Earth for All Survey 2024

China

G20+ Global Report: attitudes to political and economic transformation

Commissioned by Earth4All and the Global Commons Alliance

Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance



Support for policies



Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Act within the next 20 to 30 years

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.

Never – no action required

G20 country average	71%		15%	6 5	3%	6%	L
Mexico	91%				6%	6 <mark>2%</mark> 1	%
Kenya	86%				11%	3%	
South Africa	83%			1	1%	3%1 <mark>%</mark> 2%	1
Brazil	81%			10%	3% 2%	6 5%	
Argentina	80%				2%	2% 3 %	
Indonesia	80%			14%		4% 2%	1
Turkey	80%			9%	3% 2%	6%	
France	73%		14	4 ′	% 3%	7%	
China	72%		1	5%	9%	3% 1	%
United Kingdom	69%		15%	6%	4%	6%	
Australia	68%		13%	5%	6%	8%	
Canada	68%		14%	6%	4%	8%	
India	68%		22	%	5%	2% 3%	IV.
Denmark	67%		16%	6%	4%	8%	
Germany	66%		17%	7%	6%	4%	
South Korea	66%		17%	9%	3%	6%	
Austria	65%		16%	7%	6%		
Sweden	64%		16%	7%		9%	İV.
Italy	62%		20%	6%	3%	8%	
United States	62%		18%			9%	
Japan	53%	15%		7%	17%		
Saudi Arabia	52%	23%		2%	17%		

Act, but we have more time than 30 years

Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Austria (1,000), Brazil (1,000), Brazil (1,000), China (1,000), Denmark (1,000), Germany (1,000), India (1,000), India (1,000), India (1,000), India (1,000), China (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Nexico (1,000), South Arica (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



Don't know

Act immediately, within the next decade



Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.

	T - 4 - 1	Ge	nder	Но	usehold inco	me		A	ge	
	Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Act immediately, within the next decade	72%	64%	81%	66%	74%	76%	73%	87%	74%	58%
	BDJ		AB		D	AD	J	AGIJ	J	
Act within the next 20 to 30 yea	15%	20%	10%	19%	15%	11%	10%	9%	13%	23%
Act within the next 20 to 30 years	CFH	AC		AF						AGHI
Act, but we have more time than 30 years	9%	13%	5%	10%	8%	8%	15%	1%	6%	15%
Act, but we have more time than 30 years	СН	AC					AHI		Н	AHI
Never – no action required	3%	3%	2%	4%	2%	2%	1%	-	5%	4%
Never – no action require	н			А					AH	н
Don't know	1%	-	2%		1%	3%		2%	2%	-
	В		AB			ADE			J	

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-55).

psos



Democracy and economy



To what extent, if at all, do you agree or disagree with the following statements about your country?

International organisations can be trusted more than national governments to address global challenges

Strongly/tend to agree

G20	country average	38%	30%	26%	6%	
	Kenya	6	7%	15%	19%	
	India	64	4%	20%	14% 1 <mark>%</mark>	
	China	56%		29 %	15%	
	Mexico	49 %	2	8%	19% <mark>4%</mark>	
	Brazil	47%	26%	6 2	4% <mark>3%</mark>	
	Indonesia	45%	30%	6	24% 1 <mark>%</mark>	
	South Africa	44%	26%	27	7% <mark>2%</mark>	
	Sweden	40%	28%	22%	10%	
	United Kingdom	39 %	30%	24%	6%	
	United States	39%	30%	24%	6 7%	
	Saudi Arabia	39%	20%	30%	11%	
	Denmark	37%	33%	23%	8%	
	Argentina	37%	30%	26%	7%	
	Turkey	37%	24%	32%	7%	
	Italy	31%	32 %	29 %	8%	
	Australia	31%	35%	29%	5%	
	Canada	31%	34%	29%	7%	
	South Korea	30%	39%	28	% 3%	
	Germany	26%	40%	26%	8%	
	France	24%	36%	31%	10%	
	Austria	23%	37%	35%	<mark>5%</mark>	
	Japan	22%	39%	31%	8%	

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

All countries are equally represented in today's international organisations

Strongly/tend to agree Neither agree nor disagree Strongly/tend to disagree Don't know

G20	country average	34%		24%		36%	6%	
020	India	C -7/0	68%			15%	16% 2%	
	Indonesia		65%			20%	13% 1%	
	China		57%		22		21%	
	Kenya		53%		14%	33	% 1%	6
	Mexico	4	6%		28%	2	2% <mark>4%</mark>	
	Saudi Arabia	42	%	22%	0	21%	15%	
	Brazil	37%	,	23%		36 %	4%	
	South Africa	34%		20%		43%	<mark>3%</mark>	
	Denmark	31%		28%		31%	10%	
	United States	31%	22	2%		41%	7%	
	Argentina	29%	2	8%		33%	10%	
	Turkey	27%	17%		49	9%	7%	
	Australia	24%	22%		4	7%	7%	
	Germany	24 %	32	%		35%	8%	
	South Korea	22%	28 %			46%	4%	
	United Kingdom	22%	22%		48	3%	7%	
	Italy	22%	31%			39%	8%	
	Canada	21%	21%		51	%	6%	
	Sweden	20%	21%		46%		13%	
	Austria	19%	35%			40%	6%	
	France	17%	25%		50 %		9%	
	Japan	15%	31%		4	6%	8%	

Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), France (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Sau di Arabia, South Korea, Turkey, United Kingdom, United States).



To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

	T 1 (1)	Ge	nder	Но	usehold inco	ome	Age			
	Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (l)	45-54 (J)
International organisations can be trusted more than national governments to address global challenge	56%	58%	53%	53%	58%	55%	53%	57%	47%	61% Al
All countries are equally represented in today's international organisations	57% DHI	60%	55%	51%	62% AD	58%	57%	52%	52%	66% AHI

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Global surveys of citizens' attitudes and concerns

Strongly/tend to support
Neither support nor oppose
Strongly/tend to oppose
Don't know
G20 country average
62%
23%
9%
5

Kenya	85%	9% 5%
South Africa	77%	15% 7% <mark>%</mark> 🔺
China	76%	18% 6%
Indonesia	75%	20% 49%
India	73%	17% 8% 📏 🔺
Argentina	71%	20% 5% <mark>3%</mark>
Mexico	71%	21% 6%2% 🔺
Brazil	67%	20% 9% 4%
Turkey	63 %	20% 9% 8%
Australia	60%	25% 9% 6%
Austria	59%	25% 13% 2%
United States	59%	25% 10% 7%
Germany	58%	26% 11% <mark>5%</mark>
United Kingdom	58%	24% 12% 7%
Canada	56%	27% 12% 5% 🔻
Denmark	55%	27% 11% 7% 🔻
Saudi Arabia	55%	22% 8% 14% 🔻
France	54%	25% 15% 6% 🔻
Sweden	53%	27% 12% 8% 🔻
Italy	51%	27% 15% 7%
South Korea	50%	33% 12% 5%
Japan	43%	36% 10% 11% 🔻

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

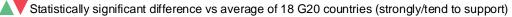
Global citizens' assemblies

Strongly/tend to support Neither support nor oppose Strongly/tend to oppose Don't know

G20) country average	56%		27%	10%	6%	
	Kenya		84%			6 5%	
	India		77%		16%	5%2%	
	China		76%		17%	7%	
	South Africa		71%	2	0%	7%2%	
	Mexico	7	0%	23	3%	5%3%	
	Indonesia	67	7%	27	7%	4%2%	
	Argentina	62%	6	24%	9%	6 5%	
	Brazil	60%	D	24%	10%	<mark>⁄6 5%</mark>	
	Turkey	55%		26%	8%	10%	
	Saudi Arabia	55%		24%	6% 1	4%	
	United States	53%		27%	12%	7%	
	United Kingdom	53%		27%	12%	8%	
	Australia	51%		29%	14%	7%	
	Canada	51%		29%	13%	7%	
	France	49%	28	8%	15%	8%	
	Germany	48%	3	33%	13%	6%	
	Austria	48%	3	2%	16%	4%	
	Denmark	46%	31	%	15%	7%	
	Italy	45%	31	%	15%	8%	
	South Korea	44%	3	9%	12%	<mark>⁄⁄ 4%</mark>	
	Sweden	41%	33%	1	6%	11%	
	Japan	32%	42 %	10'	% 16	5 %	

Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Brazil (1,000), Brazil (1,000), Canada (1,000), Connark (1,000), France (1,000), Germany (1,000), India (1,000), India (1,000), India (1,000), India (1,000), India (1,000), India (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000), 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Sau di Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).





Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

A United Nations Parliamentary Assembly

Strongly/tend to support Neither support nor oppose Strongly/tend to oppose Don't know

G20	country average	54%	28 %	11% 7%
	Kenya	83%		10% 7% <mark>%</mark>
	India	72%		19% 7% <mark>2%</mark> 🔺
	China	72%		20% 8%0 <mark>%</mark>
	South Africa	69%		20% 9% <mark>3%</mark> 🔺
	Indonesia	67%		26% <mark>5%2%</mark> 🔺
	Mexico	63%		27% 7% <mark>3%</mark>
	Argentina	58%	27	% 9% 6%
	Brazil	57%	24%	13% 7%
	Australia	51%	28 %	13% 8%
	Turkey	50%	26 %	11% 12%
	Canada	49 %	30%	13% 7%
	Denmark	49%	29 %	15% 7% 🔻
	United Kingdom	49%	28 %	15% 8%
	Germany	48 %	35%	10% 7%
	Saudi Arabia	48 %	27%	9% 16% 🔻
	Italy	47%	30%	15% 9% 🔻
	United States	47%	29 %	15% 9% 🔻
	Austria	46%	35%	14% 5% 🔻
	France	43%	29 %	18% 10% 🔻
	South Korea	42 %	39%	13% 5% 🔻
	Sweden	39%	32%	19% 11% 🔻
	Japan	32%	39%	13% 16% 🔻

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

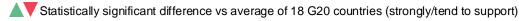
Global referenda

Strongly/tend to support = Neither support nor oppose = Strongly/tend to oppose = Don't know

G20 country average	55%	26%	12% 6%
Kenya	81%		10% 8%
China	73%		19%7%%
India	73%		17% 7%2%
Indonesia	71%		24% 49%
South Africa	67%	20	
Mexico	66%	25	5% 6% <mark>3%</mark>
Argentina	60%	25%	9% 6%
Brazil	60%	23%	13% 5%
Turkey	56%	25%	9% 10%
Saudi Arabia	54%	24%	8% 14%
United States	50%	24%	18% 8% 🔻
Italy	50%	28%	15% 7%
France	49%	26%	17% 7%
South Korea	49%	35%	12% 4% 🔻
United Kingdom	47%	25%	20% 8%
Australia	47%	28%	19% 6% 🔻
Canada	46%	29%	17% 8%
Austria	45%	31%	19% 5% 🔻
Germany	45%	36%	13% 7%
Denmark	41%	28%	24% 7% 🔻
Sweden	39%		23% 9% 🔻
Japan	38%		10% 13% 🔻

Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Brazil (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indiae (1,000), Indinesia (1,000), Indiae (1,000), South Korea (1,000), South Korea (1,000), Canada (1,000), United Kingdom (1,000), France (1,000), Germany (1,000), Indiae (1,000), South Korea (1,000), South Korea (1,000), South Korea (1,000), South Korea (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Sau di Arabia, South Korea, Turkey, United Kingdom, United States).





Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. (Strongly / tend to support).

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals.

	Total	Ge	nder	Но	usehold incor	me		A	ge	
	Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
Global surveys of citizens' attitudes and	76%	76%	76%	76%	81%	71%	88%	77%	72%	74%
concerns	F				AF		AHIJ			
Global citizens' assemblies	76%	73%	79%	70%	79%	77%	83%	83%	75%	67%
	BDJ		AB		D		AJ	AIJ	J	
Global referenda	73%	71%	75%	71%	78%	71%	77%	79%	71%	69%
Giobal lelefenda	J				ADF			AIJ		
	72%	70%	73%	67%	77%	71%	86%	74%	72%	64%
A United Nations Parliamentary Assembly	DJ				AD		AHIJ	J	J	

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Values and demographics



To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2. To what extent are you optimistic or pessimistic about each of the following...

	Total	Gei	nder	Ηοι	usehold inco	me	Age				
	Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	
Your future	75%	73%	78%	71%	81%	75%	70%	80%	72%	77%	
Your future	D				ADF			AGI			
	71%	69%	73%	69%	77%	66%	79%	75%	65%	68%	
The future of your country	FI				ADF		AIJ	AIJ			
	55%	54%	56%	54%	56%	56%	51%	51%	53%	62%	
The future of the world										AGHI	

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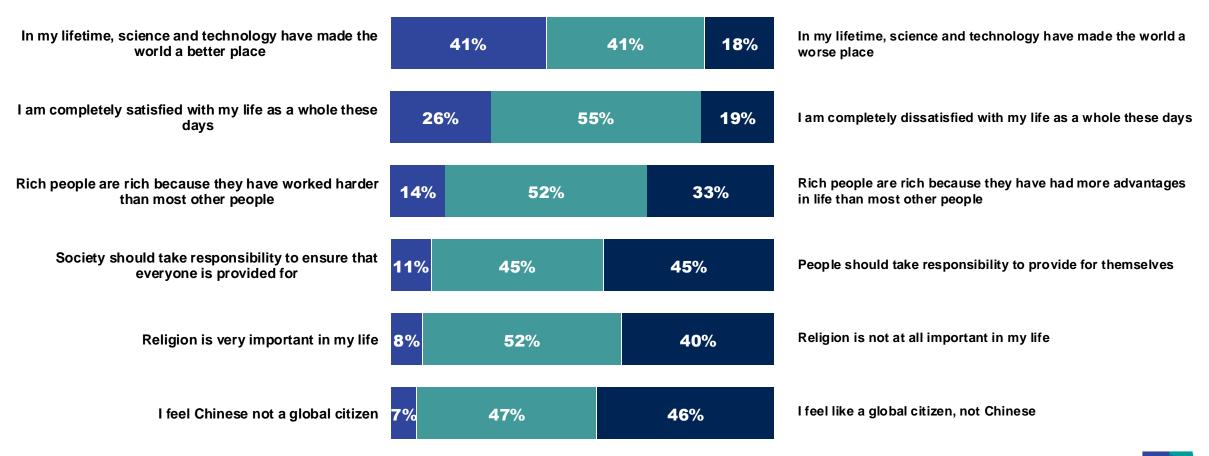
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.

■ Net: 1-2 ■ Net: 3-5 ■ Net: 6-7



Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.

How satisfied are you with the financial situation of your household? How exposed, if at all, are you personally to environmental and climate related risks, and threats?

> QD4. How satisfied are you with the financial situation of your household? QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats?

		_	Ge	nder	Ηοι	usehold inco	me	Age			
		Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
		70%	72%	68%	63%	71%	76%	58%	74%	67%	73%
How satisfied are you	NET: Very/fairly satisfied	DG				D	AD		AG		G
with the financial situation of your	NET. Vor Mainly dissolitation	9%	10%	9%	15%	9%	4%	20%	6%	9%	9%
household?	NET: Very/fairly dissatisfied	FH			AEF	F		AHIJ			
	NET: Very/somewhat	79%	81%	77%	83%	82%	72%	77%	78%	76%	83%
How exposed, if at all, are you personally to	exposed F	F			AF	F					AI
are you personally to environmental and climate related risks,	NET: Not very/not at all	21%	19%	22%	17%	17%	28%	23%	22%	23%	17%
and threats?	exposed	D					ADE				

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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Methodology



Objectives and methodology.

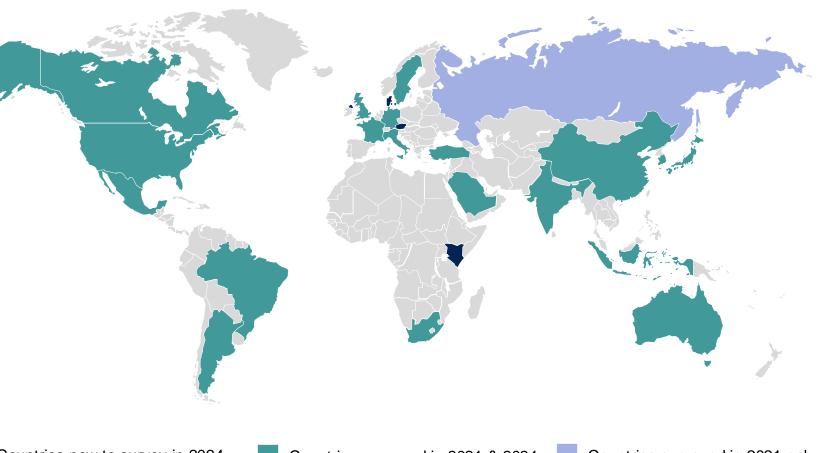
- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand attitudes to societal transformations, political / economic systems and planetary stewardship. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.
- Ipsos surveyed 22,000 participants aged 18 to 55-75 in total across 22 countries. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four counties outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between 5th March and 8th April 2024.
- Quota sampling was used, and in each country data are weighted to be representative of the national population on age, gender, region and working status. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- This report presents a 'G20 country average' and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rate to the true population proportions for this audience.
- This report presents the findings from China, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in China. In China, 1,000 participants aged 18-75 were interviewed in Chinese (Simplified) between 5th March and 8th April 2024.



Methodology: study coverage.

22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the <u>Global Commons Survey in</u> <u>2021</u>. Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



Countries new to survey in 2024

Countries surveyed in 2021 & 2024

Countries surveyed in 2021 only



Methodology: demographics/subgroups bases.

	Unweighted 1000 / Weighted 1000
	Gender
Male	514 / 515
	51% / 52%
Female	486 / 485
	49%
Emplo	oyment Status
Working	786 / 785
	79%
Not working	214 / 215
	21% / 22%
	Education
Secondary	294 / 295
	29% / 30%
Degree or above	706 / 705
	71%
House	ehold Income
Low (0-7999 yuan)	316 / 316
	32%
Middle (8,000-14999 yuan)	341 / 341
	34%
High (15000+ yuan)	342 / 342
	34%
Childre	en in Household
Yes	679 / 680
	68%
No	318 / 317
	32%

	Unweighted 1000 / Weighted 1000
	Age
18-24	137 / 135
	14%
25-34	281 / 281
	28%
35-44	249 / 250
	25%
45-54	333 / 333
	33%
	Region
East China	302 / 300
	30%
Northern China	70 / 70
	7%
North East China	76 / 76
	8%
North West China	118 / 120
	12%
South Central China	290 / 290
	29%
South West China	144 / 144
	14%

Please note: any use of the data from this research in the public domain will need to be signed-off by Ipsos's Polls for Publication team.



Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research er excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – 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 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for 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 UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

