



Public Health
England

Public Health England

Public awareness and opinion survey

2016

October/November 2016



Ipsos Public Affairs

© 2016 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

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 2nd – 23rd September 2016

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

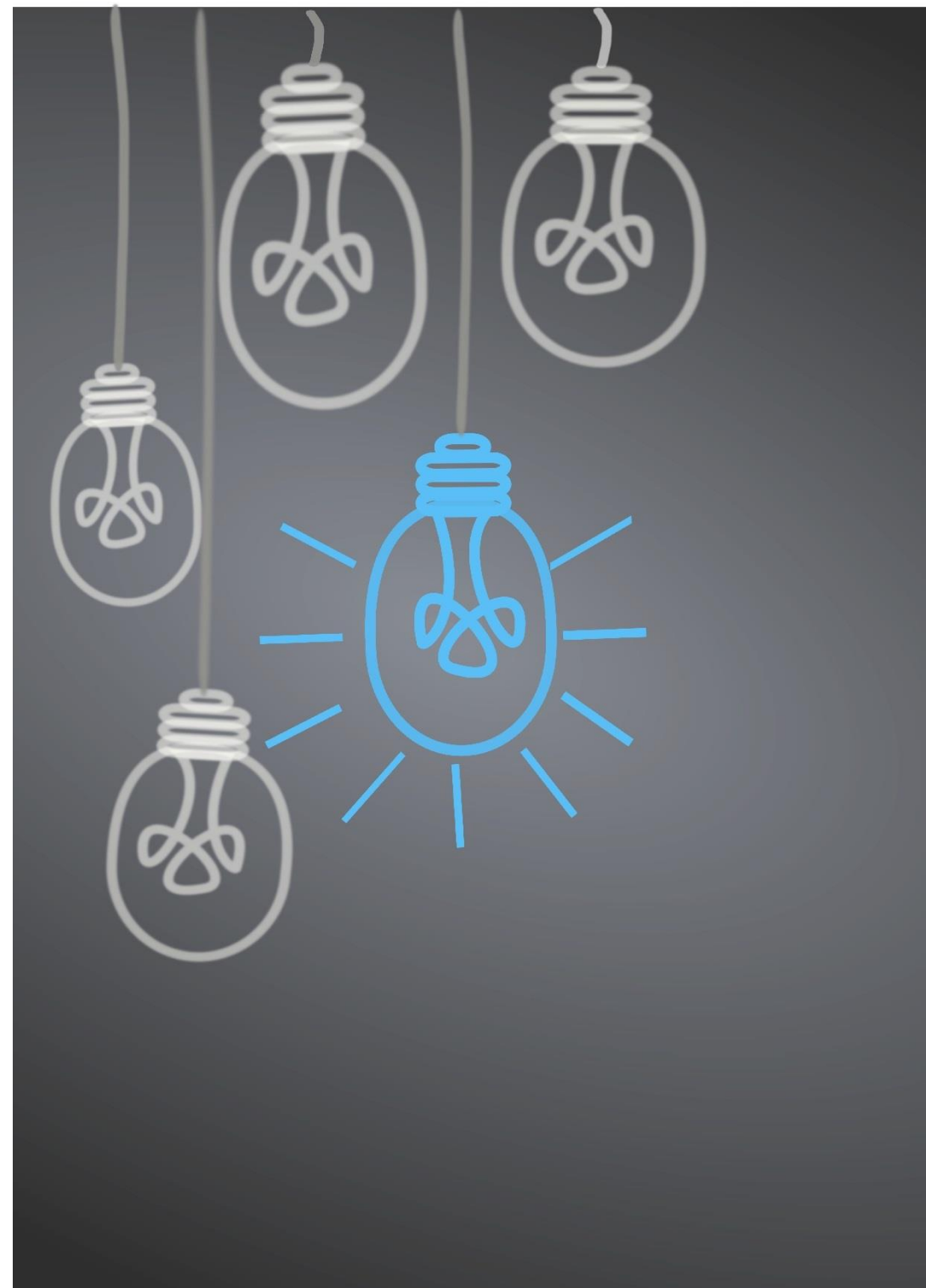
Data weighted to reflect population profile

24% (n=394) willing to be contacted about PHE's People's Panel

Awareness and knowledge of PHE

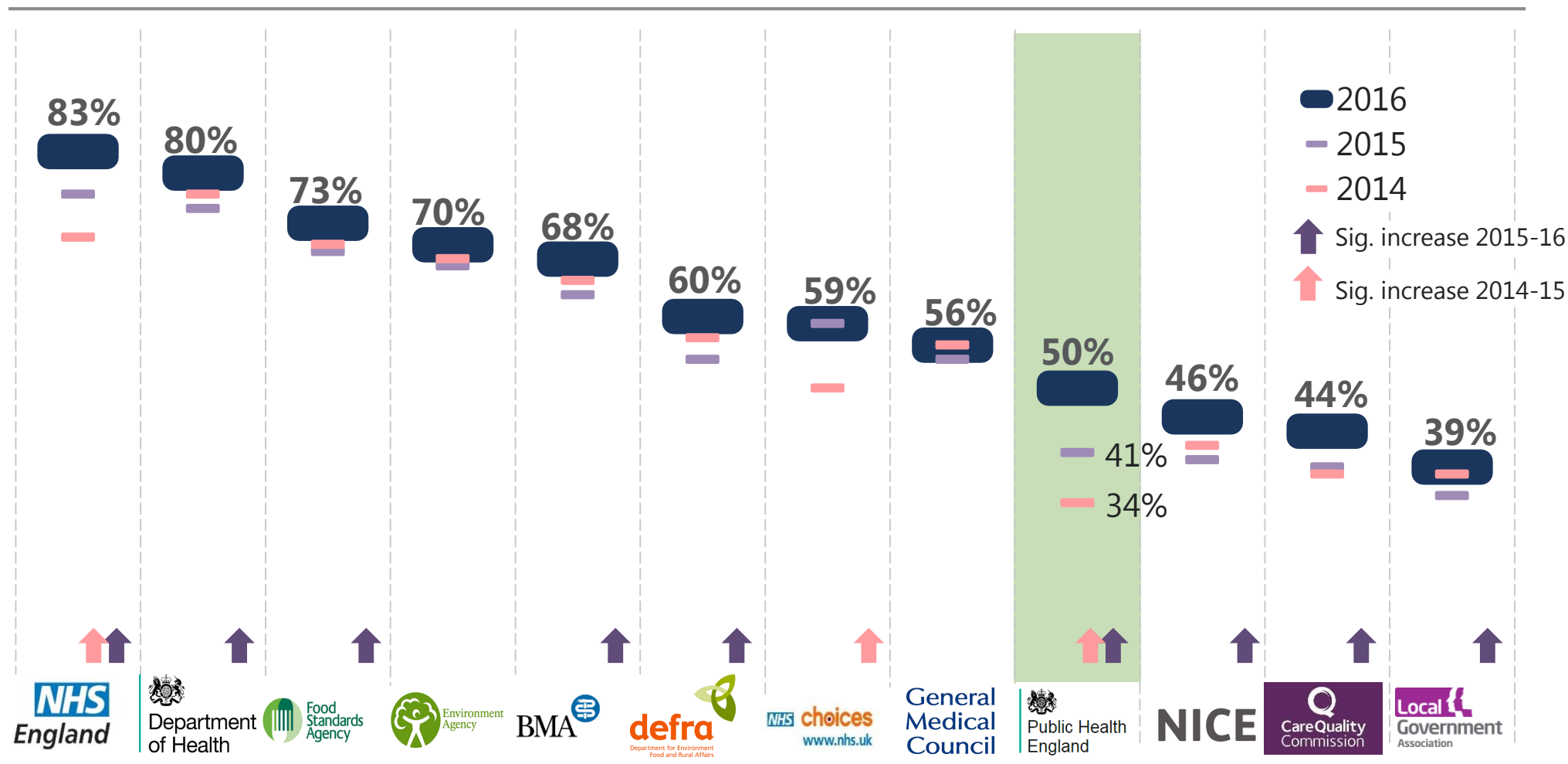


Ipsos Public Affairs



Awareness of PHE is increasing

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



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).

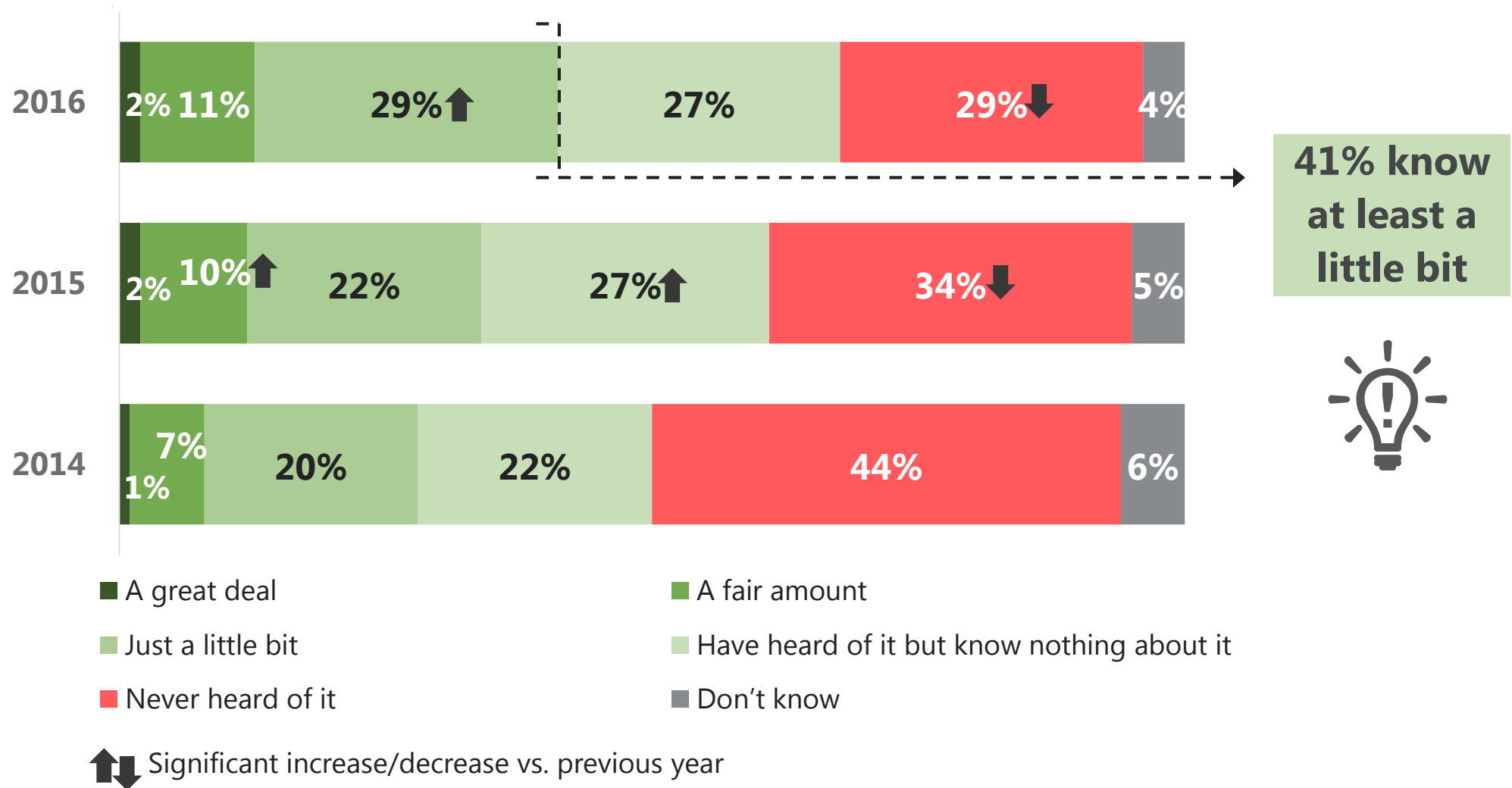


Ipsos Public Affairs

Source: Ipsos MORI

And the public report better knowledge of you

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



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).

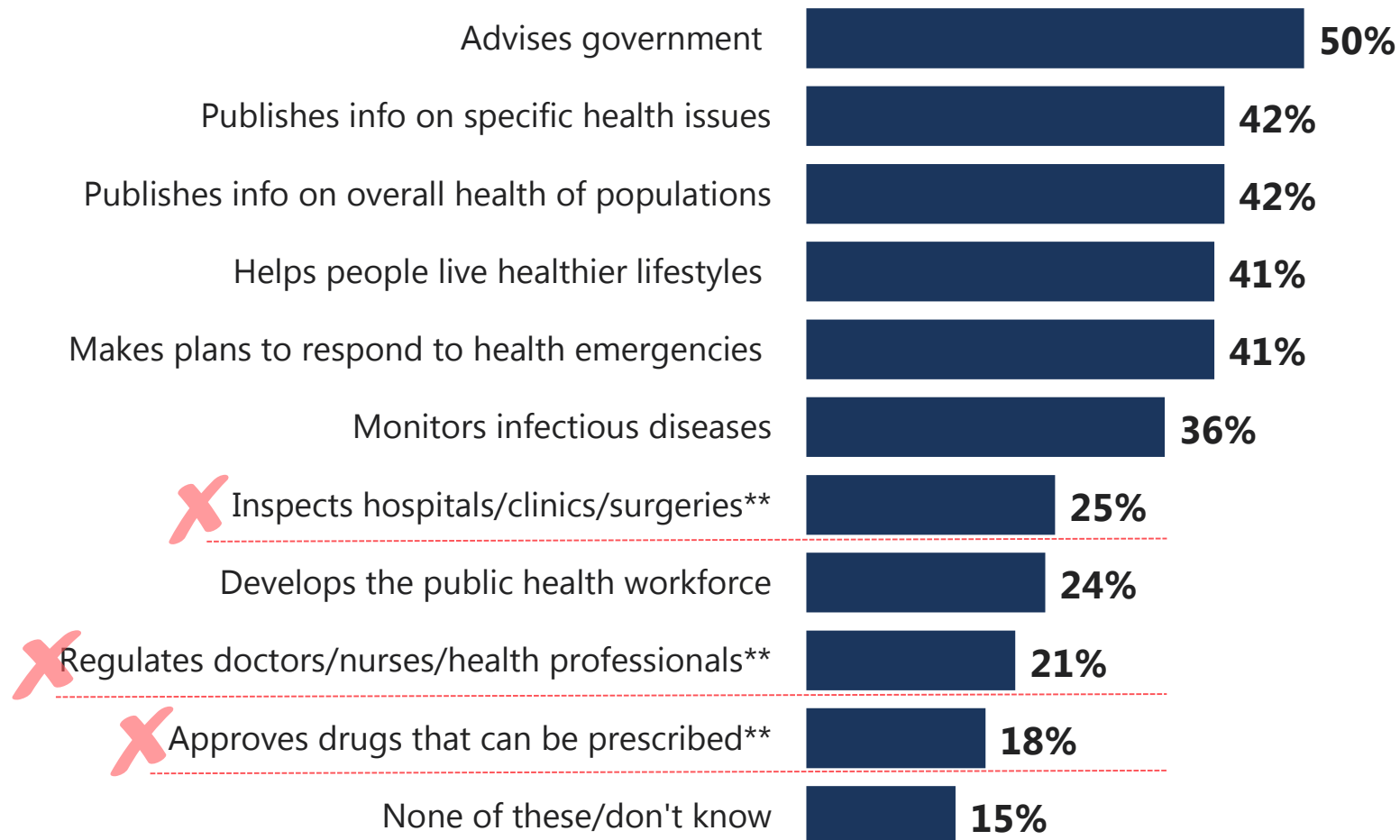


Ipsos Public Affairs

Source: Ipsos MORI

But increased awareness not always informed awareness

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



Only correct answers*

-4 since 2015

Any incorrect answers

+7 since 2015

Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). *Percentage point change over time. **Incorrect response options included as 'red herrings' to test knowledge.

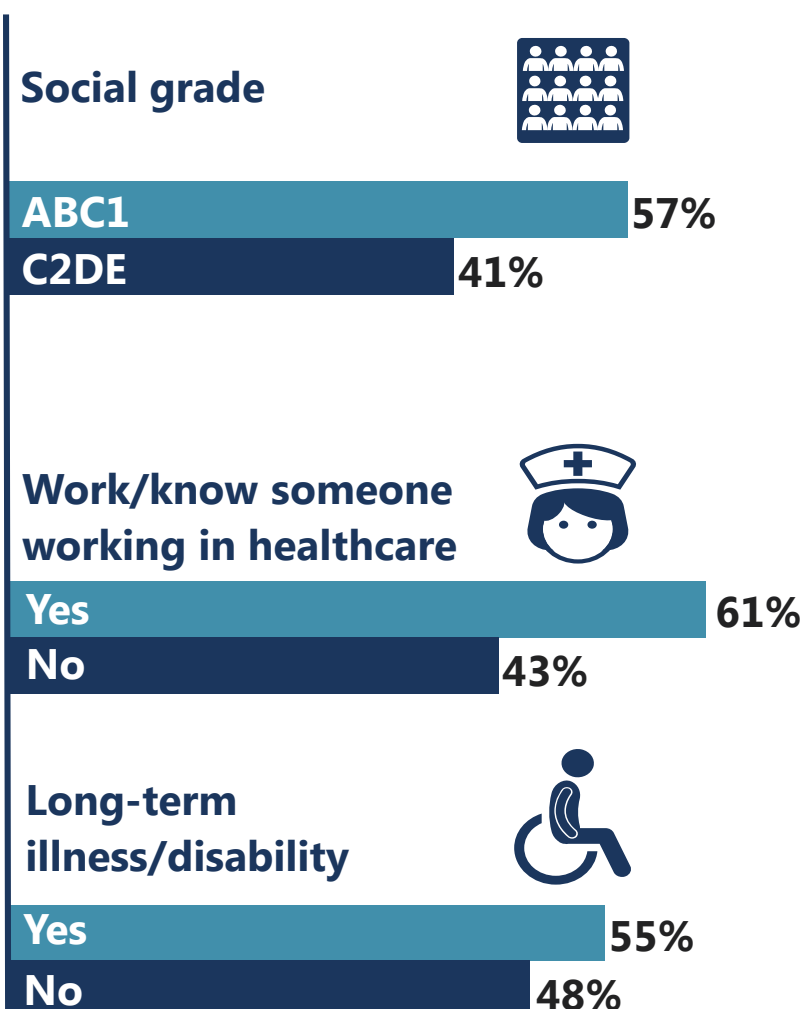
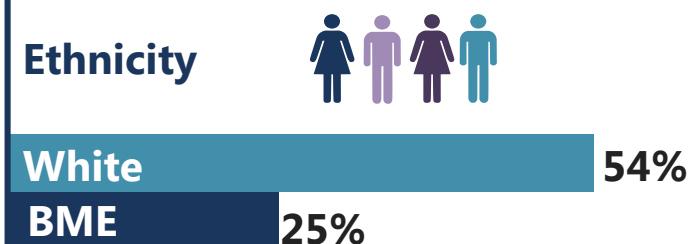
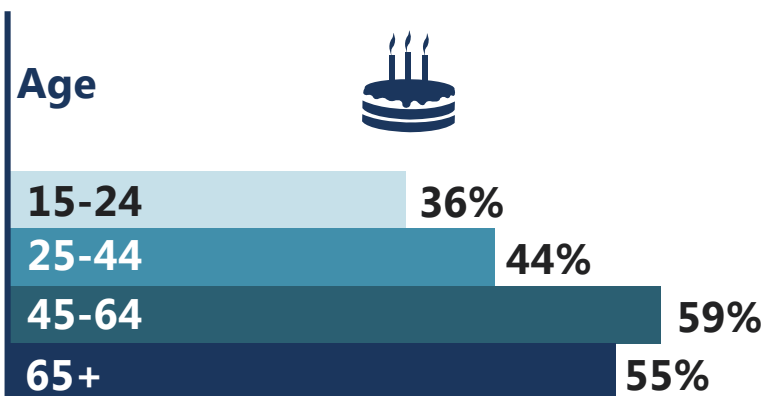


Ipsos Public Affairs

Source: Ipsos MORI

Better awareness among older and ABC1 groups

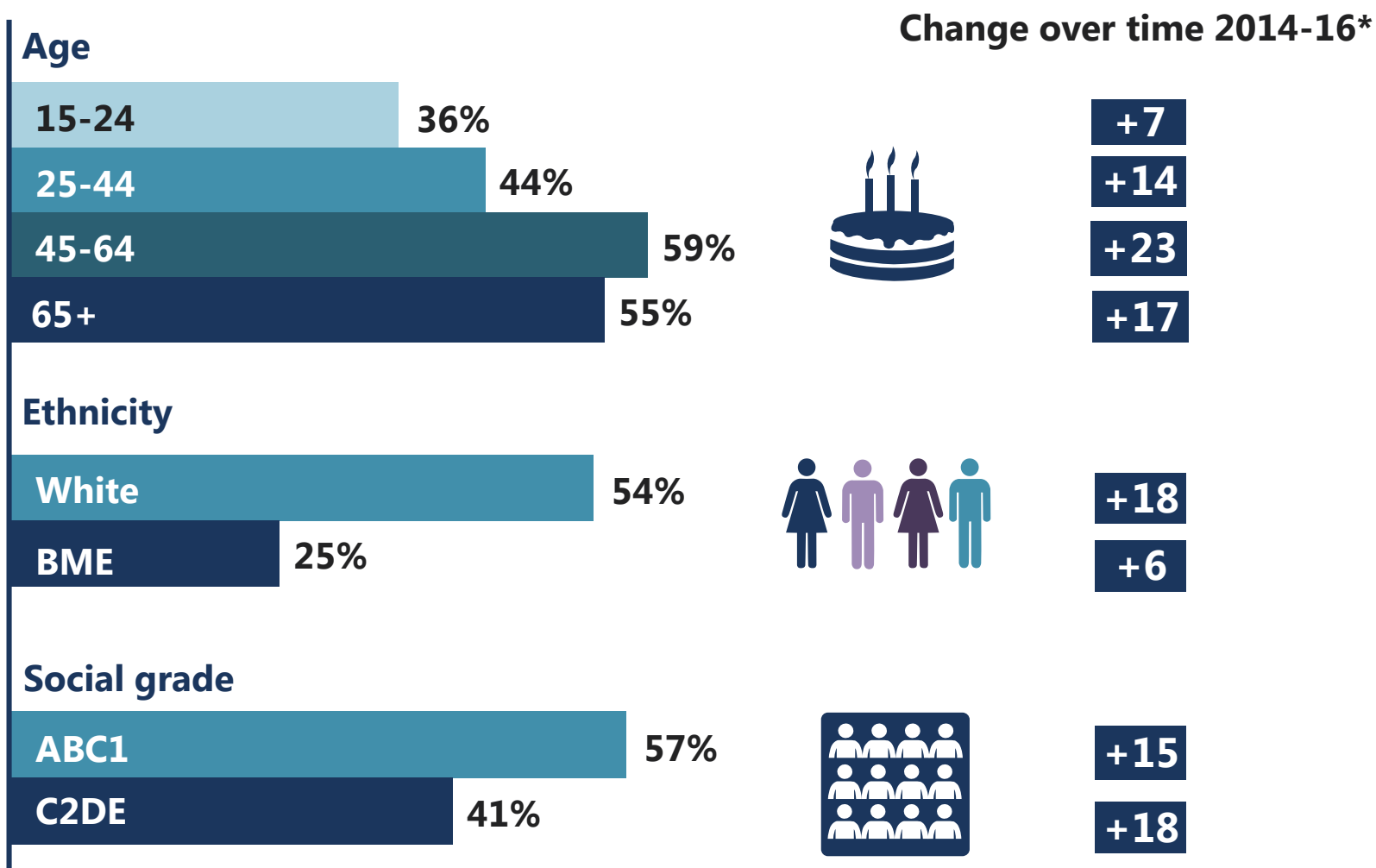
Q8 Which, if any, of the following organisations have you heard of? - PHE



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).

Increased awareness not uniform across sub-groups

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



All participants: 15-24 (2016: 240; 2015: 263; 2014: 257); 25-44 (2016: 459; 2015: 462; 2014: 486); 45-64 (2016: 502; 2015: 496; 2014: 468); 65+ (2016: 439; 2015: 410; 2014: 414); ABC1 (2016: 927; 2015: 899; 2014: 796) C2DE (2016: 713; 2015: 732; 2014: 829); White (2016: 1,374; 2015: 1,325; 2014: 1,338); BME (2016: 264; 2015: 298; 2014: 282). *Percentage point difference.

Confidence and trust in advice

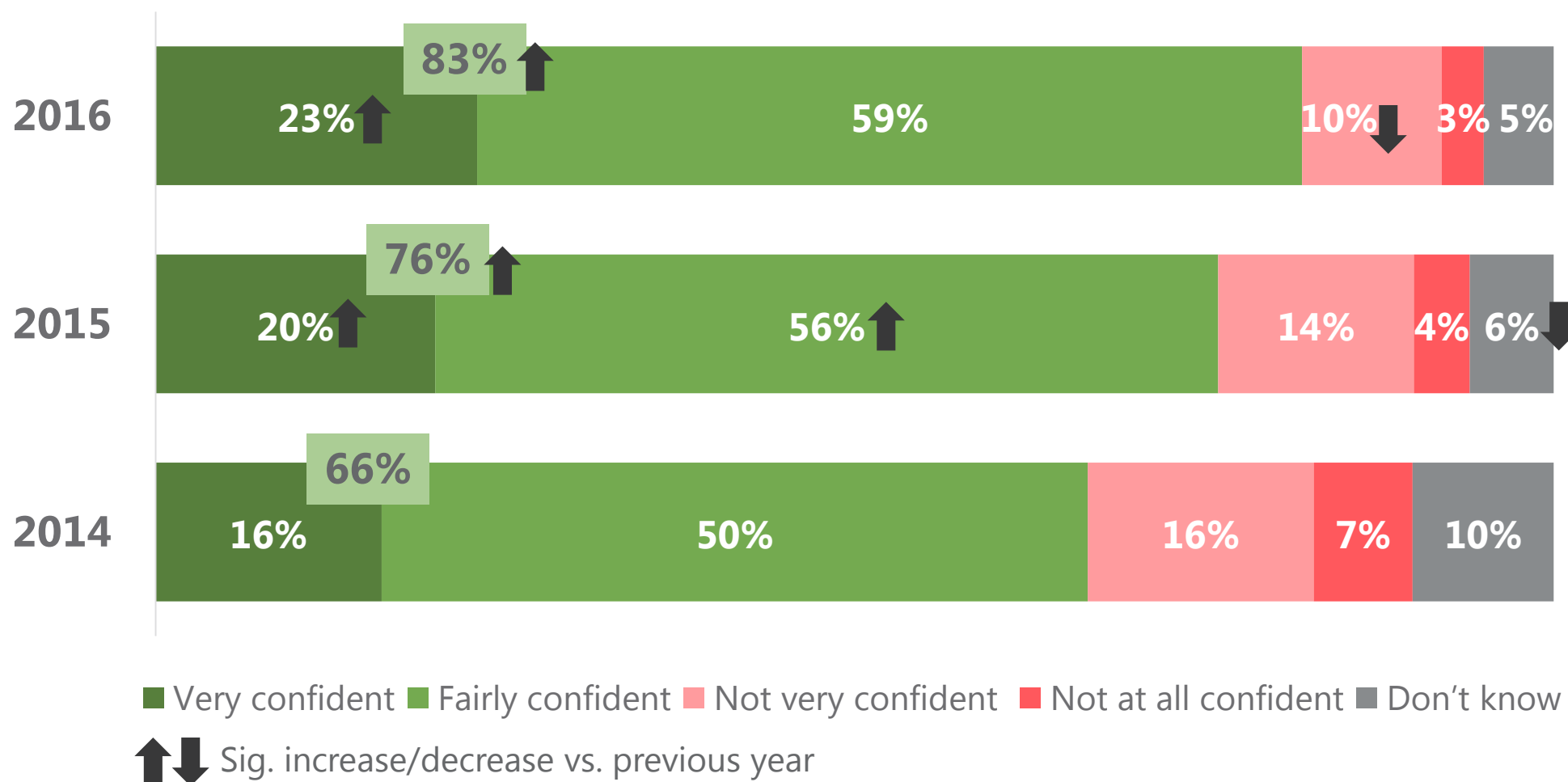


Ipsos Public Affairs



Confidence in PHE's advice is increasing...

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



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).



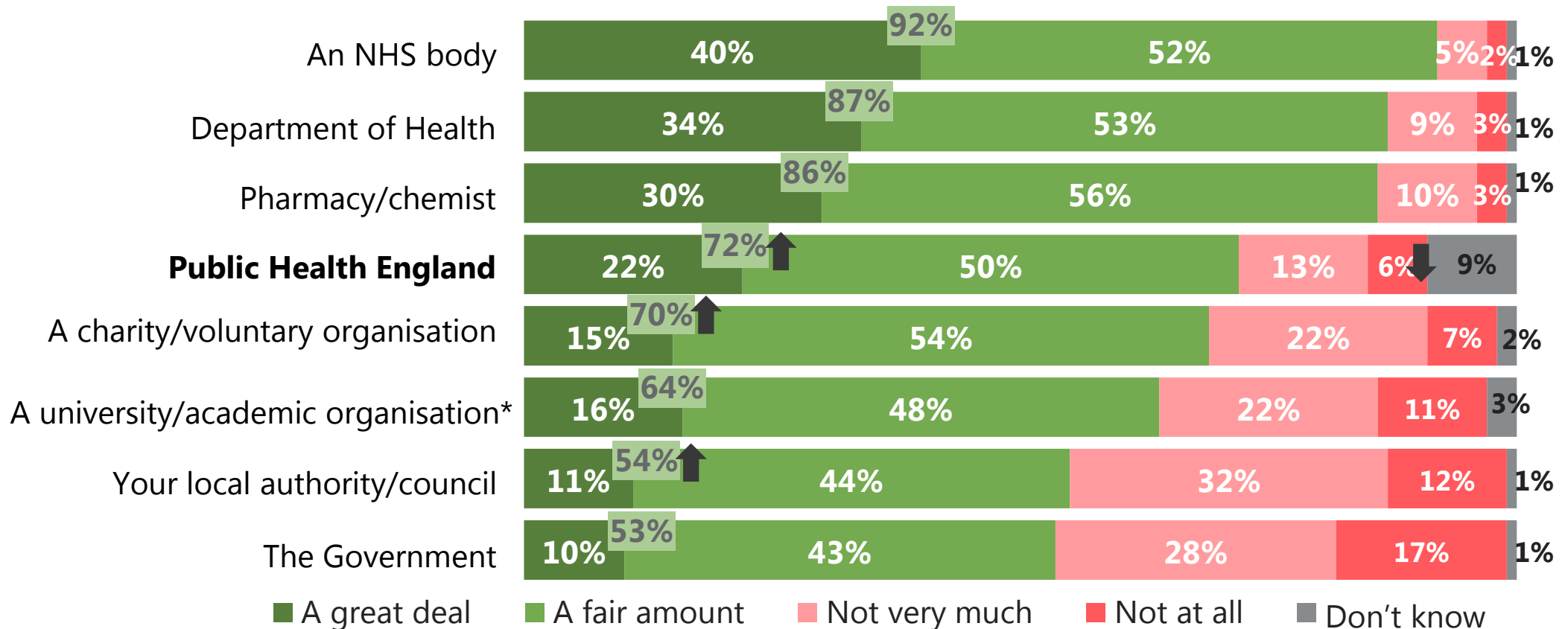
Ipsos Public Affairs

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



↑↓ Sig. increase/decrease vs. previous year

Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). See appendix for full data for 2014, 2015 and 2016. *Response option included in 2016 only.



Ipsos Public Affairs

Source: Ipsos MORI

Public health concerns

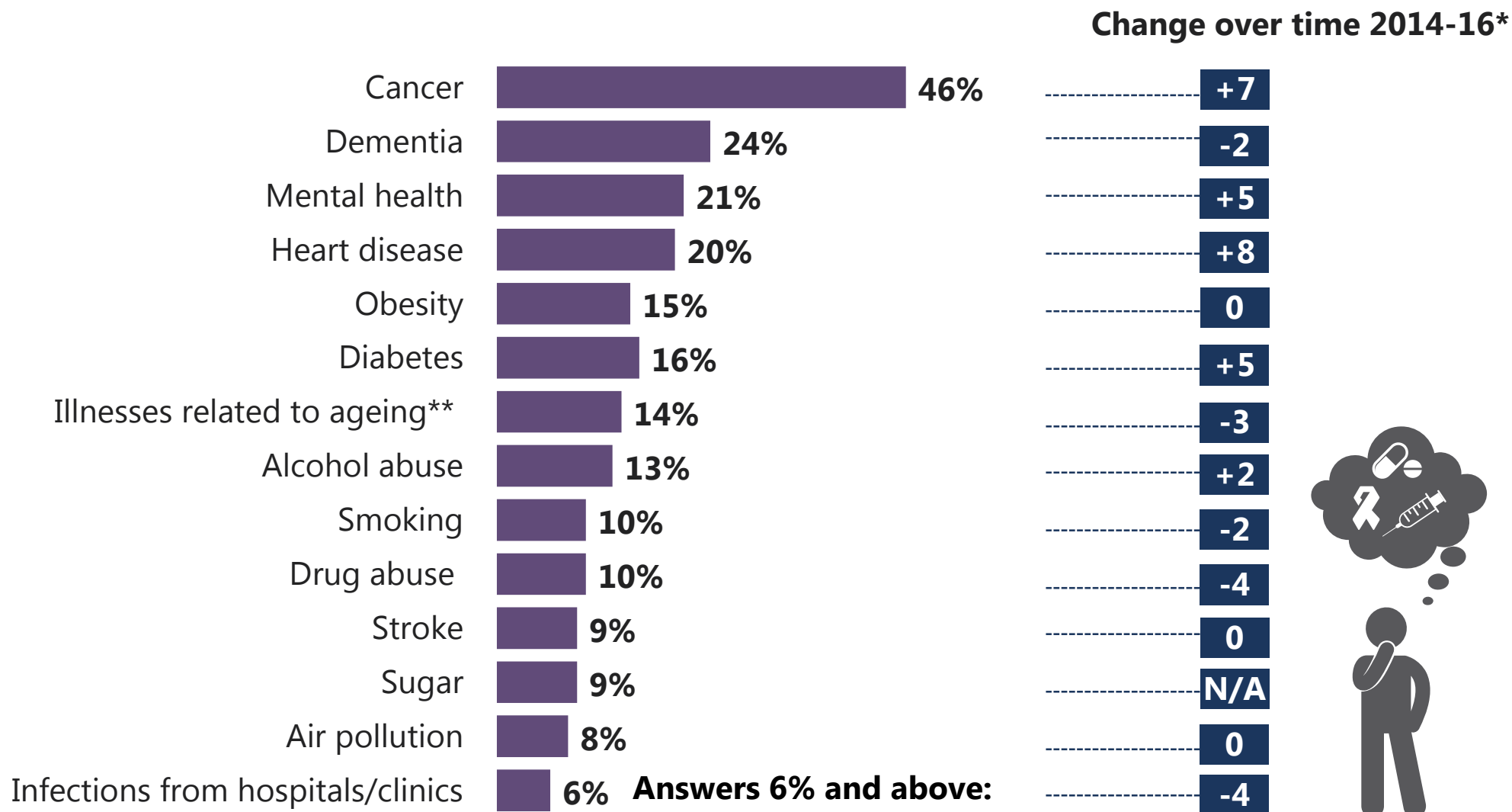


Ipsos Public Affairs



Cancer remains the public's greatest health concern

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



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



Ipsos Public Affairs

Source: Ipsos MORI

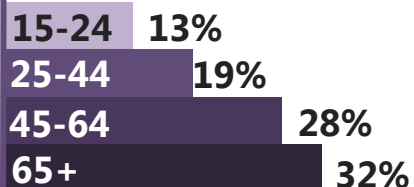
But concerns vary by age and social grade

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

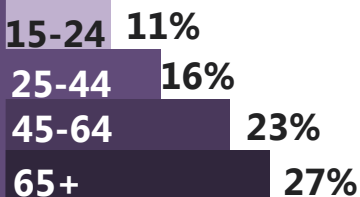
Age



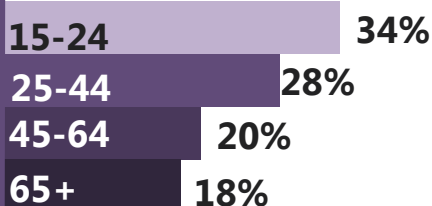
Dementia



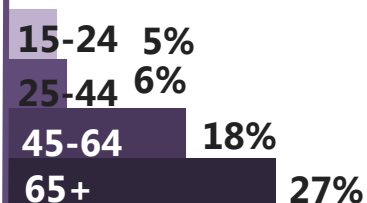
Heart disease



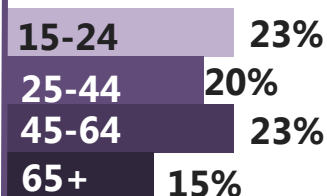
Behaviours (NET eg alcohol, drug abuse, smoking)**



Illnesses related to ageing



Mental health

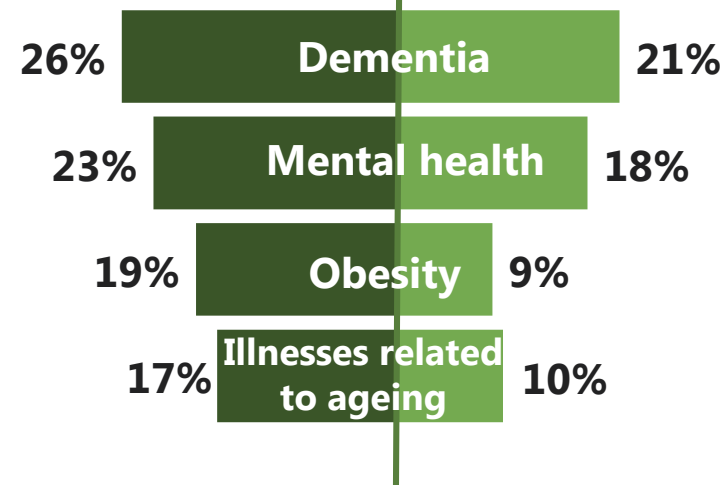


Social grade



ABC1

C2DE



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.



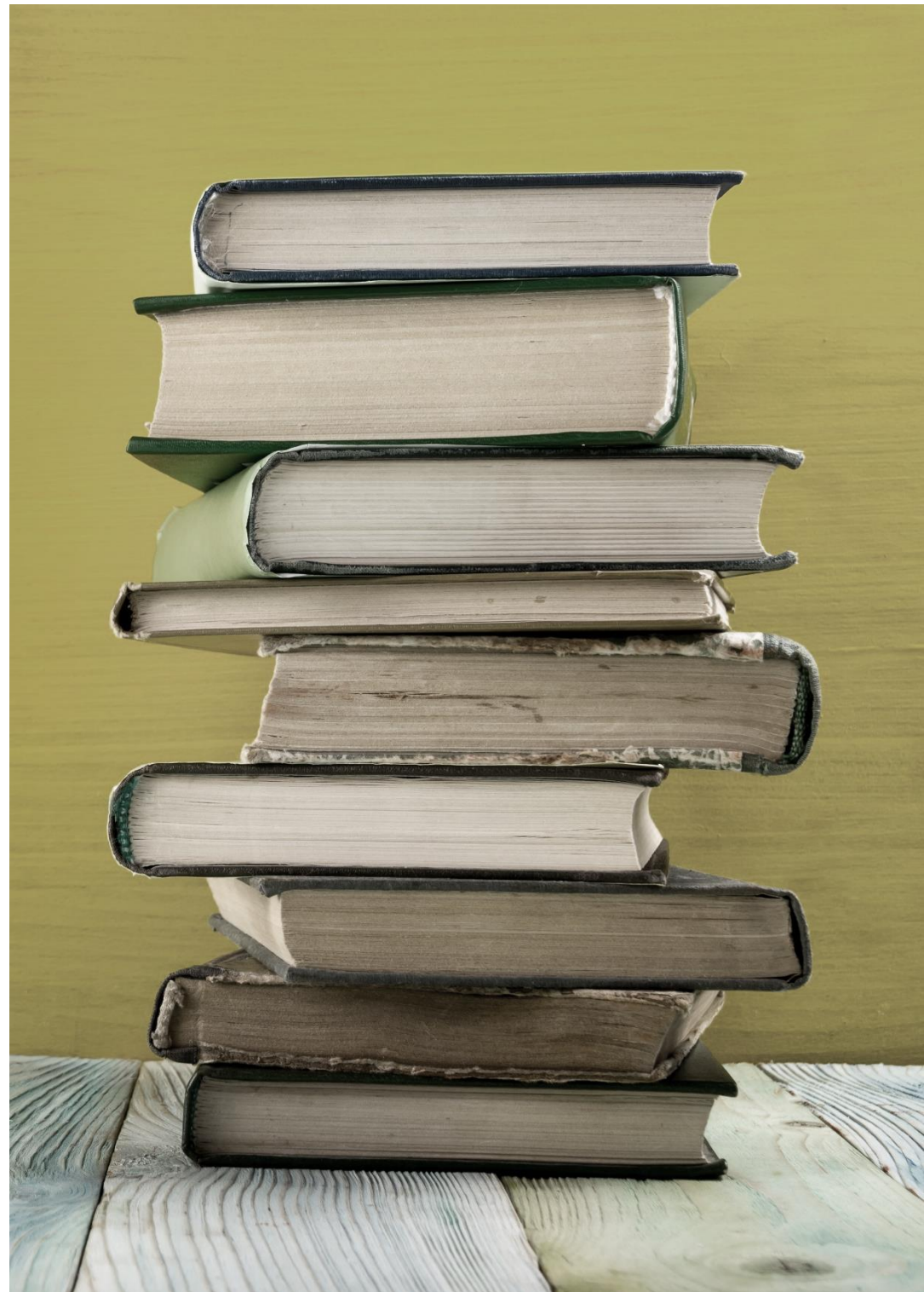
Ipsos Public Affairs

Source: Ipsos MORI

Sources of information

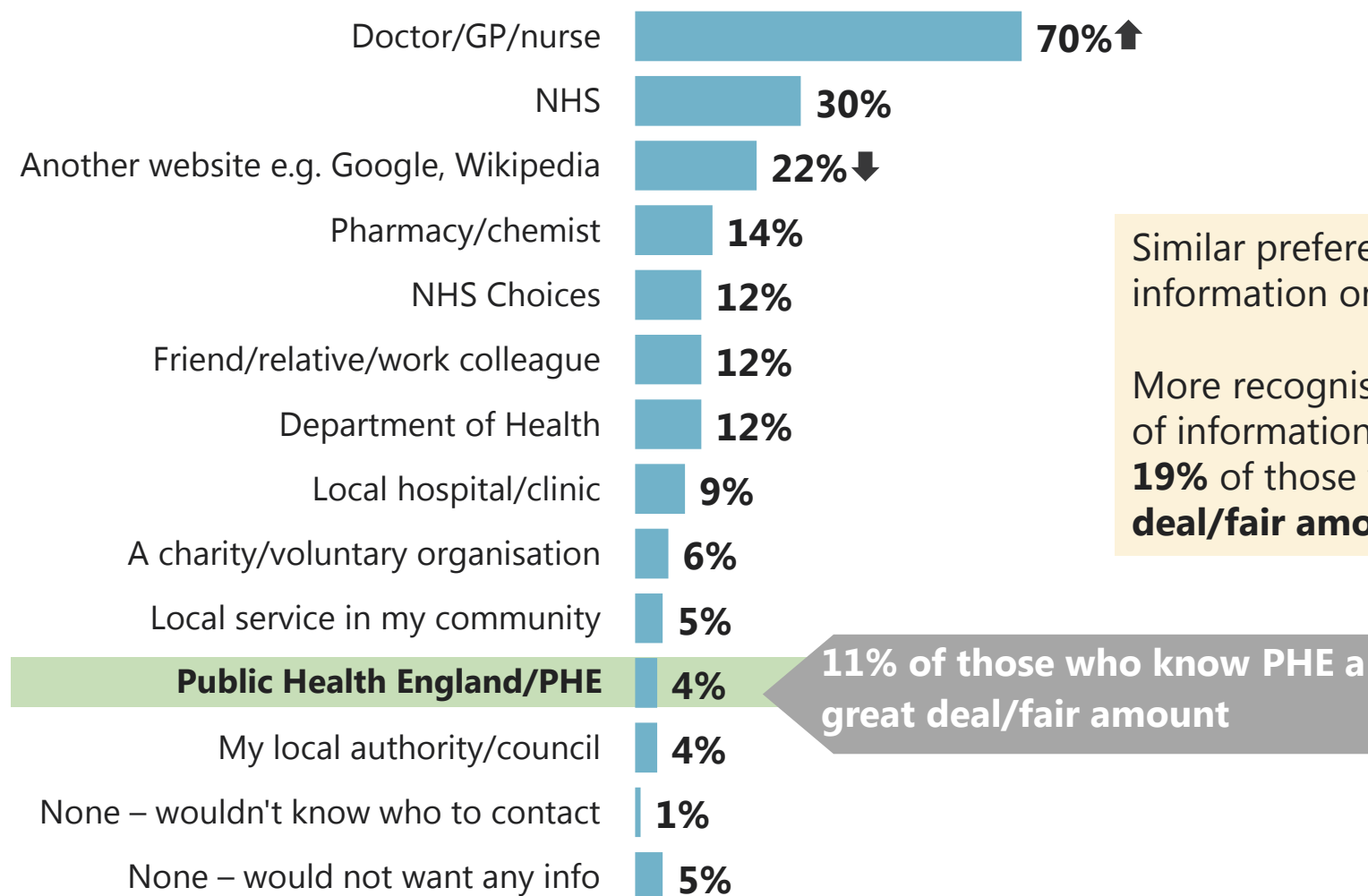


Ipsos Public Affairs



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)



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)

↕ Sig. increase/decrease vs. previous year

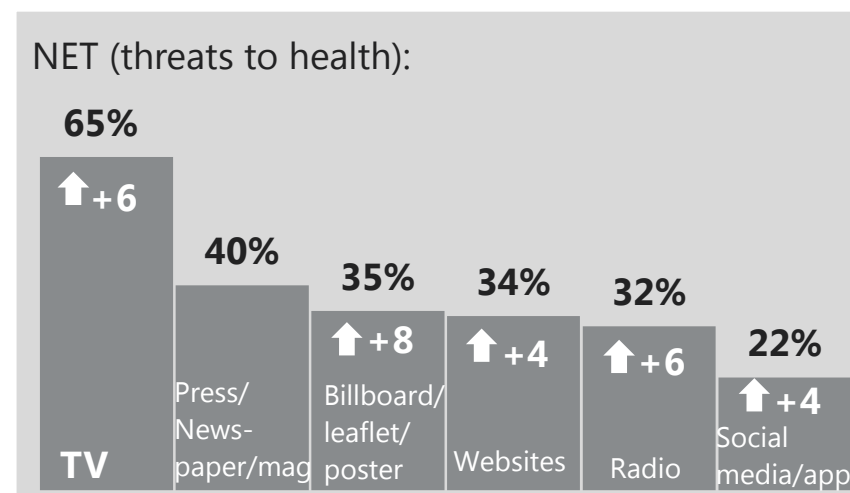
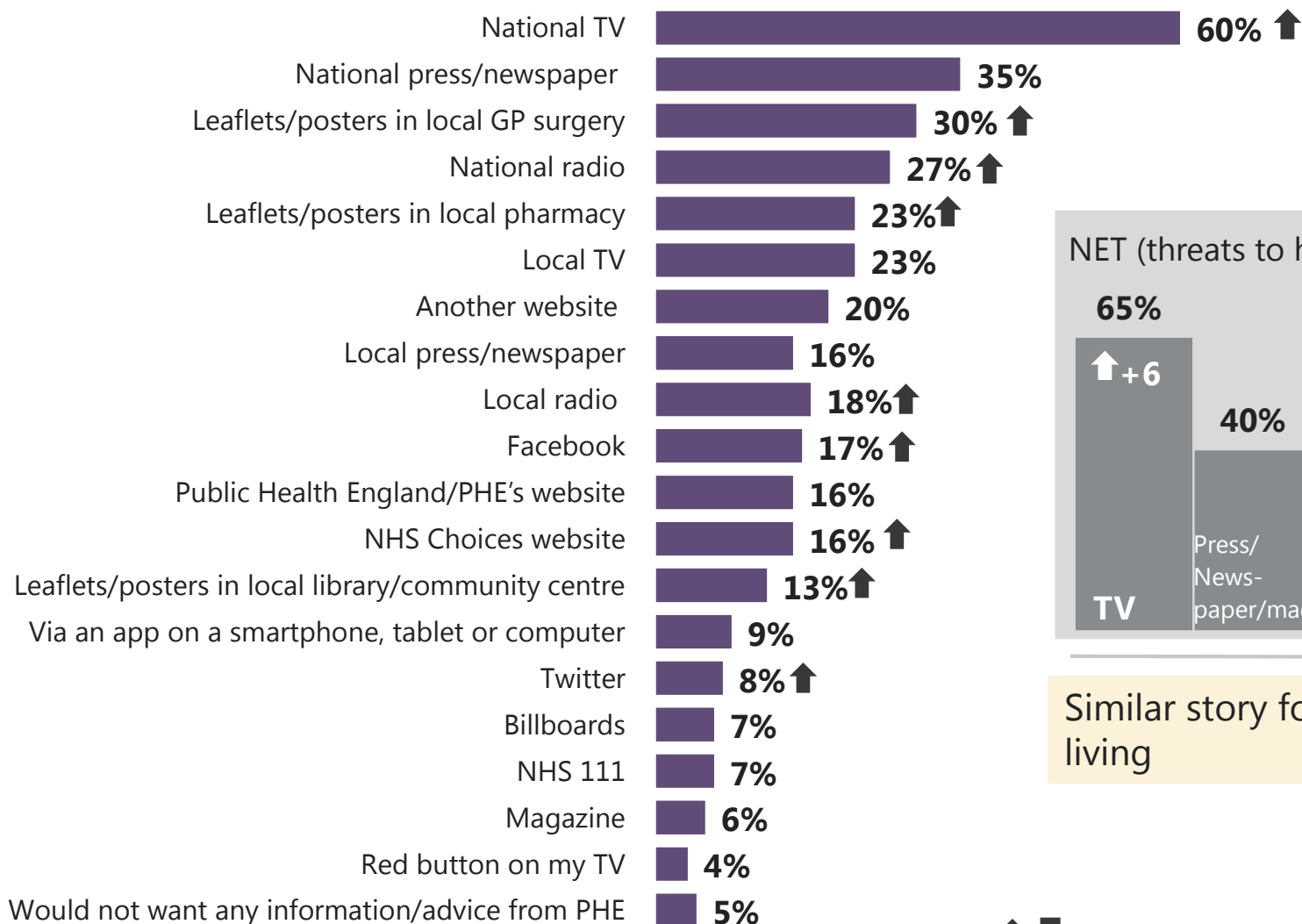


Ipsos Public Affairs

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?

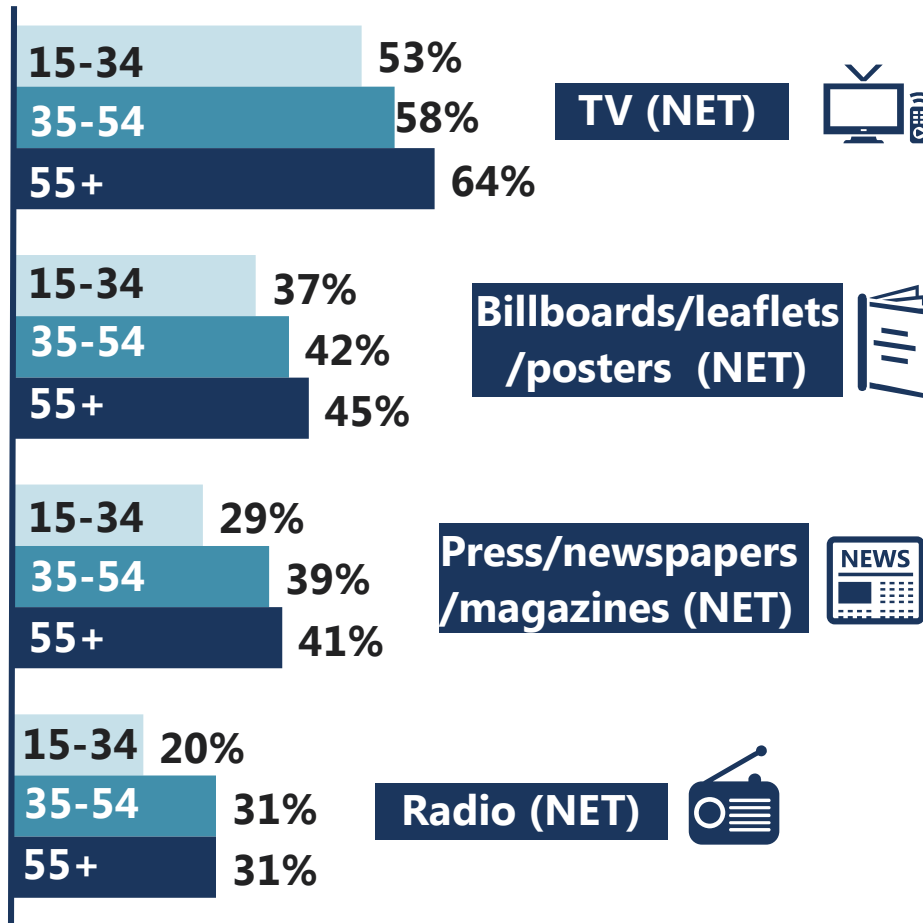


Similar story for information about healthy living

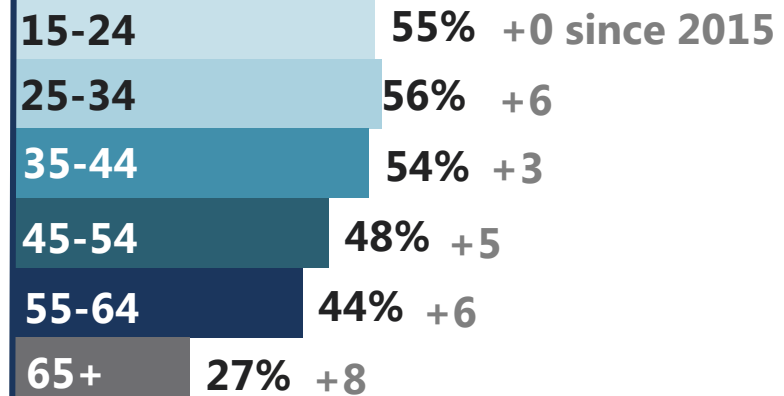
↕ Sig. increase/decrease vs. previous year

Particularly among older groups but growing interest in digital channels

Preferred channels for information on how to stay healthy



Websites/social media/apps (NET)



Similar pattern for advice about health threats

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)



Ipsos Public Affairs

Source: Ipsos MORI

Conclusions and implications



Ipsos Public Affairs



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

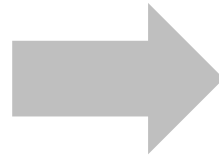
Their biggest health concerns include **mental health & health behaviours** (smoking, drinking, drug use)

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



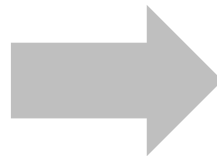
Conclusions and implications

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



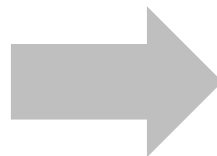
Potential to raise awareness among younger people and those from lower socioeconomic backgrounds

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

Louise Park

Associate Director and Public Health Lead

louise.park@ipsos.com

Emma Carragher

Research Executive

emma.carragher@ipsos.com



Ipsos Public Affairs

www.ipsos-mori.com/