

# Living in Medway

Stark differences between life in Medway and the rest of Kent have been exposed in a new Ipsos MORI Kent and Medway Survey.

It reveals that the average gross household income in Medway is almost £9,000 lower than in Kent. Other significant differences include home and car ownership - and the extra amount of time Medway people are prepared to give up to help others.

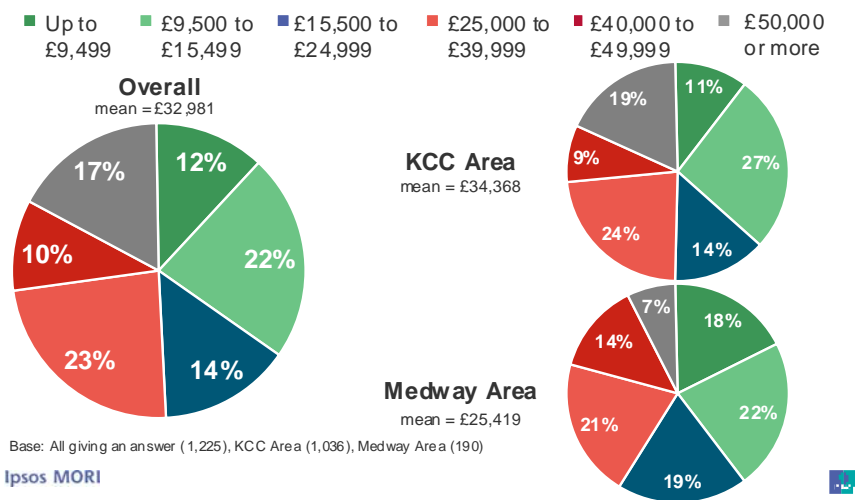
How do we know?

A survey of 1,838 adults aged 16 years and over resident in Kent and Medway were questioned by Ipsos MORI to peer into the lifestyles of residents across the region.

The survey was commissioned by the KM Group and Kent County Council and will be used to investigate current lifestyles and help identify future lifestyle changes.

It shows that the average gross household income for Medway residents is £25,419 per annum, almost £9,000 lower than for those resident in the KCC area.

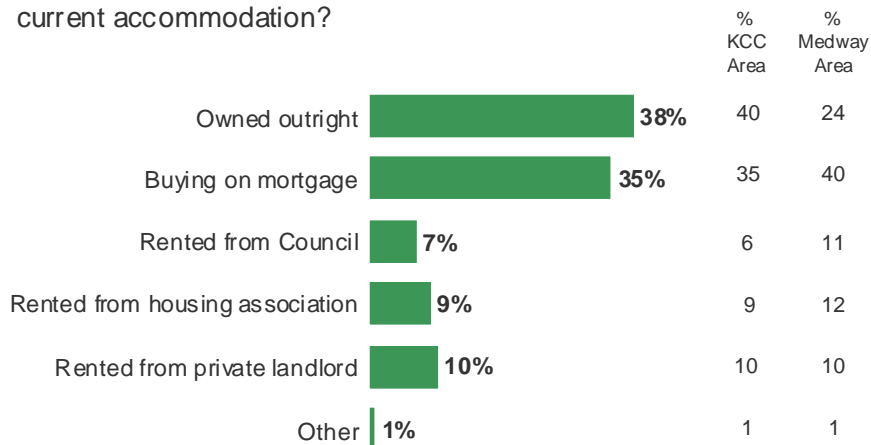
QD8. Could you please indicate which range you would place your total household income per year from all sources, before tax and other deductions?



Seventeen percent are considered to be from the professional and managerial AB social class grouping in Medway, six percentage points lower than for the rest of Kent (23%).

Twenty-four percent in Medway own their home outright - 16 percentage points lower than in KCC's area. Forty percent are buying on a mortgage and more rent their accommodation.

QD1. Which of these ways does your household occupy your current accommodation?



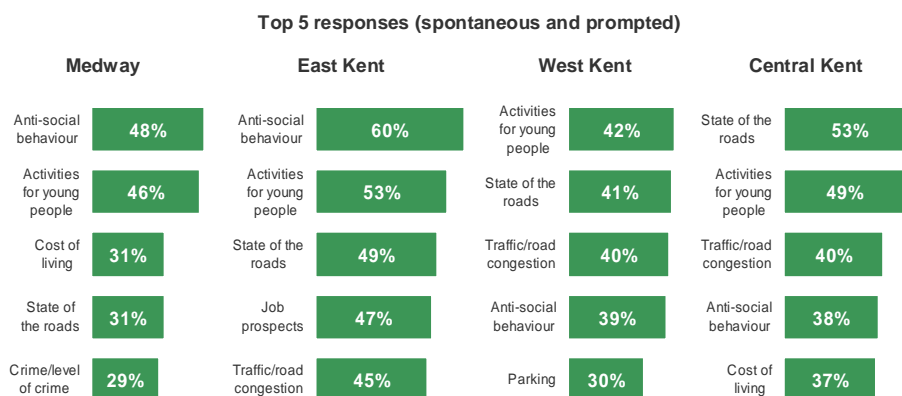
Base: All (1,838), KCC Area (1,549), Medway Area (289)

In Medway a larger proportion of households are without a car (or light van) - 24 percent versus 13 percent - and a smaller proportion have two or more vehicles (33 percent to 42 percent).

The average amount of time given up to help groups, clubs or organisations is 10.5 hours a week, which is 3.2 hours more than people in KCC's area.

When asked "what most needs improving" in their local area "anti social behaviour", "activities for young people", "the cost of living", "state of the roads" and "crime/levels of crime" topped the poll in Medway.

Q11/Q12a. Thinking about your local neighbourhood what, if anything, would you say most need improving?



Base: Medway (289), East Kent (574), West Kent (579), Central Kent (396)

Ipsos MORI



Almost half (47 percent) of Medway residents are married and 15 percent are living with a partner. Eighteen percent are single.

Over half (57 percent) live in households without children under 18 years old.

Almost seven in ten (69%) are aged between 16 and 54. Almost half (49 percent) are working full or part-time and 20 percent travel outside of Kent or Medway to work.

The survey was conducted for KCC and the KM Group by Ipsos MORI. Face-to-face in-home interviews were conducted across Kent and Medway with 1,838 people aged 16 and over between 25<sup>th</sup> February and 30<sup>th</sup> April 2008.