

Attitudes Towards Britain and the British - Vietnam

Summary Report

**Research Study Conducted for
The British Council in Vietnam**

January - March 2000

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Preface

This report contains the findings and the computer tabulations of a study conducted for the British Council in Vietnam by Market & Opinion Research International (MORI) among a group defined as the ‘successor generation’ in Vietnam.

Background and Objectives

As the British Government’s principal agency for cultural relations overseas, the British Council’s overreaching 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 Vietnam perceive the United Kingdom, the Council instigated this market research study.

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 was agreed in consultation with MORI’s partner in Vietnam and the local British Council office:

- Aged 23 to 35
- Education: university or above
- Income: middle income or above
- Occupation: working at big private or foreign companies, state-owned companies, universities
- Position: middle-management level or above

Methodology

The survey was conducted in two distinct phases, beginning with two **qualitative focus group discussions** in Vietnam. The groups were held in Ho Chi Minh City and Hanoi on 26th and 27th January 1999. The decision as to which cities to use was taken in consultation with MORI’s local partner and the British Council office in Vietnam. In each case, they were moderated by an experienced researcher with MORI’s partner in Vietnam.

The objectives of this first stage were to:

- Explore how people perceive Britain:
 - top of mind thoughts
 - what feelings they have towards Britain
 - positive and negative images

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

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

The quantitative stage of the survey was undertaken after the Chinese New Year, among 200 members of the same target audience. Interviews were conducted face-to-face between 14th February and 3rd March 2000 in Hanoi and Ho Chi Minh City.

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 successor generation in Vietnam is more familiar with the US, the UK and Japan than with France: at least half say they know these countries at least a fair amount, while around one-third feel knowledgeable about France.
- Only 16% know this much about Germany, while two-thirds say they know it just a little.
- Respondents who live in Hanoi are more likely than those from Ho Chi Minh City to feel that they know Germany (21% vs. 11%) and the UK (61% vs. 44%), at least fairly well. The US, on the other hand, is better known in Ho Chi Minh City than in Hanoi (70% vs. 49%).
- Research has shown that the better a country is known, the better regarded it is. In this instance, respondents who know at least a little about each country - are more likely to be favourable towards France (56%) - reflecting the historical connection between Vietnam and the latter - than Japan (48%), the UK (41%) and the US (37%), best known country of the five measured. Nonetheless, it appears that respondents are actually not able to make any judgement in either direction, rather than being unfavourable.
- As can be expected from its familiarity levels, very few respondents are favourable towards Germany but, here again, a significant proportion (69%) feel they are not able to comment.
- Favourability towards all countries measured is generally higher in Hanoi than in Ho Chi Minh City.

Image of Great Britain

- Awareness of the different countries which make up the UK is high. At least three-quarters are able to name all four constituent countries. On the other hand, 14% of the successor generation spontaneously say that the UK is the same thing as GB.
- Recognition of England, Scotland and Wales, as part of the UK, is highest among participants in Hanoi.
- The Royal Family was the most frequently mentioned image of **England** in many other countries. In Vietnam, the pattern is different: the successor generation is more likely to associate England with football (22%, name this spontaneously) and our (in)famous weather (19%) than the Royal Family (10%).

- As in many other countries, kilts are by quite a long way the most recognised symbol of **Scotland**, nominated by 37% of Vietnamese respondents as the first thing they think of. Whisky is a particularly strong image of Scotland in Vietnam, followed by the perceived thrift and greediness of Scottish people, a reputation that is following them to Vietnam.
- Vietnam is also in line with the world-wide average when it comes to **Northern Ireland**, whose image is dominated by violence and religious conflicts (mentioned by 41%), and the IRA (12%). Only 2% refer to the peace process. A significant minority, though (22%), is unable to comment on the country.
- A higher proportion fails to conjure up any image at all when asked about **Wales** (28%). When they do, respondents are more likely to associate the nation with Diana, Princess of Wales, than anything else (38%). Princes Charles follows but is well behind (8%).

Strengths and Weaknesses

- The qualitative stage revealed that the Vietnamese successor generation perceives the UK as a traditional country living more in the past than in the present, of which citizens are said to be very ‘civilised’, and ‘respectful’ but cold and individualistic. These two aspects are spontaneously said to be UK’s major weaknesses, at the quantitative stage.
- On the other hand, the UK - regarded as a highly developed country - is praised for its stable economy (28% spontaneously mention this), but also for its language, said to be universal (16%) and its education system (11%).
- Despite featuring as the most recognised image of England, football is only spontaneously cited by 3% as a strength, while 6% see the conflict in Northern Ireland as a major weakness.

British Society

- Still, when asked about British society itself, opinion is divided as to whether it is traditional or modern, although, on balance, it is perceived as modern (51% vs. 45%).
- With regard to our national institutions, the successor generation in Vietnam tends to be fairly positive and knowledgeable: they think highly of our health service (56% ‘strongly’ agree that we have a good system), our legal system, our commitment to the environment (50% ‘strongly’ agree with this aspect), the lack of discrimination against women, and our democratic government.
- However, although our society is said to be multicultural, opinion is split when it comes to our attitudes towards foreigners and ethnic minorities. On balance, though, we are more likely than not, to be seen as welcoming towards foreigners and racially tolerant than not.

They behave differently to different people (Asian vs. European)

Ho Chi Minh City

- The qualitative research revealed that many think that the British are warm and polite to people they know, but distant towards strangers, while others are less sure and feel that British people are reasonably welcoming. But we also discovered that westerners, overall, are thought by many to discriminate racially against Asia and, highly developed countries, like Britain, are perceived to look down on developing countries. Therefore, Vietnamese feel quite distant to the British people because of their relatively low development level compared with Britain.

Discrimination of Europe to Asia is attributed to the developing level

Ho Chi Minh City

We think they do not care about other people but, actually, solidarity is high in the community

Hanoi

US people are more realistic than British people. They appear to be more sociable to their guests

Ho Chi Minh City

Indifferent, do not care about people, but kind hearted

Hanoi

The British respect personal affairs and privacy

Ho Chi Minh City

UK people greet and receive both strangers and familiar people very politely

Ho Chi Minh City

British Education

- Nearly every member of the successor generation rates the overall quality of British higher education as good. Furthermore, the British are themselves perceived as being well educated.

They have a very deep knowledge and seek to know things systematically

Hanoi

- This is certainly a feature that emerged from the groups, where it appeared that British education system is highly regarded among Vietnamese for its high standards and long history.

British education system is quite perfect thanks to its foundations

Ho Chi Minh City

I like UK teachers since they are very knowledgeable

Hanoi

I do not like Vietnamese teachers, I like US and UK ones since they have a lot of interesting things for me to study

Hanoi

They are more knowledgeable and academic than other countries. They convey what they know to their pupils more effectively than Vietnamese educationalists

Ho Chi Minh City

- However, despite the high praise for British education, the United States stands out as the country in which most members of the successor generation would prefer to study, nominated by more than half. The UK is second choice (20%). Australia, one of the two main rivals to the UK for attracting English-speaking students, comes third, while Canada - second competitor - achieves only 2%.
- The picture is similar when it comes to distance-learning courses, although slightly more people mention the UK.
- The group discussions raised a number of issues that could partly explain these findings. Although educationalists were said to be very knowledgeable, they were perceived to not always successfully transfer this knowledge to their students. Furthermore, British education was seen as very knowledge-based and maybe too theoretical, less practical and results orientated, therefore, less commercially valuable, unlike the American system.

In the US, we can learn modern things, UK is just good for research

Hanoi

UK education is stronger in history and social subjects but weaker in economics and technology in comparison with the US

Ho Chi Minh City

- Furthermore, a large majority (69%) say that the US is more likely to be regarded as the country that offers the educational qualifications which provide the most credibility with potential employers - especially for respondents who live in Ho Chi Minh City (74%) compared to those from Hanoi (64%) - as opposed to the UK (22%) and Australia (6%).

Most of us like to study in the US since we can get realistic knowledge, which can be applied immediately

Hanoi

US certificates and diplomas are widely accepted all over the world

Hanoi

(The British educationalist) does not care if students can understand and digest what they are taught...American teachers do a better job in teaching English than British ones – they are more sympathetic to students

Ho Chi Minh City

The English Language

- Every member of the successor generation in Vietnam speaks English. Whether it is for business, education, travelling and career development or knowledge enhancement, the English language (said to be one of UK's main strengths), is seen as important by this audience.
- One-third also speaks French, but if they could speak another language, another 45% would like to speak French, while around two in five would learn Chinese, and one-third Japanese.
- But it is clear that the ability to speak English is seen as vital in Vietnam.

British Business

- The US and Japan are viewed - by almost all respondents - not only as major financial trading centres but also as having world-beating companies. The UK - of which businesses are said to be mainly in services and financial services (i.e. banking and insurance) follows closely, while Germany and France are well behind.
- The focus groups tended to praise Britain for being able to build commercial relationships all over the world but also described the British system as ancient and lacking dynamism, in comparison with the US. Indeed, the US was perceived to be a more dynamic country and its financial services more developed than those of the UK.

In the XVI century, “the sun never sets in UK”. It is losing its important role nowadays

Ho Chi Minh City

- British products and services are highly regarded for their quality (39% say they are ‘very’ good, while none say they are poor). Similarly, our managers are highly rated (89% say they are good), as is our workforce, although marginally less regarded than the former (76%).

British products are very safe in standard and quality

Ho Chi Minh City

UK concentrates more on international markets than domestic ones, since the latter is not big enough

Ho Chi Minh City

- As emerged from the qualitative work, British businessmen are praised for their professionalism, expertise and firmness in making business decisions. However, findings also indicate that they are perceived as over-cautious in their dealings and behaviour. Furthermore, it is felt that they tend to exercise strict management and human resources control which can lead to discrimination.

Team working and specialisation are not as good as in the US

Hanoi

Useful people in the UK are highly appreciated; useless people are immediately sacked. One is just asked to have good skills in a certain area, no specific knowledge

Ho Chi Minh City

It is better to study in the UK and work in the US, since it is more applicable and realistic

Ho Chi Minh City

(British businessmen) They are mature, cool and calm

Hanoi

Managing styles of UK and US are quite similar. There is obvious positive discrimination but US is a bit less obvious

Ho Chi Minh City

UK businessmen are very knowledgeable, mature, but a bit slower than US one

Ho Chi Minh City

Britain's Relationship With Other Countries

- Britain is perceived to highly value its relationships with all the countries/associations measured, with the exception of Vietnam: at least two-thirds say we value our relations with the US, the Commonwealth and Europe. However, opinion is divided when asked about Vietnam.

UK people are extremely interested in international relationships

Ho Chi Minh City

- The qualitative research suggests that, given its colonial past, Britain is seen to have a very strong interest in international affairs, and is very close to its American counterpart, maybe too close. Both countries were said to be very keen on influencing other nations, although the US was felt to have more influence on the world than the UK, at least economically.

The UK takes charge of its country as well as its colonies with a flexible policy, not with force and imposition like the US

Ho Chi Minh City

- Almost all respondents know that the UK is part of the European Union (89%).

Science & Technology

- Here again, the US and Japan lead the way in terms of their scientific and technological innovation. In this instance, though, Germany has a marginally stronger reputation than the UK, and is well ahead of France.
- These results appear to back up the opinions expressed in the qualitative research, where British scientists, although responsible for a number of great scientific break-throughs, were not considered as leading in applied science. American scientists, in contrast, were perceived to be more successful in this area to turn out commercial products which carry high economic values.
- This could explain why there is such low awareness of the fact that a number of important inventions do in fact emanate from Britain and why they are attributed to the Americans; more than four in five believe that the World-Wide Web and Viagra are American inventions; regarding TV, opinion is more divided: around one-third attribute its creation to the Americans and the same proportion to the Japanese; the jet engine is also said to have been invented by our US counterparts, while around one-fifth suggests Germany as the country of origin.

UK develops much in theoretical science. They are more experimental and theoretical

Ho Chi Minh City

British Media

- Our media is highly regarded in Vietnam: almost three in five say that the British media tells the truth, as opposed to 12%.
- This is reinforced when compared with the media in Vietnam; 70% believe that the British media is more honest than that in Vietnam. An even higher proportion - 94% - believe that the British media is of a higher quality.

I like to read British newspapers because they have precise information and good analysis

Hanoi

- The qualitative phase showed that UK newspapers are praised for providing valuable information; they are professional, but maybe more suitable for study and research purposes, while American papers are thought to be more relevant, in general.

Intellectual people prefer to read UK newspapers to US

Hanoi

I prefer to read the US newspapers, since I feel that they are more relevant to me. US lifestyle is closer to ours than the UK one is

Ho Chi Minh City

- The successor generation in Ho Chi Minh City is particularly favourable towards our media: while 65% believe it tells the truth, 80% say that it is more honest than their own.

British Arts

- Once again, the quantitative findings back up the qualitative work: there is a general consensus that Britain's reputation is based more in the past than in the present; nine in ten respondents agree with this statement, while only 3% disagree.

(I admire) Charles Dickens, William Shakespeare, whose plays have tremendous educational benefit and enrich audiences' knowledgeable and understanding

Hanoi

- This is reinforced by the fact that, although two in five say that Britain is renowned for creativity and innovation in the arts (41%), significant proportion disagree (26%) or feel unable to comment in either direction (34%). A same proportion agree that British design is renowned around the world, while 24% disagree and 37% feel unable to judge.

Artists are highly appreciated in UK for a long period, as Shakespeare is imperishable over time not only in British but also in US people's minds

Ho Chi Minh City

- However, when asked to cite contemporary British pop musicians, the large majority appears to be very knowledgeable: the Spice Girls are the most mentioned artists (58% mentioned them spontaneously), followed by Elton John (47%). These are followed by The Beatles and John Lennon, still considered as contemporary. With the exception of Brian Adams, Michael Jackson and the Backstreet Boys, all mentioned by only 1%, all the artists cited are British, though.

British Personalities

- Respondents were then asked which, if any, of a list of 22 celebrities they had heard of, which they thought were British, and which would be a positive role model for them personally. With the exception of Robin Williams, all were British.
- The Spice Girls and Tony Blair are the most recognised British 'celebrities' among the successor generation in Vietnam, followed by Naomi Campbell (98%, 96% and 86% respectively). The first two also are the most likely to be thought of as British (85% and 94%). Robin Williams (the only American in the list) is recognised by 36% of respondents. However, only 14% say he is British. It is interesting to note that recognition of Naomi Campbell's British background is low, an indication that, perhaps, her colour is something which Vietnamese do not associate with Britain.
- Tony Blair stands out as a potential role model for almost half of the successor generation in Vietnam, while only 1% say the same about the Spice Girls.
- It should be noted that a red herring was inserted into the list - Firzana Perveen from the British Council in the UK. However, encouragingly, none of the respondents recognised her or claim to know she is British.
- When it comes to sports celebrities, the successor generation is more knowledgeable about football than any other sports. When asked to cite one or two sports people, they are more likely to name British footballers: David Beckham (72% spontaneously), Michael Owen (18%) and Alan Shearer (17%).

Sources of Information About Great Britain

- Vietnamese media is the main source of information when looking for information about a country; almost half mention the local press and the local TV news, while two in five cite the media in general - media that are also said to be their *single* source by more than one-fifth (23%).
- The international press is also mentioned by a significant proportion (39%), as is the Internet (38%).
- The pattern is similar when looking for some information about the UK; local TV news and the local press are of equal importance; here, the Internet is the third most important source, as mentioned during the group discussions.
- The British press is also a source of information for a significant proportion (22%), while 13% mentioned BB World TV and only 3% cite BBC World Service.
- Two Vietnamese respondents mentioned the British Council.

*Information about the US is easier to find and is available
than that about the UK*

Ho Chi Minh City

Implications

- Results of the quantitative stage appear to back up the findings of the qualitative stage. Indeed, the successor generation in Vietnam has, overall, a positive opinion of the UK. They are knowledgeable about and positive towards British institutions e.g. the education system. However, the UK remains in the shadow of Japan, and above all the US, and is felt to have lost its position as a world power. We are perceived as not being able to move on from our glorious past and to innovate.
- Inevitably, Vietnamese are more familiar with the US than the UK, not only because of the war and its resultant impact on immigration to the US, but also because of the perceived openness and influence of the US society. Increasingly, there is a large Vietnamese community in the US.
- The UK appears to be less favourable a destination than the US for Vietnamese to study or work. Britain is rich in history and well-respected for that. However, it seems to the Vietnamese to be living more in the past than the present. By comparison, the US is perceived as more aggressive, proactive and creative in education and business. The US cosmopolitan and open lifestyle is more felt to be conducive to the Vietnamese. There are also a lot more opportunities to 'strike it rich' and be successful in the US.
- To promote the UK, a more modern and innovative image must be projected to attract Vietnamese to study or invest here, and also to use the local Vietnamese media, ie. TV and newspapers, to convey the required messages but also the Internet.

MORI/12649

*Janette Henderson
Andy Martin
Fabienne Obadia*

Appendices

British Council Vietnam

Topic Guide

Introduction – 5 minutes

Name, job etc.

Communities

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

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

PART A – THE PEOPLE

10 minutes

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 INSERT COUNTRY NAME 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 INSERT COUNTRY NAME community? How does it compare with the British community?

And in the American community?

PART B – HIGHER EDUCATION

10 minutes

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 ?

MORI

What kind of teacher are they ? What is their teaching style ?
What are that person's good and bad points ?
What about an American who represents education - what sort of person do you think of? What kind of teacher are they ? What kind of educational establishment do they teach at ?
And the educationalist in the INSERT COUNTRY NAME community. What are they like?
Overall, who would you choose to be your 'teacher' ? Why ?
What are the best points about the educationalist in each country ? And what are their worst points ?

PART C – ART

10 minutes

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 INSERT COUNTRY NAME community, what kind of artist would they be ?
What about the person in the American community - what kind of art would they produce?
And the British person who represents the Arts ?

Thinking about the British 'artist', describe that person to me.
What is the quality of their work ?
How well regarded do you think that person is in their own community, and elsewhere?
What are that person's major strengths ?
Which of the three 'artists' would you most admire ? And why ?

PART D – DECISION-MAKER

10 minutes

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

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

PART E – INTERNATIONAL RELATIONSHIPS

5 minutes

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 ?

PART F – BUSINESS

10 minutes

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

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

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

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

PART G – THE MEDIA

10 minutes

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

What about the American newspaper - how is that different ?

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

PART H – SCIENCE & TECHNOLOGY

10 minutes

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

OVERALL IMPRESSIONS

5 minutes

Could you describe in three words each of the communities?
Would you live in the British community? Why/Why not?
And now thinking about your ideal community - how would you describe that in three words?

BRITAIN

10 minutes

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?

What do you think are the things which have most influenced your impressions of Britain? What source(s) of information has been the most valuable when you looked for some information about Britain? i.e. magazines, newspapers, programmes on TV/radio, Internet, friends, travel agencies...

Earlier, you said that the British:

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

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

How else have you found out about Britain?

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

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 200 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% ±
200	4.2	6.4	6.9
140	5	7.6	8.3
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% ±
100 vs 100	8.3	12.7	13.9
150 vs 50	9.6	14.7	16.0