Public Opinion Survey on Equality in Northern Ireland - Summary

Prepared for the Equality Commission NI

Ipsos MORI Northern Ireland
February 2019

© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>03</td>
</tr>
<tr>
<td>BACKGROUND TO THE RESEARCH</td>
<td>06</td>
</tr>
<tr>
<td>PRESENTATION OF THE DATA</td>
<td>07</td>
</tr>
<tr>
<td>DEMOGRAPHICS</td>
<td>08</td>
</tr>
<tr>
<td>RESEARCH FINDINGS</td>
<td>11</td>
</tr>
<tr>
<td>RESEARCH METHODOLOGY</td>
<td>26</td>
</tr>
</tbody>
</table>
Executive summary

**Awareness and understanding**
When asked what the term ‘equality’ means to participants thinking specifically about NI, the most commonly cited response is that it means the equal treatment of all people (19%).

Just over one in ten participants (12%) hold a negative view about the level of equality in NI or feel that equality is lacking.

**Attitudes**
The majority of participants agree that there are benefits of having an equal society in NI (87% net agreement) and feel that they care deeply about making NI a fairer place to live (86% net agreement).

Opinions are more mixed in terms of how meaningful the term ‘equality’ is to people and how much it is thought about day to day. Just under half (48%) of participants disagree that the term ‘equality’ is meaningless to them in their every day lives, while 28% agree.

**Equality status and discrimination**
The groups considered to be protected from unlawful discrimination overall are racial and ethnic groups (28%), those of a certain sexual orientation (21%) and those from a certain religious or community background (17%).

Almost one-thirds of participants (32%) said that they do not know any groups protected from unlawful discrimination.

In terms of the settings in which people are protected from unlawful discrimination, 38% stated the workplace. 18% considered people to be protected when accessing public services and 8% mentioned education. Over a third of participants (37%) said they do not know any settings in which people are protected from unlawful discrimination.

**Views on equality in NI**
Ninety percent of participants overall agree that equality and anti-discrimination laws in NI are necessary, while 73% agree that equality and anti-discrimination laws in NI should be strengthened.

A small proportion of participants disagree that these laws are necessary (4%) or that they should be strengthened (9%).

There is less optimism among NI citizens that people can achieve their potential regardless of their personal characteristics; 63% agree that this is the case, however 12% disagree.

Around one-fifth of participants (22%) express no opinion on whether people can achieve their potential regardless of their personal characteristics, showing a degree of ambivalence among some people on this issue.

Three quarters (75%) of the population agree that the people of NI are welcoming to others, while 8% disagree.

The majority of participants agree that workplaces are welcoming and inclusive in NI generally (62%), with 8% disagreeing that this is the case.
Views on equality in NI (cont’d)
While the majority of participants also agree that workers are generally treated with dignity and respect (62%), a higher proportion disagree that this is the case (13%).

Overall, the majority of participants agree that more needs to be done to promote good relations between people of different background (88%) and to promote equality of opportunity (80%).

Personal experiences of unwanted behaviour
The majority of participants stated that they had not personally experienced a situation at work where they were not treated with dignity and respect based on their personal characteristics in the last 12 months (66%). Twelve percent of participants stated that they had not been treated with dignity and respect. Twenty two percent of participants stated that they have not been in a workplace during the last 12 months.

Among those participants who are working, 73% reported that they had not witnessed a situation in the last 12 months where others in their workplace were not treated with dignity and respect based on their personal characteristics. Twenty seven percent of participants said they had witnessed this.

Aspects of life in Northern Ireland
A number of statements were presented to participants covering various aspects of life in NI, including the workplace, in education, the local area and public services.

Workplaces
The level of agreement around aspects of workplaces in NI is mixed. Just over a third of participants (35%) agree that workplaces tend to employ people with disabilities, while almost a quarter (25%) disagree that this is the case.

Once in employment, the majority (53%) agree that employees with disabilities are well supported, while 14% disagree with this. Almost half of participants (48%) agree that workplaces tend to be family friendly and allow flexible working, however 19% disagree that this is the case.

The most divergent views emerge over the statement that workplaces rarely support employees with mental ill-health. While 29% disagreed, feeling that actually workplaces do support employees with mental ill-health, 35% agree that this support is not there.

Education
Seventy one percent of participants agree that schools are supportive of girls studying science, maths and technology subjects. Seven percent of participants disagree with this.
Aspects of life in Northern Ireland (cont’d)

The majority of participants (62%) agree that bullying in schools tends to be on the basis of a child’s personal characteristics, while 16% disagree that this is the case.

Over half of participants (56%) agree that traveller and Roma children tend to receive fewer qualifications than other children, with 12% in disagreement.

There are more mixed views over the idea that children who have recently arrived in NI tend to receive fewer qualifications than other children, with 28% in agreement and 26% in disagreement. However, it should be noted that a quarter of participants (25%) answered ‘don’t know’ to this particular statement. Seventy-one percent of participants agreed that schools are supportive of girls studying science, maths and technology subjects.

Local area

Almost 9 in 10 participants (89%) agree that their local shops are accessible, with 6% in disagreement.

To a lesser extent, the majority of participants also agree that the streets and public spaces are well planned and accessible (76%), while 12% disagree that this is the case.

Public services

Overall, just under half of participants (48%) agree that the needs of different groups of people are taken into account when planning public services, while 25% disagree.

Less than a quarter of participants (21%) agree that public figures show leadership on equality matters, while over half (54%) disagree with this.
Background to the research

The Equality Commission for Northern Ireland (ECNI) wished to measure public opinion on equality in Northern Ireland (NI) among the general public. ECNI commissioned Ipsos MORI to conduct a telephone survey in order to:

- **Understand** the level of awareness of equality issues.
- **Gather** views on equality issues in Northern Ireland.
- **Measure** perceptions of Northern Ireland’s performance on equality issues.

The results of the survey will be used to support the development of ECNI’s corporate and business objectives.

Presentation of the data

Corrective rim weighting has been applied to the data on the region, age, gender and social class quotas to ensure the findings are representative of the population in Northern Ireland.

Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses. Multiple response questions are indicated on the relevant charts.

With the exception of Q7, all questions have a base of 500. When reading data that has been cross-tabulated with demographic information, the base may decrease due to those who refused to answer on a particular demographic question. This is indicated on the charts where applicable.
Demographics

Age and gender

Gender (%)

Male: 48%
Female: 52%
In another way: 0%

Age (%)

16-29: 25%
30-44: 26%
45-59: 24%
60+: 25%

Base: 500 adults living in Northern Ireland
Source: Ipsos MORI
Demographics
Social class and region

ABC1 (%) | C2DE (%)
---|---
56 | 44

**Source:** Ipsos MORI

**Base:** 500 adults living in Northern Ireland
**Source:** Ipsos MORI
### Demographics

#### Community background and disability

**Community background (%)**

- Protestant: 45%
- Catholic: 42%
- Other: 5%
- None: 8%

**Disability (%)**

- Long-standing illness: 16%
- Long-standing disability or infirmity: 16%
- None: 72%

*Source: Ipsos MORI*

*Multiple response question*

Base: 500 adults living in Northern Ireland

Source: Ipsos MORI
Research findings
Awareness and understanding

Q1. Thinking specifically about Northern Ireland, what do you think of when you hear the term “equality”? (top 10 responses)

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equal treatment of all people</td>
<td>19</td>
</tr>
<tr>
<td>Negative views about level of equality in NI/equality is lacking</td>
<td>12</td>
</tr>
<tr>
<td>Religious equality</td>
<td>9</td>
</tr>
<tr>
<td>Overcoming divisions in NI/peace process</td>
<td>9</td>
</tr>
<tr>
<td>LGBT+ rights</td>
<td>6</td>
</tr>
<tr>
<td>Nothing in particular/no opinion</td>
<td>6</td>
</tr>
<tr>
<td>Gender equality/pay gap</td>
<td>6</td>
</tr>
<tr>
<td>Equal rights/human rights</td>
<td>6</td>
</tr>
<tr>
<td>Fair treatment of all people</td>
<td>5</td>
</tr>
<tr>
<td>Positive views about level of equality and progress in NI</td>
<td>4</td>
</tr>
</tbody>
</table>

Multiple response question
Base: 500 adults living in Northern Ireland
### Awareness and understanding

Q1. Thinking specifically about Northern Ireland, what do you think of when you hear the term “equality”? (all responses)

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
<th>Response (cont’d)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equal treatment of all people</td>
<td>19</td>
<td>Means different things to different people</td>
<td>2</td>
</tr>
<tr>
<td>Negative views about level of equality in NI/equality is lacking</td>
<td>12</td>
<td>Equality for ethnic minority or racial groups</td>
<td>2</td>
</tr>
<tr>
<td>Overcoming divisions in NI/peace process</td>
<td>9</td>
<td>Equality for disabled people</td>
<td>1</td>
</tr>
<tr>
<td>Religious equality</td>
<td>9</td>
<td>No discrimination</td>
<td>1</td>
</tr>
<tr>
<td>Equal rights/human rights</td>
<td>6</td>
<td>Equality has become too PC/has gone too far</td>
<td>1</td>
</tr>
<tr>
<td>Gender equality/pay gap</td>
<td>6</td>
<td>Historical issues/troubles</td>
<td>1</td>
</tr>
<tr>
<td>Nothing in particular/no opinion</td>
<td>6</td>
<td>Inclusiveness</td>
<td>1</td>
</tr>
<tr>
<td>LGBT+ rights</td>
<td>6</td>
<td>Equality in housing</td>
<td>1</td>
</tr>
<tr>
<td>Fair treatment of all people</td>
<td>5</td>
<td>Inequality</td>
<td>1</td>
</tr>
<tr>
<td>Positive views about level of equality and progress in NI</td>
<td>4</td>
<td>Equality Commission</td>
<td>1</td>
</tr>
<tr>
<td>Equality is an ongoing issue/work in progress/improving but room for</td>
<td>4</td>
<td>Generational differences</td>
<td>1</td>
</tr>
<tr>
<td>more improvement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not something I think about/not of interest to me</td>
<td>4</td>
<td>Age equality</td>
<td>1</td>
</tr>
<tr>
<td>Equality in employment</td>
<td>2</td>
<td>Other</td>
<td>6</td>
</tr>
<tr>
<td>Equality is a political/bureaucratic issue</td>
<td>2</td>
<td>Don’t know</td>
<td>6</td>
</tr>
</tbody>
</table>

Multiple response question
Base: 500 adults living in Northern Ireland
Northern Ireland is more about the nationalist/unionist divide, but there are a number of other types of equality.

Female, 30-44, Catholic, Belfast, C2DE
Q2. Thinking of yourself, to what extent do you agree or disagree with the following statements:

- **“There are benefits of having an equal society in NI”**
  - Strongly agree: 73%
  - Tend to agree: 15%
  - Neither agree nor disagree: 7%
  - Tend to disagree: 22%
  - Strongly disagree: 2%
  - Don't know: 4%
  - Net agreement: 87%
  - Net disagreement: 4%

- **“I care deeply about making NI a fairer place to live”**
  - Strongly agree: 68%
  - Tend to agree: 18%
  - Neither agree nor disagree: 11%
  - Tend to disagree: 12%
  - Strongly disagree: 3%
  - Don't know: 3%
  - Net agreement: 86%
  - Net disagreement: 3%

- **“The term “equality” is meaningless to me in everyday life; it is not something I think about”**
  - Strongly agree: 14%
  - Tend to agree: 14%
  - Neither agree nor disagree: 23%
  - Tend to disagree: 17%
  - Strongly disagree: 31%
  - Don't know: 1%
  - Net agreement: 28%
  - Net disagreement: 48%

Base: 500 adults living in Northern Ireland
### Equality status and discrimination

**Q3. Which groups of people, if any, do you think are protected from unlawful discrimination?**

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial/ethnic</td>
<td>28%</td>
</tr>
<tr>
<td>Sexual orientation</td>
<td>21%</td>
</tr>
<tr>
<td>Religious/community background</td>
<td>17%</td>
</tr>
<tr>
<td>Gender</td>
<td>15%</td>
</tr>
<tr>
<td>Disabled</td>
<td>14%</td>
</tr>
<tr>
<td>Age</td>
<td>8%</td>
</tr>
<tr>
<td>Political</td>
<td>5%</td>
</tr>
<tr>
<td>Everyone</td>
<td>3%</td>
</tr>
<tr>
<td>Economic status</td>
<td>2%</td>
</tr>
<tr>
<td>Ex-offenders</td>
<td>1%</td>
</tr>
<tr>
<td>Citizens</td>
<td>1%</td>
</tr>
<tr>
<td>Refugees and asylum seekers</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>32%</td>
</tr>
</tbody>
</table>

Multiple response question

Base: 500 adults living in Northern Ireland
Equality status and discrimination

Q4. And in what settings, if any, do you think people are protected by these laws?

<table>
<thead>
<tr>
<th>Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>At work</td>
<td>38%</td>
</tr>
<tr>
<td>In accessing public services</td>
<td>18%</td>
</tr>
<tr>
<td>In education</td>
<td>8%</td>
</tr>
<tr>
<td>In accessing other services</td>
<td>6%</td>
</tr>
<tr>
<td>Everywhere</td>
<td>3%</td>
</tr>
<tr>
<td>In buying or renting property</td>
<td>3%</td>
</tr>
<tr>
<td>Public spaces</td>
<td>2%</td>
</tr>
<tr>
<td>Social settings</td>
<td>1%</td>
</tr>
<tr>
<td>Under the law</td>
<td>1%</td>
</tr>
<tr>
<td>In the home</td>
<td>1%</td>
</tr>
<tr>
<td>Religious places</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None of these</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>37%</td>
</tr>
</tbody>
</table>

Multiple response question
Base: 500 adults living in Northern Ireland
Q5. Thinking about NI today, to what extent do you agree or disagree with the following statements:

- "Equality and anti-discrimination laws should be strengthened":
  - Strongly agree: 51%
  - Tend to agree: 22%
  - Neither agree nor disagree: 15%
  - Tend to disagree: 6%
  - Strongly disagree: 4%
  - Net agree: 73
  - Net disagree: 9

- "Equality and anti-discrimination laws in NI are necessary":
  - Strongly agree: 71%
  - Tend to agree: 18%
  - Neither agree nor disagree: 5%
  - Tend to disagree: 2%
  - Strongly disagree: 2%
  - Net agree: 90
  - Net disagree: 4

- "People can achieve their potential regardless of their personal characteristics":
  - Strongly agree: 35%
  - Tend to agree: 29%
  - Neither agree nor disagree: 22%
  - Tend to disagree: 9%
  - Strongly disagree: 3%
  - Net agree: 63
  - Net disagree: 12

- "The people of NI are welcoming to others":
  - Strongly agree: 39%
  - Tend to agree: 36%
  - Neither agree nor disagree: 17%
  - Tend to disagree: 6%
  - Strongly disagree: 21%
  - Net agree: 75
  - Net disagree: 8

Base: 500 adults living in Northern Ireland
Views on equality in NI

Q5. Thinking about NI today, to what extent do you agree or disagree with the following statements:

- "Workers are generally treated with dignity and respect":
  - Strongly agree: 22%
  - Tend to agree: 40%
  - Neither agree nor disagree: 23%
  - Tend to disagree: 10%
  - Strongly disagree: 2%
  - Don’t know: 6%
  - Net agree: 62%
  - Net disagree: 13%

- "In general, workplaces in NI are welcoming and inclusive":
  - Strongly agree: 29%
  - Tend to agree: 33%
  - Neither agree nor disagree: 24%
  - Tend to disagree: 6%
  - Strongly disagree: 6%
  - Don’t know: 8%
  - Net agree: 62%
  - Net disagree: 8%

- "More needs to be done to promote good relations between people of different backgrounds":
  - Strongly agree: 66%
  - Tend to agree: 22%
  - Neither agree nor disagree: 7%
  - Tend to disagree: 3%
  - Strongly disagree: 11%
  - Don’t know: 5%
  - Net agree: 88%
  - Net disagree: 5%

- "More needs to be done to promote equality of opportunity":
  - Strongly agree: 55%
  - Tend to agree: 25%
  - Neither agree nor disagree: 12%
  - Tend to disagree: 4%
  - Strongly disagree: 2%
  - Don’t know: 6%
  - Net agree: 80%
  - Net disagree: 6%

Base: 500 adults living in Northern Ireland
Personal experiences of unwanted behaviour

Q6. During the past 12 months, have you personally experienced a situation where you were not treated with dignity and respect in your workplace based on your personal characteristics?

- Yes: 12%
- No: 66%
- Not working: 22%

Base: 500 adults living in Northern Ireland
Personal experiences of unwanted behaviour

Q7. During the past 12 months, have you witnessed a situation where others in your workplace were not treated with dignity and respect based on their personal characteristics?

| Yes | 27 |
| No  | 73 |

Base: 384 adults living in Northern Ireland (excluding those who responded ‘not working’ at Q6)
Q8. To what extent do you agree or disagree with the following statements, thinking about workplaces in NI:

- **“They rarely support employees with mental ill-health”**
  - Strongly agree: 15%
  - Tend to agree: 20%
  - Neither agree nor disagree: 23%
  - Tend to disagree: 17%
  - Strongly disagree: 12%
  - Don't know: 13%
  - Net agree: 35%
  - Net disagree: 29%

- **“They tend to support employees with disabilities”**
  - Strongly agree: 22%
  - Tend to agree: 32%
  - Neither agree nor disagree: 24%
  - Tend to disagree: 10%
  - Strongly disagree: 9%
  - Don't know: 14%
  - Net agree: 53%
  - Net disagree: 14%

- **“They tend to employ people with disabilities”**
  - Strongly agree: 13%
  - Tend to agree: 22%
  - Neither agree nor disagree: 31%
  - Tend to disagree: 16%
  - Strongly disagree: 10%
  - Don't know: 24%
  - Net agree: 35%
  - Net disagree: 24%

- **“They tend to be ‘family friendly’”**
  - Strongly agree: 18%
  - Tend to agree: 29%
  - Neither agree nor disagree: 24%
  - Tend to disagree: 14%
  - Strongly disagree: 6%
  - Don't know: 9%
  - Net agree: 48%
  - Net disagree: 19%
### Aspects of life in NI

#### Q8. To what extent do you agree or disagree with the following Statements, thinking generally about education in NI:

- **“Children who have recently arrived in NI tend to get fewer qualifications than other children”**
  - Strongly agree: 11%
  - Tend to agree: 17%
  - Neither agree nor disagree: 21%
  - Tend to disagree: 17%
  - Strongly disagree: 6%
  - Don’t know: 25%
  - Net agree: 28%
  - Net disagree: 26%

- **“Travellers and Roma children tend to get fewer qualifications than other children”**
  - Strongly agree: 30%
  - Tend to agree: 26%
  - Neither agree nor disagree: 12%
  - Tend to disagree: 7%
  - Strongly disagree: 5%
  - Don’t know: 20%
  - Net agree: 56%
  - Net disagree: 12%

- **“Bullying in schools tends to be on the basis of a child’s personal characteristics”**
  - Strongly agree: 32%
  - Tend to agree: 30%
  - Neither agree nor disagree: 14%
  - Tend to disagree: 8%
  - Strongly disagree: 8%
  - Don’t know: 7%
  - Net agree: 62%
  - Net disagree: 16%

- **“Schools are supportive of girls studying science, maths and technology subjects”**
  - Strongly agree: 41%
  - Tend to agree: 30%
  - Neither agree nor disagree: 10%
  - Tend to disagree: 4%
  - Strongly disagree: 3%
  - Don’t know: 12%
  - Net agree: 71%
  - Net disagree: 7%

---

*Base: 500 adults living in Northern Ireland*
# Aspects of life in NI

**Q8. To what extent do you agree or disagree with the following Statements, thinking generally about your local area:**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
<th>Net agree</th>
<th>Net disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>“The streets and public spaces are well planned and accessible for me”</td>
<td>51</td>
<td>26</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>76</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>“The shops are accessible for me”</td>
<td>64</td>
<td>25</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>89</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Base: 500 adults living in Northern Ireland
Aspects of life in NI

Q8. To what extent do you agree or disagree with the following Statements, thinking about the public services in NI:

"Public figures show leadership on equality matters"

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net agree</td>
<td>6</td>
<td>15</td>
<td>19</td>
<td>13</td>
<td>48</td>
<td>6</td>
</tr>
<tr>
<td>Net disagree</td>
<td>21</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"When planning public services, the needs of different groups of people are taken into account"

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net agree</td>
<td>17</td>
<td>31</td>
<td>22</td>
<td>13</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Net disagree</td>
<td>48</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: 500 adults living in Northern Ireland
In order to meet the objectives of the research, Ipsos MORI conducted a telephone survey among a representative sample of people living in Northern Ireland. All interviews were conducted using Computer Assisted Telephone Interviewing (CATI) from our Belfast-based telephone centre. In total, 500 interviews were conducted with people from across Northern Ireland. The telephone survey lasted 12 minutes on average.

Ipsos MORI purchased a contact database containing 7,500 records for Northern Ireland. Therefore, a response rate of 7% was achieved from this sample. A summary of sample outcomes is provided in the table below:

<table>
<thead>
<tr>
<th>Sample outcome</th>
<th>Count</th>
<th>% of sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed interview</td>
<td>500</td>
<td>7%</td>
</tr>
<tr>
<td>Refused</td>
<td>687</td>
<td>9%</td>
</tr>
<tr>
<td>Unusable</td>
<td>483</td>
<td>6%</td>
</tr>
<tr>
<td>No answer/maximum tries/over-quota</td>
<td>5,830</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,500</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

A quota-based sampling approach was applied to the telephone survey to ensure the results are representative of the Northern Ireland population. The demographic breakdown of participants is provided on pages 8-10.
Ipsos MORI’s standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a ‘right first time’ approach throughout our organisation.

**ISO 20252:2012**

The international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.

**ISO 27001:2005**

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.

**MRS Company Partnership**

By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation.

**ISO 9001:2008**

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.

**Data Protection Act**

Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.
Ipsos MORI’s Business Excellence System

Ipsos MORI’s Business Excellence System (BES) incorporates the requirements of the three international standards, the Data Protection Act, and the MRS Code of Conduct. The Business Excellence System is continually reviewed for effectiveness and improvement – we achieve this in a number of ways:

**Business Excellence System (BES) Group:**
BES representatives from all areas of the business meet regularly. Their remit includes: promoting and encouraging Business Excellence within their business units; reviewing, developing and maintaining Ipsos MORI’s Business Excellence management systems and; learning and sharing best practice.

**Ipsos MORI’s Internal Audits and Metrics Team:**
Ipsos MORI has a large team of trained internal auditors from across the business. Internal audits and spot checks are carried out throughout the year to measure the effectiveness of the company’s Business Excellence Systems. Monthly metrics are reported to the UK Management Board and the BES Group. Where necessary corrective and preventative actions are implemented.

**BES Training and Communications Team:**
A team of BES Reps are responsible for developing effective and engaging training. All staff receive induction and refresher training. Delegate feedback is used to further improve training where appropriate.

**External Audits:**
An external auditing company visits annually to ensure that Ipsos MORI complies with the international standards we are accredited to. Findings are reported back to the business and corrective and/or preventative measures adopted where necessary.

**External Client Satisfaction Monitor:**
At the close of each project, an online survey is sent to the client. Returned questionnaires are reviewed and followed up where necessary. Data is used by the Audits and Metrics Team for the monthly UK Management and BES Report.

---

This work will be carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.
For more information

Simon Hookham
Senior Research Officer
☎ 028 90 500 612
✉ SHookham@equalityni.org