

# **Attitudes Towards Britain and the British**

**Russia**

**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 Russia. 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	India	Russia
China	Malaysia	Saudi Arabia
Egypt	Mexico	South Africa
France	Poland	Turkey
Germany		

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 Russia, the definition used was:

- Aged 20-40
- Still at University or completed University (or above education).
- Entrepreneurs, medium/top level managers, professionals; active in social/cultural spheres and in employment. Income higher than the average

## Methodology

The survey was conducted in two distinct phases, beginning with two **qualitative focus group discussions**. The groups were held in St Petersburg and Moscow on 11<sup>th</sup> and 12<sup>th</sup> May 1999. Again, the decision as to which cities to use was taken in consultation with MORI's local partner and the British Council office in Russia. In each case, they were moderated by an experienced researcher with Gallup St Petersburg in Russia.

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 Russia, this was undertaken among 400 members of the same target audience. Interviewing was conducted by telephone between 11<sup>th</sup> July and 16<sup>th</sup> July & 30<sup>th</sup> July and 8<sup>th</sup> August.

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

## **Report Layout**

This report will concentrate the results for Russia, 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 successor generation in Russia knows less about the UK, France, Germany, US and Japan than on average across the 13 countries surveyed. The US is best known of the five in Russia, but even so, less than half (45%) know it well. Around a third say the same about the UK, France and Germany, while Japan is least well known (as it is world-wide) with just 12% familiar.

The younger group (20-25) is more likely to know the US, the UK and France, while the older age group (36-40) and the professionals feel they know Germany and Japan best.

Though the USA is the best known country in Russia, it is not the best regarded: around half of those (53%) who know at least a little about this country say they are favourable to it and a quarter unfavourable, giving it the lowest rating of all 13 countries surveyed. Turkey follows closely behind Russia, with 55% of the successor generation in favour of the USA.

It emerged from the qualitative research that, although USA has an image of an open, free and dynamic country in Russia, it is also perceived as a very pragmatic country which is ruled by the power of money, ignorant and indifferent to the situations in other countries around the world and, unlike the UK, tries to impose its will on them (possibly referring to the bombing in Kosovo):

*If they (Americans) don't like something they just bomb this or that country. Their reaction is very fast. The Russian government would have thought a long time before doing something like that. They have already bombed Iraq and Libya. They spread their influence everywhere*

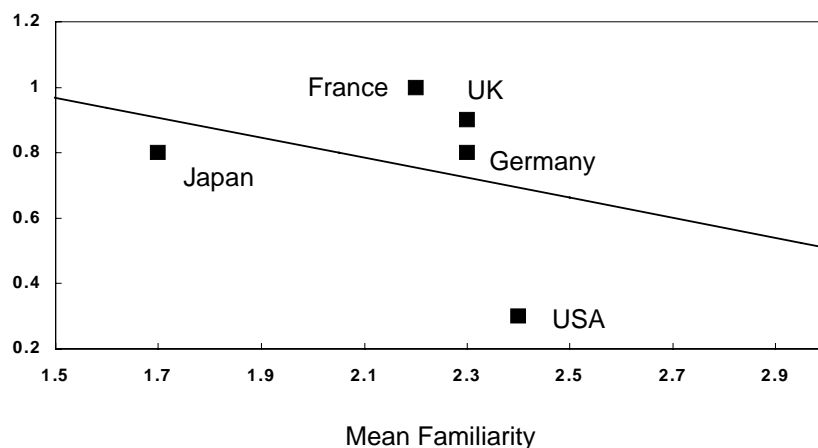
In contrast, France, the UK, Germany, and even Japan, enjoy very high levels of favourability among those who know them (over seven in ten are in favour), with France the best regarded of the four (83% favourable).



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. Research shows that the better a country is known, the better regarded it is. However, the situation is different in Russia. In particular, the US enjoys fairly high levels of familiarity in Russia but low levels of favourability. In contrast, Japan benefits from a high level of favourability, despite its low recognition among the Russian successor generation. France, the UK and Germany are also particularly well-regarded in Russia.

## Familiarity & Favourability Towards Countries

Mean Favourability



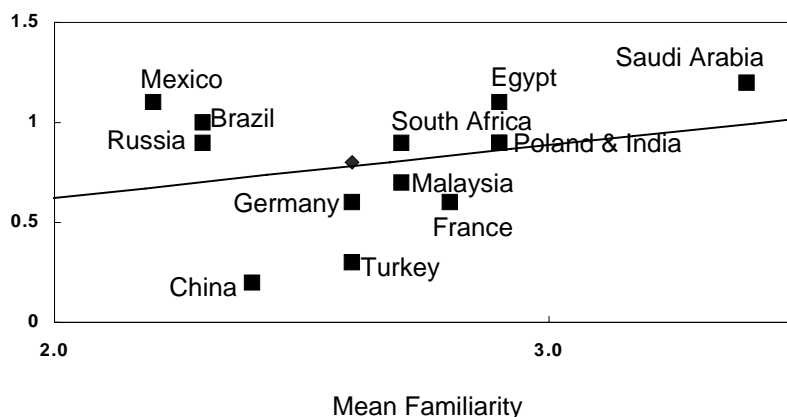
Base: All successor generation (2,952)

\* 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 Russia with the findings in the other 12 countries. The diamond shape on the chart represents the average for the 13 countries. The Russians are one of the least familiar with the UK (along with the Mexicans and Brazilians) but have a better than average opinion (again, like the Brazilians and Mexicans). It is in Saudi Arabia that the UK is best regarded and best known.

## Familiarity & Favourability Towards the United Kingdom

Mean Favourability



Base: All successor generation (2,952)

## Images of the United Kingdom

In Russia, like world-wide, England and Scotland are the most recognised parts of the United Kingdom, with over six in ten aware that they are part of the UK. Northern Ireland follows closely (59%), while Wales is mentioned by only 44%. Of all the countries surveyed, the Russians are the least aware of the constituent parts of the UK - England (65% vs. 83% world-wide), Scotland (62% vs. 77%) and Wales (44% vs. 65%).

World-wide, kilts are the most recognised symbol of **Scotland** and this is especially true in Russia, where members of the successor generation are more likely to associate the nation with kilts than anything else (61% vs. 29% world-wide). Next in line, but mentioned by around one in ten, are whisky (10%) and bagpipes (7%).

Russia is also in line with the world-wide average when it comes to **Northern Ireland**; violence is the most thought-of-image of the nation for 37% of the successor generation world-wide and 35% of the Russian respondents. On a more positive note, around one in ten also mention the scenery. A significant minority, though, (20%) is unable to comment on the country.

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**Images of UK Countries (Spontaneous)**

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

<b>England</b>	<b>%</b>	<b>Wales</b>	<b>%</b>
The Royal Family	21	Castles	10
Houses of Parliament/Big Ben	11	Prince of Wales	8
Bad weather/rain/fog	10	Mountains	6
The Queen	8	Princess Diana	6
Tower of London/Beefeaters	6	Sheep	5
London	6	Royal family	4
Margaret Thatcher	5	Football team	3
Football	5	Coal mining	2
Buckingham Palace	3		
Arrogant people	2		
Tea/tea time	2		
Sherlock Holmes	2		
Tradition/conservatism	2		
Nothing/don't know	7	Nothing/don't know	45
<b>Scotland</b>	<b>%</b>	<b>Northern Ireland</b>	<b>%</b>
Kilts	61	Violence	35
Whisky	10	Scenery	11
Bagpipes	7	Religion	5
Highlands/Mountains	5	Guinness	4
Cold/wet weather	2	Cold/rainy weather	4
		IRA/Sinn Fein	2
		Peace Process	2
Nothing/don't know	4	Nothing/don't know	20

All other answers 1% or less

Base: All Russian successor generation (400)

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For nearly half of those questioned (45%), **Wales** fails to conjure up any image at all. This is substantially higher than the world-wide figure of 25%, and is the highest score across all the countries included in this study, alongside China (46%). Of those who are able to think of an image, castles are nominated by 10%, and 8% mention the Prince of Wales or Prince Charles.

As world-wide, the Royal Family is the most frequently mentioned image of **England** in Russia (21%), while 8% also cite the Queen. The next most frequent associations are with Houses of Parliament and Big Ben (11%) and also with the bad weather (for 10%), a figure that is higher than the world-wide figure of 4%.

## Britain's Strengths & Weaknesses

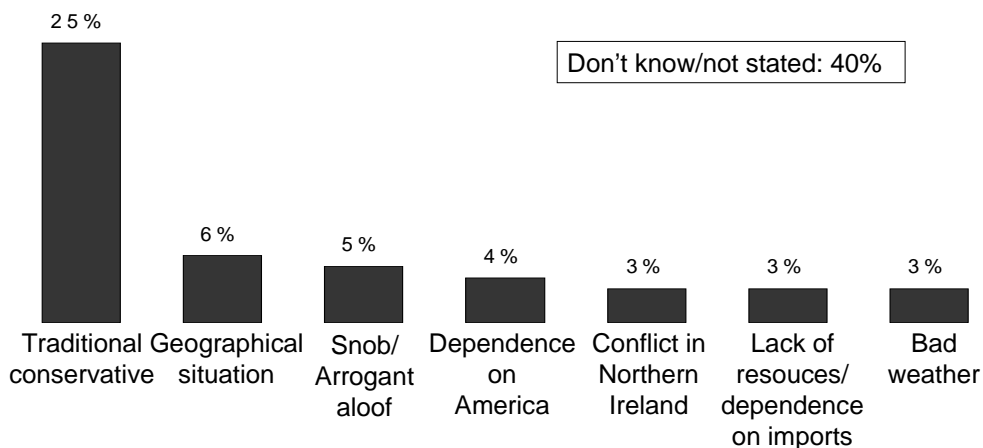
World-wide, the United Kingdom's history tradition and culture are very much a double-edged sword. While tradition, culture and heritage are the aspects most likely to be mentioned spontaneously as our major strength (13%), phrases such as traditional, conservative and out-of-date for the modern world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

In Russia, opinions are similar and even stronger than in the other countries measured, although, on balance tradition is more likely to be seen as a key strength than a weakness (36% vs. 25% who say it is a weakness).

*Britain...it's small... it's like a carrot which has a very long root. I mean it has very strong old traditions*

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

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



Base: All successor generation in Russia (400)

Around one in twenty cite, as weaknesses, the geographical situation of the country and the perceived snobbism, arrogance and aloofness of the British people; all other weaknesses are mentioned by less than 4%, while two in five are unable to mention any weakness at all.

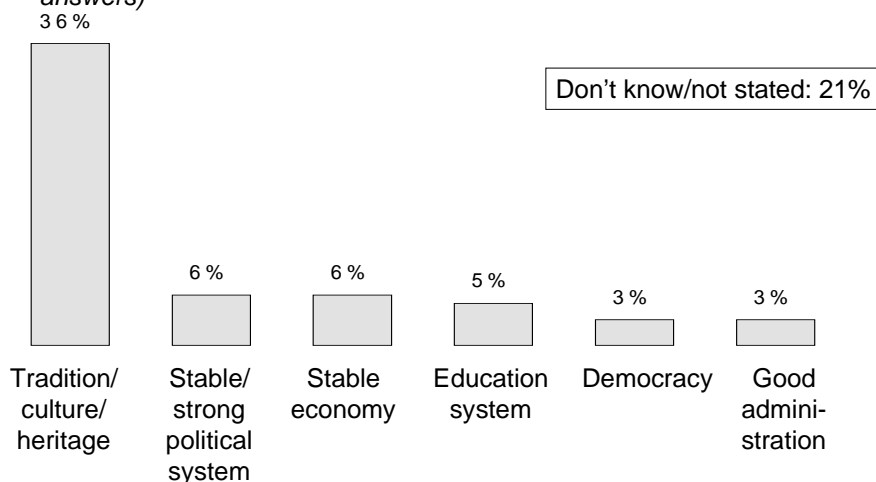
*English people are more snobbish and reserved than Americans. Russians are more cordial than both*

*It is amazing that the word “prim” is never used to describe any other nation but the English. And if someone uses “prim” in relation to someone else, he always adds “like the English”*

In addition to tradition, 6% mention the stable British economy and political system as being two key strengths, both currently extremely unstable in Russia. One-fifth is unable to judge, encouragingly only half the proportion that is unable to name any weaknesses.

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

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



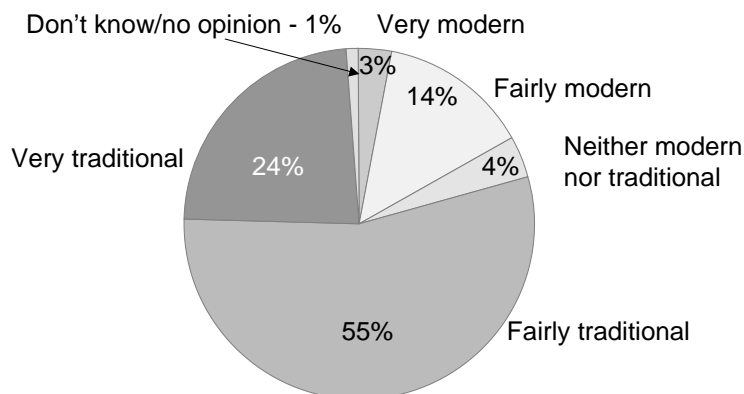
Base: All successor generation in Russia (400)

## British Society

Given that tradition and heritage is seen as a key strength of the UK (and also a key weakness), it follows that Britain is far more likely to be regarded as a traditional than as a modern society. While only 3% of the Russian successor generation believe that Britain is a ‘very modern’ society, 24% believe that we are ‘very traditional’ and a further 55% believe that we are ‘fairly traditional’. This is true world-wide also, though it is in Russia (alongside Mexico and China) 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 Russia (400)

In the qualitative research, the British were felt to have a more conservative image than the Americans. We were perceived as being reserved and secretive. Britain was viewed as the country with thousand years of tradition. The Russians felt that British people put a lot of emphasis on the 'right' attitudes towards other people, and it is our tradition that would explain our attitude to visitors, eg a visit to British families implies observations of established rules ('evening suit', preliminary arrangements), and this is felt to make communications with us less comfortable.

One of the most positive aspects of British society in Russia and world-wide is that we are regarded as being committed to protecting the environment. In Russia, 88% agree that 'Britain is committed to protecting the environment' (43% 'strongly' agree) while just 3% disagree. Indeed, the Russian successor generation has an even higher opinion of us in this respect than the view world-wide, where 65% agree with the statement.

Similarly, Russian views are better than the average world-wide on our legal system (78% positive vs. 58% world-wide) and health service (80% vs. 65%). In addition, though world-wide views are divided about our social welfare system, in Russia the balance of opinion is that we do have a comprehensive system of social welfare (44% vs. 17% who think we do not).

However, though positive, in Russia views are not quite as positive on the issue of our democratic government as the world-wide average (57% positive vs. 65% world-wide) and a significant minority disagrees that we have a good example of democratic government (20%), perhaps related to the fact that some see the Royal Family as a key weakness.

## 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 %	Disagree %	Neither /nor %	Mean score *	Mean score world- wide *
Britain is committed to protecting the environment	43	46	3	5	+1.3	+0.8
Britain has a good national health service	24	56	1	8	+1.2	+0.9
The British legal system ensures that everybody gets a fair trial	27	51	6	8	+1.1	+0.7
Women are discriminated against in Britain	2	7	68	10	-0.9	-0.7
British society is truly 'multicultural'	25	44	18	6	+0.8	+0.6
The British system is a good example of democratic government	14	43	20	16	+0.5	+0.7
Britain no longer has a comprehensive system of social welfare	3	14	44	18	-0.4	0
British people are not racially tolerant	6	20	46	17	-0.3	+0.1
British people are not very welcoming towards foreigners	10	30	30	21	+0.2	+0.2
Britain is now a 'classless' society	2	7	74	8	-1.0	-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 Russian successor generation (400)

The qualitative research enlightened us on this aspect. Tradition, in this case, was perceived more as a weakness than a strength. We were seen as having very strong political traditions, following the laws that 'have existed for centuries' and being law-abiding. Therefore, it can take years to make any changes. The Queen ("fears to loose the throne") was seen to have a strong presence still, as has the Church, both representing conservatism, and the Russians believed that the Prime Minister still depends on the decisions of the Queen.

*He is absolutely predictable, not impulsive. His decisions are co-ordinated with the parliament and the Queen*

However, the opinion of British citizens was felt to matter and the society believed to be run by its "brightest representatives" - phlegmatic, with a firm character and consistent. But distinct differences were perceived between Margaret Thatcher and Tony Blair, the latter being less predictable but less conservative. The British political system, seen as a key strength overall, was perceived to be very stable, however.

*England is more centralised, everything is 'over-thought' and organised. That's why England is a strong state*

*You can't imagine an English politician in the situation in which Clinton has found himself with Lewinsky*

*A puritan, phlegmatic and melancholic to a certain degree. Being phlegmatic is typical for the English society as a whole*

*John Major, the ex-Prime Minister, was considerably more English than Tony Blair. Before that, there was Margaret Thatcher, she was English to the bone*

On the other hand, some praised the Queen as a strong symbol of the British nation, again representing a certain stability:

*The presence of a symbol (the Queen) in the history is good for any nation*

Turning back to the quantitative research, British society also tends to be regarded as multicultural, without discrimination against women and racially tolerant. Despite this, however, opinion is more divided when it comes to being welcoming towards foreigners - 30% think we are, but 40% think we are not. In all three respects, Russian views closely mirror those world-wide. Indeed, they are even more likely than world-wide to think British society does not discriminate against women.



In the qualitative research it was felt that our attitude to visitors depends on our degree of acquaintance. If these were close friends or relatives, the British would be almost as “hospitable as the Russians”. If this was a business visit, the atmosphere would be rather stiff:

*British are well-educated, well brought up people, able to keep up a conversation. Even if they don't like you too much, they try to be nice, to show their personal interest in you*

On the other hand, Russian members of the successor generation most certainly do not believe that Britain is a classless society, a perception that is evident on a world-wide basis too.

## British Business

In Russia, of the five countries tested, the United Kingdom and France are least likely to be viewed as having many ‘world-beating’ companies. Nevertheless, around three in five agree that they do, so opinions are still fairly positive. The UK and France are out-performed by Japan (96%), the United States (94%) and Germany (86%).

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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 world-wide*
Japan	74	23	2	+1.7	+1.6
USA	66	28	3	+1.6	+1.8
Germany	38	47	6	+1.2	+1.3
UK	18	41	20	+0.6	+1.0
France	21	38	24	+0.5	+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 Russian successor generation (400)

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A similar, but not identical, pattern emerges world-wide, though in Russia it is Japan that is viewed as the clear leader in this field; 74% 'strongly' agree that it has many 'world-beating' companies. The equivalent figure for USA is 66%, a different picture to the world-wide results, where the US stands well ahead of Japan (82% vs. 68%). In addition, though the UK and France are joint bottom of the five in Russia, the UK out-performs France world-wide. Both, though, are less well rated in Russia than they are world-wide.

The USA and Japan are also most likely to be regarded as major financial trading centres; 89% agree that this is true of the USA although, here, a smaller proportion say the same of Japan (61%). Germany is rather less likely to be seen in this light (51%), but is nonetheless marginally ahead of the UK (47%) and significantly ahead of France which receives its lowest ratings in Russia (28% vs. 46% world-wide). The picture world-wide is similar to this, though all the countries measured, especially France, receive more positive scores on average world-wide than in Russia. In addition, world-wide, the UK is marginally ahead of Germany.

The qualitative work showed that people's perceptions of British business people are generally very positive (efficient, resourceful, persistent), but they criticised the rule-obeying mentality in British culture and tradition, combined with a protective and narrow approach when it comes to competing internationally or encouraging foreign investments. In the minds of the participants, a foreigner would find it more difficult to start business in Britain than America since British society "closes itself from aliens", as opposed to the American business which was seen as more dynamic, flexible, not always law-abiding and being "world-scale":

*Due to his dryness, keeping within certain rules of behaviour, he can only be efficient in the society with which he shares these characteristics*

*It seems to me that circulating assets in the American business are considerably bigger than in the English business. Thus, it is easier for the American business to take risks and he is more apt to make unpredictable decisions*

*England is more orientated to its own market and rather narrow sectors*

Looking at perceptions of British products and services, a third in Russia rate them as 'very' good (33%), and almost three in five rate them as fairly good (56%). Only one of the 400 Russian respondents interviewed rates them as poor. This is marginally higher than the all country figure of 81% who rate them as good.

In the qualitative work the Russians highly praised British products as high quality, although it was felt that only a few of them are exported (from selected sectors and to selected countries), unlike America which strives to cover the world with its products:

*England rarely exports goods while America tries to cover the whole world*

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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>
	%	%	%
Very good	33	11	18
Fairly good	56	49	51
Neither good nor poor	7	19	14
Fairly poor	*	2	1
Very poor	0	0	0
Don't know	4	20	16
Net good	+89	+58	+68

Base: All Russian successor generation (400)

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In Russia, as world-wide, British management is rated a little more highly than the British workforce (69% good versus 60%), though both receive positive scores. Only 2% say the workforce is poor, compared to just 1% who say the same about the management.

In the qualitative research, it was felt that the success of the British business person is determined in many respects by his education, the efficiency of the organisation of the whole economic system of the country and a well co-ordinated mechanism of work in the company itself. However, the typical British business person was seen as fulfilling a representative function (and also rather distant from the staff, although he knows them all by name), while his staff, said to be efficient and highly-qualified, were the ones seen as doing the day-to-day work.

*They (businessman) demand accuracy from staff. No tea or coffee breaks. If you come to work you should work*

## British Science & Technology

In line with the world-wide figures, the United Kingdom is not viewed as having the strongest reputation for science and technology out of the five countries measured. Japan leads the way (94%), followed by the US (83%) and members of the successor generation are more likely to agree 'strongly' that Japan has a strong reputation (69% versus 40% for the US).

As it does world-wide, the United Kingdom takes fourth place in Russia (52% agree), behind Germany (73%; 24% 'strongly' agree), but ahead of France (43%); 28% actively disagree that France has a strong reputation in this area.

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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* %	Mean score world-wide* %
Japan	69	25	2	+1.6	+1.5
USA	40	43	8	+1.1	+1.6
Germany	24	49	9	+0.9	+1.1
UK	13	39	18	+0.5	+0.7
France	10	33	28	+0.2	+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 Russian successor generation (400)

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In the qualitative research participants admitted that they were not well-informed about 'scientific life' in Britain. They were unaware of the sciences or fields that contemporary British scientists are involved in and had little knowledge of who these scientists are. Furthermore, Britain was not associated with exact sciences and technical research. In the opinion of the participants, these sciences were better developed in the US and Russia. British scientists were generally perceived as working at a university not in a research centre, and at the library and not a laboratory. They were perceived to be more preoccupied with theoretical work, as opposed to American scientists, who were felt to be more interested in the practical aspects and results of their research:

*He rather teaches at a university than works for a scientific research institute*

*The Americans are more practical. They need to prove their theories. In Europe, the approach is more fundamental, more theoretical*

Some also perceived British scientists as being lazy:

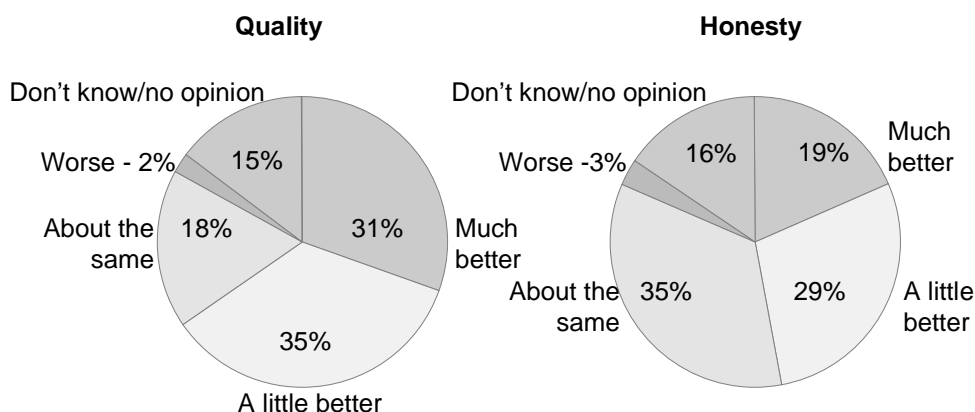
*They are lazy. One should study and work hard to be a good, true scientist nowadays*

## **British Media**

World-wide, views are divided about whether or not the British media tells the truth, but on balance it is felt that it does (36% 'agree' vs. 28% who disagree). The pattern is similar in Russia where around one-third believe it tells the truth. However, a lower proportion – 19% - disagree with this statement. This difference comes from the significant minority who are unable to comment, higher in Russia than in any of the other 12 countries (17% vs. 7% world-wide).

## 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 Russia (400)

When it comes to the honesty and quality of the British press compared with that in their own country, Russia is, again, the only country where a significant minority feel unable to comment (16% and 15% respectively). Overall, though, members of the successor generation in Russia have much more positive views of the media in Britain than in their own country; almost half think it is better in terms of its honesty (19% much better) and two-thirds think it is better in terms of its quality (31% much better). Less than one in twenty think the British media is worse in either respect.

The participants in the group discussions certainly trusted the British media, especially the press: information was said to be trustworthy because it was dry in presenting facts, not scandal-orientated – like the American press – varied and conservative. However, it could be a bit too dry, too simple and too informative; ‘the newspaper lacks of emotion’.

*Our newspapers are more emotional. Their newspapers are too dull*

*You can find everything in it: sports, recipes, crosswords, advertisements. All information is concentrated there. It is big and thick*

The Russian media was mainly criticised for its content, said to be less informative than the British press, but also focusing too much on negative news i.e. disasters, accidents, and governmental policies and political events. Nonetheless, the plus points of the Russian newspaper were that it is cheaper and thinner than its British counterpart, although participants noted that it tends to make people’s hands ‘dirty’.

However, some group participants criticised both the American and the British press for their scant coverage of other countries, especially Russia, concentrating too much on their domestic news.

*If you wanted to learn something about Russia, for example, maybe you would find a couple of lines, maybe not. In our newspapers, you can find all the information concerning foreign countries' affairs*

*According to their public opinion polls, they know very little about the political situation in other countries. We are more interested in what is going on in the world*

## British Art

Russians are split on the issue of whether or not Britain is renowned for creativity and innovation in the Arts (37% think we are vs. 34% who disagree). This is in contrast to the world-wide scores, where twice as many are positive as negative. In fact, only China gives a less positive rating on this issue.

Those aged 26 to 29 years old (47%), students (46%) and respondents from Ekaterinburg (46%) are more likely than professionals (38%), respondents from St Petersburg (33%) and 30 to 35 year olds (31%) to feel that we have a strong international standing in the Arts.

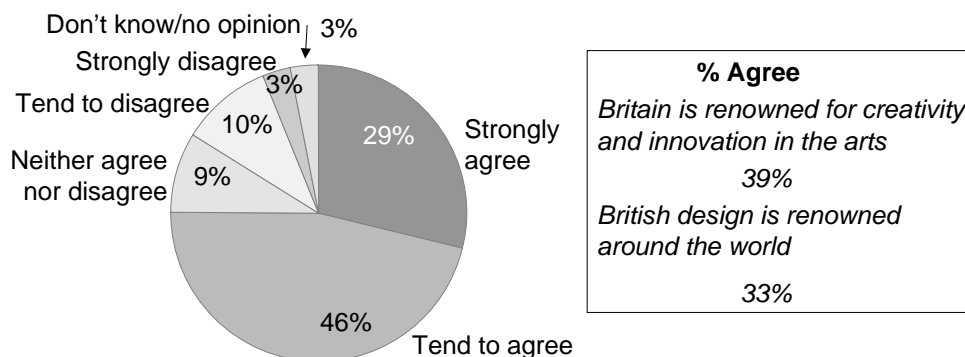
Similarly, opinion is divided when it comes to the reputation of British design around the world. One-third believe it is renowned around the world and marginally more (36%) disagree.

Here, the 30 to 35 age group (40%) and those who live in Ekaterinburg (38%) are more likely to agree than the 26 to 29 age group (27%) and those living in Samara (28%).

Echoing previous findings, the Russian successor generation strongly believes 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 (75% and 13% respectively). This is a little higher than the average results world-wide (66% 'agree'). On this issue, those who live in St. Petersburg (83%) are more likely to agree than respondents who live in Samara (68%).

### 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 Russia (400)

Findings from the qualitative research confirm the above: Britain was mainly recognised for its classical and traditional arts. Indeed, respondents mainly associated the British Arts with Byron and Shakespeare and, therefore, classical literature and theatre, since the country was the home land of Shakespeare.

*Britain is associated with Shakespeare and he is close to the theatre*

Some participants also believed that the popular art in Britain is music, mainly associated with 'old music' and 'Scottish folk music', while only a few thought it was pop-music.

*The British musician deals more with classical music*

Because of this, hardly anyone in the quantitative research can name any representatives of contemporary art in Britain.

*And can you name any modern English artists? You cannot. This is because it is closed. And now think about America, names come at once*



The British music scene does fare better than that of art generally, despite the fact that many evidently still regard the Beatles as a contemporary band (19%) and also Paul McCartney as a solo artist (16%). Three in five respondents are able to name at least one contemporary musician or band. Elton John, the most mentioned contemporary British artist world-wide, follows closely behind the Beatles and Paul McCartney in Russia (12%), with Sting scoring 9%.

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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:	%
The Beatles	19
Paul McCartney	16
Elton John	12
Sting	9
Rolling Stones/Mick Jagger	5
Queen	5
Don't know/no answer	42

All other answers 4% or less

Base: All Russian successor generation (400)

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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 is only one Canadian musician and that is Brian Adams, mentioned by 1%.

## 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.

In Russia, the Spice Girls are best known of the list (87%, rising to 96% in Ekaterinburg) and, by far, the most likely to be thought of as British (87% of the successor generation in Russia has heard of the Spice Girls, 34% think they are British). Discouragingly perhaps, Robin Williams (the only American in the list) comes in as the fourth most recognised name (46%, a third of whom think he is British), after Naomi Campbell (78%, only 17% of whom are aware she is British), and Tony Blair, who scores his lowest recognition figure in Russia (62% vs. 90% world-wide).

Russians who have previously visited the UK are more likely than others to have a particularly clear idea about who is and who is not British, but their overall recognition of the personalities is little different.

Men (48%), respondents aged between 30 and 35 years old (51%) and those who live in Samara (48%) are more likely to say that Tony Blair is British than the younger age group (34%), women (30%) and residents of St Petersburg (28%).

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 22% recognition factor - similar to the world-wide average of 19%. More than a third of those people claim to know that he is British, while 2% even think 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 over-claiming - 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 Stephen Hawking, or Linford Christie. There is no obvious reason why someone might make up knowledge of Stephen Shaw but admit that they have never heard of PD James or Tim Henman.

## Well-known Britons

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

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

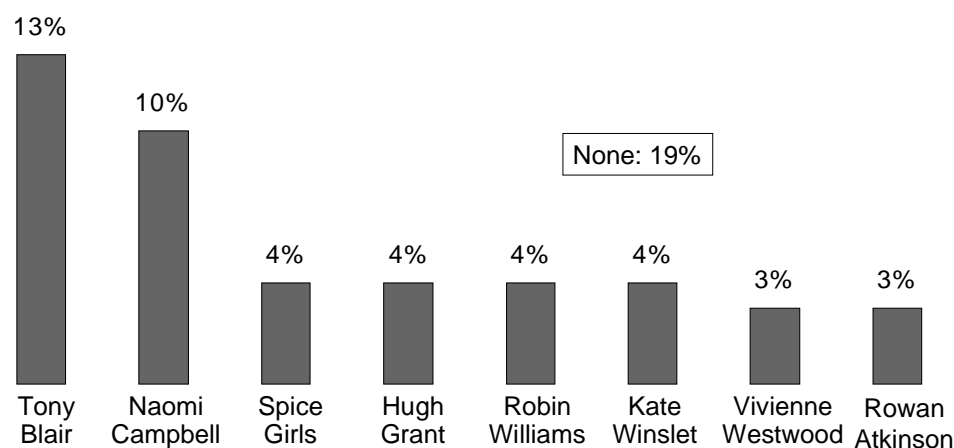
	Heard of %	British %	Proportion recognised as British %
Spice Girls	87	34	44
Naomi Campbell	78	13	17
Tony Blair	62	39	63
Robin Williams	46	17	37
Hugh Grant	42	15	36
John Galiano	36	5	14
Kate Winslet	34	14	41
Liam Gallagher	29	10	34
Rowan Atkinson	25	8	32
Vivienne Westwood	23	7	30
Stephen Shaw	22	8	36
David Hockney	17	3	18
Stephen Hawking	15	3	20
Linford Christie	13	5	38
Richard Branson	12	4	33
William Hague	10	2	20
James Dyson	9	1	11
Tim Henman	9	3	33
Delia Smith	7	2	29
Damien Hirst	6	2	33
P D James	4	1	25
Anita Roddick	4	2	50
None of these	1	5	-
Don't know	3	23	-

Base: All Russian successor generation (400)

Although Tony Blair is less well recognised in Russia than he is world-wide, like world-wide, he stands out as a potential role model. 13% of respondents say that he represents the most positive role model for them personally. Naomi Campbell follows closely behind (10%), while the Spice Girls are in the third position with only 4% who say they represent their role model. On a par is the only American on the list – Robin Williams – and two other actors, Hugh Grant and Kate Winslet. Nineteen per cent of the Russian members of the successor generation say that none of the people on the list represents a positive role model for them – a rather lower figure than recorded world-wide (31%), but then more than a third in Russia are unable to make a choice.

## Role Models

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



Base: All successor generation in Russia (400)

## Britain's Relationships with other Countries

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

Around nine in ten regard Britain as valuing its relationship with Europe and the United States with around two in five saying that we value these two relationships 'very much', similar to the world-wide results, though world-wide 61% feel we value our relationship with the US 'very much'. In comparison 18% of Russians feel that we value our relationship with the Commonwealth 'very much', which is well below the level recorded world-wide (43%). People in Ekaterinburg have the strongest feeling about this (26%), while those in St. Petersburg (17%), Moscow (15%) and Samara (15%) are the least likely to feel this way.

In fact, Russians are more likely to feel that Britain values its relationship with Europe than with the Commonwealth. While 9% think that Britain values its relationship with Europe either 'not a lot' or 'not at all', this rises to 23% who think the same of our relationship with the Commonwealth.

Opinion is divided when it comes to Britain's relationship with Russia: while 48% say we do value it, 46% do not agree, especially men (51%), students (56%) and respondents who live in Samara (50%). This is rather lower than the world-wide average, where 61% agree that Britain values its relationship with their country.

In the qualitative research, it was felt that Britain has a positive image on the political arena. It does not attempt to impose its will on every country like the US tries to do. Russians appreciated the fact that we do not try to interfere with conflicts - although some were surprised with our recent involvement in the conflict in Kosovo and therefore, our backing up Americans. They praised our international policies as (generally) consistent.

*The fact they have interfered with the recent events is 'non-English'*

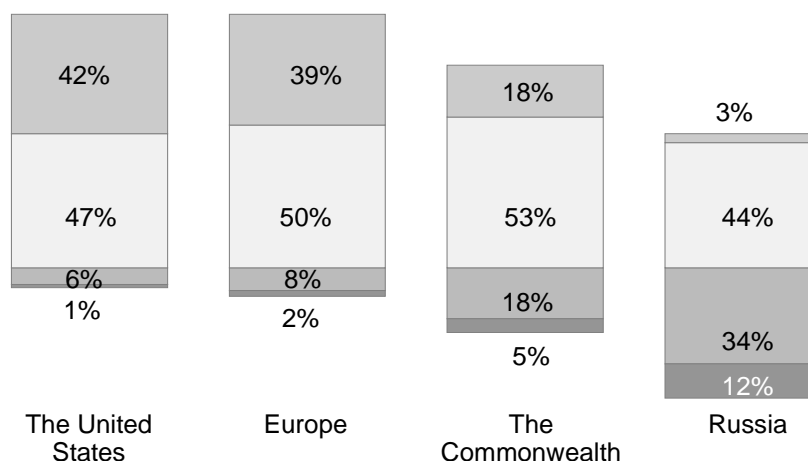
In the group discussions, participants believed that not only Britain but also Europe are under the influence of America, although it is felt that both would rather not be. However, unlike some of the other countries, particularly France and Germany, the Russians did not mention Britain's ambivalent attitude over the EU.

*America's influence is very strong The European countries try to get rid of it, but it is practically impossible. It spreads in all spheres of life: political, social and cultural*

## 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 Russia (400)

## The European Union

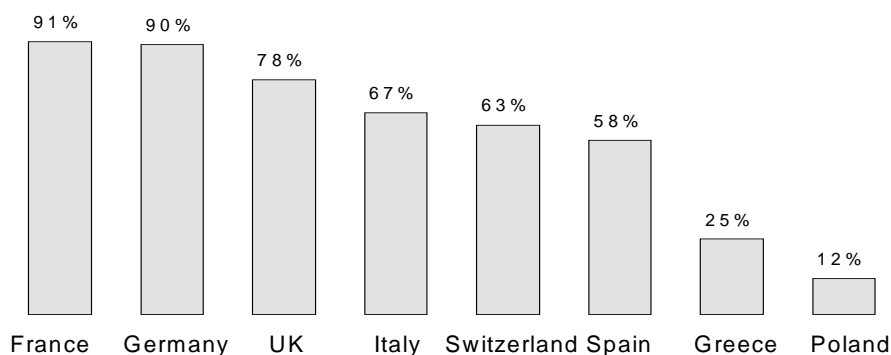
The majority (78%) are aware that the UK is part of the European Union, but this leaves a significant minority (22%) who are not.

Awareness of France and Germany's involvement is rather higher than that of the UK (over 90% in Russia and on average world-wide). However less are aware of Italy and Spain's membership that are aware world-wide.

There is also confusion over Switzerland's role in Europe - 63% of the successor generation in Russia think Switzerland is part of the European Union (rising to 70% among students) – a much higher proportion than the average world-wide (63% vs. 44%). One in ten also, incorrectly, think that Poland is too, while two-thirds do not think Greece is a 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.



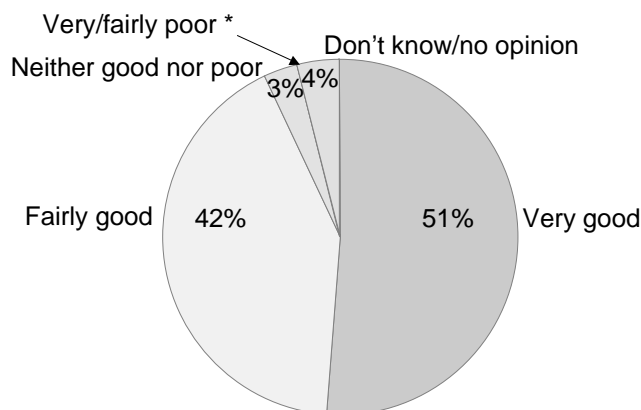
Base: All successor generation in Russia (400)

## Education

In line with opinion world-wide, the vast majority of the Russian successor generation (93%) rate the overall quality of British higher education as good and 51% rate it as 'very' good (while just one respondent says it is poor).

### Quality of British Education

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



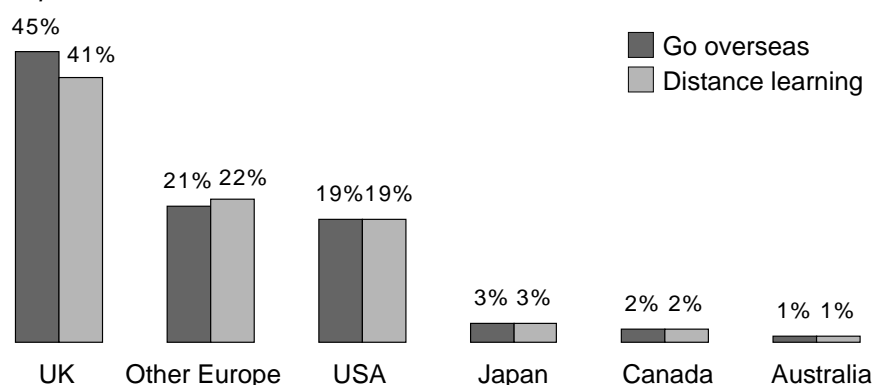
Base: All successor generation in Russia (400)

Given the high opinion of British education and the fact that the US is not particularly well-regarded by the Russian successor generation, it is not surprising that the UK is the preferred country to study in, spontaneously mentioned by 45% of the respondents, followed by elsewhere in Europe (21%). The US, first choice for most of the other countries surveyed, except South Africa and Malaysia, is the third choice for one-fifth of the Russian respondents.

Canada, and Australia - in reality our two main rivals for attracting English-speaking students - are not particularly well-regarded, achieving 2% and 1% of the choices respectively. The UK, therefore, receives a rather better rating in Russia than it does generally world-wide, where 26% would choose it.

### 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 Russia (400)

For distance learning courses, the pattern of choice remains the same; the UK is top of the list (41%), followed by elsewhere in Europe (22%) and the US (19%).

In the qualitative research it was clear that, in British education, tradition is seen as a major strength. In Britain, everything is seen as 'soaked' in tradition, even the atmosphere is said to 'favour' education and this is the reason why Russians want to study in England.

*I am more apt to choose England, it's closer, even from the point of view of its location, and the idea of classical education is attractive, and its style is, of course, closer to what we had*

*I would choose the English teacher because I am convinced that there should be a distance in the way you behave with your teacher, at least in respect of his age. I can't take liberties with him*

*Americans are educated people but there is a stereotype that American education is not very good, too superficial. Russians teachers are a bit lazy, so I would prefer the British teacher, he is serious, accurate and pedantic*

However, some respondents regarded the ‘academic style’ of teaching as a weak point, putting some distance between the teacher and the student and leading to a very official, formal and undemocratic style which would hinder communication. On the other hand, they did believe that it is very important that students respect their teachers.

The informal style of communication, like the American one, was said to favour better mutual understanding and, therefore, ease the learning and teaching process.

In addition, the United Kingdom is the country which is most likely to be regarded as providing the educational qualifications which provide the most credibility with potential employers; almost half of the Russian respondents say that it is, rather more than the world-wide average (46% vs. 23%), leaving a significant gap between the UK and the other countries measured. The US fares less well than it does world-wide (32% name it vs. 58% world-wide), though it is still mentioned by one-third of the Russian respondents.

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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 ?**

	Russia	World-wide
	%	%
UK	46	23
USA	32	58
Russia/Home country	8	6
Japan	7	5
Canada	3	3
Australia	1	2
Don't know	4	3

Base: All Russian successor generation (400)

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There is a general feeling world-wide that the British are themselves well educated. Three-quarters (76%) feel this way, with one in four (23%) going so far as to believe that we are 'very well educated'. Russia is in line with the world-wide results, although fewer Russians say that we are very well-educated (13% vs 23% world-wide). Just 6% say that we are not well-educated.

Women are a little more likely to say that the British are well-educated than men (75% vs. 68%).

These findings would appear to back up the qualitative research, which found that British people are perceived to be well educated

*They are very well educated, well brought up and able to keep up the conversation*

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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?**

	Russia	World-wide
	%	%
Very well educated	13	23
Fairly well educated	59	53
Neither well nor poorly	20	17
Fairly poorly educated	3	4
Very poorly educated	1	1
Don't know	6	3

Base: All Russian successor generation (400)

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## Languages & the English Language

Although English is the most widely spoken language among the successor generation in Russia, it is only spoken by half of respondents, which is the lowest figure of all the 13 countries surveyed. On average, nine in ten speak English across all 13 countries.

Encouragingly, students are more likely to speak English (68%), as are men (59% vs. 48% of women) and respondents who live in Moscow (70% vs. 30% of residents in Samara).

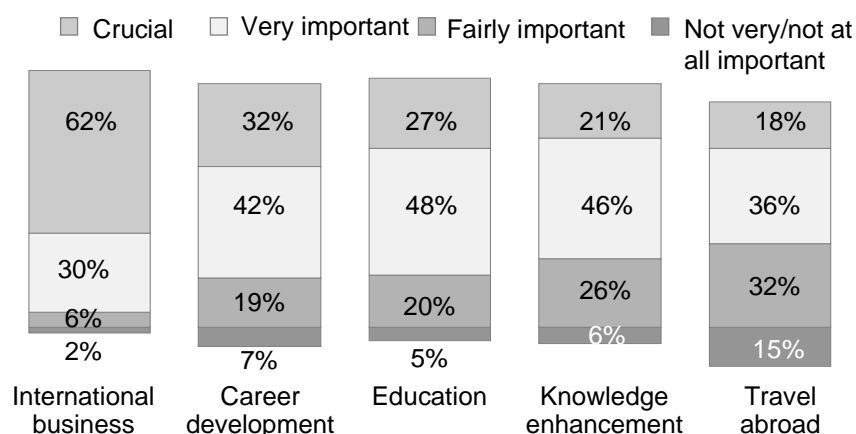
Of the other languages asked about, only a minority can speak German (16%), while a mere 7% claim they can speak French. Spanish, Chinese and Japanese are the least-spoken languages for Russia.

World-wide, French is the language which most respondents would like to speak, with almost half nominating it as the language they would like to learn. One in three (29%) nominate German, while one in four (26%) would prefer to speak Spanish. Around half (5%) of all those who do not currently speak English would like to do so.

In Russia, Japanese, German and Chinese are the languages which around a third of respondents would like to speak. Around one in five would like to speak Spanish and one in ten, French. Only 2% of those who do not currently speak English would like to do so.

### Importance of English Language

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



Base: All successor generation in Russia (400)

The relatively low proportion who speak English, or who want to speak English, in Russia is surprising, given that the ability to speak English is seen as important by the Russian successor generation, whether it is for international business, education, travelling abroad, career development or knowledge enhancement. It is felt particularly crucial for international business (62% think it crucial).

### Sources of Information about Countries

Among members of the Russian successor generation, a variety of sources are used to find out about other countries. The most popular is people who have visited the country, cited by almost half of respondents. Around three in ten cite the local press, visiting the country personally, other local TV and knowing people from that country.

Russian students are more likely to say that knowing people who have visited the country is an important source of information (61%) and to cite visiting the country personally (46%). Respondents who live in Ekaterinburg are more likely to find out information in their local press or TV (48% and 43%), while those who live in St Petersburg say that knowing people from the country (36%) or using the media in general are important sources (35%).

However, the most influential sources are felt to be a visit to the country personally and people who have visited the country (one in five). Only one in twenty say that they have visited our country at least once, which is rather less than the average world-wide.

Thinking specifically about the United Kingdom, people who have visited the country remain the most important source for 28% of the Russian respondents, on a par with the National TV news and, following closely, books (25%). The British press is a key source for only 7%; similarly, around 8% cite BBC World TV and BBC World Service. Furthermore, only 2% say that visiting the country is one of the 2-3 most important sources, despite the fact that a third have been to the UK.

## 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.**

	Q1a Important	Q1b Most Influential	Q32 Most important for UK
	%	%	%
People who have visited that country/the UK	46	20	28
Local/national TV news	14	2	27
Books	22	5	25
Local press	33	5	22
Other local TV	28	8	n/a
Media (press, TV, radio) from that country	24	6	n/a
Word of mouth – friends & family	22	6	16
Know people from that country/the UK	27	10	15
Tourist authorities from that country/the UK	8	3	14
BBC World TV	n/a	n/a	9
Films	15	1	9
Word of mouth - work colleagues	17	2	8
BBC World Service	n/a	n/a	8
International press	14	2	7
British press	n/a	n/a	7
Other official (UK) sources from that country	1	0	6
Local radio	11	1	5
(Other) International TV	15	4	3
(Other) International radio	6	2	3
Visiting the country/the UK personally	30	20	3
Internet	1	1	2
Academic sources	1	0	1
Other	0	*	1
Don't know	2	5	1

Base: All Russian successor generation (400)

# Implications

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Though they do not know Britain particularly well, those who do know something about the country have a very positive image of it. British society and British education are particularly well rated, based on our long tradition and heritage, leading to an organised and stable system.

Our very traditional society is, however, seen as rather conservative and closed, meaning that we are rather stiff and formal in our dealings with others and not seen as particularly welcoming to foreigners. This has an impact on views of British business, which is not seen as particularly innovative or outward-looking.

Similarly, Russians have a very out-dated view of the Arts in Britain, and think our reputation is based more on the past than the present.

## British Society

Our society is thus more likely to be seen as traditional than modern. British people are regarded as being reserved and secretive, very polite but too formal with foreigners, which does not facilitate communication.

The positive aspects of our society are our commitment to protecting the environment, for which the Russians have a higher opinion of us than the view world-wide. Our legal system and health service are also highly respected, as is our democratic government, though the latter less highly than it is world-wide. We tend to be regarded as a multicultural society and racially tolerant. Furthermore, we tend not to be associated with sex discrimination.

However, as world-wide, the Russian successor generation certainly does not believe that we are a classless society. In addition, views are divided about the welcome we give to foreigners; on balance they think we are not very welcoming.

Britain also has a very positive image on the political arena, although there is a perception that Britain values its relationship with Russia much less than it does its relationship with Europe, the US and the Commonwealth.

## British Business

Russian views on British business are generally positive, but less positive than is true world-wide. Thus, countries like the US and Japan, and even Germany, are well ahead of us.

The quality of our products and services is very well rated, although the degree to which we export those goods is felt to be limited. Business people are regarded as being very formal but committed to what they do. Russians' perceptions of British business people are generally very positive but they criticise the rule-obeying mentality in British culture and a protective and narrow approach when it comes to competing internationally or encouraging foreign investments.

The UK is not viewed as having the strongest reputation for science and technological innovation, a view shared on a world-wide basis. But it appears that Russians are not very knowledgeable about this area, and are unaware of the sciences and fields that contemporary British scientists are involved in.

## **British Art**

This is another area that Russians feel less knowledgeable about: not only do they have problems to name a contemporary British artist (hardly anyone is able to name one), but they are also less likely than the world-wide average to have heard of many of the British celebrities asked about. Opinion is divided when it comes our creativity and innovation in the arts or the world-wide renown of British design. Like world-wide, our reputation in the Arts is strongly felt to be based more on the past than the present.

## **British Education**

British education is one of the features of our society which is particularly well regarded in Russia. Russians are more likely to choose to study in the United Kingdom than in the US (though they do not have a high opinion of the US generally), and would definitely prefer to undertake a British distance learning course than one from America. This is in contrast to world-wide results where the UK lags some way behind the USA for both study abroad and distance learning.

Although the ability to speak English is considered to be important for many aspects, especially in international business, only half of respondents speak English and only a small number (2%) wish to learn it.

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

The most important sources of information about the UK are: people who have visited the country, local TV news, books and local press. It is therefore advisable to use the opportunities afforded by tourism or business contacts to correct some of the misconceptions about Britain and also to attempt to use the local Russian media to convey the required messages, where possible.

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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 400 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than five 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**

<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
400	2.9	4.5	4.9

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\***

<b>Size of the samples compared</b>	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
200 vs 200	5.9	9.0	9.8
300 vs 100	6.8	10.4	11.3

## 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