

# **Attitudes Towards Britain and the British – Year II**

## **Czech Republic**

**Research Study Conducted for  
the British Council**



**April - June 2000**



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# Preface

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This report contains the findings of a survey conducted for the British Council by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’, in the Czech Republic. This forms part of the second wave of a global project which was started in 13 countries between May and August 1999 and has now been completed in 17 different countries between April and June 2000.

## 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). In the Czech Republic, this was defined as people of university or above education, highest income earners, very active in the cultural, social or political spheres. Respondents would be entrepreneurs, academics, professionals, medium/top level managers (including those working in international leading companies), or specialists working in private organisations, NGOs, central or local government.

## 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**. The groups were held in Prague - where it was felt that the successor generation were most likely to be present - on 3<sup>rd</sup> and 5<sup>th</sup> May 2000.

The decision as to which cities to use was taken in consultation with MORI’s local partners and the British Council office in each country. In each case, they were moderated by an experienced researcher with one of MORI’s research partners.

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 partners 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 214 members of the same target audience. Interviews were conducted face-to-face. Fieldwork took place in Prague and Brno (around 100 interviews in each), between 17<sup>th</sup> April and 15<sup>th</sup> May 2000.

Quotas were set in each country to ensure that a reasonable cross-section of members of the successor generation was interviewed. In Czech Republic, these were:

- 50/50 men and women
- 50/50 aged 21-30 and aged 31-40
- 50/50 full-time working and students

## Report Layout

This report concentrates on Czech Republic results, but draws attention to those areas where these are significantly different to those recorded elsewhere. A separate document covers the overall world-wide results. (Reference is also occasionally made to last year's findings. Of course, these were based on 13 different countries, so do not represent trend data.)

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

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## Familiarity and Favourability with Key Countries

Given its close geographical proximity, it is perhaps not surprising that Germany is the country which Czech members of the successor generation feel they know best (out of five countries tested). Three in five respondents say that they know at least a fair amount about Germany, which is slightly higher than the next country – the United Kingdom (47%). In many of the countries tested this year (as was the case last year), the USA is considered to be the most well-known country, but in the Czech Republic, it only achieves third place, with half of all respondents saying that they know only a little about the USA, and a further eight per cent saying they know almost nothing. (Nine out of ten respondents feel they know no more than a little about Japan.)

There is little significant difference in levels of familiarity between different groups in the Czech successor generation, although students tend to be a little more likely than average to claim to know this country ‘very well’. As might be expected, those who have previously visited the UK are the group who know the UK the best.

Despite the fact that only 35% of respondents feel they know at least a fair amount about France, 92% describe themselves as favourable towards that country (28% ‘very favourable’), giving a mean score (on a scale of +2 ‘very favourable’ to –2 ‘very unfavourable’) of +1.15. The UK is the second most favourably regarded country, with 25% of those who know at least a little about the UK describing themselves as ‘very favourable’ and a further 59% ‘mainly favourable’. The USA is the least popular of the five countries tested, with fully 23% unfavourable towards it.

Professionals (86%) appear to be a little more likely than students (71%) to regard the UK favourably, although in neither case are more than 4% unfavourable. Encouragingly, the most favourable group of all are those who have visited the UK (92% favourable).

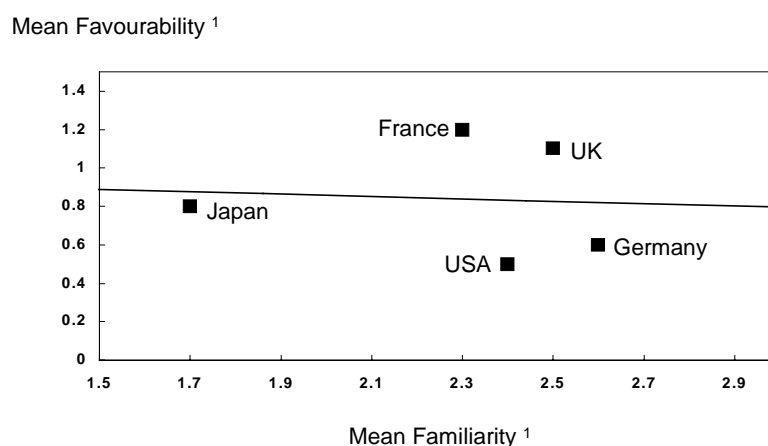
The chart overleaf shows overall familiarity (on the horizontal scale) and favourability (on the vertical scale) towards the five countries. The further to the right a country is, the better it is known, while the higher up it is, the more favourable people are towards it.

The line on the chart 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 – normally a diagonal from bottom left to top right (indicating that as people know more about a country, they become more favourable towards it). This almost never happens with real data, but a line can be calculated which comes closer to the plotted points than any other.



In the case of the Czech Republic, there appears to be virtually no direct relationship between familiarity and favourability, as the line of best fit is virtually horizontal. The UK and France, sitting well above the line, are clearly well thought of. While the Czechs know a lot about Germany, on the other hand, this certainly does not mean that this knowledge translates into a positive attitude.

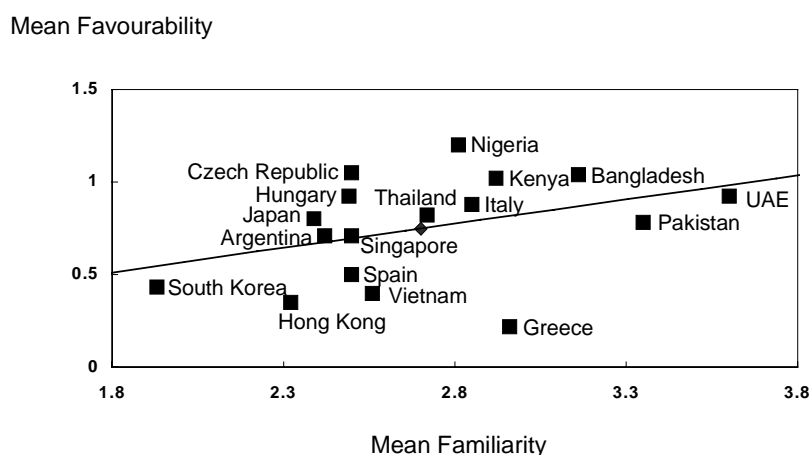
## Familiarity & Favourability Towards Countries



Base: All successor generation (214), April-May 2000

The chart below compares the UK findings in the Czech Republic with the results from the other 16 countries. The diamond represents the average for the 17 countries. Of the 17, the Czechs show one of the most favourable attitudes towards the UK despite a lower than average familiarity score.

## Familiarity & Favourability Towards the United Kingdom



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

<sup>1</sup> 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

Respondents in the Czech Republic are rather more knowledgeable than the all country average about the countries which go to make up the United Kingdom. While 84% can name England and Scotland (similar to the world-wide average scores), 81% know Wales (compared to 67% around the world) and 80% mention Northern Ireland (72%). Thirteen per cent of those in the Czech Republic believe that the United Kingdom is actually the same as Great Britain. Curiously, two per cent believe that Australia is also part of the UK!

Men are decidedly more knowledgeable than women about the individual countries which go to make up the United Kingdom. Likewise, younger respondents (aged 20-29), and students, are more likely than others to be able to name the constituent countries. Those who have visited, however, are no more likely than others to be able to do so.

London (24% cite it spontaneously) and the Royal Family (15%) are the two images which stand out as being representative of England. Previous visitors are especially likely to associate England with London (35%). Other varied images of tradition, colleges like Oxford and Cambridge, the Queen, and football all account for seven or eight per cent of respondents' images.

Replicating the three most popular images around the world, kilts (31%), whisky (21%) and the highlands and mountains (11%) are the three most popular images of Scotland in the Czech Republic. Women are rather more likely to think of kilts, while men tend to think of whisky. Four per cent of Czech respondents spontaneously mention thrift or greediness as an image of Scotland!

Images of violence dominate how people perceive Northern Ireland. Two in five respondents (39%) mention violence or religious conflict, while a further 29% mention IRA or Sinn Féin specifically. Just one per cent cite the peace process compared to a world-wide total last year of nine per cent, which indicates how far this has fallen from the forefront of global news. While one in ten respondents around the world have no image at all of Northern Ireland, this falls to just two per cent in the Czech Republic.

As around the world, images of the Royal Family are the strongest perceptions of Wales, with Princess Diana/Princess of Wales (21%), the Royal Family (14%), and Prince Charles/Prince of Wales (13%) the top three responses. Women (32%) are especially likely to mention Princess Diana. The Welsh or Celtic dialect (seven per cent) is the top non-Royal image. As in other countries around the world, Wales is the country which is most likely to draw a blank in people's minds – 11% have no images at all.

## Images of UK Countries (*Unprompted*)

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

<u>Scotland</u>	%	<u>Northern Ireland</u>	%
Kilts	31	Violence/religious conflict	38
Whisky	21	IRA/Sinn Fein	29
Highlands/mountains	11	Whisky	6
Loch Ness/Monster	6	Belfast	5
Bagpipes	4	Scenery	4
Thrift/greediness	4	Greenery/green fields	3
People	4	Music	3
Cold/wet weather	3		
Scenery/landscapes	3		
Nothing	0	Nothing	2
<u>England</u>	%	<u>Wales</u>	%
London	24	Princess Diana/Princess of Wales	21
Royal Family	15	Royal Family	14
Tradition/conservatism	8	Prince Charles/Prince of Wales	13
Houses of Parliament	7	Welsh/celtic dialect	7
Football	7	Beautiful landscapes	6
The Queen	7	Castles	5
Colleges	7	Football	5
Bad weather	4	Sheep	5
Music/arts/culture	4	Football/football team	5
Margaret Thatcher	3	Rugby	3
Buckingham Palace	3	Mountains	3
Red buses	3		
Nothing	0	Nothing	11

All other answers 2% or less

Base: All successor generation in the Czech Republic (214), April-May 2000

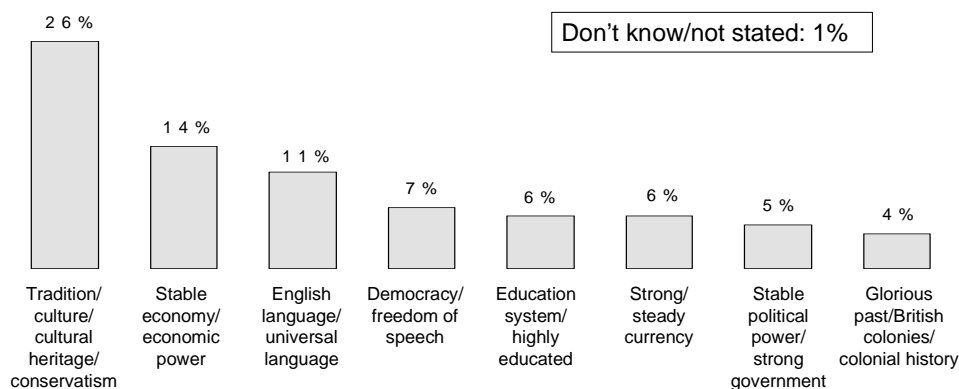
## United Kingdom's Strengths & Weaknesses

As in many countries around the world, respondents in the Czech Republic believe that tradition is both the UK's major strength, and its worst weakness. Around one in four nominate tradition and heritage as a major strength, while the same proportion think that tradition and conservatism are holding the UK back.

Other perceived key strengths of the UK are our economy, the English language, our democracy and freedom of speech, and steady currency. Older respondents appear to be marginally more likely than those aged under 29 to cite tradition and heritage as a major strength of the UK, as are those living in Brno, compared to Prague residents.

### The United Kingdom's Major Strengths (Spontaneous)

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



Base: All successor generation in Czech Republic (214), April-May 2000

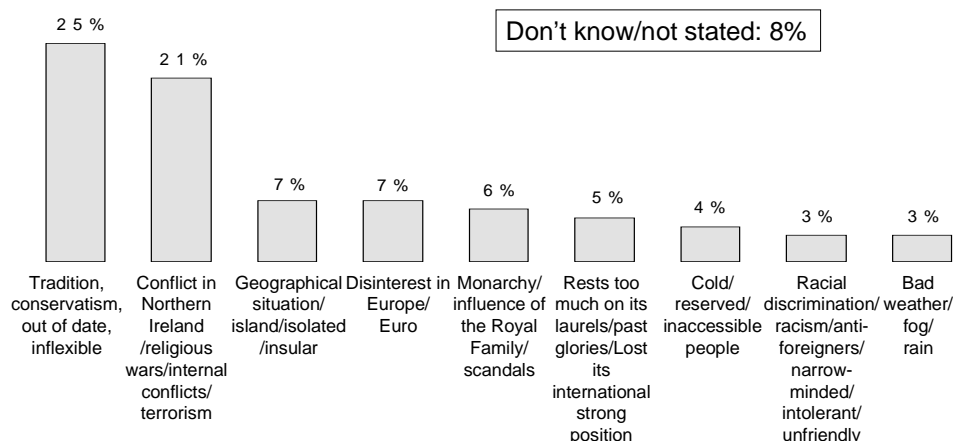
Source: MORI

Younger people (37%) are particularly likely to mention tradition, conservatism, or an attitude of opposing innovation as the major British weakness. The older (age 30-40) group, on the other hand, are more likely to perceive that conflict in Northern Ireland is the one major weakness of the UK. While 28% mention this, just 15% cite tradition.

With almost half of all respondents mentioning one of these two things, few other issues are widely cited as weaknesses of the UK.

## 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 Czech Republic (214), April-May 2000

Source: MORI

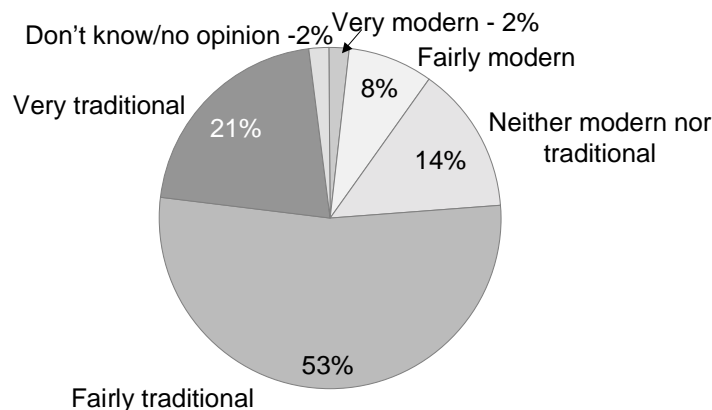
In many countries around the world, various aspects of the character of British people go to make up a significant proportion of all the mentions of British weaknesses. Overall, when combining those who mention racial discrimination, arrogance, self-important people, and cold/reserved people, a total of 24% of all respondents are seen to regard the attitudes of the population of the UK as our biggest weakness. In the Czech Republic, this only amounts to 11% - still a sizeable number, but not nearly as significant as in many other countries.

## British Society

Just one in ten respondents regard the UK as a modern society (two per cent 'very modern'). This compares to a world-wide average of 36%, which places the Czech Republic among the most adamant countries that the UK is bound by tradition. In fact, 21% believe the United Kingdom to be a 'very traditional' society, and a further 53% describe us as 'fairly traditional'. Those who have visited the UK are a little less likely to regard our society as traditional, but not a great deal.

### 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 the Czech Republic (214), April-May 2000

Source: MORI

When asked about various aspects of British society, Czech respondents are generally a little more positive than those elsewhere. On some issues, however, they are less likely to rate us favourably. The most positively rated aspect is our legal system, which 70% agree ensures that everyone gets a fair trial, while just 2% disagree. This gives it a mean score <sup>2</sup> of +1.0 (compared to a world-wide score of 0.7).

A lack of discrimination towards women, the British system of democratic government, and our concern for the environment all score well, and are all more favourably regarded in the Czech Republic than world-wide.

Men (80%) are significantly more likely than women (70%) to believe that the British system is a good example of democratic government. Those who have been here are also a lot more positive than average. A visit to the UK is also likely to convince someone from the Czech Republic that women are not discriminated against here – 81% do not think that this is the case, compared to an average of 69% world-wide. Women are more positive than men in this regard.

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<sup>2</sup> Mean score calculated on a scale of +2 ('strongly agree') to -2 ('strongly disagree')

## 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	Dis-agree		Czech Republic mean score*	World -wide mean score*
The British legal system ensures that everybody gets a fair trial	17	52	15	2	%	+1.0	+0.7
Women are discriminated against in Britain	*	6	16	69	%	-0.9	-0.6
Britain is committed to protecting the environment	17	50	15	7	%	+0.9	+0.8
The British system is a good example of democratic government	27	48	15	9	%	+0.9	+0.7
British society is truly 'multicultural'	22	35	21	19	%	+0.6	+0.5
Britain has a good national health service	10	30	26	11	%	+0.5	+0.9
British people are racially tolerant	8	50	18	16	%	+0.5	-0.1
British people are very welcoming towards foreigners	4	19	27	41	%	-0.3	-0.2
Britain is now a 'classless' society	*	4	14	77	%	-1.2	-0.8

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

Base: All successor generation: Czech Republic (214) world-wide (3,505),

January-June 2000

Unlike other institutions, the NHS achieves a lower than average score – while 40% agree that the UK has a good national health service, 11% do not think that this is the case, and 23% admit that they do not know. This gives a mean score of +0.5, compared to the world-wide score of +0.9.

Racial tolerance is the area where Czech respondents possibly stand out the most in terms of their opinion of British society. Three in five (59%) agree that British people are racially tolerant, compared to 16% who disagree. The global scores in the 17 countries tested this year stand at 33% and 38% respectively. This does not mean, however, that Czechs are more likely than others to feel that the British are very welcoming towards foreigners. In fact, they are almost twice as likely to disagree than agree (41% and 22% respectively). In line with the all-country average. Encouragingly, however, those who have visited the UK are more positive than others on both these issues.

As elsewhere, however, the aspect of British society which achieves the lowest score is on the issue of class. Just 4% of respondents believe that Britain is a classless society, while 77% disagree. (Of the countries tested this year, only Greece and Argentina are less likely to think that the class system in Britain has been abandoned.) People with first-hand experience of the UK (87%) are even more likely than their counterparts to believe that Britain is not 'classless'.

Discrimination on the grounds of gender is clearly not thought to be a major part of British society. The focus groups showed that the British are evidently considered to be too polite to discriminate! On the other hand, it was apparent that women were most likely to be thought of as staying at home and not working – few imagined women as businesspeople, for example.

*I think Britain is very mature and discrimination is something barbaric, a symbol of an immature country. So discrimination is covert, even though it exists*

Professional

*As we said for the other areas, Britain seems traditional and the typical person representing most of the areas has to be a man*

Student

*I don't see any women in the British business. I can't imagine her easily, the society is very traditional and being a manager seems to be a masculine task in a traditional society*

Professional

With regard to discrimination on the grounds of race, however, although Czech respondents are less likely than others to think that the British are racist, the focus group participants still noted an undercurrent of exclusion. This situation was, though, perceived to be improving.

*I also think there is discrimination between ethnic groups. Real British are proud of the fact they are British and I don't think it is easy to get into their community*

Student



*Great Britain colonised other countries, so a lot of different nations came to Britain – different colours of complexion and so on. There might have been a large amount of discrimination much earlier, but I think it is getting better. We should learn from them. They are much more advanced in it than we are*

Professional

This is strongly linked to our class system, in which British people were thought of as living within rigidly defined social groups, with little or no interaction between them, and a subsequent mistrust of outsiders.

*I think there many different social classes. Inside the class they are united, they live in harmony and they respect each other, but it is difficult to get in a particular (higher) class*

Professional

*I imagine the British community to be very united and I think it is a consequence of their politeness*

Student

Friendships with British people were thought of as lasting and deep, if the initial reserve could be broken down.

*I think the younger generation would behave similarly to young Czechs or to young Americans. Older people would welcome me with distance. Or at least, it would take longer to get closer*

Student

*I imagine they would welcome me very warmly, with the inherent British politeness. But I believe it is only an external crust. Not everyone is allowed to look inside. Probably real long-term friends only*

Student

*There is some distance in their behaviour, but still they are friendly. I can imagine going out with them – to a pub for beer*

Professional

*I think it is necessary to give British people some time to get to know you. They have some borders when meeting foreigners. There is some distance at the beginning but afterwards when they allow you to get closer to them, the relationship is very friendly and lasts for a long time*

Professional

*I feel that the American community is the opposite of the British community – the Americans are very friendly and frank at the beginning I can't say I trust them*

Professional

In fact, some Czech participants spoke of Britain as being somewhere they would like to live – if they could be sure of being treated as a member of the society. Others, like most of those interviewed, were not sure that they would fit in.

*Britain is the country of my heart. I like their two levels: first one nice and polite and the second one being real friends, which I imagine qualitatively different from what we know. Czechs are all 'real friends', but the friendship doesn't have the value here when it comes to help, reliability etc. The British community seems to me very united and it reminds me of a vision of paradise*

Student

*I would like to have an experience with a fully functional community*

Student

*I can't imagine living in Britain. I've never stayed there for a long time, but my impression of this country doesn't fit to my style of living which is more free and enjoyable*

Professional

While the focus groups did not concentrate a great deal on our institutions, it was clear that there was a great deal of respect for decision makers and our democratic system. British people were thought of as having a great deal of opportunity to participate in decision making and to influence how decisions are made.

*Britain was the first country with a constitution, I think. So there is a real democratic tradition in Britain*

Professional

*It is a competent, well-tried way of how to run a community*

Student

*I have heard that every British citizen has a representative in parliament, and can ask him for anything and can discuss things with him*

Professional

As elsewhere, however, the decision making process in the UK was perceived to be very slow, with lengthy discussion about change, thus giving our society a reputation for inertia, and a love of the past. For this reason alone, Tony Blair is not perceived to be a typical British leader.

*Hundred years of tradition. When the British want to change something they talk about it for another hundred years. Then they might change it*

Student

*Tony Blair is not the typical British representative who is going down stream, who pets the system and never wants to change anything. He comes up with many new things. That's not very British*

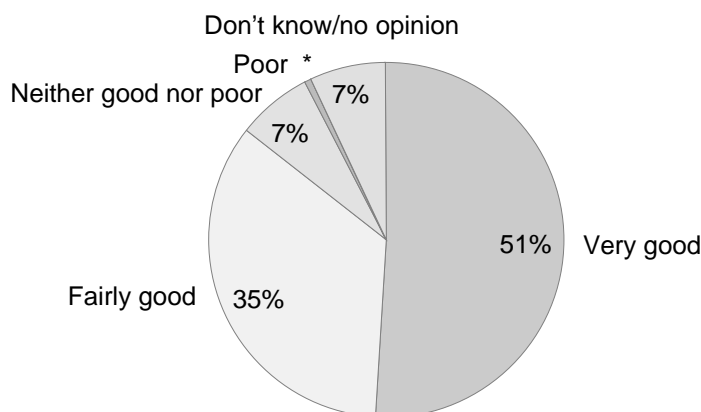
Student

## Education

Czechs are more positive than average about the quality of the British higher education system. Half (51%) say that the quality is 'very good', compared to 42% world-wide. A further 35% think our education is 'fairly good', while just one person out of 214 describes it as poor. Women are a little more likely than men to think of our education system as 'very good'.

### 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 Czech Republic (214), April-May 2000

Source: MORI

As elsewhere, while 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 15%, while a further 45% think we are 'fairly well educated'. Both these scores are lower than the all country average. Despite the fact that the score is less positive than that for our higher education system, still just four per cent believe the British to be poorly educated. (This does rise, however, to nine per cent among those who have visited the UK.)

## Level of Education in Britain

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

	Czech Republic %	World-wide %
Very well educated	15	22
Fairly well educated	45	53
Neither well nor poorly	22	18
Fairly poorly educated	4	4
Very poorly educated	0	*
Don't know	13	2

Base: All successor generation: Czech Republic (214), world-wide (3,505), January-June 2000

The high regard for the British system of education means that we are the most popular choice for studying overseas. One in three (35%) would choose to come to the UK to study, if given the opportunity. The USA (first choice in the all country figures) is selected by 25%, while another European country would be the first choice for 18%. In fact, only in the Czech Republic, Hungary, and Hong Kong is the UK top choice.

Older people (aged 30-40) are decidedly more likely to choose to come to the UK than their younger counterparts (41% and 29% respectively). Those with first hand experience of the UK are also more likely to opt to come here, as are those who live in Prague.

*I would choose a British teacher. The knowledge seems to me more solid*

Student

*I like the British educational system because it is proper. The student and the teacher are colleagues but they are not such friends like in the American educational system*

Professional

As for other aspects of our society, in the Czech focus groups an image of tradition and old age dominated perceptions of education in the UK. The British style of teaching tended to be thought of as being traditional, based at a high-level, old-fashioned, academic institution like Oxford or Cambridge, given by an older man who is extremely knowledgeable about his subject, but less so about what is going on all around him.

*A serious man in a long coat, a bit mysterious. The students who come for consultations respect and adore him*

Student

*This person has high respect in the British community. He is an expert*

Professional

*I think that the British representative doesn't leave his place, he is quite deep-rooted there. He has been giving his lectures for 30 years*

Professional

*He is a real specialist but has a low general knowledge*

Professional

In many countries there was a clear distinction between perceptions of American and British teachers. While Americans were regarded as being virtually colleagues with their students, interacting freely, British teachers were seen as more likely to teach by reciting a monologue, and putting a barrier between themselves and their classes. In the Czech Republic, although some participants held this view, there was far more likelihood of the British teacher being seen as someone who teaches by encouraging students to think for themselves.

*Long but interesting monologues. The information is sold by authority*

Student

*I think that the best point of a British teacher is leading the students. Leading them how to think, where to find information, how to use it*

Student

*The student is his colleague, they can discuss some issues together and the teacher would accept his ideas*

Professional

*I would prefer a British teacher because he would give me some kind of freedom, so I can develop myself in my own way. I would have the opportunity to reveal new things with the teacher leading me gently*

Professional

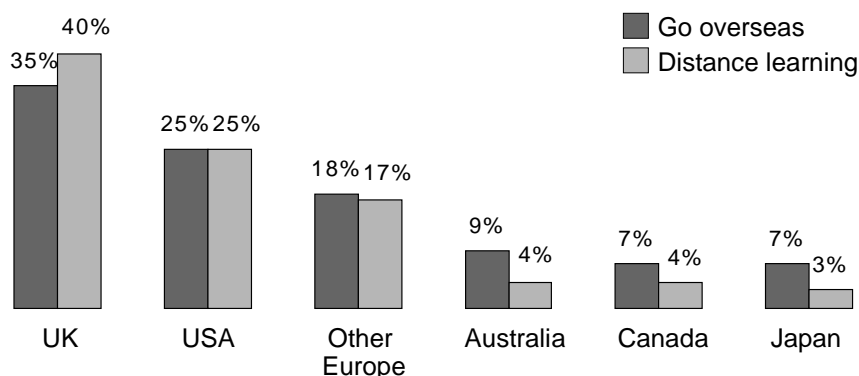
The UK is even more strongly preferred for distance learning courses. Two in five (40%) say that they would choose a distance learning course from the UK, compared to 25% who would opt for a course based in the United States. Courses from other European countries are preferred by 17%, while nowhere else would attract more than 4% of Czech respondents. In this instance women are no more likely than men to choose a British course, and neither are older people or those with first-hand experience of the UK any more positive than average.

The three countries where people say they would choose to come to the UK for education also prefer our distance learning courses.

Respondents are clearly making decisions about studying in a country, or taking a distance learning course, on the merits of each case. Many are picking one country for one style of course, and another country for another. For example, among those who would choose to come to the UK to study, 36% say they would take a distance learning course from elsewhere. Among those who would choose our distance learning courses, 20% would prefer to actually study in the USA.

### 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 Czech Republic (214), April-May 2000

Source: MORI

The strong regard for the UK system of higher education is emphasised by the fact that 35% of respondents feel that a qualification from the UK would have the most credibility with potential employers. A qualification from the United States, however, would most preferable – selected by 46% of respondents. Just four per cent of Czech respondents believe that a qualification from a Czech institution would have most credibility with potential employers.

These findings would appear to indicate that there is a small proportion of people who feel that, while a qualification from a UK institution would give them the most credibility, they still feel that they would rather not come here personally to study. In fact, 27% of those who rate our qualifications the highest would choose neither to visit this country to study, or to take a distance learning

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## 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 ?**

	Czech Republic	World-wide
	%	%
USA	46	55
UK	35	31
Don't know	7	2
Czech Republic/home country	5	4
Japan	4	4
Australia	2	2
Canada	1	3

Base: All successor generation: Czech Republic (214), world-wide (3,505), January-June 2000

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## British Business

Whereas world-wide the UK is more likely than Germany to be thought of as a major financial trading centre, in the Czech Republic this is not the case. The United Kingdom is ranked fourth out of five countries in this respect, just behind Germany. Despite this position, however, three-quarters do regard the UK as a major financial trading centre, compared to eight per cent who disagree. This places us some way ahead of the fifth country – France – about which more Czechs disagree than agree.

Older people (35% 'strongly agree') are a little more likely than their younger counterparts (18%) to be positive about our financial trading role.

## Major Financial Trading Centre

**Q3 Please tell me the extent to which you agree or disagree that ..... is a major financial trading centre.**

	Strongly agree	Tend to agree	Disagree		Mean score*
USA	74	22	0	%	+1.7
Japan	42	41	3	%	+1.2
Germany	29	50	9	%	+1.0
UK	27	49	8	%	+0.9
France	6	27	45	%	-0.1

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

Base: All successor generation in Czech Republic (214), April-May 2000

Out of the same five countries, the UK is ranked a distant fourth in terms of whether or not it has many world beating companies. Although 29% of respondents strongly agree that this is the case (and a further 50% tend to agree), 7% disagree. In contrast, 98% believe that the USA has many world-beating companies, 93% think the same of Japan, and 91% of Germany. These figures closely mirror those recorded world-wide.

Men, and older correspondents, are a little more likely than women and young people to agree that the UK has many world-beating companies. Those who have been here, however, are no more likely than others to agree.

## 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	77	21	*	%	+1.7
Japan	75	18	1	%	+1.7
Germany	50	41	3	%	+1.4
UK	29	50	7	%	+1.0
France	19	53	14	%	+0.8

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

Base: All successor generation in Czech Republic (214), April-May 2000



The UK has a strong reputation for producing quality goods and services. They are thought by 41% of respondents to be of better quality than those produced in 'other countries'. (The world-wide score stands at 55%, which indicates that Czechs are a little less positive than average.). Just two per cent, on the other hand, think that products and services from elsewhere are of better quality – none saying that the British are 'much worse' in comparison.

*The quality of the products is very good. Also service for customers. It is only marketing they are not very good at*

Student

In terms of value for money rather than quality, the gap between British products and services and those from elsewhere is a great deal closer. In fact, Czechs are roughly split on the subject, with 23% favouring those from Britain, and 21% believing that products and services from other countries offer better value for money. This indicates that while our products and services are regarded as being of good quality, perhaps that quality comes at a price which is not always considered to be justified.

*Americans always offer good value for reasonable prices. Britain seems to be much more expensive*

Student

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## **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	
<b>their quality</b>	9	32	45	2	%
<b>their value for money</b>	6	17	38	21	%

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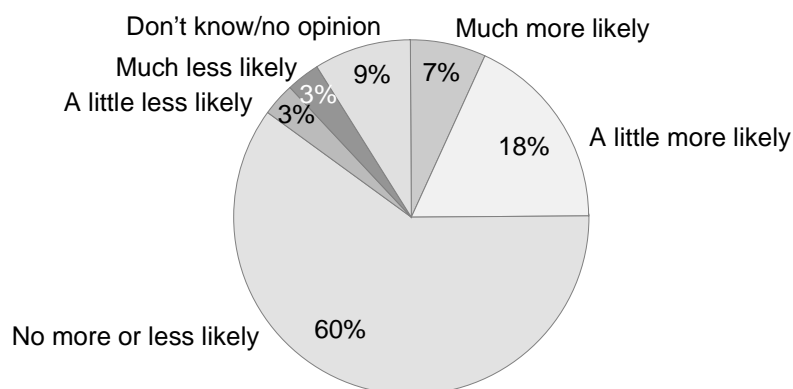
Base: All successor generation in Czech Republic (214), April-May 2000

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The positive regard for the quality of British products and services has a limited effect on people's shopping habits. Seven per cent say that knowing that a product or service is British makes them much more likely to buy it. A further 18% feel they are a little more likely to buy British goods and services. Just six per cent, on the other hand, say that knowing something is from Britain actually makes them less likely to make a purchase. This means, of course, that the vast majority of Czech respondents say that the country of origin has negligible effect on their shopping decisions.

## 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 Czech Republic (214), April-May 2000

Source: MORI

Czechs have a rather lower opinion of both British managers and workers than those expressed world-wide. While few people rate either as poor, a sizeable majority are neutral towards them, or admit that they do not know enough to make a judgement.

World-wide, British managers tend to be a little better regarded than our workforce. Overall 69% rate British managers as good. In the Czech Republic, this figure is 46%, including 8% who rate our managers as 'very good'. Two in five think that British workers are good (compared to 59% world-wide). In both cases, people who have visited the UK, and those living in Prague tend to be most positive.

*I think management is an American science. The British haven't added anything. So I imagine a British manager as very traditional, not effective, like the automobile company Rover. It has been a piece of jewellery in the British automobile tradition and now we are discovering it is in a big loss*

Student

## Perceptions of British Business

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

a) **the British workforce ?**

b) **British management ?**

	<b>Workforce</b>		<b>Management</b>	
	Czech Republic	World-wide	Czech Republic	World-wide
	%	%	%	%
Very good	7	18	8	25
Fairly good	32	41	38	44
Neither good nor poor	41	28	34	21
Fairly poor	3	6	1	4
Very poor	*	1	0	*
Don't know	16	6	19	6
Mean score*	+0.5	+0.8	+0.6	+1.0

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

Base: All successor generation: Czech Republic (214), world-wide (3,505), January-June 2000

As the quote above indicates, focus group participants tended to regard British managers as well-meaning, but not particularly effective. As was the case elsewhere, our managers were thought of as too cautious, and inflexible.

*He hasn't enough courage to invest his money and be confident it will work well. I am afraid that he is anxious and pessimistic*

Professional

*I would see a serious man who, while choosing between losing business or losing face, will keep his face*

Student

They were, however, perceived to be very reliable, and to have the best interests of the company at heart.

*It is a man who doesn't have to look at written contracts so much as in the Czech Republic or in America. He believes in common law – shaking hands, saying so*

Student

*You can rely on them and they expect the same – fair play from others. I also think that they are very tenacious and hard-working*

Professional

*If they made a bad product, it would destroy the name of the company. They can't afford it. The Czech producer facing the same choice would say to himself: 'never mind what happens'*

Professional

For focus group participants in many countries, British workers were regarded as good, solid employees, but not necessarily outstanding. Likewise in the Czech Republic, while British workers were considered loyal to the company, few people mentioned any other positive traits which would help them be more effective in their jobs.

*I imagine the workers being well qualified and really loyal. There is great moral awareness and innate politeness*

Student

## British Science & Technology

Japan and the USA stand out as the countries with the strongest reputations for scientific and technological innovation. Fully seven in ten strongly agree that Japan leads in this field, while 55% say the same of the USA. By contrast, only 13% strongly agree that the UK has a strong reputation for new work in science and technology. A total of 63% agree that we do well in this area, compared to 13% who disagree, but this places the UK firmly in fourth place out of the five countries measured.

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### 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
Japan	69	25	0	%	+1.7
USA	55	39	1	%	+1.5
Germany	22	45	9	%	+0.8
UK	13	50	13	%	+0.7
France	5	35	24	%	+0.2

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

Base: All successor generation in Czech Republic (214), April-May 2000

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Women, and older respondents tend to be the most positive about the UK's achievements in this field (although it should be pointed out that the older people are at least a little more likely than their younger counterparts to say the same about all five countries.)

The message of British involvement in important scientific inventions and discoveries is clearly not getting across. It is clear that people assume that there is ample public funding for theoretical scientific research in the UK. However, the focus groups revealed a clear image of a British scientist hunched over a test tube in a dusty corner of an old educational institution, working on some detailed theoretical subject with little or no interest in its practical value.

*Glasses, beard, test tubes...*

Student

*A British scientist is interested in medicine; he works at a laboratory and has his microscope*

Professional

*I also imagine him clean, with a clean white coat. It symbolises he is careful and neat*

Professional

*He comes on time and he pays all the attention to his topic. There is no other world around him*

Student

Despite the recognition of British involvement in cloning, people can not imagine British scientists coming up with innovative new products or even theories.

*I can't imagine him coming with a completely new interpretation, which might sound crazy but might push development a few steps forward*

Student

*Maybe they can be too slow, too pedantic, not creative enough*

Professional

In contrast, American scientists are seen as younger, with more up-to-date equipment, and tend to be closely linked to new technology. American scientists are also seen as driven by the profit making potential of anything they are working on, in complete contrast to the perception of a scientist from the UK. The image of a British scientist is, however, clearly somewhat more positive than of a Czech scientist.

*They [British scientists] probably never come up with something crazy like the Americans do*

Professional

*[Czech scientist] I imagine a man or a woman, but it has to be somebody left in a science institute. Somebody everyone has forgotten about. And the scientist is actually still sitting behind his microscope*

Student

Whereas in some countries a feeling was expressed that scientists around the world work on a global basis – wherever you go there will be scientists from other countries, some of those in the Czech Republic thought that this might be true of the USA, but not necessarily of the UK.

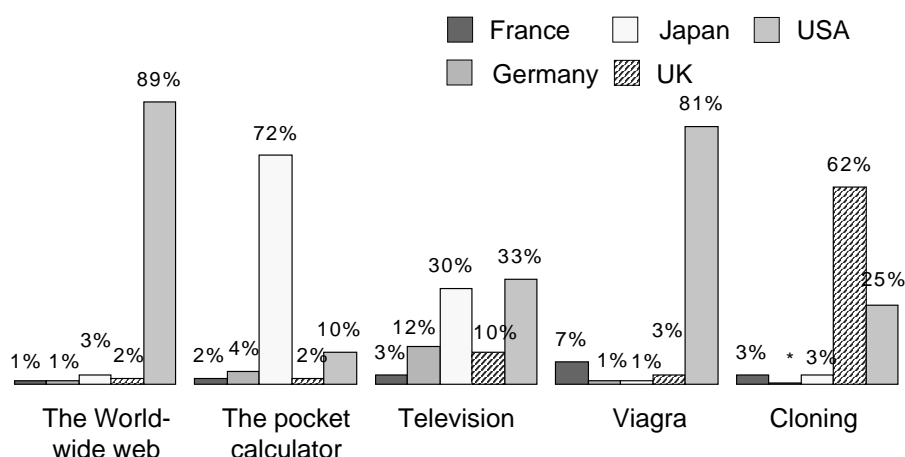
*In my opinion most scientists in America are not from America. They are from Europe for example, but America has the money to attract the scientists and also makes good conditions for their research. So the American scientist is not 100% American. British scientists are British*

Professional

The overall lack of knowledge about British involvement in technological breakthroughs is clearly demonstrated when respondents are asked from which countries they think that certain twentieth century inventions emanated. As elsewhere, Japan is clearly perceived to be the country where pocket calculators originated (72% think this, compared to 2% for the UK), when they originate, in fact, from the United States. The USA, on the other hand is associated most strongly with the world wide web (89%) and Viagra (81%), both of which are British. There is some confusion over the country where television was invented, but even in this case, the UK is placed fourth behind the USA, Japan and Germany. The only technological breakthrough which people associate with the UK is cloning – 62% know that this was invented in this country (compared to a world-wide score of 47%), although even in this case, 25% assume it is an American invention. This has clear implications for the role of Dolly the Sheep in promoting British science and technology.

### 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 Czech Republic (214), April-May 2000

Source: MORI

## **British Personalities**

Tony Blair is the most well-known British personality in the Czech Republic, recognised from a list of people by 99%. He is closely followed by the Spice Girls, with Naomi Campbell and Rowan Atkinson a little way behind.

Film stars (Hugh Grant; 69%, Kate Winslet; 43%, and Steve Martin; 40%), are clearly more likely to be recognised than people in other walks of life. Perhaps the most curious anomaly of any of the countries taking part in the survey this year is the extremely high recognition of the author PD James in the Czech Republic. While she achieves 63% among Czechs, the figure for the other 16 countries is 7%.

The difference between the sexes in the Czech Republic is not as pronounced as elsewhere, although clearly men are more likely to know of sports personalities, while women tend to be more likely to mention film stars and designers. Those who have visited the UK have generally higher levels of recognition than others.

The fact that people have heard about these personalities does not necessarily mean that they know they are British. Among those who know of them, Tony Blair (96%), Rowan Atkinson (87%) and PD James (85%) achieve the highest 'I knew they were British' factor. As elsewhere, a very low proportion of respondents know that Naomi Campbell is British, which is probably connected with the global nature of the 'supermodel industry'. (The idea 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 know of his British origin.)

Mirroring higher recognition levels generally, previous visitors 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 ?

	<u>World-wide</u>		<u>Czech Republic</u>	
	Heard of	Heard of	British	Proportion
	%	%	%	recognised as
				British
				%
Tony Blair	90	99	94	96
Spice Girls	86	94	67	72
Naomi Campbell	76	88	23	27
Rowan Atkinson	35	83	72	87
Hugh Grant	56	69	43	62
P D James	11	63	53	85
Kate Winslet	48	43	13	30
Steve Martin	47	40	10	24
Linford Christie	33	37	29	79
Liam Gallagher	21	36	25	71
Vivienne Westwood	22	34	14	43
Stephen Hawking	46	32	16	51
Tim Henman	13	28	20	72
John Galliano	24	20	8	40
William Hague	18	13	7	54
Richard Branson	20	12	5	40
James Dyson	10	9	3	35
David Hockney	12	7	2	36
Delia Smith	8	7	3	38
Anita Roddick	7	2	0	-
Damien Hirst	6	1	0	-
Firzana Perveen	3	1	*	50
Don't know/None	*	0	1	-

Base: All successor generation: Czech Republic (214), World-wide (3,505),  
January-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 40% of respondents, while 24% of those who know of him think that he is British. Firzana achieves just a one per cent recognition factor, with one of the two people who think they know her claiming also to know that she is British. This is in contrast to last year, when another British Council employee – Steven 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 (a slightly lower proportion than the world-wide average). A total of 17%, on the other hand, disagree. Those living in Prague tend to be most likely to think that modern British arts are contributing to our reputation.

Despite being more positive than average about the fact that our reputation for the arts owes something to our current output, Czechs are the least likely of all those surveyed this year to agree that Britain is renowned for creativity and innovation in the arts. Just 22% think this is the case, while 52% disagree (compared to world-wide average scores which are almost the exact reverse: 51% agree and 22% disagree). Older respondents are the most likely group to rate our reputation highly.

Czechs are also among the least positive about whether British design is renowned throughout the world. World-wide, 48% believe this to be the case, while 22% disagree. In the Czech Republic, on the other hand, these figures are 33% and 26% respectively. Curiously, younger people are more positive towards British design, as are women and those living in Prague.

The focus groups showed that those who do support British design tend to be very positive towards it.

*I know some modern alternative designs running wild in Britain at the moment*

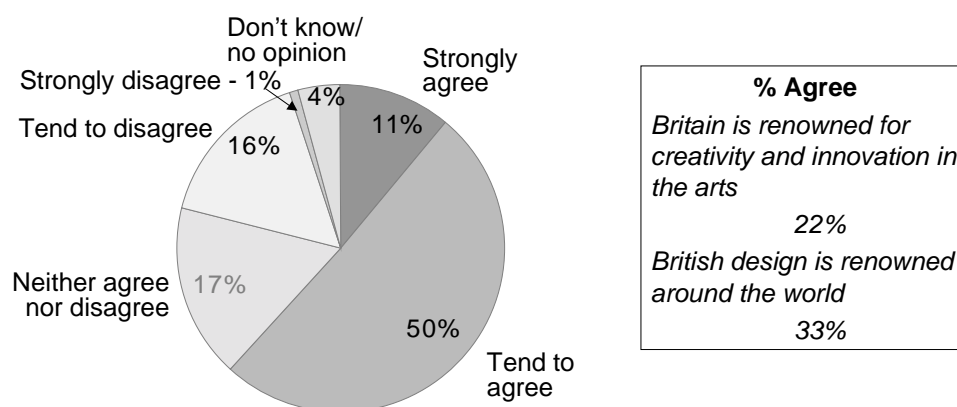
Professional

*Design, mode and architecture are very innovative and progressive in Britain. In America it is bullshit. It is not an issue of taste, it is the tendency to sell as much as possible*

Professional

## 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 Czech Republic (214), April-May 2000

Source: MORI

As elsewhere, most of the focus group participants identified British art with traditional forms, such as the theatre, literature, and classical music, with highly trained and very professional artists, doing a good job, for recognition more than pay, but not really pushing back the boundaries of art.

*I can see somebody using traditional art very well. A good musician playing an old instrument*

Student

*It is an old writer, very dignified, having a lot of style*

Professional

*It doesn't seem that they do it just because of money as many American artists do*

Professional

This was not always the case, however. Some in the Czech Republic saw British art as contemporary and cutting edge, even if the more modern artists are less well-regarded by the British community.

*I imagine an artist living through current trends and even making them. Almost all new trends (music, painting fashion, art design) come from Britain*

Student

*I recall this classical writer too, as one extreme, and the other extreme is some British band playing pop music. And some DJs too*

Professional

*I think the artists involved in theatre, literature and traditional art are highly respected, but modern artists don't have such a good position in the community*

Professional

Some participants felt that they preferred Czech artists, who were perceived to be more 'artistic' in that they live an all-round art-based life, and dabble in various art forms as they see fit.

*In my opinion the Czech artist is skilled in more areas – he can paint, take photographs, he is a musician – he does lots of things, but he doesn't do anything in-depth. He is some kind of Bohemian*

Professional

## British Media

Two in five respondents (38%) believe that the British media can be relied upon to tell the truth. Twelve per cent, on the other hand, do not believe that this is the case. This reflects world-wide opinions reasonably closely. No groups are particularly more likely than others to trust the British media – in fact those who have been here are a little more likely to agree that our media tell the truth, and also to disagree!

*The British newspaper is very well informed and we believe its content*

Professional

*I associate the BBC programmes with the British media, which are very high-quality and focused on different subjects*

Professional

Czech focus group participants were reasonably well-informed about the British tabloid press, and its obsession with the Royal Family. Whereas in many countries British newspapers were automatically associated with broadsheets, with lots of black and white print, and few pictures, knowledge levels in the Czech Republic were clearly higher.

*In Britain the tabloid press is well differentiated from the reliable and respectable press. I miss this clear distinction in our media. You buy a newspaper and you can't rely on its news much*

Professional

*I imagine there would be two kinds of newspaper in Britain. And both of them will be extreme. Even though Britain doesn't seem to me extreme in anything else. So one kind of newspaper will be extremely serious and one extremely tabloid*

Student

*There will be news about the Royal Family on the first page*

Student

*There is tabloid press in Britain like everywhere else, but this press is focused mainly on the Queen's family. The Queen's family is an everlasting topic*

Professional

In many countries, focus group participants mentioned that they felt that British newspapers did not carry items about what is going on outside the UK. While domestic news is covered in inordinate detail, editors are thought to pander to the British lack of interest in overseas matters by giving limited space to world news. In the Czech Republic, however, this was less of an issue.

*I would expect also information from Europe. The British newspaper talks about Europe but always with a strong British view and attitude*

Student

Despite not necessarily thinking positively about whether or not the British media tell the truth, 53% of respondents believe that they are more honest than the media in the Czech Republic. Just one per cent think that the reverse is true (compared to a world-wide average of eight per cent). Using a mean score from +2 ('much better') to -2 ('much worse'), the British media in comparison to those in the Czech Republic stand at +0.8.

Those who have visited the UK are more likely to think that our media are more honest than those in the Czech Republic. Younger people, and students are particularly likely to say that they are 'much better' in Britain.

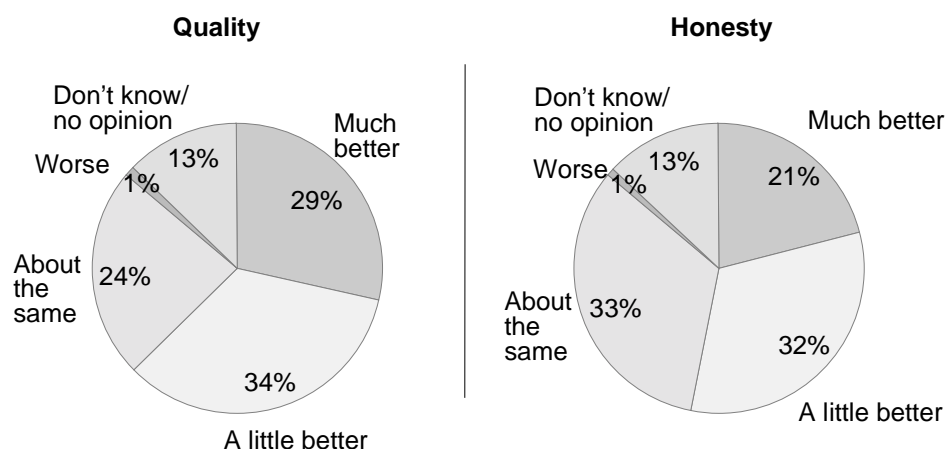
The quality of the British media is, if anything, even more highly regarded. Three in five think they are better in Britain (29% 'much better'), while, again, just one per cent rate the quality of Czech media ahead of those in the UK. Men, and those living in Prague, tend to be most positive about the quality of British media.

*The British newspaper is like Czech glass. British can do newspaper and they do it the best*

Student

## 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 Czech Republic (214), April-May 2000

Source: MORI

## Britain's Relationships with other Countries

Whereas in many countries there is a clear perception that Britain places most value on its relationship with the United States, in the Czech Republic this relationship is felt to be only a little more important to us than that we have with Europe. One in five (18%) believe we value our relationship with the USA 'very much', while 11% think the same of how we interact with Europe. In both cases 50% say we value the relationship 'a fair amount'. The world-wide perception of our relationship with the United States is much closer – whereas in the Czech Republic 27% believe that we value it 'not a lot' or 'not at all', the average score is 12%. In fact the Czech Republic is the country which gives this relationship the lowest score out of all those surveyed this year.

Men, and older respondents are more likely than average to believe that Britain values its relationship with the United States very much or a fair amount. While older people also tend to feel the same way about Britain and Europe, the distinction between the sexes is less clear.

The 11% figure for Britain placing a great deal of value on its relationship with Europe reflects the score in other European countries taking part in the survey this year. (Perceptions outside of Europe are that this is a far more positive relationship – 36% believe we give it a great deal of value.)

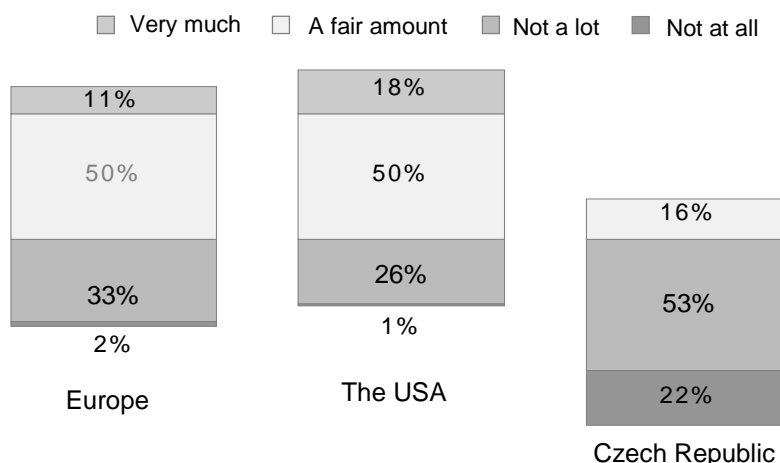
*British people are interested in Europe. They have to be*

Professional

None of the Czech respondents believe that Britain values its relationship with the Czech Republic 'very much', while just 16% think we do so 'a fair amount'. In contrast, 22% believe that we place no value at all on this relationship. This is somewhat more negative an opinion than the world-wide figures, where 10% believe that Britain values its relationship with respondents' home countries 'very much', and 30% 'a fair amount'. (These figures do tend to be lower than average in Europe.)

## Relationships Between Countries

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



Base: All successor generation in Czech Republic (214), April-May 2000

Source: MORI

As elsewhere, the focus group discussions in the Czech Republic highlighted a feeling that Britain tends to keep itself to itself. The fact that we are an island, with distinct geographical borders, coupled with a residue of superiority from the days of the Empire tended to give the impression that British people simply do not care about what is going on elsewhere.

*I would think Britain is not interested what is going on 10 miles beyond the channel. But they don't need to be interested. There is no real danger for them coming out of lack of interest*

Student

*Britain seems to have borders even in international relationships. They don't try to have much influence on other countries, but they wouldn't let anybody else have influence on them*

Student

*Britain doesn't try to influence other countries so much*

Professional

This does not necessarily mean that people resented the British stance. In fact, they were more likely to think negatively of the United States, for its constant interference.

*I think most nations don't like Americans, they have a different opinion of them. But they wouldn't say it to them face to face*

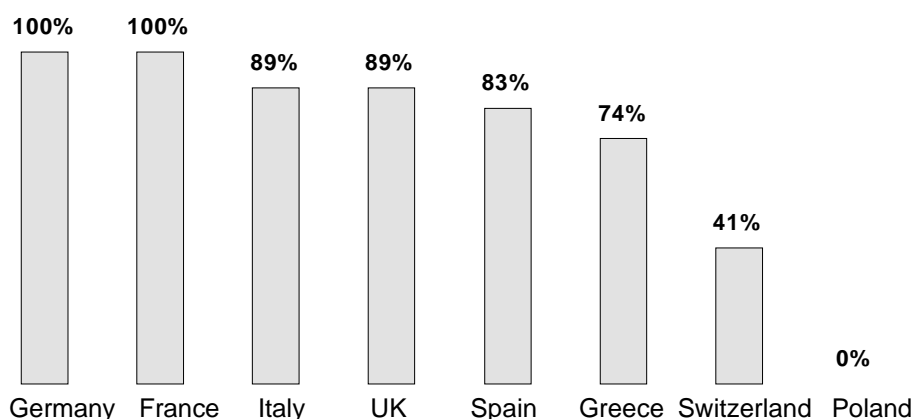
Professional

## The European Union

The UK is the equal third most-recognised member of the European Union, behind France and Germany (both 100%), and alongside Italy (on 89%). Spain and Greece lag a little way behind, with 41% also under the impression that Switzerland is an EU member. None of the Czech respondents also believe that Poland is part of the EU (compared to a world-wide score of 25%).

### 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 Czech Republic (214), April-May 2000

Source: MORI

Whereas men and older respondents tend to be a little more likely than women and younger people to mention Italy, Spain and Greece as EU members, the reverse is true for the UK.

Overall, just 7% strongly agree with the idea that Britain plays a leading role in the European Union (compared to 22% world-wide). A further three in ten tend to agree. Opinion on this subject is clearly split evenly, as a total of 36% disagree (12% strongly disagreeing). Gender plays a very important role, as while 50% of women agree that Britain plays a leading role in the EU, this falls to 23% of men.

## Languages & the English Language

Four in five Czech respondents (83%) speak English, which makes it by some way the most widely-spoken language tested. German (58%) is the only other close contender, with French (8%) in third place. Women are more likely than men to be able to speak any of the languages, with a clear difference in the case of English (86% and 79% respectively). As might be expected, those with first-hand experience of the UK are also more likely than average to speak English (91%).

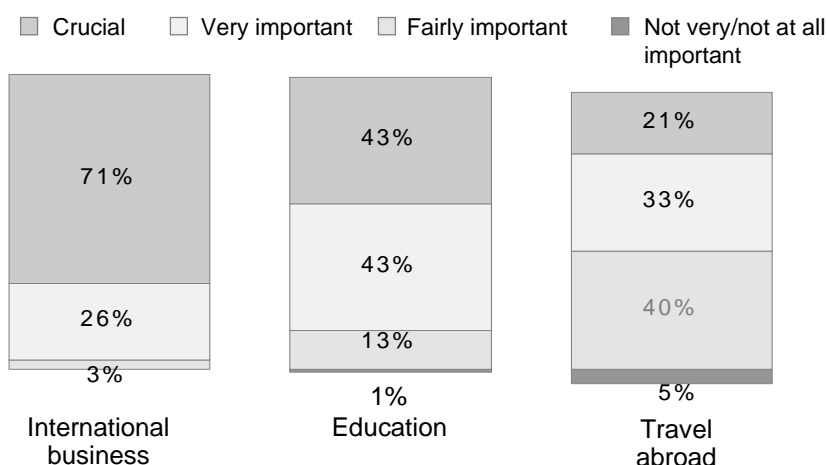
Fifteen per cent of respondents (i.e. virtually all those who do not currently speak English) say that they would like to learn the language. As is the case around the world, French is actually the language which most people say they would like to learn, at 57%, followed by Spanish (38%), German (28%), Japanese (9%), and Chinese (5%).

Closely reflecting the world-wide scores, the most important perceived use of English is for international business, where 71% of Czech respondents consider it to be 'crucial', and a further 26% think it is 'very important'. None of the respondents in the Czech Republic think that English is 'not very' or 'not at all' important in this respect. Men, and those living in Prague are more likely than others to rate English as crucial for international business.

Almost nine in ten respondents (85%) think that English is either crucial (43%) or very important (43%) for education (either domestically or overseas). In this case, just one per cent do not consider English to be important. Women, older respondents, and those who have visited the UK give the highest 'crucial' scores.

### 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 Czech Republic (214), April-May 2000

Source: MORI



The least important use of English is perceived to be for travel abroad, but even here 21% consider it to be crucial, while a further 33% think it is very important. In this case, 5% of respondents think of English as not important. While women and older respondents tend to place more importance on being able to speak English for overseas travel, curiously, those who have been to the UK are no more likely than others to feel this way.

## Sources of Information About the UK

As elsewhere, local media are the most cited sources of information when forming an opinion about the UK. The local press (44%) and national TV news (39%) are the most commonly mentioned sources of information – both somewhat higher than the world-wide average scores.

### 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.**

	Czech Republic %	World-wide %
Local press	44	37
National TV news	39	31
People who have visited the UK	27	16
Books	22	25
Word of mouth - friends & family	18	14
BBC World TV	14	23
Internet	14	21
Films	13	12
Visiting the UK personally	12	16
Word of mouth - work colleagues	12	6
Local radio	11	5
BBC World Service	9	13
Know people from the UK	8	7
British press	7	16
Other international TV	3	8
Academic sources	3	8
Other International press	2	11
Other International radio	1	2
Tourist authorities from the UK	1	2
Other official UK sources	1	1
Embassies/consulates	0	6
Magazines	0	2
Music	0	1
Other	2	2
Don't know	3	1

Base: All successor generation: Czech Republic (214), world-wide (3,505),  
January-June 2000

Personal experience is clearly important to Czechs, as 27% rate people who have visited the UK as a major information source, while 18% think of word of mouth information from friends and family. One in eight mention both visiting personally, and word of mouth information from work colleagues. (The visiting score is perhaps a little curious, given that 40% of all respondents have actually been here. Evidently respondents are thinking more about information sources available to them in their everyday life or don't rate their personal experience in the top 2-3 sources.)

The high regard for the British media, as mentioned above, is reflected in the fact that 14% say they would rely on BBC World TV for information about the UK, while 9% cite the BBC World Service and 7% the British press generally. (These are, however, lower scores than those recorded in many other countries.)

## **Visiting the UK**

As mentioned above, two in five Czech respondents have visited the UK (slightly higher than the world-wide average of 31%). Around half of all previous visitors (46%) have been here on just one occasion, while 26% have visited twice. Nine per cent, on the other hand, have been to the UK on five or more occasions. Younger people, and students tend to have higher than average 'mean visit numbers', perhaps indicating that, among the younger generation in the Czech Republic, the UK is becoming a more popular destination.

Among those who have been to the UK, 35% have done so in the last two years, while a further 58% made their last visit between two and five years ago. Given the upheaval in Eastern Europe over the last fifteen years, it is perhaps not surprising that none of the Czech respondents say that their last visit to the UK was more than ten years ago.

Most of those people who have been to the UK have stayed for a while. Reflecting the world-wide scores, just 24% of previous visitors have not stayed in the UK for more than two weeks at a time. Around half of those who have been here for a fortnight or more (53%) have had a long holiday in the UK, with 26% also working here over a long period (one of the highest scores recorded world-wide), and 20% studying in the UK.

Men are more likely than women to have spent two weeks or more in the UK working (34% and 18% respectively), while women (66%) are more likely than men (39%) to have been on holiday here.

## Implications

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Opinions expressed about British society by Czechs are at somewhat contradictory of schizophrenia. Overall images are of a very traditional society - words used to describe the UK in the focus groups included conservative, starchy, and rigid. When asked to comment about specific aspects of our society, however, although the overall impression followed this stereotype, some respondents tended to come up with rather more radical images. Clearly, there is a ground-swell of opinion about a more modern, and up-to-date United Kingdom (rather more so in Prague than Brno).

One aspect of this is in the Arts. Three in five Czechs think that Britain's reputation in the Arts is based more on the past than the present. They also are highly unlikely to consider British art or design to be well-known around the world. Participants in the focus groups, however, were more likely than those from virtually any other country to talk of DJs or modern dance music (rather than the usual classical music and theatres).

Similarly, the Czech Republic is one of the countries most likely to associate cloning with Britain. Despite this, the traditional image of a British scientist (lab coat, pedantic approach to research, little commercial bias etc) prevails. On this and other issues, it is almost as though people in the Czech Republic are having difficulty balancing what they hear about the UK today with their traditional images, which have been built up and reinforced since childhood. (At least this is an improvement on many countries, where modern images of Britain are even more few and far between.)

Another aspect of British society to attract mixed comments is the British people themselves. As in many other countries, the focus groups identified Britons as being rather cold and potentially quite unwelcoming to overseas visitors. The quantitative research also identifies that the British are not thought to be welcoming. In many countries, this has gone hand in hand with a sense of racism towards those of other nations. Not in the Czech Republic, however. What is more, several of those taking part in the focus groups expressed the opinion that they could imagine becoming a very good friend with a British person – once they had managed to break down our traditional reserve. Britons were felt to make 'true' friends, in contrast to the relationships which might be struck up with Americans or even Czechs.

Coupled with this, and despite the general 'starchy' image, the reliability and respectability of British society also appealed to many Czechs (especially younger respondents), perhaps as a counter-balance to the upheavals which they have experienced at home. One group participant commented about wanting to try living in a 'fully functional community'. In fact, more people in the Czech Republic expressed an interest in living in the UK than in virtually all the other countries taking part in the research this year.

Education may be a good means of giving Czechs that first-hand experience of our society. Attitudes towards our higher education system are rather more positive than average, and the UK is regarded as the top choice for overseas courses (even if our qualifications are not necessarily the most credible with potential employers). Whereas in many countries the image of a British lecturer is of someone who discourages interaction with students (in complete contrast to an American lecturer), this is not the case in the Czech republic – teachers in the UK are perceived to push students to think for themselves.

Other aspects of British society which are well-thought of by the Czechs include:

- Our legal system
- British democracy, and political leaders (thought to be relatively slow, but to make decisions in the interests of the public)
- The lack of discrimination shown towards women
- The British media (regarded as decidedly more honest and of better quality than that available in the Czech Republic)

On the other hand, one or two elements of our society were poorly thought of, both on their own, and in comparison to other countries. Czechs are more likely than those of other nationalities, for example, to believe that British society is divided strongly along class lines. Perhaps more worryingly, the Czechs are not impressed by British businesses. While the quality of our products and services is rated reasonably well in comparison to things produced elsewhere, the rating of our managers and workers is somewhat less positive than recorded in other countries. British business is perceived to be old-fashioned, slow, and inflexible, if at least reliable.

The Czechs are, in fact, rather more favourable than those in many other countries towards the business (and scientific) success of Germany. Given the close geographical proximity, and the subsequent higher than average overall familiarity, this is perhaps not surprising. It is clear, however, that this high regard for German business is not transferred into general favourability, with the UK being rated rather more highly in this respect. In addition, the English language is decidedly more popular among the Czech successor generation than German.

Despite the popularity of English, few Czech respondents gain a great deal of information about the UK via British sources. As in many other countries, local TV and newspapers are responsible for the vast majority of information about this country. Sources such as BBC World TV, the World Service, and the British press are, in fact, less widely used in the Czech Republic than in many other countries. Personal experience, and word of mouth, on the other hand, are clearly very important.

Overall, therefore, perhaps what these results tell us is that the Czech Republic, very much a society in transition in itself, recognises change in other nations. While the traditional image of a very solid, dependable UK remains at the forefront of people's minds, the Czechs seem more able than others to accept that British society is actually modernising and changing generally. This would appear to make the job of the British Council somewhat easier than in other countries: if people are prepared to accept that change is taking place in certain elements of our society, then it makes them open to further awareness-building practices. Coupled with a generally high favourability towards the UK, it would seem that we have a great opportunity to enhance the relationship between our two countries.

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*MORI/ 12648*

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*Janette Henderson*

*Andy Martin*

*Fabienne Obadia*

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# Appendices

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## Topline Results

Base is all members of the successor generation (214) unless stated otherwise.

Fieldwork took place between 17 April – 15 May 2000.

All figures are expressed in percentage terms. Where they do not add to 100%, this is due either to computer rounding or to multiple answers. An asterisk denotes a figure smaller than 0.5% but greater than zero.

- Q1. SHOWCARD A (R) **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.**

	Know almost nothing about	Know just a little	Know a fair amount	Know very well	Don't know/no answer	
France	9	56	30	5	0	%
Germany	6	34	51	9	0	%
Japan	46	44	6	3	1	%
United Kingdom	7	46	36	10	1	%
USA	8	50	36	6	1	%

- Q2. **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 who know at least a little about each country

	Very favour- able	Mainly favour- able	Neither/ nor	Mainly unfavour- able	Very unfavour- able	Don't know/no answer	
France (194)	25	58	4	2	1	0	%
Germany (201)	9	55	14	13	2	1	%
Japan (114)	9	26	17	1	0	1	%
United Kingdom (198)	23	54	12	3	1	1	%
USA (194)	10	50	10	16	5	1	%



**Q3. 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. First .... is a major financial trading centre**

	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know/ no answer	
France	6	27	21	38	7	2	%
Germany	29	50	11	9	0	1	%
Japan	42	41	12	2	1	2	%
UK	27	49	16	8	1	0	%
USA	74	22	4	0	0	0	%

**Q4. Next, ..... has many 'world-beating' companies**

	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know/ no answer	
France	19	53	13	13	1	2	%
Germany	50	41	4	3	0	1	%
Japan	75	18	5	1	0	1	%
UK	29	50	13	7	0	1	%
USA	77	21	2	1	0	0	%

**Q5. And ..... has a strong reputation at the moment for scientific and technological innovation.**

	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know/ no answer	
France	5	35	31	22	2	4	%
Germany	22	45	20	9	0	4	%
Japan	69	25	4	0	0	2	%
UK	13	50	22	13	0	2	%
USA	55	39	4	1	0	1	%

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

	a) The World-wide web %	b) The pocket calculator %	c) Television %	d) Viagra %	e) Cloning %
France	1	2	3	8	3
Germany	1	4	12	1	1
Japan	3	72	30	1	3
UK	2	2	10	3	62
USA	89	10	33	81	25
Other	1	0	4	2	2
Don't know	3	10	9	4	5

Q7.a **Now I'd like you to think about education. 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 ?**

Q7.b **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 ?**

	Study abroad	Study at home
	%	%
UK	35	40
USA	25	25
Other Europe	18	17
Australia	9	1
Canada	7	4
Japan	1	3
Other Asia	1	0
Elsewhere	2	2
Don't know	2	8

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	46
UK	35
Czech Republic	5
Japan	4
Australia	2
Canada	1
Don't know/ no answer	8

Q9.a **Which of the following languages do you speak ?**

Q9.b **And which would you like to be able to speak ?**

	Q10a Speak	Q10b Like to speak
	%	%
English	83	15
German	58	28
French	8	57
Spanish	4	38
Japanese	1	9
Chinese	0	5
None of these	0	0

- Q10. Taking your answer from this card, how important, would you say, is the ability to speak English for the following activities:
- a. international business
  - b. education (domestic and overseas)
  - c. travel abroad

	a Business %	b Education %	c Travel %
Crucial	71	43	21
Very important	26	43	33
Fairly important	3	13	40
Not very important	0	1	4
Not at all important	0	0	1
Don't know/ no answer	0	1	1

- Q11. 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. Just read out the letter or letters that apply.

	%
France	100
Germany	100
UK	89
Italy	89
Spain	83
Greece	74
Switzerland	41
Poland	0
None of the above	0
Don't know/ no answer	0

- Q12. 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 (or 'UK') ?

	%
England	84
Scotland	84
Wales	81
Northern Ireland	80
Same as Great Britain	28
Australia	2
Ireland	1
Other	1
Don't know/ no answer	1

Q13. **In fact, the UK comprises England, Scotland, Wales and Northern Ireland. How many times, if at all, have you ever visited the UK ?**

	%
1	18
2	10
3	6
4	2
5	1
6	*
7	0
8	*
9	0
10+	1
None	60
Don't know/can't remember/ no answer	*

Q14. **And when was your most recent visit to the UK?**

Base: All who have visited the UK (85)

	%
Under 2 years	14
2 to under 5 years	23
5 to under 10 years	3
10 years or more	0

ASK IF VISITED THE UK, AT Q13

Q15. **And have you ever spent at least two weeks in the UK, for the following reasons?**

Base: All who have visited the UK (85)

	%
Work	26
Study	20
Holiday	53
None	24

Q16. **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 ?**

	%
Kilts	31
Whisky	22
Highlands/Mountains	11
Loch Ness/Monster	6
Bagpipes	4
Thrift/greediness	4
People/Scottish	4
Cold/wet weather	3
Scenery/landscapes	3
Braveheart	3
Edinburgh Festival/Tattoo	1
Castles	1
Edinburgh	1
Wool	1
Other	6
Nothing/don't know/ no answer	0

**Q17. And what is the first thing you think of when imagining Northern Ireland ?**

	%
Violence/religious war/conflicts	38
IRA/Sinn Fein	29
Whisky	6
Belfast	5
Scenery	4
Greenery/green fields	3
Music	3
Peace Process	1
Religion	1
Guinness	1
Cold & rainy weather	1
Pub	1
Leprechauns	1
Other	4
Nothing/don't know/ no answer	2

**Q18. What about Wales ?**

	%
Princess Diana/Princess of Wales	21
Royal family/British monarchy	14
Prince Charles/Prince of Wales	13
Welsh/Celtic dialect	7
Beautiful landscapes	6
Castles	5
Sheep	5
Football/football team	5
Mountains	3
Rugby	3
Coal mining	1
Cardiff	1
Other	6
Nothing/don't know	11

**Q19. And finally, what image best represents England ?**

	%
London	24
The Royal Family	15
Tradition/conservative	8
Colleges/Oxford/Cambridge/ Education	8
Football	7
The Queen	7
Bad/grey weather/rain/fog	4
Music/arts/culture	4
Margaret Thatcher	3
Red buses	3
Buckingham Palace/the guards at Buckingham Palace	3
Tower of London/Beefeaters	1
Houses of Parliament/Big Ben	1
Tony Blair	1
Red phone boxes	1
A country pub	1
Powerful economy/industry/ industrial areas	1
Black cabs	1
The pound/currency	1
Imperialism/colonialism/old empire	1
Other	8
Nothing/don't know/ no answer	0

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

	%
Very modern	2
Fairly modern	8
Neither modern nor traditional	14
Fairly traditional	53
Very traditional	21
Don't know/ no answer	2

**Q21. I am now going to read out some statements that have been made about British arts, which is 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.**

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know/no opinion	%
Britain is renowned for creativity and innovation in the arts	3	19	20	44	8	7	%
Britain's reputation in the arts is based more in the past than the present	11	51	17	16	1	4	%
British design is renowned around the world	8	25	29	21	5	12	%

Q22.a Which, if any, of the people on this card have you heard of ? Just read out the letters

Q22.b Which, if any, were you aware were British ?

Base: All mentioned at Q22.a

	Heard Of %	Aware British %
Tony Blair	99	94
Spice Girls	94	67
Naomi Campbell	88	23
Rowan Atkinson	83	72
Hugh Grant	69	43
P D James	63	53
Kate Winslet	43	13
Steve Martin	40	10
Linford Christie	37	29
Liam Gallagher	36	25
Vivienne Westwood	34	15
Stephen Hawking	32	16
Tim Henman	28	20
John Galiano	20	8
William Hague	13	7
Richard Branson	12	5
James Dyson	9	3
Delia Smith	8	3
David Hockney	7	2
Anita Roddick	2	0
Damien Hirst	1	0
Firzana Perveen	1	1
None of these	0	1
Don't know/ no answer	0	1

Q23. 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 good	51
Fairly good	35
Neither good nor poor	7
Fairly poor	1
Very poor	0
Don't know/ no answer	7

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

	%
Very well educated	15
Fairly well educated	45
Neither well nor poorly	22
Fairly poorly educated	4
Very poorly educated	0
Don't know/ no answer	13

Q25. **Now I would like to ask you about Britain's relationships with different countries. To what extent do you think Britain values its relationships with...**

a **Europe ?**

b **The United States ?**

c **Czech Republic?**

	Europe	USA	Czech Republic
	%	%	%
Very much	11	18	0
A fair amount	51	50	16
Not a lot	33	26	53
Not at all	2	1	22
Don't know	3	5	9

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	Tend to disagree	Strongly disagree	Don't know/no opinion	
The British system is a good example of democratic government	27	48	15	8	1	1	%
British society is truly 'multicultural'	22	35	21	15	4	3	%
Britain is committed to protecting the environment	17	51	15	7	0	10	%
The British legal system ensures that everybody gets a fair trial	17	52	15	2	1	13	%
Britain has a good national health service	10	30	26	8	3	23	%
British people are racially tolerant	8	51	18	14	2	7	%
Britain plays a leading role in the European Union	7	30	26	24	12	2	%
The British media tells the truth	7	31	36	10	2	14	%
British people are very welcoming towards foreigners	4	19	27	26	15	10	%
Britain is now a 'classless' society	1	4	14	38	38	6	%
Women are discriminated against in Britain	1	6	16	48	21	8	%



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

a **honesty?**

b **quality ?**

	a honesty %	b quality %
Much better	21	29
A little better	32	34
About the same	33	24
A little worse	1	1
Much worse	1	0
Don't know/ no answer	13	13

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

	Much better	A little better	About The same	A little Worse	Much worse	Don't know/no opinion	
their quality	9	32	45	2	0	12	%
their value for money	6	17	38	20	1	17	%

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, or does it make no difference at all ?**

	%
Much more likely to buy it	7
A little more likely to buy it	18
No more or less likely to buy it	60
A little less likely to buy it	3
Much less likely to buy it	3
Don't know/depends	9

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

a **the British workforce ?**

b **British management ?**

	Workforce %	Management %
Very good	7	8
Fairly good	32	38
Neither good nor poor	41	34
Fairly poor	3	1
Very poor	1	0
Don't know/ no answer	16	19

**Q31. What would you say, overall, is the United Kingdom's one major weakness?**

	%
Traditional/conservative/out of date/against innovation/not flexible	25
Conflict in Northern Ireland/religion wars/internal conflicts/terrorism	21
Geographical situation/island/isolated/ insular	8
Disinterest in Europe/Euro	7
Monarchy/influence of royal family/scandals	6
Rest too much on their laurels/past glories/ lost its international	5
Cold/reserved/inaccessible people	4
Racial discrimination/racism/ anti-foreigners /narrow-	3
Bad weather/fog/rain	3
Snob/arrogant/aloof	2
Proud/self-important/self-centred people	2
Social system/welfare/social discrimination	1
Dependence on America	1
Political system	1
Class society	1
Recession	0
Unemployment	0
Other	3
Don't know/no answer	8
None	1

**Q32. And what do you think is the United Kingdom's one major strength ?**

	%
Tradition/culture/heritage/conservatism	28
Stable economy/economic power	15
English language/universal language	11
Democracy/freedom of speech	8
Strong/steady currency	6
Education system/highly educated	6
Stable political power/strong government	5
Glorious past/British colonies/colonial history	4
World power	3
Geographical situation/Islands	3
Multi-cultural society/good integration/co-existence of races	2
Monarchy/Royal family	2
Creativity/innovation/discoveries/advanced technologies	1
Industrial power	1
Army/military power	1
People determination/endurance/self-confidence	1
Capitalist power	1
Cohesion/patriotism/united country/proud nation	1
Foreign policies/relationship with other countries	1
Honesty	1
Other	2
Don't know	1
None/no answer	1

**Q33. 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.**

	%
Czech press	44
Czech TV news	39
People who have visited the UK	27
Books	22
Word of mouth - friends & family	18
BBC World TV	15
Internet	14
Films	13
Word of mouth – work colleagues	12
Visiting the UK personally	12
Czech radio	11
BBC World Service	9
Know people from the UK	8
British press	7
Academic sources	3
Other international TV	3
Other international press	2
Other international radio	1
Tourist authorities in the UK	1
Other official UK sources	1
Embassies/consulates	0
Other	2
Don't know/no answer	3

# Topic Guide

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## 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 the Czech Republic. 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 Czech 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 Czech 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 Czech 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 Czech 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 Czech business?

What about the American business - what does it do? How are the American business's workers and managers different to their Czech 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 Czech business?

And how does the business run in the Czech community differ from the other two?

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

## 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 206 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
214	4.0	6.1	6.7

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% ±
214 vs 3,291	4.1	6.3	6.9
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0