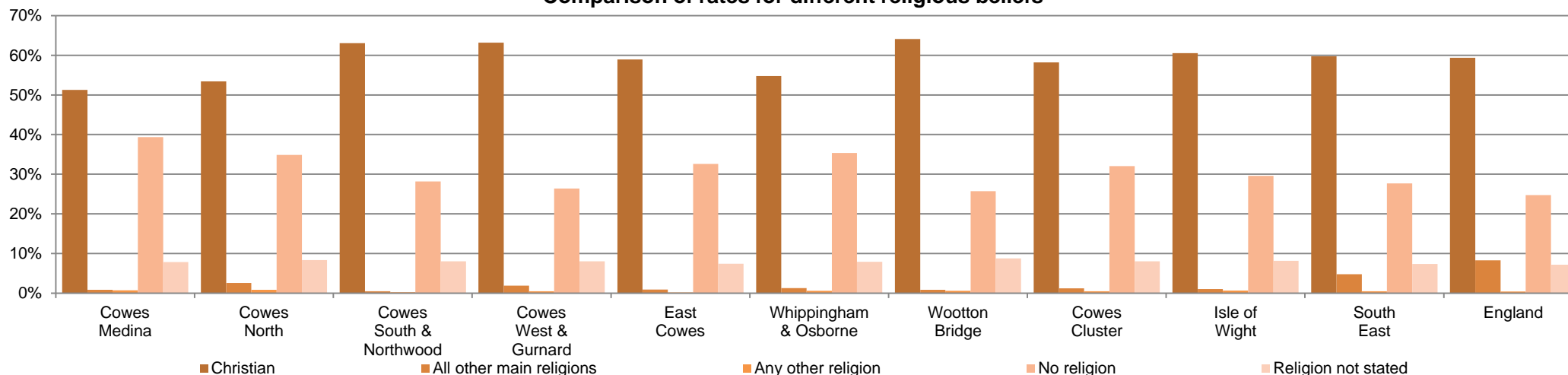
### Religion

This table and graph show the religious belief of Cowes Cluster wards:

	Cowes Medina		Cowes North		Cowes South & Northwood		Cowes West & Gurnard		East Cowes		Whippingham & Osborne		Wootton Bridge	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
<b>All people</b>	4,477		2,849		3,427		3,645		3,956		3,818		3,477	
<b>Christian</b>	2,294	51.24	1,522	53.42	2,160	63.03	2,304	63.21	2,332	58.95	2,092	54.79	228	64.08
<b>Buddhist</b>	11	0.25	16	0.56	4	0.12	4	0.11	18	0.46	11	0.29	11	0.32
<b>Hindu</b>	13	0.29	11	0.39	0	0	1	0.03	5	0.13	21	0.55	6	0.17
<b>Jewish</b>	2	0.04	4	0.14	1	0.03	4	0.11	4	0.1	9	0.24	3	0.09
<b>Muslim</b>	13	0.29	40	1.4	11	0.32	60	1.65	9	0.23	8	0.21	7	0.2
<b>Sikh</b>	0	0	2	0.7	1	0.03	1	0.03	0	0	1	0.03	2	0.06
<b>Any other religion</b>	32	0.72	24	0.84	9	0.26	17	0.47	6	0.15	23	0.6	20	0.58
<b>No religion</b>	1,761	39.33	993	34.85	966	28.19	962	26.39	1,289	32.58	1,351	35.39	895	25.74
<b>Religion not stated</b>	351	7.84	237	8.32	275	8.02	292	8.01	293	7.41	302	7.91	305	8.77

Source: ONS – 2011 Census

Comparison of rates for different religious beliefs



Cowes North has the second lowest rate for those of a Christian faith and highest rate for Buddhists in the Cowes Cluster. The Island (1.06%) as a whole has a lower proportion of people of ‘other’ religious beliefs (e.g. Buddhist, Hindu, Jewish, Muslim, Sikh) than the South East (4.76%) or England (8.27%). The Island (29.62%) also has a higher proportion of people with ‘no religion’ compared with the South East (27.66%) and England averages (24.74%).