

Until there's a home for everyone

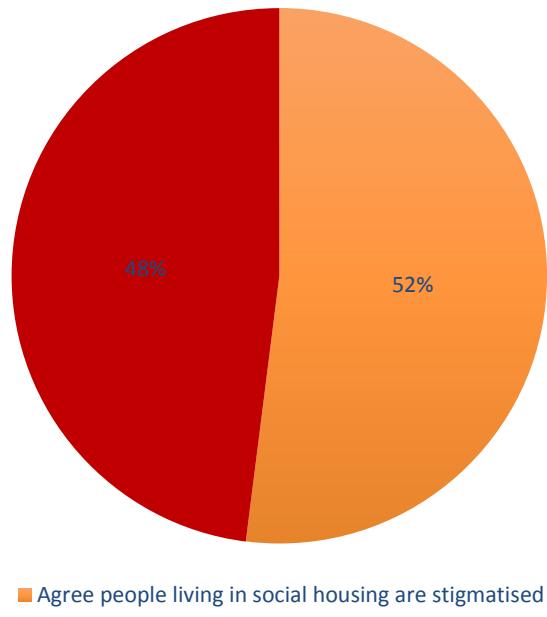
Is social housing on the critical list?

Shelter 50 years on: what should housing rights look like today?

The campaigning context

Shelter

Stigma



Source: Fabians 2014

How happy or unhappy would you be for you and/or your family to live in social housing?

Home owners



Private renters



Source: Fabians 2014

Which two or three of the below words or phrases do you most strongly associate with social housing?



Home owners

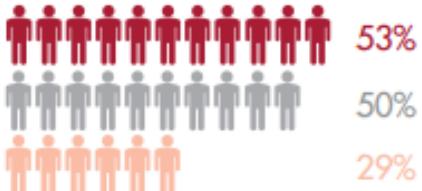


Private renters

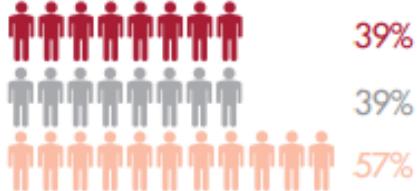


Social tenants

Benefits 49%



Affordability 40%



Reducing homelessness 32%



Immigration 24%



Low quality 23%



Worklessness 21%



Source: Fabians 2014

Citizen or consumer?



V



Social housing: part of the solution

Biggest problems with housing in Britain today



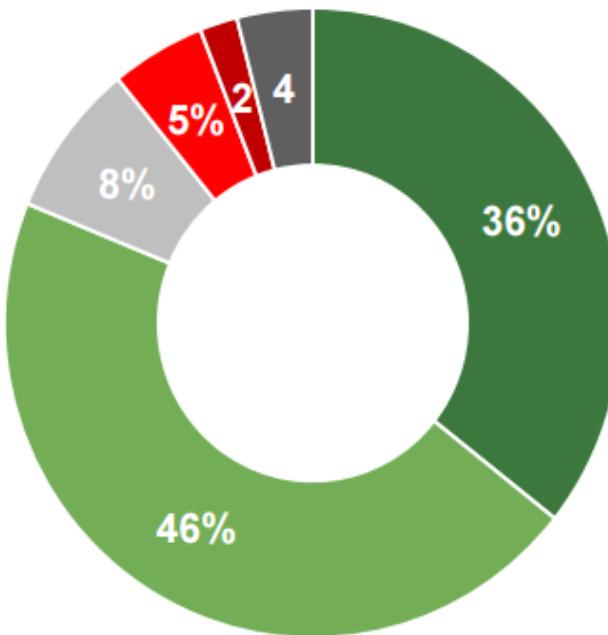
Source: Fabians 2014

'Social housing is important because it helps people on lower incomes get housing which wouldn't be affordable in the private rented sector'

- Strongly agree
- Tend to disagree

- Tend to agree
- Strongly disagree

- Neither agree nor disagree
- Don't know

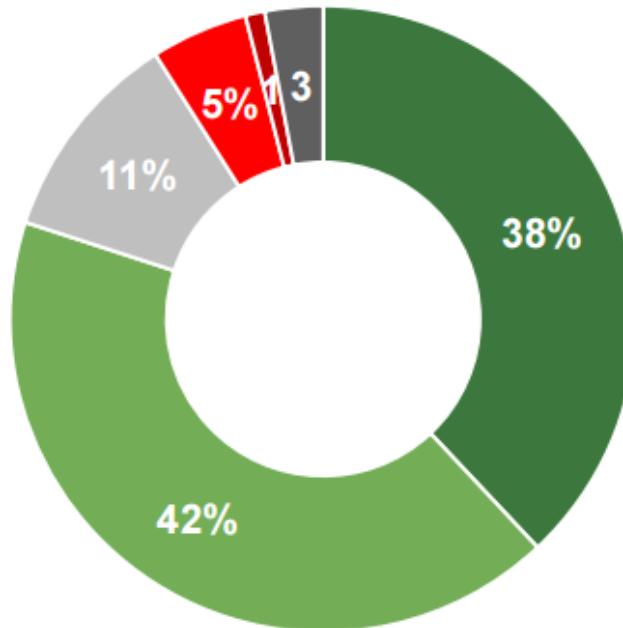


Agree	82%
Disagree	6%

Source: Ipsos MORI 2014

'Social housing should be available to people who cannot afford the cost of renting privately, as well as to the most vulnerable'

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Strongly disagree
- Don't know

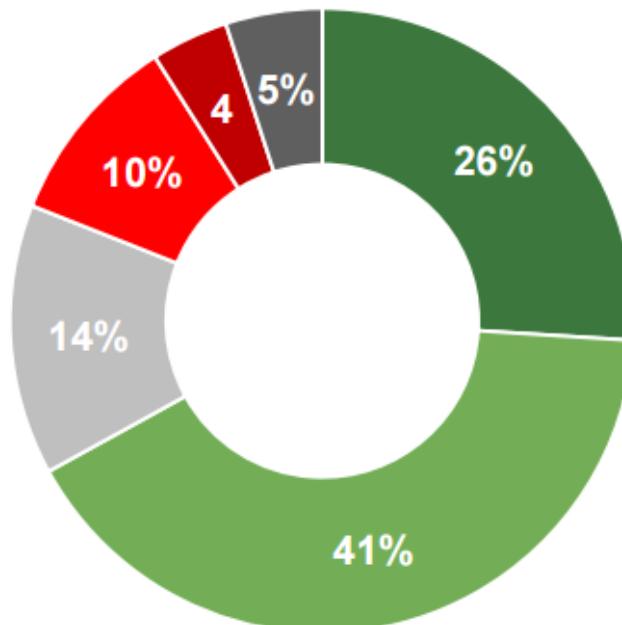


Agree	80%
Disagree	6%

Source: Ipsos MORI 2014

'Social housing plays an important role in tackling poverty in Britain'

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know



Agree	68%
Disagree	13%

Source: Ipsos MORI 2014