Then to now - % who think the NHS is a good thing

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

77% of adults in England agree

75% 1948
87% 2018

Sources: Gallup 1948; Ipsos MORI 2018; Ipsos MORI / King's Fund 2017

The majority are satisfied with the NHS, but this is falling and we are worried about the future

57% are satisfied with the NHS

GB 47%
Globally 23%

Sources: British Social Attitudes survey 2017; Ipsos MORI 2017

Who has responsibility for making sure people lead healthy lives?

We think keeping healthy is our responsibility, but the government could also do more

Individuals 92%
Industry 80%
Government 79%
Employers 60%

53% think the government does too little to help people lead healthy lifestyles

Source: Ipsos MORI / PHE 2017

We think the NHS needs more money, and we seem willing to pay more tax, but we're also wary of the NHS wasting money

66% are willing to pay more tax

50% think the NHS often wastes money

Sources: Ipsos MORI / Kings Fund 2017; Ipsos MORI / Ipsos MORI / Kings Fund 2018

We think the shortage of healthcare professionals puts pressure on the NHS to deliver (highest number of mentions)

29% think the shortage of healthcare professionals puts pressure on the NHS to deliver

Sources: Ipsos MORI 2018; Ipsos MORI / BBC news 2017

% concerned about mental health as a public health issue

We're increasingly concerned about mental health and want it to receive more funding

% concerned 2014 2018
16% 32%

Sources: Ipsos MORI / PHE 2017; Ipsos MORI / NHS Providers 2018

Social care: We misunderstand who pays for social care and not many of us are preparing financially

47% wrongly think social care is free at the point of need

Sources: Ipsos MORI / PHE 2017

% who trust doctors

91%

Sources: Ipsos MORI / Deloitte LLP 2017

Technical details: The complete data sets as well as source and base information can be found in our NHS at 70 slide pack: https://www.ipsos.com/ipsos-mori/en-uk