

A blurred, black and white photograph of a crowd of people, likely at a public event or gathering. The image is out of focus, showing the backs and profiles of many individuals.

Public Health England

Public awareness and opinion survey

2017

November 2017



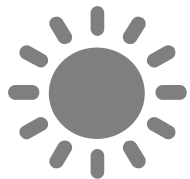
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Introduction and objectives



Awareness and knowledge of PHE, its role and activities



Levels of public confidence and trust in PHE



Public health concerns



Health interventions



Sources of information

Face-to-face survey using Ipsos MORI Omnibus (repeat of 2016, 2015 and 2014)

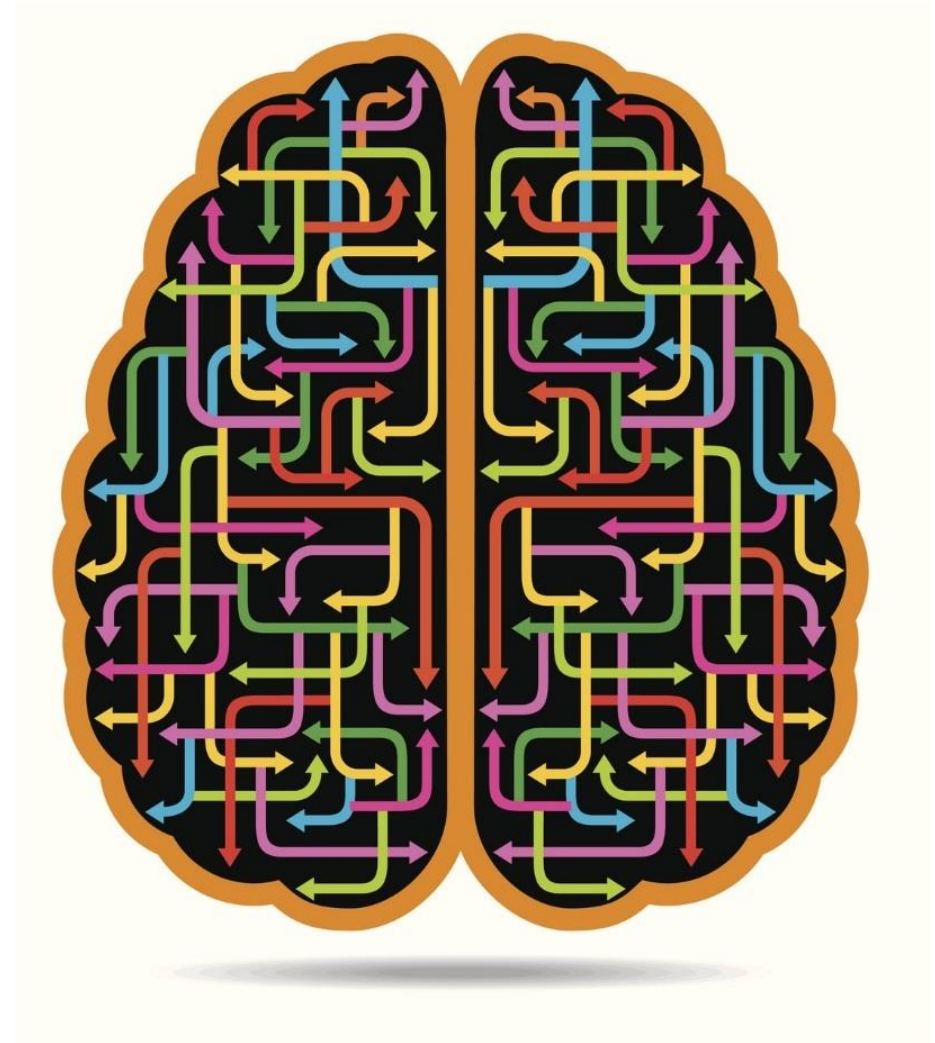
Fieldwork 1st – 7th September 2017

1,709 participants – based in England, aged 15 and over

Data weighted to reflect population profile

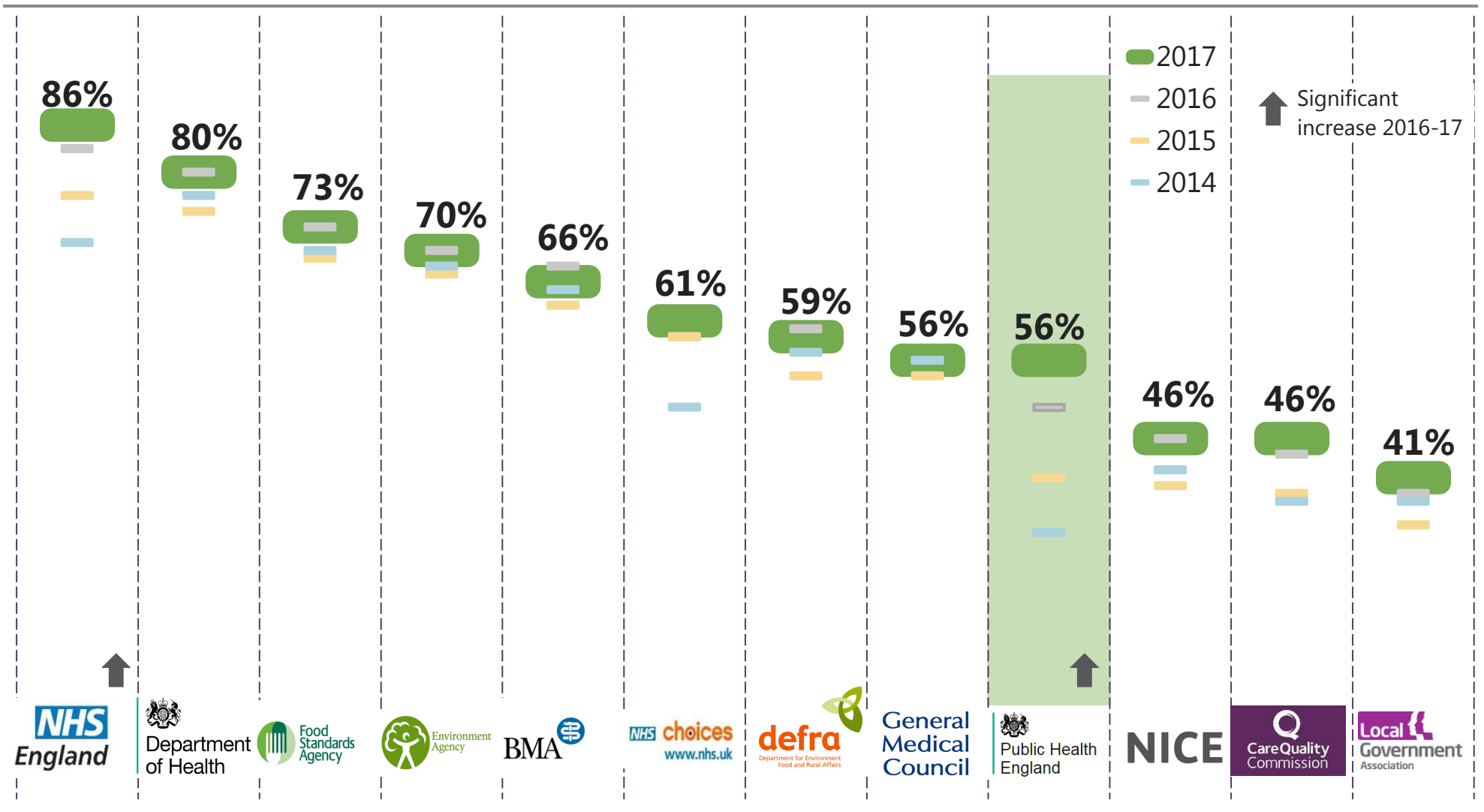
30% (n=520) willing to be contacted about PHE's People's Panel

Awareness and knowledge of PHE



Awareness of PHE continues to increase

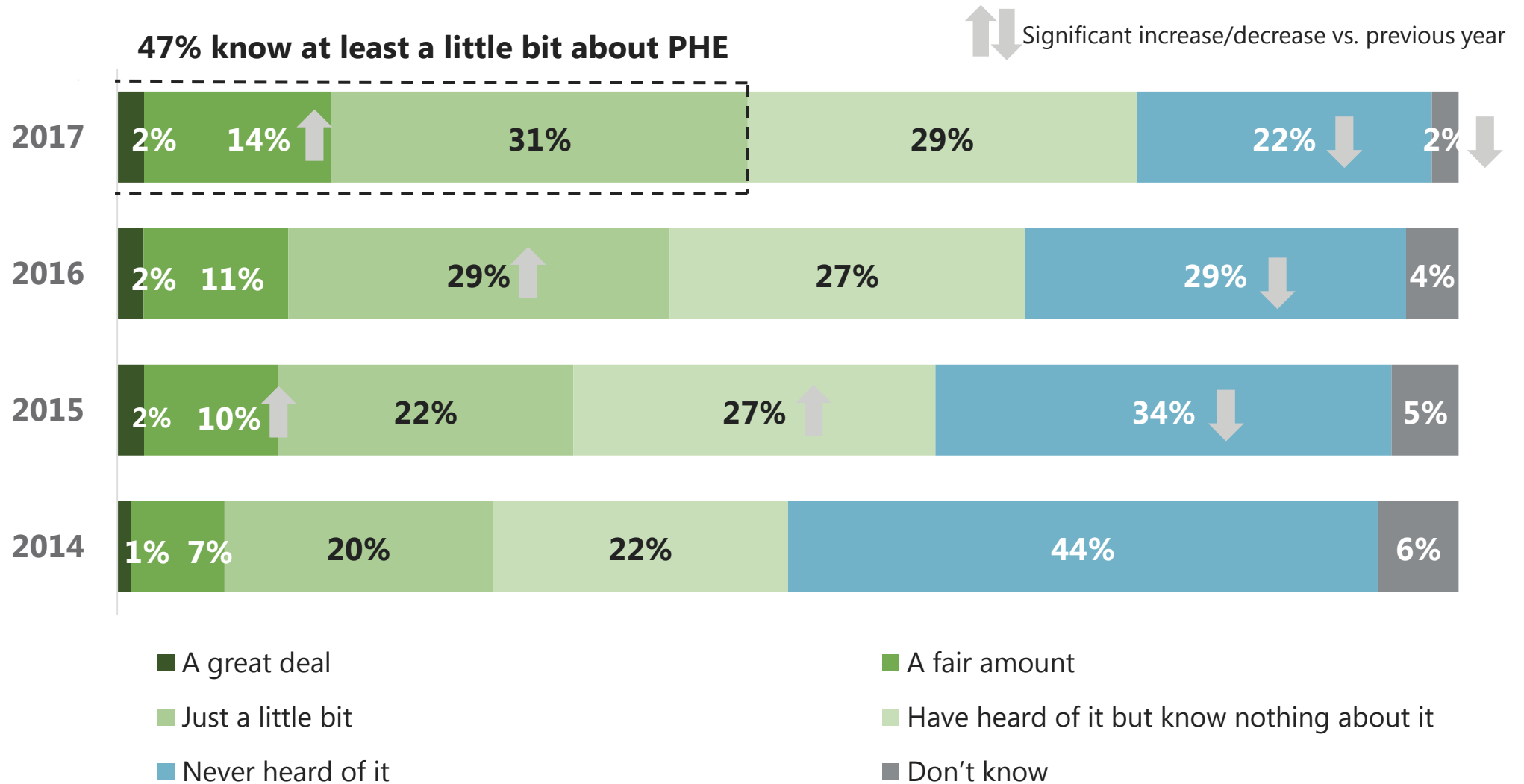
Q8 Which, if any, of the following organisations have you heard of? (prompted)



Base: All participants (2017: 1,709, 2016: 1,640, 2015: 1,631, 2014: 1,625).

And so does perceived knowledge

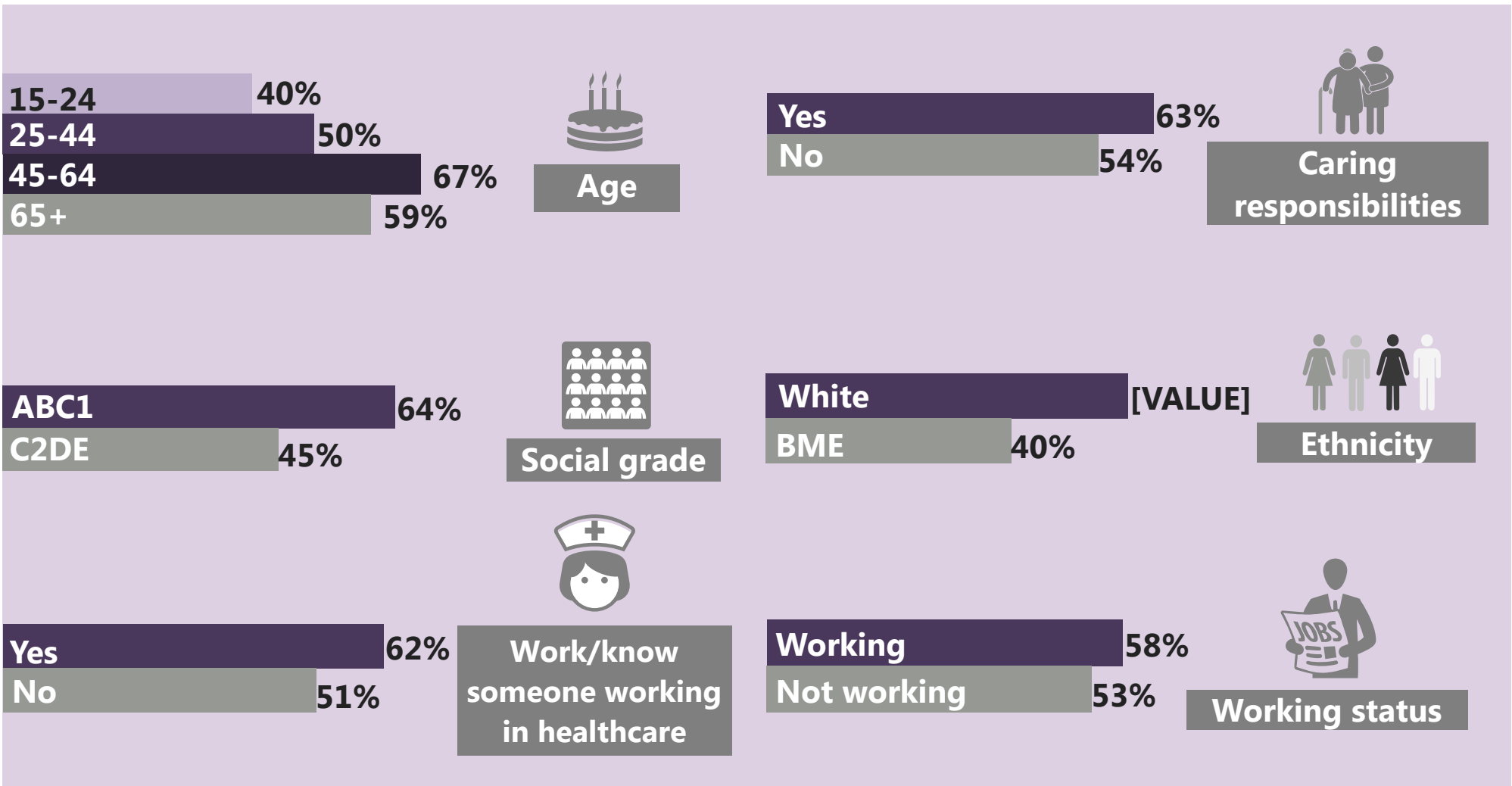
Q12 How much, if anything, would you say you know about Public Health England/PHE?



Base: All participants (2017: 1,709, 2016: 1,640, 2015: 1,631, 2014: 1,625).

Awareness of PHE is primarily linked to age and social grade

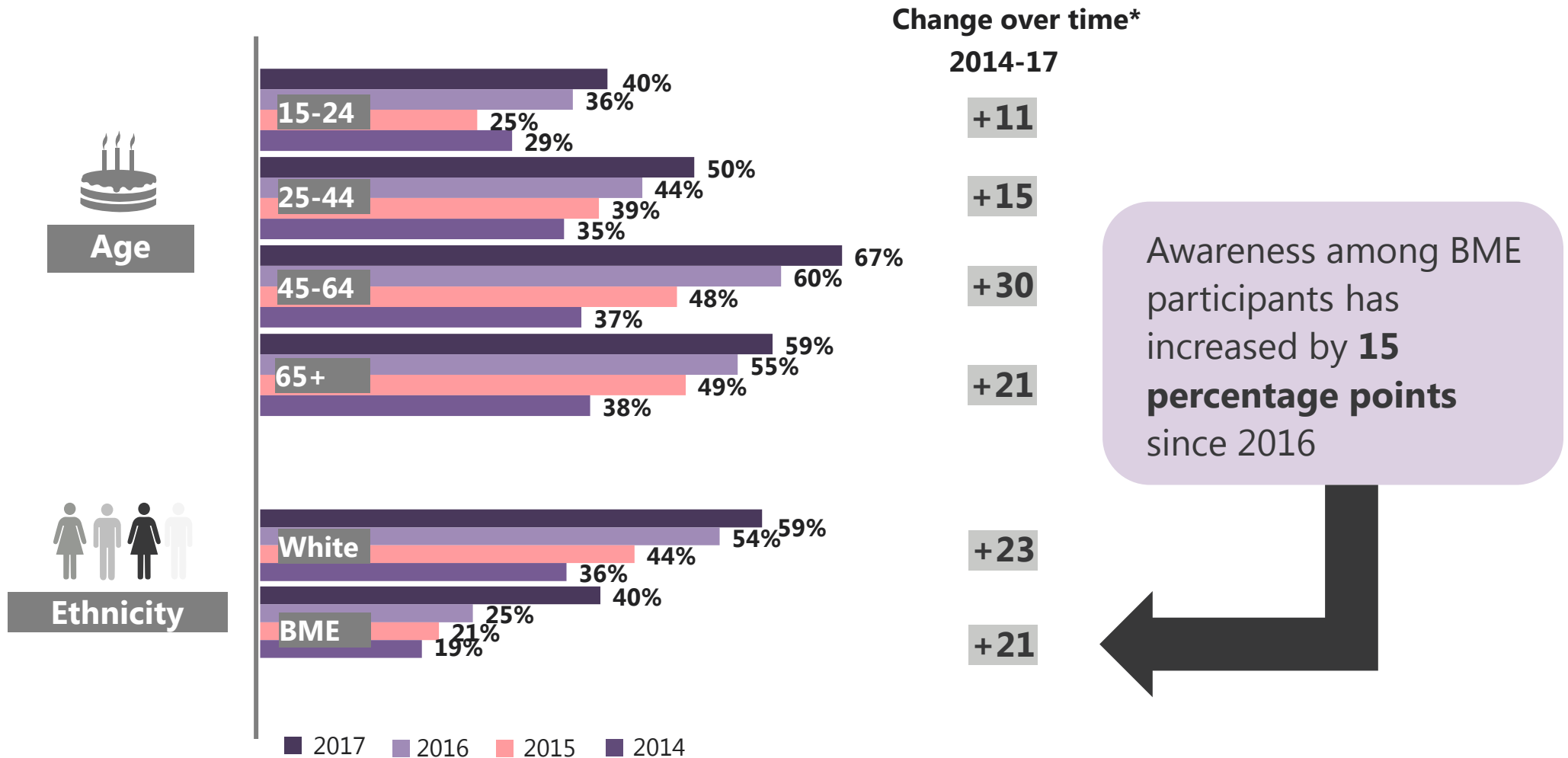
Q8 Which, if any, of the following organisations have you heard of? - PHE



All participants: 15-24 (267); 25-44 (469); 45-64 (501); 65+ (472); ABC1 (1,050) C2DE (659); Working/know someone working in healthcare (679); dose not (1,029); Informal carers (367); no caring responsibilities (1,342); White (1,540); BME (166); Working (802) Not working (907)

Greatest growth in awareness seen for older and BME groups

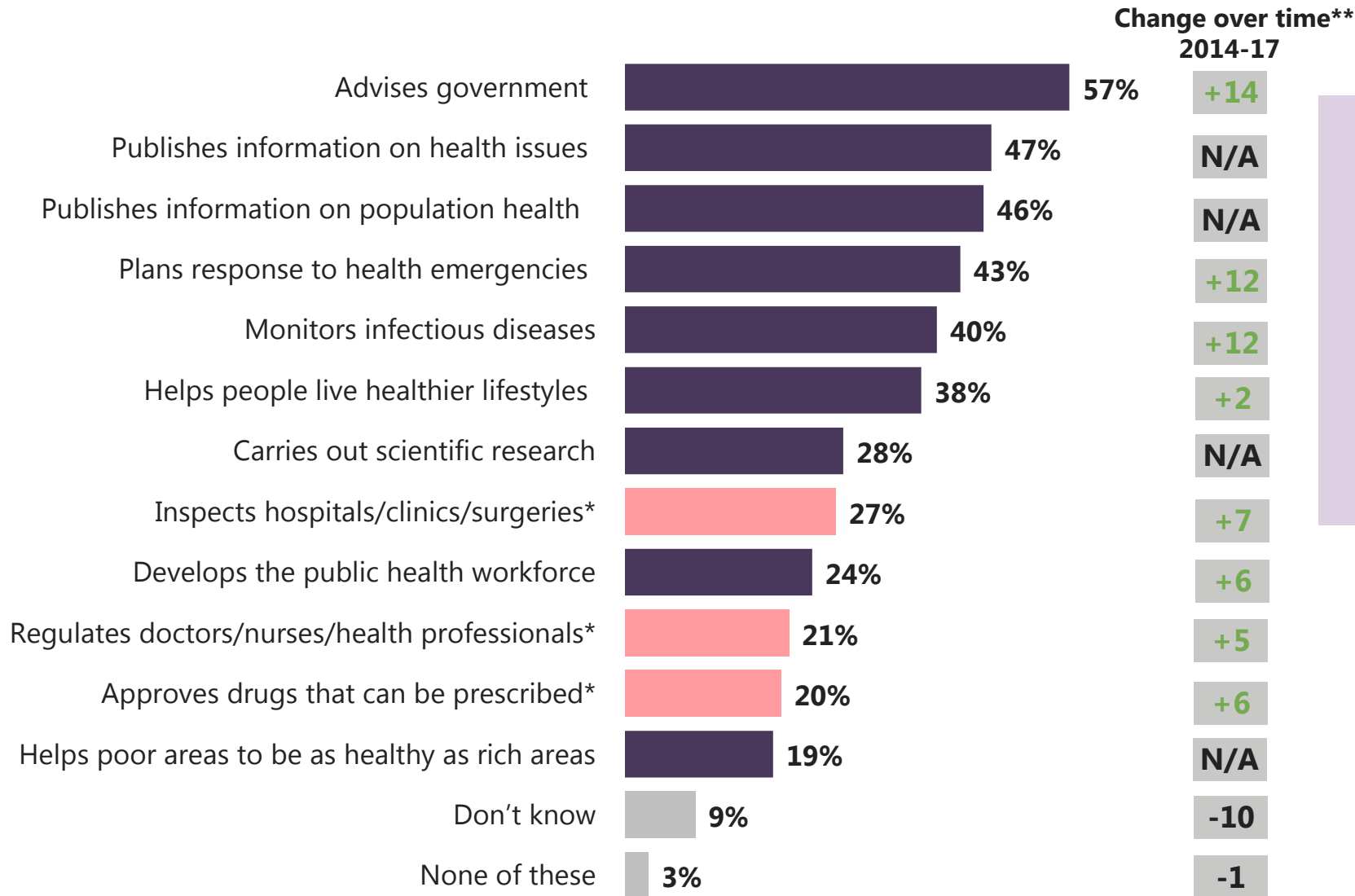
Q8 Which, if any, of the following organisations have you heard of? - PHE



All participants: 15-24 (2017: 267, 2016: 240; 2015: 263; 2014: 257); 25-44 (2017: 469, 2016: 459; 2015: 462; 2014: 486); 45-64 (2017: 501, 2016: 502; 2015: 496; 2014: 468); 65+ (2017: 472, 2016: 439; 2015: 410; 2014: 414); White (2017: 1,540, 2016: 1,374; 2015: 1,325; 2014: 1,338); BME (2017: 166, 2016: 264; 2015: 298; 2014: 282). *Percentage point difference.

But there is still some uncertainty over what PHE does

Q14 Looking at this list, which of the following do you think Public Health England/PHE does?
Please answer even if you are unfamiliar with the organisation (prompted)



Any correct answers
+15 since 2014

Any incorrect answers
+10 since 2014



Confidence and trust in advice

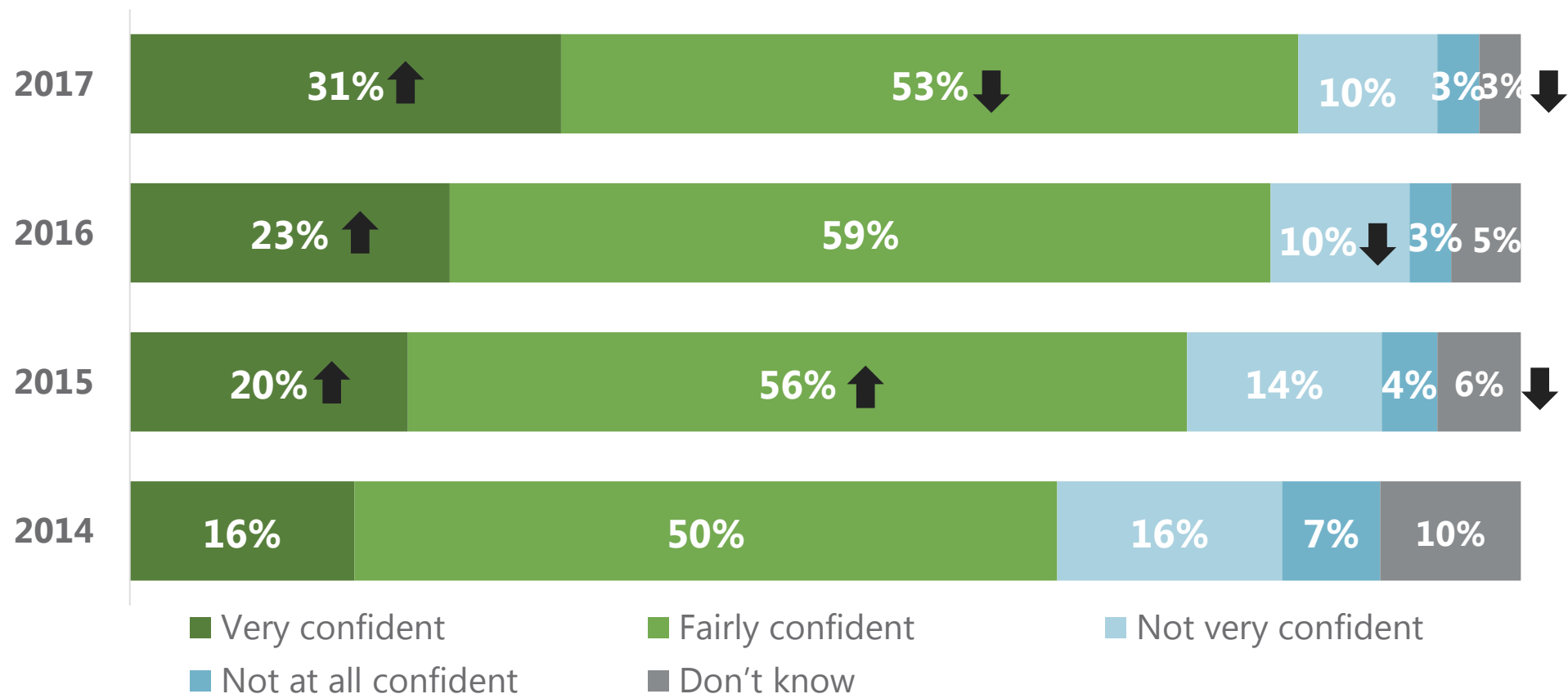


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Public confidence in PHE's advice continues to increase

Q15 How confident would you be in the advice provided by Public Health England/PHE?

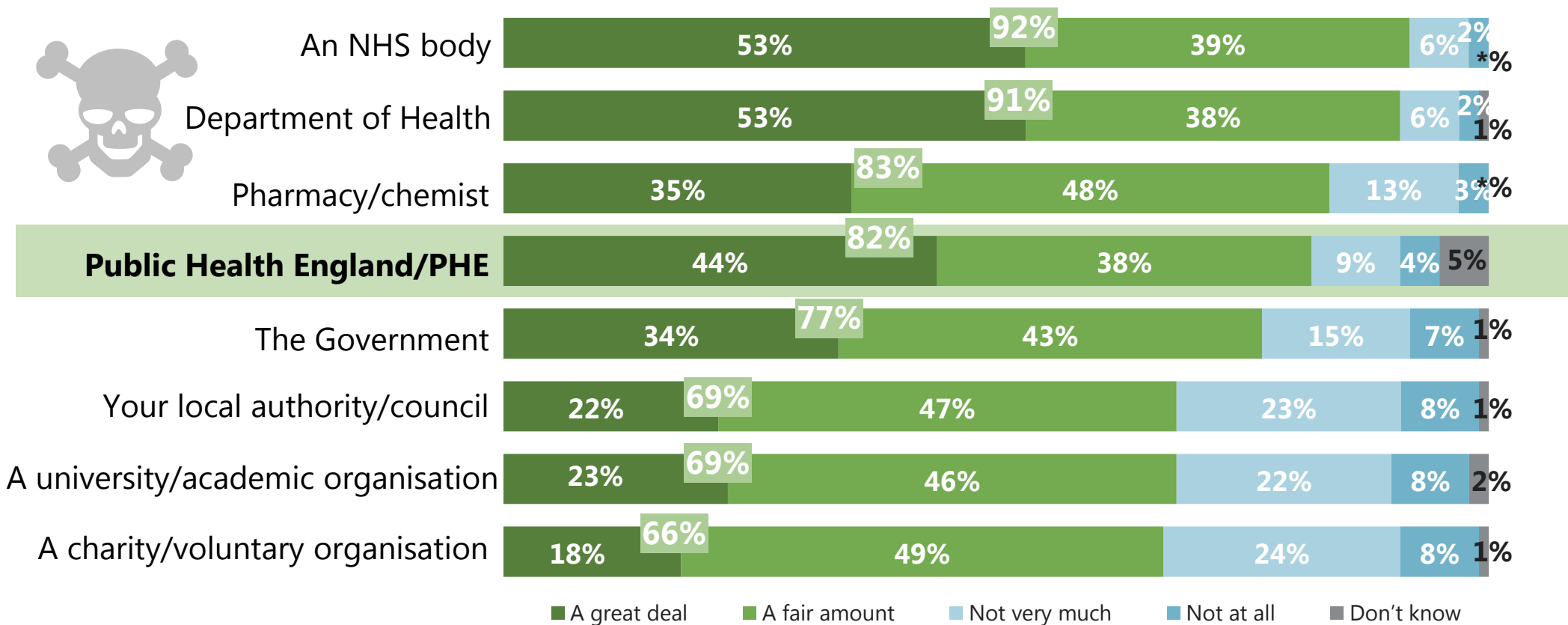


↑ ↓ Significant increase/decrease vs. previous year

Base: All participants (2017: 1,709, 2016: 1,640, 2015: 1,631, 2014: 1,625).

And PHE is considered trustworthy alongside other health bodies

Q11B To what extent would you trust advice about possible threats to your health from the following organisations/bodies?



Similar findings regarding advice on healthy living



Base: All participants (2017: 1,709)



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Public health concerns

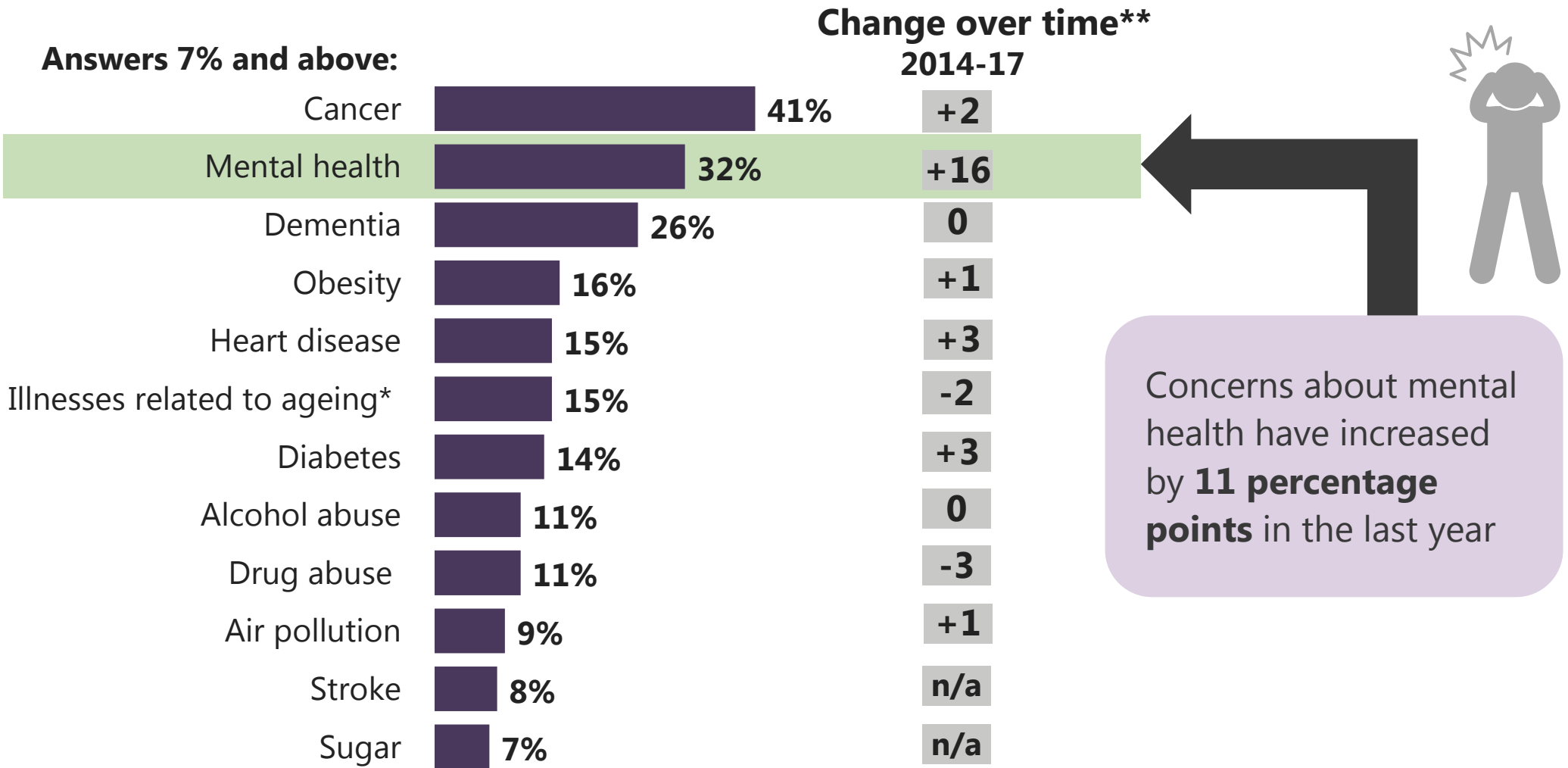


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Concerns about mental health have grown significantly

Q3 Please tell me which, if any, of the following public health issues are you most concerned about these days? (Prompted)



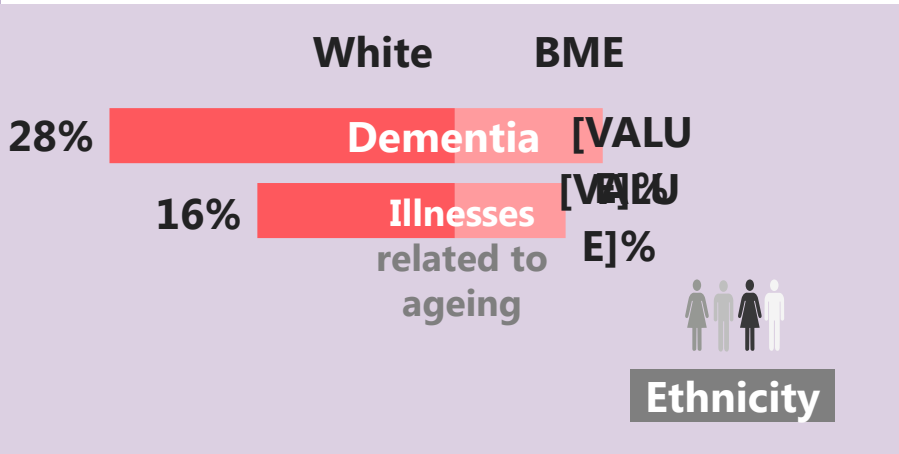
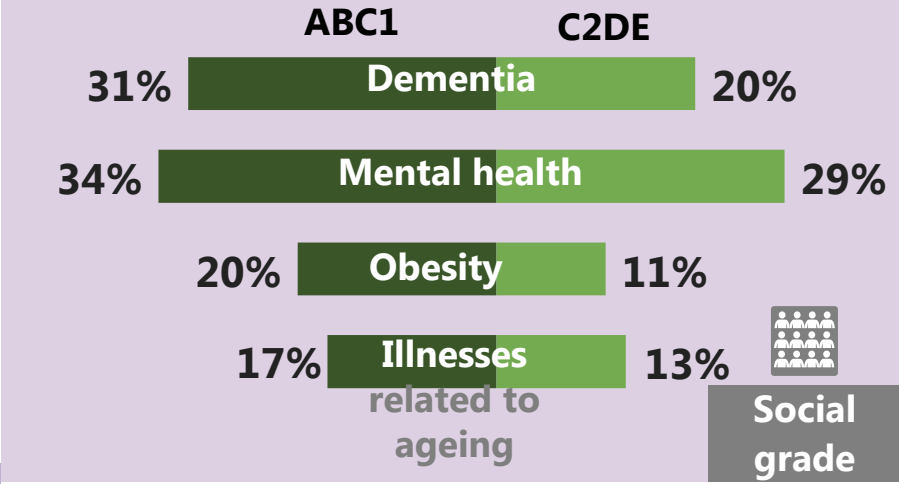
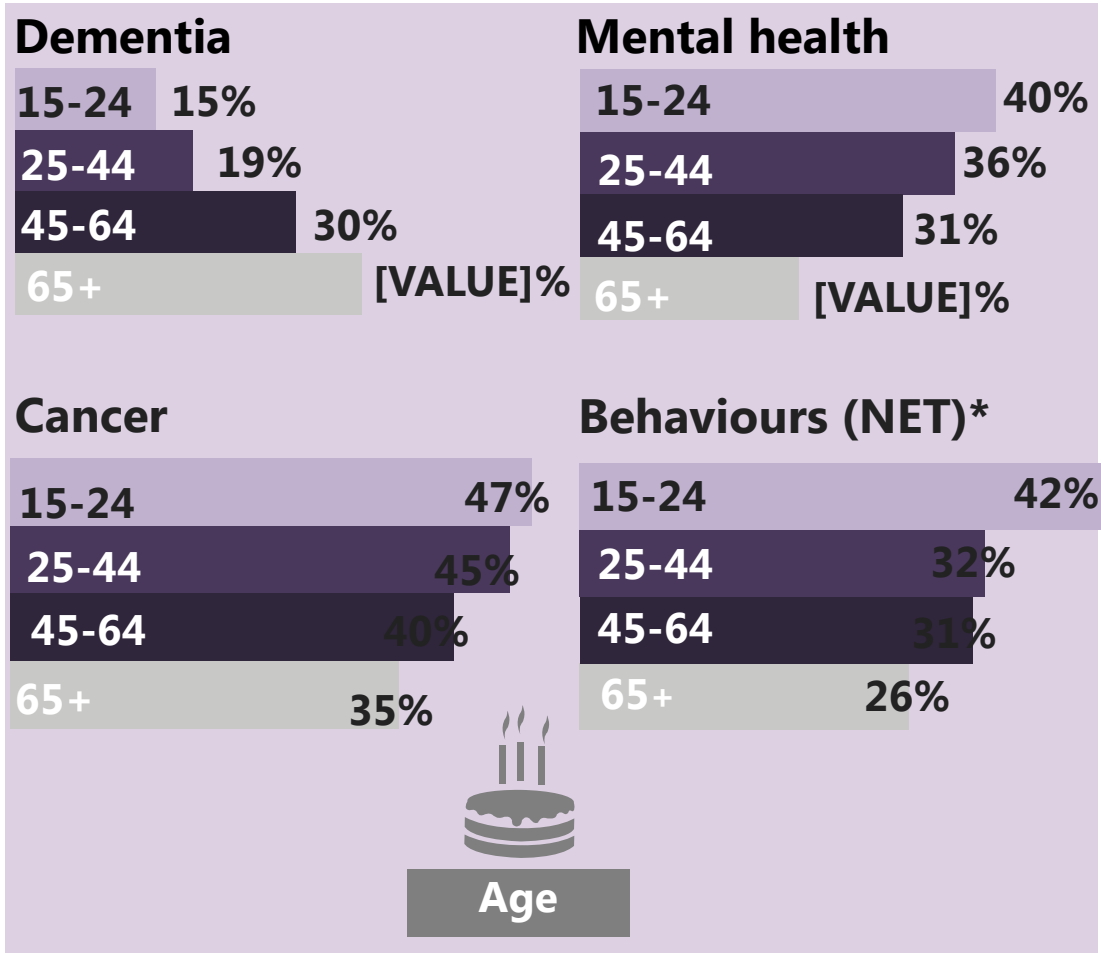
Base: All participants (2017: 1,709, 2014: 1,625). *Please note that in 2014 this code was worded 'age-related illnesses'. **Percentage point difference.



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Public health concerns vary according to age, ethnicity and social grade

Q3 Please tell me which, if any, of the following public health issues are you most concerned about these days? (Prompted)



All participants: 15-24 (267); 25-44 (469); 45-64 (501); 65+ (472); ABC1 (1,050) C2DE (659); White (1540); BME (166). *Includes all naming one or more of the following: smoking, alcohol abuse, drug abuse.

Health interventions

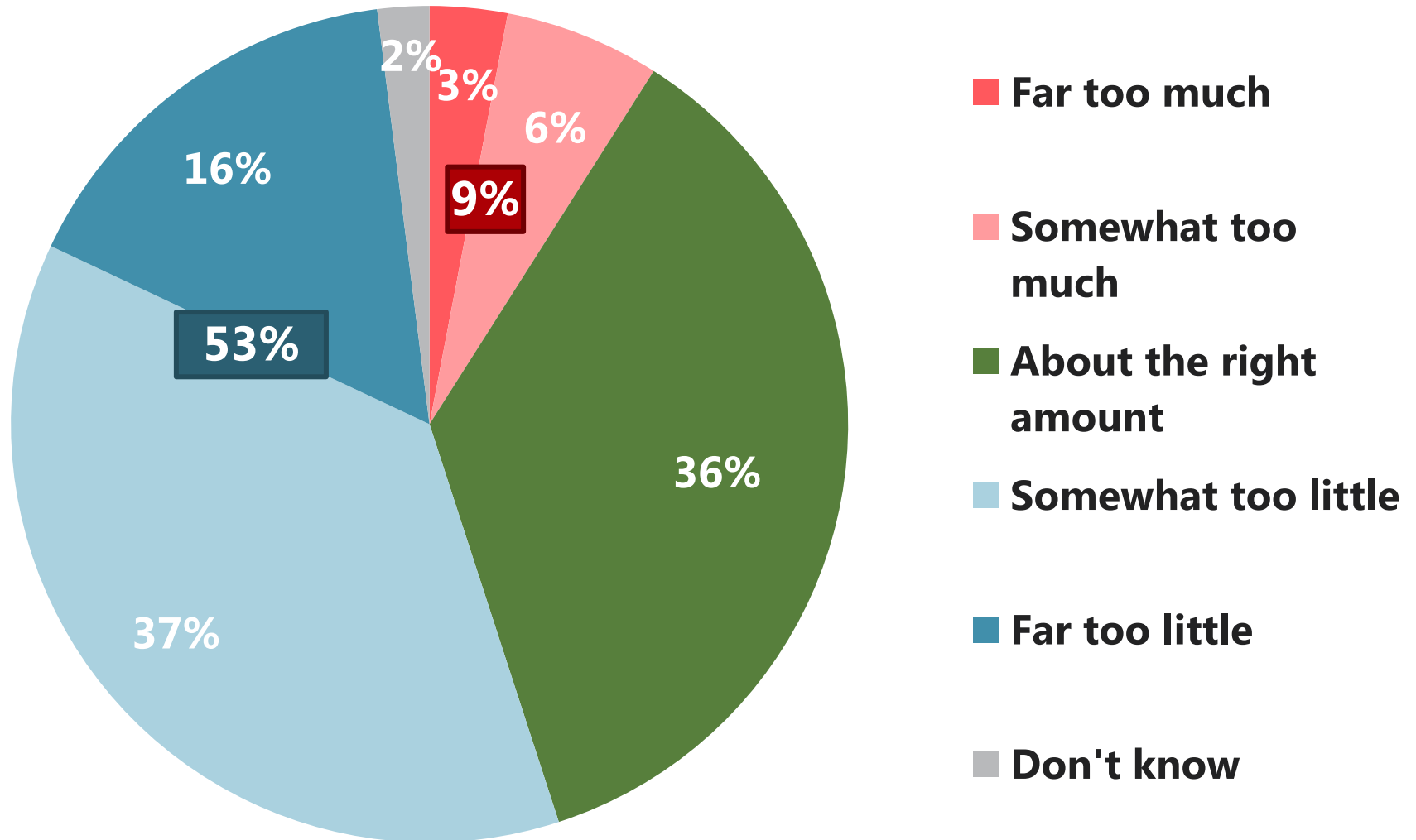


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People expect some government intervention in healthier living

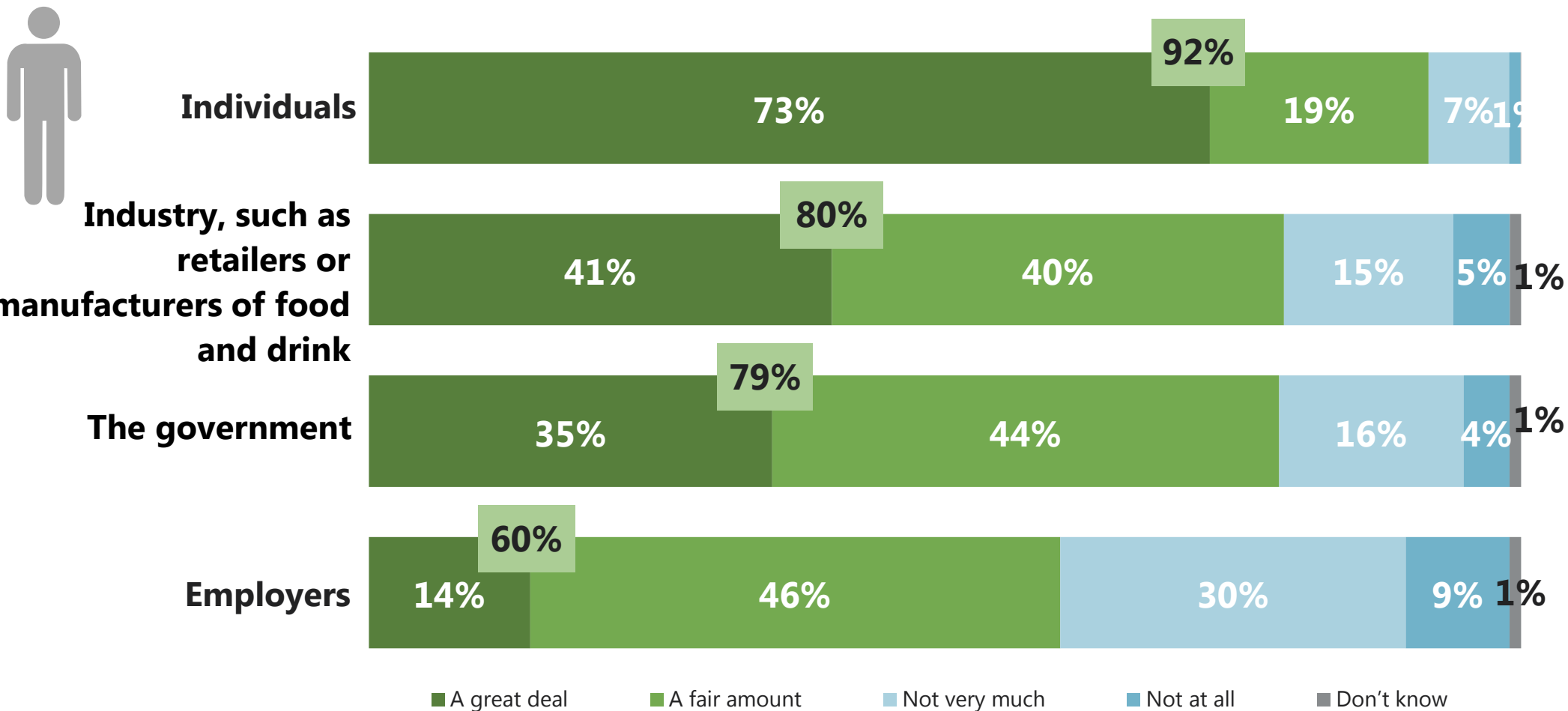
Q24 Would you say the government does too much, too little, or does the right amount to help people lead healthier lifestyles?



Base: All participants: 2017: 1,709

But think individuals are primarily responsible for their health

Q26 How much responsibility, if any, do you think each of the following has in making sure people lead healthy lives?



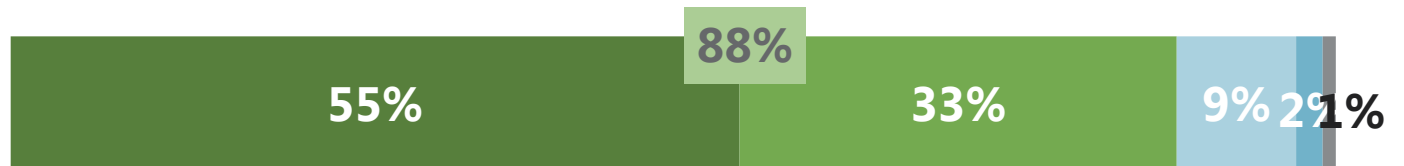
Base: All participants (2017: 1,709)

People agree the government should address a variety of health issues

Q25 How much responsibility, if any, do you think the government has to address the following health issues?



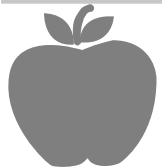
Providing vaccines



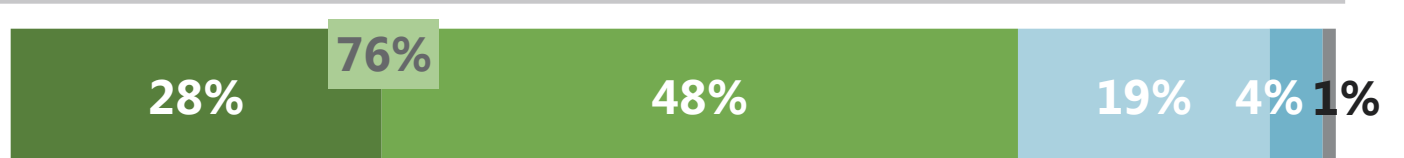
Promoting awareness of health conditions



Working with industry to make food or drink healthier



Encouraging people to have healthier lifestyles



Supporting employers to help employees lead healthier lives



■ A great deal ■ A fair amount ■ Not very much ■ Not at all ■ Don't know

Base: All participants (2017: 1,709)

Sources of information

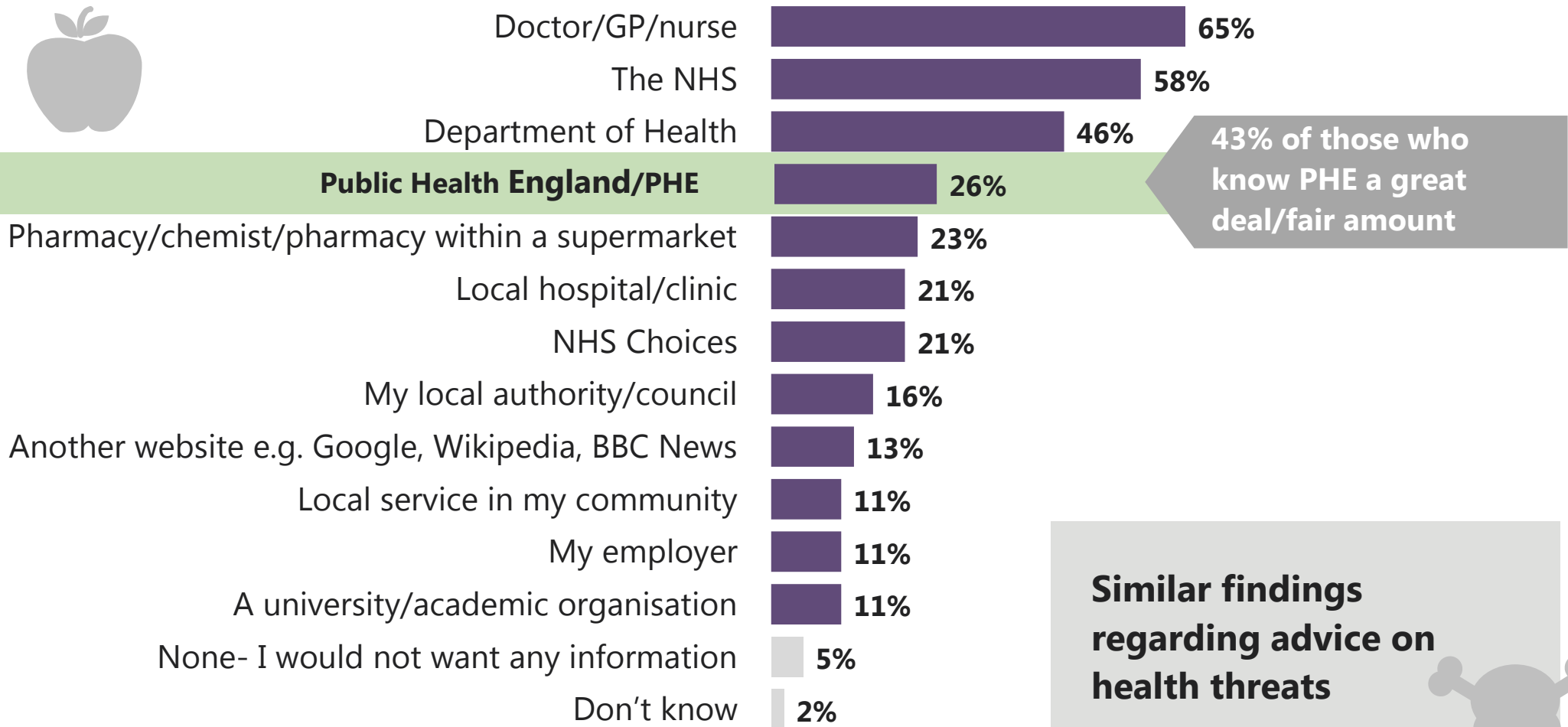


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PHE is part of a key group of bodies expected to provide advice

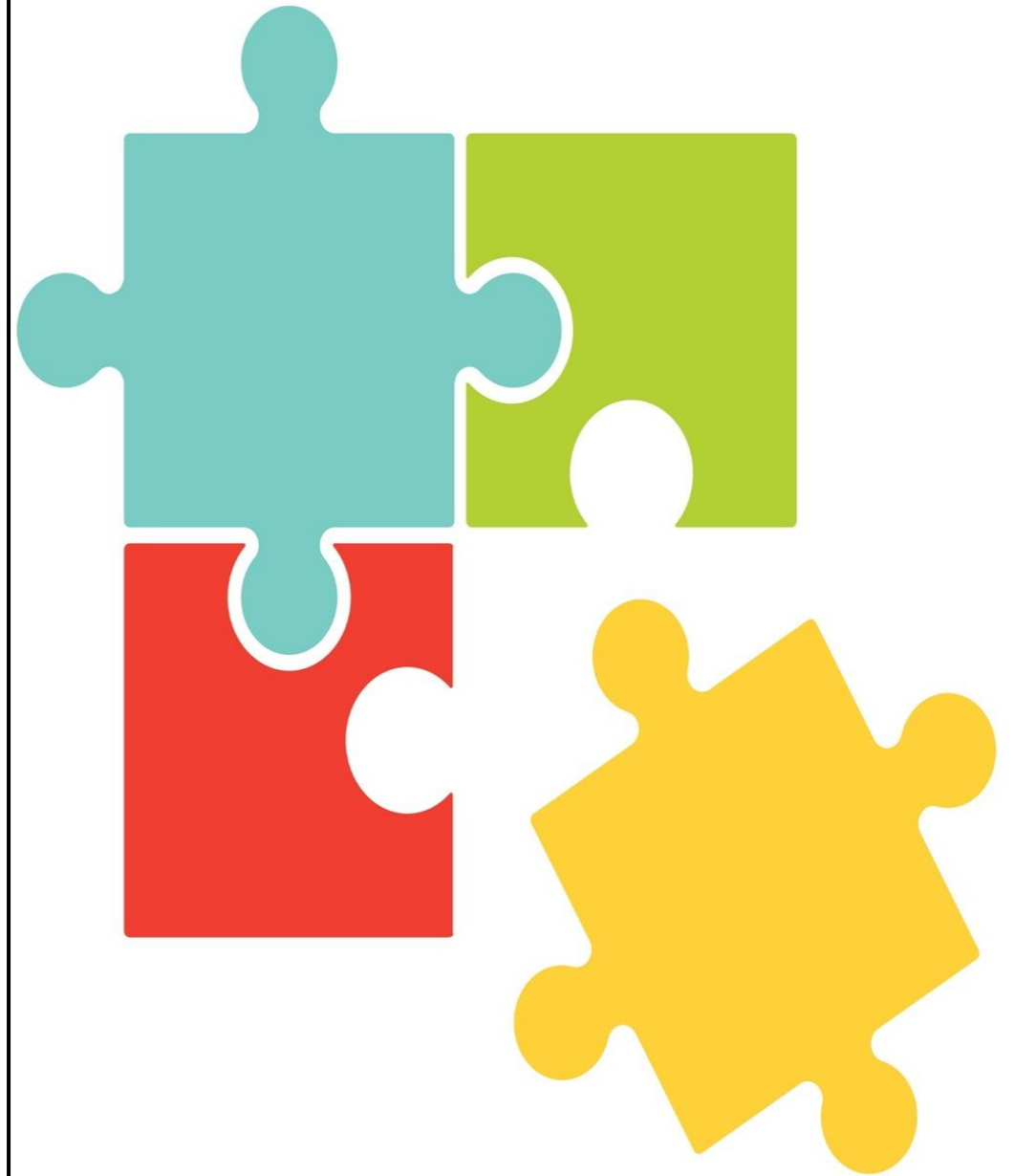
Q9 Who or which organisation from this list, if any, do you think should provide you with information on how to stay healthy? (Answers 11% and above shown)



Similar findings regarding advice on health threats

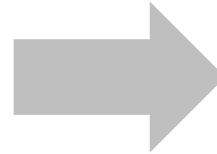
Base: All participants (2017: 1,709); know PHE a great deal/fair amount (268)

Conclusions and implications



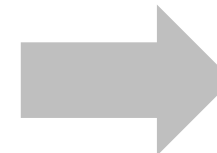
Conclusions and implications

Awareness of PHE is at its highest, and is associated with trust and confidence in PHE



The public is not yet clear on exactly what PHE does – but this does not affect trust or confidence and thus does not represent cause for concern

The public are becoming **increasingly concerned about mental health**, particularly among younger age groups



This maps on to **PHE's focus on mental health** – including the new programme to train people in mental first aid

The public think there is **a role for both individuals and the government in public health** – but there is **less recognition of the role employers can play**



There is an expectation for government involvement though this is **subject specific**

PHE could do more to make **the public recognise the responsibilities of their employer**



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