

2014 Annual Patient and Public Survey- An Overview

The 2014 Annual Patient and Public Survey, was carried out by the Independent research agency Ipsos MORI on behalf of the GDC. The Survey features two elements: the questionnaire/survey itself, providing robust and reliable findings about the attitudes and perceptions of the general public and dental patients about their dental care and dental regulation and qualitative interviews and focus groups which, allow for more in depth discussion and exploration of these issues.

The survey, now in its fourth year, includes a core set of questions, repeated from the 2011 survey allowing the reader to and to track trends and changes in responses over time against benchmarks. These questions include:

- Confidence in regulation
- Awareness and understanding of dental regulation and the GDC,
- Satisfaction with dental care
- Making a complaint

The survey also includes space for a set of 'bespoke' questions, developed for this survey which reflects key policy and regulatory issues being considered or likely to be considered by the GDC. This year's survey reports findings about:

- The Friends and Family Test- relating to recommending a dental practice
- Confidence in asking dental professionals questions
- Clarity around costs for appointments and treatment
- Awareness of the GDC taking action against dental professionals

There are different ways to read the results and findings from the survey

The results from the survey/questionnaire itself can be found in the **Topline** document. The **full survey report** includes full analysis and findings of both the survey questionnaire and the focus groups and interview. **The data tables** provide all the data from the survey/questionnaire and allow for comparison of the report the results by age, gender, type of patient, socio-economic status, nation within the UK etc.

The quantitative survey took place in November 2014. A representative sample of 1540 people aged 15 and over, took part in face to face interviews in England, Wales and Scotland with a separate sample of 100 in Northern Ireland. The qualitative research included 8 in-depth telephone interviews.