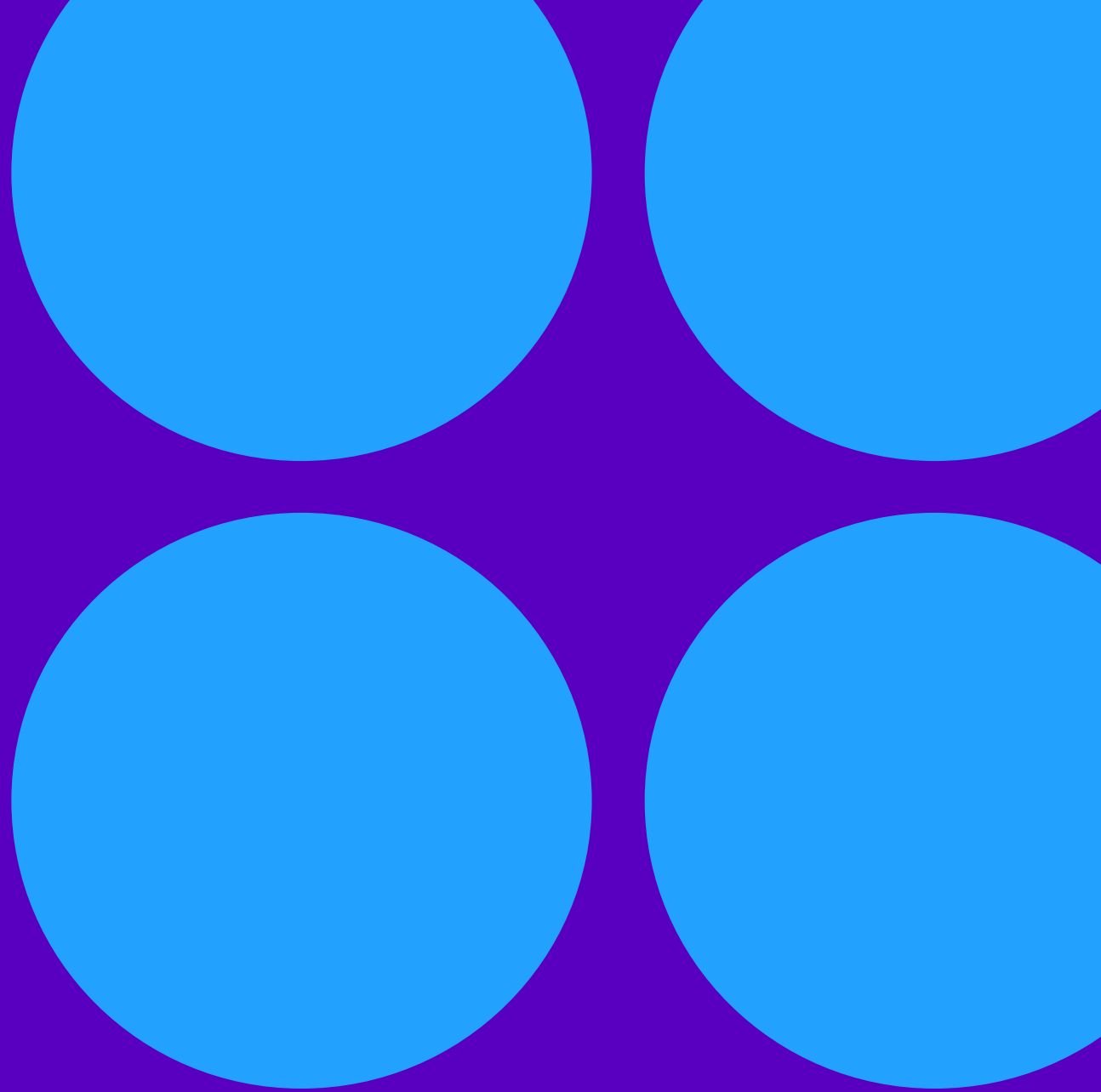


Global Perceptions 2025 - G20 International Survey Results



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.

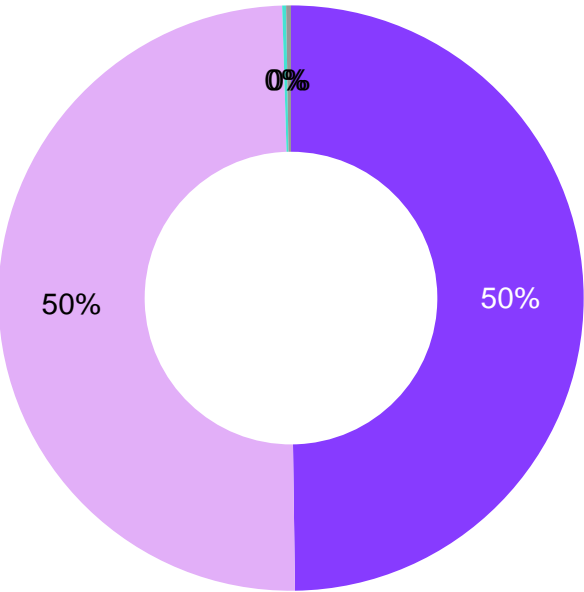
Country exclusions

- ❖ 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)

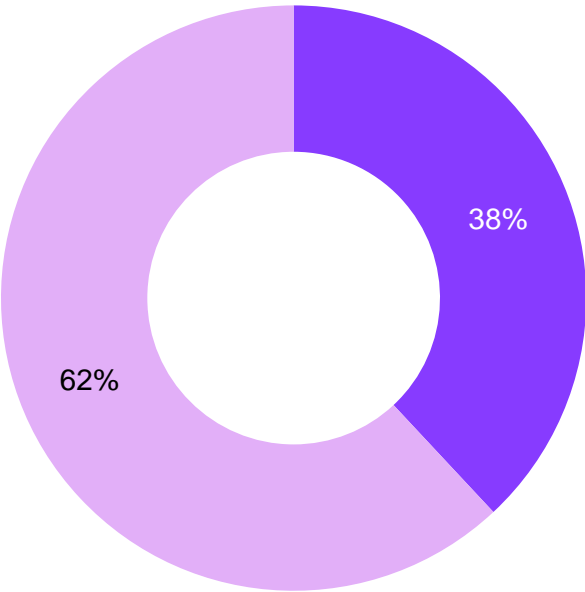
Gender

Male Female In another way Prefer not to say

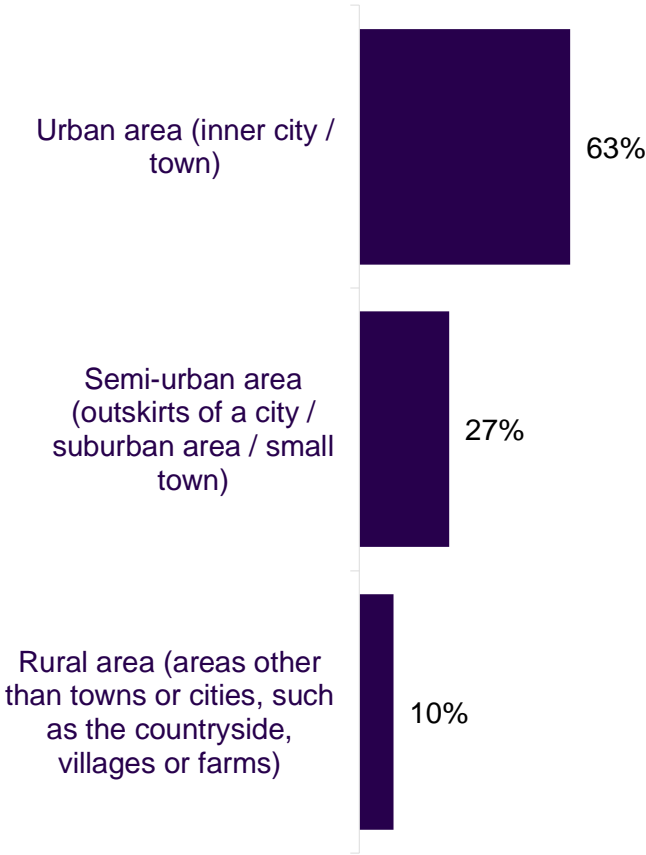


Age

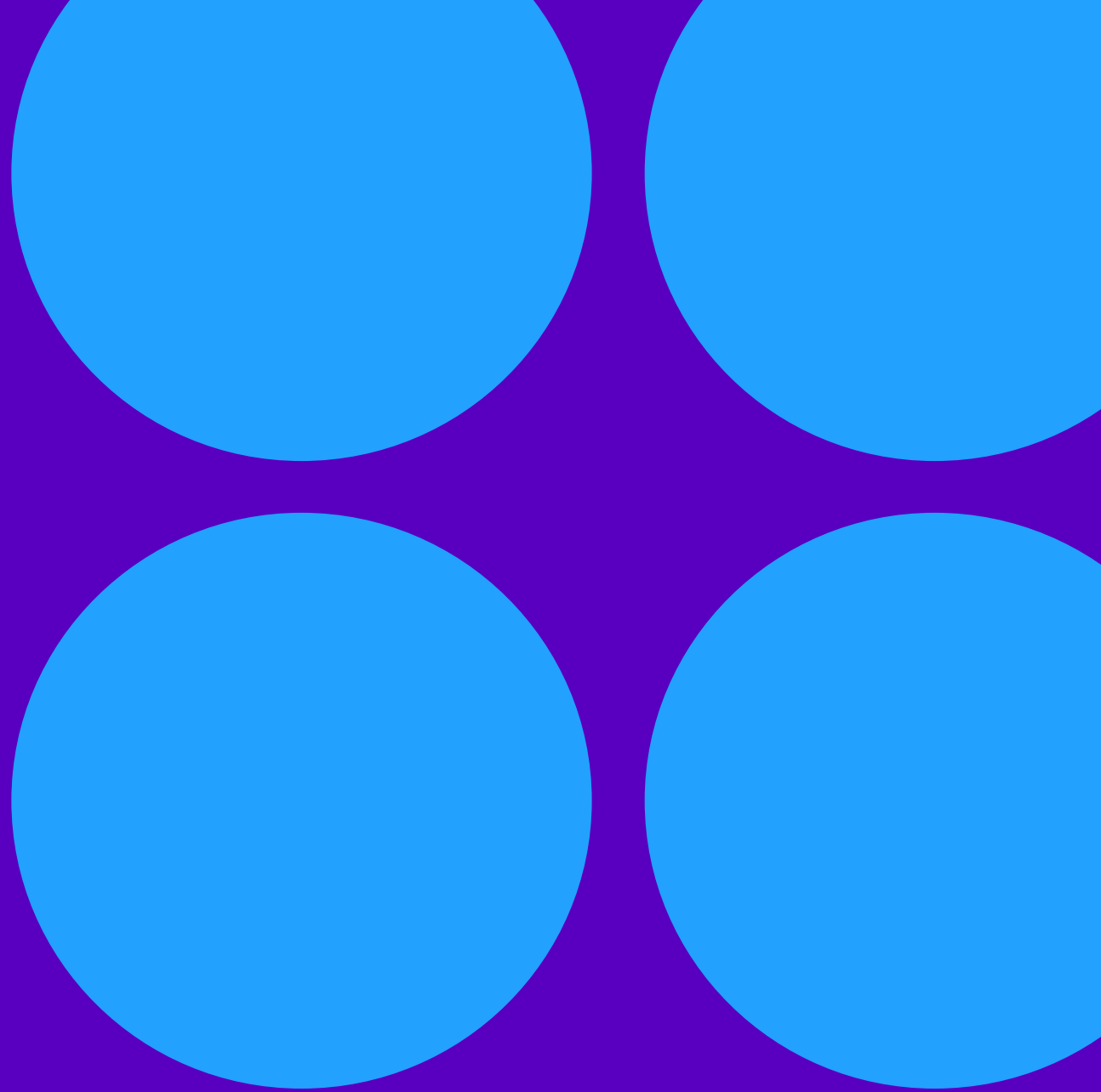
18-24 25-34



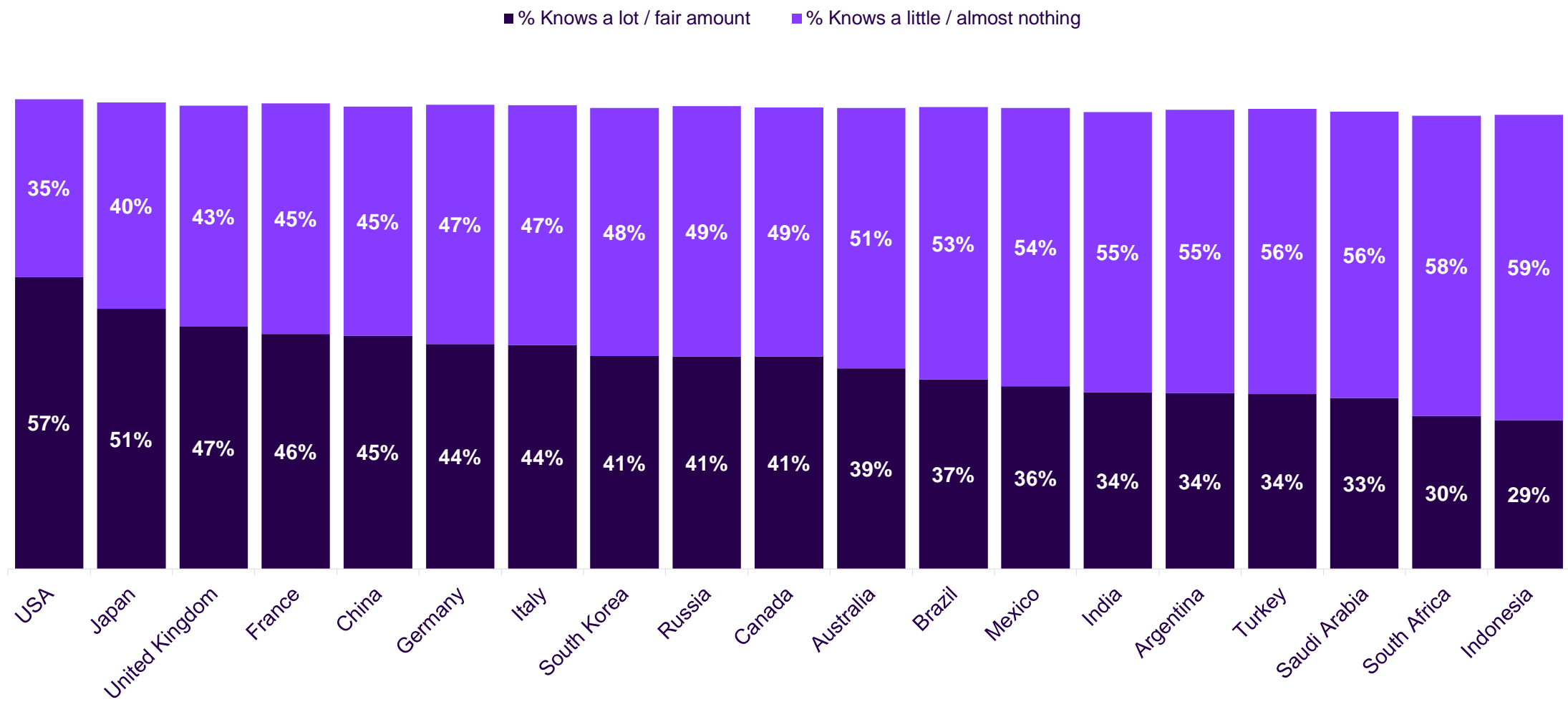
Urbanity



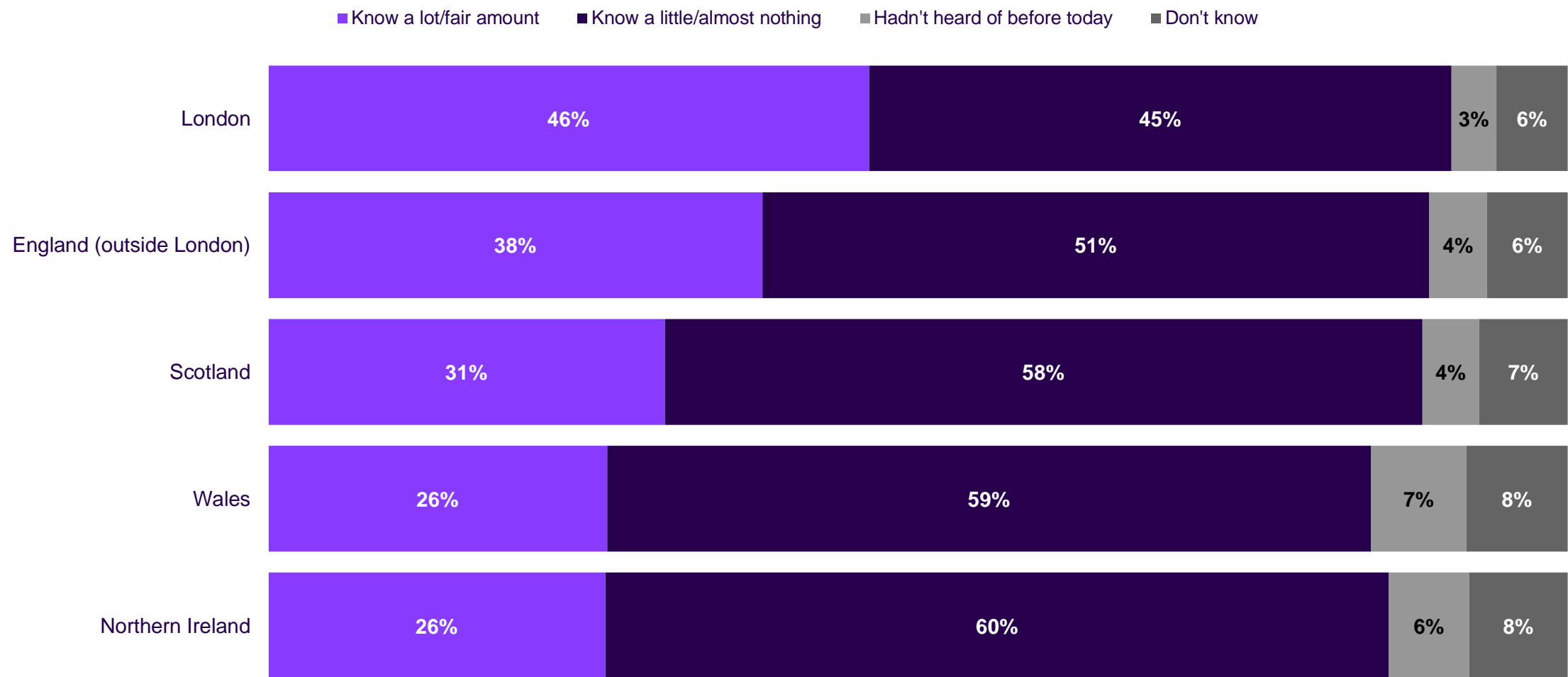
UK familiarity



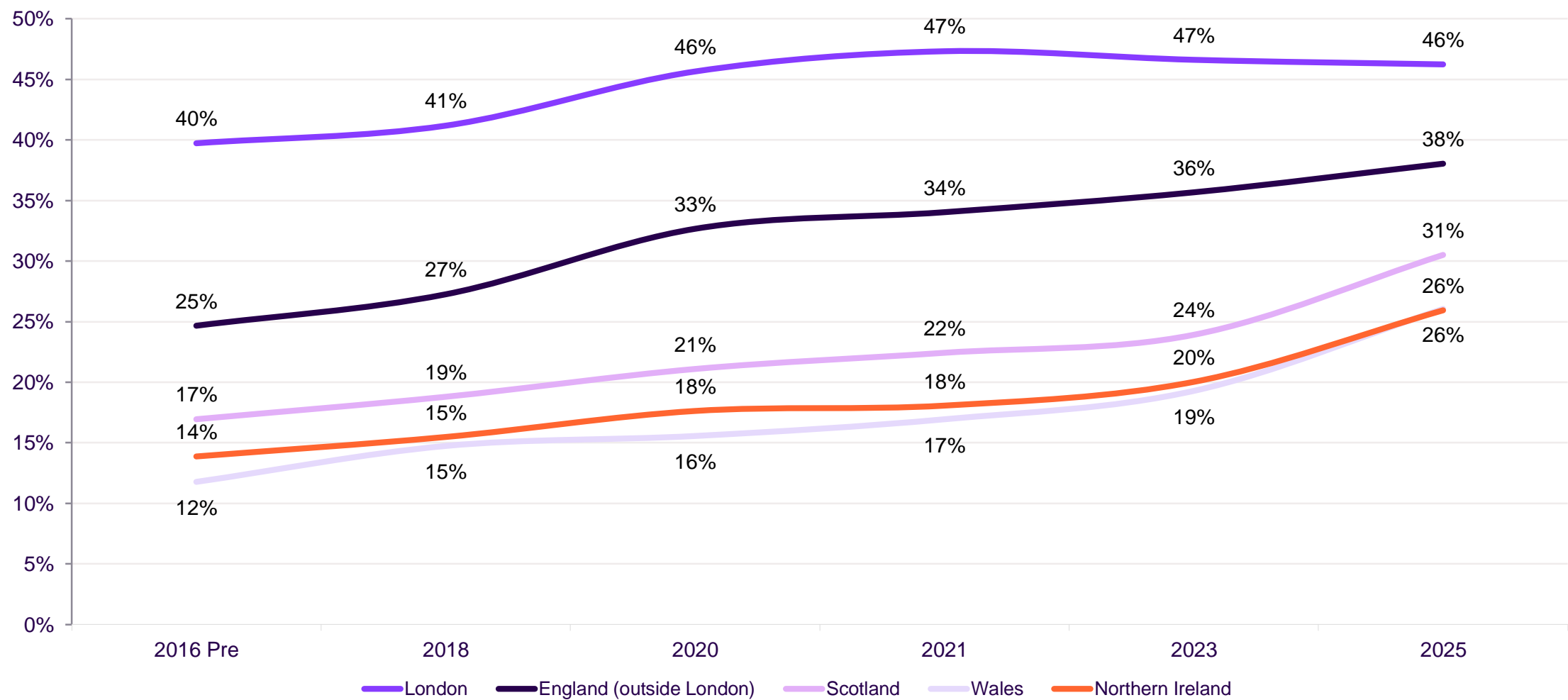
Knowledge of G20 countries



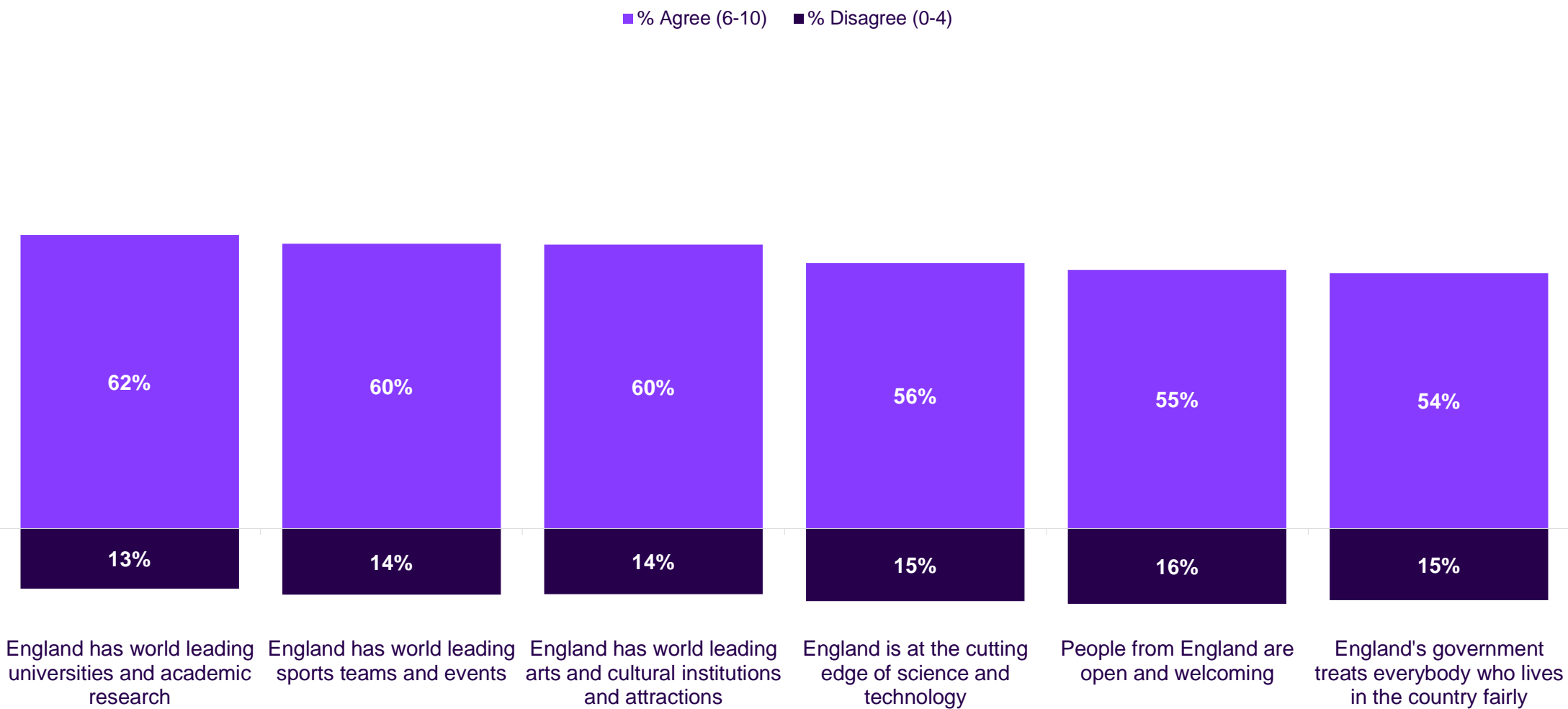
Knowledge of nations and regions of UK



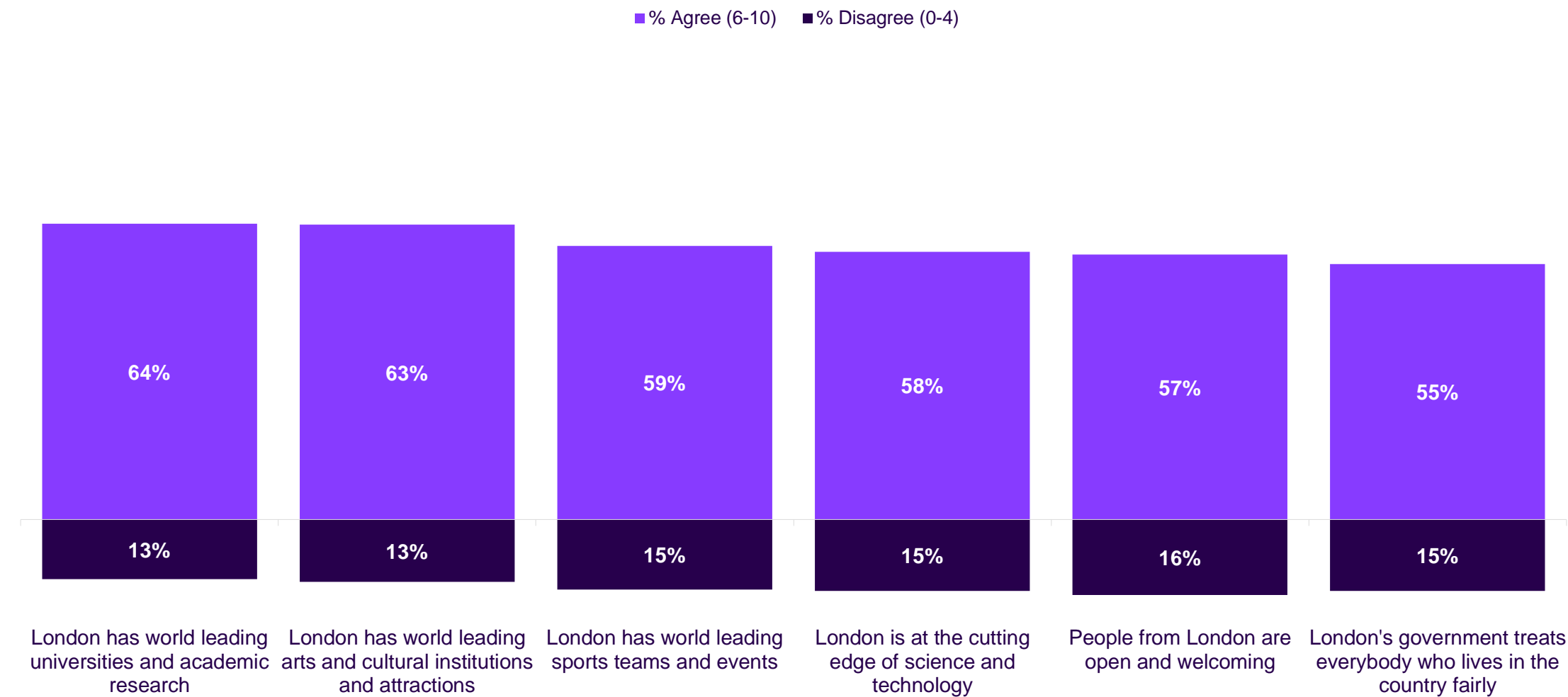
Knowledge of nations and regions of UK 2016-2025



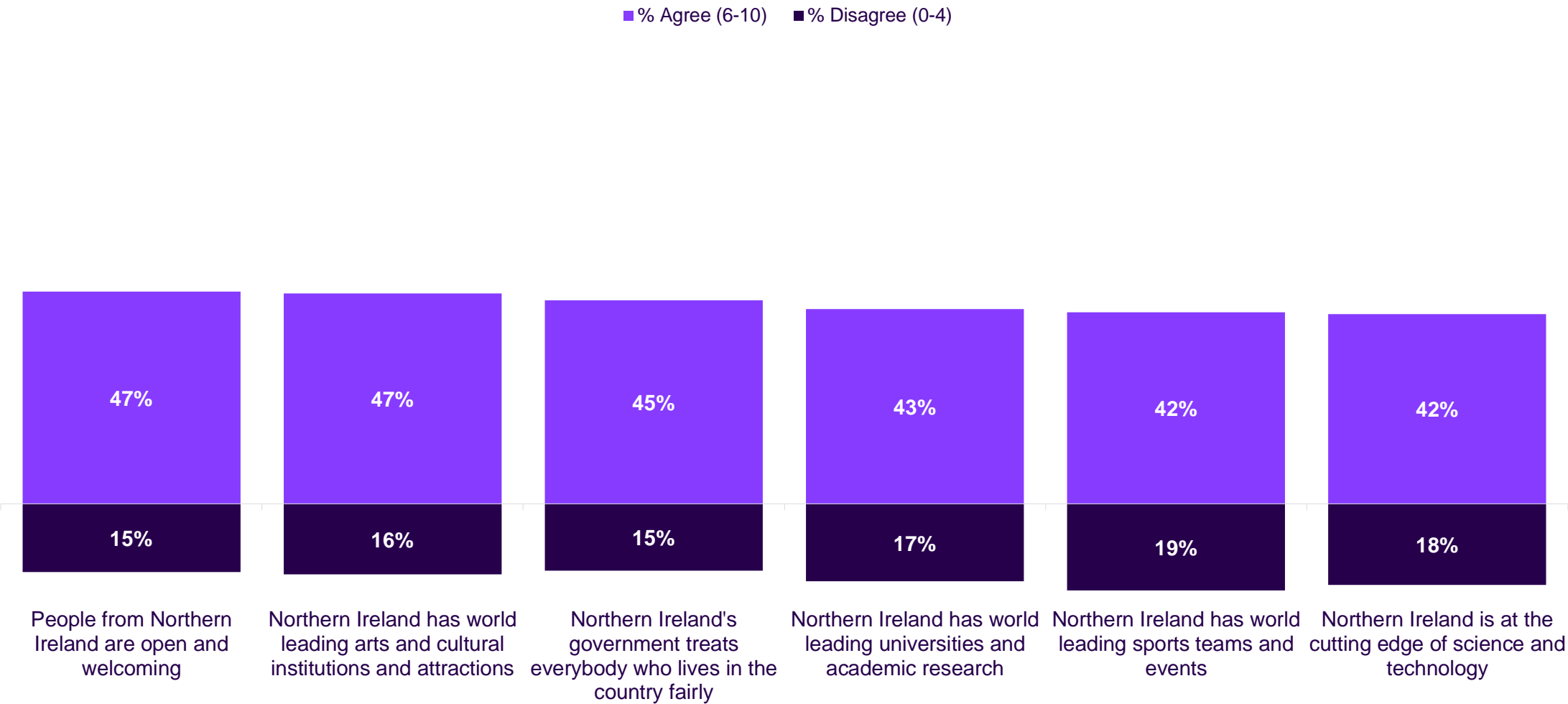
Perceptions of England's soft power



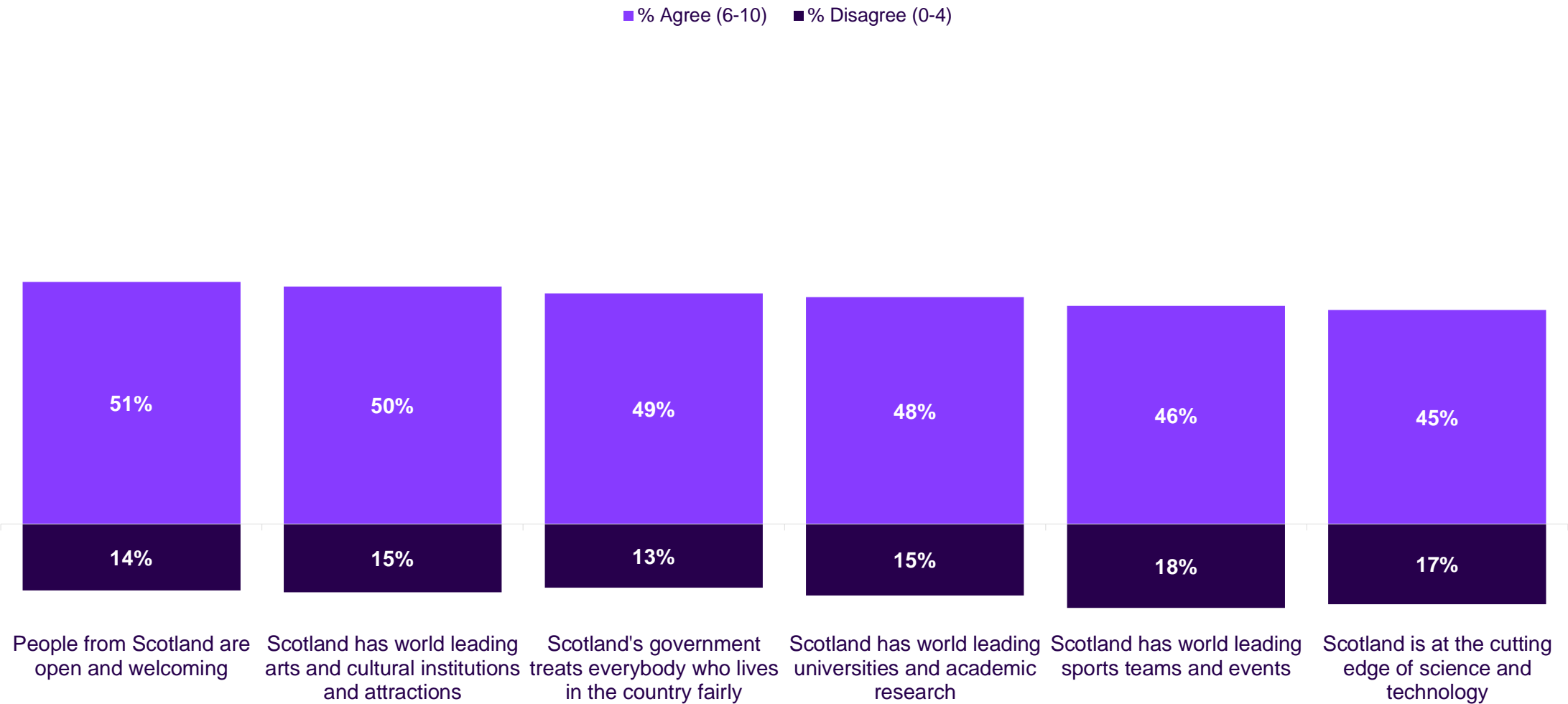
Perceptions of London's soft power



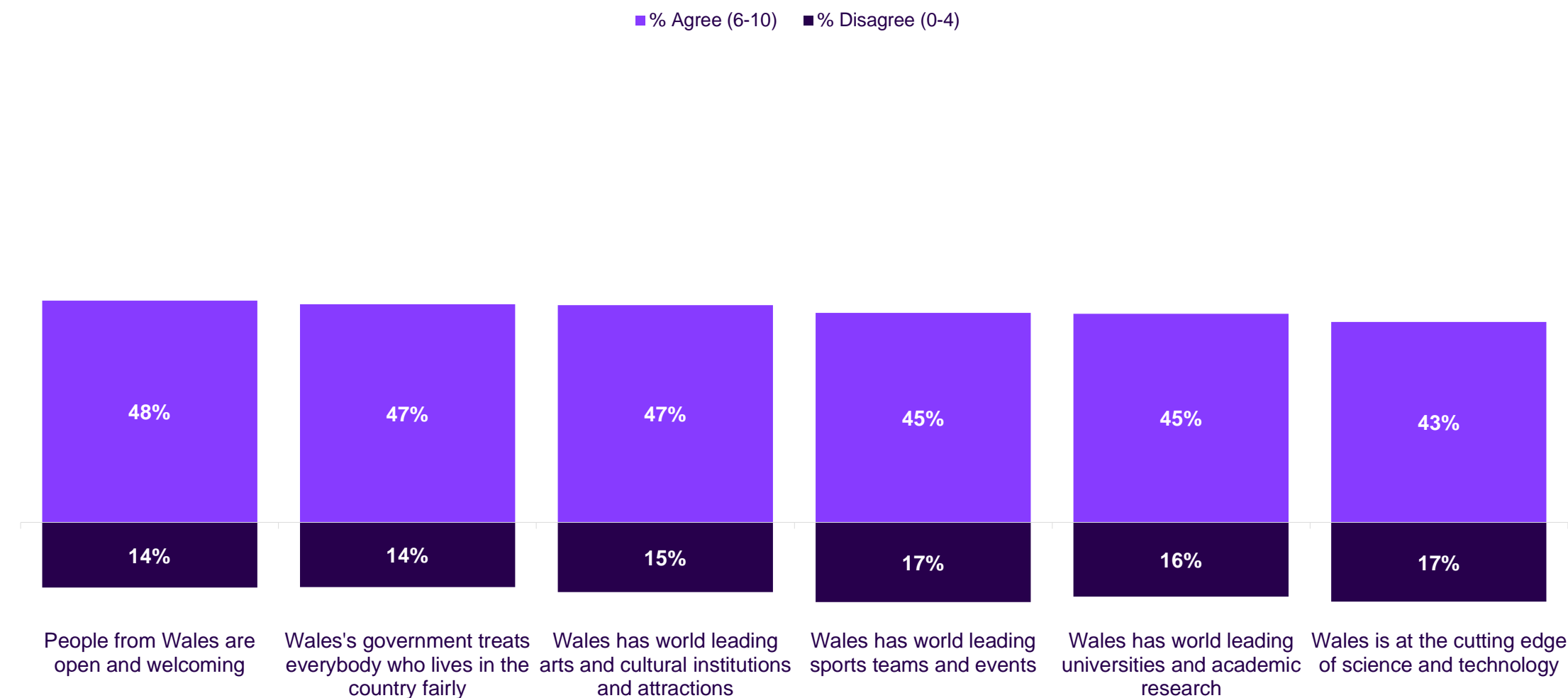
Perceptions of Northern Ireland's soft power



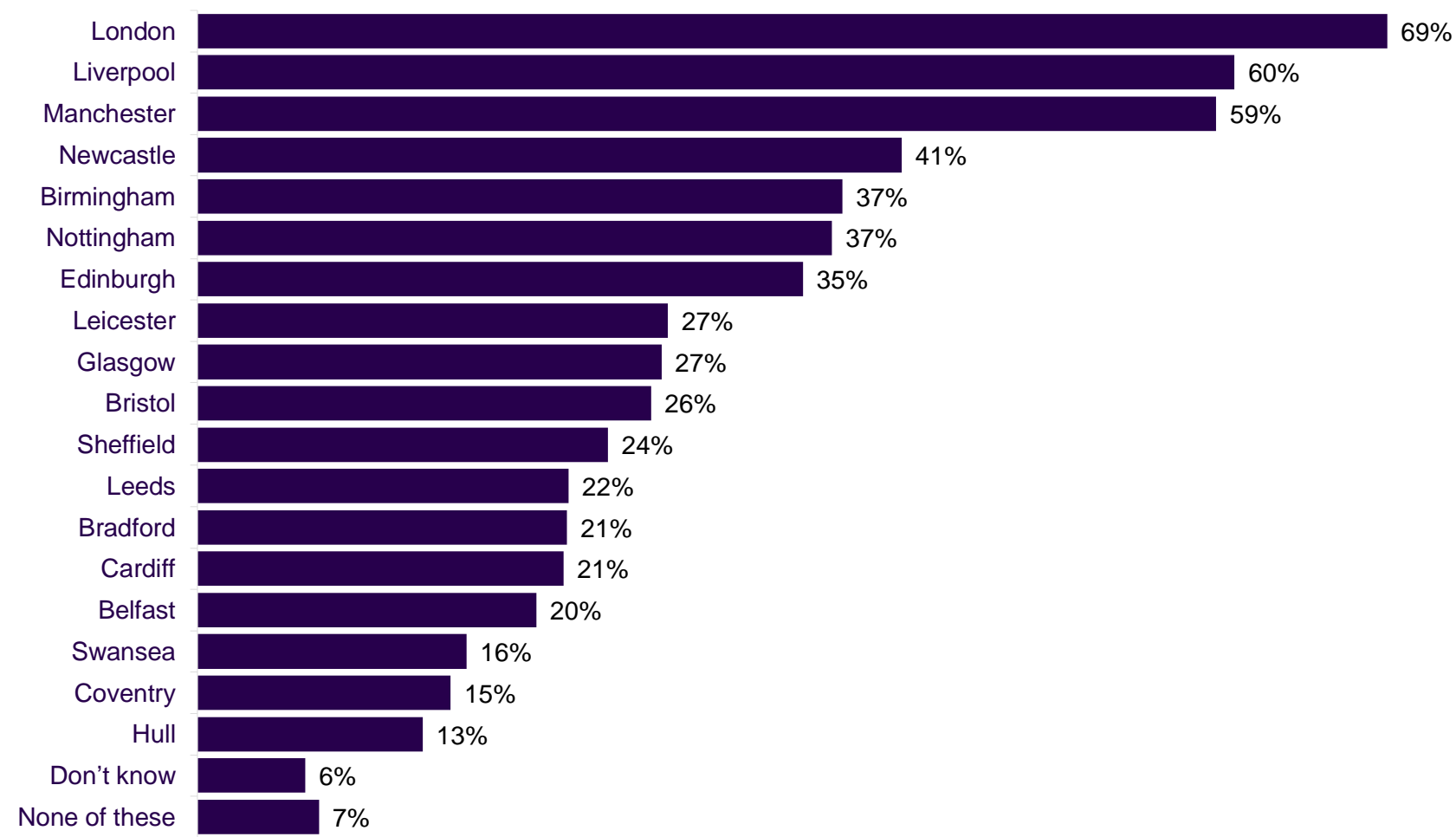
Perceptions of Scotland's soft power



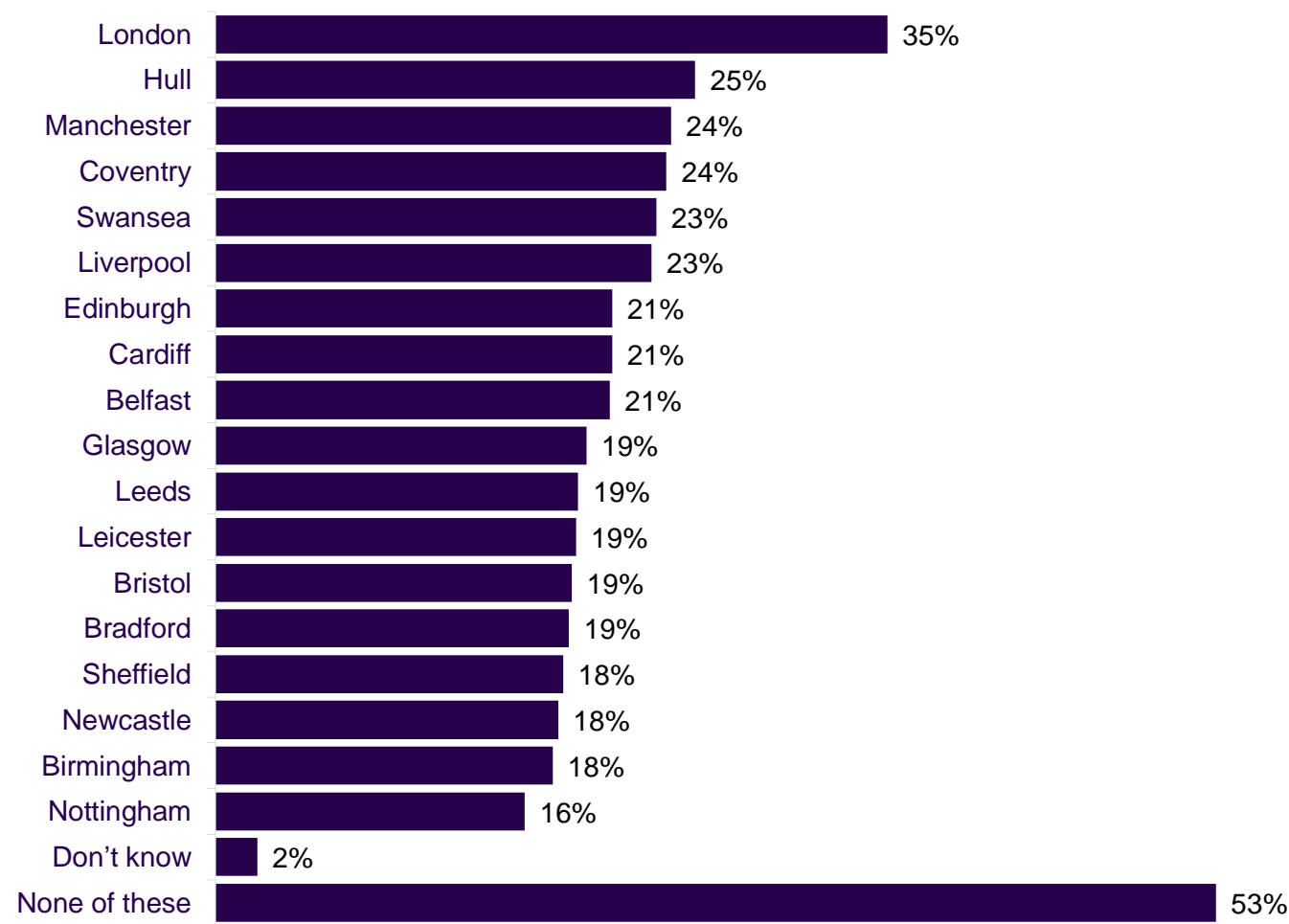
Perceptions of Wales' soft power



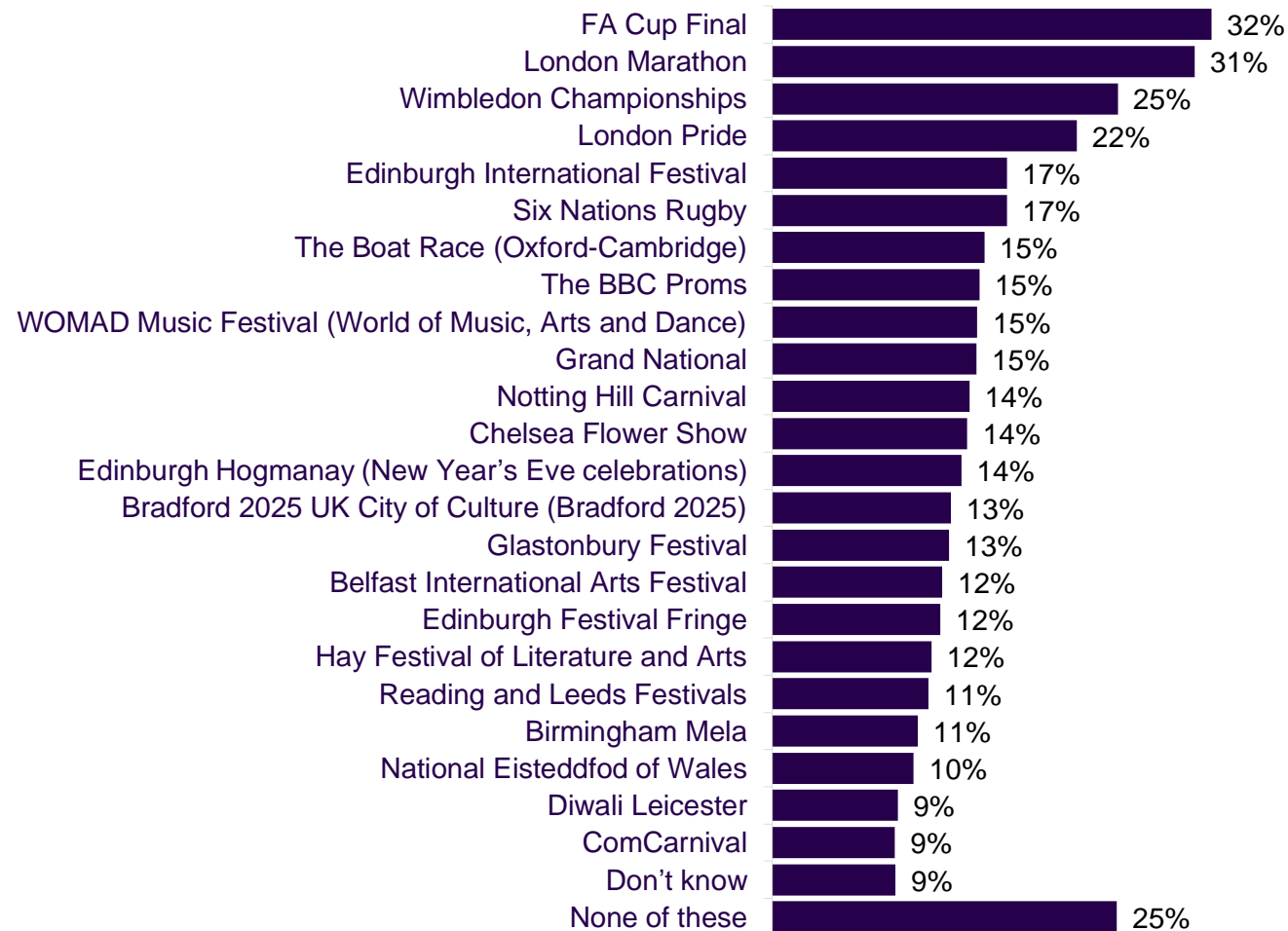
Awareness of UK cities



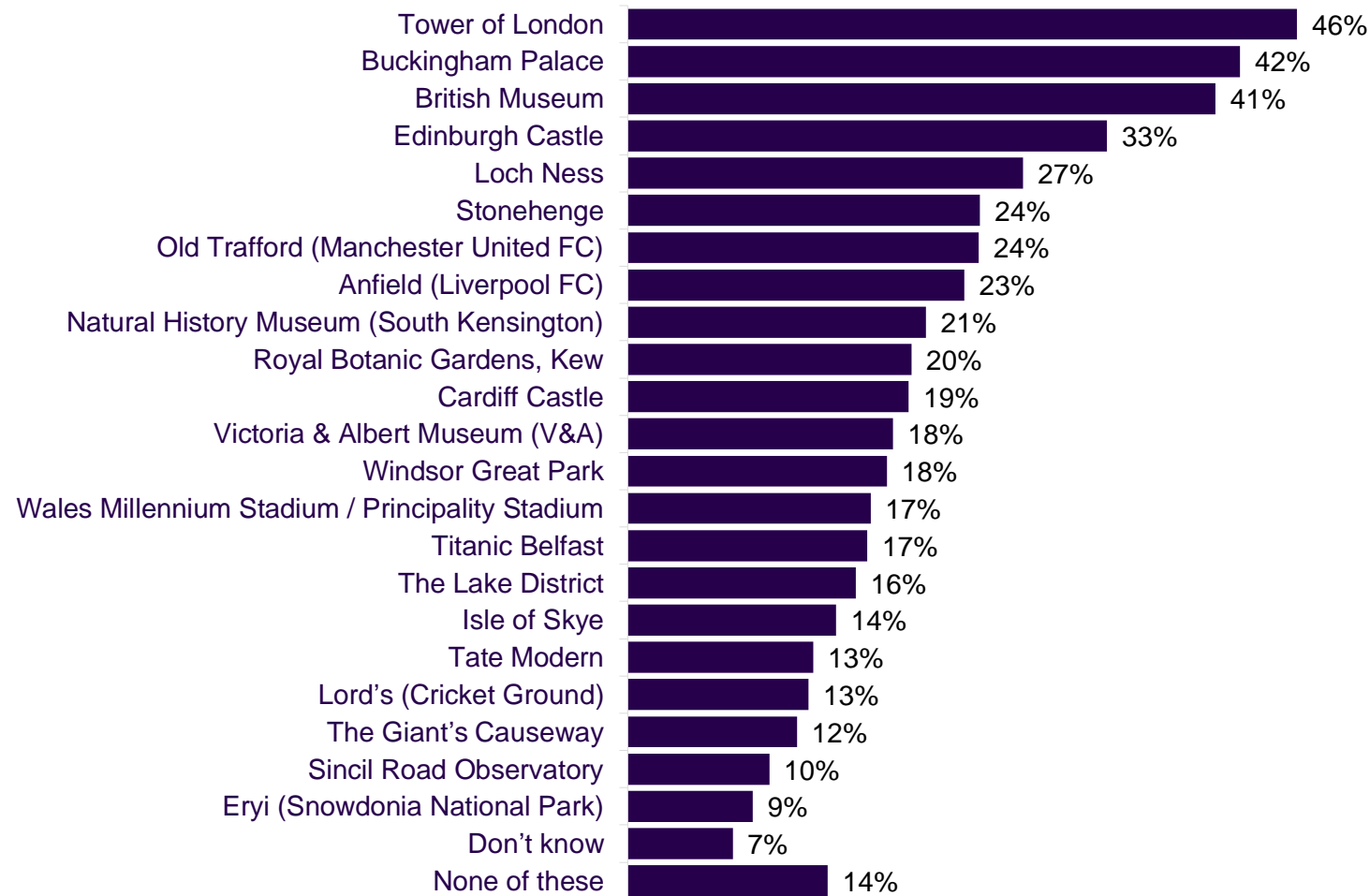
UK cities participants have visited



Awareness of UK events and anniversaries



Awareness of UK tourist attractions



Thank you

