

Attitudes Towards Britain and the British – Italy

Research Study Conducted for
the British Council



April - June 2000

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Preface

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

Background and Objectives

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

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

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

This year, the main survey covered the following countries:

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

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

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

- Aged 25-40
- Post graduates attending a postgraduate course or who have already succeeded in it
- Young executives working in leading organisations

Methodology

The survey was conducted in two phases, carried out in parallel, including a qualitative phase and a quantitative phase; the qualitative part of the research consisted of two **focus group discussions** in Italy. Fieldwork took place in Milan between 9th and 10th May 2000. Groups were moderated by an experienced researcher with MORI's research partner in Italy.

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 204 members of the same target audience. Interviews were conducted face-to-face. Fieldwork took place between 3rd – 22nd May 2000 in Milan and Rome. Quotas were set to ensure that a reasonable cross-section of members of the successor generation was interviewed.

Report Layout

This report will concentrate on the Italian 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. Please note that verbatim comments attributed as 'postgraduate' include those currently attending a postgraduate course or those who have already succeeded in it. Copies of the English language versions of both the questionnaire and topic guide are appended.

Interpretation of the Data

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

Publication of the Data

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

Summary of Findings

Familiarity and Favourability with Key Countries

Unlike most countries around the world, where the United States is the best known of the five key countries measured, members of the successor generation in Italy are more familiar with the United Kingdom. Two-thirds (63%) feel that they know 'a fair amount' about the UK, while a further 12% feel that they know the country 'very well'. Only three per cent feel that they 'know almost nothing about' the UK.

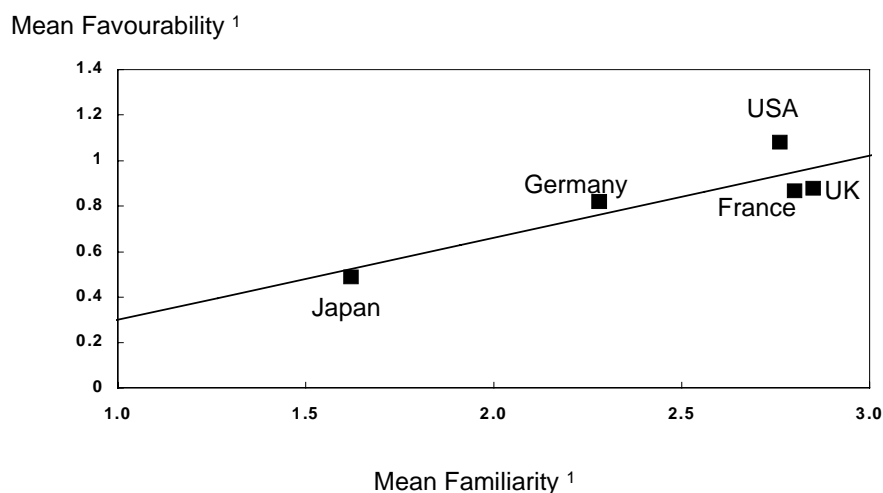
France is the next best known country; 57% 'know a fair amount', while a further 14% know it 'very well'. In third place is the United States, known fairly or very well by two-thirds of the successor generation. Eight per cent of respondents feel that they 'know almost nothing about' the USA. Japan and (perhaps surprisingly) Germany are the nations that are least well known. While one in five state they know almost nothing about Germany, half (49%) feel this way about Japan. A further 37% state they 'know just a little' about each.

Despite respondents being less familiar with the United States than other countries, it is nevertheless the most favoured. One in three (35%) are 'very favourable', and a further 45% are 'mainly favourable' towards the USA. The UK falls in second place, with one in five 'very favourable', and 58% 'mainly favourable'. Respondents based in Rome are more favourable towards Britain than those living in Milan (84% vs. 70%).

In third place is France; three-quarters of the successor generation are very or mainly favourable towards it, while for Germany this score is 71%. Japan is the least favoured country; one in six respondents state they are unfavourable towards it, although a third are neither favourable nor unfavourable.

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'. As can be seen, Italians are most familiar with the United Kingdom, while the USA is the most favoured. This means, in fact, that the UK sits below the line of best fit, indicating that for the level of familiarity, it might be expected that Italians should be a little more favourable towards this country.

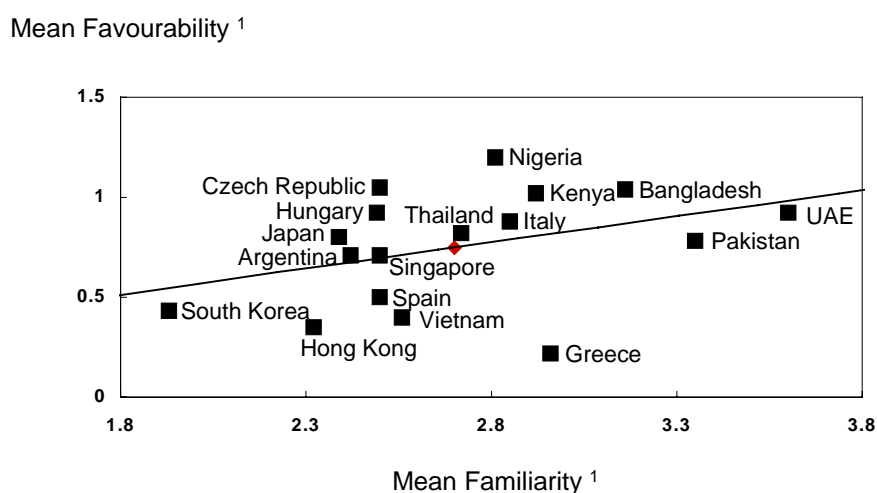
Familiarity & Favourability Towards Countries



Base: All successor generation in Italy (204), May 2000

The chart below shows how familiar and favourable towards the United Kingdom each of the participating countries are. The top right (most knowledgeable and favourable countries (Nigeria, Bangladesh and Kenya) are all former colonies, which evidently retain a degree of affection for the UK. Italy is among those countries that are more familiar with and favourable towards the UK.

Familiarity & Favourability Towards the United Kingdom



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

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

The successor generation in Italy is particularly knowledgeable about which countries make up the United Kingdom. England and Scotland are the most recognised nations within the UK, both cited by 90% of respondents (vs. 85% and 80% respectively world-wide). Northern Ireland (86% vs. 72% world-wide) and Wales (83% vs. 67%) are also correctly cited by most. Four per cent of respondents say, without prompting, that the United Kingdom is the same as Great Britain. As ever, there are one or two 'less aware' people taking part in the survey. One per cent of respondents believe that Australia is part of the United Kingdom, while another one per cent believe Ireland is included.

In Italy, the most popular image of England is London, mentioned spontaneously by one in five respondents. The Royal Family is the second most popular image, cited by 12% of respondents (the most popular image world-wide, cited by 19%). Italians from Rome are more likely to associate England with the Royal Family with than those from Milan. A further 10% cite the Queen, while 5% spontaneously mention Buckingham Palace/the changing of the guards. Keeping the theme in London, 8% cite the Houses of Parliament/Big Ben as their main image of England. Interestingly, only 1% (11% world-wide) of respondents mention football as an image associated with England.

Around the world, and in Italy, kilts are the most popular image of Scotland, mentioned by 24% of respondents. Bagpipes (16%) are the second most popular image, particularly among those from Rome (21%), followed by whisky (15%) and the highlands/mountains (9%). Castles are also strongly associated with Scotland (8%), particularly among post graduates (19% vs. 5% for executives).

World-wide and in Italy, images of violence dominate how people perceive Northern Ireland. One in three Italians (35%) mention violence or religious conflict, while a further 15% mention the IRA or Sinn Fein specifically. Ireland's greenery/scenery is cited by one in five, while Belfast is cited by 6%. Respondents in Rome are more likely to cite violence/religious war (44% vs. 26% in Milan), while those in Milan are more likely to mention Ireland's scenery or green fields (25% and 16%).

Wales is the UK country for which respondents are most likely to draw a blank – 7% can conjure up no image at all. The top responses are Prince Charles, Prince of Wales (16%), castles (13%) and rugby (7%). Sheep and coal mining are also relatively prominent images among the Italian successor generation (cited by 6% each). Men are more likely than women to cite rugby (10% vs. 1%), and younger members of the successor generation are more likely than their elders to associate castles with Wales (19%; 25-30 year olds vs. 9%; 31-40 year olds).

Images of UK Countries *(unprompted)*

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

Scotland	%	Northern Ireland	%
Kilts	24	Violence/religious conflict	35
Bagpipes	16	IRA/Sinn Fein	15
Whisky	15	Greenery/green fields	11
Highlands/mountains	9	Scenery	9
Castles	8	Belfast	6
Scenery/landscapes	7	Cold/rainy weather	4
Loch Ness/monster	5	Religion	3
Edinburgh	4	Pub	3
People/Scottish	3		
Nothing	*	Nothing	*
England	%	Wales	%
London	20	Prince Charles/Prince of Wales	16
Royal Family	12	Castles	13
The Queen	10	Rugby	7
Houses of Parliament/Big Ben	8	Sheep	6
Buckingham Palace/ the guards at Buckingham Palace	5	Coal mining	6
Bad/grey weather/rain/fog	4	Beautiful landscapes	6
Powerful economy/industry/ industrial areas	4	Royal Family/British monarchy	5
Colleges/Oxbridge/education	4	Princess Diana/Princess of Wales	5
Music/arts/culture	3	Welsh/celtic dialect	4
		Mountains	4
		The valleys	3
		Football/football team	3
Nothing	0	Nothing	7

All other answers 2% or less

Base: All successor generation in Italy (204), May 2000

United Kingdom's Strengths & Weaknesses

As elsewhere, tradition is regarded both as a major strength and a weakness of the UK by the Italian successor generation. Seventeen per cent of respondents state that tradition, culture, heritage and conservatism are a major strength of this country, along with English being regarded as the universal language (19%).

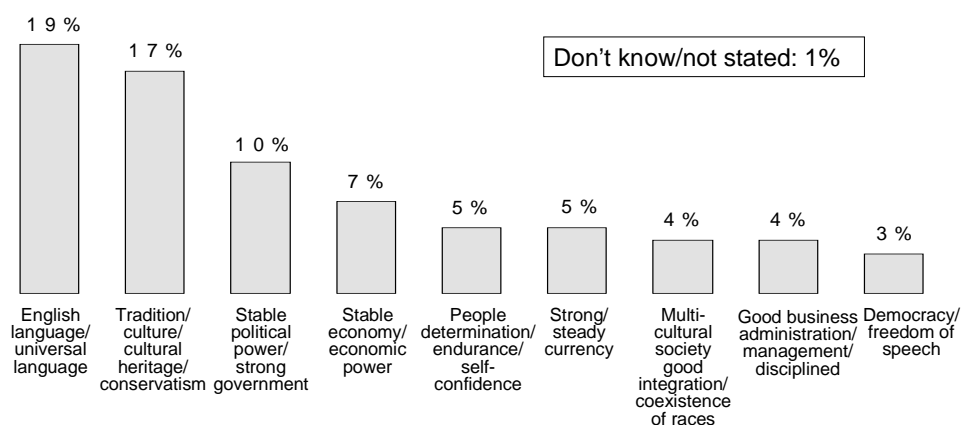
They are experts in the colonial sense, they still feel like rulers of the world, and one example is the language they speak. They don't learn any other languages, they only know English

Executive

Other major strengths include our strong government (selected, unprompted by 10%) and our stable economy (7%).

The United Kingdom's Major Strengths (Spontaneous)

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



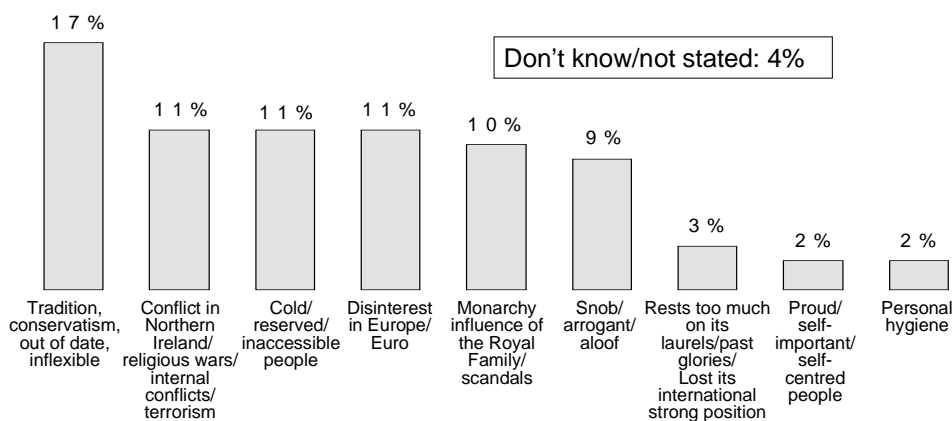
Base: All successor generation in Italy (204), May 2000

One in six respondents (17%) cite tradition, conservatism, inflexibility, being against innovation or being out of date as the UK's major weakness. The conflict in Northern Ireland, our disinterest in Europe and our cold/reserved/inaccessible people are also seen as great weaknesses, scoring 11% each. In addition, 9% cite our snobbish/arrogant/alooof attitude as our main weakness. In fact, when added together, the attitudes of the British people account for one in four mentions of the UK weaknesses.

Interestingly, women are more likely than men to view the conflict in Northern Ireland as our main weakness (18% vs. 7%); while younger members of the successor generation perceive our reserved, cold, inaccessible nature to be our main problem. Older members are more likely to criticise us for our disinterest in Europe (15% vs. 5%).

The United Kingdom's Major Weaknesses (Spontaneous)

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



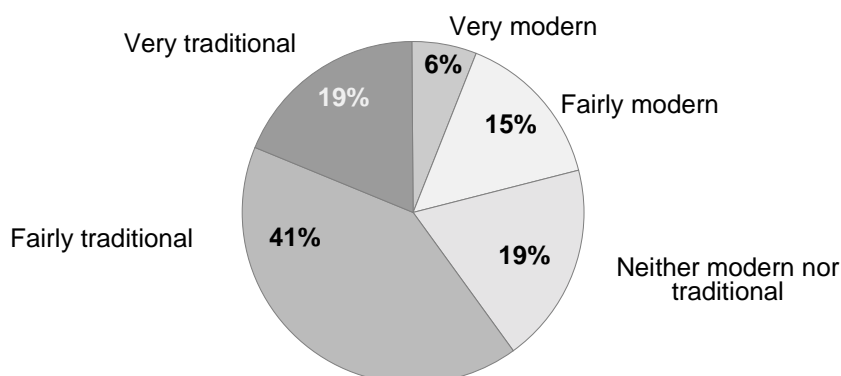
Base: All successor generation in Italy (204), May 2000

British Society

Three in five (60%) respondents regard the UK as a traditional society, with one in five describing it as 'very traditional'. Only 6% regard the British society as being 'very modern'.

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 Italy (204), May 2000

Unlike the world-wide findings, where the National Health Service is the most positively rated aspect of British society, in Italy it is the fact that the British society is multicultural. One-quarter of respondents 'strongly agree' that we are a truly multicultural society, while a further 52% tend to agree with this statement. However, younger members of the successor generation are more likely to disagree with this than older people (15% aged 25-30 vs. 5% aged 31-40).

The majority of respondents (54%) do not see Britain as a society in which women are discriminated against, although this is felt to be the case by 13% of respondents. Eleven per cent feel unable to judge.

Other social aspects of our society are, however, not so well regarded. Three-quarters of respondents disagree that Britain is now a classless society, 39% of whom 'strongly disagree'. Those from Milan are more likely to consider us to be a class-based society than those from Rome (83% vs. 67%). While we are seen to be racially tolerant by the majority of respondents (47% agree vs. 29% who disagree), the opposite is true when considering how welcoming we are towards foreigners: 43% disagree vs. 29% who agree that we are very welcoming.

British Society Overall

Q26 I am now going to read out some statements that have been made about British society. I would like you to tell me to what extent you personally agree or disagree that they represent the UK.

	Strongly agree	Tend to agree	Neither /nor	Disagree		Mean score*
British society is truly 'multicultural'	25	52	14	9	%	+0.93
The British system is a good example of democratic government	19	45	20	15	%	+0.67
Britain is committed to protecting the environment	9	45	19	13	%	+0.57
Britain has a good national health service	13	39	14	14	%	+0.55
The British legal system ensures that everybody gets a fair trial	6	35	29	16	%	+0.32
British people are racially tolerant	8	39	21	29	%	+0.18
British people are very welcoming towards foreigners	6	23	25	43	%	-0.22
Women are discriminated against in Britain	3	9	22	54	%	-0.64
Britain is now a 'classless' society	3	6	15	75	%	-1.02

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

Base: All successor generation in Italy (204), May 2000

In the qualitative research, views of the British were mixed. On the one hand, the British were seen as conservative and traditionalist, considering themselves to be superior to others, due to their colonial past.

They feel superior to everyone else

Executive

They are quiet and also a bit cold

Postgraduate

They are individualists, and tend to think only about themselves

Executive

There are clear cut social divisions, between those who have money and those who do not

Executive

On the other hand, however, we were seen as a multicultural and racially tolerant society. However, it should be recognised that participants in the focus groups were primarily thinking of London, which is seen as very diverse and cultured compared to the 'rest of Britain', perceived to be more traditional, conservative and racist.

They are more open minded than us

Postgraduate

London is one thing the rest of England and Great Britain is another, and so is whatever is found in these places

Executive

In London almost no one is English. It's as if you are going overseas when going to Great Britain. There are some areas where only Italians live

Executive

Italians felt that, because of their historical experience with colonies, the British are more used to other cultures, and are therefore more racially tolerant than themselves.

They've established so many colonies, they are used to relating to different people

Postgraduate

Because we never had a colony, we are not accustomed to seeing foreign people. We are more parochial in that sense

Postgraduate

The English are more tolerant of other people. They put up with them

Executive

Views on the various British institutions are somewhat mixed. Two-thirds of the successor generation regard the British system as a good example of a democratic government; of whom one in five 'strongly agree'. However, respondents hold less strong opinions about our National Health Service. While half agree that is it good, one in five admit that they do not know about it and one in six are negative. Respondents from Rome are generally more positive towards the National Health service than those in Milan (60% vs. 45%).

With regard to our legal system, two in five agree that it ensures everyone gets a fair trial, while one in six (16%) disagree with this and a further 13% feel that they do not know enough about it to comment. Older members of the successor generation are more likely to think that the British legal system ensures that everyone gets a fair trial (49% vs. 30%).

The majority (54%) feel that we are committed to protecting the environment. Thirteen per cent disagree, and one in six admit that they do not know about it.

In the qualitative research, British decision making, and our democracy in general were praised. Participants felt that, in comparison with the American system of government - perceived to be media-led, run by big businesses, and with no real interest in what people want - British decision makers are caring individuals, who have got where they are by hard work and through proving themselves to be worthy of their task. Italians therefore perceived the British to have the best government.

I think the leader is someone with a great sense of responsibility and purpose. Thus, it is not essential that he be brilliant, rather that he is a man who puts 100% into everything he does

Executive

He is determined and always careful not to trigger off social tensions. He can juggle all the relations inside the community well. He's authoritative, though democratic

Postgraduate

The British government is the best because there is a deeper idea of democracy, of freedom, freedom for the people

Postgraduate

An American leader is obsessed by the media

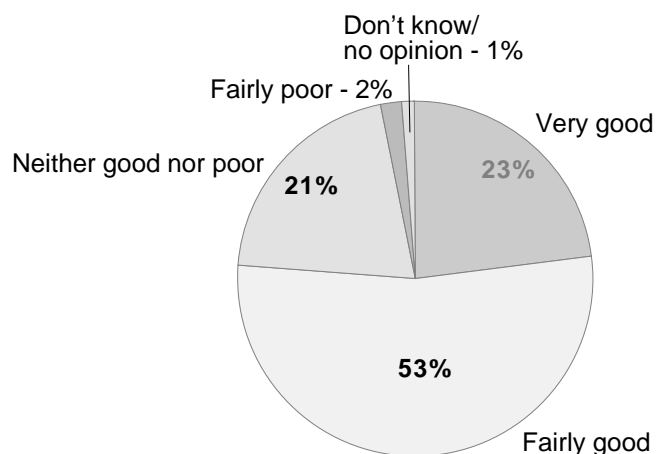
Executive

Education

Almost one in four (23% vs. 42% world-wide) feel that the quality of the British higher education system is 'very good'. A further 53% (46% world-wide) describe it as 'fairly good', while just 2% believe it to be 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: All successor generation in Italy (204), May 2000

Source: MORI

Although respondents rate the quality of our higher education system highly, they evidently feel that not all the British people themselves take advantage of the services on offer. A lower proportion of respondents, although still a clear majority, describe the British people as 'well educated'. The proportion who feel that we are 'very well educated' stands at 7% (22% world-wide), while a further 58% (53% world-wide) think we are 'fairly well educated'. Eleven per cent (4% world-wide), on the other hand, think that the British are poorly educated.

Level of Education in Britain

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

	%
Very well educated	7
Fairly well educated	58
Neither well nor poorly	21
Fairly poorly educated	10
Very poorly educated	1
Don't know	2

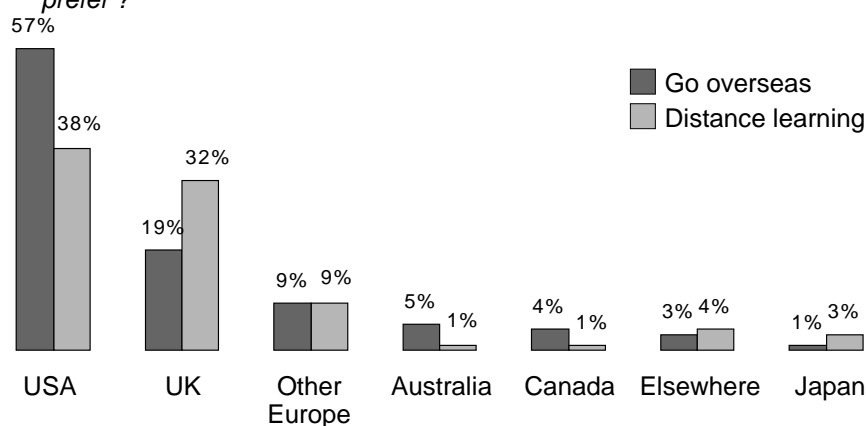
Base: All successor generation in Italy (204), May 2000

The fairly high regard for the British system of education means that we are the second most popular choice for studying overseas. The United States is the most popular overseas destination, with 57% preferring to study there. However, one in five would prefer to study in the UK. 'Another country in Europe' is the third choice (9%), followed by Australia (5%) and Canada (4%).

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 38% who would opt for a course based in the United States. Courses from other European countries are preferred by nine per cent, while four per cent mention 'another country', and three per cent cite Japan.

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 Italy (204), May 2000

Source: MORI

The strong regard for the UK system of higher education is emphasised by the fact that one in five respondents feel that a qualification from the UK (out of a choice of five) would have the most credibility with potential employers. Again a qualification from the United States would be most preferable – selected by 60% of respondents. Interestingly, respondents from Milan are more likely to regard their own country rather than the UK as having the most credible qualifications (25% vs. 6% in Rome).

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 ?**

	All	Rome	Milan
	%	%	%
USA	60	66	54
UK	20	24	16
Italy	16	6	25
Japan	1	2	1
Canada	*	1	0
Don't know	2	1	4

Base: All successor generation in Italy (204), May 2000

In the focus groups, the British style of teaching was considered to be highly professional, efficient and competent, with an excellent balance existing between theory and practice. Although British teachers were perceived to use more traditional methods of teaching, they were nevertheless considered to be interactive, communicative and helpful. There was therefore a strong feeling that they are the best, as they encourage students to think for themselves.

The British teacher is very approachable, obstinate, cautious and stresses communication and dialogue. This is much easier for the students

Executive

I think he is a nice man, friendly, very approachable and at one's disposal

Executive

I would say his teaching method is traditional. Someone who would pace the room, calling upon students during lessons. Then you could have a chat with him out on the college lawn

Postgraduate

In comparison, the American style of teaching was considered to be more specialised, and more likely to make use of technology to enhance the learning process. The American teacher was thought to be dynamic but less devoted to his students.

He organises his meetings with students via e-mail

Executive

He is less well-educated, he's more superficial and more specialised

Executive

He is only concerned about things that are important to his career

Executive

His knowledge is limited to his field of studies

Postgraduate

He is more dynamic than the British teacher, who has no social relations outside the academic circle

Postgraduate

The Italian style of teaching was the least highly regarded of the three countries, seen to be inefficient and disorganised, too general and theoretical and less valuable. Communication between teacher and student was regarded as one-way only.

He has forgotten most of what he has ever learnt. He is inefficient and disorganised and is only worried about keeping his job

Postgraduate

Tedious, dull, impatient, "it's not my business" kind of man. He has forgotten his studies and has given up

Postgraduate

He is inflexible, fixed in his ways, loud, not capable of translating anything and full of theories. He is more distant from his students

Executive

He adopts the attitude that "I am the teacher and you are the student"

Executive

British Business

Out of five countries measured, the UK is ranked fourth in terms of whether or not it has many world beating companies. One in five (22%) 'strongly agree' that this is the case, and a further 43% tend to agree, while 13% disagree. In contrast, 99% believe that the USA has many world-beating companies, 96% think the same of Japan, and 92% of Germany. Post graduates are more likely than executives to think that Britain has world-beating companies (75% vs. 60%).

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	72	27	*	%	+1.71
Japan	59	37	1	%	+1.55
Germany	42	50	4	%	+1.28
UK	22	43	13	%	+0.73
France	12	41	22	%	+0.41

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

Base: All successor generation in Italy (204), May 2000

Similarly, the United Kingdom is the fourth most likely country to be regarded as a major financial trading centre (25% strongly agree), behind the USA (73% strongly agree), Japan (50%) and Germany (35%). Nine per cent of respondents do not think that the UK is a major financial trading centre. Men (31% vs. 16% women), post graduates (35% vs. 21% executives) and those from Milan (31% vs. 19% in Rome) are more likely to strongly agree that Britain is a major financial trading centre.

The UK retains a moderate reputation among the successor generation in Italy for producing quality goods and services. They are thought by 30% (55% world-wide) of respondents to be of better quality than those produced in 'other countries'. Ten per cent, on the other hand, think that products and services from other countries are better quality. Older members of the successor generation are more likely than younger members to have a higher regard for the quality of UK products and services (37% vs. 20%).

I think the British product is a good product, of good quality, better perhaps than the Italian one, although less functional

Executive

In terms of value for money rather than quality, products and services from countries other than Britain are considered to be better. This indicates that while our products and services are perceived to be better in quality, perhaps the quality comes at a price, which is often not considered to be justified. Just one in ten respondents in Italy, compared to 39% world-wide, think that British products and services are better value than those from other countries, while two in five think the opposite.

Perceptions of British Products and Services

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

	Much better	A little better	The same	Worse	
their quality	5	25	52	10	%
their value for money	0	10	43	38	%

Base: All successor generation in Italy (204), May 2000

Despite this, twice as many respondents (23%) say they are more likely to buy a product or service in the knowledge that it is British, than those who are likely to react in the opposite way (10%). For two-thirds of respondents, knowing that a product or service is British has no impact on their purchase decision. Executives are twice as likely than post graduates to buy a product or service because it is British (26% vs. 13%).

As in most countries surveyed, British managers tend to be a little better regarded than our workforce. Three-quarters of respondents rate British managers as good (one in five 'very good'), while just 2% think of them as poor. For the workforce, these proportions are 58% good and 5% poor. Female respondents (85% vs. 69% for men), and those living in Rome (81% vs. 69% in Milan) are more likely to perceive British management to be good.

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	11	21
Fairly good	47	54
Neither good nor poor	31	19
Fairly poor	4	2
Very poor	*	0
Don't know	6	3
Mean score*	+0.68	+0.97

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

Base: All successor generation in Italy (204), May 2000

In the focus groups, British managers were described as professional, relaxed and somewhat informal, although still competitive. They were believed to maintain good relationships with their colleagues and juniors, with in-house relationships based on respect and politeness, although sometimes this was interpreted as being too prim and cold.

The British businessman is very determined and has more time to work

Executive

An Italian manager is not as relaxed as the British manager where relationships are concerned

Executive

They are cold, executive and informal

Executive

You can talk with a managing director as you would with a friend

Executive

Managers were seen to be methodical, and good at long term planning. They were thought to use a good mix of tradition and technology.

Nothing is left to chance, he is methodical

Executive

The British workforce was seen to be determined, dutiful, respectful, and extremely loyal to the company they work for. They were also perceived to lead a very different lifestyle outside their working environment, for example wearing tattoos underneath their suits. However, this change in personality was regarded negatively by most, with the image of the British getting too drunk and out of hand. It was believed that the British drink excessively in order to lose their inhibitions, which results in dangerous and violent behaviour.

They let their hair down, especially on Fridays

Postgraduate

When they are drunk they are very dangerous

Postgraduate

They seem rather violent and get drunk a lot

Executive

We see the English as being careful, meticulous, tidy people. They have their cup of tea everyday at 5 o'clock. They have their Queen and they are always drunk

Executive

British Science & Technology

The UK is ranked fourth out of the five countries measured in terms of its reputation for scientific and technological innovation. One in seven respondents (15%) 'strongly agree' that we have a strong reputation in this area, while a further 42% 'tend to agree'. The USA is perceived to lead the way in scientific and technological innovation, followed by Japan and Germany.

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	72	27	*	%	+1.70
Japan	61	34	1	%	+1.56
Germany	29	46	12	%	+0.91
UK	15	42	16	%	+0.55
France	8	30	35	%	+0.06

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

Base: All successor generation in Italy (204), May 2000

The message of British involvement in important scientific inventions and discoveries is clearly not getting across. It is clear that people assume that there is public funding for more theoretical scientific research in the UK. Indeed, in the focus groups, participants perceived there to be a strong link between the academic and scientific community, with most attention being on research rather than science. The British scientist was therefore not actually perceived to be doing much work in developing British science and technology, but instead, doing research at the University.

He's technological, academic, doing research at the University

Postgraduate

His specialisation is theoretical and not applied. He is a researcher and maybe teaches at the University

Postgraduate

He's a theoretician and is very fond of research. The real scientist can only be American. The British scientist doesn't revolutionise science

Postgraduate

In contrast, the United States was perceived to have more consistent funding in this area, and was seen to be more up-to-date and linked with new technology. American scientists were also thought to be driven by the profit-making potential of their work, whereas the UK scientists were praised for their admirable ethical attitude towards work in the scientific field.

The US is more stimulating more innovative because there are more funds to invest in research

Postgraduate

As far as brainpower is concerned, I think the USA is better, because they work in teams

Executive

An American is not hindered by questions of ethics

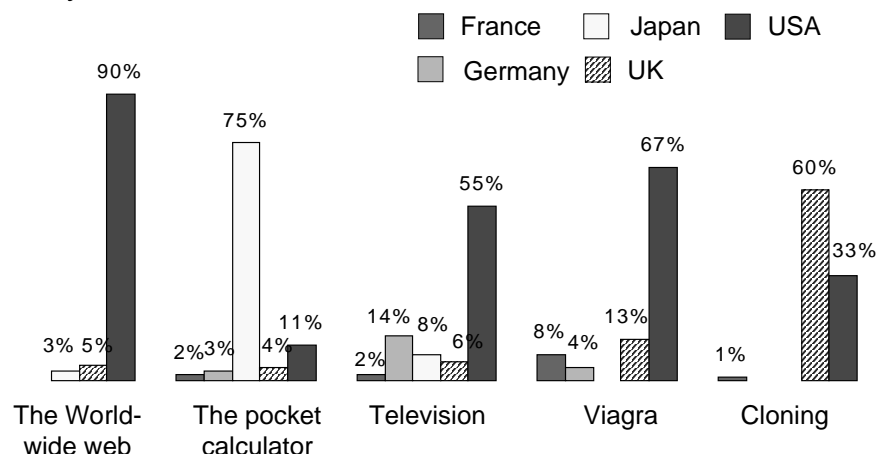
Postgraduate

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 (90% vs. 5% for the UK) and Viagra (67% vs. 13%). Television is less clear cut, but even here the UK is placed fourth with just 6%, behind the USA (55%), Germany (14%) and Japan (8%). All three of these are, in fact, British. The Japanese are clear favourites for having invented the pocket calculator (75% vs. 11% for the USA and 4% for the UK), when this is actually an American invention.

The only technological breakthrough which people associate with the UK is cloning – 60% know that this was invented in this country, although even in this case, 33% 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 Italy (204), May 2000

British Personalities

Tony Blair is the best known British personality around the world and also in Italy; 98% of respondents have heard of him. In Italy, Naomi Campbell is equally well known, with the Spice Girls following closely behind (96%).

Film stars (Hugh Grant; 91%, Steve Martin; 78% and Kate Winslet; 50%) are clearly more likely to be recognised than people in other walks of life, although designers (John Galliano and Vivienne Westwood) achieve recognition by around two in five respondents.

As might be expected, there are differences between the sexes with regards to recognition levels – men tend to be more likely to recognise sports people (52% men vs. 33% women have heard of Linford Christie), while women have higher recognition levels for film stars and designers (49% vs. 35% have heard of John Galliano).

The fact that respondents 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 they were British' factor, at 98%, some way ahead of the Spice Girls (90%) and Hugh Grant (80%). Only one in four of those 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 of those who have heard of Linford Christie know of his British origin – 71%).

Other personalities of whom a high proportion of those who have heard of them know that they are British include the disparate group of Vivienne Westwood, Liam Gallagher and PD James.

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	98	96	98
Naomi Campbell	98	38	39
Spice Girls	96	86	90
Hugh Grant	91	73	80
Steve Martin	78	18	23
Kate Winslet	50	28	56
Linford Christie	45	32	71
Liam Gallagher	42	27	64
Vivienne Westwood	41	28	68
John Galiano	41	15	37
Stephen Hawking	39	21	54
Rowan Atkinson	35	23	66
Richard Branson	23	11	48
William Hague	19	10	53
David Hockney	16	8	50
James Dyson	13	7	54
P D James	12	8	67
Delia Smith	10	4	40
Tim Henman	9	7	78
Damian Hirst	8	4	50
Anita Roddick	6	4	67
Firzana Perveen	1	1	100
None of these	0	0	-
Don't know	0	1	-

Base: All successor generation in Italy (204), 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 78% of respondents, while just 23% of those who know of him think that he is British.

Firzana achieves a one per cent recognition factor, with 3 people (i.e. 100%) claiming to know that she is British. This is in contrast to last year, when another British Council employee – Steven Shaw - was added onto the list, and achieved higher recognition than several ‘genuine’ personalities, including William Hague. Despite Stephen’s globe-trotting exploits, this year’s results appear to indicate that people simply felt that he had a familiar-sounding (and British) name, so that they assumed they knew of him. In turn, this might mean that British personalities with less typical names might struggle to achieve that recognition factor.

British Art

World-wide, seven in ten respondents believe that Britain’s reputation in the arts is based more in the past than the present. However, in Italy only half of the successor generation feel this way. Out of the 17 countries taking part in the survey, the Italians are more likely than any others to feel that our reputation is influenced by more modern arts (27% vs. 11% world-wide disagree that our art is based more in the past).

Participants in the focus groups expressed admiration for British artists, who were seen to be up-to-date, innovative and creating trends in which they then lead the field. Their work was perceived to be professional and excellent in quality.

He is modern and transgressive

Executive

He is appreciated by the foreign communities. Here in Italy he is seen as trendy

Executive

Respondents had various images of a typical British artist:

He’s 40 years old, he’s alternative. He used to be a punk when he was young. He’s a famous and rich playwright. He’s in vogue. He’s not a household name but he is relatively popular at the moment

Postgraduate

He works in fashion and he does what the market wants

Executive

He might be in ballet, drama, perhaps even a body painter

Executive

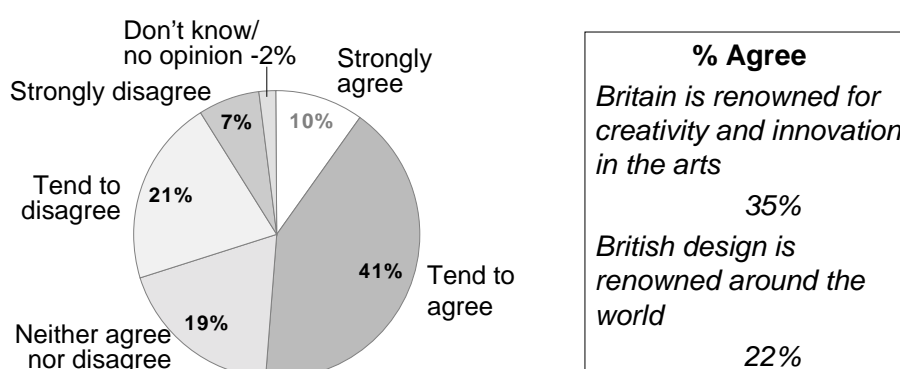
Despite this, however, Italy is also among the strongest opponents of the idea that Britain is renowned for creativity and innovation in the arts. While world-wide, 51% of respondents think this is the case, only 35% of Italians agree with this notion, and 41% disagree.

This is similarly the case when considering views on British design being renowned throughout the world. World-wide, 48% believe this to be the case, while only 22% of the Italian successor generation think this is true. Almost half of the respondents (47% vs. 22% world-wide) disagree that British design is renowned around the world.

Men are more likely than women (53% vs. 38%) to disagree that British design is renowned around the world, while older members of the successor generation are more likely to perceive British art to be renowned for its creativity and innovation (41%; 31-40 year olds vs. 26%; 25-30 year olds).

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 Italy (204), May 2000

Source: MORI

British Media

Respondents in Italy are most likely to believe that the British media do not tell the truth. More than a third (38%) believe this to be the case, while one in five (22%) believe that our media can be relied upon. This could be a result of frequent exposure in Italy to British tabloid newspapers, which is suggested by the fact that the British press is widely read in Italy. Indeed, it is the fourth most commonly cited source of information used when forming an opinion about the UK (see Sources of Information section).

The focus groups showed that views of the British press derived mainly from the image Italians have of British people and the business world; traditional, serious and conservative. The British newspaper was perceived to be a mixture of tabloids and financial newspapers. On the whole, participants in the focus groups thought that news coverage is in fact reliable and objective, although international news coverage was seen to be biased by our superior attitudes.

I can think of two sections, news and finance. Perhaps gossip too. Very conservative

Postgraduate

British papers have a good formula. They are impartial

Postgraduate

Maybe part of it contains comic strips and cartoons, half is based on things that are untrue, and a quarter of it talks about laws and rights. In my opinion, there is also one page about international news

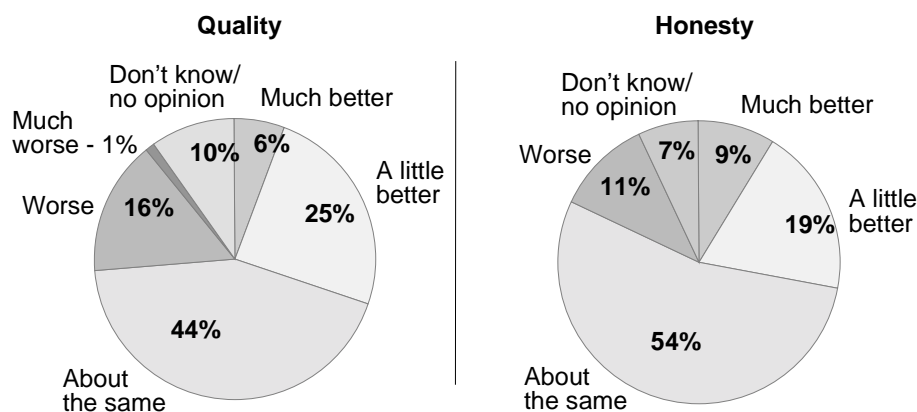
Executive

Despite not necessarily thinking positively about whether or not the British media tell the truth, Italians are more than twice as likely to perceive it as being more honest than the media in Italy, than to think the reverse is true. Twenty eight per cent (57% world-wide) of respondents believe that the British media are more honest, while only 11% perceive their own media to be more honest.

Views are much the same for the quality of the British media. Three in ten (30% vs. 68% world-wide) believe that the British media are of better quality than their own, while half as many (16%) feel that they are worse in quality than the Italian media. Post graduates are more likely than executives (44% vs. 27%) to regard the quality of British media to be better quality than that of the Italians.

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 Italy (2040), May 2000

Source: MORI

Britain's Relationships with other Countries

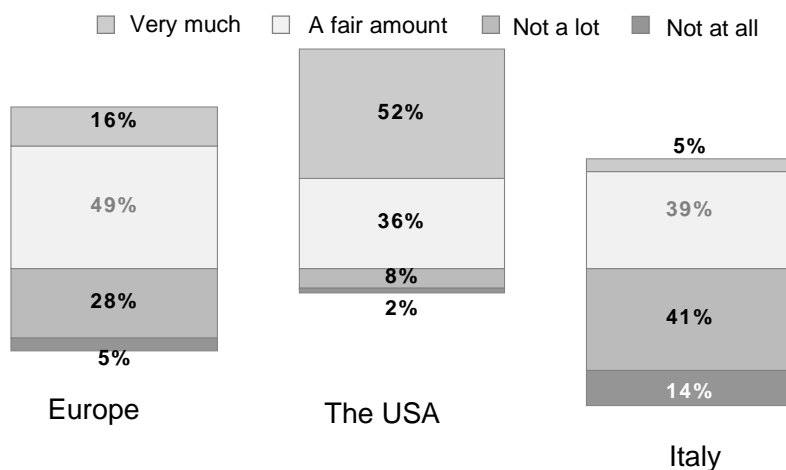
There is a clear perception that Britain places more value on its relationship with the United States than on its relations with Europe, or with Italy in particular. Half of respondents (52%) believe that Britain values its relationship with the USA 'very much', while one in three say that we do so 'a fair amount'. Only 10% of the successor generation feel that we do not value our relationship with the United States.

In comparison, one in six respondents (16%) believe that we place a great deal of value on our relationship with Europe, while 49% think we place 'a fair amount' of value on it.

In none of the countries where the survey took place this year do respondents believe that we place more value on our relationship with them individually than we do on our relationships with either the United States or Europe. Indeed, only 5% of Italians believe that we value our relationship with Italy 'very much', while two in five (39%) say that we do so 'a fair amount'. More than half (54%) of the successor generation in Italy feel that we value our relationship with them either 'not a lot' (41%) or 'not at all' (14%)

Relationships Between Countries

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



Base: All successor generation in Italy (204), May 2000

Source: MORI

In the focus groups, participants conveyed the impression that the British are inward looking, and somewhat arrogant towards international relations. They are perceived to be interested only in non-European relationships and tend to avoid involvement with most countries, particularly those in the EU.

They are like a prima donna, in that if they don't like the game, they will run away and not take part

Executive

They prefer to take care of internal matters

Postgraduate

Great Britain stands aloof

Executive

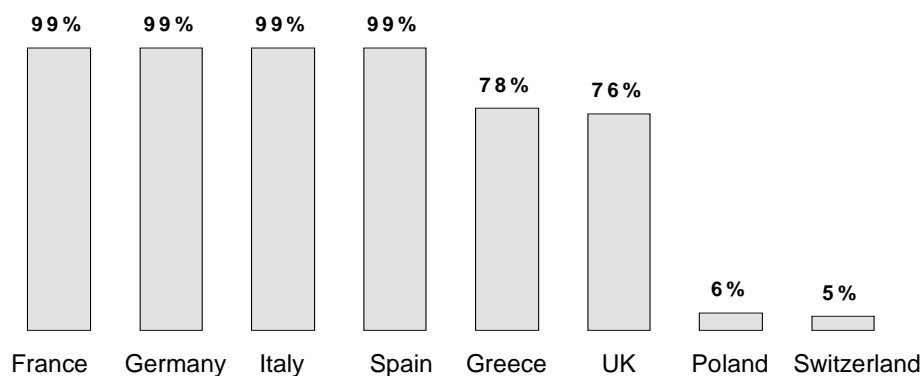
The European Union

Somewhat surprisingly, the UK (76%) is one of the least-recognised members of the European Union among Italians, falling behind Spain, France, Germany (99% recognition each) and Greece (78%). Poland is recognised by 6%, and 5% are under the impression that Switzerland is an EU member. Interestingly, one per cent of the successor generation in Italy were unaware of their own membership in the European Union!

It might perhaps be surmised that some respondents were making a ‘political’ statement by claiming that the UK is not an EU member – on the grounds that we are not thought to play a central role. Alternatively, of course, it may simply be that the phrase ‘United Kingdom’ is not at all that widely used in Italy.

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 Italy (204), May 2000

Source: MORI

Only one in four Italian respondents (compared to 61% world-wide) believe that Britain plays a leading role in the European Union; with just 4% strongly agreeing with this notion. This is, in fact, the lowest score recorded in the survey this year. Almost half (48%) of the successor generation believe that Britain does not play a leading role in the European Union; with one in five disagreeing strongly.

They don't feel European. They live in their world. They are English, different from the rest of the world

Postgraduate

Languages & the English Language

English is spoken by nine in ten (94%) members of the successor generation in Italy. French is the next most commonly spoken language (49%), followed by German (13%) and Spanish (11%).

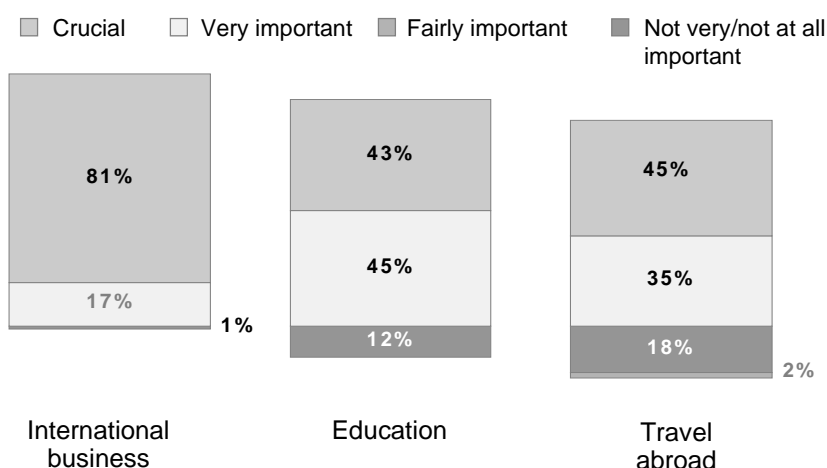
Five per cent of respondents (i.e. virtually all those who do not currently speak English) say that they would like to learn the language. Spanish is actually the language which most people say they would like to learn, at 53%, followed by German (45%), French (22%) and Japanese (15%). Eight per cent would like to be able to speak Chinese.

The most important use of English is for international business, where 81% of respondents consider it to be 'crucial', and a further 17% think it is 'very important'. Less than half of one per cent think that English is 'not very' or 'not at all' important in this respect.

In terms of education, both domestic and overseas, English is considered to be 'crucial' by 43% of respondents, and a further 45% consider it is 'very important'. English is considered to be slightly less important for travel abroad, but, even here, 45% consider it 'crucial', with 35% regarding it to be 'very important'. Two per cent feel that it is 'not very important' for travelling abroad.

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 Italy (204), May 2000

Source: MORI

Sources of Information about the UK

Local press (40%) is the most commonly cited source of information among the successor generation, world-wide and in Italy, when forming an opinion about the UK. Visiting the UK personally is the next most commonly mentioned source (36%), followed by books (32%) and the British press (26%). Films, the national TV news, and BBC World TV are cited by one in five respondents.

Despite huge growth around the world in popularity of the internet, only 12% in Italy, compared to 21% world-wide cite, this as a source of information.

Sources of Information About the UK (*unprompted*)

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

	%
Local press	40
Visiting the UK personally	36
Books	32
British press	26
Films	22
National TV news	20
BBC World TV	19
People who have visited the UK	16
Word of mouth - friends & family	13
Other international press	13
Internet	12
Other international TV	9
Know people from the UK	8
Word of mouth - work colleagues	6
Academic sources	6
BBC World Service	5
Tourist authorities from the UK	5
Local radio	3
Embassies/consulates	2
Other international radio	*
Music	*
Other	4
Don't know	*

Base: All successor generation in Italy (204), May 2000

Visiting the UK

A total of 74% of respondents in Italy have visited the UK before, which is the highest proportion of any country taking part in the survey this year. One in five have visited once, the same proportion have visited the UK twice, while one in ten have visited three times. Seventeen per cent have visited the UK five times or more, making Italians (alongside the Greeks) the most frequent visitors to the UK of the 17 countries measured – a mean number of visits of 2.8 per person.

Among those who have been to the UK, almost half (47%) have done so in the last two years, while a further 26% made their last visit between two and five years ago. On the other hand, for one in ten, 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. Of those who have spent at least two weeks in the UK, the majority (61%) are likely to have been here on holiday, while half have also been here to study (51%). One in five have been here for work. While those from Milan are more likely to have stayed in the UK for studying, those from Rome are more likely to have been to the UK for a holiday.

Participants in the focus groups were generally positive about their visits and experiences of the UK. Encouragingly, the majority would consider living in the Britain, although this is distinctly restricted to London rather than anywhere else in Britain.

My experiences were positive, and I felt good there from the beginning

Executive

I have been to England many times and my opinion is positive. I have met many lovely English people there

Executive

Implications

Members of the successor generation in Italy are predominantly positive in their attitudes towards the United Kingdom. Of the key five countries measured, respondents claim they are most familiar with the UK, with three-quarters stating that they know at least a fair amount about Britain. Despite the United States being the third best known country, it is nevertheless, the most favoured, placing Britain in second place, with 77% favourable.

Of the 17 countries measured this year, the successor generation in Italy are the most frequent visitors to the UK. Three-quarters have visited the UK, of whom almost one in five (18%) have visited five times or more. It is therefore encouraging that, in general, Italians regard the UK in a positive light.

The British government appears to have a good reputation in Italy; two-thirds believe that Britain is a good example of a democratic government. Indeed, participants in the focus groups praised our decision makers, describing them as hard working, responsible and caring. The Italian successor generation appear to be very familiar with British political leaders; almost all have heard of Tony Blair, and only 2% of those who have heard of him do not know that he is British. It is therefore likely that, to some extent, he is acting as a role model for the Italians to develop their opinions about the British government.

Britain's role in the European Union is, however, not so positive. A quarter of respondents (compared to two-thirds world-wide) feel that we do not play a leading role in the European Union. Indeed, one in ten state that our disinterest in Europe is one of the UK's main weaknesses. Britain is, in fact, one of the countries least likely to even be recognised as part of the EU; one in four are not aware of the UK's membership. This compares to Spain, France, Germany (99%) and even Greece (78%), who are all well-known members. Italians appear to perceive that Britain's relationships with other countries are somewhat limited. One in six feel that we place a great deal of value on our relationship with Europe and only 5% feel we value our relationship with Italy 'very much'. Instead, we are perceived to place more interest on our relationship with the United States. Participants in the focus groups described the UK as being inward looking and arrogant in our attitudes towards international relations.

Views on British society are somewhat mixed. Three in five regard the UK as a traditional society, and three-quarters feel that it is still very much a class driven society. However, three-quarters feel that it is multicultural, and almost half (47%) feel that we are racially tolerant. Indeed, in the focus groups, participants described the British as more tolerant than the Italians, mainly as a result of our past experience with British colonies. In contrast, many (43%) feel that we are not very welcoming to foreigners, possibly as a result of our conservative and traditional nature.

It should be recognised that in the focus groups, there was a sharp distinction between the perceptions of British society in London and the rest of Britain. London was perceived to be a very diverse, multicultural society, where anything goes, whereas the rest of Britain was seen to be more traditional, conservative and even racist. Participants expressed a clear fondness for London, with the majority stating that they would happily live in London, but this did not carry over into any other part of the UK.

In Italy and world-wide, the UK is ranked fourth(out of five) in terms of whether or not it has many world-beating companies (22% strongly agree). It is also the fourth most likely country to be regarded as a major financial trading centre (25% strongly agree). Britain's goods and services are moderately rated by the Italians; one in three consider them to be better quality than those produced in other countries, while just one in ten feel that British products and services are better value for money. Despite this, twice as many respondents say they are more likely than not (23% vs. 10%) to buy a product or service knowing that it is British.

British managers and the workforce appear to be highly regarded by the Italian successor generation – three-quarters and three in five, respectively, perceive them to be good. In the focus groups, managers were considered to be professional and relaxed, maintaining good relationships with other colleagues and juniors. The British workforce was seen to be respectful and dutiful, although very different outside the working environment. 'After hours', they were thought to drink excessively to lose their inhibitions, causing rowdy and sometimes dangerous behaviour. This was likely to be a view associated mainly with the City workforce of London.

British education is less well regarded among the Italian successor generation compared to the world-wide average (23% vs. 42% world-wide strongly agree that our higher education system is 'very good'). Nevertheless, the UK is still the second most popular destination for both studying overseas and for a distance learning course, after the USA. Worryingly, however, only one in five regard a British educational qualification to have the most credibility with potential employers, compared to three in five who feel an American qualification is the most credible.

Focus group participants praised the British style of teaching, describing it as professional, efficient and competent, and providing a good mix of theory and practice. English teachers were also felt to be more interactive, communicative and helpful than their American counterparts. Italian teachers were the least well regarded, seen as disorganised and inefficient.

Perceptions of our abilities in the areas of art, and science and technology appear to be fairly similar. Respondents feel that, although we are professional and enthusiastic, we are not renowned for our creations. While Italians are the most likely successor generation to view British art as being based more in the present than the past, the majority still feel that we are not renowned world-wide for our creativity and innovation in art. Similarly, while we are praised for our ethical outlook in the scientific field, we are not seen to be doing much work in developing new inventions. The British scientist is, instead, perceived to be doing research at a University, and teaching rather than being innovative.

Two in five (38%) believe that the British press does not tell the truth, which may be a result of frequent exposure to the tabloid papers in Italy. Indeed, it is evident that British press is plentiful in Italy, as one in four cite it as one of the important sources of information when forming an opinion about the UK. The local press, and not surprisingly visiting the UK personally, are the two main sources of information when forming an opinion about the UK. Despite this relatively poor view of our media's honesty, one in five believe that the British media are more honest than the Italian media, compared to one in ten who feel they are worse, and one quarter believe they are better quality.

It is encouraging that most Italians are favourable towards the UK, bearing in mind that so many have had first hand experience. It is evident that many perceptions of the UK are based upon the images of London, seen as the epicentre of Britain, and very different to the rest of the UK. If a more modern image of Britain is to be portrayed in Italy, then perhaps it is the vibrancy of London that should be emphasised, rather than the strengths elsewhere

MORI/ 12648

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Appendices

Statistical Reliability	A1
Topic Guide	A2
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 204 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% ±
204	4.1	6.3	6.9
100	5.9	9.0	9.8
50	8.3	12.7	13.9

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

Differences required for significance at or near these percentage levels*			
Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
200 vs 200	5.9	9.0	9.8
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0

Topic Guide

Introduction – 5 mins

Name, job etc.

Communities

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

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

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

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

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