

Public perceptions of health and social care polling (Wave 4: May 2023)

Conducted by Ipsos for the Health Foundation

September 2023

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Executive Summary

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Summary of work and key findings

Expectations of the NHS, social care services and health

The public continue to remain negative about the standard of care in the NHS and social care, although they are slightly more optimistic about future standards in the NHS than in Nov 2022

Two-thirds of the public think the standard of care in the NHS has got worse over the last 12 months (66%), which is stable from November 2022. The public are less likely to think NHS services will get worse in the next 12 months in May 2023 (54%) than in November 2022 (62%), although overall views remain negative.

Regarding specific aspects of the NHS:

- **The public think most aspects of the NHS have got worse over the last 12 months**, particularly pressure on NHS staff (80%), waiting times for routine services (76%), and wellbeing of NHS staff (74%). Overall, these views are stable from November 2022.
- **The public are more optimistic about the next 12 months for most aspects of the NHS compared with November 2022, although overall views still tend to be negative.** Key areas which the public think will get worse include the pressure and workload on NHS staff (68%), waiting times for routine services (64%), and waiting times for A&E (63%).

Views towards social care have improved from November 2022, although overall views are still negative. Nearly three in five of the public think the standard of social care services has got worse over the last 12 months (59%), and around half think it will continue to get worse over the next 12 months (52%).

Similar to views towards social care, views towards the public's overall level of health and wellbeing have improved from November 2022, although overall views are still negative. A little under two-thirds (64%) think the public's overall level of health has got worse over the last 12 months, while half (50%) think it will get worse over the next 12 months (a decrease of 11 percentage points from November 2022, when 61% of the public felt this way).

General views of the NHS

Negative views towards national and local NHS services have remained stable from November 2022, and the public continue to prioritise the same things for the NHS

Over half (54%) of the public who are self-identified British citizens say the NHS is something that makes them proud to be British, which is over 20 percentage points higher than the next option. When asked what is it about the NHS that makes them proud to be British via a free text question, the top two reasons are related to the NHS model. Specifically, over half (55%) are proud that it is free at the point of use, and over one-third (36%) are proud that it is available to everyone.

The public continue to remain divided as to whether the NHS is providing a good service; one-third think that the NHS is **providing a good service nationally** (33%) and two in five think it is providing a good service **locally** (39%). **The public continue to hold negative views towards government policies for the NHS**, with only one in ten (11%) agreeing the government has the right policies in place for the NHS. Compared with November 2022, fewer members of the public disagree the NHS is providing a good service nationally (down from 47% to 43%) and locally (down from 37% to 33%). Similarly, fewer members of the public disagree the government has the right policies for the NHS (down from 70% in November 2022 to 65% now), although these views are still negative.

The public generally continue to prioritise the same things for the NHS as in November 2022. Their top priorities are **addressing the pressure on or workload of NHS staff** (40%), **increasing the number of staff** in the NHS (39%), then **improving waiting times for routine services such as diagnostic tests or operations** (34%). **Waiting times in A&E** is less of a priority now than in November 2022 (down from 31% to 26% in May 2023).

General views of the NHS cont'd

While the public generally think the NHS is crucial to British society, the public are less likely to think this than in May 2022

While a majority of the public think 'The NHS is crucial to British society and we must do everything to maintain it' (72%), this is significantly lower than in May 2022 (77%). Similarly, the proportion who think the NHS was a great project, but we probably can't maintain it in its current form, has increased from 21% in May 2022 to 26% in May 2023.

When asked about the NHS in 10 years' time, in general, the public think **people will have to pay for healthcare services that are currently free, to some extent**. Only one-quarter (25%) think healthcare will generally be free at the point of delivery, as it is now. In contrast, half (51%) think people will have to pay for *some* healthcare services that are currently free. A minority of the public think that people will either have to pay for *most* (13%) or *all* (7%) healthcare services in 10 years' time.

Regarding the strain the NHS is under, the public tend to think that lack of **funding** (40%), **staff shortages** (38%) and **poor government policy** (35%) are the main causes, with **poor NHS management** close behind (29%). Views towards the reason why the NHS is under strain tend to differ by age, voting intention, and level of deprivation.

Generally the public are divided as to whether the NHS is prepared for future pandemics (47% think it is prepared, while 46% think it is not prepared) and are **generally pessimistic about their preparedness for other areas** including keeping up with new technology (28%), responding to the impacts of climate change (19%) and meeting the increasing health demands of an ageing population (17%).

General views of social care

The public are generally negative towards social care services, yet there is no clear consensus on what should be prioritised

The public **continue to be negative about social care services in their local area**, with only 12% agreeing they are good and 33% disagreeing they are good. **Very few think the government has the right policies in place for social care** (6%), and a little under two-thirds of the public disagree that the government has the right policies (63%). These views are stable in comparison with November 2022.

The public's top priorities for social care include **improving pay and conditions for social care staff** (42%), **making it easier for health and social care services to work together to provide care and support** (37%), **increasing the number of staff** (32%), and **increasing support for people who provide care for friends and family members** (32%).

The public tend to think means testing for social care is unfair in contrast with funding for the NHS, however this is not a strong consensus. Half the public think that it is unfair (51%) as opposed to fair (34%).

Views on private healthcare and net zero

The public are divided as to whether they would pay for private health insurance or private healthcare; they generally do not see the NHS reducing its impact on climate change as a priority

The public are **divided as to whether they would pay for private health insurance or private healthcare**. Whilst just under half (47%) are unlikely to pay, nearly one-quarter (23%) say they would be likely to pay, and 15% are already paying (or their company pays). While the proportion of the public who are unlikely to pay for private healthcare is lower than in November 2022, it should be noted that the question wording has been updated since November 2022 to include those whose company pays for private health insurance, as well as those who already pay (also up from 13% in November 2022 to 15%).

Few members of the public think the NHS is contributing to climate change. Only 19% agree the NHS is contributing, while a quarter disagree (25%). **The public are overall divided as to whether the NHS has a responsibility to reduce its impact on climate change.** Around two in five (39%) agree it has a responsibility, while one-quarter disagree (25%) and one-third neither agree nor disagree (32%). However, **few members of the public think the NHS should make reducing its impact on climate change one of its top priorities.** Only one in six (15%) think it should be a priority, which is significantly lower than in May 2022 (19%).

Awareness of the NHS's aim to be net zero remains low (18%), and this has decreased from May 2022 (when 23% were aware). The public remain supportive of this aim (60% support it, with only 12% opposing it), however there has been a downward trend from July 2021, when 70% supported the NHS's aim to be net zero.

Views on funding for the NHS and social care

There continues to be strong support from the public for an increase in funding for the NHS; the public generally think the UK government spends less on healthcare than other countries

The majority of the public think the NHS needs an increase in funding (80%), which is consistent with results from November 2022 (when 82% thought the NHS needed an increase in funding).

The public think this additional funding should be paid for through a number of different schemes; there is the most support for an **additional tax that is earmarked specifically for the NHS (31%),** as well as an **increase in National Insurance (22%)** or an **increase in income tax (21%).** However, there is decreased support for all three approaches from November 2022, possibly reflecting growing concern about the cost of living crisis.

When asked how UK spending on healthcare compares to other countries (Germany, France and Spain), the public tend to think the UK spends less overall. In general, they are more likely to think that the UK spends less on healthcare per person in the past year than Germany (48%) or France (38%), and are somewhat divided as to whether the UK spends more (29%) or less (29%) than Spain.

Views on public health and government interventions

The public generally do not think the government has the right policies in place to address public health

Among those aged 65 and below, a little over half (55%) think they will be in good health when they reach retirement. They are less likely to think those in their local area who are a similar age to them will be in good health (34%). **Among those aged 66 and above, nearly nine in ten (87%) thought they were in good health when they retired.** Fewer thought those in their local area were in good health, although this is still high (60%).

Around half of the public (49%) do not think the government has the right policies in place to improve public health; although this is slightly better than in November 2022, when 54% felt the same way. In contrast, 16% think the government does have the right policies in place, again a slight increase from November 2022 (13%).

The public tend to think the government has the most responsibility for **reducing the harms from smoking, such as banning smoking public spaces** (80%), although less so than in November 2022 (85%). This is followed by **reducing levels of gambling-related harm** (70%), then **reducing levels of alcohol-related harm** (67%, down from 72% in November 2022). While nearly three in five (58%) of the public think the government has been **effective at reducing harm from smoking**, this has decreased from November 2022, when 62% felt the same way. Even fewer members of the public think the government has been effective at **addressing alcohol-related harms** (25%) and **gambling-related harms** (21%). For alcohol-related harms however, perceptions have improved slightly from November 2022, when 17% felt the government was addressing this effectively.

Over half of the public would support local authorities having more responsibility for implementing policies to reduce harm from tobacco, alcohol and unhealthy food. Half the public are in support of this (55%), while only one in five oppose it (21%).

Background to the research

02

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, private healthcare, NHS net zero targets, funding for health and social care, and public health and government interventions.

The years ahead are set to bring further changes that may meaningfully affect public perceptions, priorities and experiences. This programme of research aims to build on previous polling to understand how, if at all, public perceptions are shaped by these changes, 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 research over two years, which includes four demographically representative polls with the UK general public at six-monthly intervals.

This report covers the fourth wave of the polling programme, conducted from 5th – 10th May 2023. Findings from the first, second and third 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:

- Public attitudes to health and social care services
- The government's handling of the NHS and social care
- Wider health policy issues including NHS net zero targets and NHS funding
- Public health and government interventions

Report Structure

The first section of this report presents the 'Expectations Tracker'. The second and third sections cover general views of the NHS and social care, including perceptions of the top priorities for the NHS, and general views on whether government have the right policies for the NHS and social care.

The fourth section looks at the willingness to pay for private healthcare, the fifth section considers awareness and views towards NHS net zero targets, and the sixth section considers views towards funding for the NHS and social care. The seventh section explores views on public health and government interventions.

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 MORI poll “What it means to be British”.** [Link](#). 998 face-to-face interviews with adults aged 15+ in Great Britain. Fieldwork: 27 January – 5 February, 2012.
- **Ipsos MORI poll “What the public think of the NHS at 65”.** [Link](#). 2,515 online interviews with adults aged 16-75 in Great Britain. Fieldwork 23 – 27 February, 2012.
- **Ipsos MORI poll “Post-Brexit pride in Britain”.** [Link](#). 1,099 face-to-face interviews with adults aged 16-75 in Great Britain. Fieldwork: 26 – 29 July, 2016.
- **Ipsos MORI 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 MORI/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 MORI 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.
- **Ipsos MORI/Deloitte report “State of the State 2017”.** This report was prepared for Deloitte. [Link](#). 1,071 CAPI interviews with adults aged 15+ in Great Britain. Fieldwork: 18- 28 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.
- **Ipsos poll “St. George’s day and national pride”.** [Link](#). 990 online interviews with adults aged 16-75 in Great Britain. Fieldwork 5 April 2022.
- **Ipsos poll “What makes us proud to be British?”.** [Link](#). 1,750 Omnibus interviews with adults aged 18-75 in Great Britain. Fieldwork 3 – 4 August, 2022.

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 **5th and 10th of May 2023**. A total number of **2,450** responses were achieved amongst residents across the United Kingdom aged 16+.

Context

- Ongoing NHS strikes throughout the Winter and Spring of 2023, including nurses and midwives, ambulance staff, and junior doctors.
- Despite reductions in the elective care backlog, the NHS still faces considerable challenges in reducing waiting times.
- Ongoing media coverage of the challenges the NHS is facing, particularly around strikes, and the backlog of cases.
- It should also be noted that fieldwork took place during the coronation of King Charles III, although this is not expected to have an impact on results.

Sampling and weighting

Sampling

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 education. A total of 4,385 panellists were selected and invited to take part in the survey. The selected sample was then reviewed on key demographics to ensure a balanced sample was selected for the survey. A total of 2,450 respondents completed the survey, delivering a response rate of 56%.

Weighting

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

Two members per household are allowed to register on the KnowledgePanel. Therefore, a design weight was employed 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. 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.

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.

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%.

Expectations Tracker

04

Background to the Expectations Tracker

It remains important to track expectations as the NHS continues recovery

The NHS and social care sector are currently dealing with an unprecedented pace of change brought about by the COVID-19 pandemic and current economic crisis, as well as addressing challenges that were already surfacing pre-pandemic. The NHS and social care sector continue to be under exceptional pressure, including addressing the elective care backlog and delivering services amidst strikes. This is likely impacting on both expectations and perceptions of the NHS and social care.

The Expectations Tracker provides evidence around how expectations continue to shift. It tracks perceptions of the standard of care over the last 12 months and upcoming 12 months for both the NHS and social care. In addition, it tracks the following challenges within the NHS specifically, which have been identified as being important to the public and/or key challenges for the NHS, or that could be in the future:

Quality of care

Standard of care in your GP practice

Standard of care at your hospital

Access

Access to GP services

Waiting times for routine services such as diagnostic tests or operations

Waiting times for A&E

Staff

Wellbeing of NHS staff

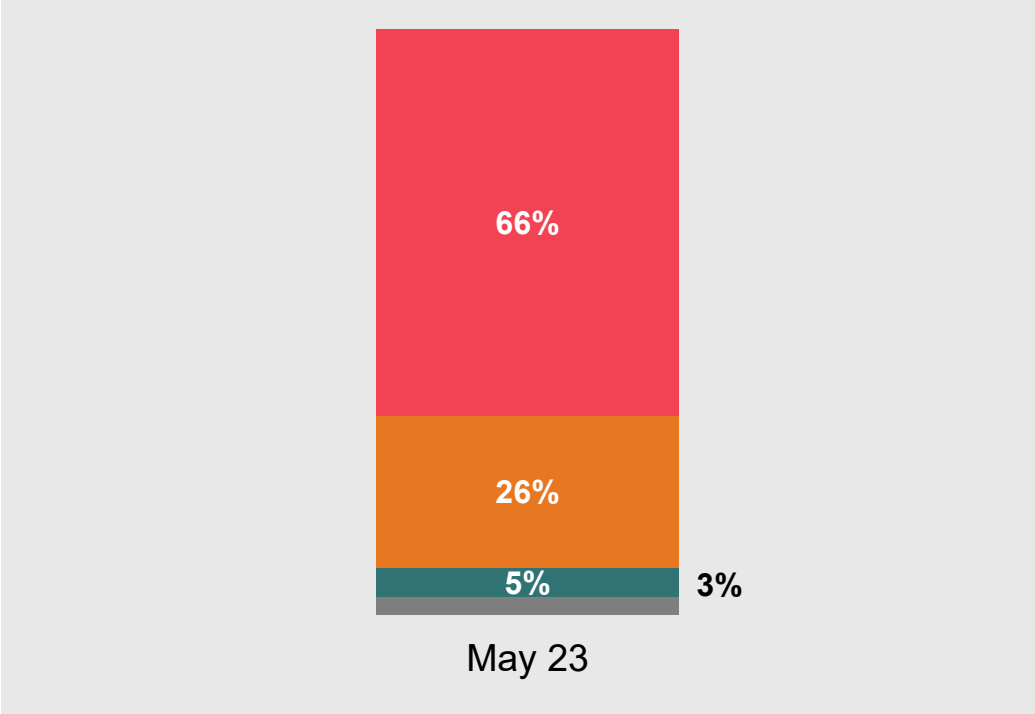
Pressure on/workload of NHS staff

Views of recent and likely future performance of these challenges is being tracked six-monthly.

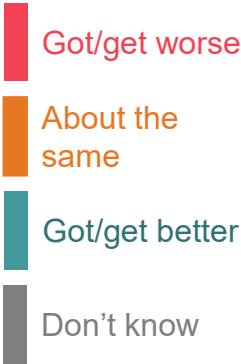
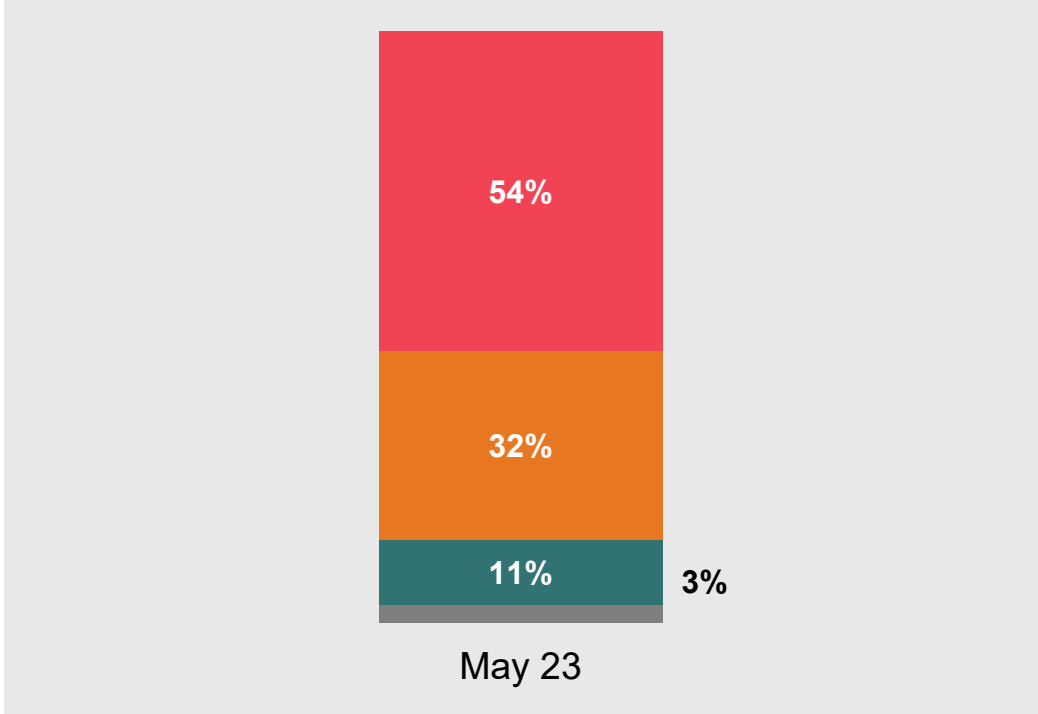
The public tend to believe the general standard of care in the NHS has got worse over the last 12 months, although slightly fewer believe it will continue to get worse in the next 12 months

Two-thirds of the public think the general standard of care has got worse over the last 12 months (66%) while a little over half think it will continue to get worse over the next 12 months (54%)

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...?



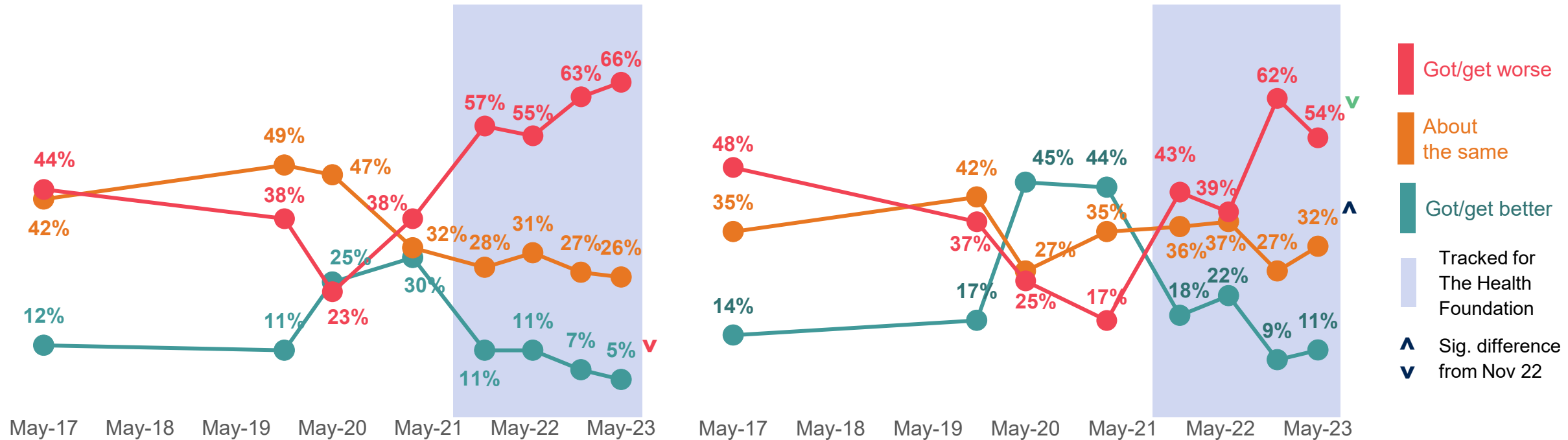
Bases: All participants, May 2023 n=2,450 5th – 10th May, 2023. All conducted online via KnowledgePanel UK.

While views towards the general standard of care in the NHS over the past 12 months remain stable from November 2022, the public are comparatively more optimistic towards the next 12 months

The public are less likely to think NHS services will get worse in the next 12 months in May 2023 (54%) than in November 2022 (62%), although overall views remain negative

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: 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. * 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 and May 2023 were collected using the same methodology and can be directly compared.

Views towards the standard of care in the NHS differ by age, education, and working status in particular

For example, those who are older or not working full-time tend to be more optimistic, whilst those who are middle-aged, working full-time and graduates all tend to be more pessimistic

Over the last and the next 12 months

Only the last 12 months

Only the next 12 months



Those who are **not working full-time**, **earn up to £25,999k**, or are **aged 75+** are more likely to think services have got better and will continue to get better compared with the average.

Those who have **used GP practice or GP out of hours in the last 12 months** (6%), live in the **North West region** (9%), or live in the **most deprived areas** (9%), are all more likely to think the standard of care has got better over the last 12 months compared with the average (5%).

Those who have **used any NHS service in the last 12 months** (12%), **non-graduates** (14%), and who live in the **North region** (15%), are all more likely to think the standard of care will get better in the next 12 months compared with the average (11%).



Those aged **55-64**, **working full-time**, **graduates**, who work in **managerial, administrative and professional occupations**, or **intend to vote Labour**, are all more likely to think services have got worse and will continue to get worse compared with the average.

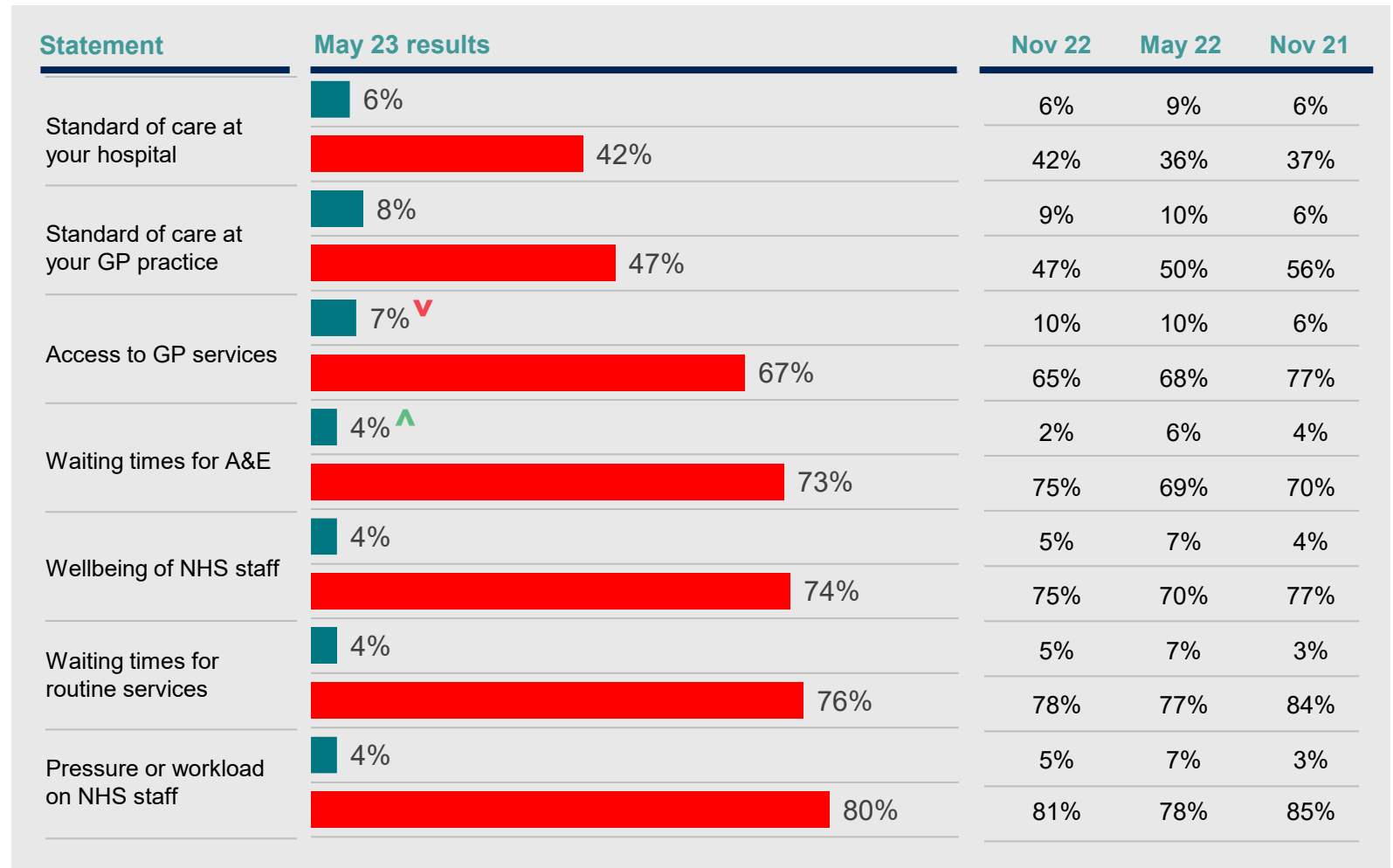
Those who live in **Scotland** (76%) are more likely to think the standard of care has got worse over the last 12 months compared with the average (66%).

Those **aged 35-54** (60%) or live in the **West Midlands region** (59%), are all more likely to think the standard of care will get worse in the next 12 months compared with the average (54%).

The public think most aspects of the NHS have got worse over the past year, particularly pressure on NHS staff, waiting times for routine services, and wellbeing of NHS staff

Generally however, these views have remained stable from November 2022.

Thinking about the last twelve months, to what extent do you think each of the following have got better, got worse, or stayed about the same?



■ Better
 ■ Worse
 ▲ Sig. difference from Nov 22
 ▼

Bases: All participants, 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.

Perceptions towards the wellbeing and pressure on NHS staff appear to differ by voting intention, level of education, NHS worker status and region

However, there were few consistencies across demographic groups in their views towards which aspects of the NHS have got better or worse

Demographic differences

Generally, those between the **ages of 55-74** or from a **White ethnic background** are more likely to think nearly all aspects of the NHS have got worse over the last 12 months compared with the average.

Those who intend to vote **Labour** and **live in the least deprived areas** are more likely to think aspects linked to NHS staff (including well-being and pressure) have got worse compared with the average.

Education and social class

Graduates are more likely to think aspects linked to NHS staff, such as NHS wellbeing and the pressure on or workload of NHS staff, have got worse over the last 12 months compared with **non-graduates**.



Use of services and worker status

Those who have used **any NHS service** or **any social care service** in the past 12 months are more likely to think services have got better over the last 12 months compared with the average.

NHS workers are more likely to think the wellbeing of NHS staff has got *much* worse over the last 12 months compared with the average (51% compared with 40%), although a minority are also more likely to think it has got better (10%) compared with the average (4%).

Regional differences

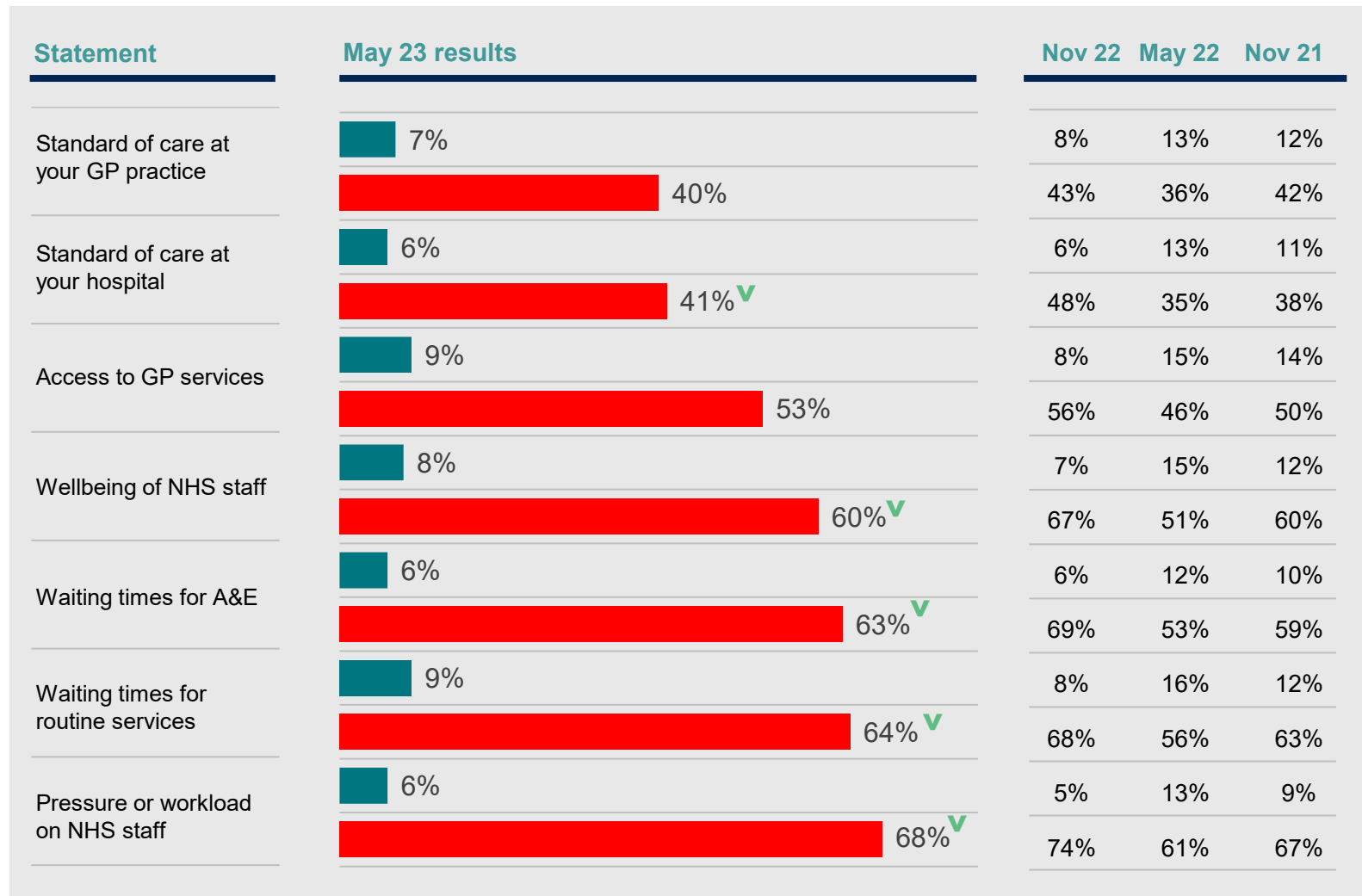
Those living in the **West Midlands** are more likely to think aspects linked to NHS staff have got better over the last 12 months compared with the average.

Those living in **Wales** are more likely to think waiting times for A&E and routine appointments have got worse over the last 12 months compared to average.

The public are more optimistic about the future of most aspects of the NHS compared with November 2022, although overall views still tend to be negative

They are significantly less likely to think the pressure and wellbeing on NHS staff (68%), waiting times for routine services (64%) and A&E (64%), as well as the standard of care at their hospital (41%), will get worse in the next year than they were in November 2022.

And looking towards the future, to what extent do you think each of the following will get better, will get worse or will stay about the same over the next 12 months?



■ Better
 ■ Worse
 ▲ Sig. difference from Nov 22
 ▼

Bases: All participants, 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.

Views towards the different aspects of the NHS over the next 12 months seem to consistently be divided by age, income, voting intention, use of NHS and education

Demographic differences

Generally, those **aged 35-44**, who are **working full-time**, or **intend to vote Labour**, are more likely to think nearly all aspects of the NHS will get worse in the next 12 months compared with the average.

Those **aged 75+**, earning **up to £25,999k**, and **intend to vote Conservative**, are more likely to think nearly all aspects of the NHS will get better in the next 12 months compared with the average.

Regional differences

Those living in **Northern Ireland** are more likely to think nearly all aspects of the NHS will get worse in the next 12 months compared with the average.



Use of services and worker status

Overall, those who tend to be **heavier users of NHS services** are more likely to think nearly all aspects of the NHS will get worse in the next 12 months compared with the average.

Education and social class

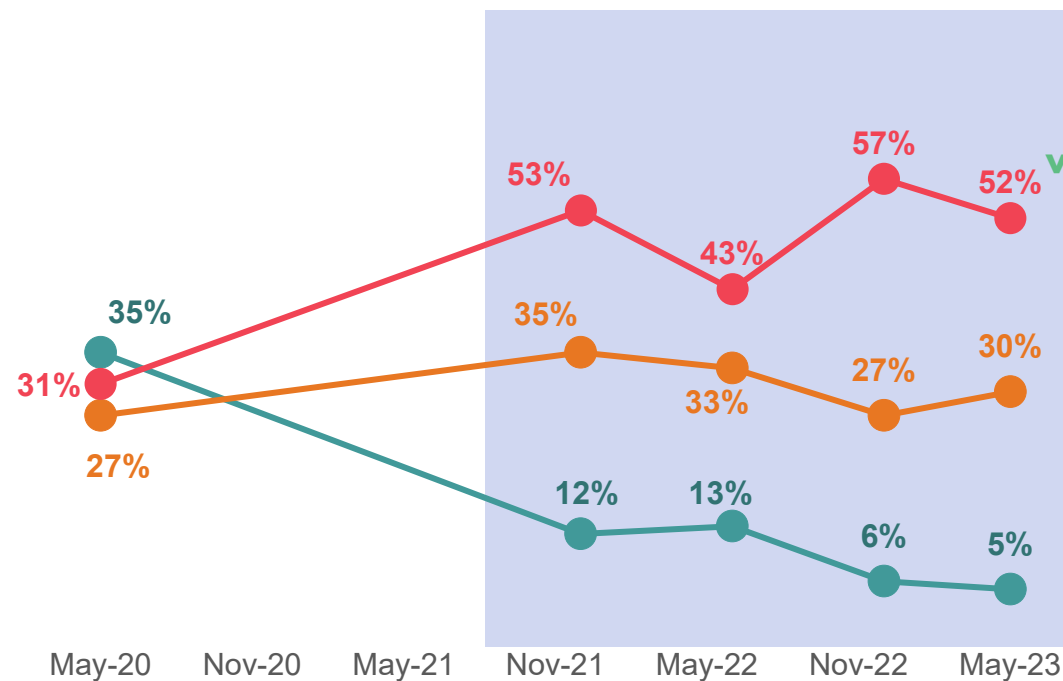
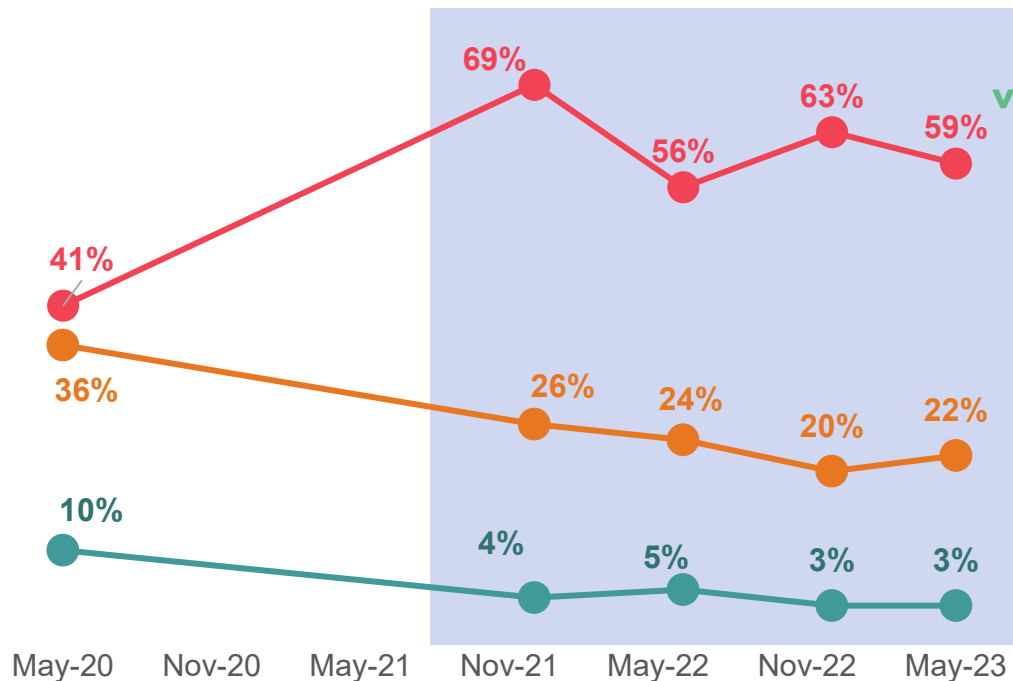
Graduates are more likely to think nearly all aspects of the NHS will get worse in the next 12 months compared with the average.

The public are less pessimistic about the standard of social care services over the last and coming 12 months than they were in November 2022

Fewer members of the public think the standard of social care has got worse or will get worse over the last and coming 12 months, although overall views are still negative

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

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



- Got/get worse
- About the same
- Got/get better
- Tracked for The Health Foundation
- ▲ Sig. difference
- ▼ from Nov 22

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. * 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 and May 2023 were collected using the same methodology and can be directly compared.

Views towards the standard of social care tend to differ by age, education, ethnic minority, and use of social care services

For example, younger age groups tend to be more positive about social care services, while those from middle to older age groups tend to be more negative

Over the last and next 12 months

Only the last 12 months

Only the next 12 months



Those **aged 16-24***, who are from an **ethnic minority background**, or have **personally used any social care service in the last 12 months**, are all more likely to think social care services will get better and will continue to get better compared with the average.

Those who say they **would not vote** at the next election (6%) or who **are social care workers** (6%), are all more likely to think social care services have got better in the last 12 months compared with the average (3%).

Those who **are not working full-time** (6%), or **have friends and family who are NHS workers** (8%), are more likely to think social care services will get better in the next 12 months compared to the average (5%).



Those **aged 55-64**, who are from a **White ethnic background**, work in **managerial, administrative and professional occupations**, intend to vote **Labour**, have used **any NHS service in the last 12 months**, or **have a health problem or disability**, are all more likely to think social care services have got worse and will continue to get worse compared with the average.

Those **aged 55+** (67%) or who live in **rural areas** (64%), are all more likely to think social care services have got worse in the last 12 months compared with the average (59%).

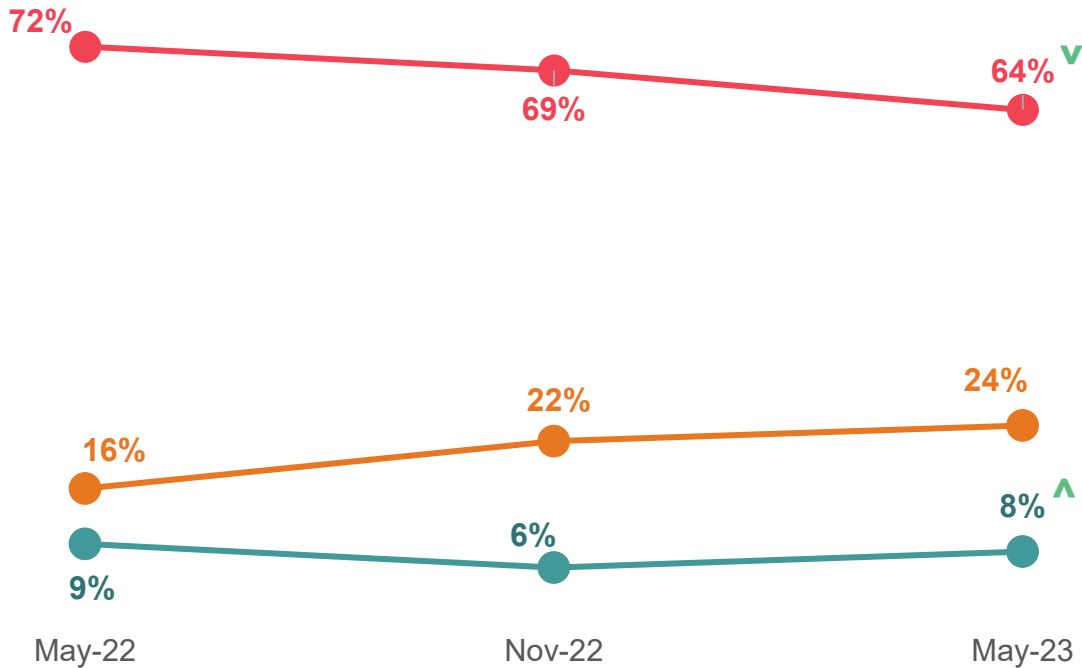
Those **aged 45-54** (57%), who are **working full-time** (55%), are **graduates** (58%), or are **NHS workers** (62%), are all more likely to think social care services will get worse in the next 12 months compared with the average (52%).

**Please treat with caution due to a small number of participants answering (91).*

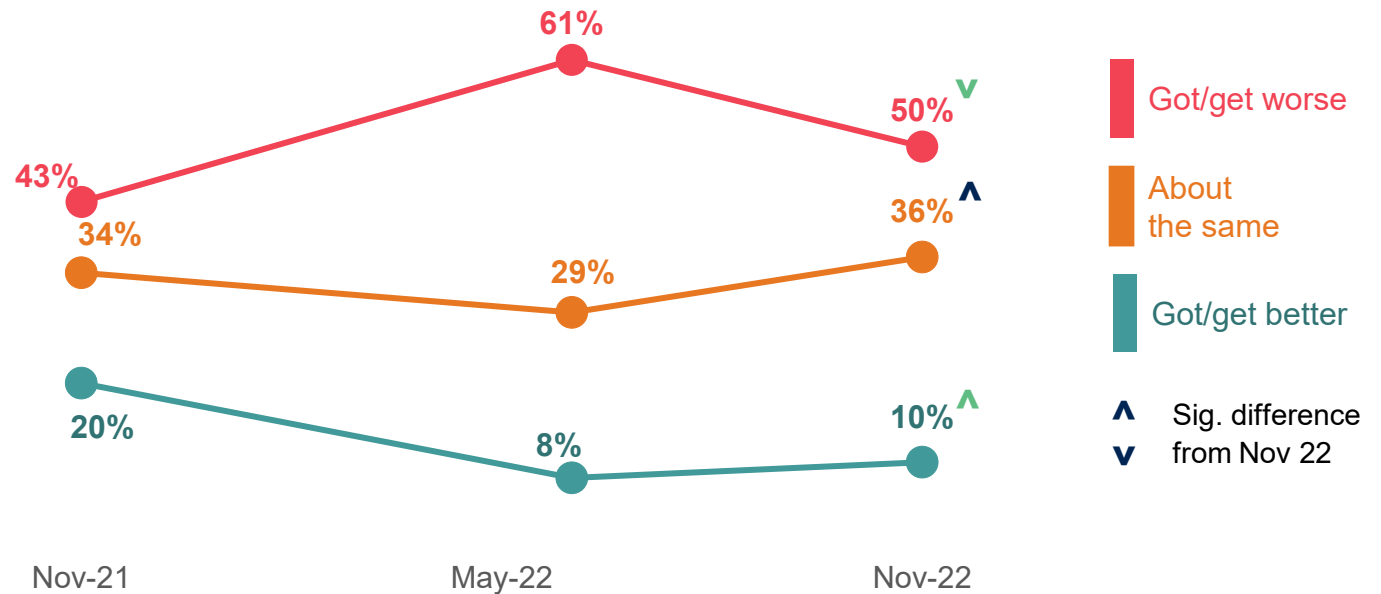
The public are less pessimistic about the overall level of health among the public, both over the last and next 12 months

They are less likely to think the public's overall level of health will get worse in the next 12 months in May 2023 (50%) than in November 2022 (61%), although are still pessimistic overall

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, 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.

Views towards the health of the public tend to differ by age, education, country or region

For example, those who are graduates tend to be more pessimistic overall, while non-graduates tend to be more optimistic about the next 12 months

Over the last and next 12 months



Those who are **aged 16-24*** or have **used any social care service in the last 12 months** are more likely to think the overall health of the public has got better and will continue to get better compared with the average.

Last 12 months

Those who live in **Northern Ireland** (16%), are **small employers and own account workers** (14%), or **would not vote** in the next election (15%) are all more likely to think the overall health of the public has got better over the last 12 months compared with the average (8%).

Next 12 months

Those who are **non-graduates** (11%), live in the **North of England** (13%), live in **urban areas** (11%), or intend to **vote Conservative** (14%), are all more likely to think the overall health of the public will get better over the next 12 months compared with the average (10%).



Those who are **graduates**, are in **managerial, administrative and professional occupations**, intend to **vote Labour**, or are **heavier users of NHS services**, are all more likely to think the overall health of the public has got worse and will continue to get worse compared with the average.

Those who live in **Wales** (75%), or have a **health problem or disability** (72%), are all more likely to think the overall health of the public has got worse over the past 12 months compared with the average (64%).

Those who are **aged 25-34** (58%) or **45-64** (57%), **working full-time** (54%), or **intend to vote for a party other than Conservative, Labour, Liberal Democrat, or Green Party** (60%), are all more likely to think the overall health of the public will continue to get worse in the next 12 months compared with the average (50%).

*Please treat with caution due to a small number of participants answering (91).

General views on the NHS and its founding principles

05

By some distance, the NHS is the aspect that makes self-identified British citizens most proud to be British – at just over half

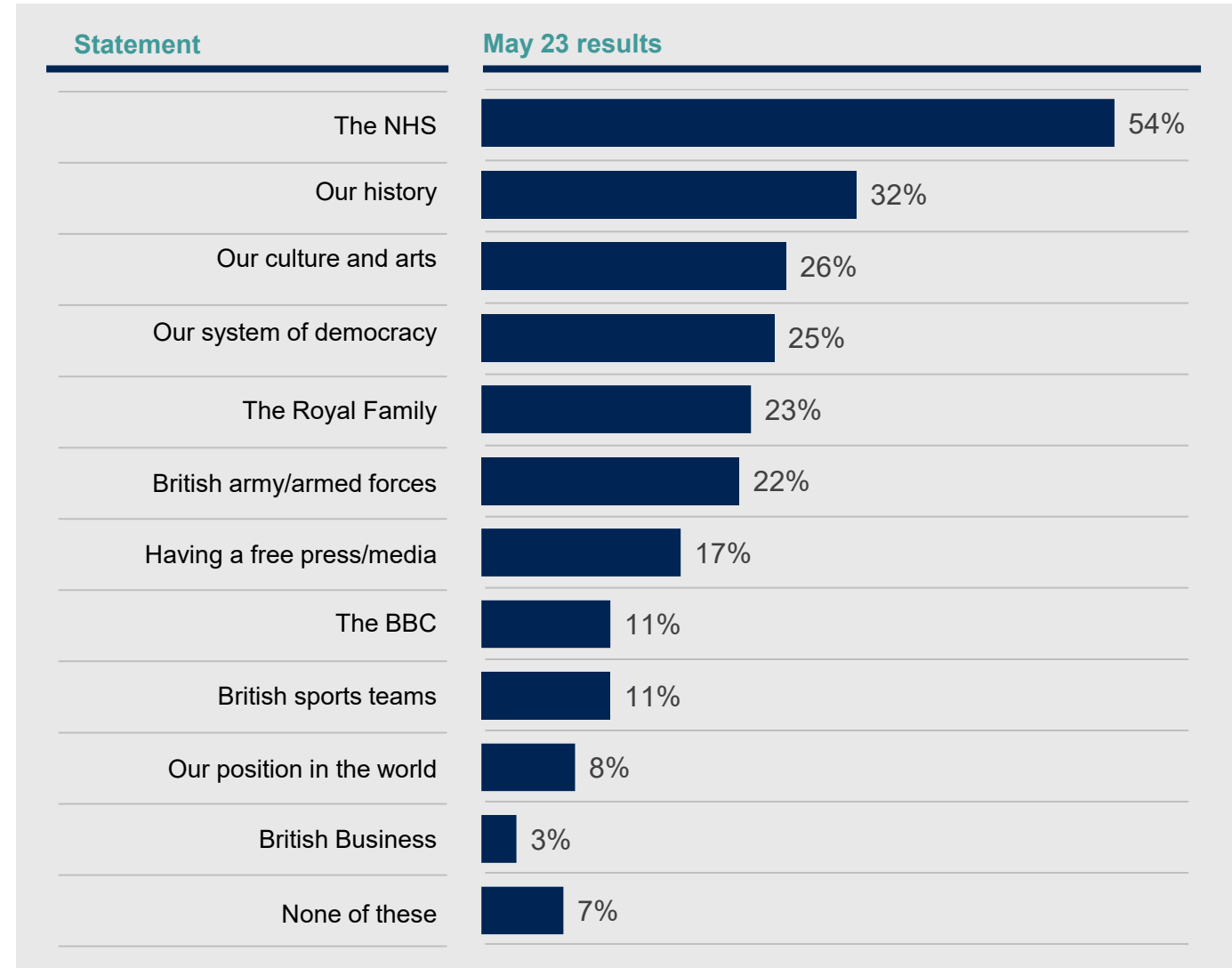
The groups who are particularly likely to say the NHS makes them proud to be British include:

- **Younger** people (aged 16-44; 64%)
- Those living in the **most deprived** areas (65%)
- Those who intend to vote **Labour** (71%)
- Those who tend to be **heavier users** of NHS services (69%)
- **NHS workers** (68%)

The groups who are less likely to say the NHS makes them proud to be British include:

- Those aged **55+** (44%)
- Those living in the **least deprived** areas (48%)
- Those who intend to vote **Conservative** (31%) or an **'other'** party that is not Labour, Liberal Democrat, Green Party or Conservative (42%), or are **undecided** (43%)

Which two or three of the following, if any, would you say makes you most proud to be British?

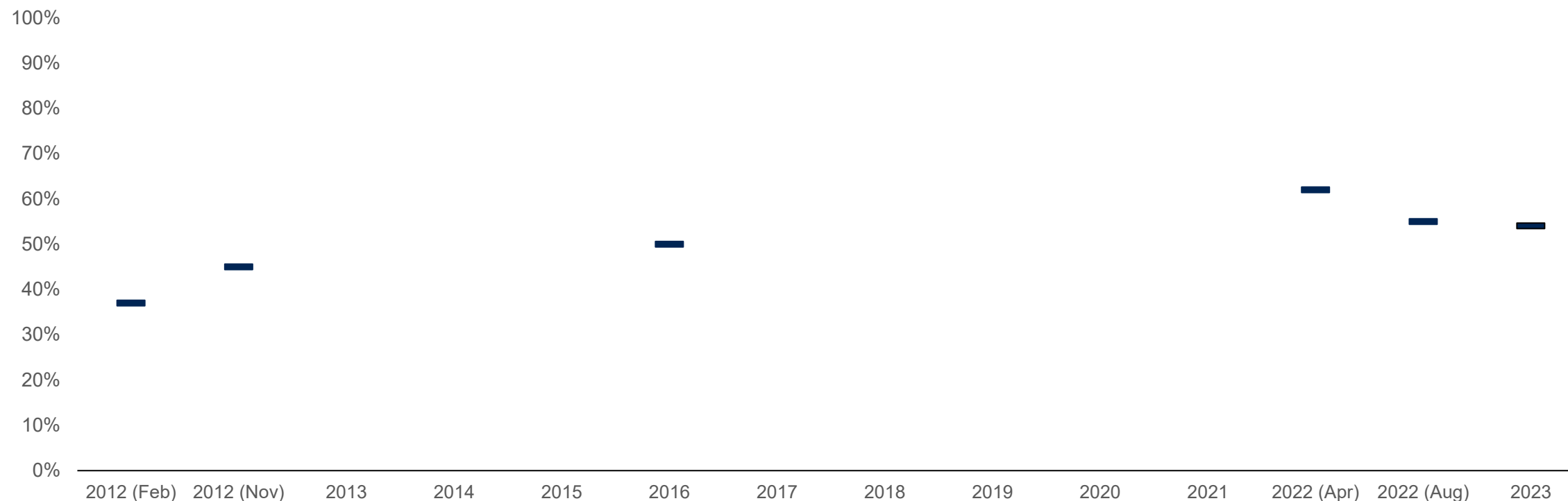


Bases: All participants who are self-identified British citizens, May 2023 n=2,163 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Feelings of pride about the NHS have generally remained high over the last decade

However, findings from previous surveys were collected using a different methodology, and so comparisons should be treated with caution

Which of the following, if any, makes you most proud to be British? [only showing % selected 'The NHS']



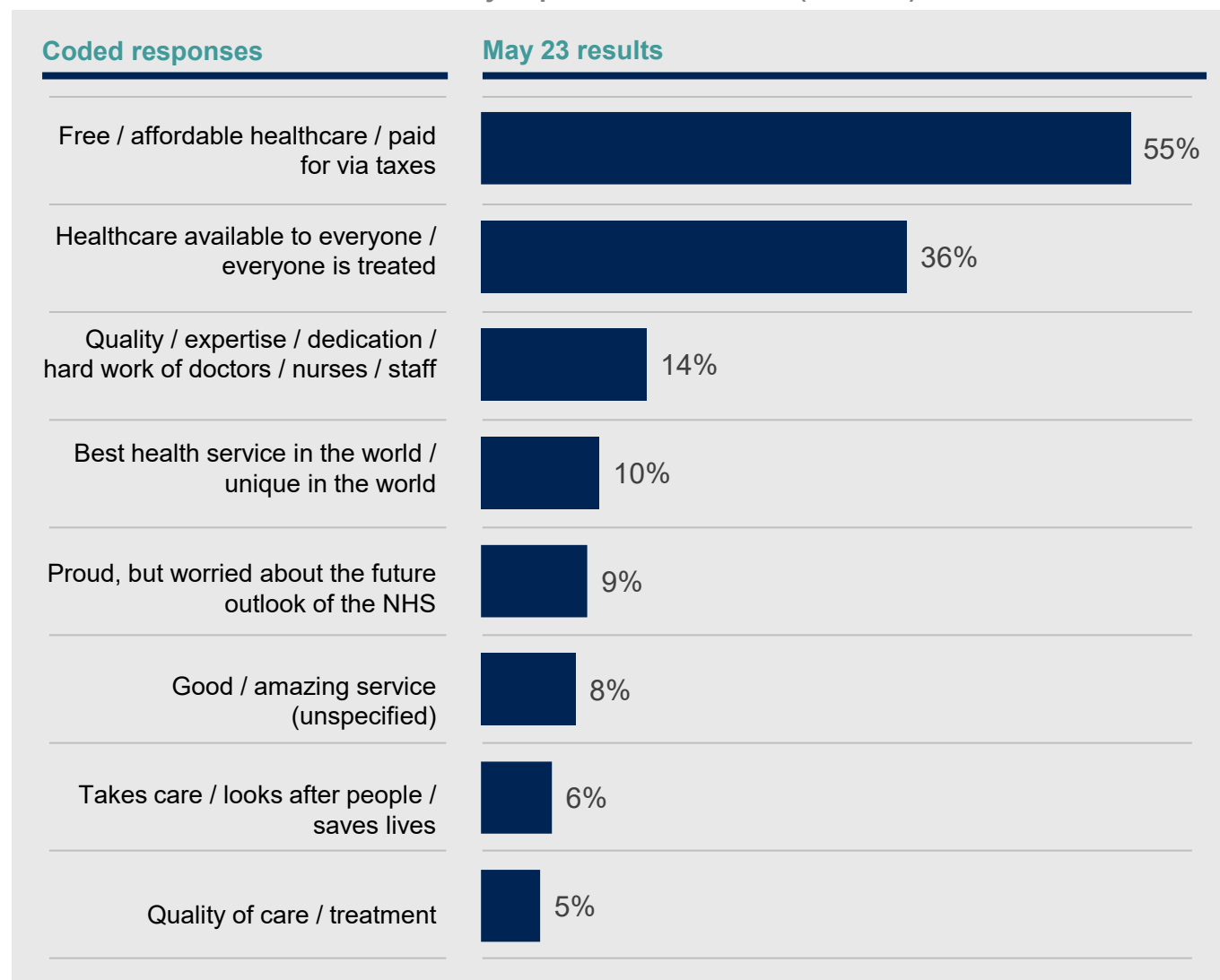
**Face-to-face interviews, all participants who are self-identified British citizens, Feb 2012 n=998 27th Jan – 5th Feb 2012 | Online, all participants who are self-identified British citizens, Nov 2023 n=2,515 23rd – 27th Nov 2012 | Face-to-face interviews, all participants who are self-identified British citizens, July 2016 n=1,052 26th – 29th July 2016 | Online, all participants who are self-identified British citizens, n=990 5th April 2022 | Omnibus, all participants who are self-identified British citizens, n=1,661 3rd – 4th August, 2022 | KP survey, all participants who are self-identified British citizens May 2023 n=2,163 5th – 10th May 2023. *Note: Findings from 2022 and before were collected using a different methodology, and so comparisons should be treated with caution.*

Among members of the public who say the NHS is something that makes them proud to be British, the founding principles are the most frequently mentioned reasons

When asked what is it about the NHS that makes them proud to be British via a free text question, the top two reasons are related to the NHS model. Specifically, over half (55%) are proud that it is free, and over one-third (36%) are proud that it is available to everyone.

Other reasons listed are linked to the perceived quality of the NHS, including its staff (14%) as well as it being the best in the world (10%).

What is it about the NHS that makes you proud to be British? (free text)

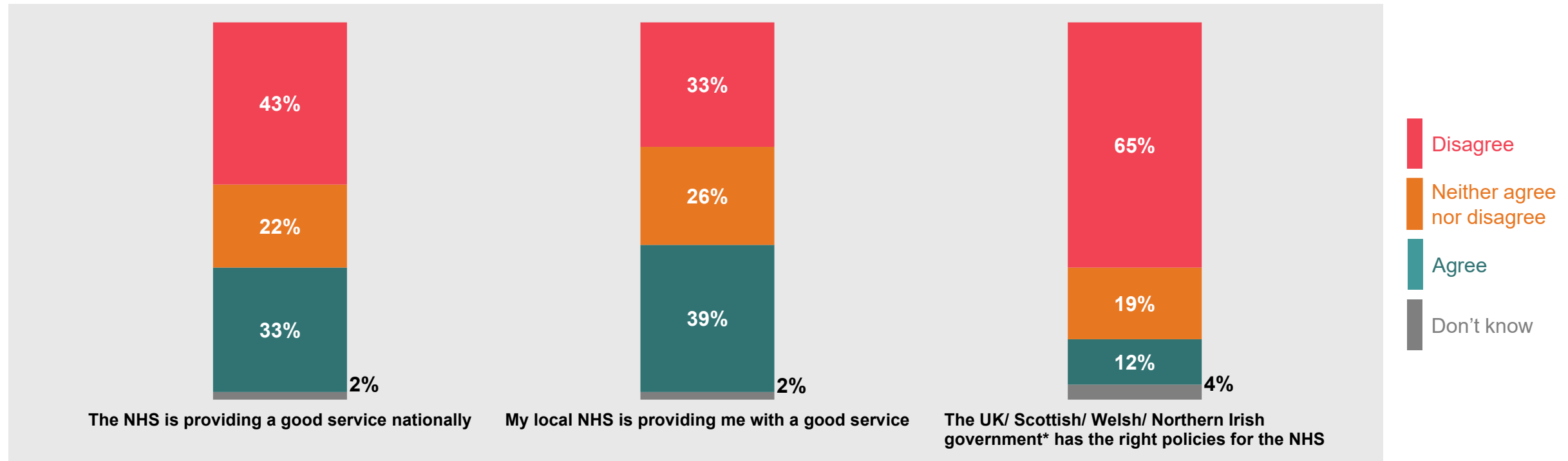


Bases: All participants who selected 'The NHS' on the previous question, May 2023 n=1,115 5th – 10th May, 2023. All conducted online via KnowledgePanel UK.

The public do not think their government* has the right policies for the NHS, but perceptions of the quality of NHS services locally and nationally are more mixed

The majority (65%) do not think their government* has the right policies for the NHS, while two-fifths (43%) do not think the NHS is providing a good service nationally. However, around two-fifths (39%) agree the NHS is providing a good service locally – with 33% disagreeing that it does.

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



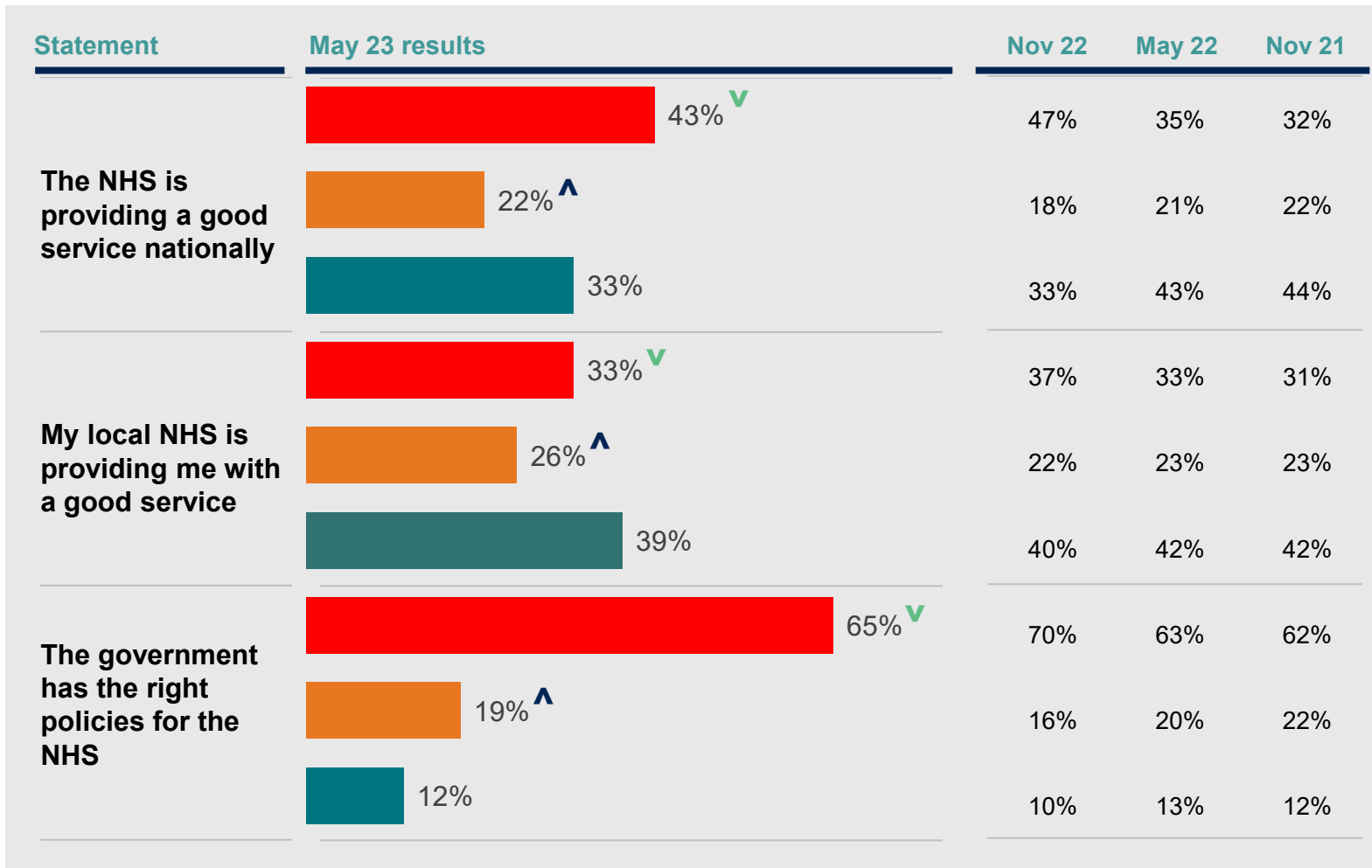
*Note – question was asked specifically about corresponding government i.e. UK, Scottish, Welsh and Northern Irish.

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Compared with November 2022, fewer members of the public disagree the NHS is providing a good service nationally, locally, and the government has the right policies for the NHS

Instead, the public are more likely to neither agree nor disagree that these aspects have stayed the same from November 2022.

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

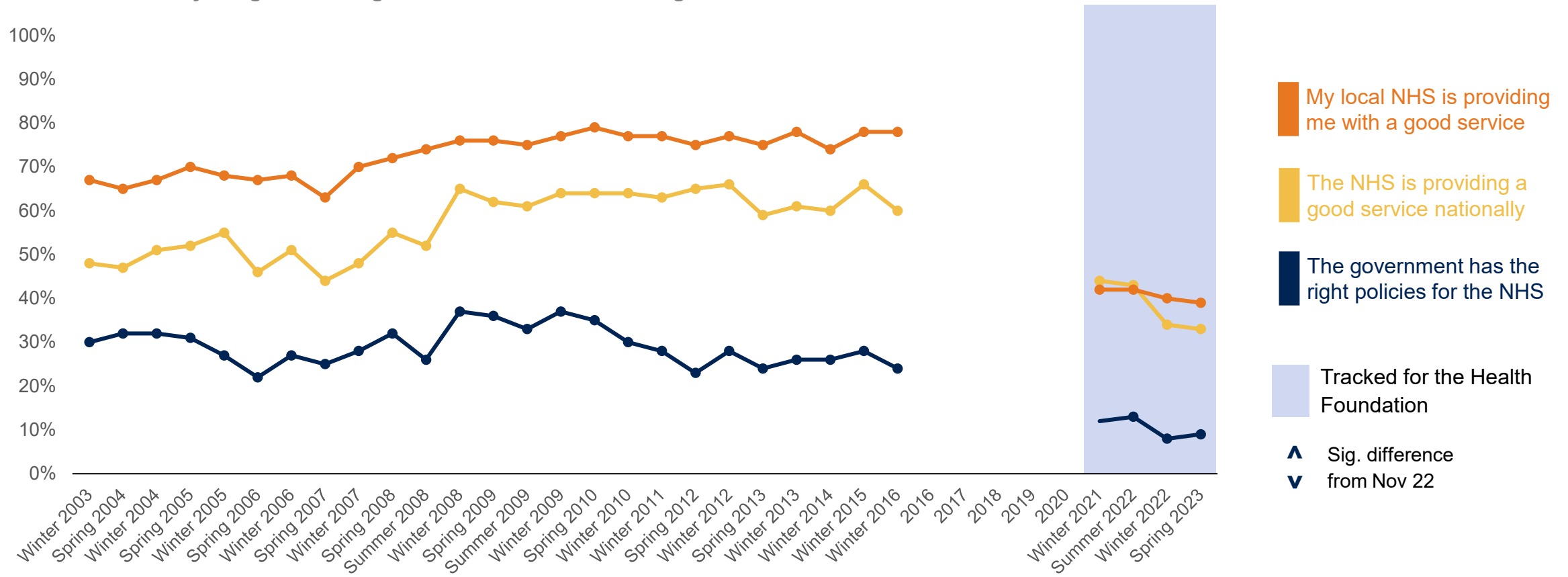


Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2068 26th May – 1st June 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

Historically, public perceptions in England of the quality of local and national NHS services, as well as government policies, are low

Findings from 2016 and before were collected using a different methodology, and so comparisons should be treated with caution.

To what extent do you agree or disagree with each of the following statements?



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 | KP survey, England participants Nov 2021: 1,618 | May 2022: 1,622 | Nov 2022: 1,632 | May 2023: 1,878 *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.

Views of the NHS's performance are divided by age and voting intention

Those who intend to vote **Conservative** agree with government policies where those who intend to vote **Labour, Liberal Democrat or Green Party** disagree

Demographic differences

Those **aged 16-24*** (24%) or who intend to vote **Conservative** (20%) or a **party which is not Conservative, Labour, Liberal Democrat, or Green Party** (26%) are more likely to agree the government has the right policies for the NHS compared with the average (11%). Conversely, those who intend to vote **Labour** (81%), **Liberal Democrat** (80%) or **Green Party** (77%) are more likely to disagree compared with the average (65%).

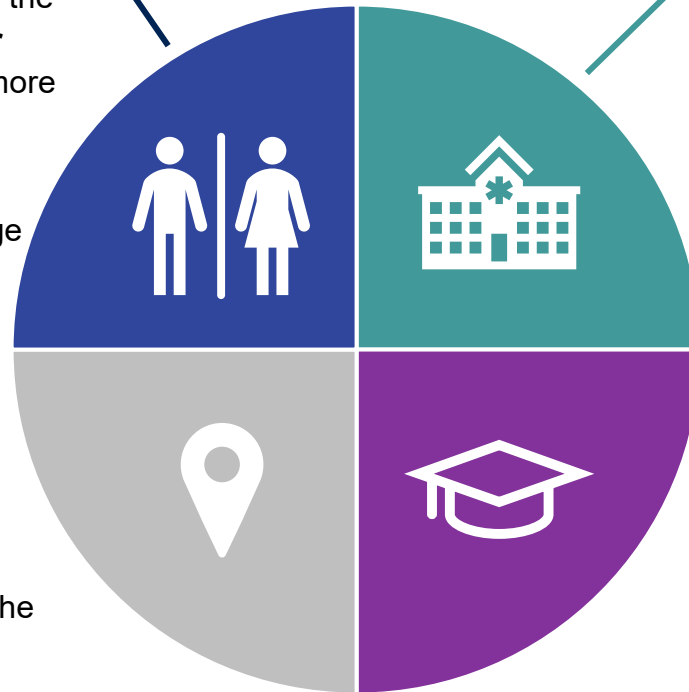
Those **aged 16-34** (43%) are more likely to agree the NHS is providing a good service nationally compared with the average (33%), while those **aged 55+** (49%) are more likely to disagree (43%).

Regional differences

Those living in **Scotland** (32%) and **Wales** (22%) are more likely to agree their governments have the right policies in place for the NHS compared with the average (11%). Conversely, those living in **England** (68%) are more likely to disagree their government has the right policies in place for the NHS compared with the average (65%).

Those living in **Northern Ireland** (56%) are more likely to disagree the NHS is providing a good service nationally (43%).

**Please treat with caution due to a small number of participants answering (91).*



Use of services and worker status

Those who have **used any NHS service in the last 12 months** (41%) are more likely to agree the NHS is providing a good service locally compared with the average (39%).

Conversely, those who **have not used NHS services in the last 12 months** (24%) are less likely to be agree the NHS is providing a good service locally compared with the average (39%).

Education and social class

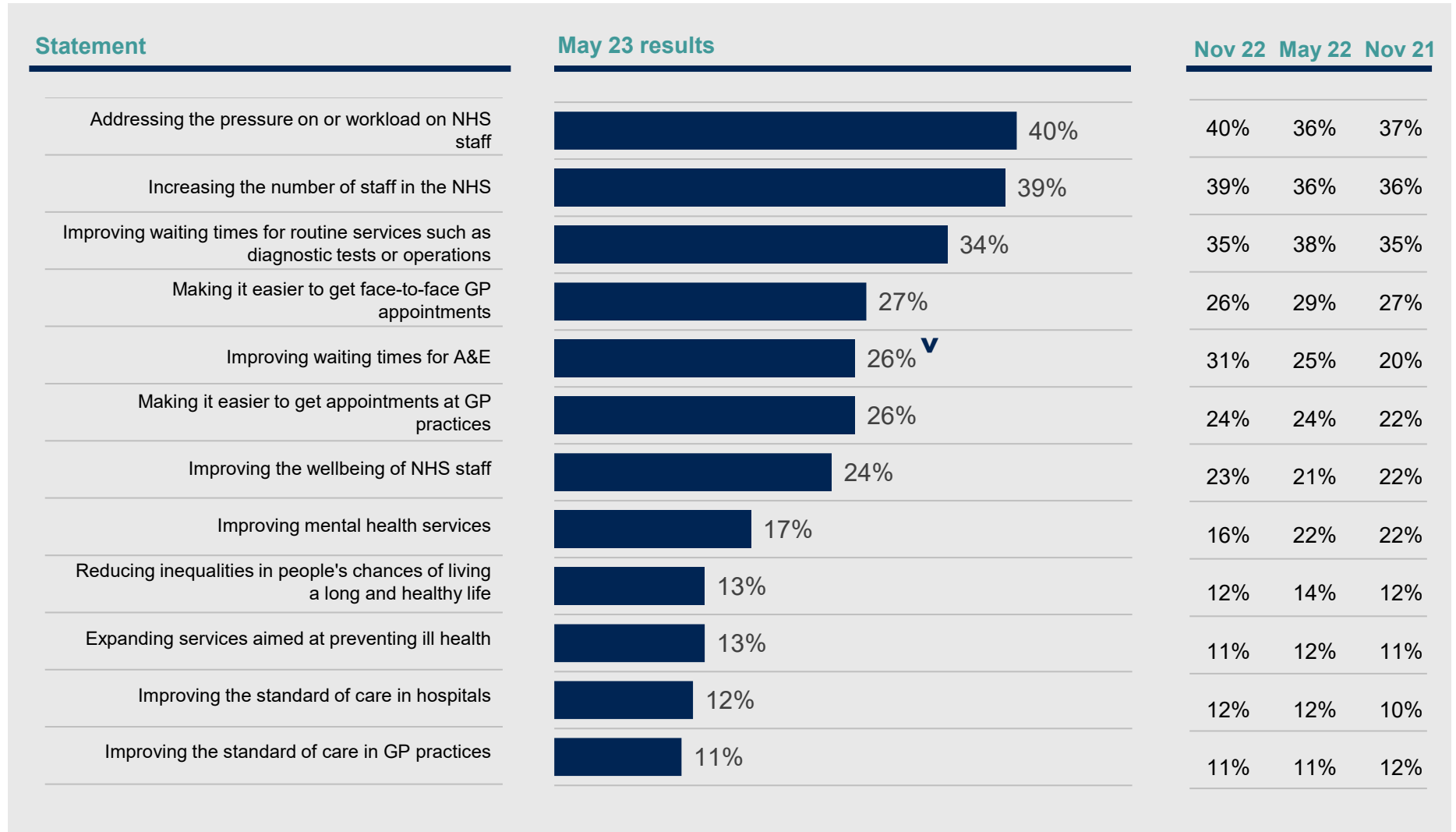
Graduates (48%), those living in the **least deprived areas** (49%), or those in **managerial, administrative and professional occupations** (47%) are more likely to disagree the NHS is providing a good service nationally compared with the average (43%).

Addressing the pressure on NHS staff and increasing the number of staff continue to be the public's top priorities for the NHS

Overall, the public's priorities remain consistent with views in November 2022, with the exception of improving A&E waiting times (down from 31% to 26%).

▲ Sig. difference
▼ from Nov 22

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



Bases: All participants, 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.

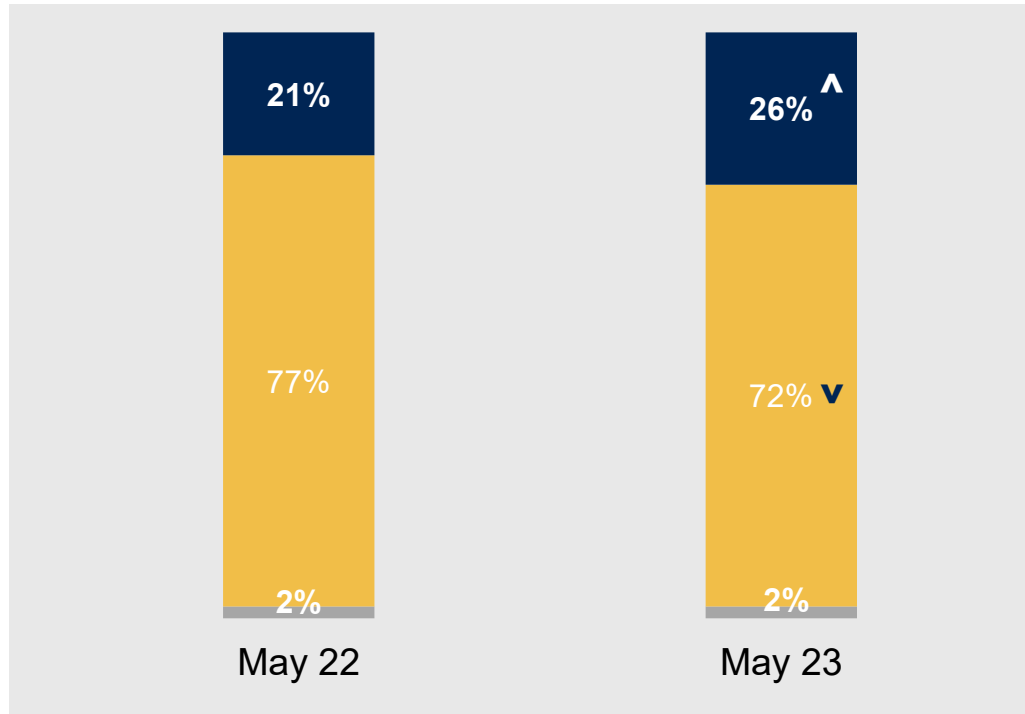
There are several differences in how different groups prioritise ‘addressing pressure / workload’, ‘increasing staff’ and ‘improving waiting times for routine services’

Priority	Group differences
Addressing the pressure on or workload of NHS staff	Those who intend to vote Labour (50%) and Green Party (52%), NHS workers (46%), graduates (45%) or those who have used an NHS service in the last year (42%), are all more likely to prioritise this compared with the average (40%).
Increasing the number of staff in the NHS	Those aged 65+ (45%), those who intend to vote Labour (44%) and Green Party (54%), those who use any NHS service (40%), or those from a White ethnic background (41%), are more likely to prioritise this compared with the average (39%).
Improving waiting times for routine services such as diagnostic tests or operations	Those aged 45+ (40%), those who intend to vote Conservative (45%), women (36%), those from a White ethnic background (35%), those living in Scotland (48%), or living in rural areas (40%), are more likely to prioritise this compared with the average (34%).

Just under three-quarters of the public think that the NHS is crucial to British society, and we must do everything to maintain it

However, those who think the NHS is crucial to British society, and we must do everything to maintain it, has dropped from 77% in May 2022 to 72% in May 2023. Similarly, those who think the NHS is a great project, but we probably can't maintain it in its current form have increased from 21% in May 2022 to a 26% in May 2023.

Which of the following statements best reflects your thinking about the NHS?



The NHS was a great project, but we probably can't maintain it in its current form

The NHS is crucial to British society, and we must do everything to maintain it

Don't know

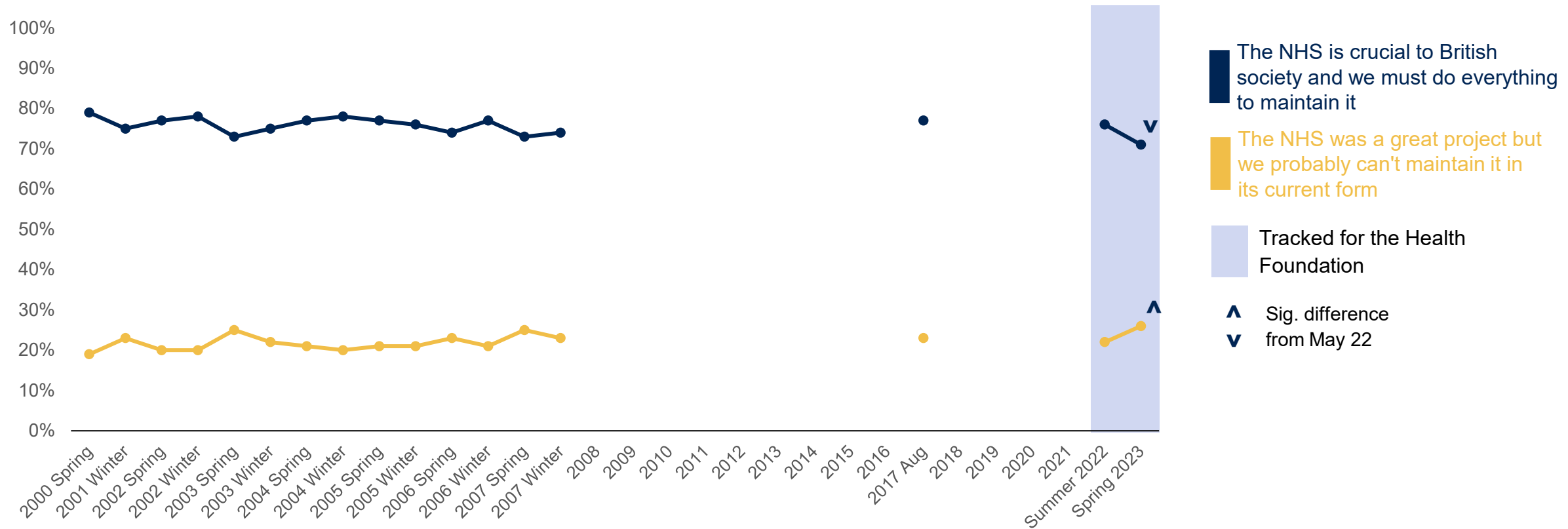
▲ Sig. difference
▼ from May 22

Bases: All participants, May 2023 n= 2,450 5th – 10th May 2023, May 2022 n=2,068 26th May – 1st June 2022. All conducted online via KnowledgePanel UK.

Historically, those who think the NHS is crucial to British society and we must do everything to maintain it, is low, although still in the majority (data is England only)

Findings from 2017 and before were collected using a different methodology, and so comparisons should be treated with caution.

Which of the following statements best reflects your thinking about the NHS?

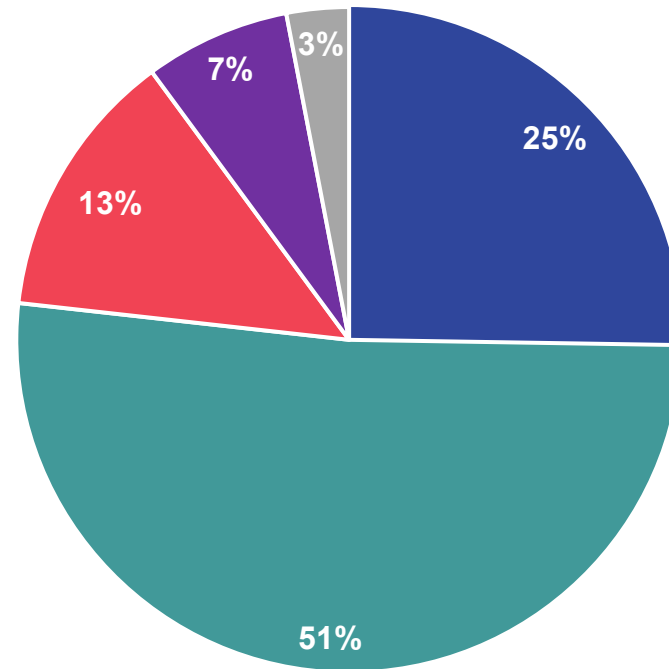


Spring 2000 – Winter 2007: Ipsos MORI/Department of Health Perceptions of the NHS Tracker, Adults aged 16+ in England, face-to-face, c. 1000 per wave | August 2017 Conducted via face-to-face omnibus for The King's Fund England participants n=c.1000. Knowledge Panel survey England participants May 2022: 1,622 | May 2023: 1,878 **Note: Findings from 2017 and before are not directly comparable as previous polls were done via a different methodology; comparisons should be taken as indicative only.**

When asked about the NHS in 10 years' time, in general, the public think people will have to pay for healthcare services that are currently free to some extent

Only one-quarter (25%) think healthcare will generally be free at the point of delivery, as it is now. In contrast, half (51%) think people will have to pay for *some* healthcare services that are currently free. A minority of the public think that people will either have to pay for *most* (13%) or *all* (7%) healthcare services in 10 years' time.

Which of the following statements best describes what you think healthcare will be like in the UK in 10 years' time?



- Healthcare will generally be free at the point of delivery, as it is now
- People will have to pay for **some** healthcare services that are currently free
- People will have to pay for **most** healthcare services that are currently free
- People will have to pay for all healthcare services
- Don't know

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Views towards the NHS and where it will be in 10 years' time tend to differ by age, voting intention, level of deprivation, and worker status

For example, those who intend to vote **Conservative** are more likely to think it was a great project but can't be maintained, while those who intend to vote **Labour** are more likely to think the NHS is crucial to British society

Demographic differences

Those who are **aged 55+** or intend to vote **Conservative** are more likely than average to both think the NHS was a great project but probably can't be maintained in its current form and that people will have to pay for *some* healthcare services in 10 years' time which are currently free. Those **aged 16-44** are more likely to think we will have to pay for *most* or *all* healthcare services compared with the average.

Those who intend to vote **Labour** (86%) or **Green Party** (92%) are more likely to think the NHS is crucial to British society and must be maintained compared with the average (72%).

Regional differences

Those living in **Scotland** (37%) are more likely to think healthcare will generally be free at the point of delivery as it is now in 10 years' time compared with the average (25%); those living in **Northern Ireland** are more likely to think people will have to pay for *most* (22%) or *all* (14%) healthcare services compared with the average (13% and 7% respectively).

Worker status

NHS workers (18%) are more likely to think people will have to pay for all healthcare services in 10 years' time compared with the average (7%).

Education and social class

Those living in the **most deprived areas** (77%) are more likely to think the NHS is crucial to British society and we must do everything to maintain it compared with the average (72%), while those living in the **least deprived areas** (33%) are more likely than average to think the NHS was a great project but we probably can't maintain it in its current form (26%).



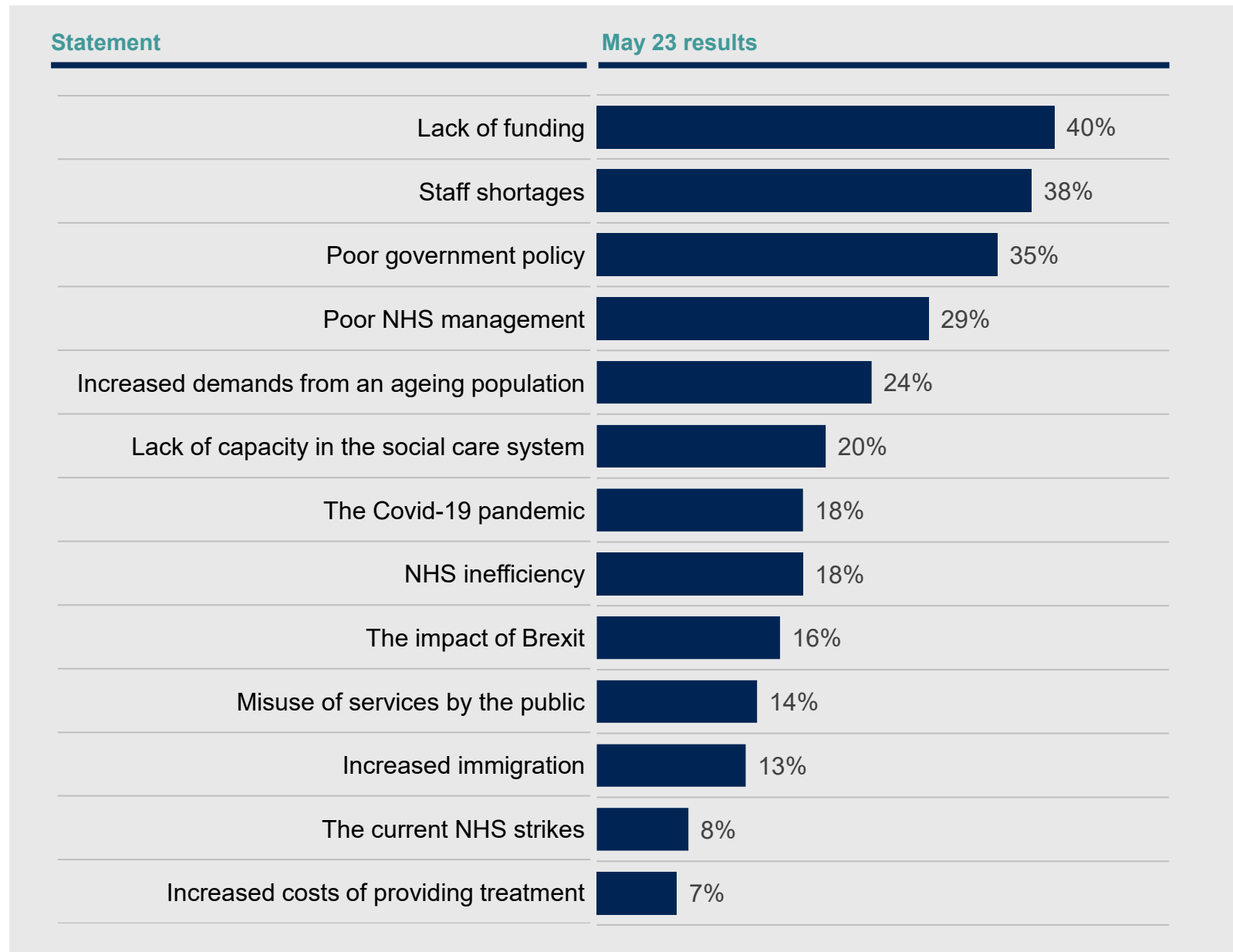
The public think lack of funding, staff shortages and poor government policy are the main causes for the strain NHS services are under

Around two in five of the public think a lack of funding (40%) and staff shortages (38%) are key reasons, while one-third (35%) point to poor government policies as a main cause.

There have been many reports in the media recently about the strain that NHS services are under.

Which of the following, if any, do you think are the main causes of this?

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.



Views towards the reason why the NHS is under strain differ by age, voting intention, and level of deprivation

For example, those who intend to vote Conservative are more likely to see the main causes as being within the NHS and external pressures, whereas those intending to vote Labour are more likely cite issues relating to the government

Demographic differences

Those who intend to vote **Labour** are more likely to see a lack of funding (58%), poor government policy (52%) and Brexit (23%) as reasons for the strain the NHS is under; asides from Brexit, these are generally in line with the average. Those who intend to vote **Conservative** are more likely to cite poor NHS management (43%), the demands of an ageing population (37%), and NHS inefficiency (32%); these are generally not in line with the average.

Those **aged 55+** are more likely to cite poor NHS management (36%), the demands of an ageing population (30%) and a lack of social care capacity (30%). Those **aged 16-44** are more likely to cite a lack of funding (51%) as a cause of NHS strains.

Regional differences

Those living in **Northern Ireland** are more likely to see poor government policy as a cause (49%), while those living in **Scotland** are more likely to see Brexit as a cause (27%), although their main priorities are in line with the average.



Use of services and worker status

Those who use **any NHS services** are more likely to think a lack of funding (41%), poor government policy (36%), a lack of social care capacity (21%) are reasons for the strain the NHS is under and are generally in line with the average.

NHS workers and **friends / family of NHS workers** are more likely to cite staff shortages (43% and 42% respectively).

Education and social class

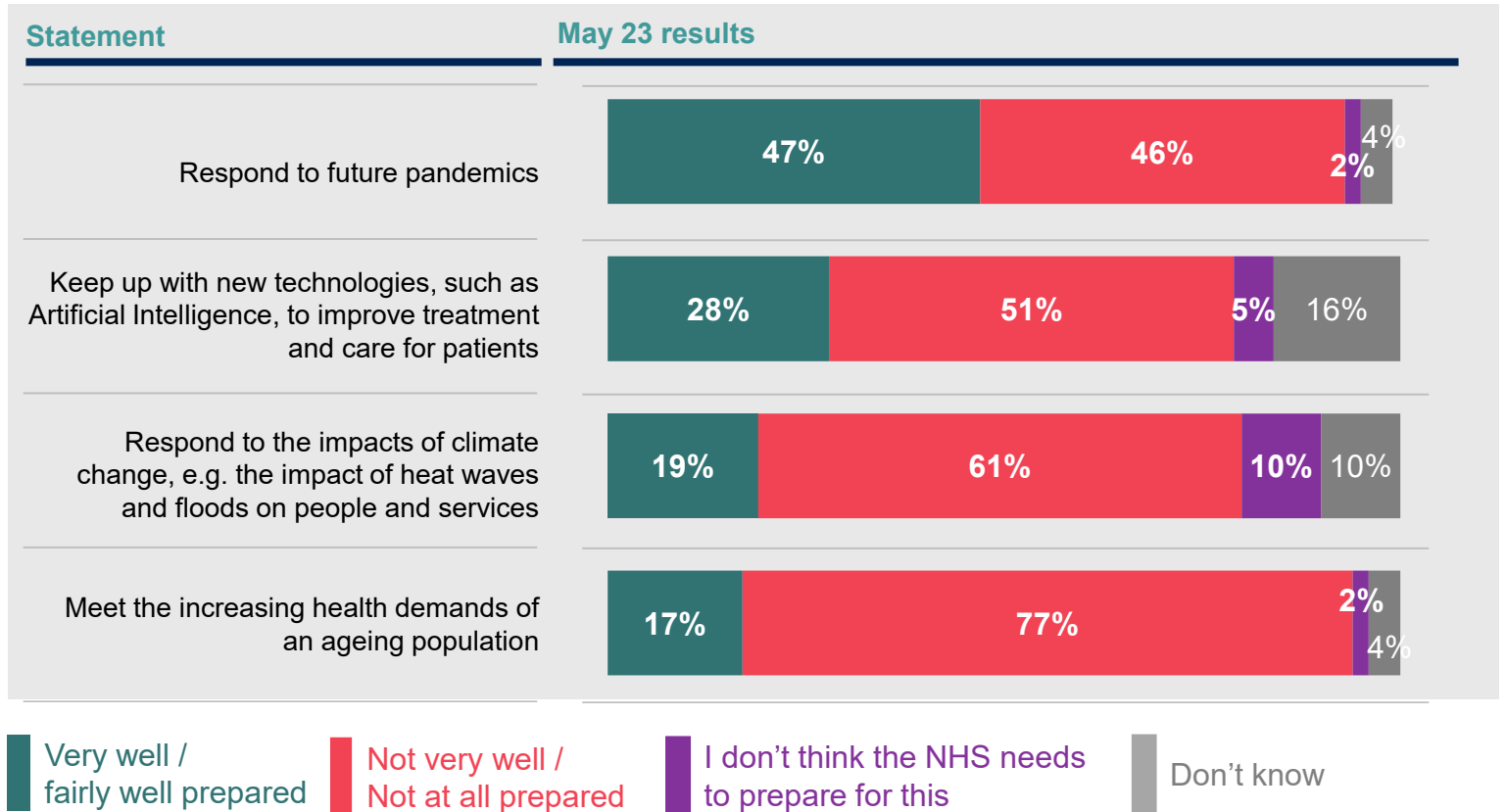
Graduates are more likely to think a lack of funding (45%), poor government policy (40%), and Brexit (22%) are causes; asides from Brexit, these are generally in line with the average..

Those **living in the most deprived areas** are more likely to cite a lack of funding (47%) and Covid-19 (23%) as causes for the NHS's strain, while those **living in the least deprived areas** are more likely to cite increased demand from an ageing population (29%) and a lack of social care capacity (26%) as causes.

The public are divided as to whether the NHS is prepared to respond to future pandemics, and are generally pessimistic about the NHS' preparation for other future challenges

Just under half (46%) of the public think the NHS is not well prepared to respond to future pandemics. Regarding other areas, the public think the NHS is least prepared to meet the increasing health demands of an ageing populations (77%), followed by respond to the impacts of climate change (61%), and keep up with new technologies (51%).

How well prepared, if at all, do you think the NHS is to...?



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Whether the NHS is prepared for different factors tends to differ by age, education, or voting intention

Area of preparation	Group differences
<p>Respond to future pandemics</p>	<p>Those who are aged 65-74 (52%), from white ethnic backgrounds (49%), live in the North East (62%), or intend to vote Conservative (59%) are more likely to think the NHS is prepared for this than average (47%). Conversely, those working full-time (49%), graduates (51%), live in Wales (58%), or intend to vote Labour (51%) are more likely to think the NHS is not prepared compared with the average (46%).</p>
<p>Keep up with new technologies such as AI to improve treatment for patients</p>	<p>Those who are non-graduates (30%), live in the North of England (33%), or are NHS workers (45%) are more likely to think the NHS is prepared for this than average (28%). Conversely, men (54%), those who are working full-time (56%), graduates (58%), have a household income above £52k (61%), live in the least deprived areas (57%), or are in managerial, administrative and professional occupations (55%), are more likely than average to think the NHS is not prepared (51%).</p>
<p>Respond to the impacts of climate change e.g. the impact of heat waves and floods on people and services</p>	<p>Those who are aged 45-54 (26%), non-graduates (22%), have a household income up to £25,999k (23%), live in the North or Midlands region of England (24% and 25%) or in the most deprived areas (25%), intend to vote Conservative (28%) or would not vote (28%) are more likely to think the NHS is prepared for this than average (19%). Conversely, those aged 25-44 (67%), working full-time (66%), graduates (68%), live in the South of England (64%), or intend to vote Labour (70%) or Green Party (77%) are more likely than average to think the NHS is not prepared for this (61%).</p>
<p>Meet the increasing health demands of an ageing population</p>	<p>Those who are aged 16-34 (29%), from ethnic minority backgrounds (24%), live in the North East region (32%), intend to vote Conservative (24%) or would not vote (29%), are more likely to think the NHS is prepared for this than average (17%). Conversely, those aged 45+ (83%), from white ethnic backgrounds (79%), graduates (84%), are in managerial, administrative and professional occupations (82%), or intend to vote Labour (81%), Liberal Democrat (86%), or Green Party (87%) are more likely than average to think the NHS is not prepared (77%).</p>

General views on social care

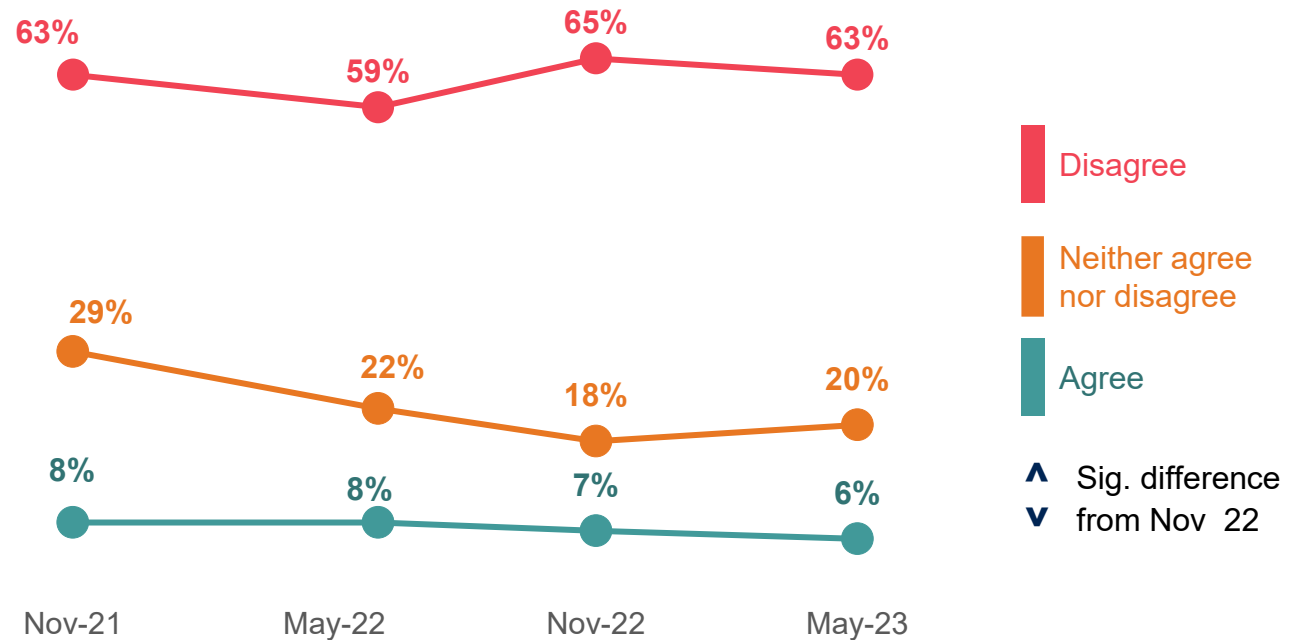
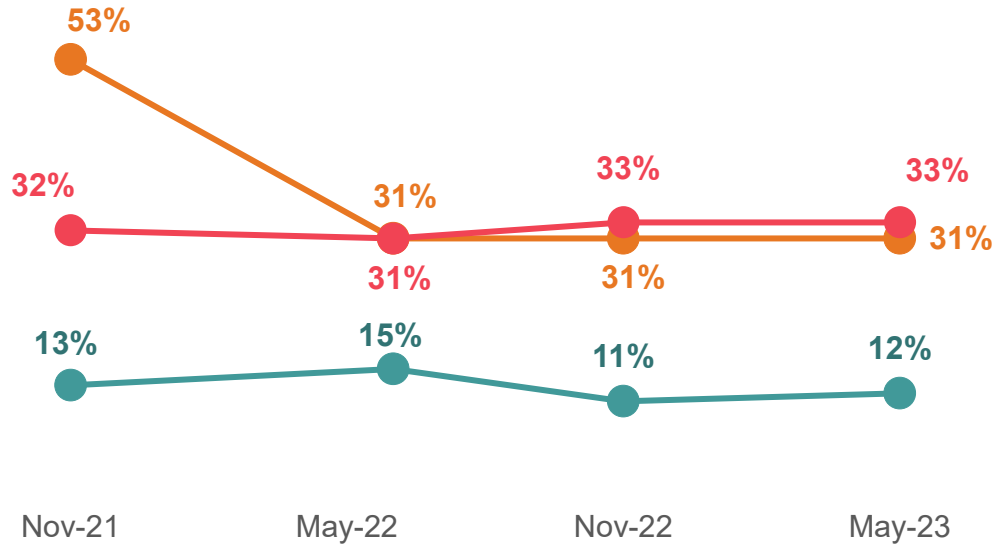
06

The public remain divided about social care services in their area, and around two-thirds still think that the government does not have the right policies in place for social care

Public opinion about social care services in their local areas and government social care policies remains largely unchanged in May 2023 from November 2022.

To what extent do you agree or disagree with each of the following statements... Social care services in my 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, 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.

Views towards social care services tend to differ by age, region and voting intention

For example, those living in the North East of England tend to agree social care services are good and the government has the right policies, whilst those in Northern Ireland tend to disagree.



Those **aged 16-24***, from an **ethnic minority background**, or who **live in the North East of England** are more likely to agree that social care services in their area are good and the government has the right policies, compared with the average.

Those who **intend to vote Conservative** (12%) are more likely to agree that the government has the right policies for social care compared with the average (6%), though this remains a minority.



Those who work in **managerial, administrative and technical occupations**, live in **Northern Ireland**, have a **health problem or disability**, or **intend to vote Labour** are more likely to disagree that social care services in their area are good and the government has the right policies, compared with the average.

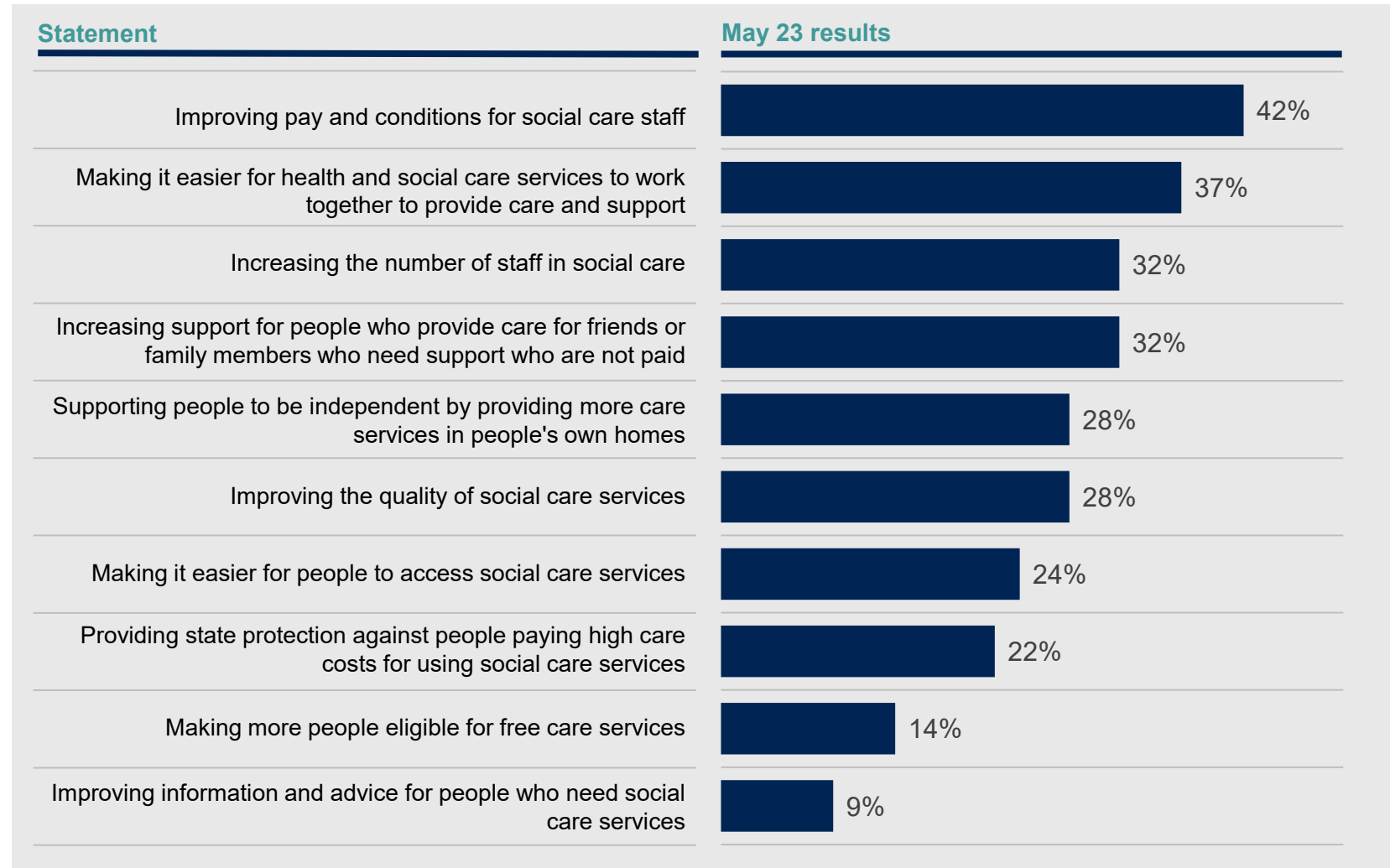
Those **aged 45-64** (39%), who are **working full-time** (37%), or live in **Wales** (44%) are more likely to disagree that social services in the area are good compared with the average (33%). Those **aged 55-74** (70%), **graduates** (76%), or live in the **South West of England** (70%) are more likely to disagree that the government has the right policies for social care compared with the average (63%).

**Please treat with caution due to a small number of participants answering (91).*

Improving pay and conditions for social care staff, and making it easier for health and social care services to work together, are the public's top priorities for social care

Over two-fifths of the public (42%) think improving pay and conditions should be prioritised, followed closely by making it easier for health and social care services to work together (37%), increasing the number of staff (32%), and increasing support for people who provide care for friends and family members (32%).

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



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

There are differences in how groups prioritise certain areas of social care services

Priority	Group differences
Improving pay and conditions for social care staff	Graduates (48%), those who personally work in social care* (55%), or those who intend to vote for Labour (51%), the Liberal Democrats (51%) or the Green Party (52%), are more likely to prioritise this than average (42%).
Making it easier for health and social care services to work together to provide care and support	Graduates (43%), those aged 55+ (46%) or who live in the least deprived areas (43%) are more likely to prioritise this than average (37%).
Supporting people to be independent by providing more care services in people's own homes	Women (31%), those aged 55+ (39%), who live in the South West of England (37%) or rural areas (37%), or those who intend to vote Conservative (41%), are more likely to prioritise this than average (28%).
Providing state protection against people paying high care costs for using social care services	Those aged 65-74 (28%) or who live in the North East of England (34%) are more likely to prioritise this than average (22%).
Making more people eligible for free care services	Those from ethnic minority backgrounds (24%) or those live in the most deprived areas (20%) are more likely to prioritise this than average (14%).

**Please treat with caution due to a small number of participants answering (68).*

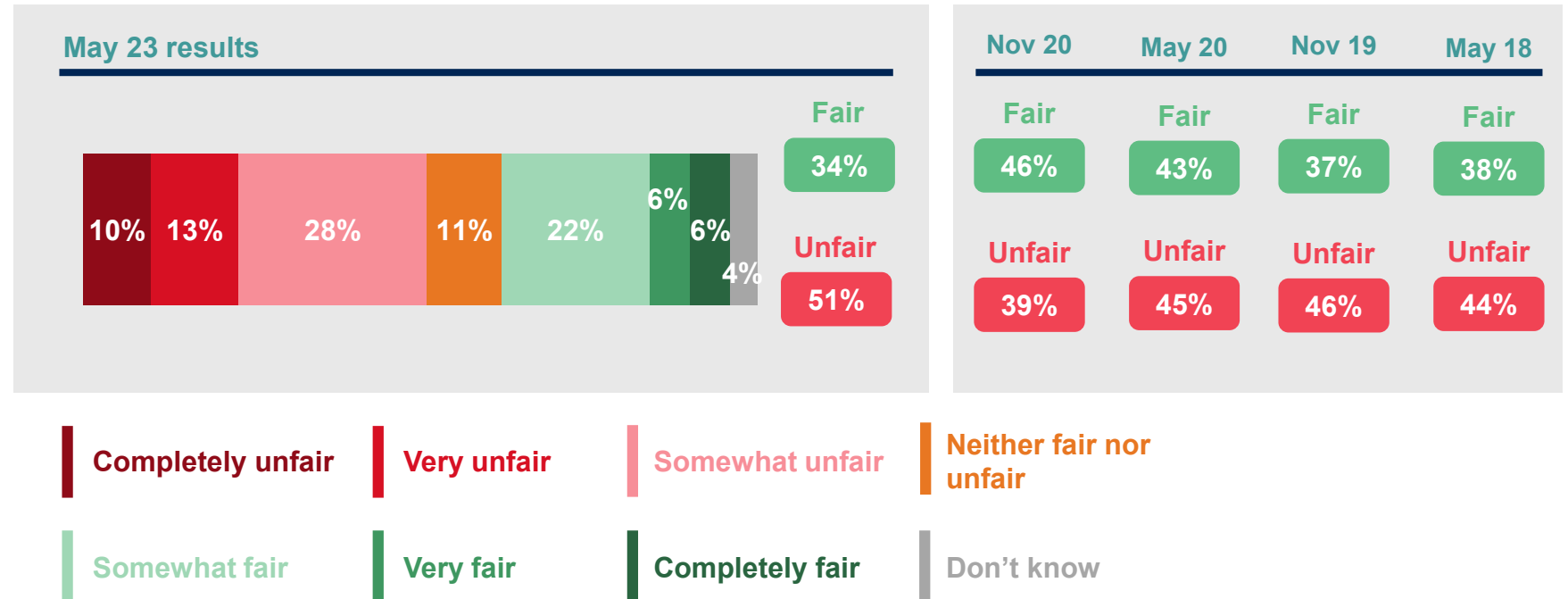
Roughly half of the public think it is unfair that social care is largely means tested

The public are more likely to think that it is unfair (51%) as opposed to fair (34%) that social care is largely means tested, in contrast with NHS services.

At the moment, most NHS services are free at the point of use, paid for by the government through taxation. Social care is largely means tested. How fair or unfair do you think this is?

Women (54%), those aged 55+ (58%), who personally work for the NHS (62%) or social care services (64%), or who intend to vote Labour (56%) are more likely than average to think it is unfair that social care is largely means tested (51%).

Those with an annual household income **above £100K (43%)** or intend to vote **Conservative (39%)** are more likely than average to think it is fair that social care is largely means tested (34%).



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. Conducted online via KnowledgePanel UK | Telephone interviews, Nov 2020 n=2,001 13th – 24th November 2020 | Telephone interviews, May 2020 n=1,963 1st – 10th May 2020 | Face-to-face interviews, Nov 2019 n=1,990 9th – 17th November 2019 | Face-to-face interviews, May 2018 n= 2,083 adults 11th – 29th May, 2018. **Note: Findings from November 2019 and May 2018 were collected using a different methodology. Comparisons should be treated with caution.**

Views on private healthcare

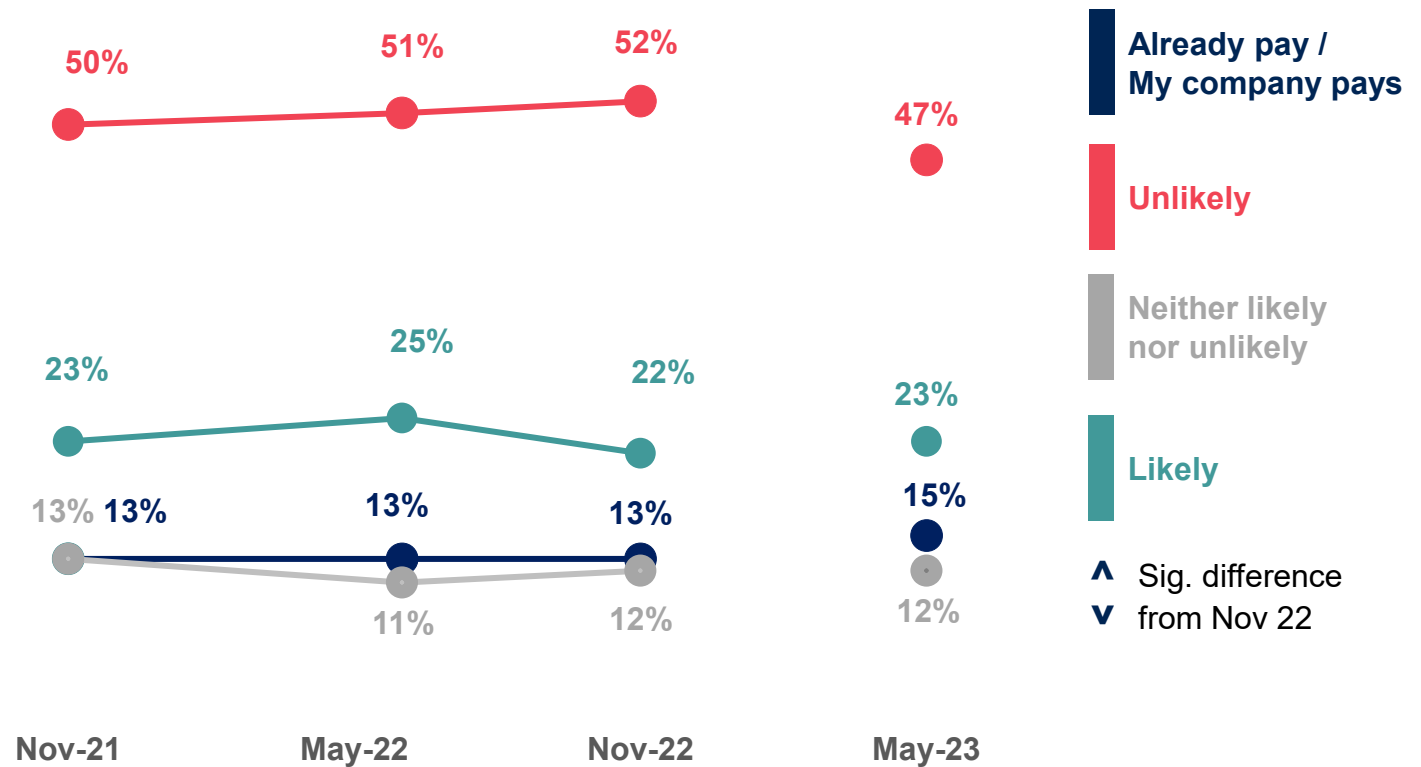
07

Around four in ten members of the public are likely to pay, or already pay / their company pays for private health insurance

Just under a quarter (23%) of the public 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.

It should be noted that the question wording has been updated since November 2022 to include those whose company pays for private health insurance as well as those who already pay.

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

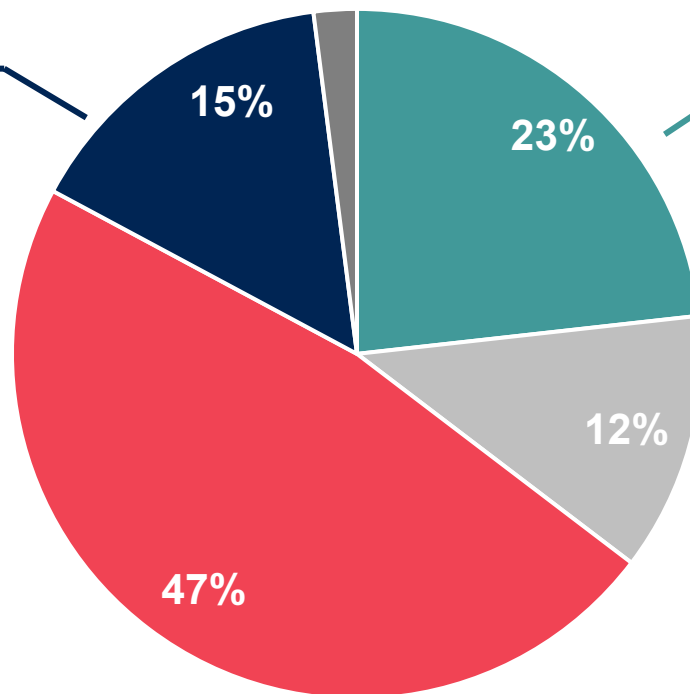


Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2,102 26th May – 1st June 2022, Nov 2021 n=2,101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK. **Note: Findings from November 2022 and before used a different 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 region, social grade and education

Already pay / My company pays

Those aged **25-34** (21%) or **45-54** (23%), **graduates** (25%), those **working full-time** (23%), live in the **East** (22%) or **South East** (26%) of England, in the **least deprived areas** (21%), have **managerial, administrative or professional occupations** (22%) or intend to vote **Liberal Democrat** (28%) or **Conservative** (21%), are more likely than average to already pay for/work for a company that pays for private health insurance / private healthcare (15%).



Likely to pay

Those who **work for the NHS personally** (41%) or those who intend to vote **Conservative** (30%) are all more likely to say they would pay for private health insurance or healthcare than the average (23%).

Unlikely to pay

Those aged **55-74** (53%), who have an annual household income up to **£25,999k** (64%), live in **Wales** (57%) or the **West Midlands** (58%), in the **most deprived areas** (52%), work as **small employers and own account workers** (57%) or **lower supervisory and technical occupations** (62%) or in **semi-routine and routine occupations** (56%), **would not vote** at the next election (58%) or have a **health problem / disability** (58%), are all more unlikely to pay for private health insurance or healthcare than the average (47%).

Views on NHS net zero

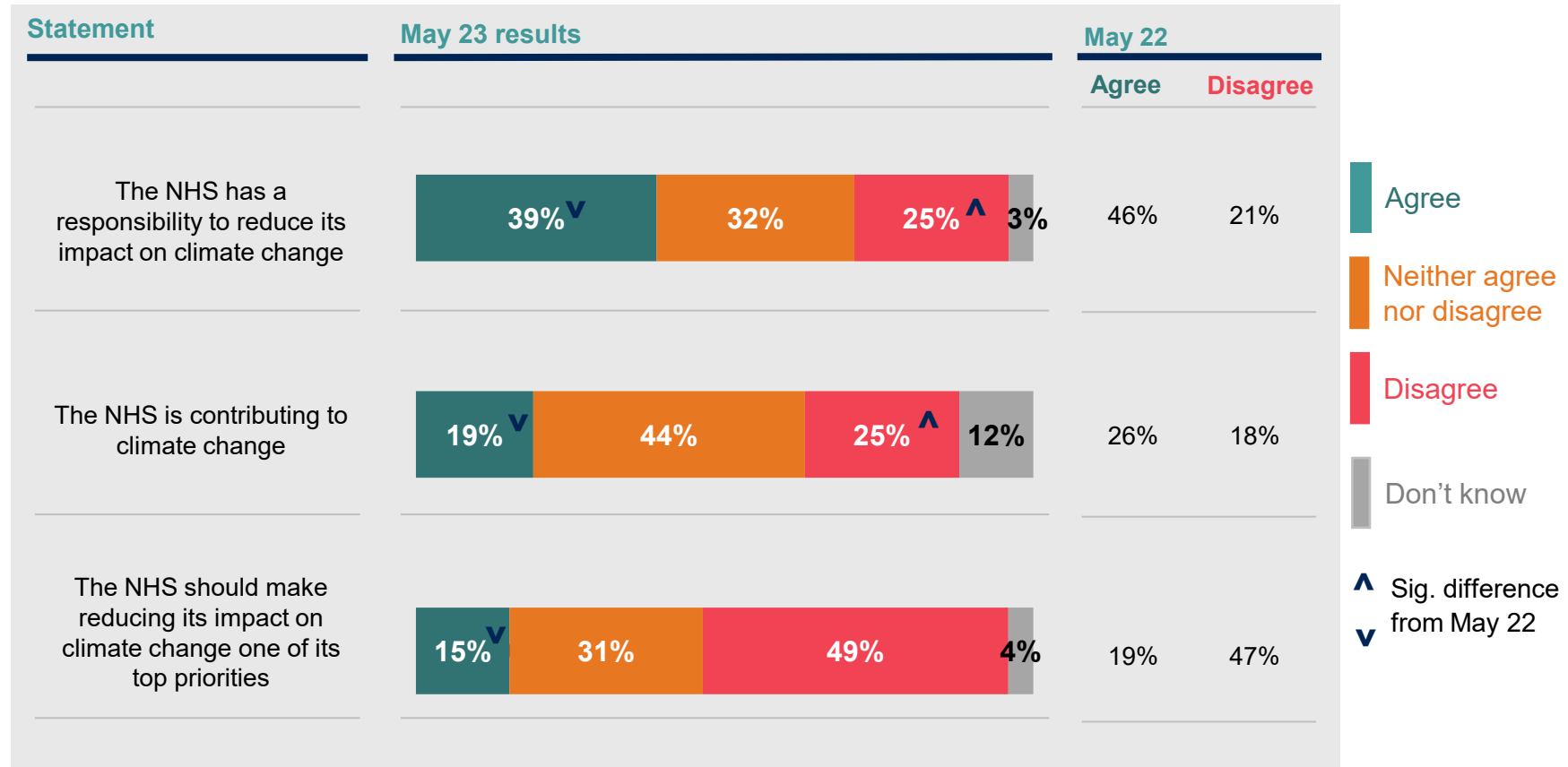
08

The public generally think the NHS has a responsibility to reduce its impact on climate change, although they generally disagree that reducing its impact should be a top priority or that the NHS is contributing to climate change

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

Around two-fifths (39%) agree that the NHS has a responsibility to reduce its impact on climate change; this is down significantly from May 2022 (46%).

The public are also less likely to agree that the NHS contributes to climate change (19% in May 2023 compared with 26% in May 2022), and that reducing its impact on climate change should be one of the NHS's top priorities (15% in May 2023 compared to 19% in May 2022), as well as that



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, May 2022 n=2102 26th May – 1st June 2022. All conducted online via KnowledgePanel UK.

Views on whether the NHS is contributing to climate change tend to differ by gender, voting intention, and level of education

Demographic differences

Men or those who intend to vote **Conservative** are more likely to *disagree* with all three statements compared with the average. Those who intend to vote **Green Party** are more likely to *agree* with all three statements.

Regional differences

Those who live in the **North East of England*** are more likely than average to agree that the NHS contributes to climate change (30% compared to 19% overall).

Those who live in **Northern Ireland** are more likely than average to agree climate change should be one of the NHS's top priorities (25% compared to 15% overall).



Use of services and worker status

Those who **work for the NHS personally** are more likely to think that the NHS contributes to climate change (29% compared to 19%) and consequently that this should be a top priority (26% compared to 15%).

Education and occupation

Graduates are more likely to agree with all three statements.

Those working in **managerial, administrative and professional occupations** (45%) are more likely to agree that the NHS has a responsibility to reduce its impact on climate change compared with average (39%), whereas **small employers and own account workers** (34%) are more likely to disagree compared with the average (25%).

*Please treat with caution due to a small number of participants answering (97).

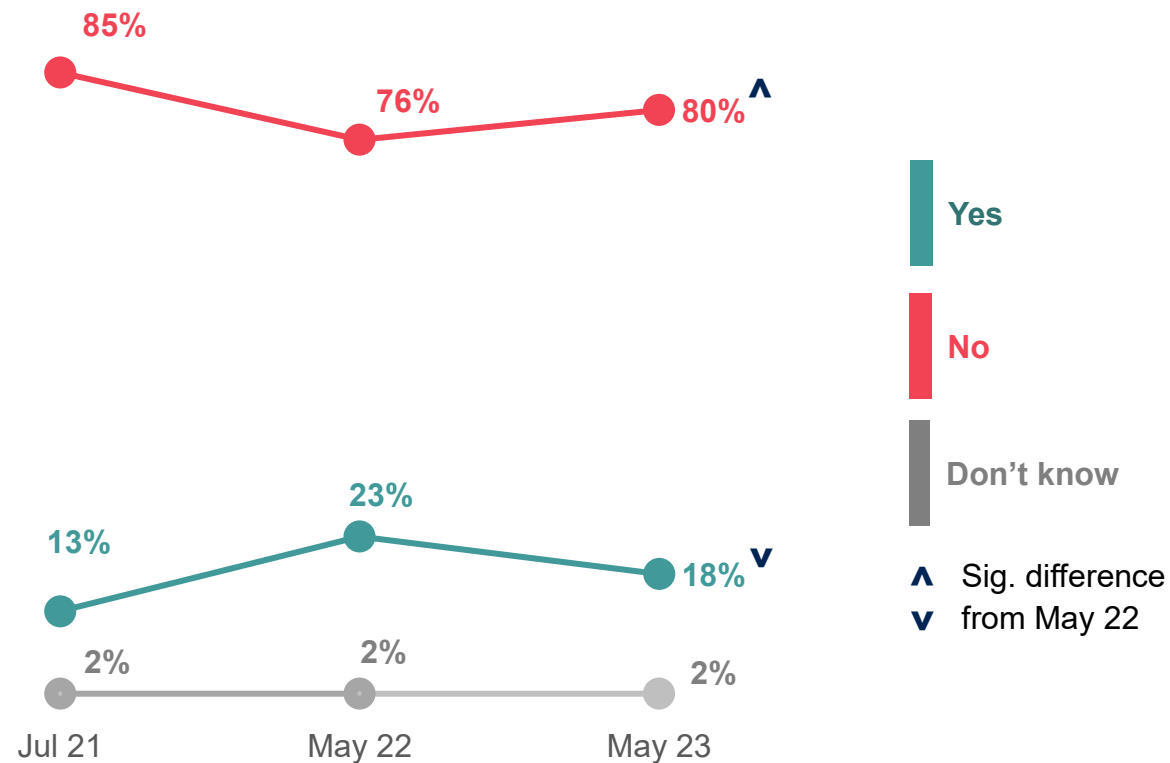
Awareness of the NHS's aim to be net zero is fairly low, and has fallen since May 2022

Around one-fifth of the public (18%) say they are aware of the NHS's aims to be net zero, down significantly from May 2022 (23%). A majority (80%) are unaware of this policy.

Men (24%), those **aged 16-24*** (29%), or who live in the **least deprived areas** (25%), are more likely than average to be aware of the NHS's aim to be net zero compared with the average (18%).

Those **aged 75+** (87%), who have an annual household income **up to £25,999k** (84%) or work in **intermediate occupations** (87%) are more likely to be unaware of the NHS's aim to be net zero compared with the average (80%).

Before today, were you aware that the NHS aims to be net zero?



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, May 2022 n=2,102 26th May – 1st June 2022 July 2021 n=1,858 22nd July – 28th July 2021 All conducted online via KnowledgePanel UK.

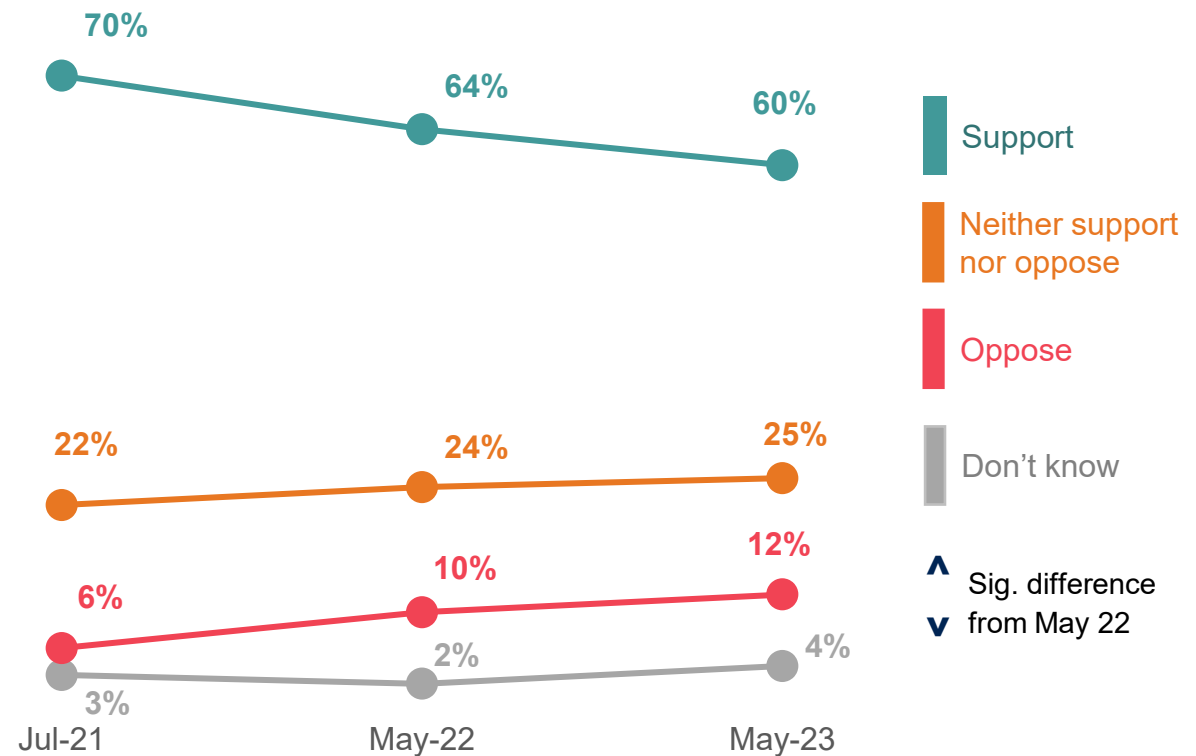
The public generally support the NHS's policy to become net zero, although this has continued to drop from July 2021 to May 2023

Six in ten (60%) of the public support the NHS's policy to become net zero and only a small proportion (12%) oppose it. However, support for the policy has fallen since July 2021 when 70% supported it.

Graduates (71%), those who live in **Northern Ireland** (73%) or the **South East of England** (66%), live in the **least deprived areas** (65%), or who intend to vote for the **Green Party** (85%), **Liberal Democrats** (73%) or **Labour** (68%) are more likely to support this policy compared with the average (60%).

In contrast, those **aged 45-64** (15%), or who intend to vote **Conservative** (22%) or for a **party other than Labour, Liberal Democrat, Green Party or Conservative** (29%), are more likely to oppose this policy compared with the average (12%).

Do you support or oppose the NHS's policy to become net zero?



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, May 2022 n=2,102 26th May – 1st June 2022 July 2021 n=1,858 22nd July – 28th July 2021 All conducted online via KnowledgePanel UK.

Views on funding for the NHS

09

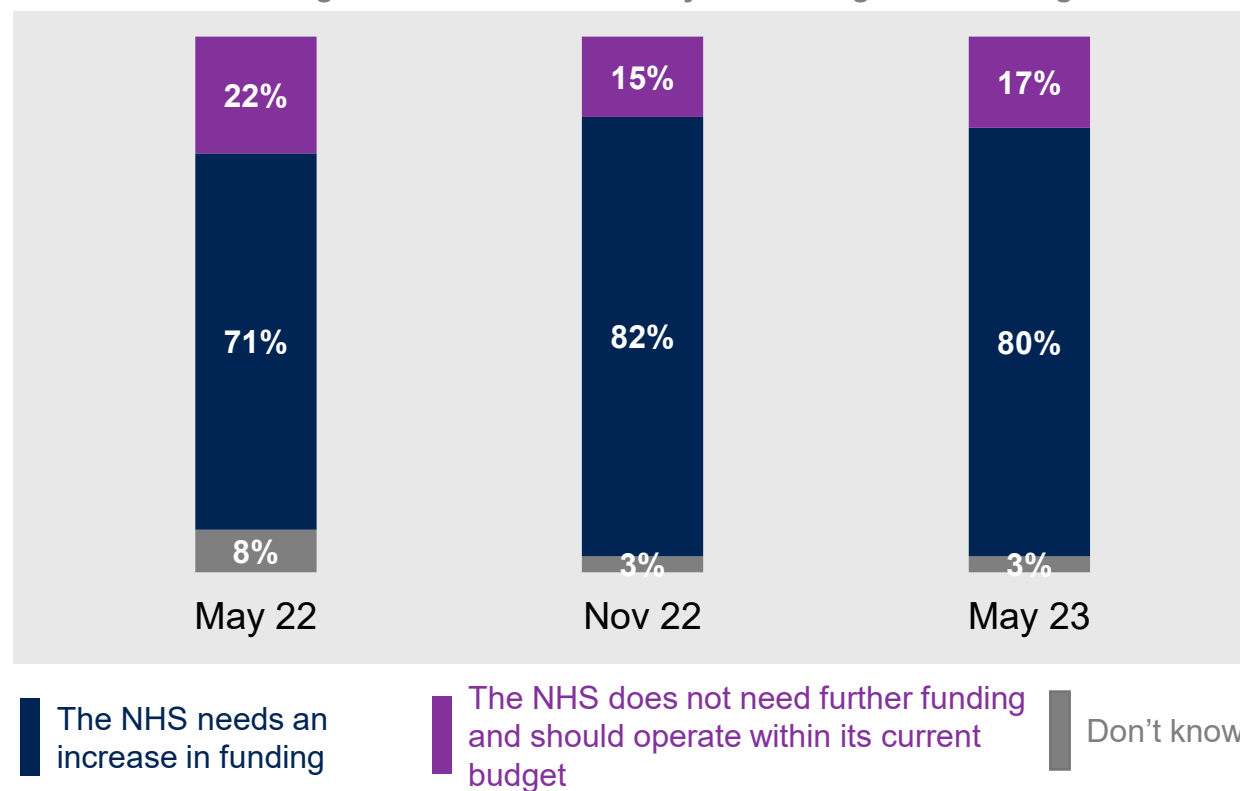
The majority of the public continue to think the NHS needs an increase in funding

While 80% think that the NHS needs an increase in funding, just 17% think the NHS does not need further funding and should operate within its current budget.

Those **aged 75+** (24%), who are **small employers and own account workers** (28%), or intend to vote **Conservative** (38%), are more likely than average to think the NHS should operate within its current budget (17%).

Women (82%), those **aged 25-34** (86%), living in the **most deprived areas** (85%), who use **mental health services** (92%), or who intend to vote **Labour** (93%), **Liberal Democrat** (90%) or **Green Party** (90%), are more likely than average to think the NHS needs an increase in funding (80%).

Which of the following statements best reflects your thinking about funding for the NHS?



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, *Note: the wording of this question changed between May and Nov 22, so comparisons should be comparative only. May 2022 answer option was 'The NHS needs a further increase in funding beyond the new tax.'

If the government were to increase spending on the NHS, the public still think it should be paid for through a range of taxes, with the most support for an additional tax that is earmarked for the NHS

Since November 2022, there is less support for an additional tax that is earmarked specifically for the NHS (down from 36% to 31%), an increase in National Insurance (down from 25% to 22%), and an increase in Income Tax (down from 25% to 21%).

▲ Sig. difference
▼ from Nov 22

If the government decided to further increase spending on the NHS, how do you think this should be funded? [showing statements 4% and above]

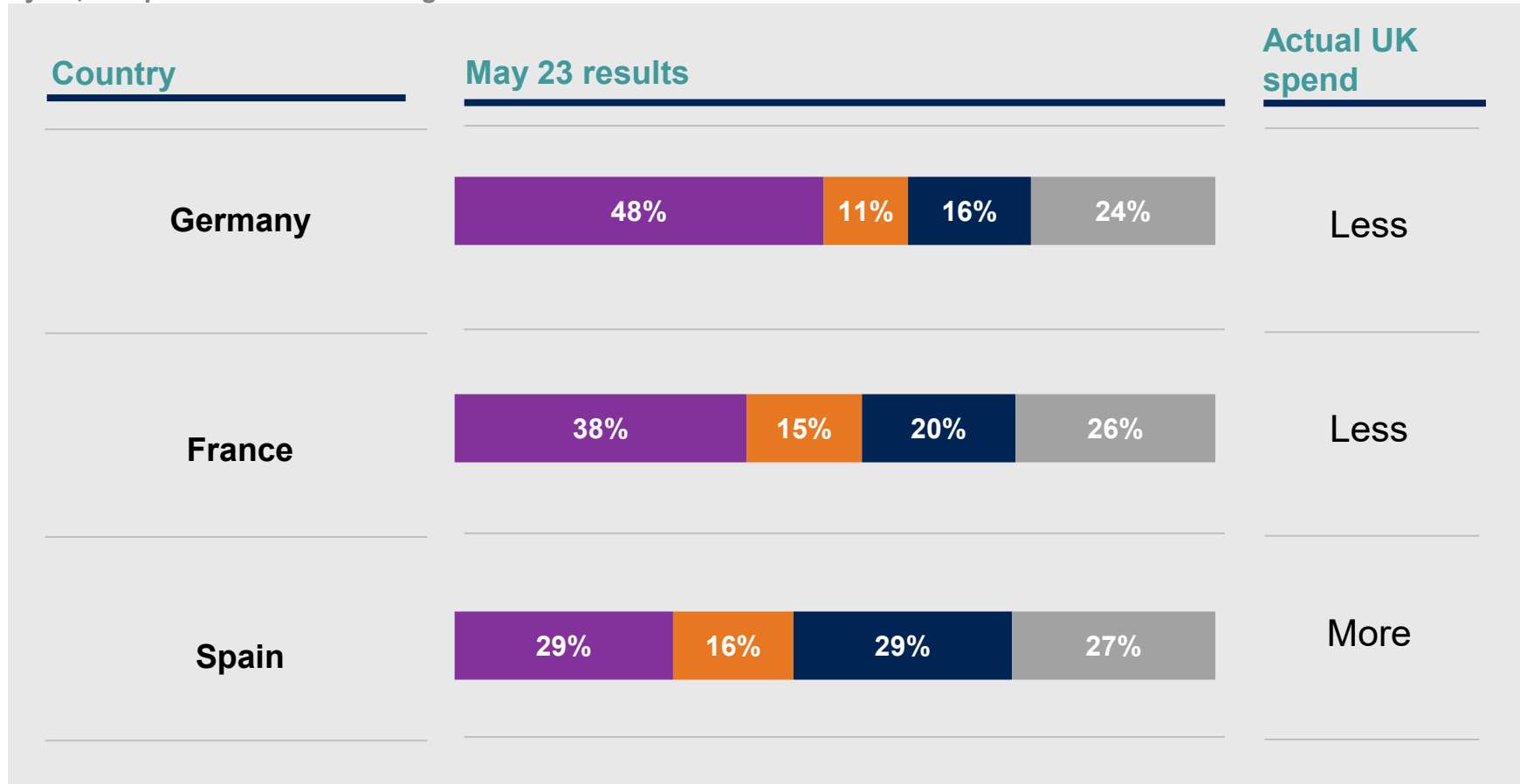
Statement	May 23 results	Nov 22	May 22
An additional tax that is earmarked specifically for the NHS	31% ▼	36%	N/A
An increase in National Insurance	22% ▼	25%	16%
An increase in Income Tax	21% ▼	25%	23%
Spending cuts to other services	19%	19%	25%
An increase in Inheritance Tax	16%	17%	23%
Increase government borrowing	13%	14%	19%
An increase in VAT	6%	7%	8%
An increase in Income Tax - for the wealthiest in society	4%	3%	5%
None of these – I don't think the government should increase spending on the NHS	8%	8%	10%
Don't know	6%	5%	1%

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, May 2022 n=2,068 26th May – 1st June 2022. All conducted online via KnowledgePanel UK.

On balance, the public think the UK spends less on healthcare than Germany and France, and are divided about Spain

On average, do you think the UK has spent more, less or about the same on healthcare per person in the past year, compared with the following countries?

This is generally in line with how the UK actually compares to these countries. Overall the UK spends less than Germany and France, which the public tend to think as well (48% and 38% think they spend less), and more than Spain, where the public are divided (29% think the spend both more and less).



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Younger age groups or those who think the standard of care in the NHS has got better over the last 12 months generally tend to think the UK spends more than other countries on healthcare

Whereas older age groups, those who are graduates, or intend to vote Labour or Liberal Democrat tend to think the UK spends less than other countries on healthcare

France



Those **aged 16-34** (29%), who **personally work for the NHS** (33%), or those who think the **standard of care provided by the NHS has got better over the last 12 months** (41%) or **those who would not vote** (31%) are more likely to think the UK spends more money than France (20%).

Germany

Those **aged 16-34** (25%) or those who **would not vote** (24%) are more likely to think the UK spends more money than Germany (16%).

Spain

Those **aged 35-44** (36%) or those who think that the **standard of care provided by the NHS has got better over the last 12 months** (43%) are more likely to think the UK spends more money than Spain (29%).



Those **aged 65+** (48%), **graduates** (49%), those who live in **Wales** (49%), the **South East** (45%) or **South West of England** (46%), or intend to vote **Liberal Democrat** (54%) or **Labour** (47%) are more likely to think the UK spends less money than France (38%).

Those **aged 65-74** (55%), are **graduates** (56%), live in **Wales** (58%) or **South East of England** (55%), or those who intend to vote **Labour** (56%) or **Liberal Democrat** (64%) are more likely to think the UK spends less money than Germany (48%).

Graduates (35%), those who live in the **East of England** (35%), or those who intend to vote **Labour** (35%) or **Liberal Democrat** (41%) are more likely to think the UK spends less money than Spain (29%).

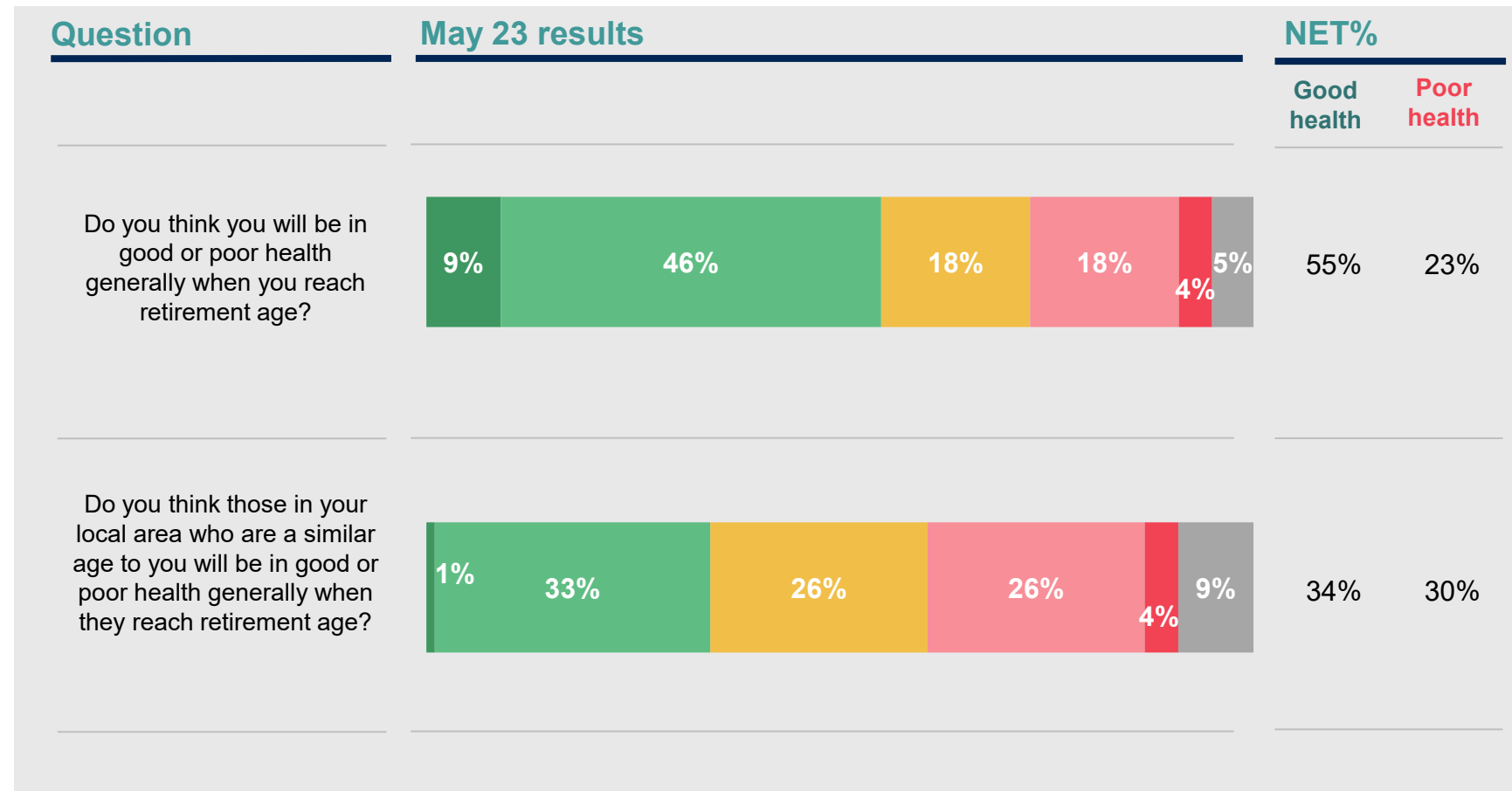
Views on public health and government interventions

10

A little over half of those aged 65 and below think they will be in good health when they reach retirement age.

The public are more likely to think they will be in good (55%) rather than poor health (23%), but are divided as to whether they think those in their local area who are a similar age will be in good (34%) or poor health (30%) health.

We'd now like you to think about your health as you get to retirement age. By retirement age, we mean the standard UK State Pension age, which is currently 66.

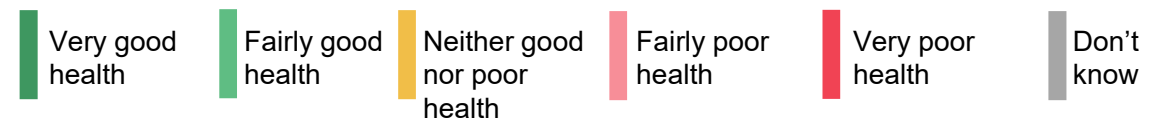
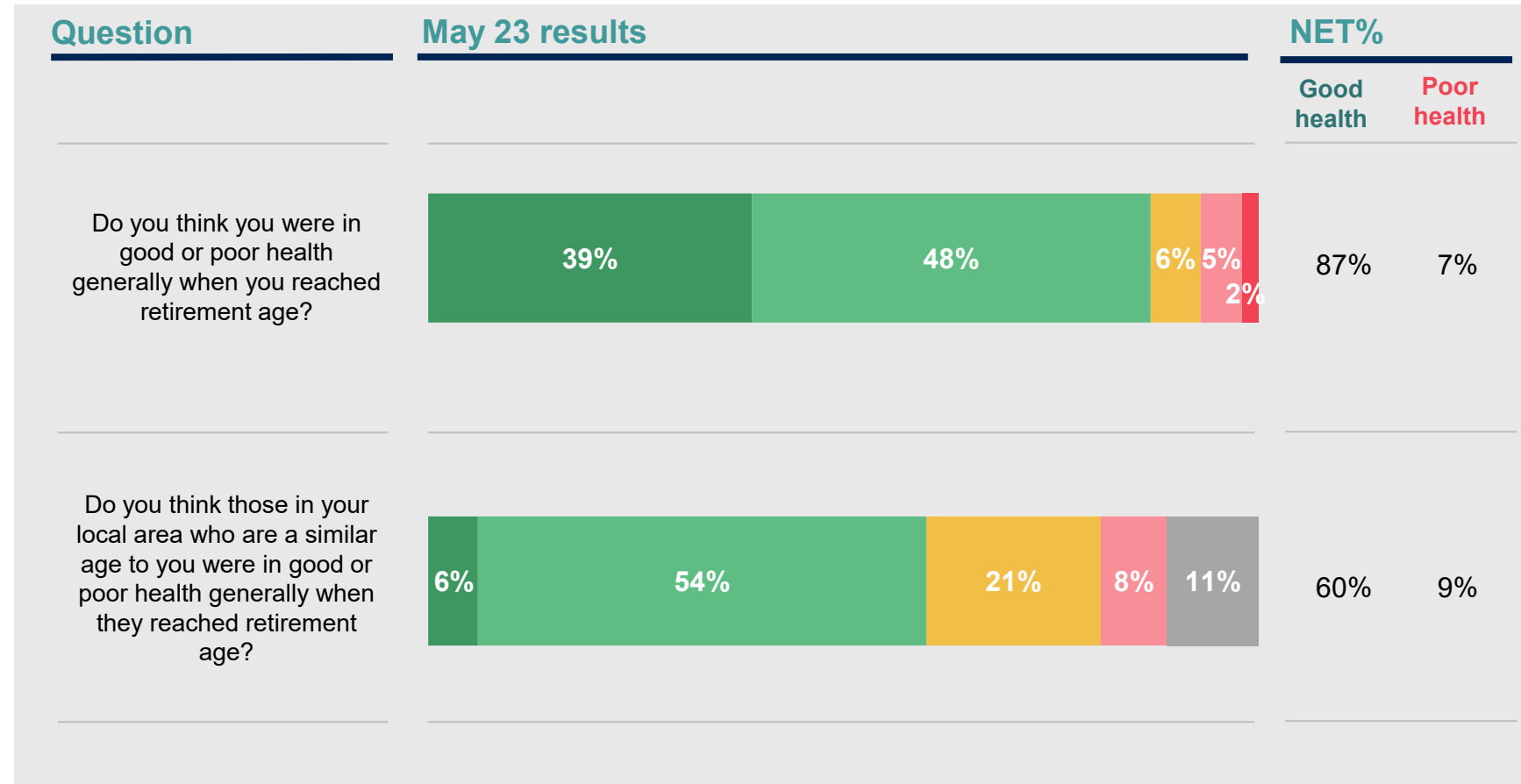


Bases: All participants aged 65 and below, May 2023 n=1,724 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

The majority of the public who are 66 and above thought they were in good health when they retired. Fewer thought those in their local area were in good health at retirement age, although this is still a majority

Of those aged 66 and above, 87% think they were in good health when they reached retirement age, whereas only 7% thought they were in poor health.

Please think now about your health and people's health more generally as you reached retirement age. Do you think you were in good or poor health generally when you reached retirement age?



Bases: All participants aged 66 and above, May 2023 n=726 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Views on health at retirement age appear to differ most prominently by country, region, annual household income, level of deprivation and occupation

All who are 65 and below:

Who think they will be in good health

Graduates (69%), those **aged 55-65** (69%), who have an **annual household income above £52K** (68%), live in the **South East** (66%) or **South West of England** (65%), in the **least deprived areas** (70%), have **managerial, administrative and professional occupations** (63%), or intend to vote **Conservative** (79%), are more likely than average to think that they will be in good health when they reach retirement age (55%).

Who think they will be in poor health

Those with **no formal qualifications** (40%), who have an **annual household income up to £25,999k** (36%), live in **Scotland** (33%) or the **North East of England** (45%), in the **most deprived areas** (31%), have **semi-routine and routine occupations** (34%) or are **long-term unemployed or never worked*** (41%), use **mental health** (46%) or **social care services** (49%), or have a **health problem or disability** (57%), are all more likely than average to think they will be in poor health when they reach retirement age (23%).

All who are 66 and above:

Who think they were in good health

Those who live in the **South West of England*** (95%) or live in the **least deprived areas** (92%) are more likely to think they were in good health when they reached retirement (87%).

Who think they were in poor health

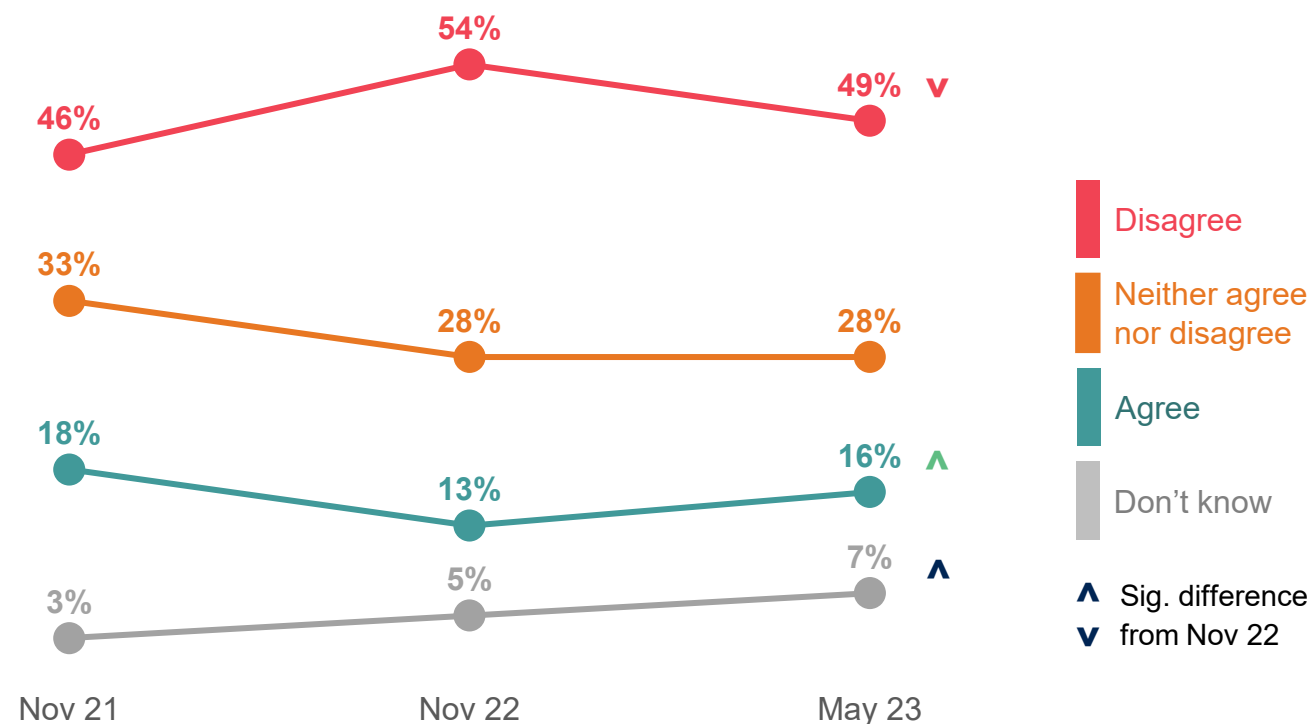
Those who live in the **most deprived areas*** (17%), are in **lower supervisory and technical occupations*** (15%), or have a **health problem or disability** (15%), are more likely than average to think they were in poor health when they reached retirement (7%).

**Please treat with caution due to a small number of participants answering (in order of the text, 56, 72, 84, 70).*

Half of the public do not think the government has the right policies in place to improve public health

The public are significantly less likely to disagree that the government has the right policies in place in May 2023 (49%) compared with November 2022 (54%). However, those who agree the government has the right policies in place remains relatively small (16%).

To what extent do you agree that the government has the right policies in place to improve public health?



Bases: All participants, 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. All conducted online via KnowledgePanel UK.

Those who are more affluent, use NHS services, are NHS workers, or intend to vote Labour, Green Party or Liberal Democrat tend to have more negative views of government policies

Demographic differences

Those aged **25-34** (56%), or those who intend to vote **Labour** (62%), **Liberal Democrat** (58%) or the **Green Party** (60%), are more likely than average to disagree that government has the right policies in place to improve public health (49%).

Those who intend to vote **Conservative** are more likely than average to be neutral (44%) or agree (29%) that the government has the right policies in place (28% and 16% respectively).



Use of services and worker status

Those who are **heavy users of the NHS** (62%) or **work for the NHS personally** (59%), are more likely to think the government has the wrong policies in place (49%).

Those who are **working full-time** (55%) or in **managerial, administrative and professional occupations** (53%), are also more likely to think the government has the wrong policies in place (49% overall).

Education and social class

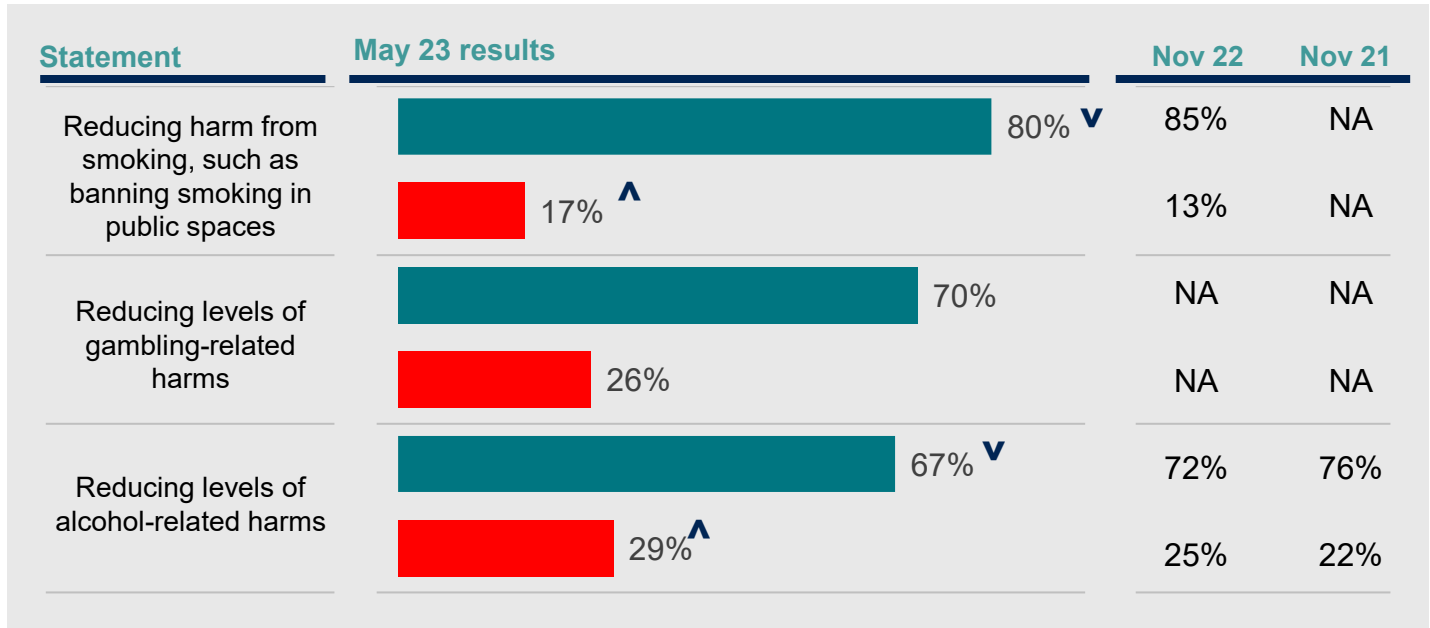
Graduates (58%) are more likely than average to disagree the government have the right policies in place compared with non-graduates (46%) and overall (49%).

The public tend to think the government has the most responsibility for reducing harm from smoking

There is the strongest consensus among the public that the government has a great deal / fair amount of responsibility for reducing harm from smoking (80%).

The public see the government has as much responsibility for reducing levels of gambling-related harms (67%) as reducing levels of alcohol-related harms (70%).

How much responsibility, if any, do you think the government has for each of the following?



Great deal / fair amount of responsibility

Not very much / No responsibility

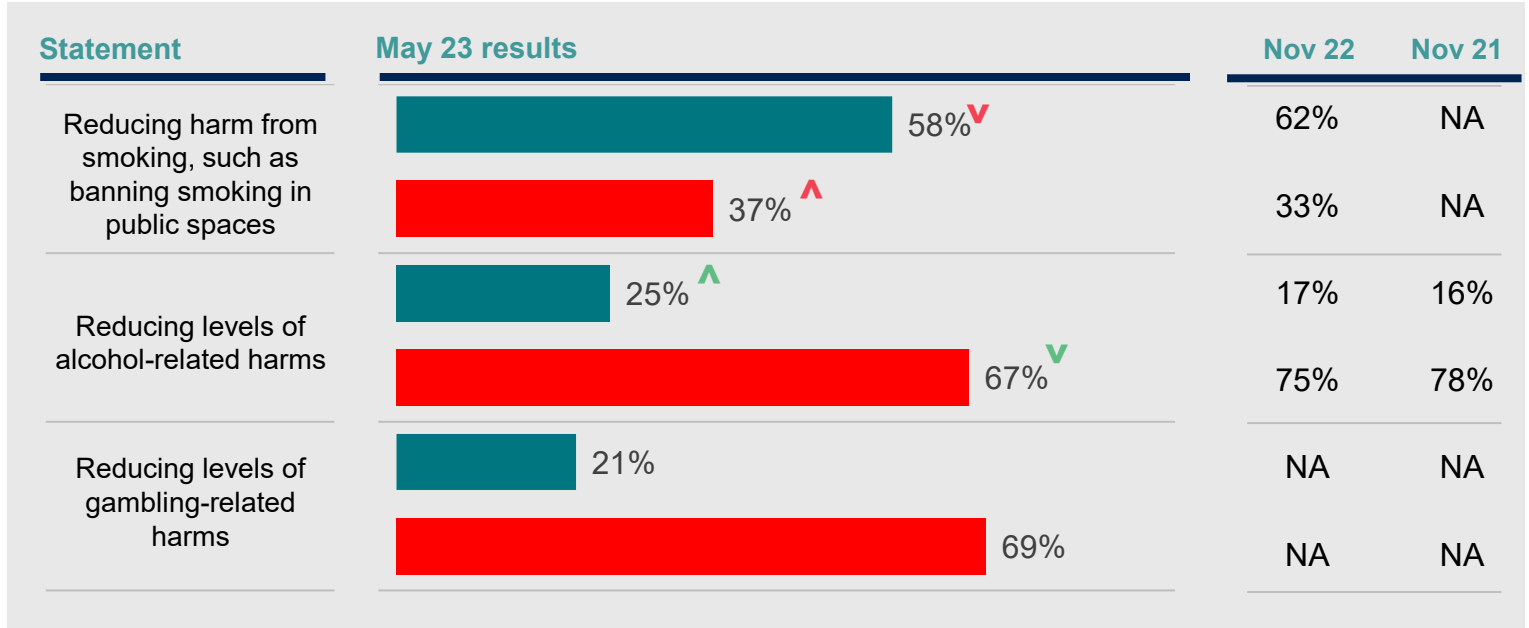
▲ Sig. difference
▼ from Nov 22

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, November 2021 n=2101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

The public generally think the government is more effective at reducing harms from smoking, yet not effective at reducing alcohol-related or gambling-related harms

The public see the government as equally effective at reducing levels of gambling-related harms (21%) as reducing levels of alcohol-related harms (25%).

How effectively, if at all, do you think the government is addressing each of the following?



Bases: All participants, May 2023 n=2,450 5th – 10th May 2023, Nov 2022 n=2,063 24th – 30th November 2022, November 2021 n=2,101 25th November – 1st December 2021. All conducted online via KnowledgePanel UK.

Whilst graduates are more likely to think the government has been effective at reducing harm from smoking, they do not think it has been effective at reducing levels of alcohol or gambling-related harm

Those who intend to vote **Conservative** think the government has been more effective at addressing all areas asked about.

Responsibility

Effectiveness



Graduates or those who intend to vote **Labour** tend to think the government should have more responsibility for all of these areas of health. Those who live in **Northern Ireland** or those who intend to vote **Green Party** are more likely to think the government should have more responsibility for reducing harm from smoking and alcohol-related harm.

Those who intend to vote **Conservative** tend to think the government has been effective at addressing all areas asked about. **Graduates** (66%), those **aged 55+** (67%), who live in **Northern Ireland** (72%) or have **intermediate occupations** (67%), are more likely to think the government has been effective at reducing harm from smoking. Those living in the **Midlands** (30%) are more likely to think the government has been effective at reducing levels of alcohol-related harm.



Those in **semi-routine and routine occupations** or intend to vote **Conservative** are less likely to think the government should have responsibility across all of these areas of health. Those living in **Wales** (35%) are less likely to think the government has responsibility for reducing levels of gambling-related harm (26%).

Those who intend to vote **Labour** are less likely to think the government has been effective at addressing all areas asked about. **Graduates** or those who intend to vote **Green Party** are more likely to think the government has not been effective at reducing levels of alcohol or gambling-related harm. Those **aged 16-24*** (54%) are more likely than average to think the government has not been effective at reducing harm from smoking (37%).

**Please treat with caution due to a small number of participants answering (91).*

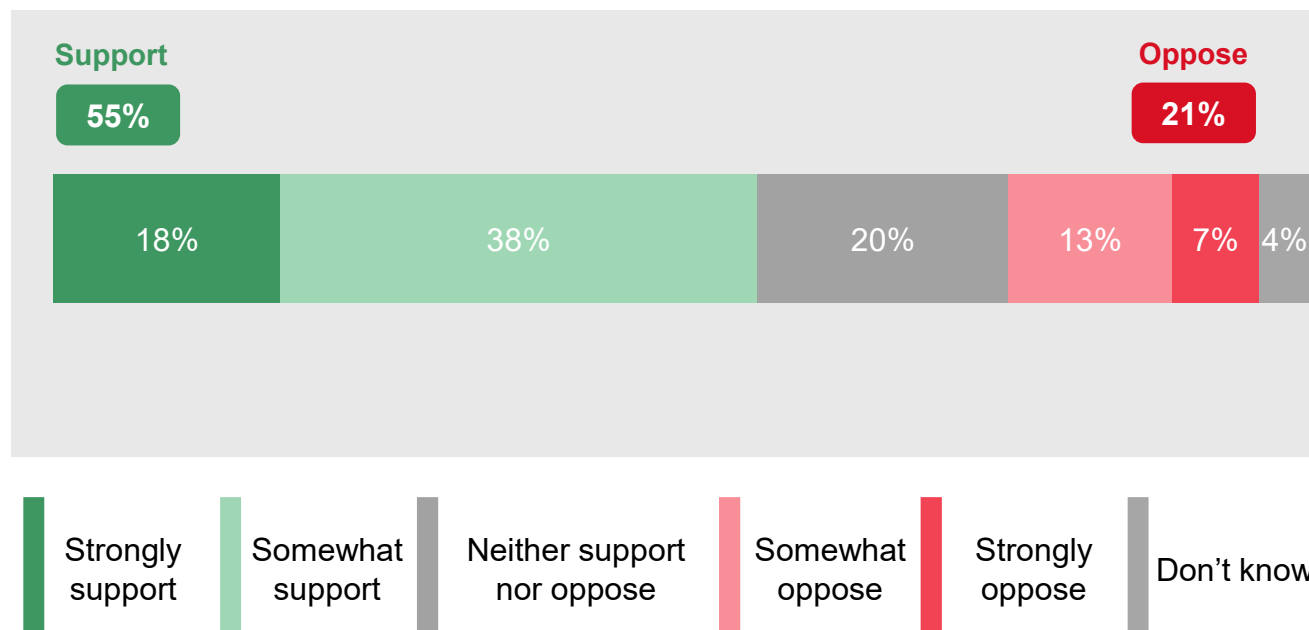
On balance, the public support local authorities having more responsibility for implementing policies to reduce harm from tobacco, alcohol and unhealthy food

Those who intend to vote Labour, Liberal Democrat or Green Party are more likely to support local authorities having more responsibility, whereas those who intend to vote Conservative are more likely to oppose this.

At the moment, responsibility for public health is shared between the government and local authorities. This means local authorities have limited powers to implement policies that limit harm from alcohol, tobacco, and unhealthy food. Some experts think local authorities should have more power to implement these policies, so they can be tailored to address the needs of the local population. Others say these decisions should stay as the responsibility of national government, so policies address the needs of the whole population.

To what extent do you support or oppose local authorities having more responsibility for implementing policies to reduce harm from tobacco, alcohol, and unhealthy food?

Those who are **frequent users of the NHS** (66%), or those who intend to vote for the **Green Party** (66%), **Labour** (63%) or the **Liberal Democrats** (61%), are more likely to support local authorities having more responsibility than average (55%).



Those aged **55+** (25%), **graduates** (25%), those who live in **Wales** (29%) or intend to vote **Conservative** (29%), are more likely to oppose local authorities having more responsibility than average (21%).

Bases: All participants, May 2023 n=2,450 5th – 10th May 2023. All conducted online via KnowledgePanel UK.

Appendix: Detailed Methodology

A1

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 2 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 (see further information below) 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

Sample and weighting information

This study was conducted on the KnowledgePanel between **5th – 10th May 2023**. In total 2,450 interviews were achieved with residents across the United Kingdom aged 16+.

Stratification

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/education.

A total of 4,385 panellists in the United Kingdom aged 16+ were selected and invited to take part in the survey.

Of these, 2,450 respondents completed the survey – a response rate of 56%.

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

The below tables present the weighting profile targets:

Age & Gender	Male	Female	In another way	Prefer not to say
16-24	6.7%	6.3%	0.1%	0.0%
25-34	8.3%	8.2%	0.1%	0.0%
35-44	7.6%	7.8%	0.2%	0.1%
45-54	8.2%	8.4%	0.0%	0.0%
55-64	7.3%	7.6%	0.0%	0.2%
65-74	5.9%	6.4%	0.1%	0.0%
75+	4.5%	6.0%	0.0%	0.0%

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

Region	
North East	4.1%
North West	11.0%
Yorkshire And The Humber	8.2%
East Midlands	7.3%
West Midlands	8.8%
East Of England	9.3%
London	13.2%
South East	13.7%
South West	8.6%
Wales	4.8%
Scotland	8.4%
Northern Ireland	2.8%

Education	
Degree level or above	29.6%
Below degree level	69.4%
Prefer not to say/Not Stated	1.0%

Ethnicity	
White	86.4%
Non-White	11.9%
Prefer not to say/Not Stated	1.70%

Number of adults in the household (16+Pop)	
One adult	18.5%
Two or more adults	81.6%

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.

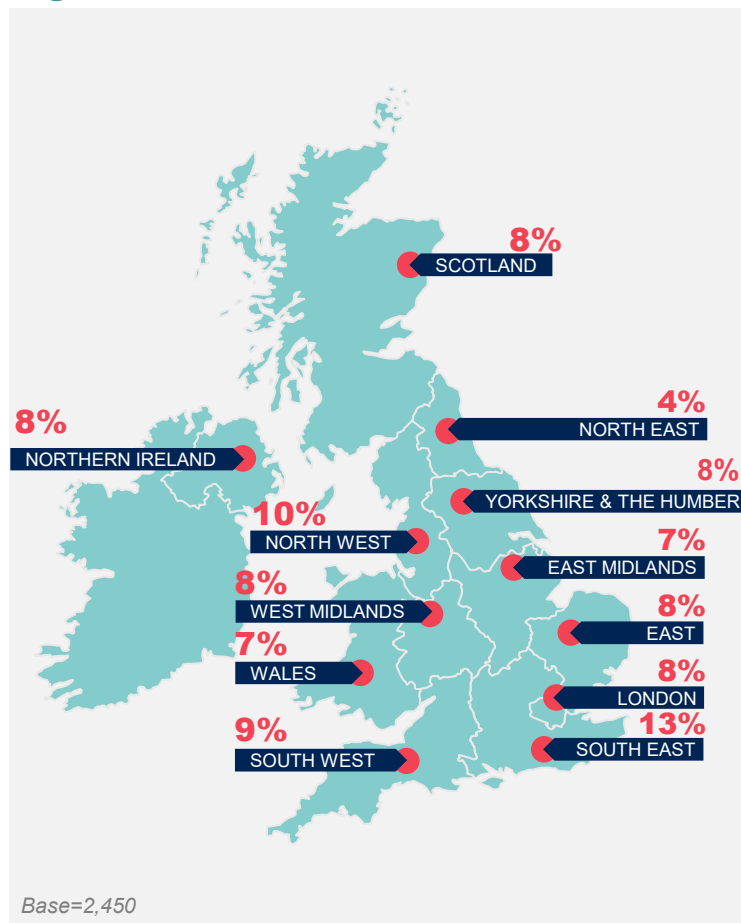
For example, if the sample shows that 30% of people nationally say the government is ‘very effective’ at reducing levels of gambling related harms, we can be 95% confident that the result (had everyone been interviewed) would have been within around +2 percentage points of this figure – i.e. between 28% and 32% (based on a sample of 2,450).

	Result is at or near...		
	10% or 90%	30% or 70%	50%
Sample size	±%	±%	±%
2,450	1.3	2.0	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

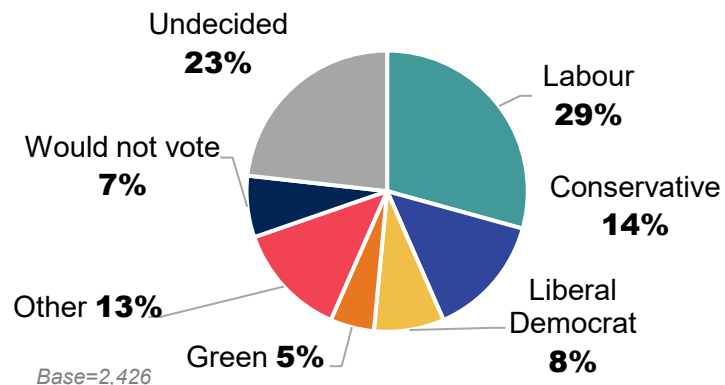
Demographics (unweighted)



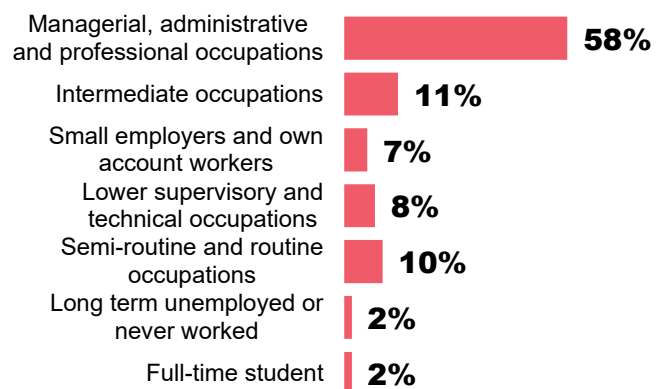
Region



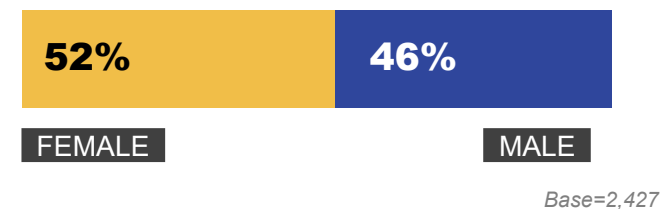
Voting intention



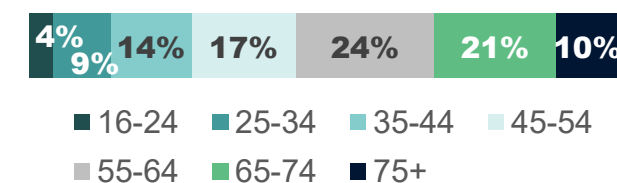
Social Economic Classification



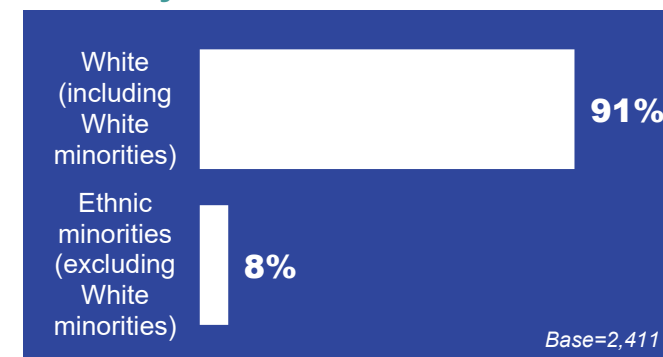
Gender



Age



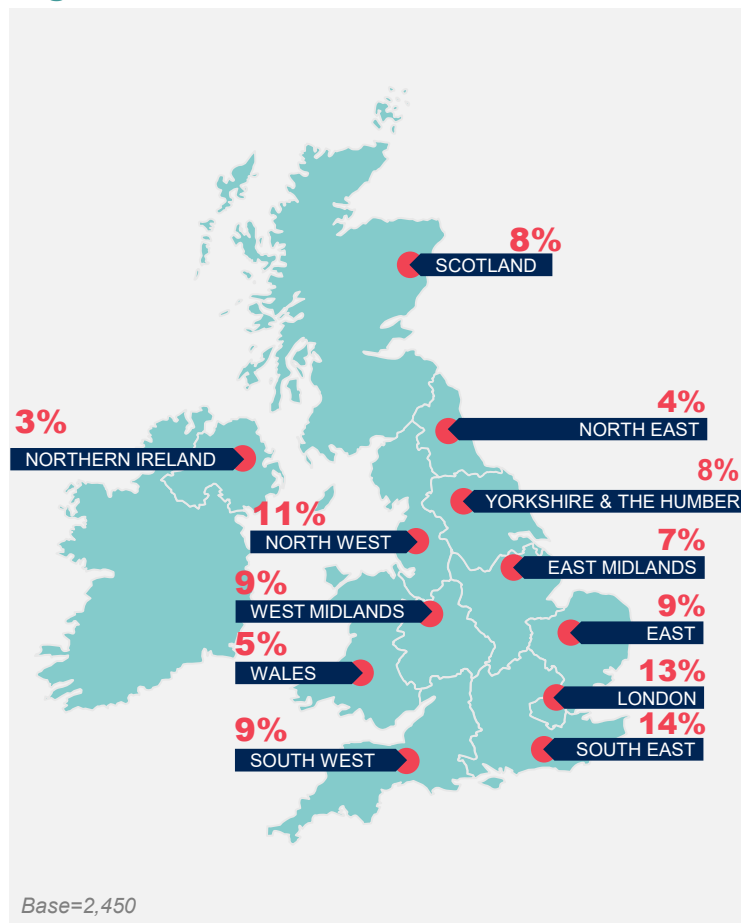
Ethnicity



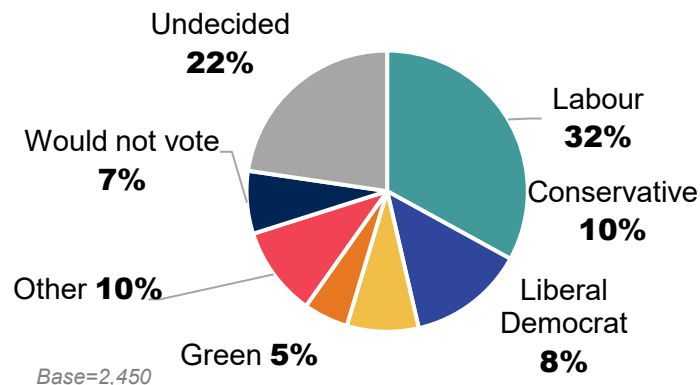
Demographics (weighted)



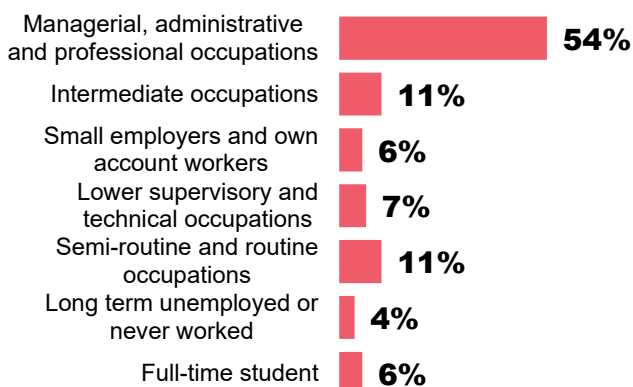
Region



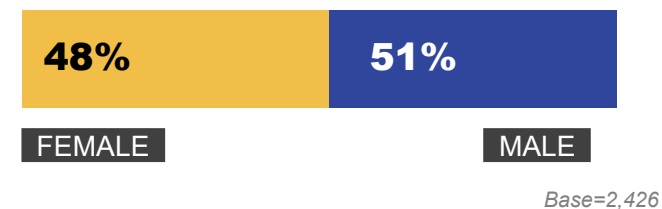
Voting intention



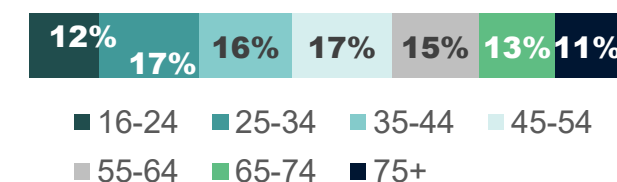
Social Economic Classification



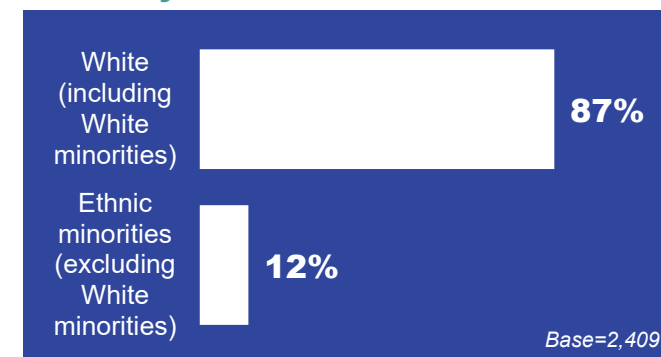
Gender



Age



Ethnicity



Ipsos Standards & Accreditations

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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.



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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 and with the Ipsos UK Terms and Conditions

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