

*The Perils of
Perception – or
why are people so
“ungrateful”?*

Ben Page, Chairman

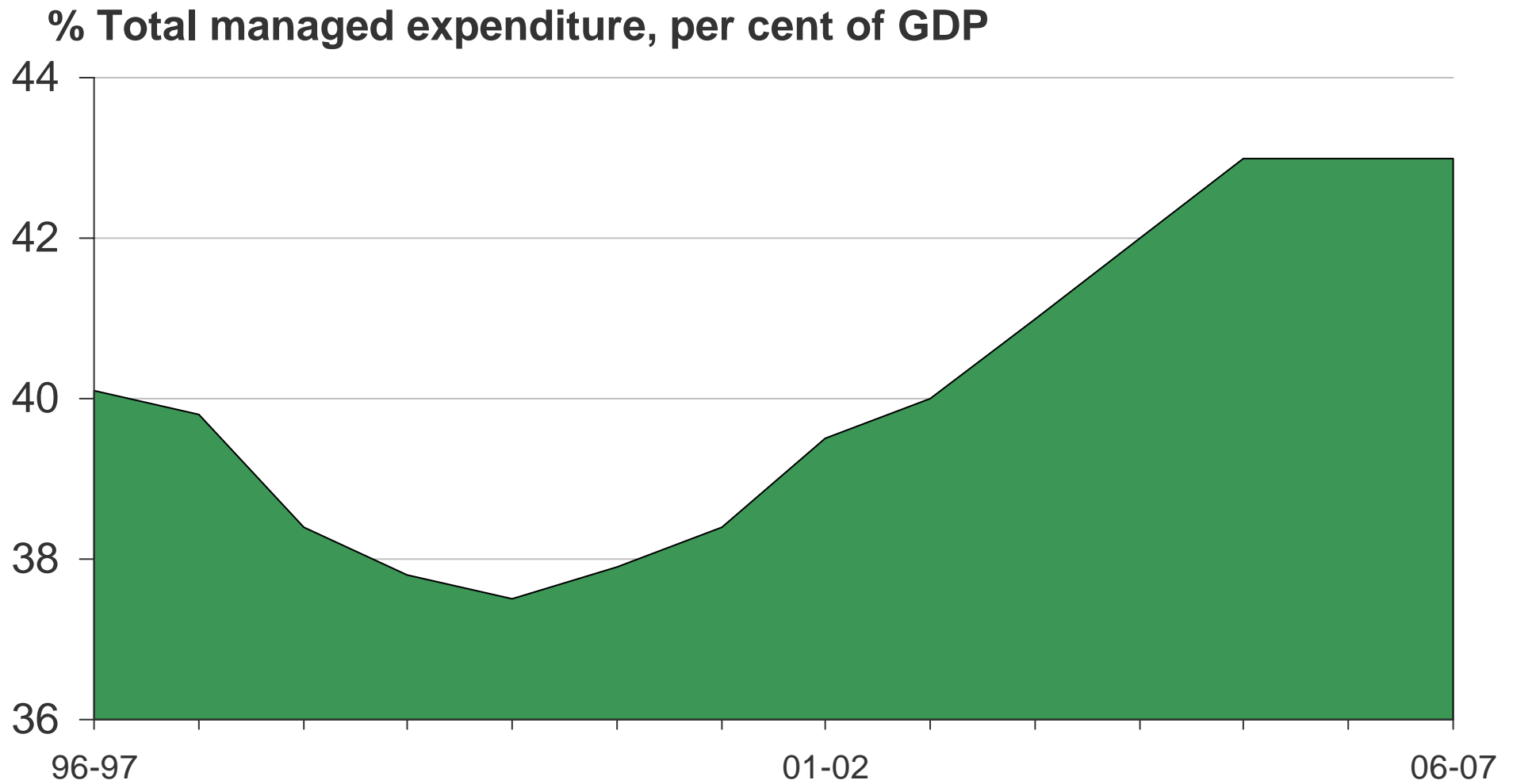
Ipsos MORI Social Research Institute

ben.page@ipsos-mori.com

Ipsos MORI



We spent the money.....

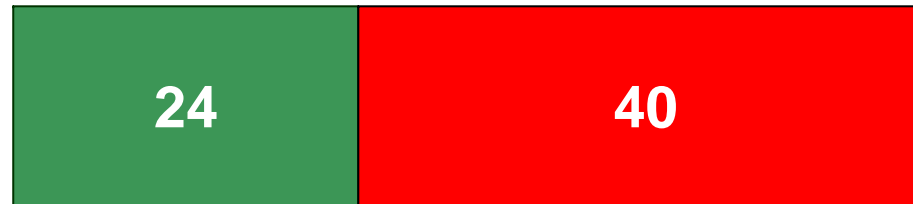


The results.....

Q *Generally speaking do you think that Britain as a place to live is getting better or worse or is it staying the same?*

% better % worse

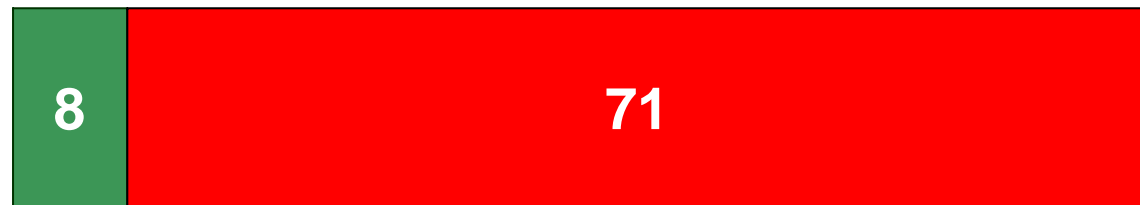
July 1998




May 2007



June 2008



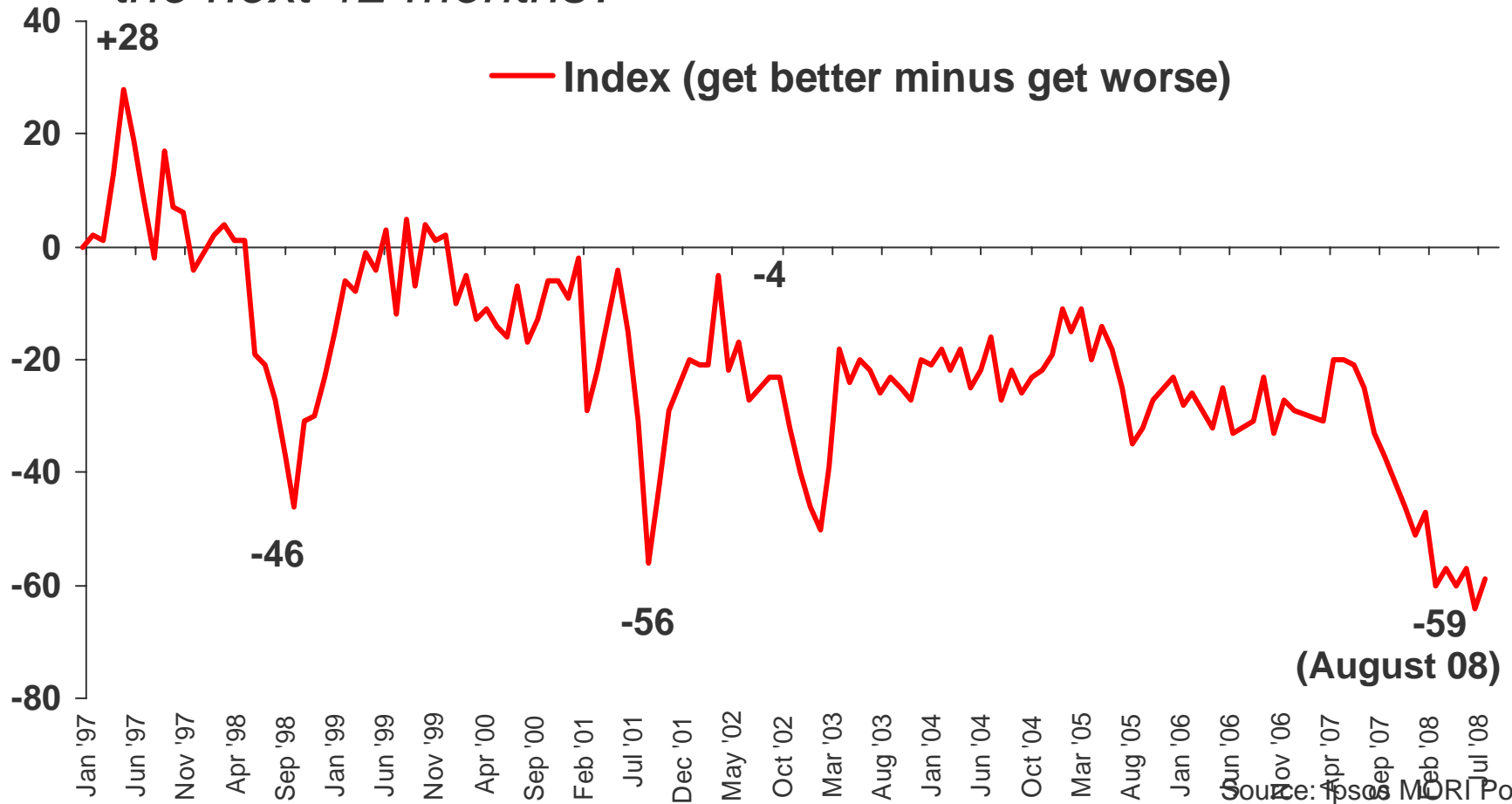
Base: 2,019 British adults, 9 May-5 June 2008



Britain as a
whole is in
economic
decline...

Ipsos MORI Economic Optimism Index

Q Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c. 1,000 British adults each month

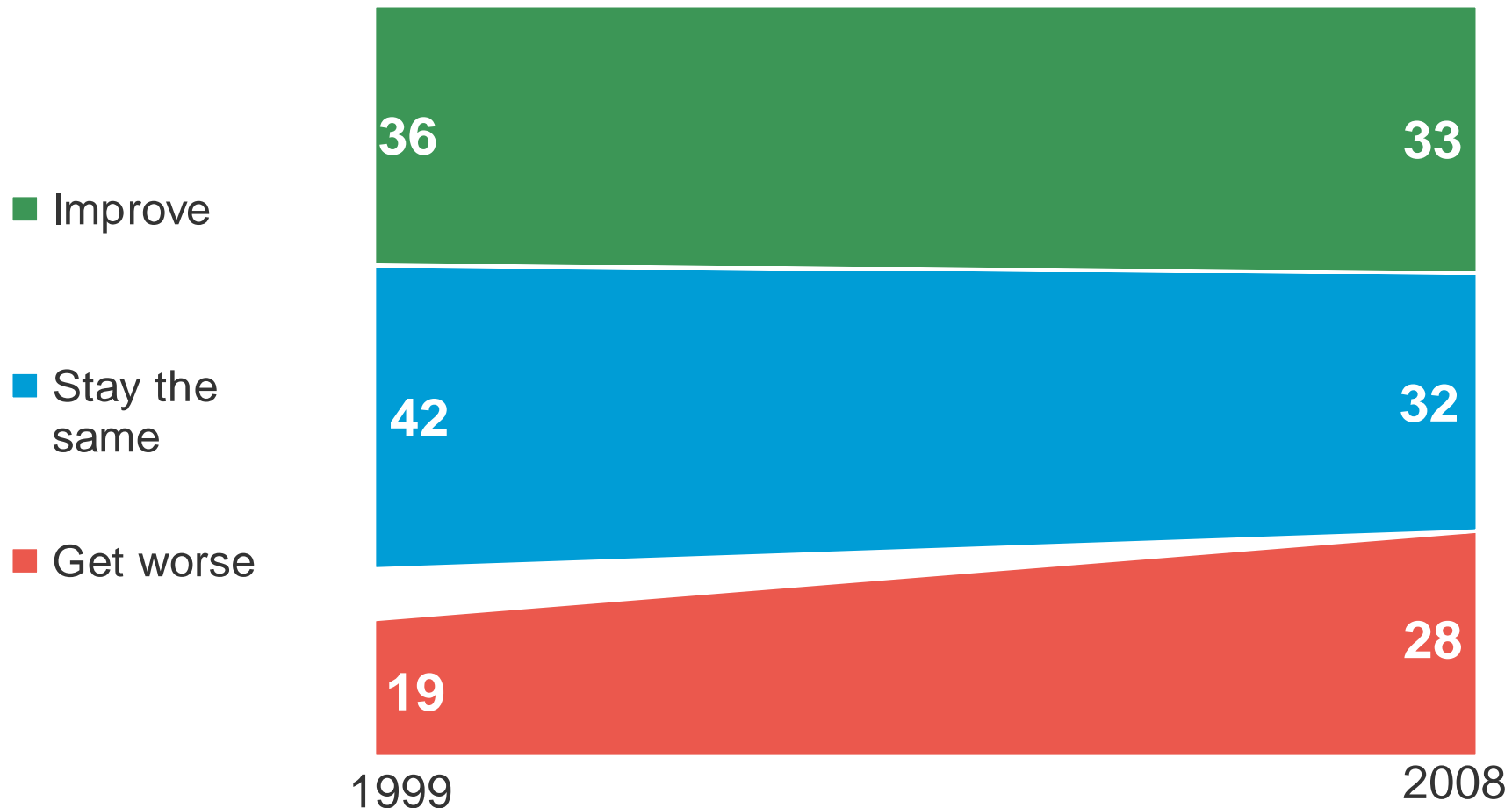
Ipsos MORI

Source: Ipsos MORI Political Monitor



But little change in personal expectations?

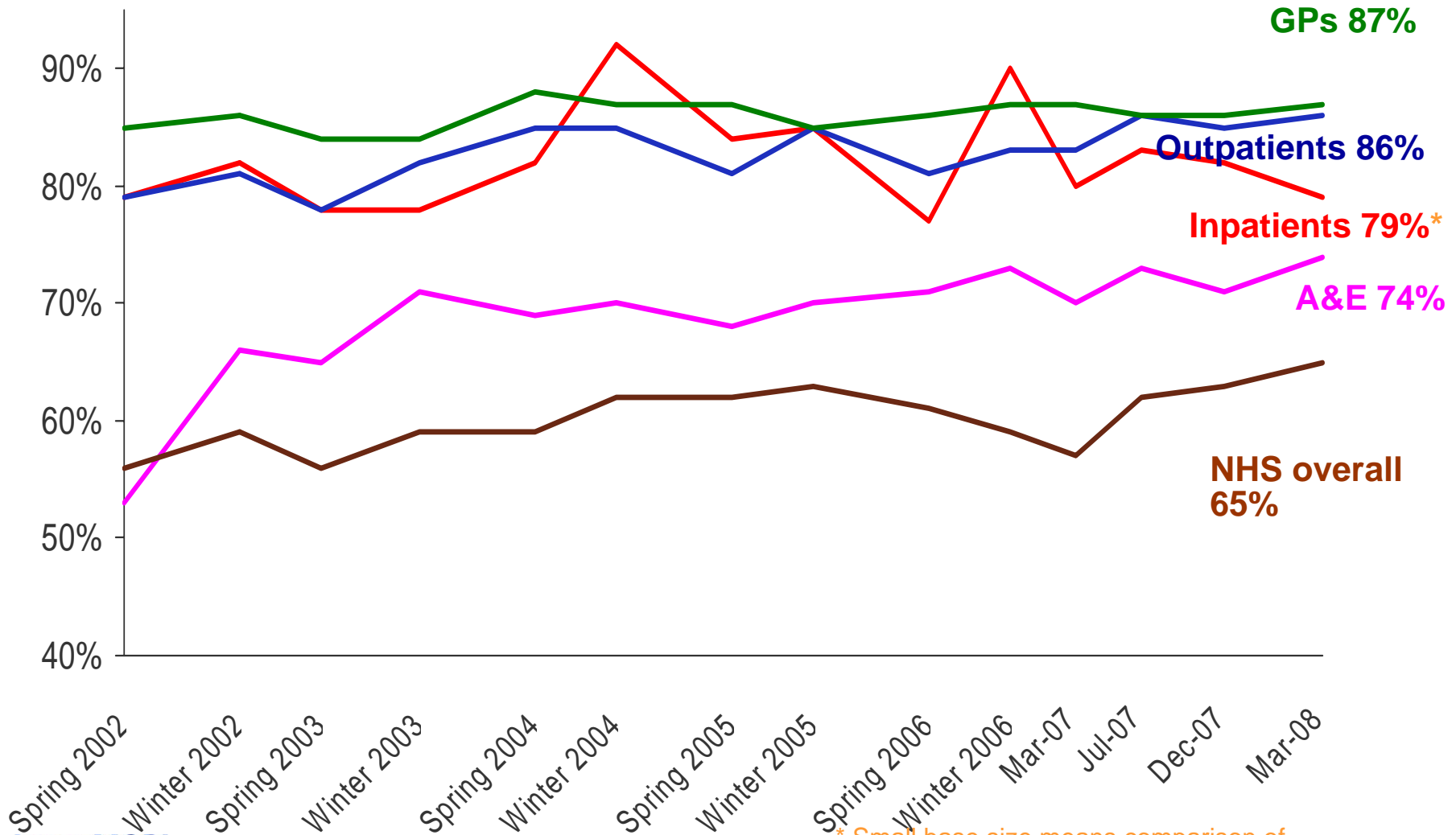
Looking at your personal circumstances in the coming years, would you say that you think they will improve, stay the same or get worse?



Base: 2,019 British adults,

Patient satisfaction at all time high!

% Satisfied




Ipsos MORI

Base: English adults aged 16+ (c.1,000 per wave)

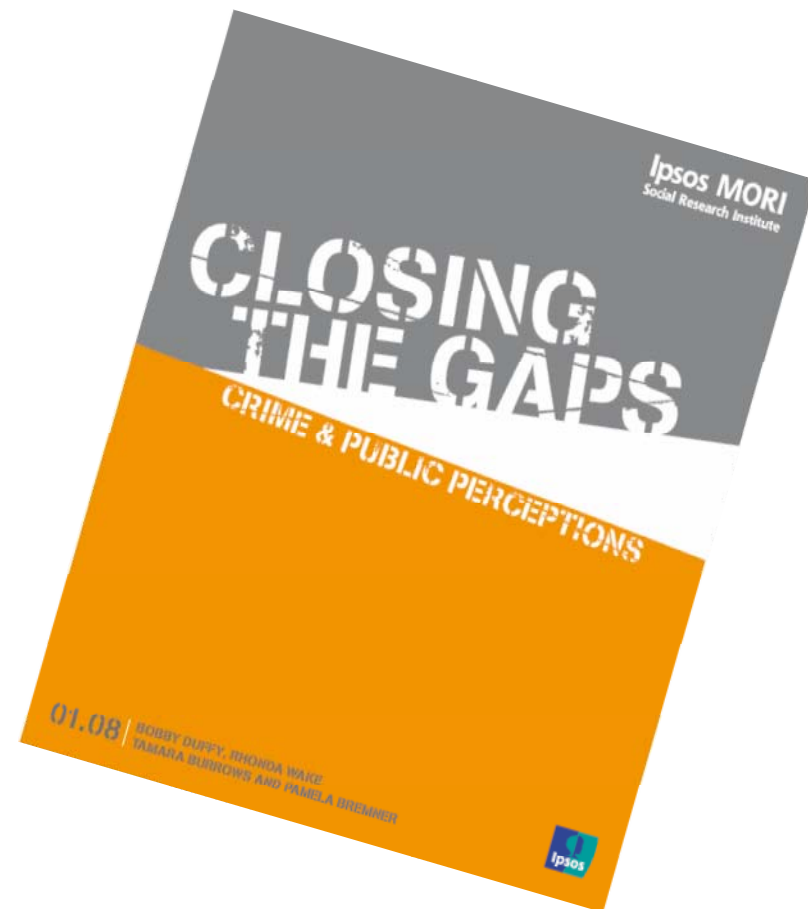
* Small base size means comparison of figures and trends is indicative only





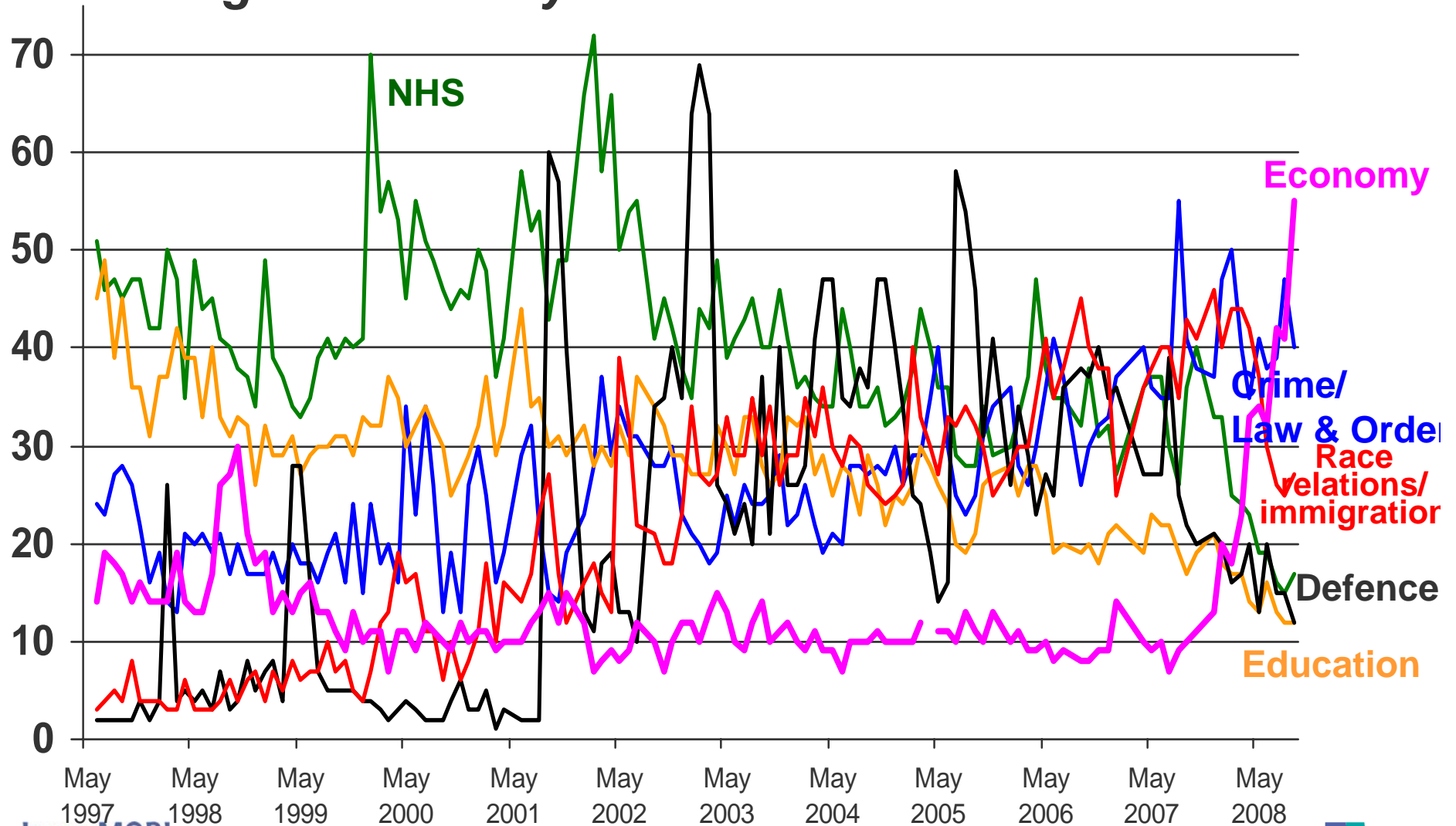
But 56%
believe NHS is
in crisis

Look at crime



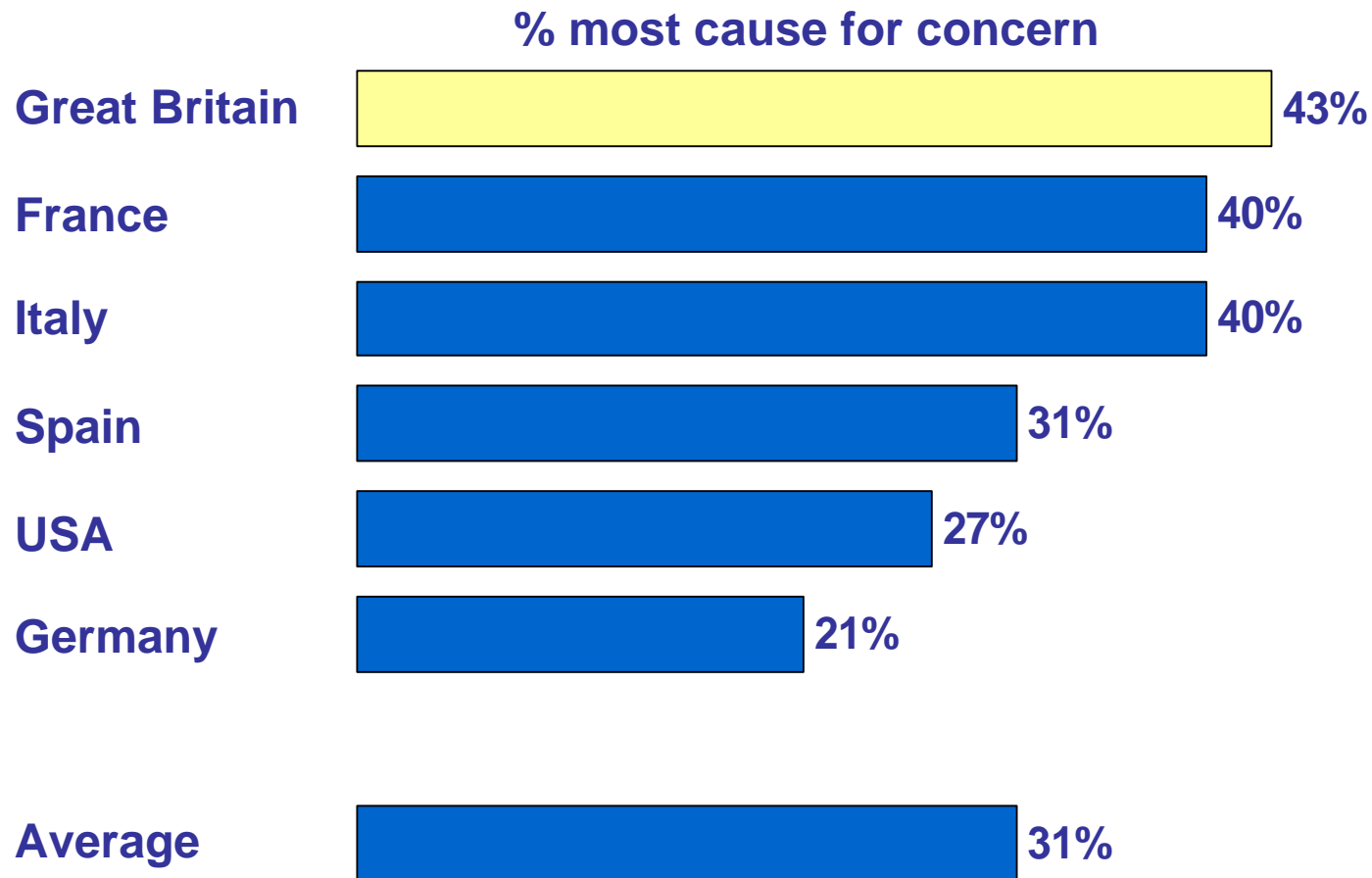
Only just usurped by market storms

Q *What do you see as the main/other important issues facing Britain today?*

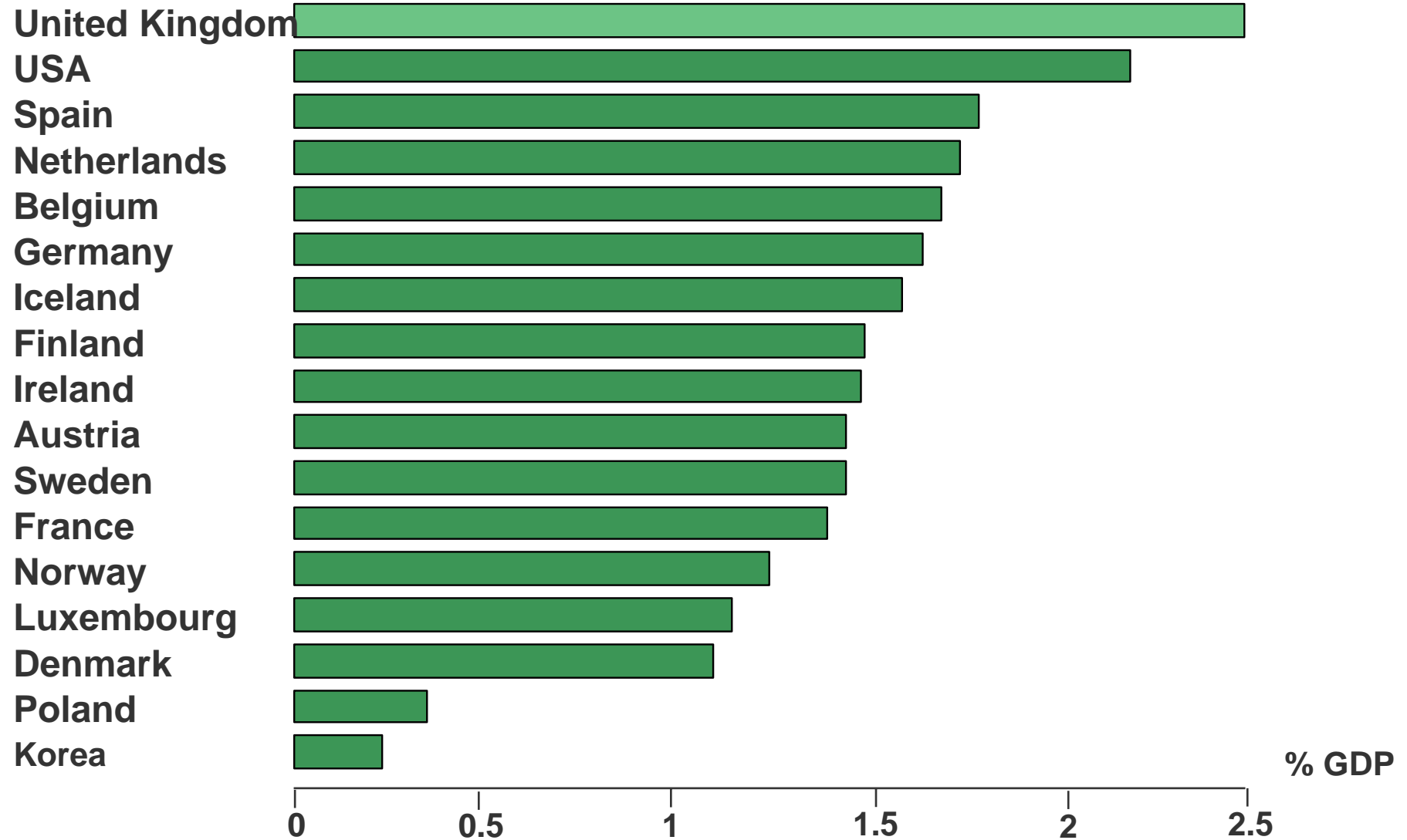


More worried than most places....

Q. Which three of the following eleven topics do you find the most worrying in your country? – Crime and violence



And spend more than any OECD country on it

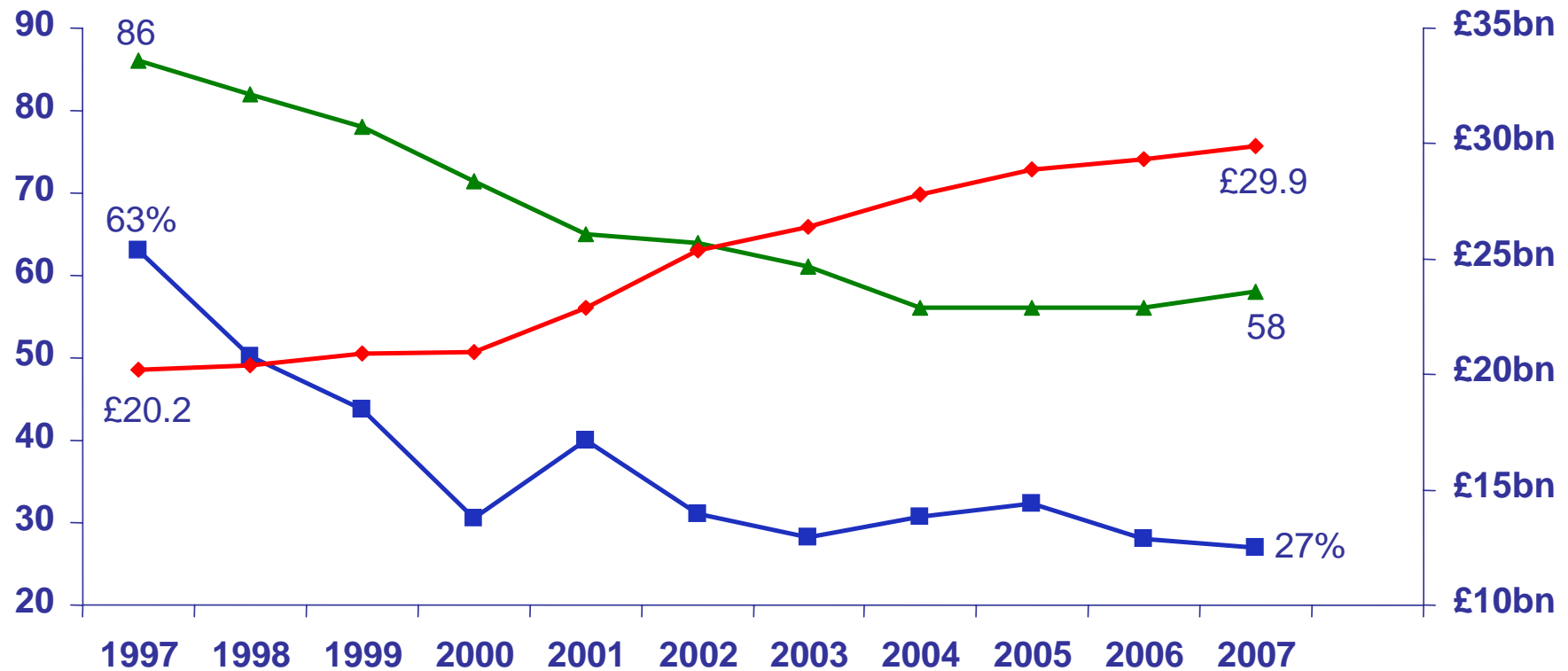


...and confidence in the government has collapsed...

% confident /
crime incidents
index

- ◆ Crime Spending
- Confidence in govt to crack down on crime %
- ▲ Crime Incidents Index

£ crime
spending

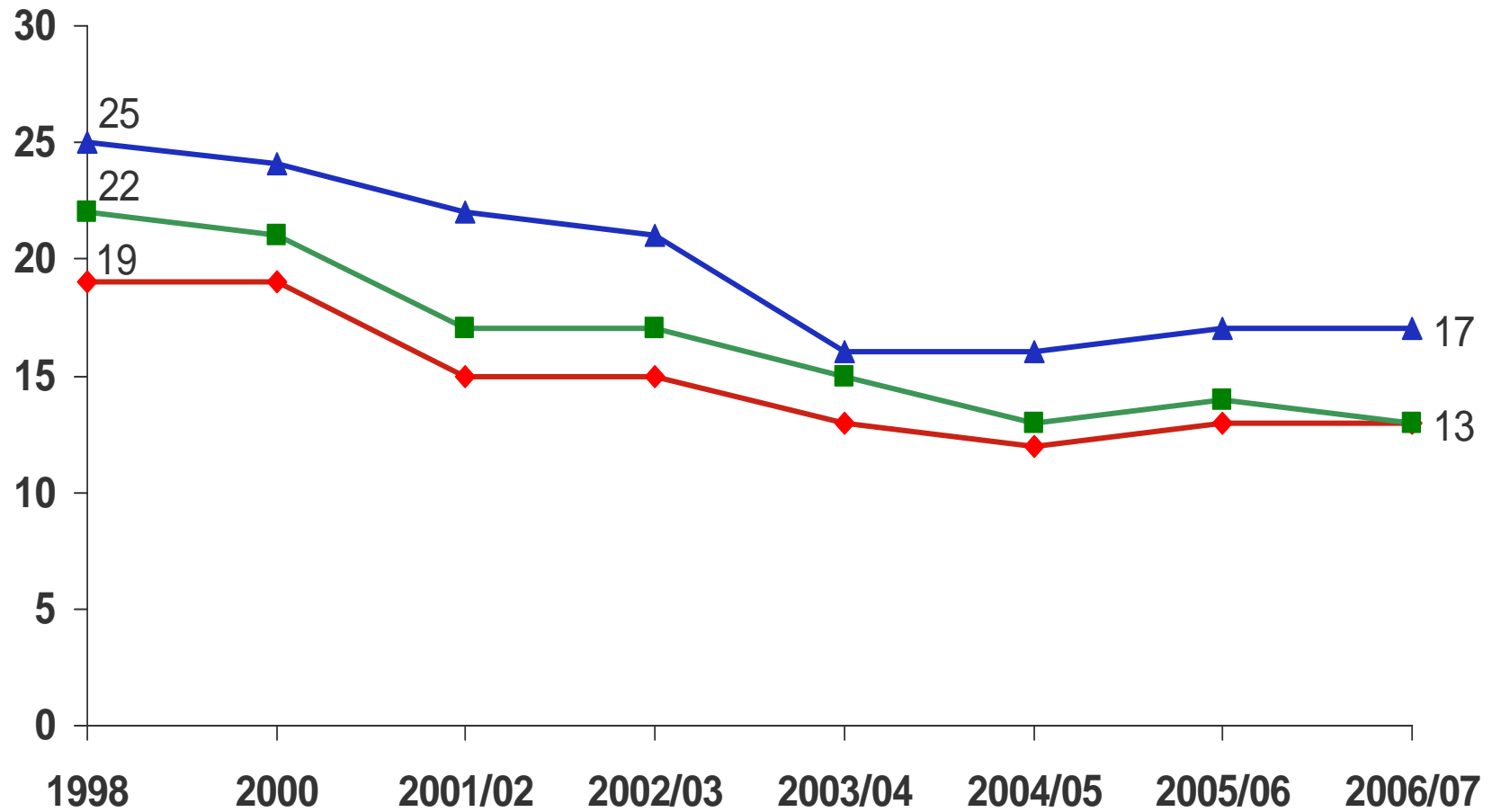


Sources: Ipsos MORI International Social Trends Monitor/Delivery Index (average percentage over year); HM Treasury, HM Treasury (2007) *Public Expenditure Statistical Analyses 2007* Crown Copyright; Nicholas, S., Kershaw, C. and Walker, A. (2007) *Crime in England and Wales 2006/07* Home Office Statistical Bulletin 2nd Edition, Crown Copyright [Index is against number of crimes 1995]

But falls in concern about specific crimes....

% very worried

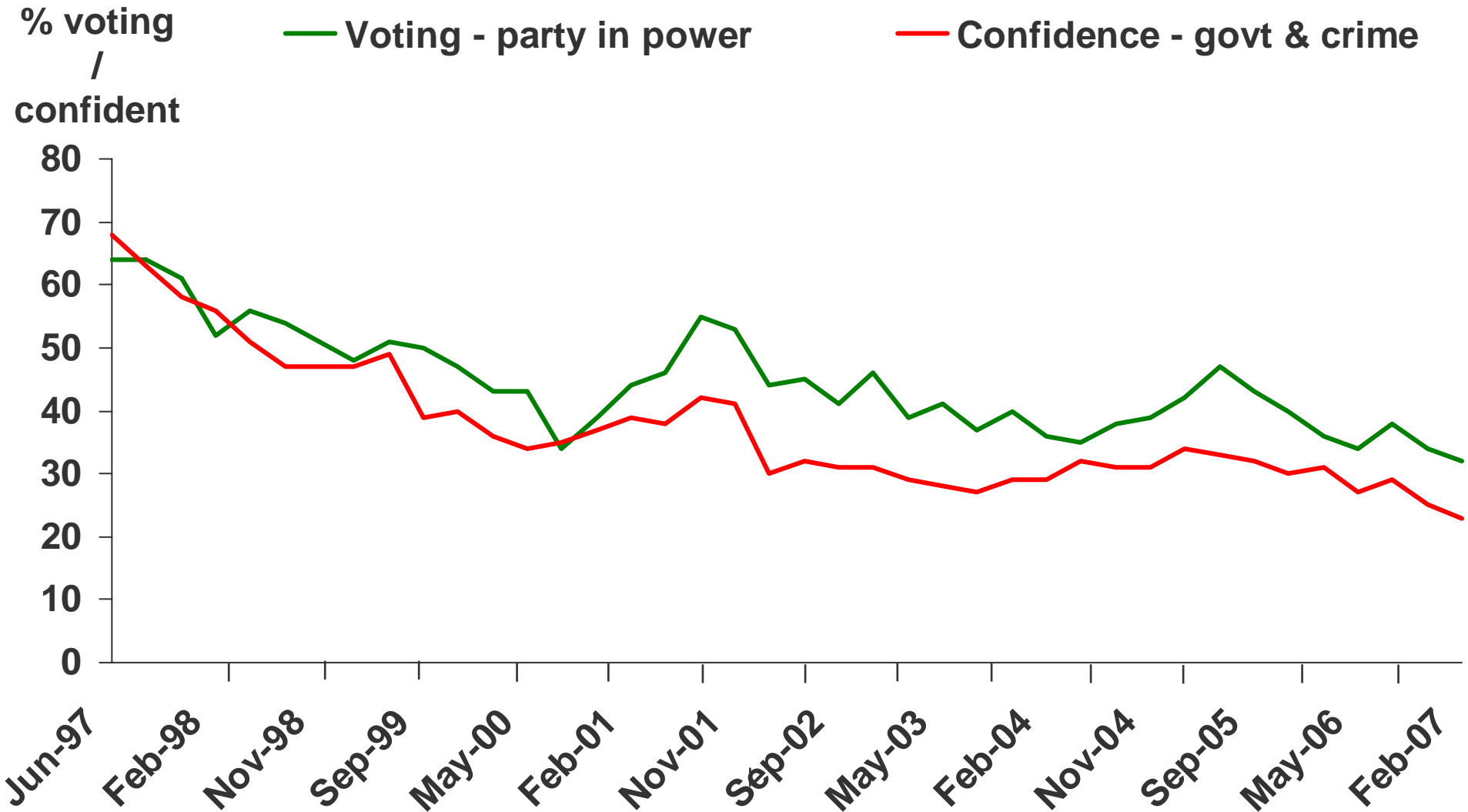
◆ Burglary ■ Car crime ▲ Violent crime



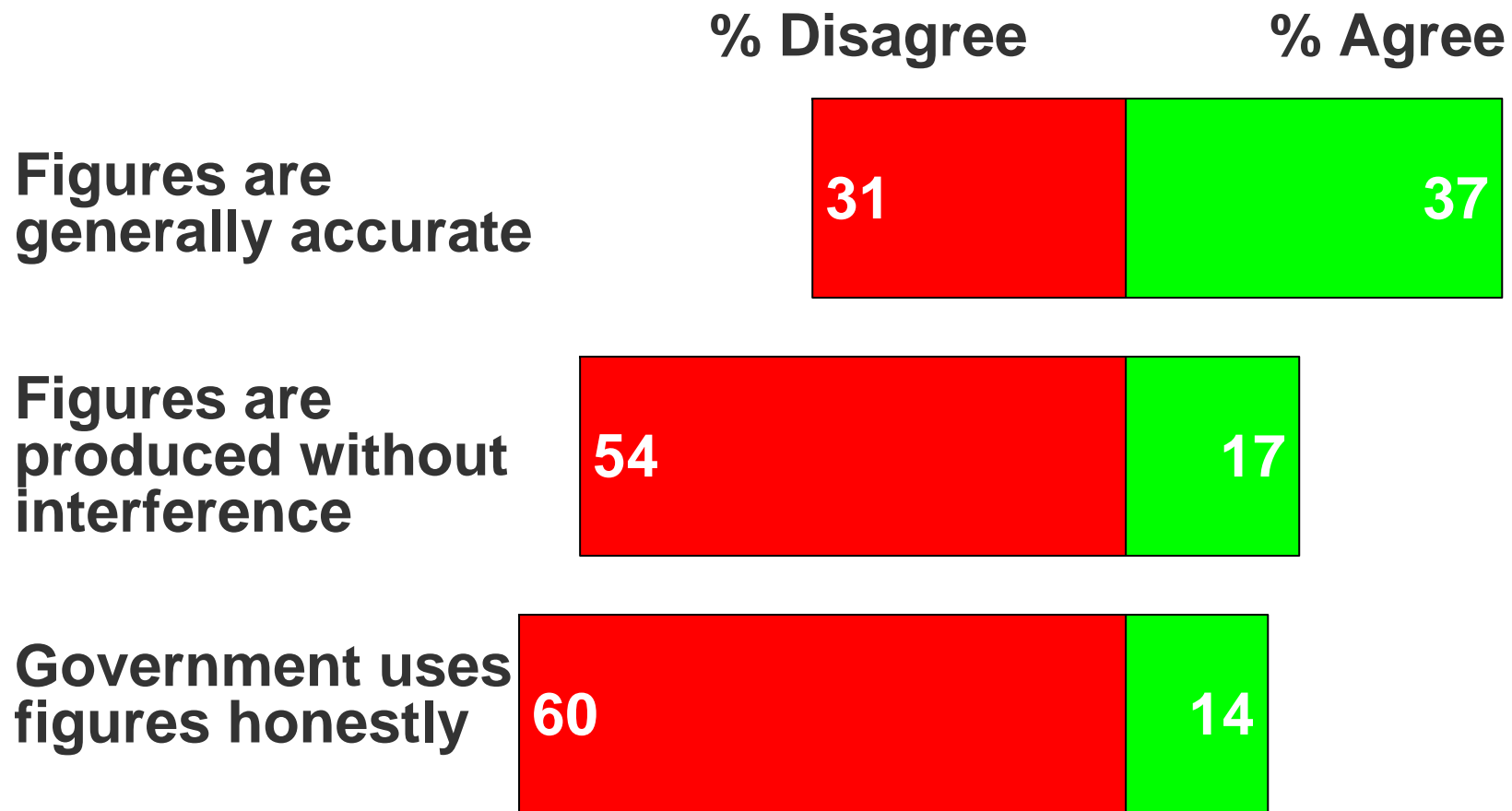


Government
is to blame

Voting intention and confidence in crime reduction

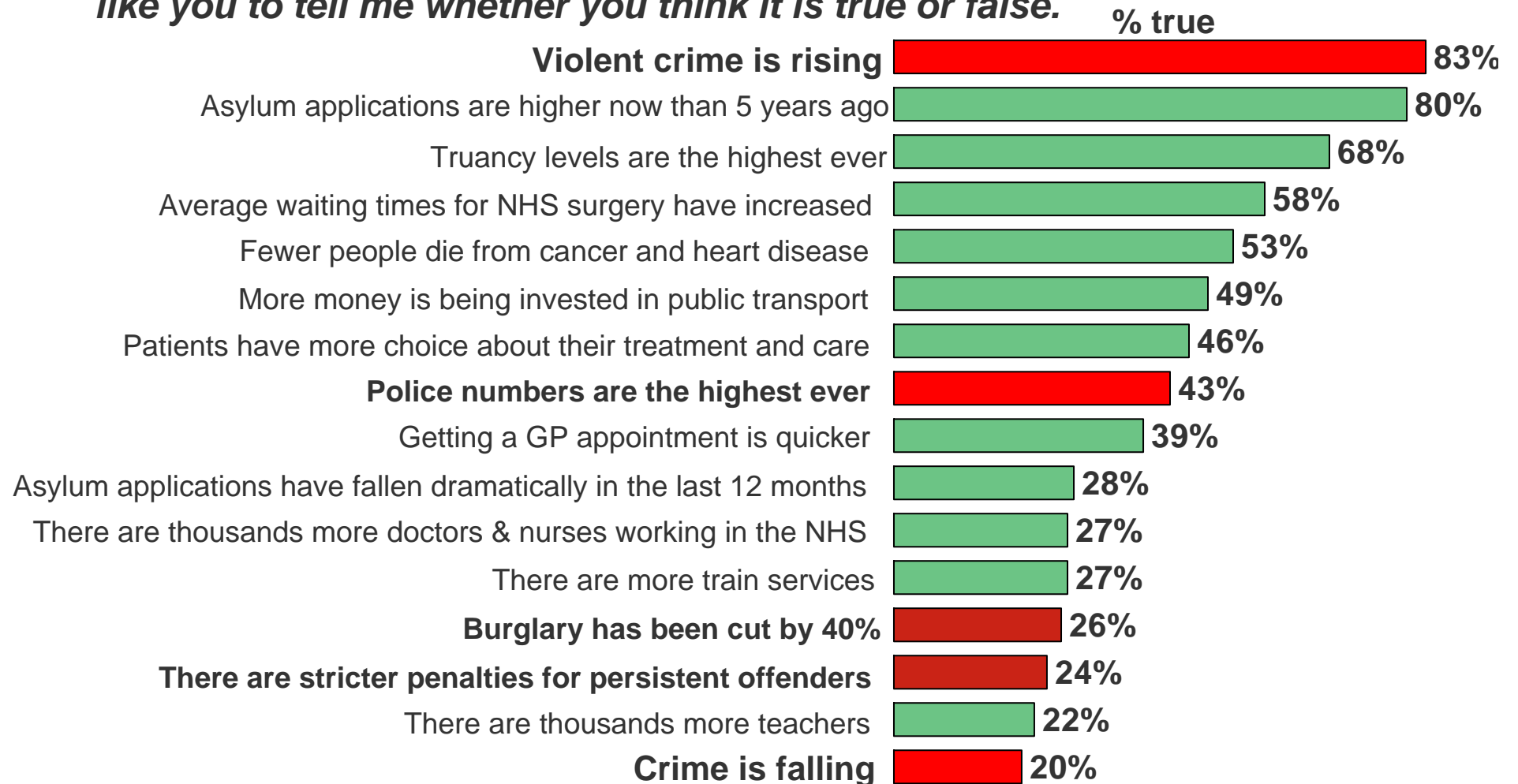


Real suspicion about statistics...



Many “facts” are not believed

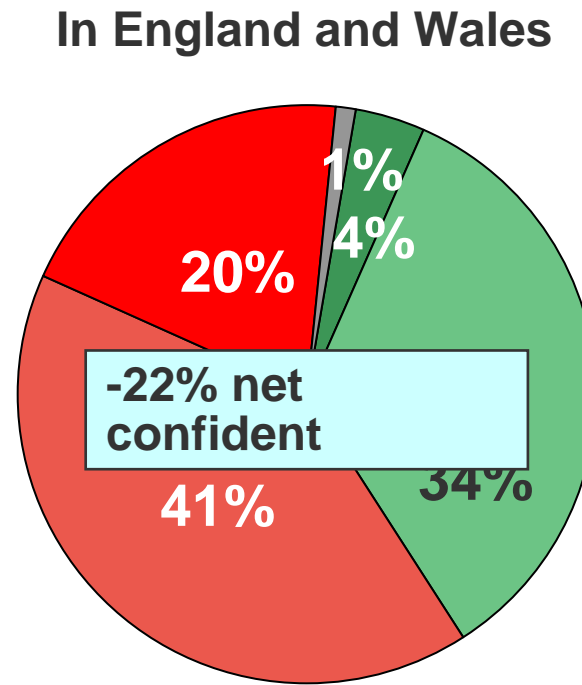
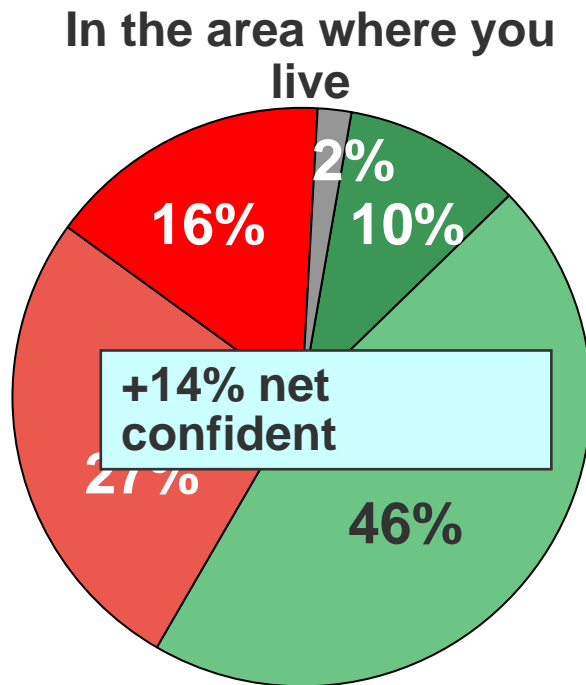
Q. I am now going to read out a number of statements about how Britain’s public services have changed over the last few years. For each one I would like you to tell me whether you think it is true or false.



Local and
personal
optimism,
national and
collective
pessimism

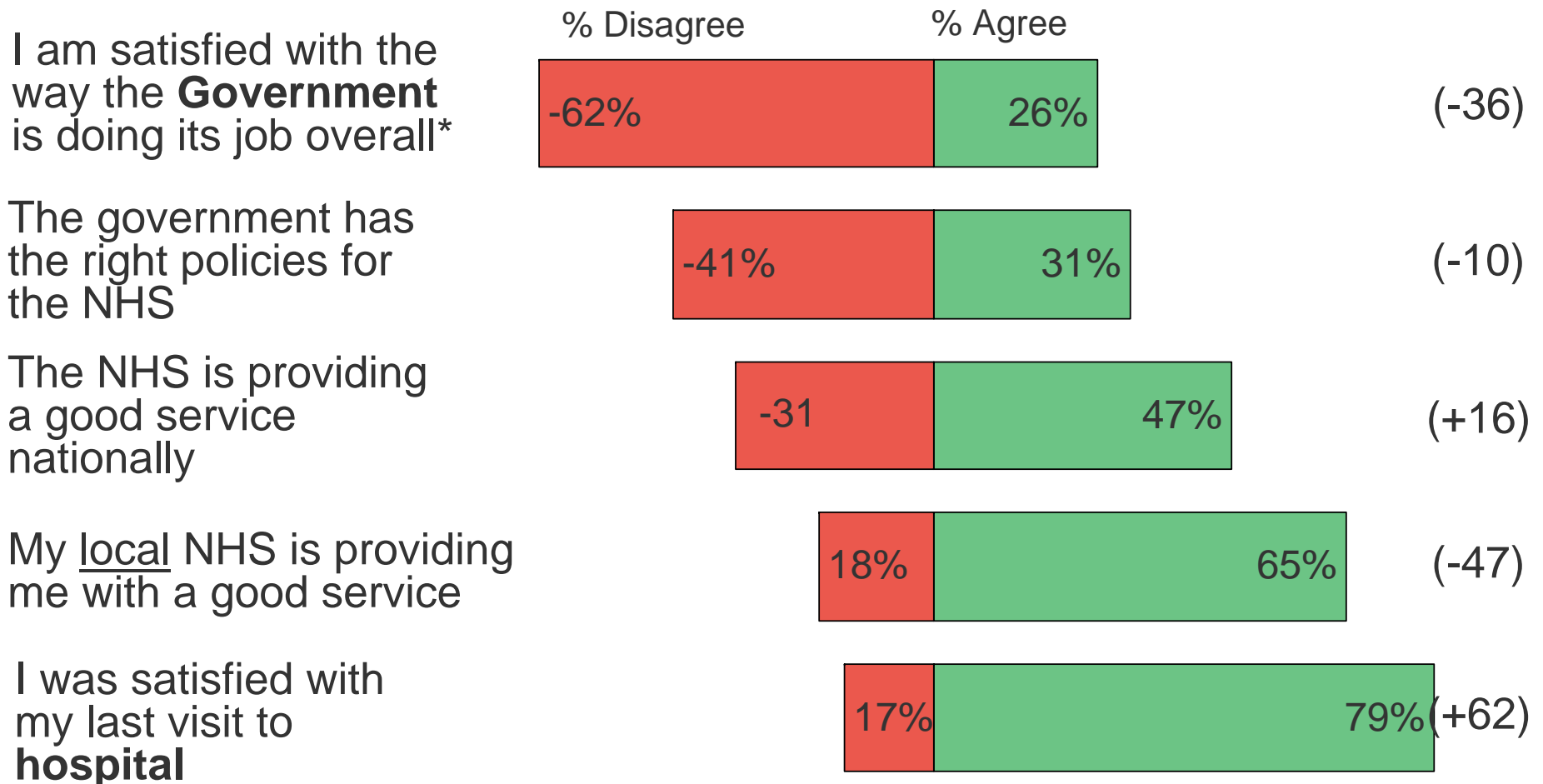
The local versus national perception gap

Q. Overall, how confident are you about the way crime is dealt with...?



The gap in the NHS

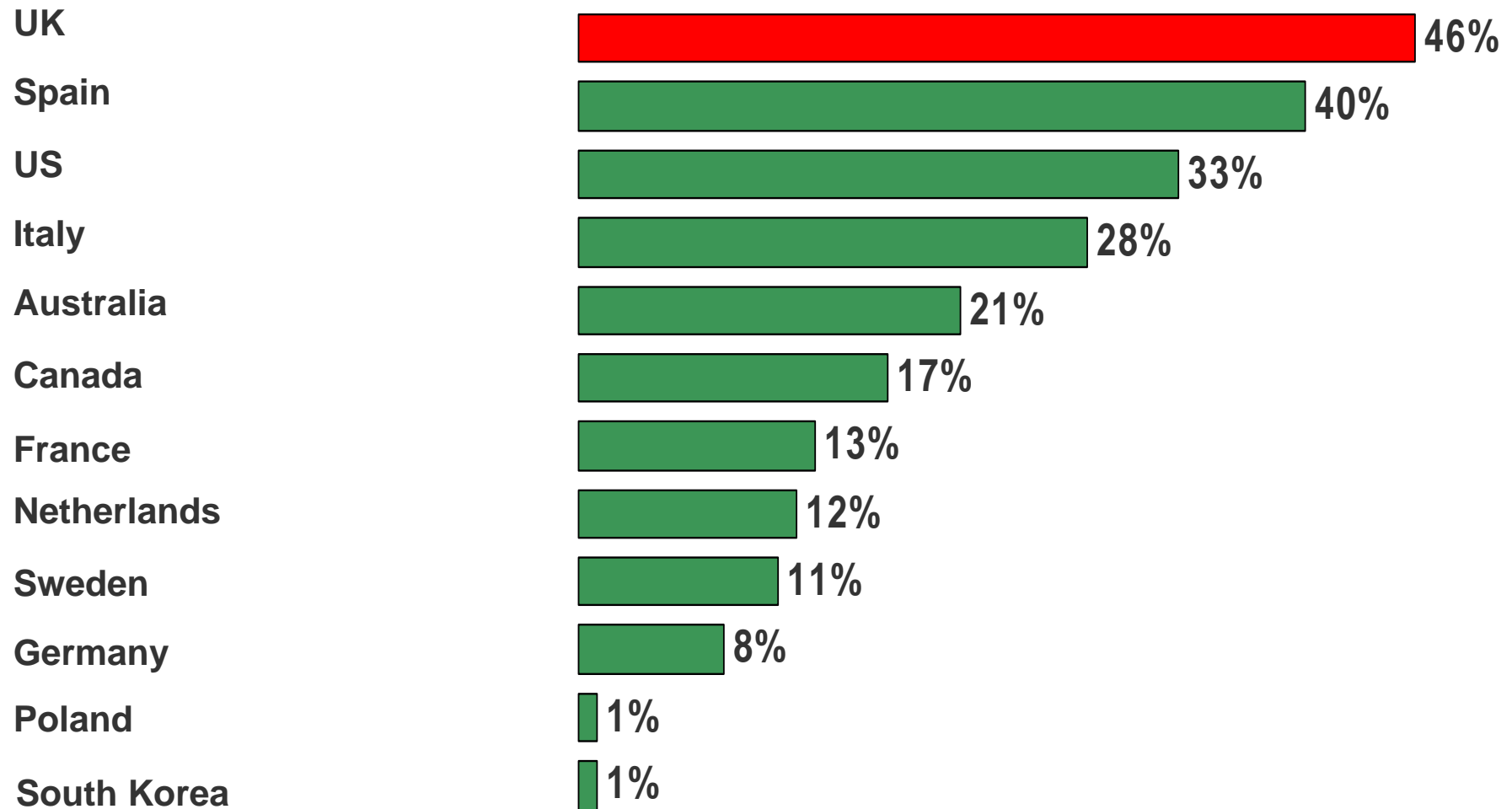
Q To what extent, if at all, do you agree or disagree with the following statements?



Ipsos MORI
Base: All respondents (1,031)

National Issues – Immigration Control

Q: Which three of the following topics do you find the most worrying in your country? – Immigration Control



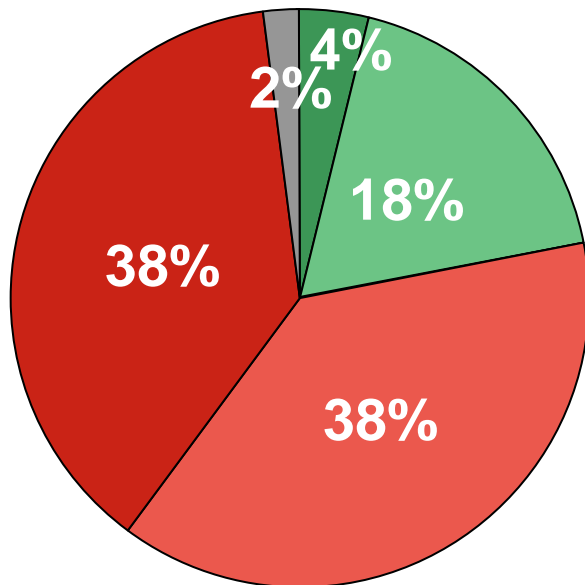
Immigration a problem?

Q5 Overall how much of a problem, if at all, do you think is immigration in Britain at the moment?

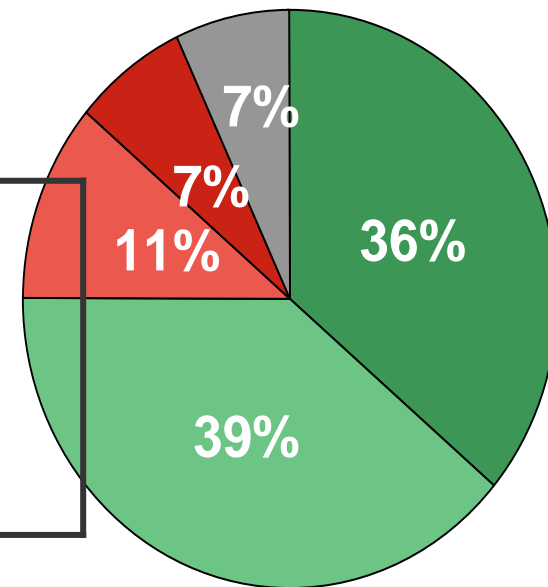
Q6 How much of a problem, if at all, is it in your local area?

■ Not a problem at all ■ Not a very big problem ■ A fairly big problem ■ A very big problem ■ Don't know/no opinion

In Britain



In your area



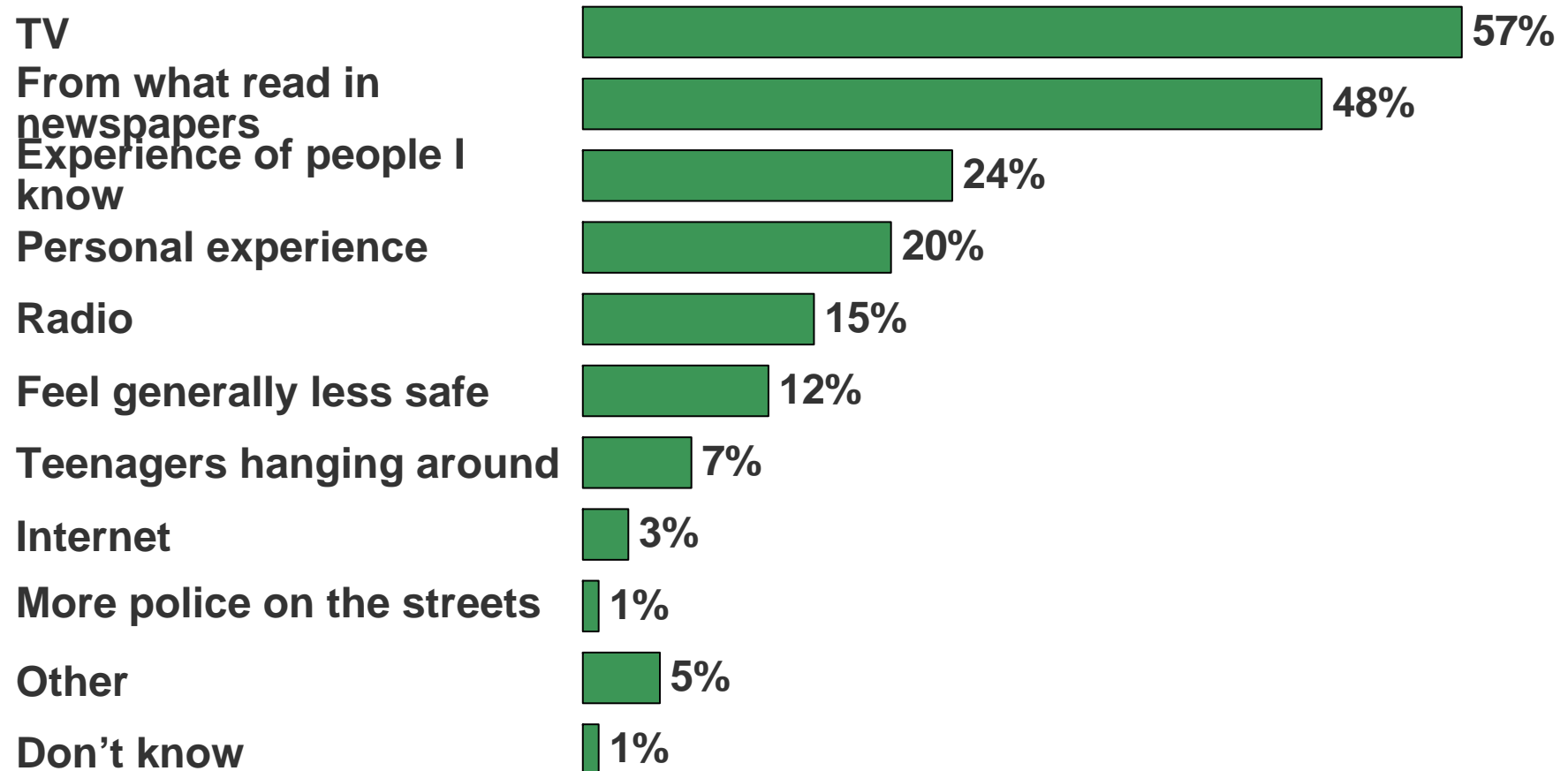
Very/fairly big problem:
Britain: 76%
Local area: 18%

The media are
to blame

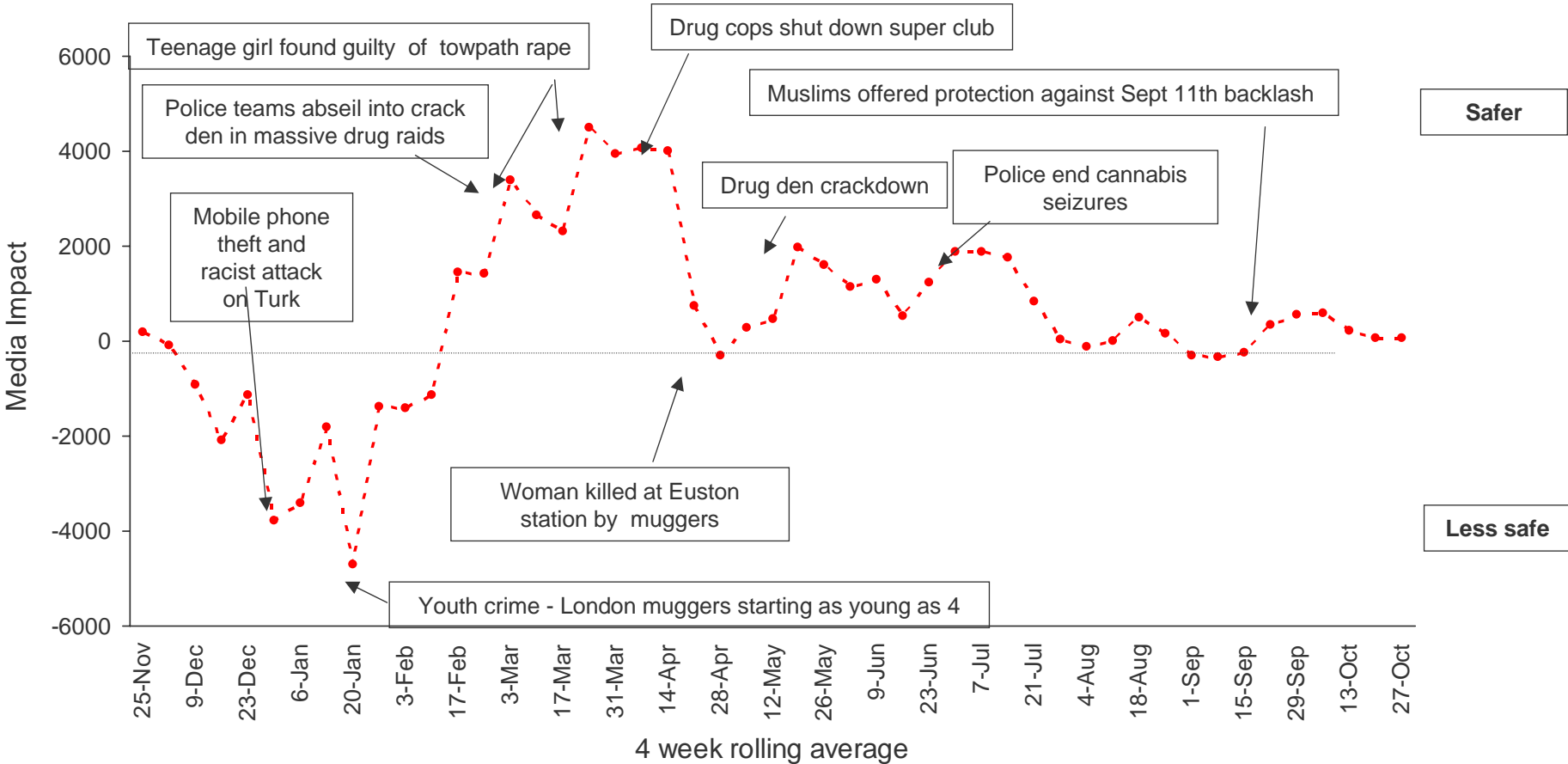


Why do people think there is more crime?

Q. What makes you think that there is more crime than two years ago?

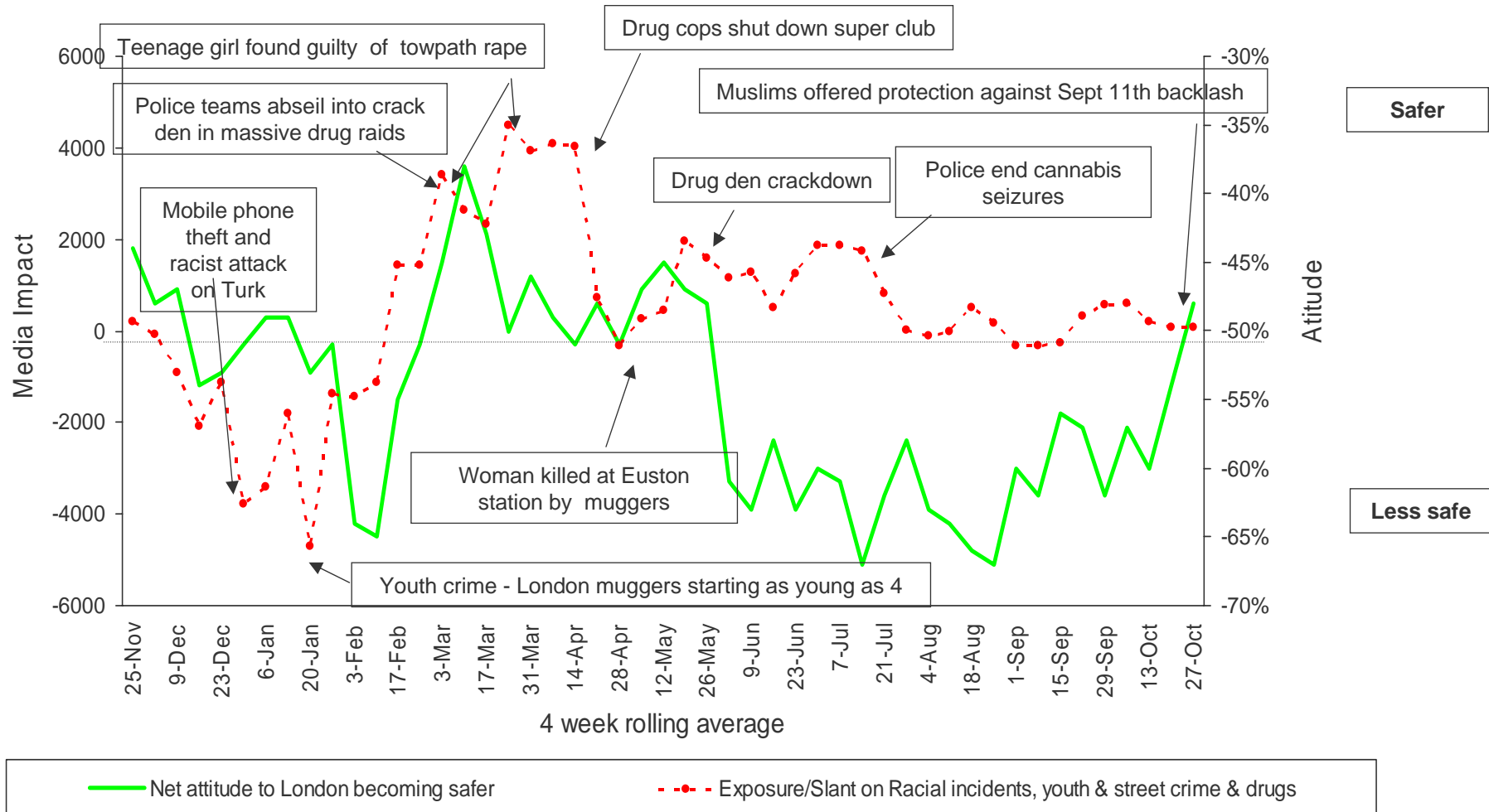


Media Impact on Fear of Crime in London



- - - Exposure/Slant on Racial incidents, youth & street crime & drugs

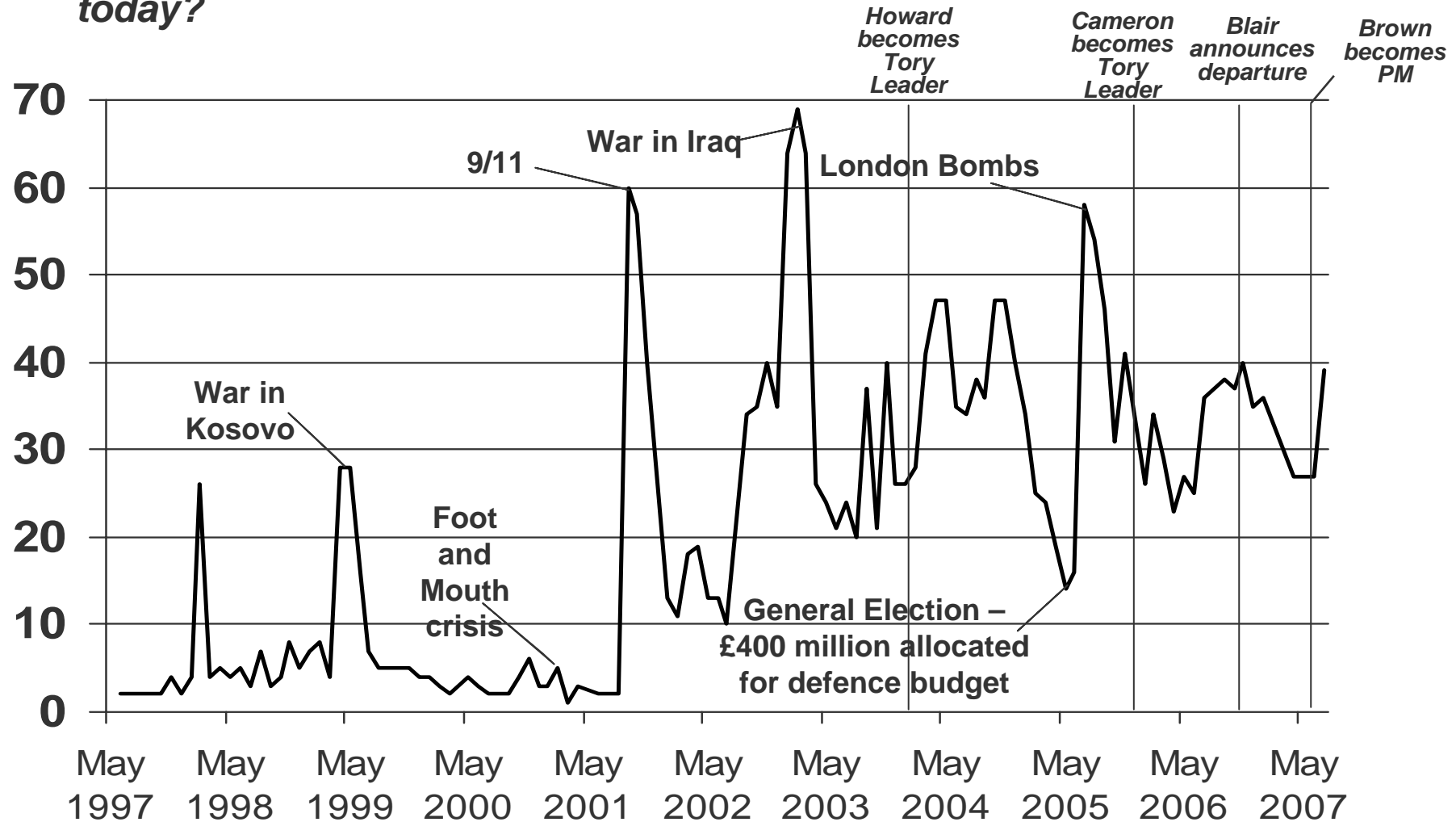
Media Impact on Fear of Crime in London



New issues
emerge that you
cannot always
plan for...

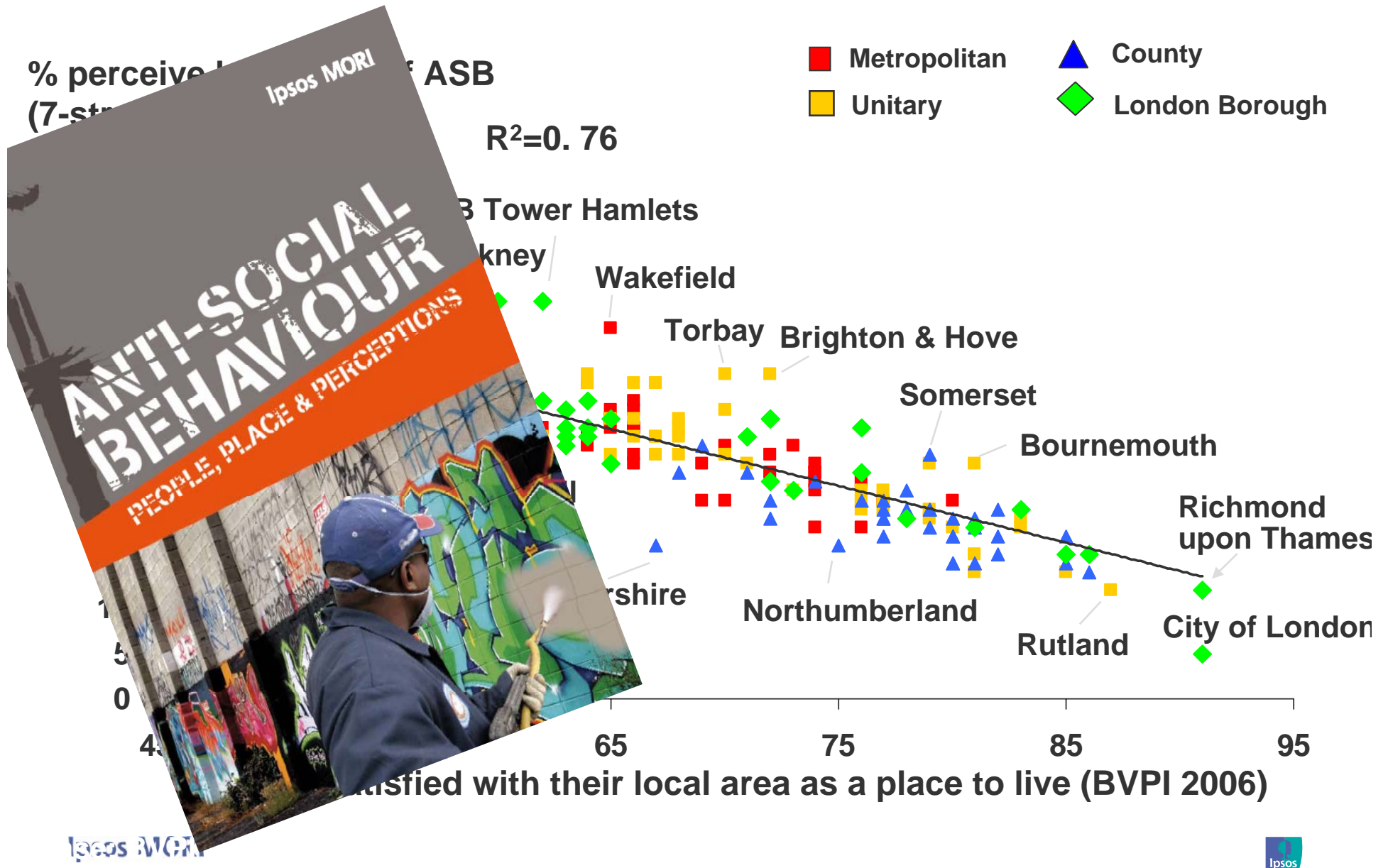
Issues Facing Britain: Terrorism/Defence

Q. *What do you see as the main/other important issues facing Britain today?*



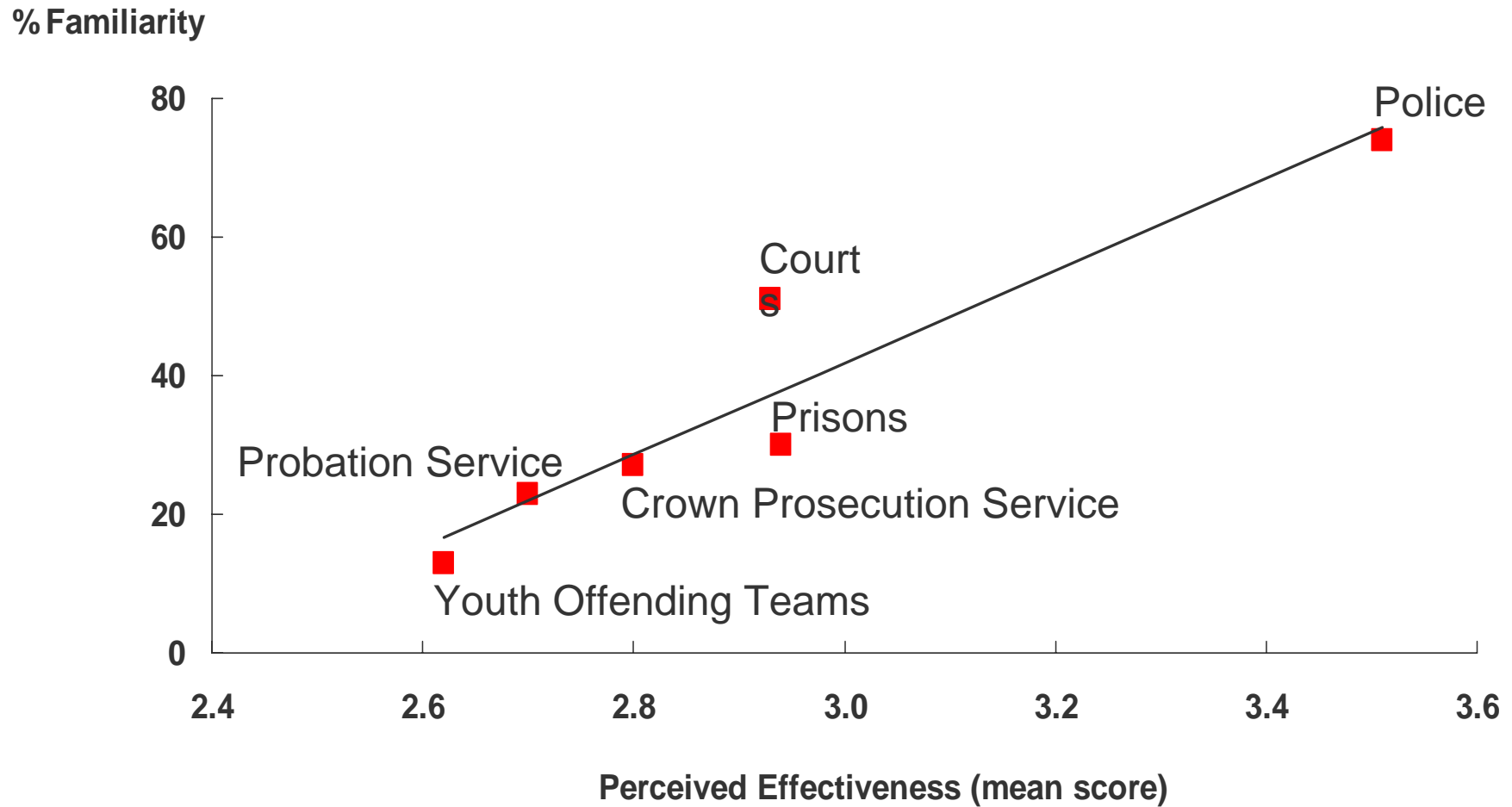


Huge Impact on Quality of Life



So are our
communications.....

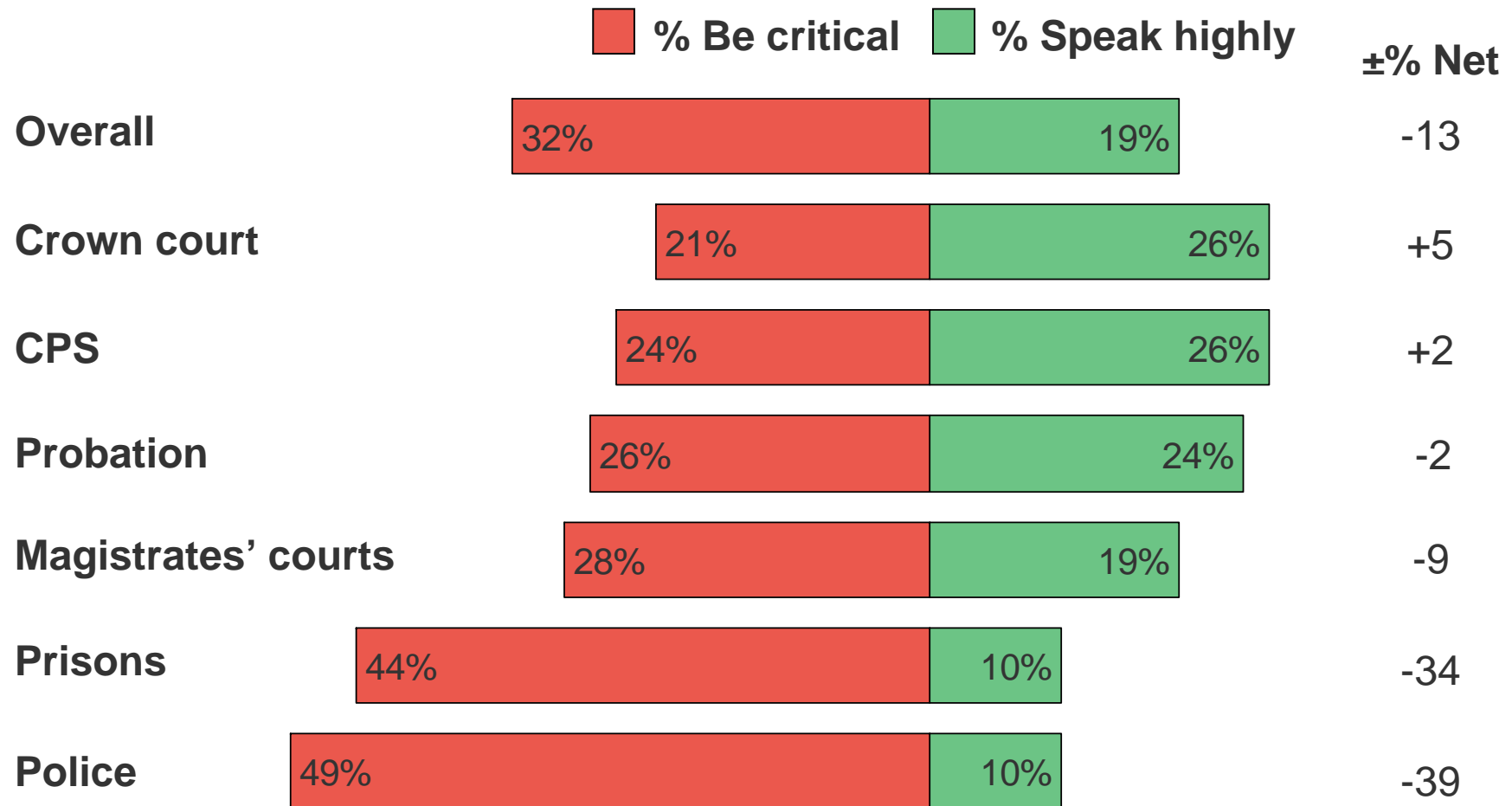
Familiarity vs. perceived effectiveness



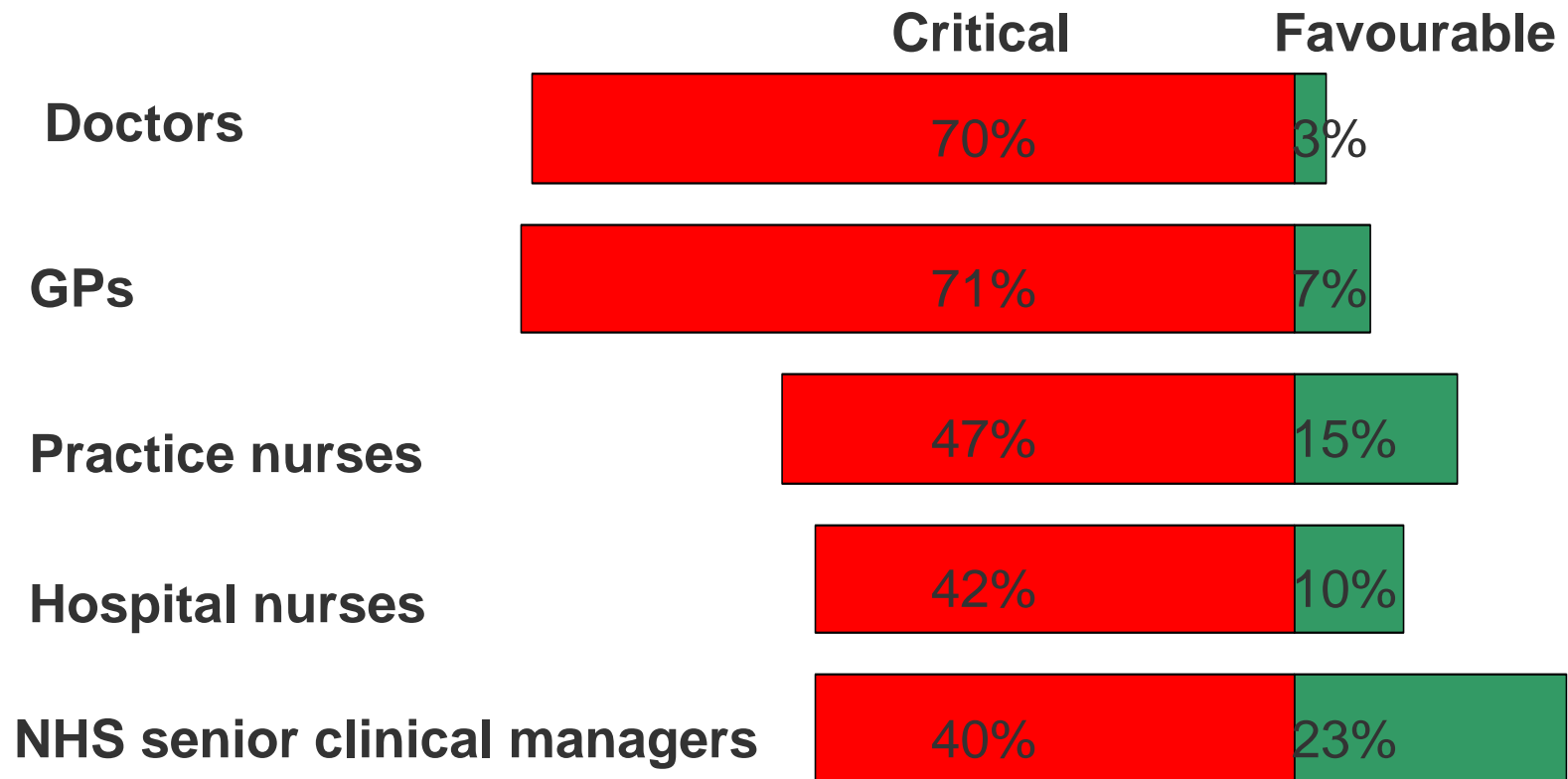
So are our own
staff.....

If police won't speak up for the CJS, who will??

Q. Which of these phrases best describes the way you would speak about the Criminal Justice System as a whole?



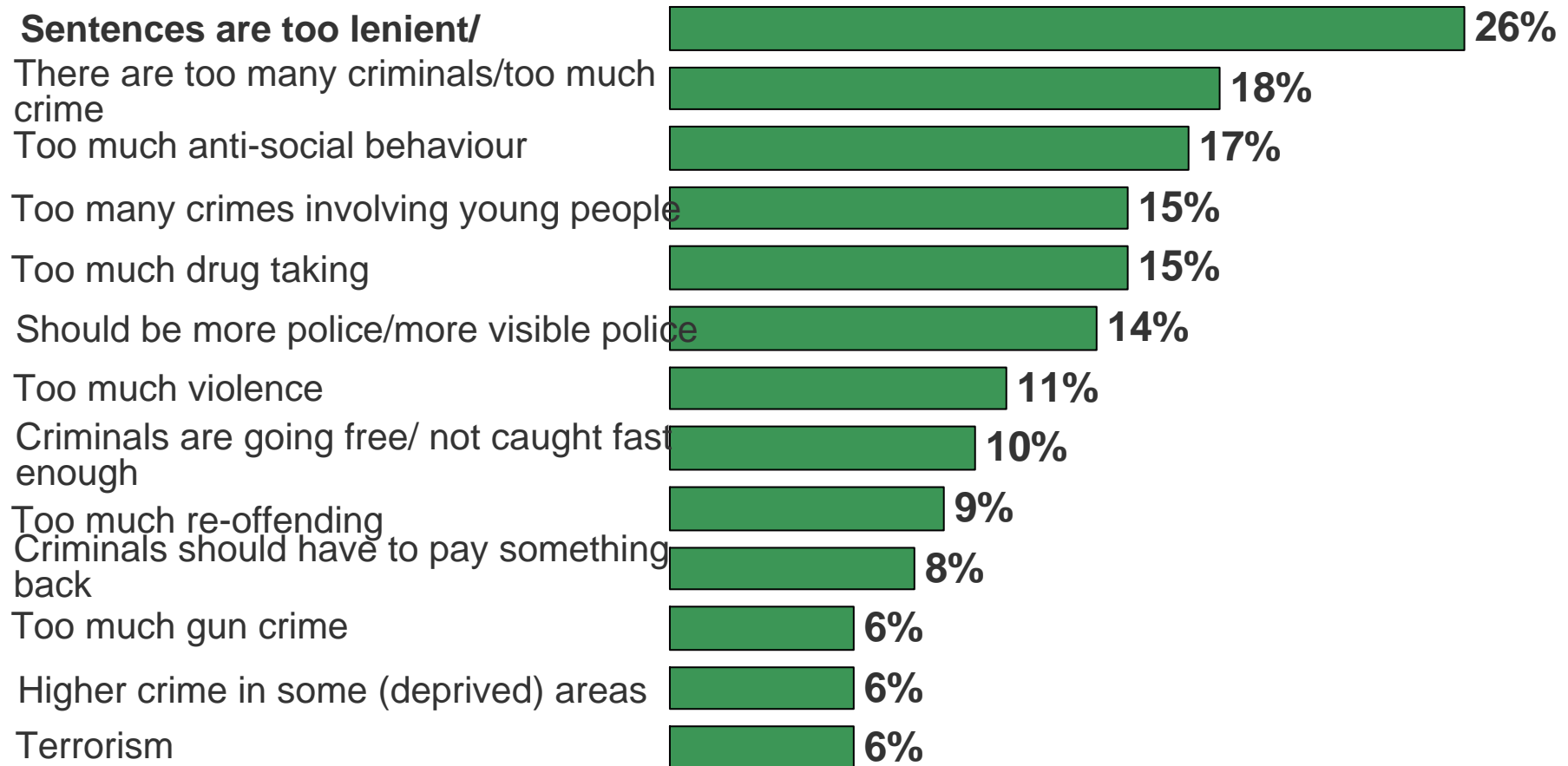
Medical professionals and the NHS



Perceptions
can run counter
to the facts

Issues facing Britain when it comes to crime

Q What would you say **the three most important issues** facing Britain today when it comes to crime?

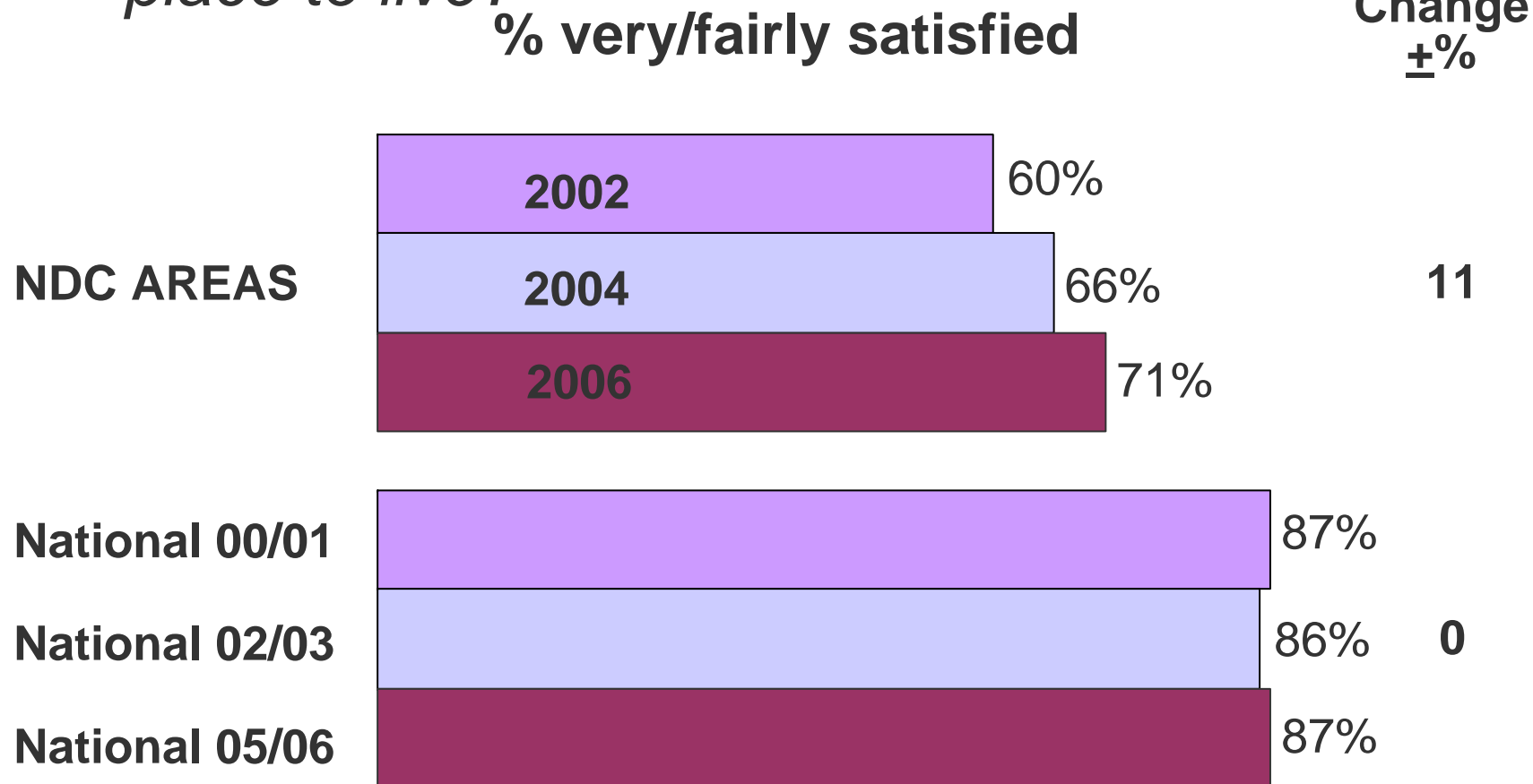


Some Perception Targets

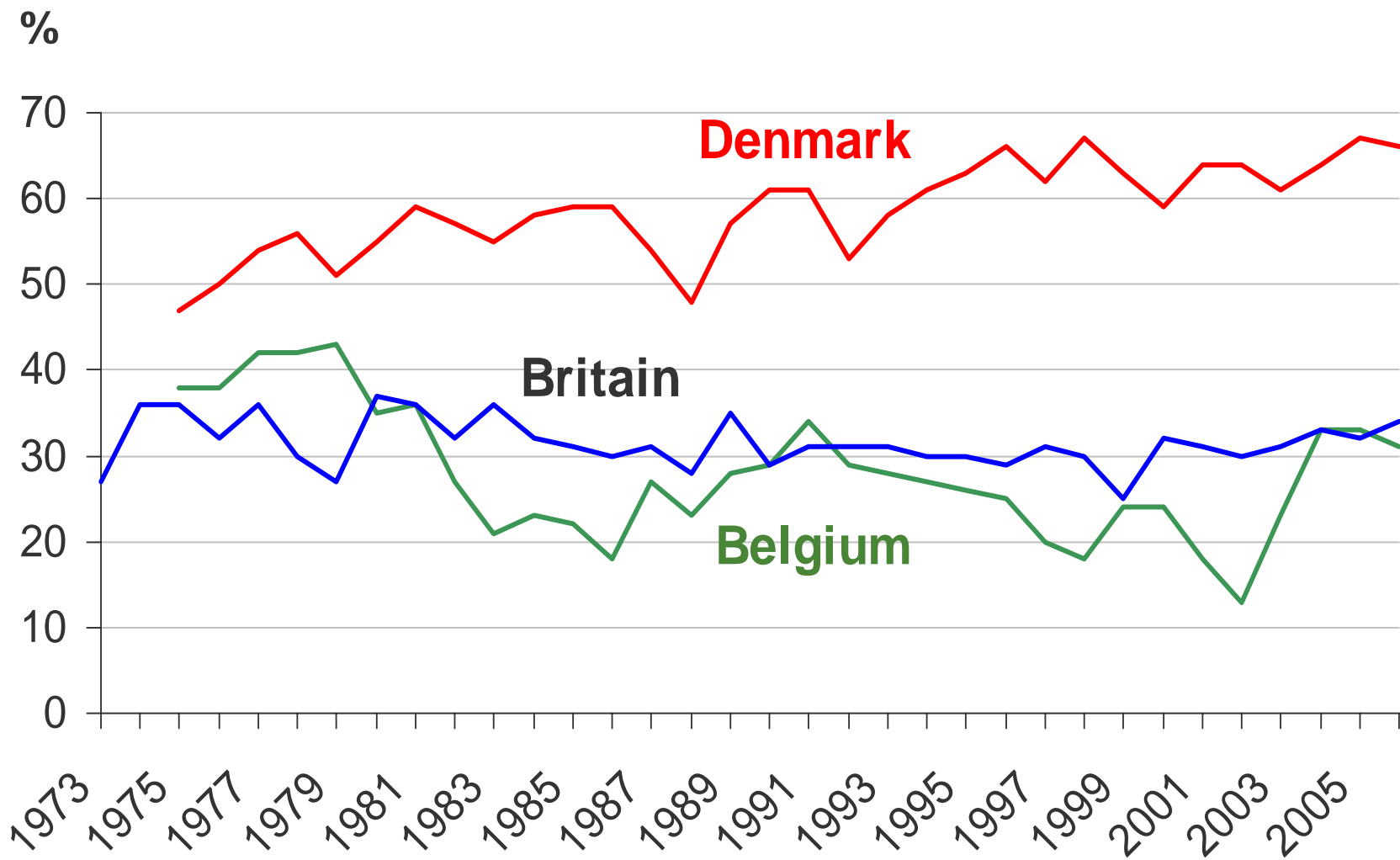
- Healthy Life Expectancy at 65 - *this is based on self perception of whether the individual has been healthy for the last 12 months*
- Satisfaction with home and neighbourhood - *this is based on perceptions of home and area amongst those over 65*
- The support that people receive to live at home - *this is based on perceptions of people of all ages of support provided in their areas*

What change are you expecting?

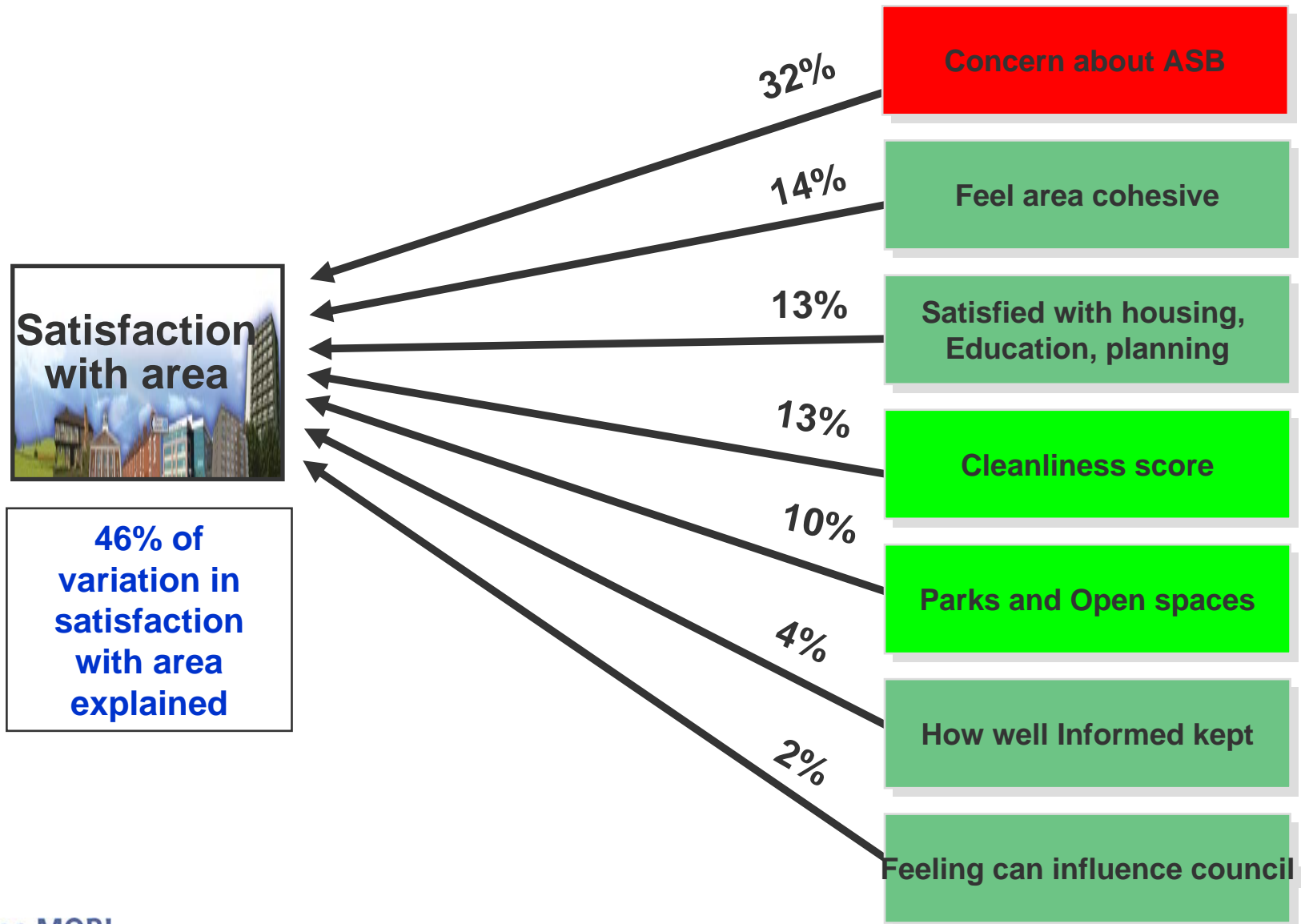
Q *How satisfied are you with this area as a place to live?*



Danes happier, Britain not changing



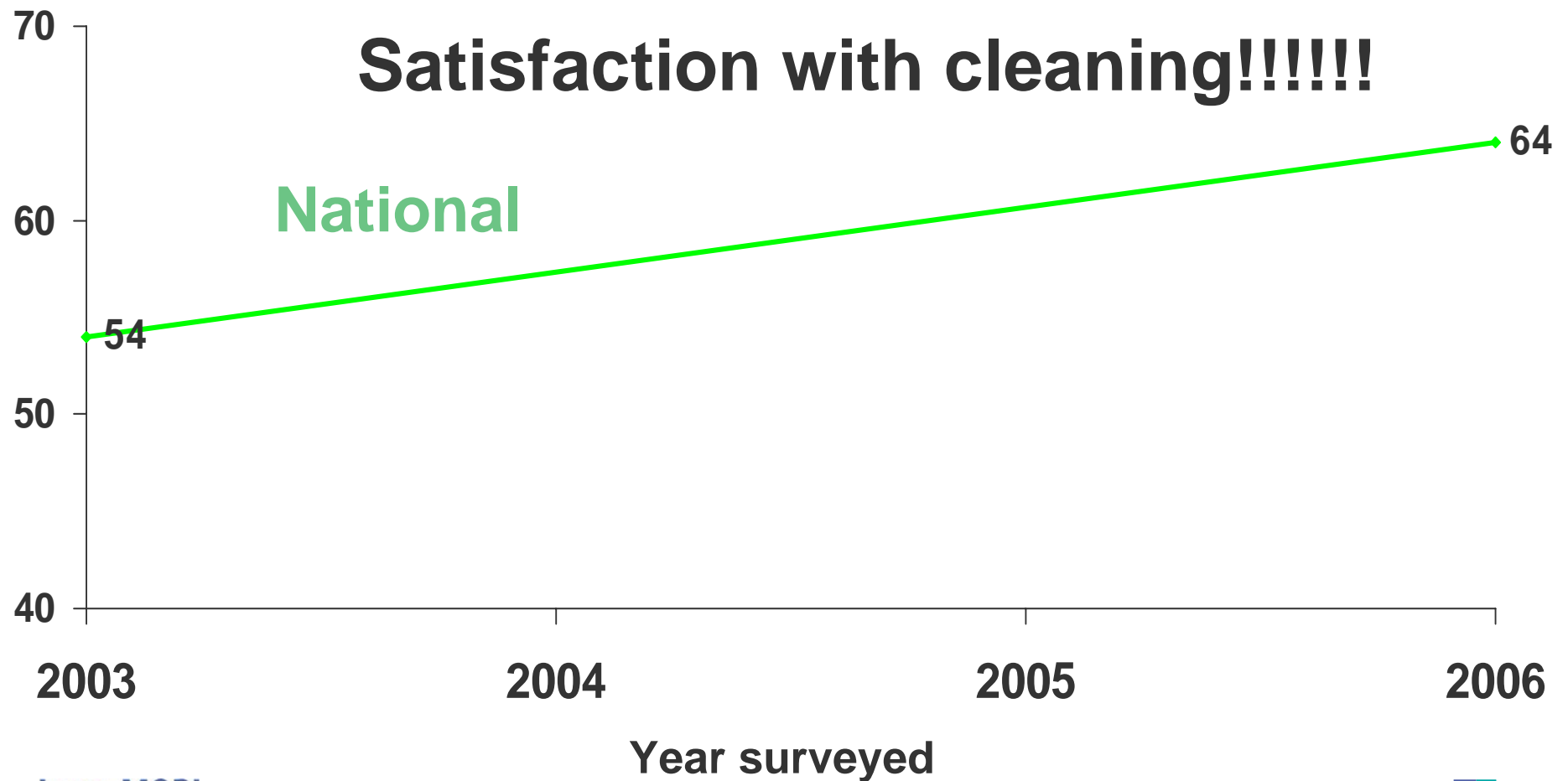
Need to understand the drivers of your PSA



Possible cohort and other effects on healthy old age self assessment

What drives views of local government services?

Real progress on a visible service



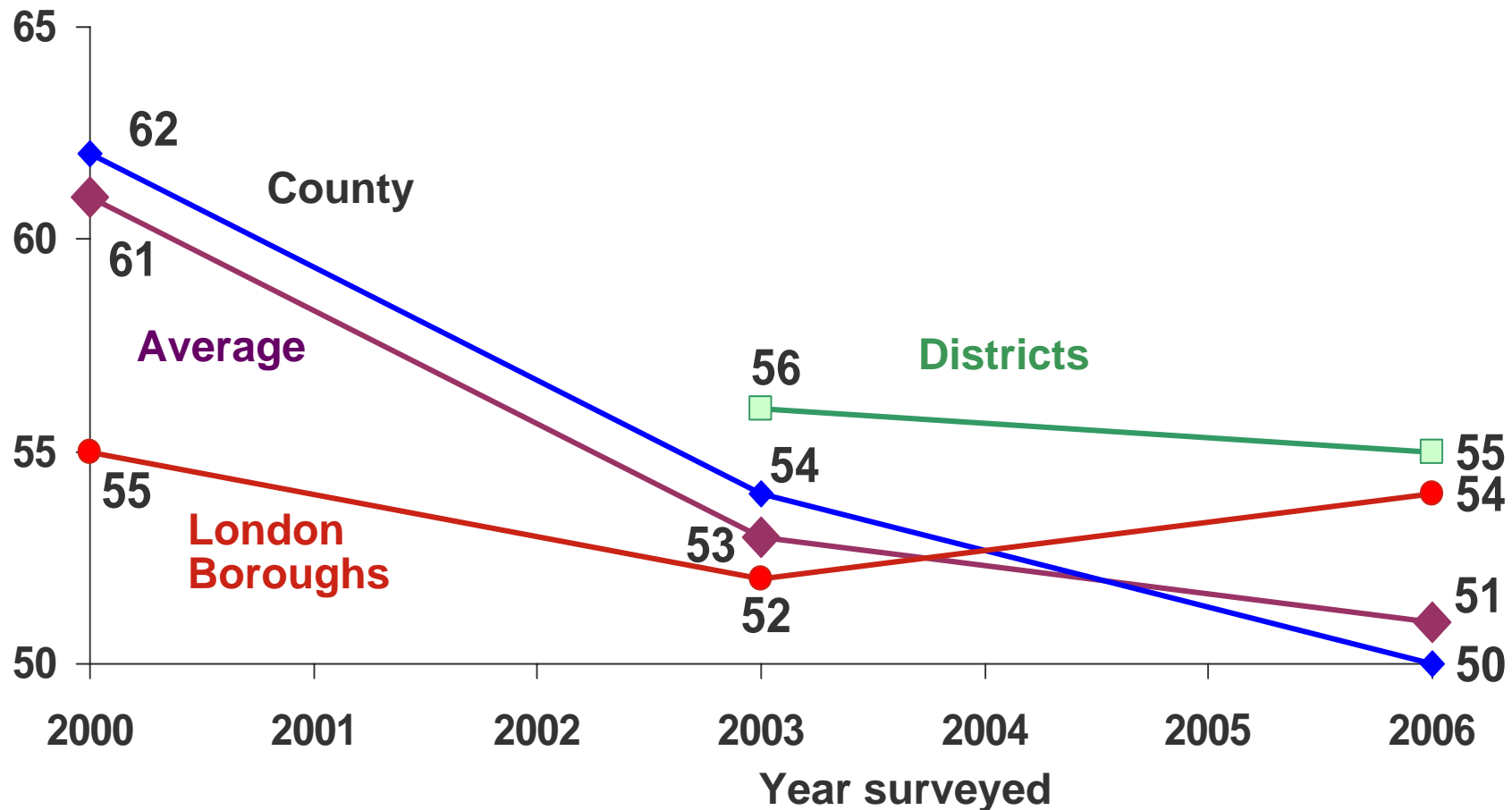
General rises in satisfaction/CPA scores

- Satisfaction with cleanliness - average up from 54.4% to 63.5%
- Satisfaction with recycling facilities - average up 4.8%
- Satisfaction with local tips - slight average increase
- Satisfaction with public transport - average up from 54% to 60%
- Satisfaction with sports and leisure facilities - increase of 2.4%
- Satisfaction with libraries - increase of 4.5%
- Satisfaction with parks and open spaces - increase of 2%

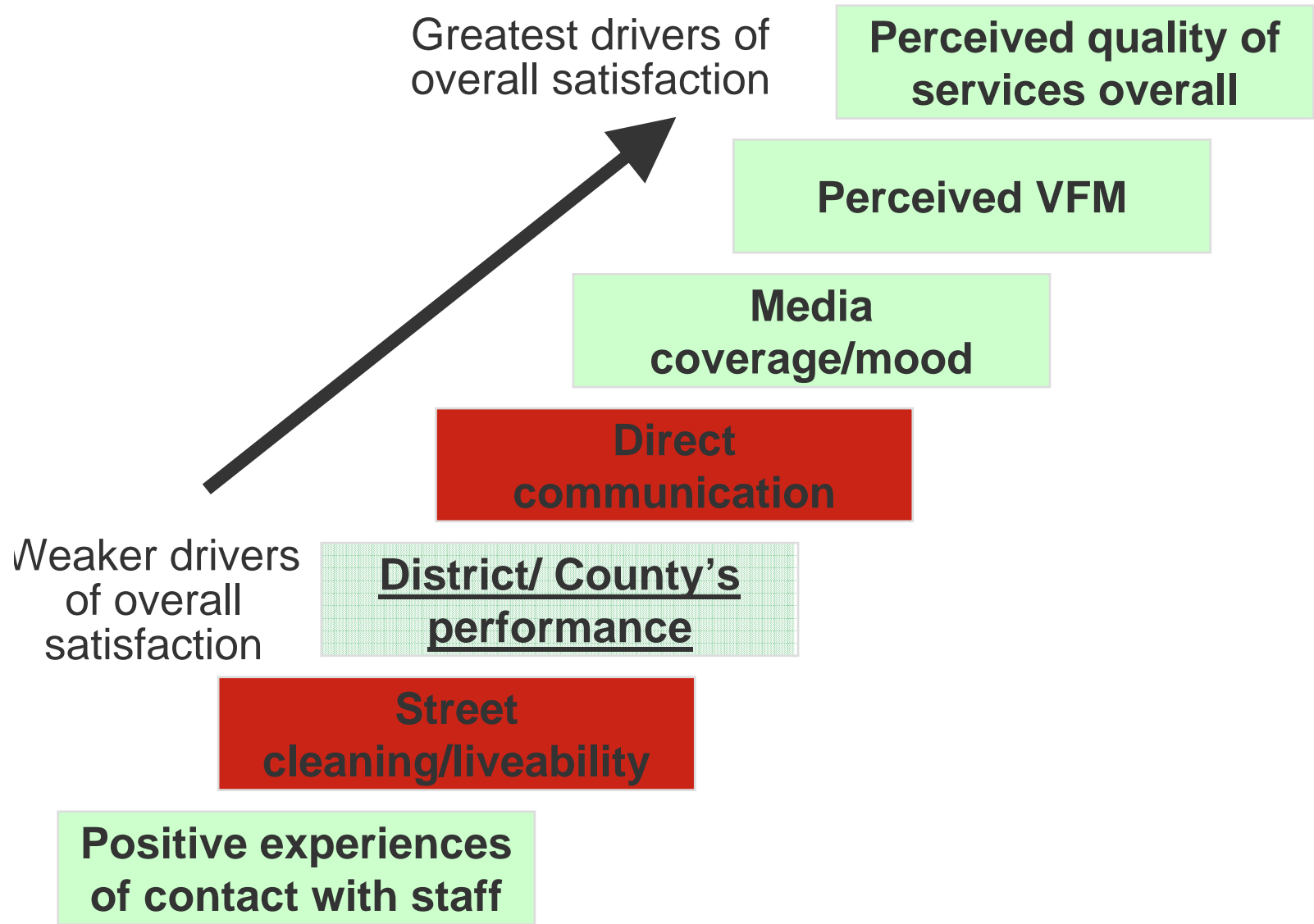
- **Major increases in performance according to the Audit Commission**

Falling satisfaction with councils

Q How satisfied or dissatisfied are you with the way your local council runs things?



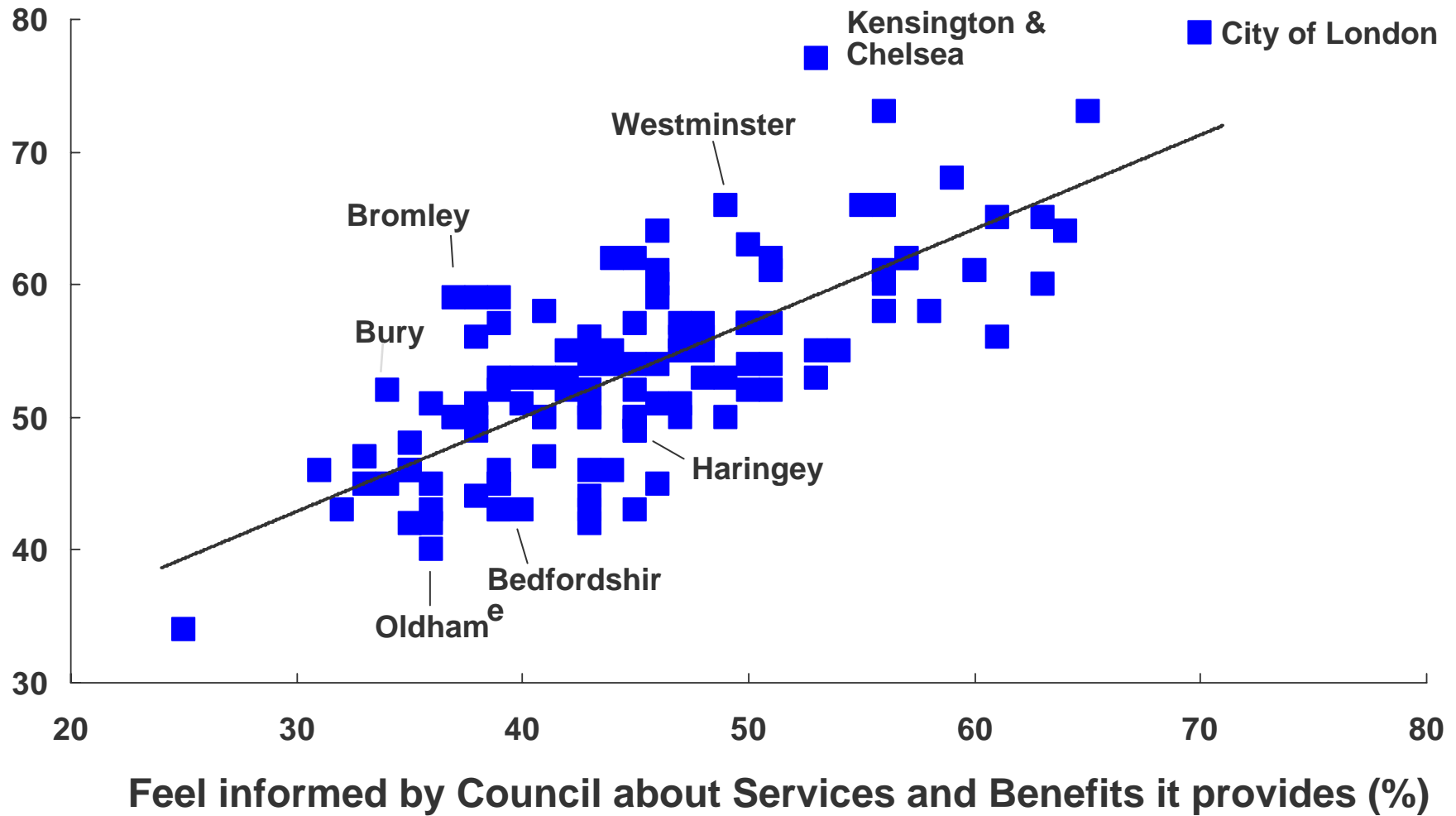
But what are the drivers of Reputation? Different than what CPA measures...



Communications has major effect

Satisfaction with council (%)

Correlation -0.75



Some drivers of perceptions and PSAs...

- Media coverage/effects
- Political effects – government of the day
- Staff advocacy effects – engagement challenge, irrespective of services
- Direct communication effects – esp where less direct experience
- Miss-estimation bias – teenage pregnancy
- Local v national estimates
- Cohort effects – Meldrew generation
- Exogenous factors – ethnic fractionalisation, migration
- “Signal” events/services effects – knife crime
- Expectations changing – but don’t over-play
- Measurement bias/accuracy

Summary

- Many PSAs are heavily influenced by factors outside Departmental control
- Crime levels, economy, local govt environmental services all have major impact on local quality of life – PSAs often inter-related
- Assume *central government* gets only blame for poor services, little gratitude for improved services
- Be careful what you promise, or at least what you are held to account for
- Local, user, recent!



Thank you

ben.page@ipsos.com