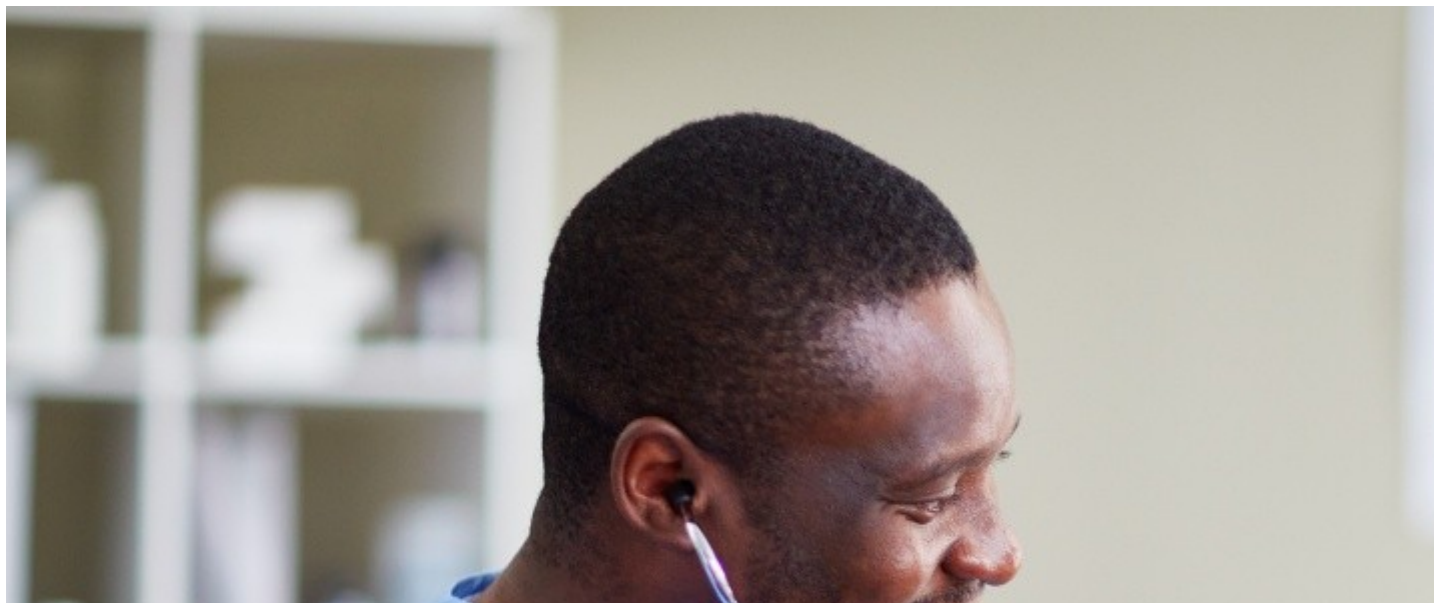




Teesside University

Conducted by YouGov on behalf of Teesside University
Fieldwork Dates: 22nd - 29th May 2018





Findings: YouGov poll

Read the findings below, or **read the YouGov poll findings in full.**

(<https://www.greatnorthcarerecord.org.uk/wp-content/uploads/2018/09/CHC-NENC-YouGov-Poll-Findings-FINAL-v1.pdf>).

In a YouGov poll conducted on behalf of Teesside University, respondents were asked to read various statements and watch a video about the Great North Care Record before asking if they agreed or disagreed with a statement. This study involved over 800 people living the North East and North Cumbria*, researchers found:

- After reading about the NHS being able to share healthcare records with emergency departments, 94% of people surveyed said they would allow their medical information to be shared within the NHS.
- After reading about people being able to control their privacy settings when sharing their healthcare records, 86% of people said it is important to be able to control their own privacy settings so they can choose who they share information with.
- After reading about how social services can have access to healthcare records, 75% of people stated they would allow their information to be shared with social care providers if they were using their services.
- After seeing a video about the Great North Care Record, 53% of people surveyed said they would be happy to share their identifiable data on a secure database with approved researchers.
- 46% of people said they would be happy to share their information with medical companies if it meant improvements to the health and care products available.

*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 824 adults in the North East, Copeland, Allerdale, Eden and Carlisle. Fieldwork was undertaken between 22nd – 29th May 2018. The survey was carried out online.



Information for Patients

Click below to find out more about what information will be shared, how the Great North Care Record works and which NHS organisations are involved.

Read more

(<https://www.greatnorthcarerecord.org.uk/information-for-patients/>)

Information for Health Care Professionals

Click below to find out more about how the Great North Care Record will work in practice, Information governance and security.



Read more

(<https://www.greatnorthcarerecord.org.uk/information-for-care-professionals/>)



Benefits of sharing information

Click below for a list of the many benefits associated with The Great North Care Record for both patients and health care professionals.

Read more

(<https://www.greatnorthcarerecord.org.uk/?article=findings-yougov-poll>)

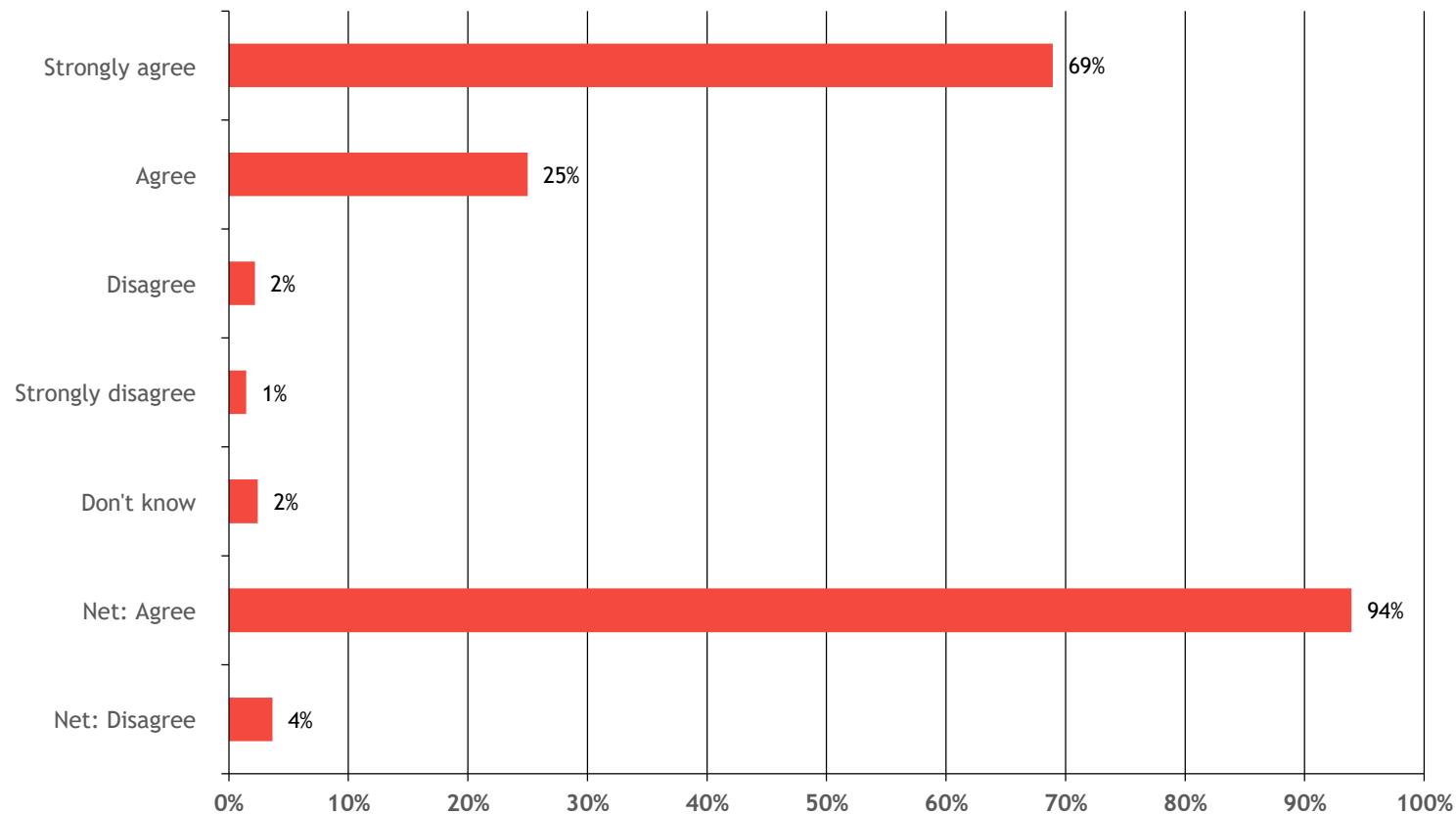
As a patient, how can I get involved?

Please contact us or **click here** (<https://www.greatnorthcarerecord.org.uk/information-for-patients/>) for further information.

To read about the information we collect, retain and how we use it, please read our **Privacy Statement** (<https://www.greatnorthcarerecord.org.uk/home/privacy-statement/>).

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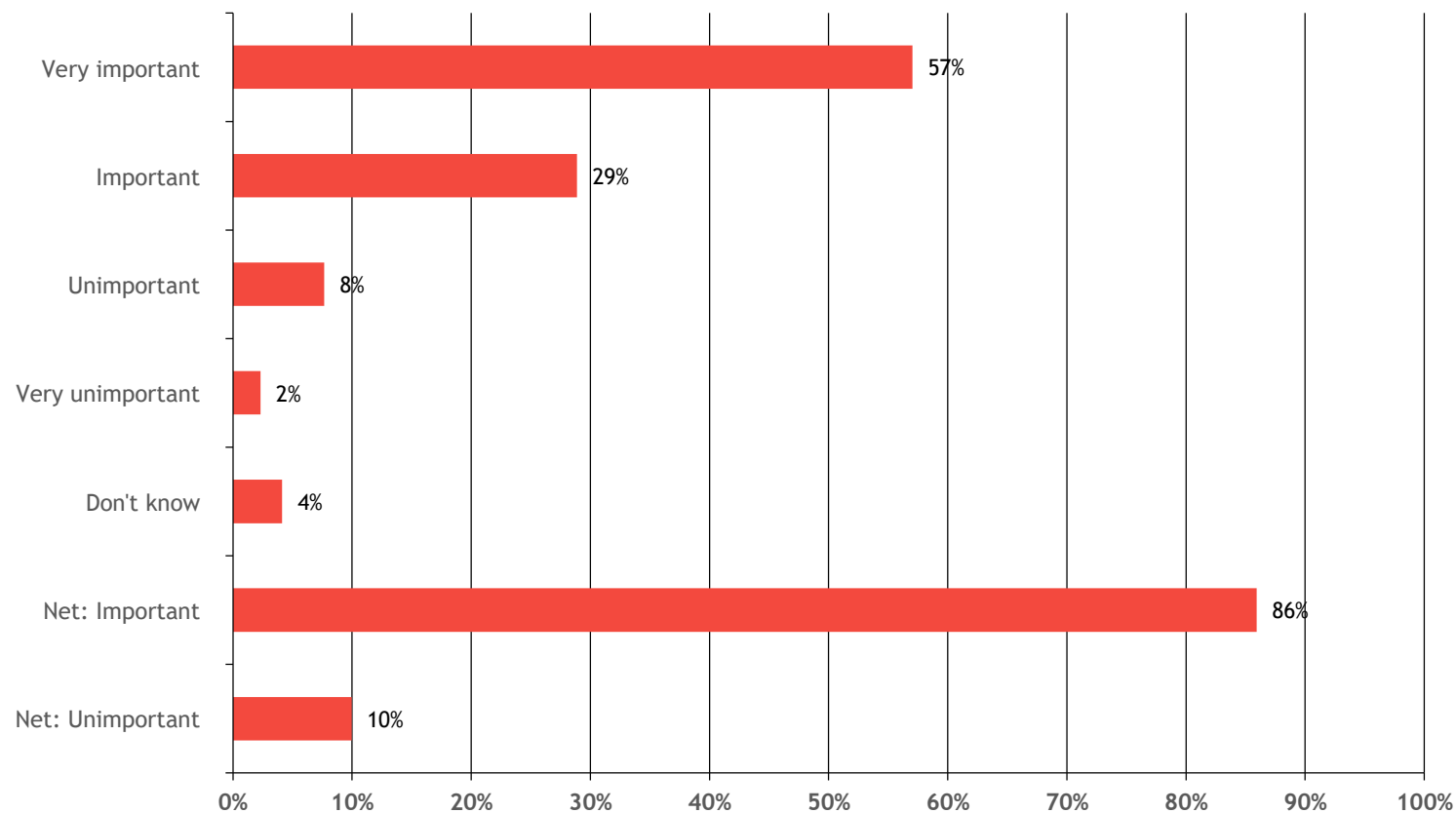
EDM_Q1. Please read the following statement before answering the following question... Since the introduction of the Great North Care Record for most people living in the North East and North Cumbria, the NHS can now share relevant information from your healthcare record with accident and emergency departments, out of hours and ambulance services, with your permission, if you need their care. After seeing the previous video and reading the above, to what extent do you agree or disagree with the following statement? I would allow my healthcare record to be shared within the NHS if I need medical treatment.



Base: Adults in the North East/ Copeland/ Allerdale/ Eden/ Carlisle (824)

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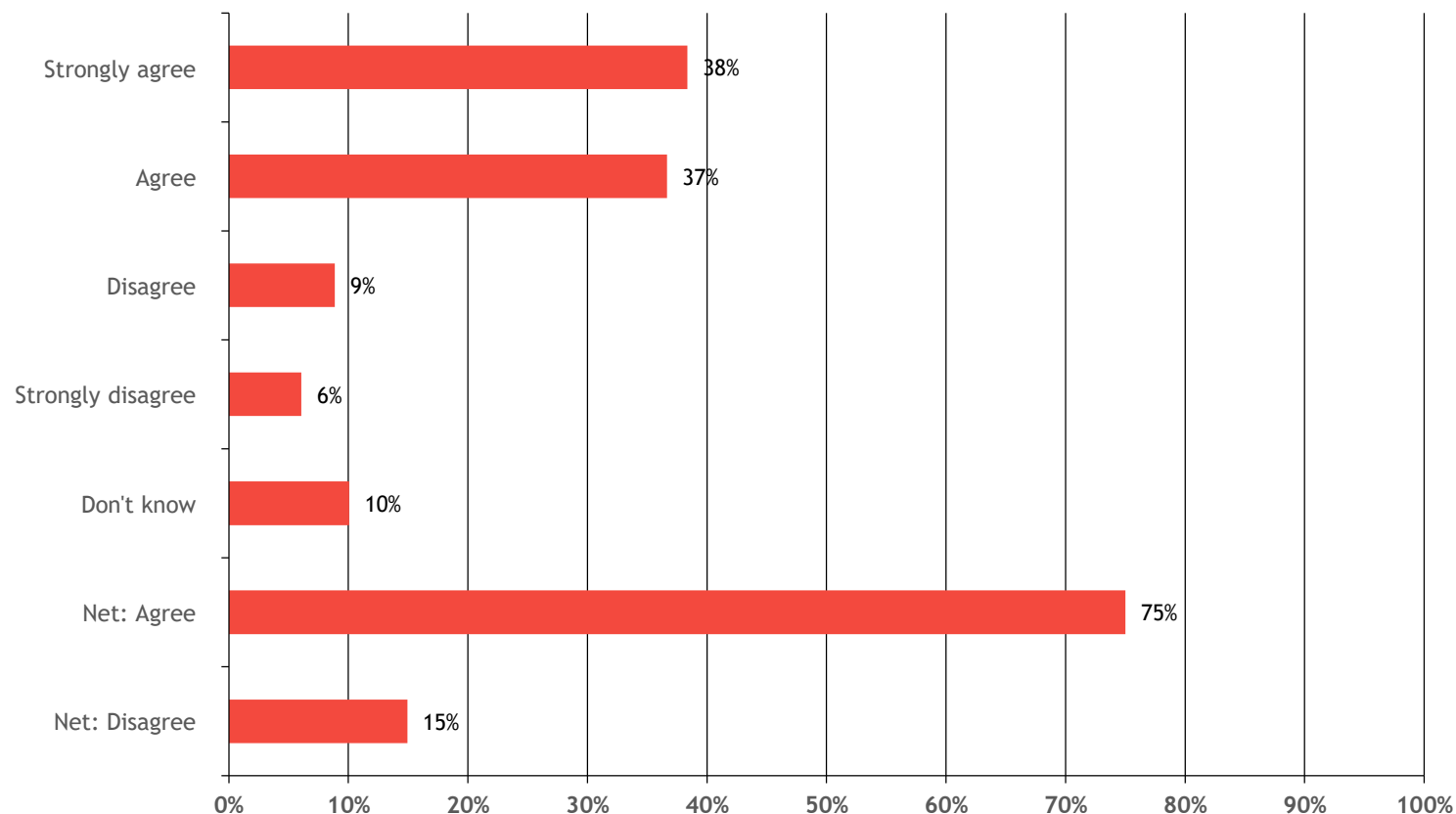
EDM_Q3. Please read the following statement before answering the following question... When sharing healthcare records, people can have control over their privacy preferences (e.g. being able to pick and choose who sees your healthcare record, why they can see it, which parts of the healthcare record they can see etc.). This could be done using a mobile phone application, a website, a paper application form, or a helpline. After seeing the previous video and reading the above, how important or unimportant would it be for you personally to have the ability to set and change your privacy preferences for sharing your healthcare record?



Base: Adults in the North East/ Copeland/ Allerdale/ Eden/ Carlisle (824)

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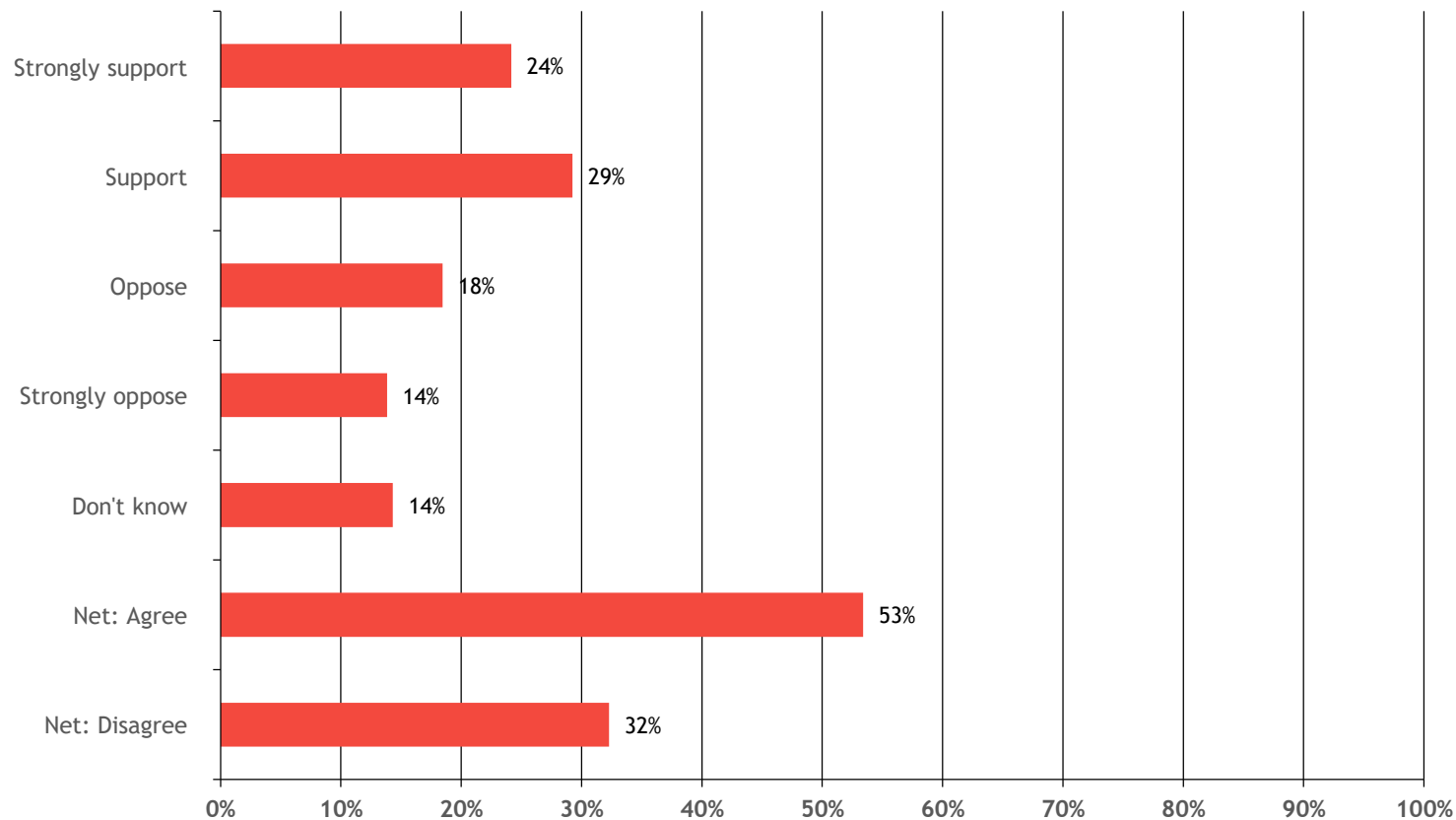
EDM_Q5. For the following question, by "adult social services", we mean services that provide personal care to adults who need additional assistance with day-to-day living (e.g. due to illness, disability, old age etc.) Please read the following statement before answering the following question... If social services are involved in your care, there are benefits for you and/ or your carers if they have access to your healthcare record. This information can only be shared when you have clearly given your permission for this. After seeing the previous video and reading the above, to what extent do you agree or disagree with the following statement? If I needed support from adult social services, I would allow my healthcare record to be shared with my local social services.



Base: Adults in the North East/ Copeland/ Allerdale/ Eden/ Carlisle (824)

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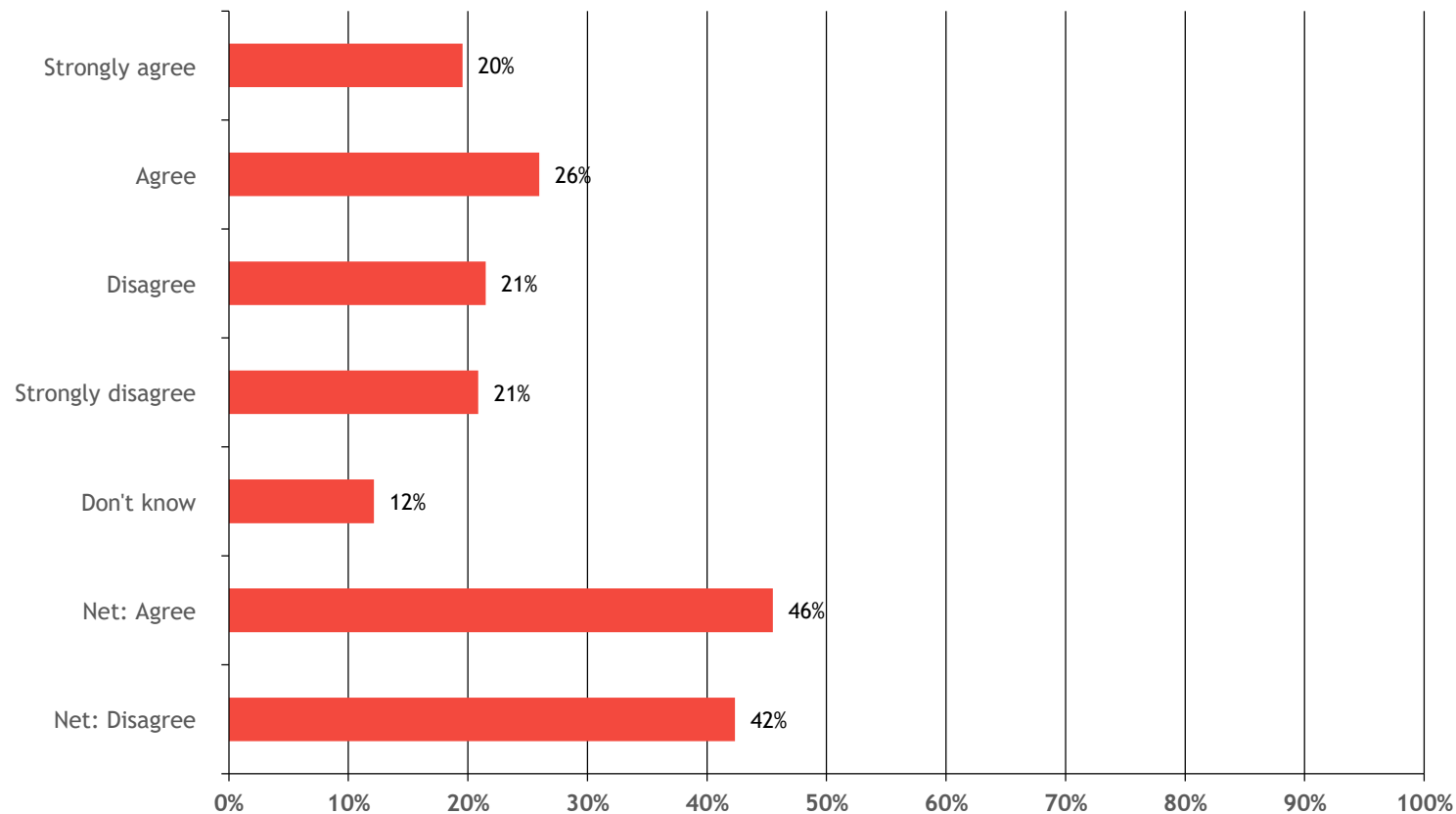
EDM_Q7. Please read the following information before answering the following question... For the following question, please think about people agreeing to share the information in their healthcare record with approved researchers doing medical research in universities. This might mean that the university researchers could look at your identifiable information. By "identifiable", we mean that your name, address and medical history would be seen by the researchers, who might contact you to see if you are interested to take part in research. After seeing the previous video and reading the above, to what extent do you support or oppose the following? My identifiable healthcare record being on a secure database which can be accessed by independently approved university researchers.



Base: Adults in the North East/ Copeland/ Allerdale/ Eden/ Carlisle (824)

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EDM_Q9. For the following question, by "medical companies", we mean companies such as drug companies, companies making medical products etc. Please read the following statement before answering the following question... The Great North Care Record wants to find out what people think about agreeing to share the information in their healthcare record with medical companies for research and development of new products and services, which could help wider society. This might mean that these companies could look at your identifiable information, but they could only use your information for the uses you've agreed to. By identifiable, we mean that your name, address and medical history would be seen by the medical company. After seeing the previous video and reading the above, to what extent do you agree or disagree with the following statement? I would share my identifiable healthcare record with medical companies if it contributed to the development of better products or services.



Base: Adults in the North East/ Copeland/ Allerdale/ Eden/ Carlisle (824)

Custom Research at YouGov

The charts in this presentation show your “topline” findings, but did you know that we are able to do so much more for you?

YouGov has expert specialised research teams who know your industry and audiences inside out.

Our sector specialists (Consumer & Retail, Digital, Media & Technology, Financial Services, Public Services, B2B & Corporate Reputation, Political, Qualitative) combine research expertise with in-depth knowledge to help you identify and analyse your markets, as well as offer actionable insight on how best to achieve your business/ organisation objectives.

For more information, contact the Custom Research team at customresearch@yougov.com or call +44 20 7012 6000

