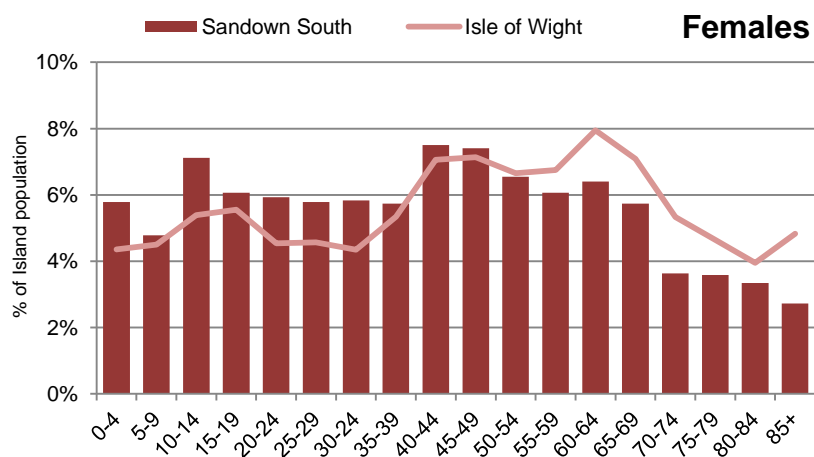
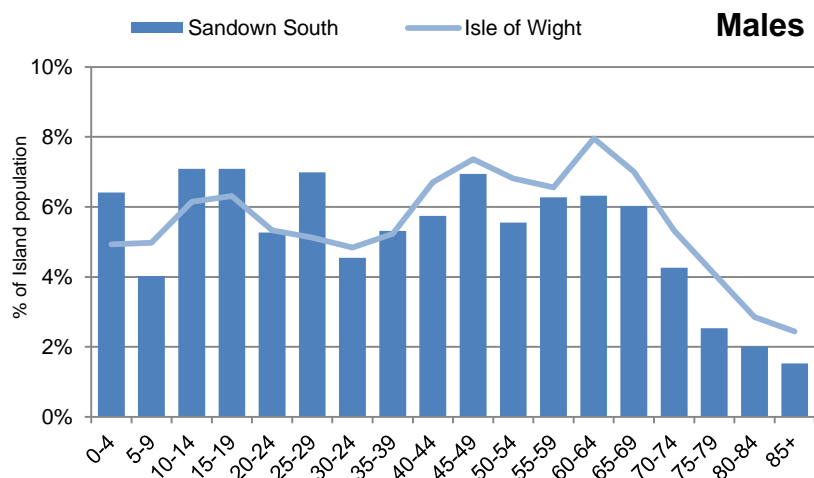


The information within this pack is designed to offer key data and information about this ward in a variety of subjects. It is one in a series of 39 packs produced by the Isle of Wight Council Business Intelligence Unit which cover all electoral wards.

Population

Population (2011 Census)
% of the Island total

Sandown South	Isle of Wight
4,054	138,265
2.93%	



Age	Males	Females
0-4	134	121
5-9	84	100
10-14	148	149
15-19	148	127
20-24	110	124
25-29	146	121
30-34	95	122
35-39	111	120
40-44	120	157
45-49	145	155
50-54	116	137
55-59	131	127
60-64	132	134
65-69	126	120
70-74	89	76
75-79	53	75
80-84	42	70
85+	32	57
Total	1,962	2,092

Population Change

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

	Sandown South		The Bay Cluster		Isle of Wight	
	Pop.	%	Pop.	%	Pop.	%
2002	3,525		20,569		134,038	
2003	3,607	+2.33	20,869	+1.46	135,073	+0.77
2004	3,628	+0.58	21,111	+1.16	136,409	+0.99
2005	3,702	+2.04	21,329	+1.03	137,827	+1.04
2006	3,779	+2.08	21,445	+0.54	138,536	+0.51
2007	3,966	+4.95	21,829	+1.79	139,443	+0.65
2008	4,128	+4.08	21,965	+0.62	140,158	+0.51
2009	4,187	+1.43	21,969	+0.02	140,229	+0.05
2010	4,135	-1.24	21,836	-0.61	140,491	+0.19

Source: ONS – Mid-Year Population Estimates

In total between 2002 and 2010, the population of Sandown South has increased by 17.3%, The Bay Cluster had increased by 6.16% 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.

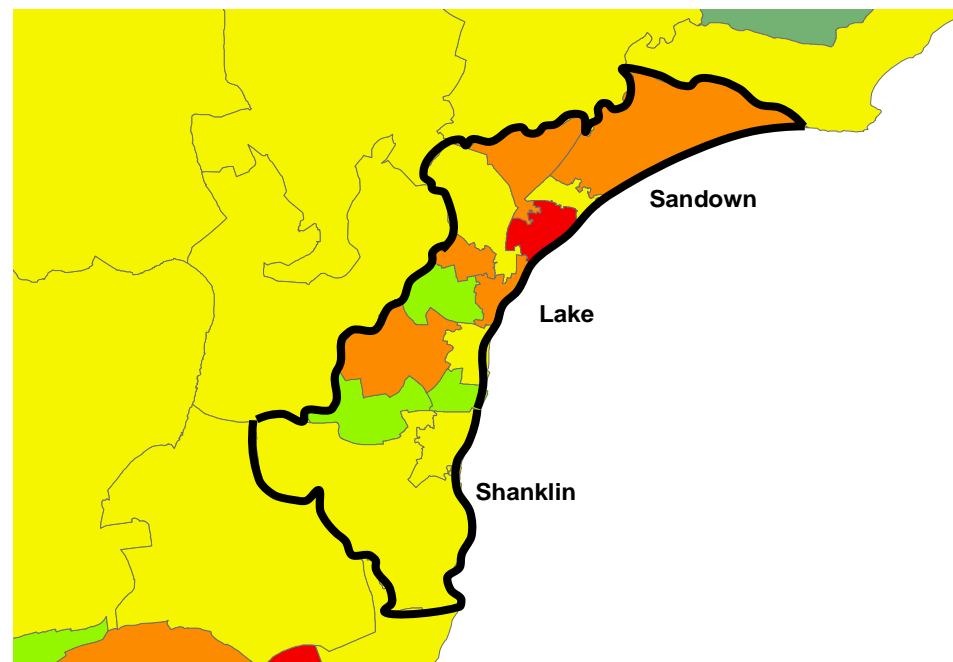
How were the results arrived at?

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 The Bay Cluster and their levels of deprivation compared with England.



Source: The English Indices of Deprivation 2010 - Communities and Local Government
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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.

	Sandown South		The Bay Cluster		Isle of Wight		England
	Number	%	Number	%	Number	%	%
A Residents of isolated rural communities	11	0.6	180	1.8	6,281	9.3	4.5
B Residents of small and mid-sized towns with strong local roots	779	45.2	4,145	41.0	16,433	24.2	8.7
C Wealthy people living in the most sought after neighbourhoods	0	0.0	4	0.0	103	0.2	3.1
D Successful professionals living in suburban or semi-rural homes	35	2.0	271	2.7	2,973	4.4	8.2
E Middle income families living in moderate suburban semis	16	0.9	117	1.2	2,608	3.8	10.9
F Couples with young children in comfortable modern housing	6	0.3	20	0.2	515	0.8	5.6
G Young, well-educated city dwellers	7	0.4	129	1.3	1,607	2.4	9.1
H Couples and young singles in small modern starter homes	81	4.7	240	2.4	2,739	4.0	5.0
I Lower income workers in urban terraces in often diverse areas	53	3.1	82	0.8	2,052	3.0	7.3
J Owner occupiers in older-style housing in ex-industrial areas	153	8.9	428	4.2	6,036	8.9	7.8
K Residents with sufficient incomes in right-to-buy social housing	121	7.0	792	7.8	5,102	7.5	9.2
L Active elderly people living in pleasant retirement locations	229	13.3	2,266	22.4	14,158	20.9	4.3
M Elderly people reliant on state support	99	5.7	844	8.4	4,418	6.5	5.5
N Young people renting flats in high density social housing	38	2.2	180	1.8	1,259	1.9	5.5
O Families in low-rise social housing with high levels of benefit need	96	5.6	403	4.0	1,566	2.3	5.5
Total	1,724		10,101		67,850		

Source: Experian – 2012 Mosaic Public Sector

Group B contains residents who mostly live in medium sized and smaller towns in neighbourhoods of older housing where there is relatively little turnover from year to year. Though some people are quite well off and others have to be careful to make ends meet, this is not a group where you are likely to find people at either extreme of the income distribution. A significant number are self-employed. The best off are likely to be the owners of successful local businesses, the least well off recent school-leavers who rent small flats over shops in the centre of town. This Group has very few members of minority ethnic groups.

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.

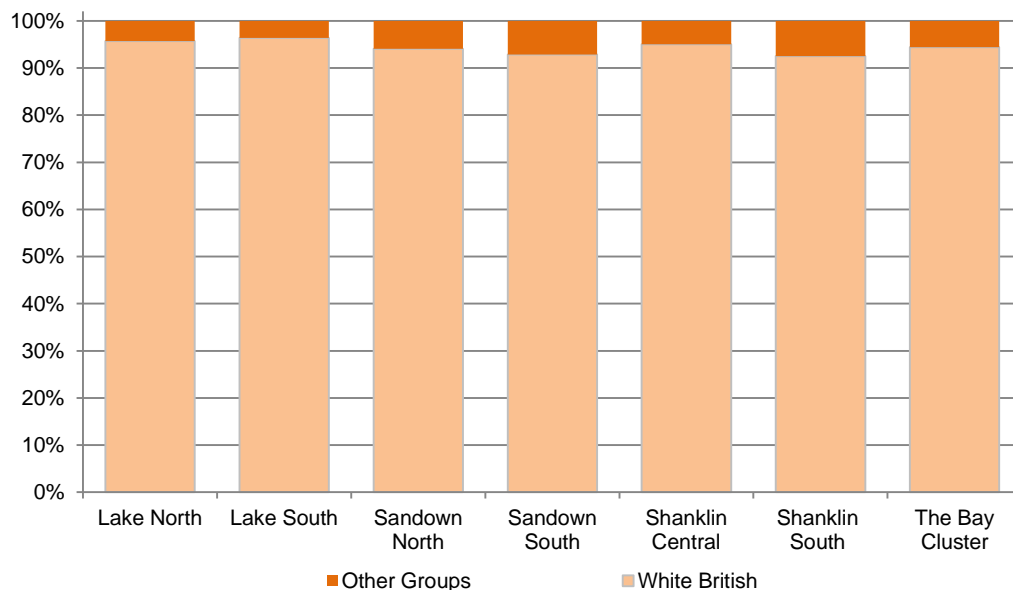
Ethnicity

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

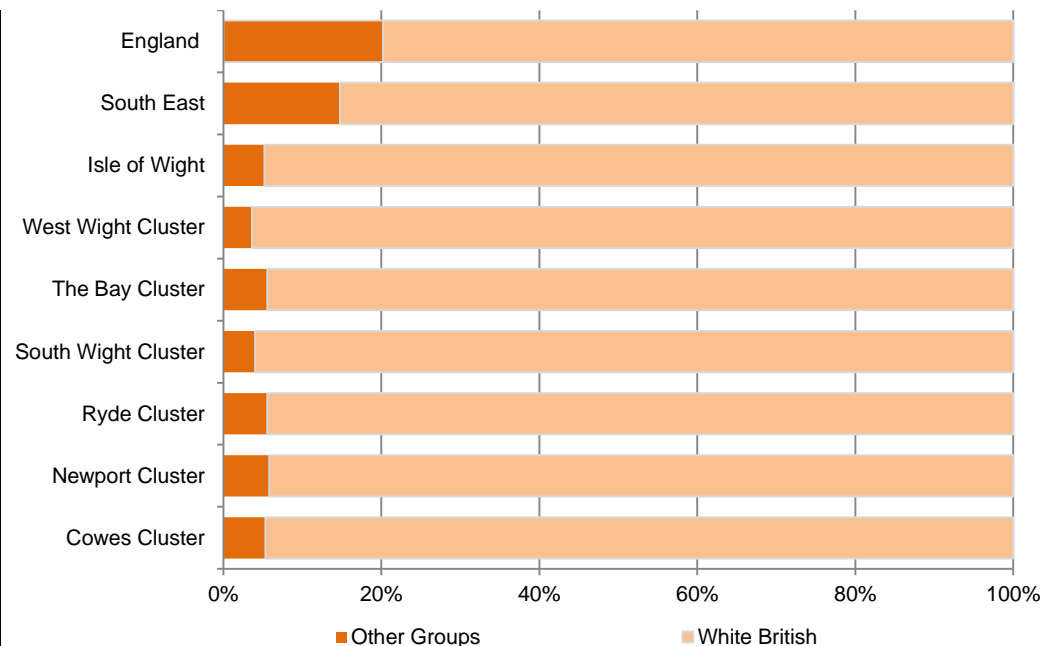
	Lake North		Lake South		Sandown North		Sandown South		Shanklin Central		Shanklin South	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
All people	3,871		3,189		3,131		4,054		3,940		3,189	
White: British	3,705	95.7	3,074	96.4	2,946	94.1	3,764	92.8	3,743	95.0	2,950	92.5
White: Non-British	96	2.5	53	1.7	101	3.2	151	3.7	96	2.4	148	4.6
Mixed Race	32	0.8	43	1.3	33	1.1	55	1.4	57	1.4	50	1.6
Asian or Asian British	30	0.8	11	0.3	30	1.0	74	1.8	35	0.9	33	1.0
Black or Black British	3	0.1	0	0.0	1	0.0	4	0.1	2	0.1	4	0.1
Chinese or other ethnic group	5	0.1	8	0.3	20	0.6	6	0.1	7	0.2	4	0.1

Source: ONS – 2011 Census

Comparison of proportions for residents - White British and other groups



Sandown South has the second lowest rate for a White British resident population in The Bay Cluster and the highest rate for those from an Asian or Asian British background.



The graph above shows The Bay Cluster has a White British resident population marginally lower than the Island as a whole. The graph also shows the Island has overall a higher proportion of 'White British' population than the South East and England average.

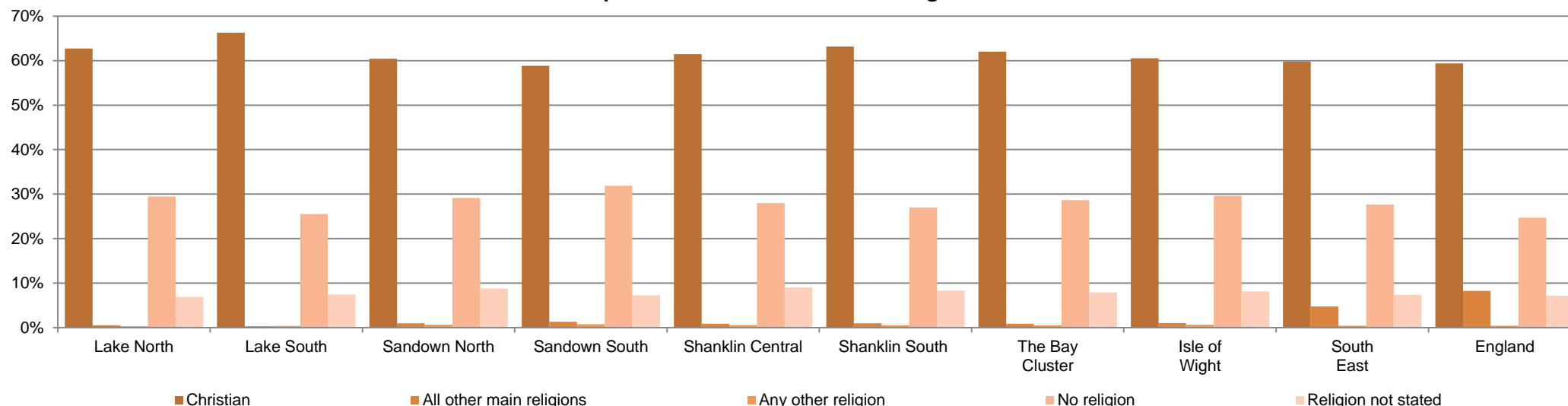
Religion

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

	Lake North		Lake South		Sandown North		Sandown South		Shanklin Central		Shanklin South	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
All people	3,871		3,189		3,131		4,054		3,940		3,189	
Christian	2,427	62.70	2,113	66.26	1,892	60.43	2,384	58.81	2,422	61.47	2,014	63.16
Buddhist	7	0.18	6	0.19	7	0.22	12	0.30	12	0.30	8	0.25
Hindu	5	0.13	0	0	15	0.48	15	0.37	8	0.20	1	0.03
Jewish	3	0.08	4	0.13	1	0.03	3	0.07	3	0.08	0	0
Muslim	7	0.18	0	0	8	0.26	22	0.54	11	0.28	21	0.66
Sikh	0	0	1	0.03	0	0	1	0.02	1	0.03	1	0.03
Any other religion	13	0.34	13	0.41	20	0.64	31	0.76	25	0.63	17	0.53
No religion	1,142	29.50	814	25.53	912	29.13	1,292	31.87	1,102	27.97	862	27.03
Religion not stated	267	6.89	238	7.46	276	8.82	294	7.25	356	9.04	265	8.31

Source: ONS – 2011 Census

Comparison of rates for different religious beliefs



Sandown South has the lowest rate for those of a Christian faith in The Bay Cluster and the highest rate for those with no religious belief. 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%).