2014 Public awareness and opinion survey
Research objectives
To provide baseline metrics on:
• Public health concerns
• Awareness and knowledge of PHE, its role and activities
• Levels of public confidence and trust in PHE

Methodology
• Face-to-face omnibus survey
• 1,625 interviews with a nationally representative sample
• Fieldwork ran 6-14 June 2014
Summary

- The public’s health concerns are reflected in your proposed Big Ambitions

- The media continues to shape these concerns and is a key source of information alongside doctors and the NHS

- A third have heard of you; greater among higher social groups

- As per the stakeholder research, familiarity breeds positivity

- Your name provides sensible clues to your role

- The public would trust you equally for health protection and health promotion

- There is an appetite to be involved in the People’s Panel
Public health concerns
Q1 Which, if any, public health issues are you concerned about? (unprompted)

- Cancer: 34%
- Dementia: 23%
- Drug abuse: 19%
- Smoking: 19%
- Obesity: 19%
- Alcohol abuse: 17%
- Diabetes: 16%
- Age-related illnesses: 16%
- Mental health: 15%
- Heart disease: 14%
- Air pollution: 13%
- Infections from hospitals: 13%
- Climate change: 7%
- Infectious diseases (TB, measles, meningitis): 7%
- Flu (swine, bird, pandemic): 6%
- Flooding: 5%
- Sexually Transmitted Infections: 5%
- None: 15%
- Don’t know: 9%

Base: All respondents (1,625)

Source: Ipsos MORI
Q3 Please tell me which, if any, of the following public health issues you are most concerned about these days? (prompted)

**Concerns differ by age**

- **Cancer**
  - 15-34: 44%
  - 35-54: 32%
  - 55+: 42%

- **Dementia**
  - 15-34: 12%
  - 35-54: 23%
  - 55+: 42%

- **Smoking**
  - 15-34: 17%
  - 35-54: 10%
  - 55+: 10%

- **Age-related illnesses**
  - 15-34: 9%
  - 35-54: 16%
  - 55+: 26%

- **Infections from hospitals**
  - 15-34: 5%
  - 35-54: 10%
  - 55+: 16%

Base: All respondents 15-34 (485), 35-54 (489), 55+ (651)

Source: Ipsos MORI
Q2 Why do you say that <you were concerned about x>?
(refers to unprompted response given at Q1)

- I've experienced the effects of these issues: 31%
- I've read/heard something in the media: 27%
- I worry about how this will affect me: 26%
- I've heard something worrying about it from family/friends: 17%
- I've seen a health warning/read/heard something worrying from official source: 12%
- No particular reason: 8%
- Don’t know: 3%

Base: All respondents with one or more public health concerns (1,239)
Source: Ipsos MORI
**Q6 Who or which organisation, if any, would you contact if you wished to get information on how to stay healthy? This could be advice on how to quit smoking, drink less alcohol, do more exercise, eat more healthily etc. (unprompted)**

Some key information channels are apparent

- **Doctor/GP/nurse**: 57%
- **The NHS**: 18%
- **Website eg Google, Wikipedia, BBC news**: 18%
- **NHS Choices**: 7%
- **Department of Health**: 6%
- **Pharmacy/chemist**: 6%
- **Friend/relative/work colleague**: 5%
- **Local hospital/clinic**: 4%
- **A charity/voluntary organisation**: 3%
- **My Local Authority/council**: 1%
- **Local service in my community**: 1%
- **Gym/personal trainer**: 1%
- **I would not know who to contact**: 2%
- **I would not want any information**: 5%
- **Don’t know**: 4%

Answers 1% and above

Base: All respondents (1,625)  
Source: Ipsos MORI
And these are similar for health protection information

Q7 Who or which organisation, if any, would you contact if you wished to get information about possible threats to your health? This could be advice concerning infectious diseases, health emergencies, hazardous chemicals, poisons, radiation contamination in your area etc. (unprompted)

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Health England/PHE</td>
<td>3%</td>
</tr>
<tr>
<td>Doctor/GP/nurse</td>
<td>39%</td>
</tr>
<tr>
<td>Website (e.g., Google, Wikipedia, BBC News)</td>
<td>17%</td>
</tr>
<tr>
<td>The NHS</td>
<td>14%</td>
</tr>
<tr>
<td>Department of Health</td>
<td>9%</td>
</tr>
<tr>
<td>The Environment Agency</td>
<td>8%</td>
</tr>
<tr>
<td>My Local Authority/council</td>
<td>6%</td>
</tr>
<tr>
<td>Emergency services/999</td>
<td>5%</td>
</tr>
<tr>
<td>Local hospital/clinic</td>
<td>5%</td>
</tr>
<tr>
<td>NHS 111</td>
<td>5%</td>
</tr>
<tr>
<td>DEFRA</td>
<td>4%</td>
</tr>
<tr>
<td>NHS Choices</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmacy/chemist</td>
<td>3%</td>
</tr>
<tr>
<td>Food Standards Agency</td>
<td>2%</td>
</tr>
<tr>
<td>Friend/relative/work colleague</td>
<td>2%</td>
</tr>
<tr>
<td>None - would not know who to contact</td>
<td>3%</td>
</tr>
<tr>
<td>None - would not want any information</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7%</td>
</tr>
</tbody>
</table>

Answers 2% and above

Base: All respondents (1,625)

Source: Ipsos MORI
Public awareness and knowledge of PHE
A third have heard of you

Q8 Which, if any, of the following organisations have you heard of? *(prompted)*

- Public Health England/PHE: 34%
- Department of Health: 77%
- NHS England: 71%
- Food Standards Agency/FSA: 70%
- The Environment Agency: 68%
- British Medical Association/BMA: 65%
- DEFRA: 57%
- General Medical Council/GMC: 56%
- NHS Choices: 50%
- National Institute for Health & Care Excellence/NICE: 42%
- Local Government Association/LGA: 38%
- Care Quality Commission/CQC: 38%
- None of these: 2%
- Don’t know: 1%

Base: All respondents (1,625)

Source: Ipsos MORI
This is higher among certain groups

Q8 Which, if any, of the following organisations have you heard of? (prompted)

- 15-34: 29%
- 35-54: 34%
- 55+: 38%
- ABC1: 42%
- C2DE: 23%
- White: 36%
- BAME: 19%
- Work/have friend/family in healthcare: 44%
- Do not: 28%

Source: Ipsos MORI
And half claim they’ve heard of you once prompted

Q12 How much, if anything, would you say you know about Public Health England/PHE?

- A great deal
- A fair amount
- Just a little bit
- Have heard of it but know nothing about it
- Never heard of it
- Don’t know

Base: All respondents (1,625)
**Q13 What do you think Public Health England/PHE does? Please answer even if you are unfamiliar with the organisation. (unprompted)**

<table>
<thead>
<tr>
<th>Coded themes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring data/regulatory work</td>
<td>30%</td>
</tr>
<tr>
<td>Advising/educating the government/public</td>
<td>14%</td>
</tr>
<tr>
<td>Campaign/publicity work</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>39%</td>
</tr>
</tbody>
</table>

Base: All respondents (1,625)

Source: Ipsos MORI

*“It’s there to support the public, give them any advice that we might need, to keep us aware”*

*“Looks after the public’s health in England… How and in what ways it does that, I have no idea”*

*“Monitors the health of the nation and analyses data, sends out warnings and alerts about different health threats, publishes information online and in the media informing the public. Protects the public”*
Q14 Which of the following do you think Public Health England/PHE does? What else? (prompted)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Only correct</th>
<th>Any correct</th>
<th>Any incorrect</th>
<th>Only incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advises government on public health issues</td>
<td>43%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Helps people live healthier lifestyles (e.g. exercise more, smoke less)</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Makes plans on how to respond to health emergencies (e.g. flu outbreaks)</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitors infectious diseases</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inspects hospitals/clinics/surgeries</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develops the public health workforce</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulates doctors/nurses/health professionals</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approves drugs that can be prescribed</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>18%</td>
<td></td>
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</tr>
</tbody>
</table>

Base: All respondents (1,625)
A third are willing to be involved

Which provides you with 370 new leads for the People’s Panel

Base: All respondents (1,625)

Source: Ipsos MORI
Public trust and confidence in PHE
There is confidence in national measures

Q4&5 How confident are you that appropriate measures are being taken nationally to...?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don’t know

<table>
<thead>
<tr>
<th>Help people live a healthy lifestyle?</th>
<th>Very confident</th>
<th>Fairly confident</th>
<th>Not very confident</th>
<th>Not at all confident</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6%</td>
<td>50%</td>
<td>34%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Protect people from threats to their health such as infectious diseases and hazards caused by chemicals, poisons or radiation?</th>
<th>Very confident</th>
<th>Fairly confident</th>
<th>Not very confident</th>
<th>Not at all confident</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7%</td>
<td>53%</td>
<td>30%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: All respondents (1,625)
Two thirds say they would be confident in your advice

Q15 <Following explanation of role> How confident would you be in the advice provided by Public Health England/PHE?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

% confident in PHE’s advice

- Know a great deal/fair amount: 89%
- Know a little bit/have heard of it but know nothing about it: 78%
- Never heard of it: 54%

Base: All respondents (1,625), know a great deal/fair amount (133), a little bit/heard of it (670), never heard of it (718)

Source: Ipsos MORI
Half say they would trust your advice on how to stay healthy

Q 11A To what extent would you trust advice on how to stay healthy from the following organisations/bodies?

- Public Health England/PHE: 15% A great deal, 38% A fair amount, 16% Not very much, 12% Not at all, 18% Don't know
- An NHS body: 30% A great deal, 57% A fair amount, 8% Not very much, 3% Not at all, 2% Don't know
- Pharmacy/chemist: 27% A great deal, 57% A fair amount, 10% Not very much, 4% Not at all, 2% Don't know
- Department of Health: 25% A great deal, 57% A fair amount, 10% Not very much, 5% Not at all, 3% Don't know
- A charity/voluntary organisation: 14% A great deal, 51% A fair amount, 23% Not very much, 9% Not at all, 3% Don't know
- The Government: 6% A great deal, 38% A fair amount, 35% Not very much, 18% Not at all, 2% Don't know
- Your local authority/council: 5% A great deal, 36% A fair amount, 39% Not very much, 17% Not at all, 3% Don't know

Base: All respondents (1,625)

Source: Ipsos MORI
A similar proportion would trust your advice about possible health threats

Q11B To what extent would you trust advice about possible threats to your health from the following organisations/bodies?

- **Public Health England/PHE**
  - Very confident: 16%
  - Fairly confident: 39%
  - Not very confident: 17%
  - Not at all confident: 10%
  - Don’t know: 18%

- **An NHS body**
  - Very confident: 26%
  - Fairly confident: 58%
  - Not very confident: 10%
  - Not at all confident: 3%
  - Don’t know: 3%

- **Department of Health**
  - Very confident: 26%
  - Fairly confident: 56%
  - Not very confident: 10%
  - Not at all confident: 5%
  - Don’t know: 3%

- **Pharmacy/chemist**
  - Very confident: 22%
  - Fairly confident: 56%
  - Not very confident: 15%
  - Not at all confident: 4%
  - Don’t know: 2%

- **A charity/voluntary organisation**
  - Very confident: 11%
  - Fairly confident: 50%
  - Not very confident: 26%
  - Not at all confident: 9%
  - Don’t know: 3%

- **Your local authority/council**
  - Very confident: 8%
  - Fairly confident: 43%
  - Not very confident: 32%
  - Not at all confident: 14%
  - Don’t know: 3%

- **The Government**
  - Very confident: 9%
  - Fairly confident: 37%
  - Not very confident: 32%
  - Not at all confident: 19%
  - Don’t know: 3%

Base: All respondents (1,625)  
Source: Ipsos MORI
Q16 Why do you say that <you would be confident in PHE’s advice>? (unprompted)

- Because of their knowledge/experience: 23%
- Because they are trustworthy/reliable: 15%
- It's their job: 11%
- Government/public/official body: 10%
- I know what they do/I’m reasonably informed: 8%
- They advise on health issues: 3%
- They are working for the benefit of the public: 3%
- Other: 5%
- Don't know: 15%

Base: All respondents confident in PHE’s advice (1,061)