

Group I Older people living in social housing with high care needs

3.68% 



Overview

Key Features

- Older people
- Low incomes
- Low savings
- Pension Credit
- Some small bungalows
- Some sheltered homes
- TV popular
- Bingo, dominoes, cards
- HES emergencies

Regional Houses



Wallsend, NE28



Aberdeen, AB24



Woburn, MK17



Rankings

- Age Rank (11/11)
- Wealth Rank (9/11)
- Good Health (11/11)
- Fear of Burglary (9/11)
- Degree (9/11)
- Public Renting (3/11)
- Higher Tax (9/11)
- Environment (8/11)
- Internet (10/11)

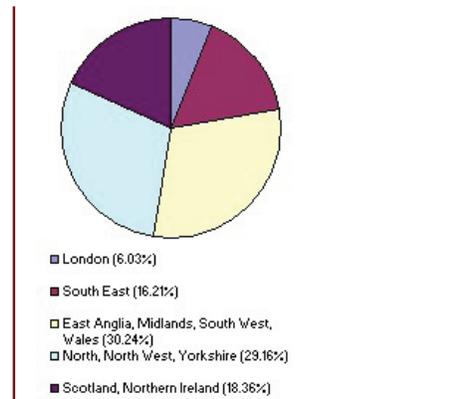
Top Councils

- West Dunbartonshire (12.09%)
- Dundee City (12.04%)
- Renfrewshire (10.55%)
- East Lothian (10.54%)
- Glasgow City (10.00%)
- Inverclyde (9.47%)
- Falkirk (9.32%)
- East Ayrshire (9.01%)
- Aberdeen City (8.70%)

Constituencies



Regional Distribution



Contents

1	Overview
2	Description
3	Characteristics
4	Who We Are
5	Our Education
6	Our Work Lives
7	Our Finances
8	Where We Live
9	Our Home Lives
10	Weltanschauung
11	Time Use
12	Measures of Deprivation
13	Supporting Notes

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Group I consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

Key Features	Communication
Older people	Receptive
Low incomes	TV
Low savings	Post Office
Pension Credit	Personal contact
Some small bungalows	Unreceptive
Some sheltered homes	Internet
TV popular	Magazines
Bingo, dominoes, cards	Broadsheet newspapers
HES emergencies	Telephone advice lines

Description - Public Sector Focus

Education Areas of *Group I* have an elderly population whose poor educational attainment has influenced their entire life. The proportion achieving any level of qualification is lower than the national average. Many of these people grew up in a time when education focussed mainly on establishing the basics, rather than producing formal qualifications, and with the majority of pupils leaving school at 14 or 15. Clearly few children live in these neighbourhoods. Those that do tend to reflect the characteristics of the adult population, as they only achieve moderate educational success, and very few go on to higher education.

Health The health issues of *Group I* reflect the age of the population. At their stage in life they tend not to smoke or to drink. Their diet excludes many of the elements that typically constitute either a bad diet, such as chips and burgers, or a good diet such as plentiful fresh vegetables. They spend much time in hospital for a wide range of serious conditions, and influenza and pneumonia are particularly common. When adjusting for age, this Group has above average hospital admissions rates, but significantly less than the equivalent rates for *Group F*. However, the age adjusted emergency admissions rate is over four times the national average.

Crime People in *Group I* areas generally view their neighbourhood as a nice place to live, with neighbours helping each other. They see less of the anti-social and criminal problems than any other of the poorer Mosaic groups. Their biggest fear is of mugging, although in practice most victims of crime in these neighbourhoods do not experience violence. Most offences occur in or near the home. The reassurance message and community policing is having an effect. This population feels that the police is showing an interest, by keeping the victim informed and by giving leaflets and contact phone numbers. Therefore, although the police are actually less likely to find the offender than they are in the majority of other Mosaic groups, most actually rate the police highly.

Finances *Group I* have few, if any, savings or investments, and very low incomes. People who have savings are particularly likely to hold them in out-of-date accounts that generate minimal interest for them and unfair profits for their financial services suppliers. *Group I* is still very much attracted to brands which were dominant many decades ago and is reluctant to switch to more recent entrants offering better value. Low levels of income result in a general reliance on the state, with many qualifying for Pension Credits in particular. Those who are yet to reach retirement age are likely to be claiming Income Support. Many claim council tax benefit. The relatively low rates of defaults on council tax payment may be partly to do with the attitudes of an elderly population, but is more likely simply reflecting that a significant proportion are not actually liable for council tax.

Environmental Issues These people are environmentally friendly simply because few drive cars, and many are frugal when it comes to spending money on heating and cooking. Additionally, many qualify for state grants to improve insulation. However, this low impact on the environment is due to circumstance, not to attitude, as many think that the world is too concerned about the environment.

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Description - Sociology and Environment

Summary *Group I* consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

Demography *Group I* is a group of people who have reached the later stages of previously independent lives and now require the support of housing and social services departments. For some of these people it may make sense for them to move from the family accommodation that they rented whilst they were bringing up their children to smaller, one storey accommodation on the same council estate. Others may have lived in walk up flats whose stairs they can no longer manage. Others, perhaps on account of the loss of a partner or the onset of physical disability may require some form of sheltered accommodation, where they can benefit from the care of a resident warden. For some the decline in their faculties may require them to move to a fully supported nursing home.

In each case, people are renting their homes from the public sector rather than owning, or using the local authority rather than private homes for accommodation. This distinction reflects differences in the levels of savings and incomes. Most people will not hold any equity, either in their homes or in financial investments, and their incomes are likely to be restricted to the basic state pension, supplemented by other welfare benefit payments. This contrasts with the circumstances of *Group J*, many of whom will benefit from company pension schemes or from annuities from earlier savings and investments.

Environment Neighbourhoods of *Group I* are mostly found as pockets within larger areas of council housing. Some take the form of high rise flats which are no longer considered suitable for the families for which they were originally built. Such blocks are now often turned over to students, sharing singles and childless couples. Elsewhere they take the form of small enclaves of single storey units within larger council estates, often specially designed, for instance with the use of ramps and the provision of small areas of private garden, for the needs of elderly residents. Elsewhere the dwellings may form part of a more organised complex in which one of the units accommodates the warden. Others may take the form of sheltered accommodation with common sitting and dining rooms.

Economy Neighbourhoods of *Group I* are dispersed throughout the UK. However there are larger concentrations in those regions of the UK, Scotland and the North East of England in particular, where the proportion of the population living in public housing is highest. Most accommodation predates the introduction of the right to buy and most people are of a generation that would not have wanted or been able to exercise this choice when it was introduced.

Consumer Values *Group I* comprises people whose memories stretch back to before the Second World War to the economic difficulties of the 1930s. Consequently, many still belong to a generation whose hardships were the result of decisions taken in far away places over which they had little control and who lived at a time when communities took collective responsibility for the welfare of their individual members. To many of this generation, contemporary affluence is a welcomed contrast to these earlier periods of great suffering, but the values of individualism and consumer choice, the principal engines of this change, are ones which they have difficulty identifying with.

(Continued)

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Description - Sociology and Environment *(Continued)*

Consumption Patterns *Group I* spends a disproportionate time viewing the television, simply for want of any other leisure opportunities. Few can afford access to cable television or Sky. Many incomes are too meagre to afford the cost of a daily newspaper and many of these old people find it difficult to concentrate beyond the headlines and a few leading stories. Similarly, little money is spent on magazines and very few have the means, inclination or knowledge to take advantage of the Internet.

Cars are only affordable to a few and, if they are purchased, will be selected on the basis of convenience and cost to run rather than the prestige of their marque. When shopping for groceries, they are likely to purchase convenience items in local grocery stores and newsagents. They are more likely to rely on friends and family than on buses to take them to distant larger shopping centres. Food shopping tends to be frequent but of small value. *Group I* is likely to select merchandise in packets and in tins rather than as frozen goods or ready prepared meals. Tea, sugar, salt, biscuits, jams and confectionery will take up a disproportionate share of their expenditure and, for a few there will be the need to buy food for cats, dogs and budgerigars.

The most eagerly awaited leisure activities are likely to be ones that involve human contact, whether with family or with other members of the local community, and bingo, puzzles, dominoes and cards are favourite methods of passing time.