

Perceptions of the UK Internationally

Report prepared for British Council by Ipsos

Nigeria, May 2020



Objectives and Methodology

What did we do?

The British Council is the UK's international organisation for cultural relations and educational opportunities. In 2020, it commissioned Ipsos to conduct research to understand how the UK is seen by educated young people across 36 countries internationally. The data from this research will be used to inform British Council strategy and programmes aimed at this target audience in relevant countries.

The 2020 research builds on previous studies conducted in 2016 and 2018 across the G20. Nigeria was added to the list of countries included for the first time in 2020.

Ipsos conducted an online survey in Nigeria, interviewing 18-34 year olds with a minimum of secondary education. This is the first wave of research conducted in this country. Interviews were conducted in English and fieldwork took place between 21st February and 3rd March 2020. Quotas were set on gender and age, with minimum numbers of interviews required across regions and in urban/rural areas.

The final sample size is 1,000.

Data have been 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.

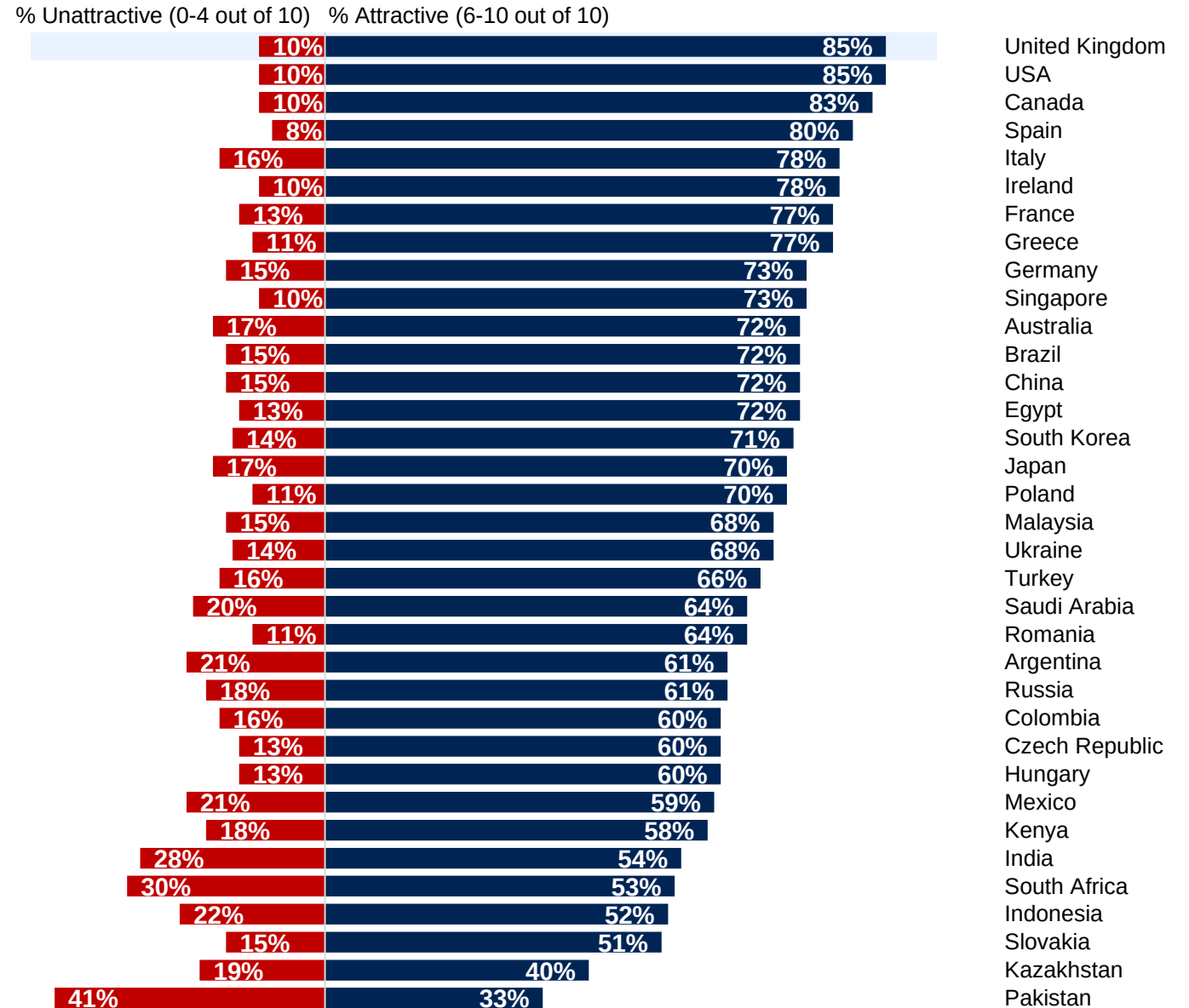
Executive summary

- **The UK is the country ranked most attractive overall, equal to the USA and closely followed by Canada.**
- **The UK's education system is held in high regard by young Nigerians.** Two-thirds see it as an attractive place to study and half intend to study there in the future. Only the USA and Canada rank better on these measures.
- **The UK ranks second for attractiveness as a place to visit, third as a place to do business or trade, and fourth as a source of arts and culture.**
 - The USA ranks first as a place to visit, and second as a place to do business or trade.
 - China outperforms both the UK and USA as a place to do business and as a source of art and culture.
- **The people, government and institutions of the UK rank as the most trusted by young Nigerians.**

Most attractive countries overall

How attractive overall do you find each of the following countries?

Participant's own country not ranked.



Base: All participants in Nigeria [1,000]

Attractiveness across key metrics

How attractive overall do you find each of the following countries?

Which three of the following countries do you find most attractive as...?

Chart shows attractiveness scores for the G20 countries only. New countries were asked separate from this list so comparison across countries is not valid.

Participant's own country not ranked.



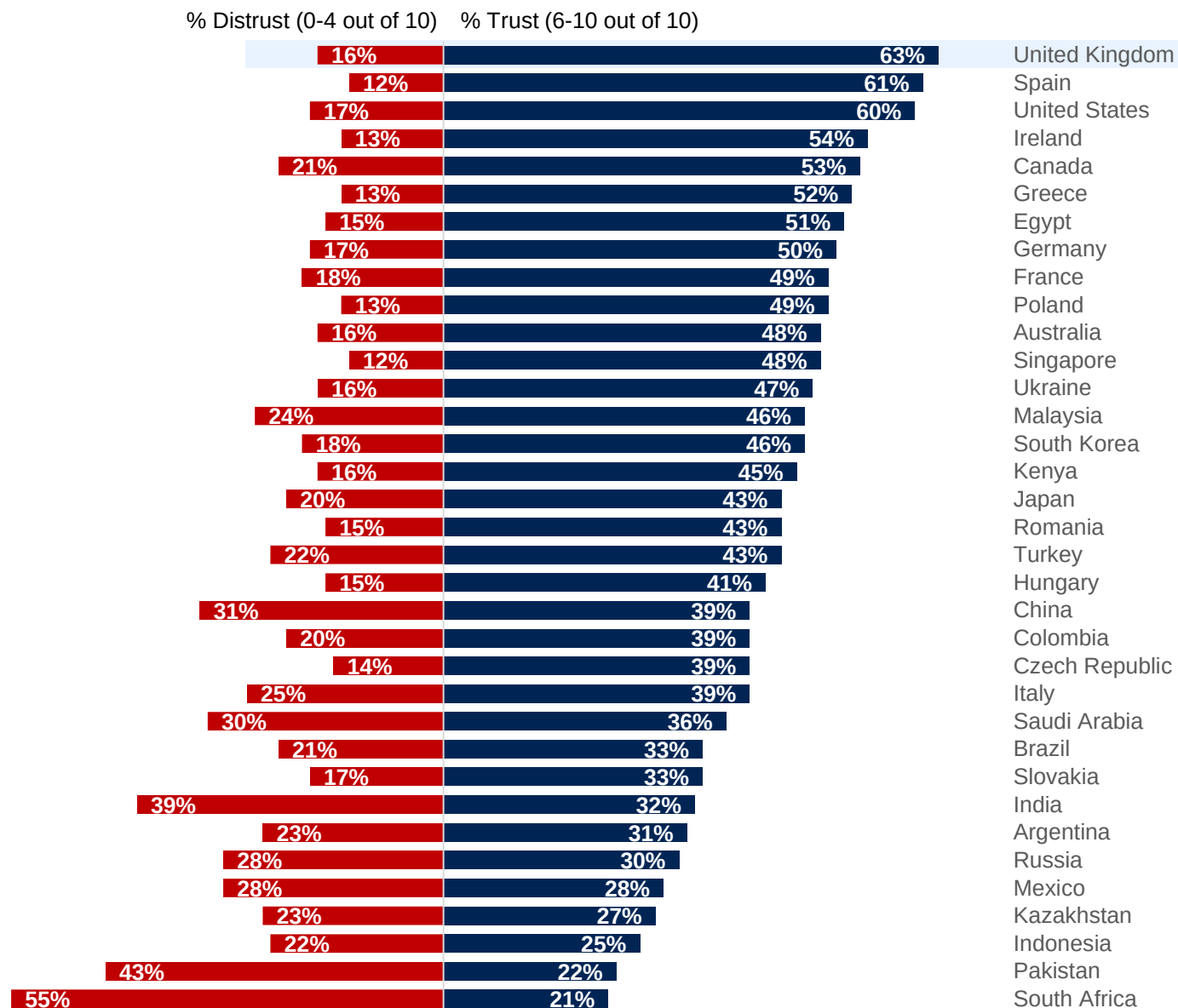
	A place to study	A source of arts and culture	A place to do business or trade	A place to visit
United States	65%	27%	57%	38%
Canada	61%	14%	29%	29%
United Kingdom	60%	24%	32%	34%
Germany	26%	9%	18%	15%
Australia	15%	7%	7%	13%
France	11%	24%	11%	30%
China	11%	31%	59%	19%
India	9%	32%	9%	12%
Russia	6%	4%	4%	5%
Japan	5%	12%	17%	9%
Italy	5%	21%	10%	19%
South Korea	5%	17%	7%	10%
South Africa	5%	20%	7%	11%
Saudi Arabia	5%	9%	11%	16%
Turkey	4%	5%	11%	8%
Brazil	3%	20%	3%	16%
Mexico	3%	14%	3%	8%
Argentina	1%	4%	1%	2%
Indonesia	1%	4%	2%	2%

Base: All participants in Nigeria [1,000]

Trust in people of different countries

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

Participant's own country not ranked.

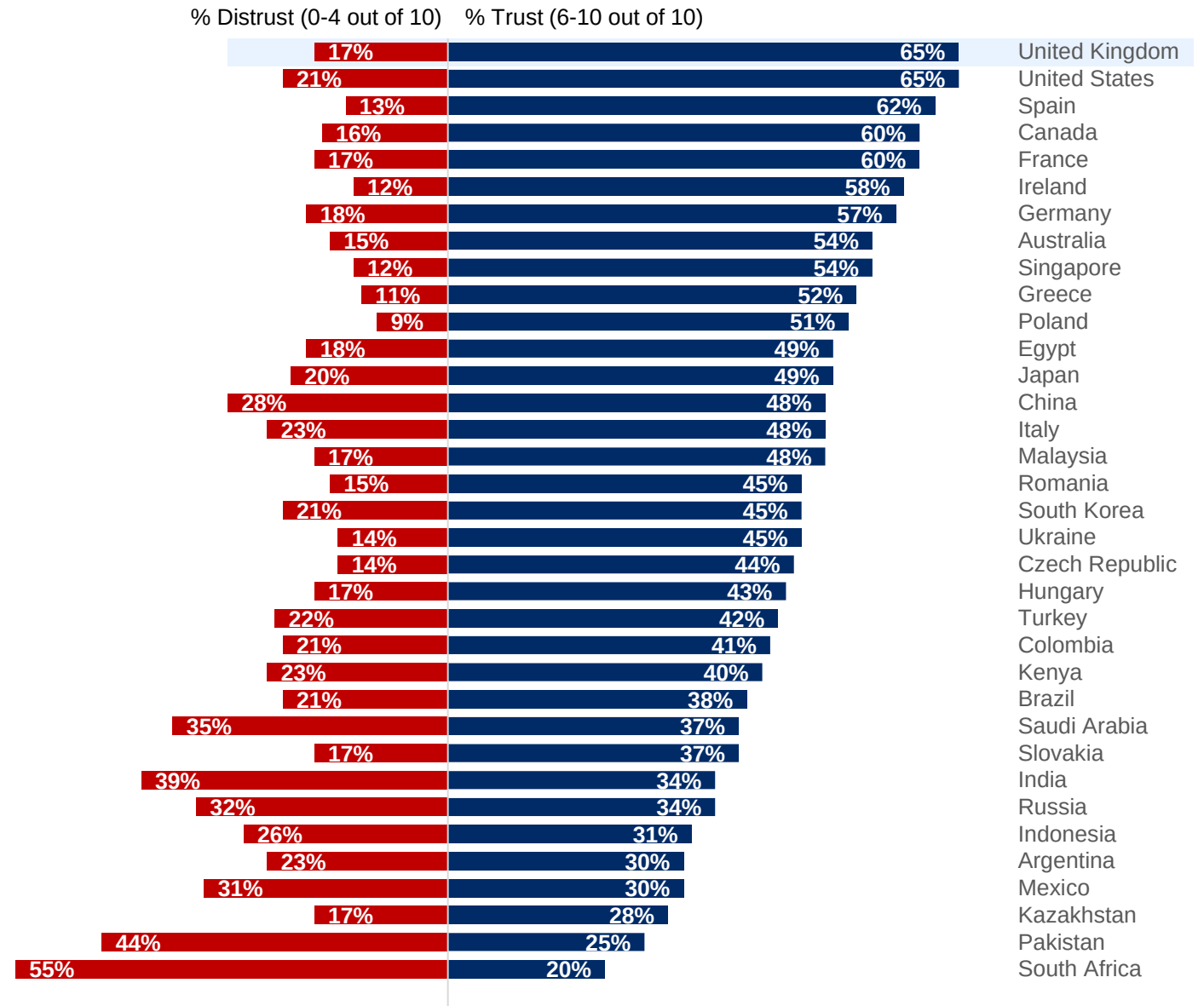


Base: All participants in Nigeria [1,000]

Trust in the government of different countries

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

Participant's own country not ranked.

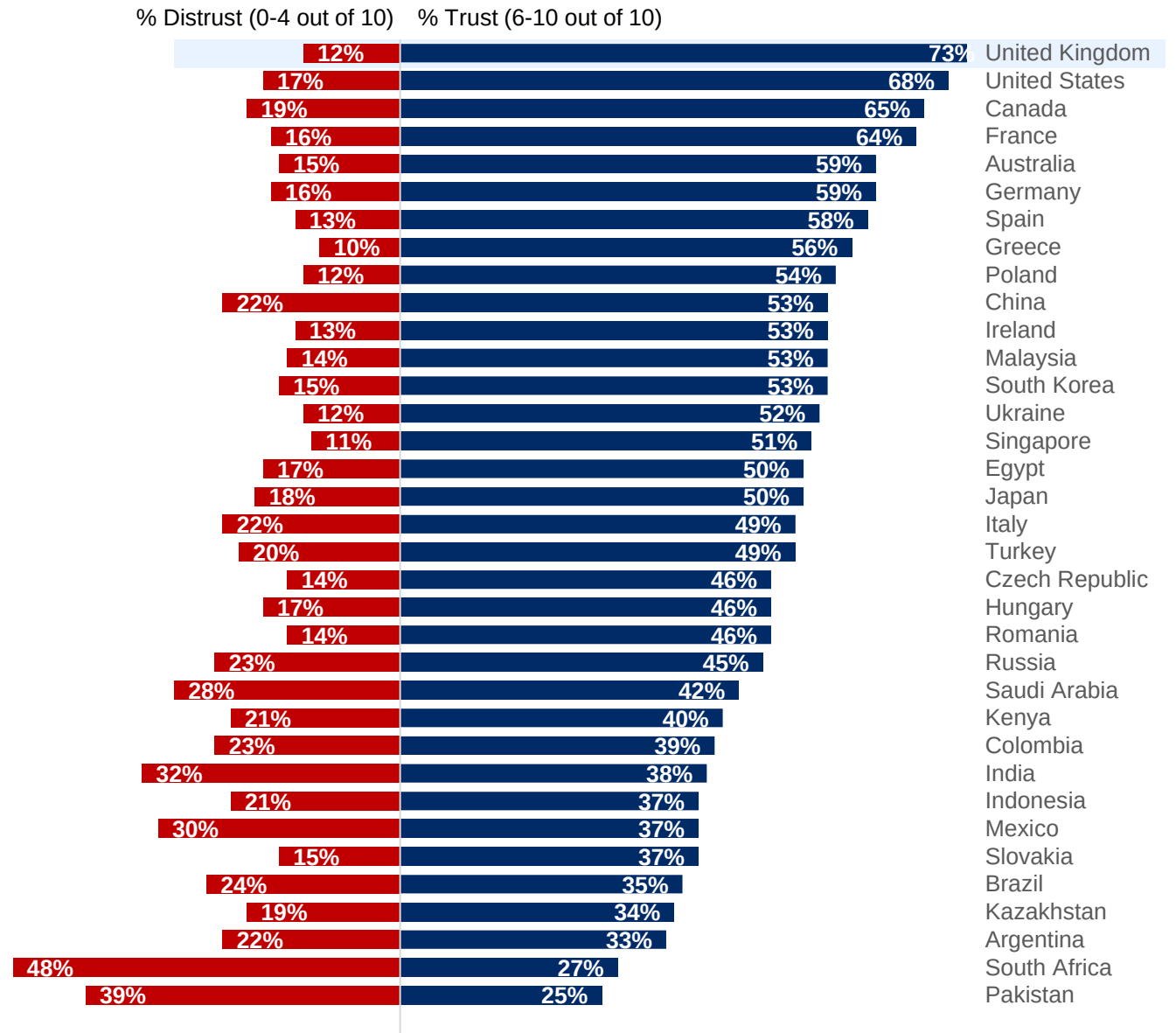


Base: All participants in Nigeria [1,000]

Trust in the institutions of different countries

Thinking generally about institutions (such as the media, police, or justice system), to what extent do you distrust or trust people from each of the following countries?

Participant's own country not ranked.



Base: All participants in Nigeria [1,000]

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ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



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