Challenges for global care!

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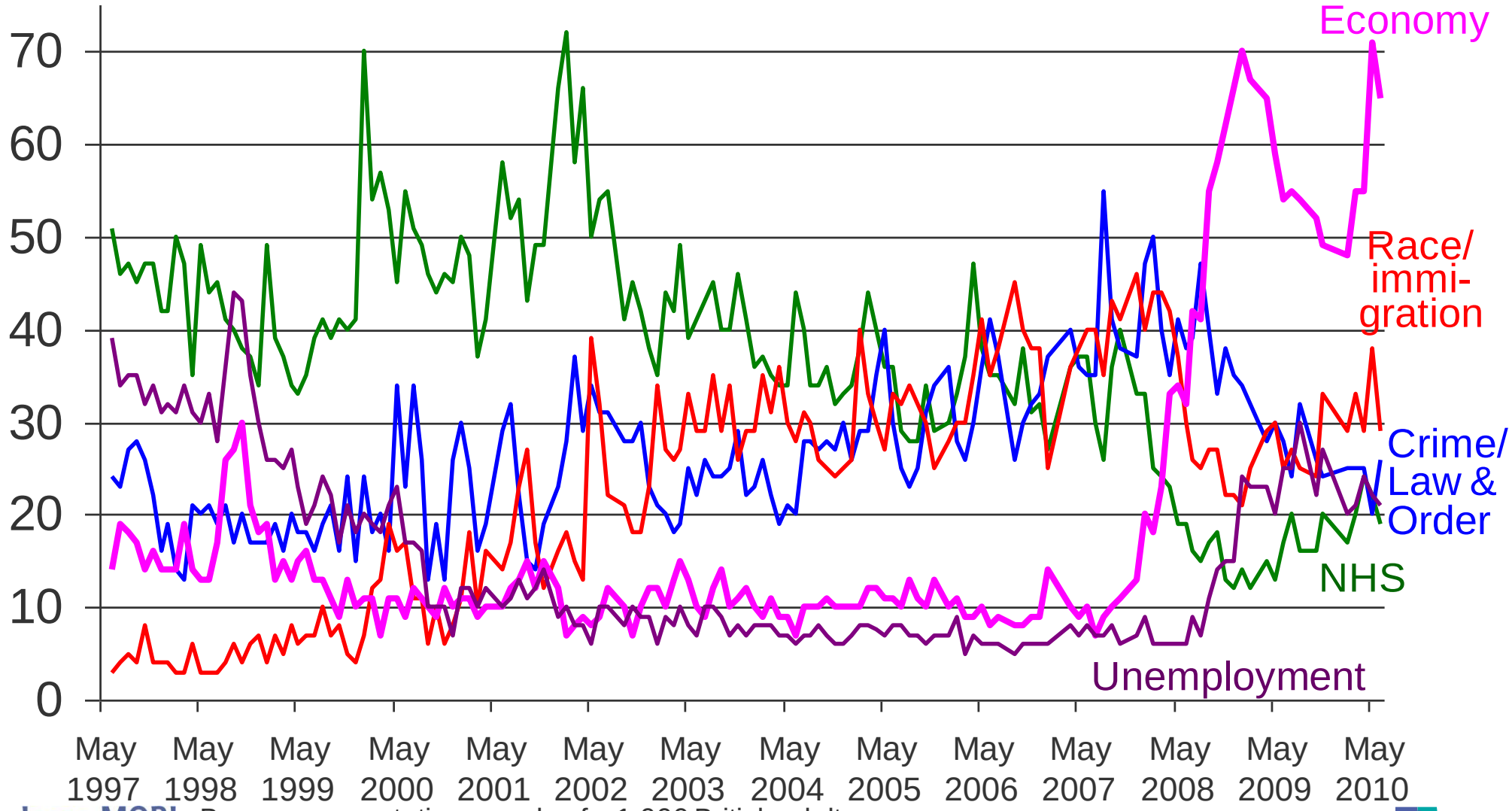
What worries them....

What do you see as the most/other important issues facing Britain today?



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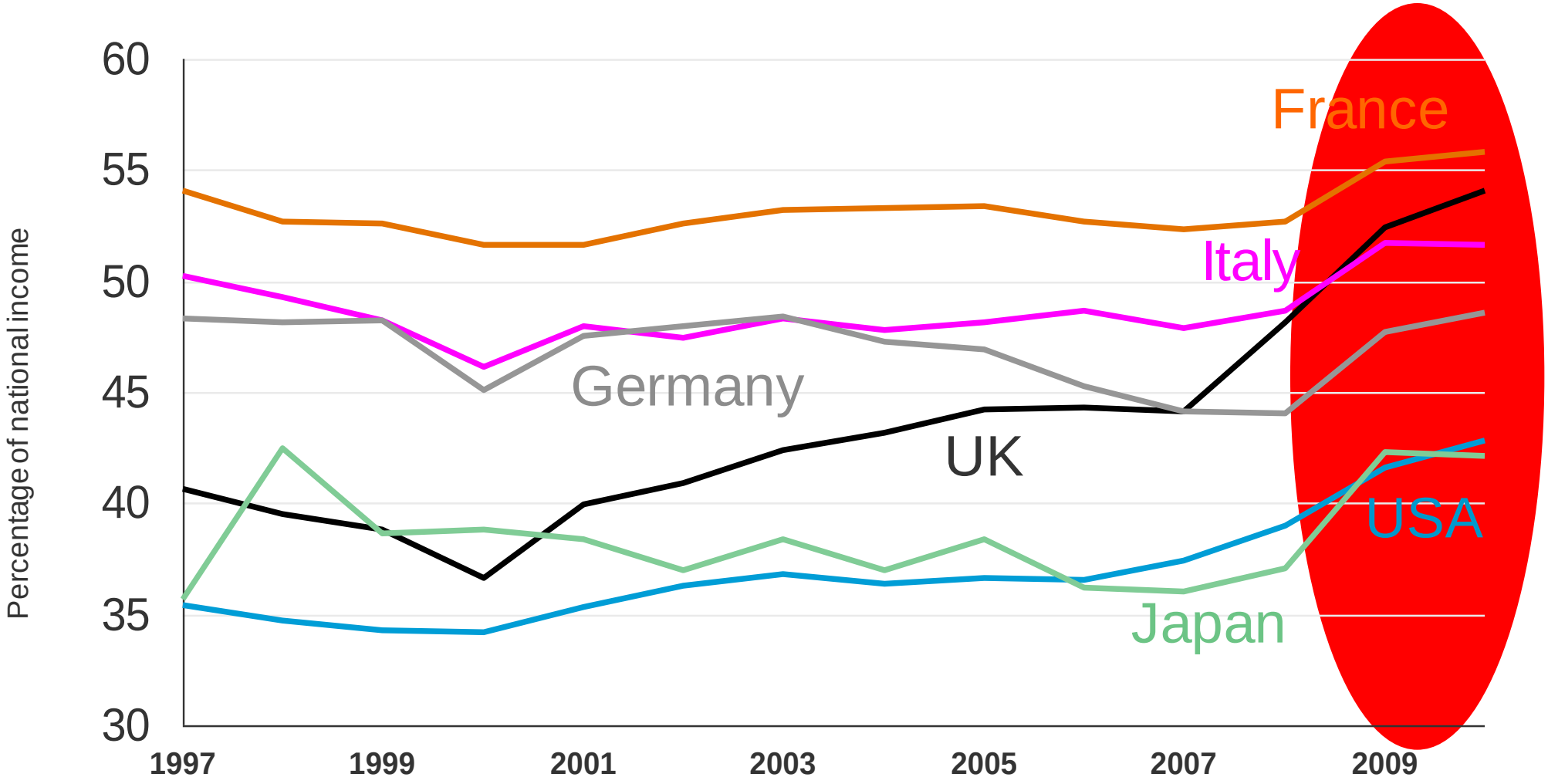
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

We've spent the money…



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Source: IFS Bulletin OECD.Stat

The verdict??

The public services today have no more concept of customer care than Basil Fawlty. The form-filling and constantly changing structures and demands that government has imposed have served to drive out the idea of service from the public services.

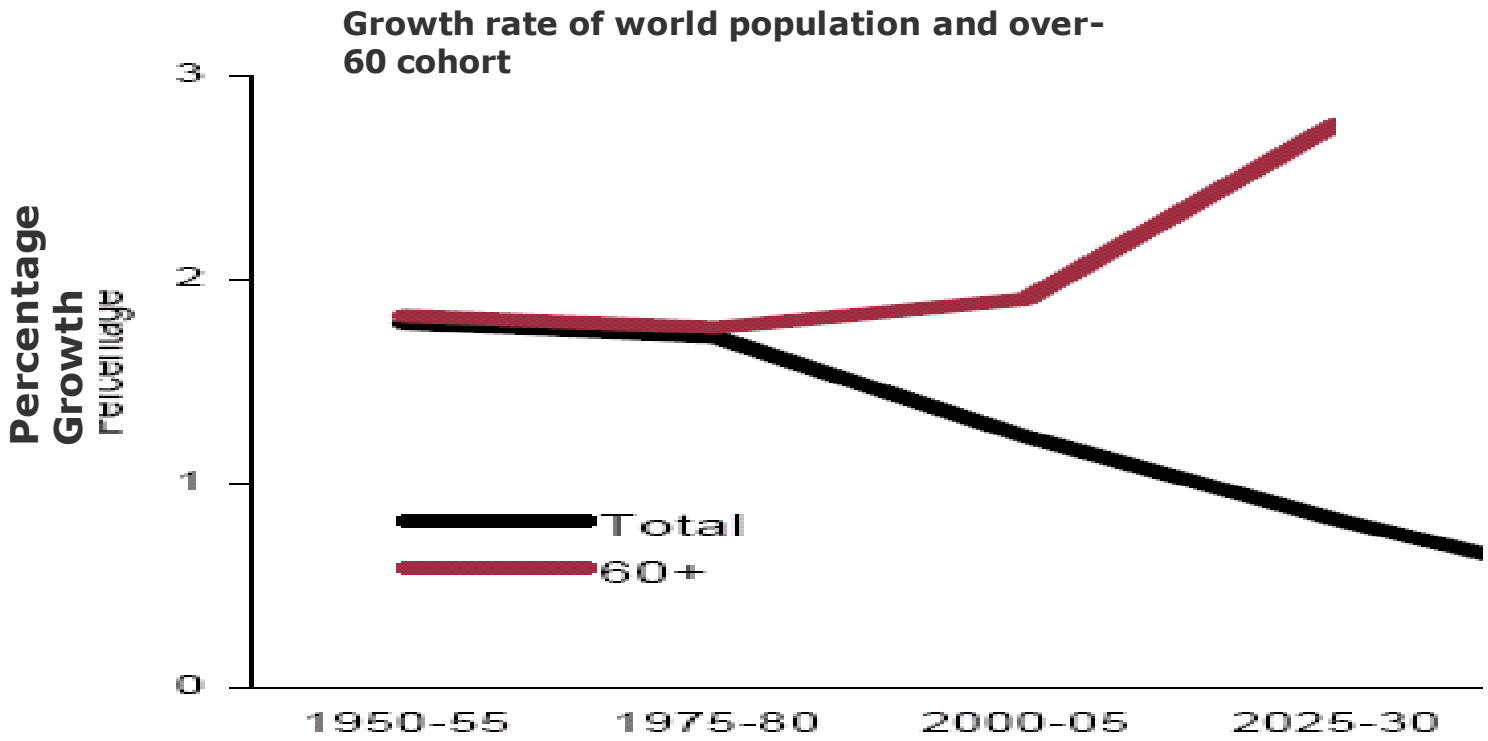
Daily Telegraph, 4 March

A lot was done

- 22,000 extra police
- 51,000 more doctors and 98,000 more nurses
- Average hospital waiting times down from 18 weeks to 6 weeks
- 4,000 schools built, rebuilt or refurbished
- c3,500 Sure Start Children's Centres
- 18-19 year olds 20% more likely to go on to higher education than in the mid-1990s
- etc etc

Ageing Developed World

- Is it a “silver tsunami”, or will it be more gradual?
- “Grey Panthers”: the old get active?
- Inter-generational conflict?



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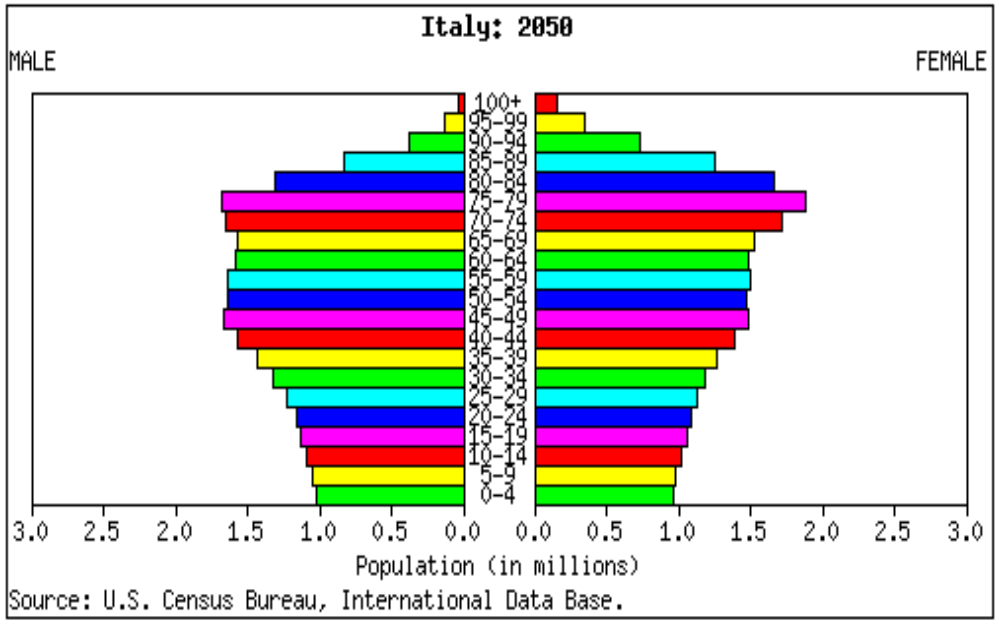
“World Population Ageing 1950-2050” Department of Economic and Social Affairs, Population Division, United Nations (2002)

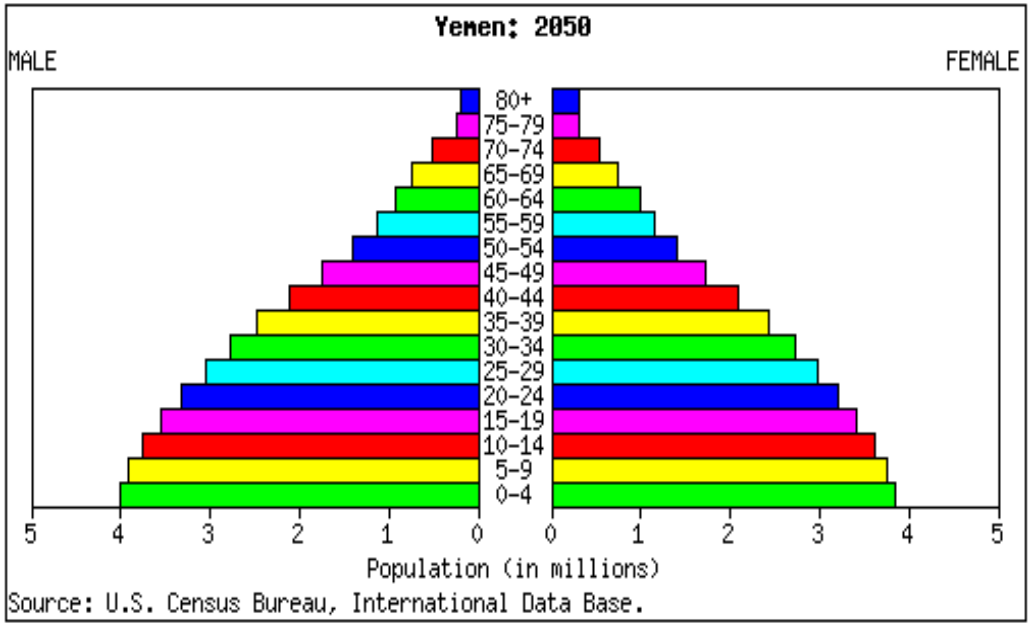
But not a uniform pattern.....

...young and old futures

Italy 2050



Yemen 2050

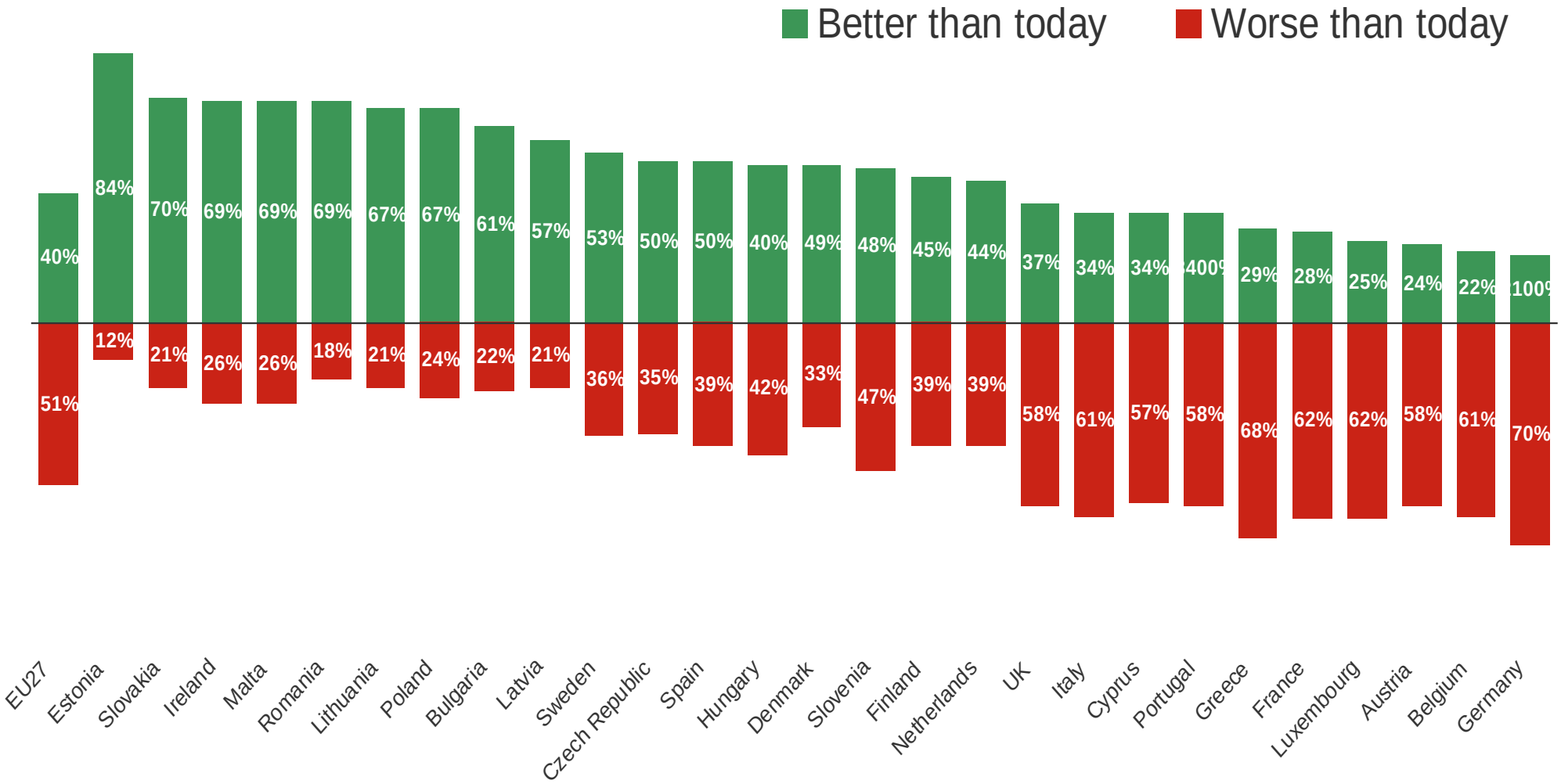


Some changes in how we live

- The end of the “odd” decade
- Polarised and more diverse societies – less stable
- Uncertainty over our economies, global competition and welfare state models
- A culture of fear – immigration, asylum, 9/11, moral panics over teenagers: in some countries
- More feminised but also gender-blurred
- Celebrity culture and instant gratification
- Ongoing march of technology – national and generation gaps
- Time pressured – haves and have nots
- Decline of deference
- Live longer but iller and fatter – who will pay?

Mixed views on whether life will improve

Overall, in 20 years' time, would you say that peoples' lives in [our country] will be better than today, or worse than today?



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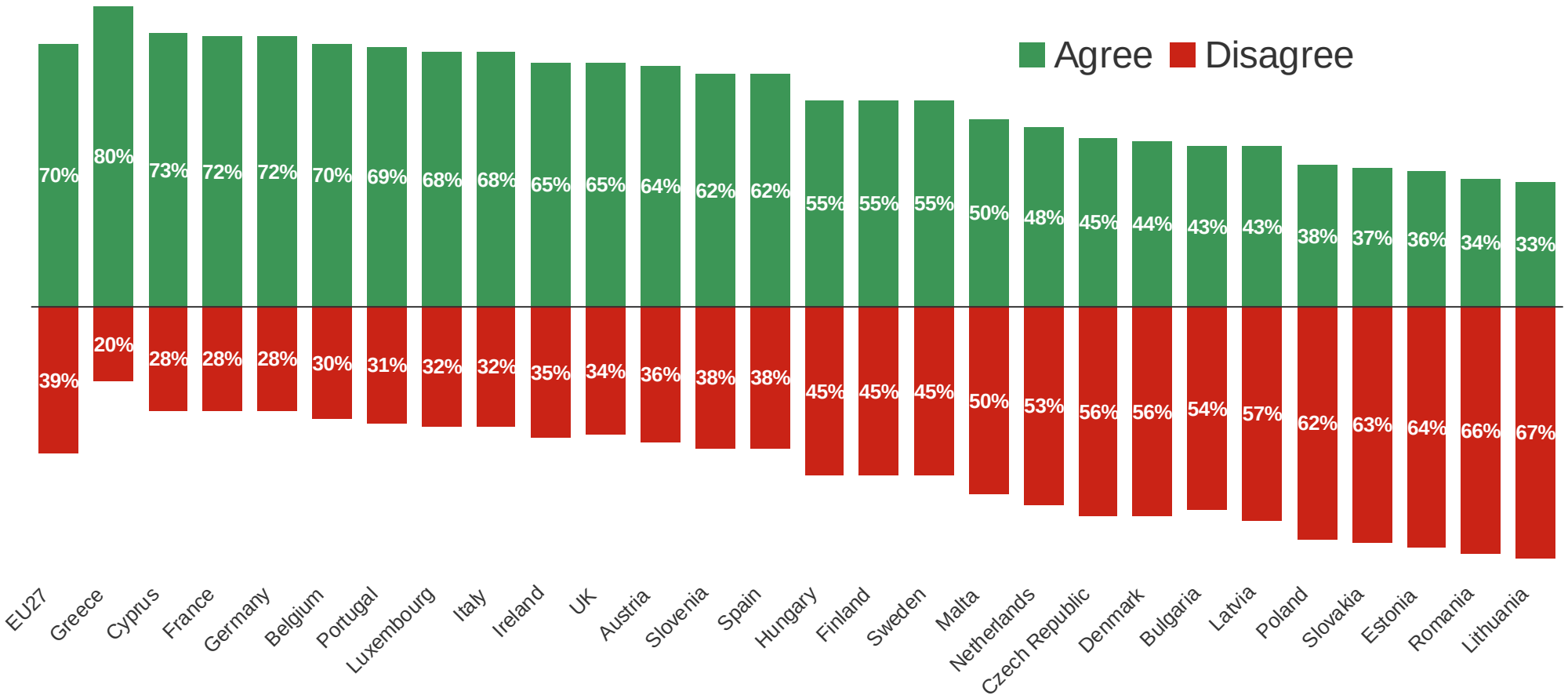
Base: 25,103 European adults, Eurobarometer Flash survey March 2008

Worried about global competition

"In 20 years' time, people will earn less than today because of competition from rising economies, such as China, India or Brazil."

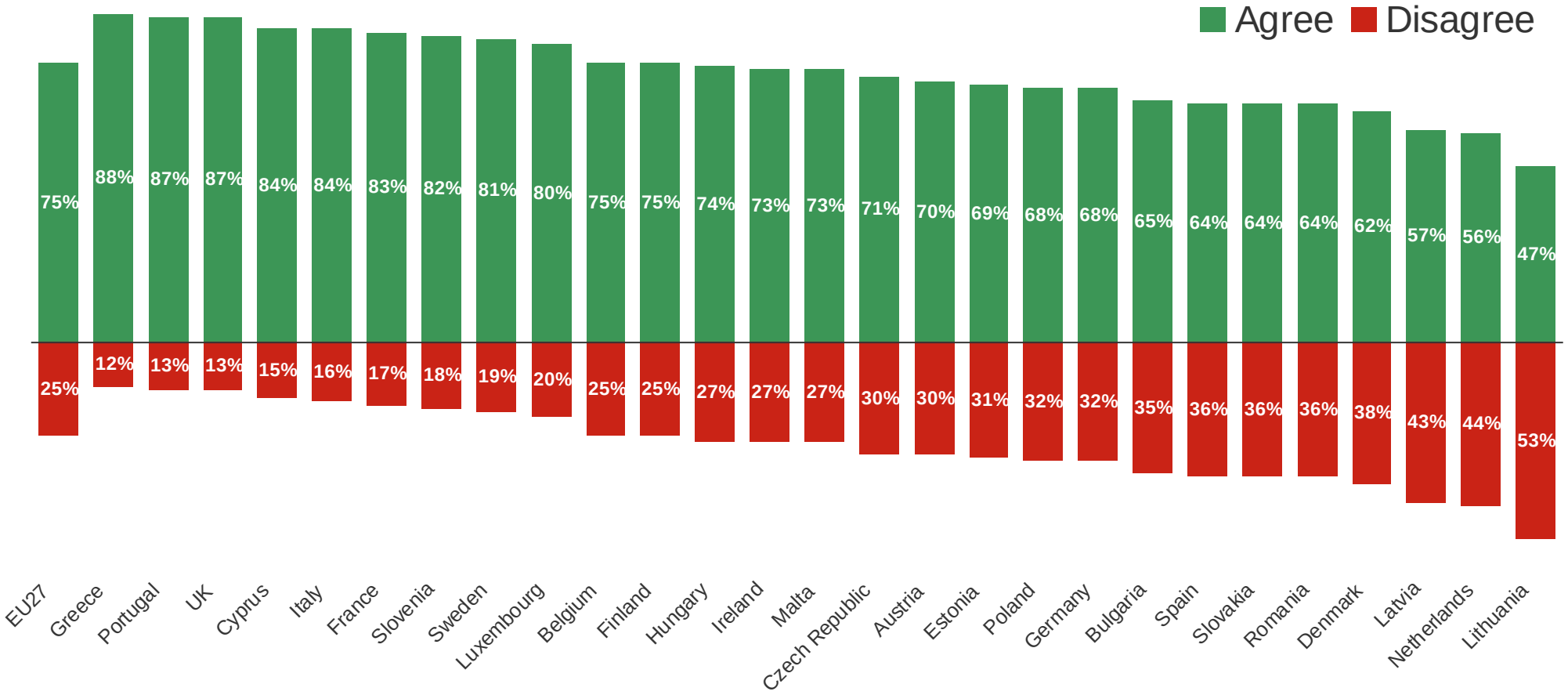


Ipsos MORI

Base: 25,103 European adults, Eurobarometer Flash survey March 2008

And just being well educated won't help

"In 20 years' time, even if people have high educational qualifications, there will be no guarantee that they will find a good job."

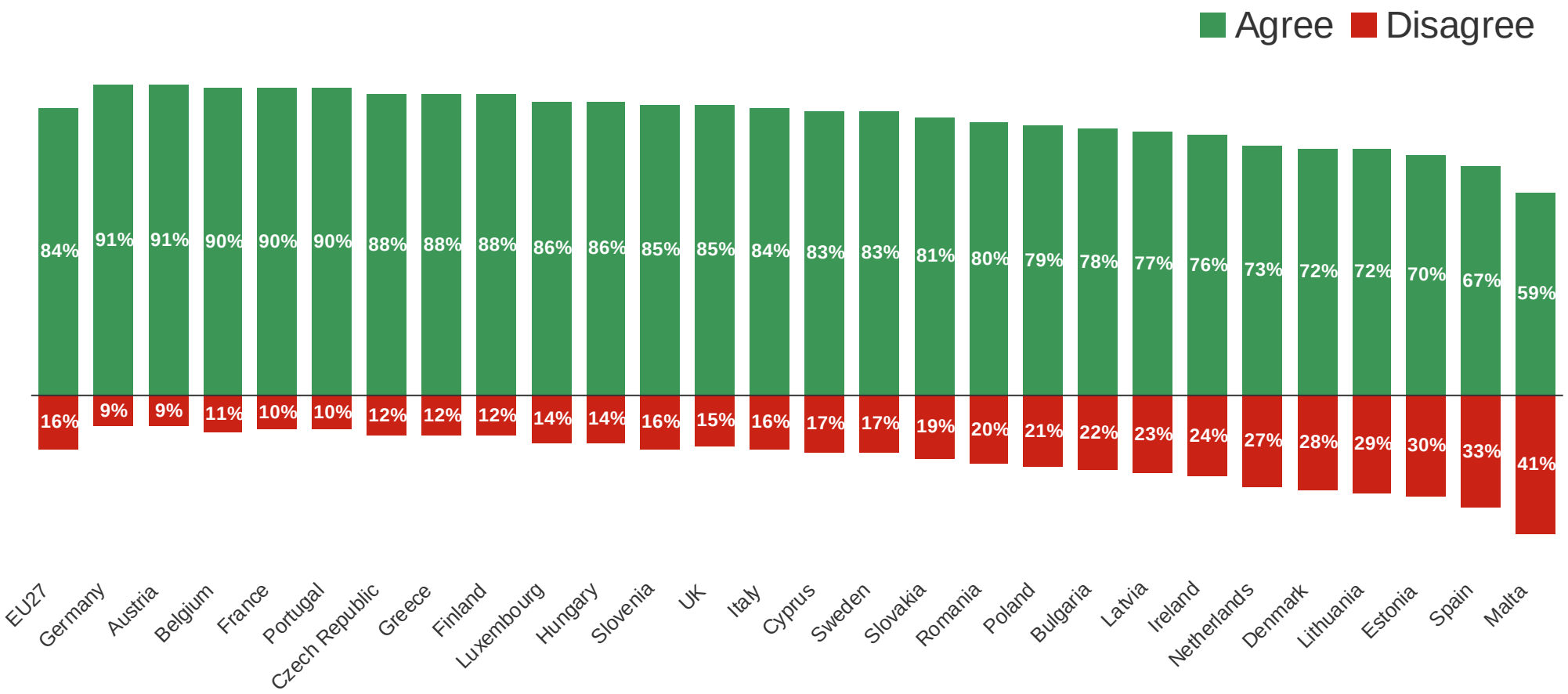


Ipsos MORI

Base: 25,103 European adults, Eurobarometer Flash survey March 2008

Think wealth polarisation will continue

"In 20 years time, the gap between the rich and the poor in [our country] will be wider."

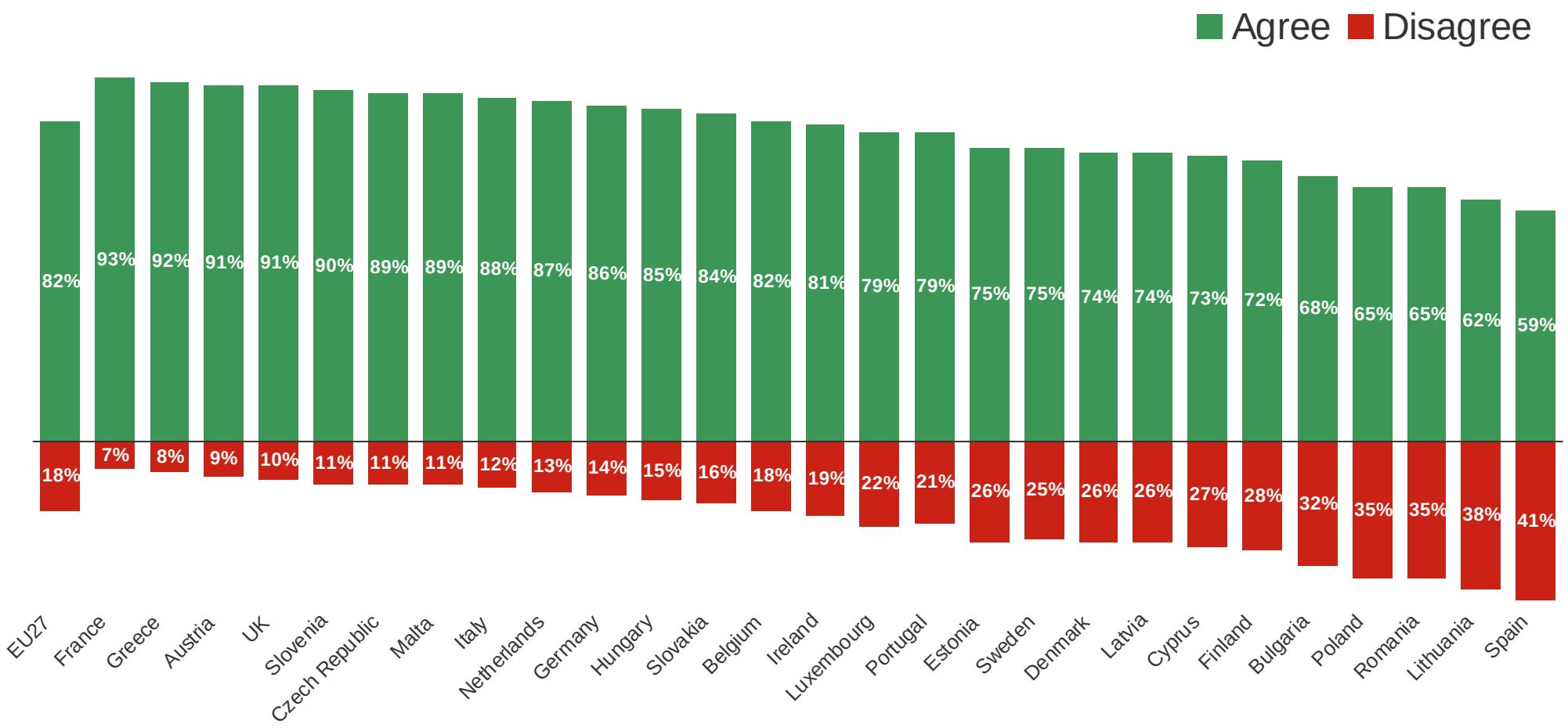


Ipsos MORI

Base: 25,103 European adults, Eurobarometer Flash survey March 2008

Acceptance of the dependency squeeze?

"In 20 years time, people will work until a later age."

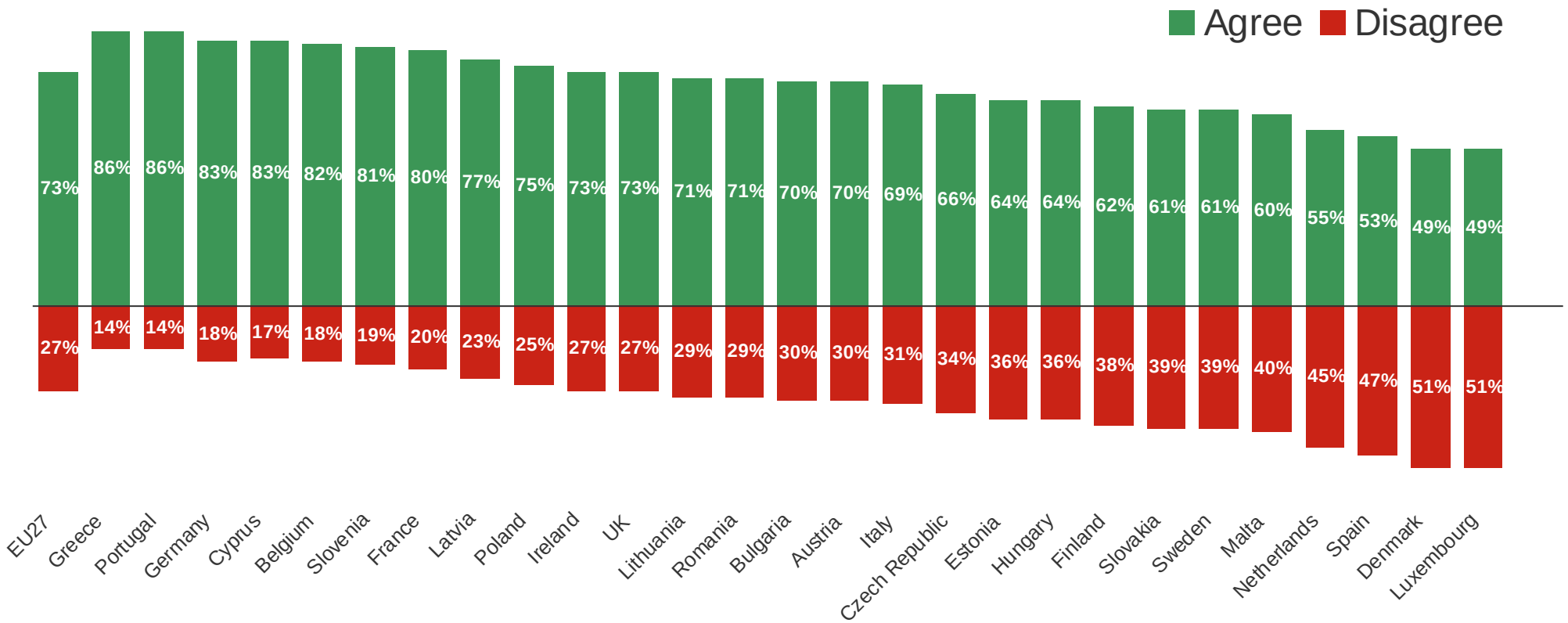


Ipsos MORI

Base: 25,103 European adults, Eurobarometer Flash survey March 2008

Concerns about rising costs of health services

"In 20 years' time, many people in [our country] will not be able to afford the medical treatment they need."



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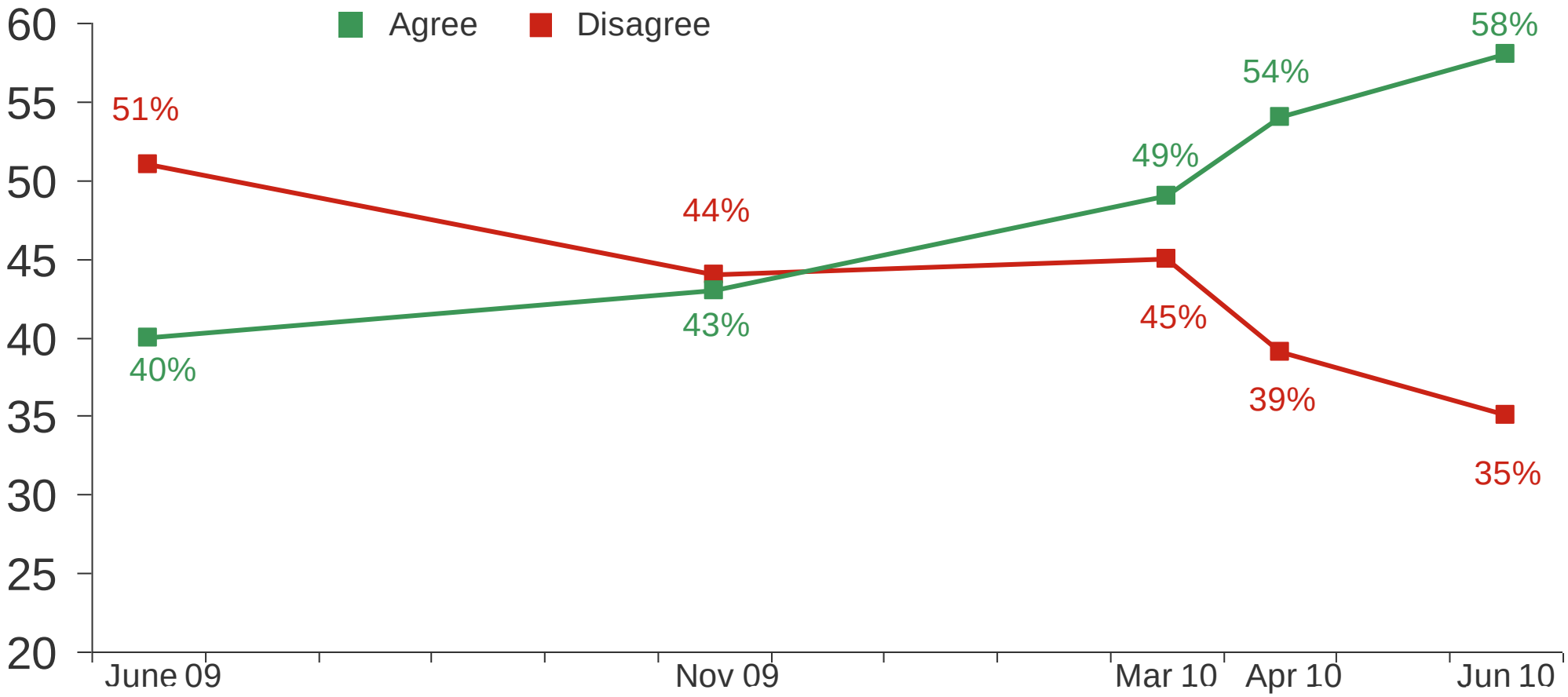
Base: 25,103 European adults, Eurobarometer Flash survey March 2008

... growing realisation that spending cuts are necessary

There is a real need to cut spending on public services in order to pay off the very high national debt we now have



Ipsos MORI Base: c. 1,000 British adults each month

Source: Ipsos MORI/Reuters Political Monitor

So what do people want?

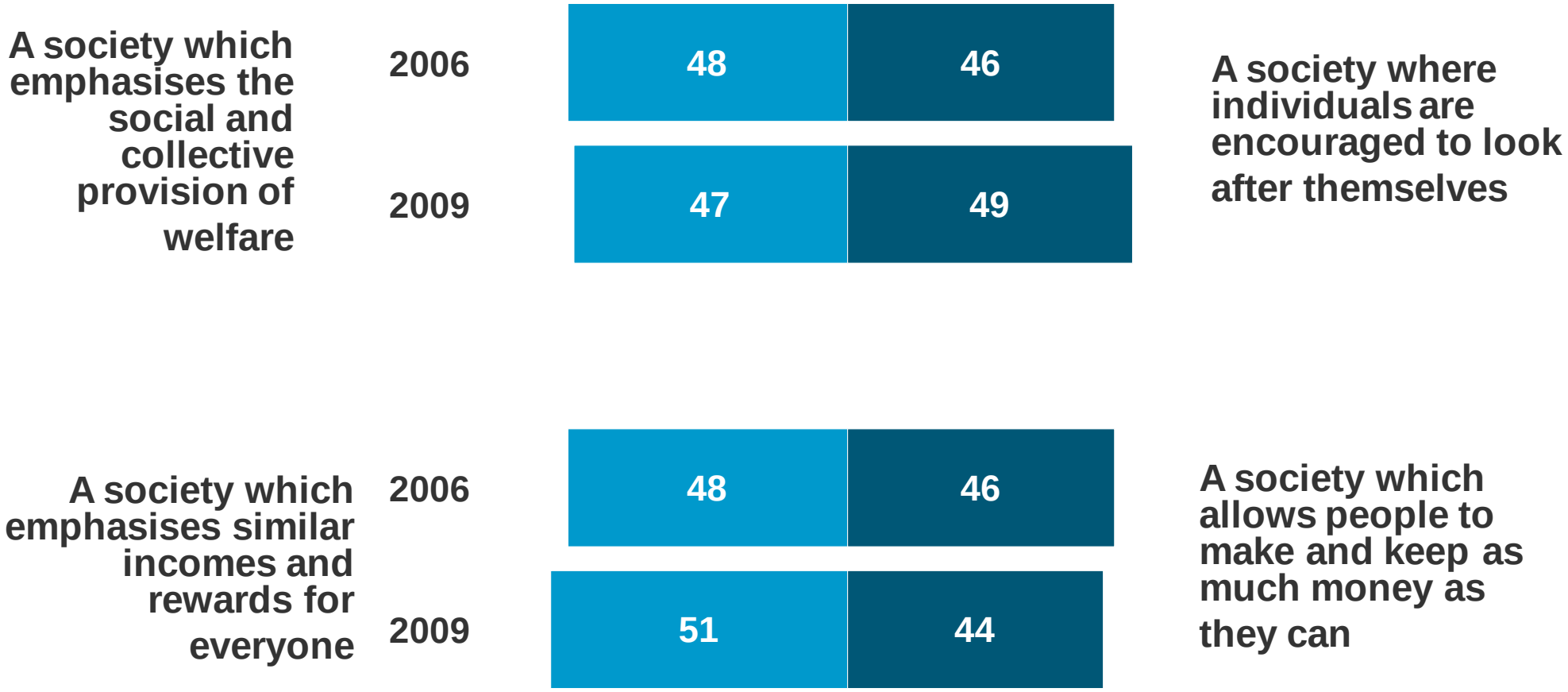
“Swedish services for US taxes…”

"We now expect more of government than we do of God"

52% of the public agree....

We don't know whether we want to be American or Scandinavian…

People have different views about the ideal society. For each of these statements, please tell me which one comes closest to your ideal.



Base: c. 1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

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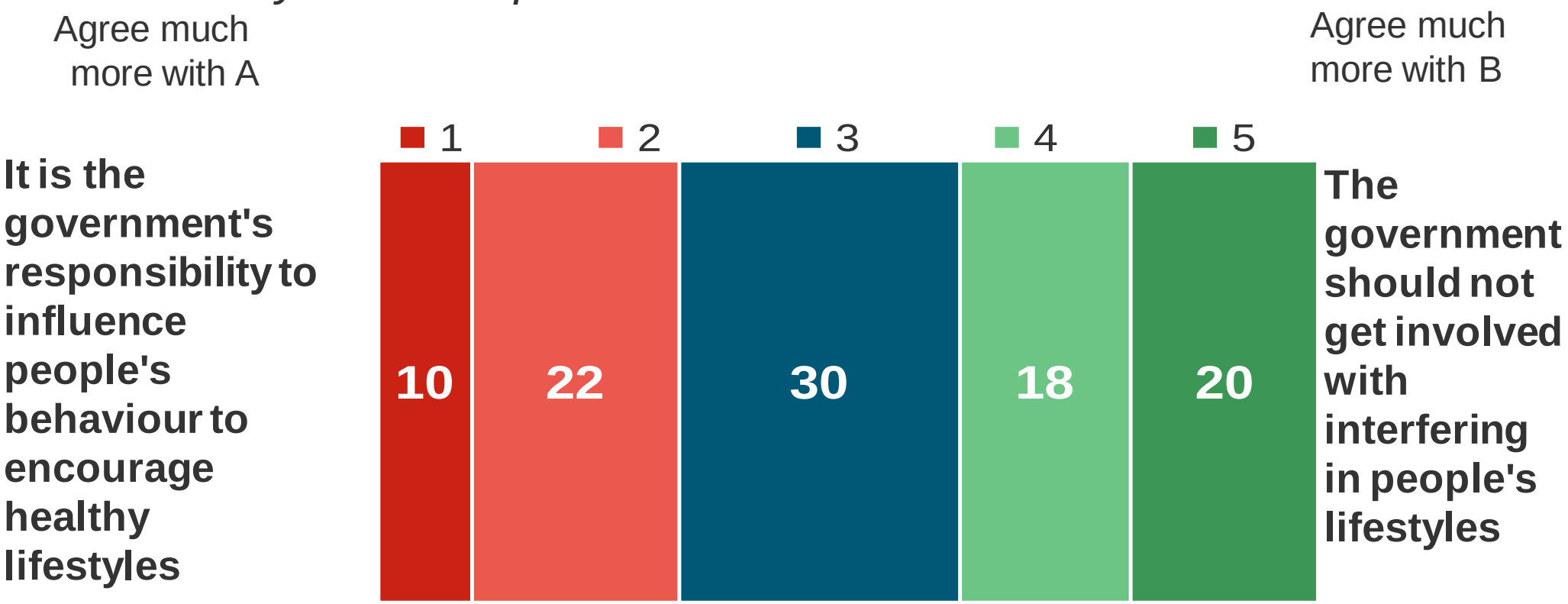
So the public support both the “enabling state”, the “nanny state” and even the “nudging” state

The nanny state?

Please read each pair of statements and decide which comes closest to your own opinion



Base: 2,019 British adults, 9 May-5 June 2008

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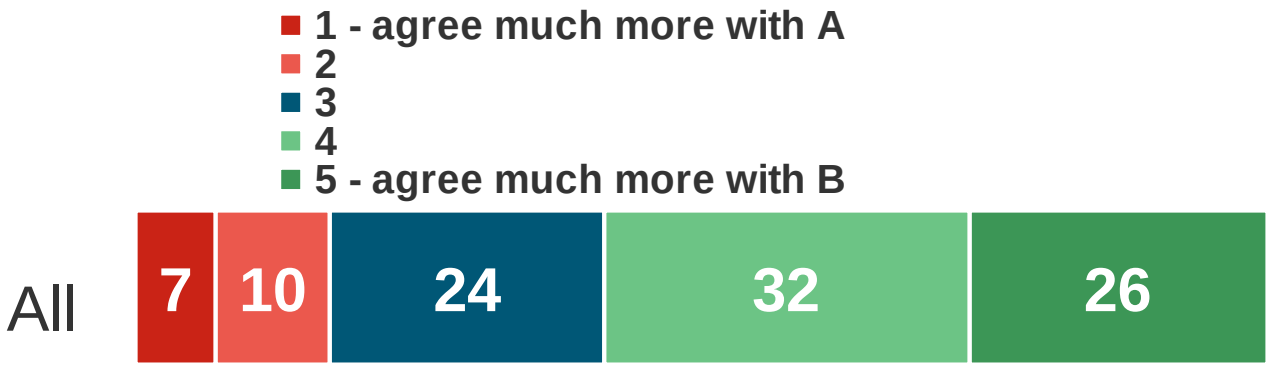
“Localism, localism, localism”

In favour of more public control

Please read each pair of statements and decide which comes closest to your own opinion

A. The experts who provide and manage public services know best – they should find out what we think and get on with it



B. The general public should be much more actively involved in shaping public services, through for example people deciding on priorities

Base: 2,019

...but want services to be the same everywhere

Please read each pair of statements and decide which comes closest to your own opinion

A. Standards of public services should be the same everywhere in Britain

B. The people who live in different parts of Britain should be able to decide for themselves what standard of public services should be provided in their area

Base: 2,019 British adults, fieldwork dates 9th May – 17th June

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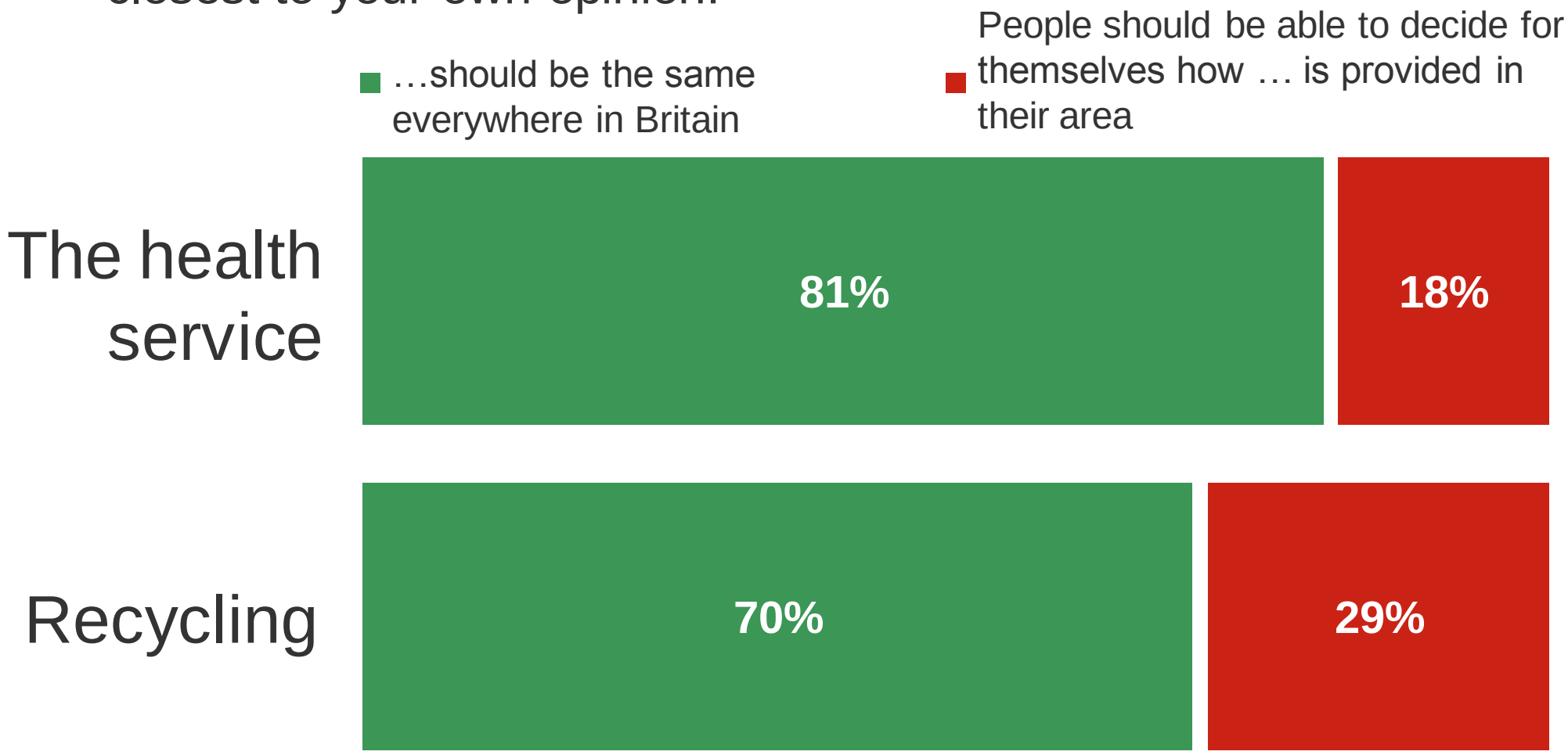
Doesn't really matter what service you ask about…

Q Please can you tell me which of these statements comes closest to your own opinion:

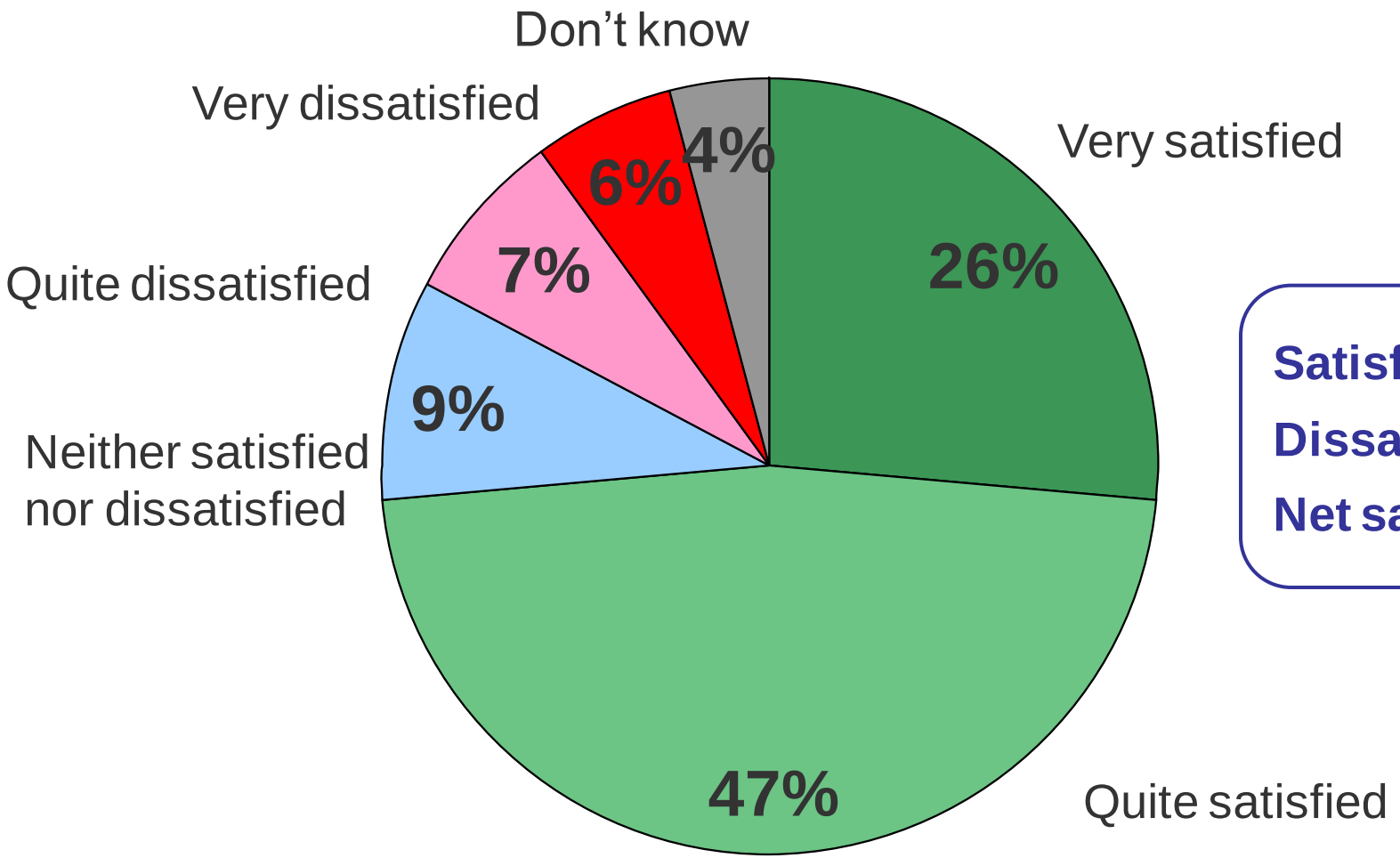


Source: Ipsos MORI

Base: 1,002 adults in Great Britain aged 16+. Fieldwork dates: 13-19 May 2010

Satisfaction with Social care

Q Overall, how satisfied or dissatisfied are you with the service?



Satisfied: 73%

Dissatisfied: 13%

Net satisfied: +60%

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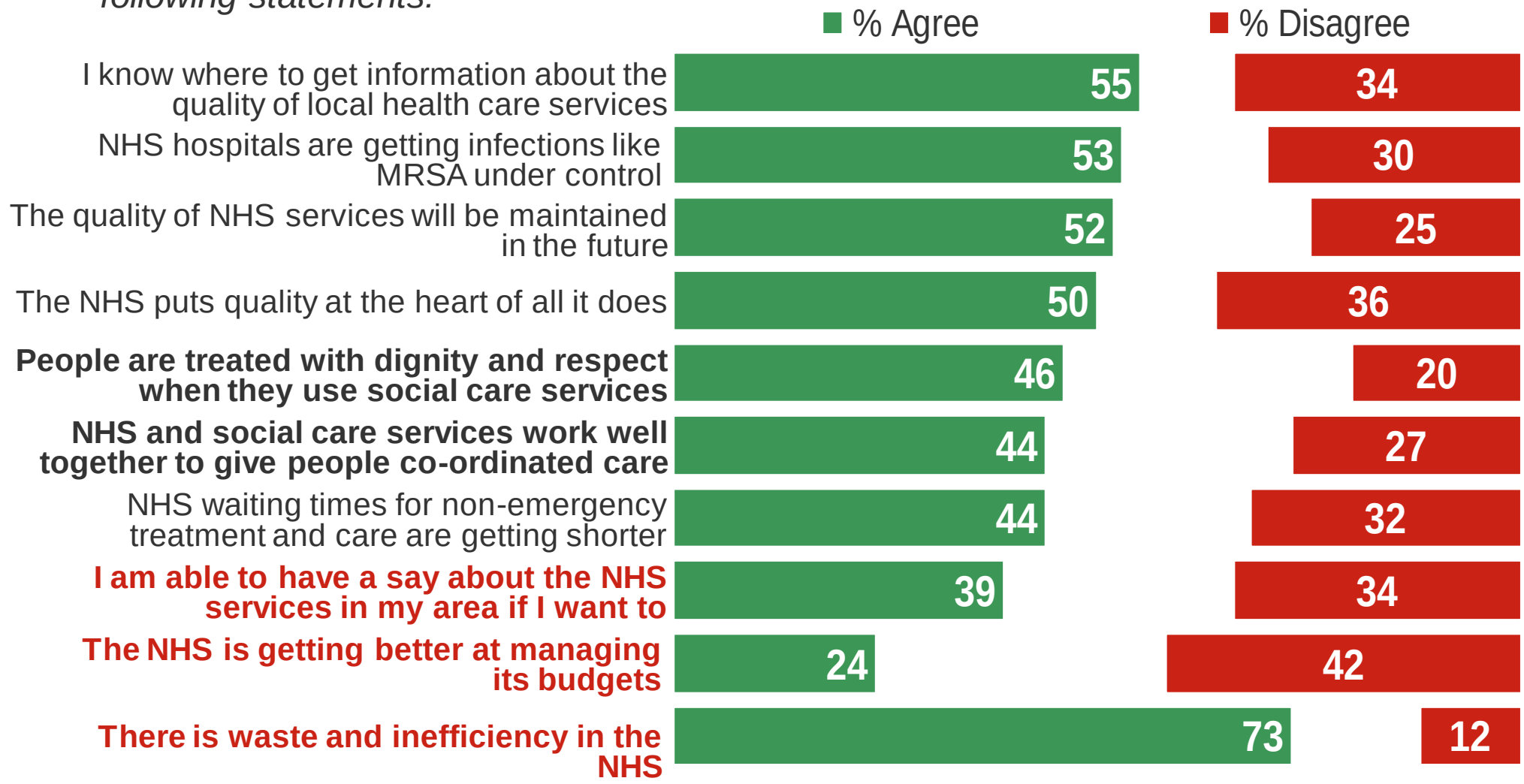
Base: All respondents who have received/experienced social care (1387)

But despite highest ever level satisfaction with the NHS

Q Please tell me whether on the whole you agree or disagree with each of the following statements:



Base: 1,008 English adults aged 16+, December 2009

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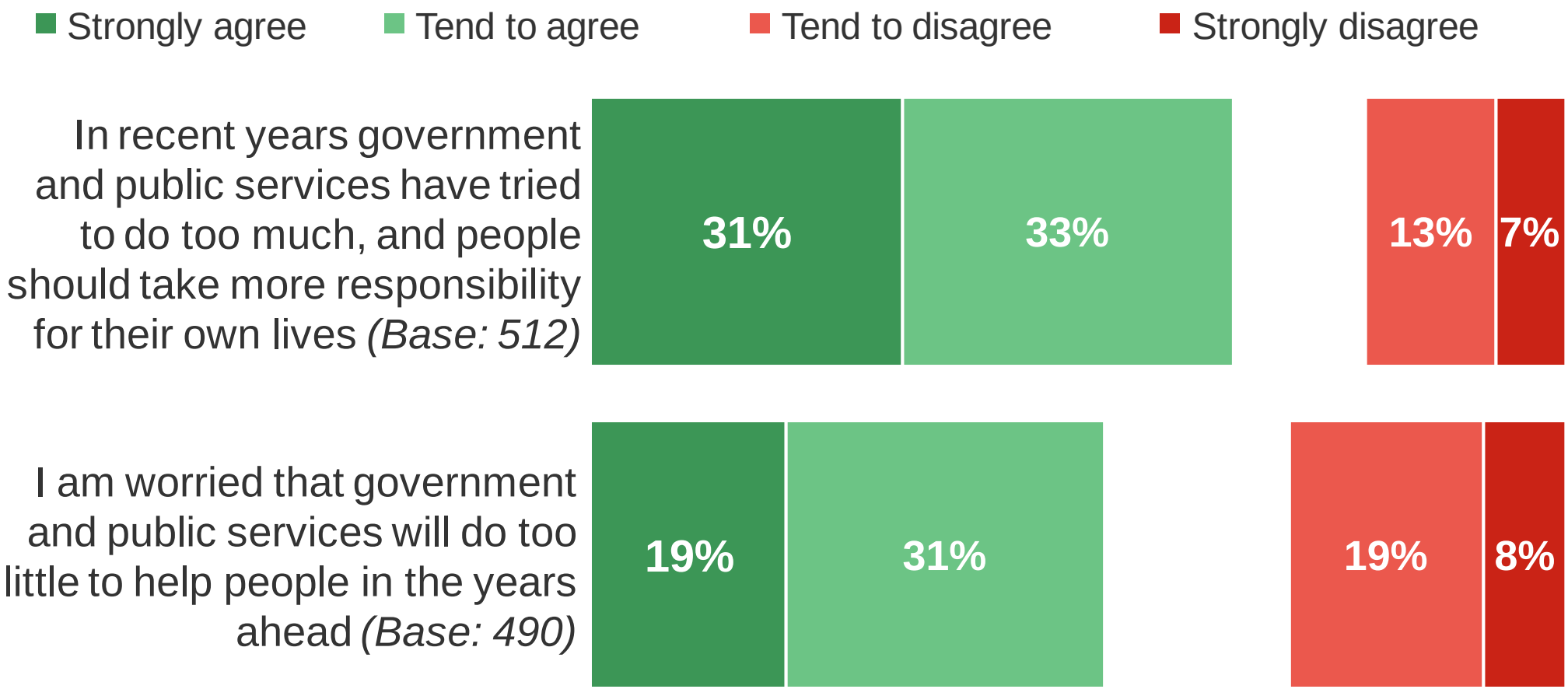
Source: Ipsos MORI/DH Perceptions of the NHS Tracker

Will the Big Society be the solution??

Many think government has done too much, but also worry it won't do enough in future

Q Please tell me to what extent you agree or disagree with the following statement.



Base: 1,002 adults in Great Britain aged 16+. Split sample between the two statements.
Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

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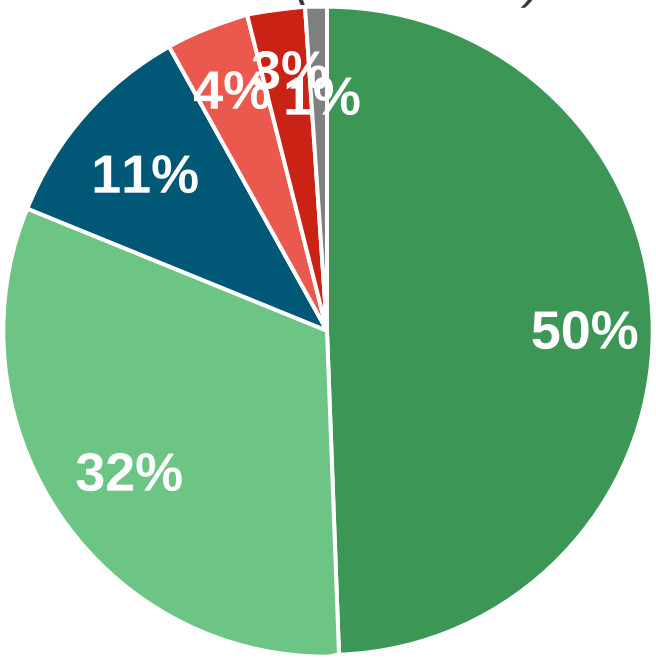
Lots of support for a National Citizens' Service, whether it's voluntary or compulsory

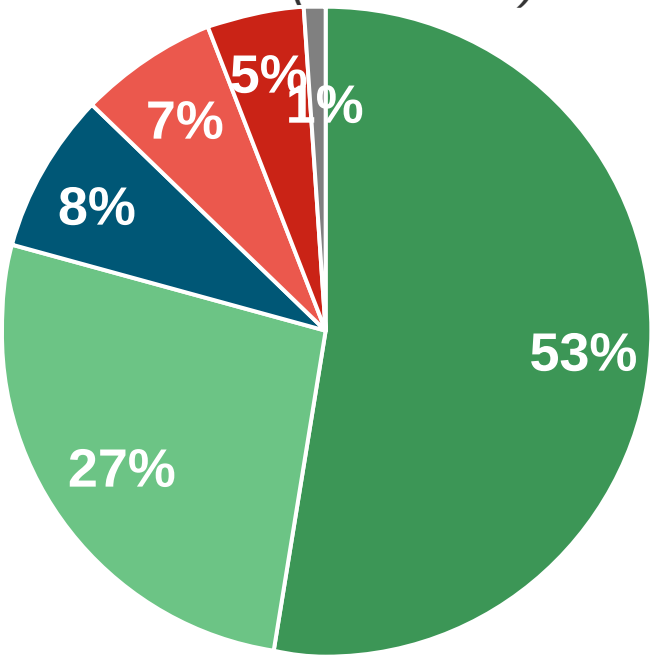
Q It has been suggested that a National Citizens' Service programme for young people should be introduced in Britain. Under this scheme it is proposed that school leavers [would have a chance to/would have to] spend six weeks working on a voluntary project such as improving their local environment, helping to create local infrastructure or collaborating on a cultural event.

% Strongly support | % Tend to support | % Neither / nor | % Tend to oppose | % Strongly oppose | % Don't know

Voluntary 'would have a choice to' *(Base: 512)*



Compulsory 'would have to' *(Base: 490)*



Base: 1,002 adults in Great Britain aged 16+. Split sample between the two statements.
Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

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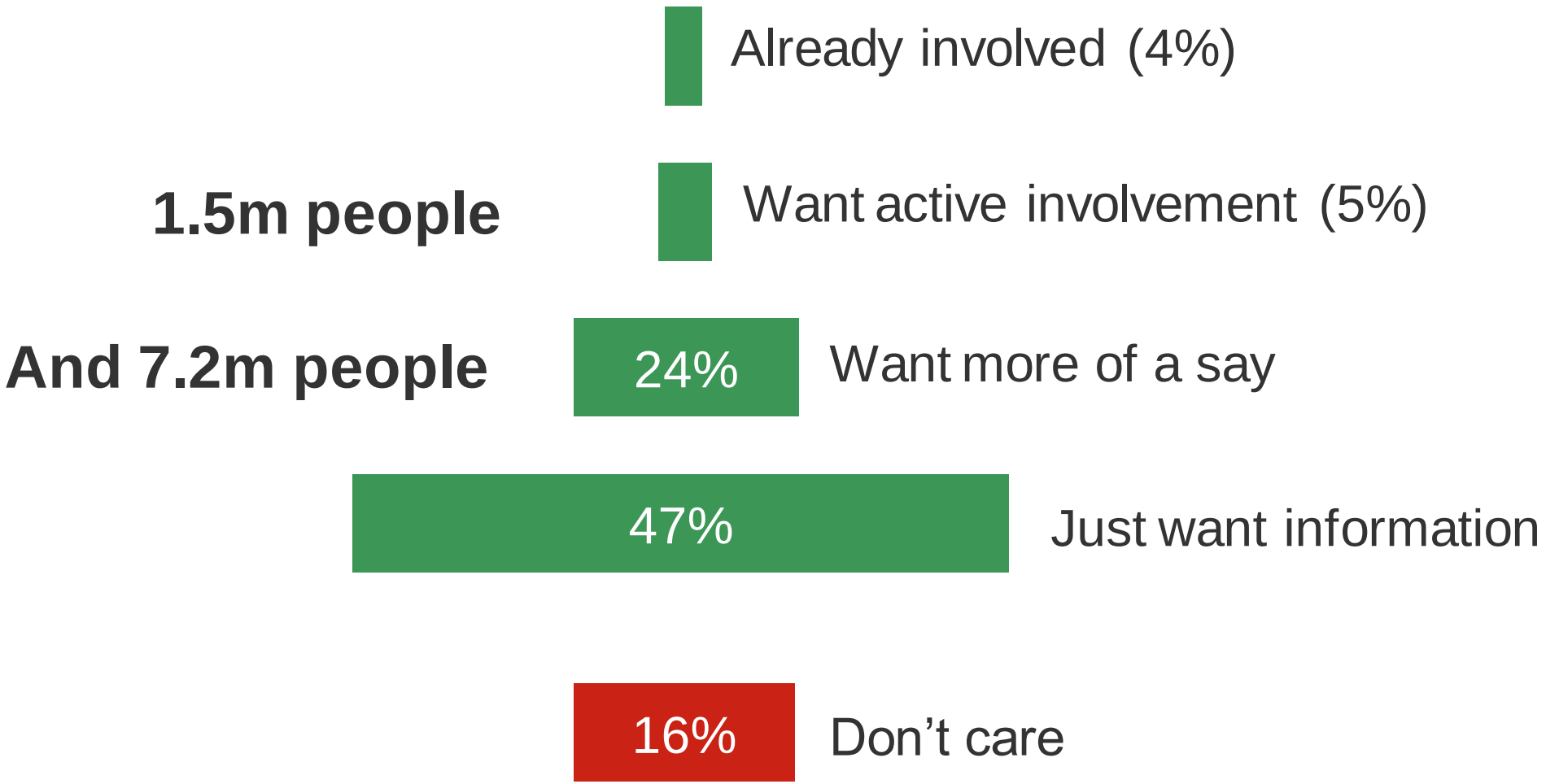
When asked about how, nearly 9 million people want more of a say

Q Levels of involvement/interest in involvement in local services



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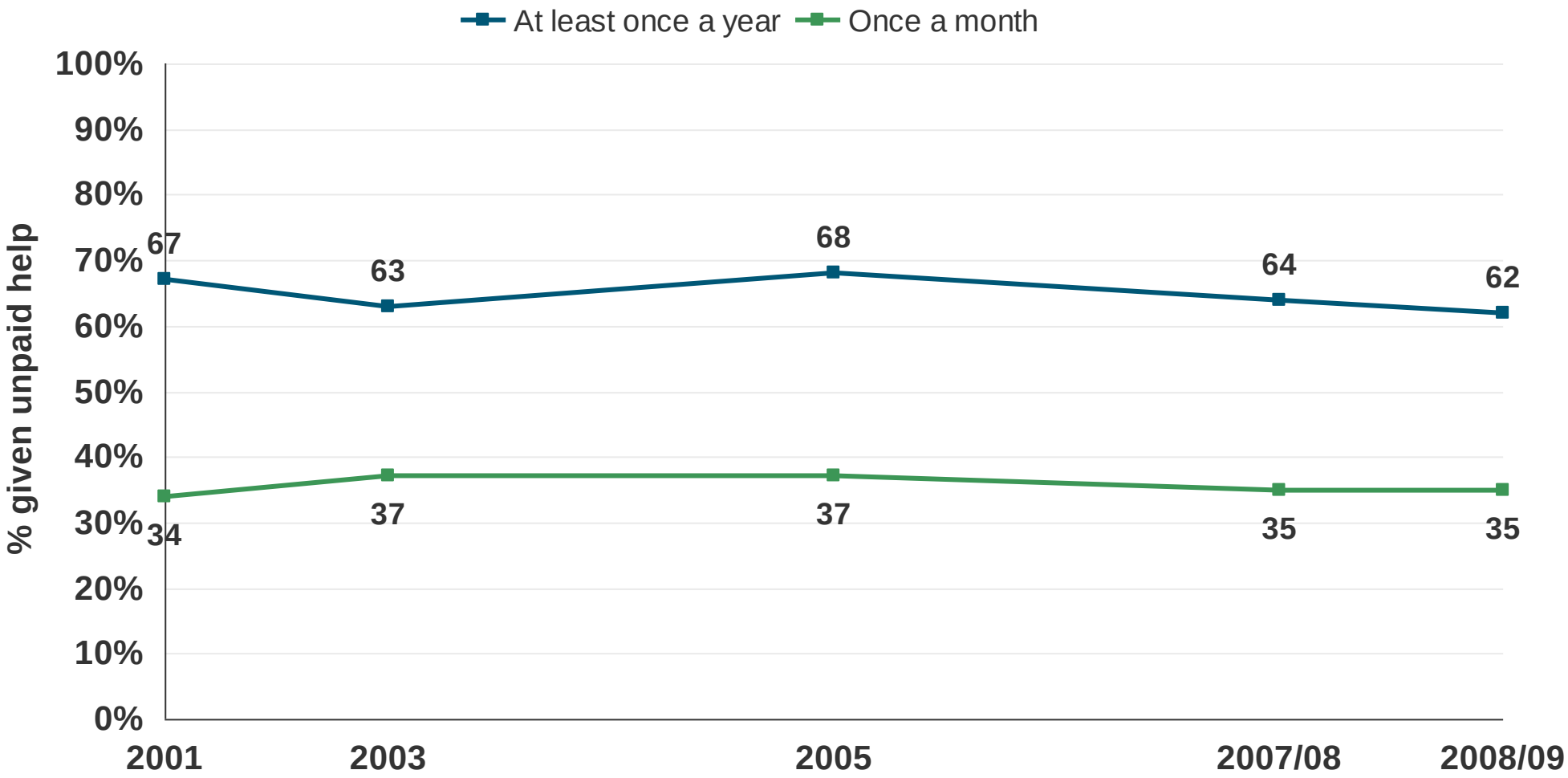
Base: 1,896 GB adults, 18+. Sept 2008. Source: Ipsos MORI

A third currently volunteer monthly – but no change for a decade despite government attempts

Proportion who have given any unpaid help to non-relatives in the last 12 months



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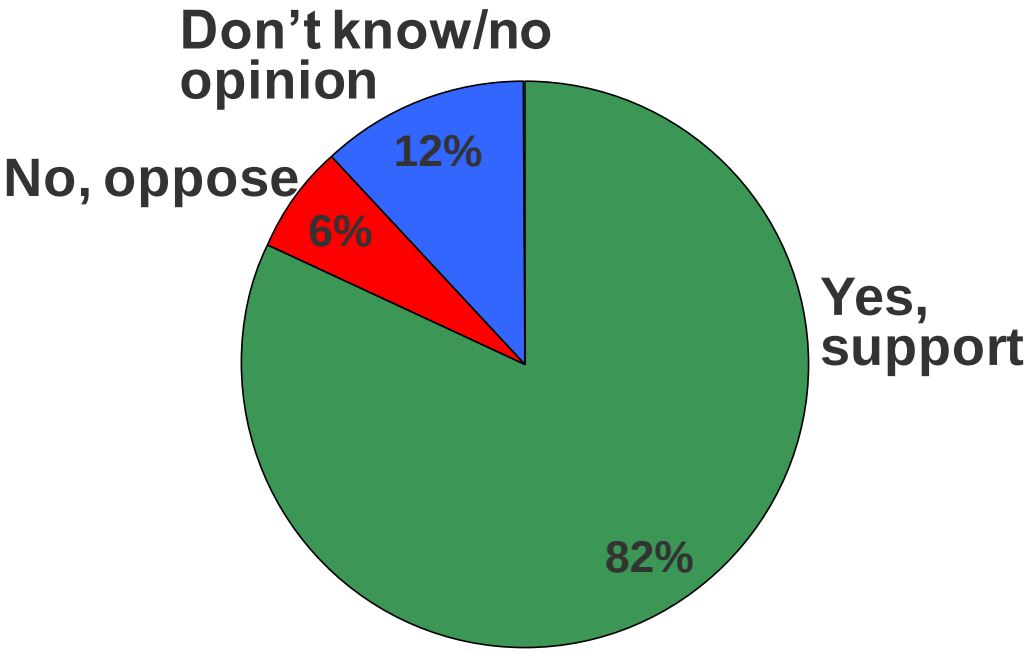
Base: All valid responses from core sample in England (~8,000 surveyed per wave)
Source: Citizenship Survey

Attitudes to getting involved

Q In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?



Base: All residents (1,021)

Attitudes to getting involved

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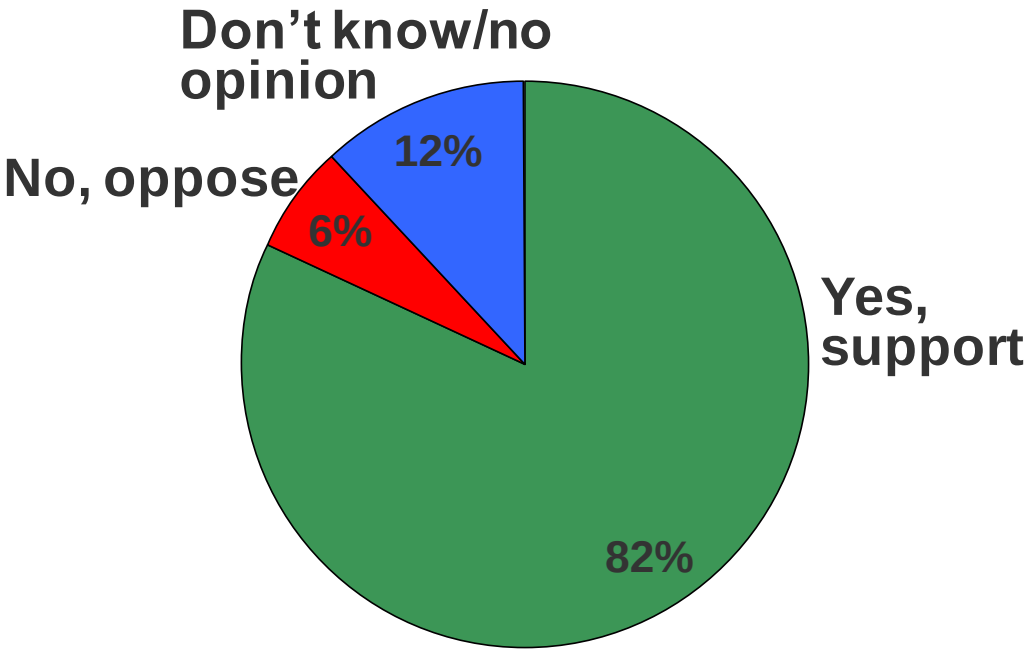
Q And would you personally be interested in getting involved?



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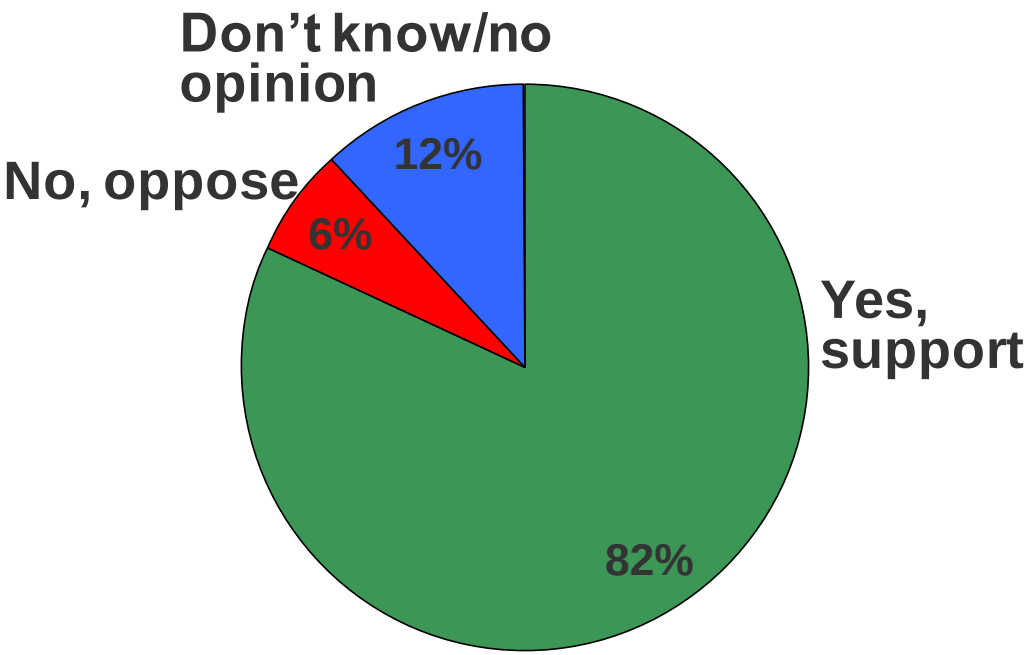

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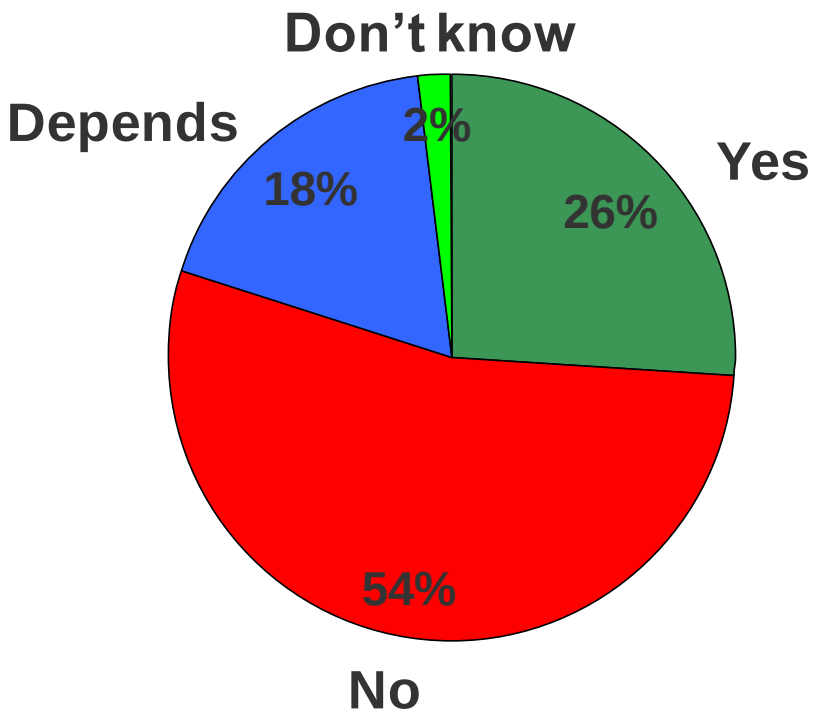

Base: All respondents who support the idea (835)

Attitudes to getting involved

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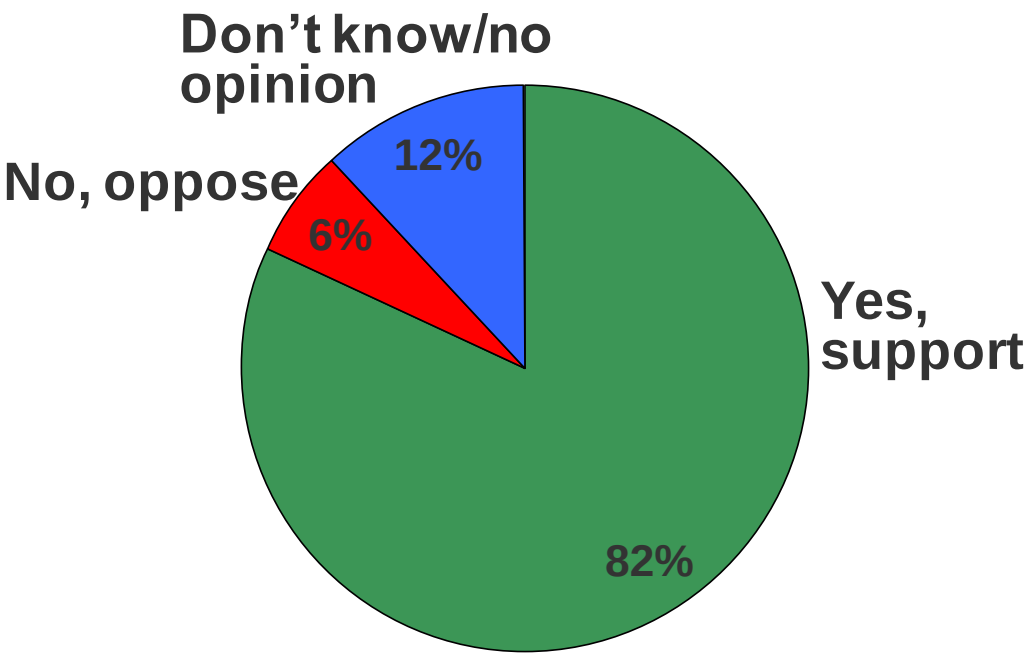

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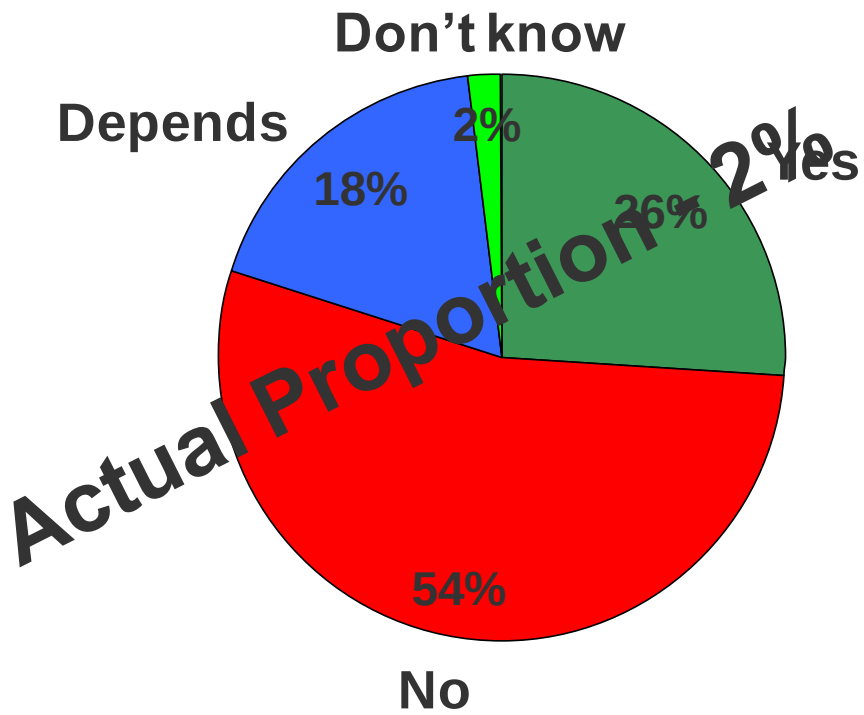

Base: All respondents who support the idea (835)

In conclusion

- Shock and awe at crisis
- Followed by anger and resentment at the need to do more
- Public sector will be smaller
- *Everyone* will have to do more
- How much resilience and capacity can we tap into?
- What do you want to be famous for ?

Thank you

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