Ipsos MORI

Social Research Institute





Ipsos MORI kicked off the election campaign with **The Worm** at the seven way debate, where it became apparent how important the NHS was going to be in this campaign.

The debate about the NHS was wide-ranging. Here, we look at a few topics discussed and explore what our data tells us about public perceptions on each of them.

For more examples of our recent work visit our webpage.



FUNDING

Leaders outlined how they would ensure long-term funding for the NHS, whilst keeping it free at the point of access. But how does this resonate with the public? Recent Ipsos MORI research suggests that when it comes to the NHS, there is more to winning over the public than simply promising the most cash.

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MENTAL HEALTH

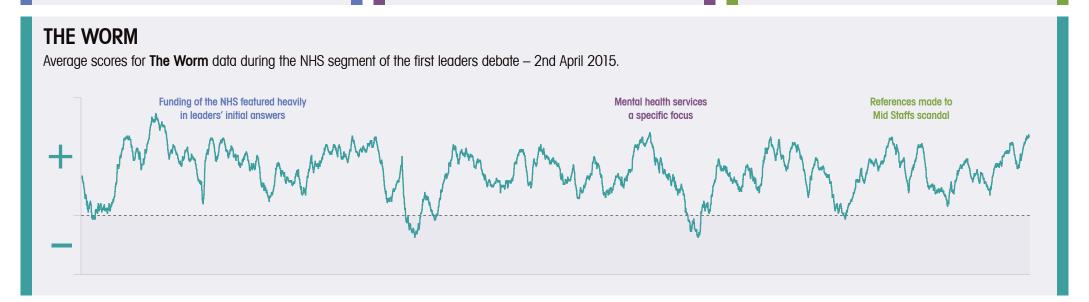
The need to improve mental health services was highlighted during the debate. A recent Ipsos MORI poll indicated that almost four in five people believe the proportion of spend on mental health services should increase in the future; we explore why the public might hold this view.

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MID STAFFS AND QUALITY

Later in the debate the leaders clashed on the issue of Mid Staffs and quality within the NHS. We explore how, if at all, Mid Staffs has impacted on public perceptions of quality in the health service.

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Technical note: We recruited an audience of 50 politically balanced undecided voters from England, Wales and Scotland who watched the debate from the BBC's studios in Salford. Their reactions to the debate – positive or negative – were translated to an on-screen trace – or "worm" – that told us how positive or negative the audience were to what they saw unfolding on-screen. For further details see **www.ipsos-mori.com** or contact **Anna.Quigley@ipsos.com**