

Public Consultation on Ageing

Michele Corrado and Caroline Simpson

25 July 2006



Objectives and Methodology

Key Qualitative Findings

Key Quantitative Findings

Conclusions



Research Objectives

- To examine concerns and aspirations of the UK public in relation to ageing research, in particular to:
 - understand main current and future problems for older people;
 - assess how public prioritises decisions about scientific research on ageing;
 - examine how the public prioritises ageing research against scientific research into other areas;
 - learn the public's views about issues surrounding the feed-through of scientific research outputs to healthcare policy;
 - gain public input into strategic decision-making about direction and conduct of ageing research

A Note About Research

Qualitative Research : Indicative

Quantitative Research
(among representative samples): Statistically valid

Research Programme

- Designed by Ipsos MORI, BBSRC, MRC - consultation with a Steering Group
- Qualitative : three general public workshops in March 2006
- Quantitative: large-scale UK-wide survey 25-30 May 2006

Saturday Workshops:

Sutton, 11 March: 21 participants

Stirling, 18 March : 15 participants

Cardiff, 25 March: 20 participants

- Range of ages, social grades, work backgrounds, non/parents (<16)
- Rural, urban and mixed areas; BME groups
- Some carers of people aged 60+/ disabled adult 18+;
- Scientists not over-represented

Introducing the Topic - Workshops

- During recruitment, workshops described as about “... *research into ageing in today’s society*”
- Workshop introduced on the day as about “*understanding public views about research into ageing and how things change as people get older*”

Workshop Plan

1. Unprompted views on ageing and research
2. General awareness of research into ageing
3. Overall priorities for research into ageing
4. BBSRC/MRC presentation

Lunch

5. Criteria for awarding funding
6. Project evaluation
7. Preparation of presentation
8. Feedback + Q&A session

Example Project Areas

- Selected from work funded by BBSRC and MRC and summarised for discussion in the workshops

A. Diet, genes and lifestyle – Why do some people live longer than others?

B. Understanding how cells work and deteriorate with age

C. Tracking health from babyhood to old age

**D. How ageing affects the body as a whole:
Computer Modelling**

E. Better technology to improve older people's everyday lives

Quantitative Research

- Questions placed on Ipsos MORI's GB Omnibus
- Achieved a nationally representative quota sample of:

2,052 GB adults (aged 15+)

+

110 NI adults (aged 15+) adhoc (Ipsos MORI Ireland)

= 2,162 UK interviews

- Interviews completed face-to-face in respondents' homes
- 25-30 May 2006 using CAPI (i.e. the interviewer read the questions from a laptop computer)
- Results weighted to UK profile

Statistical Reliability

How Reliable is the Overall Sample or Sub-Group Sample (95 Times in 100)?

Size of sample or sub-group on which survey is based	10% or 90% ±	30% or 70% ±	50% ±
2,162 UK adults aged 15+	1	2	2
2,052 in Great Britain	1	2	2
110 in Northern Ireland	6	9	9

What Minimum Difference is Required Between Two Groups (95 Times in 100)?

Size of two samples being compared	10% or 90%	30% or 70%	50%
Men (1,032) vs. Women (1,130)	3	4	4
ABs (492) vs. DEs (606)	4	6	6

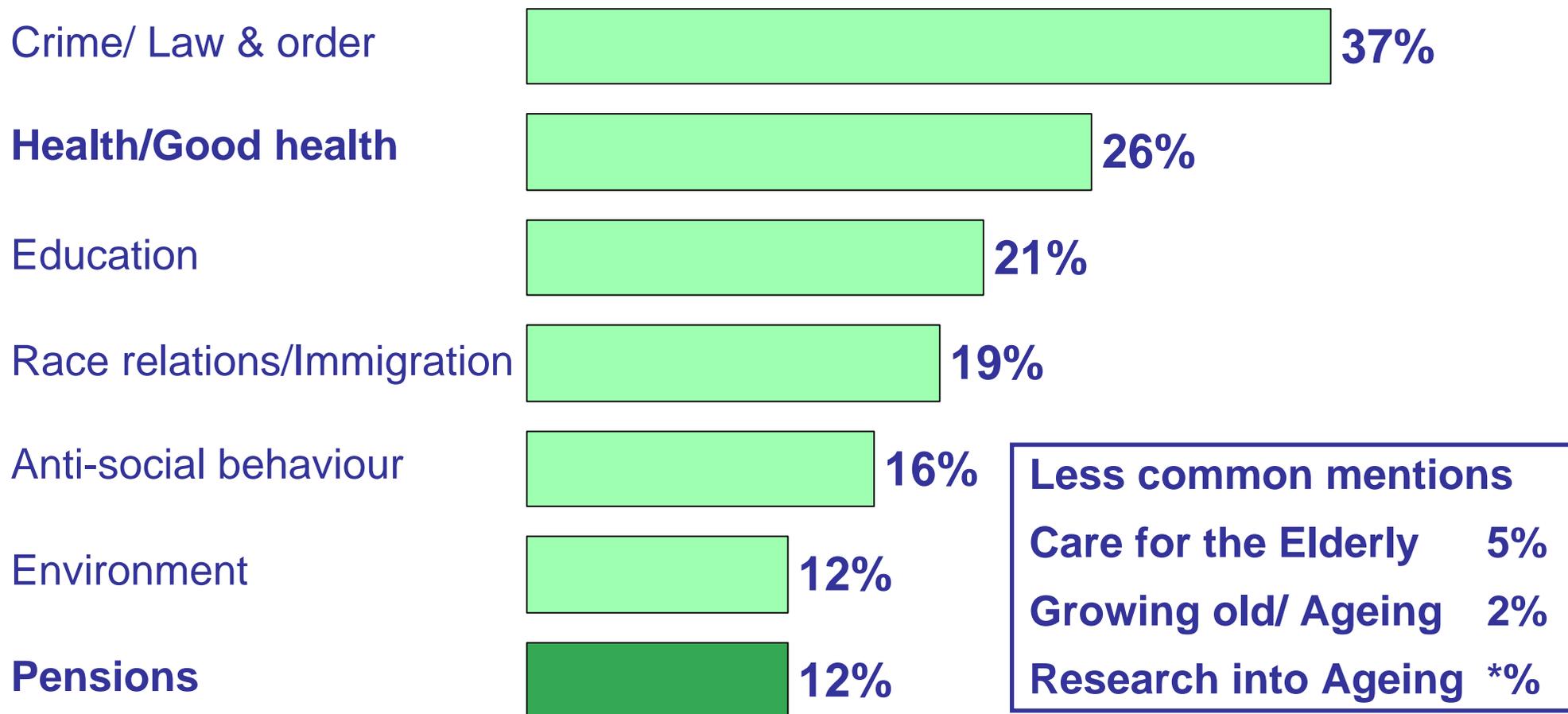
Key Findings

Awareness & Understanding - Qual

- 'Ageing' generally associated with 'old age', 'age-related problems' – physical & mobility limitations, ill-health, loss of independence
- Ageing important, but not uppermost in people's minds as an issue
- Little awareness of research into ageing programmes
- Little thought given to who funds/should fund research into ageing

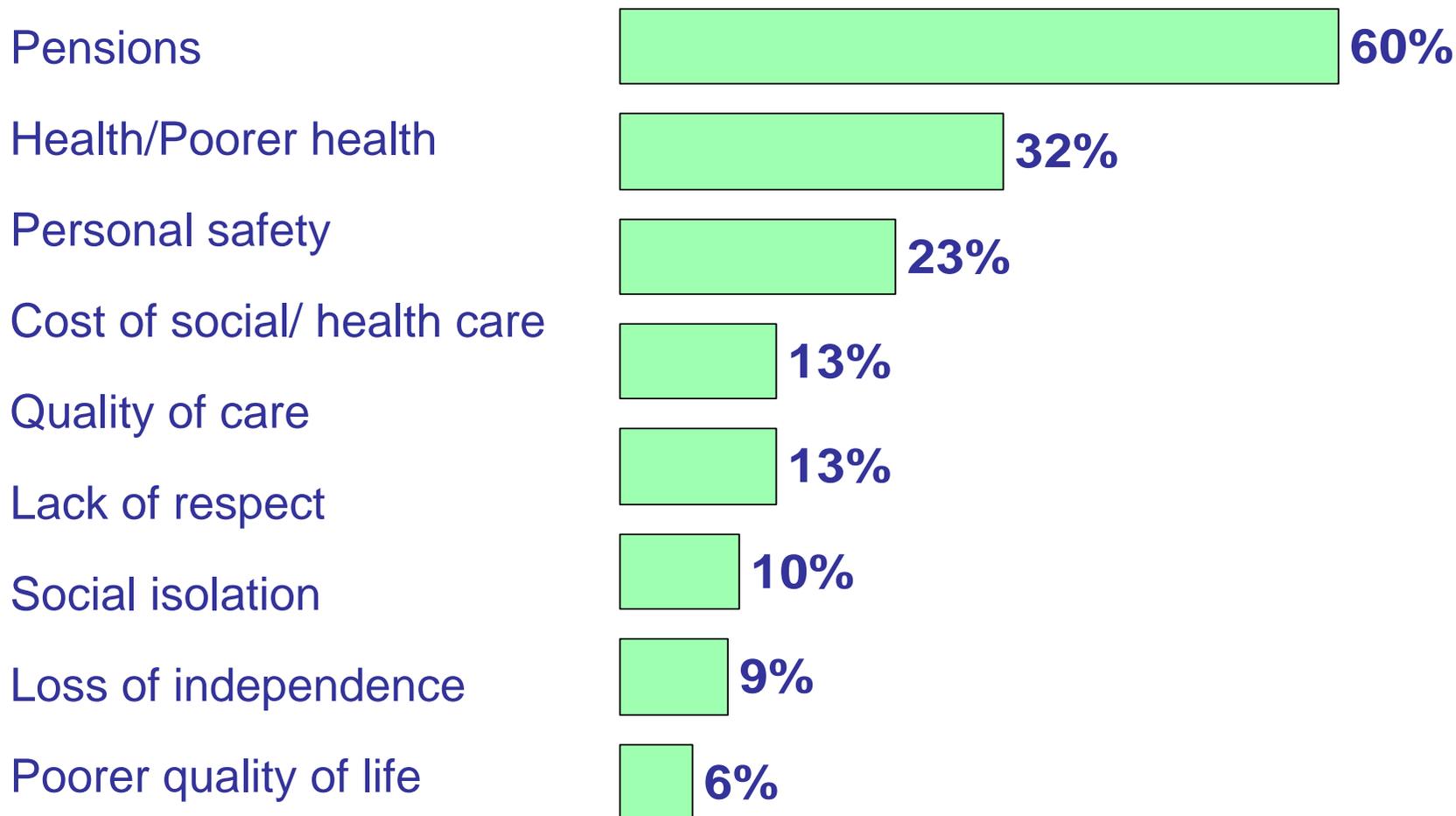
Important Issues

Q Which two or three issues in your life, if any, are most important to you personally?



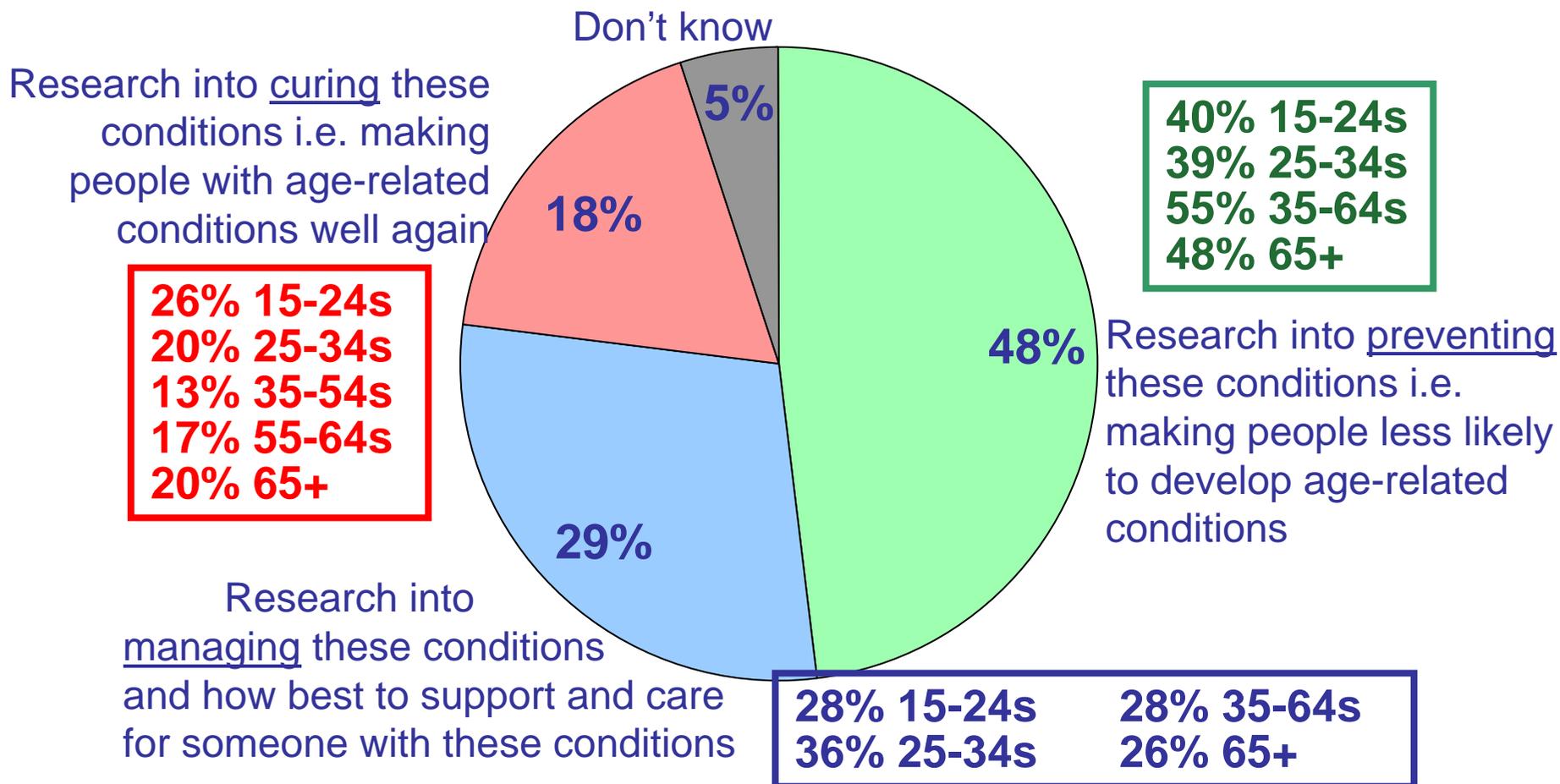
Issues of Concern for People 60+

Q *And what do you think are the issues of greatest concern for older people aged 60 or above in society today?*



Priorities for Research into Ageing

Q When thinking about research into ageing, such as into age-related conditions and diseases, which ONE of the following areas is the most important to you personally?



Funding Decisions - Qual

Improving quality of life/ Public benefit

Value for money
(minimise duplication),
share findings

Scientific excellence –
poorly understood,
regarded as a 'given'

Prevention –
esp. physical/mental
health problems

Areas with relatively little funding
(e.g. arthritis, osteoporosis)

Low level of risk –
project risks and likelihood
that public take up messages)

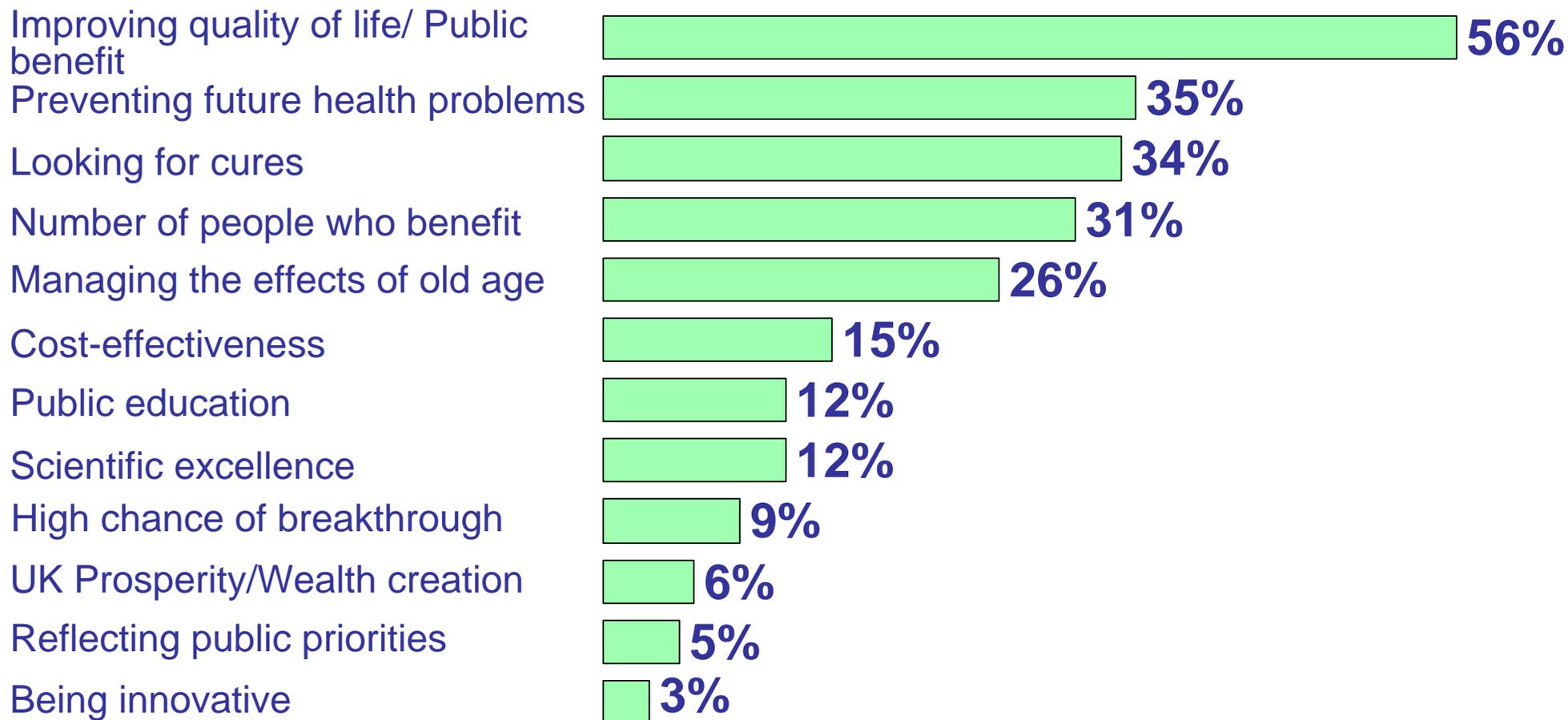
Less support for long timescale

Likelihood of big leap forward

Public priorities
should be taken into
account

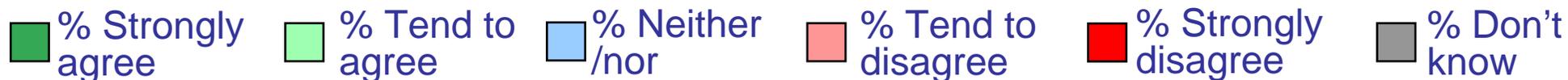
Funding Allocation Criteria

Q *Thinking now about research into ageing that is funded by taxpayers' money – and by 'research into ageing' I mean the effects of ageing and how to cope with them - which two or three, if any, of these factors are the most important for deciding which research should be funded?*

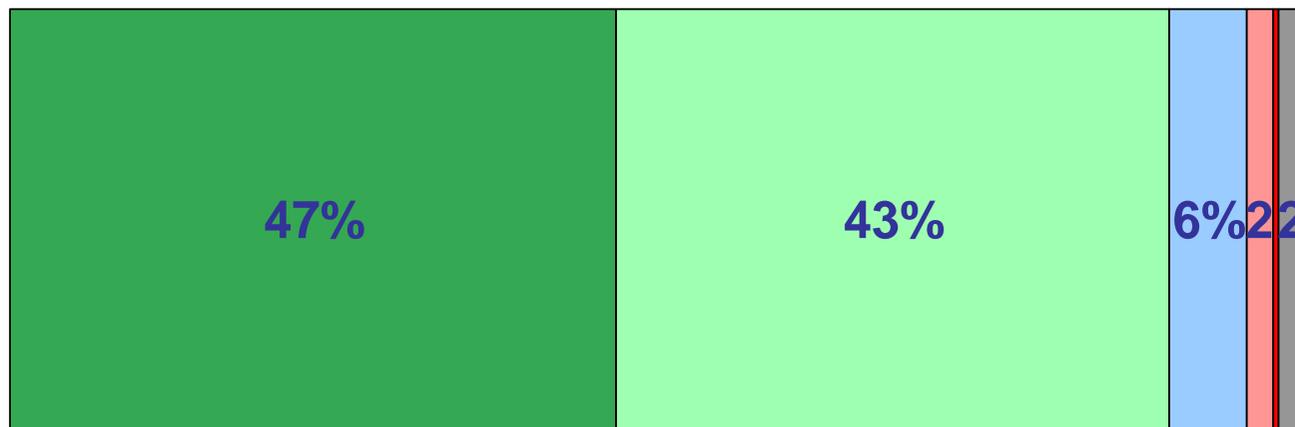


Support for Research to Maximise Quality of Life

Q Thinking now about research into ageing in general, how strongly do you agree or disagree with the following statement...?



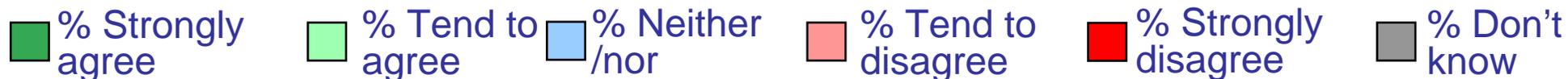
Research into ageing is vital to help us understand how we can maximise quality of life for people as they get older



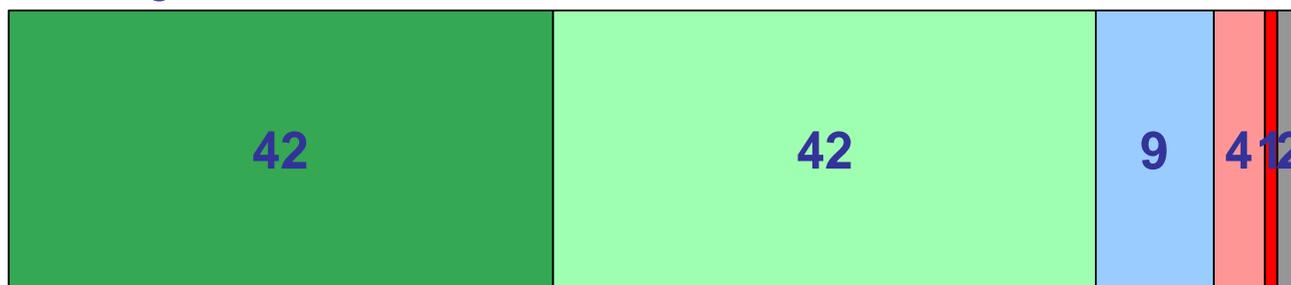
“Scientific research, you really wouldn’t want to associate with profit making, would you? If it was just about helping, and making things better – Female, Sutton

Economic Factors & Research into Ageing

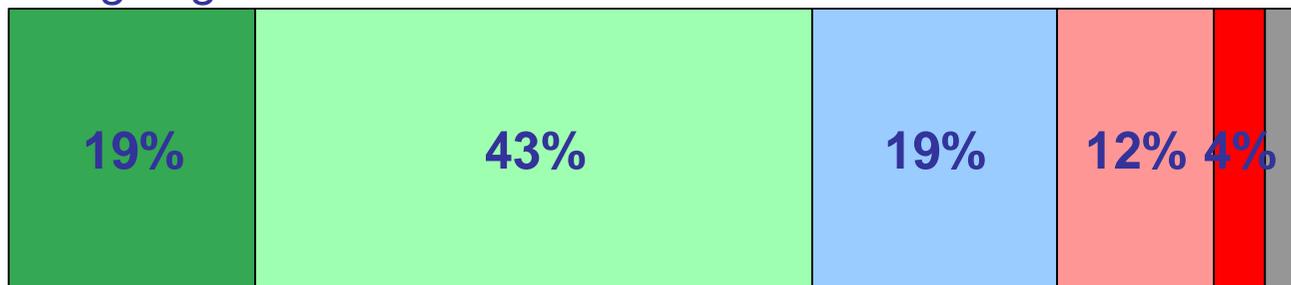
Q Thinking now about research into ageing in general, how strongly do you agree or disagree with the following statements...?



It is vital to carry out research into ageing, with the aim of making us healthier for longer, therefore reducing the NHS health bill

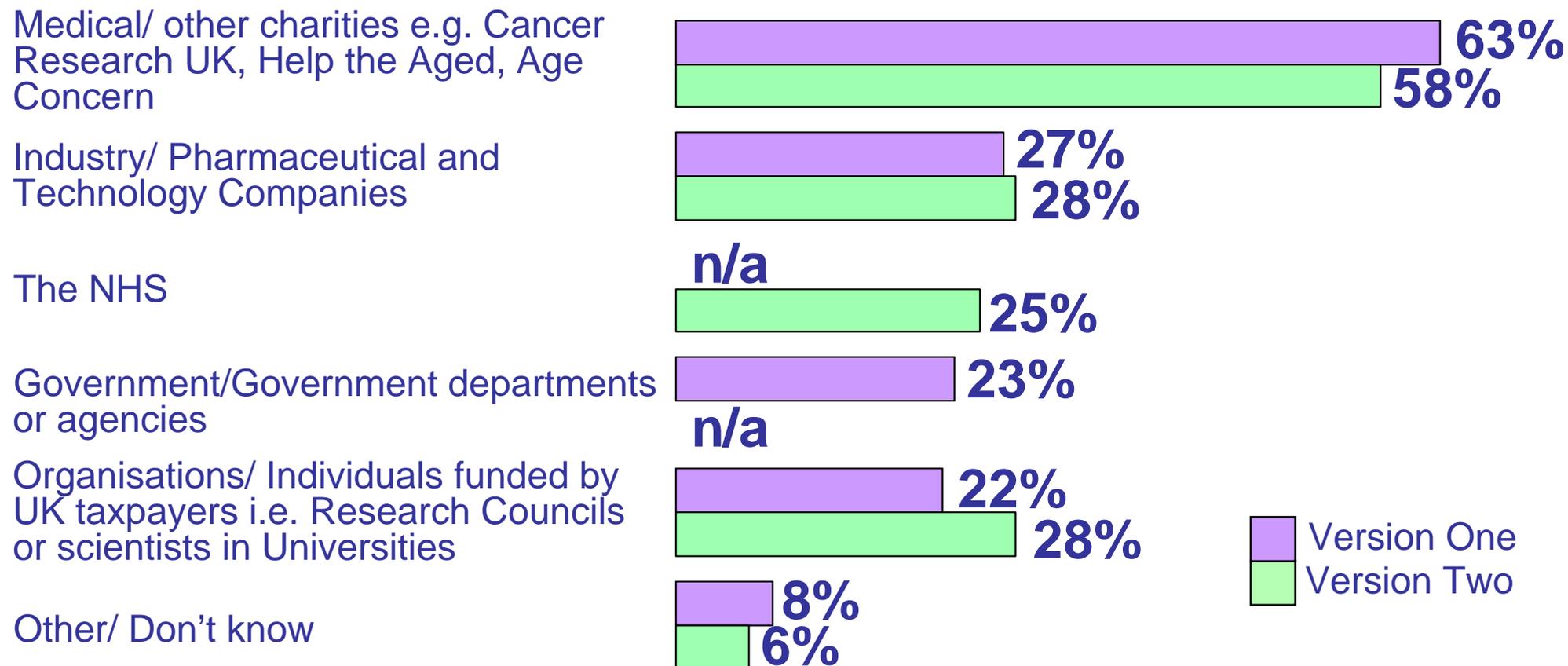


Making a contribution towards Britain's economy should be an important objective for research into ageing



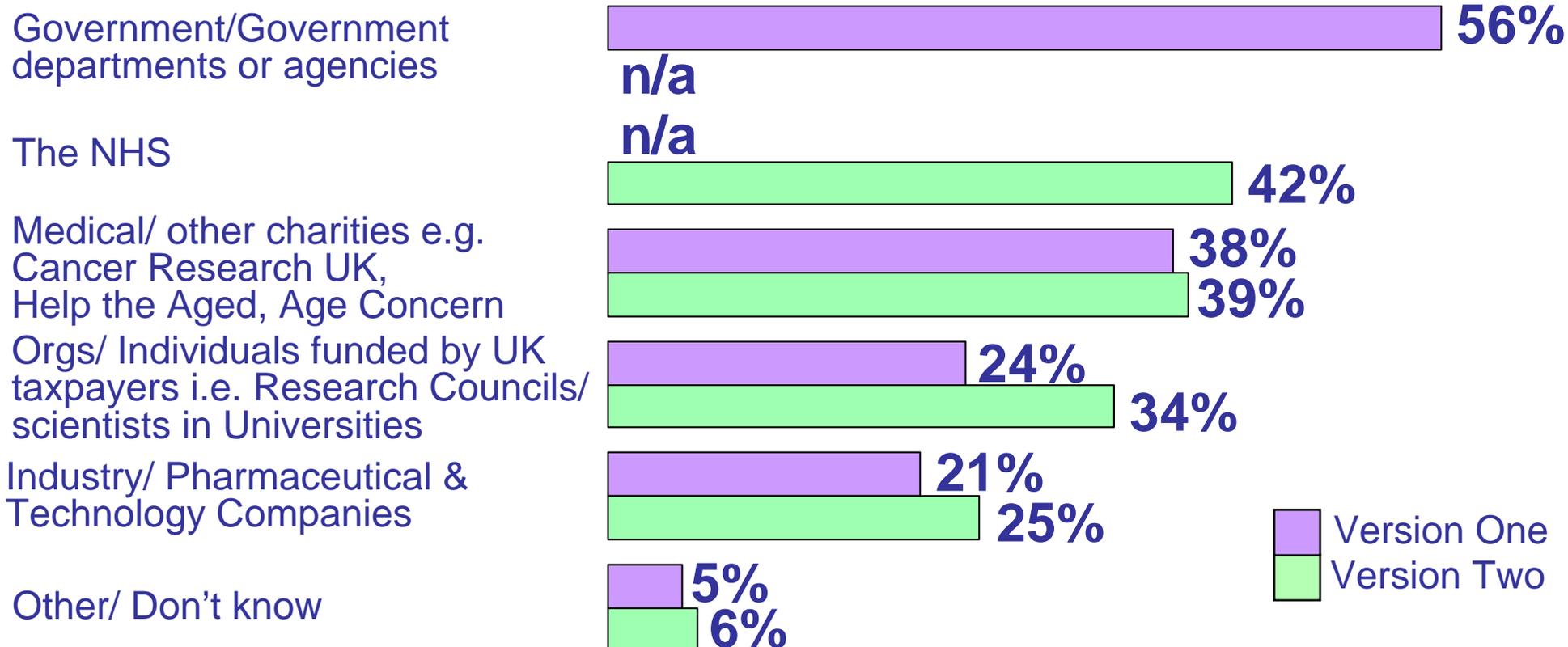
Perceived actual sources of Funding for Research into Ageing

Q Which one or two, if any, of the following do you think most commonly fund research into ageing?



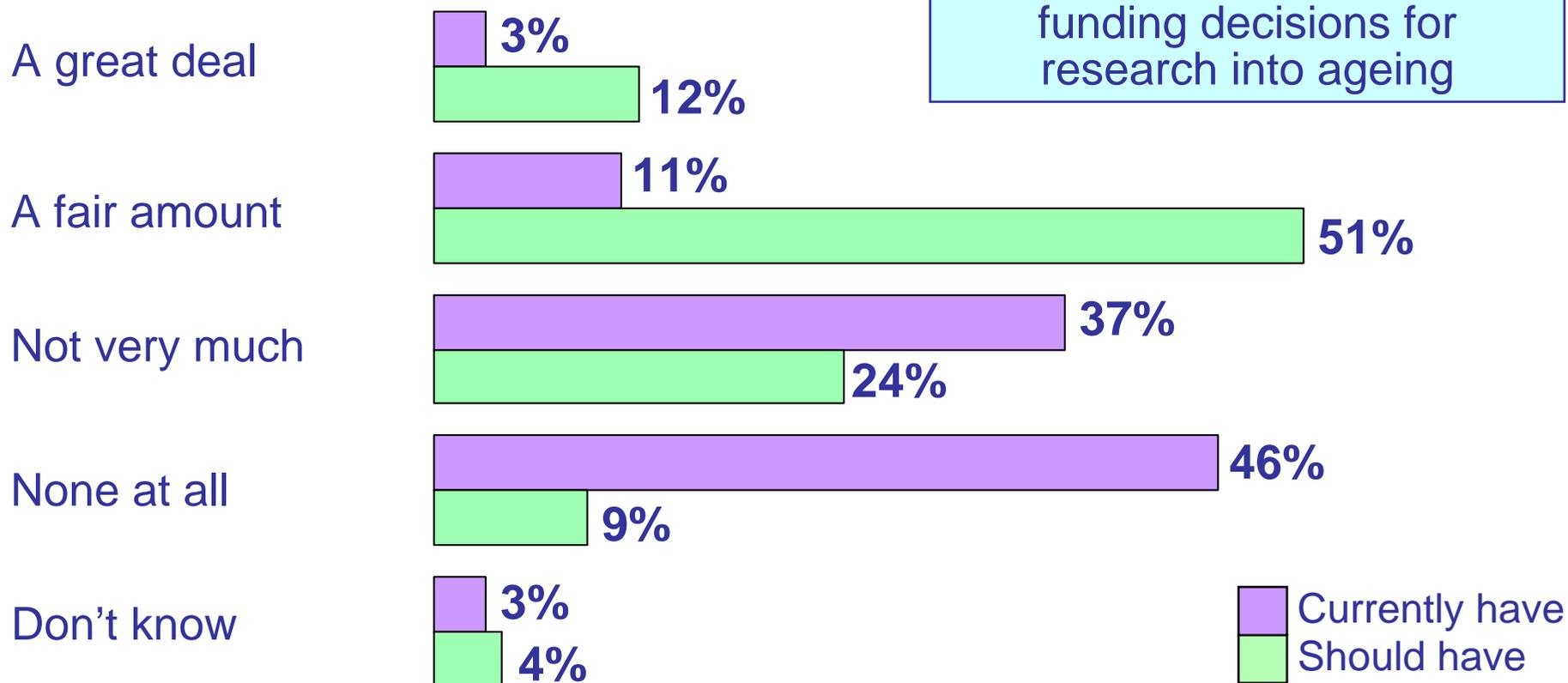
Most appropriate sources of Funding for Research into Ageing

Q And which one or two, if any, of the following are the most appropriate sources of funding for research into ageing?



Consultation and Decision-Making

Q How much influence, if any, do you feel you personally have/should have on decision-making about research into ageing?



Funding and Research into Ageing

Q Thinking now about research into ageing in general, how strongly do you agree or disagree with the following statements...?



Information campaigns about lifestyle changes that might slow down the ageing process are more important to fund than research into ageing



Ongoing funding of research into ageing is important, even if the likelihood of a breakthrough or big leap forward is low



Conclusions

Conclusions

- This research demonstrates the vast majority of public wants opportunity to be consulted - a 'fair amount' rather than 'a great deal' - on funding decisions for research into ageing;
- 'Ageing' and 'Research into Ageing' not top-of-mind;
- But strong support for such research to maximise quality of life;
- 'Ageing research' synonymous with medical research and deterioration in health;

Conclusions

- Prevention is top priority (over cures and management of conditions);
- Top criterion when allocating funding should be impact on quality of life, but prevention/looking for cures/number who benefit also important;
- Medical or other charities easily perceived to be most common source of research funds for ageing;
- However, it is the government, and not charities which the public perceives to be the most appropriate funder of research into ageing.

Thank you

For further information contact
Michele.Corrado@ipsos-mori.com
Caroline.Simpson@ipsos-mori.com
on 020 7347 3000