

TRUST PAYS

How international cultural relationships build trust in the UK and underpin the success of the UK economy

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ABOUT THE BRITISH COUNCIL

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We are a Royal Charter charity, established as the UK's international organisation for educational opportunities and cultural relations.

Our 7,000 staff in more than 100 countries work with thousands of professionals and policy-makers and millions of young people every year through English, arts, education and society programmes.

We earn over 75 per cent of our annual turnover of nearly £700 million from services which customers pay for, education and development contracts we bid for and from partnerships. A UK government grant provides the remaining 25 per cent. We match every £1 of core public funding with over £3 earned in pursuit of our charitable purpose.

FOREWORD

The eyes of the world are on the UK in 2012, providing unparalleled opportunities for our country to further strengthen its international reputation and connections with the world.

This summer, we will not only host the Olympic and Paralympic Games, but also a vibrant cultural Olympiad. We will deliver on our promise of a true international sporting legacy for the Games through the International Inspiration programme. The UK, Commonwealth and friends worldwide will celebrate the Queen's Diamond Jubilee, marking her unique and very special contribution to this country and the wider world.

The year provides a perfect platform to continue and intensify the great tradition - encapsulated in the mission and purpose of the British Council - to share the UK's culture and ways of living; the English language; our arts and creative industries; and our education system with the world.

I am delighted to have been asked to write the foreword for this important piece of research, which assesses the impact of this work in building trust for the UK. Sharing the best of our society with others is something which I have always believed is the right thing to do. This research clearly shows us that it also makes sound business sense. As an investment in future international opportunities, trust pays.

People who take UK qualifications and develop their English language skills, who experience the UK's arts, or who learn with and make friends with people in the UK often benefit enormously themselves. But the research shows us that they are

also more likely to trust people from the UK and are more likely to want to visit the UK, study in the UK and do business with the UK.

The research shows that this relationship between trust and an increased openness to the UK and its people holds true, not just in Europe and in the Commonwealth, but also in many of the countries where we do not have such a strong traditional relationship and which will be vital to the UK's future. In high growth economies such as Brazil, India or Turkey; in places important to our security or strategic interests such as Pakistan or Saudi Arabia, this relationship between cultural relations and increased trust is strong.

The UK has invested in building trust through the work of the British Council in English, education and culture for nearly 80 years. Despite tough economic times, the government has continued to make that investment. I'm optimistic that this clear proof of 'return on investment' will attract our great cultural institutions, UK business and the people of the UK to join with the British Council to seize the opportunity of 2012 to build even more trust for the UK. They will do this by sharing the best of our nation with the world, and by continuing to be interested in and open to sharing and learning from cultures from all around the world.



Sir Roger Carr
Chairman of Centrica
and President of the CBI

EXECUTIVE SUMMARY

This research seeks to understand the role of international cultural relationships in building trust for the UK and underpinning the success of the UK economy.

Specifically it explores:

- the levels of trust in the UK among young people overseas
- the key factors which are associated with higher levels of trust
- the impact of the levels of trust in the UK on this country's international trade

The results are striking. They show that those who have had involvement in cultural relations – arts, education and English language activities – with the UK have greater trust in people from the UK. They also show that a higher level of trust in people from the UK is associated with a higher level of interest in doing business and trading with the UK.

The research focuses on ten countries which are important to the UK's future prosperity, security and wider strategic interests: Brazil, China, India, Pakistan, Poland, Russia, Saudi Arabia, Spain, Thailand and Turkey.

Key findings

1. Participation in one or more cultural relations activities with the UK is associated with an increase in the average level of trust in people in the UK in all ten countries surveyed from a minimum of +7 percentage points in Spain to a maximum of +26 percentage points in Pakistan.
2. The average level of trust in people in the UK increases with the number of different types of cultural relations activities in which a person has been involved.

3. Increased levels of trust in people in the UK are associated with a significantly increased level of interest in opportunities for business and trade with the UK.
4. Increased levels of trust in the people of the UK are also associated with a significantly increased level of interest in a range of wider engagements with the UK including studying in the UK, visiting as a tourist and learning more about UK culture and arts
5. Where people trust the people of the UK they are also more likely to trust the government of the UK.
6. Thanks in part to many years of investment in cultural relations, the UK compares well with other countries in terms of its stock of trust among young people from around the world.

Sector-specific findings

7. Young people who trust people from the UK rate the cultural and educational institutions of the UK – such as universities, schools, cultural and social institutions and science and research output – significantly more highly than those who don't.
8. Young people who trust people from the UK are far more likely than those who don't to recommend the UK as a country in which to study, visit as a tourist and develop business links.

In addition to historical family connections to the UK and levels of education, the ability to speak English, having friends or family in the UK and visiting the UK are all factors associated with an increased level of trust in people in the UK. They are often developed through or are consequences of involvement in cultural relations activities.

The level of trust in people from the UK is also highly correlated with perceptions that people from the UK are open, welcoming, tolerant and respectful of difference.

In summary, the research points to four principal mechanisms through which involvement in cultural relations with the UK contributes to increased trust:

- learning English
- building friendships and personal connections with people in or from the UK
- gaining direct experience of the UK, its people and culture, through exchanges, institutional linking or personal visits
- the experience that people from the UK are open, tolerant and respectful of difference

¹A list of cultural relations activities considered in the research is included in the appendix.

ABOUT THE RESEARCH

The research has focused on ten countries that are of strategic importance to the UK.

These were selected to provide a wide range of different:

- geographic locations
- population sizes
- traditional connections to the UK
- levels of economic development and rates of growth
- issues of importance to the UK – e.g. economic, security or strategic importance.

The participants were young people aged 16/18–34 who are educated to at least secondary level (in Pakistan to at least tertiary level), who are active online and who generally live in major urban areas. These young people are not necessarily representative of their entire country populations but they do reflect their respective societies' 'future influencers' and 'young people with potential.' They are also the key group within their societies who will drive long-term international and business engagement.

The first stage of research was undertaken in four countries in 2010 by YouGov. The second stage was undertaken in six countries in autumn 2011 by Ipsos MORI. The combined evidence base from these two phases now covers the BRIC countries – Brazil, Russia, India, China; two European democracies – Spain and Poland; a significant player in South East Asia – Thailand; along with three predominantly Muslim countries of global significance - Saudi Arabia, Pakistan and Turkey.

The research participants in each country were contacted through independent online panels managed by YouGov, Ipsos MORI and their partner organisations. The one exception to this was Pakistan where, for practical reasons, participants were interviewed face-to-face by Ipsos MORI. Participants in all countries were selected and contacted independently and were not chosen because of any known previous involvement with the work of the British Council nor of any other international cultural relations organisation.

In each country, the researchers surveyed 1,000 or more respondents, except in Saudi Arabia where the sample size was 520. Further details of the research and methodology are provided in the appendix.

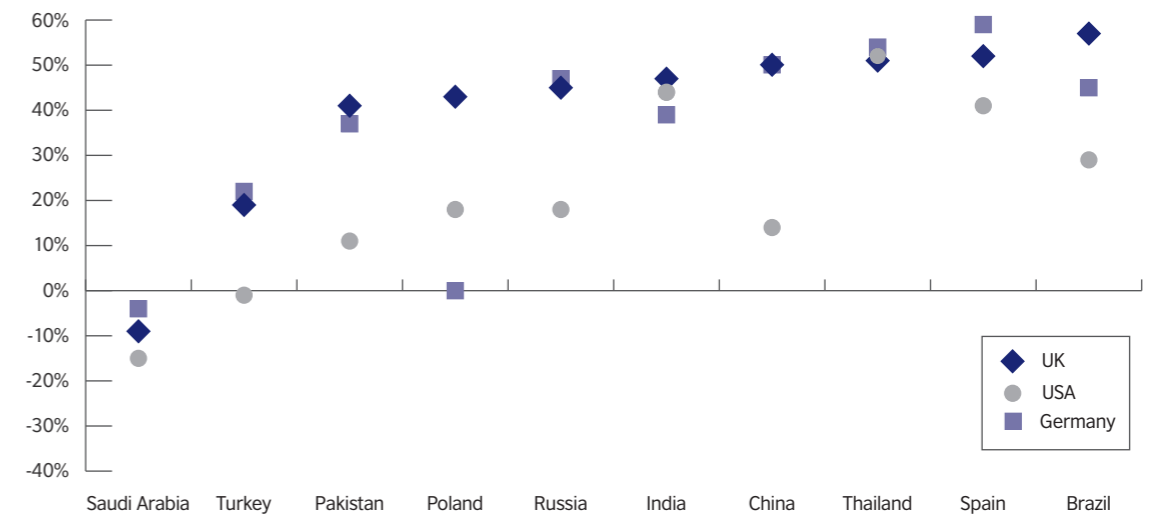


THE UK'S COMPETITIVE POSITION OF TRUST

As a base-lining exercise, respondents in each country were asked to self-assess their level of trust in people from the UK, US and Germany.

Chart 1: The UK compares well against international competitors in the level of trust towards its people

Percentage net trust in people from UK, USA, Germany among panel members from...



Net trust = (Strongly trust + Tend to trust) – (Strongly distrust + Tend to distrust)

Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
 Base: YouGov, 2010: India (1,203), China (1,205), Poland (1,205), Saudi Arabia (520); Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (1,000)
 Data presented here is weighted to reflect the overall population of respondents

The data suggests that in the area of trust in its people from individuals around the world, the UK is relatively well placed in comparison to international competitors such as Germany and in particular the USA. The UK scores particularly well in the BRIC countries, where, for example, trust levels are ahead of people from the US in Brazil, China, India and Russia and ahead of people from Germany in Brazil and India.

The results highlight a low level of trust of Germany by Poland, perhaps suggesting the long shadow of history. They also show low levels of trust in

people from the US among young, educated Chinese. Overall, levels of trust in the UK, Germany and the USA are lowest in the predominantly Muslim countries surveyed, but even here the level of trust in Britons and Germans is significantly ahead of that in Americans.

Clearly, the UK benefits from its historic connections through the Commonwealth to countries such as India and Pakistan, but high levels of trust among 'young people with potential' in a country such as Brazil show that this is not the only factor at work. Indeed the UK's trust position with all four of the BRIC countries is very positive and the fact

that levels of people-to-people trust for the UK in Russia are on a par with those for Germany, despite some diplomatic tensions between Russia and the UK in recent years, show that the language and actions of governments and their peoples' level of trust in other countries are not always aligned.

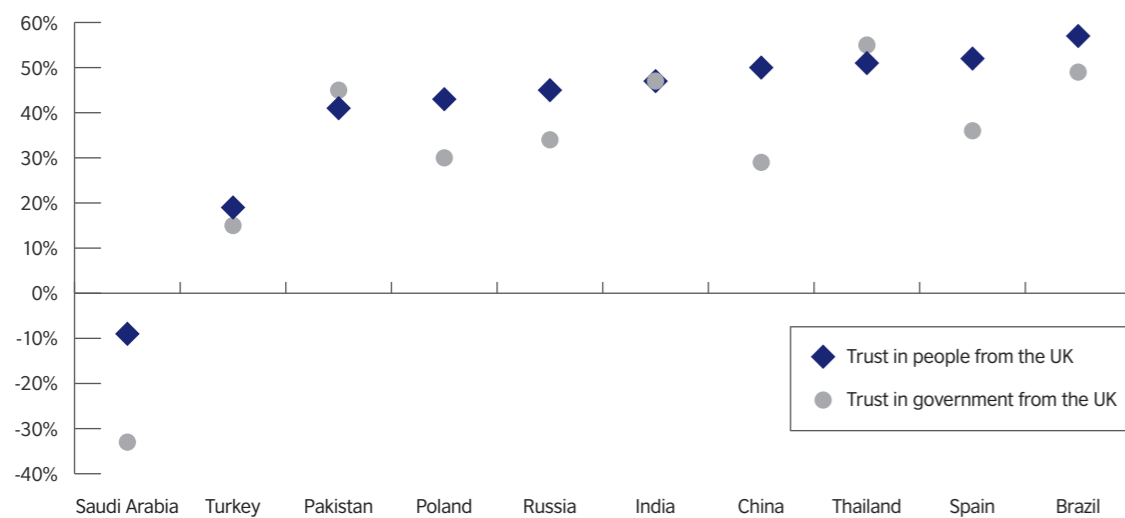
The results illustrated in Chart 2 also suggest that these young people around the world can and do distinguish between peoples and governments.

While the results show that the level of trust that people have in government is broadly similar to the level of trust in people, trust in people in the UK generally (but not always) runs ahead of trust in government in the UK.

This is a pattern repeated when measuring trust in both the US and Germany. This suggests that 'people-to-people' and cultural connections can and do transcend views of government actions alone, but that the two are also connected and can be mutually reinforcing.

Chart 2: Trust in people from the UK generally runs ahead of trust in government from the UK

Percentage net trust in people and government from the UK among panel members from...



Net trust = (Strongly trust + Tend to trust) – (Strongly distrust + Tend to distrust)

Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
 Base: YouGov, 2010: India (1,203), China (1,205), Poland (1,205), Saudi Arabia (520); Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (1,000)
 Data presented here is weighted to reflect the overall population of respondents

THE BUSINESS AND ECONOMIC BENEFITS OF PEOPLE-TO-PEOPLE TRUST

The benefits of trust to a society have been variously explored by academics through the lenses of sociology, psychology and economics.

Much insightful work into the power of trust comes from the commercial world where it is the everyday currency of marketers and brand builders. At both the national and local levels, the work of social capital theorists such as Putnam (2000) has highlighted the value of personal networks and relationships over and above traditional views of economic and human capital. There is now a growing body of evidence that communities with relatively high social capital are more likely to benefit from, for example, lower crime rates, better health, higher educational achievement, and better economic growth (e.g. Halpern 2009).

Economists have long argued that trust is an important factor in international business and trade because it lowers the formal costs of doing business – in simple terms, higher trust means lower risks, transaction costs and contract fees for lawyers. Globalisation increasingly underpins worldwide economic growth, and because it is built on open markets and free trade between countries, an increase in mutual trust which supports increased openness should contribute positively to the process. Viewed in more human terms, cross-border trust can support the development of what Putnam termed bridging social capital

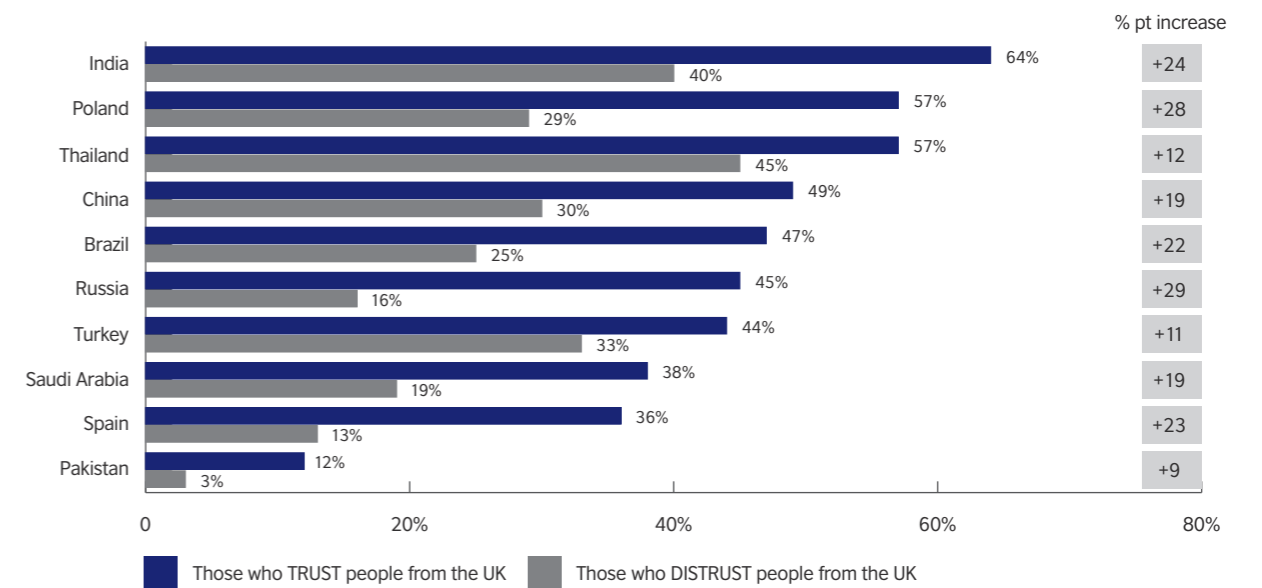
– relationships and networks between different groups.

The data from this research adds to the picture by suggesting that, where trust exists, people are more likely to seek out opportunities for business and other forms of international engagement, and to value the institutions and assets of the other country more highly.

In each of the countries, we directly explored respondents' willingness to engage with the UK in relation to business, tourism, education and arts. In turn, we analysed these results by the level of trust they expressed in people of the UK.

Chart 3: A higher level of trust in people from the UK is associated with a higher level of interest in doing business and trade with the UK

Percentage saying they are interested in 'Opportunities to work/do business with people and organisations from the UK'



Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
 Base: YouGov, 2010: India (1,203), China (1,205), Poland (1,205), Saudi Arabia (520); Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (1,000)
 Data presented here is weighted to reflect the overall population of respondents

Chart 3 presents the data for stated levels of interest in 'opportunities to work/do business with people and organisations from the UK'. This has been split by whether respondents say they trust/strongly trust people from the UK or distrust/strongly distrust people from the UK. The general level of interest in business opportunities with the UK reflects a variety of factors including geography and relative accessibility. But in all ten cases there is a marked difference in levels of interest between those who do vs. those who don't trust

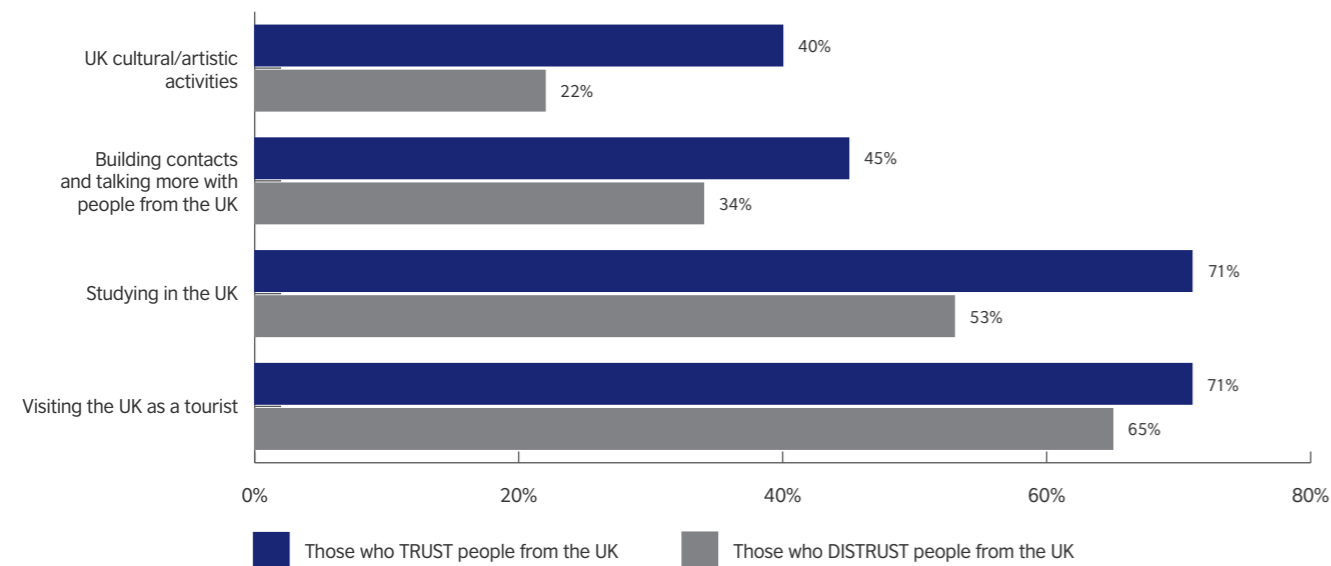
people from the UK. This difference ranges from nine percentage points in the case of respondents from Pakistan to nearly 30 percentage points in the cases of Russia and Poland.

Chart 4 takes the result from respondents in Turkey as an example to illustrate a wider set of questions with regard to interest in building contacts with people from the UK, studying in the UK, visiting the UK as a tourist, and UK cultural/artistic activities. In all cases, there is a positive association between

levels of trust in people from the UK and interest in engaging further with the UK. While not everybody interested in these engagements will necessarily go on to do them, the results suggest that alongside doing business with the UK, investment in trust-building can make a contribution to overall UK prosperity and economic growth through, for example, spending by tourists or tuition fees paid by students.

Chart 4: A higher level of trust in people from the UK is associated with a higher level of interest in a variety of engagements with the UK (Turkey respondents)

Percentage of respondents from Turkey saying they are interested in...



Source: Online panel surveys of respondents aged 16/18-34 with minimum secondary education
Base: Ipsos MORI, 2011: Turkey (1,000)
Data presented here is weighted to reflect the overall population of respondents

The research also explored the relationship between trust and levels of interest and regard for the UK in two other ways.

The first was to ask respondents which one country from a choice of the UK, USA, France and Germany they would most recommend to a young person for each of the following activities, assuming that cost and ease of obtaining a visa were not barriers:

- to visit as a tourist
- to live in and bring up a family
- to study in
- to develop their own business links and contacts

- to enjoy artistic, creative and cultural activities.

Table 1 below shows the UK's ranking among the four countries by respondents who say that they don't trust people from the UK. On the whole, the UK fares well against these 'competitors', especially as a country in which to study, live in or bring up a family. France tends to be the most popular choice, both as a country to visit as a tourist and as a country in which to enjoy artistic, creative and cultural activities, while the US tends to be the first choice destination as a country in which to develop business links.

Table 2 shows the same rankings, but among respondents from each country who say they do trust people from the UK. In general, the percentage of these respondents who would recommend the UK to a young person for each of these activities is significantly higher than among respondents who do not trust the UK. The UK's average ranking rises in all categories and its ranking as a recommended country in which to develop business links and contacts rises for respondents from three of the six countries tracked on this question – Spain, Thailand and Turkey.

Tables 1 and 2: Increased trust is associated with a higher level of recommendation for the UK vs. international competitors

The UK's ranking among US, France and Germany in terms of recommendation to a young person as a place to...

Table 1

CHOICE RANKING FOR THE UK AMONG RESPONDENTS WHO SAY THEY DO NOT TRUST PEOPLE FROM THE UK	VISIT AS A TOURIST	LIVE IN AND BRING UP A FAMILY	STUDY IN	DEVELOP THEIR OWN BUSINESS LINKS AND CONTACTS WITH	ENJOY ARTISTIC, CREATIVE AND CULTURAL ACTIVITIES
Brazil	4	1	1	2	3
Pakistan	4	1	1	2	4
Russia	4	3	1	3	2
Spain	4	4	1	4	3
Thailand	3	2	2	4	3
Turkey	3	3=	2	2=	3
Average ranking	3.7	2.3	1.3	2.8	3.0

Table 2

CHOICE RANKING FOR THE UK AMONG RESPONDENTS WHO SAY THEY DO TRUST PEOPLE FROM THE UK	VISIT AS A TOURIST	LIVE IN AND BRING UP A FAMILY	STUDY IN	DEVELOP THEIR OWN BUSINESS LINKS AND CONTACTS WITH	ENJOY ARTISTIC, CREATIVE AND CULTURAL ACTIVITIES
Brazil	2	1	1	2	2
Pakistan	1	1	1	2	2
Russia	2	2	1	3	2
Spain	3	2	1	3	2
Thailand	2	2	2	2	2
Turkey	2=	1	1	2	2
Average ranking	2.0	1.5	1.2	2.3	2.0

Source: Online panel surveys of respondents aged 16/18-34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (1,000)
Data presented here is weighted to reflect the overall population of respondents
NB: Data from first wave research in India, China, Poland, Saudi Arabia was not strictly comparable and is not shown

The second way of exploring the relationship between trust and levels of interest in and regard for the UK was to ask respondents to rate the UK on a five-point scale from Very Poor (1) to Very Good (5) in six areas:

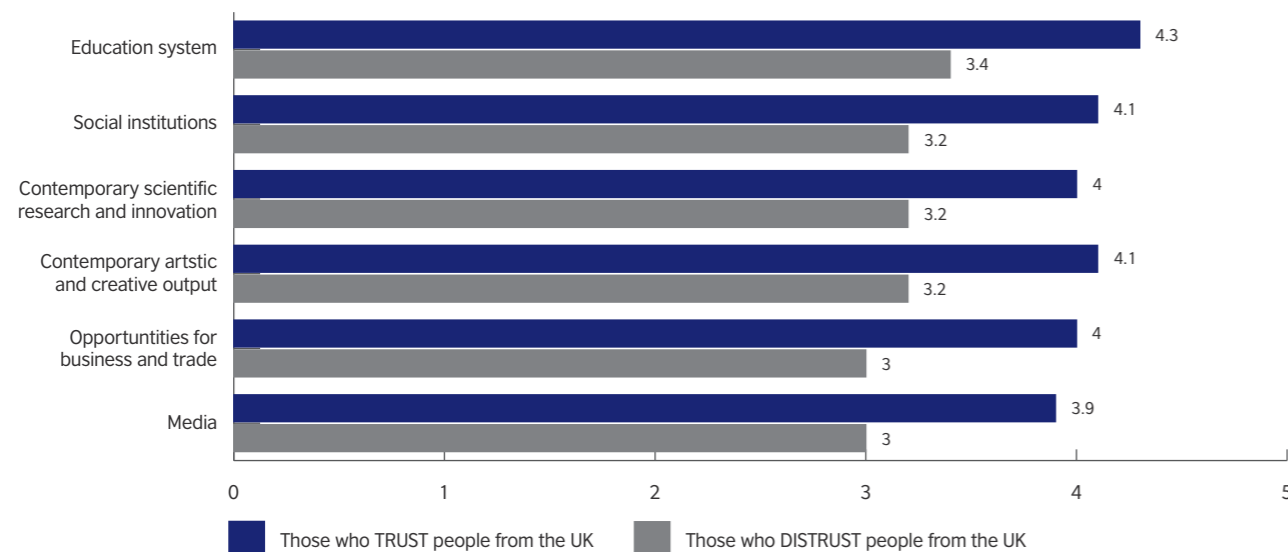
- its education system
- opportunities it offers for business and trade
- current scientific research and innovation
- current artistic and creative output
- social institutions such as the judiciary, civil service
- media

In each country, the broad pattern of results is similar to that for respondents from China shown in Chart 5. Overall, ratings for the UK's education system and cultural and social institutions tend to be particularly strong, with ratings for the UK's media slightly less so. But in all countries, those who trust people from the UK rate UK institutions significantly more highly than those who don't trust people from the UK.

So, the research shows a strong association between increased levels of people-to-people trust and an increased willingness to engage with the UK in business, education and the arts, and increased valuation of UK assets, institutions and opportunities relative to international competitors.

Chart 5: A higher level of trust in people from the UK is associated with a higher rating for the UK's assets and opportunities (China respondents)

On a scale of 1–5 where 1 is very poor and 5 is very good, how do you rate the UK in terms of its...



Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education
 Base: YouGov, China (1,205).
 Data presented here is weighted to reflect the original population of respondents

TRUST AND CULTURAL RELATIONSHIPS

There is widespread case study evidence that through involvement in cultural relations, trust can be established. This leads, in some cases, to lifelong international friendships between individuals and institutions.

Cross-border exchange of students or professionals and project level collaborations between schools, universities, arts institutes and other bodies can be shown to lead, in many cases, to long-term sustained working relationships. In turn, these relationships might lead to joint research output, joint curriculum development, continuing exchange of best practice, jointly produced festivals, performances and the like. Many of these will have been visibly enriched by the collaboration involved and will deliver tangible benefits for individuals, communities and societies.

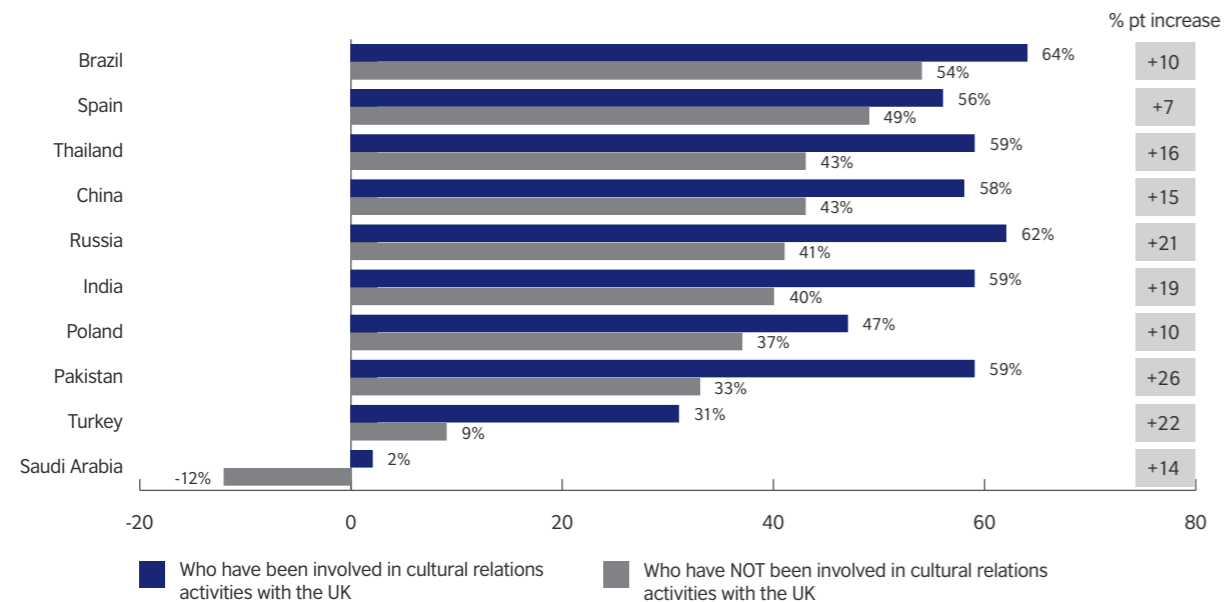
This research programme sought to further explore this issue via statistically robust data from the ten countries to sit alongside these smaller scale case studies. It did this by first asking respondents whether they had ever participated in a variety of cultural relations activities and projects – for example, whether they had been involved in international school-to-school collaborations, whether they had studied abroad, whether they had attended an international arts or cultural exhibition etc. The full list of activities and programmes is detailed in the appendix.

The researchers then compared stated levels of trust in people from the UK across the two groups – those who had been involved in some form of international activity with the UK and those who hadn't. The results in Chart 6 show a clear positive association in all ten countries between involvement in some form of cultural relations activity involving the UK and the self-assessed level of trust in people from the UK.

The measured difference in net trust between those who have and those who have not been involved in cultural relations varies from +7 percentage points in Spain to +26 percentage points in Pakistan. Even in the lowest trust environment of the ten countries measured – Saudi Arabia – there is a difference of 14 percentage points between those who have and those who have not been involved in cultural relations with the UK. Indeed, involvement in cultural relations among Saudi Arabian participants was associated with a shift from a 'net negative' to a 'net positive' position of trust towards people from the UK.

Chart 6: In all ten countries surveyed, involvement in cultural relations activities with the UK is associated with a higher level of trust in people from the UK

Percentage net trust in people from the UK among people from...



Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
 Base: YouGov, 2010: Saudi Arabia (279 CR, 241 non-CR); China (993 CR, 212 non-CR); Poland (982 CR, 223 non-CR); India (994 CR, 209 non-CR) Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR, 250 non-CR)

The results show that, in each country, a significant proportion of those young people who do participate in one cultural relations activity goes on to participate in several.

Further, average levels of trust are positively related to the number of

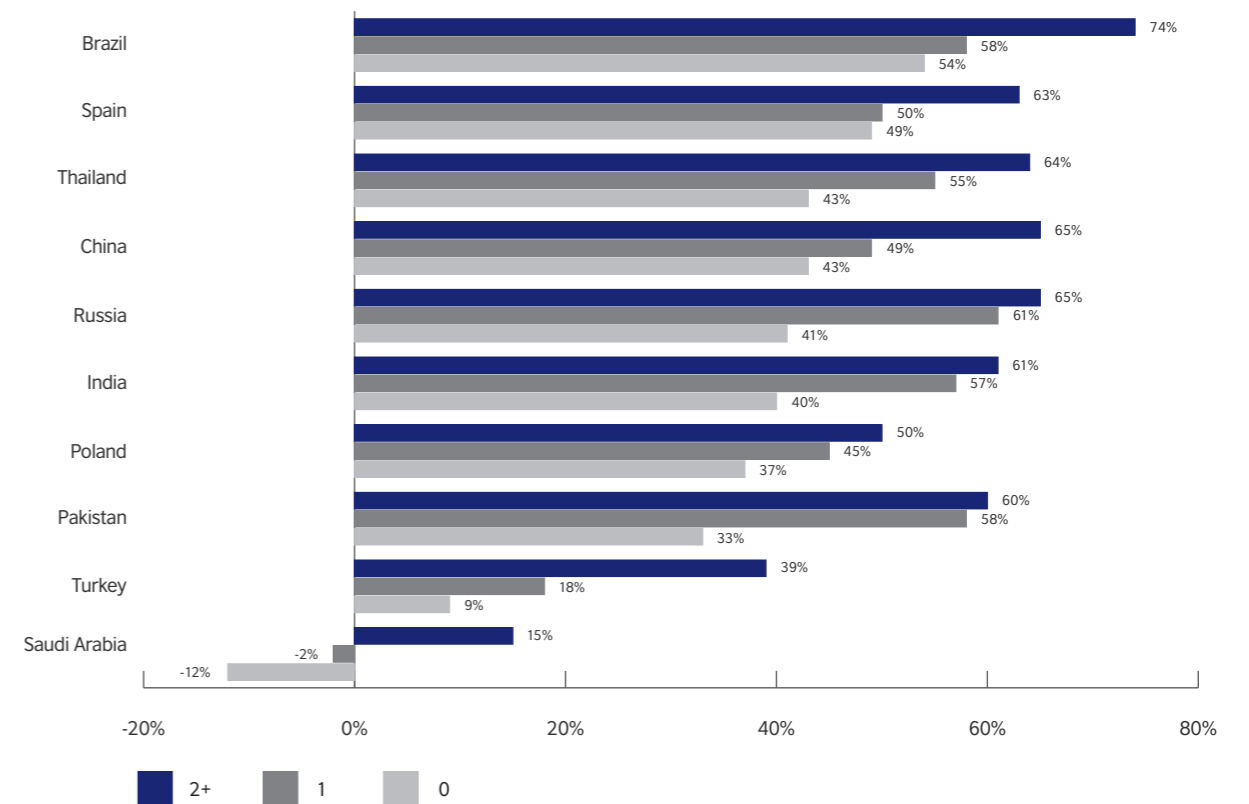
different international activities and programmes in which a respondent has been involved (Chart 7).

In short, young people who engage in cultural relations activities with the UK trust people from the UK more than those who don't. Also, young people

who engage in multiple cultural relations activities with the UK trust people from the UK more than those who engage in only one type of activity.

Chart 7: The level of trust in people from the UK is positively associated with the level of involvement in cultural relations with the UK

Percentage net trust in people from the UK by number of different cultural relations activities engaged in



Net trust = (Strongly trust + trust) – (Strongly distrust + distrust)

Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
 Base: YouGov, 2010: Saudi Arabia (279 CR, 241 non-CR); China (993 CR, 212 non-CR); Poland (982 CR, 223 non-CR); India (994 CR, 209 non-CR) Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR, 250 non-CR)

There are of course, many different drivers of why and how young people get involved in cultural relations activities and projects with the UK. Some of these drivers are themselves associated with both a higher likelihood of involvement in cultural relations activities with the UK and higher levels of trust in people in the UK. Important drivers identified through the research are:

- higher level of education (tertiary vs. secondary)

- having family members in the UK
- having parents who speak English.

Young people with an existing family, language or cultural tie to the UK are more inclined to get involved in cultural relations with the UK and more likely to develop trust in people from the UK. This reflects in part the intergenerational value of investment in cultural relations, as English speakers and prior beneficiaries of scholarships and UK university education are more likely to

pass on their positive predisposition towards the UK. But there is also readily available case study evidence and testimony from people from around the world – teachers in Ethiopia, faith leaders in Indonesia, students in Brazil, for example – whose 'first time' involvement in a UK cultural relations programme has given them language skills, connections and friendships and in some cases the opportunity to visit the UK, all of which have created completely new interest and trust in the UK.



To explore within the data whether involvement in UK cultural relations activities directly leads to 'new' trust, the research isolated a sub-set of respondents with no obvious pre-existing ties to the UK. Focusing on respondents from Brazil, those whose parents spoke English well or who had family connections to the UK before they first participated in cultural relations activities were excluded from the analysis. To ensure direct comparability,

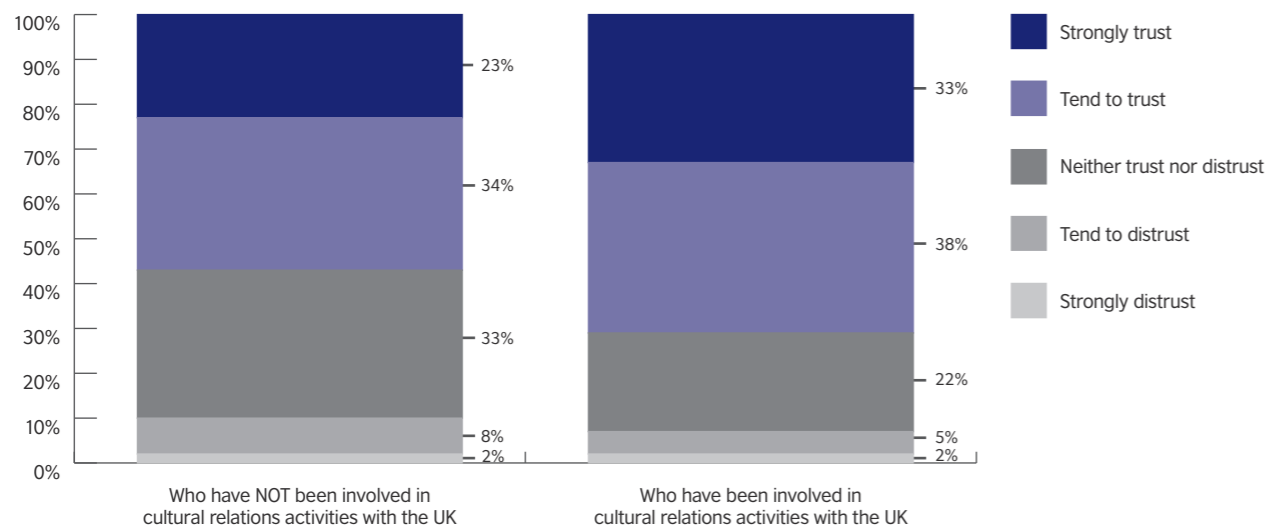
the analysis focused only on those with a common level of education – in this case secondary level.

The data in Chart 8 shows that, even after controlling for all these factors, a similar positive relationship between involvement in cultural relations and levels of trust in people from the UK exists for these respondents in Brazil, with the difference in net trust being 17 percentage points in this case.

This result is particularly powerful because it shows that, even among those young people with no obvious family background of cultural or linguistic links to the UK, there is a significantly higher level of trust in people from the UK among participants in cultural relations activities than among non-participants. In turn, this greatly strengthens the conclusion that participation is not simply a consequence of pre-existing trust.

Chart 8: Involvement in cultural relations with the UK is associated with a higher level of trust in people in the UK even where there is no pre-existing tie to the UK

Trust in people from the UK among respondents from Brazil with maximum secondary level education, no family in the UK and parents who speak no or only 'a little' English.



Source: Ipsos MORI Online panel survey of respondents aged 18–34 with minimum secondary education (2011)
Base: Brazil (181 CR, 135 non-CR)

Formal multivariate (regression) analysis also lends support to this conclusion. The summary results of Chart 9 are taken from analysis undertaken by Ipsos MORI across the six countries in the second wave of research. They strongly reinforce the power of English as a gateway to and predictor of trust in people from the UK. They also show that other factors aside, a young person who has engaged in cultural relations activity with the UK is more likely to trust people from the UK than one who hasn't.

The 'Odds Ratio' is a technical output of the modelling process. Broadly, the results show that somebody who has been involved in cultural relations

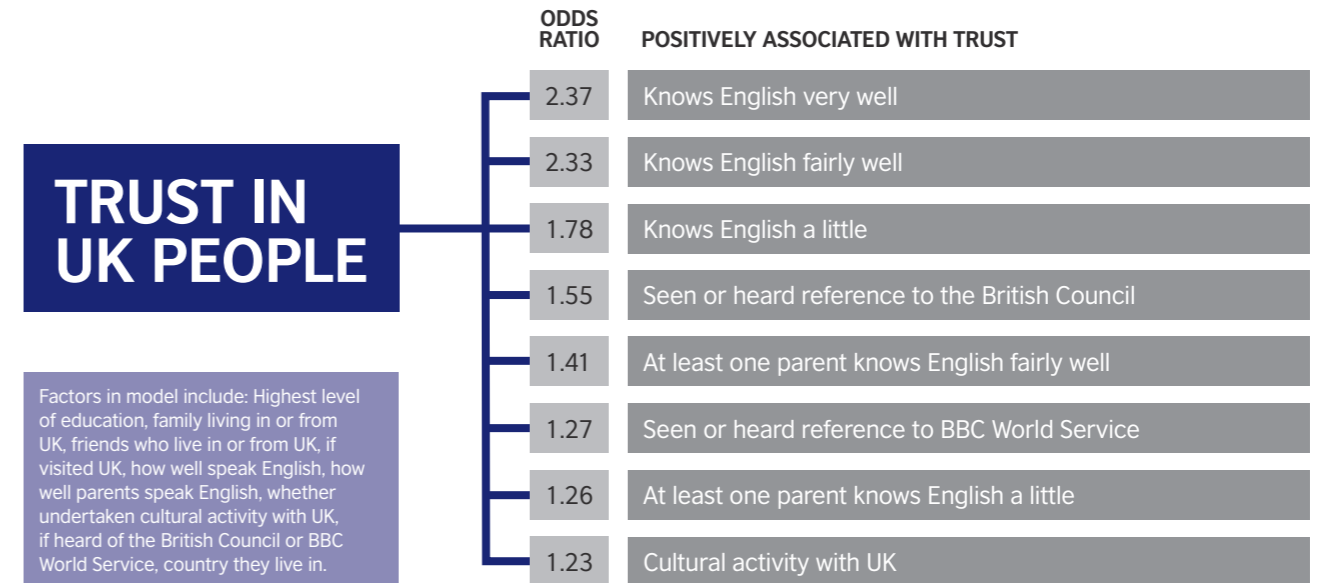
activities with the UK is 23 per cent more likely to trust people from the UK than somebody who has not.

Further, the results hint at an important brand and quality dimension, too. A young person who is aware of the British Council – and for many that will be via participation in a British Council programme – is more likely to trust people from the UK than one who isn't aware. And this uplift in trust comes in addition to the basic uplift through participation in any UK oriented cultural relations programme.

Chart 10 shows this in a simpler form. Looking across all ten countries in the

two waves of research, average net trust in people from the UK is higher among young people who have participated in any form of cultural relations activity with the UK but higher still if that cultural relations activity was facilitated or organised by the British Council.

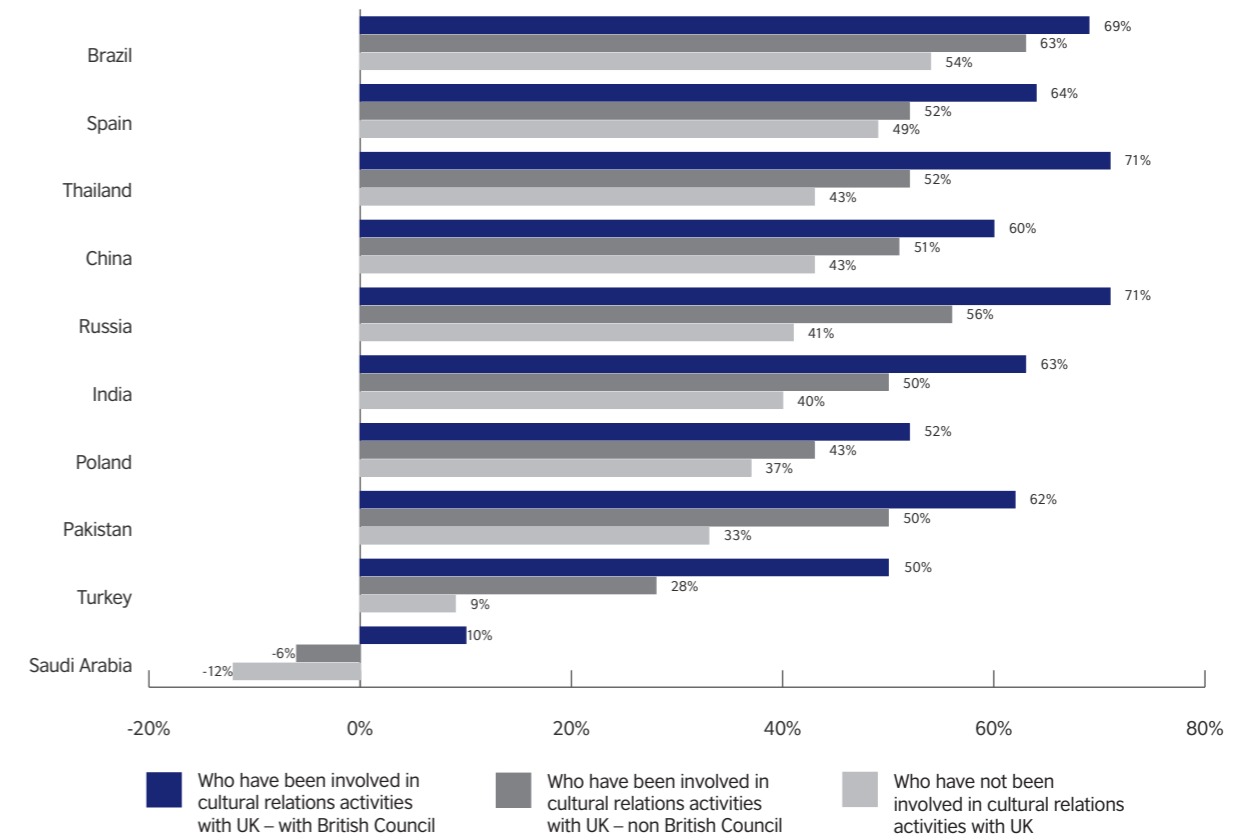
Chart 9: Predictors of trust in people from the UK



Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR, 250 non-CR)

Chart 10: Involvement in cultural relations with the UK facilitated by the British Council is associated with an even higher level of trust in all ten countries

Percentage net trust in people from the UK among people from....



Source: Online panel surveys of respondents aged 16/18-34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: YouGov, 2010: Saudi Arabia (279 CR, 241 non-CR); China (993 CR, 212 non-CR); Poland (982 CR, 223 non-CR); India (994 CR, 209 non-CR)
Ipsos Mori, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR, 250 Non-CR)

HOW CULTURAL RELATIONSHIPS BUILD TRUST

The survey data across all countries identifies three factors which emerge consistently as being significantly associated with a higher level of trust:

- ability to speak English
- having friends in or from the UK
- personally visiting the UK.

Visiting the UK is particularly strongly associated with an increase in trust – and there is also a strong correlation with the number of visits.

These three factors underlie almost all cultural relations activities in one form or another – 1. learning the language; 2. making new friends and contacts; and 3. having the opportunity for greater contact with the UK and its people. Widespread comments from interviews

undertaken by the British Council with participants in its cultural relations activities around the world shows that the opportunity to visit the UK, spend some time with British people and to experience UK life and culture first-hand is the most powerful mechanism of all for developing and cementing trust; and, of course, the development of trust works both ways.

As discussed above, young people with existing cultural or family ties to the UK, who speak English or who for whatever reason are interested in the UK, are more likely to get involved in cultural relations activities with the UK and more likely to trust people from the UK – the intergenerational effect of the UK’s investment in cultural relations. At the same time, ‘first-time’ involvement in UK cultural relations activities contributes positively to ‘new’ trust and appetite

for engagement with the UK. This is the case for people with no pre-existing ties to the UK as well as for those with ties.

The data points then both to the long-term value of investment in cultural relations as parents pass their perceptions and experience of the UK on to their children and for young people themselves of the development of a virtuous circle of increased involvement in cultural relations: increased trust and engagement leading to further involvement.

The positive reinforcement of cultural relations and trust



Chart 11: Respondents see a significant shift in their level of contact and engagement with the UK since the time of their first involvement in cultural relations activities with the UK

Percentage point net change in proportion of respondents reporting contact/interest in UK since before they first got involved in cultural relations activities with the UK

% PT NET CHANGE	BRAZIL	PAKISTAN	RUSSIA	SPAIN	TURKEY	THAILAND
Friends in your country who are from the UK	5	2	4	13	9	13
Friends not from your own country who live in the UK	24	2	14	17	15	21
Interested in opportunities to work/do business with people and organisations from the UK	31	2	25	25	29	41
Interested in studying in the UK	26	19	25	14	26	23
Interested in UK cultural/artistic activities	27	1	18	26	23	25
Interested in visiting the UK as a tourist	40	14	21	45	34	44
Interested in building contacts and talking more with people from the UK	24	6	26	29	26	32

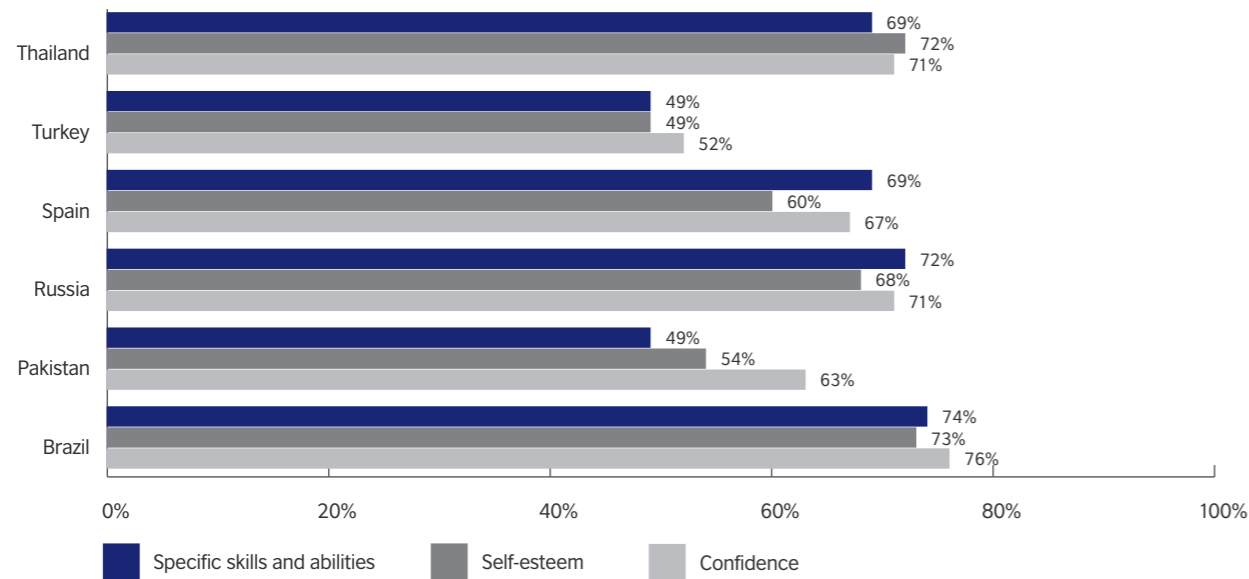
Source: Online panel surveys of respondents aged 118–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: Ipsos Mori, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR)

Although personal recall is never entirely accurate, further support for this view is provided in the data of Chart 11, which shows for the six countries included in the second wave of research, that when asked to compare now with the time before they first participated in any cultural relations activity with the UK, responses from young people in all countries show significant changes in both the share with friends in or from the UK and in levels of interest in both business and other areas of engagement with the UK.

Respondents themselves report that they attribute a very positive impact on their own personal development and international opportunities to their previous involvement in UK cultural relations activities and a smaller but still significant positive impact on business development opportunities with the UK. This is set out in charts 12–14. The one country where the results are less clear-cut is Pakistan. Here, the sampling and methodology differences may have affected the results a little – all respondents were educated to tertiary level – but it may also be the case that the data reflects respondents’ concerns with practical issues about visas and access.

Chart 12: Respondents attribute a significant impact on them personally to involvement in cultural relations activities

And what impact, if any, has your involvement in cultural relations activity with the UK had on your... (percentage net impact among all who have been involved in activities with UK)

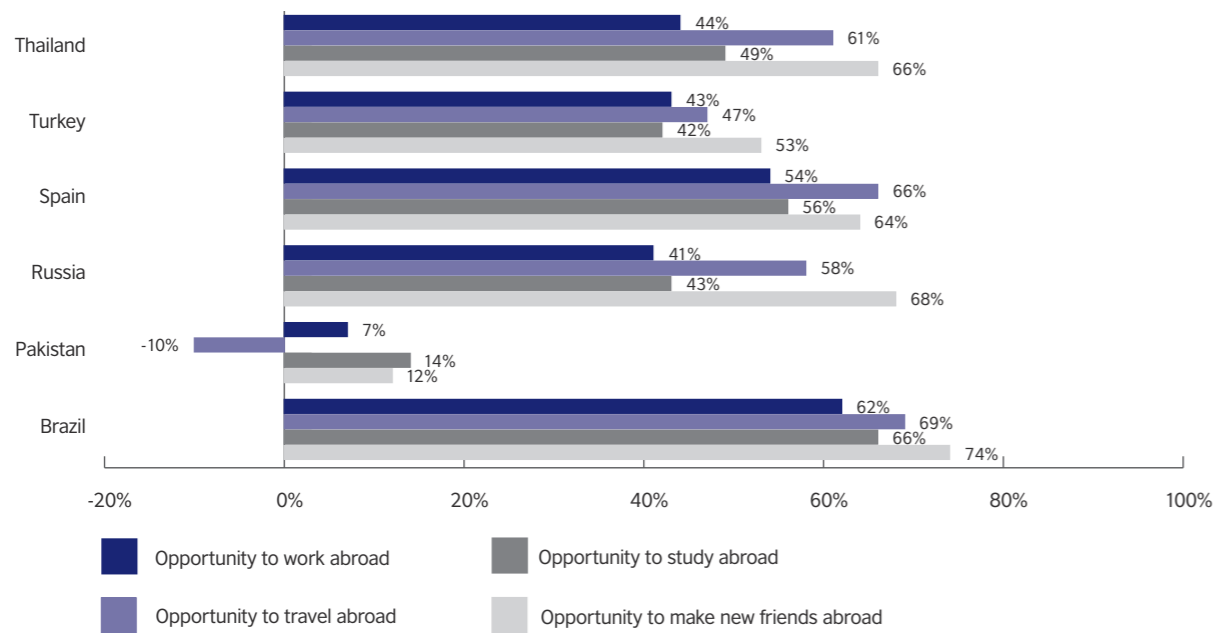


Net impact = (Increased a lot + Increased a little) – (Decreased a lot + Decreased a little)

Source: Online panel surveys of respondents aged 18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR)

Chart 13: Involvement in cultural relations with the UK is generally perceived to have a very positive impact on international opportunities

And what impact, if any, has your involvement in cultural relations activity with the UK had on your... (percentage net impact among all who have been involved in activities with UK)

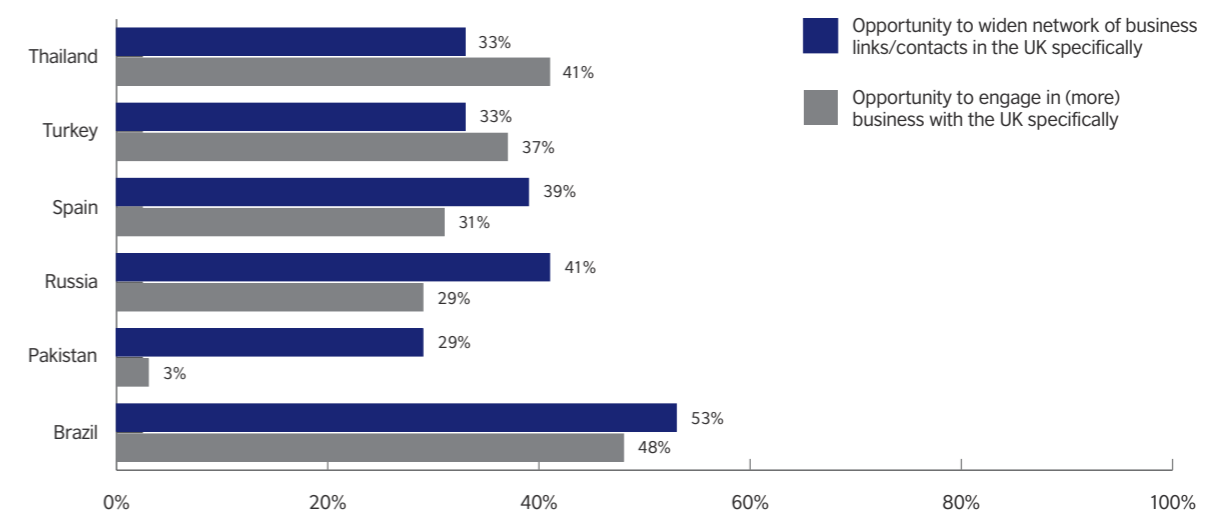


Net impact = (Increased a lot + Increased a little) – (Decreased a lot + Decreased a little)

Source: Online panel surveys of respondents aged 18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR)

Chart 14: Involvement in cultural relations with the UK is perceived to have a positive impact on business opportunities with the UK

And what impact, if any, has your involvement in cultural relations activity with the UK had on your... (percentage net impact among all who have been involved in activities with UK)



Net impact = (Increased a lot + Increased a little) – (Decreased a lot + Decreased a little)

Source: Online panel surveys of respondents aged 18–34 with minimum secondary education (NB: Pakistan research undertaken F2F and with minimum tertiary education)
Base: Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR)

The research clearly supports a mass of British Council case study and programme evaluation evidence that cultural relations is an effective tool to increase trust between individuals internationally. It does so by helping young people learn English, build friendships and contacts with people from the UK and by giving them direct experience of contemporary life in the UK.

This latter point is particularly interesting because it invites the question of what it is specifically about contemporary life in the UK that engenders greater levels of trust in its people. Before answering this, it is worth reflecting on the nature of trust itself.

Trust is an amorphous and multi-faceted concept. Often the conclusion of researchers has been that it is easier to identify some of the attributes and contributors to trust than to define the concept itself. In fact, much of the most insightful work into the nature and contributors to trust comes from the commercial world. Perhaps surprisingly much of this learning from the commercial world around developing trust in brands is readily applicable to understanding the practice and impact of trust-building internationally.

Trust can involve friendship, notions of respect, recognised commitment and consistency of relationship through good times and bad.

Leading supermarkets would see their brand franchise with the consumer in almost exactly these terms.

In consequence, trust usually takes time to develop. In the commercial world, as in the world of international relations, this most basic insight is often the most difficult one for policy-makers to acknowledge when they are driven by policy and financial timescales often measured in days and months rather than years or decades.

Commercially speaking, trust follows as a consequence of consistent delivery of high quality product. This is why brand guardians at Kellogg's or Heinz are obsessive about quality and delivery and why the project managers for student exchanges, cultural showcases or school links must be equally so. Indeed, the development of trust through cultural relations is an example of a more general thesis explored by John Kay in his recent book, *Obliquity*, which argues that many goals are best pursued – or sometimes only possible to pursue indirectly. Commonsense suggests that an invitation to participate in cultural relations activities 'because we want you to trust us' is unlikely to be successful. The activity must have a purpose which is valuable for the participant in its own right and must be delivered in the right way.

Trust-building is asymmetric. Organisations – and countries – can only build trust over time by delivering on the (brand) promise time and time again; and can destroy trust by failing to deliver just once. Many would argue that trust is also in part a relative idea determined by culture and language. Certainly, the research recognised that the trust measurement tool used in this quantitative research needed to be checked against what respondents actually mean when they say they do or don't trust, so we asked an extensive series of related attitudinal questions. By looking at responses to these questions against responses to the basic questions about trust, we get some insight into respondents' underlying conception of trust as measured in the survey.

Chart 15 shows data drawn from responses among the panel in Pakistan. The chart plots agreement levels with various attitude statements about people in the UK for respondents who say they do or do not trust people from the UK. Clearly, agreement with all these statements is overwhelmingly higher among young Pakistanis who do trust people from the UK.

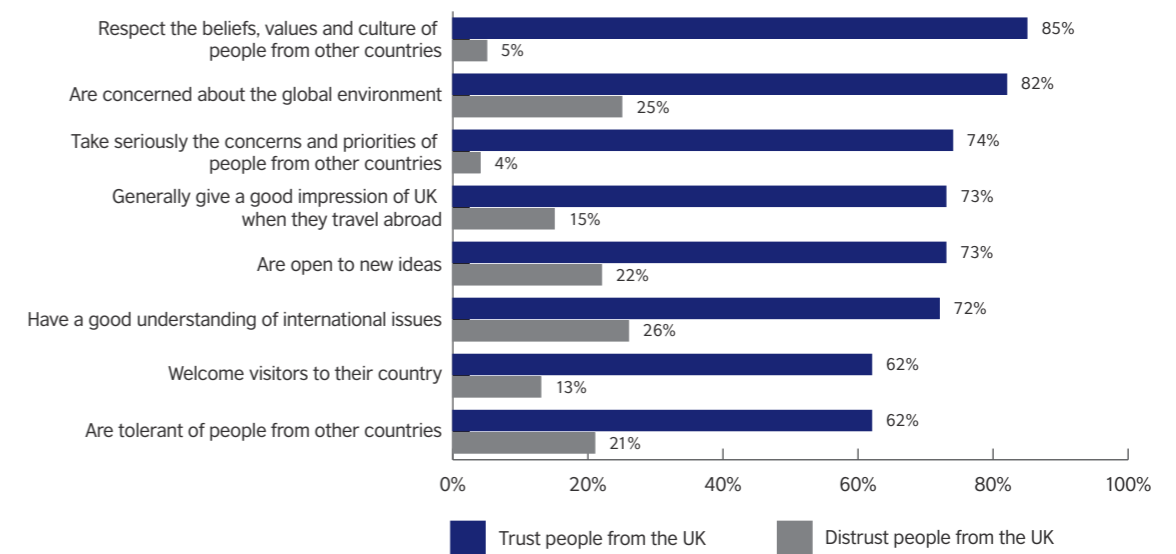
Looking at the results in more detail, among respondents from Pakistan, trust in people from the UK is most closely correlated with perceptions that people from the UK are respectful of different cultures. The exact pattern of results does vary by country, but on the whole, in each country researched, levels of personal trust are strongly correlated with perceptions of tolerance and respect for difference among people from the UK. The data shows that if an individual from, for example, Pakistan, says that he or she trusts people from the UK, to a large extent what they are saying is that they believe that people from the UK are tolerant and respectful of people from other cultures – tolerant and respectful of people like themselves.

By extension, the cultural relations task of building trust is in part the task of representing the people from all four nations of the UK as they are, and in so doing demonstrating that people from the UK come from a wide range of backgrounds, opinions and beliefs but are broadly open, tolerant and respectful of others. This finding gives strong support to the often stated view of participants in British Council cultural relations programmes that fairness, tolerance and respect for difference are among the things they notice most in the UK. Cultural relations holds up a mirror to the societies it represents, it cannot sustainably present an alternative reality.

This link between trust and the overwhelmingly positive experience people have of the UK when they engage with the people of the UK gives cause for confidence that the UK's investment in cultural relations is a very sound one. By reducing misunderstanding and contributing to the economic and cultural enrichment of people, countries and societies worldwide, we believe our national investment in sharing English, the arts, education and our ways of living and organising our society pays a lasting dividend for UK culture, education, diplomacy and business.

Chart 15: Increased trust in people from the UK reflects an increased belief in their openness, welcome and respect for others – Pakistan

Percentage net agreement with statements about people from UK by whether respondents trust or distrust people from UK. People from the UK...



Net impact = (Increased a lot + Increased a little) – (Decreased a lot + Decreased a little)

Source: Ipsos MORI, 2011 F2F survey of respondents aged 18–34 with minimum tertiary education
 Base: 142 Distrust, 667 Trust
 Data presented here is weighted to reflect the overall population of respondents

APPENDIX

LIST OF CULTURAL ACTIVITIES/INTERACTIONS WITH THE UK

Within the research, a respondent was classified as having participated in cultural relations activities with the UK if he or she had participated in one or more of the following activities:

1. Studied English in your own country with a UK institution or teaching centre (Do not include English lessons in your own country taken as part of your normal school/college/university studies).
2. Studied for a UK-based exam or qualification.
3. While at school, been involved in links or joint projects with a school(s) in the UK.
4. Been on a school visit or school exchange programme involving a visit to the UK.
5. Studied in the UK at a school or college for overseas learners of English.
6. Been involved in some other kind of study at a school in the UK.
7. Studied at a college or university in the UK.
8. While at college/university, been involved in links or joint projects with a college/university in the UK.
9. Been on a college/university visit or college/university exchange programme involving a visit to the UK.
10. Undertaken a work-based study visit or work exchange programme involving a visit to the UK.
11. Participated in a volunteering programme run by a UK institution.
12. Participated in a community exchange programme with the UK.
13. Participated in a leadership/skills/professional development programme run by a UK Institution.
14. Attended an education event/exhibition/fair in your own country organised by a UK institution.
15. Participated in a programme, conference, seminar or workshop about relations between different communities, religious groups or countries organised by a UK institution.
16. Over the last three years, participated in an online programme, discussion or debate about relations between different communities, religious groups or countries facilitated by a UK institution.
17. Over the last three years, attended a major arts or cultural event/exhibition organised by a UK institution.

DETAILS OF RESEARCH METHODOLOGY

COUNTRY	SAMPLE	AGE RANGE	METHOD	AGENCY	DATE
China	1,205 of whom 993 had cultural interaction with UK	16–34	Online	YouGov	2010
India	1,203 of whom 994 had cultural interaction with UK	16–34	Online	YouGov	2010
Poland	1,205 of whom 982 had cultural interaction with UK	16–34	Online	YouGov	2010
Saudi Arabia	520 of whom 279 had cultural interaction with UK	16–34	Online	YouGov	2010
Brazil	1,000 of whom 750 had cultural interaction with UK	18–34	Online	Ipsos MORI	2011
Pakistan	995 of whom 770 had cultural interaction with UK	18–34	Face-to-Face	Ipsos MORI	2011
Russia	1,000 of whom 750 had cultural interaction with UK	18–34	Online	Ipsos MORI	2011
Spain	1,000 of whom 750 had cultural interaction with UK	18–34	Online	Ipsos MORI	2011
Thailand	1,000 of whom 750 had cultural interaction with UK	18–34	Online	Ipsos MORI	2011
Turkey	1,000 of whom 750 had cultural interaction with UK	18–34	Online	Ipsos MORI	2011

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The eyes of the world are on the UK in 2012, providing unparalleled opportunities for our country to further strengthen its international reputation and connections with the world.