

Type K61 Low income farmers struggling on thin soils in isolated upland locations

0.39% 



Overview

Key Features

- Older farmers
- Small holdings
- Upland agriculture
- Long hours
- Low incomes
- Isolated
- Care for environment
- Good diet, active lifestyle
- Heavy smokers

Regional Houses



Cerrig Y Drudion, LL21



Sutherland, IV27



Carmarthen, SA32



Rankings

- Age Rank (50/61)
- Wealth Rank (29/61)
- Good Health (24/61)
- Fear of Burglary (61/61)
- Degree (27/61)
- Public Renting (53/61)
- Higher Tax (61/61)
- Environment (5/61)
- Internet (39/61)

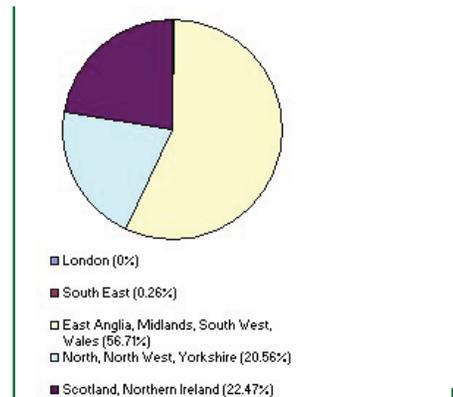
Top Councils

- Orkney Islands (21.12%)
- Powys (18.81%)
- Eden (12.93%)
- Ceredigion (11.60%)
- Torridge (11.43%)
- Mid Devon (10.09%)
- West Devon (8.45%)
- South Shropshire (8.40%)
- Carmarthenshire (8.16%)

Constituencies



Regional Distribution



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Type K61 mostly contains farmers who manage small farm holdings without the assistance of paid labour, in isolated areas of upland agriculture.

Key Features	Communication
Older farmers	Receptive
Small holdings	Internet
Upland agriculture	Broadsheet newspapers
Long hours	Unreceptive
Low incomes	TV
Isolated	Posters
Care for environment	Telemarketing
Good diet, active lifestyle	
Heavy smokers	

Description - Public Sector Focus

Education Education levels are quite variable in these areas. Some will have gained good qualifications, perhaps with the intention of freeing themselves from the often harsh requirements of these environments. However to most, qualifications will have been gained simply because they applied themselves at school to satisfy their parents, rather than for the need of qualifications for carrying on the family farming business. The children living in these areas are reasonably successful at school, and are likely to leave with good GCSEs. Many who do well academically will try to move on from their remote existence by attending university.

Health The outdoor way of life, without easy access to many modern comforts, ensures that *Type K61* are generally in good health. Their natural diet is healthy, and whilst they do not take formal exercise, their active life more than compensates. The main health problems come from their vices, with smoking a particular problem. Those that have medical insurance will most likely have taken out a private policy rather than relying on employers.

Crime Crime is extremely rare in these areas, and anti-social behaviour is almost unheard of. When people are victims, it is almost always when they leave the neighbourhood. These people naturally assume that the police are doing a good job, although on the odd occasion when they are victims their expectations are not met.

Finances These people are not high earners, and some of the farmers can struggle depending on the combination of European rules and nature's will. However, unemployment is low, so associated state benefits are not generally claimed. In the better times, efforts are made to put money aside into savings and investments, so that a reasonably comfortable retirement is possible.

Environmental Issues Most of these isolated people are concerned about the environmental impact of others, and are quite prepared to contribute financially to help to address the problem. However, their own lifestyle is in itself environmentally unfriendly; these people regard the car as a necessity, and will often have several cars per household doing high mileage. Their houses, made of stone and often quite large, make insulation difficult and hence energy consumption is high.

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Description - Sociology and Environment

Summary *Type K61* mostly contains farmers who manage small farm holdings without the assistance of paid labour, in isolated areas of upland agriculture.

Demography *Type K61* is found almost exclusively in the more upland parts of Britain, where farmers, working on their own account, struggle to make a living on marginal agricultural land. In these isolated agricultural areas almost all households live on small farms, many of which raise sheep or beef cattle for sale in local markets. Hardly any farms are large enough to support more than a single family and there has never been a significant agricultural labouring class. Often working thin upland soils in wet and windy conditions, these farmers struggle to make a living and are highly dependent on support from the European Union to make ends meet. Many live very isolated lives and are able to afford few of the consumer products now considered essential by urban populations. As in other rural areas the population is highly skewed towards older working age groups with the majority of the population aged between 45 and 65. Younger people have moved to the towns to obtain qualifications and, unless to take over from their parents on their retirement, migrate to other parts of the country to find more remunerative employment. The older workers, on reaching pensionable age, sell up and move to cheap bungalow properties in nearby villages or cheap coastal locations. In these communities most of the farms are owned outright or, if they are not, are secured against bank loans rather than conventional mortgages since the value of the residential properties are often small in relation to the overall value of the land. Most households own more than one car, though often the second is used to travel around the farm. Unemployment rates are low and ethnic minorities are almost completely absent, combining to give the impression, when conventional composite indicators of deprivation are calculated, that there is little deprivation in these areas. Though many people in *Type K61* would be too proud to admit it, these are areas of very low income and very low living standards which, were they closer to urban centres, could well generate a much higher level of concern among public policymakers.

Environment *Type K61* includes large populations of country dwellers living in or on the edge of national parks, around the Brecon Beacons, the North Pembrokeshire coast, Exmoor, the Yorkshire Dales, the Cheviots and Snowdonia. They tend to live in very old, stone built farmhouses surrounded by shelters for their animals. Many of the small fields are divided by dry stone walls and are accessed via un-made up lanes and five bar gates. Often in romantic settings and with distant views across pastoral landscapes these areas conjure up intimations of the ancestral heartlands that provided large amounts of labour to populate Britain's era of rapid industrialisation. Today the immediate farm environment shows little evidence of investment in modern barns and milking parlours or industrial looking silos for storing cattle feed. With the support of ancient tractors, battered Land Rovers and faithful sheep dogs farmers persist with agricultural practices which appear to have been largely untouched by the major developments in farm productivity which have so transformed the productivity of lowland landscapes. The key issue is how to finance the maintenance of these archetypal landscapes in such a way as to maximise their amenity value for an increasingly appreciative urban population and to do so in such a way as to provide incomes which allow a dignified existence to local residents. Quite often in these areas redundant agricultural buildings are now converted to tourist accommodation and in the more accessible locations the tourist industry provides useful supplementary incomes.

(Continued)

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Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type K61* are almost totally dependent upon farming for employment but in many cases farming can be supplemented by other seasonal and part time sources of income. However these are areas in which men work particularly long hours and where it is often difficult for wives to find alternative sources of employment.

Consumer Values *Type K61* contains people who would not continue to struggle against the elements if they did not obtain great satisfaction from life in the open country and independence from the control of corporate routines. Most residents are too busy trying to make a living and are too infrequent visitors to large cities to pay much attention to consumer choices. Most purchase products on the basis of price and are eager to take advantage of second hand cars, household equipment and clothes if these can be purchased at a bargain. Insurance and protection against poverty in old age are important concerns among this population.

Consumption Patterns *Type K61* typically spends much of its meagre income on products and services which have mixed business and personal use, such as on cars, energy and financial services. People are too distant from large towns and have too little time or money to be significant spenders on the arts or entertainment and few make frequent visits to restaurants or cinemas. Many people do not travel far. Important markets for this population are bottled gas, electricity and home appliances, particularly freezers. Tastes in food and clothing are traditional and there is more of a focus in the kitchen on cooking from natural ingredients than on the use of ready made meals. This is a population which often finds it convenient to shop from mail order catalogues.

Change The future of these isolated populations is likely to depend on how public policies fund the maintenance of important natural landscapes and to balance the environment against the increased pressures from tourism, in ways that provide acceptable levels of incomes to permanent residents.

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Description - Culture and Consumer Psychology

The people in *Type K61* share many of the characteristics of other farming and country dwelling consumers. Careful with their finances, they are good at managing money, and take a keen interest in financial products and services, possibly using the services of a financial advisor, who may well be their accountant. Traditional values, particularly with regards to male and female roles, for example, combined with a practical approach to life are very typical here.

These are the homes where four-wheel drive cars are bought for necessity rather than for fashion, and where good home cooking will be preferred to prepared foods. Not surprisingly, these farmers will buy British produced goods and provisions where possible, choosing free range foods and quality ingredients over big name brands. There is little interest in designer brands or other finery; dress is likely to be chosen for practical reasons rather than stylish appearances.

Well-informed and enthusiastic readers of newspapers and magazines, these consumers have not been slow to latch on to the benefits of the Internet for its convenience for ordering goods, and as an information source. Shopping is not enjoyed for its own sake, and there is little evidence of the more hedonistic aspects of consumption here.

The people in *Type K61* are traditional, hardworking, churchgoing people, who are not out of touch with the world today, and they tend to be happy with their lives and their lifestyle. Quiet evenings at home and a range of typical country pastimes fill their leisure hours, although these are likely to be people who have less leisure time to fill, as farming is a seven day-a-week job. Indeed, farming is their life and their lifestyle and their consumption interests probably focus around this far more than they do around mainstream consumer interests and activities.