

# **Attitudes Towards Britain and the British**

**Poland**

**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 Poland. 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 Poland, the definition used was half men and half women, with an equal split between those aged 20-30, and others aged 31-40.

## Methodology

The survey was conducted in two distinct phases, beginning with two **qualitative focus group discussions**. The groups were held in Warsaw on 6-7 May 1999. Again, the decision as to which cities to use was taken in consultation with MORI's local partners and the British Council office in each country. In each case, they were moderated by an experienced researcher with one of MORI's research partners in the country concerned.

The objectives of this first stage were to:

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

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

This was undertaken among 200 members of the same target audience in each country. Interviewing was conducted face-to-face, between 1 July –15 August 1999.

Quotas were set to ensure that a reasonable cross-section of members of the successor generation were interviewed. Interviewing was conducted in Warsaw, Cracow, Poznan, and Gdansk, i.e. those cities where it might reasonably be expected that up and coming decision makers might be present in large numbers.

## **Report Layout**

This report will concentrate on the Polish results, and compare them to those recorded elsewhere around the world. 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

Unlike most countries around the world, members of the successor generation in Poland feel that they know more about Germany than they do about the United States. Almost three-quarters say they know at least 'a fair amount' about Germany, compared with three in five who say the same about the USA and the United Kingdom. Outside of Germany itself, only those taking part in the survey this year in Turkey feel they know Germany better than the Poles. Japan remains something of a mystery to many people in Poland, with 24% saying that they know almost nothing about it, and a further 62% feeling that they know just a little.

While there is little difference between men and women, or those of different age groups, as might be expected, Poles who have previously visited the UK are more than twice as likely as others to say that they know the United Kingdom very well.

France stands out as the country which Poles are most favourable towards. Three in ten describe their attitude as 'very favourable', while 54% are 'mainly favourable'. The UK is rated second most favourable among the five countries tested, with 74% favourable overall. Although the Poles say they know a great deal about Germany, this does not necessarily mean that they like the country all that much – they are ranked fourth out of five in terms of overall favourability.

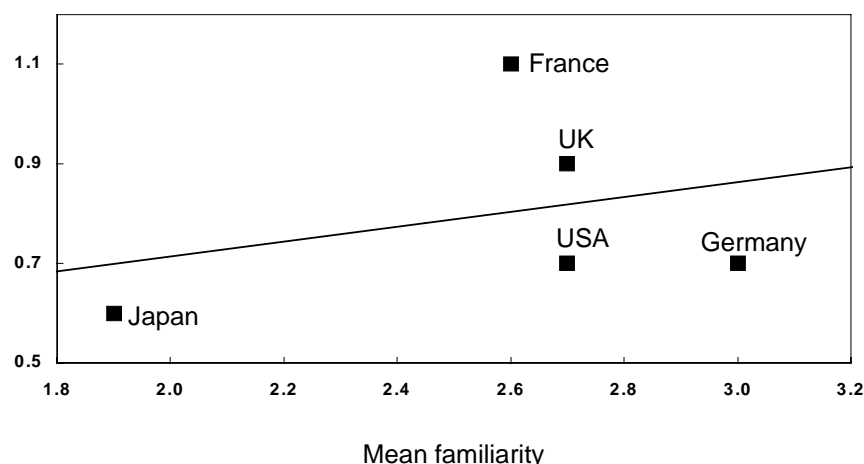
The chart below shows, along the bottom axis, how well people feel they know each of the five countries – the further to the right a country is, the better people feel they know it. On the side axis is the mean rating of overall favourability towards each country. The diagonal line is known as the 'line of best fit'. If there were an exact linear relationship between these two variables, all the plotted points would lie on a straight line. This almost never happens with real data, but a line can be calculated which comes closer to the plotted points than any other.

The line of best fit in this chart is calculated by the least-square method, which minimises the sum of the squared distances of the line from the plotted points, in the vertical direction. In effect, the line shows the mid point of all the countries measured. It can be seen, therefore, that Germany is well below the line of best fit, demonstrating that considering the degree to which it is known in Poland, the favourability is rather low. The UK, on the other hand, sits comfortably above the line of best fit, showing that favourability is, in fact, somewhat higher than might reasonably be expected.



## Familiarity & Favourability Towards Countries

Mean favourability



Base: All successor generation (200)

\* 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

One in five members of the successor generation (19%) believe that the United Kingdom is the same thing as Great Britain. However, overall awareness of the different countries which make up the UK is high. Almost four in five respondents are able to name all four constituent countries. Among those who have visited the UK, awareness of England, Scotland and Wales rises to 87%, but there is no difference in the proportion who recognise that Northern Ireland is part of the United Kingdom.

The Royal Family (20%) stands out as the most recognised symbol of **England**. Other notable images include Beefeaters/the Tower of London, and the Houses of Parliament. Given the frequency with which Poland and England seem to be drawn against each other in qualifying tournaments for the football World Cup and European Championships, it is, perhaps, hardly surprising that football is the fourth most recognised image of England, cited by one in nine members of the successor generation in Poland. As in many other countries, Margaret Thatcher remains a far more potent image of England than Tony Blair – nominated by seven per cent, and two per cent respectively.

Women appear to be marginally more likely than men to mention historical images, such as the Tower of London or the Houses of Parliament, while men are three times as likely as women to cite football as the image which best represents England.

Kilts are by a huge distance the most recognised symbol of **Scotland**, nominated by 52% of respondents as the first thing they think of. Whisky, and the highlands/mountains, are the second and third most recognised images, some way behind. Kilts are marginally more likely to be cited by those who have not visited the UK, and by men.

**Northern Ireland** conjures up an image of violence above all else - nominated by 57%, which is almost six times as many as for the next most popular image; scenery. One in eleven associate Northern Ireland with Guinness, while one in twelve think of religion. Around the world, 11% of respondents do not have any image of Northern Ireland at all. In Poland, however, just one per cent are unable to conjure up any image – a similar figure as for England and Scotland.

Images of **Wales** are more evenly spread, with castles, mountains, Princess Diana, sheep, and rugby all being nominated by at least seven per cent of the successor generation. Lacking one overriding image, however, Wales is quite likely to draw a blank in people's minds – 16% can think of nothing at all.

### Images of UK Countries (Spontaneous)

Q14-17 What one image best sums up ..... to you ? (Top Answers)

<b>Scotland</b>	%	<b>Northern Ireland</b>	%
Kilts	52	Violence	57
Whisky	13	Scenery	10
Highlands/Mountains	10	Guinness	9
Braveheart	7	Religion	8
Edinburgh Festival/Tattoo	4	Peace Process	5
Islands	3	IRA/Sinn Fein	3
Nothing/don't know	0	Nothing/don't know	1
<b>England</b>	%	<b>Wales</b>	%
The Royal Family	20	Castles	21
Tower of London/Beefeaters	15	Mountains	14
Houses of Parliament/Big Ben	12	Princess Diana	8
Football	11	Rugby	7
Bad weather/rain/fog	8	Sheep	7
Margaret Thatcher	7	Cardiff	3
Red buses	5	Royal family	3
Rain	4	Welsh/Celtic dialect	3
Tradition/conservatism	4	Royal family	3
London	3	Beautiful landscapes	3
The Queen	3	Football team	3
Nothing/don't know	1	Nothing/don't know	16
All other answers 2% or less			
Base: All successor generation (200)			

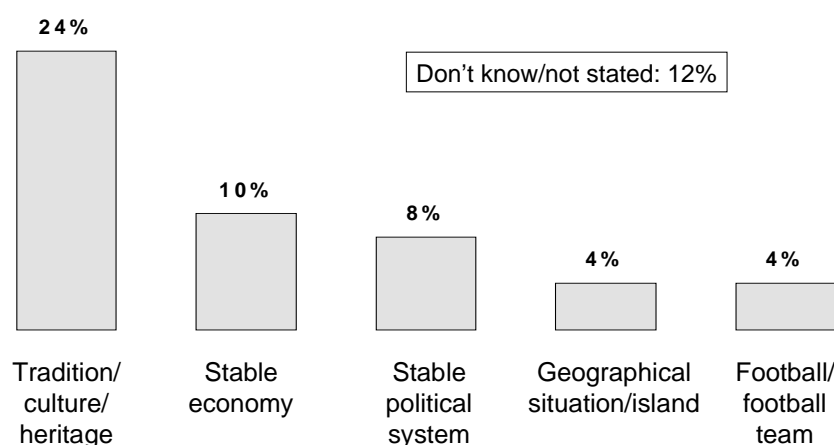
## Britain's Strengths & Weaknesses

As in many other countries around the world, the UK's history, tradition and culture in Poland 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 (24%), phrases such as traditional, conservative, and out-of-date for the modern world, attract most mentions as our major weakness (14%).

Two other strengths cited by large numbers are features of that tradition and stability – a stable economy and stable political system. There is little difference between the opinions of those who have experienced the UK first-hand, and those who have not visited. Neither are there any significant differences between men and women, nor people of different ages. Interestingly, however, there appear to be some differences between those interviewed in different cities. Those in Poznan are more likely than average to mention tradition as a strength, those in Gdansk tend to concentrate more on economic power, while people in Warsaw tend to think more about the political system.

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

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



Base: All successor generation (200)

*This is what his father did, what his grandfather did and he does it too*

*There is one thing that I like about England, a policeman does not walk the streets with a gun*

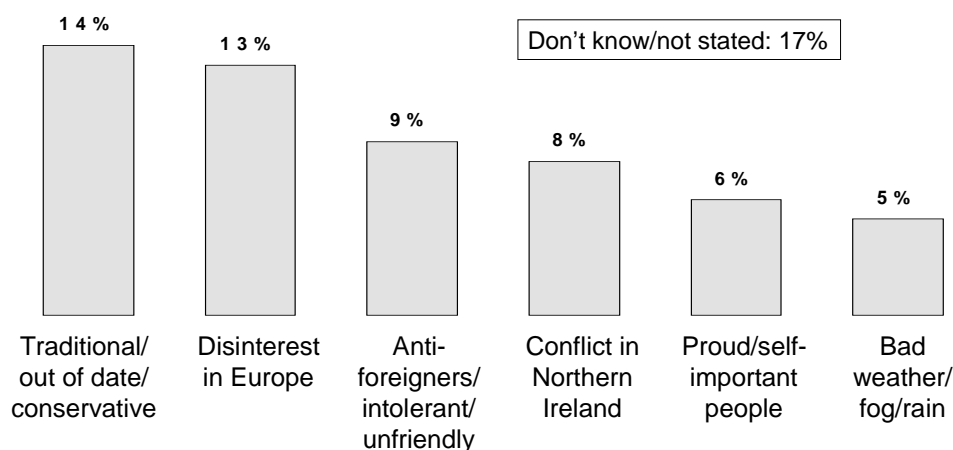
*In relation to those who preside over British companies, these are not people who emerge out of the blue, they are introduced in a intelligent, rational way. They are tested*

*First of all this is a stable model of democracy, because for the past few years there has been one party or the second party, no third party appeared which could introduce some kind of a revolution. Right now it is the other way around, but this does not interrupt the stability of the country*

Just below tradition and conservatism in the list of weaknesses comes disinterest in Europe; cited by 13% of respondents in Poland (and similar proportions in France and Germany). Nine per cent of Poles cite an unfriendly attitude towards foreigners as the UK's major weakness – a feeling that is also mentioned in many other countries (but which achieves a worldwide total of just three per cent). Women appear to be a little more likely than men to mention traditionalism as a weakness, while men seem to be a little more likely to mention that the British are proud, or self-important.

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

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



Base: All successor generation (200)

*In England it is more conservative, stiff*

*I associate a British person with the former colonies. I do not mean the history but that it is still inside them, this feeling that they should have great influence*

*I think I wouldn't be able to live in England because I don't like this coolness and the fact that they are so conservative, I would simply feel bad being there*

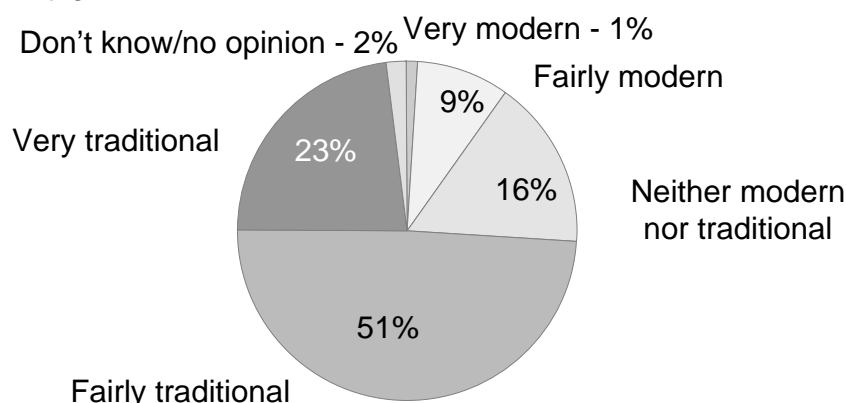
*I think they are thinking about themselves as of an elite community*

## British Society

As might be expected from the spontaneous strengths and weaknesses above, Britain is very much more likely to be regarded as a traditional than as a modern society. While just one per cent believe that Britain is a 'very modern' society, 23% believe that we are 'very traditional'.

### 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 (200)

Those who have previously visited the UK are only marginally more likely to feel that the UK is a modern society. (Given that these respondents are also more likely than others to mention historical images of England, Scotland and Wales, it would appear that their experience has been very much of the 'package tour highlights' variety, than an extended stay.)

Among the most positive aspects of British society, according to the successor generation in Poland, are our commitment to protecting the environment, the fact that women are not discriminated against, and our multiculturalism. Although others around the world do tend to agree with these three issues, the Poles are more likely than average to do so. While women are no more likely than men to believe that their counterparts in Britain are not discriminated against, they are slightly more likely to regard the British as being committed to the environment. People who have visited the UK are most likely of all to strongly agree with the notion that British society is multicultural.

*Women earn less perhaps, but now there is Thatcherism so they may earn more*

## 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 %	Dis-agree %	Neither /nor %	Mean score *	Mean score world-wide*
Britain is committed to protecting the environment	32	41	5	16	+1.1	+0.8
Women are discriminated against in Britain	1	9	66	14	-1.0	-0.7
British society is truly 'multicultural'	38	37	13	11	+1.0	+0.6
The British system is a good example of democratic government	30	43	12	16	+0.9	+0.7
The British legal system ensures that everybody gets a fair trial	21	30	6	27	+0.8	+0.7
Britain has a good national health service	11	32	10	27	+0.5	+0.9
British people are not racially tolerant	10	17	44	25	-0.3	+0.1
Britain no longer has a comprehensive system of social welfare	8	23	23	29	+0.1	0
British people are not very welcoming towards foreigners	27	42	20	11	+0.7	+0.2
Britain is now a 'classless' society	5	17	64	12	-0.7	-0.8

\* 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 (200)

In most countries, it is our long-standing institutions, such as our system of democratic government, our fair legal system, and the national health service which tend to be regarded as our most positive features. In Poland, attitudes towards the first two of these institutions are broadly in line with those recorded around the world. Respondents are rather more likely than others elsewhere, however, to believe that we no longer have a good national health service.

*I think that the voters in Britain feel more that they have influence over the government than do Poles, or in choosing the parliament it seems that in Britain the feeling of electing is greater than in Poland*

The overall positive attitude towards our system of government reinforces the impressions gained in the focus group discussions, where British decision-making 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.

*In England you have to really deserve it to become somebody, it is more difficult, and there must be good education, good work*

Perhaps the strong regard for our multiculturalism has an impact on the fact that Poles are more likely than many others around the world to believe that British people are racially tolerant. In fact, only those in Germany and France are more likely to feel this way. This does not, however, mean that Poles believe that British people are welcoming to foreigners – two-thirds believe that this is not the case.

*I would feel alienated, this community is too closed for me*

On a positive note, those who have visited the UK are less likely to feel this way (although a majority still believe it to be true). One participant in the focus groups described a typical British greeting as ‘*warm hearted but with a distance*’.

*[How would they greet you ?]*

*1 look down upon us*

*2 no, not at all, I have been there lately and it has not been so*

Members of the successor generation are even less likely to believe that Britain is a classless society, with just 22% thinking that this is the case.

## British Business

The United States (80% 'strongly agree'), Japan (66%), and Germany (54%) are all more likely to be regarded as having many 'world-beating' companies than is the United Kingdom (31%). While men are more likely than women to feel that the USA, Japan, and Germany have more such companies, women are more likely than men to feel the same way about 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 %	Mean score	Mean score worldwide
USA	80	18	1	+1.8	+1.8
Japan	66	26	2	+1.6	+1.7
Germany	54	40	1	+1.5	+1.4
UK	31	46	5	+1.0	+1.1
France	15	47	14	+0.6	+1.0

\* 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 (200)

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These figures would appear to indicate that, as emerged in the qualitative work, British business people are regarded as being unwilling to take enough risks to be able to compete successfully in an ultra-competitive environment. Many participants in the groups felt that British business people were well-suited to trading in the British environment, which is regarded as bounded by rules of fair play, whereas they would be unable to cope in conditions where 'rules' get stretched, or even broken on a regular basis.

*I think that if it is written 'do not enter' the British businessman won't enter while the Polish businessman will enter to find out why is it forbidden*

*A British businessman will not try to cheat*

*In England the business is better protected in a way, in America you can make a million dollars within a day and lose it the next*



Unlike in many of the countries where research took place this year, in Poland the United Kingdom is less likely to be regarded as a major financial trading centre. Just one in five Poles agree strongly that this is the case, leaving us once again behind the USA, Japan and Germany. This is in contrast to the worldwide scores, which place us ahead of Germany.

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### Financial Trading Centre

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

	Strongly agree %	Tend to agree %	Disagree %	Mean score	Mean score worldwide
USA	82	16	1	+1.8	+1.8
Japan	46	28	8	+1.1	+1.4
Germany	28	44	10	+0.9	+1.0
UK	21	50	11	+0.8	+1.2
France	6	28	41	-0.2	+0.4

\* 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 (200)

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Overall, one in five respondents rate British products and services as 'very good', while a further 63% say they are 'fairly good'. Just one per cent think that Britain's products and services are poor. Women, younger respondents, and those who have previously visited the UK, tend to be more likely than others to rate our products and services as very good.

British managers are rated rather more highly than our workforce. While 30% think that British managers are 'very good', this falls to four per cent who think the same of our workforce - perhaps a hangover from our reputation in the late 1970s for constant strikes etc. Just nine per cent, however, rate the British workforce as poor (compared to two per cent who think the same of British managers).

Those in Warsaw have the most positive view of the British workforce (68% describe them as good), while Warsaw and Gdansk residents have equally high impressions of British managers.

*[A British manager] thinks before making a decision and does everything calmly, without emotions*

*Those who preside over such companies, these are not people who emerge out of the blue, they are introduced in a intelligent, rational way, they are tested, educated and trained in this direction*

*I would like to be like them [British workers], because I think that there are few employees of this type here, so disciplined, obedient, so good in their jobs. Here people do not attach much importance to what they do, only to money and they have a set time at work. This scares me in our country*

*When we hear the name alone we simply know that it is good, because you know that the best suits are sold by the English, by companies from London. There are no other companies like that in the whole world, companies which make things of such fabrics and such workmanship*

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### 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 ?**

	<b>Products &amp; services</b>	<b>Workforce</b>	<b>Management</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Very good	21	4	30
Fairly good	63	44	56
Neither good nor poor	13	38	8
Fairly poor	1	7	1
Very poor	0	2	1
Don't know	3	7	6
Net good	83	10	83

Base: All successor generation (200)

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## British Science & Technology

Once again, the United Kingdom is regarded as a distant fourth out of the five countries tested with regard to having a strong reputation for scientific and technological innovation. Despite MITI data which suggests that 70% of all significant inventions have emerged from the UK (and 20% of all post-war inventions), just 19% of Poles strongly agree that the UK has a strong reputation in this area. By way of comparison, 79% think the same of Japan, and 78% believe that the United States has a strong reputation in this field.

These findings appear to back up the opinions raised in the qualitative research, where British scientists were regarded as being very rigorous, and extremely good at their jobs, but neither good at capitalising on their research, nor particularly likely to enjoy any kind of social life.

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### Scientific and Technological Innovation

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

	Strongly agree %	Tend to agree %	Disagree %	Mean score
Japan	79	15	1	+1.7
USA	78	17	3	+1.7
Germany	38	49	5	+1.2
UK	19	45	13	+0.7
France	14	42	21	+0.5

\* 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 (200)

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*I think he creates things which really have results for all of us or will be used later, in industry or medicine or another field*

*I associate a British scientist with a person who gets education in some field and then goes and fulfils himself in some way, and is consistently interested in this*

*The only minus for a scientist is lack of private life and if they get really into something they don't even know how many children they have*

## British Media

Members of the successor generation evidently have a reasonably high regard for the British media. More than half (55%) believe that the British media tells the truth, with 24% agreeing strongly. Just seven per cent think that the British media are not truthful.

This is reinforced when compared with the media in Poland. Almost half (47%) believe that the British media is more honest than that in Poland, compared to three per cent who feel that it is less so. Men (53%) are more likely than women (41%) to believe that the British media is more honest than Poland's.

*It is obvious that a British journalist will check the information before printing. This is certain*

When quality is the issue, the British media fares even better. Three in ten describe the quality of the British media as 'much better' than that in Poland, with a further 45% saying it is 'a little better'. Only one per cent of Poles think that the Polish media is a little better, in terms of quality, than the British. Those in Poznan tend to have a rather more positive attitude towards the quality of the British media than people elsewhere, with Warsaw residents being least likely to rate the British media as much better.

## British Art

Poles are evenly split on the issue as to whether or not Britain is renowned for creativity and innovation in the arts. This is in contrast to the worldwide scores, where people tend to be very positive about our reputation. In fact, only China gives a less positive rating than Poland on this issue. Men (44%) are more likely than women (30%) to feel that does not have a strong international standing in the arts.

Poles do recognise that British design is renowned around the world. Nearly two in five believe this to be the case, compared to 21% who do not think so. However, 42% of respondents say that they either do not know about this, or that they neither agree nor disagree on the subject.

Poles strongly believe that Britain's reputation in the arts is based more in the past than in the present. Those who feel this is the case outnumber those who disagree by a factor of six to one (72% and 12% respectively). This is in line with results recorded in other countries. There is little discernible difference between men and women on this issue, with those who have been to the UK no more likely than others to feel that our current artistic output is adding to our reputation.

This is certainly a feature which emerged in the qualitative research. People all around the world appear to regard British art as being of high quality, but very traditional and conservative in nature. While this remains the case in Poland, there is also a certain amount of recognition for more contemporary artists.

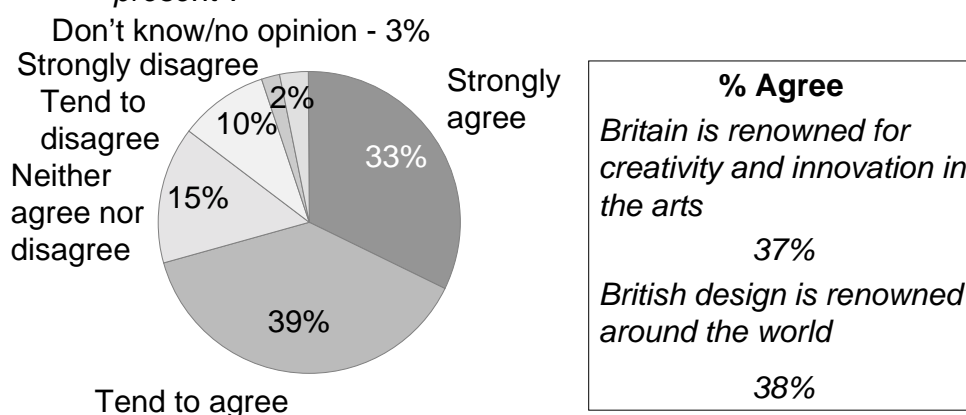
*Everything he does is expressive, in what he does in his artwork, it is not shallow, it is thought over*

*In Great Britain we can find an artist who creates super junk – many colours, many elements, and an artist who is very modest who creates something very nice*

*I admire British artists for being able to get detached from reality. He does not emphasise much attention to reality, he has in mind a higher goal, his vision is higher and his experience of the world*

## 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 (200)

This overall lack of awareness of our current artistic output is backed up by the fact that many respondents (54%) are unable to think of any contemporary British artists. (This is, at least, somewhat lower than the worldwide figure of 60%.) Kate Winslet and Hugh Grant (both eight per cent) top the list, with Anthony Hopkins, and, for some reason, Robin Williams (both seven per cent) close behind.

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### **Leading British Artists (Spontaneous)**

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

Top answers:	%
Kate Winslet	8
Hugh Grant	8
Anthony Hopkins	7
Robin Williams	7
Mr Bean/Rowan Atkinson	5
Elton John	5
Sean Connery	5
Kenneth Brannagh	3
Don't know	54

All other answers 2% or less

Base: All successor generation (200)

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Those who have visited the UK are no more likely than others to be able to name a contemporary British artist. Those who live in Gdansk, on the other hand, are more likely than people elsewhere to come up with at least one artist, with Kate Winslet, Hugh Grant, Anthony Hopkins, Rowan Atkinson (or Mr Bean) and Sean Connery all achieving more than 10% of spontaneous mentions.

The British music scene does fare better than that of art generally. Three-quarters of respondents are able to name at least one contemporary musician or band. As elsewhere, Elton John and the Spice Girls fare well, with Paul McCartney and Sting also both scoring more than 10%.

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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	20
Spice Girls	16
Paul McCartney	12
Sting	11
Beatles	6
Phil Collins	6
Rolling Stones/Mick Jagger	6
U2/Bono	5
Don't know	24

All other answers 3% or less

Base: All successor generation (200)

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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 etc.) who a small number apparently think of as British, but virtually all 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.

## **British Personalities**

The Spice Girls are the most recognised personalities on a list of 22 personalities. Tony Blair, top of the list worldwide, is relegated in Poland to third place, behind Naomi Campbell (though the differences between the top four personalities are not statistically significant). Poles are, however, more likely than those around the world to recognise nearly all those on the list.

Although the Spice Girls come out marginally ahead of Tony Blair in terms of general recognition, respondents in Poland are more likely to be aware that Tony Blair is British. Naomi Campbell fares even worse on this rating, with just 33% of respondents aware that she comes from the UK. Once again, Poles who have previously visited the UK are no more likely than others to have a particularly clear idea about who is and who is not British.

As a note of caution, it can be seen that a red herring was inserted into the list - Stephen Shaw from the British Council in the UK. Stephen achieved a 29% recognition factor - with Poland ranking alongside Germany as the top two nations to feel they know of him. Two in five of those people claim to know that he is British, while one respondent even thinks that Stephen would be their most positive role model. There are two possible explanations for this. It may be that people were thinking of another British person with a similar name (George Bernard Shaw, or Sandie Shaw perhaps), or maybe 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, or William Hague. 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 Tim Henman.

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### 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	94	72	77
Naomi Campbell	92	33	36
Tony Blair	92	85	92
Robin Williams	90	55	61
Hugh Grant	87	60	69
Rowan Atkinson	75	65	87
Kate Winslet	68	38	56
Stephen Hawking	39	22	56
Lindford Christie	36	21	58
Vivienne Westwood	35	14	40
Liam Gallagher	34	21	62
John Galliano	33	13	39
Stephen Shaw	29	12	41
Richard Branson	24	13	54
William Hague	17	7	41
David Hockney	15	6	40
Tim Henman	12	9	75
Anita Roddick	12	4	33
James Dyson	11	6	55
Damian Hirst	6	3	50
P D James	5	4	80
Delia Smith	4	3	75
Don't know	0	1	-

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Base: All successor generation (200)

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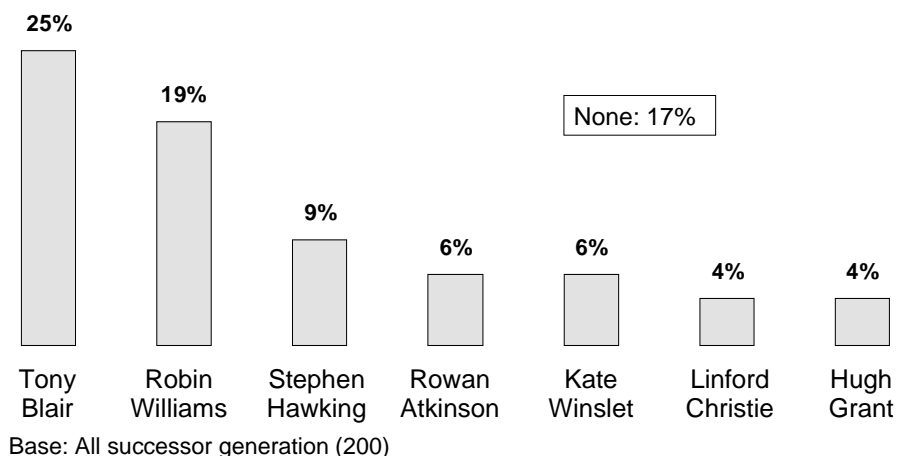
Once again, Tony Blair stands out as a potential role model around the world. Fully 25% of respondents say that he represents the most positive role model for them personally. The only American on the list – Robin Williams - is chosen as the second most popular role model, with Stephen Hawking in third position. Seventeen per cent of Poles say that none of the people on the list represents a positive role model for them – a rather lower figure than recorded worldwide (31%).



While those in Warsaw are the most likely group to select Tony Blair as a role model, Stephen Hawking scores particularly well in both Cracow and Posnan.

## Role Models

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



## Britain's Relationships with other Countries

Britain is perceived as valuing its relationship with the United States rather more than either Europe or the Commonwealth. As in most countries where the research took place, there is a perception that Britain values its relationships with Poland less than the three places mentioned above.

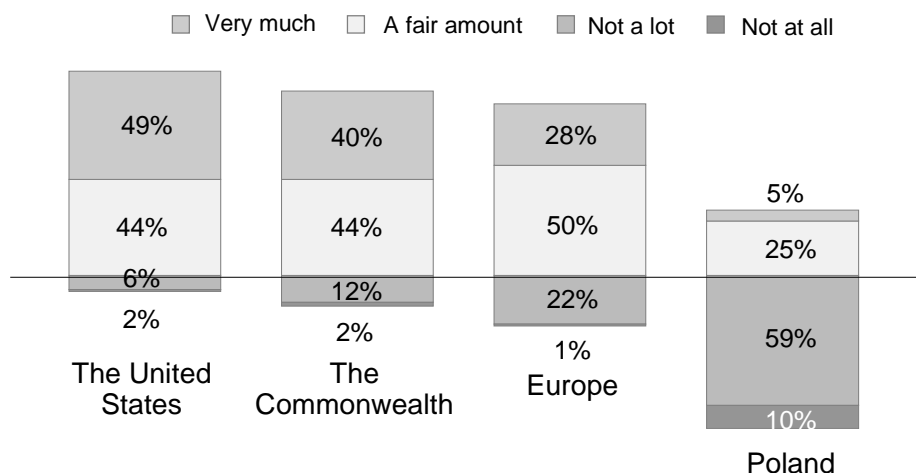
Nine in ten regard Britain as valuing its relationship with the United States at least 'a fair amount', with half saying that we value this relationship 'very much'. Despite the feeling expressed when discussing Britain's weaknesses that we show a disinterest in Europe, three-quarters feel that we value our relationship with Europe either very much or a fair amount. While 28% feel that we value our relationship with Europe very much, this is well below the level recorded worldwide (47%). People in Warsaw have the strongest feeling about this, while those in Poznan are the least likely to feel this way.

In fact, Poles are more likely to feel that Britain values its relationship with the Commonwealth than with Europe. While 23% think that Britain values its relationship with Europe either 'not a lot' or 'not at all', this falls to 13% who think the same of our relationship with the Commonwealth.

Last of all in the pecking order is the relationship which Poles perceive Britain to have with their own country. Only one in twenty think that we value our relationship with them 'very much', compared to one in ten who say that we do not value this relationship at all.

## Relationships Between Countries

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



Base: All successor generation (200)

*Great Britain holds on to its myth I think, the myth of the former empire*

*They have been in NATO forever but unfortunately the reality is that the Americans are a superpower and the English are with them, though in the past it was different, but it remained in their awareness*

*Maybe because of their tradition they don't want to be subordinate but they try to walk with the Americans*

The focus groups also brought out an opinion that the British people themselves were rather disinterested in what goes on in other countries. Poles appear to feel that we are more concerned with our own back yards than in matters overseas.

*I don't associate the British community with politics at all, it seems to me that they are more involved in their own lawns that with what is going on in China or Kosovo*

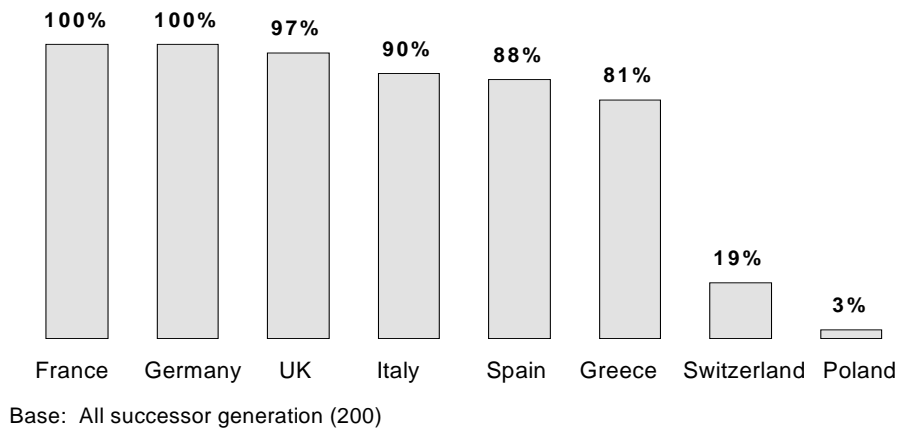
*If there is something that does not concern them they are simply not interested*

## The European Union

The UK is recognised as a member of the European Union by 97% of Poles, behind France and Germany (both 100%). Italy, Spain and Greece are also recognised by at least 81%, while Poles have little difficulty spotting the two non-members on the list – Switzerland (19% think they are a member), and Poland themselves (3%). (Interestingly, around the world, 18% of respondents believe that Poland is an EU member.)

### 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.*

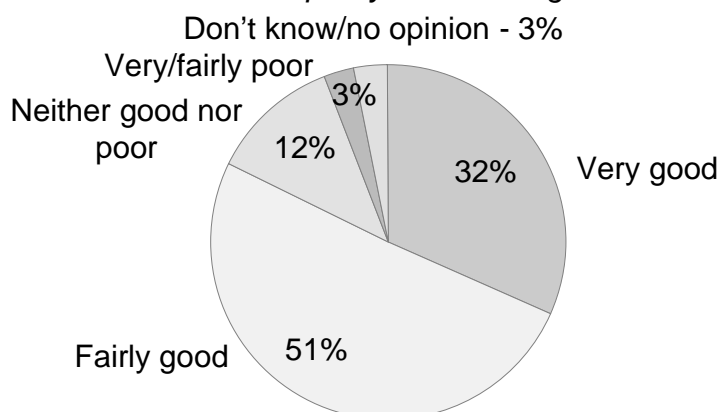


## Education

More than four in five members of the successor generation rate the overall quality of British higher education as good (while just three per cent rate it as poor). One in three rate British education as 'very good'. Women (39%) are more likely than men (25%) to feel that our education is very good. Those who have visited the UK also tend to be more positive than average.

### 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 (200)

*There is a high educational standard, which the English are associated with and if I wanted to go abroad to study this would be the only place. Unfortunately you have to pay the full cost of the education but it is worth it*

This high regard for British education is backed up by the fact that three in ten (31%) say that they would choose to come here to study if they were going anywhere abroad. This places us only marginally behind the United States (33%), and some way ahead of the third most popular choice, which is classified as 'other Europe' – most probably with a strong German bias (19%). Canada (three per cent) and Australia (two per cent), in reality our two main rivals for attracting English-speaking students, are not particularly well-regarded.

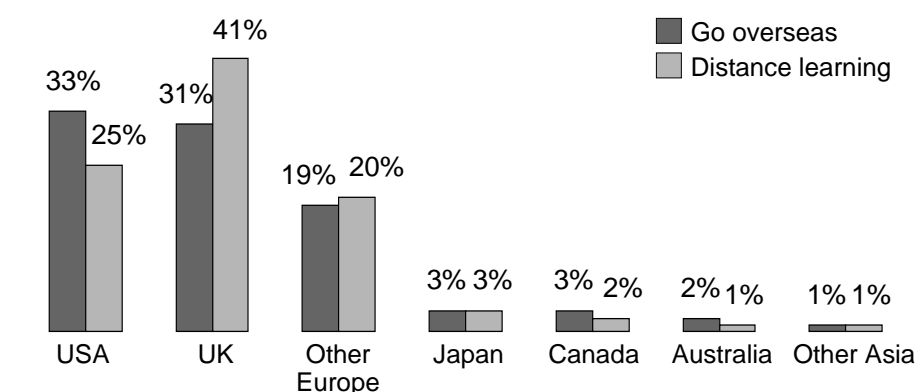
Around the world, although the UK is almost always the second choice behind the USA, the gap tends to be rather larger between the two countries - the worldwide scores are 26% and 46% respectively. Women in Poland are most likely to select a British institution, as are those who have previously visited the UK.

For distance learning courses, the UK is actually the top choice among Poles. Two in five say that they would choose a British course, compared with 25% who would prefer a course from the United States. In this case, there is little difference between men and women. Among those who have been to the UK, however, the proportion who would choose a British based distance learning course rises to 49%.

## Preferred Countries for Education

Q7 Now I'd like you to think about education. If you personally were considering going overseas to any country at all to study, which one country do you think you would prefer to go to ?

And if you were considering a distance learning course, where you would remain in your own country, which country's courses do you think you would prefer ?



Base: All successor generation (200)

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 necessarily very communicative or flexible in their approach. People tend to regard a British education as being of the highest quality, but do not necessarily think the same of the learning experience. Whereas it is felt that it is possible to interact with an American teacher, for example, people think that 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.

*I think he is going to accept the old tradition, English school with tradition, has been the same for many years, maintains a distance between the student and the teacher, lack of direct contact, always looks down upon the students*

*This Englishman is standing by the blackboard and speaks all the time and then he finishes and good bye. With the American there is a dialogue, exchanging ideas, something active*

*I would prefer the American because I would have easier contact with them and maybe as a result greater flow of information, because with the British teacher I could become distant and everything would be tightly held on to the programme, while with the American way maybe I would learn more. And moreover, it is easier to draw knowledge from people that we love*

*I think the virtue is the fact that he is consistent and so disciplined*

Despite the high level of support for studying in the UK, the United States is, to a great extent, regarded as providing the educational qualifications which provide the most credibility with potential employers. Almost half believe that an American qualification is most credible, compared to 26% who think the same of a British qualification. Again, it is women, and those who have visited the UK who have the highest regard for the credibility of our qualifications.

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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	47	58
UK	26	23
Japan	12	5
Poland	7	6
Canada	3	3
Australia	1	2
Don't know	5	3

Base: All successor generation (200)

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There is a general feeling that the British are themselves fairly well educated. While 63% feel this way, a further nine per cent go 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'. Yet again, women, and those with first hand experience of the UK are most likely to regard the level of education of British people positively.

Around the world, members of the successor generation tend to be more likely to think of the British as very well educated than do those in Poland, as the table on the next page shows.

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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	9	23
Fairly well educated	63	53
Neither well nor poorly	23	17
Fairly poorly educated	2	4
Very poorly educated	0	1
Don't know	5	3

Base: All successor generation (200)

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## Languages & the English Language

English is the most widely-spoken language among those taking part in the study. Nine in ten (91%) of the successor generation speak English. German is the next most widely spoken language, with half saying that they do so. Cracow has the lowest level of English speaking (84%), and the highest of German (64%). French is the next most widely spoken language in Poland, with 19% able to speak that language.

The importance of English as the universal language is backed up by the fact that every respondent who does not currently speak English says that they would like to learn. Three in five say that they would like to be able to speak French, while 37% would like to learn Spanish, and 31% nominate German.

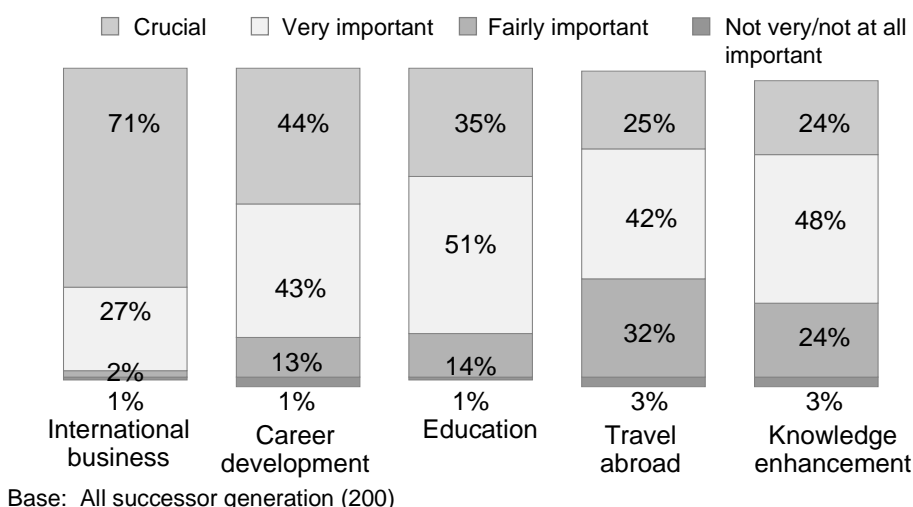
English is considered most important for international business, with 71% saying that it is crucial in this environment. Only one per cent of respondents feel that a grasp of English is not very important for international business. Nearly nine in ten respondents feel that the ability to speak English is important for career development, with 44% describing it as crucial. In each of these two cases, those who have visited the UK are more likely than others to give English a 'crucial' rating.

One in three think English is crucial for education, while one-quarter say the same for travel abroad, and knowledge enhancement. In all five cases, a maximum of four per cent describe the ability to speak English as either not very or not at all important.

The ratings for all five of these areas are broadly in line with those recorded in the thirteen countries around the world where the research took place this year.

## Importance of English Language

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



## Sources of Information about Countries

People use a wide variety of information sources when finding out about other countries. International TV, visiting the country personally, media from that country, people who have visited a country, books, films, international press and local press are all used by at least three in ten members of the successor generation in Poland.

Visiting the country personally is the top choice as the single most important information source, nominated by 26%. While men appear to be marginally more likely to cite personal experience, women seem to be more likely than men to place trust in other people who have visited that country. Those who have visited the UK before are more likely than any other group to prefer visiting personally as their major information source.

Curiously, while visiting a country personally is the overall top choice for finding out about countries generally, this falls to 14<sup>th</sup> place when it comes to finding out about the UK in particular. Just nine per cent say that this is one of their most important information sources on the UK. This either indicates that people are, for some reason, choosing not to visit the UK (perhaps as one respondent mentioned in the focus group, because they prefer to visit warm countries during their vacation!), or, perhaps, that there are many other information sources available to them.



Personal information sources remain important, with people who have visited this country the top information source (cited by 37%), and knowing people from the UK in fourth place (25%). The BBC is well regarded, with 29% mentioning BBC World TV, and a further 13% citing the World Service.

### 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.**

People who have visited that country/the UK	37	10	37
BBC World TV	n/a	n/a	29
Local press	30	4	27
Know people from that country/the UK	16	3	25
Local TV news	19	6	22
Media (press, TV, radio) from that country	37	17	n/a
Books	34	10	21
Films	32	2	20
Word of mouth - friends & family	18	5	18
International TV	45	12	17
British press	n/a	n/a	15
(Other) International press	30	3	13
BBC World Service	n/a	n/a	13
Word of mouth - work colleagues	11	2	10
Visiting the country/the UK personally	40	26	9
Local radio	7	1	4
Other local TV	6	2	n/a
(Other) International radio	6	0	3
Internet	2	2	3
Tourist authorities from that country/in the UK	2	0	2
Other official (UK) sources from that country	2	0	1
Embassies/consulates	1	0	0
Other	3	0	5

Base: All successor generation (200)

Information sources vary quite considerably between the four cities where research took place, without any discernible pattern emerging, such as, for example, people in one city preferring word of mouth or personal experience, while those in another city using national press. Those in Cracow, are most likely to cite people who have visited the UK, and also films, while people in Warsaw are more likely than others to mention the British press, and those in Gdansk tend to rely more on BBC World TV and the World Service.

Around two in five (39%) members of the successor generation have visited the United Kingdom at least once, with eight per cent having visited on three or more occasions. Those who live in Warsaw are slightly more likely than others to have visited at least once.

# Implications

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- Whereas in many countries around the world it is clear that the country which provides the main point of reference (against which others are measured) is the United States, this is not necessarily the case in Poland. Poles appear to be most familiar with Germany, with the UK rated as highly as the USA. (Even more encouragingly, Poles tend to be rather more favourable towards the UK, overall, than the level of knowledge about us might imply.) It is certainly the case that on several issues, Poles show that they know rather more about the United Kingdom than do their counterparts in many other countries where the research has been taking place this year. These include:
  - The ability to name contemporary artists and musicians
  - Recognition of leading British personalities
  - Awareness of the multicultural nature of our society.
- Poles are also rather more likely than most of the other nations taking part this year to have first hand experience of the UK.
- However, British society is very much regarded as a traditional one, and while this may have its advantages – Britain’s main strength is cited as tradition and heritage – it also has many disadvantages – tradition and conservatism are cited as our main weakness. Traditional images dominate first impressions of England, Scotland and Wales.
- Those who have visited the UK tend not to have any more modern an image of our society than do others, indicating that their main reason for visiting may well have been to experience a heritage-based holiday.
- The over-riding image of British society could perhaps best be summed up in the word ‘stable’. Our stable economy, and stable democracy are seen as strengths of the nation. There is a danger, however, that stability can be mistaken for inflexibility. This is reflected in attitudes such as:
  - A perception that we are far more interested in our former colonies than in Europe (which leads directly to a feeling that we do not value our relationship with Poland)
  - A feeling that British businesspeople and scientists are very reliable, but unable to take advantage of a competitive world beyond our own borders
  - An image of British education which owes rather more to Tom Brown’s Schooldays than to Grange Hill.

- Despite the dated image of British education, this is one of the features of our society which is particularly well regarded. Poles are only marginally more likely to choose to study in the United States than in the UK, and would definitely prefer to undertake a British distance learning course than one from America. This is in contrast to worldwide results where the UK lags some way behind the USA for both study abroad and distance learning.
- Tony Blair represents a potentially very interesting character for Poles. Although, when unprompted, they are rather more likely to think of Margaret Thatcher than Mr Blair, fully one in four say that he represents a positive role model for them. The impression gained from the results around the world is that Tony Blair is not perceived as a typical representative of British society. If people could be persuaded to believe that he is, in fact, reflecting British society rather than standing apart from it, then their perception of a dated, unchanging Britain may well shift.
- Overall, it is apparent that there is an underlying positive feeling towards the United Kingdom. Organisations like the British Council may well be able to capitalise on this goodwill, building on the traditions and stability that are so well-regarded, and emphasising how they continue to play an important role in shaping and modifying our society. This would allow Britain to project a more modern and vibrant image, which could well receive a positive reaction.





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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 2,952 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 1.8 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>			
<b>Size of sample on which survey result is based</b>	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
2,952	1.1	1.7	1.8
1,000	1.9	2.8	3.1
200	4.2	6.4	6.9

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

<b>Differences required for significance at or near these percentage levels*</b>			
<b>Size of the samples compared</b>	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
100 vs 100 (men vs women)	8.3	12.7	13.9
50 vs 150 (Warsaw vs others)	9.6	14.7	16.0

## 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).

COUNTRY	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%
	Bangalore: 50%	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