

Attitudes Towards Britain and the British – Year II

Singapore

**Research Study Conducted for
the British Council**



April - May 2000

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Preface

This report contains the findings of a survey conducted for the British Council by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’, in Singapore. This forms part of a project which took place in 17 countries between January and June 2000. The first wave of the study was conducted between May and August 1999 in 13 different countries.

Background and Objectives

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

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

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

This year, the main survey covered the following countries:

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

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

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

- Aged 21-35
- Students with the following characteristics: ambitious, achievement-orientated and outlook for the future e.g. salary expectations, preferred positions.
- Young professionals working in large companies (top 1,000 companies), medium/high managers with the same characteristics as the students.

Methodology

The survey was conducted in two phases, carried out in parallel, including a qualitative phase and a quantitative phase; the qualitative part of the research consisted of two **focus group discussions** in Singapore. Fieldwork took place on 3rd and 4th May 2000. Groups were moderated by an experienced researcher with MORI's research partner in Singapore.

The objectives of this phase were to:

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

On completion of the group discussions, MORI's partner provided a transcript of the discussion (in English) and a short summary report of the findings.

The **quantitative stage of the survey** was undertaken among 212 members of the same target audience. Interviews were conducted face-to-face. Fieldwork took place between 24th April and 26th May 2000. Quotas were set to ensure that a reasonable cross-section of members of the successor generation was interviewed.

Report Layout

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

Reference is occasionally made to last year's findings. Of course, these were based on thirteen different countries, so do not represent trend data. In fact, despite the different countries involved, there is a remarkable degree of consistency in the findings between the two waves.

Interpretation of the Data

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

Publication of the Data

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

Summary of Findings

Familiarity and Favourability with Key Countries

Like most countries around the world, the USA is the country (out of five tested) with which members of the successor generation in Singapore are most familiar; almost two-thirds say they know at least a fair amount about it (64%). Japan (50%) and the United Kingdom (48%) are the second and third best-known countries in Singapore.

Men, and professionals are the groups most likely to say they know the UK very well (both 15%, compared to 11% on average), while those who have visited the UK (26%) are almost four times as likely as those who have not (7%) to feel the same way.

Not only is the United States the country which people feel they know best, but it also achieves the highest favourability ratings of all five countries measured - 72% rate their attitude towards the US as 'favourable'. Japan achieves the next most favourable rating (68%), closely followed by the UK (65%).

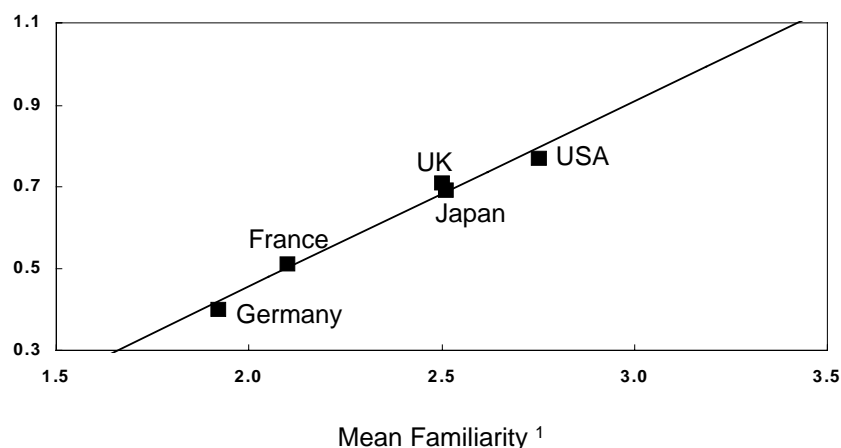
Women are a little more likely than men to describe themselves as favourable towards the UK (69% and 63% respectively). Again, those who have visited the UK are also more favourable towards this country.

Awareness of France and Germany is very low - 24% and 16% respectively know at least a fair amount about each country. Nevertheless, attitudes towards both countries are fairly positive; around half of those who know at least a little about them, have a positive opinion towards the two nations.

The chart overleaf shows overall familiarity (on the horizontal scale) and favourability (on the vertical scale) towards the five key countries. The further to the right a country is, the better it is known, while the higher up it is, the more favourable people are towards it. As can be seen, in Singapore there is a clear and direct relationship between how much people know about a country, and their favourability towards it – all the countries sit very close to the diagonal 'line of best fit'. (In other countries, the relationship is less clear, or, in some cases, the reverse is true.)

Familiarity & Favourability Towards Countries

Mean Favourability ¹



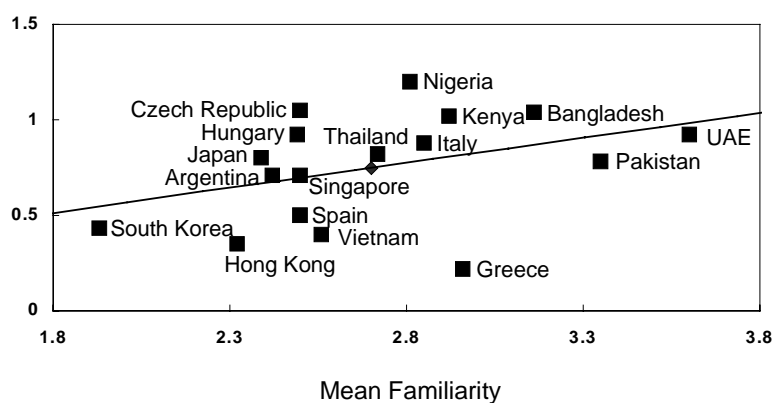
Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

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

Familiarity & Favourability Towards the United Kingdom

Mean Favourability



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

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

Images of the United Kingdom

England is the most recognised nation within the UK, in Singapore and also around the world. When asked which countries make up the UK, England is cited by four in five members of the successor generation in Singapore (82% vs. 85% world-wide), followed by Scotland (70% vs. 80%) and Wales (68% vs. 67%). Northern Ireland is mentioned spontaneously by three in five respondents (58% vs. 67% world-wide); Singapore, along with Thailand and Nigeria, is one of the countries where Northern Ireland achieves the lowest levels of recognition this year. One in twenty members of the Singapore successor generation says (unprompted) that the UK is the same thing as Great Britain.

Men are rather more aware than women about all of the constituent countries in the UK. For example, 81% of men mention Scotland, but just 56% of women do so. Older respondents (aged 30-35) are also much more aware than their younger counterparts. Professionals, and those who have visited the UK also exhibit higher awareness levels. (Some of this is down to the sample, as there is a comparatively high proportion of men in the older and professional groups.)

Despite relatively low levels of unprompted awareness of Northern Ireland, only 11% of respondents feel unable to conjure up any image of it. Images of violence dominate perceptions (especially among men); three in ten mention violence or religious conflict, a further 17% cite the IRA/Sinn Fein, while a mere 2% mention the peace process. For one in ten respondents, though, it is bad and cold weather that they spontaneously think of.

The Royal Family (21%), and the Queen (6%) make royal images the most recognised symbol of **England**. The single most mentioned image, however, is football (22%). London is the third most mentioned image of our country, referred to by 12%. Among those who have visited the UK, however, it is the top response (18%).

The Royal Family is also the key image of **Wales**, with almost one in five citing Princess Diana (19%; 23% of women), followed by Prince Charles (16%) and the Royal Family (8%). Fifteen per cent of respondents have no image at all of Wales.

Unlike many other countries, where kilts are by quite a long way the most recognised symbol of **Scotland**, in Singapore the first thing people think of is bagpipes (24%), followed by kilts (19%). Similar proportions (10%) first think of the Highlands/mountains and cold/wet weather. Visiting the UK has no significant impact on imagery of Scotland, implying that stereotypes are rather more likely to be reinforced than negated by personal experience.

Images of UK countries

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

(Spontaneous responses)

Scotland	%	Northern Ireland	%
Bagpipes	24	Violence/religious conflict	30
Kilts	19	IRA/Sinn Fein	17
Cold/wet weather	10	Cold/rainy weather	10
Highlands/Mountains	10	Scenery	5
Braveheart	7	Religion	5
Whisky	5	Guinness	5
People	5		
Castles	4		
Nothing	2	Nothing	11
England	%	Wales	%
Football	22	Princess Diana/Princess of Wales	19
Royal Family	21	Prince Charles/Prince of Wales	16
London	12	Royal Family	8
Colleges	7	Beautiful landscapes	6
The Queen	6	Castles	5
Houses of Parliament	4	Football	5
		Mountains	5
Nothing	*	Nothing	15

All other answers 3% or less

Base: All successor generation in Singapore (212), April-May 2000

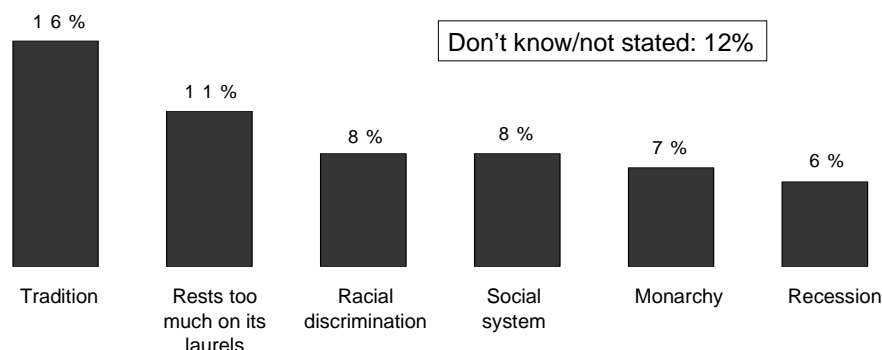
Britain's Strengths & Weaknesses

As in the world-wide results, tradition is regarded both as the UK's major strength and its worst weakness among the 17 countries researched this year. In Singapore, patterns are similar: while 12% mention tradition as our major strength, a larger proportion - 16% - see it as a weakness.

Other weaknesses cited by around one in ten members of the successor generation are the fact that the UK rests too much on its laurels following a glorious colonial history, a perception of racial discrimination, and our social system. Despite dominating images of that particular country, the conflict in Northern Ireland is only referred to by 9 respondents out of 212.

The United Kingdom's Major Weaknesses (Spontaneous)

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

Older respondents (30%) are much more likely than younger members of the successor generation (12%) to mention tradition and conservatism as a weakness. Disturbingly, people who have visited the UK are also more likely than others to say the same (24% and 13% respectively). Men, and younger respondents, are a little more likely to regard the UK as resting on its laurels.

The qualitative research showed that tradition and conservatism are seen to be holding the UK back, in that people imagine the British to still consider themselves superior because of our colonial past, when nobody else sees things that way.

Generally, one feels that old gentlemen, still have these strong 'colonial feelings' towards people who are from Singapore. So when they speak to us, there tends to be this air about them that they used to be the masters of this land

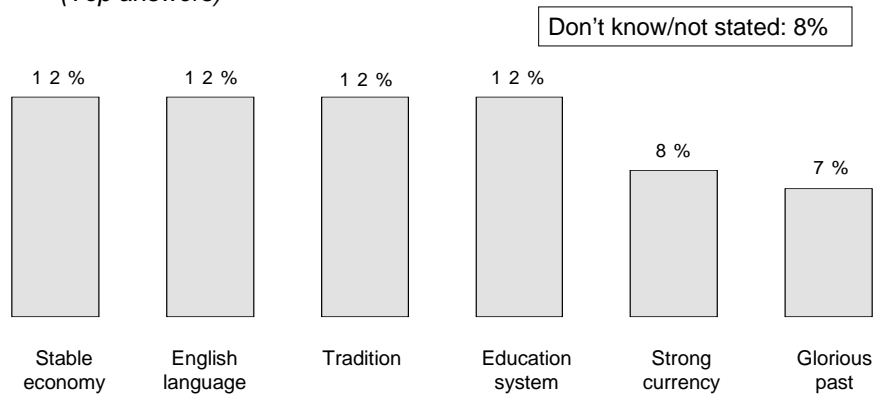
Professional

On a par with our tradition, our other main strengths are felt to be our stable economy, our education system and the English language, spoken universally.

Previous UK visitors tend to regard tradition as the UK's main strength, above these other three factors. Older respondents (aged 30-35) are particularly likely to cite the British economy (20%), or the English language (18%).

The United Kingdom's Major Strengths (Spontaneous)

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

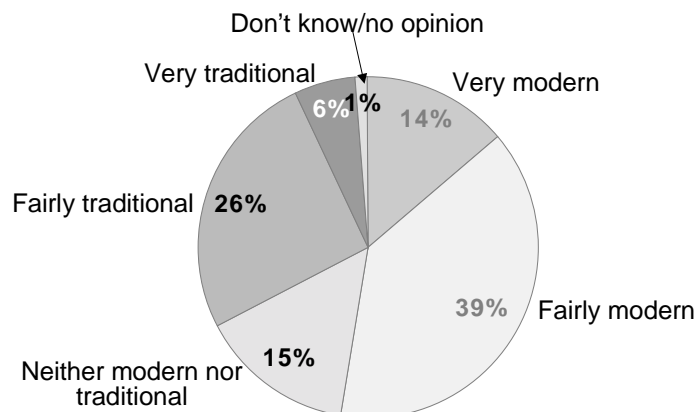
British Society

Despite the number of mentions in the above findings, a striking majority of the successor generation in Singapore regard British society as modern, rather than traditional. While 52% believe that our society is modern, one third see us as traditional; this is in contrast to the world-wide findings where half of the successor generation see us as a traditional society rather than a modern one.

Women are more likely than men to regard British society as modern. Worryingly, though, those who have visited the UK are rather more likely than others to regard us as traditional (52% and 26% respectively).

British Society: Modern vs Traditional ?

Q20 Thinking about British society generally, taking your answer from this card, how modern or traditional would you say that it is ?



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

Our institutions tend to generate more positive comments than social aspects of our society. The most positively rated aspects of British society, for around half of the Singapore successor generation, are our democratic government, followed by our legal system and the NHS (45% agree that our legal system ensures that everybody gets a fair trial and 43% that we have a good national health service). Our commitment to environmental protection is also well respected (36% agree that we are committed). It should be pointed out, however, that for each of these aspects, around one-third feel unable to comment.

British Society Overall

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

	Strongly agree	Tend to agree	Neither /nor	Disagree		Mean score*
The British system is a good example of democratic government	11	44	29	10	%	0.57
The British legal system ensures that everybody gets a fair trial	7	38	35	11	%	0.43
Britain has a good national health service	8	35	31	18	%	0.32
Women are discriminated against in Britain	2	13	42	36	%	-0.26
Britain is committed to protecting the environment	5	31	40	16	%	0.24
British people are very welcoming towards foreigners	3	25	38	29	%	-0.02
British society is truly 'multicultural'	5	26	28	38	%	-0.09
British people are racially tolerant	3	18	37	38	%	-0.24
Britain is now a 'classless' society	1	12	28	54	%	-0.56

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

Base: All successor generation in Singapore (212), April-May 2000

Men, and previous visitors tend to be most positive about British democracy. British decision-makers were most certainly praised during the qualitative work, for their reliability and strong personality. Our leaders were perceived to be authoritative and conservative and to retain the final say in all decisions. British people were thought to select their leaders more on their education and background, while the Americans were felt to select their presidents according to their popularity.

(In America) it is all very emotional, very charged up, while the British tend to be more rational

Student

I feel once the decision is made, they will stand by it and won't change it

Student

The British decision-maker tends to be more rational (than the American one)

Professional

Regarding social aspects of our society, significant proportions (between one in five and one-third) also feel unable to comment, although, those who can are more likely to agree that we are not a multi-cultural society (38% agree) nor racially tolerant (38% - also mentioned as one of our major weaknesses). With regard to the extent to which we welcome foreigners, opinion is more divided: while 29% agree that we are very welcoming, 29% disagree.

While those who have visited the UK are more aware than others of our multi-cultural society, and more likely to believe that we are racially tolerant, they are no more likely than non-visitors to believe that British people are very welcoming towards foreigners.

It emerged from the groups that British people were perceived as being stiff and formal. Furthermore, the British friendliness is seen as hypocritical. Students, in particular, were not impressed by the British monarchy.

Not just the Royal Family but a Royal Family that is deep with traditions; for example, Monaco has a royal family but they are very hip; it is very different from British...with their fancy stuff...they still have the Duke and the Lord

Student

However, more than a third of the successor generation consider that women are not discriminated against (15% agree vs. 36% who disagree).

I don't quite agree with the thing about sexism because, after all, they had a female prime minister. It takes a progressive society to accept that

Student

In Singapore, as in most Asian countries surveyed (e.g. Vietnam, Japan and South Korea) the British were seen to retain an 'arrogant' superior attitude towards those from other races, and there was a feeling that the British look down specifically on Asians.

Some, though, felt that there is discrimination between sexes than ethnic groups in Britain. In addition, students believed that racial discrimination is less apparent in our country than in the US or Singapore.

They have a group of white trash, the skinheads, who are very racist, but I think the majority are fine. In fact, I know there are some community leaders who are black

Student

(in the US) The white are perceived as the superior race, better than the rest of them

Student

In my field, whenever there is a female who gets a high position, the guys will always say that it is for political reasons. They will never say that it is because of the calibre

Professional

They (Americans) take ethnic groups as second-class citizens

Student

The group of young professionals had more negative views than the students on this matter, though, and said that the British are still living with a colonial mindset, believing themselves to be superior. Among those who had visited our country, some said they were badly treated at the customs, and strongly believed this to be because of their racial origins.

The British tend to be a bit pompous. That is the colonial kind of attitude

Professional

When they speak to us, there tends to be this air about them that they used to be the masters of this land

Professional

Whenever we engage in a conversation, they tend to put themselves on high ground and they can talk down to you, rather than see you as an equal

Professional

Still, both groups said that, given the perceived superficial level of cordiality among the British people, it makes it difficult to detect any real conflict among ethnic groups, which, perhaps, makes our society appear to be more harmonious than it really is.

This has also got to do with the fact that they are always very cordial to each other, so it is very hard to detect if there is actually conflict or bad feeling

Professional

Respondents most certainly do not believe that Britain is a 'classless' society. More than half (54%) do not think that this is the case, with older respondents, and previous visitors to the UK (both 64%) the most likely to feel this way. This also emerged in the groups, where participants agreed that this class distinction within our community affects the way we relate to each other. Support is only thought to be provided to people within the same class. They feel that this lack of support between classes results in discrimination.

British are very class-conscious and there is a very dear division of labour

Professional

Singaporeans perceived themselves to be similar to the British in the sense that they are conservative and not as open as they ought to be towards foreigners, although they think of themselves as warm and friendly people but more reserved than the "loud" Americans.

On the other hand, they described themselves as being very pragmatic and materialistic: they are said to put a lot of emphasis on the '5Cs' i.e. cash, car, condominium, career, and credit card, which puts a lot of pressure on the people and also affects the way they relate to one another.

We are too engrossed in money chasing

Student

It is sad that Singaporeans don't really care too much about our fellows

Professional

The level of success in Singapore is related to the so-called 5Cs

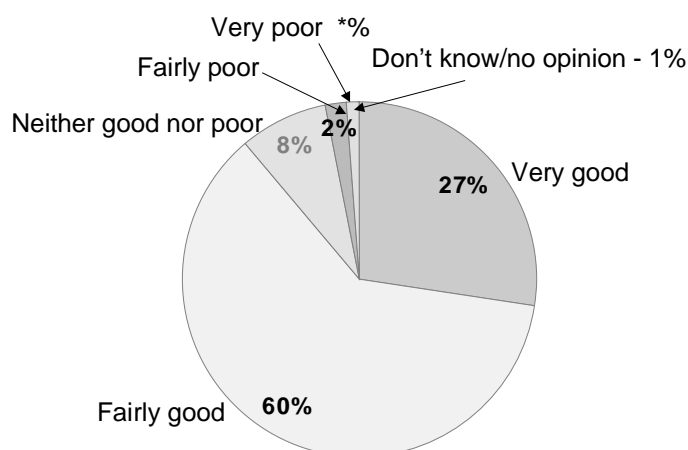
Professional

Education

More than three-quarters of the successor generation in Singapore rate the overall quality of British education as good. By way of contrast, just 2% of respondents think of British education as either 'fairly' or 'very' poor. Men (33%), and those who have visited the UK (32%) are the most likely groups to rate the quality of British education as 'very good'

Quality of British Education

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

A similar proportion (75%) feel that the British are 'well educated' and only four per cent say that the British are poorly educated. (Those with first-hand experience of the UK tend to be marginally less positive than others, in this respect.)

Level of Education in Britain

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

	%
Very well educated	12
Fairly well educated	62
Neither well nor poorly	19
Fairly poorly educated	4
Very poorly educated	0
Don't know	2

Base: All successor generation in Singapore (212), April-May 2000

Despite these very positive findings, the United States stands out as the country in which most members of the successor generation would prefer to study (50%). Overall, the UK is second choice (29%), followed by Australia (10%). Neither Canada nor Japan score particularly highly.

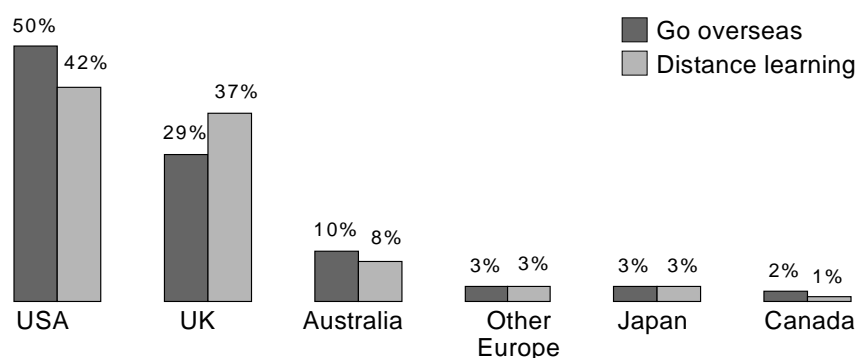
For distance learning courses, although the rank order of favourability remains the same, the UK is much closer to the United States: two in five (42%) say that they would choose a distance learning course from the US, compared to 37% who would opt for a course based in the United Kingdom, leaving Australia with eight per cent.

Japan shows very little interest both as a country to study in, or to choose a distance learning course from. On the other hand, in both cases, Australia achieves its highest ratings in Singapore than in any other country researched (on a world-wide basis, 7% would choose it for a country to study and 4% for a distance learning course).

For both studying overseas, and taking a distance learning course, women are more likely than men to opt for the UK. In fact, for distance learning, women place the UK ahead of the USA (40% and 36% respectively).

Preferred Countries for Education (Spontaneous)

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

These findings appear to back up the qualitative research, as when asked which education system they would choose, the preference was for the open, less formal, dynamic and creative American approach. In participants' minds, British education mainly conjured up an image of tradition. A British lecturer was perceived to be a very knowledgeable person but boring and conservative. He was thought to be respected but, because he is very formal, not very approachable.

He (the American) knows his field very well, and most Americans do because they believe that, in order to tell somebody something he has to have credentials and the experience to do that

Professional

The British teacher might be a bit stiff in his thinking

Student

I feel that the UK professor is a bit bored and rigid

Professional

A US professor would be more informal and allows creativity and open discussions

Student

They (Americans) take real pride and make sure that they do a good job

Professional

Regarding perceptions of Singapore's representative of higher education, the younger group felt that he is more dynamic and modern, although money-driven, while the young professionals said that their system is similar to the British one: formal and boring.

The United States is also regarded as delivering the educational qualifications which provide the most credibility with potential employers. Around three in five believe that an American qualification is most credible, double the quantity who think the same of a British qualification. Just one per cent say that a qualification from a Singapore university would be most credible with potential employers.

As the chart overleaf shows, women are more positive than men towards the credibility of UK qualifications, although they do rate those from the United States a little more highly. Similarly, younger respondents tend to be a little more positive towards the UK. There is, however, no significant difference in attitudes towards UK qualifications among those who have visited this country.

Credible Qualifications

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

	All %	Men %	Women %
USA	59	66	50
UK	29	23	38
Australia	4	5	3
Canada	2	1	3
Japan	2	2	3
Singapore	1	2	0
Don't know	2	2	2

Base: All successor generation in Singapore (212), Men (122), Women (90), April-May 2000

British Business

As they are world-wide, the United States (60% 'strongly' agree), Japan (46%) and Germany (15%) are more likely to be regarded as having 'world-beating' companies, than is the United Kingdom. Just one in nine strongly agree that the UK has many world-beating companies, with women and younger respondents being a little more likely than others to feel that this is the case.

World-beating Companies

Q4 **Please tell me the extent to which you agree or disagree that has many 'world-beating' companies**

	Strongly agree	Tend to agree	Disagree		Mean score*
USA	60	29	3	%	1.48
Japan	46	41	4	%	1.31
Germany	15	46	8	%	0.69
UK	11	44	13	%	0.53
France	3	33	23	%	0.16

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

Base: All successor generation in Singapore (212), April-May 2000

The focus groups revealed that American businesses were seen to be dynamic, successful, innovative and progressive, and therefore, more likely to be in high-tech industries. There was an innate feeling that they are used to being successful and, thus, seen as continually strive to be successful. Comparatively, British companies – strong in more traditional businesses e.g. trading and manufacturing - were perceived to lack the drive to be successful, being less innovative and proactive or willing to take risks.

They (British) will be the least successful. They are more honest, compared to the other two (US and Singapore)

Student

US companies are doing very well. British companies are doing enough to survive

Professional

They (British) are not coming up with new stuff

Student

They (British businesses) are neither improving nor regressing Just staying stagnant

Student

In Singapore, the United Kingdom is less likely to be regarded as a major financial trading centre, unlike many of countries surveyed this year. One in five 'strongly' agree that this is the case, while a further 39% tend to agree, leaving us, once again, behind the USA (59% strongly agree) and Japan (35%) but well ahead of Germany (4%) and France (less than half of one per cent).

Older respondents (30% strongly agree), and those who have visited the UK (32%) are the most positive towards the UK being seen as a major financial trading centre.

British managers are marginally better regarded than our workforce; 55% rate managers as good, while half say the same about the workforce. Around one in ten perceive both of them as poor. Personal experience of the UK has, if any effect at all, a marginally negative impact on perceptions of both managers and workers.

Perceptions of British Business

Q30 **And taking your answer from this card, how do you perceive ...**

a) **the British workforce ?**

b) **British management ?**

	Workforce	Management
	%	%
Very good	6	10
Fairly good	44	45
Neither good nor poor	34	30
Fairly poor	9	7
Very poor	1	1
Don't know	6	7
Mean score*	+0.49	+0.61

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

Base: All successor generation in Singapore (212), April-May 2000

In the qualitative research, the British business person was regarded as reliable, approachable, strict but fair to his employees. However, his main weakness was he seems unwilling to take enough risks to be able to compete successfully. There was, however, a definite impression of him being ethical, in contrast to the American who always takes advantage of a situation, and is more commercially-orientated.

The British always give me the idea of old and boring

Student

The British salesperson would not go out to sell you something he will probably give you opinion or choice

Professional

Americans will create that emotion to make you want to buy something whereas the British person will try to sell something that you need

Professional

It may be irritating but I think they (British) are honest

Student

They are least successful not because they are honest but because they are inflexible and rigid

Student

As for British workers, they were felt to not be as hard-working as Singaporean workers (“they are always on strike”). There was a general perception that workers in Britain, and generally in Western countries, are less concerned about their job because they are supported from the government, which is not the case in Singapore.

I watch British sitcoms and the workers are always portrayed as lazy performers

Student

Our work is a lot more important, because for us, if we don't get a job, we can't survive

Student

In Singapore, as world-wide, the UK has a strong reputation for producing quality goods and services. More than half (56%) say that they are of better quality than those produced in other countries. Just three per cent, on the other hand, think that other products and services are of better quality. There are few significant differences between different sub groups on this issue (even visiting the UK has negligible effect), but women and younger people appear to be marginally more positively disposed towards British products and services.

Both groups perceived British products to be of good quality and reliable.

They deliver what they promise

Student

I always get the perception that they are pretty decent stuff

Student

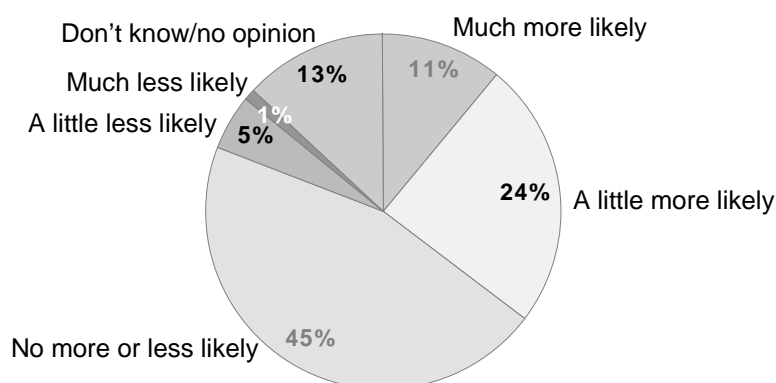
In terms of value for money rather than quality, British products and services tend to be thought to be the same as those from elsewhere (38%). Exactly the same proportions (29%) believe British products and services to be better than those from elsewhere and worse. This could imply that while our products and services are regarded as being of good quality, perhaps that quality comes at a price which is not always considered to be justified.

For 45% of respondents in Singapore, knowing that a product or service is British has, therefore, no impact on their purchase decision. On the other hand, a significant proportion (35%) say that they are more likely to buy it. Just seven per cent of respondents say that they are less likely to buy a product or service if they know that it is from the UK.

Women (18% ‘much more likely to buy it’) and those who have visited the UK (16%), are the groups most likely to be positively predisposed to purchasing British goods and services.

British Products and Services

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

It emerged in the qualitative work that Singaporeans are more likely to buy British durable goods, for which we have a long and solid reputation, while they would choose high-tech American products because they are technologically advanced.

For high-tech, I would go to the US because they are more technologically advanced, whereas for shoes, I still prefer British because they emphasise quality rather than innovation, style and impression

Professional

British Science & Technology

As in other countries, the USA and Japan stand out in Singapore, as the countries with the strongest reputations for scientific and technological innovations. The UK is ranked fourth, behind Germany, and just ahead of France.

Students (43% agree) are a little more likely than professionals (33%) to regard the UK as a major scientific player. Those who have been to the UK are neither more nor less convinced on this issue.

Scientific and Technological Innovation

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

	Strongly agree	Tend to agree	Disagree		Mean*
USA	65	28	2	%	1.57
Japan	52	38	2	%	1.40
Germany	30	42	4	%	0.99
UK	7	31	18	%	0.26
France	8	29	23	%	0.19

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

Base: All successor generation in Singapore (212), April-May 2000

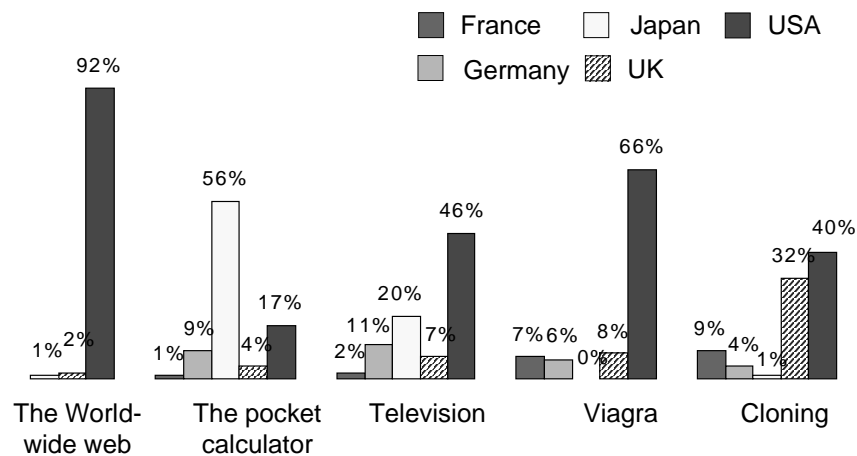
The overall lack of knowledge about British involvement in technological breakthroughs is clearly demonstrated when Singapore respondents are asked from which countries they think that certain twentieth century inventions emanated. These findings are similar in most countries researched this year: the United States is assumed to have been responsible for most of these discoveries: the **world wide web** (92% vs. 2% for the UK), for **Viagra** (66% vs. 8%) and the **television** (46% vs. 7%), when, in fact, they are all British.

The Japanese are clear favourites for having invented the **pocket calculator** (56% vs. 17% for the United States and 4% for the UK), when this is actually American.

The only technological breakthrough which people world-wide associate with the UK is **cloning**. In Singapore, however, 40% believe that it was invented in the US, while almost one-third think it is a British creation. Those who have visited the UK actually place us just ahead of the US (44% and 40% respectively), perhaps indicating that we are simply not singing the praises of such achievements beyond our own shores. In many groups around the world, however, and in Singapore, several participants did mention Dolly the sheep, as an example of British scientific work.

Inventions - Country of Origin

Q6 I am now going to read out a number of inventions from this century. I would like you to tell me in which of the countries on this card you think they were invented.



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

Overall, these findings back up the regularly cited impression in the group discussions that the British are poor marketers; they are regarded as being very rigorous and dedicated, as opposed to American scientists who are more flexible and innovative. The British scientist was seen as passionate about his research, more likely to be in traditional fields, but not good at capitalising on it; while American scientists are more involved in new technologies.

I would imagine a British scientist spending his life doing something for the love of science, doing something for mankind, but Americans would probably do it for money

Professional

They (British scientists) are very presentable looking fellows

Student

Their research is relatively obscure, not keeping with the current trends. Americans seem to be always doing cutting edge kind of things

Professional

They (British) come up with things like this guy who cloned some fishes so that they can glow in the dark

Student

They give me the idea that they spend all their life in their lab

Student

British scientists are people of the past

Professional

British Media

In Singapore, like in Spain, Greece and Italy, respondents are more likely to believe that our media do not tell the truth as believe it does. While one in five (22%) say it can be relied upon to tell the truth, 34% do not believe this to be true.

Findings from the group discussion – where the media were mainly associated with the press - could partly explain these results: participants made a clear distinction between tabloids, which they do not trust, and traditional British ‘broadsheet’ newspapers, which were believed to be very reliable. (In many other countries, awareness of tabloid newspapers was rather lower in comparison with ‘serious’ broadsheets, which will affect the overall perceptions of our media.)

If you are looking at the tabloids, there is more trash in there than if you are looking at the credible papers

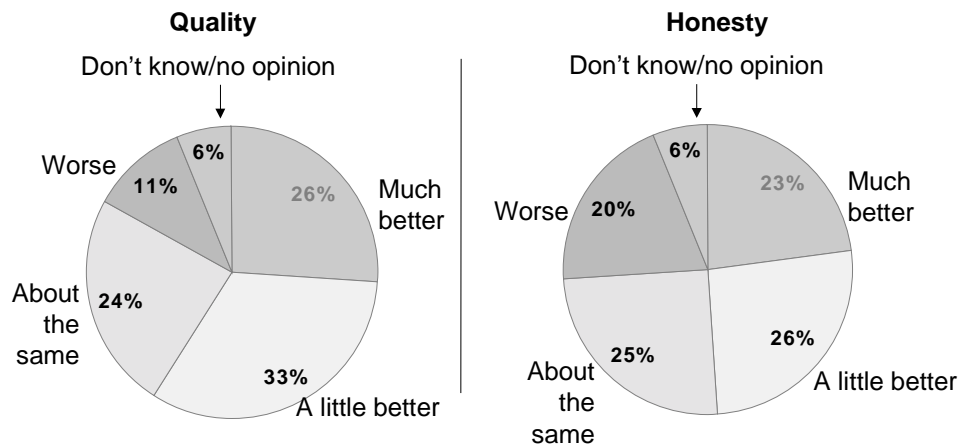
Professional

However, compared with their own media, the majority (49%) of the Singapore successor generation consider that the British media are more honest, while only one in five say it is worse. A higher proportion (59%) believe that the quality of the British media is higher than that in Singapore (while only 11% believe the opposite to be true).

In both these cases, men are more likely than women to rate the British media as better than the Singapore-based examples. Perhaps reflecting the generally high awareness of tabloids, people who have visited the UK are actually more positive towards our media than others. (This is in contrast to findings in most other countries, where first-hand exposure to our tabloid press tends to have a negative impact on attitudes towards the British media generally.)

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 Singapore (212), April-May 2000

Source: MORI

Echoing the above findings, the group discussions revealed that Singaporeans believe their newspapers to be “controlled”.

It is pure propaganda

Student

Firstly, I feel the purpose of a newspaper is to update so I don't need anybody to help me form an opinion. But what I need is someone to tell me what happened and it is not the Singapore papers. I don't know how much truth there is behind all this

Professional

Overall, the British papers were perceived to provide readers with reliable, factual and detailed reports of events (especially among young professionals). The American papers were most preferred among the students for their style - provocative - and their diversity of subjects.

The British paper has a better stretch of full coverage news than the American paper

Professional

The British newspaper appears to be the most objective (than the American and Singaporean one) and there is a strong analytical element in it

Professional

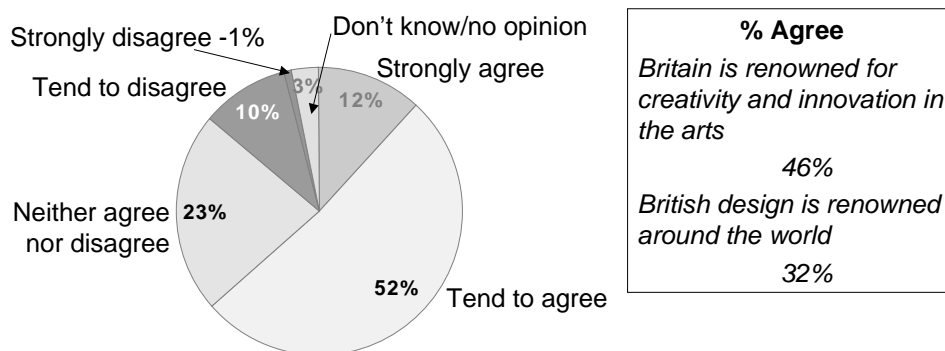
British Art

Almost two-thirds of respondents (64%) believe that Britain's reputation in the arts is based more in the past than in the present, and this is particularly true among respondents who have visited the UK (82%). However, almost half agree that we actually are renowned for creativity and innovation in this area (46%), while only 20% disagree.

Opinion is divided when it comes to British design, although, on balance, respondents are marginally more likely to say that it is renowned around the world (32% agree vs. 28% disagree). A further two in five (38%) are unable to comment.

British Arts: Modern vs. Traditional ?

Q21 To what extent do you agree or disagree that Britain's reputation in the arts is based more in the past than the present ?



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

Virtually all those who have been to the UK are convinced that our reputation in the arts is based in the past. One in four (26%) strongly agree that this is the case, while 56% tend to agree, and just 8% feel the opposite. They are, however, marginally more likely to be positive towards the renown of our design, and our artistic creativity.

This is certainly a feature which strongly emerged in the qualitative research. British arts were mainly associated with conventional arts like the theatre and musicals (many referred to Shakespeare). The British artist was said to be very respected and admired for his skills and talents but his art is less appealing to the successor generation than is the American artist who is associated with the film industry, evolving around flashy, showy and entertaining productions.

The British artist definitely soars with substance

Student

Nine out of ten movies I watch are Americans, the last one probably British

Professional

He (British) seems to be more of a real artist (compared with the American one)

Student

If I want something traditional and heavy, I will go for the British. If I want something modern and light, I will go for the American

Professional

British Personalities

From a prompted list, the Spice Girls appear to be the best known British personalities in Singapore (92%), closely followed by Tony Blair (88%).

Overall, recognition levels are quite high, and it is movie stars that the successor generation in Singapore are most likely to recognise (83%, Hugh Grant, 75% Kate Winslet, 72%, Rowan Atkinson, 58%, Steve Martin), while few have heard of the likes of Vivienne Westwood, John Galliano, or Damien Hirst (who many British people regard as being representatives of British creativity in the art). A significant proportion, however, knows of Stephen Hawking (60%) - one of our greatest contemporary scientists.

As might be expected, people with experience of the UK and those who have positive attitudes towards it, have higher levels of recognition than others. Men, too, tend to be a little more aware of the listed personalities.

The fact that people have heard about these personalities does not necessarily mean that they know they are British, though. Among those who know of them, Tony Blair (94%) is ahead of the Spice Girls (84%), while 92% know that Rowan Atkinson is British. Lower proportions recognise Hugh Grant and Kate Winslet as British personalities. One in five of those who know him also believe that Steve Martin (the American actor) is British. Steve was inserted into the list to try to establish whether people might associate British people with those who have British sounding names – for some people it appears that this is the case.

Here again, previous visitors to the UK tend to be more likely than others to recognise that the listed personalities are British, as do (marginally) men, compared with women.

Well-known Britons

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

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

	Heard of %	British %	Proportion recognised as British %
Spice Girls	92	77	94
Tony Blair	88	83	84
Hugh Grant	83	63	76
Kate Winslet	75	44	59
Naomi Campbell	74	30	41
Rowan Atkinson	72	66	92
Stephen Hawking	60	29	48
Steve Martin	58	12	21
Richard Branson	42	25	60
Linford Christie	34	22	65
Liam Gallagher	28	22	79
Vivienne Westwood	16	6	38
John Galliano	13	7	54
William Hague	13	7	54
Tim Henman	12	8	67
P D James	8	6	75
Anita Roddick	7	3	43
David Hockney	5	1	20
Damian Hirst	5	3	60
Delia Smith	5	1	20
James Dyson	4	2	50
Firzana Perveen	2	0	0
None of these	1	1	-
Don't know	1	3	-

Base: All successor generation in Singapore (212), April-May 2000

As a word of caution, it should be noted that another red herring was inserted into the list, in addition to Steve Martin; Firzana Perveen from the British Council in the UK. Firzana achieves just two per cent recognition, with none of the respondents claiming to know that she is British. This is in contrast to last year, when another British Council employee – Steven Shaw - was added onto the list, and achieved higher recognition than several ‘genuine’ personalities, including William Hague. Despite Steven’s globe-trotting exploits, this year’s results appear to indicate that people simply felt that he had a familiar-sounding (and British) name, so that they assumed they knew of him. In turn, this might mean that British personalities with less typical names might struggle to achieve that recognition factor.

Britain's Relationships with other Countries

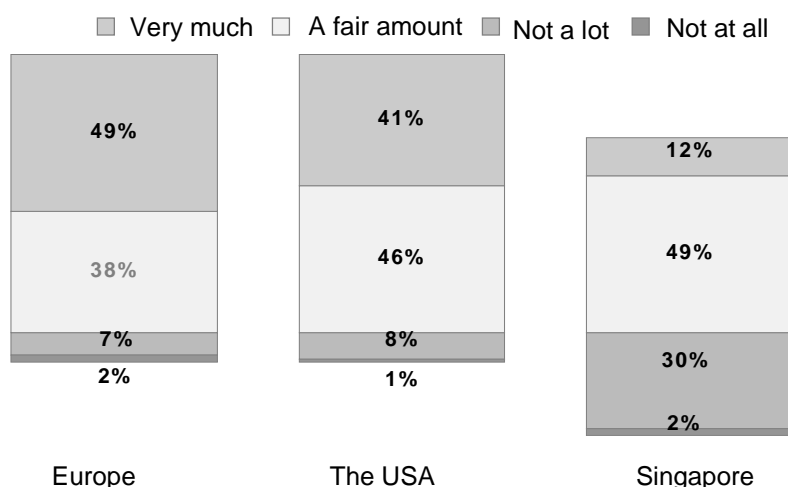
Britain is thought to value its relationship with the United States as much as its relations with Europe, according to the Singapore successor generation. Almost half say that Britain values its relationship with Europe 'very much', while 41% say the same about our relationship with the US. This is the reverse of the world-wide results (from this year and last year), where Britain is perceived to put far greater emphasis on its relationship with the United States than it does on its relations with Europe.

In none of the countries where the survey took place this year do respondents believe that we place more value on our relationship with them individually than we do on our relationships with either the United States or Europe. In Singapore, while around three in five believe we place value on this relationship, one-third think that Britain does not value its relationship with Singapore very much

Women (17%) are, for some reason, more likely than men (9%) to think that Britain values its relationship with Singapore 'very much'. Curiously, respondents who have been to the UK are more likely than others to feel that Britain strongly values its relationship with the US, Europe and Singapore.

Relationships Between Countries

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



Base: All successor generation in Singapore (212), April-May 2000

Source: MORI

Rather than being disinterested in what goes on in other countries (an opinion that was expressed in many countries), the focus groups raised an opinion that Britain only interferes in other countries' affairs if they are being asked for their help (although some students were more likely to say it is because we don't care). The British were respected for their 'keep to themselves' yet 'not being indifferent' approach. This is in contrast to the Americans, who were perceived to be involved in every single conflict; playing the role of international 'policeman', which is seen as a 'no choice' situation that Singaporeans have to accept.

Americans have a bigger influence compared to the British

Student

Americans want to have a final say in all issues

Professional

Although the British do not always take the lead, if there is a need, they won't hesitate to do something

Professional

Since Americans are the world-wide power, people sometimes have no choice but to listen to them

Student

The US will interfere if they don't like what they see

Student

The British community is very laid back and only cares for itself

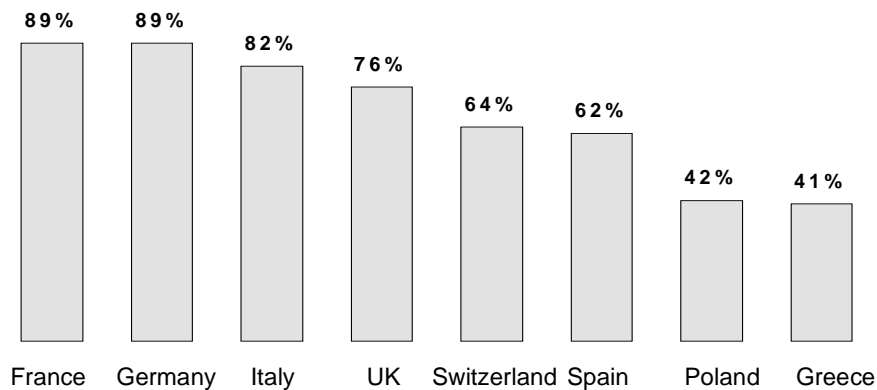
Student

The European Union

The UK (76%) is the fourth most-recognised member of the European Union, after France, Germany and Italy. Spain and Greece lag some way behind Great Britain and also Switzerland, which is incorrectly said to be an EU member by three in five respondents, while Poland (again incorrectly) is chosen by as many as Greece. Those with first-hand experience of the UK are actually less likely than others to recognise our membership of the EU.

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 Singapore (212), April-May 2000

Source: MORI

Despite the relatively low awareness of our membership, a clear majority (59%; 14% ‘strongly agree’) think that Great Britain plays a leading role in the European Union. Only 15%, on the other hand, do not believe this to be the case.

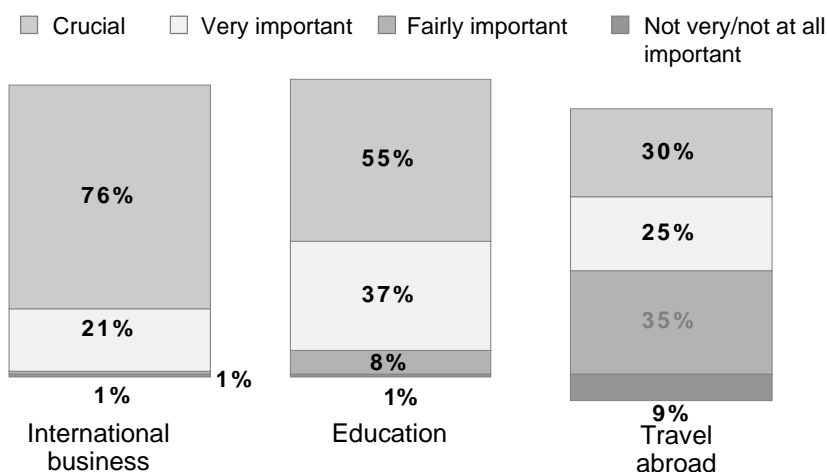
Languages & the English Language

As might perhaps be expected, all members of the successor generation in Singapore speak English; Chinese is the second most spoken language (92%), while minorities of 5% can speak French and Japanese. Around three in five say that they would like to be able to speak Japanese (57%) and French (55%).

In Singapore, the ability to speak English is considered by almost all respondents to be important for international business (three-quarters say that it is ‘crucial’), for education (55%) and travel abroad (30%). In each case, those who have visited the UK are more likely than others to describe the ability to speak English as crucial.

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 Singapore (212), April-May 2000

Source: MORI

Sources of Information about the UK

Local media are by far the most cited sources of information among members of the successor generation in Singapore (as they are world-wide). The local press (62%) is the most commonly mentioned source of information, followed by national TV news (33%).

Worth of mouth – from friends, family or colleagues – or information from other people who have visited our country - are equally important for half of respondents, while personal experience is key to 20%.

BBC World TV is also an important source for a similar proportion. Television seems to be one of the most important sources of information, especially for the students. During the groups, they admit that their perceptions and impressions of Britain were mainly influence by British programmes, which portray the British as very 'stiff', formal and boring.

Even Mr Bean is always in a suit

Student

Older respondents (aged 30-35) tend to rely more on press sources, while younger people (aged 21-29) place more reliance on first-hand experience, or information from other people they know. As might be expected, younger people are also far more likely to use the internet as a source of information (24% and 5% respectively). In Singapore there are few significant differences in information gathering techniques between men and women.

Sources of Information about the UK

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

	%
Local press	62
National TV news	33
Word of mouth - friends & family	29
Internet	20
Visiting the UK personally	20
BBC World TV	19
Books	18
People who have visited the UK	17
British press	14
Other International press	14
BBC World Service	13
Know people from the UK	12
Films	11
Word of mouth - work colleagues	9
Local radio	8
Other international TV	6
Academic Sources	6
Other International radio	2
Embassies/consulates	2
Tourist authorities from the UK	1
Other official UK sources	1
Music	1
Other	2
Don't know	*

Base: All successor generation in Singapore (212), April-May 2000

Visiting the UK

Around one in four members of the Singapore successor generation have first-hand experience of the UK. While 15% have been to the UK for one visit, a further 9% have been at least twice. Women (31% have visited at least once), and older respondents (41%) are the most likely groups to have been here.

For around half (48%) of previous visitors, their most recent visit was within the last two years, while it was between two and five years ago for three in ten. One in eight (12%) last came to the UK more than ten years ago, which will lead to a rather dated image, despite this first-hand experience.

Most visitors (82%) have stayed in the UK for at least two weeks at a time. The main reasons for these visits were holidays (56%), while for similar proportions, it was for work (20%) or to study (18%). Women are more likely than men to visit the UK for a longer holiday, while the reverse is true for studying in the UK.

One of the main attractions of choosing to visit Britain was said to be the language by respondents in the focus groups.

*We can speak the language, we don't have a problem
getting around*

Professional

Implications

Overall, Britain is regarded in a favourable light by the successor generation in Singapore. Despite our colonial history, British people are not as strongly criticised by Singaporeans as they appear to be in other ex-colonies where the research took place both this year and last year.

Indeed, although the British people are perceived to be somewhat rude, cold and self-important, findings are more clear-cut with regard to their attitudes towards foreigners than in most former colonies, where it is believed that we are unwelcoming to foreigners, and not particularly interested in their nation. It is felt that Britain (and the British) still considers itself as an Empire and looks down on other countries. This is a pattern we observed in Saudi Arabia in last year's survey, and, more recently in Nigeria, Hong Kong and Singapore and also other Asian countries like Japan and Vietnam.

The country which provides the main point of reference is the United States. Britain is perceived to remain in the shadow of the US, in technological breakthroughs, 'world-beating' companies, arts and education. Singaporeans are definitely more knowledgeable about the US than our country, despite a long-lasting British influence. Having said that, one finding from the group discussions was that the US was criticised for always interfering in other countries' issues; while Britain was respected for its low key approach, yet always being keen to help if needed.

As in most countries around the world, Singaporeans are exposed to a huge amount of information about/from the United States, mainly through television, using information channels such as CNN, which are the main reference for a large proportion of the public. Despite our colonial past, it seems that the successor generation today has no particular ties to our country and tends to look to the US to set them an example of how to move forward.

Students - who admitted to being very much influenced by TV programmes (which were also mentioned as a key source of information about our country) - said that Americans promote themselves in a more efficient way than do the British. According to them, British programmes portray people who are boring, stiff and slow, creating the impression that is how the British are. Furthermore, they said that their impression of the British people was very much influenced by our Royal Family (the most recognised symbol in England and Wales).

In America, they keep promoting creativity

Student

They are victims of their own advertisements and their own TV shows, so if you see stiff people, you think they are like that and that image stays

Student

The over-riding image of Britain could best be summed up in the words 'traditional' and 'reliable'. There is a danger, however, that both words are associated with lethargic and lacking dynamism. This is reflected in attitudes such as:

- A feeling that British business people are very reliable but unable to take advantage of a competitive world
- Scientists are perceived to be dedicated to their research, to the point of stifling innovation and creativeness
- An image of British education as rather dated and unappealing

However, areas where the Singaporeans seem to regard the UK in an especially favourable light include:

- Our stable economy
- The honesty and quality of the British media, in particular our press (although a distinction has to be made between tabloids and traditional newspapers)
- Our decision-makers are said to be reliable and strong
- Britain's reputation in the arts is strong (the British artist is highly respected), although based on a more conventional approach

Impressions of Britain are very much influenced by the media, especially the television. Unfortunately, our programmes still convey an outdated image of our society that is rather dull and boring, while Americans project a 'flamboyant' image of creativity. This source should be exploited to communicate a more modern and vibrant image of our society.

MORI/ 12648

*Janette Henderson
Andy Martin
Fabienne Obadia*

Appendices

Statistical Reliability

Topic Guide

Topline Results

Statistical Reliability

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

For example, on a question where 50% of the people in a weighted sample of 212 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than seven percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

Approximate sampling tolerances applicable to percentages at or near these levels

Size of sample on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
3,505	1.0	1.5	1.7
212	4.0	6.2	6.7
100	5.9	9.0	9.8
50	8.4	12.8	14.0

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

Differences required for significance at or near these percentage levels*

Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
200 vs 3,200	4.3	6.5	7.1
150 vs. 50	9.7	14.8	16.1
100 vs. 100	8.4	12.8	13.9
100 vs 50	10.3	15.7	17.1
50 vs 50	11.9	18.1	19.8
50 vs. 25	14.6	22.4	24.4

Topic Guide

Introduction – 5 mins

Name, job etc.

Communities

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

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

PART A – THE PEOPLE

10 mins

So to start us off, I'd like you to tell me about the people who live in each of the communities - what are the people like? For example, if you were to visit the British community, how would the people welcome you? Why do you think that? And what would the welcome be like in the Singapore community? And in the American community?

And, within the same community, how do the people relate to each other? Imagine the British community. Is this community united? Do the people live in harmony? Do they support and respect each other? IF NOT, ASK Why not? PROBE FOR: Is there any discrimination e.g. between ethnic groups, or between men and women? And what about the Singapore community? How does it compare with the British community? And in the American community?

PART B – HIGHER EDUCATION

10 mins

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

What kind of educational establishment do they teach at?

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

What are that person's good and bad points?

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

And the educationalist in the Singapore community. What are they like?

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

What are the best points about the educationalist in each country? And what are their worst points?

PART C – BUSINESS

10 mins

Now I'd like to move on to thinking about businesses in each of the three countries, so continuing to use the community analogy, I'd like you to think about typical **business-people** who might live in each of those communities. How would you describe the British business-person? Is he/she a good manager? What makes them good or bad?

How does the British businessman differ from the others? What kind of business is it that the British business-people work for? (*PROMPT IF NECESSARY: services or manufacturing? what does it produce? big or small? socially responsible or cut-throat? efficient?*) - Is it successful at what it does? Where does it sell its products/services - in the community or elsewhere (more to the American or INSERT COUNTRY NAME community?) Describe its management and workers.

Are its products/services of good quality? Why?/Why not? In what ways are the British business's products/services better or worse than those produced by the Singapore business?

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

PART D – SCIENCE & TECHNOLOGY

10 mins

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

How does that compare with the American scientist?

And the Singapore scientist?

Turning now to new technologies, would you say that the British community is very innovative? In which areas? ASK FOR Internet, medicine How does it compare to the American community? What about the Singapore community?

PART E – THE MEDIA

10 mins

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

What about the American newspaper - how is that different?

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

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

PART F – ART

10 mins

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

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

And the British person who represents the Arts ?

Thinking about the British 'artist', describe that person to me. What is the quality of their work ? How well regarded do you think that person is in their own community, and elsewhere?

What are that person's major strengths ?

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

PART G – DECISION-MAKER

10 mins

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

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

And what is the running of the American community like ?

PART H – INTERNATIONAL RELATIONSHIPS

5 mins

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

OVERALL IMPRESSIONS

5 mins

Could you describe in three words each of the communities ?

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

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

SOURCES OF INFORMATION ABOUT BRITAIN

10 mins

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

Have you ever travelled to Britain? (IF NOT, ASK Why not?) What was the purpose of your visit? PROMPT – Business trip, holidays, studies...

What source(s) of information has been the most valuable when you looked for some information about Britain? PROMPT: magazines, newspapers, programmes on TV/radio, Internet, friends, travel agencies... holidays, studies, business trips

What do you think are the things which have most influenced your impressions of Britain ? Why? PROMPT: holidays, studies, business trips, magazines, newspapers, programmes on TV/radio, Internet, friends, travel agencies...

How else have you found out about Britain ?

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