

So, there is a difference between what the public see as poverty and what experts think. Shown in two colours for clarity. The 5th bullet point is the most shocking, about the public being unaware or unconcerned about people being unable to join in fully with society.

- “Experts define poverty, and minimum standards of living, in terms of the wider social context. The public focuses on a lack of basic subsistence needs.
 - Experts view poverty as a contemporary UK problem. The public associates ‘real poverty’ with the third world or the UK’s past.
 - Experts root the causes of poverty in the failure of social systems and economic structures. The public tends to focus on flaws in individuals or groups.
 - Experts focus on how certain social groups are at greater risk of experiencing poverty. The public pays less attention to these vulnerabilities.
 - Experts put social isolation and exclusion at the heart of their definition of poverty. The public is unaware of or unconcerned about people being unable to participate fully in society due to a lack of resources.
 - Experts emphasise the significant effects of poverty on wider society, such as loss of productivity. Public understanding centres on the effects of poverty on individuals.
 - Experts understand the economy as a complex system affected by a range of factors. Public understanding attributes economic outcomes to the actions of elites or undefined ‘market forces’.
 - Experts identify a range of policy measures that could reduce and prevent poverty. The public focuses on an unlikely ‘change of heart’ by powerful elites or a futile battle against economic forces that are beyond human control.
 - Both experts and the public endorse government provision of social benefits to tackle poverty. However, experts see the current benefits system as insufficient and inaccessible, while the public is concerned about abuse of that system.
 - To gain public support for policies to tackle UK poverty, communications strategies must focus on the overlaps and bridge the gaps to avoid triggering unproductive ways of thinking among their audience.”
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