



Should the NHS become more of a lifestyle coach to tackle unhealthy living?

Polling results

On behalf of Healthwatch England, Populus interviewed 2,106 UK adults online between 17 and 19 August 2018. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk

Q1. We'd like you to think about your level of confidence, at this current time and in the future (20 to 30 year timeframe), in the NHS and social care services being able to meet people's needs. Do you agree or disagree with each of the following statements?

I am confident that the NHS and social care services . . .

Base: All Respondents (2,106)

	Are currently able to meet the needs of my immediate family and friends	Are currently able to meet any needs I might / already have	Are currently able to meet the needs of my local community	Are currently able to meet the needs of the country as a whole
NET: Agree	62%	61%	49%	37%
NET: Disagree	28%	30%	34%	51%
Don't know	10%	9%	17%	12%

- 3 in 5 (62%) respondents are confident that NHS and social care services are currently able to meet the immediate needs of their friends and family, (61%) able to currently meet their own needs.
- This reduces to half (49%) who are confident that NHS and social care services are able to meet the needs of their local community, with less than 2 in 5 (37%) confident in the ability to look after the country as a whole.



I am confident that the NHS and social care services . . .

Base: All Respondents (2,106)

	Will be able to meet all the needs I am likely to have in the future (20 to 30 year timeframe)	Will be able to meet all the needs of my immediate friends and family in the future (20 to 30 year timeframe)	Will be able to meet all the needs of my local community in the future (20 to 30 year timeframe)	Will be able to meet all the needs of the country as a whole in the future (20 to 30 year timeframe)
NET: Agree	30%	27%	24%	21%
NET: Disagree	49%	51%	52%	55%
Don't know	21%	22%	24%	23%

- In 20 to 30 years' time, just 3 in 10 (30%) are confident that NHS and social care services will be able to meet their immediate needs. A quarter (27%) meet the needs of their friends and family.
- A quarter (24%) confident in the NHS and social care services will be able to meet the needs of their local community in 20 to 30 years' time and just 1 in 5 (21%) able to meet the needs of the country as a whole.
- Respondents are more likely to disagree than agree that in 20 to 30 years' time the NHS and social care services will be able to meet the needs of the country as a whole.

Q2. We'd now like you to think about who should be most responsible for ensuring people are healthy.

Please rank each of the following where 1 is the most responsible and 10 is the least responsible.
Base: All Respondents (2,106)

	Mean Score
The individual	2.20
NHS	4.04
Family and friends	4.19
Government	5.17
Food and drink industry – e.g. supermarkets	5.29
Research community – e.g. universities and pharmaceutical companies	5.99
Employers	6.56
Local council	6.57
Media – e.g. newspapers and social media	7.16



Charities

7.83

- 7 in 10 (71%) respondents think the individual should be most responsible for ensuring they are healthy. The individual is selected first by a majority within all age groups, however this is less frequently selected first by younger respondents compared to older respondents, (59% aged 18-24, 64% aged 25-34, 71% aged 35-44, 74% aged 45-54, 79% aged 55-64, and 75% aged 65+).
- The next group people think should be most responsible after the individual themselves are the NHS (Mean score 4.04) followed by family and friends (4.19).
- The organisations respondents think should be the least responsible for people’s health are charities (Mean score 7.83), followed by Media e.g. newspapers and social media (Mean score 7.16) and then the Local council (6.57).

Q3. Thinking beyond the immediate control of the NHS and social care services, which of the following factors do you think are most likely to have the biggest impact on the future health of the nation (20 to 30 year timeframe)?

Please choose the 3 options that you think will have the greatest impact.

Base: All Respondents (2,106)

People’s diets	64%
The level of exercise in people’s daily lives	49%
Air pollution, global warming and climate change	40%
Social isolation and loneliness	27%
The financial outlook for the country	26%
The types of jobs people have and the number of hours people are working	22%
Availability of affordable and stable housing	16%
Politics	14%
Growth of wearable technology (e.g. step counters, etc.)	7%
News media and social media	6%
None of the above	4%

- Two thirds (64%) of respondents believe that people’s diets will be among the 3 factors which will have the biggest impact on the future health of the nation in 20 to 30 years’ time, followed by half (49%) of respondents who believe level of exercise in people’s daily lives will be among the 3 biggest factors affecting the future health of the nation and 2 in 5 (40%) believing this will be affected by factors such as air pollution, global warming and climate change.
- A quarter (27%) believe social isolation and loneliness and (26%) the financial outlook of the country will be in the top 3 factors impacting of the future health of the nation, with 1 in 5 (22%) mentioning the types of jobs people have and the number of hours people are working.



- Respondents aged 65+ are more likely than any other age group to think that the level of exercise in people's daily lives (57%) and factors such as air pollution, global warming and climate change (52%) are in the top 3 factors which will have the biggest impact on the future health of the nation in 20 to 30 years' time.
- Nearly 3 in 5 (57%) respondents in the AB social grade consider the level of exercise in people's daily lives to be in the top 3 factors which will have the biggest impact on the future health of the nation in 20 to 30 years' time, significantly more than half (49%) of C1 and (48%) C2 respondents and 2 in 5 (41%) respondents in the DE social grade.