

Homelessness and evidence

November-December 2020



**Centre for
Homelessness Impact**

Ipsos MORI





Centre for
Homelessness Impact

Survey details

- Survey conducted by Ipsos MORI for the Centre for Homelessness Impact.
- Conducted Ipsos MORI's **online** panel.
- Quotas set to secure nationally representative sample of **2,180 UK adults aged 16-75**.
- Booster samples achieved in Wales (514), Scotland (516) and Northern Ireland (200) to add to 950 in England.
- Fieldwork was conducted between **25 November – 2 December 2020**.
- Data has been weighted to the known population profile at the UK level.
- Aggregate-level results are subject to confidence intervals e.g. **±2** for a 50% finding (95% confidence level).
- Where results (or composite scores e.g. % agree + % disagree) do not sum to 100% this may be due to computer rounding or multiple responses being allowed.

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Concern and expectations



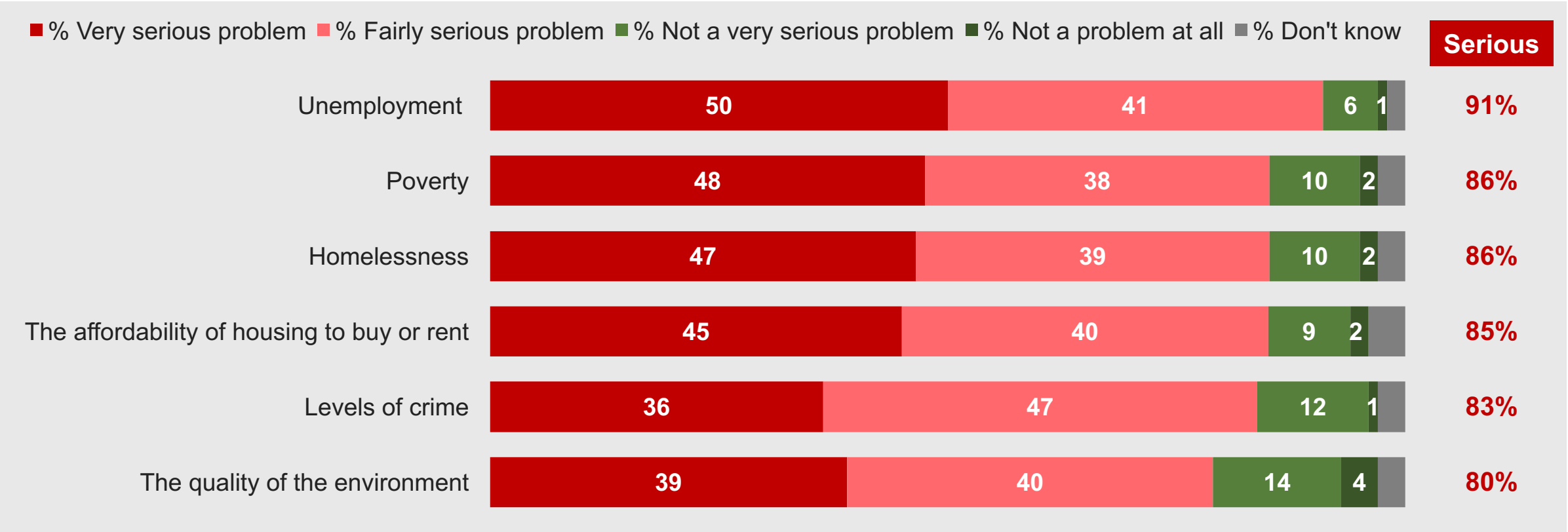
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Almost 9 in 10 say that homelessness is a serious problem facing the country today; 47% think it is very serious

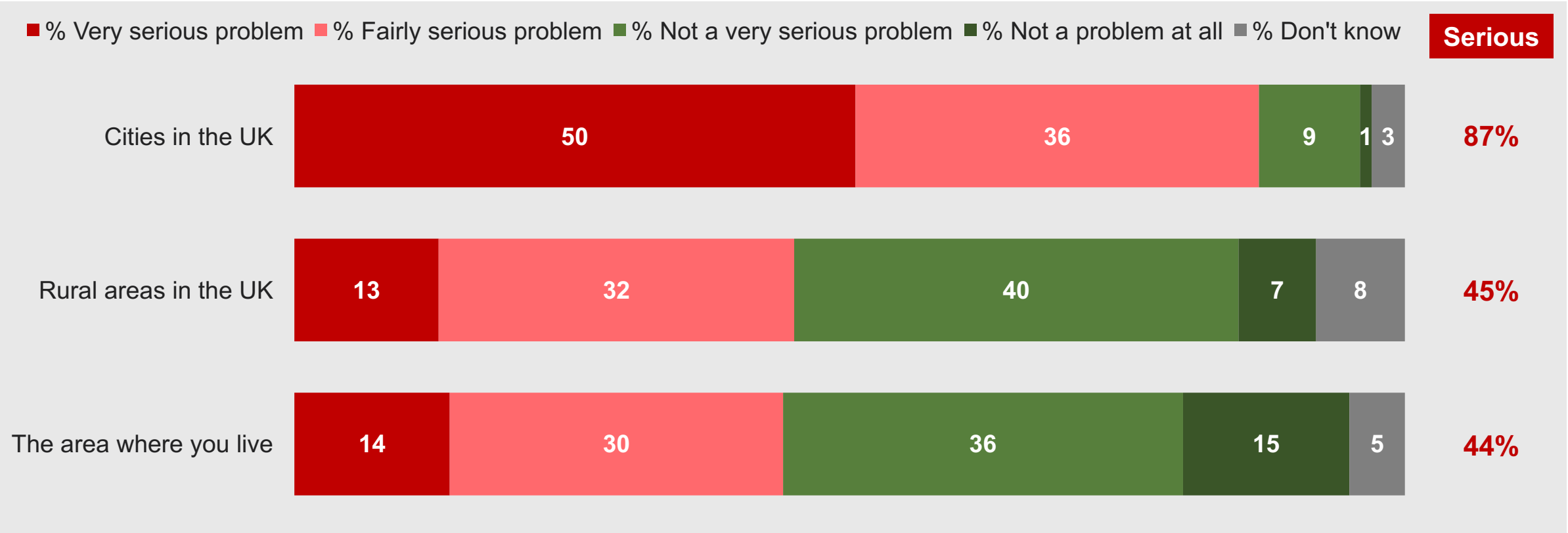
Q. Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Homelessness is seen predominantly as a problem in cities, less so in rural areas and the local area

Q. Now thinking about homelessness, how serious a problem, if at all, do you think it is in the following areas?

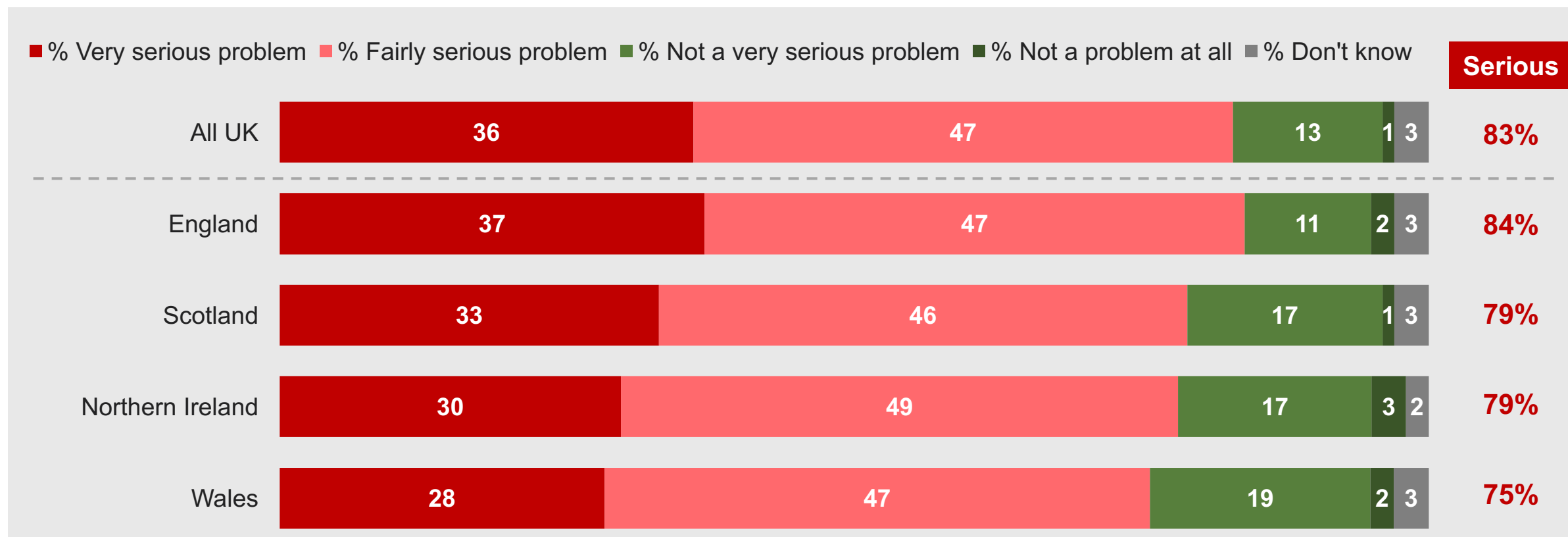


Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

In England, people are relatively more likely to describe the situation as a very or fairly serious problem in *their country* (84%) but sentiment is similar in Scotland, Northern Ireland and Wales

Q. Now thinking about homelessness, how serious a problem, if at all, do you think it is in the following areas?...

ENGLAND/WALES/SCOTLAND/NORTHERN IRELAND



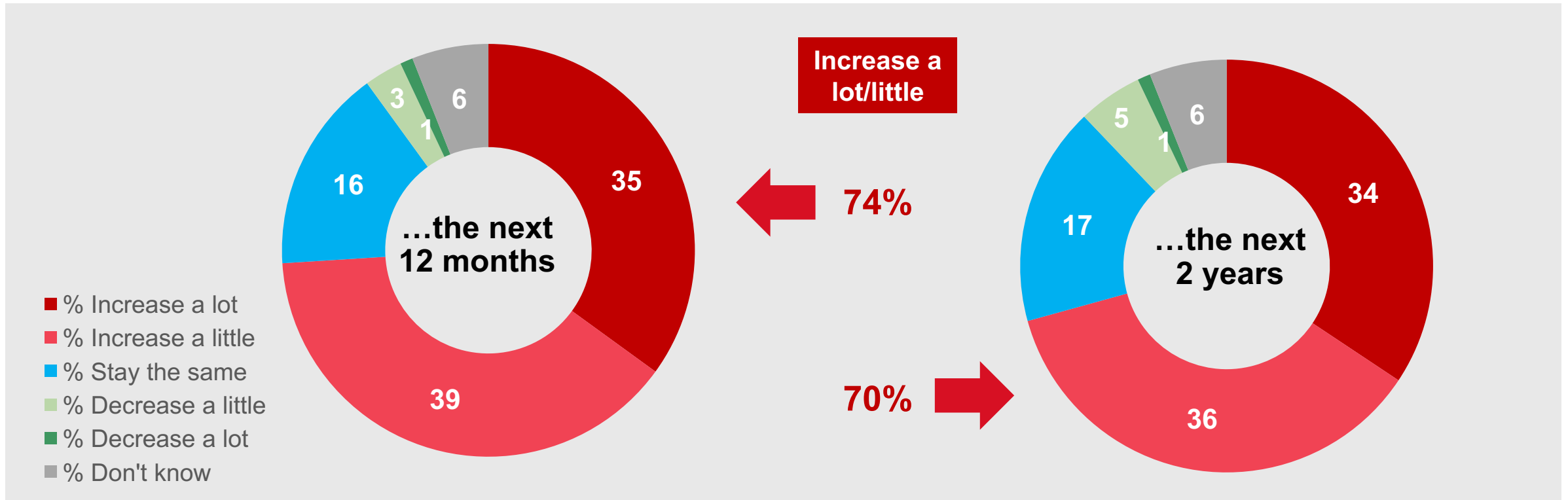
Source: Ipsos MORI | Base: All UK adults 16-75 (2180); England (950); Wales (514); Scotland (516); Northern Ireland (200) :

Fieldwork dates: 25 November to 2 December 2020



There is a strong expectation that homelessness will increase in the UK

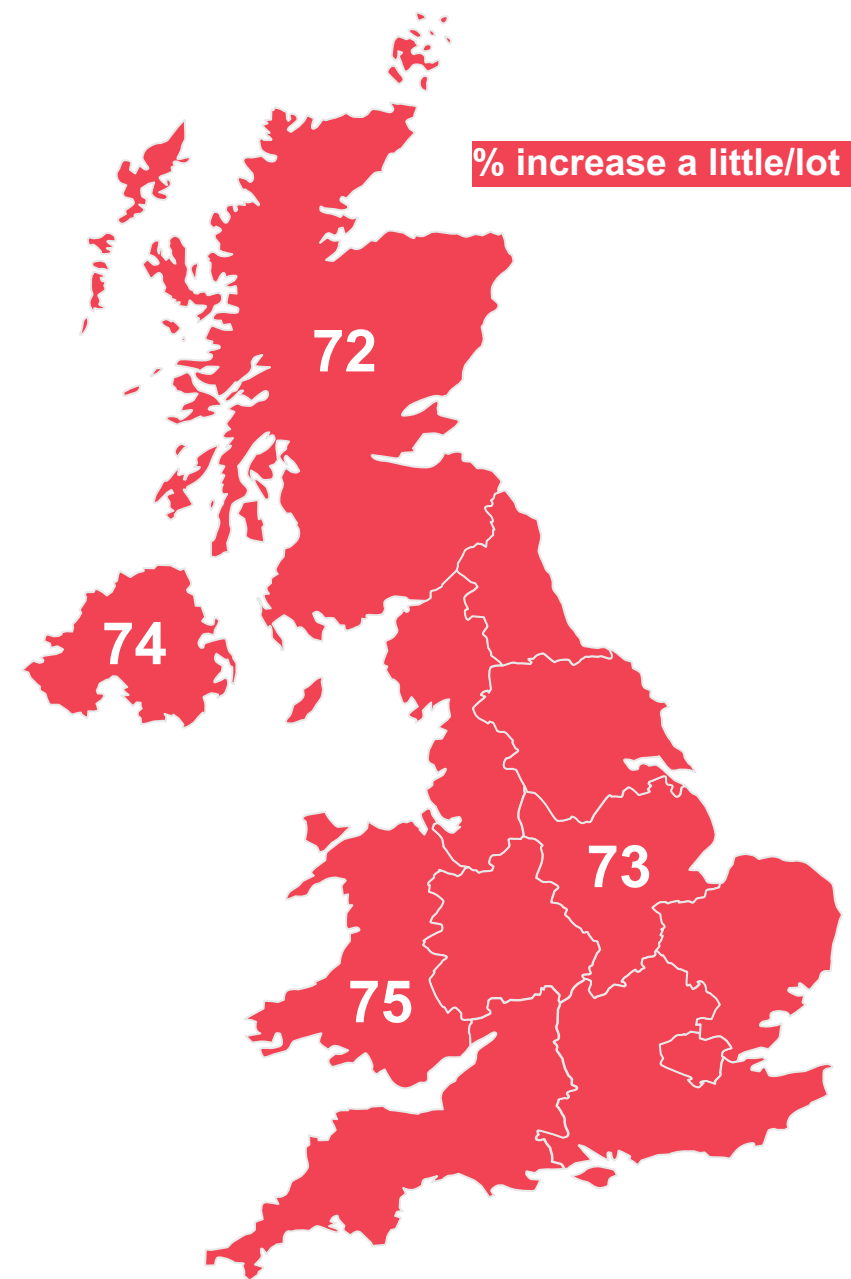
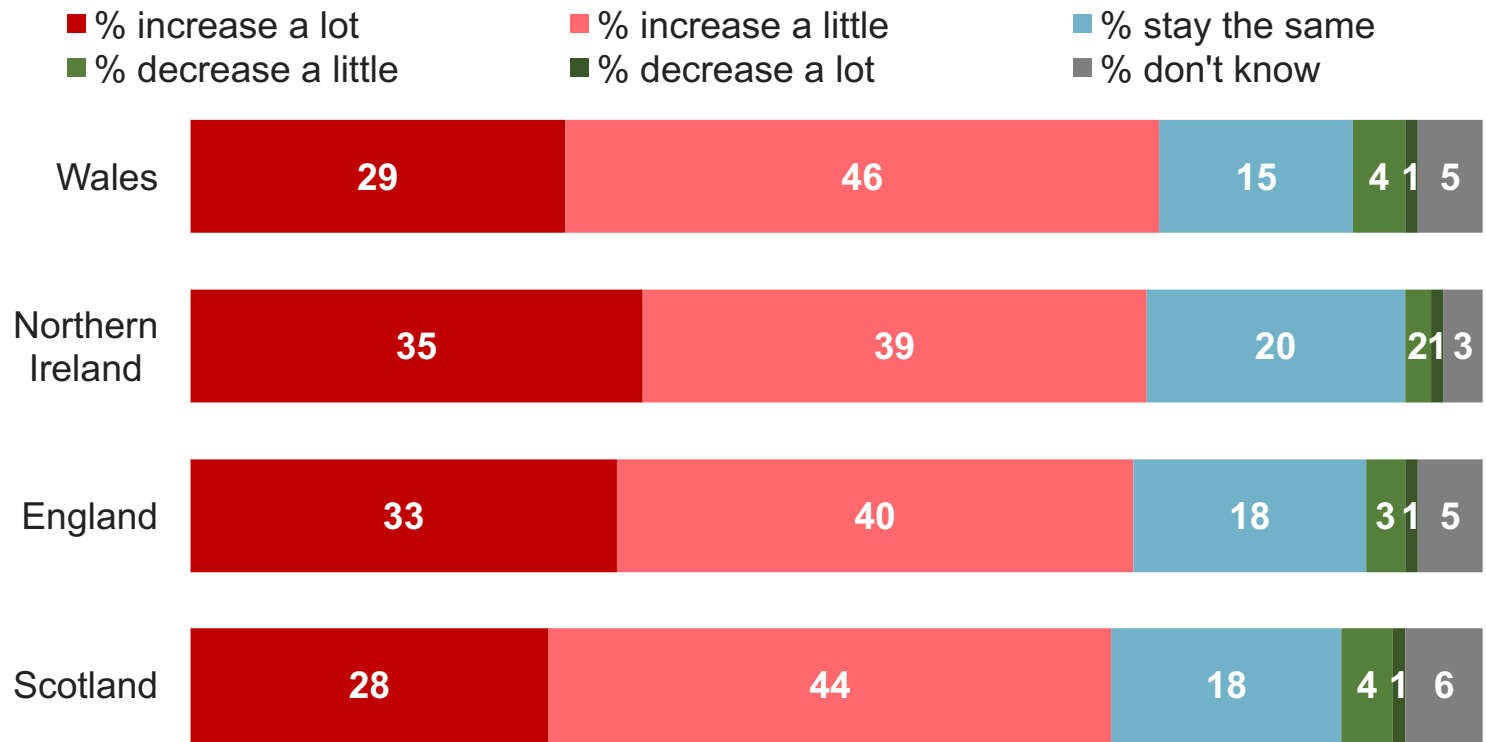
Q. Do you think homelessness will increase, decrease or stay the same in the UK...?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Expectations are very similar in all parts of the UK over the next 12 months...

Q. Thinking now about [ENGLAND/WALES/SCOTLAND/NORTHERN IRELAND] do you think homelessness will increase or decrease or stay the same in the next 12 months?

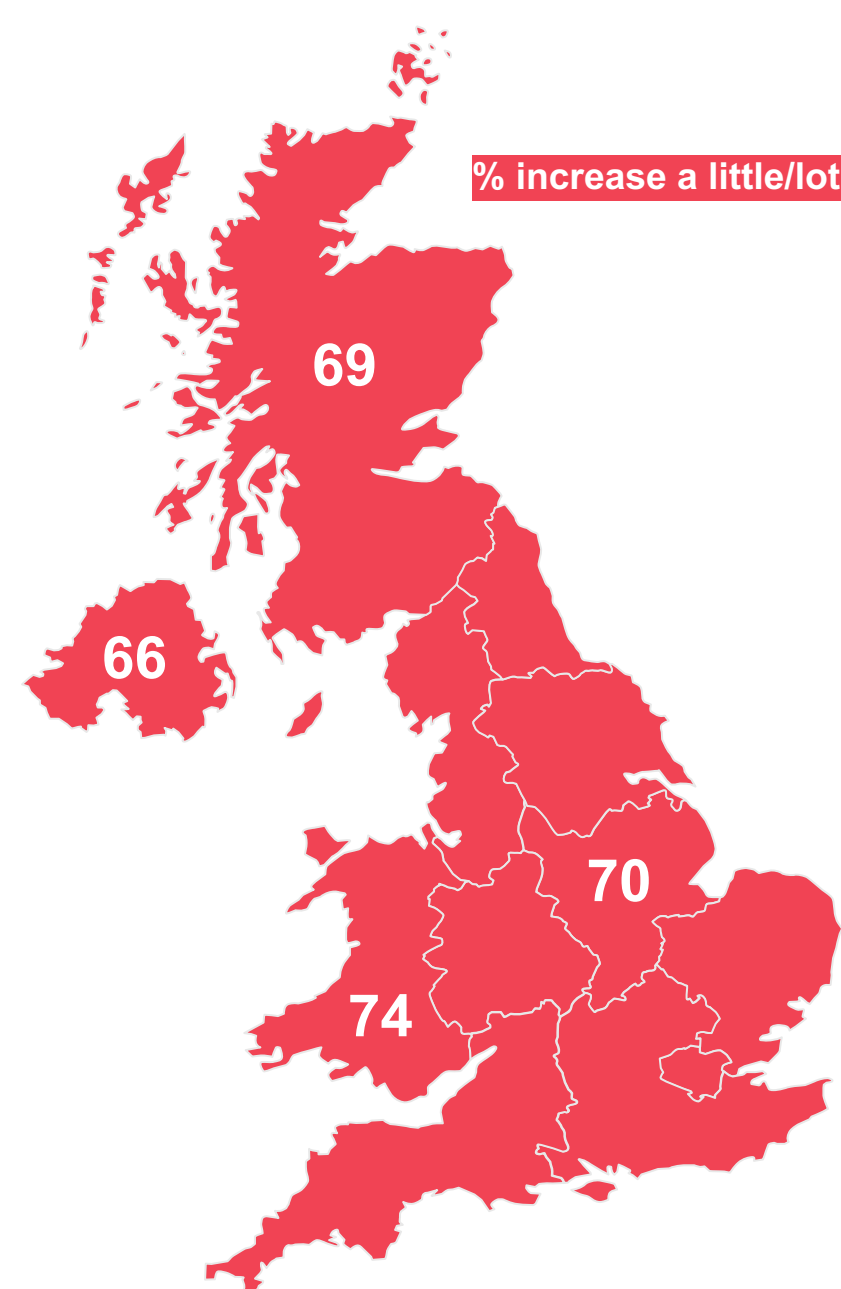
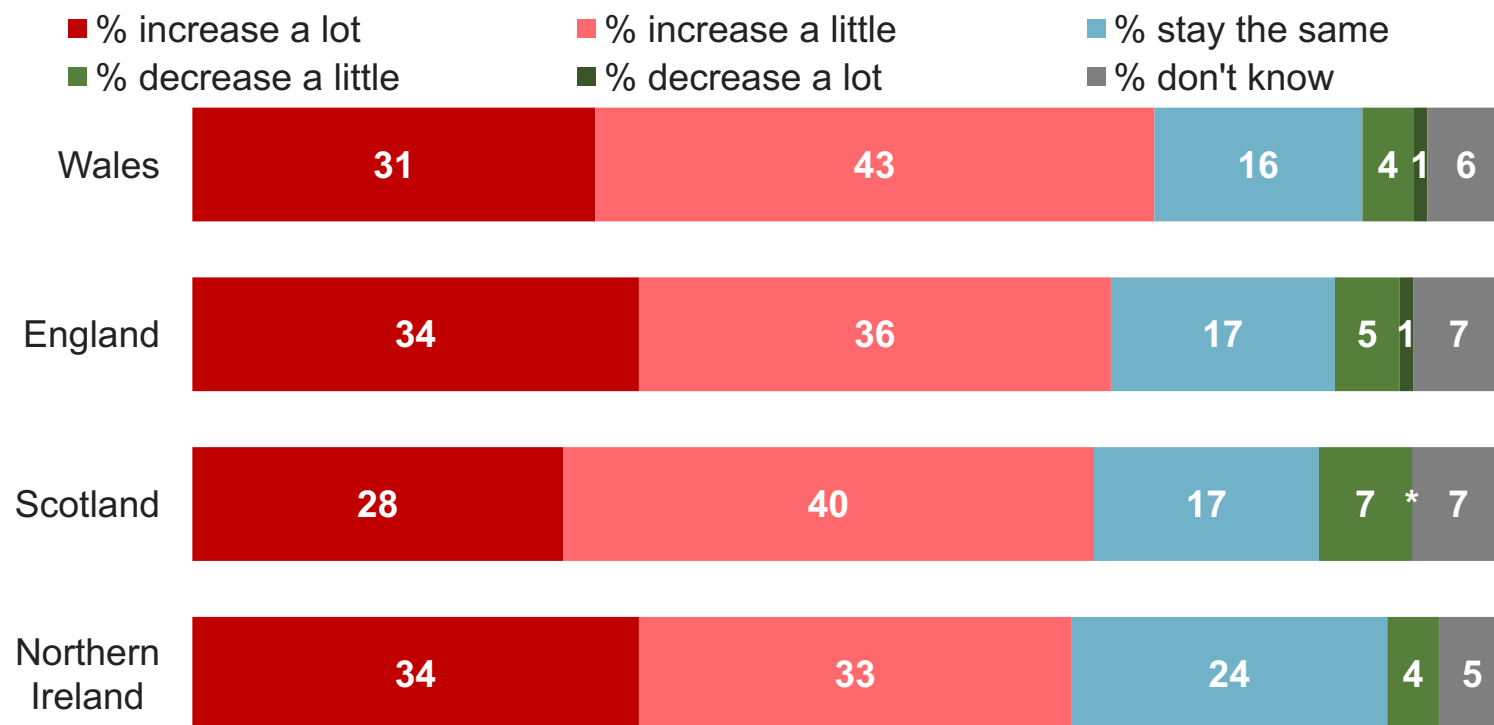


Source: Ipsos MORI | Base: All UK adults 16-75 (2180); England (950); Wales (514); Scotland (516); Northern Ireland (200):

Fieldwork dates: 25 November to 2 December 2020

...and the next 2 years

Q. Thinking now about [ENGLAND/WALES/SCOTLAND/NORTHERN IRELAND] do you think homelessness will increase or decrease or stay the same in the next 12 years?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180); England (950); Wales (514); Scotland (516); Northern Ireland (200):

Fieldwork dates: 25 November to 2 December 2020



Experiences and attitudes



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26%

of UK adults say they have experienced homelessness in some way...

34%

...of 16-34s

40%

...of renters



A quarter say they have had some experience of homelessness either personally or through friends and family

Q. Have you or someone close to you such as a family member or a good friend ever experienced homelessness?

Homelessness includes people experiencing street homelessness but you don't have to be sleeping on the streets to be considered homeless – people can be homeless if they are living in hostels, shelters, B&Bs, squatting, or 'sofa surfing' i.e. staying with friends or relatives while attempting to find permanent accommodation.



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020.

15%

Think it very or fairly likely that they
could personally experience
homelessness

26%

of 16-34s

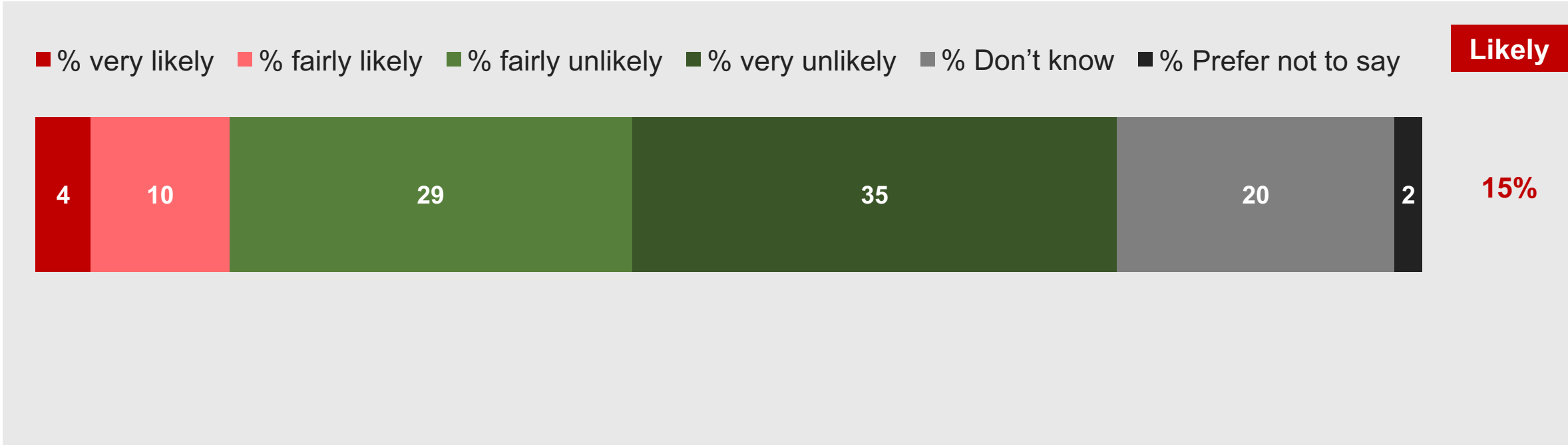
21%

of renters



Just under two-thirds think it is fairly or very unlikely that they could personally experience homelessness

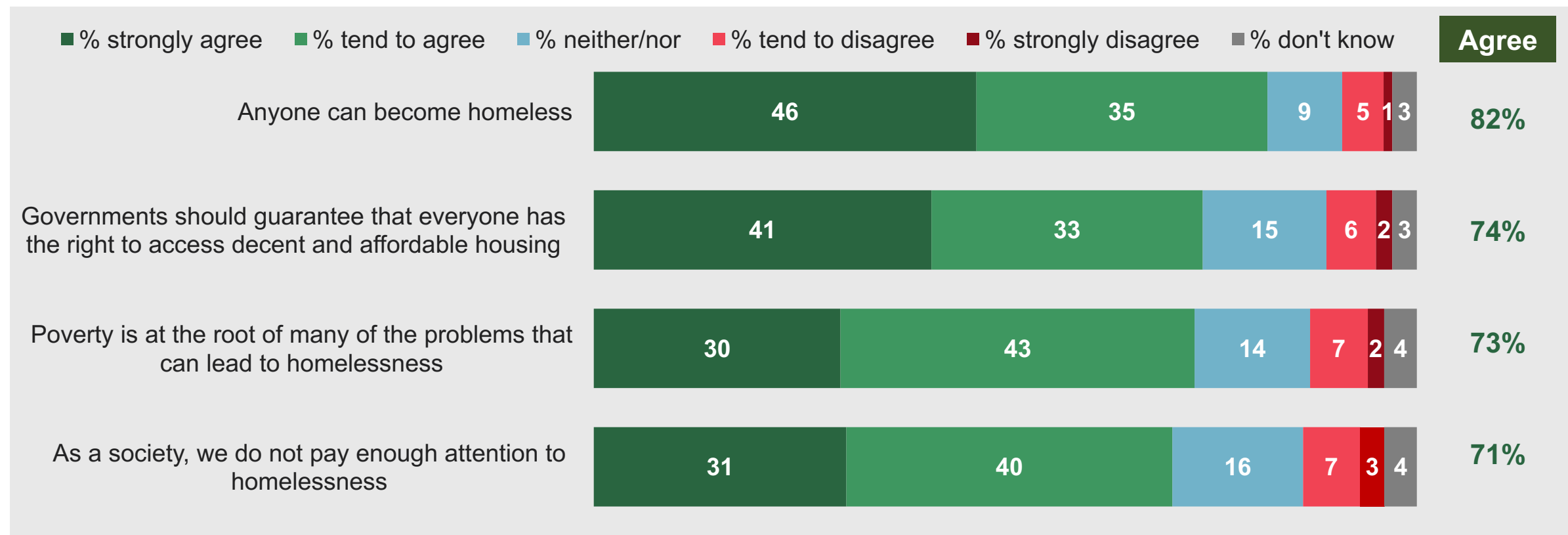
Q. How likely or unlikely do you think it is that you could personally ever experience homelessness?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Very few disagree that *anyone* can become homeless, and that the issue should be given more attention

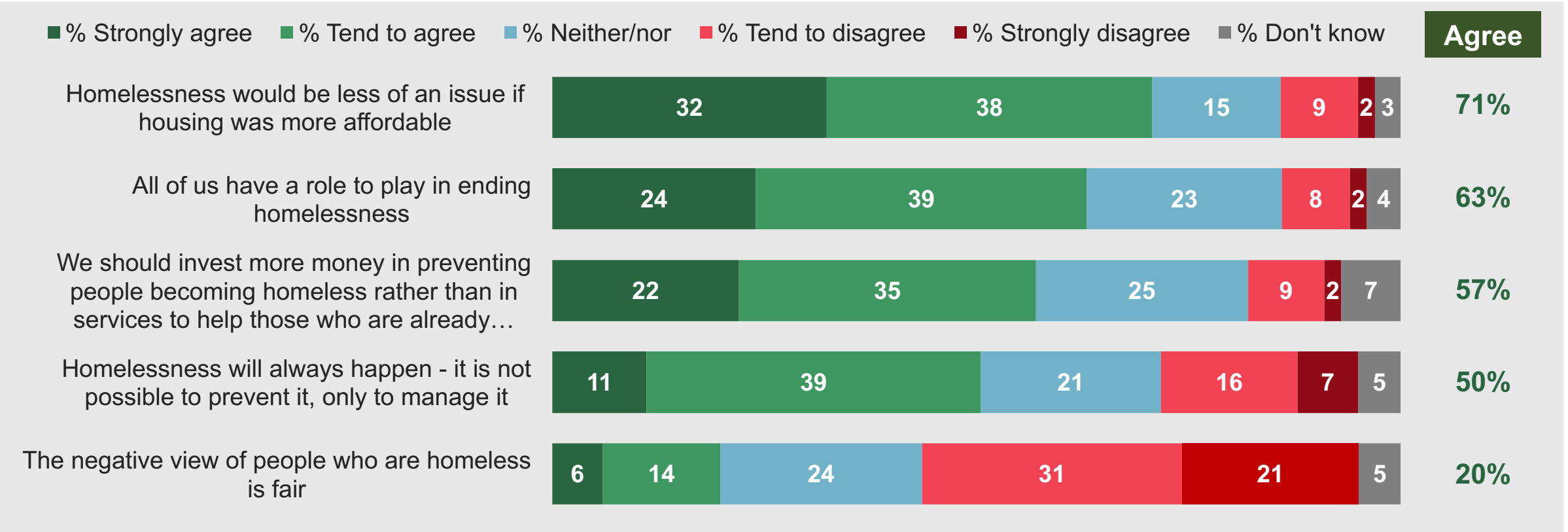
Q. Here are some things some people have said about homelessness. To what extent do you agree or disagree with each?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Half think homelessness is inevitable but there is also a strong sense that affordable housing would help

Q. Here are some things some people have said about homelessness. To what extent do you agree or disagree with each?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

What next?: evidence and solutions



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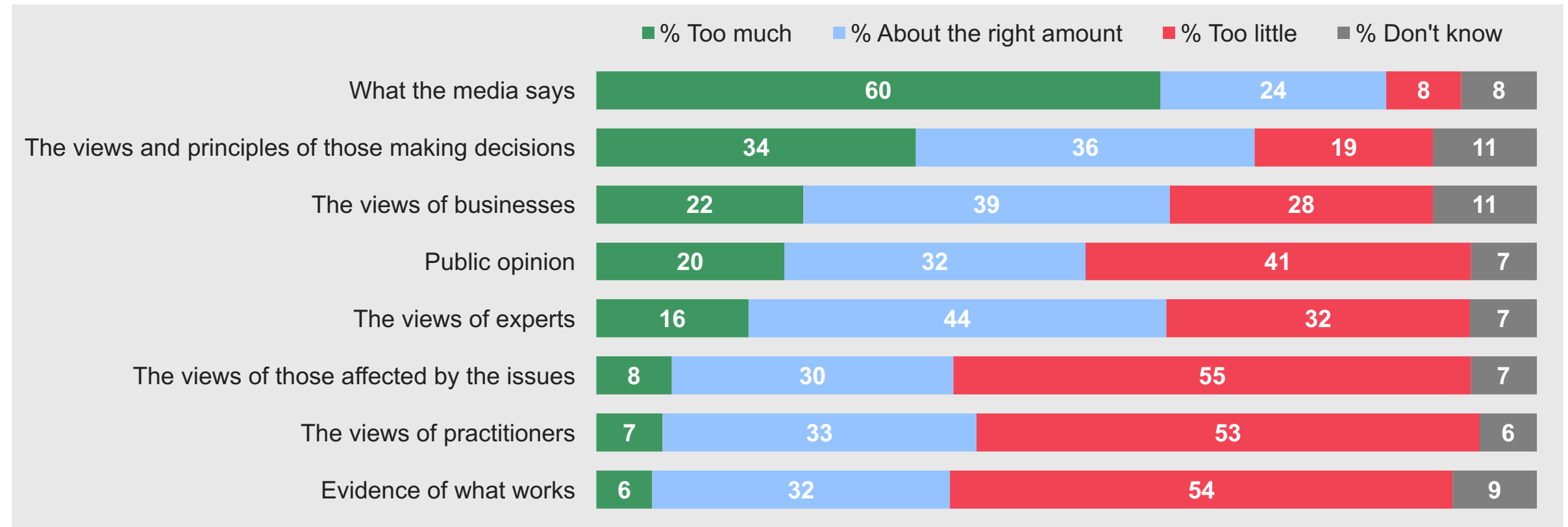
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A majority, 54%, think that too little attention is paid to evidence of what works when decisions are made about important issues, while 60% think too much attention is paid to the media

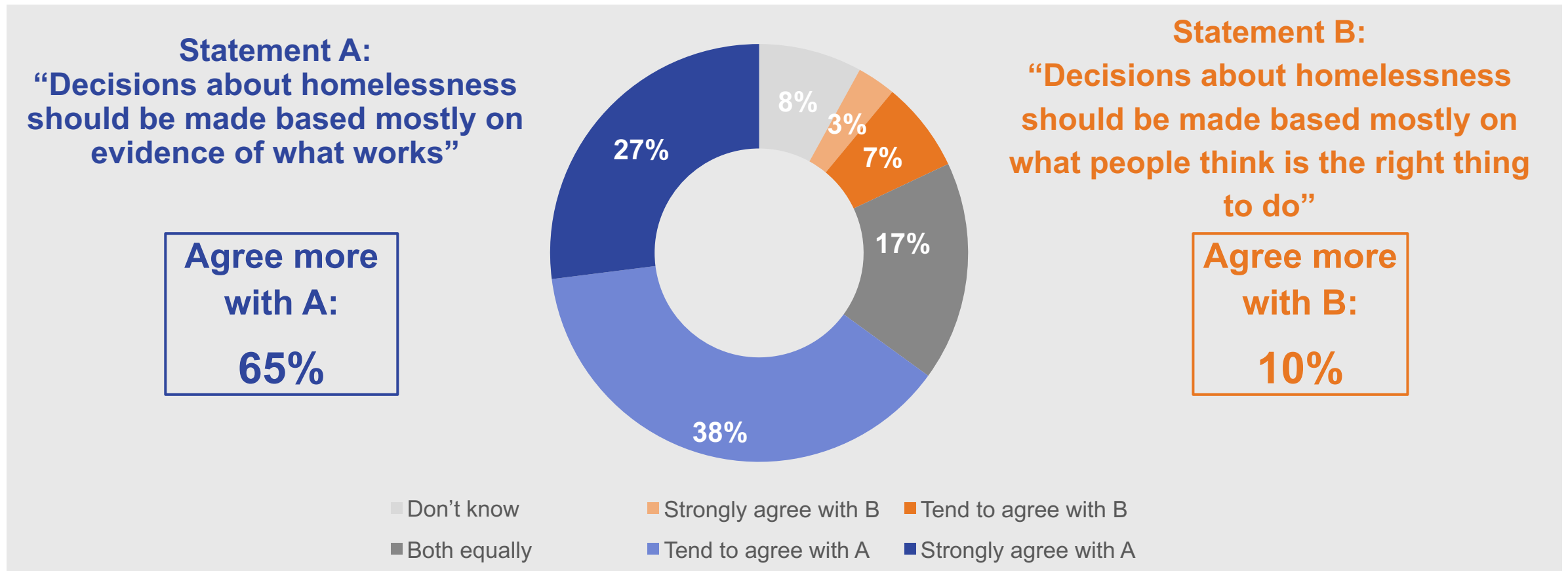
Q. When decisions are made about important issues facing the country today, do you think too much, too little, or about the right amount of attention is paid to each of the following?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

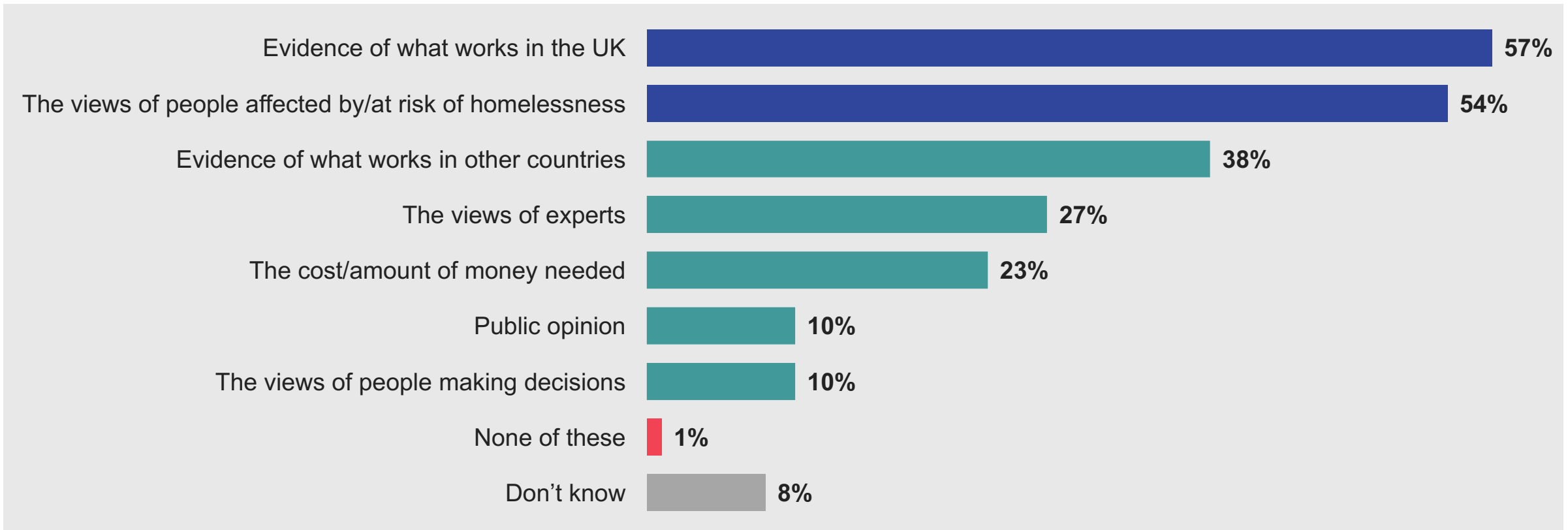
Two-thirds say that evidence of what works should be the basis of decisions on homelessness rather than what people think is the right thing to do

Q Please indicate whether you agree more with statement A, more with statement or B or whether you agree with neither of these.



A majority think that evidence of what works and the views of those affected should be important in decision-making

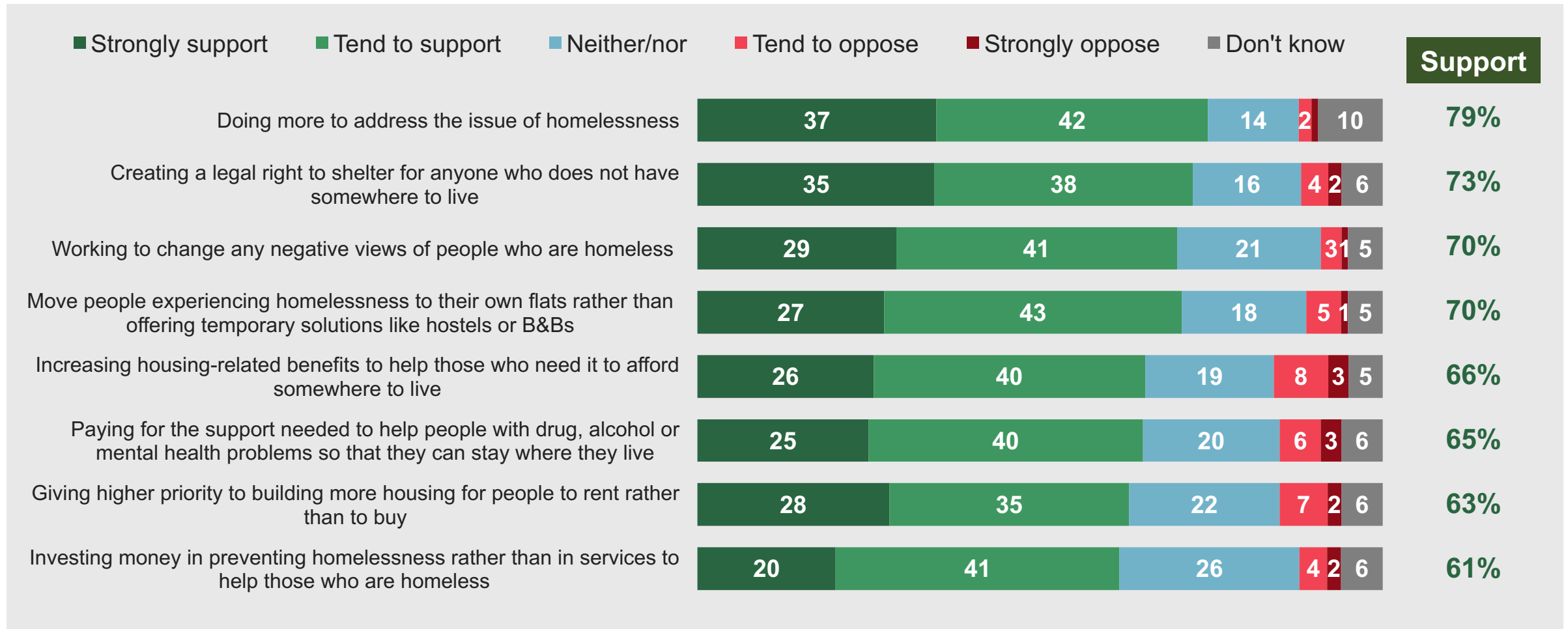
Q. Which two or three, if any, of the following SHOULD be most important when decisions are made about what should be done about homelessness?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

People are supportive, in principle, of creating a legal right to shelter and a range of other policy interventions

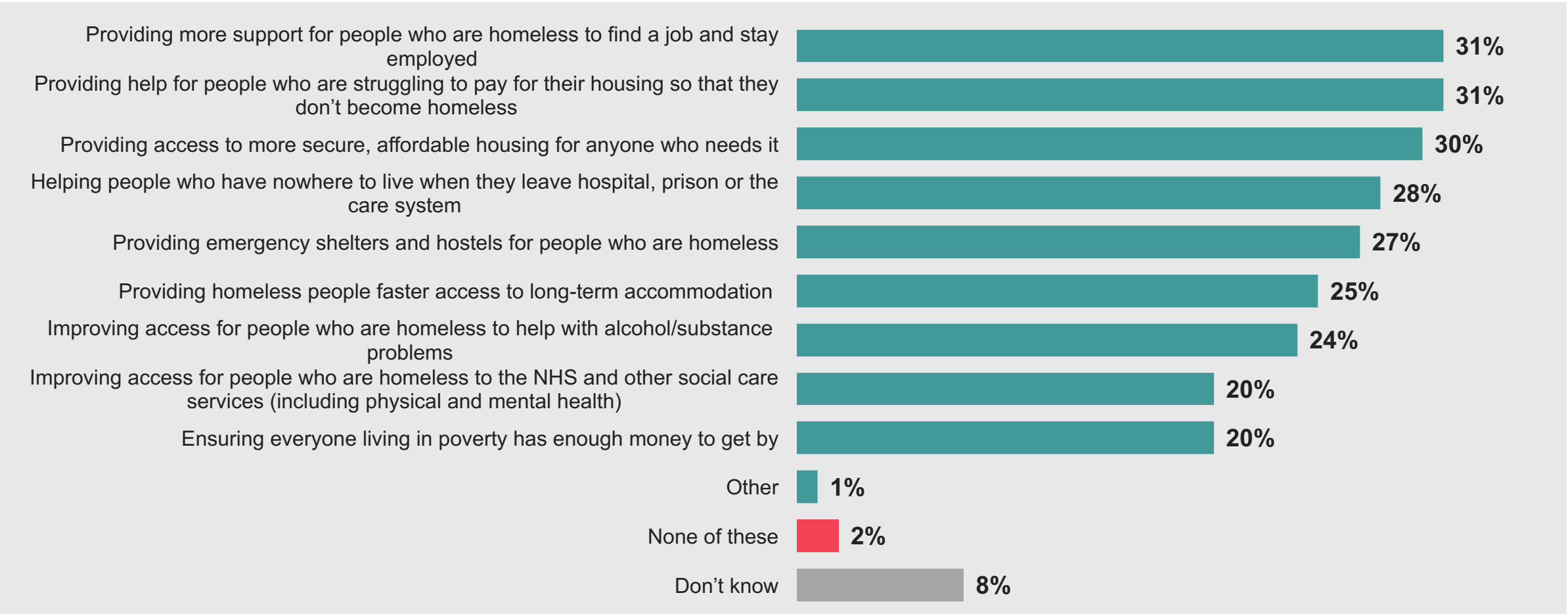
Q. In principle, to what extent do you support or oppose the following?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Employment and access to help and affordable housing are among the top-ranked priority actions

Q. Here is a list of actions people have suggested to do something about homelessness in the UK. Which two or three of these, if any, do you think should be given highest priority?



Source: Ipsos MORI | Base: All UK adults 16-75 (2180) : Fieldwork dates: 25 November to 2 December 2020

Coming up...

- This survey has been designed to support the Centre for Homelessness Impact's *End it with evidence* campaign (see below).
- More survey data and commentary will be shared in early 2021 including findings from further questions covering public attitudes, knowledge and priorities in respect of homelessness plus analysis of differences among demographic and geographic groups of the UK population.

The *End it with evidence* campaign is founded on the three following principles, which call upon those working in homelessness to:

1. Build the evidence of the policies, practices and programmes that achieve the most effective results to improve the lives of people who are homeless or at risk.
2. Build the capacity needed to act promptly on the best knowledge available to improve decisions and help limited resources go further.
3. Use evidence-led communications to change the conversation around homelessness, challenge stereotypes, and make sure that homelessness is not a defining factor in anyone's life.

For further information please contact the Centre for Homelessness Impact.



More information

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