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.

United Kingdom, Italy, Canada, France, Germany, USA, Japan, Australia, South Korea, Brazil, Russia, Turkey, Mexico, Argentina, China, Indonesia, South Africa, Saudi Arabia, India

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.

<table>
<thead>
<tr>
<th>2016</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada (1st)</td>
<td>UK (= 1st)</td>
</tr>
<tr>
<td>Australia (2nd)</td>
<td>Italy (= 1st)</td>
</tr>
<tr>
<td>Italy (3rd)</td>
<td>Canada (3rd)</td>
</tr>
<tr>
<td>UK (= 4th)</td>
<td>Germany (4th)</td>
</tr>
<tr>
<td>France (= 4th)</td>
<td>France (5th)</td>
</tr>
<tr>
<td>Germany (6th)</td>
<td>Australia (8th)</td>
</tr>
</tbody>
</table>

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 2\textsuperscript{nd} 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.
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.

As a place to study
- United States: 51%
- France: 35%
- Italy: 33%
- Germany: 27%
- Japan: 22%
- Canada: 22%
- Australia: 18%
- Italy: 17%
- South Korea: 10%
- China: 9%
- Russia: 8%
- Brazil: 5%
- Mexico: 5%
- Turkey: 5%
- Argentina: 4%
- Saudi Arabia: 4%
- India: 3%
- Indonesia: 3%
- South Africa: 3%

As a source of art and culture
- United States: 51%
- China: 29%
- Japan: 26%
- United Kingdom: 25%
- Germany: 21%
- Canada: 17%
- France: 14%
- Italy: 13%
- Australia: 12%
- South Korea: 12%
- Russia: 11%
- Saudi Arabia: 9%
- India: 7%
- Turkey: 7%
- Brazil: 6%
- Mexico: 5%
- Argentina: 4%
- Indonesia: 4%
- South Africa: 4%

As a place to do business
- United States: 32%
- China: 32%
- Japan: 30%
- France: 29%
- United Kingdom: 22%
- Australia: 18%
- Canada: 17%
- Germany: 15%
- South Korea: 13%
- Turkey: 12%
- Brazil: 10%
- Mexico: 10%
- Saudi Arabia: 9%
- India: 9%
- Russia: 9%
- Indonesia: 7%
- China: 7%
- Argentina: 6%
- South Africa: 6%
- India: 6%
- Indonesia: 6%
- Argentina: 5%

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 engage 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

- **Have experienced UK art and culture**: 24% 29% 29% 31% 25% 24%
- **Have visited the UK**: 16% 20% 20% 18% 17% 16%
- **Have done business or trade with the UK**: 7% 6% 7% 6% 6% 7%
- **Have studied in the UK**: 6% 5% 5% 5% 5% 6%

### Future Intentions to Engage

- **Intend to visit the UK**: 37% 37% 31% 26% 24%
- **Intend to experience UK art and culture**: 20% 23% 24% 25% 21% 20%
- **Intend to study in the UK**: 13% 17% 17% 16% 13% 13%
- **Intend to do business or trade with the UK**: 10% 12% 12% 12% 10% 10%

**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.

<table>
<thead>
<tr>
<th>Score the UK 6-10 out of 10 on overall attractiveness</th>
<th>Intend to do business or trade with the UK</th>
<th>Intend to study in the UK</th>
<th>Trust the people of the UK</th>
<th>Trust the government of the UK</th>
<th>Trust the institutions of the UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Taken part in British Council initiative</td>
<td>Taken part in any cultural initiative</td>
<td>Total</td>
<td>Taken part in British Council initiative</td>
<td>Taken part in any cultural initiative</td>
</tr>
<tr>
<td>75%</td>
<td>82%</td>
<td>80%</td>
<td>10%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>57%</td>
<td>66%</td>
<td>59%</td>
<td>51%</td>
<td>66%</td>
<td>59%</td>
</tr>
</tbody>
</table>

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

www.britishcouncil.org/research-policy-insight
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Online</td>
<td>1000</td>
</tr>
<tr>
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<td>Online</td>
<td>1004</td>
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<tr>
<td>Brazil</td>
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<tr>
<td>Canada</td>
<td>Online</td>
<td>1000</td>
</tr>
<tr>
<td>China</td>
<td>Online</td>
<td>1002</td>
</tr>
<tr>
<td>France</td>
<td>Online</td>
<td>1000</td>
</tr>
<tr>
<td>Germany</td>
<td>Online</td>
<td>1000</td>
</tr>
<tr>
<td>India</td>
<td>Online</td>
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</tr>
<tr>
<td>Indonesia</td>
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<td>1000</td>
</tr>
<tr>
<td>Italy</td>
<td>Online</td>
<td>1000</td>
</tr>
<tr>
<td>Japan</td>
<td>Online</td>
<td>1000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>Online</td>
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</tr>
<tr>
<td>Russia</td>
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<td>Online</td>
<td>1000</td>
</tr>
<tr>
<td>United Kingdom</td>
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<td>2600</td>
</tr>
<tr>
<td>USA</td>
<td>Online</td>
<td>1000</td>
</tr>
</tbody>
</table>