



HEALTHCARE AND THE ARTS:  
GP SURVEY – WAVE 2  
HEADLINES

AESOP

August 2019



# METHODOLOGY

## Methodology Note

ComRes interviewed 1,002 General Practitioners online between 4<sup>th</sup> and 23<sup>rd</sup> July 2019. Data were weighted by former SHA regions in order to be representative of UK GPs. ComRes also interviewed 1,002 General Practitioners online between 13<sup>th</sup> and 24<sup>th</sup> February 2018.

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

## Guidelines for the Public Use of Survey Results

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- 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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## BACKGROUND

In 2018, Aesop commissioned ComRes to conduct research among UK GPs in order to better understand their perceptions of arts-based interventions and how these perceptions might change over time. The same question has been asked again in 2019 to measure any change in results in comparison to the previous wave of research.

In both waves, GPs were asked the following question: *“In relation to healthcare, to what extent do you agree or disagree with each of the following statements about the arts (broadly defined as dance, drama, music, visual arts, films, singing, reading, painting, drawing, crafts and making)?”*.

- 1 Public engagement with the arts can make a significant contribution to the prevention agenda (i.e. preventing ill health among the public)
- 2 Arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce
- 3 Arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes

## EXECUTIVE SUMMARY

**Agreement with all three statements tested has significantly increased since 2018. Positively, the proportion of male GPs who agree with each statement have seen a notable increase over the last year.**

- Of the statements tested, GPs are most likely to agree that public engagement with the arts can make a significant contribution to the prevention agenda (74%); and do so more often than in 2018 (66%). This is a positive finding for Aesop’s campaign as it demonstrates strong and growing support among GPs for arts to be used in preventative health.
- Level of agreement that arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce has seen an overall 10 percentage points increase since 2018 (from 62% up to 72%). This increase in agreement appears to have been primarily driven by male GPs (from 59% to 70%).
- Around half (54%) of GPs agree that arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes, while a quarter (26%) say don’t know when asked about this. While we can see that the proportion of those who agree has grown (44% in 2018), the proportion of those who say they don’t know has stayed the same (27% in 2018). This could suggest a relatively low awareness of the cost of arts-based interventions, an area that Aesop’s next campaign may wish to focus on.

# FINDINGS IN DETAIL

## 1

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

The proportion of GPs who say they agree that public engagement with the arts can make a significant contribution to the prevention agenda has seen a significant 8 percentage point increase since 2018 (74% vs. 66%). Meanwhile, the proportion of those who disagree has almost halved within the same time period (11% in 2019 vs. 18% in 2018).

- Three quarters (74%) of GPs agree with this statement, including one in five (22%), who strongly agree, while just one in ten (11%) disagree. In comparison, in 2018, two thirds (66%) of GPs said they agreed with this statement, with 15% strongly agreeing, while one in five (18%) said they disagreed.

% of GPs who say each of the following	2018	2019
<b>NET: Agree</b>	<b>66%</b>	<b>74%</b>
Strongly agree	15%	22%
Tend to agree	51%	52%
Tend to disagree	14%	9%
Strongly disagree	4%	2%
<b>NET: Disagree</b>	<b>18%</b>	<b>11%</b>
Don't know	16%	15%

*Base: All respondents 2018 (n=1,002); 2019 (n=1,002)*

- GPs in Wales are significantly more likely than GPs in England or Scotland to agree that public engagement with the arts can make a significant contribution to the prevention agenda (87%\* vs. 74% and 69% respectively).
- While in 2018 female GPs were significantly more likely than male GPs to agree with this statement (71% vs. 63% respectively), a year on, the 8 percentage points gap between the two genders has narrowed to 3 percentage points (76% vs. 73% respectively). This suggests an increase in agreement in both genders – particularly among male GPs.

*“Arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce”*

Seven in ten (72%) GPs agree that arts-based interventions can make a significant contribution to improving the health and wellbeing of the NHS workforce, compared to three in five (62%) who said the same last year.

While agreement with the statement increased significantly between 2018 and 2019, the proportion of GPs who say they disagree with the statement has also significantly decreased from one in five (20%) to one in seven (15%).

% of GPs who say each of the following	2018	2019
<b>NET: Agree</b>	<b>62%</b>	<b>72%</b>
Strongly agree	15%	23%
Tend to agree	47%	49%
Tend to disagree	15%	12%
Strongly disagree	5%	3%
<b>NET: Disagree</b>	<b>20%</b>	<b>15%</b>
Don't know	17%	13%

*Base: All respondents 2018 (n=1,002); 2019 (n=1,002)*

- While female and male GPs are equally likely to agree with the statement (74% and 70% respectively), female GPs are significantly more likely than their male counterparts to say that they strongly agree (26% vs. 20% respectively). Nevertheless, it is important to note the significant increase in the proportion of male GPs who agree with this statement, from 59% in 2018 to 70% in 2019.
- GPs who work at a village/hamlet practice are the least likely to agree with this statement, while those from major conurbations are the most likely (61% vs. 76% respectively). This could indicate that GPs in village/hamlet practices may have less information about the impact of arts-based interventions or perceive these interventions as less useful for their practices.
- Almost three quarters (73%) of GPs in England agree with this statement, with a quarter (24%) strongly agreeing and just over one in ten (14%) disagreeing. Meanwhile, just over three in five GPs in Scotland (62%) say they agree.

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

Of the statements tested, GPs are least likely to agree that arts-based interventions can be a cost-effective way to deliver primary care to the public to improve health outcomes (54%), although level of agreement with this statement has seen a significant 10 percentage point increase since 2018.

One in five (21%) GPs disagree with this statement, while a quarter (26%) say don't know. Lower levels of agreement with this statement compared to others tested could suggest a lack of knowledge or awareness of the cost of arts-based interventions.

<b>% of GPs who say each of the following</b>	<b>2018</b>	<b>2019</b>
<b>NET: Agree</b>	<b>44%</b>	<b>54%</b>
Strongly agree	9%	15%
Tend to agree	34%	38%
Tend to disagree	21%	15%
Strongly disagree	8%	5%
<b>NET: Disagree</b>	<b>29%</b>	<b>21%</b>
Don't know	27%	26%

*Base: All respondents 2016 (n=1,002); 2019 (n=1,002)*

- Overall level of agreement with this statement is unlikely to be impacted by practice size, although there are some notable variations in terms of the strength of agreement. GPs who work at a practice in a major conurbation (e.g. London, Glasgow) are twice as likely as GPs who work at a village/hamlet practice to say they strongly agree with this statement (20% vs. 9% respectively).
- Three in ten (30%) salaried GPs say don't know when asked about this, compared to one in five (22%) locum GPs. This suggests that there is an opportunity for Aesop to raise awareness of empirical evidence on the cost and impact of arts-based interventions among salaried GPs.
- GPs in Wales are more likely than those in Scotland and England to agree with this statement (64%\* vs. 43% and 54% respectively).

## FOR MORE INFORMATION:

Charu Agarwal

Research Team Leader

+44(0) 20 7871 8647

[charu.agarwal@comresglobal.com](mailto:charu.agarwal@comresglobal.com)

Aniko Lakezi

Consultant

+44(0) 20 7871 8659

[aniko.lakezi@comresglobal.com](mailto:aniko.lakezi@comresglobal.com)



**WWW.COMRESGLOBAL.COM**

**LONDON**

Four Millbank  
London  
SW1P 3JA

**T:** +44 (0)20 7871 8660

**F:** +44 (0)20 7799 2391

**E:** [info@comresglobal.com](mailto:info@comresglobal.com)

**BRUSSELS**

Rond Point Schuman 6  
Box5, 1040  
Bruxelles

**T:** +32 (0)2 234 63 82

**F:** +32 (0)2 234 79 11

**E:** [info@comres.eu.com](mailto:info@comres.eu.com)

**SHANGHAI**

51/F Raffles City  
No.268 Xi Zang Middle Rd  
HuangPu District Shanghai  
200001 China

**T:** +86 (0)21 2312 7674

**E:** [info@comresglobal.com](mailto:info@comresglobal.com)