

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Sight	82%	80%	83%	73%	76%	77%	84%	88%	82%	82%	86%	80%
Hearing	6%	7%	5%	8%	8%	8%	4%	5%	7%	6%	4%	7%
Touch	2%	2%	2%	5%	4%	2%	3%	1%	3%	2%	2%	2%
Taste	1%	2%	1%	3%	2%	2%	1%	0%	1%	1%	0%	1%
Smell	1%	1%	0%	-	-	1%	1%	1%	0%	1%	-	1%
Don't know	8%	8%	7%	11%	9%	11%	8%	5%	8%	8%	7%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Sight	82%	83%	77%	81%	82%	80%	83%	78%	89%	85%	88%	84%
Hearing	6%	6%	6%	9%	6%	9%	5%	3%	1%	4%	5%	9%
Touch	2%	2%	4%	1%	2%	3%	2%	6%	1%	3%	2%	1%
Taste	1%	2%	3%	1%	1%	1%	2%	3%	1%	-	-	1%
Smell	1%	1%	1%	-	0%	1%	1%	-	-	-	-	1%
Don't know	8%	6%	10%	8%	8%	6%	8%	10%	7%	9%	6%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Sight	82%	77%	83%	77%	82%	80%	82%	80%	83%	78%	80%	84%
Hearing	6%	5%	6%	6%	9%	8%	6%	9%	5%	3%	6%	6%
Touch	2%	3%	2%	4%	1%	2%	2%	3%	2%	6%	3%	1%
Taste	1%	2%	2%	3%	1%	1%	1%	1%	2%	3%	2%	1%
Smell	1%	2%	1%	1%	-	-	0%	1%	1%	-	1%	1%
Don't know	8%	12%	6%	10%	7%	9%	8%	6%	8%	10%	8%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Sight	82%	81%	74%	91%	66%	73%	84%	78%	85%	86%	78%	83%
Hearing	6%	6%	11%	4%	11%	8%	6%	9%	4%	4%	7%	6%
Touch	2%	3%	6%	0%	6%	2%	1%	3%	2%	-	4%	2%
Taste	1%	2%	3%	0%	-	2%	1%	2%	2%	1%	2%	1%
Smell	1%	1%	-	0%	-	1%	1%	-	-	-	0%	0%
Don't know	8%	8%	6%	4%	17%	15%	7%	8%	6%	9%	10%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Sight	82%	82%	78%	76%	79%	67%	85%	77%	78%	77%	77%	74%
Hearing	6%	5%	6%	4%	6%	15%	5%	8%	7%	6%	5%	6%
Touch	2%	2%	4%	4%	3%	2%	2%	3%	3%	5%	5%	4%
Taste	1%	1%	1%	2%	2%	3%	1%	2%	-	3%	2%	3%
Smell	1%	-	1%	2%	1%	-	1%	0%	1%	1%	1%	1%
Don't know	8%	10%	9%	10%	10%	13%	7%	9%	12%	8%	11%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Sight	82%	78%	89%	81%	79%	82%	78%	80%	78%	81%	81%	82%
Hearing	6%	5%	4%	7%	7%	6%	8%	8%	8%	6%	7%	6%
Touch	2%	4%	1%	3%	2%	3%	-	3%	3%	4%	3%	2%
Taste	1%	2%	1%	2%	2%	2%	4%	2%	2%	3%	2%	1%
Smell	1%	1%	0%	0%	1%	-	1%	1%	-	-	1%	1%
Don't know	8%	10%	5%	7%	9%	8%	9%	7%	9%	8%	7%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

1. Which ONE of your five senses is the most precious to you?

Unweighted base	2080	239
Base: All UK adults	2080	245
Sight	82%	82%
Hearing	6%	7%
Touch	2%	2%
Taste	1%	2%
Smell	1%	-
Don't know	8%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

	Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults		2080	1009	1071	234	336	347	324	839	1186	894	485	333
0 - i.e. no one suffers/ has suffered from eye problems		40%	42%	39%	34%	39%	38%	42%	43%	40%	41%	44%	42%
1		23%	21%	25%	20%	23%	19%	23%	26%	24%	22%	23%	22%
2		13%	13%	14%	9%	14%	12%	14%	15%	14%	13%	13%	14%
3		7%	8%	7%	10%	7%	10%	5%	6%	8%	7%	4%	7%
4		2%	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	1%
5 or more		4%	4%	5%	9%	4%	5%	4%	3%	4%	4%	4%	5%
Don't know/ can't recall		9%	11%	8%	16%	10%	12%	10%	5%	7%	12%	10%	9%

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Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
0 - i.e. no one suffers/ has suffered from eye problems	40%	40%	34%	39%	40%	40%	41%	44%	48%	44%	42%	41%
1	23%	26%	19%	24%	23%	24%	20%	36%	22%	23%	24%	24%
2	13%	12%	17%	14%	14%	12%	12%	8%	15%	13%	12%	14%
3	7%	8%	11%	8%	7%	9%	9%	-	4%	2%	7%	6%
4	2%	4%	2%	3%	2%	3%	2%	3%	2%	2%	4%	1%
5 or more	4%	4%	5%	4%	4%	6%	5%	-	3%	3%	4%	4%
Don't know/ can't recall	9%	6%	11%	8%	9%	6%	11%	8%	8%	13%	7%	9%

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UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	2080	164	191	269	271	194	1742	101	178	59	848	302
	Base: All UK adults	165	193	273	272	191	1747	100	175	58	855	295
0 - i.e. no one suffers/ has suffered from eye problems	40%	42%	40%	34%	38%	41%	40%	40%	41%	44%	45%	38%
1	23%	20%	26%	19%	25%	23%	23%	24%	20%	36%	19%	27%
2	13%	14%	12%	17%	13%	15%	14%	12%	12%	8%	13%	12%
3	7%	7%	8%	11%	9%	7%	7%	9%	9%	-	7%	7%
4	2%	2%	4%	2%	2%	3%	2%	3%	2%	3%	3%	2%
5 or more	4%	6%	4%	5%	5%	3%	4%	6%	5%	-	4%	5%
Don't know/ can't recall	9%	8%	6%	11%	8%	9%	9%	6%	11%	8%	8%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
0 - i.e. no one suffers/ has suffered from eye problems	40%	43%	27%	40%	30%	37%	41%	47%	43%	39%	35%	41%
1	23%	21%	29%	27%	16%	22%	23%	19%	27%	27%	23%	25%
2	13%	13%	13%	15%	16%	13%	15%	11%	11%	13%	13%	13%
3	7%	7%	11%	7%	9%	5%	6%	8%	8%	5%	9%	6%
4	2%	3%	1%	2%	1%	4%	2%	4%	2%	-	2%	2%
5 or more	4%	5%	7%	3%	7%	5%	4%	3%	3%	7%	6%	4%
Don't know/ can't recall	9%	9%	13%	6%	20%	14%	8%	8%	6%	8%	12%	8%

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UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
0 - i.e. no one suffers/ has suffered from eye problems	40%	43%	36%	29%	38%	39%	41%	39%	38%	33%	35%	43%
1	23%	20%	20%	17%	19%	4%	23%	23%	15%	20%	22%	23%
2	13%	12%	15%	19%	14%	5%	15%	12%	14%	18%	16%	18%
3	7%	8%	10%	13%	9%	18%	7%	7%	12%	9%	8%	10%
4	2%	2%	4%	6%	3%	4%	3%	2%	4%	5%	3%	-
5 or more	4%	7%	5%	4%	5%	-	4%	5%	5%	3%	6%	1%
Don't know/ can't recall	9%	9%	11%	12%	11%	29%	7%	11%	11%	11%	10%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
0 - i.e. no one suffers/ has suffered from eye problems	40%	38%	42%	39%	39%	44%	30%	37%	39%	36%	39%	39%
1	23%	21%	25%	24%	24%	26%	17%	26%	22%	23%	24%	25%
2	13%	14%	15%	13%	12%	11%	22%	13%	11%	11%	13%	13%
3	7%	9%	7%	7%	8%	6%	10%	8%	10%	8%	7%	8%
4	2%	3%	2%	3%	4%	1%	2%	2%	3%	3%	3%	3%
5 or more	4%	4%	4%	5%	5%	6%	8%	5%	4%	5%	6%	4%
Don't know/ can't recall	9%	9%	6%	9%	8%	7%	10%	8%	10%	14%	9%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

2. For the following question, by 'eye problem', we mean anything more severe than common eye problems like needing to wear glasses for long or short sightedness (e.g. conjunctivitis, pink eye, eye allergies etc.). By 'family', we mean your immediate family such as parents, brother, sister, child(ren) as well as your extended family (e.g. aunt, uncle, cousin, brother/ sister-in-law, etc). Including yourself, how many people in your family, if any, currently have or have ever had an eye problem?

	Unweighted base	
	2080	239
Base: All UK adults	2080	245
0 - i.e. no one suffers/ has suffered from eye problems	40%	37%
1	23%	23%
2	13%	15%
3	7%	7%
4	2%	4%
5 or more	4%	5%
Don't know/ can't recall	9%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
£0 - i.e. I would not be prepared to spend anything	8%	9%	7%	8%	5%	7%	9%	8%	6%	10%	7%	10%
£100	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%	4%	3%
£500	5%	6%	4%	9%	6%	5%	4%	4%	6%	5%	5%	4%
£1,000	13%	13%	13%	12%	15%	14%	9%	14%	13%	13%	13%	15%
£5,000	13%	11%	15%	11%	17%	12%	11%	14%	16%	9%	11%	12%
£10,000	8%	7%	9%	7%	6%	6%	8%	9%	9%	7%	6%	10%
More than £10,000	15%	17%	14%	17%	16%	19%	16%	13%	19%	11%	15%	14%
Don't know	27%	27%	28%	23%	24%	25%	32%	29%	24%	32%	29%	24%
Not applicable- I would not have sight-saving treatment	8%	8%	8%	11%	7%	9%	6%	7%	5%	11%	9%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
£0 - i.e. I would not be prepared to spend anything	8%	7%	7%	7%	7%	7%	10%	6%	7%	8%	6%	10%
£100	3%	4%	2%	2%	3%	3%	1%	4%	3%	2%	6%	5%
£500	5%	6%	5%	6%	5%	10%	2%	8%	8%	5%	4%	3%
£1,000	13%	11%	11%	14%	13%	12%	15%	8%	8%	15%	12%	14%
£5,000	13%	15%	14%	14%	13%	9%	17%	18%	5%	11%	13%	13%
£10,000	8%	8%	6%	8%	8%	8%	7%	6%	7%	5%	8%	9%
More than £10,000	15%	14%	16%	17%	15%	19%	14%	16%	22%	17%	12%	13%
Don't know	27%	31%	29%	25%	27%	26%	28%	28%	28%	30%	29%	25%
Not applicable- I would not have sight-saving treatment	8%	4%	11%	7%	8%	4%	6%	6%	12%	7%	10%	8%

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Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
£0 - i.e. I would not be prepared to spend anything	8%	9%	7%	7%	6%	8%	7%	7%	10%	6%	8%	6%
£100	3%	2%	4%	2%	2%	3%	3%	3%	1%	4%	4%	3%
£500	5%	5%	6%	5%	6%	6%	5%	10%	2%	8%	5%	4%
£1,000	13%	16%	11%	11%	14%	14%	13%	12%	15%	8%	13%	13%
£5,000	13%	11%	15%	14%	13%	15%	13%	9%	17%	18%	14%	12%
£10,000	8%	11%	8%	6%	9%	8%	8%	8%	7%	6%	6%	12%
More than £10,000	15%	15%	14%	16%	19%	13%	15%	19%	14%	16%	19%	13%
Don't know	27%	22%	31%	29%	23%	28%	27%	26%	28%	28%	25%	28%
Not applicable- I would not have sight-saving treatment	8%	8%	4%	11%	7%	6%	8%	4%	6%	6%	6%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
£0 - i.e. I would not be prepared to spend anything	8%	8%	6%	7%	9%	8%	8%	8%	6%	7%	7%	8%
£100	3%	3%	2%	1%	6%	2%	2%	3%	4%	1%	4%	3%
£500	5%	5%	9%	5%	6%	5%	5%	5%	4%	4%	7%	5%
£1,000	13%	13%	14%	14%	11%	12%	13%	17%	11%	11%	12%	13%
£5,000	13%	14%	11%	14%	13%	10%	13%	15%	16%	7%	12%	13%
£10,000	8%	8%	9%	8%	1%	7%	9%	5%	7%	10%	7%	8%
More than £10,000	15%	18%	12%	14%	12%	11%	16%	19%	10%	15%	14%	15%
Don't know	27%	26%	25%	29%	25%	34%	28%	20%	36%	28%	27%	28%
Not applicable- I would not have sight-saving treatment	8%	6%	12%	7%	17%	11%	7%	6%	5%	16%	9%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
£0 - i.e. I would not be prepared to spend anything	8%	5%	5%	6%	5%	11%	7%	8%	5%	6%	8%	6%
£100	3%	3%	2%	4%	3%	6%	3%	3%	4%	4%	4%	1%
£500	5%	7%	7%	12%	8%	-	6%	5%	5%	7%	7%	11%
£1,000	13%	10%	15%	9%	12%	19%	13%	13%	17%	14%	5%	7%
£5,000	13%	12%	13%	17%	13%	4%	13%	14%	10%	13%	13%	18%
£10,000	8%	5%	8%	6%	7%	8%	8%	7%	8%	7%	7%	5%
More than £10,000	15%	23%	18%	12%	19%	2%	16%	15%	21%	18%	21%	19%
Don't know	27%	26%	25%	25%	25%	35%	28%	27%	23%	22%	26%	26%
Not applicable- I would not have sight-saving treatment	8%	9%	7%	11%	8%	15%	7%	9%	6%	9%	10%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
£0 - i.e. I would not be prepared to spend anything	8%	6%	9%	8%	7%	5%	7%	6%	5%	5%	7%	7%
£100	3%	3%	2%	3%	3%	2%	5%	2%	3%	4%	3%	3%
£500	5%	7%	5%	5%	6%	8%	12%	6%	6%	9%	6%	6%
£1,000	13%	12%	14%	13%	13%	13%	12%	15%	13%	12%	14%	13%
£5,000	13%	13%	12%	15%	15%	19%	11%	15%	15%	14%	15%	16%
£10,000	8%	8%	9%	8%	8%	8%	10%	12%	10%	9%	9%	9%
More than £10,000	15%	21%	14%	15%	17%	19%	14%	12%	18%	15%	14%	17%
Don't know	27%	24%	30%	27%	26%	21%	20%	27%	25%	25%	25%	25%
Not applicable- I would not have sight-saving treatment	8%	8%	6%	7%	6%	3%	9%	6%	6%	9%	7%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

3. For the following question, by "sight-saving eye treatment", we mean surgery to correct blindness or treat visually impairing diseases, rather than laser eye surgery to correct imperfect vision. Please imagine you needed sight-saving eye treatment...Approximately, how much, if anything, would you be prepared to spend on sight-saving eye treatment for yourself? (Please select the option that comes closest. If you would not have sight-saving treatment please select the "Not applicable" option)

Unweighted base	2080	239
Base: All UK adults	2080	245
£0 - i.e. I would not be prepared to spend anything	8%	7%
£100	3%	3%
£500	5%	10%
£1,000	13%	13%
£5,000	13%	12%
£10,000	8%	6%
More than £10,000	15%	18%
Don't know	27%	26%
Not applicable- I would not have sight-saving treatment	8%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade		Region	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Yes, I was aware of this	24%	25%	23%	27%	23%	22%	26%	23%	24%	24%	20%	24%
No, I was not aware of this	76%	75%	77%	73%	77%	78%	74%	77%	76%	76%	80%	76%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Yes, I was aware of this	53%	50%	56%	51%	63%	53%	55%	50%	58%	47%	50%	55%
No, I was not aware of this	47%	50%	44%	49%	37%	47%	45%	50%	42%	53%	50%	45%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Yes, I was aware of this	24%	20%	29%	26%	24%	23%	27%	17%	23%	21%	17%	22%
No, I was not aware of this	76%	80%	71%	74%	76%	77%	73%	83%	77%	79%	83%	78%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Yes, I was aware of this	53%	56%	54%	56%	54%	56%	49%	49%	54%	52%	46%	56%
No, I was not aware of this	47%	44%	46%	44%	46%	44%	51%	51%	46%	48%	54%	44%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Yes, I was aware of this	24%	26%	20%	29%	27%	26%	24%	23%	27%	17%	26%	21%
No, I was not aware of this	76%	74%	80%	71%	73%	74%	76%	77%	73%	83%	74%	79%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Yes, I was aware of this	53%	55%	56%	54%	55%	57%	54%	56%	49%	49%	59%	54%
No, I was not aware of this	47%	46%	44%	46%	45%	43%	46%	44%	51%	51%	41%	46%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Yes, I was aware of this	24%	25%	30%	24%	17%	18%	21%	24%	29%	17%	27%	24%
No, I was not aware of this	76%	75%	70%	76%	83%	82%	79%	76%	72%	83%	73%	76%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Yes, I was aware of this	53%	58%	57%	47%	37%	47%	54%	57%	51%	42%	53%	53%
No, I was not aware of this	47%	42%	43%	53%	63%	53%	46%	43%	49%	58%	47%	47%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Yes, I was aware of this	24%	24%	20%	21%	22%	31%	24%	24%	19%	22%	21%	21%
No, I was not aware of this	76%	76%	80%	79%	78%	69%	76%	76%	82%	78%	79%	79%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Yes, I was aware of this	53%	55%	56%	55%	55%	48%	53%	54%	61%	55%	53%	45%
No, I was not aware of this	47%	45%	44%	45%	45%	52%	47%	46%	39%	45%	47%	55%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Yes, I was aware of this	24%	23%	25%	24%	24%	28%	32%	23%	25%	24%	25%	25%
No, I was not aware of this	76%	77%	75%	76%	76%	72%	68%	77%	75%	76%	75%	75%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Yes, I was aware of this	53%	56%	52%	56%	60%	64%	54%	62%	60%	57%	58%	58%
No, I was not aware of this	47%	44%	48%	44%	40%	36%	46%	38%	40%	43%	42%	42%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

Please read the information below carefully before answering the questions that follow. Hepatitis C is an infection that affects more than 80 million people (1% of the world's population) and causes over 500,000 deaths a year, due to cancer and liver failure caused by the infection. Hepatitis B is an infection that affects more than 270 million people (4% of the world's population) and causes over 700,000 deaths a year, due to cancer and liver failure caused by the infection. Before taking this survey, were you aware of each of the following facts? (Please select one option on each row)

4.1. Hepatitis C can be cured with new treatments

Unweighted base	2080	239
Base: All UK adults	2080	245
Yes, I was aware of this	24%	31%
No, I was not aware of this	76%	69%

4.2. Hepatitis B can be prevented by vaccination

Unweighted base	2080	239
Base: All UK adults	2080	245
Yes, I was aware of this	53%	60%
No, I was not aware of this	47%	40%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	40%	42%	39%	42%	46%	42%	38%	38%	42%	38%	42%	38%
Tend to agree	38%	35%	40%	29%	35%	35%	39%	42%	40%	35%	39%	41%
Neither agree nor disagree	11%	12%	11%	9%	9%	11%	13%	13%	10%	14%	9%	10%
Tend to disagree	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	4%
Strongly disagree	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	2%
Don't know	6%	7%	6%	14%	7%	8%	7%	3%	5%	8%	7%	6%
Net: Agree	78%	77%	79%	71%	81%	77%	77%	80%	81%	74%	80%	79%
Net: Disagree	4%	5%	4%	6%	3%	4%	3%	5%	4%	5%	4%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	40%	41%	41%	39%	40%	45%	40%	41%	42%	41%	43%	39%
Tend to agree	38%	38%	35%	38%	38%	35%	38%	32%	36%	39%	40%	43%
Neither agree nor disagree	11%	10%	14%	14%	12%	8%	13%	10%	11%	8%	10%	7%
Tend to disagree	3%	4%	4%	3%	3%	1%	2%	7%	1%	3%	2%	4%
Strongly disagree	1%	0%	0%	2%	1%	-	1%	2%	2%	0%	1%	3%
Don't know	6%	6%	6%	5%	6%	10%	7%	9%	8%	9%	4%	5%
Net: Agree	78%	80%	76%	77%	78%	80%	77%	73%	78%	80%	82%	82%
Net: Disagree	4%	4%	4%	4%	4%	1%	3%	9%	4%	4%	3%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	40%	36%	41%	41%	39%	40%	40%	45%	40%	41%	43%	40%
Tend to agree	38%	39%	38%	35%	41%	33%	38%	35%	38%	32%	36%	39%
Neither agree nor disagree	11%	13%	10%	14%	12%	18%	12%	8%	13%	10%	10%	14%
Tend to disagree	3%	4%	4%	4%	2%	3%	3%	1%	2%	7%	3%	2%
Strongly disagree	1%	1%	0%	0%	1%	3%	1%	-	1%	2%	0%	1%
Don't know	6%	8%	6%	6%	6%	4%	6%	10%	7%	9%	7%	4%
Net: Agree	78%	75%	80%	76%	80%	72%	78%	80%	77%	73%	79%	78%
Net: Disagree	4%	5%	4%	4%	3%	6%	4%	1%	3%	9%	3%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	40%	42%	37%	37%	43%	39%	40%	42%	37%	29%	43%	40%
Tend to agree	38%	37%	42%	44%	28%	31%	41%	39%	40%	40%	31%	38%
Neither agree nor disagree	11%	11%	5%	12%	15%	14%	12%	9%	13%	18%	11%	11%
Tend to disagree	3%	3%	2%	3%	1%	4%	2%	3%	4%	4%	4%	3%
Strongly disagree	1%	1%	4%	1%	-	2%	1%	0%	0%	-	1%	1%
Don't know	6%	6%	10%	3%	12%	10%	4%	6%	5%	9%	10%	6%
Net: Agree	78%	79%	79%	81%	71%	70%	80%	82%	77%	69%	74%	78%
Net: Disagree	4%	3%	7%	5%	1%	6%	4%	3%	5%	4%	5%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	40%	43%	47%	41%	44%	14%	39%	42%	45%	46%	41%	46%
Tend to agree	38%	42%	35%	29%	37%	28%	41%	33%	36%	34%	36%	36%
Neither agree nor disagree	11%	9%	8%	20%	10%	26%	11%	12%	11%	10%	12%	6%
Tend to disagree	3%	3%	3%	-	2%	8%	3%	3%	1%	3%	3%	4%
Strongly disagree	1%	0%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-
Don't know	6%	3%	7%	7%	5%	22%	4%	9%	5%	7%	7%	8%
Net: Agree	78%	85%	81%	70%	81%	42%	80%	75%	81%	80%	77%	82%
Net: Disagree	4%	3%	4%	2%	4%	10%	4%	4%	2%	4%	4%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	40%	44%	37%	41%	49%	44%	40%	44%	45%	47%	43%	43%
Tend to agree	38%	38%	43%	38%	34%	38%	43%	39%	35%	29%	38%	36%
Neither agree nor disagree	11%	9%	12%	11%	7%	8%	9%	9%	8%	8%	10%	10%
Tend to disagree	3%	3%	3%	3%	3%	2%	1%	2%	2%	2%	2%	3%
Strongly disagree	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%
Don't know	6%	5%	4%	6%	6%	7%	5%	5%	8%	12%	6%	7%
Net: Agree	78%	82%	80%	80%	83%	82%	83%	83%	80%	76%	80%	79%
Net: Disagree	4%	3%	5%	4%	3%	3%	3%	3%	4%	4%	3%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

Worldwide, more than 270 million people have hepatitis B and 80 million people have hepatitis C. We can now cure hepatitis C with medicines and prevent hepatitis B through vaccination. Knowing this, to what extent do you agree or disagree with the following statement?

5a_1. Politicians should take responsibility for ensuring everyone who needs it, in their country, is treated for hepatitis C and/ or vaccinated against hepatitis B

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	40%	43%
Tend to agree	38%	35%
Neither agree nor disagree	11%	11%
Tend to disagree	3%	4%
Strongly disagree	1%	1%
Don't know	6%	5%
Net: Agree	78%	78%
Net: Disagree	4%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	34%	35%	33%	32%	39%	34%	30%	34%	35%	32%	35%	34%
Tend to agree	40%	38%	42%	35%	39%	37%	39%	43%	41%	38%	40%	41%
Neither agree nor disagree	16%	16%	15%	17%	13%	16%	21%	15%	15%	17%	14%	15%
Tend to disagree	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%
Strongly disagree	1%	1%	0%	-	1%	2%	0%	1%	1%	1%	1%	0%
Don't know	7%	8%	7%	15%	7%	9%	7%	4%	6%	9%	8%	9%
Net: Agree	74%	72%	76%	67%	78%	71%	70%	77%	77%	70%	74%	75%
Net: Disagree	3%	4%	2%	1%	3%	4%	2%	4%	3%	4%	3%	2%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	34%	34%	33%	31%	33%	46%	36%	29%	39%	37%	31%	33%
Tend to agree	40%	42%	40%	41%	41%	31%	39%	38%	35%	36%	45%	40%
Neither agree nor disagree	16%	13%	18%	19%	16%	15%	13%	20%	11%	15%	15%	15%
Tend to disagree	2%	1%	2%	3%	2%	1%	2%	4%	3%	2%	2%	2%
Strongly disagree	1%	2%	0%	1%	1%	-	1%	2%	3%	0%	2%	1%
Don't know	7%	8%	7%	4%	7%	8%	10%	8%	9%	8%	6%	9%
Net: Agree	74%	76%	73%	72%	74%	77%	75%	68%	74%	74%	75%	74%
Net: Disagree	3%	3%	3%	4%	3%	1%	3%	5%	6%	3%	4%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	34%	34%	34%	33%	30%	32%	33%	46%	36%	29%	35%	35%
Tend to agree	40%	42%	42%	40%	44%	38%	41%	31%	39%	38%	38%	42%
Neither agree nor disagree	16%	15%	13%	18%	18%	21%	16%	15%	13%	20%	17%	14%
Tend to disagree	2%	1%	1%	2%	1%	5%	2%	1%	2%	4%	2%	1%
Strongly disagree	1%	-	2%	0%	1%	1%	1%	-	1%	2%	1%	1%
Don't know	7%	8%	8%	7%	6%	3%	7%	8%	10%	8%	7%	7%
Net: Agree	74%	76%	76%	73%	74%	70%	74%	77%	75%	68%	73%	77%
Net: Disagree	3%	1%	3%	3%	2%	6%	3%	1%	3%	5%	3%	2%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	34%	35%	27%	34%	34%	31%	34%	37%	31%	23%	36%	34%
Tend to agree	40%	39%	43%	43%	31%	38%	41%	42%	44%	44%	35%	40%
Neither agree nor disagree	16%	16%	17%	15%	21%	17%	16%	12%	18%	17%	17%	16%
Tend to disagree	2%	2%	1%	3%	1%	3%	2%	1%	3%	4%	2%	2%
Strongly disagree	1%	1%	-	1%	-	1%	2%	1%	1%	-	0%	1%
Don't know	7%	7%	12%	4%	13%	9%	6%	7%	4%	12%	10%	7%
Net: Agree	74%	74%	70%	77%	65%	70%	75%	79%	74%	67%	71%	74%
Net: Disagree	3%	2%	1%	4%	1%	5%	3%	2%	4%	4%	2%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	34%	36%	33%	35%	35%	24%	34%	34%	38%	37%	30%	31%
Tend to agree	40%	41%	44%	32%	41%	29%	43%	36%	38%	38%	41%	49%
Neither agree nor disagree	16%	13%	11%	26%	14%	17%	15%	18%	14%	14%	20%	8%
Tend to disagree	2%	3%	3%	-	2%	8%	2%	2%	2%	2%	1%	1%
Strongly disagree	1%	1%	0%	1%	1%	-	1%	1%	1%	1%	1%	3%
Don't know	7%	5%	8%	5%	6%	22%	5%	10%	6%	6%	8%	8%
Net: Agree	74%	78%	78%	67%	76%	53%	77%	70%	77%	76%	70%	79%
Net: Disagree	3%	4%	3%	1%	3%	8%	3%	2%	3%	4%	2%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	34%	36%	34%	35%	41%	35%	33%	38%	37%	38%	36%	36%
Tend to agree	40%	41%	43%	41%	38%	41%	50%	41%	39%	34%	40%	40%
Neither agree nor disagree	16%	14%	15%	15%	12%	15%	10%	12%	15%	15%	15%	15%
Tend to disagree	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%
Strongly disagree	1%	1%	1%	1%	1%	1%	-	1%	1%	0%	1%	1%
Don't know	7%	6%	5%	7%	6%	7%	5%	6%	7%	11%	6%	7%
Net: Agree	74%	77%	77%	76%	80%	76%	84%	79%	76%	72%	76%	76%
Net: Disagree	3%	3%	3%	2%	2%	2%	1%	2%	2%	2%	3%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

5a_2. Politicians should increase their funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	34%	38%
Tend to agree	40%	41%
Neither agree nor disagree	16%	13%
Tend to disagree	2%	1%
Strongly disagree	1%	2%
Don't know	7%	5%
Net: Agree	74%	79%
Net: Disagree	3%	2%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	16%	16%	17%	19%	22%	20%	14%	13%	16%	18%	17%	14%
Tend to agree	28%	29%	26%	28%	30%	27%	23%	28%	29%	25%	25%	30%
Neither agree nor disagree	29%	27%	31%	20%	23%	28%	34%	32%	28%	31%	30%	28%
Tend to disagree	13%	13%	12%	12%	10%	12%	14%	14%	15%	10%	12%	14%
Strongly disagree	4%	5%	2%	3%	3%	1%	4%	5%	4%	3%	5%	2%
Don't know	10%	9%	11%	18%	12%	11%	10%	8%	9%	12%	11%	12%
Net: Agree	44%	45%	43%	47%	52%	47%	38%	41%	45%	43%	42%	44%
Net: Disagree	16%	18%	15%	15%	13%	13%	18%	19%	18%	14%	17%	16%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	16%	19%	19%	15%	16%	17%	15%	23%	18%	16%	18%	15%
Tend to agree	28%	28%	27%	29%	28%	26%	28%	21%	18%	25%	27%	31%
Neither agree nor disagree	29%	26%	26%	29%	28%	32%	35%	35%	29%	29%	31%	24%
Tend to disagree	13%	11%	13%	16%	14%	8%	7%	8%	16%	12%	12%	17%
Strongly disagree	4%	4%	5%	4%	4%	3%	3%	4%	5%	6%	4%	1%
Don't know	10%	12%	10%	7%	10%	14%	12%	9%	13%	12%	9%	12%
Net: Agree	44%	47%	47%	44%	44%	43%	43%	44%	36%	42%	45%	46%
Net: Disagree	16%	15%	18%	20%	17%	10%	10%	12%	21%	17%	16%	18%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	16%	13%	19%	19%	16%	14%	16%	17%	15%	23%	19%	16%
Tend to agree	28%	29%	28%	27%	33%	24%	28%	26%	28%	21%	28%	26%
Neither agree nor disagree	29%	32%	26%	26%	23%	37%	28%	32%	35%	35%	28%	32%
Tend to disagree	13%	10%	11%	13%	18%	14%	14%	8%	7%	8%	12%	11%
Strongly disagree	4%	3%	4%	5%	2%	6%	4%	3%	3%	4%	3%	5%
Don't know	10%	13%	12%	10%	8%	6%	10%	14%	12%	9%	9%	10%
Net: Agree	44%	41%	47%	47%	49%	37%	44%	43%	43%	44%	48%	43%
Net: Disagree	16%	14%	15%	18%	20%	19%	17%	10%	10%	12%	16%	16%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	16%	19%	13%	13%	13%	17%	16%	21%	13%	10%	18%	16%
Tend to agree	28%	28%	34%	28%	29%	22%	27%	30%	25%	26%	28%	27%
Neither agree nor disagree	29%	29%	17%	31%	30%	32%	30%	25%	33%	45%	26%	30%
Tend to disagree	13%	12%	16%	14%	6%	13%	13%	13%	16%	11%	10%	12%
Strongly disagree	4%	4%	4%	5%	1%	2%	5%	2%	2%	-	4%	4%
Don't know	10%	9%	16%	9%	21%	13%	9%	10%	10%	8%	14%	10%
Net: Agree	44%	46%	47%	41%	42%	40%	43%	51%	38%	36%	46%	43%
Net: Disagree	16%	16%	20%	19%	8%	15%	18%	15%	18%	11%	15%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	16%	17%	18%	21%	18%	9%	15%	18%	25%	18%	16%	20%
Tend to agree	28%	30%	31%	26%	30%	25%	29%	26%	27%	33%	25%	22%
Neither agree nor disagree	29%	26%	22%	39%	27%	30%	31%	27%	22%	27%	32%	32%
Tend to disagree	13%	16%	15%	3%	13%	12%	13%	12%	15%	11%	13%	14%
Strongly disagree	4%	2%	3%	4%	3%	-	4%	4%	1%	2%	2%	3%
Don't know	10%	9%	11%	7%	10%	24%	8%	13%	10%	9%	11%	10%
Net: Agree	44%	47%	49%	47%	48%	34%	44%	44%	52%	52%	41%	42%
Net: Disagree	16%	17%	18%	7%	16%	12%	17%	16%	16%	13%	15%	16%

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	16%	19%	13%	17%	20%	17%	16%	20%	19%	21%	18%	19%
Tend to agree	28%	30%	28%	29%	31%	30%	29%	30%	31%	30%	29%	29%
Neither agree nor disagree	29%	27%	33%	28%	22%	26%	31%	25%	23%	21%	27%	26%
Tend to disagree	13%	13%	14%	13%	12%	16%	12%	13%	13%	11%	13%	14%
Strongly disagree	4%	2%	5%	3%	4%	4%	4%	3%	3%	3%	3%	3%
Don't know	10%	9%	8%	10%	11%	8%	8%	10%	11%	15%	9%	10%
Net: Agree	44%	49%	41%	46%	51%	47%	45%	49%	51%	51%	47%	47%
Net: Disagree	16%	15%	18%	16%	16%	19%	15%	16%	16%	13%	16%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

5a_3. Private businesses should provide funding for the treatment and prevention of hepatitis B and C in their country

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	16%	19%
Tend to agree	28%	30%
Neither agree nor disagree	29%	24%
Tend to disagree	13%	11%
Strongly disagree	4%	4%
Don't know	10%	12%
Net: Agree	44%	49%
Net: Disagree	16%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Yes, I do	14%	13%	16%	8%	15%	12%	14%	17%	15%	14%	18%	18%
No, I do not	66%	66%	66%	68%	65%	71%	71%	62%	66%	66%	62%	64%
Don't know	20%	21%	18%	24%	21%	16%	16%	21%	19%	21%	20%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Yes, I do	14%	11%	16%	15%	16%	5%	4%	4%	17%	20%	16%	19%
No, I do not	66%	70%	65%	64%	64%	77%	74%	84%	65%	59%	64%	61%
Don't know	20%	18%	20%	22%	20%	18%	21%	12%	18%	20%	20%	20%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Yes, I do	14%	17%	11%	16%	15%	15%	16%	5%	4%	4%	12%	13%
No, I do not	66%	68%	70%	65%	64%	63%	64%	77%	74%	84%	69%	69%
Don't know	20%	15%	18%	20%	21%	22%	20%	18%	21%	12%	19%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Yes, I do	14%	13%	10%	18%	17%	16%	16%	11%	15%	13%	13%	15%
No, I do not	66%	69%	69%	62%	58%	63%	65%	72%	64%	67%	67%	64%
Don't know	20%	19%	21%	20%	25%	22%	19%	18%	21%	19%	21%	20%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Yes, I do	14%	11%	13%	13%	12%	6%	15%	13%	13%	14%	12%	18%
No, I do not	66%	74%	72%	68%	72%	66%	67%	66%	71%	68%	74%	68%
Don't know	20%	15%	15%	19%	16%	28%	18%	21%	15%	18%	15%	14%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total			Social Media/ Messaging service (within the last month)								
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Yes, I do	14%	13%	17%	14%	16%	15%	19%	17%	15%	10%	14%	14%
No, I do not	66%	72%	64%	67%	65%	65%	65%	67%	67%	71%	67%	67%
Don't know	20%	15%	19%	19%	18%	20%	16%	16%	18%	19%	19%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

16a. For the following question, please think about your medical health records in electronic form (e.g. through your mobile phone, tablet, laptop, computer, wearable device, etc.). By 'medical health records in electronic form', we mean the collection of patient records/ data, electronically stored in a digital format. Do you have access to your electronic health records?

Unweighted base	2080	239
Base: All UK adults	2080	245
Yes, I do	14%	15%
No, I do not	66%	68%
Don't know	20%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

Unweighted base	304	126	178	19	44	44	46	151	189	115	91	62
Base: All UK adults who have accessed their medical records	298	131	166	20	49	43	44	142	176	122	89	60
Within the last day	5%	6%	4%	5%	13%	2%	10%	1%	6%	3%	5%	2%
A week ago	9%	7%	10%	14%	10%	-	6%	12%	9%	9%	12%	18%
A month ago	15%	14%	15%	9%	12%	14%	17%	17%	14%	16%	15%	18%
3 months ago	11%	10%	12%	-	15%	9%	18%	10%	11%	11%	8%	16%
6 months ago	7%	7%	7%	6%	8%	7%	8%	6%	8%	6%	9%	3%
A year ago	8%	10%	6%	-	7%	8%	4%	10%	7%	9%	8%	6%
More than a year ago	6%	10%	3%	4%	7%	2%	7%	7%	6%	5%	8%	2%
Never	34%	34%	34%	53%	27%	43%	29%	32%	34%	33%	30%	25%
Don't know/ can't recall	6%	2%	9%	9%	2%	16%	2%	5%	5%	8%	6%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

Unweighted base	304	23	45	70	291	5	7	1	12	46	33	33
Base: All UK adults who have accessed their medical records	298	22	42	69	283	5	8	2	12	45	31	33
Within the last day	5%	-	10%	4%	4%	-	-	100%	7%	7%	3%	3%
A week ago	9%	8%	2%	4%	10%	-	-	-	23%	10%	12%	21%
A month ago	15%	18%	8%	19%	16%	-	-	-	16%	17%	11%	12%
3 months ago	11%	5%	14%	13%	12%	-	-	-	-	7%	13%	12%
6 months ago	7%	26%	4%	6%	7%	-	-	-	7%	13%	3%	3%
A year ago	8%	4%	7%	10%	8%	-	13%	-	7%	9%	6%	12%
More than a year ago	6%	8%	10%	6%	6%	-	-	-	-	8%	10%	-
Never	34%	30%	35%	37%	31%	83%	87%	-	40%	26%	33%	29%
Don't know/ can't recall	6%	-	10%	1%	6%	17%	-	-	-	5%	9%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	304	29	23	45	41	29	291	5	7	1	102	41
Base: All UK adults who have accessed their medical records	298	28	22	42	41	28	283	5	8	2	105	39
Within the last day	5%	-	-	10%	7%	-	4%	-	-	100%	7%	11%
A week ago	9%	14%	8%	2%	7%	-	10%	-	-	-	8%	4%
A month ago	15%	25%	18%	8%	17%	20%	16%	-	-	-	15%	19%
3 months ago	11%	20%	5%	14%	14%	13%	12%	-	-	-	10%	11%
6 months ago	7%	3%	26%	4%	2%	11%	7%	-	-	-	7%	11%
A year ago	8%	-	4%	7%	8%	13%	8%	-	13%	-	8%	13%
More than a year ago	6%	3%	8%	10%	2%	10%	6%	-	-	-	7%	2%
Never	34%	20%	30%	35%	41%	32%	31%	83%	87%	-	35%	26%
Don't know/ can't recall	6%	14%	-	10%	2%	-	6%	17%	-	-	5%	2%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

	Unweighted base	143	11	100	10	40	163	28	31	10	72	242
Base: All UK adults who have accessed their medical records	298	144	12	94	11	37	157	29	29	10	73	235
Within the last day	5%	8%	9%	1%	-	2%	4%	5%	-	-	10%	5%
A week ago	9%	7%	8%	12%	9%	12%	11%	3%	9%	22%	6%	9%
A month ago	15%	16%	15%	16%	-	11%	19%	9%	10%	-	13%	16%
3 months ago	11%	10%	-	11%	17%	17%	12%	17%	10%	8%	7%	10%
6 months ago	7%	8%	10%	6%	9%	5%	6%	8%	19%	-	5%	7%
A year ago	8%	9%	-	9%	-	2%	11%	9%	3%	10%	2%	8%
More than a year ago	6%	6%	-	8%	-	5%	6%	3%	3%	9%	8%	7%
Never	34%	32%	50%	31%	65%	33%	25%	46%	40%	51%	42%	33%
Don't know/ can't recall	6%	4%	8%	7%	-	13%	7%	-	6%	-	7%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

Unweighted base	304	24	24	11	59	3	186	118	22	33	21	13
Base: All UK adults who have accessed their medical records	298	23	26	11	60	3	179	119	24	33	20	12
Within the last day	5%	11%	-	-	4%	-	4%	6%	6%	-	-	-
A week ago	9%	19%	10%	-	12%	-	11%	6%	16%	10%	9%	15%
A month ago	15%	8%	9%	16%	10%	-	14%	16%	5%	15%	10%	8%
3 months ago	11%	16%	21%	-	15%	-	12%	10%	18%	15%	9%	15%
6 months ago	7%	4%	12%	-	7%	33%	8%	6%	9%	3%	4%	-
A year ago	8%	5%	9%	9%	7%	-	8%	7%	6%	7%	5%	17%
More than a year ago	6%	-	-	-	-	-	5%	7%	-	-	-	-
Never	34%	30%	34%	58%	37%	34%	31%	37%	27%	44%	48%	46%
Don't know/ can't recall	6%	8%	4%	17%	8%	33%	6%	5%	12%	6%	16%	-

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

	Unweighted base	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	304	59	139	209	102	49	26	48	76	29	168	151
Base: All UK adults who have accessed their medical records	298	59	131	206	102	48	29	46	78	31	166	148
Within the last day	5%	3%	4%	5%	7%	7%	16%	9%	5%	9%	4%	7%
A week ago	9%	14%	10%	12%	9%	9%	18%	10%	8%	9%	12%	8%
A month ago	15%	10%	17%	16%	12%	18%	10%	13%	10%	6%	16%	15%
3 months ago	11%	17%	9%	10%	13%	7%	9%	11%	6%	7%	10%	12%
6 months ago	7%	5%	8%	8%	6%	8%	3%	8%	9%	4%	9%	7%
A year ago	8%	8%	9%	6%	6%	6%	7%	2%	4%	3%	6%	4%
More than a year ago	6%	-	7%	4%	6%	14%	9%	7%	6%	7%	7%	6%
Never	34%	35%	30%	34%	34%	29%	24%	33%	41%	42%	32%	32%
Don't know/ can't recall	6%	8%	5%	6%	7%	2%	3%	8%	11%	13%	5%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

16b. You previously said that you have access to your electronic medical records. Approximately, when, if ever, was the last time you downloaded your electronic medical records? (Please the option that comes closest. If you are unsure, please give your best estimate)

	Unweighted base	Skype
Unweighted base	304	37
Base: All UK adults who have accessed their medical records	298	37
Within the last day	5%	7%
A week ago	9%	8%
A month ago	15%	16%
3 months ago	11%	12%
6 months ago	7%	2%
A year ago	8%	9%
More than a year ago	6%	9%
Never	34%	30%
Don't know/ can't recall	6%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade		North	Midlands
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE		

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Very useful	23%	21%	25%	29%	24%	23%	21%	21%	23%	23%	21%	21%
Fairly useful	36%	35%	37%	37%	38%	37%	34%	36%	38%	34%	37%	39%
Not very useful	18%	20%	16%	10%	17%	15%	18%	21%	19%	16%	20%	13%
Not at all useful	6%	8%	4%	4%	4%	5%	10%	5%	6%	6%	5%	8%
Don't know	17%	17%	18%	19%	16%	20%	17%	17%	15%	21%	18%	18%
Net: Useful	59%	56%	62%	66%	63%	59%	55%	57%	60%	58%	57%	61%
Net: Not useful	24%	27%	20%	15%	21%	21%	28%	27%	25%	21%	25%	22%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Very useful	23%	25%	26%	23%	23%	29%	21%	22%	16%	22%	20%	20%
Fairly useful	36%	33%	36%	34%	36%	37%	38%	38%	44%	35%	36%	40%
Not very useful	18%	21%	17%	20%	18%	12%	16%	16%	18%	21%	19%	13%
Not at all useful	6%	4%	4%	6%	6%	4%	7%	8%	6%	5%	6%	7%
Don't know	17%	17%	16%	16%	17%	19%	19%	16%	17%	18%	19%	19%
Net: Useful	59%	58%	63%	57%	59%	66%	58%	60%	60%	57%	56%	60%
Net: Not useful	24%	25%	21%	26%	24%	16%	23%	24%	23%	25%	25%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Very useful	23%	23%	25%	26%	22%	25%	23%	29%	21%	22%	23%	19%
Fairly useful	36%	39%	33%	36%	38%	29%	36%	37%	38%	38%	36%	41%
Not very useful	18%	13%	21%	17%	19%	22%	18%	12%	16%	16%	20%	16%
Not at all useful	6%	9%	4%	4%	5%	8%	6%	4%	7%	8%	7%	5%
Don't know	17%	16%	17%	16%	16%	17%	17%	19%	19%	16%	15%	19%
Net: Useful	59%	61%	58%	63%	60%	54%	59%	66%	58%	60%	59%	60%
Net: Not useful	24%	23%	25%	21%	24%	29%	24%	16%	23%	24%	26%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Very useful	23%	22%	29%	24%	23%	24%	23%	25%	21%	13%	23%	22%
Fairly useful	36%	37%	34%	35%	34%	35%	35%	39%	35%	38%	38%	37%
Not very useful	18%	19%	9%	22%	15%	10%	19%	14%	24%	22%	14%	18%
Not at all useful	6%	6%	6%	6%	4%	5%	5%	6%	6%	5%	7%	6%
Don't know	17%	16%	22%	14%	23%	26%	18%	16%	15%	21%	18%	16%
Net: Useful	59%	59%	63%	59%	57%	59%	58%	64%	56%	51%	61%	60%
Net: Not useful	24%	25%	15%	27%	20%	15%	24%	20%	30%	28%	21%	24%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Very useful	23%	21%	25%	26%	24%	31%	22%	24%	26%	25%	21%	15%
Fairly useful	36%	36%	35%	26%	34%	19%	36%	36%	39%	34%	29%	34%
Not very useful	18%	17%	18%	18%	18%	4%	18%	17%	13%	16%	19%	17%
Not at all useful	6%	5%	5%	2%	4%	11%	6%	6%	4%	4%	8%	10%
Don't know	17%	21%	17%	27%	20%	33%	18%	17%	18%	21%	23%	25%
Net: Useful	59%	57%	60%	53%	58%	51%	58%	60%	65%	59%	50%	49%
Net: Not useful	24%	22%	23%	20%	22%	16%	24%	23%	17%	20%	27%	26%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Very useful	23%	22%	22%	24%	28%	31%	35%	29%	26%	30%	25%	25%
Fairly useful	36%	36%	36%	39%	38%	34%	35%	38%	40%	40%	39%	38%
Not very useful	18%	16%	20%	17%	15%	16%	12%	13%	14%	11%	16%	17%
Not at all useful	6%	6%	6%	5%	5%	5%	2%	4%	3%	3%	4%	5%
Don't know	17%	20%	16%	16%	14%	14%	16%	16%	17%	16%	16%	15%
Net: Useful	59%	58%	58%	63%	66%	65%	70%	67%	66%	70%	64%	64%
Net: Not useful	24%	23%	25%	21%	20%	20%	14%	17%	18%	13%	20%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

16c. How useful, if at all, would you/ do you find access to your electronic medical records?

Unweighted base	2080	239
Base: All UK adults	2080	245
Very useful	23%	34%
Fairly useful	36%	34%
Not very useful	18%	18%
Not at all useful	6%	5%
Don't know	17%	9%
Net: Useful	59%	68%
Net: Not useful	24%	23%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

	Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333	
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	63%	60%	57%	60%	60%	61%	65%	69%	53%	60%	60%	
To support medical research undertaken by university researchers	59%	60%	59%	59%	59%	59%	56%	61%	69%	47%	57%	59%	
To support medical research undertaken by commercial organisations	26%	32%	22%	31%	25%	31%	26%	24%	31%	21%	25%	24%	
To inform future healthcare planning	50%	52%	49%	52%	48%	50%	47%	52%	58%	40%	47%	44%	
Other	2%	3%	2%	5%	2%	2%	1%	2%	2%	2%	1%	2%	
Don't know	11%	11%	11%	12%	11%	13%	13%	9%	8%	15%	12%	11%	
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	15%	15%	12%	15%	16%	18%	14%	10%	21%	17%	15%	

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
	2080	191	269	465	1742	101	178	59	73	221	192	167
	Base: All UK adults	193	273	463	1747	100	175	58	72	222	191	168
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	66%	59%	65%	62%	65%	63%	56%	54%	63%	58%	70%
To support medical research undertaken by university researchers	59%	64%	62%	60%	60%	61%	60%	47%	58%	60%	53%	62%
To support medical research undertaken by commercial organisations	26%	30%	27%	28%	27%	30%	25%	19%	23%	25%	27%	29%
To inform future healthcare planning	50%	52%	53%	55%	50%	54%	50%	44%	50%	49%	45%	48%
Other	2%	3%	3%	2%	2%	2%	3%	-	-	1%	2%	1%
Don't know	11%	13%	9%	9%	11%	7%	12%	25%	5%	10%	17%	11%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	8%	17%	15%	15%	15%	15%	9%	28%	17%	13%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	2080	164	191	269	271	194	1742	101	178	59	848	302
	Base: All UK adults	165	193	273	272	191	1747	100	175	58	855	295
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	50%	66%	59%	66%	64%	62%	65%	63%	56%	64%	60%
To support medical research undertaken by university researchers	59%	55%	64%	62%	62%	59%	60%	61%	60%	47%	60%	61%
To support medical research undertaken by commercial organisations	26%	19%	30%	27%	30%	26%	27%	30%	25%	19%	30%	22%
To inform future healthcare planning	50%	40%	52%	53%	57%	52%	50%	54%	50%	44%	54%	47%
Other	2%	3%	3%	3%	3%	0%	2%	2%	3%	-	2%	2%
Don't know	11%	11%	13%	9%	9%	7%	11%	7%	12%	25%	10%	12%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	19%	8%	17%	14%	17%	15%	15%	15%	9%	15%	14%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	63%	59%	68%	45%	52%	63%	63%	64%	60%	60%	64%
To support medical research undertaken by university researchers	59%	60%	57%	63%	37%	54%	61%	62%	60%	54%	56%	61%
To support medical research undertaken by commercial organisations	26%	28%	33%	26%	13%	21%	27%	29%	22%	23%	26%	27%
To inform future healthcare planning	50%	52%	49%	54%	31%	38%	52%	49%	47%	52%	48%	52%
Other	2%	2%	5%	2%	3%	1%	2%	3%	1%	1%	3%	2%
Don't know	11%	10%	12%	9%	19%	16%	10%	12%	16%	7%	11%	11%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	15%	10%	13%	28%	20%	15%	14%	9%	17%	16%	14%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	60%	61%	54%	59%	29%	63%	61%	56%	59%	61%	57%
To support medical research undertaken by university researchers	59%	59%	60%	50%	58%	28%	60%	59%	60%	56%	60%	54%
To support medical research undertaken by commercial organisations	26%	25%	30%	23%	27%	14%	25%	28%	30%	28%	24%	25%
To inform future healthcare planning	50%	46%	52%	42%	48%	23%	50%	51%	46%	49%	50%	47%
Other	2%	0%	2%	1%	1%	3%	2%	3%	2%	3%	2%	-
Don't know	11%	12%	11%	16%	12%	15%	10%	12%	12%	13%	12%	18%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	15%	14%	17%	15%	37%	15%	15%	14%	15%	17%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

	Unweighted base	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
	2080	467	812	1427	606	315	152	283	504	261	1172	1039
	Base: All UK adults	462	773	1432	620	312	155	270	524	297	1186	1045
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)	62%	60%	65%	64%	68%	73%	68%	68%	64%	59%	65%	63%
To support medical research undertaken by university researchers	59%	59%	61%	62%	66%	71%	62%	66%	64%	62%	61%	62%
To support medical research undertaken by commercial organisations	26%	27%	23%	28%	32%	39%	35%	29%	32%	33%	28%	29%
To inform future healthcare planning	50%	49%	51%	52%	56%	64%	48%	55%	54%	54%	52%	54%
Other	2%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%
Don't know	11%	11%	9%	11%	8%	5%	9%	12%	10%	10%	11%	10%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason	15%	15%	15%	13%	12%	10%	13%	11%	11%	13%	13%	13%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

17. For which, if any, of the following reasons would you allow your anonymised personal health information to be used? (Please select all that apply. If you would not be willing to allow the use of your anonymised personal health information for any reason, please select the 'Not applicable' option)

	Unweighted base	2080	239
	Base: All UK adults	2080	245
To assist delivery of healthcare (e.g. test results being shared across departments in a hospital)		62%	68%
To support medical research undertaken by university researchers		59%	70%
To support medical research undertaken by commercial organisations		26%	35%
To inform future healthcare planning		50%	60%
Other		2%	2%
Don't know		11%	7%
Not applicable - I would not be willing to allow the use of my anonymised personal health information for any reason		15%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
My doctor	75%	73%	77%	72%	71%	67%	70%	84%	79%	70%	74%	74%
My family	40%	39%	41%	46%	41%	36%	36%	42%	41%	39%	42%	39%
A pharmacist	41%	43%	39%	42%	43%	41%	37%	42%	46%	35%	42%	40%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	14%	11%	20%	17%	14%	10%	8%	14%	9%	11%	13%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	5%	2%	7%	5%	4%	3%	2%	4%	3%	3%	3%
An academic or medical research institution	50%	50%	50%	51%	49%	48%	49%	52%	57%	41%	46%	49%
A pharmaceutical company	20%	22%	17%	24%	21%	21%	20%	17%	23%	15%	19%	21%
My country's government	22%	27%	17%	23%	23%	26%	21%	20%	27%	15%	21%	19%
An insurance company	13%	15%	11%	21%	16%	12%	15%	10%	14%	12%	12%	12%
Any other commercial company	2%	2%	1%	4%	2%	2%	1%	1%	2%	1%	0%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Don't know	7%	8%	7%	9%	10%	9%	9%	4%	6%	9%	8%	6%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	12%	10%	9%	11%	16%	13%	8%	8%	15%	12%	14%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
My doctor	75%	75%	68%	83%	76%	82%	74%	62%	70%	76%	74%	75%
My family	40%	41%	35%	43%	41%	45%	38%	34%	33%	44%	42%	37%
A pharmacist	41%	43%	33%	44%	41%	49%	44%	33%	37%	42%	43%	39%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	11%	15%	12%	12%	13%	11%	14%	8%	10%	15%	15%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	2%	5%	3%	3%	7%	3%	9%	5%	2%	3%	2%
An academic or medical research institution	50%	56%	53%	51%	50%	55%	51%	43%	43%	50%	44%	54%
A pharmaceutical company	20%	21%	16%	21%	20%	25%	19%	20%	15%	17%	22%	21%
My country's government	22%	20%	24%	26%	22%	25%	18%	18%	18%	21%	23%	23%
An insurance company	13%	14%	12%	15%	13%	17%	10%	20%	7%	11%	15%	13%
Any other commercial company	2%	1%	2%	2%	2%	4%	1%	1%	-	1%	-	2%
Other	1%	-	1%	2%	1%	-	2%	-	-	1%	0%	1%
Don't know	7%	10%	9%	4%	7%	4%	8%	19%	8%	8%	8%	8%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	8%	14%	8%	11%	10%	11%	10%	19%	11%	9%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
My doctor	75%	73%	75%	68%	81%	86%	76%	82%	74%	62%	73%	75%
My family	40%	41%	41%	35%	46%	40%	41%	45%	38%	34%	38%	45%
A pharmacist	41%	41%	43%	33%	44%	43%	41%	49%	44%	33%	42%	40%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	10%	11%	15%	12%	12%	12%	13%	11%	14%	15%	10%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	5%	2%	5%	3%	3%	3%	7%	3%	9%	4%	3%
An academic or medical research institution	50%	43%	56%	53%	51%	51%	50%	55%	51%	43%	51%	54%
A pharmaceutical company	20%	21%	21%	16%	24%	16%	20%	25%	19%	20%	22%	19%
My country's government	22%	14%	20%	24%	25%	26%	22%	25%	18%	20%	25%	20%
An insurance company	13%	11%	14%	12%	16%	13%	13%	17%	10%	20%	17%	12%
Any other commercial company	2%	3%	1%	2%	2%	2%	2%	4%	1%	1%	3%	1%
Other	1%	-	-	1%	2%	1%	1%	-	2%	-	1%	-
Don't know	7%	4%	10%	9%	5%	4%	7%	4%	8%	19%	8%	6%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	16%	8%	14%	8%	8%	11%	10%	11%	10%	11%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
My doctor	75%	74%	70%	86%	58%	68%	78%	76%	81%	80%	68%	79%
My family	40%	40%	41%	45%	29%	36%	43%	45%	34%	49%	35%	41%
A pharmacist	41%	42%	37%	45%	22%	37%	42%	47%	41%	41%	37%	42%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	14%	18%	8%	7%	10%	11%	14%	11%	6%	14%	11%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	4%	8%	2%	6%	2%	3%	5%	4%	5%	4%	3%
An academic or medical research institution	50%	52%	48%	53%	34%	43%	51%	51%	52%	45%	49%	52%
A pharmaceutical company	20%	21%	22%	19%	8%	17%	20%	18%	15%	17%	22%	20%
My country's government	22%	24%	22%	22%	7%	17%	23%	25%	16%	22%	20%	22%
An insurance company	13%	15%	15%	11%	6%	8%	14%	15%	12%	15%	12%	13%
Any other commercial company	2%	2%	2%	1%	1%	0%	1%	3%	1%	2%	2%	2%
Other	1%	1%	-	1%	1%	1%	1%	1%	-	2%	1%	1%
Don't know	7%	8%	7%	4%	16%	12%	6%	9%	7%	5%	9%	7%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	11%	12%	7%	20%	16%	10%	8%	8%	11%	14%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
My doctor	75%	70%	69%	66%	69%	24%	79%	71%	66%	68%	72%	76%
My family	40%	39%	44%	44%	42%	11%	43%	37%	43%	44%	38%	43%
A pharmacist	41%	40%	42%	40%	41%	9%	41%	41%	41%	45%	41%	39%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	12%	18%	18%	16%	5%	10%	15%	19%	17%	11%	13%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	5%	6%	7%	6%	9%	3%	4%	8%	7%	5%	1%
An academic or medical research institution	50%	49%	50%	38%	48%	18%	49%	51%	48%	49%	46%	51%
A pharmaceutical company	20%	18%	25%	19%	21%	8%	18%	22%	24%	22%	19%	17%
My country's government	22%	17%	27%	22%	22%	4%	21%	23%	29%	25%	17%	25%
An insurance company	13%	13%	17%	10%	14%	6%	12%	15%	17%	17%	14%	7%
Any other commercial company	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	3%	-
Other	1%	-	0%	1%	0%	-	1%	1%	-	0%	-	1%
Don't know	7%	8%	6%	11%	8%	23%	5%	10%	8%	9%	8%	10%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	14%	14%	13%	14%	38%	10%	12%	14%	13%	13%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
My doctor	75%	70%	84%	78%	77%	81%	77%	83%	77%	73%	77%	77%
My family	40%	42%	43%	43%	40%	40%	46%	47%	46%	43%	44%	43%
A pharmacist	41%	42%	41%	45%	46%	47%	40%	51%	45%	44%	45%	43%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%	15%	7%	15%	18%	25%	18%	16%	18%	20%	15%	15%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%	5%	2%	4%	4%	6%	6%	3%	6%	7%	4%	4%
An academic or medical research institution	50%	49%	50%	53%	55%	62%	49%	59%	56%	51%	53%	52%
A pharmaceutical company	20%	22%	17%	22%	22%	27%	21%	23%	23%	23%	21%	21%
My country's government	22%	24%	19%	23%	26%	34%	21%	27%	24%	21%	23%	23%
An insurance company	13%	15%	10%	15%	15%	19%	18%	16%	18%	18%	15%	16%
Any other commercial company	2%	2%	0%	2%	3%	4%	1%	1%	3%	3%	2%	1%
Other	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
Don't know	7%	8%	4%	7%	7%	5%	8%	5%	7%	9%	7%	7%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%	13%	8%	9%	10%	7%	6%	8%	9%	10%	9%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

18. With who, if anyone, would you be willing to share your anonymised personal health information? (Please select all that apply. If you would not be willing to share your anonymised personal health information with anyone, please select the 'Not applicable' option)

	Unweighted base	2080	239
Base: All UK adults		2080	245
My doctor	75%		80%
My family	40%		47%
A pharmacist	41%		48%
A tech company (e.g. Google, Amazon etc.), for the purposes of improving health care	12%		19%
A tech company (e.g. Google, Amazon etc.), for commercial purposes	4%		3%
An academic or medical research institution	50%		59%
A pharmaceutical company	20%		24%
My country's government	22%		30%
An insurance company	13%		20%
Any other commercial company	2%		2%
Other	1%		0%
Don't know	7%		4%
Not applicable - I would not be willing to share my anonymised personal health information with anyone	11%		7%

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Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

	Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333	
My doctor	60%	59%	61%	60%	62%	53%	58%	63%	63%	57%	60%	63%	
My family	34%	34%	35%	48%	36%	30%	29%	34%	34%	35%	35%	36%	
A pharmacist	26%	27%	26%	27%	24%	26%	27%	27%	29%	23%	27%	27%	
An academic or medical research institution	32%	34%	29%	37%	35%	29%	29%	31%	37%	25%	31%	30%	
A pharmaceutical company	10%	11%	8%	12%	10%	12%	10%	7%	11%	7%	11%	10%	
My country's government	16%	20%	12%	19%	14%	18%	15%	14%	19%	12%	16%	16%	
A tech company (e.g. Google, Amazon etc.)	4%	6%	2%	8%	4%	7%	4%	2%	6%	3%	5%	5%	
An insurance company	9%	11%	6%	14%	9%	12%	8%	6%	10%	7%	8%	10%	
Any other commercial company	2%	2%	1%	4%	1%	2%	1%	1%	2%	1%	2%	1%	
Other	1%	1%	0%	-	1%	1%	1%	0%	1%	0%	1%	1%	
Don't know	11%	11%	11%	12%	15%	13%	15%	7%	10%	12%	12%	10%	
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	19%	21%	15%	13%	23%	22%	22%	18%	22%	21%	20%	

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
My doctor	60%	59%	49%	64%	60%	62%	65%	52%	64%	56%	63%	65%
My family	34%	34%	30%	36%	35%	30%	34%	30%	36%	35%	35%	36%
A pharmacist	26%	24%	21%	27%	26%	35%	30%	22%	23%	25%	30%	28%
An academic or medical research institution	32%	34%	31%	32%	31%	39%	36%	22%	26%	37%	25%	30%
A pharmaceutical company	10%	8%	8%	9%	9%	14%	10%	10%	7%	11%	12%	12%
My country's government	16%	16%	13%	17%	16%	19%	14%	17%	10%	16%	18%	18%
A tech company (e.g. Google, Amazon etc.)	4%	5%	3%	3%	4%	4%	6%	4%	1%	6%	6%	5%
An insurance company	9%	10%	8%	8%	9%	11%	9%	10%	4%	8%	9%	9%
Any other commercial company	2%	2%	2%	1%	2%	3%	1%	1%	-	3%	3%	1%
Other	1%	0%	0%	1%	1%	-	1%	-	-	0%	1%	2%
Don't know	11%	14%	12%	9%	11%	10%	11%	15%	6%	13%	13%	8%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	18%	25%	18%	20%	23%	18%	25%	26%	21%	18%	19%

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UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
My doctor	60%	61%	59%	49%	65%	64%	60%	62%	65%	52%	60%	61%
My family	34%	36%	34%	30%	38%	33%	35%	30%	34%	30%	34%	33%
A pharmacist	26%	27%	24%	21%	27%	27%	26%	35%	30%	22%	26%	27%
An academic or medical research institution	32%	29%	34%	31%	33%	32%	31%	39%	36%	22%	33%	35%
A pharmaceutical company	10%	8%	8%	8%	11%	6%	9%	14%	10%	10%	11%	8%
My country's government	16%	14%	16%	13%	16%	18%	16%	19%	14%	17%	17%	13%
A tech company (e.g. Google, Amazon etc.)	4%	4%	5%	3%	4%	3%	4%	4%	6%	4%	6%	3%
An insurance company	9%	11%	10%	8%	10%	6%	9%	11%	9%	10%	12%	8%
Any other commercial company	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	2%	1%
Other	1%	1%	0%	0%	1%	-	1%	-	1%	-	1%	1%
Don't know	11%	11%	14%	12%	7%	11%	11%	10%	11%	15%	12%	12%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	20%	18%	25%	17%	18%	20%	23%	18%	25%	18%	18%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
My doctor	60%	60%	57%	66%	33%	56%	62%	62%	64%	58%	56%	61%
My family	34%	33%	40%	38%	23%	30%	35%	39%	30%	38%	32%	34%
A pharmacist	26%	26%	24%	30%	9%	25%	27%	30%	31%	26%	23%	27%
An academic or medical research institution	32%	33%	34%	32%	18%	29%	32%	31%	33%	21%	34%	33%
A pharmaceutical company	10%	11%	13%	8%	3%	8%	10%	8%	8%	5%	11%	9%
My country's government	16%	16%	22%	17%	10%	10%	16%	15%	15%	9%	16%	16%
A tech company (e.g. Google, Amazon etc.)	4%	5%	7%	2%	4%	3%	4%	4%	4%	-	5%	4%
An insurance company	9%	11%	15%	6%	1%	4%	10%	6%	8%	4%	9%	8%
Any other commercial company	2%	2%	1%	1%	4%	1%	1%	1%	2%	-	2%	2%
Other	1%	1%	-	0%	1%	0%	1%	1%	0%	-	1%	1%
Don't know	11%	12%	8%	6%	28%	14%	10%	13%	10%	12%	12%	10%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	18%	21%	21%	26%	25%	21%	17%	21%	24%	20%	20%

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Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
My doctor	60%	59%	59%	61%	59%	29%	63%	57%	58%	57%	60%	73%
My family	34%	39%	36%	35%	37%	12%	37%	32%	38%	34%	33%	42%
A pharmacist	26%	25%	30%	23%	26%	14%	27%	25%	28%	30%	28%	34%
An academic or medical research institution	32%	27%	34%	25%	30%	14%	30%	34%	32%	30%	27%	37%
A pharmaceutical company	10%	10%	15%	7%	12%	8%	9%	10%	14%	13%	11%	13%
My country's government	16%	12%	20%	12%	15%	8%	16%	16%	21%	16%	13%	18%
A tech company (e.g. Google, Amazon etc.)	4%	3%	7%	5%	5%	7%	4%	5%	7%	6%	6%	3%
An insurance company	9%	8%	13%	6%	10%	11%	8%	10%	14%	11%	10%	8%
Any other commercial company	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	-
Other	1%	-	-	1%	0%	-	0%	1%	1%	0%	1%	-
Don't know	11%	11%	10%	17%	12%	19%	9%	14%	12%	15%	14%	10%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	20%	19%	17%	19%	37%	20%	20%	18%	18%	17%	13%

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Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
My doctor	60%	60%	65%	63%	61%	59%	65%	62%	64%	63%	64%	62%
My family	34%	36%	37%	37%	37%	34%	45%	37%	41%	43%	37%	36%
A pharmacist	26%	28%	27%	29%	29%	27%	27%	28%	29%	27%	29%	27%
An academic or medical research institution	32%	31%	30%	35%	36%	43%	35%	36%	38%	39%	35%	33%
A pharmaceutical company	10%	12%	7%	11%	11%	15%	13%	13%	11%	13%	10%	10%
My country's government	16%	17%	15%	17%	17%	19%	15%	18%	17%	16%	17%	17%
A tech company (e.g. Google, Amazon etc.)	4%	5%	2%	5%	7%	8%	7%	6%	7%	7%	5%	5%
An insurance company	9%	11%	6%	10%	10%	12%	10%	13%	13%	12%	10%	10%
Any other commercial company	2%	1%	1%	2%	2%	2%	1%	1%	2%	3%	2%	2%
Other	1%	0%	0%	1%	1%	2%	1%	1%	0%	0%	1%	1%
Don't know	11%	12%	6%	10%	10%	11%	10%	9%	12%	13%	10%	11%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	17%	21%	18%	19%	17%	11%	19%	15%	14%	17%	17%

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UK Sample: 25th - 29th May 2018

Total	
	Skype

19. For the following question by 'keep your anonymised personal health information private', we mean keeping data safe from security breaches. Which, if any, of these organisations would you trust to keep your anonymised personal health information private? (Please select all that apply. If you would not trust any organisation to keep your anonymised personal health data private, please select the 'Not applicable' option)

Unweighted base	2080	239
Base: All UK adults	2080	245
My doctor	60%	64%
My family	34%	39%
A pharmacist	26%	33%
An academic or medical research institution	32%	42%
A pharmaceutical company	10%	11%
My country's government	16%	19%
A tech company (e.g. Google, Amazon etc.)	4%	6%
An insurance company	9%	12%
Any other commercial company	2%	2%
Other	1%	0%
Don't know	11%	6%
Not applicable - I would not trust any organisation to keep my anonymised personal health data private	20%	16%

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Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
	2080	941	1139	179	328	347	340	886	1263	817	486	331
	Base: All UK adults	1009	1071	234	336	347	324	839	1186	894	485	333
My doctor or nurse, supported by artificial intelligence software	55%	61%	49%	55%	60%	49%	50%	57%	61%	47%	54%	52%
An artificial intelligence robotic assistant, without input from my doctor or nurse	11%	16%	7%	15%	13%	13%	10%	8%	13%	8%	9%	8%
My doctor or nurse, without assistance from artificial intelligence	58%	57%	59%	55%	61%	53%	53%	62%	62%	53%	56%	55%
None of these	9%	9%	10%	9%	8%	13%	12%	8%	7%	12%	11%	11%
Don't know	12%	11%	14%	17%	12%	16%	14%	9%	9%	16%	13%	15%

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Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
	2080	191	269	465	1742	101	178	59	73	221	192	167
	Base: All UK adults	193	273	463	1747	100	175	58	72	222	191	168
My doctor or nurse, supported by artificial intelligence software	55%	57%	52%	56%	54%	54%	62%	59%	53%	56%	51%	58%
An artificial intelligence robotic assistant, without input from my doctor or nurse	11%	11%	11%	14%	11%	11%	14%	11%	7%	8%	10%	8%
My doctor or nurse, without assistance from artificial intelligence	58%	60%	54%	63%	58%	63%	61%	54%	39%	56%	63%	55%
None of these	9%	7%	9%	8%	9%	10%	10%	13%	15%	11%	8%	10%
Don't know	12%	13%	16%	10%	13%	9%	7%	12%	14%	14%	11%	13%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	2080	164	191	269	271	194	1742	101	178	59	848	302
	Base: All UK adults	165	193	273	272	191	1747	100	175	58	855	295
My doctor or nurse, supported by artificial intelligence software	55%	46%	57%	52%	57%	53%	54%	54%	62%	59%	56%	54%
An artificial intelligence robotic assistant, without input from my doctor or nurse	11%	8%	11%	11%	13%	16%	11%	11%	14%	11%	14%	9%
My doctor or nurse, without assistance from artificial intelligence	58%	55%	60%	54%	63%	63%	58%	63%	61%	54%	60%	59%
None of these	9%	13%	7%	9%	7%	8%	9%	10%	10%	13%	9%	9%
Don't know	12%	17%	13%	16%	8%	13%	13%	9%	7%	12%	11%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults		2080	1150	116	510	64	239	972	269	190	73	577	1546
My doctor or nurse, supported by artificial intelligence software		55%	56%	56%	59%	31%	47%	56%	56%	51%	42%	55%	57%
An artificial intelligence robotic assistant, without input from my doctor or nurse		11%	13%	10%	8%	3%	12%	10%	16%	7%	1%	12%	12%
My doctor or nurse, without assistance from artificial intelligence		58%	59%	54%	61%	40%	53%	60%	62%	63%	59%	52%	60%
None of these		9%	9%	13%	8%	18%	11%	9%	9%	4%	9%	12%	9%
Don't know		12%	12%	12%	8%	32%	20%	11%	11%	13%	10%	16%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
My doctor or nurse, supported by artificial intelligence software	55%	49%	49%	53%	50%	38%	53%	57%	50%	50%	53%	55%
An artificial intelligence robotic assistant, without input from my doctor or nurse	11%	7%	11%	11%	9%	11%	8%	14%	10%	10%	9%	8%
My doctor or nurse, without assistance from artificial intelligence	58%	57%	58%	51%	57%	30%	60%	56%	57%	55%	58%	57%
None of these	9%	12%	14%	6%	12%	12%	9%	11%	7%	12%	10%	8%
Don't know	12%	14%	11%	22%	14%	28%	11%	13%	17%	17%	12%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
	2080	467	812	1427	606	315	152	283	504	261	1172	1039
	Base: All UK adults	462	773	1432	620	312	155	270	524	297	1186	1045
My doctor or nurse, supported by artificial intelligence software	55%	51%	55%	58%	59%	65%	60%	57%	57%	56%	57%	55%
An artificial intelligence robotic assistant, without input from my doctor or nurse	11%	10%	7%	12%	15%	18%	11%	11%	12%	11%	11%	12%
My doctor or nurse, without assistance from artificial intelligence	58%	58%	61%	60%	61%	63%	54%	66%	62%	57%	59%	59%
None of these	9%	9%	8%	9%	9%	7%	7%	7%	9%	11%	9%	8%
Don't know	12%	14%	10%	11%	11%	9%	13%	11%	12%	16%	11%	13%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

20. For the following question, by "artificial intelligence software", we mean the use of algorithms and software to aid the analysis of complex medical data with the aim of understanding the relationships between prevention or treatment techniques and patient outcomes. From which, if any, of the following would you be happy to receive advice on your health care (e.g. diagnoses, treatment plans, lifestyle advice etc.)? (Please select all that apply)

	Unweighted base	2080	239
	Base: All UK adults	2080	245
My doctor or nurse, supported by artificial intelligence software		55%	61%
An artificial intelligence robotic assistant, without input from my doctor or nurse		11%	12%
My doctor or nurse, without assistance from artificial intelligence		58%	59%
None of these		9%	8%
Don't know		12%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade		Region	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
They happen by accident	17%	17%	16%	22%	17%	17%	15%	15%	19%	13%	17%	17%
They happen on purpose	55%	57%	53%	43%	48%	49%	55%	63%	54%	56%	56%	54%
Don't know	29%	26%	32%	35%	36%	34%	30%	21%	27%	31%	27%	30%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
They happen by accident	17%	14%	16%	17%	17%	18%	14%	20%	16%	19%	15%	16%
They happen on purpose	55%	55%	54%	55%	55%	50%	56%	62%	60%	56%	54%	56%
Don't know	29%	31%	30%	28%	29%	31%	31%	18%	23%	24%	31%	27%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
They happen by accident	17%	17%	14%	16%	16%	19%	17%	18%	14%	20%	18%	16%
They happen on purpose	55%	51%	55%	54%	56%	53%	55%	50%	56%	62%	55%	51%
Don't know	29%	33%	31%	30%	29%	28%	29%	31%	31%	18%	27%	33%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
They happen by accident	17%	18%	22%	15%	14%	11%	16%	18%	14%	9%	18%	17%
They happen on purpose	55%	54%	43%	63%	40%	51%	58%	52%	61%	59%	49%	55%
Don't know	29%	28%	35%	22%	46%	37%	26%	30%	26%	32%	33%	27%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
They happen by accident	17%	17%	13%	12%	14%	14%	16%	17%	11%	16%	17%	17%
They happen on purpose	55%	52%	59%	45%	54%	48%	58%	50%	53%	52%	51%	56%
Don't know	29%	31%	28%	43%	32%	38%	26%	32%	36%	32%	32%	27%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
They happen by accident	17%	16%	16%	18%	20%	20%	19%	17%	20%	19%	17%	17%
They happen on purpose	55%	53%	61%	53%	55%	54%	50%	54%	50%	47%	54%	56%
Don't know	29%	31%	22%	29%	26%	26%	31%	29%	30%	34%	29%	27%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

21. Thinking generally about armed conflicts around the world... Overall, do you think that attacks on health workers in armed conflicts happen most often on purpose or by accident?

Unweighted base	2080	239
Base: All UK adults	2080	245
They happen by accident	17%	18%
They happen on purpose	55%	54%
Don't know	29%	28%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
Base: All UK adults who think attacks on health workers happen on purpose	1149	551	598	80	152	170	186	561	686	463	275	179
Attackers don't know that attacking health workers is a violation of international humanitarian law	6%	6%	5%	4%	7%	8%	4%	6%	4%	8%	5%	4%
Attackers feel that health workers or facilities are helping one side more than the other	39%	41%	37%	30%	28%	34%	45%	44%	41%	37%	43%	45%
To gain advantage over the other side	48%	46%	49%	58%	55%	46%	44%	45%	48%	47%	45%	45%
None of these	2%	3%	1%	1%	2%	3%	2%	2%	1%	3%	1%	2%
Don't know	5%	4%	7%	7%	8%	9%	6%	3%	5%	7%	6%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
Base: All UK adults who think attacks on health workers happen on purpose	1149	106	145	257	962	52	98	37	45	125	105	95
Attackers don't know that attacking health workers is a violation of international humanitarian law	6%	6%	4%	9%	6%	2%	6%	3%	-	7%	7%	6%
Attackers feel that health workers or facilities are helping one side more than the other	39%	37%	33%	38%	40%	31%	41%	33%	48%	41%	43%	42%
To gain advantage over the other side	48%	45%	54%	46%	46%	65%	46%	59%	48%	47%	42%	47%
None of these	2%	2%	3%	2%	2%	-	4%	-	-	2%	1%	2%
Don't know	5%	11%	6%	5%	6%	2%	4%	5%	4%	5%	8%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
Unweighted base	1149	84	106	145	152	105	962	52	98	37	464	157
Base: All UK adults who think attacks on health workers happen on purpose	1140	84	106	147	151	102	957	50	97	36	469	152
Attackers don't know that attacking health workers is a violation of international humanitarian law	6%	2%	6%	4%	8%	11%	6%	2%	6%	3%	6%	5%
Attackers feel that health workers or facilities are helping one side more than the other	39%	47%	37%	33%	37%	41%	40%	31%	41%	33%	38%	38%
To gain advantage over the other side	48%	43%	45%	54%	47%	44%	46%	65%	46%	59%	47%	50%
None of these	2%	2%	2%	3%	3%	1%	2%	-	4%	-	2%	1%
Don't know	5%	6%	11%	6%	6%	4%	6%	2%	4%	5%	6%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0
Base: All UK adults who think attacks on health workers happen on purpose	1149	621	39	339	27	123	577	140	121	46	265	868
Attackers don't know that attacking health workers is a violation of international humanitarian law	1140	621	50	321	26	122	560	140	115	43	282	856
Attackers feel that health workers or facilities are helping one side more than the other	6%	6%	8%	6%	8%	4%	7%	5%	5%	8%	4%	5%
To gain advantage over the other side	39%	38%	34%	47%	42%	24%	42%	37%	44%	46%	33%	41%
None of these	48%	48%	51%	43%	43%	59%	45%	52%	45%	42%	53%	48%
Don't know	2%	2%	2%	1%	4%	4%	2%	1%	2%	-	2%	2%
	5%	6%	6%	3%	4%	9%	5%	5%	5%	4%	8%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
Base: All UK adults who think attacks on health workers happen on purpose	1149	109	115	38	262	19	703	446	94	124	88	41
Attackers don't know that attacking health workers is a violation of international humanitarian law	1140	108	117	37	262	22	679	461	96	123	86	39
Attackers feel that health workers or facilities are helping one side more than the other	6%	4%	7%	19%	7%	4%	6%	5%	9%	10%	8%	5%
To gain advantage over the other side	39%	41%	35%	23%	36%	25%	40%	38%	37%	33%	36%	22%
None of these	48%	44%	49%	51%	47%	49%	47%	49%	45%	44%	49%	67%
Don't know	2%	3%	-	3%	2%	14%	2%	2%	2%	1%	1%	-
	5%	8%	9%	5%	8%	8%	5%	6%	7%	12%	5%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Base: All UK adults who think attacks on health workers happen on purpose	1149	246	497	759	336	173	79	154	254	125	638	576
Attackers don't know that attacking health workers is a violation of international humanitarian law	6%	7%	6%	6%	4%	3%	3%	5%	3%	5%	7%	6%
Attackers feel that health workers or facilities are helping one side more than the other	39%	35%	43%	38%	35%	35%	39%	30%	31%	27%	38%	37%
To gain advantage over the other side	48%	49%	46%	49%	55%	56%	50%	56%	58%	56%	48%	49%
None of these	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%
Don't know	5%	8%	4%	6%	5%	5%	6%	7%	7%	11%	7%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

22. You previously said that you think attacks on health workers in armed conflict happen most often on purpose. Which ONE, if any, of the following do you think is the MAIN reason for this?

	Unweighted base	
Base: All UK adults who think attacks on health workers happen on purpose	1149	135
	1140	132
Attackers don't know that attacking health workers is a violation of international humanitarian law	6%	5%
Attackers feel that health workers or facilities are helping one side more than the other	39%	45%
To gain advantage over the other side	48%	40%
None of these	2%	2%
Don't know	5%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Food	7%	8%	6%	8%	8%	8%	7%	6%	6%	9%	7%	8%
Water	24%	24%	24%	20%	24%	22%	23%	25%	25%	22%	22%	25%
Healthcare	9%	10%	8%	18%	10%	9%	8%	7%	8%	11%	10%	9%
Safety and security (i.e. shelter)	46%	44%	48%	38%	43%	39%	45%	53%	50%	41%	47%	43%
Other	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%
Don't know	13%	13%	13%	16%	13%	21%	15%	8%	10%	17%	11%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Food	7%	8%	8%	5%	7%	3%	8%	6%	7%	6%	8%	5%
Water	24%	25%	19%	28%	24%	25%	18%	29%	25%	23%	20%	24%
Healthcare	9%	8%	12%	8%	10%	6%	8%	9%	11%	11%	9%	11%
Safety and security (i.e. shelter)	46%	48%	45%	46%	46%	53%	49%	32%	45%	47%	49%	46%
Other	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	4%	1%
Don't know	13%	10%	14%	12%	12%	12%	14%	23%	11%	12%	10%	13%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Food	7%	12%	8%	8%	6%	3%	7%	3%	8%	6%	8%	6%
Water	24%	25%	25%	19%	25%	33%	24%	25%	18%	29%	23%	27%
Healthcare	9%	8%	8%	12%	10%	6%	10%	6%	8%	9%	10%	10%
Safety and security (i.e. shelter)	46%	39%	48%	45%	47%	44%	46%	53%	49%	32%	46%	45%
Other	1%	-	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%
Don't know	13%	16%	10%	14%	11%	14%	12%	12%	14%	23%	12%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Food	7%	7%	9%	5%	6%	8%	6%	7%	7%	6%	7%	7%
Water	24%	24%	18%	26%	18%	22%	24%	26%	25%	31%	21%	24%
Healthcare	9%	10%	12%	7%	15%	10%	8%	14%	8%	5%	11%	9%
Safety and security (i.e. shelter)	46%	46%	43%	53%	31%	36%	48%	39%	46%	51%	44%	48%
Other	1%	1%	1%	1%	1%	1%	1%	2%	2%	-	1%	1%
Don't know	13%	12%	18%	7%	30%	24%	12%	12%	11%	7%	16%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Food	7%	5%	9%	7%	7%	13%	6%	8%	6%	7%	8%	6%
Water	24%	27%	22%	24%	24%	15%	25%	22%	27%	25%	19%	22%
Healthcare	9%	9%	10%	12%	10%	13%	9%	10%	11%	9%	11%	8%
Safety and security (i.e. shelter)	46%	45%	39%	33%	40%	21%	47%	45%	37%	40%	43%	41%
Other	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	7%
Don't know	13%	13%	19%	22%	17%	36%	12%	14%	18%	19%	18%	16%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Food	7%	6%	7%	7%	8%	6%	9%	6%	8%	10%	7%	8%
Water	24%	24%	25%	24%	25%	30%	21%	26%	21%	22%	25%	23%
Healthcare	9%	10%	8%	10%	9%	8%	12%	11%	13%	14%	10%	11%
Safety and security (i.e. shelter)	46%	40%	51%	46%	45%	48%	46%	45%	44%	40%	47%	46%
Other	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Don't know	13%	17%	8%	12%	11%	7%	12%	12%	13%	14%	11%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

23. For the following question, by 'people affected by conflict', we mean everyone living in a country affected by war/ conflict. What do you consider is the MOST important need of people living in areas affected by conflict?

Unweighted base	2080	239
Base: All UK adults	2080	245
Food	7%	8%
Water	24%	20%
Healthcare	9%	12%
Safety and security (i.e. shelter)	46%	46%
Other	1%	2%
Don't know	13%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
The militaries or militia group(s) involved in the conflict	8%	11%	5%	9%	9%	8%	9%	6%	8%	7%	9%	6%
The government of the country	48%	44%	52%	35%	44%	47%	46%	54%	47%	49%	51%	49%
The United Nations	19%	23%	15%	26%	23%	15%	19%	17%	21%	17%	18%	19%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	5%	4%	4%	3%	5%	4%	5%	5%	4%	3%	6%
International aid agencies	5%	3%	6%	3%	2%	2%	3%	7%	5%	4%	3%	4%
None of these	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%
Don't know	15%	13%	18%	23%	17%	21%	16%	10%	13%	18%	16%	15%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

	Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168	
The militaries or militia group(s) involved in the conflict	8%	7%	10%	7%	8%	6%	8%	10%	8%	7%	11%	7%	
The government of the country	48%	53%	41%	48%	48%	42%	44%	54%	57%	48%	51%	47%	
The United Nations	19%	13%	21%	19%	18%	20%	25%	14%	17%	21%	15%	18%	
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	7%	5%	5%	5%	5%	3%	1%	-	3%	3%	9%	
International aid agencies	5%	3%	3%	7%	4%	6%	6%	7%	4%	4%	2%	5%	
None of these	1%	-	1%	2%	1%	1%	2%	-	1%	1%	2%	2%	
Don't know	15%	17%	19%	13%	15%	20%	12%	14%	13%	16%	16%	12%	

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
The militaries or militia group(s) involved in the conflict	8%	4%	7%	10%	5%	9%	8%	6%	8%	10%	10%	5%
The government of the country	48%	51%	53%	41%	47%	49%	48%	42%	44%	54%	46%	55%
The United Nations	19%	19%	13%	21%	22%	14%	18%	20%	25%	14%	22%	14%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	3%	7%	5%	5%	6%	5%	5%	3%	1%	4%	6%
International aid agencies	5%	3%	3%	3%	7%	7%	4%	6%	6%	7%	2%	4%
None of these	1%	2%	-	1%	1%	2%	1%	1%	2%	-	1%	1%
Don't know	15%	17%	17%	19%	13%	13%	15%	20%	12%	14%	15%	15%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
The militaries or militia group(s) involved in the conflict	8%	8%	8%	7%	8%	6%	7%	10%	6%	4%	9%	8%
The government of the country	48%	48%	32%	54%	44%	41%	52%	41%	53%	56%	42%	49%
The United Nations	19%	20%	26%	17%	8%	19%	18%	23%	15%	17%	21%	19%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	5%	4%	5%	1%	5%	6%	3%	5%	-	4%	4%
International aid agencies	5%	3%	6%	8%	2%	5%	5%	3%	5%	14%	4%	5%
None of these	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	15%	15%	20%	8%	35%	24%	12%	19%	15%	8%	19%	14%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
The militaries or militia group(s) involved in the conflict	8%	10%	6%	7%	8%	8%	7%	8%	7%	8%	6%	6%
The government of the country	48%	48%	50%	40%	47%	26%	52%	42%	50%	47%	45%	52%
The United Nations	19%	17%	19%	20%	19%	18%	17%	21%	17%	17%	22%	22%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	4%	6%	2%	4%	7%	5%	4%	5%	5%	5%	3%
International aid agencies	5%	2%	1%	4%	2%	11%	5%	4%	4%	2%	2%	3%
None of these	1%	-	1%	1%	1%	2%	1%	2%	-	1%	1%	3%
Don't know	15%	19%	15%	26%	19%	27%	13%	19%	19%	20%	19%	13%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
The militaries or militia group(s) involved in the conflict	8%	8%	7%	8%	8%	11%	10%	7%	9%	7%	8%	8%
The government of the country	48%	49%	54%	48%	47%	48%	47%	50%	44%	39%	47%	47%
The United Nations	19%	18%	17%	19%	23%	21%	21%	17%	21%	27%	20%	21%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	4%	6%	4%	5%	5%	4%	5%	3%	4%	4%	5%
International aid agencies	5%	3%	6%	4%	3%	2%	6%	4%	3%	2%	4%	4%
None of these	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%
Don't know	15%	17%	10%	15%	15%	12%	11%	16%	18%	22%	15%	15%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

24. In general, who, if anyone, do you think should be mostly responsible for looking after the health of people living in areas affected by conflict?

Unweighted base	2080	239
Base: All UK adults	2080	245
The militaries or militia group(s) involved in the conflict	8%	9%
The government of the country	48%	46%
The United Nations	19%	22%
Non Government Organisations (NGOs such as Oxfam, Unicef, Red Cross etc)	4%	5%
International aid agencies	5%	3%
None of these	1%	1%
Don't know	15%	13%

For the following question, please think about your last interaction with this type of organisation. To what extent, if at all, do you agree or disagree that your last interaction with a company in this industry provided you with an easy and straightforward experience. (Please select one option on each row. If you haven't interacted with any of the following industries, please select the "Not applicable" option provided.)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
25a_1. Healthcare												
Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	16%	16%	16%	11%	17%	17%	15%	17%	17%	15%	16%	15%
Tend to agree	35%	34%	37%	35%	36%	35%	33%	37%	39%	31%	36%	32%
Neither agree nor disagree	15%	15%	16%	15%	15%	14%	18%	15%	15%	17%	16%	15%
Tend to disagree	8%	8%	8%	11%	8%	10%	9%	6%	9%	7%	7%	8%
Strongly disagree	3%	3%	3%	1%	3%	5%	4%	2%	4%	1%	2%	4%
Don't know	5%	6%	5%	9%	8%	7%	5%	3%	5%	7%	6%	5%
Not applicable - I haven't interacted with companies in this industry	17%	19%	15%	18%	13%	13%	16%	20%	12%	23%	16%	20%
Net: Agree	52%	50%	53%	46%	53%	51%	48%	54%	56%	46%	52%	48%
Net: Disagree	11%	11%	11%	12%	11%	15%	13%	8%	13%	8%	9%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Region										
		East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
25a_1. Healthcare												
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	16%	18%	11%	17%	16%	17%	21%	17%	17%	16%	16%	18%
Tend to agree	35%	37%	35%	38%	36%	35%	32%	33%	39%	35%	37%	33%
Neither agree nor disagree	15%	10%	14%	18%	15%	14%	17%	16%	17%	14%	18%	15%
Tend to disagree	8%	10%	11%	7%	8%	6%	5%	5%	10%	7%	7%	7%
Strongly disagree	3%	4%	6%	2%	3%	3%	2%	-	-	2%	3%	3%
Don't know	5%	5%	5%	4%	5%	4%	7%	14%	6%	8%	4%	4%
Not applicable - I haven't interacted with companies in this industry	17%	17%	19%	14%	17%	21%	17%	15%	11%	19%	15%	20%
Net: Agree	52%	55%	46%	55%	51%	52%	53%	51%	56%	51%	53%	50%
Net: Disagree	11%	14%	17%	9%	11%	10%	7%	5%	10%	9%	10%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Government Region									Working full time	Working part time
		West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
25a_1. Healthcare												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	16%	13%	18%	11%	16%	19%	16%	17%	21%	17%	14%	16%
Tend to agree	35%	32%	37%	35%	39%	35%	36%	35%	32%	33%	36%	40%
Neither agree nor disagree	15%	16%	10%	14%	18%	18%	15%	14%	17%	16%	14%	14%
Tend to disagree	8%	9%	10%	11%	8%	7%	8%	6%	5%	5%	9%	9%
Strongly disagree	3%	4%	4%	6%	2%	1%	3%	3%	2%	-	4%	2%
Don't know	5%	7%	5%	5%	4%	5%	5%	4%	7%	14%	6%	5%
Not applicable - I haven't interacted with companies in this industry	17%	20%	17%	19%	13%	16%	17%	21%	17%	15%	16%	13%
Net: Agree	52%	45%	55%	46%	55%	54%	51%	52%	53%	51%	51%	56%
Net: Disagree	11%	13%	14%	17%	10%	8%	11%	10%	7%	5%	13%	12%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Working status					Marital Status					0
		ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
25a_1. Healthcare												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	16%	15%	11%	19%	17%	19%	17%	18%	16%	18%	14%	16%
Tend to agree	35%	37%	34%	35%	29%	29%	36%	38%	41%	40%	30%	35%
Neither agree nor disagree	15%	14%	21%	15%	20%	17%	15%	11%	16%	12%	18%	16%
Tend to disagree	8%	9%	9%	5%	7%	8%	6%	11%	6%	1%	11%	7%
Strongly disagree	3%	4%	2%	2%	1%	1%	3%	5%	3%	1%	2%	3%
Don't know	5%	6%	9%	3%	3%	10%	5%	5%	3%	7%	7%	5%
Not applicable - I haven't interacted with companies in this industry	17%	15%	15%	21%	23%	16%	18%	13%	15%	20%	18%	18%
Net: Agree	52%	52%	45%	54%	45%	48%	53%	55%	57%	58%	44%	51%
Net: Disagree	11%	13%	11%	7%	9%	9%	9%	15%	9%	2%	13%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Children in Household					Parent/ Guardian					
		1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
25a_1. Healthcare												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	16%	14%	19%	15%	16%	12%	18%	14%	20%	17%	16%	20%
Tend to agree	35%	38%	40%	29%	37%	20%	37%	33%	41%	37%	35%	34%
Neither agree nor disagree	15%	15%	12%	22%	15%	18%	15%	16%	14%	13%	12%	17%
Tend to disagree	8%	11%	7%	11%	10%	10%	7%	9%	7%	9%	10%	4%
Strongly disagree	3%	2%	3%	6%	3%	6%	2%	4%	1%	3%	6%	5%
Don't know	5%	8%	6%	8%	7%	9%	5%	7%	4%	6%	8%	9%
Not applicable - I haven't interacted with companies in this industry	17%	12%	13%	10%	12%	25%	16%	18%	12%	14%	13%	11%
Net: Agree	52%	52%	59%	44%	54%	32%	55%	47%	61%	54%	51%	54%
Net: Disagree	11%	13%	11%	17%	13%	16%	9%	13%	8%	13%	16%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Social Media/ Messaging service (within the last month)										
		18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
25a_1. Healthcare												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	16%	18%	18%	17%	17%	12%	15%	13%	17%	15%	17%	17%
Tend to agree	35%	38%	37%	38%	40%	41%	35%	39%	39%	35%	38%	39%
Neither agree nor disagree	15%	14%	16%	14%	14%	15%	20%	15%	12%	16%	15%	14%
Tend to disagree	8%	8%	6%	8%	8%	10%	7%	9%	10%	9%	8%	8%
Strongly disagree	3%	3%	2%	3%	4%	5%	5%	5%	3%	3%	3%	3%
Don't know	5%	7%	3%	6%	5%	4%	5%	5%	5%	8%	6%	6%
Not applicable - I haven't interacted with companies in this industry	17%	11%	19%	14%	11%	12%	12%	13%	14%	15%	13%	13%
Net: Agree	52%	56%	55%	55%	57%	53%	50%	53%	55%	49%	55%	56%
Net: Disagree	11%	11%	8%	11%	12%	15%	13%	14%	13%	12%	11%	11%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

25a_1. Healthcare

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	16%	16%
Tend to agree	35%	39%
Neither agree nor disagree	15%	15%
Tend to disagree	8%	10%
Strongly disagree	3%	5%
Don't know	5%	5%
Not applicable - I haven't interacted with companies in this industry	17%	11%
Net: Agree	52%	55%
Net: Disagree	11%	14%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
25a_2. Financial services												
Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	7%	7%	8%	6%	10%	7%	8%	6%	7%	7%	7%	9%
Tend to agree	26%	27%	24%	27%	28%	28%	23%	25%	30%	20%	24%	23%
Neither agree nor disagree	19%	19%	19%	16%	16%	20%	24%	18%	20%	18%	18%	17%
Tend to disagree	11%	12%	9%	7%	13%	11%	10%	10%	13%	8%	12%	10%
Strongly disagree	5%	7%	3%	2%	4%	5%	7%	4%	5%	4%	4%	5%
Don't know	6%	6%	6%	12%	9%	9%	3%	3%	5%	7%	7%	5%
Not applicable - I haven't interacted with companies in this industry	27%	22%	31%	30%	19%	20%	24%	33%	20%	36%	27%	30%
Net: Agree	33%	34%	32%	33%	38%	35%	32%	31%	37%	28%	31%	33%
Net: Disagree	15%	18%	12%	9%	18%	16%	17%	15%	18%	12%	16%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Region										
		East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
25a_2. Financial services												
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	7%	5%	6%	7%	7%	11%	5%	8%	11%	8%	4%	13%
Tend to agree	26%	26%	27%	28%	26%	24%	29%	22%	25%	23%	25%	26%
Neither agree nor disagree	19%	21%	18%	20%	19%	15%	23%	13%	16%	17%	21%	19%
Tend to disagree	11%	9%	10%	12%	11%	9%	8%	10%	8%	12%	13%	7%
Strongly disagree	5%	5%	5%	4%	5%	4%	5%	4%	6%	3%	5%	5%
Don't know	6%	8%	8%	4%	6%	6%	4%	11%	7%	8%	5%	4%
Not applicable - I haven't interacted with companies in this industry	27%	26%	26%	24%	27%	29%	27%	32%	27%	29%	26%	26%
Net: Agree	33%	31%	33%	35%	33%	36%	34%	30%	36%	31%	30%	39%
Net: Disagree	15%	14%	15%	16%	16%	14%	12%	14%	14%	15%	18%	13%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Government Region									Working full time	Working part time
		West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
25a_2. Financial services												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	7%	6%	5%	6%	7%	7%	7%	11%	5%	8%	8%	8%
Tend to agree	26%	21%	26%	27%	31%	24%	26%	24%	29%	22%	29%	26%
Neither agree nor disagree	19%	15%	21%	18%	20%	21%	19%	15%	23%	13%	20%	20%
Tend to disagree	11%	13%	9%	10%	13%	12%	11%	9%	8%	10%	12%	9%
Strongly disagree	5%	5%	5%	5%	5%	2%	5%	4%	5%	4%	6%	6%
Don't know	6%	6%	8%	8%	3%	6%	6%	6%	4%	11%	7%	6%
Not applicable - I haven't interacted with companies in this industry	27%	35%	26%	26%	21%	28%	27%	29%	27%	32%	19%	24%
Net: Agree	33%	27%	31%	33%	38%	31%	33%	36%	34%	30%	36%	35%
Net: Disagree	15%	18%	14%	15%	18%	14%	16%	14%	12%	14%	18%	16%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Working status					Marital Status					0
		ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
25a_2. Financial services												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	7%	8%	8%	5%	11%	8%	6%	9%	8%	8%	8%	7%
Tend to agree	26%	28%	27%	27%	10%	17%	26%	34%	26%	22%	22%	26%
Neither agree nor disagree	19%	20%	18%	17%	18%	17%	19%	18%	17%	18%	19%	18%
Tend to disagree	11%	12%	7%	10%	11%	9%	11%	11%	10%	4%	11%	10%
Strongly disagree	5%	6%	4%	3%	3%	3%	5%	3%	4%	2%	4%	5%
Don't know	6%	7%	13%	2%	7%	7%	5%	6%	4%	4%	9%	6%
Not applicable - I haven't interacted with companies in this industry	27%	20%	24%	35%	41%	39%	28%	18%	30%	43%	26%	29%
Net: Agree	33%	36%	34%	32%	21%	24%	32%	44%	35%	29%	31%	34%
Net: Disagree	15%	17%	11%	13%	14%	12%	16%	14%	14%	6%	15%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Children in Household					Parent/ Guardian					
		1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
25a_2. Financial services												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	7%	7%	9%	5%	7%	10%	7%	7%	7%	6%	6%	8%
Tend to agree	26%	27%	25%	24%	26%	7%	25%	27%	27%	23%	27%	18%
Neither agree nor disagree	19%	21%	20%	27%	22%	19%	20%	18%	22%	22%	19%	26%
Tend to disagree	11%	11%	16%	11%	13%	10%	12%	9%	17%	15%	11%	12%
Strongly disagree	5%	5%	4%	4%	5%	4%	4%	5%	4%	4%	6%	6%
Don't know	6%	8%	6%	8%	7%	11%	4%	9%	6%	6%	7%	8%
Not applicable - I haven't interacted with companies in this industry	27%	21%	21%	20%	21%	39%	29%	25%	18%	24%	24%	23%
Net: Agree	33%	34%	33%	29%	33%	17%	32%	35%	34%	29%	33%	26%
Net: Disagree	15%	16%	20%	15%	17%	14%	16%	14%	20%	19%	17%	18%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Social Media/ Messaging service (within the last month)										
		18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
25a_2. Financial services												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	7%	8%	7%	7%	9%	6%	5%	6%	8%	9%	8%	8%
Tend to agree	26%	26%	24%	27%	29%	31%	30%	27%	28%	25%	27%	29%
Neither agree nor disagree	19%	22%	18%	18%	19%	17%	18%	19%	18%	17%	18%	20%
Tend to disagree	11%	13%	11%	11%	13%	17%	9%	12%	12%	9%	11%	11%
Strongly disagree	5%	5%	4%	4%	5%	4%	5%	6%	4%	2%	4%	4%
Don't know	6%	6%	2%	6%	7%	6%	7%	5%	7%	11%	7%	7%
Not applicable - I haven't interacted with companies in this industry	27%	20%	33%	26%	18%	19%	25%	26%	24%	27%	25%	22%
Net: Agree	33%	34%	31%	35%	38%	37%	35%	32%	36%	34%	34%	37%
Net: Disagree	15%	18%	15%	15%	18%	21%	14%	18%	16%	11%	15%	15%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

25a_2. Financial services

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	7%	8%
Tend to agree	26%	33%
Neither agree nor disagree	19%	20%
Tend to disagree	11%	14%
Strongly disagree	5%	3%
Don't know	6%	7%
Not applicable - I haven't interacted with companies in this industry	27%	15%
Net: Agree	33%	41%
Net: Disagree	15%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
25a_3. Retail												
Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	15%	14%	16%	19%	16%	17%	14%	13%	15%	15%	14%	16%
Tend to agree	41%	41%	42%	37%	47%	41%	42%	40%	47%	34%	41%	35%
Neither agree nor disagree	19%	18%	19%	11%	16%	21%	20%	20%	18%	20%	18%	21%
Tend to disagree	5%	7%	4%	8%	5%	4%	5%	5%	5%	5%	7%	6%
Strongly disagree	2%	2%	2%	4%	1%	2%	3%	2%	2%	2%	2%	2%
Don't know	5%	5%	5%	8%	7%	7%	3%	4%	4%	7%	6%	5%
Not applicable - I haven't interacted with companies in this industry	13%	13%	13%	14%	8%	8%	12%	17%	8%	19%	13%	16%
Net: Agree	56%	55%	58%	56%	63%	58%	56%	53%	62%	48%	55%	51%
Net: Disagree	7%	9%	5%	11%	6%	5%	9%	7%	8%	7%	9%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Region										
		East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
25a_3. Retail												
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	15%	13%	13%	16%	15%	18%	15%	13%	12%	16%	12%	15%
Tend to agree	41%	44%	45%	42%	41%	49%	40%	42%	45%	35%	46%	37%
Neither agree nor disagree	19%	21%	20%	18%	19%	10%	21%	12%	17%	20%	16%	21%
Tend to disagree	5%	5%	5%	6%	6%	3%	2%	4%	5%	7%	8%	5%
Strongly disagree	2%	2%	2%	2%	2%	-	2%	5%	3%	1%	3%	1%
Don't know	5%	4%	5%	4%	5%	5%	5%	12%	9%	7%	4%	4%
Not applicable - I haven't interacted with companies in this industry	13%	11%	10%	12%	13%	15%	15%	12%	8%	15%	12%	17%
Net: Agree	56%	57%	58%	59%	56%	68%	55%	55%	57%	51%	58%	52%
Net: Disagree	7%	7%	7%	8%	8%	3%	4%	9%	8%	8%	10%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Government Region									Working full time	Working part time
		West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
25a_3. Retail												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	15%	17%	13%	13%	17%	15%	15%	18%	15%	13%	15%	15%
Tend to agree	41%	33%	44%	45%	44%	40%	41%	49%	40%	42%	44%	46%
Neither agree nor disagree	19%	20%	21%	20%	18%	17%	19%	10%	21%	12%	19%	20%
Tend to disagree	5%	6%	5%	5%	6%	6%	6%	3%	2%	4%	5%	4%
Strongly disagree	2%	2%	2%	2%	1%	3%	2%	-	2%	5%	2%	1%
Don't know	5%	6%	4%	5%	3%	5%	5%	5%	5%	12%	6%	4%
Not applicable - I haven't interacted with companies in this industry	13%	16%	11%	10%	11%	14%	13%	15%	15%	12%	9%	11%
Net: Agree	56%	49%	57%	58%	61%	55%	56%	68%	55%	55%	59%	61%
Net: Disagree	7%	8%	7%	7%	7%	9%	8%	3%	4%	9%	7%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Working status					Marital Status					0
		ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
25a_3. Retail												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	15%	15%	18%	13%	19%	16%	13%	18%	12%	10%	18%	15%
Tend to agree	41%	45%	38%	40%	30%	34%	42%	44%	43%	46%	38%	41%
Neither agree nor disagree	19%	19%	11%	19%	20%	20%	19%	16%	22%	17%	18%	19%
Tend to disagree	5%	5%	8%	5%	4%	6%	5%	8%	4%	1%	6%	5%
Strongly disagree	2%	2%	4%	2%	2%	2%	2%	2%	2%	-	2%	2%
Don't know	5%	6%	8%	3%	3%	6%	4%	6%	3%	7%	6%	5%
Not applicable - I haven't interacted with companies in this industry	13%	10%	14%	18%	24%	15%	14%	8%	14%	19%	13%	14%
Net: Agree	56%	59%	56%	53%	48%	50%	55%	61%	55%	56%	56%	56%
Net: Disagree	7%	6%	12%	7%	6%	9%	7%	9%	6%	1%	8%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
25a_3. Retail												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	15%	15%	17%	13%	16%	9%	14%	17%	16%	16%	13%	15%
Tend to agree	41%	48%	43%	42%	45%	19%	41%	41%	45%	40%	43%	36%
Neither agree nor disagree	19%	14%	20%	22%	18%	23%	20%	17%	19%	24%	21%	24%
Tend to disagree	5%	5%	4%	7%	5%	8%	5%	5%	4%	3%	6%	5%
Strongly disagree	2%	3%	3%	-	2%	9%	2%	2%	4%	2%	1%	-
Don't know	5%	5%	5%	7%	5%	13%	4%	6%	4%	5%	7%	9%
Not applicable - I haven't interacted with companies in this industry	13%	10%	9%	9%	9%	19%	14%	12%	9%	9%	9%	11%
Net: Agree	56%	63%	60%	55%	60%	28%	55%	58%	61%	57%	56%	51%
Net: Disagree	7%	8%	7%	7%	7%	17%	7%	7%	8%	5%	7%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Social Media/ Messaging service (within the last month)										
		18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
25a_3. Retail												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	15%	16%	12%	15%	19%	16%	16%	17%	18%	20%	16%	15%
Tend to agree	41%	44%	40%	44%	47%	51%	45%	43%	47%	39%	44%	46%
Neither agree nor disagree	19%	20%	20%	17%	16%	16%	16%	19%	14%	16%	18%	18%
Tend to disagree	5%	4%	6%	6%	5%	6%	7%	5%	5%	5%	6%	6%
Strongly disagree	2%	3%	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%
Don't know	5%	6%	4%	5%	4%	3%	5%	5%	4%	7%	5%	5%
Not applicable - I haven't interacted with companies in this industry	13%	8%	16%	11%	7%	7%	7%	9%	10%	11%	10%	8%
Net: Agree	56%	59%	52%	60%	66%	67%	61%	60%	64%	59%	60%	61%
Net: Disagree	7%	7%	8%	8%	7%	7%	11%	7%	7%	8%	8%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Skype
25a_3. Retail		
Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	15%	18%
Tend to agree	41%	44%
Neither agree nor disagree	19%	17%
Tend to disagree	5%	8%
Strongly disagree	2%	2%
Don't know	5%	5%
Not applicable - I haven't interacted with companies in this industry	13%	6%
Net: Agree	56%	62%
Net: Disagree	7%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
25a_4. Hospitality												
Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	10%	10%	11%	12%	15%	12%	12%	7%	11%	9%	10%	8%
Tend to agree	33%	31%	35%	38%	42%	37%	31%	28%	37%	28%	34%	31%
Neither agree nor disagree	16%	17%	15%	12%	14%	18%	21%	16%	17%	15%	16%	20%
Tend to disagree	4%	4%	3%	3%	3%	5%	4%	3%	4%	4%	4%	3%
Strongly disagree	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%
Don't know	7%	7%	6%	10%	9%	9%	5%	5%	6%	7%	6%	8%
Not applicable - I haven't interacted with companies in this industry	28%	28%	28%	23%	16%	18%	25%	40%	23%	36%	29%	30%
Net: Agree	44%	41%	46%	50%	57%	49%	43%	34%	48%	37%	44%	38%
Net: Disagree	5%	6%	4%	5%	4%	6%	6%	5%	5%	5%	6%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Region										
		East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
25a_4. Hospitality												
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	10%	10%	13%	11%	10%	14%	9%	11%	11%	8%	12%	8%
Tend to agree	33%	38%	30%	34%	33%	35%	36%	34%	36%	35%	31%	33%
Neither agree nor disagree	16%	14%	15%	16%	16%	15%	17%	14%	10%	18%	15%	20%
Tend to disagree	4%	4%	4%	5%	4%	1%	3%	6%	3%	3%	5%	3%
Strongly disagree	1%	2%	1%	1%	1%	2%	1%	-	4%	1%	2%	1%
Don't know	7%	6%	6%	5%	6%	6%	9%	14%	6%	5%	8%	8%
Not applicable - I haven't interacted with companies in this industry	28%	27%	31%	28%	29%	28%	26%	20%	30%	30%	27%	28%
Net: Agree	44%	48%	42%	45%	43%	49%	45%	45%	48%	43%	43%	41%
Net: Disagree	5%	6%	5%	6%	5%	3%	3%	6%	7%	4%	7%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Government Region									Working full time	Working part time
		West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
25a_4. Hospitality												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	10%	8%	10%	13%	11%	11%	10%	14%	9%	11%	12%	13%
Tend to agree	33%	29%	38%	30%	38%	28%	33%	35%	36%	34%	38%	37%
Neither agree nor disagree	16%	20%	14%	15%	16%	17%	16%	15%	17%	14%	16%	19%
Tend to disagree	4%	4%	4%	4%	6%	3%	4%	1%	3%	6%	4%	4%
Strongly disagree	1%	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	0%
Don't know	7%	7%	6%	6%	4%	6%	6%	6%	9%	14%	8%	5%
Not applicable - I haven't interacted with companies in this industry	28%	31%	27%	31%	25%	33%	29%	28%	26%	20%	20%	23%
Net: Agree	44%	36%	48%	42%	48%	39%	43%	49%	45%	45%	50%	49%
Net: Disagree	5%	5%	6%	5%	7%	5%	5%	3%	3%	6%	5%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Working status					Marital Status					0
		ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
25a_4. Hospitality												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	10%	12%	6%	7%	17%	9%	10%	13%	9%	5%	12%	10%
Tend to agree	33%	38%	39%	25%	18%	30%	33%	43%	29%	25%	31%	32%
Neither agree nor disagree	16%	17%	16%	16%	17%	15%	15%	15%	21%	17%	17%	16%
Tend to disagree	4%	4%	4%	3%	3%	3%	4%	3%	3%	2%	3%	3%
Strongly disagree	1%	1%	1%	2%	5%	1%	1%	2%	0%	-	1%	1%
Don't know	7%	7%	9%	3%	9%	9%	6%	6%	4%	7%	8%	6%
Not applicable - I haven't interacted with companies in this industry	28%	20%	24%	44%	32%	34%	30%	18%	34%	44%	26%	31%
Net: Agree	44%	50%	45%	32%	35%	39%	43%	56%	38%	31%	43%	42%
Net: Disagree	5%	5%	5%	5%	7%	3%	6%	4%	3%	2%	5%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Children in Household					Parent/ Guardian					
		1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
25a_4. Hospitality												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	10%	10%	11%	14%	11%	7%	9%	12%	11%	14%	9%	12%
Tend to agree	33%	36%	40%	40%	38%	15%	33%	34%	43%	37%	42%	36%
Neither agree nor disagree	16%	19%	19%	15%	18%	13%	17%	16%	18%	17%	16%	18%
Tend to disagree	4%	3%	7%	7%	5%	8%	4%	4%	3%	5%	4%	4%
Strongly disagree	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%
Don't know	7%	8%	8%	8%	8%	18%	6%	8%	7%	6%	7%	8%
Not applicable - I haven't interacted with companies in this industry	28%	23%	15%	15%	18%	38%	30%	26%	18%	19%	20%	20%
Net: Agree	44%	47%	50%	54%	49%	22%	42%	46%	54%	51%	51%	48%
Net: Disagree	5%	4%	8%	9%	7%	10%	5%	5%	4%	7%	6%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Social Media/ Messaging service (within the last month)										
		18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
25a_4. Hospitality												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	10%	12%	8%	11%	15%	15%	9%	11%	14%	16%	12%	12%
Tend to agree	33%	39%	30%	37%	39%	42%	40%	40%	43%	36%	38%	38%
Neither agree nor disagree	16%	18%	17%	15%	14%	16%	14%	16%	15%	14%	15%	16%
Tend to disagree	4%	4%	3%	4%	4%	5%	6%	4%	3%	2%	4%	4%
Strongly disagree	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	7%	7%	5%	7%	6%	5%	8%	6%	6%	9%	7%	7%
Not applicable - I haven't interacted with companies in this industry	28%	18%	37%	24%	20%	15%	21%	21%	19%	21%	22%	21%
Net: Agree	44%	50%	37%	48%	54%	57%	49%	51%	56%	52%	50%	51%
Net: Disagree	5%	6%	5%	5%	5%	6%	7%	5%	4%	3%	6%	5%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

25a_4. Hospitality

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	10%	12%
Tend to agree	33%	36%
Neither agree nor disagree	16%	18%
Tend to disagree	4%	6%
Strongly disagree	1%	2%
Don't know	7%	8%
Not applicable - I haven't interacted with companies in this industry	28%	19%
Net: Agree	44%	48%
Net: Disagree	5%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
25a_5. Telecommunication												
Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	5%	7%	4%	3%	9%	6%	7%	4%	6%	5%	5%	6%
Tend to agree	21%	22%	20%	18%	23%	22%	20%	21%	24%	17%	22%	22%
Neither agree nor disagree	21%	21%	22%	17%	15%	23%	27%	22%	21%	22%	19%	21%
Tend to disagree	14%	15%	13%	14%	16%	15%	14%	13%	15%	12%	13%	14%
Strongly disagree	9%	10%	7%	5%	11%	9%	9%	9%	11%	7%	9%	7%
Don't know	6%	7%	6%	11%	10%	9%	7%	3%	6%	8%	7%	5%
Not applicable - I haven't interacted with companies in this industry	23%	18%	27%	33%	17%	17%	16%	27%	18%	30%	24%	25%
Net: Agree	26%	29%	24%	21%	31%	28%	27%	25%	30%	22%	27%	28%
Net: Disagree	23%	25%	21%	19%	27%	24%	23%	22%	26%	19%	23%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Region										
		East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
25a_5. Telecommunication												
Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	5%	5%	4%	5%	5%	9%	5%	8%	8%	5%	4%	7%
Tend to agree	21%	23%	19%	20%	21%	17%	20%	22%	19%	23%	22%	24%
Neither agree nor disagree	21%	19%	21%	27%	22%	18%	21%	13%	16%	18%	21%	24%
Tend to disagree	14%	11%	16%	14%	14%	20%	15%	14%	19%	12%	12%	11%
Strongly disagree	9%	8%	11%	9%	9%	8%	10%	11%	7%	9%	11%	9%
Don't know	6%	8%	9%	5%	6%	5%	6%	12%	6%	7%	7%	4%
Not applicable - I haven't interacted with companies in this industry	23%	26%	21%	20%	23%	24%	23%	20%	26%	24%	23%	22%
Net: Agree	26%	28%	23%	26%	26%	26%	26%	30%	27%	28%	26%	31%
Net: Disagree	23%	19%	26%	22%	22%	28%	25%	25%	26%	22%	23%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Government Region									Working full time	Working part time
		West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
25a_5. Telecommunication												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	5%	5%	5%	4%	6%	4%	5%	9%	5%	8%	7%	5%
Tend to agree	21%	20%	23%	19%	20%	22%	21%	17%	20%	22%	23%	21%
Neither agree nor disagree	21%	19%	19%	21%	27%	27%	22%	18%	21%	13%	20%	26%
Tend to disagree	14%	17%	11%	16%	15%	11%	14%	20%	15%	14%	15%	15%
Strongly disagree	9%	5%	8%	11%	6%	12%	9%	8%	10%	11%	11%	7%
Don't know	6%	7%	8%	9%	5%	5%	6%	5%	6%	12%	8%	6%
Not applicable - I haven't interacted with companies in this industry	23%	27%	26%	21%	21%	19%	23%	24%	23%	20%	17%	20%
Net: Agree	26%	25%	28%	23%	26%	26%	26%	26%	26%	30%	29%	27%
Net: Disagree	23%	22%	19%	26%	22%	23%	22%	28%	25%	25%	26%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Working status					Marital Status					0
		ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
25a_5. Telecommunication												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	5%	6%	3%	4%	7%	6%	4%	8%	4%	3%	7%	5%
Tend to agree	21%	22%	18%	21%	17%	18%	20%	22%	23%	26%	20%	20%
Neither agree nor disagree	21%	22%	17%	21%	20%	23%	21%	20%	26%	17%	21%	21%
Tend to disagree	14%	15%	18%	15%	6%	10%	15%	15%	13%	14%	12%	14%
Strongly disagree	9%	10%	5%	10%	6%	6%	10%	10%	7%	4%	8%	10%
Don't know	6%	7%	10%	3%	9%	8%	5%	7%	4%	5%	10%	6%
Not applicable - I haven't interacted with companies in this industry	23%	18%	31%	28%	35%	29%	24%	18%	21%	32%	22%	24%
Net: Agree	26%	29%	20%	24%	24%	24%	25%	30%	28%	28%	27%	26%
Net: Disagree	23%	24%	22%	25%	12%	16%	25%	25%	21%	17%	20%	23%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Children in Household					Parent/ Guardian					
		1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years
25a_5. Telecommunication												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	5%	3%	6%	6%	5%	12%	5%	6%	8%	6%	4%	5%
Tend to agree	21%	26%	28%	11%	24%	12%	22%	20%	22%	27%	24%	24%
Neither agree nor disagree	21%	19%	23%	25%	22%	19%	22%	20%	22%	21%	22%	25%
Tend to disagree	14%	14%	12%	24%	15%	15%	15%	13%	15%	17%	17%	13%
Strongly disagree	9%	7%	7%	7%	7%	4%	8%	10%	9%	5%	6%	5%
Don't know	6%	9%	6%	7%	8%	11%	5%	9%	6%	6%	9%	6%
Not applicable - I haven't interacted with companies in this industry	23%	22%	17%	19%	19%	27%	24%	22%	18%	19%	18%	21%
Net: Agree	26%	29%	34%	17%	29%	24%	27%	26%	30%	33%	28%	29%
Net: Disagree	23%	21%	20%	31%	22%	19%	23%	23%	24%	22%	23%	18%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Total	Social Media/ Messaging service (within the last month)										
		18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
25a_5. Telecommunication												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	5%	7%	4%	5%	6%	7%	6%	3%	5%	7%	5%	5%
Tend to agree	21%	25%	20%	23%	25%	28%	24%	21%	25%	20%	23%	23%
Neither agree nor disagree	21%	22%	23%	20%	19%	19%	21%	22%	18%	19%	20%	21%
Tend to disagree	14%	15%	14%	15%	16%	18%	16%	16%	16%	14%	15%	15%
Strongly disagree	9%	7%	9%	10%	11%	10%	5%	10%	10%	7%	10%	9%
Don't know	6%	7%	3%	7%	7%	5%	9%	6%	7%	10%	7%	8%
Not applicable - I haven't interacted with companies in this industry	23%	17%	27%	21%	15%	14%	19%	23%	21%	24%	21%	18%
Net: Agree	26%	31%	24%	28%	32%	35%	30%	24%	29%	26%	28%	28%
Net: Disagree	23%	22%	23%	24%	27%	28%	21%	25%	26%	20%	24%	25%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

25a_5. Telecommunication		
Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	5%	6%
Tend to agree	21%	23%
Neither agree nor disagree	21%	24%
Tend to disagree	14%	16%
Strongly disagree	9%	10%
Don't know	6%	7%
Not applicable - I haven't interacted with companies in this industry	23%	14%
Net: Agree	26%	29%
Net: Disagree	23%	26%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	17%	16%	18%	11%	14%	15%	14%	23%	17%	17%	18%	17%
Tend to agree	38%	38%	37%	36%	37%	36%	38%	39%	40%	35%	39%	38%
Neither agree nor disagree	21%	21%	21%	21%	18%	20%	23%	21%	20%	22%	19%	21%
Tend to disagree	12%	11%	12%	12%	15%	14%	11%	9%	13%	10%	12%	13%
Strongly disagree	6%	5%	6%	8%	5%	7%	6%	5%	5%	7%	6%	5%
Don't know	5%	6%	4%	8%	8%	6%	6%	2%	5%	5%	4%	3%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	3%	2%	5%	3%	3%	2%	1%	1%	4%	2%	2%
Net: Agree	55%	54%	56%	46%	50%	51%	52%	62%	57%	52%	57%	56%
Net: Disagree	17%	16%	18%	20%	20%	21%	17%	14%	18%	17%	17%	18%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	17%	16%	14%	18%	17%	12%	20%	24%	20%	20%	14%	18%
Tend to agree	38%	39%	34%	39%	38%	34%	36%	35%	35%	35%	45%	36%
Neither agree nor disagree	21%	23%	24%	19%	21%	20%	23%	13%	25%	17%	19%	22%
Tend to disagree	12%	11%	12%	13%	12%	10%	8%	12%	8%	12%	12%	16%
Strongly disagree	6%	6%	8%	5%	6%	10%	3%	5%	4%	7%	5%	5%
Don't know	5%	5%	5%	5%	4%	10%	6%	7%	5%	5%	3%	3%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	-	3%	2%	2%	3%	3%	4%	3%	3%	2%	1%
Net: Agree	55%	55%	48%	57%	55%	46%	57%	59%	55%	55%	59%	53%
Net: Disagree	17%	17%	20%	18%	18%	20%	11%	16%	12%	19%	17%	20%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	17%	17%	16%	14%	15%	21%	17%	12%	20%	24%	15%	13%
Tend to agree	38%	41%	39%	34%	41%	37%	38%	34%	36%	35%	38%	39%
Neither agree nor disagree	21%	21%	23%	24%	19%	18%	21%	20%	23%	13%	21%	25%
Tend to disagree	12%	10%	11%	12%	12%	13%	12%	10%	8%	12%	12%	14%
Strongly disagree	6%	6%	6%	8%	5%	4%	6%	10%	3%	5%	6%	5%
Don't know	5%	2%	5%	5%	5%	5%	4%	10%	6%	7%	6%	3%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	3%	-	3%	2%	1%	2%	3%	3%	4%	2%	2%
Net: Agree	55%	58%	55%	48%	56%	58%	55%	46%	57%	59%	53%	52%
Net: Disagree	17%	16%	17%	20%	17%	18%	18%	20%	11%	16%	18%	18%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	17%	14%	8%	26%	10%	19%	20%	13%	17%	20%	14%	18%
Tend to agree	38%	39%	36%	40%	36%	29%	40%	40%	35%	41%	32%	38%
Neither agree nor disagree	21%	22%	27%	19%	21%	17%	20%	17%	24%	22%	22%	20%
Tend to disagree	12%	12%	16%	9%	4%	14%	10%	14%	14%	7%	14%	11%
Strongly disagree	6%	6%	4%	4%	7%	10%	5%	8%	5%	6%	7%	6%
Don't know	5%	6%	8%	1%	8%	7%	4%	5%	4%	3%	7%	5%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	2%	1%	1%	13%	5%	2%	2%	0%	2%	4%	2%
Net: Agree	55%	53%	44%	66%	47%	48%	60%	54%	52%	61%	47%	56%
Net: Disagree	17%	18%	19%	13%	11%	23%	14%	22%	19%	13%	21%	17%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	17%	13%	14%	17%	14%	12%	19%	15%	17%	13%	15%	19%
Tend to agree	38%	40%	42%	30%	39%	21%	39%	36%	39%	40%	38%	30%
Neither agree nor disagree	21%	24%	22%	19%	22%	15%	21%	20%	20%	19%	21%	26%
Tend to disagree	12%	10%	14%	17%	13%	13%	11%	12%	16%	16%	15%	9%
Strongly disagree	6%	4%	4%	5%	4%	16%	5%	7%	3%	3%	4%	10%
Don't know	5%	5%	3%	7%	5%	13%	3%	7%	3%	6%	6%	5%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	3%	1%	4%	2%	10%	1%	3%	3%	3%	2%	1%
Net: Agree	55%	53%	56%	48%	53%	33%	58%	51%	55%	53%	52%	49%
Net: Disagree	17%	14%	19%	22%	17%	29%	16%	19%	19%	19%	19%	18%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	17%	14%	21%	16%	15%	13%	15%	18%	15%	14%	17%	17%
Tend to agree	38%	39%	38%	39%	40%	40%	38%	34%	38%	33%	38%	39%
Neither agree nor disagree	21%	22%	22%	21%	20%	19%	23%	20%	20%	23%	21%	20%
Tend to disagree	12%	13%	10%	12%	13%	14%	14%	15%	14%	14%	12%	12%
Strongly disagree	6%	5%	6%	6%	6%	9%	6%	9%	6%	8%	5%	5%
Don't know	5%	5%	2%	5%	4%	5%	3%	4%	6%	6%	5%	5%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%
Net: Agree	55%	54%	59%	56%	55%	52%	53%	51%	53%	47%	55%	56%
Net: Disagree	17%	18%	16%	18%	19%	23%	20%	23%	19%	22%	17%	17%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

26. For the following question, please think of the last time you visited a hospital/ clinic/ GP practice. If you have never visited a hospital/ clinic/ GP practice, please select the 'Not applicable' option... To what extent do you agree or disagree with the following statement? My personal interactions with my doctor(s) and their staff were clearly designed by someone who understands my needs

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	17%	18%
Tend to agree	38%	39%
Neither agree nor disagree	21%	21%
Tend to disagree	12%	12%
Strongly disagree	6%	6%
Don't know	5%	4%
Not applicable - I have never visited a hospital/ clinic/ GP practice	2%	2%
Net: Agree	55%	57%
Net: Disagree	17%	17%

For the following question, by 'user-friendly healthcare experience', we mean the overall experience a person has when using a healthcare product and/ or service, especially in terms of how easy they feel that product or service is to use... To what extent do you agree or disagree with the following statements?

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	7%	9%	5%	8%	10%	6%	6%	6%	7%	7%	5%	6%
Tend to agree	25%	27%	24%	24%	28%	22%	23%	27%	27%	23%	29%	25%
Neither agree nor disagree	25%	24%	25%	19%	20%	24%	29%	27%	22%	28%	24%	28%
Tend to disagree	19%	18%	20%	19%	20%	16%	22%	19%	22%	15%	18%	17%
Strongly disagree	6%	7%	6%	2%	4%	9%	6%	7%	7%	6%	6%	8%
Don't know	18%	16%	20%	28%	18%	24%	15%	14%	16%	21%	18%	16%
Net: Agree	32%	36%	29%	33%	38%	28%	29%	33%	34%	30%	34%	30%
Net: Disagree	25%	24%	26%	21%	24%	25%	28%	27%	29%	21%	24%	25%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	7%	6%	9%	6%	6%	6%	8%	15%	12%	6%	2%	3%
Tend to agree	25%	24%	22%	24%	25%	19%	29%	22%	14%	32%	32%	27%
Neither agree nor disagree	25%	26%	26%	25%	25%	20%	19%	21%	30%	21%	24%	26%
Tend to disagree	19%	23%	18%	21%	19%	21%	17%	12%	15%	19%	19%	17%
Strongly disagree	6%	5%	6%	7%	7%	8%	3%	5%	5%	6%	6%	10%
Don't know	18%	16%	19%	16%	17%	25%	22%	25%	23%	17%	16%	16%
Net: Agree	32%	30%	31%	31%	32%	26%	38%	37%	26%	37%	34%	31%
Net: Disagree	25%	28%	25%	28%	26%	29%	21%	17%	21%	25%	25%	27%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

	Government Region										Working full time	Working part time
	Total	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		
27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	7%	8%	6%	9%	7%	6%	6%	6%	8%	15%	8%	6%
Tend to agree	25%	22%	24%	22%	27%	21%	25%	19%	29%	22%	24%	27%
Neither agree nor disagree	25%	29%	26%	26%	25%	25%	25%	20%	19%	21%	25%	22%
Tend to disagree	19%	16%	23%	18%	21%	22%	19%	21%	17%	12%	20%	20%
Strongly disagree	6%	7%	5%	6%	5%	9%	7%	8%	3%	5%	6%	6%
Don't know	18%	17%	16%	19%	16%	16%	17%	25%	22%	25%	16%	20%
Net: Agree	32%	30%	30%	31%	33%	28%	32%	26%	38%	37%	32%	32%
Net: Disagree	25%	24%	28%	25%	26%	31%	26%	29%	21%	17%	27%	26%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0	
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married		
27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	7%	7%	9%	6%	9%	5%	7%	10%	6%	1%	7%	6%
Tend to agree	25%	25%	27%	29%	27%	18%	26%	26%	30%	27%	22%	25%
Neither agree nor disagree	25%	25%	16%	25%	26%	27%	24%	26%	25%	36%	23%	25%
Tend to disagree	19%	20%	22%	19%	9%	17%	20%	17%	14%	17%	19%	20%
Strongly disagree	6%	6%	3%	8%	5%	5%	7%	5%	5%	4%	5%	6%
Don't know	18%	17%	22%	14%	24%	29%	15%	16%	20%	14%	24%	18%
Net: Agree	32%	32%	37%	34%	36%	23%	33%	36%	36%	28%	28%	31%
Net: Disagree	25%	26%	25%	26%	14%	22%	28%	22%	20%	22%	25%	26%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	7%	9%	6%	10%	8%	14%	6%	7%	10%	7%	5%	4%
Tend to agree	25%	23%	27%	36%	27%	11%	28%	22%	31%	29%	27%	25%
Neither agree nor disagree	25%	26%	27%	19%	25%	21%	26%	23%	25%	28%	22%	22%
Tend to disagree	19%	19%	16%	12%	16%	16%	18%	20%	11%	15%	19%	26%
Strongly disagree	6%	6%	6%	4%	6%	4%	6%	6%	4%	5%	9%	5%
Don't know	18%	17%	18%	18%	18%	33%	15%	22%	19%	17%	18%	18%
Net: Agree	32%	32%	33%	47%	35%	25%	34%	29%	41%	36%	32%	29%
Net: Disagree	25%	25%	22%	17%	22%	20%	25%	26%	15%	19%	27%	31%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)											
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	
27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	7%	8%	6%	6%	8%	8%	6%	6%	8%	9%	7%	8%
Tend to agree	25%	28%	28%	25%	24%	27%	29%	26%	24%	22%	24%	25%
Neither agree nor disagree	25%	24%	27%	23%	20%	18%	21%	18%	19%	21%	24%	24%
Tend to disagree	19%	17%	20%	20%	22%	23%	21%	24%	23%	21%	21%	21%
Strongly disagree	6%	6%	7%	6%	7%	7%	6%	7%	6%	3%	6%	6%
Don't know	18%	17%	13%	18%	20%	16%	18%	20%	21%	24%	18%	17%
Net: Agree	32%	36%	34%	32%	32%	35%	34%	32%	32%	31%	31%	33%
Net: Disagree	25%	23%	27%	27%	29%	31%	27%	31%	28%	24%	27%	26%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

27a_1. Policy-makers have the tools they need to design healthcare services that respond to my individual needs

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	7%	7%
Tend to agree	25%	30%
Neither agree nor disagree	25%	25%
Tend to disagree	19%	17%
Strongly disagree	6%	6%
Don't know	18%	14%
Net: Agree	32%	37%
Net: Disagree	25%	24%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade		North	Midlands
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE		

27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	5%	6%	4%	5%	6%	5%	5%	4%	4%	6%	5%	4%
Tend to agree	20%	21%	20%	18%	22%	17%	21%	21%	21%	19%	20%	21%
Neither agree nor disagree	25%	26%	25%	24%	22%	26%	26%	26%	23%	28%	25%	26%
Tend to disagree	23%	22%	23%	21%	20%	20%	24%	25%	27%	18%	24%	20%
Strongly disagree	11%	13%	10%	9%	12%	12%	11%	12%	13%	10%	10%	14%
Don't know	16%	13%	18%	23%	17%	20%	14%	12%	13%	20%	15%	14%
Net: Agree	25%	26%	24%	24%	28%	22%	25%	25%	26%	24%	25%	26%
Net: Disagree	34%	35%	34%	30%	33%	32%	35%	37%	39%	28%	35%	34%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	5%	5%	5%	5%	5%	2%	6%	12%	10%	4%	4%	4%
Tend to agree	20%	25%	19%	19%	20%	16%	21%	19%	16%	21%	21%	20%
Neither agree nor disagree	25%	21%	28%	27%	26%	25%	22%	16%	17%	26%	27%	24%
Tend to disagree	23%	25%	19%	25%	23%	17%	26%	17%	26%	24%	24%	23%
Strongly disagree	11%	9%	13%	11%	12%	18%	6%	13%	11%	10%	10%	17%
Don't know	16%	16%	17%	14%	15%	21%	18%	23%	19%	14%	14%	11%
Net: Agree	25%	29%	23%	23%	25%	18%	27%	31%	26%	25%	25%	25%
Net: Disagree	34%	34%	32%	36%	34%	36%	32%	30%	37%	34%	34%	40%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	5%	4%	5%	5%	4%	5%	5%	2%	6%	12%	5%	6%
Tend to agree	20%	22%	25%	19%	21%	16%	20%	16%	21%	19%	19%	22%
Neither agree nor disagree	25%	29%	21%	28%	27%	26%	26%	25%	22%	16%	27%	23%
Tend to disagree	23%	17%	25%	19%	27%	22%	23%	17%	26%	17%	23%	24%
Strongly disagree	11%	12%	9%	13%	7%	18%	12%	18%	6%	13%	12%	9%
Don't know	16%	16%	16%	17%	14%	13%	15%	21%	18%	23%	14%	17%
Net: Agree	25%	26%	29%	23%	25%	21%	25%	18%	27%	31%	24%	28%
Net: Disagree	34%	29%	34%	32%	34%	40%	34%	36%	32%	30%	35%	32%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0	
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married		
27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	5%	5%	6%	4%	9%	3%	5%	6%	5%	3%	4%	5%
Tend to agree	20%	20%	17%	23%	22%	17%	22%	23%	20%	26%	16%	19%
Neither agree nor disagree	25%	26%	21%	24%	25%	27%	24%	27%	25%	32%	26%	25%
Tend to disagree	23%	23%	27%	26%	9%	16%	24%	20%	28%	19%	21%	23%
Strongly disagree	11%	11%	12%	12%	9%	11%	13%	11%	7%	8%	12%	12%
Don't know	16%	15%	17%	12%	26%	25%	13%	13%	15%	13%	21%	15%
Net: Agree	25%	25%	23%	27%	31%	20%	27%	29%	25%	28%	20%	24%
Net: Disagree	34%	35%	39%	38%	18%	27%	36%	31%	35%	27%	33%	36%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	5%	3%	3%	9%	4%	10%	5%	5%	5%	5%	6%	4%
Tend to agree	20%	22%	26%	27%	25%	9%	23%	17%	26%	24%	23%	22%
Neither agree nor disagree	25%	27%	25%	26%	26%	21%	26%	24%	27%	29%	22%	23%
Tend to disagree	23%	23%	20%	16%	21%	22%	23%	22%	17%	17%	19%	23%
Strongly disagree	11%	9%	9%	8%	9%	12%	10%	13%	7%	8%	13%	11%
Don't know	16%	16%	17%	15%	16%	27%	13%	19%	18%	17%	17%	16%
Net: Agree	25%	25%	29%	36%	29%	19%	27%	22%	31%	29%	29%	26%
Net: Disagree	34%	32%	29%	24%	29%	34%	34%	35%	24%	25%	32%	35%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)											
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	
27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	5%	5%	4%	5%	6%	5%	6%	5%	5%	6%	5%	5%
Tend to agree	20%	24%	22%	21%	20%	16%	25%	21%	21%	22%	20%	21%
Neither agree nor disagree	25%	26%	25%	24%	21%	21%	21%	22%	22%	23%	24%	25%
Tend to disagree	23%	20%	26%	23%	25%	30%	23%	25%	21%	18%	24%	23%
Strongly disagree	11%	9%	12%	12%	13%	15%	11%	11%	11%	12%	11%	11%
Don't know	16%	16%	11%	16%	16%	13%	13%	16%	19%	19%	16%	15%
Net: Agree	25%	30%	26%	25%	25%	21%	30%	26%	27%	28%	25%	26%
Net: Disagree	34%	29%	38%	35%	38%	45%	35%	35%	32%	31%	35%	34%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

27a_2. Policy-makers have the understanding they need to design healthcare services that respond to my individual needs

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	5%	6%
Tend to agree	20%	21%
Neither agree nor disagree	25%	23%
Tend to disagree	23%	27%
Strongly disagree	11%	11%
Don't know	16%	11%
Net: Agree	25%	27%
Net: Disagree	34%	38%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade		North	Midlands
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE		

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Physicians/ other healthcare providers	11%	14%	9%	5%	7%	10%	12%	15%	11%	11%	11%	10%
Patients	44%	46%	43%	37%	45%	44%	37%	48%	47%	41%	45%	43%
Insurance companies	9%	10%	8%	7%	10%	8%	9%	9%	9%	8%	9%	8%
Governments	9%	8%	10%	11%	9%	12%	8%	8%	8%	10%	9%	8%
None of these	9%	8%	10%	11%	11%	10%	12%	6%	10%	8%	8%	11%
Don't know	18%	15%	21%	28%	18%	16%	22%	14%	15%	22%	18%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Physicians/ other healthcare providers	11%	11%	11%	13%	11%	11%	10%	11%	10%	11%	11%	8%
Patients	44%	44%	42%	42%	44%	45%	51%	40%	37%	48%	45%	46%
Insurance companies	9%	9%	13%	6%	9%	11%	4%	18%	10%	9%	9%	11%
Governments	9%	10%	10%	8%	9%	12%	9%	7%	8%	7%	11%	9%
None of these	9%	7%	8%	12%	10%	5%	8%	10%	13%	9%	5%	6%
Don't know	18%	19%	15%	18%	18%	16%	18%	14%	23%	15%	20%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Physicians/ other healthcare providers	11%	11%	11%	11%	13%	13%	11%	11%	10%	11%	12%	9%
Patients	44%	40%	44%	42%	42%	43%	44%	45%	51%	40%	42%	48%
Insurance companies	9%	6%	9%	13%	7%	4%	9%	11%	4%	18%	10%	7%
Governments	9%	7%	10%	10%	7%	11%	9%	12%	9%	7%	10%	10%
None of these	9%	16%	7%	8%	13%	10%	10%	5%	8%	10%	12%	8%
Don't know	18%	20%	19%	15%	18%	19%	18%	16%	18%	14%	15%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Physicians/ other healthcare providers	11%	11%	8%	13%	7%	7%	13%	8%	11%	16%	9%	12%
Patients	44%	43%	44%	51%	35%	38%	45%	42%	49%	38%	42%	45%
Insurance companies	9%	9%	6%	9%	4%	8%	8%	12%	6%	13%	9%	9%
Governments	9%	10%	9%	7%	9%	9%	9%	9%	10%	5%	9%	8%
None of these	9%	11%	10%	5%	16%	9%	9%	13%	7%	6%	9%	9%
Don't know	18%	16%	23%	15%	29%	30%	16%	16%	18%	22%	21%	17%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Physicians/ other healthcare providers	11%	7%	11%	8%	9%	15%	13%	9%	12%	7%	9%	11%
Patients	44%	43%	42%	40%	42%	24%	45%	43%	43%	40%	40%	50%
Insurance companies	9%	9%	8%	8%	8%	11%	8%	9%	7%	8%	8%	11%
Governments	9%	10%	13%	13%	12%	9%	10%	8%	12%	13%	13%	11%
None of these	9%	11%	10%	9%	10%	10%	8%	11%	9%	10%	12%	8%
Don't know	18%	22%	16%	22%	19%	31%	16%	20%	17%	22%	17%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Physicians/ other healthcare providers	11%	10%	14%	11%	9%	14%	9%	11%	8%	7%	11%	10%
Patients	44%	42%	47%	44%	48%	43%	43%	39%	42%	41%	42%	44%
Insurance companies	9%	8%	9%	9%	10%	9%	12%	7%	9%	7%	9%	10%
Governments	9%	12%	9%	9%	10%	9%	10%	13%	11%	13%	10%	9%
None of these	9%	10%	7%	10%	9%	12%	9%	14%	11%	9%	10%	11%
Don't know	18%	18%	14%	17%	14%	13%	17%	17%	19%	24%	18%	16%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

28. Which ONE group, if any, do you think the healthcare system MOST benefits?

	Unweighted base	2080	239
Base: All UK adults	2080	245	
Physicians/ other healthcare providers	11%	12%	
Patients	44%	45%	
Insurance companies	9%	10%	
Governments	9%	7%	
None of these	9%	11%	
Don't know	18%	15%	

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
My personal interactions with my doctor	34%	34%	35%	32%	33%	28%	31%	40%	37%	31%	33%	32%
The technology that I use to interact with my healthcare system	23%	26%	20%	28%	23%	24%	19%	22%	28%	16%	22%	19%
The way test results are communicated to me	37%	34%	39%	29%	34%	33%	30%	44%	40%	32%	35%	39%
Receiving a summary report of my overall health status	36%	36%	36%	38%	35%	31%	31%	40%	39%	33%	36%	37%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	42%	45%	40%	48%	44%	42%	44%	48%	38%	42%	41%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	35%	34%	34%	37%	30%	30%	37%	38%	29%	34%	32%
Other	8%	8%	7%	7%	9%	8%	8%	7%	8%	6%	6%	7%
Don't know	13%	14%	13%	12%	15%	15%	17%	11%	11%	17%	14%	16%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	6%	6%	10%	4%	7%	5%	6%	4%	9%	7%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands
	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
My personal interactions with my doctor	34%	36%	35%	39%	35%	30%	30%	33%	29%	35%	34%	33%
The technology that I use to interact with my healthcare system	23%	24%	23%	24%	22%	28%	26%	22%	19%	20%	24%	24%
The way test results are communicated to me	37%	38%	35%	38%	37%	29%	38%	35%	35%	35%	35%	42%
Receiving a summary report of my overall health status	36%	39%	35%	37%	37%	32%	40%	28%	30%	33%	41%	41%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	46%	43%	45%	43%	50%	47%	41%	36%	37%	50%	47%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	37%	31%	38%	34%	33%	34%	31%	34%	33%	34%	31%
Other	8%	8%	9%	9%	8%	4%	8%	5%	5%	5%	7%	5%
Don't know	13%	11%	16%	10%	13%	16%	12%	24%	14%	14%	13%	14%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	1%	7%	6%	6%	7%	7%	2%	12%	6%	6%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
My personal interactions with my doctor	34%	32%	36%	35%	40%	38%	35%	30%	30%	33%	32%	37%
The technology that I use to interact with my healthcare system	23%	15%	24%	23%	24%	24%	22%	28%	26%	22%	25%	23%
The way test results are communicated to me	37%	37%	38%	35%	40%	34%	37%	29%	38%	35%	33%	37%
Receiving a summary report of my overall health status	36%	33%	39%	35%	39%	35%	37%	32%	40%	28%	34%	33%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	36%	46%	43%	46%	44%	43%	50%	47%	41%	47%	47%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	33%	37%	31%	40%	35%	34%	33%	34%	31%	34%	37%
Other	8%	9%	8%	9%	10%	7%	8%	4%	8%	5%	8%	5%
Don't know	13%	17%	11%	16%	9%	11%	13%	16%	12%	24%	14%	13%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	9%	1%	7%	5%	7%	6%	7%	7%	2%	5%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0
	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
My personal interactions with my doctor	34%	34%	28%	43%	16%	28%	36%	34%	42%	32%	30%	36%
The technology that I use to interact with my healthcare system	23%	25%	25%	22%	13%	18%	23%	28%	19%	10%	23%	23%
The way test results are communicated to me	37%	34%	28%	46%	34%	35%	40%	31%	41%	40%	32%	39%
Receiving a summary report of my overall health status	36%	34%	34%	43%	28%	38%	38%	36%	35%	37%	35%	38%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	47%	35%	44%	32%	36%	45%	49%	43%	40%	40%	45%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	35%	26%	36%	27%	34%	36%	33%	34%	28%	32%	34%
Other	8%	7%	6%	7%	5%	11%	6%	8%	8%	4%	10%	8%
Don't know	13%	14%	16%	10%	22%	17%	11%	12%	16%	9%	17%	13%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	4%	10%	7%	20%	8%	6%	6%	4%	13%	8%	6%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
My personal interactions with my doctor	34%	30%	29%	35%	30%	17%	35%	33%	26%	31%	32%	35%
The technology that I use to interact with my healthcare system	23%	21%	23%	26%	23%	6%	21%	25%	24%	22%	20%	21%
The way test results are communicated to me	37%	32%	28%	36%	31%	19%	38%	34%	29%	34%	28%	29%
Receiving a summary report of my overall health status	36%	28%	33%	43%	32%	30%	38%	35%	34%	33%	34%	27%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	44%	43%	38%	42%	26%	43%	44%	39%	40%	40%	42%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	34%	38%	30%	35%	23%	35%	33%	34%	33%	32%	30%
Other	8%	5%	6%	4%	5%	4%	6%	9%	4%	6%	6%	5%
Don't know	13%	13%	11%	15%	13%	28%	12%	15%	15%	15%	16%	20%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	7%	6%	8%	7%	14%	6%	6%	7%	6%	7%	3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
My personal interactions with my doctor	34%	30%	39%	34%	34%	34%	38%	39%	32%	33%	36%	35%
The technology that I use to interact with my healthcare system	23%	21%	21%	25%	32%	36%	37%	29%	28%	28%	25%	26%
The way test results are communicated to me	37%	30%	43%	38%	39%	40%	40%	48%	36%	35%	38%	35%
Receiving a summary report of my overall health status	36%	32%	41%	37%	41%	43%	40%	42%	37%	39%	37%	37%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%	42%	45%	47%	52%	58%	48%	56%	49%	49%	48%	47%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%	34%	36%	36%	39%	44%	39%	40%	37%	39%	36%	36%
Other	8%	5%	6%	7%	10%	7%	4%	7%	9%	7%	7%	8%
Don't know	13%	15%	10%	12%	11%	10%	10%	12%	15%	11%	12%	13%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%	6%	6%	6%	4%	3%	4%	3%	5%	9%	5%	4%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

29. In which, if any, of the following ways do you think the healthcare service can be improved? (Please select all that apply. If you do not think that there is anything that can be improved in the healthcare service, please select the 'Not applicable' option)

	Unweighted base	2080	239
	Base: All UK adults	2080	245
My personal interactions with my doctor	34%		38%
The technology that I use to interact with my healthcare system	23%		31%
The way test results are communicated to me	37%		42%
Receiving a summary report of my overall health status	36%		46%
Adding convenience to my interactions with the health system (e.g. booking appointments online, automated appointment reminders etc.)	44%		55%
Encouraging me to take a more active role in my healthcare (e.g. providing tools for me to monitor my health at home)	34%		38%
Other	8%		8%
Don't know	13%		6%
Not applicable - there is nothing that I think can be improved in the healthcare service	6%		3%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
The hospital closest to my home	33%	34%	32%	27%	32%	32%	33%	34%	29%	37%	32%	33%
The cheapest hospital	1%	1%	0%	2%	2%	1%	1%	0%	1%	1%	1%	1%
The hospital with the fewest errors in care	19%	18%	20%	19%	21%	20%	22%	16%	22%	15%	19%	19%
The hospital recommended to me by a friend or relative	4%	3%	4%	7%	4%	4%	4%	2%	3%	4%	4%	3%
The hospital with the best reputation	35%	33%	37%	29%	30%	28%	29%	45%	38%	32%	37%	35%
The hospital that is most expensive	0%	0%	0%	1%	0%	1%	-	0%	0%	0%	-	-
Other	1%	2%	1%	0%	2%	2%	3%	1%	1%	2%	1%	1%
Don't know	7%	9%	5%	15%	8%	13%	9%	2%	5%	10%	6%	8%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
The hospital closest to my home	33%	30%	24%	36%	32%	30%	42%	32%	33%	30%	34%	33%
The cheapest hospital	1%	2%	1%	0%	1%	-	2%	4%	-	1%	0%	1%
The hospital with the fewest errors in care	19%	21%	22%	17%	19%	22%	14%	12%	19%	22%	17%	22%
The hospital recommended to me by a friend or relative	4%	5%	2%	4%	4%	2%	3%	1%	4%	4%	4%	4%
The hospital with the best reputation	35%	37%	38%	34%	36%	36%	28%	38%	31%	38%	38%	33%
The hospital that is most expensive	0%	-	1%	0%	0%	-	1%	3%	-	-	-	-
Other	1%	-	3%	1%	1%	2%	2%	3%	1%	-	2%	1%
Don't know	7%	5%	9%	7%	7%	8%	8%	6%	11%	6%	5%	7%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region									Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland		

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

	Unweighted base	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland	Working full time	Working part time
	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
The hospital closest to my home	33%	33%	30%	24%	31%	42%	32%	30%	42%	32%	33%	35%
The cheapest hospital	1%	1%	2%	1%	1%	-	1%	-	2%	4%	1%	1%
The hospital with the fewest errors in care	19%	15%	21%	22%	18%	16%	19%	22%	14%	12%	21%	19%
The hospital recommended to me by a friend or relative	4%	3%	5%	2%	5%	4%	4%	2%	3%	1%	4%	3%
The hospital with the best reputation	35%	38%	37%	38%	36%	29%	36%	36%	28%	38%	31%	35%
The hospital that is most expensive	0%	-	-	1%	0%	-	0%	-	1%	3%	0%	0%
Other	1%	2%	-	3%	1%	2%	1%	2%	2%	3%	2%	1%
Don't know	7%	8%	5%	9%	7%	6%	7%	8%	8%	6%	8%	5%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
The hospital closest to my home	33%	34%	29%	33%	30%	28%	33%	29%	31%	38%	33%	33%
The cheapest hospital	1%	1%	5%	0%	-	1%	0%	0%	1%	1%	2%	1%
The hospital with the fewest errors in care	19%	21%	19%	15%	16%	19%	18%	23%	19%	15%	18%	19%
The hospital recommended to me by a friend or relative	4%	4%	6%	2%	4%	5%	2%	7%	3%	3%	4%	3%
The hospital with the best reputation	35%	32%	27%	48%	27%	31%	40%	30%	38%	41%	29%	38%
The hospital that is most expensive	0%	0%	-	-	-	1%	0%	1%	-	-	1%	0%
Other	1%	2%	1%	1%	-	2%	1%	2%	2%	1%	2%	1%
Don't know	7%	7%	13%	1%	23%	13%	5%	8%	5%	1%	11%	5%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
The hospital closest to my home	33%	31%	41%	22%	33%	15%	34%	31%	33%	33%	35%	45%
The cheapest hospital	1%	1%	1%	4%	2%	4%	0%	2%	1%	1%	1%	1%
The hospital with the fewest errors in care	19%	21%	18%	20%	20%	23%	18%	20%	22%	20%	20%	16%
The hospital recommended to me by a friend or relative	4%	7%	2%	5%	5%	6%	3%	5%	5%	4%	3%	1%
The hospital with the best reputation	35%	29%	26%	33%	29%	23%	39%	31%	26%	28%	30%	28%
The hospital that is most expensive	0%	-	-	-	-	-	-	1%	-	-	-	-
Other	1%	2%	2%	-	2%	2%	2%	1%	2%	2%	1%	1%
Don't know	7%	10%	10%	17%	11%	27%	5%	10%	11%	13%	11%	7%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
The hospital closest to my home	33%	35%	33%	34%	34%	28%	29%	33%	32%	31%	34%	31%
The cheapest hospital	1%	1%	0%	1%	1%	1%	2%	0%	1%	2%	1%	1%
The hospital with the fewest errors in care	19%	20%	17%	19%	21%	22%	20%	24%	23%	18%	18%	20%
The hospital recommended to me by a friend or relative	4%	4%	2%	4%	5%	4%	4%	4%	5%	5%	4%	4%
The hospital with the best reputation	35%	28%	45%	34%	32%	39%	36%	34%	32%	33%	34%	35%
The hospital that is most expensive	0%	-	-	0%	0%	-	-	-	0%	0%	0%	0%
Other	1%	2%	1%	1%	1%	1%	2%	0%	1%	-	2%	1%
Don't know	7%	10%	2%	6%	7%	7%	8%	5%	7%	11%	7%	7%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

30. For the following question, please think about medical treatment where you require admission to hospital. In which ONE, if any, of the following would you choose to be treated in?

Unweighted base	2080	239
Base: All UK adults	2080	245
The hospital closest to my home	33%	28%
The cheapest hospital	1%	2%
The hospital with the fewest errors in care	19%	16%
The hospital recommended to me by a friend or relative	4%	3%
The hospital with the best reputation	35%	42%
The hospital that is most expensive	0%	1%
Other	1%	1%
Don't know	7%	7%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	48%	49%	47%	35%	52%	44%	52%	50%	50%	45%	50%	41%
Tend to agree	23%	23%	24%	27%	19%	21%	23%	25%	24%	23%	25%	26%
Neither agree nor disagree	13%	13%	14%	16%	11%	16%	12%	12%	12%	15%	11%	15%
Tend to disagree	5%	4%	5%	1%	5%	7%	4%	5%	6%	4%	5%	6%
Strongly disagree	4%	4%	3%	2%	4%	4%	2%	4%	4%	3%	2%	4%
Don't know	7%	7%	8%	19%	9%	8%	7%	3%	5%	10%	7%	8%
Net: Agree	71%	72%	71%	62%	71%	65%	75%	76%	74%	68%	75%	68%
Net: Disagree	8%	9%	8%	3%	9%	11%	6%	9%	9%	7%	7%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	48%	50%	46%	47%	47%	49%	57%	56%	49%	54%	47%	45%
Tend to agree	23%	21%	24%	23%	24%	20%	18%	18%	22%	22%	28%	25%
Neither agree nor disagree	13%	14%	18%	15%	14%	11%	8%	7%	6%	10%	14%	14%
Tend to disagree	5%	4%	3%	6%	5%	6%	3%	4%	5%	6%	4%	6%
Strongly disagree	4%	4%	4%	4%	4%	5%	3%	-	4%	1%	3%	4%
Don't know	7%	8%	5%	5%	7%	9%	11%	15%	14%	7%	4%	5%
Net: Agree	71%	71%	70%	70%	71%	69%	75%	74%	70%	76%	75%	70%
Net: Disagree	8%	8%	7%	10%	8%	11%	7%	4%	10%	7%	7%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	48%	37%	50%	46%	46%	48%	47%	49%	57%	56%	49%	52%
Tend to agree	23%	28%	21%	24%	22%	25%	24%	20%	18%	18%	21%	22%
Neither agree nor disagree	13%	15%	14%	18%	14%	16%	14%	11%	8%	7%	14%	12%
Tend to disagree	5%	5%	4%	3%	7%	4%	5%	6%	3%	4%	5%	5%
Strongly disagree	4%	4%	4%	4%	5%	3%	4%	5%	3%	-	4%	2%
Don't know	7%	11%	8%	5%	6%	4%	7%	9%	11%	15%	7%	7%
Net: Agree	71%	65%	71%	70%	69%	73%	71%	69%	75%	74%	70%	74%
Net: Disagree	8%	9%	8%	7%	11%	7%	8%	11%	7%	4%	9%	7%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	48%	50%	36%	49%	44%	47%	48%	52%	49%	47%	46%	49%
Tend to agree	23%	21%	28%	28%	15%	23%	24%	24%	22%	29%	22%	24%
Neither agree nor disagree	13%	14%	16%	10%	17%	14%	13%	11%	16%	12%	14%	12%
Tend to disagree	5%	5%	1%	6%	1%	3%	7%	4%	4%	3%	3%	4%
Strongly disagree	4%	4%	3%	4%	2%	3%	4%	3%	3%	5%	4%	4%
Don't know	7%	7%	17%	3%	20%	10%	5%	6%	5%	4%	12%	6%
Net: Agree	71%	71%	64%	76%	59%	70%	72%	76%	71%	76%	68%	74%
Net: Disagree	8%	9%	3%	10%	3%	6%	10%	6%	7%	8%	6%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian					
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	48%	48%	47%	42%	47%	23%	50%	46%	49%	44%	51%	54%
Tend to agree	23%	17%	22%	21%	20%	25%	23%	23%	18%	22%	22%	21%
Neither agree nor disagree	13%	16%	13%	16%	15%	19%	13%	13%	14%	16%	12%	9%
Tend to disagree	5%	9%	5%	4%	7%	2%	6%	4%	5%	8%	4%	6%
Strongly disagree	4%	2%	2%	7%	3%	10%	3%	4%	4%	3%	2%	3%
Don't know	7%	8%	10%	11%	9%	22%	5%	10%	10%	8%	9%	6%
Net: Agree	71%	66%	70%	62%	67%	47%	73%	69%	67%	65%	73%	76%
Net: Disagree	8%	10%	7%	11%	9%	12%	9%	7%	9%	10%	6%	9%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	48%	48%	51%	49%	55%	54%	43%	50%	48%	44%	49%	50%
Tend to agree	23%	20%	25%	24%	18%	20%	29%	23%	22%	23%	24%	23%
Neither agree nor disagree	13%	14%	12%	12%	13%	11%	16%	12%	13%	15%	12%	13%
Tend to disagree	5%	7%	5%	5%	4%	5%	4%	5%	4%	3%	5%	5%
Strongly disagree	4%	3%	3%	3%	3%	4%	2%	2%	2%	3%	2%	3%
Don't know	7%	8%	3%	7%	7%	5%	5%	8%	10%	12%	8%	7%
Net: Agree	71%	69%	76%	73%	73%	74%	73%	72%	70%	67%	72%	72%
Net: Disagree	8%	10%	8%	8%	7%	10%	6%	8%	7%	6%	7%	8%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

31_1. The private health sector should never be a replacement for public care

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	48%	47%
Tend to agree	23%	25%
Neither agree nor disagree	13%	15%
Tend to disagree	5%	5%
Strongly disagree	4%	5%
Don't know	7%	4%
Net: Agree	71%	72%
Net: Disagree	8%	10%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	11%	12%	10%	13%	14%	11%	10%	10%	12%	10%	11%	12%
Tend to agree	29%	30%	29%	36%	29%	29%	27%	29%	31%	27%	27%	31%
Neither agree nor disagree	26%	24%	27%	19%	27%	25%	27%	26%	25%	26%	25%	25%
Tend to disagree	14%	12%	15%	8%	10%	14%	11%	18%	13%	14%	14%	14%
Strongly disagree	8%	8%	8%	4%	7%	9%	9%	8%	9%	7%	9%	5%
Don't know	13%	13%	12%	20%	14%	13%	16%	9%	10%	16%	14%	13%
Net: Agree	40%	42%	38%	49%	43%	40%	36%	39%	43%	37%	38%	43%
Net: Disagree	22%	20%	23%	12%	17%	22%	20%	26%	22%	21%	23%	19%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	11%	8%	12%	12%	11%	14%	6%	14%	12%	10%	12%	12%
Tend to agree	29%	34%	31%	28%	30%	31%	26%	27%	13%	30%	29%	32%
Neither agree nor disagree	26%	25%	28%	28%	26%	20%	23%	20%	26%	22%	29%	26%
Tend to disagree	14%	16%	13%	13%	14%	10%	17%	13%	18%	12%	13%	13%
Strongly disagree	8%	6%	7%	9%	7%	9%	11%	8%	8%	12%	6%	5%
Don't know	13%	12%	9%	9%	12%	16%	18%	18%	23%	14%	11%	11%
Net: Agree	40%	42%	43%	40%	41%	45%	32%	41%	26%	39%	41%	45%
Net: Disagree	22%	21%	20%	22%	21%	19%	28%	21%	25%	25%	19%	18%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	11%	11%	8%	12%	14%	9%	11%	14%	6%	14%	12%	8%
Tend to agree	29%	30%	34%	31%	27%	30%	30%	31%	26%	27%	28%	31%
Neither agree nor disagree	26%	24%	25%	28%	26%	31%	26%	20%	23%	20%	27%	24%
Tend to disagree	14%	14%	16%	13%	14%	12%	14%	10%	17%	13%	12%	18%
Strongly disagree	8%	5%	6%	7%	9%	9%	7%	9%	11%	8%	8%	5%
Don't know	13%	15%	12%	9%	10%	9%	12%	16%	18%	18%	12%	14%
Net: Agree	40%	41%	42%	43%	41%	39%	41%	45%	32%	41%	41%	39%
Net: Disagree	22%	19%	21%	20%	23%	21%	21%	19%	28%	21%	21%	23%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	11%	11%	15%	11%	6%	8%	11%	10%	10%	12%	11%	11%
Tend to agree	29%	29%	37%	30%	25%	29%	28%	31%	30%	34%	30%	29%
Neither agree nor disagree	26%	26%	12%	26%	24%	31%	24%	27%	29%	18%	27%	26%
Tend to disagree	14%	14%	11%	17%	12%	9%	16%	14%	15%	18%	9%	14%
Strongly disagree	8%	7%	8%	9%	4%	9%	9%	7%	6%	8%	8%	8%
Don't know	13%	13%	18%	8%	29%	15%	12%	12%	10%	10%	16%	12%
Net: Agree	40%	40%	52%	41%	31%	36%	39%	41%	40%	47%	41%	40%
Net: Disagree	22%	21%	19%	25%	16%	18%	25%	21%	21%	26%	16%	22%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
31_2. Private hospitals offer better care when compared to public hospitals												
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	11%	10%	13%	9%	11%	21%	11%	11%	10%	10%	12%	16%
Tend to agree	29%	28%	32%	33%	30%	15%	30%	29%	31%	28%	30%	28%
Neither agree nor disagree	26%	28%	22%	25%	25%	19%	25%	26%	24%	28%	22%	22%
Tend to disagree	14%	15%	13%	12%	14%	13%	16%	10%	13%	15%	15%	14%
Strongly disagree	8%	8%	6%	9%	8%	4%	8%	7%	8%	7%	8%	15%
Don't know	13%	12%	14%	11%	13%	28%	10%	16%	12%	13%	14%	6%
Net: Agree	40%	37%	45%	43%	41%	36%	40%	40%	42%	38%	42%	44%
Net: Disagree	22%	23%	19%	21%	21%	17%	25%	17%	22%	21%	23%	29%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)										
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	11%	11%	10%	12%	11%	13%	12%	10%	14%	14%	12%	13%
Tend to agree	29%	29%	29%	29%	28%	35%	34%	36%	30%	32%	29%	30%
Neither agree nor disagree	26%	25%	25%	24%	24%	23%	29%	23%	23%	23%	24%	24%
Tend to disagree	14%	15%	18%	14%	13%	11%	9%	11%	12%	10%	14%	13%
Strongly disagree	8%	8%	9%	9%	11%	7%	6%	6%	9%	5%	9%	8%
Don't know	13%	12%	9%	13%	13%	10%	10%	14%	13%	15%	13%	11%
Net: Agree	40%	40%	40%	41%	40%	48%	46%	46%	43%	46%	41%	44%
Net: Disagree	22%	24%	26%	23%	24%	18%	15%	18%	21%	15%	22%	21%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

31_2. Private hospitals offer better care when compared to public hospitals

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	11%	9%
Tend to agree	29%	34%
Neither agree nor disagree	26%	30%
Tend to disagree	14%	13%
Strongly disagree	8%	7%
Don't know	13%	6%
Net: Agree	40%	43%
Net: Disagree	22%	20%

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

31_3. Public hospitals offer lower prices when compared to private hospitals

Unweighted base	2080	941	1139	179	328	347	340	886	1263	817	486	331
Base: All UK adults	2080	1009	1071	234	336	347	324	839	1186	894	485	333
Strongly agree	22%	25%	19%	27%	33%	23%	18%	18%	23%	21%	21%	21%
Tend to agree	28%	28%	27%	30%	27%	27%	25%	28%	30%	24%	28%	27%
Neither agree nor disagree	22%	19%	26%	14%	17%	23%	25%	26%	21%	25%	22%	25%
Tend to disagree	3%	4%	3%	2%	2%	2%	5%	4%	4%	3%	3%	4%
Strongly disagree	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%
Don't know	23%	23%	23%	27%	19%	22%	26%	23%	20%	26%	24%	21%
Net: Agree	50%	53%	46%	57%	60%	50%	43%	46%	53%	45%	50%	48%
Net: Disagree	5%	5%	4%	3%	3%	5%	6%	6%	5%	4%	4%	6%

Cell Contents (Column Percentages)

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands

31_3. Public hospitals offer lower prices when compared to private hospitals

Unweighted base	2080	191	269	465	1742	101	178	59	73	221	192	167
Base: All UK adults	2080	193	273	463	1747	100	175	58	72	222	191	168
Strongly agree	22%	19%	23%	22%	21%	32%	26%	21%	13%	23%	23%	27%
Tend to agree	28%	29%	31%	29%	29%	19%	19%	27%	24%	31%	26%	23%
Neither agree nor disagree	22%	21%	19%	26%	23%	19%	20%	18%	26%	17%	26%	22%
Tend to disagree	3%	3%	4%	3%	3%	3%	4%	2%	7%	1%	3%	6%
Strongly disagree	1%	2%	2%	1%	1%	1%	2%	4%	-	2%	1%	1%
Don't know	23%	26%	21%	19%	22%	27%	29%	29%	30%	26%	21%	22%
Net: Agree	50%	48%	54%	51%	50%	51%	45%	48%	37%	54%	49%	50%
Net: Disagree	5%	5%	6%	4%	5%	4%	6%	5%	7%	3%	4%	7%

Cell Contents (Cr

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Government Region										Working full time	Working part time
	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland			

31_3. Public hospitals offer lower prices when compared to private hospitals

Unweighted base	2080	164	191	269	271	194	1742	101	178	59	848	302
Base: All UK adults	2080	165	193	273	272	191	1747	100	175	58	855	295
Strongly agree	22%	15%	19%	23%	22%	20%	21%	32%	26%	21%	25%	20%
Tend to agree	28%	32%	29%	31%	32%	26%	29%	19%	19%	27%	28%	28%
Neither agree nor disagree	22%	29%	21%	19%	24%	29%	23%	19%	20%	18%	22%	22%
Tend to disagree	3%	3%	3%	4%	3%	3%	3%	3%	4%	2%	3%	4%
Strongly disagree	1%	1%	2%	2%	1%	2%	1%	1%	2%	4%	2%	2%
Don't know	23%	20%	26%	21%	18%	21%	22%	27%	29%	29%	20%	24%
Net: Agree	50%	47%	48%	54%	55%	46%	50%	51%	45%	48%	53%	48%
Net: Disagree	5%	5%	5%	6%	4%	5%	5%	4%	6%	5%	6%	6%

Cell Contents (Cr

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Working status					Marital Status					0	
	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married		
31_3. Public hospitals offer lower prices when compared to private hospitals												
Unweighted base	2080	1150	90	538	63	239	1005	266	199	78	532	1554
Base: All UK adults	2080	1150	116	510	64	239	972	269	190	73	577	1546
Strongly agree	22%	23%	30%	17%	21%	23%	20%	29%	17%	14%	26%	22%
Tend to agree	28%	28%	30%	30%	19%	21%	28%	26%	28%	32%	27%	28%
Neither agree nor disagree	22%	22%	7%	25%	27%	27%	24%	20%	27%	30%	19%	22%
Tend to disagree	3%	4%	2%	3%	1%	3%	4%	4%	4%	2%	2%	4%
Strongly disagree	1%	2%	2%	1%	-	0%	2%	2%	1%	1%	1%	1%
Don't know	23%	21%	30%	24%	31%	26%	23%	20%	24%	21%	25%	23%
Net: Agree	50%	51%	60%	47%	41%	44%	48%	55%	45%	46%	52%	49%
Net: Disagree	5%	6%	3%	4%	1%	4%	6%	5%	4%	4%	4%	5%

Cell Contents (Cr

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Children in Household					Parent/ Guardian						
	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	
Unweighted base	2080	209	195	80	484	42	1205	875	177	236	173	72
Base: All UK adults	2080	207	198	83	488	46	1164	916	180	238	169	69
Strongly agree	22%	18%	24%	36%	24%	16%	20%	25%	27%	24%	21%	24%
Tend to agree	28%	30%	31%	19%	29%	14%	29%	25%	29%	30%	27%	24%
Neither agree nor disagree	22%	25%	20%	28%	23%	23%	25%	20%	21%	24%	26%	26%
Tend to disagree	3%	2%	4%	-	2%	-	3%	3%	3%	2%	2%	5%
Strongly disagree	1%	1%	0%	2%	1%	7%	2%	1%	1%	1%	2%	1%
Don't know	23%	23%	20%	16%	21%	41%	21%	25%	19%	19%	21%	19%
Net: Agree	50%	49%	56%	54%	52%	30%	49%	50%	56%	54%	48%	49%
Net: Disagree	5%	4%	4%	2%	4%	7%	5%	5%	4%	3%	5%	7%

Cell Contents (Cr

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	Social Media/ Messaging service (within the last month)											
	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	
31_3. Public hospitals offer lower prices when compared to private hospitals												
Unweighted base	2080	467	812	1427	606	315	152	283	504	261	1172	1039
Base: All UK adults	2080	462	773	1432	620	312	155	270	524	297	1186	1045
Strongly agree	22%	22%	18%	23%	31%	27%	21%	24%	26%	27%	23%	25%
Tend to agree	28%	30%	29%	28%	26%	31%	28%	24%	27%	31%	27%	29%
Neither agree nor disagree	22%	25%	25%	22%	18%	19%	29%	21%	20%	16%	22%	21%
Tend to disagree	3%	2%	4%	4%	3%	5%	4%	5%	3%	2%	4%	3%
Strongly disagree	1%	2%	1%	1%	2%	3%	3%	2%	1%	1%	1%	1%
Don't know	23%	19%	22%	23%	21%	16%	15%	24%	23%	23%	23%	21%
Net: Agree	50%	52%	48%	50%	57%	57%	49%	49%	53%	58%	51%	54%
Net: Disagree	5%	4%	5%	5%	5%	8%	7%	6%	4%	3%	5%	4%

Cell Contents (Cr

YouGov Survey Results

Sample size: 2,080

UK Sample: 25th - 29th May 2018

Total	
	Skype

31_3. Public hospitals offer lower prices when compared to private hospitals

Unweighted base	2080	239
Base: All UK adults	2080	245
Strongly agree	22%	28%
Tend to agree	28%	33%
Neither agree nor disagree	22%	20%
Tend to disagree	3%	2%
Strongly disagree	1%	2%
Don't know	23%	16%
Net: Agree	50%	60%
Net: Disagree	5%	4%

Cell Contents (Cr