

Type G43 Older people, many in poor health from work in heavy industry, in low rise social housing



Overview

Key Features

- Poor older people
- Some retired
- Pension Credit
- Grown up children
- Traditional gender roles
- Poor health
- Working class values
- Football matches
- Heavy viewers of TV

Regional Houses



Airdrie, ML6



Musselburgh, EH21



Sheffield, S5



Rankings

- Age Rank (49/61)
- Wealth Rank (52/61)
- Good Health (55/61)
- Fear of Burglary (10/61)
- Degree (60/61)
- Public Renting (9/61)
- Higher Tax (47/61)
- Environment (56/61)
- Internet (55/61)

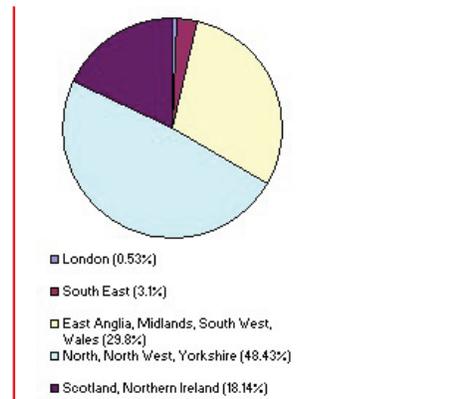
Top Councils

- South Tyneside (17.71%)
- Easington (15.57%)
- Sedgefield (15.54%)
- Gateshead (15.29%)
- Wansbeck (14.06%)
- Sunderland (13.52%)
- Wear Valley (12.16%)
- Blyth Valley (11.83%)
- Derwentside (11.70%)

Constituencies



Regional Distribution



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Sedgefield
2.74% 



Type G43 is found in parts of declining industrial areas, where a poor but relatively stable, elderly population lives in low rise council owned properties typically forty or more years old.

Key Features	Communication
Poor older people Some retired Pension Credit Grown up children Traditional gender roles Poor health Working class values Football matches Heavy viewers of TV	Receptive TV Telemarketing Red top newspapers Unreceptive Internet Broadsheet newspapers Magazines

Description - Public Sector Focus

Education In common with others in *Group G*, many of the adults have no qualifications. Almost 70% left school without achieving what can be considered adequate grades. As this is a generally older population few see the need to improve their situation now, so are less likely to take advantage of further education opportunities. With little encouragement and support from home, most of the children follow a similar pattern through education. It is highly likely that they will leave school at 16, and many will not have achieved 5 or more good GCSEs. Few will go on to college, and even fewer on to university.

Health Financial constraints and circumstances conspire such that these people rarely buy the foods that constitute a good diet, and usually end up with cheap alternatives with little nutritional worth. Many will smoke, although the proportion is lower than other types in *Group G*. Alcohol plays an important part in their lives. Leisure activities are generally passive. With these people being the oldest in this Group this unhealthy lifestyle is coming home to roost, with relatively high rates of hospital admissions for a wide range of serious conditions.

Crime These areas are generally more pleasant than others in *Group G*. Whilst there isn't a strong sense of community, it is more likely that neighbours will help each other, and anti-social behaviour is slightly less of a concern. Consequently, fear of crime and actual incidence is also lower, although it is still higher than the national average. As is common in areas of poverty, this population is more likely to experience crime at or near their home.

Finances These people are reliant on the state, although less so than others in this Mosaic Group. Unemployment rates are slightly lower, but incomes are still very low overall. The combination of income and benefits is not sufficient to allow these people to do anything other than live for today, so few have savings or investments. People living in *Type G43* areas may well have difficulty paying the council tax bill, although this is more likely to be due to financial problems than an unwillingness to pay.

Environmental Issues A shortage of money, and an outlook typical of an older generation, mean that these are not areas where environmentally friendly efforts are evident or well supported. Many households do not have access to a car, and although those that do may occasionally drive high mileage, most do not. Small houses and an attitude of trying to live within their means results in relatively low energy usage.



41 42 43

Sedgefield

2.74% 

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Description - Sociology and Environment

Summary *Type G43* is found in parts of declining industrial areas, where a poor but relatively stable, elderly population lives in low rise council owned properties typically forty or more years old.

Demography *Type G43* contains a population of older people, many towards the end of their working lives, others in retirement, who live in communities which have been traditionally reliant on employment in mining, shipbuilding and other heavy industries. Living in large council estates, where few people have exercised their right to buy, these people retain the values of mutual collaboration and financial caution which have been necessary to survive generations of hardship. People in these communities live quite simple existences little affected by the more dramatic changes that have occurred in more prosperous regions of the country. There are areas where pubs, clubs and co-operatives continue to play a very important role in the community and where traditional gender roles persist. Despite the continuing economic hardship of these areas, these are not neighbourhoods of social deprivation and the local community has managed to retain the controls that others have lost over the behaviour of its members.

Most people are in older working age groups, often with grown up children, who have been born and bred in the area. Relatively few co-habit, or are divorced, or head single parent families. By contrast these are areas which, on account of long histories of employment in dangerous occupations, have high proportions of people who are in poor health or who are permanently unable to work because of sickness. This poor level of health is reflected in low levels of life expectancy, particularly among males, and a high proportion of the population that are widowed. As residents get older many of them are re-housed in smaller enclaves of specially designed accommodation close to their former homes. Employment is still largely in manufacturing industry, though today many of the traditionally better paying craft occupations have been replaced by semi skilled and routine jobs in assembly plants of large international companies, attracted to these areas by generous financial incentives. Though previous generations would have included a melting pot of Scots, Irish and Welsh as well as English, today minority groups are conspicuously absent.

Environment Neighbourhoods of *Type G43* occur most commonly in the North East of England and on Merseyside where by tradition most people have been employed in large plants and where few people have owned their own homes. Slum clearance and the instincts of Labour councils have resulted in the construction of large estates of socially owned housing, much of which was built on the edge of town. These estates have been built at low densities in the form of curving crescents of small houses, each with its own garden and many of them set behind small box hedges, wooden fences or concrete walls. These estates are less likely to date from the period when planners were much influenced by 'garden city' notions as from the early post war period when governments were more exercised by the desire to meet ambitious annual completion targets. Designs therefore are utilitarian and repetitive. Today a modest proportion of these houses have been bought, mostly by older tenants, and many of the plots on which the houses stand will demonstrate the efforts of enthusiastic gardeners and amateur builders. However much of the residential landscape is characterised by a visual monotony, characteristic of an era of mass rather than individual consumption. The low residential densities of many of these areas make it difficult for people to reach shops which are typically located in special neighbourhood centres, often incorporating a working man's club or a pub. Despite growing levels of car ownership small buses continue to connect these estates to town and city centres.

(Continued)

2 Description - Sociology and Environment

Type G43 Older people, many in poor health from work in heavy industry, in low rise social housing



Description - Sociology and Environment *(Continued)*

Economy Many neighbourhoods of *Type G43*, have suffered seriously from the decline in traditional industries over many generations and are in regions where the more enterprising younger people have tended to migrate to other parts of the country. These local economies have traditionally been better at providing jobs for men than for women though this is changing as regional development agencies bring in light assembly jobs to industrial estates clustered around motorway junctions.

Consumer Values *Type G43* displays values which continue to be influenced by the peculiar history of many of these communities. These are not areas in which the individual wishes to use consumption to stand out from the crowd. They are, by and large, places where consumer aspirations are constrained within a very narrow set of lifestyle and consumption options. It is likely that is the result of the weak representation of the middle classes in these regions and for their tendency to segregate themselves residentially to a much greater extent than is the norm in wealthier regions of the country. This therefore is a culture where class differences are much more marked and where improvements in household incomes do not necessarily result in very noticeable differences in consumption behaviour.

Consumption Patterns *Type G43* is generally a poor market for product categories aimed at the middle classes or at aspiring manual workers. By contrast, a higher proportion of household income is spent on alcohol and tobacco, on sitting room furniture and on consumer durables, in particular videos, televisions and audio systems.

Change The shift towards lower overall national unemployment rates is resulting in significant improvements in the levels of disposable income in many of these communities.



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Description - Culture and Consumer Psychology

These people live on large, long-established council estates in and around provincial cities, mainly in the North. They are characterised by a large proportion of older people and relatively few young adults. The age distribution is significant in terms of their overall beliefs and behaviours. Ethnic groups have little presence amongst these people who largely lead a traditional working class life, which has been disturbed but not terminally damaged by the economic upheavals seen elsewhere. For this and other reasons, the social environment is poor but not as bad as some. People in these areas have many health problems, partly caused by the age profile but not exclusively.

Incomes are low. The older people and some single parent families are reliant on state benefits but generally, there is less extreme poverty compared with other types which have suffered greatly from economic restructuring. There is considerable unemployment and many people are confined to the home, looking after what can be large families. Others do have reasonably well paid jobs in skilled trades, as well as in routine or semi routine manual jobs. Many women work, with jobs in traditional or new manufacturing. Levels of savings and investments are very low, but there are some who look to the future and who, for example, have exercised the 'right to buy' their council properties. Some will make use of a current account and credit cards but this is not widespread, and this is generally a 'cash' economy. While the extent of financial hardship is not as pronounced as elsewhere, the threat of redundancy will be very real for many.

These people shop frequently and patronise a variety of store types. The discount store is usually the preferred choice because of its convenience but also because of the search for low prices. The Co-op can be popular. Internet shopping for high involvement purchases is very rare, reflecting a general lack of familiarity with IT, with product innovations and with change more generally. They are regularly exposed to marketing messages and will respond to these if they coincide with the basic values they hold.

For leisure, they pursue the archetypal activities of TV, betting, bingo, pub and watching football. They often spend a quiet evening at home. They read the tabloids. They smoke. However, in all these respects, they are not as committed as some other types who are in similar circumstances, and there are modest levels of interest in less obvious leisure activities. Holidays are taken by some, and this will usually be to a familiar destination in the UK or possibly a package trip abroad. The older residents will have a keen interest in their grandchildren. Car ownership is low, and if a car is owned it is an old example of a standard model, although some may take pleasure owning a second hand prestigious model.

Life in these areas is far from a model of civic society, but inherited working class values maintain some order. These values also lead to, what might be seen as, outmoded interests and behaviours, but these people have a keen sense of what is right and what is not. They prefer regular routines and are averse to change and to risk. These characteristics identify them very much as laggards and they are content if nothing changes. Existence may be humdrum but they are either resigned to it, or they like it that way. A siege mentality may characterise the mindset of some.

These people are also remnants of the old proletariat, or 'blue-collar' workers who have been left struggling in the new economy. However, their working lives, their modest incomes and some of their values still hark back to their class heritage. They are not as disenfranchised as some other, more alienated types.

2 Description - Culture and Consumer Psychology