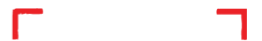




# Framing Homelessness Project | Public attitudes tracking debrief | April 2021



**Together**  
we will end  
homelessness

# Research and Evaluation Strategy

**Public attitudes tracking:** Consumer Insight national survey; two waves per year until September 2023



## **Purpose:**

- Set a fresh baseline for the Framing Homelessness Project – to help assess how far we have to go in shifting public perceptions of homelessness
- Provide a valuable, ongoing resource on public perceptions for the homelessness sector in the UK

# Research set up

# Overview of Methodology

### Survey

- 25 minutes
- Completed online
- Nationally representative (profile matched FrameWorks' Message Memo sampling)

### Sample

- N=800 per dip
- UK adults, 18+

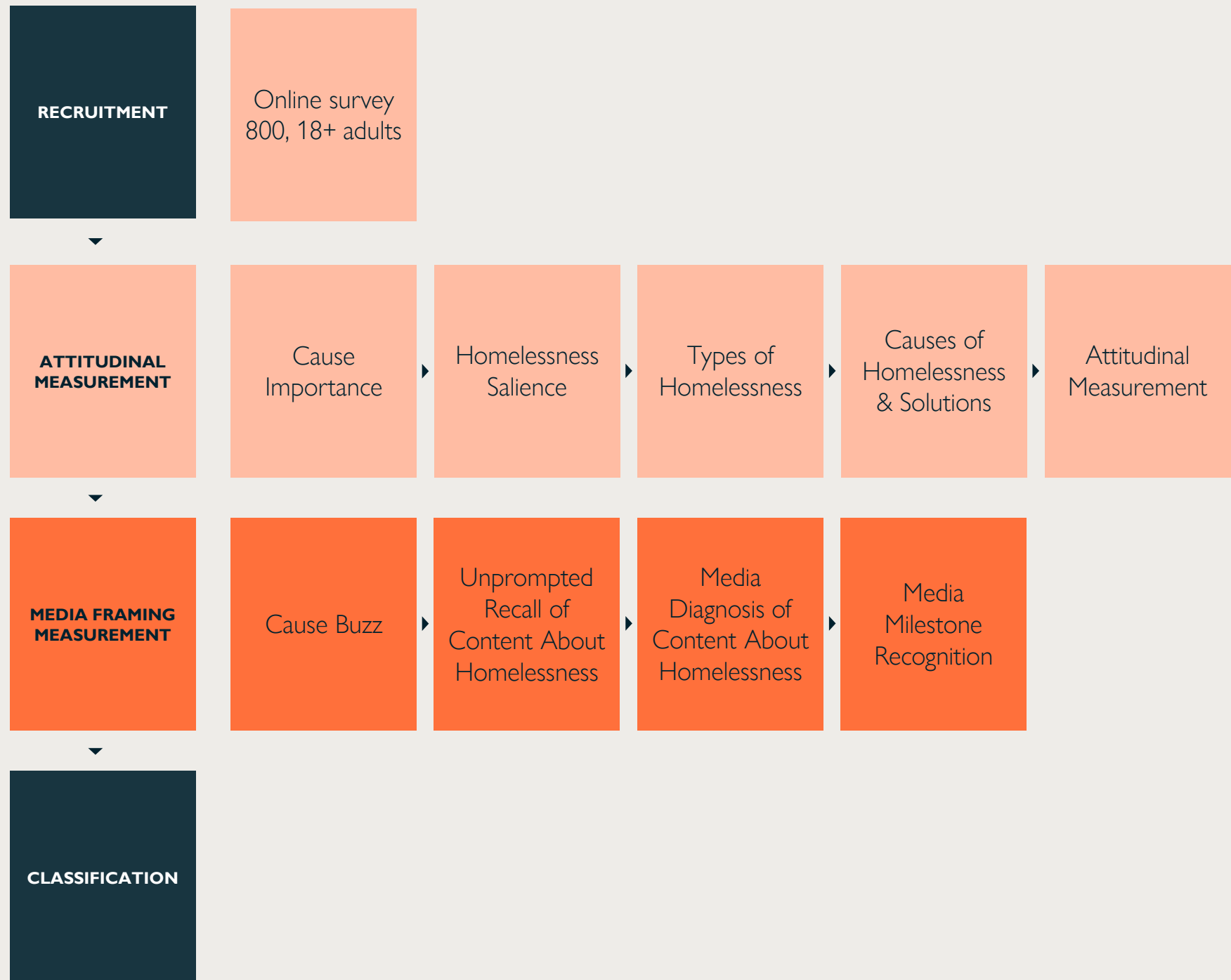
### Analysis

- Attitudes over time
- Analysis based on exposure to media buzz regarding homelessness
- Reporting by key audiences

## METHODOLOGY

# Questionnaire Flow

Both Lots described in the brief were covered in one survey, allowing us to match up the shifts in perceptions and attitudes to homelessness with what people remember seeing / hearing / reading about homelessness



## METHODOLOGY

### Analysis

The thinking behind having everything measured in one place is that it enables us to *analyse attitudinal response* by *what people have seen* to evaluate the positive or negative framing of homelessness by the media.

The analysis of the data will be done in the reverse of the questionnaire...

#### **MEDIA FRAMING MEASUREMENT**

**QUANTIFIES** what people remember seeing and hearing about homelessness and how it was portrayed

#### **ATTITUDINAL MEASUREMENT**

**QUANTIFIES** people's mental shortcutting and attitudes around homelessness

Analysis that amalgamates these two data streams will lead us to revealing the media discourse and its true impact on the general public

## METHODOLOGY

### Mental Shortcuts

We know that the mental shortcuts about homelessness are deep-rooted and must be transformed in order for the current systems to be changed as needed.

Therefore, we will pay particular attention to their development over time, and the impact of media exposure on these patterns.

HOMELESSNESS =  
ROUGH SLEEPING

INDIVIDUALISM AND  
POOR CHOICES DRIVE  
HOMELESSNESS

HOMELESSNESS IS  
INEVITABLE AND  
UNSOLVABLE

## METHODOLOGY

# Comparisons & Analysis

### A NOTE ON COMPARISONS:

Attitudinal data is generally very slow moving, so we're not expecting to see any immediate significant moves.

As this is a benchmarking exercise, we will report on any directional travel in attitudes and call out any significant spikes in data.

Following a thorough audit of existing data sources, we have benchmarked against previous Ci brand tracking. All Ci brand tracking has been administered with a similar survey format and across the same panel provider giving solid consistency.

CRISIS AT CHRISTMAS  
2019 TRACKING PRE –  
SEPTEMBER 2019

**N=413**

CRISIS AT CHRISTMAS  
2019 TRACKING PEAK –  
NOV+DEC 2019

**N=828**

HOME FOR ALL 2012  
TRACKING PEAK – JULY  
2019

**N=617**

CRISIS ATTITUDES  
TRACKING  
BENCHMARKING –  
OCTOBER 2019

**N=804**



# Context

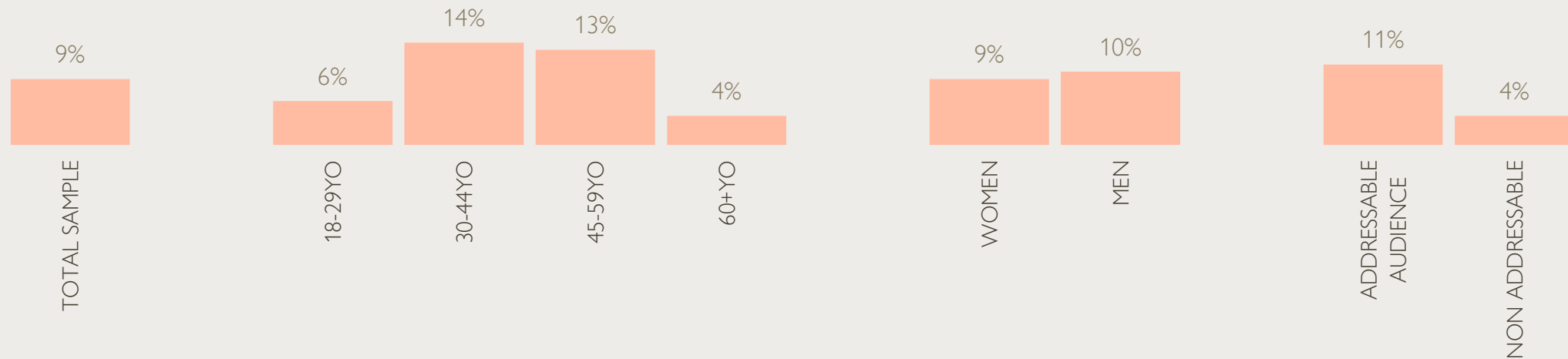
## CONTEXT

# Proximity to Homelessness

*October 2020 by Audience*

Q. Have you or anyone close to you ever been affected by, or personally involved in any of the following?

Just under 1 in 10 have claimed proximity to homelessness, this shows us that most knowledge, understanding and opinion towards homelessness will be influenced by other sources of information.

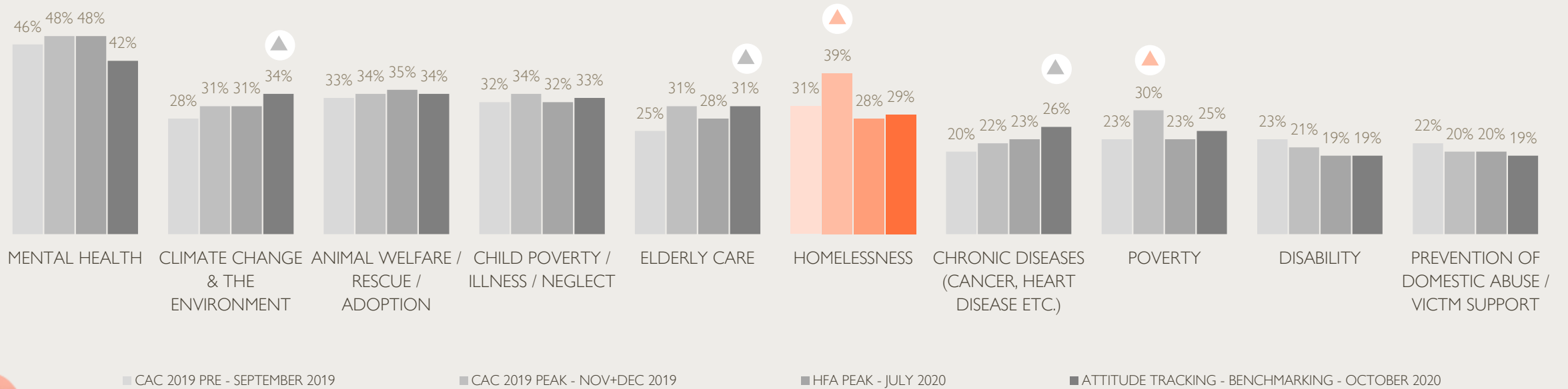


**CONTEXT**

Cause Importance:  
Top 10 Mentions

Q. From the list below, please select the five issues that you feel most passionately about.

Homelessness is the 6<sup>th</sup> most mentioned cause people feel passionately about, with a clear Christmas seasonality. Climate change, elderly care and chronic diseases are the causes which are currently building...



■ CAC 2019 PRE - SEPTEMBER 2019

■ CAC 2019 PEAK - NOV+DEC 2019

■ HFA PEAK - JULY 2020

■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

Base: Crisis Campaign Tracking: Pre 2019 Crisis At Christmas (413); 2019 Crisis At Christmas Peak (828); 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804).

▲ SIGNIFICANT SHIFT vs. SEPTEMBER 19 (95%+)

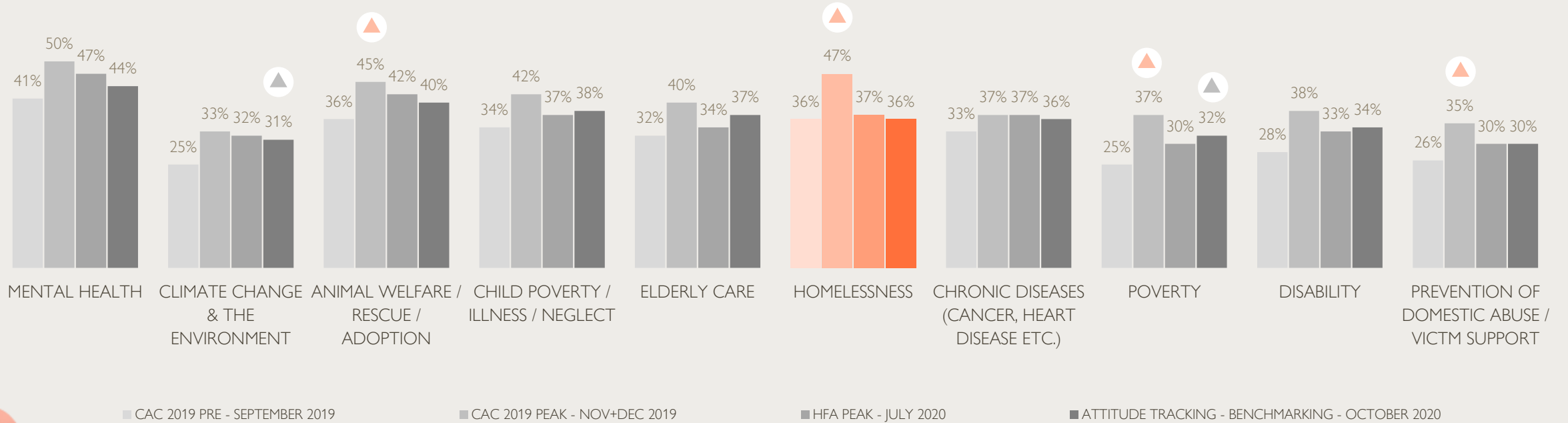
▲ SIGNIFICANT SPIKE (95%+)

**CONTEXT**

# Cause Support

...it's a busy space, the distribution of support shows people on average would consider supporting 3-4 causes. There's a clear build in support for all these causes around Christmas.

Q. Which of the following causes would you ever consider supporting?



■ CAC 2019 PRE - SEPTEMBER 2019

■ CAC 2019 PEAK - NOV+DEC 2019

■ HFA PEAK - JULY 2020

■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

Base: Crisis Campaign Tracking: Pre 2019 Crisis At Christmas (413); 2019 Crisis At Christmas Peak (828); 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804).

▲ SIGNIFICANT SHIFT vs. SEPTEMBER 19 (95%+)

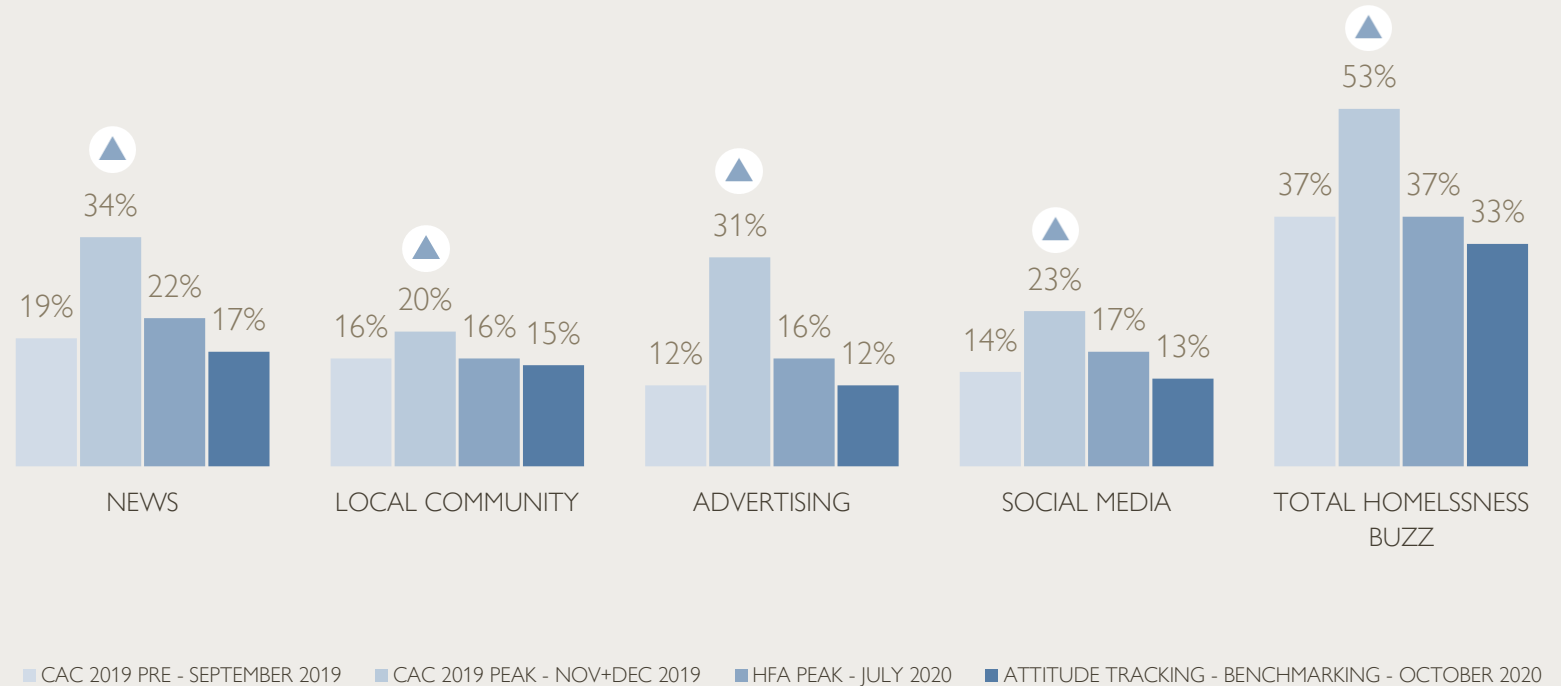
▲ SIGNIFICANT SPIKE (95%+)

**MEDIA RESPONSE**

# Homelessness Buzz Over Time

Q. Which of the following causes have you heard about on the news / seen activity for in your local community / seen advertising campaigns for / seen anything about on social media recently?

There's a clear spike in homelessness buzz around Christmas. YOY overall homelessness buzz is very slightly lower in 2020.



Base: Crisis Campaign Tracking: Pre 2019 Crisis At Christmas (413); 2019 Crisis At Christmas Peak (828); 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804).

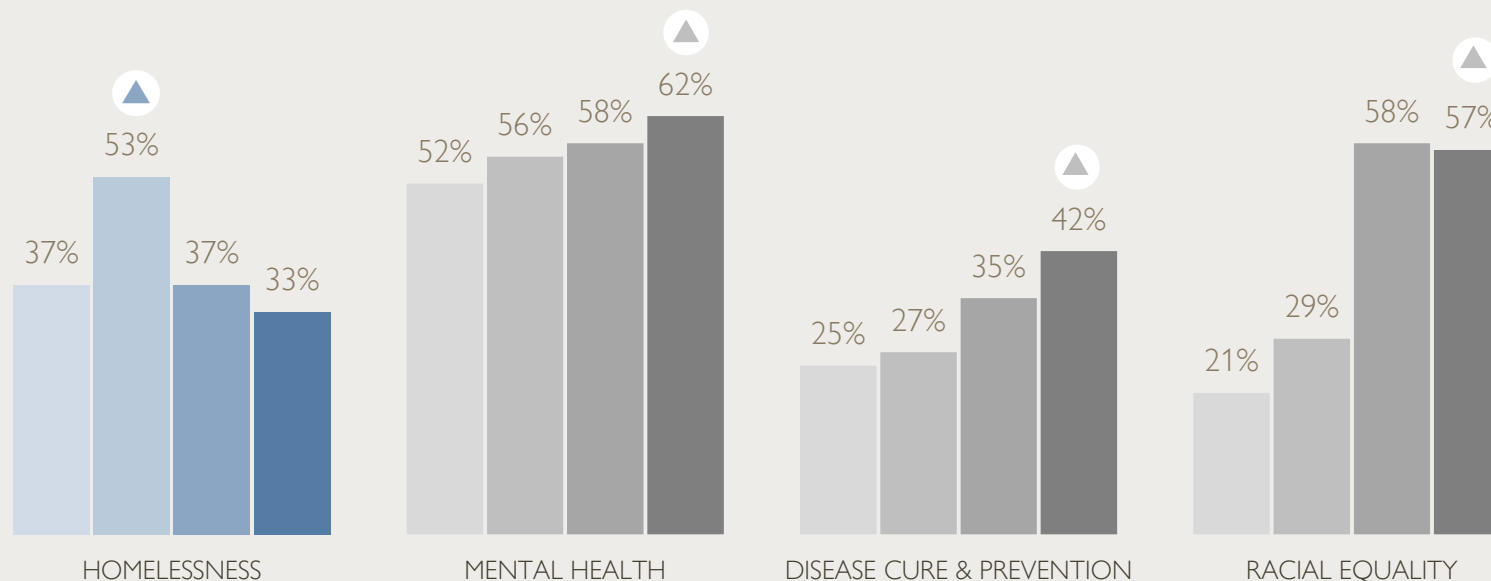


## MEDIA RESPONSE

# Total Cause Buzz Over Time

Q. Which of the following causes have you heard about on the news / seen activity for in your local community / seen advertising campaigns for / seen anything about on social media recently?

Clearly, other causes have emerged in 2020, and are dominating buzz, potentially crowding out homelessness.



■ CAC 2019 PRE - SEPTEMBER 2019 ■ CAC 2019 PEAK - NOV+DEC 2019 ■ HFA PEAK - JULY 2020 ■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020



SIGNIFICANT SHIFT vs. SEPTEMBER 19 (95%+)



SIGNIFICANT SPIKE (95%+)

# Total Homelessness Buzz

*October 2020 by Audience*

Q. Which of the following causes have you heard about on the news / seen activity for in your local community / seen advertising campaigns for / seen anything about on social media recently?

By audience, we can see younger adults are more receptive to homelessness buzz.



Base: Attitudes Tracking Benchmark Dip (804); 18-29YO (201); 30-44YO (185); 45-59YO (193); 60+YO (225); Women (410); Men (394); Addressable Audience (); Non Addressable (); Effectiveness (60); Make Me Feel Good (257); Personal Responsibility (63); Change Public Policy (95).

# Detailed Recall Summary

## Top 5 Most Salient Items

Q. You said you've recently seen or heard something about homelessness recently. Please type in as much as you can of what you remember seeing or hearing about homelessness.

Charity campaigning and 'Everyone In' are the most salient moments. Shelter is the most mentioned individual organization, and almost 1 in 10 state witnessing rough sleeping first-hand.





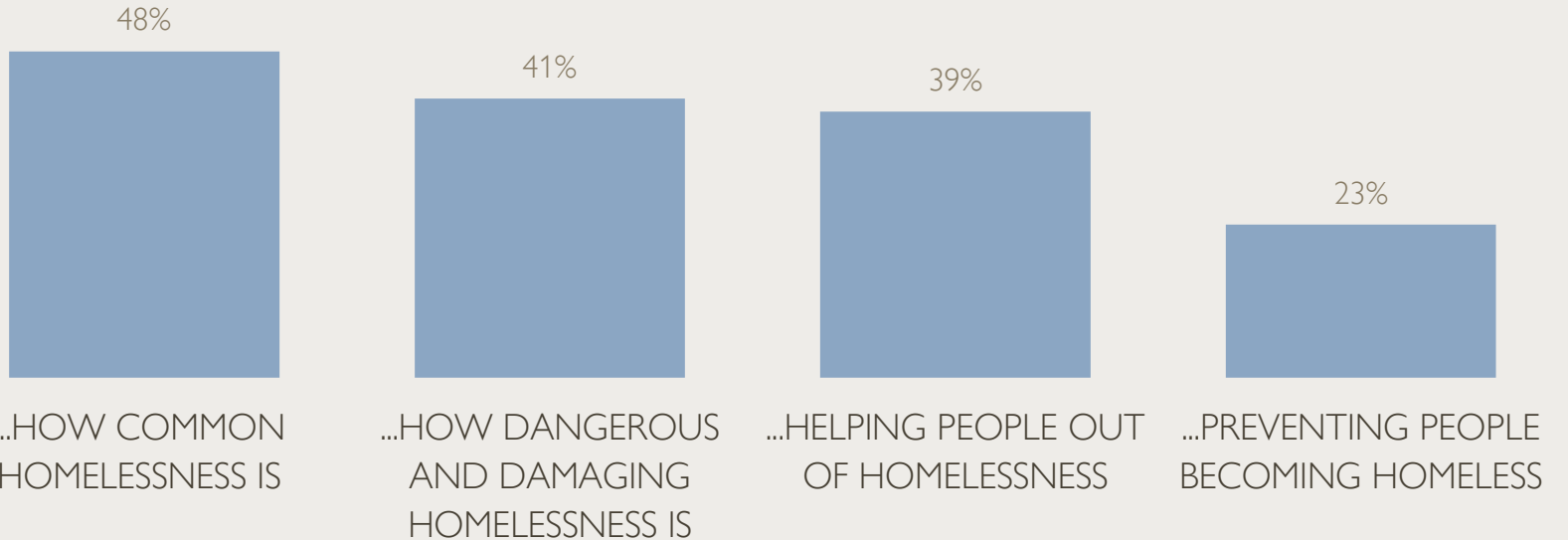
# SALIENCE, SERIOUSNESS & PORTRAYAL

## In the media

Q. Thinking about everything you have seen or heard in the media about homelessness recently, which of the following apply to the things you have seen, heard or read?

Most people see homelessness framed in the media as common, compared to about 1 in 4 who remember hearing about prevention.

Media narrative focuses on rising cases (not decreasing/preventing)



■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

## THE STORIES WERE ABOUT...

**#1 narrow definition of  
homelessness**

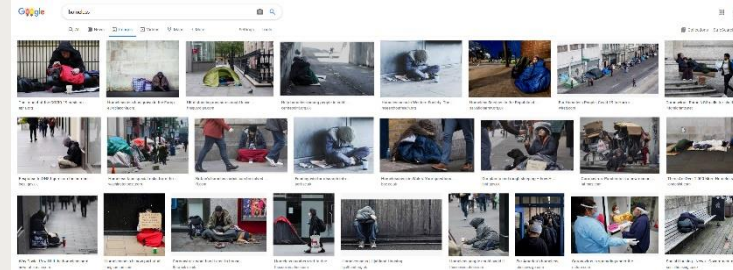
## TYPES OF HOMELESSNESS

### Mental Shortcut *Rough Sleeping*

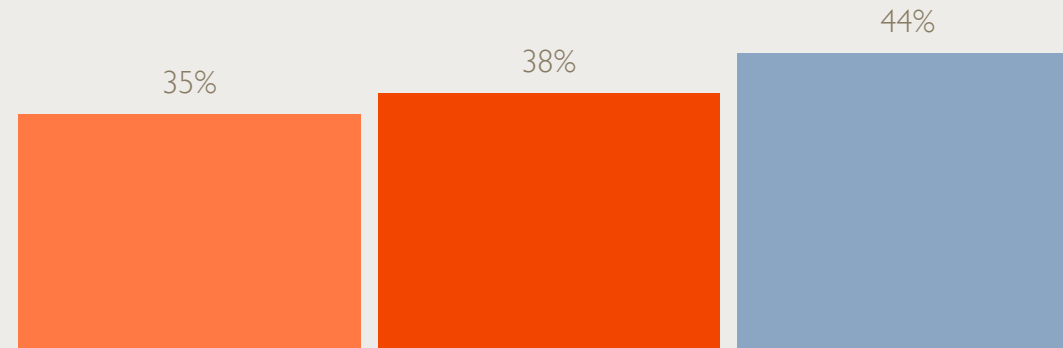
Q. Thinking about homelessness, to what extent do you agree or disagree with each of the following statements?

**% AGREE AT ALL**

There's a sign that the recent spotlight on homelessness, with a clear framing around rough sleeping has potentially strengthened the mental shortcut.



A quick Google search for 'homeless' corroborates this



PEOPLE ARE ONLY REALLY HOMELESS IF THEY ARE SLEEPING ROUGH ON THE STREETS

■ HFA PEAK - JULY 2022   ■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2023   ■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

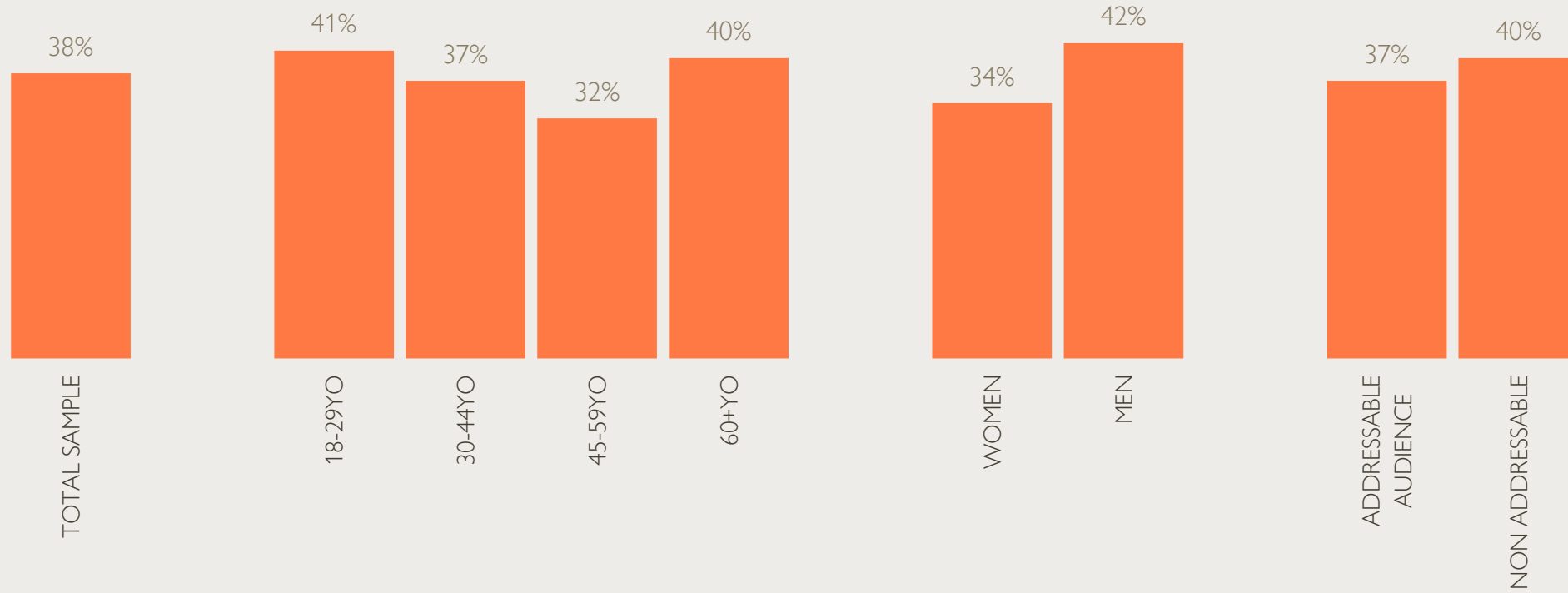
## TYPES OF HOMELESSNESS

Mental Shortcut

*Rough Sleeping*

BY AUDIENCE

AGREE THAT PEOPLE ARE ONLY REALLY HOMELESS IF THEY ARE SLEEPING ROUGH ON THE STREETS



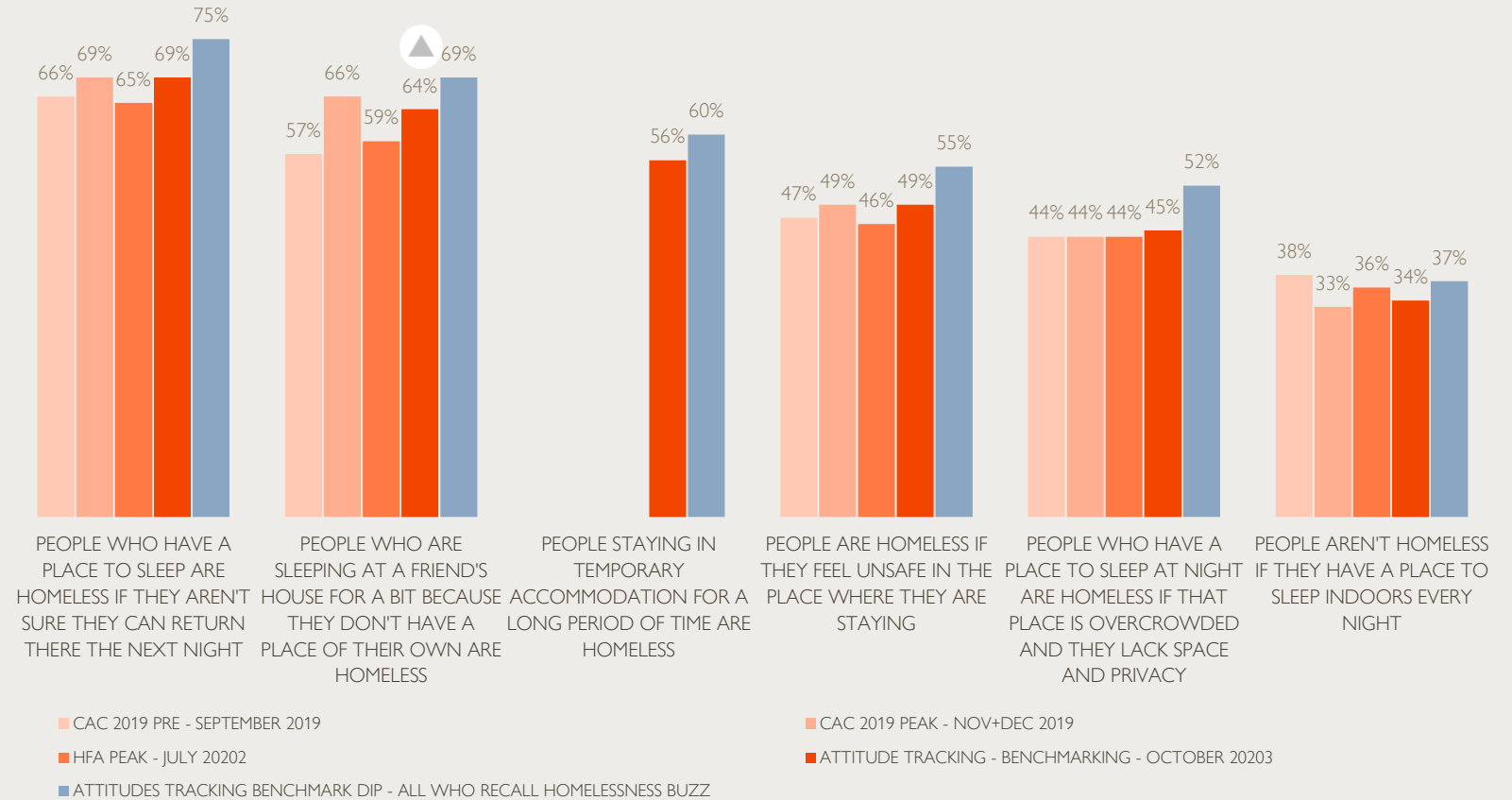
# TYPES OF HOMELESSNESS

## Homelessness Truths

Q. Thinking about homelessness, to what extent do you agree or disagree with each of the following statements?

**% AGREE AT ALL**

There's a slight directional build across the truths about homelessness, and these are being fortified by media framing.



Base: Crisis Campaign Tracking: Pre 2019 Crisis At Christmas (413); 2019 Crisis At Christmas Peak (828); 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804); Attitudes Tracking Benchmark Dip: All who have heard / seen any homelessness buzz (264).

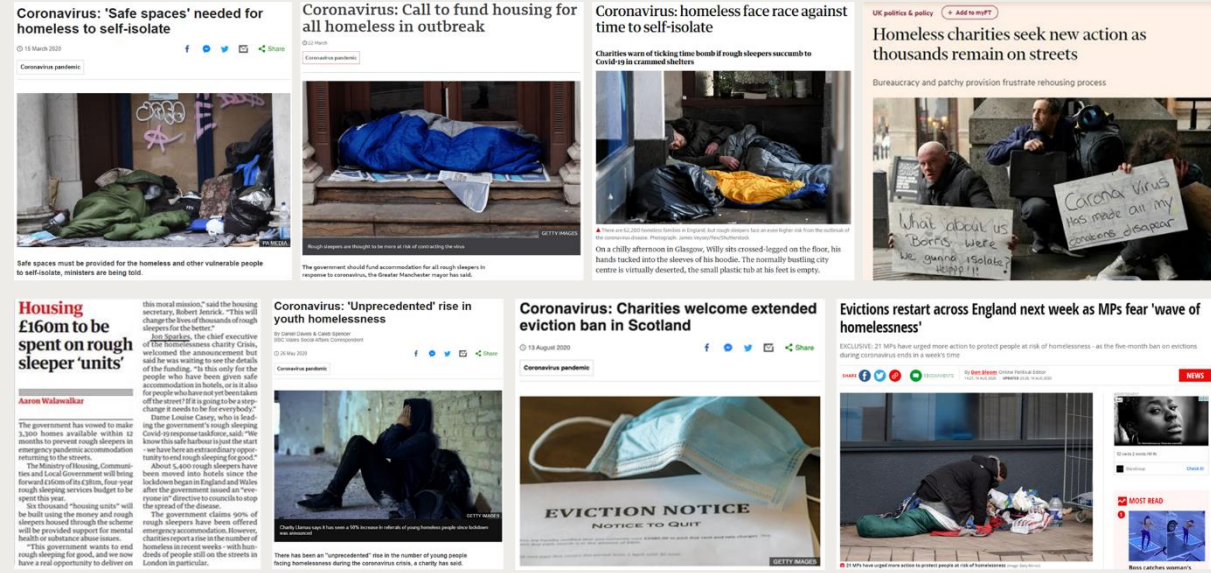
**SIGNIFICANT SHIFT vs. SEPTEMBER 19 (95%+)**



Mental Shortcut

HOMELESSNESS = ROUGH SLEEPING

Media narrative focuses almost entirely on rough sleeping... it's also the most visible form for most people, reinforcing the narrative that individuals rough sleeping is what homelessness looks like



'Everyone In' news coverage was frequently underpinned with rough sleeper imagery or headlines

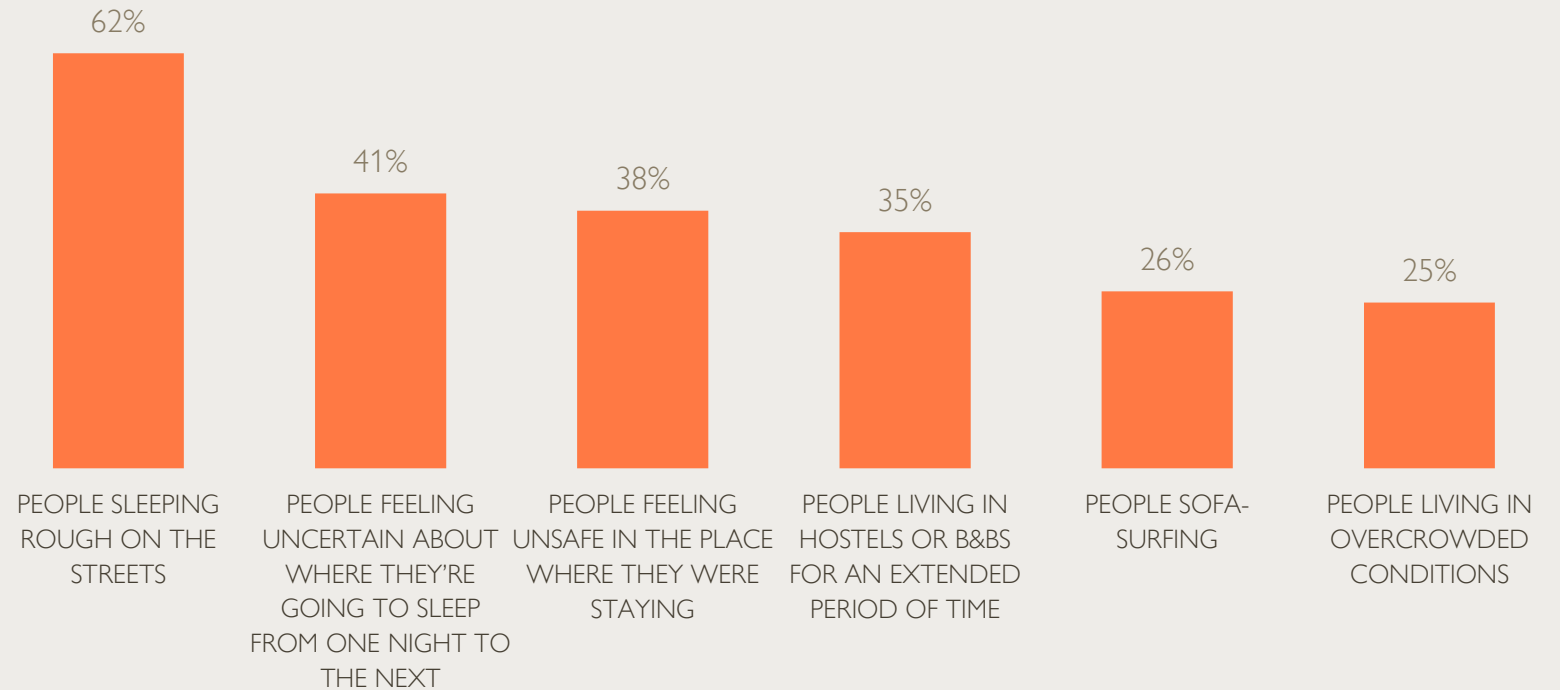


## TYPES OF HOMELESSNESS

# Types Of Homelessness Featured in Media

Q. Which of the following, if any, do you remember featuring in the things you've seen/heard about homelessness recently?

Therefore, media rhetoric is dominated by rough sleeping. Only a quarter reference hearing about sofa-surfing.



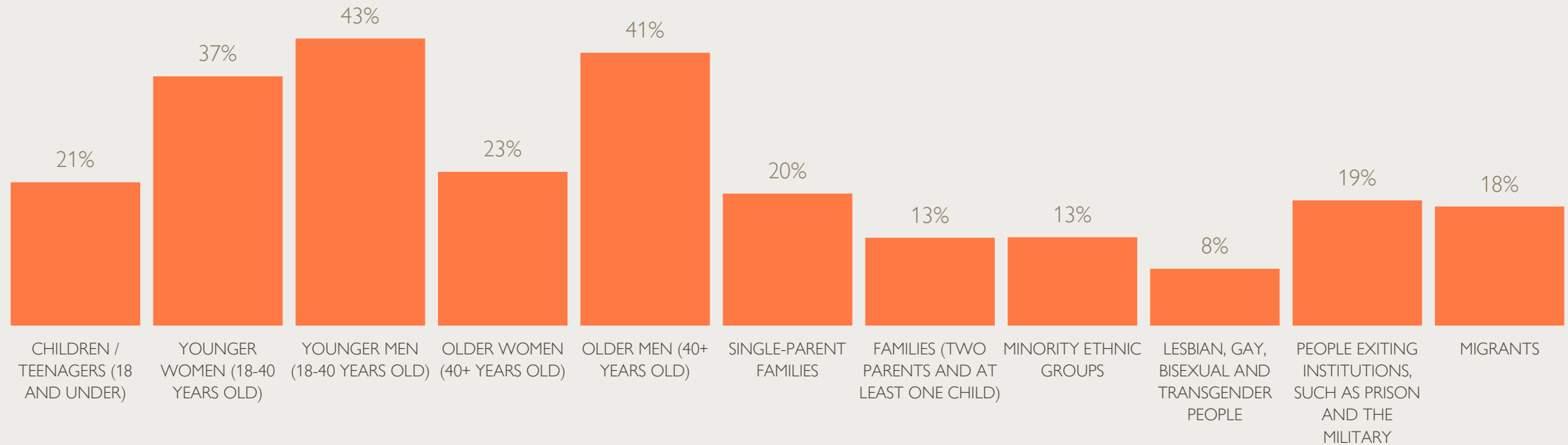
■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

## TYPES OF HOMELESSNESS

# Types Of People Portrayed In Homelessness In The Media

Q. Who was featured in the stories you've seen/heard about homelessness?

Men dominate the people portrayed, but it's just as likely to be younger men as it is the stereotypical older male. Young women are also clearly recalled.



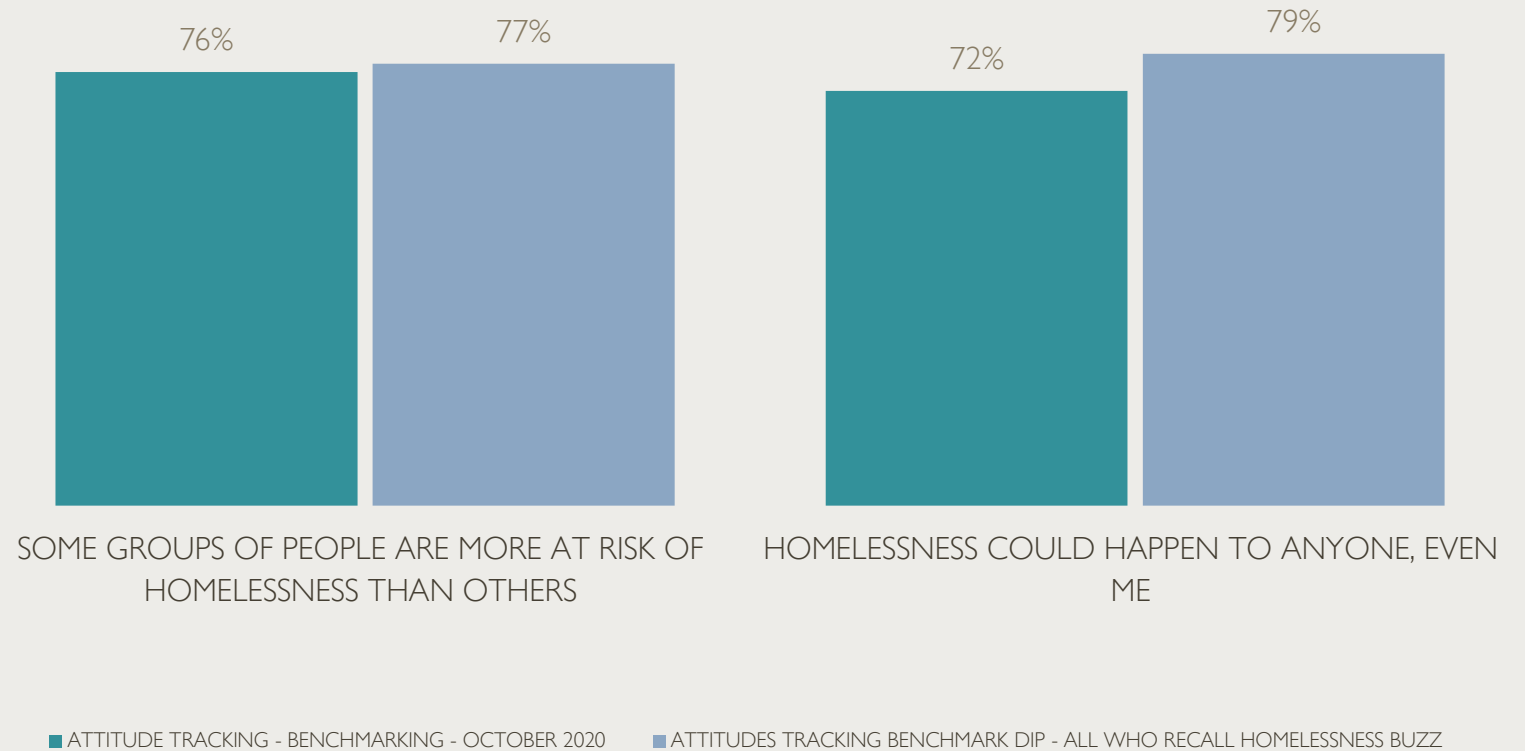
■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ



# Homelessness perceptions

Q. Here's some statements people have made about homelessness - we'd like to know what you think about the extent to which you agree or disagree with each one

## People do have an awareness that some people are more at risk than others whilst also recognizing their own proximity



Base: Attitudes Dip 1 November 2020 (807) Homelessness buzz aware (264)

# Framing conclusions and recommendations

## **We can see that:**

- People recognise different forms of homelessness, but there is significant room to build on this still.
- Rough sleeping as the only real form persists for 40% and is top of mind in buzz recall.
- Stereotypes (forms and people) are coming through in buzz recall.

## **In response, we can:**

- Keep working hard to widen the forms of homelessness we talk about.
- Keep working hard to broaden the types of people featured in comms – and challenge stereotyping/ stigma through imagery.
- Use strong agreement with ‘some groups are more at risk’ to our advantage by re-confirming this idea in our messaging – but watch for stereotypes.
- Watch out for reconfirming a sense that ‘everyone is at risk’ of homelessness as this doesn’t speak to the sector view that some groups are more at risk of homelessness than others.

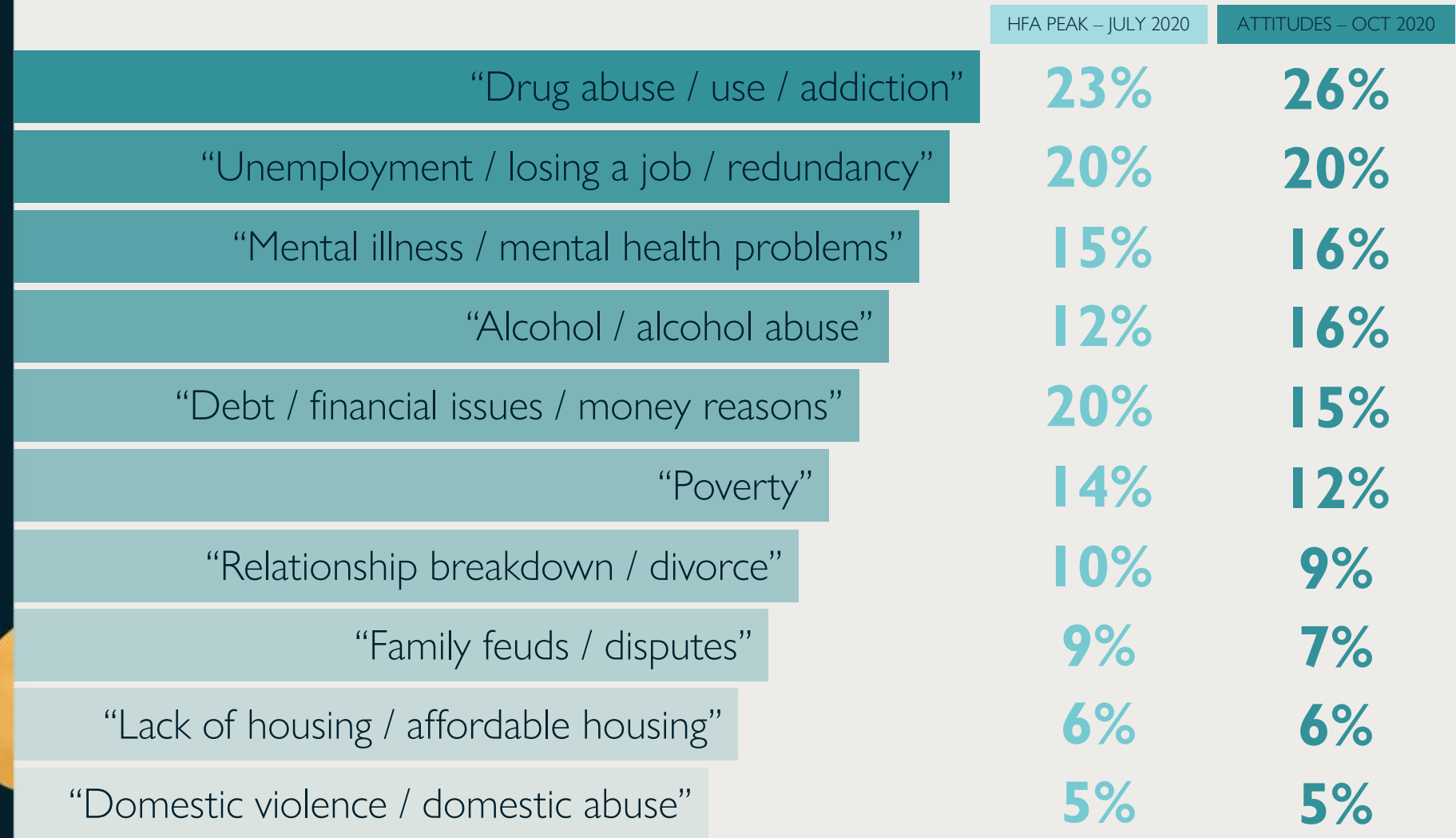
#2 homelessness happens because  
people make bad choices

## CAUSES OF HOMELESSNESS

# Unprompted Causes of Homelessness

Q. Please can you tell us what you think the main causes of homelessness are?

People's automatic response to homelessness is consistent over time.  
A quarter attribute it straight to drugs.



Base: 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804).

## CAUSES OF HOMELESSNESS

# Causes of Homelessness Language Analysis by Age 18-29 YO

Amongst 18-29 YO, the language used to describe the causes of homelessness reflects their own challenges and struggles

ONLY AGE GROUP TO BLAME  
HOMELESSNESS ON THE ECONOMY

“Economy”

“Poor national economy and breakdown of values and common sense.”

“Poor economy and badly run government.”

ONLY AGE GROUP TO CITE POOR  
EDUCATION

“Education”

“Money, bad education, no jobs, drugs.”

“The opportunities available to them were few, bad education.”

ONLY AGE GROUP TO LINK  
HOMELESSNESS TO LAZINESS

“Lazy”

“Because people are too lazy to actually get a job, or they just spent all their money on drugs and ran out.”

“They are too lazy to study.”

21.6x MORE LIKELY TO TALK ABOUT A  
LACK OF OPPORTUNITIES

“Opportunities”

“Less job opportunities.”

“Lack of support from the government. Lack of job opportunities.”

## CAUSES OF HOMELESSNESS

### Causes of Homelessness Language Analysis by Age 30-44 YO

Alcohol, bad life choices and family breakdowns differentiate  
30-44 YO in terms of causes of homelessness.

21.8x MORE LIKELY TO MENTION  
ALCOHOL ABUSE

“Alcohol  
Misuse”

“Poverty, mental  
health, drug and  
alcohol misuse.”

“Drug and  
alcohol misuse.”

ONLY AGE GROUP TO BLAME  
HOMELESSNESS ON BAD LIFE CHOICES

“Life Choices”

“People either make  
bad life choices or  
have just been  
unlucky.”

“Bad life  
situation.”

“Life  
choices.”

ONLY AGE GROUP TO MENTION  
FAMILY BREAKDOWNS

“Family  
Breakdowns”

“Poor income,  
mental health  
issues, drug and  
alcohol issues,  
family  
breakdowns.”

“Social family  
breakdowns.”

## CAUSES OF HOMELESSNESS

### Causes of Homelessness Language Analysis by Age 45-59 YO

The reference to alcohol transforms into an addiction reference amongst 45-59 YO, and this age group are more likely to refer to people experiencing homelessness as 'them'.

15x MORE LIKELY TO MENTION  
ALCOHOL ADDICTION

“Alcohol  
Addiction”

“Drug addiction, alcohol addiction, gambling addiction, relationship break up, domestic abuse, job loss.”

“A number of causes including drug and alcohol addiction, relationship breakdown or job loss.”

4.2x MORE LIKELY TO ARTICULATE  
HOMELESS PEOPLE AS 'THEM'

“3<sup>rd</sup> person  
plural”

“Many are self inflicted, you set them up in accommodation, councils furnish them, they don't pay rent when its paid to them to pay a landlord. Many don't want to do anything except roam the streets, can't handle any responsibility.”

“Not enough places for them.”

## CAUSES OF HOMELESSNESS

### Causes of Homelessness Language Analysis by Age 60+ YO

Drug use is a more prevalent cause amongst 60+ YO, and they are more likely to articulate homelessness being caused by stress.

6.6x MORE LIKELY TO TALK ABOUT  
DRUG USE

“Drug use”

“Job losses  
relationship  
break up  
alcoholics drug  
use.”

“Drinking and  
drug use.”

ONLY AGE GROUP TO LINK STRESS  
TO HOMELESSNESS

“Stress”

“Tragedy in  
someone’s life  
causing mental and  
emotional stress  
therefore being  
unable to cope with  
life’s problems.”

“Mental illness,  
escaping from  
abuse. Post  
traumatic  
stress.”

2.1x MORE LIKELY TO REFERENCE  
PEOPLE LEAVING THEIR HOMES

“Home”

“Young people  
ejected from their  
family home or  
have left the family  
home for some  
reason.”

“Problems at  
home or  
drugs, alcohol  
and lack of  
money.”

“People  
leaving home  
when not  
ready to do  
so.”



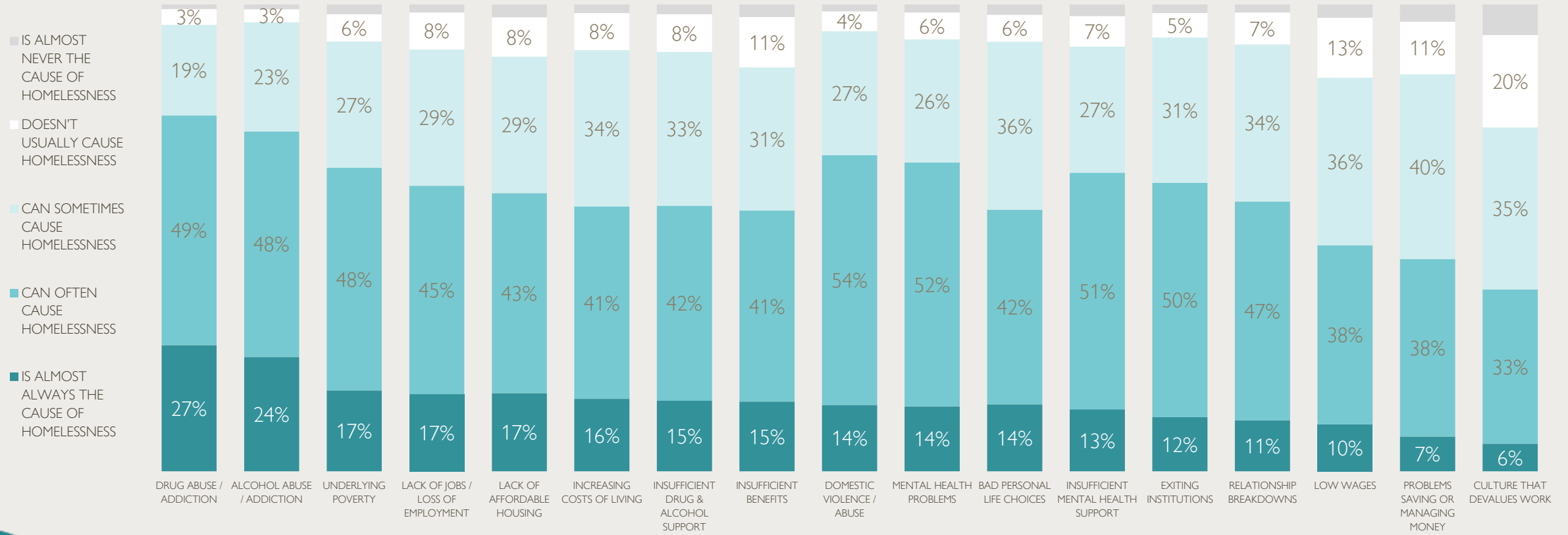
## CAUSES OF HOMELESSNESS

# Scale Of Extent Of Homelessness Causes

October 2020

Indeed, drugs and alcohol are seen as an almost constant cause of homelessness for a quarter of UK adults. But structural causes are there in public thinking as well.

Q. In your view, how much do each of the following cause homelessness in this country?



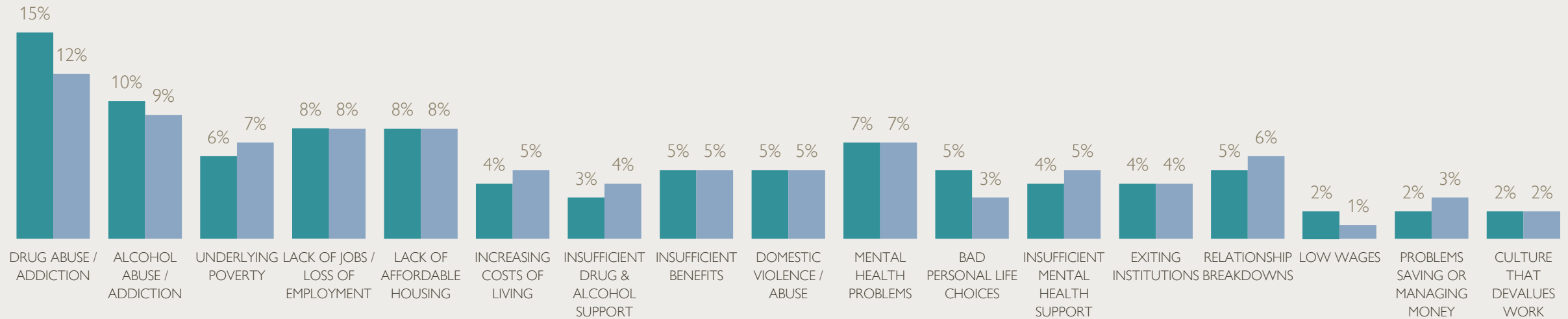
## CAUSES OF HOMELESSNESS

# Most Common Cause of Homelessness

October 2020

Q. Please now think about the things that you feel are significant causes of homelessness. Please rank them in order of how significant you feel each one is a cause of homelessness in the UK.

Drugs or alcohol abuse are regarded as the main cause of homelessness by a quarter. Although media exposure is eroding this belief.



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

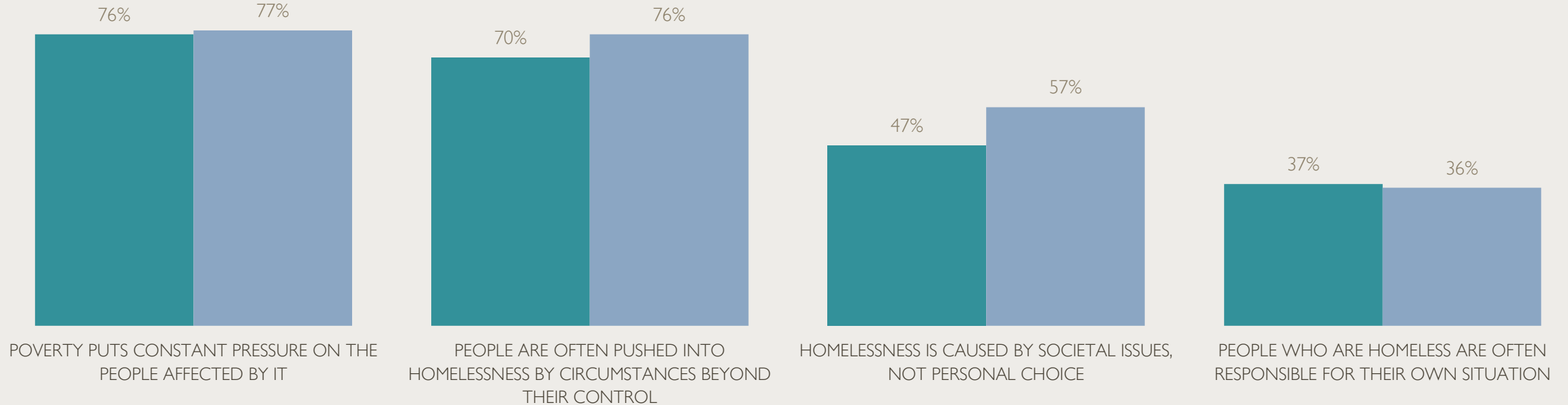
## CAUSES OF HOMELESSNESS

### Attitudes

October 2020

Q. Here's some statements people have made about homelessness - we'd like to know what you think about the extent to which you agree or disagree with each one.

The constant pressure metaphor is clearly understood. Media exposure has some impact on attitudes concerning structural causation, but this is an area that requires some re-framing.



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

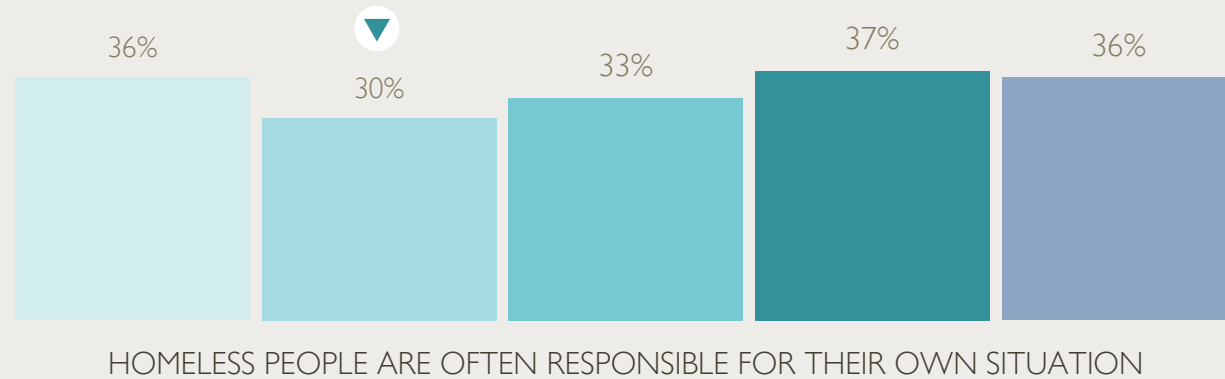
## CAUSES OF HOMELESSNESS

### Mental Shortcut *Individual Choice*

Q. Thinking about homelessness, to what extent do you agree or disagree with each of the following statements?

**% AGREE AT ALL**

This mental shortcut was softened over Christmas, when we know buzz will be heaviest and predominantly driven by charity discourse.



■ CAC 2019 PRE - SEPTEMBER 2019  
■ HFA PEAK - JULY 20202  
■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

■ CAC 2019 PEAK - NOV+DEC 2019  
■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 20203

Base: Total seen homelessness buzz Dip 1 (264)

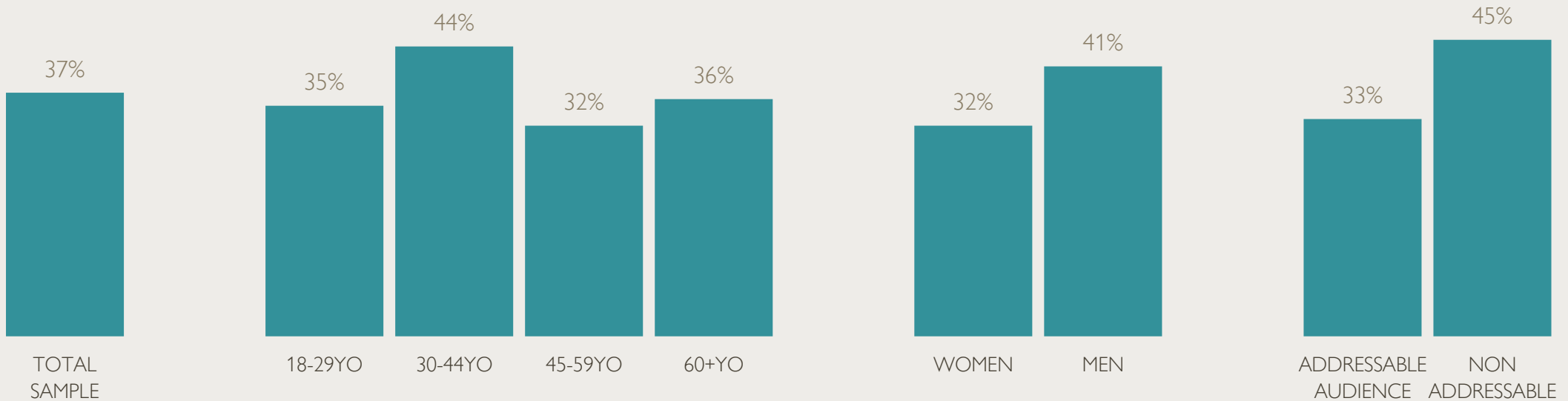
▼ SIGNIFICANT SPIKE (95%+)

## TYPES OF HOMELESSNESS

### Mental Shortcut *Individual Choice* BY AUDIENCE

This mental shortcut is firmly held amongst the non-addressable audience, so it is crucial to break down to drive support for the cause.

AGREE THAT HOMELESS PEOPLE ARE OFTEN RESPONSIBLE FOR THEIR OWN SITUATION



# Framing conclusions and recommendations

## **We can see that:**

- Individualistic causes are still top of mind.
- **But**, systemic causes are there in public thinking to be elevated.

## **In response, we can:**

- Keep working hard to shine a light on structural causes – including how we talk about drugs/ alcohol – early life trauma and inadequate service provision.
- Dial up the *interdependence* values frame when identifying structural causes – we know this frame is powerful for building structural thinking.
- Watch out for activating strong mental shortcuts around behaviour, choice, and willpower.
- Use our tested metaphor *constant pressure* to explain why homelessness happens and set up how solutions work.

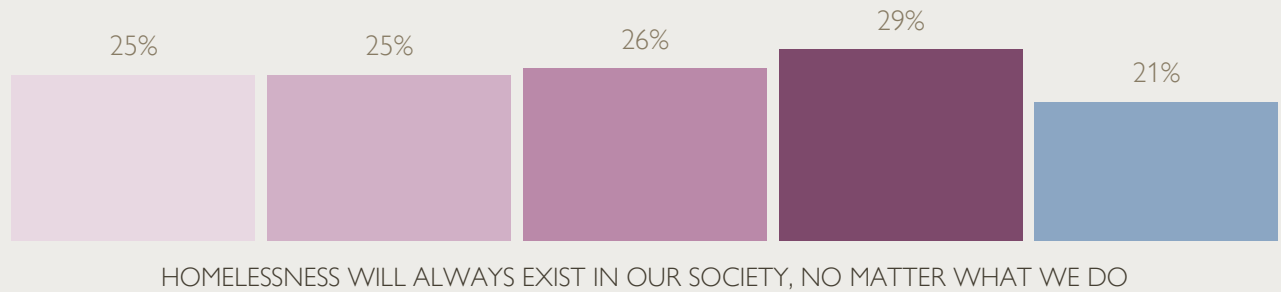
#3 fatalism and 'the system is rigged'

# Comms Challenge

## *Homelessness is Inevitable*

Q. Thinking about homelessness, which of the following statements best applies...

### Media exposure has a greater impact in softening this idea than the others measured.



- CAC 2019 PRE - SEPTEMBER 2019
- CAC 2019 PEAK - NOV+DEC 2019
- HFA PEAK - JULY 2020
- ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020
- ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

Base: Crisis Campaign Tracking: Pre 2019 Crisis At Christmas (413); 2019 Crisis At Christmas Peak (828); 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804); Attitudes Tracking Benchmark Dip: All who have heard / seen any homelessness buzz (264).



## SOLUTIONS + OPTIMISM

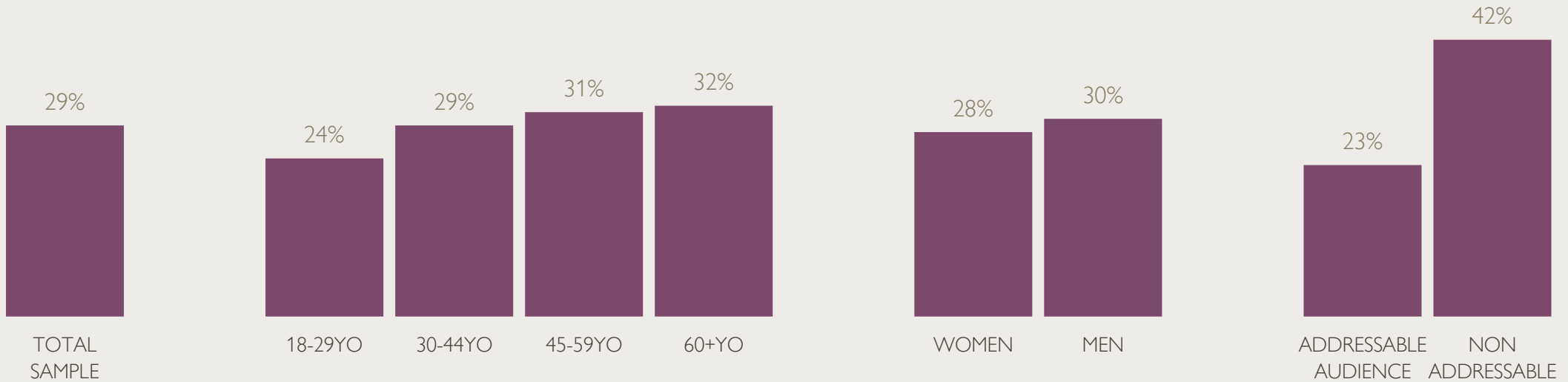
### Comms Challenge

### *Homelessness is Inevitable*

BY AUDIENCE

*HOMELESSNESS WILL ALWAYS EXIST IN OUR SOCIETY, NO MATTER WHAT WE DO*

There's a very clear age skew on this fatalism challenge, with the youngest feeling most positive.

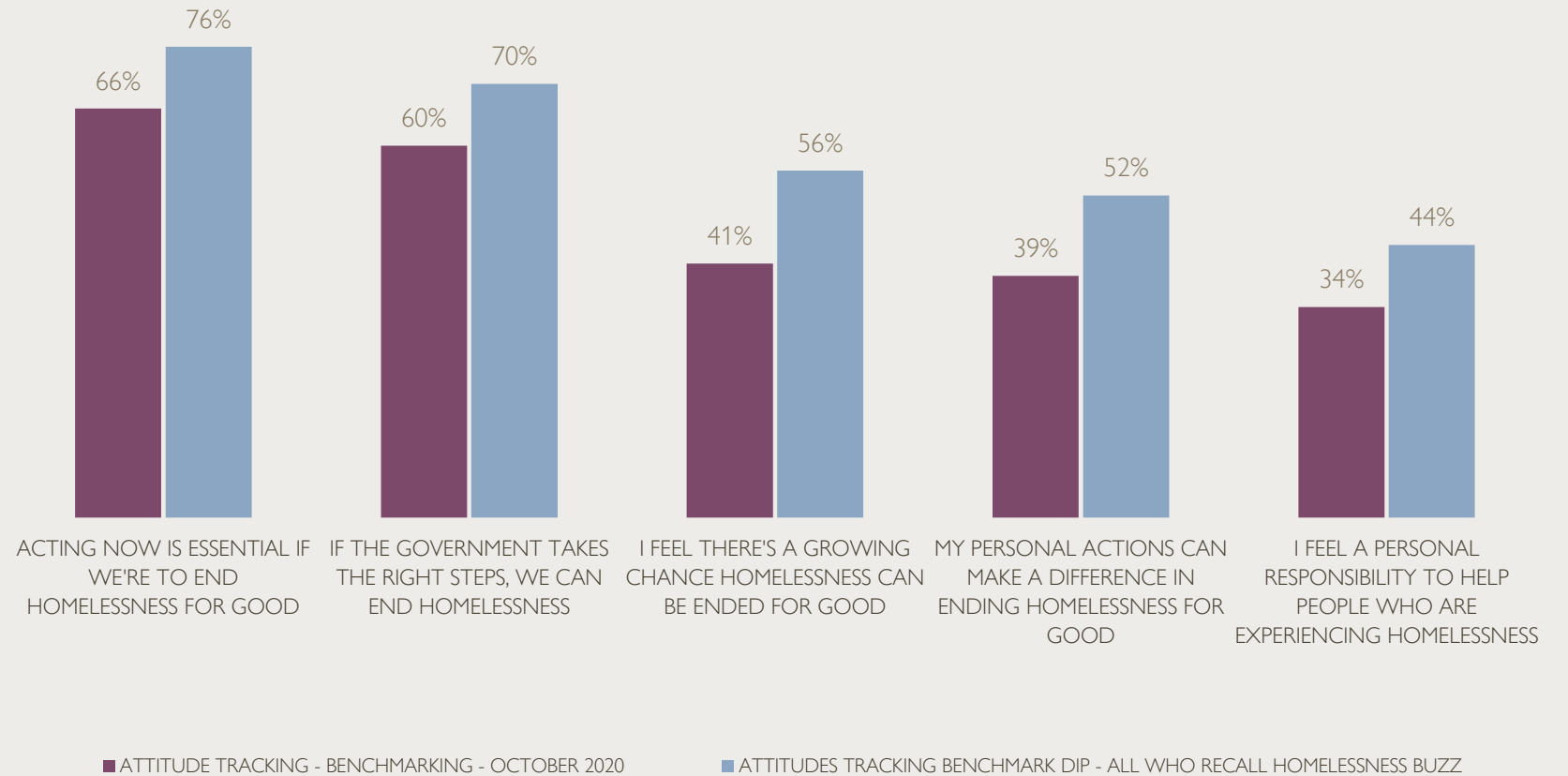


# Attitudes: Positive Solutions + Optimism

Q. Here's some statements people have made about homelessness - we'd like to know what you think about the extent to which you agree or disagree with each one.

**% AGREE AT ALL**

## Heartening responses around action and effectiveness - driven up by exposure to homelessness buzz



Base: Attitudes Tracking Benchmark Dip (804); Attitudes Tracking Benchmark Dip: All who have heard / seen any homelessness buzz (264).

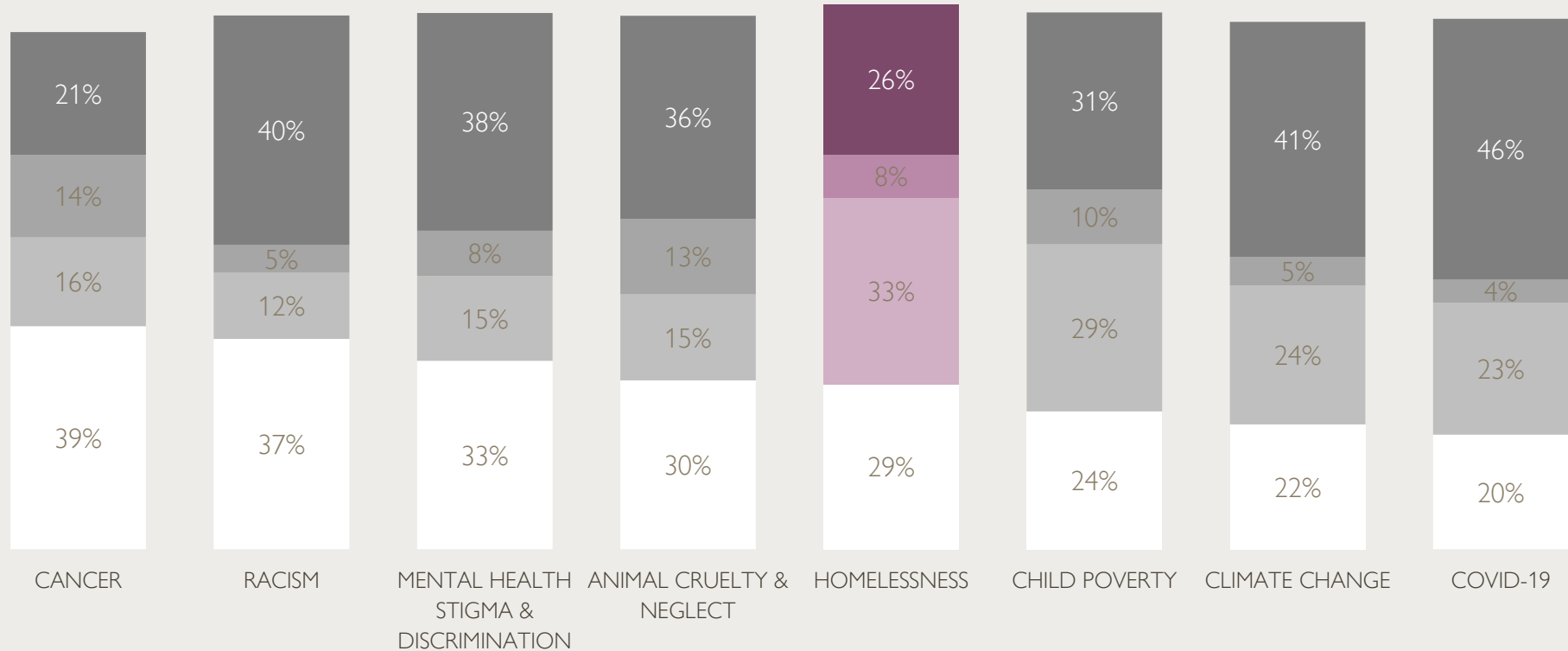
**SOLUTIONS + OPTIMISM**

Cause Solvability  
October 2020

Homelessness is not the most fatalistic cause in October 2020, but it is the one where society puts the biggest responsibility on the government to solve...

Q. Thinking about ... which of the following statements best applies...

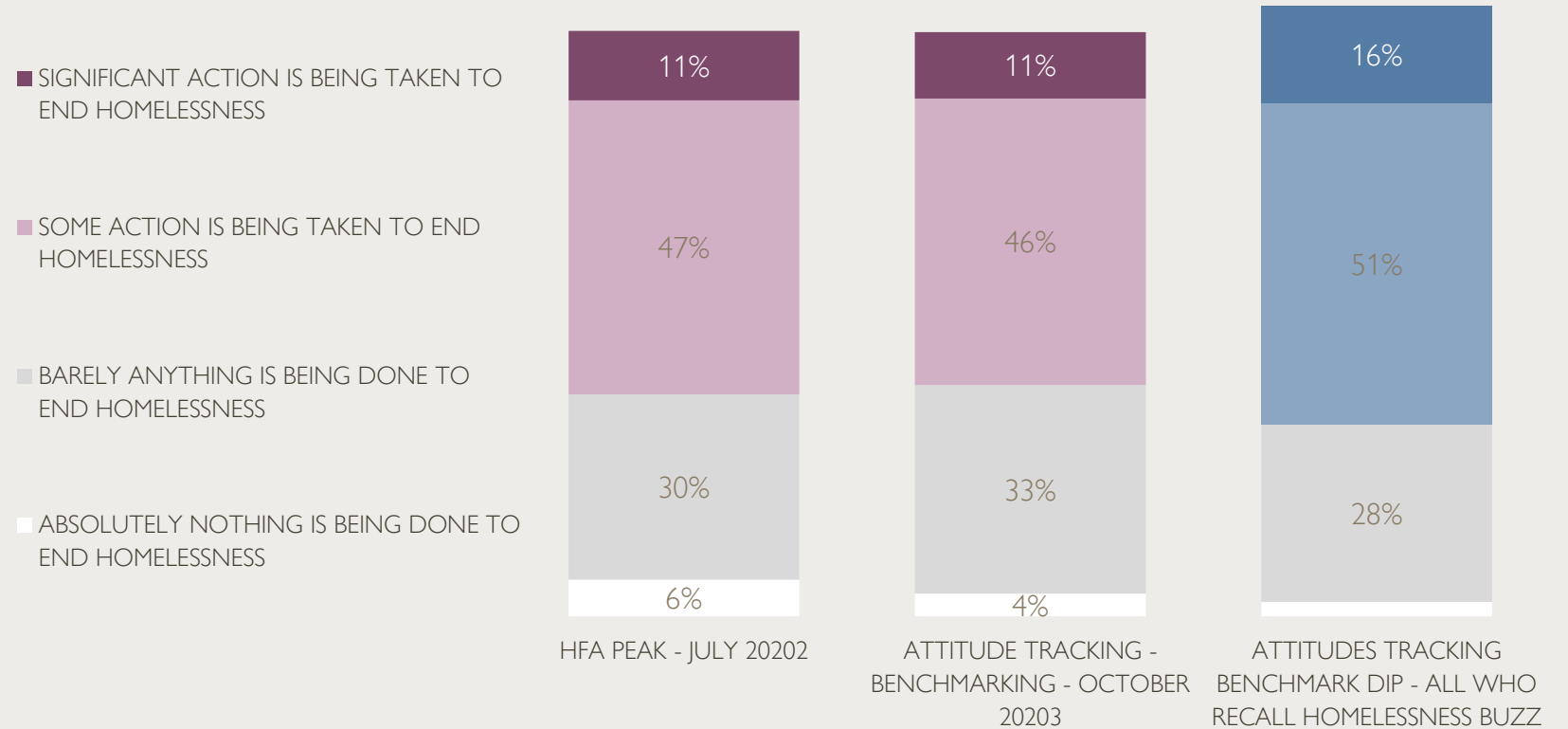
- IF WE TAKE THE RIGHT STEPS AS A SOCIETY, WE CAN ERADICATE THIS PROBLEM TOGETHER
- CHARITIES ARE BEST PLACED TO ERADICATE THIS PROBLEM
- THE GOVERNMENT ARE BEST PLACED TO ERADICATE THIS PROBLEM
- THIS PROBLEM WILL ALWAYS EXIST IN OUR SOCIETY, NO MATTER WHAT WE DO



# Action Taken Towards Ending Homelessness

Q. Thinking about the UK as a whole, to what extent do you think that there is something being done to end homelessness for good?

Most people acknowledge that something is being done to end homelessness, and exposure to media enforces this belief.



Base: 2020 Home For All Campaign (617); Attitudes Tracking Benchmark Dip (804); Attitudes Tracking Benchmark Dip: All who have heard / seen any homelessness buzz (264).

# Framing conclusions and recommendations

## **We can see that:**

- The belief in inevitability persists for 29% of people and is an important barrier for the non-addressable market.
- A sense of optimism and the effectiveness of action taken outweighs inevitability.
- The ‘Government as protector’ mental shortcut is strong, and the majority recognise action being taken.

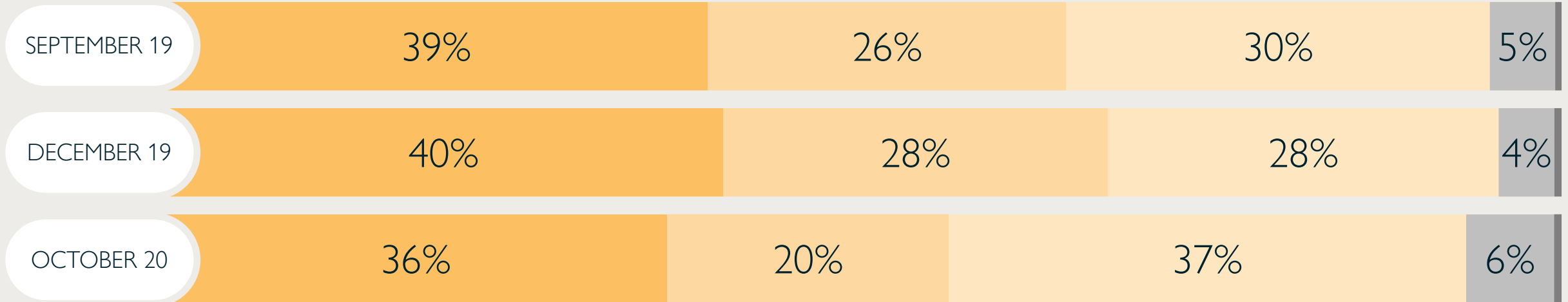
## **In response, we can:**

- Be bold and confident in our calls for government action to end homelessness - the public are with us. Dial up the ‘government as protector’ mental shortcut.
- Talking about the impact of action being taken (and explaining how it happened) increases our sense of efficacy and drives belief in ending homelessness.
- Keep an eye on activating fatalism – check for getting stuck in the problem with incomplete stories which leave no room for improvement in systems or leave out solutions.

# Homelessness Salience

Homelessness is very salient in general, with over 9 in 10 expressing homelessness as common.

Q. How common do you think homelessness is in the UK?



■ VERY COMMON     
 ■ EXTREMELY COMMON     
 ■ MODERATELY COMMON     
 ■ QUITE RARE     
 ■ VERY RARE

"I felt extremely sad for all the homeless that I see on a regular basis in my town"

"Rate of Homelessness increased in the UK in the past few months due to the Covid-19 Pandemic"

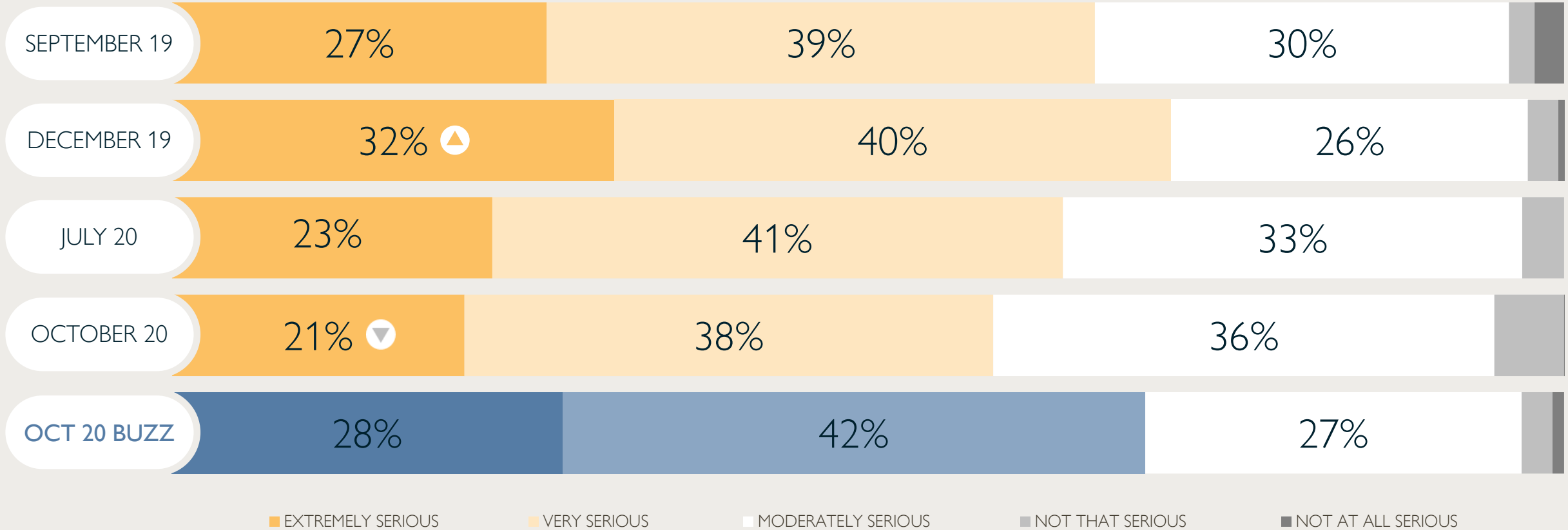
"It's a serious problem which is getting worse and needs to be addressed at all levels of society and government"

Base: Attitudes Dip 1 November 2020 (807) Homelessness buzz aware (264) Crisis at Christmas 2019 Pre (413) Crisis at Christmas 2019 campaign w3-16 (1446) HFA Peak (617)

# Homeless Seriousness

Homelessness is therefore seen as a serious problem, though somewhat less than last year. Exposure to buzz emphasizes seriousness...

Q. In your view, how serious of a problem is homelessness in the UK?



Base: Attitudes Dip 1 November 2020 (807) Homelessness buzz aware (264) Crisis at Christmas 2019 Pre (413) Crisis at Christmas 2019 campaign w3-16 (1446) HFA Peak (617)

▼ SIGNIFICANT SHIFT vs. SEPTEMBER 19 (95%+)

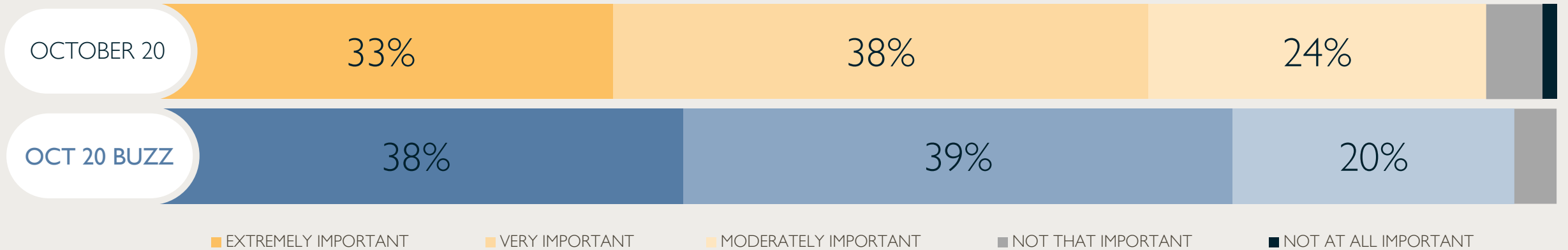
▲ SIGNIFICANT SPIKE (95%+)

**SALIENCE, SERIOUSNESS & PORTRAYAL**

# Importance of Reducing Homelessness

...and the importance attributed to the cause also increases with media exposure.

Q How important do you think it is to reduce homelessness in this country?



“Increasing problem in society which is likely to get worse due to COVID 19”.

“I felt as though we should be doing more to help”

“I feel very sad and the government aren’t doing enough”

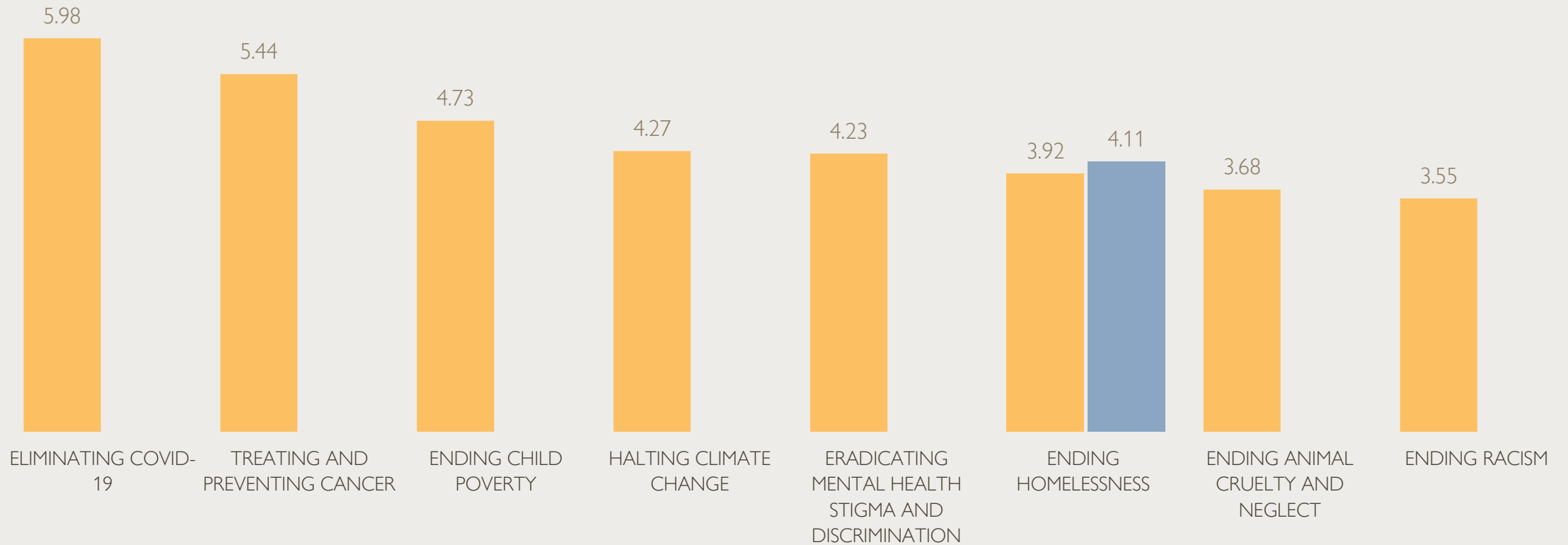




# Cause Solving Priority Mean Scores

Q. Please now think about each of these challenges that our country faces, please rank them in the order which you feel they should be prioritized

However, even amongst the buzz aware, homelessness falls outside people's top 5 priorities.



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

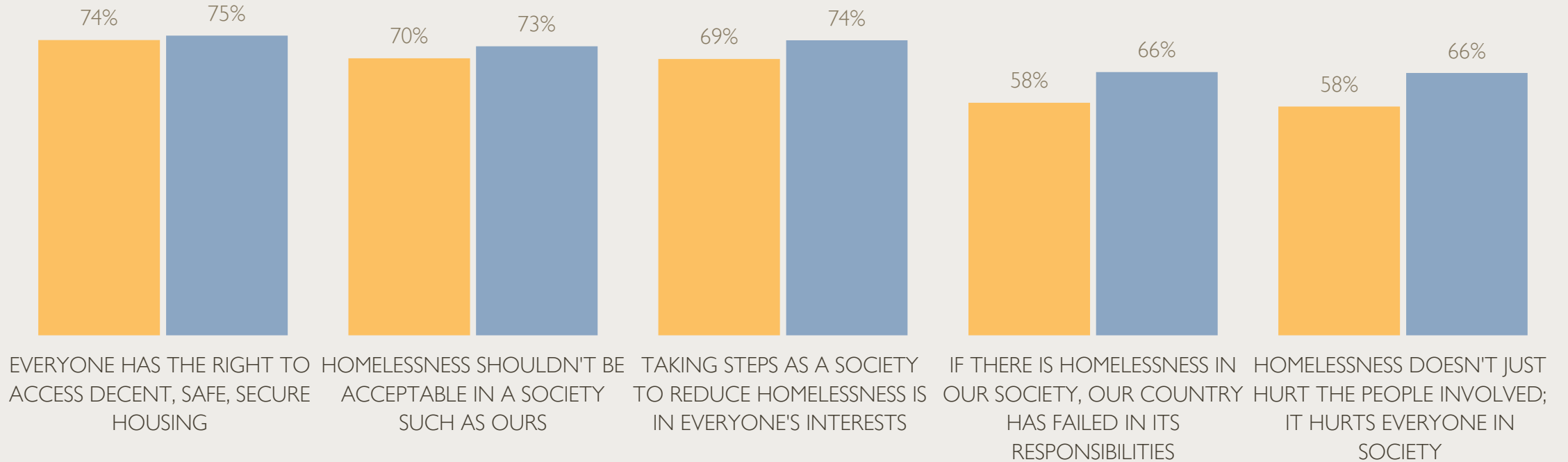
■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

Base: Attitudes Dip 1 November 2020 (807) Homelessness buzz aware (264)

## Value judgements

Q.. Here's some statements people have made about homelessness - we'd like to know what you think about the extent to which you agree or disagree with each one

Statements reflecting our moral human and interdependence values show broad agreement – we can use these as tools to drive connection with homelessness.



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2023

■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

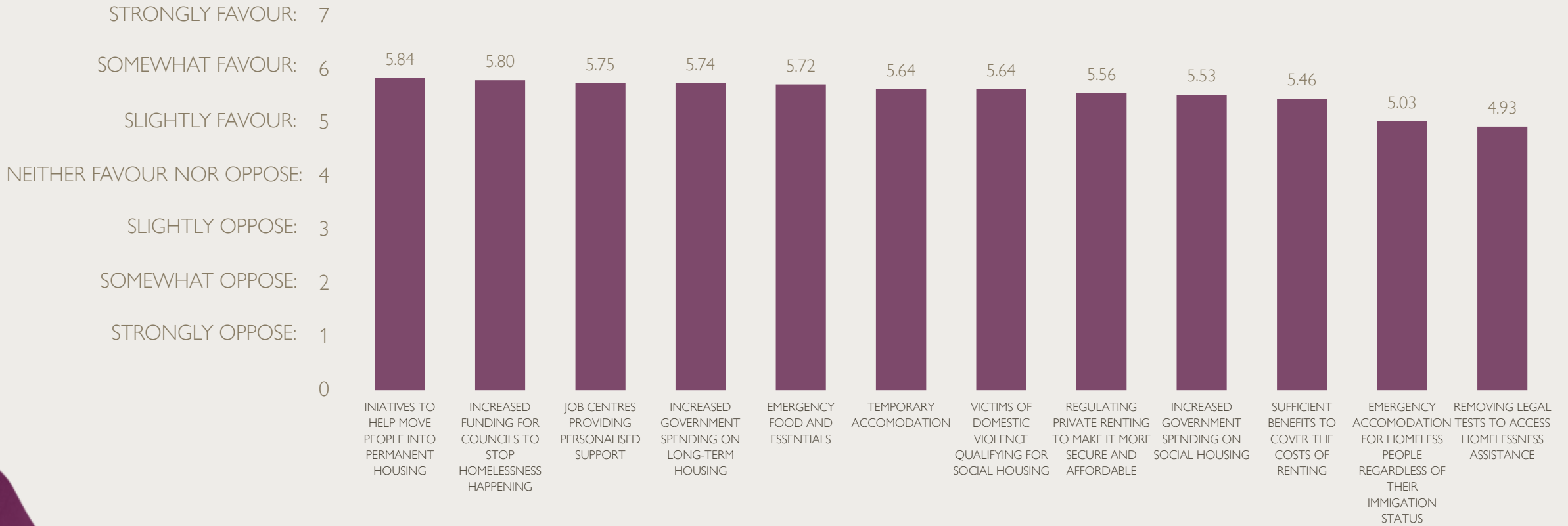
# Homelessness solutions

**SOLUTIONS + OPTIMISM**

Favourability Towards Homelessness Solutions  
Mean Score

Permanent housing, council funding and job support are the most strongly favoured interventions – which doesn't reflect what people claim to have heard about in the media.

Q. Please indicate the extent to which each of the following policies...



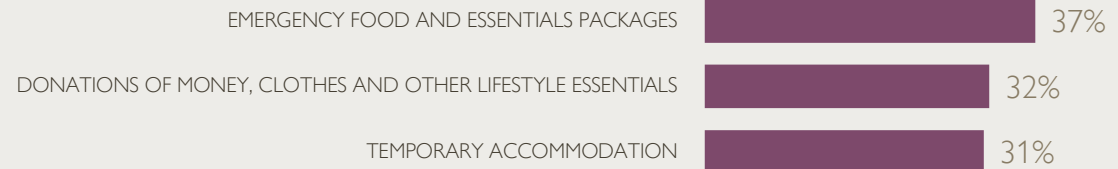
■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2023

# Solutions Mentioned in Homelessness Media

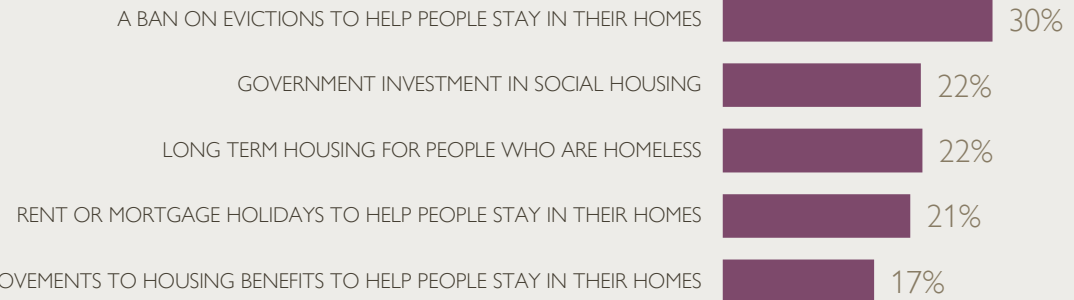
Q. Which of the following solutions to homelessness, if any, do you remember being featured?

## People mainly remember emergency solutions, with the eviction ban and domestic violence support solutions were relatively salient.

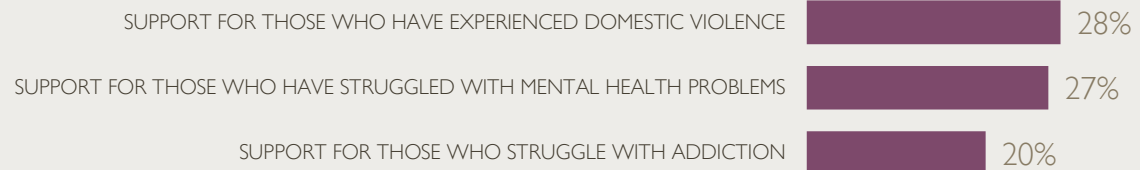
### EMERGENCY SOLUTIONS



### HOUSING SOLUTIONS



### SOCIAL SUPPORT SOLUTIONS



### EMPLOYMENT SOLUTIONS



■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

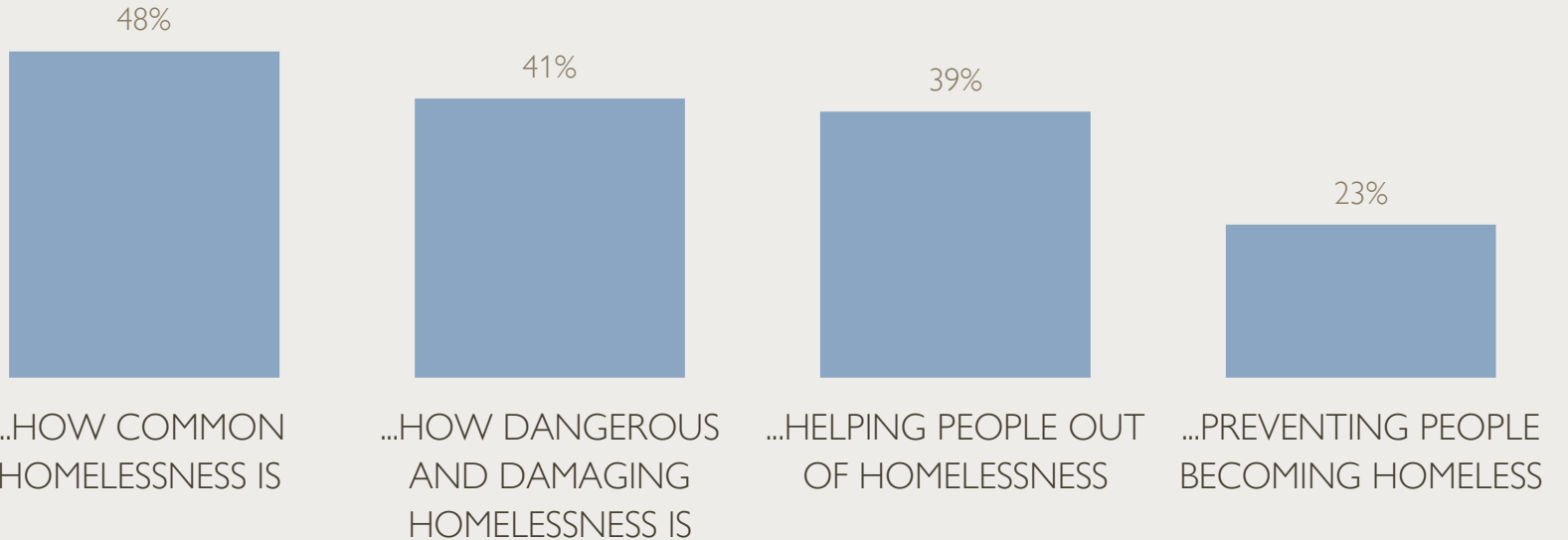
# SALIENCE, SERIOUSNESS & PORTRAYAL

## In the media

Q. Thinking about everything you have seen or heard in the media about homelessness recently, which of the following apply to the things you have seen, heard or read?

Most people see homelessness framed in the media as common, compared to about 1 in 4 who remember hearing about prevention.

Media narrative focuses on rising cases (not decreasing/preventing)



■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ

### THE STORIES WERE ABOUT...

# Framing conclusions and recommendations

## **We can see that:**

- In the context of other causes, homelessness falls behind as an urgent priority.
- And this is despite very high levels of salience, seriousness, importance to reduce.
- Support for solutions is evenly spread and fairly high across the board.

## **In response, we can:**

- Use tested moral human rights and interdependence values to frame messages on scale and urgency. Resist the urge to default to 'crisis' / 'out of control' framing.
- If we dial-up urgency, also dial-up efficacy with solutions at the same time.
- There is strong support for solutions – but there is room to bring prevention to the fore. A clear focus for media engagement.
- Tell more stories about upstream, preventative solutions, using constant pressure metaphor to describe how prevention works to stop people being pushed into homelessness.

# Conclusions



# Framing conclusions and recommendations

- We still have a way to go to shift public thinking on homelessness
- Thinking is complex - there are helpful beliefs to draw on and reinforce in public thinking through our communications
- We have the tools at our disposal – these are our tested frames for talking about homelessness

Shifting public attitudes on homelessness in helpful ways requires our collective commitment and sustained effort to reframe.

Thank you



[crisis.org.uk](http://crisis.org.uk)



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