



H&D TRACKER

BRANDS • AUDIENCES • ISSUES

HOT TOPIC

Social care and disability

June 2017

Introduction

Social care has been a key political battleground in 2017. We've used data from the Health & Disability Tracker to get a snapshot of UK public views on social care. We also fielded some questions on disability benefits.

We've found:

- **Over two-thirds (69%)** of UK adults believe underfunding has led to a social care crisis in the UK.
- **Four out of five (82%)** want the next government to have a long-term plan to improve social care.
- **More than half (55%)** would be willing to pay a little more tax to improve social care. This figure is higher among Labour voters, older people, disabled people and supporters of health and disability charities.
- **Around two thirds (69%)** want disability benefits protected by the next Government.
- **Over half (58%)** think disability benefits should be increased to recognise the extra costs of day-to-day living.

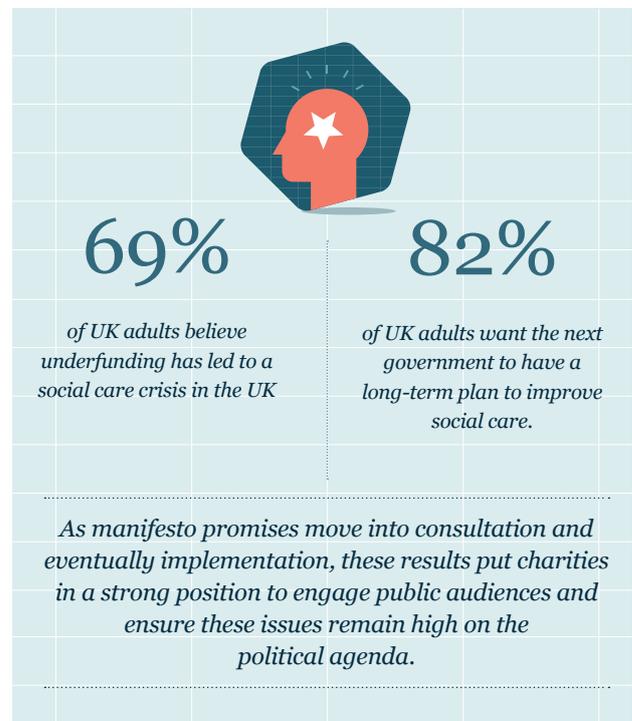
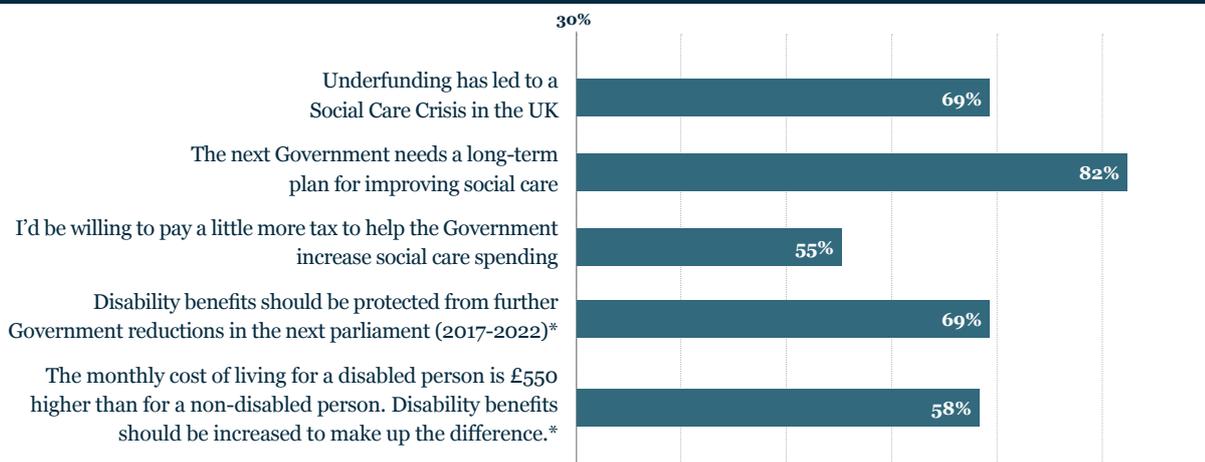


FIG 1 • AGREEMENT WITH STATEMENTS (UK PUBLIC)



* In the charts hereafter, the two questions on disability benefits are shortened to 'Disability benefits should be protected', and 'Disability benefits should be increased'.



Party allegiance and social care

Regardless of party allegiance, at least 80% of voters want to see a long-term plan for improving social care during the next Parliament.

Still, there are distinct differences between voters for the two major UK-wide parties, Conservative and Labour. Voters for other UK-wide parties broadly follow one or the other of these: Liberal Democrat and Green Party voters respond similarly to Labour voters, and UKIP voters take broadly similar stances on these issues to Conservative voters.

While agreement is high overall, Labour voters are much more likely than Conservative voters to say underfunding has led to a crisis in social care (81% vs 66%). They're also more likely to say they'd pay a little more tax to improve social care (71% vs 52%).

On the question of whether the next Government should protect disability benefits, agreement is higher among Labour voters (80%) compared with Conservative voters (63%).

When asked who should be prioritised for social care, Conservative voters are more likely to choose older people (47% vs 38% of Labour voters). Conservative voters are also more likely to be older themselves – 55% of Conservative voters are aged 55+, compared with 28% of Labour voters.

Labour voters are more likely to prioritise disabled people for social care (54% vs 42% of Conservative voters). And they are much more likely that Conservatives to agree disability benefits should be increased (71% vs 48%).

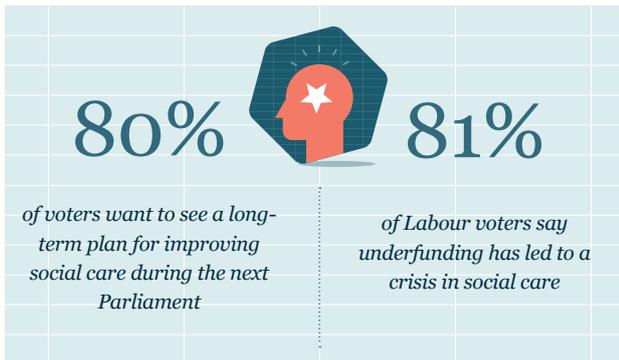


FIG 2 • AGREEMENT WITH STATEMENTS, SPLIT BY VOTING INTENTION

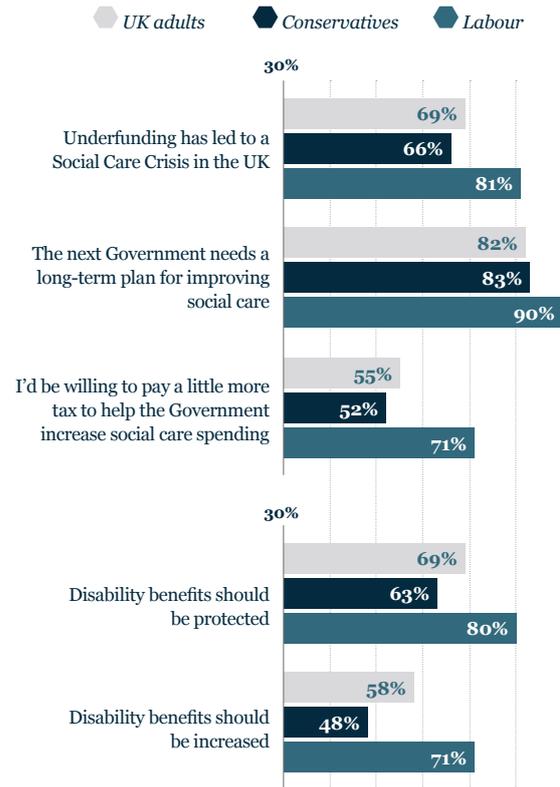
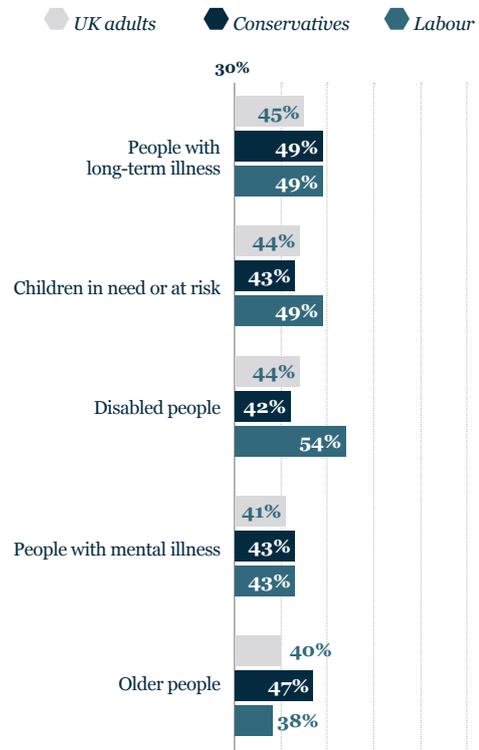


FIG 3 • WHICH THREE GROUPS (IF ANY) SHOULD BE PRIORITISED FOR SOCIAL CARE?

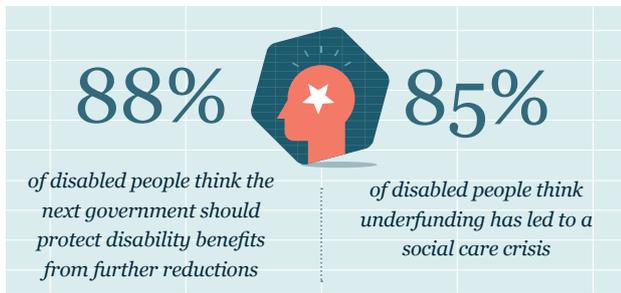




Disabled people's perspective

People who self-identify as disabled are more likely than others to agree that:

- Disability benefits should be increased to make up the difference caused by the extra costs of day-to-day living faced by disabled people (75% vs 55% of non-disabled people)
- The next Government should protect disability benefits from further reductions (88% vs 65%)
- Underfunding has led to a social care crisis, and the next Government needs a long-term plan to improve this (85% vs 65%)
- They would be willing to pay a little more income tax to improve social care (62% vs 54%)



Gender and age differences

Women are more likely than men to agree that under-funding has led to a social care crisis (74% vs 64%) and that the next government needs a long-term plan for social care (84% vs 79%).

Women are more likely than men to act as unpaid carers to loved ones (59% of unpaid adult care is undertaken by women¹), and take up most paid caring jobs (77% of health and social work jobs are filled by women²). So many will have a more direct experience of the social care system.

Women are more likely than men to prioritise children in need or at risk (52% vs 39%), and to a lesser extent, older people (46% vs 35%) and disabled people (47% vs 42%).

They're also more likely to agree that disability benefits should be increased to reflect the extra cost of living for disabled people (62% compared with 55% of men), and that these should be protected by the next government (74% vs 64%).

There is a clear correlation between age and concern about social care, with older groups more likely to agree that there is a social care crisis than younger groups.

FIG 4 • AGREEMENT WITH STATEMENTS, SPLIT BY DISABLED/NOT DISABLED

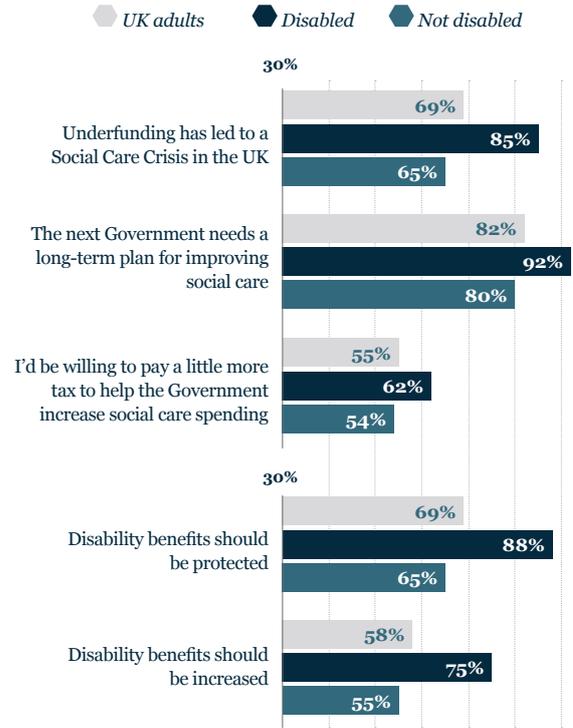


FIG 5 • AGREEMENT WITH STATEMENTS, SPLIT BY GENDER

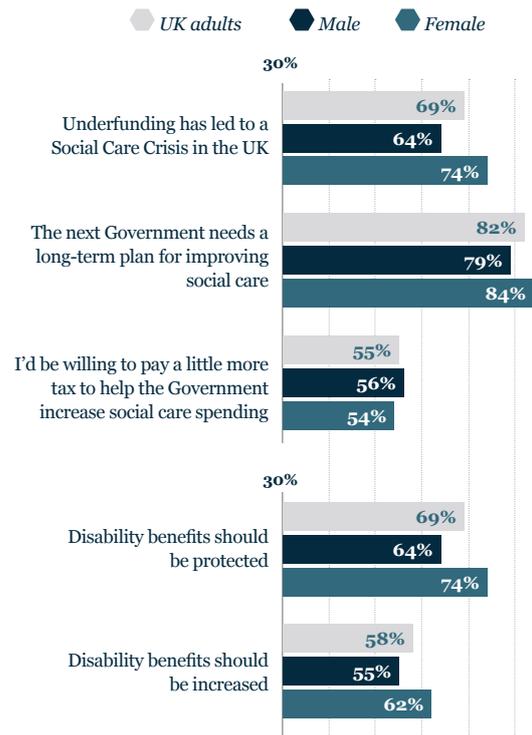
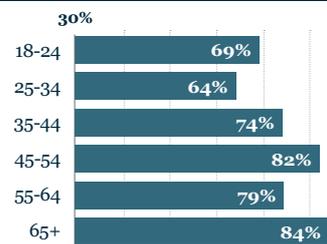


FIG 6 • UNDERFUNDING HAS LED TO A SOCIAL CARE CRISIS IN THE UK, SPLIT BY AGE GROUP





Charity support and social care

We looked at three groups: **Supporters**, who have supported at least one health and disability charity in the past year; **Prospects**, who haven't supported one in the past year but would consider doing so; and **Rejectors**, who would not consider supporting a health or disability charity.

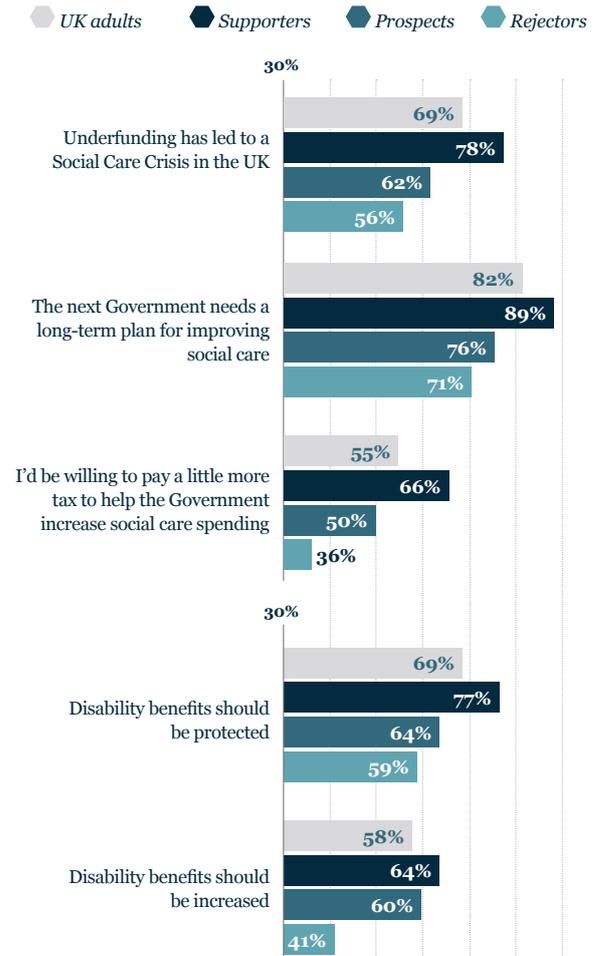
Two thirds (64%) of Supporters, and almost the same proportion of Prospects (60%) say disability benefits should be increased, compared with 41% of Rejectors.

Supporters are more likely than either Prospects or Rejectors to say disability benefits should be protected (77% vs 64% of Prospects and 59% of Rejectors).

Supporters are also more likely than other groups to agree that underfunding has led to a social care crisis (78% vs 62% of Prospects and 56% of Rejectors) and that the next Government needs a long-term plan (89% vs 76% of Prospects and 71% of Rejectors), suggesting campaign messages are getting through.

They are also more likely to say they would pay more tax to help improve social care (66% vs 50% of Prospects and 36% of Rejectors)

FIG 7 • AGREEMENT WITH STATEMENTS, SPLIT BY VOTING CHARITY SUPPORT



References

1. UK Household Satellite Account (Office of National Statistics, 2016)
 2. Labour Force Survey: Employment by Industry, Jan – March 2017 (Office of National Statistics, 2017)
- All data – except where stated – taken from the Eden Stanley H&D Tracker.

Fieldwork May 2017. Base size, 1,000 UK adults. Segment splits significance tested to 95% confidence. Agreement values are net scores combining 'agree' and 'strongly agree'.

About the H&D Tracker

Eden Stanley's H&D Tracker is the only brand monitoring and audience segmentation tool specifically designed for UK health and disability charities. Our nationally-representative survey of UK adults is updated every month, and because you're in control of interrogating the data, it provides actionable insight at every stage of your strategy lifecycle. Contact us for a demo.

Suggest a hot topic

Want to know how the public feels about the issues that matter to you? H&D Tracker subscribers can suggest 'hot topics' for future research waves. As well as these key findings based on the UK population, you can also use the H&D Tracker to explore how these attitudes are represented in your own audience segments with much more detail. Get in touch with your topic suggestions.

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