

# 2014 Public awareness and opinion survey

15 July 2014



## 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

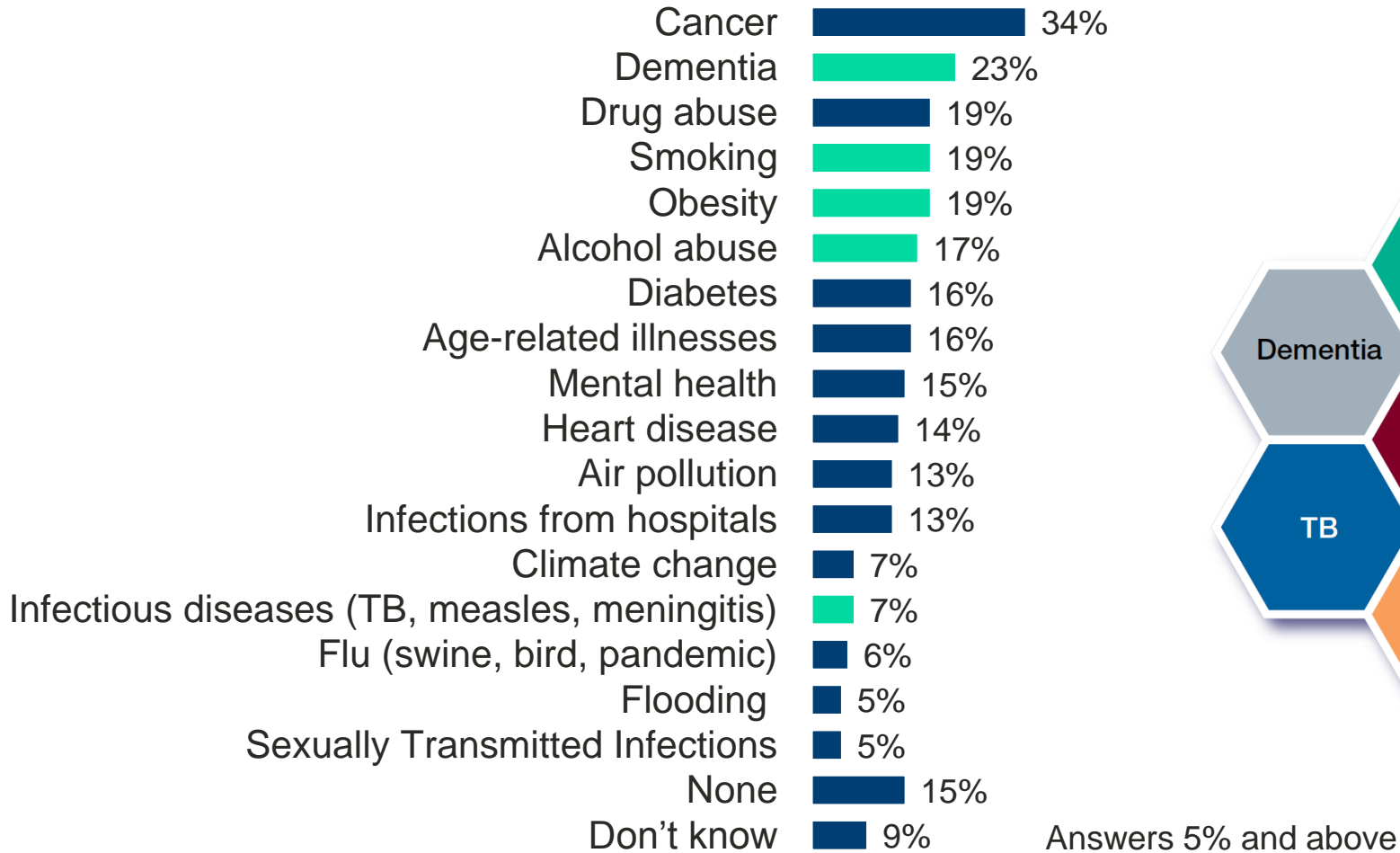
- Face-to-face omnibus survey
- 1,625 interviews with a nationally representative sample
- Fieldwork ran 6-14 June 2014

- 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

# The proposed Big Ambitions map well onto public's concerns

Q1 Which, if any, public health issues are you concerned about? (unprompted)

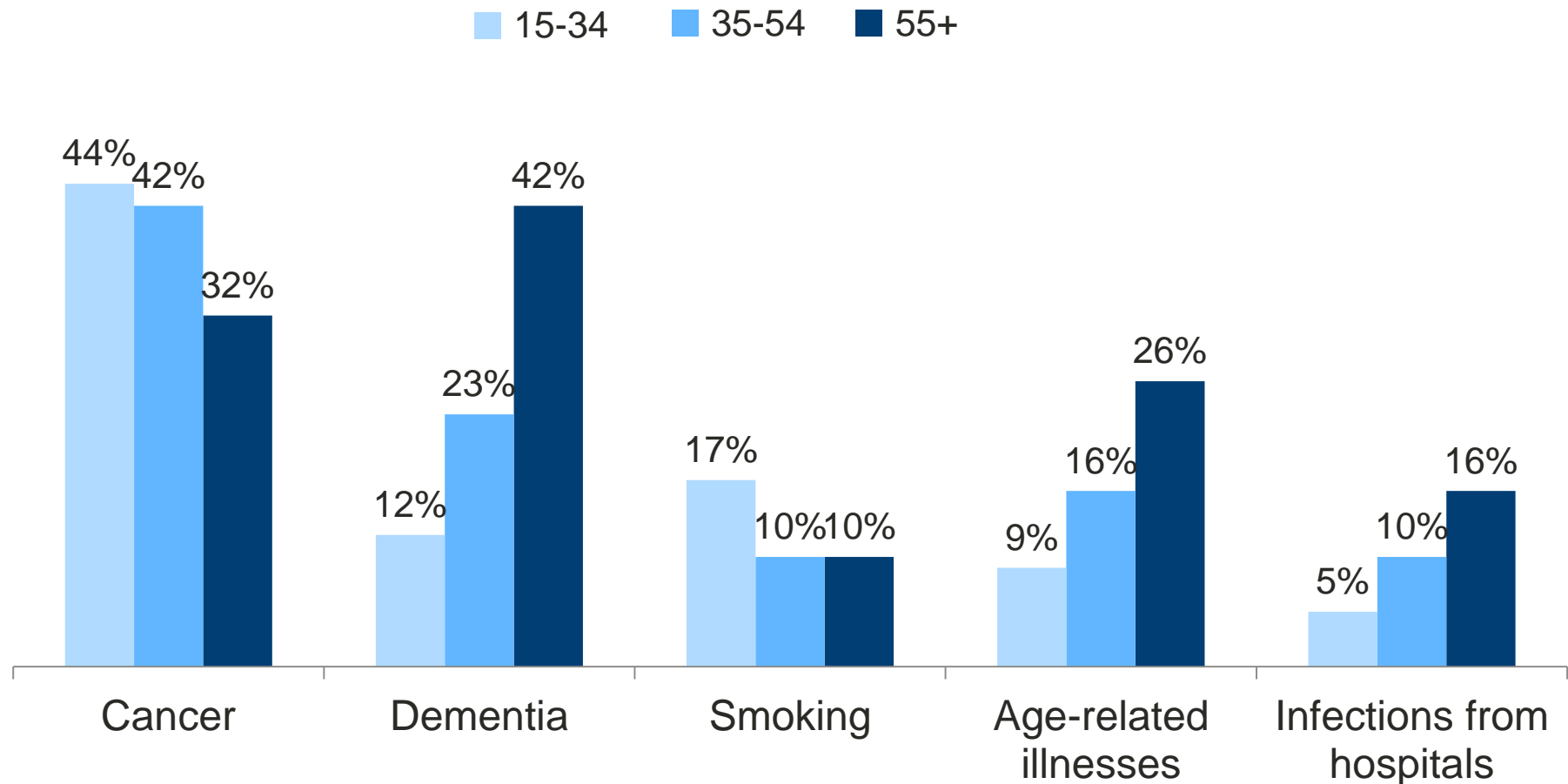


Base: All respondents (1,625)

Source: Ipsos MORI

# Concerns differ by age

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

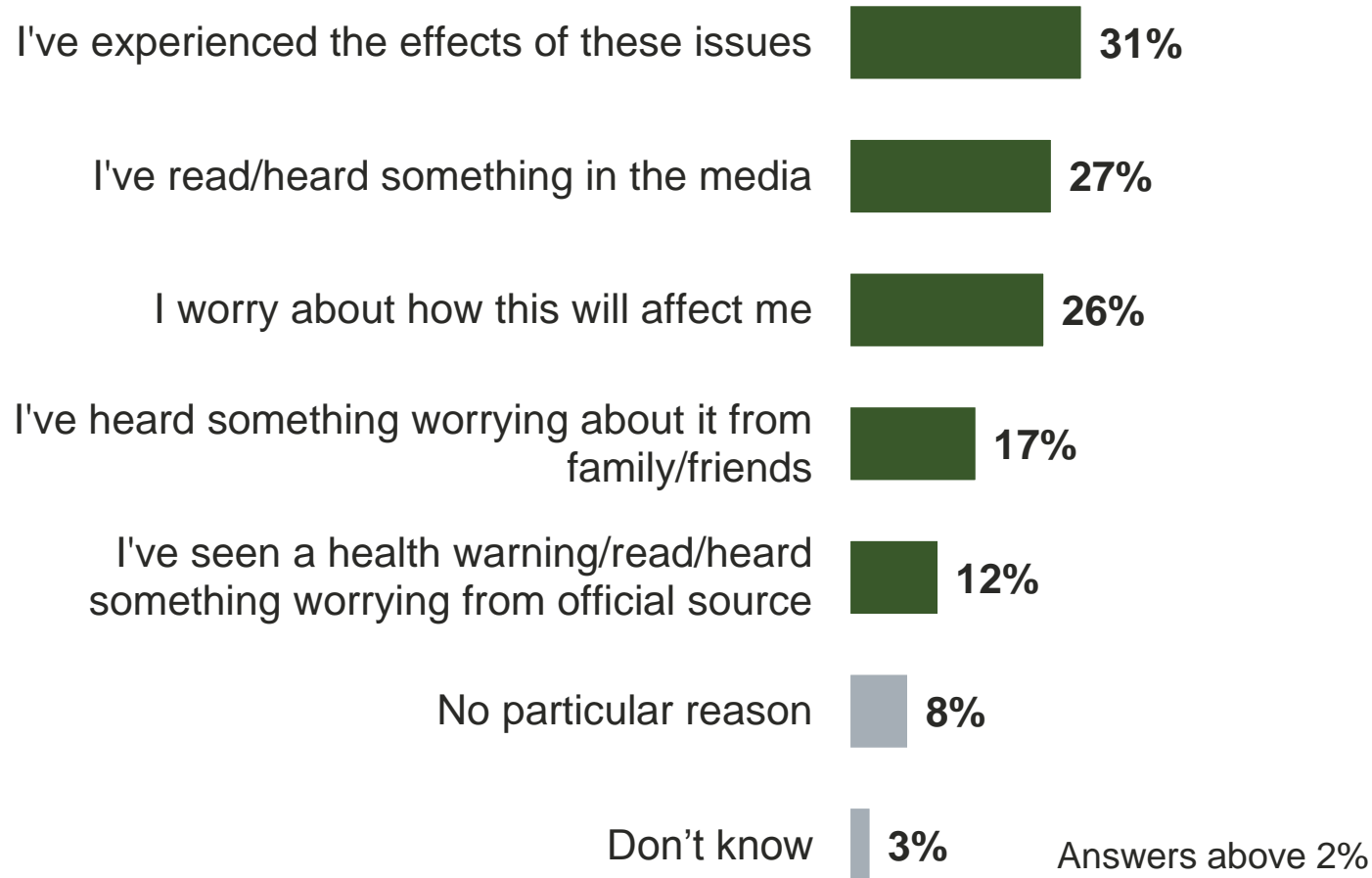


Base: All respondents 15-34 (485), 35-54 (489), 55+ (651)

Source: Ipsos MORI

# Personal experience and the media are important

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

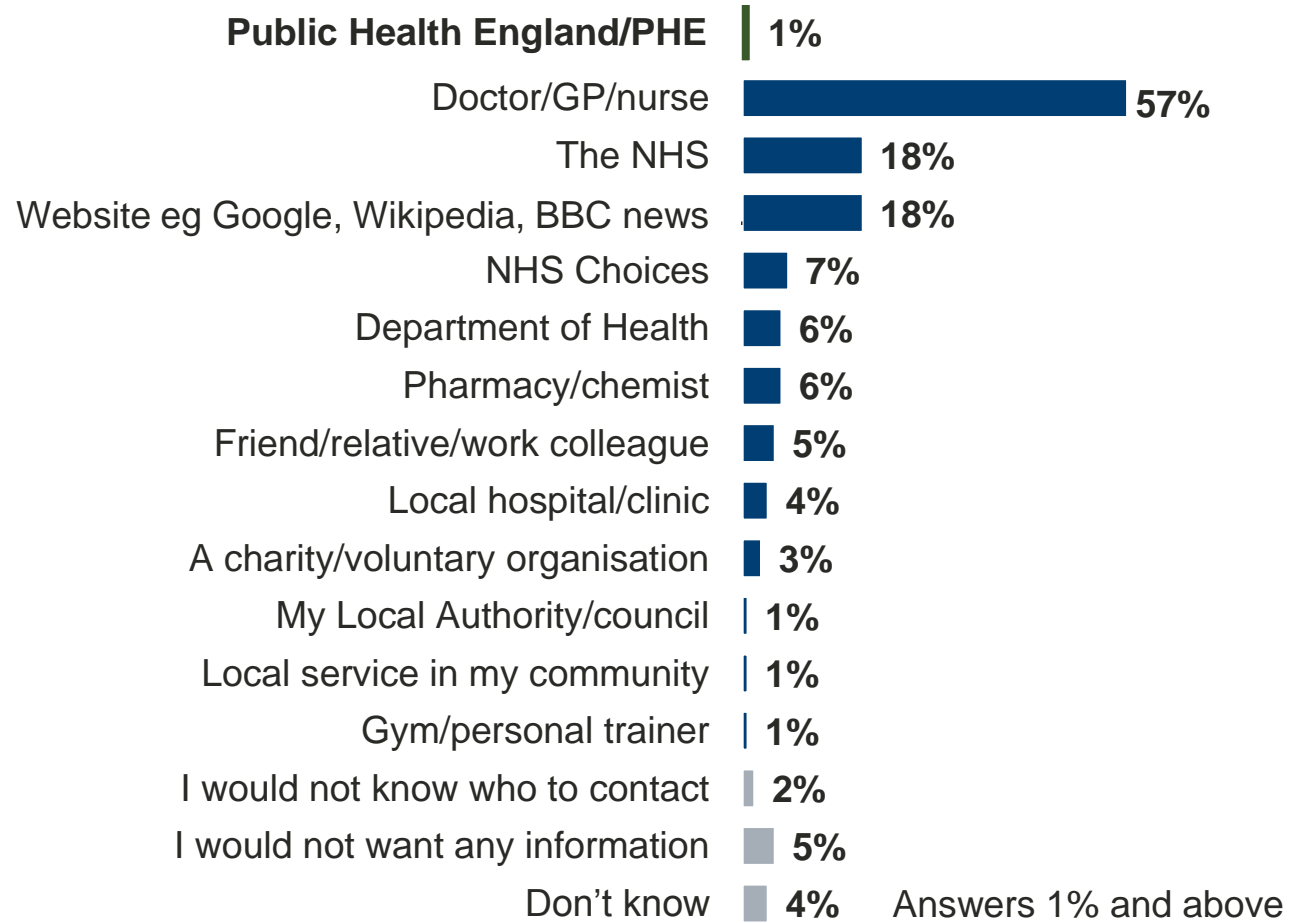


Base: All respondents with one or more public health concerns (1,239)

Source: Ipsos MORI

# Some key information channels are apparent

**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)**



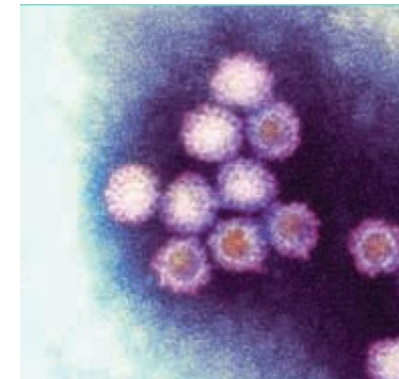
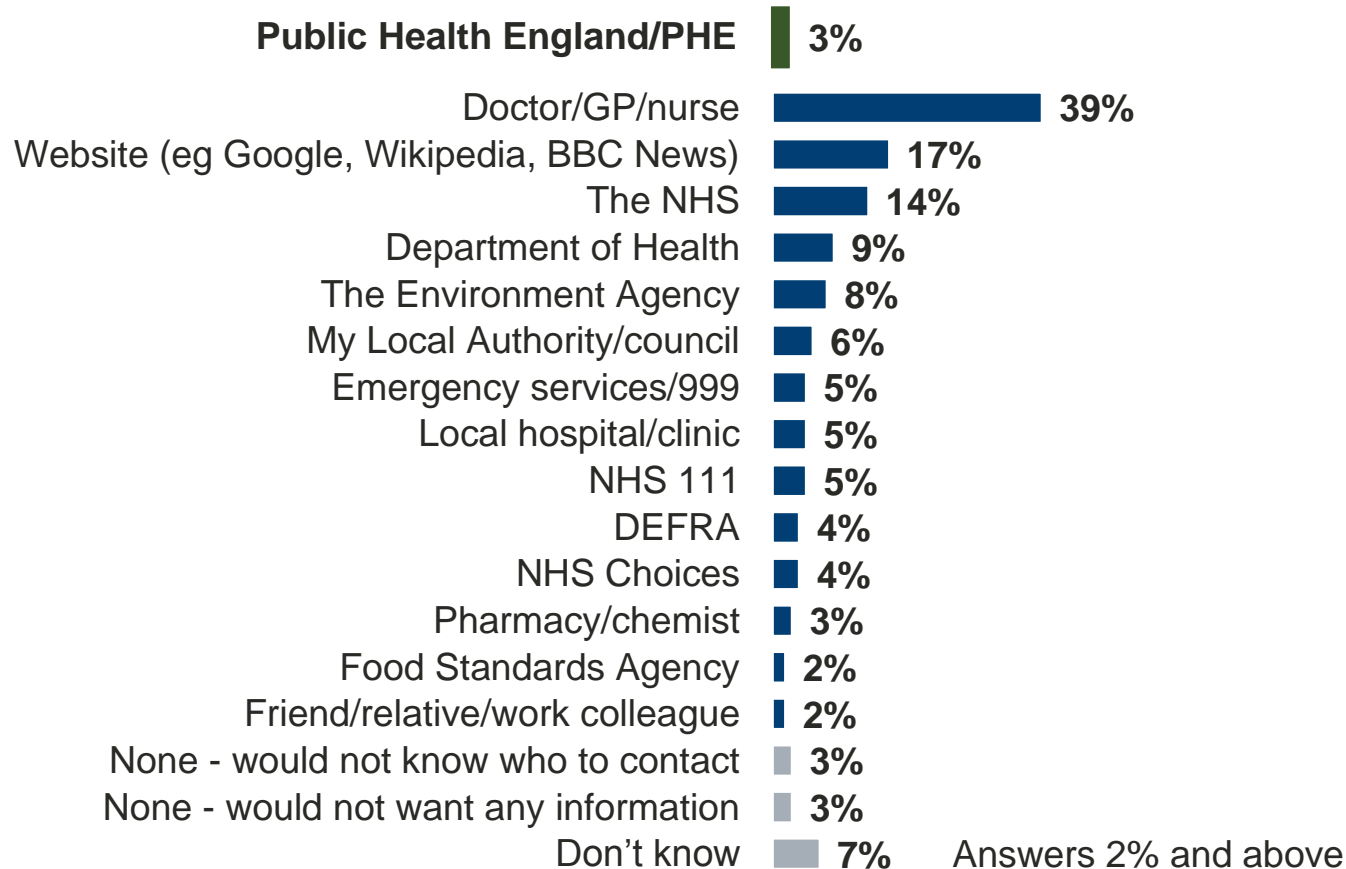
Base: All respondents (1,625)

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)**



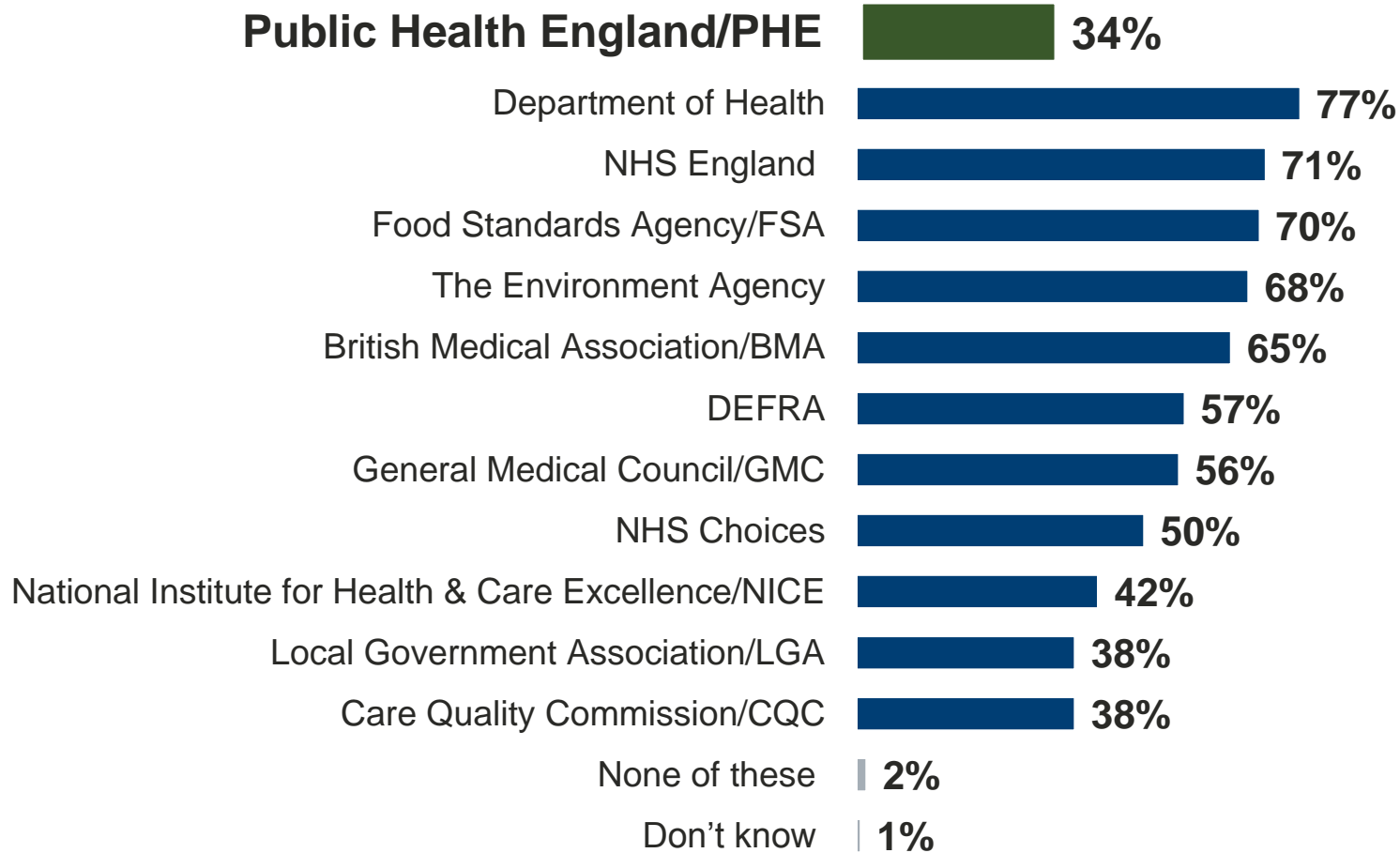
Base: All respondents (1,625)

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)**

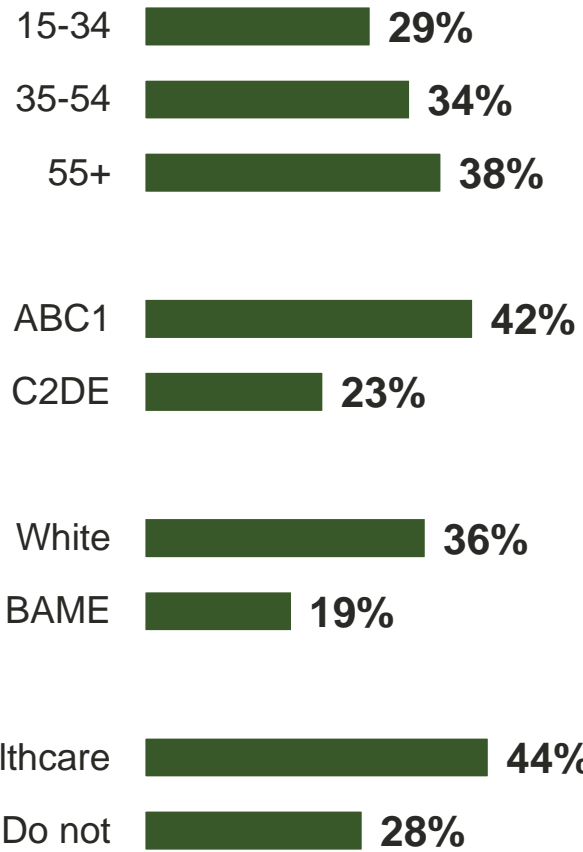


Base: All respondents (1,625)

Source: Ipsos MORI

# This is higher among certain groups

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



## Heard of



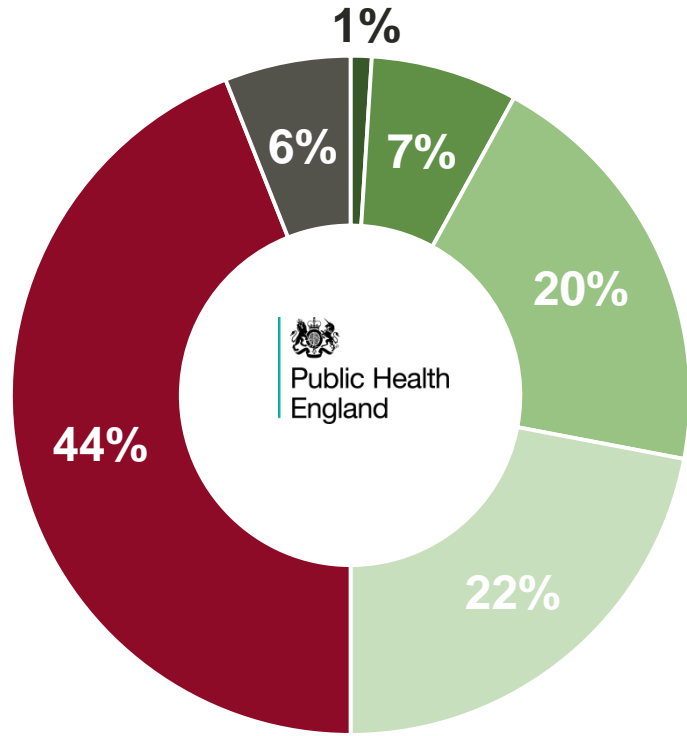
Public Health  
England

Base: All respondents (1,625), 15-34 (485), 35-55 (489), 55+ (651), ABC1 (796), C2DE (829), White (1,338), BAME (282), work/have friend/family in healthcare (532), do not (1,070)

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

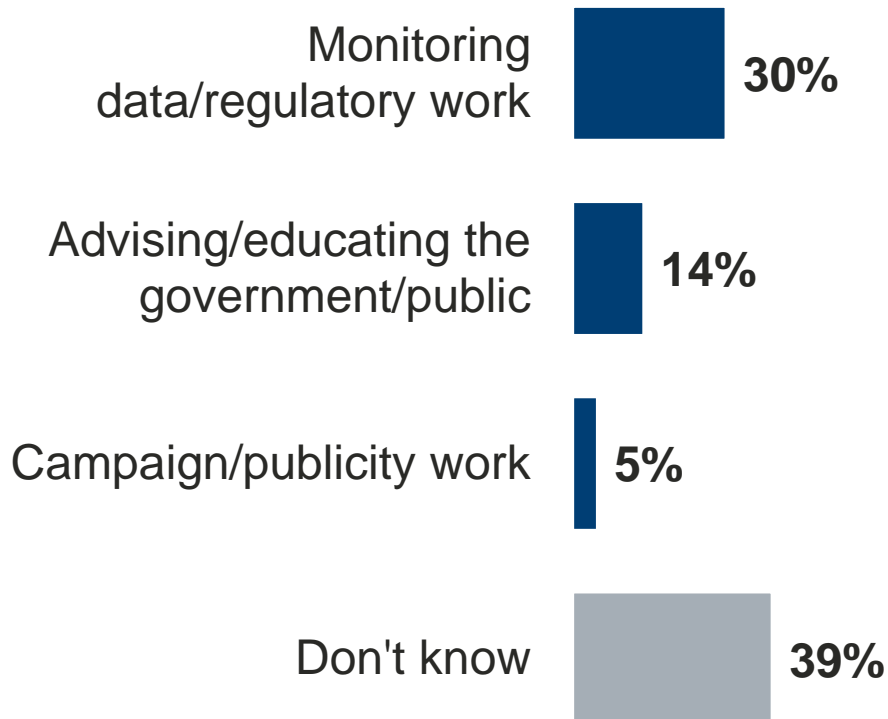
Base: All respondents (1,625)

Source: Ipsos MORI

# They can make sensible assumptions about what you do

**Q13 What do you think Public Health England/PHE does? Please answer even if you are unfamiliar with the organisation. (unprompted)**

## Coded themes:



“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”

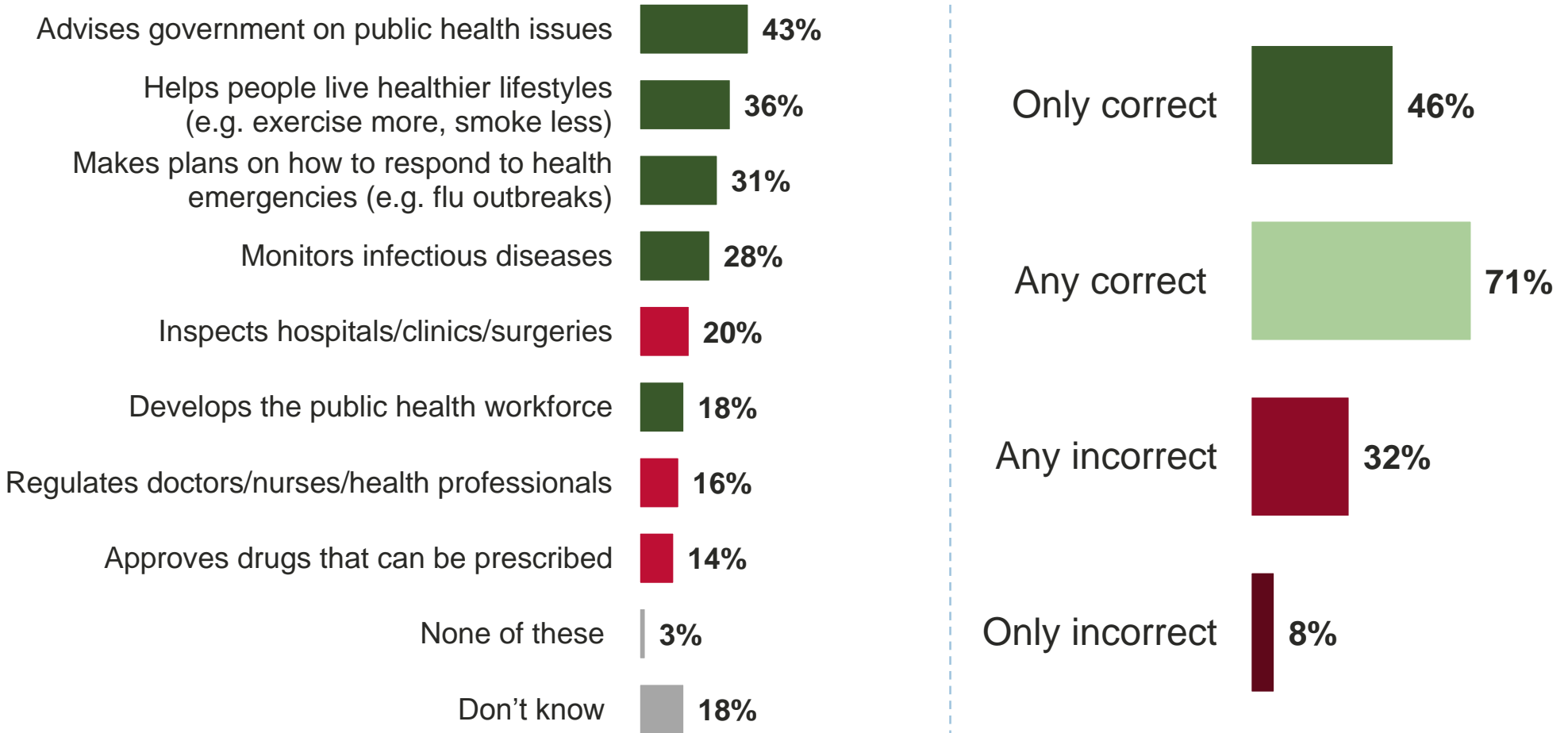
“Monitors the health of the nation and analyses data, sends out warnings and alerts about different health threats, publishes information online and in the media informing the public. Protects the public”

Base: All respondents (1,625)

Source: Ipsos MORI

# And can correctly identify many of your roles

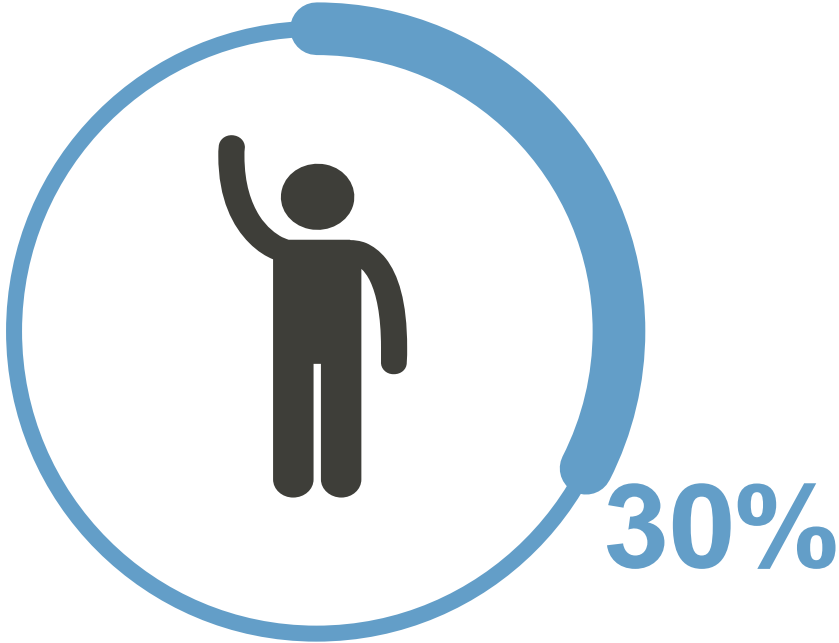
**Q14 Which of the following do you think Public Health England/PHE does? What else? (prompted)**



Base: All respondents (1,625)

Source: Ipsos MORI

# A third are willing to be involved



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

**Help people live a healthy lifestyle?**



**Protect people from threats to their health such as infectious diseases and hazards caused by chemicals, poisons or radiation?**



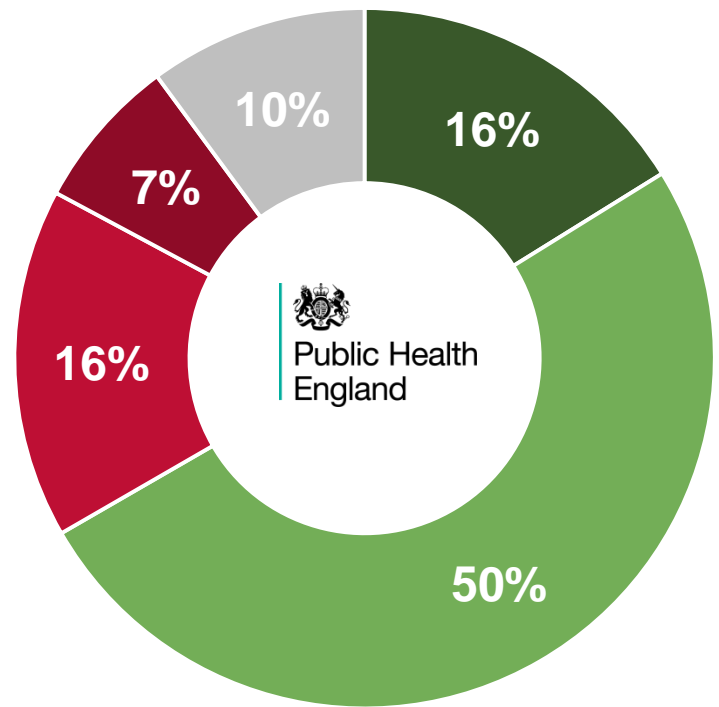
Base: All respondents (1,625)

Source: Ipsos MORI

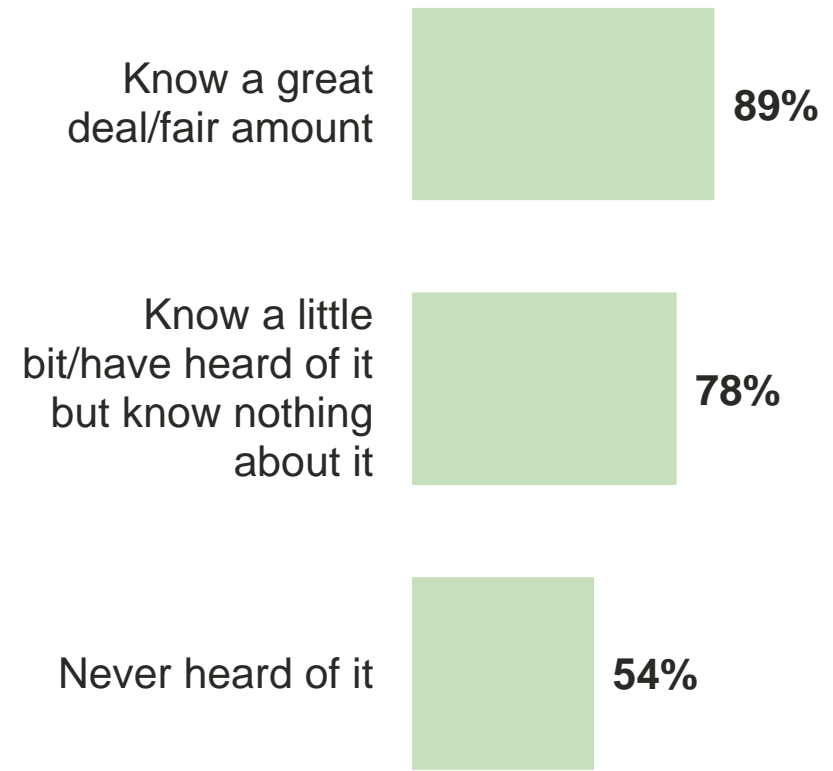
# Two thirds say they would be confident in your advice

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

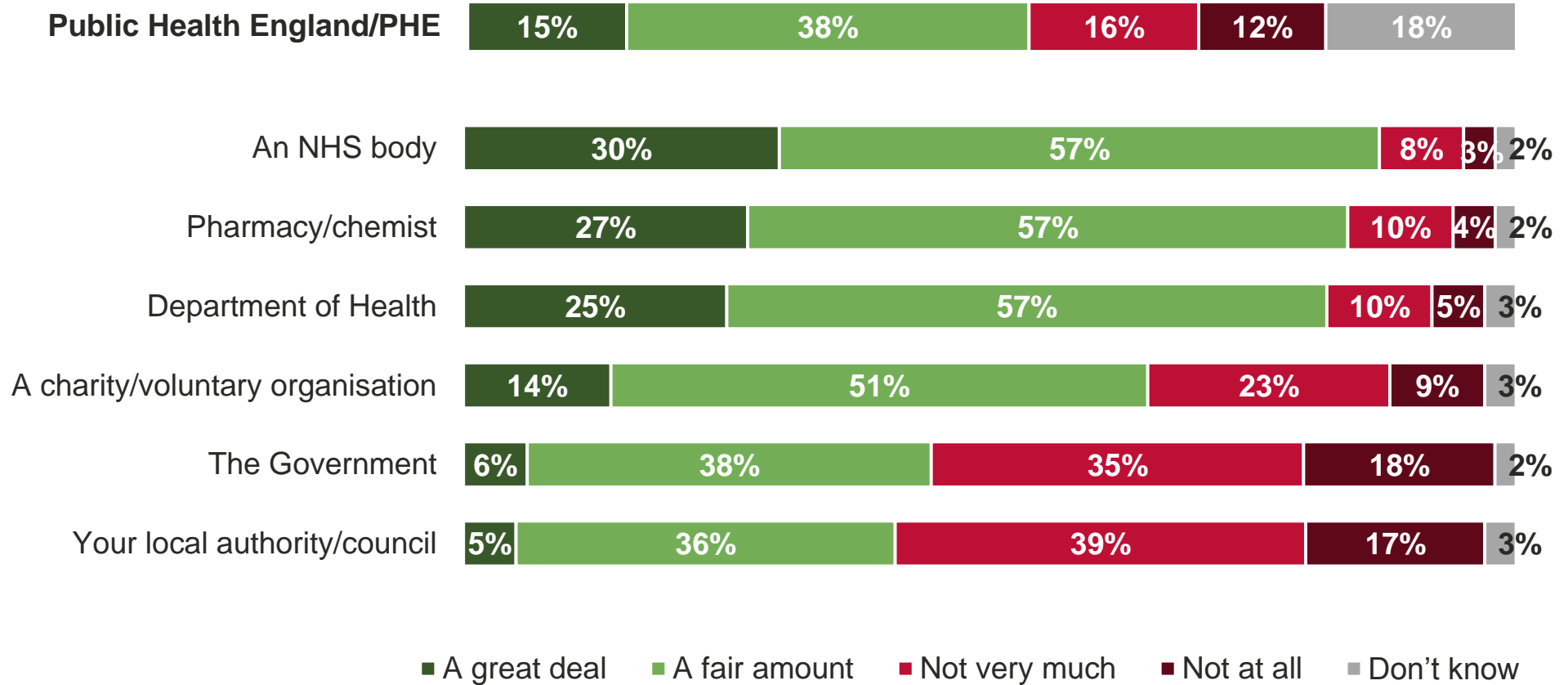


Base: All respondents (1,625), know a great deal/fair amount (133), a little bit/heard of it (670), never heard of it (718)

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?**

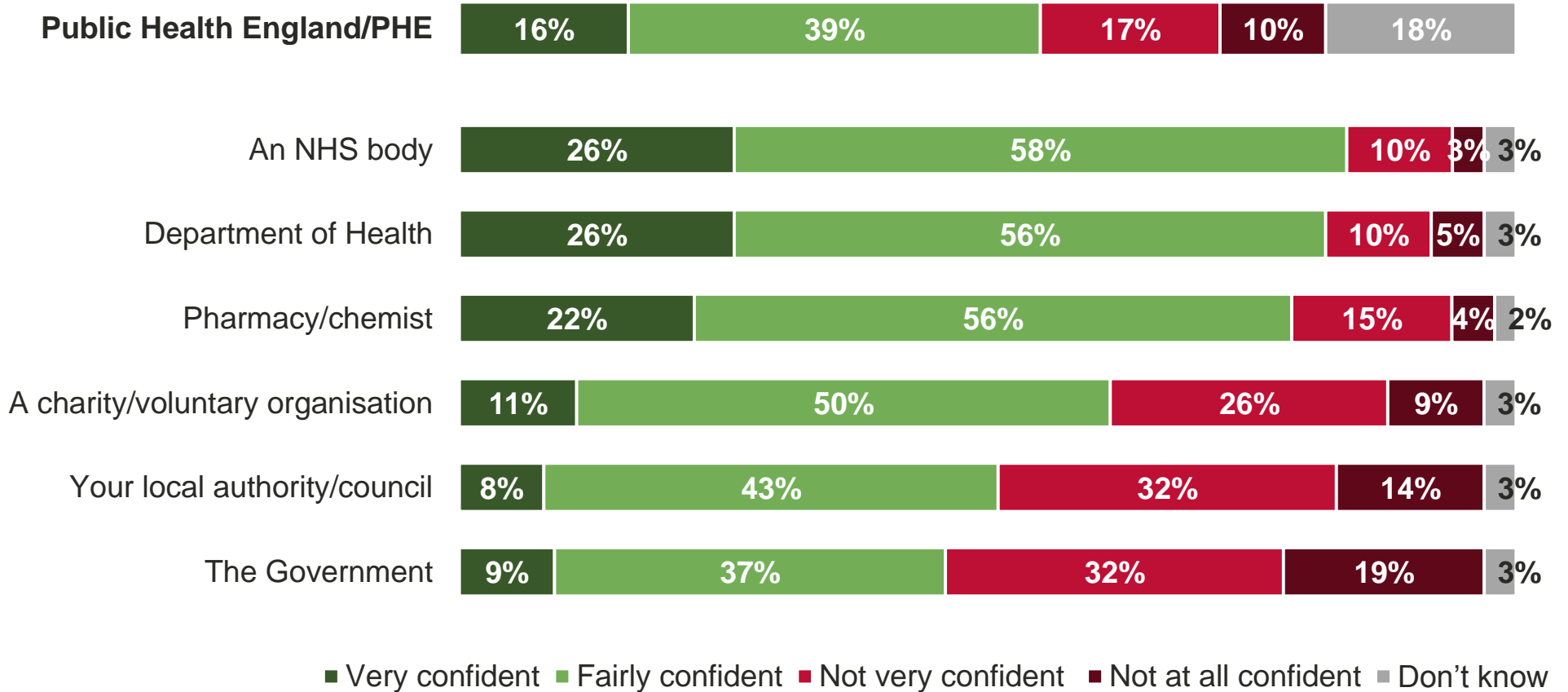


Base: All respondents (1,625)

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?**

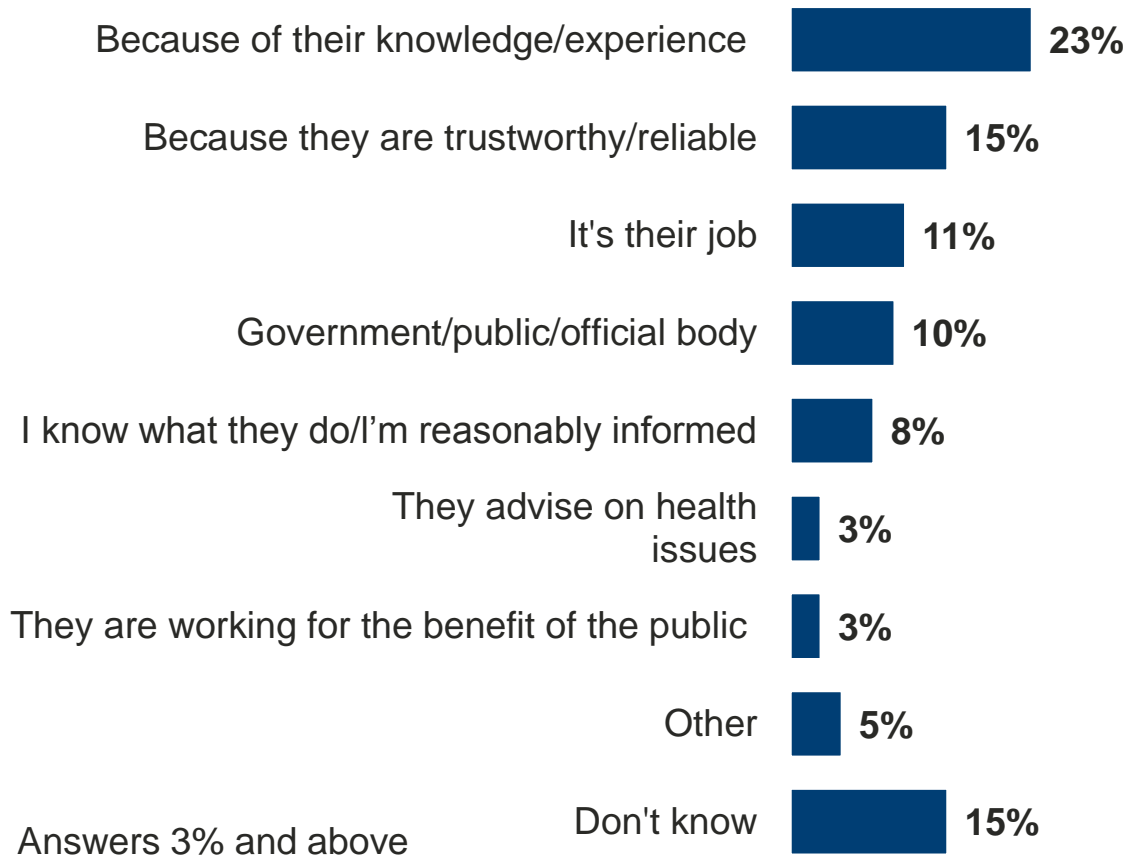


Base: All respondents (1,625)

Source: Ipsos MORI

# They have a number of reasons to be confident

Q16 Why do you say that <you would be confident in PHE's advice>? (unprompted)



"I love the role and aim of PHE, which I believe is important because it is for the overall community"

"Because they are quite a large body, there is a good chance they have reliable information, can back up their claims and give good advice to people on health matters"

"I feel confident that they would get it right, because they have been set up by professionals"

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

Source: Ipsos MORI

