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Perceptions of inequality in the UK: Quantitative survey for the IFS Deaton Review

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1 Methodology and objectives

The Institute for Fiscal Studies (IFS) Deaton Review commissioned Ipsos MORI to conduct an online survey exploring perceptions towards inequality in the UK. This study was commissioned alongside a larger qualitative programme which has been reported on separately. Both the qualitative report and data tables for this survey are available on the Ipsos MORI website.

For this survey, Ipsos MORI interviewed a **representative sample of 1,119 Britons aged 18+**. Interviews were conducted online from 9–12 July 2021. Results were weighted by gender, age, social class, education, working status and region.

As this is a sample of the population, **all results are subject to a wide range of potential sources of error, which means small differences may not be statistically significant.** As a guide, results based on the whole sample have a margin of error of around 3-4 percentage points at the 95% confidence interval.

2 Executive summary

2.1 Key overall findings

Among other challenges facing the country, inequality does not emerge as one of the most important issues for the public. However, when probed, the majority (between 58 and 61%) are concerned about a range of issues concerning inequality. **Most (53%) say that levels of inequality are increasing,** particularly in relation to people being treated differently because of their social class, how much money they have or because of their race.

Around three in five say they are concerned about issues such as many people not having enough money to live a comfortable life and that people in poorer areas tend to die at a younger age. The majority think these concerns are a response to a real problem. Whilst demographic patterns vary, **graduates repeatedly express more concern than non-graduates,** and linked to this so do ABC1s versus C2DEs. Whereas whilst still concerned, those earning between £35,000-£54,999 are consistently less sympathetic (with no significant difference between other salary bands).

Topics around inequality which prove more divisive tend to relate to privilege, such as whether people inheriting a lot more wealth from their parents than others is concerning, if private schools should be abolished and whether it's acceptable private schools offer a higher quality of education than state schools. **In spite of their concerns about inequality leading to suffering within society, survey respondents were apparently also comfortable with the existence of privilege,** with, for example, over a quarter (28%) not worried that some people inherit more wealth from their parents than others. However, there is nuance within this: when faced with the specific question over half (56%) say they are concerned that people from wealthier families are more likely to end up in positions of influence over others in public life.

Concern towards regional inequalities focuses on politicians paying more attention to some geographical areas than others, and job opportunities being better in some areas. Again, graduates and ABC1s are more concerned, whilst those in North England are specifically more concerned about political issues such as the attention of politicians and Westminster giving more money and resources to some areas.

2.2 Concern about inequality

Most (between 51 and 54%) think either the Coronavirus pandemic or the NHS/Healthcare are the most important issues facing the UK, followed by fewer saying the economy or climate change. Around one in six mention inequality, including more younger people than older.

That said, the majority (between 58 and 61%) of Britons are worried about a range of issues concerning inequality, including:

- ***That many people don't have enough money to live a comfortable life: those over aged 35+ are more worried than younger people, as are those currently unemployed compared to those in full time-employment.***
- ***That the top 1% of earners have more money than the other 99% of people: Women are more concerned than men, as are graduates compared to those without a degree.***
- ***That people in poorer areas tend to die at a younger age, and that people from wealthier families are more likely to end up in positions of influence over others in public life: different demographics groups all express similar concern about these points.***

The public are more divided in their concern towards some people inheriting more wealth from their parents than others, with those aged 18-54 old more concerned about this than those older.

A narrow majority express concern about people being treated differently because of their race or ethnic group (55%), because they have disabilities (54%) and because of their social class or background (50%). However, sizable proportions (at least a third) are concerned about all types of unequal treatment that they are prompted with.

Older people, women and ABC1s are more likely than counterparts to be concerned about people being treated differently for a range of reasons, including their race, age and gender. Those earning less are more likely to be concerned than higher earners about people being discriminated against because of where they live.

Most (54%) believe concerns about inequality in the UK are a response to a real problem, whilst over two in five think most people that are poor have little opportunity to improve their situation and are concerned about the rich being able to continue to get richer. **Opinion is more divided on whether the quality of life in people's local area is unequal or fairly equal**, with nearly two in five (39%) agreeing that "based on what I see day-to-day, I would describe quality of life in my area as being fairly equal for everyone", whilst only slightly fewer (32%) say "I would describe quality of life in my local area to be very unequal between people".

Across these points, **graduates tend to be more sympathetic in recognising issues around inequality compared to those without a degree.** Whereas those earning between £35,000-£54,999 per year are consistently less sympathetic than other salary bands (where there are no significant differences between each).

2.3 Geographical inequalities

Numerous geographical inequalities in the UK concern many Britons, with nearly half (48%) citing politicians paying more attention to some areas than others and job opportunities (47%) being better in some areas. **Across the board people aged 35+ are consistently more concerned about regional**

inequalities than younger people, whilst graduates and ABC1s are also more concerned than counterparts.

People in North England are more likely than those in South England to express concern about politicians paying more attention to some areas than others, and Westminster giving more money and resources to some areas compared with others.

Regarding political voice, **nearing three in five Britons think they have the same amount of influence as the average person** when it comes to decision-making for their local area and the country as a whole. In both cases, **younger people, those currently employed, and ABs are more likely to think they have more influence.** People living in South England are marginally more likely to think they have influence national decision-making than those in North England.

2.4 Inequalities in education

Most respondents recognise the existence of certain kinds of educational inequalities. A strong majority (69%) agree that state schools are better in some parts of the country than others and that school catchment areas mean children living in wealthy areas get a much better education than those who do not (60%). In both cases, **graduates are more likely to believe this than those without a degree.** Half of respondents disagree that all children in the UK have equal opportunities when it comes to education, whilst just over a quarter agree.

Nonetheless, Britons are more divided over whether it is acceptable that private schools offer a higher quality of education to children than state schools, with more (41% vs. 32%) leaning towards thinking it is unacceptable. Opinion is also split over whether private schools should be abolished, marginally leaning towards thinking they shouldn't. **Younger people are more in favour of abolishing private schools, whilst ABs are more likely to be against it.**

2.5 Levels of inequality in the UK

The majority of respondents (53%) think that levels of inequality in the UK today are increasing, with a quarter thinking they are staying the same and **just one in ten saying they are decreasing.** **Older people, graduates and ABC1s are all more likely to think inequality is increasing** – although this does not translate into counterparts thinking it is decreasing, with more thinking it is staying the same.

Among those who think levels of inequality are increasing in the UK, a majority believe more people are being treated differently because of their social class or background (59%), how much money they have (56%) and because of their race or ethnic group (52%). **Those aged 35+ and women are more likely to think a range of inequalities are increasing.**

The vast majority of respondents think a range of different people should be responsible for tackling inequality, with most people saying the government, employers, local communities and schools. People with an annual income over £35,000 are more likely than those earning less to mention individuals and local communities, whilst compared to C2DEs, ABC1s are more likely to mention employers, school and the wealthiest in society.

3 Survey findings

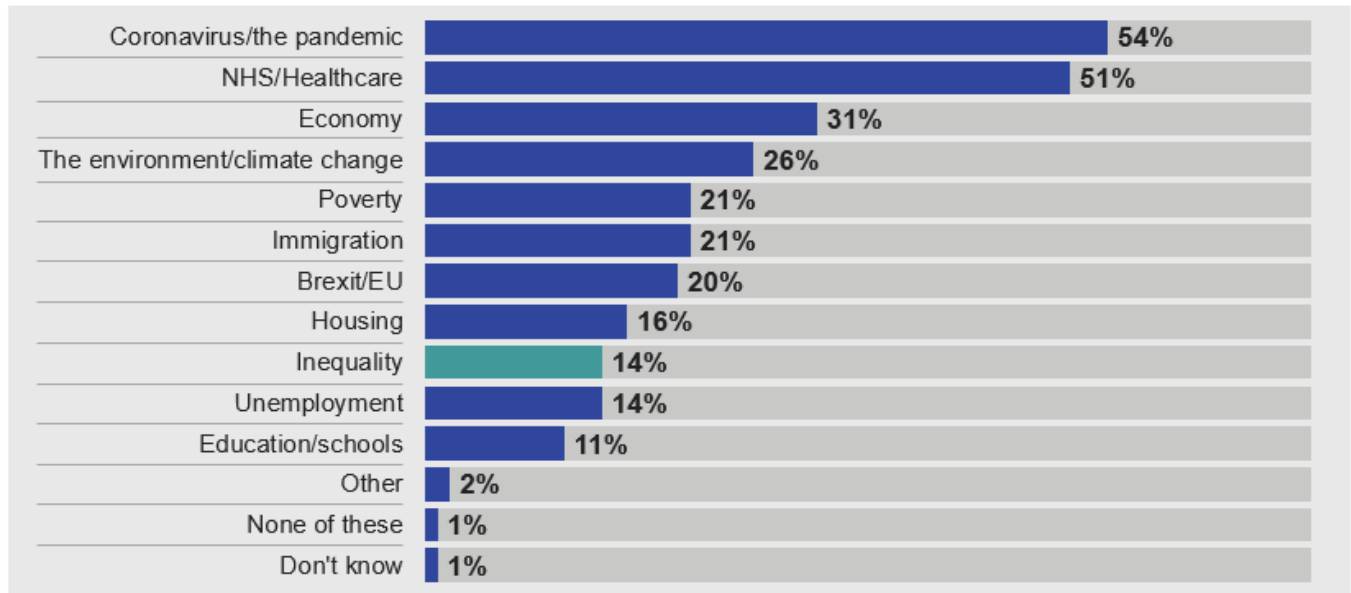
3.1 Most important issues facing the UK today

When asked to select the two or three most important issues facing the UK, the majority of Britons say either the Coronavirus pandemic (54%) or the NHS/Healthcare (51%). This is followed by three in ten (31%) selecting the economy and a quarter saying the environment or climate change (26%).

As shown in Figure 2.1, a range of issues are selected around by one in five, including poverty (21%), immigration (21%) and Brexit/EU (20%). Inequality is mentioned by 14%, which is a similar proportion to both housing (16%) and unemployment (14%).

Figure 3.1: The most important issues facing the UK today

Q. Which two or three of the following, if any, do you see as the top 3 most important issues facing the UK today



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

There is some variation by age on which issues are considered important. Among people aged 55+, three in five mention the pandemic (59%) or healthcare (59%), compared with nearer two in five of those aged between 18-34 (46%, 40% respectively). Similarly, a third of this older age group select the economy (33%) or immigration (31%), compared with a quarter (24%) and fewer than one in ten (8%) 18-34-year olds.

Issues considered more important to 18-34-year olds than older people include housing (22%), unemployment (22%) and inequality (19%).

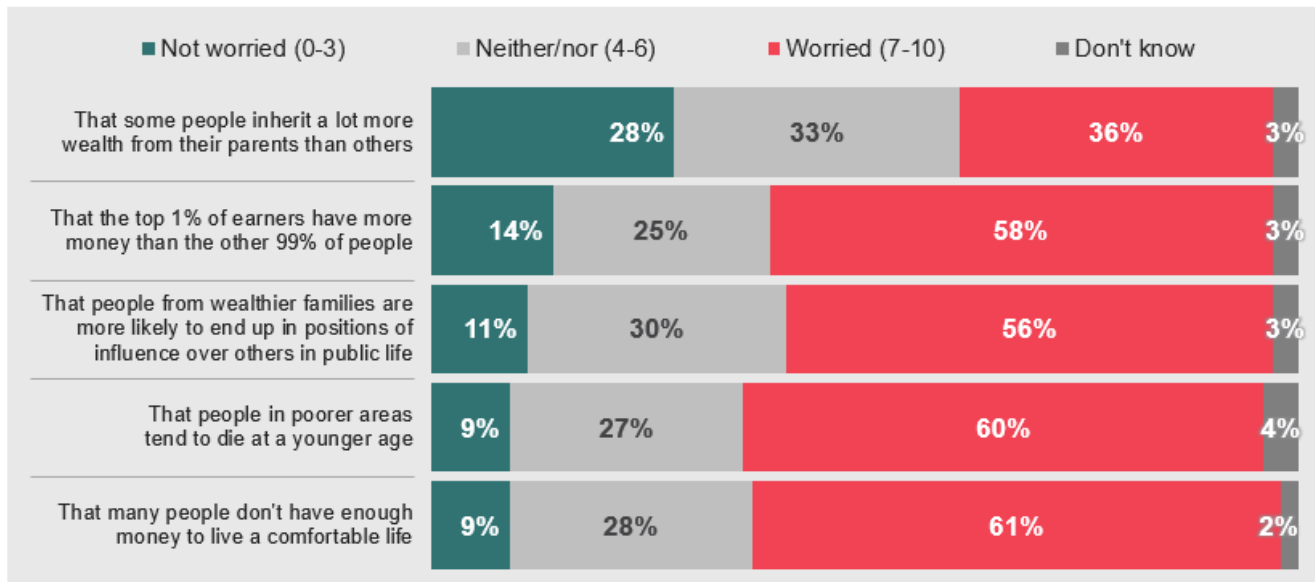
3.2 Concerns about inequality in general

Around three in five Britons say they are worried about a range of issues concerning inequality, including that many people don't have enough money to live a comfortable life (61%), that young people in poorer areas tend to die at a younger age (60%), that the top 1% of earners have more money than the other 99% of people (58%) and that people from wealthier families are more likely to end up in positions of influence (56%). For each issue only around one in ten report not being worried.

The public are more divided in their concern about some people inheriting more wealth from their parents than others, with roughly equal proportions reporting not being worried (28%), worried (36%) or neither (33%).

Figure 3.2: Concern towards different aspects of inequality

Q. On a scale of 0 to 10, where 0 means ‘not worried at all’ and 10 means ‘extremely worried’, how much, if at all, are you worried about the following?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Different groups of people are more worried about some of these issues than others. For example, women are slightly more worried than men that the top 1% of earners have more money than the other 99% of people (61% versus 51% respectively). As are graduates compared with those without a degree (65% versus 55%), including those with GCSEs or equivalents (57%) and A-Levels (53%). There are no significant difference looking at income.

When asked about people not having enough money to live a comfortable life, those aged 35+ are more worried than people between the ages of 18-34 (63% versus 54%). Similarly, people who are currently unemployed express more concern about this than those in full-time employment (64% versus 56% respectively). Those earning up to £19,999 are more likely to say they are “extremely concerned” than those earning £35,000-£54,999 (25% vs. 16%), but differences are not significant with other pay bands.

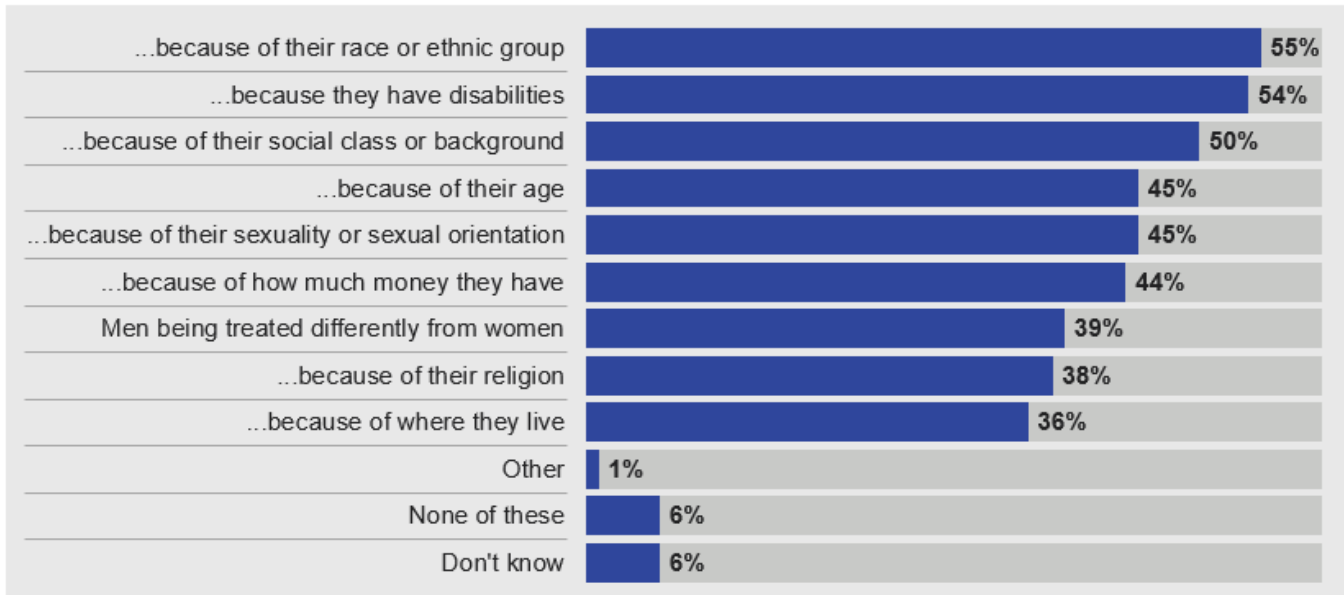
Younger people are more worried than older groups about some people inheriting a lot more wealth from their parents than others. Two in five (40%) people aged between 18-54 are concerned about this, compared with three in ten (29%) of those aged 55+.

Survey participants were told unequal treatment happens when some people are treated less well or taken less seriously because of things such as their gender, class, race or where they live, and then asked which types of unequal treatment they are most concerned about in the UK.

The majority of Britons say they are most concerned about people being treated differently because of their race or ethnic group (55%), because they have disabilities (54%) and because of their social class or background (50%). However, as shown in Figure 2.3, sizeable proportions are concerned about all the causes of unequal treatment.

Figure 3.3: Concern about different types of unequal treatment in the UK

Q. Which of these types of unequal treatment, if any, are you most concerned about in the UK? People being treated differently...



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Analysing by gender, women are more concerned than men about people being treated differently because of their race (59% versus 50% respectively), their sexuality (48% vs. 40%) and their gender (42% vs. 35%).

There are also differences by age. People aged 35+ are more concerned than 18-34-year-olds about people being discriminated against if they are a disability (58% versus 43%) or due to their social class or background (53% vs. 43%). Britons also become more concerned about people being treated differently because of their age as they get older – this is mentioned by a third (32%) of 18-34-year-olds, compared to 42% of those aged 35-54 and 58% of those aged 55 or over. There are no issues where 18-34-year-olds are significantly more concerned than older people.

Two in five of those earning either up to £19,999 (39%) or between £20,000-£34,999 (39%) express concern about people being discriminated against because of where they live, compare to three in ten (30%) earning between £35,000-£54,999. There are no significant differences by region on this option. Similarly, ABC1s are more concerned than C2DEs about people being treated differently because of their race (59% vs. 50%), age (49% vs. 40%) and gender (45% vs. 33%).

When asked to pick between pairs of statements, two in five (42%) say “the rich should not be able to continue to get richer – it concerns me” compared with one in five (19%) opting for “the rich should be able to continue to get richer – this doesn’t concern me”. Graduates are more likely to say it concerns them than those without a degree (48% vs. 39%), including being more concerned than those who with GCSEs or equivalents (40%) and A-levels (41%). Those earning between £35,000-£54,999 are more likely to say it does not concern them (26%) compared to those earning up to £19,999 (18%), £20,000-34,999 (17%) and £55,000 or over (20%).

The majority (54%) think “concerns about inequality in the UK are a response to a real problem”, whilst just 15% opt for saying “concerns about equality in the UK are overblown”. Those not currently in employment are slightly more likely to think it is a real problem than those working fulltime (58% vs. 50%). As are those with a degree compared to people without one (62% vs. 51%), including those with

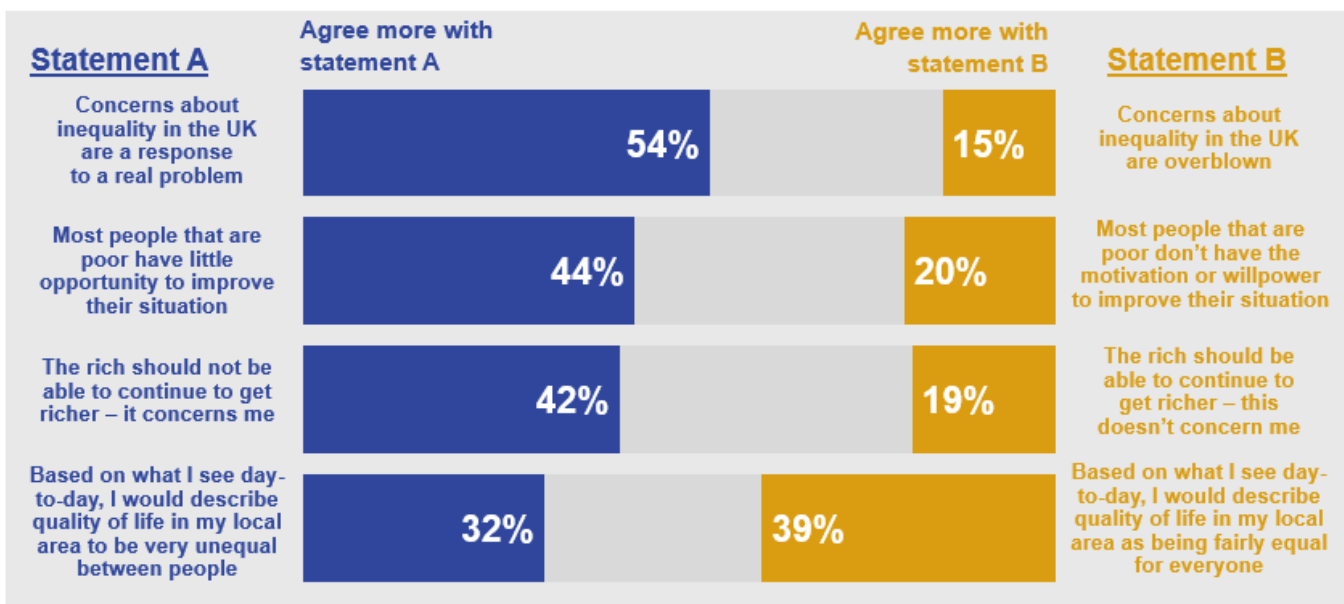
GCSEs or equivalents (54%) and A-Levels (50%) Again those earning between £35,000-£54,999 are more likely to say concerns are overblown (21%) compared to those earning up to £19,999 (14%), £20,000-34,999 (14%) and £55,000 or over (15%).

Over two in five (44%) think “most people that are poor have little opportunity to improve their situation”, against one in five (20%) saying “most people that are poor don’t have the motivation or willpower to improve their situation”. Those currently employed are slightly more likely to say poor people do not have the motivation or willpower than those without a job (22% vs. 17%), whereas those earning up to £19,999 annually are more likely to say there is a lack of opportunity compared to those earning more (50% vs. 42%).

Britons are split on inequalities in their local area. Nearly two in five (39%) agree that “based on what I see day-to-day, I would describe quality of life in my area as being fairly equal for everyone”, whilst only slightly fewer (32%) say “I would describe quality of life in my local area to be very unequal between people”. Those aged 55+ are more likely to think their local area is fairly equal compared with those aged 18-34 or 35-54 (49% vs. 35% vs. 29%). Meanwhile graduates say it is more unequal than those without a degree (38% vs. 29%), including those with GCSEs or equivalent (28%) and A-Levels (29%).

Figure 3.4: General attitudes towards inequality

Q. Please indicate whether you agree more with statement A, more with statement or B, equally with both statements or whether you agree with neither of them?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Geographical inequalities

Geographical inequalities were defined as some places or areas with having a better standard of living, quality of services and more opportunities than other areas.

As shown in Figure 2.5, a number of geographical inequalities in the UK really concern Britons, with nearing half (48%) citing politicians paying more attention to some areas than other and job opportunities being better in some areas (47%). There is little distinction between other factors, but slightly fewer mention concerns about transport links (38%) or access to higher education (34%) being better in some areas than others.

Figure 3.5: Prioritising concerns about geographical inequality**Q. What is it about inequalities between different areas within the UK that really concerns you?**

Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

As shown in table 3.1 below, apart from concerns about access to higher education, people aged 35+ are consistently more likely to be worried about a range of potential regional inequalities compared with those aged 18-34.

Table 3.1: Concern for geographical inequalities by age

% Mentioning each concern	People between the ages...		
	18-34	35-54	55+
Politicians pay more attention to some areas than others	41%	47%	53%
Job opportunities are better in some areas than others	39%	49%	50%
The quality of education is better in some areas than others	38%	43%	49%
Westminster gives more money/resources to some areas than others	32%	49%	47%
People living in some areas have better living standards than in others	38%	46%	45%
The quality of housing is better in some areas than others	36%	48%	44%
Life expectancy is higher in some areas than in others	32%	42%	49%
Transport links are better in some areas than others	29%	37%	47%
Access to higher education is better in some areas than others	33%	35%	35%

Those living in North England are significantly more likely to be concerned about politicians paying more attention to some areas than others compared to those in South England (52% vs. 42%). Similarly, both those in North (52%) and East (47%) England are more concerned about Westminster giving more money and resources to some areas compared with others, against those in living in South England (37%).

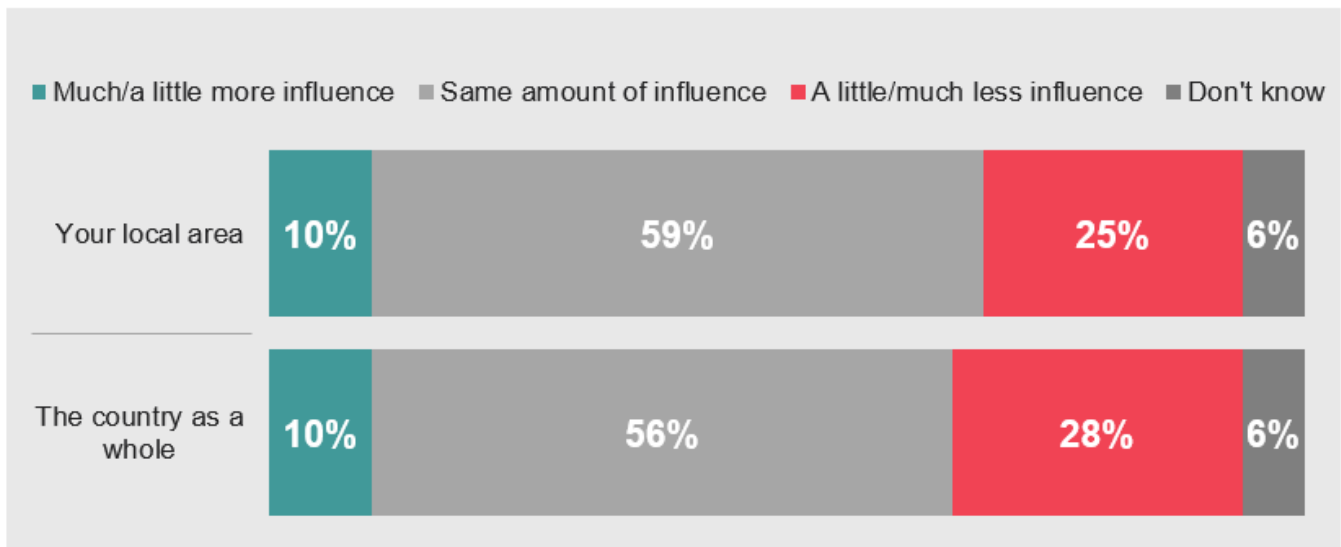
People with degrees and ABC1s are also more likely to be concerned about specific regional inequalities than counterparts. For example, compared with those without a degree, graduates are more likely to reference disparities in job opportunities (52% vs. 44%), quality of education (52% vs 40%), life expectancy (47% vs 40%) and transport links (48% vs. 34%). Similarly, ABC1s are also more likely than

C2DEs to mention regional differences in job opportunities (51% vs 41%), transport links (42% vs. 33%), and also politicians paying more attention to some areas (51% vs. 44%).

Around three in five Britons think they have the same amount of influence as the average person when it comes to decision making for their local area (59%) and the country as a whole (56%). In both cases nearer one in four (25%, 28%) say they have less influence than the average person, whilst only one in ten feel like they have more influence (10%, 10%).

Figure 3.6: Perceptions of influence over decision making

Q. When it comes to decision making for your local area/the country as a whole, how much more or less influence do you feel you have compared to the average person?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Thinking about their local area, people aged 18-34-years-old are more than four times as likely to think they have more influence than the average person, compared with those aged 55 or over (23% vs. 5%). However, this older cohort are not more likely to think they have less influence, but instead the about the same as average (68% vs. 48%).

Nearing one in five (17%) in full-time employment think they have more influence over decision making in their local area, against just one in twenty (5%) who are currently unemployed. Similarly, a third (33%) of those whose annual income is £19,999 or less believe they have less influence over decision making, compared to one in five (21%) of those who earn over this amount.

People belonging to social grade AB (18%), are twice as likely to think they have more influence over local decision making compared with all other social grades, including C1s (9%), C2s (6%) and DEs (7%).

Patterns are similar when thinking about decision making for the country as a whole. Again, younger people aged 18-34 (24%) are likelier to think they have more influence than those aged 35-54 (7%) or 55 and over (3%). Also, those living in South England are marginally more likely to think they have more influence compared to those in North England (12% vs. 8%).

One in three (34%) of those who are currently unemployed think they have less influence than the average person over the country’s decision making, against one in four (24%) who are in any form of employment. Differences by income are even starker at a national level, as nearing two in five (38%) people who earn under £19,999 annually think they have less influence, compared with one in four (25%) who earn over this amount.

Again, social grades AB (15%), are more likely to think they have more influence than C1s (10%), C2s (6%) and DEs (7%).

3.3 Inequalities in education

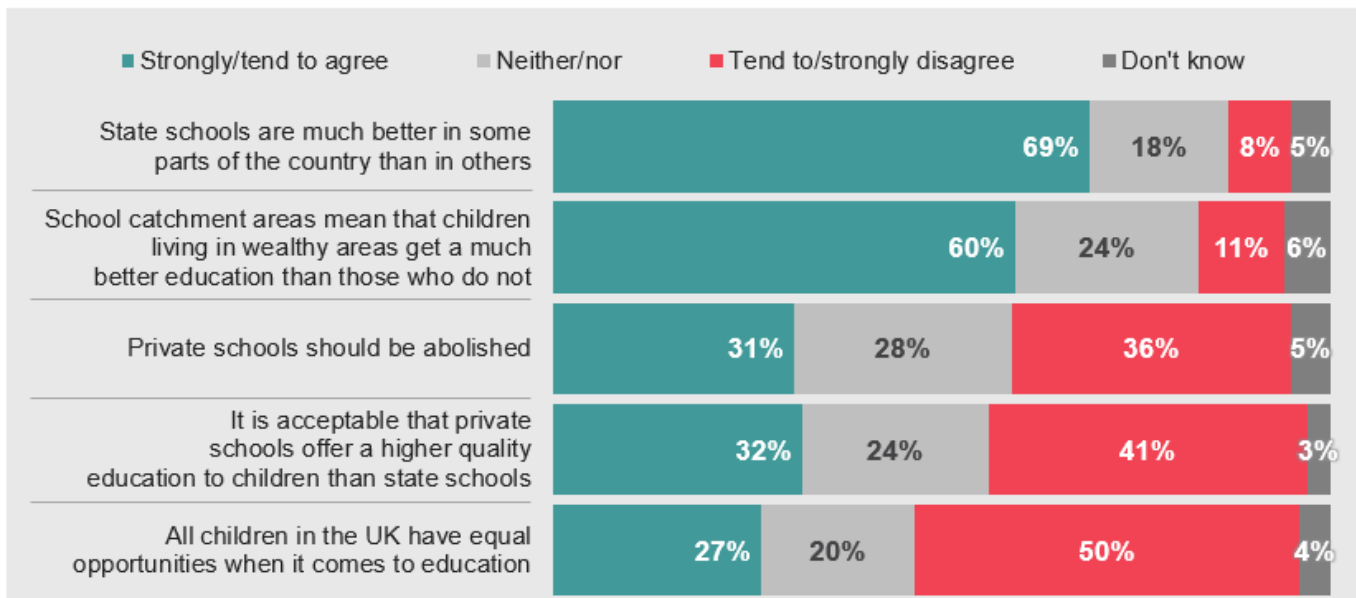
Survey participants were asked to think about inequalities in primary and secondary education, in other words, some children having access to or getting a better-quality schooling than others.

Seven in ten (69%) people agree that state schools are better in some parts of the country than others, whilst three in five (60%) believe that school catchment areas mean that children living in wealthy areas get a much better education than those who do not. Half of Britons (50%) disagree that all children in the UK have equal opportunities when it comes to education, while just over a quarter (27%) who agree.

The public are more divided over whether private schools should be abolished, with almost one in three agreeing (31%) but slightly more disagreeing (36%). Although, whilst a third (32%) think it is acceptable that private schools offer a higher quality education to children than state schools, two in five (41%) disagree.

Figure 3.7: Inequalities in education

Q. To what extent do you agree or disagree, if at all, with the following statements about education in the UK?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Generally, older people are more likely to think there are disparities in the UK’s education system than younger people:

- Nearing four in five (78%) of those aged 55+ agree that state schools are better in some parts of the country than in others, with two in three aged 35-54 (68%) and three in five aged 18-34 (58%).
- Younger people aged 18-34-years-old are more likely to agree that it is acceptable that private schools offer a higher quality of education than state schools, compared with those aged 35+ (38% versus 30% respectively).
- 18-34-year-olds are more likely to agree that all children in the UK have equal opportunities when it comes to education than those aged 35+ (38% versus 23%).

However, despite this, younger people are more likely to agree that private schools should be abolished. Two in five (39%) of those 18-34-years-old were in favour of abolishing them, against three in ten aged 35-54 (30%) and a just a quarter aged 55+ (25%).

There are also some differences by social grade and education.

Those social grade AB (42%), are more likely to disagree that private schools should be abolished, compared with C1s (36%), C2s (32%) and DEs (34%). Similarly, ABs are more likely to disagree that school catchment areas mean that children living in wealthy areas get a much better education than those who do not (17% vs. 10% vs. 7% vs. 11% respectively).

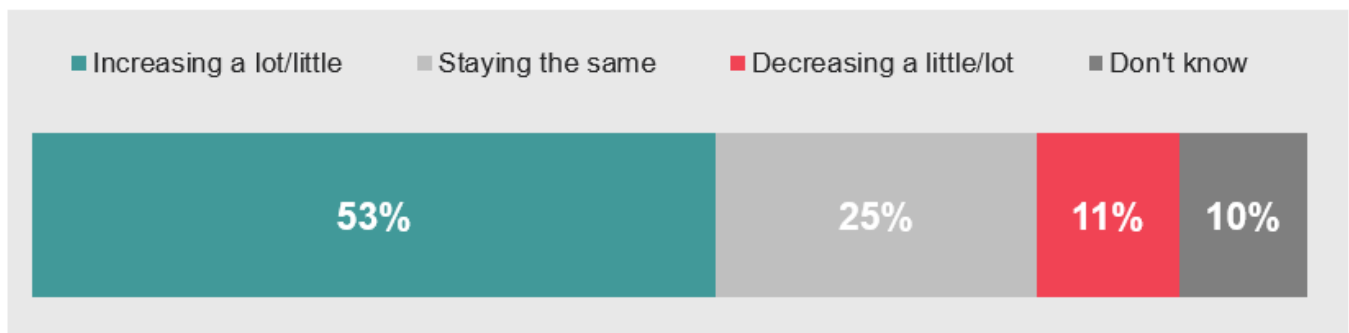
Compared with those without a degree, graduates are more likely to agree that state schools are better in some parts of the country than others (77% versus 66%) and that school catchment areas mean children in wealthy areas get a better education (65% versus 57%).

3.4 Levels of inequality in the UK

The majority (53%) of Britons believe that levels of inequality in the UK today are increasing, with a quarter (25%) thinking they are staying the same. Only one in ten (11%) say levels of inequality are decreasing.

Figure 3.8: Perception of the levels of inequality in the UK

Q. To what extent, if at all, do you think that levels of inequality in the UK today are increasing or decreasing?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

People aged 35+ are more likely to think levels of inequality are increasing compared with those aged 18-34-years-old. This younger group does not necessarily think levels are decreasing but are instead more likely to say they are staying the same (34% versus 22%).

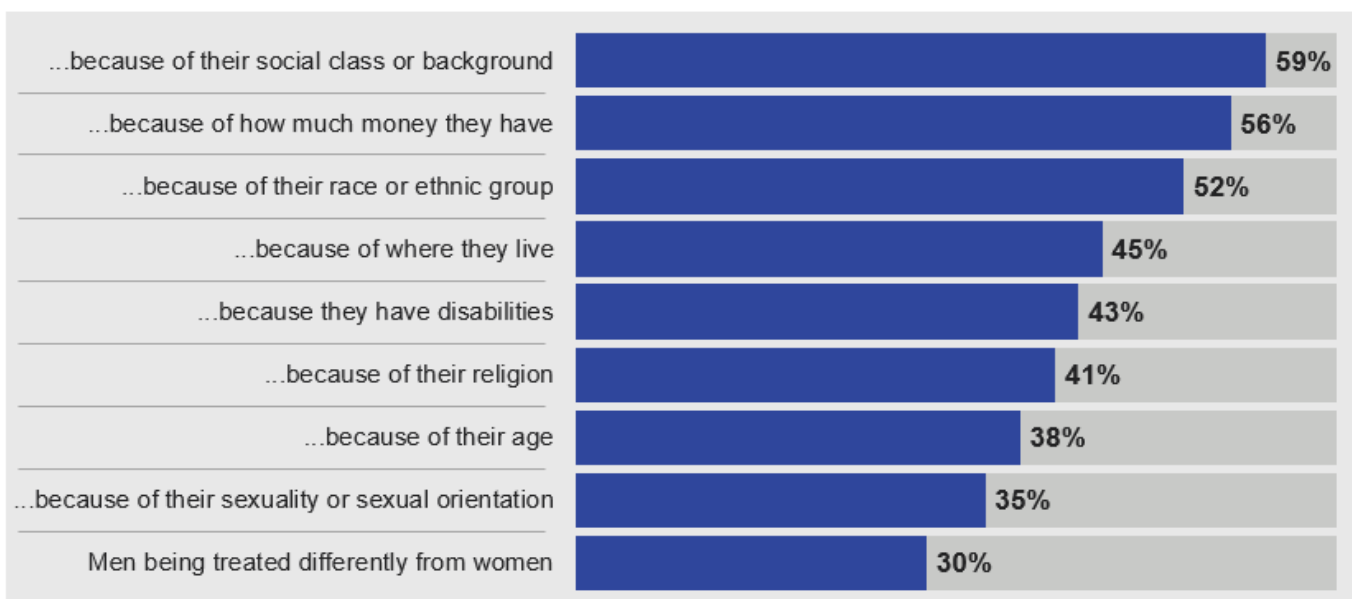
Two in three (65%) graduates say inequality is on the rise, compared with under half (48%) without a degree. ABC1s are also slightly more likely to think this than C2DEs (56% versus 49%).

Among those who think levels of inequality are increasing in the UK, the majority believe more people are being treated differently because of their social class or background (59%), how much money they have (56%) and because of their race or ethnic group (52%).

As shown in Figure 2.9, around two in five of these people think a range of different types of inequality are rising in the UK, although they are slightly less convinced that more people are being treated differently because of their sexuality (35%) or gender (30%).

Figure 3.9: Perceptions towards which inequalities are increasing in the UK

Q. And which of the following types of inequality do you think are increasing in the UK today? People being treated differently...



Base: 610 British adults aged 18+ who think levels of inequality in the UK are increasing, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

Women are more likely than men to think an increasing number of people are being treated differently because of their race (55% versus 46% respectively), sexuality (39% vs. 29%) and gender (33% vs. 24%).

People aged 35+ are more likely than those aged 18-34-years-old to think inequalities are rising with regards to people's social class (62% vs. 49%) and the amount of money people have (60% vs. 44%). Specifically, those aged 55+ believe more people are being treated differently because of their age compared to those aged 18-54 (49% vs. 32%).

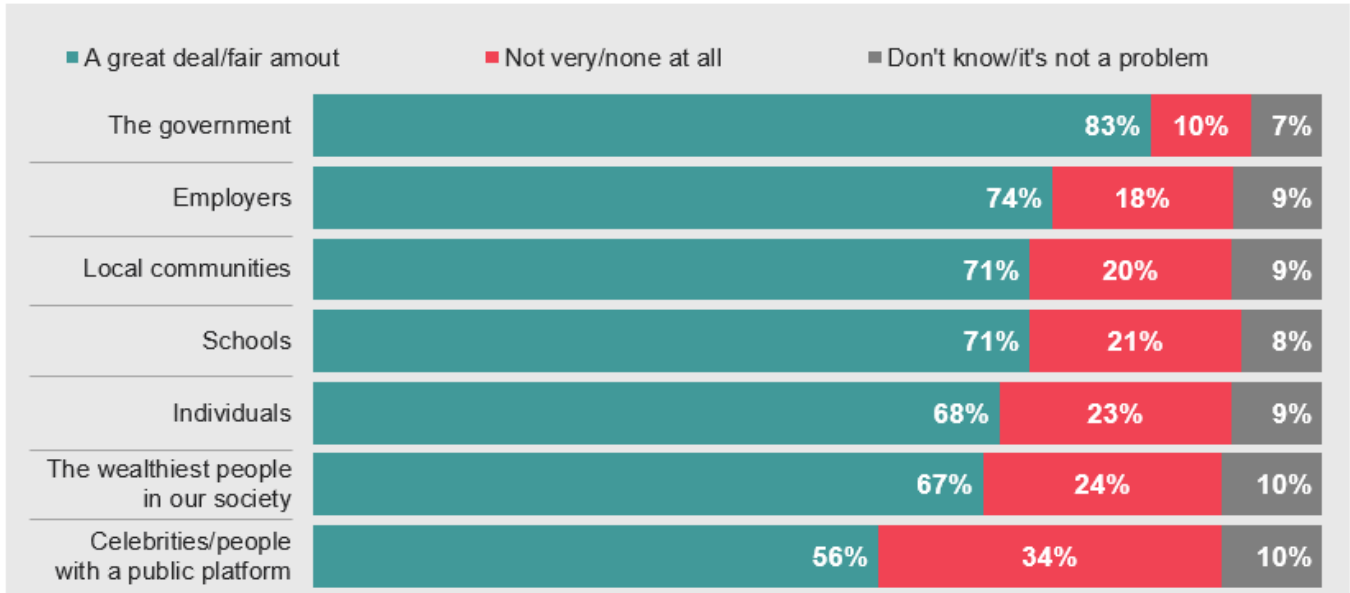
C2DEs are more convinced than ABC1s that people are increasingly being treated differently because of their social class or background (64% vs. 56%). In particular, nearly seven in ten (68%) DEs think this is increasing compared with half (51%) of ABs.

The majority of Britons think a range of different people should be responsible for tackling inequality in the UK. Over four in five (83%) say the government has responsibility to do so, and seven in ten or more say the same of employers (74%), local communities (71%) and schools (71%). Similar proportions, around two in three, think individuals (68%) and the wealthiest in society (67%) should also shoulder

responsibility. Slightly fewer, although still a majority, say celebrities or people with a public platform are responsible (56%).

Figure 3.10: Perceptions towards who should be responsible for tackling inequality

Q. In your opinion, how much responsibility, if any, should each of the following have for tackling inequality in the UK?



Base: 1,119 British adults aged 18+, Fieldwork 9-12 July 2021. Source: Ipsos MORI.

There are patterns by age, with those aged 35+ more likely to think a range of actors should be responsible for tackling inequality in the UK than those aged 18-34. These include the government (87% versus 72% respectively), local communities (73% vs. 66%) and employers (76% vs. 68%).

Patterns differ slightly when looking at the wealthiest in society. Seven in ten (71%) aged 35-54 think the wealthiest should be responsible, compared with nearer three in five aged 18-34 (62%). The oldest age group (55+) are twice as likely than those younger to think the wealthiest should not be responsible (16% vs. 8% of 18-54-year-olds).

People with an annual income over £35,000 are more likely than those earning under this amount to think both individuals (75% vs. 67%) and local communities (77% vs. 67%) should shoulder some responsibility.

This is also reflected in social class. ABC1s are more likely than C2DEs to think employers (77% vs. 70%), schools (74% vs. 67%), the wealthiest in society (70% vs. 62%) and celebrities (58% vs. 52%) should be responsible.

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ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos MORI endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos MORI is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos MORI was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data

Ipsos MORI is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

For more information

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About Ipsos MORI Public Affairs

Ipsos MORI Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

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