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Brain Health Scotland: Risk Factor Surveillance Report 2022

Ipsos MORI

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Introduction and methods

Introduction

In December 2021, Brain Health Scotland commissioned Ipsos MORI Scotland to undertake a representative survey of Scottish adults, aged 30-59, to provide a baseline measure of the prevalence of different risk factors for dementia. Specifically, the survey examined risks in the areas of sleep, high blood pressure, diabetes, physical activity, smoking, drinking, BMI, hearing difficulties, concussion, social contact, stress, depression, mental stimulation, air pollution, and brain health. The survey took place before the launch of a campaign by Brain Health Scotland which aims to raise awareness and encourage positive choices in relation to brain health.

Methods

Survey data has been collected by Ipsos MORI's UK KnowledgePanel, an online random probability panel which provides gold standard insights into the UK population, by providing bigger sample sizes via the most rigorous research methods. Ipsos MORI interviewed a representative sample of 931 adults aged 30-59 in Scotland, between 9th and 15th December 2021.

To ensure a representative sample, data are weighted by age, gender, region, Scottish Index of Multiple Deprivation quintile, education, ethnicity and number of adults in the household in order to reflect the profile of the population of adults aged 30-59 in Scotland.

The questionnaire is shown in the Appendix.

Notes

Any differences between sub-groups referred to in this report are statistically significant at the 95% confidence level.

Where responses do not sum to 100%, this may be due to rounding, missing or 'don't know' responses.

Key findings

Overall, 96% of adults aged 30-59 living in Scotland had at least one of the 14 risk factors measured in this survey, with the vast majority (91%) having between 1 and 6 risks.

Men on average had a higher number of risks than women.

Some of the risk factors were experienced by over half of respondents. The most prevalent risk factors were having a BMI over 25 (55%), not getting at least 7 hours sleep at night (54%), and regular exposure to air pollution (53% think they are exposed to this on at least a weekly basis).

Other risk factors were also prevalent among around a third of respondents, with 38% of respondents reporting that they feel stressed on a regular basis.

This was followed by a third (33%) of respondents reporting that they had social contact only once a month or less, and almost a third (29%) reporting that they did not get at least 2.5 hours of exercise in the week prior to taking part in the survey.

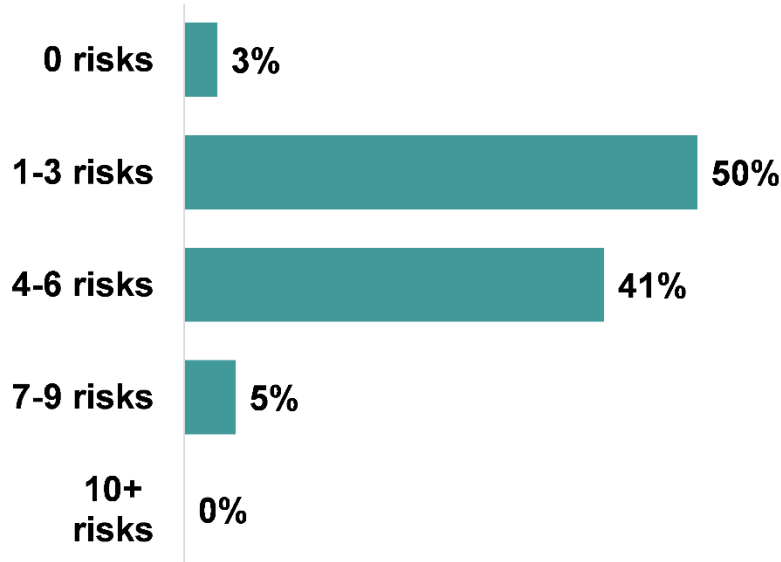
The least common risk factors were smoking tobacco products nowadays (13%), having high blood pressure (12%), having hearing difficulties (7%), and having type 2 diabetes (5%).

With regards to preventative measures, results also showed that nearly two thirds (64%) of respondents reported that they have not taken steps to protect their brain health.

Overview of risk factors

Overall, 96% of respondents have at least one risk that was measured in this study. Figure 1 shows the breakdowns for the numbers of risks, where the vast majority of respondents (91%) have between 1 and 6 risks, while 3% have no risks, and 0% have more than 10 out of the 14 risk factors measured.

Figure 1.1: Breakdowns of proportions of numbers of risk factors



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

Associations with a higher number of risk factors

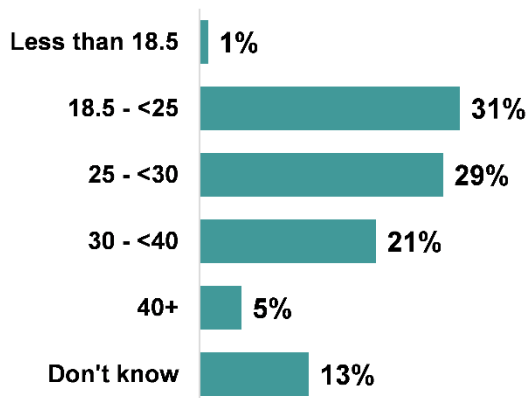
- Being male – on average men had 3.8 risks and women had 3.2 risks.

Risk factors

BMI

Over half (55%) of respondents have a BMI of 25 or over, where a third (31%) have a BMI of 18.5 to <25, 1% have a BMI of less than 18.5, and 13% don't know. This was lower than the 2020 Scottish Health Survey figures, where 62% had a BMI over 25 based on their self-reported height and weight – although that figure is based on all adults aged 16+ rather than on 30-59 year olds specifically.

Figure 1.2: How tall are you without your shoes on? And how much do you weigh without your shoes on?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

More likely to have BMI of 25 or over:

- Men were more likely to have a BMI of 25 to 30 (36%).
- Non-graduates (26%) and social renters (34%) were more likely to have BMIs of 30 to 40.

Sleep

Under half (45%) reported sleeping for less than seven hours, while over half of respondents (54%) reported sleeping seven hours or more a night.

Figure 1.3: Q. How many hours do you sleep at night?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

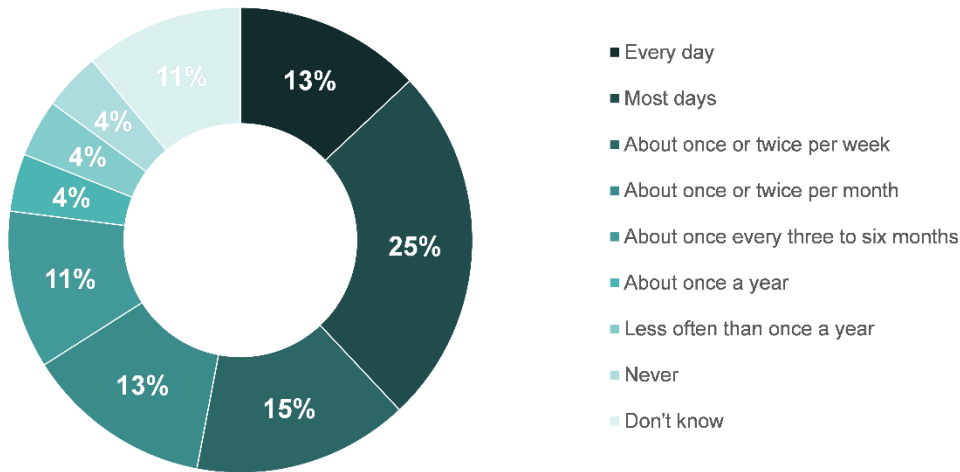
More likely to report getting less than seven hours sleep:

- Men (59%), in contrast to women (49%)
- Social renters (67%) and those who had children in their household (65%)

Air pollution

Over half of respondents (53%) think that they are being exposed to air pollution at least once or twice a week.

Figure 1.4: How often would you say that you personally are exposed to air pollution?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

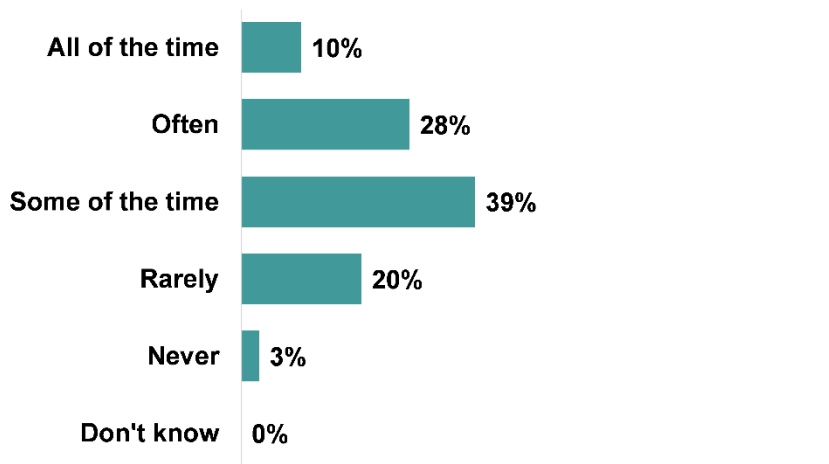
Most likely to think they are exposed to air pollution on at least a weekly basis:

- Those in lower supervisory and technical occupations (76%).
- Those living in Glasgow (68%), and Lothian (61%), and those living in urban areas (58%).
- Those living in SIMD 2 areas - the second most deprived area quintile (62%).
- Men (60%), and those with no children in their household (56%).

Stress

Over a third (38%) of respondents reported feeling stressed either all of the time or often in the two weeks prior to completing the survey.

Figure 1.5: Q. How often have you felt stressed in the past two weeks?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

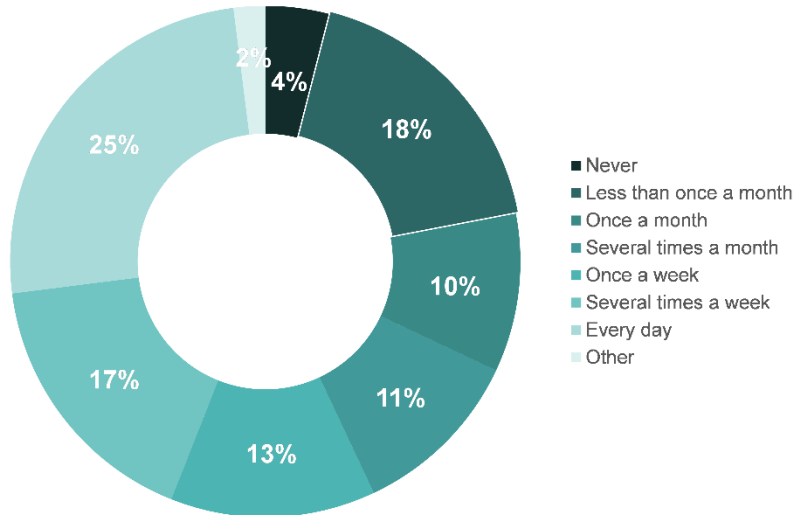
Those more likely to feel stressed all of the time or often:

- Those in the 30-39 age category (48%), those living in the SIMD 2 - second most deprived area quintile (48%), and women (42%).

Social contact

A third (32%) of respondents reported lower levels of social contact, meeting socially with friends, relatives, or work colleagues “Never” (4%), “Less than once a month” (18%), or “Once a month” (10%).

Figure 1.6: Q. How often do you meet socially with friends, relatives, or work colleagues?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

Lower levels of social contact:

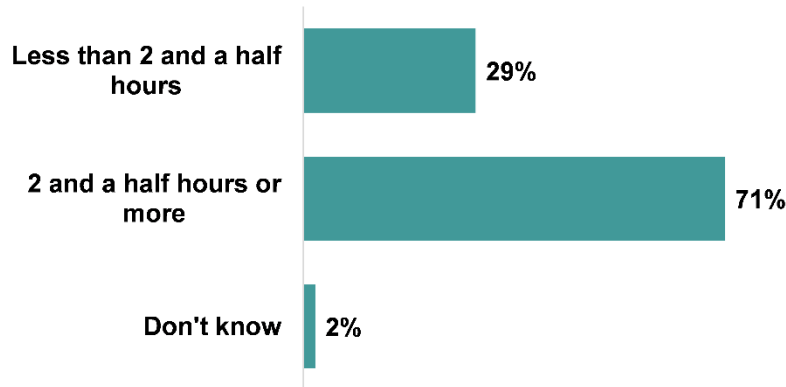
- Those in lower supervisory or technical occupations (16%), those in the lowest income category (£25,999; 9%), those living in central Scotland (11%), and men (7%) were all more likely to say they ‘never’ met socially with family, friends or work colleagues than respondents overall were.

Physical activity

Nearly a third (29%) of respondents reported having done less than two and a half hours exercise in the week prior. This did not vary significantly across key demographics including age, tenure, and education. It should be noted that this result is likely to be subject to under-reporting. It is lower than that recorded by the 2020 Scottish Health Survey¹, where 54% of respondents reported doing less than the recommended 2 and half hours of moderate exercise – although that figure is based on all adults aged 16+ rather than on 30-59 year olds specifically.

¹ The Scottish Health Survey (2020). [August/September 2020: main report](#). It should be noted that the sample in this survey included anyone aged 16 and over, as compared to the age range of 30-59 of the current sample. This should be kept in mind throughout this report when comparing findings.

Figure 1.7: Q. How many moderate hours of physical activity did you do in total across the whole of the last 7 days?



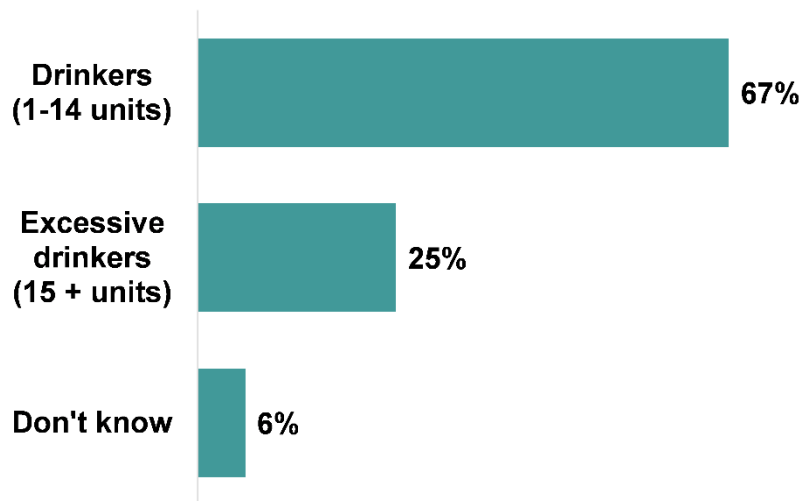
Base: All respondents who exercised on at least one day the week prior = 759

Source: Ipsos MORI for Brain Health Scotland

Drinking

Three quarters (74%) of respondents reported that they drink alcohol nowadays. Of those who do drink alcohol, a quarter (25%) reported having drunk excessively (15+ units) in the last week. This did not vary significantly across key demographics including age, tenure, and education.

Figure 1.8: Q. Thinking about the last 7 days, how many units of alcohol would you say you have drunk?



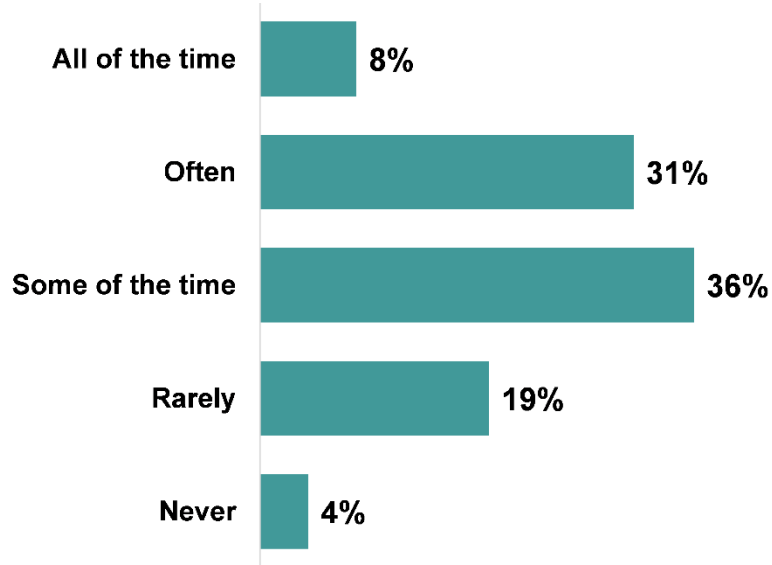
Base: All respondents who drink alcohol nowadays = 713

Source: Ipsos MORI for Brain Health Scotland

Mental stimulation

Nearly a quarter (23%) reported that they rarely or never felt mentally stimulated by their jobs and/or hobbies or interests in the past two weeks.

Figure 1.9: How often have you felt mentally stimulated by your job (if you work), or by your hobbies or interests, in the past two weeks?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

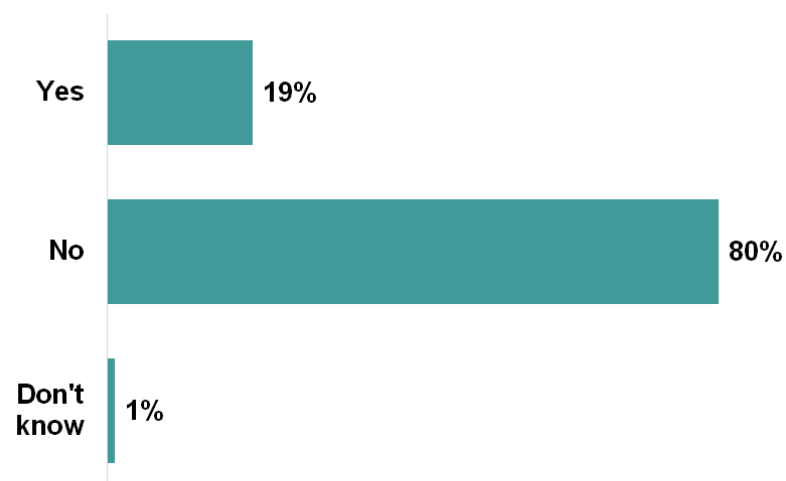
Less likely to feel mentally stimulated:

- Social renters (39%), and those living in SIMD 1 - the most deprived area quintile (35%).

Concussion

One in five (19%) reported having experienced a serious blow to the head or a concussion at some point in their lives. Of those who have ever had a serious blow to the head or a concussion, 94% reported that this was not in the last year.

Figure 1.10: Have you ever had a serious blow to the head or a concussion?



Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

More likely to have had a serious blow to the head or a concussion:

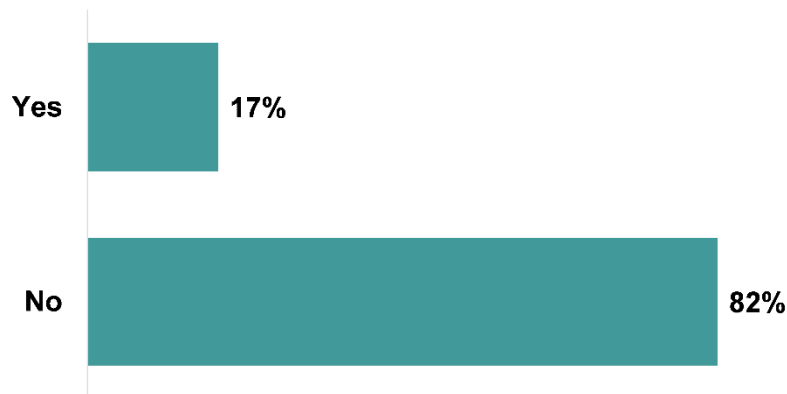
- Men (23%), those in the 50-59 age category (23%), those without children in their household (22%).

- Those with lower supervisory and technical occupations (36%), those in the lowest income category (less than £25,999: 26%), and those who live in Lothian (25%).

Depression

Nearly one in five (17%) of respondents have a current diagnosis or are currently being treated for depression.

Figure 1.11: Q. Do you currently have a diagnosis of depression or are you currently being treated for depression?



Base: All respondents = 931

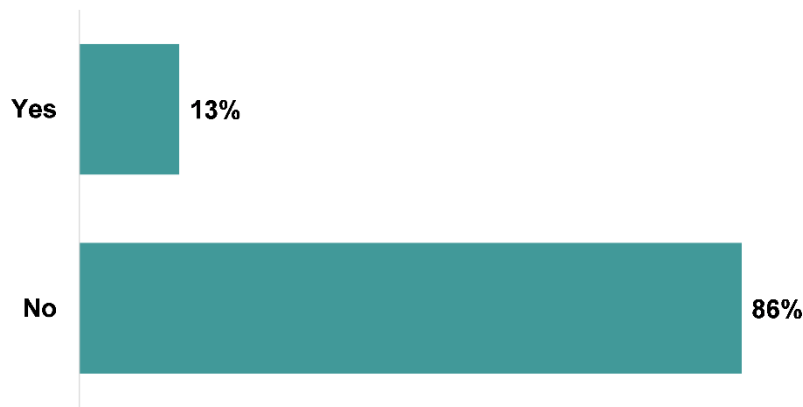
Source: Ipsos MORI for Brain Health Scotland

More likely to be being treated for or have a diagnosis of depression:

- Those not working full-time (27%), those in the 30-39 age category (23%), and women (22%).
- Those who are renting: either social renters (28%), or from a private landlord (27%).
- Those who are in the lowest income category (£25,999: 29%), and those in semi-routine and routine occupations (28%).

Smoking

One in eight (13%) respondents reported that they smoked tobacco products including cigarettes, cigars, or a pipe. This was slightly higher than the 2020 figures from the Scottish Health Survey, where 9% of adults identified as current smokers – although that figure is based on all adults aged 16+ rather than on 30-59 year olds specifically.

Figure 1.12: Q. Do you smoke cigarettes, cigars, or a pipe nowadays?

Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

Those more likely to be smoking tobacco products nowadays:

- Social renters (32%), those not working full time (21%), and those who are non-graduates (17%).
- Those in the lowest annual household income category (up to £25,999: 30%), those living in the North East of Scotland (24%), and those who live in SIMD 1 and 2 - the most deprived (21%) and second most deprived (19%) area quintiles.

Those who do not smoke tobacco products nowadays:

- A third (32%) of those who do not smoke nowadays reported that they quit smoking tobacco products prior to the last 12 months, and two thirds (65%) reported that they have never smoked, while 3% reported quitting in the last 12 months.
- One in ten (11%) of those who do not smoke nowadays reported that they smoke e-cigarettes or vape nowadays.

More likely to have quit smoking in the last 12 months:

- Those living in the South of Scotland (9%).

More likely to have quit smoking more than 12 months ago:

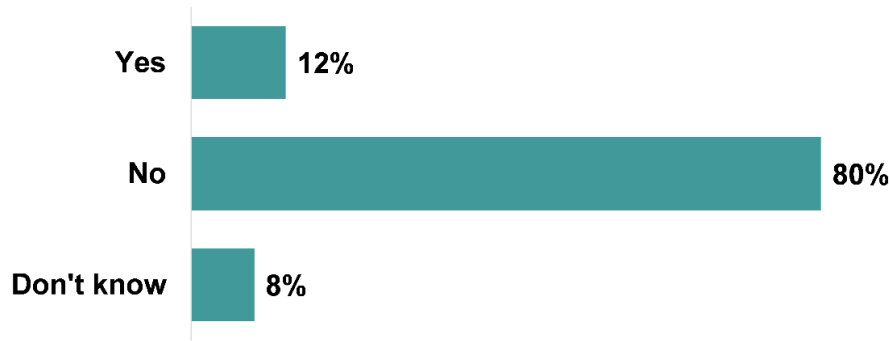
- Those living in the second most deprived areas (41%), those in the 50-59 (36%) age band, and non-graduates (36%).

More likely to smoke e-cigarettes or vape nowadays:

- Social renters (18%), and those who lived in SIMD 2 - the second most deprived areas (17%).

High blood pressure

Four in five respondents (80%) reported that they did not currently have high blood pressure, while 12% reported that they did, and 8% didn't know.

Figure 1.13: Q. Do you currently have high blood pressure?

Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

More likely than average to have high blood pressure:

- Those in the 50-59 age category (17%), social renters (23%), and those living in North East Scotland (20%).

Hearing

One in 14 (7%) of respondents reported they have difficulty hearing, while the vast majority (93%) reported that they did not have difficulty with their hearing.

Figure 1.14: Q. Do you have difficulty hearing?

Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

More likely to have difficulties with their hearing:

- Those who work in lower supervisory and technical occupations (15%), those who live in Glasgow (12%), and those who live in SIMD 4 - the second least deprived area quintile (12%).

Diabetes

Only 5% reported that they currently have Type 2 diabetes, while the vast majority (92%) reported not that they do not currently having Type 2 diabetes, and 2% didn't know.

Figure 1.15: Q. Do you currently have Type 2 diabetes?

Base: All respondents = 931

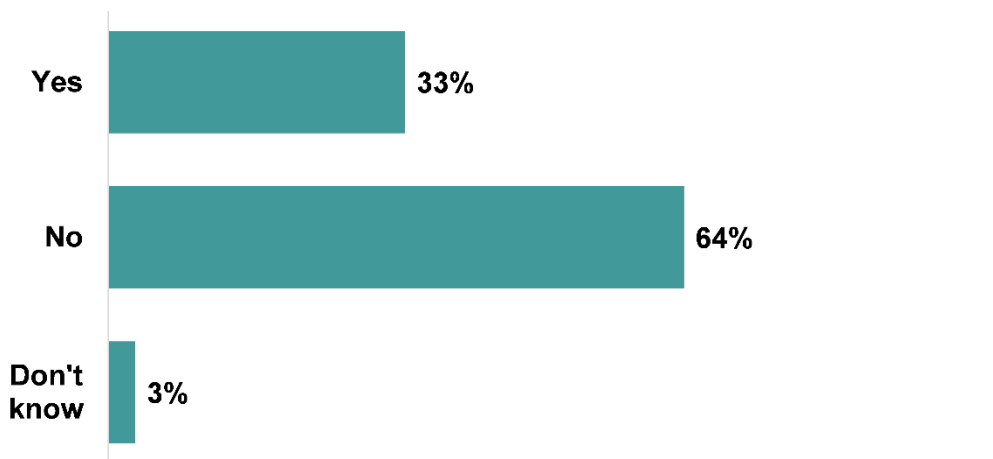
Source: Ipsos MORI for Brain Health Scotland

More likely than average to have Type 2 Diabetes:

- Those in the 50-59 age category (10%).
- Social renters (12%).
- Those who have intermediate occupations (e.g., positions in clerical, sales, service, and technical occupations that do not involve general planning or supervisory responsibilities) (11%).
- Those who live in Mid Scotland and Fife (11%).

Protecting future brain health

Almost two thirds (64%) reported that they have not taken steps in their own lifestyle to protect their brain health in the future, while a third (33%) reported they have done so.

Figure 1.16: Have you taken any steps with your own lifestyle, specifically to protect your brain health in the future?

Base: All respondents = 931

Source: Ipsos MORI for Brain Health Scotland

Less likely to take steps to protect their brain health:

- Those aged 40-49 were less likely than average to have taken steps to protect their future brain health (70%).

Appendix

Brain Health Survey questionnaire

ASK ALL
SINGLE CODE

Q1

First, how many hours do you usually sleep for each night? Would you say you usually sleep for...
Sleep

Please select one option only

ROTATE ORDER OF ANSWER CODES 1 AND 2 FOR HALF OF RESPONDENTS

1. 7 hours or more

2. Less than 7 hours

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q2

Do you currently have high blood pressure (sometimes called hypertension)? **BIPress**

Please select one option only

1. Yes

2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q3

Do you currently have Type 2 diabetes? **Diabetes**

Please select one option only

1. Yes

2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
MULTIPLE CODE

Q4

Moderate activities are activities that take moderate physical effort and make you breathe somewhat harder than normal. Examples include digging in the garden, spring cleaning or other heavy housework, brisk walking, or gentle swimming or cycling.

During the last 7 days, on which days did you do moderate physical activities? **PhysActDays**

Please select all that apply

1. Monday

2. Tuesday

3. Wednesday

4. Thursday

5. Friday

6. Saturday

7. Sunday

8. None of these days

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL WHO EXERCISED ON ANY OF THESE DAYS (CODES 1-7 AT PhysActDays)
SINGLE CODE

Q5

How many hours of moderate physical activities did you do in total across the whole of the last 7 days? Did you do... PhysActHours

Please select one option only

ROTATE ORDER OF ANSWER CODES 1 AND 2 FOR HALF OF RESPONDENTS

1. Less than 2 and a half hours
 2. 2 and a half hours or more
998. Don't know [EXCLUSIVE]
999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q6

Do you smoke cigarettes, cigars or a pipe nowadays? This does not include smoking e-cigarettes. SmokeNow

Please select one option only

1. Yes
 2. No
998. Don't know [EXCLUSIVE]
999. Prefer not to say [EXCLUSIVE]

ASK ALL WHO DO NOT SMOKE NOWADAYS (CODE 2 AT SmokeNow)
SINGLE CODE

Q7

Have you quit smoking cigarettes, cigars, or a pipe in the last 12 months? SmokeYear

Please select one option only

1. Yes – I have quit smoking cigarettes, cigars, or a pipe in the last 12 months
 2. No – I quit smoking cigarettes, cigars, or a pipe before that
 3. No – I have never smoked cigarettes, cigars or a pipe
998. Don't know [EXCLUSIVE]
999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q8

Do you vape or smoke e-cigarettes nowadays? VapeNow

Please select one option only

1. Yes
 2. No
998. Don't know [EXCLUSIVE]
999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q9

Do you ever drink alcohol nowadays, including drinks you brew or make at home? AlcEver

Please select one option only

1. Yes
 2. No
998. Don't know [EXCLUSIVE]
999. Prefer not to say [EXCLUSIVE]

ASK ALL WHO DRINK ALCOHOL NOWADAYS (CODE 1 AT AlcEver)

Q10

Thinking about the last 7 days, how many units of alcohol would you say you have drunk? As a guide, there is one unit of alcohol in half a pint of beer, a single measure of spirits, or a small glass of wine. There are two units of alcohol in a pint of beer or a large glass of wine. **AlcUnits**

Please enter the number of units

Units (NUMBER RANGE 1 to 100)

UNIT CHECK WORDING IF ANSWER OUTSIDE VALID RANGE: Your answer is not within the range for this question. Please enter an answer between 1 and 100 units.

ENTER NUMBER

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL

Q11

How tall are you without your shoes on? Please fill in your height in feet and inches or in centimetres. **BMIHeight**

{Default box is feet and inches but with button to click to get cm}

Feet (NUMBER RANGE 3 to 7) and inches (NUMBER RANGE 0 to 11 with .0 and .5 and whole numbers with no decimal mentioned allowed)

HEIGHT CHECK WORDING IF NO ANSWER IN INCHES: Missing Answer: Please enter a value for feet AND inches. If your height is an exact number of feet, please enter 0 in the inches box. There are 12 inches in a foot.

HEIGHT CHECK WORDING IF ANSWER OUTSIDE VALID RANGE: Your answer is not within the range for this question. Please enter an answer between 3 foot 0 inches and 7 foot 11.5 inches. There are 12 inches in a foot.

If selected: Centimetres (NUMBER RANGE 90 to 240)

[NOTE TO SCRIPTER – IF PUTS HIGHER OR LOWER THAN ALLOWED ADD – ‘Your answer, <INSERT ANSWER> is not within the range for this question. Please enter an answer between <LOWEST NUMBER ALLOWED> and <HIGHEST NUMBER ALLOWED>.’

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL

Q12

And how much do you weigh without your shoes on? Please fill in your weight in stones AND pounds or in kilograms. **BMIWeight**

{Default box is stones and pounds but with button to click to get kg}

STONES (NUMBER RANGE 3 to 40) POUNDS (NUMBER RANGE 0 to 13)

WEIGHT CHECK WORDING IF POUNDS MISSING: Missing Answer: Please enter a value for stones AND pounds. If your weight is an exact number of stones please enter 0 in the pounds box.

WEIGHT CHECK WORDING ANSWER OUTSIDE VALID RANGE: Your answer is not within the range for this question. Please enter an answer between 3 stone 0 pounds and 40 stone 0 pounds. There are 14 pounds in a stone.

If selected: KILOGRAMS (NUMBER RANGE 20 to 250)

[NOTE TO SCRIPTER – IF PUTS HIGHER OR LOWER THAN ALLOWED ADD – ‘Your answer, <INSERT ANSWER> is not within the range for this question. Please enter an answer between <LOWEST NUMBER ALLOWED> and <HIGHEST NUMBER ALLOWED>.’

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL

SINGLE CODE

Q13

Do you have difficulty hearing? If you use a hearing aid, please say whether you still have difficulty hearing when you are using your hearing aid. **HearDiff**

Please select one option only

1. Yes
2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q14

Have you ever had a serious blow to your head or a concussion? HeadInj

Please select one option only

1. Yes
2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q15

And have you had a serious blow to your head or a concussion in the last 12 months? HeadYear

Please select one option only

1. Yes
2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q16

How often do you meet socially with friends, relatives or work colleagues? This can also include day-to-day interactions with those you live with. Social

Please select one option only

REVERSE ORDER OF ANSWER CODES 1-7 FOR HALF OF RESPONDENTS

1. Never
2. Less than once a month
3. Once a month
4. Several times a month
5. Once a week
6. Several times a week
7. Every day

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE

Q17

How often have you felt stressed in the past two weeks? Stress

Please select one option only

REVERSE ORDER OF ANSWER CODES 1-5 FOR HALF OF RESPONDENTS

1. All of the time
2. Often
3. Some of the time
4. Rarely
5. Never

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE**Q18**

Do you currently have a diagnosis of depression or are you currently being treated for depression?

Depress

Please select one option only

1. Yes, I currently have a diagnosis of depression and/or am being treated for depression
2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE**Q19**

How often have you felt mentally stimulated by your job (if you work), or by your hobbies or interests, in the past two weeks? MentStim

Please select one option only

REVERSE ORDER OF ANSWER CODES 1-5 FOR HALF OF RESPONDENTS

1. All of the time
2. Often
3. Some of the time
4. Rarely
5. Never

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE**Q20**

How often would you say that you personally are exposed to air pollution? AirPoll

Please select one option only

REVERSE ORDER OF ANSWER CODES 1-8 FOR HALF OF RESPONDENTS

1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three to six months
6. About once every year
7. Less often than once a year
8. Never

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

ASK ALL
SINGLE CODE**Q21**

Have you taken any steps with your own lifestyle, specifically to protect your brain health in the future? Lifestyle

Please select one option only

1. Yes
2. No

998. Don't know [EXCLUSIVE]

999. Prefer not to say [EXCLUSIVE]

Ipsos MORI's standards and accreditations

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

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



ISO 27001

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



ISO 9001

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



Market Research Society (MRS) Company Partnership

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

Data Protection Act 2018

Ipsos MORI is required to comply with the Data Protection Act 2018. It covers the processing of personal data and the protection of privacy.

For more information

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About Ipsos MORI Public Affairs

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

Ipsos MORI

