

#GE2015

## THE NHS, THE PUBLIC AND THE ELECTION

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.

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### 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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## THE WORM

Average scores for **The Worm** data during the NHS segment of the first leaders debate – 2nd April 2015.

