



Research

Perceptions of the UK internationally

Report prepared for British Council by Ipsos
Ireland, October 2023

www.britishcouncil.org/research-policy-insight

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Executive summary

Italy is the most attractive country overall among young people in Ireland, matching its ranking among G20 countries from when Ireland was last included in the study in 2020.

- Italy is the country that young people in Ireland have the most favourable opinion of and see as having the most positive influence on the world. Italy is also in the top 3 across all trust metrics, and is the second most attractive country as a source of arts and culture.
- France has risen to be the joint second most attractive country overall among young people in Ireland, alongside Canada (which has fallen from joint first in 2020). The USA has fallen from the fourth most attractive country among young people in Ireland in 2020, to now be the seventh most attractive overall.
- Perceptions of Russia are low among young people in Ireland, likely as a result of the war in Ukraine. Russia is now the least attractive and least trusted country among young people in Ireland, and is also the country perceived as having the most negative influence on the world out of the G20 countries.

The UK ranks seventh for overall attractiveness, relatively consistent to 2020, with education and business continuing to be strengths.

- The UK continues to rank second among the G20 countries for attractiveness to do business with, and as a place to study in (after the USA), with it being the G20 country they are most likely to have studied in, likely due to the proximity of the UK and Ireland.
- The UK ranks in seventh position for attractiveness as a source of arts and culture among young people in Ireland, with Japan being most attractive on this measure, followed by Italy and France.
- The UK's rank as an attractive place to visit has dropped from seventh in 2020 to eleventh. Japan is the most attractive country to visit among young people in Ireland, followed by the USA and Italy,
- Despite its lower ranking as an attractive place to visit, almost half of young people in Ireland (46%) have visited the UK and 31% intend to visit in the future. These figures are both down on where they were in 2020, when young people in Ireland last took part in the survey – but this does match a wider trend across most markets.

Canada retains its ranking as the country that young people in Ireland trust the most in terms of its people, government and institutions.

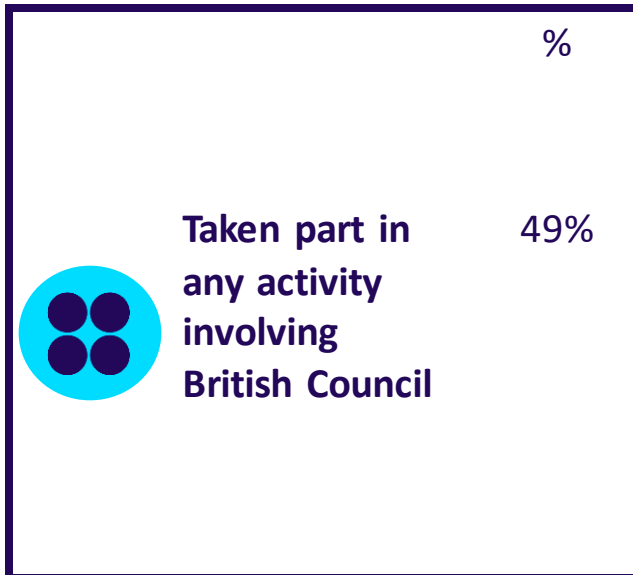
- Among young people in Ireland, the UK remains the fourth most trusted country for its institutions, and seventh for trust in its government. The UK has risen one place to fifth, compared to 2020, for trust in its people.
- There are some shifts in rank for trust measures, with China and Saudi Arabia's rank for trust in its institutions and government markable increasing since 2020.

Just over a quarter of young people in Ireland say they are aware of the British Council (27%), which is down on 2020 (35%). 49% say they have taken part in an activity involving the British Council.

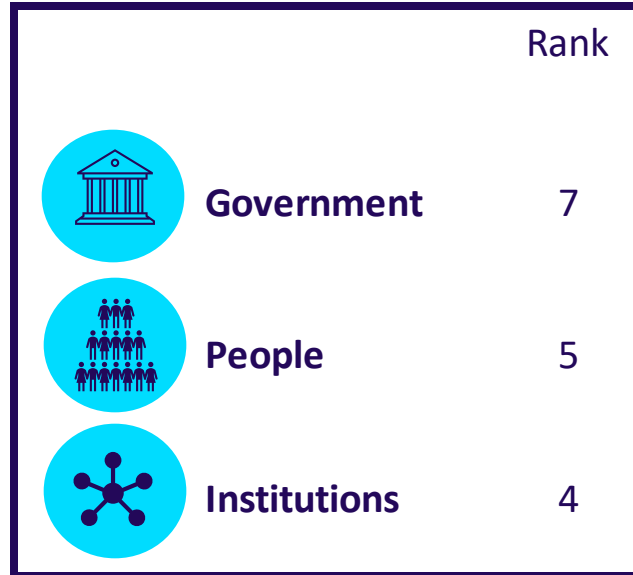
- Taking part in a British Council initiative has a positive impact on trust and attractiveness measures for the UK among young people in Ireland, while awareness of the British Council doesn't have such a noticeable impact.
- Awareness of the BBC World Service (30%) has fallen among young people in Ireland compared when they were last asked in 2020 (43%).

Ireland's views of the UK

Interactions with British Council



Trust in the



Attractiveness



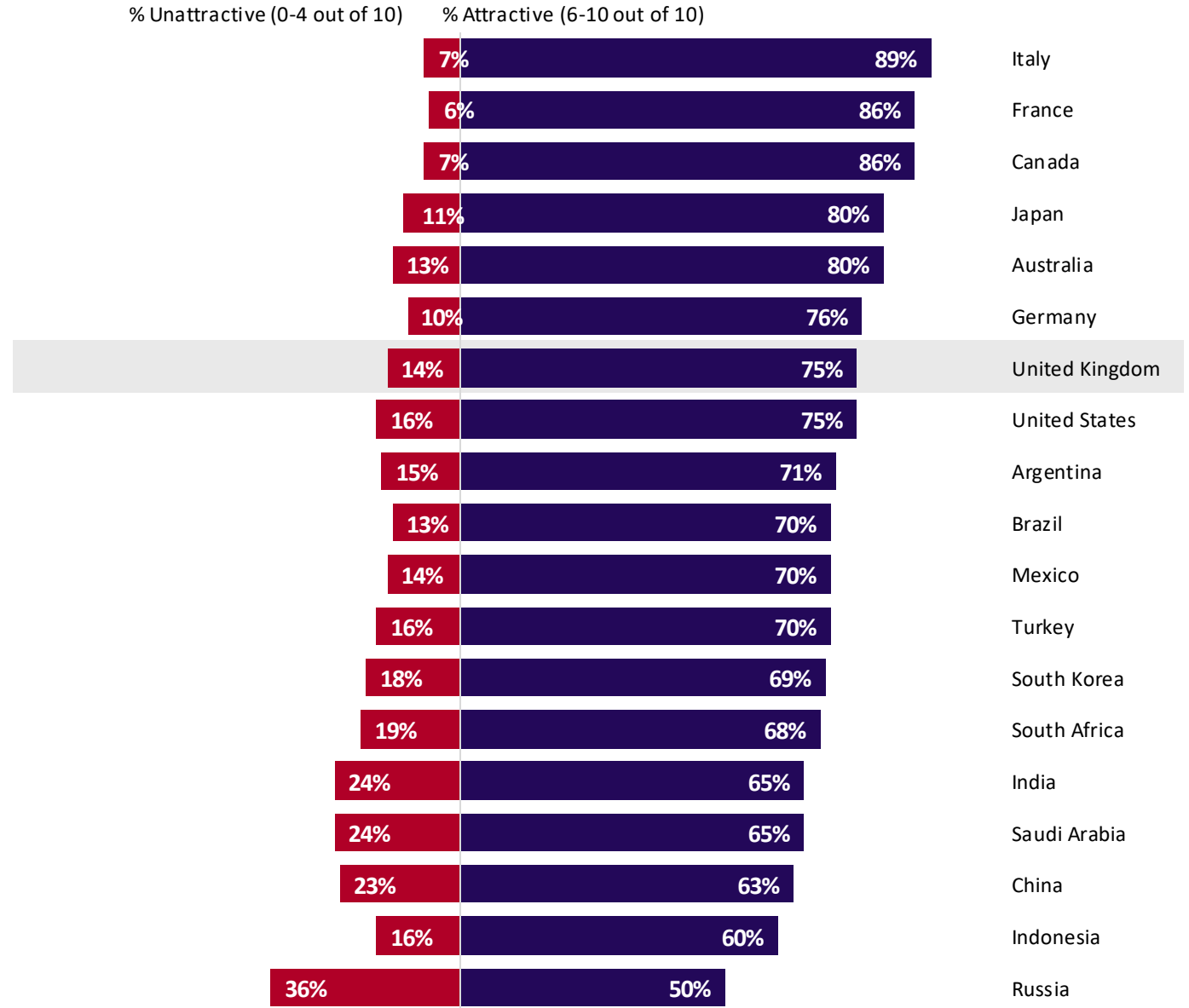
Base: All participants in Ireland [500]

01. Headline findings

Most attractive countries overall

How attractive overall do you find each of the following countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Most attractive countries over time

How attractive overall do you find each of the following countries?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Italy	-	-	-	=1	-	1
Canada	-	-	-	=1	-	=2 ▼
France	-	-	-	6	-	=2 ▲
Australia	-	-	-	3	-	=4 ▼
Japan	-	-	-	7	-	=4 ▲
Germany	-	-	-	5	-	6 ▼
United Kingdom	-	-	-	8	-	=7 ▲
United States	-	-	-	4	-	=7 ▼
Argentina	-	-	-	11	-	9 ▲
Brazil	-	-	-	10	-	=10
Mexico	-	-	-	=15	-	=10 ▲
Turkey	-	-	-	17	-	=10 ▲
South Korea	-	-	-	9	-	13 ▼
South Africa	-	-	-	13	-	14 ▼
India	-	-	-	=15	-	=15
Saudi Arabia	-	-	-	19	-	=15 ▲
China	-	-	-	18	-	17 ▲
Indonesia	-	-	-	14	-	18 ▼
Russia	-	-	-	12	-	19 ▼



Base: All participants in Ireland [500]

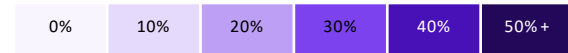


Attractiveness across key metrics

How attractive overall do you find each of the following countries?

Which three of the following countries do you find most attractive as...?

Participant's own country not ranked.



	A place to study	A source of arts and culture	A place to do business or trade	A place to visit
Italy	18%	30%	14%	28%
Canada	26%	12%	20%	22%
France	23%	27%	16%	23%
Australia	22%	12%	14%	18%
Japan	23%	34%	24%	32%
Germany	22%	15%	20%	14%
United Kingdom	30%	16%	31%	13%
United States	41%	23%	44%	31%
Argentina	6%	8%	6%	9%
Brazil	9%	16%	8%	16%
Mexico	7%	14%	7%	14%
Turkey	4%	9%	8%	11%
South Korea	9%	12%	8%	9%
South Africa	7%	8%	7%	10%
India	8%	17%	10%	11%
Saudi Arabia	8%	8%	12%	8%
China	14%	20%	26%	14%
Indonesia	8%	8%	9%	9%
Russia	7%	6%	9%	5%

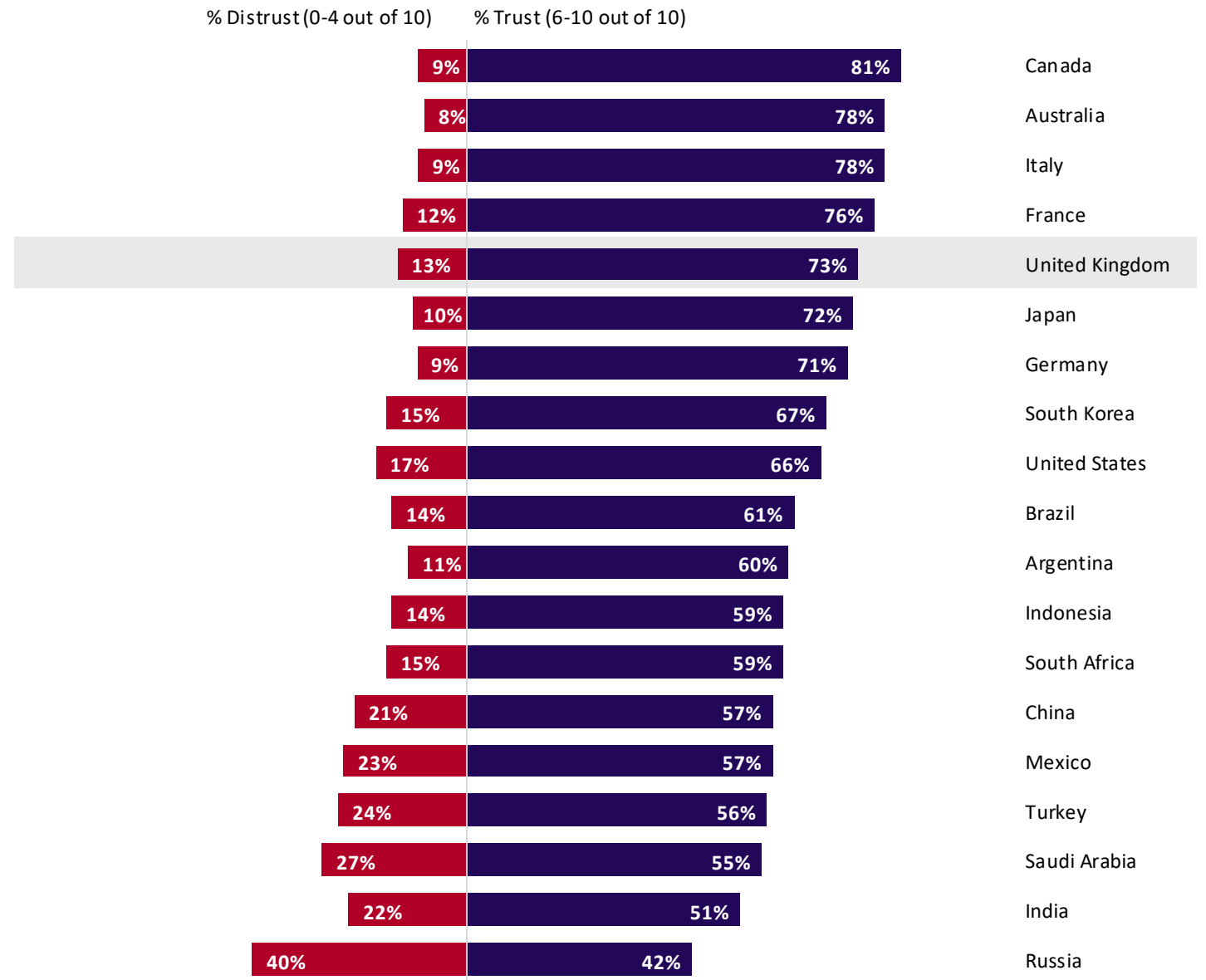
Base: All participants in Ireland [500]



Trust in people of different countries

Thinking generally about people, to what extent do you distrust or trust people from each of the following countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Trust in people of different countries over time

Thinking generally about people, to what extent do you distrust or trust people from each of the following countries?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Canada	-	-	-	1	-	1
Australia	-	-	-	2	-	=2
Italy	-	-	-	=3	-	=2 ▲
France	-	-	-	7	-	4 ▲
United Kingdom	-	-	-	6	-	5 ▲
Japan	-	-	-	=3	-	6 ▼
Germany	-	-	-	5	-	7 ▼
South Korea	-	-	-	10	-	8 ▲
United States	-	-	-	8	-	9 ▼
Brazil	-	-	-	13	-	10 ▲
Argentina	-	-	-	=11	-	11
Indonesia	-	-	-	17	-	=12 ▲
South Africa	-	-	-	=11	-	=12 ▼
China	-	-	-	14	-	=14
Mexico	-	-	-	9	-	=14 ▼
Turkey	-	-	-	=15	-	16 ▼
Saudi Arabia	-	-	-	19	-	17 ▲
India	-	-	-	=15	-	18 ▼
Russia	-	-	-	18	-	19 ▼

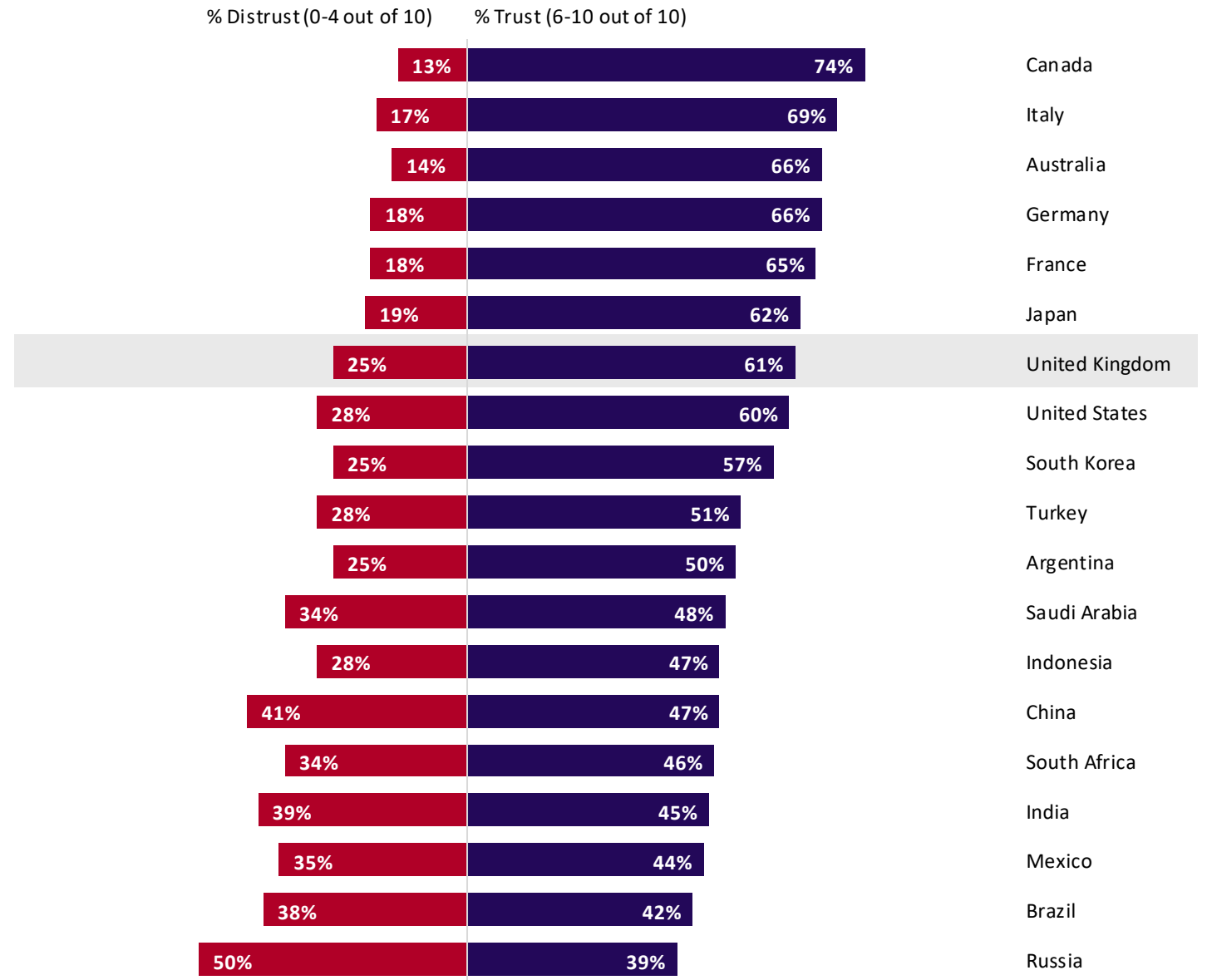
Base: All participants in Ireland [500]



Trust in the government of different countries

Thinking generally about government, to what extent do you distrust or trust the government from each of the following countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Trust in the government of different countries over time

Thinking generally about government, to what extent do you distrust or trust the government from each of the following countries?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Canada	-	-	-	1	-	1
Italy	-	-	-	3	-	2 ▲
Australia	-	-	-	4	-	=3 ▲
Germany	-	-	-	2	-	=3 ▼
France	-	-	-	5	-	5
Japan	-	-	-	6	-	6
United Kingdom	-	-	-	7	-	7
United States	-	-	-	=8	-	8
South Korea	-	-	-	=8	-	9 ▼
Turkey	-	-	-	18	-	10 ▲
Argentina	-	-	-	=14	-	11 ▲
Saudi Arabia	-	-	-	19	-	12 ▲
China	-	-	-	16	-	=13 ▲
Indonesia	-	-	-	=11	-	=13 ▼
South Africa	-	-	-	=11	-	15 ▼
India	-	-	-	=11	-	16 ▼
Mexico	-	-	-	10	-	17 ▼
Brazil	-	-	-	17	-	18 ▼
Russia	-	-	-	=14	-	19 ▼

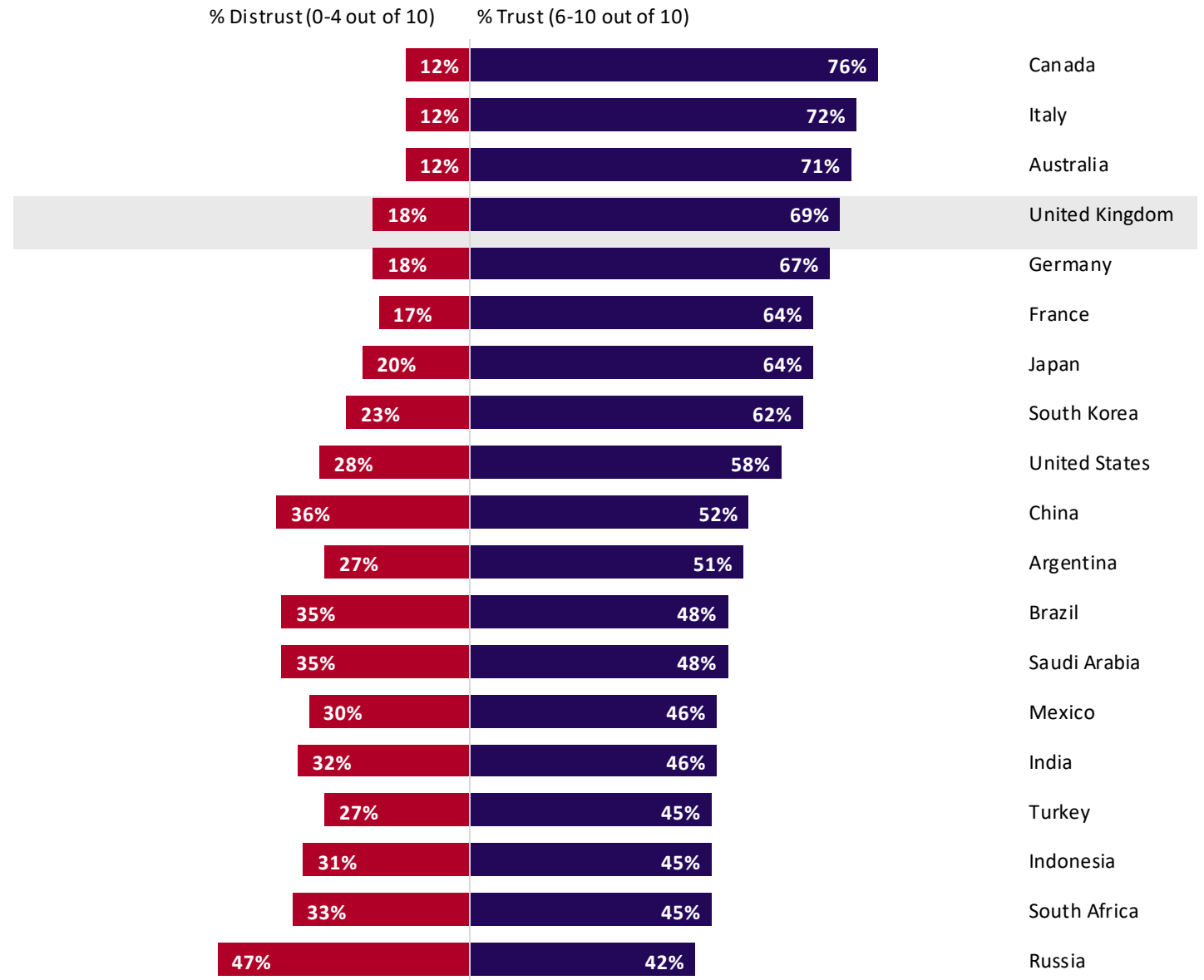
Base: All participants in Ireland [500]



Trust in the institutions of different countries

Thinking generally about institutions (such as the media, police, or justice system), to what extent do you distrust or trust the institutions of each of the following countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Trust in the institutions of different countries over time

Thinking generally about institutions (such as the media, police, or justice system), to what extent do you distrust or trust the institutions from each of the following countries?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Canada	-	-	-	1		1
Italy	-	-	-	6		2 ▲
Australia	-	-	-	3		3
United Kingdom	-	-	-	4		4
Germany	-	-	-	2		5 ▼
France	-	-	-	7		=6 ▲
Japan	-	-	-	5		=6 ▼
South Korea	-	-	-	9		8 ▲
United States	-	-	-	8		9 ▼
China	-	-	-	18		10 ▲
Argentina	-	-	-	=14		11 ▲
Brazil	-	-	-	=14		=12 ▲
Saudi Arabia	-	-	-	17		=12 ▲
India	-	-	-	19		=14 ▲
Mexico	-	-	-	10		=14 ▼
Indonesia	-	-	-	=11		=16 ▼
South Africa	-	-	-	13		=16 ▼
Turkey	-	-	-	=11		=16 ▼
Russia	-	-	-	=14		19 ▼

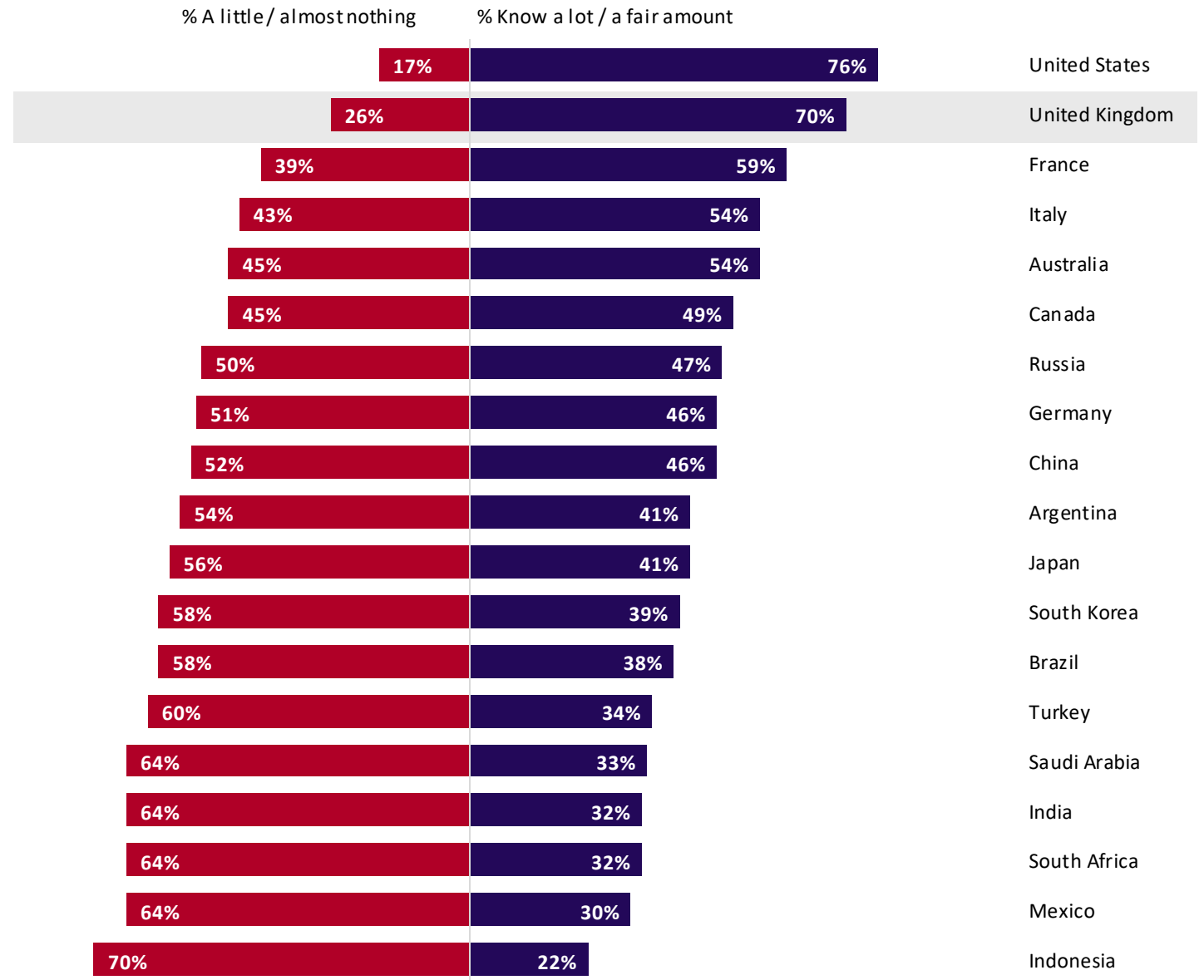
Base: All participants in Ireland [500]



Familiarity

Overall, how much would you say you know about the following countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Familiarity with different countries over time

Overall, how much would you say you know about the following countries?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	-	-	1 ▲
United Kingdom	-	-	-	-	-	2 ▲
France	-	-	-	-	-	3 ▲
Australia	-	-	-	-	-	=4 ▲
Italy	-	-	-	-	-	=4 ▲
Canada	-	-	-	-	-	6 ▲
Russia	-	-	-	-	-	7 ▲
China	-	-	-	-	-	=8 ▲
Germany	-	-	-	-	-	=8 ▲
Argentina	-	-	-	-	-	=10 ▲
Japan	-	-	-	-	-	=10 ▲
South Korea	-	-	-	-	-	12 ▲
Brazil	-	-	-	-	-	13 ▲
Turkey	-	-	-	-	-	14 ▲
Saudi Arabia	-	-	-	-	-	15 ▲
India	-	-	-	-	-	=16 ▲
South Africa	-	-	-	-	-	=16 ▲
Mexico	-	-	-	-	-	18 ▲
Indonesia	-	-	-	-	-	19 ▲



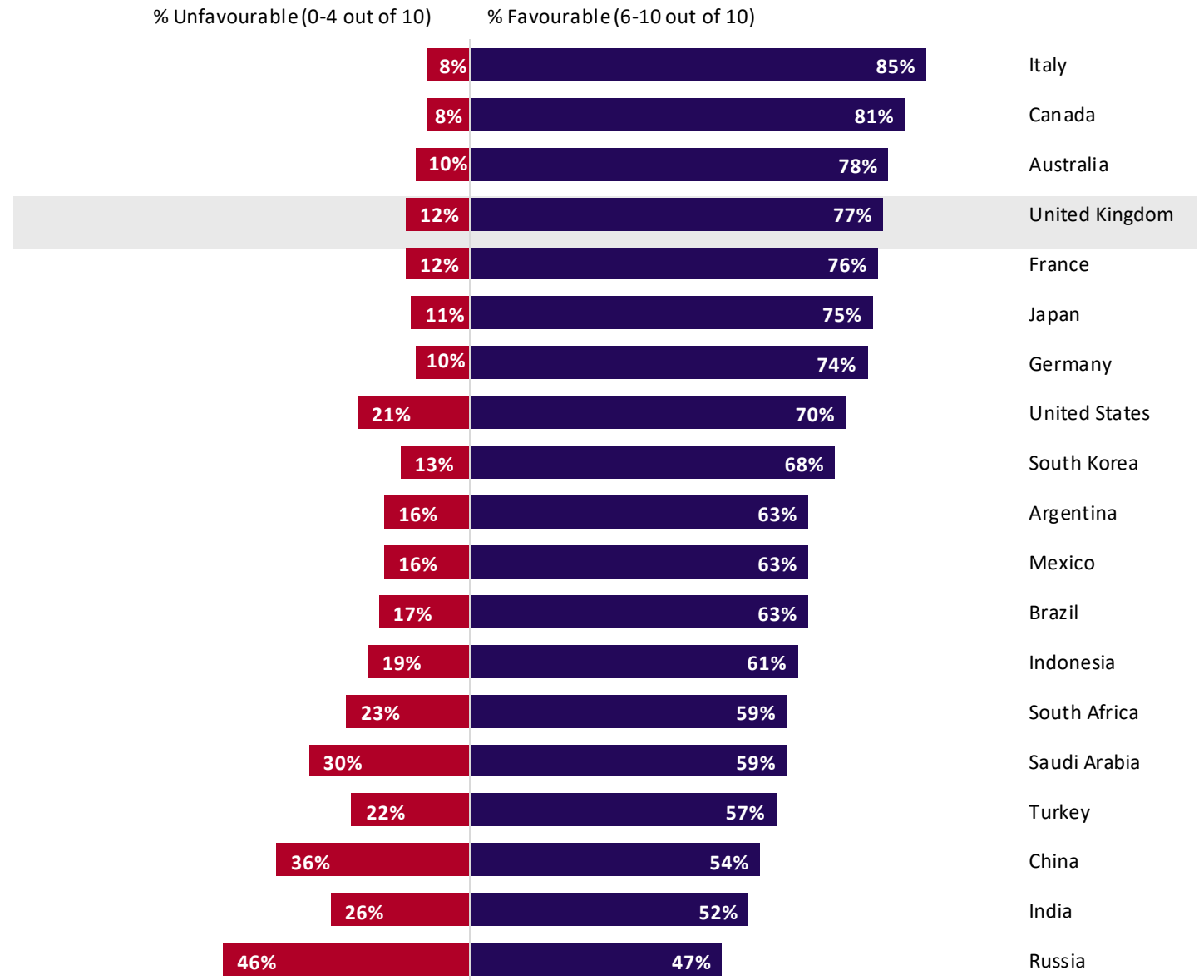
Base: All participants in Ireland [500]



Favourability

Thinking about everything you've read, heard and experienced, how favourable or unfavourable is your view of these countries?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Favourability of different countries over time

Thinking about everything you've read, heard and experienced, how favourable or unfavourable is your view of these countries?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Italy	-	-	-	-	-	1 ▲
Canada	-	-	-	-	-	2 ▲
Australia	-	-	-	-	-	3 ▲
United Kingdom	-	-	-	-	-	4 ▲
France	-	-	-	-	-	5 ▲
Japan	-	-	-	-	-	6 ▲
Germany	-	-	-	-	-	7 ▲
United States	-	-	-	-	-	8 ▲
South Korea	-	-	-	-	-	9 ▲
Argentina	-	-	-	-	-	=10 ▲
Brazil	-	-	-	-	-	=10 ▲
Mexico	-	-	-	-	-	=10 ▲
Indonesia	-	-	-	-	-	13 ▲
Saudi Arabia	-	-	-	-	-	=14 ▲
South Africa	-	-	-	-	-	=14 ▲
Turkey	-	-	-	-	-	16 ▲
China	-	-	-	-	-	17 ▲
India	-	-	-	-	-	18 ▲
Russia	-	-	-	-	-	19 ▲

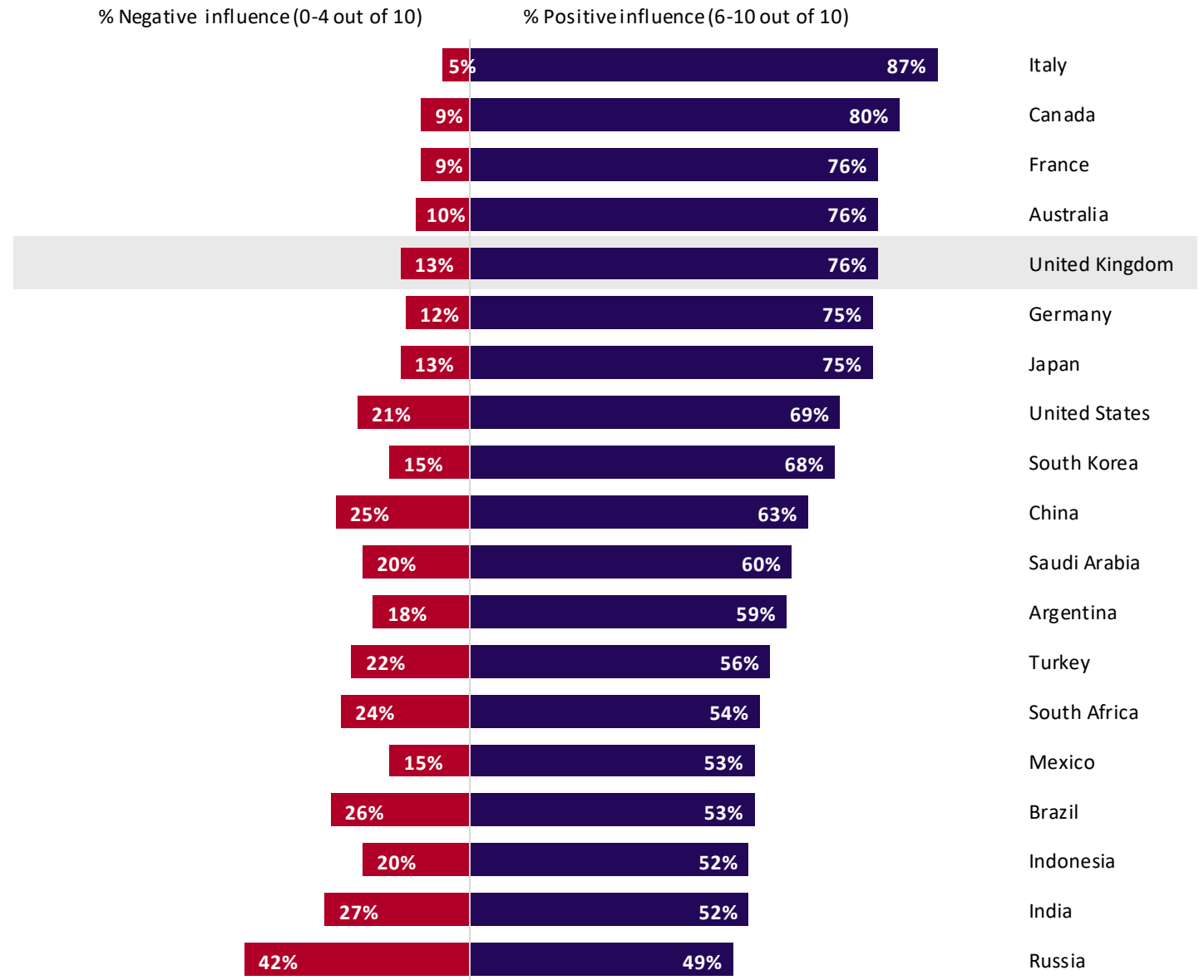
Base: All participants in Ireland [500]



Perceptions of country influence

Taking everything in to account, how would you rate these countries on their overall influence in the world?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Perceptions of country influence over time

And taking everything into account, how would you rate these countries on their overall influence in the world?

Participant's own country not ranked.



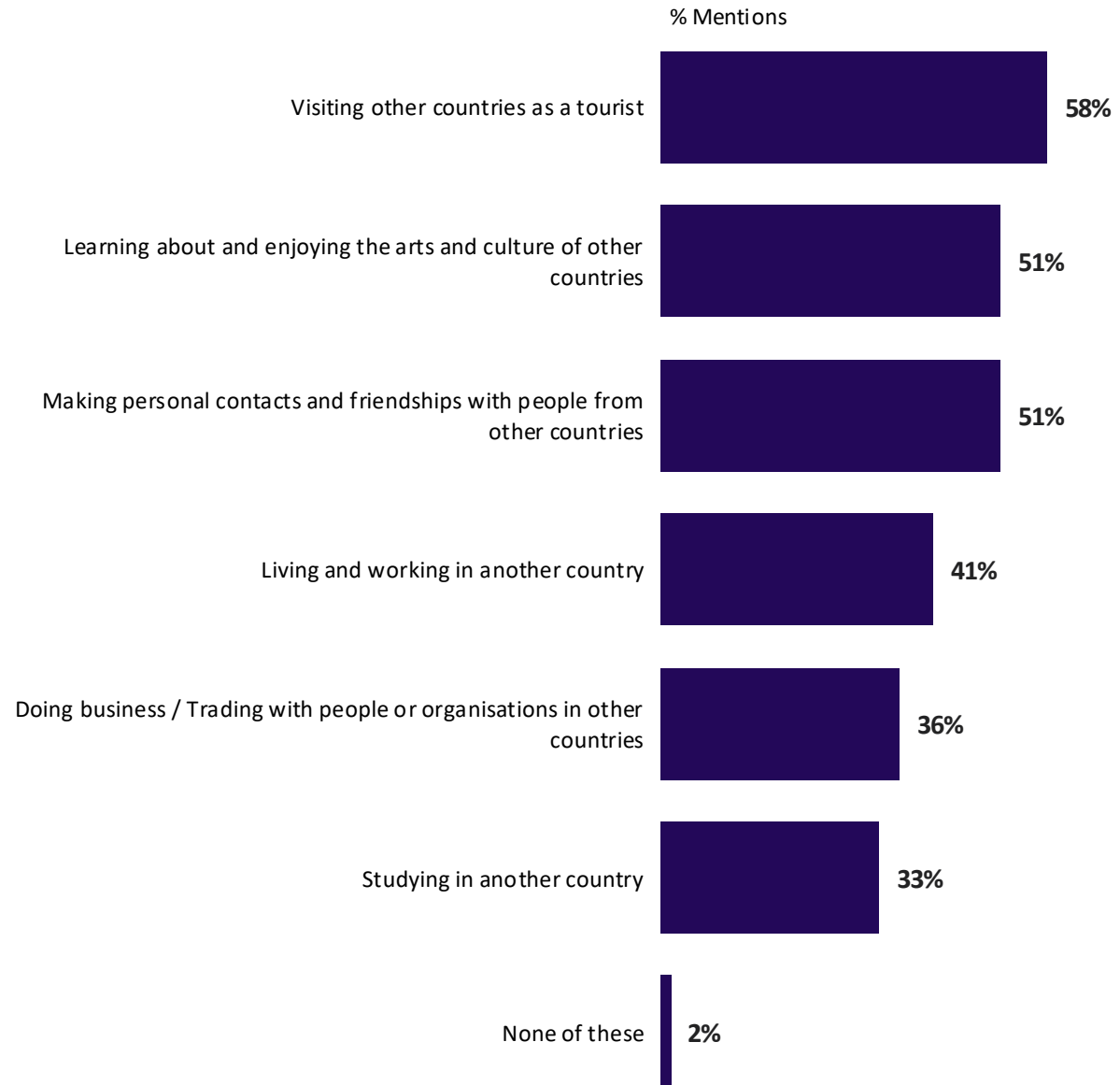
	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Italy	-	-	-	-	-	1 ▲
Canada	-	-	-	-	-	2 ▲
Australia	-	-	-	-	-	=3 ▲
France	-	-	-	-	-	=3 ▲
United Kingdom	-	-	-	-	-	=3 ▲
Germany	-	-	-	-	-	=6 ▲
Japan	-	-	-	-	-	=6 ▲
United States	-	-	-	-	-	8 ▲
South Korea	-	-	-	-	-	9 ▲
China	-	-	-	-	-	10 ▲
Saudi Arabia	-	-	-	-	-	11 ▲
Argentina	-	-	-	-	-	12 ▲
Turkey	-	-	-	-	-	13 ▲
South Africa	-	-	-	-	-	14 ▲
Brazil	-	-	-	-	-	=15 ▲
Mexico	-	-	-	-	-	=15 ▲
India	-	-	-	-	-	=17 ▲
Indonesia	-	-	-	-	-	=17 ▲
Russia	-	-	-	-	-	19 ▲

Base: All participants in Ireland [500]



Interest in interacting with other countries

Which, if any, of the following are you particularly interested in?



Base: All participants in Ireland [500]

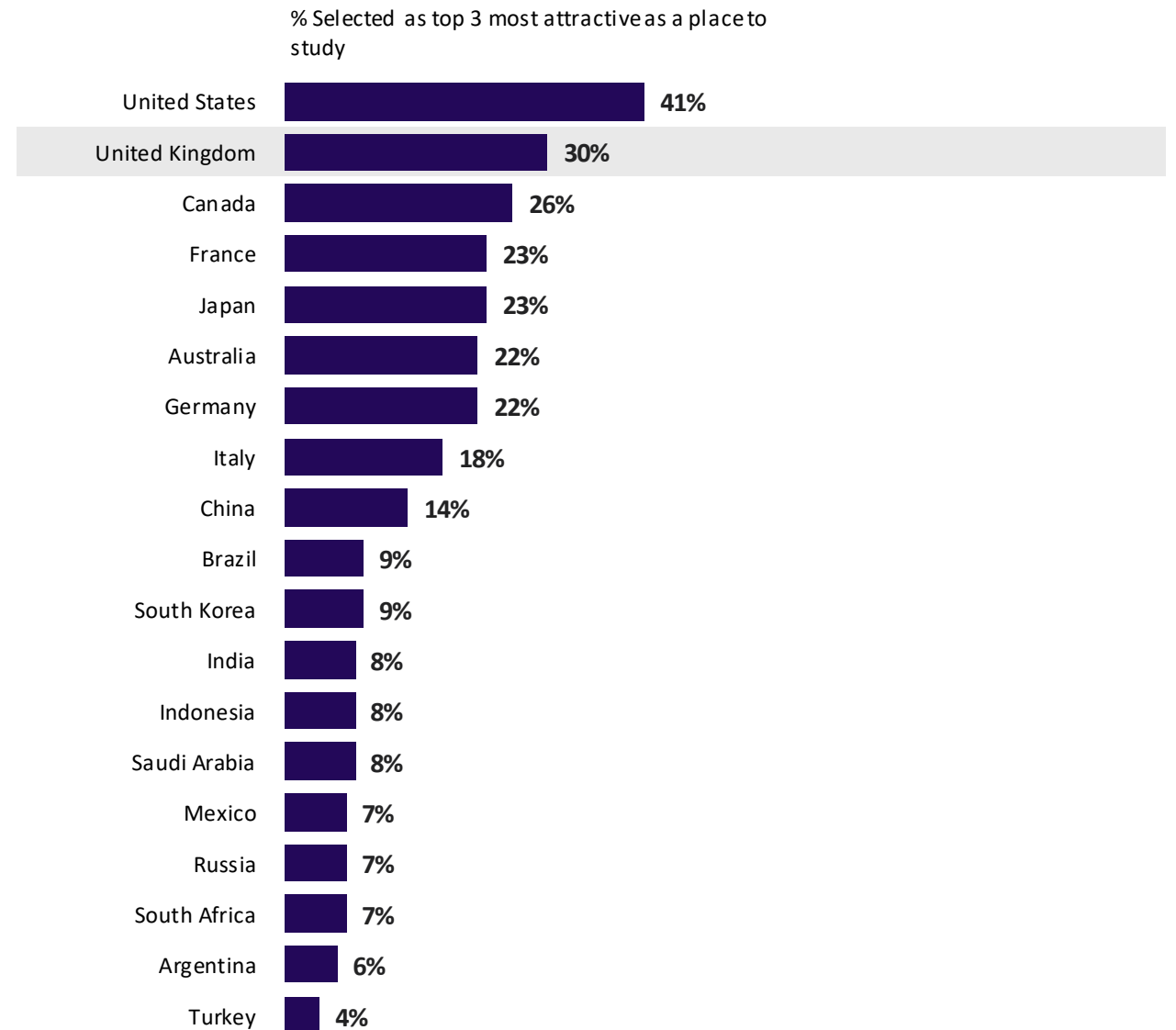


02. Education

Most attractive countries in which to study

Which three of the following countries do you find most attractive as a country in which to study?

Participant's own country not ranked.



Base: All participants in Ireland [500]

Most attractive countries in which to study over time

Which three of the following countries do you find most attractive as a country in which to study?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	1	-	1
United Kingdom	-	-	-	2	-	2
Canada	-	-	-	3	-	3
France	-	-	-	6	-	=4 ▲
Japan	-	-	-	8	-	=4 ▲
Australia	-	-	-	=4	-	=6 ▼
Germany	-	-	-	=4	-	=6 ▼
Italy	-	-	-	7	-	8 ▼
China	-	-	-	=9	-	9
Brazil	-	-	-	=11	-	=10 ▲
South Korea	-	-	-	=9	-	=10 ▼
India	-	-	-	=11	-	=12 ▼
Indonesia	-	-	-	=17	-	=12 ▲
Saudi Arabia	-	-	-	=15	-	=12 ▲
Mexico	-	-	-	=17	-	=15 ▲
Russia	-	-	-	=11	-	=15 ▼
South Africa	-	-	-	=11	-	=15 ▼
Argentina	-	-	-	=17	-	18 ▼
Turkey	-	-	-	=15	-	19 ▼



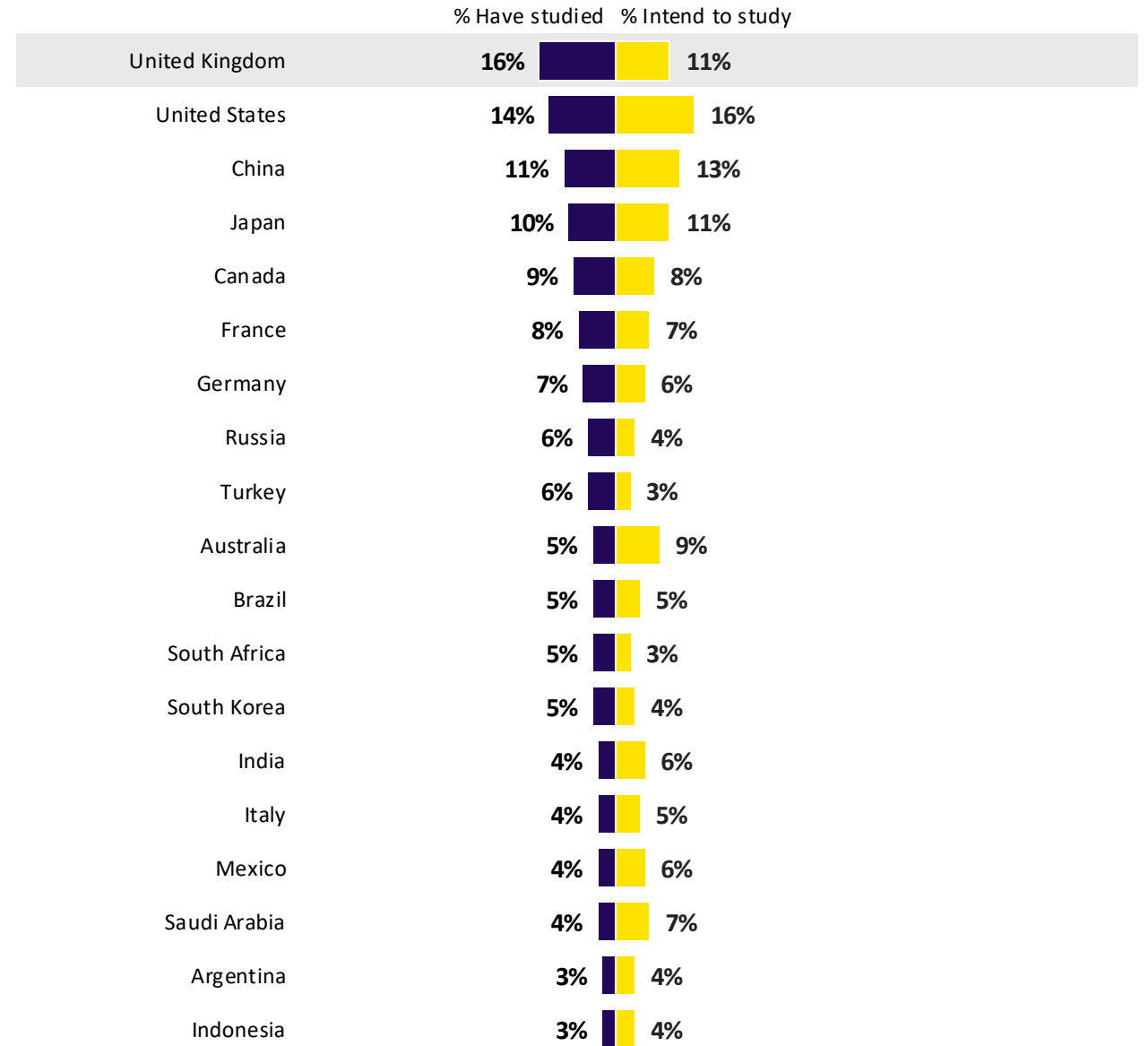
Base: All participants in Ireland [500]



Countries in which participants have studied, or intend to study

In which of the following countries have you studied?

And in which of the following countries do you intend to study?



Base: All participants in Ireland [500]



Countries in which participants have studied over time

In which of the following countries have you studied?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United Kingdom	-	-	-	12%	-	16%
United States	-	-	-	7%	-	14%
China	-	-	-	4%	-	11%
Japan	-	-	-	2%	-	10%
Canada	-	-	-	2%	-	9%
France	-	-	-	6%	-	8%
Germany	-	-	-	5%	-	7%
Russia	-	-	-	2%	-	6%
Turkey	-	-	-	2%	-	6%
Australia	-	-	-	2%	-	5%
Brazil	-	-	-	4%	-	5%
South Africa	-	-	-	2%	-	5%
South Korea	-	-	-	2%	-	5%
India	-	-	-	5%	-	4%
Italy	-	-	-	2%	-	4%
Mexico	-	-	-	2%	-	4%
Saudi Arabia	-	-	-	2%	-	4%
Argentina	-	-	-	1%	-	3%
Indonesia	-	-	-	1%	-	3%

Base: All participants in Ireland [500]



Countries in which participants intend to study over time

And in which of the following countries do you intend to study?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	11%	-	16%
China	-	-	-	2%	-	13%
Japan	-	-	-	6%	-	11%
United Kingdom	-	-	-	13%	-	11%
Australia	-	-	-	4%	-	9%
Canada	-	-	-	5%	-	8%
France	-	-	-	5%	-	7%
Saudi Arabia	-	-	-	2%	-	7%
Germany	-	-	-	6%	-	6%
India	-	-	-	3%	-	6%
Mexico	-	-	-	1%	-	6%
Brazil	-	-	-	1%	-	5%
Italy	-	-	-	3%	-	5%
Argentina	-	-	-	2%	-	4%
Indonesia	-	-	-	1%	-	4%
Russia	-	-	-	2%	-	4%
South Korea	-	-	-	3%	-	4%
South Africa	-	-	-	2%	-	3%
Turkey	-	-	-	2%	-	3%



Base: All participants in Ireland [500]



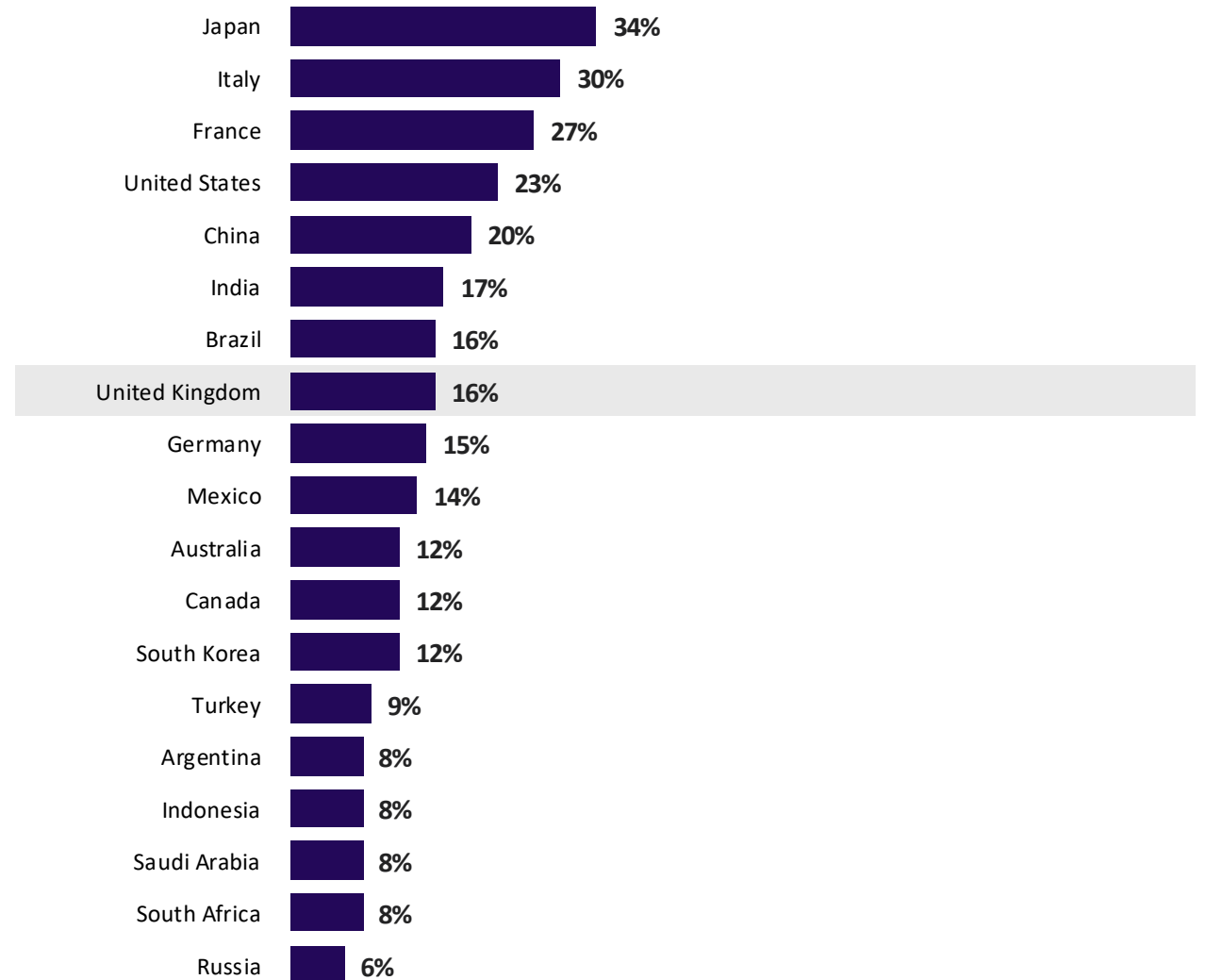
03. Arts and culture

Most attractive countries as a source of arts and culture

Which three of the following countries do you find most attractive as a source of arts and culture?

Participant's own country not ranked.

% Selected as top 3 most attractive as a source of arts and culture



Base: All participants in Ireland [500]

Most attractive countries as a source of arts and culture over time

Which three of the following countries do you find most attractive as a source of arts and culture?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Japan	-	-	-	3	-	1 ▲
Italy	-	-	-	1	-	2 ▼
France	-	-	-	2	-	3 ▼
United States	-	-	-	4	-	4
China	-	-	-	=8	-	5 ▲
India	-	-	-	=6	-	6
Brazil	-	-	-	=8	-	=7 ▲
United Kingdom	-	-	-	5	-	=7 ▼
Germany	-	-	-	=6	-	9 ▼
Mexico	-	-	-	=10	-	10
Australia	-	-	-	=10	-	=11 ▼
Canada	-	-	-	12	-	=11 ▲
South Korea	-	-	-	=15	-	=11 ▲
Turkey	-	-	-	=13	-	14 ▼
Argentina	-	-	-	19	-	=15 ▲
Indonesia	-	-	-	=17	-	=15 ▲
Saudi Arabia	-	-	-	=17	-	=15 ▲
South Africa	-	-	-	=13	-	=15 ▼
Russia	-	-	-	=15	-	19 ▼



Base: All participants in Ireland [500]

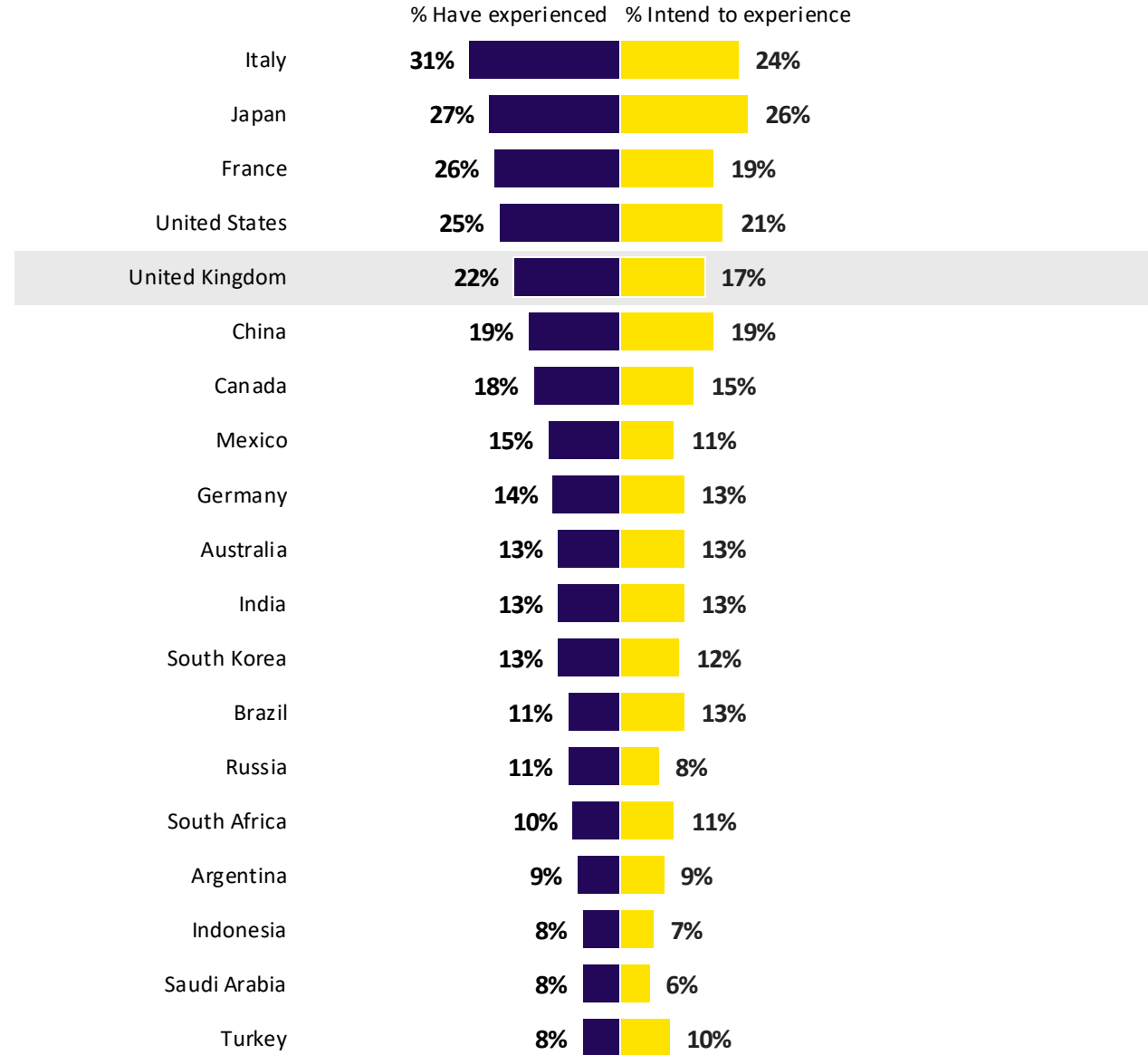


Countries which participants have experienced the arts and culture of, or intend to

Of which of the following countries do you enjoy the arts and culture?

And of which of the following countries do you intend to experience the arts and culture of in the future?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Countries which participants have experienced the arts and culture of over time

Of which of the following countries do you enjoy the arts and culture?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Italy	-	-	-	43%	-	31%
Japan	-	-	-	31%	-	27%
France	-	-	-	37%	-	26%
United States	-	-	-	31%	-	25%
United Kingdom	-	-	-	31%	-	22%
China	-	-	-	18%	-	19%
Canada	-	-	-	15%	-	18%
Mexico	-	-	-	16%	-	15%
Germany	-	-	-	21%	-	14%
Australia	-	-	-	18%	-	13%
India	-	-	-	18%	-	13%
South Korea	-	-	-	11%	-	13%
Brazil	-	-	-	14%	-	11%
Russia	-	-	-	13%	-	11%
South Africa	-	-	-	10%	-	10%
Argentina	-	-	-	6%	-	9%
Indonesia	-	-	-	8%	-	8%
Saudi Arabia	-	-	-	6%	-	8%
Turkey	-	-	-	8%	-	8%

Base: All participants in Ireland [500]



Countries participants intend to experience the arts and culture of over time

And of which of the following countries do you intend to experience the arts and culture of in the future?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Japan	-	-	-	29%	-	26%
Italy	-	-	-	33%	-	24%
United States	-	-	-	27%	-	21%
China	-	-	-	14%	-	19%
France	-	-	-	29%	-	19%
United Kingdom	-	-	-	24%	-	17%
Canada	-	-	-	17%	-	15%
Australia	-	-	-	19%	-	13%
Brazil	-	-	-	14%	-	13%
Germany	-	-	-	19%	-	13%
India	-	-	-	13%	-	13%
South Korea	-	-	-	14%	-	12%
Mexico	-	-	-	15%	-	11%
South Africa	-	-	-	12%	-	11%
Turkey	-	-	-	11%	-	10%
Argentina	-	-	-	10%	-	9%
Russia	-	-	-	13%	-	8%
Indonesia	-	-	-	11%	-	7%
Saudi Arabia	-	-	-	8%	-	6%



Base: All participants in Ireland [500]

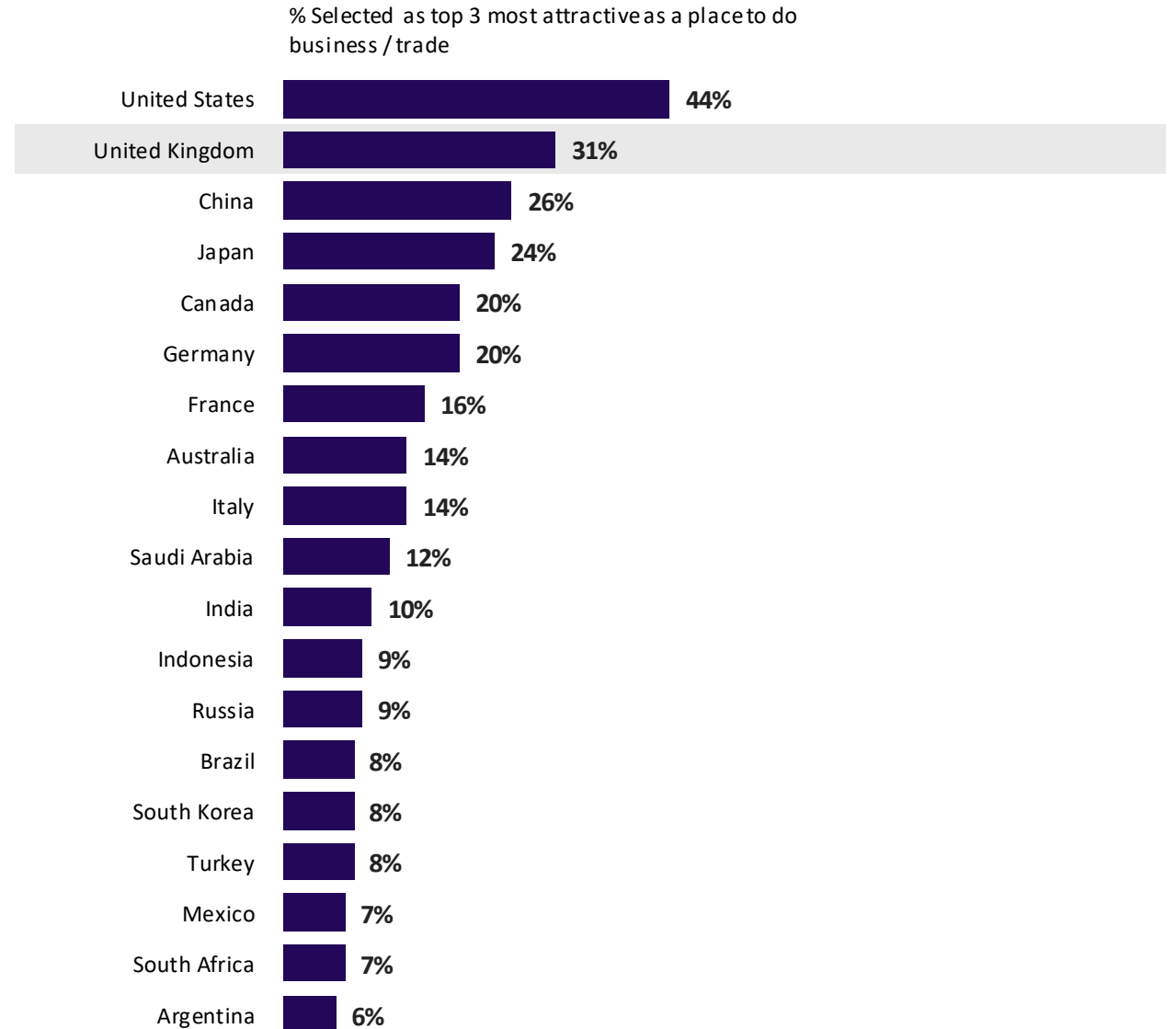


04. Business and trade

Most attractive countries as a place with which to do business / trade

Which three of the following countries do you find most attractive as a country with which to do business / trade?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Most attractive countries as a place with which to do business / trade over time

Which three of the following countries do you find most attractive as a country with which to do business / trade?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	1	-	1
United Kingdom	-	-	-	2	-	2
China	-	-	-	4	-	3 ▲
Japan	-	-	-	5	-	4 ▲
Canada	-	-	-	=6	-	=5 ▲
Germany	-	-	-	3	-	=5 ▼
France	-	-	-	8	-	7 ▲
Australia	-	-	-	=6	-	=8 ▼
Italy	-	-	-	9	-	=8 ▲
Saudi Arabia	-	-	-	=10	-	10
India	-	-	-	=13	-	11 ▲
Indonesia	-	-	-	=16	-	=12 ▲
Russia	-	-	-	=13	-	=12 ▲
Brazil	-	-	-	=10	-	=14 ▼
South Korea	-	-	-	=10	-	=14 ▼
Turkey	-	-	-	=16	-	=14 ▲
Mexico	-	-	-	=18	-	=17 ▲
South Africa	-	-	-	15	-	=17 ▼
Argentina	-	-	-	=18	-	19 ▼

Base: All participants in Ireland [500]

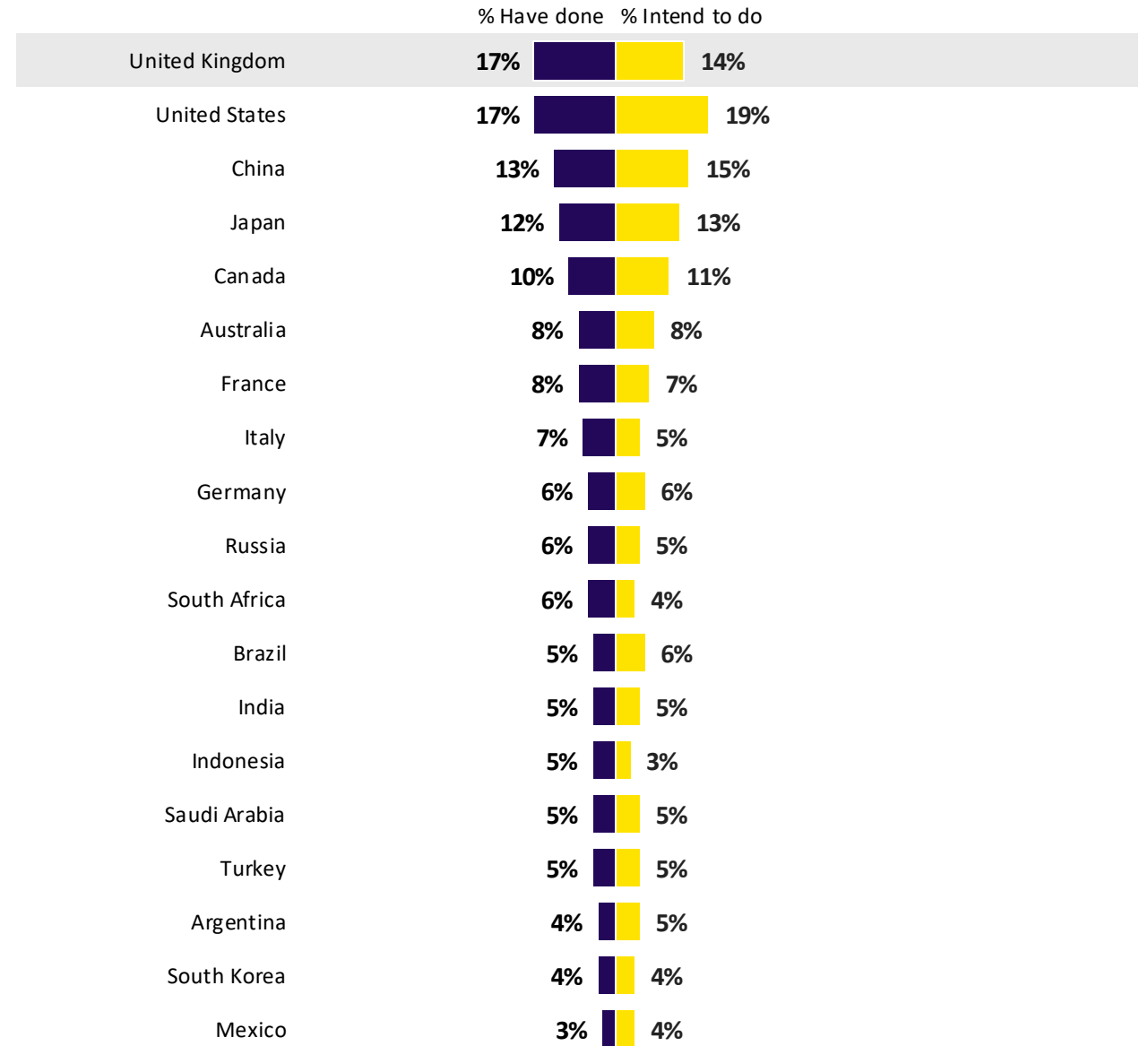


Countries in which participants have done business / trade, or intend to

In which of the following countries have you done business or trade?

And in which of the following countries do you intend to do business or trade?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Countries in which participants have done business / trade over time

In which of the following countries have you done business or trade?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United Kingdom	-	-	-	19%	-	17%
United States	-	-	-	15%	-	17%
China	-	-	-	8%	-	13%
Japan	-	-	-	4%	-	12%
Canada	-	-	-	4%	-	10%
Australia	-	-	-	4%	-	8%
France	-	-	-	7%	-	8%
Italy	-	-	-	5%	-	7%
Germany	-	-	-	7%	-	6%
Russia	-	-	-	3%	-	6%
South Africa	-	-	-	3%	-	6%
Brazil	-	-	-	3%	-	5%
India	-	-	-	4%	-	5%
Indonesia	-	-	-	2%	-	5%
Saudi Arabia	-	-	-	2%	-	5%
Turkey	-	-	-	3%	-	5%
Argentina	-	-	-	2%	-	4%
South Korea	-	-	-	4%	-	4%
Mexico	-	-	-	2%	-	3%

Base: All participants in Ireland [500]



Countries in which participants intend to do business / trade over time

And in which of the following countries do you intend to do business or trade?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	17%	-	19%
China	-	-	-	7%	-	15%
United Kingdom	-	-	-	18%	-	14%
Japan	-	-	-	7%	-	13%
Canada	-	-	-	5%	-	11%
Australia	-	-	-	6%	-	8%
France	-	-	-	6%	-	7%
Brazil	-	-	-	4%	-	6%
Germany	-	-	-	8%	-	6%
Argentina	-	-	-	2%	-	5%
India	-	-	-	5%	-	5%
Italy	-	-	-	4%	-	5%
Russia	-	-	-	2%	-	5%
Saudi Arabia	-	-	-	3%	-	5%
Turkey	-	-	-	2%	-	5%
Mexico	-	-	-	4%	-	4%
South Africa	-	-	-	4%	-	4%
South Korea	-	-	-	4%	-	4%
Indonesia	-	-	-	2%	-	3%

Base: All participants in Ireland [500]

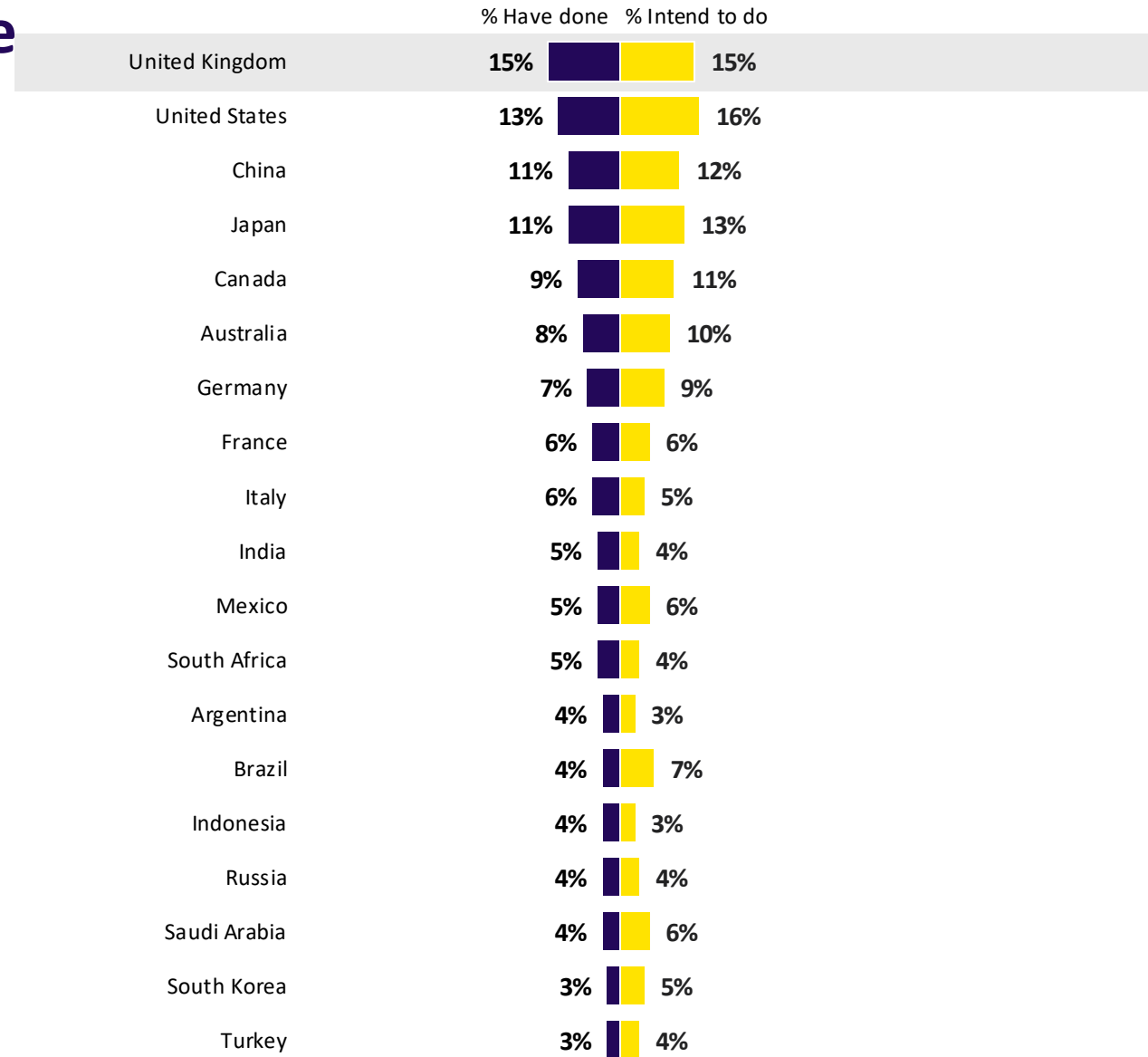


Countries in which participants have lived / and or worked

In which of the following countries have you lived and / or worked for at least six months?

And in which of the following countries do you intend live and or work for at least six months

Participant's own country not ranked.



Base: All participants in Ireland [500]



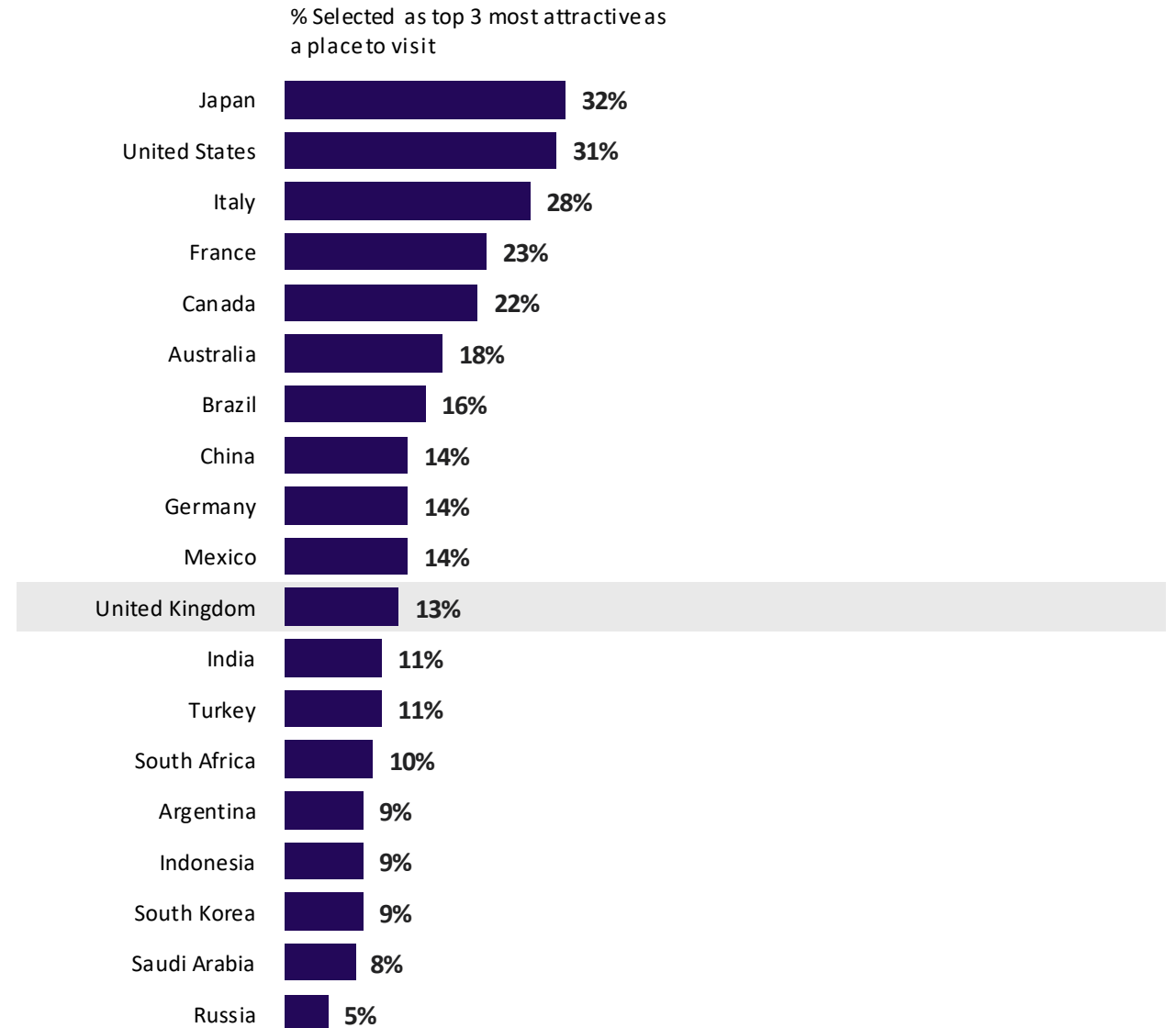


05. Tourism

Most attractive countries as a place to visit

Which three of the following countries do you find most attractive as a country to visit as a tourist?

Participant's own country not ranked.



Base: All participants in Ireland [500]

Most attractive countries as a place to visit over time

Which three of the following countries do you find most attractive as a country to visit as a tourist?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Japan	-	-	-	3	-	1 ▲
United States	-	-	-	1	-	2 ▼
Italy	-	-	-	2	-	3 ▼
France	-	-	-	4	-	4
Canada	-	-	-	6	-	5 ▲
Australia	-	-	-	5	-	6 ▼
Brazil	-	-	-	=8	-	7 ▲
China	-	-	-	=13	-	=8 ▲
Germany	-	-	-	10	-	=8 ▲
Mexico	-	-	-	11	-	=8 ▲
United Kingdom	-	-	-	7	-	11 ▼
India	-	-	-	16	-	=12 ▲
Turkey	-	-	-	=13	-	=12 ▲
South Africa	-	-	-	=8	-	14 ▼
Argentina	-	-	-	=13	-	=15 ▼
Indonesia	-	-	-	12	-	=15 ▼
South Korea	-	-	-	17	-	=15 ▲
Saudi Arabia	-	-	-	=18	-	18
Russia	-	-	-	=18	-	19 ▼

Base: All participants in Ireland [500]

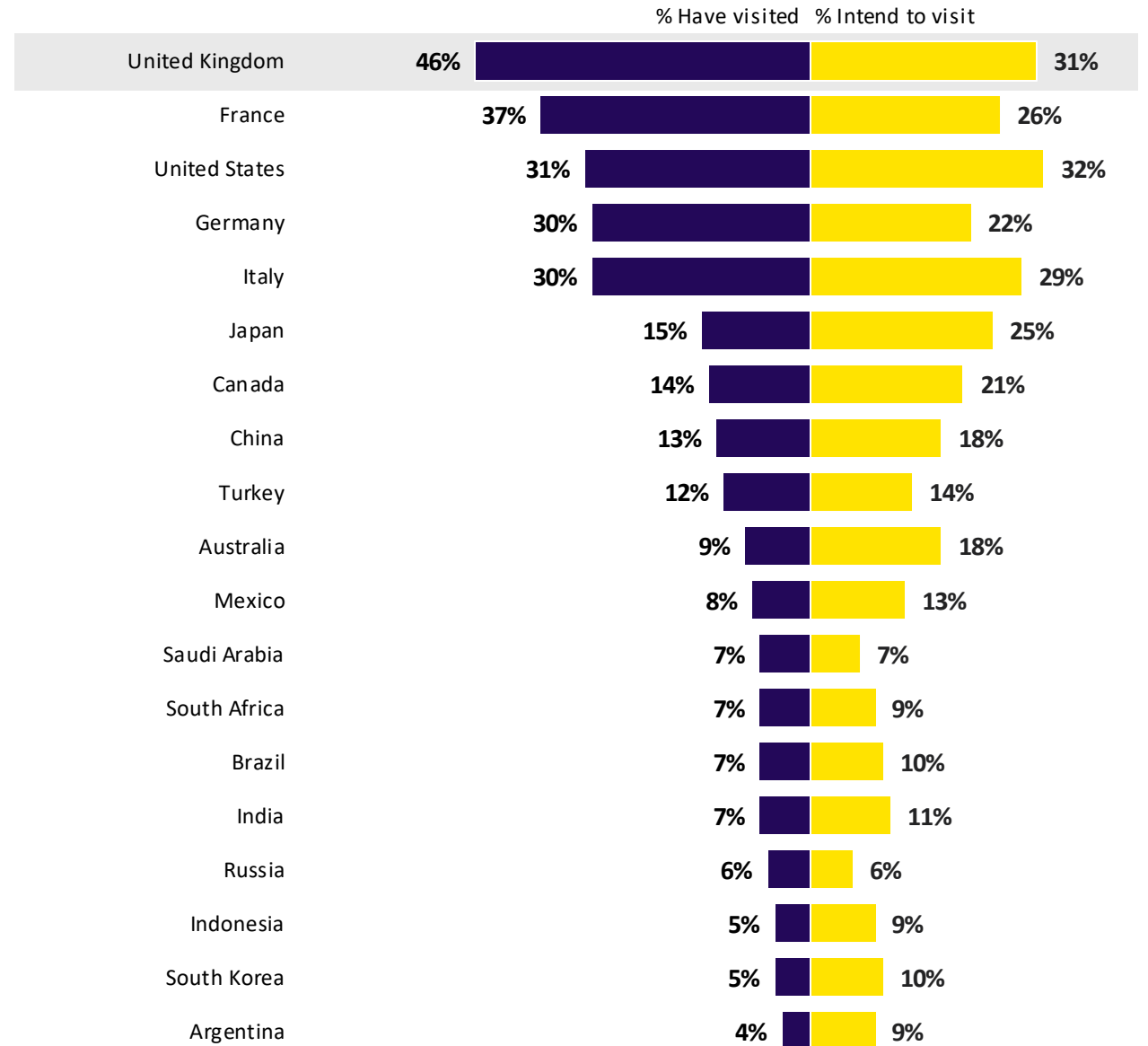


Countries which participants have visited, or intend to visit

Which of the following countries have you visited?

And which of the following countries do you intend to visit?

Participant's own country not ranked.



Base: All participants in Ireland [500]



Countries which participants have visited over time

Which of the following countries have you visited?

Participant's own country not ranked.



	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United Kingdom	-	-	-	68%	-	46%
France	-	-	-	48%	-	37%
United States	-	-	-	40%	-	31%
Germany	-	-	-	35%	-	30%
Italy	-	-	-	38%	-	30%
Japan	-	-	-	6%	-	15%
Canada	-	-	-	13%	-	14%
China	-	-	-	7%	-	13%
Turkey	-	-	-	12%	-	12%
Australia	-	-	-	14%	-	9%
Mexico	-	-	-	8%	-	8%
Brazil	-	-	-	7%	-	7%
India	-	-	-	8%	-	7%
Saudi Arabia	-	-	-	4%	-	7%
South Africa	-	-	-	6%	-	7%
Russia	-	-	-	6%	-	6%
Indonesia	-	-	-	6%	-	5%
South Korea	-	-	-	3%	-	5%
Argentina	-	-	-	3%	-	4%

Base: All participants in Ireland [500]



Countries which participants intend to visit over time

And which of the following countries do you intend to visit?

Participant's own country not ranked.

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
United States	-	-	-	43%	-	32%
United Kingdom	-	-	-	44%	-	31%
Italy	-	-	-	38%	-	29%
France	-	-	-	35%	-	26%
Japan	-	-	-	20%	-	25%
Germany	-	-	-	28%	-	22%
Canada	-	-	-	26%	-	21%
Australia	-	-	-	23%	-	18%
China	-	-	-	13%	-	18%
Turkey	-	-	-	12%	-	14%
Mexico	-	-	-	14%	-	13%
India	-	-	-	11%	-	11%
Brazil	-	-	-	12%	-	10%
South Korea	-	-	-	10%	-	10%
Argentina	-	-	-	10%	-	9%
Indonesia	-	-	-	9%	-	9%
South Africa	-	-	-	11%	-	9%
Saudi Arabia	-	-	-	6%	-	7%
Russia	-	-	-	9%	-	6%



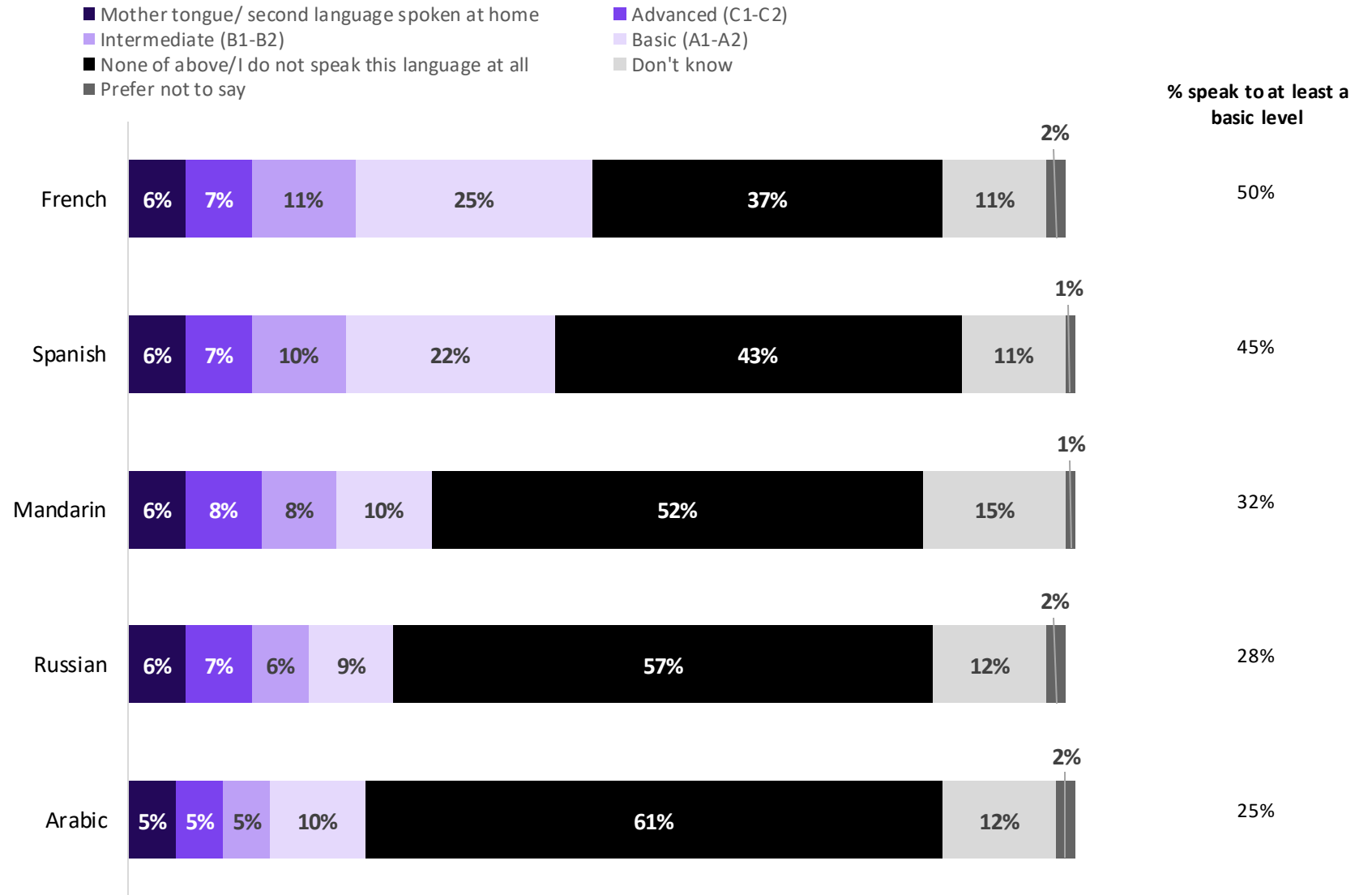
Base: All participants in Ireland [500]



06. Languages

Foreign language proficiency

Which, if any, of these languages do you consider you speak proficiently?



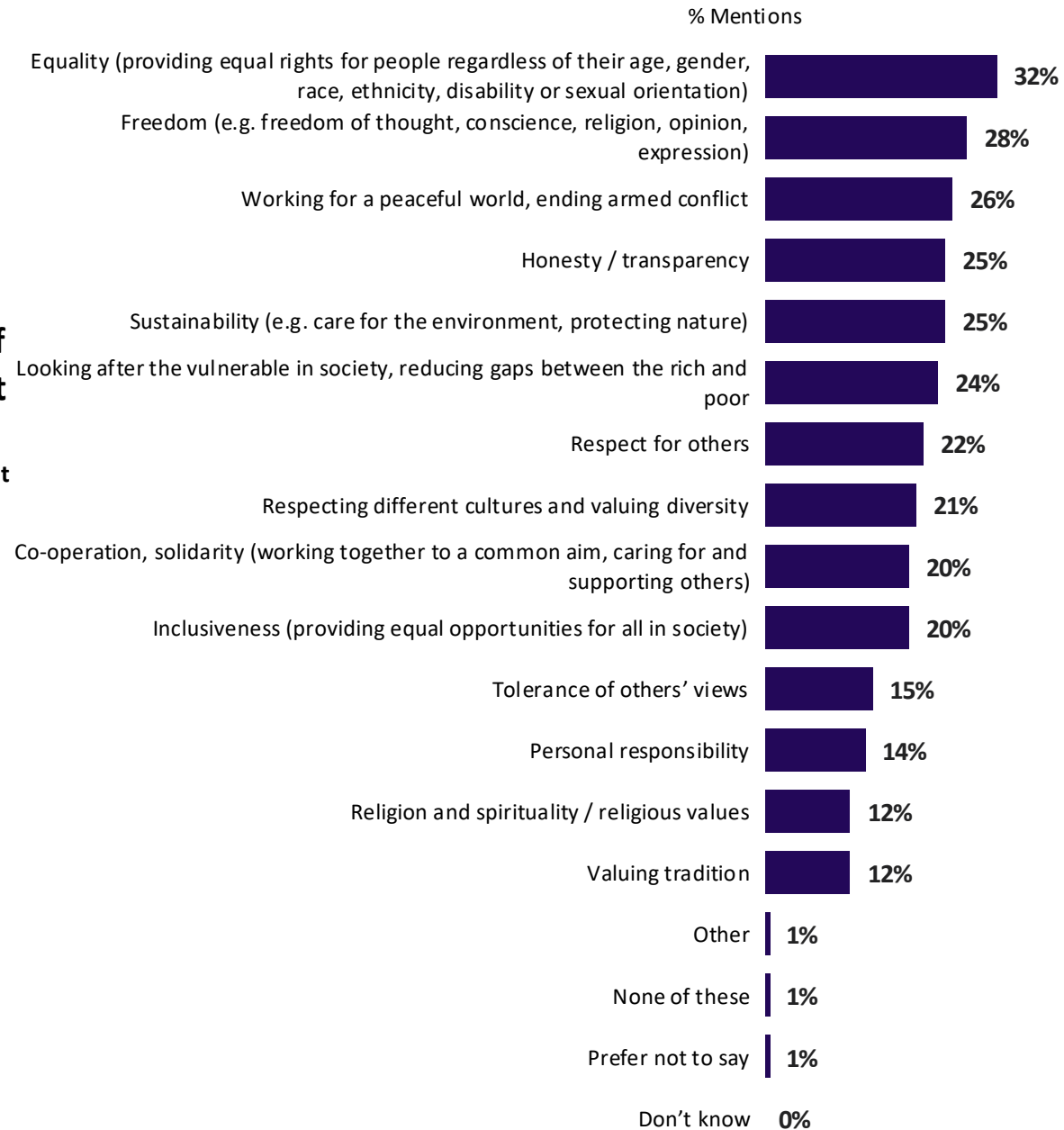
Base: All participants in Ireland [500]



07. Values

Values the world should support or encourage

Which three of the values listed below, if any, do you think are the most important values that countries around the world should support and encourage in the 21st century?

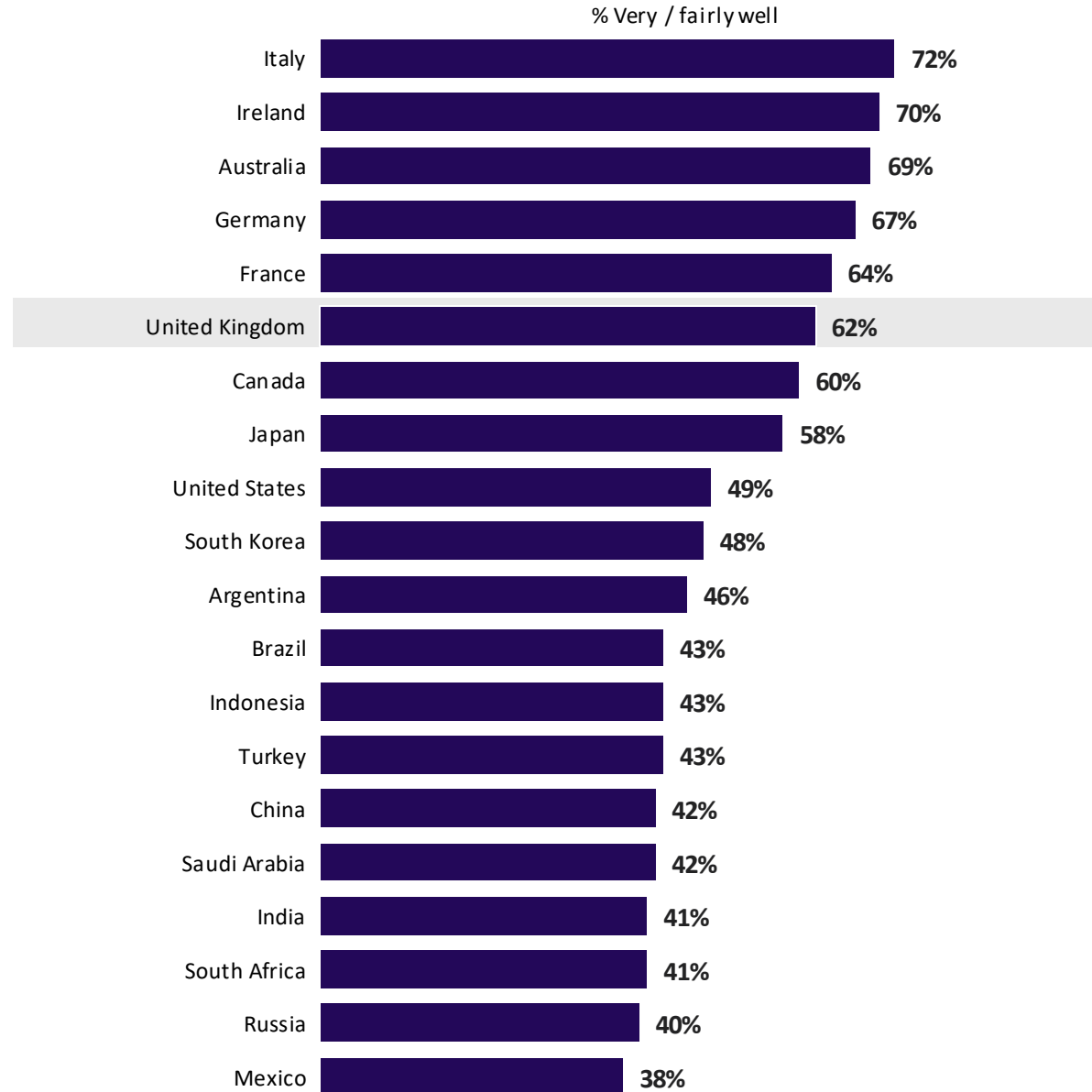


Base: All participants in Ireland [500]



How well does each country support 21st century values?

Thinking about both your own country and the other countries listed below, how well do you think they support and encourage the values you think are important in the 21st century?



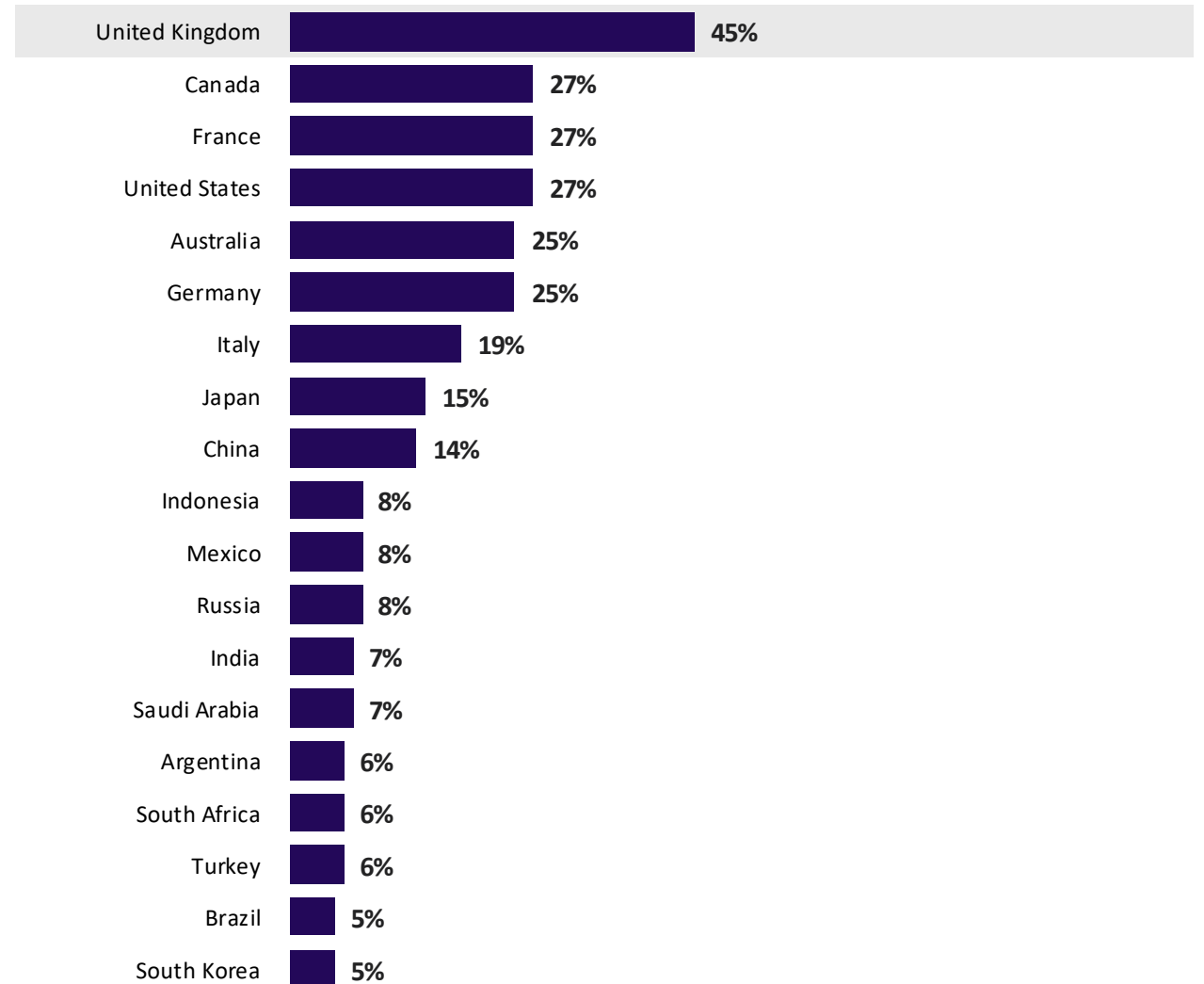
Base: All participants in Ireland [500]

Values closest to that of Ireland?

Which three of the following countries do you consider to have values which are closest to those of Ireland?

Participant's own country not ranked.

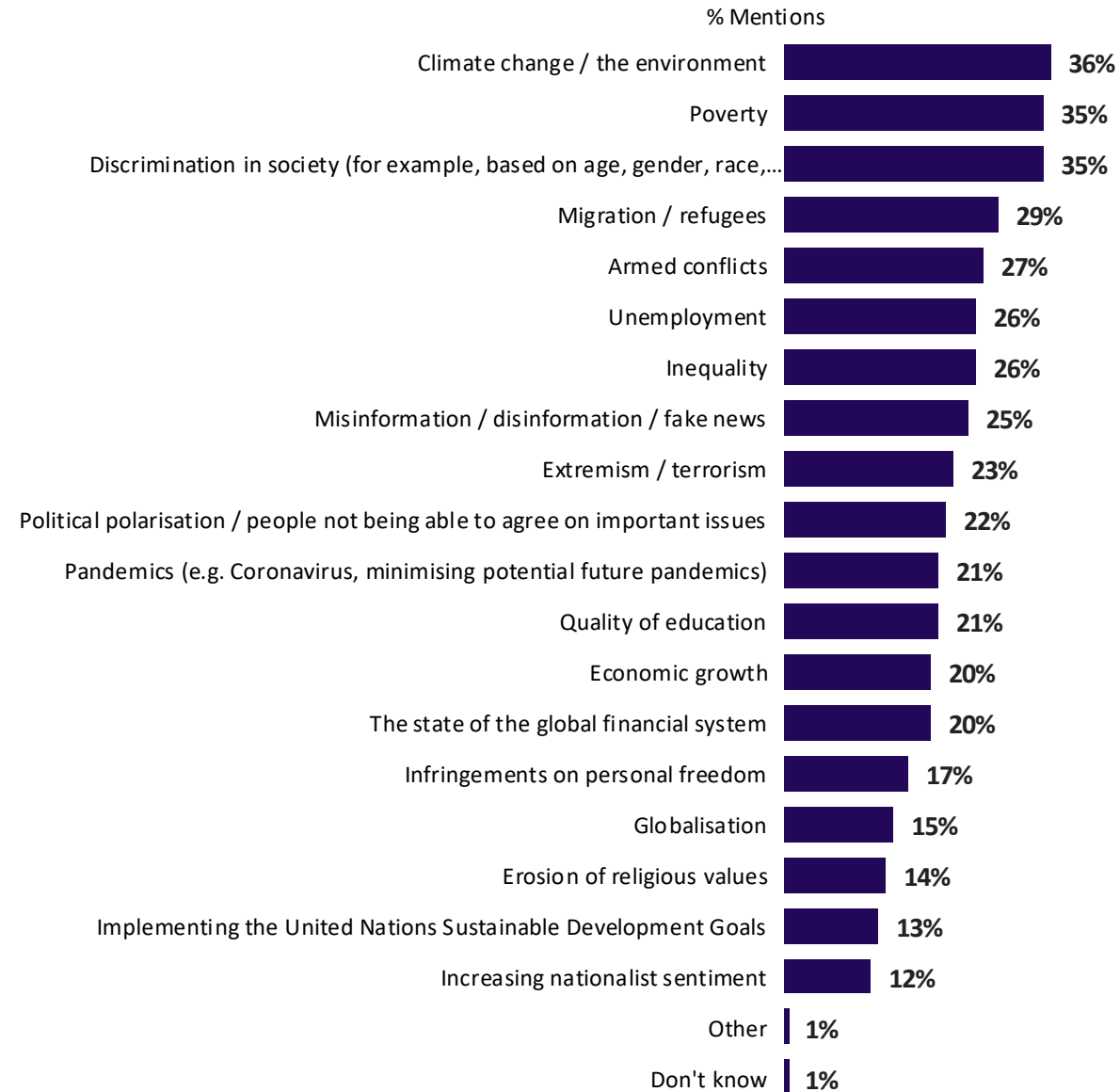
% Selected as top 3 countries with the closest values to their own country



Base: All participants in Ireland [500]

Issues facing the world

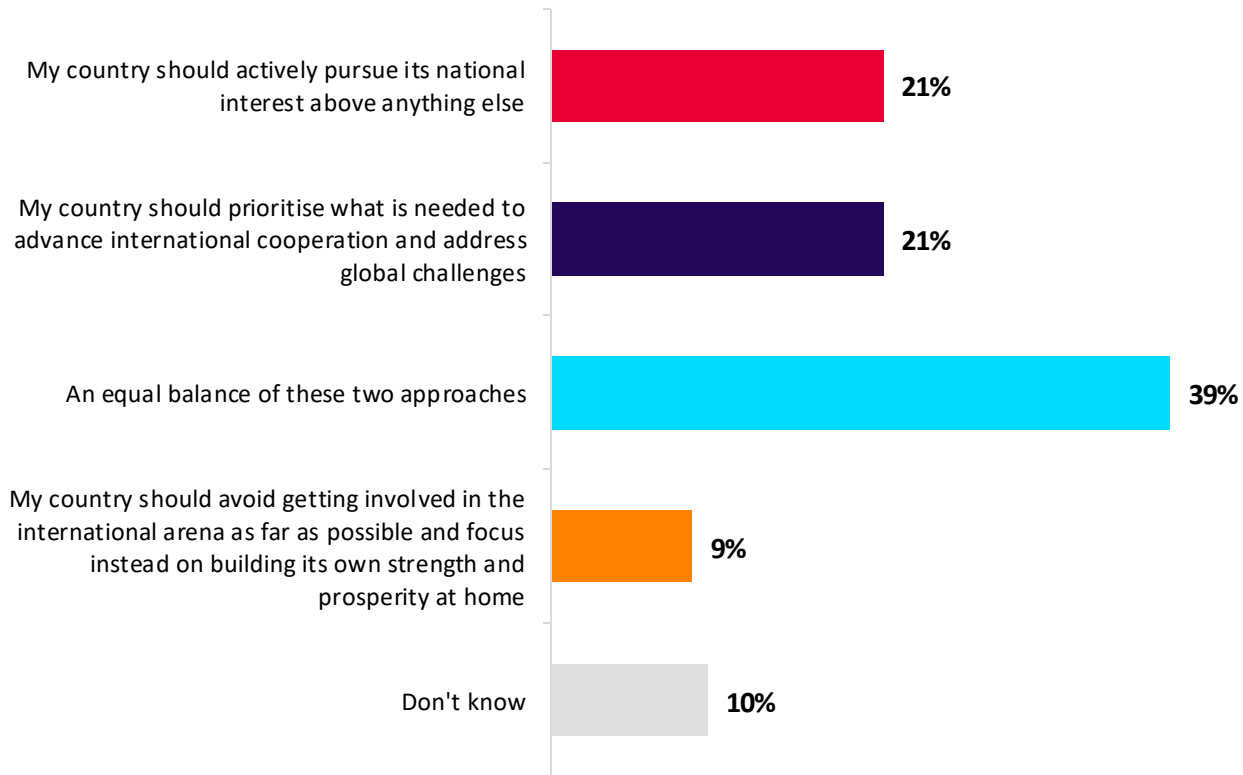
Which, if any, of these do you think are the most important issues facing the world today?



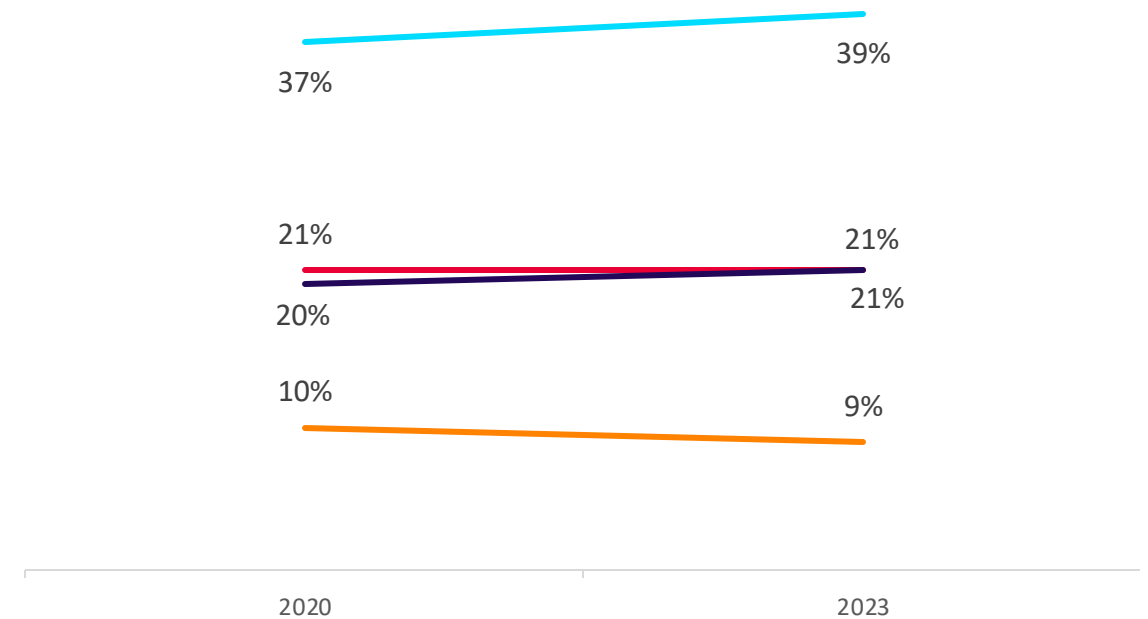
Base: All participants in Ireland [500]

How should Ireland act in the international arena?

What should drive your country's actions in the international arena?



Base: All participants in Ireland [500]

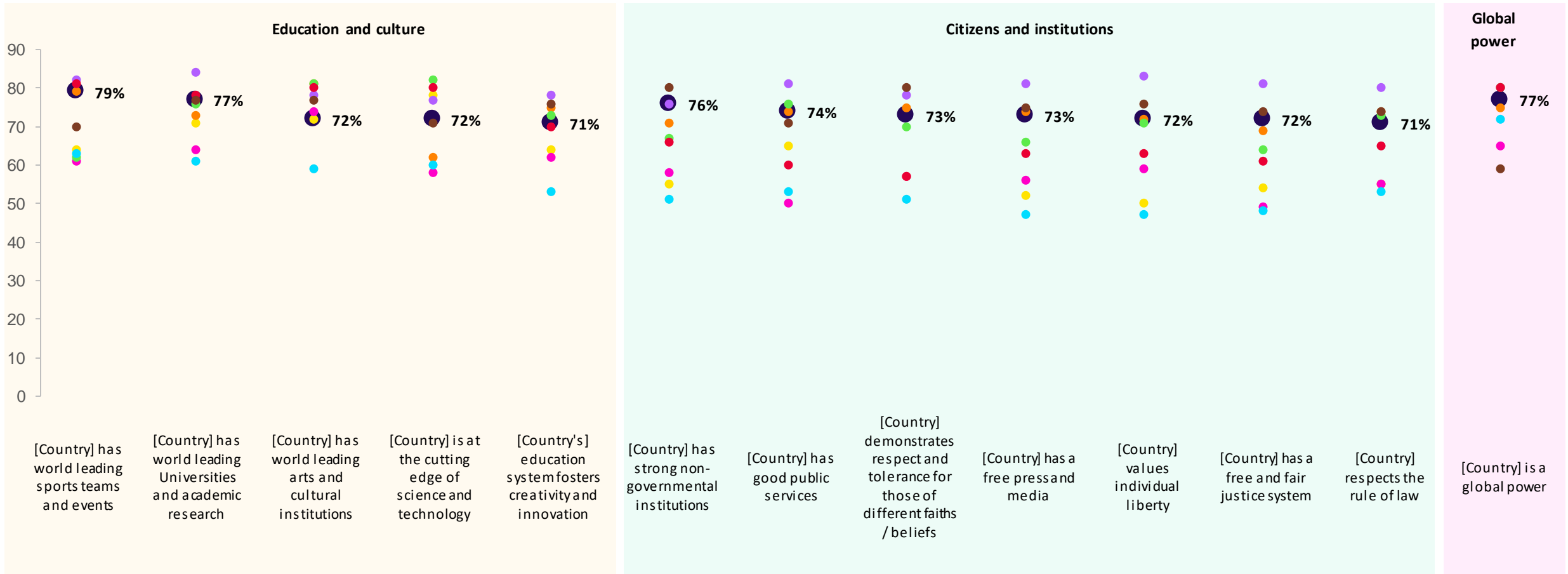


08. Perceptions of soft power

Perceptions of soft power

Thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements?

● UK ● China ● France ● Germany ● India ● Japan ● Russia ● USA ● Ireland



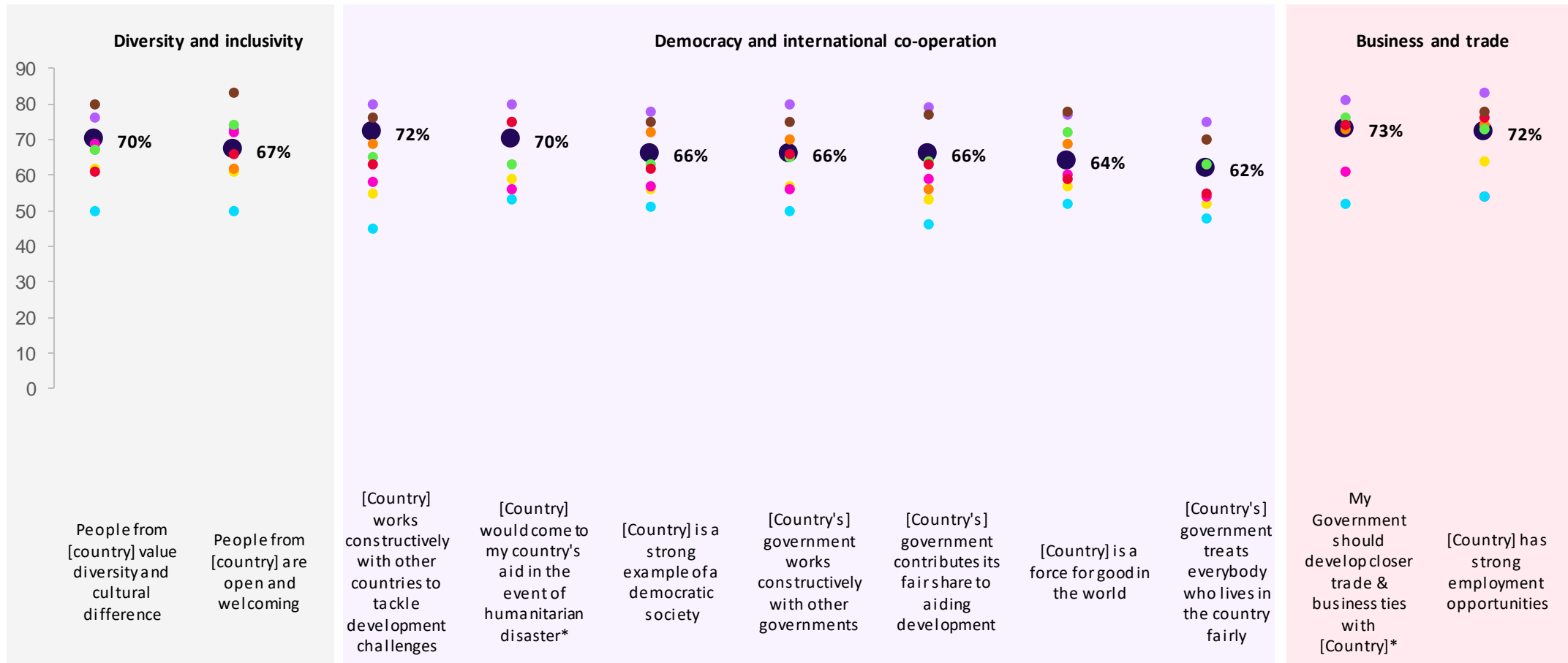
Base: All participants asked about each country, varies by country c. 200 to 1000



Perceptions of soft power

Thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements?

● UK ● China ● France ● Germany ● India ● Japan ● Russia ● USA ● Ireland



* These questions were not asked for a participant's own country.

Base: All participants asked about each country, varies by country c. 200 to 1000

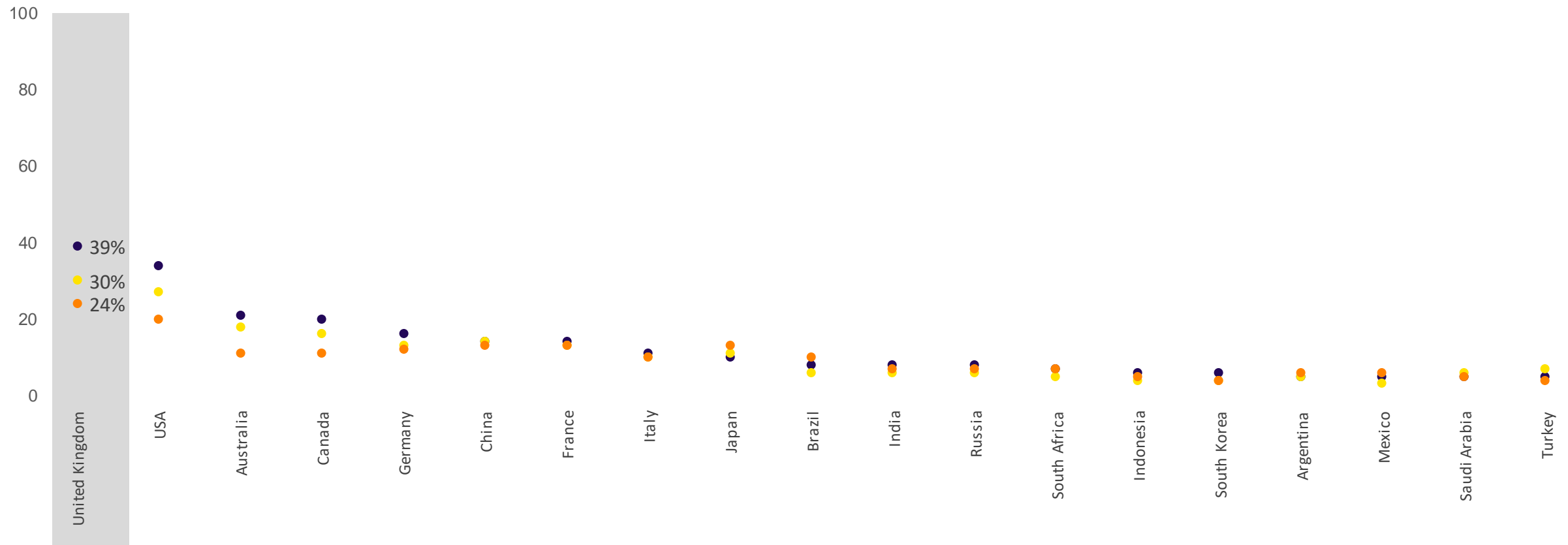


09. Engagement with the UK

International Connections

Which, if any, of the following apply to you?

● Have (or had) family or friends living in this country
 ● Have (or had) family or friends from your country who live in this country
 ● Have (or had) family or friends from this country living in your country

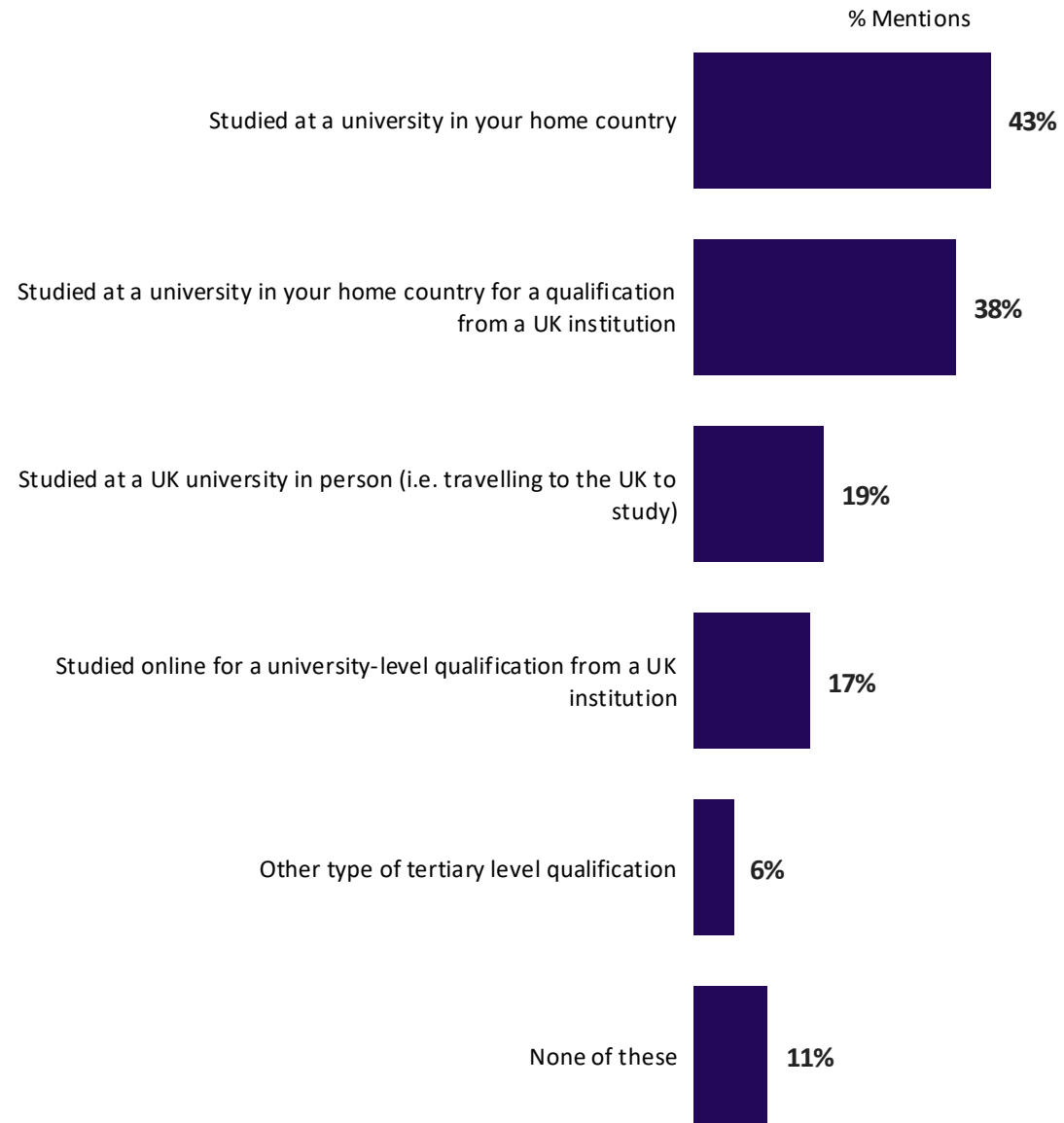


Base: All participants in Ireland [500]



Connection with UK universities

Which, if any, of these things have you done?



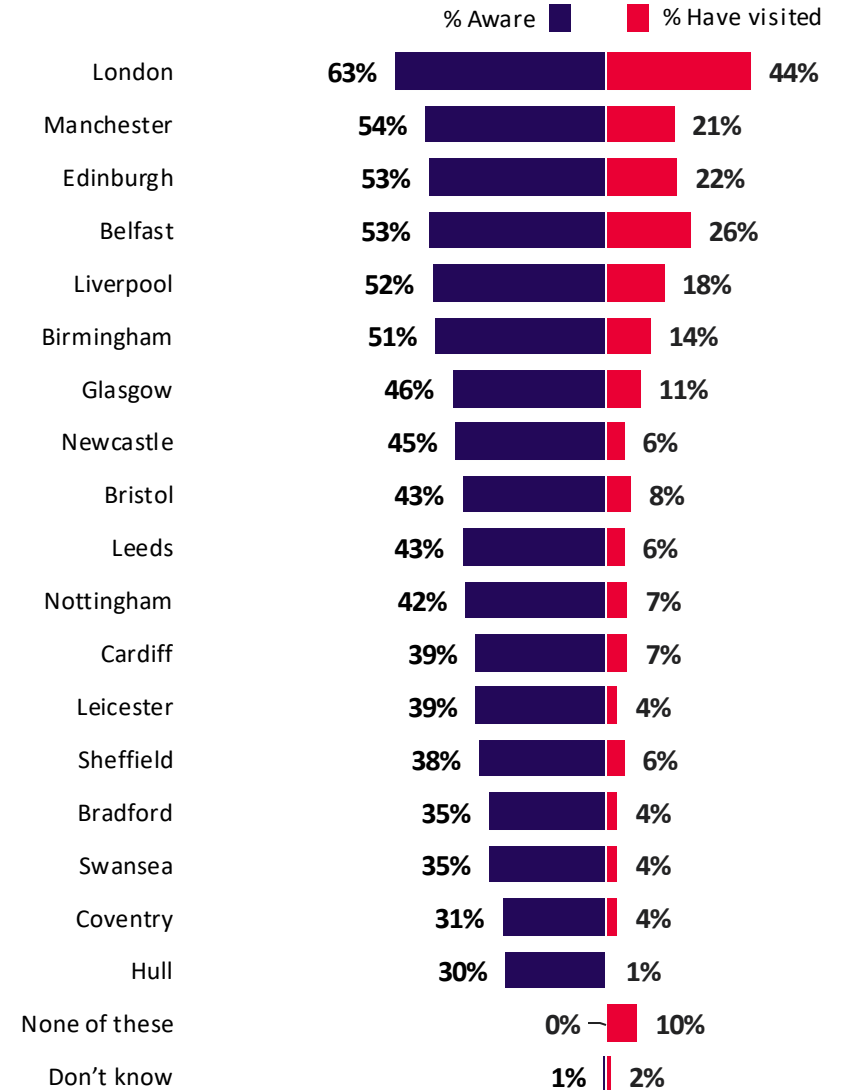
Base: All participants in Ireland [500]

Awareness of UK cities

Which, if any, of the following cities in the UK have you heard of?

% aware shown

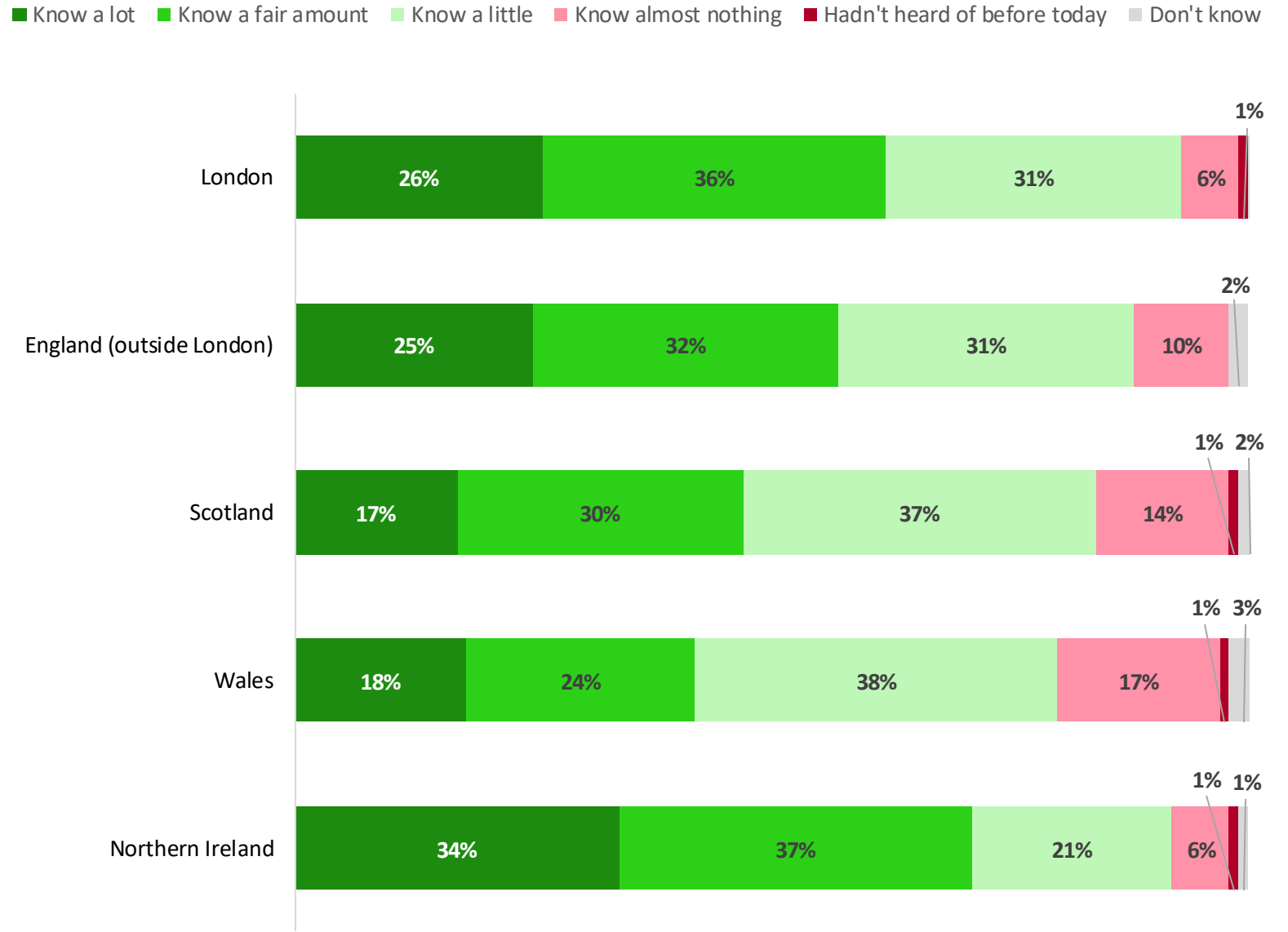
- Belfast
- Birmingham
- Bradford
- Bristol
- Cardiff
- Coventry
- Edinburgh
- Glasgow
- Hull
- Leeds
- Leicester
- Liverpool
- London
- Manchester
- Newcastle
- Nottingham
- Sheffield
- Swansea



Base: All participants [500], base for % have visited varies by city as filtered by those aware

Knowledge of nations and regions of UK

How much do you know about each of the countries that make up the United Kingdom, that is England, Scotland, Wales, Northern Ireland, and the largest city, London?

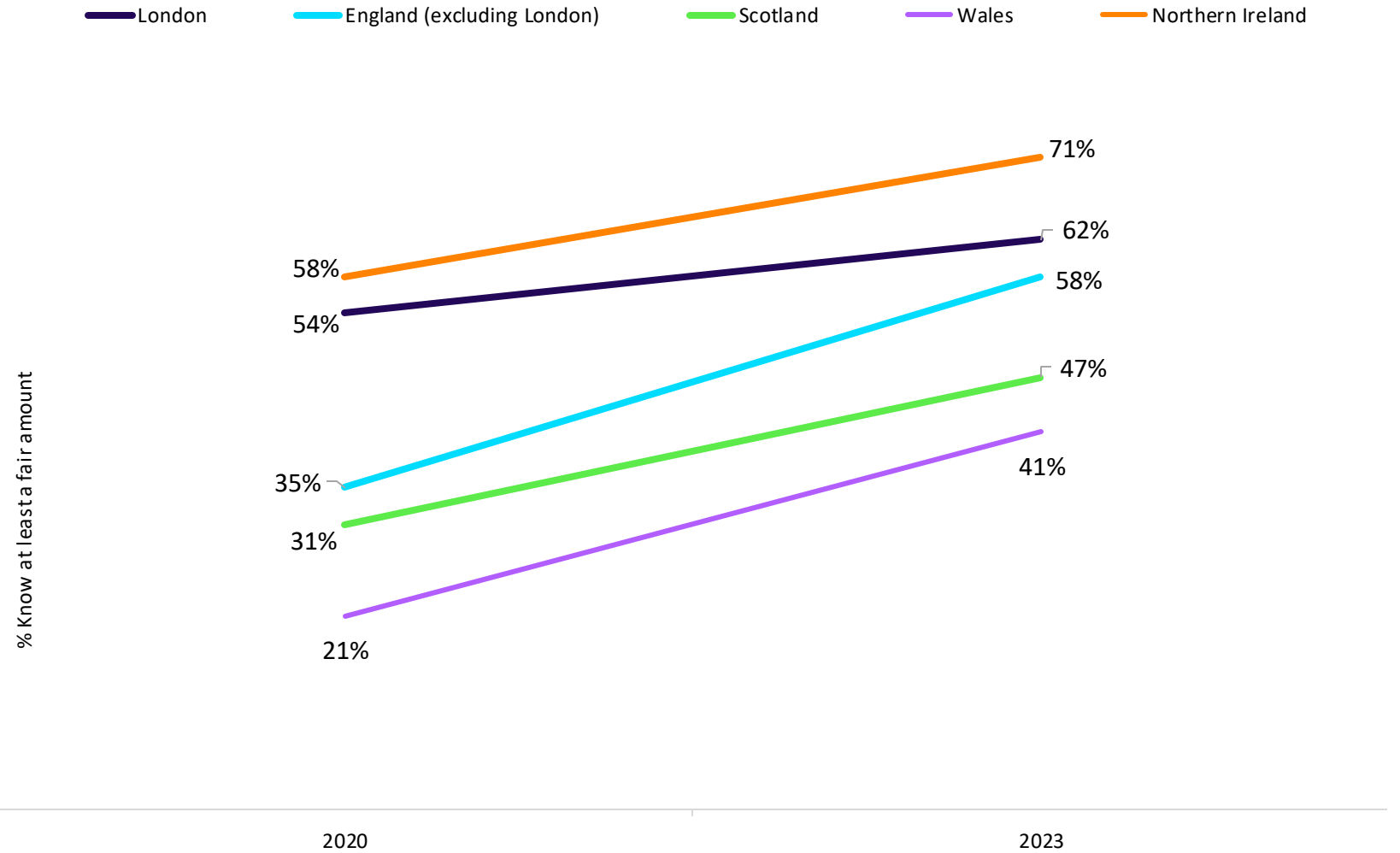


Base: All participants in Ireland [500]



Knowledge of nations and regions of UK over time

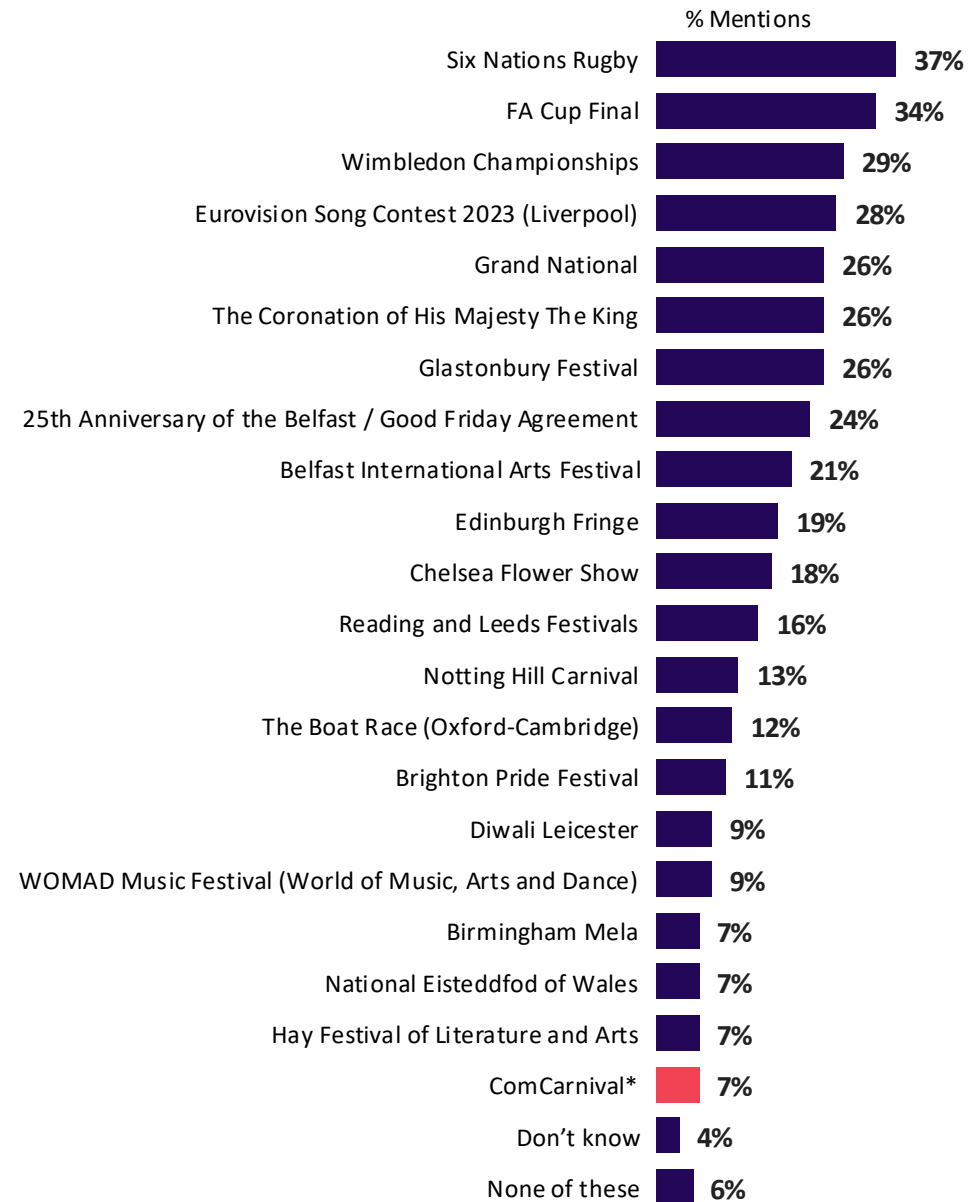
How much do you know about each of the countries that make up the United Kingdom, that is England, Scotland, Wales, Northern Ireland, and the largest city, London?



Base: All participants in Ireland [500]

Awareness of UK events and anniversaries

Which, if any, of these UK events & anniversaries have you heard of?

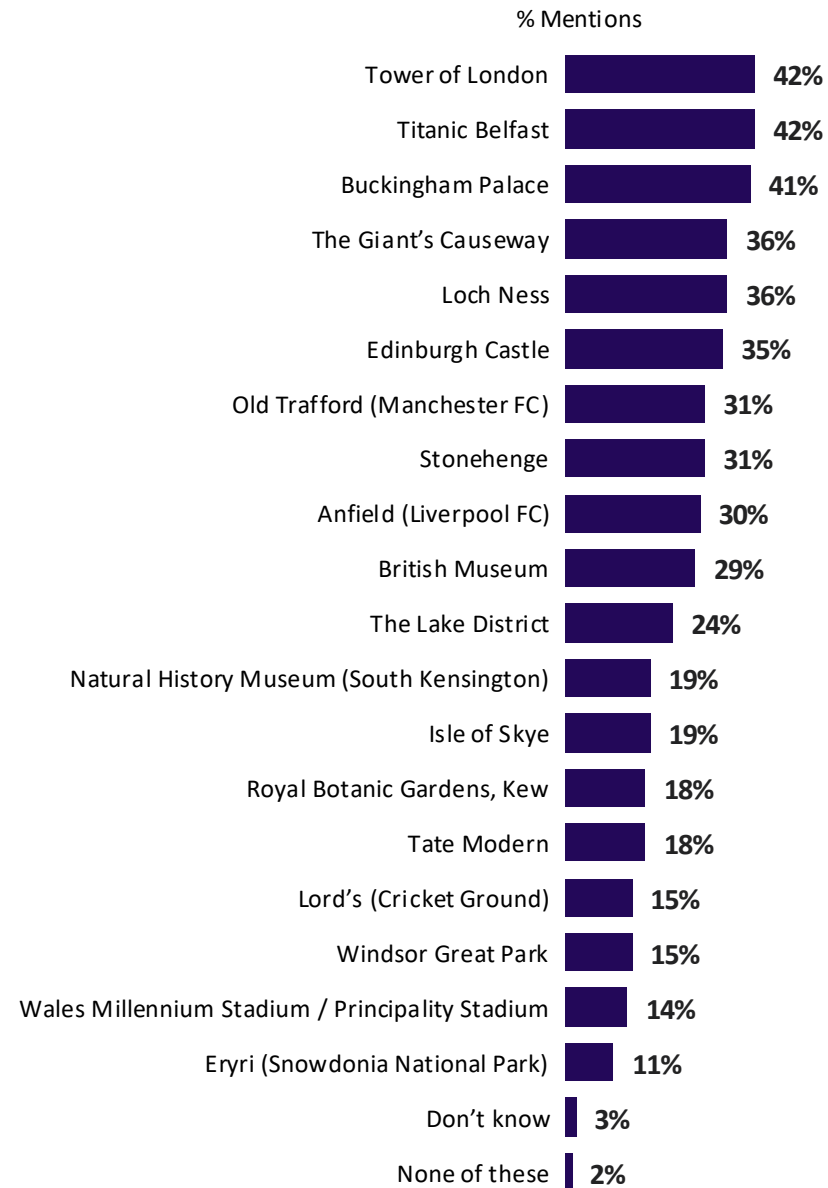


* Dummy event

Base: All participants in Ireland [500]

Awareness of UK tourist attractions

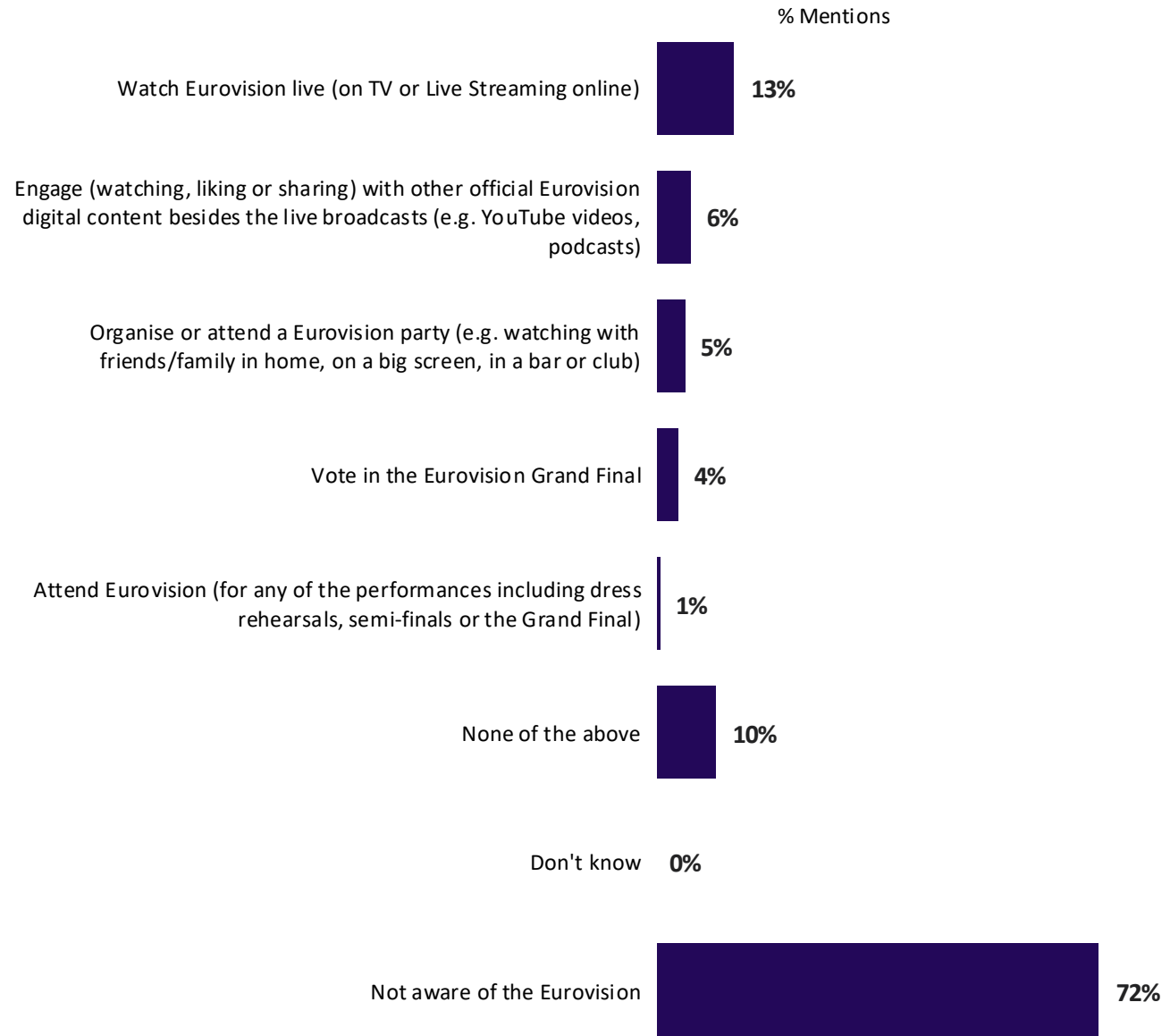
Which, if any, of these UK places have you heard of?



Base: All participants in Ireland [500]

Engagement with the Eurovision 2023

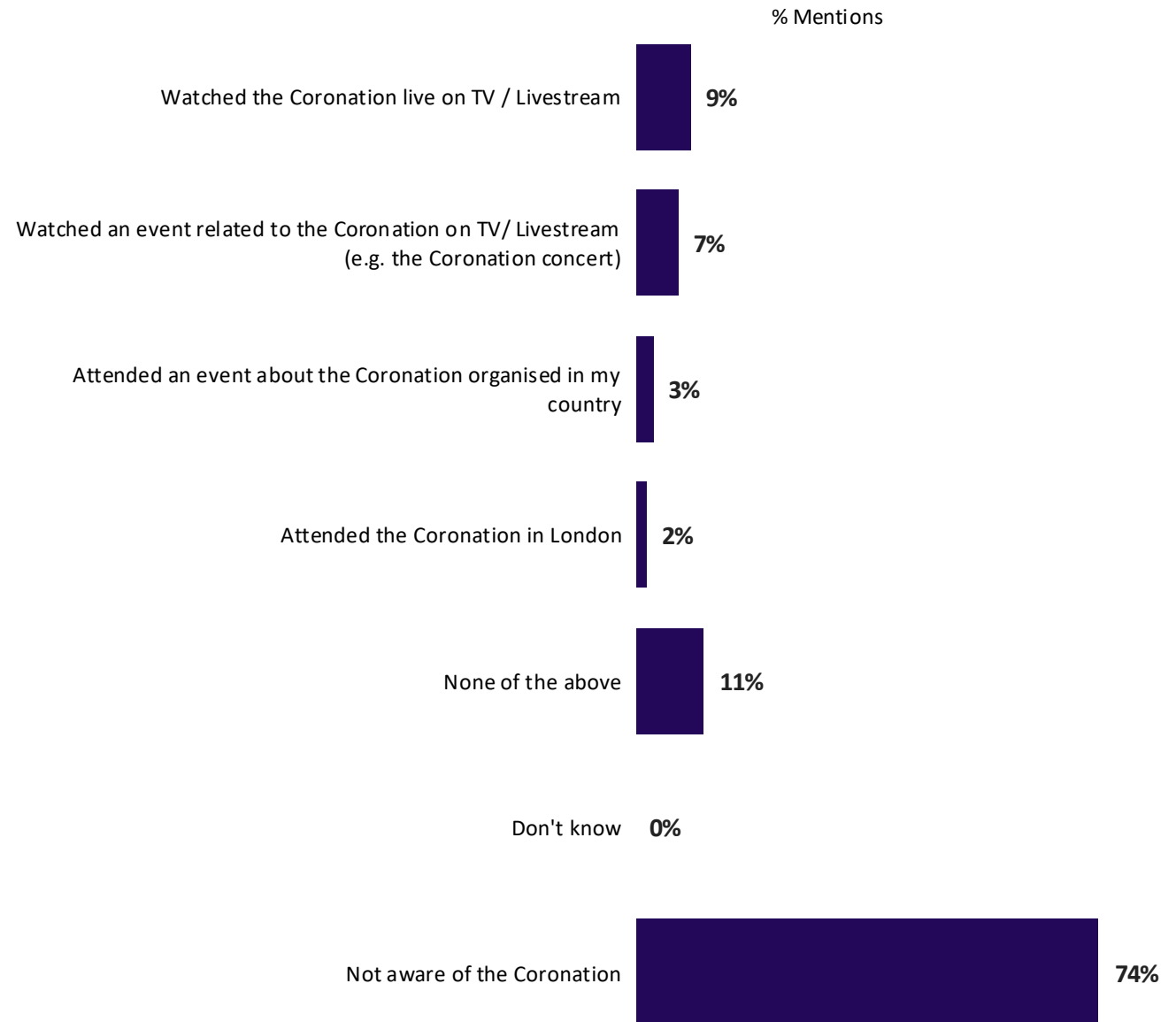
During the 2023 Eurovision Song Contest, which, if any, of the following did you do?



Base: All participants in Ireland [500]

Engagement with the Coronation of King Charles

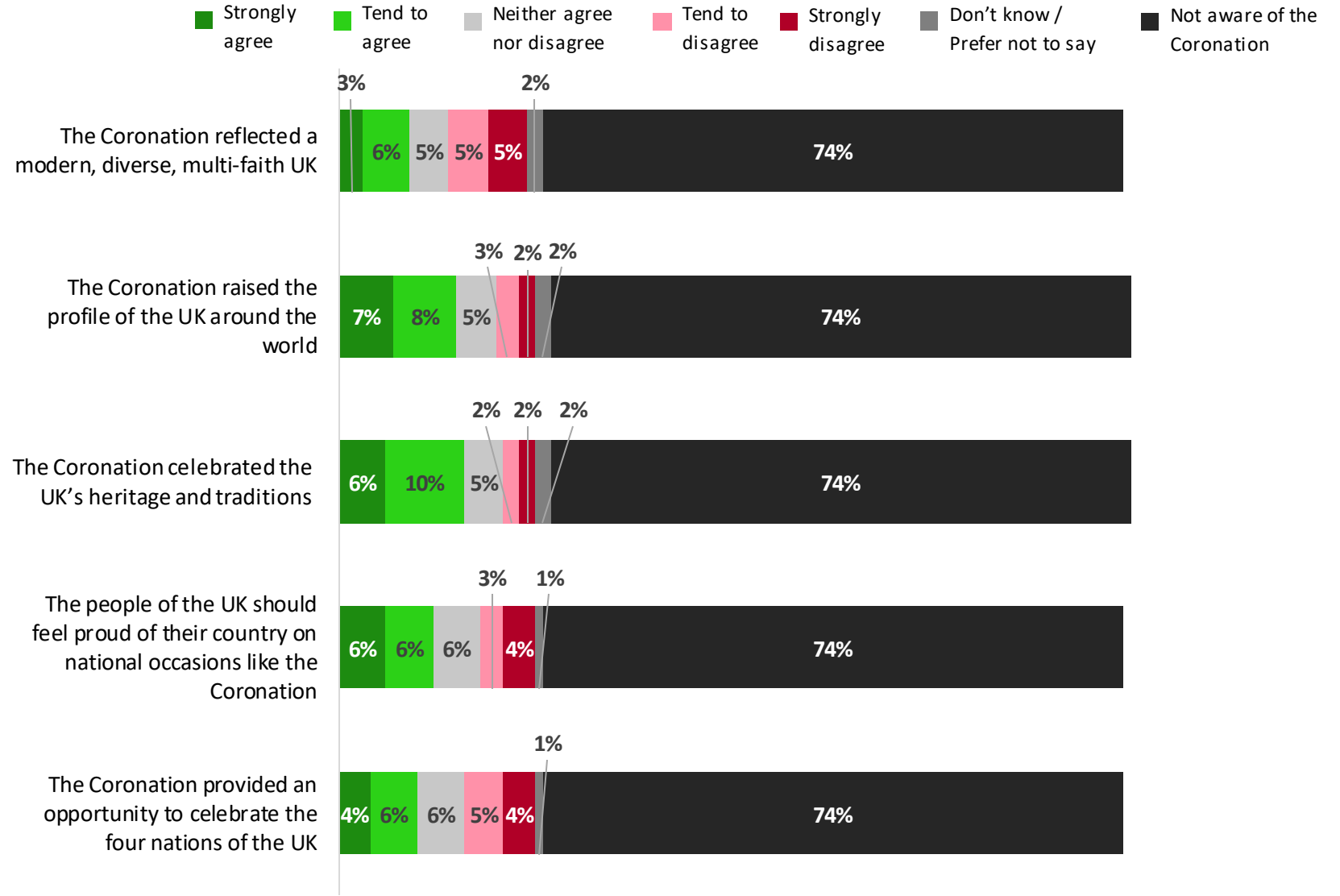
Thinking about the Coronation of His Majesty The King, Charles III, which took place in London on 6 May 2023, which, if any, of the following did you do?



Base: All participants in Ireland [500]

Views towards the Coronation

Still thinking about the Coronation of His Majesty The King, to what extent do you agree or disagree with each of the following statements?



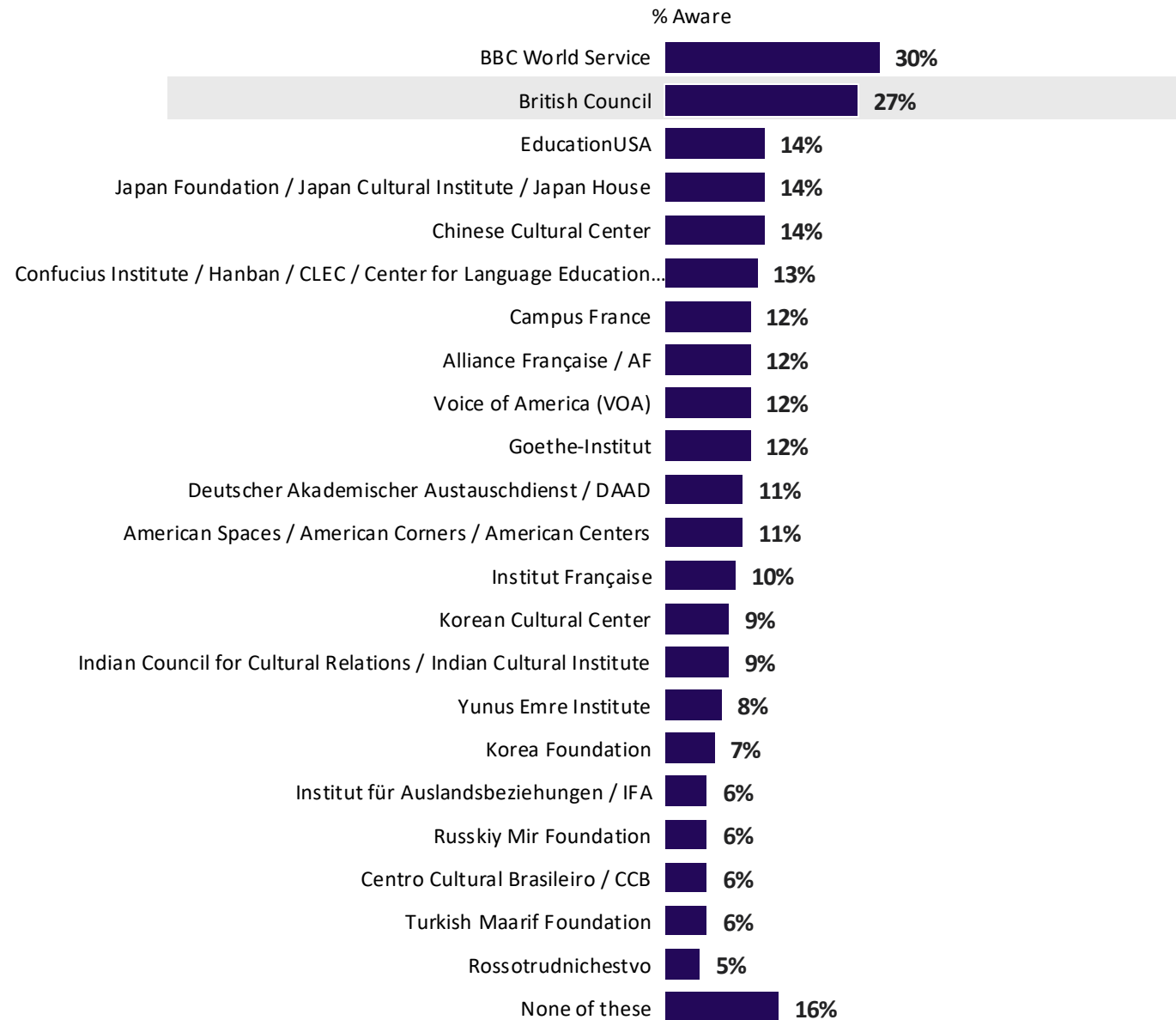
Base: All participants in Ireland [500]



10. About the British Council

Awareness of the British Council

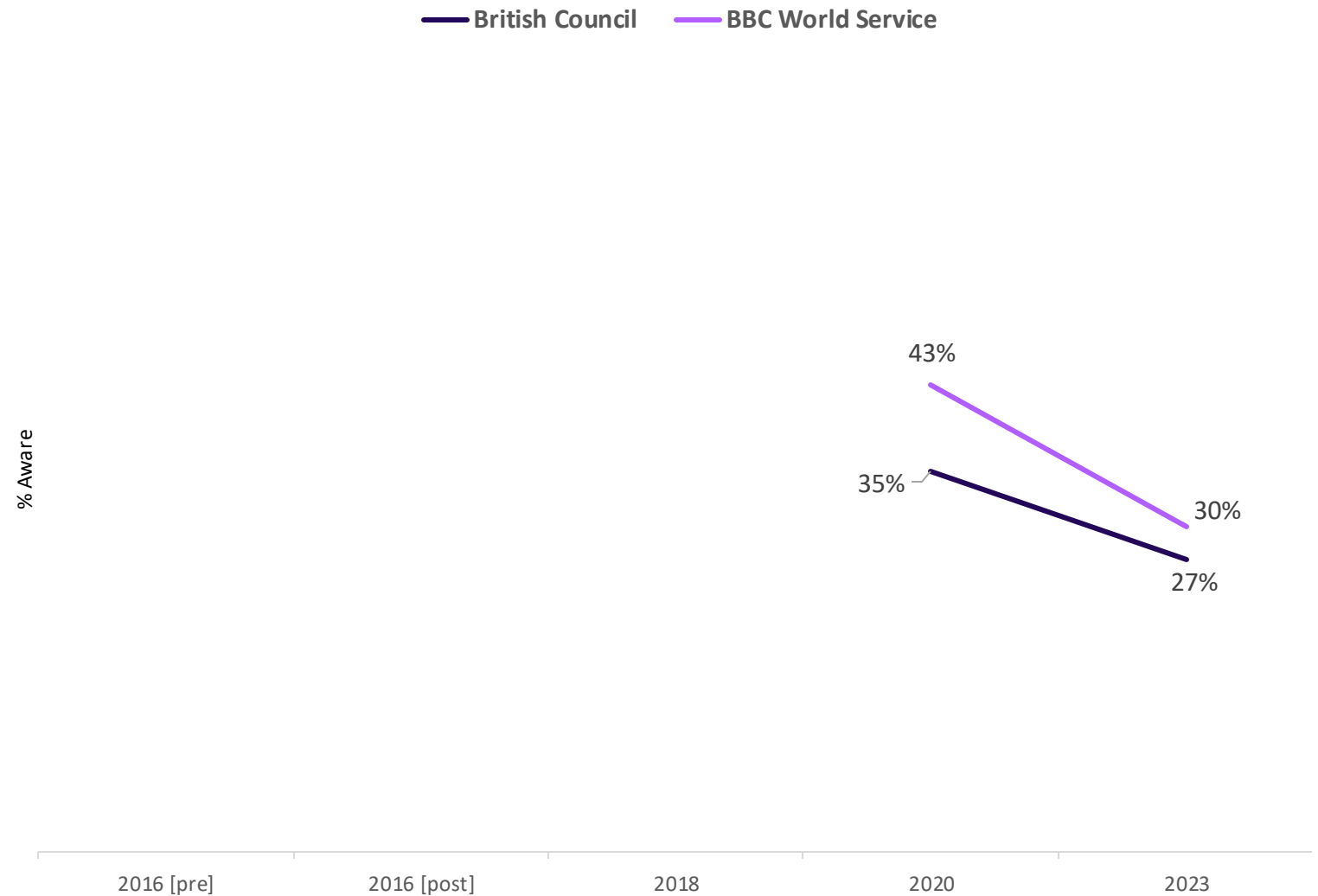
Which, if any, of the following organisations have you ever heard of or seen references to?



Base: All participants in Ireland [500]

Awareness of the British Council over time

Which, if any, of the following organisations have you ever heard of or seen references to?

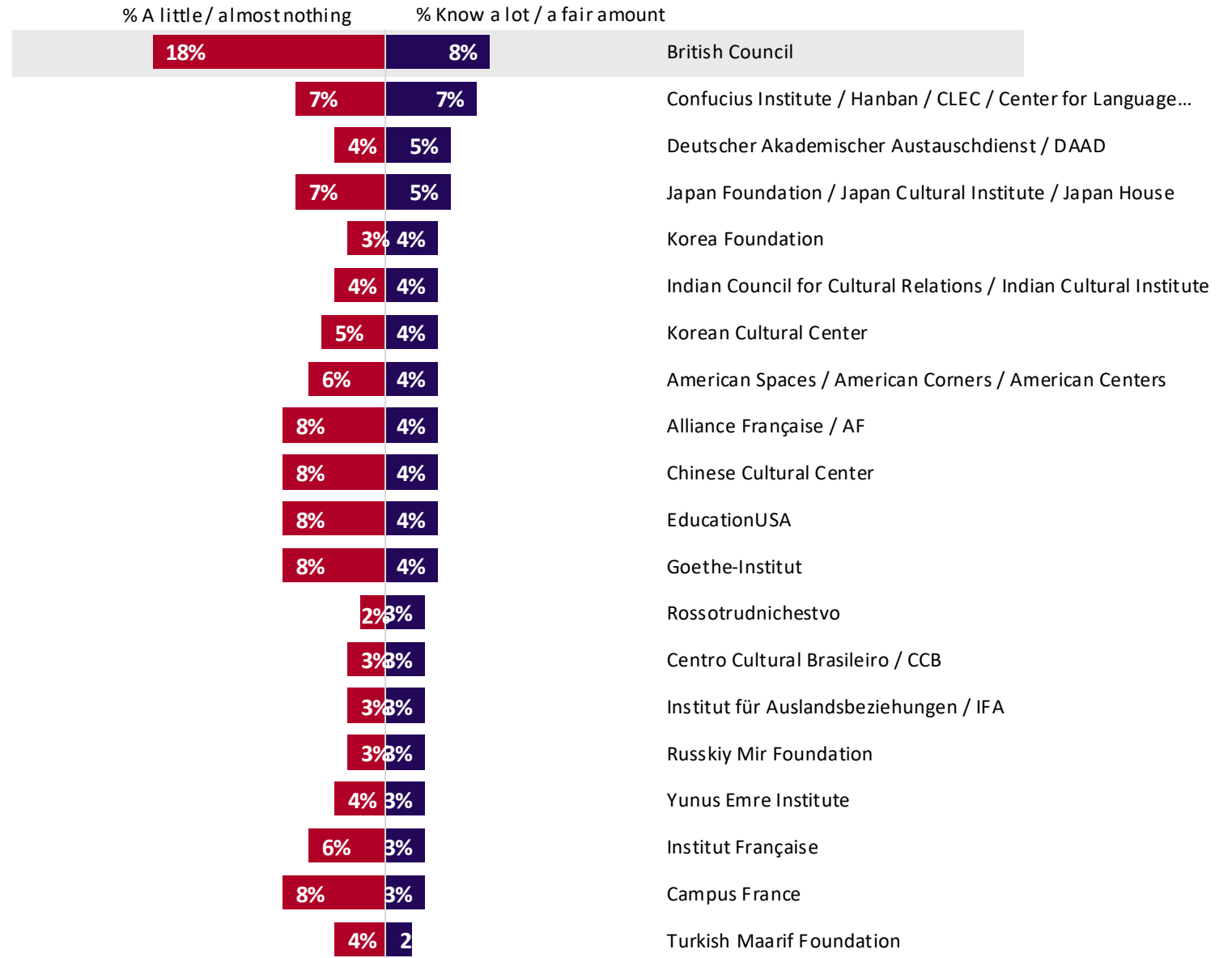


Base: All participants in Ireland [500]



Familiarity with British Council and other organisations

How much do you know about the following organisations?

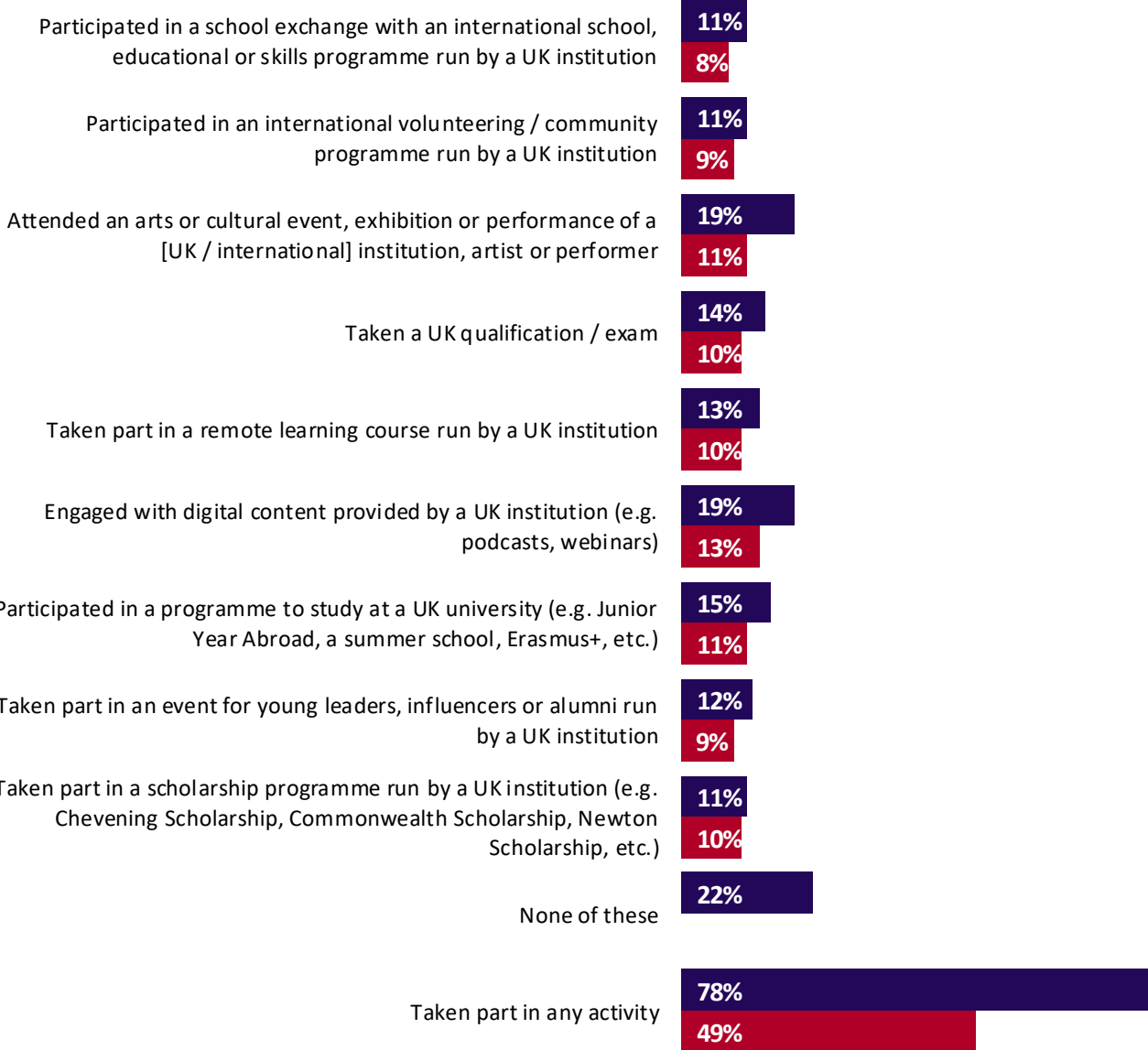


Base: All participants in Ireland [500] excluding those who had heard of an organisation but were not asked the follow-up

Interaction with the British Council

Which of the following have you ever done? And did this activity / event involve the British Council?

■ % Took part in activity
 ■ % For whom the activity / event involved the British Council



Base: All participants [500]; All participants taking part in an activity, varies by activity

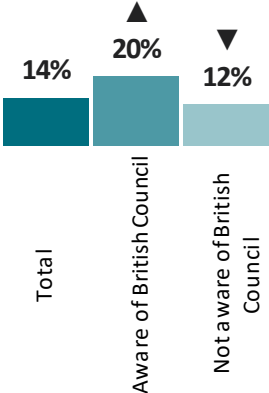


Impact of awareness of the British Council on key metrics

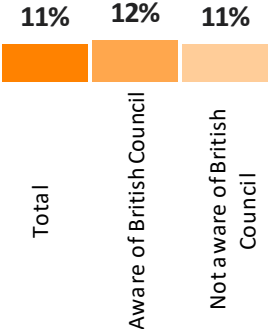
Score the UK 6-10 at overall attractiveness



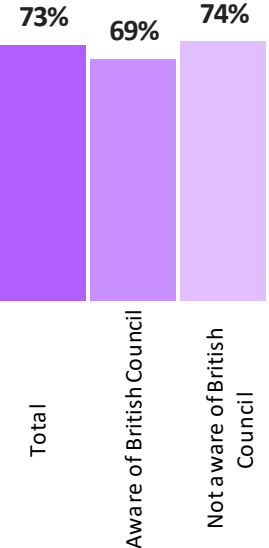
Intend to do business or trade with the UK



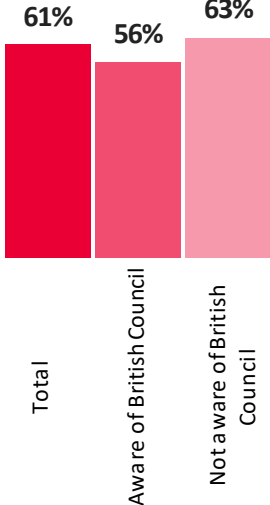
Intend to study in the UK



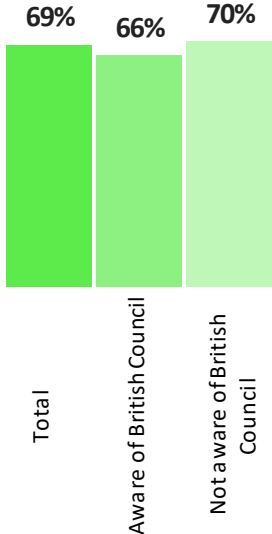
Trust the people of the UK



Trust the government of the UK



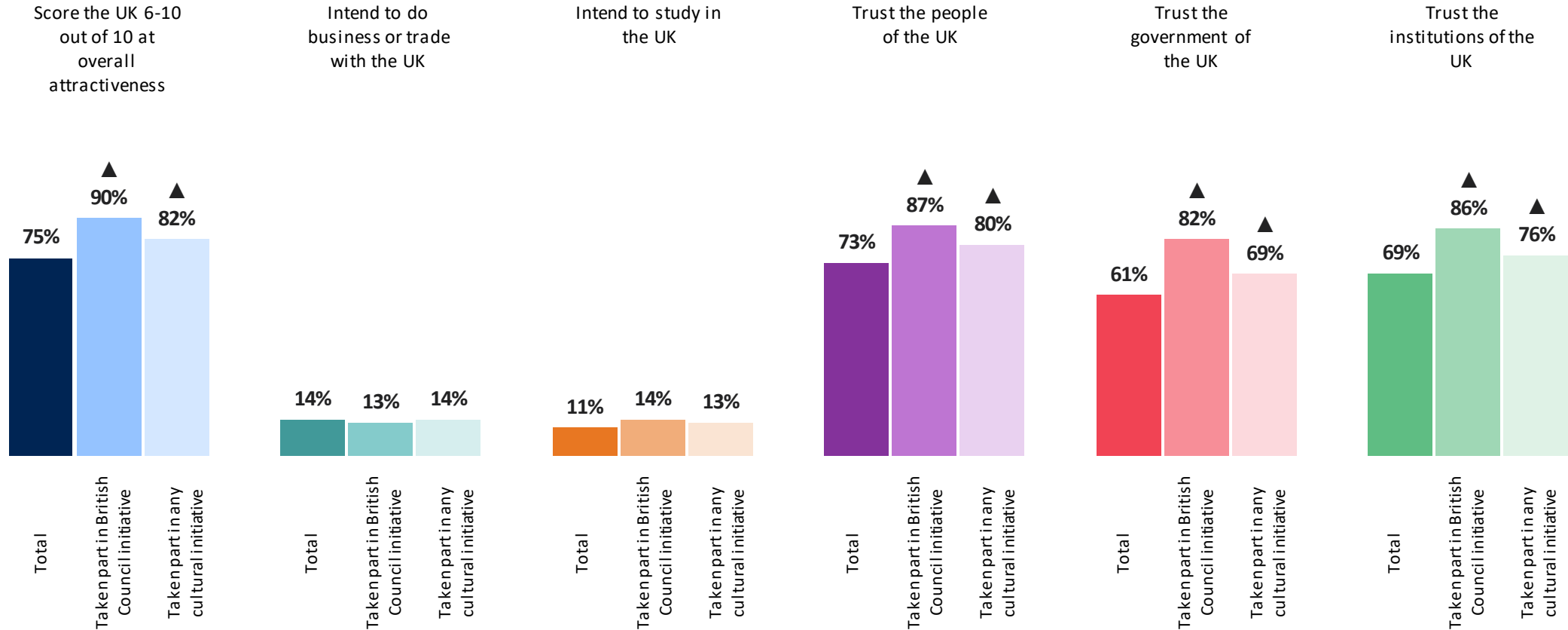
Trust the institutions of the UK



Base: All participants [500]; All participants taking part in an activity, varies by activity



Impact of participation in British Council initiatives on key metrics



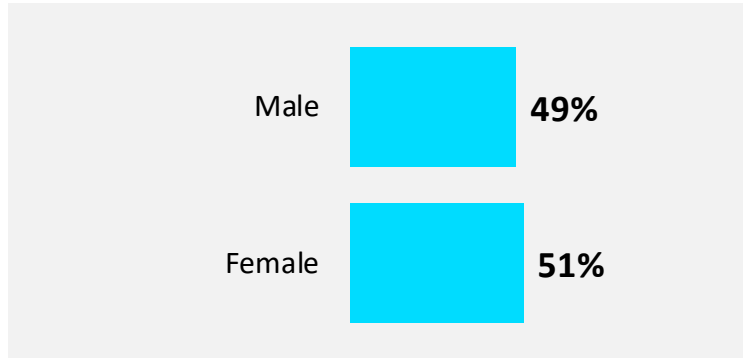
Base: All participants [500]; All participants taking part in an activity, varies by activity



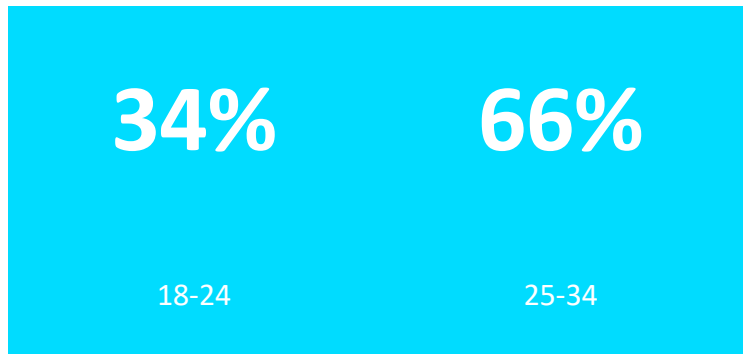
11. Demographics

Demographics

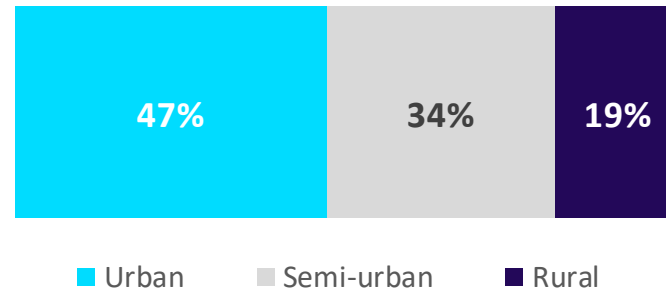
Gender



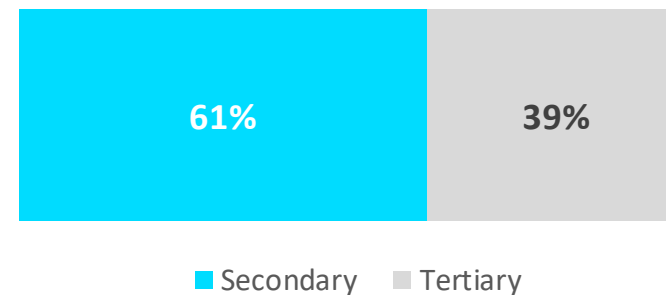
Age



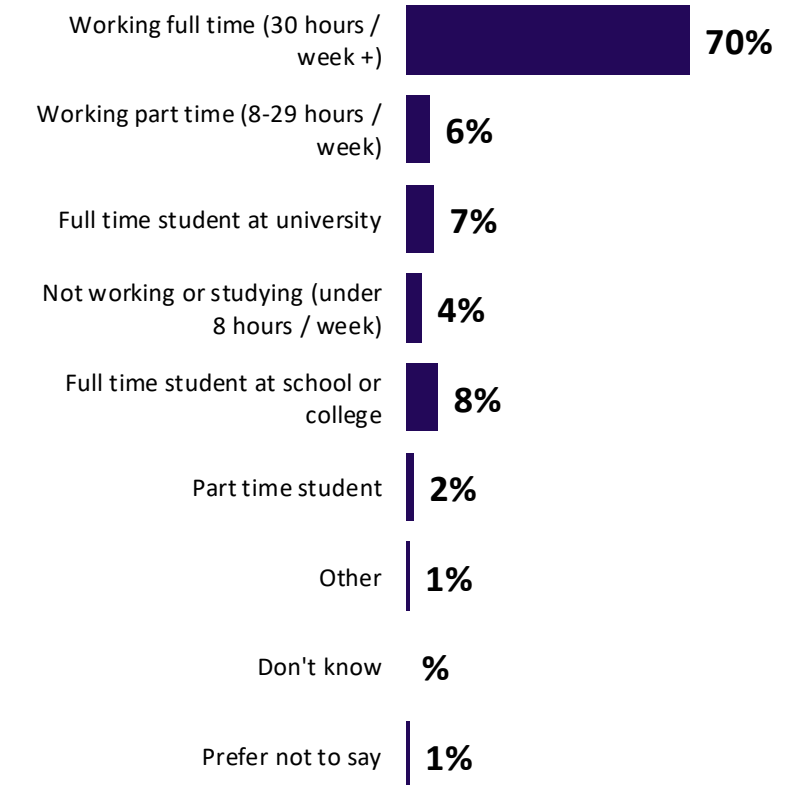
Urbanity



Education



Working status

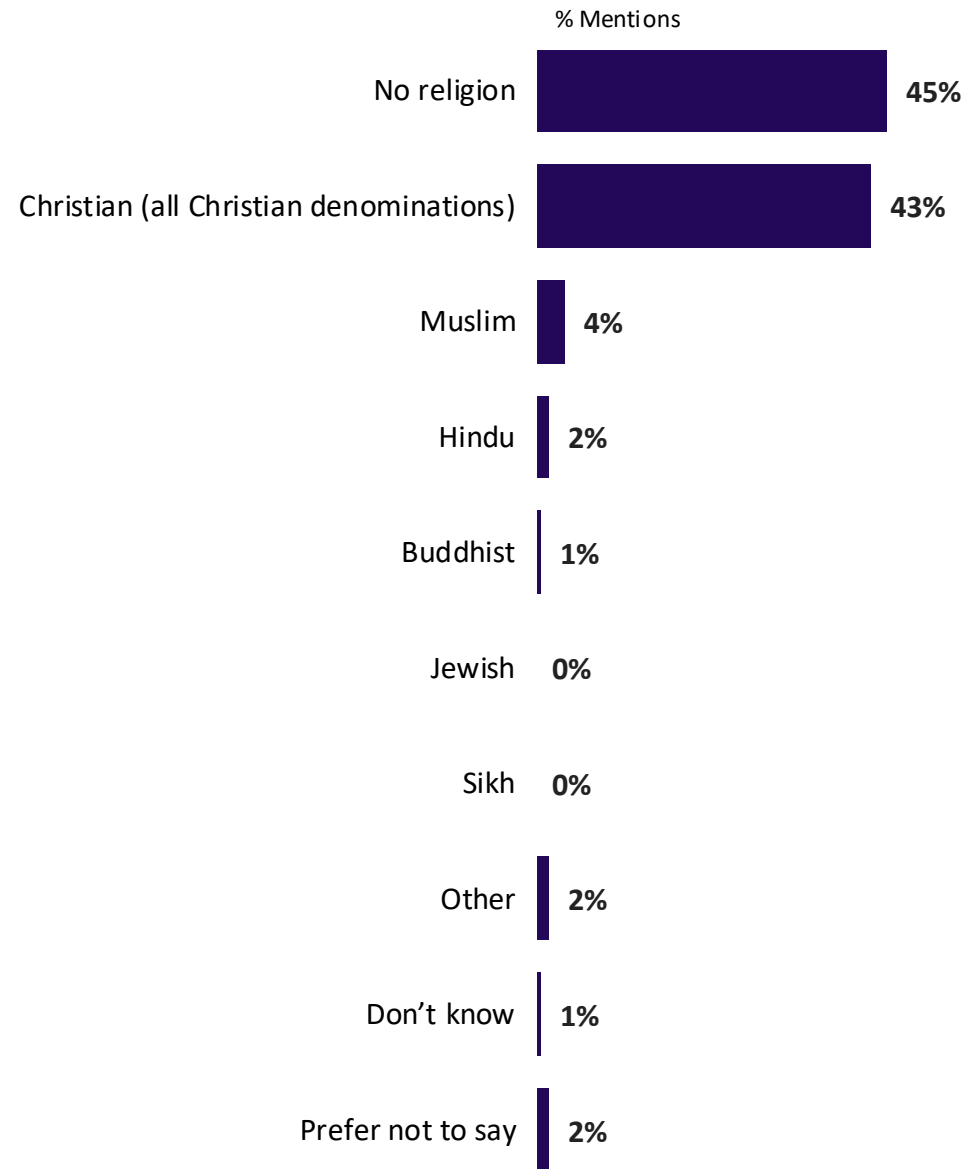


Base: All participants in Ireland [500]



Declared religion

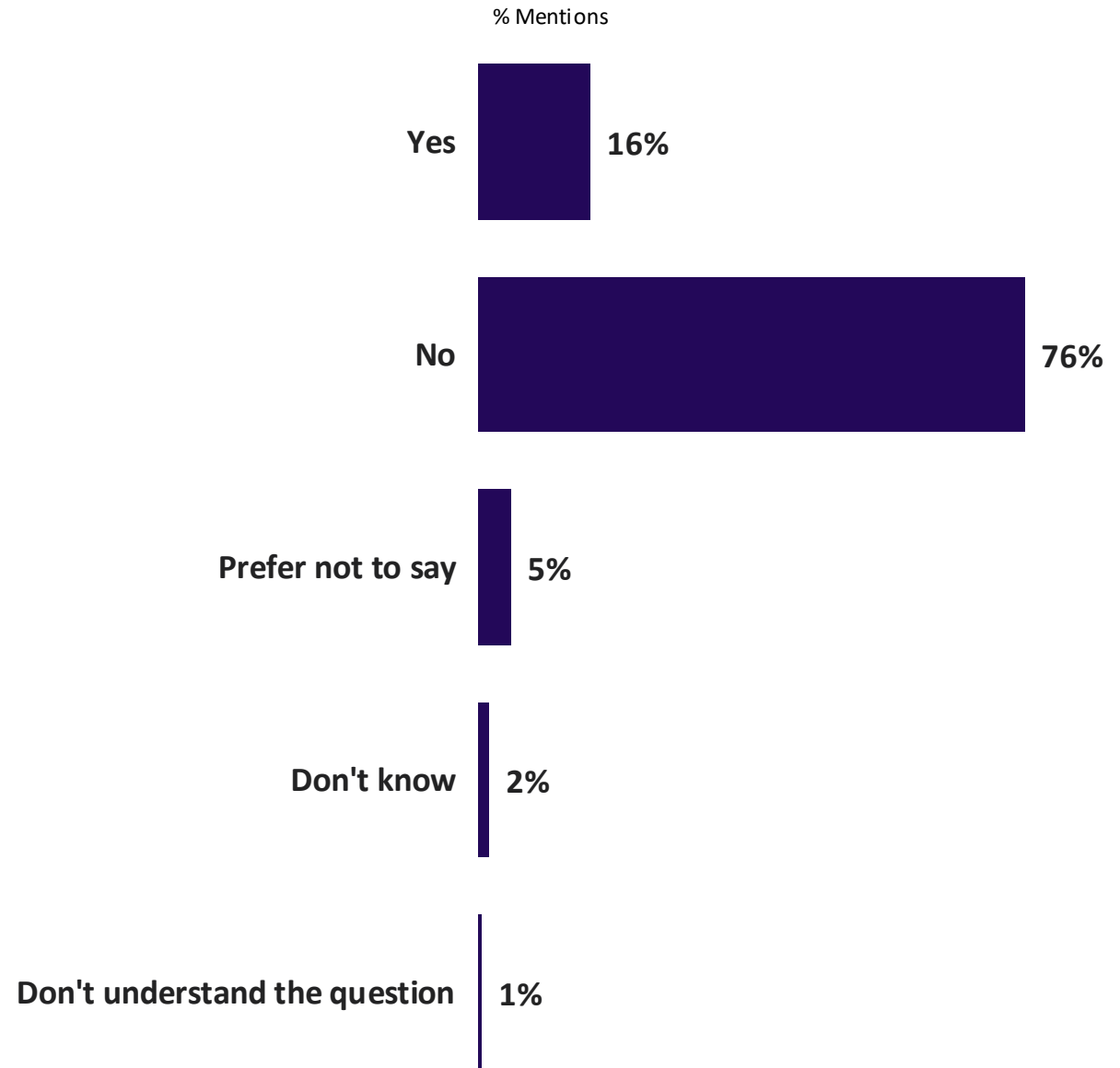
What is your religion?



Base: All participants in Ireland [500]

Disability status

Do you have any longstanding illness or health problem? Longstanding means one that lasts (or will last) 6 months or more, or that it regularly reappears



Base: All participants in Ireland [500]



12. Appendix

Objectives and methodology

Objectives and Methodology

What did we do?

The British Council is the UK's international organisation for cultural relations and educational opportunities. In 2023, it commissioned Ipsos to conduct research to understand how the UK is seen by educated young people across 23 countries internationally. The data from this research will be used to inform British Council strategy and programmes aimed at this target audience in relevant countries.

The 2023 research builds on previous studies conducted in 2016, 2018, 2020 and 2021 across the G20. This year due to the invasion of Ukraine, Ipsos did not conduct fieldwork in Russia. However, to ensure comparability with previous years, participants from other countries were asked about their perceptions of Russia. Similar to previous years, five additional countries not in the G20 were asked questions separately from those in the G20. This means that it is not possible to compare the G20 and other countries against each other at every question. Where this is the case, each country list has been charted separately. For G20 countries, trend data has been included to assess whether views of the UK have changed over time.

Ipsos conducted an online survey in Ireland, interviewing 18-34 year olds with a minimum of secondary education. This is the sixth wave of research in this country. Fieldwork in Ireland took place between 17th June - 7th July 2023. The final sample size is 500.

In each country, the data is weighted to be representative of the national population by age (18-24 vs 25-34) and gender. Where results do not sum to 100, this may be due to computer rounding, multiple responses, or the exclusion of 'Don't know' categories.

Soft power trends

Perceptions of soft power across key metrics

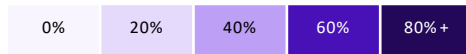
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] has world leading Universities and academic research

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	64%	-	84%
USA	-	-	-	79%	-	78%
UK	-	-	-	67%	-	77%
Ireland	-	-	-	63%	-	77%
Japan	-	-	-	70%	-	76%
France	-	-	-	60%	-	73%
China	-	-	-	55%	-	71%
India	-	-	-	42%	-	64%
Russia	-	-	-	43%	-	61%

[COUNTRY] has world leading arts and cultural institutions

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
France	-	-	-	75%	-	81%
Japan	-	-	-	65%	-	81%
USA	-	-	-	62%	-	80%
Germany	-	-	-	62%	-	78%
Ireland	-	-	-	67%	-	77%
India	-	-	-	42%	-	74%
China	-	-	-	54%	-	72%
UK	-	-	-	61%	-	72%
Russia	-	-	-	56%	-	59%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

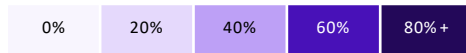
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] has world leading sports teams and events

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	61%	-	82%
USA	-	-	-	70%	-	81%
France	-	-	-	58%	-	79%
UK	-	-	-	66%	-	79%
Ireland	-	-	-	57%	-	70%
China	-	-	-	42%	-	64%
Russia	-	-	-	45%	-	63%
Japan	-	-	-	49%	-	62%
India	-	-	-	28%	-	61%

[COUNTRY'S] education system fosters creativity and innovation

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	66%	-	78%
Ireland	-	-	-	63%	-	76%
France	-	-	-	57%	-	75%
Japan	-	-	-	63%	-	73%
UK	-	-	-	54%	-	71%
USA	-	-	-	55%	-	70%
China	-	-	-	40%	-	64%
India	-	-	-	33%	-	62%
Russia	-	-	-	39%	-	53%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

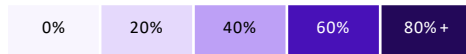
Thinking specifically about **[COUNTRY]**, to what extent do you agree or disagree with the following statements?

[COUNTRY] is at the cutting edge of science and technology

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Japan	-	-	-	75%	-	82%
USA	-	-	-	78%	-	80%
China	-	-	-	66%	-	78%
Germany	-	-	-	63%	-	77%
UK	-	-	-	54%	-	72%
Ireland	-	-	-	56%	-	71%
France	-	-	-	49%	-	62%
Russia	-	-	-	47%	-	60%
India	-	-	-	39%	-	58%

[COUNTRY] respects the rule of law

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	65%	-	80%
France	-	-	-	67%	-	74%
Ireland	-	-	-	71%	-	74%
Japan	-	-	-	65%	-	73%
UK	-	-	-	57%	-	71%
USA	-	-	-	41%	-	65%
China	-	-	-	25%	-	55%
India	-	-	-	42%	-	55%
Russia	-	-	-	38%	-	53%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

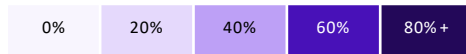
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] values individual liberty

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	66%	-	83%
Ireland	-	-	-	72%	-	76%
France	-	-	-	63%	-	72%
UK	-	-	-	57%	-	72%
Japan	-	-	-	54%	-	71%
USA	-	-	-	59%	-	63%
India	-	-	-	36%	-	59%
China	-	-	-	18%	-	50%
Russia	-	-	-	35%	-	47%

[COUNTRY] has good public services

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	66%	-	81%
Japan	-	-	-	67%	-	76%
France	-	-	-	67%	-	74%
UK	-	-	-	62%	-	74%
Ireland	-	-	-	56%	-	71%
China	-	-	-	43%	-	65%
USA	-	-	-	46%	-	60%
Russia	-	-	-	43%	-	53%
India	-	-	-	27%	-	50%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

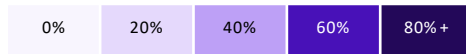
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] demonstrates respect and tolerance for those of different faiths / beliefs

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Ireland	-	-	-	72%	-	80%
Germany	-	-	-	62%	-	78%
France	-	-	-	59%	-	75%
UK	-	-	-	50%	-	73%
Japan	-	-	-	52%	-	70%
China	-	-	-	19%	-	57%
India	-	-	-	44%	-	57%
USA	-	-	-	43%	-	57%
Russia	-	-	-	38%	-	51%

[COUNTRY] has strong non-governmental institutions

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Ireland	-	-	-	72%	-	80%
Germany	-	-	-	60%	-	76%
UK	-	-	-	59%	-	76%
France	-	-	-	57%	-	71%
Japan	-	-	-	54%	-	67%
USA	-	-	-	58%	-	66%
India	-	-	-	36%	-	58%
China	-	-	-	21%	-	55%
Russia	-	-	-	41%	-	51%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

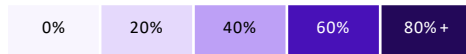
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] has free press and media

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	50%	-	81%
Ireland	-	-	-	66%	-	75%
France	-	-	-	57%	-	74%
UK	-	-	-	58%	-	73%
Japan	-	-	-	54%	-	66%
USA	-	-	-	51%	-	63%
India	-	-	-	37%	-	56%
China	-	-	-	15%	-	52%
Russia	-	-	-	32%	-	47%

[COUNTRY] has a free and fair justice system

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	60%	-	81%
Ireland	-	-	-	65%	-	74%
UK	-	-	-	57%	-	72%
France	-	-	-	59%	-	69%
Japan	-	-	-	54%	-	64%
USA	-	-	-	44%	-	61%
China	-	-	-	19%	-	54%
India	-	-	-	31%	-	49%
Russia	-	-	-	32%	-	48%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

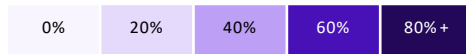
Thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements?

People from [COUNTRY] value diversity and cultural difference

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Ireland	-	-	-	72%	-	80%
Germany	-	-	-	59%	-	76%
UK	-	-	-	52%	-	70%
India	-	-	-	46%	-	69%
France	-	-	-	60%	-	67%
Japan	-	-	-	55%	-	67%
China	-	-	-	41%	-	62%
USA	-	-	-	55%	-	61%
Russia	-	-	-	40%	-	50%

People from [COUNTRY] are open and welcoming

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Ireland	-	-	-	80%	-	83%
Japan	-	-	-	61%	-	74%
Germany	-	-	-	55%	-	73%
India	-	-	-	55%	-	72%
UK	-	-	-	51%	-	67%
USA	-	-	-	48%	-	66%
France	-	-	-	48%	-	62%
China	-	-	-	40%	-	61%
Russia	-	-	-	40%	-	50%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

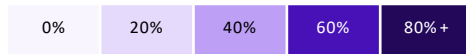
Thinking specifically about **[COUNTRY]**, to what extent do you agree or disagree with the following statements?

[COUNTRY] is a global power

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
China	-	-	-	68%	-	80%
Germany	-	-	-	63%	-	80%
Japan	-	-	-	65%	-	80%
USA	-	-	-	78%	-	80%
UK	-	-	-	60%	-	77%
France	-	-	-	63%	-	75%
Russia	-	-	-	64%	-	72%
India	-	-	-	42%	-	65%
Ireland	-	-	-	39%	-	59%

[Country's] government works constructively with other governments

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	65%	-	80%
Ireland	-	-	-	65%	-	75%
France	-	-	-	63%	-	70%
UK	-	-	-	46%	-	66%
USA	-	-	-	39%	-	66%
Japan	-	-	-	61%	-	65%
China	-	-	-	23%	-	57%
India	-	-	-	38%	-	56%
Russia	-	-	-	36%	-	50%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

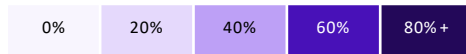
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY] is a strong example of a democratic society

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	59%	-	78%
Ireland	-	-	-	67%	-	75%
France	-	-	-	59%	-	72%
UK	-	-	-	57%	-	66%
Japan	-	-	-	47%	-	63%
USA	-	-	-	48%	-	62%
India	-	-	-	32%	-	57%
China	-	-	-	20%	-	56%
Russia	-	-	-	31%	-	51%

[COUNTRY] is a force for good in the world

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Ireland	-	-	-	67%	-	78%
Germany	-	-	-	59%	-	77%
Japan	-	-	-	62%	-	72%
France	-	-	-	62%	-	69%
UK	-	-	-	49%	-	64%
India	-	-	-	38%	-	60%
USA	-	-	-	41%	-	59%
China	-	-	-	36%	-	57%
Russia	-	-	-	35%	-	52%



Base: All participants in Ireland [500]



Perceptions of soft power across key metrics

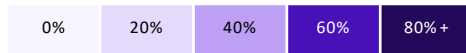
Thinking specifically about *[COUNTRY]*, to what extent do you agree or disagree with the following statements?

[COUNTRY'S] government treats everybody who lives in the country fairly

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	52%	-	75%
France	-	-	-	48%	-	70%
Ireland	-	-	-	59%	-	70%
Japan	-	-	-	52%	-	63%
UK	-	-	-	48%	-	62%
USA	-	-	-	30%	-	55%
India	-	-	-	31%	-	54%
China	-	-	-	14%	-	52%
Russia	-	-	-	35%	-	48%

[COUNTRY'S] government contributes its fair share to aiding development

	2016 (pre referendum)	2016 (post referendum)	2018	2020	2021	2023
Germany	-	-	-	57%	-	79%
Ireland	-	-	-	61%	-	77%
UK	-	-	-	49%	-	66%
Japan	-	-	-	44%	-	64%
USA	-	-	-	35%	-	63%
India	-	-	-	29%	-	59%
France	-	-	-	45%	-	56%
China	-	-	-	20%	-	53%
Russia	-	-	-	37%	-	46%



Base: All participants in Ireland [500]



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 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 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 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 ten 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.

Thank you.

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