MHP Communications
HOSPITALS

METHODOLOGY NOTE

ComRes interviewed 2,050 adults online from 1st to 3rd February 2013. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Hospital Changes Survey
ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
SUMMARY TABLE
Base: All respondents

	The number of patients who had caught an infection from the hospital, such as MRSA	The number of patients who said that they got better after an operation at that hospital	How long you would have to wait for your operation	The number of staff at the hospital who say that they would recommend the hospital to their friends and family	The number of patients who reported having been harmed at that hospital
Unweighted base	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050
NET: Important (1/2)	837	864	1022	754	623
	41%	42%	50%	37%	30%
1 - Most important	392	387	641	359	273
	19%	19%	31%	17%	13%
2	445	477	381	396	350
	22%	23%	19%	19%	17%
3	428	452	467	408	296
	21%	22%	23%	20%	14%
4	495	448	254	331	523
	24%	22%	12%	16%	26%
5 - Least important	290	287	308	557	608
	14%	14%	15%	27%	30%
NET: Not important (4/5)	785	735	561	888	1131
	38%	36%	27%	43%	55%
Mean	2.92	2.89	2.61	3.16	3.41
Standard deviation	1.34	1.32	1.42	1.45	1.41
Standard error	0.03	0.03	0.03	0.03	0.03

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Hospital Changes Survey
ONLINE Fieldwork : 1st-3rd February 2013

Table 2
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation? MOST IMPORTANT
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
How long you would have to wait for your operation	641 31%	338 34%	304 29%	77 31%	105 32%	121 31%	102 29%	97 32%	139 32%	163 29%	185 31%	153 36%	140 30%	79 26%	291 35%
The number of patients who had caught an infection from the hospital, such as MRSA	392 19%	179 18%	213 20%	35 14%	67 20%	81 21%	74 21%	61 20%	73 17%	112 20%	108 18%	83 19%	89 19%	57 18%	165 20%
The number of patients who said that they got better after an operation at that hospital	387 19%	201 20%	186 18%	43 17%	67 21%	64 17%	75 22%	53 17%	84 20%	99 18%	128 22%	83 19%	77 16%	65 21%	150 18%
The number of staff at the hospital who say that they would recommend the hospital to their friends and family	359 17%	154 15%	205 20%	29 12%	39 12%	66 17%	64 18%	59 19%	101 24%	122 22%	102 17%	65 15%	69 15%	71 23%	107 13%
The number of patients who reported having been harmed at that hospital	273 13%	135 13%	138 13%	62 25%	50 15%	57 15%	33 9%	37 12%	35 8%	59 11%	71 12%	47 11%	96 20%	36 12%	125 15%

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Table 2
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation? MOST IMPORTANT
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
How long you would have to wait for your operation	641 31%	57 32%	38 41%	78 33%	57 32%	53 28%	53 33%	30 28%	66 34%	78 30%	84 32%	47 25%
The number of patients who had caught an infection from the hospital, such as MRSA	392 19%	30 17%	17 18%	46 19%	40 22%	27 14%	25 15%	21 19%	42 22%	47 18%	58 22%	41 22%
The number of patients who said that they got better after an operation at that hospital	387 19%	39 22%	22 24%	38 16%	26 14%	40 21%	36 23%	19 18%	30 16%	47 18%	53 20%	36 19%
The number of staff at the hospital who say that they would recommend the hospital to their friends and family	359 17%	26 15%	7 8%	35 15%	38 21%	44 23%	21 13%	22 20%	34 18%	51 20%	41 16%	39 21%
The number of patients who reported having been harmed at that hospital	273 13%	26 15%	9 10%	43 18%	20 11%	25 13%	26 17%	18 16%	21 11%	35 13%	28 10%	23 12%

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Table 3
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who had caught an infection from the hospital, such as MRSA
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	837	373	464	104	138	159	158	133	145	234	237	172	194	130	360
	41%	37%	44%	42%	42%	41%	45%	43%	34%	42%	40%	40%	41%	42%	43%
1 - Most important	392	179	213	35	67	81	74	61	73	112	108	83	89	57	165
	19%	18%	20%	14%	20%	21%	21%	20%	17%	20%	18%	19%	19%	18%	20%
2	445	194	251	68	71	78	84	72	72	122	130	89	105	73	194
	22%	19%	24%	28%	22%	20%	24%	23%	17%	22%	22%	21%	22%	24%	23%
3	428	217	211	82	70	84	62	57	73	125	127	89	87	60	193
	21%	22%	20%	33%	21%	22%	18%	18%	17%	23%	21%	21%	18%	19%	23%
4	495	248	247	44	86	94	75	64	132	129	149	103	113	76	186
	24%	25%	24%	18%	26%	24%	21%	21%	31%	23%	25%	24%	24%	24%	22%
5 - Least important	290	167	123	16	34	52	53	54	80	65	81	66	77	43	99
	14%	17%	12%	7%	10%	13%	15%	18%	19%	12%	14%	15%	16%	14%	12%
NET: Not important (4/5)	785	415	370	60	120	146	128	117	212	195	230	169	191	119	286
	38%	41%	35%	25%	37%	38%	37%	38%	49%	35%	39%	39%	40%	38%	34%
Mean	2.92	3.03	2.82	2.75	2.85	2.89	2.85	2.93	3.17	2.85	2.94	2.95	2.97	2.92	2.83
Standard deviation	1.34	1.35	1.32	1.11	1.30	1.34	1.38	1.39	1.37	1.31	1.32	1.36	1.37	1.33	1.30
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.08	0.05

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Absolutes/col percents

Table 3
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who had caught an infection from the hospital, such as MRSA
Base: All respondents

							Region					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	837	59	27	100	71	74	59	46	92	100	124	84
	41%	33%	30%	42%	39%	39%	37%	42%	48%	39%	47%	45%
1 - Most important	392	30	17	46	40	27	25	21	42	47	58	41
	19%	17%	18%	19%	22%	14%	15%	19%	22%	18%	22%	22%
2	445	29	11	54	32	47	34	25	50	53	66	43
	22%	17%	12%	22%	18%	25%	21%	23%	26%	21%	25%	23%
3	428	46	32	45	34	41	34	24	40	53	40	39
	21%	26%	34%	19%	19%	22%	21%	23%	21%	21%	15%	21%
4	495	45	21	59	54	53	42	17	37	70	60	37
	24%	26%	23%	24%	30%	28%	27%	15%	19%	27%	23%	20%
5 - Least important	290	28	13	37	22	22	24	22	23	35	38	26
	14%	16%	14%	15%	12%	11%	15%	20%	12%	13%	15%	14%
NET: Not important (4/5)	785	73	34	96	76	74	67	38	61	104	99	64
	38%	41%	36%	40%	42%	39%	42%	35%	32%	40%	37%	34%
Mean	2.92	3.07	3.03	2.94	2.93	2.97	3.05	2.94	2.74	2.97	2.83	2.81
Standard deviation	1.34	1.31	1.27	1.36	1.36	1.25	1.31	1.40	1.32	1.32	1.39	1.36
Standard error	0.03	0.10	0.13	0.08	0.11	0.09	0.11	0.13	0.10	0.08	0.08	0.10

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Absolutes/col percents

Table 4
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who said that they got better after an operation at that hospital
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	864	441	423	99	157	148	138	126	196	222	261	180	200	125	331
	42%	44%	40%	40%	48%	38%	40%	41%	45%	40%	44%	42%	42%	40%	39%
1 - Most important	387	201	186	43	67	64	75	53	84	99	128	83	77	65	150
	19%	20%	18%	17%	21%	17%	22%	17%	20%	18%	22%	19%	16%	21%	18%
2	477	239	237	57	90	83	63	72	111	124	133	97	123	60	180
	23%	24%	23%	23%	27%	21%	18%	24%	26%	22%	22%	23%	26%	19%	22%
3	452	223	229	50	54	104	77	69	98	110	126	96	119	73	176
	22%	22%	22%	21%	17%	27%	22%	22%	23%	20%	21%	22%	25%	24%	21%
4	448	197	250	41	73	87	92	62	92	124	124	94	105	53	206
	22%	20%	24%	17%	22%	22%	26%	20%	21%	22%	21%	22%	22%	17%	25%
5 - Least important	287	144	143	55	44	51	42	51	45	97	83	61	47	57	126
	14%	14%	14%	22%	13%	13%	12%	17%	10%	17%	14%	14%	10%	18%	15%
NET: Not important (4/ 5)	735	341	393	96	116	138	134	113	137	221	207	155	152	111	332
	36%	34%	38%	39%	35%	35%	38%	37%	32%	40%	35%	36%	32%	36%	40%
Mean	2.89	2.84	2.93	3.04	2.80	2.94	2.89	2.95	2.77	2.99	2.83	2.89	2.83	2.93	2.97
Standard deviation	1.32	1.34	1.31	1.41	1.35	1.27	1.34	1.34	1.27	1.36	1.35	1.33	1.23	1.40	1.33
Standard error	0.03	0.04	0.04	0.10	0.08	0.06	0.07	0.07	0.06	0.06	0.05	0.07	0.05	0.09	0.05

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Table 4
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who said that they got better after an operation at that hospital
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	864	85	54	97	75	86	66	49	63	107	101	81
	42%	48%	58%	40%	42%	45%	41%	45%	33%	42%	38%	44%
1 - Most important	387	39	22	38	26	40	36	19	30	47	53	36
	19%	22%	24%	16%	14%	21%	23%	18%	16%	18%	20%	19%
2	477	46	32	59	49	46	30	29	33	60	48	45
	23%	26%	34%	24%	27%	24%	19%	27%	17%	23%	18%	24%
3	452	34	12	63	43	35	36	27	43	57	63	39
	22%	19%	13%	26%	24%	18%	23%	24%	23%	22%	24%	21%
4	448	31	13	52	39	45	36	22	64	49	56	42
	22%	18%	14%	22%	21%	24%	22%	20%	33%	19%	21%	22%
5 - Least important	287	28	14	29	24	23	21	12	22	45	44	25
	14%	16%	15%	12%	13%	12%	13%	11%	11%	17%	17%	13%
NET: Not important (4/5)	735	59	27	81	63	69	57	34	85	93	100	66
	36%	33%	30%	34%	35%	36%	36%	31%	44%	36%	38%	35%
Mean	2.89	2.79	2.64	2.90	2.92	2.82	2.85	2.79	3.07	2.94	2.97	2.86
Standard deviation	1.32	1.38	1.39	1.25	1.26	1.34	1.36	1.25	1.26	1.36	1.37	1.33
Standard error	0.03	0.10	0.14	0.08	0.11	0.10	0.11	0.12	0.10	0.08	0.08	0.09

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Hospital Changes Survey
ONLINE Fieldwork : 1st-3rd February 2013

Table 5
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the
following factors be for you when deciding in which hospital to have the operation?
How long you would have to wait for your operation
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	1022	537	485	127	165	202	166	150	212	266	308	234	214	145	445
	50%	53%	46%	52%	50%	52%	48%	49%	49%	48%	52%	54%	45%	47%	53%
1 - Most important	641	338	304	77	105	121	102	97	139	163	185	153	140	79	291
	31%	34%	29%	31%	32%	31%	29%	32%	32%	29%	31%	36%	30%	26%	35%
2	381	199	181	50	59	80	64	53	74	103	123	81	74	66	154
	19%	20%	17%	20%	18%	21%	18%	17%	17%	19%	21%	19%	16%	21%	18%
3	467	202	265	43	75	76	80	70	123	125	136	89	117	65	171
	23%	20%	25%	18%	23%	20%	23%	23%	29%	23%	23%	21%	25%	21%	20%
4	254	124	130	34	46	56	46	35	36	76	65	46	67	38	104
	12%	12%	12%	14%	14%	14%	13%	11%	8%	14%	11%	11%	14%	12%	12%
5 - Least important	308	142	166	41	42	56	57	53	59	87	86	61	74	61	119
	15%	14%	16%	17%	13%	14%	16%	17%	14%	16%	15%	14%	16%	20%	14%
NET: Not important (4/5)	561	265	296	75	88	112	103	88	95	163	151	107	141	99	223
	27%	26%	28%	31%	27%	29%	30%	29%	22%	29%	25%	25%	30%	32%	27%
Mean	2.61	2.53	2.69	2.64	2.57	2.60	2.69	2.65	2.54	2.68	2.57	2.49	2.70	2.79	2.53
Standard deviation	1.42	1.42	1.41	1.47	1.39	1.42	1.43	1.46	1.37	1.42	1.40	1.43	1.42	1.45	1.43
Standard error	0.03	0.05	0.04	0.11	0.08	0.07	0.07	0.08	0.06	0.06	0.06	0.08	0.06	0.09	0.05

Hospital Changes Survey
ONLINE Fieldwork : 1st-3rd February 2013

Table 5
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the
following factors be for you when deciding in which hospital to have the operation?
How long you would have to wait for your operation
Base: All respondents

							Region					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	1022	99	57	116	90	83	87	49	95	129	140	76
	50%	56%	61%	48%	50%	44%	55%	46%	49%	50%	53%	41%
1 - Most important	641	57	38	78	57	53	53	30	66	78	84	47
	31%	32%	41%	33%	32%	28%	33%	28%	34%	30%	32%	25%
2	381	42	19	38	33	30	34	19	29	51	56	28
	19%	24%	21%	16%	18%	16%	22%	18%	15%	20%	21%	15%
3	467	30	22	57	46	40	34	29	44	51	59	53
	23%	17%	24%	24%	26%	21%	21%	27%	23%	20%	23%	28%
4	254	29	7	34	16	18	20	12	23	45	27	22
	12%	16%	8%	14%	9%	10%	13%	11%	12%	18%	10%	12%
5 - Least important	308	20	7	33	29	48	18	18	30	32	37	36
	15%	11%	7%	14%	16%	25%	11%	17%	16%	12%	14%	19%
NET: Not important (4/ 5)	561	49	14	68	45	66	38	30	53	78	64	58
	27%	27%	15%	28%	25%	35%	24%	28%	28%	30%	24%	31%
Mean	2.61	2.51	2.20	2.61	2.60	2.88	2.47	2.72	2.60	2.62	2.53	2.85
Standard deviation	1.42	1.38	1.26	1.42	1.42	1.54	1.36	1.42	1.45	1.40	1.39	1.43
Standard error	0.03	0.10	0.13	0.09	0.12	0.12	0.11	0.13	0.11	0.09	0.08	0.10

Hospital Changes Survey
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Table 6
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of staff at the hospital who say that they would recommend the hospital to their friends and family
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	754	369	385	57	90	141	139	122	206	229	214	151	160	122	273
	37%	37%	37%	23%	27%	36%	40%	40%	48%	41%	36%	35%	34%	40%	33%
1 - Most important	359	154	205	29	39	66	64	59	101	122	102	65	69	71	107
	17%	15%	20%	12%	12%	17%	18%	19%	24%	22%	17%	15%	15%	23%	13%
2	396	216	180	28	51	75	75	62	104	107	111	86	91	51	167
	19%	21%	17%	11%	16%	19%	22%	20%	24%	19%	19%	20%	19%	16%	20%
3	408	200	208	26	78	70	69	75	90	98	121	98	90	56	174
	20%	20%	20%	11%	24%	18%	20%	24%	21%	18%	20%	23%	19%	18%	21%
4	331	171	160	69	46	62	45	51	57	103	99	55	74	65	126
	16%	17%	15%	28%	14%	16%	13%	17%	13%	19%	17%	13%	16%	21%	15%
5 - Least important	557	264	293	94	114	116	95	59	78	123	161	126	148	65	265
	27%	26%	28%	38%	35%	30%	27%	19%	18%	22%	27%	29%	31%	21%	32%
NET: Not important (4/5)	888	435	453	163	160	179	140	111	135	226	259	181	221	131	392
	43%	43%	43%	66%	49%	46%	40%	36%	31%	41%	44%	42%	47%	42%	47%
Mean	3.16	3.18	3.15	3.69	3.45	3.23	3.09	2.96	2.78	3.00	3.17	3.21	3.30	3.01	3.33
Standard deviation	1.45	1.42	1.49	1.39	1.40	1.48	1.47	1.38	1.41	1.47	1.45	1.44	1.45	1.47	1.42
Standard error	0.03	0.05	0.04	0.10	0.08	0.07	0.08	0.08	0.07	0.06	0.06	0.08	0.06	0.09	0.05

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Absolutes/col percents

Table 6
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of staff at the hospital who say that they would recommend the hospital to their friends and family
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	754	67	29	87	70	74	57	39	73	98	89	71
	37%	38%	31%	36%	39%	39%	35%	36%	38%	38%	34%	38%
1 - Most important	359	26	7	35	38	44	21	22	34	51	41	39
	17%	15%	8%	15%	21%	23%	13%	20%	18%	20%	16%	21%
2	396	41	22	52	32	30	35	17	39	47	48	32
	19%	23%	24%	22%	18%	16%	22%	16%	20%	18%	18%	17%
3	408	40	15	46	30	39	36	17	35	58	59	33
	20%	22%	17%	19%	17%	21%	22%	16%	18%	22%	22%	18%
4	331	30	19	41	33	36	17	20	27	24	52	32
	16%	17%	20%	17%	18%	19%	11%	18%	14%	9%	20%	17%
5 - Least important	557	41	29	66	48	40	50	33	58	78	63	51
	27%	23%	32%	28%	26%	21%	31%	30%	30%	30%	24%	27%
NET: Not important (4/5)	888	71	48	108	81	76	67	52	85	102	115	83
	43%	40%	52%	45%	45%	40%	42%	48%	44%	40%	44%	44%
Mean	3.16	3.10	3.44	3.21	3.11	2.99	3.25	3.23	3.19	3.12	3.18	3.13
Standard deviation	1.45	1.38	1.36	1.43	1.50	1.46	1.44	1.52	1.49	1.51	1.39	1.50
Standard error	0.03	0.10	0.14	0.09	0.13	0.11	0.12	0.14	0.11	0.09	0.08	0.11

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Table 7
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who reported having been harmed at that hospital
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	623	289	333	105	106	130	95	85	102	156	169	123	175	96	269
	30%	29%	32%	43%	32%	33%	27%	27%	24%	28%	28%	29%	37%	31%	32%
1 - Most important	273	135	138	62	50	57	33	37	35	59	71	47	96	36	125
	13%	13%	13%	25%	15%	15%	9%	12%	8%	11%	12%	11%	20%	12%	15%
2	350	155	195	43	57	73	63	48	67	97	98	76	79	59	143
	17%	15%	19%	17%	17%	19%	18%	16%	16%	18%	16%	18%	17%	19%	17%
3	296	163	133	44	51	56	61	37	47	95	84	59	58	54	125
	14%	16%	13%	18%	15%	14%	18%	12%	11%	17%	14%	14%	12%	18%	15%
4	523	265	258	58	77	91	91	95	112	121	158	132	112	77	217
	26%	26%	25%	23%	23%	23%	26%	31%	26%	22%	27%	31%	24%	25%	26%
5 - Least important	608	287	321	39	94	114	101	91	169	182	184	116	126	82	229
	30%	29%	31%	16%	29%	29%	29%	30%	39%	33%	31%	27%	27%	27%	27%
NET: Not important (4/5)	1131	553	579	97	171	204	192	186	281	303	342	248	238	159	445
	55%	55%	55%	39%	52%	52%	55%	60%	65%	55%	57%	58%	51%	52%	53%
Mean	3.41	3.41	3.41	2.88	3.33	3.34	3.47	3.51	3.73	3.49	3.48	3.45	3.20	3.36	3.33
Standard deviation	1.41	1.39	1.42	1.43	1.43	1.44	1.33	1.37	1.34	1.38	1.39	1.34	1.50	1.36	1.42
Standard error	0.03	0.05	0.04	0.11	0.08	0.07	0.07	0.08	0.06	0.06	0.06	0.07	0.07	0.08	0.05

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Table 7
Q.1 Imagine that you needed an operation and you could choose in which hospital to have it. How important or otherwise would each of the following factors be for you when deciding in which hospital to have the operation?
The number of patients who reported having been harmed at that hospital
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	623 30%	45 25%	18 20%	81 34%	55 30%	62 33%	50 31%	35 32%	61 32%	81 31%	72 27%	62 33%
1 - Most important	273 13%	26 15%	9 10%	43 18%	20 11%	25 13%	26 17%	18 16%	21 11%	35 13%	28 10%	23 12%
2	350 17%	19 11%	9 10%	38 16%	35 20%	37 20%	24 15%	17 16%	41 21%	46 18%	45 17%	39 21%
3	296 14%	29 16%	12 13%	29 12%	28 16%	34 18%	19 12%	11 10%	30 16%	39 15%	42 16%	23 12%
4	523 26%	43 24%	32 35%	55 23%	40 22%	38 20%	44 28%	38 35%	41 22%	70 27%	68 26%	54 29%
5 - Least important	608 30%	61 34%	30 32%	75 31%	58 32%	56 30%	46 29%	24 22%	59 31%	68 26%	81 31%	49 26%
NET: Not important (4/5)	1131 55%	104 58%	62 67%	130 54%	98 54%	94 50%	90 56%	63 58%	101 52%	138 54%	149 57%	103 55%
Mean	3.41	3.53	3.70	3.33	3.45	3.34	3.37	3.32	3.41	3.35	3.49	3.36
Standard deviation	1.41	1.43	1.29	1.50	1.39	1.41	1.45	1.40	1.39	1.39	1.36	1.39
Standard error	0.03	0.11	0.13	0.09	0.12	0.11	0.12	0.13	0.11	0.09	0.08	0.10

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Absolutes/col percents

Table 8
Q.2 Imagine that you needed an operation and you could choose in which hospital to have it. Which one of the following would be the MOST important to you when deciding in which hospital to have your operation?
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
The number of patients who said that they had a good experience of care at the hospital	465 23%	199 20%	266 25%	42 17%	73 22%	76 19%	86 25%	80 26%	108 25%	124 22%	152 26%	100 23%	89 19%	80 26%	172 21%
How long you would have to wait for your operation	406 20%	249 25%	156 15%	40 16%	53 16%	94 24%	64 18%	75 24%	82 19%	116 21%	105 18%	94 22%	90 19%	44 14%	188 22%
The number of patients who had caught an infection from the hospital, such as MRSA	246 12%	111 11%	135 13%	23 9%	49 15%	51 13%	42 12%	40 13%	40 9%	54 10%	79 13%	53 12%	60 13%	38 12%	97 12%
Being involved in decisions about your care	216 11%	92 9%	123 12%	36 15%	37 11%	34 9%	35 10%	27 9%	46 11%	58 11%	78 13%	24 6%	56 12%	29 9%	88 10%
The number of staff at the hospital who say that they would recommend the hospital to their friends and family	178 9%	88 9%	91 9%	4 1%	21 6%	34 9%	28 8%	28 9%	63 15%	55 10%	38 6%	37 9%	48 10%	39 13%	45 5%
The number of patients who said that they got better after an operation at the hospital	153 7%	99 10%	55 5%	20 8%	21 6%	33 9%	32 9%	19 6%	29 7%	40 7%	34 6%	44 10%	36 8%	22 7%	64 8%
The number of patients who reported having been harmed at that hospital	146 7%	77 8%	70 7%	28 11%	30 9%	19 5%	31 9%	18 6%	20 5%	42 8%	33 6%	29 7%	42 9%	21 7%	74 9%
Whether you would have to share a sleeping area or a bathroom with someone of the opposite sex	61 3%	11 1%	50 5%	1 *	11 3%	8 2%	8 2%	12 4%	21 5%	16 3%	16 3%	13 3%	16 3%	6 2%	20 2%

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Table 8
Q.2 Imagine that you needed an operation and you could choose in which hospital to have it. Which one of the following would be the MOST important to you when deciding in which hospital to have your operation?
Base: All respondents

		Gender		Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
The number of recent written patient complaints that had been made about the hospital	58 3%	27 3%	31 3%	14 6%	11 3%	12 3%	10 3%	3 1%	8 2%	17 3%	28 5%	6 1%	7 1%	14 5%	28 3%
The number of patients who had their operation cancelled at short notice	17 1%	7 1%	10 1%	4 1%	2 1%	2 1%	4 1%	- -	4 1%	8 1%	5 1%	3 1%	2 *	1 *	9 1%
None of these	27 1%	15 2%	12 1%	6 3%	4 1%	7 2%	4 1%	4 1%	1 *	8 1%	7 1%	9 2%	3 1%	4 1%	15 2%
Don't know	77 4%	30 3%	47 4%	28 12%	15 5%	20 5%	4 1%	3 1%	6 1%	15 3%	20 3%	19 4%	23 5%	11 4%	39 5%

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Absolutes/col percents

Table 8
Q.2 Imagine that you needed an operation and you could choose in which hospital to have it. Which one of the following would be the MOST important to you when deciding in which hospital to have your operation?
Base: All respondents

							Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
The number of patients who said that they had a good experience of care at the hospital	465 23%	39 22%	16 18%	43 18%	52 29%	37 20%	39 24%	36 33%	37 19%	47 18%	75 28%	43 23%
How long you would have to wait for your operation	406 20%	38 21%	25 27%	54 22%	41 22%	30 16%	31 20%	17 16%	42 22%	47 18%	50 19%	31 17%
The number of patients who had caught an infection from the hospital, such as MRSA	246 12%	23 13%	8 8%	28 12%	23 13%	19 10%	16 10%	16 15%	40 21%	21 8%	24 9%	28 15%
Being involved in decisions about your care	216 11%	24 13%	12 13%	32 13%	25 14%	21 11%	16 10%	6 6%	12 6%	26 10%	25 9%	17 9%
The number of staff at the hospital who say that they would recommend the hospital to their friends and family	178 9%	15 8%	8 8%	19 8%	12 7%	31 16%	8 5%	6 6%	12 6%	32 12%	18 7%	17 9%
The number of patients who said that they got better after an operation at the hospital	153 7%	13 7%	9 9%	19 8%	8 4%	21 11%	9 6%	7 7%	12 6%	25 10%	21 8%	9 5%
The number of patients who reported having been harmed at that hospital	146 7%	12 7%	6 6%	18 7%	7 4%	15 8%	19 12%	12 11%	12 6%	22 8%	13 5%	12 6%
Whether you would have to share a sleeping area or a bathroom with someone of the opposite sex	61 3%	6 3%	7 8%	5 2%	3 1%	2 1%	6 4%	2 2%	5 3%	7 3%	10 4%	7 4%

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Table 8
Q.2 Imagine that you needed an operation and you could choose in which hospital to have it. Which one of the following would be the MOST important to you when deciding in which hospital to have your operation?
Base: All respondents

	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
							Region					
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
The number of recent written patient complaints that had been made about the hospital	58 3%	4 2%	* *	5 2%	4 2%	8 4%	11 7%	3 2%	6 3%	8 3%	2 1%	8 4%
The number of patients who had their operation cancelled at short notice	17 1%	- -	- -	2 1%	2 1%	- -	2 1%	1 1%	- -	1 *	8 3%	2 1%
None of these	27 1%	* *	- -	7 3%	- -	1 1%	1 1%	- -	3 2%	4 1%	3 1%	7 4%
Don't know	77 4%	5 3%	3 3%	9 4%	3 2%	5 2%	1 1%	1 1%	11 6%	18 7%	16 6%	4 2%

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Table 9
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
SUMMARY TABLE
Base: All respondents

	Being able to start treatment within a month	The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'	Being supported by a specialist lung cancer nurse	Being given the most effective treatment to cure your lung cancer or to stop it developing further	Being treated by a single team that can manage the whole of your treatment
Unweighted base	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050
NET: Important (1/2)	1149	544	296	1617	494
	56%	27%	14%	79%	24%
1 - Most important	468	183	67	1181	151
	23%	9%	3%	58%	7%
2	681	361	229	436	343
	33%	18%	11%	21%	17%
3	405	469	443	201	532
	20%	23%	22%	10%	26%
4	293	374	699	156	529
	14%	18%	34%	8%	26%
5 - Least important	203	663	611	76	495
	10%	32%	30%	4%	24%
NET: Not important (4/5)	496	1037	1311	232	1024
	24%	51%	64%	11%	50%
Mean	2.55	3.48	3.76	1.79	3.43
Standard deviation	1.26	1.34	1.10	1.13	1.23
Standard error	0.03	0.03	0.02	0.02	0.03

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Table 10
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your
treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
MOST IMPORTANT
Base: All respondents

| | | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
Being given the most effective treatment to cure your lung cancer or to stop it developing further	1181 58%	543 54%	638 61%	136 55%	186 57%	232 60%	222 64%	175 57%	230 53%	342 62%	339 57%	246 57%	254 54%	196 63%	482 57%
Being able to start treatment within a month	468 23%	261 26%	207 20%	43 18%	72 22%	83 21%	70 20%	79 26%	121 28%	113 20%	135 23%	105 24%	115 24%	54 17%	189 23%
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'	183 9%	96 10%	87 8%	31 13%	27 8%	35 9%	23 7%	19 6%	48 11%	57 10%	55 9%	27 6%	43 9%	28 9%	70 8%
Being treated by a single team that can manage the whole of your treatment	151 7%	70 7%	81 8%	23 9%	29 9%	20 5%	25 7%	31 10%	23 5%	28 5%	48 8%	36 8%	38 8%	25 8%	63 7%
Being supported by a specialist lung cancer nurse	67 3%	34 3%	33 3%	14 6%	13 4%	20 5%	9 3%	3 1%	9 2%	13 2%	18 3%	16 4%	20 4%	7 2%	35 4%

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Table 10
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
MOST IMPORTANT
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
Being given the most effective treatment to cure your lung cancer or to stop it developing further	1181 58%	98 55%	57 61%	147 61%	100 55%	109 58%	84 52%	68 62%	117 61%	139 54%	141 54%	122 65%
Being able to start treatment within a month	468 23%	40 23%	23 25%	44 18%	52 29%	25 13%	42 26%	26 24%	45 23%	59 23%	70 27%	41 22%
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'	183 9%	16 9%	5 5%	16 7%	13 7%	27 14%	18 11%	6 5%	17 9%	30 12%	22 8%	13 7%
Being treated by a single team that can manage the whole of your treatment	151 7%	17 10%	6 6%	30 12%	5 3%	17 9%	12 7%	6 5%	12 6%	16 6%	23 9%	8 4%
Being supported by a specialist lung cancer nurse	67 3%	7 4%	2 2%	3 1%	10 6%	11 6%	4 3%	4 3%	2 1%	13 5%	7 3%	3 2%

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Table 11
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your
treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being able to start treatment within a month
Base: All respondents

| | | Gender | | | | | Age | | | | Social Grade | | | | Employment Sector | |
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	1149	580	568	113	188	228	196	177	247	308	343	246	252	156	478
	56%	58%	54%	46%	57%	59%	56%	57%	57%	56%	58%	57%	53%	51%	57%
1 - Most important	468	261	207	43	72	83	70	79	121	113	135	105	115	54	189
	23%	26%	20%	18%	22%	21%	20%	26%	28%	20%	23%	24%	24%	17%	23%
2	681	319	362	70	115	146	126	98	127	195	209	141	136	103	289
	33%	32%	35%	28%	35%	37%	36%	32%	29%	35%	35%	33%	29%	33%	34%
3	405	176	230	59	50	75	81	55	86	121	109	87	87	73	154
	20%	17%	22%	24%	15%	19%	23%	18%	20%	22%	18%	20%	19%	24%	18%
4	293	146	147	42	61	49	40	41	59	91	80	47	76	55	126
	14%	15%	14%	17%	19%	13%	12%	13%	14%	16%	13%	11%	16%	18%	15%
5 - Least important	203	102	101	32	30	37	32	35	38	33	62	51	57	25	81
	10%	10%	10%	13%	9%	9%	9%	12%	9%	6%	10%	12%	12%	8%	10%
NET: Not important (4/5)	496	249	247	74	91	86	72	76	97	124	142	98	132	80	207
	24%	25%	24%	30%	28%	22%	21%	25%	23%	22%	24%	23%	28%	26%	25%
Mean	2.55	2.51	2.59	2.80	2.57	2.51	2.53	2.53	2.46	2.52	2.54	2.53	2.62	2.66	2.55
Standard deviation	1.26	1.29	1.22	1.28	1.27	1.22	1.20	1.31	1.27	1.16	1.26	1.29	1.33	1.19	1.26
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.07	0.05

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Table 11
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your
treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being able to start treatment within a month
Base: All respondents

| | | | | | | | | | | | | Region |
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	1149 56%	108 61%	63 68%	124 51%	114 63%	90 47%	86 54%	66 61%	101 53%	143 55%	154 59%	100 53%
1 - Most important	468 23%	40 23%	23 25%	44 18%	52 29%	25 13%	42 26%	26 24%	45 23%	59 23%	70 27%	41 22%
2	681 33%	68 38%	40 43%	80 33%	62 34%	64 34%	44 28%	40 37%	56 29%	84 32%	84 32%	59 31%
3	405 20%	30 17%	9 10%	43 18%	45 25%	40 21%	40 25%	22 21%	41 21%	40 16%	52 20%	43 23%
4	293 14%	23 13%	15 16%	39 16%	15 8%	40 21%	22 14%	9 8%	27 14%	45 17%	28 11%	30 16%
5 - Least important	203 10%	17 10%	6 6%	35 14%	6 3%	20 11%	11 7%	11 10%	24 12%	30 12%	29 11%	14 7%
NET: Not important (4/5)	496 24%	40 23%	21 22%	74 31%	21 12%	60 32%	34 21%	20 18%	50 26%	75 29%	57 22%	44 23%
Mean	2.55	2.49	2.35	2.76	2.23	2.82	2.48	2.43	2.63	2.63	2.48	2.55
Standard deviation	1.26	1.25	1.20	1.32	1.06	1.22	1.22	1.22	1.31	1.32	1.29	1.21
Standard error	0.03	0.09	0.12	0.08	0.09	0.09	0.10	0.12	0.10	0.08	0.07	0.09

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Absolutes/col percents

Table 12
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	544	270	273	82	82	100	93	77	110	154	154	109	126	86	234
	27%	27%	26%	33%	25%	26%	27%	25%	25%	28%	26%	25%	27%	28%	28%
1 - Most important	183	96	87	31	27	35	23	19	48	57	55	27	43	28	70
	9%	10%	8%	13%	8%	9%	7%	6%	11%	10%	9%	6%	9%	9%	8%
2	361	174	187	52	54	65	70	58	62	97	99	81	83	58	164
	18%	17%	18%	21%	17%	17%	20%	19%	14%	18%	17%	19%	18%	19%	19%
3	469	235	234	53	90	76	89	70	91	128	138	89	114	62	200
	23%	23%	22%	22%	28%	19%	26%	23%	21%	23%	23%	21%	24%	20%	24%
4	374	171	203	60	65	80	48	54	66	97	103	106	68	73	141
	18%	17%	19%	25%	20%	21%	14%	18%	15%	17%	17%	25%	14%	24%	17%
5 - Least important	663	328	336	50	91	133	119	106	164	174	199	126	163	89	264
	32%	33%	32%	20%	28%	34%	34%	34%	38%	32%	34%	29%	35%	29%	31%
NET: Not important (4/5)	1037	499	538	111	156	214	167	160	230	271	302	232	231	162	406
	51%	50%	51%	45%	48%	55%	48%	52%	54%	49%	51%	54%	49%	52%	48%
Mean	3.48	3.46	3.49	3.19	3.42	3.54	3.49	3.55	3.55	3.42	3.49	3.52	3.48	3.44	3.44
Standard deviation	1.34	1.35	1.32	1.32	1.28	1.35	1.31	1.30	1.40	1.36	1.35	1.26	1.36	1.32	1.33
Standard error	0.03	0.04	0.04	0.10	0.07	0.07	0.07	0.07	0.07	0.06	0.05	0.07	0.06	0.08	0.05

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Table 12
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	544 27%	40 23%	14 15%	66 27%	52 29%	71 38%	46 29%	24 22%	44 23%	79 31%	67 26%	41 22%
1 - Most important	183 9%	16 9%	5 5%	16 7%	13 7%	27 14%	18 11%	6 5%	17 9%	30 12%	22 8%	13 7%
2	361 18%	25 14%	10 10%	50 21%	39 22%	45 23%	28 17%	18 17%	26 14%	48 19%	45 17%	28 15%
3	469 23%	48 27%	40 43%	57 24%	39 22%	37 19%	33 21%	24 22%	46 24%	57 22%	56 21%	33 17%
4	374 18%	33 19%	3 3%	41 17%	27 15%	36 19%	24 15%	24 22%	39 20%	44 17%	60 23%	43 23%
5 - Least important	663 32%	57 32%	36 39%	77 32%	63 35%	46 24%	56 35%	37 34%	64 33%	78 30%	80 30%	70 38%
NET: Not important (4/5)	1037 51%	90 51%	39 42%	118 49%	90 50%	82 43%	81 51%	61 56%	102 53%	122 47%	140 53%	113 61%
Mean	3.48	3.51	3.60	3.47	3.48	3.15	3.46	3.63	3.55	3.35	3.50	3.69
Standard deviation	1.34	1.30	1.24	1.31	1.35	1.39	1.41	1.25	1.32	1.39	1.31	1.30
Standard error	0.03	0.10	0.13	0.08	0.11	0.10	0.12	0.12	0.10	0.09	0.08	0.09

Prepared by ComRes

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Table 13
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your
treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being supported by a specialist lung cancer nurse
Base: All respondents

| | | Gender | | | | | Age | | | | | Social Grade | | | | Employment Sector | |
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	296	147	149	57	58	61	47	32	41	57	88	74	77	53	139
	14%	15%	14%	23%	18%	16%	13%	10%	10%	10%	15%	17%	16%	17%	17%
1 - Most important	67	34	33	14	13	20	9	3	9	13	18	16	20	7	35
	3%	3%	3%	6%	4%	5%	3%	1%	2%	2%	3%	4%	4%	2%	4%
2	229	113	116	43	45	42	38	29	33	44	70	58	57	47	104
	11%	11%	11%	18%	14%	11%	11%	9%	8%	8%	12%	14%	12%	15%	12%
3	443	202	241	64	79	81	73	62	84	114	128	92	109	61	204
	22%	20%	23%	26%	24%	21%	21%	20%	20%	21%	21%	21%	23%	20%	24%
4	699	345	355	65	94	138	133	103	167	185	211	144	159	104	266
	34%	34%	34%	26%	29%	36%	38%	34%	39%	33%	36%	33%	34%	34%	32%
5 - Least important	611	311	300	61	97	109	95	111	138	197	168	121	126	91	229
	30%	31%	29%	25%	30%	28%	27%	36%	32%	36%	28%	28%	27%	29%	27%
NET: Not important (4/5)	1311	656	655	125	191	247	228	214	305	382	379	265	285	195	496
	64%	65%	63%	51%	58%	64%	65%	70%	71%	69%	64%	62%	60%	63%	59%
Mean	3.76	3.78	3.74	3.47	3.66	3.71	3.77	3.94	3.91	3.92	3.74	3.69	3.67	3.73	3.66
Standard deviation	1.10	1.10	1.09	1.20	1.16	1.13	1.05	1.01	1.00	1.04	1.09	1.13	1.12	1.10	1.13
Standard error	0.02	0.04	0.03	0.09	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.04

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Table 13
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your
treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being supported by a specialist lung cancer nurse
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	296	23	13	28	23	27	33	15	30	39	41	25
	14%	13%	14%	12%	13%	14%	21%	13%	15%	15%	16%	14%
1 - Most important	67	7	2	3	10	11	4	4	2	13	7	3
	3%	4%	2%	1%	6%	6%	3%	3%	1%	5%	3%	2%
2	229	16	11	24	13	16	28	11	28	25	34	22
	11%	9%	12%	10%	7%	8%	18%	10%	15%	10%	13%	12%
3	443	34	14	55	33	44	32	17	53	57	54	51
	22%	19%	15%	23%	18%	23%	20%	16%	28%	22%	21%	28%
4	699	60	36	83	69	53	53	43	58	87	99	58
	34%	34%	39%	34%	38%	28%	33%	39%	30%	34%	38%	31%
5 - Least important	611	61	30	75	55	65	42	34	52	76	69	52
	30%	34%	32%	31%	31%	34%	27%	32%	27%	29%	26%	28%
NET: Not important (4/5)	1311	121	66	158	125	119	95	77	110	163	168	110
	64%	68%	71%	66%	69%	63%	60%	71%	57%	63%	64%	59%
Mean	3.76	3.86	3.87	3.84	3.81	3.77	3.63	3.86	3.68	3.72	3.72	3.71
Standard deviation	1.10	1.10	1.07	1.03	1.12	1.18	1.14	1.08	1.05	1.14	1.07	1.05
Standard error	0.02	0.08	0.11	0.06	0.09	0.09	0.09	0.10	0.08	0.07	0.06	0.07

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Table 14
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being given the most effective treatment to cure your lung cancer or to stop it developing further
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	1617	764	853	174	255	317	282	256	333	446	473	357	341	252	653
	79%	76%	82%	71%	78%	81%	81%	83%	77%	81%	80%	83%	72%	82%	78%
1 - Most important	1181	543	638	136	186	232	222	175	230	342	339	246	254	196	482
	58%	54%	61%	55%	57%	60%	64%	57%	53%	62%	57%	57%	54%	63%	57%
2	436	221	215	39	69	85	60	81	103	104	134	112	87	57	171
	21%	22%	21%	16%	21%	22%	17%	26%	24%	19%	23%	26%	18%	18%	20%
3	201	114	87	18	40	34	29	28	51	39	69	41	52	25	92
	10%	11%	8%	7%	12%	9%	8%	9%	12%	7%	12%	10%	11%	8%	11%
4	156	86	70	27	22	27	25	17	38	40	36	24	56	11	62
	8%	9%	7%	11%	7%	7%	7%	5%	9%	7%	6%	6%	12%	4%	7%
5 - Least important	76	41	35	27	11	11	12	7	8	29	16	8	22	20	32
	4%	4%	3%	11%	3%	3%	4%	2%	2%	5%	3%	2%	5%	6%	4%
NET: Not important (4/5)	232	127	105	54	33	39	38	23	46	69	52	32	79	31	94
	11%	13%	10%	22%	10%	10%	11%	8%	11%	12%	9%	7%	17%	10%	11%
Mean	1.79	1.87	1.71	2.07	1.79	1.72	1.70	1.70	1.82	1.75	1.75	1.69	1.95	1.72	1.80
Standard deviation	1.13	1.16	1.09	1.43	1.10	1.07	1.12	0.99	1.07	1.18	1.06	0.98	1.25	1.17	1.13
Standard error	0.02	0.04	0.03	0.11	0.06	0.05	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.07	0.04

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Table 14
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being given the most effective treatment to cure your lung cancer or to stop it developing further
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	1617 79%	136 76%	74 80%	190 79%	135 75%	139 73%	122 76%	98 91%	157 82%	203 79%	205 78%	159 85%
1 - Most important	1181 58%	98 55%	57 61%	147 61%	100 55%	109 58%	84 52%	68 62%	117 61%	139 54%	141 54%	122 65%
2	436 21%	38 21%	17 19%	42 18%	35 20%	29 15%	38 24%	31 28%	40 21%	64 25%	64 24%	38 20%
3	201 10%	22 12%	10 10%	24 10%	23 13%	21 11%	12 7%	3 2%	19 10%	33 13%	24 9%	11 6%
4	156 8%	15 9%	5 6%	18 8%	19 11%	16 8%	20 12%	3 3%	14 7%	9 3%	24 9%	12 7%
5 - Least important	76 4%	5 3%	4 4%	9 4%	3 2%	14 7%	6 4%	5 5%	2 1%	13 5%	10 4%	4 2%
NET: Not important (4/5)	232 11%	20 11%	9 10%	27 11%	22 12%	30 16%	26 16%	8 7%	16 8%	22 9%	34 13%	17 9%
Mean	1.79	1.83	1.73	1.75	1.84	1.92	1.92	1.59	1.67	1.81	1.85	1.61
Standard deviation	1.13	1.12	1.11	1.14	1.11	1.30	1.21	1.00	0.99	1.11	1.15	1.02
Standard error	0.02	0.08	0.11	0.07	0.09	0.10	0.10	0.09	0.07	0.07	0.07	0.07

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Table 15
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being treated by a single team that can manage the whole of your treatment
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
NET: Important (1/2)	494	247	247	65	74	72	80	73	130	142	130	75	147	71	174
	24%	25%	24%	27%	22%	18%	23%	24%	30%	26%	22%	17%	31%	23%	21%
1 - Most important	151	70	81	23	29	20	25	31	23	28	48	36	38	25	63
	7%	7%	8%	9%	9%	5%	7%	10%	5%	5%	8%	8%	8%	8%	7%
2	343	177	166	43	44	52	55	42	107	114	82	39	108	45	111
	17%	18%	16%	17%	14%	13%	16%	14%	25%	21%	14%	9%	23%	15%	13%
3	532	279	253	53	69	124	76	92	118	151	151	121	109	88	189
	26%	28%	24%	21%	21%	32%	22%	30%	27%	27%	25%	28%	23%	28%	23%
4	529	257	272	52	86	94	102	93	100	141	165	110	112	66	243
	26%	26%	26%	21%	26%	24%	29%	30%	23%	25%	28%	26%	24%	21%	29%
5 - Least important	495	222	273	76	99	99	91	49	82	120	149	124	103	85	233
	24%	22%	26%	31%	30%	26%	26%	16%	19%	22%	25%	29%	22%	27%	28%
NET: Not important (4/5)	1024	479	545	128	186	194	193	142	182	261	314	234	215	151	476
	50%	48%	52%	52%	57%	50%	55%	46%	42%	47%	53%	54%	46%	49%	57%
Mean	3.43	3.38	3.47	3.47	3.55	3.52	3.51	3.28	3.26	3.38	3.48	3.57	3.28	3.45	3.56
Standard deviation	1.23	1.20	1.25	1.33	1.29	1.16	1.23	1.19	1.18	1.18	1.23	1.23	1.26	1.26	1.23
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.06	0.07	0.05	0.05	0.05	0.07	0.06	0.08	0.04

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Absolutes/col percents

Table 15
Q.3 Imagine now that you needed to go to hospital for lung cancer treatment specifically and you could choose in which hospital to have your treatment. How important or otherwise would each of the following be for you when deciding in which hospital to receive your treatment?
Being treated by a single team that can manage the whole of your treatment
Base: All respondents

						Region						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Important (1/2)	494	49	21	75	37	53	33	14	53	53	59	48
	24%	28%	23%	31%	20%	28%	21%	13%	27%	20%	22%	26%
1 - Most important	151	17	6	30	5	17	12	6	12	16	23	8
	7%	10%	6%	12%	3%	9%	7%	5%	6%	6%	9%	4%
2	343	32	15	45	31	36	22	8	41	37	36	40
	17%	18%	16%	18%	17%	19%	14%	8%	21%	14%	14%	22%
3	532	45	21	62	40	48	43	43	33	71	77	48
	26%	25%	22%	26%	22%	25%	27%	39%	17%	28%	29%	26%
4	529	46	33	60	50	45	40	31	55	73	52	44
	26%	26%	36%	25%	28%	24%	25%	29%	28%	28%	20%	23%
5 - Least important	495	38	18	45	54	44	43	21	51	61	75	47
	24%	21%	19%	19%	30%	23%	27%	19%	27%	24%	28%	25%
NET: Not important (4/5)	1024	84	51	104	104	89	83	52	106	134	126	90
	50%	47%	55%	43%	57%	47%	52%	48%	55%	52%	48%	48%
Mean	3.43	3.31	3.46	3.18	3.64	3.34	3.51	3.48	3.48	3.49	3.45	3.43
Standard deviation	1.23	1.26	1.16	1.28	1.16	1.27	1.23	1.06	1.26	1.18	1.27	1.20
Standard error	0.03	0.09	0.12	0.08	0.10	0.09	0.10	0.10	0.10	0.07	0.07	0.08

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Table 16
Q.4 Imagine that you needed to go to hospital for lung cancer treatment and you could choose in which hospital to have your treatment.
Which one of the following would be the MOST important to you when deciding in which hospital to have your treatment?
Base: All respondents

		Gender					Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
Being given the most effective treatment to cure your lung cancer or to stop it developing further	1169 57%	530 53%	639 61%	115 47%	165 50%	223 57%	223 64%	178 58%	265 62%	331 60%	340 57%	251 58%	247 52%	172 56%	457 54%
Being able to start treatment within a month	345 17%	210 21%	135 13%	35 14%	58 18%	65 17%	56 16%	63 21%	68 16%	88 16%	97 16%	84 19%	76 16%	41 13%	157 19%
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'	128 6%	75 7%	52 5%	24 10%	23 7%	18 5%	17 5%	8 3%	37 8%	40 7%	27 5%	22 5%	38 8%	22 7%	48 6%
Being treated by a single team that can manage the whole of your treatment	115 6%	56 6%	59 6%	9 4%	15 5%	19 5%	22 6%	20 7%	29 7%	22 4%	36 6%	31 7%	25 5%	25 8%	42 5%
Being able to choose between different treatments	43 2%	14 1%	29 3%	5 2%	6 2%	10 3%	11 3%	7 2%	4 1%	16 3%	7 1%	8 2%	12 3%	8 3%	20 2%
Being supported by a specialist lung cancer nurse	41 2%	19 2%	23 2%	13 5%	7 2%	10 2%	2 *	8 3%	2 *	8 1%	18 3%	6 1%	9 2%	13 4%	16 2%
Being supported emotionally during your stay in hospital	36 2%	18 2%	19 2%	13 5%	11 3%	5 1%	2 1%	2 1%	3 1%	10 2%	13 2%	3 1%	10 2%	6 2%	17 2%
Being supported effectively to control your pain	36 2%	8 1%	28 3%	3 1%	9 3%	4 1%	4 1%	6 2%	11 2%	8 1%	14 2%	5 1%	10 2%	4 1%	11 1%
How well the team treating you meets national standards and assessments	33 2%	23 2%	10 1%	4 2%	13 4%	8 2%	2 *	4 1%	3 1%	11 2%	14 2%	2 1%	6 1%	3 1%	21 3%

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ONLINE Fieldwork : 1st-3rd February 2013

Table 16
Q.4 Imagine that you needed to go to hospital for lung cancer treatment and you could choose in which hospital to have your treatment.
Which one of the following would be the MOST important to you when deciding in which hospital to have your treatment?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
Being given a written plan for your treatment	29 1%	19 2%	10 1%	4 2%	5 1%	7 2%	4 1%	5 2%	5 1%	5 1%	11 2%	3 1%	10 2%	3 1%	17 2%
None of these	12 1%	7 1%	5 *	- -	2 1%	6 1%	4 1%	- -	1 *	1 *	* *	3 1%	7 2%	1 *	6 1%
Don't know	62 3%	26 3%	35 3%	19 8%	14 4%	15 4%	4 1%	6 2%	4 1%	13 2%	16 3%	13 3%	20 4%	10 3%	28 3%

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Hospital Changes Survey
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Absolutes/col percents

Table 16
Q.4 Imagine that you needed to go to hospital for lung cancer treatment and you could choose in which hospital to have your treatment.
Which one of the following would be the MOST important to you when deciding in which hospital to have your treatment?
Base: All respondents

	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
											Region	
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
Being given the most effective treatment to cure your lung cancer or to stop it developing further	1169 57%	100 56%	51 55%	133 55%	112 62%	106 56%	85 53%	63 58%	117 61%	133 52%	151 57%	118 63%
Being able to start treatment within a month	345 17%	33 19%	20 21%	33 14%	32 18%	18 10%	39 24%	24 22%	33 17%	43 17%	44 17%	26 14%
The number of lung cancer patients who rate the care in the hospital as 'excellent' or 'very good'	128 6%	6 3%	8 9%	21 9%	6 3%	27 14%	11 7%	10 10%	8 4%	15 6%	7 3%	7 4%
Being treated by a single team that can manage the whole of your treatment	115 6%	12 7%	4 4%	19 8%	8 4%	10 5%	6 4%	6 5%	9 5%	16 6%	18 7%	9 5%
Being able to choose between different treatments	43 2%	3 2%	5 6%	5 2%	9 5%	1 1%	1 *	1 *	1 1%	4 2%	5 2%	8 4%
Being supported by a specialist lung cancer nurse	41 2%	3 2%	1 1%	2 1%	3 2%	5 2%	2 1%	1 1%	7 3%	3 1%	14 5%	2 1%
Being supported emotionally during your stay in hospital	36 2%	1 1%	* 1%	9 4%	2 1%	8 4%	4 3%	1 1%	- -	5 2%	4 1%	2 1%
Being supported effectively to control your pain	36 2%	5 3%	1 1%	4 2%	2 1%	6 3%	3 2%	- -	2 1%	4 2%	4 2%	4 2%
How well the team treating you meets national standards and assessments	33 2%	5 3%	2 2%	6 3%	2 1%	2 1%	3 2%	- -	4 2%	7 3%	* *	1 1%

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Q.4 Imagine that you needed to go to hospital for lung cancer treatment and you could choose in which hospital to have your treatment.
Which one of the following would be the MOST important to you when deciding in which hospital to have your treatment?
Base: All respondents

												Region
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
Being given a written plan for your treatment	29 1%	5 3%	- -	4 2%	- -	- -	5 3%	3 2%	1 1%	6 2%	3 1%	2 1%
None of these	12 1%	- -	- -	2 1%	- -	1 1%	1 1%	- -	1 *	- -	7 2%	1 *
Don't know	62 3%	4 2%	2 2%	3 1%	5 3%	5 3%	- -	1 1%	8 4%	21 8%	5 2%	7 4%

Prepared by ComRes