

UNPACKING THE 2025 GP PATIENT SURVEY: INSIGHTS FOR PRIMARY CARE

Ipsos

17 July 2025



© Ipsos | GPPS Webinar | July 2025 |
Version 1 | Public



Welcome and introductions

Rachel Williams



**Research Director,
GP Patient Survey,
Ipsos**

Ben Brewer



**Research Manager,
GP Patient Survey
Reporting lead,
Ipsos**

Victoria Elsey



**Research Executive,
GP Patient Survey
Website and patient
communications,
Ipsos**

- This session is being recorded
- Please submit questions using the chat function
 - We will share answers by email after the session
- Or email us afterwards: gppatientsurvey@ipsos.com

Agenda

About GPPS

2025 results

How to find
and use results

Where to go
for more help
and feedback

ABOUT THE GP PATIENT SURVEY (GPPS)

GPPS 2025 in numbers

2.72 million patients selected

6,215 practices

702,837 took part

25.8% response rate

585,338 took part online

17,166 helpline calls

3,263 email queries

889 letter responses

**9,899 took part using a
language other than English**

**296 took part via the
telephone helpline**

**378 used the BSL version
89 large print requests
Braille available on request**

GPPS through the years



People can take part online or by paper

GP PATIENT SURVEY

Online (including desktop, tablet and mobile formats)

The screenshot shows the mobile version of the GP Patient Survey. At the top, it says 'GP PATIENT SURVEY' and '1% completed'. Below this is a progress bar with three colored segments (yellow, green, red). The main heading is 'Your GP practice services'. The first question is 'Generally, how easy or difficult is it to contact your GP practice on the phone?'. The response options are: I haven't tried, Very easy, Fairly easy, Neither easy nor difficult, Fairly difficult, and Very difficult. There are 'Back' and 'Next' buttons at the bottom. The footer includes links for 'About Ipsos', 'Privacy Notice', 'Contact Us', 'FAQs', and 'Accessibility', along with the Ipsos logo and the website 'insights.ipsointeractive.com'.

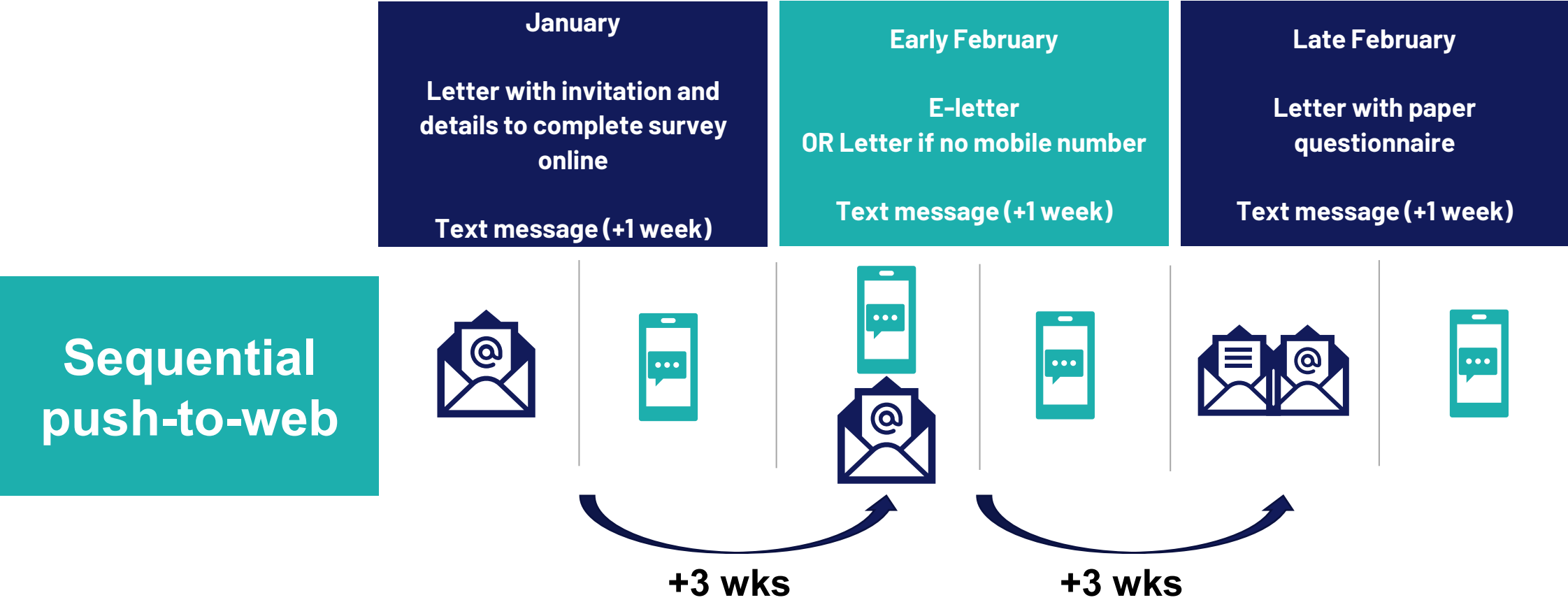
Paper questionnaire

The screenshot shows the paper version of the GP Patient Survey. It features the Ipsos and NHS logos at the top. The title is 'GP PATIENT SURVEY'. Below the title, there is a section for 'Your GP practice services' and a list of questions. Question 01 asks 'Generally, how easy or difficult is it to contact your GP practice on the phone?' with response options: I haven't tried, Very easy, Fairly easy, Neither easy nor difficult, Fairly difficult, and Very difficult. Question 02 asks 'Generally, how easy or difficult is it to contact your GP practice using their website?' with the same response options. Question 03 asks 'Generally, how easy or difficult is it to contact your GP practice using the NHS App?' with the same response options. Question 04 asks 'Overall, how helpful do you find the reception and administrative team at your GP practice?' with response options: Very helpful, Fairly helpful, Not very helpful, Not at all helpful, and I don't know. Question 05 asks 'Which of the following online GP services have you used in the last 12 months?' with a list of services: Booking appointments, Filling in an online form to give information about a health issue (for example, to ask for an appointment or advice), Ordering repeat prescriptions, Accessing medical records, Registering with a practice, Finding out test results, Making an administrative request (for example, asking for a fit note or updating contact details), and None of these. Question 06 asks 'Is there a particular healthcare professional at your GP practice you usually prefer to see or speak to?' with response options: Yes and No. Question 07 asks 'How often do you get to see or speak to your preferred healthcare professional when you ask to?' with response options: Always or almost always, A lot of the time, Sometimes, Never or almost never, and I haven't tried. The footer includes 'Page 1' and 'Please turn over'.

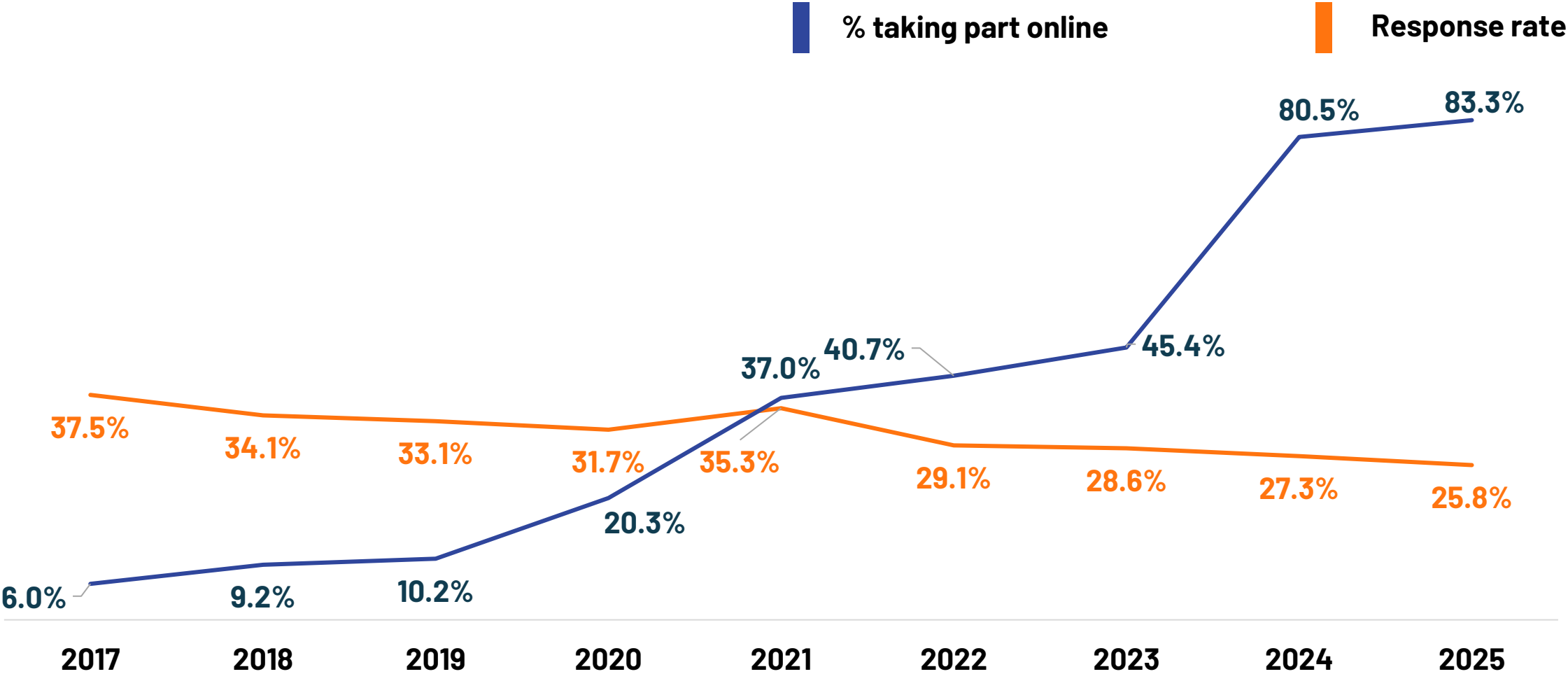
GP PATIENT SURVEY

Ipsos

How are people invited to take part?



Response rates and online response over time



How are people selected to take part?

Random probability survey

Gold standard in survey research

Means we only need to invite a small number from each practice

Eligible patients

16 or over

Registered with GP practice for at least 6 months

Must be invited to take part

Data is weighted

For analysis, we add weights to correct for unequal probability of selection and response and to the profile of the population

GPPTS 2025 RESULTS

2025 Questionnaire content



**Your GP practice
services**

Your last contact

Your last appointment

Overall experience

**When your GP practice
is closed**

Your health

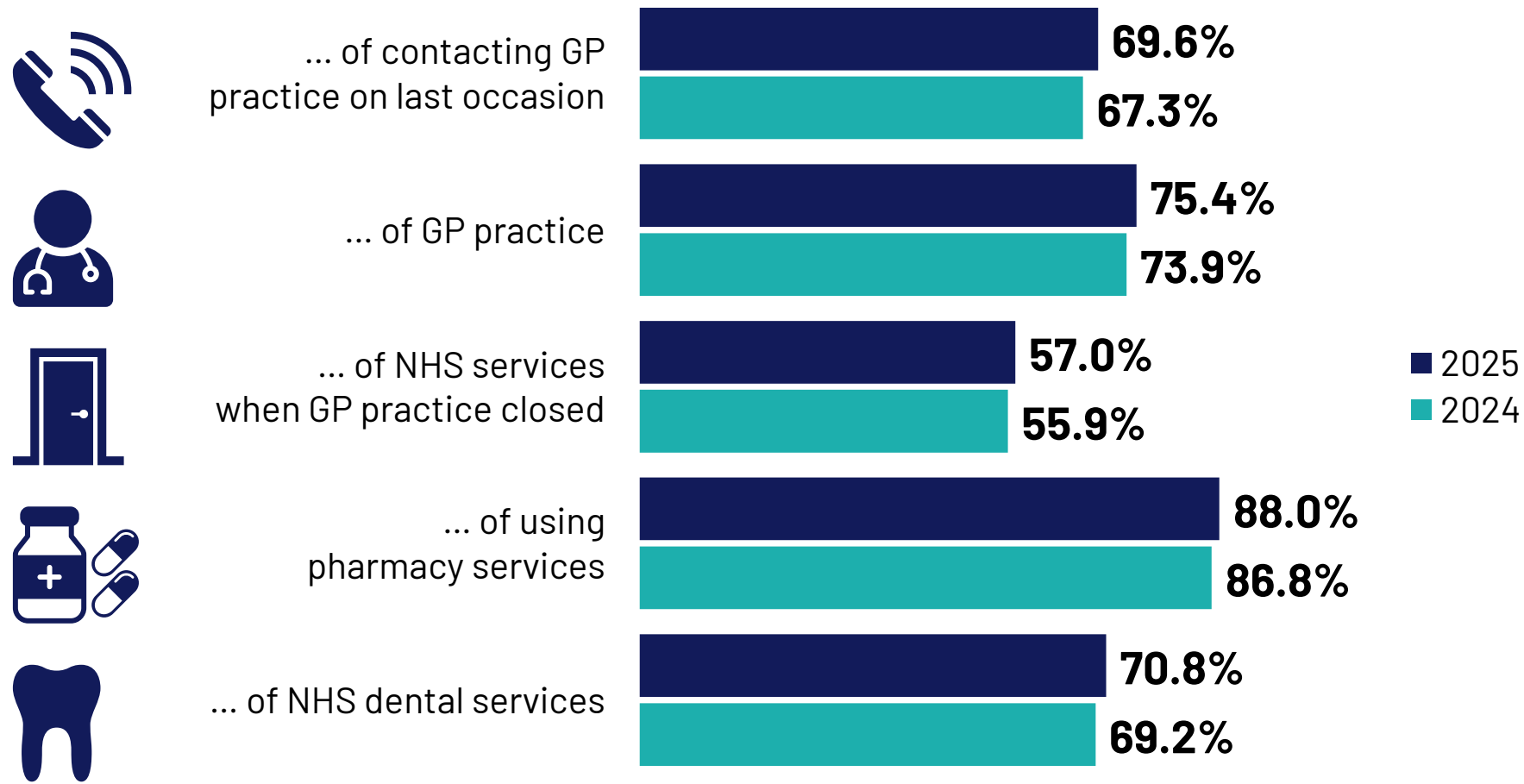
Pharmacy

Dentistry

**Some questions about
you (Demographics)**

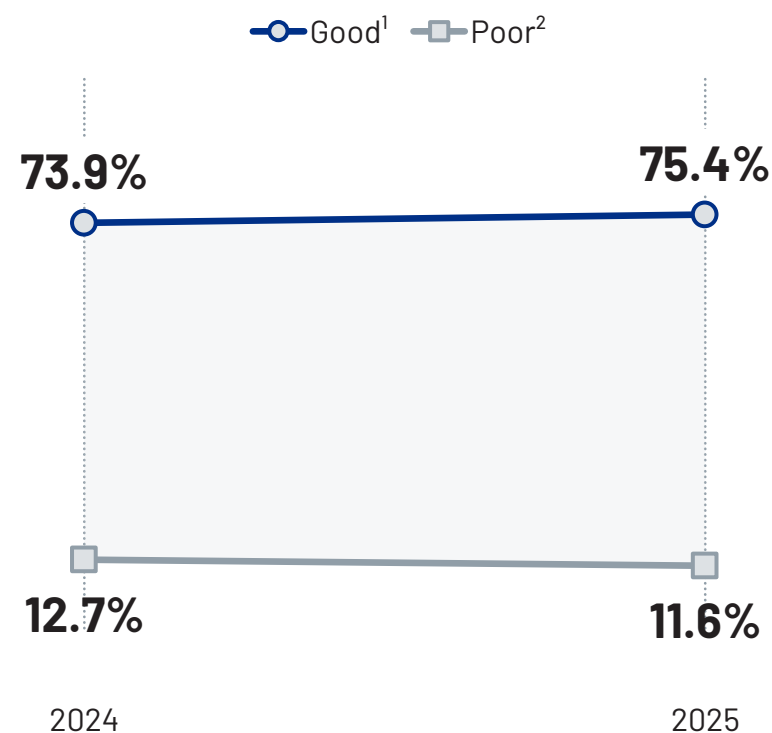
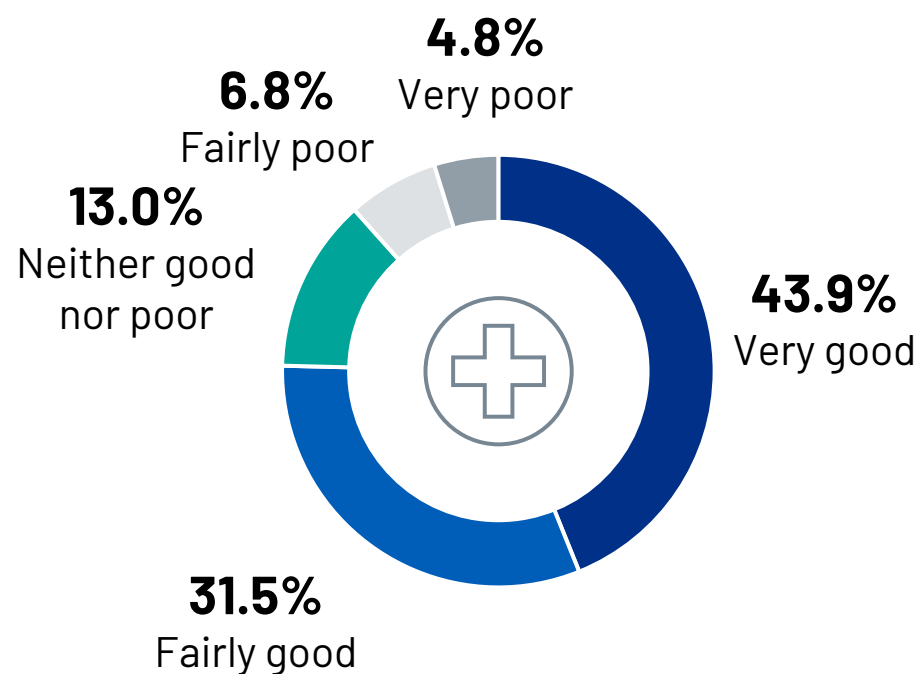
**Accessible Information
Standard (AIS)**

Had a good overall experience...



Overall experience of GP practice

Q32. Overall, how would you describe your experience of your GP practice?



¹Good = 'very good' and 'fairly good'. ²Poor = 'very poor' and 'fairly poor'. Base: asked of all patients: 2025 (699,562), 2024 (693,982).

Access: Ease of contacting GP practice



52.9%
easy on the phone
(49.7% in 2024)



51.2%
easy using practice website
(47.9% in 2024)



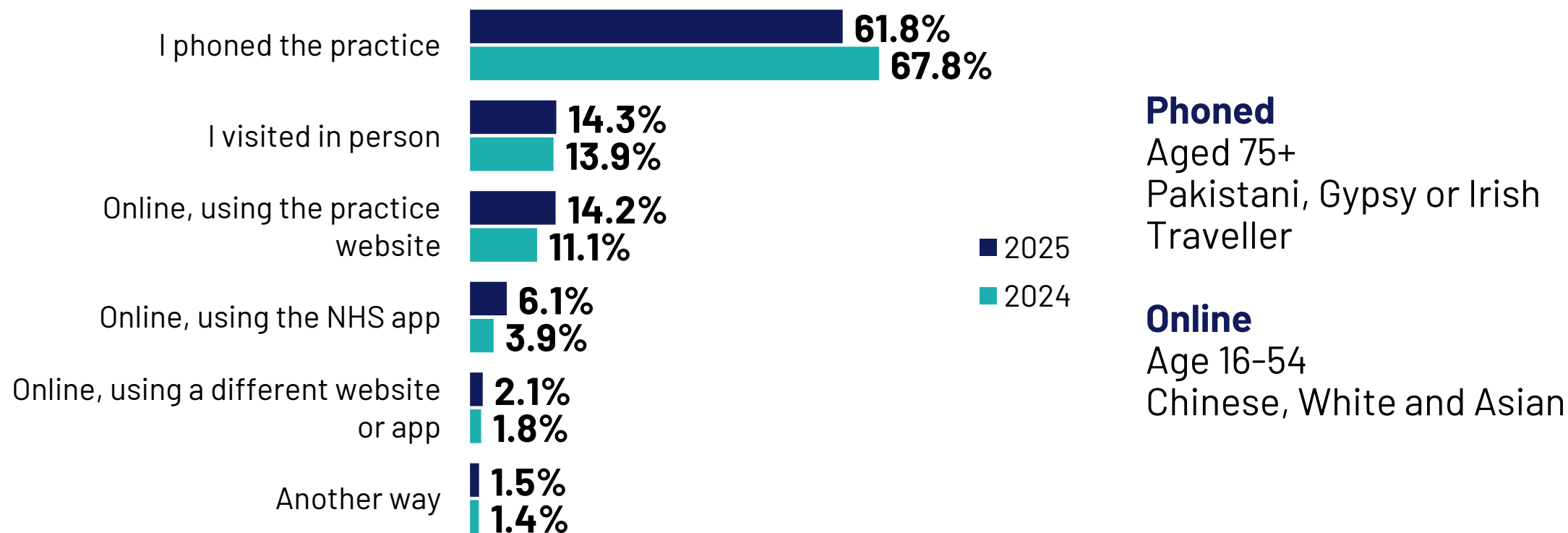
49.0%
easy using the NHS App
(44.8% in 2024)

¹Tried to contact GP practice on the phone/website/NHS App = 'very easy' and 'fairly easy' and 'neither easy nor difficult' and 'fairly difficult' and 'very difficult'. ²Easy = 'very easy' and 'fairly easy'.

³Difficult = 'very difficult' and 'fairly difficult'. Base: asked of all patients, excluding those who said 'I haven't tried': Phone (664,460), Website (344,811), NHS App (271,115)

Last contact

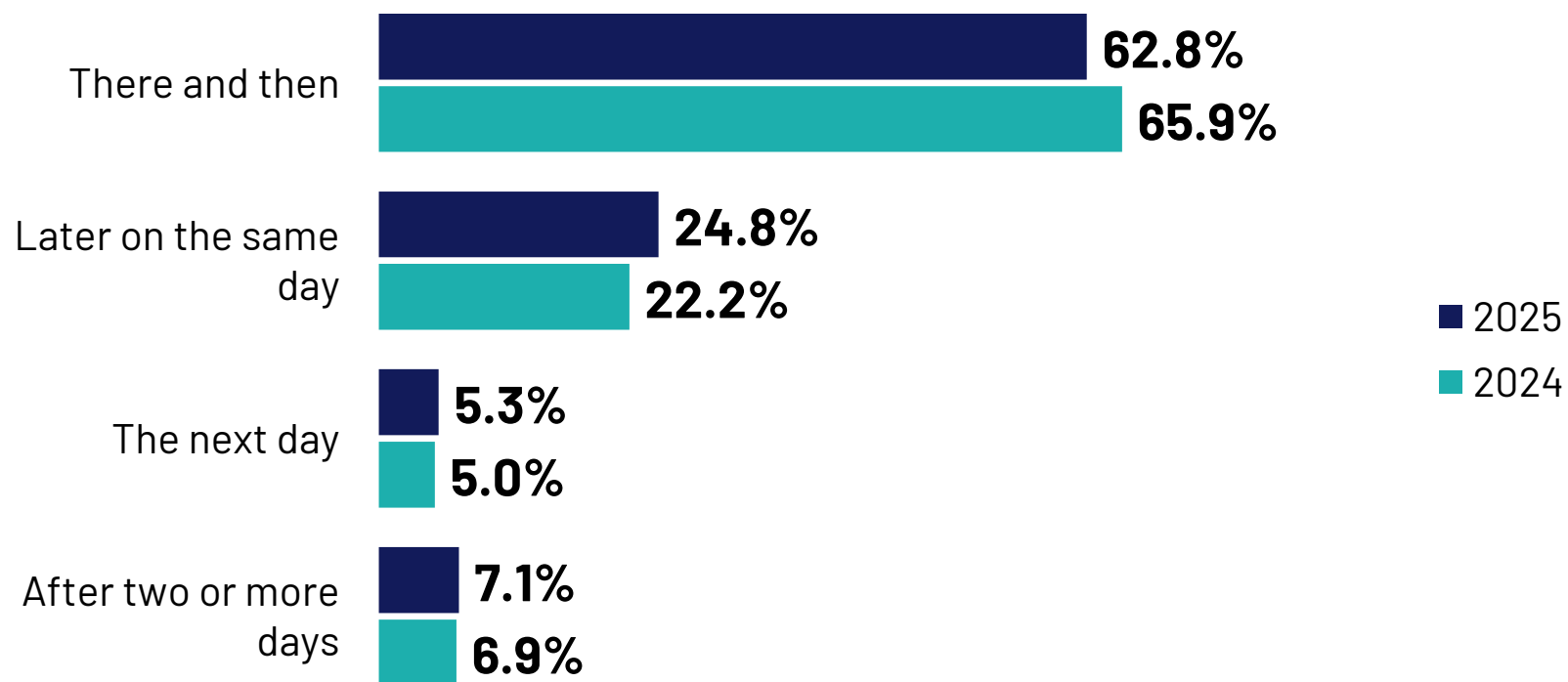
Q10. Still thinking about the last time you contacted your GP practice, how did you try to contact them?



Base: asked of patients who have tried to contact their GP practice since being registered: 2025 (683,277), 2024 (675,534).

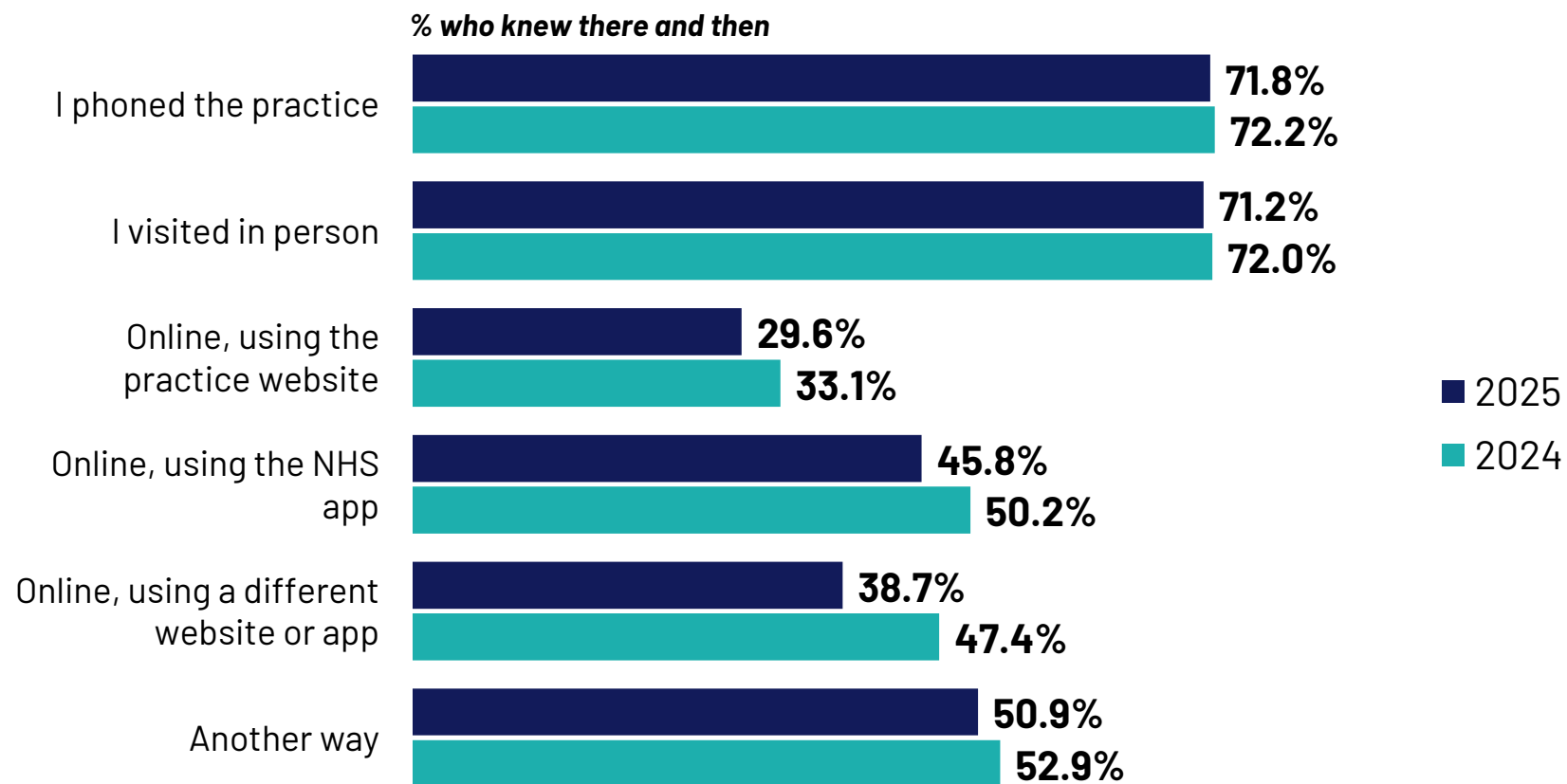
Last contact: Timing of next step

Q13. How soon after you contacted your GP practice did you know what the next step would be?



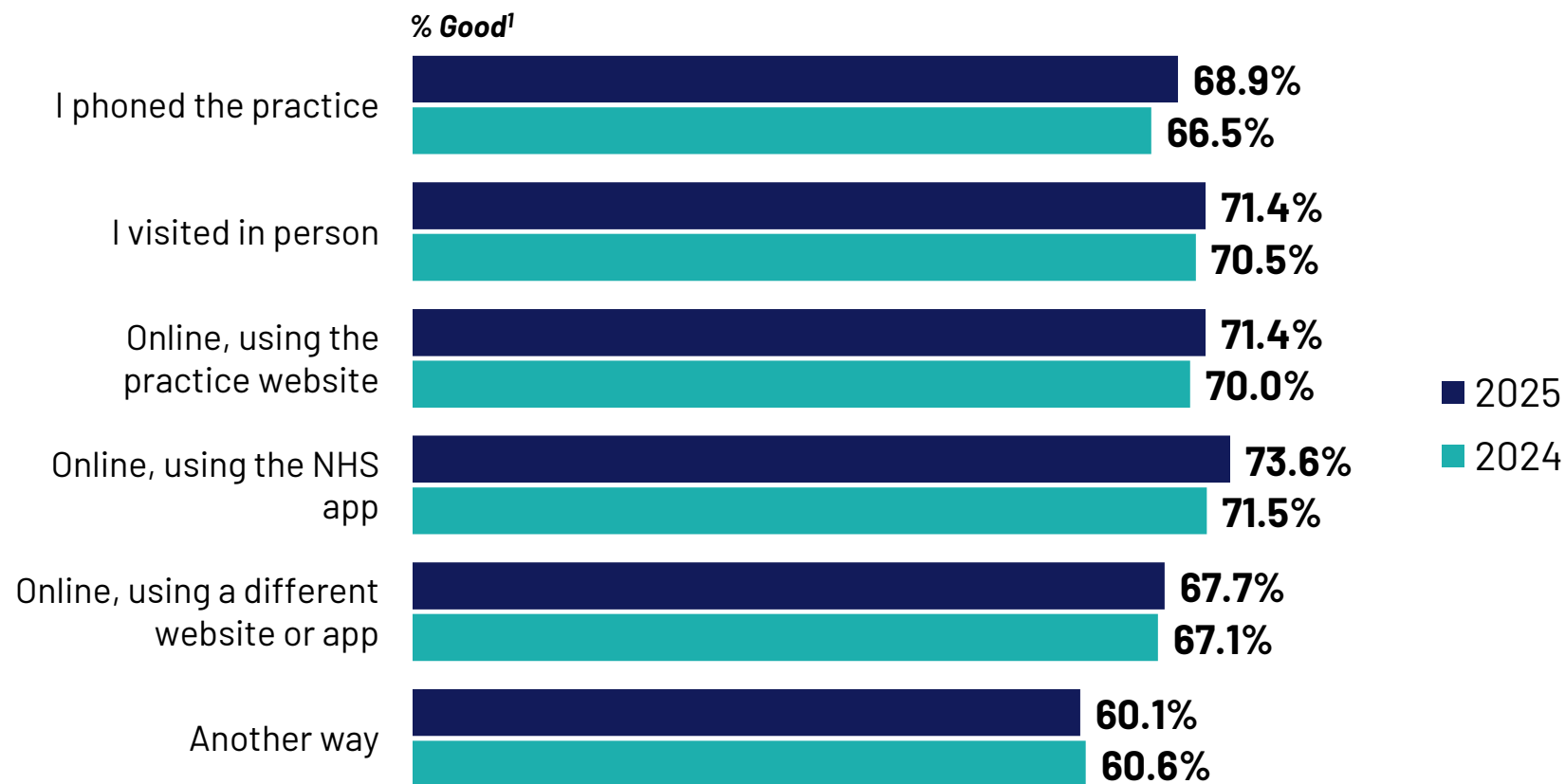
Base: asked of patients who knew what the next step in dealing with their request would be, excluding those who said 'I can't remember': 2025 (523,686), 2024 (508,714).

Last contact: Timing of next step by mode of contact



Base: asked of patients who knew what the next step in dealing with their request would be, excluding those who said 'I can't remember': 2025 (523,686), 2024 (508,714). Base range: Type of contact – 2025 (1,301 to 63,878), 2024 (1,178 to 66,010).

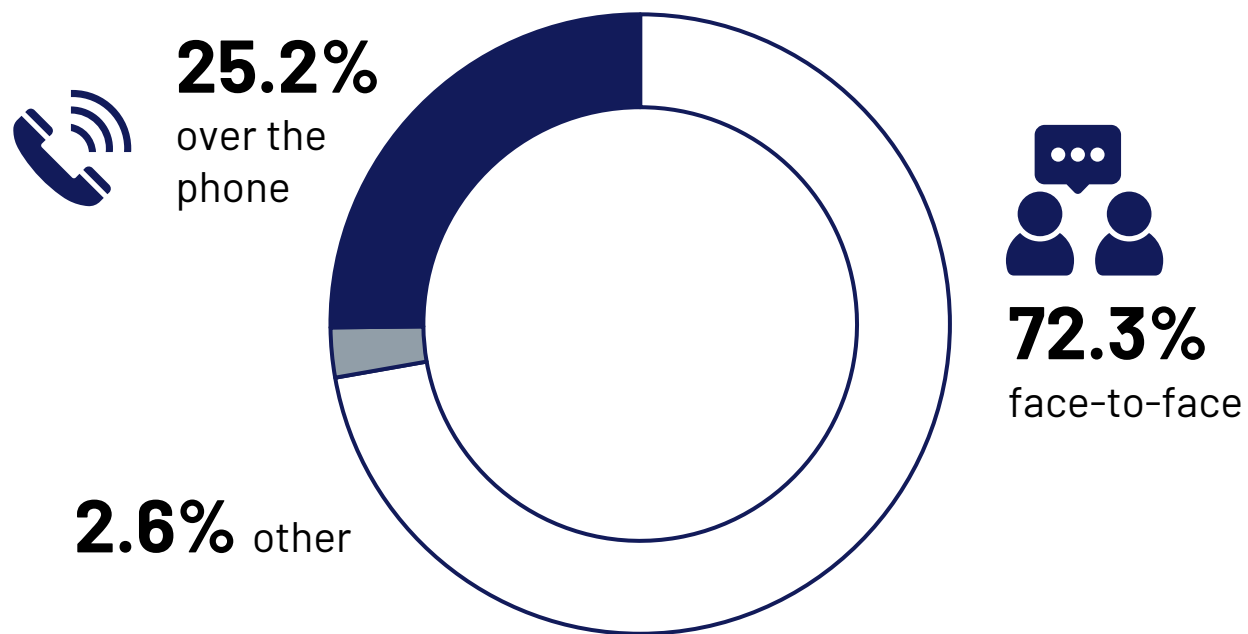
Last contact: Overall experience of last contact by contact mode



¹Good = 'very good' and 'fairly good'. Base: asked of patients who have tried to contact their GP practice since being registered: 2025 (672,941) 2024 (681,183). Base range: Type of contact - 2025 (9,591 to 449,403), 2024 (8,384 to 478,079).

Last appointment

Q22. How did the appointment take place?



Base: asked of patients who had an appointment since being registered with current GP practice: 2025 (677,815), 2024 (666,169).

Q23. Who did you have the appointment with?

63.5% A GP

22.2% A nurse

9.3% Another healthcare professional

5.1% I don't know

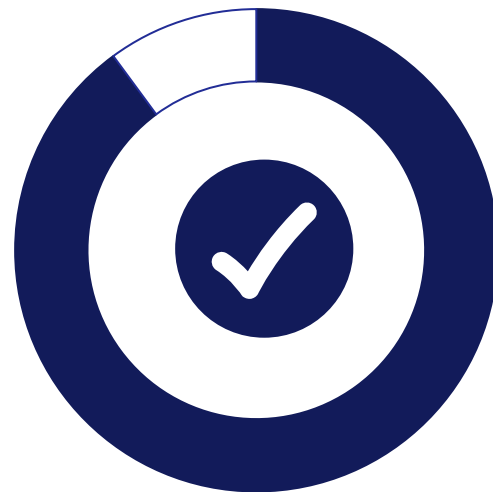
Base: asked of patients who had an appointment since being registered with current GP practice: 2025 (676,652), 2024 (666,147).

Last appointment: Healthcare professional



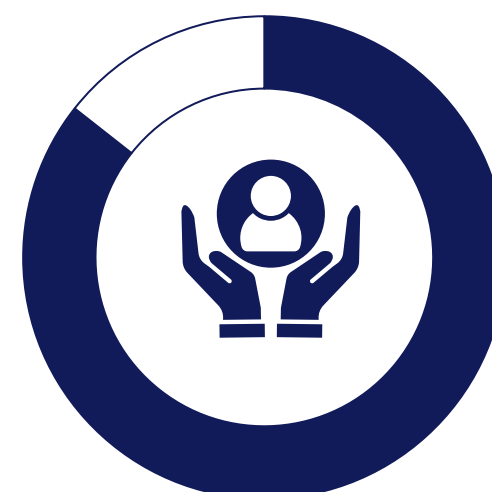
92.5%

said they had **confidence** and **trust** in the **healthcare professional**
(92.3% in 2024)



89.9%

said their **needs were met**
(89.9% in 2024)



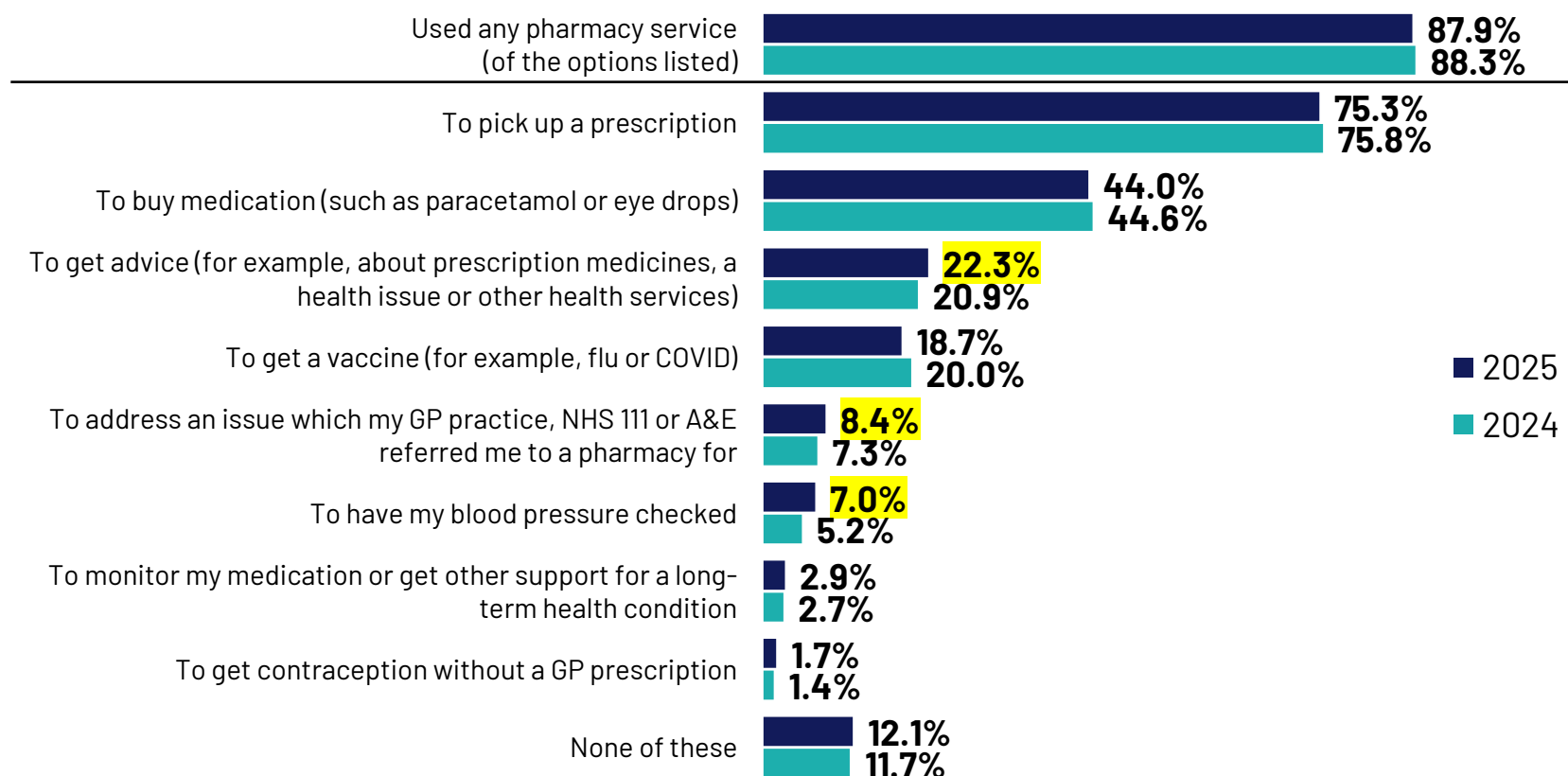
85.6%

said the **healthcare professional** was **good** at treating them with **care** and **concern**
(85.3% in 2024)

Base: asked of patients who had an appointment since being registered with current GP practice, excluding those who said 'I don't know or it didn't apply': Confidence and trust - 2025 (665,885), 2024 (656,379); Needs met - 2025 (666,889), 2024 (657,398); Care and concern - 2025 (670,865), 2024 (661,177).

Pharmacy services

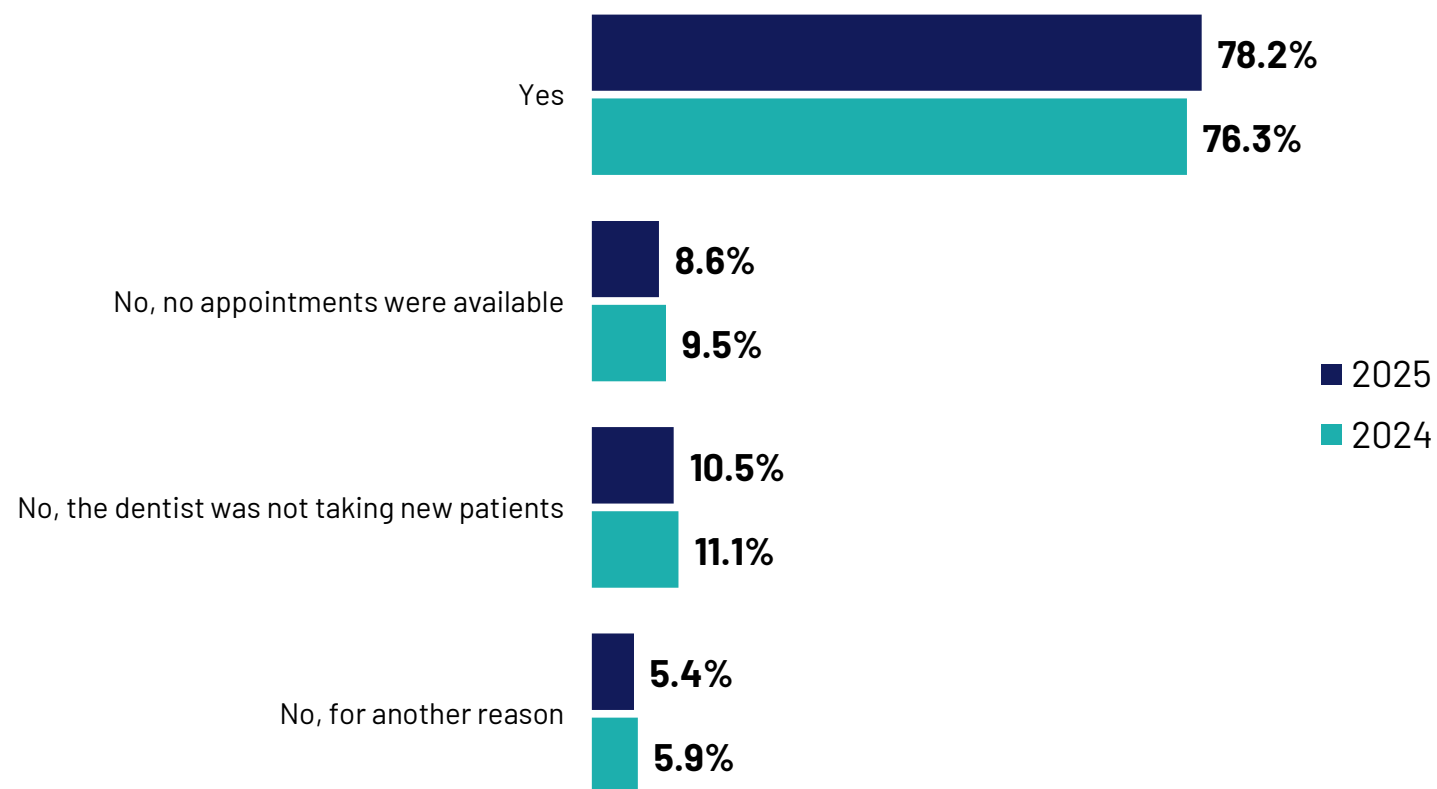
Q47. Thinking about the last 12 months, which of the following services have you used a pharmacy for? (multiple responses allowed)



¹Used any pharmacy service = all except 'None of these'. Base: asked of all patients: 2025 (689,984). 2024 (694,064).

Dentistry services

Q51. Were you able to get an NHS dental appointment? (multiple responses allowed)



Base: asked of patients who have tried to get an NHS dental appointment in the last two years, excluding those who said 'I can't remember': 2025 (358,869), 2024 (362,092).

REPORTING

How can you use GPPS?

Compare organisations:

Results available at practice, PCN and ICS level

Fieldwork is always Jan-March

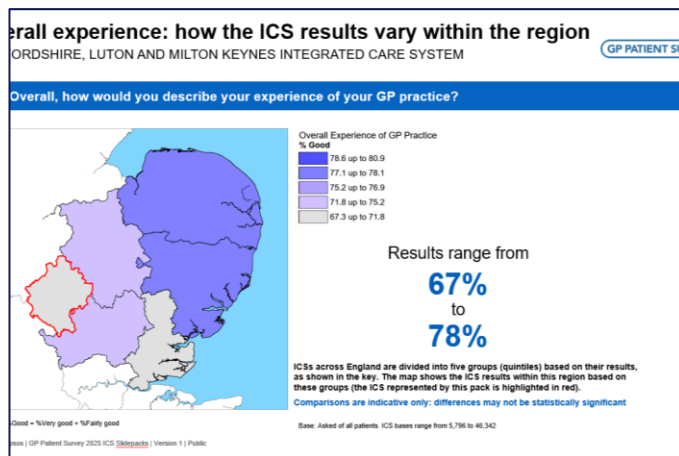
Understand the needs and experiences of specific groups:

Extensive demographic information from participants and large sample sizes allow for detailed analysis

Analyse trends from 2025:

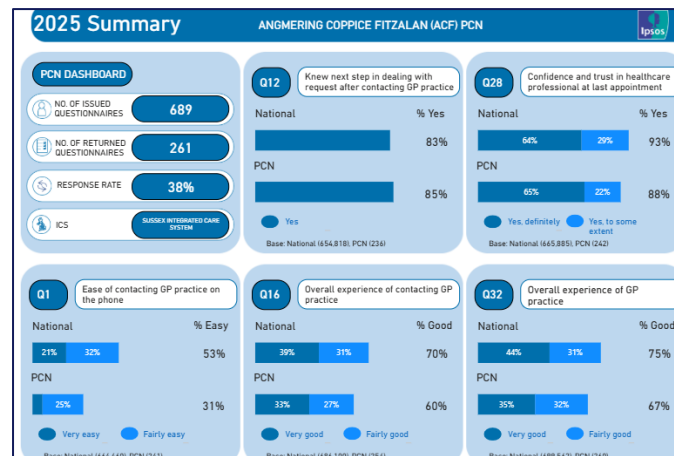
Identify areas for improvement and see where things are getting better

How can you ... compare organisations?



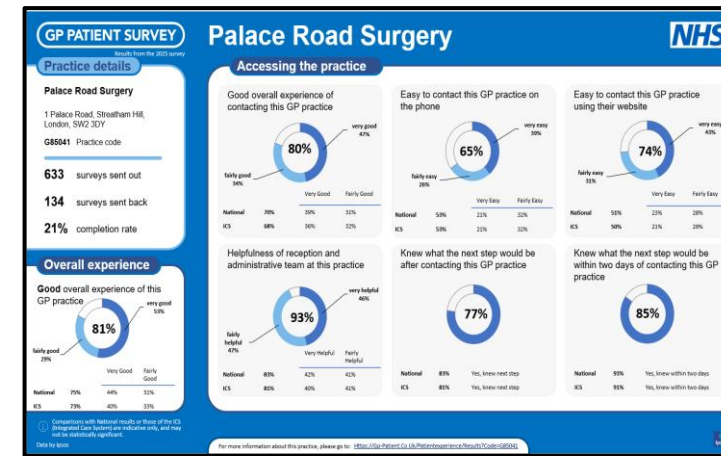
ICS slidepacks

gp-patient.co.uk/slide-packs/ics-slide-packs/2025



PCN tool

gp-patient.co.uk/pcn-dashboard



Practice pages and summary

gp-patient.co.uk/

How can you ... look at health inequalities?

Using the ...



The screenshot shows the 'GP PATIENT SURVEY' website with a navigation bar including 'About', 'Contact us', and 'Received a survey?'. The main heading is 'GP Patient Survey: latest articles'. Below this, there are three article snippets. The first is titled 'Accessibility and the national report' dated 8 November 2024. The second is a webinar titled 'Unpacking the 2024 GP Patient Survey' dated 5 August 2024. The third is titled '2024 GP Patient Survey results released' dated 31 July 2024.

GP PATIENT SURVEY About Contact us Received a survey? **NHS**

GP Patient Survey: latest articles

Latest blog

Uses of GPPS

8 November 2024: Alicia May shares how we are making GPPS results more accessible.

Webinar - Unpacking the 2024 GP Patient Survey

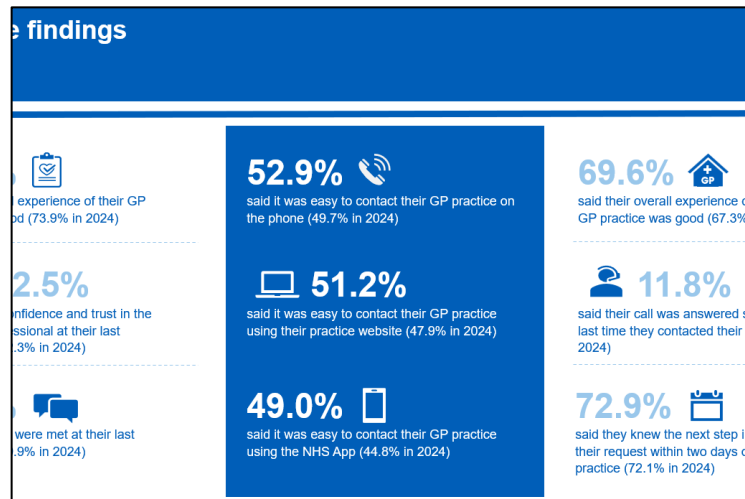
5 August 2024: Rachel Williams, Eileen Irvin and Molly Dawson hosted a GP Patient Survey webinar looking at how the survey works, highlighting some key results from 2024 and explaining how to find the resources you need.

2024 GP Patient Survey results released

31 July 2024: Molly Dawson and Victoria Elsey share what the GP Patient Survey looks like this year, with key findings from the publication of results on 11 July 2024.

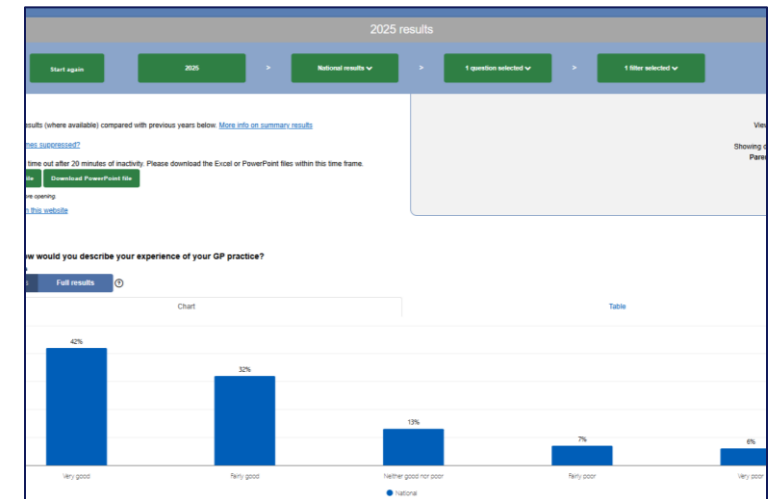
GPPS latest articles

gp-patient.co.uk/master-blog-list



National report

gp-patient.co.uk/surveysandreports



Analysis tool

gp-patient.co.uk/analysistool

Keep in touch!

Let us know how you are using the data – so we can understand the uses of the data, and share good practice with others

Get in touch with any feedback – so we can continue to improve the survey and its outputs, to better meet your needs

Let us know if you want any more information – if you would like more information about the survey, please get in touch

Email us at gpppatientsurvey@ipsos.com

THANK YOU

CONTACT US:

GPPatientSurvey@Ipsos.com

benjamin.brewer@ipsos.com

rachel.williams@ipsos.com

victoria.elsey@ipsos.com