

# **Attitudes Towards Britain and the British**

**India**

**Research Study Conducted for  
the British Council**

**May - August 1999**



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# Preface

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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 India. 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  
China  
Egypt  
France  
Germany

India  
Malaysia  
Mexico  
Poland

Russia  
Saudi Arabia  
South Africa  
Turkey

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 India, the definition used was an age range of 22-35, 80% male, with quotas set for educational qualifications and job type.

## Methodology

The survey was conducted in two distinct phases, beginning with two **qualitative focus group discussions**. The groups were held in New Delhi and Bangalore during early 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 200 members of the same target audience in each country. In India, however, it was felt that the sample size ought to be increased, so a total of 307 interviews were conducted. Interviewing was conducted face-to-face, between 21st July to 3rd August 1999.

Quotas were set to ensure that a reasonable cross-section of members of the successor generation were interviewed. Again, interviewing was concentrated in those cities 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 Indian results, and compare them to those recorded around the world in other countries. 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 'Indians', 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.

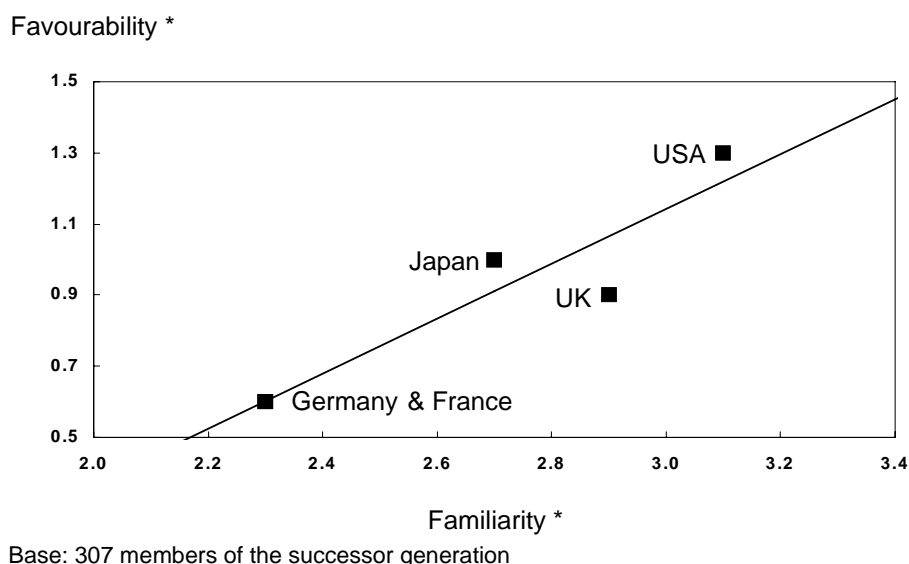
# Summary of Findings

## Familiarity and Favourability with Key Countries

The United States is the most familiar country to members of the successor generation in India. Two in five (39%) feel that they know the USA 'very well', while a further 36% know it 'a fair amount'. The United Kingdom is the second-best known country in India (23% and 42% respectively), followed by Japan. This is in contrast to the worldwide figures, where Japan is by quite a way the least well-known of the five countries tested.

Not only is the United States the country which people feel they know best, but it also achieves one of the highest favourability ratings - 54% rate their attitude towards the United States as 'very favourable'. Japan is the country which achieves the next most favourable rating (32% 'very favourable'), followed by the UK (22%). Both awareness about and favourability towards France and Germany are very similar. Those living in Bangalore tend to be more favourable towards the UK and US than people in New Delhi, whereas the reverse is the case for France and Germany.

## Familiarity & Favourability Towards Countries



\* 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'

The chart above 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.

As the chart shows, although the UK is the second best known country, the line of best fit indicates that favourability towards the UK is lower than might be expected in the circumstances.

## Images of the United Kingdom

More than one in three members of the successor generation (36%) 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 86%, followed by Scotland (69%). Wales (52%), and Northern Ireland (45%) are somewhat less recognised members of the Kingdom. This is similar to figures recorded worldwide, although Wales and Northern Ireland do tend to achieve higher scores elsewhere.

Beefeaters/the Tower of London are the most recognised images of **England**, nominated by 25%. Other popular images include the Houses of Parliament/Big Ben, football, and Margaret Thatcher (who holds off Tony Blair for the fourth spot). Intriguingly, those in Bangalore are far more likely than people in New Delhi to think of political figures – 23% nominate Margaret Thatcher, and 16% mention Tony Blair (compared to 4% and 5% respectively in New Delhi).

Unlike many other countries, where kilts are by quite a long way the most recognised symbol of **Scotland**, in India the two things people first think of are the Highlands/mountains, and whisky. Braveheart is the third most recognised Scottish image. While women are more likely than men to think of the Highlands and mountains, men are twice as likely as women to mention whisky.

Mountains are the key image of **Wales** (cited by one in five), followed by rugby, the valleys, and sheep. Indians are less likely than other countries, to associate Wales with the Royal family. The absence of any strong over-riding image for Wales is reflected by the fact that more than one-quarter - 27% can think of nothing at all about that country. Those in New Delhi are three times as likely as people in Bangalore (41% and 13% respectively) to be unable to come up with any image of Wales. (In fact, they are more likely to be able to think of no images for each of the four nations.)



**Northern Ireland** does have one image, but unfortunately it is a negative one: violence/religious war/conflicts are cited by 28%. More positively, 16% mention the scenery, while the peace process is marginally better known in India than elsewhere. Those in Bangalore show a more peaceful side, as they actually rate scenery highest of all, and are almost as likely to mention the peace process as violence generally. Similarly to Wales, more than one in four have no image at all of Northern Ireland.

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### Images of UK Countries (Spontaneous)

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

<b>Scotland</b>	<b>%</b>	<b>Northern Ireland</b>	<b>%</b>
Highlands/Mountains	30	Violence	28
Whisky	28	Scenery	16
Braveheart	11	Peace Process	12
Islands	9	Religion	6
Cold/wet weather	6	The Giants Causeway	4
Edinburgh Festival/Tattoo	3	Delorean cars	2
		Guinness	2
Nothing/don't know	10	Nothing/don't know	28
<b>England</b>	<b>%</b>	<b>Wales</b>	<b>%</b>
Tower of London/Beefeaters	25	Mountains	20
Houses of Parliament/Big Ben	15	Rugby	13
Football	14	The Valleys	12
Margaret Thatcher	13	Sheep	10
Tony Blair	10	Castles	7
The Royal Family	9	Coal mining	4
Red buses	3	Daffodils	3
Stonehenge	2	Cardiff	2
		Male voice choirs	2
Nothing/don't know	3	Nothing/don't know	27

All other answers 1% or less

Base: All. successor generation (307)

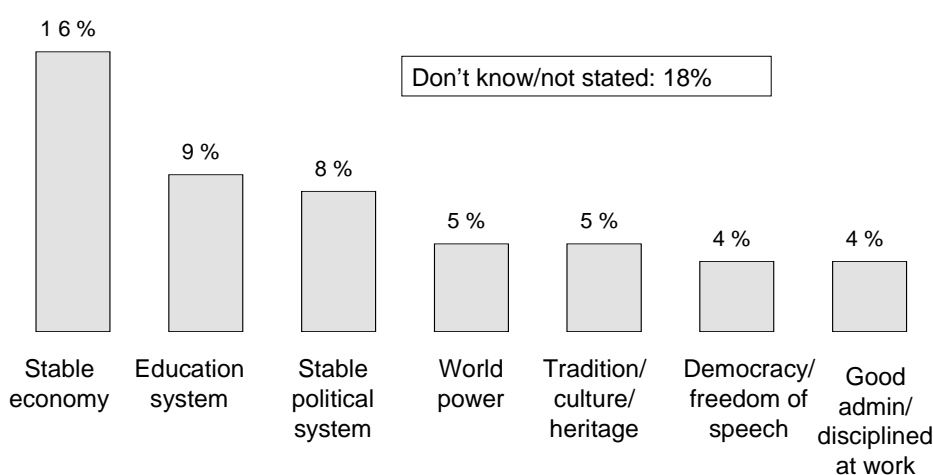
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## Britain's Strengths & Weaknesses

Indian members of the successor generation believe that the main strength of the United Kingdom is our stable economy/economic power (nominated by 16%). Our education system (9%), and our stable political system (8%) are also well-regarded. The UK's history, tradition and culture, which is regarded positively by many around the world (to the extent that it is the top answer worldwide), is cited by only five per cent of Indians as the UK's major strength.

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

Q31 What do you think is the United Kingdom's one major strength ?



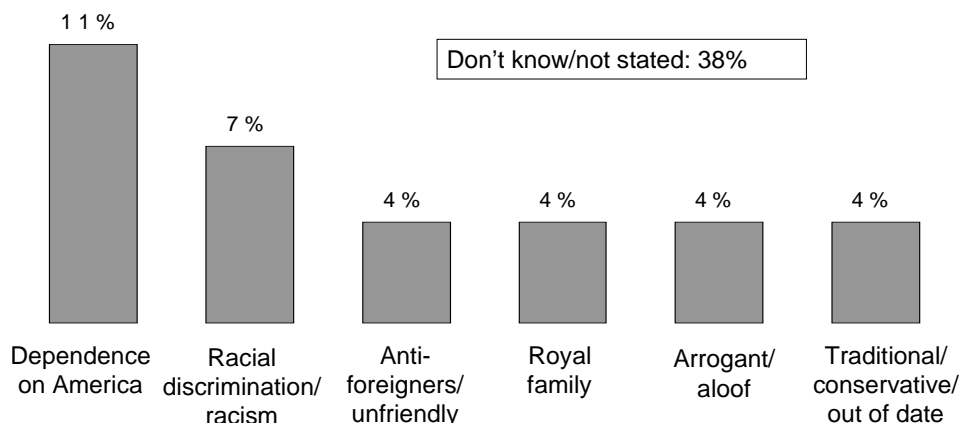
Base: 307 members of the successor generation

*If you listen to a Guest lecture from a Professor from England, he will definitely do some research on India beforehand and try to make his lecture more relevant, whereas that from US will not do so. He will keep harping about what happens in South East Asia*

Our major weaknesses, in the eyes of the Indian successor generation, is the UK's dependence on America (mentioned by 11%), and racial discrimination or racism (7%). Again, whereas worldwide it is our traditional and conservative society which most people regard as the UK's major weakness, this is only mentioned by four per cent in India. Encouragingly, two in five either don't think the UK has any weaknesses, or cannot think of any.

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

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



Base: 307 members of the successor generation

*They just follow US*

*They are not friendly like Indians. Moreover, there is lot of racial discrimination out there compared to America. Particularly, because India had been a colony of the Britishers, so they have always sort of looked down on Indians*

*They still have the Royalty and want it to exist. Whereas in other democracies, nobody believes in Royal Culture any longer*

Men appear to be more likely than women to cite dependence on the United States as a major weakness. Women, on the other hand, are more likely to be unable to think of anything.

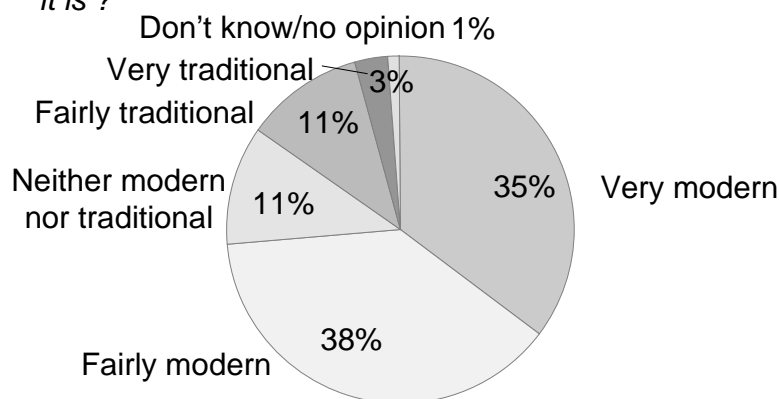
## British Society

As might perhaps be expected, given the low numbers spontaneously mentioning Britain's tradition and heritage above, unlike most countries where research took place this year, Indians tend to regard British society as modern, rather than traditional. While 35% believe that Britain is a 'very modern' society (and a further 38% think of us as 'fairly modern'), just three per cent believe that we are 'very traditional'.

This, in fact, is in contrast to expressions raised in the focus groups, where Britain was being directly compared to the United States, and came across almost as a mirror image – traditional where the United States is modern, dull where the United States is exciting etc. This would appear to demonstrate that the image of the United States is so overpowering that the image of any country being compared with it will suffer.

### 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: 307 members of the successor generation

People in Bangalore are far more likely than those in New Delhi to consider Britain to be a modern society. While 81% of those in Bangalore look upon Britain as modern, and just six per cent think of our society as traditional, in New Delhi the scores are 66% and 23% respectively. (Both the quotes below are from the New Delhi focus group.)

*When we say British, what comes to our mind is more of 18th Century kind of buildings, whereas American buildings would be more functional. They would be equipped with latest security systems like sprinklers and other latest electronics*

*British are conservative. Nothing new and dynamic in their mind*

Our health service, democratic government, and legal system are all regarded as being strong and healthy. The UK is also regarded by Indians as being committed to protecting the environment. British society also tends to be regarded as without discrimination against women, and multicultural. Despite this, however, we are not seen as particularly racially tolerant.

Members of the successor generation most certainly do not believe that Britain is a classless society, and they also tend to feel that we are not welcoming towards foreigners. Men appear to be more likely than women to hold this latter opinion.

These findings mirror those found around the world, with Indians tending to be slightly more positive than average about the various aspects of British society. On the other hand, with regard to racial tolerance (or lack of it) Indians are more likely than those elsewhere to think critically of the 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.**

	Agree %	Disagree %	Neither /nor %	Mean score (+2 – -2)	Mean score World- wide
Britain has a good national health service	84	2	7	1.4	0.9
The British system is a good example of democratic government	84	7	7	1.2	0.7
Britain is committed to protecting the environment	78	4	10	1.2	0.9
The British legal system ensures that everybody gets a fair trial	68	6	16	1.0	0.8
British society is truly 'multicultural'	61	19	16	0.7	0.6
British people are not racially tolerant	58	20	18	0.6	0.1
Britain no longer has a comprehensive system of social welfare	46	19	28	0.4	-0.1
British people are not very welcoming towards foreigners	41	33	19	0.1	0.1
Britain is now a 'classless' society	25	49	19	-0.4	-0.9
Women are discriminated against in Britain	23	51	19	-0.5	-0.7

\* 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 (307)

The positive image of the National Health Service may 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. There was also some recognition in India that the UK is a typical place where Indians may go for medical training.

The overall positive attitude towards our system of government reinforces the impressions gained in the focus group discussions, where most participants agreed that our leaders earn a great deal of respect, through their skills, and their honesty.

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 are not friendly like Indians. Moreover, there is lot of racial discrimination out there. Particularly, because India had been a colony of the Britishers, so they have always sort of looked down on Indians.*

## British Business

The United States (85% 'strongly agree'), and Japan (61%) are more likely to be regarded as having many 'world-beating' companies than is the United Kingdom (30%). Overall, just three per cent disagree that we have many 'world-beating' companies in the United Kingdom, with only one respondent disagreeing 'strongly'. Women appear to be more likely than men to strongly agree that the UK has many world beating companies.

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### World-beating Companies

**Q6 Please tell me the extent to which you agree or disagree that ..... has many 'world-beating' companies**

	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Disagree</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	
USA	85	11	1	1.9
Japan	61	26	*	1.7
UK	30	47	3	1.3
Germany	20	44	5	1.1
France	14	35	6	1.1

\* 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 (307)

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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. Many participants around the world felt that British business people were well-suited to trading in the British environment, which is regarded as bounded by rules of fair play, whereas they would be unable to cope in conditions where 'rules' get stretched, or even broken on a regular basis.

*In America, the laws are favourable to the business.....  
That's why there is more scope for flourishing whereas in  
Britain, I feel the laws are not so liberal*

*They don't realise that the British Empire is no longer  
there. They still cannot digest this fact that they are not the  
best..... they can't rule the world. So it will still take  
some time for them to come out of the shell and start  
competing with rest of the world*

*Britishers are conservative, nothing new and dynamic in  
their mind. They can't compete*

*When they had the colonies, they were using resources from  
there and were the super powers. Now they have lost their  
Colonies and hence their power*

This feeling of an unwillingness to break rules is perhaps backed up by the fact that Britain is regarded as a reliable business partner by 63% of Indians. One in nine, on the other hand, believe that we are unreliable. Those in New Delhi have a more positive attitude towards the reliability of British business partners than people in Bangalore (67% and 58% respectively).

The United Kingdom is more likely to be regarded as a major financial trading centre. Although the United States (95% agree) stands out, more than four in five (83%) agree that the United Kingdom is also a major trading centre – more even than think the same of Japan (80%). In this regard, those in Bangalore are the most positive towards the UK.

## Financial Centres

**Q5 Please tell me the extent to which you agree or disagree that ..... is a major financial trading centre.**

	<b>Strongly agree</b> %	<b>Tend to agree</b> %	<b>Disagree</b> %	<b>Mean score</b>
USA	82	13	0	+1.8
Japan	40	39	3	+1.3
UK	37	46	2	+1.3
Germany	15	45	8	+0.7
France	11	40	7	+0.7

\* 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 (2,952)

Overall, three in ten respondents rate British products and services as 'very good', while a further 55% say they are 'fairly good'. Just one per cent describe British products and services as 'fairly poor'. These figures are very similar to those recorded worldwide.

While two-thirds of Indians regard British products and services as being of high quality, just one in twenty think they are low quality. (Three in ten associate British products and services with neither high nor low quality.)

Encouragingly, three in five Indians regard Britain more as a supplier of high-tech innovative products than a supplier of traditional products. People in Bangalore are decidedly more likely to feel this way, with 72% thinking that we supply high-tech innovative products, while, in fact, those in New Delhi are marginally more likely to regard British products as traditional.

As is the case around the world, British managers tend to be rated more highly than our workforce. While 49% think that British managers are 'very good', this falls to 34% who think the same of our workforce - perhaps a hangover from our reputation in the late 1970s for constant strikes etc. Just one per cent, however, rate both the British management and workforce as poor. Favourability towards both managers and workers is higher in Bangalore, and also among women.

*Quality wise they are better in UK*

*[A British manager] puts in a lot of effort and he is committed to his work whatever he does. In India commitment is not there*



## 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	29	34	49
Fairly good	55	49	39
Neither good nor poor	14	14	9
Fairly poor	1	1	1
Very poor	0	0	0
Mean score (+2 - -2)	+1.2	+1.2	+1.4

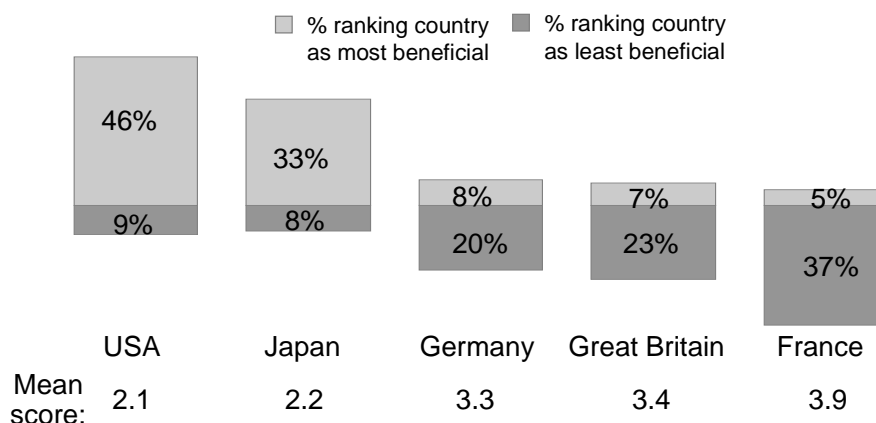
\* Mean scores are calculated by giving 'very good' a score of +2, 'fairly good': +1, 'fairly poor': -1, and 'very poor': -2. This gives a potential range of -2 to +2.

Base: All successor generation (307)

Despite the quality rating, however, British goods and services are ranked fourth out of five countries (among those who support the liberalisation of the Indian economy) in terms of how beneficial they would be to India. Just seven per cent of Indians rate British goods and services as the most beneficial, compared to 23% who rank them last, behind all four other countries measured (USA, Japan, Germany and France).

## Beneficial Goods and Services

**Q38 Please rank the countries on this card in order of how beneficial you think their goods and services would be to India. One is the most beneficial, and five is the least beneficial.**



Base: 307 members of the successor generation

## Indian Economy

Tariff and non-tariff barriers to protect Indian goods are supported by two-thirds of respondents. Just five per cent oppose such trade barriers. There is also support (although less strong) for liberalisation of the Indian economy to allow more direct foreign investment. Just under half support such a move, outnumbering those who oppose liberalisation of the economy by a factor of two to one. Around one in four respondents have no strong opinion either way, in each case. Those in Bangalore are more likely to support a more protected economy, while people in New Delhi are the most likely to favour increased liberalisation of the Indian economy.

## British Science & Technology

As with other business-related aspects\*\*, Indians tend to think a little more highly of the UK than do others. While for most people around the world, the UK is fourth out of the five countries tested with regard to having a strong reputation for scientific and technological innovation, in India we are placed third – ahead of Germany and France. Women, younger people, and those in Bangalore are the most likely to strongly agree with the idea that the UK has a strong scientific reputation.

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### 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.**

	Agree %	Disagree %	Mean score (+2 - -2)
USA	96	2	1.8
Japan	84	2	1.5
UK	78	6	1.0
Germany	62	6	0.8
France	55	7	0.7

\* 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 (307)

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These overall findings appear to back up the opinions raised in the qualitative research, where British scientists were regarded as being very rigorous, and extremely good at their jobs, but less good at capitalising on their research.

*US Scientist..... research would be more inclined to producing cost-saving things and newer ways of doing things, and UK would concentrate more on improving quality*

*In the UK they are constructive. They have contributed definitely towards mankind rather than destruction, by inventions - lots of them*

*Pure Science is strong in UK... Scientists are not biased by the market. They'll be more honest. The drawback is that they are not ready to accept new things*

## British Media

Members of the successor generation in India 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 India seven in ten feel that this is the case, compared to just eight per cent who do not think so. (Only the Egyptians have a more positive view of the British media.)

More than three-quarters of respondents believe that the British media is more honest than that in India, compared to five per cent who feel otherwise. Two in five (42%) describe the honesty of the British media as 'much better'. An even higher proportion - 86% - believe that the British media is of a higher quality than that in India. Three in five say that its quality is 'much better', while just three per cent describe it as 'a little worse'.

On both these factors, those in Bangalore are more likely than those in New Delhi to regard the British media as much better than that in India.

*A US Paper would be very thick, very difficult to read...  
Whereas British papers are superior in terms of the quality of information*

*The British are more gentleman-like, reading the paper every morning. It's more like a daily ritual*

*American newspapers would be more colourful. British papers would be professional to look at*

## British Art

Those who agree that Britain is renowned for creativity and innovation in the arts outnumber those who disagree by a factor of twelve to one (compared to a worldwide proportion of less than three to one). Overall, 72% agree, with 30% agreeing strongly.

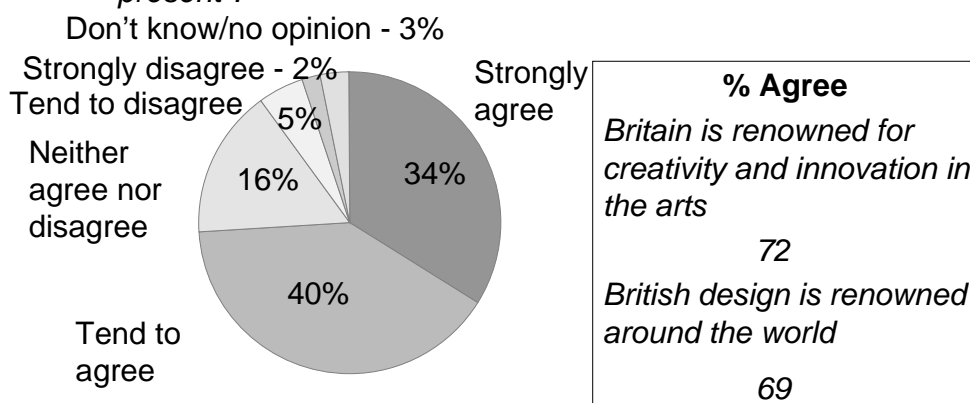
People in India also recognise that British design is renowned around the world. Seven in ten agree that this is the case, compared to just nine per cent who disagree. Indians are, in fact, more positive about the recognition of British design than any of the other countries tested this year.

There is a general consensus, however, in India and worldwide, that Britain's reputation in the arts is based more in the past than in the present. Three-quarters of those in India, agree that this is the case, with one in three agreeing strongly.

There are very few differences between different sub-groups on each of these matters. The only significant difference is that those in New Delhi are more likely than people in Bangalore to regard Britain's reputation as being based in the past.

### 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: 307 members of the successor generation

The traditional image of British art 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.

*Certainly, American artists have to be more modern as compared to British*

*They would depict Palaces in their art setting.....sitting on a riverside and painting the picture of a Palaces, old carriages, horse riding people.....*

*UK Artist, writer ..... whatever he is - his feelings are expressed in his work. It's not much done in the US*

*I think in the UK they respect artists a lot more than any other country*

*They have the time and they are appreciators of Art. They do have interest as a race. They do have a tradition of art*

Indians are marginally less likely than others around the world to be able to name a contemporary British artist. Kate Winslet and the Spice Girls achieve rather higher than average recognition, with one in twenty Indians under the impression that William Shakespeare is a contemporary artist.

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### Leading British Artists (Spontaneous)

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

Top answers:	%
Kate Winslet	11
Spice Girls	9
Hugh Grant	5
William Shakespeare	5
Naomi Campbell	5
Elton John	4
Don't know/not stated	64
All other answers 1% or less	
Base: All successor generation (307)	

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The British music scene fares a little better than art generally, both in India and worldwide. Fully one in four Indians mention the Spice Girls as contemporary British pop musicians, some way ahead of the next most popular act, Elton John. Discouragingly, two of the top six mentions – Backstreet Boys and Madonna - are, fact, American, rather than British.

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## Leading British Pop Musicians (Spontaneous)

**Q21 Can you tell me the names of one or two contemporary British pop musicians ?**

Top Answers:	%
Spice Girls	25
Elton John	6
Backstreet Boys	4
Phil Collins	3
Robbie Williams	3
Madonna	2
Don't know/not stated	63

All other answers 1% or less

Base: All successor generation (307)

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## British Personalities

Tony Blair is the most recognised British 'celebrity' among the successor generation around the world and in India, followed by the Spice Girls. No doubt riding high on the success of the film *Titanic*, Kate Winslet achieves the third highest level of recognition in India, pushing the worldwide number three – Naomi Campbell back to fourth place. Discouragingly perhaps, Robin Williams (the only American in the list) comes in as the fifth most recognised name. With Hugh Grant also fairly well known, film stars evidently achieve high levels of recognition, followed closely by sports stars such as Tim Henman and Linford Christie.

In most cases, Bangalore residents are more likely to be aware of the personalities on the list than those in New Delhi. In some cases, there is a very large difference, such as Kate Winslet, for example, who 83% of Bangalore respondents have heard of, compared to 60% in New Delhi.

Tony Blair remains the personality who people are most likely to be aware is British, with the top four positions held by the top four who achieve the highest recognition overall. Encouragingly, rather fewer believe that Robin Williams is British, although 11% do believe this to be the case.

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 and the Spice Girls who remain in top position, it is Tim Henman and Linford Christie, starting from a lower recognition base, who rise up to become the third and fourth most likely to be associated with Great Britain. Hugh Grant and Damian Hirst follow close behind.

## 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	91	84	92
Spice Girls	83	52	63
Kate Winslet	71	34	48
Naomi Campbell	43	18	42
Robin Williams	36	11	31
Tim Henman	32	17	53
Linford Christie	27	14	52
Hugh Grant	24	12	50
Stephen Hawking	16	6	38
William Hague	15	5	33
Richard Branson	12	4	33
Delia Smith	12	3	25
James Dyson	11	2	18
Rowan Atkinson	10	3	30
P D James	10	4	40
Anita Roddick	10	2	20
John Galliano	8	2	25
Stephen Shaw	8	2	25
Damian Hirst	6	3	50
David Hockney	6	2	33
Liam Gallagher	4	*	09
Vivienne Westwood	4	1	25
None of these	1	1	
Don't know	2	6	

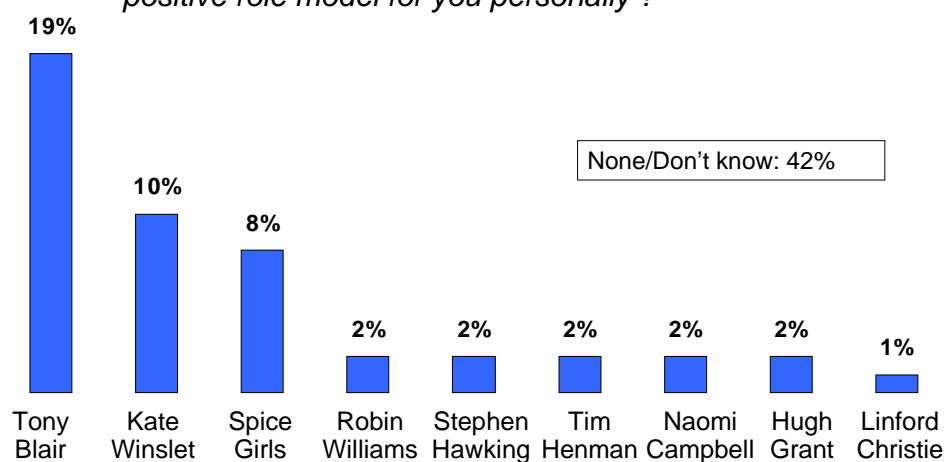
Base: All successor generation (307)

As a note of caution, it should be noted that a red herring was inserted into the list - Stephen Shaw from the British Council in the UK. Stephen achieved an eight per cent recognition factor in India (21% worldwide) with fully one-quarter of those people claiming to know that he is British. One person even claims 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, perhaps), 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 'celebrities' such as David Hockney or Vivienne Westwood. There is no obvious reason why someone might make up knowledge of Stephen Shaw but admit that they have never heard of Damian Hirst or Liam Gallagher.

Once again, Tony Blair is the personality who stands out as a potential role model both in India and around the world. Fully 19% of the members of the successor generation in India say that he represents the most positive role model for them personally. Two in five respondents, on the other hand, do not feel that any of the personalities listed represents a positive role model for them. Men (21%) are more likely than women (8%) to nominate Tony Blair as a role model. Not surprisingly, on the other hand, women are twice as likely as men to think of Kate Winslet in such a light.

## Role Models

Q22c Which, if any, of the people on this card represents the most positive role model for you personally ?



Base: 307 members of the successor generation



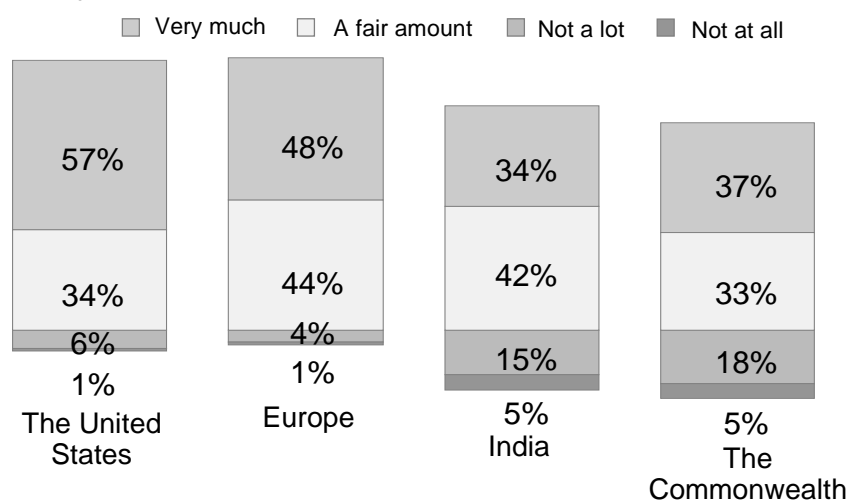
## Britain's Relationships with other Countries

Britain is perceived as valuing its relationship with the United States rather more than either Europe or the Commonwealth. In most countries where the research took place there is a perception that Britain values its relationship with that country less than the other three places. In India, the value we place on our relations with the Commonwealth and with India itself are seen as very similar.

While three 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. Two in five believe that we value our relationship the Commonwealth 'very much', while around one-third feel that Britain feels that way about India. One in five Indians feel that we do not value our relationship with their country (with five per cent claiming that we do not value the relationship at all). These scores for India are, however, rather more positive than recorded in all bar one of the other countries surveyed this year.

### Relationships Between Countries

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

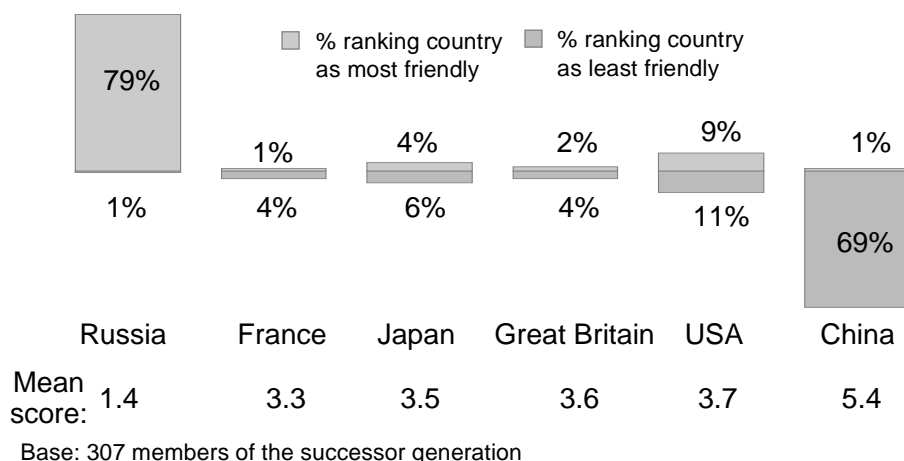


Men (61%) are decidedly more likely than women (34%) to think that Britain values its relationship with the United States 'very much'. New Delhi residents are also more likely than those in Bangalore to feel this way.

On a list of six countries, Britain is ranked fourth in terms of how friendly each country is towards India (i.e. supportive in international forums such as the United Nations or World Trade Organisation). Russia is thought to be the most supportive by some distance, with 79% of respondents ranking it top – compared to two per cent who rate Britain as the most friendly. China is the least friendly, with 69% ranking it last (compared to four per cent who think Britain should be placed in that position). Aside from Russia and China, there is not a great deal of difference in the mean 'friendliness' scores between the other four countries.

## Friendliness Towards India

**Q35** Please rank the countries on this card in order of how friendly you think they are towards India (i.e. supportive in international forums such as the United Nations and the World Trade Organisation). One is the most friendly, and six is the least friendly.

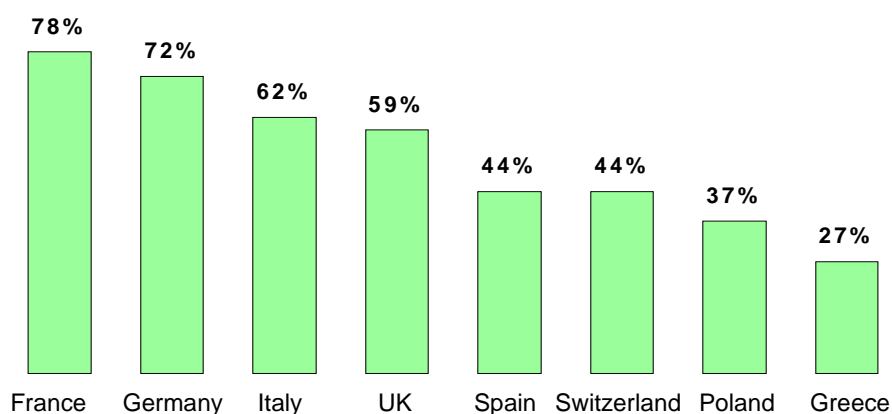


## The European Union

France, Germany and Italy are the three countries which most Indians recognise as being part of the European Union. The UK is the fourth most-recognised EU member. Two in five know that Spain is an EU member while exactly the same proportion also believe that Switzerland is part of the Union.

## 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.



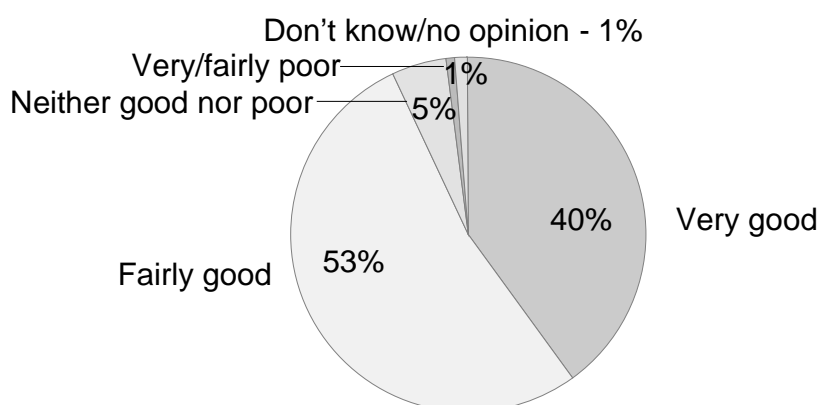
Base: 307 members of the successor generation

## Education

More than nine in ten members of the successor generation in India rate the overall quality of British higher education as good. Two in five rate British education as 'very good'. By way of contrast, just one per cent of respondents thought of British education as either fairly or very poor.

### 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: 307 members of the successor generation

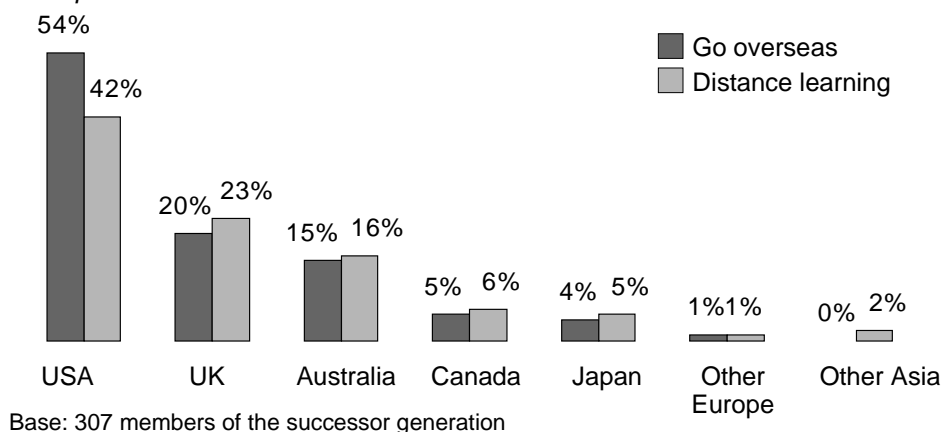
Despite this very positive finding, the United States stands out as the country in which most members of the successor generation would prefer to study. Overall, the UK is the second choice, followed by Australia. Neither Canada nor Japan score particularly highly.

For distance learning courses, although the rank order of favourability remains the same, the UK edges closer to the United States. This is entirely due to an increase in interest among men, as women are no more likely to choose the UK for a distance learning course than they would be to actually come here.

These findings would appear to back up the qualitative research, which found that British teachers and professors are regarded as being extremely knowledgeable, but not particularly communicative. Whereas it is felt that it is possible to interact with an American teacher, this is discouraged in British institutions. A distance learning course would therefore negate many of the advantages which an American institution is perceived to offer, 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 ?



*[British educators are.] not very interactive with students.  
Just coming and delivering the lecture*

*They do train people based on individual capacity for  
capability, for a specific task*

*Education is very expensive. The colleges do not offer  
scholarships. Living-wise also, it's very expensive. Then  
transportation etc all pile up and make it a costly affair*

The United States is, to a great extent, regarded as providing the educational qualifications which provide the most credibility with potential employers. In India (in contrast to many other countries), qualifications from the UK are ranked as less credible with employers than those from Japan and Australia.

## 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	64	58
Japan	11	6
Australia	9	2
UK	8	22
Canada	5	3
India	*	7

Base: All successor generation (307)

There is a general feeling that the British are themselves well educated. Nine in ten feel this way in India, with one in three going so far as to believe that we are 'very well educated'. Those in Bangalore have the most positive view of the extent to which the British are educated.

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### 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	32	23
Fairly well educated	57	53
Neither well nor poorly	9	16
Fairly poorly educated	*	4
Very poorly educated	1	*

Base: All successor generation (307)

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These findings evidently indicate that there is a perceived gap between the high regard with which members of the successor generation themselves place on the quality of British education, and the credibility which our qualifications are perceived to have with their employers. It is therefore not enough to persuade Indian students that Britain would be a good place to study, but to persuade them that the qualifications they achieve will be thought highly of, on their return.

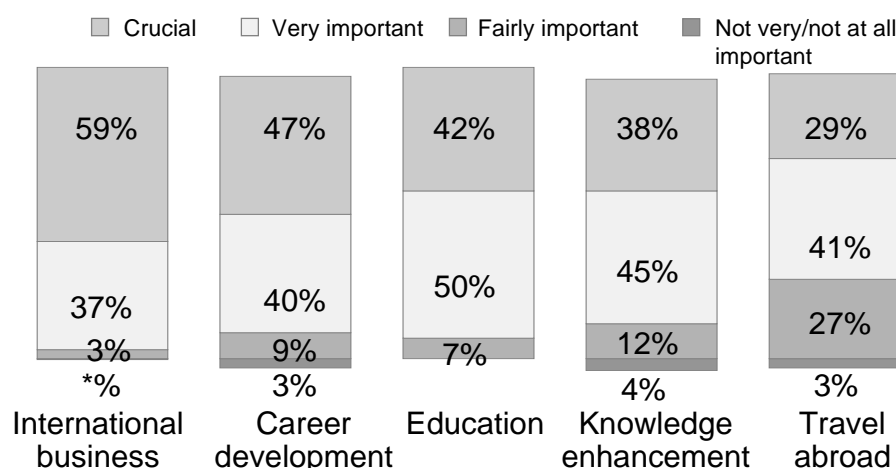
### Languages & the English Language

Virtually all the successor generation in India speak English. It is clearly the most common 'non-Indian' language spoken, with French the next most common language, spoken by just four per cent. French is, in fact, the language which most Indians say they would like to be able to speak – 68% nominate it as their preferred language, followed by German (28%), Japanese (16%) and Spanish (14%).

The importance of English as the language of international business is demonstrated by the fact that 96% of Indian members of the successor generation rate it as at least 'very important'. The figure of 59% who say it is 'crucial' in this regard is, in fact, slightly lower than the average around the world (69%). Career development is regarded as the next most important use of English, with almost half rating it as crucial. Travel abroad appears to be the least important area for English, but even here, seven in ten rate it as at least very important.

## Importance of English Language

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



Base: 307 members of the successor generation

While those in Bangalore tend to be more likely than respondents in New Delhi to regard English as crucial for each of these activities, it is in international business where there is the biggest difference (65% in Bangalore compared with 54% in New Delhi). Women are more likely than men to think of English as crucial in all five areas. Younger people (aged 22-25) are more likely than older respondents to regard English as crucial for international business, education, and travel abroad.

## Sources of Information about Countries

People use a wide variety of information sources when finding out about other countries. International TV, press, media from the country concerned and books all rank highly as sources of information by the successor generation in India. One-third of respondents cite international TV as the single most important source of information for them about foreign countries.

The BBC is evidently among the most highly regarded broadcasting organisations, as when asked about sources of information on the UK, the top two responses are BBC World TV (62%) and the BBC World Service (40%). Three in ten members of the successor generation claim to find out about the UK from our press, while one-quarter rely on books, and the Indian press.

Women are more likely than men to cite British or other international sources of information about the UK, while men tend to rely more on Indian information sources. Women are also more likely to mention personal visits as an important source (although given that only one respondent has actually visited so far, this would appear to indicate that many women are simply reserving judgement at this stage!).

### 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.

BBC World TV	n/a	n/a	62
BBC World Service	n/a	n/a	40
British press	n/a	n/a	31
Books	43	6	26
Media (press, TV, radio) from that country	43	20	n/a
Local press	27	5	24
(Other) International press	51	12	21
(Other) International TV	73	34	21
Local(/National) TV news	27	4	18
Films	25	1	13
People who have visited that country/the UK	25	6	12
Word of mouth - friends & family	21	1	12
Visiting the country/the UK personally	11	4	7
Word of mouth - work colleagues	11	2	7
Know people from that country/the UK	9	1	4
Local radio	10	0	3
(Other) International radio	28	3	3
Other local TV	7	0	n/a
Tourist authorities from that country/in the UK	3	*	2
Other official (UK) sources from that country	3	1	0
Other	*	0	0

Base: All successor generation (307)

*They all speak of the past glory, the medieval Britain.  
Even the movies are about the past. We have no news of  
Britain today. All the news you get is about Royalty*

*UK has ruled India and that has led us to have certain  
perceptions, but I feel there is a lack of information on  
Britain*

Around two in five members of the successor generation worldwide have visited the United Kingdom at least once, with 13% having visited on three or more occasions. This is most certainly not the case in India, though, as the vast majority have never visited this country. Interestingly, the proportion who say that they have visited rises between the middle to the end of the interview, by which point three per cent say they have travelled to Great Britain. Among those who have done so, none had any difficulties in obtaining their visa.

## Impact of Nuclear Tests

The overriding impact of India's nuclear tests conducted last year has been to increase Indians' pride in their nation. More than four in five say that their pride has increased 'a great deal', compared to just three per cent who say that their pride in India has fallen as a result of the nuclear tests. Women and men, plus those living in New Delhi and Bangalore, all feel the same way on this issue.

The proportion who feel that India's security has increased a great deal stands at more than seven in ten, while, again, just three per cent feel that India's security has declined. In this case, men are more likely than women to regard the nuclear tests as having increased India's security a great deal.

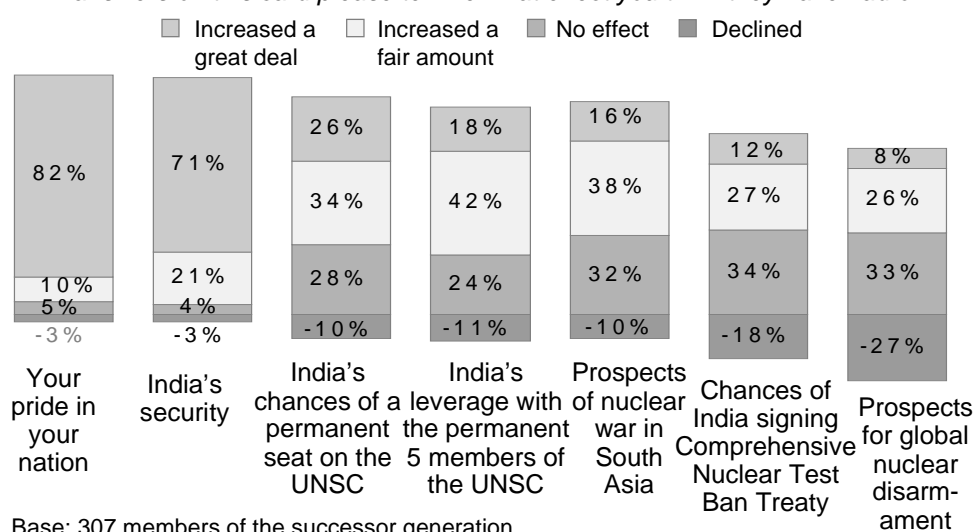
Three in five members of the successor generation think that the nuclear tests have increased India's chances of securing a permanent seat on the United Nations Security Council, while a similar proportion think that they have increased India's leverage with the current permanent five members. On both of these issues, those in New Delhi are more likely than people in Bangalore to feel that this has occurred.

On a more negative note, more than half think that the prospects of nuclear war in South Asia have also increased as a result of the nuclear tests, with one in six thinking that the chances have increased 'a great deal'. More than one in four believe that the tests have led to a decline in the prospects for global nuclear disarmament (although it should be pointed out that one in three think that such prospects have actually increased).



## Impact of Nuclear Tests

Q33 Thinking about the nuclear tests conducted by India last year, from the answers on this card please tell me what effect you think they have had on...



## Relations between India and Pakistan over Kashmir

The strongest feeling on this matter among members of the successor generation in India is that Kashmir is a matter which should be dealt with between India and Pakistan themselves, without the intervention of outside bodies. Three-quarters disagree with the idea that NATO should intervene in Kashmir, with more than half disagreeing strongly. Seven in ten say that international involvement of any sort should be avoided (although one in five disagree with this idea). Exactly the same proportions agree and disagree that India and Pakistan should not ask the United Nations to help resolve their differences.

In each of these cases, women are more likely than men (and to a lesser extent, younger respondents are more likely than older people) to favour some sort of outside intervention.

Around two-thirds of Indians believe that Britain has made it clear that it wants to see India and Pakistan resolve their differences through bilateral dialogue. Half say that bilateral talks offer the best prospect for a solution, although one in three disagree. There is a strong difference of opinion between residents of New Delhi and Bangalore on this last issue. While those in New Delhi favour bilateral talks by a factor of three to one (63% and 20% respectively), 48% of Bangalore residents disagree that this approach does offer the best prospects for a solution (compared to 35% who agree).

There is a slight majority against the notion that the people of Kashmir should be allowed to determine their own future, while Indians are equally split as to whether or not they feel Britain is seeking to mediate on the Kashmir issue. Women are more likely than men to agree with both these notions.

## Relations Between India and Pakistan

**Q34 Taking your answer from this card, please tell me the extent to which you agree or disagree with the following statements about relations between India and Pakistan.**

	<b>Agree</b> %	<b>Disagree</b> %	<b>Neither/ nor</b> %	<b>Mean score</b>
International involvement of any sort should be avoided	71	20	8	+0.9
Britain has made it clear that it wants to see India and Pakistan resolve their differences through bilateral dialogue	65	8	19	+0.9
The line of control should be officially designated as the international border	69	24	6	+0.8
Bilateral talks, like those which took place in Lahore, offer the best prospect for a solution	49	34	15	+0.2
The people of Kashmir should be allowed to determine their own future	42	47	9	-0.1
Britain is seeking to mediate in Kashmir	33	34	20	-0.1
India and Pakistan should ask the United Nations to help resolve their differences	21	71	7	-0.9
NATO should intervene in Kashmir as it did in Kosovo	14	76	7	-1.1

\* 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.

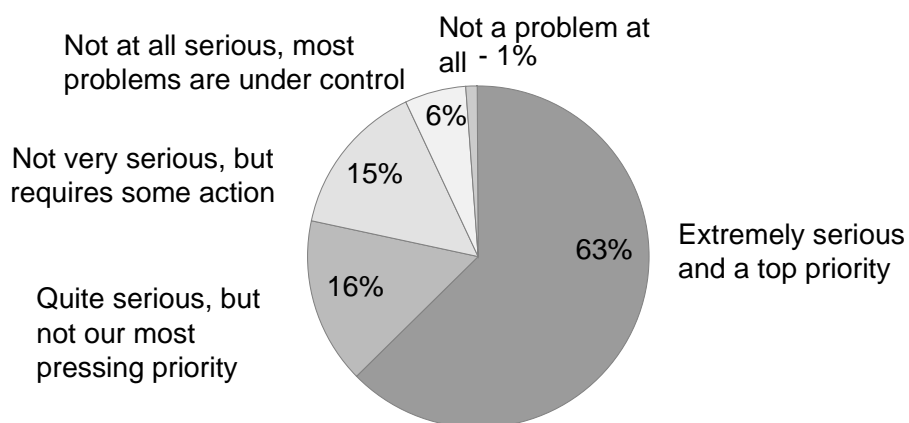
Base: All successor generation (307)

## Pollution in India

Pollution is regarded as an extremely serious issue in India. More than three in five regard it as a top priority, while a further 16% say that pollution is 'quite serious'. Just seven per cent of respondents believe that pollution is not a serious issue.

### Pollution

Q36 Which one of the statements on this card best describes how you view the issue of pollution in India ?



Base: 307 members of the successor generation

# Implications

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- Overall, attitudes towards the United Kingdom among the successor generation in India are rather more positive than negative. When compared to the other twelve countries where research has taken place this year, scores in India are also often more positively biased towards the UK than the norm. Areas where the Indians seem to regard the UK in an especially favourable light include:
  - Our democratic system of government
  - Both our managers and workforce
  - The honesty and quality of the British media
  - The importance we place on our relationship with India
  - Overall favourability (as well as a higher than average familiarity rating).
- As in most countries around the world, Indians are exposed to a huge amount of information (news, media, advertising etc.) about the United States. Over the last fifty years since independence, India has steadily widened the gap in the relationship it used to have with the United Kingdom. This means that the successor generation today have no particular ties to this country, and tend to look to the US to set them an example of how to move forward.
- As a consequence of this, many of their images of our society appear to be rather out-dated. This was most clearly demonstrated in the focus group discussions, where the UK was often held up as the opposite of the United States – backward looking compared to the go-ahead USA, dull and dreary compared to light and colourful, rigid and restrictive compared to flexible and ‘can-do’ etc. This is hardly surprising if Indians are constantly being exposed to contemporary images of USA, but have to make up an image of the United Kingdom from distant memories. The most common images of the four countries making up the United Kingdom tend to concentrate on historical issues (excepting Northern Ireland where violence is the predominant image). Margaret Thatcher remains a more potent image of England than Tony Blair.
- Although the BBC is given a great deal of credit for helping to form images of the UK, through the World Service and BBC World TV, perhaps the overriding imagery given by this source is also helping to create a rather stuffy, dated image, in comparison with popular media sources emanating from the United States.

- Indians are decidedly less likely than residents of other countries taking part in the survey this year to have actually experienced the United Kingdom at first hand. Whereas in many countries one-third or more of the members of the successor generation have visited the UK at least once, hardly any respondents in India had done so. Given that experience suggests that people are often 'pleasantly surprised' by the United Kingdom once they visit, the logical long-term approach would seem to be to encourage as many people as possible to come here at least for a short while.
- The lack of contemporary imagery/experience may also be having an effect in terms of how members of the successor generation regard our colonial relationship with India. The focus groups highlighted a lingering resentment among some participants about how Great Britain had treated India, with a perception that we took a great deal, and gave nothing back. This, in turn, means that we have a great deal to do, if we are to turn this feeling around. As there is nothing we can do to change what actually happened during the days of the British Empire, perhaps the best approach would be to put a more positive 'spin' on the events, and emphasise all the positives which came out of the relationship.
- The UK's most cited weakness is an over-dependence on the United States. Following this, however, are several related issues, including racial discrimination/racism, an attitude of intolerance towards foreigners, and a general aloof/snobbish attitude. As in other countries, Indians express a rather more positive opinion about British institutions than they do about British people. As so few have first-hand experience of the UK, however, it is perhaps the case that this imagery comes largely from a lack of exposure to modern British society.
- Interestingly, Bangalore residents tend to be rather more knowledgeable about, and more favourable towards the UK than do people living in New Delhi.
- Members of the successor generation appear to prefer a policy of non-intervention on the Kashmir issue. They indicate that they do want neither the UN nor NATO to become involved. As opinion is split as to whether Britain is trying to mediate on the issue, the most effective policy to keep the Indians happy may well be to let them continue without our involvement.
- The successor generation also tends to be rather bullish about the recently tested nuclear deterrent. The nuclear tests have increased their pride in their nation, and, they feel, improved India's security. At the same time, however, more than half feel that the prospects of nuclear war in South Asia have also increased.



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# Appendices

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## 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 307 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than six percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>			
<b>Size of sample on which survey result is based</b>	<b>10% or 90% ±</b>	<b>30% or 70% ±</b>	<b>50% ±</b>
2,600	1.2	1.8	1.9
307	3.4	5.1	5.6
200	4.2	6.4	6.9

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

<b>Differences required for significance at or near these percentage levels*</b>			
<b>Size of the samples compared</b>	<b>10% or 90% ±</b>	<b>30% or 70% ±</b>	<b>50% ±</b>
257 vs 50 (men vs women)	9.1	13.9	15.1
157 vs 150 (New Delhi vs Bangalore)	6.7	10.3	11.2

## 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).

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