Introduction and objectives

- Awareness and knowledge of PHE, its role and activities
- Levels of public confidence and trust in PHE
- Public health concerns
- Sources of advice and preferred communication channels

Face to face survey using Ipsos MORI Omnibus (repeat of 2015 and 2014)

Fieldwork 2\textsuperscript{nd} – 23\textsuperscript{rd} September 2016

1,640 participants – based in England, aged 15 and over

Data weighted to reflect population profile

24\% (n=394) willing to be contacted about PHE’s People’s Panel
Awareness and knowledge of PHE
Q8 Which, if any, of the following organisations have you heard of? (prompted)

- Department of Health (2016: 80%, 2015: 73%, 2014: 70%)
- Food Standards Agency (2016: 68%, 2015: 60%, 2014: 59%)
- Environment Agency (2016: 59%, 2015: 56%, 2014: 50%)
- BMA (2016: 50%, 2015: 46%, 2014: 44%)
- Defra (2016: 46%, 2015: 44%, 2014: 39%)
- NICE (2016: 39%)


Source: Ipsos MORI
And the public report better knowledge of you

Q12 How much, if anything, would you say you know about PHE?

<table>
<thead>
<tr>
<th>Year</th>
<th>A great deal</th>
<th>Just a little bit</th>
<th>Have heard of it but know nothing about it</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>11%</td>
<td>29%</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>2015</td>
<td>10%</td>
<td>22%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>2014</td>
<td>7%</td>
<td>20%</td>
<td>22%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Significant increase/decrease vs. previous year


Source: Ipsos MORI
But increased awareness not always informed awareness

Q14 Looking at this list, which of the following do you think PHE does?

- Advises government: 50%
- Publishes info on specific health issues: 42%
- Publishes info on overall health of populations: 42%
- Helps people live healthier lifestyles: 41%
- Makes plans to respond to health emergencies: 41%
- Monitors infectious diseases: 36%
- Inspects hospitals/clinics/surgeries**: 25% (down 4 since 2015)
- Develops the public health workforce: 24%
- Regulates doctors/nurses/health professionals**: 21% (up 7 since 2015)
- Approves drugs that can be prescribed**: 18%
- None of these/don’t know: 15%


Source: Ipsos MORI
### Better awareness among older and ABC1 groups

#### Q8 Which, if any, of the following organisations have you heard of? - PHE

<table>
<thead>
<tr>
<th>Age</th>
<th>15-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>44%</td>
<td>59%</td>
<td>55%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White</th>
<th>BME</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social grade</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work/know someone working in healthcare</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Long-term illness/disability</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>48%</td>
<td></td>
</tr>
</tbody>
</table>

All participants: 15-24 (240); 25-44 (459); 45-64 (502); 65+ (439); ABC1 (927) C2DE (713); White (1374); BME (264); Informal carers (281) Non-carers (1,358); Long-term illness or disability (399) No long-term illness/disability (1,241); Working/know someone working in healthcare (586); Not working/don’t know anyone working in healthcare (1,053).

Source: Ipsos MORI
Increased awareness not uniform across sub-groups

Q8 Which, if any, of the following organisations have you heard of? – PHE

**Age**

- 15-24: 36%
- 25-44: 44%
- 45-64: 59%
- 65+: 55%

**Ethnicity**

- White: 54%
- BME: 25%

**Social grade**

- ABC1: 57%
- C2DE: 41%

*Change over time 2014-16*:

- Age:
  - 15-24: +7
  - 25-44: +14
  - 45-64: +23
  - 65+: +17

- Ethnicity:
  - White: +18
  - BME: +6

- Social grade:
  - ABC1: +15
  - C2DE: +18


Source: Ipsos MORI
Confidence and trust in advice
Confidence in PHE’s advice is increasing...

Q15 How confident would you be in the advice provided by PHE?

<table>
<thead>
<tr>
<th>Year</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>2016</td>
<td>23%</td>
<td>59%</td>
<td>10%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>2015</td>
<td>20%</td>
<td>56%</td>
<td>14%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>2014</td>
<td>16%</td>
<td>50%</td>
<td>16%</td>
<td>7%</td>
<td>10%</td>
</tr>
</tbody>
</table>


Source: Ipsos MORI
...for advice on healthy living and health threats

Q11A To what extent would you trust advice on how to stay healthy from the following?

![Similar patterns observed for advice about health threats](image)

- **An NHS body**
  - A great deal: 40%
  - A fair amount: 92%
  - Not very much: 52%
  - Not at all: 5%
  - Don’t know: 2%
  - Sig. increase/decrease vs. previous year: -2%

- **Department of Health**
  - A great deal: 34%
  - A fair amount: 87%
  - Not very much: 53%
  - Not at all: 9%
  - Don’t know: 3%
  - Sig. increase/decrease vs. previous year: -2%

- **Pharmacy/chemist**
  - A great deal: 30%
  - A fair amount: 86%
  - Not very much: 56%
  - Not at all: 10%
  - Don’t know: 3%
  - Sig. increase/decrease vs. previous year: -1%

- **Public Health England**
  - A great deal: 22%
  - A fair amount: 72%
  - Not very much: 50%
  - Not at all: 13%
  - Don’t know: 6%
  - Sig. increase/decrease vs. previous year: -9%

- **A charity/voluntary organisation**
  - A great deal: 15%
  - A fair amount: 70%
  - Not very much: 54%
  - Not at all: 22%
  - Don’t know: 7%
  - Sig. increase/decrease vs. previous year: -2%

- **A university/academic organisation**
  - A great deal: 16%
  - A fair amount: 64%
  - Not very much: 48%
  - Not at all: 22%
  - Don’t know: 11%
  - Sig. increase/decrease vs. previous year: -3%

- **Your local authority/council**
  - A great deal: 11%
  - A fair amount: 54%
  - Not very much: 44%
  - Not at all: 32%
  - Don’t know: 12%
  - Sig. increase/decrease vs. previous year: 1%

- **The Government**
  - A great deal: 10%
  - A fair amount: 53%
  - Not very much: 43%
  - Not at all: 28%
  - Don’t know: 17%
  - Sig. increase/decrease vs. previous year: 1%


Source: Ipsos MORI
Public health concerns
# Cancer remains the public’s greatest health concern

Q3 Please tell me which, if any, of the following you are most concerned about?

<table>
<thead>
<tr>
<th>Illness</th>
<th>2016</th>
<th>Change 2014-16*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>46%</td>
<td>+7</td>
</tr>
<tr>
<td>Dementia</td>
<td>24%</td>
<td>-2</td>
</tr>
<tr>
<td>Mental health</td>
<td>21%</td>
<td>+5</td>
</tr>
<tr>
<td>Heart disease</td>
<td>20%</td>
<td>+8</td>
</tr>
<tr>
<td>Obesity</td>
<td>15%</td>
<td>0</td>
</tr>
<tr>
<td>Diabetes</td>
<td>16%</td>
<td>+5</td>
</tr>
<tr>
<td>Illnesses related to ageing**</td>
<td>14%</td>
<td>-3</td>
</tr>
<tr>
<td>Alcohol abuse</td>
<td>13%</td>
<td>+2</td>
</tr>
<tr>
<td>Smoking</td>
<td>10%</td>
<td>-2</td>
</tr>
<tr>
<td>Drug abuse</td>
<td>10%</td>
<td>-4</td>
</tr>
<tr>
<td>Stroke</td>
<td>9%</td>
<td>0</td>
</tr>
<tr>
<td>Sugar</td>
<td>9%</td>
<td>N/A</td>
</tr>
<tr>
<td>Air pollution</td>
<td>8%</td>
<td>0</td>
</tr>
<tr>
<td>Infections from hospitals/clinics</td>
<td>6%</td>
<td>-4</td>
</tr>
</tbody>
</table>

Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). **Please note that in 2014 this code was worded ‘age-related illnesses’. A number of answer codes have been abbreviated; refer to topline results for full wording. *Percentage point change

Source: Ipsos MORI
But concerns vary by age and social grade

Q3 Please tell me which, if any, of the following you are most concerned about

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Dementia</th>
<th>Illnesses related to ageing</th>
<th>Mental health</th>
<th>Behaviours (NET eg alcohol, drug abuse, smoking)**</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>13%</td>
<td>5%</td>
<td>23%</td>
<td>34%</td>
</tr>
<tr>
<td>25-44</td>
<td>19%</td>
<td>6%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>45-64</td>
<td>28%</td>
<td>18%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>65+</td>
<td>32%</td>
<td>27%</td>
<td>15%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Social grade

<table>
<thead>
<tr>
<th>Social grade</th>
<th>Dementia</th>
<th>Mental health</th>
<th>Obesity</th>
<th>Illnesses related to ageing</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC1</td>
<td>26%</td>
<td>23%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>C2DE</td>
<td>21%</td>
<td>18%</td>
<td>9%</td>
<td>10%</td>
</tr>
</tbody>
</table>

All participants: 15-24 (240); 25-44 (459); 45-64 (502); 65+ (439); ABC1 (927) C2DE (713); **Includes all naming one or more of the following: smoking, alcohol abuse, drug abuse.

Source: Ipsos MORI
Sources of information
**PHE not yet top of mind but more so for those familiar with you**

**Q9  Who/which organisation, if any, from this list would you contact for info on how to stay healthy? (Answers 4% and above shown)**

- Doctor/GP/nurse: 70%<sup>↑</sup>
- NHS: 30%
- Another website e.g. Google, Wikipedia: 22%<sup>↓</sup>
- Pharmacy/chemist: 14%
- NHS Choices: 12%
- Friend/relative/work colleague: 12%
- Department of Health: 12%
- Local hospital/clinic: 9%
- A charity/voluntary organisation: 6%
- Local service in my community: 5%
- **Public Health England/PHE**: 4%
- My local authority/council: 4%
- None – wouldn't know who to contact: 1%
- None – would not want any info: 5%

11% of those who know PHE a great deal/fair amount

Similar preferences observed for information on **health threats**

More recognise PHE as a source of information: 8%, increasing to 19% of those who **know a great deal/fair amount about PHE**

Base: All participants (2016: 1,640, 2015: 1,631); know PHE a great deal/fair amount (193)

**Ipsos Public Affairs**

Source: Ipsos MORI
Strong value placed on traditional media

Q18 Through which of the following sources, if any, would you prefer to receive information and advice from PHE about possible threats to your health?

- National TV: 60% (↑)
- National press/newspaper: 35%
- Leaflets/posters in local GP surgery: 30% (↑)
- National radio: 27% (↑)
- Leaflets/posters in local pharmacy: 23%
- Local TV: 23% (↑)
- Another website: 20%
- Local press/newspaper: 16%
- Local radio: 18% (↑)
- Facebook: 17% (↑)
- Public Health England/PHE’s website: 16%
- NHS Choices website: 16% (↑)
- Leaflets/posters in local library/community centre: 13% (↑)
- Via an app on a smartphone, tablet or computer: 9%
- Twitter: 8% (↑)
- Billboards: 7%
- NHS 111: 7%
- Magazine: 6%
- Red button on my TV: 4%
- Would not want any information/advice from PHE: 5%

Similar story for information about healthy living

NET (threats to health):

- TV: 40% (↑ 8)
- Billboard/leaflet/poster: 35% (↑ 4)
- Websites: 34% (↑ 6)
- Radio: 32% (↑ 4)
- Social media/app: 22%

Source: Ipsos MORI

Particularly among older groups but growing interest in digital channels

Preferred channels for information on how to stay healthy

- **TV (NET)**
  - 15-34: 53%
  - 35-54: 58%
  - 55+: 64%

- **Billboards/leaflets/posters (NET)**
  - 15-34: 37%
  - 35-54: 42%
  - 55+: 45%

- **Press/newspapers/magazines (NET)**
  - 15-34: 29%
  - 35-54: 39%
  - 55+: 41%

- **Radio (NET)**
  - 15-34: 20%
  - 35-54: 31%
  - 55+: 31%

- **Websites/social media/apps (NET)**
  - 15-24: 55% (+0 since 2015)
  - 25-34: 56% (+6)
  - 35-44: 54% (+3)
  - 45-54: 48% (+5)
  - 55-64: 44% (+6)
  - 65+: 27% (+8)

All participants: 15-34 (461); 35-54 (489); 55+ (690); 35+ (1,179); 15-24 (240); 25-34 (221); 35-44 (238); 45-54 (251); 55-64 (251); 65+ (439)

Source: Ipsos MORI
Conclusions and implications
What about young people? (aged 15-24)

Young people have **lower knowledge and awareness** of PHE (& other organisations)

But – they are **optimistic**: high levels of trust in PHE & other organisations

Their biggest health concerns include **mental health & health behaviours** (smoking, drinking, drug use)

And they are the group most likely to want information via **websites/social media/apps**
Conclusions and implications

Increased awareness of PHE likely due to media prominence, branded campaigns, high background noise about the NHS

Potential to raise awareness among younger people and those from lower socioeconomic backgrounds

Public concerns map onto PHE’s priorities – but cancer still the biggest concern

PHE could speak to this concern – but it continues to be a challenge to bring home the reality of other health issues. Could more be done to emphasise the link between cancer and other health issues?

Traditional media still important, but the public increasingly wants information via digital channels

PHE’s current multi-channel approach continues to be important
For more information

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