

# **Attitudes Towards Britain and the British**

**Mexico**

**Research Study Conducted for  
the British Council**

**May - August 1999**



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# Preface

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

## Background and Objectives

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

The main purposes of research into Britain's image were three-fold:

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

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

Brazil  
China  
Egypt  
France  
Germany

India  
Malaysia  
Mexico  
Poland

Russia  
Saudi Arabia  
South Africa  
Turkey

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

In Mexico, the definition used was:

- Aged 25-45
- Education - university or above
- Entrepreneurs, medium/top level managers/specialists working in private sector organisations, NGOs or state organisations
- Income - higher than average

## Methodology

The survey was conducted in two distinct phases, beginning with three **qualitative focus group discussions** in Mexico (two in each of the other countries). The groups were held in Mexico City, Guadalajara and Monterey between 11 and 13 May 1999. Again, the decision as to which cities to use was taken in consultation with MORI's local partners and the British Council office in each country. In each case, they were moderated by an experienced researcher with one of MORI's research partners in the country concerned.

The objectives of this first stage were to:

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

On completion of the group discussions, MORI's local partners provided a transcript of the discussion (in English) and a short summary report of the findings. A debrief meeting was then held by MORI in London, to feed back the results to the British Council, and to help shape the **quantitative survey** which followed.

In Mexico, this was undertaken among 203 members of the same target audience. Interviewing was conducted face-to-face between 13 July and 12 August 1999.

Quotas were set to ensure that a reasonable cross-section of members of the successor generation were interviewed. Again, interviewing was concentrated in those cities where it might reasonably be expected that up and coming decision makers might be present in large numbers. In this case, interviewing was confined to Mexico City only.

## Report Layout

This report will concentrate the results for Mexico, and compare them to the world-wide results. 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, perhaps not surprisingly, the country which most members of the successor generation in Mexico feel they know 'very well' (34%) or 'a fair amount' (46%). Indeed, the 81% who know the USA very or fairly well is above the average of 71% world-wide, and only beaten by Saudi Arabia (90%) and Turkey (86%).

Next in line come France and the United Kingdom, known very or fairly well to three in ten, but very few know these two countries 'very well' (6% and 2% respectively). A little fewer feel familiar with Japan (24%) or Germany (20%).

These four countries are all less well known in Mexico than they are on average in the other 13 countries included in the survey; this is particularly so in the case of the UK, which records its lowest profile in Mexico (29% know it well vs 57% world-wide).

All five countries are well regarded in Mexico, with over three-quarters of those who know at least a little about each country favourable and few unfavourable. Although the USA is by far the best known of the five countries, it is in fact the least well regarded of the five with the lowest favourable rating (77%) and the highest unfavourable rating (10%). This is nonetheless a higher rating than the world-wide average of 71% favourable and 13% unfavourable but then all five countries are better regarded in Mexico than the world-wide average.

Japan and France are best regarded of the five in Mexico, with more than four in five favourable. As many as 44% are 'very favourable' towards Japan (37% towards France) compared to around a third for the other three countries.

The United Kingdom and Germany achieve very similar levels of favourability, with around one-third 'very favourable' and half 'mainly favourable' in their attitudes. World-wide, it is France and the UK which receive the highest ratings of the five countries, followed by the US and Germany and then Japan.

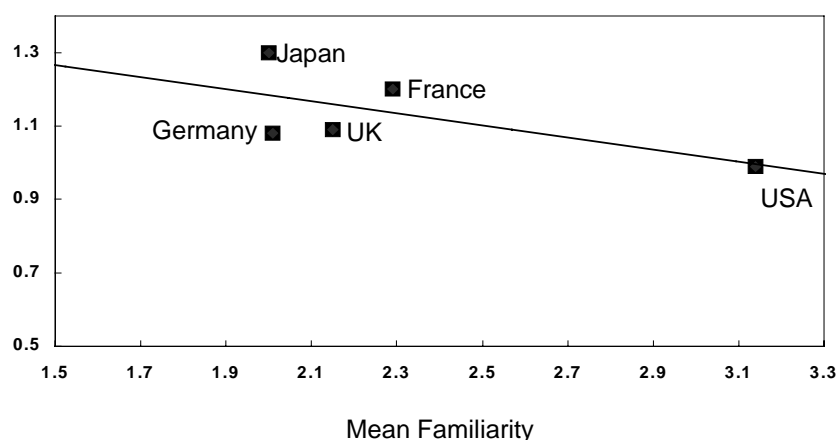
The higher educated a person is, the more they feel they know about the UK, particularly those who have studied overseas for their Masters (55% of whom say they know the UK very or fairly well). This does not, however, make them any more favourably inclined.



The chart below shows, along the bottom axis, how well people feel they know each of the five countries – the further to the right a country is, the better people feel they know it. On the side axis is overall favourability towards each country. The diagonal line is known as the ‘line of best fit’. It shows the mid point of all the countries measured. It shows that, in Mexico, familiarity does not necessary build favourability. Indeed, as we have seen, though the USA is best known by some way, it is least well regarded. The UK, on the other hand, is in a fairly middling position compared to the other countries.

### Familiarity & Favourability Towards Countries

Mean Favourability



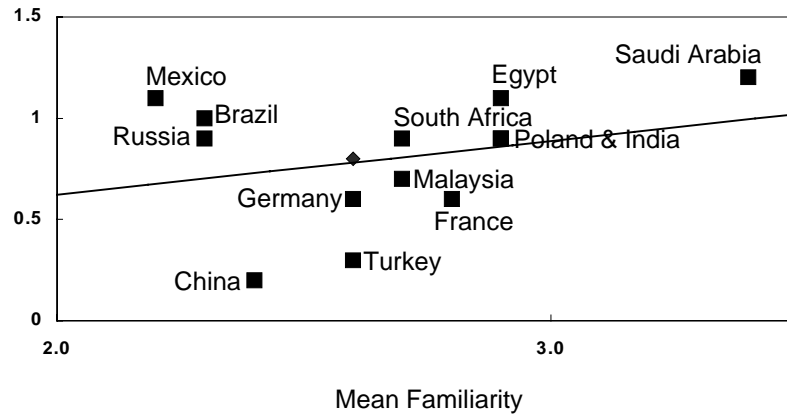
Base: All successor generation in Mexico (203)

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

The chart overleaf compares the UK findings in Mexico with the findings in the other 12 countries. Of the 13, the Mexicans are least familiar with the UK but have a better than average opinion. Only in Saudi Arabia is the UK better regarded. It is worth noting, however, that Mexicans tend to be more favourable towards all the countries tested than the world-wide average.

## Familiarity & Favourability Towards the United Kingdom

Mean Favourability



Base: All successor generation (2,952)

## Images of the United Kingdom

England and Scotland are the most recognised nations within Great Britain, cited by 75% and 73% respectively in Mexico, followed by Northern Ireland (66%), and Wales (50%). World-wide, it is England that is most likely to be recognised (83%), followed by Scotland (77%), Northern Ireland (68%) and Wales (65%). Around one in five (18%) members of the successor generation in Mexico spontaneously say, in answer to this question, that the United Kingdom is the same thing as Great Britain.

The following verbatim from the qualitative research illustrates the degree of confusion between the terms Great Britain and the United Kingdom:

*By Great Britain you mean the UK and Ireland?*

Mexico (Mexico City)

In Mexico and world-wide kilts are the most recognised symbol of **Scotland**, spontaneously nominated by 31% of respondents in Mexico as the first thing they think of. Whisky and bagpipes are the second and third most recognised images in Mexico. World-wide, whisky drops to third place, while highlands and mountains come in second, and bagpipes is relegated to fifth position.

World-wide, **Northern Ireland** conjures up an image of violence above all else and this is true in Mexico also where it is nominated by 32%; 8% mention the peace process. The second most common association is with scenery, cited by 15%.

**Wales**, on the other hand, brings to mind the British monarchy and castles - mentioned, without prompting, by around a quarter of the Mexican successor generation - and there are relatively few mentions of anything else. World-wide, associations with Wales are more evenly spread, with castles, mountains, sheep and rugby all being nominated by more than five per cent of the successor generation.

In Mexico, the Houses of Parliament (25%) is the most recognised symbol of **England**, followed by the Royal Family (12%) and Beefeaters/the Tower of London (11%). Compared to the average world-wide, Mexicans are rather more likely to mention the Houses of Parliament. Margaret Thatcher remains a more potent image of England in Mexico (at 6%) than Tony Blair (at 2%). This is also true on average world-wide.

## Images of UK Countries (Spontaneous)

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

(Top answers)

<b>Scotland</b>	<b>%</b>	<b>Northern Ireland</b>	<b>%</b>
Kilts	31	Violence	32
Whisky	18	Scenery	15
Bagpipes	12	Religion	9
Highlands/mountains	8	Peace process	8
Edinburgh festival/tattoo	8	IRA/Sinn Fein	4
Cold/wet weather	4	Music	2
Braveheart	2	The Giants Causeway	2
Nothing/don't know	1	Cold/rainy weather	2
		Nothing/don't know	5
<hr/>		<hr/>	
<b>England</b>	<b>%</b>	<b>Wales</b>	<b>%</b>
Houses of Parliament/Big Ben	25	The Royal Family	26
The Royal Family	12	Castles	24
Tower of London/Beefeaters	11	Mountains	6
Margaret Thatcher	6	The Valleys	5
Traditional/conservative	3	Prince of Wales	4
Music/art/culture	3	Princess Diana	3
Tony Blair	2	Coal mining	3
Education	2	Sheep	2
A country pub	2	Rugby	2
Colleges (Oxford/Cambridge)	2	Nothing/don't know	12
Nelson's column	2		
Nothing/don't know	*		

All other answers 1% or less

Base: All successor generation in Mexico (203)

## Britain's Strengths & Weaknesses

World-wide, the UK's history, tradition and culture are very much a double-edged sword. While tradition, culture and heritage are the aspects most likely to be mentioned spontaneously as our major strength (13%), phrases such as traditional, conservative, and out-of-date for the modern world, attract most mentions as our major weakness (11%).

The pattern is a little different in Mexico. Tradition, culture and heritage remain the main strengths associated with Britain, but our perceived weaknesses are more connected with the Royal Family and particularly the disputes and scandals associated with certain members (13%), followed by the conflict in Northern Ireland (9%). The younger age groups (25-35 year olds) are most likely to perceive the monarchy as a weakness (15% vs 5% of 36-45 year olds).

*Being a monarchy is also a defect. Who tells you she is the Queen?*

Mexico (Mexico City)

*The British have a great problem before them. They have Ireland. That is a problem they haven't been able to solve*

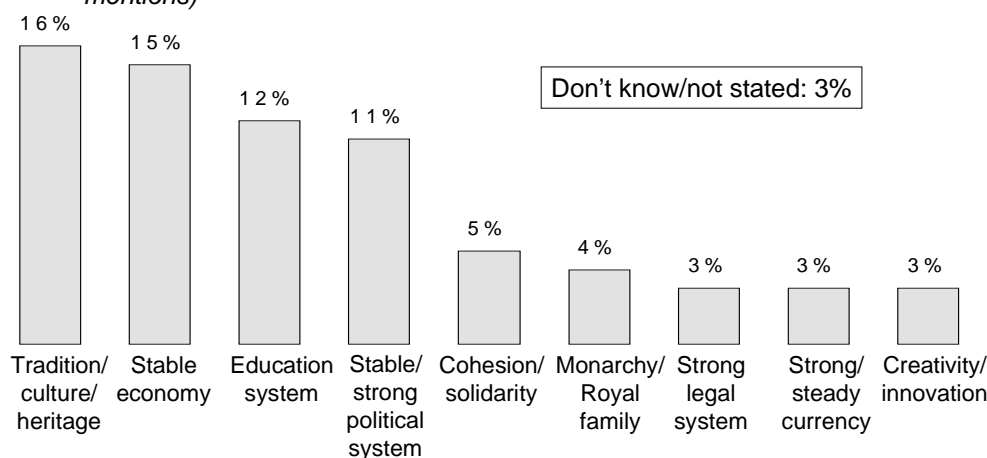
Mexico (Monterey)

As important a strength as our heritage, in Mexico, is the stable British economy (15%, particularly pertinent to men, 20% of whom mention it vs 8% of women) This is also a key strength world-wide.

The British education system (12%) and a strong/stable political system are also perceived as strengths in Mexico, and rather more so than they are on average world-wide, where they are mentioned by 6% or less.

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

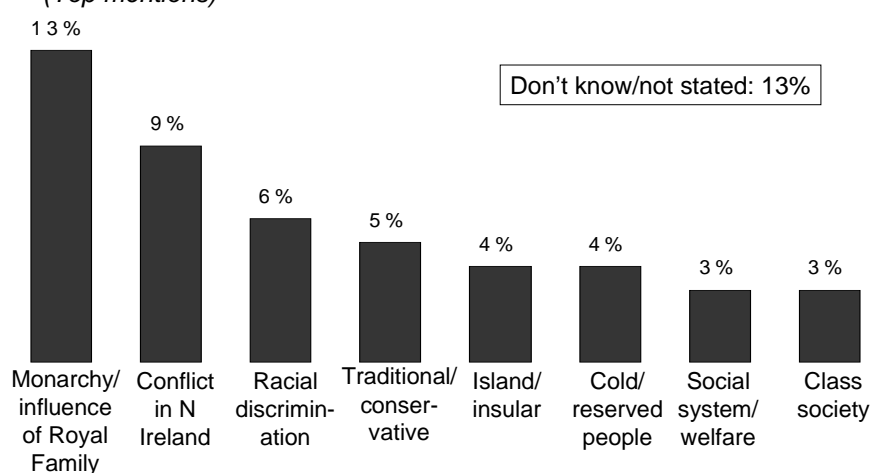
Q31 What do you think is the United Kingdom's one major strength? (Top mentions)



Base: All successor generation in Mexico (203)

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

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



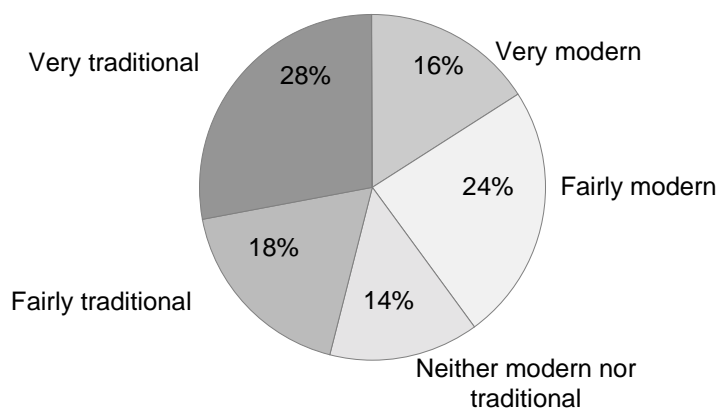
Base: All successor generation in Mexico (203)

## British Society

Given that tradition and heritage is seen as a key strength of the UK, it follows that Britain is more likely to be regarded as a traditional than as a modern society. While 16% of the Mexican successor generation believe that Britain is a 'very modern' society, 28% believe that we are 'very traditional'. This is true world-wide also, though it is in Mexico that the highest proportion view Britain as 'very traditional' - the average across the 13 countries is 14%.

### British Society: Modern vs Traditional ?

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



Base: All successor generation in Mexico (203)

The view of Britain as a traditional rather than a modern society is particularly prevalent among the older age group in Mexico (36-45 year olds), 54% of whom see Britain as traditional, 37% very traditional, and just 32% see us as modern.

In the qualitative research, Britain was frequently associated with being conservative and very governed by rules (which, unlike in Mexico, are obeyed). However, though the people are seen to abide by the rules, there is also the perception of a certain level of rebellion, but very much under the surface:

*It seems to be conservative. I do believe there are a lot of rules. I do believe they have specific standards for their way of living They seem to be conservative, but there is also a strong level of rebellion*

Mexico (Monterey)

*They accept the social order, but from within they don't accept it*

Mexico (Mexico City)

*It is a very formal and conservative society with respect to all their habits and their customs*

Mexico (Monterey)

*They have many rules and the Mexicans don't. The rules say no pets and the Mexicans will have pets. No kids and the Mexicans will have kids. No parties and the Mexicans will have a party once a year*

Mexico (Guadalajara)

One of the most positive aspects of British society in Mexico and world-wide is that we are regarded as being committed to protecting the environment. In Mexico, 69% agree that 'Britain is committed to protecting the environment' while just 6% disagree.

Similarly, Mexico views are in line with the average world-wide on our democratic government, legal system, and health service, which are all regarded as being strong and healthy, with positive scores from over three in five. These views tend to be held more strongly by men than women.

However, in Mexico views are not quite as positive on the issue of our democratic government as the world-wide average and a significant minority in Mexico disagrees that we have a good example of democratic government, perhaps related to the fact that they see the Royal Family as a key weakness.

The overall positive attitude towards our system of government reinforces the impressions gained in the focus group discussions, where British decision-making and democratic government was one of the most positive aspects of our society to be discussed. Although there was a certain amount of disagreement over the extent to which the British public themselves get involved in the decision-making processes, most participants agreed that our leaders earn a great deal of respect, through their skills, and their honesty. Things are felt to run very much according to the rules, a common theme when talking about different aspects of British society:

*(What is their way of government?) Monarchy, parliamentary monarchy. It is balanced because the Prime Minister counter-weights the Congress. Real division of powers. It is stable and democratic*

Mexico (Mexico City)

*They are quite authoritarian. The message has to be in accordance with the rules. Traditional. Some avant-gardist theories that don't break the standards. The society is quite strong because they are quite sarcastic with the people in charge*

Mexico (Monterey)

*They are very careful and very dear. They don't hide things, they fear public scandals...They do care about their people*

Mexico (Monterey)



*The parliament is quite democratic. There is a lot of discussion before anyone is elected. The procedure to be elected is quite elaborate. Once the person is elected they turn out to be quite capable*

Mexico (Guadalajara)

*They have a common goal. They have an idea as to where the country is heading. They know how the rules are played. Transparency. The rules are kept*

Mexico (Guadalajara)

In addition, British society also tends to be regarded as without discrimination against women, and multicultural. Despite this, however, we are not seen as particularly racially tolerant and members of the successor generation most certainly do not believe that Britain is a classless society. The qualitative research revealed some divided opinion on the British and their tolerance of other cultures.

*I feel they are accustomed, since birth, to grow with other cultures and other communities*

Mexico (Mexico City)

*Minorities living in Britain are not accepted*

Mexico (Guadalajara)

A significant minority (31%) also feels that we are not welcoming towards foreigners, though marginally more (38%) think that we are. World-wide, the balance of opinion is that we are not welcoming to foreigners.

Again, comments from the qualitative research throw more light on these perceptions. British are not necessarily seen as unfriendly as such, but have a cold, reserved manner which can make them appear so:

*Cold, moderate in their talk. They just say 'good morning' and that's that*

Mexico (Monterey)

*If you smile to an English person he/she won't smile back at you. You can be dying in the street and the British person will never pay attention to you. You can say hello and they won't say hello*

Mexico (Monterey)

*They are keen to help or serve. They try to be nice to you,  
but somehow they are cold*

Mexico (Mexico City)

Views of our social welfare system are less positive in Mexico than on average across the 13 countries; 42% agree that we 'no longer have a comprehensive system of social welfare' vs 30% world-wide. Only France, Germany and India give us poorer ratings in this respect.

### British Society Overall

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

	Agree %	Disagree %	Neither /nor %	Mean score*	Mean score World- wide*
Britain has a good national health service	70	7	18	0.86	0.85
Britain is committed to protecting the environment	69	6	21	0.82	0.83
The British legal system ensures that everybody gets a fair trial	64	11	16	0.74	0.72
The British system is a good example of democratic government	66	21	12	0.60	0.69
British society is truly 'multicultural'	60	18	21	0.59	0.64
Britain no longer has a comprehensive system of social welfare	42	29	21	0.17	-0.04
British people are not racially tolerant	41	33	23	0.08	0.12
British people are not very welcoming towards foreigners	31	38	25	-0.13	0.17
Women are discriminated against in Britain	14	65	18	-0.75	-0.65
Britain is now a 'classless' society	12	68	18	-0.81	-0.82

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

Base: All successor generation in Mexico (203)

## British Business

In Mexico and also in general world-wide, the United States (99% agree), Japan (94%), and Germany (88%) are all more likely to be regarded as having many 'world-beating' companies than is the United Kingdom (79%). However, unlike the world-wide average, which shows France to be behind the UK, in Mexico France is perceived to be ahead of the UK, with 33% strongly agreeing that it has many world-beating companies, compared to just 19% in the case of the UK.

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### World-beating Companies

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

	Strongly agree %	Tend to agree %	Disagree %	Neither/nor %
USA	85	14	*	1
Japan	80	14	1	5
Germany	59	30	2	10
France	33	49	3	15
UK	19	60	4	16

Base: All successor generation in Mexico (203)

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The qualitative work showed that while people's perceptions of British business people were generally very positive (knowledgeable, very focused) the rule-obeying mentality in British culture, combined with a very precise, analytical approach to business, can work against companies when competing internationally, where 'rules' get stretched, or even broken on a regular basis. There was also evidence of a perception that in Britain there is a lack of desire to compete, innovate or look for new markets.

*They don't detract, either consciously or unconsciously, from their goal. Well focused, well orientated*

Mexico (Guadalajara)

*They depend on the economy. They have the resources and they know they can achieve their goals as planned. In Mexico, they frequently have to improvise and to use other resources. That doesn't happen in the UK or GB*

Mexico (Guadalajara)

*The British one is more focused on a single market. He may address several countries but few products. He will maintain his whole career in a few products*

Mexico (Guadalajara)

*On average, they are not innovative. They are not as prepared to compete as the American business*

Mexico (Guadalajara)

*They present three scenarios for each case. To me they are quite analytical. They don't invest unless they are sure of things*

Mexico (Monterey)

*It's not the lack of markets, it's that the British company is not interested in searching for them*

Mexico (Mexico City)

*(Typical British business-person) Elegant, quite proper, formal, well informed, he tries to be well informed about business abroad, stiff, straight*

Mexico (Mexico City)

Not all, in the qualitative research agreed that Britain was not innovative:

*Perhaps we don't know about it, but they invest heavily in research. That research leads them to innovation. They might not have all that publicity about it, but I do believe they have innovation*

Mexico (Monterey)

The USA and Japan are also most likely to be regarded as major financial trading centres; 97% agree that this is true of the USA and almost as many say the same of Japan (94%). The UK is rather less likely to be seen in this light (75%), but is nonetheless marginally ahead of Germany (72%) and significantly ahead of France (59%). The picture world-wide is similar to this, though Japan and France receive rather more positive scores in Mexico than on average world-wide.

In Mexico, one-quarter of respondents rate British products and services as 'very good', while a further 64% say they are 'fairly good'. Less than half of one per cent think that Britain's products and services are 'very poor'. The 'net rating' (% good minus % poor) of 86% puts Mexico a little ahead of the world-wide average. This association of Britain with quality goods was also evident in the qualitative research:

*The American just wants power in the whole world, the British wants to provide quality. For example, take the airlines. A British airline cares about the service provided to passengers. Not that the Americans don't, but they care more about volume and how to lower costs*

Mexico (Mexico City)

*When you buy a British garment you know it will last forever. When you buy an American garment you know it is only going to last a certain time and then it will go to the garbage*

Mexico (Mexico City)

*The British, I believe, have very good products, with very high quality materials. Better cared for than the Americans*

Mexico (Monterey)

The Mexicans also have a higher opinion of the British workforce than is true world-wide. Three-quarters say our workforce is very or fairly good, compared to 64% overall. This means that, whereas world-wide, British managers have a rather better reputation than the British workforce - perhaps a hangover from our reputation in the late 1970s for constant strikes etc - in Mexico views of both managers and workforce are almost identical.

Again, generally positive perceptions were evident in the qualitative research, though often linked with the rather cold, reserved, rule-abiding perceptions of British culture.

*They have very clear financial statements. Their accounting books are current. They don't evade taxes. They are not corrupt. They respect their environment when setting a new factory. They try to think of themselves as individuals but they always think of their society as well*

Mexico (Monterey)

*Labour relations are cold. The working environment is cold. Conservative, methodical. They care about their employees, they pay them well*

Mexico (Mexico City)

*There is a great barrier with the workers*

Mexico (Guadalajara)

## Perceptions of British Business

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

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

a) **the British workforce ?**

b) **British management ?**

	Products & services	Workforce	Management
	%	%	%
Very good	23	14	17
Fairly good	64	61	57
Neither good nor poor	11	22	17
Fairly poor	*	0	1
Very poor	0	0	0
Don't know	1	4	7
Net good	86	74	73

Base: All successor generation in Mexico (203)

## British Science & Technology

In Mexico, all five countries are felt to have a strong reputation for scientific and technological innovation, but again it is the USA and Japan which lead the field, followed by Germany, with France and the United Kingdom bringing up the rear.

The ranking of the five countries is similar on a world-wide basis, though overall, Mexicans tend to be more positive in their views. However, while in Mexico France and the UK are on a par, world-wide, UK is a little ahead of France in its ratings (61% agree it has a strong reputation in this area, compared to 56% for France).

## Scientific and Technological Innovation

Q4 Please tell me the extent to which you agree or disagree that .....  
has a strong reputation at the moment for scientific and  
technological innovation.

	Strongly agree %	Tend to agree %	Disagree %	Neither/nor %
USA	68	31	1	0
Japan	79	17	1	2
Germany	53	32	2	12
France	32	47	6	15
UK	21	56	4	17

Base: All successor generation in Mexico (203)

Again, the qualitative research confirmed that British scientists, like British business, are held in high regard, but at the same time, are felt to be limited by their adherence to 'the rules':

(The typical British scientist) *just follows a set path.*  
*That is quite limiting. It makes him lose opportunities*

Mexico (Guadalajara)

## British Media

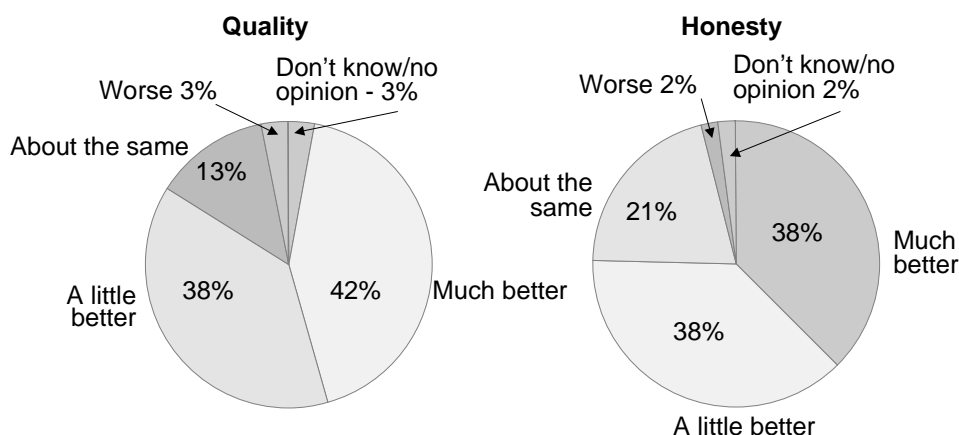
Members of the successor generation in Mexico have much more positive views of the media in Britain than in Mexico; three-quarters think it is better in terms of its honesty (38% much better) and 80% think it is better in terms of its quality (42% much better). Less than one in twenty think the British media is worse in either respect. Only the Indian successor generation has a higher level of respect for quality of the British press compared to their own and none of the other 12 countries has a higher opinion of the honesty of the British press compared to the press in their home country.

*It is very clear and transparent. More objective (than Mexican), realistic and sincere in the information provided to the people. It is not only information but communication*

Mexico (Monterey)

## 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 Mexico (203)

Certainly, from evidence in the qualitative research, the British press is seen as outward-looking in its coverage:

*I feel that the American is focused on the International news they care about. The British cover more general international affairs*

Mexico (Guadalajara)

*With the idea that culture doesn't end in England. They are always referring to the rest of Europe, New York, Chicago*

Mexico (Mexico City)

Nonetheless, in Mexico, only half actually believe that the British media tells the truth (11% disagree that it tells the truth and 35% neither agree nor disagree), indicating a fair degree of scepticism about the media generally. This is once again more positive than the average world-wide (where just 36% agree that the British media tells the truth compared to 28% who actively disagree).

This is well illustrated by a comment from the qualitative research:

*Suppose the Washington Post says he has it, the Reforma denies it and the London Times says he doesn't have it in Switzerland but in New York. Which one do you believe?*

Mexico (Mexico City)



There is a clear difference between men and women on this issue - 58% of men agree that the British media tells the truth, but only 38% of women. Women are also less likely to be convinced of the quality and honesty of the British press compared to that in Mexico, though the majority are nonetheless positive.

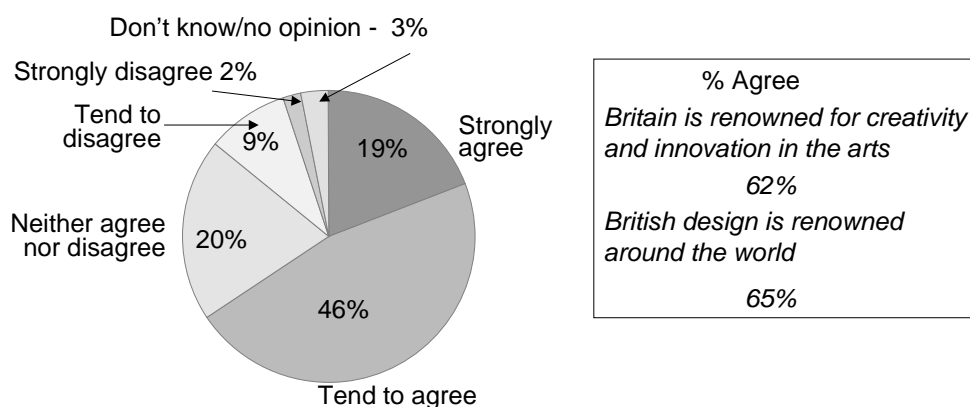
## British Art

In Mexico, those who agree that Britain is renowned for creativity and innovation in the arts outnumber those who disagree by a factor of four to one; three in five agree, with 20% agreeing strongly. People also recognise that British design is renowned around the world. Two-thirds agree that this is the case, compared to 14% who disagree. This rises to over three-quarters (78%) among 36-45 year olds.

In both respects, Mexicans are rather more positive than on average world-wide.

### British Arts: Modern vs Traditional ?

Q19 To what extent do you agree or disagree that Britain's reputation in the arts is based more in the past than the present ?



Base: All successor generation in Mexico (203)

There is a general consensus in Mexico and world-wide, however, that Britain's reputation in the arts is based more in the past than in the present. Two-thirds agree that this is the case, against 12% who disagree, close to the world-wide average.

In the qualitative research, the majority view was of British art as being of high quality, but very traditional and conservative in nature, again following certain rules or standards. There were one or two, though, who saw it as rather more avant-garde.

*The British are limited. They don't try new things. That is because they believe that everything they do is correct*

Mexico (Guadalajara)

*With a lot of tradition behind them. They follow certain standards*

Mexico (Monterey)

*More cultural, more about life. They will not be innovative, as if they were saying this is the path we must always follow*

Mexico (Monterey)

*(The typical British artist would be) a musician, somewhat rebellious, avant-garde, very natural, authentic, bohemian*

Mexico (Mexico City)

*Disciplined and technical, well-prepared. In the case of a painter, his colours wouldn't be as rich as the American or the Mexican painter. Related to tradition*

Mexico (Guadalajara)

This lack of awareness of our current artistic output is backed up by the fact that many respondents (36%) are unable to think of any contemporary British artists. Nonetheless, Mexicans are rather more likely to be able to name someone than most of the other countries (on average, world-wide, over half are unable to come up with a name).

Elton John is the most-recognised symbol of contemporary British art in Mexico, with as many as 16% spontaneously naming him. Next in line are the Beatles at 9% (a further 5% also mention Paul McCartney specifically, while 2% mention John Lennon) and then Anthony Hopkins (5%). It is interesting, too, that many of those mentioned have been in existence for 20-30 years and, indeed, in the case of the Beatles, no longer exist as such.

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## Leading British Artists (Spontaneous)

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

Top answers:	%
Elton John	16
The Beatles	9
Paul McCartney	5
Anthony Hopkins	5
Hugh Grant	3
Kate Winslett	2
Sean Connery	2
Andrew Lloyd-Webber	2
John Lennon	2
George Michael	2
Nick Hornby	2
Don't know	36

All other answers 1% or less

Base: All successor generation in Mexico (203)

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The British music scene fares better than that of art generally. Despite the fact that many evidently still regard the Beatles as a contemporary band (and also John Lennon as a solo artist), the proportion of respondents who are unable to name any British pop musicians is only 15%.

Most top of mind are Elton John (this time mentioned spontaneously by a quarter of Mexicans), the Spice Girls (15%), The Beatles (15%) and U2 (14%).

It is encouraging that nearly all of the people mentioned in both the art and pop music categories are, in fact, British. There are one or two American pop musicians and actors (Madonna, Robin Williams) who one or two apparently think of as British, but many of the big name British artist(e)s of recent years do get a mention. This implies that the message that Britain continues to produce a great many talented artists is getting through.

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## Leading British Pop Musicians (Spontaneous)

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

Top answers:	%
Elton John	25
Spice Girls	15
The Beatles	15
U2	14
Phil Collins	8
Sting	8
Paul McCartney	7
Rolling Stones/Mick Jagger	7
John Lennon	6
George Michael	6
Rod Stewart	4
Queen/Freddie Mercury	2
Pat Benatar	2
Sinnead O'Connor	2
Don't know	15

All other answers 1% or less

Base: All successor generation in Mexico (203)

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## British Personalities

Respondents were asked to tell us which, if any, of a list of 22 'celebrities' they had heard of, which they thought were British, and which would be a positive role model for them personally. With the exception of Robin Williams, all 22 were British.

The Spice Girls are best known of the list and, with Tony Blair, by far the most likely to be thought of as British (92% of the successor generation in Mexico has heard of the Spice Girls, 63% think they are British). Discouragingly perhaps, Robin Williams (the only American in the list) comes in as the second most recognised name (89%, a third of whom think he is British), followed by Tony Blair (81%) and Naomi Campbell (72%, only a third of whom are aware she is British). British film stars such as Hugh Grant and Kate Winslet are decidedly more recognised than designers, sports stars, business people, artists, and writers. Stephen Hawking, too, is relatively high profile in Mexico. Not all, though (usually less than half), recognise these people as British.

Among those who have heard of each person, Tony Blair remains the celebrity who people are most likely to be aware is British, followed by Hugh Grant and the Spice Girls - two-thirds or more of those who have heard of them are aware they are British. A high proportion (61%) of those who have heard of Linford Christie know he is British, but fewer have heard of him in the first place (36%).

### Well-known Britons

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

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

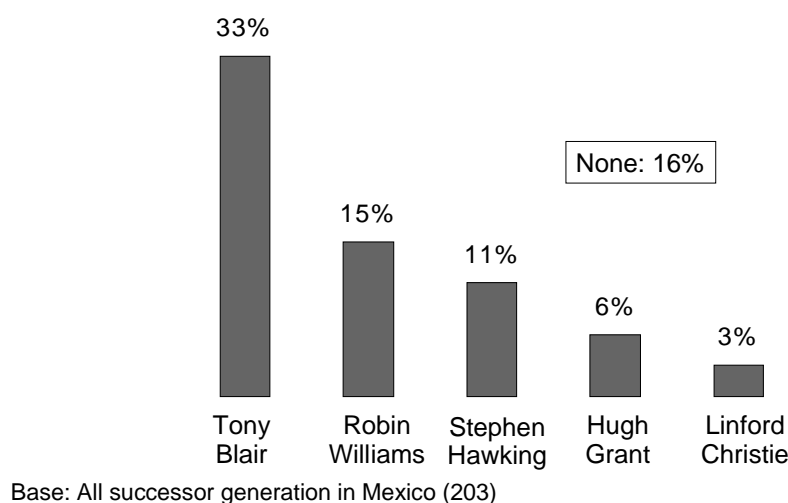
	Heard of %	British %	Proportion recognised as British %
Spice Girls	92	63	68
Robin Williams	89	30	34
Tony Blair	81	63	78
Naomi Campbell	72	24	33
Hugh Grant	58	42	72
Stephen Hawking	46	22	48
Kate Winslet	46	25	54
Linford Christie	36	22	61
John Galiano	28	3	11
Liam Gallagher	25	11	44
<i>Stephen Shaw</i>	25	7	28
William Hague	17	6	35
David Hockney	17	8	47
James Dyson	15	5	33
Rowan Atkinson	14	5	36
Richard Branson	13	4	31
P D James	12	6	50
Anita Roddick	12	5	42
Damian Hirst	11	3	27
Tim Henman	10	3	30
Vivienne Westwood	10	4	40
Delia Smith	9	2	22
None of these	*	3	
Don't know	0	5	

Base: All successor generation in Mexico (203)

It is Tony Blair who stands out as a potential role model in Mexico as elsewhere around the world. Fully one-third of the members of the successor generation in Mexico (21% on average world-wide) say that he represents the most positive role model for them personally. Next in line comes Robin Williams, unfortunately not British, and then Stephen Hawking (11%).

## Role Models

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



As a word of caution, it should be noted that a 'red herring' was inserted into the list - Stephen Shaw from the British Council in the UK. Stephen achieved a 25% recognition factor in Mexico, with over a quarter of those people claiming to know that he is British. One respondent also says that Stephen would be his most positive role model. There are two possible explanations for this. It may be that people were thinking of another British person with a similar name (George Bernard Shaw?), or perhaps it is simply a case of overclaiming - a respondent pretending that they know someone just because they feel that they ought to. In this case, it is more likely to be the first explanation, as Stephen achieved higher levels of recognition than other genuine British 'celebrities' such as Anita Roddick, Tim Henman or Rowan Atkinson. There is no obvious reason why someone might make up knowledge of Stephen Shaw but admit that they have never heard of David Hockney, or William Hague.

## Britain's Relationships with other Countries

On average, world-wide, Britain is perceived as valuing its relationship with the United States rather more than either Europe or the Commonwealth. This is not true in Mexico, however. The Mexican successor generation feels that Britain values all three relationships highly, with little difference between the three. Around nine in ten feel Britain values these relationships. If anything, the Mexicans think Britain values its relationship with Europe most highly (58% think it values it 'very much' - least positive on this issue are Britain's fellow Europeans), followed by the Commonwealth and then the USA.

This is perhaps a little surprising given that the USA is seen as by far and a way the main foreign investor in Mexico (87% say it is the principal foreign investor compared to Japan in second place at 8%).

In Mexico, it is men and the older age groups (36-45 year olds) who are particularly positive about Britain and its relationship with other countries.

Very frequently, Britain's interest in overseas affairs and other countries is linked back to its colonial past:

*They have lived in very many of the former British colonies. They might be living right now in a very small room, but they have lived in Kenya. They have a wider knowledge about the world. They might be isolated in their island, but they are not regional*

Mexico (Mexico City)

In common with the other 12 countries in which the research took place, there is a perception that Britain values its relationships with their own country (ie Mexico in this case) less than Europe, the Commonwealth or the USA. Under half (42%) feel that Britain values its relationship with Mexico highly. The qualitative research suggested that this was because Mexico does not come under Britain's sphere of interest (again, linked to its colonial past):

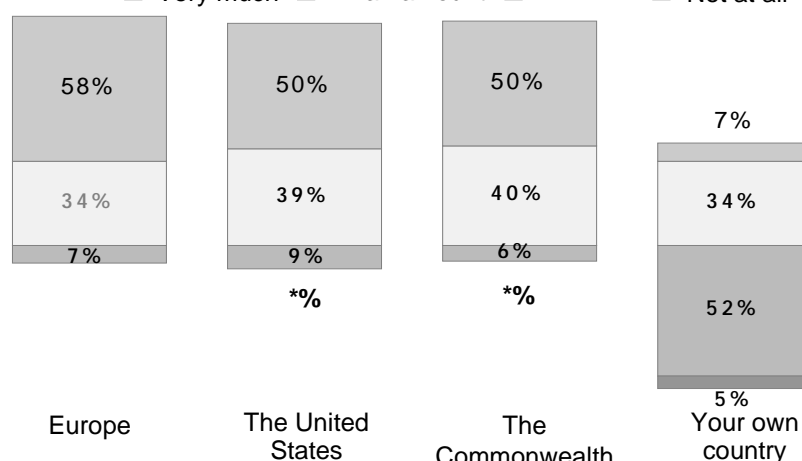
*They have a very high participation but we don't perceive it. Their area of influence is a different one - Africa, the Australian continent, Asia, India, Pakistan. We are not an area of interest for them*

Mexico (Mexico City)

## Relationships Between Countries

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

Very much A fair amount Not a lot Not at all



Base: All successor generation in Mexico (203)

The majority (72%) are aware that the UK is part of the European Union, but this leaves a significant minority (28%) who are not. Mexico is not unlike the rest of the world in this respect.

As the qualitative research demonstrated, Britain's at times ambivalent attitude over the EU is apparent to some members of the successor generation:

*They don't want to be part of the European community*

Mexico (Mexico City)

*The British have rivalries with other countries and is sometimes not flexible in relation to proposals from other countries. Their system is completely different from the rest of the European Community. They don't change. If the rest adapt to them fine, if not, too bad for them*

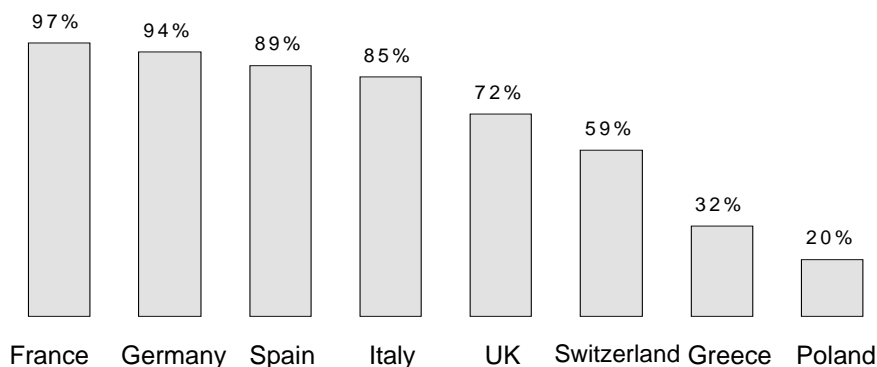
Mexico (Guadalajara)

Awareness of France and Germany's involvement is much higher than that of the UK (over 90% in Mexico and on average world-wide), and more are also aware of Italy and Spain's membership (over 80%) that are aware of the UK's involvement.

There is also confusion over Switzerland's role in Europe - 59% of the successor generation in Mexico think Switzerland is part of the European Union. One in five also, incorrectly, think that Poland is too.

### 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 Mexico (203)

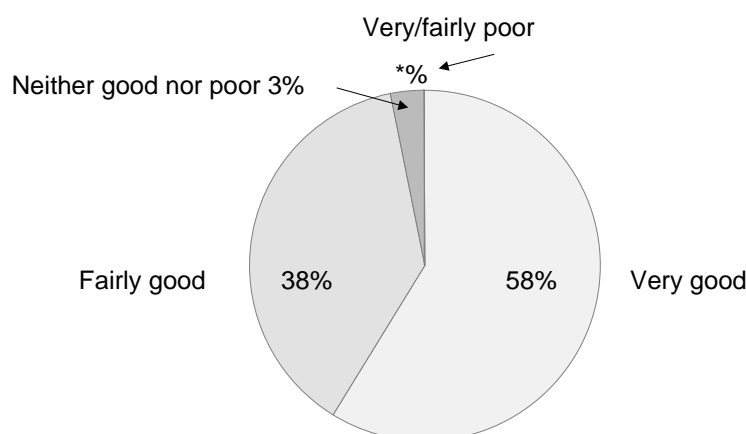


## Education

Nearly all members of the successor generation in Mexico (96%) rate the overall quality of British higher education as good (less than one per cent rates it as poor). Three in five rate British education as 'very good'. Only Saudi Arabia, of the other 12 countries surveyed, rates British higher education more highly.

### 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 ?



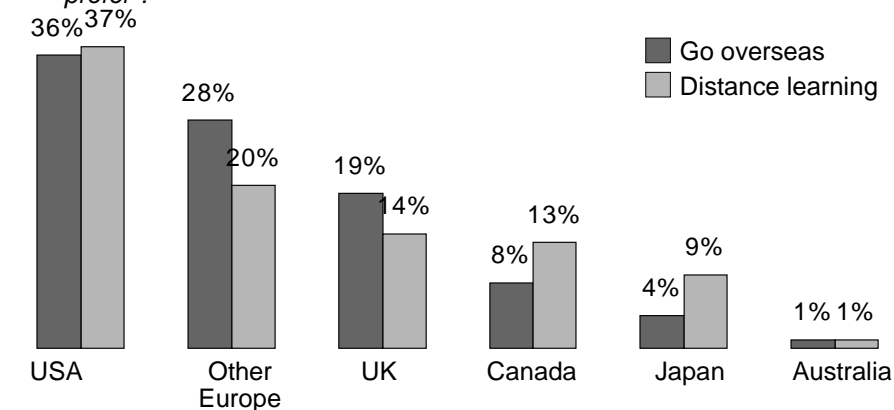
Base: All successor generation in Mexico (203)

Despite this high opinion of British education, it is the United States which is the preferred country to study in (mentioned spontaneously by 36%). Given the close ties between the US and Mexico, this is perhaps not surprising and, in fact, one might have thought its position would be even more dominant than this. The UK is the third choice (19%), behind 'other Europe' (28%). Canada and Australia - in reality our two main rivals for attracting English-speaking students - are not particularly well-regarded at all, achieving 8% and 1% of the choices respectively.

For distance learning courses the pattern of choice remains the same, though in this case, Canada and Japan become more popular (now nominated by 13% and 9% respectively), Canada now being on a par with the UK (14%). This is in contrast to the average world-wide, which sees greater interest in the UK (30%) for distance learning, and less for Canada and Japan (3% each).

### Preferred Countries for Education (Spontaneous)

Q7 Now I'd like you to think about education. If you personally were considering going overseas to any country at all to study, which one country do you think you would prefer to go to ?  
And if you were considering a distance learning course, where you would remain in your own country, which country's courses do you think you would prefer ?



Base: All successor generation in Mexico (203)

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

*Teachers and students are quite apart. The teacher never comes down to the level of the student*

Mexico (Mexico City)

*The approach of the British school has always been to review what has happened. More historical. In the US universities, they tend to be more theoretical*

Mexico (Guadalajara)

*With a lot of distance between his students. He will impose respect because of the traditional role he plays. Those are the rules*

Mexico (Monterey)

*The distance is enormous. The teacher would be sitting here and the student there in the garden*

Mexico (Monterey)

*The Mexican system, despite its deficiencies, provides greater flexibility in the educational process. The US and British systems are a little more rigid because the academic requirements are different*

Mexico (Monterey)

*(The typical British academic is) very much structured, ultra-conservative, excessively disciplined, with a good level of living*

Mexico (Mexico City)

*He is very careful on what he says. He has studied a lot. He works in a University. He has lived in many countries in Europe, perhaps America. He has experience and references. He might have several PhDs*

Mexico (Guadalajara)

The United States is, to a great extent, regarded as providing the educational qualifications which provide the most credibility with potential employers (two-thirds think that it is). The United Kingdom is the only other country to achieve more than six per cent of the nominations, either in Mexico or more generally world-wide.

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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 ?**

	%	Worldwide %
USA	66	58
UK	20	23
Mexico	*	6
Japan	5	5
Canada	6	3
Australia	*	2
Don't know	2	3

Base: All successor generation in Mexico (203)

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World-wide there is a general feeling that the British are themselves well educated and this feeling is stronger than average in Mexico. Over four in five (84%; 95% of 36-45 year olds) Mexicans feel this way, with a third going so far as to believe that we are 'very well educated'. Just two per cent, on the other hand, feel that the British are 'fairly poorly educated'.

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### **Level of Education in Britain**

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

	%	Worldwide %
Very well educated	33	23
Fairly well educated	51	53
Neither well nor poorly	14	17
Fairly poorly educated	2	4
Very poorly educated	0	1
Don't know	0	3

Base: All successor generation in Mexico (203)

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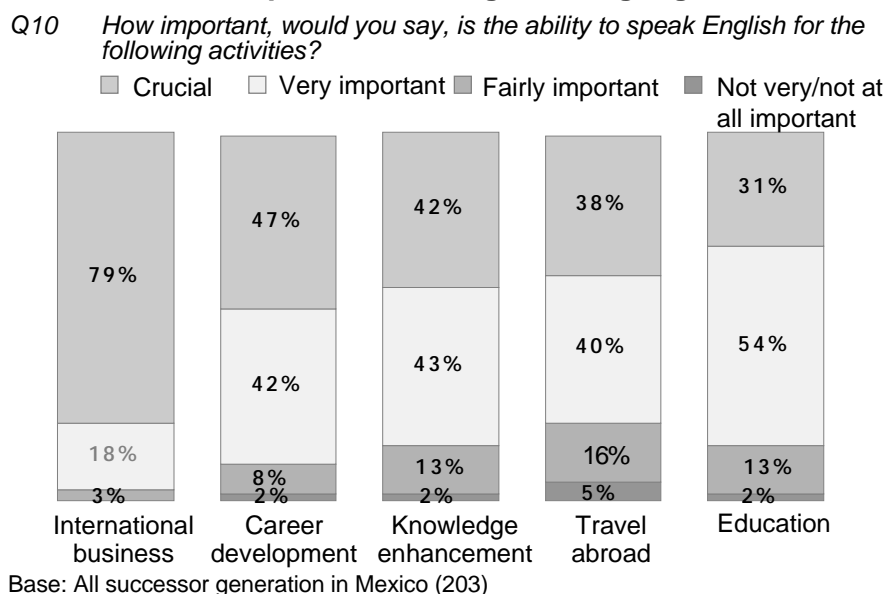
## **Languages & the English Language**

Other than their own native Spanish, English is the most widely-spoken language among the successor generation in Mexico (85% say they speak English), as it is consistently world-wide. Few speak any other language; fewer than is general across the 13 countries as a whole. For instance, 4% speak German (compared to 22% world-wide).

French is the language which most respondents would like to speak, with over half nominating it as the language they would like to learn. Over one in three (38%) nominate German, while one in five (18%) would prefer to speak Japanese. Almost all of those who do not currently speak English would like to do so.

Indeed, the ability to speak English is seen as important to almost all of the successor generation in Mexico and elsewhere, whether it be for international business, education, travelling abroad, career development or knowledge enhancement. It is felt particularly crucial for international business (79% think it crucial).

### Importance of English Language



## Sources of Information about Countries

People use a wide variety of information sources when finding out about other countries. International press, books, talking to people who have visited a country, their own local press as well as international TV are all used by at least a third of the successor generation in Mexico and at least one in ten find these things their single most important source.

Fewer have used the individual sources of information when it comes to the UK specifically, but again a wide variety is evident and the same general sources top the list. The British press specifically is mentioned by 18%, BBC World TV by 11% while just 4% mention the BBC World Service.

In Mexico, one in five mention visiting the UK as an important source of information about the country. Two in five say they have ever visited the UK, mainly just once (23%). One in ten have visited on three or more occasions. Most learnt at least a little about Great Britain in school (84%), though only 5% learnt a lot.

The qualitative research also suggested a range of different information sources, often depending on the precise element of Britain that one is referring to:

(Where have you obtained information about Great Britain?) *From reading the newspaper, TV, the movies, people who have been there, the music, the travel agencies - England is a place to visit*

Mexico (Mexico City)

## Sources of Information

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

Q1b And which is the one most influential source ?

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

	Most Imp	Single Imp	UK
	%	%	%
(Other) International press	48	16	26
Books	47	11	32
People who have visited that country/the UK	43	13	22
Local press	37	10	23
(Other) International TV	36	11	20
Visiting the country/the UK personally	29	7	21
Local/national TV news	26	7	19
Media (press, TV, radio) from that country	24	9	n/a
Word of mouth - friends & family	20	3	11
Films	20	1	11
Word of mouth - work colleagues	16	2	12
Know people from that country/the UK	16	1	18
Local radio	15	*	7
(Other) International radio	11	2	7
Tourist authorities from that country/in the UK	8	*	2
Other local TV	7	1	n/a
Internet	5	2	8
Other official (UK) sources from that country	3	0	3
British Press	n/a	n/a	18
BBC World TV	n/a	n/a	11
BBC World Service	n/a	n/a	4
Embassies/Consulates	0	0	*
Other	6	3	14
Don't know	0	1	0

Base: All successor generation in Mexico (203)

(Where did you obtain that image of the British professor?) *From the people that went to study there, from the movies and the films. You think of Oxford and you picture it immediately*

Mexico (Mexico City)

(How did you obtain your information about British business?) *I have worked with them, TV, magazines, a couple of British customers*

Mexico (Guadalajara)

*In the Internet you find everything*

Mexico (Monterey)

# Implications

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Overall, views of Britain in Mexico are positive, but rather out-dated and based on many stereotypical images. The images that it brings to mind are very often of a traditional, ordered society, where everyone abides by the rules. This can be positive, in that it means that our government and industry are seen as well-run, efficient and honest, but it can also be negative as it means we tend to be viewed as less innovative than other countries (like the US and Japan), less able to compete in the cut and thrust of the modern world and, to some extent, rather backward-looking.

## **British Society**

British society is therefore more likely to be seen as traditional than modern, and very conservative and law abiding. Our system of government, legal system and health service are all well regarded, though some are critical of our system of government, perhaps linked to the fact that they see the monarchy as one of our key weaknesses.

We are not associated with sex discrimination and are felt to be a multi-cultural society. However, we are not seen to be particularly racially tolerant and are certainly not regarded as classless. The British people, too, are generally regarded as rather cold and distant in their dealings with others. Linked to this, a significant minority think we are not welcoming to foreigners.

Only a third, too, think that we actually value our relationship with Mexico, often being put down to our colonial heritage and therefore different geographic spheres of interest.

## **British Business**

British business has a positive image in Mexico, though it lags behind the other countries – and particularly Japan and Germany – in this respect. The quality of our goods and services is highly rated (and indeed is seen as a strength compared to that of the US), and our business people knowledgeable and focussed. However, we are seen as rather limited by our strict adherence to the ‘rules’ and also a certain lack of desire to compete, innovate and look for new markets. Thus, though still well rated, we lag behind France, Germany and, particularly, Japan and the US on our level of scientific and technological innovation and our possession of many world-beating companies.



## **British Art**

Again, though the image of British art is good – we are seen as innovative and creative and British art is believed to be renowned throughout the world – our reputation is felt to be based more on the past than the present. Thus, many of the ‘contemporary’ artists and pop musicians that are associated with Britain tend to be less contemporary than one might hope (Elton John, the Beatles).

## **British Education**

British education, too, is highly rated but lags behind the US in terms of being the preferred place to be educated overseas (or via a distance learning course) and in terms of offering most credibility to potential employers. Of course, Mexico’s relationship with, as well as its proximity to, the US is very close, so this is to be expected. British educationalists are seen, again, as rather distant and inflexible, though their level of knowledge and skill does not seem to be in question.

The English language is a definite strength. The vast majority speak it and those who do not, would like to and it is seen as important in many spheres of life, whether it be international business, education, travel, career development or knowledge enhancement.

## **How to Communicate with the Mexican Successor Generation**

Information about countries, and the UK specifically, is gleaned through a wide variety of sources, not least visiting the country itself, or speaking to people who have. Other key sources are the international press and TV, local press and TV, books and films. All of these sources should therefore be exploited, where feasible, to communicate a consistent and more up-to-date image of Britain. Positively, the UK media is well viewed in Mexico and is one of the key sources of information and so offers good potential to communicate a message that will be believed.

In terms of potential role models to communicate these messages, Tony Blair stands out; along with the Spice Girls, he is the most high profile British personality and, importantly, the most likely to be deemed a role model by the successor generation in Mexico.

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*MORI/ 11927*

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*Janette Henderson  
Andy Martin  
Fabienne Obadia*

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# Appendices

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## Topic Guide

### Introduction

Name, job etc.

### Communities

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

In the game we are going to pretend that there are three communities, and each one represents one of three countries - The United States, Great Britain, and (INSERT COUNTRY NAME HERE). Each of the three communities is meant to encompass EVERYTHING about that country to you.

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

Why do you think that ?

What are the best things about this building ?

(What do you base your impressions on ?)

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

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

And what about the building which represents INSERT COUNTRY NAME ?

Thinking now about the people who live in each of the communities - what are the people like ? For example, if you were to visit the British community, how would the people welcome you ? Why do you think that ? And what would the welcome be like in the INSERT COUNTRY NAME community? And in the American community ?

Now I'd like you to think about some specific individuals who might live in the three communities. Firstly, imagine that there is a person living in each community who represents **higher education**. When you think of the person who represents British higher education, what sort of person do you think of ? *(PROMPT IF NECESSARY: male or female ? young or old ? traditional or modern ?)*

What kind of educational establishment do they teach at ?

What kind of teacher are they ? What is their teaching style ?

What are that person's good and bad points ?

What about an American who represents education - what sort of person do you think of? What kind of teacher are they? What kind of educational establishment do they teach at?

And the educationalist in the INSERT COUNTRY NAME community. What are they like?

Overall, who would you choose to be your 'teacher'? Why?

What are the best points about the educationalist in each country?

And what are their worst points?

Moving on now to another character in the communities. I'd like to get your impression of the Arts in each of the three countries. So please try to imagine a character in each community who represents **Art** (not necessarily someone who paints). When you think of someone in the INSERT COUNTRY NAME community, what kind of artist would they be?

What about the person in the American community - what kind of art would they produce?

And the British person who represents the Arts?

Thinking about the British 'artist', describe that person to me.

What is the quality of their work?

How well regarded do you think that person is in their own community, and elsewhere?

What are that person's major strengths?

Which of the three 'artists' would you most admire? And why?

I'd like to think now about the **person in charge** of the community, and how they run the community. How do you think the British community is run? How involved are the community occupants in the **decision-making**? Is it a good way to run a community? And what is the person in charge like? (Please try not just to describe your impression of the current British Prime Minister - it's a general picture of a typical British leader I am looking for. (*Unless Tony Blair encapsulates British leadership - in which case, why?*)) Overall, what are the best points about the running of the community?

How do these issues differ in the INSERT COUNTRY NAME community: the running of the community and the person in charge? In what ways is this community different to the British community?

And what is the running of the American community like?

To what extent do you think the occupants of these communities would take an interest in what is going on elsewhere? How much is the American community, for example, involved in affairs which affect the other communities? Are they getting more or less involved in such affairs? And how much do people in the other communities listen to what the American community has to say? How is the British community different?

Now I'd like to move on to thinking about businesses in each of the three countries, so continuing to use the house analogy, I'd like you to think about typical **business-people** who might live in each of those communities. How would you describe the British business-person?

Is he/she a good manager? What makes them good or bad?

How does the British businessman differ from the others?

What kind of **business** is it that the business-people work for ? First, the business in INSERT COUNTRY NAME (*PROMPT IF NECESSARY: services or manufacturing ? what does it produce ? big or small ? socially responsible or cut-throat ? efficient ?*)

Is it successful at what it does? Where does it sell its products/services - in the community or elsewhere (more to the American or British community ?) Describe its management and **workers**. What are the particular strengths of the business ?

What about the American business - what does it do ? How are the American business's workers and managers different to their INSERT COUNTRY NAME counterparts ? Where does it sell its products ? In what ways are the American business's products/services better or worse than those produced by the INSERT COUNTRY NAME business ?

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

Imagine now that each community produces a **newspaper**. Describe the newspaper in the community representing Britain. What does it look like ? What kind of coverage does it have ? Is it well-read ? Do you believe its contents ? What is the best thing about the paper ?

What about the American newspaper - how is that different ?

And the INSERT COUNTRY NAME paper - what is that like ? Do the people in the community read it and like it, do you think ? What are the paper's qualities?

Which of the papers would you prefer to read ? Why ?

And finally, there is someone who represents **science and technology** living in each community. What would the British scientist be like? What kind of things would he/she work on ? And what kind of working habits would they have ? What is the best thing about the British scientist ? And the worst ?

How does that compare with the American scientist ?

And the INSERT COUNTRY NAME scientist?

## Overall impressions

Could you describe in three words each of the communities ?

Would you live in the British community? Why/Why not?

And now thinking about your ideal community - how would you describe that in three words ?

## Britain

To conclude, now, I'd like to focus for a short while specifically on Great Britain, and how you have come to have the impressions that we have just been discussing.

Have you ever travelled to Britain? (IF NOT, ASK Why not?) What was the purpose of your visit? How else have you found out about Britain ?

You said that the British:

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

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

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

## Questionnaire

## Statistical Reliability

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

For example, on a question where 50% of the people in a weighted sample of 203 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% ±
2,600	1.2	1.8	1.9
1,000	1.9	2.8	3.1
203	4.2	6.4	6.9

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

### Differences required for significance at or near these percentage levels\*

Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
203 v 203	5.8	8.9	9.7
203 v 100	7.2	11.0	12.0



## Interviewing Locations and Quotas

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

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

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