

Attitudes Towards Britain and the British – Year II

Argentina

**Research Study Conducted for
the British Council**



April - May 2000

Contents

Preface	2
Summary of Findings	5
Familiarity and Favourability with Key Countries	5
Images of the United Kingdom	7
United Kingdom's Strengths & Weaknesses	9
British Society	11
Education	14
British Business	17
British Science & Technology	21
British Personalities	23
British Art	25
British Media	26
Britain's Relationships with other Countries	27
Languages & the English Language	30
Sources of Information about the UK	31
Visiting the UK	32
Implications	34
Appendices	

Preface

This report contains the findings of the second wave of a survey conducted for the British Council by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’, in Argentina. This forms part of the second wave of a project; the first wave taking place between May and August 1999 in 13 countries, the second wave taking place in 17 different countries.

Background and Objectives

As the British Government’s principal agency for cultural relations overseas, the British Council’s overarching objective is to enhance the reputation of the United Kingdom in the world as a valued partner. In order to better understand how people in different countries perceive the United Kingdom, the Council instigated this market research study.

The main purposes of research into the UK’s image were three-fold:

- to form a baseline of reliable data, to be used for targeting work, and measuring its effectiveness
- to test hypotheses about our image and ways to improve/re-shape it
- to provide ‘credible evidence’ of attitudes towards the UK and their variation by country

This year, the main survey covered the following countries:

Argentina	Hungary	Nigeria
Bangladesh	Italy	Pakistan
Czech Republic	Japan	Singapore
Greece	Kenya	Spain
Hong Kong	South Korea	Thailand

In addition, independent projects were carried out in the United Arab Emirates, and Vietnam. Although not British Council ‘Priority One’ countries, these results have been added to the overall figures throughout this report and in the tables provided separately.

The target population was defined as the ‘successor generation’, i.e. those who might be expected to become the decision makers of future years. The precise definition varied from country to country, to take into account specific cultural factors (and was agreed in consultation with MORI’s partner in each country and the local British Council office). These people are generally, however, aged between 24-40, well-educated, and either studying for a post-graduate qualification or employed in government/industry on a fast-track to the top. In Argentina, the definition used was:

- Aged 22-40
- Education: graduates or students (final year) from the most prestigious universities (San Andres, Universidad Torcuato Di Tella, Instituto Tecnológico Buenos Aires, Universidad de Buenos Aires and Universidad de Nacional de Córdoba, other national universities) who are actively participating in social, cultural or political activities. People who are currently studying for Masters or Doctorate degrees or will study for one in a few years
- Work: young professionals, working in large companies (100+ employees), NGOs or government departments, universities or other state organisations, medium/top level managers
- Income: higher than average

Methodology

The survey was conducted in two phases, carried out in parallel, including a qualitative phase and a quantitative phase; the qualitative part of the research consisted of two **focus group discussions** in Argentina. Fieldwork took place on 4th and 5th May 2000. Groups were moderated by an experienced researcher with MORI's research partner in Argentina.

The objectives of this phase were to:

- Explore how people perceive Britain:
 - top of mind thoughts
 - what feelings they have towards Britain
 - positive and negative images
 - where Britain stands in their consciousness generally
 - knowledge about Britain
- Discover opinion-forming processes:
 - what factors influence an opinion & how ?
 - what would be the most effective methods of influencing people's opinions ?
- Establish the extent to which there is an overlap between the British Council's strategic objectives and perceptions of the successor generation

On completion of the group discussions, MORI's local partner provided a transcript of the discussion (in English) and a short summary report of the findings.

The **quantitative stage of the survey** was undertaken among 200 members of the same target audience. Interviews were conducted face-to-face. Fieldwork took place between 18th April and 18th May 2000.

Report Layout

This report will concentrate on the Argentine results, and compare them to those recorded world-wide. The report is based on the quantitative findings, illustrated throughout with verbatim comments from the focus group discussions. Copies of the English language versions of both the questionnaire and topic guide are appended.

Interpretation of the Data

Where percentages do not add to 100%, this may be due to computer rounding or to multiple-response questions, whereby respondents could give more than one answer to a question. An asterisk denotes a value of less than 0.5 per cent, but greater than zero. Details on the statistical reliability of the data contained in the report are appended.

Publication of the Data

These findings are subject to the Terms and Conditions of Contract agreed at the outset of the project. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval is only refused on the grounds of inaccuracy or misinterpretation of the research findings.

Summary of Findings

Familiarity and Favourability with Key Countries

The United States is the country (out of five tested) which most members of the successor generation in Argentina feel they know ‘very well’ (22%) or ‘a fair amount’ (48%). Only one per cent feel that they ‘know almost nothing about’ the United States.

The United Kingdom and France are the next best known countries of the five measured; 42% know ‘at least a fair amount’ about each. Nine per cent of Argentines feel that they know almost nothing about the UK. Younger members of the successor generation - aged 22-29 (51%), and respondents living in Buenos Aires (50%) are more likely to know at least a fair amount about the UK compared to those living in Mendoza (10%) or Cordoba (25%).

Germany and Japan are two countries which the successor generation knows least well; a quarter know almost nothing about Germany, while almost half (47%) feel this way about Japan.

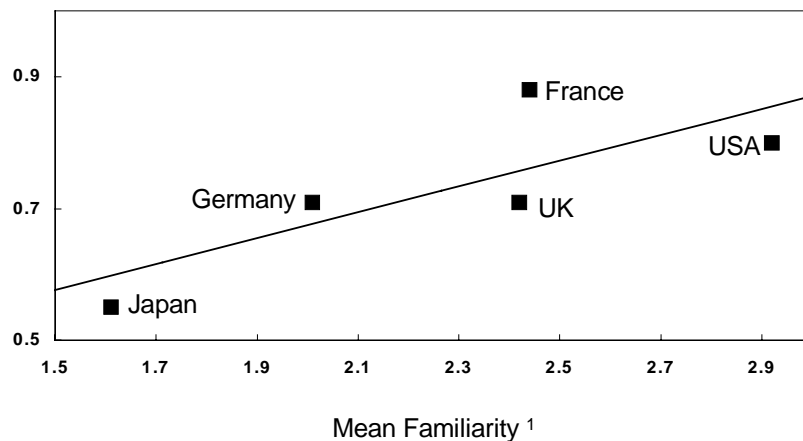
Not only is the United States the best known country in Argentina, it also the most favoured. One quarter are ‘very favourable’, and a further 45% are ‘mainly favourable’ towards the USA.

France is the next most favoured country (73% mainly or very favourable), followed by Germany (64% favourable), and the United Kingdom (63% favourable). One in ten respondents in Argentina say they are unfavourable towards the UK. Those who have visited the UK are more likely to be favourable towards it (75%). Given the recent history between the two nations, it is perhaps surprising that young Argentines are so positive towards the UK.

The chart overleaf shows overall familiarity (on the horizontal scale) and favourability (on the vertical scale) towards the five key countries. The further to the right a country is, the better it is known, while the higher up it is, the more favourable people are towards it. The diagonal line is known as the ‘line of best fit’. If there were an exact linear relationship between these two variables, all the plotted points would lie on a straight line. In Argentina, there is a fairly clear relationship between knowledge and favourability. As can be seen, the United States is the best known and best regarded country. Although respondents are as familiar with the UK as they are with France, Britain is much less well regarded, falling below the line of best fit.

Familiarity & Favourability Towards Countries

Mean Favourability ¹



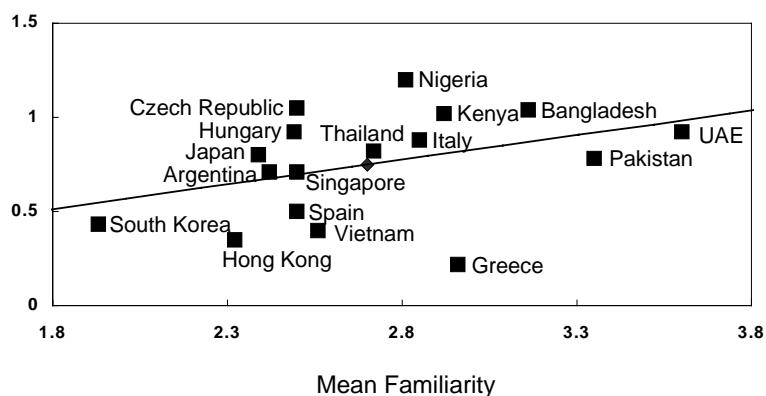
Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

The chart below shows how familiar and favourable towards the United Kingdom each of the participating countries are. As can be seen, Argentina is one of the countries that is least familiar with the UK (along with Japan, Hong Kong and South Korea). The level of favourability exhibited by Argentina towards the UK is as would be expected, given its relatively low level of familiarity.

Familiarity & Favourability Towards the United Kingdom

Mean Favourability



Base: All successor generation (3,505), January-June 2000

Source: MORI

¹ The familiarity scale runs from 0 to 4, based on a score of 0 for 'know almost nothing about' to 4 for 'know very well'. The favourability scale is from -2 to +2, based on -2 for 'very unfavourable' to +2 for 'very favourable'

Images of the United Kingdom

As might perhaps be expected, England is the most recognised nation within the UK, both in Argentina and around the world. When asked which countries make up the UK, England is cited by 86%, followed by Scotland (81%), Northern Ireland (77%), and Wales (68%). One in twenty members of the successor generation say, without prompting, that the United Kingdom is the same thing as Great Britain. As ever, there are one or two 'less aware' people taking part in the survey, with one per cent of respondents believing that Australia is part of the United Kingdom. A further two per cent of the successor generation do not recognise the term 'United Kingdom' at all.

The Royal Family stands out as the most popular image of England, mentioned spontaneously by 13% of respondents compared to 19% world-wide. While football and London are the next most commonly cited images of England world-wide, in Argentina, the Houses of Parliament/Big Ben (11%) and the British music/arts/culture (10%) are the next most popular images. Indeed, football is only cited by 2% of respondents compared to 11% world-wide.

Kilts are the most popular image of Scotland world-wide and in Argentina, mentioned by one third of respondents (21% world-wide). Whisky (20% vs. 15% world-wide) is the second most popular image, followed by bagpipes (17%).

Images of violence dominate how people perceive Northern Ireland. One-third of respondents (32%) mention violence or religious conflict, while a further one in five (21%) mention the IRA or Sinn Fein specifically. The next most popular image of Northern Ireland in Argentina is Guinness (8%). Seven per cent of respondents have no image at all of Northern Ireland.

Around the world and in Argentina, Wales is the UK country which is most likely to draw a blank – 15% can conjure up no image at all. The top responses are rugby (19% vs. 6% world-wide), Prince Charles/Prince of Wales (18% vs. 13% world-wide) and Princess Diana/Princess of Wales (7% vs. 20% world-wide). The Royal Family/British monarchy is also cited by 7% of respondents.

Men are more likely than women to associate Wales with rugby (26% vs. 7%), while women are more likely to think of Princess Diana (14% vs. 3%). Younger members of the successor generation are also more likely to think of rugby (26% vs. 14%), while older members are more likely to think of Prince Charles (23% vs. 10%).

Images of UK Countries *(unprompted)*

Q16-19 What one image best sums up to you ?

Scotland	%	Northern Ireland	%
Kilts	33	Violence/religious conflict	32
Whisky	20	IRA/Sinn Fein	21
Bagpipes	17	Guinness	8
Castles	7	Scenery	6
Highlands/mountains	5	Music	4
Scenery/landscapes	4	Religion	4
People/Scottish	4	Greenery/green fields	4
		Leprechauns	3
Nothing	1	Nothing	7
England	%	Wales	%
Royal Family	13	Rugby	19
Houses of Parliament/Big Ben	11	Prince Charles/Prince of Wales	18
Music/arts/culture	10	Princess Diana/Princess of Wales	7
London	6	Royal Family/British monarchy	7
The Queen	6	Castles	5
Buckingham Palace/the guards at Buckingham Palace	6	Mountains	5
Imperialism/colonialism/old empire	6	Beautiful landscapes	5
Bad/grey weather/rain/fog	5	'Wales cake'	5
Powerful economy/ industry/industrial areas	5	Welsh/celtic dialect	3
Colleges/Oxbridge/education	5		
Tradition/conservative	4		
Arrogant people	3		
Pirates	3		
Nothing	2	Nothing	15

All other answers 2% or less

Base: All successor generation in Argentina (200), April - May 2000

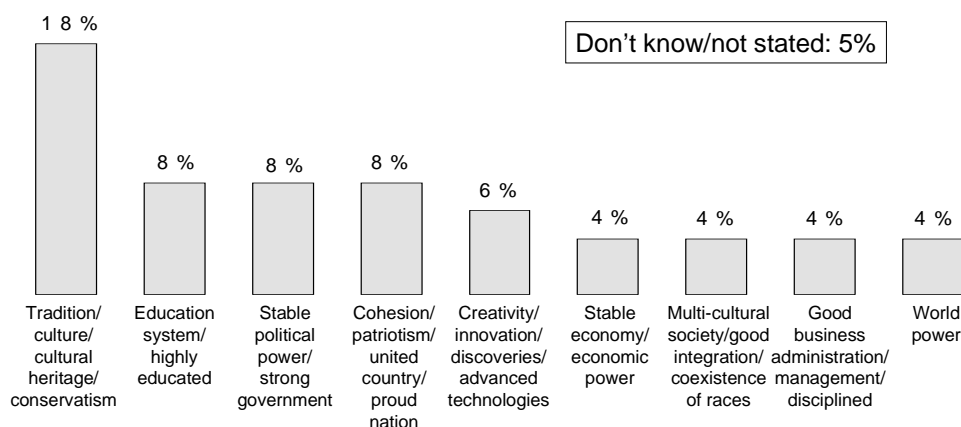
United Kingdom's Strengths & Weaknesses

In Argentina (as around the world), tradition is regarded as both a major strength and weakness of the United Kingdom. Eighteen per cent (15% world-wide) of respondents state that tradition, culture, heritage and conservatism is the foremost strength of Britain.

Other major strengths include our education system, our strong government and our patriotism/cohesion as a country. Five per cent of respondents are unable to cite any strength of the UK.

The United Kingdom's Major Strengths (Spontaneous)

Q32 What do you think is the United Kingdom's one major strength ?
(Top mentions)



Base: All successor generation in Argentina (200), April-May 2000

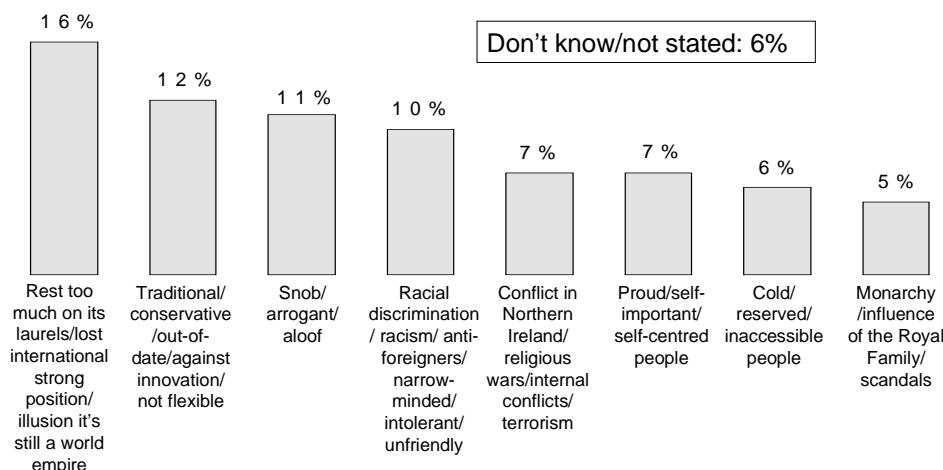
Source: MORI

The successor generation in Argentina perceives Britain's main weakness to be its past glories, loss of a strong international position, and a feeling that it rests too much on its laurels (16% vs. 5% world-wide). In addition, one in eight (12%) cite its tradition and conservatism as a main weakness, while 11% criticise the snobbish, arrogant and aloof nature of the British people. A further one in ten criticise our perceived racism and anti-foreign attitude.

Although the main weakness of Britain is said to be that it rests too much on its laurels, when responses are amalgamated a slightly different picture emerges. By combining those who mention an arrogant, racist, self-centred and cold attitude, one in three respondents (34%) actually criticise the attitudes of the UK population, making it our biggest weakness.

The United Kingdom's Major Weaknesses (Spontaneous)

Q31 What would you say, overall, is the United Kingdom's one major weakness? (Top mentions)



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Participants in the focus groups were less critical of the British community, seeing the British people as proud and having a strong sense of belonging, but not really cold or formal (as was often the case elsewhere).

The Crown or a member of the monarchy stirs up emotions in the English that we can't understand

That foolish prohibition to use foreign cars in James Bond movies. They have a strong sense of belongingness

The English are very proud of themselves

I don't see them as cold guys. I think it is a stereotype that we have fixed in our minds, this thing of them being cold and formal. Formality is only part of what an Englishman is

Participants did, however, highlight the issue of Britain's loss of power and inability to stay in a superior international position.

Someone who had control of the world's checkerboard and now has to accept the fact that times have changed

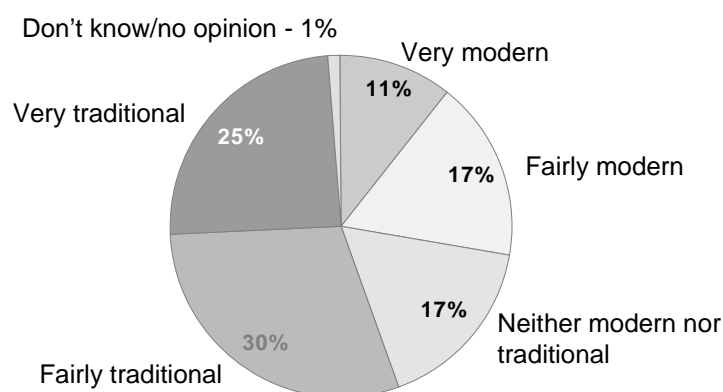
British Society

Three in ten (28% vs. 36% world-wide) regard the UK as a modern society, with 11% describing it as 'very modern'. In contrast, more than half (55%) believe us to be traditional, with a quarter (25% vs. 16% world-wide) thinking that the UK is 'very traditional' in nature. Argentina is one of the countries most likely to regard British society as 'very traditional', beaten only by Japan (34%).

Encouragingly, younger members of the successor generation are more likely to regard the British society as modern (37% vs. 21%), while the older members are far more likely to regard us as 'very traditional' (31% vs. 16%). Respondents from Buenos Aires (34%) are most likely to regard the UK society as modern, while those in Cordoba, Rosario (both 85%) and Mendoza (65%) are more likely to perceive our society as traditional.

British Society: Modern vs Traditional ?

Q20 Thinking about British society generally, taking your answer from this card, how modern or traditional would you say that it is ?



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

In Argentina, the most positively rated aspect of British society is the fact that we are multicultural. Two in three agree that we are multicultural, while one in five disagree. This is consistent across all sub groups. Other social aspects of our society are, however, less well regarded. Although we are seen as multicultural, only one in six (13%) perceive us to be racially tolerant, with two-thirds (63%) perceiving us to be racist. Views are more divided on whether or not British people are welcoming to foreigners; 41% feel that we are, while 35% feel that we are not. It is worth noting here that three in five respondents have never visited the UK. However, only 8% feel that they are unable to say whether or not the British are welcoming to foreigners.

British Society Overall

Q26 **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.**

	Strongly agree	Tend to agree	Neither /nor	Disagree	Mean score*
Britain has a good national health service	24	24	12	5	% +1.06
British society is truly 'multicultural'	27	38	10	20	% +0.71
The British legal system ensures that everybody gets a fair trial	13	32	20	12	% +0.56
The British system is a good example of democratic government	20	39	9	29	% +0.42
Britain is committed to protecting the environment	6	26	27	17	% +0.17
British people are very welcoming towards foreigners	13	28	17	35	% +0.06
Women are discriminated against in Britain	4	17	23	35	% -0.23
British people are racially tolerant	2	11	18	63	% -0.84
Britain is now a 'classless' society	1	6	8	77	% -1.27

* Mean score calculated on a scale of +2 ('strongly agree') to -2 ('strongly disagree')

Base: All successor generation in Argentina (200), April - May 2000

The majority of Argentines (77%) perceive that Britain is still a class-based society. Only 7% feel that Britain is now 'classless'. One in five respondents believe that women in Britain are discriminated against, while the same proportion feel unable to answer. Thirty-five per cent feel that women in Britain do not suffer from discrimination.

Focus group participants were generally positive towards the British community, regarding the British as polite, respectful and very tolerant in their attitudes towards other races.

They are polite and warm people. They are very affectionate. They have certain traditions like talking and drinking beer with anyone they meet after work. I think they are generally very kind and correct people

I think that we are more intolerant than they are with other foreign cultures. I think we are more intolerant with foreign people. They are more respectful, more open minded

British people were, however, perceived to generally avoid contact with foreigners, and to be slow to open up and become friendly.

There are certain barriers that fall down through time

British institutions tend to generate positive comments among the successor generation. Three in five feel that ours is a good example of a democratic government, while one in three disagree. Respondents in Buenos Aires (64%) and Cordoba (65%) are more likely to rate our government positively than those from Mendoza (40%) or Rosario (35%).

Of those who feel they can comment about our legal system (one in four feel unable to do so), it is generally well regarded. More than two in five (44%) feel that our legal system ensures that everyone gets a fair trial, while 12% disagree. Younger members of the successor generation (26% vs. 2%) are more likely to feel our system does not ensure a fair trial.

An even higher proportion (37%) feel unable to comment about our National Health Service. However, of those who do comment, only 5% do not perceive it to be good; while 48% are of the opposite opinion (vs. 61% world-wide). Respondents from Buenos Aires (49%) and Rosario (55%) are more likely than those from Cordoba (25%) to think positively about the National Health Service.

Britain's commitment to the environment is also an aspect that some Argentines do not feel familiar with; a quarter feel they are unable to judge. One in three (32%), however, do perceive us to be committed to protecting the environment, while 17% think that this is not the case. Students are more likely than professionals to think we are not committed to protecting the environment (37% vs. 13%).

In the qualitative research, British decision-making, and our democracy in general were praised; perceived to have a more formal and mature approach than our American counterparts. Britain's inheritance of centuries of decision-making wisdom was perceived to have ensured our strong positioning in world affairs.

I think the English government is more strategic. Being a little island, it has always been next to the big guys. The British are no fools. The French have never accepted American domination, and they are suffering for it. Instead, the English are good at seeing everything in the medium and long term

Participants also perceived that decision-makers have great respect for the British people, always taking their views into account when making decisions.

Because it is an older country, they have more respect for the citizens

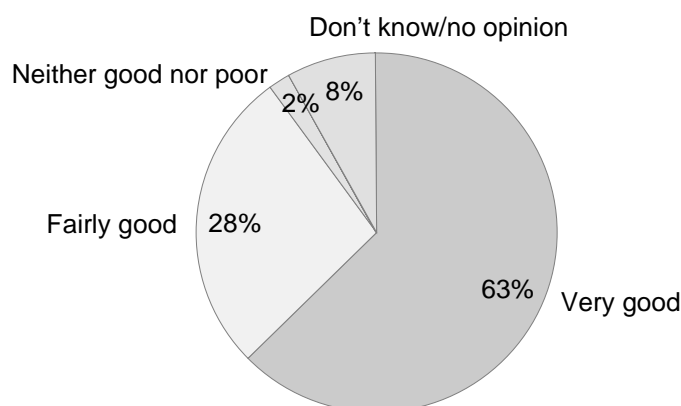
In England, a greater percentage of people vote. The English decision-makers are more dependent on the people's acceptance

Education

Two in three respondents (63% vs. 42% world-wide) feel that the quality of the British higher education system is 'very good'. A further 28% (46% world-wide) describe it as 'fairly good', while just 2% feel it is neither good nor poor. No respondents consider the quality of the British education system to be poor, making Argentina one of the countries in which our higher education system is the most highly regarded, along with Nigeria (87% 'very good'), Kenya (78%), the UAE (70%).

Quality of British Education

Q23 Which of the answers on this card best fits how you would describe the overall quality of British higher education ?



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Women (75% vs. 56% of men) and younger members of the successor generation (77% of 22-29 year olds vs. 53% of 30-40 year olds) are more likely to perceive the quality of our higher education to be 'very good'. Those who have visited the UK are also more likely to perceive our education as good, while respondents living in Rosario (35% 'very good') are less likely than those in Mendoza (65%) or Buenos Aires (67%) to perceive British education in a positive light.

Although people rate the quality of our higher education system highly, they evidently feel that the British people themselves do not all take advantage of the services on offer, as a lower proportion (although still a clear majority) describe the British people as 'well educated'. The proportion who feel that we are 'very well educated' stands at 30% (22% world-wide), while a further 54% think we are 'fairly well educated'. Two per cent feel that the British are poorly educated. Respondents in Rosario are the least likely to regard the British as very well educated; just 5% compared to one in three in the other cities measured.

Level of Education in Britain

Q24 And thinking about the British themselves, how well or poorly educated do you think that they are generally?

	%
Very well educated	30
Fairly well educated	54
Neither well nor poorly	10
Fairly poorly educated	1
Very poorly educated	1
Don't know	6

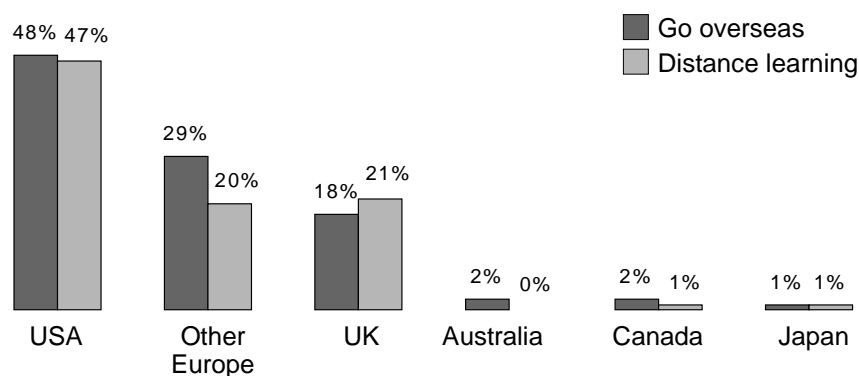
Base: All successor generation in Argentina (200), April - May 2000

Despite the particularly high regard for the British system of education in Argentina, we are the third most popular choice for studying overseas. Forty eight per cent of respondents (46% world-wide) say that they would prefer to study in the United States, and 29% (10% world-wide) would opt for 'another country in Europe'. This is almost definitely linked to the issue of language. Only 18%, compared to 27% world-wide, would opt for the United Kingdom. No respondents in Mendoza would choose to study in Britain, while a quarter of those in Cordoba would prefer to go the UK.

In Argentina (as world-wide), the UK is a little more strongly preferred for distance learning courses. One in five (21% vs. 32% world-wide) say that they would choose a distance learning course from the UK, compared to 47% (44% world-wide) who would opt for a course based in the United States. Courses from other European countries are preferred by 20% (8% world-wide). Younger members of the successor generation are twice as likely as older members to choose the UK as their preferred source of education, either in an overseas destination (22% among 22-29 year olds vs. 14% among 30-40 year olds), or as a distance learning course (30% and 14% respectively).

Preferred Countries for Education (Spontaneous)

Q7 If you personally were considering going overseas to any country at all to study, which one country do you think you would prefer to go to ?
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 ?



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Despite the strong regard for the UK system of higher education, it is concerning that only 14% of respondents (31% world-wide) feel that a qualification from the UK would have the most credibility with potential employers. Again, a qualification from the United States would most preferable (out of a choice of six listed countries), selected by 65% (55% world-wide) of respondents. Eleven per cent feel that a qualification from Canada would have the most credibility.

Credible Qualifications

Q8 **Thinking specifically about educational qualifications, a qualification from which one of these countries do you think would have the most credibility with potential employers ?**

	%
USA	65
UK	14
Canada	11
Argentina	3
Australia	3
Japan	1
Don't know	5

Base: All successor generation in Argentina (200), April - May 2000

In the focus groups, the British style of teaching, although seen as professional and prestigious, was thought to be traditional and old fashioned. A British teacher was perceived to be rigid and authoritarian, making his approach somewhat boring, out-of-date and less dynamic than an American teacher.

I have the impression that they are dedicated pros, they are excellent researchers

I think that the education is solid, of good quality

Boring I think he or she would be boring because I don't think that the universities are dynamic or modern

The American style of teaching was perceived to be more diverse, open and relaxed, with better communications between teacher and student.

In the USA, I see more discussion and more interest

They are more open-minded

The attitude of the English teacher is going to be more stiff and formal than that of an American

In the US, I think there is more diversity

British Business

Out of five countries measured, the UK is ranked joint fourth with France, in terms of whether or not it has many world beating companies. Although 42% (29% world-wide) of respondents strongly agree that this is the case (and a further 43% tend to agree), 5% disagree. In contrast, 95% strongly agree that the USA has many world-beating companies, 85% think the same of Japan, and 65% of Germany. Argentina is among those countries with the strongest belief in the UK's ability to produce world-beating companies, along with Bangladesh and Nigeria (both 50% 'strongly agree'), Kenya (46%), and the UAE (43%).

Professionals are more likely than students to perceive Britain as having world beating companies (87% vs. 71%). While all respondents in Rosario perceive Britain to have world-beating companies, two in three in Mendoza feel this way.

World-beating Companies

Q4 Please tell me the extent to which you agree or disagree that has many 'world-beating' companies.

	Strongly agree	Tend to agree	Disagree		Mean score*
USA	95	5	1	%	+1.94
Japan	85	13	1	%	+1.82
Germany	65	31	2	%	+1.60
UK	42	43	5	%	+1.22
France	40	45	4	%	+1.21

* Mean score calculated on a scale of +2 ('strongly agree') to -2 ('strongly disagree')

Base: All successor generation in Argentina (200), April - May 2000

The United Kingdom is the third most likely country (out of five) to be regarded as a major financial trading centre. Again, the USA (92% 'strongly agree') and Japan (65%) dominate the field. One in three members of the successor generation (36%) think the same of the UK, while a further 49% tend to agree. Just four per cent of respondents do not think that the UK is a major financial trading centre.

In the focus groups, the area of business was perceived to be the weakest aspect of Britain. Respondents found it almost impossible to think of any large British companies, while American and French companies were easily recalled.

*If one were to make a top ten of British companies, names
wouldn't come so easily, unlike the Americans*

Respondents thought that this was likely to be a result of British companies sticking to more traditional methods and being unable to keep up with the fast pace of competition from American companies, causing them to lag behind and become more out-dated. Although British companies were thought to be better for doing business with, they were seen to take too long in making decisions, and were therefore considered to be less reliable.

*There are times when you need an answer right away, and
the British take their time.*

*If I had to do business with somebody, it would be the
American, because they sort things out*

The UK does, however, have a very strong reputation for producing quality goods and services. They are thought by 59% of respondents (55% world-wide) to be of better quality than those produced in 'other countries'. Just one per cent, on the other hand, think that products and services from elsewhere are of better quality.

Men (66% vs. 46% women), those living in Rosario (75%) compared to Mendoza (45%) or Cordoba (40%) and those who have previously visited the UK (73%), are more likely to regard our products and services as being better quality than those from other countries.

In terms of value for money rather than quality, the gap between British products and services and those from elsewhere is narrower. This indicates that while our products and services are regarded as being good quality, perhaps that quality comes at a price which is not always considered to be justified. Despite this, 28% (39% world-wide) still think that British products and services are better value than those from other countries, compared to 19% who think the opposite.

Perceptions of British Products and Services

Q28 **How do you view British products and services compared with those of other countries in terms of...?**

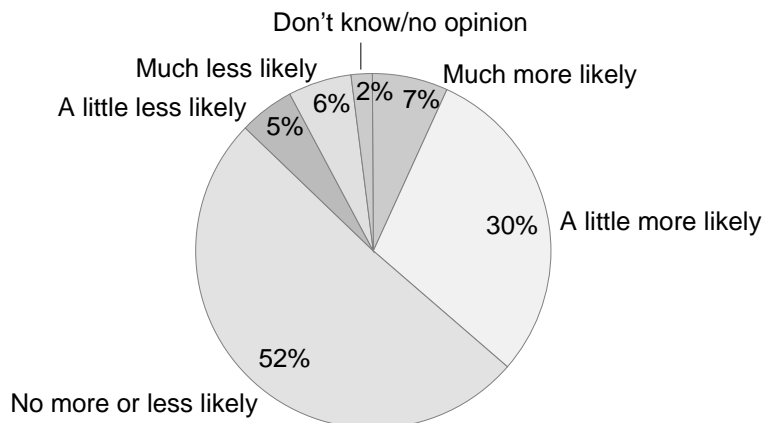
	Much better	A little better	The same	Worse	
their quality	16	44	28	1	%
their value for money	6	22	29	19	%

Base: All successor generation in Argentina (200), April - May 2000

This positive regard for the quality and value for money of British products and services appears to be translated into action by some people. More than one in three (36% vs. 39% world-wide) say they are more likely to buy a product or service knowing that it is British. One in ten say they are less likely to buy, while 52%, say that knowing that a product or service is British has no impact on their purchase decision.

British Products and Services

Q29 *Knowing that a product or a service is British, does it make you more or less likely to choose to buy it, rather than a similar product or service from another country?*



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

In the focus groups, respondents felt that there is a general absence of everyday British products in Argentina, which would go some way to explaining their lack of awareness of British companies. Although sparse, British goods were nevertheless perceived to be very good quality.

In everyday life, I don't see many British products

Put it this way, I don't think they would sell us expired products

They are the work of a craftsmen, not like the mass production that America does, having a product for all different tastes for all the shelves in the supermarket. I think they are centred on more luxury products, more prestigious ones

I think they are high cost products

In Argentina, as around the world, British managers tend to be a little better regarded than our workforce. Overall 60% (69% world-wide) rate British managers as good (14% 'very good'), while just 1% think of them as poor. For the workforce, these proportions are 54% (59% world-wide) good and 1% poor.

Younger members of the successor generation are more likely to think highly of our workforce; 63% perceive it to be good vs. 47% of 30-40 year olds.

Perceptions of British Business

Q30 **And taking your answer from this card, how do you perceive ...**

a) **the British workforce ?**

b) **British management ?**

	Workforce	Management
	%	%
Very good	9	14
Fairly good	46	47
Neither good nor poor	31	19
Fairly poor	0	1
Very poor	1	1
Don't know	15	21
Mean score*	+0.73	+0.91

* Mean score calculated on a scale of +2 ('very good') to -2 ('very poor')

Base: All successor generation in Argentina (200), April - May 2000

The focus groups suggested that respect for British managers stems largely from the ethos of fair play and honesty that is thought to pervade our business life. Businessmen were praised for doing everything by the book, which on the one hand was praised, but on the other, was thought to lead to inflexibility.

The British businessmen always do everything according to the books, and that's something amazing that I admire

The British, with their rules of courtesy, are nicer to deal with

The American businessman is more transparent. He either likes it or doesn't like it, wants it or doesn't want it. The British are more concerned with formality, manners and process. They are concerned with how things should be done

They don't take a risk

British Science & Technology

In Argentina, as world-wide, the UK is ranked fourth out of the five countries measured in terms of its reputation for scientific and technological innovation. A quarter of respondents (25% vs. 21% world-wide) 'strongly agree' that we have a strong reputation in this area, while a further 53% (45% world-wide) 'tend to agree'. The 'strongly agree' scores for the USA, Japan and Germany are 88%, 77% and 56% respectively.

Scientific and Technological Innovation

Q5 **Please tell me the extent to which you agree or disagree that has a strong reputation at the moment for scientific and technological innovation.**

	Strongly agree	Tend to agree	Disagree		Mean* score
USA	88	11	1	%	+1.85
Japan	77	17	2	%	+1.70
Germany	56	33	2	%	+1.44
UK	25	53	4	%	+1.01
France	33	40	9	%	+0.96

* Mean score calculated on a scale of +2 ('strongly agree') to -2 ('strongly disagree')

Base: All successor generation in Argentina (200), April - May 2000

The message of British involvement in important scientific inventions and discoveries is clearly not getting across. In the focus groups, American and British scientists were generally perceived to be on a par, although the Americans were seen to be more innovative, while the British were praised more for their ethical viewpoint.

I see the American and British scientists as organised, dedicated people

I think the Americans are more innovative than the English. But the English stance is healthier, because they won't take things to extremes

I think that the English maintain ethical value. There is a certain coherence in what they do

Americans were perceived to have more opportunities to succeed in this field than the English, which has led to their dominance. However, it was still felt that the British matched the Americans in terms of quality.

The educational supply and the exposure of outcomes in the field of research puts the Americans in the spotlight

The Americans are for proposing new things, innovating this is what excites their economy. That is why I see the English in second place, but not on the quality level

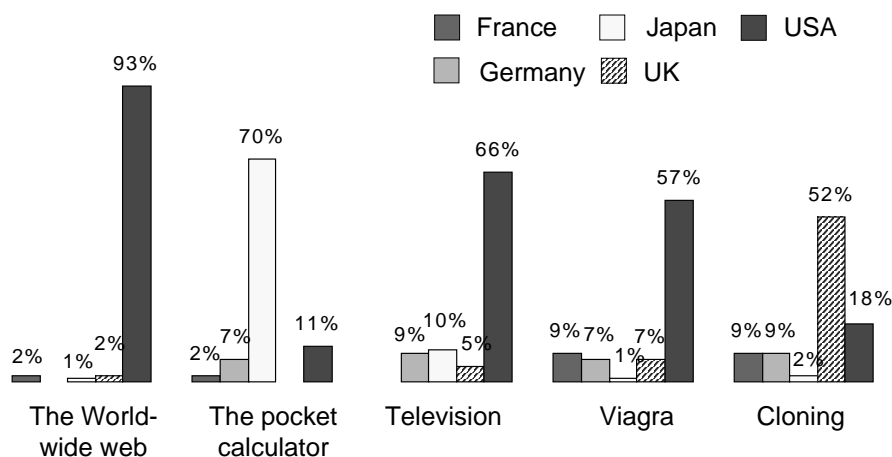
In the US, there is more money to do research. I think there is constant incentive and this works

The overall lack of knowledge about British involvement in technological breakthroughs is clearly demonstrated when respondents were asked from which countries they think that certain twentieth century inventions emanated. The United States, for example, is clearly assumed to have been responsible for the world wide web (93% vs. 2% for the UK) and for Viagra (57% and 7%) – both of which are, in fact, British. The Japanese are clear favourites for having invented the pocket calculator, which is actually American (70% vs. 11% for the USA, 7% for Germany and no votes for Britain). The Americans are also seen as the inventors of the television (66%), while just 5% know this emanates from the UK.

The only technological breakthrough which people associate with the UK is cloning – 52% (47% world-wide) know that this was invented in Britain, although even in this case, 18% assume it is an American invention. Men are more likely than women to know that cloning is a British invention (59% vs. 40%).

Inventions - Country of Origin

Q6 I am now going to read out a number of inventions from this century. I would like you to tell me in which of the countries on this card you think they were invented.



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

British Personalities

In most countries around the world, Tony Blair is the best known British personality. However, in Argentina, he is third behind the Spice Girls and Naomi Campbell. Film stars (Hugh Grant; 92%, Steve Martin; 75% and Kate Winslet; 40%) are clearly more likely to be recognised in Argentina than people in other walks of life.

As might be expected, there are differences between the sexes with regard to recognition levels – men tend to be more likely to recognise sports people (21% vs. 10% for Linford Christie, and 20% vs. 3% for Tim Henman), while women have higher recognition levels for film stars (51% vs. 33% for Kate Winslet).

The fact that people have heard about these personalities does not necessarily mean that they know they are British. Among those who know of each person, Tony Blair achieves the highest 'I knew they were British' factor, at 92%, some way ahead of the Spice Girls (74%) and Naomi Campbell (42%). The latter low recognition level is probably connected to the global nature of the 'supermodel industry'. (The theory that this is linked to the fact that she is not white is counterbalanced by the fact that a high proportion of those who have heard of Linford Christie - 65% - know of his British origin).

Other personalities for whom a high proportion of those who have heard of them know that they are British include the disparate group of Hugh Grant, Liam Gallagher, Rowan Atkinson and Tim Henman.

Those who have visited the UK tend to be more likely than others to recognise that the listed personalities are British.

Well-known Britons

Q22a **Which, if any, of these people have you heard of ?**

Q22b **Which, if any, were you aware were British ?**

	Heard of %	British %	Proportion recognised as British %
Spice Girls	97	72	74
Naomi Campbell	96	40	42
Tony Blair	93	86	92
Hugh Grant	92	70	76
Steve Martin	75	13	17
Stephen Hawking	55	26	47
Kate Winslet	40	22	55
Liam Gallagher	34	28	82
John Galiano	31	13	42
David Hockney	18	8	44
Linford Christie	17	11	65
Tim Henman	14	11	79
William Hague	13	6	46
Vivienne Westwood	13	8	62
Rowan Atkinson	11	9	82
Richard Branson	10	5	50
P D James	10	7	70
James Dyson	7	2	29
Anita Roddick	6	2	33
Damian Hirst	3	2	67
Delia Smith	3	2	67
Firzana Perveen	1	1	100
None of these	0	6	0
Don't know	0	2	0

Base: All successor generation in Argentina (200), April - May 2000

As a word of caution, it should be noted that two red herrings were inserted into the list – Steve Martin, the American actor, and Firzana Perveen from the British Council in the UK. Steve is recognised by 75% of respondents, while just 17% of those who know of him think that he is British. Firzana achieves a one per cent recognition factor with that same one per cent claiming to know that she is British. This is in contrast to last year, when another British Council employee – Stephen Shaw - was added onto the list, and achieved higher recognition than several ‘genuine’ personalities, including William Hague. Despite Steven’s globe-trotting exploits, this year’s results appear to indicate that people simply felt that he had a familiar-sounding (and British) name, so that they assumed they knew of him. In turn, this might mean that British personalities with less typical names might struggle to achieve that recognition factor.

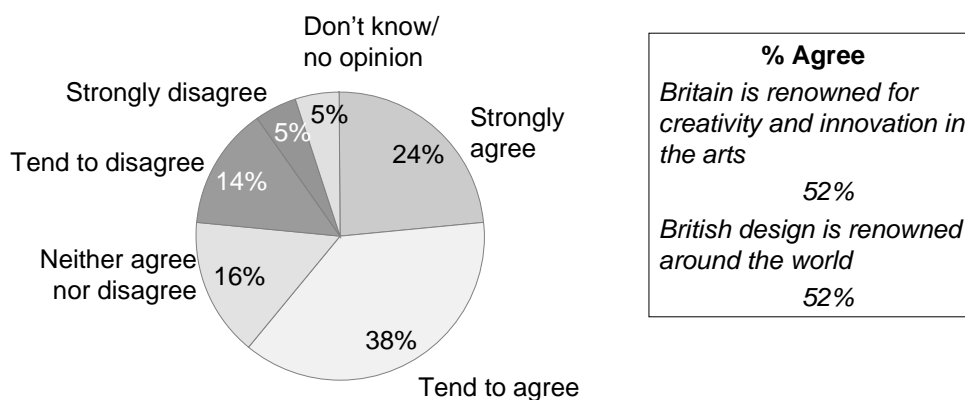
British Art

Three in five respondents believe that Britain's reputation in the arts is based more in the past than the present. While a quarter strongly agree, 19% disagree with this idea.

Despite this, the majority (52%) feel that Britain is not only renowned for its creativity and innovation in the arts, it is also renowned around the world for its design.

British Arts: Modern vs Traditional ?

Q21 To what extent do you agree or disagree that Britain's reputation in the arts is based more in the past than the present ?



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

In the focus groups, British art was identified as being one of the country's main strengths, described as original, creative and non-commercial. British film makers were particularly well regarded (perhaps fuelled by the well-publicised success of American Beauty, directed by the British theatre director, Sam Mendes) and were perceived to be imported into Hollywood to bring their qualities to the American film making industry. In contrast, Americans were thought to be less original and creative than the British.

Hollywood is disgusting because it is so commercial. We are overwhelmed with thousands of special effects. Then we look at the British art, and it is more artistic

Movies - the British are the best. I can't stand American movies. They are more profound, have better stories; there's more subtlety

Americans sell a movie like they sell a supermarket

English bands last longer, they are more prestigious than the Americans

British Media

One in five respondents believe that the British media can be relied upon to tell the truth. Only one per cent (13% world-wide) strongly agree with this notion, while 19% (29% world-wide) tend to do so. On the other hand, a third (33% vs. 23% world-wide), do not believe that this is the case. Respondents in Buenos Aires (37%) and Cordoba (35%) are more likely than those in Mendoza (5%) to feel that our British media do not tell the truth.

In the focus groups, British papers were thought to reflect society; formal, traditional and conservative.

They report news in a gentle way, they have to keep formality and give an objective image of themselves. I think that English newspapers are right-orientated and conservative

The British paper is more demure. It is to do with the monarchical style they have

Focus group participants identified several different popular types of newspapers in the UK; The Guardian, The Times and The Sun. The most highly regarded newspaper was the Guardian, perceived to be the most sophisticated and worldly, although somewhat elitist. The Times was perceived to represent the voice of tradition, power, formality and the British love for etiquette.

They know about other countries. Their paper covers international news

The Sun, on the other hand, was thought to be the most widely-read paper in Britain, famous for its relentless persecution of the Royal Family and its page three spread. It was thought to cover mainly trivial and salacious matters, while the other papers dealt with more traditional and reliable news.

When I think of a British paper, I think of the Sun, because it mirrors British society. It's a popular paper

The Sun is the most famous one. The newspaper that made Lady Di's life impossible

Despite not necessarily thinking positively about whether or not the British media tell the truth, 52% of all respondents believe that they are more honest than the media in Argentina. Just three per cent think that the reverse is true.

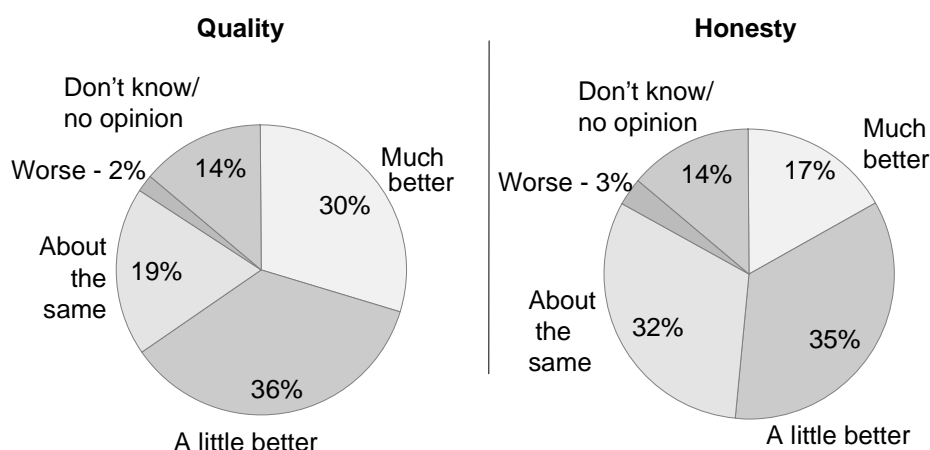
The quality of the British media is even more highly regarded. Two-thirds of respondents (66%) think that the British media offer better quality than those in Argentina, while only 2% think the opposite. In fact 30% regard the quality of British media as 'much better' than their own.

I think all the Argentine newspapers are awful

*Rather than informing the aim [of Argentine papers]
is to voice an opinion*

British Media

Q27 Thinking about the British media, how does it compare with the media in this country, in terms of its...



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Britain's Relationships with other Countries

There is a clear perception both in Argentina, and around the world, that Britain places more value on its relationship with the United States than with either Europe or Argentina. More than half (56% vs. 45% world-wide) believe that Britain values its relationship with the USA 'very much', while one in three say that we do so 'a fair amount'. Only 9% of the successor generation believe that we value our relationship with the United States either 'not a lot' (7%) or 'not at all' (2%).

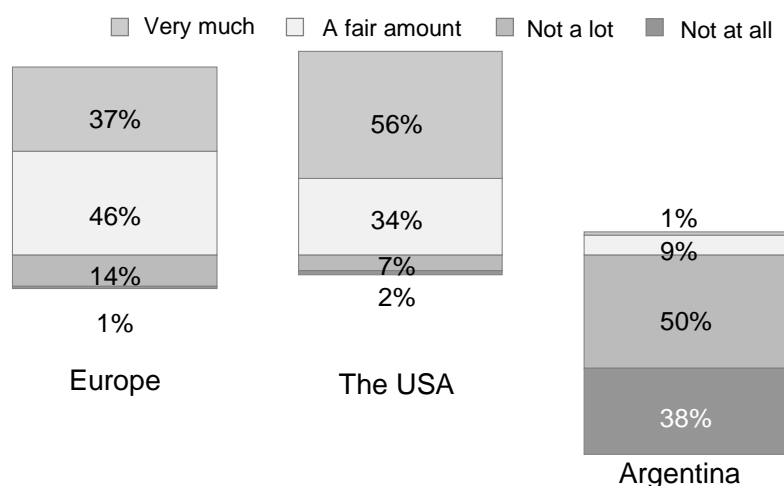
Two in five respondents (37%) believe that we place a great deal of value on our relationship with Europe, while 46% think we place 'a fair amount' of value on it. One in six believe that we value our relationship with Europe either 'not a lot' (14%) or 'not at all' (1%).

In contrast, only one per cent of respondents feel that we value our relationship with Argentina ‘very much’, with 9% thinking we do so ‘a fair amount’. Half of the successor generation feel that we value our relationship ‘not a lot’, while 38% think that we do not value it at all. Younger members of the successor generation (15%; 22-29 year olds vs. 6%; 30-40 year olds) and respondents in Buenos Aires are more likely to think that Britain values its relationship with Argentina very much or a fair amount. No respondents in Rosario or Mendoza are of this opinion. It is likely that the rather more positive opinions expressed by young people are a consequence of their age during the Falklands/Malvinas war.

It should be noted that in none of the countries where the survey took place do respondents believe that we place more value on our relationship with them individually than we do on our relationships with either the United States or Europe.

Relationships Between Countries

Q25 To what extent do you think Britain values its relationships with...



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

The group discussions highlighted a feeling that Britain keeps up with international affairs, although at times it is quite insular. Participants praised Britain for being one of the most powerful countries in the world despite its size, although it was thought nowadays that some areas (e.g. science and technology, business) are dragging it down from its superior position.

For a small island, it manages to be everywhere

England looks around the world in general. The US is a country that gets involved when something is causing them trouble. Other than that, they don't give a shit, the whole humanity could be dying as long as they are okay. I think that the English are judgmental, they know about other countries

It is a country that makes efforts to still be a strategist, but which has lost its historical place

Britain is a castrated lion, because although it once was a lion, it now lacks a feature that doesn't allow it to be king of the jungle. I think it has accepted this

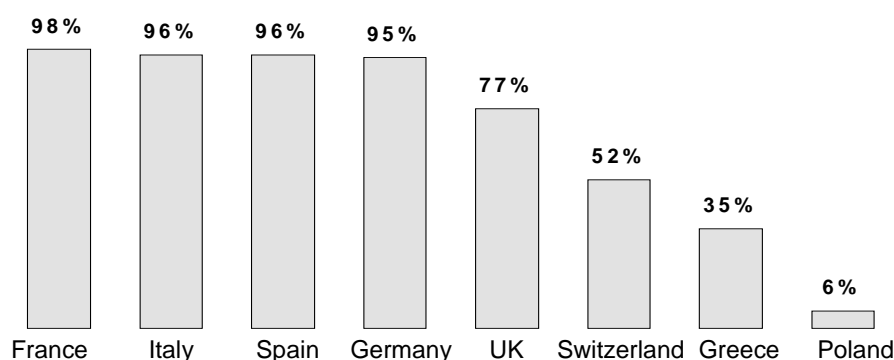
The European Union

The successor generation in Argentina demonstrates among the lowest awareness of the UK's membership to the EU; here, it is the fifth most-recognised member, whereas world-wide it is fourth. France (98%), Spain and Italy (both 96%), and Germany (95%) are all better known as being EU members than the UK (77%). More than half (52%) wrongly think that Switzerland is part of the EU, while similarly, 6% think Poland is a member. Only one on three (35%) correctly identify Greece as an EU member.

Men are more likely than women to know that the UK is part of the European Union (83% vs. 65%), while respondents living in Mendoza are the least likely of the four cities measured to be aware of the UK's membership (45% vs. 75% in Cordoba, 80% in Buenos Aires and 85% in Rosario).

Membership of the European Union

Q11 I'd like you to tell me which, if any, of the countries on this card are part of the European Union.



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Despite this, almost three in five (58%) believe that Britain plays a leading role in the European Union, with 22% agreeing strongly. A quarter (25%), on the other hand, do not believe this to be the case. As might be expected, given their lack of knowledge of Britain's part in the EU, respondents in Mendoza (35%) are less likely to think that Britain plays a leading role in the EU than respondents in Buenos Aires (60%) and Cordoba (65%).

In the focus groups, it was felt that Britain should be doing more within the European arena.

It's an arrogant attitude. Britain doesn't want to become another participant of the Union. This lessens its capability of negotiation. Britain wants to have its own identity

Languages & the English Language

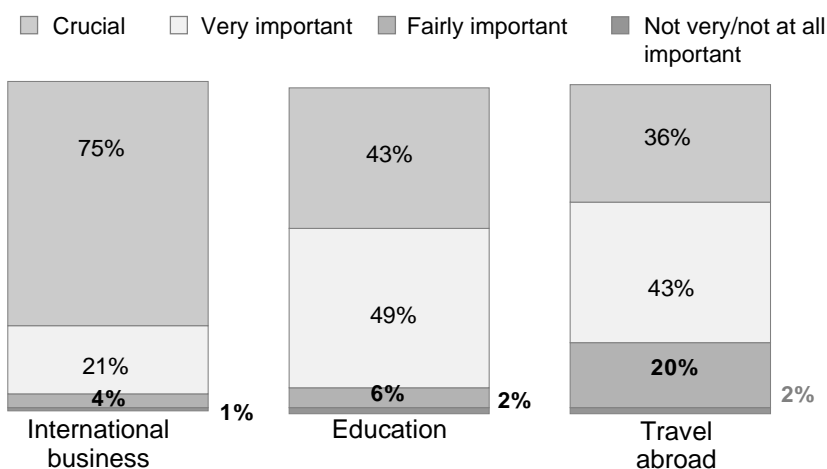
English is the second most commonly spoken language in Argentina, after the native language, Spanish, spoken by all respondents. Eighty five per cent of respondents speak English, 27% speak French and 4% speak German. Younger members of the successor generation (93% of 22-29 year olds vs. 79% of 30-40 year olds) and those living in Buenos Aires (91%) compared to Mendoza (60%) and Cordoba (70%), are more likely to speak English.

Almost all of those who do not speak English (13%) would like to do so. French is the language which most Argentines (47%) would like to be able to speak, followed by German (32%). Nine per cent would like to speak Japanese, and four per cent Chinese.

The ability to speak English is perceived to be most important for business, although it is also seen to be important for education and travel. Three-quarters of respondents consider English 'crucial' for international business, while only 1% cent think that it is not important. In terms of education, both domestic and overseas, 43% consider it crucial, while 3% feel that it is not important. One in three (36%) feel that English is crucial for travelling abroad, while only 2% feel it is not important.

Importance of English Language

Q10 How important, would you say, is the ability to speak English for the following activities?



Base: All successor generation in Argentina (200), April-May 2000

Source: MORI

Respondents in Rosario are consistently less likely than others to regard English as crucial to international business (50% vs. 80% in Cordoba and 95% in Mendoza), education (25% vs. 46% in Buenos Aires) and travel abroad (10% vs. 35% in Mendoza and Cordoba and 39% in Buenos Aires). Younger members of the successor generation are more likely to perceive English to be crucial to education (51% of 22-29 year olds vs. 37% of 30-40 year olds).

Participants in the focus groups felt that our language was one of our greatest assets that has helped us gain our superiority. Participants highlighted the importance of the English language, and stated a clear preference for learning the British rather than the American version, which was perceived to have more cultural value.

Between the English and the Americans, I think the English have a more interesting culture

They are the parents of language

Sources of Information about the UK

In Argentina, books (36% vs. 25% world-wide) are the most cited sources of information used by members of the successor generation when forming an opinion about the UK. The internet is the second most cited source (31% vs. 21% world-wide), followed by BBC World TV and visiting the UK personally, mentioned by a quarter.

I think that we know who they are in an imaginary way, from what history books say. But I don't think we know them face-to-face

The local press is not so widely used in Argentina as it is world-wide (19% vs. 37%) for information about the UK. People who have visited the UK and the British press are also likely sources of finding information about the UK in Argentina (both 15%).

Women are more likely than men to cite the internet as a source of information (42% vs. 24%), while men are more likely than women to cite local press (23% vs. 11%).

Sources of Information About the UK (*unprompted*)

Q33 **Please tell me which two or three sources of information are most important when forming an opinion specifically about the United Kingdom.**

	%
Books	36
Internet	31
BBC World TV	26
Visiting the UK personally	25
Local press	19
People who have visited the UK	15
British press	15
Other international TV	14
Films	14
Academic sources	13
Other international press	12
National TV news	10
Embassies/consulates	9
Word of mouth - friends & family	8
BBC World Service	6
Know people from the UK	6
Word of mouth - work colleagues	6
Local radio	3
Music	1
Other	5
Don't know	1

Base: All successor generation in Argentina (200), April - May 2000

Participants in the focus groups felt that in Argentina there are limited amounts of information about the UK. While American culture is far more widely publicised and well known, it was felt that knowledge of British culture is dependent on an individual's own efforts to find information.

Visiting the UK

While a quarter of respondents mention visiting the UK personally as one of the top two or three most important sources of information when forming an opinion specifically about this country, two in five say they have actually visited. A possible explanation for this is that the information sources question might well be interpreted by respondents as pertaining to instances where they have been specifically trying to find out about a country. This may therefore focus their attention more on likely information sources in their home country.

A total of 22% of respondents have been to the UK for one visit, with a further 10% having been here on two occasions. Three in five, on the other hand, have never been to the UK. Respondents from Buenos Aires are more likely to have visited the UK than those from Mendoza (48% vs. 5%).

Among those who have been to the UK, two in five (41%) have done so in the last two years, while a further 34% made their last visit between two and five years ago. For 10%, on the other hand, their last visit was more than ten years ago, which will undoubtedly have an effect on their perceptions of our society. Students are more likely than professionals to have visited the UK in the last two years (73% vs. 35%).

Most of those people who have been to the UK have stayed for a while. Three in five previous visitors have stayed in the UK for more than two weeks at a time. These longer visits were predominantly leisure-based – 84% of previous long term visitors have been to the UK for a holiday. Three in ten, on the other hand, have studied here, while 8% have worked in the UK for two weeks or more.

While most participants in the focus groups did not have a burning desire to live in Britain, they were not, however, averse to the idea. Participants perceived that the main benefit of living in Britain would be the respect and civil nature that the British community would display.

I would live there, but it is not my ideal place

I think I could learn a lot from them. The fact that you can speak to people in a civilised way is incredible

The respect for everyday life. I love the respect on the streets

Implications

Of the 17 countries measured this year, Argentines are the fourth least familiar with the UK. This is not surprising, when it is taken into consideration that three in five respondents have never visited the UK. Despite this, the successor generation is generally positive towards the United Kingdom. However, it should be recognised that for some aspects of British society, opinions appear to be somewhat dispersed and contradictory.

Argentines are particularly favourable towards the British government; three in five agree it is a good example of a democratic government. British decision-makers are perceived to have a more formal and mature approach than their American counterparts, and are believed to have great respect for their people. It is also thought that they benefit greatly from the inheritance of centuries of British decision-making wisdom, that has kept the country at the forefront of the world.

Tradition is also seen as a major strength of British art, perceived to be original, creative and non-commercial. Three in five perceive our art to be based more in the past than the present. Nevertheless, it is seen by half to be renowned for its creativity and innovation, while the same proportion rate British design as being renowned world-wide.

While tradition is seen as a major strength of Britain (18%), it is also seen as a weakness (12%). More specifically, our reliance on traditional methods is seen to be detrimental to our success in the areas of business, and science and technology. Indeed, we are rated the fourth most likely country out of five to have world-beating companies and the third most likely country to be regarded as a major financial trading centre. Participants in the focus groups felt that British business was one of our weakest areas; with many finding it difficult to think of any British companies. We were perceived to be unable to keep up with the fast changing pace of American companies. British businesses were also criticised for being too slow in decision making, causing us to be regarded as less reliable than our American counterparts. While British managers are praised for their ethos of fair play and honesty, it is their (perceived) obsession with doing everything by the book that makes them slower to act and generally more inflexible.

British products and services, while thought to be rather expensive, are nevertheless highly regarded. Three in five feel they are better quality than those from other countries. For one in three, knowing that a product or service is British would make them more likely to buy it. In fact, if British exports were more widely available in Argentina, it is possible that this figure could be higher. Focus group participants noted that, currently, British products were a rarity in Argentina.

In the field of science and technology we are not perceived to be particularly prominent. Despite being seen as more or less on a par with the Americans in terms of quality, Britain is not perceived to grasp as many opportunities as the Americans to be as innovative. The overall lack of awareness of British businesses and their products and services, coupled with the limited knowledge of British inventions (cloning is the only invention recognised to be British), suggests that Britain is a very poor marketer of its creations in Argentina.

The successor generation appears to have fairly mixed views about the British community. Argentines are the second most likely nationality, of the 17 measured, to perceive us as being a very traditional society. Indeed, seven in ten still regard us as a class driven society.

Interestingly, while two in three agree that we are multicultural, a similar proportion, nevertheless, perceive us to be racist. In addition to this, approximately half of respondents think that we are not very welcoming to foreigners. Participants in the focus groups were generally more positive about the British community; describing us as polite, warm and open-minded. Our avoidance of contact with foreigners was explained to be more to do with our conservative nature and our tendency to put up barriers when we first meet strangers.

One area in which the Argentine successor generation displays somewhat contradictory opinions is in the area of education. Two in three regard the quality of British education to be very good, making Argentina one of its biggest advocates. Despite this, only one in six consider a British educational qualification to have the most credibility with potential employers. Focus group participants perceived the British style of teaching to be prestigious, although somewhat rigid and authoritarian. Again our traditional ways are seen to be a weakness here, making our approach seem boring, out-dated and less diverse than the Americans.

Despite the UK not being as highly recognised as other countries for being part of the EU (77% vs. 95-98% for France, Italy, Spain and Germany), three in five respondents believe that Britain plays a leading role in the European Union. However, only one in ten feel that we value our relationship with Argentina.

Overall, the Argentine successor generation is positive towards the UK. Their limited experience of Britain suggests that some opinions may be based more on traditional stereotypes of our country portrayed through various sources. Books and the internet are the most widely used sources of information for forming opinions about the UK, which may not give a fully rounded picture of what Britain is really like.

Nevertheless, participants in the focus groups were not averse to the idea of living in Britain, although it was perceived that work or study would be the main reasons for moving rather than a decision to emigrate. It is likely that, with increased exposure to various aspects of British society, Argentines would be more favourable towards the UK. Only one in ten express dislike for Britain, suggesting that marketing efforts in Argentina could be beneficial.

MORI/ 12648

*Janette Henderson
Andy Martin
Fabienne Obadia
Annabel Cooney*

Appendices

Statistical Reliability

Topic Guide

Topline Results

Statistical Reliability

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

For example, on a question where 50% of the people in a weighted sample of 200 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than seven percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

Approximate sampling tolerances applicable to percentages at or near these levels

Size of sample on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
3,000	1.1	1.6	1.8
1,000	1.9	2.8	3.1
200	4.2	6.4	6.9

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Differences required for significance at or near these percentage levels*

Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
200 vs 2,800	4.3	6.6	7.2
200 vs 200	5.9	9.0	9.8
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0

Topic Guide

Introduction – 5 mins

Name, job etc.

Communities

What I want to do this evening is to explore your perceptions and feelings about three different countries. To do this we're going to play a game - it might sound a bit odd but bear with me. The reason for this approach is that we need to focus on general characteristics about the countries and the people who live there, without getting drawn into discussions such as 'oh when I was in such and such a place.....'.

In the game we are going to pretend that there are three communities, and each one represents one of three countries - The United States, Great Britain, and Argentina. Each of the three communities is meant to encompass EVERYTHING about that country to you.

PART A – THE PEOPLE

10 mins

So to start us off, I'd like you to tell me about the people who live in each of the communities - what are the people like? For example, if you were to visit the British community, how would the people welcome you? Why do you think that? And what would the welcome be like in the Argentine community? And in the American community?

And, within the same community, how do the people relate to each other?

Imagine the British community. Is this community united? Do the people live in harmony? Do they support and respect each other? IF NOT, ASK Why not?

PROBE FOR: Is there any discrimination e.g. between ethnic groups, or between men and women?

And what about the Argentine community? How does it compare with the British community?

And in the American community?

PART B – HIGHER EDUCATION

10 mins

Now I'd like you to think about some specific individuals who might live in the three communities. Firstly, imagine that there is a person living in each community who represents **higher education**. When you think of the person who represents British higher education, what sort of person do you think of? (*PROMPT IF NECESSARY: male or female? young or old? traditional or modern?*)

What kind of educational establishment do they teach at?

What kind of teacher are they? What is their teaching style?

What are that person's good and bad points?

What about an American who represents education - what sort of person do you think of? What kind of teacher are they? What kind of educational establishment do they teach at?

And the educationalist in the Argentine community. What are they like?

Overall, who would you choose to be your 'teacher'? Why?

What are the best points about the educationalist in each country? And what are their worst points?

PART C – BUSINESS

10 mins

Now I'd like to move on to thinking about businesses in each of the three countries, so continuing to use the community analogy, I'd like you to think about typical **business-people** who might live in each of those communities. How would you describe the British business-person? Is he/she a good manager? What makes them good or bad?

How does the British businessman differ from the others?

What kind of **business** is it that the British business-people work for? (*PROMPT IF NECESSARY: services or manufacturing? what does it produce? big or small? socially responsible or cut-throat? efficient?*) - Is it successful at what it does? Where does it sell its products/services - in the community or elsewhere (more to the American or Argentine community?) Describe its management and **workers**.

Are its products/services of good quality? Why?/Why not? In what ways are the British business's products/services better or worse than those produced by the Argentine business?

What about the American business - what does it do? How are the American business's workers and managers different to their Argentine counterparts? Where does it sell its products? In what ways are the American business's products/services better or worse than those produced by the Argentine business? And how does the business run in the Argentine community differ from the other two?

What are the particular strengths of the British business? The American business? The Argentine business?

PART D – SCIENCE & TECHNOLOGY

10 mins

And finally, there is someone who represents **science and technology** living in each community. What would the British scientist be like? What kind of things would he/she work on? And what kind of working habits would they have? What is the best thing about the British scientist? And the worst?

How does that compare with the American scientist?

And the Argentine scientist?

Turning now to new technologies, would you say that the British community is very innovative? In which areas? ASK FOR Internet, medicine How does it compare to the American community? What about the Argentine community?

PART E – THE MEDIA

10 mins

Imagine now that each community produces a **newspaper**. Describe the newspaper in the community representing Britain. What does it look like? What kind of coverage does it have? Is it well-read? Do you believe its contents? What is the best thing about the paper?

What about the American newspaper - how is that different?

And the Argentine paper - what is that like? Do the people in the community read it and like it, do you think? What are the paper's qualities?

Which of the papers would you prefer to read? Why?

PART F – ART

10 mins

Moving on now to another character in the communities. I'd like to get your impression of the Arts in each of the three countries. So please try to imagine a character in each community who represents **the Arts** (not necessarily someone who paints). When you think of someone in the Argentine community, what kind of artist would they be?

What about the person in the American community - what kind of art would they produce?

And the British person who represents the Arts ?

Thinking about the British 'artist', describe that person to me.

What is the quality of their work ?

How well regarded do you think that person is in their own community, and elsewhere?

What are that person's major strengths ?

Which of the three 'artists' would you most admire ? And why ?

PART G – DECISION-MAKER

10 mins

I'd like to think now about the **person in charge** of the community, and how they run the community. How do you think the British community is run ? How involved are the community occupants in the **decision-making** ? Is it a good way to run a community ? And what is the person in charge like? (Please try not just to describe your impression of the current British Prime Minister - it's a general picture of a typical British leader I am looking for. (*Unless Tony Blair encapsulates British leadership - in which case, why?*)) Overall, what are the best points about the running of the community ?

How do these issues differ in the Argentine community: the running of the community and the person in charge ? In what ways is this community different to the British community ?

And what is the running of the American community like ?

PART H – INTERNATIONAL RELATIONSHIPS

5 mins

To what extent do you think the occupants of these communities would take an interest in what is going on elsewhere ? How much is the American community, for example, involved in affairs which affect the other communities ? Are they getting more or less involved in such affairs ? And how much do people in the other communities listen to what the American community has to say ? How is the British community different ?

OVERALL IMPRESSIONS

5 mins

Could you describe in three words each of the communities ?

Would you live in the British community? Why/Why not?

And now thinking about your ideal community - how would you describe that in three words ?

SOURCES OF INFORMATION ABOUT BRITAIN

10 mins

To conclude, now, I'd like to focus for a short while specifically on Great Britain, and how you have come to have the impressions that we have just been discussing.

Have you ever travelled to Britain? (IF NOT, ASK Why not?) What was the purpose of your visit? PROMPT – Business trip, holidays, studies...

What source(s) of information has been the most valuable when you looked for some information about Britain? PROMPT magazines, newspapers, programmes on TV/radio, Internet, friends, travel agencies... holidays, studies, business trips

What do you think are the things which have most influenced your impressions of Britain ? Why? PROMPT: holidays, studies, business trips, magazines, newspapers, programmes on TV/radio, Internet, friends, travel agencies...

How else have you found out about Britain ?

Overall, have your experiences of Britain been positive/negative?