

Group G Low income families living in estate based social housing

Knowsley
6.52% 



Overview

Key Features

- Families
- Low incomes
- Income Support
- Free school meals
- Terraces and semis
- Large council estates
- Outer suburbs
- Bad place to live
- Heavy TV viewing

Regional Houses



Tipton, DY4



Manchester, M19



Airdrie, ML6



Rankings

- Age Rank (6/11)
- Wealth Rank (10/11)
- Good Health (9/11)
- Fear of Burglary (1/11)
- Degree (11/11)
- Public Renting (2/11)
- Higher Tax (11/11)
- Environment (11/11)
- Internet (11/11)

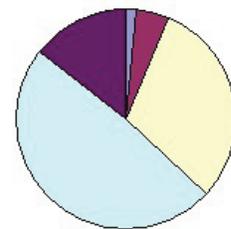
Top Councils

- Knowsley (35.61%)
- South Tyneside (31.87%)
- Kingston upon Hull, City of (30.26%)
- Easington (27.98%)
- Sunderland (27.49%)
- Middlesbrough (27.48%)
- Liverpool (26.31%)
- Hartlepool (25.44%)
- Manchester (24.68%)

Constituencies



Regional Distribution



- London (14.8%)
- South East (4.81%)
- East Anglia, Midlands, South West, Wales (30.62%)
- North, North West, Yorkshire (48.56%)
- Scotland, Northern Ireland (14.53%)

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Group G Low income families living in estate based social housing



Group G mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, Group G is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

Key Features	Communication
Families	Receptive
Low incomes	TV
Income Support	Posters
Free school meals	Telemarketing
Terraces and semis	Drop-in centres
Large council estates	Unreceptive
Outer suburbs	Internet
Bad place to live	Magazines, Newspapers
Heavy TV viewing	Telephone advice lines

Description - Public Sector Focus

Education Educational attainment in Group G is especially low, with over half of the adults having no formal qualifications. Only 10% have reached 'A' level standard or above. It is therefore unsurprising that their children display the lowest level of education attainment of any of the Mosaic groups. By the time they reach sixteen, the proportion of children achieving 5 or more GCSE passes at Grades A to C is only half the national average. University admissions are extremely low. There is a high proportion of children with special needs, but few have the disadvantages that come from not having English as the language spoken at home.

Health This Group has the worst lifestyle of all, and consequently can tend to suffer from poor health. They have a bad diet, and are heavy smokers and beer drinkers; in addition they do insufficient exercise. It is interesting to note that although they do suffer from heart, liver and respiratory diseases, it is not to the same extent as those in Group F. Similarly mental illness is above average, but not as commonplace as in some other Mosaic groups.

Crime Levels of crime and anti-social behaviour are high in these neighbourhoods, although racist incidents are less likely than in the inner cities. Violent crime is a particular issue. Repeat victimisation is relatively commonplace, and it is quite likely that the offender is known to the victim. Because of this the police are relatively successful in apprehending the offender; nevertheless, the local populace have little faith in the police.

Finances Group G tends to manage money on a weekly rather than a monthly basis. They often still receive their incomes in cash, rather than as payments which go direct to current accounts. Finances have to be budgeted over the week rather than the month or year. Few people have access to significant savings – long term investments are most likely to take the form of premium bonds or other National Savings products which can be purchased at local Post Offices, a channel that many use to pay their bills. Whilst many residents enjoy the use of credit cards there is a substantial minority who, on account of County Court Judgments, are unable to obtain credit from mainstream providers. They therefore rely on secondary market operators who typically charge very high rates of interest. In summary, balancing budgets is by far a more important issue for the majority of Group G than long term financial planning. This Group has the highest proportion of people not paying income tax, and consequently has significant up-take of state benefits. However, up-take is less than in Group F. Non-payment of council tax is often an issue.

Environmental Issues These people generally have no concern for the environment. Whilst perhaps they have insufficient money to contribute financially to addressing environmental issues, they seem unwilling to do simple tasks such as recycling. The fact that they do not tend to be high contributors to vehicle emissions owes more to the very low level of car ownership than it does to careful driving and economical vehicles.



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Description - Sociology and Environment

Summary *Group G* mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, *Group G* is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

Demography *Group G* is a group of people who, on account of their low incomes, participate only at the margins of the modern consumer society. Living mostly in large cities, they lack the income to be able to afford their own homes and have relied on the council to house them, typically on large, low rise estates far from the centre of the city. A key feature of these people is that they feel cut off, both in a physical sense from workplaces, shops and places where the community gathers for sports or entertainment, but also in a social sense from many of the opportunities and lifestyles which they see advertised on the television.

Relying on the council for their housing, on buses for their mobility and on television for their entertainment, this Group leads particularly passive lives, in which the exercise of choice is far less evident than among better off groups. Few take deep responsibility for their own futures. This is largely because the majority of the population have jobs which neither pay well nor offer long term career opportunities, and because of the tendency among the more enterprising members of the community to move out to other 'better' estates or put down a deposit on a house in a private estate rather than buy their freeholds.

This pattern leads not so much to a culture of poverty as to a culture of low horizons. People do not come into contact with others who have lived richer or more varied lives than their own, and are not exposed to different lifestyles or leisure activities. This issue is rooted in the isolated location of much of this housing, in large estates physically distant from areas of students and educated singles, from middle class owner occupiers, from people from other cultures and from good jobs in new industrial and office parks in expanding regions of the country

Environment Neighbourhoods of *Group G* consist mostly of small, two storey homes, arranged in short terraces or as semi-detached houses each with their own garden. These homes have usually been built by councils during the early years after the second world war, at low densities and with large amounts of public open space, all designed to provide a healthier and visually more attractive environment than the worn out inner city housing from which many of the original tenants were 'decanted'.

Though basic and repetitive in their design, most of these houses provide a convenient and comfortable home in which to live. The main criticism that is now levelled at their design is that of poor accessibility. The few retail outlets that can be supported by these estates are often not within walking distance. Pubs, schools and community facilities can also be too far away. Where incomes and car ownership levels are low, people often find it too time consuming and expensive to get involved in social activities and hence live isolated lives, trapped within their own homes and with only the television for company. This atomisation is reinforced on many estates by high levels of vandalism and fear of violence.

(Continued)



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Description - Sociology and Environment *(Continued)*

Economy *Group G* tends to occur mostly in large provincial cities, in places such as Sheffield, Nottingham and Birmingham whose pro-active councils have taken direct responsibility for the welfare of their citizens, as well as in regions such as Merseyside and Tyne and Wear which have suffered persistent unemployment and low or negative population growth. Such neighbourhoods are much less common in smaller towns or in industrial communities where people have traditionally lived closer to where they work, for example in pit villages. The economy of many of these provincial cities is now reviving but offering better prospects for well educated knowledge workers in the media or government than for the skilled manual or semi skilled workers who have traditionally lived on these estates. Residents also suffer from the tendency of existing manufacturing industry to relocate to small towns and new towns, which are more conveniently located close to motorway exits and which they have difficulty reaching if they don't have access to a car.

Consumer Values *Group G* tends to have what are now considered 'old fashioned' consumer values. These people are still content to be treated as though they were a mass market, without individual needs and preferences. They are residual consumers of mass media channels who still opt for old established mainstream brands and have yet to engage with brands which offer distinct niche positions by virtue of their emotive appeal, their distinct value or their distinctive propositions. People in these neighbourhoods do value face to face contact but have also historically been loyal purchasers from mail order catalogues. Today few of them make purchases over the phone or via the Internet and prefer instead to buy from local stores that combine friendly staff with discount prices.

Consumption Patterns Because *Group D* has much time but little money, they are among the heaviest watchers of commercial television. Many may once have subscribed to cable television or Sky but found themselves unable to afford the cost of ongoing payments. If they do read a daily newspaper it is likely to be The Mirror or The Sun, with The News of the World being read on Sundays.

Most cars that are run will be older models bought second hand and often maintained by their owners and by friends rather than by local garages. Those who do have cars, shop at large out of town supermarkets, particularly those that focus on value rather than service and range. Non car owning families are more likely to shop frequently at high priced local convenient stores which seldom offer other than the major advertised brands within any product category. Here housewives will typically do the shopping on their own, often in small amounts, and stock baskets or trolleys with tinned and packet foods rather than fresh fruit and vegetables. Most foods will be easy to prepare and pre-packaged so as to be easily heated in the microwave or emptied into a saucepan. This is the heartland of the large, sliced white loaf. The small kitchens of *Group G* are likely to be well served with time saving appliances but space or plumbing will make it unusual for there to be a dishwasher. Lack of money and mobility constrains what can be done during leisure hours. In these neighbourhoods many children will spend summer evenings with their friends playing football in the street or on surrounding grassland whilst older teenagers will be seen hanging about. Newspaper puzzles, competitions and bingo keep the mind active and many older people enjoy card games. Betting and the lottery provide excitement, and drinking and smoking provide relief from daily difficulties.