

Type F37 Young families living in upper floors of social housing

1.79% 



Overview

Key Features

- Young families with kids
- Teenage pregnancies
- Poor child discipline
- Some overcrowding
- High unemployment
- Low incomes
- Income Support
- Modern city centre flats
- TV addicts

Regional Houses



Liverpool, L24



Portsmouth, PO3



Leeds, LS4



Rankings

- Age Rank (22/61)
- Wealth Rank (56/61)
- Good Health (51/61)
- Fear of Burglary (7/61)
- Degree (53/61)
- Public Renting (8/61)
- Higher Tax (41/61)
- Environment (48/61)
- Internet (51/61)

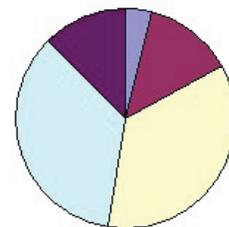
Top Councils

- Manchester (10.03%)
- Nottingham (9.96%)
- Norwich (6.26%)
- Birmingham (5.73%)
- Corby (5.67%)
- Redditch (5.67%)
- Falkirk (5.55%)
- Harlow (5.20%)
- Coventry (5.19%)

Constituencies



Regional Distribution



- London (3.99%)
- South East (12.9%)
- East Anglia, Midlands, South West, Wales (35.57%)
- North, North West, Yorkshire (34.94%)
- Scotland, Northern Ireland (12.6%)

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Type F37 Young families living in upper floors of social housing

Manchester

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Type F37 contains low income young couples with children who rent homes in purpose built flats from local councils in England's larger cities.

Key Features	Communication
<ul style="list-style-type: none"> Young families with kids Teenage pregnancies Poor child discipline Some overcrowding High unemployment Low incomes Income Support Modern city centre flats TV addicts 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> TV Telemarketing Posters Direct mail Unreceptive <ul style="list-style-type: none"> Newspapers (except red tops) Magazines

Description - Public Sector Focus

Education The adults in Type F37 are generally poorly educated, with almost two thirds having few if any formal qualifications. Compared to the national norm, proportionately less than half of the population have a degree. Some do seek to better themselves, so the provision of further education facilities can be important. It is not surprising that children brought up in this environment also struggle to achieve. Attainment levels throughout their schooling are very low; like their parents very few will even achieve the 5 or more Grades A to C at GCSE that can form a solid foundation for their working life. Consequently, only a small proportion will proceed to university.

Health Partly through poor education and partly through very low income levels, these people eat very poor diets. Not only are they unlikely to spend the extra money required for healthy foods, they are more likely to spend what money they do have on cheap junk foods. It is also likely that many will both drink and smoke heavily, and drug and alcohol abuse is a common problem. Consequently there are some serious health issues associated with this population, particularly relating to the heart, liver and respiratory organs. Given the nature of these neighbourhoods it is perhaps unsurprising that the rate of teenage pregnancies is very high.

Crime These are generally unpleasant places in which to live. Neighbours are more likely to be problematic to each other than to help when in need. Levels of anti-social behaviour and crime, whilst not as bad as in some other neighbourhoods, are still unacceptably high. It is more likely that these people will be victims of crime in their own home, rather than elsewhere. Rating of the police is not particularly high.

Finances The high levels of unemployment, and the low incomes earned by those in work, mean that the state needs to support many in these neighbourhoods. All types of income-related state benefits have high take-up rates. Consequently most have insufficient money to put aside in savings and investments, so many will continue depending on benefits throughout their working lives and their retirement.

Environmental Issues There is little concern for environmental issues; these people are clearly focussed on their own immediate needs. Many households do not have access to a car, although those that do may do a reasonable annual mileage.



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Description - Sociology and Environment

Summary Type F37 contains low income young couples with children who rent homes in purpose built flats from local councils in England's larger cities.

Demography Type F37 neighbourhoods are found in England's larger provincial cities, but not in London, where councils have built a mix of low rise houses and small flats, many of which are now occupied by families with children.

Approximately two thirds of the dwelling units are on the ground floor and those that are on higher floors are typically in mid rise buildings, ones with three or four floors, rather than in high rise blocks.

Most of these estates are ones which have been built since 1945, typically to accommodate slum clearance populations, and today these accommodate mostly poorer and younger tenants, many of whom experience some or other form of deprivation. These by and large are not estates where people have chosen to exercise their right to buy but are estates which are mostly well established and have a broad mix of age groups. However they do contain a significant minority of very young adults in their twenties, many of whom are single women who have entered into early relationships and who are now single parents. Many other tenants are single and many are co-habiting partners, drifting into and out of relationships. A key feature of these estates is their large child populations, many of whom live in unstable household arrangements with step children and various live in partners, conditions which can easily lead to domestic violence and to child abuse. These are likewise places where many of the children live in large families and where the task of parenthood is a stressful and burdensome experience for many of the mothers. The large number of children, many of them poorly disciplined, contributes to a social environment which often irritates the older residents. It discourages them from purchasing their freeholds and thereby improving the status and appearance of the estates and encourages them to apply, often successfully, for transfers to other 'better' estates. Those that remain seldom feel authorised to apply the social disciplines which would be commonly used in more cohesive estates in smaller towns and many residents can become worried by threats and by physical attack as well as annoyed by the many instances of petty crime and vandalism of the environment. Schools in these areas often lie near the foot of their local authorities' league tables with only small proportions of children staying on to acquire formal qualifications. This further contributes to the cycle of deprivation as residents have difficulty in finding jobs paying enough to support a family. As a result many end up without a job and rely on welfare benefits.

2 Description - Sociology and Environment

(Continued)



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Description - Sociology and Environment *(Continued)*

Environment Neighbourhoods of *Type F37* consist of developments of varying ages. Many of the houses were built between 1945 and 1970 mostly on greenfield locations rather than in areas of inner city slum clearance. One senses that the mid rise developments were intended to add visual variety to what would otherwise have been monotonous arrangements of crescents of semi-detached houses and terraces in small blocks because most of these estates were built at much lower overall densities than more modern council houses. Overall the dwellings seldom have more than two bedrooms and a high proportion of the child population live in conditions officially described as overcrowded. These estates date from the period when low densities and large swathes of public grassland were felt to provide a more healthy environment than the inner city and when environmental considerations often took precedence over issues such as access to shops, employment and public services. In estates where many families are too hard up to own and run a car, many are dependent upon infrequent and expensive bus services which necessarily serve only a limited set of destinations. Although most children are within easy reach of modern, purpose built schools, many residents are poorly served by shops which cluster in neighbourhood centres, which are often beyond easy walking distance. In these estates a particularly high proportion of children live in homes which do not have access to a car severely limiting the range of experiences that they can be exposed to by their parents.

Economy Neighbourhoods of this sort have, in recent years, been greatly affected by the shift of manufacturing employment from large provincial cities to smaller industrial towns closer to the motorway network. Many residents in these neighbourhoods are clearly finding it difficult to secure jobs in modern service industries and a particularly large number of children are in households where no parent is engaged in employment.

Consumer Values *Type F37* contains many people whose material aspirations conflict with their restricted financial circumstances. People understandably want their children to share the advantages visibly enjoyed by children in nearby estates of middle class housing and the products seen on the television which many watch for many hours a day. This leads to frequent applications for consumer credit many of which get turned down as a result of the high levels of County Court Judgments that many households have accumulated. Tastes are mostly unsophisticated and price is more important than service or variety in the selection of local grocery supermarkets. However this is a culture that places high value on older established and well known brands.

Consumption Patterns *Type F37* provides a poor market other than for basic foodstuffs. Few people spend much time cooking from basic ingredients and prefer to shop frequently and in small amounts for food which is often bought in tins and packets. Fish and chips, Chinese takeaways and cheap burger bars supplement a not particularly healthy diet.

Change Improving the levels of work skills is key to the regeneration of neighbourhoods of this sort and many argue that programmes to improve levels of competence in information technology are critical if the cycle of disadvantage in these areas is to be broken.



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Description - Culture and Consumer Psychology

These people typically live in fairly modern, purpose built low-rise flats, in fairly central locations in major cities. There are the usual social and environmental problems associated with poorer people living in an urban setting, and few would choose to live here. The flats are mainly publicly rented. There is some presence of ethnic groups in these communities, usually Black Caribbeans.

A marked feature of this Type is the very high proportion of children and young adults, with relatively few older people. Households can be very large and there is some overcrowding. In addition, the traditional nuclear family is a rarity, with many unorthodox 'family' arrangements, including a high proportion of single parent families. Dysfunctional family units are very likely to be a factor behind the relative poverty and various social ills, both of which are handed down through the generations. The vast majority of these people fall into the social grade categories 'D' and 'E'. Poor living conditions contribute to many problems associated with chronic illness.

These people are poorly qualified in all respects, including formal qualifications. Many are full-time carers and unemployment is high. Those in work will have routine or semi-routine jobs as process and plant operatives, or very basic work in the service sector particularly in hotels and catering. There may also be some work in manufacturing, but this is likely to offer a very uncertain future given the demise of conventional work in this sector. Very few people see employment as anything other than a necessary chore for earning money, and the notion of a career and of progression is usually absent. Given this kind of work pattern, incomes are low and so too is the level of savings and investments. Familiarity with financial matters beyond their immediate needs, is virtually non-existent. Many do not have a current account or a credit card. The often, pressing need for immediate cash or for an immediate purchase results in high levels of debt, often by way of unsecured loans.

Routine grocery shopping is frequent and, as might be expected, these people search out the lowest prices, usually in discount stores. They might also be interested in home delivery and childcare facilities. Convenience foods are a major grocery purchase. These people have little interest in healthy eating. For non-food items, they make great use of mail order but hardly ever use the Internet, there being a widespread lack of interest in this medium for either information or shopping. Although they have very tight budgets and relatively high outgoings where there are children, these people do indulge themselves in fashionable 'articles of ostentation', notably designer clothes. They also indulge the children with, what can be, expensive home entertainment products, such as computer games, mobile 'phones and the latest toys. They can be frivolous and even careless with money. While the car is seen as a status symbol, very few of these people have access to one. These people are very susceptible to the persuasive rather than the informative elements of marketing messages.

For leisure, these people are TV addicts first and foremost. Their TV diet is confined mainly to soaps and light entertainment, and great use is made of the video player. They buy a large number of basic 'lifestyle' magazines in addition to reading the tabloids, such as the Sun, the Mirror, the News of the World and the Sunday Sport. They rarely socialise at home and there are few conventional family occasions such as a 'sit-down' evening meal. When they go out, the standard diversions are bingo, the cinema and the pub. These people are very likely to be heavy smokers. Not many holidays are taken, mainly due to a lack of funds. They have very little awareness of, or curiosity about, other cultures.

Apart from immediate family, there are few social networks in these areas. Traditional social bonds and values were lost many years ago. The lives of these people are now very circumscribed by a lack of income, limited education, complex family arrangements and narrow horizons. They struggle with very difficult circumstances and seek occasional and fleeting pleasures. They can become victims rather than participants in contemporary consumer society. These young adults, and their children, live an impoverished existence. They have few interests beyond their immediate social world.

2 Description - Culture and Consumer Psychology