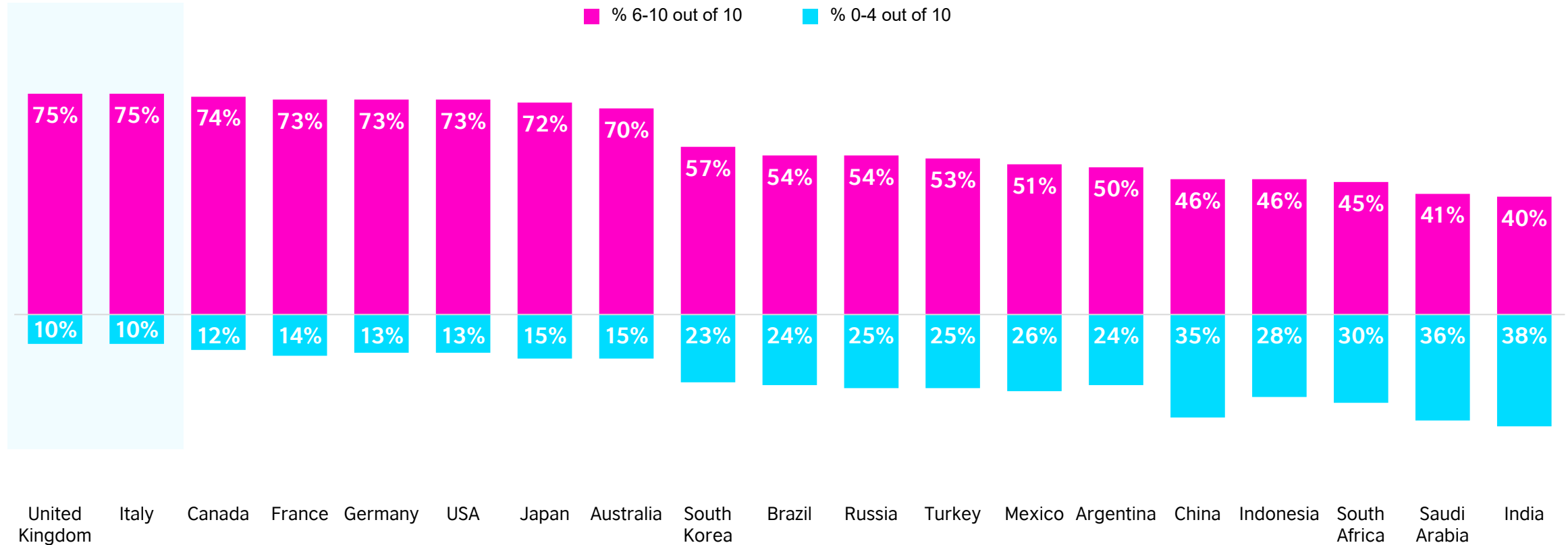


Research and Policy Insight

British Council's global perceptions survey 2021

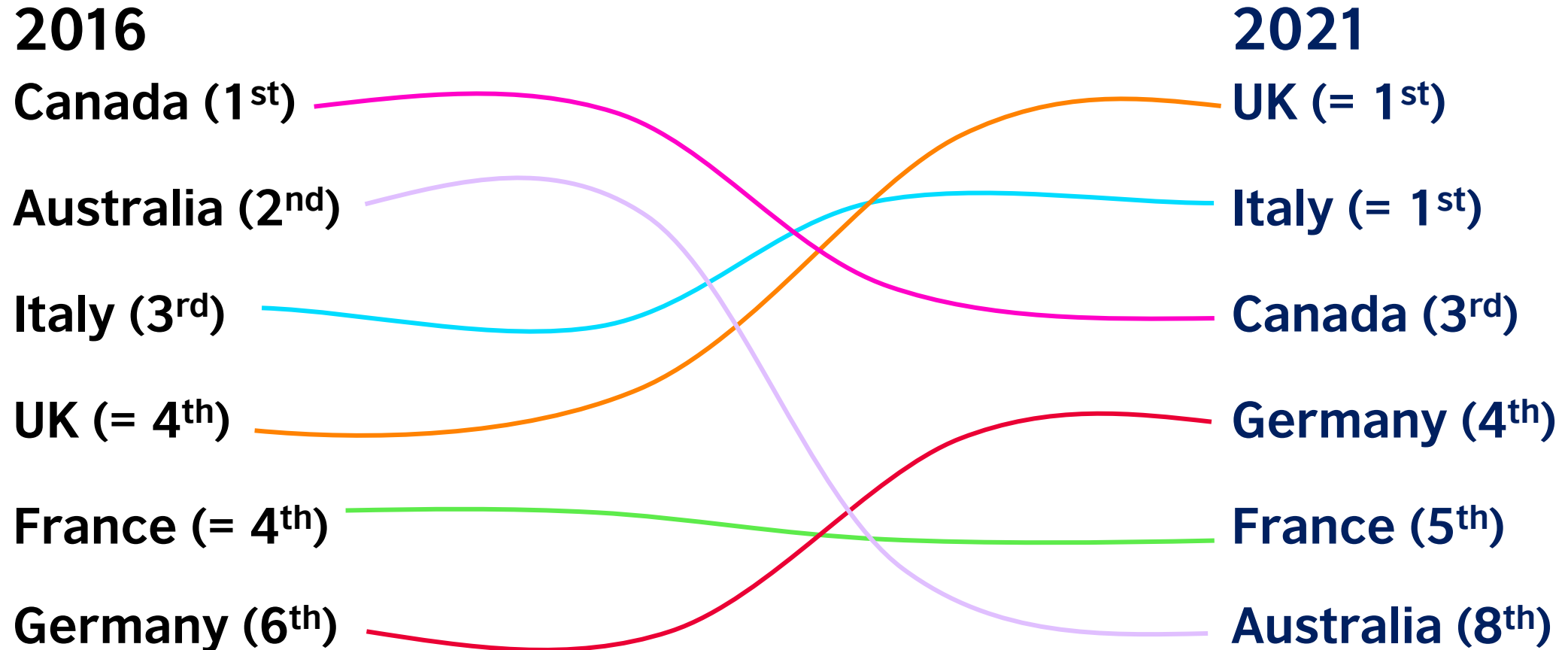
6 December 2021

The UK and Italy are considered the most attractive countries overall, with both rated attractive by three quarters of participants. Note too just how close the scorings of the first eight countries are.



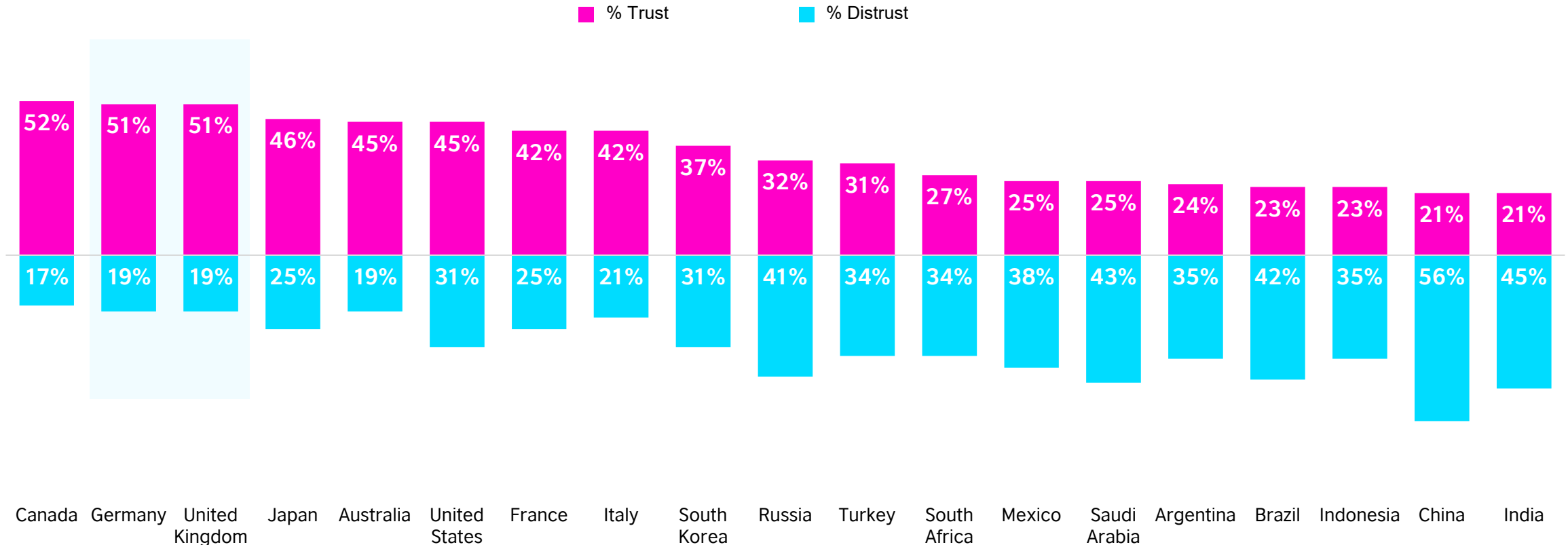
Base: Q8. How attractive overall do you find each of the following countries? All participants in the G20 asked about each country [c. 4,000 per country, 18,016 asked about the United Kingdom]

The UK's ranking has improved significantly since 2016, driven by a combination of an improving score and a weakening in the scores of Canada and particularly Australia



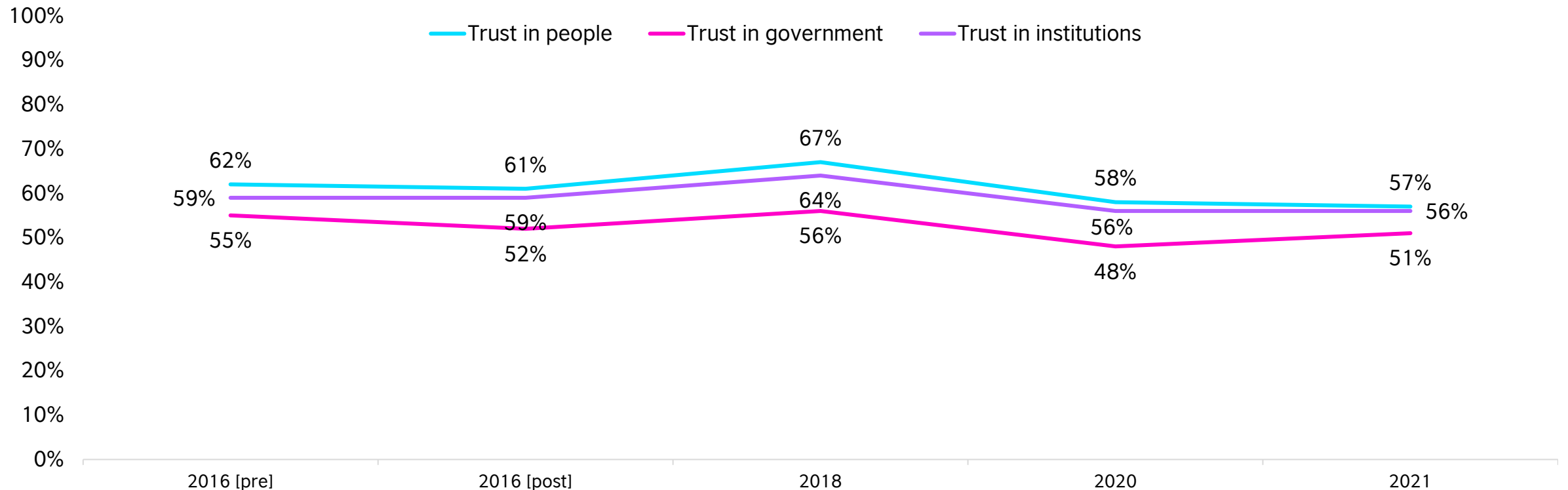
Base: Q8. How attractive overall do you find each of the following countries? All participants in the G20 asked about each country [c. 4,000 per country, 18,004 asked about the United Kingdom]

The UK ranks joint 2nd for trust in government alongside Germany, a one rank increase on 2020. Canada retains top spot for the fifth year running but its score is down on 2020 while the UK's score is up 3 points.



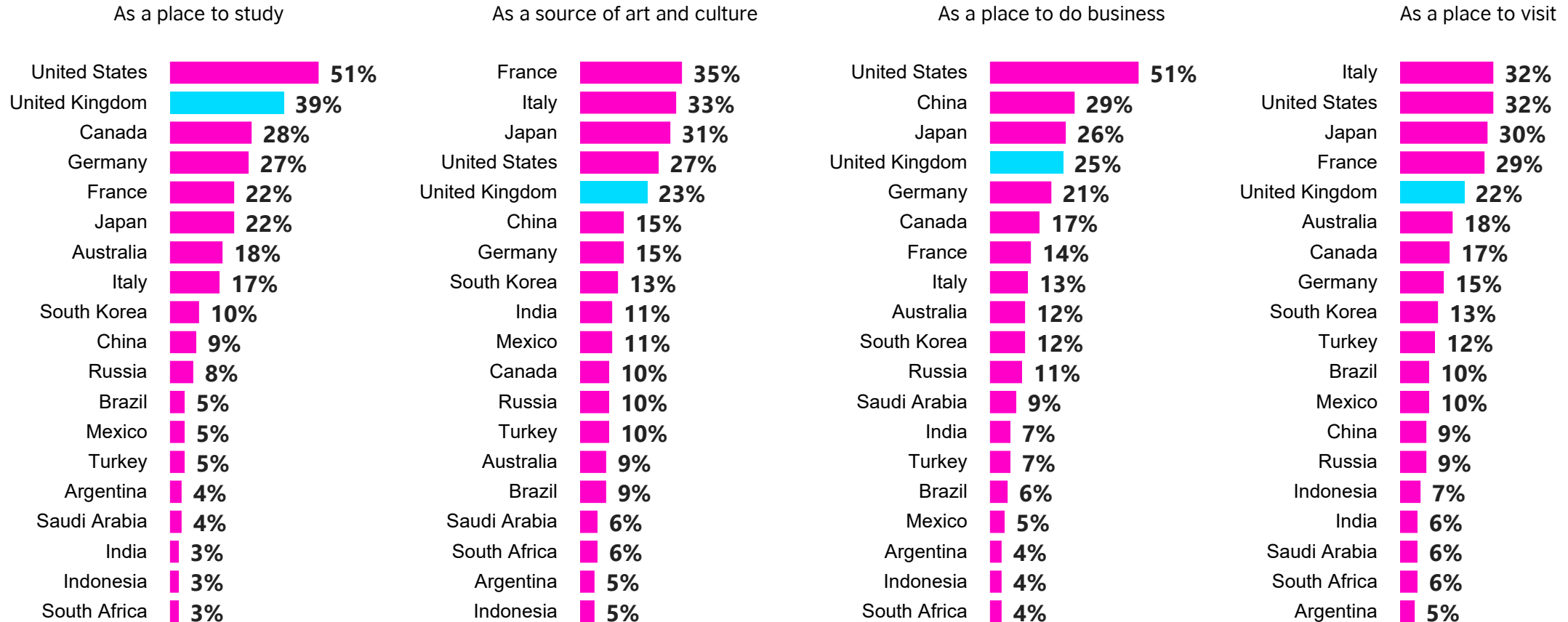
Base: Q6. Thinking generally about government, to what extent do you distrust or trust the government from each of these countries? All participants in the G20 asked about each country [c. 4,000 per country, 18,016 asked about the United Kingdom]

At a global level, trust scores are stable for the UK over time. Increases in rank for attractiveness and trust reveal the relative resilience of the UK's scores compared to other countries, notably Australia and Canada.



Base: Q5/6/7. Thinking generally about people/government/institutions, to what extent do you distrust or trust the institutions from each of these countries? All participants in the G20 asked about each country [c. 4,000 per country, 18,016 asked about the United Kingdom]

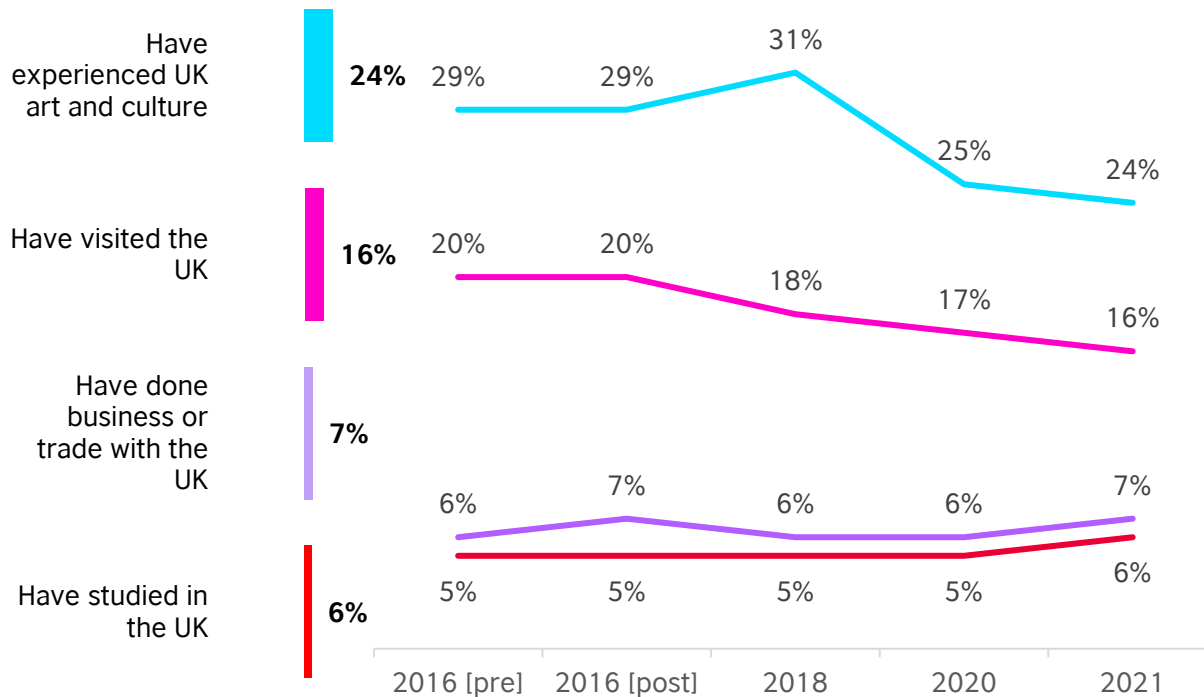
The UK's perceived core strength remains education. Two in five young people in the G20 say it is an attractive country in which to study, second only to the USA.



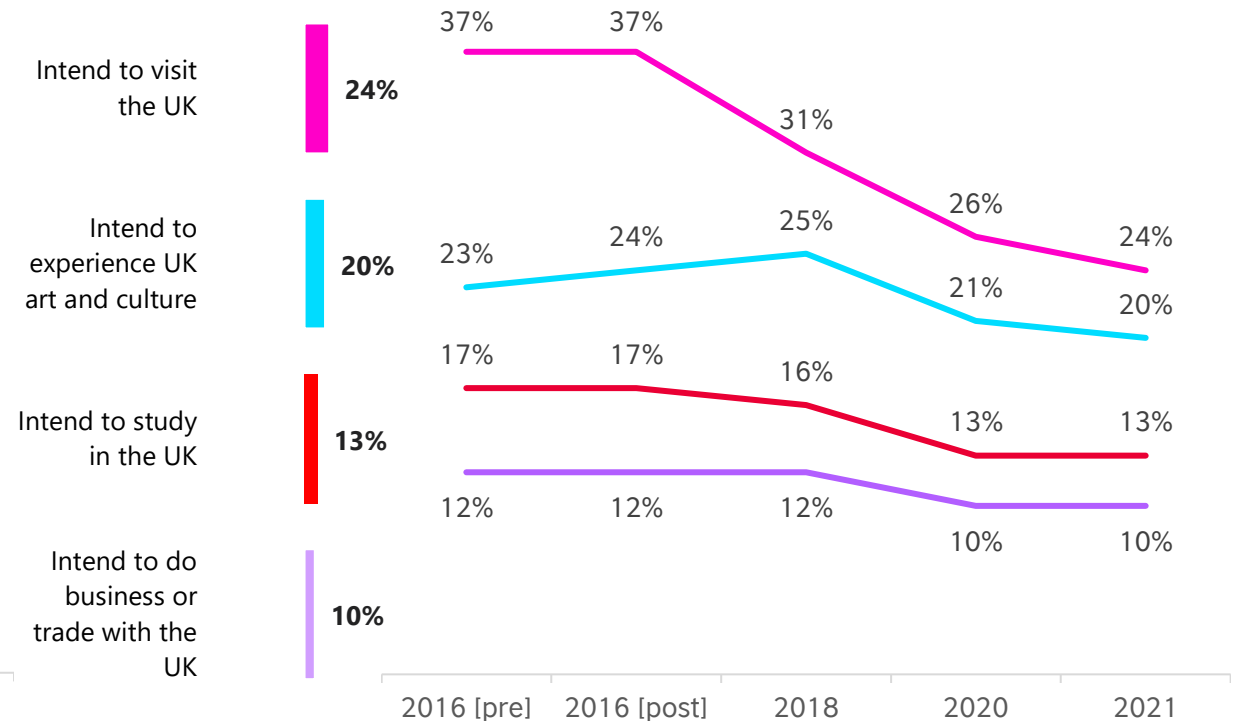
Base: Q2a/b/e/f. Which THREE of the following countries do you find MOST attractive as a country in which to study / as a source of arts and culture / as a country with which to do business or trade / as a country to visit as a tourist? All participants in the G20 [20,616]

Both previous experience and intentions to do business/trade with the UK are broadly stable. There has been a sharp decline in interest in visiting the UK and smaller but still significant negative shifts in interest in UK study opportunities and UK arts and culture.

Past engagement

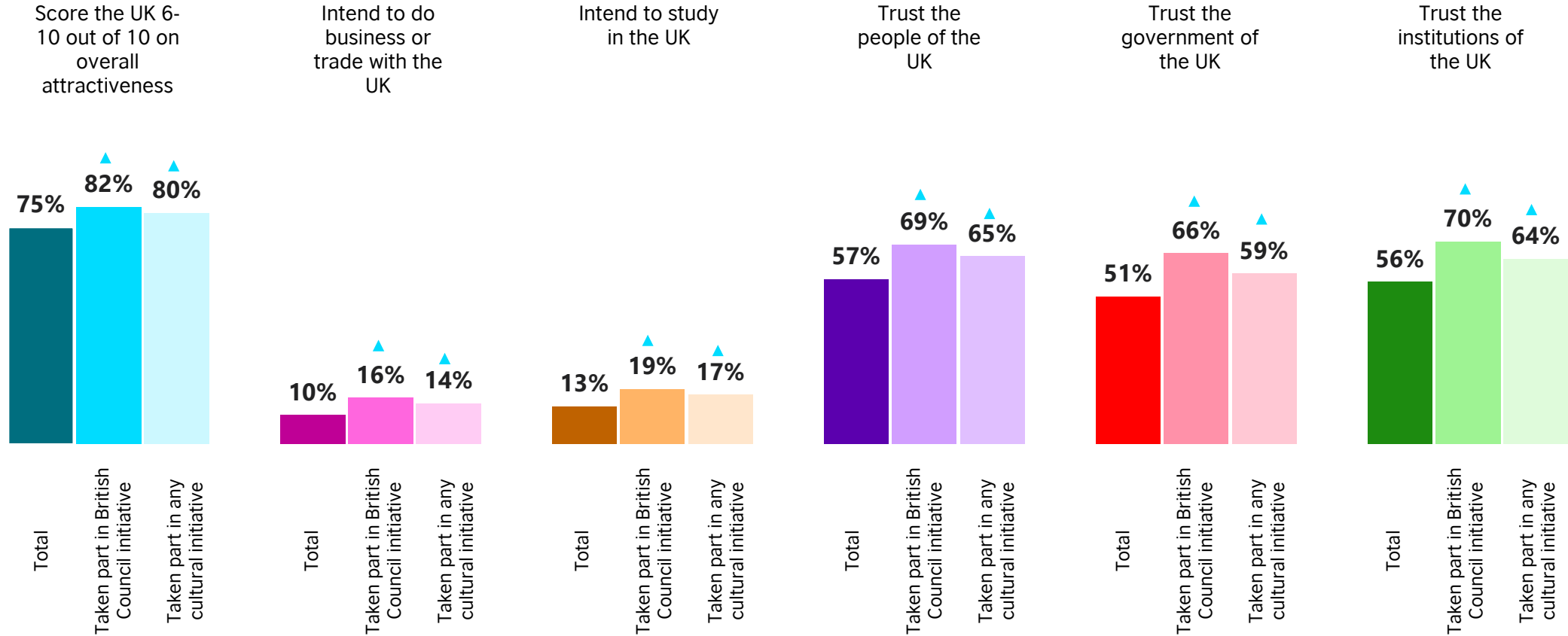


Future intentions to engage



Base: Q15a. Please select any of the following countries... that you have visited / that you have done business / trade with / that you have studied in (at school, college or University / whose arts and culture you enjoy? All participants in the G20 [20,616]

Taking part in any kind of cultural activity with the UK has a positive impact on key metrics, taking part in a British Council initiative pushes scores higher.



Base: Q19a. Which, if any, of the following have you ever done? / Q20. Did this activity / event involve the British Council? All participants in the G20 [20,612], All taking part in an activity [varies by activity]

▲ ▼ Significantly above or below total

Policy Insight

Methodology

Objectives and Methodology

What did we do?

In 2021, the British Council commissioned Ipsos MORI to conduct an online survey in the 19 member states of the G20 group to capture young people's perceptions of the world's leading nations.

Ipsos MORI interviewed 18-34 year olds with a minimum of secondary education. Fieldwork took place between 24th September 2021 and 29th October 2021. The final sample size is 20,616.

This is the fifth wave of research building on previous studies conducted in 2016, 2018 and 2020 across the G20. The trend data produced from the series has been included in the results to reveal how views of the UK have changed over time.

In each country, the data is weighted to be representative of the national population by age (18-24 vs 25-34) and gender. Where results do not sum to 100, this may be due to computer rounding, multiple responses, or the exclusion of 'Don't know' categories.

Methodology and sample size by country

Country	Method	Sample size
Argentina	Online	1000
Australia	Online	1004
Brazil	Online	1000
Canada	Online	1000
China	Online	1002
France	Online	1000
Germany	Online	1000
India	Online	1000
Indonesia	Online	1000
Italy	Online	1000
Japan	Online	1000

Country	Method	Sample size
Mexico	Online	1000
Russia	Online	1001
Saudi Arabia	Online	1000
South Africa	Online	1007
South Korea	Online	1002
Turkey	Online	1000
United Kingdom	Online	2600
USA	Online	1000