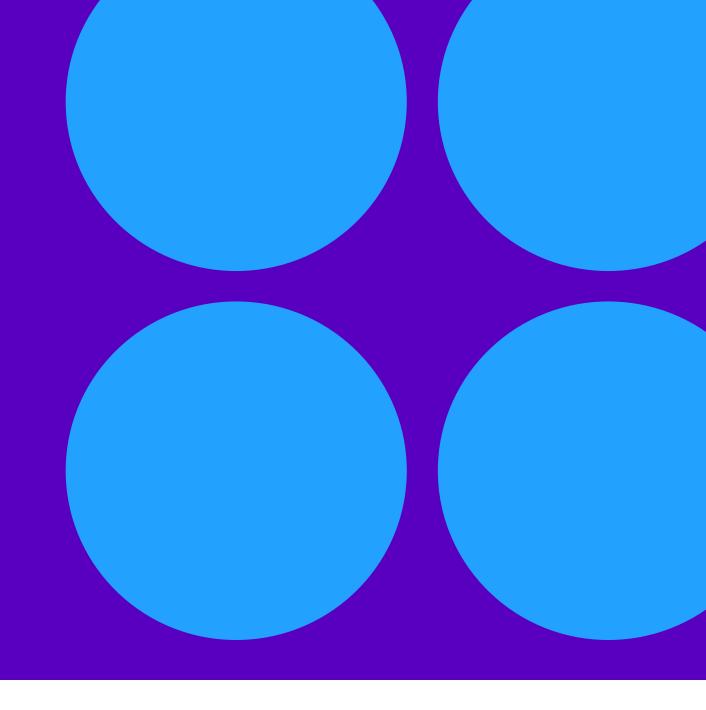




Project overview and methodology



# Project overview and methodology

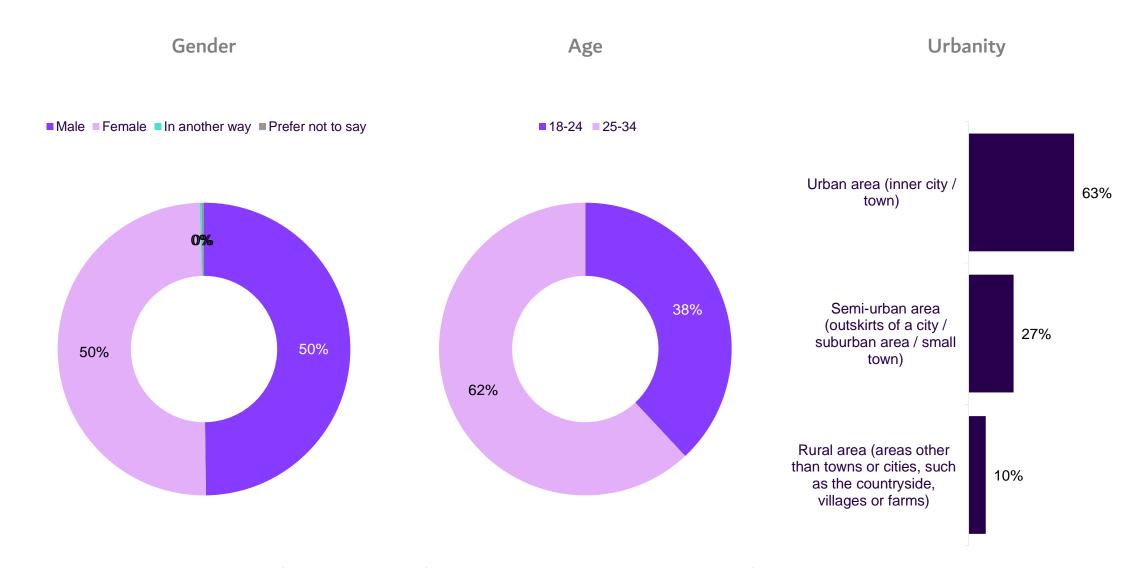
- This is the latest wave of research for the British Council about perceptions of the UK, the UK's influence and trends in soft power internationally, and how the UK is seen by educated young people across the G20.
- Savanta has taken over this research from Ipsos Mori as of 2025. Effort has been made throughout to replicate the original survey to ensure consistency replicating methodology and keeping tracking questions consistent. Nonetheless, some caution may need to be exercised when comparing results to previous waves.
- Due to the invasion of Ukraine by Russia, no fieldwork was conducted in Russia in 2023. Russia was also excluded from 2025 fieldwork. To ensure comparisons across time are accurate, Russia was excluded from the G20 average results for all years.
- Interviews were conducted online in 18 countries. Quotas were placed on age interlocked with gender and region. Online fieldwork took place from April to July 2025 with a total of 20,957 participants living in all the G20 countries.
- Data is weighted to be representative of the national population of each country surveyed by age, gender and region.

  Please note where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'Don't know' categories.

#### Country exclusions

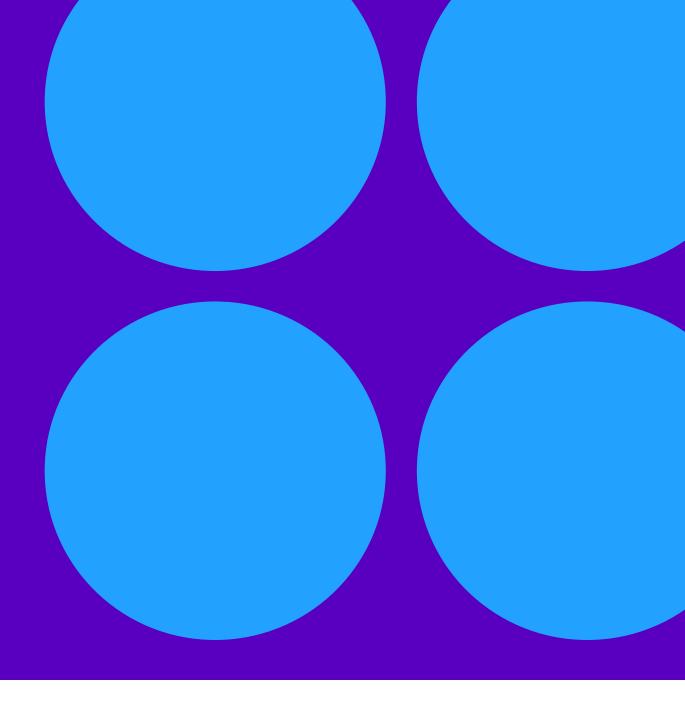
- Most questions asked in this survey were visible to respondents in all surveyed countries. However, some questions were not visible to respondents in all countries, as data gathered from these countries would not be of use.
- For example, QE1 "In the past two years, have you personally taken any English lessons (e.g. classroom lessons, online lessons, after school clubs) which have been paid for?" is asked only to those countries where English is not a main language.
- The questions not shown to all countries, and a list of countries they were not shown to, are as follows:
  - Q19a. Options 41-43 (English language activities) not shown to: Australia, Canada, India, South Africa, UK, USA, Ireland. Options 6, 7, 9 (three of five education activities) not shown to: UK.
  - QE1, QE2, QE3, QE4, QE5, QE6, QE7. Not shown to: Australia, Canada, South Africa, UK, USA, Ireland, Kenya, Nigeria.
  - Q\_LANG. Different options not shown to different countries. Arabic was not shown to Saudia Arabia or Egypt. English was not shown to: Australia, Canadian English-speakers, UK, USA, Ireland. French was not shown to France or Canadian French-speakers. Mandarin was not shown to China. Spanish was not shown to Argentina or Mexico.
  - Q\_LANG2. Not shown to: Australia, Canadian English-speakers, UK, USA, Ireland.
  - Q21a, Q22aNEW1, Q22bNEW1, Q23a, Q23b, Q26a, Q26b. Not shown to: UK.

# Sample Demographics Part 1(G20 countries, excluding Russia)

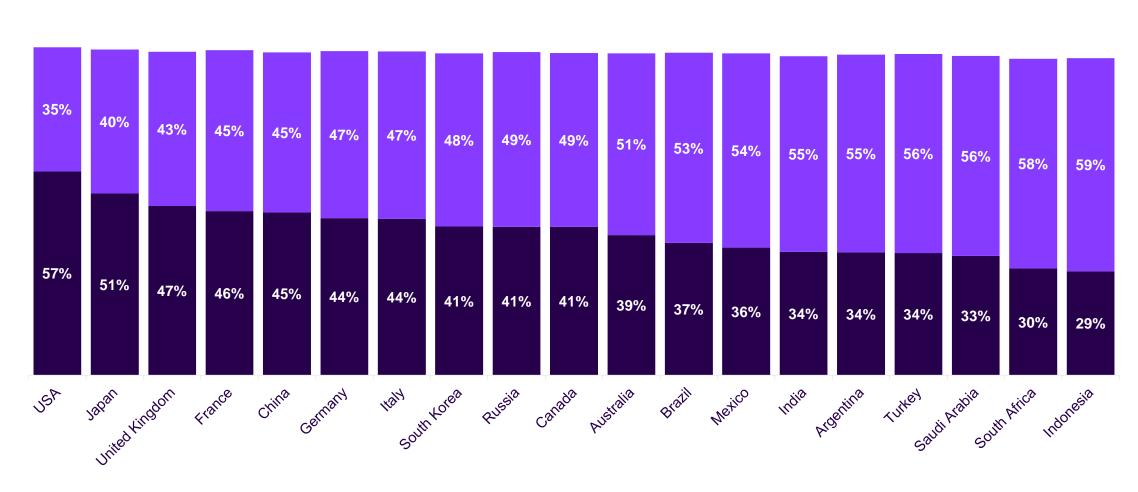


D1. What is your gender? | dAGE. How old are you? | D4. How would you categorise the area in which you live? | Base: Those who live in G20 countries, excluding Russia, 2025 (n=20957). Showing unweighted data.

# **UK** familiarity



### Knowledge of G20 countries

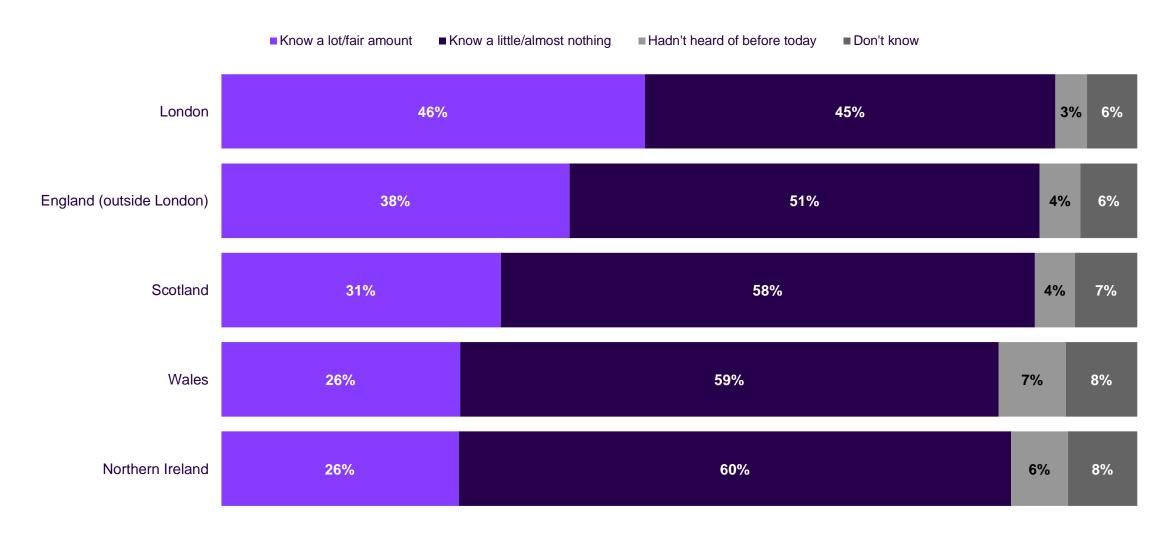


■ % Knows a little / almost nothing

■ % Knows a lot / fair amount

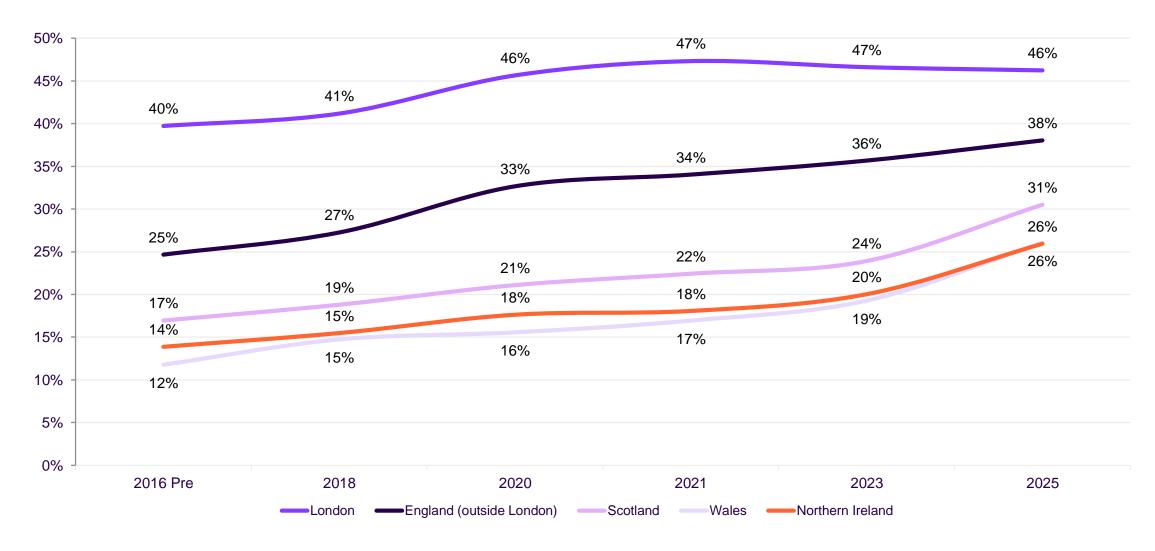
Q15E. Overall, how much would you say you know about these countries? | Base: Those who live in G20 countries, excluding Russia, 2025 (n=20957). Participants were not asked about their own country.

### Knowledge of nations and regions of UK



Q21a. 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? Showing % of those that know a lot/a fair amount | Base: Those who live in G20 countries, excluding Russia, 2025 (n=20957).

#### Knowledge of nations and regions of UK 2016-2025



savanta.com

Q21a. 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? Showing % of those that know a lot/a fair amount | Base: Those who live in G20 countries, excluding Russia, 2025 (n=17654).

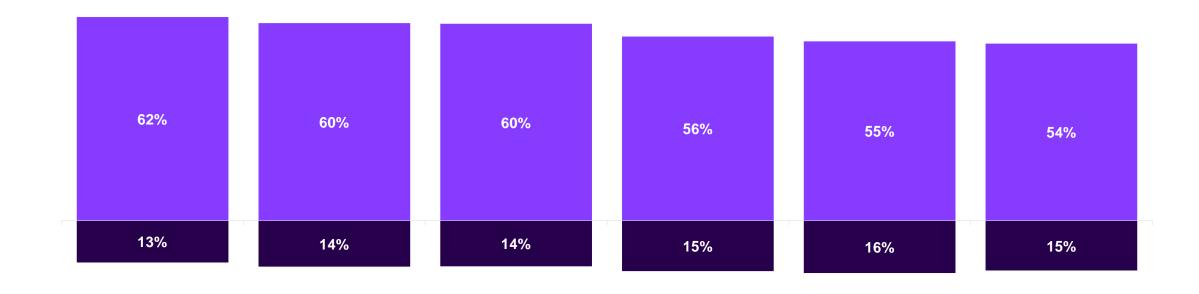
#### Perceptions of England's soft power

England has world leading England has world leading England has world leading

sports teams and events arts and cultural institutions

and attractions

■% Agree (6-10) ■% Disagree (0-4)



England is at the cutting

edge of science and

technology

People from England are

open and welcoming

England's government

treats everybody who lives

in the country fairly

universities and academic

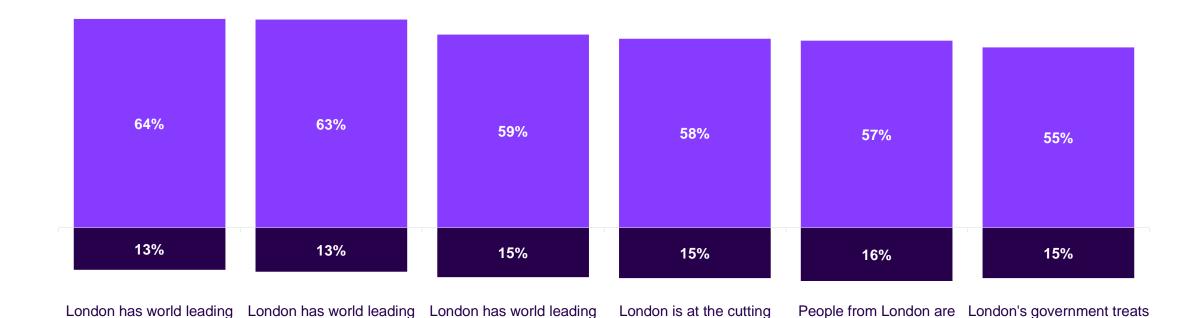
research

#### Perceptions of London's soft power

universities and academic arts and cultural institutions sports teams and events

and attractions





edge of science and

technology

open and welcoming

everybody who lives in the

country fairly

research

#### Perceptions of Northern Ireland's soft power

■% Agree (6-10) ■% Disagree (0-4)

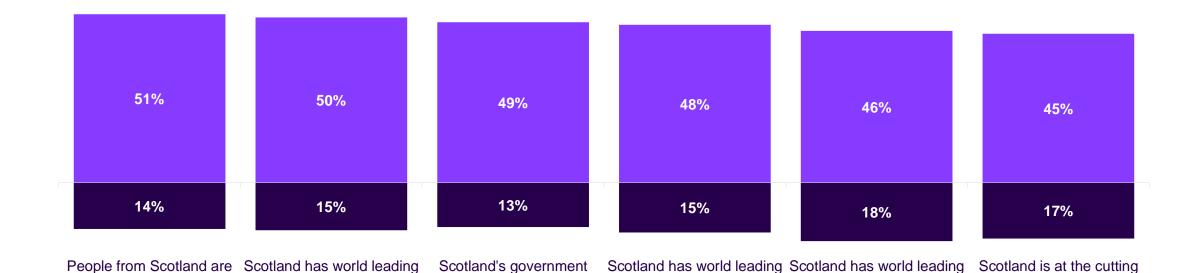


Q22NEW1\_3. Thinking specifically about Northern Ireland, to what extent do you agree or disagree with the following statements? | Base: Those who live in G20 countries, excluding Russia, 2025 (n=20957).

#### Perceptions of Scotland's soft power

and attractions

■ % Disagree (0-4) ■% Agree (6-10)



arts and cultural institutions treats everybody who lives universities and academic sports teams and events

Scotland's government

in the country fairly

research

Scotland is at the cutting

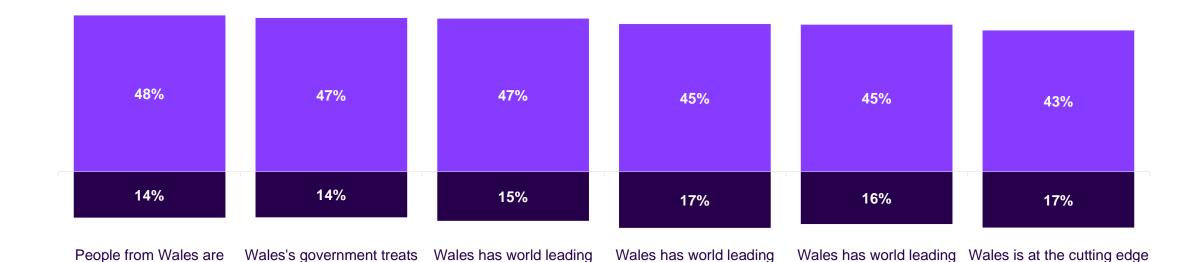
edge of science and

technology

open and welcoming

#### Perceptions of Wales' soft power

■% Agree (6-10) ■% Disagree (0-4)



everybody who lives in the arts and cultural institutions

country fairly

and attractions

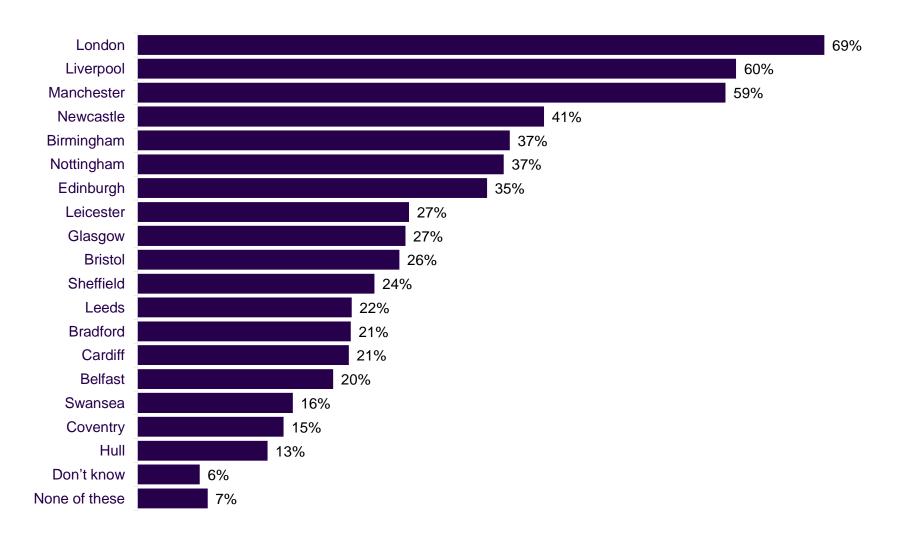
sports teams and events

universities and academic of science and technology

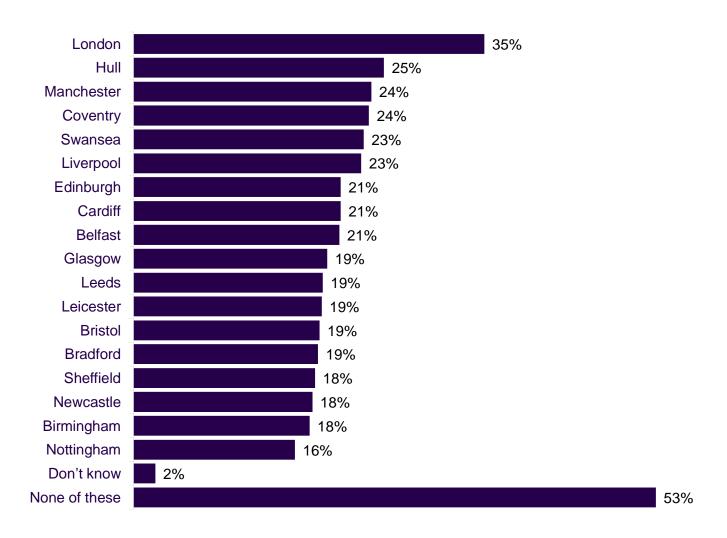
research

open and welcoming

#### Awareness of UK cities



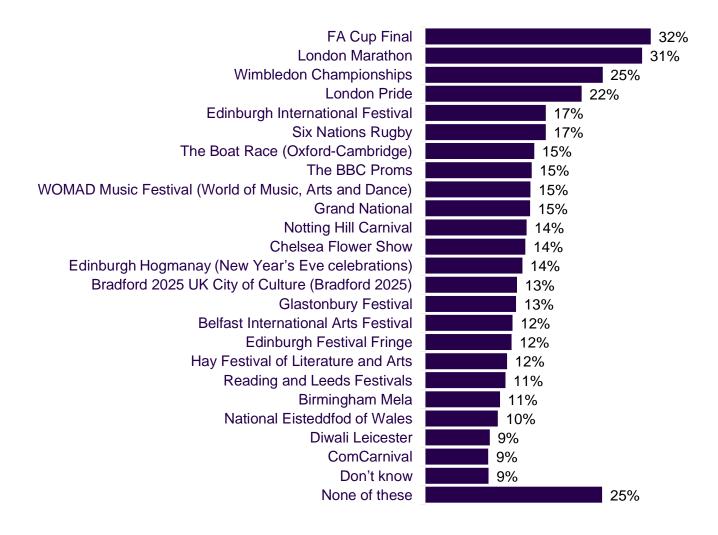
#### UK cities participants have visited



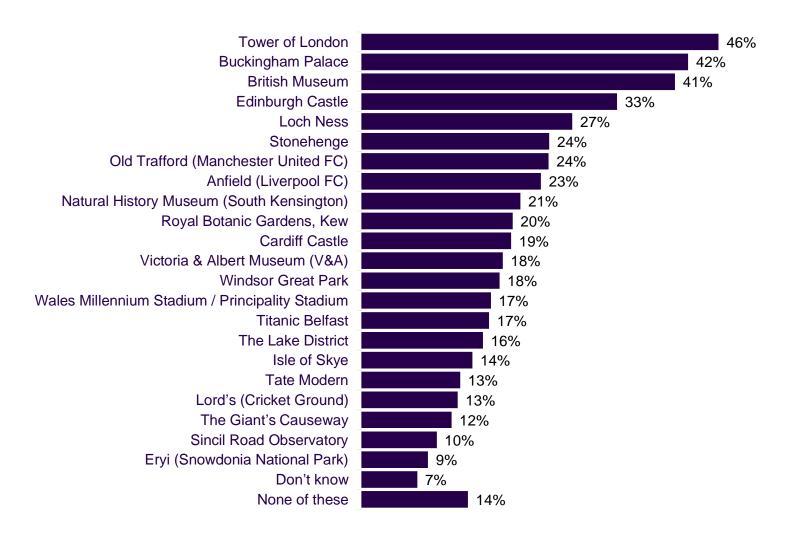


Q23b. And which, if any, of these cities in the United Kingdom have you ever visited? | Base: Those in G20 countries, excluding Russia 2025 who were shown each of the options above (each option has its own base size, check tables before reporting as some options have base of below 100)

#### Awareness of UK events and anniversaries



#### Awareness of UK tourist attractions





# Thank you

