

Twilight Subsistence

Older people living in social housing with high care needs



Twilight Subsistence 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.



Who We Are

Age	65-84 (29.56%)
Marital Status	Widowed (20.21%)
Household Composition	Single, pensioner (36.31%)
Length of Residency	9+ years (38.02%)
Health	Poor health HES emergencies



Our Education

Adults	No qualifications
Children	N/A



Our Work Lives

Occupations	Retired
--------------------	---------



Our Finances

Household Income	Under £7,499
Benefits	Pension Credit
Indebtedness	Medium



Where We Live

Type of Property	Purpose built flats
Council Tax Bands	Band A
Home Ownership	Public rented
House Value	£104k
Location	Suburban



Our Home Lives

Car ownership	No access to car
Travel & holidays	Coach tours
Leisure Interests	Crosswords and puzzles Grandchildren
Media	High TV viewing The Sun



Weltanschauung "How We View the World"

Our Neighbourhood	Good place to live Neighbours help each other
Charities	Cancer research Elderly
Crime	Good rating of police
Environment	Not concerned
Fear of Redundancy	Not at all concerned

Education

Areas of Twilight Subsistence 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 Twilight Subsistence 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 Welfare Borderline. However, the age adjusted emergency admissions rate is over four times the national average.

Crime

People in Twilight Subsistence 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

Twilight Subsistence has little, 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. Twilight Subsistence 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.

Receptive to:

TV, Post Office, Personal contact

Unreceptive to:

Internet, Magazines, Broadsheet newspapers, Telephone advice lines