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- Six Universities, 20+ researchers
- Led by Prof. Dave Gordon, Bristol
- ESRC-funded
- £4.3m over four years

E.S.R.C. ECONOMIC & SOCIAL RESEARCH COUNCIL

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Objectives

- Measurement
 - Poverty
 - Social exclusion
 - Standards of living
- Analysis
- Dissemination/engagement

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Relative poverty

“People are *relatively deprived* if they cannot obtain, at all or sufficiently, the *conditions of life* - that is, the diets, amenities, standards and services - which allow them to play the *roles*, participate in the *relationships* and follow the *customary behaviour* which is expected of them *by virtue of their membership of society*.”

(Townsend, 1993)

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Measuring poverty

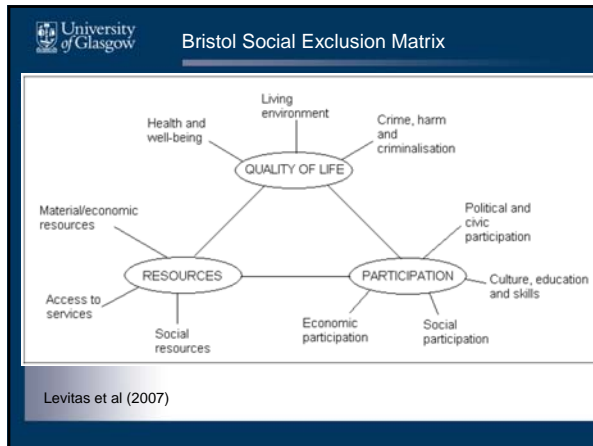
- Direct measure of poverty
- Consensual or democratic definition
- Material goods and social activities
- Continued development
- Re-base the measure
- The Poor and the Poorest (1965)
- Poverty in the UK (1979)
- Poor Britain (1983)
- Breadline Britain (1990)
- Poverty and Social Exclusion (1999)
- Northern Ireland PSE (2003)

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Measuring social exclusion

- “Social exclusion is a complex and multi-dimensional process. It involves the lack or denial of **resources, rights, goods and services**, and the inability to participate in the normal **relationships and activities**, available to the majority of people in a society, whether in **economic, social, cultural or political arenas**.”

(Levitas et al 2007 – for CLG)



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Standard of living
- Material well-being across the spectrum (Fergusson et al 2001)
 - Ownership restrictions
 - Social participation
 - Economising behaviour
 - Financial problems
 - Self-assessed standard of living
 - Self-assessed adequacy of income
 - Score individuals from 'severe hardship' to 'very good' standard of living

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Methods and timescales

Focus groups	12 focus groups	Late 2010
Perceptions Survey	N = 3200 (Scotland = 500)	2011 q1
Main Survey	N = 4800 hhlds/7250 indivs (Scotland = 1500 indivs) Linkage to administrative data on tax and benefits	2011 q3/q4
Qualitative research	Britain: 72 individuals NI: 100 individuals	2011

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Analyses
- Current poverty and change over time
 - National analyses
 - Review official measures and targets
 - Social group and location
 - Ethnicity a key focus
 - Intra-household relationships
 - Inter-relationships between poverty, exclusion and living standards
 - Thematic analyses
 - NI specific issues

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Dissemination and engagement
- Website – www.poverty.ac.uk
 - Follow us on Twitter (!)
 - Outputs
 - Research reports etc.
 - Broadcast documentaries
 - 'Narrowcasting' – i-tunes U, YouTube, OpenLearn
 - Engagement
 - Give your views on 'necessities'
 - Re-analyse data – visualisation tools