

## BBC INTERNATIONAL TRADE PROMOTER STUDY KEY FINDINGS

This document is a summary of key findings from a study of business influencers conducted by GlobeScan on behalf of BBC World Service. Across five countries, a total of 265 individuals with an influence over international business decisions were interviewed online (US and India), by phone (UAE and Turkey) and face to face (UAE and Nigeria) between August 24 and September 12 2010.

### The BBC is a dominant source of news and information...

The BBC is a frequent source of news and information for business influencers in these countries. Proportions saying they access the BBC most days (TV, radio or online) range from 22% (Turkey) to 70% (India).

### ...with BBC output generally rated highly.

Perceptions of the BBC's output are positive. Majorities of influencers rate it as 'excellent' for up to date information (56%) and high quality reporting (52%), although ratings of its objective and unbiased reporting are somewhat lower (36% 'excellent', with 14% giving it a poor rating.) Turkish influencers, 18% of whom rate the BBC's objectivity as poor, are the most critical on this count.

### BBC usage drives positive perceptions of Great Britain's commercial influence...

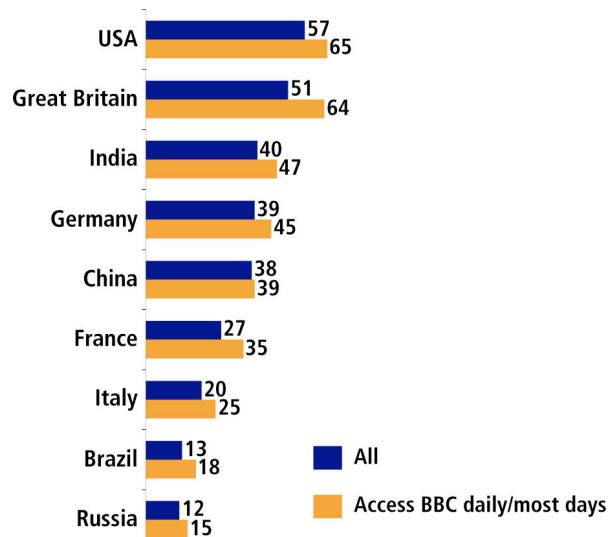
The great majority of business influencers in the countries surveyed see Great Britain's economic and commercial influence in the world as positive, and more than two in five (43%) see it as 'very positive'. This rises to over half (54%) of those who get their news from the BBC daily or most days.

### ...and attractiveness of Great Britain as a business partner.

The same pattern is apparent when influencers consider the attractiveness of different countries as business partners. Great Britain ranks second to the US among the countries measured in terms of attractiveness (and well ahead of France and Germany), with 51% rating it 'very attractive' – but among those who access the BBC daily or most days, Great Britain's rating is much higher (64% 'very attractive'), and on a par with that of the US (65%).

Perceived Attractiveness of Countries as Business Partners

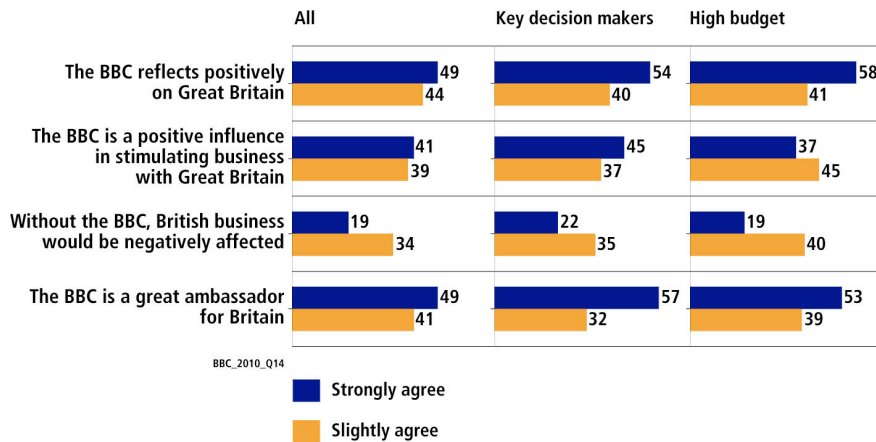
All rating 4/4 'very attractive'



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**Key decision makers are particularly likely to see the BBC as an ambassador for Britain.**

Eighty-six per cent of business influencers believe – and 43% strongly believe – that the BBC “embodies many of the positive things about Great Britain.” As such, it is not surprising that there is widespread endorsement among influencers of the idea that the BBC “is a great ambassador for Britain.” Nine in ten feel this way, with 49% strongly agreeing that this is the case – and even more (57%) among those who identify themselves as ‘key’ decision makers within their company. These key decision makers are also more likely than others to feel that the BBC is a positive influence in stimulating business with Britain, and that it reflects positively overall on Britain.



**Key dimensions of British business culture are rated highly – but are less obviously underpinned by BBC usage.**

As a place to do business, Great Britain enjoys very positive perceptions among influencers on most of the elements measured. The attributes most commonly associated with the UK are that it has an ‘advanced and modern business culture’ (with 66% endorsing this statement completely), a ‘high quality and well-educated workforce’ (64%), is a ‘reliable and trustworthy business partner’ (62%), is ‘open to foreign investments’ and is a ‘secure place to invest money (both 57%)’. Here, though, regular BBC usage appears less influential in driving positive perceptions.

### **Advocates of Britain more numerous among regular BBC users.**

Finally, if this audience feels positively about Britain, they are also communicating that to others – and the BBC appears to be influential in underpinning this positive word of mouth. Four in five (81%) of business influencers in these countries say they would speak positively about Britain, and 23% of those say they would do so without being asked. BBC usage appears to be influential in driving advocacy for the UK, in that proportions who would speak highly of the UK if asked (61%) or without being asked (28%) are markedly higher among those who access the BBC most days.

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### **For media interviews, please contact:**

Sam Mountford, Research Director  
GlobeScan Incorporated, London  
+44 20 7928 5368  
(Mobile: +44 7854 132625)  
[Sam.Mountford@GlobeScan.com](mailto:Sam.Mountford@GlobeScan.com)