

Attitudes Towards Britain and the British

Egypt

**Research Study Conducted for
the British Council**

May – August 1999

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Preface

This report contains the findings of a study conducted for the British Council by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’ in Egypt. This formed part of a project which took place in thirteen countries around the world.

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 Britain’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 Britain’s image and ways to improve/re-shape it
- to provide ‘credible evidence’ of attitudes towards Britain and their variation by country and audience

The survey covered thirteen countries, with plans to extend it to further countries in 2000. The thirteen countries covered this year were:

Brazil	India	Russia
China	Malaysia	Saudi Arabia
Egypt	Mexico	South Africa
France	Poland	Turkey
Germany		

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 Egypt, the definition used was three-quarters men and one-quarter women, with half aged between 22-28, and the other half aged 29-35.

Methodology

The survey was conducted in two distinct phases, beginning with two **qualitative focus group discussions**. Both groups were held in Cairo on the 11-12 May 1999. Again, 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 in the country concerned.

The objectives of this first stage 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 extent to which there is an overlap between the British Council's strategic objectives and perceptions of the successor generation
- Help identify the most important topics for the quantitative stage

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. A debrief meeting was then held by MORI in London, to feed back the results to the British Council, and to help shape the **quantitative survey** which followed.

This was undertaken among approximately 200 members of the same target audience in each country. Interviewing was conducted face-to-face between 28 June – 13 July 1999. Quotas were set to ensure that a reasonable cross-section of members of the successor generation were interviewed. Again, interviewing was concentrated in Cairo - where it might reasonably be expected that up and coming decision makers would be present in large numbers.

Report Layout

This report will concentrate on the Egyptian results, and compare them to those recorded worldwide. 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.

Please note that where the report refers to 'Egyptians', this term is used to refer to the successor generation taking part in this survey - not the wider population.

Interpretation of the Data

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

Publication of the Data

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

Summary of Findings

Familiarity and Favourability with Key Countries

The United States is, perhaps not surprisingly, the country which most members of the successor generation in Egypt feel that they know ‘very well’ (37%) or ‘a fair amount’ about (39%). The United Kingdom is clearly the second best-known country of the five tested, with 23% feeling that they know the UK very well. As in most countries where the research took place this year, Japan is the least well-known country, with half saying they know ‘just a little’ about it.

Egyptian men are more likely than women to feel that they know a great deal about the UK (27% and 12% respectively). Women, on the other hand, appear to feel that they know more about the United States.

Not only is the United States the country which Egyptians feel they know best, but it also achieves the highest favourability rating - 50% rate their attitude towards the United States as ‘very favourable’, with a further 34% ‘mainly favourable’. Six per cent, however, say that they are unfavourable towards the United States, which is a larger proportion than for any of the other countries measured.

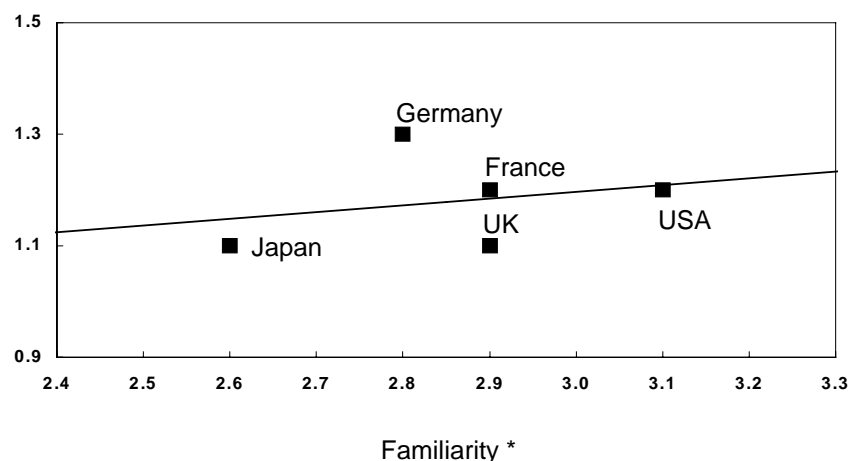
Men tend to have a more favourable opinion than women about the UK. Favourability is also higher than average among those who have visited this country.

Despite being relatively unknown, Japan achieves the second highest ‘very favourable’ rating, perhaps indicating that the more modern, and high-tech a country appears to be, the more favourable is the opinion of the Egyptian successor generation. (One in five Egyptians, however, say they are neither favourable nor unfavourable.) Although 85% of Egyptians regard the UK favourably, this is, in fact, the lowest rating for any of the five countries tested.

The chart below shows, along the bottom axis, how well people feel they know each of the five countries – the further to the right a country is, the better people feel they know it. On the side axis is the mean rating of overall favourability towards each country. The diagonal line is known as the ‘line of best fit’. If there were an exact linear relationship between these two variables, all the plotted points would lie on a straight line. This almost never happens with real data, but a line can be calculated which comes closer to the plotted points than any other.

Familiarity & Favourability Towards Countries

Favourability *



Base: 201 members of the successor generation

* 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

One in seven members of the successor generation in Egypt believe that the United Kingdom is the same thing as Great Britain. As might be expected, England is the most recognised nation within the UK, cited by 91%, followed by Scotland (88%), Northern Ireland (83%), and Wales (75%).

Recognition of England, Scotland and Wales is highest among those who have visited the UK. These people are, however, no more likely than average to mention Northern Ireland. Women are rather less likely than men to be able to name countries other than England, and are more likely to assume that the UK is the same as Great Britain.

The Houses of Parliament/Big Ben (28%), the Tower of London/Beefeaters (24%), and the Royal Family (23%) are the three most recognised symbols of **England**. There are, no doubt, many at the FA who will be delighted to learn that seven per cent of the Egyptian successor generation automatically associate England with the football team. Egyptians show how up to date their image of the UK is by giving more spontaneous mentions of Tony Blair than Margaret Thatcher – a situation which is reversed in many of the other countries around the world. Those who have previously visited the UK are more likely than average to mention the Tower of London or Beefeaters, but none mention the Royal Family.

Images of UK Countries (Spontaneous)

Q14-17 What one image best sums up to you ?

(Top Answers)

England		Scotland	
	%		%
Houses of Parliament/Big Ben	28	Kilts	44
Tower of London/Beefeaters	24	Cold/wet weather	19
The Royal Family	23	Highlands/Mountains	6
Football	7	Braveheart	6
Tony Blair	7	Whisky	5
Margaret Thatcher	2	Islands	2
Nothing/don't know	1	Highland games/Tossing the caber	2
		Edinburgh Festival/Tattoo	2
		Nothing/don't know	9

Northern Ireland		Wales	
	%		%
Violence	53	Castles	23
Scenery	12	Sheep	17
Peace Process	9	Princess of Wales	14
The Giants Causeway	4	Coal mining	10
Religion	3	Daffodils	8
Guinness	3	Mountains	5
DeLorean cars	2	Rugby	2
Nothing/don't know	11	Nothing/don't know	17

All other answers 1% or less

Base: All successor generation (201)

As in many other countries, kilts are by quite a long way the most recognised symbol of **Scotland**, nominated by 44% of respondents as the first thing they think of. The cold and wet weather are particularly strong images of Scotland in Egypt, with the Highlands/mountains and Braveheart following.

Northern Ireland conjures up an image of violence above all else - nominated by 53%, which is more than four times as many as for the next most popular image; scenery. The peace process does achieve a certain amount of recognition, with nine per cent mentioning this as their major image.

Images of **Wales** are more evenly spread, with castles, sheep, the Princess of Wales, and coal mining all being nominated by at least ten per cent of the successor generation. Lacking one overriding image, Wales is more likely than the other three nations to draw a blank in Egyptians' minds - 17% can think of nothing at all (rising to 24% of women).

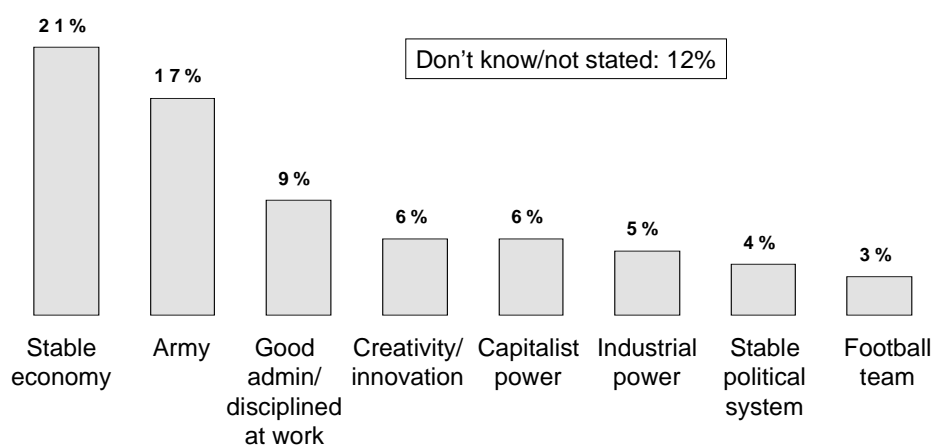
Britain's Strengths & Weaknesses

Unlike in many countries, where the UK's history, tradition and culture are very much regarded as one of our major strengths (as well as a weakness), this does not feature in Egyptians' concepts of the strengths of the United Kingdom. Our stable economy/economic power (21%), and our army (17%) are the two main strengths mentioned. Many of the top responses concern industrial matters, with good administration/discipline at work, creativity and innovation, capitalist power, and industrial power all mentioned spontaneously by at least six per cent of respondents.

Men are marginally more likely than women to mention either the British army, or administration, while women are more likely than men to think of the British as creative and innovative.

The United Kingdom's Major Strengths (Spontaneous)

Q31 What do you think is the United Kingdom's one major strength ?
(Top answers)



Base: 201 members of the successor generation

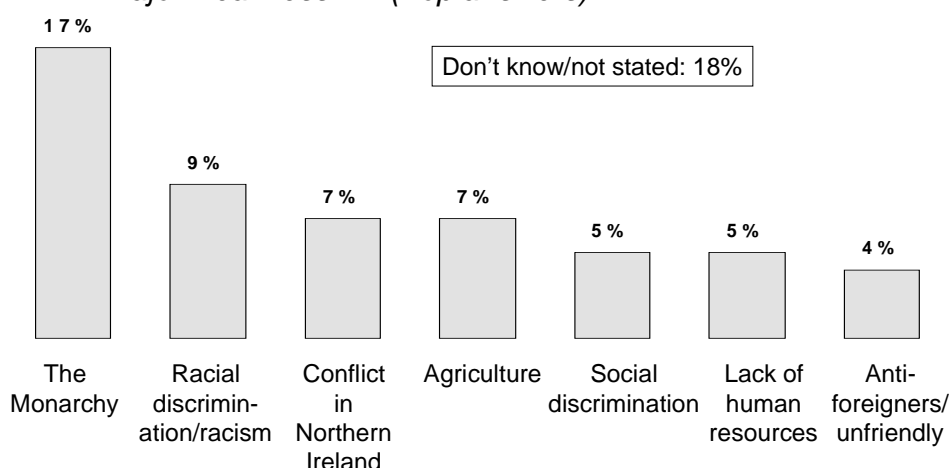
The British when taking a decision may have studied everything before making the final decision, but the Egyptian can take a decision with out knowing about everything The Egyptian is in a hurry in his decision

Despite featuring as the third most recognised image of England, the UK's main weakness, according to the Egyptian successor generation, is the Monarchy. This is some way ahead of racial discrimination/racism, the conflict in Northern Ireland, and agriculture (an issue which few other countries appear to have picked up on).

Fully one in three Egyptian women can think of no particular weaknesses (compared to 13% of men). Consequently, men are decidedly more likely to mention racism issues, or unfriendliness towards foreigners as a key British weakness.

The United Kingdom's Major Weaknesses (Spontaneous)

Q30 What would you say, overall, is the United Kingdom's one major weakness ? (Top answers)



Base: 201 members of the successor generation

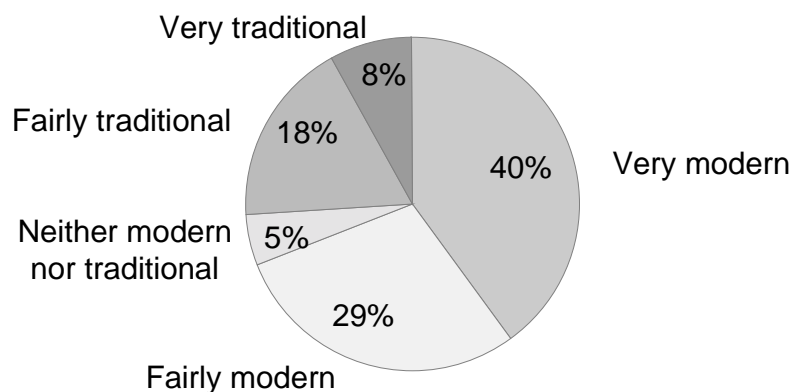
British Society

Although the main images of the different countries making up the United Kingdom are dominated by historical matters (apart from in Northern Ireland), the UK is regarded by Egyptians as very much a modern society. Two in five say we are 'very modern', with a further 29% describing us as 'fairly modern'. Around one quarter, on the other hand, perceive the UK to be a traditional society.

Men (75%) are far more likely than women (51%) to perceive British society as modern. Those who have visited this country before are twice as likely as the average to think of the UK as a traditional society.

British Society: Modern vs Traditional ?

Q18 Thinking about British society generally, taking your answer from this card, how modern or traditional would you say that it is ?



Base: 201 members of the successor generation

The focus groups (which compared British society specifically with the United States) tended to see us as rather more traditional than these figures indicate. This was a pattern repeated in many countries, with the UK coming across almost as a mirror image of the United States – traditional where the US is modern, dull where the United States is exciting etc. This indicates that the image of the United States is so overpowering any country put alongside it will suffer by comparison.

I also think that they have the same as the old design and that is why they still have the old fashion houses. They are also classic people, save the past by choosing old designs

The American house is more modern, the British have more style and they have principles that they do not change their style, not in a 100 years. And that is exactly what I like in Britain

As the survey results show, however, while we are evidently not regarded as the cutting-edge of modernity, our society is still perhaps seen as modern in comparison to Egypt.

The two most positively regarded aspects of British society are the national health service, and our commitment to protecting the environment. Ninety-five per cent of Egyptians agree that Britain has a good national health service (68% agreeing strongly), compared to just one per cent who disagree. Almost exactly the same proportions agree and disagree that we are committed to protecting the environment - with an more than half agreeing strongly. While those who have been to the UK are more likely than average to agree strongly that we have a good national health service, they are marginally less likely than others to accept that we are committed to protecting the environment. Men are marginally more positive than women in both cases.

More than four in five Egyptians agree that the British legal system ensures that everyone gets a fair trial, while a similar proportion look on British society as multicultural. Those who have visited the UK are especially likely to agree strongly that the UK is a multicultural society. Two-thirds of respondents in Egypt agree that the British system is a good example of democratic government.

In each of these five cases, Egyptians tend to be more positive about British society and its institutions than people elsewhere. It is a similar situation with regard to attitudes towards social welfare in this country – 54% of Egyptians believe that we still have a comprehensive system, compared to 32% across all the countries taking part in the study.

Few accept the notion that Britain is now a ‘classless’ society (although those who have visited the UK are evenly split on the subject).

Despite the fact that British society is very much regarded as multicultural, we are definitely seen as neither welcoming to foreigners, nor racially tolerant. Egyptians tend to be rather more likely than those elsewhere to hold these views. The small proportion of Egyptians who have visited the UK actually tend to disagree with these notions, which underlines the suspicion that people do tend to be positively surprised by first-hand experience of the British people.

The positive image of the National Health Service may also be partly a result of the how well British doctors are regarded. In the qualitative research, several countries mentioned British doctors as part of their discussion on typical scientists, and rated them highly. Perhaps, however, the view that we have a strong National Health Service is also partly attributable to views being based on historical information.

They are known with their famous doctors. Most of the good doctors in the world are British

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.

	Strong- ly agree %	Tend to agree %	Dis- agree %	Neither /nor %	Mean score*	Mean score world- wide*
Britain has a good national health service	68	27	2	3	1.6	0.9
Britain is committed to protecting the environment	53	43	1	1	1.5	0.9
The British legal system ensures that everybody gets a fair trial	46	39	4	5	1.3	0.7
British society is truly 'multicultural'	33	49	4	11	1.1	0.6
The British system is a good example of democratic government	30	43	10	16	0.9	0.7
Women are discriminated against in Britain	1	11	57	17	-0.8	-0.7
Britain no longer has a comprehensive system of social welfare	4	10	54	31	-0.6	0
Britain is now a 'classless' society	6	12	62	19	-0.5	-0.8
British people are not racially tolerant	15	49	15	16	0.6	0.1
British people are not very welcoming towards foreigners	15	44	17	18	0.6	0.2

* Mean scores are calculated by giving 'strongly agree' a score of +2, 'tend to agree': +1, 'tend to disagree': -1, and 'strongly disagree': -2. This gives a potential range of -2 to +2.

Base: All successor generation (201)

The overall positive attitude towards our system of government reinforces the impressions gained in the focus group discussions, where British decision-making was one of the most positive aspects of our society to be discussed. Most participants agreed that our leaders earn a great deal of respect, through their skills, and their honesty. British leaders are also regarded as qualified to hold their positions of authority, something which Egyptians do not believe of their own leaders.

[The British leader..] says the truth. Does not cheat or try to play games

The British can hold a position he knows a lot about it and he is aware of it, but for the Egyptian, they put him in position that he knows nothing about it

He takes a long time to make a decision. He follows rules in everything and they go through all required procedures. And he takes responsibility for his decisions

It is evident that attitudes towards the average Briton are less positive than those towards the country as a whole, or our institutions. Both the table above, and the qualitative work show that British people are not at all likely to be thought of as friendly or welcoming.

They have this 'classic' way - not easy to get on with

It is ok to live in a better place and the children too, but also the social life is important. And no one can live with zero social life and I think it will be like that there

In addition, few believe that we live in a classless society, and the majority also feel that we are neither welcoming towards foreigners, nor racially tolerant.

I also heard that they like themselves very much, that they think that they are different from other people. They do not like to mix with other nationalities... It is very rare to see a British married with someone from another nationality

British Business

Japan (92% 'strongly agree'), the United States (91%), and Germany (78%) are all more likely to be regarded as having many 'world-beating' companies than is the United Kingdom (59%). Overall, however, 95% agree that we have many 'world-beating' companies, compared to less than half of one per cent who feel otherwise.

World-beating Companies

Q6 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
	%	%	%	
Japan	92	7	0	+1.9
USA	91	9	0	+1.9
Germany	78	21	*	+1.8
UK	59	36	*	+1.6
France	50	39	2	+1.5

* Mean scores are calculated by giving 'strongly agree' a score of +2, 'tend to agree': +1, 'tend to disagree': -1, and 'strongly disagree': -2. This gives a potential range of -2 to +2.

Base: All successor generation (201)

The British [businessman] of course is successful and he sells his product, in his community and in others too

These figures would appear to indicate that, as emerged in the qualitative work, British business people are regarded as being unwilling to take enough risks to be able to compete successfully in an ultra-competitive environment. The overall image of a British business in Egypt is one producing high quality products, but rather conservative in nature.

Whereas around the world, the United Kingdom is rather more likely to be thought of as a major financial trading centre, in Egypt opinions are very similar to those about our world-beating companies. Although more people are likely to strongly agree that the UK is a major financial trading centre (63%), this still leaves us behind the USA (95%), Japan (91%), and Germany (75%). Once again, however, less than half of one per cent believe that the UK is not a major financial trading centre. Men are more likely than women to strongly agree on this point.

Overall, seven in ten respondents rate British products and services as 'very good', while a further 29% say they are 'fairly good'. No respondents in Egypt feel that Britain's products and services are poor.

I think British products sell more out of the UK than in UK. Because the products are very good quality and are guaranteed because of the production process and everything

British managers are rated far more highly than our workforce. While 79% think that British managers are 'very good', this falls to 27% who think the same of our workforce - perhaps a hangover from our reputation in the late 1970s for constant strikes etc. Just 17%, however, rate the British workforce as poor (compared to less than half of one per cent who think the same of British managers).

The attitude towards British managers is among the most positive aspects of the UK in Egypt. Worldwide, 28% rate British management as 'very good'. Attitudes towards British workers are also more positive than average (18% very good worldwide).

Perceptions of British Business

Q28 **Thinking about your perceptions of British products and services generally, taking your answer from this card, to what extent do you think they are good or poor ?**

Q29 **And using the same scale, how do you perceive ...**

a) **the British workforce ?**

b) **British management ?**

	Products & services	Workforce	Management
	%	%	%
Very good	69	27	79
Fairly good	29	46	18
Neither good nor poor	1	7	2
Fairly poor	0	16	*
Very poor	0	1	0
Don't know	1	2	*
Net good	+98	+56	+97

Base: All successor generation (201)

I think that the British are managers by nature

[They have a] formal way in achieving work and following the rules and no one can break the rules, no matter who he is

*Management always has a plan, everything is in order.
Employees are committed and loyal to their work*

Employees are committed and loyal to their work

They have good timings. They have cards they insert in machines to give the exact time they arrive at work, the time they have a break, and the time they leave. They work like a clock

British Science & Technology

The United Kingdom is regarded as a distant fourth out of the five countries tested with regard to having a strong reputation for scientific and technological innovation. Compared to Japan (89% ‘strongly agree’) the United States (85%), and Germany (78%), just 43% think the same about the United Kingdom.

Scientific and Technological Innovation

Q4 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	89	9	*	+1.9
USA	85	13	*	+1.8
Germany	78	20	0	+1.8
UK	43	48	3	+1.3
France	37	49	3	+1.2

* Mean scores are calculated by giving ‘strongly agree’ a score of +2, ‘tend to agree’: +1, ‘tend to disagree’: -1, and ‘strongly disagree’: -2. This gives a potential range of -2 to +2.

Base: All successor generation (201)

Men (50%) are more than twice as likely as women (22%) to strongly agree that we have a strong reputation in the scientific field. Those who have been to the UK are also rather more likely than average to feel this way.

The focus groups identified two trains of thought on British science. As elsewhere, many participants felt that British scientists are very rigorous, and extremely good at their jobs, but less good at capitalising on their research. Some, however, felt that there were few good scientists in Britain.

He will forget about his social life & everything for the sake of science

The American will have a weekend to spend. The British won't have this he will be drawn to his lab

[British scientist] *I think he is not really British... because they rarely have one, they are not innovative*

British Media

Members of the successor generation in Egypt evidently hold the British media in high esteem. While opinion around the world comes down marginally in support of the notion that the British media tells the truth (39% agree, 26% disagree), in Egypt 75% feel that this is the case, compared to just seven per cent who do not think so. In fact, the Egyptians have the most positive view of the British media out of all the countries surveyed.

Almost three-quarters of respondents believe that the British media is more honest than that in Egypt, compared to one in fifty who think the reverse is the case. Three in ten describe the honesty of the British media as 'much better'. Among those who have been to the UK, this last figure rises to 68%.

An even higher proportion - 76% - believe that the British media is of a higher quality than that in Egypt. Half say that its quality is 'much better', while only a tiny proportion describe it as 'a little worse'. Fully 95% of those who have visited the UK believe our media to be of higher quality than that in Egypt. Among the 13 countries surveyed this year, only Indians and Saudi Arabians are more likely to say that the British media is much better than that available in their own country.

[Which would you prefer ?] *British - because it tells the truth and the information will reach me in easy way*

[Do you believe its contents ?] *Of course*

The content matches everyone's needs and is interesting

[Americans] *give you news on TV but then they can tell you that it wasn't true, opposite than the British, who give news and they never take back what they say*

British papers care about everything inside and outside of UK

There is, however, the possibility that Egyptian views of the British media may be slightly dated.

There was once a ministry issue, I don't remember exactly what was it all about but I remember that they stopped talking about it because of respect of privacy

British Art

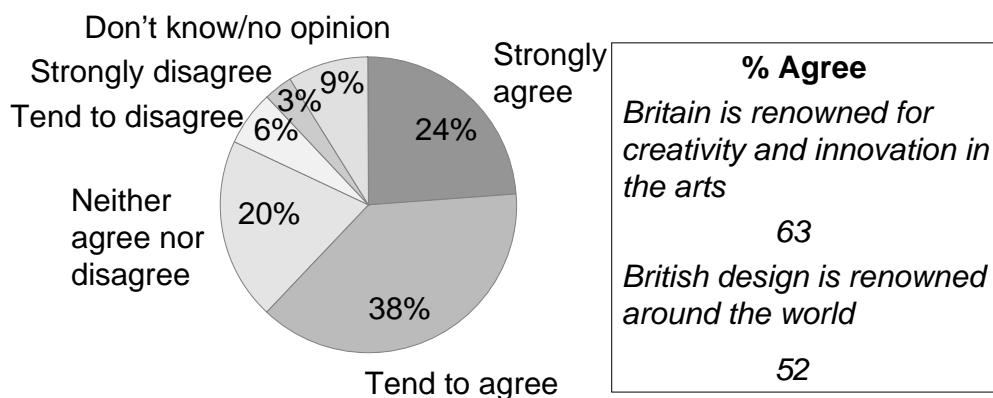
Those who agree that Britain is renowned for creativity and innovation in the arts outnumber those who disagree by a factor of more than five to one. Overall, two-thirds agree, with 23% agreeing strongly. This rises to 86% agreement among those who have visited the UK.

Egyptians also recognise that British design is renowned around the world. While around one-quarter admit that they do not know about British design, half agree that this is the case, compared to 11% who disagree. Again, people who have visited the UK are more positive, with 73% in agreement

There is a general consensus, however, that Britain's reputation in the arts is based more in the past than in the present. Three in five agree that this is the case in Egypt (with strong consistency in all the countries surveyed). Once again, those who have been to the UK are more likely than others to go along with this notion – 59% strongly agree.

British Arts: Modern vs Traditional ?

Q19 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: 201 members of the successor generation

This is certainly a feature which emerged in the qualitative research. People around the world appear to regard British art as being of high quality, but very traditional and conservative in nature.

They are English so they should present serious art

The acknowledgement of his community can make him better and that will reflect on his art and work

This lack of awareness of our current artistic output is backed up by the fact that many respondents are unable to think of any contemporary British artists. In Egypt, 66% cannot name any British artists – a slightly higher figure than that recorded around the world. Artists who are mentioned include Kate Winslet (no doubt on the back of the worldwide success of the film *Titanic*), Richard Branson (!), and Hugh Grant.

Leading British Artists (Spontaneous)

Q20 Can you tell me the names of one or two contemporary British artists ?

Top Answers:	%
Kate Winslet	19
Richard Branson	5
Hugh Grant	3
Robin Williams	2
George Michael	2
Elton John	1
Sarah Kane	1
Spice Girls	1
No answer	66

All other answers 1% or less

Base: All successor generation (201)

In Egypt, the British music scene fares even worse than that of art generally (in contrast to other countries, where there is more chance of a band or musician being brought to mind). Only Elton John, the Spice Girls and Yanni (?) achieve any recognition at all – attracting just one per cent of responses each.

British Personalities

Tony Blair is the most recognised British ‘celebrity’ among the successor generation in Egypt, as around the world. Every respondent bar two in Egypt was aware of the current Prime Minister. Kate Winslet, Naomi Campbell, and the Spice Girls occupy the second, third and fourth places - a real demonstration of British ‘girl power’ in Egypt!

Despite claiming a higher than average familiarity with the UK, Egyptians are decidedly less able than those elsewhere to recognise individual British people. In some cases, the difference is quite striking; for example, Steven Hawking achieves an overall recognition rating of 41%, but only three per cent in Egypt. People who have visited this country are not really any more likely to be aware of British personalities than other Egyptians. Men are generally more likely than women to recognise a larger proportion of the names on the list (and are more than twice as likely as women to recognise the Spice Girls).

Tony Blair is also the celebrity who Egyptians are most likely to be aware is British, some way ahead of the Spice Girls, Hugh Grant, Kate Winslet, and Rowan Atkinson. The third column in the table below shows, for each person, the proportion among those who recognise the name, who also know that they are British. In this case, while Tony Blair remains in top position, followed by the Spice Girls, and the quintessential Englishman - Hugh Grant. It is interesting to note that although three in five Egyptians know of Naomi Campbell, just eleven per cent of these people believe her to be British.

Well-known Britons

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

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

	Heard of %	British %	Proportion recognised as British %
Tony Blair	100	97	97
Kate Winslet	73	44	60
Naomi Campbell	62	7	11
Spice Girls	46	36	78
Robin Williams	31	11	35
Hugh Grant	19	14	74
William Hague	15	7	47
James Dyson	14	0	0
Delia Smith	14	*	7
Richard Branson	13	6	46
Tim Henman	11	5	45
Linford Christie	5	1	20
Stephen Shaw	5	*	5
Rowan Atkinson	4	2	50
Stephen Hawking	3	1	33
Vivienne Westwood	3	*	17
John Galliano	2	*	25
Liam Gallagher	1	0	0
Damian Hirst	0	0	0
David Hockney	0	0	0
P D James	*	0	0
Anita Roddick	*	*	-
None of these	0	*	
Don't know	0	0	

Base: All successor generation (201)

As a note of caution, it can be seen from the table that a red herring was inserted into the list - Stephen Shaw from the British Council in the UK. Stephen achieved five per cent recognition - with one person also claiming that Stephen would be their most positive role model. There are two possible explanations for this. It may be that people were thinking of another British person with a similar name (George Bernard Shaw, for example), or perhaps it is simply a case of overclaiming - a respondent pretending that they know someone just because they feel that they ought to. In this case, it is more likely to be the first explanation, as Stephen achieved higher levels of recognition than other genuine British 'personalities' such as Stephen Hawking and Rowan Atkinson. There is no obvious reason why someone might make up knowledge of Stephen Shaw but admit that they have never heard of David Hockney, or Liam Gallagher.

Once again, Tony Blair stands out as a potential role model around the world. One in nine members of the successor generation in Egypt (11%) say that he represents the most positive role model for them personally. He is, in fact the only person on the list to achieve more than one per cent of nominations, with 85% stating that none of these people represent a positive role model to them.

Britain's Relationships with other Countries

Britain is perceived as valuing its relationship with the United States rather more than either Europe, Egypt, or the Commonwealth.

While four in five regard Britain as valuing its relationship with the United States 'very much', this falls to around half who feel the same about our relationship with Europe. While three-quarters feel that Britain values its relationship with Egypt, just 14% of this group feel that we value our relationship 'very much'. Three in five members of the successor generation in Egypt believe that Britain does not value its relationship with the Commonwealth.

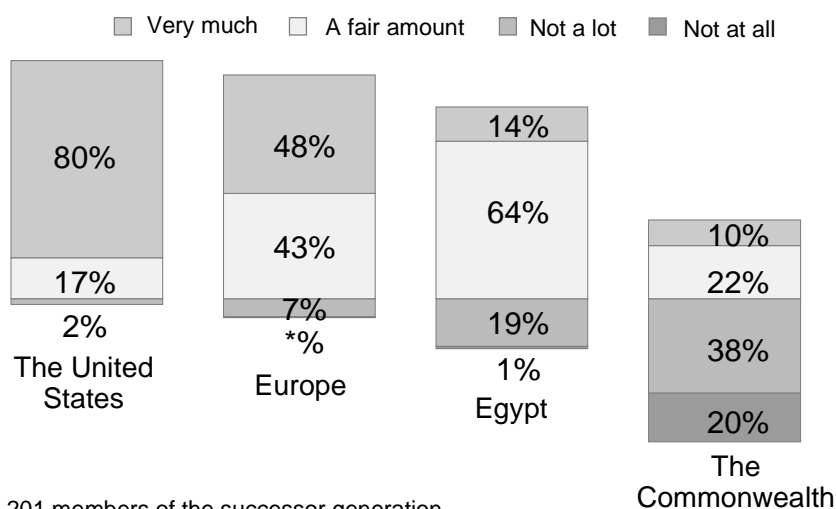
Men are rather more likely than women to regard Britain as valuing its relationship with the United States very much. Those who have visited the UK, on the other hand, are less likely to feel this way, but more likely to believe that Britain very much values its relationship with both Europe and the Commonwealth.

There was high regard for British overseas involvement in the focus groups, as our approach was contrasted to that of the United States. Although we are perceived to be interested in overseas affairs, it is not simply in the economic or political spheres that we try to exert an influence.

They interfere with the communities but not by strength, but with culture, and that is VERY obvious

Relationships Between Countries

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

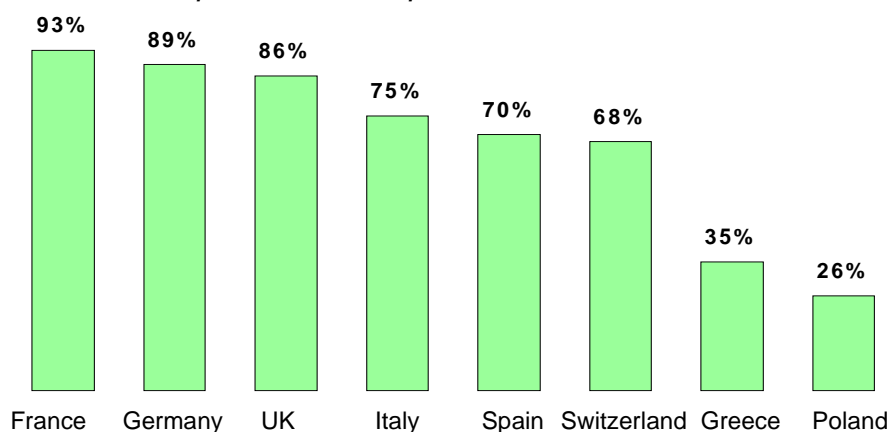


The European Union

While France and Germany are recognised by the largest number of Egyptians as being members of the European Union, the United Kingdom is the third most recognised country, some way ahead of Italy and Spain. As in several other countries where research took place more people perceive Switzerland to be an EU member than Greece. Men are more likely than women to claim that every country mentioned is actually part of the European Union. In the case of the UK, the proportions are 91% and 67% respectively.

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.



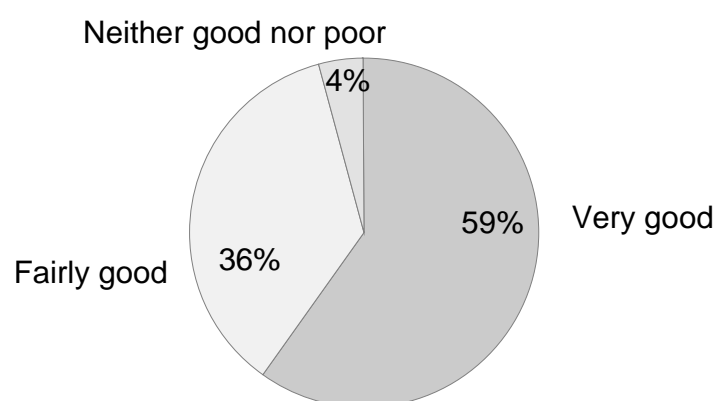
Education

More than nine in ten members of the successor generation rate the overall quality of British higher education as good, with none at all rating it as poor. Three in five rate British education as ‘very good’.

Those who have been to the UK, and men, are more likely than average to rate British education 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: 201 members of the successor generation

Much of the high regard appears to stem from the perceived knowledge of British teachers and professors. The focus groups in Egypt (as elsewhere) showed how much people respect the authority of British educators, if not their teaching style. For example, whereas it was felt that it is possible to interact with an American teacher, it is believed that this is discouraged in British institutions.

He is qualified to teach

He knows what he is and what the capabilities of other people are. He keeps distance between him and people. He has his limit and a limit for others too. Not many errors in the decisions he makes

I want my children to be raised there and to gain a better education. They support the talents

[British educationalist] Old, with white hair, trusted to teach their children all the traditional things.

He does not give the chance to the student to be creative, he wants to give him the information and that is it

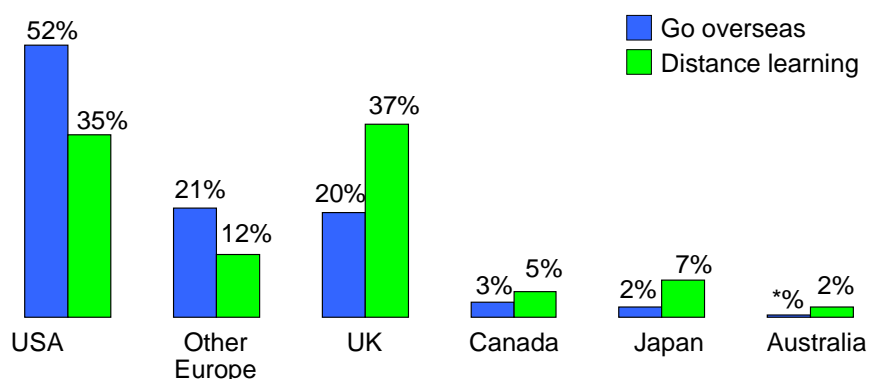
Despite the high praise for British education, the United States stands out as the country in which most members of the successor generation would prefer to study, nominated by more than half. Overall, the UK is the third choice, just behind 'other Europe', perhaps indicating a stronger affiliation with France than with the UK. Canada, and Australia - in reality our two main rivals for attracting English-speaking students - are not particularly well-regarded at all, achieving three per cent and less than half of one per cent of the choices respectively.

There is no difference in opinion between men and women on this matter. Those who have previously visited the UK are more likely to choose to come here to study than others. In fact, they choose either the UK or the USA – no other countries are mentioned.

For distance learning courses, however, the UK actually overtakes the United States as the most preferred courses, nominated by 37%. Men are especially keen on UK distance learning courses, with 43% choosing them, compared with 33% who opt for the USA. Half of all of those who have visited the United Kingdom would choose a distance learning course from this country. A distance learning course would obviously negate many of the advantages which an American institution is perceived to offer in terms of student-teacher interaction, making the British course more attractive in comparison.

Preferred Countries for Education

Q7 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 ?
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: 201 members of the successor generation

The United States is regarded as providing the educational qualifications which have the most credibility with potential employers. Although the United Kingdom is some way back in second place, it does attract 25% of the nominations - five times as many as for Egypt itself.

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 ?

	%	Worldwide %
USA	65	58
UK	25	23
Egypt	5	6
Canada	2	3
Japan	1	5
Australia	1	2
Don't know	0	3

Base: All successor generation (201)

There is a general feeling that the British are themselves well educated – certainly a more positive rating than is recorded in other countries. Nine in ten feel this way, with two in five going so far as to believe that we are ‘very well educated’. Just one per cent, on the other hand, feel that the British are ‘fairly poorly educated’.

Level of Education in Britain

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

	%	Worldwide %
Very well educated	43	23
Fairly well educated	45	53
Neither well nor poorly	10	17
Fairly poorly educated	1	4
Very poorly educated	0	1
Don't know	*	3

Base: All successor generation (201)

Languages & the English Language

English is the most widely-spoken language among all those taking part in the study. Overall, 97% of the successor generation in Egypt speak English. French, is the only other language to be spoken by large numbers - with a penetration rate of 13%. Penetration of English speakers in Egypt is higher than the average across all the countries taking part in the survey this year (91%).

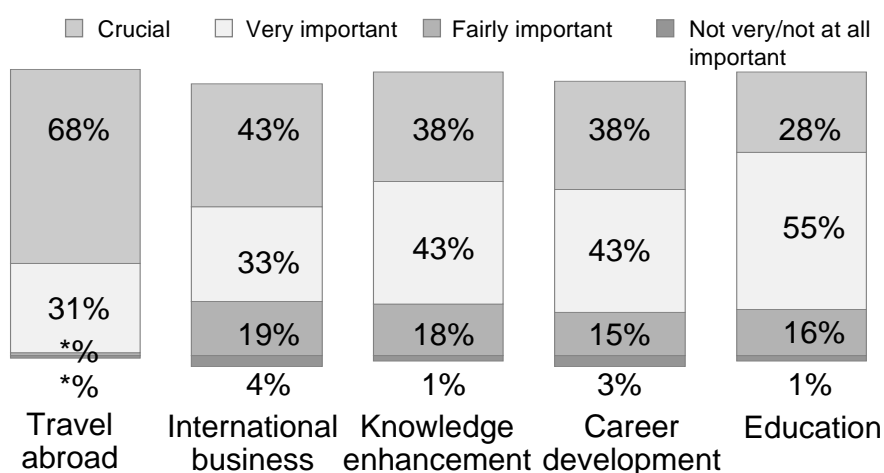
French is the language which most respondents would like to speak, with almost half nominating it as a language they would like to learn. Two in five nominate German as a language they would like to speak. While there are three per cent who do not currently speak English, only one in three of these people say they would like to learn.

Unlike other countries, Egyptians tend to regard travel abroad as the most important need for English. Nine in ten feel a grasp of the English language is at least 'very important' for international travel (with 68% saying it is 'crucial'). International business is the next most important outlet for the English language, with 43% saying it is crucial. Around two in five say the same of career development and knowledge enhancement, while three in ten think English is crucial for education.

Women, and those who have previously visited the UK are more likely than others to consider that English is crucial in all five areas.

Importance of English Language

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



Base: 201 members of the successor generation

Sources of Information about Countries

People in Egypt use a wide variety of information sources when finding out about other countries. Local press (48%), international TV (47%), and people who have visited a country (45%) are the most likely sources. Although media from the country concerned is ranked seventh in terms of its usage overall, it is actually the top nomination as the single most influential source. This would appear to indicate that there is a sizeable proportion of people who make it their business to pay close attention to international media.

Unlike in many countries, men are more likely than women in Egypt to rate word of mouth as a significant information source. Women are marginally more likely to cite press or TV, while men tend to be more likely to mention international radio. Those who have visited the UK are less likely to use local information sources, are more likely to rely on international media of one form or another.

Egyptian press is the most used source of information specifically about the United Kingdom, nominated by 40% of respondents. One in three nominate people who have visited the UK, which perhaps indicates how popular the UK is as a destination for Egyptians. While around half nominated international TV as a source of information about other countries, one in three specifically say they get information about the UK from BBC World TV, demonstrating how effective a source of news this is. Although, as seen above, the British press is well regarded by Egyptians, less than one in five say they use it as a source of information about the UK.

There are few differences between men and women with regard to data sources on the UK. Women are marginally more likely to cite the British press and less likely to mention local press. People who have visited the UK tend to rely more on British information sources, such as BBC World TV, the British press, and the BBC World Service – as well, of course, as visiting the UK personally.

Around one in ten members of the successor generation in Egypt have visited the United Kingdom at least once, with half having visited on more than one occasion.

Sources of Information

Q1a **What sources of information are most important to you when you form an opinion about a country ?**

Q1b **And which is the one most influential source ?**

Q32 **Please tell me which two or three sources of information are most important when forming an opinion specifically about the United Kingdom.**

Local press	48	13	40
People who have visited that country/the UK	45	14	35
BBC World TV	n/a	n/a	34
Local/national TV news	34	7	23
(Other) International radio	34	10	23
(Other) International TV	47	13	21
Media (press, TV, radio) from that country	26	16	n/a
Books	24	6	21
British press	n/a	n/a	17
BBC World Service	n/a	n/a	12
Word of mouth - work colleagues	16	3	10
Word of mouth - friends & family	12	1	9
Local radio	14	2	8
Films	8	0	7
Visiting the country/the UK personally	4	4	5
Know people from that country/the UK	7	1	5
(Other) International press	38	4	3
Other local TV	5	1	n/a
Tourist authorities from that country/in the UK	4	1	1
Other official (UK) sources from that country	1	*	1
Other	2	2	3
Don't know	0	0	0

Base: All successor generation (201)

Implications

- On many fronts, the Egyptians have a rather more positive image of the United Kingdom than members of the successor generation in other countries around the world. Overall favourability towards the UK is somewhat higher than average (among the 13 countries tested this year), but Egyptians also have the second highest rating of familiarity with the UK, behind India. It might be expected, therefore, that favourability should be even higher, and when compared with Egyptians' attitudes towards other countries, the UK does not appear to be particularly popular.
- Having said that, there are certain institutions where those in Egypt show a particularly positive attitude. These include:
 - The national health service
 - Our legal system
 - The system of democratic government
 - Our social welfare system
 - The British media
 - British education – especially our distance learning courses which Egyptians rate more highly than those from the United States
 - British managers and workers are very well regarded (managers especially so).
- In many countries, it seems that British institutions are rather more positively regarded than the people. This is very much the case in Egypt, as their opinions about the extent to which British people are welcoming towards foreigners or racially tolerant tend to be rather more negative than in other countries. Some go so far as to spontaneously mention racism as Britain's major weakness.
- Egyptians are also rather less likely than average to think positively about the UK's reputation in such diverse fields as:
 - Financial trading
 - Science/innovation
 - Art, especially pop music.

- Awareness of many British personalities is also extremely low in comparison with other countries. Tony Blair, in contrast, is particularly well-recognised, even if he is less likely than average to be regarded as a positive role model for the Egyptian successor generation.
- Despite this, the image Egyptians tend to have of the United Kingdom is, on the whole, rather more up to date and well-informed on matters of current affairs. Few people outside of Egypt, for example thought to mention farming/agriculture as a weakness in this country at the moment, however much it may dominate our own headlines. While those elsewhere were concentrating on such issues as tradition and heritage as key strengths of the UK, Egyptians were far more likely to cite economic strength.
- Without doubt, those who have visited the UK have a more positive impression of this country than those who have not yet done so.
- The UK is perceived as being quite a modern society when considered in isolation. The focus groups did give a rather different image, however, as they concentrated the discussion on a direct comparison with the United States. This indicates that, as elsewhere, it is always going to present a problem when Egyptians compare our society to that of the US. As the world's dominant power in the present day, anything British is going to seem parochial by comparison.
- The way forward must therefore be to emphasise our own strengths without reference to other countries. It would certainly appear that there is sufficient goodwill towards the UK in Egypt for us to be able to be given a good hearing whenever we try to put across our messages.

Appendices

Topic Guide

Introduction

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 (INSERT COUNTRY NAME HERE). Each of the three communities is meant to encompass EVERYTHING about that country to you.

So to start us off, I'd like you to tell me about the building in which the American community might live. What would that building be like ? ***PROMPT IF NECESSARY: Is it big or small ? Smart or dirty ? What is the decor like ? What about a garden ?***

Why do you think that ?

What are the best things about this building ?

(What do you base your impressions on ?)

Now what about the building which represents Great Britain - what does it look like, and how is it different to the American building ?

Do these differences make it a better or worse place to live ?

And what about the building which represents INSERT COUNTRY NAME ?

Thinking now 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 INSERT COUNTRY NAME community? And in the American community ?

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 INSERT COUNTRY NAME 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?

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 **Art** (not necessarily someone who paints). When you think of someone in the INSERT COUNTRY NAME 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?

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 INSERT COUNTRY NAME 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?

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?

Now I'd like to move on to thinking about businesses in each of the three countries, so continuing to use the house 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 business-people work for? First, the business in INSERT COUNTRY NAME (*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 British community?) Describe its management and **workers**. What are the particular strengths of the business?

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

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

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 INSERT COUNTRY NAME 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?

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 INSERT COUNTRY NAME scientist?

Overall impressions

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?

Britain

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? How else have you found out about Britain?

You said that the British:

educationalist, artist, person in charge, newspaper, business-person, scientist

... would be like What has made you think of someone/something like that?

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

Questionnaire

Statistical Reliability

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

For example, on a question where 50% of the people in a weighted sample of 200 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 7 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
201	4.2	6.4	6.9

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

Differences required for significance at or near these percentage levels			
Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
152 vs 49 (men vs women)	9.7	14.8	16.1
98 vs 103 (aged 22-28 vs aged 29-35)	8.3	12.7	13.8

Interviewing Locations and Quotas

The following table shows the locations where the quantitative interviewing took place, how many interviews were achieved in each country, and the age and gender quotas which were set. In some countries, additional quotas were set on educational qualifications, work status, work sector, income (Russia only) and ethnic background (South Africa only).

COUNTRY	CITIES	AGE	GENDER
Brazil	Sao Paulo: 38%	24-29: 50%	M: 50%
	Recife: 15%	30-35: 50%	F: 50%
	Curitiba: 15%		
	Rio: 25%		
	Brasilia: 8%		
China	Beijing: 100%	22-28: 50%	M: 50%
		29-35: 50%	F: 50%
Egypt	Cairo: 100%	22-28: 50%	M: 75%
		29-35: 50%	F: 25%
France	Paris: 100%	20-24: 15%	M: 60%
		25-29: 40%	F: 40%
		30-35: 40%	
Germany	Berlin: 100%	22-29: 50%	M: 50%
		30-35: 50%	F: 50%
India*	New Delhi: 50%	22-25: 60%	M: 80%
		26-29: 20%	F: 20%
		30-35: 20%	
Malaysia	Petaling Jaya: 50%	22-28: 50%	M: 60%
	Kuala Lumpur: 50%	29-35: 50%	F: 40%
Mexico	Mexico City: 100%	25-35: 80%	M: 50%
		35-45: 20%	F: 50%
Poland	Warsaw: 25%	20-30: 50%	M: 50%
	Krakow: 25%	31-40: 50%	F: 50%
	Poznan: 25%		
	Gdansk: 25%		
Russia*	St Petersburg: 25%	20-27: 33%	M: 50%
	Moscow: 25%	28-34: 33%	F: 50%
	Ekaterinburg: 25%	35-40: 33%	
	Samara: 25%		
Saudi Arabia	Jedah: 40%	25-29: 40%	M: 70%
	Riyadh: 40%	30-35: 30%	F: 30%
	Dammam: 20%	36-40: 30%	
South Africa	Durban: 25%	20-24: 33%	M: 50%
	Capetown: 25%	25-29: 33%	F: 50%
	Johannesburg: 25%	30-34: 33%	
	Pretoria: 25%		
Turkey	Istanbul: 33%	22-29: 40%	M: 60%
	Ankara: 33%	30-35: 60%	F: 40%
	Izmir: 33%		

* 300 interviews completed in India, and 400 interviews in Russia