Explaining poverty to the public

Joanna Mack, The Open University

www.poverty.ac.uk





The 'scrounger' narrative







































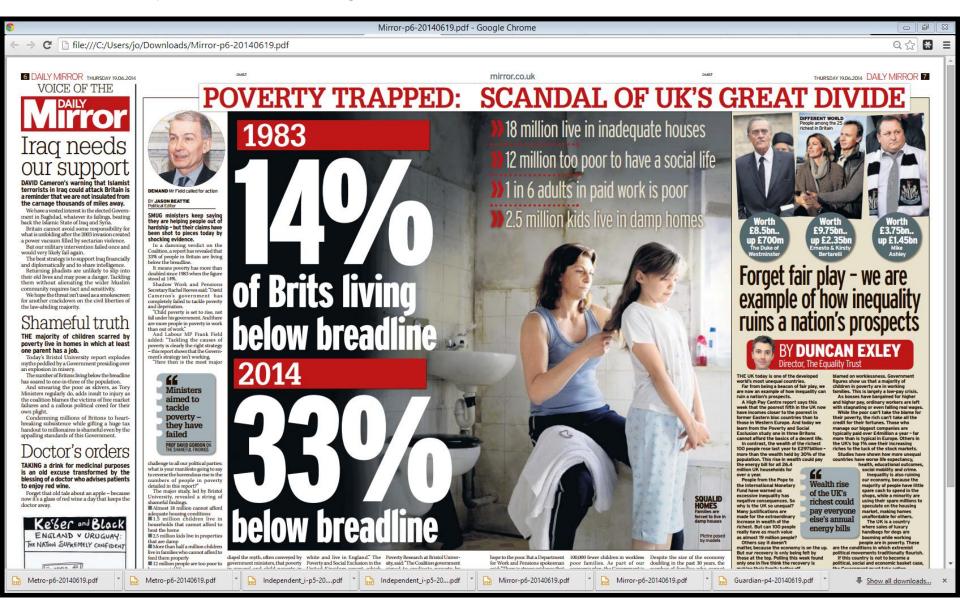


Re-framing the debate: PSE press coverage

The Daily Mirror, front page, 19 June 2014



The Daily Mirror, inside pages, 19 June 2014





buckets

Beppe Grillo's party.

EXCLUSIVE by JACK LOSH

PATIENTS had to wash from hospital hazardous waste

hospital hazardous waste buckets – filled with hot water from a tea machine. One woman being treated Hospital said some elderly patients were not washed for days after a boiler broke down. The NHS trust apolo-NHS trust apolo-gised and said the heating problem left three wards without hot water.

HOSPITAL patients will suffer longer waiting times, can-celled ops and poor care as the NHS battles with a £2billion black hole next year, campaigners have warned.

campagners nave warned.
Health experts predict soaring costs will outstrip NHS
funding from April 2015 —
just as it faces increased
demands from a growing and demands from a growing and ageing population.

Health Secretary Jeremy Hunt has insisted next year's budget will be

By EMILY ASHTON

enough to cover costs. But pressure groups yesterday urged him to get a grip

before it is too late.
Patients Association
chief Katherine Murphy said a lack of finances means "sub-standard, unsafe and undignified care" is imminent. The

King's Fund think tank said there was a "real risk" of hospitals running out of cash

chief Chris Ham said: "The impact is already being felt on patient care."
Health watchdog Mon-

itor predicted a short-fall of at least £1.6billion in hospital and mental health service budgets. And Anita Charlesworth, chief econ-

Foundation think warned: "We're not going to find this money behind the sofa, so it really would mean the Treasury stepping in."
The Department of Health
last night insisted it was confident the NHS is "on track

to make £20billion savings this Parliament". MEDICAL jargon leaves 43 per cent of patients

baffled, a survey has found. The Sun Says - Page Eight

'33% of families are poor

MINISTERS were blasted last night for deserting the "working poor" - as a report claimed millions now live on the breadline. A major study of mod-ern day poverty said 33 per cent of households fall below "society's mini-

mum standard of living".

While employment is at a record high, millions are trapped in low paid jobs with no chance of promotion. The Poverty and tion. The Poverty and Social Exclusion report said 5.5million adults go without essential clothing and one in six "in paid work are poor".

SAT'LL DO NICELY

Saturday's Lotto prize is a £5.2million rollover as no one won last night with 10, 11, 18, 23, 26,

GOT A STORY? CALL NEWSDESK ON 0207 782 4100



Metro-p6-20140619.pdf



Metro-p6-20140619.pdf



Independent_i-p5-20....pdf



Independent_i-p5-20....pdf





Mirror-p6-20140619.pdf



Guardian-p4-20140619.pdf

Show all downloads...

The Guardian, page 4, 19 June 2014



The Independent-i, page 5, 19 June 2014



The Independent, page 9, 19 June 2014

Independent-p9-20140619.pdf - Google Chrome

file:///C:/Users/jo/Downloads/Independent-p9-20140619.pdf

piulio to relitore polite pellelito foi riveto

Ed Miliband to announce radical changes to encourage young jobless back into work or training

ANDREW GRICE

Jobless young adults would lose their automatic right to some state benefits under a Labour government in a bid to encourage them to find work, Ed Miliband will announce

oday. The 18-21 age group would no longer qualify for Job-seeker's Allowance (JSA) and income support if they have skills below Level 3 on the National Qualifications Framework - which includes A-levels AS-levels and their vocational equivalents.

If they undertook training to try to reach that level, they would qualify for a £57-aweek allowance, the ISA rate for under-25s. Even then, it would be

means-tested and paid only if their parents' joint income was less than £42,000 a year.

In addition, unemployed roung adults would normally parents rather than claim ousing benefit.

"tough love" plan i aimed at tacking the problem of almost one million "Neets" young people not in educaion, employment or training It would affect about 100,000 people, seven out of 10 of the 18-21 group claiming ISA. Current benefit rules prevent them training while looking for work, Labour claims the move would save at least £65m a year in lower benefit ayments and much more in he long run because a "Neet" costs the Government more

than £2,000 a yearfor the rest of their working lives. Although denying benefits Mr Miliband will describe the move as "progressive not punitive".

It would not apply to peo-

Lack of a big offer Measures. such as a 20-month energy price freeze, are popular in hemselves but have not bee nitted into a positive vision

The economy, stupid Labour' lead in the opinion polls is being eroded as the economy improves. Some Labour MPs fear Miliband's "cost of living" agenda is past its sell-by date

His personal ratings Voters do not yet see Miliband as a Prime-Minister-in-waiting. The Tories will present nex year's election as "a choice etween two PMs".

Unforced errors Critics are worried his inner circle lacks experience and political nous internal rivalry.

disabilities that prevent them preparing forwork. He will say the present system is unjust for young people not at university because they get no state support if they do more than 16 hours a week of training or further education. The proposal forms part of a blueprint published today by the IPPR think tank on how to create a fairer society in an age of austerity. The Condition of Britain report will shape the policies on which Labour will fight next

ple with young children or

year's general election. Mr Miliband will also endorse the IPPR's plan to restore the contributory prin ciple to the heart of the welare system, Under Labour the higher rate £71-a-week ISA, currently paid to people who have been in work for two years, would kick in only after five years in work, but the level would be raised by between £20-£30 a week.

back the IPPR's proposal to switch spending from hous-ing benefit to house building. Local authorities would negotiating lower rents with landlords to spend on building new homes, bringing down the £24bn annual housing benefit bill in the long term. Labour hopes the new poli

"the welfare party" and boost its economic credentials. Launching the report, Mr Miliband will commit Labour to "big changes" without "big spending". He will say: "We face an economy where inequality is rising, year after year, and where so many people feel locked out of the chances that previous generations enjoyed. Turning that round is the mission of the next Labour government."

cies will tackle its image as

© Editorial, P.2

They say banking

Easier for whom?

online is easier.



Clegg finds

Nick Clegg greeted Sheffield schoolchilde de France reception in London vesterday, Th race starts in Yorkshire nex month rouge

for Portsmouth South, is facing expulsion from the Liberal Democrats after he admitted sexually harassir a vulnerable constituent who came to him for hel Mr Hancock 68 to

RAF fighters tercept 'multiple P ssian aircraft

noon fighters were riple Russian aircraft" part of the Nato mission police the Baltics. the Ministry of Defence has said. Four groups of aircraft were detected in international airspace on Tuesday, The MoD said the aircraft seemed to be

endship with you that as inappropriate and nprofessional. I made you feel deeply

- 0

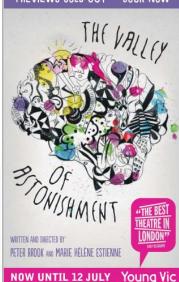
Q 0

emssed the line"

Ukip forms alliance with French far-right MEP

group in the European Parliament, including an MEP elected as a member of France's far-right Front National. Joëlle Bergeron, now an independent, was elected as a member of May but quit days later claiming "their philosophy is no longer mine"

PREVIEWS SOLD OUT — BOOK NOW



Poverty doubles in 30 years as work fails to cover costs

ished households has more than doubled in the 30 years since Margaret Thatcher was Prime Minister, the largest study of deprivation ever conducted in the UK has concluded.

The research found that rises in the cost of living mean a full-time job is no longer enough to prevent some peo-ple from falling into poverty. One in every six adults in paid work is now defined as poor.

Last night, the Govern ment's poverty tsar, Frank Field, said the study's stark findings proved the Coalition's approach to the prob-lem "isn't working" and called for the leaders of all political parties to make manifeste pledges to reverse the rise.

The Poverty and Social Exclusion project, based on interviews with more than 14,500 people in Britain and Northern Ireland carried out by eight universities and two research agencies, reported:

More than 500,000 children

live in families who canno afford to feed them properly;

18 million people cannot

afford adequate housing; • 12 million people are too

Cannot afford adequate

Almost half the "empi

poor" were clocking up 40

POVERTY IN THE UK

IN NUMBERS

33%

Households living below the poverty line

500,000

cannot feed them properly 18 million

poor to engage in common social activities; • About 5.5 million adults go ing to separate research by the Joseph Rowntree Foundation,

without essential clothing. The survey showed that the round half of the UK's 13 million people in poverty are in a household where someone ercentage of UKhouseholds which lacked "three or more of the basic necessities of life" works. Between 2008 and 2014 the cost of essentials has increased from 14 percent such as childcare, rent, food in 1983, the year that Margaret Thatcher was re-elected, to 33 and energy have driven up the amount needed by almost per cent (around 8.7 million) a third. Professor David Gordon, of the Townsend Centre in 2012, despite the size of the economy doubling in that

period. Researchers used the for International Poverty three or more" formula as it esearch at the University of is directly comparable with Bristol, which led the project funded by the Economic and Social Research Council, said nethods used to study pov erty and deprivation in 1983. Academics said the findings the Government's strategy dispelled the myth that pov-erty is caused by a lack of work of tackling the root causes of poverty had "clearly failed". Mr Field, the Labour MP or by people shirking work

who was asked by David Cameron to examine poverty in 2010, said the study erty in 2010, said the study "sadly emphasises that work-ing doesn't now eliminate a family's poverty". A Department for Work

and Pensions spokesman said "There is strong evidence that incomes have improved over the past 30 years, despite the misleading picture painted by this report. The statistics are clear, there are 1.4 million fewer people in poverty since 1998, and under this Government we have protected the poorest from falling behind."

FREE

People who use online banking find that it makes life easier because they can keep or

top of their money at any time. However, if you don't feel at ease in an online world, we have Barclays Digital Eagles in every branch. Their job is to help you feel more confident

and more secure with new technology, making your life that little bit more convenient

To find out more, visit a Digital Eagle in branch, or share your ideas about what else we can do to give you more confidence online at barclays.co.uk/yourbank

Metro-p6-20140619.pdf

Independent_i-p5-20....pdf

Independent_i-p5-20....pdf

BARCLAYS



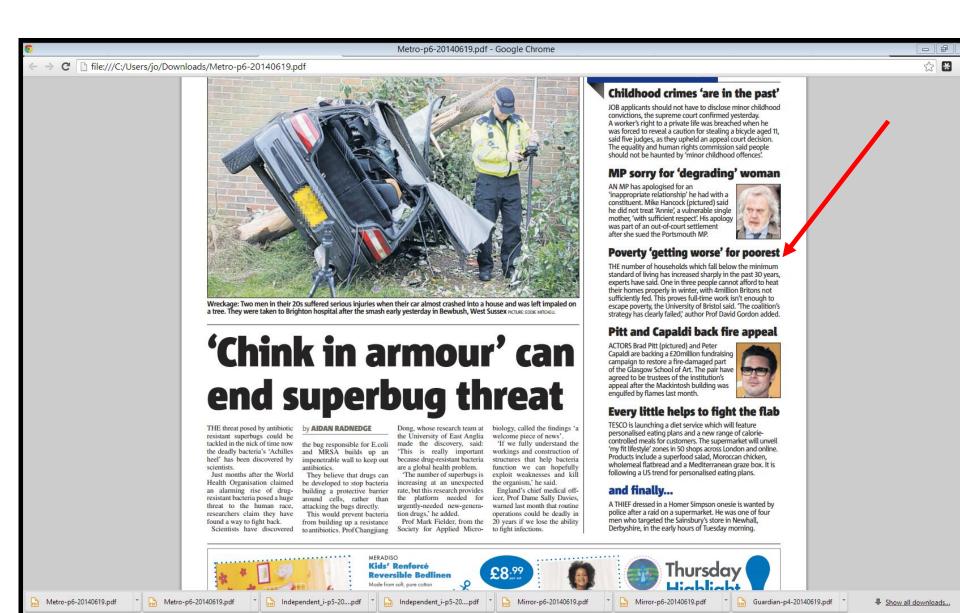
Mirror-p6-20140619.pdf

Mirror-p6-20140619.pdf

Guardian-p4-20140619.pdf

Show all downloads...

Metro-p6-20140619.pdf





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



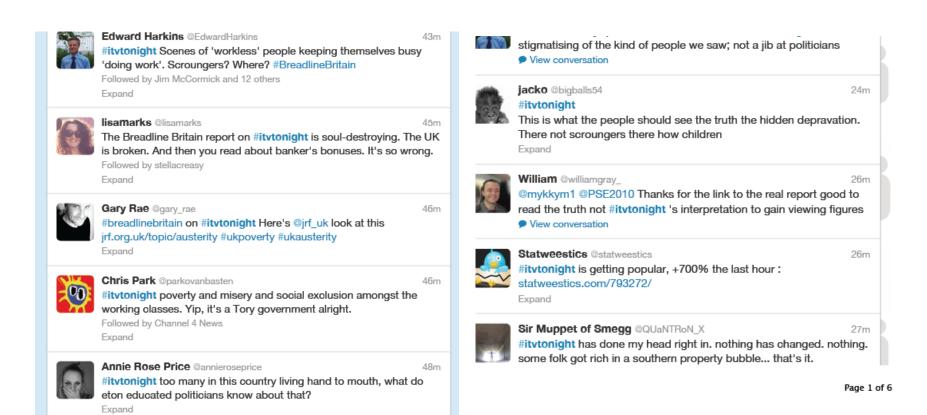
ITV Tonight, March 28, 2013 – 3.4 million viewers





A special edition based on the PSE findings

#itvtonight



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



What is poverty? How poor is too poor? What does a person need to participate in society in Britain in the twenty-first century? What is the minimum standard of living to which everyone should be entitled? Who falls below?

This website is being developed to report the findings of a major new ESRC research project into poverty and social exclusion in the UK. This important research project will provide new understandings of what it is like to live in poverty the UK today and how this interacts with social exclusion through a large scale survey to be carried out in 2011. It is a major collaboration between the University of Bristol, Heriot-Watt University, The Open University, Queen's University Belfast. University of Glasgow and the University of York working with the National Centre for Social Research and the Northern Ireland Statistics and Research Agency.

This website will be making accessible new data from the 2011 survey and data from the earlier surveys. We will enable you to interrogate this data and to track changes over time.

Are you interested in following this research and joining in? In the next few months, we'll be putting up more information and briefing papers.

We'd be interested in gathering people's views on necessities for living in the UK today and so we'll be putting up a survey which you can join in.

We launch June 2010. See you then

regioter your interest
Your information will be will be making accessible new date from the 2011 survey and data from the series surveys. We will enable you to interrupte this data and to hack changes over time.
Name i
Email
T.
3:
Institution
Submit



University of Greagon and the University of York working with the National Centre for Social



Launched January 2011





Absolute and overall Income threshold Deprivation Consensual method Social exclusion Minimum budget Other

Search by subject

Government policy

Poverty
measurement
Benefits Child
poverty Government

cuts Low pay Poverty forecast Inequality Europe

Low-income households

View all subjects



Latest news

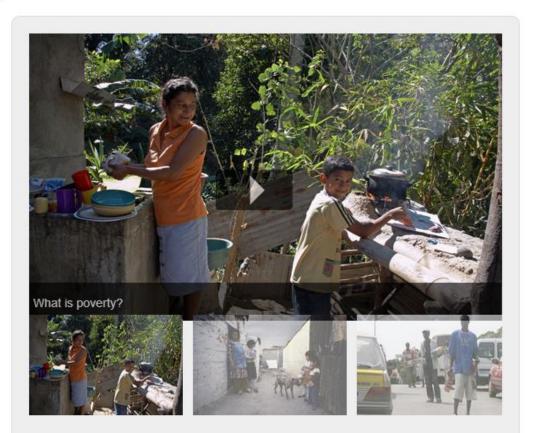
Benefits bill capped at £119 billion

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



Search

Definitions of poverty Home

PSE research

Living in poverty

Communities

Take part

News and views

Personal experiences

Life stories

A young jobseeker

A single parent >

A disabled couple

A low-paid worker

A single pensioner

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.

Search by subject

Government policy Inequality Government cuts

Child poverty

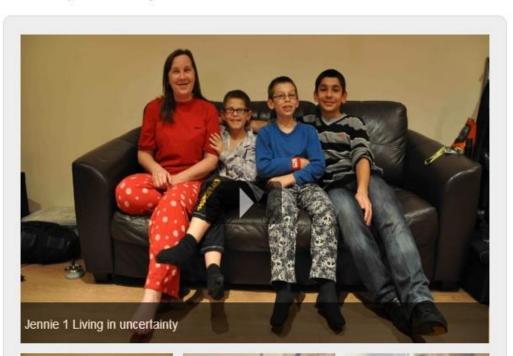
Poverty

measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

View all subjects



Full details of PSE research



PSE Poverty and Social Exclusion Reporting research examining policy stimulation

Reporting research, examining policy, stimulating debate

Search

Home

Definitions of poverty

PSE research

Living in poverty

Communities

Take part

News and views

About PSE UK Key Findings Reports Working papers

Questionnaires Explore the data Northern Ireland Past research International

Search by subject

Government policy Inequality Government cuts

Child poverty

Poverty

measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

View all subjects

PSE research

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.

Follow Tweets PSE2010Team 13h @PSE2010 Final spaces for free 2-day PSE Conference, Register here now! I

Featured PSE Research







Background reports and news

measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

View all subjects



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'.

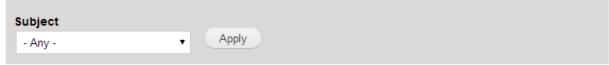


Would an independent Scotland set...

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.



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



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

Log in or register to post comments



Search

Home

Definitions of poverty

PSE research

Living in poverty

Communities

Take part

News and views

Free resources Contact us

Newsletter archive

Search by subject

Government policy Inequality Government cuts

Child poverty

Poverty

measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

View all subjects



18%

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

Download the annotated 2012 living standards questionnaire



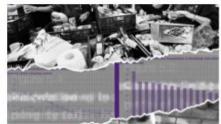
Hard times: 2014

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...



poverty.ac.uk/take-part/even...

Making key findings accessible to general audience

Home Definitions of poverty PSE research Living in poverty Communities Take part News and views

About PSE UK Key Findings Reports Working papers Questionnaires Explore the data Northern Ireland Past research International

Falling below minimum stan

Going backwards: 1983 - 2012

What do we think we need?

Northern Ireland: faring badly

Legacies of the Troubles

Search by subject

Government policy Inequality Government cuts

Child poverty Poverty measurement

Poverty forecast Low pay Lowincome households Europe

Benefits

View all subjects

PSE2010Team 14h @PSE2010 Final spaces for free 2-day PSE 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



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

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

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.

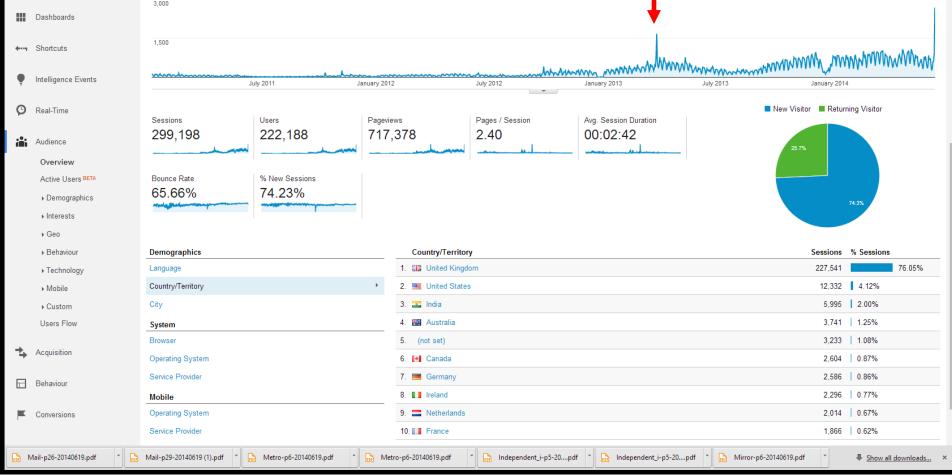
This first PSE Facts and Findings

looks at the numbers lacking necessities in 2012, PSE Eacts and Findings

Making data interactive and visual

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 65 36 Two meals daily 64 90 91 91 Hobby 64 67 79 70 Replace worn clothes 64 65 50 48 Meat or fish 63 77 81 76 Annual holiday 63 54 56 42 Presents annually 68 69 59 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 sists 88 87 83 Family occasions 87 88 80 69 Household insurance 92 83 69 Interview clothes 70 69 Some savings 68 67 52		1983	1990	1999	2012
Damp-free home	Hastina				_
Warm coat 87 91 87 79 Three meals daily 82 91 90 93 93 Enough bedrooms 77 82 76 74 74 74 74 75 77 82 76 74 77 77 78 77 78 77 78 77 78 77 78 77 78 77 78 77 78 77 78					
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 35 Two meals daily 64 90 91 91 Hobby 64 67 79 70 Replace worn clothes 64 65 60 46 Meat or fish 63 77 81 76 Annual holiday 63 54 66 42 Presents annually 58 69 58 46 Television 51 58 68 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 Repair electrics Fruit and veg daily Family occasions Home decorated Household insurance Interview clothes Some savings 68 67 52					
Enough bedrooms				_	
Celebrations 69 74 83 80 Washing machine 67 73 77 82 Two pairs shoes 67 74 67 54 Weekly family meal 67 64 58 38 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 Family visits 92 90 Repair electrics 86 86 Fruit and veg	•	=		_	
Washing machine	-	=			
Two pairs shoes 67 74 67 54 Weekly family meal 67 64 58 26 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 Repair electrics Repair electrics Fruit and veg daily Family occasions Home decorated 88 80 69 Household insurance 92 83 69 Interview clothes Some savings 68 67 52					
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 28 36 44 Family visits 92 90 Repair electrics 86 86 Family occasions 81 78 <tr< td=""><td>-</td><td>=</td><td></td><td>-</td><td></td></tr<>	-	=		-	
Two meals daily 64 90 91 91 Hobby 64 87 79 70 Replace worn clothes 64 85 50 48 Meat or fish 63 77 81 76 Annual holiday 63 54 56 42 Presents annually 58 89 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 89 90 Repair electrics 88 86 Fruit and veg daily 88 87 83 Family occasions 81 78 Home decorated 88 80 69 Household insurance 92 83 69 Interview clothes 50 64 65 65 75 75				-	
Hobby 64 67 79 70 Replace worn clothes 64 65 50 48 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 83 80 69 Household insurance 92 83 69 Interview clothes 70 69 Some savings 68 67 52		=			
Replace worn clothes	-	=		_	
Meat or fish 63 77 81 76 Annual holiday 63 54 56 42 Presents annually 58 89 58 46 Television 51 58 58 51 Phone 43 58 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 28 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		=		-	
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 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 50 68 67 52		=			
Presents annually 58 69 58 48 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 38 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		=		•	-
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 38 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		=	69	58	-
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		=			
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		43	56	72	77
Go out fortnightly 36 42 41 35 Family and friends visit 32 37 65 45 Car 22 26 38 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		37	52	53	49
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		36	42	41	35
Car 22 28 38 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		32	37	65	45
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		22	26	38	44
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	Family visits			92	90
Family occasions				86	86
Home decorated			88	87	83
Home decorated				81	78
Interview clothes 70 69 Some savings 68 67 52			88	80	69
Some savings 68 67 52	Household insurance		92	83	69
	Interview clothes			70	69
Money for self 61 42	Some savings		68	67	52
	Money for self			61	42

Building an audience PSE conference ITV Tonight tx Audience Overview - Google Analytics - Google Chrome - 0 C https://www.google.com/analytics/web/?hl=en-GB&pli=1#report/visitors-overview/a20360119w40537684p40318301/%3F_u.date00%3D2011010 %26_u.date01%3D20140619%26overview-dimensionSumma ☆ j.mack@open.ac.uk Google Analytics Ċ http://www.poverty.ac.uk - http://ww... ▼ Home Reporting Customisation www.poverty.ac.uk Hourly | Day | Week | Wonth Q Find reports & more Sessions 3,000 1,500 mm July 2011 January 2012 July 2012 January 2013 January 2014 ■ New Visitor ■ Returning Visitor Sessions Users Pageviews Pages / Session Avg. Session Duration 222,188 717,378 00:02:42 299,198 2.40 Bounce Rate % New Sessions 65.66% 74.23%



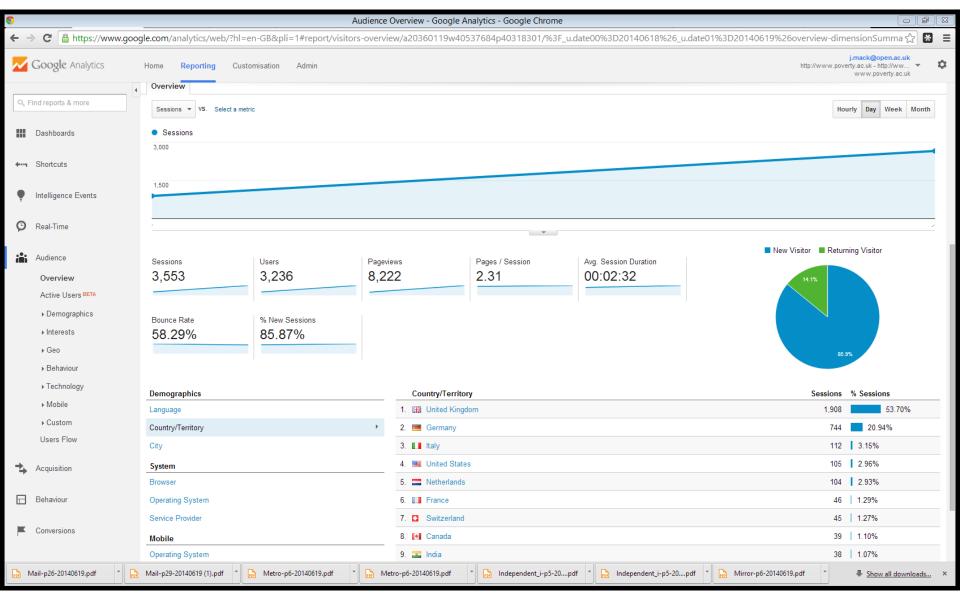


17 June 2013 – 17 June 2014



Visitors use the site during the week for work!







Coming up

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



Keep in touch

Twitter @PSE2010

Subscribe to the newsletter

http://www.poverty.ac.uk/contact-us

