

Section 3 the data

Methodology

The survey was conducted in two phases. The first phase took place in May in the form of focus group discussions. Two (three in Mexico) groups of between five and ten persons from the target audience were interviewed in each of the thirteen countries. As well as gathering top-of-mind impressions of the UK, the aim of the focus groups was to identify major drivers in forming opinions of other countries and to test topics to be included in the later quantitative stage.

From June to August 200 (300 in India, 400 in Russia) members of the same audience took part in questionnaire-based interviews. In most cases the interviewing was conducted face to face and, as with the focus group interviews, in one of the main local languages, though in some countries where face-to-face interviews were not feasible a telephone survey was organised instead. Quotas were set in each country to ensure that a reasonable cross-section of members of the target audience was contacted.

The precise definition of the target audience of the wider-informed young public was agreed by MORI and the local British Council office to take into account specific local social and cultural factors. Quotas for age and sex were set in each country, and in some countries additional quotas were agreed for educational qualifications, work status, work sector, income (Russia only) and ethnic background (South Africa only).



Country	Cities	Age	Sex
Brazil	São Paulo: 37% Recife: 15% Curitiba: 15% Rio: 25% Brasilia: 8%	24–29: 50% 30–35: 50%	M: 50% F: 50%
China	Beijing: 100%	22–28: 50%, 29–35: 50%	M: 50% F: 50%
Egypt	Cairo: 100%	22–28: 50% 29–35: 50%	M: 75% F: 25%
France	Paris: 100%	20–24: 20% 25–29: 40% 30–35: 40%	M: 60% F: 40%
Germany	Berlin: 100%	22–29: 50% 30–35: 50%	M: 50% F: 50%
India	New Delhi: 50% Bangalore: 50%	22–25: 60% 26–29: 20% 30–35: 20%	M: 80% F: 20%
Malaysia	Petaling Jaya: 50% Kuala Lumpur: 50%	22–28: 50% 29–35: 50%	M: 60% F: 40%
Mexico	Mexico City: 100%	25–35: 80% 36–45: 20%	M: 50% F: 50%
Poland	Warsaw: 25% Kraków: 25% Poznań: 25% Gdansk: 25%	20–30: 50% 31–40: 50%	M: 50% F: 50%
Russia	St Petersburg: 25% Moscow: 25% Samara: 25% Ekaterinburg: 25%	20–27: 33% 28–34: 33% 35–40: 33%	M: 50% F: 50%
Saudi Arabia	Jedah: 40% Riyadh: 40% Dammam: 20%	25–29: 40% 30–35: 30% 36–40: 30%	M: 70% F: 30%
South Africa	Durban: 25% Capetown: 25% Johannesburg: 25% Pretoria: 25%	20–25: 40% 26–29: 20% 30–35: 40%	M: 50% F: 50%
Turkey	Istanbul: 33% Ankara: 33% İzmir: 33%	22–29: 40% 30–35: 60%	M: 60% F: 40%

Familiarity

Q. 1

I would like to ask your opinion about five different countries. You probably know some of these better than others. Using the categories on this card, I would like you to tell me how well you feel you know each country. In making your choice, take into account any of the ways you have learned or heard about each country.

Base for this and subsequent answers is all respondents unless otherwise stated.

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France															
Know almost nothing about	(1.0)	217	21	20	2	–	24	21	39	14	3	25	11	32	5
		8%	11%	10%	1%	–	12%	10%	20%	7%	2%	12%	5%	16%	3%
Know just a little	(2.0)	1215	123	144	56	1	87	126	121	127	92	117	71	103	47
		47%	62%	72%	28%	1%	43%	63%	61%	64%	46%	58%	35%	52%	24%
Know a fair amount	(3.0)	798	45	35	108	44	67	35	36	46	86	52	76	57	110
		31%	22%	18%	54%	22%	34%	18%	18%	23%	43%	26%	38%	29%	55%
Know very well	(4.0)	367	11	1	34	155	21	18	1	13	19	7	43	8	37
		14%	5%	1%	17%	77%	11%	9%	1%	6%	10%	4%	21%	4%	19%
Know very well/fair amount		1165	55	36	142	199	89	53	37	59	105	59	118	65	148
		45%	28%	18%	71%	99%	44%	26%	19%	30%	53%	30%	59%	33%	74%
Don't know/hot stated		3	–	–	–	–	–	–	3	–	–	–	–	–	–
		–	–	–	–	–	–	–	2%	–	–	–	–	–	–
Mean score		2.51	2.22	2.09	2.87	3.77	2.43	2.25	1.99	2.29	2.61	2.21	2.75	2.21	2.90
Germany															
Know almost nothing about	(1.0)	278	58	26	2	31	–	16	44	40	–	23	12	26	1
		11%	29%	13%	1%	16%	–	8%	22%	20%	–	11%	6%	13%	–
Know just a little	(2.0)	1150	110	138	70	77	3	124	120	120	54	106	85	102	42
		44%	55%	69%	35%	39%	1%	62%	60%	60%	27%	53%	43%	51%	21%
Know a fair amount	(3.0)	777	24	34	103	61	47	44	30	34	103	62	74	53	108
		30%	12%	17%	52%	31%	23%	22%	15%	17%	52%	31%	37%	27%	54%
Know very well	(4.0)	392	8	2	25	30	150	17	4	5	43	10	29	19	50
		15%	4%	1%	12%	15%	75%	8%	2%	2%	22%	5%	15%	10%	25%
Know very well/fair amount		1169	32	36	128	91	197	61	34	39	146	72	103	72	157
		45%	16%	18%	64%	46%	99%	30%	17%	20%	73%	36%	51%	36%	79%
Don't know/hot stated		2	–	–	–	–	–	–	2	–	–	–	–	–	–
		–	–	–	–	–	–	–	1%	–	–	–	–	–	–
Mean score		2.49	1.91	2.06	2.76	2.45	3.74	2.31	1.97	2.02	2.95	2.30	2.60	2.33	3.03
Japan															
Know almost nothing about	(1.0)	589	54	3	1	87	130	10	15	52	48	80	13	77	19
		23%	27%	2%	–	44%	65%	5%	8%	26%	24%	40%	6%	39%	9%
Know just a little	(2.0)	1184	119	75	97	86	60	84	105	100	124	96	69	83	87
		46%	60%	38%	48%	43%	30%	42%	53%	50%	62%	48%	34%	42%	44%
Know a fair amount	(3.0)	674	25	110	85	19	8	66	73	45	28	23	80	35	77
		26%	13%	55%	42%	10%	4%	33%	37%	23%	14%	11%	40%	18%	39%
Know very well	(4.0)	150	1	12	18	7	2	40	5	3	–	–	39	5	17
		6%	–	6%	9%	4%	1%	20%	3%	1%	–	1%	19%	3%	8%
Know very well/fair amount		824	26	122	102	26	10	106	78	48	28	25	118	40	94
		32%	13%	61%	51%	13%	5%	53%	39%	24%	14%	12%	59%	20%	47%
Don't know/hot stated		3	–	–	–	–	–	–	2	–	–	–	–	–	–
		–	–	–	–	–	–	–	1%	–	–	–	–	–	–
Mean score		2.15	1.86	2.66	2.60	1.73	1.41	2.68	2.34	2.00	1.90	1.73	2.72	1.84	2.46
United Kingdom															
Know almost nothing about	(1.0)	174	28	15	–	3	13	3	12	30	3	27	1	7	34
		7%	14%	8%	–	2%	6%	1%	6%	15%	2%	13%	–	4%	17%
Know just a little	(2.0)	955	92	111	62	61	73	66	66	113	76	103	30	45	56
		37%	46%	56%	31%	31%	37%	33%	33%	57%	38%	51%	15%	23%	28%
Know a fair amount	(3.0)	1067	66	71	92	110	97	84	96	53	97	61	60	113	68
		41%	33%	36%	46%	55%	48%	42%	48%	27%	49%	30%	30%	57%	34%
Know very well	(4.0)	402	14	3	47	25	18	47	25	4	24	11	109	35	42
		15%	7%	2%	23%	13%	9%	23%	13%	2%	12%	5%	54%	18%	21%
Know very well/fair amount		1469	80	74	138	135	114	131	121	57	121	71	169	148	110
		57%	40%	37%	69%	67%	57%	65%	61%	29%	61%	36%	84%	74%	55%
Don't know/hot stated		2	–	–	–	1	–	–	1	–	–	–	–	–	–
		–	–	–	–	1%	–	–	1%	–	–	–	–	–	–
Mean score		2.65	2.33	2.31	2.93	2.79	2.60	2.88	2.67	2.16	2.71	2.28	3.38	2.88	2.59
United States															
Know almost nothing about	(1.0)	89	3	2	–	19	23	1	6	2	4	17	2	7	3
		3%	1%	1%	–	10%	12%	1%	3%	1%	2%	8%	1%	4%	1%
Know just a little	(2.0)	660	50	50	48	52	67	48	51	36	72	95	17	47	26
		25%	25%	25%	24%	26%	34%	24%	26%	18%	36%	47%	9%	24%	13%
Know a fair amount	(3.0)	1211	107	119	78	97	87	72	107	93	103	80	47	113	109
		47%	53%	60%	39%	49%	43%	36%	54%	46%	52%	40%	23%	57%	55%
Know very well	(4.0)	639	40	29	75	31	22	79	35	69	21	9	134	33	62
		25%	20%	15%	37%	16%	11%	39%	18%	34%	11%	5%	67%	17%	31%
Know very well/fair amount		1850	147	148	152	129	109	150	142	162	124	89	181	146	172
		71%	73%	74%	76%	64%	55%	75%	71%	81%	62%	45%	90%	73%	86%
Don't know/hot stated		1	–	–	–	–	–	–	1	–	–	–	–	–	–
		–	–	–	–	–	–	–	1%	–	–	–	–	–	–
Mean score		2.92	2.92	2.88	3.13	2.70	2.54	3.14	2.86	3.14	2.71	2.41	3.56	2.86	3.16



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France															
Very favourable	(2.0)	513	30	31	67	59	24	23	24	68	59	40	44	31	13
		22%	17%	17%	34%	30%	14%	13%	15%	37%	30%	23%	23%	18%	7%
Mainly favourable	(1.0)	1238	112	117	111	103	98	72	59	92	107	106	87	78	97
		52%	63%	65%	56%	51%	56%	40%	37%	49%	54%	60%	46%	46%	50%
Neither/nor	(0.0)	471	25	28	18	18	43	64	57	21	26	23	48	47	53
		20%	14%	16%	9%	9%	24%	36%	36%	11%	13%	13%	25%	28%	27%
Mainly unfavourable	(-1.0)	107	12	3	1	14	9	10	12	4	5	3	3	7	26
		5%	7%	2%	1%	7%	5%	5%	8%	2%	3%	1%	2%	4%	13%
Very unfavourable	(-2.0)	31	-	1	1	5	2	4	2	1	-	3	3	4	5
		1%	-	1%	1%	3%	1%	2%	1%	-	-	3%	2%	3%	3%
Favourable		1751	142	148	178	162	122	95	83	160	166	146	131	109	110
		74%	79%	82%	90%	81%	69%	53%	53%	86%	84%	83%	69%	65%	57%
Unfavourable		138	12	4	2	19	11	14	14	5	5	5	6	11	31
		6%	7%	2%	1%	10%	6%	8%	9%	3%	3%	3%	3%	7%	16%
Don't know/not stated		20	-	-	-	1	-	6	4	1	-	3	5	1	-
		1%	-	-	-	1%	-	3%	3%	1%	-	1%	3%	1%	-
Mean score		.89	.90	.97	1.22	.99	.76	.58	.59	1.20	1.12	1.03	.90	.75	.45

Favourability

Q. 2

Now, using the categories on the card, please tell me how favourable or unfavourable your overall opinion or impression of each country is. Take into account any of the things that you think are important. Remember that it is your overall opinion or impression that we are interested in.

Base: All those who know at least a little.

Germany															
Very favourable	(2.0)	367	17	12	78	29	13	20	14	51	28	30	41	23	11
		16%	12%	7%	39%	17%	6%	11%	9%	32%	14%	17%	22%	13%	5%
Mainly favourable	(1.0)	1096	70	84	102	89	126	79	48	76	99	96	82	77	68
		47%	49%	48%	52%	53%	63%	43%	31%	48%	50%	54%	43%	44%	34%
Neither/nor	(0.0)	611	46	45	11	26	52	61	77	27	56	36	49	53	75
		26%	32%	26%	6%	15%	26%	33%	50%	17%	28%	20%	26%	30%	38%
Mainly unfavourable	(-1.0)	191	9	28	4	21	10	14	11	6	12	12	10	15	40
		8%	6%	16%	2%	13%	5%	7%	7%	4%	6%	7%	5%	9%	20%
Very unfavourable	(-2.0)	30	-	4	3	3	-	3	1	-	4	2	1	3	6
		1%	-	2%	2%	2%	-	1%	1%	-	2%	1%	1%	2%	3%
Favourable		1462	87	96	180	119	139	100	62	127	127	126	122	100	78
		63%	62%	55%	91%	70%	69%	54%	40%	80%	64%	71%	65%	57%	39%
Unfavourable		221	9	32	7	24	10	16	12	6	16	14	11	18	46
		10%	6%	18%	4%	14%	5%	9%	8%	4%	8%	8%	6%	10%	23%
Don't know/not stated		25	-	1	-	-	-	8	3	-	1	3	7	3	-
		1%	-	1%	-	-	-	4%	2%	-	1%	1%	4%	2%	-
Mean score		.69	.68	.42	1.25	.71	.71	.57	.42	1.08	.68	.80	.83	.60	.18

Japan															
Very favourable	(2.0)	409	14	-	82	9	4	60	15	65	21	16	73	8	44
		20%	9%	-	41%	8%	6%	32%	8%	44%	14%	13%	39%	7%	24%
Mainly favourable	(1.0)	781	70	10	70	42	22	74	93	65	52	66	72	49	96
		39%	48%	5%	35%	37%	32%	39%	51%	44%	34%	55%	38%	40%	53%
Neither/nor	(0.0)	509	42	23	42	38	31	40	61	16	73	28	36	47	33
		25%	29%	12%	21%	34%	45%	21%	33%	11%	48%	23%	19%	38%	18%
Mainly unfavourable	(-1.0)	189	18	83	5	19	11	10	7	1	6	4	2	17	6
		9%	13%	42%	2%	17%	15%	5%	4%	1%	4%	3%	1%	14%	3%
Very unfavourable	(-2.0)	95	1	80	1	2	1	1	4	1	-	2	-	1	2
		5%	1%	41%	-	2%	1%	-	2%	1%	-	1%	-	1%	1%
Favourable		1190	83	10	151	51	26	134	108	130	73	82	145	57	140
		59%	57%	5%	76%	46%	38%	70%	59%	88%	48%	68%	77%	46%	77%
Unfavourable		284	19	163	6	21	12	10	11	2	6	6	2	18	8
		14%	13%	83%	3%	19%	17%	5%	6%	1%	4%	5%	1%	15%	4%
Don't know/not stated		25	1	1	-	2	-	6	3	-	-	6	5	1	1
		1%	1%	1%	-	2%	-	3%	2%	-	-	5%	3%	1%	-
Mean score		.62	.53	-1.19	1.14	.34	.25	.99	.60	1.30	.58	.79	1.18	.38	.96

Q. 2 (continued)

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
United Kingdom															
Very favourable	(2.0)	471	42	4	68	20	15	43	26	54	39	27	78	42	14
		19%	24%	2%	34%	10%	8%	22%	14%	32%	20%	16%	39%	22%	9%
Mainly favourable	(1.0)	1240	96	88	101	107	97	101	103	80	109	107	87	104	60
		51%	56%	48%	51%	54%	52%	51%	55%	47%	55%	61%	44%	54%	36%
Neither/nor	(0.0)	488	30	42	26	37	61	38	43	33	35	27	25	33	56
		20%	18%	23%	13%	19%	33%	19%	23%	20%	18%	16%	13%	17%	34%
Mainly unfavourable	(-1.0)	161	3	39	1	25	13	10	6	–	9	8	5	13	29
		7%	2%	21%	–	13%	7%	5%	3%	–	5%	5%	2%	7%	18%
Very unfavourable	(-2.0)	41	–	10	4	3	2	3	6	2	4	3	1	–	4
		2%	–	5%	2%	2%	1%	1%	3%	1%	2%	1%	–	–	3%
Favourable		1711	138	92	169	127	111	144	129	134	148	134	165	146	75
		71%	80%	50%	85%	65%	59%	73%	69%	79%	75%	77%	83%	76%	45%
Unfavourable		202	3	49	5	28	15	12	12	2	13	11	6	13	34
		8%	2%	26%	2%	14%	8%	6%	6%	1%	7%	6%	3%	7%	20%
Don't know/not stated		23	1	2	–	4	–	3	3	1	1	3	3	1	2
		1%	1%	1%	–	2%	–	1%	2%	1%	1%	1%	1%	1%	1%
Mean score		.81	1.03	.20	1.14	.60	.58	.88	.74	1.09	.87	.86	1.20	.91	.31
United States															
Very favourable	(2.0)	724	66	14	100	43	30	108	39	66	40	17	115	55	31
		29%	33%	7%	50%	24%	17%	54%	20%	33%	20%	9%	58%	28%	16%
Mainly favourable	(1.0)	1065	94	107	68	77	73	61	98	87	86	80	59	96	78
		42%	48%	54%	34%	43%	41%	31%	51%	44%	44%	44%	30%	50%	40%
Neither/nor	(0.0)	391	21	33	17	27	48	12	35	25	47	39	14	31	44
		16%	11%	17%	8%	15%	27%	6%	18%	12%	24%	21%	7%	16%	22%
Mainly unfavourable	(-1.0)	228	15	20	3	25	23	10	15	16	16	37	10	8	31
		9%	7%	10%	1%	14%	13%	5%	8%	8%	8%	20%	5%	4%	16%
Very unfavourable	(-2.0)	91	1	23	13	8	1	7	3	4	6	9	–	3	13
		4%	–	12%	6%	4%	1%	4%	2%	2%	3%	5%	–	2%	7%
Favourable		1789	160	121	167	121	103	169	137	153	126	97	174	151	109
		71%	81%	61%	84%	67%	59%	85%	71%	77%	64%	53%	88%	78%	55%
Unfavourable		320	16	43	16	33	24	17	18	20	22	46	10	11	44
		13%	8%	22%	8%	18%	14%	9%	9%	10%	11%	25%	5%	6%	23%
Don't know/not stated		11	–	1	–	–	1	1	3	1	1	2	1	–	–
		–	–	1%	–	–	1%	–	2%	–	1%	1%	–	–	–
Mean score		.84	1.06	.35	1.19	.68	.62	1.28	.82	.99	.71	.33	1.41	.99	.42



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France															
Strongly agree	(2.0)	400	27	3	75	22	9	20	34	64	28	19	47	14	39
		15%	14%	2%	37%	11%	4%	10%	17%	32%	14%	10%	23%	7%	20%
Tend to agree	(1.0)	1052	88	42	98	117	55	91	88	94	84	66	96	62	73
		40%	44%	21%	49%	58%	27%	45%	44%	47%	42%	33%	48%	31%	36%
Neither/nor	(0.0)	565	30	54	21	27	80	48	53	30	41	48	38	71	24
		22%	15%	27%	10%	14%	40%	24%	27%	15%	21%	24%	19%	36%	12%
Tend to disagree	(-1.0)	411	41	76	6	31	39	10	13	13	33	49	16	29	56
		16%	20%	38%	3%	16%	20%	5%	7%	6%	17%	24%	8%	15%	28%
Strongly disagree	(-2.0)	58	11	4	-	2	5	3	2	-	9	7	-	10	5
		2%	5%	2%	-	1%	2%	2%	1%	-	5%	4%	-	5%	3%
Agree		1452	116	45	172	139	63	110	122	158	112	85	143	76	112
		56%	58%	23%	86%	69%	32%	55%	61%	79%	56%	43%	71%	38%	56%
Disagree		469	51	80	6	33	44	14	15	13	42	56	16	39	61
		18%	26%	40%	3%	17%	22%	7%	8%	6%	21%	28%	8%	20%	31%
Don't know/not stated		114	3	21	1	1	13	28	10	-	5	12	4	14	3
		4%	1%	11%	-	1%	6%	14%	5%	-	3%	6%	2%	7%	1%
Mean score		.53	.41	-.20	1.21	.63	.13	.66	.73	1.04	.46	.22	.89	.22	.43

Science and technology

Q. 3a

Now I am going to read out some statements about the same five countries. For each country and each statement, taking your answer from this card, please tell me the extent to which you agree or disagree.

(Country name) has a strong reputation at the moment for scientific and technological innovation.

Germany															
Strongly agree	(2.0)	869	77	31	156	18	30	35	56	106	76	49	85	73	76
		33%	38%	16%	78%	9%	15%	17%	28%	53%	38%	24%	43%	37%	38%
Tend to agree	(1.0)	1120	89	93	41	83	109	89	91	64	98	98	83	93	89
		43%	45%	47%	20%	42%	55%	45%	46%	32%	49%	49%	41%	47%	44%
Neither/nor	(0.0)	356	18	30	3	51	34	43	39	25	17	31	22	21	21
		14%	9%	15%	1%	26%	17%	21%	20%	12%	9%	15%	11%	11%	11%
Tend to disagree	(-1.0)	144	9	16	-	34	24	8	4	4	8	15	8	5	9
		6%	4%	8%	-	17%	12%	4%	2%	2%	4%	7%	4%	3%	4%
Strongly disagree	(-2.0)	22	1	3	-	4	-	4	2	-	1	3	-	2	3
		1%	-	2%	-	2%	-	2%	1%	-	1%	1%	-	1%	1%
Agree		1989	166	124	197	102	140	124	147	170	174	146	168	166	165
		76%	83%	62%	99%	51%	70%	62%	74%	85%	87%	73%	84%	83%	83%
Disagree		166	10	19	-	38	24	12	6	4	9	17	8	7	12
		6%	5%	10%	-	19%	12%	6%	3%	2%	5%	9%	4%	4%	6%
Don't know/not stated		90	6	27	-	9	2	21	8	1	-	7	2	6	2
		3%	3%	14%	-	5%	1%	10%	4%	-	-	3%	1%	3%	1%
Mean score		1.06	1.20	.77	1.77	.41	.73	.79	1.02	1.37	1.20	.90	1.24	1.19	1.15

Japan															
Strongly agree	(2.0)	1652	139	42	178	50	97	123	122	159	158	139	150	124	172
		64%	69%	21%	89%	25%	48%	62%	61%	79%	79%	69%	75%	62%	86%
Tend to agree	(1.0)	679	43	107	19	91	71	45	61	33	29	50	45	64	20
		26%	21%	54%	9%	46%	36%	22%	31%	17%	15%	25%	22%	32%	10%
Neither/nor	(0.0)	123	12	14	2	22	13	17	13	5	10	5	4	5	2
		5%	6%	7%	1%	11%	6%	8%	7%	2%	5%	3%	2%	3%	1%
Tend to disagree	(-1.0)	87	5	30	1	24	8	3	3	3	2	4	-	3	1
		3%	2%	15%	-	12%	4%	2%	2%	1%	1%	2%	-	2%	-
Strongly disagree	(-2.0)	12	-	3	-	3	-	-	1	-	-	-	-	1	4
		-	-	2%	-	2%	-	1%	-	-	-	-	-	1%	2%
Agree		2331	182	149	197	142	168	168	183	192	187	189	194	188	193
		90%	91%	75%	99%	71%	84%	84%	92%	96%	94%	94%	97%	94%	96%
Disagree		98	5	33	1	27	8	3	4	3	2	4	-	4	4
		4%	2%	17%	-	14%	4%	2%	2%	1%	1%	2%	-	2%	2%
Don't know/not stated		48	2	4	-	9	12	12	-	-	1	3	2	3	1
		2%	1%	2%	-	5%	6%	6%	-	-	1%	1%	1%	2%	-
Mean score		1.52	1.59	.79	1.87	.85	1.36	1.53	1.50	1.74	1.72	1.64	1.74	1.56	1.79

Q. 3a (continued)

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
United Kingdom															
Strongly agree	(2.0)	509	37	4	87	6	14	53	27	42	38	26	107	39	29
		20%	18%	2%	43%	3%	7%	27%	14%	21%	19%	13%	53%	20%	15%
Tend to agree	(1.0)	1088	94	39	97	71	75	102	114	111	89	79	66	85	67
		42%	47%	20%	48%	36%	38%	51%	57%	56%	45%	39%	33%	43%	33%
Neither/nor	(0.0)	556	44	58	8	57	78	25	42	33	46	44	20	55	44
		21%	22%	29%	4%	29%	39%	13%	21%	17%	23%	22%	10%	28%	22%
Tend to disagree	(-1.0)	301	16	68	7	55	21	8	12	8	21	33	6	14	32
		12%	8%	34%	3%	28%	11%	4%	6%	4%	11%	17%	3%	7%	16%
Strongly disagree	(-2.0)	53	8	13	–	6	3	4	1	1	4	4	–	–	10
		2%	4%	7%	–	3%	1%	2%	1%	–	2%	2%	–	–	5%
Agree		1597	131	43	183	77	89	155	141	154	127	104	173	124	96
		61%	66%	22%	92%	39%	44%	78%	71%	77%	64%	52%	86%	62%	48%
Disagree		354	23	81	7	61	24	12	13	9	25	37	6	14	42
		14%	12%	41%	3%	31%	12%	6%	7%	4%	13%	18%	3%	7%	21%
Don't know/not stated		93	2	18	2	4	9	7	4	4	2	16	1	7	18
		4%	1%	9%	1%	2%	4%	4%	2%	2%	1%	8%	–	4%	9%
Mean score		.68	.69	-.26	1.33	.08	.39	1.00	.79	.95	.69	.49	1.38	.77	.40
United States															
Strongly agree	(2.0)	1808	166	150	169	123	100	158	128	137	155	81	173	104	165
		70%	83%	75%	85%	61%	50%	79%	64%	68%	78%	40%	86%	52%	83%
Tend to agree	(1.0)	663	31	44	27	60	93	35	59	61	34	85	23	86	25
		25%	16%	22%	13%	30%	46%	17%	30%	31%	17%	43%	12%	43%	12%
Neither/nor	(0.0)	60	1	1	3	9	5	2	6	–	4	16	3	6	4
		2%	–	1%	1%	5%	2%	1%	3%	–	2%	8%	1%	3%	2%
Tend to disagree	(-1.0)	37	1	2	1	4	–	1	4	2	4	14	–	2	2
		1%	–	1%	–	2%	–	1%	2%	1%	2%	7%	–	1%	1%
Strongly disagree	(-2.0)	15	–	–	–	1	1	2	1	–	2	3	–	2	4
		1%	–	–	–	1%	–	1%	1%	–	1%	2%	–	1%	2%
Agree		2470	197	194	196	183	192	192	187	198	189	166	196	190	190
		95%	99%	97%	98%	91%	96%	96%	94%	99%	95%	83%	98%	95%	95%
Disagree		52	1	2	1	5	1	3	5	2	6	17	–	4	5
		2%	–	1%	–	3%	–	2%	3%	1%	3%	8%	–	2%	3%
Don't know/not stated		18	1	3	–	3	2	3	2	–	1	2	1	–	–
		1%	–	2%	–	2%	1%	1%	1%	–	1%	1%	–	–	–
Mean score		1.63	1.82	1.74	1.82	1.52	1.46	1.75	1.56	1.67	1.69	1.14	1.85	1.44	1.73



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France															
Strongly agree	(2.0)	299	23	2	98	12	7	23	13	34	11	11	38	12	16
		12%	12%	1%	49%	6%	3%	11%	7%	17%	6%	5%	19%	6%	8%
Tend to agree	(1.0)	885	66	66	80	73	49	81	64	83	55	45	84	79	60
		34%	33%	33%	40%	37%	24%	40%	32%	41%	28%	22%	42%	40%	30%
Neither/nor	(0.0)	637	37	40	17	40	69	54	68	56	51	47	59	57	41
		24%	18%	20%	8%	20%	35%	27%	34%	28%	26%	24%	30%	29%	20%
Tend to disagree	(-1.0)	529	52	63	5	66	46	12	30	23	52	72	11	35	61
		20%	26%	32%	2%	33%	23%	6%	15%	11%	26%	36%	5%	18%	31%
Strongly disagree	(-2.0)	115	18	8	-	7	12	1	3	1	29	19	1	2	13
		4%	9%	4%	-	4%	6%	1%	2%	-	15%	10%	-	1%	7%
Agree		1184	89	68	177	85	56	104	77	117	66	55	122	91	76
		46%	45%	34%	89%	43%	28%	52%	39%	59%	33%	28%	61%	46%	38%
Disagree		643	71	71	5	73	58	14	33	24	81	91	12	37	75
		25%	35%	36%	2%	37%	29%	7%	17%	12%	41%	46%	6%	19%	37%
Don't know/not stated		136	3	21	1	1	18	29	22	3	2	7	7	15	8
		5%	1%	11%	-	1%	9%	14%	11%	1%	1%	4%	3%	8%	4%
Mean score		.29	.12	-.05	1.36	.09	-.04	.65	.30	.64	-.17	-.23	.76	.35	.02

Financial services

Q. 3b

(Country name) is a major financial trading centre.

Germany															
Strongly agree	(2.0)	648	76	14	150	38	35	30	17	62	56	19	47	52	52
		25%	38%	7%	75%	19%	18%	15%	9%	31%	28%	9%	23%	26%	26%
Tend to agree	(1.0)	1121	79	87	44	111	133	91	71	82	87	83	83	89	84
		43%	39%	44%	22%	55%	66%	45%	36%	41%	44%	41%	41%	45%	42%
Neither/nor	(0.0)	459	26	36	3	25	22	43	71	45	38	39	44	36	31
		18%	13%	18%	1%	13%	11%	21%	36%	23%	19%	19%	22%	18%	16%
Tend to disagree	(-1.0)	223	8	33	2	19	7	9	22	8	14	43	19	17	22
		9%	4%	17%	1%	10%	3%	5%	11%	4%	7%	21%	10%	9%	11%
Strongly disagree	(-2.0)	45	7	4	1	2	-	5	3	-	5	12	1	-	5
		2%	3%	2%	-	1%	-	3%	2%	-	3%	6%	-	-	3%
Agree		1769	154	101	194	149	168	121	88	144	143	101	129	141	137
		68%	77%	51%	97%	74%	84%	60%	44%	72%	72%	51%	65%	71%	68%
Disagree		268	15	37	3	21	7	14	25	8	19	55	20	17	28
		10%	7%	19%	1%	11%	3%	7%	13%	4%	10%	27%	10%	9%	14%
Don't know/not stated		103	5	26	-	5	3	22	16	3	-	6	7	6	4
		4%	2%	13%	-	3%	1%	11%	8%	1%	-	3%	3%	3%	2%
Mean score		.84	1.07	.43	1.70	.84	1.00	.74	.42	1.01	.88	.27	.80	.91	.80

Japan															
Strongly agree	(2.0)	1309	115	42	182	72	108	81	97	134	91	49	122	97	119
		50%	57%	21%	91%	36%	54%	40%	49%	67%	46%	24%	61%	49%	60%
Tend to agree	(1.0)	867	63	113	16	88	69	79	70	54	56	73	58	72	55
		33%	32%	57%	8%	44%	35%	39%	35%	27%	28%	37%	29%	36%	28%
Neither/nor	(0.0)	200	8	12	2	22	7	18	20	10	36	22	17	17	10
		8%	4%	6%	1%	11%	3%	9%	10%	5%	18%	11%	8%	9%	5%
Tend to disagree	(-1.0)	120	11	23	-	7	3	4	5	1	13	38	2	8	6
		5%	5%	12%	-	4%	1%	2%	3%	-	7%	19%	1%	4%	3%
Strongly disagree	(-2.0)	30	3	5	-	-	1	2	-	-	3	11	-	1	4
		1%	1%	3%	-	-	-	1%	-	-	2%	5%	-	1%	2%
Agree		2176	178	155	198	161	178	160	167	188	147	122	181	169	174
		84%	89%	78%	99%	80%	89%	80%	84%	94%	74%	61%	90%	85%	87%
Disagree		150	14	28	-	7	4	6	5	1	16	48	2	9	11
		6%	7%	14%	-	4%	2%	3%	3%	-	8%	24%	1%	5%	5%
Don't know/not stated		74	1	5	-	10	12	16	8	1	1	9	1	5	5
		3%	-	3%	-	5%	6%	8%	4%	-	1%	4%	-	3%	3%
Mean score		1.31	1.39	.84	1.90	1.19	1.49	1.27	1.35	1.61	1.10	.58	1.51	1.31	1.43

Q. 3b (continued)

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
United Kingdom															
Strongly agree	(2.0)	901	82	14	125	112	45	75	67	59	42	20	116	93	52
		35%	41%	7%	63%	56%	22%	37%	34%	30%	21%	10%	58%	47%	26%
Tend to agree	(1.0)	997	85	63	64	68	86	91	75	91	99	74	58	78	65
		38%	43%	32%	32%	34%	43%	46%	38%	45%	50%	37%	29%	39%	32%
Neither/nor	(0.0)	376	18	45	10	14	46	21	34	41	36	37	21	18	35
		14%	9%	23%	5%	7%	23%	10%	17%	21%	18%	18%	11%	9%	17%
Tend to disagree	(-1.0)	211	8	56	1	5	16	3	13	9	18	47	3	6	27
		8%	4%	28%	-	3%	8%	2%	7%	4%	9%	23%	1%	3%	13%
Strongly disagree	(-2.0)	33	5	6	-	-	-	-	-	-	4	11	1	-	6
		1%	2%	3%	-	-	-	-	-	-	4%	5%	-	-	3%
Agree		1898	167	77	189	180	131	166	142	150	141	94	174	171	117
		73%	83%	39%	95%	90%	65%	83%	71%	75%	71%	47%	87%	86%	59%
Disagree		243	13	62	1	5	16	3	13	9	22	57	4	6	33
		9%	6%	31%	-	3%	8%	2%	7%	4%	11%	29%	2%	3%	16%
Don't know/not stated		83	2	16	-	1	8	10	11	-	1	13	1	5	15
		3%	1%	8%	-	1%	4%	5%	6%	-	1%	7%	-	3%	8%
Mean score		1.00	1.17	.13	1.57	1.44	.83	1.25	1.04	1.00	.79	.25	1.43	1.32	.71
United States															
Strongly agree	(2.0)	2044	187	147	189	166	146	164	134	169	163	104	174	136	164
		79%	94%	74%	95%	83%	73%	82%	67%	85%	82%	52%	87%	68%	82%
Tend to agree	(1.0)	444	9	48	10	27	44	25	51	24	31	73	20	58	24
		17%	4%	24%	5%	14%	22%	13%	26%	12%	16%	37%	10%	29%	12%
Neither/nor	(0.0)	48	2	1	1	5	4	5	1	7	4	8	5	3	3
		2%	1%	1%	-	3%	2%	3%	1%	3%	2%	4%	2%	2%	1%
Tend to disagree	(-1.0)	18	1	2	-	-	-	-	1	-	1	8	-	1	4
		1%	-	1%	-	-	-	-	1%	-	1%	4%	-	1%	2%
Strongly disagree	(-2.0)	10	-	-	-	-	-	-	4	-	-	3	-	-	4
		-	-	-	-	-	-	-	2%	-	-	1%	-	-	2%
Agree		2488	196	195	199	193	190	190	185	193	194	177	194	194	188
		96%	98%	98%	100%	96%	95%	95%	93%	97%	97%	89%	97%	97%	94%
Disagree		28	1	2	-	-	-	-	5	-	1	11	-	1	7
		1%	-	1%	-	-	-	-	3%	-	1%	5%	-	1%	4%
Don't know/not stated		36	1	2	-	2	6	5	9	-	1	5	1	2	3
		1%	-	1%	-	1%	3%	3%	5%	-	1%	2%	-	1%	1%
Mean score		1.75	1.92	1.72	1.94	1.81	1.73	1.82	1.62	1.81	1.79	1.37	1.85	1.66	1.73



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France															
Strongly agree	(2.0)	638	80	16	100	35	24	29	45	65	29	41	70	17	88
		25%	40%	8%	50%	18%	12%	14%	23%	33%	15%	21%	35%	9%	44%
Tend to agree	(1.0)	1088	81	83	79	110	102	69	69	98	94	75	85	63	81
		42%	40%	42%	39%	55%	51%	35%	35%	49%	47%	38%	43%	32%	40%
Neither/nor	(0.0)	471	20	46	17	25	38	59	43	30	43	30	32	74	14
		18%	10%	23%	8%	13%	19%	30%	22%	15%	22%	15%	16%	37%	7%
Tend to disagree	(-1.0)	249	14	31	4	25	30	10	11	6	20	42	10	34	12
		10%	7%	16%	2%	13%	15%	5%	6%	3%	10%	21%	5%	17%	6%
Strongly disagree	(-2.0)	29	4	3	-	1	3	1	-	1	8	7	-	2	-
		1%	2%	2%	-	1%	1%	-	-	4%	3%	-	1%	-	-
Agree		1726	160	99	178	145	127	98	114	163	123	116	155	80	169
		66%	80%	50%	89%	72%	63%	49%	57%	81%	62%	58%	78%	40%	84%
Disagree		278	17	34	4	26	33	11	11	7	28	49	10	36	12
		11%	9%	17%	2%	13%	17%	6%	6%	3%	14%	24%	5%	18%	6%
Don't know/not stated		124	2	21	1	4	2	32	32	1	6	6	3	10	4
		5%	1%	11%	-	2%	1%	16%	16%	-	3%	3%	1%	5%	2%
Mean score		.83	1.10	.44	1.38	.78	.58	.68	.88	1.10	.60	.53	1.09	.31	1.25

World-beating companies

Q. 3c

(Country name) has many 'world-beating' companies.

Germany															
Strongly agree	(2.0)	1125	118	54	155	54	71	40	44	117	108	77	94	84	108
		43%	59%	27%	78%	27%	36%	20%	22%	59%	54%	38%	47%	42%	54%
Tend to agree	(1.0)	1090	67	97	43	111	115	89	100	59	80	95	84	76	75
		42%	33%	49%	21%	55%	58%	44%	50%	30%	40%	47%	42%	38%	37%
Neither/nor	(0.0)	222	9	15	1	16	10	38	30	20	11	15	17	35	6
		9%	4%	8%	-	8%	5%	19%	15%	10%	6%	7%	8%	18%	3%
Tend to disagree	(-1.0)	64	4	6	-	11	4	8	5	3	1	8	3	3	8
		2%	2%	3%	-	6%	2%	4%	3%	1%	1%	4%	1%	2%	4%
Strongly disagree	(-2.0)	11	1	1	1	-	2	1	1	-	-	3	-	-	1
		-	-	1%	-	-	1%	1%	-	-	2%	-	-	-	-
Agree		2215	185	151	198	165	186	128	144	176	188	171	179	160	183
		85%	93%	76%	99%	82%	93%	64%	72%	88%	94%	86%	89%	80%	92%
Disagree		74	5	7	1	11	4	10	6	4	1	11	3	3	9
		3%	2%	4%	-	6%	2%	5%	3%	2%	1%	6%	1%	2%	4%
Don't know/not stated		89	1	27	-	8	-	23	20	-	-	4	2	2	2
		3%	-	14%	-	4%	-	12%	10%	-	-	2%	1%	1%	1%
Mean score		1.30	1.50	1.14	1.76	1.08	1.27	.89	1.01	1.44	1.48	1.19	1.36	1.22	1.42

Japan															
Strongly agree	(2.0)	1764	155	96	183	98	128	122	129	160	131	147	147	108	159
		68%	78%	48%	92%	49%	64%	61%	65%	80%	66%	74%	73%	54%	80%
Tend to agree	(1.0)	668	38	93	15	73	63	53	52	28	52	46	50	75	31
		26%	19%	47%	7%	37%	32%	26%	26%	14%	26%	23%	25%	38%	16%
Neither/nor	(0.0)	94	5	5	2	11	3	12	7	10	14	4	2	13	6
		4%	2%	3%	1%	6%	1%	6%	4%	5%	7%	2%	1%	7%	3%
Tend to disagree	(-1.0)	22	2	3	-	4	-	1	1	2	2	3	-	3	2
		1%	1%	2%	-	2%	-	-	1%	1%	1%	1%	-	2%	1%
Strongly disagree	(-2.0)	4	-	-	-	1	-	-	1	-	1	1	-	-	-
		-	-	-	-	1%	-	-	1%	-	1%	-	-	-	-
Agree		2432	193	189	198	172	191	175	181	187	183	193	196	183	190
		94%	97%	95%	99%	86%	96%	88%	91%	94%	92%	96%	98%	92%	95%
Disagree		25	2	3	-	5	-	1	2	2	3	3	-	3	2
		1%	1%	2%	-	3%	-	-	1%	1%	2%	2%	-	2%	1%
Don't know/not stated		49	-	3	-	12	6	12	10	1	-	1	2	1	2
		2%	-	2%	-	6%	3%	6%	5%	-	-	1%	1%	1%	1%
Mean score		1.63	1.73	1.43	1.91	1.41	1.64	1.58	1.62	1.73	1.55	1.69	1.73	1.45	1.75

Q. 3c (continued)

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
United Kingdom															
Strongly agree	(2.0)	745	68	20	118	34	40	59	35	37	61	36	113	65	58
		29%	34%	10%	59%	17%	20%	30%	18%	19%	31%	18%	56%	33%	29%
Tend to agree	(1.0)	1132	85	70	72	93	94	94	115	120	91	83	60	86	68
		44%	43%	35%	36%	47%	47%	47%	58%	60%	46%	41%	30%	43%	34%
Neither/nor	(0.0)	408	25	47	9	35	46	31	28	32	36	35	19	35	30
		16%	13%	24%	4%	18%	23%	16%	14%	16%	18%	17%	10%	18%	15%
Tend to disagree	(-1.0)	199	16	43	1	29	16	5	3	7	6	35	4	10	26
		8%	8%	22%	-	15%	8%	2%	2%	3%	3%	17%	2%	5%	13%
Strongly disagree	(-2.0)	21	3	4	-	3	-	1	-	1	3	5	-	-	2
		1%	1%	2%	-	2%	2%	-	-	-	2%	2%	-	-	1%
Agree		1877	153	90	190	128	134	154	150	158	152	119	173	151	126
		72%	77%	45%	95%	64%	67%	77%	75%	79%	76%	59%	86%	76%	63%
Disagree		220	18	47	1	32	16	5	3	8	9	39	4	10	28
		8%	9%	24%	-	16%	8%	3%	2%	4%	5%	20%	2%	5%	14%
Don't know/not stated		95	3	16	-	5	-	10	19	3	3	8	4	4	16
		4%	1%	8%	-	3%	2%	5%	10%	1%	2%	4%	2%	2%	8%
Mean score		.95	1.01	.32	1.54	.65	.81	1.09	1.01	.94	1.02	.58	1.44	1.05	.84
United States															
Strongly agree	(2.0)	2121	188	170	181	156	151	171	143	169	160	133	185	131	182
		82%	94%	85%	91%	78%	76%	85%	72%	85%	80%	66%	93%	66%	91%
Tend to agree	(1.0)	393	10	24	18	33	47	21	37	28	35	56	14	56	14
		15%	5%	12%	9%	17%	23%	11%	19%	14%	18%	28%	7%	28%	7%
Neither/nor	(0.0)	33	-	-	1	5	-	1	5	2	4	4	-	11	-
		1%	-	-	-	3%	-	-	3%	1%	2%	2%	-	6%	-
Tend to disagree	(-1.0)	15	2	-	-	-	-	1	2	1	1	5	-	-	3
		1%	1%	-	-	-	-	1%	1%	-	1%	3%	-	-	1%
Strongly disagree	(-2.0)	7	-	2	-	-	-	1	1	-	-	1	-	1	1
		-	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-
Agree		2513	198	194	199	189	198	192	180	197	195	189	199	187	196
		97%	99%	97%	100%	94%	99%	96%	90%	99%	98%	94%	100%	94%	98%
Disagree		21	2	2	-	-	-	2	3	1	1	6	-	1	4
		1%	1%	1%	-	-	-	1%	2%	-	1%	3%	-	1%	2%
Don't know/not stated		33	-	4	-	6	2	5	12	-	-	2	1	1	-
		1%	-	2%	-	3%	1%	3%	6%	-	-	1%	-	1%	-
Mean score		1.79	1.92	1.84	1.90	1.78	1.76	1.85	1.70	1.83	1.77	1.58	1.93	1.59	1.87

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
USA	1191	106	120	104	138	80	108	70	73	65	38	114	73	102
	46%	53%	60%	52%	69%	40%	54%	35%	36%	33%	19%	57%	37%	51%
UK	670	48	16	41	13	27	39	102	37	62	90	59	84	52
	26%	24%	8%	20%	7%	14%	20%	51%	19%	31%	45%	30%	42%	26%
Other Europe	349	28	31	42	12	45	2	6	56	38	42	2	12	33
	13%	14%	16%	21%	6%	22%	1%	3%	28%	19%	21%	1%	6%	16%
Canada	121	10	11	6	9	13	10	2	17	6	4	19	12	2
	5%	5%	6%	3%	5%	6%	5%	1%	8%	3%	2%	10%	6%	1%
Australia	98	2	16	1	8	10	31	13	3	4	3	—	6	2
	4%	1%	8%	—	4%	5%	15%	7%	1%	2%	1%	—	3%	1%
Japan	64	1	2	5	5	9	8	4	8	5	6	2	4	6
	2%	—	1%	2%	3%	4%	4%	2%	4%	3%	3%	1%	2%	3%
Elsewhere	54	6	2	—	9	7	—	—	5	13	6	3	3	1
	2%	3%	1%	—	5%	3%	—	—	2%	7%	3%	1%	2%	—
Other Asia	12	—	1	—	1	5	—	—	—	2	2	—	1	—
	—	—	1%	—	1%	2%	—	—	—	1%	1%	—	1%	—
Don't know/not stated	42	—	1	1	5	5	2	3	1	5	11	1	5	2
	2%	—	1%	—	3%	2%	1%	2%	—	3%	6%	—	3%	1%

Study abroad

Q. 4a

Now, I'd like you to think about education. If you personally were considering going overseas to any country at all to study, to which one country do you think you would prefer to go?

USA	1052	107	138	70	111	72	85	58	74	50	39	87	64	99
	40%	53%	69%	35%	55%	36%	42%	29%	37%	25%	19%	44%	32%	49%
UK	770	49	20	75	20	37	47	105	28	81	82	67	101	60
	30%	24%	10%	37%	10%	19%	23%	53%	14%	41%	41%	33%	51%	30%
Other Europe	286	22	19	24	17	33	2	6	39	39	43	6	10	25
	11%	11%	10%	12%	9%	17%	1%	3%	20%	20%	22%	3%	5%	12%
Japan	8	—	4	14	2	10	10	6	19	5	5	4	4	6
	3%	—	2%	7%	1%	5%	5%	3%	9%	3%	3%	2%	2%	3%
Canada	87	6	—	11	3	7	11	—	27	3	3	12	5	—
	3%	3%	—	5%	2%	3%	6%	—	13%	2%	2%	6%	3%	—
Australia	74	—	4	5	2	3	31	6	2	1	1	15	3	2
	3%	—	2%	2%	1%	1%	16%	3%	1%	1%	1%	7%	2%	1%
Elsewhere	44	4	1	—	14	1	3	—	4	9	2	4	3	—
	2%	2%	1%	—	7%	—	1%	—	2%	5%	1%	2%	2%	—
Other Asia	27	—	3	—	—	4	4	9	—	2	—	1	2	2
	1%	—	2%	—	—	2%	2%	5%	—	1%	—	—	1%	1%
Don't know/not stated	172	13	11	2	31	33	8	10	8	10	26	5	8	7
	7%	6%	6%	1%	16%	17%	4%	5%	4%	5%	13%	2%	4%	4%

Distance learning

Q. 4b

And if you were considering a distance learning course, where you would remain in your own country, which country's courses do you think you would prefer?

USA	1520	149	164	130	136	99	128	57	132	94	63	124	83	162
	8%	74%	82%	65%	68%	49%	64%	29%	66%	47%	32%	62%	42%	81%
UK	603	26	27	50	11	19	16	117	39	52	92	54	87	12
	23%	13%	14%	25%	6%	9%	8%	59%	20%	26%	46%	27%	44%	6%
Own country	155	3	6	11	35	45	1	2	1	14	16	13	9	—
	6%	1%	3%	5%	18%	22%	—	1%	—	7%	8%	6%	5%	—
Japan	141	11	1	3	3	28	22	10	10	23	15	—	4	12
	5%	5%	1%	1%	2%	14%	11%	5%	5%	12%	7%	—	2%	6%
Canada	72	9	1	4	3	1	10	—	12	5	6	8	8	6
	3%	4%	1%	2%	2%	—	5%	—	6%	3%	3%	4%	4%	3%
Australia	40	2	—	2	—	1	18	4	1	2	1	—	4	4
	2%	1%	—	1%	—	—	9%	2%	—	1%	—	—	2%	2%
Don't know/not stated	70	1	1	—	12	8	5	10	5	10	9	1	5	4
	3%	—	1%	—	6%	4%	3%	5%	2%	5%	4%	—	3%	2%

Marketability of qualifications

Q. 5

Thinking specifically about educational qualifications, a qualification from which one of these countries do you think would have the most credibility with potential employers?

English	2370	181	184	194	195	195	197	196	170	181	108	197	199	173
	91%	90%	92%	97%	97%	98%	99%	98%	85%	91%	54%	99%	100%	87%
German	560	17	16	9	116	196	1	1	9	103	32	9	15	36
	22%	9%	8%	4%	58%	98%	1%	1%	4%	52%	16%	4%	8%	18%
French	547	35	2	26	200	126	8	8	34	37	15	17	11	29
	21%	17%	1%	13%	100%	63%	4%	4%	17%	19%	7%	8%	6%	15%
Spanish	427	86	—	—	71	44	1	—	200	12	5	1	5	3
	16%	43%	—	—	36%	22%	—	—	100%	6%	2%	—	3%	1%
Chinese	246	—	199	1	3	—	1	39	—	1	1	1	—	—
	9%	—	100%	—	2%	—	1%	20%	—	1%	—	—	—	—
Japanese	49	4	20	—	12	3	1	1	5	1	2	—	—	—
	2%	2%	10%	—	6%	1%	1%	1%	2%	1%	1%	—	—	—
Don't know/none of these	96	15	—	—	—	—	—	1	—	4	61	—	—	16
	4%	7%	—	—	—	—	—	1%	—	2%	30%	—	—	8%

Knowledge and use of English

Q. 6

Which of the following languages do you speak?

French	1240	103	116	95	—	47	133	104	113	114	19	163	123	111
	49%	51%	59%	48%	—	23%	68%	59%	57%	58%	10%	82%	62%	56%
German	734	68	74	80	19	—	55	43	76	60	57	58	77	68
	29%	34%	38%	40%	10%	—	28%	25%	38%	31%	31%	29%	39%	34%
Spanish	658	92	27	19	73	106	27	22	—	72	40	38	49	93
	26%	46%	14%	10%	37%	53%	14%	13%	—	37%	22%	19%	25%	47%
Japanese	522	25	71	19	41	44	32	69	36	24	64	17	13	67
	21%	13%	36%	10%	21%	22%	16%	39%	18%	12%	35%	8%	7%	33%
Chinese	295	13	—	2	44	34	12	56	10	12	57	6	14	36
	12%	6%	—	1%	22%	17%	6%	32%	5%	6%	31%	3%	7%	18%
English	116	19	15	1	3	2	—	1	24	19	4	2	—	26
	5%	10%	8%	1%	2%	1%	—	1%	12%	10%	2%	1%	—	13%
Don't know/none of these	204	17	6	—	47	27	10	16	5	13	34	—	20	10
	8%	8%	3%	—	24%	14%	5%	9%	2%	7%	19%	—	10%	5%

Q. 7

And which would you like to speak?

Q. 8

Taking your answer from this card, how important, would you say, is the ability to speak English for the following activities?

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
International business															
Crucial	(4.0)	1828	167	136	86	167	138	119	144	159	142	125	140	144	164
		70%	83%	68%	43%	83%	69%	59%	72%	79%	71%	62%	70%	72%	82%
Very important	(3.0)	629	29	60	67	28	47	74	50	35	53	60	48	52	27
		24%	15%	30%	33%	14%	23%	37%	25%	18%	27%	30%	24%	26%	13%
Fairly important	(2.0)	121	3	4	38	4	15	7	5	6	3	12	13	4	9
		5%	1%	2%	19%	2%	7%	3%	3%	3%	2%	6%	6%	2%	4%
Not very important	(1.0)	14	1	-	7	-	1	1	-	-	2	2	-	-	-
		1%	-	-	3%	-	-	-	-	-	1%	1%	-	-	-
Not at all important	(0.0)	5	-	-	3	1	-	-	-	-	-	1	-	-	-
		-	-	-	1%	1%	-	-	-	-	-	1%	-	-	-
Crucial/important		2578	199	200	190	199	199	199	199	200	198	197	200	200	199
		99%	100%	100%	95%	99%	100%	99%	100%	100%	99%	98%	100%	100%	100%
Not important		19	1	-	10	1	1	1	-	-	2	3	-	-	1
		1%	-	-	5%	1%	-	-	-	-	1%	1%	-	-	-
Don't know/not stated		3	-	-	-	-	-	1	1	-	-	1	-	-	-
		-	-	-	-	-	-	-	1%	-	-	1%	-	-	-
Mean score		3.64	3.81	3.66	3.12	3.80	3.60	3.56	3.70	3.76	3.68	3.54	3.64	3.70	3.76
Education (domestic and overseas)															
Crucial	(4.0) 1	098	116	53	56	65	63	84	100	62	70	54	141	113	122
		42%	58%	27%	28%	33%	32%	42%	50%	31%	35%	27%	70%	57%	61%
Very important	(3.0)	1155	69	115	110	93	106	100	87	108	101	97	52	64	52
		44%	34%	58%	55%	47%	53%	50%	44%	54%	51%	48%	26%	32%	26%
Fairly important	(2.0)	300	16	27	32	35	25	15	10	26	28	40	6	20	21
		12%	8%	14%	16%	18%	13%	7%	5%	13%	14%	20%	3%	10%	11%
Not very important	(1.0)	36	-	5	1	3	4	-	1	4	1	8	1	3	5
		1%	-	3%	-	2%	2%	-	1%	2%	1%	4%	-	2%	3%
Not at all important	(0.0)	8	-	-	1	3	1	1	-	-	-	2	-	-	-
		-	-	-	1%	2%	1%	-	-	-	-	1%	-	-	-
Crucial/important		2554	200	195	198	194	195	199	197	196	199	190	199	197	195
		98%	100%	98%	99%	97%	98%	100%	99%	98%	100%	95%	100%	99%	97%
Not important		44	-	5	2	6	5	1	1	4	1	10	1	3	5
		2%	-	3%	1%	3%	2%	-	1%	2%	1%	5%	-	2%	3%
Don't know/not stated		3	-	-	-	-	-	-	2	-	-	1	-	-	-
		-	-	-	-	-	-	-	1%	-	-	-	-	-	-
Mean score		3.27	3.50	3.08	3.09	3.08	3.14	3.34	3.44	3.14	3.20	2.96	3.67	3.44	3.45
Travel abroad															
Crucial	(4.0)	874	90	41	136	60	47	59	37	77	49	36	104	58	80
		34%	45%	21%	68%	30%	23%	29%	19%	38%	25%	18%	52%	29%	40%
Very important	(3.0)	957	73	66	62	87	82	83	76	80	83	72	72	68	53
		37%	36%	33%	31%	44%	41%	41%	38%	40%	42%	36%	36%	34%	27%
Fairly important	(2.0)	617	27	64	1	42	60	53	76	33	63	64	21	59	54
		24%	14%	32%	-	21%	30%	27%	38%	16%	32%	32%	11%	30%	27%
Not very important	(1.0)	130	8	25	-	9	12	5	7	11	5	24	1	12	12
		5%	4%	13%	-	5%	6%	3%	4%	5%	3%	12%	-	6%	6%
Not at all important	(0.0)	19	2	2	1	1	-	-	2	-	-	5	2	3	1
		1%	1%	1%	-	1%	-	-	1%	-	-	3%	1%	2%	-
Crucial/important		2447	190	171	199	190	188	195	189	189	195	171	197	185	188
		94%	95%	86%	100%	95%	94%	97%	95%	95%	98%	86%	99%	93%	94%
Not important		148	10	27	1	10	12	5	9	11	5	29	3	15	12
		6%	5%	14%	-	5%	6%	3%	5%	5%	3%	14%	1%	8%	6%
Don't know/not stated		5	-	2	-	-	-	-	2	-	-	1	-	-	-
		-	-	1%	-	-	-	-	1%	-	-	-	-	-	-
Mean score		2.98	3.21	2.60	3.66	2.98	2.82	2.97	2.70	3.11	2.88	2.55	3.37	2.83	3.00



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
<i>Career development</i>															
Crucial	(4.0)	1188	143	62	77	68	106	94	72	95	87	64	104	102	115
		46%	71%	31%	38%	34%	53%	47%	36%	47%	44%	32%	52%	51%	57%
Very important	(3.0)	1040	52	109	86	90	70	80	104	85	86	83	66	79	50
		40%	26%	55%	43%	45%	35%	40%	52%	42%	43%	42%	33%	40%	25%
Fairly important	(2.0)	304	5	22	31	38	20	19	19	17	25	38	27	15	29
		12%	2%	11%	15%	19%	10%	9%	10%	8%	13%	19%	14%	8%	15%
Not very important	(1.0)	56	–	6	6	2	4	6	2	4	2	13	3	3	6
		2%	–	3%	3%	1%	2%	3%	1%	2%	1%	6%	1%	2%	3%
Not at all important	(0.0)	7	–	1	1	–	–	1	1	–	–	2	–	–	–
		–	–	1%	–	1%	–	1%	–	–	–	1%	–	–	–
Crucial/important		2532	200	193	193	197	196	193	195	196	198	185	197	196	194
		97%	100%	97%	97%	98%	98%	96%	98%	98%	99%	92%	99%	98%	97%
Not important		63	–	7	7	3	4	7	3	4	2	15	3	3	6
		2%	–	4%	3%	2%	2%	3%	2%	2%	1%	7%	1%	2%	3%
Don't know/not stated		5	–	–	–	–	–	–	–	–	–	–	–	–	–
		–	–	–	–	–	–	–	–	–	–	–	–	–	–
Mean score		3.29	3.69	3.13	3.15	3.12	3.40	3.31	3.23	3.35	3.29	2.98	3.35	3.41	3.36

<i>Knowledge enhancement</i>															
Crucial	(4.0)	951	105	46	76	46	55	77	94	84	48	43	88	90	100
		37%	52%	23%	38%	23%	27%	38%	47%	42%	24%	21%	44%	45%	50%
Very important	(3.0)	1077	75	108	86	80	83	89	84	86	96	92	64	73	61
		41%	37%	54%	43%	40%	41%	45%	42%	43%	48%	46%	32%	37%	31%
Fairly important	(2.0)	456	18	34	36	51	48	25	19	27	47	53	38	28	33
		18%	9%	17%	18%	26%	24%	12%	10%	13%	24%	26%	19%	14%	16%
Not very important	(1.0)	90	2	8	3	18	12	7	1	4	6	10	9	6	5
		3%	1%	4%	1%	9%	6%	3%	1%	2%	3%	5%	4%	3%	3%
Not at all important	(0.0)	19	–	2	–	4	3	2	–	–	2	2	1	3	–
		1%	–	1%	–	2%	1%	1%	–	–	1%	1%	–	2%	–
Crucial/important		2484	198	188	197	178	185	191	197	196	191	187	190	191	195
		96%	99%	94%	99%	89%	93%	95%	99%	98%	96%	93%	95%	96%	97%
Not important		109	2	10	3	22	15	8	1	4	8	12	10	5	5
		4%	1%	5%	1%	11%	7%	4%	1%	2%	4%	6%	5%	5%	3%
Don't know/not stated		7	–	2	–	–	–	1	2	–	1	2	–	–	–
		–	–	1%	–	–	–	1%	–	–	1%	–	–	–	–
Mean score		3.10	3.41	2.95	3.17	2.73	2.87	3.17	3.37	3.25	2.91	2.82	3.15	3.21	3.28

The United Kingdom and the European Union

Q. 9

Moving on now, I'd like you to tell me which, if any, of the countries on this card are part of the European Union.

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
France	2414	192	191	185	196	200	156	164	194	199	181	187	169	199
	93%	96%	96%	93%	98%	100%	78%	82%	97%	100%	91%	94%	85%	100%
Germany	2368	188	189	178	195	200	145	163	188	199	180	180	164	199
	91%	94%	95%	89%	97%	100%	72%	82%	94%	100%	90%	90%	82%	100%
Italy	2122	178	183	149	194	196	124	142	170	180	134	159	119	193
	82%	89%	92%	75%	97%	98%	62%	71%	85%	90%	67%	80%	60%	96%
UK	2079	150	175	171	187	189	118	158	144	193	157	169	141	127
	80%	75%	88%	86%	93%	95%	59%	79%	72%	97%	78%	84%	71%	64%
Spain	1907	180	145	139	194	197	87	112	178	175	117	137	88	158
	73%	90%	73%	70%	97%	99%	44%	56%	89%	88%	58%	68%	44%	79%
Greece	1333	54	132	70	186	165	54	75	64	162	49	83	54	185
	51%	27%	66%	35%	93%	82%	27%	38%	32%	81%	25%	42%	27%	92%
Switzerland	1132	107	88	135	23	20	88	97	118	37	127	107	103	82
	44%	53%	44%	68%	12%	10%	44%	49%	59%	19%	63%	53%	52%	41%
Poland	478	26	55	52	13	14	74	62	39	5	25	59	32	22
	18%	13%	28%	26%	7%	7%	37%	31%	20%	3%	12%	30%	16%	11%
None of the above	9	-	1	3	2	-	-	1	-	-	1	2	-	-
	-	-	1%	1%	1%	-	-	1%	-	-	-	1%	-	-
Don't know/not stated	82	2	2	13	-	-	12	14	1	-	13	6	19	-
	3%	1%	1%	6%	-	-	6%	7%	-	-	6%	3%	10%	-

The countries of the United Kingdom

Q. 10

I would now like to concentrate the discussion on the United Kingdom. Firstly, what countries, do you think, go to make up the United Kingdom?

Same as Great Britain	423	30	15	29	7	35	73	56	35	38	17	54	29	4
	16%	15%	8%	14%	4%	18%	36%	28%	18%	19%	9%	27%	15%	2%
England	2171	172	183	181	186	164	171	174	151	164	131	179	177	139
	83%	86%	92%	91%	93%	82%	86%	87%	75%	82%	65%	89%	89%	69%
Scotland	1999	129	174	176	188	164	138	163	146	163	123	157	166	112
	77%	65%	87%	88%	94%	82%	69%	82%	73%	82%	62%	79%	83%	56%
Wales	1679	95	130	150	179	151	104	165	100	157	88	140	144	77
	65%	48%	65%	75%	89%	76%	52%	83%	50%	79%	44%	70%	72%	39%
Northern Ireland	1758	132	167	165	175	143	90	151	132	156	117	147	134	49
	68%	66%	84%	83%	87%	72%	45%	76%	66%	78%	59%	73%	67%	24%
Ireland	100	4	6	-	-	6	-	-	-	-	-	-	14	70
	4%	2%	3%	-	-	3%	-	-	-	-	-	-	7%	35%
Falkland Islands	3	-	-	-	-	3	-	-	-	-	1	-	-	-
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
France	5	1	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	-	-	2%	-
Other	87	16	2	5	1	11	2	2	5	3	9	3	9	20
	3%	8%	1%	2%	1%	5%	1%	1%	2%	2%	4%	1%	5%	10%
Don't know/not stated	126	12	3	2	3	3	8	8	6	-	34	5	3	43
	5%	6%	2%	1%	2%	-	4%	4%	3%	-	17%	2%	2%	21%

Visits to the United Kingdom

Q. 11

In fact, the UK comprises England, Scotland, Wales and Northern Ireland. How many times, if at all, have you visited the UK?

1	416	38	4	11	20	45	-	54	45	48	59	33	38	21
	16%	19%	2%	5%	10%	22%	-	27%	23%	24%	30%	17%	19%	11%
2	180	17	-	6	22	38	-	15	14	15	7	21	14	12
	7%	8%	-	3%	11%	19%	-	8%	7%	8%	3%	11%	7%	6%
3	125	7	-	2	29	30	-	7	12	8	2	13	11	4
	5%	3%	-	1%	15%	15%	-	4%	6%	4%	1%	6%	6%	2%
4	62	2	-	2	24	9	-	4	6	4	-	4	2	5
	2%	1%	-	1%	12%	4%	-	2%	3%	2%	-	2%	1%	3%
5	50	-	-	-	25	8	-	5	1	2	1	4	3	1
	2%	-	-	-	13%	4%	-	3%	-	1%	1%	2%	2%	-
6	31	1	-	-	14	5	-	1	2	-	-	5	2	1
	1%	-	-	-	7%	2%	-	1%	1%	-	-	2%	1%	-
7	12	-	-	-	7	3	-	-	-	-	-	1	1	-
	-	-	-	-	4%	1%	-	-	-	-	-	-	1%	-
8	12	1	-	-	6	3	-	1	-	1	-	-	-	1
	-	-	-	-	3%	1%	-	-	-	-	-	-	-	-
9	7	-	-	-	2	1	-	1	-	1	-	1	1	-
	-	-	-	-	1%	-	-	1%	-	1%	-	-	1%	-
10+	64	-	-	1	39	11	-	2	1	-	-	4	2	4
	2%	-	-	-	20%	5%	-	1%	-	-	-	2%	1%	2%
None	1612	135	196	174	10	40	198	104	117	122	130	115	124	147
	62%	67%	98%	87%	5%	20%	99%	52%	59%	61%	65%	57%	62%	73%
Don't know/not stated	30	-	-	4	1	8	1	7	1	-	2	-	2	4
	1%	-	-	2%	1%	4%	1%	4%	-	-	1%	-	1%	2%
Mean score	1.22	.56	.02	.24	6.05	2.74	.03	.91	.89	.69	.41	1.54	.93	.90

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Kilts	764	43	84	88	36	44	2	28	61	104	122	51	41	60
	29%	21%	42%	44%	18%	22%	1%	14%	31%	52%	61%	26%	21%	30%
Highlands/mountains	454	25	7	13	27	66	61	117	16	19	10	36	53	4
	17%	13%	4%	6%	14%	33%	30%	59%	8%	10%	5%	18%	27%	2%
Whisky	381	83	18	11	50	37	57	1	35	25	20	2	14	28
	15%	42%	9%	5%	25%	19%	28%	1%	18%	13%	10%	1%	7%	14%
Cold/wet weather	156	2	5	39	8	9	12	13	8	4	3	42	12	-
	6%	1%	3%	19%	4%	4%	6%	7%	4%	2%	2%	21%	6%	-
Bagpipes	139	12	26	1	2	3	-	-	25	2	15	-	13	41
	5%	6%	13%	-	1%	1%	-	-	12%	1%	7%	-	7%	20%
Braveheart	128	-	20	12	2	6	21	24	5	13	1	5	7	12
	5%	-	10%	6%	1%	3%	11%	12%	2%	7%	-	2%	4%	6%
Islands	61	-	2	5	4	7	18	4	1	6	3	8	4	-
	2%	-	1%	2%	2%	3%	9%	2%	-	3%	1%	4%	2%	-
Edinburgh Festival/Tattoo	57	-	2	4	2	3	6	2	16	7	3	8	5	-
	2%	-	1%	2%	1%	1%	3%	1%	8%	4%	1%	4%	3%	-
Castles	34	5	-	-	20	2	1	-	1	1	-	-	4	1
	1%	2%	-	-	10%	1%	-	-	-	1%	-	-	2%	-
Scenery/landscapes	33	-	2	-	9	4	-	-	2	3	2	-	-	12
	1%	-	1%	-	5%	2%	-	-	1%	2%	1%	-	-	6%
Highland Games/tossing the caber	19	-	4	5	-	1	1	-	-	1	2	3	-	3
	1%	-	2%	2%	-	-	-	-	-	1%	1%	1%	-	1%
Thrift/greediness	16	-	-	-	-	7	-	-	-	3	-	-	-	6
	1%	-	-	-	-	3%	-	-	-	2%	-	-	-	3%
Loch Ness/monster	15	-	-	-	7	2	-	-	-	3	-	1	1	1
	1%	-	-	-	4%	1%	-	-	-	2%	-	-	1%	-
Haggis	13	-	-	2	-	1	2	1	2	1	1	-	3	1
	1%	-	-	1%	-	-	1%	1%	1%	1%	-	-	2%	-
People/Scottish	6	-	-	-	4	-	-	-	-	-	-	-	-	2
	-	-	-	-	2%	-	-	-	-	-	-	-	-	1%
Oil	5	-	-	1	-	-	1	-	2	1	-	-	-	-
	-	-	-	-	-	-	1%	-	1%	1%	-	-	-	-
Sean Connery	3	-	-	-	2	-	-	-	-	-	-	-	-	1
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Edinburgh	2	-	-	-	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Other	168	28	16	2	17	-	-	2	24	7	13	8	31	20
	6%	14%	8%	1%	9%	-	-	1%	12%	4%	6%	4%	16%	10%
Nothing/don't know/not stated	146	2	14	18	7	9	20	8	3	-	9	37	12	8
	6%	1%	7%	9%	4%	4%	10%	4%	1%	-	4%	18%	6%	4%

Scotland

Q. 12a

I'd like you to think about each of the four countries which go to make up the United Kingdom. First, what one image best sums up Scotland to you?

Violence/religious war/conflict	969	50	42	106	89	84	56	112	63	113	70	75	84	25
	37%	25%	21%	53%	45%	42%	28%	56%	32%	57%	35%	37%	42%	12%
Scenery	291	12	22	25	12	18	32	29	30	19	21	49	24	-
	11%	6%	11%	12%	6%	9%	16%	15%	15%	10%	11%	24%	12%	-
Peace process	233	4	66	19	7	21	23	17	16	9	4	25	6	16
	9%	2%	33%	9%	4%	11%	12%	9%	8%	5%	2%	13%	3%	8%
IRA/Sinn Fein	199	60	5	-	28	17	-	-	8	6	5	-	6	65
	8%	30%	3%	-	14%	8%	-	-	4%	3%	2%	-	3%	32%
Religion	155	13	5	7	23	23	12	11	18	15	11	3	10	5
	6%	6%	3%	3%	12%	12%	6%	6%	9%	8%	5%	1%	5%	3%
Guinness	85	4	3	7	6	20	5	5	2	17	8	2	3	4
	3%	2%	2%	3%	3%	10%	2%	3%	1%	9%	4%	1%	2%	2%
Cold/wet weather	46	8	4	-	2	-	1	-	5	1	8	1	6	11
	2%	4%	2%	-	1%	-	-	-	2%	1%	4%	-	3%	5%
The Giant's Causeway	37	-	2	9	1	1	8	3	5	4	1	2	2	-
	1%	-	1%	4%	1%	-	4%	2%	2%	2%	-	1%	1%	-
Greenery/green fields	28	3	1	-	3	2	-	-	2	4	1	-	4	8
	1%	1%	-	-	2%	1%	-	-	1%	2%	1%	-	2%	4%
Music	15	-	1	-	1	1	-	-	4	3	-	-	2	3
	1%	-	1%	-	1%	-	-	-	2%	2%	-	-	1%	1%
DeLorean cars	15	-	1	4	-	-	3	2	2	1	1	-	-	1
	1%	-	1%	2%	-	-	2%	1%	1%	1%	1%	-	-	-
Clover/4-leaf clover/green clover	12	2	-	-	3	-	-	-	1	-	1	-	6	-
	-	1%	-	-	2%	-	-	-	-	-	-	-	3%	-
Belfast	12	1	-	-	3	6	-	-	-	1	1	-	-	1
	-	-	-	-	2%	3%	-	-	-	1%	-	-	-	-
Leprechauns	7	2	-	-	-	-	-	-	2	-	-	-	3	-
	-	1%	-	-	-	-	-	-	1%	-	-	-	2%	-
Ian Paisley	6	-	1	-	-	-	3	1	-	-	1	-	-	-
	-	-	1%	-	-	-	1%	1%	-	-	1%	-	-	-
Pub	4	1	-	-	2	-	-	-	1	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Other	196	17	22	-	16	-	1	2	33	5	30	3	19	48
	8%	9%	11%	-	8%	-	1%	1%	16%	3%	15%	1%	10%	24%
Nothing/don't know/not stated	288	24	25	23	3	7	56	18	10	2	41	41	25	14
	11%	12%	13%	11%	2%	3%	28%	9%	5%	1%	20%	20%	13%	7%

Northern Ireland

Q. 12b

And what is the first thing you think of when imagining Northern Ireland?

Wales

Q. 12c

What about Wales?

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Castles	327	23	19	46	9	23	15	40	47	42	20	27	13	2
	13%	12%	10%	23%	5%	12%	7%	20%	24%	21%	10%	14%	7%	1%
Rugby	227	1	8	5	74	13	25	20	4	13	2	7	55	-
	9%	-	4%	2%	37%	6%	13%	10%	2%	7%	1%	3%	28%	-
Mountains	223	8	7	10	4	19	40	39	12	28	12	33	12	1
	9%	4%	4%	5%	2%	9%	20%	20%	6%	14%	6%	17%	6%	-
Sheep	178	1	5	35	13	39	20	31	4	13	9	8	1	-
	7%	-	3%	17%	7%	20%	10%	16%	2%	7%	5%	4%	1%	-
Prince Charles/ Prince of Wales	148	19	11	1	15	4	-	-	9	4	16	2	8	60
	6%	10%	6%	-	8%	2%	-	-	4%	2%	8%	1%	4%	30%
Princess Diana/ Princess of Wales	125	5	1	28	3	4	-	-	6	16	12	9	17	25
	5%	2%	1%	14%	2%	2%	-	-	3%	8%	6%	4%	9%	12%
Royal Family/ British monarchy	96	-	1	-	1	3	-	-	51	6	9	1	9	15
	4%	-	1%	-	1%	1%	-	-	26%	3%	4%	-	5%	8%
The valleys	91	4	3	1	6	9	24	5	10	4	3	11	12	-
	3%	2%	2%	-	3%	4%	12%	3%	5%	2%	1%	5%	6%	-
Coal mining	78	1	4	20	7	5	7	8	1	4	4	12	3	3
	3%	-	2%	10%	4%	2%	4%	4%	-	2%	2%	6%	2%	1%
Cardiff	59	-	6	-	10	10	5	17	1	6	1	1	3	-
	2%	-	3%	-	5%	5%	2%	9%	-	3%	1%	-	2%	-
Football/football team	51	2	3	-	-	5	-	-	1	5	6	-	-	29
	2%	1%	2%	-	-	2%	-	-	-	3%	3%	-	-	15%
Beautiful landscapes	39	-	1	-	7	7	-	-	-	6	3	-	9	6
	1%	-	1%	-	4%	3%	-	-	-	3%	1%	-	5%	3%
Daffodils	36	-	3	16	1	-	5	3	-	1	1	7	-	-
	1%	-	2%	8%	1%	-	3%	2%	-	1%	-	3%	-	-
Welsh language	26	1	-	-	4	8	-	-	1	6	-	-	1	5
	1%	-	-	-	2%	4%	-	-	-	3%	-	-	1%	3%
Male voice choirs	24	-	1	3	1	1	3	5	-	-	-	1	9	-
	1%	-	1%	1%	1%	-	2%	3%	-	-	-	-	5%	-
Leeks	9	-	1	-	4	1	-	1	-	1	-	-	1	-
	-	-	1%	-	2%	-	-	1%	-	1%	-	-	1%	-
Cliffs/rocks	9	-	1	-	3	1	-	-	-	3	-	-	-	1
	-	-	1%	-	2%	-	-	-	-	2%	-	-	-	-
Other	217	72	33	1	8	-	1	2	29	10	16	6	19	20
	8%	36%	17%	-	4%	-	1%	1%	14%	5%	8%	3%	10%	10%
Nothing/don't know/ not stated	637	63	92	35	29	50	55	29	25	32	91	77	28	33
	25%	32%	46%	17%	15%	25%	27%	15%	12%	16%	45%	38%	14%	16%



	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
The Royal Family	498	57	34	47	18	48	18	36	24	39	42	26	52	58
	19%	29%	17%	23%	9%	24%	9%	18%	12%	20%	21%	13%	26%	29%
Houses of Parliament/ Big Ben	378	27	15	57	26	14	31	17	50	24	22	81	14	2
	15%	14%	8%	28%	13%	7%	15%	9%	25%	12%	11%	40%	7%	1%
Tower of London/Beefeaters	355	6	18	49	23	13	50	78	22	29	12	45	12	-
	14%	3%	9%	24%	12%	6%	25%	39%	11%	15%	6%	22%	6%	-
Football	208	5	48	14	3	12	29	29	3	21	10	13	15	7
	8%	2%	24%	7%	2%	6%	14%	15%	1%	11%	5%	6%	8%	4%
Margaret Thatcher	108	7	6	4	2	6	27	9	13	13	10	4	6	3
	4%	3%	3%	2%	1%	3%	13%	5%	6%	7%	5%	2%	3%	1%
London	98	8	3	-	31	15	-	-	1	5	13	-	13	10
	4%	4%	2%	-	16%	7%	-	-	-	3%	6%	-	7%	5%
Bad/grey weather/ rain/fog	94	-	8	-	4	8	3	1	3	15	19	10	17	7
	4%	-	4%	-	2%	4%	1%	1%	1%	8%	10%	5%	9%	4%
Tony Blair	78	5	1	14	6	14	21	3	5	3	1	-	2	4
	3%	2%	1%	7%	3%	7%	10%	2%	2%	2%	1%	-	1%	2%
Red buses	56	3	-	1	3	10	5	9	3	10	3	3	6	1
	2%	1%	-	-	2%	5%	3%	5%	1%	5%	1%	1%	3%	-
The Queen	55	-	2	-	6	8	-	-	-	5	15	-	-	20
	2%	-	1%	-	3%	4%	-	-	-	3%	8%	-	-	10%
Tradition/conservative	43	11	-	-	4	3	1	-	6	7	4	-	2	4
	2%	5%	1%	-	2%	1%	1%	-	3%	4%	2%	-	1%	2%
Red telephone boxes	39	-	1	1	1	12	1	11	2	2	1	5	3	-
	2%	-	1%	-	1%	6%	1%	6%	1%	1%	-	2%	2%	-
A country pub	36	4	8	1	12	1	3	1	4	-	1	-	2	-
	1%	2%	4%	-	6%	-	1%	1%	2%	-	-	-	1%	-
Powerful economy/industry	35	5	5	1	12	2	1	-	3	-	1	-	3	3
	1%	2%	3%	-	6%	1%	-	-	1%	-	-	-	2%	1%
Music/art/culture	28	-	-	-	2	6	-	-	7	1	1	-	1	11
	1%	-	-	-	1%	3%	-	-	3%	1%	1%	-	1%	5%
Arrogant people	21	-	3	-	7	2	-	-	1	-	3	-	2	3
	1%	-	2%	-	4%	1%	-	-	-	-	2%	-	1%	1%
Colleges (Oxford/Cambridge)	21	2	8	-	2	-	-	-	4	-	1	1	-	3
	1%	1%	4%	-	1%	-	-	-	2%	-	1%	-	-	1%
Black cabs	19	1	-	-	1	6	1	4	-	3	1	1	2	-
	1%	-	-	-	1%	3%	-	2%	-	2%	-	-	1%	-
Old buildings/history/ historical buildings	16	1	-	-	4	1	-	-	1	2	-	-	4	3
	1%	-	-	-	2%	-	-	-	-	1%	-	-	2%	1%
Buckingham Palace/ the guards at Buckingham Palace	15	-	-	-	1	-	1	-	1	4	5	-	2	2
	1%	-	-	-	1%	-	-	-	-	2%	3%	-	1%	1%
Education	14	3	-	-	1	-	-	-	5	-	1	-	-	4
	1%	1%	-	-	1%	-	-	-	2%	-	1%	-	-	2%
Tea/tea-time	13	-	-	-	3	2	-	-	-	4	3	-	-	1
	-	-	-	-	2%	1%	-	-	-	2%	2%	-	-	-
Industry/industrial areas	12	-	-	-	3	-	-	-	2	-	-	-	3	4
	-	-	-	-	2%	-	-	-	1%	-	-	-	2%	2%
Stonehenge	11	-	-	-	1	4	3	1	1	1	-	-	-	-
	-	-	-	-	1%	2%	2%	1%	-	1%	-	-	-	-
Nelson's Column	8	-	1	1	-	-	-	1	5	-	-	-	-	-
	-	-	1%	-	-	-	-	1%	2%	-	-	-	-	-
Food	8	-	-	-	1	5	1	-	-	1	-	-	-	-
	-	-	-	-	1%	2%	-	-	-	1%	-	-	-	-
The pound/currency	6	-	-	-	2	-	-	-	-	-	1	-	3	-
	-	-	-	-	1%	-	-	-	-	-	1%	-	2%	-
Sherlock Holmes	6	-	1	-	-	-	1	-	-	-	4	-	-	-
	-	-	1%	-	-	-	-	-	-	-	2%	-	-	-
Lady Di	5	-	-	-	1	-	-	-	-	-	-	-	-	4
	-	-	-	-	1%	-	-	-	-	-	-	-	-	2%
Shopping	5	-	-	-	1	-	-	-	-	-	-	-	3	1
	-	-	-	-	1%	-	-	-	-	-	-	-	2%	-
Other	246	55	21	9	15	5	-	34	10	17	7	29	44	44
	9%	28%	11%	4%	8%	2%	-	17%	5%	9%	3%	15%	22%	
Nothing/don't know/ not stated	65	1	16	2	3	7	7	-	1	1	14	6	4	4
	3%	-	8%	1%	2%	3%	3%	-	-	1%	7%	3%	2%	2%

England

Q. 12d

And finally, what image best represents England?

Modernity and tradition

Q. 13

Thinking about British society generally, taking your answer from this card, how modern or traditional would you say that it is?

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Very modern	(2.0)	357	12	2	81	11	1	70	16	32	1	5	74	16	37
		4%	6%	1%	40%	6%	-	35%	8%	16%	1%	3%	37%	8%	19%
Fairly modern	(1.0)	594	32	8	58	56	22	76	96	48	17	28	47	52	54
		23%	16%	4%	29%	28%	11%	38%	48%	24%	9%	14%	23%	26%	27%
Neither modern nor traditional	(0.0)	371	30	24	10	32	42	21	38	29	32	8	29	29	47
		14%	15%	12%	5%	16%	21%	11%	19%	14%	16%	4%	15%	15%	24%
Fairly traditional	(-1.0)	883	92	117	36	83	101	23	38	36	101	110	31	61	52
		34%	46%	59%	18%	42%	51%	11%	19%	18%	51%	55%	16%	31%	26%
Very traditional	(-2.0)	366	32	49	16	15	30	7	8	55	46	48	18	39	3
		14%	16%	25%	8%	8%	15%	3%	4%	28%	23%	24%	9%	20%	1%
Modern		952	44	10	138	67	23	147	112	80	18	33	120	68	92
		37%	22%	5%	69%	34%	12%	73%	56%	40%	9%	16%	60%	34%	46%
Traditional		1248	124	166	52	98	132	29	46	92	147	158	50	100	55
		48%	62%	83%	26%	49%	66%	15%	23%	46%	74%	79%	25%	50%	28%
Don't know/not stated		29	2	-	-	2	3	3	4	-	3	3	1	3	6
		1%	1%	-	-	1%	1%	1%	2%	-	2%	1%	-	2%	3%
Mean score		.12	-.51	-1.01	.76	-.18	-.70	.92	.38	-.18	-.88	-.85	.63	-.28	.37

The arts

Q. 14

I am now going to read out some statements that have been made about British arts – not only paintings and sculpture, but also performing arts (music, cinema or theatre), design and literature. I would like you to tell me to what extent you personally agree or disagree that they represent the UK.

Britain is renowned for creativity and innovation in the arts.

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	430	38	5	47	38	19	60	24	40	17	18	56	46	22
		17%	19%	3%	23%	19%	9%	30%	12%	20%	9%	9%	28%	23%	11%
Tend to agree	(1.0)	973	65	55	80	88	83	84	76	83	56	61	90	85	68
		37%	33%	28%	40%	44%	41%	42%	38%	41%	28%	30%	45%	43%	34%
Neither	(0.0)	487	41	35	41	29	38	31	49	43	47	36	25	38	34
		19%	20%	18%	20%	15%	19%	16%	25%	22%	24%	18%	13%	19%	17%
Tend to disagree	(-1.0)	477	41	92	21	36	37	9	22	29	49	61	15	12	54
		18%	20%	46%	10%	18%	19%	5%	11%	14%	25%	30%	7%	6%	27%
Strongly disagree	(-2.0)	95	11	12	2	4	9	3	2	2	25	8	6	6	6
		4%	5%	6%	1%	2%	4%	1%	1%	1%	13%	4%	3%	3%	3%
Agree		1403	103	60	126	127	101	144	100	123	73	79	147	131	90
		54%	51%	30%	63%	63%	51%	72%	50%	62%	37%	39%	73%	66%	45%
Disagree		571	51	104	23	40	46	12	24	31	74	68	20	18	60
		22%	26%	52%	11%	20%	23%	6%	12%	15%	37%	34%	10%	9%	30%
Don't know/no opinion/not stated		138	5	1	10	4	15	13	27	3	6	18	8	13	16
		5%	2%	1%	5%	2%	7%	7%	14%	1%	3%	9%	4%	7%	8%
Mean score		.47	.40	-.26	.78	.62	.35	1.01	.57	.66	-.05	.12	.92	.82	.25

Britain's reputation in the arts is based more in the past than in the present.

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	687	74	75	48	18	14	67	47	38	66	57	81	23	79
		26%	37%	38%	24%	9%	7%	34%	24%	19%	33%	29%	40%	12%	40%
Tend to agree	(1.0)	1039	69	105	77	52	60	80	106	93	77	93	54	101	73
		40%	34%	53%	38%	26%	30%	40%	53%	46%	39%	46%	27%	51%	36%
Neither	(0.0)	382	23	10	40	30	57	33	19	39	29	19	33	34	17
		15%	12%	5%	20%	15%	28%	16%	10%	20%	15%	9%	17%	17%	8%
Tend to disagree	(-1.0)	294	24	9	12	75	47	10	7	19	20	21	7	29	15
		11%	12%	5%	6%	38%	23%	5%	4%	9%	10%	10%	3%	15%	8%
Strongly disagree	(-2.0)	85	6	1	6	17	9	5	3	5	3	6	18	3	4
		3%	3%	1%	3%	9%	4%	2%	2%	2%	2%	3%	9%	2%	2%
Agree		1725	143	180	124	70	73	147	153	131	143	150	135	124	152
		66%	71%	90%	62%	35%	37%	74%	77%	66%	72%	75%	67%	62%	76%
Disagree		379	30	10	18	92	56	14	10	24	23	26	25	32	19
		5%	15%	5%	9%	46%	28%	7%	5%	12%	12%	13%	13%	16%	9%
Nothing/don't know/not stated		113	4	-	18	7	15	6	18	6	5	6	7	10	12
		4%	2%	-	9%	4%	7%	3%	9%	3%	3%	3%	3%	5%	6%
Mean score		.78	.92	1.22	.81	-.11	.12	1.01	1.03	.73	.94	.90	.89	.59	1.11



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	404	47	15	50	32	10	68	18	44	21	21	47	19	13
		16%	23%	8%	25%	16%	5%	34%	9%	22%	11%	10%	23%	10%	7%
Tend to agree	(1.0)	869	41	69	55	89	59	70	81	85	55	46	84	88	47
		33%	20%	35%	27%	45%	29%	35%	41%	42%	28%	23%	42%	44%	24%
Neither	(0.0)	618	39	68	54	41	61	34	51	37	61	37	38	51	46
		24%	19%	34%	27%	21%	31%	17%	26%	19%	31%	18%	19%	26%	23%
Tend to disagree	(-1.0)	421	47	41	21	29	41	13	18	24	33	62	17	23	52
		16%	23%	21%	10%	15%	20%	7%	9%	12%	17%	31%	9%	12%	26%
Strongly disagree	(-2.0)	89	17	5	1	2	14	5	4	5	8	10	6	4	10
		3%	8%	3%	-	1%	7%	2%	2%	4%	5%	3%	2%	5%	
Agree		1273	87	84	104	122	68	138	99	129	76	67	131	107	60
		49%	44%	42%	52%	61%	34%	69%	50%	65%	38%	33%	66%	54%	30%
Disagree		510	63	46	22	31	55	18	22	29	41	72	23	27	62
		20%	32%	23%	11%	16%	27%	9%	11%	14%	21%	36%	12%	14%	31%
Don't know/no opinion/ not stated		199	11	2	20	6	16	10	28	5	22	26	8	15	31
		8%	5%	1%	10%	3%	8%	5%	14%	2%	11%	13%	4%	8%	16%
Mean score		45	.29	.24	.73	.62	.05	.97	.53	.72	.27	.03	.77	.51	.01

British design is renowned around the world.

Elton John	136	11	9	2	14	3	8	2	32	9	3	2	12	30
	5%	5%	5%	1%	7%	1%	4%	1%	16%	5%	1%	1%	6%	15%
Hugh Grant	124	27	6	7	7	12	10	9	7	15	4	6	10	4
	5%	14%	3%	3%	4%	6%	5%	5%	3%	8%	2%	3%	5%	2%
Kate Winslet	98	4	1	39	1	3	23	-	4	15	3	4	1	1
	4%	2%	1%	19%	1%	1%	11%	-	2%	8%	1%	2%	1%	-
Mr Bean/Rowan Atkinson	74	1	-	-	-	10	1	19	-	10	-	23	10	-
	3%	-	-	-	-	5%	-	10%	-	5%	-	12%	5%	-
Spice Girls	63	4	11	3	4	2	19	6	1	1	-	6	4	3
	2%	2%	6%	1%	2%	1%	9%	3%	-	1%	-	3%	2%	1%
The Beatles	55	3	9	1	8	1	-	1	18	4	-	-	1	9
	2%	1%	5%	-	4%	-	-	1%	9%	2%	-	-	1%	4%
Sean Connery	54	16	-	-	4	12	-	2	4	9	-	-	2	6
	2%	8%	-	-	2%	6%	-	1%	2%	5%	-	-	1%	3%
Anthony Hopkins	43	6	-	1	4	4	-	2	11	13	-	2	-	1
	2%	3%	-	-	2%	2%	-	1%	5%	7%	-	1%	-	-
William Shakespeare	40	-	4	-	1	2	10	-	1	-	-	-	5	17
	2%	-	2%	-	1%	1%	5%	-	-	-	-	-	3%	8%
Alexander McQueen	39	-	-	-	6	-	-	-	-	-	-	-	-	33
	1%	-	-	-	3%	-	-	-	-	-	-	-	-	16%
Paul McCartney	38	8	-	1	6	3	-	1	10	3	-	-	5	2
	1%	4%	-	-	3%	1%	-	1%	5%	2%	-	-	3%	1%
Robin Williams	35	2	-	5	-	3	1	1	2	13	-	4	-	4
	1%	1%	-	2%	-	1%	1%	1%	1%	7%	-	2%	-	2%
Francis Bacon	32	-	-	-	20	4	-	-	2	6	-	-	-	-
	1%	-	-	-	10%	2%	-	-	1%	3%	-	-	-	-
Andrew Lloyd Webber	30	1	-	-	-	2	-	2	4	2	-	-	19	-
	1%	-	-	-	-	1%	-	1%	2%	1%	-	-	10%	-
Emma Thompson	26	9	-	-	1	2	-	1	-	9	-	2	2	-
	1%	4%	-	-	1%	1%	-	1%	-	4%	-	1%	1%	-
Kenneth Branagh	25	2	-	-	9	5	-	1	-	5	-	-	1	2
	1%	1%	-	-	5%	2%	-	1%	-	3%	-	-	1%	1%
Vivienne Westwood	25	-	-	-	8	15	-	1	-	-	-	-	-	1
	1%	-	-	-	4%	7%	-	1%	-	-	-	-	-	-
Damien Hirst	24	-	-	-	1	17	-	1	-	-	-	5	-	-
	1%	-	-	-	1%	8%	-	1%	-	-	-	3%	-	-
Rolling Stones/ Mick Jagger	22	5	-	-	4	-	-	-	-	-	-	-	-	13
	1%	2%	-	-	2%	-	-	-	-	-	-	-	-	7%
Sting	21	-	-	-	-	-	-	-	-	-	-	-	-	21
	1%	-	-	-	-	-	-	-	-	-	-	-	-	11%
David Hockney	21	-	-	-	6	6	1	-	-	-	-	3	1	4
	1%	-	-	-	3%	3%	1%	-	-	-	-	1%	-	2%
John Lennon	18	-	2	-	2	4	-	-	4	3	1	1	1	1
	1%	-	1%	-	1%	2%	-	-	2%	2%	-	-	1%	-
Naomi Campbell	18	3	-	-	-	-	10	-	-	1	-	3	1	-
	1%	1%	-	-	-	-	5%	-	-	1%	-	1%	1%	-
George Michael	18	-	-	5	-	-	-	2	4	-	-	2	2	3
	1%	-	-	2%	-	-	-	1%	2%	-	-	1%	1%	1%
John Galliano	17	1	-	-	11	1	-	-	-	2	-	2	-	-
	1%	-	-	-	6%	-	-	-	-	1%	-	1%	-	-
Agatha Christie	16	-	-	-	9	-	1	-	-	-	-	-	-	5
	1%	-	-	-	5%	-	1%	-	-	-	-	-	-	3%
Richard Branson	13	-	-	10	-	-	-	-	2	-	-	-	1	-
	-	-	-	5%	-	-	-	-	1%	-	-	-	1%	-
Ewan McGregor	13	1	-	-	2	5	-	-	-	2	-	3	-	-
	-	-	-	-	1%	2%	-	-	-	1%	-	1%	-	-

Contemporary British artists

Q. 15

Can you tell me the names of one or two contemporary British artists?

Q. 15 (continued)

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Sir Norman Foster	13	-	-	-	2 1%	11 5%	-	-	-	-	-	-	-	-
Enya	12	-	3 2%	-	-	-	-	-	2 1%	-	7 4%	-	-	-
Phil Collins	11	-	-	-	-	-	1 1%	-	-	-	-	-	-	10 5%
Peter Greenaway	11	-	-	-	4 2%	4 2%	-	-	2 1%	1 1%	-	-	-	-
Sarah Kane	11	-	-	2 1%	-	9 4%	-	-	-	-	-	-	-	-
Nick Hornby	10	1	-	-	-	4 2%	-	-	5 2%	-	-	-	-	-
Robbie Williams	7	-	-	-	-	-	2 1%	-	2 1%	-	-	3 1%	-	-
Gilbert and George	7	-	-	-	3 2%	3 1%	1	-	-	-	-	-	-	-
Ken Loach	6	-	-	-	6 3%	-	-	-	-	-	-	-	-	-
David Bowie	6	-	-	-	5 3%	-	-	-	-	-	-	-	-	1
Oscar Wilde	6	-	-	-	-	2 1%	-	1	2 1%	-	-	-	-	1
U2	6	-	-	-	4 2%	-	-	-	-	-	-	-	-	2 1%
William Wharton	5	-	-	-	-	-	1 1%	-	4 2%	-	-	-	-	-
Michael Caine	5	-	-	-	-	-	1	-	-	1	-	3 2%	1	-
Benny Hill	5	-	-	1	-	-	-	1 1%	3 2%	-	-	-	-	-
Samuel Beckett	4	-	-	-	1 1%	2 1%	-	-	-	1	-	-	-	1
Elizabeth Hurley	4	-	-	-	-	-	1 1%	-	-	-	-	-	3 2%	-
Simply Red	4	-	-	-	-	-	-	-	-	-	-	-	4 2%	-
Keith Haring	4	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Laurence Olivier	3	-	-	-	3 2%	-	-	-	-	-	-	-	-	-
Sarah Brightman	3	-	-	-	-	-	-	-	-	-	-	-	3 2%	-
Cliff Richard	3	-	-	-	-	-	-	-	-	-	-	-	3 2%	-
Madonna	2	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Other	174	-	-	12 6%	-	63 32%	-	-	76 38%	-	-	22 11%	-	-
Don't know/not stated	1558	132 66%	162 81%	132 66%	84 42%	60 30%	128 64%	163 82%	73 36%	107 54%	172 86%	134 67%	128 64%	82 41%



	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Elton John	436	49	23	2	41	48	12	42	50	39	25	16	39	51
	17%	24%	12%	1%	21%	24%	6%	21%	25%	20%	12%	8%	20%	25%
Spice Girls	411	24	55	2	17	57	50	44	31	31	9	21	49	21
	16%	12%	28%	1%	9%	28%	25%	22%	15%	16%	4%	11%	25%	11%
The Beatles	257	27	28	-	60	9	1	18	30	12	38	3	15	16
	10%	14%	14%	-	30%	4%	1%	9%	15%	6%	19%	1%	8%	8%
Paul McCartney	149	29	-	-	9	18	1	6	14	24	33	3	9	4
	6%	15%	-	-	5%	9%	1%	3%	7%	12%	16%	1%	5%	2%
Oasis/Liam Gallagher/ Noel Gallagher	129	18	1	-	42	36	-	3	2	6	4	2	15	-
	5%	9%	1%	-	21%	18%	-	2%	1%	3%	2%	1%	8%	-
Rolling Stones/ Mick Jagger	127	41	-	-	27	10	1	1	15	11	11	-	11	-
	5%	20%	-	-	14%	5%	-	1%	7%	6%	5%	-	6%	-
Sting	116	8	1	-	8	11	1	10	16	22	18	-	14	9
	4%	4%	1%	-	4%	5%	-	5%	8%	11%	9%	-	7%	4%
U2/Bono	93	19	1	-	16	6	1	1	28	10	1	-	8	3
	4%	10%	1%	-	8%	3%	-	1%	14%	5%	-	-	4%	1%
Phil Collins	79	4	2	-	4	9	6	12	17	11	1	-	8	6
	3%	2%	1%	-	2%	4%	3%	6%	8%	6%	-	-	4%	3%
George Michael	68	4	1	-	1	5	2	11	13	5	1	14	9	3
	3%	2%	1%	-	1%	2%	1%	6%	6%	3%	1%	7%	5%	1%
John Lennon	53	9	6	-	1	6	1	-	12	4	9	2	3	2
	2%	4%	3%	-	1%	3%	-	-	6%	2%	4%	1%	2%	1%
Queen/Freddie Mercury	44	4	-	-	5	4	-	1	5	4	9	-	7	5
	2%	2%	-	-	3%	2%	-	1%	2%	2%	5%	-	4%	3%
Robbie Williams	42	-	-	-	3	18	5	3	-	3	1	-	7	2
	2%	-	-	-	2%	9%	3%	2%	-	2%	1%	-	4%	1%
Blur	41	1	1	-	16	15	-	1	-	2	-	-	5	-
	2%	-	1%	-	8%	7%	-	1%	-	1%	-	-	3%	-
Texas	39	-	-	-	39	-	-	-	-	-	-	-	-	-
	2%	-	-	-	20%	-	-	-	-	-	-	-	-	-
Rod Stewart	38	3	-	-	4	9	-	1	8	6	2	-	2	4
	1%	1%	-	-	2%	4%	-	1%	4%	3%	1%	-	1%	2%
David Bowie	33	6	-	-	5	5	-	1	3	6	2	-	4	2
	1%	3%	-	-	3%	2%	-	1%	1%	3%	1%	-	2%	1%
Genesis	28	-	-	-	-	-	-	-	2	-	-	-	26	-
	1%	-	-	-	-	-	-	-	1%	-	-	-	-	13%
Simply Red/ Mick Hucknall	26	1	-	-	-	6	-	2	-	1	-	1	14	1
	1%	-	-	-	-	3%	-	1%	-	1%	-	-	7%	-
Cranberries	19	-	-	-	6	2	-	1	3	1	-	-	5	1
	1%	-	-	-	3%	1%	-	1%	1%	1%	-	-	3%	-
Bryan Adams	19	1	-	-	-	5	1	-	-	5	1	-	1	4
	1%	-	-	-	-	2%	1%	-	-	3%	1%	-	1%	2%
Backstreet Boys	15	-	1	-	-	3	7	1	-	-	-	-	3	-
	1%	-	1%	-	-	1%	4%	1%	-	-	-	-	2%	-
Enya	14	-	13	-	-	-	-	-	-	1	-	-	-	-
	1%	-	7%	-	-	-	-	-	-	1%	-	-	-	-
Hugh Grant	13	-	-	-	-	-	1	-	-	-	-	13	-	-
	1%	-	-	-	-	-	-	-	-	-	-	6%	-	-
Madonna	12	-	-	-	1	2	3	-	1	-	-	3	1	1
	-	-	-	-	1%	1%	2%	-	-	-	-	1%	1%	-
Eurythmics/Annie Lennox/ Dave Stewart	11	-	-	-	3	2	-	-	5	1	-	-	1	-
	-	-	-	-	2%	1%	-	-	3%	-	-	-	1%	-
Pet Shop Boys	10	-	-	-	-	6	-	1	-	3	1	-	-	-
	-	-	-	-	-	3%	-	1%	-	2%	-	-	-	-
Cliff Richard	8	-	-	-	-	-	-	-	-	3	-	-	5	-
	-	-	-	-	-	-	-	-	-	2%	-	-	3%	-
Massive Attack	8	-	-	-	2	4	2	-	-	-	-	-	-	-
	-	-	-	-	1%	2%	1%	-	-	-	-	-	-	-
Ringo Starr	7	-	-	-	-	-	-	1	-	1	5	-	-	-
	-	-	-	-	-	-	-	1%	-	1%	3%	-	-	-
Duran Duran	7	-	-	-	1	-	-	-	1	1	-	-	4	-
	-	-	-	-	1%	-	-	-	1%	-	-	-	2%	-
The Cure	7	-	-	-	4	-	-	-	3	-	-	-	-	-
	-	-	-	-	2%	-	-	-	1%	-	-	-	-	-
Suede	7	1	-	-	-	3	-	-	2	-	-	-	1	-
	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-
Mike Oldfield	5	-	-	-	-	-	-	-	5	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
Pat Benatar	5	-	-	-	1	-	-	-	4	-	-	-	-	-
	-	-	-	-	1%	-	-	-	2%	-	-	-	-	-
Sinead O'Connor	5	-	-	-	-	-	-	-	5	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	-	-	-	-	-

Contemporary British pop musicians

Q. 16

And can you tell me the names of one or two contemporary British pop musicians?

Q. 16 (continued)

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Sex Pistols	5	-	-	-	-	5	-	-	-	-	-	-	-	-
Paul Young	5	-	-	-	-	-	1	-	1	2	-	1	-	-
R.E.M.	5	-	-	-	-	4	1	-	-	-	-	-	-	-
Yanni	4	-	-	3	-	-	1	-	-	-	-	-	-	-
Tom Jones	4	-	-	-	4	-	-	-	-	-	-	-	-	-
Wet Wet Wet	4	-	-	-	2	-	-	-	-	-	-	-	3	-
Clash	4	-	-	-	3	-	-	-	-	-	-	-	2	1
Britney Spears	4	-	-	-	2	-	1	-	-	-	-	-	3	-
Seal	4	-	-	-	-	-	-	-	-	-	1	-	3	2
Gary Barlow	3	-	-	-	-	-	-	1	-	2	-	-	-	-
Depeche Mode	3	1	-	-	2	-	-	1	-	1	-	-	-	-
Peter Gabriel	3	-	-	-	1	-	-	-	3	-	-	-	-	-
Chris Rea	2	-	-	-	-	-	-	-	-	2	-	-	-	-
Chemical Brothers	2	1	-	-	1	-	-	-	-	1	-	-	-	-
Monty Python	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Other	112	-	-	3	-	41	-	-	27	-	-	16	-	26
	4%	-	-	1%	-	20%	-	-	13%	-	-	8%	-	13%
Don't know/not stated	1006	47	106	192	12	8	126	90	30	48	85	127	52	84
	39%	23%	53%	96%	6%	4%	63%	45%	15%	24%	42%	64%	26%	42%

Famous contemporary Britons

Q. 17a

Which, if any, of the people on this card have you heard of?

Tony Blair	2345	184	177	199	194	199	182	183	162	183	124	180	187	191
	90%	92%	89%	100%	97%	100%	91%	92%	81%	92%	62%	90%	94%	96%
Spice Girls	2171	196	165	93	190	195	166	155	183	188	173	86	191	189
	83%	98%	83%	46%	95%	98%	83%	78%	92%	94%	87%	43%	96%	95%
Naomi Campbell	1920	186	73	123	172	187	85	135	145	184	155	117	181	176
	74%	93%	37%	62%	86%	94%	43%	68%	72%	92%	78%	58%	91%	88%
Robin Williams	1747	194	83	63	168	188	72	133	178	180	93	63	157	175
	67%	97%	42%	31%	84%	94%	36%	67%	89%	90%	46%	32%	79%	88%
Hugh Grant	1592	171	88	39	185	187	48	145	115	173	85	45	181	131
	61%	85%	44%	19%	92%	94%	24%	73%	58%	87%	42%	22%	91%	65%
Kate Winslet	1483	117	73	146	106	180	142	138	92	135	69	66	146	73
	57%	59%	37%	73%	53%	90%	71%	69%	46%	68%	34%	33%	73%	36%
Stephen Hawking	1079	115	137	7	131	131	31	83	92	77	30	23	62	161
	41%	57%	69%	3%	65%	65%	16%	42%	46%	39%	15%	12%	31%	80%
Rowan Atkinson	917	52	4	9	60	135	20	181	29	150	50	37	149	42
	35%	26%	2%	4%	30%	67%	10%	91%	14%	75%	25%	18%	75%	21%
Linford Christie	873	50	50	10	138	131	55	103	73	71	26	18	111	37
	34%	25%	25%	5%	69%	65%	27%	52%	36%	36%	13%	9%	56%	19%
Richard Branson	730	52	22	26	157	52	24	65	27	47	25	54	118	61
	28%	26%	11%	13%	78%	26%	12%	33%	13%	24%	12%	27%	59%	31%
John Galliano	712	82	46	4	140	96	17	38	55	65	71	29	39	31
	27%	41%	23%	2%	70%	48%	8%	19%	28%	33%	36%	15%	20%	16%
Vivienne Westwood	672	62	43	6	99	163	8	41	20	69	45	32	50	34
	26%	31%	22%	3%	50%	81%	4%	21%	10%	35%	23%	16%	25%	17%
Liam Gallagher	616	64	12	3	84	123	7	53	50	68	58	14	68	12
	24%	32%	6%	1%	42%	61%	4%	27%	25%	34%	29%	7%	34%	6%
Stephen Shaw	502	46	39	10	27	60	16	35	50	58	43	30	37	51
	19%	23%	20%	5%	14%	30%	8%	18%	25%	29%	22%	15%	19%	25%
Tim Henman	481	31	24	23	39	67	63	55	20	23	17	14	88	17
	18%	16%	12%	11%	20%	34%	32%	28%	10%	12%	9%	7%	44%	8%
William Hague	445	18	37	31	42	46	30	45	34	34	20	42	23	43
	17%	9%	19%	15%	21%	23%	15%	23%	17%	17%	10%	21%	12%	21%
P. D. James	408	18	141	1	76	43	21	29	25	10	9	14	15	7
	16%	9%	71%	-	38%	21%	10%	15%	12%	5%	4%	7%	8%	4%
David Hockney	384	38	16	-	90	45	12	22	34	29	35	11	25	28
	15%	19%	8%	-	45%	22%	6%	11%	17%	15%	17%	5%	13%	14%
James Dyson	345	29	23	28	30	27	23	24	30	21	18	37	13	43
	13%	15%	12%	14%	15%	14%	11%	12%	15%	11%	9%	18%	7%	21%
Delia Smith	221	9	11	28	7	12	25	39	19	8	14	17	15	19
	8%	4%	6%	14%	4%	6%	12%	20%	9%	4%	7%	8%	8%	9%
Damien Hirst	220	15	1	-	12	63	12	33	23	11	11	6	22	12
	8%	7%	1%	-	6%	32%	6%	17%	11%	6%	6%	3%	11%	6%
Anita Roddick	218	28	3	1	16	22	20	41	25	23	8	6	9	17
	8%	14%	2%	-	8%	11%	10%	21%	12%	12%	4%	3%	5%	8%
None of these	12	1	-	-	2	-	1	2	1	-	2	2	-	1
	-	-	-	-	1%	-	1%	1%	-	-	1%	1%	-	-
Don't know/not stated	28	-	-	-	4	-	3	6	-	-	6	7	2	-
	1%	-	-	-	2%	-	2%	3%	-	-	3%	3%	1%	-

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Tony Blair	2120	167	162	194	191	197	169	162	126	170	79	173	173	158
	82%	83%	81%	97%	95%	99%	84%	81%	63%	85%	39%	86%	87%	79%
Spice Girls	1576	139	111	72	165	173	104	154	125	143	67	70	151	103
	61%	69%	56%	36%	82%	86%	52%	77%	63%	72%	34%	35%	76%	52%
Hugh Grant	1089	136	52	29	136	140	24	108	84	120	31	33	142	56
	42%	68%	26%	14%	68%	70%	12%	54%	42%	60%	15%	17%	71%	28%
Kate Winslet	800	75	36	88	47	98	68	67	49	75	29	53	92	23
	31%	37%	18%	44%	24%	49%	34%	34%	25%	38%	14%	27%	46%	12%
Rowan Atkinson	688	36	1	5	50	115	6	137	11	130	16	27	137	17
	26%	18%	1%	2%	25%	58%	3%	69%	5%	65%	8%	14%	69%	8%
Robin Williams	608	33	16	22	46	106	23	48	59	110	35	31	44	35
	23%	17%	8%	11%	23%	53%	11%	24%	30%	55%	17%	16%	22%	17%
Naomi Campbell	553	44	19	15	48	52	36	59	48	65	26	55	70	16
	21%	22%	10%	7%	24%	26%	18%	30%	24%	33%	13%	28%	35%	8%
Linford Christie	529	23	19	3	101	79	29	72	44	41	9	9	83	18
	20%	12%	10%	1%	50%	40%	14%	36%	22%	21%	5%	4%	42%	9%
Stephen Hawking	463	36	70	2	63	59	12	52	43	44	6	11	25	41
	18%	18%	35%	1%	32%	29%	6%	26%	22%	22%	3%	5%	13%	20%
Richard Branson	425	16	8	12	104	39	8	64	8	26	8	25	98	10
	16%	8%	4%	6%	52%	20%	4%	32%	4%	13%	4%	13%	49%	5%
Liam Gallagher	394	32	3	-	71	99	1	44	23	41	20	10	46	5
	15%	16%	2%	-	36%	49%	-	22%	11%	21%	10%	5%	23%	3%
Vivienne Westwood	379	31	12	1	66	120	2	48	8	28	14	13	28	9
	15%	16%	6%	-	33%	60%	1%	24%	4%	14%	7%	6%	14%	4%
Tim Henman	324	15	11	10	31	53	34	53	6	17	7	8	73	7
	12%	7%	6%	5%	16%	26%	17%	27%	3%	9%	3%	4%	37%	4%
John Galliano	266	17	9	1	93	49	4	20	7	26	11	13	13	4
	10%	8%	5%	-	47%	24%	2%	10%	3%	13%	5%	6%	7%	2%
P. D. James	241	5	89	-	50	18	7	33	12	8	3	3	12	2
	9%	2%	45%	-	25%	9%	4%	17%	6%	4%	1%	1%	6%	1%
William Hague	183	3	9	15	29	20	9	23	13	14	5	20	17	6
	7%	1%	5%	7%	15%	10%	5%	12%	6%	7%	2%	10%	9%	3%
Stephen Shaw	178	11	12	1	18	27	5	15	15	24	17	16	11	7
	7%	5%	6%	-	9%	14%	2%	8%	7%	12%	8%	8%	6%	4%
David Hockney	158	10	3	-	50	23	3	11	17	11	7	5	15	4
	6%	5%	2%	-	25%	12%	2%	6%	8%	6%	3%	2%	8%	2%
Damien Hirst	93	3	-	-	4	35	5	18	6	5	4	2	10	2
	4%	1%	-	-	2%	18%	3%	9%	3%	3%	2%	1%	5%	1%
James Dyson	93	7	9	-	8	14	4	3	10	11	3	13	7	5
	4%	3%	5%	-	4%	7%	2%	2%	5%	6%	1%	6%	4%	3%
Anita Roddick	90	3	-	1	9	6	3	39	10	8	3	4	3	1
	3%	1%	-	-	5%	3%	2%	20%	5%	4%	2%	2%	2%	-
Delia Smith	86	1	4	1	6	4	5	35	4	5	4	5	10	3
	3%	-	2%	-	3%	2%	3%	18%	2%	3%	2%	2%	5%	1%
None of these	47	-	-	1	2	-	3	11	6	-	9	5	3	8
	2%	-	-	-	1%	-	1%	6%	3%	-	5%	2%	2%	4%
Don't know/not stated	146	6	9	-	3	-	11	18	11	2	46	11	5	25
	6%	3%	5%	-	2%	-	6%	9%	5%	1%	23%	5%	3%	12%

Q. 17b

Which, if any, were you aware were British?

Q. 17c

And which, if any, represents the most positive role model for you personally?

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Tony Blair	534	75	33	22	28	54	37	41	65	49	25	23	31	52
	21%	37%	17%	11%	14%	27%	19%	21%	33%	25%	13%	12%	16%	26%
Stephen Hawking	172	10	48	-	11	14	3	8	23	17	1	-	5	33
	7%	5%	24%	-	6%	7%	2%	4%	11%	9%	-	-	3%	16%
Robin Williams	169	30	-	-	1	22	5	-	31	37	7	-	13	23
	6%	15%	-	-	1%	11%	2%	-	15%	19%	4%	-	7%	12%
Hugh Grant	167	3	6	-	6	6	4	114	12	7	7	-	1	2
	6%	1%	3%	-	3%	3%	2%	57%	6%	4%	4%	-	1%	1%
Richard Branson	87	1	-	-	24	5	-	9	3	1	1	1	42	1
	3%	-	-	-	12%	2%	-	5%	1%	1%	-	-	21%	-
Rowan Atkinson	80	3	-	-	1	36	-	15	3	11	6	1	4	1
	3%	1%	-	-	1%	18%	-	8%	1%	6%	3%	-	2%	-
Spice Girls	69	1	25	-	1	10	16	2	2	-	7	4	1	1
	3%	-	13%	-	1%	5%	8%	1%	1%	-	4%	2%	1%	-
Kate Winslet	65	2	-	3	-	8	20	-	4	11	7	2	6	2
	2%	1%	-	1%	-	4%	10%	-	2%	6%	4%	1%	3%	1%
Naomi Campbell	53	1	2	-	-	4	4	5	4	4	19	3	6	1
	2%	-	1%	-	-	2%	3%	2%	2%	10%	1%	3%	-	-
Linford Christie	49	3	2	-	7	3	3	4	6	7	2	-	11	2
	2%	1%	1%	-	4%	1%	1%	2%	3%	4%	1%	-	6%	1%
Vivienne Westwood	30	1	2	-	3	13	-	-	1	3	6	-	1	-
	1%	-	1%	-	2%	6%	-	-	-	2%	3%	-	1%	-
P. D. James	28	-	24	-	2	-	-	-	-	1	1	-	-	-
	1%	-	12%	-	1%	-	-	-	-	1%	-	-	-	-
Tim Henman	20	3	1	1	1	2	3	-	-	2	2	-	5	-
	1%	1%	1%	-	1%	1%	2%	-	-	1%	1%	-	3%	-
David Hockney	16	-	1	-	7	5	-	-	2	-	1	-	1	-
	1%	-	1%	-	4%	2%	-	-	1%	-	-	-	1%	-
Liam Gallagher	12	1	1	-	1	3	-	1	-	2	1	-	1	1
	-	-	1%	-	1%	1%	-	1%	-	1%	1%	-	1%	-
John Galliano	11	-	2	-	2	1	1	1	1	1	2	-	-	-
	-	-	1%	-	1%	-	-	1%	-	1%	1%	-	-	-
Stephen Shaw	7	-	-	-	-	1	1	-	1	1	4	-	-	-
	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-
William Hague	7	-	3	1	1	-	-	-	2	-	-	-	-	-
	-	-	2%	-	1%	-	-	-	1%	-	-	-	-	-
Anita Roddick	7	-	-	-	1	1	1	-	4	-	-	-	-	-
	-	-	-	-	1%	-	-	-	2%	-	-	-	-	-
James Dyson	4	-	1	1	-	-	-	-	1	-	-	1	-	-
	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Damien Hirst	2	-	-	-	-	2	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Delia Smith	2	-	-	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
None of these	802	58	12	170	87	6	83	-	33	34	38	145	54	82
	31%	29%	6%	85%	44%	3%	42%	-	16%	17%	19%	72%	27%	41%
Don't know/not stated	210	9	37	2	15	6	20	-	4	12	67	20	17	1
	8%	4%	19%	1%	8%	3%	10%	-	2%	6%	34%	10%	9%	-



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Very good	(2.0)	1137	91	36	118	55	26	81	84	116	64	102	150	106	107
			44%	46%	18%	59%	28%	13%	40%	42%	58%	32%	51%	75%	53%
Fairly good	(1.0)	1150	97	140	73	102	88	106	103	76	102	84	46	74	60
			44%	49%	70%	36%	51%	44%	53%	52%	38%	51%	42%	23%	37%
Neither good nor poor	(0.0)	199	7	18	9	25	54	10	10	7	24	6	5	8	17
			8%	3%	9%	4%	13%	27%	5%	5%	12%	3%	2%	4%	8%
Fairly poor	(-1.0)	41	1	4	-	8	16	1	-	1	5	-	-	3	3
			2%	-	2%	-	4%	8%	-	-	3%	-	-	2%	1%
Very poor	(-2.0)	6	-	-	-	1	1	-	-	-	-	1	-	1	2
			-	-	-	1%	-	-	-	-	-	-	-	1%	1%
Good		2286	188	176	191	157	114	187	187	192	166	186	195	180	167
			88%	94%	88%	96%	78%	57%	93%	94%	96%	83%	93%	98%	90%
Poor		47	1	4	-	9	17	1	-	1	5	1	-	4	4
			2%	-	2%	-	5%	8%	1%	-	3%	-	-	2%	2%
Don't know/not stated		68	4	2	-	9	16	1	3	-	5	9	-	8	12
			3%	2%	1%	-	5%	8%	1%	2%	-	3%	4%	-	4%
Mean score		1.33	1.42	1.05	1.55	1.06	0.67	1.34	1.38	1.54	1.15	1.50	1.72	1.47	1.43

British higher education

Q. 18

Coming back now to the subject of education, which of the answers on this card best fits how you would describe the overall quality of British higher education?

Very well educated	(2.0)	600	79	23	87	10	6	64	27	66	18	26	105	36	55
			23%	39%	12%	43%	5%	3%	32%	14%	33%	9%	13%	52%	18%
Fairly well educated	(1.0)	1372	99	150	91	90	74	114	128	101	125	118	80	117	85
			53%	50%	75%	45%	45%	37%	57%	64%	51%	63%	59%	40%	59%
Neither well nor poorly	(0.0)	435	14	17	20	59	78	18	38	29	45	39	13	28	37
			17%	7%	9%	10%	30%	39%	9%	19%	14%	23%	20%	6%	14%
Fairly poorly educated	(-1.0)	105	1	6	2	29	28	1	4	4	3	5	1	13	8
			4%	-	3%	1%	15%	14%	-	2%	2%	2%	3%	-	7%
Very poorly educated	(-2.0)	15	1	-	-	2	4	2	2	-	-	1	-	1	2
			1%	-	-	-	1%	2%	1%	1%	-	-	1%	-	1%
Well educated		1973	178	173	177	101	80	178	155	167	143	143	184	153	140
			76%	89%	87%	89%	50%	40%	89%	78%	84%	72%	72%	92%	77%
Poorly educated		120	2	6	2	31	32	3	6	4	3	6	1	14	10
			5%	1%	3%	1%	16%	16%	1%	3%	2%	2%	3%	-	7%
Don't know/not stated		73	7	4	1	9	10	1	1	-	9	12	2	5	12
			3%	3%	2%	-	5%	5%	1%	1%	-	5%	6%	1%	3%
Mean score		0.97	1.31	0.97	1.32	0.41	0.26	1.19	0.87	1.15	0.83	1.06	1.46	0.89	0.98

How well educated are the British?

Q. 19

And thinking about the British themselves, how well or poorly educated do you think that they are generally?

The United Kingdom's international relations

Q. 20

Now I would like to ask you about Britain's relationships with different countries. To what extent do you think that Britain values its relationships with:

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Europe															
Very much	(3.0)	1212	131	117	97	47	47	96	103	116	55	79	135	107	83
		47%	66%	59%	48%	24%	23%	48%	52%	58%	28%	39%	67%	54%	41%
A fair amount	(2.0)	1005	59	65	87	70	82	88	79	69	99	100	50	72	84
		39%	30%	33%	43%	35%	41%	44%	40%	34%	50%	50%	25%	36%	42%
Not a lot	(1.0)	308	7	15	14	70	63	8	13	14	44	15	13	9	23
		12%	3%	8%	7%	35%	32%	4%	7%	7%	22%	8%	6%	5%	12%
Not at all	(0.0)	28	1	–	–	11	7	1	–	–	2	3	–	1	1
		1%	–	–	–	6%	3%	1%	–	–	1%	2%	–	1%	–
Very much/a fair amount		2217	190	182	183	118	129	184	182	185	154	179	185	179	167
		85%	95%	91%	92%	59%	64%	92%	91%	93%	77%	89%	93%	90%	84%
Not a lot/not at all		336	8	15	15	81	70	9	13	14	46	18	13	10	24
		13%	4%	8%	7%	41%	35%	5%	7%	7%	23%	9%	6%	5%	12%
Don't know/not stated		47	2	3	2	1	1	7	5	1	–	4	2	11	9
		2%	1%	2%	1%	1%	–	3%	3%	–	–	2%	1%	6%	4%
Mean score		2.33	2.62	2.52	2.41	1.77	1.85	2.44	2.46	2.51	2.04	2.29	2.62	2.51	2.30
USA															
Very much	(3.0)	1577	128	177	159	154	87	114	79	100	97	83	170	102	126
		61%	64%	89%	80%	77%	43%	57%	40%	50%	49%	42%	85%	51%	63%
A fair amount	(2.0)	796	53	20	34	38	85	67	93	78	67	94	21	74	52
		31%	27%	10%	17%	19%	42%	34%	47%	39%	44%	47%	11%	37%	26%
Not a lot	(1.0)	160	11	1	4	7	21	11	23	19	12	13	7	18	13
		6%	5%	1%	2%	4%	11%	6%	12%	9%	6%	6%	3%	9%	7%
Not at all	(0.0)	19	1	1	–	1	3	2	1	1	3	3	–	2	2
		1%	–	1%	–	1%	1%	1%	1%	–	2%	1%	–	1%	1%
Very much/a fair amount		2372	182	197	193	192	172	181	172	178	184	177	191	176	178
		91%	91%	99%	97%	96%	86%	91%	86%	89%	92%	88%	96%	88%	89%
Not a lot/not at all		179	12	2	4	8	24	13	24	20	15	15	7	20	15
		7%	6%	1%	2%	4%	12%	7%	12%	10%	8%	8%	3%	10%	8%
Don't know/not stated		49	7	1	3	–	4	6	4	2	1	9	2	4	7
		2%	3%	1%	1%	–	2%	3%	2%	1%	1%	4%	1%	2%	4%
Mean score		2.54	2.60	2.87	2.79	2.72	2.30	2.51	2.28	2.40	2.40	2.34	2.82	2.41	2.57
The Commonwealth															
Very much	(3.0)	1114	138	84	20	122	101	74	42	100	80	37	97	99	122
		43%	69%	42%	10%	61%	51%	37%	21%	50%	40%	18%	49%	50%	61%
A fair amount	(2.0)	945	49	84	45	61	66	65	116	80	88	106	65	75	45
		36%	24%	42%	22%	31%	33%	33%	58%	40%	44%	53%	33%	38%	23%
Not a lot	(1.0)	318	5	23	77	12	18	35	33	12	23	36	17	16	13
		12%	2%	12%	38%	6%	9%	18%	17%	6%	12%	18%	8%	8%	7%
Not at all	(0.0)	78	–	2	41	2	6	9	1	1	3	10	1	1	1
		3%	–	1%	20%	1%	3%	5%	1%	–	2%	5%	–	1%	–
Very much/a fair amount		2059	186	168	65	183	168	139	158	179	168	142	162	174	167
		79%	93%	84%	32%	91%	84%	69%	79%	90%	84%	71%	81%	87%	84%
Not a lot/not at all		396	5	25	117	14	23	44	34	13	26	46	17	17	14
		15%	2%	13%	59%	7%	12%	22%	17%	6%	13%	23%	9%	9%	7%
Don't know/not stated		145	9	7	18	3	9	17	8	8	6	13	20	9	19
		6%	4%	4%	9%	2%	4%	8%	4%	4%	3%	6%	10%	5%	9%
Mean score		2.26	2.70	2.30	1.24	2.54	2.38	2.11	2.04	2.45	2.26	1.90	2.44	2.42	2.59
Your own country															
Very much	(3.0)	433	19	8	29	44	40	67	44	15	9	7	93	44	14
		17%	10%	4%	14%	22%	20%	34%	22%	7%	5%	3%	47%	22%	7%
A fair amount	(2.0)	1156	110	91	127	87	114	83	111	69	50	89	69	101	54
		44%	55%	46%	64%	44%	57%	42%	56%	34%	25%	44%	34%	51%	27%
Not a lot	(1.0)	815	58	90	39	62	42	30	27	103	117	69	32	46	100
		31%	29%	45%	19%	31%	21%	15%	14%	52%	59%	34%	16%	23%	50%
Not at all	(0.0)	135	8	9	3	6	4	10	7	11	19	24	1	6	28
		5%	4%	5%	1%	3%	2%	5%	4%	5%	10%	12%	–	3%	14%
Very much/a fair amount		1589	129	99	156	132	154	150	155	84	59	95	162	145	68
		61%	65%	50%	78%	66%	77%	75%	78%	42%	30%	48%	81%	73%	34%
Not a lot/not at all		950	66	99	42	68	46	40	34	114	136	92	33	52	127
		37%	33%	50%	21%	34%	23%	20%	17%	57%	68%	46%	17%	26%	64%
Don't know/not stated		61	5	2	2	–	–	9	11	2	5	13	5	3	4
		2%	2%	1%	1%	–	–	5%	6%	1%	3%	7%	2%	2%	2%
Mean score		1.74	1.72	1.49	1.92	1.85	1.95	2.09	2.02	1.44	1.25	1.42	2.30	1.93	1.28



British society

Q. 21

I am now going to read out some statements that have been made about British society. I would like you to tell me to what extent you personally agree or disagree that they represent the UK.

The British system is a good example of democratic government.

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	632	50	6	61	65	20	93	23	42	59	28	85	43	58
		24%	25%	3%	30%	33%	10%	46%	12%	21%	30%	14%	43%	22%	29%
Tend to agree	(1.0)	1065	67	60	86	89	83	76	109	90	85	87	81	92	61
		41%	33%	30%	43%	45%	41%	38%	55%	45%	43%	43%	40%	46%	31%
Neither/nor	(0.0)	376	23	39	33	27	44	14	38	25	31	32	23	30	17
		14%	12%	20%	16%	14%	22%	7%	19%	12%	16%	16%	12%	15%	8%
Tend to disagree	(-1.0)	357	37	79	14	15	41	10	15	31	21	29	6	23	37
		14%	18%	40%	7%	8%	20%	5%	8%	15%	11%	14%	3%	12%	19%
Strongly disagree	(-2.0)	112	21	15	6	2	7	4	5	12	3	12	1	4	20
		4%	11%	8%	3%	1%	3%	2%	3%	6%	2%	6%	-	2%	10%
Agree		1697	117	66	146	155	102	168	132	132	144	115	166	135	119
		65%	58%	33%	73%	77%	51%	84%	66%	66%	72%	57%	83%	68%	60%
Disagree		469	58	94	20	17	48	14	20	42	24	40	7	27	58
		18%	29%	47%	10%	9%	24%	7%	10%	21%	12%	20%	3%	14%	29%
Don't know/not stated		58	2	1	1	1	6	3	10	1	1	14	4	8	6
		2%	1%	1%	-	1%	3%	2%	5%	-	1%	7%	2%	4%	3%
Mean score		.69	.44	-.19	.91	1.01	.35	1.23	.68	.60	.88	.49	1.24	.77	.51

Britain no longer has a comprehensive system of social welfare.

Strongly agree	(2.0)	204	6	1	8	57	25	29	10	14	15	6	7	5	20
		8%	3%	1%	4%	29%	13%	15%	5%	7%	8%	3%	3%	3%	10%
Tend to agree	(1.0)	582	26	24	20	64	66	62	67	70	45	28	30	27	52
		22%	13%	12%	10%	32%	33%	31%	34%	35%	23%	14%	15%	14%	26%
Neither/nor	(0.0)	622	56	80	62	24	48	55	60	41	57	35	33	41	29
		24%	28%	40%	31%	12%	24%	28%	30%	21%	29%	18%	17%	21%	15%
Tend to disagree	(-1.0)	609	37	76	66	37	31	23	33	50	36	76	37	54	52
		23%	18%	38%	33%	19%	16%	12%	17%	25%	18%	38%	18%	27%	26%
Strongly disagree	(-2.0)	234	14	15	42	6	6	15	3	8	9	13	51	25	28
		9%	7%	18%	21%	3%	3%	7%	2%	4%	5%	6%	26%	13%	14%
Agree		786	32	25	28	122	92	91	77	84	60	34	37	32	73
		30%	16%	13%	14%	61%	46%	46%	39%	42%	30%	17%	18%	16%	36%
Disagree		842	50	91	107	43	37	38	36	58	45	88	88	79	80
		32%	25%	46%	54%	22%	19%	19%	18%	29%	23%	44%	44%	40%	40%
Don't know/not stated		350	61	4	3	11	23	15	27	17	38	43	42	48	18
		13%	31%	2%	1%	6%	12%	7%	14%	8%	19%	22%	21%	24%	9%
Mean score		.04	-.19	-.41	-.58	.69	.42	.36	.28	.17	.13	-.39	-.61	-.44	-.08

Britain has a good national health service.

Strongly agree	(2.0)	658	68	10	135	8	3	90	18	38	22	48	85	52	80
		25%	34%	5%	68%	4%	1%	45%	9%	19%	11%	24%	43%	26%	40%
Tend to agree	(1.0)	1031	85	91	54	37	46	78	119	101	64	112	80	100	64
		40%	43%	46%	27%	19%	23%	39%	60%	51%	32%	56%	40%	50%	32%
Neither/nor	(0.0)	371	15	80	5	35	37	14	28	35	54	16	16	17	20
		14%	7%	40%	2%	18%	19%	7%	14%	18%	27%	8%	8%	9%	10%
Tend to disagree	(-1.0)	191	8	9	4	70	39	3	10	13	16	2	4	7	6
		7%	4%	5%	2%	35%	20%	2%	5%	6%	8%	1%	2%	4%	3%
Strongly disagree	(-2.0)	85	3	4	-	32	29	1	3	1	3	1	1	2	5
		3%	1%	2%	-	16%	15%	1%	2%	-	2%	-	-	1%	3%
Agree		1689	153	101	189	45	49	168	137	140	86	160	165	152	144
		65%	77%	51%	95%	23%	24%	84%	69%	70%	43%	80%	83%	76%	72%
Disagree		277	11	13	4	103	68	5	13	14	19	3	5	9	12
		11%	5%	7%	2%	51%	34%	2%	7%	7%	10%	1%	2%	5%	6%
Don't know/not stated		263	21	6	2	17	46	14	22	11	41	23	15	22	24
		10%	11%	3%	1%	9%	23%	7%	11%	5%	21%	11%	7%	11%	12%
Mean score		.85	1.16	.48	1.62	-.45	-.30	1.35	.78	.86	.54	1.15	1.32	1.08	1.18

Britain is now a 'classless' society.

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	83	3	1	13	2	-	18	10	3	10	5	6	4	9
		3%	1%	1%	6%	1%	-	9%	5%	1%	5%	2%	3%	2%	4%
Tend to agree	(1.0)	294	24	7	24	7	13	31	54	21	34	15	32	13	20
		11%	12%	4%	12%	4%	6%	16%	27%	10%	17%	7%	16%	7%	10%
Neither/nor	(0.0)	395	24	16	38	17	27	38	61	36	23	17	54	27	16
		15%	12%	8%	19%	9%	14%	19%	31%	18%	12%	8%	27%	14%	8%
Tend to disagree	(-1.0)	938	92	85	97	84	81	55	45	88	57	89	43	71	52
		36%	46%	43%	48%	42%	40%	28%	23%	44%	29%	45%	21%	36%	26%
Strongly disagree	(-2.0)	786	53	91	28	87	74	42	16	49	70	58	50	70	97
		30%	27%	46%	14%	44%	37%	21%	8%	25%	35%	29%	25%	35%	48%
Agree		377	27	8	37	9	13	50	64	24	44	19	38	17	28
		15%	14%	4%	18%	5%	6%	25%	32%	12%	22%	10%	19%	9%	14%
Disagree		1725	146	176	124	172	155	97	61	137	127	147	93	141	148
		66%	73%	88%	62%	86%	78%	49%	31%	68%	64%	74%	47%	71%	74%
Don't know/not stated		104	3	-	1	2	5	16	14	3	6	18	15	15	7
		4%	1%	-	-	1%	2%	8%	7%	1%	3%	9%	7%	8%	4%
Mean score		-.82	-.86	-1.29	-.52	-1.25	-1.11	-.39	-.02	-.81	-.74	-.99	-.54	-1.03	-1.08

British society is truly 'multicultural'.

Strongly agree	(2.0)	550	50	10	66	30	37	55	11	33	75	49	57	36	39
		21%	25%	5%	33%	15%	19%	28%	6%	17%	38%	25%	29%	18%	20%
Tend to agree	(1.0)	1084	72	58	99	105	110	67	80	87	73	89	90	81	75
		42%	36%	29%	49%	52%	55%	34%	40%	43%	37%	44%	45%	41%	37%
Neither/nor	(0.0)	407	27	41	22	26	31	31	51	41	21	12	31	39	33
		16%	14%	21%	11%	13%	16%	16%	26%	21%	11%	6%	16%	20%	16%
Tend to disagree	(-1.0)	369	33	73	6	26	16	21	31	33	20	32	14	28	37
		14%	17%	37%	3%	13%	8%	10%	16%	16%	10%	16%	7%	14%	19%
Strongly disagree	(-2.0)	107	14	15	2	9	2	16	15	3	6	4	3	8	10
		4%	7%	8%	1%	5%	1%	8%	8%	1%	3%	2%	1%	4%	5%
Agree		1634	122	68	164	135	147	122	91	120	148	138	148	117	114
		63%	61%	34%	82%	67%	74%	61%	46%	60%	74%	69%	74%	59%	57%
Disagree		475	47	88	8	35	18	37	46	35	26	36	17	36	47
		18%	23%	44%	4%	18%	9%	19%	23%	18%	13%	18%	8%	18%	24%
Don't know/not stated		84	4	3	6	4	4	9	12	3	5	15	5	8	6
		3%	2%	2%	3%	2%	2%	5%	6%	1%	3%	8%	2%	4%	3%
Mean score		.64	.57	-.13	1.13	.62	.84	.65	.22	.59	.98	.79	.95	.57	.50

British people are not very welcoming towards foreigners.

Strongly agree	(2.0)	349	36	12	31	16	5	38	9	7	53	20	34	28	60
		13%	18%	6%	15%	8%	2%	19%	5%	3%	27%	10%	17%	14%	30%
Tend to agree	(1.0)	740	64	85	88	43	26	44	50	55	83	60	34	62	46
		28%	32%	43%	44%	22%	13%	22%	25%	28%	42%	30%	17%	31%	23%
Neither/nor	(0.0)	575	40	53	36	57	33	38	80	50	22	41	48	39	37
		22%	20%	27%	18%	29%	17%	19%	40%	25%	11%	21%	24%	20%	19%
Tend to disagree	(-1.0)	569	41	41	24	64	75	37	38	60	27	53	36	39	35
		22%	20%	21%	12%	32%	38%	19%	19%	30%	14%	26%	18%	20%	17%
Strongly disagree	(-2.0)	220	9	4	11	16	45	29	8	17	12	7	39	13	12
		8%	4%	2%	5%	8%	22%	14%	4%	8%	6%	3%	19%	7%	6%
Agree		1089	100	97	118	59	31	82	59	62	136	80	68	90	106
		42%	50%	49%	59%	30%	16%	41%	30%	31%	68%	40%	34%	45%	53%
Disagree		789	50	45	35	80	120	66	46	77	39	59	75	52	46
		30%	25%	23%	17%	40%	60%	33%	23%	38%	20%	30%	37%	26%	23%
Don't know/not stated		147	11	5	11	3	16	14	15	11	3	20	10	19	11
		6%	5%	3%	5%	2%	8%	7%	8%	5%	2%	10%	5%	10%	5%
Mean score		.17	.41	.31	.55	-.11	-.70	.14	.08	-.13	.70	.19	-.06	.29	.57

The British legal system ensures that everyone gets a fair trial.

Strongly agree	(2.0)	516	48	5	92	28	9	59	11	29	42	55	77	27	36
		20%	24%	3%	46%	14%	4%	30%	6%	14%	21%	27%	38%	14%	18%
Tend to agree	(1.0)	999	89	48	79	77	86	76	65	100	59	101	63	94	62
		38%	45%	24%	39%	39%	43%	38%	33%	50%	30%	51%	32%	47%	31%
Neither/nor	(0.0)	520	28	56	10	48	52	33	81	33	53	16	36	39	36
		20%	14%	28%	5%	24%	26%	16%	41%	16%	27%	8%	18%	20%	18%
Tend to disagree	(-1.0)	209	6	75	5	15	12	7	12	21	9	9	3	9	27
		8%	3%	38%	2%	8%	6%	4%	6%	10%	5%	5%	1%	5%	13%
Strongly disagree	(-2.0)	76	6	14	3	8	2	5	3	1	3	2	9	10	11
		3%	3%	7%	1%	4%	1%	3%	2%	-	2%	1%	4%	5%	5%
Agree		1515	137	53	170	106	95	136	76	128	101	156	140	121	98
		58%	68%	27%	85%	53%	47%	68%	38%	64%	51%	78%	70%	61%	49%
Disagree		285	12	89	8	23	14	12	15	22	12	11	12	19	37
		11%	6%	45%	4%	12%	7%	6%	8%	11%	6%	6%	6%	10%	19%
Don't know/not stated		280	23	2	12	23	40	20	28	18	34	18	13	21	29
		11%	12%	1%	6%	12%	20%	10%	14%	9%	17%	9%	6%	11%	15%
Mean score		.72	.95	-.23	1.33	.58	.55	.98	.40	.74	.77	1.08	1.05	.66	.50

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Strongly agree	(2.0)	61	4	1	2	6	1	16	2	2	1	4	7	2	13
		2%	2%	1%	1%	3%	-	8%	1%	1%	1%	2%	3%	1%	7%
Tend to agree	(1.0)	330	17	33	23	22	23	29	45	27	17	14	25	30	25
		13%	8%	17%	11%	11%	12%	15%	23%	13%	9%	7%	13%	15%	12%
Neither/nor	(0.0)	521	31	57	34	51	53	38	63	35	27	21	49	41	22
		20%	16%	29%	17%	26%	26%	19%	32%	18%	14%	10%	24%	21%	11%
Tend to disagree	(-1.0)	879	81	93	71	67	57	52	48	84	63	95	33	62	74
		34%	40%	47%	35%	34%	28%	26%	24%	42%	32%	48%	17%	31%	37%
Strongly disagree	(-2.0)	544	51	14	43	26	42	50	12	46	69	40	70	38	43
		21%	26%	7%	21%	13%	21%	25%	6%	23%	35%	20%	35%	19%	21%
Agree		391	20	34	25	28	24	46	47	29	18	18	32	32	38
		15%	10%	17%	12%	14%	12%	23%	24%	14%	9%	9%	16%	16%	19%
Disagree		1423	132	107	113	93	99	102	60	130	132	135	103	100	116
		55%	66%	54%	57%	47%	49%	51%	30%	65%	66%	68%	51%	50%	58%
Don't know/not stated		264	17	2	28	27	24	14	30	6	23	27	17	27	23
		10%	8%	1%	14%	14%	12%	7%	15%	3%	12%	13%	8%	14%	12%
Mean score		.65	-.87	-.43	-.75	-.49	-.66	-.49	-.14	-.75	-.103	-.88	-.73	-.60	-.61

Women are discriminated against in Britain.

Strongly agree	(2.0)	616	41	29	106	18	14	78	6	33	63	85	78	10	54
		24%	20%	15%	53%	9%	7%	39%	3%	17%	32%	43%	39%	5%	27%
Tend to agree	(1.0)	1071	95	119	87	61	42	78	89	104	81	91	77	84	63
		41%	48%	60%	43%	31%	21%	39%	45%	52%	41%	46%	38%	42%	32%
Neither/nor	(0.0)	420	35	36	3	48	36	20	57	42	32	9	21	51	28
		16%	17%	18%	1%	24%	18%	10%	29%	21%	16%	5%	11%	26%	14%
Tend to disagree	(-1.0)	208	16	10	1	40	40	5	19	12	8	5	10	18	25
		8%	8%	5%	-	20%	20%	3%	10%	6%	4%	2%	5%	9%	12%
Strongly disagree	(-2.0)	63	7	4	1	2	22	3	5	1	2	1	5	1	10
		2%	3%	2%	-	1%	11%	1%	3%	-	1%	1%	2%	1%	5%
Agree		1687	136	148	193	79	56	156	95	138	144	176	154	94	117
		65%	68%	74%	97%	40%	28%	78%	48%	69%	72%	88%	77%	47%	59%
Disagree		271	22	14	2	42	62	8	24	13	10	6	15	19	35
		10%	11%	7%	1%	21%	31%	4%	12%	6%	5%	3%	7%	10%	17%
Don't know/not stated		222	7	2	2	30	46	16	24	7	14	10	10	36	20
		9%	3%	1%	1%	15%	23%	8%	12%	3%	7%	5%	5%	18%	10%
Mean score		.83	.76	.80	1.50	.31	-1.0	1.22	.41	.82	1.05	1.34	1.12	.51	.70

Britain is committed to protecting the environment.

Strongly agree	(2.0)	285	18	16	30	6	4	53	5	12	20	12	54	15	40
		11%	9%	8%	15%	3%	2%	26%	3%	6%	10%	6%	27%	8%	20%
Tend to agree	(1.0)	724	50	92	98	33	19	63	63	71	34	40	50	59	54
		28%	25%	46%	49%	17%	9%	31%	32%	35%	17%	20%	25%	30%	27%
Neither/nor	(0.0)	630	44	52	33	47	61	35	77	46	49	33	61	57	34
		24%	22%	26%	16%	24%	31%	18%	39%	23%	25%	17%	31%	29%	17%
Tend to disagree	(-1.0)	586	53	33	20	72	81	23	25	54	48	74	17	38	48
		23%	27%	17%	10%	36%	40%	12%	13%	27%	24%	37%	8%	19%	24%
Strongly disagree	(-2.0)	210	23	4	11	21	26	16	4	13	39	19	7	13	14
		8%	12%	2%	5%	11%	13%	8%	2%	6%	20%	9%	3%	7%	7%
Agree		1009	69	108	127	39	22	115	68	83	54	51	104	74	94
		39%	34%	54%	64%	20%	11%	58%	34%	41%	27%	26%	52%	37%	47%
Disagree		797	77	37	31	93	107	40	29	67	87	92	23	51	62
		31%	38%	19%	15%	47%	54%	20%	15%	33%	44%	46%	12%	26%	31%
Don't know/not stated		165	11	3	9	20	9	10	26	4	10	24	12	18	10
		6%	5%	2%	4%	10%	4%	5%	13%	2%	5%	12%	6%	9%	5%
Mean score		.12	-.07	.42	.60	-.39	-.56	.59	.23	.08	-.27	-.27	.68	.14	.30

British people are not racially tolerant.

Strongly agree	(2.0)	338	8	2	97	10	1	66	5	17	48	8	53	4	20
		13%	4%	1%	48%	5%	-	33%	3%	8%	24%	4%	27%	2%	10%
Tend to agree	(1.0)	611	39	21	53	43	10	70	47	85	62	60	59	29	34
		23%	19%	11%	26%	22%	5%	35%	24%	42%	31%	30%	30%	15%	17%
Neither/nor	(0.0)	745	63	68	22	64	56	37	68	71	60	61	60	61	53
		29%	32%	34%	11%	32%	28%	19%	34%	35%	30%	31%	30%	31%	27%
Tend to disagree	(-1.0)	484	53	83	12	43	72	11	43	15	12	29	14	51	45
		19%	27%	42%	6%	22%	36%	6%	22%	7%	6%	15%	7%	26%	23%
Strongly disagree	(-2.0)	241	25	24	3	25	51	6	16	7	2	9	11	36	27
		9%	13%	12%	1%	13%	25%	3%	8%	3%	1%	4%	5%	18%	13%
Agree		949	47	23	149	53	11	136	52	101	110	68	113	33	53
		36%	23%	12%	75%	27%	5%	68%	26%	51%	55%	34%	56%	17%	27%
Disagree		724	79	107	15	68	123	17	59	22	14	38	24	87	72
		28%	39%	54%	7%	34%	61%	8%	30%	11%	7%	19%	12%	44%	36%
Don't know/not stated		182	12	2	14	14	11	10	21	6	16	34	3	19	21
		7%	6%	1%	7%	7%	5%	5%	11%	3%	8%	17%	1%	10%	11%
Mean score		.13	-.26	-.54	1.22	-.16	-.86	.94	-1.0	.46	.77	.18	.67	-.48	-.14

The British media tell the truth.

The British media

Q. 22

Thinking about the British media, how do they compare with the media in this country in terms of:

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Honesty															
Much better	(2.0)	592	15	32	57	21	–	83	63	76	25	37	84	29	70
		23%	7%	16%	28%	11%	–	42%	32%	38%	13%	19%	42%	15%	35%
A little better	(1.0)	768	68	76	89	34	15	70	54	76	69	58	46	44	69
		30%	34%	38%	44%	17%	7%	35%	27%	38%	35%	29%	23%	22%	35%
About the same	(0.0)	802	79	69	35	86	92	34	40	42	83	69	44	87	43
		31%	39%	35%	17%	43%	46%	17%	20%	21%	42%	35%	22%	44%	21%
A little worse	(-1.0)	190	25	10	5	31	56	9	14	–	5	4	12	17	3
		7%	13%	5%	2%	16%	28%	5%	7%	–	3%	2%	6%	9%	1%
Much worse	(-2.0)	75	7	4	–	14	23	1	6	2	1	1	6	9	1
		3%	3%	2%	–	7%	12%	1%	3%	1%	1%	1%	3%	5%	–
Better		1360	83	108	145	55	15	154	117	152	94	95	130	73	140
		52%	41%	54%	73%	28%	7%	77%	59%	76%	47%	48%	65%	37%	70%
Worse		265	32	14	5	45	79	10	20	2	6	5	17	26	4
		10%	16%	7%	2%	23%	40%	5%	10%	1%	3%	2%	9%	13%	2%
Don't know/not stated		173	7	9	15	13	15	2	23	4	17	32	9	14	14
		7%	3%	5%	7%	7%	7%	1%	12%	2%	9%	16%	4%	7%	7%
Mean score		.66	.30	.64	1.06	.09	-.47	1.14	.87	1.14	.61	.75	1.00	.36	1.11

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Quality															
Much better	(2.0)	817	25	47	102	14	2	118	63	85	60	62	109	56	75
		31%	13%	24%	51%	7%	1%	59%	32%	42%	30%	31%	54%	28%	37%
A little better	(1.0)	809	62	95	49	39	21	55	60	76	90	69	43	69	81
		31%	31%	48%	24%	20%	11%	27%	30%	38%	45%	35%	21%	35%	40%
About the same	(0.0)	617	74	39	34	87	101	20	52	27	43	36	27	50	28
		24%	37%	20%	17%	44%	51%	10%	26%	13%	22%	18%	14%	25%	14%
A little worse	(-1.0)	149	22	5	1	36	47	5	5	6	2	3	4	9	4
		6%	11%	3%	–	18%	23%	3%	3%	3%	1%	2%	2%	5%	2%
Much worse	(-2.0)	47	5	1	–	11	12	–	6	1	–	–	8	3	–
		2%	2%	1%	–	6%	6%	–	3%	–	–	–	4%	2%	–
Better		1626	87	142	151	53	23	173	123	161	150	131	151	125	156
		63%	44%	71%	76%	27%	12%	86%	62%	80%	75%	65%	76%	63%	78%
Worse		196	27	6	1	47	59	5	11	7	2	4	12	12	4
		8%	14%	3%	–	24%	29%	3%	6%	3%	1%	2%	6%	6%	2%
Don't know/not stated		161	12	13	14	12	17	3	14	6	5	30	10	13	13
		6%	6%	7%	7%	6%	8%	1%	7%	3%	3%	15%	5%	7%	7%
Mean score		.90	.43	.97	1.36	.05	-.24	1.45	.91	1.22	1.07	1.11	1.27	.89	1.21

British business

Q. 23

Thinking about your perceptions of British products and services generally, taking your answer from this card, to what extent do you think they are good or poor?

		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Very good	(2.0)	725	46	36	138	11	6	59	35	45	42	66	133	58	51
		28%	23%	18%	69%	6%	3%	29%	18%	23%	21%	33%	67%	29%	25%
Fairly good	(1.0)	1373	132	100	58	111	80	110	137	128	125	112	63	117	100
		53%	66%	50%	29%	55%	40%	55%	69%	64%	63%	56%	32%	59%	50%
Neither good nor poor	(0.0)	330	11	39	2	45	80	27	20	23	26	14	3	12	28
		13%	5%	20%	1%	23%	40%	14%	10%	11%	13%	7%	1%	6%	14%
Fairly poor	(-1.0)	63	1	4	–	15	23	1	6	1	2	1	1	4	4
		2%	–	2%	–	8%	12%	1%	3%	–	1%	–	–	2%	2%
Very poor	(-2.0)	10	–	–	–	4	5	–	1	–	–	–	–	–	–
		–	–	–	–	2%	2%	–	1%	–	–	–	–	–	–
Good		2099	178	136	196	122	86	169	172	173	167	178	196	175	151
		81%	89%	68%	98%	61%	43%	84%	86%	87%	84%	89%	98%	88%	76%
Poor		73	1	4	–	19	28	1	7	1	2	1	1	4	4
		3%	–	2%	–	10%	14%	1%	4%	–	1%	–	–	2%	2%
Don't know/not stated		99	11	21	2	14	6	3	1	3	5	8	–	9	17
		4%	5%	11%	1%	7%	3%	1%	1%	1%	3%	4%	–	5%	8%
Mean score		1.10	1.17	.94	1.69	.61	.33	1.15	1.01	1.11	1.06	1.27	1.64	1.20	1.08



		total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Very good	(2.0)	463	23	11	54	10	9	68	38	28	8	22	112	40	41
		18%	12%	6%	27%	5%	4%	34%	19%	14%	4%	11%	56%	20%	20%
Fairly good	(1.0)	1207	134	97	93	78	73	97	93	121	87	99	66	85	84
		46%	67%	49%	46%	39%	37%	49%	47%	61%	44%	49%	33%	43%	42%
Neither good nor poor	(0.0)	565	31	56	14	64	78	27	44	43	75	37	12	41	43
		22%	16%	28%	7%	32%	39%	14%	22%	22%	38%	19%	6%	21%	21%
Fairly poor	(-1.0)	113	1	12	32	3	12	1	2	-	13	3	4	21	9
		4%	-	6%	16%	2%	6%	1%	1%	-	7%	2%	2%	11%	4%
Very poor	(-2.0)	15	-	2	3	-	-	-	1	-	4	-	1	4	-
		1%	-	1%	1%	-	-	-	1%	-	2%	-	-	2%	-
Good		1671	157	108	146	88	82	165	131	149	95	121	178	125	125
		64%	79%	54%	73%	44%	41%	83%	66%	74%	48%	60%	89%	63%	63%
Poor		128	1	14	35	3	12	1	3	-	17	3	5	25	9
		5%	-	7%	17%	2%	6%	1%	2%	-	9%	2%	2%	13%	4%
Don't know/not stated		236	11	22	5	44	28	6	22	8	13	40	6	9	23
		9%	5%	11%	2%	22%	14%	3%	11%	4%	7%	20%	3%	5%	12%
Mean score		.85	.95	.59	.85	.61	.46	1.20	.93	.92	.46	.87	1.46	.73	.89

Q. 24a

And using the same scale, how do you perceive the British workforce?

Very good	(2.0)	730	28	33	157	28	16	97	21	34	59	36	122	38	60
		28%	14%	17%	79%	14%	8%	49%	11%	17%	30%	18%	61%	19%	30%
Fairly good	(1.0)	1187	126	101	36	80	89	79	109	114	111	103	53	107	79
		46%	63%	51%	18%	40%	44%	39%	55%	57%	56%	51%	27%	54%	40%
Neither good nor poor	(0.0)	385	25	39	5	47	61	18	40	34	15	29	15	32	24
		15%	13%	20%	2%	24%	31%	9%	20%	17%	8%	14%	7%	16%	12%
Fairly poor	(-1.0)	55	2	15	1	3	10	1	4	2	2	2	3	7	4
		2%	1%	8%	-	2%	5%	1%	2%	1%	1%	1%	1%	4%	2%
Very poor	(-2.0)	9	-	1	-	-	1	-	2	-	1	-	4	-	-
		-	-	1%	-	-	-	-	1%	-	1%	-	2%	-	-
Good		1918	154	134	193	109	104	176	130	149	170	139	176	145	140
		74%	77%	67%	97%	54%	52%	88%	65%	74%	85%	69%	88%	73%	70%
Poor		64	2	16	1	3	11	1	6	2	3	2	7	7	4
		2%	1%	8%	-	2%	5%	1%	3%	1%	2%	1%	3%	4%	2%
Don't know/not stated		233	18	11	1	41	23	5	24	15	12	31	3	16	33
		9%	9%	6%	-	21%	12%	2%	12%	7%	6%	16%	1%	8%	16%
Mean score		1.09	.99	.80	1.76	.84	.62	1.39	.82	.98	1.20	1.02	1.48	.96	1.18

Q. 24b

And using the same scale, how do you perceive British management?

The United Kingdom's main weakness

Q. 25

What would you say, overall, is the United Kingdom's one major weakness?

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Traditional/conservative/ out of date for the modern world/against innovation/ not flexible	296 11%	1 -	81 41%	2 1%	19 10%	32 16%	7 4%	17 9%	11 5%	28 14%	50 25%	4 2%	15 8%	29 15%
Conflict in Northern Ireland/religious wars/ internal conflicts/terrorism	136 5%	15 7%	- -	14 7%	- -	19 9%	1 -	4 2%	19 9%	15 8%	6 3%	15 7%	1 1%	29 15%
Monarchy/influence of the Royal Family (rules/ disputes/ scandals) on government/citizens	124 5%	2 1%	3 2%	34 17%	3 2%	7 3%	8 4%	3 2%	26 13%	5 3%	5 2%	2 1%	11 6%	16 8%
Racial discrimination/racism	104 4%	5 2%	2 1%	18 9%	- -	4 2%	15 7%	6 3%	12 6%	1 1%	1 -	24 12%	12 6%	4 2%
Lack of interest in Europe/Euro	84 3%	1 -	3 2%	- -	27 14%	23 12%	2 1%	- -	1 -	25 13%	1 -	- -	- -	1 -
Anti-foreigner/ narrow-minded/ intolerant/unfriendly	83 3%	5 2%	10 5%	9 4%	3 2%	4 2%	8 4%	1 1%	2 1%	17 9%	2 1%	4 2%	11 6%	8 4%
Cold/reserved/ inaccessible/ not open people	76 3%	40 20%	- -	1 -	3 2%	- -	1 -	- -	8 4%	7 4%	2 1%	7 3%	1 1%	7 4%
Dependence on America	75 3%	- -	15 8%	- -	16 8%	- -	21 11%	3 2%	3 1%	- -	8 4%	7 3%	- -	2 1%
Social system/welfare	73 3%	- -	- -	- -	27 14%	10 5%	3 2%	2 1%	6 3%	- -	- -	3 1%	17 9%	5 3%
Snob/arrogant/aloof	70 3%	- -	2 1%	2 1%	5 3%	7 3%	8 4%	13 7%	4 2%	6 3%	9 5%	4 2%	3 2%	8 4%
Rests too much on its laurels/past glories/illusion that it is still a world empire	70 3%	4 2%	8 4%	3 1%	8 4%	20 10%	1 -	3 2%	4 2%	6 3%	2 1%	2 1%	1 1%	9 4%
Recession/poor performance of the economy	59 2%	6 3%	15 8%	- -	9 5%	10 5%	2 1%	- -	4 2%	1 1%	1 1%	9 4%	1 1%	2 1%
Social discrimination	59 2%	35 17%	- -	11 5%	1 1%	- -	1 1%	- -	5 2%	2 1%	1 -	3 1%	- -	- -
Geographical situation/ island/isolated/insular	57 2%	1 -	9 5%	- -	10 5%	4 2%	1 1%	- -	8 4%	8 4%	13 6%	1 -	1 1%	2 1%
Political system	49 2%	24 12%	- -	- -	5 3%	4 2%	3 1%	2 1%	5 2%	4 2%	- -	- -	- -	2 1%
Proud/self-important/ self-centred people	47 2%	- -	2 1%	1 -	5 3%	6 3%	3 2%	1 1%	2 1%	12 6%	3 2%	2 1%	7 4%	3 1%
Long history	34 1%	- -	22 11%	- -	1 1%	3 1%	1 -	6 3%	- -	- -	- -	1 -	- -	- -
Class society	33 1%	- -	1 1%	1 -	7 4%	3 1%	1 1%	- -	6 3%	1 1%	- -	2 1%	11 6%	- -
Bad weather/fog/rain	33 1%	2 1%	- -	- -	2 1%	3 1%	- -	1 1%	1 1%	10 5%	5 3%	1 -	8 4%	- -
Old British Empire/ colonies	33 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	2 1%	1 1%	4 2%	1 1%	21 11%
Unemployment	21 1%	2 1%	- -	4 2%	4 2%	1 1%	1 1%	- -	1 1%	1 1%	- -	1 1%	3 2%	3 1%
Poor food	18 1%	- -	1 1%	- -	9 5%	3 1%	- -	- -	1 1%	3 2%	1 -	- -	- -	1 -
Agriculture	18 1%	- -	- -	15 7%	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Violence/murders	17 1%	6 3%	- -	- -	1 1%	- -	- -	- -	3 1%	1 1%	- -	5 2%	1 1%	- -



	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Lack of resources/ dependence on imports	16 1%	2 1%	-	-	2 1%	-	1	-	1	1	6 3%	-	1 1%	3 1%
Size of country/ small country	16 1%	-	7 4%	1	-	-	1	-	-	-	4 2%	-	3 2%	-
Weak international image/not well known	15 1%	-	3 2%	-	1 1%	3 1%	4 2%	1 1%	-	1 1%	-	-	1 1%	1
Hooligans/violence in sport	14 1%	-	-	2 1%	3 2%	1	-	-	1	2 1%	1	5 2%	-	-
Lack of human resources	14 1%	-	-	10 5%	-	-	3 1%	-	-	-	-	1	-	-
Disintegration of family/society	13 1%	-	-	-	2 1%	-	1	2 1%	2 1%	2 1%	-	4 2%	-	1
Education system	13 -	2 1%	-	-	4 2%	2 1%	-	-	1	1 1%	1 1%	-	2 1%	-
Does not care about Arabs/Palestinians/ Middle-East problems	11 -	1	-	5 2%	-	-	1	-	-	-	1	4 2%	-	-
Bad reputation with regard to meat/beef	9 -	-	-	-	2 1%	5 2%	1	1 1%	-	1 1%	-	-	-	-
Size of country/too vast/ too many countries	9 -	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	3 1%
Lack of ambitious workers/lazy	8 -	-	2 1%	-	1 1%	-	-	-	-	-	1	-	4 2%	1
Health system	7 -	-	-	1	5 3%	1	-	-	-	-	1	-	-	-
Expensive country for foreigners	7 -	-	-	-	-	-	-	1 1%	-	3 2%	1	3 1%	-	-
Mafia/gangsters	7 -	-	-	1	-	-	1	-	-	-	1	5 2%	-	-
Influx of immigrants/ too many foreigners	6 -	-	-	-	-	-	-	-	-	-	-	1	2 1%	3 1%
British press	3 -	-	-	-	1 1%	-	-	-	-	-	-	-	2 1%	-
Expensive food	3 -	-	-	-	1 1%	1	-	-	-	-	-	1	-	-
Petty	3 -	-	-	-	1 1%	-	-	-	-	-	-	2 1%	-	-
Over-population	2 -	-	-	-	-	-	1	-	-	-	-	-	1 1%	-
Other	91 4%	-	-	7 3%	-	-	24 12%	-	39 20%	1 1%	-	13 6%	-	7 4%
None/no answer	231 9%	9 4%	7 4%	22 11%	-	7 3%	18 9%	131 66%	-	13 7%	-	21 11%	-	3 1%
Don't know/ not stated	436 17%	39 19%	6 3%	36 18%	10 5%	20 10%	57 29%	-	26 13%	20 10%	80 40%	39 19%	76 38%	28 14%

The United Kingdom's main strength

Q. 26

And what do you think is the United Kingdom's one major strength?

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Tradition/culture/cultural heritage/conservatism	347 13%	50 25%	39 20%	4 2%	2 1%	38 19%	6 3%	5 2%	32 16%	47 24%	72 36%	6 3%	14 7%	34 17%
Stable economy/economic power/strength	299 11%	-	18 9%	43 21%	23 12%	15 7%	22 11%	4 2%	31 15%	20 10%	11 6%	45 22%	47 24%	21 11%
Education system/highly educated/good level of education at schools/universities	153 6%	17 9%	29 15%	1 -	2 1%	6 3%	21 11%	16 8%	24 12%	5 3%	10 5%	5 2%	12 6%	5 3%
Stable/strong political system/political power/strong government/good system of government	111 4%	4 2%	2 1%	8 4%	3 2%	1 -	15 7%	-	22 11%	15 8%	13 6%	11 5%	5 3%	14 7%
Glorious past/British colonies/colonial history	86 3%	-	13 7%	-	8 4%	12 6%	1 1%	15 8%	1 -	1 1%	4 2%	6 3%	2 1%	24 12%
Creativity/innovation/discoveries/advanced technology	82 3%	8 4%	4 2%	13 6%	24 12%	5 2%	1 -	-	7 3%	5 3%	2 1%	7 3%	3 2%	4 2%
Democracy/freedom of speech	71 3%	3 1%	3 2%	5 2%	3 2%	4 2%	6 3%	8 4%	2 1%	2 1%	6 3%	15 7%	3 2%	13 7%
Industrial power	67 3%	-	8 4%	11 5%	16 8%	2 1%	1 -	-	3 1%	6 3%	5 2%	12 6%	-	4 2%
Army power/military power/great army	66 3%	-	1 1%	34 17%	-	2 1%	6 3%	4 2%	1 -	4 2%	2 1%	12 6%	-	1 -
Multicultural society/good integration/coexistence of races/friendly	65 2%	5 2%	5 3%	2 1%	6 3%	20 10%	1 1%	-	3 1%	3 2%	1 -	2 1%	8 4%	9 4%
People determination/ endurance/self-confidence	61 2%	15 7%	11 6%	-	9 5%	6 3%	4 2%	-	5 2%	2 1%	3 1%	1 -	5 3%	2 1%
English language/ universal language	61 2%	-	3 2%	-	28 14%	9 4%	-	3 2%	-	6 3%	1 1%	6 3%	-	5 3%
Good administration/ business organisation/ disciplined at work	57 2%	1 -	2 1%	19 9%	3 2%	1 -	10 5%	1 1%	5 2%	1 1%	6 3%	1 -	3 2%	4 2%
Strong/steady currency	54 2%	-	3 2%	-	3 2%	3 1%	5 2%	4 2%	6 3%	4 2%	3 1%	2 1%	22 11%	-
World power	54 2%	2 1%	6 3%	4 2%	-	5 2%	11 5%	4 2%	-	6 3%	2 1%	5 2%	2 1%	8 4%
Capitalist power	53 2%	-	9 5%	12 6%	13 7%	2 1%	2 1%	1 1%	-	2 1%	-	3 1%	-	9 4%
Monarchy/Royal Family	51 2%	-	-	1 -	6 3%	-	6 3%	3 2%	9 4%	6 3%	5 2%	8 4%	3 2%	5 3%
Cohesion/patriotism/united country (-ies)/proud nation/ people solidarity	43 2%	1 -	3 2%	4 2%	3 2%	4 2%	2 1%	1 -	10 5%	3 2%	4 2%	-	8 4%	1 -
Foreign policies/ relationships with other countries	43 2%	-	7 4%	-	12 6%	3 1%	5 2%	1 1%	2 1%	4 2%	2 1%	4 2%	2 1%	2 1%
Geographical situation/island/sea	31 1%	1 -	6 3%	1 -	3 2%	6 3%	-	-	-	8 4%	4 2%	2 1%	1 1%	-
Strong legal system	31 1%	6 3%	1 1%	-	1 1%	-	1 1%	4 2%	6 3%	1 1%	4 2%	1 -	4 2%	2 1%
High standard of living	31 1%	23 12%	2 1%	-	-	-	1 -	-	-	3 2%	2 1%	-	-	-
Arts/music	29 1%	-	1 1%	-	3 2%	17 8%	1 -	-	-	6 3%	1 -	1 -	-	-
Good social welfare	28 1%	10 5%	5 3%	-	-	-	-	3 2%	-	-	2 1%	1 -	4 2%	3 1%



	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
Football/football team	23 1%	-	2 1%	6 3%	-	-	-	3 2%	-	8 4%	1 1%	-	-	3 1%
British people abide by rules and regulations	22 1%	8 4%	-	3 1%	2 1%	-	1	1 1%	2 1%	1 1%	-	4 2%	-	1
Job opportunities/low unemployment	14 1%	-	-	-	8 4%	-	1 1%	-	1	-	-	-	4 2%	-
Health system/free medical benefits	12 -	5 2%	1 1%	1	-	-	-	-	1	-	-	1	3 2%	-
Tourism	12 -	2 1%	-	-	1 1%	-	-	2 1%	1	3 2%	-	-	3 2%	-
Humour	9 -	-	-	-	-	6 3%	-	-	2 1%	1 1%	-	-	-	-
Tony Blair/Prime Minister	9 -	2 1%	-	2 1%	1 1%	4 2%	-	-	-	-	-	-	-	-
Media	9 -	-	-	-	-	-	7 4%	-	-	-	-	1	1	-
Nature/landscape	7 -	-	-	-	1 1%	3 1%	1	-	1	-	1	-	-	-
Sports	6 -	-	1 1%	-	-	-	2 1%	1 1%	-	-	-	1	2 1%	-
London	5 -	-	-	-	-	4 2%	-	-	1 1%	-	-	-	-	-
Care about environment	4 -	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	1
Low crime rate	3 -	2 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-
Other	58 2%	-	-	1	-	-	22 11%	-	21 10%	-	-	7 3%	-	8 4%
None/no answer	163 6%	3 1%	5 3%	3 1%	-	5 2%	4 2%	118 59%	-	7 4%	-	18 9%	-	-
Don't know/not stated	267 10%	34 17%	9 5%	23 11%	15 8%	20 10%	33 16%	-	7 3%	16 8%	42 21%	16 8%	38 19%	16 8%

Sources of information

Q. 27

Can you please tell me now which two or three sources of information are most important when forming an opinion specifically about the United Kingdom?

	total	Brazil	China	Egypt	France	Germany	India	Malaysia	Mexico	Poland	Russia	Saudi Arabia	South Africa	Turkey
People who have visited the UK	710	44	21	71	39	80	25	65	44	74	55	87	55	50
Books	709	33	120	42	37	71	51	45	63	41	49	38	38	80
Local press	665	57	81	80	91	20	48	-	46	53	44	13	48	84
BBC World TV	507	25	10	69	24	42	124	31	22	57	18	35	41	10
National TV news	503	50	83	47	32	22	36	34	37	43	54	9	38	18
British press	409	37	13	35	68	25	62	30	35	29	15	37	15	8
Other international press	401	27	21	6	44	17	43	60	52	25	14	27	22	43
Word of mouth – friends and family	398	5	26	18	21	52	25	56	23	35	32	40	57	10
Know people from the UK	373	26	10	10	33	60	8	43	35	49	29	37	20	12
Other international TV	361	39	12	43	12	11	41	25	40	34	7	21	19	58
Films	341	24	60	14	21	30	26	36	23	40	18	6	29	14
Visiting the UK personally	305	50	4	11	-	2	13	82	42	18	6	12	53	12
BBC World Service	291	13	18	24	13	10	80	15	9	26	15	53	15	-
Word of mouth – work colleagues	221	5	7	21	19	9	13	36	24	19	16	31	14	8
Tourist authorities in the UK	180	3	3	2	5	82	5	9	4	3	28	28	4	4
Other international radio	117	-	16	46	2	3	7	6	14	6	7	9	3	-
Local radio	110	6	26	17	13	1	7	5	14	7	10	3	2	-
Internet	106	37	1	4	-	11	-	-	16	5	4	2	6	20
Other official UK sources	58	-	5	2	-	3	-	4	7	2	11	4	1	20
Embassies/consulates	13	2	-	-	-	-	-	-	1	-	-	10	-	-
Academic sources	12	-	6	-	-	-	-	-	-	-	-	-	-	5
Other	141	73	-	6	1	5	-	1	30	9	2	1	2	12
Don't know/not stated	34	2	-	-	6	-	-	16	-	-	2	-	7	2
	1%	1%	-	-	3%	-	-	8%	-	-	1%	-	4%	1%