



HEALTHCARE AND THE ARTS:  
GP SURVEY  
HEADLINES

AESOP

March 2018



# METHODOLOGY

## Methodology Note

ComRes interviewed 1,002 General Practitioners online between 13<sup>th</sup> and 24<sup>th</sup> February 2018.

Data marked with an \* indicates a base size below 100 and should therefore be treated as indicative.

## Guidelines for the Public Use of Survey Results

ComRes is a member of the British Polling Council and abides by its rules ([www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

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## FINDINGS IN DETAIL

Two thirds of GPs (66%) agree that public engagement with the arts can make a significant contribution to the prevention agenda.

*Q1. In relation to healthcare, to what extent do you agree or disagree with each of the following statements about the arts?*

- a) *Public engagement with the arts can make a significant contribution to the prevention agenda (i.e. preventing ill health among the public).*

	%
<b>NET: Agree</b>	<b>66%</b>
Strongly agree	15%
Tend to agree	51%
Tend to disagree	14%
Strongly disagree	4%
<b>NET: Disagree</b>	<b>18%</b>
Don't know	16%

*Base: All respondents (n=1,002)*

- Female GPs are significantly more likely than their male counterparts to agree with this statement (71% vs. 63%).
- Three quarters of GPs (75%) in a semi-rural area agree that public engagement with the arts can make a significant contribution to the prevention agenda, significantly higher than other practice locations, for example rural areas (57%)\*.

Three in five GPs (62%) agree that arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce compared to one in five (20%) who disagree.

*Q1. In relation to healthcare, to what extent do you agree or disagree with each of the following statements about the arts?*

*b) Arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce.*

	%
<b>NET: Agree</b>	<b>62%</b>
Strongly agree	15%
Tend to agree	47%
Tend to disagree	15%
Strongly disagree	5%
<b>NET: Disagree</b>	<b>20%</b>
Don't know	17%

*Base: All respondents (n=1,002)*

- A fairly high proportion, nearly one in five (17%), say they don't know whether arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce.
- Two thirds of female GPs (67%) agree that arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce, significantly higher than the proportion of male GPs, of whom three in five (59%) say the same.

In contrast with other statements which a majority of GPs agree with, under half of GPs (44%) agree that arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes.

*Q1. In relation to healthcare, to what extent do you agree or disagree with each of the following statements about the arts?*

*c) Arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes.*

	%
NET: Agree	44%
Strongly agree	9%
Tend to agree	34%
Tend to disagree	21%
Strongly disagree	8%
NET: Disagree	29%
Don't know	27%

*Base: All respondents (n=1,002)*

- Although a higher proportion of GPs agree than disagree with this statement (44% vs. 29%), there is not a majority and nearly three in ten GPs (27%) say they don't know. This may be an opportunity for Aesop to inform GPs of the research and work they have done in this area.
- Locum GPs are more likely than both Principal GPs and salaried GPs to agree with this statement (52% vs. 42% for each of the other groups).
- GPs aged 50–59 are more likely to agree that arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes compared to those aged 30–39 (47% vs. 38%).
- GPs working in urban or semi-rural areas are more likely to agree than those working in rural areas (46% and. 47% vs. 33%)\*.

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