How have perceptions of the NHS changed over time?

Dan Wellings, Research Director
@danwellings
Most important issues facing Britain

What do you see as the most/other important issues facing Britain today?

- Economy
- Unemployment
- Race / immigration
- Crime / Law & Order
- NHS

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI  Issues Index
Industrial action, reconfigurations and a rather controversial health bill...

What do you see as the most/other important issues facing Britain today?

- Industrial action, reconfigurations and a rather controversial health bill...

- Blair – “We have underfunded the NHS for years and we are paying the price for it” – BBC NHS day

- Blair tells doctors “not enough” has been done for the NHS – allocates extra £20 billion. Report says waiting lists have doubled under Labour

- Alan Milburn promises 35,000 more nurses, 40 new hospitals and development of foundation trusts as part of NHS plan

- General Election – “Battle of Margaret’s shoulder”

- London Bombs

- Hewitt heckled at UNISON conference – fears over NHS job cuts

- Brown becomes PM

- Cameron becomes PM

- Lowest score since December 1985

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index
We really did not know very much about the reforms...

**Q How much do you feel you know about the changes the government is making to the NHS?**

<table>
<thead>
<tr>
<th></th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not very much</th>
<th>Nothing at all</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>December 2010</strong></td>
<td>3%</td>
<td>21%</td>
<td>54%</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>December 2011</strong></td>
<td>3%</td>
<td>26%</td>
<td>48%</td>
<td>67%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Spring 2012</strong></td>
<td>3%</td>
<td>26%</td>
<td>48%</td>
<td>67%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Base: Adults aged 16+ in England (c. 1000 per wave)

Source: Ipsos MORI/DH Perceptions of the NHS Tracker
Some signs that satisfaction is starting to decline but marginal changes in this survey...

Q Overall, how satisfied or dissatisfied are you with the running of the National Health Service nowadays?

Net satisfaction scores are calculated by subtracting the proportion of people who are dissatisfied from the proportion of people who are satisfied.
Q. Overall, how satisfied are you with the running of the National Health Service nowadays? (Ipsos MORI)
Q. How satisfied or dissatisfied would you say you are with the way in which the National Health Service is run nowadays? (BSAS)

Satisfaction with the NHS: Ipsos MORI Public Perceptions of the NHS and Social Care Tracker vs the British Social Attitudes Survey

Source: Ipsos MORI/The King’s Fund
Which one is the best measure? Do perceptions matter?

Overall, how would you describe your experience of your GP survey?

- 88

Overall, how satisfied or dissatisfied are you with the running of the National Health Service nowadays?

- 70

How satisfied or dissatisfied would you say you are with the way in which the National Health Service runs nowadays?

- 58

Source: Ipsos MORI/The King's Fund
The perception gap has remained a constant

Q To what extent, if at all, do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The government has the right policies for the NHS</td>
<td>22</td>
</tr>
<tr>
<td>The NHS is providing a good service nationally</td>
<td>65</td>
</tr>
<tr>
<td>My local NHS is providing me with a good service</td>
<td>75</td>
</tr>
</tbody>
</table>
Period, lifecycle or generational effects?

Q Overall, how satisfied or dissatisfied are you with the running of the National Health Service nowadays?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>December 2011</th>
<th>December 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 24</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>35 - 54</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>65+</td>
<td>27%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI/DH Perceptions of the NHS Tracker

Base: Adults aged 16+ in England: December 2011 (1001); December 2010 (1011)
How satisfied or dissatisfied would you say you are with the way in which the National Health Service runs nowadays?

A generational shift
% satisfied

Data: BSA 1983-2010. Each data point represents >100 respondents
Total % dissatisfied

Pre War (born before 1945)  
Baby Boomers (born 1945-1965)  
Generation X (born 1966-1979)  
Generation Y (born 1980 onwards)

Data: BSA 1983-2010. Each data point represents >100 respondents
Net satisfaction with the NHS by generation

Data: BSA 1983-2010. Each data point represents >100 respondents
So what impact will the changing demographic have on satisfaction?

Proportion of UK population from each generational grouping

- **% sample universe from pre war generation**
  - 1983: All adults aged 39 and over
  - 2010: All adults aged over 66

- **% Baby boomers**
  - 1983: All adults aged under 39
  - 2010: All adults aged between 45 and 65

- **% Generation x**
  - 1983: All adults aged under 39
  - 2010: All adults aged between 44 and 31

- **% Generation Y**
  - 1983: All adults aged under 39
  - 2010: All adults aged under 31

Source: Eurostat
Similar cohort effects in other areas…

1. Decline in support across board
2. But generations are different – and stay different
3. Younger age groups are less open to welfare

“The government should spend more money on welfare benefits for the poor, even if it leads to higher taxes”
What about public expectations?
It is important to understand your baseline – in order to move people you have to understand where they are.

Q Please listen to the following pair of statements and decide, on a scale of 1 to 5, which comes closest to your own opinion. A score of 1 means you agree much more with statement A while a score of 5 means you agree much more with Statement B.

A – In general, I want a health professional, such as a GP or a consultant, to make decisions about my treatment

1. December 2011: 36%  
   December 2010: 36%

2. December 2011: 22%  
   December 2010: 19%

3. December 2011: 23%  
   December 2010: 26%

4. December 2011: 10%  
   December 2010: 9%

5. December 2011: 8%  
   December 2010: 8%

Men are more likely than women to place themselves at 1, as are those aged 65+ and those in lower social grades. Also those with long-term conditions.

B – In general, I want to make my own decisions about my treatment, not rely on a health professional, such as a GP or consultant

Base: Adults aged 16+ in England: December 2011 (1001); December 2010 (1011)

Source: Ipsos MORI/DH Perceptions of the NHS Tracker
**Staff tend to think that patients want more involvement in decision making than patients actually do**

<table>
<thead>
<tr>
<th></th>
<th>NHS Staff</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Winter '11</td>
<td>Winter '10</td>
</tr>
<tr>
<td>I want a health professional to make decisions about my treatment (1)</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>2</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>3</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>4</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>I want to make my own decision about treatment and not rely on health professionals (5)</td>
<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: All NHS Staff (W '10 – 270, W ‘11 - 302), Public on MORI tracker (W ’10 - 1,011, W’11 – 1,001)
# Information revolution: a charter for the connected?

## % Accessing the Internet by Gender and Social Grade in 2011/2012

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td>83</td>
<td>92</td>
<td>94</td>
<td>94</td>
<td>87</td>
<td>78</td>
<td>55</td>
</tr>
<tr>
<td>Males AB</td>
<td>94</td>
<td>94</td>
<td>100</td>
<td>100</td>
<td>98</td>
<td>91</td>
<td>83</td>
</tr>
<tr>
<td>Males C1</td>
<td>91</td>
<td>96</td>
<td>99</td>
<td>98</td>
<td>93</td>
<td>88</td>
<td>63</td>
</tr>
<tr>
<td>Males C2</td>
<td>78</td>
<td>94</td>
<td>95</td>
<td>95</td>
<td>84</td>
<td>73</td>
<td>31</td>
</tr>
<tr>
<td>Males DE</td>
<td>66</td>
<td>87</td>
<td>82</td>
<td>73</td>
<td>67</td>
<td>48</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>0-49%</th>
<th>50-79%</th>
<th>80-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Females</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Females AB</td>
<td>79</td>
<td>93</td>
<td>95</td>
</tr>
<tr>
<td>Females C1</td>
<td>86</td>
<td>97</td>
<td>99</td>
</tr>
<tr>
<td>Females C2</td>
<td>79</td>
<td>93</td>
<td>94</td>
</tr>
<tr>
<td>Females DE</td>
<td>59</td>
<td>84</td>
<td>88</td>
</tr>
</tbody>
</table>

Base: 3,950 GB adults aged 15+; July/ Nov 2011/ Jan/ Apr 2012

Source: Ipsos MORI
Interesting shift on funding…although still 39% who do not think there should be limits!

Q **On the whole, do you agree or disagree with the following statement:**

There should always be limits on what is spent on the NHS

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>44%</td>
<td>58%</td>
</tr>
<tr>
<td>Disagree</td>
<td>48%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Base: 1,015 Adults aged 16+ in England, May 2012
1,001 Adults aged 18+ in Great Britain, January 2006

Source: Ipsos MORI/DH Perceptions of the NHS Tracker 2012
Ipsos MORI/NICE Public attitudes research 2006
Conclusions and thoughts for the panel

• The lesson for perceptions data is never to look at one dataset in isolation
  • The clearest story is one told when they are looked at together

• Are patient expectations as high as we think or do we just hear about those that are?
  • What is the difference between vocal minority and overall views?
  • NHS is an area where status quo bias is strong

• Do we really understand where we are starting from in some policy areas?