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FOUNDING PRINCIPLES
We are proud of the NHS, and see it as one of the best health services in the world
70 years on, we still really value the NHS

What is your main feeling about the National Health Service, that it is a good thing or a bad thing?

- **1948**
  - Good: 75%
  - Neither: 9%
  - Bad: 16%

- **2018**
  - Good: 87%
  - Neither: 9%
  - Bad: 4%

Please note that data have been re-based to exclude ‘don’t know’ responses
Base: c. 1,000 adults 16+ in England 1948; 1,000 adults 16+ in England 2018

Source: Gallup 1948 and Ipsos MORI 2018
The public are proud of the NHS and think it is one of the best in the world

Please tell me whether on the whole you agree or disagree with each of the following statements...
Britain’s National Health Service is one of the best in the world

"I am proud of the service, I remember the Olympic ceremony and they put the bed on and all that, and I was really proud of it. I do have a love for the NHS, it’s part of our heritage."

Base: c.1,000 adults aged 15+ per wave in England 2007-2016

Survey source: Ipsos MORI / DH Perceptions of the NHS Tracker
Qualitative source: The King’s Fund / Ipsos MORI
They are still bought into the ideal of the NHS and are keen to protect it

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 (23%)
- The NHS is crucial to British society and we must do everything to maintain it (77%)

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

“Many view health care free at the point of delivery as one of their ‘fundamental rights’ as British citizens.

“It’s highly important to have it there for generations to come; it’s up there with the most important things for the government – it needs to be sustained for the future.”

“It’s a fundamental right to be able to feel that peace of mind... It should be a fundamental right in any modern society.”

Base: 1151 English adults aged 15+, 4-10 August 2017

Survey source: The King’s Fund / Ipsos MORI 2017
Qualitative source: The King’s Fund / Ipsos MORI
Views on this have remained remarkably stable so far this century

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

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

   - 2000 Spring: 79%
   - 2001 Winter: 75%
   - 2002 Spring: 77%
   - 2002 Winter: 78%
   - 2003 Spring: 73%
   - 2003 Winter: 75%
   - 2004 Spring: 77%
   - 2004 Winter: 78%
   - 2005 Spring: 77%
   - 2005 Winter: 76%
   - 2006 Spring: 74%
   - 2006 Winter: 77%
   - 2007 Spring: 73%
   - 2007 Winter: 74%
   - 2017 Aug: 77%

2. The NHS was a great project but we probably can’t maintain it in its current form

   - 2000 Spring: 19%
   - 2001 Winter: 23%
   - 2002 Spring: 20%
   - 2002 Winter: 20%
   - 2003 Spring: 25%
   - 2003 Winter: 22%
   - 2004 Spring: 21%
   - 2004 Winter: 20%
   - 2005 Spring: 21%
   - 2005 Winter: 21%
   - 2006 Spring: 23%
   - 2006 Winter: 21%
   - 2007 Spring: 25%
   - 2007 Winter: 23%
   - 2017 Aug: 23%

Base: c.1,000 adults aged 15+ in England per wave, 2000-2017

Source: Ipsos MORI / DH / The King’s Fund
There is continued support for the founding principles of the NHS
The public wish to retain all the founding principles but are particularly keen for the NHS to be free at the point of delivery

I am now going to read out some of the principles on which the NHS was set-up. For each of the following statements, please tell me the extent to which you think the principle should still apply to NHS services today.

- The NHS should be free at the point of delivery
  - Should definitely still apply to NHS services today: 91%
  - Should probably still apply to NHS services today: 23%
  - Should probably not apply to NHS services today: 6%
  - Should definitely not apply to NHS services today: 3%
  - Don't know: 1%

- The NHS should provide a comprehensive service available to everyone
  - Should definitely still apply to NHS services today: 85%
  - Should probably still apply to NHS services today: 20%
  - Should probably not apply to NHS services today: 5%
  - Should definitely not apply to NHS services today: 1%
  - Don't know: 10%

- The NHS should be primarily funded through taxation
  - Should definitely still apply to NHS services today: 88%
  - Should probably still apply to NHS services today: 26%
  - Should probably not apply to NHS services today: 8%
  - Should definitely not apply to NHS services today: 3%
  - Don't know: 2%

Base: 1,151 English adults aged 15+, 4-10 August 2017

Source Ipsos MORI / The King’s Fund 2017
This support has increased in recent years

On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, please say how much you disagree or agree with the following statement? The government should support a national health system that is tax funded, free at the point of use, and providing comprehensive care for all citizens.

**May 2017**
- 12% (1 to 5)
- 21% (6 to 8)
- 66% (9 to 10)

* Average = 8.6

**March 2015**
- 15% (1 to 5)
- 25% (6 to 8)
- 60% (9 to 10)

* Average = 8.3

* means less than 0.5%.

Base: 1,985 adults 15+ in GB 2017; 1,792 adults 15+ in GB 2015

Source: Ipsos MORI / the Health Foundation 2015
There is strong support for access to the same service for everyone, although basing it on local need is becoming more acceptable.

Thinking about the treatments and services that are available on the NHS, which of these statements most closely matches your opinion?

- The availability of NHS treatments and services should be based on local need rather than a 'one size fits all' approach across the country
- Treatments and services should only be available on the NHS if they are available to everyone and not dependent on where you live
- Don’t know

A service available to everyone is seen as a **great leveller:**

![Ipsos](Ipsos_Colour_Logo-69x69.png)

Survey sources: Ipsos MORI / The King’s Fund / Nuffield Trust / Social Market Foundation 2008
Qualitative source: The King’s Fund / Ipsos MORI
We think our expectations of the NHS are realistic under the circumstances.
People’s expectations of the NHS are mostly thought to be realistic, though a significant minority say they are not realistic.

How realistic, if at all, would you say people’s expectations are of the service they should get from the NHS?

Think people’s expectations of the NHS are realistic

63%

Think people’s expectations of the NHS are not realistic

36%

Base: 1151 English adults aged 15+, 4-10 August 2017

Source: Ipsos MORI / The King’s Fund 2017
In deliberative research undertaken with The King’s Fund, there is recognition that some people expect too much of an underfunded service, are overly demanding, and misuse services.

"People expect too much of a service which is underfunded. We’ve come to expect free medical care, but it’s impossible to maintain."

However, there is also evidence that people are not as demanding of the NHS as they are of other services in their lives. They are acutely aware of the pressures that the NHS is under and adjust their expectations accordingly.

"We are lucky with what we get; consider the circumstances – think about the pressure they’re under."

Source: The King’s Fund / Ipsos MORI
But there is concern that it will not be possible to maintain the founding principles in the future
Over half think that the NHS will no longer be free at the point of use in 70 years’ time

On 5 July, the NHS turns 70. Which of the following, if any, best describes what you think the NHS will be like in 70 years time from now?

- It will be generally free at the point of use as it is now
- We will have to pay for services that are free at the point of use now
- It won’t exist at all
- Don’t know

Base: 2,083 adults 15+ in the UK, 11-29 May 2018

Survey source: Ipsos MORI / the Health Foundation 2018
Qualitative source: The King’s Fund / Ipsos MORI

In deliberative events undertaken with The King’s Fund there was also debate around how the founding principles can be applied in today’s NHS, which participants recognised has to cater to a vastly different population to the one it did in 1948.

They believed that longer life expectancy and a perceived increase in immigration has put the NHS under greater pressure, as it has to treat people living longer with complex and multiple conditions.

With this in mind, a few participants questioned how the NHS can remain true to all three founding principles in future.
NHS AT 70

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