



Framing Homelessness Project | Public attitudes tracking wave three debrief | May 2022



Together
we will end
homelessness

Evaluating the Framing Homelessness Project

Public attitudes tracking:

The Crisis Framing Homelessness Project has commissioned a bi-annual online survey to track the UK public's attitudes to homelessness. The results will help to evaluate the progress of the project and provide a source of insight on public perceptions for the homelessness sector.

The survey is carried out on behalf of Crisis by Consumer Insight.

Purpose:

- The first wave of research in October 2020 set a fresh baseline for the Framing Homelessness Project – to help assess how far we have to go in shifting public perceptions of homelessness.
- This wave of data was collected in October 2021. It provides our first Annual Report – giving us an insight into public attitudes one year on from when the baseline was established.
- Changing public attitudes is a long-term process. We would therefore not expect to see any dramatic moves with this first year of data. The research can however give us an indication of the direction of travel in public attitudes.
- The research gathered will provide a valuable, ongoing resource on public perceptions for the homelessness sector in the UK.

Research set up

Framing Homelessness attitude tracking



FRAMING HOMELESSNESS ATTITUDE TRACKING

INTRODUCTION

Project Timings

The project will run for 4 years, with measurement points consistent YOY. We are in Dip 3 of 7

The timing of these dips has been selected to reflect relatively 'neutral' periods for homelessness.

In addition, supplementary Crisis research such as Christmas tracking carried out by Ci will provide a measurement opportunity on some of the same metrics

MONTH	2020	2021	2022	2023
JANUARY				
FEBRUARY		Crisis At Christmas Report		
MARCH				
APRIL		DIP 2	DIP 4	DIP 6
MAY		DIP 2 REPORT	Dip 4 Report	Dip 6 Report
JUNE				
JULY				
AUGUST	Research Commissioned			
SEPTEMBER	Questionnaire Design			
OCTOBER	DIP 1	DIP 3	DIP 5	DIP 7
NOVEMBER	Crisis At Christmas Tracking	ANNUAL REPORT	ANNUAL REPORT	FINAL REPORT
DECEMBER	BENCHMARK REPORT			

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
UNSOLVEABLE**

METHODOLOGY

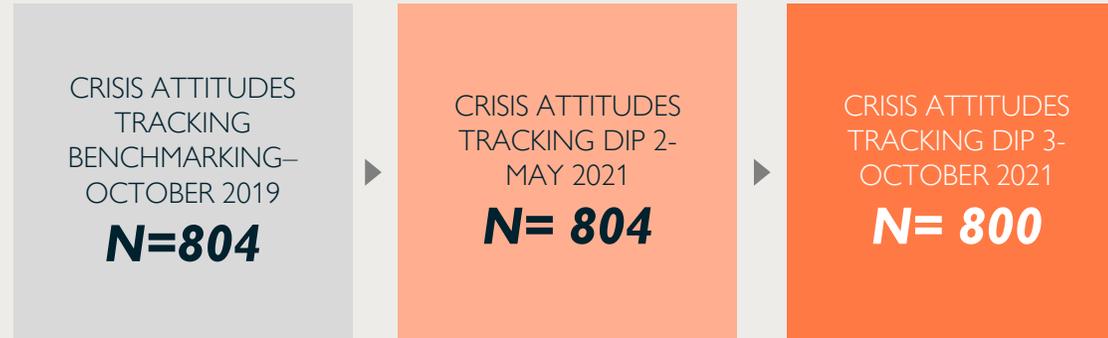
Comparisons & Analysis

A NOTE ON COMPARISONS:

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

We report on any directional travel in attitudes and call out any significant spikes in data.

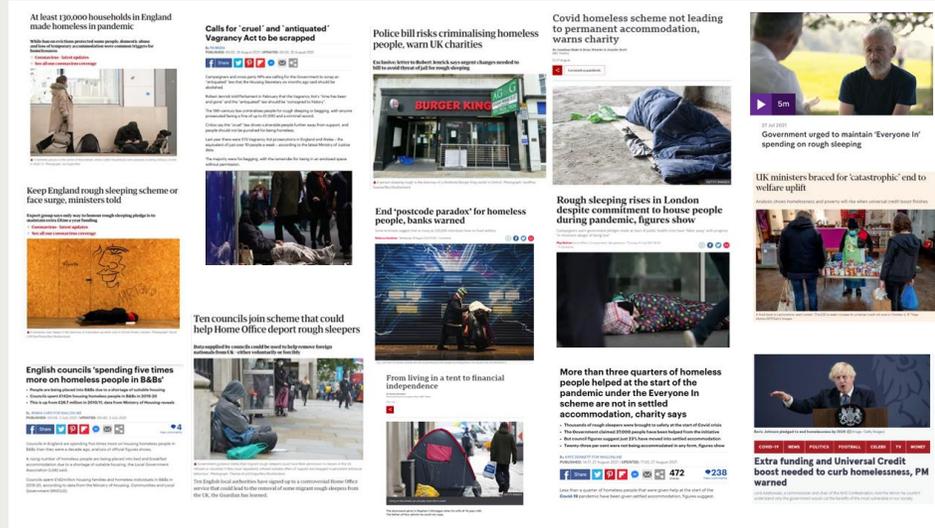
We have just completed our third dip of attitudes tracking.
We also provide interim updates from brand tracking on key metrics, but this deck consists solely of attitudes data.



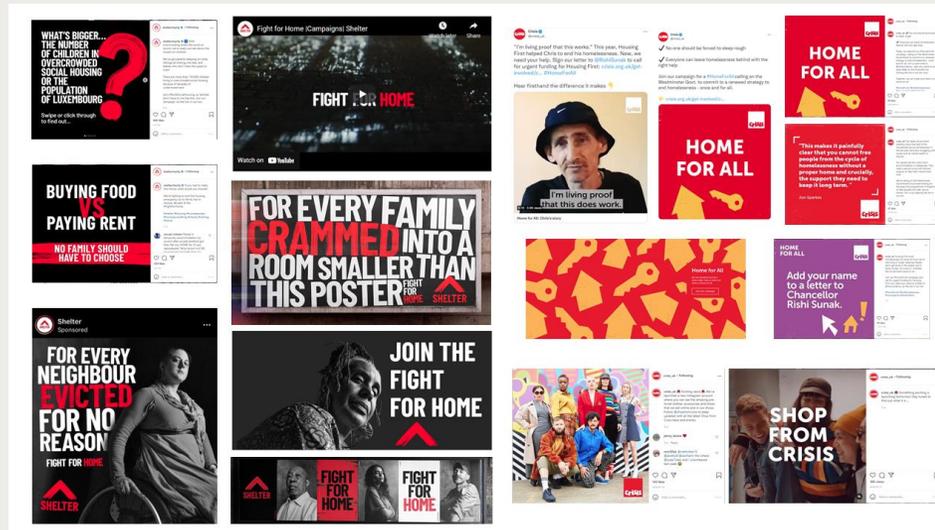
METHODOLOGY

Media stimulus

To gauge any impact from exposure to general media and campaigns around homelessness, we asked people if they recognised anything from these montages.



Recent news stories about COVID vaccinations for homeless people



Crisis at Christmas 2020/ 21 campaign, and Shelter Xmas AV ad

Context

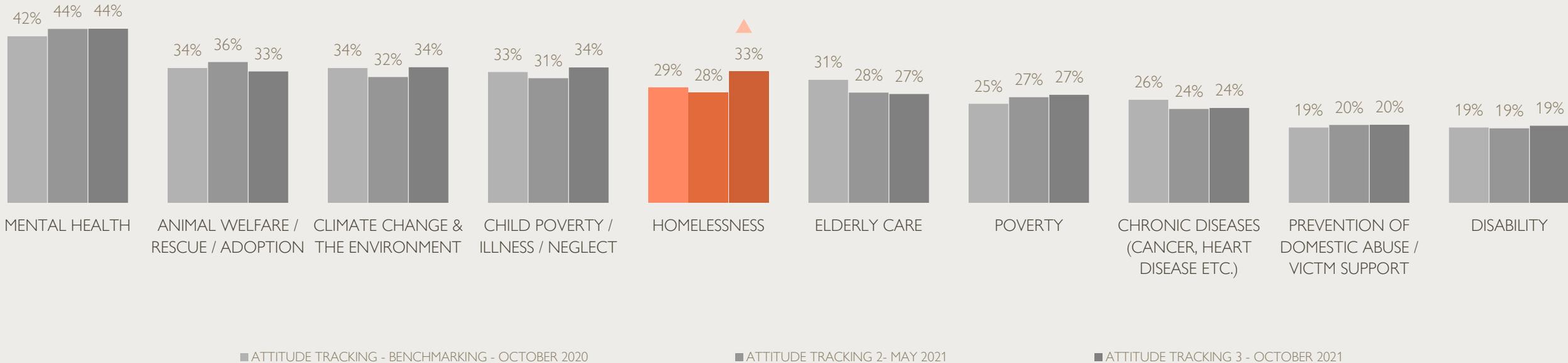
Sentiment towards homelessness

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 only cause that sees a significant increase in importance...



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). 2019 Crisis At Christmas Peak (915). Attitudes Tracking Dip 2 May 2021 (804); Attitudes Tracking Dip 3 Oct 2021 (800); Attitudes 2021 Annual Read (1604).



SIGNIFICANT SHIFT vs. YOY (95%+)



SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

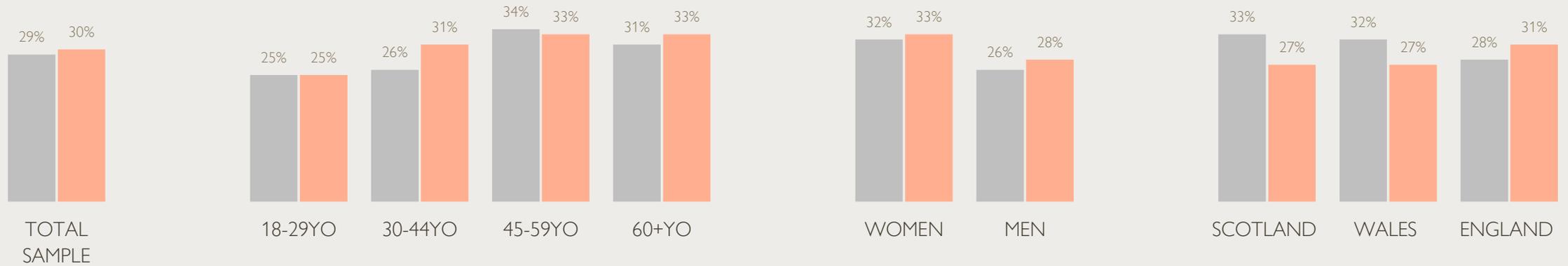
MEDIA CONTEXT

Cause Importance: *Homelessness*

By sub-groups YOY

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

...with importance growing across many audiences year on year.



■ ATTITUDES TRACKING BENCHMARK- OCTOBER 2020

■ ATTITUDES TRACKING ANNUAL READ 2021

Base: Attitudes Dip 1- October 2020 (800) Dip 2 May 2021 Total (804) Dip 3 Total (800)



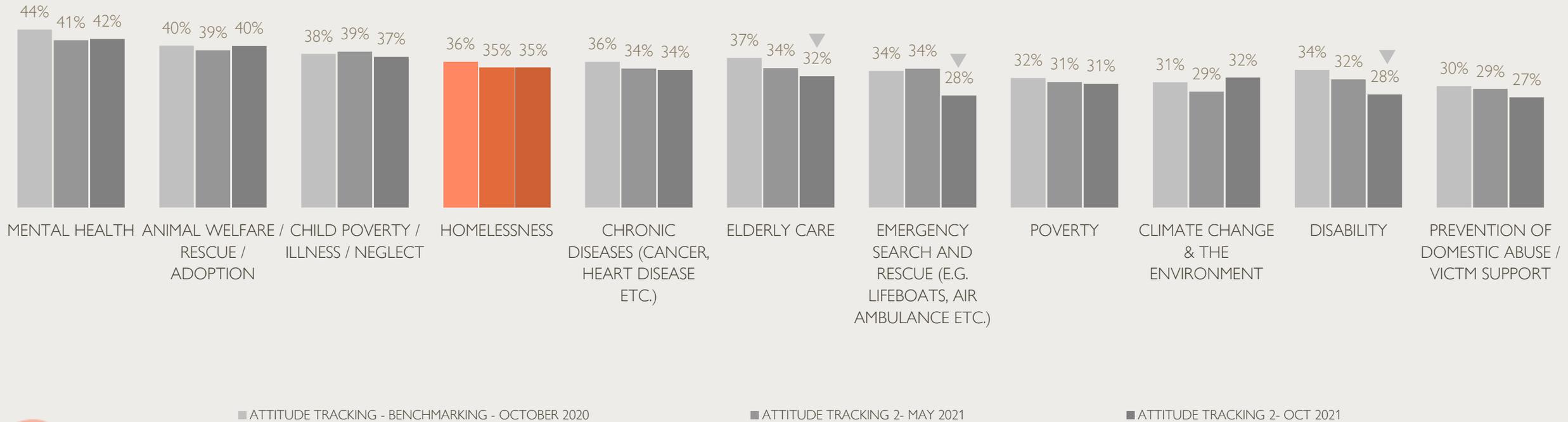
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

CONTEXT

Cause Support

Consideration of cause support in general looks slightly depressed this year, but homelessness remains stable.

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



Base: Attitudes Tracking Benchmark Dip (804). 2019. Attitudes Tracking Dip 2 May 2021 (804); Attitudes Tracking Dip 3 Oct 2021 (800);

SIGNIFICANT SHIFT vs. YOY (95%+)

SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

Media response

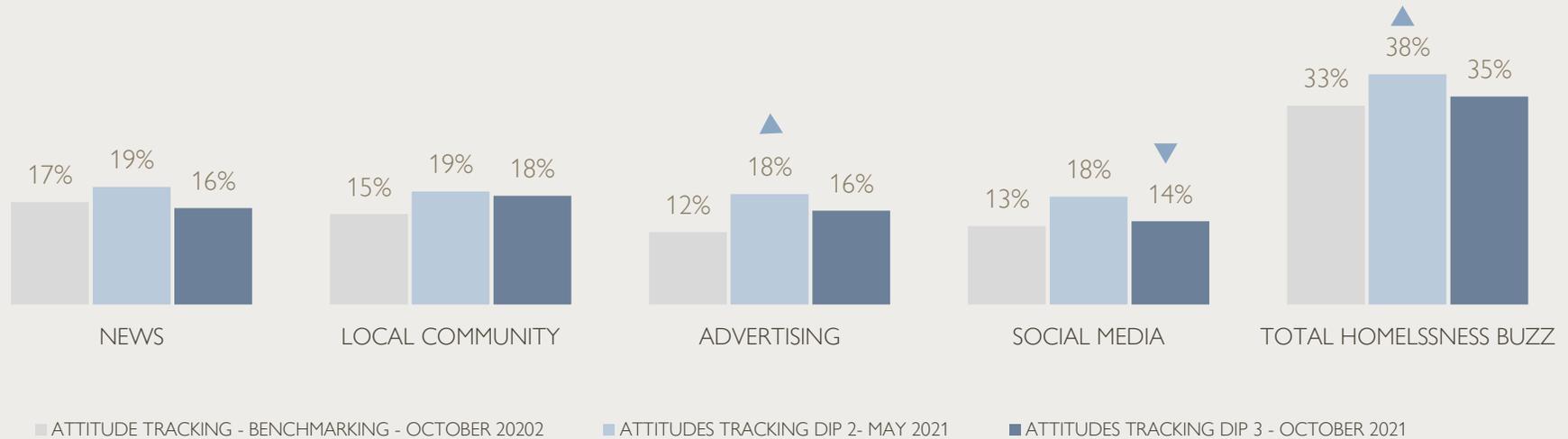
Framing Homelessness attitude tracking

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?

Homelessness buzz has been relatively stable so far, with some uptick in May – suggesting that the Christmas halo stretches quite far into the new year...



Base: Crisis Campaign Tracking: October 2020 benchmarking dip (804); Attitudes Tracking Dip 2 May 2021(804); Attitudes Tracking Dip 3 Oct 2021 (800)

SIGNIFICANT SHIFT vs. YOY (95%+)

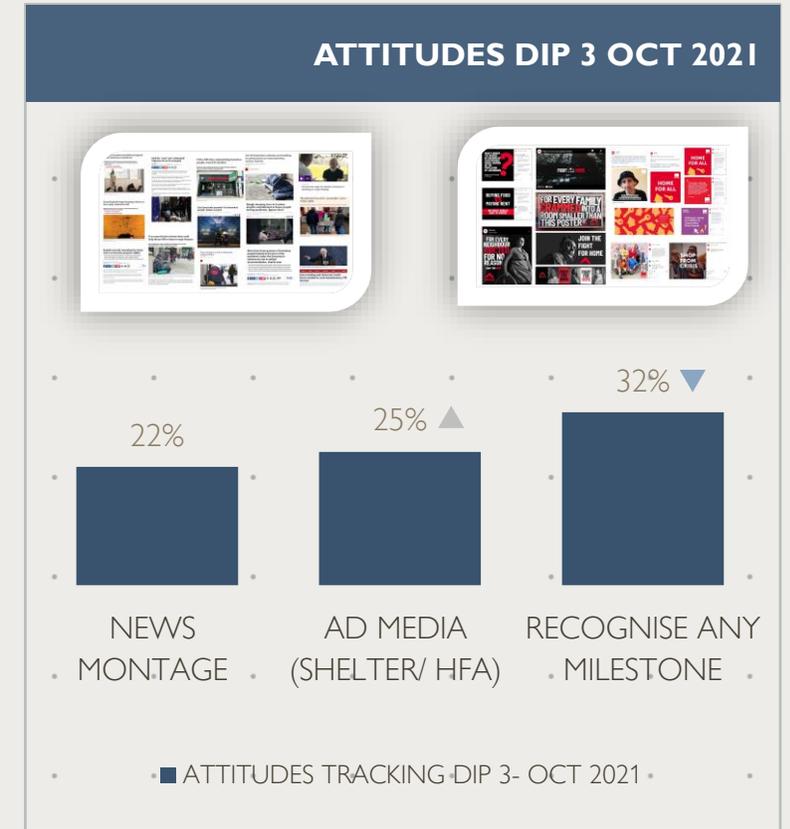
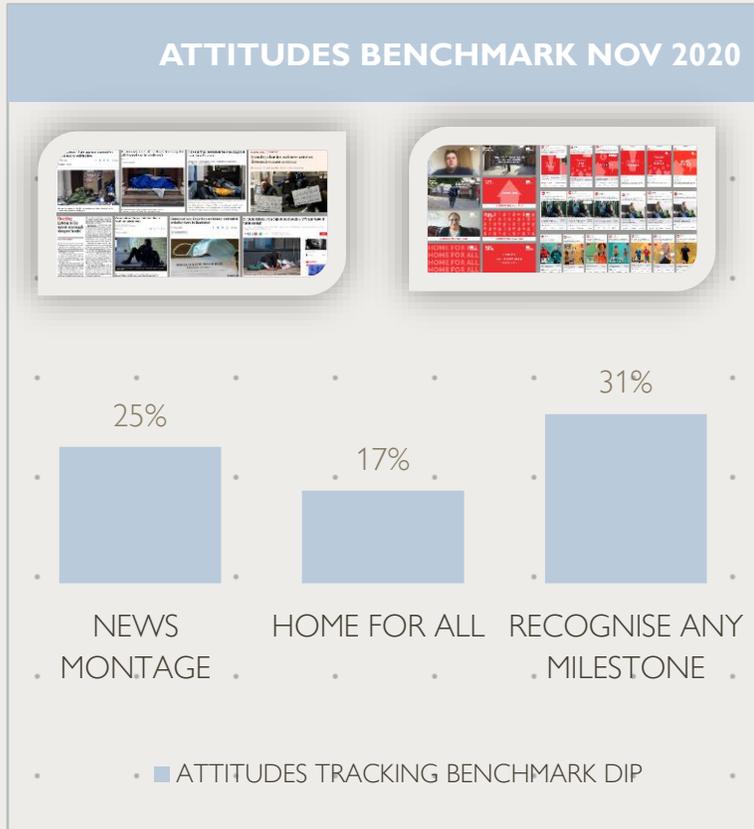
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

MEDIA RESPONSE

Prompted Recognition Milestone Homelessness Events

Q. Here is a campaign about homelessness which may have been in the media recently. Do you remember seeing or hearing about this campaign? / Here are some stories about homelessness which have been in the media this year. Do you remember seeing or hearing about any of these features?

...this is confirmed by the media recognition, with almost 1 in 3 still recognizing Christmas advertising in May. In October, advertising plays a bigger part than it did last year.



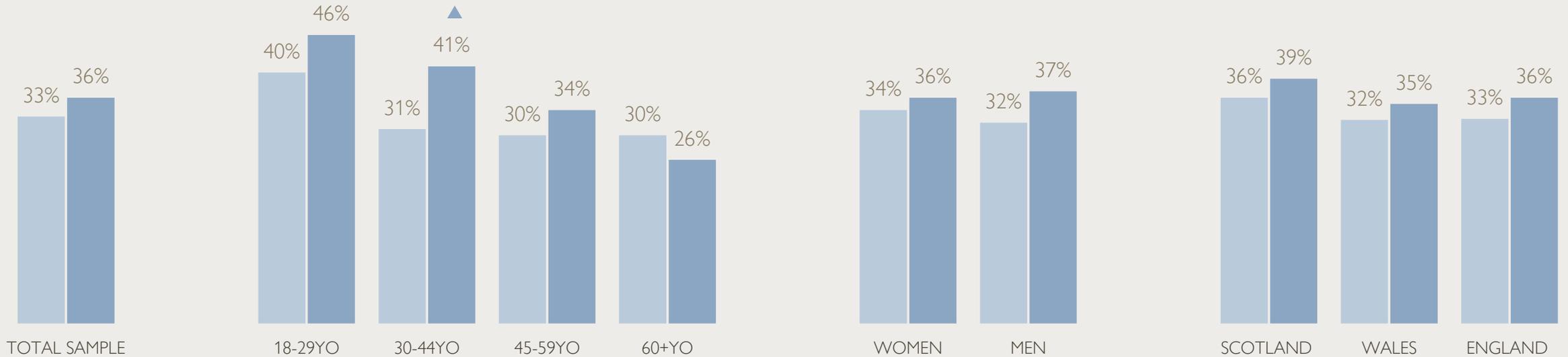
MEDIA RESPONSE

Total Homelessness Buzz

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?

The increase in buzz looks to be primarily driven by younger people – particularly 30-44YO.



■ ATTITUDES BENCHMARKING- NOVEMBER 2020 ■ ATTITUDES TRACKING ANNUAL READ 2021

Base: Benchmark Dip October 2020 (804) May 2021 (804) October 2021 (800)

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SIGNIFICANT SHIFT vs. YOY (95%+)



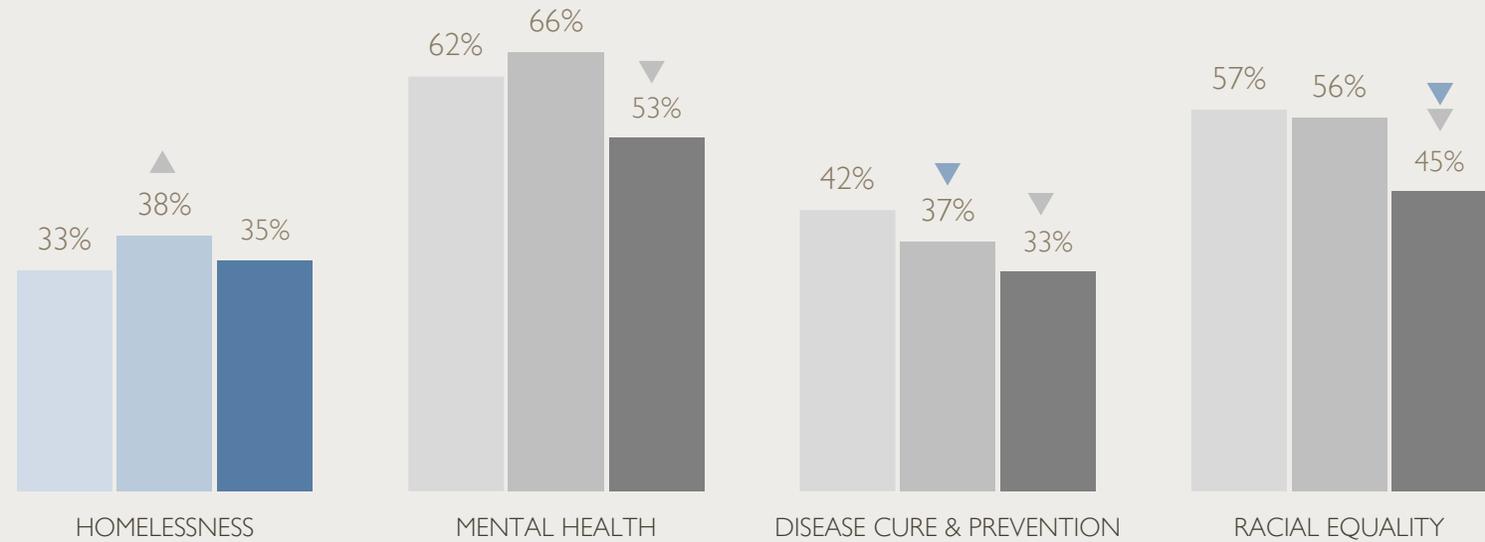
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

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?

Buzz around several other causes has dropped this year, meaning homelessness should be cutting through the noise a little better.



■ ATTITUDES TRACKING BENCHMARKING DIP OCTOBER 2020

■ ATTITUDES TRACKING DIP 2- MAY 2021

■ ATTITUDES TRACKING DIP 3 - October 2021

Base: Attitudes Tracking Benchmark Dip (804). Attitudes Tracking Dip 2 May 2021(804); Attitudes Tracking Dip 3 Oct 2021 (800)



SIGNIFICANT SHIFT vs. YOY (95%+)



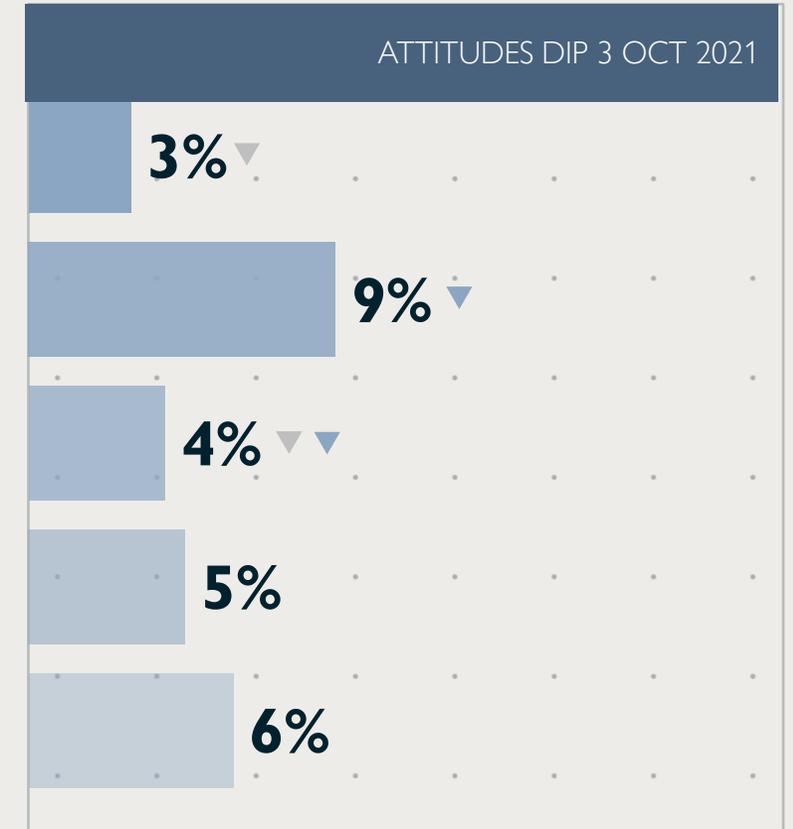
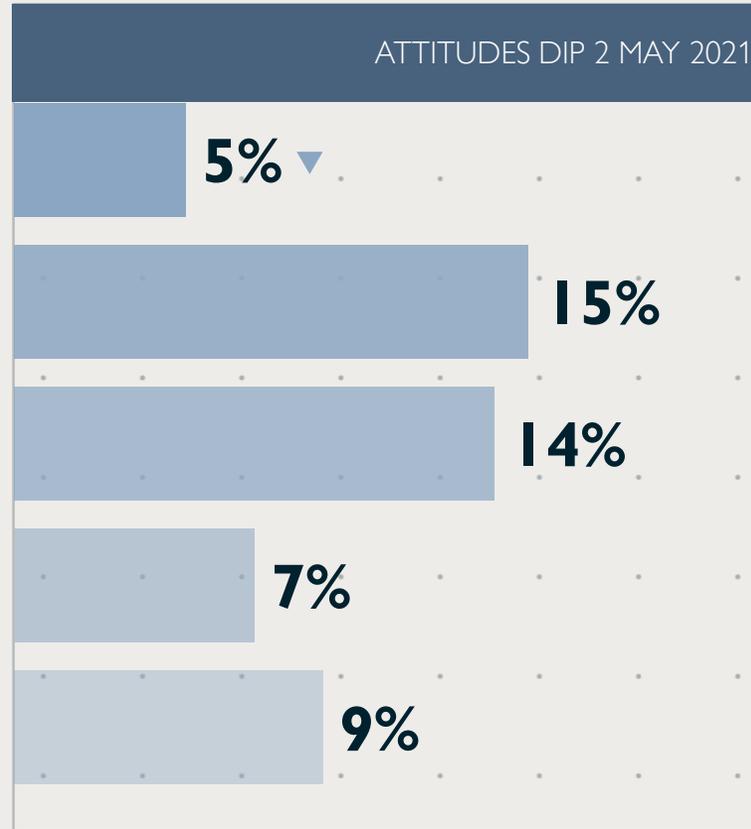
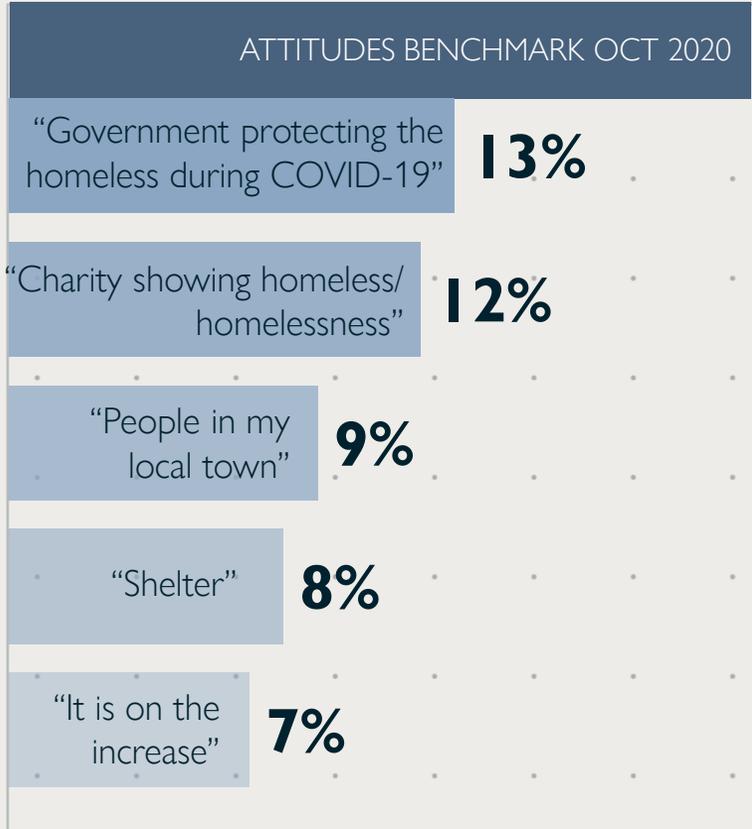
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

MEDIA RESPONSE

Detailed Recall Summary

Top 5 Most Salient Items

Themes people recall about homelessness have changed, with much less emphasis on COVID in 2021. In October, there is less emphasis on charity campaigns, and less visibility in the community compared to May.



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.

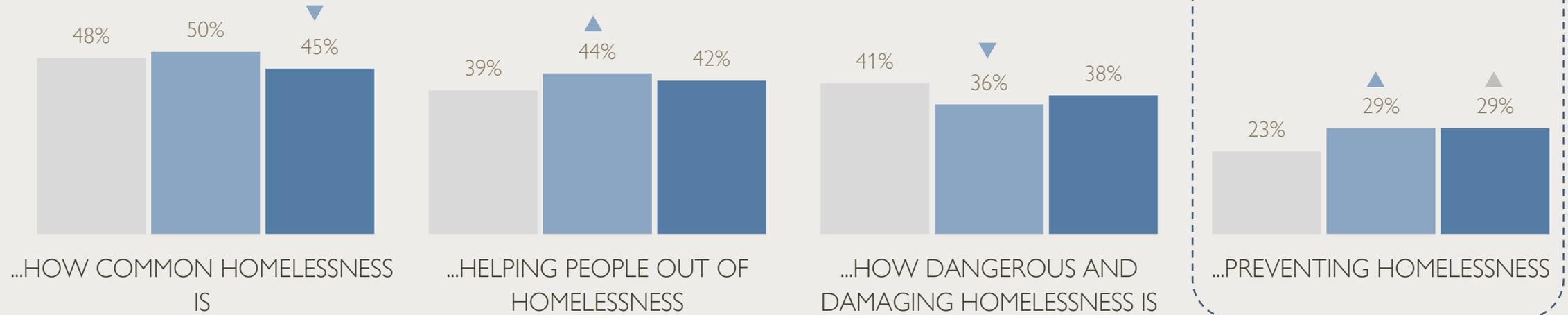
MEDIA RESPONSE

Themes

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?

Stories about preventing homelessness have become more prevalent.

THE STORIES WERE ABOUT...



■ ATTITUDES TRACKING BENCHMARK DIP - ALL WHO RECALL HOMELESSNESS BUZZ
■ ATTITUDES TRACKING DIP 3 - OCT 2021 - ALL WHO RECALL HOMELESSNESS BUZZ

■ ATTITUDES TRACKING DIP 2- MAY 2021 - ALL WHO RECALL HOMELESSNESS BUZZ

Base: Attitudes Tracking Dip 2 May 2021 seen homelessness buzz (307); Attitudes Tracking Dip 3 Oct 2021 seen homelessness buzz (276)



SIGNIFICANT SHIFT vs. YOY (95%+)

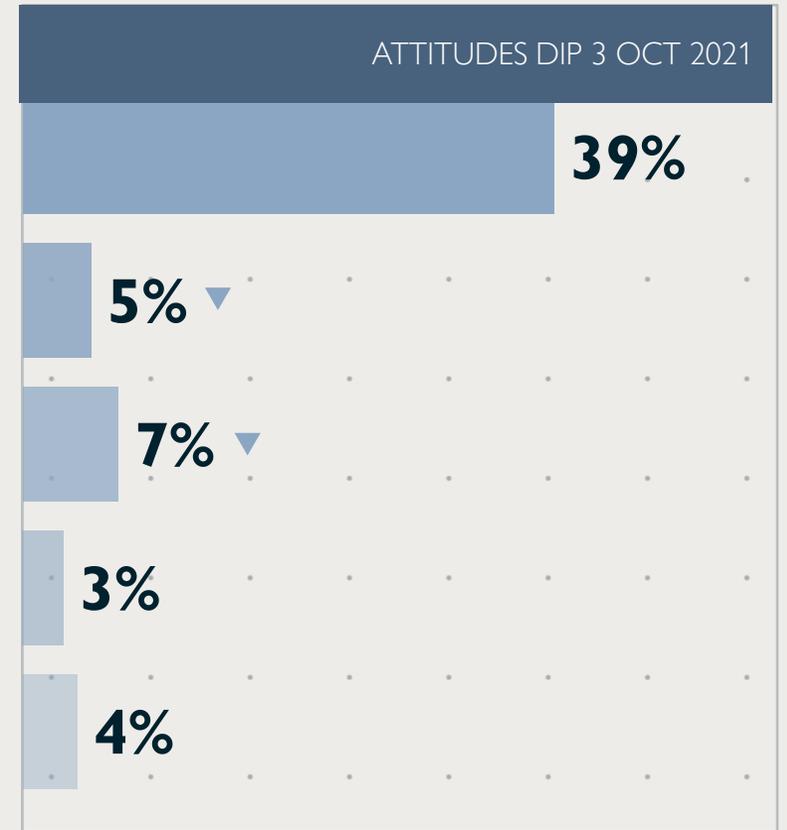
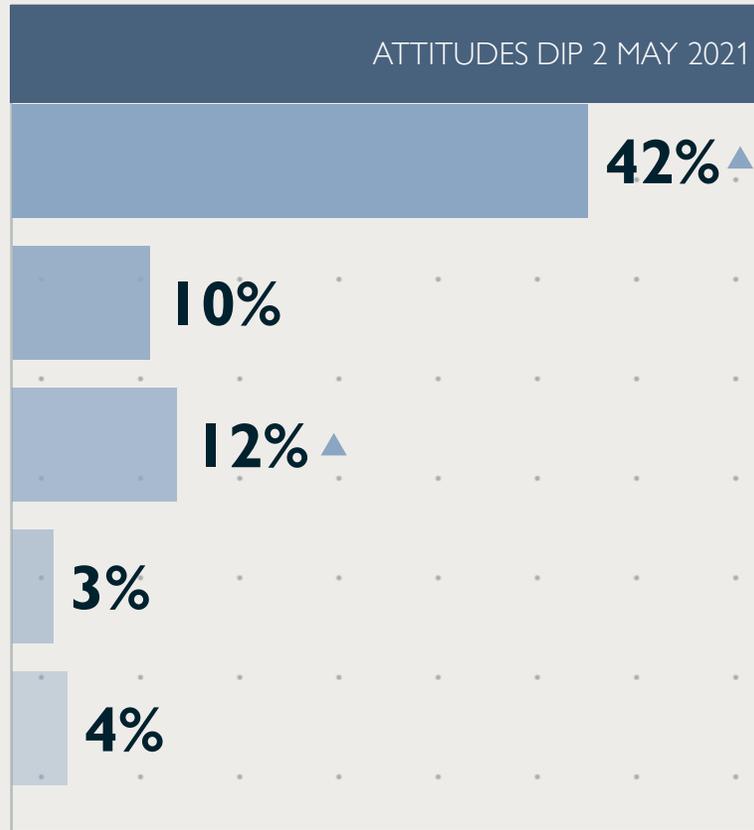
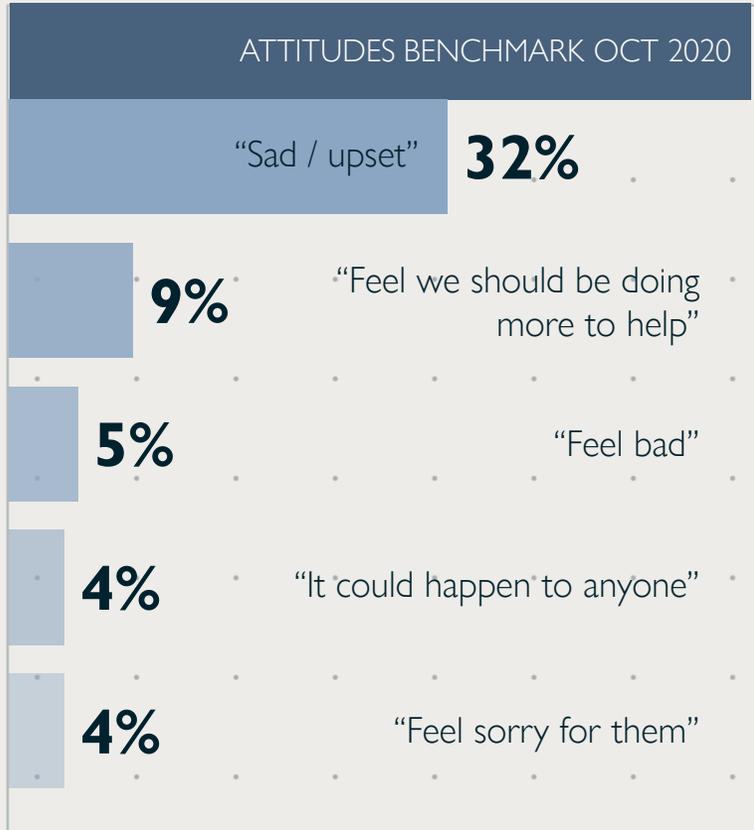


SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

MEDIA RESPONSE

Spontaneous Impressions Summary
Top 5 Most Salient Items

With people feeling more inclined to feel sad as a result of the media they've seen.



Q. Please describe how it made you think or feel about homelessness.

Base: Attitudes Tracking Dip 1 October 2020 who recall homelessness buzz (264) 2 May 2021 seen homelessness buzz (307); Dip 3 Oct 2021 seen homelessness buzz (276)



SIGNIFICANT SHIFT vs. YOY (95%+)



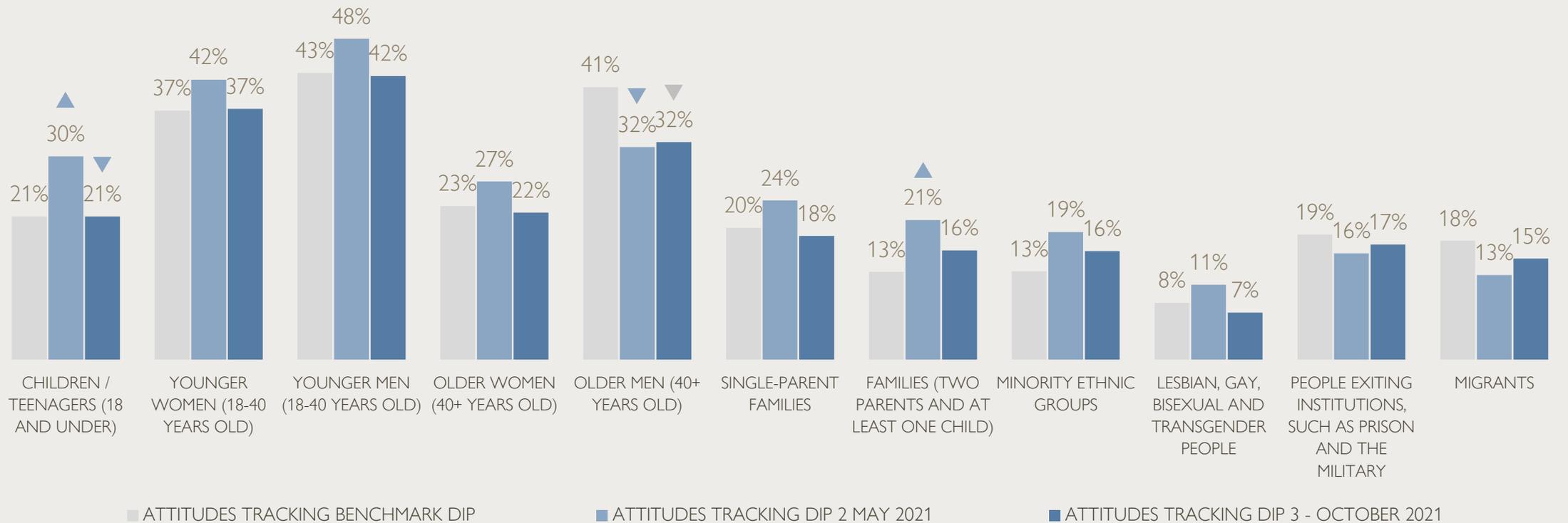
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

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?

We have a more diverse audience being represented in relation to homelessness this year, and a clear drop off in the stereotypical older male...



Base: Attitudes Tracking Dip 1 October 2020 who recall homelessness buzz (264) 2 May 2021 seen homelessness buzz (307); Dip 3 Oct 2021 seen homelessness buzz (276)



SIGNIFICANT SHIFT vs. YOY (95%+)



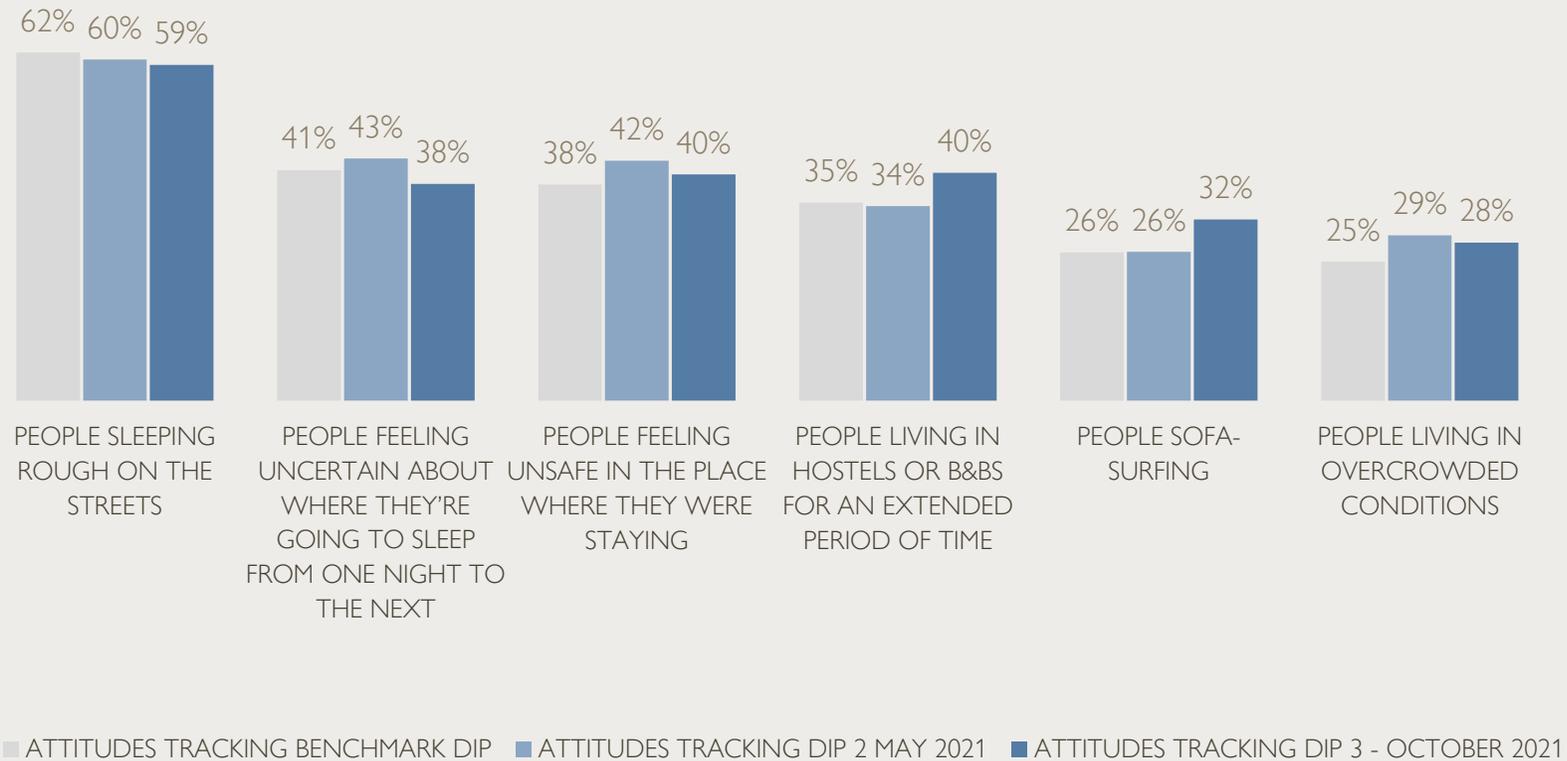
SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

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?

...and increasingly, different forms of homelessness are coming through in the media too.



Base: Attitudes Tracking Benchmark Dip October 2020 Who recall homelessness buzz (264) May 2021 who recall homelessness buzz (307) October 2021 who recall homelessness buzz (276)

Media response: What the data shows us

We can see that:

- The themes people recall about homelessness have changed, with much less emphasis on COVID in 2021
- Compared to the previous waves of data, the public had greater recollection of seeing content around prevention of homelessness in the media
- A wider diversity of people are being represented in stories relating to homelessness this year, with a clear drop off in media representations of the stereotypical older male.
- The public also showed a greater recall of content around different forms of homelessness – beyond rough sleeping.
- 'Sadness' remains the primary emotional response people recall from the media content that they've seen relating to homelessness – with an even wider gap between other responses than we saw a year ago.

In response, we can:

- Continue to communicate about prevention of homelessness and to platform diverse stories about different forms of homelessness – through messaging, case studies and imagery.
- Increase our efforts to engage media stakeholders with the framing recommendations and explore ways to reach a wider public through popular culture and other mass-audience channels.
- Focus our attention on communications which build empathy rather than sympathy – supporting experts by experience to tell stories that reflect the context behind their experience.

Salience and seriousness of homelessness

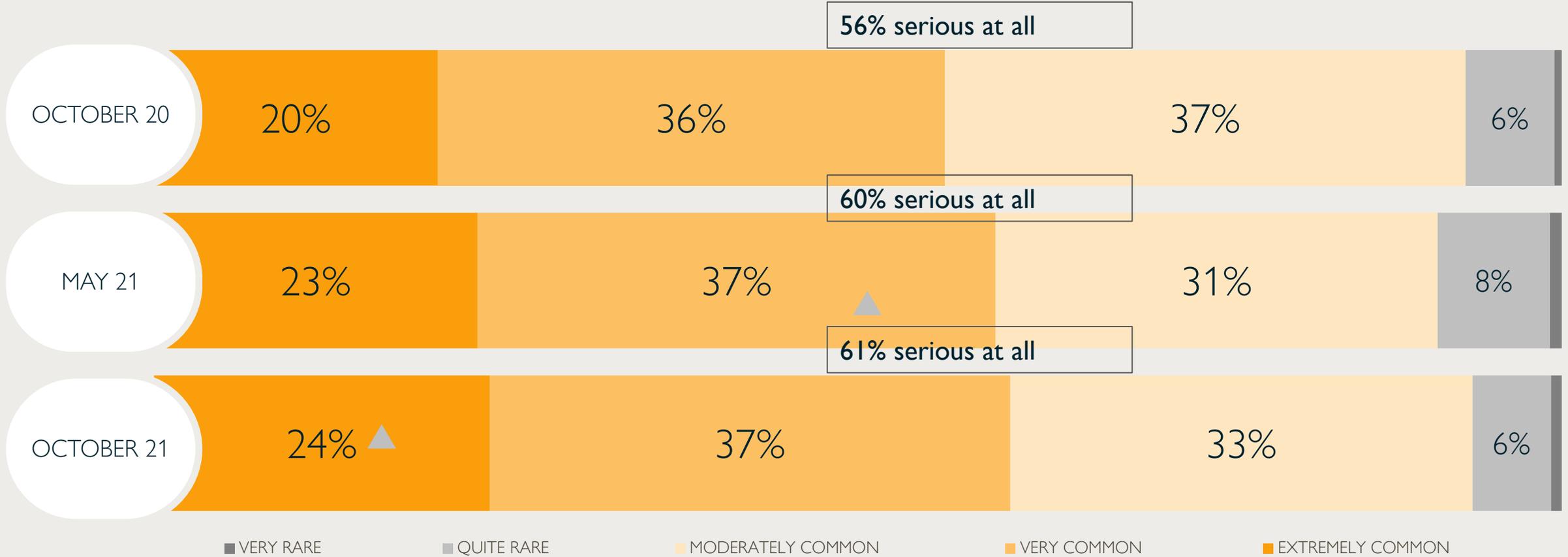
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SALIENCE & SERIOUSNESS

Homelessness Salience

Salience has been building over time

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



Base: Attitudes Dip 1 November 2020 (804) Attitudes Tracking Dip 2 May 2021 (804) Attitudes Tracking Dip 3 October 2021 (800)

▲ ▼ SIGNIFICANT SHIFT vs. YOY (95%+)

▲ ▼ SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

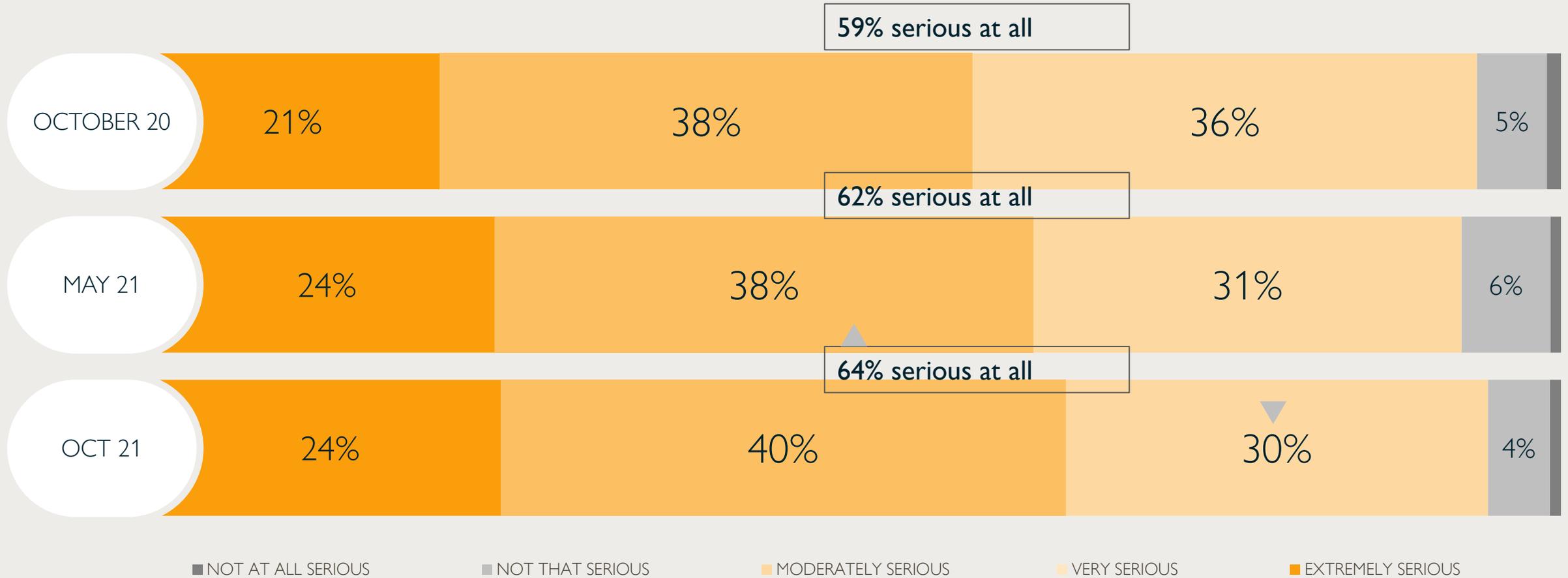


SALIENCE & SERIOUSNESS

Homelessness Seriousness

Seriousness has also built over time, too

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

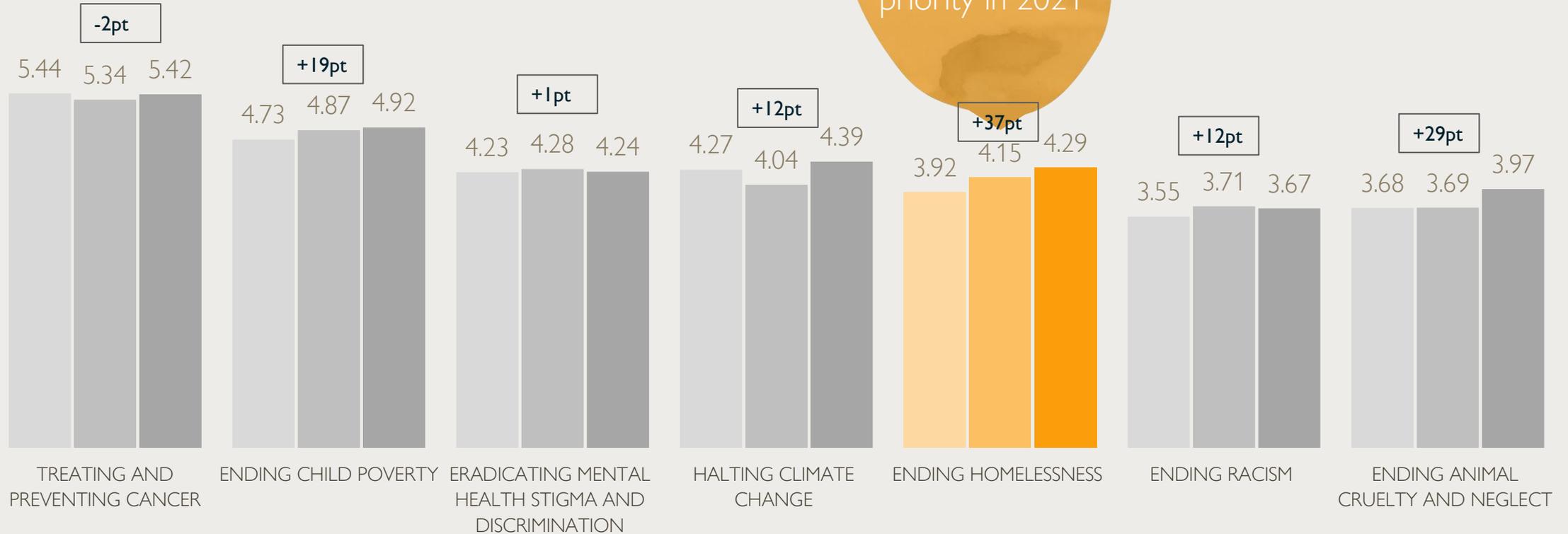


SALIENCE & SERIOUSNESS

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 prioritised.

And ending homelessness bucks the general trend here by growing in priority, while others remain relatively flat



Quickest building priority in 2021

■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES TRACKING DIP 2- MAY 2021

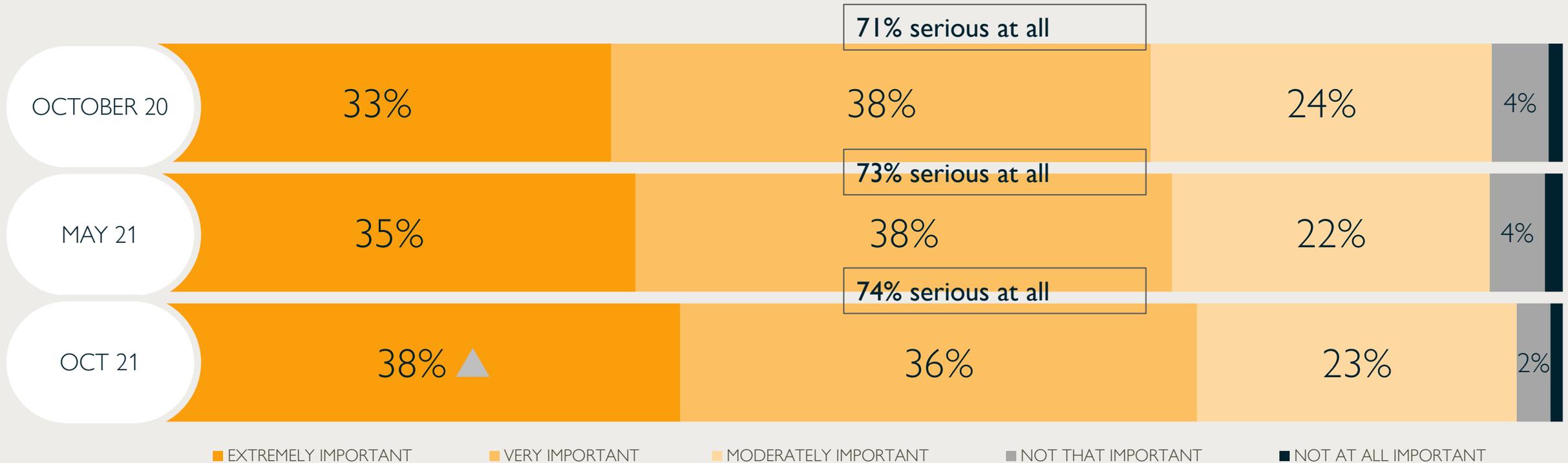
■ ATTITUDES TRACKING DIP 3- OCT 2021

SALIENCE & SERIOUSNESS

Importance of Reducing Homelessness

Most impressively, the importance of reducing homelessness has also grown this October.

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



Importance of Reducing Homelessness

Media Analysis YOY

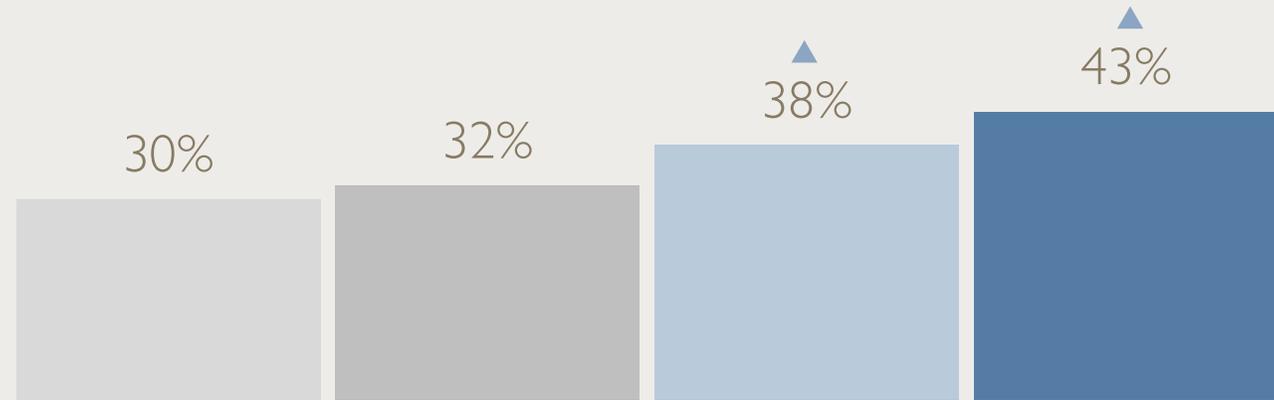
Q How important do you think it is to reduce homelessness in this country?

 SIGNIFICANT SHIFT vs. YOY (95%+)

 SIGNIFICANT SHIFT vs. NON AWARE (95%+)

The media analysis shows that media has a significant positive impact on this metric, and that the effect has increased in 2021.

FEEL THAT REDUCING HOMELESSNESS IS EXTREMELY IMPORTANT



FEEL THAT REDUCING HOMELESSNESS IS EXTREMELY IMPORTANT

- NON AWARE OF HOMELESSNESS BUZZ - OCTOBER 2020 BENCHMARK
- NON AWARE OF HOMELESSNESS BUZZ - 2021 TOTAL
- AWARE OF HOMELESSNESS BUZZ - OCTOBER 2020 BENCHMARK
- AWARE OF HOMELESSNESS BUZZ - 2021 TOTAL

Base: Attitudes Tracking Benchmark Dip October 2020: recall homelessness buzz (264); Don't recall homelessness buzz (540). 2021 Total: recall homelessness buzz (583); Don't recall homelessness buzz (1021).

SALIENCE & SERIOUSNESS

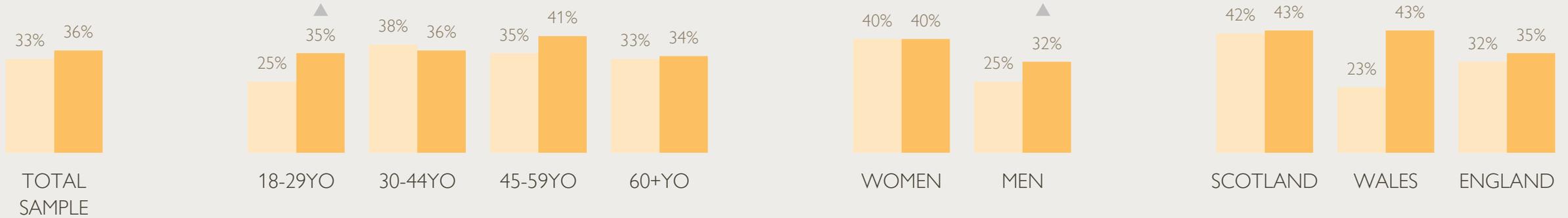
Importance of Reducing Homelessness

BY AUDIENCE

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

FEEL THAT REDUCING HOMELESSNESS IS EXTREMELY IMPORTANT

The build is being driven across three different audiences: **18-29YO, men and Wales.**



■ ATTITUDES TRACKING BENCHMARK- OCTOBER 2020

■ ATTITUDES TRACKING ANNUAL READ 2021

Base: Attitudes Tracking Benchmark Dip (804): May 2021 (804) October 2021 (800)



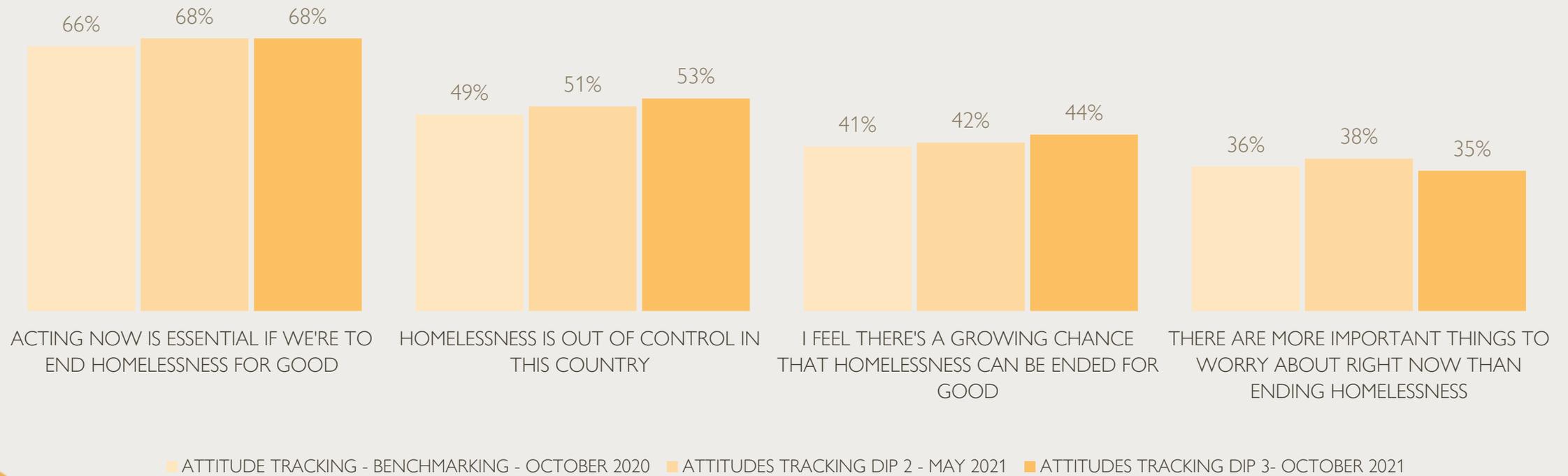
SIGNIFICANT SHIFT vs. YOY (95%+)

SALIENCE & SERIOUSNESS

Attitudinal Statements

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

There's no significant shift in these attitudes about importance, but potentially some early indications of growth.



Media response: What the data shows us

We can see that:

- The public continue to recognise that homelessness in the UK is common – and there has been a steady growth in understanding of this as a serious problem.
- Ending homelessness bucks the general trend compared to other issue areas by growing as a priority for the public while other issues have remained static.
- There's a sense that the importance of ending homelessness is steadily building, even when other causes have fluctuated over time. This build looks to be driven by audiences we've seen falling behind in the past. Awareness of media has a significant positive impact on this metric.

In response, we can:

- Take care to ensure that this increased understanding of homelessness as a serious problem is met with clear solutions to show that ending homelessness is possible – to avoid any increase in fatalistic thinking.
- Strengthen efforts to engage UK media with the framing recommendations as it is clear that media exposure to media coverage has a significant impact on public attitudes to homelessness.
- Continue to invest in developing public facing campaign content that utilises tested framing recommendations, as it is clear exposure to campaign content has a significant impact on public attitudes to homelessness.

Types of homelessness

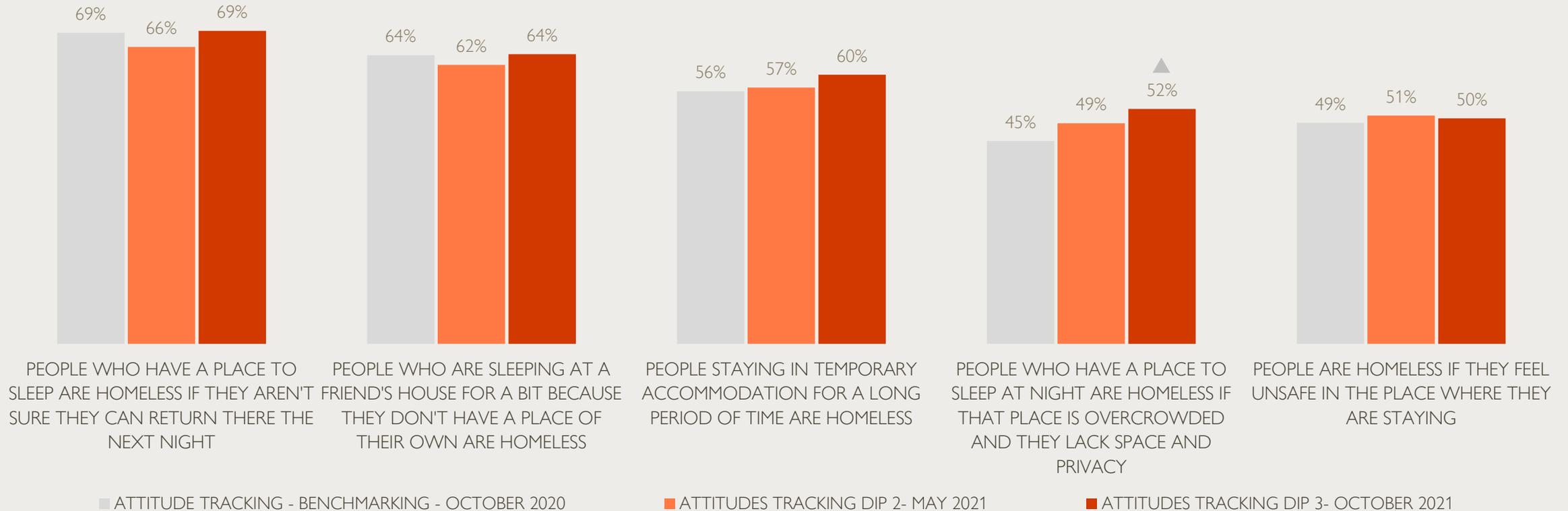
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TYPES OF HOMELESSNESS

Homelessness Truths

% AGREE AT ALL

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



We're seeing some positive builds in more well-rounded definitions of homelessness

TYPES OF HOMELESSNESS

Homelessness Truths: *Media Analysis YOY*

% AGREE AT ALL

This is very much driven by campaigns and media.



Base: Tracking Benchmarking Dip October 2020 Aware of Homelessness Buzz (264) Not aware of homelessness buzz (540)
 Attitudes Tracking Annual Read October 2021 Aware of Homelessness Buzz (583) Not aware of homelessness buzz (1021)



SIGNIFICANT SHIFT vs. YOY (95%+)



SIGNIFICANT SHIFT vs. NON AWARE (95%+)

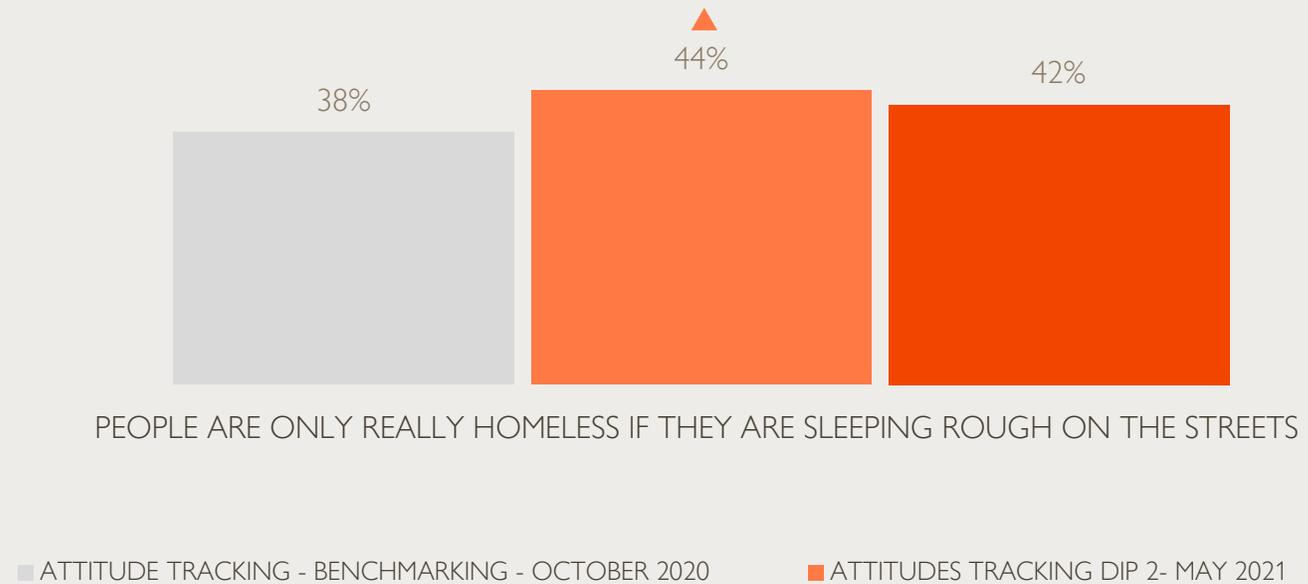
TYPES OF HOMELESSNESS

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

We are yet to see an erosion in the mental shortcut around rough sleeping, however.



Base: Attitudes Tracking Benchmark Dip (804). Attitudes Tracking Dip 2 May 2021 (804) Dip 3 October 2021 (800)



SIGNIFICANT SHIFT vs. DIP 1 (95%+)



SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

Types of homelessness: What the data shows us

We can see that:

- There have been some small (but promising) increases in public agreement with statements that indicate a more rounded understanding homelessness.
- Agreement with these 'homelessness truths' has increased particularly for those who are aware of media coverage relating to homelessness.
- Knowledge is improving around different types of homelessness. However, this isn't yet taking away from the idea that homelessness = rough sleeping.

In response, we can:

- Keep working hard to erode the deeply entrenched belief that homelessness = rough sleeping. As well as communicating about other forms of homelessness, we should also consider where we 'start' stories and case studies about rough sleeping.
- Consider how can we more effectively bring to life the pressures that people face before they are pushed into sleeping rough. Ensuring that other forms of hidden homelessness or housing precarity someone has experienced are not missed from their story.

Causes of homelessness

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CAUSES OF HOMELESSNESS

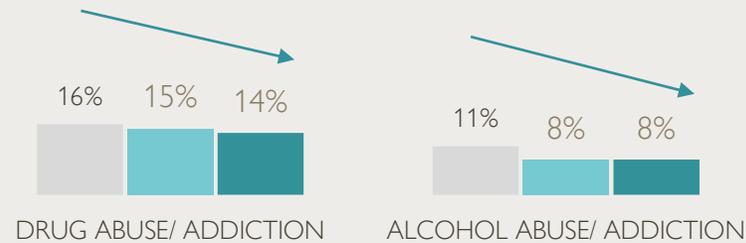
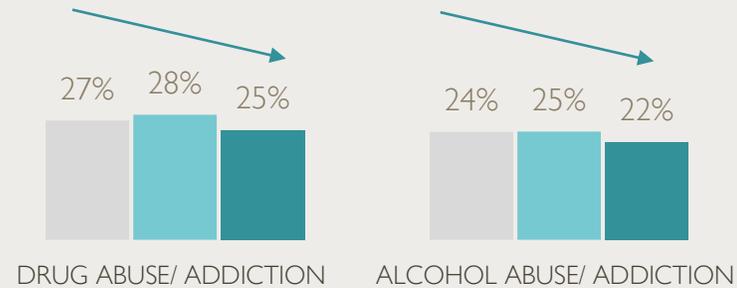
CAUSES OF HOMELESSNESS:

Drugs & Alcohol

Drugs and alcohol as a cause of homelessness look to be decreasing.

ALMOST ALWAYS CAUSES HOMELESSNESS:

MOST COMMON CAUSES OF HOMELESSNESS



- ATTITUDES BENCHMARKING OCTOBER 2020
- ATTITUDES TRACKING DIP 2 MAY 2021
- ATTITUDES TRACKING- DIP 3- OCTOBER 2021

- ATTITUDES BENCHMARKING- OCTOBER 2020
- ATTITUDES TRACKING DIP 2 MAY 2021
- ATTITUDES TRACKING- DIP 3- OCTOBER 2021

“Drug abuse / use / addiction”

OCT 2020

MAY 2021

OCT 2021

26%

21%[▼]

19%[▼]

“Alcohol / alcohol abuse”

OCT 2020

MAY 2021

OCT 2021

16%

11%[▼]

9%[▼]

Q. Please can you tell us what you think the main causes of homelessness are?/ E2. In your view, how much do each of the following cause homelessness in this country?/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.

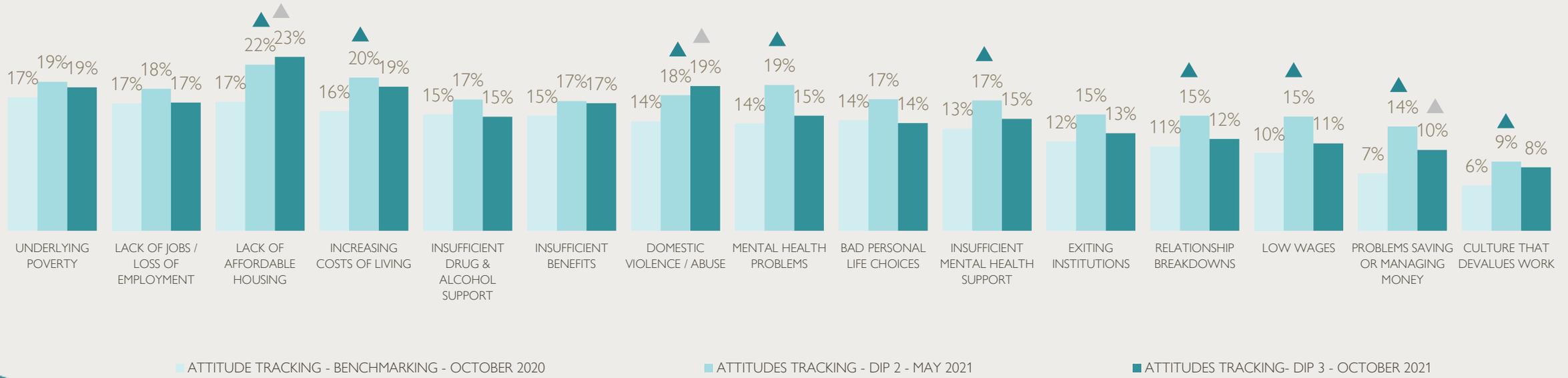


CAUSES OF HOMELESSNESS

ALMOST ALWAYS Cause of Homelessness

E2. In your view, how much do each of the following cause homelessness in this country?

Across the board it looks like we're starting to see a broadening in people's understanding of the variety of causes of homelessness



Base: Total seen homelessness buzz Dip 1 (800) Dip 2 (804) Dip 3 (800)

SIGNIFICANT SHIFT vs. DIP 1 (95%+)

SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

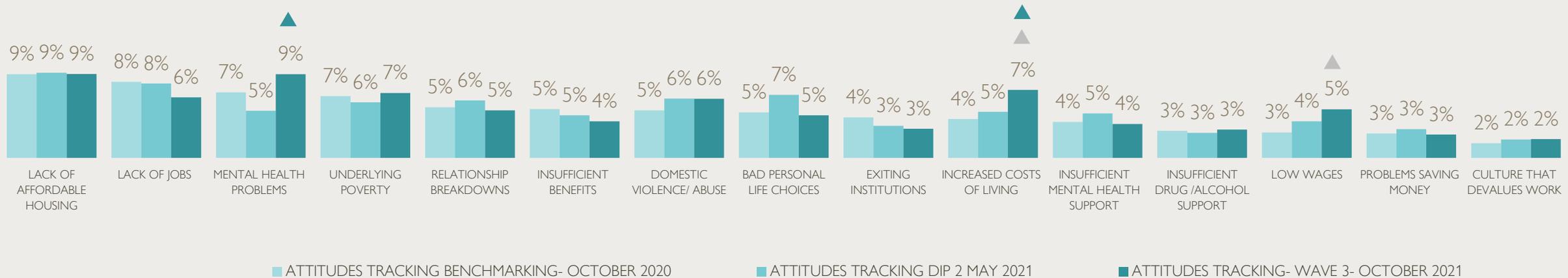


CAUSES OF HOMELESSNESS

MOST COMMON Cause of Homelessness

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.

This is reflected, too, in people's perceptions of the 'most common' causes of homelessness. The cost of living linked to low wages comes through stronger in 2021.



Base: Attitudes Benchmarking Dip 1- October 2020 (765) Attitudes Tracking Dip 2 May 2021 (755)



SIGNIFICANT SHIFT vs. DIP 1 (95%+)



SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

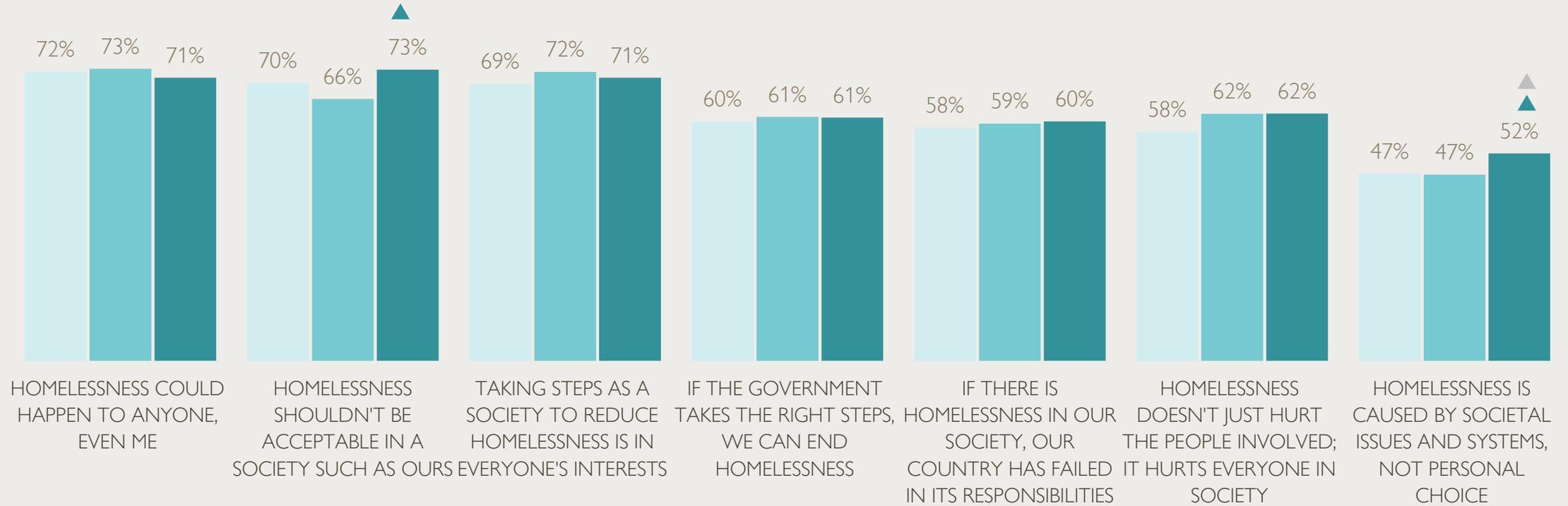
CAUSES OF HOMELESSNESS

Homelessness perceptions- societal

Lots of the ideas about society and collective responsibility have increased here.

% AGREE AT ALL

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*



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES TRACKING DIP 2 - MAY 2021

■ ATTITUDES TRACKING DIP 3- OCTOBER 2021

Base: Attitudes Dip 1 November 2020 (807) Attitudes annual read 2021 (1604)



SIGNIFICANT SHIFT vs. DIP 1 (95%+)



SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

Homelessness

Perceptions

Media Analysis YOY

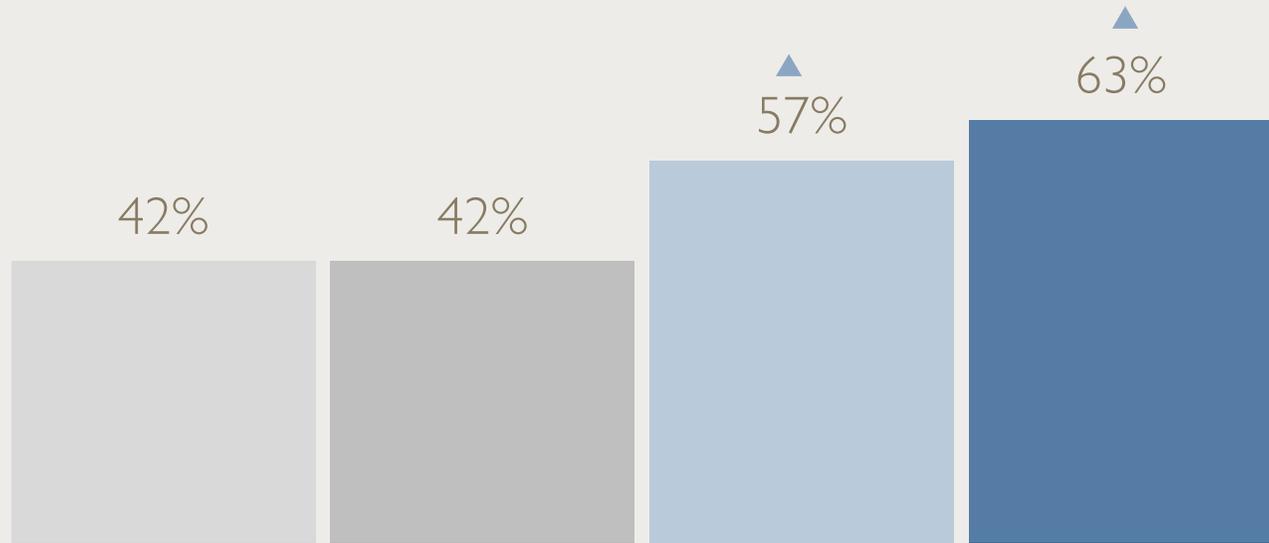
Q.. Here's some statements people have made about homelessness - we'd like to know what you think about the extent to which you agree or disagree with each one

 SIGNIFICANT SHIFT vs. YOY (95%+)

 SIGNIFICANT SHIFT vs. NON AWARE (95%+)

Media has a key impact in driving the perception that societal issues are the root cause of homelessness.

AGREE HOMELESSNESS IS CAUSED BY SOCIETAL ISSUES, NOT PERSONAL CHOICE



- NON AWARE OF HOMELESSNESS BUZZ - OCTOBER 2020 BENCHMARK
- NON AWARE OF HOMELESSNESS BUZZ - 2021 TOTAL
- AWARE OF HOMELESSNESS BUZZ - OCTOBER 2020 BENCHMARK
- AWARE OF HOMELESSNESS BUZZ - 2021 TOTAL

Base: Attitudes Tracking Benchmark Dip October 2020: recall homelessness buzz (264); Don't recall homelessness buzz (540). 2021 Total: recall homelessness buzz (583); Don't recall homelessness buzz (1021).

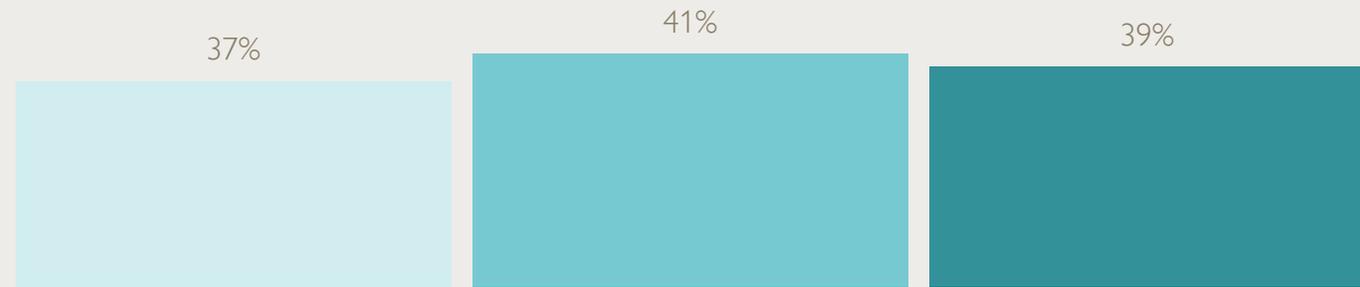
CAUSES OF HOMELESSNESS

Homelessness Perceptions *Individual Responsibility*

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

Yet again, the entrenched mental shortcut around individualism is seemingly harder to shift.



PEOPLE WHO ARE HOMELESS ARE OFTEN RESPONSIBLE FOR THEIR OWN SITUATION

ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

ATTITUDES TRACKING DIP 2 - MAY 2021

ATTITUDES TRACKING DIP 3 - OCTOBER 2021



Causes of homelessness: What the data shows us

We can see that:

- Public perception of drugs and alcohol as the main cause of homelessness appears to be decreasing.
- There seems to be a broadening in people's understanding of the variety of causes of homelessness, with the costs of living becoming an ever more prevalent issue in people's minds.
- Despite this, the idea that people experiencing homelessness are 'responsible for their own situation' remains entrenched.

In response, we can:

- Keep working hard to clearly explain the structural causes of homelessness. Using the constant pressure metaphor is important for helping to explain the systems and structures that force people into homelessness.
- Watch out for activating strong mental shortcuts around behaviour, choice, and willpower.

Solutions and optimism

Framing Homelessness attitude tracking

SOLUTIONS + OPTIMISM

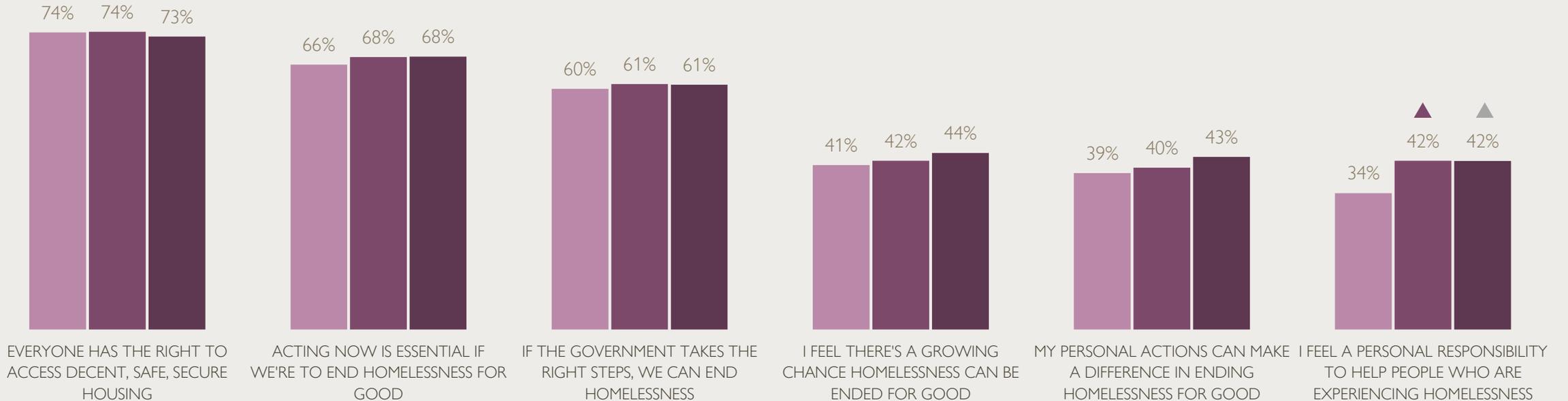
Homelessness Perceptions

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.

We've got a growing sense of optimism towards homelessness coming through attitudes, specifically linked to people's personal actions.

% AGREE AT ALL



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES TRACKING DIP 2 - MAY 2021

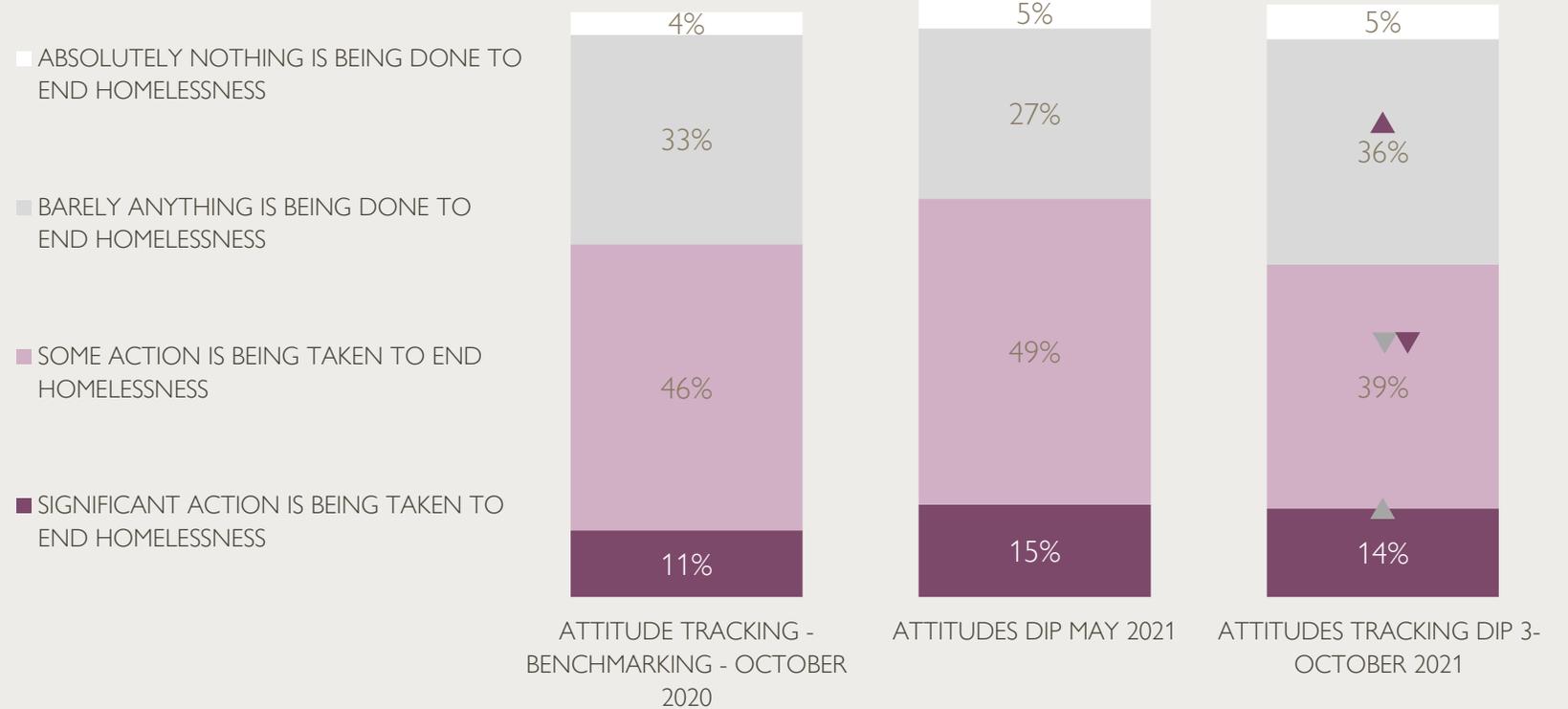
■ ATTITUDES TRACKING DIP 3 - OCTOBER 2021



Action Taken Towards Ending Homelessness

C4.. Thinking about the UK as a whole, to what extent do you think that there is something being done to end homelessness for good?

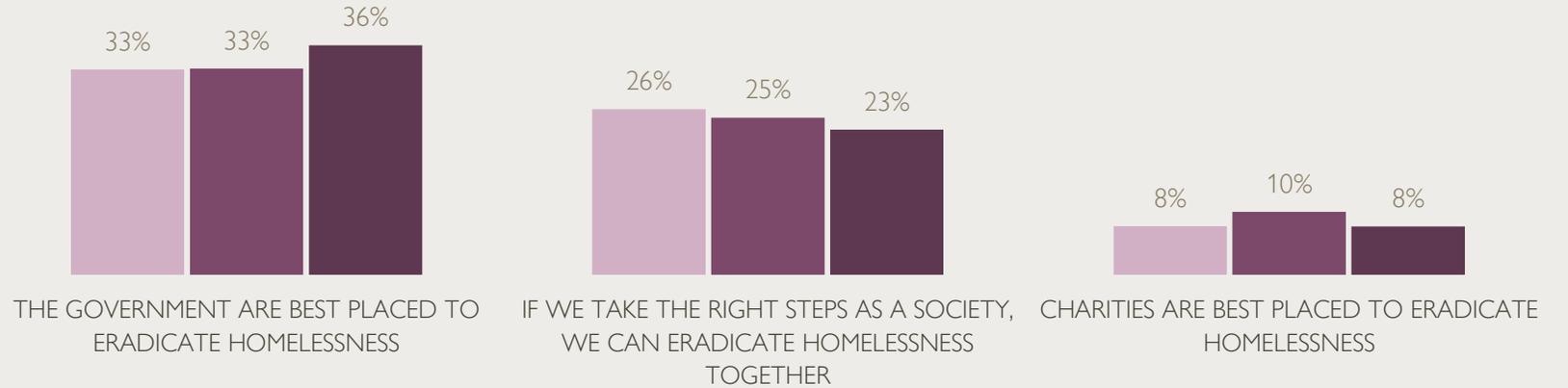
However, as a result of apparent greater knowledge and awareness of homelessness, people have more polarized views around the idea of how much action is being taken to end homelessness.



Mental Shortcut
Homelessness is Inevitable

B6. Thinking about homelessness, which of the following statements best applies...

Indeed, increasing numbers see the overall responsibility lying with the government.



ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

ATTITUDES DIP 2 - MAY 2021

ATTITUDES TRACKING DIP 3- OCTOBER 2021

Base: Attitudes Tracking Benchmark Dip (804). 2019 Attitudes Dip 2 May 2021 (804) Dip 3 October 2021 (800)



SIGNIFICANT SHIFT vs. YOY (95%+)

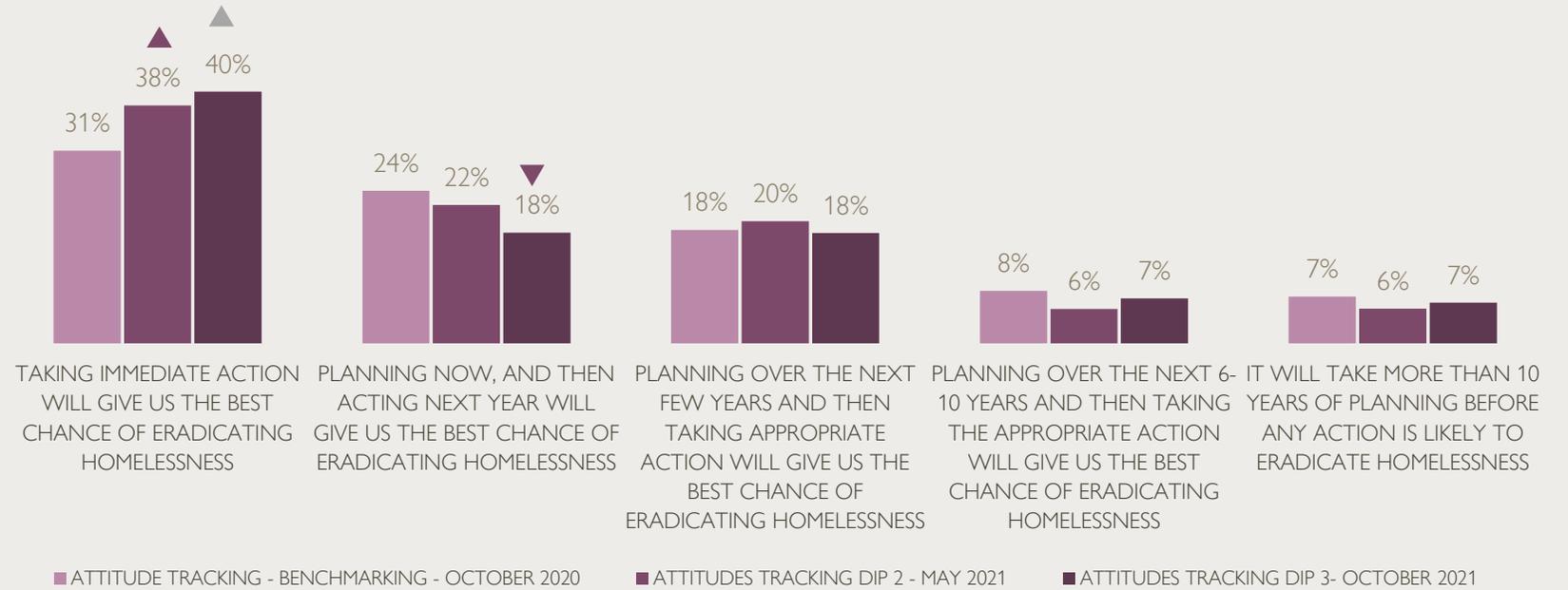


SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

Homelessness Urgency

Q. Still thinking about each of these causes, when do we need to act in order to have the best chance of eradicating them from our society?

Encouragingly, support for taking immediate action has grown significantly over time



Base: Attitudes Tracking Benchmark Dip (804); Attitudes Tracking Dip 2 - May 2021 (804) Dip 3 October 2021 (800)



SIGNIFICANT SHIFT vs. DIP 1 (95%+)



SIGNIFICANT SHIFT vs. PREVIOUS DATA POINT (95%+)

Homelessness Urgency

Media Analysis YOY

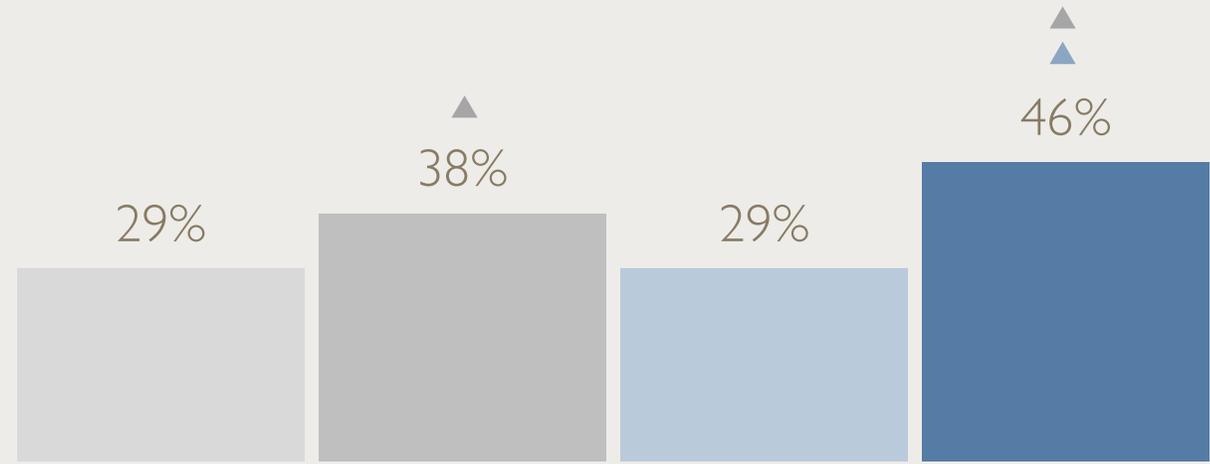
Q. Still thinking about each of these causes, when do we need to act in order to have the best chance of eradicating them from our society?

 SIGNIFICANT SHIFT vs. YOY (95%+)

 SIGNIFICANT SHIFT vs. NON AWARE (95%+)

Urgency is increasing organically, but is something which is driven to an even greater extent by the media.

BELIEVE TAKING IMMEDIATE ACTION WILL GIVE US THE BEST CHANCE OF ERADICATING HOMELESSNESS



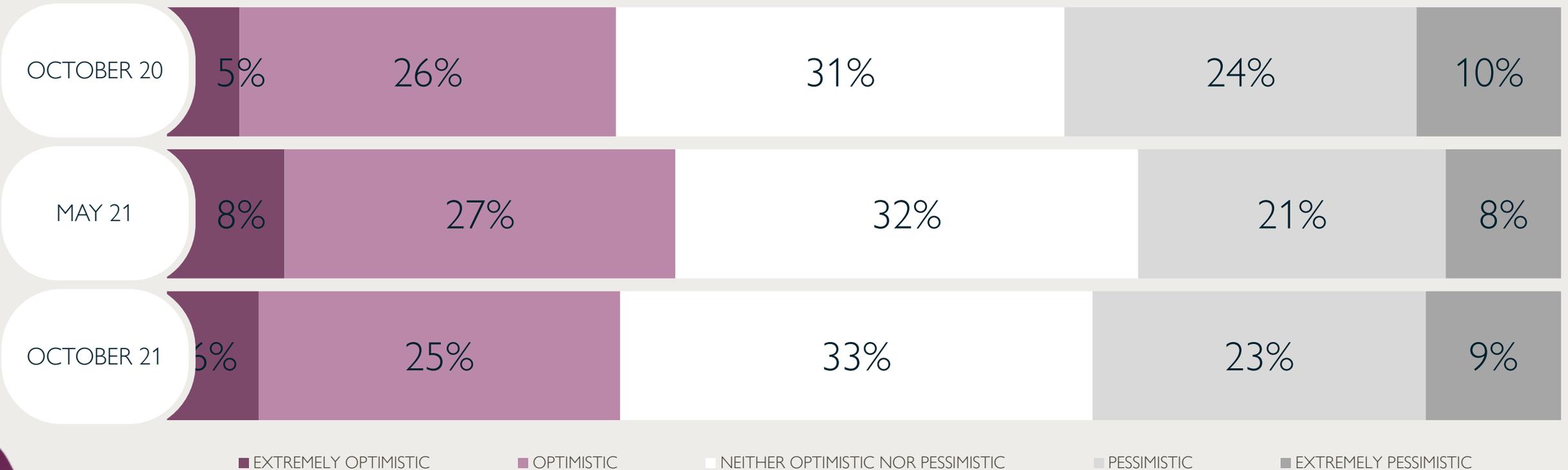
- ATTITUDES TRACKING BENCHMARK - BUZZ NON AWARE
- ATTITUDES TRACKING ANNUAL READ 2021 - NON-AWARE
- ATTITUDES TRACKING BENCHMARKING-BUZZ NON AWARE
- ATTITUDES TRACKING ANNUAL READ 2021 - BUZZ AWARE

SOLUTIONS + OPTIMISM

Optimism Towards Homelessness

Q. Still thinking about each of these causes, how optimistic or pessimistic do you feel that we can eventually eradicate each of them from our society? - Homelessness

As yet, optimism hasn't changed overall...



Cause Optimism

Mean Score

...but this is the case for all causes across the board – it’s been a rough two years.

Q. Still thinking about each of these causes, how optimistic or pessimistic do you feel that we can eventually eradicate each of them from our society?

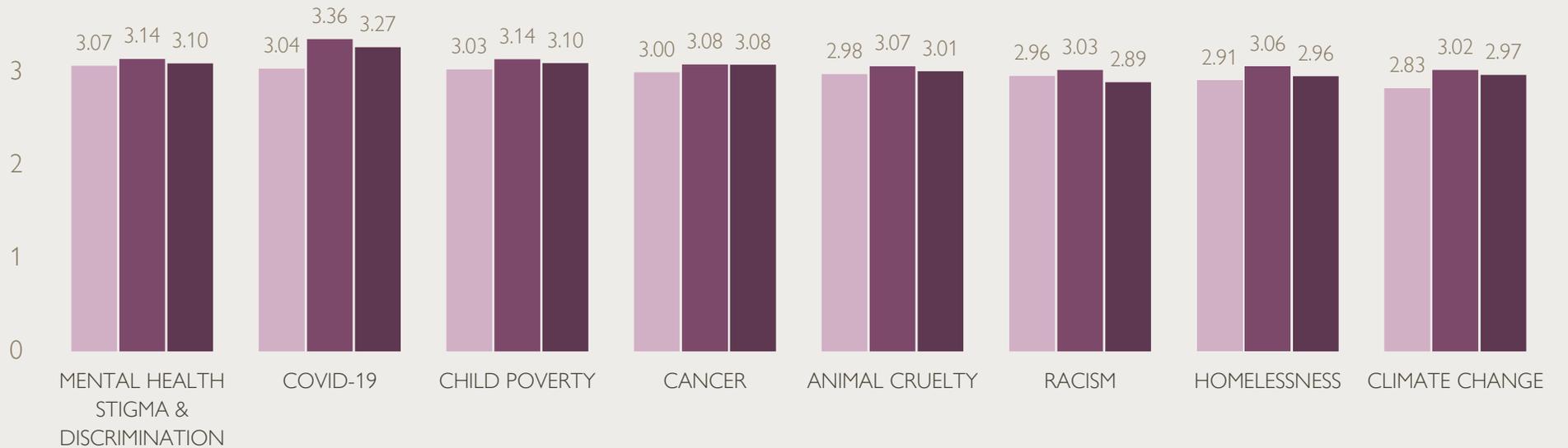
EXTREMELY OPTIMISTIC: 5

OPTIMISTIC: 4

NEITHER : 3

PESSIMISTIC: 2

EXTREMELY PESSIMISTIC: 1



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

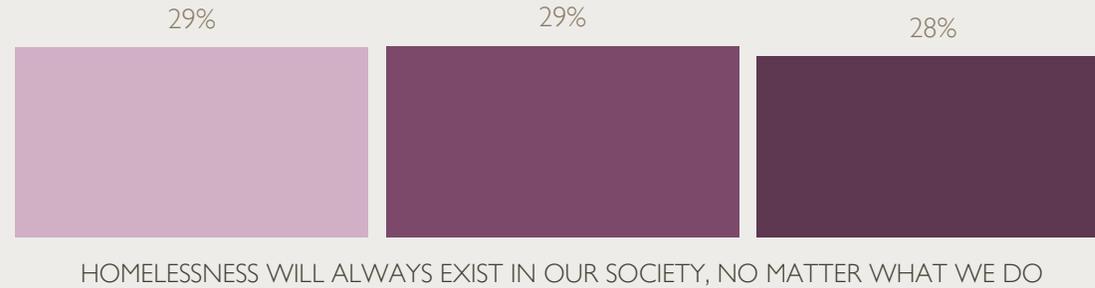
■ ATTITUDES DIP 2 - MAY 2021

■ ATTITUDES DIP 3 OCTOBER 2021

Mental Shortcut *Homelessness is Inevitable*

B6. Thinking about homelessness, which of the following statements best applies...

But, we're seeing the first signs of movement on the inevitability shortcut.



■ ATTITUDE TRACKING - BENCHMARKING - OCTOBER 2020

■ ATTITUDES DIP 2 - MAY 2021

■ ATTITUDES TRACKING DIP 3- OCTOBER 2021

Solutions and optimism: What the data shows us

We can see that:

- Since the baseline data was collected, there has been a significant increase in people agreeing they have a personal responsibility to help people experiencing homelessness.
- There is uncertainty around the idea of how much action is being taken to end homelessness with responses becoming more polarized since the first wave of research.
- There has been a steady increase in agreement that the Government are best placed to end homelessness. At the same time, there has been a slight decrease in agreement with the idea that we can take action together as a society to end homelessness.

In response, we can:

- Use interdependence value frame to further strengthen a sense of community responsibility for ending homelessness - Reminding people that we all benefit when our society is stronger
- Clearly communicate the impact of efforts to end homelessness. Balancing the scale of the problem, with the big solutions we know can help to end homelessness.
- Utilise the public's sense of Government responsibility to help shape and add weight to policy and campaigns work – and to show decision makers that the public expect them to take action.

Year one conclusions

Framing conclusions and recommendations

- Shifting public attitudes to homelessness is not a 'quick-fix' - it requires a sustained and concerted effort across the homelessness sector - and beyond.
- We can see early indications of positive shifts in terms of knowledge and attitudes– with the public starting to build a broader understanding about types of homelessness, who it can affect, and what can cause it.
- This broader understanding is particularly the case for those who have been exposed to media buzz about homelessness. Engaging the media and finding other ways to directly engage the public has the potential to significantly change public attitudes.
- Despite many indications of positive shifts in understanding and attitudes, deeply held mental shortcuts – such as the understanding of homelessness as rough sleeping – remain ingrained.
- Our tested frames for talking about homelessness offer us the tools we need to better explain what homelessness is, how it happens and how it can be solved. Working together as a sector – and with other partners – to use these frames will help shift attitudes to homelessness.



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