Public perceptions of health and social care polling (Wave 7: November 2024)

Conducted by Ipsos for the Health Foundation

February 2025



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Executive Summary

01

Summary of work and key findings

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General views of the NHS

The public are less critical of NHS care and services than in May 2024, and their priorities have shifted

The public are **less negative about the general standard of NHS care in last 12 months**, with around two in five (41%) thinking the general standard of care had got worse, down from 55% in May 2024. However, still only 8% think that services have got better. The public are **more optimistic for the coming 12 months**, with around one in five (21%) thinking the general standard of care will get better, up from 11% in May 2024. However, still around two in five (39%) think that NHS services will get worse.

The public are more likely to agree that the **NHS is providing a good service locally** (45%) or that their **government has the right policies for the NHS** (17%) than in May 2024 (37% and 8% respectively). However, views remain less positive than historical trends from the 2010s.

Views of national NHS services have remained stable since May 2024, with just under half (46%) disagreeing that the NHS is providing a good service nationally and 29% agreeing.

The **public's priorities for the NHS have shifted since May 2024**. When asked about different priority areas for the NHS, the public's top priority is **making it easier to get appointments at GP practices** (38%). This is followed by **improving waiting times for A&E** (33%) and **reducing the number of staff leaving the NHS by improving working conditions** (29%) and **reducing waste and improving efficiency of NHS services** (29%). Although still one of the top priorities, the public are significantly **less likely to prioritise** reducing the number of staff leaving the NHS by improving working conditions than in May 2024 (down from 39% to 24%), while improving A&E waiting times has **become a higher priority** (up from 25% to 33%).

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Awareness and views of the 10 Year Health Plan

The majority of the English public are unaware the government and the NHS are developing a 10 Year Health Plan for the NHS, and many are not confident it will lead to improvements to the NHS – though the three shifts are widely supported

Around three-quarters (73%) of the English public are **unaware of the 10 Year Health Plan**, whilst around one-quarter (26%) are aware. Those **aged 55+** or those who voted for **Labour in the 2024 General Election and would vote Labour again** are significantly more likely to be aware of the 10 Year Health Plan.

However, around three in five (59%) are **not confident that the 10 Year Health Plan will lead to improvements in the NHS**, whilst around one-third (35%) are confident.

The English public generally **support the government's three shifts for the NHS** being a top priority for government. **Focusing on preventing sickness rather than just treating it is the most popular shift** (86% support), followed by moving more care from hospitals to communities (82%). Making better use of technology receives the least support, although support is still high overall (73% support).

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General views of social care services

The public are generally less negative about the standard of social care services, than in May 2024

Views towards the general standard of social care services have improved since May 2024. Over two in five (44%) think social care services have got worse over the last 12 months, compared to half (50%) in May 2024. Instead, they are more likely to think social care services have remained the same (up from 27% in May 2024 to 35% in November 2024).

The public are **less pessimistic** about the coming 12 months, with over one-third (36%) thinking the general standard of social care services will get worse in the next 12 months, compared to 49% in May 2024. Instead, they are more likely to think social care services will remain about the same (up from 29% in May 2024 to 41% in November 2024).

The public continue to be negative about social care services in their local area, with only 12% agreeing they are good and 30% disagreeing they are good – though many do not give an opinion or do not know (59%). This is in line with views in May 2024.

Whilst very few think the government has the right policies in place for social care (9%), they are significantly less likely to think the government does not have the right policies in place than in May 2024 (down from 63% in May 2024 to 43% in November 2024). Instead, they are more likely to neither agree nor disagree (31% November 2024 vs 19% May 2024).

Views of social care reform

The majority of the English public are unaware of the government's promise to create a National Care Service and are divided as to how the government should best tackle social care reform

Only one in five (22%) of the English public say they are **aware of the government's promise to create a National Care Service**, while 76% are not aware. The public are divided on how the government should best tackle social care reform. While 43% think the government should prioritise building cross-party consensus for social care reform, 40% think it should prioritise delivering social care reform quickly to improve care services.

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Views of NHS Funding

The NHS / healthcare is the public's top priority to receive more public spending in the future, and they broadly think taxes should be increased to maintain spending, though support for this has dropped

When asked about which public sector area should receive more public spending in the future, nearly two-thirds (65%) would prioritise the **NHS/healthcare**. This is followed by **social care for older people** (26%) and **housing** (23%).

The public's favoured option on NHS funding is still to **increase taxes in order to maintain the level of spending needed to keep the current level of care and services provided by the NHS** (42%). However, support for this option is significantly lower than has been seen historically, having dropped from 53% in November 2022 to 42% in November 2024. Instead, around one-third (34%) **would not like to see any of the solutions suggested (up from 25% in November 2022)**.

Views of private healthcare

Around one-quarter of the public are likely to pay for private healthcare or private health insurance, in line with November 2023

Around two in five of the public (38%) either **already pay for private healthcare or private health insurance or their company already pays** (15%) or say they would be **likely to pay for it if they needed it** (24%). Just under half (47%) of the public say they are unlikely to pay for private health insurance or private healthcare. These findings are consistent with May and November 2023.

The **ability or likelihood to pay for private health insurance remains closely linked to income** as well as **other associated demographics**, such as social grade and working status.

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Views of health and work

Individuals with a long-term health condition tend to be seen as having the most responsibility for ensuring they continue to work, though employers and government are also seen to have responsibilities

Nearly all of the public think that **people of working age who have long-term conditions** have a great deal or fair amount of responsibility for **returning to their job following long-term sickness absence** due to a long-term health condition (91%), **finding work after a period of being without a job** due to a long-term health condition (90%) and managing their conditions so they can continue to work (88%).

Employers are also seen to have responsibilities, in particular for supporting their employees to **return to work** following long-term sickness absence due to a long-term health condition (86%) or to **support employees to manage their long-term health conditions** so they can continue to work (83%). They are seen as having a little less responsibility for supporting people who have had a period of being without a job due to a long-term health condition **to find work** (69%).

Government is seen to have less responsibility than individuals and employers for supporti**ng people to manage their long-term conditions to stay in work** (78% think they have a great deal or fair amount of responsibility, compared with 88% for people of working age who have long-term health conditions that limit the work they can do and 83% for employers). However, the government is still assigned responsibility by around three-quarters of the public for this, as well as for supporting people to **find work following a period of being without a job** due to a long-term health condition (78%) and supporting people to return to their job following long-term sickness due to a long-term health condition (74%).

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Views of public health and government interventions

The public are less pessimistic about the overall level of health among the public, both over the last and next 12 months. They also are largely supportive of all the government interventions asked about.

The public are **pessimistic about changes to the public's overall level of health and wellbeing in the last year**, with 54% saying it has got worse. However, they are **less negative than previously** (in May 2022, 72% said health and wellbeing had got worse in the past year). They are also more optimistic about **how it will change in the next year**, with 41% thinking it will get worse (down from a peak of 61% in November 2022). That said, very few think the public's overall health and wellbeing has got better in the last year (6%) or that it will get better in the next year (11%).

Of the range of government interventions asked about that aimed to improve public health, the most support is for **extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals** (73% support). This is followed by **introducing a tax on organisations that produce foods high in sugar or salt, with some of the revenue used to fund fresh fruit and vegetables for low income families** (62%) and **reducing the number of retailers with licenses to sell tobacco to limit tobacco availability** (61%).

Support for interventions linked to prevention of harm from alcohol have the lowest support including applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices (46% support) and banning marketing of alcohol products at sporting events (48% support).

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Background to the research

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Overview of the project

Background to the research

The Health Foundation is an independent charity committed to bringing about better health and healthcare for people in the UK. The Health Foundation works to analyse, understand, and inform national policies to support effective, evidence informed health policy and strengthen health system performance.

Since 2020, the Health Foundation has commissioned a range of research into public attitudes to gain insight into changing public perceptions of health and social care. Topics include the public's views of: health and social care services, NHS and social care funding and workforce, public health and government interventions, and health inequalities.

With satisfaction with the NHS at a 40-year low and both the NHS and social care services facing unprecedented challenges, this programme of research aims to understand how, if at all, public perceptions are changing, and to generate insights into public attitudes to influence key policy decisions in these areas.

The Health Foundation therefore commissioned Ipsos to deliver a programme of polling at six-monthly internals which commenced in 2021. **This report covers the seventh wave of the polling programme**, conducted from **21st – 27th November 2024**. Findings from previous waves of the programme can be accessed here.

Overview of the project

Objectives

The aim of this polling is to provide an up-to-date understanding of public attitudes around:

- Health and social care services in general
- Wider health policy issues including NHS funding, health and work and private healthcare
- The government and NHS's 10 Year Health Plan
- Social care reform
- Public health

Report Structure

The first and second sections of this report presents general views of the NHS, including perceptions of the top priorities for the NHS, and the government and NHS's 10 Year Health Plan

The third section presents general views of social care, including whether the government have the right policies for social care.

The fourth section examines awareness of the creation of the 'National Care Service' and perceptions of social care reform.

The fifth and sixth sections cover NHS funding and private healthcare.

The seventh section looks at health and work and the responsibilities of the individual, employers and the government.

Finally, the eighth section looks at perceptions of government interventions for public health.

Methodology

03

Overview of the methodology

Methodology and fieldwork

This survey was conducted via the UK KnowledgePanel. The KnowledgePanel is Ipsos' random probability online panel. It has more than 20,000 panellists who are recruited using off-line random probability unclustered address-based sampling, the gold-standard in UK survey research, meaning that every household in the UK has a known chance of being selected to join the panel. Further details about the KnowledgePanel are included in the appendices.

The survey was conducted between **21st – 27th November 2024**. A total number of **2,198** responses were achieved amongst residents across the United Kingdom aged 16+, delivering a response rate of 58%.

Context

- This is the first wave of polling since Labour won the general election in July 2024
- The new Chancellor cancelled the previous Government's adult social care charging reform due to take place in October 2025
- The autumn budget indicated DHSC's average annual increase in total spending (revenue and capital) will be 3.8% in real terms from 2023/2024 to 2025/2026
- The government announced development of a new 10-year Health Plan for the NHS, along with a large-scale public engagement exercise
- NHS services remained under pressure with considerable waiting times for many services and targets not being met
- There is ongoing media coverage of the challenges the NHS is facing
- Resident doctors (formerly junior doctors) voted to accept a pay offer from the government in September 2024, bringing an end to industrial action for this group

Interpretation of the findings

Interpretation of quantitative findings

Throughout the report findings will highlight, and refer to, different sub-groups based on responses to certain questions. When interpreting the survey findings, it is important to remember that the results are based on a sample of the population, not the entire population. Consequently, results are subject to margins of error.

This report comments on differences in the data between different sub-groups within the total sample surveyed. A difference must be of a certain size in order to be statistically significant and only differences which are statistically significant at the 95% confidence interval are commented on in this report. In addition to being statistically significant, only sub-group differences which are interesting and relevant to the question being analysed are commented on in the report.

For the most part, only sub-groups with 100 or more participants are commented on in this report. It should be noted, however, that the smaller the size of the sub-group, the less we can rely on the survey estimates to be true representatives of the population as a whole. In some cases, sub-groups comprising fewer than 100 participants may be commented on in the report and these should be treated with particular caution.

For wave 7, the sub-groups for voting intention were modified. Reform UK is now analysed as a distinct voting intention sub-group instead of being categorised as 'Other'. Additionally, new analysis has been added that segments participants by a combination of their 2024 General Election vote with their current voting intention. For example, looking at differences in perceptions among those who voted Labour in 2024 and would vote Labour again if there were a general election tomorrow, versus those who voted Labour in 2024 but would vote for a different party if there were a general election tomorrow (and similar for the other parties).

Survey participants are permitted to give a 'don't know' answer to most of the questions and these responses are not excluded from the analysis. These responses are referred to in the report where they form a substantial proportion.

Where percentages do not sum to 100, this is due to computer rounding, the exclusion of 'don't know' categories, or participants being able to give multiple answers to the same question. Throughout the report an asterisk (*) denotes any value of less than half of one per cent but greater than 0%.

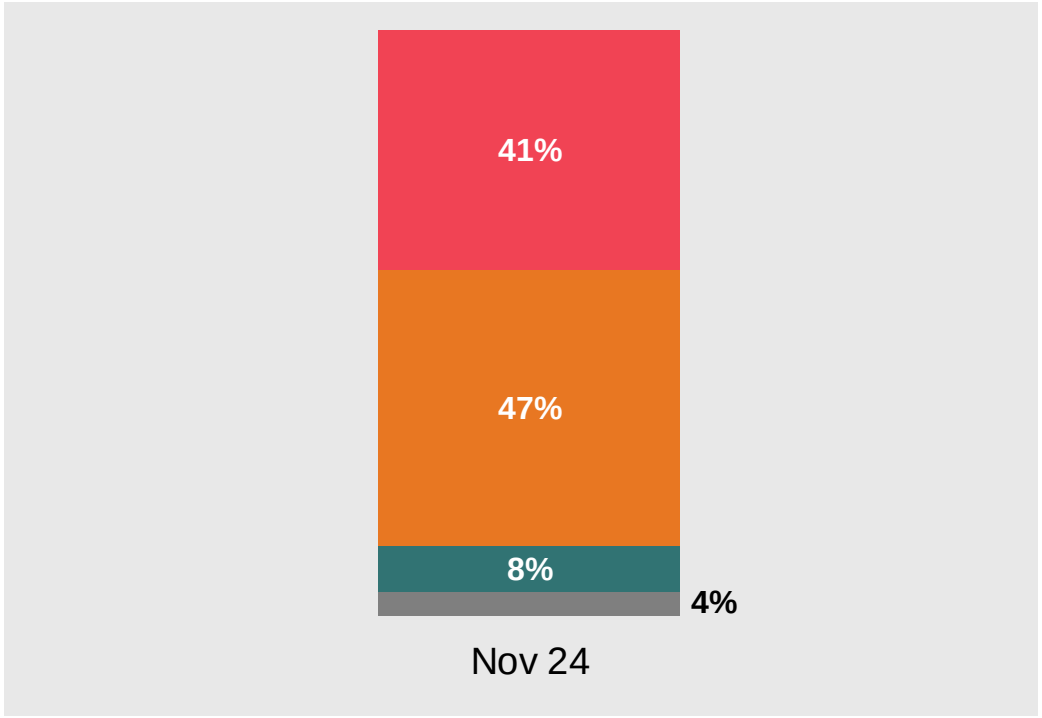
General views of the NHS

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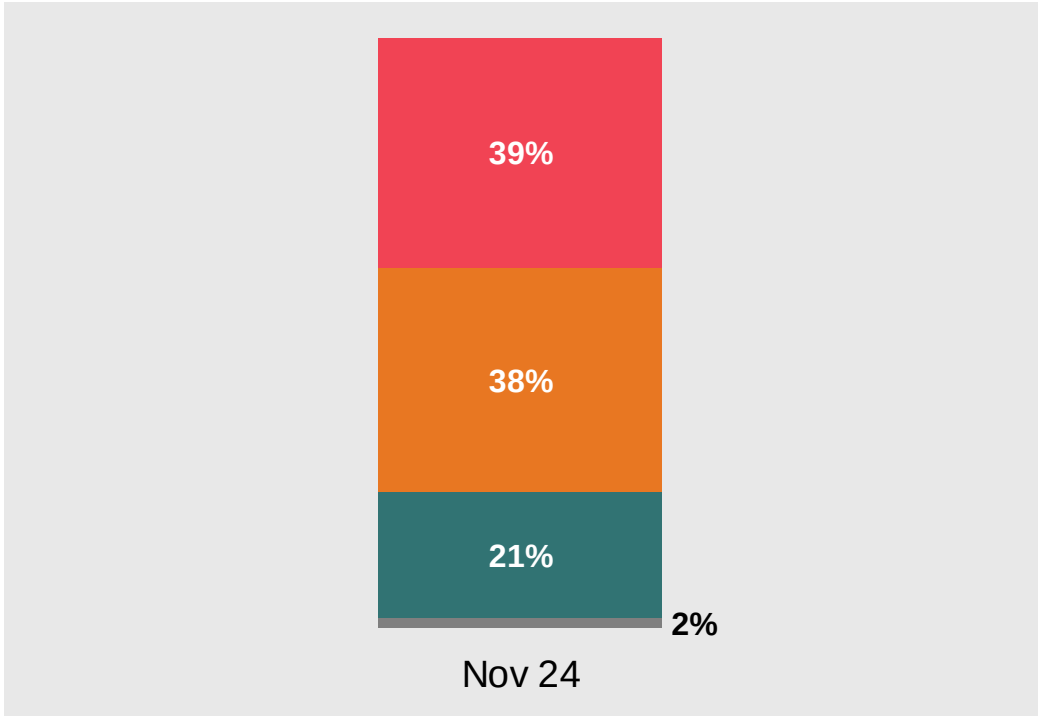
Few members of the public think the NHS has got better in the last 12 months, but there is more optimism for the coming 12 months

Only 8% of the public think the general standard of care provided by the NHS has got better over the last 12 months, whilst 21% think it will get better in the next 12 months.

Do you think the general standard of care provided by the NHS over the last 12 months has…?



And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will…?

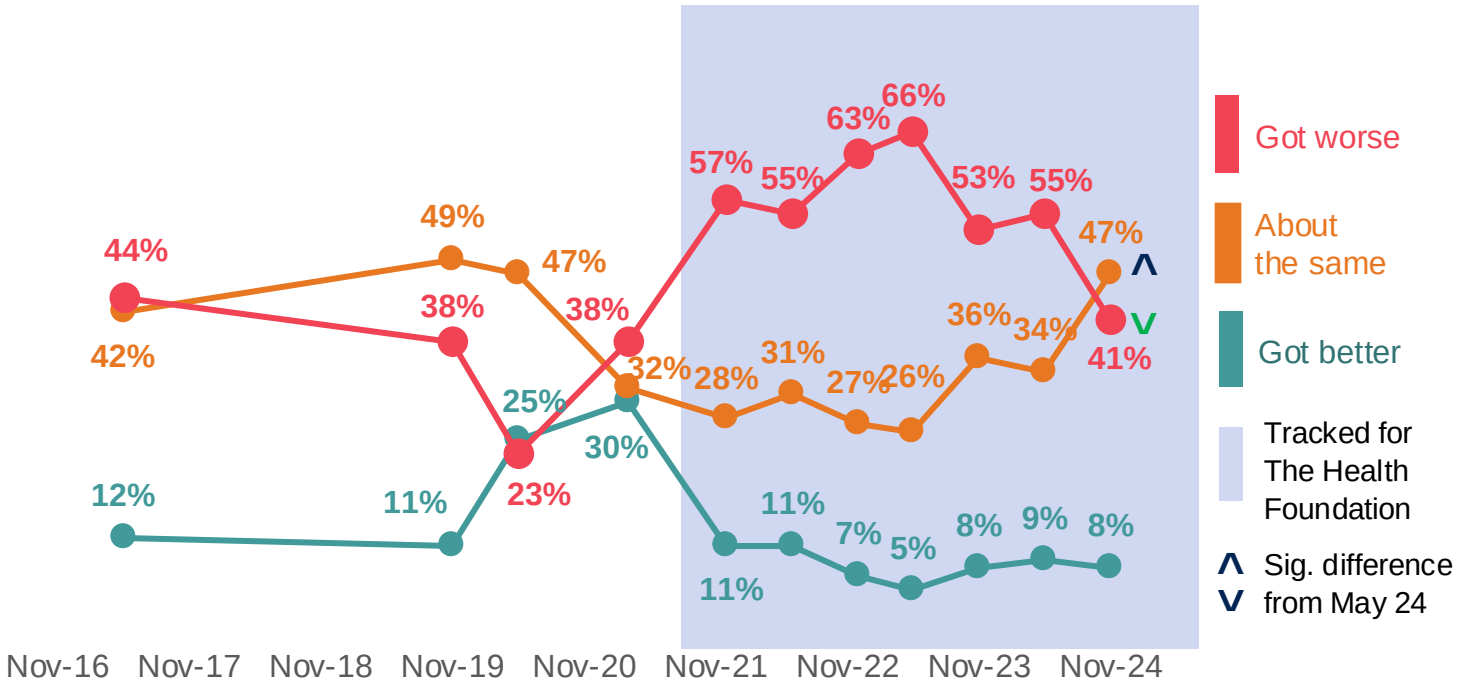


Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

The public are less negative about the general standard of NHS care provided in the last 12 months than they were in May 2024

The public are significantly less likely to think the general standard of care has got worse over the last 12 months (down from 55% in May 2024 to 41% in November 2024), although still only 8% think that services have got better.

Do you think the general standard of care provided by the NHS over the last 12 months has…?



Those **aged 45-54** (47%), those living in **Wales** (59%) or **Northern Ireland** (54%)*, those intending to vote **Reform UK** (53%) or those who **voted Labour in the 2024 General Election but would now vote for a different party** (57%) are significantly more likely to think the general standard of NHS care has got worse in the last 12 months, compared to average (41%).

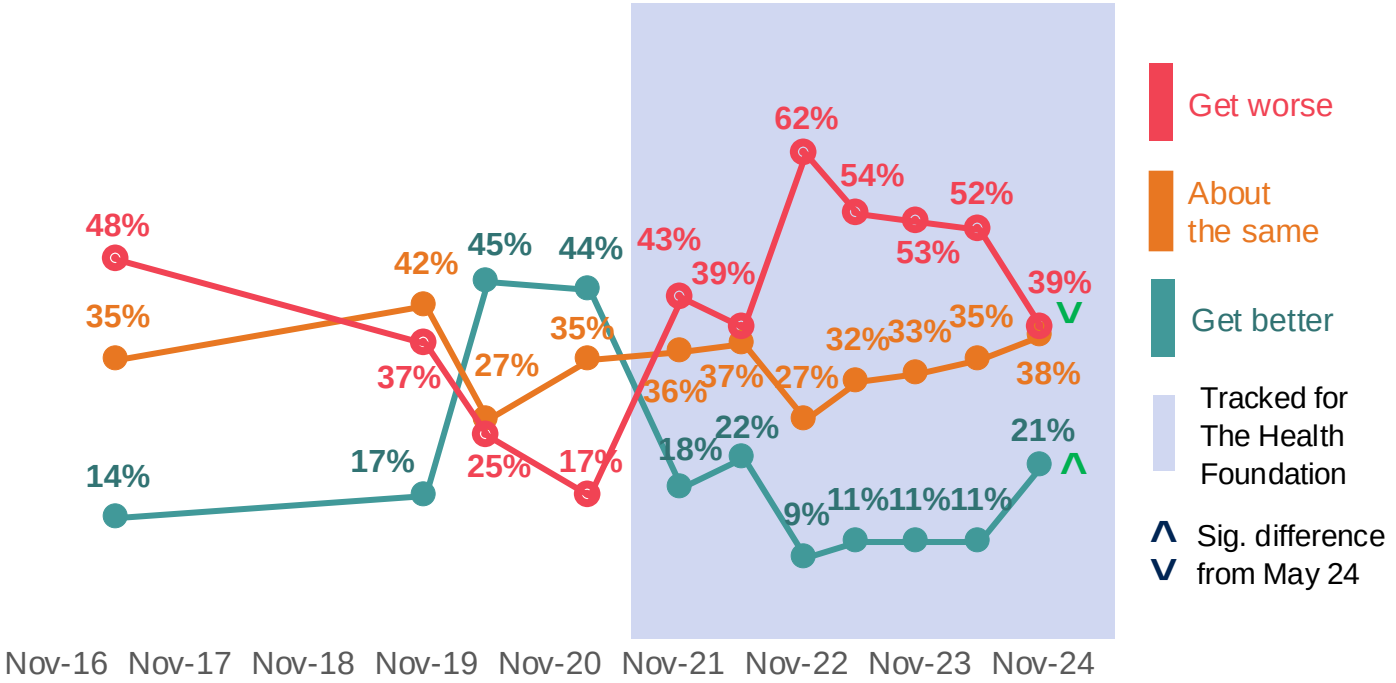
Bases: The Health Foundation surveys, "What does the NHS think about NHS and social care services" May 2017: 1,985 done via CAPI | "General Election 2019 polling" Nov 2019: 1,990* done via CAPI | "COVID-19 survey" May 2020: 1,983* done via telephone | KP survey, March 2021: 3,488 | Nov 2021: 2,102 | May 2022: 2,068 | Nov 2022: 2,063 | May 2023: 2,450 | Nov 2023: 2,301 | May 2024: 2,136 | Nov 2024: 2,198.* ***Please also note that findings from May 2020 and before were collected using a different methodology and so comparisons should be treated with caution. Findings for March 2021, November2021, May 2022, November 2022, May 2023, November 2023, May 2024 and November 2024 were collected using the same methodology and can be directly compared.***

**Please treat with caution as they are based on fewer than 100 participants*

The public are more optimistic about the general standard of NHS care provided in the next 12 months than they were in May 2024

The public are significantly more likely to think the general standard of care will get better in the next 12 months (up from 11% in May 2024 to 21% in November 2024), although 39% still think that services will get worse. Expectations are now in line with those last seen in June 2022.

And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will…?



Those **aged 44-54** (44%), those living in **Scotland** (47%) or **Northern Ireland** (58%)*, those intending to vote **Reform UK** (49%) or those who **voted Labour in the 2024 General Election but would now vote for a different party** (50%) are significantly more likely to think the general standard of care provided by the NHS will get worse in the next 12 months, compared to average (39%).

Those who **voted Labour in the 2024 General Election and intend to vote Labour again** (44%) are significantly more likely to think the general standard of care provided by the NHS care will get better in the next 12 months, compared to average (21%).

Bases: The Health Foundation surveys, "What does the NHS think about NHS and social care services" May 2017: 1,985 done via CAPI | "General Election 2019 polling" Nov 2019: 1,990* done via CAPI | "COVID-19 survey" May 2020: 1,983* done via telephone | KP survey, March 2021: 3,488 | Nov 2021: 2,102 | May 2022: 2,068 | Nov 2022: 2,063 | May 2023: 2,450 | Nov 2023: 2,301 | May 2024: 2,136 | Nov 2024: 2,198. **Please also note that findings from May 2020 and before were collected using a different methodology and so comparisons should be treated with caution. Findings for March 2021, November 2021, May 2022, November 2022, May 2023, November 2023, May 2024 and November 2024 were collected using the same methodology and can be directly compared.***

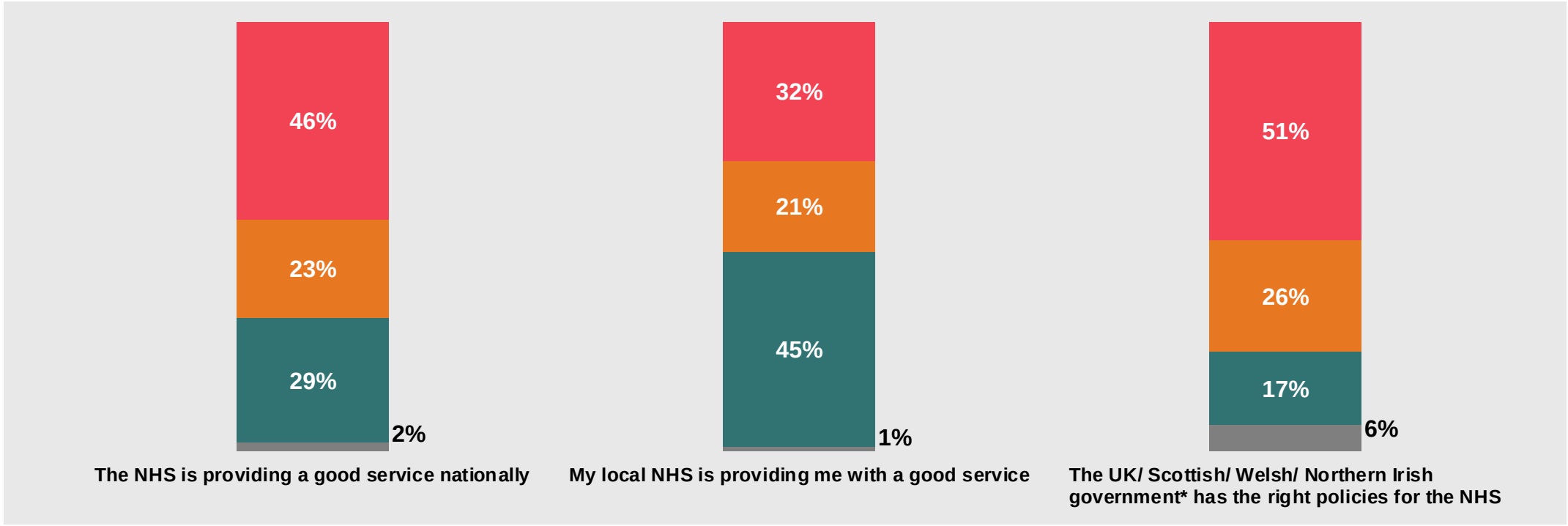
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Around half of the public do not think their government* has the right policies for the NHS, whilst views on the quality of NHS services locally and nationally are mixed

Around half (51%) do not think their government* has the right policies for the NHS, while 46% do not think the NHS is providing a good service nationally. However, 45% agree that the NHS providing a good service locally – with 32% disagreeing.

To what extent do you agree or disagree with the following statements:



**Note – question was asked specifically about corresponding government i.e. UK, Scottish, Welsh and Northern Irish.*

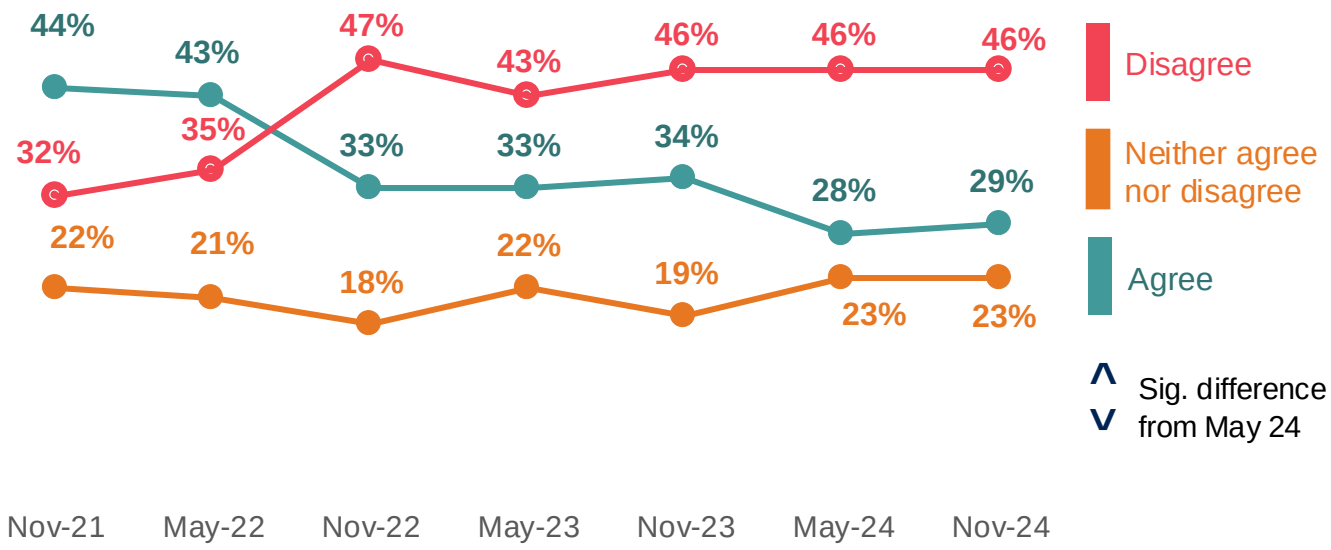
Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

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Views on whether the NHS is providing a good service nationally remain stable compared to May 2024

Just under half (46%) disagree that the NHS is providing a good service nationally and 29% agree, in line with May 2024.

To what extent do you agree or disagree with the following statements?
- The NHS is providing a good service nationally



Those living in **Scotland** (56%) or **Northern Ireland** (59%)* or those who intend to vote **Reform UK** (60%) are significantly more likely to disagree that the NHS is providing a good service nationally, compared to average (46%).

Those **aged 16-24** (39%)* or those who **voted Labour in the 2024 General Election and intend to vote Labour again** (40%) are significantly more likely to agree that the NHS is providing a good service nationally, compared to average (29%).

Bases: All participants, Nov 24 n=2,198 21st – 27th Nov 2024, May 2024 n=2,136 9th – 15th May 2024, Nov 23 n=2,301 23rd – 29th Nov 2023 May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

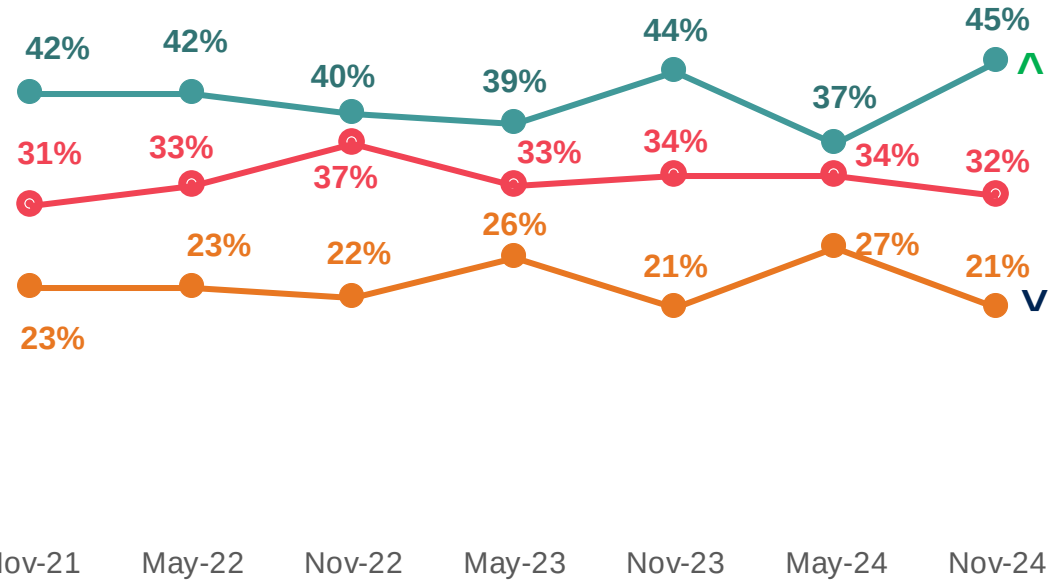
**Please treat with caution as they are based on fewer than 100 participants*

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The public are significantly more likely to agree that their local NHS is providing a good service than in May 2024

Just under half (45%) agree that their local NHS is providing a good service, compared to 37% in May 2024. However, around one-third (32%) still disagree.

To what extent do you agree or disagree with the following statements?
- My local NHS is providing me with a good service



Disagree

Neither agree nor disagree

Agree

^ Sig. difference
v from May 24

Those **aged 35-54** (38%), those living in **Wales** (41%) or **Northern Ireland** (46%)*, those intending to vote **Reform UK** (45%) or those who have used **Urgent & Emergency services in the last 12 months** (37%) are significantly more likely to disagree that their local NHS is providing a good service, compared to average (32%).

Those **aged 75+** (57%), those intending to vote **Labour** (51%) or **Green Party** (57%), or those who have used a **GP practice / GP out-of-hours service** (50%) or **hospital services excluding urgent and emergency care** (54%) are significantly more likely to agree that their local NHS is providing a good service, compared to average (45%).

Bases: All participants, Nov 24 n=2,198 21st – 27th Nov 2024, May 2024 n=2,136 9th – 15th May 2024, Nov 23 n=2,301 23rd – 29th Nov 2023 May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

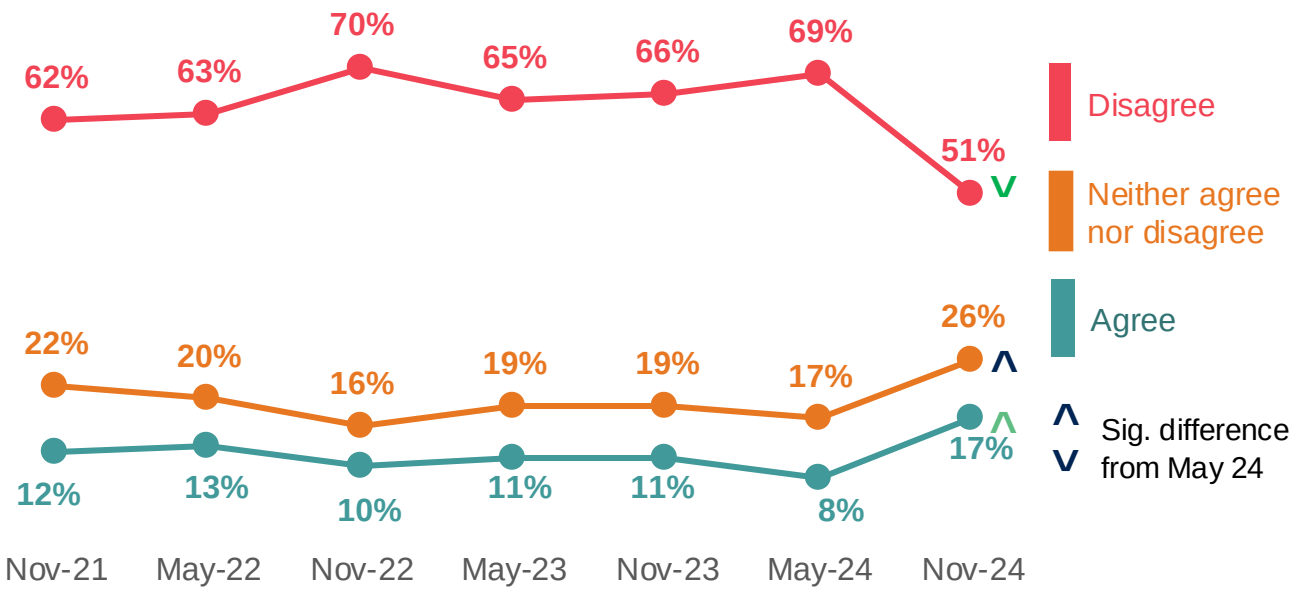
**Please treat with caution as they are based on fewer than 100 participants*

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The public are significantly more likely to agree that their government* has the right policies for the NHS than in May 2024

Just under one in five (17%) agree that their government* has the right policies for the NHS (up from 8% in May 2024). However, around half (51%) still disagree that their government has the right policies, although this is down from 69% in May 2024.

To what extent do you agree or disagree with the following statements? - The UK/ Scottish/ Welsh/ Northern Irish government* has the right policies for the NHS



Those living in **Northern Ireland** (63%)**, those intending to voting **Conservative** (64%) or **Reform UK** (71%), those who have **used 6 or more NHS services** (66%) or have used **Urgent & Emergency services in the last 12 months** (57%) are significantly more likely to disagree that their government* has the right policies for the NHS, compared to average (51%).

Those who **voted Labour in the 2024 General Election and intend to vote Labour again** (42%) are significantly more likely to agree that their government* has the right policies for the NHS, compared to average (17%).

Bases: All participants, Nov 24 n=2,198 21st – 27th Nov 2024 , May 2024 n=2,136 9th – 15th May 2024, Nov 23 n=2,301 23rd – 29th Nov 2023 May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

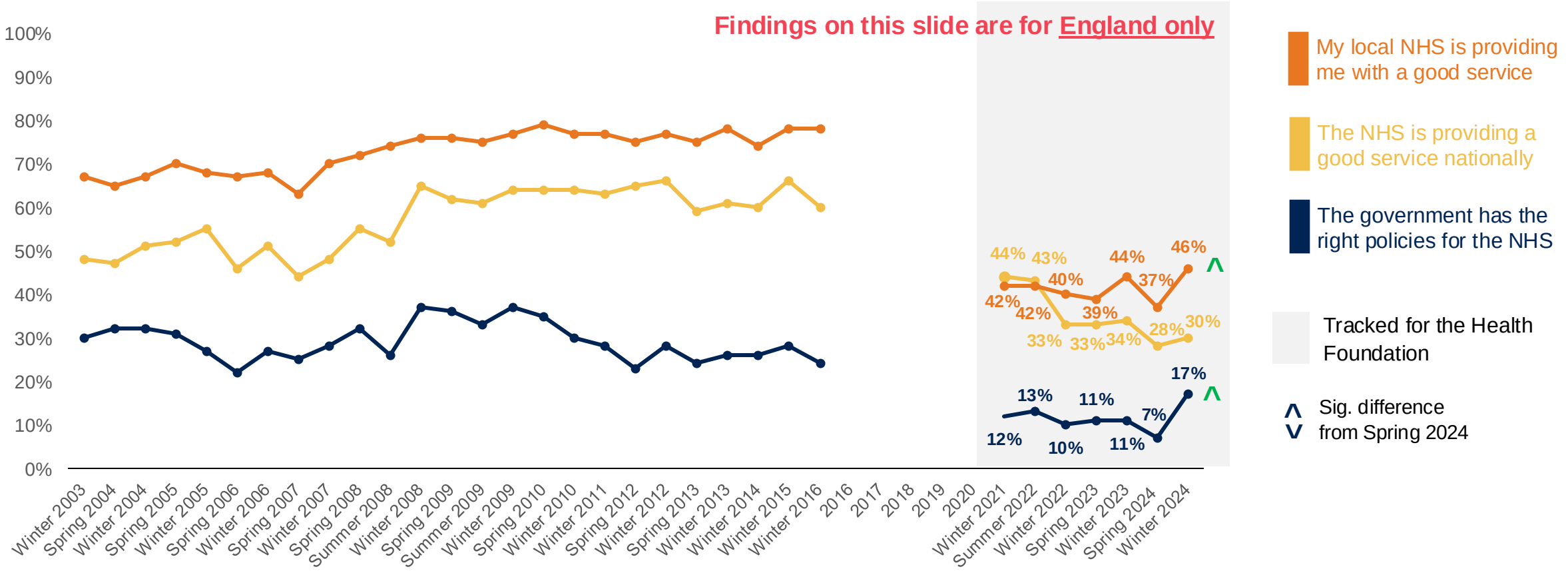
** Note – question was asked specifically about corresponding government i.e. UK, Scottish, Welsh and Northern Irish.*

*** Please treat with caution as they are based on fewer than 100 participants*

Views on the NHS in England have improved since May 2024, however they remain significantly lower than has been seen historically

Significantly more agree that their local NHS is providing a good service and that the government has the right policies for the NHS than in May 2024.

To what extent do you agree or disagree with each of the following statements? (% Strongly agree / tend to agree)



Winter 2003 – Winter 2016: Ipsos MORI/Department of Health Perceptions of the NHS Tracker, Adults aged 16+ in England, face-to-face, c. 1000 per wave I KP survey, England participants Nov 2021: 1,618 | May 2022: 1,622 | Nov 2022: 1,632 | May 2023: 1,878 | Nov 2023: 1,774 | May 2024: 2,136 | Nov 2024: 2,198 ***Note: Findings from 2016 and before were collected using a different methodology, and so comparisons should be treated with caution. Findings from Winter 2021 – present were collected using the same methodology, and findings are directly comparable. Findings are for England only.**

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There has been a shift in public priorities for the NHS, with easier access to GP appointments now the top priority

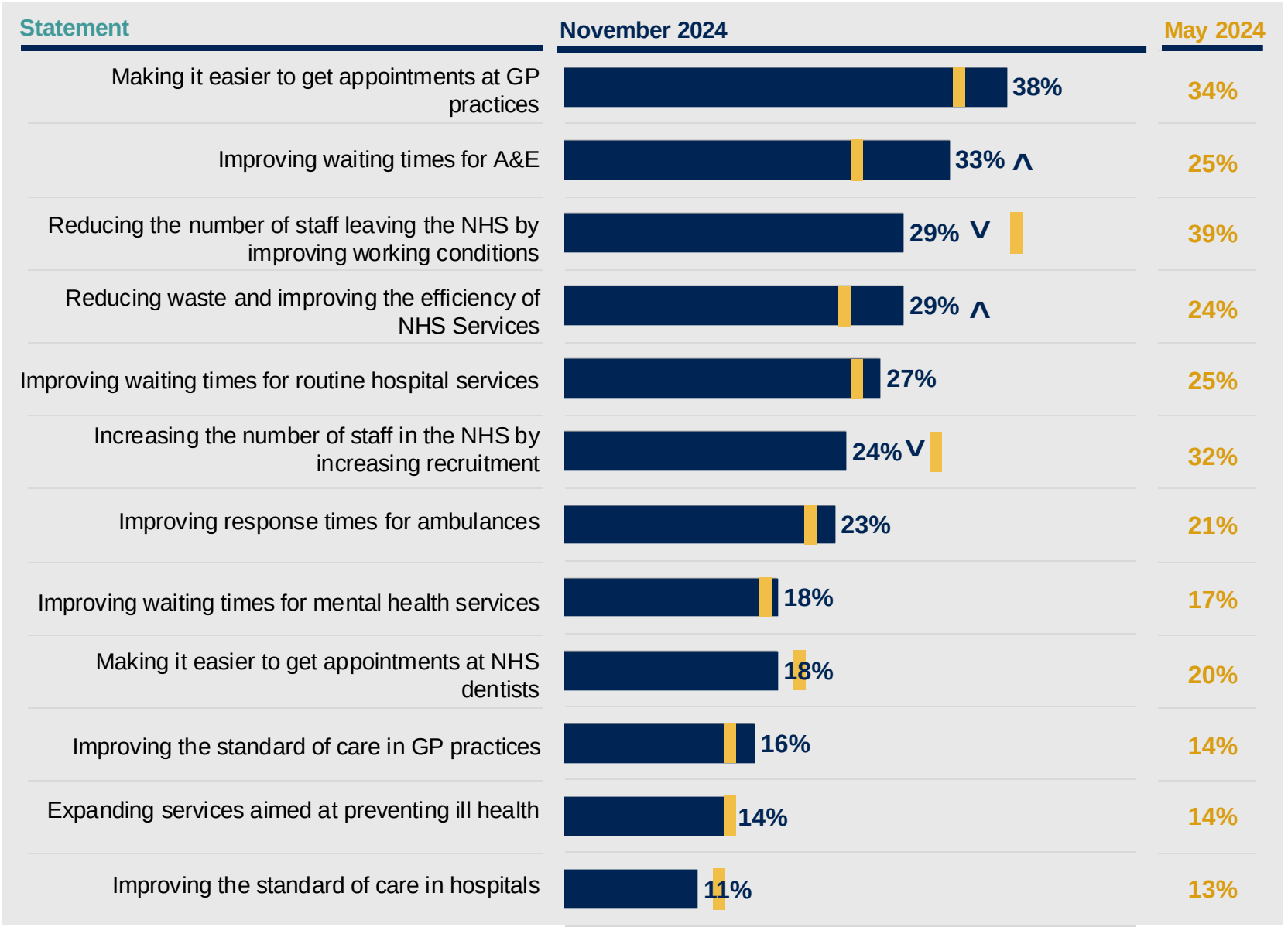
Around two in five (38%) think making it easier to get appointments at GP practises should be prioritised.

The public are significantly more likely to prioritise improving waiting times for A&E (now the second priority at 33%) and reducing waste and improving efficiency of NHS services (29%), than in May 2024.

Conversely, they are significantly less likely to prioritise reducing the number of staff leaving the NHS by improving working conditions (29%), than in May 2024, although this remains one of the top four priorities.

Λ Sig. difference
V from May 24

When it comes to the NHS, which two or three of the following do you think should be prioritised?



Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

Views on what aspects of the NHS should be prioritised differ by age, region and voting intention

Demographic differences

Those from **ethnic minority backgrounds** (43%) or those living in the **most deprived areas** (40%) are significantly more likely to prioritise improving waiting times for A&E, compared to average (33%).

Those living the **least deprived areas** (37%) are significantly more likely to prioritise reducing waste and improving the efficiency of NHS services, compared to average (39%).

Those **aged 65+** are significantly more likely to prioritise making it easier to get appointments at GP practices (44% vs 38% average) and reducing waste and improving the efficiency of NHS services (46% vs 29% average).

Those **aged 25-34** (27%) are significantly more likely to support improving waiting times for mental health services, compared to average (18%).

Regional differences

Those living in **Northern Ireland** (37%)* are significantly more likely to prioritise improving waiting times for routine hospital services, compared to average (27%).

Those living in **Wales** (36%) are significantly more likely to prioritise improving response times for ambulances, compared to average (23%).

Those living in **Southeast England** (45%) are significantly more likely to prioritise making it easier to get appointments at GP practices, compared to average (38%).

Those living in **London** (42%) are significantly more likely to prioritise improving waiting times for A&E, compared to average (33%).

Voting differences

Those who intend to vote **Conservative** or **Reform UK** are significantly more likely to prioritise making it easier to get appointments at GP practices (46% and 47% respectively, compared to an average of 38%) and reducing waste and improving the efficiency of NHS services (both 42%, compared to an average of 29%).

Those intending to vote **Labour** (39%) are significantly more likely to prioritise reducing the number of staff leaving the NHS by improving working conditions, compared to average (29%).

Those intending to vote **Liberal Democrat** (24%) are significantly more likely to prioritise expanding services aimed at preventing ill health, compared to average (14%).

Those intending to vote **Green Party** are significantly more likely to prioritise reducing the number of staff leaving the NHS by improving working conditions (49% vs 29% average) and improving waiting times for mental health services (28% vs 18% average).

*Please treat with caution as they are based on fewer than 100 participants

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*Please treat with caution as they are based on fewer than 100 participants.

Awareness and views of the 10 Year Health Plan

05

Around three-quarters of the English public are unaware that the government and the NHS are developing a 10 Year Health Plan for the NHS

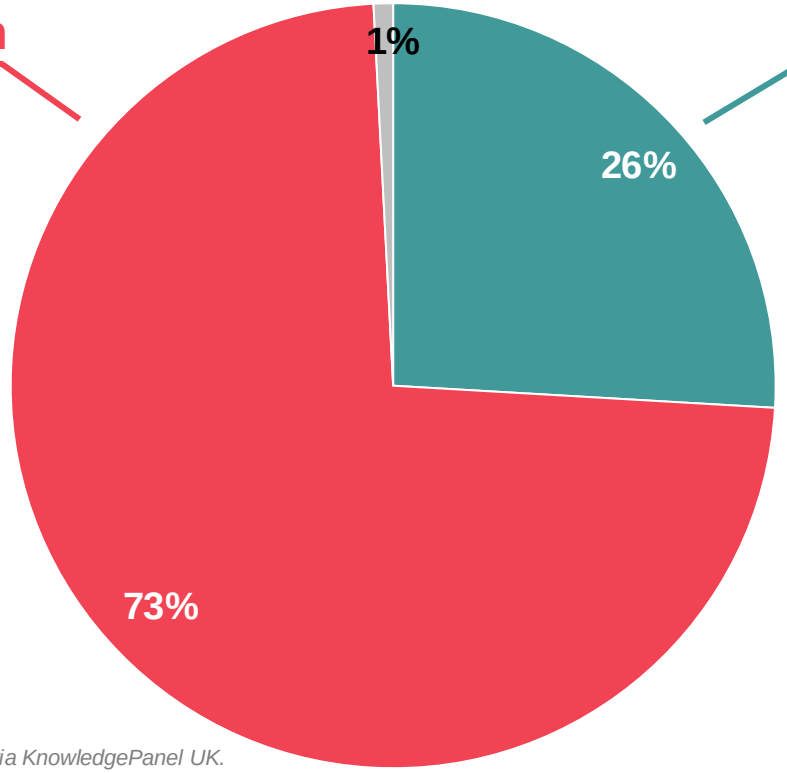
Around one-quarter (26%) are aware of the 10 Year Health Plan, while 73% are not

The government and NHS England are developing a new 10 Year Health Plan for the NHS. They have started a national conversation about the 10 Year Health Plan called 'Change NHS', which will help them to develop the plan.

Before today, were you aware that the government and the NHS are developing a 10 Year Health Plan for the NHS?

Not aware of the 10 Year Health Plan

Those **aged 16-24** (84%)* or **35-44** (83%), and those from **ethnic minority backgrounds** (82%), are significantly more likely to say they are not aware that the government and the NHS are developing a 10 Year Health Plan, compared to average (73%).



Aware of the 10 Year Health Plan

Those **aged 55 and over** (38%) and those who **voted for Labour in the 2024 General Election and intend to vote Labour again** (41%) are significantly more likely to be aware that the government and the NHS are developing a 10 Year Health Plan, compared to average (26%).

Bases: Participants in England only n=1,686, 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

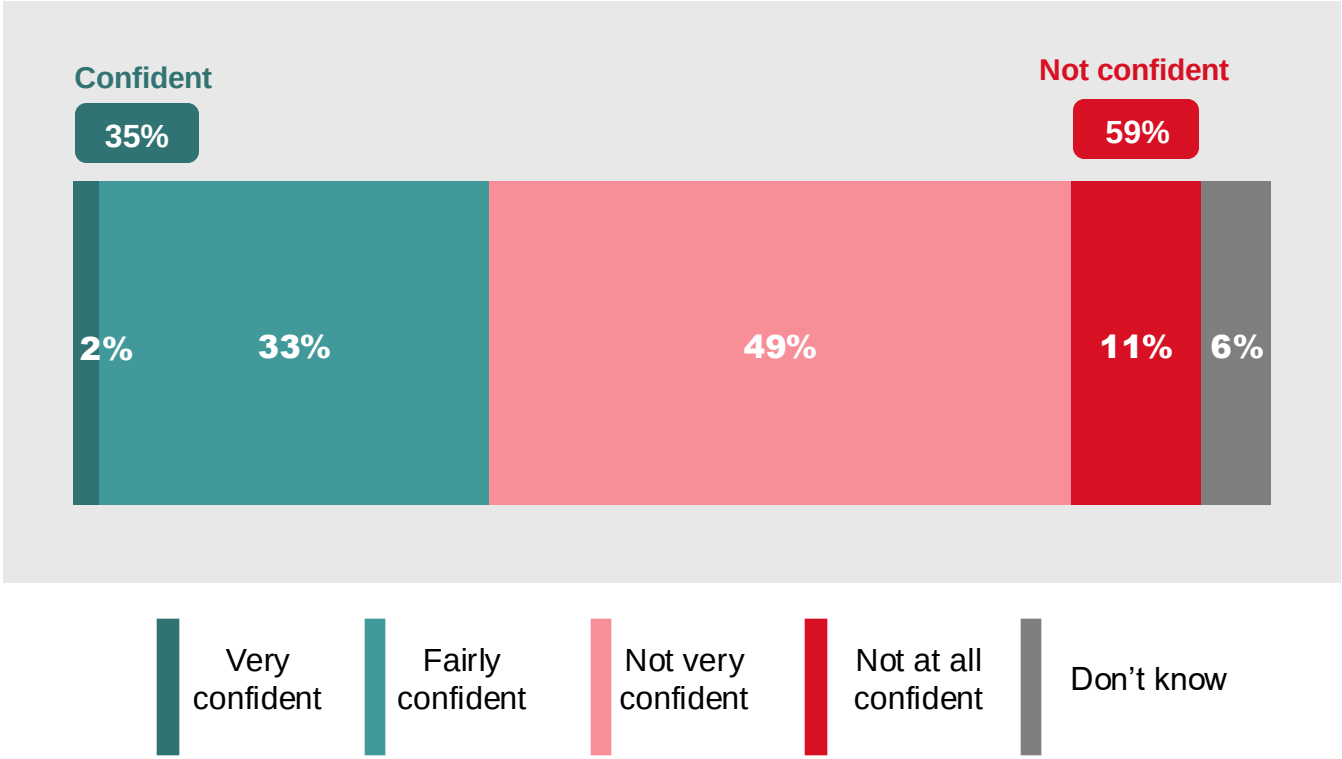
** Please treat with caution as they are based on fewer than 100 participants.*

The English public has limited confidence that the 10 Year Health Plan will lead to improvements in the NHS

Around three in five (59%) are not confident that the 10 Year Health Plan will lead to improvements in the NHS, whilst just over one-third (35%) are confident it will

How confident are you, if at all, that developing a 10 Year Health Plan will lead to improvements in the NHS?

Those **aged 16-24** (46%)*, those living in **North England** (39%) and those who **voted Labour in the 2024 General Election and intend to vote Labour again** (66%) are significantly more likely to be confident that the 10 Year Health Plan will lead to improvements in the NHS, compared to average (35%).



Those **aged 65 and over** (69%), those living in **South England** (63%) and those intending to vote **Conservative** (81%) or **Reform UK** (78%) are significantly less confident that the 10 Year Health Plan will lead to improvements in the NHS, compared to average (59% not confident).

Bases: Participants in England only n=1,686, 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

** Please treat with caution as they are based on fewer than 100 participants.*

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The English public are supportive of the government's three shifts for the NHS being a top priority for government

Focusing on preventing sickness rather than just treating it is the most popular shift (86% support)

The 10 Year Health Plan is likely to include three key shifts for the NHS. To what extent do you support or oppose each of the following shifts being a top priority for the government?

Statement	November 2024 results
Focusing on preventing sickness, not just treating it: This means spotting illness earlier and tackling the causes of ill health to help people stay healthy and independent for longer.	86% 10% 3% 1%
Moving more care from hospitals to communities: This means providing more services like tests, scans, and treatments closer to where people live, in places like GP surgeries, pharmacies, local health centres, and in people's homes. This would allow hospitals to focus on the most serious illnesses and emergencies.	82% 13% 4% 1%
Making better use of technology: Examples include better computer systems to improve communication between NHS services so patients only have to tell their story once, and using technology more, such as AI for faster, more accurate diagnosis and robots for more effective treatment.	73% 17% 9% 1%

Support | Neither support nor oppose | Oppose | Don't know

Bases: Participants in England only n=1,686, 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

Support for the three shifts appears to differ by age, NHS service usage, urbanity and voting intention

Focusing on preventing sickness, not just treating it

Those **aged 55-74** (91%), who live in the **least deprived** (91%) or **rural areas** (93%), those who have used a **dentist or pharmacist** (90%), **GP practice / GP out-of-hours service** (88%) or **hospital excluding urgent and emergency care** (91%) or those intending to vote **Labour** (90%) are significantly more likely to support focusing on preventing sickness not just treating it, compared to average (86%).

Those with a **health problem / disability** (6%) are significantly more likely to oppose focusing on preventing sickness not just treating it, compared to average (3%).

Moving more care from hospitals to communities

Women (85%), those **aged 65-74** (88%) or **75+** (92%), those living in **rural areas** (88%), those who have used a **dentist or pharmacist in the last 12 months** (86%), or those who voted **Labour** (92%) or **Conservative** (90%) **in the 2024 General Election and would vote for the same parties again** are significantly more likely to support moving more care from hospitals to communities, compared to average (82%).

Making better use of technology

Those **aged 55+** (80%), those who have used **dentist or pharmacist** (76%), **GP practice / GP out-of-hours service** (77%) or **hospital excluding urgent and emergency care** (77%) in the last 12 months or those intending to vote **Labour** (84%) are significantly more likely to support making better use of technology, compared to average (75%).

Those with a **health problem / disability** (13%) are significantly more likely to oppose making better use of technology, compared to average (8%).

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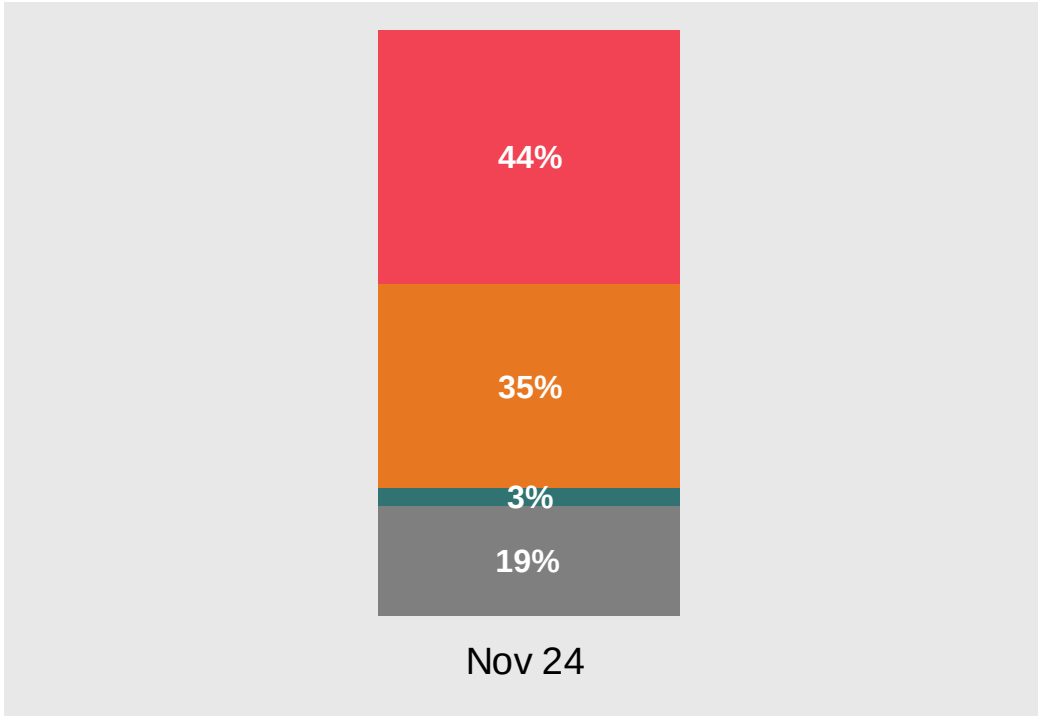
General views of social care

06

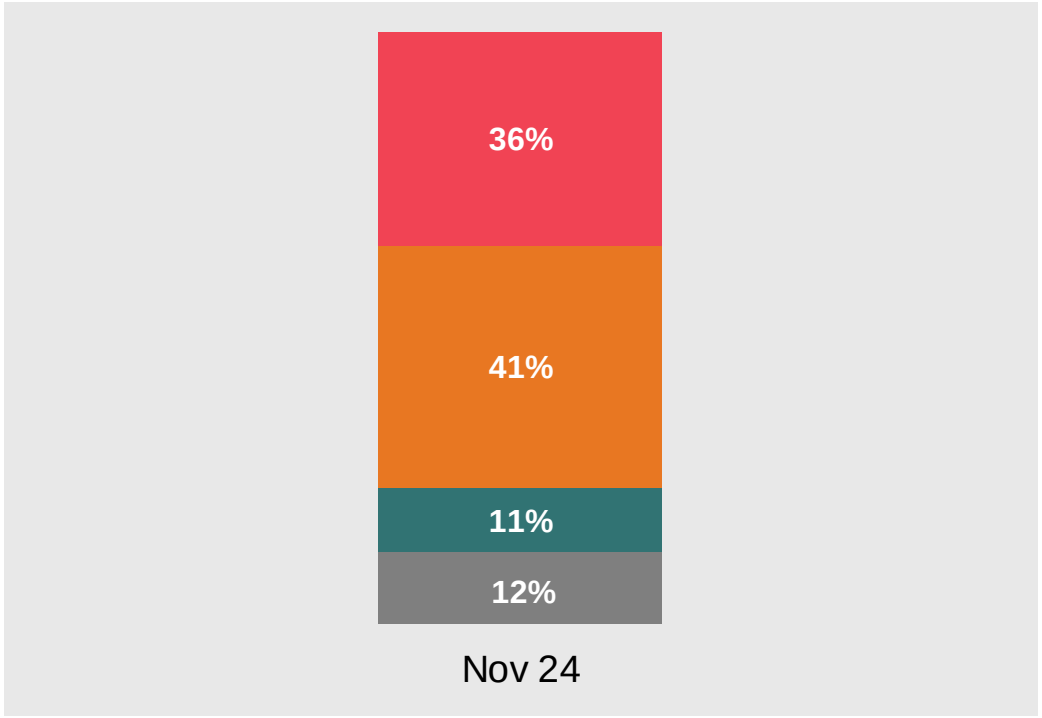
Few members of the public think that the standard of social care in the last 12 months has got better or will get better in the next 12 months

Only 3% think the standard of social care has got better in the last 12 months, whereas 44% think it has got worse. There is slightly more optimism for the next 12 months with one in ten (11%) thinking that social care will get better, although 41% think it will stay about the same and 36% that it will get worse.

Thinking specifically about social care, do you think the general standard of social care over the last 12 months has…?



And looking towards the future, do you think the general standard of social care over the next 12 months will…?

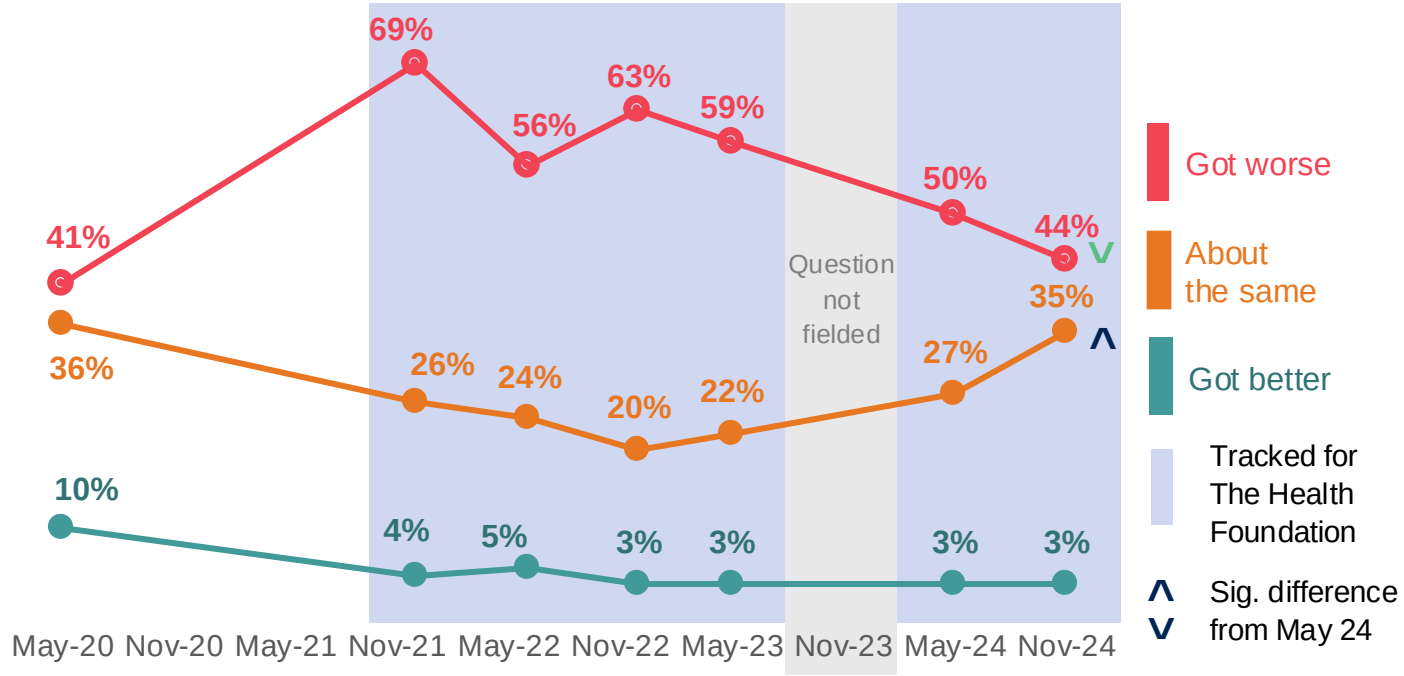


Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

The public are less negative about the standard of social care services over the last 12 months, than they were in May 2024

They are significantly less likely to think the standard of social care has got worse (44%) compared to in May 2024 (50%). However still only 3% think that social care services got better, in line with May 2024.

Thinking specifically about social care, do you think the general standard of social care over the last 12 months has…?



Those **aged 55+** (54%), those with a **health problem / disability** (51%), those intending to vote **Conservative** (55%) or those who **voted Labour in the 2024 General Election but would now vote for a different party** (60%) are significantly more likely to think the general standard of social care over the last 12 months has got worse, compared to average (44%).

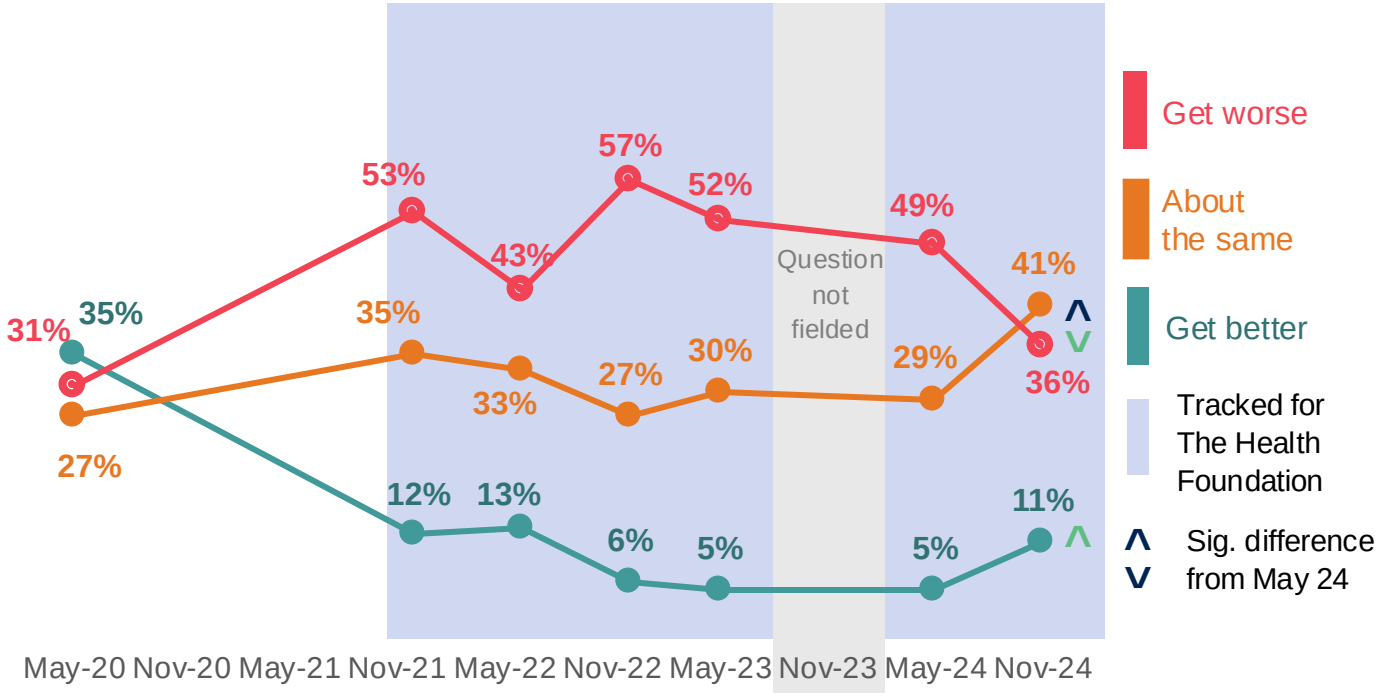
Bases: The Health Foundation COVID-19 survey, May 2020: 1,983 done via telephone | KP survey, Nov 2021: 2,102 | May 2022: 2,068 | Nov 2022: 2,063 | May 2023: 2,450 | May 2024 n=2,136 | Nov 24 n=2,198 21st – 27th November 2024* *** Please note that findings from May 2020 and before were collected using a different methodology and so comparisons should be treated with caution. Findings for March 2021, November 2021, May 2022, November 2022, May 2023, May 2024 and November 2024 were collected using the same methodology and can be directly compared.**

** Please treat with caution as they are based on fewer than 100 participants.*

The public are <u>also</u> less pessimistic about the standard of social care services in the next 12 months than they were in May 2024

They are significantly less likely to think social care services will get worse (down from 49% in May 2024 to 36%) and are significantly more likely to think they will get better (up from 5% in May 2024 to 11%).

And looking towards the future, do you think the general standard of social care over the next 12 months will…?



Those **aged 55-64** (45%), those who have a **health problem / disability** (42%), those living in **Wales** (47%)* or **Northern Ireland** (47%)*, those intending to vote **Conservative** (46%) or **Reform UK** (47%), or those who **voted Labour in the 2024 General Election but would now vote for a different party** (50%) are significantly more likely to think the general standard of social care will get worse in the next 12 months, compared to average (36%).

Those who **voted Labour in the 2024 General Election and would vote Labour again** (28%) are significantly more likely to think the general standard of social care will get better in the next 12 months, compared to average (11%).

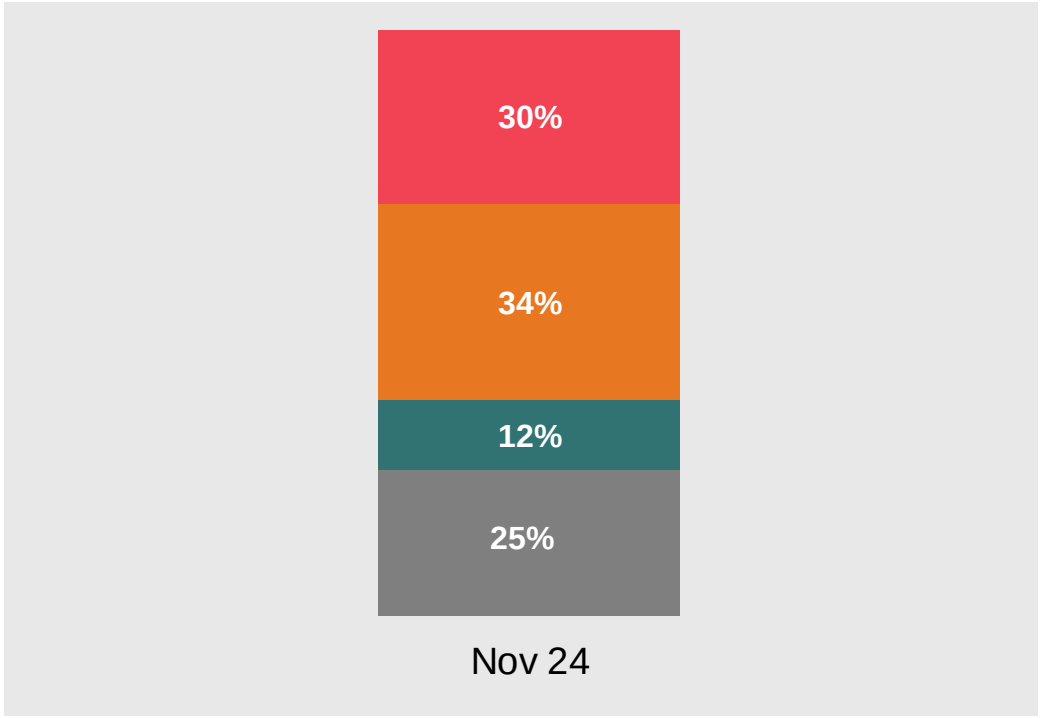
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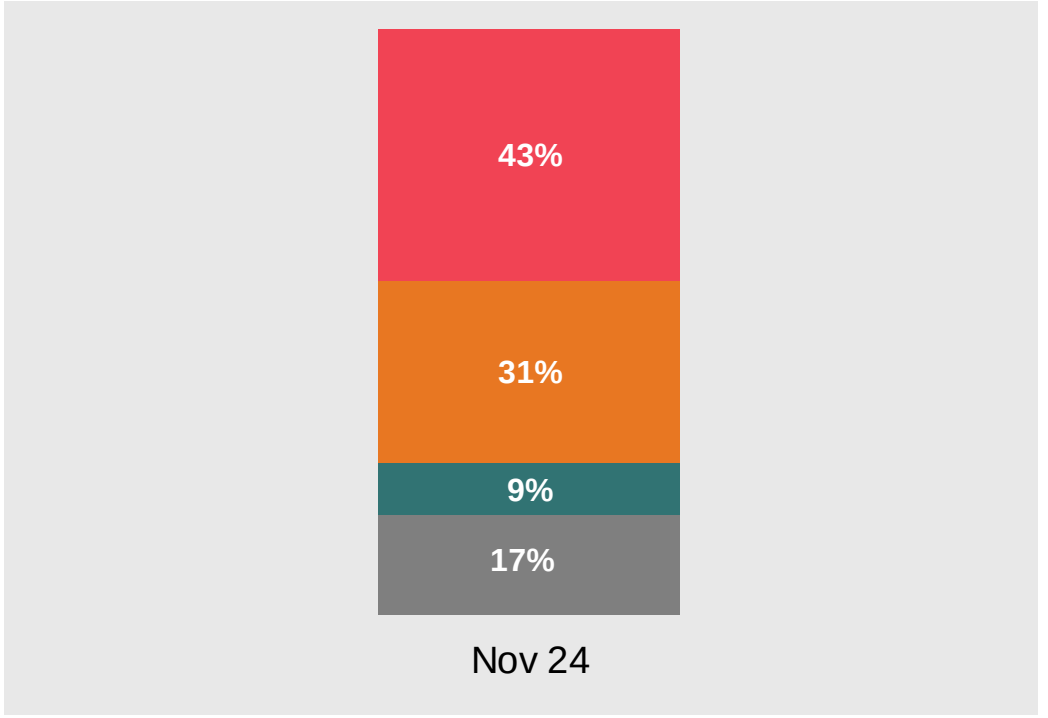
Over two in five of the public disagree that the government has the right policies for social care, whilst views on local social care services remain mixed

Just 12% of the public agree that social care services in their local areas are good, whilst 30% disagree (though 25% do not know). Just 9% agree the government has the right policies for social care.

To what extent do you agree or disagree with each of the following statements… Social care services in my local area are good



To what extent do you agree or disagree with each of the following statements… The government has the right policies for social care

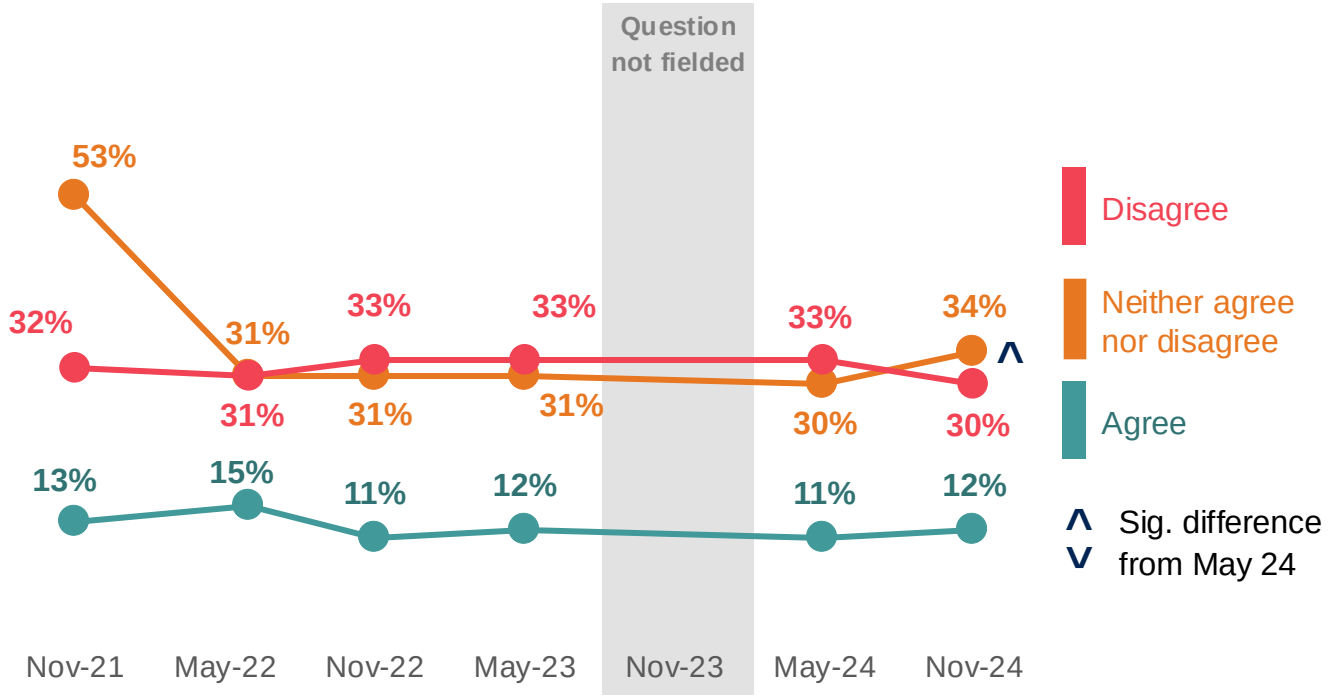


Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

Views on whether social care services are good in people's local areas have remained relatively stable since May 2022

In line with views historically, three in ten (30%) disagree that social care services in their local area are good, whilst only 12% agree.

To what extent do you agree or disagree with each of the following statements…
Social care services in my local area are good



Those **aged 45-74** (35%), those who have a **health problem / disability** (38%) or those living in **Northern Ireland** (41%)* are significantly more likely to disagree that social care services in their local area are good, compared to average (30%).

Those who have **used social care services personally** (27%)* or for **friends / family** (18%) are significantly more likely to agree that social care services in their local area are good, compared to average (12%). This is partly because around one-quarter (27%) of those who **have not used social care services** do not know whether social care services in their local area are good.

Bases: All participants, Nov 24 n=2,198 21st – 27th Nov 2024 , May 2024 n=2,136 9th – 15th May 2024, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

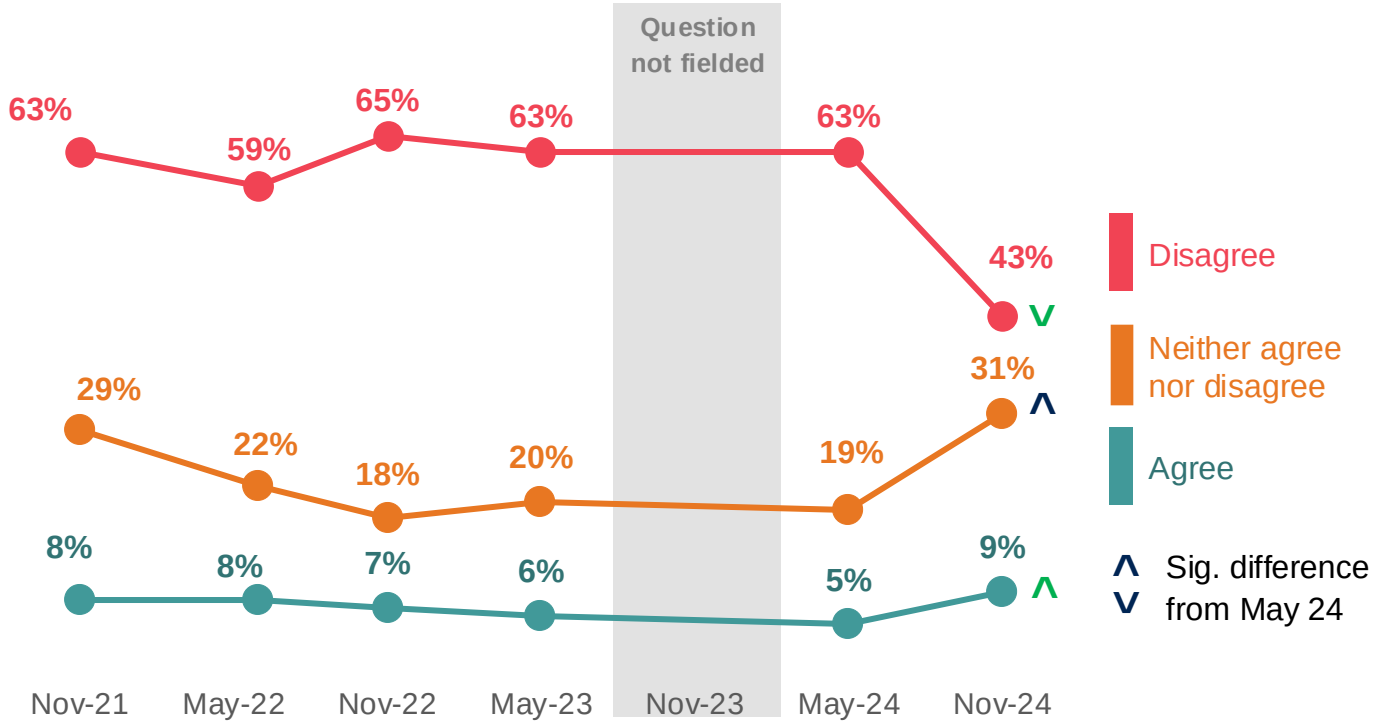
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The public are significantly less likely to disagree that the government has the right policies for social care than in May 2024

Around two in five (43%) disagree that the government has the right policies for social care, down from 63% in May 2024. However, still only 9% agree the government has the right policies in place.

To what extent do you agree or disagree with each of the following statements…
The government has the right policies for social care



Those **aged 65-74** (53%), those living in **Scotland** (52%) or **Northern Ireland** (57%)*, those intending to vote **Conservative** (55%) or **Reform UK** (58%) are significantly more likely to disagree that the government has the right policies for social care, compared to average (43%).

Those intending to vote **Labour** (19%) including those who **voted Labour in the 2024 General Election and intend to vote Labour again** (20%) are significantly more likely to agree that the government has the right policies for social care, compared to average (9%).

Bases: All participants, Nov 24 n=2,198 21st – 27th Nov 2024 , May 2024 n=2,136 9th – 15th May 2024, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

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Views of social care reform

07

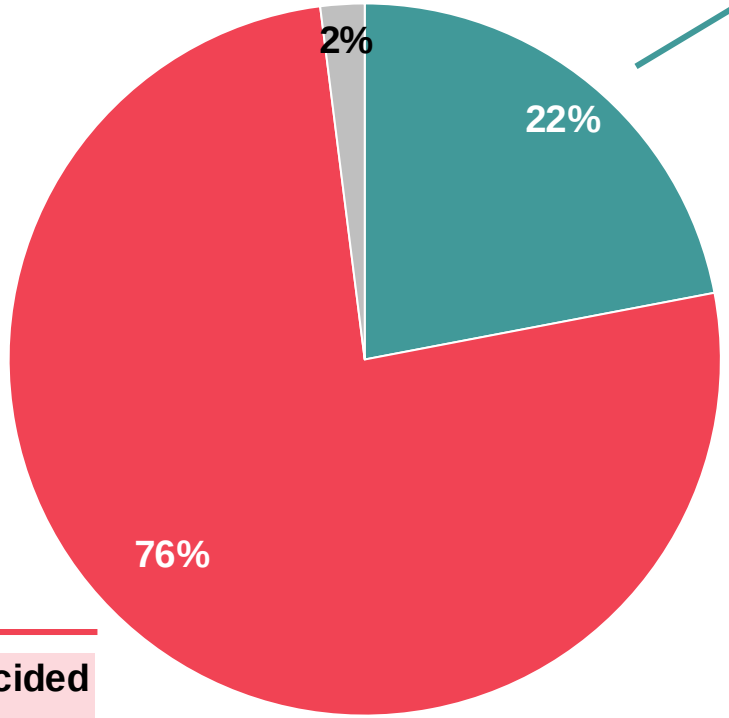
Only one in five of the English public say they are aware of the government's promise to create a National Care Service

While 22% say they are aware of this promise, 76% are not aware

The social care system is facing significant challenges, with many people struggling to access the care they need. More people need to use social care services, but there's a shortage of care workers and concerns about the quality and consistency of care provided.

The Labour government's election manifesto promised to reform social care and create a new 'National Care Service', that aims to address challenges with access to care, staff shortages and consistency in care standards across the country.

Before today, were you aware of the government's promise to create a National Care Service?



Not aware of the promise

Those aged **45-54** (83%) and people who are **undecided about who they would vote for** in the next election (82%) are more likely to say they are not aware of the promise to create a National Care Service, compared to average (76%).

Aware of the promise

The following groups are significantly more likely to be aware of the promise to create a National Care Service, compared to average (22%):

- Those **aged 55 and over** (30%)
- Those who **voted for Labour in the 2024 General Election and would vote Labour again** (37%)
- Those who **voted for someone other than Labour or Conservative in the 2024 General Election but would vote for Labour/Conservatives** if there was an election tomorrow (33%)
- Those who have a friend or family member who has **used social care services in the last year** (27%)

Bases: All participants living in England, Nov 2024 n=1,686 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

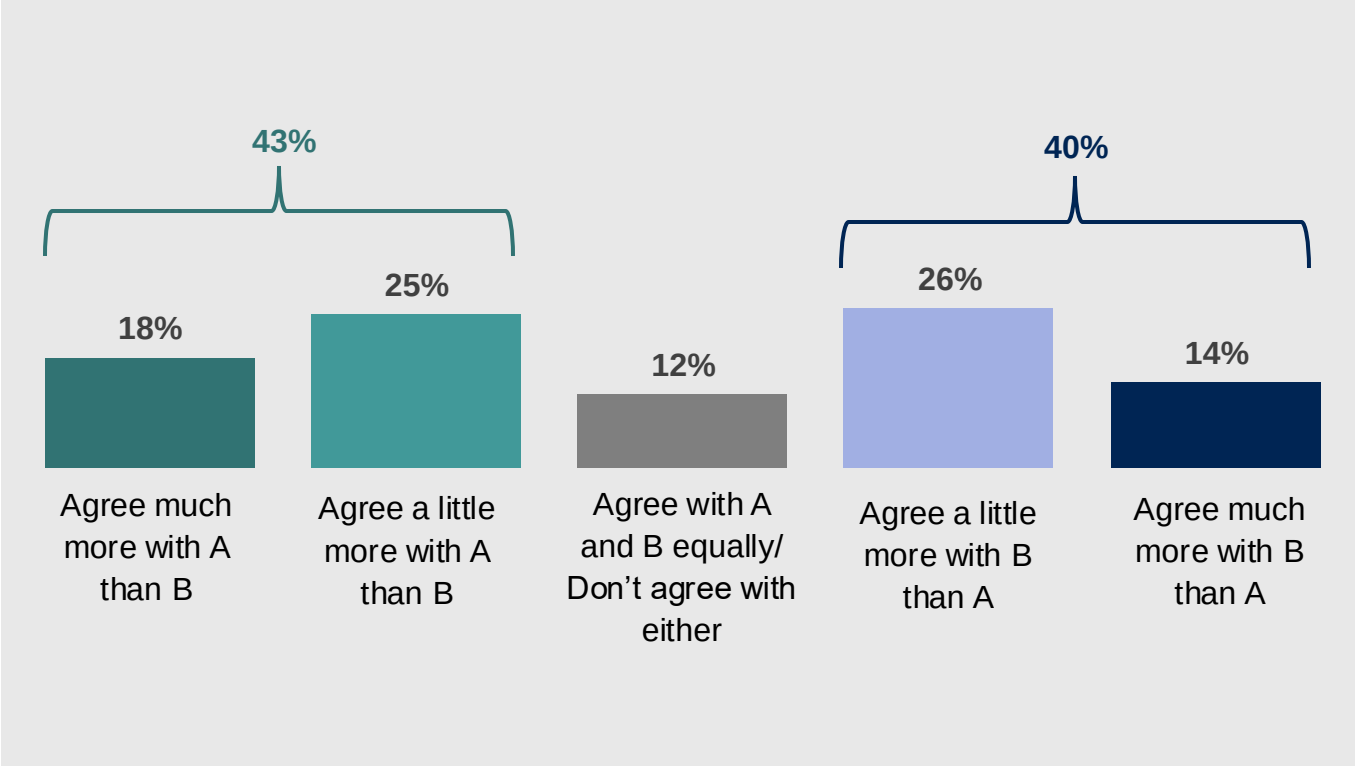
The public is divided in its views of the balance between seeking cross-party consensus for social care reform vs. delivering social care reform quickly

While 43% think the government should prioritise building cross-party consensus for social care reform, 40% think it should prioritise delivering social care reform quickly to improve care services

The Labour government also promised to seek 'cross-party consensus' for social care reform. This means working with other political parties to agree on how to improve the social care system. While some experts argue this collaborative approach could lead to more widely accepted reforms that last for longer, others emphasise the urgent need for action given the current state of social care. Bearing this in mind, which of the following statements comes closest to your view on how the government should best tackle social care reform?

A. The government should prioritise building cross-party consensus for social care reform, even if this means that it takes longer to deliver reforms to improve care services

People who are **more pessimistic about the general standard of social care** are more likely to say the government should prioritise building cross-party consensus (48% of those who think it has got worse in the past year and 50% of those who think it will get worse in the next year, versus 43% overall).



B. The government should prioritise delivering social care reform quickly to improve care services, even if this means that not all political parties agree with their reform plans

People who say they will vote **Conservative** at the next election are more likely to say the government should prioritise delivering social care reform quickly (50%, compared with 40% overall).

Bases: All participants living in England, Nov 2024 n=1,686 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

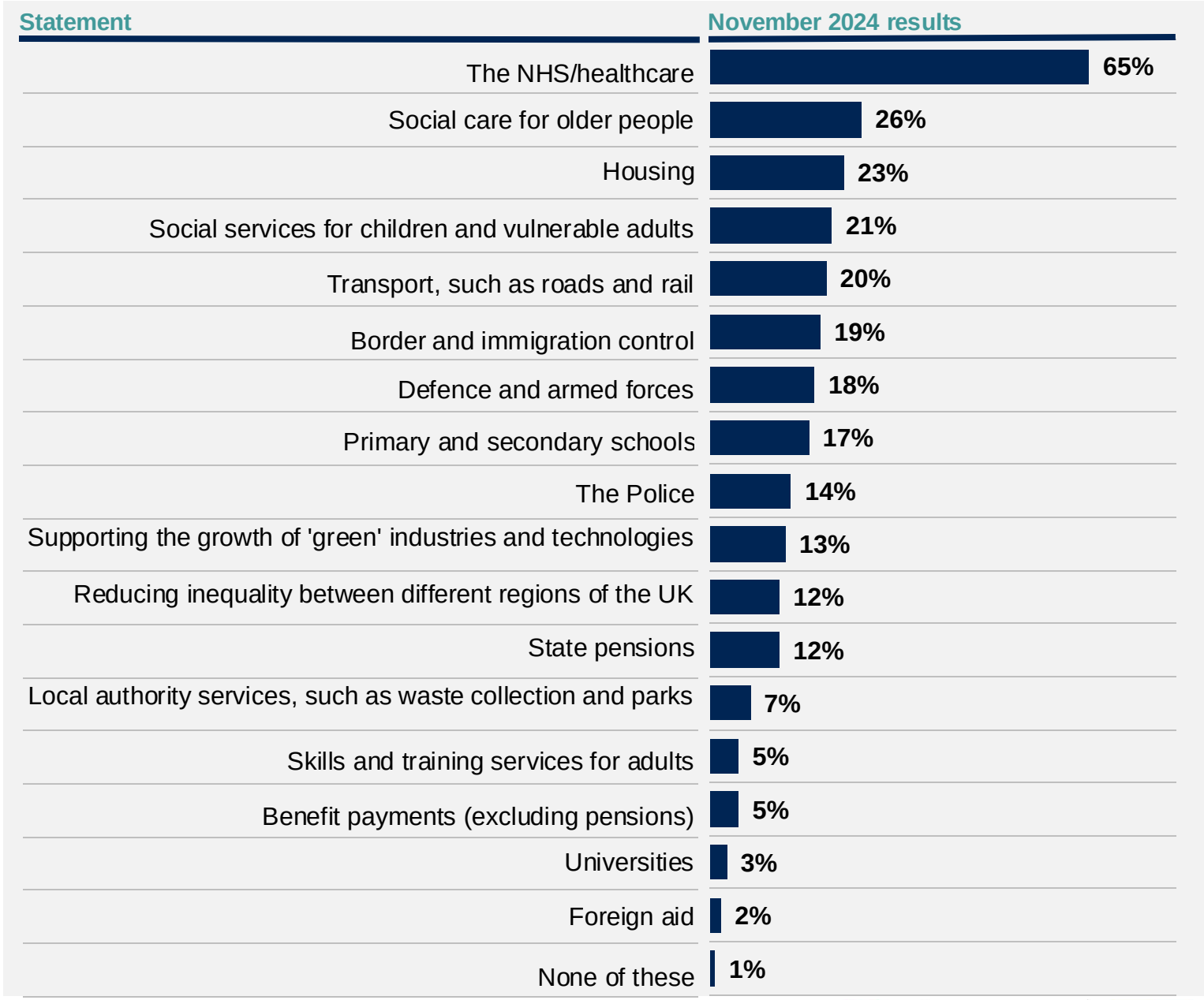
Views of NHS funding

08

The NHS / healthcare is the public's top priority to receive more public spending in the future

Around two-thirds (65%) think the NHS/healthcare should be prioritised to receive more public spending in the future. This is followed by social care for older people (26%) and housing (23%).

Which TWO or THREE, if any, of the following areas do you think should be prioritised to receive more public spending in the future?



** Please treat with caution as they are based on fewer than 100 participants.*

Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK

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Views on what should be prioritised for future spending differ by age, voting intention and where people live

NHS / healthcare

Women (69%), those living in **Northern Ireland** (76%)*, those intending to vote **Labour** (76%) or those have used **6+ NHS services in the past 12 months** (77%) are significantly more likely to prioritise the NHS/ healthcare, compared to average (65%).

Social care for older people

Those **aged 55+** (38%), those living in **rural areas** (34%), those intending to vote **Conservative** (37%) or those with a **health problem / disability** (31%) are significantly more likely to prioritise social care for older people, compared to average (26%).

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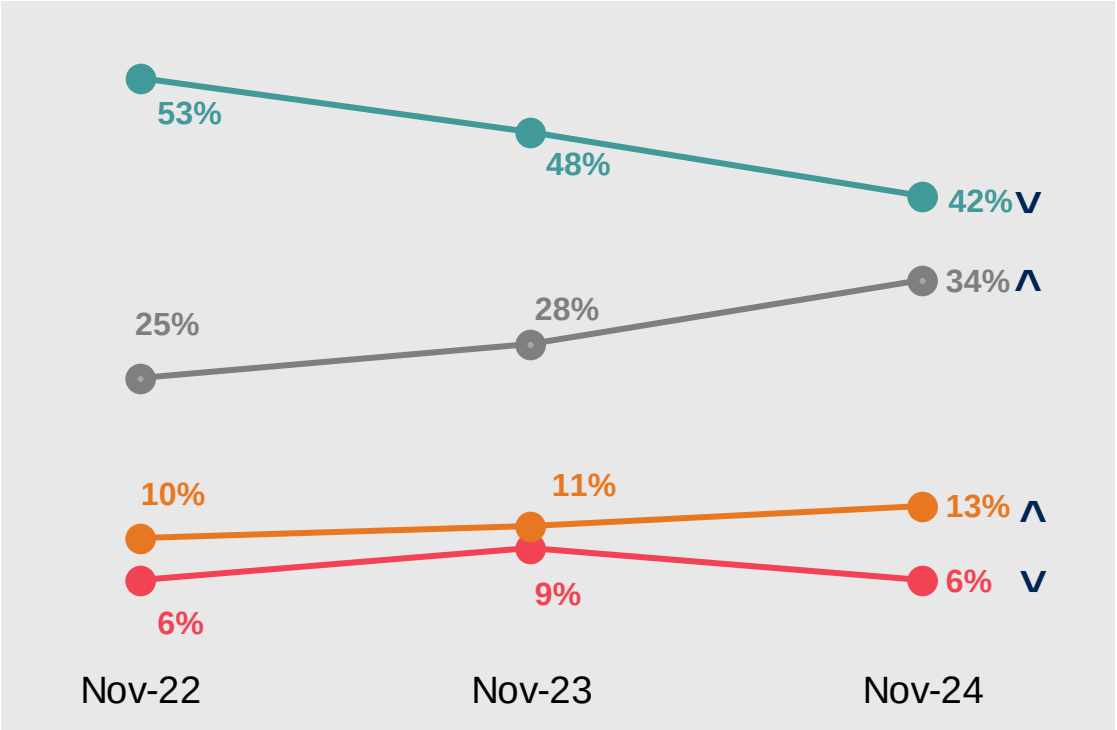
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The public's favoured option on funding is still to increase taxes in order to maintain the level of spending needed to keep the NHS' current level of care/services – but by a smaller margin than before

Just over two in five (42%) would like to see an increase in taxes to maintain current levels of care and services, although this is significantly lower than has been seen historically. Alternatively, 13% would like to reduce spending on other services and 6% would like to reduce the NHS's level of care and services. Around one-third (34%) would not want to see any of these solutions, significantly higher than in November 2023 (28%).

Many experts argue that it is becoming more expensive to fund the NHS because of increasing costs of treatments, an ageing population and several other factors. This means that even in order to maintain the current level of care and services provided for free by the NHS, spending on the NHS would have to increase.

With that in mind, which, if any, of the following would you most like to see?



- Increase taxes in order to maintain the level of spending needed to keep the current level of care and services provided by the NHS
- Reduce spending on other services such as education and welfare, in order to maintain the level of spending needed to keep current levels of care and services by the NHS
- Reduce the level of care and services provided by the NHS so that you do not need to increase the current level of taxation and spending on the NHS
- None of these

Λ Sig. difference
V from Nov 23

Bases: All participants, Nov 2024, n=2,198 21st – 27th November 2024, Nov 2023 n=2,301 23rd – 29th November 2023; Nov 2022 n=2,063 24th – 30th November 2022 All conducted online via KnowledgePanel UK.

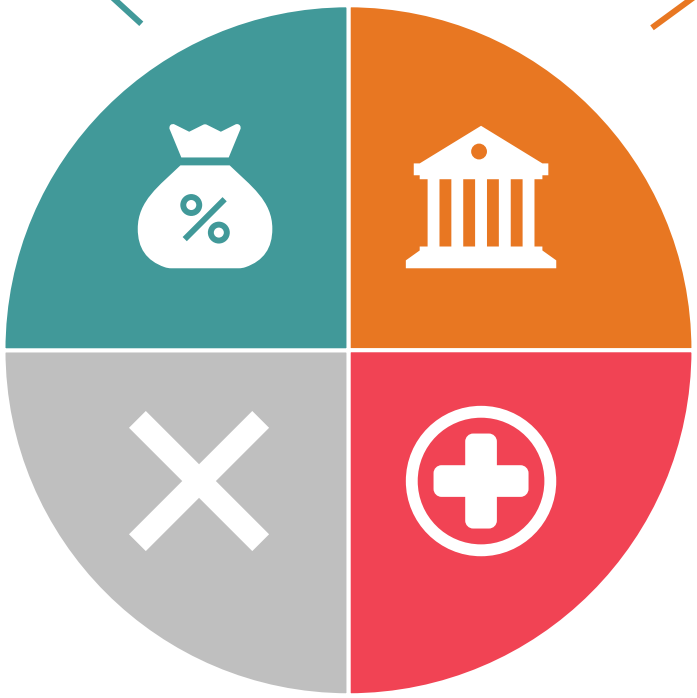
Views on the balance between NHS service provision and taxes differ most prominently by age, voting intention and social grade

Increase taxes

Those **aged 55+** (50%), those with an **annual household income above £52,000** (51%), those living in the **least deprived** (47%) or **rural areas** (47%), those intending to vote **Labour** (67%) or those with a **health problem / disability** (47%) are all significantly more likely to think taxes should be increased to keep the current level of care and services provided by the NHS (42% overall).

None of these

Those intending to vote **Conservative** (40%) or those who **would not vote** (48%) are significantly more likely to think none of these solutions are suitable (34% overall).



Reduce spending on other services

Those **aged 16-24** (24%)*, those from **ethnic minority backgrounds** (20%), those living in **London** (23%) or those living in the **most deprived** (18%) or **urban areas** (15%) are all significantly more likely to think that spending should be reduced on other services, such as education and welfare, in order to maintain the level of spending needed to keep the current level of care and services provided by the NHS (13% overall).

Reduce level of care/services in NHS

Those intending to vote **Reform UK** (15%) are significantly more likely to think the level of care and services provided by the NHS should be reduced so the current level of taxation does not need to be increased (6% overall).

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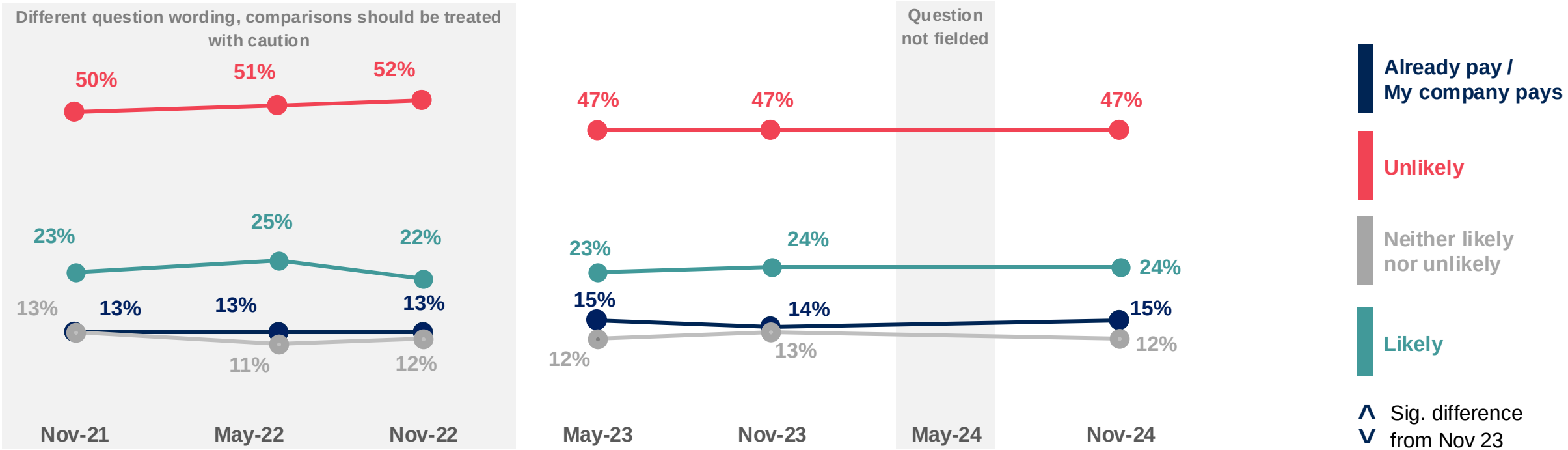
Views of private healthcare

09

Around two in five of the public say they likely to pay, already pay, or their company already pays for private healthcare or private health insurance

Around one quarter (24%) of the public say they are likely to pay, and 15% already pay or their company already pays. Just under half (47%) of the public say they are unlikely to pay for private health insurance or private healthcare. These findings are consistent with May and November 2023.

At the moment, how likely or unlikely would you be to pay for private health insurance or private healthcare if you needed it?

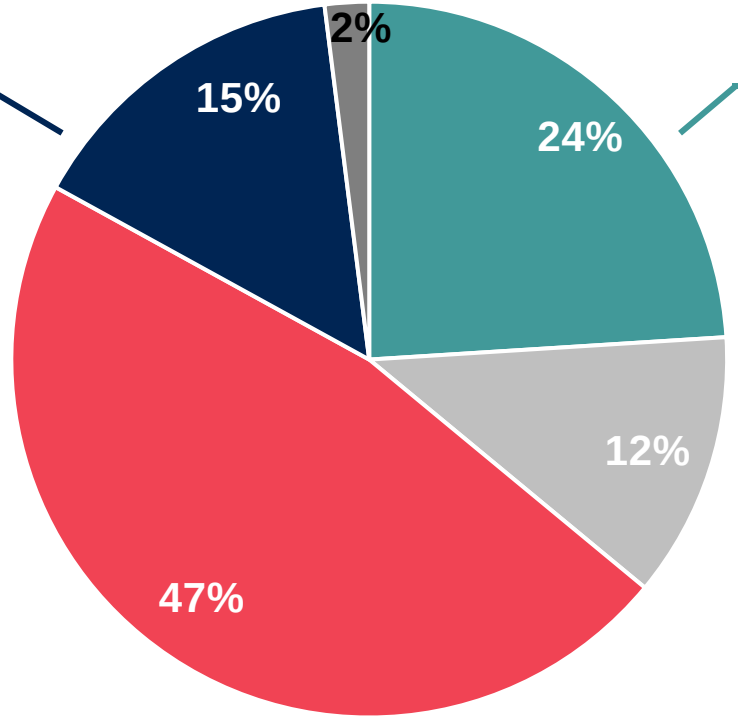


Bases: All participants, Nov 2024 n=2,198 21st – 27th November 2024, Nov 2023 n=2,301 23rd – 29th November 2023, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2,102 26th May – 1st June 2022, Nov 2021 n=2,101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK. **Note: Findings from November 2022 and before used a different wording; options were 'I already pay for private healthcare', which was changed to 'I already pay for private healthcare / my company already pays for private healthcare' in May 2023. Comparisons should be treated with caution.**

The ability or likelihood to pay for private health insurance remains closely linked to income as well as other associated demographics, such as social grade and working status

Already pay / My company pays

Those aged **25-44** (21%), those **working full-time** (23%), those with a household annual income between **£52,000 to £99,999** (25%) or **above £100,000** (34%), those living in **Southeast England** (21%), **East of England** (21%) or **Northern Ireland** (26%)*, those living in the **least deprived areas** (21%) or those intending to vote **Conservative** (20%) are all significantly more likely to already pay for private healthcare or private health insurance, or work for a company that does, compared to average (14%).



Likely to pay

Those living in **Northern Ireland** (36%)* or those intending to vote **Reform UK** (32%) are all significantly more likely to say they would pay for private health insurance or healthcare, compared to average (24%).

Unlikely to pay

Those aged **65+** (55%), those with an annual household income **up to £25,999** (65%), those living in **Northeast England** (67%)* or **Yorkshire and the Humber** (59%), those **not working full-time** (54%) or those with a **health problem / disability** (58%) are all significantly more unlikely to pay for private health insurance or healthcare, compared to average (47%).

**Please treat with caution as they are based on fewer than 100 participants*

Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

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Views of health and work

10

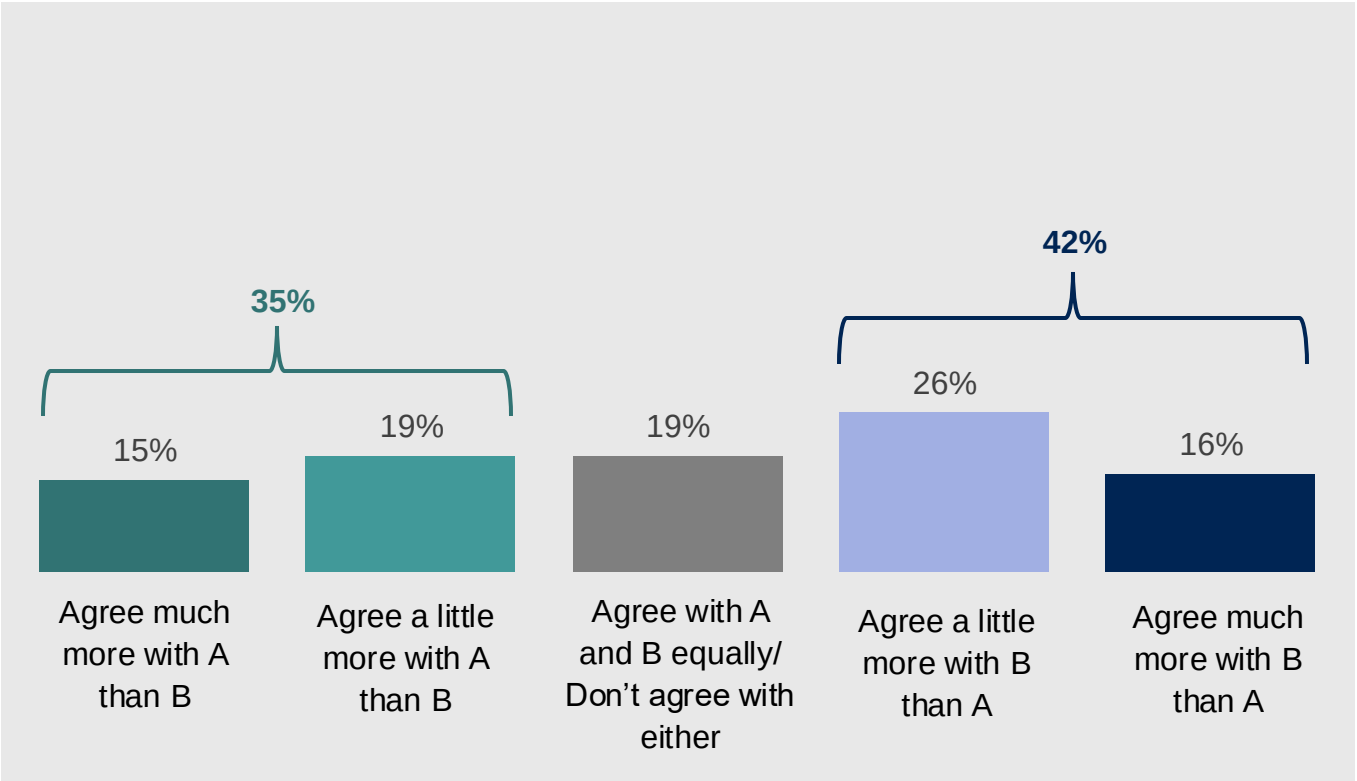
The public lean slightly towards thinking that the NHS should *not* consider people's working status when prioritising care and treatment

While 42% think that the NHS should not consider people's working status when prioritising care and treatment, 35% think it should prioritise people unable to work because of their health condition, so that they can get back into work

Since the pandemic, more people have been unable to work because of ill health. This has a negative impact on the UK economy. Bearing this in mind, which of the following statements comes closest to your view of the role of the NHS in addressing this?

A. The NHS should prioritise care and treatment for people who are not able to work because of their health condition so that they can get back into work, even if it means that other people might have to wait slightly longer.

People living in **Scotland** are more likely to agree that the NHS should prioritise care and treatment for people who are not able to work because of their health condition so that they can get back into work (44%, compared with 35% overall).



B. The NHS should not consider people's working status when prioritising care and treatment, even if this means some people are not able to work for longer.

People **aged 65 and over** are more likely to agree that the NHS should not consider people's working status when prioritising care and treatment (46%, compared with 42% overall).

Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

Overall, individuals are seen as having the most responsibility for ensuring they can continue to work whilst having a limiting long-term health condition*

Nearly all the public (90%) think individuals have at least a fair amount of responsibility, with employers (79%) and government (77%) seen as having similar levels of responsibility

How much responsibility, if any, do you think each of the following has to...?*



90%

Individuals of working age who have long-term health conditions that limit the work they can do



79%

Employers



77%

Government

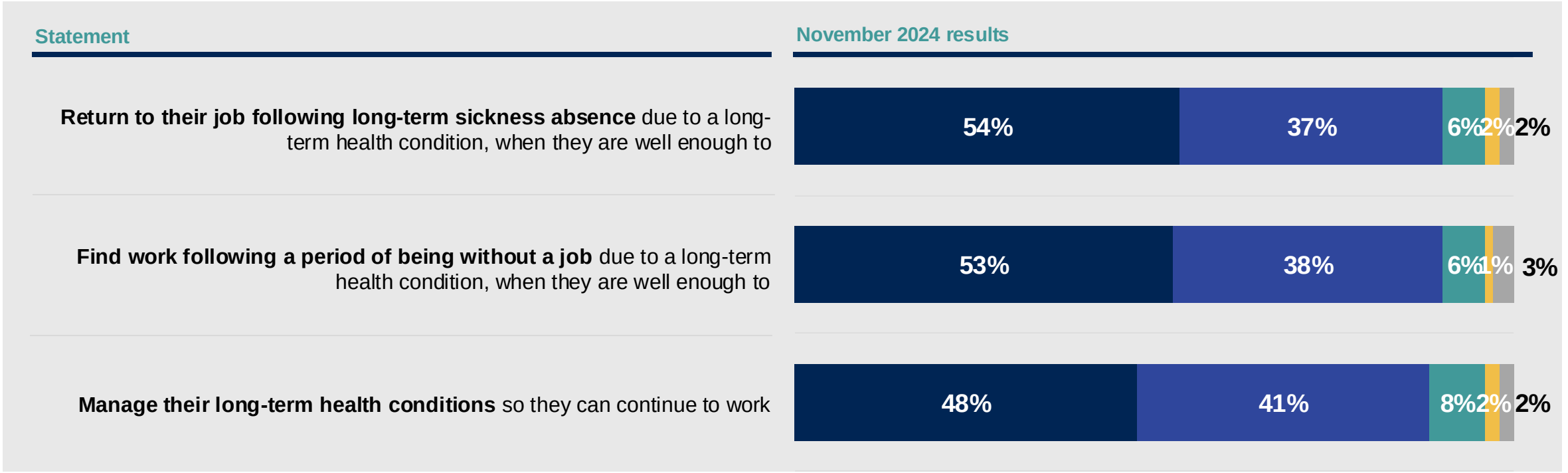
* Findings are based on an average across three different elements of responsibility. Further details are provided on the following slides.

Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

People of working age who have long-term conditions are seen as having responsibility for all aspects of getting/ staying in work

Nearly all say these individuals have a great deal/ fair amount of responsibility for returning to their job following sickness absence (91%), finding work after a period of being without a job (90%) and managing their conditions so they can continue to work (88%)

Please think about people of working age who have long-term health conditions that limit the work they can do. How much responsibility, if any, do you think these individuals have, to...?



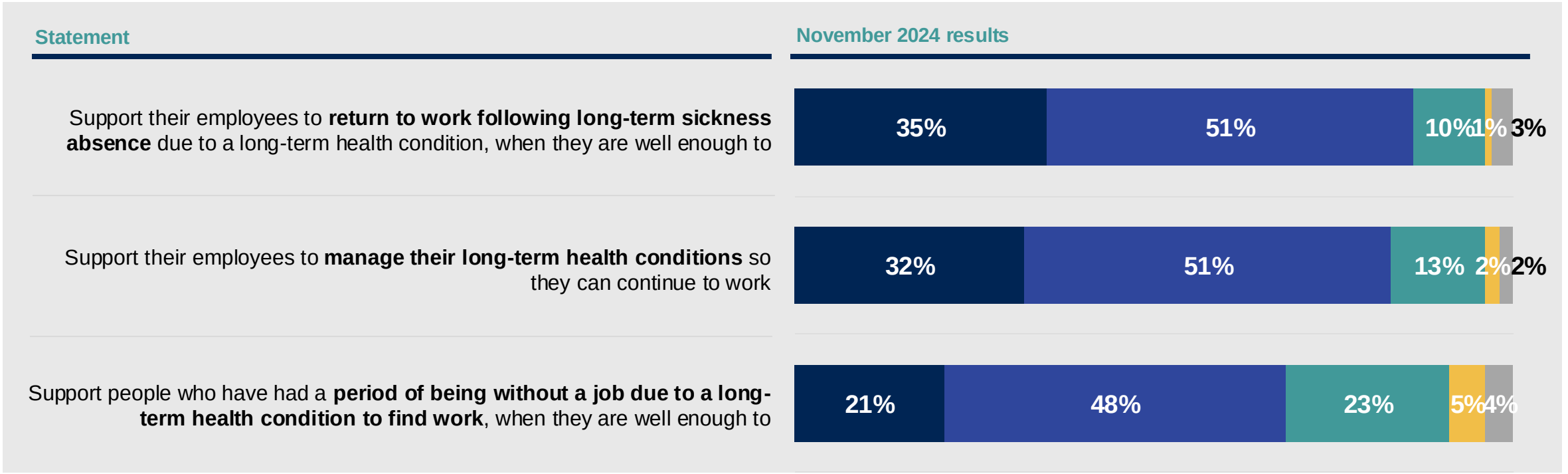
Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

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Employers are seen to have most responsibility for supporting employees with health conditions to stay in work and to return to work following absence

More than four in five think employers have a great deal/ fair amount of responsibility for supporting their employees to return to work following long-term sickness absence (86%) or to manage their conditions so they can continue to work (83%)

How much responsibility, if any, do you think employers have to...?



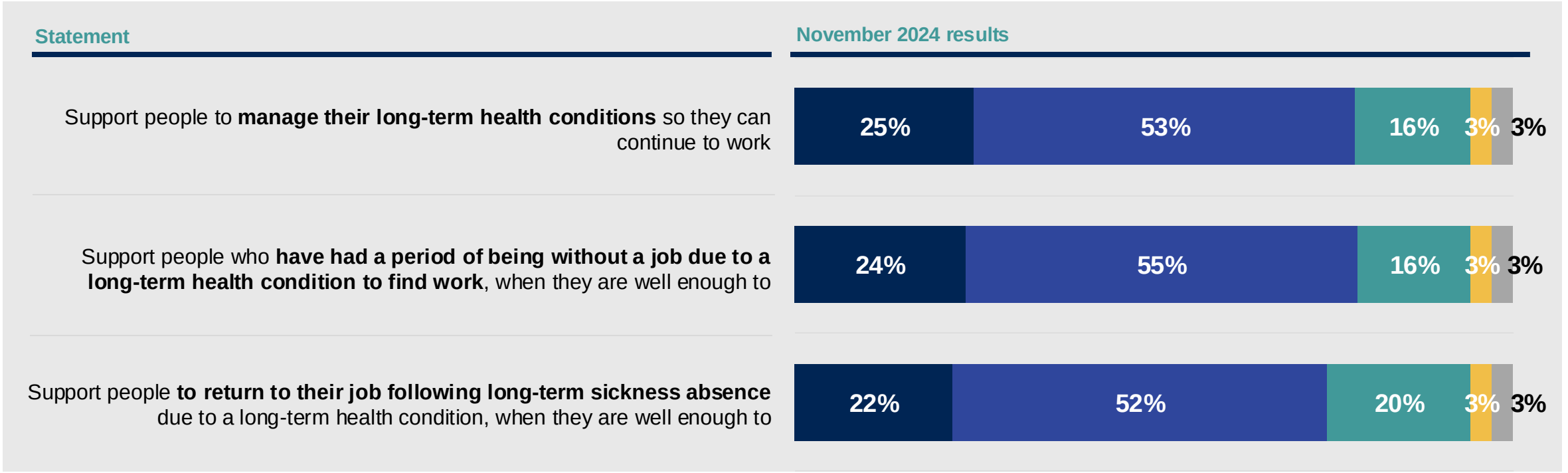
Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

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Government is seen to have less responsibility than individuals and employers for supporting people to manage their long-term conditions to stay in work

However, still around three-quarters think the government has a great deal/ fair amount of responsibility to support people to stay in work (78%), to find work following a period of being without a job (78%) and to support people to return to their job following long-term sickness (74%)

How much responsibility, if any, do you think the government has to...?



Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

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Views on how much responsibility individuals, employers and the government have differ by age, voting intention, and whether someone has a health problem

Individual responsibilities

Younger people **aged 18 to 34** tend to think that individuals of working age with long-term health conditions have **less responsibility** around their employment – whether managing their condition to stay in work, returning to work after long-term sickness absence, or finding work after a period of being without work.

People **living in less deprived areas** think individuals have **more responsibility** to manage their conditions to stay in work, and to return to their job following long-term absence.

People who **do not have a long-term health condition or disability** are less likely to say individuals have responsibility for managing their health to stay in work and finding work if they have been without work due to sickness.

Finally, those **intending to vote Conservative** are more likely to say individuals have responsibility across all areas.

Employer responsibilities

Older people tend to assign employers less responsibility. People **aged 75 and over** are particularly likely to say employers have no/not very much responsibility for supporting their employees to **manage their long-term health conditions**. People aged 55 and over are more likely to say employers have no/not very much responsibility for supporting people who have **been without a job due to a long-term health condition to find work**. However, they place as much responsibility on employers to support employees to return to work following long-term sickness absence.

People who **do not have a long-term health condition or disability** tend to place **more responsibility** on employers.

Those intending to vote **Conservative** or **Reform** are consistently more likely to think that employers' responsibilities are **limited**.

Government responsibilities

There are **fewer differences** in views of government responsibilities than for individual and employer responsibilities.

The main differences are by **voting intention**, with those intending to vote **Labour** or **Green more likely** to ascribe responsibility to the government, and those intending to vote **Conservative** and **Reform less likely** to do so.

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Please treat with caution as they are based on fewer than 100 participants.

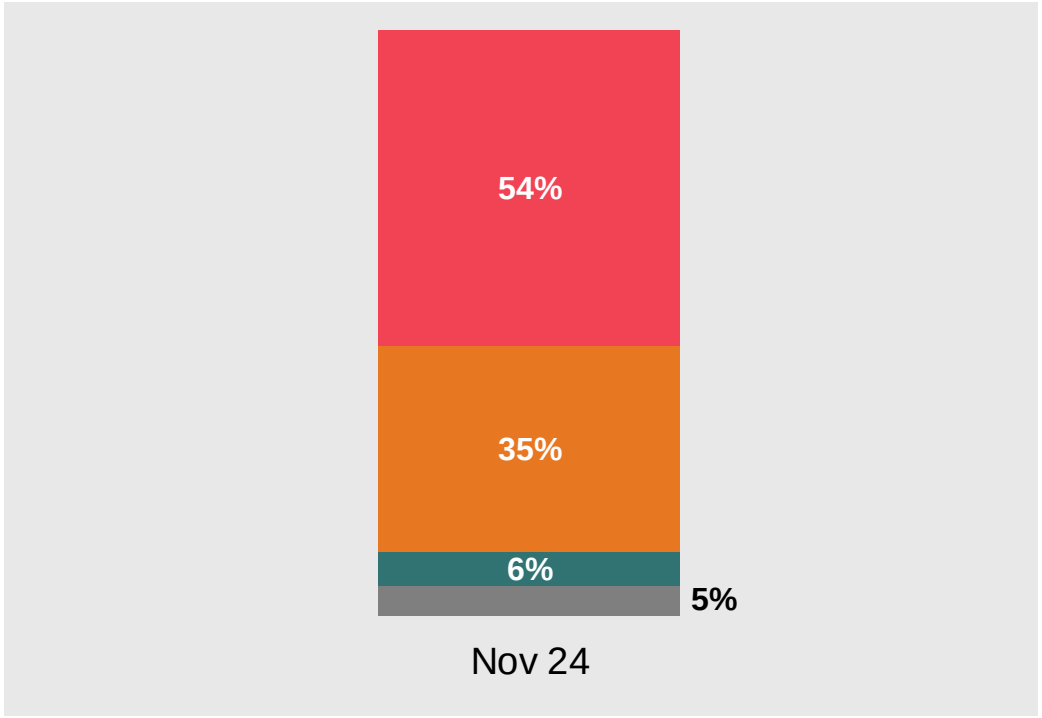
Views of public health and government interventions

11

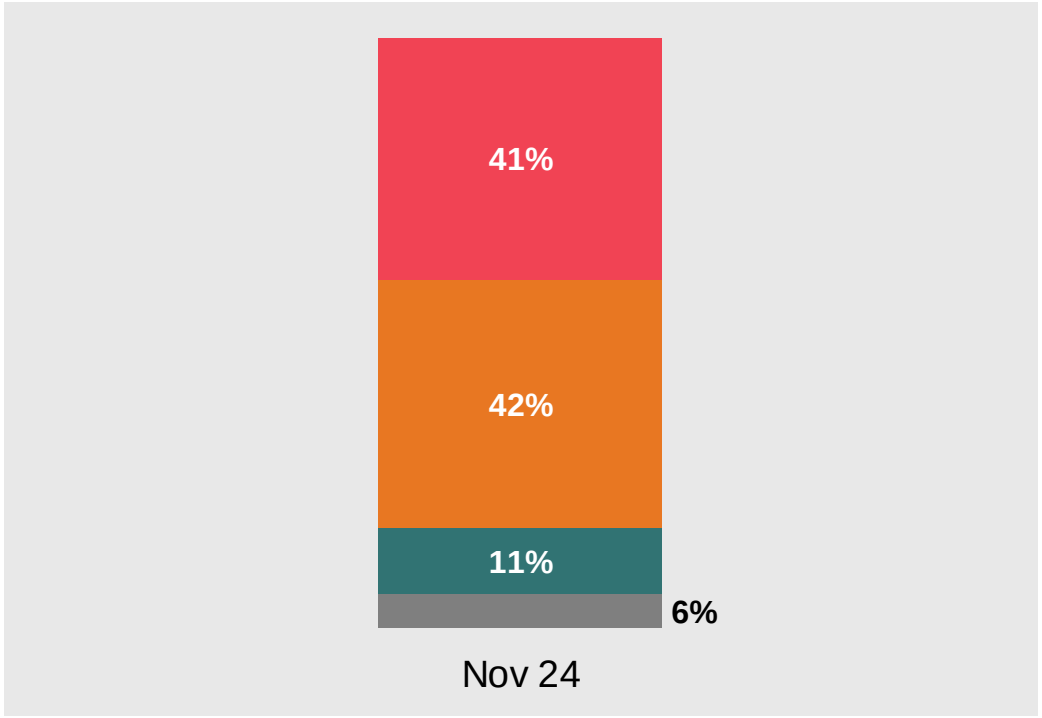
The public are pessimistic about the public's overall health/wellbeing over the last year, but are more optimistic about the next year

Just over half (54%) think the public's overall level of health and wellbeing got worse in the last 12 months, but 41% think it will get worse in the next year. They are more likely to think health and wellbeing will stay about the same in the next year (42%) than that it will get better (11%).

Do you think the public's overall level of health and wellbeing in the last twelve months has…?



And looking towards the future, do you think the public's overall level of health and wellbeing in the next twelve months will…?

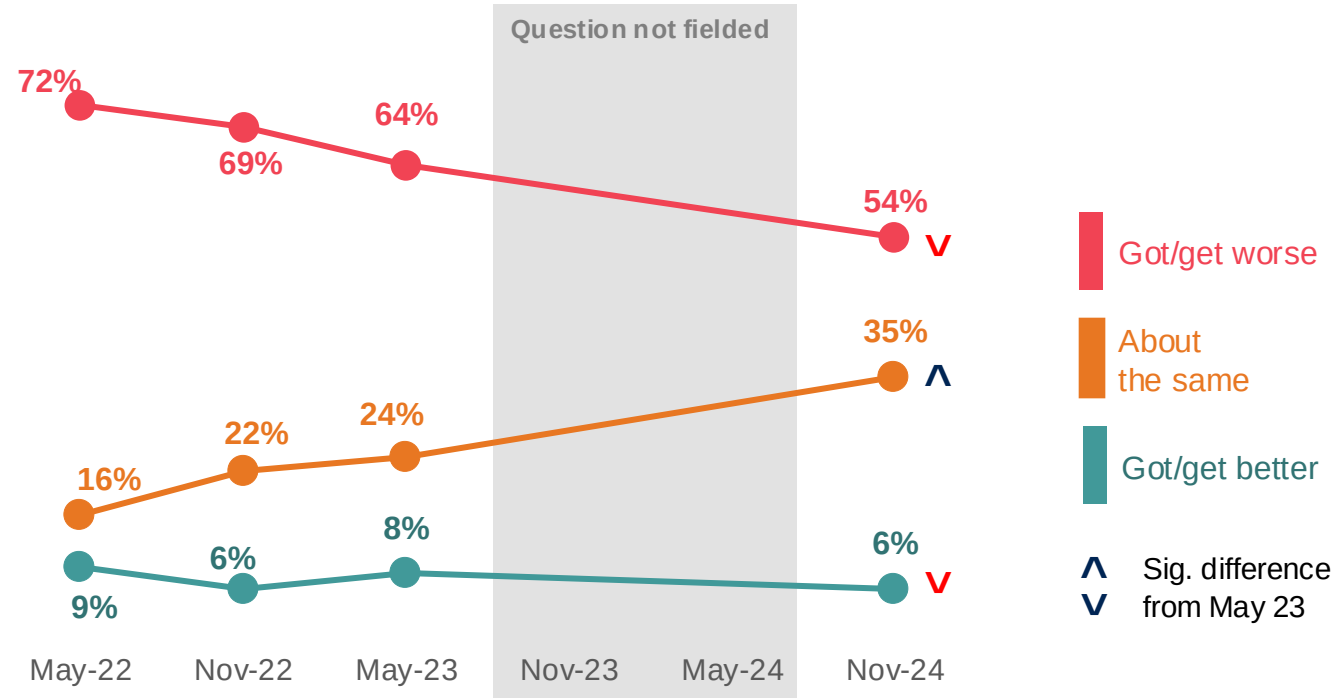


Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

While the public tend to think the public's overall health and wellbeing has got worse in the last year, they are less negative than before

Just over half (54%) think the public's overall health and wellbeing has got worse, down from 72% in May 2022. Instead, they are more likely to say it has stayed about the same (16% in May 2022, up to 35% now).

Do you think the public's overall level of health and wellbeing in the last twelve months has…?



Women (57%), people **aged 45 to 54** (59%), people with a long-term health condition or disability (63%) and people who intend to vote **Reform** (62%) are more likely to say that the public's overall level of health and wellbeing has got worse in the last 12 months, compared to average (54%),

People **aged 16 to 24*** (17%), from an **ethnic minority background** (13%), living in **England** (6%) and in **London** in particular (11%) are more likely to say that the public's overall level of health and wellbeing has got better in the last 12 months, compared to average (6%),

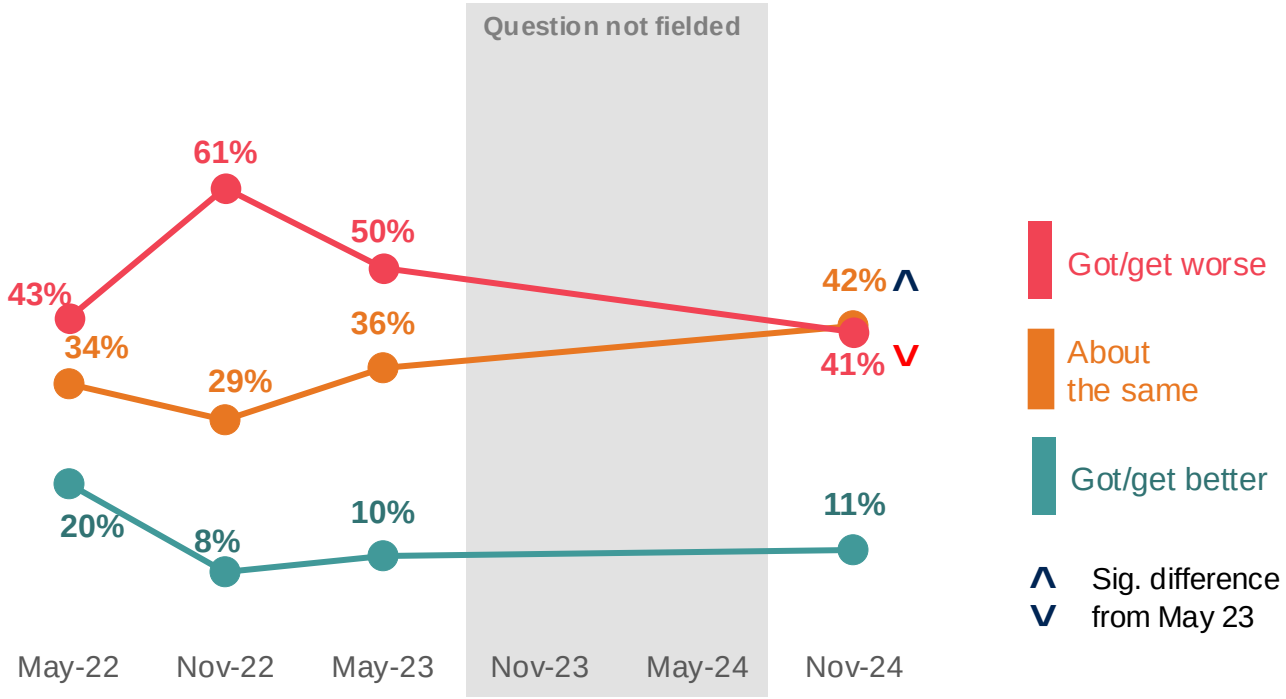
Bases: All participants, Nov 2024 n=2,198 21st – 27th November 2024, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022. All conducted online via KnowledgePanel UK.

** Please treat with caution as they are based on fewer than 100 participants.*

The public are more optimistic about overall health and wellbeing over the next year, with expectations having become more positive

The public are less likely to think overall health and wellbeing will get worse in the next year, down from 61% in November 2022 to 41% now. However, only 11% think it will get better – again the public are more likely to think it will stay about the same (up from 29% in November 2022 to 42% in November 2024).

And looking towards the future, do you think the public's overall level of health and wellbeing in the next twelve months will…?



Women (44%), people aged 45 to 64 (47%), living in Northern Ireland (53%) or Scotland (52%) and who intend to vote Reform (53%) are more likely to say that the public's overall level of health and wellbeing will get worse in the next 12 months, compared to average (41%),

People **aged 16 to 24** (20%), living in **London** (20%), those who intend to vote for **Labour** (19%) – particularly those who voted Labour in 2024 and intend to do so (21%), or who intend to vote for an '**other**' party (17%) are more likely to say that the public's overall level of health and wellbeing will get better in the next 12 months, compared to average (11%),

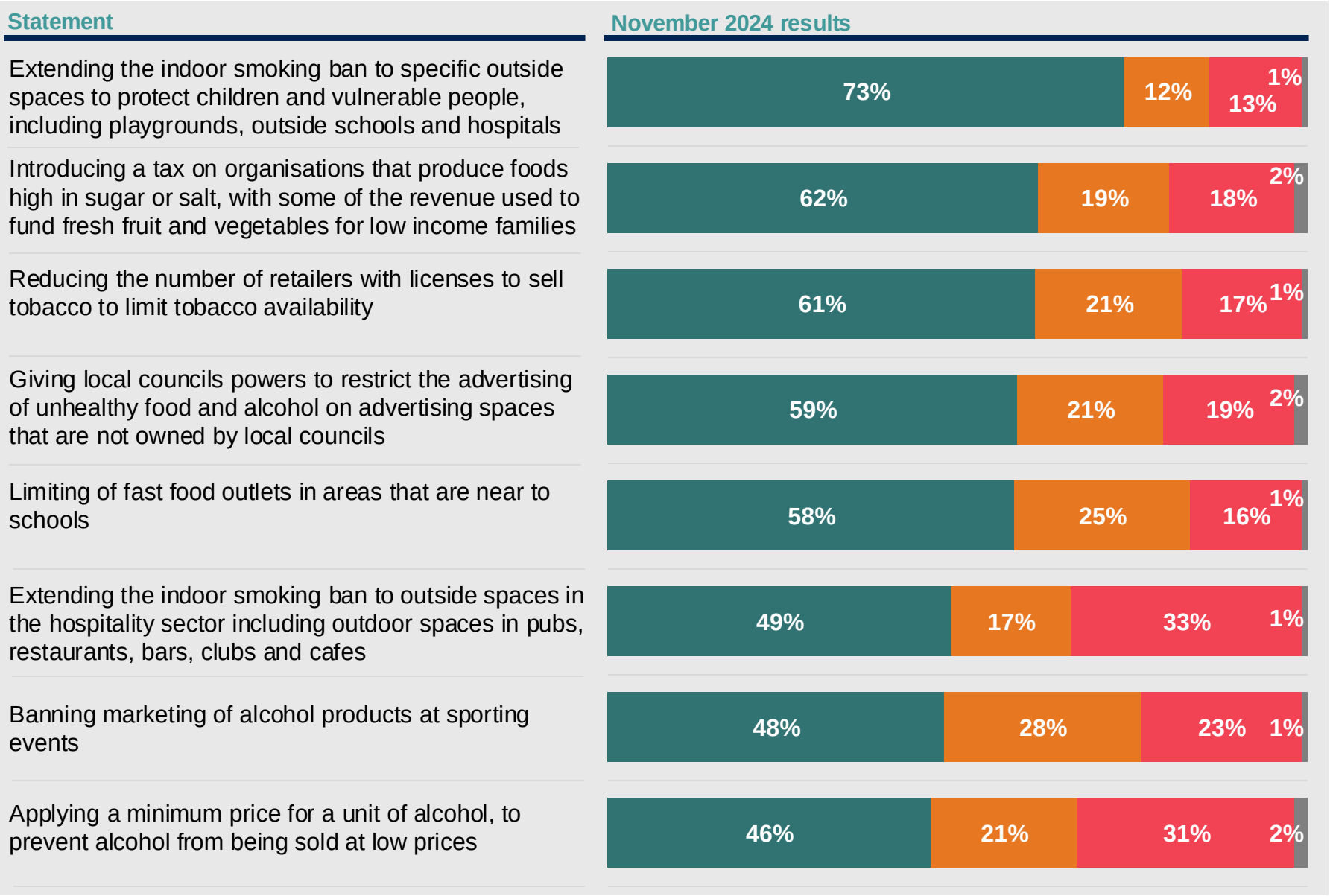
Bases: All participants, Nov 2024 n=2,198 21st – 27th November 2024, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022.

All conducted online via KnowledgePanel UK.

The government intervention the public support the most is extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

To what extent do you support or oppose government intervention in the following areas of public health?

Support
Neither support nor oppose
Oppose
Don't know



Bases: All participants, Nov 2024 n=2,198 21st – 27th Nov 2024. All conducted online via KnowledgePanel UK.

Men and those intending to vote Reform UK are significantly more likely to oppose all eight government interventions, whereas women are significantly more likely to support

Unhealthy food interventions

Men and those intending to vote **Reform UK** are significantly more likely to oppose all the unhealthy food interventions, whereas **women** and those intending to vote **Labour** are significantly more likely to support them.

Those intending to vote **Conservative** are significantly more likely to oppose **giving local councils powers to restrict the advertising of unhealthy food and alcohol on advertising spaces** and **introducing a tax on organisations that produce foods high in sugar or salt**, whereas those intending to vote **Green Party** are significantly more likely to support these interventions.

Those **aged 55+**, and those living in **rural** and the **least deprived areas** are significantly more likely to support **limiting of fast-food outlets in areas that are near to schools**, whereas those with an **annual household income up to £25,999** are significantly more likely to oppose it.

Alcohol-linked interventions

Women and those **aged 75+** are significantly more likely to support all the alcohol-linked interventions, whereas **men** and those intending to vote **Reform UK** are significantly more likely to oppose them.

Those from **ethnic minority backgrounds** are significantly more likely to support **applying a minimum price for a unit of alcohol** and **banning marketing of alcohol products at sporting events**, compared to average.

Those who live in **Scotland** are significantly more likely to oppose **applying a minimum price for a unit of alcohol**, compared to average.

Those intending to vote **Green Party** or **Liberal Democrat** are significantly more likely to support **banning marketing of alcohol products at sporting events**, compared to average.

Smoking-linked interventions

Men, those with a household annual income of **up to £25,999** and those intending to vote **Reform UK** are significantly more likely to oppose all the smoking linked interventions, whereas **women** are significantly more likely to support them.

Those intending to vote **Labour** or **Liberal Democrat** or those living in **rural** or the **least deprived areas** are significantly more likely to support **reducing the number of retailers with licenses to sell tobacco to limit tobacco availability** and **extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people**, whereas those intending to vote **Conservative** are significantly more likely to oppose these interventions.

Those intending to vote **Green Party** are significantly more likely to support **reducing the number of retailers with licenses to sell tobacco to limit tobacco availability**, compared to average.

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Appendix: Detailed Methodology

A1

Background to the project

Previous polling

This report includes data collected by Ipsos from previous work with the Health Foundation and other clients (as well as the programme this survey is part of, linked on slide 11). Where questions were repeated in previous surveys, these have been included in the report in order to illustrate trends. However, please note that methodologies differ and so comparisons are indicative rather than direct. The data included comes from the following projects:

- **Ipsos poll for the Health Foundation. Link.** *1,792 face-to-face interviews with adults aged 15+ in Great Britain. Fieldwork: 13 – 29 March, 2015.*
- **Ipsos/Department of Health Perceptions of the NHS Tracker. Link.** *1,025 CAPI interviews with adults aged 16+ in England. Fieldwork: 31 October - 18 December 2016.*
- **Ipsos 2017 report "What does the public think about the NHS?". This report was prepared for The King's Fund. Link.** *1,151 CAPI interviews with adults aged 15 + in England. Fieldwork: 4- 10 August 2017 in their homes.*
- **May 2017 report "What does the public think about the NHS and social care services?". This report was prepared for the Health Foundation. Link.** *1,985 CAPI interviews with adults aged 15+ in Great Britain. Fieldwork: 5-15 May 2017, in their homes.*
- **November 2019 report "General election 2019 polling for the Health Foundation: Public perceptions of the NHS and social care". This report was prepared for the Health Foundation. Link.** *1,990 CAPI interviews with adults aged 15+ in Great Britain. Fieldwork: 8-17 November 2019.*
- **May 2020 report "The Health Foundation COVID-19 Survey". This report was prepared for the Health Foundation. Link.** *1,983 telephone Omnibus surveys with people aged 18 + in Great Britain. Fieldwork: 1 - 10 May 2020.*
- **July 2020 report "Public perceptions of health and social care in light of COVID-19". This report was prepared for the Health Foundation. Link.** *2,246 telephone Omnibus surveys with people aged 18 + in Great Britain. Fieldwork: 17 - 29 July 2020.*
- **November 2020 report "Public perceptions of health and social care in light of COVID-19". This report was prepared for the Health Foundation. Link.** *2,001 telephone Omnibus surveys with people aged 18 + in Great Britain. Fieldwork: 13th - 24th November 2020.*
- **November 2020 report "Public perceptions of health and social care in light of COVID-19". This report was prepared for the Health Foundation. Link.** *2,001 telephone Omnibus surveys with people aged 18 + in Great Britain. Fieldwork: 13th - 24th November 2020.*

Detailed methodology

UK KnowledgePanel: Technical Notes

Sampling

This study was conducted on the KnowledgePanel between **21st – 27th November 2024.**

The KnowledgePanel is a random probability survey panel. Therefore, the KnowledgePanel does not use a quota approach when conducting surveys. Instead invited samples are stratified when conducting waves to account for any profile skews within the panel. The sample was stratified by country and level of education. Any panellists that were invited in Tracker 6 (May 2024) have been excluded from the sample.

A total of 3,781 panellists in the United Kingdom (aged 16+) were selected and invited to take part in the survey.

Of these, **2,198** respondents completed the survey – a response rate of **58%**.

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Detailed methodology

UK KnowledgePanel: Technical Notes

Weighting

In order to ensure the survey results are as representative of the population the United Kingdom as possible, the below weighting spec was applied to the data in line with the target sample profile.

Two members per household are allowed to register on the KnowledgePanel. Therefore, we employed a design weight to correct for unequal probabilities of selection of household members.

Calibration weights have also been applied using the latest population statistics relevant to the surveyed population. England and Wales, Scotland and Northern Ireland are each weighted separately while an additional weight has been created for the United Kingdom to account for any over or under sampling within each of these countries.

Two sets of calibration weights are applied:

- Calibration weighting was applied using the following variables: Region and an interlocked variable of Gender by Age. Both use ONS 2020 mid-year population estimates as the weighting target.
- Demographic weights were then applied to correct for imbalances in the achieved sample; the data was weighted on: Education, Ethnicity, Index of Multiple Deprivation (quintiles), and number of adults in the household. Estimates from the ONS 2020 mid-year population estimates and Annual Population Survey were used as the weighting target.

Detailed methodology

UK KnowledgePanel: Technical Notes

Recruitment to the panel

Panellists are recruited via a random probability unclustered address-based sampling method. This means that every household in the UK has a known chance of being selected to join the panel. Letters are sent to selected addresses in the UK (using the Postcode Address File) inviting them to become members of the panel. Invited members are able to sign up to the panel by completing a short online questionnaire or by returning a paper form. Up to 3 members of the household are able to sign up to the panel. Members of the public who are digitally excluded are able to register to the KnowledgePanel either by post or by telephone, and are given a tablet, an email address, and basic internet access which allows them to complete surveys online.

Conducting the survey

The survey was designed using a 'mobile-first' approach, which took into consideration the look, feel and usability of a questionnaire on a mobile device. This included: a thorough review of the questionnaire length to ensure it would not over burden respondents from focusing on a small screen for a lengthy period, avoiding the use of grid style questions (instead using question loops which are more mobile friendly), and making questions 'finger-friendly' so they're easy to respond to. The questionnaire was also compatible with screen reader software to help those requiring further accessibility.

Detailed methodology

UK KnowledgePanel: Technical Notes

The below tables present the weighting profile targets:

Age & Gender	Male	Female	In another way	Prefer not to say
16-24	6.6%	6.3%	0.1%	0.0%
25-34	8.0%	8.3%	0.1%	0.1%
35-44	7.8%	8.2%	0.0%	0.1%
45-54	7.7%	8.0%	0.0%	0.2%
55-64	7.7%	9.0%	0.1%	0.1%
65-74	5.7%	6.2%	0.0%	0.0%
75+	4.8%	6.2%	0.0%	0.0%

IMD quintiles	
1	20.0%
2	20.0%
3	20.0%
4	20.0%
5	20.0%

Region	
North East	4.0%
North West	11.1%
Yorkshire And The Humber	8.2%
East Midlands	7.3%
West Midlands	8.8%
East Of England	9.4%
London	13.0%
South East	13.8%
South West	8.7%
Wales	4.7%
Scotland	8.3%
Northern Ireland	2.8%

Education	
Degree level or above	29.5%
Below degree level	69.2%
Prefer not to say/Not Stated	1.3%

Ethnicity	
White	84.0%
Non-White	13.6%
Prefer not to say/Not Stated	2.4%

Number of adults in the household (16+Pop)	
One adult	21.2%
Two or more adults	78.8%

Detailed methodology

Statistical Reliability

The table below summarises the various figures based on a 95% confidence interval – that is they would apply 95 times out of 100 where results from a sample are being compared with entire coverage of the population or between subgroups.

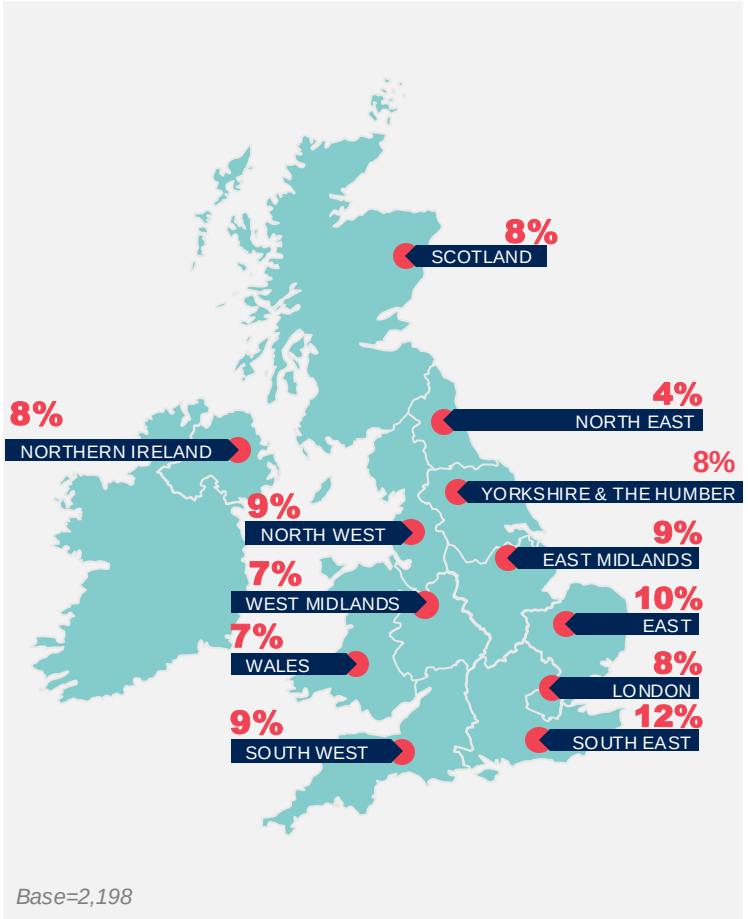
For example, if the sample shows that 51% of people disagree that their government has the right policies for the NHS, we can be 95% confident that the result (had everyone been interviewed) would have been within around +2 percentage points of this figure – i.e. between 49% and 53% (based on a sample of 2,198).

	Result is at or near…		
	10% or 90%	30% or 70%	50%
Sample size	±%	±%	±%
2,198	1.3	1.9	2.1
1,500	1.5	2.3	2.5
1,000	1.9	2.8	3.1
500	2.6	4.0	4.4
300	3.4	5.2	5.7
100	4.1	9.0	9.8

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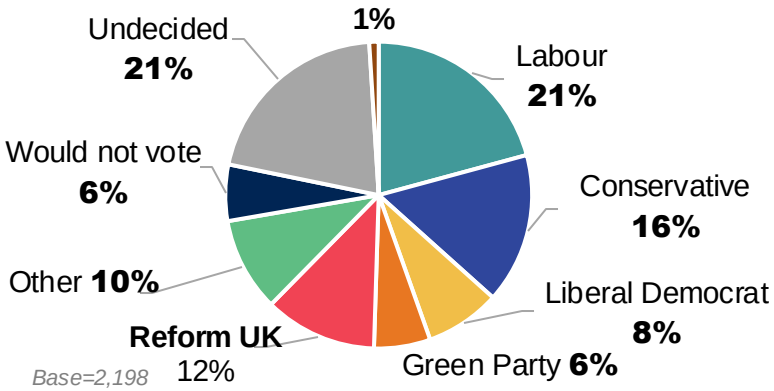
Demographics (unweighted)

Region



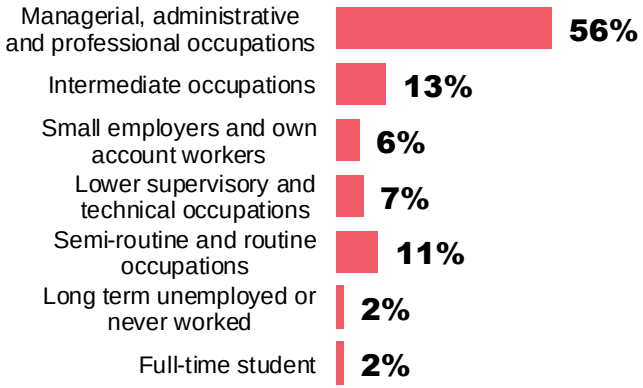
Base=2,198

Voting intention



Base=2,198

Social Economic Classification



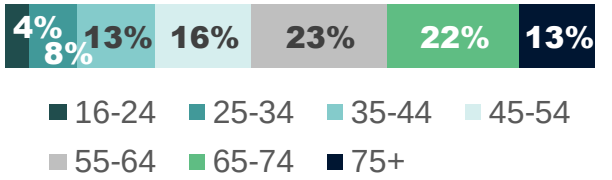
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Gender



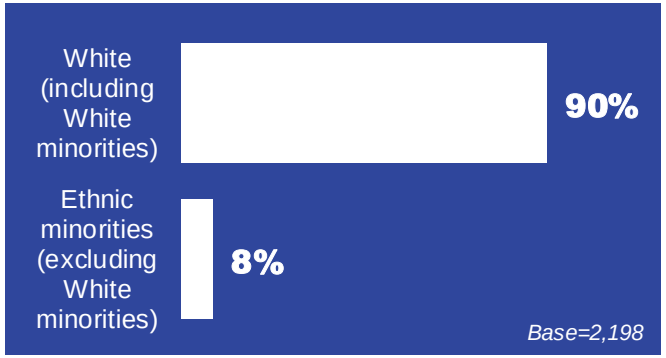
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Age



Base=2,198

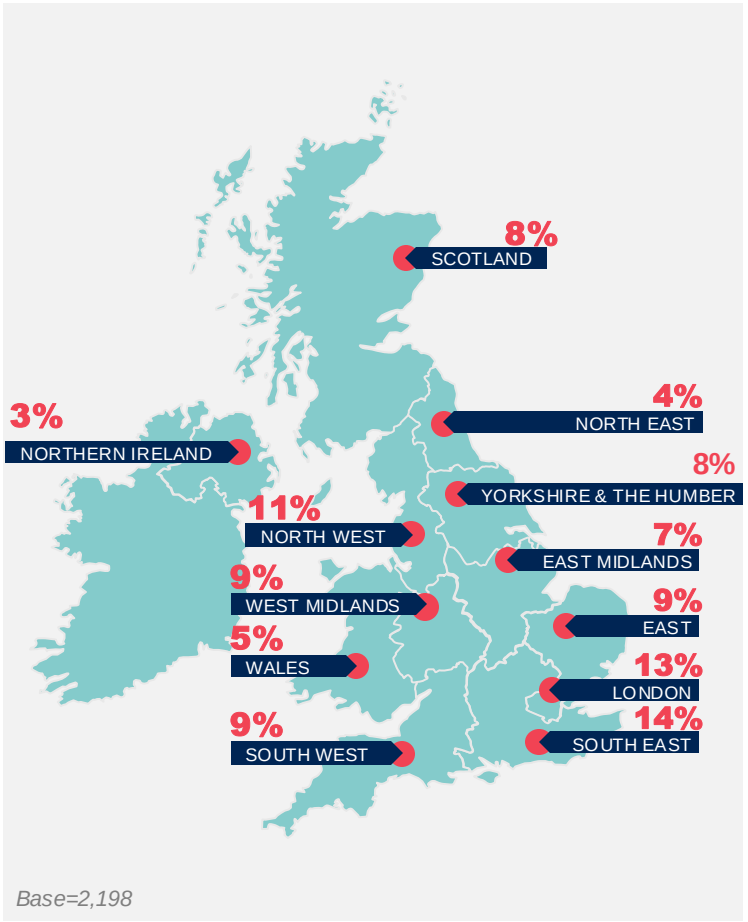
Ethnicity



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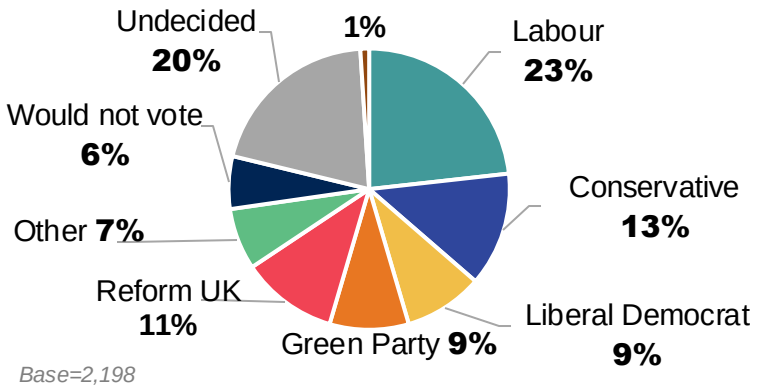
Demographics (weighted)

Region



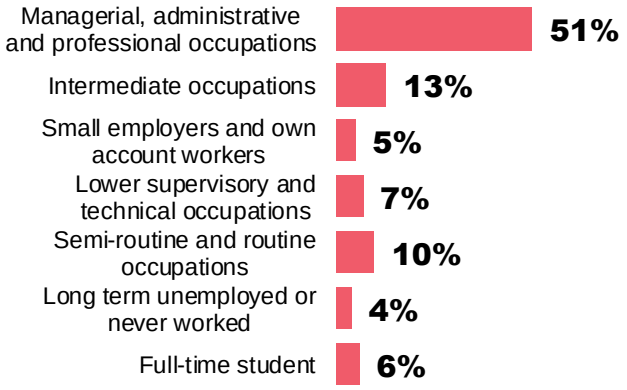
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Voting intention



Base=2,198

Social Economic Classification



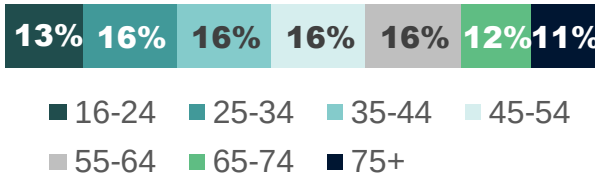
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Gender



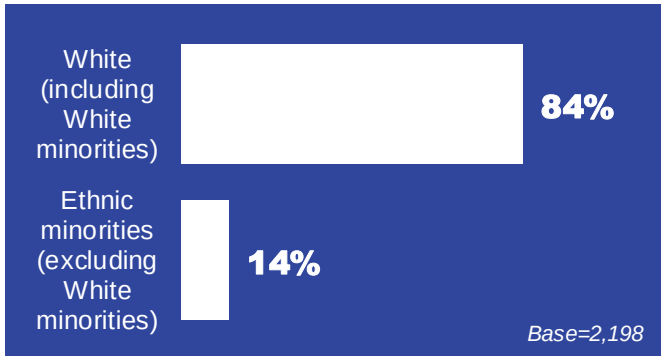
Base=2,198

Age



Base=2,198

Ethnicity



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Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.

ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.

MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.

ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.

HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252.

Thank you.

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This work has been carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252. Ipsos © 2025