

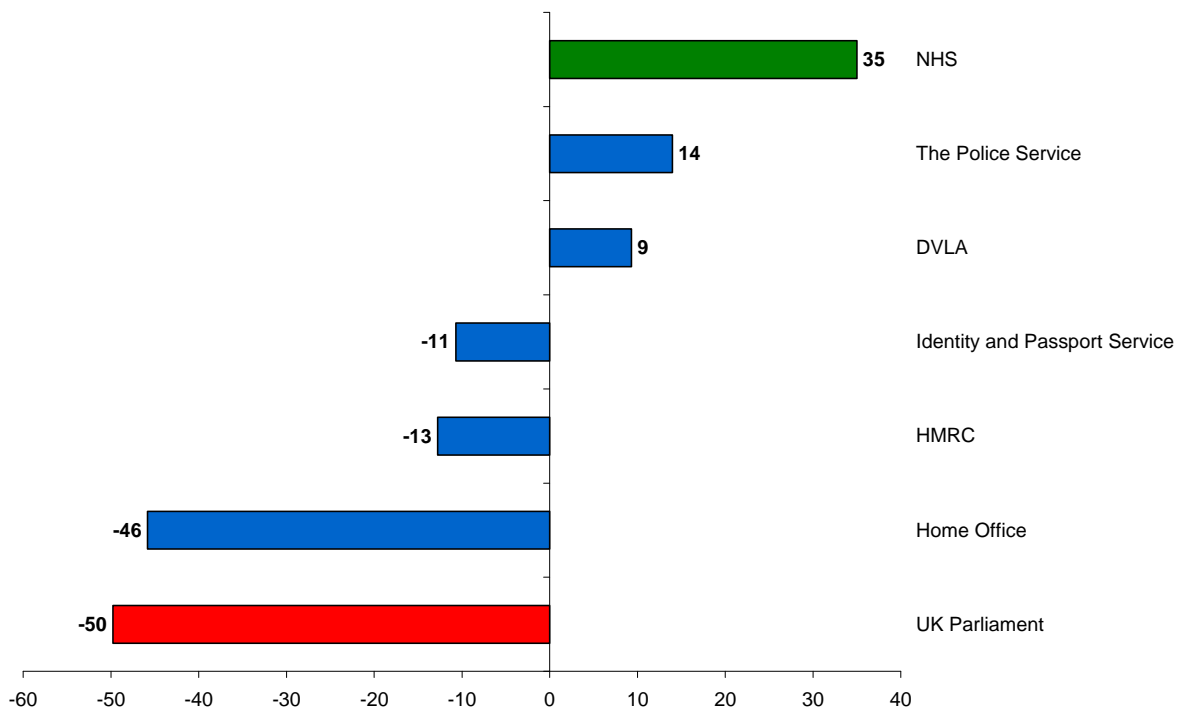
## YouGov plc

**Lack of trust and security by Government Bodies and Departments is resulting in poor impressions among the British Public****27 June 2008**

The public has a poor impression of Britain's administrators. Recent cock-ups such as HMRC losing data disks, learner drivers records going missing and Ministers having their laptops stolen have contributed to a strong feeling that public services are poorly run. These are some of the findings from YouGov's PublicIndex, which is a continuous tracking survey of opinion on the performance of public services.

With its high profile loss of 25m Child Benefit records, HMRC is dimly viewed with an Impression score (which measures how positively or negatively the service is viewed) of -13. However, other Government departments fare much worse. The Home Office is down at -46 while Parliament itself languishes on an Impression score of -50.

Though HMRC has a negative score, when put into context with other Government departments, its score is relatively better than the rest.



There's good news for the Bobby on the beat with The Police Service having a positive impression among the general public with an Impression score of 14.

PublicIndex also shows that despite the DVA losing the details of 3 million learner drivers it is still viewed positively by the public. Contrast this with the Identity and Passport Service whose high profile data losses have resulted in a negative rating. It seems that the public is more forgiving of some cock-ups compared to others.

It's not all bad news though. The NHS is still very highly regarded by the Great British public.

Commenting on the findings, Dr Michael Wagstaff, Director of Public Sector Consulting, said 'Public services are really under the cosh at the moment. With an almost constant diet of bad news, public services are feeling the heat like never before. It is clear that action is needed at the highest level to improve the overwhelming air of public sector incompetence'.

**Ends**

#### **Notes to Editors**

Net Impression = the proportion saying that they heard something positive about the organisation in the last two weeks minus the proportion who have heard something negative.

PublicIndex is a continuous tracking survey of the public's perceptions of government and third sector organisations. Each month a nationally representative sample of 3,000 British adults are surveyed. They are asked to share their experiences and perceptions of over 75 public and third sector organisations.

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YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of over 200,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

Based on its record, YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

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