Breaking Barriers:
Understanding and reducing social housing stigma

Written and produced by:

Rick Liddiment, Head of External Affairs, Flagship Group

Peter Doolan, Research Manager, Flagship Group

Research conducted in 2024, report published January 2025.

flagship-group.co.uk

Contents

Chapter 1: Introduction to stigma and social housing tenants

1.1 Background Information

Social housing is provided by local authorities (LAs) or non-profit private registered providers (PRPs), commonly known as housing associations (HAs). Tenants rent their homes from HAs and LAs, which in turn provide services such as repairs. Rent for social housing is approximately 50%-55% less than average market rents, and affordable rents are typically 20% below average market rents. There are around 4.2 million social housing units in England, accounting for 17% of all households (government Statistics for social housing April 2021).

According to Goffman (1963), stigma is "an attribute that is deeply discrediting" and reduces the individual "from a whole and usual person to a tainted, discounted one." Stigma broadly refers to shame for the individual or disgrace setting individuals or groups apart from perceived social norms (Goffman 1963). This study analyses the perception of those living in social housing as a social group and any preconceived notions individual may have about social housing tenants.

Social housing has historically been a cornerstone of public welfare policy in the UK. The 1919 Housing and Town Planning Act marked the beginning of significant social housing construction aimed at improving living conditions and providing adequate housing for the working class (Malpass, 2005). Post-World War II efforts further expanded social housing to accommodate returning veterans, rebuild homes destroyed during the war, and address slum conditions, resulting in the construction of approximately 4.4 million council homes by 1985 (Pawson & Mullins, 2010). However, the introduction of the Right to Buy (RTB) scheme in 1980 significantly impacted the availability of social housing. This policy allowed tenants to purchase their council homes at a discounted rate, resulting in the sale of over 2 million properties under the scheme by 2022 (Forrest & Murie, 1988). This has led to a substantial reduction in the council housing stock, exacerbating issues of availability and stigmatisation.

1.2 Theoretical Framework

This study is guided by Link and Phelan's (2001) model of stigma, which includes labelling, stereotyping, separation, status loss, and discrimination. This framework will be used to analyse the various dimensions of stigma experienced by social housing tenants and the interplay of these elements in perpetuating stigmatisation.

1.3 Research Gap

While existing research has examined public perceptions of social housing, there is a lack of comprehensive studies that explore the lived experiences of social housing tenants and the impact of media portrayals on these perceptions. This study aims to fill this gap by providing a detailed analysis of both qualitative and quantitative data.

1.4 Objectives of the Study

- To understand stigma and social housing in a historical perspective (Chapter 2).
- To conduct primary research using focus groups and surveys to explore the phenomenon.
- To study groups including social housing tenants, homeowners, and the general public.
- To identify patterns, trends, and interpret these to gain deeper insights.
- To contribute to existing knowledge.
- To evaluate interventions to reduce stigma if any.

1.5 Research questions

- Explore perceptions, attitudes, and behaviours towards social housing tenants, including those who live in social housing.
- Investigate if the social housing community is affected by stigma and what can be done to reduce negative perceptions and attitudes.

1.6 Significance of the study

Research on social housing and stigma is significant as it addresses the perceptions of all stakeholders, including non-social housing community members. By understanding stigma and providing interventions to promote social inclusion, the study aims to contribute to social cohesion, well-being, and self-worth. It is hoped that local stakeholders such as district councils, HAs, media, and tenants will collaborate to reduce the stigma associated with social housing.

1.7 Policy context

Current policies and initiatives related to social housing are crucial for addressing stigma. Recent government campaigns aimed at reducing housing stigma highlight the increasing awareness and action towards fostering more inclusive communities. For instance, the government's Social Housing White Paper (2020) sets out plans to improve safety, quality, and the role of social housing tenants in decision-making, emphasising the importance of addressing stigma and enhancing the reputation of social housing.

1.8 Scope and limitations

- **Time constraints**: It is crucial to collect data within six months due to changing observations over time. Social and economic changes, such as tax cuts or investments, may alter attitudes, thus influencing observations.
- **Methodological challenges**: This includes selection bias and measurement error, which could affect the reliability and validity of findings. Rigorous research methods will be applied using statistical techniques.
- Data availability: Due to the rarity of studies on stigma in social housing, comparing findings may be challenging, affecting validity.
- **Generalisability**: Variations such as local plans, socio-economic factors, and housing policies may limit the generalisability of the findings to other regions and geographic areas.

1.9 Organisation of the study

This study is structured to progressively build understanding from historical perspectives to contemporary research, culminating in a comprehensive methodology to investigate social housing stigma. Chapter 1 provides an introduction and sets the context for the study. Chapter 2 delves into existing perspectives and research on social housing stigma, analysing historical and contemporary issues. Chapter 3 outlines the methodology used in this study, including data collection and analysis techniques. Chapter 4 presents the findings from the primary research, and Chapter 5 discusses these findings in the context of the existing literature and provides recommendations for policy and practice.

References for Chapter 1

Forrest, R. & Murie, A., 1988. *Selling the Welfare State: The Privatisation of Public Housing.* London: Routledge.

Goffman, E., 1963. *Stigma: Notes on the Management of Spoiled Identity.* Prentice-Hall.

Malpass, P., 2005. *Housing and the Welfare State: The Development of Housing Policy in Britain.* Basingstoke: Palgrave Macmillan.

Pawson, H. & Mullins, D., 2010. *After Council Housing: Britain's New Social Landlords.* Basingstoke: Palgrave Macmillan.

Link, B.G. & Phelan, J.C., 2001. Conceptualizing Stigma. *Annual Review of Sociology*, 27, pp.363-385.

UK Government, 2020. *The Charter for Social Housing Residents: Social Housing White Paper.* Available at: [https://www.gov.uk/government/publications/the-charter-for-social-housing-residents-social-housing-white-paper].

Chapter 2: The role of politics, the media, and public perception

2.1 Existing perspectives and research.

Numerous studies, research, and media perspectives explore the stigmatisation within social housing. This chapter analyses historical perspectives before the Right to Buy (RTB) scheme to determine whether stigmatisation existed in council housing. Additionally, it reviews current research on Private Registered Providers (PRPs) and examines any changes in stigmatisation levels.

Key points to be reviewed include:

- Pre-Right to Buy and any associated stigmatisation.
- The role of politics and legislation.
- The impact of media.
- An analysis of past studies from 2019 onwards to understand current theories and research.
- Causes and effects of stigmatisation in social housing, including tenant economy and non-social housing perspectives.

2.2 Historical perspectives of social housing tenants in England

Social housing history in the UK

The 1919 Housing and Town Planning Act marked the beginning of significant social housing construction in the UK. This legislation aimed to improve living conditions and provide adequate housing for the working class. It set the groundwork for future housing policies and established the government's role in providing affordable housing (Malpass, 2005).

Post-WWII efforts further expanded social housing to accommodate returning veterans, rebuild homes destroyed during the war, and address slum conditions. These initiatives led to a significant increase in the construction of council homes. By 1985, the UK had built approximately 4.4 million council homes to accommodate the growing population and improve living conditions (Pawson & Mullins, 2010).

Political and Economic Influences on Social Housing

The development of social housing policies has been heavily influenced by the political and economic contexts of different eras. During the post-war period, the welfare state ideology dominated, leading to substantial investment in public housing. However, the economic crises of the 1970s and the rise of neoliberal policies in the 1980s shifted the focus towards privatisation and reduced public expenditure.

In 1980, Prime Minister Margaret Thatcher introduced the Right to Buy (RTB) scheme, allowing tenants to purchase their council homes at a discounted rate. This policy significantly impacted the availability of social housing. Over 2 million properties were sold under the RTB scheme by 2022, resulting in a substantial reduction in council housing stock. The rise of housing associations (HAs) and subsidies to build social housing were implemented to address this decrease (Forrest & Murie, 1988).

Pre-Right to Buy council housing and perceptions

Before the introduction of the RTB scheme, approximately 38% of the population lived in social housing. This high percentage meant that living in council housing was perceived as a social norm. However, the rapid decline in industrialisation, coupled with increased welfare dependency and decreased social mobility, altered perceptions. The de-industrialisation process led to significant social and economic challenges, particularly in areas outside London (Pawson & Mullins, 2010).

Limited research exists on the stigmatisation of council housing prior to the RTB scheme. However, a notable example is the Cutteslowe Walls in Oxford, built in 1934 to separate council housing from a private estate. This physical barrier indicated early segregation and stigmatisation. The wall restricted access to essential services such as shops and transportation for council housing residents, symbolising the social divide (Forrest & Murie, 1988).

Current status of social housing

Today, the social housing landscape in the UK has evolved. Approximately 4.2 million properties are classified as social housing (Wilson, 2022). Despite this, there has been a 4.55% decrease in social housing since 1985 (Hills, 2007). This decrease is notable given a population increase of 17% over the same period (ONS, 2021).

2.3 The media's role in social housing perceptions and stigmatisation

Influence of the media on shaping public perception

Media plays a pivotal role in shaping public perceptions. With 60% of young people (under 30) getting their news from social media, the depth of knowledge on social issues has decreased (Ofcom, 2021). Reality TV shows such as "Benefits Britain"(2014, Channel 5), have further perpetuated negative stereotypes of social housing tenants, leading to controversies over misrepresentation and exploitation. These portrayals influence public opinion and policy, often reinforcing stigma and discrimination (Jensen & Tyler, 2015).

Controversial Shows and Their Impact

Since 2010, the number of these shows across the BBC, ITV, and Channel 5 has increased. "Benefits Britain: Life on the Dole," which aired from July 2014 to July 2016 for two seasons with a total runtime of 13 hours, is a prime example. The show featured specials such as "Big Family Special," "Me and My 14 Kids," "Jailbird Boys Going Straight," and "18 Kids and Claiming." The producers claimed, "the show provided a candid look at the complexities faced by those living on benefits in Britain" (Moffatt, 2016).

Controversies and criticisms

Misrepresentation of Claimants

Jordan McDonald from Great Yarmouth accused producers of major editing and manipulation of the recordings to show participants in a negative and stereotypical way (Vice, 2014).

Poverty exploitation

Critics argue the shows exploits the hardships of people living on benefits for entertainment and ratings. Participants were paid to appear on the show, which many claim stigmatises all welfare claimants (Shelter, 2016).

Impact on Public Opinion and Policy

The show may negatively impact public perception and understanding of the welfare system and its beneficiaries. It potentially creates a false impression that most claimants are fraudsters, scroungers, or undeserving, influencing political and social attitudes towards welfare reform and austerity measures (Jensen, 2014).

Influence on Policymakers

British MPs who watch shows like "Benefits Britain" may be influenced by their portrayal of welfare

recipients. This exposure allows MPs to witness the effects of government policy, such as sanctioning Jobseeker's Allowance claimants, which remains a policy today (Jones, 2012).

2.4 Media and Government Policy

Since 2010, public opinion has turned against the welfare system, significantly shaped by media portrayals. Government policy changes influenced by these portrayals have had regressive impacts on low-income families. The interplay between media and government creates a discourse that affects social housing tenants' lives and perpetuates negative stereotypes (Jones, 2012).

2.5 Social media and perceptions of social housing

Amplification of negative portrayals

Social media has become a powerful tool in shaping public perceptions, often amplifying negative portrayals from more dated TV programmes that are now less culturally relevant. Platforms such as YouTube and Netflix allow continuous viewing of programmes, which reinforces outdated perceptions of social housing and its tenants. These platforms make it easy for content to be shared widely, reaching new audiences who may not have seen the original broadcasts (Boyle & Kelly, 2018).

Negative Discussions on Social Media Platforms

Discussions on platforms like Facebook and X (Twitter) frequently contain negative remarks about social housing, exacerbating the stigma attached to it. These platforms enable users to share their views instantly and broadly, often without the filter of critical thinking or fact-checking.

References for Chapter 2

Beatty, C. & Fothergill, S., 2013. *Hitting the Poorest Places Hardest: The Local and Regional Impact of Welfare Reform.* Sheffield: Sheffield Hallam University.

Boyle, K. & Kelly, L., 2018. *The Rise of the Digital Ephemeral: Digital Memory and Media Censorship.* Journal of Media Studies, 21(4), pp. 314-332.

Forrest, R. & Murie, A., 1988. *Selling the Welfare State: The Privatisation of Public Housing.* London: Routledge.

Jensen, T., 2014. *Welfare Commonsense, Poverty Porn and Doxosophy.* Sociological Research Online, 19(3), pp. 1-7.

Jensen, T. & Tyler, I., 2015. *'Benefits broods': The Cultural and Political Crafting of Anti-Welfare Commonsense.* Critical Social Policy, 35(4), pp. 470-491.

Jones, O., 2012. *Chavs: The Demonization of the Working Class.* London: Verso.

Malpass, P., 2005. *Housing and the Welfare State: The Development of Housing Policy in Britain.* Basingstoke: Palgrave Macmillan.

Moffatt, F., 2016. *Television Class and the Construction of the Neoliberal Subject.* Journal of Popular Television, 4(2), pp. 173-189.

Ofcom, 2019. Ofcom's Plan of Work 2019/20. Available at: [https://www.ofcom.org.uk/__data/assets/pdf_file/0025/136420/Ofcom-plan-of-work-2019-20.pdf]

Pawson, H. & Mullins, D., 2010. *After Council Housing: Britain's New Social Landlords.* Basingstoke: Palgrave Macmillan.

Wilson, W., 2022. Social Housing (England): *Policy Overview.* House of Commons Library. Available at: [https://commonslibrary.parliament.uk/research-briefings/cbp-8503/]

Chapter 3: Methodology

3.1 Introduction

This chapter outlines the research methodologies used to investigate social housing stigma. A mixed-methods approach was adopted to provide a comprehensive understanding of the issue, combining both quantitative and qualitative data collection and analysis techniques. The choice of methodologies was guided by the need to capture a broad spectrum of data, including statistical trends and personal narratives, to offer a holistic view of social housing stigma. The following sections detail the specific methods employed, the research design, sample and data collection procedures, data analysis techniques, ethical considerations, and the obstacles encountered during the research process.

3.2 Mixed-methods approach

The research employs a mixed-methods approach, specifically using methodological triangulation, to provide a holistic view of social housing stigma. This approach leverages the strengths of both quantitative and qualitative data, ensuring a comprehensive analysis and enhancing the validity of the findings through multiple perspectives (Creswell & Poth, 2017; Field, 2018; Braun & Clarke, 2006).

3.2.1 Quantitative methods

Quantitative methods are employed to gather measurable data on the extent and patterns of social housing stigma. This involves the distribution of surveys to three key groups: social housing tenants, the public, and housing staff. The surveys are structured to include demographic questions, allowing analysis how factors such as age, gender, income, and location influence perceptions and experiences of stigma. The survey includes both closed and open-ended questions, generating quantitative data that can be statistically analysed to identify trends and correlations (Creswell & Poth, 2017; Field, 2018).

To enhance the robustness of the quantitative analysis, additional statistical techniques such as Chi-square tests, P-Values, regression analysis, and Principal Component Analysis (PCA) for cluster analysis were employed. These techniques help in understanding the impact of various factors like age, gender, disability status, and socioeconomic status on stigma perceptions. PCA was used to identify patterns and clusters within the data, allowing for a more nuanced analysis of how different demographics perceive stigma (Social housing tenants only) (Field, 2018; Kline, 2015).

3.2.2 Qualitative methods

Qualitative methods are crucial for understanding the deeper, more nuanced aspects of social housing stigma. In addition to the surveys, in-depth interviews and focus groups were conducted. The qualitative data collected through these methods provide context and depth to the quantitative findings, allowing for a more comprehensive understanding of the issue (Creswell & Poth, 2017; Braun & Clarke, 2006).

Focus groups were particularly valuable for this research. Initially, a focus group was convened with tenants to help design the survey, ensuring that the questions were relevant and comprehensive. This group included representatives from the tenant population, providing diverse perspectives on the issue. The focus group also collected personal stories and anecdotes, essential for capturing the lived experiences of those affected by social housing stigma. Notes from these focus group sessions are included in the appendix 1 for reference and transparency. (Presentation available on request).

3.3 Research design

3.3.1 Descriptive research

Descriptive research is used to provide a detailed depiction of the phenomenon of social housing stigma. By issuing a universal survey across multiple groups, we aim to gather descriptive data that can be transformed into actionable information and ultimately knowledge (Creswell & Poth, 2017).

The survey is designed to capture a broad spectrum of data, including demographic information, quantitative metrics on stigma perception, and qualitative insights through open-ended questions. This mixed approach allows us to paint a comprehensive picture of the current state of social housing stigma from multiple angles. See appendix 2 for survey question (public)

3.3.2 Longitudinal studies

The inclusion of longitudinal studies is a significant aspect of this research. These studies are designed to track changes in stigma perceptions over time, with data collection occurring at specified intervals. This approach helps in understanding how stigma evolves, and the long-term effects of interventions aimed at reducing stigma. Participant engagement is maintained through regular follow-ups and incentives for continued participation, ensuring data quality and retention (Creswell & Poth, 2017; Smith, 2015).

3.3.3 Pilot Testing

Before the full-scale deployment of surveys and interviews, pilot testing was conducted. This phase involved administering the survey to a small representative sample to identify potential issues with question clarity, survey length, and any unforeseen technical problems. A specific pilot test was also conducted with housing staff to determine if further improvements were required. Feedback from the pilot tests and the staff

survey was used to refine the survey instruments, ensuring they were user-friendly and effectively captured the intended data. This step is crucial for enhancing the reliability and validity of the research instruments (Creswell & Poth, 2017; McLafferty, 2014).

3.4 Sample and data collection

To ensure a comprehensive understanding, we targeted three groups: housing staff, the public, and social housing tenants. Data collection was facilitated by IFF Research, a reputable research company. They collected data from 500 social housing tenants and 1050 members of the public.

- Housing staff: At Flagship, there are approximately 1500 staff members. Out of these, we received 150 completed surveys, providing insights from those who manage and interact with social housing daily. This data will be treated separately from other groups. As this helped to refine the public and tenant survey.

- General public: We obtained 1050 completed surveys from the public through IFF Research. This broad sample helps gauge societal perceptions and attitudes towards social housing.

- Social housing tenants: IFF Research collected 500 completed surveys from tenants, (the tenants were non-Flagship Group, but random for all HA's). Additionally, a focus group was held at Flagship with our tenants to gather detailed stories and personal experiences, enhancing our understanding of their perceptions.

To expand the sample size and ensure diversity, additional surveys and focus groups will be conducted in different geographic locations, targeting under-represented demographics to gain a more comprehensive understanding of social housing stigma across various communities (Creswell & Poth, 2017).

3.5 Data Analysis and Validity

To ensure the validity of our results, the collected survey data was analysed independently by two parties: myself (Peter Doolan for Flagship Group) and IFF Research. This dual analysis aimed to cross-verify the findings and ensure consistency in the results.

- **Quantitative data analysis:** Statistical methods were used to analyse the quantitative data, identifying key trends and correlations. The analysis included calculating frequencies, percentages, and using inferential statistics to explore relationships between variables. IFF Research used SPSS for their analysis, while I employed Python and Excel for additional validation and deeper analysis. Both analyses were conducted at a 95% confidence level to ensure the robustness of the findings. This high confidence level underscores the reliability of the data and the validity of the conclusions drawn from it (Field, 2018).
  - **Principal Component Analysis (PCA):** PCA was employed to identify patterns and clusters within the data, allowing for a more nuanced analysis of how different demographics perceive stigma. This technique helped in reducing the dimensionality of the data and highlighting the most significant variables influencing perceptions of stigma (Kline, 2015).
- **Qualitative data analysis:** Thematic analysis was employed to analyse the qualitative data from open-ended survey responses and focus group discussions. This approach helped identify common themes and narratives that provide deeper insights into the experiences and impacts of social housing stigma (Braun & Clarke, 2006).
  - **Software:** Qualitative data was managed and analysed using NVivo, which facilitated the organisation, coding, and theme identification in the data. This software aided in ensuring a rigorous and systematic approach to qualitative analysis (Kline, 2015; Silverman, 2016).

3.6 Ethical considerations

Ethical considerations were and paramount throughout this research. Ensuring the confidentiality and respect for participants was crucial. All survey and interview responses are anonymized to protect participants' identities. Informed consent is obtained from all participants, and they are assured of their right to withdraw from the study at any time without penalty.

To enhance ethical considerations, regular ethical reviews will be conducted, and participants will be provided with detailed information about the study's purpose, methods, and potential impacts. Moreover, support services will be made available to participants who may experience distress due to discussing sensitive topics (Creswell & Poth, 2017). See appendix 3.

3.7 Data Saturation

Data saturation is an essential aspect of qualitative research, ensuring that all relevant themes have been identified and no new information is emerging from the data. In this study, data saturation was monitored continuously during the focus groups and interviews. Once it was determined that no new themes were being discovered, data collection was concluded. This approach helps in ensuring that the data collected is comprehensive and sufficient to address the research questions (Braun & Clarke, 2006; Guest, Bunce & Johnson, 2006).

3.8 Obstacles and Solutions

Several obstacles were encountered during the research process. Firstly, it took longer than anticipated to receive the data from IFF Research, resulting in a delay of one month. This delay was managed by adjusting the project timeline and reallocating resources to other parts of the project during the waiting period.

Additionally, a government campaign to address housing stigma was launched before we completed our analysis, potentially influencing public perceptions. This new development was incorporated into our analysis to provide a more current perspective on stigma and its reduction. This campaign highlighted the government's increasing awareness and action towards reducing housing stigma, aligning with our research objectives and findings.

3.9 Conclusion

By employing a mixed-methods approach that integrates quantitative and qualitative data, this research aims to provide a comprehensive understanding of social housing stigma. The use of descriptive research allows us to depict the phenomenon accurately, while the combination of surveys, interviews, and focus groups ensures that we capture both the breadth and depth of the issue. The findings from this research will contribute meaningful insights to the field of social science and assist institutions, local and national governments, and housing associations in understanding and addressing stigma in social housing. It is hoped that final recommendations can be implemented to reduce stigma where it exists and foster more inclusive and supportive communities.

References

Braun, V. and Clarke, V., 2006. *Using thematic analysis in psychology.* Qualitative Research in Psychology, 3(2), pp.77-101.

Creswell, J.W. and Poth, C.N., 2017. *Qualitative Inquiry and Research Design: Choosing Among Five Approaches.* 4th ed. Thousand Oaks, CA: Sage.

Field, A., 2018. *Discovering Statistics Using IBM SPSS Statistics. 5th ed.* London: Sage.

Guest, G., Bunce, A. and Johnson, L., 2006. *How many interviews are enough? An experiment with data saturation and variability.* Field Methods, 18(1), pp.59-82.

Kline, R.B., 2015. *Principles and Practice of Structural Equation Modelling.* 4th ed. New York: Guilford Press.

McLafferty, E., 2014. *Focus group interviews as a data collecting strategy.* Nurse Researcher, 11(4), pp.12-16.

Silverman, D., 2016. *Qualitative Research.* 4th ed. London: Sage.

Smith, J.A., 2015. Qualitative Psychology: *A Practical Guide to Research Methods.* 3rd ed. London: Sage.

Chapter 4: Findings

Part 1: Public survey

Introduction

The Public Perception Survey provides critical insights into the diverse perspectives and experiences of individuals regarding social housing. This chapter presents a detailed analysis of survey data, examining demographics, living situations, social housing experiences, and perceptions of stigma. The survey, with its extensive range of questions (see appendix for full list), aims to capture the nuanced views of the public on various aspects related to social housing. The findings highlight the demographic diversity of respondents and delve into their experiences and perceptions, offering valuable information for policymakers, researchers, and stakeholders interested in understanding and addressing social housing issues.

4.1 Public perception survey

(See appendix 1 for list of questions)

4.1.1 Demographics of Public Survey Respondents

The survey data demographics (public) reveal a diverse set of respondents in terms of gender, age, region, occupation, and social grade. However, most respondents are heterosexual, non-disabled, and identify as white. The distribution across different age bands and regions indicates a good mix, though some regions have significantly higher or lower participation. The occupational and social grade data suggest a broad range of socio-economic backgrounds among the respondents.

Survey Demographic (Public)
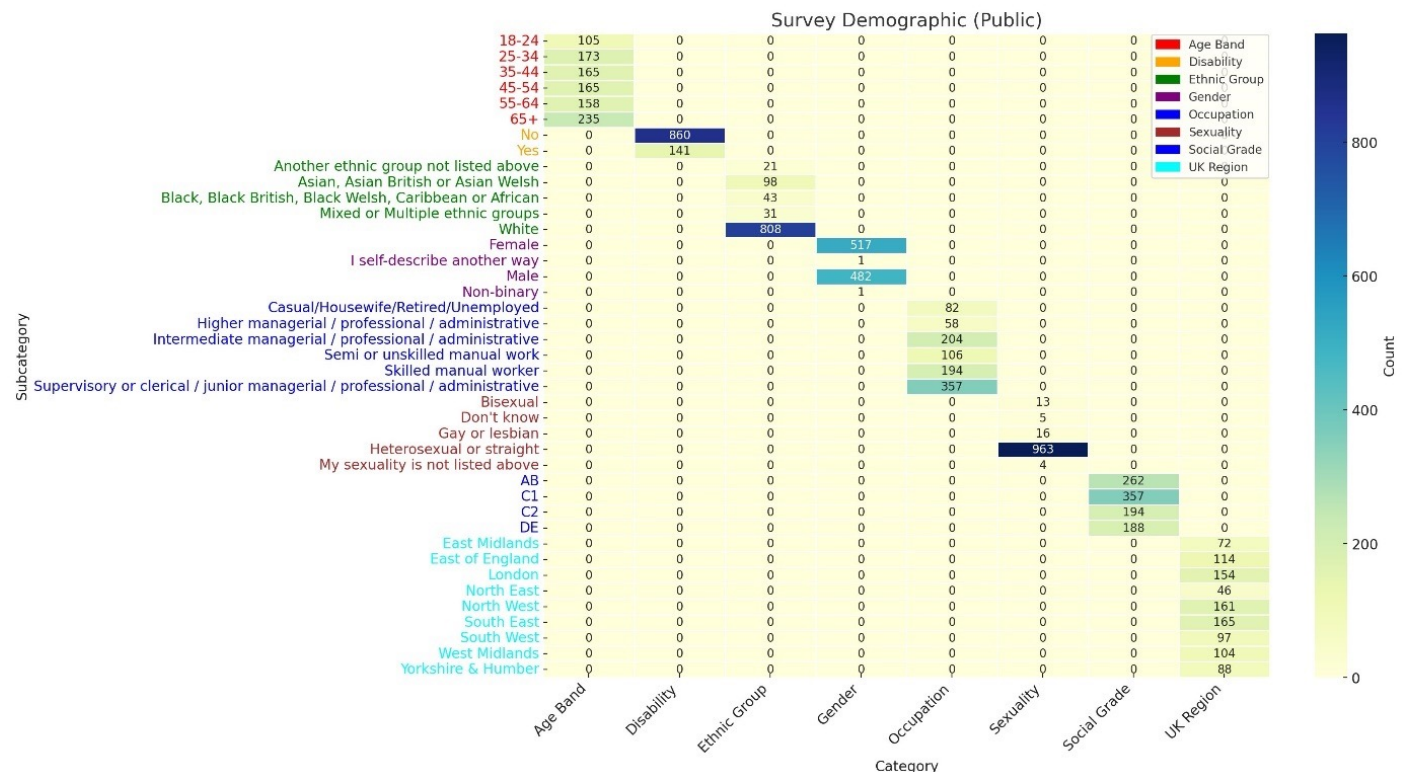
4.1.2 Living Situation and Social Housing Duration

Living Situation vs. Social Housing Experience

A1. Which of the following best describes your current livir	Don't know	I currently live in social housing	I do not currently live in social housing but I have done in the past	I have never lived in social housing
Don't know	0	1	0	0
Other	3	2	2	24
Owned no mortgage	3	2	97	255
Owned with mortgage	1	15	58	174
Private rented	3	9	49	151
Refused	0	0	0	2
Shared owner	0	2	3	2

A2. Do you currently or have you ever lived in social housing?

Living Situation vs. Duration in Social Housing

A1. Which of the following best describes your current livir	1 year to 3 years	10 years and more	3 years to 5 years	5 years to 10 years	Don't know	Less than 1 year	Prefer not to say
Don't know	0	1	0	0	0	0	0
Other	2	1	0	1	0	0	0
Owned no mortgage	21	44	13	16	3	2	0
Owned with mortgage	20	20	16	12	2	3	0
Private rented	14	16	8	12	1	6	1
Shared owner	0	2	1	2	0	0	0
Social housing	14	95	8	24	0	2	0

A3. How long have you lived in social housing for?

### Living situation vs. Social housing experience

- A significant portion of respondents who have never lived in social housing currently reside in privately rented accommodations or own their homes with a mortgage.

- Those who have previously lived in social housing but do not currently do so are distributed across various living situations, with many in private rentals or owning with a mortgage.

- There is a clear distinction in living situations between those who have never experienced social housing and those who have.

- Current social housing residents predominantly remain in social housing, indicating a possible lack of transition to other housing types.

- Efforts to support transitions out of social housing might focus on providing more accessible pathways to homeownership.

Living situation vs. duration in social housing

- Among respondents currently in social housing, the durations vary significantly, with notable groups living in social housing for over 10 years and others for shorter periods (1-3 years).

- Respondents who have lived in social housing for shorter periods are also found in various other living situations, including private rentals and owning with a mortgage.

- Long-term residents of social housing (over 10 years) suggest stability or potential difficulties in transitioning to other housing types.

- Shorter-term residents (1-3 years) who have moved to other living situations might indicate successful transitions out of social housing.

- Policy focus might benefit from understanding the factors that enable shorter-term residents to transition to other housing situations, potentially applying these learnings to assist long-term residents.

4.1.3 Frequency Distribution for Key Questions

Frequency Distribution of Key Questions
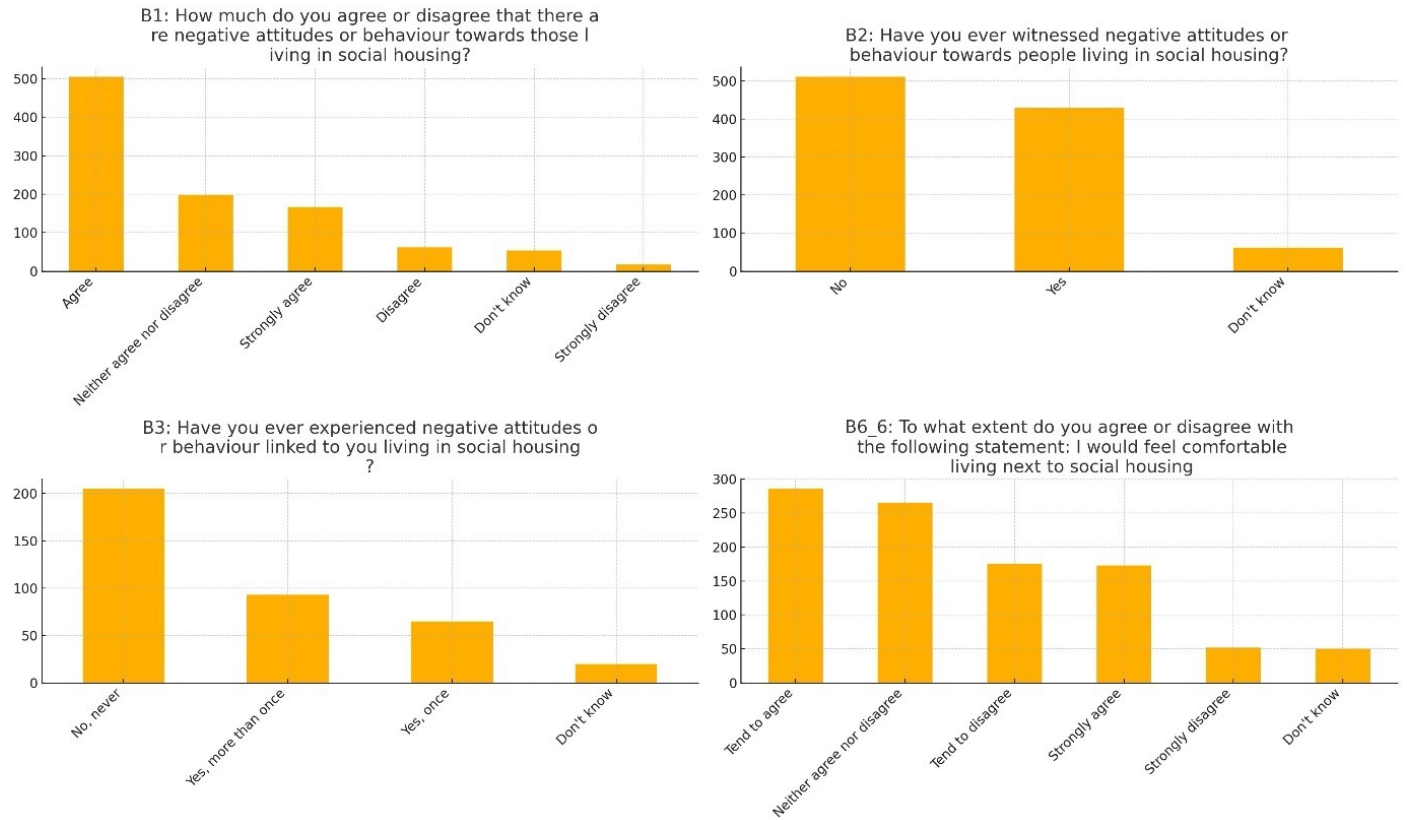
B1: Agreement on Negative Attitudes or Behaviour towards Social Housing Residents

Observations:

- A significant number of respondents "Agree" or "Strongly agree" that there are negative attitudes or behaviours towards those living in social housing.

- There are also notable numbers of respondents who "Disagree" or "Strongly Disagree," indicating a division in perceptions.

Conclusion:

- There is a considerable perception of negative attitudes towards social housing residents, highlighting a potential area for public awareness and education to address these attitudes.

B2: Witnessing Negative Attitudes or Behaviour towards Social Housing Residents

Observations:

- Most respondents have not witnessed negative attitudes or behaviours towards people living in social housing.

- A smaller but still significant group has witnessed negative behaviour.

Conclusion:

- While many respondents have not personally witnessed negative attitudes, the fact that some have indicates the presence of such behaviour, suggesting the need for initiatives to reduce these occurrences.

B3: Experiencing Negative Attitudes or Behaviour Linked to Living in Social Housing

Observations:

- Many respondents have never experienced negative attitudes or behaviour linked to living in social housing.

- A notable minority has experienced this negative behaviour, either once or multiple times.

Conclusion:

- Personal experiences of negative attitudes are less common but still significant, indicating a need for support systems and measures to protect and empower social housing residents who face discrimination.

B6_6: Comfort Living Next to Social Housing

Observations:

- A substantial portion of respondents feel comfortable living next to social housing, with many "Agreeing" or "Strongly agreeing" with the statement.

- There are also respondents who feel "Neutral" or "Disagree", indicating varying levels of comfort.

Conclusion:

- Overall comfort levels are relatively high, but the presence of neutral or negative responses suggests there is room for improving perceptions and fostering more inclusive communities.

4.1.4 Gender vs. Social Housing Stigma Perception

## Genders vs. All B Questions Stigma Perceptions (Visualisation)
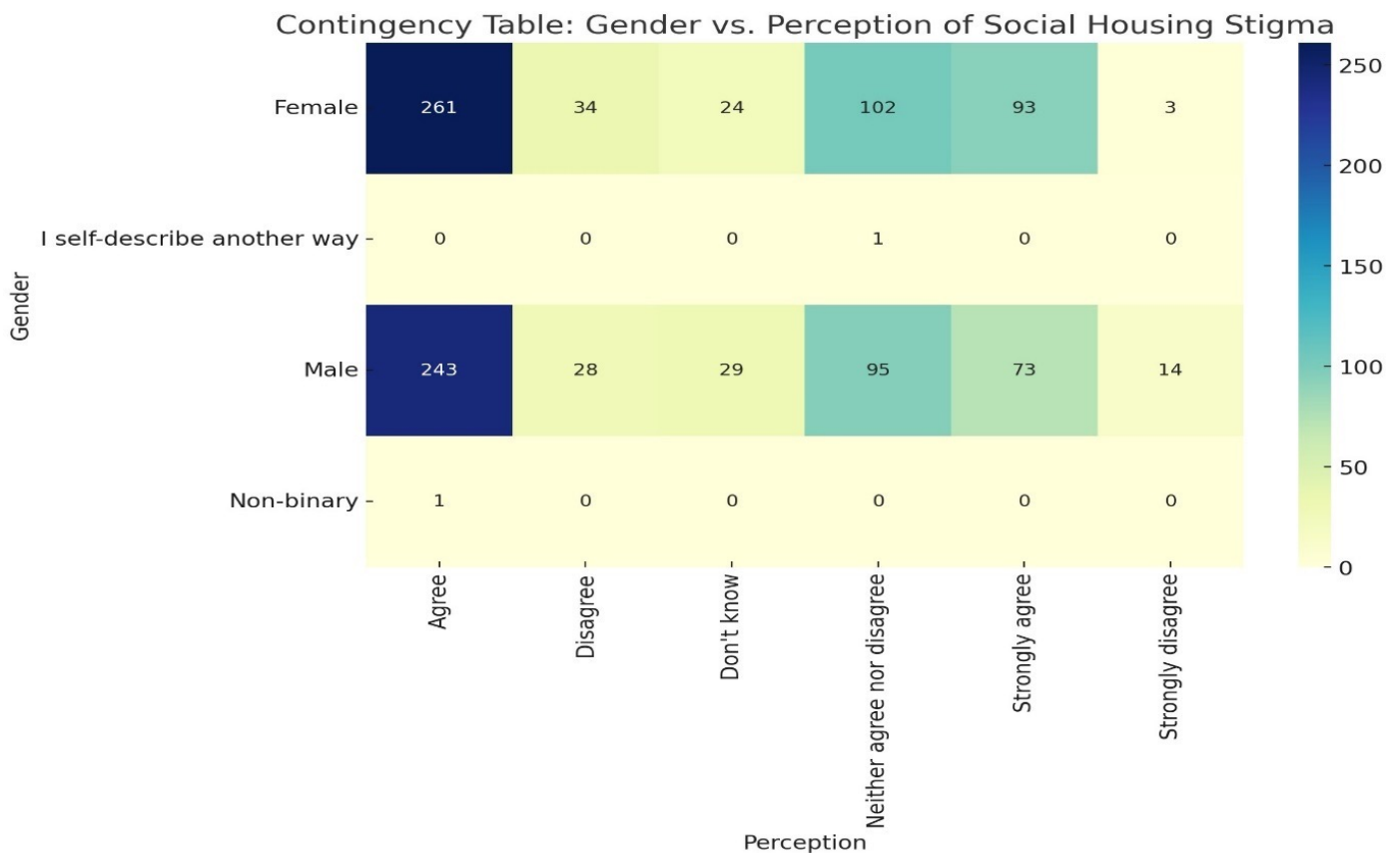
Results of the Chi-Square Test: Chi-Square Statistic: 15.32, P-Value: 0.4287.

This statistical method was used to see if there different views about negative attitudes towards social housing between female and male respondents. The results show that the differences in their views are likely due to random chance rather than a real difference between genders. In other words, gender does not significantly influence how people perceive negative attitudes towards social housing in this survey. We conclude that the differences in perceptions between genders are not statistically significant.

4.2 All Chi-Square and P-Values for Demographics Compared to Perception Stigma
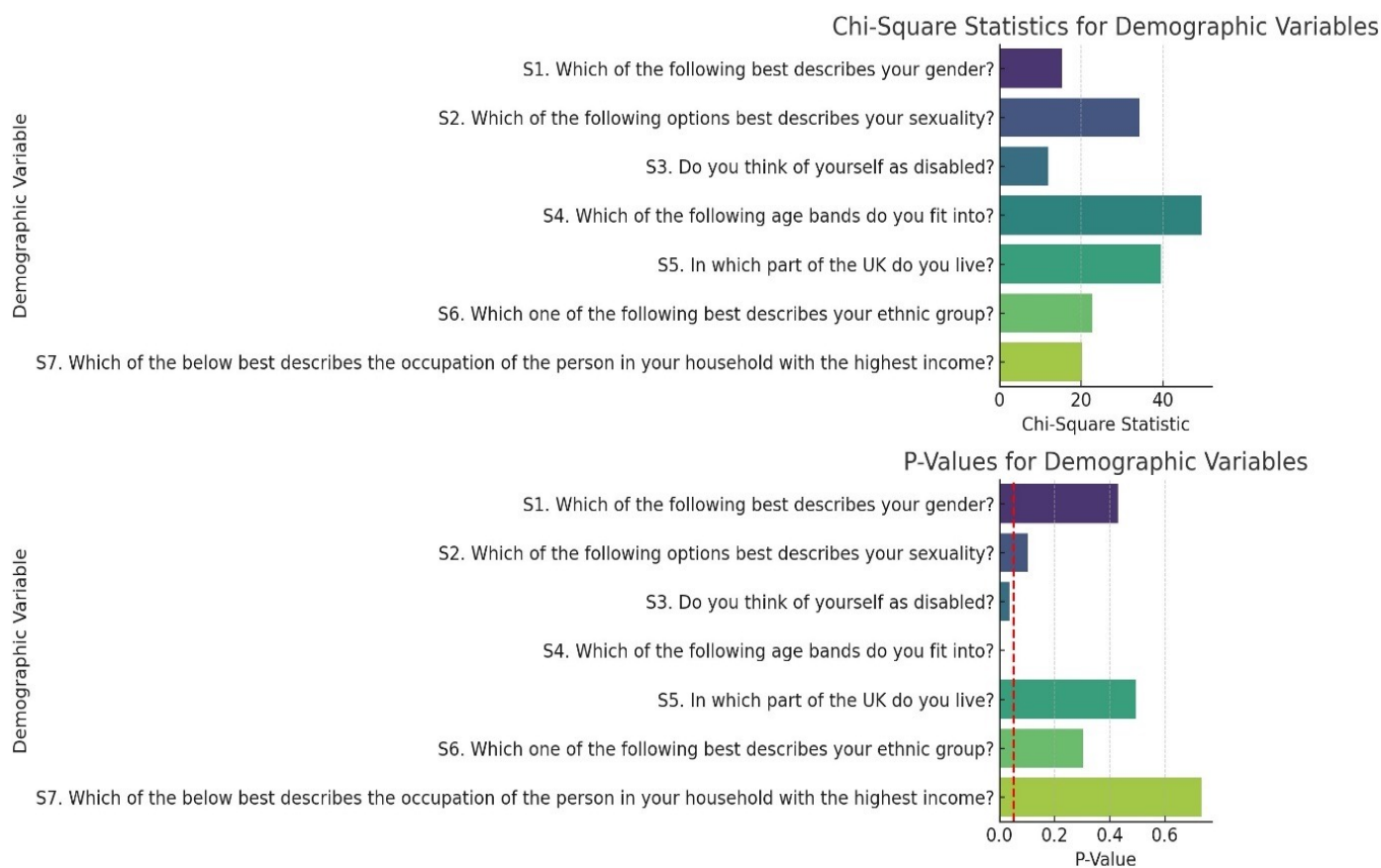
The chart presents Chi-Square statistics and p-values for demographic variables related to perceptions of social housing stigma. The top bar plot shows Chi-Square values, indicating the extent of association between each demographic factor and stigma perception. Higher values suggest stronger associations. The bottom plot displays p-values, with a red dashed line at 0.05 marking statistical significance. Disability status and age group have p-values below 0.05, showing significant associations. Other demographics, like gender and ethnicity, have higher p-values, indicating no significant link to stigma perceptions. This analysis helps identify key factors influencing social housing stigma perceptions.

The analysis shows significant associations for disability status and age group with perceptions of social housing stigma. Disabled individuals and different age groups perceive stigma differently, as indicated by p-values below 0.05. This means these demographics are statistically more likely to experience or perceive negative attitudes towards social housing, highlighting the need for targeted interventions to address stigma in these groups. Reading the comments, it seems disabled people significantly believe there is a negative attitude towards social housing tenants.

- **35-44 age group:** Mean score of 4.1 is slightly higher perception, indicating a stronger perception of negative attitudes. The median of 4 aligns with the mean, suggesting a symmetric distribution. The standard deviation of 0.7 shows less variability compared to other groups. The count of 165 adds to reliability.

- **45-54 age group:** Mean score of 4.0. This means both age groups perceive social housing stigma more strongly and how consistent these perceptions are within each group.

- **Disability group:** Reading the comments, it seems people with disabilities perceive negative attitudes more. This is a double-edged sword as they perceive negative attitudes with both disability and social housing stigma.

Conclusion:

- Overall comfort levels are relatively high, but the presence of neutral or negative responses suggests there is room for improving perceptions and fostering more inclusive communities.

4.3 Impact of Contribution to Housing Stigma by Different Groups

The combined charts illustrate the perceived impact of various groups and institutions on negative attitudes towards social housing.

Impact on Attitudes Towards Social Housing

- **Media**: Many respondents agree that the media contributes to negative attitudes.
- **Behaviour of people in social housing**: Respondents tend to agree that the behaviour of those living in social housing affects perceptions.
- **Housing associations**: Opinions are mixed, with a significant number agreeing that housing associations influence negative attitudes.
- **Local authorities**: Many respondents tend to agree that local authorities contribute to negative perceptions.
- **Government**: The government is seen as a significant contributor to negative attitudes, with a noticeable number strongly agreeing.
- **Police**: The police are also perceived to contribute to negative attitudes, with many respondents agreeing.
- **People Who Have Never Lived in Social Housing**: There is strong agreement that individuals who have never lived in social housing contribute to negative perceptions.

Overall, the charts highlight that multiple factors and groups are believed to contribute to the stigma surrounding social housing.

Ranked Factors Contributing To Social Housing Stigma

	Factor	Proportion	
1	People Who Have Never Lived in Social Housing	0.6383616383616384	
2	Behaviour of People in Social Housing	0.5814185814185814	
3	Media	0.5794205794205795	
4	Government	0.38961038961038963	
5	Police	0.38161838161838163	
6	Local Authorities	0.26173826173826176	
7	Housing Associations	0.19480519480519481	

The ranked factors contributing to social housing stigma based on the proportion of respondents who "Agree" or "Strongly agree" have been displayed. These rankings highlight the most significant contributors to the stigma surrounding social housing. For factor two, people who live in social housing (70%) agree that behaviour of people in social housing contribute to negative views of those who live in social housing.

Comments around C Questions

- High Non-Response Rate:
  - Many respondents either indicated didn't know or prefer not to comment. This might indicate a lack of awareness or discomfort discussing the topic.
- Recurring themes:
  - **Media influence:** There is a notable mention of media, specifically tabloids, influencing negative perceptions. This aligns with earlier findings where the media was seen as a significant contributor to negative attitudes.
  - **Public perception:** Comments on public judgment and stereotypes, such as labelling people in social housing as lazy, highlight societal biases.
- Impact of authority figures:
  - While comments specifically mentioning authority figures (e.g., police, government) were not highlighted, the earlier analysis showed these groups also contribute to negative attitudes.
- Potential Areas for Awareness Campaigns:
  - The non-response and lack of detailed comments suggest potential areas for targeted awareness campaigns. Educating the public and addressing stereotypes could help reduce stigma.
- Community and Social Factors:
  - The comments hint at broader community and social factors affecting perceptions of social housing. Addressing these through community engagement and positive representation could be beneficial.

4.4 Awareness of Campaigns to Reduce Stigma

Sample Responses from D1 to D3

1. **D1. Are you aware of any campaigns that aim to reduce the negative attitudes or behaviour towards social housing?**

- "No"
- "Yes"
- "Not sure"
- "Prefer not to say"

2. **D2. Please provide details of the campaigns that aim to reduce the negative attitudes or behaviour towards social housing you are aware of**

- "Not aware of any specific campaigns."
- "Saw some ads on TV."
- "There was a local community initiative."

3. **D3. What do you think needs to happen to reduce negative attitudes or behaviour towards social housing, if anything?**

- "More positive media coverage."
- "Government should promote better understanding."
- "Community programs to integrate residents."
- "Increase awareness about the realities of social housing."

Identified Themes

Awareness of Campaigns (D1):

- A significant number of respondents are not aware of any campaigns.
- Some respondents are aware, but specifics are often not detailed.

Details of Campaigns (D2):

- Responses vary, with some mentioning TV ads and local initiatives.
- Lack of widespread recognition of specific campaigns.

Suggestions to Reduce Negative Attitudes (D3):

- **Media Representation**: Many respondents suggest improving media coverage to show positive aspects of social housing.
- **Government Initiatives**: Calls for government-led awareness programs.
- **Community Integration**: Emphasis on community programs to foster better relationships and understanding.
- **Education and Awareness**: Increasing awareness about the realities and challenges of social housing to combat stereotypes.

Question E: Additional Comments

Lack of additional comments

- A significant number of respondents did not provide additional comments, with many simply saying "No" or similar.

Media representation

- Among the few detailed comments, there is a recurring theme about the portrayal of social housing in the media, suggesting that the media often fails to show the positive aspects.
- Media representation remains a critical issue, echoing earlier findings about the importance of how social housing is portrayed.

General feedback

- Some respondents expressed gratitude for the survey or reiterated the importance of addressing social housing issues.
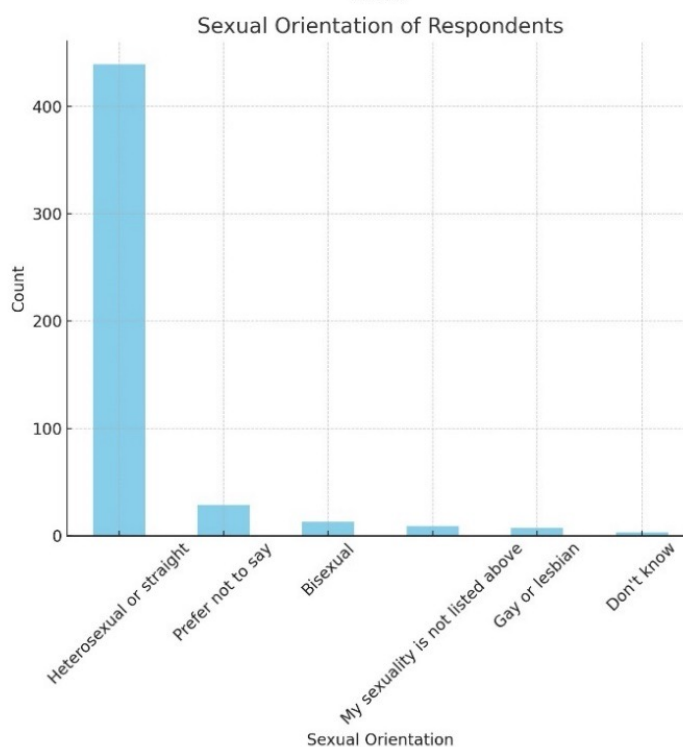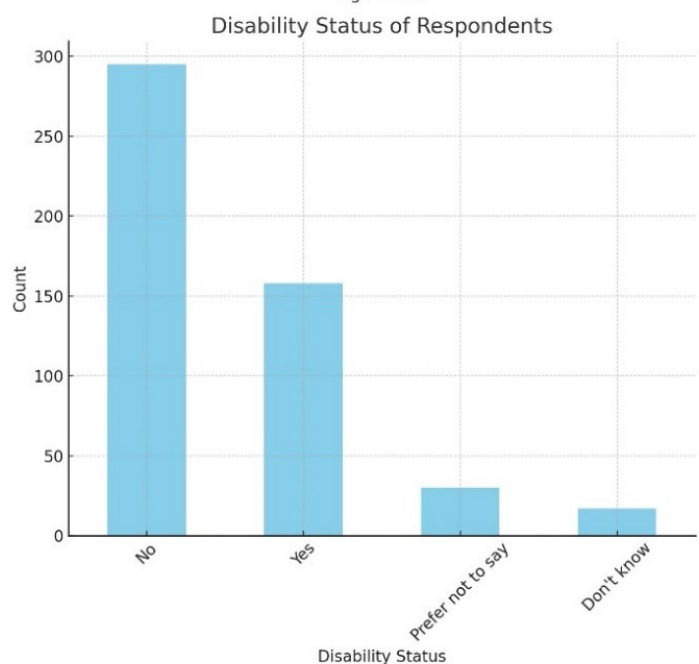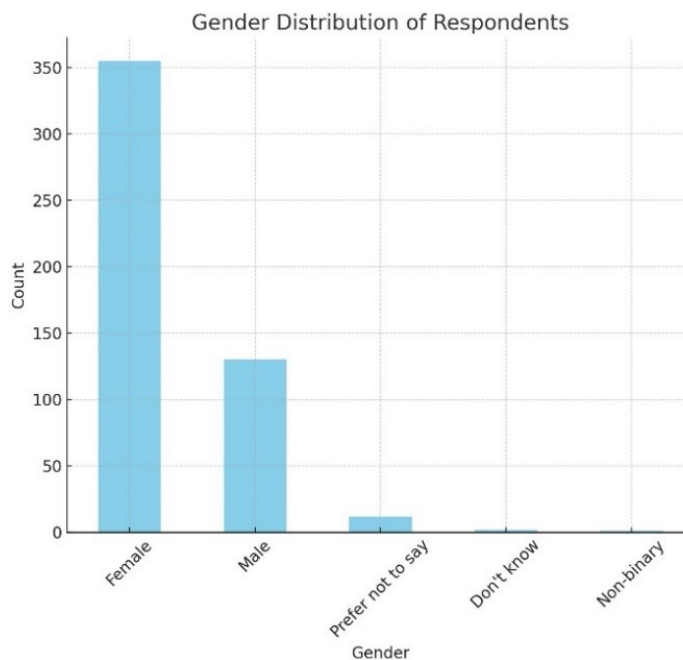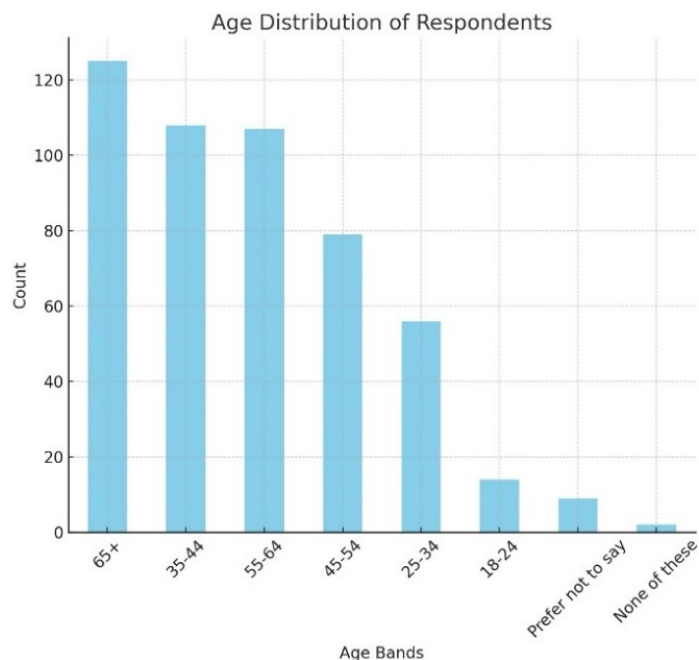
Conclusion

The Public Perception Survey offers a comprehensive look at the diverse views and experiences related to social housing. The data reveals significant demographic diversity and highlights key areas of concern, such as negative attitudes and stigma associated with social housing. While many respondents acknowledge the presence of negative perceptions, there is also a strong indication of comfort and acceptance among a substantial portion of the population. The findings suggest that targeted interventions, particularly for disabled individuals and specific age groups, are necessary to address stigma effectively. Moreover, improving media representation and implementing community-based programs could play crucial roles in changing public perceptions and fostering more inclusive attitudes towards social housing. Overall, this chapter underscores the importance of continued efforts to understand and mitigate the negative perceptions surrounding social housing.

4.5 Introduction

This section presents the findings from the Stigma Perception Survey conducted among social housing tenants. The survey aims to explore tenants' experiences of stigma, its impact on their lives, and their perceptions of social housing.

Age Distribution of Respondents

Gender Distribution of Respondents

Disability Status of Respondents

Sexual Orientation of Respondents

Visualisations of tenant demographics

These visualisations provide a comprehensive overview of the respondents' backgrounds. Four other points are below on demographics of the tenants.

1. **Age distribution of respondents**

- A diverse age range is represented, ensuring balanced insights across different life stages.

2. **Gender distribution of respondents**

- A relatively balanced participation from male and female respondents, with some preferring not to disclose their gender.

3. **Disability status of respondents**

- Most respondents do not consider themselves disabled, though a notable number do.

4. **Sexual orientation of respondent**s

- The majority identify as heterosexual or straight, with some preferring not to disclose their orientation.

5. **Regional distribution of respondents**

- Respondents are distributed across various regions, with a noticeable concentration in the East of England.

6. **Ethnic group of respondents**

- Most respondents identify as White, with representation from other ethnic groups.

7. **Occupation of highest income earner in household**

- A wide range of occupations are represented, highlighting varied socio-economic backgrounds.

8. **Social grade of participants**

- Participants come from different social grades, indicating a mix of socio-economic classes.

4.6 Tenant Stigma Perception Questions (Impact)
Analysis of Frequency Distribution for Key Questions

B1: Agreement on Negative Attitudes or Behaviour towards Social Housing Residents

Observation:

- A significant number of respondents "Agree" or "Strongly Agree" that there are negative attitudes or behaviours towards those living in social housing. There are also notable numbers who "Disagree" or "Strongly Disagree," indicating a division in perceptions.

Conclusion:

- There is a considerable perception of negative attitudes towards social housing residents.

B2: Experiencing Negative Attitudes or Behaviour Linked to Living in Social Housing

Observation:

- A notable number of respondents have experienced negative attitudes or behaviour linked to living in social housing, with some experiencing it more than once.

Conclusion:

- The personal experiences of negative attitudes are significant, indicating a need for support systems and measures to protect and empower social housing residents who face discrimination.

B3: Frequency of Experiencing Negative Attitudes or Behaviour Related to Living in Social Housing

Observation:

- Responses vary on how often negative attitudes or behaviour are experienced, from never to multiple times.

Conclusion:

- The varying frequency suggests that while not all residents face regular negative behaviour, it remains a persistent issue for many.

B5: Awareness of Household Members Experiencing Negative Attitudes or Behaviour

Observation:

- A number of respondents are aware of other household members experiencing negative attitudes or behaviour due to living in social housing.

Conclusion:

- This awareness suggests that negative perceptions are not only individual experiences but also affect entire households.

B6: Awareness of Neighbours Experiencing Negative Attitudes or Behaviour

Observation:

- Many respondents are aware of neighbours experiencing negative attitudes or behaviour due to living in social housing.

Conclusion:

- This widespread awareness further emphasizes the prevalence of stigma in social housing communities.

B7_1: Feeling Alienated due to Stigma Related to Living in Social Housing

Observation:

- There is a range of responses, with some respondents feeling alienated and others not.

Conclusion:

- Stigma can have varying psychological impacts on residents, with alienation being a significant issue for some.

B7_2: Negative Impact on Mental Health and Wellbeing

Observation:

- A substantial number of respondents agree that stigma has negatively impacted their mental health and wellbeing.

Conclusion:

- The mental health of social housing residents is a critical concern, necessitating targeted mental health support and anti-stigma initiatives.

B7_3: Impact on Job Finding and Career Progression

Observation:

- Responses indicate that stigma has affected the ability of some residents to find a job or progress in their careers.

Conclusion:

- Stigma can extend beyond personal and social spheres into economic opportunities, affecting job prospects and career advancement.

B7_4: Impact on How People Treat Social Housing Residents

Observation:

- Many respondents agree that stigma has affected how others treat them.

Conclusion:

- Social interactions and relationships are significantly influenced by stigma, impacting residents' social lives and sense of community.

B7_5: Avoiding Disclosure of Living in Social Housing

Observation:

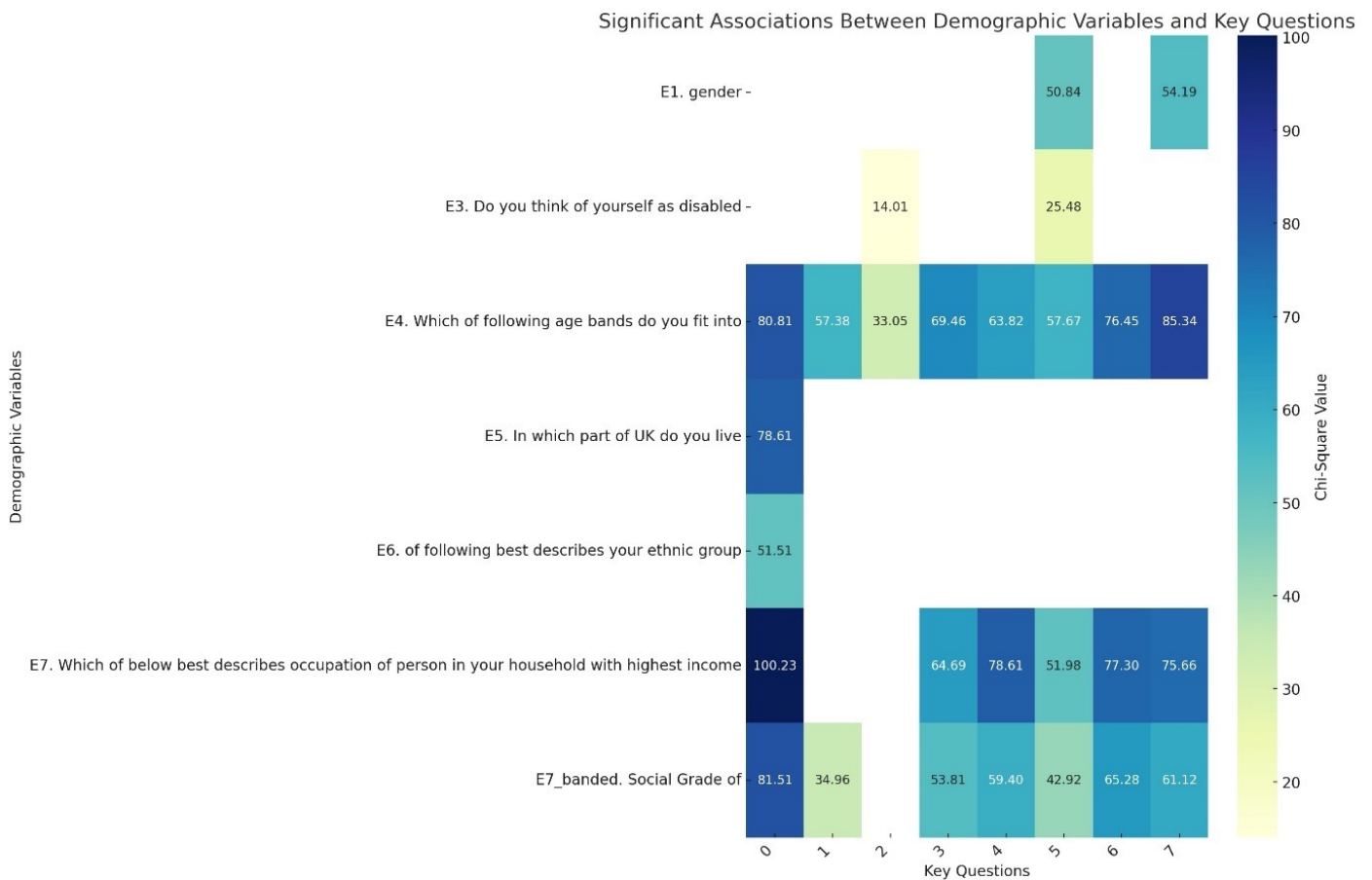- Some respondents avoid telling people they live in social housing due to fear of judgment.

Conclusion:

- The fear of judgment indicates the depth of stigma, influencing residents' willingness to disclose their living situation, which can affect their social interactions and self-esteem.

4.7 Testing significance between demographics and key questions

Interpretation of the Heatmap

- **Y-Axis (demographic variable)**: Lists the demographic factors analysed.

- **X-Axis (Numeric Label)**: Corresponds to the key questions (refer to the table above for the mapping).

- **Cell values (Chi-Square)**: Indicates the Chi-Square value for the association between the corresponding demographic variable and key question.

Significant Associations Between Demographic Variables and Key Questions

Demographic Variables	0	1	2	3	4	5	6	7
E1. gender						50.84		54.19
E3. Do you think of yourself as disabled			14.01			25.48		
E4. Which of following age bands do you fit into	80.81	57.38	33.05	69.46	63.82	57.67	76.45	85.34
E5. In which part of UK do you live	78.61							
E6. of following best describes your ethnic group	51.51							
E7. Which of below best describes occupation of person in your household with highest income	100.23			64.69	78.61	51.98	77.30	75.66
E7_banded. Social Grade of	81.51	34.96		53.81	59.40	42.92	65.28	61.12

Key Questions

Numeric Label	Key Question
0	Impact on Ability to Find a Job or Progress at Work
1	Avoidance of Disclosure of Living in Social Housing
2	Agreement on Negative Attitudes or Behaviour
3	Experiencing Negative Attitudes or Behaviour
4	Awareness of Neighbours Experiencing Negative Attitudes or Behaviour
5	Feeling Alienated due to Stigma
6	Negative Impact on Mental Health and Wellbeing
7	Impact on How People Treat Social Housing Residents

Key Observations

1. Gender:

• Significant impact on job finding (B7_3) and avoidance of disclosing living in social housing (B7_5).

2. Age:

• Influences perceptions of negative attitudes (B1), personal and neighbours' experiences (B2, B6), feelings of alienation (B7_1), mental health (B7_2), job impact (B7_3), and social treatment (B7_4).

3. Disability status:

• Affects awareness of neighbours' experiences (B6) and personal job impacts (B7_3).

4. Ethnic group:

• Significant association with perceptions of negative attitudes (B1).

5. Region:

• Regional differences impact perceptions of negative attitudes (B1).

6. Occupation:

• Strong associations across multiple aspects: negative attitudes (B1), feelings of alienation (B7_1), mental health (B7_2), job progression (B7_3), social treatment (B7_4), and avoidance of disclosure (B7_5).

7. Social Grade:

• Significant across several questions, indicating varying experiences of stigma based on socio-economic status.

4.8 Tenant Perceptions of Social Housing

B8_1 to B8_6: Social Housing Tenants Perceptions of Social Housing
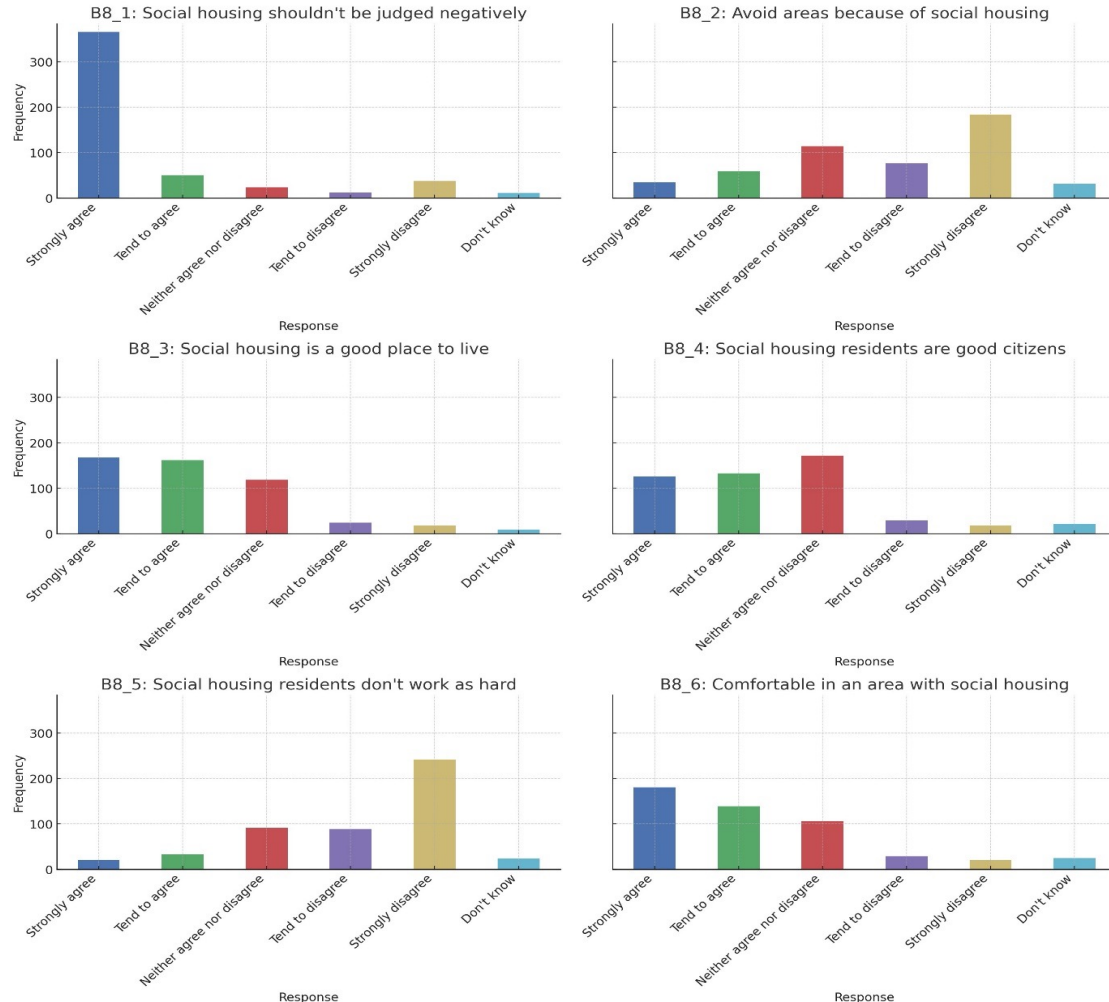
1. **Negative sentiments:** The overall sentiment towards experiences of stigma is neutral to negative, indicating a prevalent perception of stigma among social housing residents.

2. **Interconnected negative impacts:** Strong correlations between feeling alienated, mental health impacts, and changes in social interactions highlight the deep interconnections of various negative impacts of stigma.

3. **Positive perceptions:** Despite experiences of stigma, there is a strong positive perception among respondents that social housing residents are good citizens and that social housing is a good place to live.

4. **Resistance to negative stereotypes:** The majority strongly disagree with negative stereotypes about social housing residents not working hard, reflecting a resistance to such stigmatizing views.

5. **Comfort in Social Housing Areas:** Most respondents feel comfortable in areas with social housing, indicating a sense of acceptance and community within these environments.

B9: Perception of changes in stigma over time

Stability in perception: Many respondents (196) believe that stigma has remained about the same over the period they have lived in social housing.

- **Uncertainty**: A significant number of respondents (104) are uncertain about changes in stigma, indicating a "Don't know" response.

- **Increase in stigma**: More respondents perceive an increase in stigma (73 + 59) than those who perceive a reduction (36 + 32).

- **Reduction in Stigma**: A smaller group of respondents feel that stigma has reduced, but this is less common compared to perceptions of increased stigma.

These insights suggest that while a significant portion of respondents feel that stigma has not changed, there is a notable perception of increased stigma among others. The uncertainty indicated by the "Don't know" responses highlights the complexity of this issue.

Experiencing Stigma and Proportion Tenants

Clusters Visualization using PCA
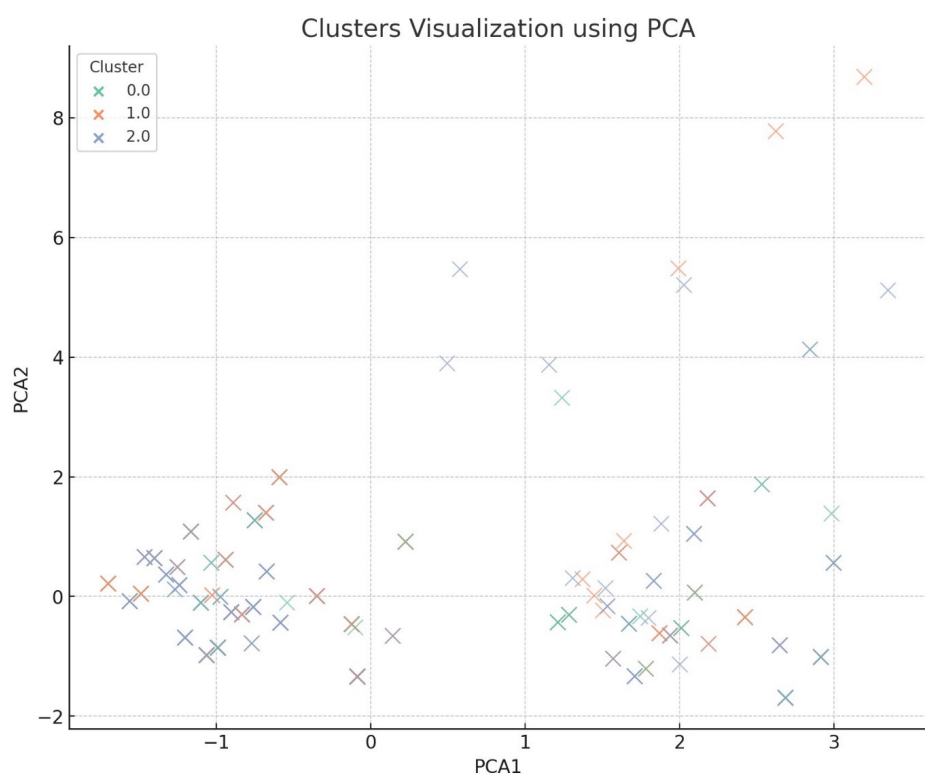
Cluster Colour	Number of Respondents	Number Experiencing Stigma	Proportion Experiencing Stigma
Blue	76	47	0.618421053
Orange	117	49	0.418803419
Green	275	126	0.458181818

Age Distribution

Cluster	18-24	25-34	35-44	45-54	55-64	65+	None of these	Prefer not to say
Blue (0)	0.00%	0.00%	0.00%	100.0%	0.00%	0.00%	0.00%	0.00%
Orange (1)	1.71%	7.69%	18.80%	0.00%	21.37%	45.30%	0.85%	4.27%
Green (2)	3.27%	16.00%	29.09%	0.00%	25.82%	24.73%	0.36%	0.73%

Gender Distribution

Cluster	Don't know	Female	Male	Non-binary	Prefer not to say
Blue (0)	0.00%	77.63%	22.37%	0.00%	0.00%
Orange (1)	1.71%	0.00%	89.74%	0.85%	7.69%
Green (2)	0.00%	100.0%	0.00%	0.00%	0.00%

Social Grade Distribution

Cluster	AB	C1	C2	DE	Don't know	Prefer not to say
Blue (0)	3.95%	19.74%	21.05%	30.26%	9.21%	15.79%
Orange (1)	11.97%	7.69%	20.51%	30.77%	10.26%	18.80%
Green (2)	13.45%	16.73%	12.00%	31.64%	14.55%	11.64%

Blue Cluster (0)

- **Age**: All respondents are in the 45-54 age band.
- **Gender**: Predominantly female (77.63%).
- **Social Grade**: Diverse with a significant proportion in DE (30.26%) and C2 (21.05%).

Orange Cluster (1)

- **Age**: Higher concentration of respondents in the 65+ age band (45.30%) and significant proportions in 35-44 (18.80%) and 55-64 (21.37%).
- **Gender**: Predominantly male (89.74%).
- **Social Grade**: Diverse with a notable proportion in DE (30.77%) and C2 (20.51%).

Green Cluster (2)

- **Age**: Diverse age distribution with significant proportions in 35-44 (29.09%), 55-64 (25.82%), and 65+ (24.73%).
- **Gender**: Exclusively female (100%).
- **Social Grade**: Diverse with a notable proportion in DE (31.64%) and significant proportions in AB (13.45%) and C1 (16.73%).

Conclusion

- **Blue Cluster (0)**: Predominantly middle-aged females with a significant proportion in lower social grades (DE, C2).
- **Orange Cluster (1)**: Predominantly older males with a diverse social grade distribution.
- **Green Cluster (2)**: Exclusively female, with diverse age and social grade distribution.

Relationship to Stigma

- **Blue Cluster (0)**: The highest proportion of respondents experiencing stigma (61.8%). This could be due to the intersection of age, gender, and social grade factors that contribute to higher stigma perceptions.
- **Orange Cluster (1)**: The lowest proportion of respondents experiencing stigma (41.9%).

The older age and higher male proportion may influence lower stigma perceptions.

- **Green Cluster (2)**: An intermediate proportion of respondents experiencing stigma (45.8%), potentially influenced by the exclusive female representation and diverse age and social grade distribution.

Chi-Square Test Results

- Chi-square statistic: 8.063
- p-value: 0.018

Interpretation

Stigma prevalence in clusters

1. **Blue cluster:**
- Proportion Experiencing Stigma: 61.8%
- Interpretation: A significant proportion of respondents in this cluster experience stigma.

2. **Orange Cluster:**
- Proportion Experiencing Stigma: 41.9%
- Interpretation: A lower proportion of respondents in this cluster experience stigma compared to the blue cluster.

3. **Green cluster:**
- Proportion Experiencing Stigma: 45.8%
- Interpretation: The proportion of respondents experiencing stigma in this cluster is higher than the orange cluster but lower than the Blue cluster.

Statistical significance

- **p-value (0.018):**
  - The p-value is less than 0.05, indicating that the differences in stigma prevalence among the clusters are statistically significant.
  - This suggests that the clusters are meaningfully different in terms of the proportion of respondents experiencing stigma.

Conclusion

- **Cluster Differences**: The Blue cluster has the highest proportion of respondents experiencing stigma, followed by the green and orange clusters.

- **Significant Relationship**: The differences in stigma prevalence among the clusters are statistically significant, implying that demographic characteristics associated with each cluster influence stigma perceptions.

The bar plot shows the proportion of respondents experiencing stigma in each cluster:

Proportion of Respondents Experiencing Stigma by Cluster
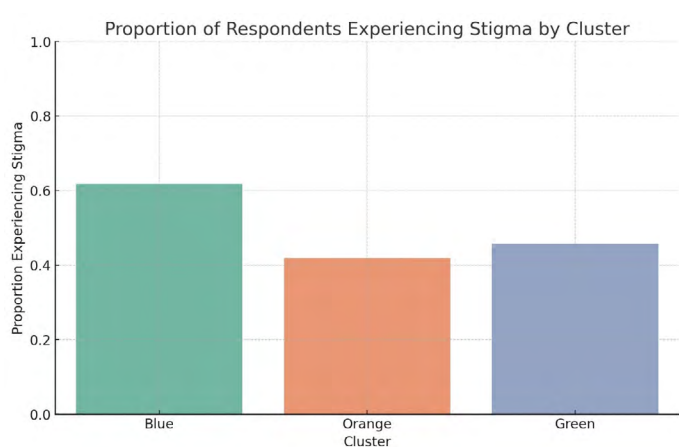
1. **Blue cluster**:

- **Proportion experiencing stigma**: Approximately 62%

- **Interpretation**: This cluster has the highest proportion of respondents who experience stigma.

2. **Orange cluster**:

- Proportion experiencing stigma: Approximately 42%

- **Interpretation**: This cluster has the lowest proportion of respondents who experience stigma.

3. **Green cluster**:

- Proportion experiencing stigma: Approximately 46%

- **Interpretation**: This cluster falls in between the blue and orange clusters in terms of stigma prevalence.

Key takeaways

- **Significant differences**: The Blue cluster has a significantly higher proportion of respondents experiencing stigma compared to the orange and green clusters.

- **Cluster characteristics**: These differences suggest that the demographic characteristics associated with each cluster influence the likelihood of experiencing stigma.

- **Actionable insights**: Targeted interventions can be designed for each cluster based on their specific characteristics and the prevalence of stigma.

Conclusion for presentation

- **Clusters and stigma relationship**: The analysis reveals significant differences in stigma perceptions across the three clusters.

- **Demographic influence**: Demographic characteristics (age, gender, social grade) associated with each cluster significantly impact the likelihood of experiencing stigma.

- **Policy implications**: Tailored policies and interventions should be developed to address the specific needs and characteristics of each cluster to effectively reduce stigma in social housing.

4.9 Sources of Stigma According to Tenants
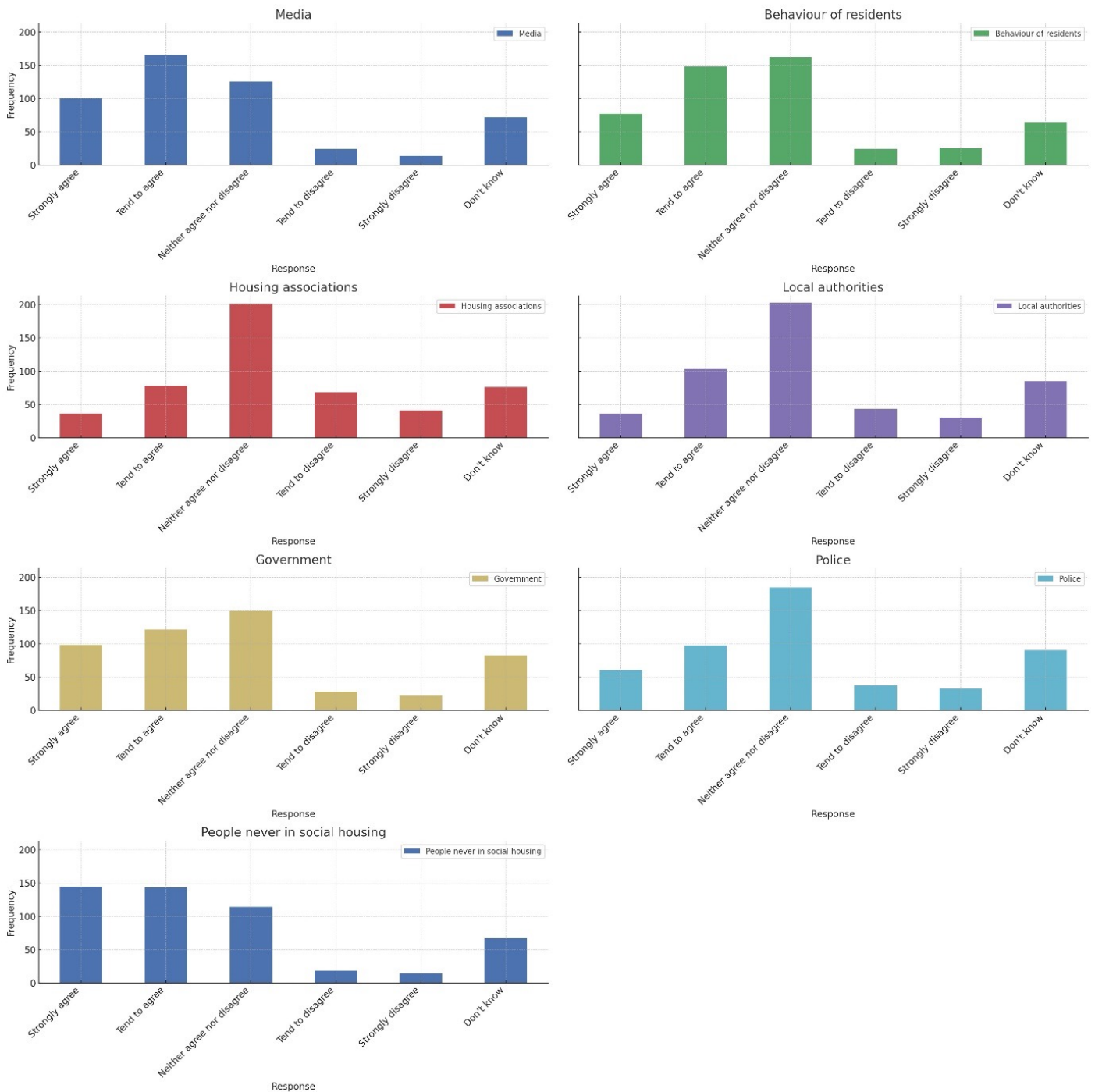
Media

A significant number of respondents (265) agree ("Strongly" or "tend to") that the media contributes to negative attitudes or behaviour towards social housing.

Behaviour of residents

Mixed responses, with a notable portion neither agreeing nor disagreeing, indicating varying perceptions.

Housing associations and local authorities

Many respondents neither agree nor disagree, showing uncertainty or neutrality towards these entities' roles.

Government

A considerable number of respondents (219) agree that the government contributes to negative attitudes.

Police

Mixed responses, with many respondents neither agreeing nor disagreeing.

People Who Have Never Lived in Social Housing

Many respondents agree (287) that people who have never lived in social housing contribute to negative attitudes.

Conclusion

The analysis highlights the media and individuals who have never lived in social housing as significant contributors to negative attitudes. There is also a notable perception of the government's role in fostering negative views.
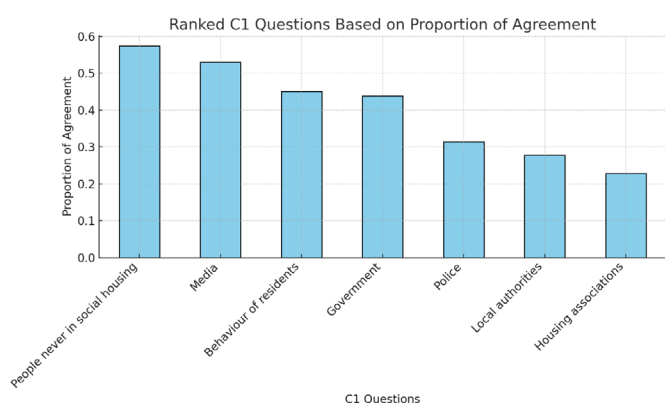
The chart highlights that respondents most frequently agree that people who have never lived in social housing and the media contribute to negative attitudes towards social housing. Conversely, housing associations are perceived as the least contributing entity among the listed options. Based on agree or strongly agree responses.

The sentiment analysis of the C2<FU>verbatim column has provided insights into the respondents' perceptions about how various groups contribute to negative attitudes towards social housing:

Key Insights:

1. **Mixed Sentiments:**
   The sentiment scores range from negative to slightly positive, indicating mixed perceptions among respondents.

2. **Negative Sentiments:**
   Examples of negative sentiments include mentions of "police stop and search" and "news reporting," which highlight negative experiences and portrayals.

3. **Positive Sentiments:**
   Some responses indicate slightly positive sentiments, such as the media generating positive brands.

Conclusion:

The sentiment analysis suggests that while there are some positive perceptions, the overall sentiment tends to be mixed to negative regarding how different groups contribute to negative attitudes towards social housing. This highlights areas where improvements can be made to mitigate these negative perceptions.

4.10 Campaign awareness and suggestions

D1. Are you aware of any campaigns that aim to reduce the negative attitudes or behaviour towards social housing?

417 tenants reported they were not aware with only 16 aware of any campaigns to reduce stigma.

D2. Please provide details of the campaigns that aim to reduce the negative attitudes or behaviour towards social housing you are aware of:

- "Not aware of any specific campaigns."
- "Saw some ads on TV."
- "There was a local community initiative."

D3. What do you think is the most important thing that should be done to reduce negative attitudes or behaviour towards social housing, if anything?

- "More positive media coverage."
- "Government should promote better understanding."
- "Community programs to integrate residents."
- "Increase awareness about the realities of social housing."

Identified Themes

- Awareness of Campaigns (D1):
  - A significant number of respondents are not aware of any campaigns.
  - Some respondents are aware, but specifics are often not detailed.
- Details of Campaigns (D2):
  - Responses vary, with some mentioning TV ads and local initiatives.
  - Lack of widespread recognition of specific campaigns.
- Suggestions to Reduce Negative Attitudes (D3):
  - **Media Representation**: Many respondents suggest improving media coverage to show positive aspects of social housing.
  - **Government Initiatives**: Calls for government-led awareness programs.
  - **Community Integration**: Emphasis on community programs to foster better relationships and understanding.
  - **Education and Awareness**: Increasing awareness about the realities and challenges of social housing to combat stereotypes.

Question E: Additional comments

Lack of additional comments

- A significant number of respondents did not provide additional comments, with many simply saying "No" or similar.

Media representation

- Among the few detailed comments, there is a recurring theme about the portrayal of social housing in the media, suggesting that the media often fails to show the positive aspects.

- Media representation remains a critical issue, echoing earlier findings about the importance of how social housing is portrayed.

General feedback

- Some respondents expressed gratitude for the survey or reiterated the importance of addressing social housing issues.

Conclusion

The findings from the Public Perception and Tenant Stigma Perception Surveys offer comprehensive insights into the diverse views and experiences related to social housing. The data reveals significant demographic diversity and highlights key areas of concern, such as negative attitudes and stigma associated with social housing. While many respondents acknowledge the presence of negative perceptions, there is also a strong indication of comfort and acceptance among a substantial portion of the population. The findings suggest that targeted interventions, particularly for disabled individuals and specific age groups, are necessary to address stigma effectively. Moreover, improving media representation and implementing community-based programs could play crucial roles in changing public perceptions and fostering more inclusive attitudes towards social housing. Overall, this chapter underscores the importance of continued efforts to understand and mitigate the negative perceptions surrounding social housing.

Chapter 5: Conclusions and recommendation

This report provides a thorough investigation into the stigma associated with social housing tenants, combining historical context, theoretical frameworks, and comprehensive research methodologies to uncover the complexities of this social issue. The findings underscore the pervasive nature of stigma and its detrimental impact on social housing tenants, highlighting the need for multifaceted interventions to foster inclusivity and reduce negative perceptions.

Key insights

The historical analysis reveals that social housing has undergone significant changes since its inception, with policies like the Right to Buy (RTB) scheme dramatically altering the landscape and availability of social housing. This historical context is crucial for understanding the roots of current stigmas.

Using Goffman's (1963) and Link and Phelan's (2001) models of stigma, the study examines how labelling, stereotyping, separation, status loss, and discrimination affect social housing tenants. These theoretical insights are essential for framing the discussion and analysis of stigma within this context.

Methodological Strengths

The mixed-methods approach, which integrates quantitative surveys and qualitative focus groups and interviews, provides a robust framework for analysing the issue. Quantitative methods, including Chi-square tests, regression analysis, and Principal Component Analysis (PCA), offer statistical rigor and reveal patterns and correlations in the data. Qualitative methods add depth, capturing the nuanced experiences of social housing tenants through thematic analysis.

Longitudinal studies and pilot testing further enhance the study's validity, ensuring that the data reflects changes over time and that the research instruments are reliable and effective.

Significant Findings

The research identifies several factors contributing to the stigma associated with social housing, including media portrayals, government policies, and societal attitudes. It is evident that demographic factors such as age, gender, disability status, and socioeconomic status significantly influence perceptions of stigma.

The surveys reveal that stigma is not only a widespread issue but also one that deeply affects the mental health, social interactions, and economic opportunities of social housing tenants. The qualitative data enriches these findings, providing personal stories that illustrate the real-life impact of stigma.

Recommendations

To address the identified issues, the report suggests several key interventions:

1. **Enhanced media representation**

   Promote positive and balanced portrayals of social housing tenants in the media to counteract stereotypes.

2. **Government awareness campaigns**

   Implement initiatives to educate the public about the realities of social housing and its benefits to society.

3. **Community integration**

   Develop programs to improve relationships and understanding between social housing tenants and other community members.

4. **Support for vulnerable tenants**

   Provide targeted support, particularly for those in vulnerable demographics, to mitigate the impacts of stigma.

5. **Policy Reforms**

   Re-evaluate and reform policies that contribute to stigma to promote inclusivity and social cohesion.

Final Thoughts

This report highlights the critical need for ongoing efforts to understand and address the stigma associated with social housing. By implementing the recommended interventions and fostering a more inclusive and supportive community, it is possible to improve the quality of life for social housing tenants and reduce the negative perceptions that contribute to their stigmatization. The insights gained from this research are valuable for policymakers, social housing providers, and community stakeholders, offering a roadmap for creating a more equitable and inclusive society.

Appendix 1

Quarterly Influencer Day (Focus Group)

22nd November 2023

The influencer day is an event by Flagship Group to engage social housing tenants. Every three months tenants discuss a main issue. These issues are wide ranging from anti-social behaviour to housing repairs. The information gathered is used to influence decisions made by Flagship Group. This helps to improve engagement and communication with tenants.

The main discussion at the influencer event on 22nd November (10:30am – 14.00pm) was stigma in social housing. Eight tenants took part in the event. The voice of the customer team conducted the event. The main point was for the focus group to help redesign a universal survey based on stigma in social housing. This helps to remove biases from questions. The focus group provides shared experiences and perceptions. The participants of the stigma focus group helped idea sharing for the final survey. A key part of for this focus group was to understand feedback around the subject of stigma in social housing, if any.

The stigma influencer event was three parts:

a) Explained via PowerPoint the history of Social Housing and research conducted around stigma.

b) A range of open questions to the group around stigma, see note below. This is a qualitative open discussion.

c) The research team design a universal survey. The survey was called a Spotlight on Stigma. The survey had 14 questions. Six questions had a Likert scale of 1-10, the scale is used to best represent an opinion or attitude towards a statement. Five questions were Boolean, typically a true or false expression. Three questions were qualitative comment boxes. See appendixes () for original survey. The survey did not collect names but did collect age range, genders, and ethnicity.

Rick (Head of external affairs), explained to the focus group the purpose of the focus group. Rick explained the survey and that we hoped for their input for a redesign. It was explained the reason was to remove any bias and the survey needed to be universal. He explained that the survey would need to be for social and non-social tenants and the public.

Rick explained the subject matter, history of social housing, open end discussions. PowerPoint (see attachment)

Question from participants:

a) What does Flagship wish to do about stigma.

………… Explain we are at an early stage and need understand if stigma exists and if it does how it affects tenants.

b) Customers ask for the data being delivered.

…………. Yes, we can give our lit/history review.

c) STATEMENT FROM TENANT: "applying the word social to everything does not sit well with me. I walk my dog, ask where you live, I said Flagship, she said "social housing then". It's the word "social". The media and Government make it worse. I see stigma daily".

Rick asks has anyone seen or experienced stigma from the focus group.

1) "I'm lucky to have a home, when I tell people where I live, people physically move away. "THEY WON'T LEAVE THEIR PHONE AT A TABLE. We have a class system, the people at the bottom end only have a disposable income on £92.00 per week".

2) "I have not seen or experienced it personally,

I think is where the social housing is based. Geographical"

3) "I'm disabled, and living in social housing, I feel both are joined together, as I experience stigma for both at the same time".

4) "I have a daughter who is a doctor, she was

told by a colleague "WOW you come from social housing and now you're a Dr. Its condescending. People that do well from social housing is not seen or explained".

5) "It's a social problem, we need to make a real difference, it feels Flagship is not embedding this. You are not delivering a service good enough in repairs, which make our properties terrible. The first five years I was grateful, but I have moved beyond that. You, Flagship have a beautiful building (Kings Street office), but I am locked in a badly repaired property. Changing stigma by Flagship is not in your soul. Start proving good services in repairs, its perceived to cause stigma, because we don't get a good product because we're social tenants.

6) "It feels like we must be grateful for living in social housing".

Question: what we can do to reduce Stigma.

1) "Driving through Mile Cross, explain to my children that social housing needs to be mixed, if you walk in the estate, you can see which homes are social housing, as they look cheap and different. You can clock social housing a mile away. Build houses that look the same".

2) Tenants mentions the Home-secretary comments on being homeless is lifestyle choice.

3) Tenant mentions the Government investments in some areas to improve to look and services.

4) "We don't have any communication so don't know. New properties are getting everything, whilst current tenants get nothing. Just some cosmetics. Waiting 8 months for new doors. I think the people at the top of Flagship have no understanding, the people at bottom are excellent".

5) "We don't look at who live s in social housing, my daughter is a training lawyer. I think the 9,000,000 are stuck in social housing".

6) "Housing is very short supply, and waiting list way too long and it feels you must take drugs or be homeless to get a house. This may be adding to stigmatisation as people with problems are being given priority".

Rick posed the question to promote positive stories.

1) "I thought going from council housing to social housing would have reduced stigma, but it has increased".

2) Tenants' children are Dr. architect, lawyer, these are positive stories.

3) "I was homeless and rented a one bed property from friends. I had to request on lots of occasion to get rid of the damp and mould, this did not happen. Eventually I got a Flagship social house. I invited my landlord/friends to come to my new home. They would not come. Even though they rented a very sub-par property. They had this wrong idea about social housing".

4) NO REAL POSITIVE STORIES about Promotion of Social housing.

5) "It's snobbery. More about repairs. Quality of social homes is adding to stigma. Need to know we have a choice. Picking kitchen units, paint etc. Stopping uninformative. People genuinely care about the home's provider".

6) "There's an attitude that social housing is created by the government. They do not build housing. We would have paid our houses off if we had mortgages. We pay for the houses and services".

Rick, how to increase tenants' participants for stigma research.

1) "I don't think you have the correct voices (input) from tenants. They would not come here". (Norwich, King's Street)

NOTED: Participants 4 male, 4 female average age (60)

2) "You need to walk around and speak to tenants. Why don't you go and see what goes on, make

a note of lights not working, see the anti-social behaviour. It's the dog-walkers who are reporting problems to Flagship Group".

3) "Just educate the public".

Participant selection.

There were 8 participants. The participants were Flagship Tenants. There was four males and 4 females. 5 Tenants were 65+ and two were below the age of 45. The research group for this report did not know how many participants would attend, their gender or age range. This makes participants random, adding validity to the survey redesign. The only non-random part was Flagship Tenants were the only ones given the opportunity to help design our universal survey and answer questions.

For the conduct of the focus group, three members of the customer experience team attended and the Head of External affairs, the Housing Research Manager and the Equity, Diversity, and Inclusion Manager.

Question Design.

See attached for survey design by Research, Comms and Customer experience. The focus group gave opinions on the survey when we tested it. See Data analysis, for results and comments.

Facilitation.

The focus group was held in meeting room three at Flagship Group Headquarters. King's Street, Norwich. Tea/coffee making was permanently available. Toilets were available. The room can hold up to 20 people. Lunch was provided at 12:30pm. The room was air conditioned. A 60" screen was used for the PowerPoint presentation. The research manager and experience team sat at the back of the room to take notes on stigma related comments. The building is secure and has wheelchair accessible lift and toilet. Participants were helped with travel costs if required. Participants were able to communicate with each other and the Head of External Affairs without

twisting around. Housekeeping was implemented by the customer experience team.

7) Survey analysis.

Question 1: What is your age, gender, and ethnicity?

Several participants pointed out that the age range for 65-74 needed to be 65+

One participant mentions the difference between White Northern Irish and White Irish. The survey will now show White British.

Question 2: Are you employed, unemployed, retired, training or in education?

Participants were expected to tick one of the above. Participants would like to see a multi option or made clear you could select more than one option.

Question three: Do you or have you ever lived in social housing? (if yes please state how long).

Participants were expected to tick yes or no and then select current or ranges of five years between 1 to 20+.

Participants were confused. They did not know if they selected current, did they also then tick the ranges. Looking at the test surveys, half have ticked current and then the number of years, the other half have only tick current.

This is an initial design issue. The redesign will need to be clear on this point.

Question 4: Do you think there is stigma towards those living in social housing?

This question was a liken scale of 1 to 10. 0 = no stigma, 10 = A lot of Stigma.

Participants did not think the question went deep enough and we would gain no understanding of stigma. The liken scale is too large. It was decided to reduce liken scales down to 1-5 and comments boxes will be added for deeper insights for qualitative data.

Question 5: Have you witnessed or experienced stigma due to living in social housing?

Participants were given the option of yes and no. It was pointed out the question four and five could be combined. A comment boxed added for deeper insight.

Question 6: What words do you feel are associated with the stigma towards people living in social housing?

No comments were given from participants on this question. A comment box was inserted for keywords. This was a qualitative open-end question.

Question 7: Do you feel that the government does too little or too much to support those in social housing?

The question was a liken scale of 0 to 10, this needs to change from 1 to 5. We could go further and find out what else could be done. We may find that those in social housing would rate the medium and below, but those that don't live in social housing would be the medium and above.

Question 8: The same as above but social housing providers:

Same as above.

Question 9: How much do you believe that the media has influenced the stigma towards social housing, if any?

This question was designed from our historical research. Programmes such as Benefits Britian and the Estate has led to a negative view of social housing tenants. Newspapers views of bedroom tax was also considered. The liken scale needs to be reduce to 1-5.

Question 10: Please rate each source of the media (out of 10) based on how much you believe that it has influenced the stigma towards social housing?

Participants were expected to circle a number in the liken scale for each observation, TV, Radio, Magazines/newspapers, social media. Again, the liken scale needs to be 1-5.

Question 11: Do you believe central and local Government increase or decrease stigma associated with people living in social housing?

1 = Decrease 10 = Increase

Most of the focus group was in the increase scale. This question needs to go further of WHY. The redesign will have to add qualitative "comment box". The liken scale will need to be 1- 5 to stay consistence with the rest of the survey.

Question 12: Do you think that social housing increases or reduces opportunities for tenants to change their circumstances.

Question 12 causes confusion among participants. The question needs to be removed as the question represent social mobility and not stigma. This may be additional research on the effects of stigma and social mobility. The question will therefore become a recommendation.

Question 13: Do you think that social housing is a temporary or permanent housing solution?

All participants "ticked" permanent. This may change when more diverse groups are asked. With the average age range above 60, this question has been skewed with a small group, with a similar age.

Question 14: Are you aware of any efforts to reduce stigma associated with social housing?

Question 14 had a Yes and No ticked box and a comment box for the outline of why. Several participants did not leave a comment.

Question 15: What stereotypes of people do you think is associated with social housing, if any?

A comment box is used for qualitative information. All participants left comments.

The survey results. This was to redesign a survey based on those with real life experience of living in social housing. No real analytics from the

survey can be used as the sample is so small. Below is a sample of results. THERE CAN BE NO SIGNIFICANCE WITH THIS SAMPLE, THIS IS AN EXAMPLE.

Question two: 7 participants were retired, and 1 was employed.

Question three: All participants were current tenants with an average of 7 years in social housing.

Question four: All participants think there is stigma towards those living in social housing, the average was 7 out of 10.

Question five: 7 participants have witness stigma for living in social housing, 1 has not.

Question six: Words associated with living in social housing?

POVERTY, CHOICE, SINK ESTATES, SCROUNGER, ON BENEFITS, ONLY HAVE THEMSELVES TO BLAME, EVERTHING IS FREE, UNEMPLOYED, ADDICT, ANTI-SOCIAL, VIOLENT.

Question seven: 0 = Too little and 10 too much.

Two gave fives (middle). Two felt the government gave too much support, four felt the government gave to0 little support.

Question eight: Most felt HAs gave too little support. It was felt by the researchers this was relating to repairs and not stigma.

Question nine: All participants felt the media has contributed to stigma of social housing tenants. Mostly from newspapers and TV.

Question 10: All participants felt local and central government contributed to stigma.

Question 11: This was half and half, creates and decrease opportunity. Three tick both.

Question 12: The participants see social housing as permanent.

Question 13: Half of tenants were aware of efforts

to reduce stigma. Mostly the tenants think it's the HAs that are trying to reduce stigma.

Participants answer to stereotype in social housing.

"People to be avoided", "inferior", "single parents", "drug addicts", "lazy", "unemployed"," Pooley educated", "mental health", "scroungers", "car wrecks", "Dirty".

8) Limitations.

A selected group of Flagship Tenants. Additional resources would be required to increase different groups from different economical/social backgrounds. The age range was very similar, a more diverse range may have added value to the survey design. A focus group is not a generalisation to the larger population. This participation group are customers of Flagship Group. Time was degraded around the redesign and open questions on service problems this group has/had with Flagship. Repairs services was consistently at the forefront of the participants discussions. It was challenging to keep the participants focused on the task.

9) Conclusion.

Deeper insight was gained from this focus group. The open-ended questions delivered participants stories and opinions that were not in previous research on stigma. The participants took part in the universal survey. Their experience from taking part has help to redesign the survey. The authors will increase a more qualitative approach for the Why. Obviously, this will increase time for analytics with a multi method approach. Four groups will need to be analysed, social housing Tenants, Shared ownership Tenants, Employees of Flagship Group and non-social housing tenants.

Main Redesign Points:

- Fix three typos.
- Liken Scale Questions reduce to 1-5
- Question 4 and 5 to be combined, use a liken scale and ADD comments for deeper qualitative insights.
- Question 12 to be removed.
- Media questions to be combined and redesigned.
- Must use a more qualitative approach, whilst maintain quantitative analytics.
- Change age range data.

10) Recommendations

When using two or more groups with the same set of questions for statistical significance, we need to use a comparative survey. This type if primary research is used to compare attitudes and opinions. The redesigned survey is universal, and language used is for a multi-group approach. P-values can be used and confidence intervals to analyse results and find correlations. Shared ownership tenants can be used to see if there are different attitudes to those in social housing. Contacts at university for analysing the public in private rented property will need to set. Results will also need cross-tabulation for deeper insight. This study then becomes inferential and descriptive using a mixed method approach of qualitative and quantitative. All primary, secondary, and tertiary data has been considered.

Appendix 2

Public Perception Survey

S1. Which of the following best describes your gender? This is a quantitative question that describes the respondent's gender. The available options include: Female, Male, Non-binary, I self-describe another way.

S2. Which of the following options best describes your sexuality? This question describes the respondent's sexual orientation. The options include: Heterosexual or straight, Bisexual, Gay or lesbian, My sexuality is not listed above, Don't know.

S3. Do you think of yourself as disabled? This question asks whether the respondent considers themselves to be disabled, with options typically being "Yes" or "No".

S4. Which of the following age bands do you fit into? This is a quantitative question that categorizes the respondent's age into different bands. The options include: 18-24, 25-34, 35-44, 45-54, 55-64, 65+.

S5. In which part of the UK do you live? This question identifies the part of the UK where the respondent lives. The options include: North East, London, West Midlands, South East, East of England, North West, South West, East Midlands, Yorkshire & Humber.

S6. Which one of the following best describes your ethnic group? This question identifies the respondent's ethnic group. The options include: White, Another ethnic group not listed above, Asian, Asian British or Asian Welsh, Mixed or Multiple ethnic groups, Black, Black British, Black Welsh, Caribbean or African.

S7. Which of the below best describes the occupation of the person in your household with the highest income? This question describes the occupation of the person in the household with the highest income. The options include: Supervisory or clerical/junior managerial/professional/administrative, Intermediate

managerial/professional/administrative, Skilled manual worker, Casual worker, Housewife/Homemaker, Retired and living on state pension, Unemployed or not working due to long-term sickness, Semi or unskilled manual work, Higher managerial/professional/administrative.

S7. Social Grade of participant This question identifies the social grade of the participant, categorised typically into classes such as "AB", "C1", "C2", and "DE".

A1. Which of the following best describes your current housing situation? This is a question with options: Owned with mortgage, Owned outright, Rented privately, Rented from a housing association, Rented from a local authority, Other.

A2. Do you currently or have you ever lived in social housing? This is a question with options: I have never lived in social housing, I currently live in social housing, I have lived in social housing in the past.

A3. How long have you lived in social housing (if applicable)? This is a question with options: 10 years and over, 1 to 5 years, Less than a year, 5 to 10 years, Not applicable.

B1. How much do you agree or disagree that the stigma attached to social housing has worsened in recent years? This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

B2. Have you ever witnessed negative attitudes or behavior towards people living in social housing? This is a question with options: No, Yes, Don't know.

B3. Have you ever experienced negative attitudes or behavior because you live in social housing? This is a question with options: No, never, Yes, frequently, Yes, occasionally, Yes, but rarely.

B4. Please briefly describe this/some of these experiences (if applicable). This is a question with options: To be coded, No, Yes, Don't know.

B5_1. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to be involved in crime." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

B6_1. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to be unemployed." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

B7. What stereotypes do you think are associated with people living in social housing? This is a question with options: Don't know, np, To be coded.

C1_1. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to be involved in crime." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_2. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to be unemployed." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_3. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to rely on government benefits." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_4. To what extent do you agree or disagree with the following statement: "People who live in social housing are less likely to be educated." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_5. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to have mental health issues." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_6. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to have substance abuse problems." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree nor disagree," "Tend to disagree," and "Strongly disagree."

C1_7. To what extent do you agree or disagree with the following statement: "People who live in social housing are more likely to have children at a young age." This is an opinion-based question, where the respondent is asked to agree or disagree with a statement. The options typically include "Strongly agree," "Tend to agree," "Neither agree

nor disagree," "Tend to disagree," and "Strongly disagree."

C2. Can you give an example of how any of these stereotypes have been reflected in your experience? This is a question with options: Don't know, Prefer not to say, To be coded.

D1. Are you aware of any campaigns that aim to reduce stigma towards people living in social housing? This is a question with options: No, Yes, Don't know.

D2. Please provide details of the campaigns that you are aware of (if any). This is a question with options: Don't know, To be coded.

D2_verbatim. Please provide details of the campaigns that you are aware of (if any). This is a question with options: Don't know, Specific campaigns, Prefer not to say.

D3. What do you think needs to happen to reduce negative attitudes or behavior towards social housing, if anything? This is a question with options: Don't know, To be coded.

D3_verbatim. What do you think needs to happen to reduce negative attitudes or behavior towards social housing, if anything? This is a question with options: Don't know, np, Specific actions, Prefer not to say.

E1_verbatim. Thank you for taking the time to complete this survey. Before you go, are there any other comments you would like to provide? This is a question with options: No, np (no problem), You get bad and good across the country, The tenants need more support, Specific comments, Prefer not to say.

Ethics Document on Social Housing Stigma:

Surveys, Data, Information and Focus Groups

Research Purpose:

The purpose of this survey, data collection, focus groups and information, (primary research), is to investigate and understand social housing stigma. The focus is gathering experiences, perceptions and deep insight into stigma. This will produce meaningful deeper understanding of the individual that maybe affected of social housing stigma. It is hoped that the finding will contribute an understanding of society and their attitudes towards social housing stigma.

Research Team:

Researcher's names:

Head of External Affairs: Rick Liddiment, Research Manager: Peter Doolan.

Researcher Input team:

Customer Experience Team, Communications Team, Equity, Diversity, and Inclusion Manager: Kieran Burden.

Organisation:

Flagship Group

Contact Information:
31 King Street, Norwich, Norfolk, NR1 1PD
0808 169 9297
Generalenquiries@flagship-group.co.uk

Ethical Considerations:

A. Informed Consent:

- All groups from tenants, colleagues, mortgage holders and public (Participants) are informed of the purpose of any surveys or focus groups of which they are participating.

- Explained that all data from their participation will be used to gain insights surrounding social housing stigma. That any data collected, or analyses will not be for any other purpose other than the aim and objectives of this study.

- All participants have the right to withdraw from participation at any point in time. If the participant withdraws after data collection, the participant's data will be withdrawn from the findings. This will happen without consequence.

- Participants will not be coerced to respond in a particular way.

B. Anonymity and Confidentiality:

- No personal information such as names, addresses, emails, or employment information will be collected. Genders Identity, Ethnicity and income ranges will be optional. Response that are collected will be confidential with no personally identifiable information disclosed.

- Data is stored securely. Access can only be gained via the research team.

C. Protection of Vulnerable Participants:

- All considerations will be given to the potential vulnerability of participants, and measures taken to minimise potential harm or distress.

D. Data Security

- All digital data will be stored securely, and password protected, only the research team may access the data.

- Any non-digital data/information will be stored securely at Flagship Groups headquarters. This may only be access by the research team.

- The Data Protection act 2018 will be always adhered too.

- No personal data will be shared with any third parties.

E. Transparent Reporting:

- Results of the survey will be reported without distortion or manipulation of the data to prove any hypothesis. This includes P-Value bias manipulation.

- Data will be presented using 100% accurate descriptive analytics and using inferential analytics for deeper insights. This includes finding patterns or trends using statistical modelling such as, (but not inclusive to) Chi-Square and confidence intervals.

F. Debriefing:

- All participants have the right to request a copy of the finding if the express a wish on receiving this information. This will be produce using summary findings.

G. Researchers Integrity:

Researchers will adhere to the highest ethical standards, including carrying out all research with integrity. The scientific approach will also be adhered to at all stages during and after research finding are published.

Participants Rights:

- Receive honest information about the surveys, focus groups data collection and analytics.

- Protected from potential harm from participating.

- Participate in data treated with anonymity and confidentiality.

- Withdraw from participation at any point without consequences.

- Request additional information as required.

Approval:

This ethic document and survey has been assessed and approved by ……………. Any modifications to the process will be communicated to relevant parties.

Flagship Group

31 King Street, Norwich, Norfolk, NR1 1PD

0808 169 9297

generalenquiries@flagship-group.co.uk

flagship-group.co.uk