

**Questionnaire 2021 – 25-08-2021 Draft 6**  
**British Council**  
**Perceptions of the UK Internationally**

Target length of interview: 20 minutes (tbc)

Start fieldwork:

End fieldwork:

**PLEASE NOTE THE FOLLOWING:**

**SCRIPTING INSTRUCTIONS ARE SHOWN IN BLUE**

**MANY QUESTIONS USE THE SAME ANSWER LISTS: THESE ARE SHOWN BELOW AND ARE NOT REPEATED WITH INDIVIDUAL QUESTIONS. PLEASE USE THE CODE NUMBERS SHOWN BELOW FOR COUNTRIES.**

**PLEASE INCLUDE 99 DON'T KNOW ONLY WHEN SPECIFIED**

<b>Country list A</b>	<b>Country list B</b>
1. Argentina	20. <b>Egypt</b>
2. Australia	21. <b>Kenya</b>
3. <b>Brazil</b>	22. <b>Nigeria</b>
4. Canada	23. <b>Pakistan</b>
5. <b>China</b>	24. <b>Ukraine</b>
6. France	
7. Germany	
8. <b>India</b>	
9. <b>Indonesia</b>	
10. Italy	
11. <b>Japan</b>	
12. <b>Mexico</b>	
13. Russia	
14. <b>Saudi Arabia</b>	
15. South Africa	
16. South Korea	
17. Turkey	
18. United Kingdom	
19. USA	

**THROUGHOUT, PLEASE NOTE THE FOLLOWING CODE NUMBERS (UNLESS STANDARD CORTEX QUESTION):**

**96 OTHER (SPECIFY)**

**97 PREFER NOT TO SAY**

**98 NONE OF THESE**

**99 DON'T KNOW**

## Demographic question set

### SCREENER

Base: all respondents

#### D1

What is your gender?

1. Male
2. Female
3. In another way [ALL COUNTRIES EXCEPT FOR CHINA, INDONESIA, RUSSIA, SAUDI ARABIA, TURKEY]
4. Prefer not to say

Base: all respondents

#### D2 [S]

What is your age?

1. Under 18 **THANK AND CLOSE**
2. 18-24
3. 25-34
4. 35-44 **THANK AND CLOSE**
5. 45-54 **THANK AND CLOSE**
6. 55-64 **THANK AND CLOSE**
7. 65+ **THANK AND CLOSE**

Base: all respondents

#### D3 [S]

And what is the highest level of education you have completed to date?

**SCRIPTING: SEE COUNTRY-SPECIFIC SPREADSHEET.**

**SCRIPTING: CLOSE IF EDUCATION LOWER THAN SECONDARY**

Base: all respondents

#### D4 [S]

How would you categorise [IF US SHOW categorize] the area in which you live?

*Please select one answer*

1. Urban area (inner city / town)
2. Semi-urban area (outskirts of a city / suburban area / small town)
3. Rural area (areas other than towns or cities, such as the countryside, villages or farms)

Base: all respondents

#### D5 [S]

**SCRIPTING: SEE COUNTRY-SPECIFIC SPREADSHEET.**

## MAIN QUESTIONNAIRE

Welcome! This questionnaire is about your views of different countries around the world. It will take around 20 minutes to complete and we hope you find it interesting.

Base: all respondents

**Q1. [M]**

Which, if any, of the following are you particularly interested in?

*Please select all that apply*

**ROTATE ORDER, EXCEPT CODE 98 (NONE OF THESE) ROOTED TO THE BOTTOM**

1. Studying in another country
2. Visiting other countries as a tourist
3. Doing business / Trading with people or organisations [**IF US SHOW**: organizations] in other countries
4. Living and working in another country
5. Making personal contacts and friendships with people from other countries
6. Learning about and enjoying the arts and culture of other countries
98. None of these [**SINGLE CODE**]

**RANDOMISE ORDER IN WHICH QUESTIONS Q2a TO Q2f ARE ASKED.**

**RANDOMISE ORDER OF COUNTRIES BUT KEEP ORDER OF COUNTRIES SHOWN TO PARTICIPANT CONSISTENT ACROSS ALL QUESTIONS AT Q2a TO Q2f.**

**EXCLUDE PARTICIPANT'S OWN COUNTRY ACROSS ALL QUESTIONS AT Q2a TO Q2f**

## Core Questions

Base: all respondents

**Q2a [M]**

Which THREE of the following countries do you find MOST attractive as a country in which to study?

*Please select three countries*

**3 ANSWERS MUST BE SELECTED BEFORE RESPONDENT CAN MOVE ON**

**USE LIST A**

98. None of these [**SINGLE CODE**] [**ROOTED TO BOTTOM**]

Base: Routed half of sample through Q2b and the other half through Q2ba – use least fill

**Q2b [M]**

Which THREE of the following countries do you find MOST attractive as a source of arts and culture (e.g. music, theatre, literature, visual arts, film, museums, etc.)?

*Please select three countries*

**3 ANSWERS MUST BE SELECTED BEFORE RESPONDENT CAN MOVE ON**

**USE LIST A**

98. None of these [**SINGLE CODE**] [**ROOTED TO BOTTOM**]

Base: Routed half of sample through Q2b and the other half through Q2ba – use least fill

**Q2ba**

Which THREE of the following countries do you find MOST attractive as a source of arts and culture (e.g. classical/ popular music, digital arts, theatre, literature, visual arts, film, museums etc.)?

*Please select three countries*

**3 ANSWERS MUST BE SELECTED BEFORE RESPONDENT CAN MOVE ON**

**USE LIST A**

98. None of these [**SINGLE CODE**] [**ROOTED TO BOTTOM**]

Base: all respondents

**Q2e [M]**

Which THREE of the following countries do you find MOST attractive as a country with which to do business / trade?

*Please select three countries*

**3 ANSWERS MUST BE SELECTED BEFORE RESPONDENT CAN MOVE ON**

**USE LIST A**

98. None of these [SINGLE CODE] [ROOTED TO BOTTOM]

Base: all respondents

**Q2f [M]**

Which THREE of the following countries do you find MOST attractive as a country to visit as a tourist?

*Please select three countries*

**3 ANSWERS MUST BE SELECTED BEFORE RESPONDENT CAN MOVE ON**

**USE LIST A**

98. None of these [SINGLE CODE] [ROOTED TO BOTTOM]

## Issues & Values question set

Base: all respondents

**Q4 [M]**

We would now like you to think about different issues the world is facing.

Which, if any, of these do you think are the most important issues facing the world today?

*Please select all that apply*

**RANDOMISE, EXCEPT CODES 96-99 ROOTED TO BOTTOM**

1. Unemployment
2. Economic growth
3. The state of the global financial system
4. Poverty
5. Inequality
6. Climate change / the environment
7. Erosion of religious values
8. Migration / refugees
9. Extremism / terrorism
10. Armed conflicts
11. Infringements on personal freedom
12. Discrimination in society (for example, based on age, gender, race, ethnicity, disability or sexual orientation)
13. Globalisation [US: Globalization]
14. Political polarisation [US: polarization] / people not being able to agree on important issues
15. Misinformation / disinformation/fake news
17. Increasing nationalist sentiment
18. Access to education
19. The coronavirus pandemic
96. Other
99. Don't know [SINGLE CODE] [ROOTED TO BOTTOM]

QUESTIONS Q5, Q6, Q7, Q8, ASK PARTICIPANTS ABOUT THE UK AND FOUR OTHER COUNTRIES RANDOMLY CHOSEN FROM COUNTRY LIST A (BUT NOT PARTICIPANTS' OWN COUNTRY) BASED ON LEAST FILL.

PARTICIPANTS FROM THE UK SHOULD NOT BE ASKED ABOUT THE UK, JUST FOUR COUNTRIES RANDOMLY CHOSEN BASED ON LEAST FILL.

INCLUDE A MONITORING VARIABLE

THE COUNTRIES ASKED ABOUT, AND THE ORDER COUNTRIES ARE SHOWN IN, SHOULD BE CONSISTENT FOR INDIVIDUAL PARTICIPANTS ACROSS ALL QUESTIONS Q5, Q6, Q7, Q8.

SHOW AS COLLAPSABLE GRIDS

Base: all respondents

We would now like you to think about a few different countries again.

**Q5 [S]**

Thinking generally about people, to what extent do you distrust or trust people from each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**SHOW SAME LIST AND ORDER OF COUNTRIES: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents, IF NOT UK 'UK + 4 COUNTRIES', IF UK 'ONLY 4 COUNTRIES'

**Q6 [S]**

And now thinking about Government, to what extent do you distrust or trust the government from each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**SHOW SAME LIST AND ORDER OF COUNTRIES: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents, IF NOT UK 'UK + 4 COUNTRIES', IF UK 'ONLY 4 COUNTRIES'

**Q7 [S]**

And now thinking about institutions – such as the media, police, justice system – to what extent do you distrust or trust the institutions in each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**SHOW SAME LIST AND ORDER OF COUNTRIES: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents, IF NOT UK 'UK + 4 COUNTRIES', IF UK 'ONLY 4 COUNTRIES'

**Q8 [S]**

And taking everything into consideration, how attractive overall do you find each of the countries below?  
*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Very unattractive
- 1.
- 2.
- 3.
- 4.
- 5. Neither attractive nor unattractive
- 6.
- 7.
- 8.
- 9.
- 10. Very attractive
- 99. Don't know

**SHOW SAME LIST AND ORDER OF COUNTRIES: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents

Now we would like to ask you a couple of questions about values.

Base: all respondents

**Q9a [M]**

Which THREE of the values listed below, if any, do you think are the most important values that countries around the world should support and encourage in the 21st century?

*Please select THREE*

**NO MORE THAN THREE ANSWERS CAN BE SELECTED  
RANDOMISE, EXCEPT CODES 96-99 ROOTED TO BOTTOM**

- 1. Inclusiveness (providing equal opportunities for all in society)
- 2. Respecting different cultures and valuing diversity
- 3. Equality (providing equal rights for people regardless of their age, gender, race, ethnicity, disability or sexual orientation)
- 4. Respect for others
- 5. Tolerance of others' views
- 6. Freedom (e.g. freedom of thought, conscience, religion, opinion, expression)
- 7. Sustainability (e.g. care for the environment, protecting nature)
- 8. Working for a peaceful world, ending armed conflict
- 9. Valuing tradition
- 10. Co-operation, solidarity (working together to a common aim, caring for and supporting others)
- 11. Personal responsibility
- 12. Looking after the vulnerable in society, reducing gaps between the rich and poor
- 13. Honesty / transparency
- 14. Religion and spirituality/ religious values
- 96. Other
- 98. None of these [SINGLE CODE]
- 99. Don't know [SINGLE CODE]
- 97. Prefer not to say [SINGLE CODE]

Base: all respondents

**Q10 [S]**

And thinking about both your own country and the other countries listed below, how well do you think they support and encourage the values you think are important in the 21st century?

*Please select one answer*

**DO NOT RANDOMISE/ROTATE**

1. Very well
2. Fairly well
3. Neither well nor poorly
4. Fairly poorly
5. Very poorly
99. Don't know

**USE COLLAPSABLE GRID**

**SHOW SAME LIST OF COUNTRIES AS Q5-Q8 BUT RANDOMISE ORDER (DO NOT MAINTAIN ORDER FROM Q3): IF NOT UK 'UK + OWN COUNTRY + 4 OTHER RANDOM COUNTRIES', IF UK 'OWN COUNTRY + 4 OTHER RANDOM COUNTRIES'. USE LIST A**

## Soft power qualities question set

**QUESTIONS Q12 – Q14A, ASK PARTICIPANTS ABOUT A RANDOM SELECTION OF ONE OF CHINA, FRANCE, GERMANY, INDIA, JAPAN, RUSSIA, UK AND USA BASED ON LEAST FILL.**

**INCLUDE A MONITORING VARIABLE**

**REPEAT Q12-14 ONCE WITH A DIFFERENT COUNTRY FROM THIS LIST OF EIGHT THEN ASK Q12-14A ABOUT THE PARTICIPANTS' OWN COUNTRY. SHOW AS COLLAPSIBLE GRIDS**

Base: all respondents

**Q12 [S]**

Thinking specifically about [INSERT COUNTRY], to what extent do you agree or disagree with the following statements?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99  
ROTATE ORDER OF STATEMENTS.**

0. Strongly disagree
  - 1.
  - 2.
  - 3.
  - 4.
  5. Neither/nor
  - 6.
  - 7.
  - 8.
  - 9.
  10. Strongly agree
  99. Don't know
1. People from [INSERT COUNTRY] value diversity and cultural difference
  2. People from [INSERT COUNTRY] are open and welcoming
  3. [INSERT COUNTRY] has world leading arts and cultural institutions and attractions (e.g. theatres [**IF US: theaters**], museums and galleries) or (e.g. classical/ popular music, digital arts, theatre [**IF US: theaters**], literature, visual arts, film, museums and galleries) **[50% OF SAMPLE SHOULD GET EACH VERSION OF THIS QUESTION, ALLOCATE USING LEAST FILL]**
  4. [INSERT COUNTRY] has world leading sports teams and events
  5. [INSERT COUNTRY]'s education system fosters creativity and innovation
  6. [INSERT COUNTRY] has world leading Universities and academic research



7. **[INSERT COUNTRY]** is at the cutting edge of science and technology

Base: all respondents

**Q13 [S]**

And still thinking specifically about [INSERT COUNTRY], to what extent do you agree or disagree with the following statements?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99  
ROTATE ORDER OF STATEMENTS.**

0. Strongly disagree

1.

2.

3.

4.

5. Neither/nor

6.

7.

8.

9.

10. Strongly agree

99. Don't know

1. **[INSERT COUNTRY]** is a global power

1. **[INSERT COUNTRY]** is a strong example of a democratic society

2. **[INSERT COUNTRY]**'s government treats everybody who lives in the country fairly

3. **[INSERT COUNTRY]**'s government works constructively with other governments around the world

4. **[INSERT COUNTRY]**'s government contributes its fair share to aiding development in poorer countries

5. **[INSERT COUNTRY]** has good public services

6. **[INSERT COUNTRY]** is a force for good in the world

Base: all respondents

**Q14 [S]**

And still thinking specifically about [INSERT COUNTRY], to what extent do you agree or disagree with the following statements?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99  
ROTATE ORDER OF STATEMENTS.**

0. Strongly disagree

1.

2.

3.

4.

5. Neither/nor

6.

7.

8.

9.

10. Strongly agree

99. Don't know

1. [INSERT COUNTRY] respects the rule of law
2. [INSERT COUNTRY] values individual liberty
3. [INSERT COUNTRY] demonstrates respect and tolerance for those with different faiths and beliefs
4. [INSERT COUNTRY] has strong non-governmental institutions (for example, voluntary and charitable organisations [IF US SHOW organizations])
5. [INSERT COUNTRY] has a free and fair justice system
6. [INSERT COUNTRY] has a free press and media

Base: all respondents

#### Q14a [S]

And still thinking specifically about [INSERT COUNTRY], to what extent do you agree or disagree with the following statements?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99  
ROTATE ORDER OF STATEMENTS.**

0. Strongly disagree

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

Neither/nor

10. Strongly agree

99. Don't know

1. [INSERT COUNTRY] values nature and the environment
2. The government of [INSERT COUNTRY] works constructively with other countries on climate change
3. The government of [INSERT COUNTRY] has been effective in its handling of the COVID-19 pandemic
4. [INSERT COUNTRY] has led in the development of COVID-19 vaccines
5. The government of [INSERT COUNTRY] has supported other countries through the COVID-19 pandemic (e.g. providing vaccines, PPE, medicines)
6. The government of [INSERT COUNTRY] is a good global citizen in cyberspace (e.g. works with other countries to reduce online crime, cyber attacks and misinformation)

#### REPEAT Q12 – Q14a FOR 2 OTHER COUNTRIES

Base: all respondents

Now we have a few questions about things you've done, and what you intend to do.

Base: all respondents

**Q15a [M]**

Please select any of the following countries:

*Please select all that apply*

**COLLAPSIBLE GRID**

**FREEZE QUESTION TEXT AT TOP OF SCREEN**

**RANDOMISE COUNTRIES (SAME ORDER AS Q2a-Q2f). DO NOT SHOW PARTICIPANTS' OWN COUNTRY.**

1. That you have visited
2. That you have done business / trade with
3. That you have studied in (at school, college or University)
4. Whose arts and culture you enjoy

**USE LIST A**

98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**

Base: all respondents

**Q15b [M]**

And now thinking about your future plans...

Please select any of the following countries:

*Please select all that apply*

**COLLAPSIBLE GRID**

**FREEZE QUESTION TEXT AT TOP OF SCREEN**

**RANDOMISE COUNTRIES (SAME ORDER AS Q2a-Q2f). DO NOT SHOW PARTICIPANTS' OWN COUNTRY.**

1. That you intend to visit (again)
2. That you intend to do business / trade with (again)
3. That you intend to study in (again) e.g. at school, college or University
4. Whose arts & culture you intend to experience (more) in the future

**USE LIST A**

98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**

Base: all respondents

**Q15c [S]**

Thinking about everything you've read, heard and experienced, how favourable or unfavourable is your view of these countries?

*Please select one answer*

**SHOW AS COLLAPSIBLE GRIDS**

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

**REVERSE ORDER FOR ALTERNATE INTERVIEWS**

0. Very unfavourable
- 1.
- 2.
- 3.
- 4.
5. Neither favourable nor unfavourable
- 6.
- 7.
- 8.
- 9.
10. Very favourable
99. Don't know **[ROOTED TO BOTTOM]**

**SHOW SAME LIST AND ORDER OF COUNTRIES AS Q5-Q8: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents

**Q15d [S]**

And taking everything in to account, how would you rate these countries on their overall influence in the world?

*Please select one answer*

**SHOW AS COLLAPSIBLE GRIDS**

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99  
REVERSE ORDER FOR ALTERNATE INTERVIEWS**

- 0. A very negative influence in the world
- 1.
- 2.
- 3.
- 4.
- 5. Neither negative nor positive
- 6.
- 7.
- 8.
- 9.
- 10. A very positive influence in the world
- 99. Don't know [ROOTED TO BOTTOM]

**SHOW SAME LIST AND ORDER OF COUNTRIES AS Q5-Q8: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

Base: all respondents

**Q15e [S]**

Overall, how much would you say you know about these countries?

*Please select one answer*

**SHOW AS COLLAPSIBLE GRID, HAVE SCALE ACROSS THE TOP AND COUNTRIES DOWN THE SIDE REVERSE ORDER FOR ALTERNATE INTERVIEWS**

- 1. Know a lot
- 2. Know a fair amount
- 3. Know a little
- 4. Know almost nothing about
- 5. Hadn't heard of before today [ROOTED TO BOTTOM]
- 99. Don't know [ROOTED TO BOTTOM]

**SHOW SAME LIST AND ORDER OF COUNTRIES AS Q5-Q8: IF NOT UK 'UK + 4 OTHER RANDOM COUNTRIES', IF UK 'ONLY 4 OTHER RANDOM COUNTRIES'**

**USE LIST A**

## UK ENGAGEMENT WITH LIST B COUNTRIES

Base: all UK respondents

We would now like you to think about a few different countries again.

### Q5i [S]

Thinking generally about people, to what extent do you distrust or trust people from each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**USE LIST B**

Base: all UK respondents

### Q6i [S]

And now thinking about Government, to what extent do you distrust or trust the government from each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**USE LIST B**

Base: all UK respondents

**Q7i [S]**

And now thinking about institutions – such as the media, police, justice system – to what extent do you distrust or trust the institutions in each of these countries?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

**USE LIST B**

Base: all UK respondents

**Q8i [S]**

And taking everything into consideration, how attractive overall do you find each of the countries below?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Very unattractive
- 1.
- 2.
- 3.
- 4.
- 5. Neither attractive nor unattractive
- 6.
- 7.
- 8.
- 9.
- 10. Very attractive
- 99. Don't know

**USE LIST B**

Base: all UK respondents

Now we have a few questions about things you've done, and what you intend to do with respect to these countries.

Base: all UK respondents

**Q15ai [M]**

Please select any of the following countries:

*Please select all that apply*

**USE COLLAPSIBLE GRID. HAVE STATEMENTS (1-4) ACROSS TOP; COUNTRIES FROM LIST B DOWN SIDE.**

**SHOW COUNTRIES ON ONE SCREEN.**

1. That you have visited
2. That you have done business / trade with
3. That you have studied in (at school, college or University)
4. Whose arts and culture you enjoy

**USE LIST B**

98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**

Base: all UK respondents

**Q15bi [M]**

And now thinking about your future plans...

Please select any of the following countries:

*Please select all that apply*

**USE COLLAPSIBLE GRID. HAVE STATEMENTS (1-4) ACROSS TOP; COUNTRIES FROM LIST B DOWN SIDE.**

1. That you intend to visit (again)
2. That you intend to do business / trade with (again)
3. That you intend to study in (again) e.g. at school, college or University
4. Whose arts & culture you intend to experience (more) in the future

**USE LIST B**

98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**

## Engagement with the UK question set (including British Council engagement)

Base: all respondents except UK

### Q16a [M]

Which, if any, of the following apply to you? Please consider anyone you may know, whether in-person or online.

*Please select all that apply*

**DO NOT RANDOMISE/ROTATE**

1. Have (or had) family living in / from the UK
2. Have (or had) friends in your country who are from the UK
3. Have (or had) friends from your country who live in the UK
4. Have (or had) other friends who live in the UK
98. None of these [SINGLE CODE]

Base: all respondents in UK

### Q16b [M]

Which, if any, of the following apply to you? Please consider anyone you may know, whether in-person or online.

*Please select all that apply*

**DO NOT RANDOMISE/ROTATE**

1. Have (or had) family living abroad
2. Have (or had) friends who live abroad
3. Have (or had) friends from another country who live in the UK
4. Have (or had) family from another country who live in the UK
98. None of these [SINGLE CODE]

Base: all in UK who have friends/family living abroad (Q16b=1/2)

### Q16c [M]

In which, if any, of these countries are your friends or family located?

*Please select all that apply*

**DO NOT RANDOMISE/ROTATE**

1. China
2. France
3. Germany
4. India
5. Japan
6. Russia
7. United States of America
96. Other country
98. None of these [SINGLE CODE]
99. Don't know [SINGLE CODE]
97. Prefer not to say [SINGLE CODE]



Base: all except AUSTRALIA, CANADA, INDIA, SOUTH AFRICA, USA, UK

**Q17 [S]**

How well, if at all, do you speak English?

*Please select one answer*

**DO NOT RANDOMISE/ROTATE**

1. Not at all
2. A little
3. Fairly well
4. Very well
99. Don't know
97. Prefer not to say

Base: all respondents

**Q17a [M]**

Which, if any, of these languages do you consider you speak proficiently?

*Please select all that apply*

**ROTATE, EXCEPT CODES 97-99 ROOTED TO BOTTOM**

**DO NOT ASK ABOUT THE OFFICIAL LANGUAGE OF EACH COUNTRY**

1. Arabic
2. English
3. French
4. German
5. Hindi
6. Indonesian
7. Italian
8. Japanese
9. Korean
10. Mandarin
11. Portuguese
12. Russian
13. Spanish
14. Turkish
98. None of these [SINGLE CODE]
99. Don't know [SINGLE CODE]
97. Prefer not to say [SINGLE CODE]

Base: all respondents

**Q18 [M]**

Which, if any, of the following organisations **[IF US SHOW: organizations]** have you ever heard of or seen references to?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98 ROOTED TO BOTTOM**

1. BBC World Service
2. British Council
3. Voice of America (VOA)
4. Japan Foundation/Japan Cultural Institute
5. Education USA
6. Korean Cultural Center
7. Instituto Italiano di Cultura/Italian Institute of Culture
8. Alliance Francaise/AF
9. Goethe-Institut
10. Institut Francais
11. Confucius Institute/Hanban/CLEC/Center for Language Education and Cooperation
12. Instituto Cervantes/Cervantes Institute
13. Campus France
14. Dante Alighieri Society
15. Centro Cultural Brasileiro/CCB
16. Deutscher Akademischer Austauschdienst/DAAD
17. Indian Council for Cultural Relations/Indian Cultural Institute
18. Institut für Auslandsbeziehungen/IFA
19. Instituto Camões/Centros Culturais Portugueses
20. Russkiy Mir Foundation
21. Yunus Emre Institute
22. Rossotrudnichestvo
98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**

**PLEASE SEE SPREADSHEET FOR LIST OF ORGANISATIONS TO BE INCLUDED IN EACH COUNTRY**

Base: all respondents

**Q19a. [M]**

Which, if any, of the following have you ever done?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98 ROOTED TO BOTTOM**

1. Participated in a school exchange with an international school, educational or skills programme [**IF US SHOW: program**] run by a UK institution
2. Participated in an international volunteering / community programme [**IF US SHOW: program**] run by a UK institution
3. Attended an arts or cultural event, exhibition or performance involving [**IF UK SHOW: an international, ALL OTHERS SHOW: a UK**] institution, artist or performer
4. Studied English anywhere (except at school) [**DO NOT SHOW IN AUSTRALIA, CANADA, INDIA, IRELAND, SINGAPORE, SOUTH AFRICA, USA OR UK**]
5. Studied a language other than English (except at school) [**SHOW IN AUSTRALIA, CANADA, INDIA, IRELAND, SINGAPORE, SOUTH AFRICA, USA AND UK ONLY**]
6. Taken a UK qualification/exam [**DO NOT SHOW IN UK**]
7. Taken part in a remote learning course run by a UK institution [**DO NOT SHOW IN UK**]
8. Engaged with digital content provided by a UK institution (e.g. podcasts, webinars) [**DO NOT SHOW IN UK**]
98. None of these [**SINGLE CODE**] [**ROOTED TO BOTTOM**]

Base: all who coded 1-8 at Q19a

**Q20 [S]**

Did this activity / event involve the British Council?

**SHOW FOR CODES SELECTED AT Q19A**

**USE PROGRESSIVE GRID,**

1. Yes
  2. No
  99. Don't Know
- 
1. Participated in a school exchange with an international school, educational or skills programme [**IF US SHOW: program**] run by a UK institution
  2. Participated in an international volunteering / community programme [**IF US SHOW: program**] run by a UK institution
  3. Attended an arts or cultural event, exhibition or performance involving [**IF UK SHOW: an international, ALL OTHERS SHOW: a UK**] institution, artist or performer
  4. Studied English anywhere (except at school) [**DO NOT SHOW IN AUSTRALIA, CANADA, INDIA, IRELAND, SINGAPORE, SOUTH AFRICA, USA OR UK**]
  5. Studied a language other than English (except at school) [**SHOW IN AUSTRALIA, CANADA, INDIA, IRELAND, SINGAPORE, SOUTH AFRICA, USA AND UK ONLY**]
  6. Taken a UK qualification/exam
  7. Taken part in a remote learning course run by a UK institution
  8. Engaged with digital content provided by a UK institution (e.g. podcasts, webinars)

Base: all who coded 1 for iteration 3 at Q20 (attended arts or cultural event involving British Council)

**Q20x [S]**

When did you attend the arts or cultural event, exhibition or performance involving [IF UK SHOW: an international, ALL OTHERS SHOW: a UK] institution, artist or performer that involved the British Council?

- 1. In the past 12 months
- 2. More than 12 months, up to 2 years ago
- 3. More than 2 years, up to 5 years ago
- 4. More than 5 years ago
- 99. Don't Know
- 97. Prefer not to say

Base: all who coded 1 at Q18 (aware of BBC World Service)

**Q20xi [S]**

You mentioned earlier that you are aware of the BBC World Service. How often, if at all, do you listen to BBC World Service nowadays?

- 1. Every day
- 2. A few times a week
- 3. About once a week
- 4. Less than once a week, but at least once a month
- 5. Less than once a month, but every few months
- 6. Less often than this
- 7. Never listen nowadays
- 99. Don't Know
- 97. Prefer not to say

## Self-perception question set

Base: all respondents

Now we'd like to ask a couple of questions about how you feel people from outside [your country] might think about [country].

**Q20a [S]**

How much do you think people from other countries trust or distrust...

*Please select one answer*

**USE PROGRESSIVE GRID**

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Strongly distrust
- 1.
- 2.
- 3.
- 4.
- 5. Neither trust nor distrust
- 6.
- 7.
- 8.
- 9.
- 10. Strongly trust
- 99. Don't know

- 1. People from [country]
- 2. [country's] Government
- 3. Institutions in [country] (the media, police, justice system)

Base: all respondents

**Q20b [S]**

And taking everything into consideration, how attractive overall do you think people from outside [country] might find [country]?

*Please select one answer*

**SHOW NUMBERS 0-10 WITH LABELS, SHOW DON'T KNOW LABEL, BUT NOT NUMBER 99**

- 0. Very unattractive
- 1.
- 2.
- 3.
- 4.
- 5. Neither attractive nor unattractive
- 6.
- 7.
- 8.
- 9.
- 10. Very attractive
- 99. Don't know

## UK-R question set

Base: all respondents except UK

Thank you for answering these questions so far.

Now we're going to ask you some questions about the United Kingdom.

Base: all respondents except UK

**Q21a [S]**

How much do you know about each of the countries that make up the United Kingdom, that is England, Scotland, Wales, Northern Ireland, and the largest city, London?

**USE COLLAPSIBLE GRID. HAVE STATEMENTS ACROSS TOP; REGIONS DOWN SIDE.  
ROTATE REGIONS.**

*Please select one answer*

- 1. Know a lot
  - 2. Know a fair amount
  - 3. Know a little
  - 4. Know almost nothing about
  - 5. Hadn't heard of before today
  - 99. Don't know
- 
- 1. London
  - 2. England (outside London)
  - 3. Scotland
  - 4. Wales
  - 5. Northern Ireland

Base: all respondents except UK

**Q23a [M]**

Which, if any, of the following cities in the UK have you heard of?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98/99 ROOTED TO BOTTOM**

1. London
2. Birmingham
3. Bristol
4. Cardiff
5. Glasgow
6. Leeds
7. Liverpool
8. Manchester
9. Newcastle
10. Nottingham
11. Sheffield
12. Belfast
13. Edinburgh
14. Hull
15. Coventry
16. Swansea
98. None of these [SINGLE CODE] [ROOTED TO BOTTOM]
99. Don't know [SINGLE CODE] [ROOTED TO BOTTOM]

Base: all except UK who have studied in UK (code 18 selected for iteration 3 (studied) at Q5a)

**Q23Bi [M]**

You mentioned earlier that you had studied in the UK. Whereabouts in the UK did you study?

By that, we mean, you travelled to study in the UK, rather than studying online, or attending a campus of a UK university in your own country.

*Please select all that apply*

**ROTATE, EXCEPT CODE 6/7/99 ROOTED TO BOTTOM**

1. London
2. England (outside London)
3. Scotland
4. Wales
5. Northern Ireland
6. None of these – studied online or attended campus of UK university in my own country [SINGLE CODE] [ROOTED TO BOTTOM]
7. None of these – have not studied in the UK [SINGLE CODE] [ROOTED TO BOTTOM]
99. Don't know [SINGLE CODE] [ROOTED TO BOTTOM]

Base: all except UK who have visited UK (code 18 selected for iteration 1 (visited) at Q5a)

**Q23Bii [M]**

You mentioned earlier that you had visited the UK. Whereabouts in the UK have you visited?

*Please select all that apply*

**ROTATE, EXCEPT CODE 6/99 ROOTED TO BOTTOM**

1. London
2. England (outside London)
3. Scotland
4. Wales
5. Northern Ireland
6. None of these – have not visited the UK [SINGLE CODE] [ROOTED TO BOTTOM]
99. Don't know [SINGLE CODE] [ROOTED TO BOTTOM]

Base: all respondents except UK

**Q23C [M]**

Which, if any, of these aspects of the UK's arts and culture do you find attractive?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98/99 ROOTED TO BOTTOM**

1. Dance
2. Television/video
3. Design
4. Film
5. Sport
6. Festivals
7. Theatre
8. Books/literature
9. Nightlife/entertainment
10. Fashion
11. Classical music
12. Popular music
13. Visual arts
14. Food
15. Architecture
16. Arts/cultural institutions/attractions
17. Historic buildings/attractions
18. Radio
19. Podcasts
20. Video games
98. None of these [SINGLE CODE] [ROOTED TO BOTTOM]
99. Don't know [SINGLE CODE] [ROOTED TO BOTTOM]

Base: all respondents except UK

**Q26a [M]**

Which, if any, of these UK events have you heard of?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98/99 ROOTED TO BOTTOM**

1. Bath and West Country Show
2. Belfast International Arts Festival
3. Birmingham Mela
4. Brighton Pride Festival
5. Chelsea Flower Show
6. ComCarnival (Dummy event)
7. Diwali Leicester
8. Edinburgh Fringe
9. Edinburgh's Hogmanay
10. National Eisteddfod of Wales
11. FA Cup Final
12. Glastonbury Festival
13. Grand National
14. Hay Festival of Literature and Arts
15. The Braemar Gathering (Highland Games)
16. Man vs Horse Marathon
17. Notting Hill Carnival
18. Six Nations Rugby
19. 'Obby 'Oss Festival
20. The Boat Race (Oxford-Cambridge)
21. The Proms
22. Up Helly Aa
23. Wimbledon Championships
24. World Bog Snorkelling Championships
98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**
99. Don't know **[SINGLE CODE] [ROOTED TO BOTTOM]**

Base: all respondents except UK

**Q26b [M]**

Which, if any, of these UK places have you heard of?

*Please select all that apply*

**ROTATE, EXCEPT CODE 98/99 ROOTED TO BOTTOM**

1. Anfield (Liverpool FC)
2. British Museum
3. Buckingham Palace
4. Cardiff Castle
5. Edinburgh Castle
6. Loch Ness
7. Lord's (Cricket Ground)
8. Old Trafford (Manchester FC)
9. Snowdonia National Park
10. Stonehenge
11. Tate Modern
12. The Giant's Causeway
13. Titanic Belfast
14. Tower of London
15. V&A Dundee
98. None of these **[SINGLE CODE] [ROOTED TO BOTTOM]**
99. Don't know **[SINGLE CODE] [ROOTED TO BOTTOM]**



## FINAL DEMOGRAPHICS

Base: all respondents

And finally, a few questions about you.

Base: all respondents

### D6. [S]

Which of these best describes your current occupation?

*Please select one answer*

**DO NOT RANDOMISE/ROTATE**

1. Full-time student at school or college
2. Full-time student at university
3. Part-time student
4. Working full time (30 hours / week+)
5. Working part-time (8-29 hrs / week)
6. Not working or studying (under 8 hours a week)
96. Other **[NO SPECIFY BOX]**
99. Don't know
97. Prefer not to say

Base: all respondents except Saudi Arabia

### D7

We would like to ask about your religion to help understand how you feel about different countries.

Please note this information will be kept securely and will only be reported at an aggregate level so that you cannot be identified. If you do not wish to answer this question a prefer not to say option is available

*Please select one answer*

**DO NOT RANDOMISE/ROTATE**

1. No religion
2. Buddhist
3. Christian (all Christian denominations)
4. Hindu
5. Jewish
6. Muslim
7. Sikh
96. Other **[NO SPECIFY BOX]**
99. Don't know
97. Prefer not to say

Base: all respondents in US only

**ETH\_AGREEMENT01.**

The next question will be about race and ethnicity. A “Prefer not to answer” option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of race and ethnicity related data?

*Select only one*

1. Yes, I accept.
2. No, I don't accept.

**USRETH3.**

Are you of Hispanic, Latino or Spanish origin?

*Select only one*

1. Yes
2. No
3. Prefer not to answer
4. Consent not granted [HIDDEN FOR RESPONDENT]

**USRACE4.**

What is your race?

*Select all that apply*

1. White
2. Black or African American
3. Native American or Alaskan Native
4. Asian
5. Pacific Islander
6. Other race
7. Prefer not to answer [SINGLE CODE]
98. Consent not granted [HIDDEN FOR RESPONDENT]

**US01ETH [Hidden]. (Hidden question, not asked of respondent)**

Which of the following best describes you?

1. White or Caucasian (not Hispanic or Latino)
2. Black or African-American (not Hispanic or Latino)
3. Asian/Pacific Islander
4. Native American, Alaska Native, Aleutian
5. Hispanic or Latino (White or Caucasian)
6. Hispanic or Latino (Black or African-American)
7. Hispanic or Latino (all other races/multiple races)
8. Other
99. Prefer not to answer
98. Consent not granted [HIDDEN FOR RESPONDENT]

Base: all respondents

**D8 [S]**

What should drive your country's actions in the international arena?

*Please choose one statement which best reflects your preference.*

**DO NOT RANDOMISE/ROTATE**

1. My country should actively pursue its national interest above anything else
2. My country should prioritise [IF US SHOW: prioritize] what is needed to advance international cooperation and address global challenges, even when that comes ahead of the national interest
3. An equal balance of these two approaches
4. My country should avoid getting involved in the international arena as far as possible and focus instead on building its own strength and prosperity at home
99. Don't know

Base: all respondents

**D9 [S]**

Now thinking about the future of society, please say which, if any, of the following statements is closest to your views?

**REVERSE SCALE FIX CODE 99**

A, We should create a society which emphasises the social and collective provision of welfare

B, We should create a society where the individual is encouraged to look after him or herself

1- I strongly agree with Statement A

2

3

4

5- I strongly agree with Statement B

99. Don't know

Base: all respondents

**D11 [S]**

We would now like to ask about your health. If you do not wish to answer these questions you do not have to.

Do you have any longstanding illness or health problem? Longstanding means one that lasts (or will last) 6 months or more, or that it regularly reappears.

1. Yes
2. No
97. Prefer not to say

99. Don't know

98. Don't understand the question