

Attitudes Towards Britain and the British – Year II

Spain

**Research Study Conducted for
the British Council**



April - June 2000

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Preface

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 Spain. This formed part of a project which took place in 17 countries around the world. 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).

In Spain, the definition used was people aged between 25 and 40 who are either doing postgraduate studies at a premier institution or employed in a professional occupation on a fast-track to the top.

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**. The groups were held in Madrid, where it was felt that the successor generation were most likely to be present, on 25th and 26th April 2000.

The decision as to which cities to use was taken in consultation with MORI's local partner and the British Council office in Spain. In each case, they were moderated by an experienced researcher with MORI's partner in Spain.

The objectives of this phase were to:

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

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

The **quantitative stage of the survey** was undertaken among 202 members of the same target audience in Spain. Interviews were conducted face-to-face. In Spain, three country-specific questions were added to the questionnaire. Fieldwork took place between 26th April and 26th May 2000.

Quotas were set in each country to ensure that a reasonable cross-section of members of the successor generation was interviewed in each country. Interviewing was concentrated in Barcelona, Bilbao, Madrid, Sevilla and Valencia where it might reasonably be expected that up and coming decision makers might be present in large numbers.

Report Layout

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

Interpretation of the Data

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

Publication of the Data

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

Summary of Findings

Familiarity and Favourability with Key Countries

The United Kingdom is the country which most members of the successor generation in Spain feel they know ‘very well’ (8%) or ‘a fair amount’ (41%). France is the second best known of the five countries tested (43% know it at least ‘a fair amount’), closely followed by the United States (39%). In fact, the mean score for the UK on a scale of 0 (‘know almost nothing about’) to 4 (‘know a great deal about’) is 2.5. This is marginally lower than the world-wide average score of 2.7 which is perhaps surprising given the European ties between our country and Spain.

Germany and Japan remain rather more of a mystery to the Spanish successor generation, with the majority saying they know ‘just a little’ or ‘almost nothing’ about these countries. The Spanish findings contrast with those recorded world-wide, where Japan is the best known of the five (largely because of the number of Asian countries taking part in the survey this year).

As might be expected, the Spanish successor generation who have visited the UK (61%) are decidedly more likely than average (49%) to feel that they know the UK ‘very well/a fair amount’. Spanish women also are more familiar than men with our country (53% versus 43% know at least ‘a fair amount’).

Interestingly, six per cent of respondents say that they know almost nothing about the United Kingdom. However, the USA fares much worse on this measure - 13% claim to know virtually nothing about the country - the highest proportion recorded in the survey.

Although the United Kingdom is the country which people feel they know best, it does not achieve the highest favourability rating. Three in five respondents rate their attitude towards the United Kingdom as ‘very’ or ‘mainly favourable’, placing the country joint second on a par with France. However, men (66% favourable), respondents from Barcelona (71%), and private sector employees (69%) are more likely than other groups to say that they are positive towards our country.

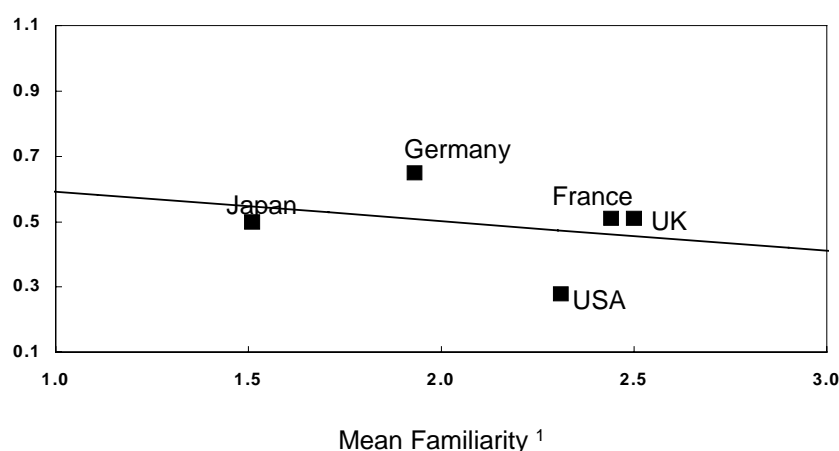
Germany achieves the highest favourability rating (65%), despite people being less familiar with the country. The Spanish are least positive towards the USA (51% favourable) and Japan (53%).

The chart below shows overall familiarity (on the horizontal scale) and favourability (on the vertical scale) towards the five key countries. The further to the right a country is, the better it is known, while the higher up it is, the more favourable people are towards it. The diagonal line is known as the 'line of best fit'. If there were an exact linear relationship between these two variables, all the plotted points would lie on a straight line running from the bottom left hand corner to the top right. This almost never happens with real data, but a line can be calculated which comes closer to the plotted points than any other.

Research shows that generally the better a country is known, the better regarded it is. However, the situation is different in Spain where familiarity does not necessarily build favourability. In particular, the US enjoys fairly high levels of familiarity in Spain but low levels of favourability. In contrast, Germany benefits from a high level of favourability, despite its relatively low recognition among the Spanish successor generation. In contrast, France, the UK and Japan are positioned almost on the line indicating their levels of favourability are as expected for their levels of awareness.

Familiarity & Favourability Towards Countries

Mean Favourability ¹



Base: All successor generation in Spain (202), April-May 2000

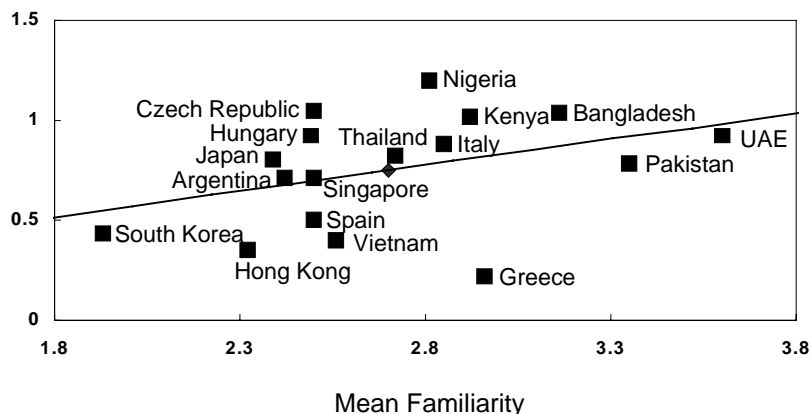
Source: MORI

The following chart compares the United Kingdom findings in Spain with the results from the other 16 countries. The diamond represents the average for the 17 countries. Of the 17, Spain shows a relatively poor attitude towards the UK. It has a lower than average position with regard to familiarity and favourability.

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'

Familiarity & Favourability Towards the United Kingdom

Mean Favourability



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

Source: MORI

Images of the United Kingdom

In contrast to the world-wide results, Scotland is the most recognised nation within the UK. When asked which countries make up the UK, Scotland is cited by 83%, followed by England (81%), Wales (76%), and Northern Ireland (75%). Thirteen per cent of the successor generation say, without prompting, that the United Kingdom is the same thing as Great Britain. One per cent do not recognise the term 'United Kingdom' at all, perhaps because it is simply not a term which is often used in Spain.

Curiously, previous visitors are marginally less able to name each of the four countries which go to make up the United Kingdom (for example, 75% of visitors say England is part of the UK against 81% overall in Spain).

London is the key image of England for Spanish women (cited by 15%), while the Tower of London is the most spontaneously recognised symbol for men (13%). The Royal Family (11%) and the Houses of Parliament (9%) are the next most popular images overall. Bad weather and colleges, such as Oxford and Cambridge, also receive several mentions.

Images of UK Countries

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

(Spontaneous responses)

Scotland		Northern Ireland	
	%		%
Highlands/mountains	22	Violence/religious conflict	31
Kilts	19	IRA/Sinn Fein	27
Whisky	18	Scenery	8
Scenery/landscapes	11	Peace process	7
Bagpipes	6	Greenery/green fields	6
Castles	5	Cold/rainy weather	4
Cold/wet weather	4	Religion	3
Loch Ness/monster	3		
Nothing	1	Nothing	1

England		Wales	
	%		%
London	12	Prince Charles/Prince of Wales	21
Royal Family	11	Castles	12
Tower of London	11	Rugby	10
Houses of Parliament	9	Mountains	8
Bad weather	7	Princess Diana/Princess of Wales	7
Colleges	5	Beautiful landscapes	5
The Queen	4	Royal Family	5
Buckingham Palace	3	Welsh/Celtic dialect	4
Tradition/conservatism	3	The Valleys	3
Red buses	3		
Arrogant people	3		
Nothing	1	Nothing	7

All other answers 2% or less

Base: All successor generation in Spain (202), April-May 2000

With regard to Scotland, highlands/mountains are the key image (cited by 22% of Spanish respondents). Kilts are the second most popular image, mentioned by 19%, followed by whisky (18%), which is highest among men (at 24% compared with 13% of women), then scenery/landscapes (11%). Just one per cent of the Spanish successor generation have no image at all of Scotland.

Wales is the UK country which is most likely to draw a blank in Spain (7% have no image at all), but much less so than across the globe (16%). The top response is Prince Charles/Prince of Wales for Spanish women (28%) and rugby for men (16%). In fact, women are more likely than men to cite any royal imagery; although overall images of the Royal Family are less strongly linked to Wales than in many of the other countries surveyed. Also standing out against the overall picture, traditional symbols are fairly popular in Spain, especially castles and mountains, chosen as key images by 12% and 8% of the successor generation.

Images of violence dominate how people perceive Northern Ireland in Spain and elsewhere across the globe. Three in ten (31%) Spanish respondents mention violence or religious conflict, while a further 27% mention the IRA or Sinn Fein specifically. Just 7% in Spain cite the peace process. Scenery and green fields are also fairly strong images. Only one per cent of Spanish respondents have no image at all of Northern Ireland (compared with 10% world-wide).

United Kingdom's Strengths & Weaknesses

Seventeen per cent of the Spanish successor generation cite the self-centred attitude of the British people as the UK's major weakness. In fact, combining self-centred people, racial discrimination, arrogance and cold/reserved people, a total of 35% respondents are seen to regard the behaviour of the UK population as our biggest weakness.

In the focus groups, the British people attracted a great deal of criticism:

If they need something from you they are very nice and polite, they speak English slowly for you to understand them but if you are not very important to them you haven't a chance

Professional

I think they see themselves as superior. If a person arrives from abroad and they can see that he is Spanish or Italian, they reject him. I think they may accept an Italian or a Spaniard if they arrived with another English person, but coming up against a Latin person just like that, they would not completely accept him

Student

A clear example of English society is when a student goes to practice his English and stays with an English family, he has to be paid. In the States, you do not have to pay the family because they are delighted to receive a child from another country

Student

I think that amongst themselves British people are cold, so reserved and so correct. They try to maintain this rather more reserved British society as a consequence of their 'cosmo-British' society. You see they have people from all sorts of countries, and invasion from all of their territories, so they are trying to keep an English purity

Professional

Tradition, conservatism and inflexibility together make up the second greatest weakness, mentioned by 16% of the successor generation. Again, the qualitative research confirmed that the Spanish see tradition and conservatism as holding the UK back. Some respondents imagine that the British still consider themselves superior because of our colonial past, when nobody else sees actually thinks that way.

They are living in the past, they still think that they are the best, but they haven't been the best for 50 years and they don't know

Student

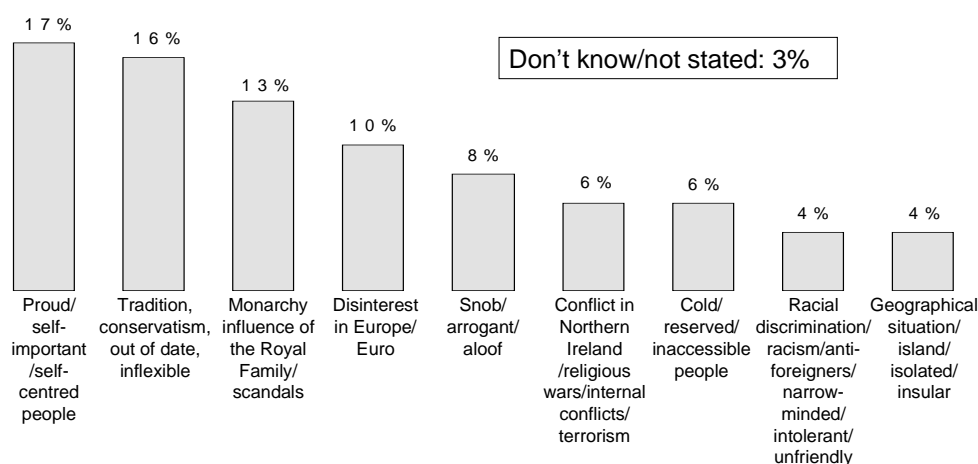
The English are very nationalistic, very much concerned with the British Empire and their history

Student

Thirteen per cent perceive our country to be damaged by the influence of the monarchy, especially students (21%) and respondents from Barcelona (24%). The disinterest in Europe is mentioned by one in ten as reflecting poorly on the UK.

The Britain'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 Spain (202), April-May 2000

Source: MORI

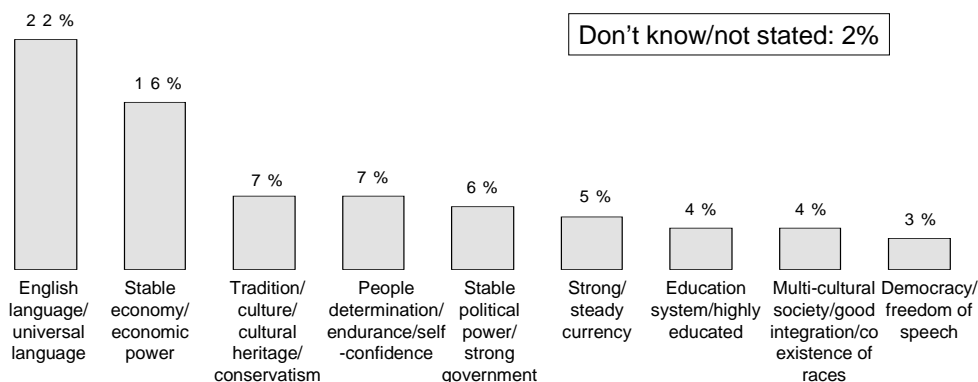
With regard to the United Kingdom's strengths, the top mentions include the English language (selected unprompted by 22%), our stable economy, our tradition and cultural heritage and the self-confident/determined citizens. The determination of British people emerged strongly in the qualitative work as a strength:

The English are more methodical. More productive, I think. They are not as aggressive as Americans. I do think the English are very good and very demanding

Student

The Britain's Major Strengths (Spontaneous)

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



Base: All successor generation in Spain (202), April-May 2000

Source: MORI

Six per cent of the successor generation *spontaneously* say that our government is one of the UK's strength. When given a *prompted* list of eight countries, and asked 'which of the following two countries are the leaders of innovative political and economic policy', three in ten (28%) nominate the UK. Perhaps our government could learn from the USA and Germany, which are thought to be leaders in this area by 85% and 59% of respondents respectively.

Leaders of Political and Economic Policy

Q35 Which of the following two countries are the leaders of innovative economic and political policy?

	%
USA	85
Germany	59
UK	28
France	5
Spain	4
Switzerland	4
Italy	*
None of these	3

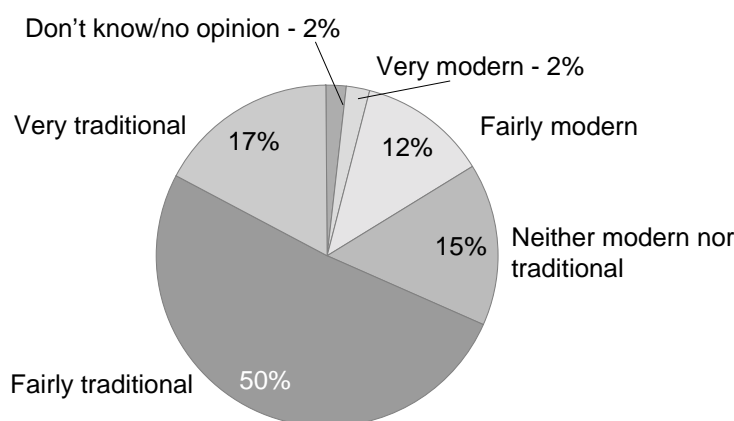
Base: All successor generation in Spain (202), April-May 2000

British Society

It is no surprise, given the spontaneous strengths and weaknesses above, that Britain is more likely to be regarded as a traditional society rather than a modern one. Seven in ten members of the Spanish successor generation believe us to be traditional, with 17% thinking that the UK is 'very traditional' in nature. In contrast, 14% of respondents regard the UK as a modern society, with only 2% describing it as 'very modern'. Overall Spanish respondents are more likely than others to regard the UK as traditional. However, there is a noticeable geographical element to this issue. For example, 82% of respondents from Barcelona regard the UK as traditional, against 73% in Bilbao, 61% in Madrid and less than half (47%) in Sevilla.

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 Spain (202), April-May 2000

Source: MORI

The most positively rated aspect of British society around the world is our National Health Service. However, in Spain this is not the case. Two in five respondents (37%) agree that the National Health Service is good, while 22% think that it is poor. Overall it achieves a mean score of +0.2 (significantly lower than the world-wide score of +0.9).² It is pleasing to see that those who have visited the UK are more positive than those without first-hand experience.

Sadly, the Spanish are less likely than others to be of the opinion that we protect our environment. Whilst across the world, 61% believe this to be true, this figure drops to 40% in Spain. People in Spain are also less likely to regard the British system as being a good example of democratic government, and less sure that our legal system guarantees that everyone gets a fair trial.

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

The focus groups showed that perceptions had perhaps been influenced by the handling of the extradition of General Pinochet by the British Government.

I think it was a bit of a blunder on the part of Britain, they went on and on and all the stuff in the House of Lords and then in the end it was this one person's decision without listening to the government

Student

They are diplomatic to the core, to the point of doing things that are incredibly unfair in order to safeguard the international interests of the British crown. They don't give a toss for Pinochet, the Chileans, the Spanish or anything they look out for themselves. I think it is awful in terms of solidarity, but if I were English I might think it was fine

Professional

Opinions about our democracy were not all poor, however, and the quantitative research showed that those who think our system is a good example outnumber those who feel the other way round by more than four to one.

I prefer the English as politicians. They follow their ideals like the Spanish but I see the Americans as more concerned by the companies sponsoring them

Student

Overall, our institutions tend to generate less positive comments in Spain, and more expressly negative ones. However, one social aspect of our society that is relatively highly rated is the degree to which our society is multicultural (70% agree that it is, against 55% world-wide). However, respondents are rather disparaging towards the other aspects measured, especially the extent to which we welcome foreigners (60% disagree that we are receptive) and our racial tolerance (42% feel that we have an anti-foreign attitude). Furthermore, four in five disagree our country is a 'classless' society. In fact, the class-ridden nature of Britain was revealed in the focus groups:

I think the social classes in England are much more marked than in Spain. Things are much more stratified. The upper classes even have their ghettos, their very specific places. I wouldn't say everyone mixes in Spain, but we do mix a little more

Professional

There was a widely voiced perception in the focus groups of the UK is a country where everyone knows their place, and you can only rise so high within what effectively appears to be a caste system. In fact, divisions along class structures were thought in the focus groups to be far more widespread than any other discrimination (such as by gender) within our community.

[In terms of gender equality] Britain is light years ahead of Spain. I know from girlfriends that household chores are divided 50:50, if not 70: 30 against the man

Professional

However, with regard to gender discrimination, the quantitative work revealed a rather different picture in that the Spanish are less likely than most to disagree that women are discriminated against in Britain (37% versus 57% world-wide).

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*
British society is truly 'multicultural'	21	49	21	10	%	+0.78
The British system is a good example of democratic government	14	41	32	12	%	+0.53
The British legal system ensures that everybody gets a fair trial	2	41	33	15	%	+0.29
Britain has a good national health service	5	32	28	22	%	+0.20
Britain is committed to protecting the environment	3	36	35	20	%	+0.18
British people are racially tolerant	3	26	28	42	%	-0.19
Women are discriminated against in Britain	2	15	39	37	%	-0.24
British people are very welcoming towards foreigners	0	13	25	60	%	-0.67
Britain is now a 'classless' society	0	7	13	78	%	-1.02

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

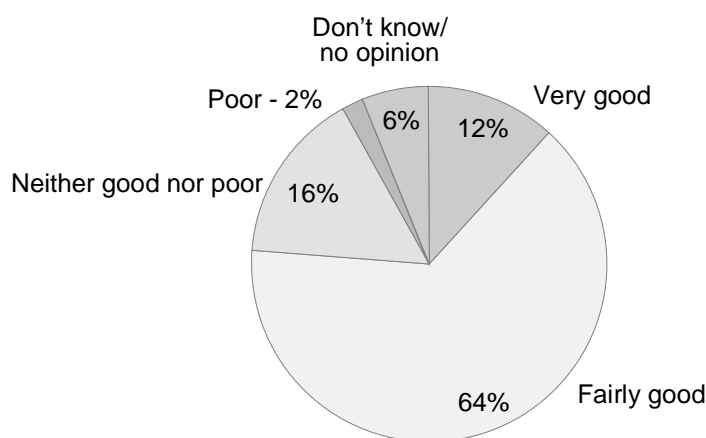
Base: All successor generation in Spain (202), April-May 2000

Education

One in eight Spanish respondents (12%) feel that the quality of the British higher education system is 'very good'. A further 64% describe it as 'fairly good', while just two per cent believe it to be poor. On a scale of -2 ('very poor') to +2 ('very good'), the mean score for British higher education is +0.9, which is rather lower than the world-wide score (+1.3). Those in academic circles tend to have the highest opinion of the quality of British higher education.

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 Spain (202), April-May 2000

Source: MORI

Although the Spanish successor generation rate the quality of our education system relatively highly, they evidently feel that the British people themselves do not all take advantage of the services on offer, as a lower proportion (although still a clear majority) describe the British people as 'well educated'. The proportion who feel that we are 'well educated' stands at 47%, although only one per cent perceive us to be 'very well educated'. In fact, the Spanish are more likely than virtually all other countries to describe the education standards of the British people as poor (13% versus 4% world-wide).

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	1
Fairly well educated	46
Neither well nor poorly	38
Fairly poorly educated	12
Very poorly educated	1
Don't know	1

Base: All successor generation in Spain (202), April-May 2000

The comparatively low regard for the British system of education means that we are the third most popular choice for studying overseas. Fifty-six per cent of respondents say that they would prefer to study in the United States, while 14% would opt for the United Kingdom. 'Another country in Europe' is the second choice (16%). Canada would be selected as a base for education by five per cent of respondents. Australia (three per cent) and Japan (one per cent) make up the remainder of the choices.

Younger respondents, i.e. aged 25-30, are more likely than older ones, aged 31-40, to select the UK for studying overseas (19% versus 9%). There is also a geographical dimension to studying in the UK: for example 23% of the successor generation in Valencia would opt for our country, compared with only 7% in Sevilla.

In the focus groups, the British style of teaching tended to be thought of as being traditional, based at a high-level, old-fashioned, academic institution like Oxford or Cambridge, given by an older man who, although extremely knowledgeable about his subject, tends to talk down to the students and discourages interaction (in contrast to American teachers).

*British teachers are very rigid and very authoritarian.
Insipid, boring classes and they don't relate well to their students*

Student

*Teachers in Britain are very well-informed and punctual.
They tell you when they are not going to turn up!*

Student

The bad thing about British teachers is that they don't relate well to their students, which in turn makes students very frustrated

Student

I think a good point about American teachers is their motivation. Their less strict attitude is motivating but in excess this could be a bad thing You might not take them seriously

Student

Despite these criticisms of British teachers, the qualitative research highlighted that the Spanish successor generation feels there is no better place to learn English than in England itself:

If I had to do it again, or send a child of mine to study English, I think you get a really strong language basis in England. You have to suffer the English character and the climate for a month but it is very good training in English

Professional

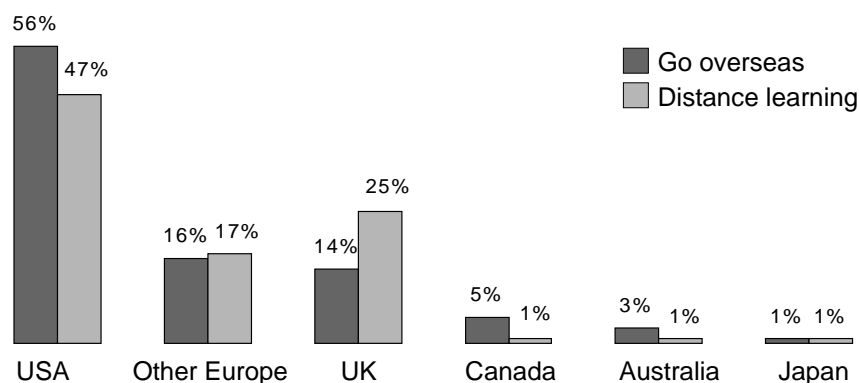
When we learnt English in England, they taught us American parallelisms. They don't do this in North America

Professional

The USA is also more strongly preferred for distance learning courses. Half (47%) say that they would choose a distance learning course from the USA, compared to 25% who would opt for a course based in the United Kingdom. Courses from other European countries are preferred by 17%.

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 Spain (202), April-May 2000

Source: MORI

The strong regard for the American system of higher education is emphasised by the fact that 71% of respondents feel that a qualification from the USA would have the most credibility with potential employers. A qualification from the United Kingdom would be considerably less preferable – selected by 20% of respondents.

In contrast to the world-wide findings, younger people (aged 25-30) place higher value on a British qualification (25%), which perhaps implies that the regard in which our educational system is held is improving. This age group favours a British qualification far more than older respondents, although it still holds the USA qualification as supreme.

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?

	%
USA	71
UK	20
Spain	3
Japan	*
Canada	3
Australia	0
Don't know	1

Base: All successor generation in Spain (202), April-May 2000

British Business

Out of five countries measured, the UK is ranked third in terms of whether or not it has many world beating companies. While 16% of respondents strongly agree that this is the case (and a further 62% tend to agree), 2% disagree. In contrast, all respondents believe that the USA has many world-beating companies, 96% think the same of Japan, and 93% of Germany.

Agreement with the notion that the UK has many world-beating companies varies geographically (for example, 88% of respondents based in Barcelona agree, compared to 68% of those in Bilbao). Those who have visited this country also tend to have a higher regard for our businesses.

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	76	24	0	%	+1.76
Japan	61	35	0	%	+1.58
Germany	45	48	0	%	+1.39
UK	16	62	2	%	+0.92
France	12	45	9	%	+0.59

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

Base: All successor generation in Spain (202), April-May 2000

In the focus groups, there was a perception of British companies as very well-organised, efficient, and good to do business with, but rather too cautious for their own good.

The main strength of British companies is their discipline, rigour, formality and commitment

Student

[And their weaknesses?] routine and monotony. Lack of initiative and risk-taking

Student

Certainly, in comparison with American companies, the British are seen as not nearly so competitive, or successful. As a consequence, some participants had decidedly dated impressions of the state of British companies.

My personal view is that many English companies are still living in the past, aeronautical companies for example. They still think they are the best, but they have not been the best for fifty years

Student

The UK has a weak reputation in Spain for producing quality goods and services. They are thought by only 19% of respondents to be of better quality than those produced in 'other countries' (against 55% across the globe). Eleven per cent think that other products and services are of better quality.

Respondents aged 25-30 and people based in Barcelona are less positive than average about the quality of our products and services. People who have visited the UK are also marginally less favourable towards them.

In terms of value for money rather than quality, respondents in Spain tend to be more negative, indicating that our products are priced at a value not always considered to be justified. Four per cent think that British products and services are better value than those from other countries, while ten times as many think the opposite (40%).

There is geographical variation with regard to this issue. For example, respondents based in Bilbao and Sevilla are more likely to think negatively about the value for money of British products and services (53% and 57% respectively).

Perceptions of British Products and Services

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

	Much better	A little better	The same	Worse	
their quality	2	17	67	11	%
their value for money	*	3	52	40	%

Base: All successor generation in Spain (202), April-May 2000

This relatively negative regard for the quality and value for money of British products and services appears to be translated into action by some people, although not many. While the large majority of respondents (80%) say that knowing that a product or service is British has no impact on their purchase decision, 11% say they are less likely to buy it. Seven per cent of respondents say that they are more likely to buy a product or service if they know that it is from the UK. In fact, out of all the countries which participated this year, Spain records the lowest levels of support for British products and services, and the highest indifference.

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?

	%
Much more likely	*
A little more likely	7
No more or less likely	80
A little less likely	10
Much less likely	*
Don't know/no opinion	2

Base: All successor generation in Spain (202), April-May 2000

Paralleling world-wide findings, British managers are better regarded than our workforce. In Spain, 48% rate British managers as good (although only 2% 'very good'), while 5% think of them as poor. For the workforce, these proportions are 38% good and 2% poor.

Those who have not visited the UK are the most positive towards 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	*	2
Fairly good	37	46
Neither good nor poor	55	40
Fairly poor	2	4
Very poor	0	*
Don't know	5	7
Mean score*	+0.38	+0.48

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

Base: All successor generation in Spain (202), April-May 2000

The focus groups suggested that the respect for British managers seems to stem largely from the ethos of fair play and honesty that is thought to pervade our business life. Deals with British business people are relied upon, and they are perceived to treat workers fairly, and promote on merit (although within a relatively rigid hierarchical structure).

*In England they appreciate results more than anything and
I have the idea that there are more young company directors
there than in Spain*

Student

*I think British managers are very well-organised people
with a very clear hierarchy. Organisation and order is very
important, meeting deadlines and projects*

Professional

*[A British company director or executive] would be more
formal, rigorous and efficient in his work*

Student

I think they are fair in their selection processes in the private sector in England. In Spain, there is a lot of nepotism, you find that people's cousins are treated like gods

Student

In the focus groups, British workers were not regarded as particularly good employees, perhaps because there is not a suitable role model in the company.

In England, it is rare that people stay on when the five o'clock bell has gone. Even the boss, super boss, absolute boss or the simple worker it does not matter, they have their mentality that their job is from 9 to 5

Professional

Three in ten (28%) members of the Spanish successor generation 'strongly agree' that the UK is a major financial trading centre, while a further 51% tend to agree. The United States (67% strongly agree) and Japan (52%) stand out. France, on the other hand, gathers much less recognition – 18% do not think France is a major trading financial trading centre, and only 5% strongly agree.

Respondents from Valencia, older people (i.e. over 30 years), professionals, government sector employees and academics are more likely to 'strongly' believe this country is a major financial trading centre.

British Science & Technology

The UK is also ranked fourth out of the five countries tested in terms of its reputation for scientific and technological innovation. One in ten respondents 'strongly agree' that we have a robust standing in this area, while a further 54% 'tend to agree'. The 'strongly agree' scores for the USA, Japan and Germany are 69%, 56% and 32% respectively. The UK mean score (on a scale of +2 to -2) is +0.66, which is, in fact, marginally lower than the world-wide score (0.77).

Scientific and Technological Innovation

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

	Strongly agree	Tend to agree	Disagree		Mean* score
USA	69	29	*	%	+1.66
Japan	56	38	1	%	+1.49
Germany	32	48	2	%	+1.09
UK	10	54	8	%	+0.66
France	6	41	19	%	+0.31

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

Base: All successor generation in Spain (202), April-May 2000

The message of British involvement in important scientific inventions and discoveries is clearly not getting across in Spain. In the focus groups, there was a strong feeling that the USA has taken centre stage in this arena, with American scientists more closely linked with new technology:

Britain has declined a lot. It used to be the centre of everything Take the Industrial Revolution, for example, research into steam engines, railways, spinning machines and other nineteenth century inventions were all English. But now, for over a century, they have been replaced by the States

Professional

I think that the Americans are more innovative than the British in the field of science and technology. We get the impression that they are more outward-looking

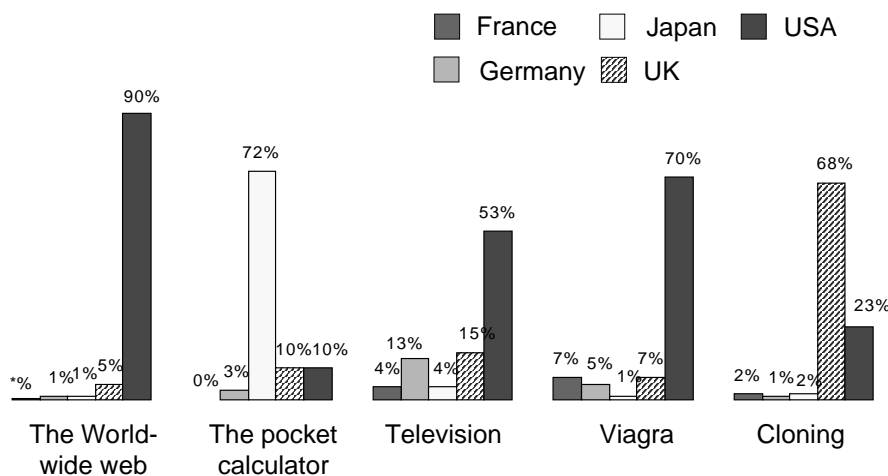
Student

Men are more likely than women to believe that the UK does have a strong reputation for scientific and technological achievements, as are those who have visited the UK (frequently) and government sector employees. This does not, however, tend to translate into knowledge about specific inventions.

The overall lack of knowledge about British involvement in technological breakthroughs is clearly demonstrated when respondents are asked from which countries they think that certain twentieth century inventions emanated. The United States, for example, is clearly assumed to have been responsible for the World Wide Web (90% versus 5% for the UK), for Viagra (70% and 7%) and for the television (53% and 15%), all of which are, in fact, British.

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 Spain (202), April-May 2000

Source: MORI

The Japanese are clear favourites in Spain and world-wide for having invented the pocket calculator (72% versus 10% for both the USA and the UK), when, in fact, this was American in origin. The only technological breakthrough which people associate with the UK is cloning – 68% know that this was invented in this country (considerably more than the world-wide average of 47%), although even in this case, 23% assume it is an American invention.

Not only do most members of the Spanish successor generation think the USA is responsible for inventing the World Wide Web, but virtually all (99%) see the country as a leader in the rapidly expanding area of e-commerce/internet development. The UK is in second place, nominated by 54%, then Germany with 26%. Women are more likely than men to think that the UK is a leader in e-commerce (61% versus 46%), as are respondents from Barcelona (69%) and Valencia (70%). Only two people think Spain is renowned in this field.

Leaders of E-commerce/Internet Development

Q34 Which of the following two countries are the leaders of e-commerce/internet development?

	%
USA	99
Germany	26
UK	54
Switzerland	4
France	1
Spain	1
Italy	*

Base: All successor generation in Spain (202), April-May 2000

British Personalities

Tony Blair is the most well-known British personality in Spain and around the world, closely followed by the Spice Girls, Naomi Campbell and Hugh Grant. Film stars (Hugh Grant, 95%; Steve Martin, 70%; Rowan Atkinson, 63%; and Kate Winslet, 51%) are clearly more likely to be recognised than people in other walks of life, although strangely the designer John Galliano achieves recognition by two-thirds of respondents (perhaps because of his Spanish-sounding name).

As might be expected, there are differences between the sexes with regard to recognition levels – men tend to be more likely to recognise sports people, while women have higher recognition levels for designers. Perhaps surprisingly, people with experience of the UK have around the same levels of recognition as others.

The fact that people have heard about these personalities does not necessarily mean that they know they are British. Among those who know of them, Tony Blair achieves the highest 'I knew he was British' factor, at 96%, some way ahead of the Spice Girls (84%), Rowan Atkinson (81%) and Hugh Grant (76%). Only two in five (44%) who have heard of Naomi Campbell know that she is British, which is probably connected with the global nature of the 'supermodel industry'. The theory that this is linked to the fact that she is not white is counterbalanced by the fact that a high proportion (68%) of those who have heard of Linford Christie know of his British origin.

Other personalities of whom at least three in five of those who have heard of them know that they are British include the disparate group of Richard Branson (68%), Liam Gallagher (68%), PD James (64%) and Kate Winslet (61%).

Well-known Britons

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

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

	Heard of %	British %	Proportion recognised as British %
Tony Blair	100	96	96
Spice Girls	99	83	84
Naomi Campbell	98	43	44
Hugh Grant	95	72	76
Stephen Hawking	83	44	53
Steve Martin	70	22	31
John Galiano	67	30	45
Rowan Atkinson	63	51	81
Liam Gallagher	57	39	68
Kate Winslet	51	31	61
Linford Christie	50	34	68
Vivienne Westwood	31	17	55
Richard Branson	27	18	67
David Hockney	17	9	53
James Dyson	17	6	35
P D James	14	9	64
William Hague	13	6	46
Tim Henman	11	8	73
Anita Roddick	11	5	45
Damian Hirst	5	2	40
Delia Smith	4	1	25
Firzana Perveen	3	2	66
None of these	0	*	0
Don't know	0	1	0

Base: All successor generation in Spain (202), April-May 2000

As a word of caution, it should be noted that two red herrings were inserted into the list – Steve Martin, the American actor, and Firzana Perveen from the British Council in the UK. Steve is recognised by 70% of respondents, while 31% of those who know of him think that he is British. Firzana achieves a 3% recognition factor with two-thirds of those people claiming to know that she is British.

British Art

Half of the respondents believe that Britain's reputation in the arts is based more in the past than the present. Six per cent 'strongly' agree. One in five, on the other hand, disagree with this idea. In fact, Spain is one of the most likely countries to feel that our reputation is being affected by more modern arts, and this impression was also apparent in the focus groups:

Spanish art is very classical, whilst British art is very avant-garde

Student

When I think of avant-garde painting music or photography, I think of the English

Student

Despite this, the Spanish are divided about the idea that Britain is renowned for creativity and innovation in the arts. While a third (32%) of the successor generation think this is the case, 30% disagree. Despite this, the focus groups showed that those who do support British art tend to be very positive towards it.

The centre of the art world has always been England. I do not know what has been happening in the States, but London is still the centre of art in Europe

Professional

The Spanish are less likely to agree that British design is renowned throughout the world. A quarter believe this to be the case, while 37% disagree. Overall, Spain is one of Britain's harshest critics in this regard, significantly more likely than average to believe that British design does not have global renown.

British Media

Only 12% of Spanish respondents believe that the British media can be relied upon to tell the truth. Not one person strongly agrees with this notion. One-third (34%), on the other hand, do not believe that this is the case. In fact, respondents in Spain are more likely than those in any other countries to believe that our media do not tell the truth, perhaps following over-exposure to the British tabloid press by package holidaymakers.

Despite this, the focus groups showed that some participants immediately identified the British press with large newspapers, thoroughly researched articles, and detailed language.

I think the English newspapers are more objective

Student

The problem with the English press is the language. You need to know many English to understand it. It is not the same colloquial language, the press is all short headings. I find it very difficult to read English newspapers

Student

Other people, however, had more knowledge about the tabloids, which are thought to concentrate almost entirely on gossip!

In quality and reality, I think that the Spanish newspaper is more concerned about real news, the English one is more interested in gossip

Professional

Focus group participants in Spain also mentioned that they felt that British newspapers did not carry items about what is going on outside the UK. While domestic news is covered in inordinate detail, editors are thought to pander to the British lack of interest in overseas matters by giving limited space to world news.

Buy a British newspaper and what do you read about the world? Half a line

Professional

I think the press is more cultural in England. Their papers concentrate more on their country, their affairs and customs

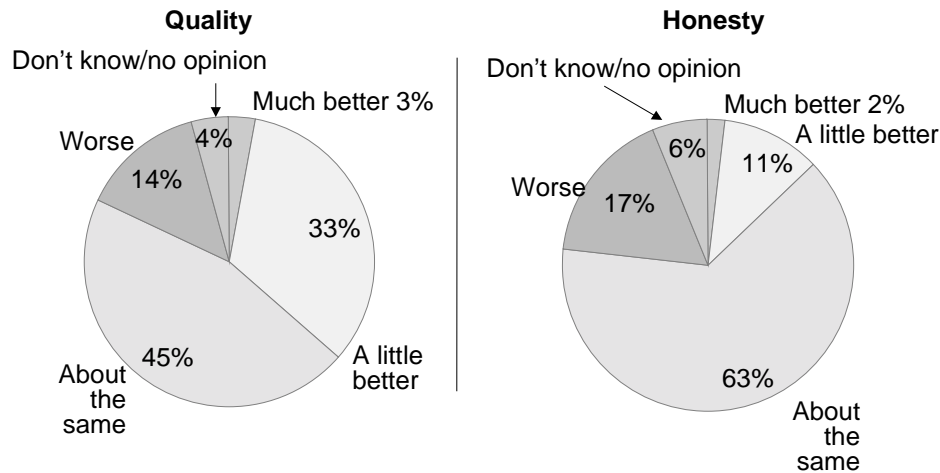
Student

As well as thinking negatively about the honesty of the British media, 17% of all respondents believe that they are less honest than the media in Spain. Thirteen per cent think that the reverse is true, and a large majority (63%) think the level of honesty is about the same. Using a mean score from +2 ('much better') to -2 ('much worse'), the British media in comparison to the media in Spain stand at -0.03 (against a world-wide average of +0.8). Indeed, out of the 17 countries measured this year, only in Spain do (marginally) more people think that their own media are more honest. Respondents aged 31-40 and academics are the most positive groups with regard to the honesty of the British media compared to their own.

In Spain, where the relative honesty of the British media is questioned, the quality is less in doubt. One in three rate the quality of the British media as better than in Spain, and 14% think the opposite. Men, older respondents (31-40) and academics have a better impression of the quality of our media.

British Media

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



Base: All successor generation in Spain (202), April-May 2000

Source: MORI

Britain's Relationships with Other Countries

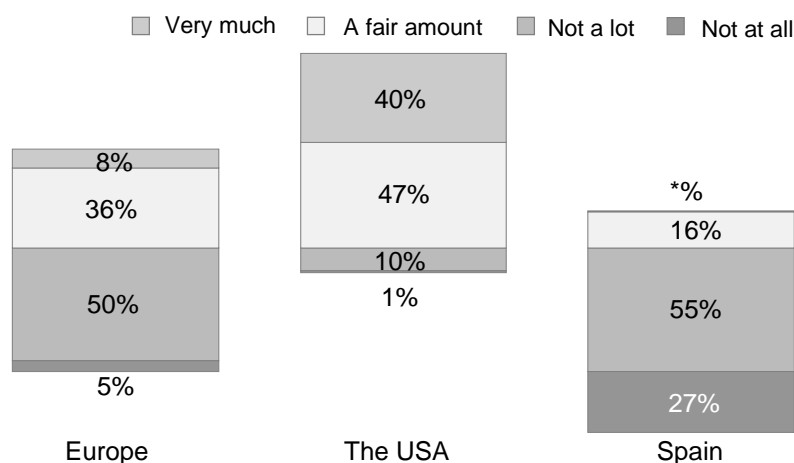
There is a clear perception that Britain places most value on its relationship with the United States. Two in five respondents believe that Britain values its relationship with the USA 'very much', while half (47%) say that we do so 'a fair amount'. Only 12% of the Spanish successor generation believe that we value our relationship with the United States either 'not a lot' or 'not at all'.

Less than one in ten respondents (8%), believe that we place a great deal of value on our relationship with Europe, while 36% think we place 'a fair amount' of value on it.

There is a perception by the Spanish that Britain does not value its relationships with their country. Sixteen per cent of the successor generation say that the relationship is fairly important to Britain, with only one respondent believing it is valued 'very much'.

Relationships Between Countries

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



Base: All successor generation in Spain (202), April-May 2000

Source: MORI

The focus group discussions highlighted a feeling that Britain tends to keep itself to itself. Unlike the USA, we were not perceived to get involved in things which do not necessarily concern us, which tended to be regarded quite positively. On the other hand, this isolationism was also perceived to stem from a feeling of superiority, through our colonial past – something which is reflected in a perceived lack of foreign news in our media. This, in turn, translates into feelings that we are not welcoming to foreigners, and somewhat racist.

I have the impression that people from this country are a little reserved towards foreigners. I think this is the impression that Spanish people have – this is not for political reasons, but the culture itself

Student

I think the true Englishman is a little racist – mainly because there are so many people from the colonies. There are a lot of Pakistanis, Indians and people from Singapore. These people form groups and do not integrate – rather like what happens with the Spanish

Student

I have been going to England since I was a child and I have always sensed a lot of discrimination towards Pakistanis, Indians and people from the Commonwealth. The English have always rejected them because they are considered to be inferior, lower in class and importance

Professional

Nine in ten (86%) of the successor generation think that Gibraltar, and the Spanish people's determination to regain the territory from Britain, affects relations between the two countries. A quarter (26%) believe that the European Union, including the distribution of EU funds, influences the relationship, while one in five (21%) cite tourism. Industrial relations are also perceived to have some bearing, mentioned by 13%.

Factors Affecting Relations Between Britain and Spain

Q36 What are the three most important factors affecting relations between Britain and Spain?

(Spontaneous responses)

	%
Gibraltar	86
EU/European integration/restructuring	26
Tourism	21
Industrial relations/trade	13
Politics/foreign policy	9
Commerce	8
Education/student exchanges	8
ECU/Euro/monetary union	8
Pinochet	8
Terrorism	7
Agricultural/fishing relations	7
Influence of monarchy	5
Football	4
Cultural differences/similarities	3
Don't know	2

All other answers 2% or less

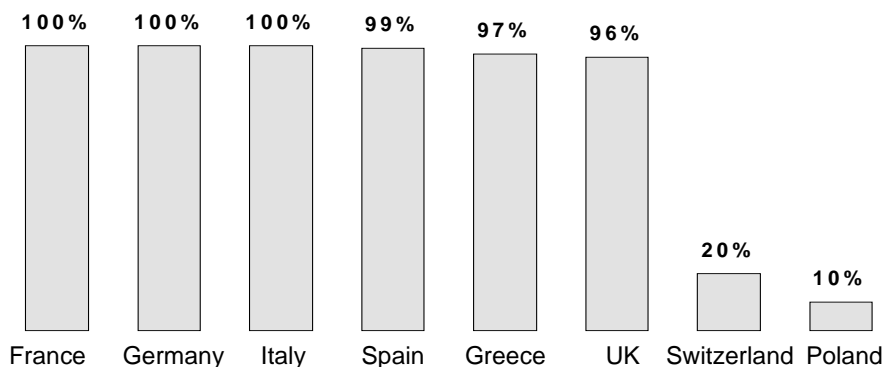
Base: All successor generation in Spain (202), April-May 2000

The European Union

Almost all (96%) are aware that the UK is a member of the European Union along with, France, Germany, Italy, Spain and Greece. All achieve between 100% and 96% recognition. Twenty per cent are also under the impression that Switzerland is an EU member, and 10% say the same for Poland.

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 Spain (202), April-May 2000

Source: MORI

Overall, three in five Spanish respondents (61%) believe that Britain plays a leading role in the European Union, with 12% agreeing strongly. In fact, according to one focus group participant:

The English think that they own Europe. They don't think that Spain, Italy or Portugal exist

Student

Seventeen per cent, on the other hand, do not believe this to be the case. Women and respondents based in Barcelona and Bilbao are most likely to think we do play a leading role.

Languages & the English Language

Nine in ten (94%) respondents in Spain speak English, which makes it by far the most widely-spoken foreign language tested. French and German come second and third, with 42% and 6% respectively.

Six per cent of respondents (i.e. all those who do not currently speak English) say that they would like to learn the language. German is actually the language which most people say they would like to learn, at 65%, followed by French (40%), Japanese (17%) and Chinese (13%).

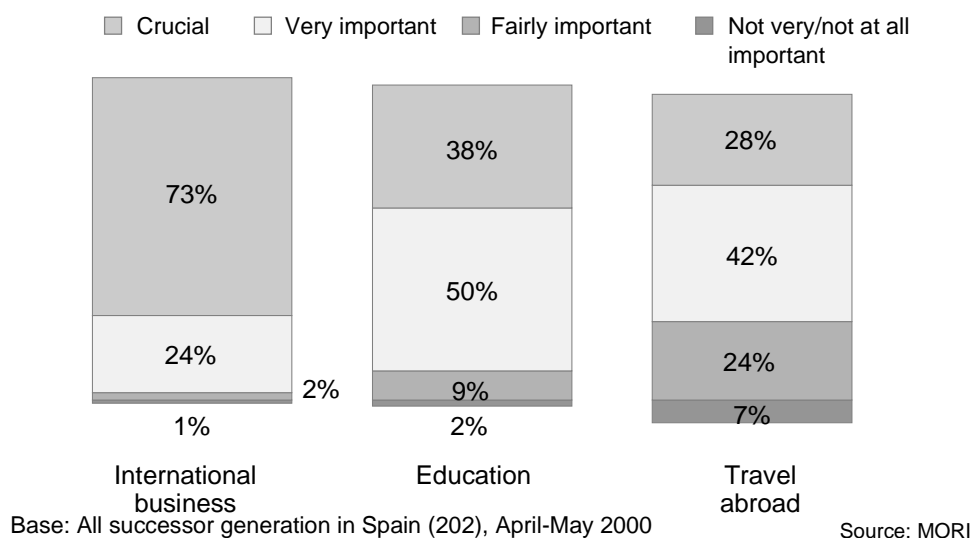
English is perceived to be 'crucial' for international business by 73% of the Spanish successor generation, and a further 24% think it is 'very important'. Only one per cent of respondents think that English is 'not very' or 'not at all' important in this respect.

Similarly, virtually all respondents think that English is either crucial (38%) or very important (50%) for education (either domestically or overseas). Just two per cent do not consider English to be important for education.

The least important use of English is perceived to be for travel abroad, but even here 28% consider it to be crucial, while a further 42% think it is very important. In this case, 7% of respondents think of English as not important.

Importance of English Language

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



Sources of Information about the UK

Local media (including local press, 54%, national TV news, 37%) and visiting the country personally (40%) are the most cited sources of information when forming an opinion about the UK.

Books (20%) are far more popular than the internet (6%), despite huge world-wide growth in the popularity of this latter source. The internet, however, is likely to become a very important future information source - younger respondents (aged 25-30) are more likely to use it (8% rating it among the most useful ways of getting information compared with 3% of respondents over 30 years old).

Seventeen per cent rely on information from other people who have been here, and a similar proportion (16%) get information from their friends and family. BBC World TV (21%) is significantly more likely to be relied upon than the BBC World Service on the radio (3%).

Sources of Information

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	54
Visiting the UK personally	40
National TV news	37
BBC World TV	21
Books	20
British press	20
Know people from the UK	19
People who have visited the UK	17
Word of mouth - friends & family	16
Films	8
Other International press	8
Academic Sources	7
Local radio	7
Internet	6
Other international TV	4
Word of mouth - work colleagues	4
BBC World Service	3
Embassies/consulates	1
Tourist authorities from the UK	1
Other official UK sources	*
Other	1
Don't know	*

Base: All successor generation in Spain (202), April-May 2000

Different population cohorts seek information from different sources. Whilst men and government sector employees typically use some form of media, women prefer to rely on first-hand experience, such as visiting the country personally. Where an individual lives also influences the source of information. Those from Valencia are most likely to select local press (77%), whilst the successor generation in Barcelona would prefer to visit the UK personally (41%). As would be expected, people who have visited the UK see personal experience (53%) as a more important source than non-visitors.

In the qualitative work, it was clear that, although a range of different information sources are used, word of mouth and personal experience were felt to be the most reliable ones:

[Where have you got your impressions of Britain?] From what I have heard people say about it. My brother was working there for a year and he has a very negative impression of the people there. He loves the country but not the people

Student

I've got to know Britain from the media, or English acquaintances

Student

I think the most reliable source of information would have to be the people who have been there. I think you can identify with them, as if it were yourself

Student

I think our opinion of the media in England would be much better if we had not been there. I'm fed up of seeing wonderful photographs of England, lovely scenery with sun and everything lovely and pretty. And when you go there, the houses aren't even pretty, not even the gardens. I think the English media make it much better than what it is. I only have a true idea from having been there, I only trust this

Professional

Visiting the UK

Only two in five (37%) members of the Spanish successor generation have never visited the UK. A total of 25%, on the other hand, have been to the UK for one visit, with a further 37% having been here on two occasions, and 8% five or more times.

As might be expected, older respondents have the highest average number of visits (2.1, compared to 1.3 for 30 year olds and younger).

Among those who have been to the UK, two in five (38%) have done so in the last two years, while a further 38% made their last visit between two and five years ago. Overall, for six per cent, on the other hand, their last visit was more than ten years ago, which will undoubtedly have an effect on their perceptions of our society.

Most of those people who have been to the UK have stayed for a while. Just 19% of previous visitors have not stayed in the UK for more than two weeks at a time. Two in five visitors (44%) have spent a fortnight or more on holiday, while 52% have studied this length of time, and 15% have worked.

In contrast to the world-wide results, men are no more likely than women to have spent two weeks or more in the UK working or studying, and women are less likely to have been on holiday here.

Implications

The successor generation in Spain tend to be more critical of the UK than respondents elsewhere in the world. They have a particularly high opinion of the USA in many spheres of life, including education, business and scientific innovation.

The Spanish view Britain as a conservative society, and one which is perhaps resting on its laurels and without that extra 'get up and go' of the USA. The British people tend to be seen as cold and unwelcoming with an anti-foreign attitude, and worryingly views are not better among the Spanish people who have actually visited the country.

Overall, Spanish perceptions of Britain can be summed up in the following words: 'traditional', 'stagnation' and 'coldness'. In contrast, the USA is thought to be 'innovative' and 'ambitious'. The Spanish perceive their own country as 'open to change' and their citizens as 'happy and warm'.

For those who took part in the focus groups, the overriding image of Britain as traditional is not always a bad thing. British people, for example, may not be friendly, but they are determined. Our businessmen, may not be innovative, but they are efficient. Our teachers are not creative, but their classes are of high quality. However, results in the quantitative survey indicate that while tradition is seen as a strength by some, it is more likely to be labelled a weakness.

Although the Spanish are less positive about our country than most other nationalities who have taken part this year, it should be pointed out that a significant minority are neutral about various aspects of Britain. This represents both a challenge and an opportunity when considering strategies to re-brand Britain in Spain.

British Society

While the multiculturalism of our country appears to be acknowledged, attitudes towards most other aspects of our society are less positive than is true world-wide. The majority believe that British citizens are not racially tolerant or welcoming towards foreigners - and our society is not thought of as 'classless'. The Spanish successor generation tend to believe the National Health Service is another area that could be improved. Our legal and government systems, on the other hand, are fairly well-regarded.

British Business

British business has a fairly negative image in Spain. There is a feeling that particular aspects of it are limiting our potential to grow and develop in this area. To improve our reputation, businessmen and women will need to be perceived as more innovative in their thoughts and actions. Furthermore, perceptions of the quality and value for money of our goods and services needs improving, as these are currently poorly rated.

British Art

Compared to the other 16 countries, Britain's reputation in the Arts is felt to be based more on the present than the past. Yet, opinions are somewhat divided as to whether we are renowned for our innovation and creativity in the Arts. Despite this, the focus groups revealed that art is seen as high quality, and (unusually for Britain) an area where we lead the world in innovation.

British Education

British education is quite highly regarded in Spain, and the British themselves are considered fairly well-educated. Despite this, it is the US which is seen as the place to go to be educated overseas (or via a distance learning course) and in terms of offering most credibility to potential employers. British educationalists – currently perceived as methodical, but boring – need to be seen as more creative in their approach in order to gain the praise of the Spanish.

How to Communicate with the Spanish Successor Generation

Information about countries, and the UK specifically, is gleaned through a wide variety of sources, especially the local press, visiting the country itself, or national TV news. Other key sources are BBC World TV, British press and books. All of these sources should be exploited, where feasible, to communicate a consistent and more up-to-date image of Britain. One perhaps needs to be a little wary of the UK media as a channel, as many are sceptical of its authenticity.

MORI/ 12648

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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 202 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% ±
3,000	1.1	1.6	1.8
1,000	1.9	2.8	3.1
202	4.1	6.3	6.9

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

Differences required for significance at or near these percentage levels*

Size of the samples compared	10% or 90% ±	30% or 70% ±	50% ±
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0

Topic Guide

Introduction – 5 mins

Name, job etc.

Communities

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

In the game we are going to pretend that there are three communities, and each one represents one of three countries - The United States, Great Britain, and Spain. 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 Spanish 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 Spanish 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 Spanish 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 Spanish 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 Spanish business ?

What about the American business - what does it do ? How are the American business's workers and managers different to their Spanish 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 Spanish business ?

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

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