Explaining poverty to the public

Joanna Mack, The Open University

www.poverty.ac.uk



Third Peter Townsend Memorial Conference Poverty and Social exclusion in the UK



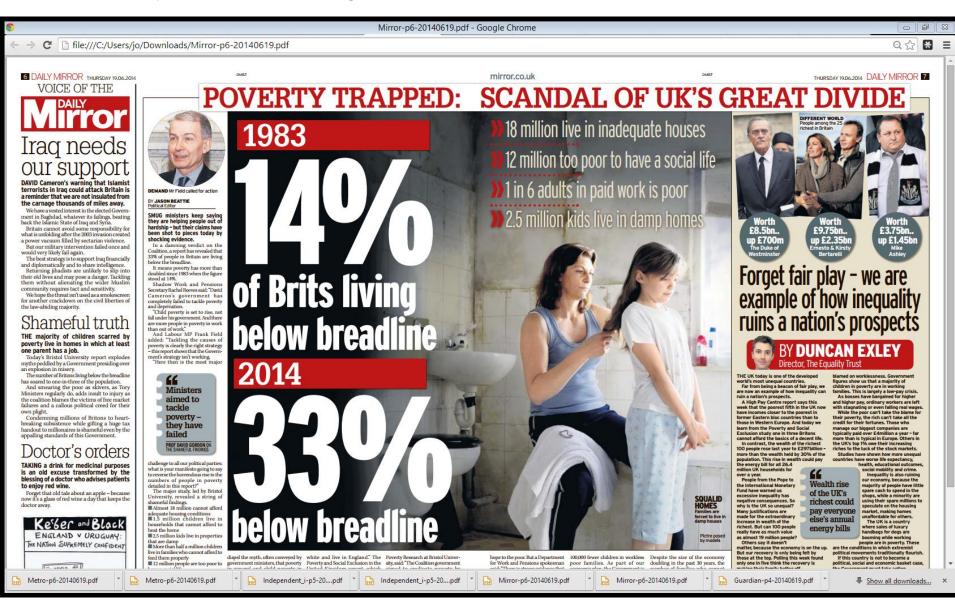
The 'scrounger' narrative





Re-framing the debate: PSE press coverage The Daily Mirror, front page, 19 June 2014





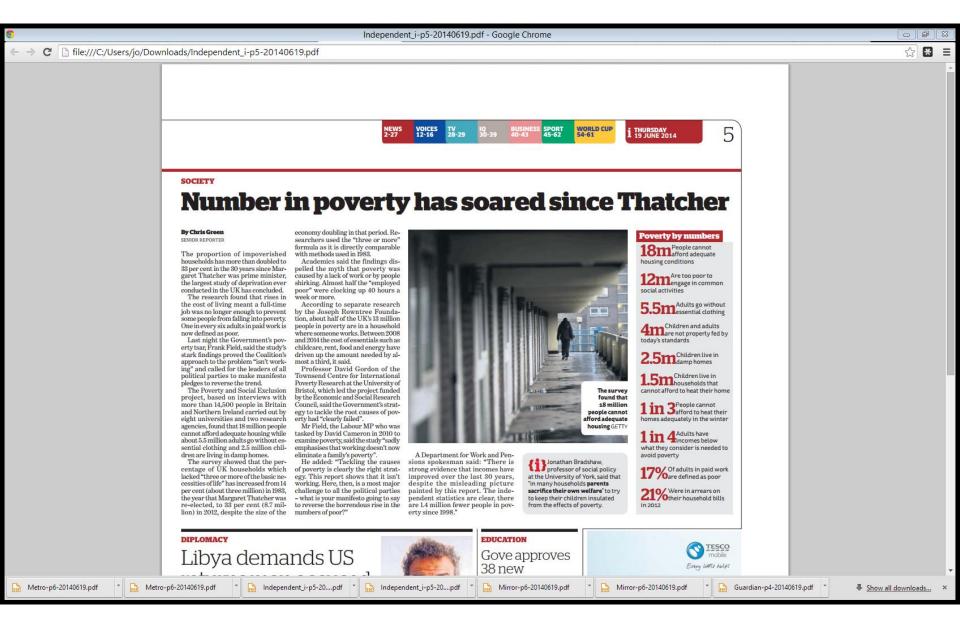
The Sun, page 2, 19 June 2014



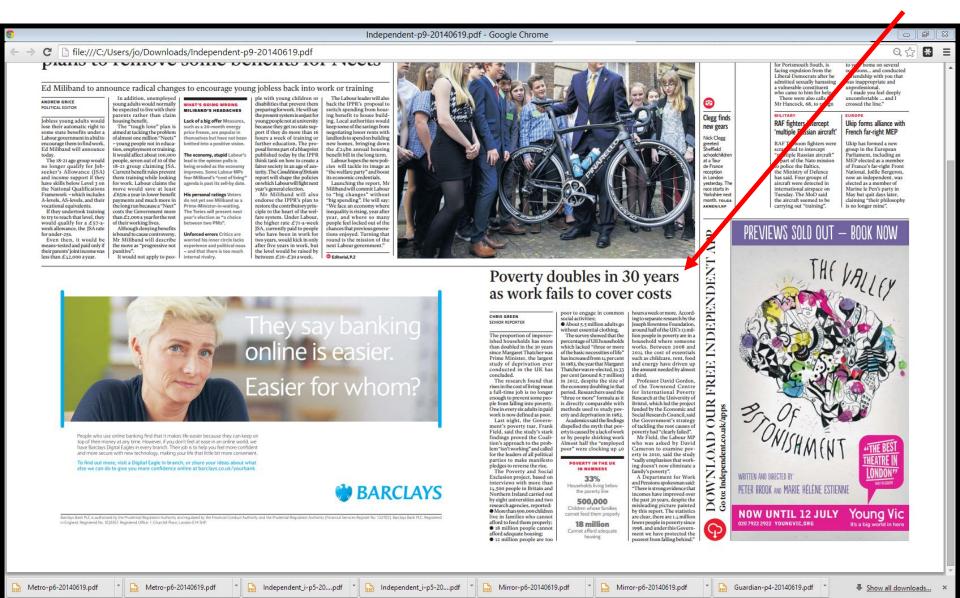
The Guardian, page 4, 19 June 2014



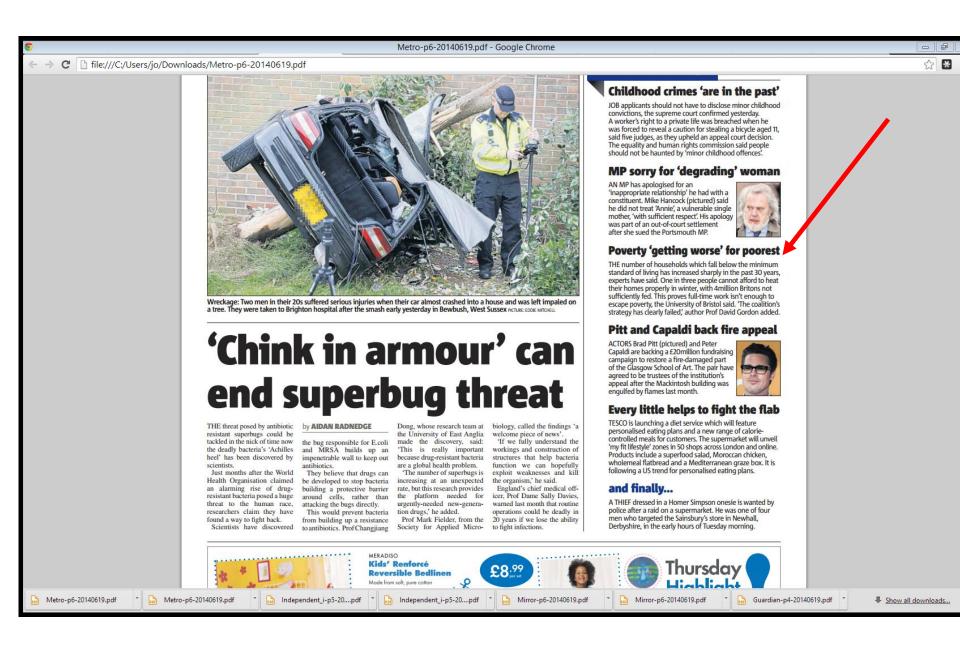
The Independent-i, page 5, 19 June 2014



The Independent, page 9, 19 June 2014



Metro, page 6, 19 June 2014



A different emphasis: The Daily Mail, page 26, 19 June 2014



.....meanwhile on p29 of The Daily Mail, 19 June 2014



... the ONS figures back the PSE findings derided on p26

ITV Tonight, March 28, 2013 – 3.4 million viewers



A special edition based on the PSE findings



#itvtonight



Edward Harkins @EdwardHarkins 43m #itvtonight Scenes of 'workless' people keeping themselves busy 'doing work'. Scroungers? Where? #BreadlineBritain Followed by Jim McCormick and 12 others Expand



lisamarks @lisamarks

The Breadline Britain report on **#itvtonight** is soul-destroying. The UK is broken. And then you read about banker's bonuses. It's so wrong. Followed by stellacreasy Expand



Gary Rae @gary_rae

#breadlinebritain on #itvtonight Here's @jrf_uk look at this jrf.org.uk/topic/austerity #ukpoverty #ukausterity Expand



Chris Park @parkovanbasten

#itvtonight poverty and misery and social exclusion amongst the working classes. Yip, it's a Tory government alright. Followed by Channel 4 News Expand

48m

45m

46m

46m





stigmatising of the kind of people we saw; not a jib at politicians View conversation

jacko @bigballs54 #itvtonight

This is what the people should see the truth the hidden depravation. There not scroungers there how children

Expand



 William @williamgray_
 26m

 @mykkym1 @PSE2010 Thanks for the link to the real report good to read the truth not #itvtonight 's interpretation to gain viewing figures

 P View conversation



Statweestics @statweestics #itvtonight is getting popular, +700% the last hour : statweestics.com/793272/

Expand



Sir Muppet of Smegg @QUaNTRoN_X 27m #itvtonight has done my head right in. nothing has changed. nothing. some folk got rich in a southern property bubble... that's it.

Page 1 of 6

26m

24m

The programme gained a considerable support on social media



The website: impact objectives

- Increase public understanding
- Contribute to poverty debate
- Provide teaching materials
- Support community and other groups



The website - the challenge of a diverse audience

Specialist

Need to know

Delving deep At home with stats Non-specialist Passing interest Top level results Frightened of numbers



The web – a busy world

Google

- •Over 1 trillion unique urls
- •20 billion unique pages
- •1.5 billion images
- 100 trillion words

You Tube

- •72 hours of video are uploaded every minute
- •Content ID scans over 100 years of video every day



The holding page, 2010 WWW.poverty.ac.uk





Launched January 2011





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forecast Inequality Europe

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Latest news

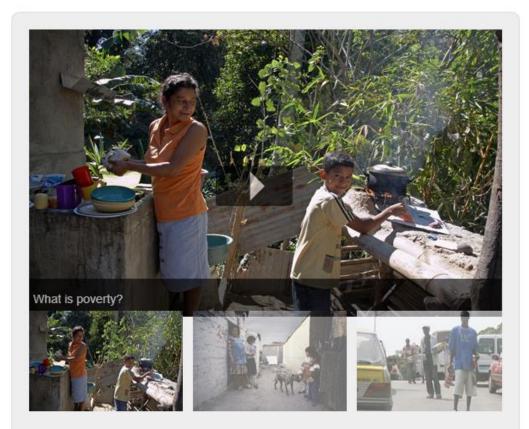
Benefits bill capped at £119 billion

Definitions of poverty

Definitions of poverty really matter. They set the standards by which we determine whether the incomes and living conditions of the poorest in society are acceptable or not and are essential for determining questions of fairness. From these definitions follow all actions to help the poorest.

In the UK these definitions are being hotly debated as the Coalition government seeks to change the criteria currently used to monitor and measure child poverty (see the PSE: UK team's response to these proposals in Tackling Child Poverty and Improving Life Chances and Social Mobility and Child Poverty Review). This section sets out different ways to define and measure poverty and outlines recent key developments. The PSE: UK research project uses the 'consensual method', which defines poverty as those whose lack of resources forces them to live below a publicly agreed minimum standard.

In the film below you can hear how key speakers at the Second Peter Townsend Memorial Conference defined poverty.



www.poverty.ac.uk

Stage two

- Give people and communities a voice
- Personal stories
- Provide details of the research
- Be topical and relevant
- Authored pieces
- Make it searchable



Case studies



A young jobseeker

A single parent >

- A disabled couple
- A low-paid worker

A single pensioner

Search by subject

Government policy Inequality Government cuts Child poverty Poverty measurement Poverty forecast Low pay Lowincome households Europe Benefits

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A single parent

Jennie is 39 and unemployed. She lives with her three sons, all of whom have disabilities, in Redbridge, outer London. The family has lived in temporary accommodation for the last 12 years.

Meet Jennie and family in the following three videos recorded in autumn 2011.



Full details of PSE research



PSE Poverty and Social Exclusion Reporting research, examining policy, stimulating debate



Home Definitions of poverty		PSE research	Living in po	werty Comm	unities Tak	e part News	and views	
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PSE research

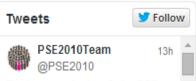
Government policy Inequality Government cuts Child poverty

> Poverty measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

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Final spaces for free 2-day PSE Conference. Register here now! | In this section you will find full details of the current Poverty and Social Exclusion in the United Kingdom research project (PSE UK), including background working papers as well as final reports, key summaries and an opportunity to investigate some of the key survey data. It also provides summary details of the predecessor research projects in Britain in 1999, 1990 and 1983 and in Northern Ireland in 2002/3.

These research projects all use relative deprivation to examine poverty and, in particular, the consensual method. The key concept underlying the consensual approach is to identify what items are necessities on the basis of the public's perceptions of minimum needs and then to examine who is forced to go without these necessities. This research series therefore provides a unique insight into those who fall below the minimum standards set by society and how this has changed over time.

The first report from the PSE UK team 'The impoverishment of the UK', was published in March 2013. It paints a shocking picture of the extent of deprivation and inadequate living standards in the UK today.

Many countries across the world, and in particular the European Union, have taken up and developed the idea of publicly-perceived necessities. Brief details of this research can be found under International.

Featured PSE Research







Background reports and news

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Wilshaw and Gove blame the feckless parents - as long as they're poor | Zoe Williams gu.com/p/3q7ct/tw

Show Summarv

Tweet to @PSE2010

Sign up for our NEWSLETTER If you think we've missed an important report or you are interested in writing an article, do contact us.

Featured news



'Troubled Families' in a spin The Department of Communities and Local Government claims that the Troubled Families Programme is 'on track at the half-way stage'. Ruth Levitas unpicks the figures and argues this is far from the truth.



Impact of the recession on child... Jonathan Bradshaw and Gill Main provide an update, 31 January 2014, on their analysis of available data on child poverty. This article discusses trends in child poverty in the UK and urges us all to 'watch this space'.



Would an independent Scotland set... Would an independent Scotland choose a significantly different social settlement with a more generous social minimum than the rest of the UK? Drawing on the PSE UK findings into attitudes to necessities, Nick Bailey investigates.

All news and views

You can filter all the News stories, Reports and Articles in this section by subject in 'All news and views' below. When you've filtered by Subject, open stories you wish to view in a new tab to keep the subject term by which vou've filtered.

Subject

- Any -

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Bedroom tax - just 6 per cent of tenants move

28/03/14

Only about 6 per cent of social housing tenants affected by the coalition government's 'bedroom tax' have moved home, according to ...

Paying bills a struggle for 1 in 8 in Wales

27/03/14

As many as one in eight people in Wales are finding it a 'constant struggle' to keep up with their bills, according to the latest findings...

Child poverty commission – government responds

Searchable

Enter your keywords troubled families Search

Search results

'Troubled Families' in a spin

... in the both print and broadcast media, claiming that the **Troubled Families** Programme (TFP) was 'on track at the half-way stage'. It was ...

Mar 11 2014 - 15:49

Flaws in the government's troubled family strategy

... social justice hinges on the claim that there are 120,000 'troubled' families in Britain but this is deeply flawed, argues Professor Ruth Levitas in ...

Apr 10 2013 - 14:35 0 comments

Still not listening

... by Ruth Levitas On 18 July, Louise Casey, head of the **Troubled Families** Programme, published a report called Listening to **Troubled** ...

Oct 24 2012 - 16:37 0 comments

Troubled families programme 'on course'

... government's target for turning around the lives of 'troubled' families, according to the latest progress report. The government has ... programme, local councils were working with more than 35,000 troubled families – up from 22,000 in December 2012. Councils had also ...

May 18 2013 - 15:33

Troubled families scheme 'making good progress'

Good progress is being made in implementing the 'troubled families' programme, according to the coalition government. Figures gathered ...

Apr 10 2013 - 14:35 0 comments

'Troubled Families': parallels with the past

... would 'get to grips' with England's alleged 120,000 'most troubled families'. Yet the label is hardly new.

www.poverty.ac.uk

Final stage

- Making results accessible
- Making data interactive
- Providing detailed analysis papers
- And onwards...



Promoting key findings

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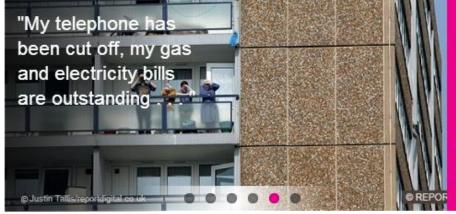
Tweets



12h

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18%

of households have a constant struggle to keep up with their bills or have fallen behind.

Download the annotated 2012 living standards questionnaire



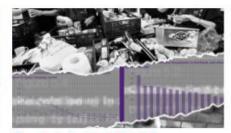
Hard times: 2014

The Hard Times reports provide evidence gathered by communities themselves on the impact of austerity and cuts on families and young people across Northern Ireland, Watch the accompanying films on home



3rd Peter Townsend Memorial...

Today 33% of the UK population suffer from multiple deprivation as defined by the UK public; in 1983 this figure was 14%. The 3rd Peter Townsend Memorial Conference: Poverty and Social Exclusion in the UK will be held in London, 19 - 20



Poverty in Scotland 2014: The ... The latest edition of Poverty in Scotland, 2014, sets out to inform the independence debate in Scotland, providing the latest facts and figures and looking at how other regions and nations have tackled the problem. Gerry Mooney gives an overview

Making key findings accessible to general audience

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Falling below minimum stan

Going backwards: 1983 - 2012

What do we think we need?

Northern Ireland: faring badly

Legacies of the Troubles

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Conference, Register here now! |

Falling below minimum standards

At a glance

PSE: UK 2012 is the most comprehensive survey of poverty and social exclusion ever undertaken in the UK. The research finds that about a third of households in the UK today face significant difficulties, specifically:

- Around 4 million people are not properly fed by today's standards.
- Around 2.5 million children live in homes that are damp.
- Around 2.3 million households cannot afford to heat the living areas of their homes.
- Over 30 million people suffer from financial insecurity.

The public sets the minimum living standard



looks at the numbers lacking necessities in 2012 PSE Facts and Findings

The Poverty and Social Exclusion (PSE) research measures the numbers of people who fall below what the population as a whole think should be a minimum standard of living.

This is the only measure looking at both: what the majority think are necessities for life in the UK today. and actual living standards (rather than just income).

The PSE 2012 survey builds on similar surveys carried out in 1983. 1990 and 1999 in Britain and 2002/3 in Northern Ireland.

This first PSE Facts and Findings

Making data interactive and visual

	1983	1990 ¢	1999 ¢	2012 ¢
Heating	97	97	95	96
Damp-free home	94	98	94	94
Warm coat	87	91	87	79
Three meals daily	82	91	90	93
Enough bedrooms	77	82	76	74
Celebrations	69	74	83	80
Washing machine	67	73	77	82
Two pairs shoes	67	74	67	54
Weekly family meal	67	64	58	36
Two meals daily	64	90	91	91
Hobby	64	67	79	70
Replace worn clothes	64	65	50	46
Meat or fish	63	77	81	76
Annual holiday	63	54	56	42
Presents annually	58	69	58	46
Television	51	58	58	51
Phone	43	56	72	77
Friends round fortnightly	37	52	53	49
Go out fortnightly	36	42	41	35
Family and friends visit	32	37	65	45
Car	22	26	36	44
Family visits			92	90
Repair electrics			86	86
Fruit and veg daily		88	87	83
Family occasions			81	78
Home decorated		88	80	69
Household insurance		92	83	69
Interview clothes			70	69
Some savings		68	67	52
Money for self			61	42

Building an audience

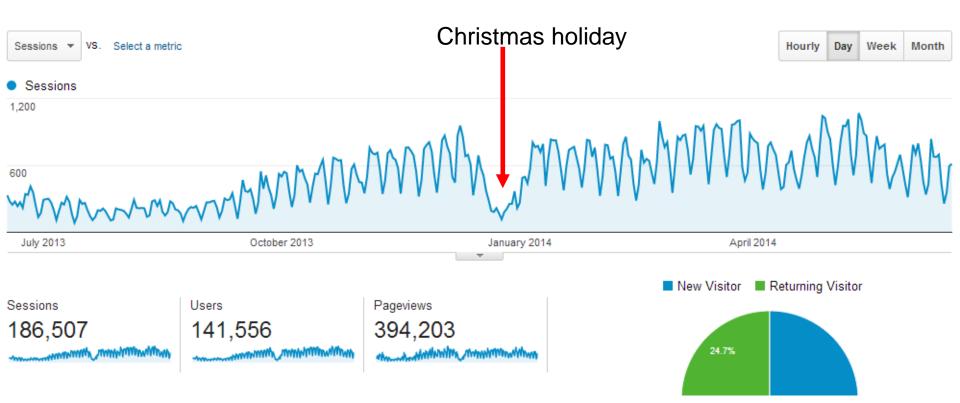
ITV Tonight tx

PSE conference

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17 June 2013 – 17 June 2014



Visitors use the site during the week for work!



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BOOKS

To be published by:

One World – an overview of last thirty years. To be published start 2015

Policy Press – detailed series of books on findings



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