

**Technical note**

1. Ipsos conducted 9,003 online interviews with adults aged 18-64 (in the US), 16-64 (in rest of world) in 12 countries from 5 to 19 November. This was part of the multi-client survey termed Global @dvisor.

2. The Global @dvisor survey is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries included in this survey are Brazil, China, Great Britain, India, Poland, Russia, Saudi Arabia, South Africa, Spain, Thailand, Turkey and the USA.

3. Approximately 1000 individuals participated per country via the Ipsos Online Panel, with the exceptions of Poland, Russia, Saudi Arabia, South Africa, Thailand and Turkey where each have a sample size of around 500.

4. Weighting was employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data and to provide results intended to approximate the sample universe.

Ipsos MORI		GB	Non-GB
		1000	8003
1	<b>Which of the following have you personally done, seen or been aware of over the last few years?</b> The 2012 London Olympics The 2012 London Paralympics The Queen's Diamond Jubilee celebrations in 2012 The Royal Wedding in 2011 Visited the UK (NOT ASKED IN UK) Met someone/people from the UK (NOT ASKED IN UK) Learned about the UK over the internet (NOT ASKED IN UK) Learned about the UK from the media (NOT ASKED IN UK) Don't know	95% 88% 90% 89% - - - - 4%	70% 44% 27% 45% 9% 16% 27% 26% 17%
Base size:		950	5931
2_A	<b>And would you say that the following has changed your view of the UK?</b> <b>The 2012 London Olympics</b> It has improved my view of the UK It has worsened my view of the UK It did not change my view of the UK Don't know	49% 2% 48% 1%	34% 3% 57% 6%
Base size:		888	3499
2_B	<b>And would you say that the following has changed your view of the UK?</b> <b>The 2012 London Paralympics</b> It has improved my view of the UK It has worsened my view of the UK It did not change my view of the UK Don't know	50% 1% 48% 1%	37% 2% 55% 7%
Base size:		902	2204
2_C	<b>And would you say that the following has changed your view of the UK?</b> <b>The Queen's Diamond Jubilee celebrations in 2012</b> It has improved my view of the UK It has worsened my view of the UK It did not change my view of the UK Don't know	35% 5% 60% 1%	31% 3% 61% 4%

	<b>Base size:</b>	<b>890</b>	<b>3756</b>
<b>2_D</b>	<b>And would you say that the following has changed your view of the UK?</b>		
	<b>The Royal Wedding in 2011</b>		
	It has improved my view of the UK	30%	30%
	It has worsened my view of the UK	5%	3%
	It did not change my view of the UK	64%	62%
	Don't know	1%	4%
	<b>Base size:</b>	<b>-</b>	<b>829</b>
<b>2_E</b>	<b>And would you say that the following has changed your view of the UK?</b>		
	<b>Visiting the UK (NOT ASKED IN UK)</b>		
	It has improved my view of the UK	-	58%
	It has worsened my view of the UK	-	6%
	It did not change my view of the UK	-	31%
	Don't know	-	4%
	<b>Base size:</b>	<b>-</b>	<b>1431</b>
<b>2_F</b>	<b>And would you say that the following has changed your view of the UK?</b>		
	<b>Meeting someone/people from the UK (NOT ASKED IN UK)</b>		
	It has improved my view of the UK	-	48%
	It has worsened my view of the UK	-	6%
	It did not change my view of the UK	-	44%
	Don't know	-	3%
	<b>Base size:</b>	<b>-</b>	<b>2370</b>
<b>2_G</b>	<b>And would you say that the following has changed your view of the UK?</b>		
	<b>Learning about the UK over the internet (NOT ASKED IN UK)</b>		
	It has improved my view of the UK	-	49%
	It has worsened my view of the UK	-	4%
	It did not change my view of the UK	-	44%
	Don't know	-	3%
	<b>Base size:</b>	<b>-</b>	<b>2274</b>
<b>2_H</b>	<b>And would you say that the following has changed your view of the UK?</b>		
	<b>Learning about the UK from the media (NOT ASKED IN UK)</b>		
	It has improved my view of the UK	-	39%
	It has worsened my view of the UK	-	7%
	It did not change my view of the UK	-	50%
	Don't know	-	3%
	<b>Base size:</b>	<b>492</b>	<b>2523</b>
<b>3</b>	<b>And which <u>one</u> of these would you say has been most important in changing your views of the UK?</b>		
	The 2012 London Olympics	58%	39%
	The 2012 London Paralympics	24%	13%
	The Queen's Diamond Jubilee celebrations in 2012	10%	6%
	The Royal Wedding in 2011	4%	10%
	Visited the UK	-	8%
	Met someone/people from the UK	-	10%
	Learned about the UK over the internet	-	9%
	Learned about the UK from the media	-	4%
	Don't know	4%	2%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
<b>4</b>	<b>What effect, if any, do you think the 2012 Olympics has had on the way the UK is viewed by the rest of the world?</b>		
	Very positive effect	47%	27%
	Slightly positive effect	34%	32%

	No effect either way	14%	20%
	Slightly negative effect	1%	3%
	Very negative effect	1%	1%
	Don't know	4%	17%
	<b>Positive</b>	81%	59%
	<b>Negative</b>	2%	4%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
5	<b>And what effect, if any, do you think the 2012 Paralympics has had on the way the UK is viewed by the rest of the world?</b>		
	Very positive effect	47%	27%
	Slightly positive effect	33%	30%
	No effect either way	16%	20%
	Slightly negative effect	*	2%
	Very negative effect	*	1%
	Don't know	4%	20%
	<b>Positive</b>	80%	57%
	<b>Negative</b>	1%	3%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
6	<b>And to what extent do you think the 2012 Olympics has affected the UK's influence over world affairs?</b>		
	Improved a lot	8%	13%
	Improved to some extent	26%	32%
	Has made no difference	58%	33%
	Reduced to some extent	1%	2%
	Reduced a lot	*	*
	Don't know	6%	20%
	<b>Improved</b>	34%	44%
	<b>Reduced</b>	1%	3%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_A	<b>To what extent do you agree or disagree with each of the following statements?</b>		
	<b><u>The UK did a good job at organising the Olympics</u></b>		
	Strongly agree/tend to agree	81%	64%
	Tend to disagree/strongly disagree	4%	6%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_B	<b>To what extent do you agree or disagree with each of the following statements?</b>		
	<b><u>The Olympics have made me more likely to visit the UK/The Olympics have made people more likely to visit the UK</u></b>		
	Strongly agree/tend to agree	61%	36%
	Tend to disagree/strongly disagree	9%	18%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_C	<b>To what extent do you agree or disagree with each of the following statements?</b>		
	<b><u>The Olympics have made the UK more attractive to me as a place to study or do business/The Olympics have made the UK more attractive as a place to study or do business</u></b>		
	Strongly agree/tend to agree	50%	35%
	Tend to disagree/strongly disagree	12%	18%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_D	<b>To what extent do you agree or disagree with each of the following statements?</b>		
	<b><u>The UK should be more confident about its global standing in the future</u></b>		

	Strongly agree/tend to agree Tend to disagree/strongly disagree	57% 8%	45% 10%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_E	<b>To what extent do you agree or disagree with each of the following statements?</b> <b><u>The Olympics have shown the UK to be a confident, multi-ethnic society</u></b>		
	Strongly agree/tend to agree Tend to disagree/strongly disagree	70% 7%	55% 9%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_F	<b>To what extent do you agree or disagree with each of the following statements?</b> <b><u>The Olympics will leave a lasting positive impact on UK Society</u></b>		
	Strongly agree/tend to agree Tend to disagree/strongly disagree	56% 16%	53% 7%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
7_G	<b>To what extent do you agree or disagree with each of the following statements?</b> <b><u>The Olympics opening ceremony reflected the best of a traditional and modern UK</u></b>		
	Strongly agree/tend to agree Tend to disagree/strongly disagree	60% 12%	56% 7%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
8_A	<b>To what extent would you say the 2012 Olympics and Paralympics have had a positive or negative effect on your views of the following?</b> <b><u>How UK people view disability</u></b>		
	Very/slightly positive effect Slightly/very negative effect	77% 2%	56% 3%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
8_B	<b>To what extent would you say the 2012 Olympics and Paralympics have had a positive or negative effect on your views of the following?</b> <b><u>How friendly people in the UK are</u></b>		
	Very/slightly positive effect Slightly/very negative effect	65% 3%	52% 5%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
8_C	<b>To what extent would you say the 2012 Olympics and Paralympics have had a positive or negative effect on your views of the following?</b> <b><u>The sense of humour of people in the UK</u></b>		
	Very/slightly positive effect Slightly/very negative effect	60% 2%	46% 5%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
8_D	<b>To what extent would you say the 2012 Olympics and Paralympics have had a positive or negative effect on your views of the following?</b> <b><u>The arts scene in the UK</u></b>		
	Very/slightly positive effect Slightly/very negative effect	45% 3%	54% 3%

		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
8_E	<b>To what extent would you say the 2012 Olympics and Paralympics have had a positive or negative effect on your views of the following?</b>			
	<b><u>How good the UK is at sport</u></b>			
	Very/slightly positive effect		73%	52%
	Slightly/very negative effect		2%	4%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_A	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Respect the beliefs, values and culture of people from other countries</u></b>			
	Strongly agree/tend to agree		46%	50%
	Tend to disagree/strongly disagree		24%	10%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_B	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Take seriously the concerns and priorities of people from other countries</u></b>			
	Strongly agree/tend to agree		41%	43%
	Tend to disagree/strongly disagree		25%	12%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_C	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Are tolerant of people from other countries</u></b>			
	Strongly agree/tend to agree		51%	47%
	Tend to disagree/strongly disagree		22%	12%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_D	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Are open to new ideas</u></b>			
	Strongly agree/tend to agree		55%	52%
	Tend to disagree/strongly disagree		15%	8%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_E	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Have a good understanding of international issues</u></b>			
	Strongly agree/tend to agree		43%	48%
	Tend to disagree/strongly disagree		23%	8%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_F	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Welcome visitors to their country</u></b>			
	Strongly agree/tend to agree		61%	53%
	Tend to disagree/strongly disagree		13%	8%
		<b>Base size:</b>	<b>1000</b>	<b>8003</b>
9_G	<b>To what extent do you agree or disagree that people from the UK:</b>			
	<b><u>Are concerned about the global environment</u></b>			

	Strongly agree/tend to agree	47%	49%
	Tend to disagree/strongly disagree	17%	8%
	<b>Base size:</b>	<b>1000</b>	<b>8003</b>
<b>9_H</b>	<b>To what extent do you agree or disagree that people from the UK:</b>		
	<b><u>Generally give a good impression of the UK when they travel abroad</u></b>		
	Strongly agree/tend to agree	31%	50%
	Tend to disagree/strongly disagree	36%	9%
	<b>Base size:</b>	<b>-</b>	<b>8003</b>
<b>10</b>	<b>Which if any of the following apply to you personally?</b>		
	Studied or learned English as a foreign language	-	42%
	Have worked in the UK	-	3%
	Have studied in the UK	-	2%
	Have had links with the UK through my school	-	5%
	Have had university or research links with the UK	-	4%
	Have participated in a UK arts or cultural event or festival	-	4%
	Have used British Council services or taken part in a British Council programme	-	5%
	None of these	-	50%