

PUBLIC PERCEPTIONS OF COMMUNITY PHARMACY 2023



A snapshot of Ipsos' research for NHS England exploring public perceptions of community pharmacy in England and the future services they may provide. For further information, visit: <https://www.ipsos.com/en-uk/public-perceptions-community-pharmacy-2023>

FREQUENCY OF USE OF PHARMACY SERVICES

In line with 2022, the majority of the public have not contacted or visited a pharmacy frequently in the last 12 months. Around three in ten say they contact or visit a community pharmacy at least monthly, while one in five say they do not normally contact or visit a community pharmacy.



No significant differences vs 2022

USE OF PHARMACY SERVICES

Pharmacy users mainly use pharmacies to pick up prescriptions. They are also commonly used for buying medicine such as paracetamol, eye drops or plasters.



No significant differences vs 2022

PHARMACY CLOSURES

Around one in ten pharmacy users have experienced a community pharmacy closure – of those, just over half have had to choose a new regular pharmacy as a result.



Have experienced a pharmacy closure

Have found a new pharmacy due to closure

SATISFACTION WITH PHARMACY SERVICES

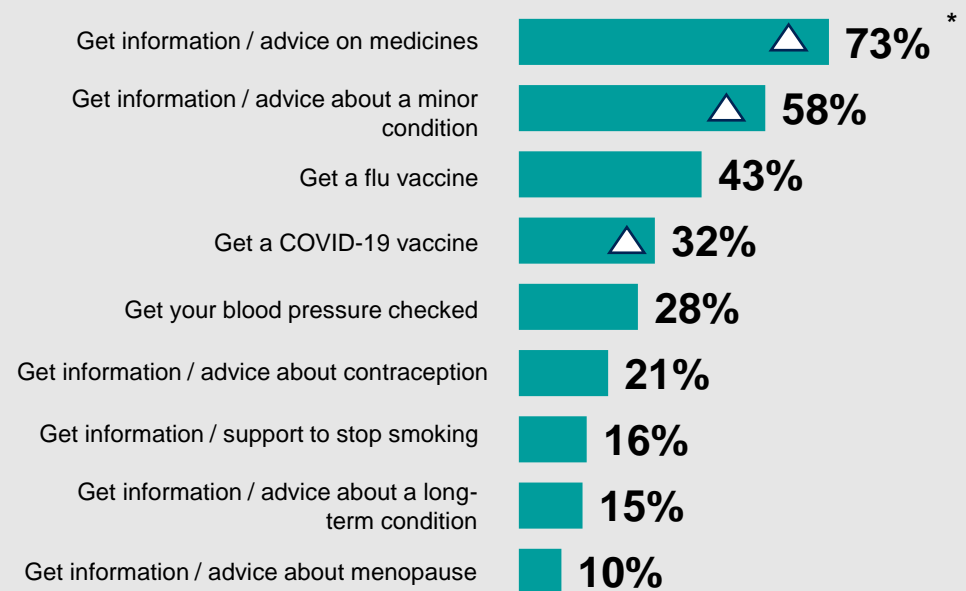
In line with 2022, people are largely satisfied with pharmacy services the last time they used them, though fewer people than in 2022 say that their privacy was maintained during their discussion.



Significantly higher / lower than 2022

SERVICES PROVIDED BY PHARMACIES

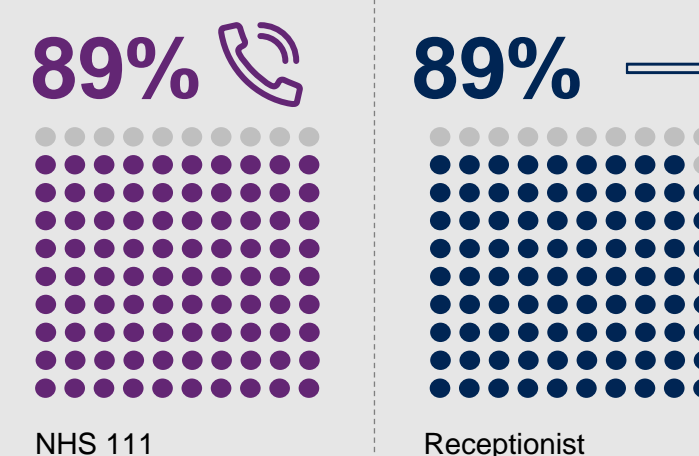
In 2023, pharmacies are increasingly the place the public are most likely to go to for information and advice on medicines and minor conditions or illnesses.



Significantly higher / lower than 2022

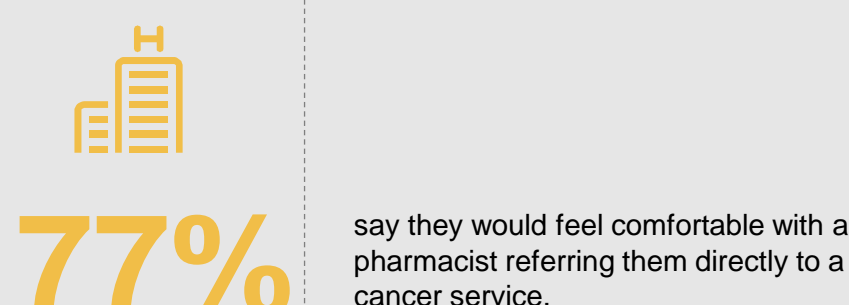
FUTURE SERVICE: MINOR ILLNESS CONSULTATION

Most people say they would be comfortable being referred by a GP receptionist or by NHS 111 to a pharmacist for a minor illness consultation.



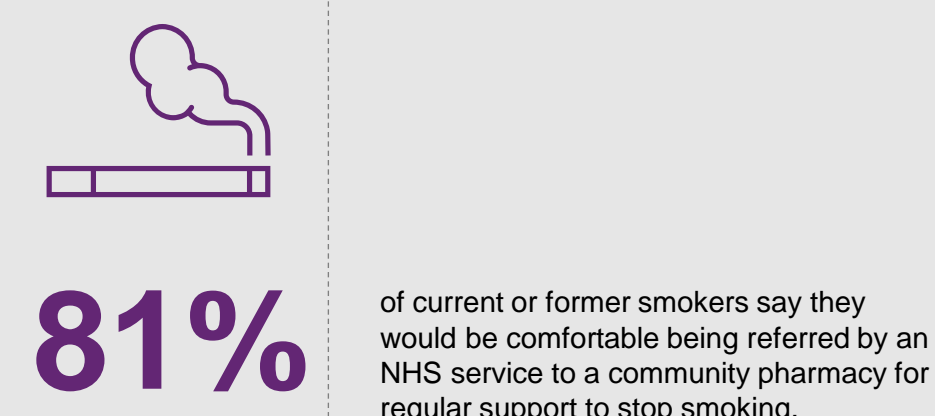
FUTURE SERVICE: REFERRED TO A CANCER SERVICE

The public say they would generally feel comfortable with a pharmacist referring them directly to a cancer service.



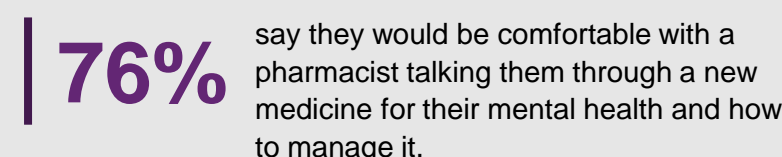
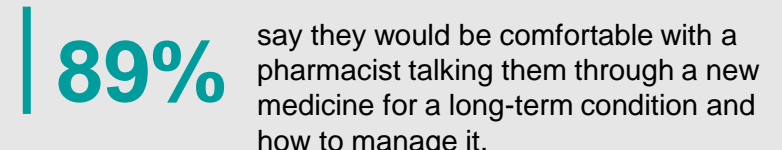
FUTURE SERVICE: REFERRED SUPPORT TO STOP SMOKING

Most current or former smokers say they would be comfortable being referred by an NHS service to a pharmacy for support to stop smoking.



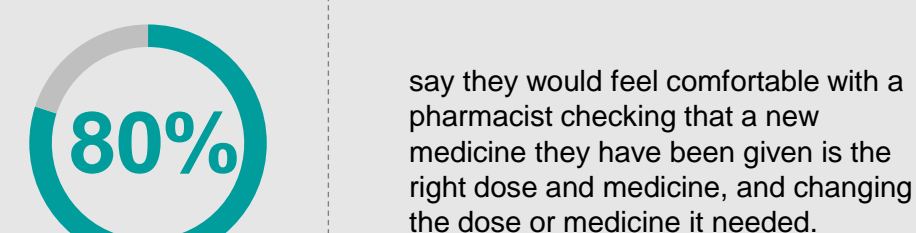
FUTURE SERVICE: DISCUSSING A NEW MEDICINE AND HOW TO MANAGE IT

Most people say they would be comfortable with a pharmacist discussing their new medicine with them and how to manage it, for both a long-term condition and mental health.



FUTURE SERVICE: CHANGING MEDICINE OR ITS STRENGTH

Most people say they would be comfortable with a pharmacist checking they have the right dose/medicine when they start a new one.



* Ipsos KnowledgePanel survey, 15th – 21st June 2023, Base: All respondents living in England (n= 2,082).

** Ipsos KnowledgePanel survey, 15th – 21st June 2023, Base: All respondents living in England who have contacted or visited a pharmacy in the last year (n=1,679).

*** Ipsos KnowledgePanel survey, 15th – 21st June 2023, Base: All respondents living in England who are regular, occasional and former smokers (n=926).

**** Ipsos KnowledgePanel survey, 15th – 21st June 2023, Base: All respondents living in England have contacted or visited a community pharmacy in the last year and who did not only use a pharmacy to buy non-medical items, in the last year or their last visit (n=min1,280).

***** Ipsos KnowledgePanel survey, 15th – 21st June 2023, Base: All respondents living in England who have used a community pharmacy in the last year that has closed (n=188)