

# **Attitudes Towards Britain and the British – Kenya**

**Research Study Conducted for  
the British Council**



**April - June 2000**



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# Preface

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This report contains the findings of a survey conducted for the British Council by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’, in Kenya. 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.

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 (see appended document for definitions) In Kenya, the definition used was:

- Aged 25-40
- Professionals active in social, cultural and political spheres
- Having a diploma or university education and above
- Income: higher than average
- Working as middle level managers/executives in governmental and quai-governmental organisations, major companies or pursuing masters degrees or doctorates.

## 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** held in Nairobi, Kenya. Fieldwork took place between 12<sup>th</sup> and 13<sup>th</sup> May 2000. Groups were moderated by an experienced researcher with MORI's research partner in Kenya.

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 200 members of the same target audience. Interviews were conducted face-to-face. Fieldwork took place between 1<sup>st</sup> and 11<sup>th</sup> May 2000. Quotas were set to ensure that a reasonable cross-section of members of the successor generation was interviewed. Interviewing was concentrated in those cities where it might reasonably be expected that up and coming decision makers might be present in large numbers, namely Nairobi, Eldoret and Mombasa Town.

## **Report Layout**

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

## **Interpretation of the Data**

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

## **Publication of the Data**

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

# Summary of Findings

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## Familiarity and Favourability with Key Countries

The United States is the country which most members of the successor generation in Kenya feel they know ‘very well’ (27%) or ‘a fair amount’ (55%). This compares to 66% world-wide. Only two per cent feel that they know ‘almost nothing about’ the United States.

In second place is the United Kingdom, known ‘very well’ (19%) or ‘a fair amount’ (56%) by three-quarters of the successor generation in Kenya. Of the 17 countries taking part in this survey, only Bangladesh, UAE and Pakistan feel they more about the UK. Interestingly, members of the successor generation in Nairobi City are more likely to be familiar with the UK (81% very/fairly well) than those in Mombasa Town (64% very/fairly well).

Next in line are Japan and Germany (known very or fairly well by 40% and 43% respectively), while France is the country with which Kenyans are least familiar. Just 5% know it ‘very well’.

Not only is the United States the best known country, it is also the most favourably regarded; 53% (compared to 24% world-wide) are ‘very favourable’ towards it, while a further one in three are ‘mainly favourable’. Six per cent of Kenyans, compared to 14% world-wide, are unfavourable towards the US.

The UK is in second place, with one-third ‘very favourable’, and two in five (43%) mainly favourable. Only the Czech Republic, Bangladesh and Nigeria are more favourable towards Britain. Seven per cent say that they are unfavourable towards the UK.

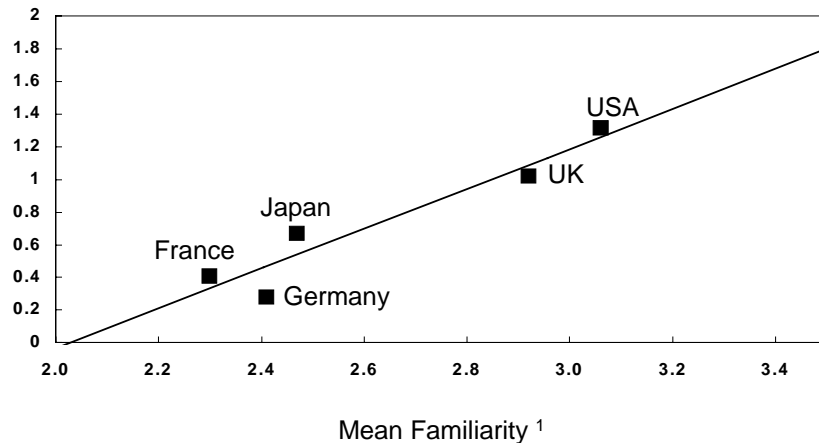
The remaining three countries fall somewhat behind USA and the UK. Japan is less well known, but favoured by three out of five, while France and Germany are favoured least, by 49% and 46% respectively. Germany attracts most criticism, with two in five unfavourable towards it.

The chart opposite 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’. If there were an exact linear relationship between these two variables, all the plotted points would lie on a straight line, and as can be seen, Kenya fits this pattern very closely. The United States and the UK clearly lead the field as the most well known and well regarded countries, of the key five measured.



## Familiarity & Favourability Towards Countries

Mean Favourability <sup>1</sup>



Base: All successor generation in Kenya (200), May 2000

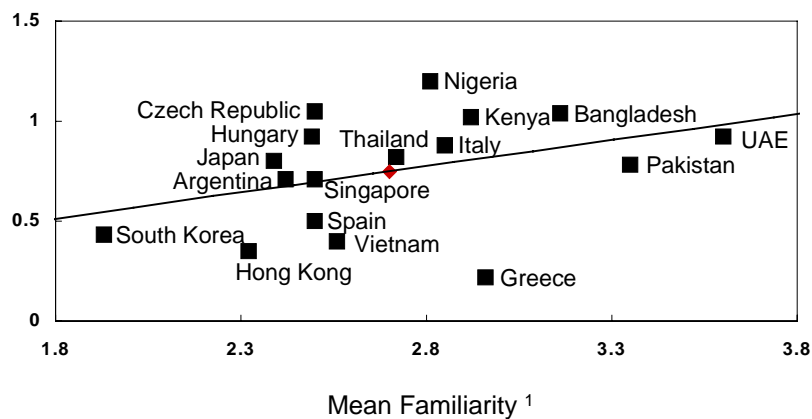
Source: MORI

<sup>1</sup>

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.

## Familiarity & Favourability Towards the United Kingdom

Mean Favourability <sup>1</sup>



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

Source: MORI

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

## Images of the United Kingdom

As might perhaps be expected, England is the most recognised nation within the UK, both around the world and in Kenya. Kenyans are rather more knowledgeable than others about the constituent parts of the United Kingdom. In answer to the question as to which countries make up the UK, 88% of the successor generation in Kenya cite England (compared to 85% world-wide), followed by Scotland (86% vs. 80% world-wide), Northern Ireland (85% vs. 72%) and Wales (82% vs. 67%).

The Royal Family stands out as the most popular image of England, mentioned spontaneously by 31% of respondents (19% world-wide). In addition, one in ten specifically mention the Queen. Football (17%) and education/colleges e.g. Oxford and Cambridge (13%), are also strongly associated with England.

As might be expected, men are more likely than women to cite football (25% vs. 8%). For those who have visited the UK, the Royal Family is the most popular image of England (cited by 40%), while football (3%) is less likely to be mentioned. Just two per cent can conjure up no image at all of England.

Kilts are the most popular image of Scotland, world-wide (21%) and in Kenya (24%). Women are more likely than men to associate kilts with Scotland (32% vs. 16%). Whisky (17%) is the second most popular image, cited more often by those in Mombasa Town than those in Eldoret (24% vs. 8%), while the Scottish people themselves (15%) are the third most cited symbol of Scotland. For previous visitors, this is the second most popular image (23%), after kilts (30%).

Bagpipes are less well known and associated with Scotland by Kenyans, with just 5% citing them compared to 11% world-wide. Four per cent of respondents have no image at all of Scotland.

World-wide and especially in Kenya, images of violence still dominate how people perceive Northern Ireland. Almost six out of ten respondents (58% vs. 34% world-wide) mention violence or religious conflict. This is cited particularly by those who have visited the UK (70%), and is also more likely to be cited by men (67% vs. 49%) although there is no significant difference between the proportions of men and women who have visited the UK. A further 16% (vs. 19% world-wide) cite IRA/Sinn Fein, while 7% cite religion and a further 4% mention the peace process. Only 2% are unable to conjure up any image of Northern Ireland.

Princess Diana, Princess of Wales is the most popular image associated with Wales (30% in Kenya vs. 20% world-wide), especially among women (41% vs. 19% for men). The Royal Family, rugby and Prince Charles, Prince of Wales are other top answers given by Kenyans. While world-wide 16% can conjure up no image at all of Wales, only 3% of Kenyans do not have any image of that country.

## Images of UK Countries *(unprompted)*

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

<b>Scotland</b>	<b>%</b>	<b>Northern Ireland</b>	<b>%</b>
Kilts	24	Violence/religious conflict	58
Whisky	17	IRA/Sinn Fein	16
People/Scottish	15	Religion	7
Cold/wet weather	8	Cold/rainy weather	5
Edinburgh Festival/Tattoo	6	Scenery	4
Highlands/mountains	5	Peace process	4
Bagpipes	5		
Scotland Yard/detectives	4		
Scenery/landscapes	3		
Braveheart	3		
Nothing	4	Nothing	2

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<b>England</b>	<b>%</b>	<b>Wales</b>	<b>%</b>
Royal Family	31	Princess Diana/Princess of Wales	30
Football	17	Royal Family/British monarchy	16
Colleges/Oxbridge/education	13	Rugby	13
The Queen	11	Prince Charles/Prince of Wales	13
Powerful economy/ industry/industrial areas	6	Sheep	6
Margaret Thatcher	3	Welsh/celtic dialect	5
London	3	Beautiful landscapes	5
Tradition/conservatism	3		
Nothing	2	Nothing	3

All other answers 2% or less

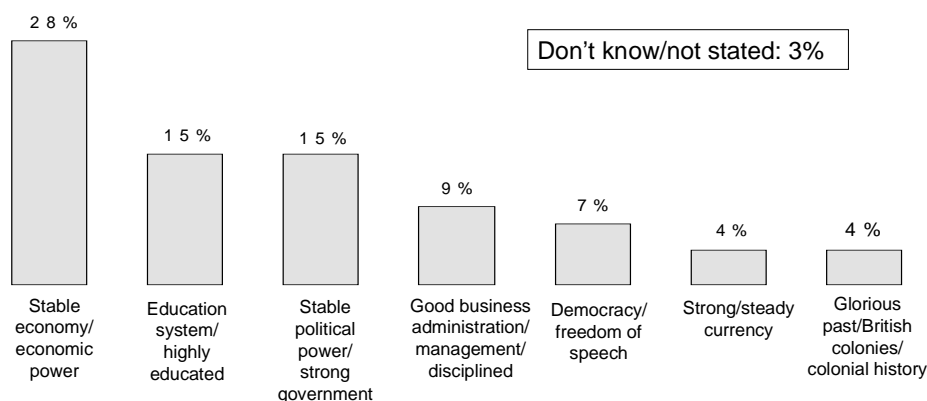
Base: All successor generation in Kenya (200), May 2000

## United Kingdom's Strengths & Weaknesses

Contrary to world-wide findings, where tradition is regarded as the UK's main strength, in Kenya, just three per cent believe this to be the case. Our stable economy (28%) is instead perceived to be our main strength, as well as our political power (15%) and educational system (15%).

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

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



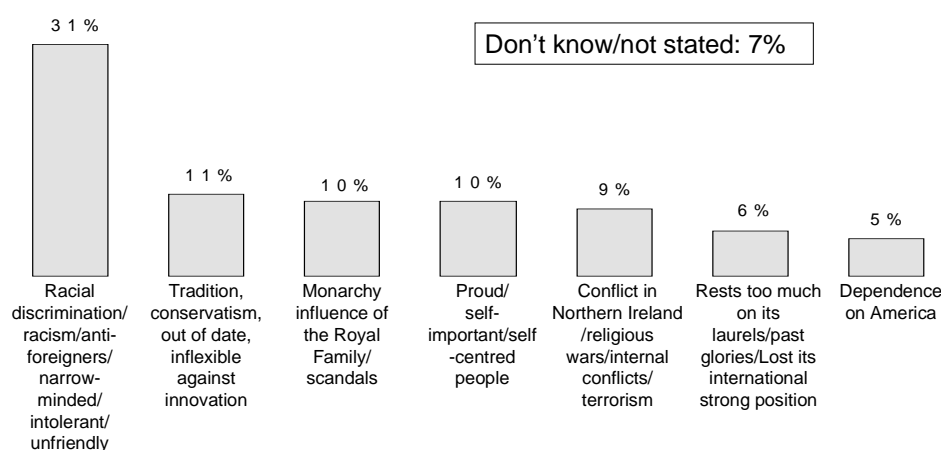
Base: All successor generation in Kenya (200), May 2000

Source: MORI

In terms of weaknesses, again Kenya breaks away from the more commonly held opinions world-wide that our tradition, conservatism and inflexibility are our main weakness. Instead, unfriendliness, intolerance, racist and anti-foreign attitudes (31% vs. 9% world-wide) are perceived to be Britain's main weakness. Racial discrimination is marginally more likely to be cited by those who have not visited the UK. However, even among those in Kenya who have visited the UK, racism is still seen as the major weakness (30%).

## 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 Kenya (200), May 2000

Source: MORI

This issue emerged strongly in the qualitative research, where our conservative nature and tradition were perceived to make us unwelcoming to strangers. The British were also still thought to consider themselves as superior because of their colonial past.

*Britons are selfish, very proud people. They believe anything good has to be British*

*They feel they know more than you. They have a superiority complex, it is just in their nature*

*They are conservative and strict and do not welcome strangers. They want to probe you before they can welcome you into their community*

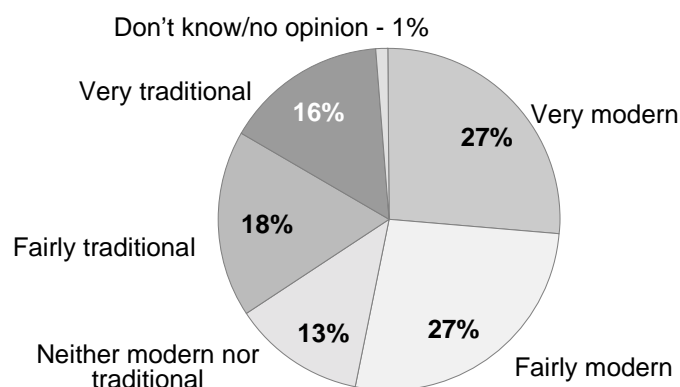
*If you want to be on good terms with them, you must belong to some institution that they also belong to. Then they might open up a little bit to you, but they probe first*

## British Society

More than half (54%) of respondents in Kenya regard the UK as a modern society, with 27% describing it as 'very modern'. One in three believe us to be traditional; 16% think that the UK is 'very traditional' in nature.

### 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 Kenya (200), May 2000

Source: MORI

The most positively rated aspect of British society, around the world and especially in Kenya, is our National Health Service. Eight out of ten (83% vs. 61% world-wide) agree that it is good, while only 4% of Kenyans disagree. A similar proportion (80%) agree that the British system is a good example of a democratic government and 77% agree that our legal system ensures everyone gets a fair trial. Indeed, the qualitative research revealed that Kenyan people have a very high opinion of British political leaders. Decision makers are seen as very capable, relying on past experience and opinion polls to make the best judgements. However, it is felt that this, coupled with the conservative and traditional nature of the British, makes our decision making a very slow process.

*When a British leader makes a decision, he knows that he has the support of his people. In Britain there is that unity, whereby people support their leadership and they normally make good decisions*

*In Britain, decisions are based on the facts on the ground, it is the citizens who have more say, through opinion polls*

*They are not quick in decision making. They do not take full responsibility immediately. They buy time in decision making which makes it a slow and painful process*

*The leaders are expected to understand the country's traditions, so that when they are making decisions, they keep in mind their conservativeness. They keep in mind what Britons in other years did*

Britain is also seen in a favourable light by Kenyans in terms of its commitment to the environment; 81% agree that Britain is committed, while only 4% disagree.

It is evident that British institutions tend to generate more positive comments than social aspects of our society. As seen earlier, Kenyans regard Britain's main weakness to be its racism and its anti-foreign attitude. Correspondingly, two-thirds (65% vs. 38% world-wide) disagree that British people are racially tolerant. This is also felt among those who have previously visited the UK (63%). A similar proportion (67%) disagree that British people are welcoming towards foreigners.

Again, this is particularly strong among those who have visited the UK (70%).

*I would rather go to America than Britain. They do not bother where you come from. The Britons are conservative in every sense, expenditure, mixing with people etc.*

*I would not live in Britain, even my ideas would not be accepted there*

*Britons are not very accepting and they do not find it easy to take you into their system. Even if you were a doctor, they would not accept you to work as a doctor. They look down upon Africans*

Kenyans feel that, although Britons are united at a national level, they do not support each other at an individual level.

*When it comes to governmental issues they are together; they are united under the Queen. But in life, everyone is for himself*

*When it comes to ordinary life, they do not interact, apart from waving hands to each other in greetings*

## 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*
Britain has a good national health service	45	38	10	4	% +1.29
Britain is committed to protecting the environment	34	47	15	4	% +1.11
The British system is a good example of democratic government	40	41	12	8	% +1.11
The British legal system ensures that everybody gets a fair trial	26	51	16	7	% +0.94
Women are discriminated against in Britain	3	11	14	70	% -0.94
British society is truly 'multicultural'	17	36	21	27	% +0.35
British people are racially tolerant	6	14	16	65	% -0.73
British people are very welcoming towards foreigners	3	17	13	67	% -0.76
Britain is now a 'classless' society	2	13	9	76	% -1.07

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

Base: All successor generation in Kenya (200), May 2000

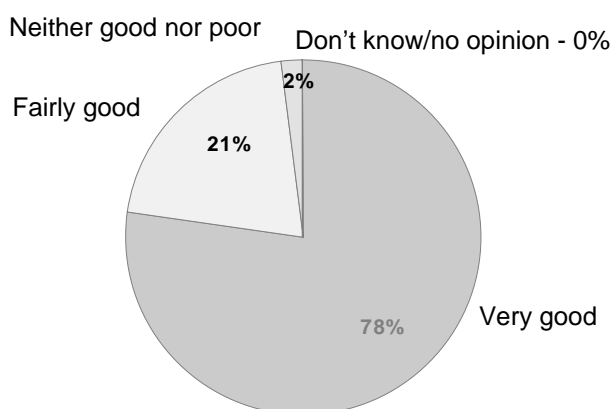
Although the majority (53%) regard Britain to be a ‘truly’ multicultural society, it is thought of as divided and unequal; just one in six (15%) feel that Britain is now a ‘classless’ society. More positively, however, sex discrimination is not perceived to be an issue in Britain; seven in ten disagree that women are discriminated against in Britain.

## Education

Almost all respondents (99%) feel that the quality of the British education system, spontaneously cited as one of our main strengths by one in six members, is good. Eight in ten of these (78%) perceive it to be ‘very good’.

### Quality of British Education

*Q23 Which of the answers on this card best fits how you would describe the overall quality of British higher education ?*



Base: All successor generation in Kenya (200), May 2000

Source: MORI

*It's believed that if you go for further education in Britain, you get quality education as compared to that person who goes to America. It is quality (in Britain) as opposed to quantity in America*

Differing somewhat from the world-wide findings, Kenyans believe that British people do take advantage of the educational services on offer to them. More than nine in ten (compared to 75% world-wide), think that we are generally a well educated society.



## 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	38
Fairly well educated	55
Neither well nor poorly	6
Fairly poorly educated	2
Very poorly educated	0
Don't know	0

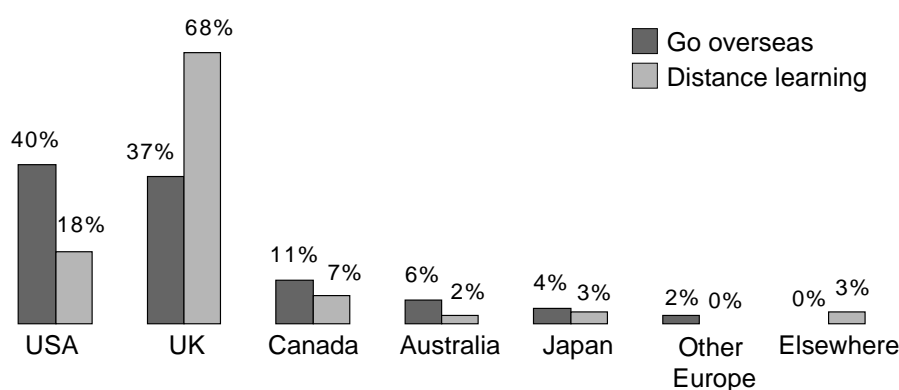
Base: All successor generation in Kenya (200), May 2000

The high regard for the British system of education means that we are the second most popular choice for studying overseas. While 40% of respondents say that they would prefer to study in the United States, 37% would opt for the United Kingdom. Canada (11%) and Australia (6%) are the other two main rivals for attracting English-speaking students, while Japan (4%) and 'another country in Europe' (2%) make up the remainder of the choices. Respondents from Mombasa Town (50%) choose the UK as their primary overseas location rather than the USA.

The UK is, however, by far the favourite choice for distance learning courses. Two-thirds (68%) say that they would choose a distance learning course from the UK, compared to 18% who would opt for a course based in the United States. Of the 17 countries researched, this is the strongest support given to British distance learning courses.

## 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 Kenya (200), May 2000

Source: MORI

The strong regard for the UK system of higher education is emphasised by the fact that two-thirds (65%) of respondents feel that a qualification from the UK would have the most credibility with potential employers, while only one in five (22%) say that a qualification from the United States would be preferable. Given that only 37% of the successor generation would choose to come to the UK to study (and rather more would opt for a British distance learning course), this would appear to indicate that there is a large proportion of people who feel that despite a high regard for our qualifications, they would rather not spend any time here. This may be linked to the impression of racism and anti-foreign attitudes prevailing in Britain.

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## Credible Qualifications

**Q8 Thinking specifically about educational qualifications, a qualification from which one of these countries do you think would have the most credibility with potential employers ?**

	Kenya	World-wide
	%	%
UK	65	31
USA	22	55
Canada	6	3
Kenya	4	-
Japan	3	4
Australia	2	2
Don't know	1	2

Base: All successor generation: Kenya (200), world-wide (3,505),  
January – June 2000

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Participants from the group discussions praised the quality of the British education and its teachers, who were said to be thorough and professional.

*They are very excellent, they believe in excellence. In terms of professionalism they are very thorough*

*They are the best because they are hard working and genuine*

However, some felt that the traditional nature of the British education system means that it is less creative and flexible than the American style of education, which is considered to be better for specialisation. (This again, may have affected attitudes towards coming to the UK to study.)

*There is this idea of somebody lecturing and dictating notes to you, like all the British do. They should break from that kind of tradition*

*They want their students to reproduce what they have been given in class, like Land Rover who has maintained the same design for over 100 years. They are not creative*

*Specialisation starts very early in the American education system compared to Kenya and Britain. They are the most flexible society. You can manoeuvre your ways, and get your degree, as they exploit what is good in you. There are many opportunities, so you can be the best in whatever you think you are*

## British Business

While world-wide findings place the UK fourth out of five in terms of whether or not it has many world beating companies (75% agree), the Kenyan successor generation ranks the UK third after the USA and Japan on this aspect. Kenyans express the third most positive views on the UK's ability to produce world-beating companies, behind Bangladesh and Nigeria (where 50% 'strongly agree', compared to 46% in Kenya).

### 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	82	15	2	%	+1.77
Japan	68	24	3	%	+1.58
UK	46	43	5	%	+1.29
Germany	29	49	6	%	+0.99
France	15	44	11	%	+0.64

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

Base: All successor generation in Kenya (200), May 2000

Kenyans place the United Kingdom (92%) more or less on a par with the USA and Japan (94%) as the country most likely to be regarded as a major financial trading centre. In fact, Kenya, along with Nigeria, shows the highest levels of agreement on this subject, while Hong Kong (11%) and Japan (14%) - each with their own renowned stock exchange, of course – are the least likely to strongly agree.

World-wide and especially in Kenya, the UK retains a very strong reputation for producing quality goods and services. They are thought by 84% of respondents (55% world-wide) to be of better quality than those produced in other countries. Just one per cent think that other countries' products and services are of better quality.

In terms of value for money rather than quality, the gap between British products and services and those from elsewhere is less. This indicates that while our products and services are regarded as being good quality, perhaps that quality comes at a price which is not always considered to be justified. Despite this, however, almost three times as many people still think that British products and services are better value than those from other countries (66%) as think the opposite (24%). Kenya, Nigeria and Pakistan are the countries where people are most likely to support the notion that British products and services offer the best value for money.

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## **Perceptions of British Products and Services**

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

	Much better	A little better	The same	Worse	
<b>their quality</b>	63	21	15	1	%
<b>their value for money</b>	37	29	10	24	%

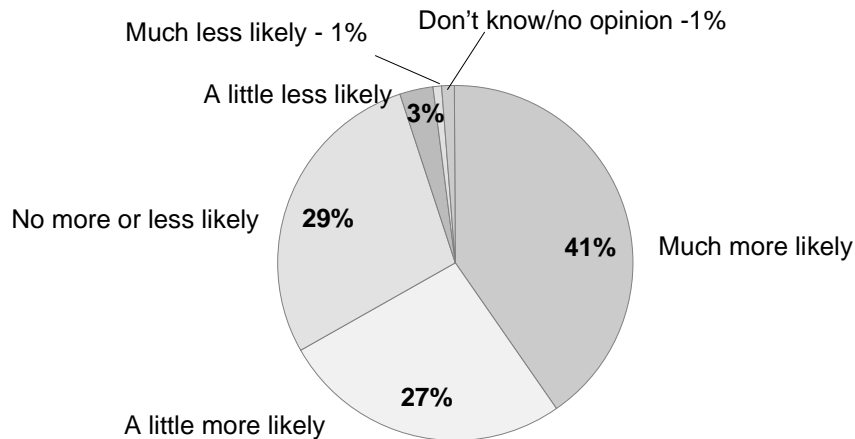
Base: All successor generation in Kenya (200), May 2000

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This positive regard for the quality and value for money of British products and services appears to be translated into action by the majority of people. While 29% of respondents in Kenya say that knowing that a product or service is British has no impact on their purchase decision, 67% say they are more likely to buy it. In fact, 41% say that they are 'much more likely' to do so. Just four per cent of respondents say that they are less likely to buy a product or service if they know that it is from the UK.

## British Products and Services

Q29 Knowing that a product or a service is British, does it make you more or less likely to choose to buy it, rather than a similar product or service from another country?



Base: All successor generation in Kenya (200), May 2000

Source: MORI

Once again, Kenya is among those who give the strongest support for British products and services, along with Nigeria (77% are more likely to buy British), and Pakistan (68%), where we have traditionally held a distinct marketing advantage, through the Empire and Commonwealth.

*Kenyans have this problem; they have a bad opinion of their own products. This thing is Kenyan, one therefore doesn't buy it. This thing has been imported from the UK, thus it is a good thing and everybody will rush out to buy that product*

As in the world-wide figures, British managers tend to be a little better regarded than our workforce (96% vs. 91%). Kenya, Pakistan and Nigeria give the most positive scores for both managers and workers, with world-wide figures considerably lower (69% consider British managers to be good and 59% think the same of our workforce).

In the focus groups, British companies were generally thought of as having expanded slowly to become stable and long lasting.

*The British business is given time to evolve, it grows with a lot of experience and expands slowly. The best example is Barclays Bank, started by Lord Barclays. It is now the great, great grandchildren who are controlling the bank*

## 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	51	67
Fairly good	41	30
Neither good nor poor	8	3
Fairly poor	0	2
Very poor	0	0
Don't know	2	0
Mean score*	+1.44	+1.61

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

Base: All successor generation in Kenya (200), May 2000

British business people were seen as very efficient and selective. They were regarded as trustworthy and very good to do business with, but rather too cautious for their own good. Kenyans felt that the length of time needed to make a decision has the effect of making British businesses appear to be unable to cope in a competitive marketplace, where things change rapidly.

*The British are perfectionists, most of the management theories that we have originated from the British*

*They are good managers, but I think they can also get caught out flat-footed when things change. It takes a while for them to change with the times and come up with a strategy to change the situation. Like changing the Land Rover from what it used to be before to what it is now*

*Whenever there is a crisis in their businesses, they have a serious problem because they are not crisis managers*

In the focus groups, the superior and traditional nature of the British was seen as a disadvantage in the workplace, where it was perceived that they tend to have the attitude that they are the best and most knowledgeable, and therefore do not listen to their juniors. The Americans, on the other hand, were seen as more open minded and receptive to contributions from their juniors. They were regarded as more enterprising and aggressive than the British and better at risk taking.

*They do not accommodate just anyone. You will work with them for sometime, but you will have to prove yourself. They are not as accommodating as the Americans or Kenyans*

*If you are looking for job satisfaction, you may not get it if working for a British manager*

*I think they have a problem with tradition. The British believe in themselves so much they do not recognise ideas from their juniors. They believe they are the best. They think they know what is best for a company and I think that is a serious flop to the management of a business*

*I prefer the American businessmen as they pay so well, and they are not so strict as the British*

## British Science & Technology

Contrary to the world-wide findings, where out of the five countries tested, the USA (96%) is seen as the leader in scientific and technological innovation, the Kenyan successor generation perceive Japan (97%) to be the leaders in this field. The USA falls closely behind in second place (95%), with the UK in third (86%). World-wide, Britain is placed fourth, with 66% believing it to be a leader in this field.

Those who have visited the UK, feel less strongly about Britain's reputation for scientific and technological innovation; 20% strongly agree that it is good vs. 39% overall in Kenya.

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### Scientific and Technological Innovation

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

	Strongly agree	Tend to agree	Disagree		Mean* score
Japan	78	20	0	%	+1.75
USA	76	19	3	%	+1.68
UK	39	48	4	%	+1.21
Germany	30	47	6	%	+1.00
France	12	41	18	%	+0.46

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

Base: All successor generation in Kenya (200), May 2000

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Although achieving relatively high scores, the message of British involvement in important scientific inventions and discoveries is clearly not being conveyed as much as it could be. The focus groups revealed that the British were not seen to lead so much in technology and were associated more with pure research.

*The British are not so much into technology, but in research. The research will be mainly in pharmaceuticals, like drugs. They are behind in technology*

*They are good researchers. They exhibit a high level of professionalism. They are actually the best in the world*

Once again, it was thought that the conservative nature of the British is holding back our achievements in this area. It was thought that although our pride motivates us to work (as opposed to the money in America), we are so cautious of making mistakes and denting our pride that we do not take the risks necessary to move forward. In contrast, American scientists were seen as younger, with more up-to-date equipment, and more closely linked to new technology. Unlike their British counterparts, it was thought that they have a lot more confidence and ambition, and can accept failure.

*Prizes motivate the British. A Briton will work hard for high achievement. While the Americans will do the same but add money to it. The British are able to do things just for the pride of their country*

*They believe in themselves so much they fear being corrected. They do not take risks or move forward with the research to the end. So they do not make breakthroughs most of the time. They wait until somebody else discovers something then they say we were also doing work in this line*

*An American scientist accepts failure, so he tries again and again without losing faith. He struggles from failure to failure, until he achieves what he wants. But a British scientist will coil back when something goes wrong*

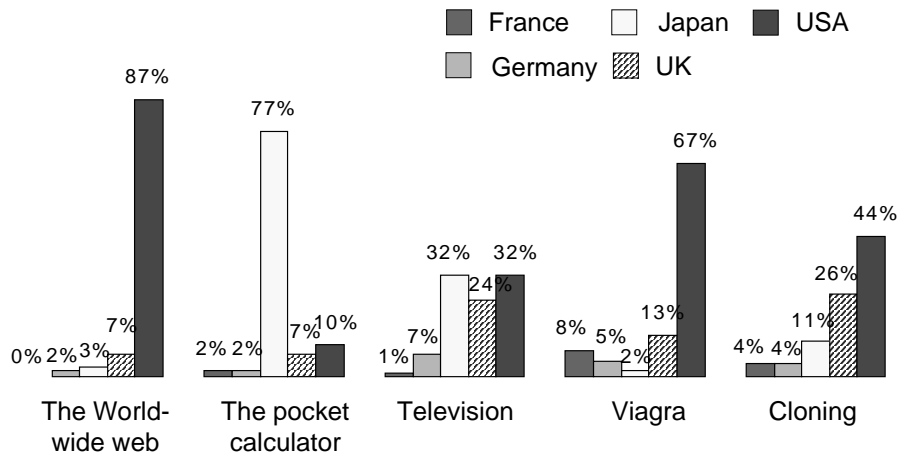
The overall lack of knowledge about British involvement in technological breakthroughs is clearly demonstrated when respondents are asked from which countries they think that certain twentieth century inventions emanated. These findings are similar in most countries researched this year: the United States, for example, is clearly assumed to have been responsible for the world wide web (87% vs. 7% for the UK) and for Viagra (67% and 13%), when these are, in fact, of British origin. The Japanese are clear favourites for having invented the pocket calculator (77% vs. 10% for the USA and 7% for the UK), when this was actually American.

Television (another British invention) is less clear cut, but even here the UK is placed third with 24%, behind the USA and Japan (each with 32%). World-wide, the only technological breakthrough which people associate with the UK is cloning (47% know that this was invented in this country), although this is not the case in Kenya, where 44% believe that it is a US invention. One in four (26%), however, correctly associate it with Britain.



## 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 in Kenya (200), May 2000

Source: MORI

Generally, these findings back up the regularly cited impression in the group discussions that the British are poor marketers. Even in those cases where people appreciate that an invention might have come from the UK, they feel that the technology is far more likely to be adapted elsewhere (notably the USA), and converted into something profitable.

*Americans sell their products all over the world. Before they sell their products, they take risks. They will go into a situation a Briton will not go into, but they want to try and make something out of it*

## British Personalities

As is the case around the world, Tony Blair is the best known British personality, known by all of the Kenyan successor generation (90% world-wide). Reversing the world-wide trends, Naomi Campbell is in second place (87% vs. 76% world-wide), followed by the Spice Girls (82% vs. 86% world-wide). Linford Christie is also a well known celebrity in Kenya (58%) who is not as well recognised world-wide (33%).

Rowan Atkinson (44%) and Hugh Grant (38%) are also well known personalities among the Kenyan successor generation, although recognition of other personalities is relatively low: less than one in five recognise businessmen (18% Richard Branson, 5% James Dyson), designers (16% John Galliano, 13% Vivienne Westwood) and scientists (13% Stephen Hawking). Interestingly, William Hague (27%) appears to be better known than some film stars (25% Kate Winslet, 24% Steve Martin).

As might be expected, men tend to be more likely to recognise sports people, (71% vs. 44% for Linford Christie) while women have higher recognition levels for film stars (42% vs. 34% for Hugh Grant).

Although not generally true world-wide, in Kenya, respondents are more likely to recognise that personalities are actually from Britain. For instance, Tony Blair achieves the highest 'I knew they were British' factor, at 98%, some way ahead of Linford Christie (69%) and Rowan Atkinson (66%). Many others are recognised as British by between 50-65%, which is rather more than the average scores recorded world-wide (generally between 30-50%).

### Well-known Britons

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

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

	Heard of %	British %	Proportion recognised as British %
Tony Blair	100	98	98
Naomi Campbell	87	38	44
Spice Girls	82	52	63
Linford Christie	58	40	69
Rowan Atkinson	44	29	66
Hugh Grant	38	24	63
William Hague	27	17	63
Kate Winslet	25	14	56
Steve Martin	24	11	46
Richard Branson	18	10	56
Liam Gallagher	16	7	44
John Galliano	16	2	13
Vivienne Westwood	13	5	38
Stephen Hawking	13	7	54
Anita Roddick	10	4	40
Tim Henman	9	5	56
Delia Smith	9	4	44
David Hockney	8	4	50
P D James	7	4	57
Damien Hirst	6	3	50
James Dyson	5	2	40
Firzana Perveen	1	1	100
None of these	0	0	-
Don't know	0	2	-

Base: All successor generation in Kenya (200), 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 24% of respondents, and 46% of those who know of him think that he is British. Firzana is recognised by two people, with one of them 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 Steven’s globe-trotting exploits, this year’s results appear to indicate that people simply felt that he had a familiar-sounding (and British) name, so that they assumed they knew of him. In turn, this might mean that British personalities with less typical names might struggle to achieve that recognition factor.

## **British Art**

Almost eight in ten (78% vs. 71% world-wide) Kenyan respondents believe that Britain’s reputation in the arts is based more in the past than the present. In fact, 41% (vs. 28% world-wide) ‘strongly agree’, while just 11% disagree with this idea.

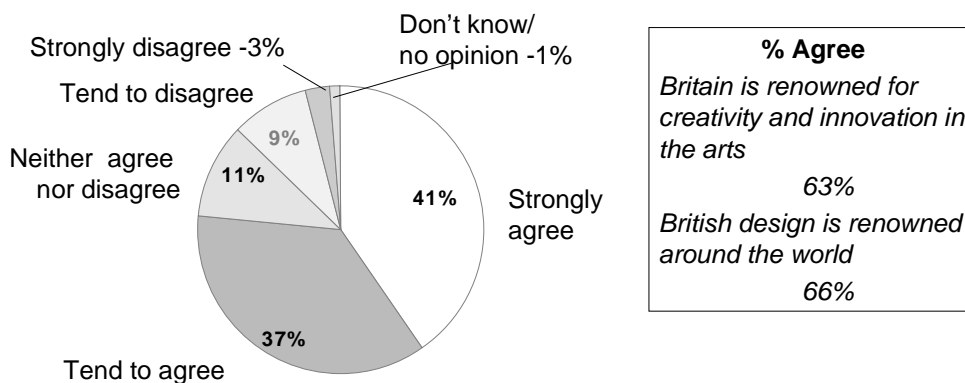
Those countries which tend to be most positively disposed towards Britain – Kenya, along with Bangladesh, Nigeria and Pakistan – are the four which most believe this to be the case, although perhaps this is due to a lack of exposure to modern British art since Commonwealth ties became less strong. (In none of the countries surveyed did the majority of respondents disagree with the notion that our reputation in the arts is based in the past.)

This opinion was evident in the focus groups, where classical art was the main image of British art. This was perceived in a more positive light than American artists, who were viewed as more short lived, money-orientated and lacking in quality. British art, on the other hand, was thought to be recognised, respected and honoured in the British community. It was believed to be highly original and enduring over time.

Indeed, two-thirds agree that Britain is renowned for its creativity and innovation in the arts (63%) and that British design is also renowned around the world (66%).

## 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 Kenya (200), May 2000

Source: MORI

*They are good, they specialise in what they do, but they do not change with time. To the British, it's classical and nothing else. There is no other competitive music, just classical art*

*There is a sense of originality in Britain compared to the Americans who are just opportunists. In terms of quality, British art can be enjoyed by a cross section of ages, whereas American art can be enjoyed by certain brackets, especially the youth*

*Americans are just out to make money and publicity. The British make perfect work and become heroes*

*The American art vanishes, after a few years it's no longer there. But the British art sticks and lasts longer, and will be the same in terms of popularity. Even the old music from Britain is really good, and books published in those days are still interesting. American things just come and go*

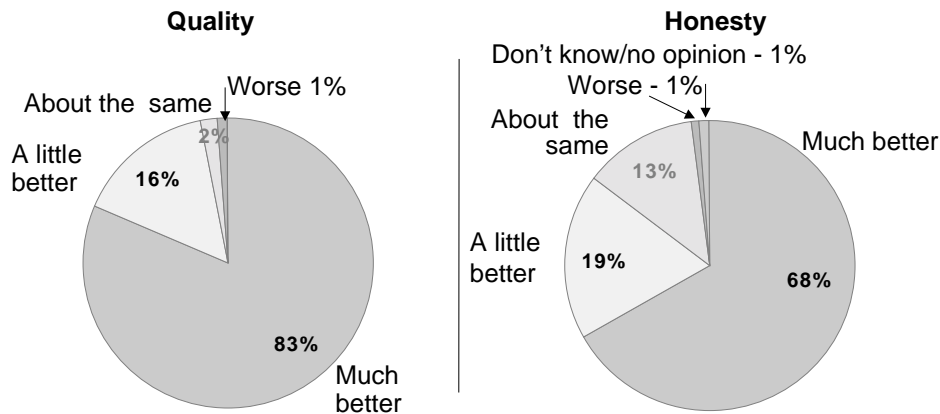
## British Media

More than half (56%) of the respondents in Kenya believe that the British media can be relied upon to tell the truth. Twenty per cent strongly agree with this notion, while 18%, on the other hand, do not believe that this is the case.

When comparing their media to that of the British, 87% favour the British media as being the more honest of the two (compared to 57% world-wide). The quality of the British media is even more highly regarded. Ninety-eight per cent regard the British media to be better quality than the Kenyan media (compared to 68% world-wide). Compared to the other 17 countries researched, Kenya is therefore among the most favourable towards the British media.

### British Media

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



Base: All successor generation in Kenya (200), May 2000

Source: MORI

The focus groups showed that the British press was highly regarded in Kenya, with many preferring to read a British newspaper to their own. Unlike the views expressed in several other countries, they believed that the British newspapers provide good coverage of international as well as national news, which is felt to be important.

*I would prefer to read the British paper because you get to know what is happening in the world*

*A Briton is interested in what is happening all over the world. A Kenyan is not interested in foreign news. They read the national news about who was stoned and sports news*

*A paper should touch on all aspects of life. Most media in Kenya is substandard. In Kenya it is hard to know whether what you are reading is the truth or not*

## Britain's Relationships with other Countries

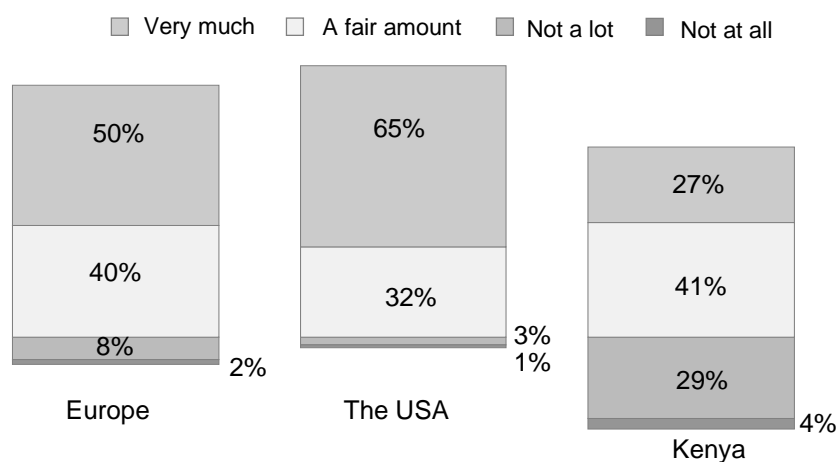
There is a clear perception in Kenya (and world-wide) that Britain places most value on its relationship with the United States. Two-thirds of respondents (65% vs. 45% world-wide) believe that Britain values its relationship with the USA 'very much', while one third (compared to two in five world-wide) say that we do so 'a fair amount'. Only 4% (12% world-wide) of the successor generation believe that we value our relationship with the United States either 'not a lot' (3%) or 'not at all' (1%).

Half of the respondents believe that we place a great deal of value on our relationship with Europe, while 40% think we place 'a fair amount' of value on it. (There is a very large difference between European countries and the rest of the world on this issue. Among those in Europe, just 11% believe that Britain places very much value on its relationship with its continental neighbours. This compares to 47% of those questioned in other countries around the world.)

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. Kenya, however, is one of the few countries where this figure is relatively high. Twenty seven per cent (compared to 15% world-wide) feel that we value our relationship with Kenya 'very much', and a further 41% feel we do so 'a fair amount'.

## Relationships Between Countries

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



Base: All successor generation in Kenya (200), May 2000

Source: MORI

In the focus groups, participants attributed this keen relationship with Kenya to Britain's interest in its former colonies. Respondents felt that Britain was only interested in anglophone countries, and had no interest in francophone countries.

*Britain is interested in the countries it colonised in the past, like Kenya. But they do not care what happens so much in the francophone countries that they never colonised*

In terms of relationships with other countries, the focus group discussions highlighted a feeling that Britain tends to keep itself to itself. Unlike the USA, we were not perceived to get involved in things which do not necessarily concern us, which was generally regarded quite positively.

*The British do not get involved with alacrity in the politics of other countries unlike Americans. Britons are more concerned about their safety*

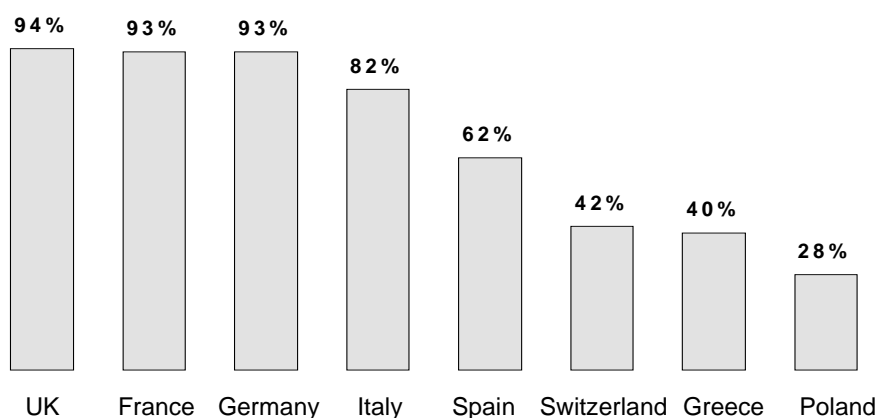
*I like their nature, it is better not to involve yourself in other people's affairs*

## The European Union

In Kenya, Britain is the most recognised member of the European Union, at 94%. France and Germany (93%) are also well known members. In contrast, around the world, Britain is less well known as being part of the EU (85%), being the fourth most recognised country, behind France, Germany and 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 Kenya (200), May 2000

Source: MORI

Seven in ten (72%) respondents (compared to 61% world-wide), believe that Britain plays a leading role in the European Union, with 38% agreeing strongly (vs. 22% that strongly agree world-wide). Sixteen per cent, on the other hand, do not believe this to be the case.

## Languages & the English Language

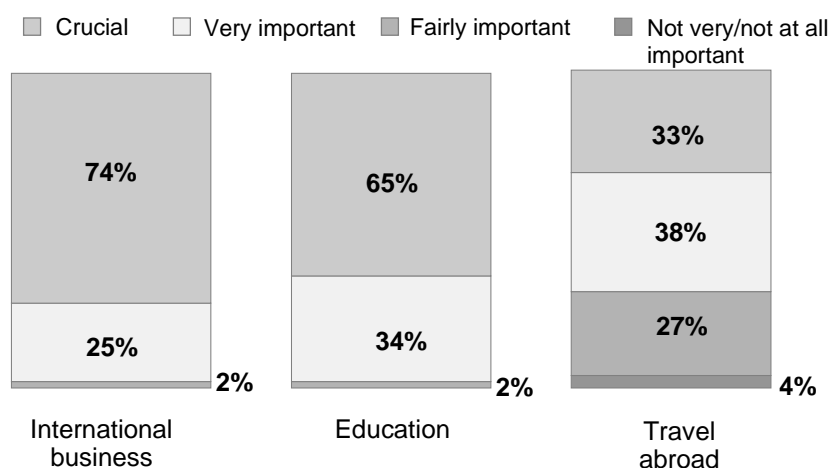
As might well be expected, all members of the successor generation in Kenya speak English. French is the next most widely used language, spoken by one in four. Women (32% vs. 18% men) and those who live in Nairobi compared to Mombasa Town (31% vs. 14%) are the most likely groups to speak French. German is spoken by a minority of 9%.

French is also the language which Kenyans would most like to learn, at 64%, (especially those from Mombasa Town), followed by German at 44% (women - 51% favouring this more than men - 36%), Spanish (29%) and Japanese (21%).

All Kenyans consider the ability to speak English to be either crucial or important for international business, education, and to a slightly lesser extent, travel abroad. Seventy four per cent (vs. 70% world-wide) consider it 'crucial' for international business, 65% (vs. 45% world-wide) 'crucial' for education, and 33% (vs. 29%) 'crucial' for travel abroad. Four per cent do not feel that it is important for travel. Those with a masters degree are more likely than those with a degree to consider English crucial for education (73% vs. 58%).

## 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 Kenya (200), May 2000

Source: MORI



## Sources of Information About the UK

While world-wide the local media are the most cited sources of information when forming an opinion about the UK, for the successor generation in Kenya, books (38% vs. 35% world-wide) and the BBC World Service (33% vs. 13% world-wide) are the most commonly mentioned sources of information.

*I have been in Britain and America many times, in books,  
and this is how I know things about them*

The British press, people who have visited the UK, and the local press are all common sources of information for a quarter of the Kenyan successor generation. National TV news is only mentioned by 6% compared to 31% world-wide. This demonstrates the high regard the Kenyans have for the British media.

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### 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.**

	%
Books	38
BBC World Service	33
British press	26
People who have visited the UK	25
Local press	25
BBC World TV	24
Academic sources	23
Other international press	22
Internet	22
Embassies/consulates	14
Visiting the UK personally	11
Other international TV	9
Word of mouth - friends & family	9
Know people from the UK	9
National TV news	6
Films	6
Local radio	5
Word of mouth - work colleagues	5
Other international radio	3
Other official UK sources	2
Tourist authorities from the UK	1
Other	1
Don't know	1

Base: All successor generation in Kenya (200), May 2000

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## Visiting the UK

Fifteen per cent of Kenyan respondents have previously visited the UK, a rather lower figure than the world-wide average of 30%. Among those who have visited the UK, half say that they have made their last visit less than two years ago, and a quarter (27%) visited between two and five years ago. Of those who have stayed in the UK for at least two weeks, half have been studying and 30% have been on holiday.

# Implications

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Members of the successor generation in Kenya are predominantly positive in their attitudes towards the United Kingdom. Of the 17 countries measured this year, respondents in Kenya claim to be not only among the most familiar (75% say they know at least a fair amount about the UK), they are also among the most favourable (33% are 'very favourable') towards the UK. For the most part, Kenyans regard the UK in a particularly positive light, giving favourable ratings far above the world-wide average on many of the aspects measured.

It should be pointed out, however, that the high familiarity figure is not generally borne out in responses to particular questions. Perhaps Kenyans think they know rather more about Britain than is actually the case.

British institutions appear to be portrayed very positively in Kenya. Eight in ten respondents not only rate the National Health Service as good, but also the legal system (in terms of ensuring a fair trial), and the government (for being a good example of democracy). Indeed, participants in the focus groups highlighted their knowledge and positive regard for British political leaders, who were seen as very capable and reliable, although somewhat slow in their decision making processes. British political leaders appear to be well known in Kenya; all respondents state that they have heard of Tony Blair, and almost all of these know that he is British. In accordance with this, Britain's main strengths are seen to be its stable economy and economic power, and its stable political power.

Correspondingly, there is a strong belief among Kenyans that Britain has many world-beating companies. Kenyans also place the United Kingdom more or less on a par with the United States and Japan as the country most likely to be regarded as a major financial trading centre. British managers and their workforce are also rated highly, perceived to be efficient and trustworthy. However, like the British leaders, they are seen as very cautious, and therefore, slow moving and less competitive than their counterparts in the US.

On a less positive note, the superior and traditional nature of the British is seen to be a disadvantage in the workplace, where a hierarchical structure is felt to exist, preventing interaction between levels.

Indeed, the main criticisms of Britain concern its social outlook; perceived to be traditional, conservative and class conscious. As might perhaps be expected, Kenyans feel that we consider ourselves to be superior because of our colonial past. Two-thirds of the successor generation feel that we, as a nation, are not racially tolerant or welcoming towards foreigners.

***Britons have no respect for Africans***

As a result, one in three cite our unfriendliness, intolerance, racist or anti-foreign attitude to be our main weakness, which appears to act as a deterrent for many Kenyans who may be considering living in Britain. Indeed, this may partly explain the attitudes of Kenyans towards studying in Britain, despite their wholly positive opinions of our educational system.

Regard for our education system is remarkably high; all respondents perceive the system to be good, and two in three regard a British educational qualification to be the most credible with potential employers. However, although a distance learning course based in Britain is the most popular choice among Kenyans, a smaller proportion would actually choose Britain as their first choice for an overseas country in which to study. While only 22% perceive that the United States provides the most credible educational qualifications, 40% choose it as their preferred overseas destination. Although Kenyans also regard American teachers and courses to be more progressive than those in the UK, this suggests that the perception of a racist and unwelcoming society is strong enough for some respondents to forego Britain's valuable educational opportunities.

One area in which Britain appears to be particularly less well renowned world-wide is its scientific and technological advances. Indeed, Kenyans are even less knowledgeable about this aspect of Britain, perceiving us to be more involved in research and failing to move forward because of our conservative and cautious nature. On the other hand, British art, although seen to be based more in the past than the present (78% agree), is perceived to be more recognised, respected and enduring over time.

The British media are also highly respected, seen to be more honest and reliable than the Kenyan media. They are therefore widely read, and form an important source of information, along with books, for Kenyans to develop their opinions of the UK.

Overall, despite the positive regard for most aspects of Britain, the message remains clear; the UK does not appeal as a place to visit or live, because of the perceived unwelcoming, and even racist attitude of the British people. Until we can convince Kenyans that we do not look down on them (and others), they will continue to regard our country positively, but at arm's length.

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*MORI/ 12648*

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*Janette Henderson  
Andy Martin  
Fabienne Obadia  
Annabel Cooney*

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# Appendices

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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 200 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.

<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>
200	4.2	6.4	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.

<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>
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 Kenya. 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 Kenyan 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 Kenyan 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 Kenyan 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 Kenyan 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 Kenyan business?

What about the American business - what does it do? How are the American business's workers and managers different to their Kenyan 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 Kenyan business? And how does the business run in the Kenyan community differ from the other two?

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