

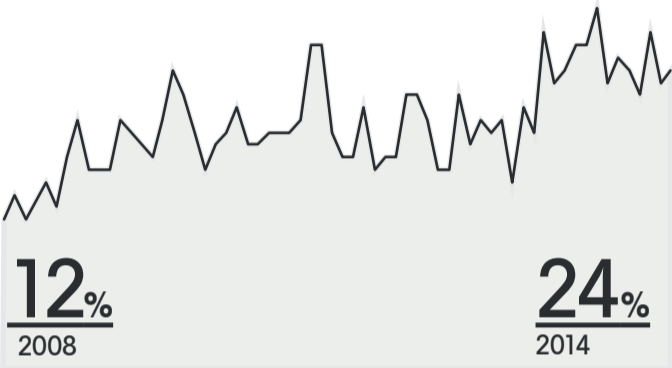


Maintaining pride in the NHS:

The challenge for the new NHS Chief Exec

52%
now say that the NHS is what makes them most proud to be British compared with 45% in 2012

Concern about the NHS has been rising (but it's still lower than other issues)



What do you see as the most/other important issues facing Britain today?

The majority think at least some NHS hospitals have the same problems as Mid Staffs



think that at least some hospitals have these problems

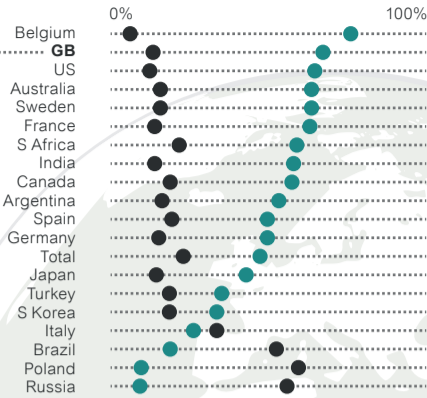
The report described 'a tolerance of poor standards' at Mid Staffordshire. To what extent, if at all, do you think other hospitals in the NHS have these problems?

In April 2014, Simon Stevens became the new NHS Chief Exec. What, according to the public, are the challenges he faces?



People in Britain rate the quality of their healthcare very highly in comparison to other countries

67%
good
13%
poor

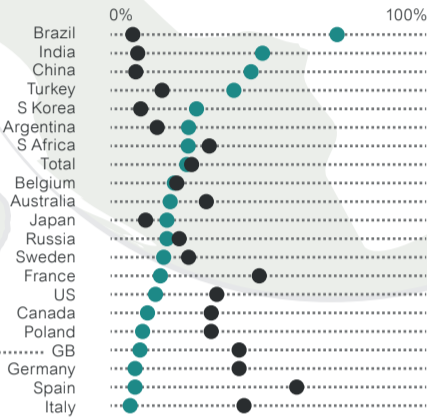


How would you rate the quality of healthcare that you and your family have access to in...? By healthcare we include doctors, specialist physicians such as surgeons, hospitals, tests for diagnosis and drugs to treat various ailments.

We are worried about the future

We are more negative than other countries about the sustainability of our health services

9%
improve
43%
get worse



Over the coming years, do you expect the quality of healthcare that you and your family will have access to locally will improve, stay the same or get worse?

So why are we worried about sustainability?

A lack of resources and investment is seen as the biggest problem facing the NHS (and has been since 2006)



Lack of resources/investment

Not enough doctors/nurses/understaffed

Long waiting lists/times

Bureaucracy/top heavy management

Overall, what do you see as the biggest problems facing the NHS? What else?

Most people want the NHS protected from spending cuts, more than any other area of public spending



Which two or three, if any, of the following main areas of public spending do you think should be protected from any cuts?

We are more in favour of increasing funding to maintain the current service than limiting services

The NHS should be given more funding so that it can continue to provide services in the same way it does at the moment

The NHS should provide fewer services or only a set range of vital services so that it stays within the same budget it has at the moment



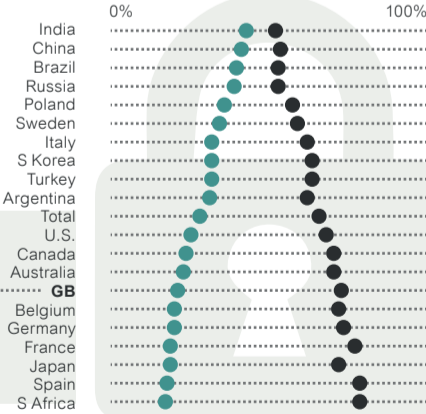
Please give me a number between 1 and 5 to show where your view fits on this scale...

Meanwhile, the recent anxiety around care.data cannot be ignored...

People are concerned about online privacy, particularly when compared with the rest of the world

73%
Disagree

To what extent do you agree or disagree: People worry too much about their privacy online - I'm not concerned about what companies or the government know about me.



...though they are more likely to trust public sector healthcare providers than other groups to use their data responsibly

41%
Great deal / Fair amount

To what extent, if at all, do you personally trust the following to use the information they have about you in the right way?

- Public sector healthcare providers
- Banks
- Your national government
- Supermarkets
- Private sector healthcare providers
- Credit card companies
- Insurance companies

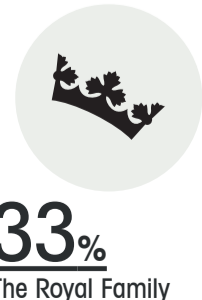
...and they are supportive of data being used for medical reasons

88%
support creating a DNA database of cancer patients



To what extent do you support or oppose each of the following specific uses of people's data? Creating a DNA database of cancer patients, in order to help develop more effective treatments for cancer

Nevertheless the NHS remains the thing that makes people most proud to be British



Which two or three of the following, if any, would you say makes you most proud to be British?

So how can Simon Stevens maintain pride in the NHS given the current challenges it faces? Equally, how can he harness goodwill towards the NHS to reassure the public about sustainability of the service?

For the complete slide deck visit www.ipsos-mori.com/maintainingpride