



Public perceptions and the future of social care

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Three simple questions...

- What do people know about social care?
- What principles do people think should guide future funding?
- What about people who use services?

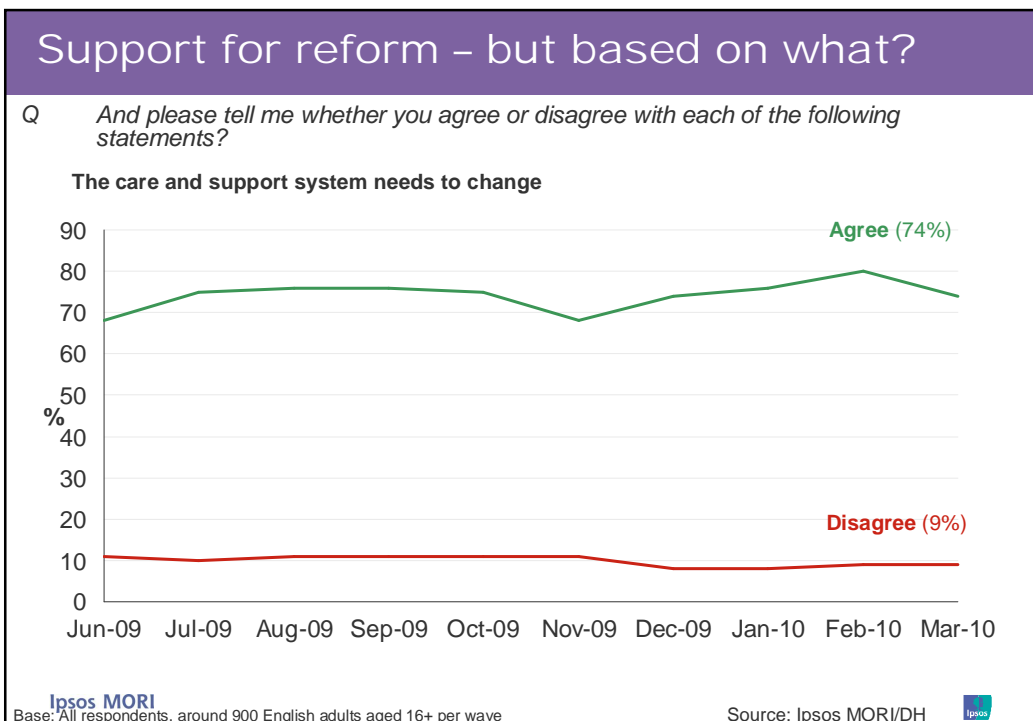
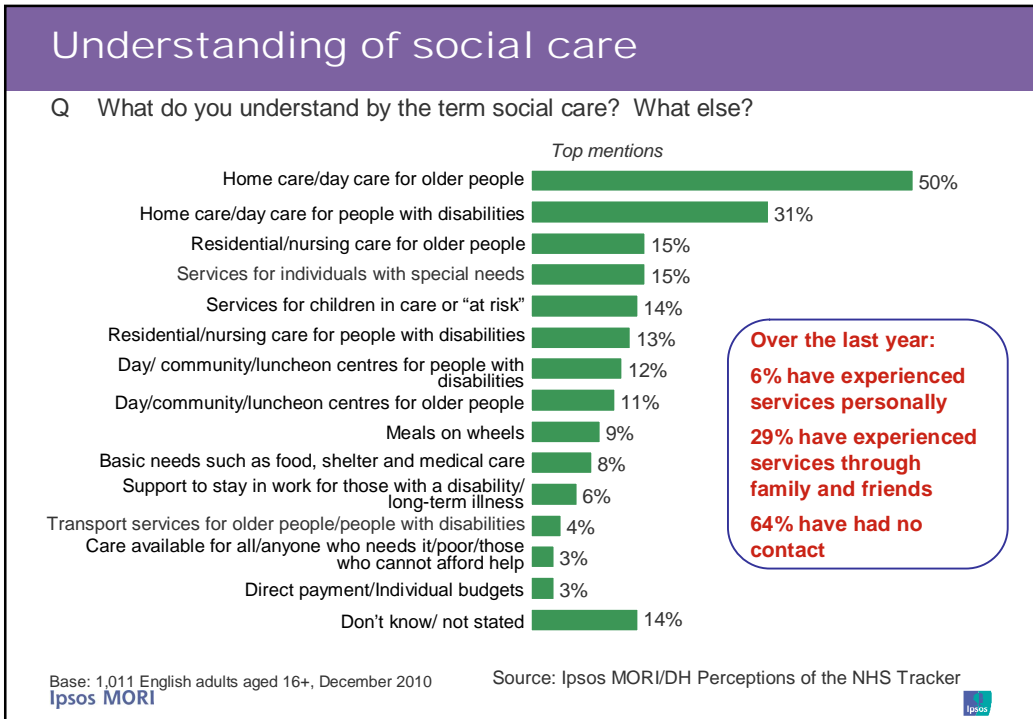
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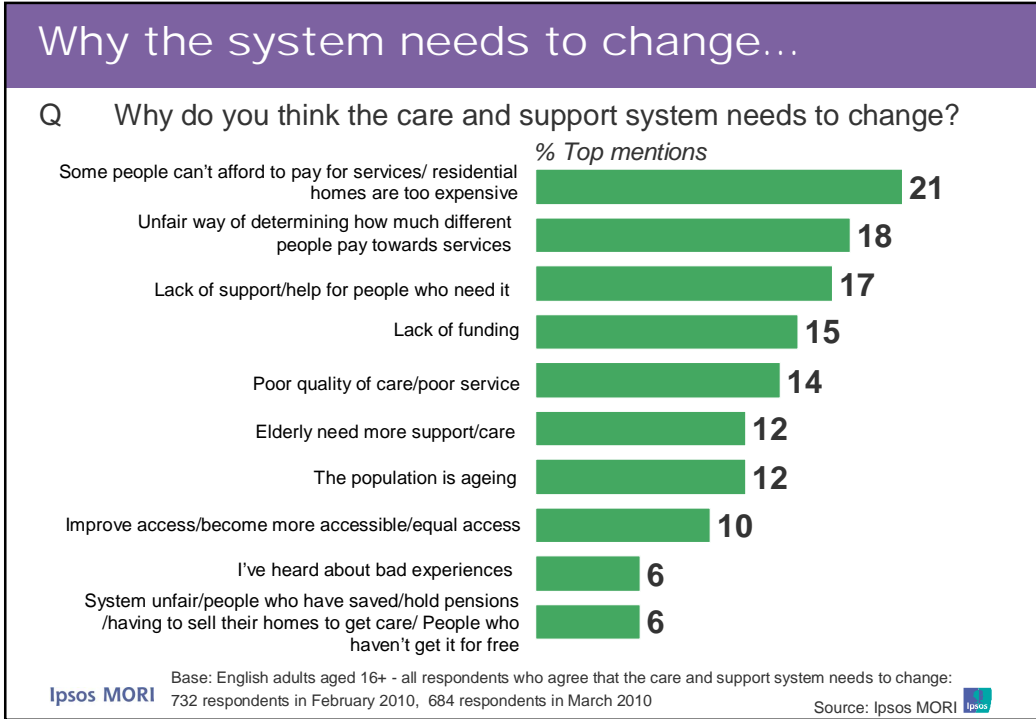


What do people know about social care?

What is social care?

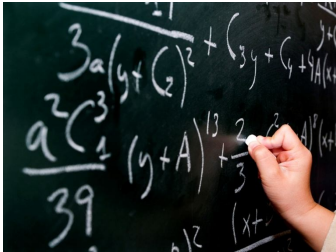
"It is an area of confusion. What is the difference between care/support versus the health system? This is an issue because you never know what to expect from where" (Member of general public, London)

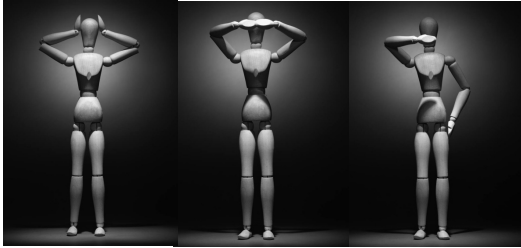




People outside the system don't know much

And many don't really want to think about needing care...



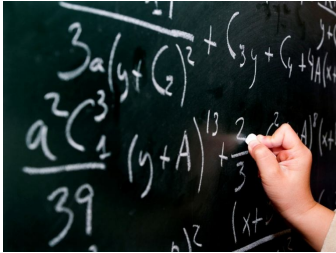


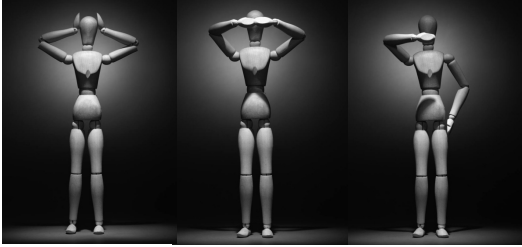
...making it a very steep learning curve when they do have to navigate the system, often in difficult personal circumstances

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People outside the system don't know much

“To encourage people to plan ahead for their later life we recommend that the Government invest in an awareness campaign”





“The Government should develop a major new information and advice strategy to help when care needs arise”

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But should social care be protected?

Q Which TWO or THREE, if any, of the following main areas of public spending do you think **should be protected from any cuts**?

The NHS/health care	82%
Schools	58%
Care for the elderly	46%
The Police	35%
Social services	15%
Defence	13%
Benefit payments	8%
Local authority services	6%
Overseas aid	5%
None of these	*%
Don't know	1%

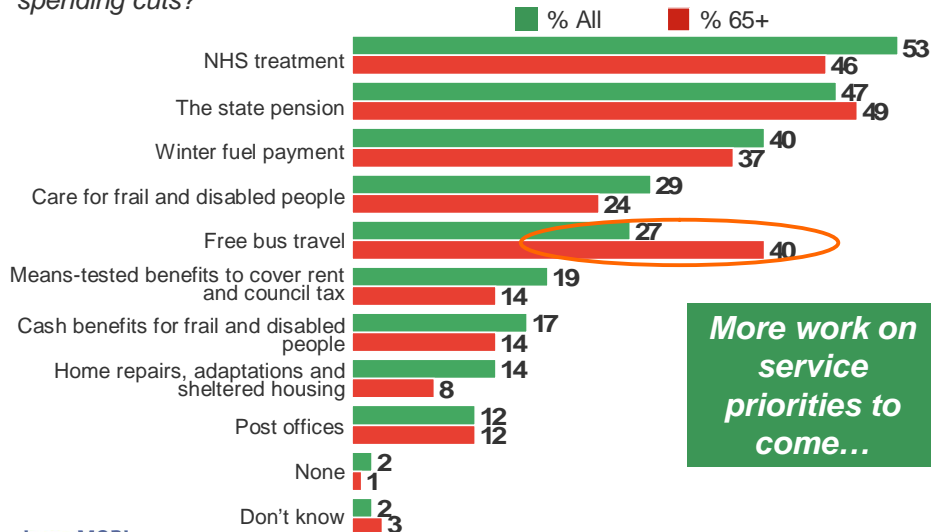
Depends on the language used

Base: British adults aged 18+ 19-21 June 2009, all who think some services should be protected (773)
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Source: Ipsos MORI Public Spending Index

And what are the specific priorities?

People aged over 65 benefit from a wide range of government spending. In your view, which two or three of the following are most important to protect from spending cuts?



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Base: 1,253 British adults 18+ including 235 aged 65+, 27th August – 5th September 2010

Source: Ipsos MORI/Age UK

Mixed views of private sector involvement – and low awareness of voluntary sector capabilities

- Private sector seen as efficient by some
 - But concerns about the impact of the profit motive
 - Previous experiences not always good
- Low awareness and misunderstanding of third sector role
 - Do they have the right skills?
 - Can volunteers really provide services?

With the best will in the world, a voluntary person is not as skilful at the job as someone who was employed and paid to do the job, we would hope anyway.

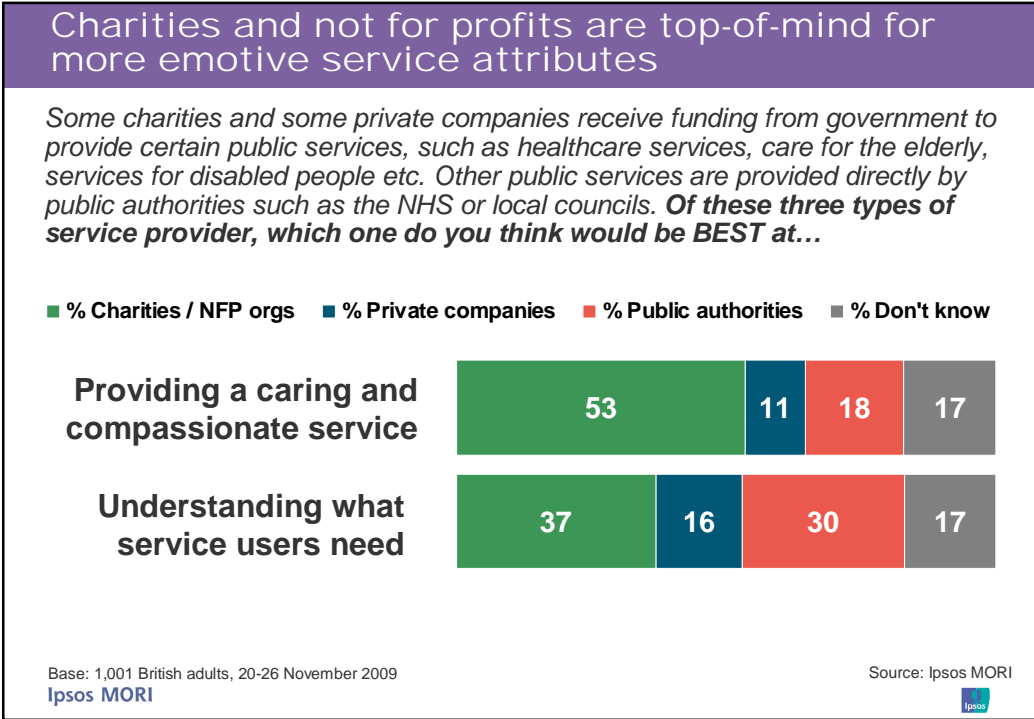
Male, 65+, Kent

A lot of services would obviously be better if there was competition...but there has got to be certain services that are provided no matter what and don't work for a profit, they have a conscience.

Female, 16-24, London

Ipsos MORI Source: Ipsos MORI/2020 Public Services Trust, 2010





What principles do people think should guide funding?

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Public opinion research on social care funding

A literature review on behalf of the Commission on the Funding of Care and Support

February 2011

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Understanding how care system works and planning accordingly

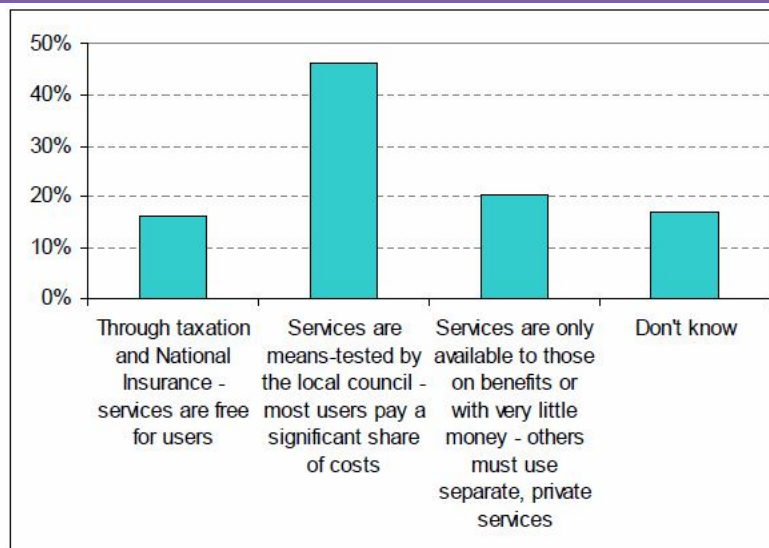
- Awareness of how care services are funded very low
 - People often have no plans to save for care needs
 - Linked to low awareness about social care overall?
- Some evidence that people favour mechanisms to pre-pay
 - In practice few expect to join one
- Very little research exploring social norms around planning for care needs

Confusion about how funding works

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Under half get it right



Base: Online survey of 1,993 British adults, April 2009

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Source: ippr/PwC 2009

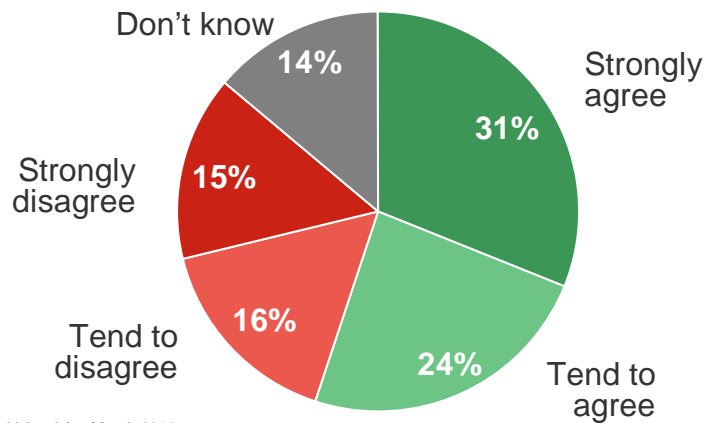


And over half think it will be free

Q And please tell me whether you agree or disagree with each of the following statements?

■ % Strongly agree ■ % Tend to agree ■ % Tend to disagree ■ % Strongly disagree

If I need to use care and support services in the future, these will be free



Base: c900 British adults, March 2010

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Source: Ipsos MORI /DH Care and Support Green Paper Tracking

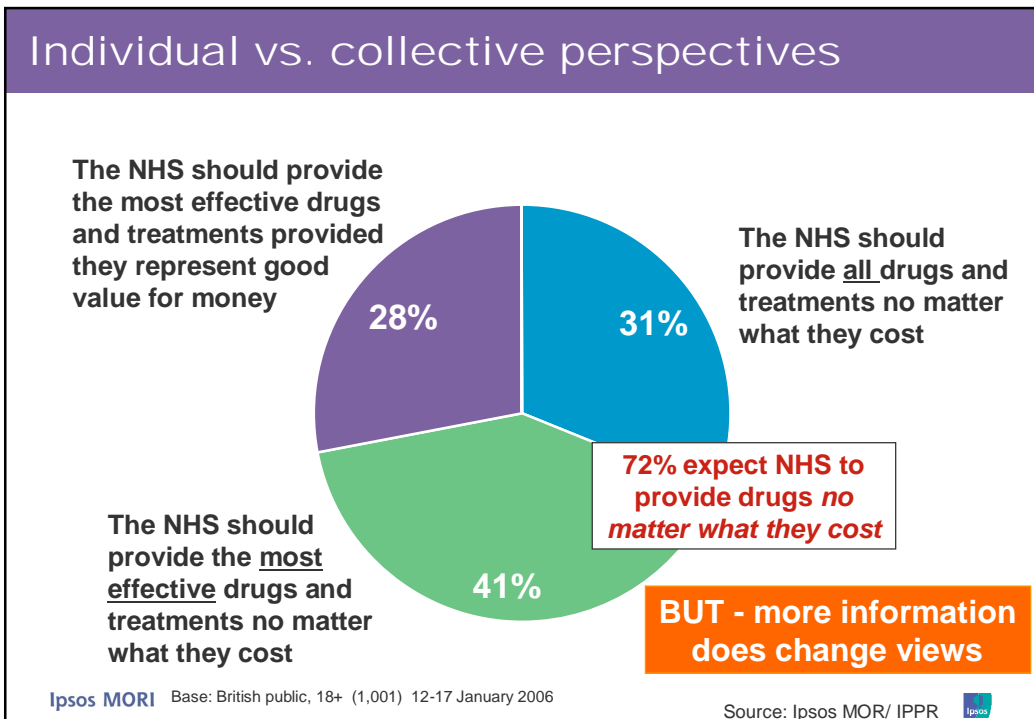
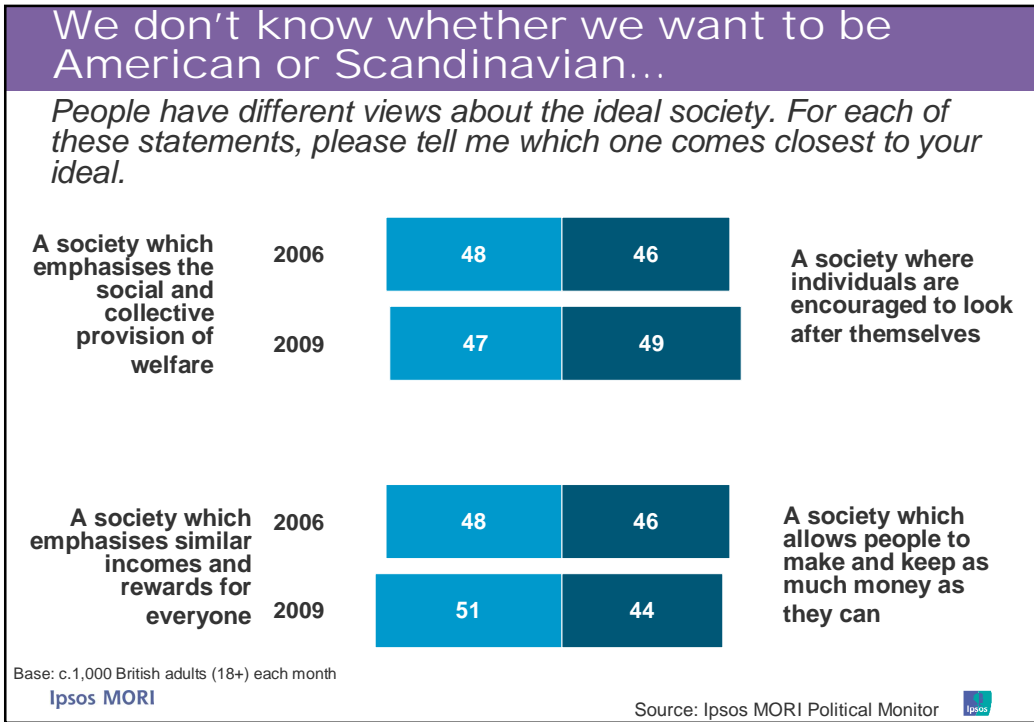
Protection against the future cost of care and support

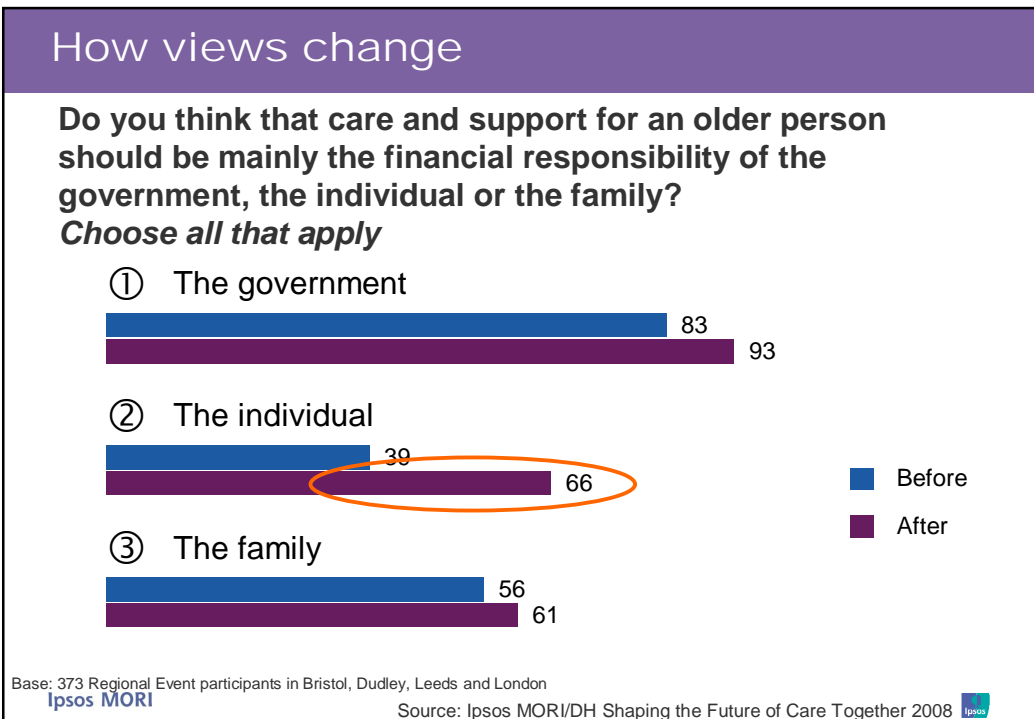
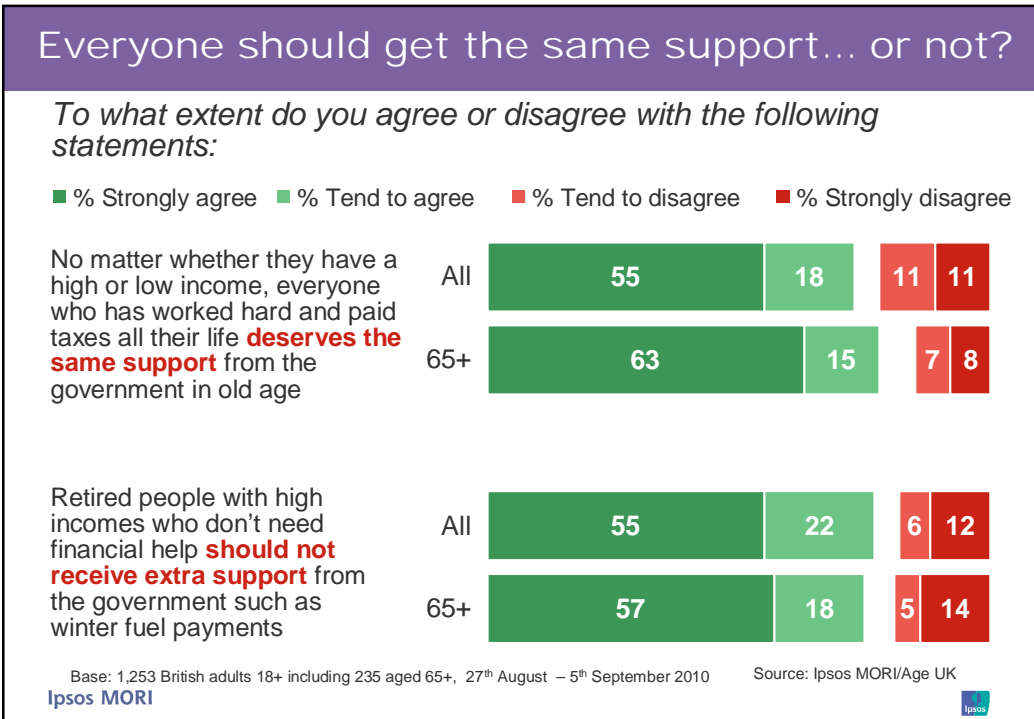
- Public demands on government high, with most people agreeing that the state should be responsible
 - Perception gap with current reality?
 - Britons more willing to share responsibility than in some other countries
- People seem to accept the need to plan financially for their retirement, but don't necessarily include social care needs
- Resistance to compulsory responsibilities on families is strong

Tensions around who should be responsible

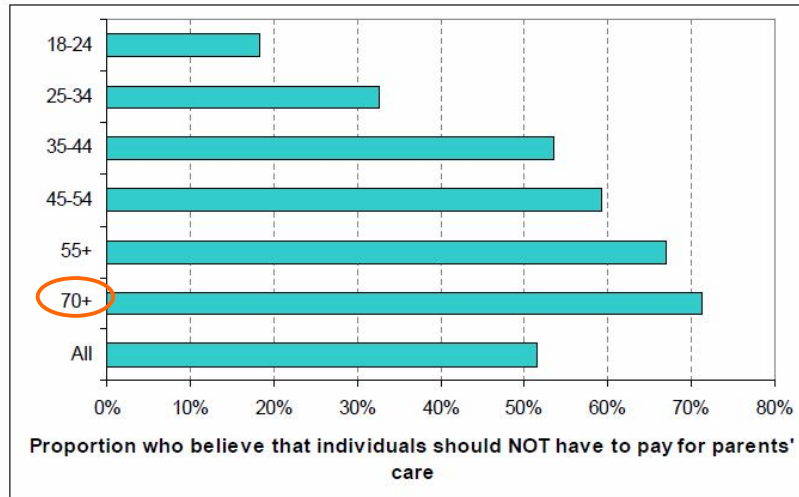
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Belief that people should pay for parents falls with age



Base: Online survey of 1,993 British adults, April 2009
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Source: ippr/PwC 2009 

What influences views of funding options?



FAIRNESS – different definitions

RISK – different attitudes

BELIEFS – collectivism vs. individualism

Linked to income and life stage

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Source: DH/Dilnot Commission 

The meaning of fairness?

Partnership

“Partnership seems to be the best of the 3 options. This seems the **fairest option**. Both the other options involve people who have already contributed all their working lives in paying out yet more money regardless of whether they need care or not.”

Insurance

“The Insurance option would be easier to collect, more affordable to more people during their earning years, produce more income for the scheme and be **fairer to all**.”

Comprehensive

“The Partnership model appeals on a selfish level but the Comprehensive model is **much fairer**, particularly with the payment deferral options.”

The meaning of fairness?

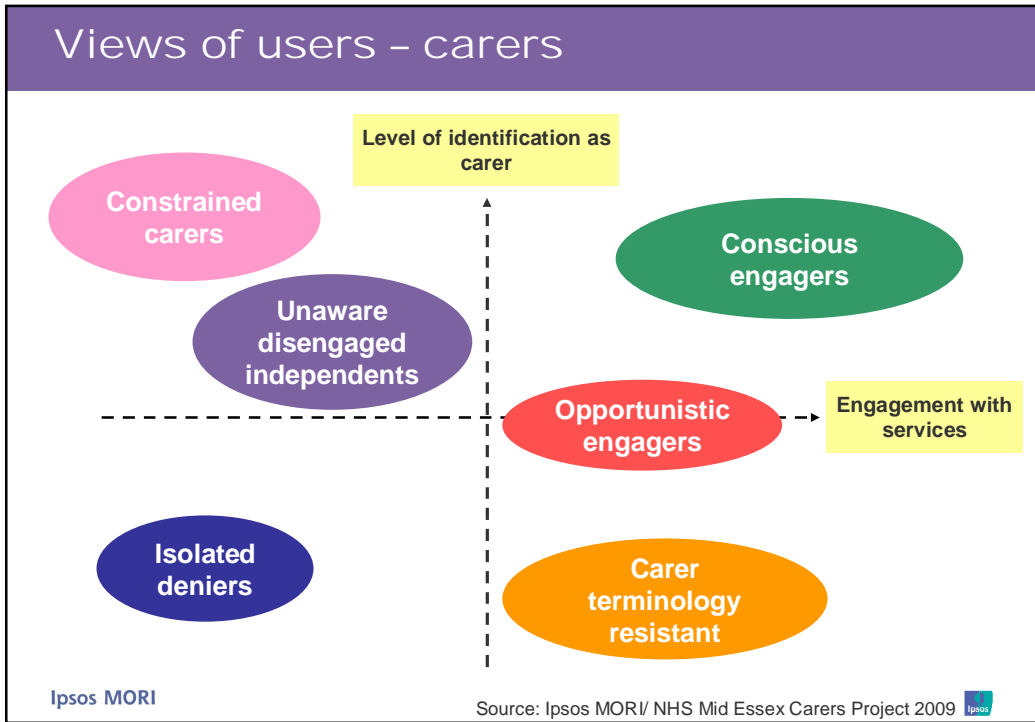
- Fairness in terms of equality between groups?
- Fairness to those who have paid tax thinking they will receive care free?
- Fairness to those who need care now?
- Fairness to carers?
- Fairness to those on low incomes?
- Fairness to subsequent generations?

How can these be reconciled?

What about people who use services?

Views of service users – personal budgets

- Personal budgets only offer social care users genuine choice and control over their care when they receive direct payments
- Managed budgets do not lead to real choice for users
 - These users tend not to realise they could exercise choice and control over their care, often continuing as under the previous system without being aware they receive a personal budget
- Users primarily interested good quality care, rather choice per se
 - Do not always know what they miss out on by not having choice and control
- Personal budgets, and direct payments in particular, can enable those within the social care system to use their budget innovatively
 - effective support planning and a well developed market of providers are instrumental in helping them get the most out of their personal budgets
 - http://www.nao.org.uk/publications/1012/oversight_of_care_market.aspx



Where next?

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In conclusion...

- The backdrop of the NHS: the default setting for funding
- Huge communication challenge - bringing the public up to speed
 - Two-track: inside and outside the system
 - Cultural change: towards ageing and expectations of the state
- Politicians will have to reconcile competing perspectives and demands
- Over to you!

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