

Attitudes Towards Britain and the British – Year II

Greece

Research Study Conducted for
the British Council



April - June 2000

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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 Greece. This formed part of a project which took place in seventeen countries around the world between January and June 2000. The first wave of the study was conducted between May and August 1999 in 13 countries.

Background and Objectives

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

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

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

This year, the main survey covered the following countries:

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

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

The target population was defined as the ‘successor generation’, i.e. those who might be expected to become the decision makers of future years. The precise definition varied from country to country, to take into account specific cultural factors (and was agreed in consultation with MORI’s partner in each country and the local British Council office).

In Greece, the definition used was people aged between 22 and 35 who are either doing undergraduate or postgraduate studies at a premier institution or employed in a professional occupation on a fast-track to the top.

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 Athens where it was felt that the majority of the successor generation would be present, on 9th and 10th May.

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

The objectives of this phase were to:

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

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

The **quantitative stage of the survey** was undertaken among 202 members of the same target audience in Greece. Interviews were conducted face-to-face. Fieldwork took place between 24th April and 22nd May 2000.

Quotas were set to ensure that a reasonable cross-section of members of the successor generation was interviewed in Greece. Interviewing was concentrated in Athens and Salonica where it might reasonably be expected that up and coming decision makers might be present in large numbers.

Report Layout

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

Reference is occasionally made to last year's findings. Of course, these were based on 13 different countries, so do not represent trend data. In fact, despite the different countries involved, there is a remarkable degree of consistency in the findings between the two waves.

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 Kingdom is the best known of the five key countries measured in Greece. One in four respondents (26%) feel that they know the United Kingdom ‘very well’, while a further half (47%) know a fair amount about the country. The United States (69% know ‘at least a fair amount’) is second ranked in terms of familiarity, with France (50%) and Germany (44%) behind. In fact, the mean score for the UK on a scale of 0 (‘know almost nothing about’) to 4 (‘know a great deal about’) is 3.0, slightly higher than the world-wide score of 2.7. Japan remains something of a mystery to the Greek successor generation, with nine in ten saying they know ‘just a little’ or ‘almost nothing’ about the country.

As might be expected, those who have visited the United Kingdom (45%) are decidedly more likely than average to feel that they know this country ‘very well’. Male members of the successor generation know the United Kingdom much better than women (35% versus 16%), although this is not entirely surprising as men are more likely to have visited our country.

Although the United States (12%) has the largest proportion of respondents saying that they are ‘very favourable’ towards it, it also has the largest proportion describing themselves as unfavourable (39%), making it on balance the least favourite country of the five tested. France is the most popular country in Greece, with 60% positive about France and only 9% unfavourable.

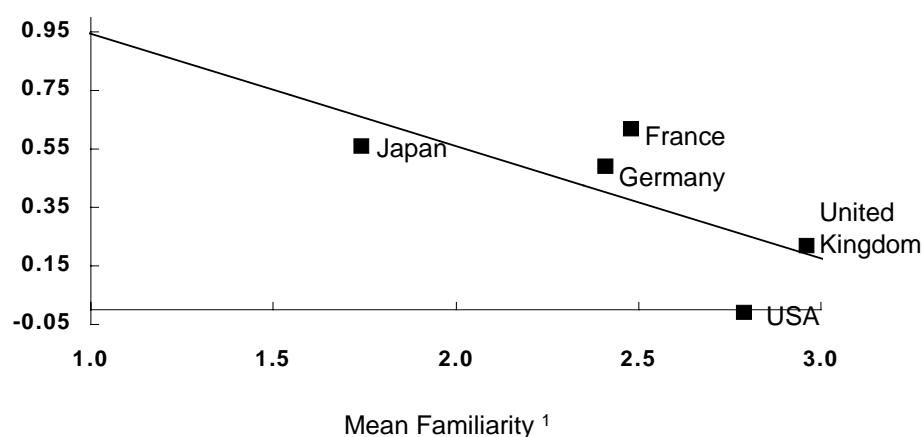
The UK is placed fourth (mean score 0.22 compared to 0.75 world-wide), with 46% favourable, including 7% very positive. Few people anywhere describe themselves as ‘very unfavourable’ towards the UK – no more than four per cent in any country, but the Greeks, with 28% unfavourable, are the least positive towards us. Paralleling the world-wide figures, older respondents, i.e. those aged 29-35 in Greece (54%), and visitors to the UK (59%) are the most likely groups to say that they are favourable towards our country.

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

Research tends to show that generally the better a country is known, the more highly regarded it is. However, the situation is different in Greece where familiarity does not necessarily build favourability. In particular, the US enjoys fairly high levels of familiarity in Greece, but low levels of favourability.

Familiarity & Favourability Towards Countries

Mean Favourability ¹



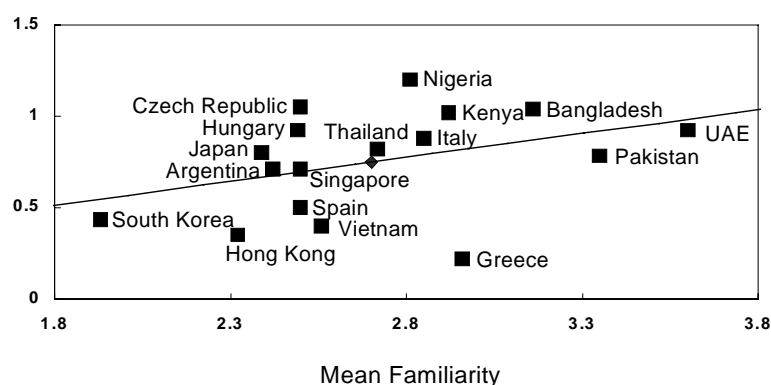
Base: All successor generation in Greece (202), April-May 2000

Source: MORI

The following chart shows how familiar and favourable towards the United Kingdom each of the participating countries are. The diamond represents the average for the 17 countries. Of the 17, the Greeks are in a weak position. They have a higher than average position with regard to familiarity, although they have the lowest in terms of favourability. The low favourability score in Greece is carried through into several different aspects of our society covered elsewhere in the survey.

Familiarity & Favourability Towards the United Kingdom

Mean Favourability



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

Source: MORI

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

Images of the United Kingdom

As might perhaps be expected, England is the most recognised nation within the UK. When asked which countries make up the UK, England is cited by 90% of Greek respondents, closely followed by Scotland (89%), with Wales (79%) and Northern Ireland (78%) trailing a little way behind. Six per cent of the successor generation in Greece say, without prompting, that the United Kingdom is the same thing as Great Britain. As ever, there are one or two 'less aware' people taking part in the survey, with one per cent of respondents believing that Australia is part of the United Kingdom. On balance, however, compared to other countries, Greeks are among the most informed regarding the composition of the UK, which might not be surprising given that they are one of our European Union neighbours.

Men are generally more likely than women to be able to name each of the four countries which go to make up the United Kingdom. Previous visitors and people from Athens are also much more likely to be able to do so.

London stands out as the strongest image of England, mentioned spontaneously by 16% of respondents. The Houses of Parliament/Big Ben (14%) and bad weather (11%) are the next most popular images. Curiously, two images which feature strongly in the majority of participating countries this year are not so strong symbols in Greece, namely the Royal Family (7% versus 19% world-wide) and football (3% in Greece compared with 11% overall).

Men (21%) are more likely to associate England with London (although 12% of women do so as well), while women are decidedly more likely to think of the Houses of Parliament/Big Ben.

With regard to Scotland, kilts (25%) and highlands/mountains (23%) are far stronger symbols than anything else for the Greek successor generation. While kilts are a popular image world-wide, being the most chosen in nine of the seventeen countries, far fewer respondents link Scotland with the highlands/mountain image. Whisky (9%) is also a fairly strong image in Greece. Less than one per cent of respondents in Greece have no image at all of Scotland.

Paralleling findings from elsewhere across the globe, Northern Ireland conjures up an image of violence and conflict. Two-fifths of respondents (43%) mention the IRA/Sinn Fein specifically, while a further 18% mention violence or religious conflict. The next popular images mentioned by around one in twenty are greenery/green fields (6%), cold and rainy weather (4%) and Belfast (4%). In Greece, 3% of respondents have no image at all of Northern Ireland.

The top responses for Wales are Princess Diana/Princess of Wales (9%) and football/football team (8%). Women are more likely than men to cite royal imagery, whether it be Princess Diana (12% versus 7%), Prince Charles/Prince of Wales or the Royal Family (both 8% women versus 3% men). Wales is also the UK country which is most likely to draw a blank – 22% can conjure up no image at all, compared to 16% world-wide – which is unexpected as Greeks are more likely to recognise Wales as part of the UK in the first place.

Images of UK Countries

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

(Spontaneous responses)

Scotland	%	Northern Ireland	%
Kilts	25	IRA/Sinn Fein	43
Highlands/mountains	23	Violence/religious conflict	18
Whiskey	9	Greenery/green fields	6
Thrift/greediness	6	Cold/rainy weather	4
Castles	6	Belfast	4
Scenery/landscapes	6	Music	3
Cold/wet weather	4	Scenery	3
Bagpipes	4		
Nothing	*	Nothing	3
England	%	Wales	%
London	16	Princess Diana/Princess of Wales	9
Houses of Parliament	14	Football	8
Bad weather	11	Castles	6
Royal Family	7	Beautiful landscapes	6
Buckingham Palace	5	The Valleys	6
Tradition/conservatism	4	Welsh/Celtic dialect	5
Colleges	4	Royal Family	5
The Queen	3	Prince Charles/Prince of Wales	5
Tower of London	3	Cardiff	4
Football	3		
Nothing	3	Nothing	22

All other answers 2% or less

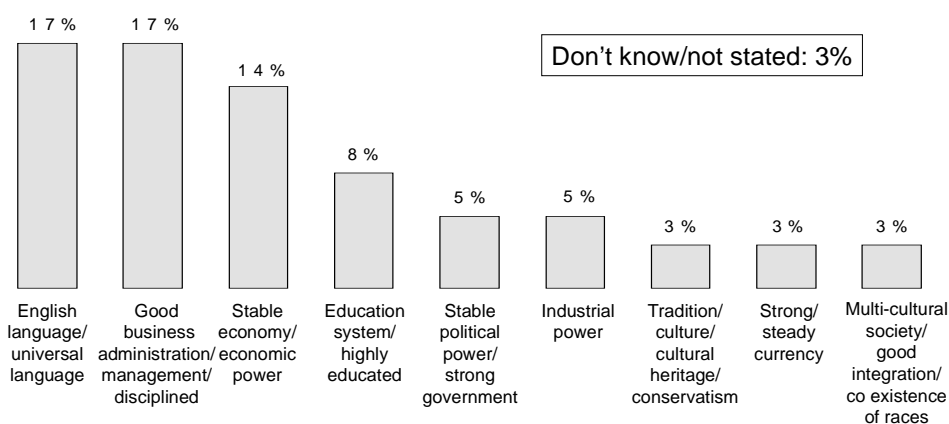
Base: All successor generation in Greece (202), April-May 2000

United Kingdom's Strengths & Weaknesses

With regard to the United Kingdom's strengths, the pattern is rather different to the world-wide picture. Tradition, culture, heritage and conservatism - the most commonly cited strength across the globe by 16% - is spontaneously mentioned by only 3% of the Greek successor generation. The English language and our business administration/management are significantly more likely to be regarded as strong points. Other major perceived strengths include our stable economy and our education system. Just three per cent of respondents say that they cannot think of any strengths of the UK.

The United Kingdom's Major Strengths (Spontaneous)

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



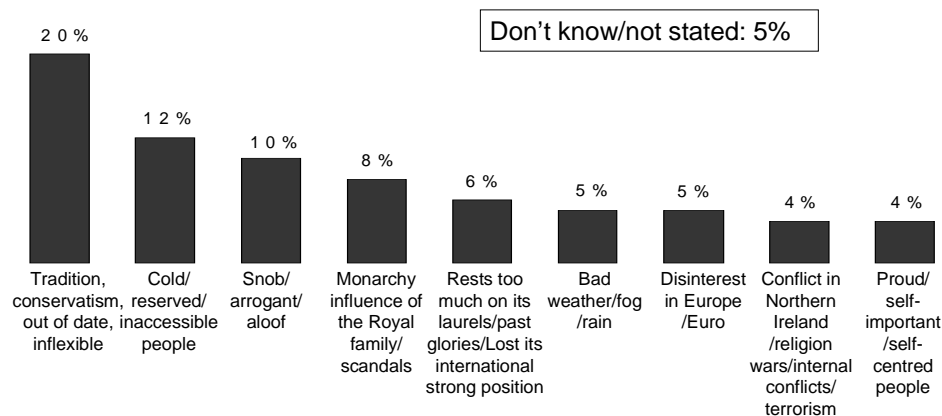
Base: All successor generation in Greece (202), April-May 2000

Source: MORI

One in five of the Greek successor generation cite tradition, conservatism, inflexibility or being out of date as the UK's major weakness. The cold and reserved nature of the British people is perceived to be our next greatest weaknesses mentioned by 11% of respondents. In fact, combining cold people, racial discrimination, arrogance and self-centred people, a total of 27% of respondents regard the behaviour of the UK population as our biggest weakness.

The United Kingdom's Major Weaknesses (Spontaneous)

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



Base: All successor generation in Greece (202), April-May 2000

Source: MORI

In the focus groups, the British people attracted a great deal of criticism:

I believe that English people are cold, somewhat distant and remote

Professional

English people are self-controlled, they keep a distance

Professional

As a community I do not think that the English care for each other

Professional

It depends whether we are talking about the English, people from Wales, Scots, people from India or Pakistan ... In my opinion, Londoners are more restrained or self-controlled, they are afraid to talk; Scots and Irish are more approachable. With people from India, you never know

Professional

I have visited the UK and I think that they are cold people. Too stiff, too distant and too tactful. They are not kind like us

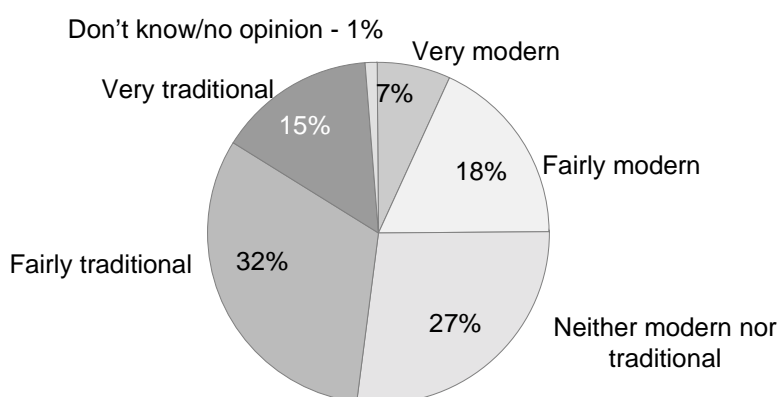
Student

British Society

One-quarter of respondents regard the UK as a modern society, with 7% describing us as a 'very modern' society. In contrast, almost half believe us to be traditional, with 15% thinking that the UK is 'very traditional' in nature. These views are fairly similar to those recorded in other European countries taking part in the survey, but more biased towards 'traditional' answers than in countries elsewhere.

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 Greece (202), April-May 2000

Source: MORI

Encouragingly, younger people (aged 22-28) are almost twice as likely as those aged 29-35 to regard British society as modern (33% and 14% respectively), as are students (33% compared to 19% of professionals).

The most positively rated aspect of British society around the world is our National Health Service. In Greece it is also regarded relatively favourably. Half of the respondents (52%) agree that the National Health Service is good, while 8% think that it is poor. It should be pointed out, though, that 20% of the Greek successor generation admit they do not know about it. Overall it achieves a mean score of +0.7 (slightly lower than the world-wide score of +0.9).²

Sadly, the Greeks are less likely than others to be of the opinion that we protect our environment. Whilst across the world, 61% believe this to be true, this figure drops to 30% in Greece. People in Greece are also less likely to regard the British system as being a good example of democratic government, and less sure that our legal system guarantees that everyone gets a fair trial.

² 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		Mean score*	World-wide mean score*
British society is truly 'multicultural'	30	29	22	15	%	+0.74	+0.49
Britain has a good national health service	16	37	19	8	%	+0.70	+0.89
Women are discriminated against in Britain	1	17	24	43	%	-0.35	-0.55
Britain is committed to protecting the environment	4	26	22	20	%	+0.08	+0.77
The British legal system ensures that everybody gets a fair trial	3	25	27	23	%	+0.01	+0.72
British people are racially tolerant	3	26	25	41	%	-0.23	-0.10
The British system is a good example of democratic government	2	21	32	37	%	-0.27	+0.74
British people are very welcoming towards foreigners	1	11	25	60	%	-0.73	-0.21
Britain is now a 'classless' society	*	3	7	87	%	-1.37	-0.78

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

Base: All successor generation in Greece (202), World-wide (3,505), January-June 2000

Overall, our institutions tend to generate less positive comments in Greece than elsewhere, and more expressly negative ones. However, two social aspects of our society that are relatively highly rated are the degree to which our society is multicultural (59% agree that it is) and the extent to which women are discriminated against (43% do not believe they are, although still lower than average).

Because of the colonial background of Britain there are a lot of Pakistanis, or Africans, or people of different religions. In Greece, our community has only known this multicultural aspect in the last few years. It is something new. If you look at British universities, the British students are a minority compared to students from many other nationalities

Student

I think it's an open society. From the outside it looks conservative but it's not. It's a multi-ethnic society and thus it accepts and allows differentiation to be expressed. Here in Greece, a "different" person is excluded or even set aside

Professional

However, respondents are rather disparaging towards the other aspects measured, especially the extent to which we welcome foreigners (60% disagree that we are receptive) and our racial tolerance (41% agree that we have an anti-foreign attitude).

Furthermore, nine in ten disagree our country is a 'classless' society. There was a widely voiced perception in the focus groups of the UK as a country where everyone knows their place, and you can only rise so high within what effectively appears to be a caste system. In fact, divisions along class structures were thought in the focus groups to be far more widespread than any other discrimination (such as by ethnicity) within our community.

There is a strong segmentation among rich and poor people in Britain, there are great differences and each segment is withdrawn in its own lifestyle

Student

I believe that compared to Greece and the USA, in Britain there is less discrimination. Probably it's the legal system, which does not allow any discrimination. In Greece, for example the case is totally different maybe because foreign immigrants are more recent in our country. In any case I believe that an immigrant will receive fairer treatment in Britain

Professional

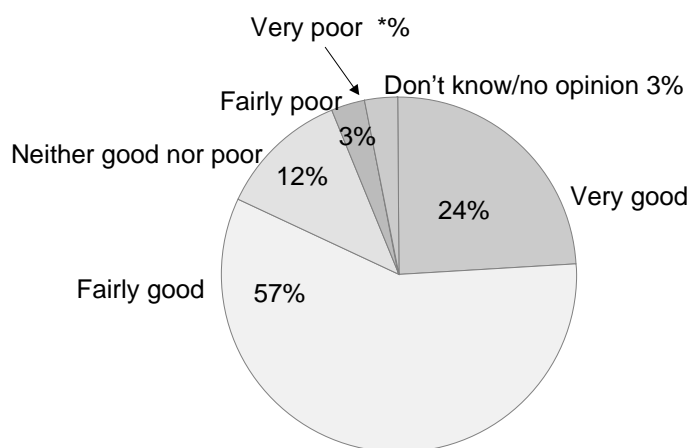
However, with regard to racial discrimination, the quantitative work revealed a rather different picture in that the Greeks are less likely than most to disagree that we are prejudiced against ethnic groups.

Education

One-quarter of Greek respondents (24%) feel that the quality of the British higher education system is 'very good'. A further 57% describe it as 'fairly good', while just 4% believe it to be poor. On a scale of -2 ('very poor') to +2 ('very good'), the mean score for British higher education is +1.0, which is rather lower than the world-wide score (+1.3). Those who work in the private sector tend to have the highest opinion of the quality of British higher education.

Quality of British Education

Q24 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 Greece (202), April-May 2000

Source: MORI

Although members of the Greek successor generation rate the quality of our higher education system relatively positively, they evidently feel that the British people themselves do not all take advantage of the facilities on offer, as a lower proportion describe the British people as 'well educated'. The proportion who feel that we are 'well educated' stands at 34%, although only 2% perceive us to be 'very well educated'. In fact, the Greeks are more likely than all other countries that participated this year to describe the education standards of the British people as poor (23% versus 4% world-wide).

Level of Education in Britain

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

	%
Very well educated	2
Fairly well educated	32
Neither well nor poorly	36
Fairly poorly educated	18
Very poorly educated	4
Don't know	7

Base: All successor generation in Greece (202), April-May 2000

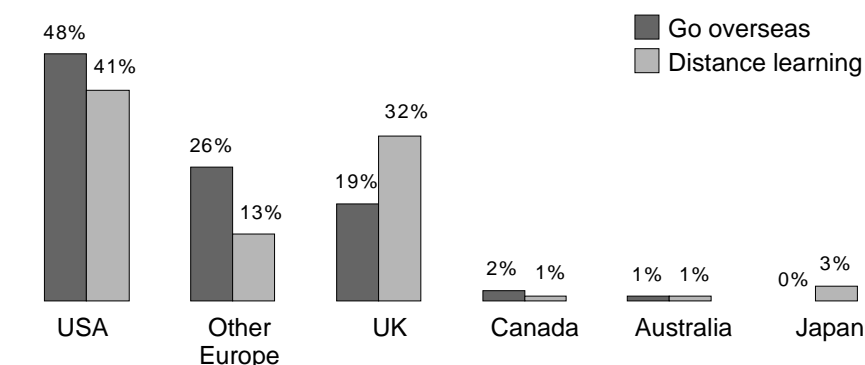
The comparatively low regard for the British system of education means that we are the third most popular choice for studying overseas. Forty-eight per cent of respondents say that they would prefer to study in the United States, while 19% would opt for the United Kingdom. 'Another country in Europe' is the second choice (26%). Canada would be selected as a base for education by two per cent of respondents.

Women are more likely than men to select the UK for studying overseas (23% versus 16%), as are respondents with Masters degrees (24%).

The UK is more strongly preferred for distance learning courses. One in three (32%) say that they would choose a distance learning course from the UK, compared to 41% who would opt for a course based in the United States. Courses from other European countries are preferred by 13%, while Japan gains 3%, leaving Canada and Australia with 1% each.

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 Greece (202), April-May 2000

Source: MORI

In the focus groups, 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, although extremely knowledgeable about his subject, tends to talk down to the students and to discourage interaction. Participants in Greece, as in several other countries, mentioned that they expected an American tertiary level teacher to be someone who would be the students' friend, who would socialise with them, and go to their parties.

*A British teacher would not be so approachable to students.
I think he keeps a distance. The way he talks and acts is
somewhat cold rather than approachable*

Professional

He may be one-dimensional. He is only interested in his field of studies, even out of the classroom he would only speak about that and nothing else

Professional

I think there is more of a social aspect to American educational establishments. Students live in a much more pleasant environment. Relations among students and teachers are friendlier

Student

One or two participants however, had a strong feeling that British teachers are best, because they have a more professional approach and their lessons are of a particularly high standard:

In Britain, higher education has become a commercial activity. As a result they have to offer a product of good quality. They are 'professional' teachers, they have to offer support and be close to students from all over the world

Student

The strong regard for the American system of higher education is emphasised by the fact that 76% of respondents feel that a qualification from the USA would have the most credibility with potential employers. A qualification from the United Kingdom would be considerably less preferable – selected by 15% of respondents. This is still somewhat higher, however, than the proportion who rate Greek qualifications as most credible (6%).

Worryingly, younger people (aged 22-28) have a lower regard for a British qualification (13% versus 18% of respondents aged 29 and over), which perhaps implies that the traditionally high regard in which our educational system is held is slipping.

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 ?

	Greece	World-Wide
	%	%
USA	76	55
UK	15	31
Greece	6	4
Japan	1	4
Canada	0	3
Australia	0	2
Don't know	2	2

Base: All successor generation in Greece (202), World-wide (3,505), January-July 2000

British Business

Two in five (36%) members of the Greek successor generation 'strongly agree' that the UK is a major financial trading centre, while a further 45% tend to agree. The United States (84% strongly agree) and Japan (70%) stand out. France, on the other hand, gathers much less recognition – 9% do not think France is a major trading financial trading centre, and only 21% strongly agree.

Respondents from Athens and previous visitors are more likely to believe this country is a major financial trading centre.

Out of five countries measured, the UK is ranked fourth in terms of whether or not it has many world beating companies. While 27% of respondents strongly agree that this is the case (and a further 44% tend to agree), 11% disagree. In contrast, virtually all respondents believe that Japan, the USA and Germany have many world-beating companies.

Respondents who are favourable towards this country are more likely to 'strongly' agree that the UK has many 'world beating' companies (38%), as are men (33%) compared with women (20%).

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	87	10	1	%	+1.83
Japan	80	18	1	%	+1.77
Germany	54	40	1	%	+1.46
UK	27	44	11	%	+0.85
France	17	43	14	%	+0.63

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

Base: All successor generation in Greece (202), April-May 2000

The UK has a relatively weak reputation in Greece for producing quality goods and services. They are thought by 31% of respondents to be of better quality than those produced in 'other countries' (against 55% across the globe). This is still four times as high as the proportion who think that other products and services are of better quality (8%). People based in Salonica are less positive than those in Athens about the quality of our products and services.

In terms of value for money rather than quality, respondents in Greece tend to be more negative, indicating that our products are priced at a level not always considered to be justified. Twenty-six per cent think that British products and services are better value than those from other countries, while 17% think the opposite.

Curiously, people based in Salonica are more likely to think positively about the value for money of British products and services (38%), as are older respondents (32%).

Perceptions of British products and services

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

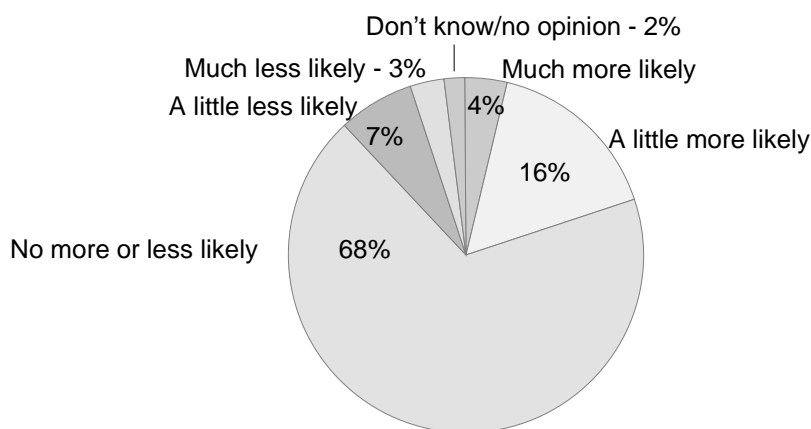
	Much better	A little better	The same	Worse	
their quality	7	23	55	8	%
their value for money	7	19	49	17	%

Base: All successor generation in Greece (202), April-May 2000

This relatively low, but still positive, regard for the quality and value for money of British products and services appears to be translated into action by some people, although not many. While the large majority of respondents (68%) say that knowing that a product or service is British has no impact on their purchase decision, 10% say they are less likely to buy it. Twenty per cent of respondents say that they are more likely to buy a product or service if they know that it is from the UK. This compares unfavourably with the world-wide scores, where 39% say they are more likely to buy a product or service they know to be British.

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 Greece (202), April-May 2000

Source: MORI

Paralleling world-wide findings, British managers are a little better regarded than our workforce. In Greece, 54% rate British managers as good (although only 8% 'very good'), while 9% think of them as poor. For the workforce, these proportions are 47% good and 3% poor. Men and respondents with a Masters/PhD are the most positive towards both managers and workers.

Perceptions of British Business

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

a) **the British workforce ?**

b) **British management ?**

	Workforce	Management
	%	%
Very good	5	8
Fairly good	42	46
Neither good nor poor	34	25
Fairly poor	2	7
Very poor	1	1
Don't know	16	12
Mean score*	+0.57	+0.61

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

Base: All successor generation in Greece (202), April-May 2000

The focus groups suggested that the respect for British managers seems to stem largely from the ethos of fair play and honesty that is thought to pervade our business life. Deals with British business people are relied upon, and they are perceived to treat workers fairly, and promote on merit (although within a relatively rigid hierarchical structure).

The British businessman is systematic and well-organised

Professional

The British manager would be a good professional - strict, formal and ambitious. He makes profit for his company

Student

He goes by the rule but keeps a distance from his subordinates. He wants to be in charge of the running of the company

Professional

Employees are faceless. They do not get in contact with the managing director, they get in contact with their department director

Professional

In the focus groups, British workers were regarded as good, solid employees because of their dutiful attitude:

*Employees are responsible, whatever they have been asked
is on time*

Professional

British Science & Technology

The UK is ranked fourth out of the five countries tested in terms of its reputation for scientific and technological innovation. Sixteen per cent respondents 'strongly agree' that we have a robust standing in this area, while a further 42% 'tend to agree'. The 'strongly agree' scores for Japan, the USA and Germany are rather higher. The UK mean score (on a scale of +2 to -2) is +0.57, which is, in fact, rather lower than the world-wide score (+0.77).

Scientific and Technological Innovation

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

	Strongly agree	Tend to agree	Disagree		Mean* score
USA	76	20	1	%	+1.73
Japan	81	15	1	%	+1.76
Germany	35	48	3	%	+1.16
UK	16	42	15	%	+0.57
France	13	26	21	%	+0.29

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

Base: All successor generation in Greece (202), April-May 2000

The message of British involvement in important scientific inventions and discoveries is clearly not getting across in Greece. In the focus groups, there was a strong feeling that the USA has taken centre stage in this arena, with American scientists more closely linked with new technology:

*Britain is not really advanced in new technology. The US is
much more ahead in that way*

Professional

*The US is very powerful in the areas of new technology and
innovation*

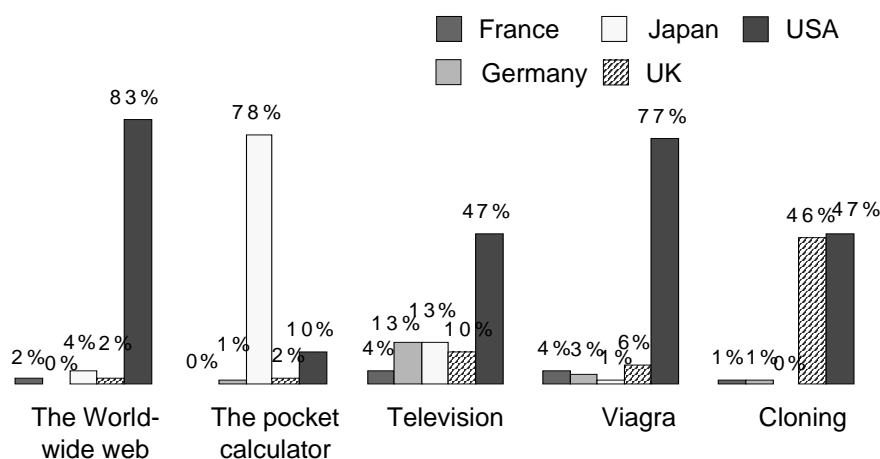
Professional

Men are more likely than women to believe that the UK does have a strong reputation for scientific and technological achievements, as are people from Athens and those who have visited the UK. This does not, however, tend to translate into knowledge about specific inventions.

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. The United States, for example, is clearly assumed to have been responsible for the World Wide Web (83% versus 2% for the UK), for Viagra (77% and 6%) and for the television (47% and 10%), all three of which are actually British in origin. Conversely, the Japanese are clear favourites in Greece and world-wide for having invented the pocket calculator (78% versus 10% for the USA and 2% for the UK), which is, in fact, American. The technological breakthrough which people are most likely to associate with the UK is cloning – 46% know that this was invented in this country, although even in this case, 47% assume it is an American invention!

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 Greece (202), April-May 2000

Source: MORI

British Personalities

Tony Blair is the most well-known British personality in Greece, and around the world, closely followed by Naomi Campbell, the Spice Girls and Hugh Grant. Film stars (Hugh Grant, 93%; Steve Martin, 83%; Rowan Atkinson, 66%; and Kate Winslet, 66%) are clearly more likely to be recognised than people in other walks of life, although strangely the designer John Galliano achieves recognition by around half of respondents (perhaps because of his Mediterranean-sounding name).

As might be expected, there are differences between the sexes with regard to recognition levels – men tend to be more likely to recognise sports people and scientists, while women have higher recognition levels for designers. People with experience of the UK have marginally 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 achieves the highest ‘I knew he was British’ factor, at 98%, some way ahead of Rowan Atkinson (88%), the Spice Girls (85%) and Hugh Grant (82%). Only one in four (27%) who have heard of Naomi Campbell know that she is British, which is probably connected with the global nature of the ‘supermodel industry’. The theory that this is linked to the fact that she is not white is counterbalanced by the fact that a high proportion (77%) of those who have heard of Linford Christie know of his British origin.

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	98	98
Naomi Campbell	98	27	27
Spice Girls	96	82	85
Hugh Grant	93	76	82
Steve Martin	83	12	14
Kate Winslet	66	43	65
Rowan Atkinson	66	58	88
Stephen Hawking	66	31	47
John Galliano	54	7	13
Liam Gallagher	47	25	53
Linford Christie	43	33	77
Richard Branson	36	24	67
Vivienne Westwood	35	18	51
William Hague	17	8	47
Damian Hirst	15	5	33
David Hockney	15	6	40
P D James	10	2	20
James Dyson	9	1	11
Tim Henman	7	5	71
Anita Roddick	6	3	50
Delia Smith	6	3	50
Firzana Perveen	1	0	0
Don't know	0	0	0
None of these	0	0	0

Base: All successor generation in Greece (202), April-May 2000

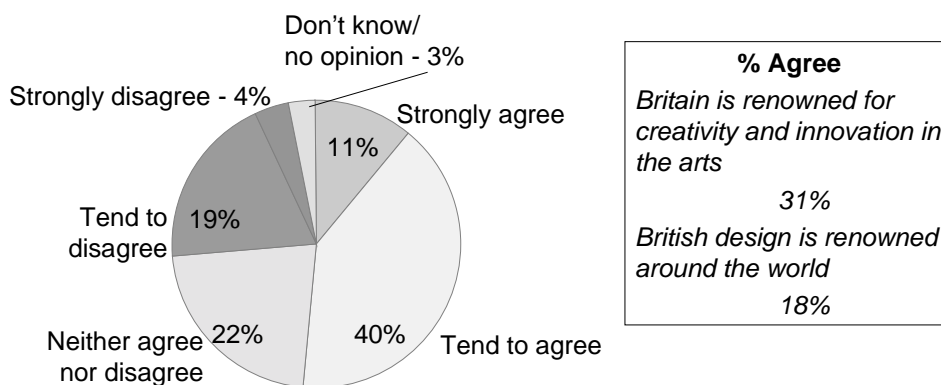
As a word of caution, it should be noted that two red herrings were inserted into the list – Steve Martin, the American actor, and Firzana Perveen from the British Council in the UK. Steve is recognised by 83% of respondents, while 14% of those who know of him think that he is British. Firzana achieves a 1% recognition factor with none of those people claiming to know that she is British.

British Art

Half of the respondents believe that Britain's reputation in the arts is based more in the past than the present. Eleven per cent 'strongly' agree. One-quarter, on the other hand, disagree with this idea. In fact, Greece is one of the most likely countries to feel that our reputation is being influenced by more modern arts.

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 Greece (202), April-May 2000

Source: MORI

Despite this, the Greeks are divided about the idea that Britain is renowned for creativity and innovation in the arts. While three in ten (31%) of the successor generation think this is the case, 39% disagree, which represents a rather more negative view than the world-wide average. In fact, the focus groups also reflected this conflict of opinion:

British artists are much more eccentric. They stand out compared to other artists. For instance, there is an artist who makes garments of paper. It was totally eccentric. Artists in Britain are more eccentric both in appearance and in mentality

Student

It's not by accident that the most innovative trends of music come from England. In Britain, there is ground for new and different ideas to be born and developed

Professional

One example is British theatre, this is more traditional. It's good quality but not in terms of the artistic spirit of the artist. There is a great difference between artistic character and just becoming an artist who works like a scientist. For me the Greek artist is more genuine and more authentic

Student

The Greeks are less likely to agree that British design is renowned throughout the world. Eighteen per cent believe this to be the case, while 50% disagree. Overall, Greece is one of Britain's harshest critics in this regard, significantly more likely than average to believe that British design does not have global renown.

British Media

Only 11% of Greek respondents believe that the British media can be relied upon to tell the truth. In fact, only one person strongly agrees with this notion. Almost half (45%), on the other hand, do not believe that this is the case. Respondents in Greece are more likely than those in most other countries to believe that our media do not tell the truth, perhaps following over-exposure to the British tabloid press by package holidaymakers - or reflecting negative impressions of the media generally.

Despite this, the focus groups showed that some participants immediately identified the British press with large newspapers, thoroughly researched articles, and detailed language.

All articles are written in a very serious style, even weather reports. It's not a newspaper that you can read easily at home or in the office because it requires attention. Even the daily news or the movies' reports are written in a serious and not at all relaxing way. Language is complicated, much too refined

Professional

I think of 'The Times' and 'The Sun' which will have an article on how the Queen had breakfast today, but then I think it will be given in a British style, a more distant one

Professional

If someone is looking for a newspaper with scientific interest or style, they should choose the British one

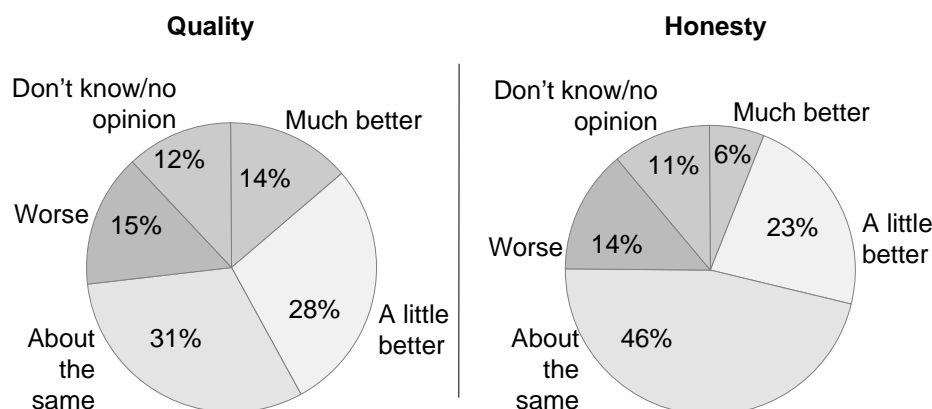
Professional

As well as thinking negatively about the honesty of the British media, 14% of respondents believe that they are less honest than the media in Greece. Twenty-nine per cent per cent think that the reverse is true, and a large majority (46%) think the level of honesty is about the same. Using a mean score from +2 ('much better') to -2 ('much worse'), the British media in comparison to the media in Greece stand at +0.2 (against a world-wide average of +0.8). Men and previous visitors to the UK are the most positive groups with this regard.

In Greece, the quality of the British media is less in doubt. Two in five (42%) rate the quality of the British media as better than in Greece, and 15% think the opposite. Respondents with PhDs have a much better impression of the quality of our media.

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 Greece (202), April-May 2000

Source: MORI

Britain's Relationships with other Countries

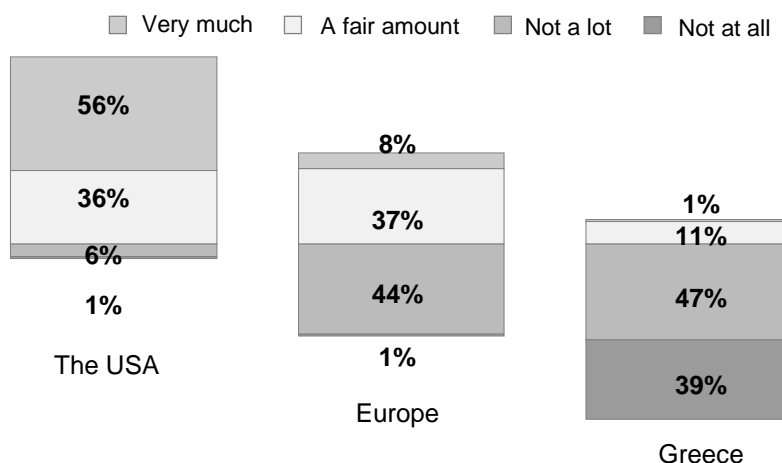
There is a clear perception that Britain places most value on its relationship with the United States. Fifty-six per cent believe that Britain values its relationship with the USA 'very much', while a further 36% say that we do so 'a fair amount'. Only 7% of the Greek successor generation believe that we value our relationship with the United States either 'not a lot' or 'not at all'.

Less than one in ten respondents (8%), on the other hand, believe that we place a great deal of value on our relationship with Europe, while 37% think we place ‘a fair amount’ of value on it.

There is a perception by the Greeks that Britain does not value its relationships with their country. Twelve per cent of the successor generation say that the relationship is important to Britain, with only three respondents believing it is valued ‘very much’. In fact, the Greeks (39%) are most likely to feel that we do not place any value at all on our relationship with their country, possibly as a result of our role in the recent Bosnian conflict.

Relationships Between Countries

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



Base: All successor generation in Greece (202), April-May 2000

Source: MORI

Whilst in many countries the opinion was expressed that the British simply keep themselves to themselves, the Greek focus group discussions highlighted a feeling that the UK does get involved in international affairs, but perhaps only when it suits us best.

They have knowledge and they are incredibly aware of a lot of things, even about what is happening a lot of miles away from their country

Student

The British take an interest in what is going on in the European Union countries. In other countries they do not

Professional

I believe that the British community likes to believe that it can exert influence. They want to believe that they influence mentalities and define the political situation in other countries. That's what they want to believe

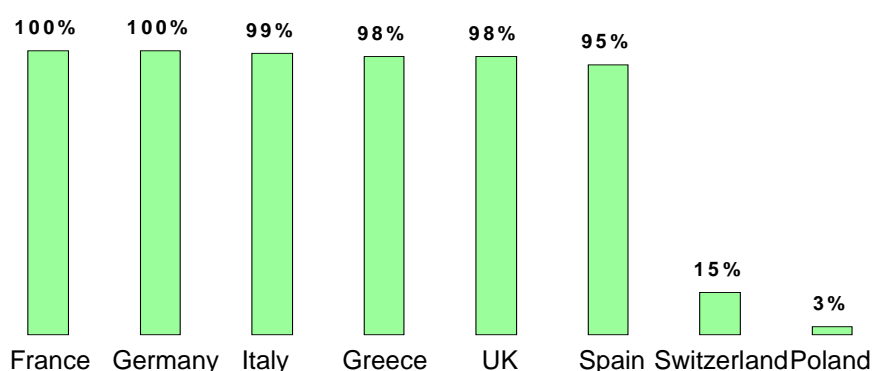
Student

The European Union

Awareness of EU membership is high in Greece. All the member countries tested score between 95% and 100%. Fifteen per cent, however, also believe that Switzerland is an EU member, and 3% say the same for Poland.

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 Greece (202), April-May 2000

Source: MORI

Almost two-thirds of Greek respondents (64%) believe that Britain plays a leading role in the European Union, with 13% agreeing strongly. These are very similar figures to those recorded in Spain, but rather more positive than the equivalent Italian figures.

Twenty per cent of Greek respondents, on the other hand, do not believe this to be the case. Women and respondents based in Salonica are most likely to think we do play a leading role.

Languages & the English Language

Virtually all (99%) respondents in Greece speak English, which makes it by far the most widely-spoken foreign language tested. French and German come second and third, with 36% and 21% respectively.

One per cent of respondents (i.e. all those who do not currently speak English) say that they would like to learn the language. Spanish is actually the language which most people say they would like to learn, at 58%, followed by German (28%), French (23%), Japanese (23%) and Chinese (10%).

English is perceived to be ‘crucial’ for international business by 85% of the Greek successor generation, and a further 14% think it is ‘very important’. Not one respondent think that English is ‘not very’ or ‘not at all’ important in this respect.

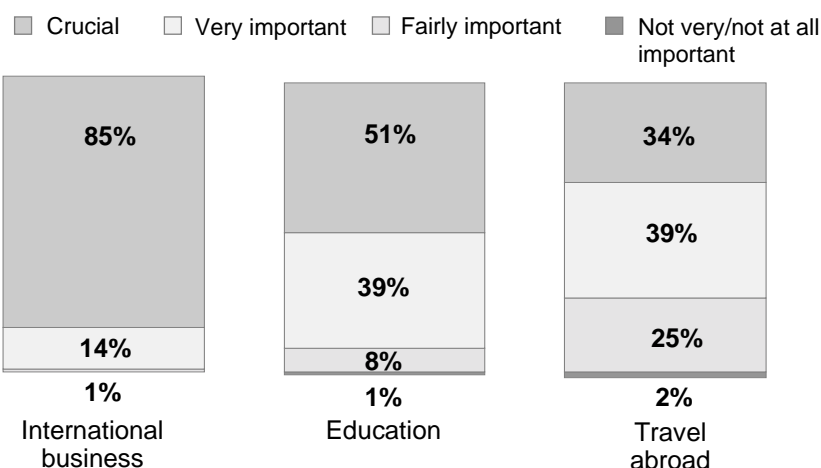
Similarly, the large majority of respondents think that English is either crucial (51%) or very important (39%) for education (either domestically or overseas). Just one per cent do not consider English to be important for education.

The least important use of English is perceived to be for travel abroad, but even here 34% consider it to be crucial, while a further 39% think it is very important. In this case, 25% of respondents think of English as not important.

In all three cases, Greeks tend to place a little more importance on the ability to speak English than others around the world.

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 Greece (202), April-May 2000

Source: MORI

Sources of Information about the UK

Local media (especially local press and national TV news) and experience, whether it be personal or someone else's, are the most cited sources of information among members of the Greek successor generation when forming an opinion about the UK.

Books (16%) are marginally more popular than the internet (12%), although the latter source has grown rapidly around the world this year, and is likely to become a very important future information source.

Sources of Information

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

	%
Local press	47
National TV news	42
Visiting the UK personally	25
People who have visited the UK	21
Word of mouth - friends & family	18
Books	16
British press	14
Internet	12
Films	12
Other international press	11
Know people from the UK	7
BBC World TV	7
Other international TV	6
Word of mouth - work colleagues	4
BBC World Service	3
Academic sources	3
Local radio	1
Tourist authorities from the UK	*
Other international radio	*
Embassies/consulates	*
Other	1
Don't know	*

Base: All successor generation in Greece (202), April-May 2000

In the qualitative work, it was clear that, although a range of different information sources were used, word of mouth and personal experience were felt to be the most reliable ones:

The most valuable source of information is an actual British family. If one has travelled to England and has stayed in a British house, that's the way one gets to know real life Britain. Apart from that the friends one meets during holidays are also important - but most important is what one hears from friends who have been there

Professional

Personal experience is the most important source, to be able to live the daily life and to be able to meet people – even during holidays in Greece. Also TV is important, even musical video clips provide information

Professional

I discuss a lot of things with friends who live there and study there. They give you an overall idea

Professional

For me, the most important source was the English courses I took. I learnt about daily life in Britain. I remember that, because of the books I read in the language course, I had a strong wish to visit London during Christmas!

Professional

The most useful way of getting information is from friends and people I know that have studied or worked there. Even when a person comes back from holidays he or she describes what the people are like, the environment, daily life and so on

Student

In contrast to the findings in some of the countries this year, the quantitative and qualitative research confirmed that BBC World TV and BBC World Service on the radio are scarcely relied upon (by 7% and 3% of the successor generation respectively).

The BBC is widely heard of but I do not think that anybody really watches it

Student

Visiting the UK

A total of 12% of Greek respondents have been to the UK for one visit, with a further 29% having been here on two or more occasions. Around three in five (57%), on the other hand, have never visited the UK.

As might be expected, older respondents have the highest average number of visits (4.7, compared to 1.5 for those aged 28 or younger).

Among those who have been to the UK, three in five have done so in the last two years, while a further 23% made their last visit between two and five years ago. For twelve per cent, on the other hand, their last visit was more than ten years ago, which will undoubtedly have an effect on their perceptions of our society.

Most of those people who have been to the UK have stayed for a while. A quarter (26%) of previous visitors have not stayed in the UK for more than two weeks at a time. Two in five of such long-term visitors (43%) have spent a fortnight or more on holiday, while 44% have studied for this length of time, and 17% have worked. Paralleling the world-wide results, men are more likely than women to have spent two weeks or more working here (25% versus 8%), while women are a little more likely to have visited the UK on holiday (47% and 40%).

Participants in the focus groups were divided about their desire to live in the UK. While some said they are happiest in their own communities, others admired the discipline and organisation of our country.

*I would only be able to live in Britain for a period of time.
For a lifetime I don't think I'd like it*

Professional

*I would not choose to live in Britain. I could accept it but I
prefer Greece where I know people's mentality, I know our
problems. And of course I don't like the climate*

Professional

*I would like to live there because Britain provides
opportunities for everyone, particularly in relation to
people's rights. I think it's an open society. From the
outside it looks conservative but it's not. It's a multi-ethnic
society and thus it accepts and allows differentiation to be
expressed. Here in Greece, a "different" person is excluded
or even set aside*

Professional

*I cannot imagine organizing myself in the British
community. It's not something in particular that I dislike,
it's the entire atmosphere, I do not find it inspiring
altogether. They are meticulous, fastidious. I feel the people
have a lack of spontaneity*

Student

*I would like to live there. There are some things that we
lack here such as meritocracy, punctuality, organization.
The way in which the institutions function gives me an
impression of good quality of life*

Student

*I have never been to Britain to see how life is there but from
what I have in mind I don't like their formality or
prinness. We Greek people are warm. I don't like their
coldness and of course there is the weather ...*

Student

Implications

The successor generation in Greece tend to be more critical of the UK than respondents elsewhere around the world. They have a particularly high opinion of the USA and Japan in many spheres of life, including business and scientific innovation.

The Greeks view Britain as a conservative society, and one which is perhaps resting on its laurels. The British people tend to be seen as cold and distant with an anti-foreign attitude, although at least views are not worse among those who have visited the UK, in contrast to the findings in some of the other countries this year.

Overall, Greek perceptions of Britain can be summed up in the following words: 'traditional', 'austere' and 'disciplined'. In contrast, the USA is thought to be 'progressive' and 'technocratic'. While the Greeks perceive their own country as 'disorganised', they say their citizens are 'much more humane'. When asked, what characteristics comprise the 'ideal community', words such as 'fair', 'supportive' and 'progressive' were frequently mentioned.

For those who took part in the focus groups, the overriding image of Britain as traditional was not always a bad thing. British businessmen, for example, may not be innovative, but they are reliable. Our teachers are not friendly, but their classes are of high quality. However, results in the quantitative survey indicate that, while tradition is seen as a strength by some, it is more likely to be labelled a weakness.

Although the Greeks are much less positive about our country than most other nationalities who have taken part this year, it should be pointed out that a significant minority are neutral about various aspects of Britain. This represents both a challenge and an opportunity when considering strategies to re-brand Britain in Greece.

British Society

While the multiculturalism of our country appears to be acknowledged, attitudes towards most other aspects of our society are less positive than is true world-wide. It is believed that British citizens are not racially tolerant or welcoming towards foreigners - and our society is certainly not thought of as 'classless'. Our legal and government systems are also fairly poorly regarded.

British Business

British business has a fairly negative image in Greece. There is a feeling that particular aspects of it are limiting our potential to grow and develop in this area. To improve our reputation, businessmen and women will need to be perceived as more innovative in their thoughts and actions. Furthermore, perceptions of the quality and value for money of our goods and services needs improving, as these are currently rated unfavourably when compared with the world-wide scores.

British Art

On a positive note, compared to the other 16 countries, Britain's reputation in the Arts is felt to be based more on the present than the past. Yet, opinions are somewhat divided as to whether we are renowned for our innovation and creativity in the Arts. Despite this, the focus groups revealed that art is seen as high quality, and (unusually for Britain) an area where we lead the world in innovation.

British Education

British education is highly regarded in Greece, although the British themselves are considered not to take full advantage of the facilities on offer. It is the US which is regarded as the best place to go to be educated overseas (or via a distance learning course) and to offer the most credibility to potential employers. British educationalists – currently perceived as knowledgeable, but unapproachable – need to be seen as more open-minded in their approach in order to gain the praise of the Greeks.

How to Communicate with the Greek Successor Generation

Information about countries, and the UK specifically, is gleaned through a wide variety of sources, especially the local press, national TV news, and visiting the UK (or talking to people who have done so). Other key sources are books and the British press. All of these sources should be exploited, where feasible (although one perhaps needs to be a little wary of the UK media as a channel, as many are sceptical of its reliability), to communicate a consistent, more positive and up-to-date image of Britain.

MORI/ 12648

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Appendices

Statistical Reliability

Topic Guide

Topline Results

Statistical Reliability

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

For example, on a question where 50% of the people in a weighted sample of 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
206	4.1	6.3	6.8

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% ±
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0

Topic Guide

Introduction – 5 mins

Name, job etc.

Communities

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

In the game we are going to pretend that there are three communities, and each one represents one of three countries - The United States, Great Britain, and Greece. 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 Greek 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 Greek 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 Greek 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 the Greek 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 Greek business ?

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

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

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