



Public Health  
England

**Public Health England**

**Public awareness and opinion survey**

**2016**

October/November 2016



**Ipsos Public Affairs**

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# Introduction and objectives



**Awareness and knowledge of PHE, its role and activities**



**Levels of public confidence and trust in PHE**



**Public health concerns**



**Sources of advice and preferred communication channels**

Face to face survey using Ipsos MORI Omnibus (repeat of 2015 and 2014)

Fieldwork 2<sup>nd</sup> – 23<sup>rd</sup> September 2016

1,640 participants – based in England, aged 15 and over

Data weighted to reflect population profile

24% (n=394) willing to be contacted about PHE's People's Panel

# Awareness and knowledge of PHE

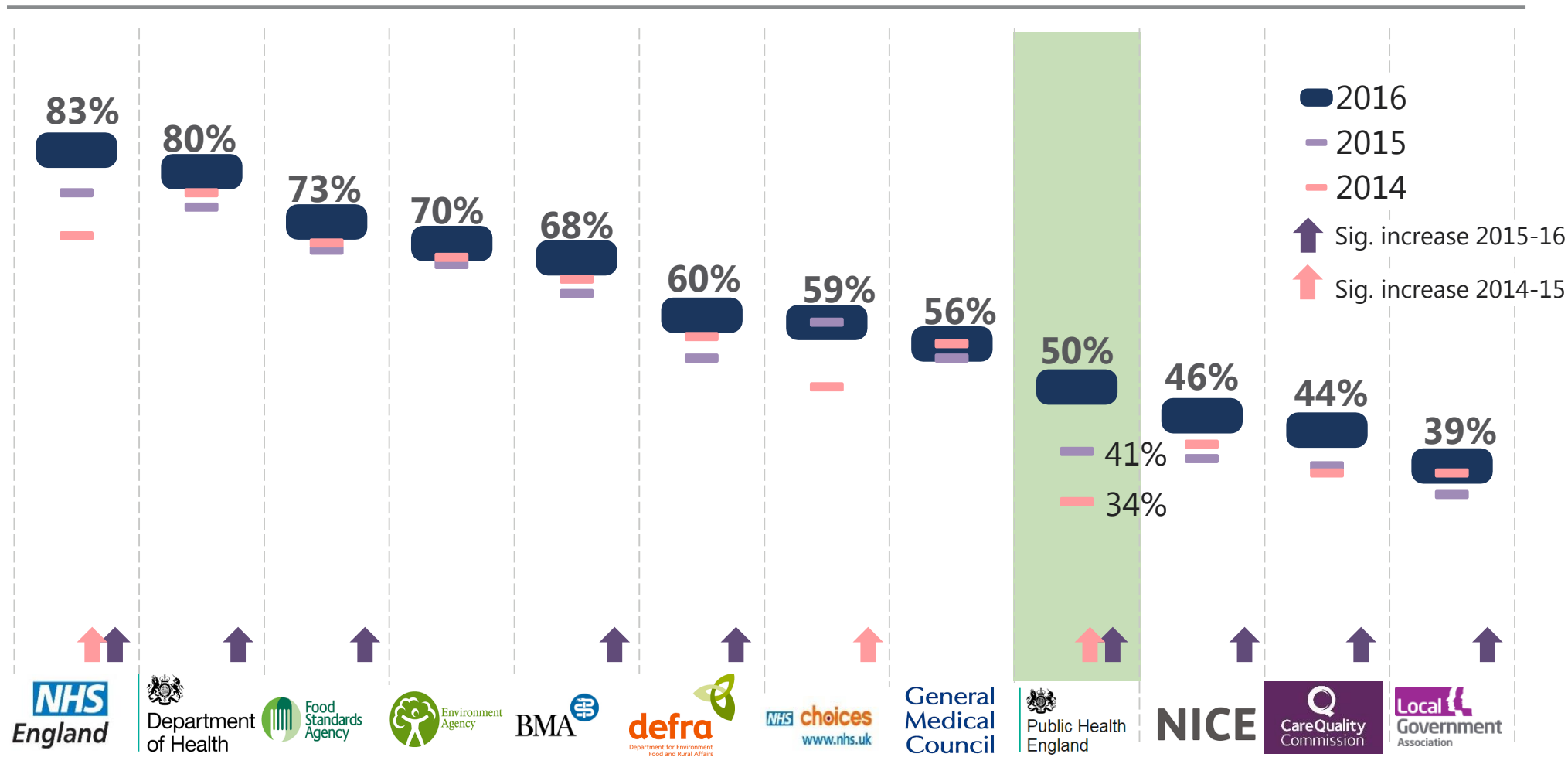


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# Awareness of PHE is increasing

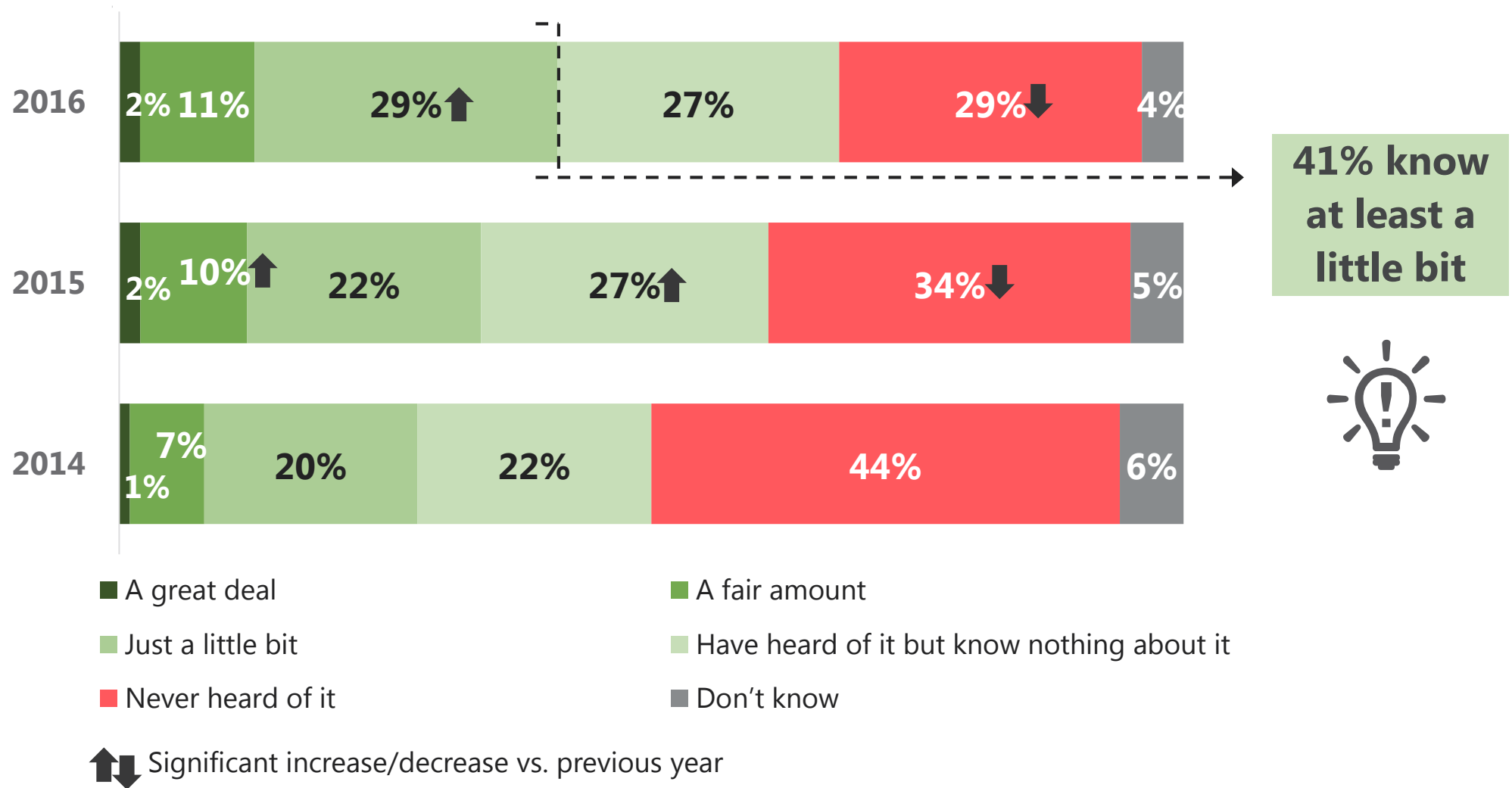
Q8 Which, if any, of the following organisations have you heard of? (prompted)



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).

# And the public report better knowledge of you

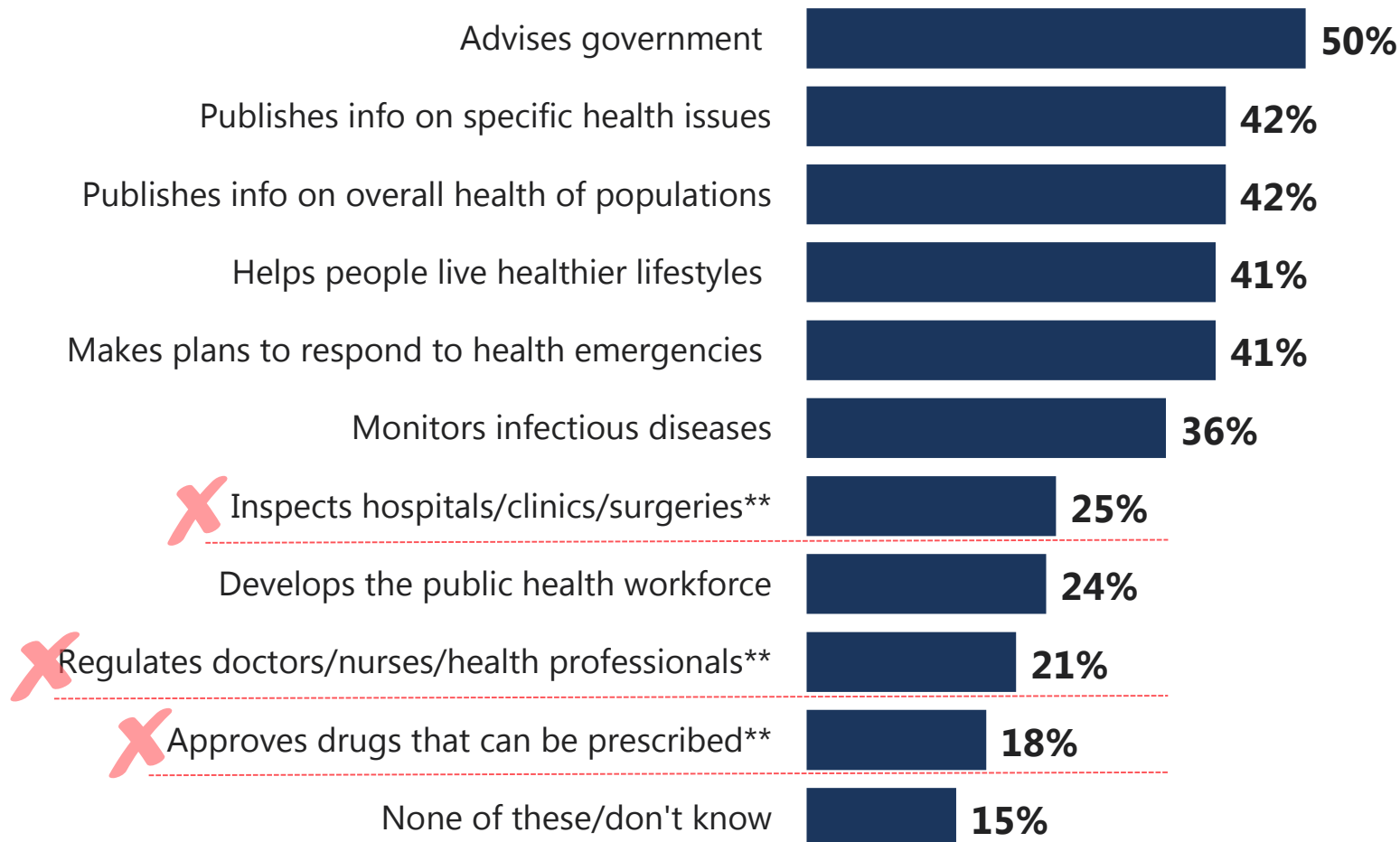
Q12 How much, if anything, would you say you know about PHE?



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).

# But increased awareness not always informed awareness

Q14 Looking at this list, which of the following do you think PHE does?



Only correct answers\*

-4 since 2015

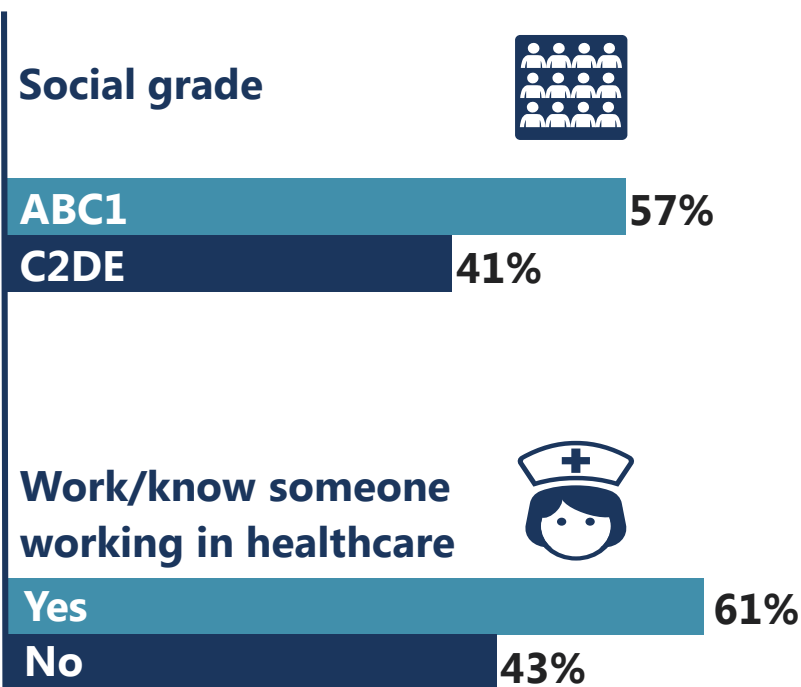
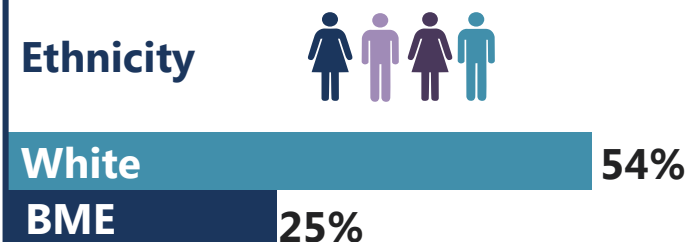
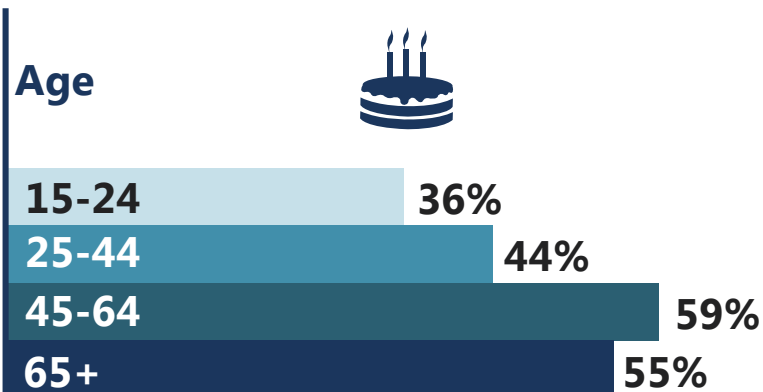
Any incorrect answers

+7 since 2015

Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). \*Percentage point change over time. \*\*Incorrect response options included as 'red herrings' to test knowledge.

# Better awareness among older and ABC1 groups

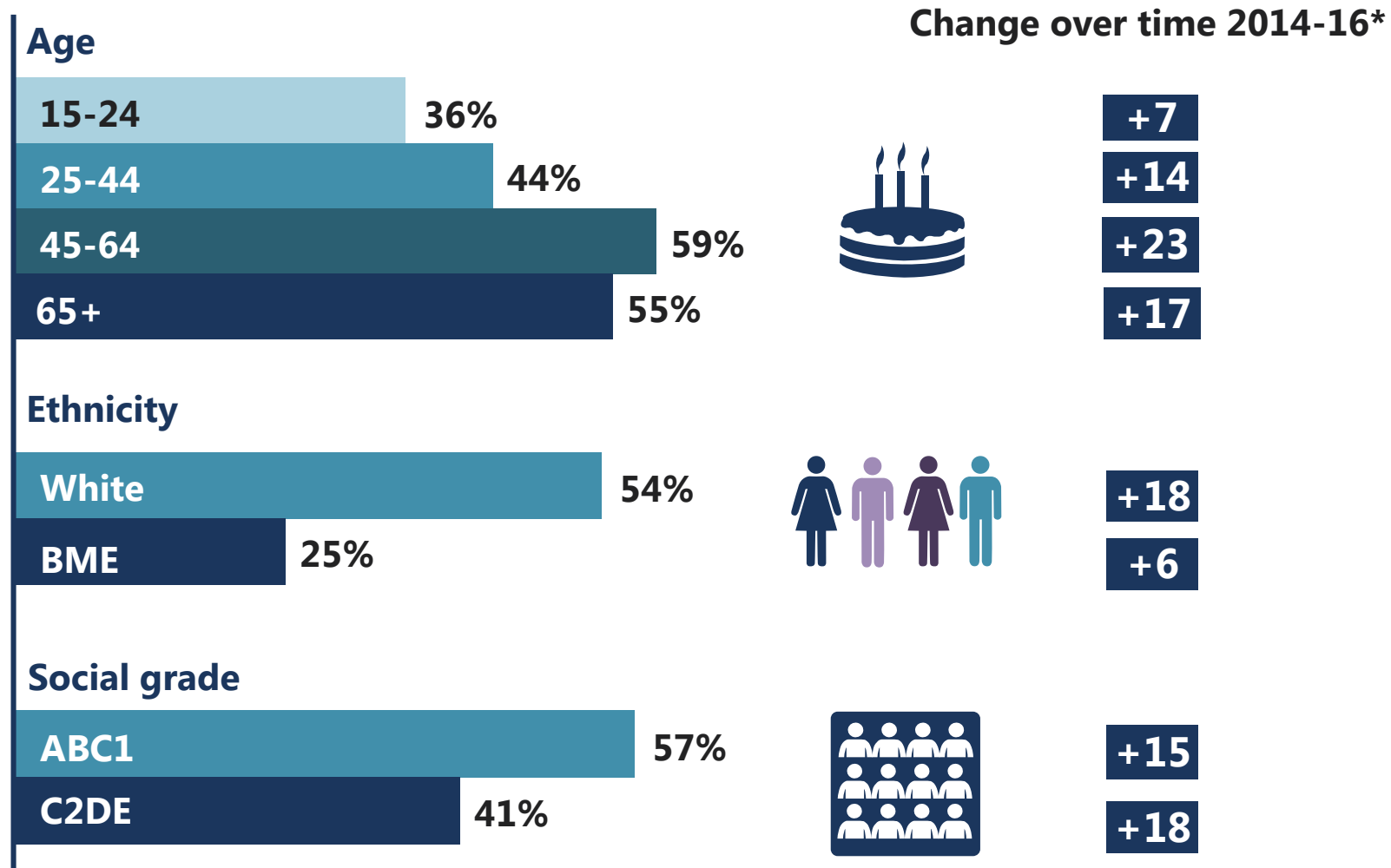
Q8 Which, if any, of the following organisations have you heard of? - PHE



All participants: 15-24 (240); 25-44 (459); 45-64 (502); 65+ (439); ABC1 (927) C2DE (713); White (1374); BME (264); Informal carers (281) Non-carers (1,358); Long-term illness or disability (399) No long-term illness/disability (1,241); Working/know someone working in healthcare (586); Not working/don't know anyone working in healthcare (1,053).

# Increased awareness not uniform across sub-groups

Q8 Which, if any, of the following organisations have you heard of? – PHE



All participants: 15-24 (2016: 240; 2015: 263; 2014: 257); 25-44 (2016: 459; 2015: 462; 2014: 486); 45-64 (2016: 502; 2015: 496; 2014: 468); 65+ (2016: 439; 2015: 410; 2014: 414); ABC1 (2016: 927; 2015: 899; 2014: 796) C2DE (2016: 713; 2015: 732; 2014: 829); White (2016: 1,374; 2015: 1,325; 2014: 1,338); BME (2016: 264; 2015: 298; 2014: 282). \*Percentage point difference.



# Confidence and trust in advice

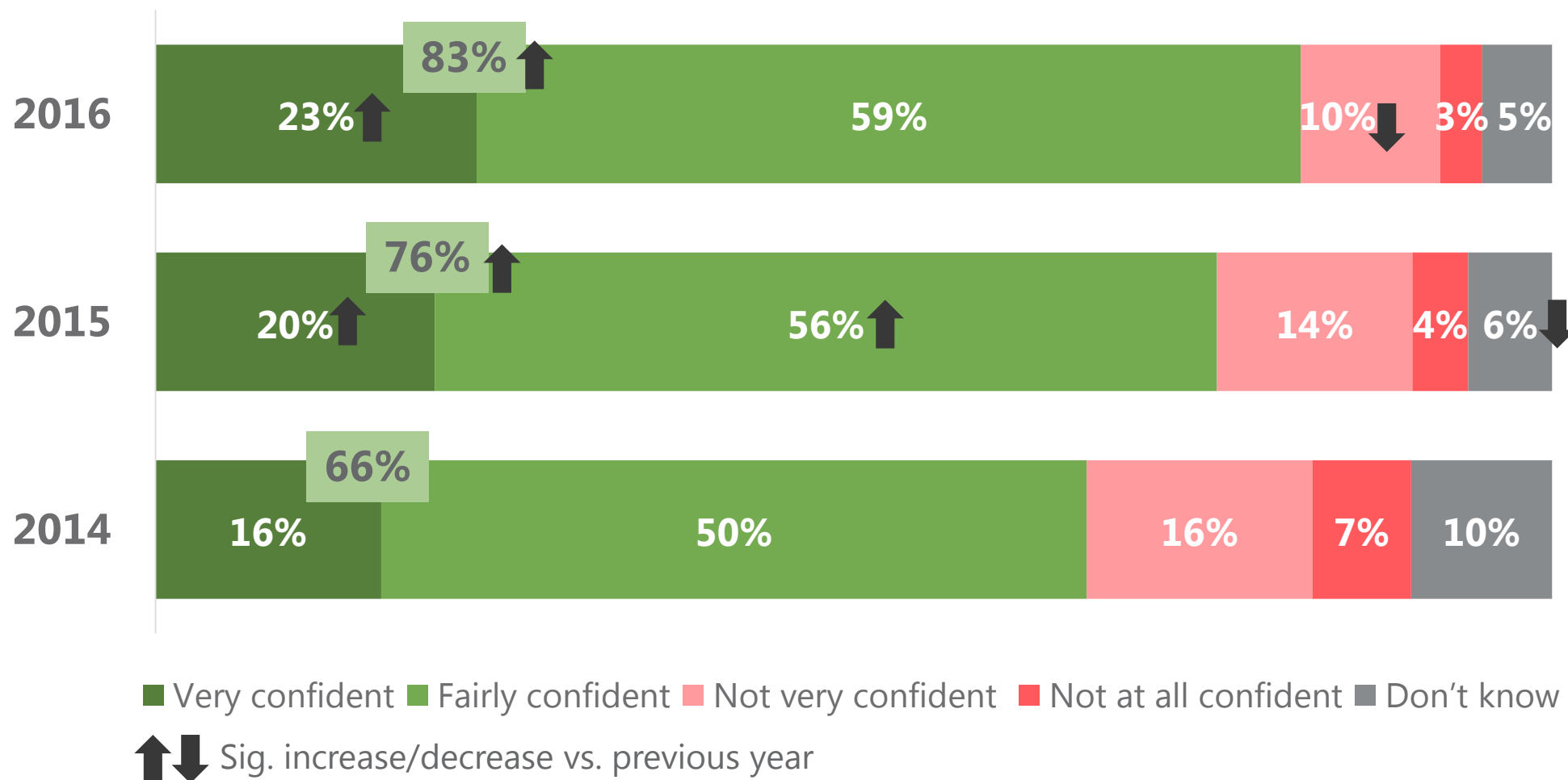


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# Confidence in PHE's advice is increasing...

Q15 How confident would you be in the advice provided by PHE?

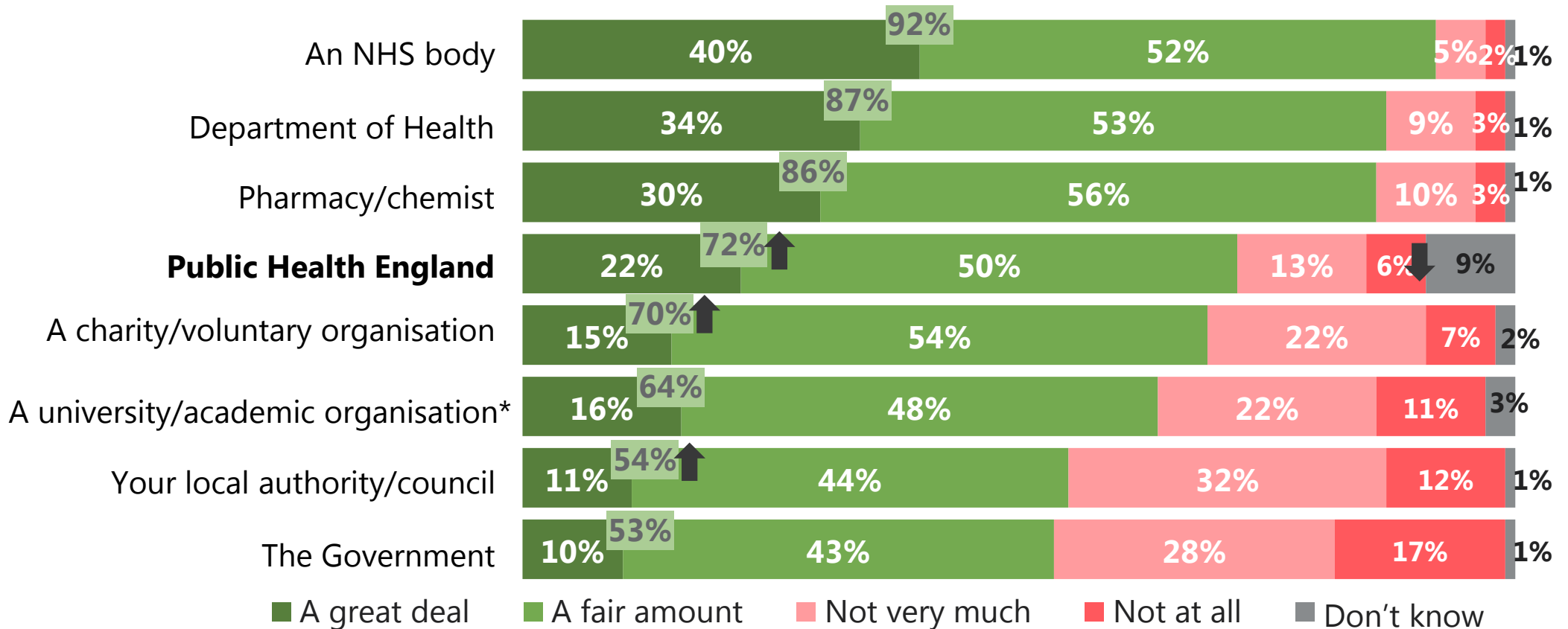


Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625).

# ...for advice on healthy living and health threats

Q11A To what extent would you trust advice on how to stay healthy from the following?

Similar patterns observed for advice about health threats



↑↓ Sig. increase/decrease vs. previous year

Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). See appendix for full data for 2014, 2015 and 2016. \*Response option included in 2016 only.

# Public health concerns

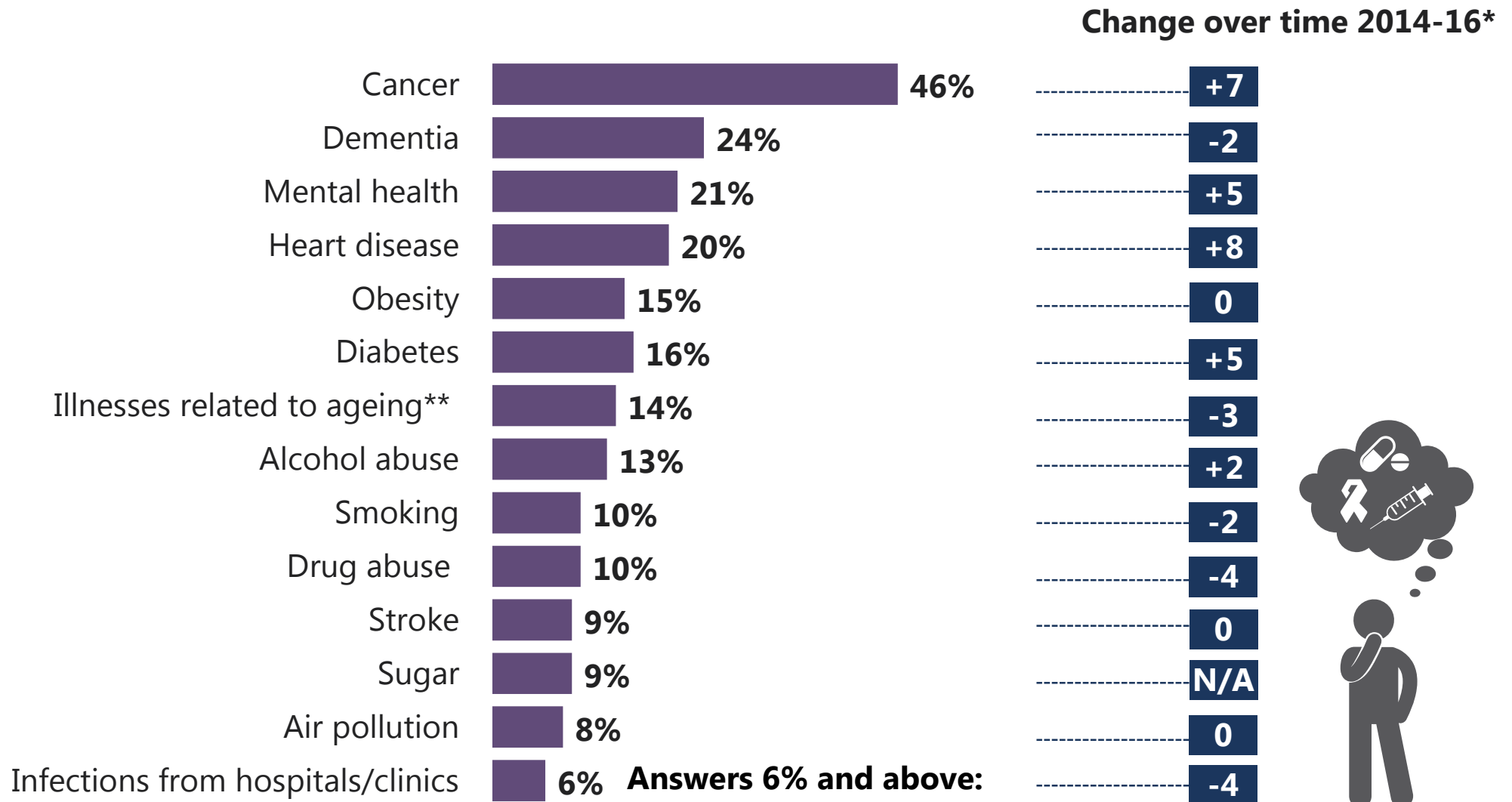


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# Cancer remains the public's greatest health concern

Q3 Please tell me which, if any, of the following you are most concerned about?



Base: All participants (2016: 1,640, 2015: 1,631, 2014: 1,625). \*\*Please note that in 2014 this code was worded 'age-related illnesses'. A number of answer codes have been abbreviated; refer to topline results for full wording. \*Percentage point change

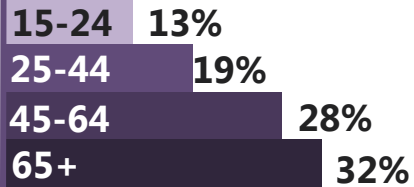
# But concerns vary by age and social grade

Q3 Please tell me which, if any, of the following you are most concerned about

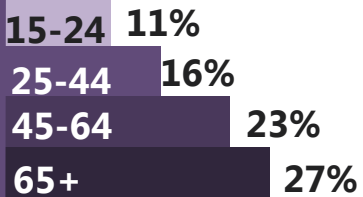
## Age



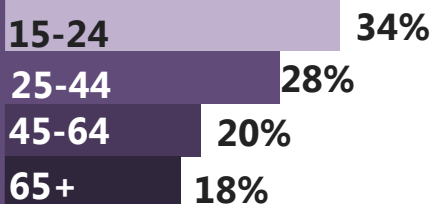
### Dementia



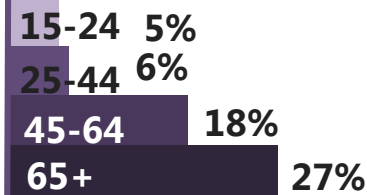
### Heart disease



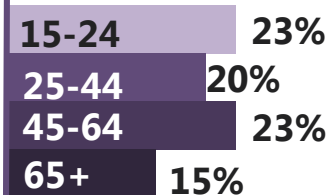
### Behaviours (NET eg alcohol, drug abuse, smoking)\*\*



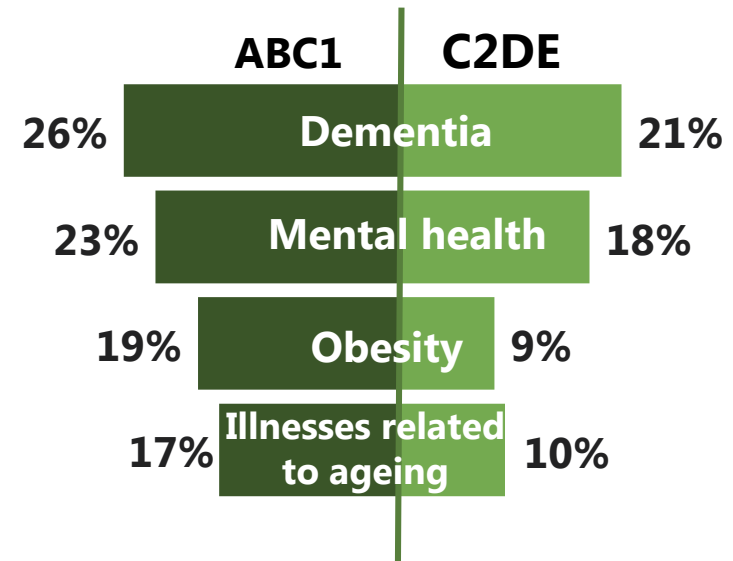
### Illnesses related to ageing



### Mental health

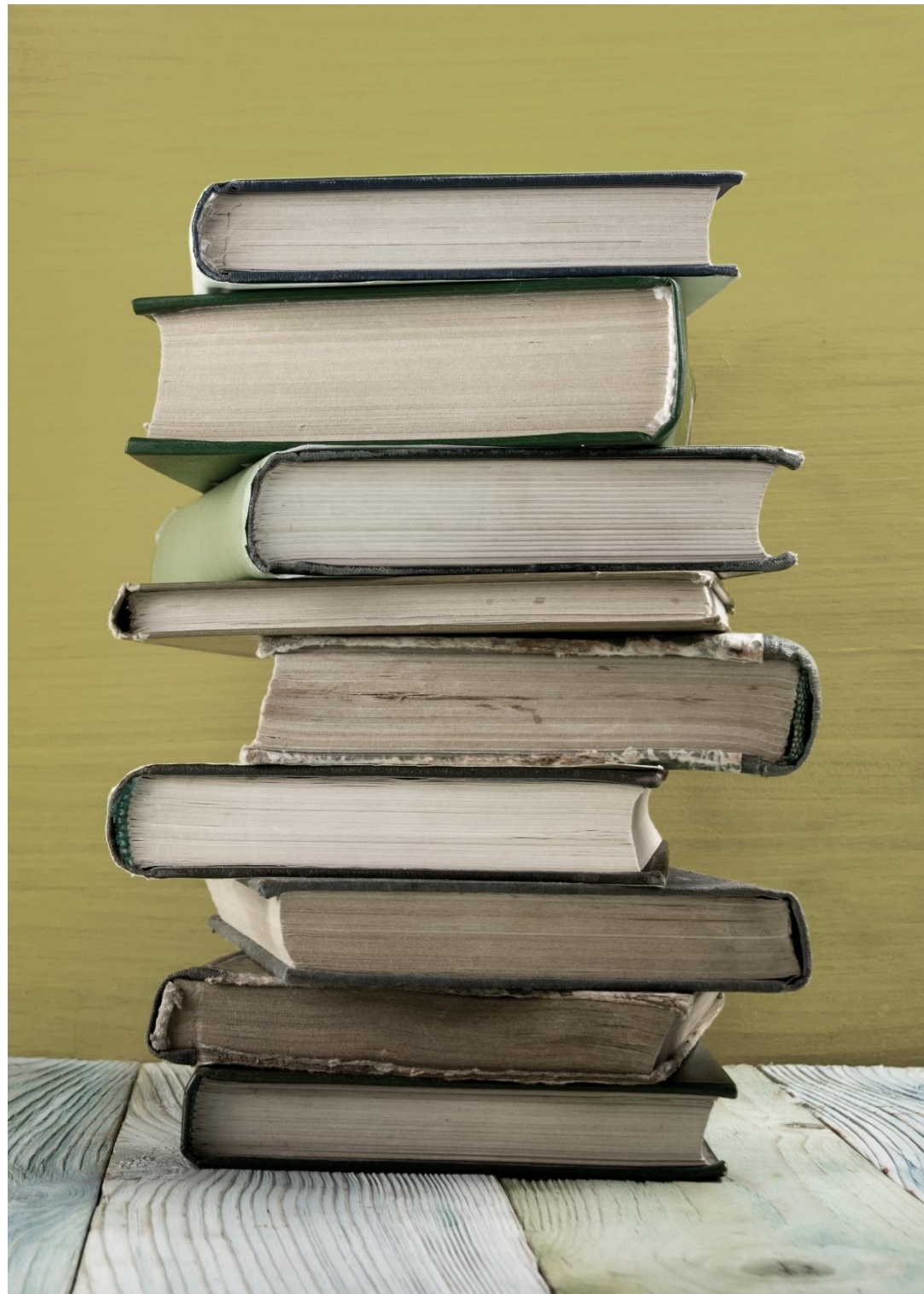


## Social grade



All participants: 15-24 (240); 25-44 (459); 45-64 (502); 65+ (439); ABC1 (927) C2DE (713); \*\*Includes all naming one or more of the following: smoking, alcohol abuse, drug abuse.

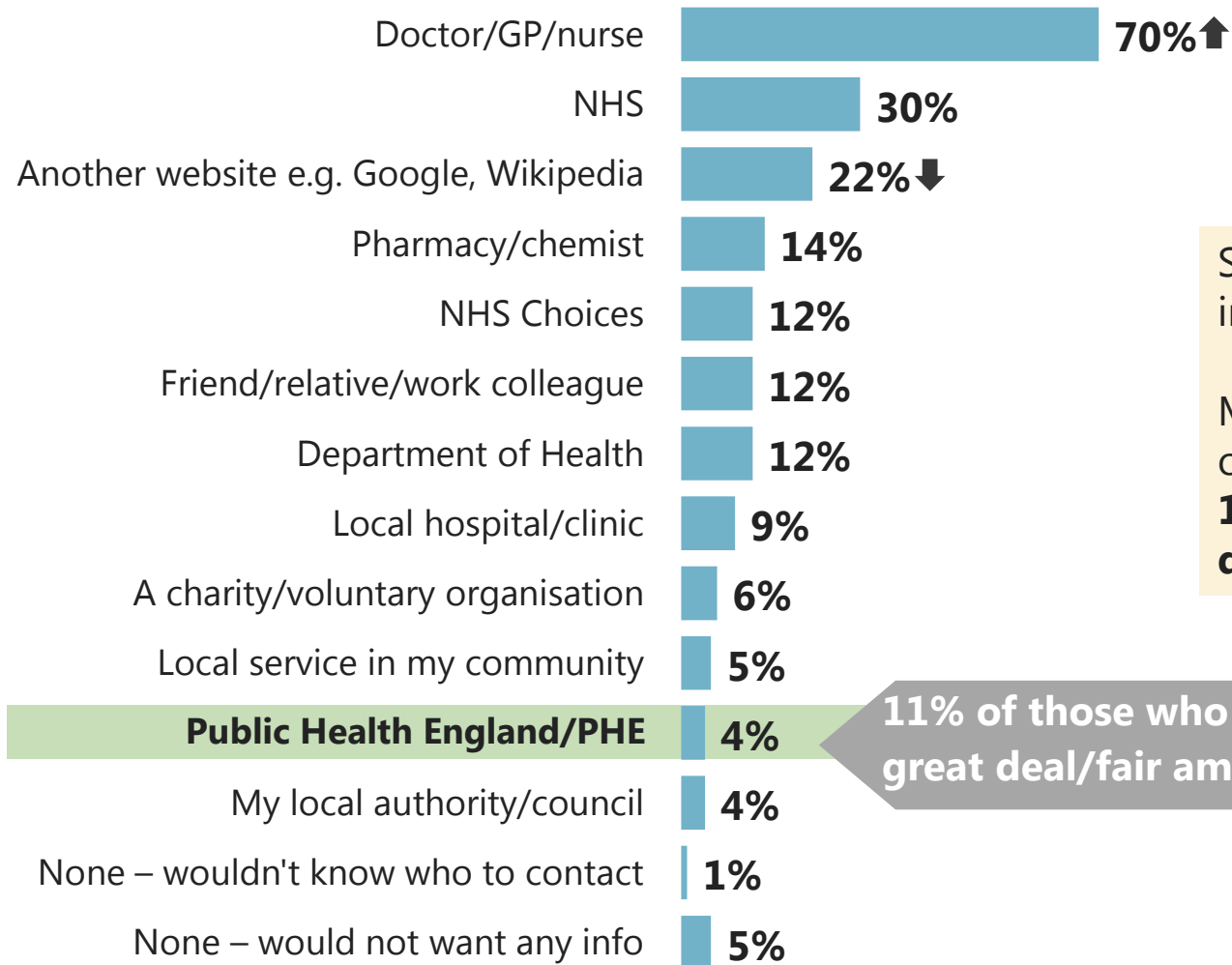
# Sources of information



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# PHE not yet top of mind but more so for those familiar with you

Q9 Who/which organisation, if any, from this list would you contact for info on how to stay healthy? (Answers 4% and above shown)



Similar preferences observed for information on **health threats**

More recognise PHE as a source of information: **8%**, increasing to **19%** of those who **know a great deal/fair amount about PHE**

11% of those who know PHE a great deal/fair amount

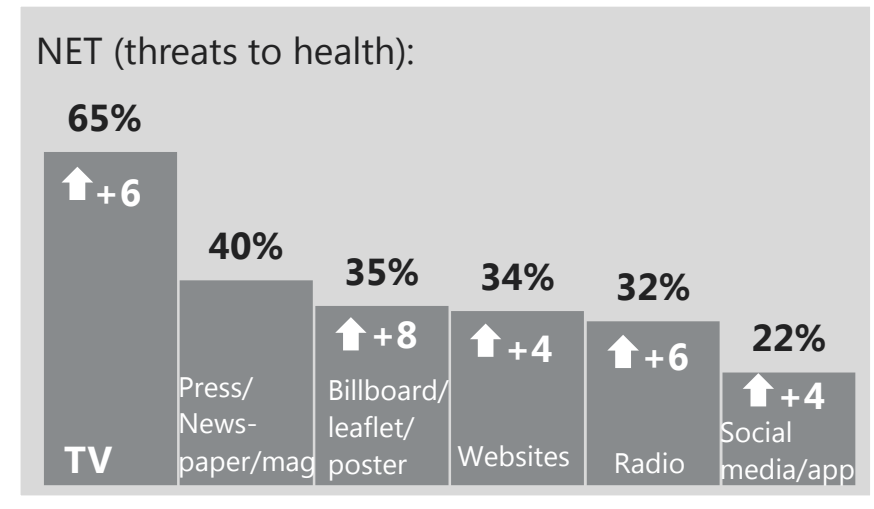
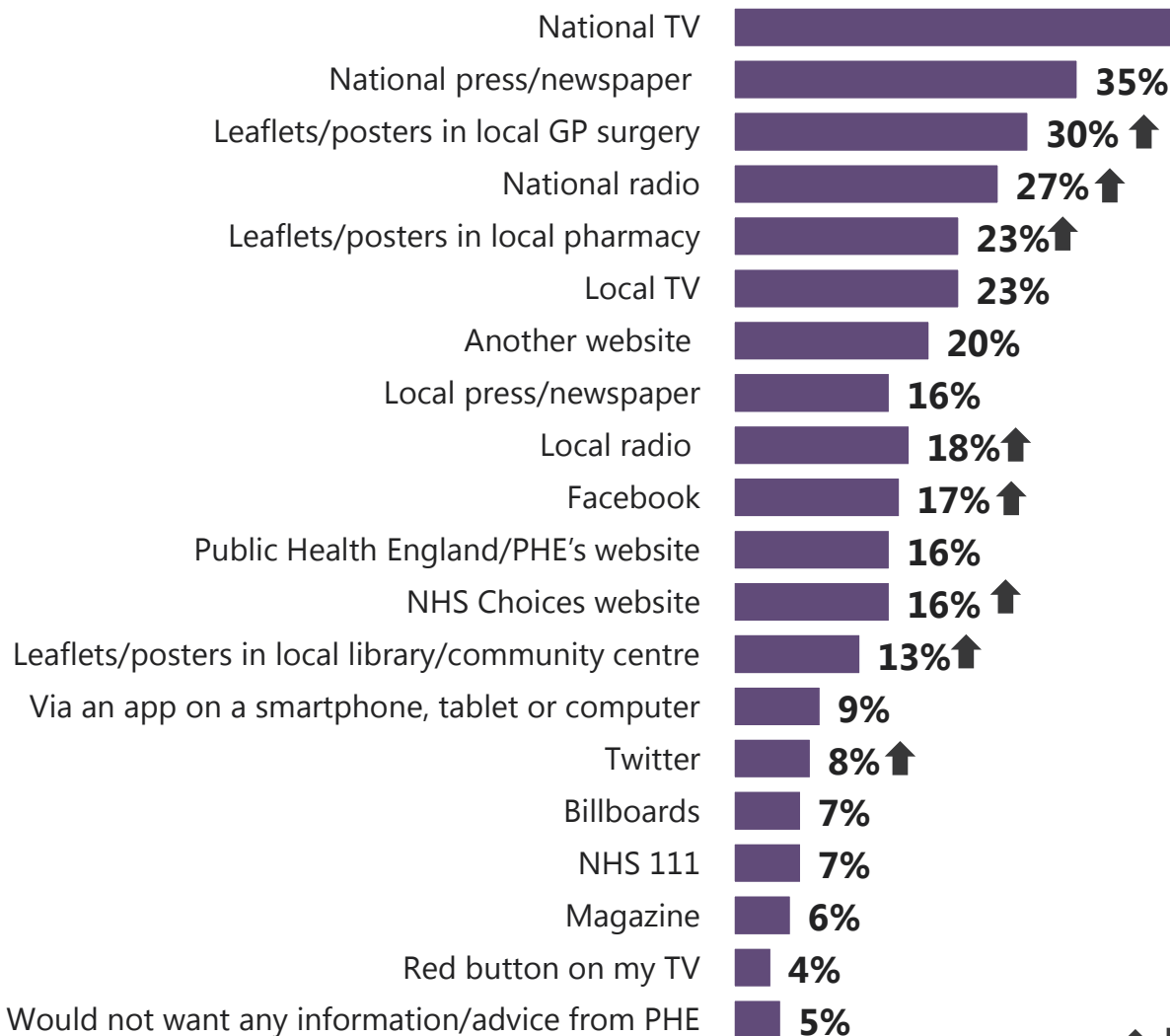
Base: All participants (2016: 1,640, 2015: 1,631); know PHE a great deal/fair amount (193)

↕ Sig. increase/decrease vs. previous year



# Strong value placed on traditional media

Q18 Through which of the following sources, if any, would you prefer to receive information and advice from PHE about possible threats to your health?



Similar story for information about healthy living

↑ ↓ Sig. increase/decrease vs. previous year



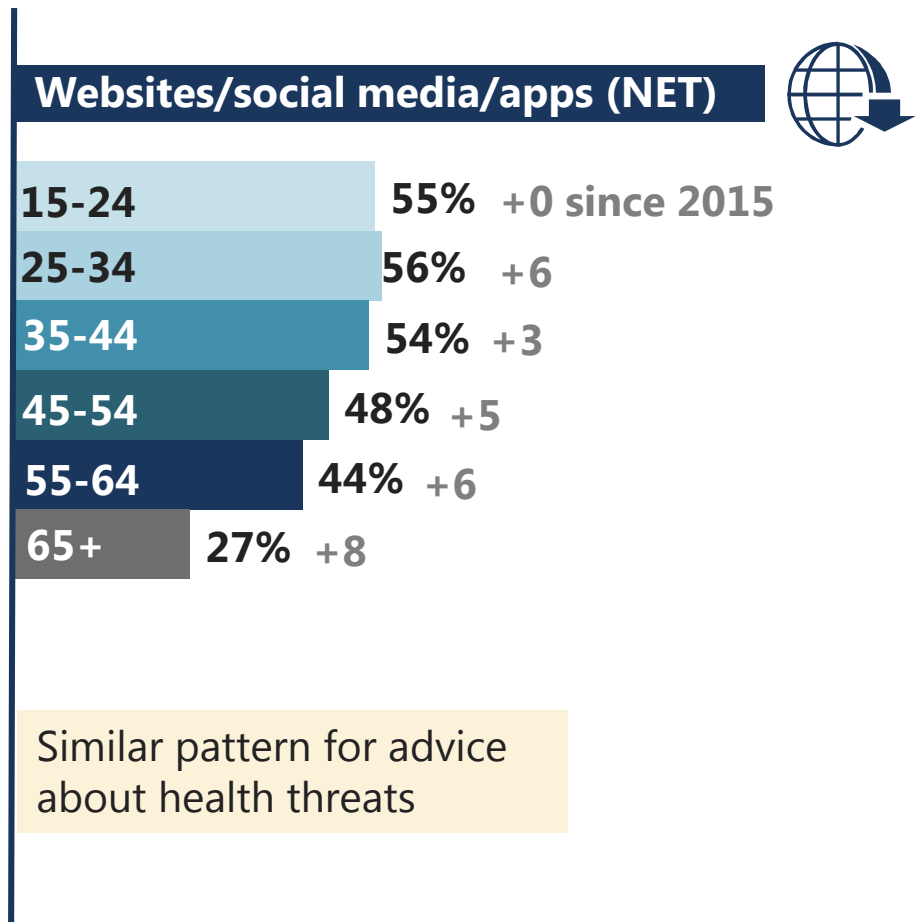
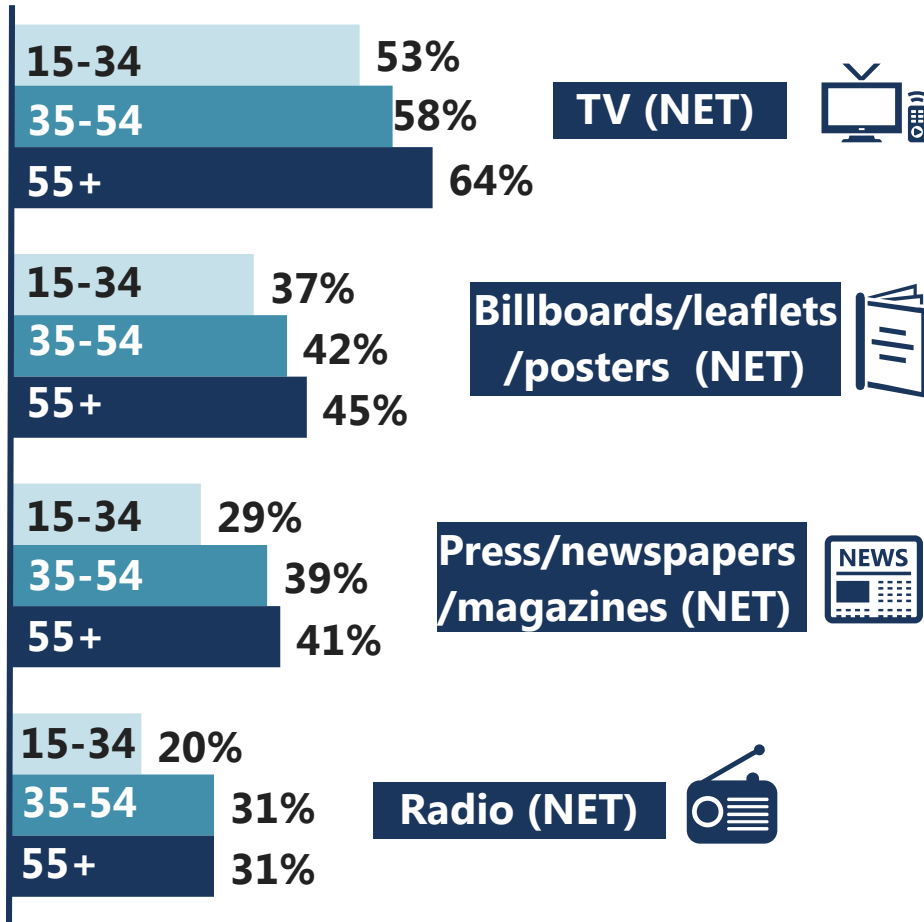
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Base: All participants (2016: 1,640, 2015: 1,631).

Source: Ipsos MORI

# Particularly among older groups but growing interest in digital channels

## Preferred channels for information on how to stay healthy



All participants: 15-34 (461); 35-54 (489); 55+ (690); 35+ (1,179); 15-24 (240); 25-34 (221); 35-44 (238); 45-54 (251); 55-64 (251); 65+ (439)

# Conclusions and implications



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# What about young people? (aged 15-24)

Young people have **lower knowledge and awareness** of PHE (& other organisations)

But – they are **optimistic**: high levels of trust in PHE & other organisations

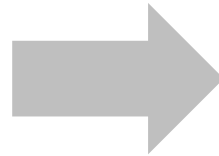
Their biggest health concerns include **mental health & health behaviours** (smoking, drinking, drug use)

And they are the group most likely to want information via **websites/social media/apps**



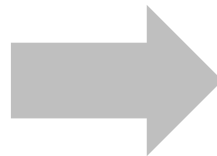
# Conclusions and implications

Increased awareness of PHE likely due to media prominence, branded campaigns, high background noise about the NHS



Potential to raise awareness among younger people and those from lower socioeconomic backgrounds

Public concerns map onto PHE's priorities – but cancer still the biggest concern



PHE could speak to this concern – but it continues to be a challenge to bring home the reality of other health issues. Could more be done to emphasise the link between cancer and other health issues?

Traditional media still important, but the public increasingly wants information via digital channels



PHE's current multi-channel approach continues to be important

## For more information

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