

**See Africa Differently Campaign**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 1

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - Summary****Base : All respondents**

	Australasia	Africa	China	North Africa	India	Europe	America	Angola	Canada	Middle East	South Africa
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Country	215 10%	393 19%	1807 88%	386 19%	1715 84%	60 3%	1056 52%	1598 78%	1870 91%	118 6%	1517 74%
Continent	1348 66%	1554 76%	140 7%	308 15%	231 11%	1698 83%	821 40%	65 3%	81 4%	329 16%	184 9%
Region	344 17%	43 2%	44 2%	1286 63%	45 2%	232 11%	112 5%	192 9%	38 2%	1531 75%	280 14%
Don't know	143 7%	59 3%	58 3%	68 3%	59 3%	60 3%	60 3%	194 9%	60 3%	71 3%	67 3%

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Table 2

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - Australasia**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	215 10%	64 6%	150 14%	39 16%	47 14%	32 8%	42 12%	20 7%	34 8%	33 6%	61 10%	53 12%	68 14%	10 5%	14 15%	32 13%	21 12%	24 13%	18 11%	10 9%	14 7%	28 11%	26 10%	18 10%	29 10%	85 10%	42 7%	171 12%	1 30%
Continent	1348 66%	718 72%	630 60%	124 50%	193 59%	271 70%	240 69%	234 76%	286 67%	394 71%	393 66%	276 64%	285 60%	129 72%	56 60%	157 65%	116 64%	107 57%	117 73%	77 71%	133 69%	154 60%	177 67%	126 67%	211 72%	549 64%	418 72%	929 63%	1 30%
Region	344 17%	176 18%	167 16%	40 16%	57 18%	46 12%	45 13%	47 15%	107 25%	106 19%	99 17%	69 16%	70 15%	30 17%	12 12%	38 16%	32 18%	39 21%	14 9%	18 17%	29 15%	49 19%	49 19%	34 18%	38 13%	153 18%	107 18%	236 16%	1 28%
Don't know	143 7%	45 4%	98 9%	42 17%	30 9%	40 10%	21 6%	6 2%	3 1%	21 4%	41 7%	33 8%	49 10%	10 6%	11 12%	14 6%	12 6%	19 10%	10 6%	4 3%	16 8%	27 10%	11 4%	10 5%	15 5%	68 8%	13 2%	130 9%	1 12%

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Table 3

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - Africa****Base : All respondents**

	Gender			Age						Social grade					Region										Employment Sector		Have you ever been to Africa?		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	393 19%	119 12%	274 26%	51 21%	99 30%	71 18%	73 21%	46 15%	53 12%	61 11%	111 19%	112 26%	109 23%	34 19%	22 24%	51 21%	36 20%	34 18%	33 21%	22 21%	29 15%	34 13%	66 25%	32 17%	58 20%	169 20%	55 10%	337 23%	-
Continent	1554 76%	833 83%	720 69%	168 68%	211 64%	294 75%	263 76%	252 82%	367 85%	469 85%	458 77%	296 69%	331 70%	141 79%	63 69%	179 74%	135 75%	146 77%	121 76%	84 77%	154 80%	206 80%	186 71%	140 75%	222 76%	635 74%	507 88%	1043 71%	4 88%
Region	43 2%	27 3%	16 2%	7 3%	9 3%	8 2%	6 2%	4 1%	10 2%	13 2%	15 3%	6 1%	9 2%	1 *	3 3%	5 2%	4 2%	1 *	2 1%	1 1%	3 2%	10 4%	5 2%	9 5%	7 2%	20 2%	10 2%	33 2%	-
Don't know	59 3%	24 2%	35 3%	21 8%	8 3%	17 4%	7 2%	5 2%	1 *	10 2%	10 2%	16 4%	22 5%	2 1%	4 4%	6 2%	6 3%	8 4%	4 2%	1 1%	6 3%	9 3%	7 3%	6 3%	6 2%	30 4%	6 1%	53 4%	1 12%

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Table 4

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - China****Base : All respondents**

	Gender			Age						Social grade					Region										Employment Sector		Have you ever been to Africa?		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1807	893	913	208	297	357	301	266	377	497	538	380	392	159	79	203	164	159	150	100	171	226	238	158	268	756	525	1278	4
	88%	89%	87%	85%	91%	92%	86%	87%	88%	90%	91%	88%	83%	90%	85%	84%	90%	84%	94%	92%	89%	88%	91%	85%	92%	88%	91%	87%	88%
Continent	140	60	80	15	14	12	33	24	43	39	32	25	45	13	6	26	11	17	7	6	10	14	11	18	14	50	32	108	-
	7%	6%	8%	6%	4%	3%	9%	8%	10%	7%	5%	6%	10%	7%	7%	11%	6%	9%	5%	6%	5%	6%	4%	10%	5%	6%	6%	7%	-
Region	44	26	18	2	8	3	8	12	11	8	14	10	13	3	3	5	1	4	1	3	5	9	7	5	4	18	15	30	-
	2%	3%	2%	1%	3%	1%	2%	4%	3%	1%	2%	2%	3%	2%	3%	2%	1%	2%	*	2%	2%	3%	3%	3%	2%	2%	3%	2%	-
Don't know	58	24	34	20	8	17	7	5	-	10	10	16	22	2	4	6	6	10	2	-	6	9	7	6	6	31	7	50	1
	3%	2%	3%	8%	3%	4%	2%	2%	-	2%	2%	4%	5%	1%	4%	2%	3%	5%	1%	-	3%	3%	3%	3%	2%	4%	1%	3%	12%

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Table 5

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - North Africa****Base : All respondents**

	Gender			Age						Social grade					Region										Employment Sector		Have you ever been to Africa?		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	386 19%	137 14%	250 24%	52 21%	74 23%	67 17%	68 20%	69 23%	55 13%	73 18%	105 22%	95 24%	112 24%	39 22%	24 26%	61 25%	32 18%	35 18%	31 19%	25 23%	23 12%	31 12%	52 20%	34 18%	62 21%	155 18%	69 12%	316 22%	1
Continent	308 15%	124 12%	185 18%	40 16%	58 18%	60 15%	63 18%	46 15%	40 9%	63 11%	82 14%	78 18%	85 18%	26 14%	16 17%	47 19%	28 16%	32 17%	28 17%	14 13%	21 11%	35 14%	40 15%	23 12%	47 16%	120 14%	49 8%	260 18%	-
Region	1286 63%	716 71%	570 55%	131 53%	185 56%	240 62%	209 60%	187 61%	334 78%	406 73%	393 66%	238 55%	249 53%	111 62%	47 51%	125 52%	114 63%	110 58%	99 62%	69 64%	140 73%	183 71%	164 62%	124 66%	177 61%	541 63%	453 78%	830 57%	3
Don't know	68 3%	27 3%	41 4%	23 9%	11 3%	22 6%	8 2%	5 2%	1 *	11 2%	15 2%	19 4%	24 5%	2 1%	5 6%	7 3%	7 4%	13 7%	2 1%	1 1%	8 4%	9 3%	7 3%	7 4%	6 2%	39 5%	8 1%	60 4%	1

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Table 6

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - India**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1715	835	880	206	300	331	279	256	342	474	510	355	376	147	70	196	154	151	134	95	154	219	233	161	236	736	497	1214	4
	84%	83%	84%	84%	92%	85%	80%	83%	79%	86%	86%	83%	80%	83%	76%	81%	85%	80%	84%	88%	80%	85%	88%	86%	81%	86%	86%	83%	88%
Continent	231	116	114	17	14	33	52	42	73	55	67	46	62	24	12	33	16	23	23	11	26	26	21	15	41	74	61	170	-
	11%	12%	11%	7%	4%	8%	15%	14%	17%	10%	11%	11%	13%	14%	13%	14%	9%	12%	14%	10%	14%	10%	8%	8%	14%	9%	10%	12%	-
Region	45	28	16	1	5	8	11	4	16	15	7	12	10	4	5	6	5	5	*	2	4	5	4	5	10	14	15	30	-
	2%	3%	2%	*	1%	2%	3%	1%	4%	3%	1%	3%	2%	2%	5%	2%	3%	3%	*	2%	2%	2%	1%	2%	3%	2%	3%	2%	-
Don't know	59	24	34	22	9	17	7	5	-	9	10	16	23	2	5	6	6	11	2	-	7	8	6	6	31	6	52	1	
	3%	2%	3%	9%	3%	4%	2%	2%	-	2%	2%	4%	5%	1%	6%	2%	3%	6%	1%	-	4%	3%	2%	3%	4%	1%	4%	12%	

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Table 7

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - Europe****Base : All respondents**

	Gender			Age						Social grade					Region										Employment Sector		Have you ever been to Africa?		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	60 3%	25 2%	35 3%	12 5%	12 4%	9 2%	13 4%	7 2%	6 1%	10 2%	9 1%	18 4%	23 5%	4 2%	5 6%	6 3%	5 3%	5 2%	12 7%	4 4%	2 1%	5 2%	6 2%	5 3%	12 4%	17 2%	15 3%	45 3%	-
Continent	1698 83%	842 84%	856 82%	179 73%	278 85%	336 86%	303 87%	249 81%	352 82%	468 85%	522 88%	351 81%	357 76%	152 85%	74 80%	199 83%	160 88%	154 81%	129 81%	95 87%	166 86%	215 83%	215 82%	140 75%	245 84%	718 84%	489 85%	1204 82%	4 88%
Region	232 11%	112 11%	120 11%	34 14%	27 8%	29 7%	26 7%	47 15%	69 16%	64 12%	54 9%	45 11%	68 14%	19 11%	8 9%	28 12%	11 6%	24 13%	16 10%	8 8%	18 9%	28 11%	35 13%	35 19%	29 10%	92 11%	69 12%	162 11%	-
Don't know	60 3%	26 3%	35 3%	21 8%	10 3%	16 4%	7 2%	4 1%	3 1%	11 2%	10 2%	17 4%	23 5%	2 1%	5 6%	7 3%	6 3%	7 4%	2 1%	2 2%	6 3%	10 4%	7 3%	6 3%	7 2%	28 3%	5 1%	54 4%	1 12%

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Table 8

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - America****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1056	480	575	121	167	218	185	160	205	248	308	246	255	105	60	126	94	95	102	54	89	107	138	87	157	431	257	796	3
	52%	48%	55%	49%	51%	56%	53%	52%	48%	45%	52%	57%	54%	59%	64%	52%	52%	50%	64%	49%	47%	41%	52%	46%	54%	50%	44%	54%	58%
Continent	821	431	390	81	125	138	141	141	195	264	245	137	175	67	26	97	68	81	44	47	83	126	107	76	114	336	277	543	1
	40%	43%	37%	33%	38%	35%	41%	46%	45%	48%	41%	32%	37%	37%	28%	40%	37%	43%	28%	43%	43%	49%	41%	41%	39%	39%	48%	37%	30%
Region	112	66	46	24	23	19	14	2	30	30	32	29	21	4	3	12	13	5	11	7	11	15	12	18	16	56	36	76	-
	5%	7%	4%	10%	7%	5%	4%	1%	7%	5%	5%	7%	4%	2%	4%	5%	7%	3%	7%	7%	6%	6%	5%	10%	5%	7%	6%	5%	-
Don't know	60	26	34	19	13	15	9	5	1	12	9	19	21	2	4	6	7	8	2	*	8	10	6	6	7	32	8	51	1
	3%	3%	3%	8%	4%	4%	2%	1%	*	2%	1%	4%	4%	1%	4%	2%	4%	4%	1%	*	4%	4%	2%	3%	2%	4%	1%	4%	12%



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Table 9

Absolutes/col percents

**Q1. Would you describe each of the following as a country, a continent, or a region? - Angola**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1598	861	737	140	231	288	289	271	380	476	475	314	333	141	70	184	144	142	126	87	155	202	200	146	234	664	515	1080	3
	78%	86%	70%	57%	70%	74%	83%	88%	88%	86%	80%	73%	71%	79%	75%	77%	80%	75%	79%	80%	81%	78%	76%	78%	80%	78%	89%	74%	58%
Continent	65	25	40	13	16	11	13	5	8	14	9	14	29	2	2	17	4	1	3	2	5	14	9	7	7	26	12	52	1
	3%	2%	4%	5%	5%	3%	4%	2%	2%	3%	1%	3%	6%	1%	3%	7%	2%	1%	2%	1%	2%	5%	3%	4%	2%	3%	2%	4%	30%
Region	192	58	134	34	38	40	25	22	34	32	52	54	55	21	4	22	18	25	14	13	14	17	26	18	26	78	32	160	-
	9%	6%	13%	14%	12%	10%	7%	7%	8%	6%	9%	13%	12%	12%	5%	9%	10%	13%	9%	12%	7%	7%	10%	10%	9%	9%	6%	11%	-
Don't know	194	60	134	60	43	51	22	9	9	32	58	49	55	13	16	17	15	22	16	7	19	25	28	16	27	86	19	174	1
	9%	6%	13%	24%	13%	13%	6%	3%	2%	6%	10%	11%	12%	8%	17%	7%	8%	12%	10%	7%	10%	10%	11%	9%	10%	3%	12%	12%	

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Table 10

**Q1. Would you describe each of the following as a country, a continent, or a region? - Canada**

Absolutes/col percents

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1870	929	942	211	289	352	321	291	406	521	556	389	405	169	80	218	163	172	148	97	176	234	239	175	275	776	546	1320	4
	91%	93%	90%	86%	88%	90%	92%	95%	94%	94%	90%	86%	95%	87%	91%	90%	91%	93%	89%	92%	91%	91%	94%	94%	91%	94%	90%	88%	
Continent	81	30	50	10	22	14	15	8	11	17	23	13	27	4	6	14	10	5	5	5	7	9	13	2	9	33	20	60	-
	4%	3%	5%	4%	7%	4%	4%	3%	3%	3%	4%	3%	6%	2%	6%	6%	6%	2%	3%	4%	4%	4%	5%	1%	3%	4%	4%	4%	-
Region	38	18	20	6	6	8	3	3	12	5	7	10	16	1	2	2	2	4	3	5	3	7	5	4	3	15	7	31	-
	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	3%	1%	3%	1%	1%	2%	2%	5%	1%	3%	2%	2%	1%	2%	1%	2%	-
Don't know	60	27	33	20	10	15	9	5	1	10	8	18	23	4	4	6	6	9	3	2	6	7	6	6	6	30	5	54	1
	3%	3%	3%	8%	3%	4%	2%	2%	*	2%	1%	4%	5%	2%	4%	2%	3%	5%	2%	2%	3%	3%	2%	3%	2%	4%	1%	4%	12%

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Table 11

**Q1. Would you describe each of the following as a country, a continent, or a region? - Middle East**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	118 6%	46 5%	72 7%	7 3%	21 6%	17 4%	23 7%	29 10%	21 5%	27 5%	31 5%	29 7%	32 7%	13 7%	7 8%	17 7%	9 5%	10 5%	10 6%	9 8%	8 4%	10 4%	18 7%	8 4%	13 4%	38 4%	31 5%	87 6%	-
Continent	329 16%	106 11%	223 21%	51 21%	56 17%	69 18%	71 21%	42 14%	40 9%	53 10%	88 15%	89 21%	99 21%	28 16%	14 15%	53 22%	34 19%	23 12%	26 16%	20 19%	34 18%	31 12%	36 14%	30 16%	49 17%	130 15%	59 10%	269 18%	1
Region	1531 75%	822 82%	709 68%	165 67%	242 74%	281 72%	244 70%	231 75%	368 85%	463 84%	460 77%	293 68%	314 67%	134 75%	67 72%	165 69%	132 73%	143 76%	118 74%	78 71%	143 75%	208 81%	200 76%	142 76%	224 76%	647 76%	480 83%	1048 71%	3
Don't know	71 3%	30 3%	41 4%	23 9%	8 3%	23 6%	10 3%	5 2%	2 1%	10 2%	15 2%	20 5%	26 6%	2 1%	5 6%	6 2%	6 3%	14 7%	5 3%	2 2%	6 3%	9 3%	9 4%	7 4%	7 2%	40 5%	8 1%	62 4%	1

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Table 12

**Q1. Would you describe each of the following as a country, a continent, or a region? - South Africa**

Absolutes/col percents

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Country	1517	811	706	142	227	278	272	249	349	447	446	304	321	134	65	159	138	149	129	82	144	192	197	127	230	623	478	1038	1
	74%	81%	68%	58%	69%	72%	78%	81%	81%	81%	75%	71%	68%	75%	70%	66%	76%	78%	81%	76%	75%	75%	75%	68%	79%	73%	83%	71%	28%
Continent	184	55	129	28	42	33	30	23	28	34	51	48	51	16	6	30	13	12	10	14	12	26	27	17	28	64	32	151	1
	9%	5%	12%	11%	13%	9%	9%	8%	7%	6%	9%	11%	11%	9%	6%	13%	7%	7%	7%	13%	6%	10%	10%	9%	10%	8%	6%	10%	30%
Region	280	111	169	54	48	57	38	30	53	62	82	60	76	25	16	45	23	18	14	11	28	31	32	37	29	128	61	218	1
	14%	11%	16%	22%	15%	15%	11%	10%	12%	11%	14%	14%	16%	14%	18%	19%	13%	9%	9%	10%	15%	12%	12%	20%	10%	15%	11%	15%	30%
Don't know	67	27	40	22	11	20	9	5	1	11	16	18	23	2	5	7	6	11	6	1	8	9	7	6	39	7	60	1	
	3%	3%	4%	9%	3%	5%	2%	2%	*	2%	3%	4%	5%	1%	6%	3%	3%	6%	4%	1%	4%	3%	3%	3%	2%	5%	1%	4%	12%

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Table 13

**Q2. Have you ever been to Africa?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know		
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4		
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5		
Yes	579 28%	335 33%	243 23%	33 13%	76 23%	95 24%	86 25%	103 33%	186 43%	228 41%	158 27%	98 23%	95 20%	43 24%	18 20%	61 25%	42 23%	49 26%	34 21%	27 25%	67 35%	90 35%	96 37%	52 28%	96 33%	218 26%	579 100%	-	-	-	
No	1466 72%	668 67%	797 76%	213 87%	251 77%	293 75%	260 75%	205 67%	243 56%	325 59%	435 73%	332 77%	372 79%	136 76%	74 80%	179 74%	139 77%	139 73%	124 78%	82 75%	125 65%	167 65%	166 63%	134 72%	197 67%	634 74%	-	1466 100%	-	-	-
Don't know	5 *	- -	5 *	- -	- -	1 *	2 1%	- -	1 *	- -	1 *	- -	4 1%	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	1 *	- -	2 *	- -	- -	- -	5 100%	

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Table 14

**Q2b. Please specify where in Africa you have visited**

Absolutes/col percents

**Base : All having visited Africa**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	582	328	254	28	82	104	76	94	198	287	131	68	96	46	20	63	49	42	36	28	63	81	106	48	82	213	582	-	-
Weighted Base	579	335	243	33	76	95	86	103	186	228	158	98	95	43	18	61	42	49	34	27	67	90	96	52	96	218	579	-	-
Egypt	231	148	83	17	25	26	31	36	97	100	67	29	34	16	7	21	17	22	16	9	25	36	37	22	27	91	231	-	-
	40%	44%	34%	52%	32%	28%	36%	35%	52%	44%	43%	30%	36%	39%	38%	35%	41%	45%	49%	35%	38%	40%	39%	42%	28%	41%	40%	-	-
Tunisia	184	96	88	5	24	38	23	42	53	68	47	32	37	10	7	17	21	21	12	9	17	32	29	10	34	67	184	-	-
	32%	29%	36%	16%	32%	40%	26%	41%	29%	30%	33%	39%	23%	38%	28%	49%	42%	35%	34%	26%	35%	30%	20%	35%	31%	32%	-	-	
Morocco	173	109	64	7	15	19	30	38	63	80	49	22	21	16	4	19	6	18	8	13	14	29	32	14	31	67	173	-	-
	30%	32%	26%	22%	20%	20%	35%	37%	34%	35%	31%	22%	23%	37%	24%	31%	13%	36%	23%	48%	21%	32%	33%	27%	32%	31%	30%	-	-
South Africa	160	121	39	2	16	18	16	25	83	72	45	26	17	11	1	9	5	12	10	9	29	29	24	20	16	50	160	-	-
	28%	36%	16%	6%	21%	19%	18%	25%	45%	32%	28%	27%	18%	26%	8%	15%	11%	25%	29%	34%	44%	33%	25%	38%	17%	23%	28%	-	-
Kenya	133	90	43	5	11	19	22	17	59	59	33	29	12	7	3	11	10	14	10	5	20	22	18	15	19	48	133	-	-
	23%	27%	17%	15%	14%	20%	25%	17%	32%	26%	21%	30%	13%	15%	16%	19%	23%	28%	29%	19%	30%	24%	18%	28%	20%	22%	23%	-	-
Gambia	50	26	24	-	4	8	9	14	15	17	14	11	7	*	1	7	3	7	1	4	5	6	12	3	15	15	50	-	-
	9%	8%	10%	-	5%	9%	11%	14%	8%	8%	9%	12%	8%	1%	6%	12%	6%	15%	3%	15%	8%	7%	12%	6%	15%	7%	9%	-	-
Nigeria	49	38	11	3	5	5	6	5	23	20	13	5	10	4	3	4	1	5	2	2	5	12	5	7	4	15	49	-	-
	8%	11%	4%	10%	7%	6%	7%	5%	12%	9%	8%	5%	11%	10%	17%	7%	2%	10%	5%	6%	7%	13%	5%	13%	5%	7%	8%	-	-
Zimbabwe	48	34	14	3	3	3	2	6	31	23	10	6	9	-	1	5	3	7	5	1	12	1	10	4	3	17	48	-	-
	8%	10%	6%	10%	4%	4%	2%	5%	17%	10%	6%	6%	9%	-	3%	8%	6%	15%	14%	4%	18%	2%	10%	7%	3%	8%	8%	-	-
Tanzania	37	28	9	3	5	4	4	5	17	20	13	3	1	5	1	3	4	3	1	3	6	4	6	3	7	12	37	-	-
	6%	8%	4%	8%	6%	4%	5%	5%	9%	9%	9%	3%	1%	11%	3%	5%	9%	6%	3%	12%	9%	4%	6%	5%	8%	6%	6%	-	-
Algeria	35	25	10	2	3	2	7	10	12	13	16	1	6	4	-	-	2	1	2	4	3	7	8	4	3	13	35	-	-
	6%	7%	4%	5%	4%	2%	8%	10%	6%	6%	10%	1%	6%	10%	-	-	4%	2%	7%	13%	5%	7%	9%	8%	3%	6%	6%	-	-
Ghana	34	20	14	6	2	*	10	-	15	15	9	8	3	-	1	8	2	4	2	-	3	10	4	-	6	10	34	-	-
	6%	6%	6%	17%	3%	*	11%	-	8%	6%	6%	8%	3%	-	4%	12%	4%	8%	7%	-	5%	11%	4%	-	6%	5%	6%	-	-
Libya	33	29	5	-	2	-	3	11	17	11	7	8	7	3	-	4	2	3	2	1	5	5	3	4	-	8	33	-	-
	6%	9%	2%	-	2%	-	4%	10%	9%	5%	4%	8%	8%	7%	-	7%	6%	7%	7%	4%	8%	6%	4%	7%	-	4%	6%	-	-
Zambia	31	24	8	2	4	1	1	6	18	19	9	-	3	-	-	5	3	4	3	*	6	2	6	2	1	14	31	-	-
	5%	7%	3%	5%	5%	1%	1%	6%	10%	9%	6%	-	3%	-	-	7%	7%	9%	9%	1%	9%	2%	6%	4%	1%	6%	5%	-	-
Senegal	26	15	11	2	1	*	4	6	13	10	9	5	2	-	1	2	-	2	-	4	3	5	7	2	4	8	26	-	-
	5%	5%	4%	5%	1%	*	5%	6%	7%	4%	6%	5%	2%	-	3%	4%	-	5%	-	13%	5%	6%	7%	4%	4%	4%	5%	-	-
Mauritius	26	16	10	-	1	4	5	4	12	11	6	6	3	4	-	2	1	1	*	1	2	5	7	3	-	9	26	-	-
	5%	5%	4%	-	2%	4%	6%	4%	6%	5%	4%	6%	3%	10%	-	4%	2%	1%	1%	3%	3%	6%	7%	6%	-	4%	5%	-	-
Botswana	25	18	8	2	2	1	4	1	16	16	6	1	2	-	-	2	2	2	1	*	6	4	4	4	1	12	25	-	-
	4%	5%	3%	5%	2%	1%	5%	1%	8%	7%	4%	1%	2%	-	-	3%	5%	5%	4%	1%	8%	5%	4%	7%	1%	5%	4%	-	-

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Table 14

**Q2b. Please specify where in Africa you have visited**

Absolutes/col percents

**Base : All having visited Africa**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Weighted Base	579	335	243	33	76	95	86	103	186	228	158	98	95	43	18	61	42	49	34	27	67	90	96	52	96	218	579	-	-
Seychelles	23	18	5	-	1	4	2	2	14	15	2	5	2	1	-	2	-	4	3	1	4	2	4	3	-	7	23	-	-
	4%	5%	2%	-	1%	5%	2%	2%	8%	7%	1%	5%	2%	1%	-	3%	-	9%	8%	3%	6%	3%	4%	5%	-	3%	4%	-	-
Namibia	23	13	10	2	1	1	4	3	12	11	8	2	1	3	-	1	2	2	-	-	6	5	3	1	2	12	23	-	-
	4%	4%	4%	5%	1%	1%	5%	3%	7%	5%	5%	2%	2%	7%	-	2%	5%	4%	-	-	9%	6%	3%	1%	2%	5%	4%	-	-
Uganda	21	17	4	2	2	2	2	-	13	11	3	5	1	2	-	4	1	4	2	-	4	-	2	2	-	9	21	-	-
	4%	5%	2%	6%	2%	2%	2%	-	7%	5%	2%	5%	1%	6%	-	6%	2%	8%	6%	-	5%	-	3%	4%	-	4%	4%	-	-
Malawi	21	14	7	2	3	1	2	2	11	13	2	4	2	-	-	-	2	6	1	-	7	1	4	-	1	10	21	-	-
	4%	4%	3%	5%	4%	1%	2%	2%	6%	6%	1%	5%	2%	-	-	-	5%	13%	2%	-	11%	1%	4%	-	1%	5%	4%	-	-
Swaziland	20	11	9	-	3	1	3	2	12	6	10	2	2	-	-	4	*	1	-	2	4	5	3	2	3	4	20	-	-
	3%	3%	4%	-	4%	1%	3%	2%	6%	3%	6%	2%	3%	-	-	6%	1%	1%	-	6%	6%	6%	3%	3%	3%	2%	3%	-	-
Sudan	19	17	2	2	-	*	3	5	9	6	9	2	2	2	*	2	2	1	-	-	3	3	4	1	-	9	19	-	-
	3%	5%	1%	5%	-	*	3%	5%	5%	3%	6%	2%	2%	4%	2%	4%	4%	3%	-	-	4%	4%	5%	3%	-	4%	3%	-	-
Mozambique	17	13	3	2	1	*	-	3	10	8	5	3	2	-	-	2	3	-	1	-	5	1	1	4	2	7	17	-	-
	3%	4%	1%	5%	2%	*	-	3%	6%	3%	3%	3%	2%	-	-	4%	7%	-	2%	-	7%	2%	1%	7%	2%	3%	3%	-	-
Ethiopia	16	14	2	2	-	1	1	1	11	6	3	6	1	2	-	-	1	4	-	-	2	2	2	3	-	8	16	-	-
	3%	4%	1%	5%	-	1%	2%	1%	6%	3%	2%	6%	1%	4%	-	-	3%	9%	-	-	3%	2%	3%	5%	-	4%	3%	-	-
Angola	12	8	4	2	1	*	1	1	7	7	4	1	1	*	-	3	2	-	-	-	3	1	1	1	1	7	12	-	-
	2%	2%	2%	5%	1%	*	2%	1%	4%	3%	2%	1%	1%	1%	-	4%	6%	-	-	-	5%	2%	1%	3%	1%	3%	2%	-	-
Cameroon	12	10	2	2	-	*	1	3	6	4	5	-	4	-	*	2	-	-	-	-	2	4	-	3	-	4	12	-	-
	2%	3%	1%	5%	-	*	1%	3%	3%	2%	3%	-	4%	-	2%	3%	-	-	-	-	3%	5%	-	6%	-	2%	2%	-	-
Cape Verde	10	10	-	-	2	1	1	2	5	6	4	-	1	-	-	1	-	1	-	-	2	3	2	1	2	4	10	-	-
	2%	3%	-	-	2%	1%	1%	2%	3%	3%	2%	-	1%	-	-	1%	-	2%	-	-	4%	3%	2%	2%	2%	2%	2%	-	-
Sierra Leone	10	8	2	-	-	1	2	1	6	3	6	1	-	-	-	4	1	-	1	-	1	-	3	1	1	5	10	-	-
	2%	2%	1%	-	-	1%	3%	1%	3%	1%	4%	1%	-	-	-	6%	2%	-	3%	-	1%	-	3%	1%	1%	2%	2%	-	-
Benin	9	4	5	3	1	2	2	-	2	4	1	1	3	1	-	2	-	2	-	2	2	1	-	-	2	4	9	-	-
	1%	1%	2%	8%	1%	2%	2%	-	1%	2%	1%	1%	3%	2%	-	3%	-	3%	-	6%	2%	2%	-	-	2%	2%	1%	-	-
Madagascar	9	6	3	-	1	-	-	-	7	4	1	2	1	2	-	-	1	-	-	-	2	2	1	1	-	3	9	-	-
	1%	2%	1%	-	2%	-	-	-	4%	2%	1%	2%	1%	4%	-	-	2%	-	-	-	3%	3%	1%	2%	-	1%	1%	-	-
Lesotho	9	4	5	-	*	-	2	-	6	3	2	1	2	-	-	-	-	-	-	-	3	*	3	2	1	2	9	-	-
	1%	1%	2%	-	1%	-	3%	-	3%	1%	1%	1%	2%	-	-	-	-	-	-	-	4%	*	3%	4%	1%	1%	1%	-	-
Liberia	8	6	2	-	*	*	1	2	4	1	3	-	4	-	-	1	-	-	-	-	4	3	-	-	3	8	-	-	
	1%	2%	1%	-	1%	*	1%	2%	2%	1%	2%	-	4%	-	-	2%	-	-	-	-	4%	3%	-	-	2%	1%	-	-	

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Table 14

**Q2b. Please specify where in Africa you have visited**

Absolutes/col percents

**Base : All having visited Africa**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Weighted Base	579	335	243	33	76	95	86	103	186	228	158	98	95	43	18	61	42	49	34	27	67	90	96	52	96	218	579	-	-
Democratic Republic of the Congo	8	6	2	2	1	-	-	-	5	3	1	3	1	-	-	-	4	-	-	2	1	1	-	-	2	8	-	-	
Republic of the Congo	7	6	2	2	-	-	-	*	5	5	2	-	-	-	-	3	*	1	-	3	-	-	-	-	5	7	-	-	
Rwanda	7	5	2	2	-	-	-	-	5	4	2	-	-	-	1	-	-	-	-	5	1	-	-	-	5	7	-	-	
Djibouti	6	4	2	-	-	-	2	1	4	3	2	2	-	2	-	-	-	-	1	-	-	-	2	2	1	6	-	-	
Somalia	6	5	1	1	-	-	-	1	4	2	1	3	-	-	1	-	3	-	-	1	-	1	1	-	3	6	-	-	
Togo	6	2	3	2	1	2	1	-	1	3	-	1	2	-	2	-	2	-	2	2	*	-	-	2	3	6	-	-	
Mali	5	2	3	2	1	-	-	1	1	3	1	1	*	-	-	-	-	-	-	2	2	1	-	-	4	5	-	-	
South Sudan	5	4	*	-	-	*	-	3	1	3	1	-	-	-	*	1	1	-	-	1	1	1	-	-	3	5	-	-	
Mauritania	4	2	2	2	2	-	-	-	1	4	-	-	*	-	-	-	2	-	-	2	*	1	-	1	2	4	-	-	
Gabon	4	2	2	2	-	-	1	*	1	3	1	-	1	*	2	-	-	-	-	2	-	-	-	-	2	4	-	-	
Côte d'Ivoire	3	1	3	-	1	1	1	-	*	1	1	1	*	-	1	-	-	-	-	-	-	2	*	1	2	3	-	-	
Comoros	3	3	-	-	-	-	-	*	2	2	-	-	*	-	-	-	1	-	-	1	-	-	-	-	1	3	-	-	
Eritrea	3	3	-	-	-	-	1	-	2	1	1	-	1	-	-	1	-	-	-	1	1	-	-	-	1	3	-	-	
Burkina Faso	3	1	2	2	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	3	-	-	-	-	2	3	-	-	
Guinea	3	2	1	-	1	-	-	-	2	2	-	-	*	-	-	-	-	-	-	-	1	1	-	-	-	3	-	-	
Chad	2	2	-	-	-	-	-	-	2	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	2	-	-	



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Table 14

**Q2b. Please specify where in Africa you have visited**

Absolutes/col percents

**Base : All having visited Africa**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Weighted Base	579	335	243	33	76	95	86	103	186	228	158	98	95	43	18	61	42	49	34	27	67	90	96	52	96	218	579	-	-
Equatorial Guinea	2	1	1	-	-	-	-	1	1	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	2	-	-
Niger	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-	2	-	-
Guinea-Bissau	1	-	1	-	*	-	1	-	-	1	-	*	-	-	-	-	-	-	-	-	*	1	-	1	-	1	-	-	
Burundi	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-
São Tomé and Príncipe	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-

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Table 15

Absolutes/col percents

**Q3. Which of the following are the main sources of information that have influenced your opinions about Africa? Please select your top 3****Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
TV	1392	719	673	139	200	274	260	224	294	357	384	326	325	136	64	172	138	126	114	81	136	141	166	119	183	571	271	1116	5
	68%	72%	64%	57%	61%	71%	75%	73%	68%	65%	65%	76%	69%	76%	69%	71%	76%	66%	71%	74%	71%	55%	63%	64%	62%	67%	47%	76%	100%
Documentaries	1293	652	641	130	173	235	247	204	304	341	382	280	290	128	60	166	113	118	100	68	127	123	164	126	185	526	315	974	4
	63%	65%	61%	53%	53%	60%	71%	66%	71%	62%	64%	65%	62%	72%	65%	69%	63%	62%	63%	62%	66%	48%	62%	67%	63%	62%	54%	66%	88%
Newspapers/magazines	792	455	336	67	104	139	123	119	240	255	234	153	150	73	33	81	72	74	72	35	91	96	85	80	100	314	198	593	-
	39%	45%	32%	27%	32%	36%	35%	39%	56%	46%	39%	35%	32%	41%	36%	33%	40%	39%	45%	32%	47%	37%	32%	43%	34%	37%	34%	40%	-
Comic Relief / Red Nose Day appeals	708	265	443	111	128	175	116	98	80	148	213	156	191	55	32	92	67	82	50	45	57	58	111	58	113	308	104	603	1
	35%	26%	42%	45%	39%	45%	33%	32%	19%	27%	36%	36%	41%	31%	35%	38%	37%	43%	32%	41%	30%	23%	42%	31%	39%	36%	18%	41%	28%
Friends / family	374	153	221	55	85	64	66	44	59	109	125	61	79	28	17	36	29	32	27	17	32	85	44	27	71	152	159	214	-
	18%	15%	21%	22%	26%	16%	19%	14%	14%	20%	21%	14%	17%	16%	18%	15%	16%	17%	17%	16%	17%	33%	17%	14%	24%	18%	28%	15%	-
Holidays / visiting there	372	205	167	23	57	62	45	61	124	143	99	64	66	23	14	46	30	38	20	17	38	55	62	29	59	138	357	16	-
	18%	20%	16%	9%	17%	16%	13%	20%	29%	26%	17%	15%	14%	13%	15%	19%	16%	20%	13%	16%	20%	21%	24%	16%	20%	16%	62%	1%	-
Other charity appeals	319	116	203	45	61	62	50	43	58	81	81	66	92	24	20	30	22	23	29	21	26	44	48	32	41	118	47	270	2
	16%	12%	19%	18%	19%	16%	14%	14%	14%	15%	14%	15%	19%	13%	21%	12%	12%	12%	18%	20%	14%	17%	18%	17%	14%	14%	8%	18%	42%
Word of mouth	257	114	143	52	53	49	41	34	29	70	83	53	51	14	8	21	19	18	26	9	14	61	41	26	38	136	89	168	-
	13%	11%	14%	21%	16%	13%	12%	11%	7%	13%	14%	12%	11%	8%	9%	9%	10%	10%	16%	8%	7%	24%	15%	14%	13%	16%	15%	11%	-
School / university	183	91	92	41	41	28	21	26	27	43	53	36	52	14	7	21	13	20	14	10	17	27	20	18	27	79	35	147	1
	9%	9%	9%	17%	12%	7%	6%	8%	6%	8%	9%	8%	11%	8%	8%	9%	7%	11%	9%	10%	9%	10%	8%	10%	9%	9%	6%	10%	30%
Social media	180	78	102	42	42	30	22	25	19	34	47	52	48	13	13	25	13	11	14	14	15	28	19	14	13	94	28	151	1
	9%	8%	10%	17%	13%	8%	6%	8%	4%	6%	8%	12%	10%	7%	14%	10%	7%	6%	9%	13%	8%	11%	7%	8%	4%	11%	5%	10%	12%
Cultural institutions/ events	142	71	71	25	25	29	29	18	16	39	35	25	43	10	6	26	11	15	3	5	11	31	14	10	24	69	62	81	-
	7%	7%	7%	10%	8%	7%	8%	6%	4%	7%	6%	6%	9%	6%	6%	11%	6%	8%	2%	4%	6%	12%	5%	5%	8%	8%	11%	6%	-
Other	135	92	44	6	15	21	26	26	41	40	47	21	27	16	5	8	15	12	7	4	9	24	15	22	22	58	72	64	-
	7%	9%	4%	3%	4%	6%	7%	8%	9%	7%	8%	5%	6%	9%	6%	3%	8%	6%	4%	4%	5%	9%	6%	12%	8%	7%	12%	4%	-

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Table 16

**Q4. Would you be interested in learning more about Africa?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Yes	892	420	471	135	185	162	119	110	181	287	251	167	187	85	36	104	62	90	55	46	80	129	130	74	134	386	314	578	-
	44%	42%	45%	55%	57%	42%	34%	36%	42%	52%	42%	39%	40%	48%	38%	43%	34%	47%	35%	43%	42%	50%	49%	40%	46%	45%	54%	39%	-
No	847	442	405	73	113	164	174	139	184	198	250	190	209	67	49	93	91	71	80	40	82	87	104	81	110	356	194	651	1
	41%	44%	39%	30%	34%	42%	50%	45%	43%	36%	42%	44%	44%	38%	53%	39%	50%	38%	50%	37%	43%	34%	39%	43%	38%	42%	34%	44%	28%
Don't know	310	141	169	38	30	63	55	59	65	69	94	73	75	26	7	43	28	28	24	22	29	41	30	31	49	113	70	237	3
	15%	14%	16%	15%	9%	16%	16%	19%	15%	12%	16%	17%	16%	14%	8%	18%	15%	15%	15%	20%	15%	16%	11%	17%	17%	13%	12%	16%	72%

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Table 17

Absolutes/col percents

**Q5. Which of the following words or phrases, if any, best describe what comes to mind when you think of Africa? Please select up to 4**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
Poverty	1723	834	889	197	272	325	283	266	380	474	499	372	377	161	75	206	150	161	135	93	161	200	223	157	231	721	482	1237	4	
		84%	83%	85%	80%	83%	84%	81%	87%	88%	86%	84%	87%	80%	91%	81%	86%	83%	85%	86%	84%	78%	85%	84%	79%	84%	83%	84%	83%	88%
Corrupt	1271	720	551	105	160	233	214	219	340	381	372	254	265	120	52	143	101	123	108	57	126	159	170	113	162	533	412	858	1	
		62%	72%	53%	43%	49%	60%	61%	71%	79%	69%	63%	59%	56%	67%	56%	59%	56%	68%	52%	65%	62%	65%	61%	55%	62%	71%	59%	28%	
A long-term charity case	1059	511	547	119	140	220	173	163	244	287	295	222	255	89	46	129	87	97	86	51	102	124	152	96	131	446	246	810	3	
		52%	51%	52%	48%	43%	57%	50%	53%	57%	52%	50%	52%	50%	49%	54%	48%	51%	54%	47%	53%	48%	58%	51%	45%	52%	42%	55%	58%	
In a rut	559	293	266	68	85	119	97	76	115	136	157	132	135	58	23	77	55	53	48	17	35	67	70	56	73	229	142	417	-	
		27%	29%	25%	28%	26%	31%	28%	25%	27%	24%	26%	31%	29%	32%	25%	32%	30%	28%	15%	18%	26%	27%	30%	25%	27%	25%	28%	-	
Irresponsible	410	268	143	27	33	46	80	83	141	109	112	84	105	29	19	48	28	41	36	16	43	56	57	37	48	144	126	284	-	
		20%	27%	14%	11%	10%	12%	23%	27%	33%	20%	19%	19%	22%	16%	21%	16%	21%	23%	14%	22%	22%	22%	20%	16%	17%	22%	19%	-	
Strives for an equal society	397	146	251	64	80	80	58	53	62	83	131	87	97	54	17	59	36	37	19	28	30	44	42	33	53	159	106	290	1	
		19%	15%	24%	26%	24%	21%	17%	14%	15%	22%	20%	21%	30%	18%	25%	20%	20%	12%	25%	16%	17%	16%	17%	18%	19%	18%	20%	30%	
Thriving culture and arts (e.g. art, music, dance, film)	327	132	195	67	65	67	46	42	40	95	105	54	73	27	11	38	22	25	18	14	37	69	42	24	49	139	122	205	-	
		16%	13%	19%	27%	20%	17%	13%	14%	17%	18%	13%	16%	15%	12%	16%	12%	13%	11%	13%	19%	27%	16%	13%	17%	16%	21%	14%	-	
On the rise	211	121	90	37	39	38	32	21	44	57	61	44	48	16	7	16	9	19	20	22	25	31	30	17	40	87	87	125	-	
		10%	12%	9%	15%	12%	10%	9%	10%	10%	10%	10%	10%	9%	8%	7%	5%	10%	12%	20%	13%	12%	11%	9%	14%	10%	15%	8%	-	
Economic growth	167	88	79	25	39	35	29	18	21	44	43	43	38	11	3	18	10	17	11	10	17	35	21	14	40	63	64	103	-	
		8%	9%	8%	10%	12%	9%	8%	6%	5%	8%	7%	10%	8%	6%	8%	6%	9%	7%	9%	9%	13%	8%	8%	14%	7%	11%	7%	-	
Uninspiring	145	80	65	11	18	22	33	28	33	31	35	37	42	12	9	16	14	14	21	6	15	7	19	14	16	64	33	111	1	
		7%	8%	6%	5%	6%	6%	9%	9%	8%	6%	6%	9%	6%	10%	7%	8%	7%	13%	5%	8%	3%	7%	8%	5%	7%	6%	8%	28%	
Good for business	69	41	28	12	18	10	8	13	8	16	27	12	14	2	1	10	7	9	2	4	3	19	9	2	10	30	29	40	-	
		3%	4%	3%	5%	5%	2%	4%	2%	3%	5%	3%	3%	1%	2%	4%	4%	5%	1%	4%	2%	7%	3%	1%	3%	3%	5%	3%	-	
Influential	57	21	37	14	20	13	8	1	1	12	23	10	14	2	2	6	3	6	1	5	6	12	11	4	13	29	16	42	-	
		3%	2%	4%	6%	6%	3%	2%	*	2%	4%	2%	3%	1%	2%	2%	1%	3%	1%	5%	3%	5%	4%	2%	4%	3%	3%	3%	-	
None of the above	81	38	43	17	14	8	22	10	10	16	24	13	29	4	7	5	15	6	6	4	7	6	10	9	9	40	12	69	1	
		4%	4%	4%	7%	4%	2%	6%	3%	2%	3%	4%	3%	6%	2%	8%	2%	8%	3%	4%	4%	2%	4%	5%	3%	5%	2%	5%	12%	

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Table 18

Absolutes/col percents

**Q6. Do you agree or disagree with each of the following statements? - Summary****Base : All respondents**

	Most of the stories I hear about Africa are negative	Most of the stories I hear about Africa are positive	Africa has the people and resources it needs to develop a strong economy	Africa is a lost cause	Africa is a future economic world player, which will be comparable to emerging markets in Asia	African art, culture and entertainment has a big influence on British culture today	Africa is an exciting business prospect	Africa heavily relies on aid from the West	Supporting African aid projects helps create long-term change
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049
Agree	1407 69%	231 11%	1032 50%	424 21%	460 22%	826 40%	603 29%	1692 83%	982 48%
Disagree	414 20%	1568 77%	597 29%	1251 61%	936 46%	742 36%	742 36%	147 7%	672 33%
Don't know	228 11%	251 12%	420 21%	374 18%	653 32%	481 23%	704 34%	210 10%	395 19%

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Table 19

**Q6. Do you agree or disagree with each of the following statements? - Most of the stories I hear about Africa are negative**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	1407	699	708	139	202	269	254	217	327	393	418	271	324	126	68	160	116	125	118	72	135	182	186	119	194	575	397	1006	4
	69%	70%	68%	56%	62%	69%	73%	71%	76%	71%	70%	63%	69%	71%	73%	66%	64%	66%	74%	66%	70%	71%	71%	64%	66%	67%	69%	69%	88%
Disagree	414	191	223	65	85	81	53	60	71	106	122	99	87	36	16	53	36	34	30	25	40	49	57	39	67	174	134	280	-
	20%	19%	21%	26%	26%	21%	15%	19%	16%	19%	21%	23%	18%	20%	17%	22%	20%	18%	19%	23%	21%	19%	22%	21%	23%	20%	23%	19%	-
Don't know	228	113	115	43	41	39	42	31	33	54	54	60	60	16	9	28	29	30	11	11	17	27	20	29	32	105	49	179	1
	11%	11%	11%	17%	13%	10%	12%	10%	8%	10%	9%	14%	13%	9%	10%	12%	16%	16%	7%	11%	9%	11%	7%	15%	11%	12%	8%	12%	12%

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Table 20

Absolutes/col percents

**Q6. Do you agree or disagree with each of the following statements? - Most of the stories I hear about Africa are positive**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	231	115	116	32	47	42	29	38	43	52	59	65	55	21	4	33	16	22	17	15	19	38	25	20	39	84	74	156	-
	11%	11%	11%	13%	14%	11%	8%	13%	10%	9%	10%	15%	12%	12%	4%	14%	9%	12%	11%	14%	10%	15%	10%	11%	13%	10%	13%	11%	-
Disagree	1568	767	801	167	230	299	277	240	355	439	474	300	355	142	78	176	133	135	130	75	153	189	212	145	213	658	452	1112	4
	77%	76%	77%	68%	70%	77%	79%	78%	82%	79%	80%	70%	75%	80%	84%	73%	74%	71%	81%	69%	80%	73%	81%	77%	73%	77%	78%	76%	88%
Don't know	251	121	129	47	51	48	43	29	33	62	62	66	61	15	11	32	31	32	13	19	20	31	25	22	41	112	52	198	1
	12%	12%	12%	19%	15%	12%	12%	9%	8%	11%	10%	15%	13%	8%	11%	13%	17%	17%	8%	17%	10%	12%	10%	12%	14%	13%	9%	13%	12%

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Table 21

**Q6. Do you agree or disagree with each of the following statements? - Africa has the people and resources it needs to develop a strong economy**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	1032	568	464	100	149	158	176	173	275	301	297	208	225	106	37	136	81	104	76	56	98	133	120	83	146	396	364	666	1
	50%	57%	44%	41%	46%	41%	50%	56%	64%	54%	50%	48%	48%	60%	40%	57%	45%	55%	48%	52%	51%	52%	46%	44%	50%	46%	63%	45%	28%
Disagree	597	265	332	93	97	142	93	77	95	159	174	133	132	35	32	67	51	47	61	26	59	71	98	51	86	278	147	448	1
	29%	26%	32%	38%	30%	37%	27%	25%	22%	29%	29%	31%	28%	20%	35%	28%	28%	25%	38%	24%	31%	27%	37%	27%	29%	32%	25%	31%	30%
Don't know	420	170	250	52	81	89	80	58	60	93	124	89	114	37	23	38	49	39	22	26	35	54	45	53	61	181	67	351	2
	21%	17%	24%	21%	25%	23%	23%	19%	14%	17%	21%	21%	24%	21%	25%	16%	27%	21%	14%	24%	18%	21%	17%	28%	21%	21%	12%	24%	42%



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Table 22

**Q6. Do you agree or disagree with each of the following statements? - Africa is a lost cause**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	424	243	182	38	61	81	68	69	107	116	108	91	109	29	25	41	39	35	47	23	34	53	64	34	42	179	104	320	-
	21%	24%	17%	15%	19%	21%	19%	22%	25%	21%	18%	21%	23%	16%	27%	17%	21%	19%	30%	22%	18%	21%	24%	18%	14%	21%	18%	22%	-
Disagree	1251	588	663	163	207	252	201	180	246	346	385	255	265	114	51	171	108	112	92	65	120	152	158	107	199	512	391	857	3
	61%	59%	63%	66%	63%	65%	58%	59%	57%	63%	65%	59%	56%	64%	55%	71%	60%	59%	58%	60%	63%	59%	60%	57%	68%	60%	68%	58%	58%
Don't know	374	173	201	45	59	56	79	59	77	91	102	84	97	35	17	28	34	42	20	20	37	53	41	46	52	163	83	289	2
	18%	17%	19%	18%	18%	14%	23%	19%	18%	16%	17%	20%	21%	19%	18%	12%	19%	22%	12%	19%	19%	21%	16%	25%	18%	19%	14%	20%	42%

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Table 23

Absolutes/col percents

**Q6. Do you agree or disagree with each of the following statements? - Africa is a future economic world player, which will be comparable to emerging markets in Asia**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	460	259	201	62	89	84	67	62	96	128	135	99	98	39	11	59	32	45	32	24	50	74	56	39	74	181	170	290	-
	22%	26%	19%	25%	27%	22%	19%	20%	22%	23%	23%	23%	21%	22%	12%	25%	17%	24%	20%	22%	26%	29%	21%	25%	21%	29%	20%	-	-
Disagree	936	507	429	103	133	179	149	148	224	270	263	190	213	70	50	109	78	85	75	49	75	114	134	98	121	404	268	665	3
	46%	51%	41%	42%	41%	46%	43%	48%	52%	49%	44%	44%	45%	39%	54%	45%	43%	45%	47%	46%	39%	44%	51%	52%	41%	47%	46%	45%	58%
Don't know	653	237	416	81	105	127	132	97	110	155	197	141	161	69	32	73	72	59	53	35	67	70	74	50	97	270	141	510	2
	32%	24%	40%	33%	32%	33%	38%	32%	26%	28%	33%	33%	34%	39%	34%	30%	40%	31%	33%	32%	35%	27%	28%	27%	33%	32%	24%	35%	42%

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Table 24

**Q6. Do you agree or disagree with each of the following statements? - African art, culture and entertainment has a big influence on British culture today**

Absolutes/col percents

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	826 40%	368 37%	458 44%	113 46%	147 45%	160 41%	141 41%	125 41%	139 32%	235 42%	244 41%	171 40%	176 37%	77 43%	32 35%	105 43%	63 35%	74 39%	59 37%	41 38%	81 42%	125 49%	99 38%	69 37%	133 45%	347 41%	267 46%	556 38%	3 60%
Disagree	742 36%	429 43%	313 30%	77 31%	92 28%	134 34%	126 36%	103 34%	211 49%	207 37%	211 35%	152 35%	172 36%	54 30%	42 45%	82 34%	64 35%	69 36%	76 48%	41 37%	74 39%	70 27%	95 36%	76 41%	89 30%	297 35%	208 36%	534 36%	-
Don't know	481 23%	207 21%	274 26%	56 23%	88 27%	96 25%	81 23%	79 26%	81 19%	112 20%	139 23%	107 25%	124 26%	47 26%	18 20%	54 23%	54 30%	47 25%	25 16%	27 24%	37 19%	63 24%	69 26%	41 22%	71 24%	210 25%	103 18%	376 26%	2 40%

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Table 25

**Q6. Do you agree or disagree with each of the following statements? - Africa is an exciting business prospect**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	603 29%	364 36%	240 23%	65 26%	118 36%	96 25%	89 26%	91 30%	145 34%	182 33%	187 32%	117 27%	117 25%	51 28%	19 20%	65 27%	50 28%	46 24%	43 27%	34 31%	75 39%	90 35%	72 28%	59 32%	83 28%	250 29%	252 43%	352 24%	-
Disagree	742 36%	372 37%	370 35%	99 40%	100 30%	143 37%	130 37%	119 39%	152 35%	204 37%	204 34%	160 37%	174 37%	53 30%	40 43%	85 35%	64 36%	68 36%	64 40%	38 35%	61 32%	94 36%	105 40%	69 37%	105 36%	337 39%	184 32%	557 38%	1
Don't know	704 34%	269 27%	435 42%	82 33%	110 34%	150 39%	130 37%	98 32%	134 31%	168 30%	203 34%	153 35%	181 38%	74 42%	34 37%	91 38%	66 37%	76 40%	51 32%	37 34%	56 29%	74 29%	85 32%	59 31%	105 36%	268 31%	143 25%	557 38%	3

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Table 26

**Q6. Do you agree or disagree with each of the following statements? - Africa heavily relies on aid from the West**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	1692	834	858	180	232	316	284	280	400	469	497	343	382	160	74	197	147	161	136	85	153	206	225	147	223	678	494	1193	4
	83%	83%	82%	73%	71%	81%	82%	91%	93%	85%	84%	80%	81%	90%	80%	82%	81%	85%	86%	78%	80%	80%	86%	79%	76%	79%	85%	81%	88%
Disagree	147	76	71	31	34	29	24	9	19	36	39	35	37	6	9	23	15	8	13	10	9	22	17	15	31	75	47	100	-
	7%	8%	7%	13%	11%	7%	7%	3%	4%	7%	7%	8%	8%	3%	10%	10%	9%	4%	8%	9%	5%	9%	7%	8%	11%	9%	8%	7%	-
Don't know	210	94	116	35	61	45	39	18	12	48	58	52	52	13	10	21	18	21	10	13	30	29	20	25	39	102	37	172	1
	10%	9%	11%	14%	19%	11%	11%	6%	3%	9%	10%	12%	11%	7%	10%	9%	10%	11%	6%	12%	15%	11%	8%	13%	12%	6%	12%	12%	

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Table 27

**Q6. Do you agree or disagree with each of the following statements? - Supporting African aid projects helps create long-term change**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Agree	982 48%	408 41%	574 55%	147 60%	182 56%	183 47%	166 48%	115 38%	188 44%	286 52%	289 49%	203 47%	205 43%	78 44%	32 34%	135 56%	82 46%	103 54%	76 48%	51 47%	90 51%	131 51%	120 46%	83 45%	162 55%	399 47%	284 49%	695 47%	3 58%
Disagree	672 33%	409 41%	263 25%	64 26%	78 24%	127 33%	103 30%	136 44%	165 38%	173 31%	195 33%	129 30%	175 37%	58 32%	39 42%	65 27%	54 30%	54 29%	60 38%	35 32%	63 33%	74 29%	102 39%	68 36%	77 26%	289 34%	211 36%	461 31%	-
Don't know	395 19%	187 19%	209 20%	35 14%	68 21%	80 21%	79 23%	56 18%	77 18%	94 17%	110 19%	99 23%	92 19%	42 24%	22 23%	41 17%	44 25%	33 17%	23 15%	23 21%	39 20%	53 20%	41 15%	35 19%	53 18%	167 20%	83 14%	310 21%	2 42%

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Table 28

Absolutes/col percents

**Q7. Which of the following, if any, best describe how you feel towards Africa?****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Saddened	1018	471	547	109	141	179	161	157	271	294	284	206	234	100	42	119	82	94	74	48	91	124	145	99	137	378	298	719	1
	50%	47%	52%	44%	43%	46%	46%	51%	63%	53%	48%	48%	50%	56%	45%	50%	45%	50%	47%	44%	47%	48%	55%	53%	47%	44%	51%	49%	28%
Worried	633	304	329	74	103	110	97	83	166	178	176	132	147	58	25	79	53	49	41	35	64	88	83	59	81	252	186	448	-
	31%	30%	31%	30%	31%	28%	28%	27%	38%	32%	30%	31%	31%	33%	27%	33%	29%	26%	26%	32%	33%	34%	31%	31%	28%	29%	32%	31%	-
Hopeful	597	276	321	81	101	106	87	89	133	158	194	116	129	55	21	69	56	60	47	29	54	74	81	50	84	240	202	393	1
	29%	27%	31%	33%	31%	27%	25%	29%	31%	29%	33%	27%	27%	31%	23%	29%	31%	31%	29%	27%	28%	29%	31%	27%	29%	28%	35%	27%	30%
Disappointed	447	308	139	30	42	55	84	72	163	143	109	81	114	39	22	58	32	40	40	13	39	69	51	43	63	142	159	288	-
	22%	31%	13%	12%	13%	14%	24%	23%	38%	26%	18%	19%	24%	22%	23%	24%	18%	21%	25%	12%	21%	27%	19%	23%	22%	17%	27%	20%	-
Optimistic	338	160	179	56	53	64	56	42	67	94	98	64	83	34	12	46	27	30	16	21	32	38	48	34	54	128	120	218	-
	17%	16%	17%	23%	16%	16%	16%	14%	16%	17%	16%	15%	18%	19%	13%	19%	15%	16%	10%	20%	16%	15%	18%	18%	18%	15%	21%	15%	-
Disinterested	298	179	119	27	29	69	68	51	53	73	90	60	75	20	17	27	29	33	35	12	24	40	36	25	31	139	63	235	-
	15%	18%	11%	11%	9%	18%	20%	17%	12%	13%	15%	14%	16%	11%	18%	11%	16%	17%	22%	11%	12%	15%	14%	13%	11%	16%	11%	16%	-
Uninformed	229	90	139	34	53	37	39	21	45	64	61	58	46	21	8	25	19	20	16	15	16	38	32	20	36	94	46	180	3
	11%	9%	13%	14%	16%	10%	11%	7%	11%	12%	10%	14%	10%	12%	8%	11%	10%	10%	10%	14%	8%	15%	12%	10%	12%	11%	8%	12%	60%
Warm	229	97	132	26	43	47	36	39	38	70	63	44	51	19	11	20	19	23	16	17	23	35	32	14	33	98	89	140	-
	11%	10%	13%	11%	13%	12%	10%	13%	9%	13%	11%	10%	11%	11%	11%	8%	11%	12%	10%	16%	12%	14%	12%	7%	11%	11%	15%	10%	-
Apathetic	210	113	96	19	35	46	34	35	41	55	61	37	56	23	10	24	15	20	25	8	19	29	26	11	27	93	40	169	-
	10%	11%	9%	8%	11%	12%	10%	11%	9%	10%	10%	9%	12%	13%	10%	10%	8%	10%	15%	7%	10%	11%	10%	6%	9%	11%	7%	12%	-
Enthusiastic	145	69	76	30	28	23	27	19	18	35	43	23	44	9	5	21	10	10	5	7	17	25	21	15	20	68	70	75	-
	7%	7%	7%	12%	9%	6%	8%	6%	4%	6%	7%	5%	9%	5%	6%	9%	6%	5%	3%	7%	9%	10%	8%	8%	7%	8%	12%	5%	-
None of the above	145	60	85	21	26	32	24	22	19	30	36	37	43	10	12	18	9	15	7	4	19	10	18	23	15	74	25	120	1
	7%	6%	8%	9%	8%	8%	7%	7%	4%	5%	6%	9%	9%	6%	13%	7%	5%	8%	4%	3%	10%	4%	7%	12%	5%	9%	4%	8%	12%

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Table 29

Absolutes/col percents

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - Summary****Base : All respondents**

	If I heard more good news stories from Africa	If I saw more emotive appeals about Africa	If I learnt more about Africa	If I saw more influence of African exports and culture on British society	If I went to Africa and see what's happening with my own eyes
Unweighted Base	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049
SUM: Top 2	925 45%	257 13%	747 36%	551 27%	918 45%
5 - Very likely to change	234 11%	83 4%	211 10%	129 6%	399 19%
4	691 34%	174 9%	536 26%	422 21%	519 25%
3	700 34%	667 33%	774 38%	813 40%	604 29%
2	196 10%	433 21%	230 11%	310 15%	226 11%
1 - Very unlikely to change	229 11%	692 34%	298 15%	375 18%	300 15%
SUM: Bottom 2	425 21%	1125 55%	529 26%	684 33%	526 26%
Mean	3.25	2.28	3.06	2.82	3.24
Standard deviation	1.13	1.14	1.17	1.14	1.29
Standard error	0.02	0.03	0.03	0.03	0.03



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Table 30

Absolutes/col percents

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - If I heard more good news stories from Africa****Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	925	425	500	113	159	169	140	136	207	267	269	186	203	84	38	126	83	81	60	59	89	109	122	72	143	362	283	639	3
	45%	42%	48%	46%	48%	43%	40%	44%	48%	48%	45%	43%	43%	47%	41%	52%	46%	43%	38%	55%	46%	42%	46%	39%	49%	42%	49%	44%	58%
5 - Very likely to change	234	95	139	42	48	41	37	30	36	53	67	58	56	14	15	31	19	21	12	19	16	35	34	17	25	112	57	175	1
	11%	9%	13%	17%	15%	10%	11%	10%	8%	10%	11%	13%	12%	8%	17%	13%	11%	11%	8%	17%	8%	14%	13%	9%	9%	13%	10%	12%	30%
4	691	330	361	71	111	128	103	106	172	214	202	128	147	71	23	95	64	60	48	41	73	73	88	55	118	250	226	464	1
	34%	33%	35%	29%	34%	33%	30%	34%	40%	39%	34%	30%	31%	40%	25%	39%	36%	32%	30%	37%	38%	28%	33%	29%	40%	29%	39%	32%	28%
3	700	329	370	90	108	147	129	102	124	187	207	159	147	55	36	82	58	63	56	32	68	94	74	81	104	301	184	514	2
	34%	33%	35%	36%	33%	38%	37%	33%	29%	34%	35%	37%	31%	31%	39%	34%	32%	33%	35%	30%	35%	36%	28%	43%	35%	35%	32%	35%	42%
2	196	108	88	21	36	39	25	28	47	46	55	44	51	21	10	12	14	25	19	10	16	19	35	15	22	91	52	144	-
	10%	11%	8%	8%	11%	10%	7%	9%	11%	8%	9%	10%	11%	12%	11%	5%	8%	13%	12%	9%	8%	7%	13%	8%	7%	11%	9%	10%	-
1 - Very unlikely to change	229	142	87	22	25	35	54	40	52	54	63	41	71	17	8	21	24	21	24	7	19	37	32	18	24	101	60	169	-
	11%	14%	8%	9%	8%	9%	15%	13%	12%	10%	11%	10%	15%	10%	9%	9%	14%	11%	15%	6%	10%	14%	12%	10%	8%	12%	10%	12%	-
SUM: Bottom 2	425	250	175	43	61	73	79	68	99	100	118	85	122	38	18	33	39	45	43	17	35	56	67	34	46	192	112	313	-
	21%	25%	17%	17%	19%	19%	23%	22%	23%	18%	20%	20%	26%	22%	20%	14%	22%	24%	27%	16%	18%	22%	25%	18%	16%	22%	19%	21%	-
Mean	3.25	3.13	3.36	3.36	3.37	3.26	3.13	3.19	3.21	3.30	3.26	3.27	3.14	3.24	3.30	3.43	3.22	3.19	3.03	3.50	3.27	3.20	3.22	3.20	3.34	3.21	3.29	3.23	3.88
Standard deviation	1.13	1.17	1.08	1.14	1.10	1.07	1.18	1.15	1.13	1.07	1.11	1.12	1.22	1.07	1.14	1.06	1.17	1.14	1.16	1.09	1.06	1.20	1.20	1.05	1.02	1.16	1.10	1.14	0.94
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.06	0.07	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.07	0.09	0.08	0.09	0.10	0.08	0.08	0.07	0.08	0.06	0.04	0.05	0.03	0.47

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Table 31

Absolutes/col percents

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - If I saw more emotive appeals about Africa**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	257	131	126	41	59	43	47	30	38	59	66	80	53	22	12	35	19	24	17	20	20	35	35	20	39	114	63	194	-
	13%	13%	12%	17%	18%	11%	13%	10%	9%	11%	11%	18%	11%	12%	12%	14%	10%	12%	11%	19%	10%	14%	13%	11%	13%	13%	11%	13%	-
5 - Very likely to change	83	36	47	18	19	14	14	9	9	20	16	32	15	3	6	11	10	9	6	*	13	11	7	15	36	25	58	-	
	4%	4%	4%	7%	6%	4%	4%	3%	2%	4%	3%	8%	3%	2%	7%	5%	6%	5%	4%	6%	*	5%	4%	3%	5%	4%	4%	4%	-
4	174	95	79	23	40	29	32	21	29	39	50	47	38	19	5	24	9	14	11	14	19	22	24	14	24	78	39	136	-
	9%	9%	8%	9%	12%	7%	9%	7%	7%	7%	8%	11%	8%	11%	6%	10%	5%	7%	7%	13%	10%	9%	9%	7%	8%	9%	7%	9%	-
3	667	287	380	83	131	147	94	97	115	168	189	136	173	64	34	94	55	54	48	37	52	91	73	65	86	293	177	486	3
	33%	29%	36%	34%	40%	38%	27%	31%	27%	30%	32%	32%	37%	36%	37%	39%	30%	28%	30%	34%	27%	35%	28%	35%	30%	34%	31%	33%	72%
2	433	211	222	51	67	71	69	67	108	128	142	85	78	34	21	41	37	46	39	24	50	41	63	37	70	171	120	311	1
	21%	21%	21%	21%	21%	18%	20%	22%	25%	23%	24%	20%	16%	19%	23%	17%	20%	24%	25%	22%	26%	16%	24%	20%	24%	20%	21%	21%	28%
1 - Very unlikely to change	692	374	317	71	70	128	138	114	170	198	197	130	168	58	26	72	71	67	55	28	69	91	92	64	98	277	218	474	-
	34%	37%	30%	29%	21%	33%	40%	37%	40%	36%	33%	30%	36%	33%	28%	30%	39%	35%	34%	26%	36%	35%	34%	33%	33%	32%	38%	32%	-
SUM: Bottom 2	1125	585	539	122	137	199	207	181	278	326	339	214	246	92	47	112	107	112	94	52	120	132	155	101	167	448	338	786	1
	55%	58%	52%	50%	42%	51%	59%	59%	65%	59%	57%	50%	52%	52%	51%	47%	59%	59%	59%	48%	62%	51%	59%	54%	57%	52%	58%	54%	28%
Mean	2.28	2.21	2.35	2.45	2.61	2.30	2.18	2.17	2.07	2.20	2.24	2.46	2.27	2.30	2.41	2.43	2.17	2.23	2.21	2.51	2.12	2.32	2.23	2.26	2.28	2.33	2.19	2.31	2.72
Standard deviation	1.14	1.15	1.12	1.21	1.12	1.11	1.18	1.09	1.06	1.11	1.08	1.24	1.12	1.09	1.16	1.15	1.17	1.15	1.10	1.17	1.03	1.18	1.15	1.11	1.16	1.14	1.14	1.13	0.51
Standard error	0.03	0.04	0.03	0.09	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.07	0.09	0.09	0.09	0.11	0.07	0.08	0.07	0.08	0.07	0.04	0.05	0.03	0.25

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Table 32

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - If I learnt more about Africa**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	747	324	422	120	154	145	110	90	128	210	214	178	145	80	26	85	53	79	53	39	67	107	92	64	127	334	194	552	1
	36%	32%	40%	49%	47%	37%	32%	29%	30%	38%	36%	41%	31%	45%	29%	35%	30%	42%	33%	36%	35%	42%	35%	34%	43%	39%	34%	38%	30%
5 - Very likely to change	211	96	114	38	49	42	33	20	29	47	59	57	48	18	9	20	19	27	11	12	14	35	30	15	38	97	51	160	-
	10%	10%	11%	15%	15%	11%	9%	7%	7%	8%	10%	13%	10%	10%	10%	8%	10%	14%	7%	11%	8%	14%	11%	8%	13%	11%	9%	11%	-
4	536	228	308	82	105	103	77	69	99	163	155	120	98	62	17	65	35	52	42	27	53	72	63	49	88	237	143	392	1
	26%	23%	29%	33%	32%	26%	22%	23%	23%	29%	26%	28%	21%	35%	18%	27%	19%	27%	26%	25%	28%	28%	24%	26%	30%	28%	25%	27%	30%
3	774	376	398	93	112	155	129	128	156	216	230	140	188	69	44	91	69	61	51	46	73	88	96	85	109	311	219	553	2
	38%	37%	38%	38%	34%	40%	37%	42%	36%	39%	39%	33%	40%	39%	48%	38%	38%	32%	42%	38%	34%	37%	45%	37%	36%	38%	38%	38%	42%
2	230	124	106	17	33	35	46	34	65	59	66	52	53	11	11	39	24	21	22	9	24	26	29	15	28	94	78	150	1
	11%	12%	10%	7%	10%	9%	13%	11%	15%	11%	11%	12%	11%	6%	12%	16%	13%	11%	14%	9%	13%	10%	11%	8%	9%	11%	14%	10%	28%
1 - Very unlikely to change	298	179	119	16	28	54	63	55	82	68	84	61	85	18	11	26	35	28	33	14	28	36	45	24	29	115	88	211	-
	15%	18%	11%	7%	9%	14%	18%	18%	19%	12%	14%	14%	18%	10%	12%	11%	19%	15%	21%	13%	14%	14%	17%	13%	10%	13%	15%	14%	-
SUM: Bottom 2	529	303	225	33	61	89	109	90	147	127	151	113	138	29	22	65	58	49	55	23	52	62	74	38	57	209	166	361	1
	26%	30%	22%	13%	19%	23%	31%	29%	34%	23%	25%	26%	29%	16%	24%	27%	32%	26%	35%	22%	27%	24%	28%	20%	19%	24%	29%	25%	28%
Mean	3.06	2.94	3.18	3.44	3.35	3.11	2.92	2.89	2.83	3.11	3.06	3.14	2.94	3.28	3.03	3.05	2.89	3.15	2.85	3.12	3.01	3.17	3.01	3.09	3.27	3.12	2.98	3.10	3.02
Standard deviation	1.17	1.20	1.12	1.04	1.12	1.16	1.20	1.14	1.18	1.11	1.16	1.22	1.20	1.07	1.10	1.09	1.23	1.24	1.22	1.13	1.13	1.21	1.22	1.08	1.12	1.17	1.16	1.17	0.86
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.07	0.07	0.05	0.04	0.05	0.07	0.05	0.08	0.11	0.07	0.09	0.09	0.10	0.11	0.08	0.08	0.07	0.08	0.07	0.04	0.05	0.03	0.43

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Table 33

Absolutes/col percents

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - If I saw more influence of African exports and culture on British society**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	551	242	310	91	107	107	71	73	102	152	139	133	128	54	27	73	37	55	37	34	46	73	73	42	96	210	158	393	-
	27%	24%	30%	37%	33%	28%	21%	24%	24%	27%	23%	31%	27%	30%	30%	30%	21%	29%	23%	32%	24%	28%	28%	23%	33%	25%	27%	27%	-
5 - Very likely to change	129	58	71	31	26	22	15	14	21	30	34	34	30	9	6	17	12	14	11	8	7	25	12	7	24	52	39	90	-
	6%	6%	7%	13%	8%	6%	4%	5%	5%	5%	6%	8%	6%	5%	7%	7%	7%	7%	7%	8%	4%	10%	5%	4%	8%	6%	7%	6%	-
4	422	184	238	61	81	85	57	58	81	121	105	99	97	45	21	56	25	41	26	26	39	47	61	35	73	157	119	303	-
	21%	18%	23%	25%	25%	22%	16%	19%	19%	22%	18%	23%	21%	25%	23%	23%	14%	22%	16%	24%	20%	18%	23%	19%	25%	18%	21%	21%	-
3	813	376	437	97	137	151	157	115	156	223	246	162	182	70	36	103	71	68	55	49	81	106	94	79	110	349	216	592	5
	40%	38%	42%	39%	42%	39%	45%	38%	36%	40%	41%	38%	39%	39%	39%	43%	39%	36%	34%	45%	42%	41%	36%	42%	38%	41%	37%	40%	100%
2	310	162	147	25	42	62	48	48	84	93	96	60	60	28	11	35	35	26	27	14	29	34	42	28	41	126	89	221	-
	15%	16%	14%	10%	13%	16%	14%	16%	19%	17%	16%	14%	13%	16%	12%	15%	19%	14%	17%	13%	15%	13%	16%	15%	14%	15%	15%	15%	-
1 - Very unlikely to change	375	223	152	32	41	69	72	71	89	86	113	75	102	26	19	30	37	40	41	11	36	45	53	37	45	170	115	260	-
	18%	22%	15%	13%	13%	18%	21%	23%	21%	15%	19%	17%	22%	15%	20%	13%	20%	21%	26%	10%	19%	17%	20%	20%	15%	20%	20%	18%	-
SUM: Bottom 2	684	385	299	58	84	131	120	119	173	179	209	135	161	54	29	65	72	66	68	25	65	79	96	66	86	296	204	480	-
	33%	38%	29%	23%	26%	34%	34%	39%	40%	32%	35%	31%	34%	30%	32%	27%	40%	35%	43%	23%	34%	31%	36%	35%	29%	35%	35%	33%	-
Mean	2.82	2.69	2.93	3.13	3.03	2.82	2.69	2.66	2.68	2.85	2.75	2.90	2.78	2.91	2.85	2.97	2.67	2.80	2.61	3.06	2.75	2.90	2.76	2.71	2.97	2.76	2.79	2.82	3.00
Standard deviation	1.14	1.17	1.10	1.17	1.10	1.13	1.10	1.16	1.14	1.10	1.13	1.17	1.19	1.10	1.19	1.08	1.15	1.21	1.22	1.04	1.09	1.18	1.16	1.10	1.15	1.15	1.18	1.13	0.00
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.07	0.09	0.09	0.10	0.10	0.08	0.08	0.07	0.08	0.07	0.04	0.05	0.03	0.00

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Table 34

Absolutes/col percents

**Q8. How likely are you to change your attitude towards Africa based on each of the following? - If I went to Africa and see what's happening with my own eyes**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	918	389	529	146	187	177	155	106	148	241	267	213	197	87	40	122	80	88	60	52	89	112	120	70	154	407	223	692	3
	45%	39%	51%	59%	57%	46%	45%	34%	34%	43%	45%	50%	42%	49%	43%	51%	44%	46%	37%	48%	46%	43%	46%	38%	53%	48%	39%	47%	58%
5 - Very likely to change	399	157	242	73	95	75	69	38	49	104	114	90	91	41	21	46	42	33	27	22	25	58	52	33	54	194	84	315	-
	19%	16%	23%	30%	29%	19%	20%	12%	11%	19%	19%	21%	19%	23%	23%	19%	23%	17%	17%	20%	13%	22%	20%	18%	19%	23%	14%	22%	-
4	519	232	287	73	91	102	86	68	99	137	153	123	106	46	19	76	38	55	33	30	64	54	68	37	100	214	140	377	3
	25%	23%	27%	30%	28%	26%	25%	22%	23%	25%	26%	29%	23%	26%	20%	32%	21%	29%	21%	28%	33%	21%	26%	20%	34%	25%	24%	26%	58%
3	604	295	310	59	83	130	102	101	129	172	186	107	140	54	31	67	55	44	42	34	52	86	72	67	83	230	175	427	2
	29%	29%	30%	24%	25%	33%	29%	33%	30%	31%	31%	25%	30%	30%	34%	28%	30%	23%	26%	32%	27%	33%	28%	36%	28%	27%	30%	29%	42%
2	226	141	86	27	33	33	32	39	62	74	54	48	50	19	10	19	18	22	27	9	20	24	33	26	30	95	77	149	-
	11%	14%	8%	11%	10%	8%	9%	13%	15%	13%	9%	11%	11%	10%	11%	8%	10%	12%	17%	8%	10%	9%	13%	14%	10%	11%	13%	10%	-
1 - Very unlikely to change	300	179	121	14	25	50	59	61	91	66	87	62	84	18	12	33	28	36	31	13	31	35	38	24	25	122	103	196	-
	15%	18%	12%	6%	8%	13%	17%	20%	21%	12%	15%	14%	18%	10%	13%	14%	15%	19%	20%	12%	16%	14%	13%	9%	14%	18%	13%	-	
SUM: Bottom 2	526	320	207	41	58	83	91	100	153	141	141	110	134	37	22	52	46	58	58	22	51	59	71	50	55	217	180	346	-
	26%	32%	20%	17%	18%	21%	26%	33%	36%	25%	24%	26%	28%	21%	23%	22%	25%	31%	36%	21%	26%	23%	27%	27%	19%	25%	31%	24%	-
Mean	3.24	3.05	3.42	3.67	3.61	3.31	3.21	2.94	2.89	3.25	3.26	3.30	3.15	3.41	3.30	3.34	3.27	3.14	2.98	3.35	3.16	3.29	3.24	3.16	3.44	3.31	3.04	3.32	3.58
Standard deviation	1.29	1.31	1.25	1.17	1.22	1.24	1.33	1.28	1.29	1.25	1.28	1.31	1.34	1.24	1.29	1.26	1.34	1.36	1.36	1.24	1.26	1.29	1.30	1.24	1.16	1.32	1.29	1.29	0.55
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.07	0.07	0.06	0.05	0.06	0.08	0.06	0.09	0.13	0.08	0.10	0.10	0.11	0.12	0.09	0.09	0.08	0.09	0.07	0.05	0.05	0.03	0.28

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Table 35

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Summary**

Absolutes/col percents

**Base : All respondents**

	<u>Economic growth</u>	<u>Life expectancy</u>	<u>Political stability</u>	<u>Health and well-being</u>	<u>Levels of literacy</u>	<u>Culture, arts and entertainment</u>
Unweighted Base	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049
Better	339 17%	491 24%	197 10%	403 20%	824 40%	661 32%
Worse	593 29%	630 31%	973 47%	759 37%	323 16%	173 8%
The same	693 34%	640 31%	582 28%	639 31%	598 29%	757 37%
Don't know	424 21%	289 14%	298 15%	248 12%	304 15%	457 22%

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Table 36

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Economic growth**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Better	339 17%	172 17%	167 16%	57 23%	81 25%	70 18%	44 13%	35 11%	52 12%	94 17%	99 17%	71 16%	76 16%	30 17%	8 8%	50 21%	23 13%	29 15%	23 14%	22 20%	37 19%	44 17%	41 16%	34 18%	58 20%	140 16%	125 22%	215 15%	-
Worse	593 29%	307 31%	286 27%	38 16%	66 20%	104 27%	102 29%	119 39%	164 38%	172 31%	168 28%	118 27%	135 29%	48 27%	26 28%	82 34%	49 27%	50 26%	59 37%	24 22%	54 28%	80 31%	77 29%	43 23%	84 29%	228 27%	170 29%	420 29%	3 58%
The same	693 34%	366 36%	327 31%	89 36%	94 29%	133 34%	127 36%	88 29%	162 38%	193 35%	209 35%	144 33%	147 31%	67 38%	32 35%	62 26%	71 39%	59 31%	52 33%	44 41%	67 35%	85 33%	88 34%	65 35%	88 30%	309 36%	206 36%	487 33%	-
Don't know	424 21%	159 16%	265 25%	61 25%	87 27%	82 21%	75 22%	65 21%	53 12%	95 17%	118 20%	98 23%	113 24%	33 19%	26 29%	47 20%	38 21%	52 27%	25 16%	18 16%	35 18%	50 19%	56 21%	45 24%	63 22%	177 21%	78 13%	344 23%	2 42%

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Table 37

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Life expectancy**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Better	491 24%	256 26%	235 22%	72 29%	95 29%	97 25%	64 18%	69 22%	94 22%	148 27%	147 25%	103 24%	92 20%	51 28%	9 9%	56 23%	40 22%	49 26%	32 20%	29 27%	57 30%	61 24%	66 25%	41 22%	78 27%	210 25%	171 30%	317 22%	3 58%
Worse	630 31%	310 31%	319 31%	62 25%	82 25%	108 28%	116 33%	122 40%	139 32%	162 29%	166 28%	133 31%	169 36%	58 33%	30 32%	92 38%	51 28%	46 24%	51 32%	24 22%	55 29%	86 33%	77 29%	60 32%	90 31%	254 30%	163 28%	465 32%	1 30%
The same	640 31%	314 31%	327 31%	72 29%	94 29%	129 33%	107 31%	78 26%	160 37%	177 32%	197 33%	133 31%	132 28%	49 27%	31 34%	65 27%	61 34%	67 35%	55 34%	46 42%	54 28%	74 29%	85 32%	53 28%	78 27%	266 31%	186 32%	454 31%	-
Don't know	289 14%	124 12%	165 16%	40 16%	56 17%	55 14%	62 18%	38 12%	37 9%	66 12%	84 14%	61 14%	78 17%	20 11%	23 24%	28 11%	29 16%	27 14%	22 14%	10 9%	25 13%	37 14%	34 13%	33 18%	47 16%	125 15%	58 10%	230 16%	1 12%



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Table 38

Absolutes/col percents

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Political stability****Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Better	197 10%	116 12%	80 8%	33 13%	46 14%	37 10%	25 7%	22 7%	33 8%	59 11%	61 10%	47 11%	30 6%	11 6%	8 9%	29 12%	14 8%	15 8%	16 10%	15 14%	21 11%	30 12%	23 9%	15 8%	33 11%	93 11%	70 12%	126 9%	-
Worse	973 47%	490 49%	483 46%	92 37%	122 37%	175 45%	164 47%	176 57%	245 57%	271 49%	280 47%	199 46%	223 47%	103 58%	44 47%	110 46%	81 45%	75 40%	83 52%	48 44%	97 51%	120 47%	124 47%	89 48%	128 44%	392 46%	288 50%	683 47%	1
The same	582 28%	302 30%	280 27%	73 30%	92 28%	122 31%	96 28%	74 24%	124 29%	164 30%	161 27%	122 28%	134 29%	38 22%	23 25%	68 28%	54 30%	76 40%	37 23%	29 27%	49 26%	74 29%	79 30%	52 28%	82 28%	244 29%	171 30%	409 28%	1
Don't know	298 15%	95 9%	203 19%	48 20%	67 21%	55 14%	63 18%	35 12%	28 7%	59 11%	91 15%	62 14%	84 18%	26 15%	17 18%	34 14%	32 18%	23 12%	24 15%	16 15%	24 13%	33 13%	37 14%	31 16%	50 17%	126 15%	49 8%	247 17%	42%

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Table 39

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Health and well-being**

Absolutes/col percents

**Base : All respondents**

	Gender			Age						Social grade					Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
Better	403 20%	192 19%	211 20%	79 32%	78 24%	69 18%	55 16%	49 16%	73 17%	122 22%	122 21%	88 21%	71 15%	33 19%	10 11%	48 20%	28 16%	48 25%	31 20%	19 17%	47 25%	51 20%	53 20%	34 18%	63 22%	169 20%	131 23%	271 18%	1	28%
Worse	759 37%	378 38%	382 37%	59 24%	87 27%	135 35%	140 40%	141 46%	197 46%	209 38%	211 35%	150 35%	190 40%	69 39%	30 32%	103 43%	69 38%	57 30%	72 45%	30 27%	73 38%	97 38%	89 34%	71 38%	103 35%	298 35%	206 36%	552 38%	1	30%
The same	639 31%	338 34%	300 29%	73 30%	117 36%	133 34%	104 30%	78 25%	133 31%	172 31%	185 31%	141 33%	141 30%	56 31%	36 39%	61 26%	55 31%	61 32%	40 25%	45 41%	50 26%	83 32%	95 36%	55 30%	87 30%	278 33%	196 34%	443 30%	-	-
Don't know	248 12%	96 10%	152 15%	35 14%	45 14%	52 13%	50 14%	39 13%	27 6%	51 9%	76 13%	51 12%	70 15%	20 11%	17 18%	28 12%	28 15%	23 12%	16 10%	15 14%	21 11%	27 11%	26 10%	27 14%	40 14%	110 13%	47 8%	200 14%	2	42%

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Table 40

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Levels of literacy**

Absolutes/col percents

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Better	824	374	450	133	147	151	125	112	156	233	247	157	186	69	29	98	65	82	67	52	75	94	112	82	132	339	259	562	3
	40%	37%	43%	54%	45%	39%	36%	36%	36%	42%	42%	36%	40%	39%	31%	41%	36%	43%	42%	47%	39%	36%	43%	44%	45%	40%	45%	38%	58%
Worse	323	171	152	22	31	70	50	60	89	83	97	65	78	24	15	47	30	23	25	12	37	41	40	30	52	116	84	237	1
	16%	17%	14%	9%	10%	18%	14%	20%	21%	15%	16%	15%	17%	13%	17%	19%	16%	12%	16%	11%	19%	16%	15%	16%	18%	14%	15%	16%	30%
The same	598	329	268	56	88	108	106	89	151	174	166	134	124	65	27	64	56	59	47	24	60	80	72	45	60	264	179	419	-
	29%	33%	26%	23%	27%	28%	30%	29%	35%	31%	28%	31%	26%	36%	29%	27%	31%	31%	29%	22%	31%	31%	27%	24%	20%	31%	31%	29%	-
Don't know	304	129	175	35	61	61	67	46	34	63	83	75	83	21	21	31	30	26	21	21	20	43	40	30	49	135	56	247	1
	15%	13%	17%	14%	19%	16%	19%	15%	8%	11%	14%	17%	18%	12%	23%	13%	17%	14%	13%	20%	10%	17%	15%	16%	17%	16%	10%	17%	12%

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Table 41

Absolutes/col percents

**Q9. Do you think each of the following are getting better, worse or staying the same in Africa? - Culture, arts and entertainment**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Better	661 32%	303 30%	358 34%	99 40%	127 39%	139 36%	100 29%	91 30%	105 24%	169 31%	199 33%	146 34%	147 31%	63 36%	28 31%	77 32%	47 26%	70 37%	53 33%	46 42%	62 32%	87 34%	74 28%	53 28%	107 36%	291 34%	229 40%	432 29%	-
Worse	173 8%	91 9%	82 8%	20 8%	28 9%	34 9%	22 6%	32 10%	37 9%	45 8%	65 11%	23 5%	39 8%	12 7%	7 7%	29 12%	18 10%	9 5%	16 10%	5 4%	14 8%	17 7%	27 10%	20 10%	36 12%	66 8%	45 8%	127 9%	1
The same	757 37%	410 41%	347 33%	83 34%	101 31%	128 33%	131 38%	113 37%	201 47%	243 44%	195 33%	150 35%	169 36%	71 40%	27 29%	74 31%	74 41%	70 37%	59 37%	40 36%	79 41%	93 36%	105 40%	66 35%	90 31%	303 35%	218 38%	538 37%	1
Don't know	457 22%	199 20%	258 25%	44 18%	71 22%	88 23%	96 28%	72 24%	87 20%	96 17%	135 23%	111 26%	116 25%	31 18%	30 33%	61 26%	42 23%	40 21%	31 19%	19 17%	36 19%	61 24%	57 22%	48 26%	60 21%	195 23%	88 15%	368 25%	2

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Table 42

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Summary****Base : All respondents**

	Music	Literature	Theatre	Fashion	Sport	Comedy	Food & drink	Dance	Film	Gender equality	Technological innovations	Good business
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
SUM: Top 2	745 36%	173 8%	137 7%	138 7%	952 46%	95 5%	344 17%	855 42%	138 7%	96 5%	63 3%	101 5%
5 - Strong association	225 11%	41 2%	33 2%	37 2%	292 14%	30 1%	83 4%	252 12%	35 2%	36 2%	23 1%	34 2%
4	520 25%	133 6%	104 5%	100 5%	660 32%	65 3%	260 13%	602 29%	103 5%	60 3%	41 2%	67 3%
3	675 33%	516 25%	440 21%	450 22%	653 32%	346 17%	627 31%	641 31%	442 22%	339 17%	258 13%	413 20%
2	328 16%	573 28%	547 27%	534 26%	214 10%	531 26%	524 26%	274 13%	586 29%	538 26%	493 24%	620 30%
1 - No association	301 15%	787 38%	926 45%	928 45%	230 11%	1077 53%	554 27%	280 14%	883 43%	1075 52%	1235 60%	916 45%
SUM: Bottom 2	629 31%	1360 66%	1472 72%	1462 71%	444 22%	1608 78%	1078 53%	554 27%	1470 72%	1613 79%	1728 84%	1536 75%
Mean	3.02	2.06	1.91	1.92	3.28	1.75	2.41	3.13	1.94	1.75	1.60	1.87
Standard deviation	1.20	1.03	1.00	1.01	1.17	0.94	1.13	1.20	1.00	0.95	0.86	0.95
Standard error	0.03	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02	0.02	0.02

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Table 43

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Music****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	745	327	418	89	119	143	135	124	135	241	206	148	150	73	29	104	64	62	50	45	83	95	84	56	126	313	238	506	1
	36%	33%	40%	36%	36%	37%	39%	40%	31%	44%	35%	34%	32%	41%	31%	43%	35%	33%	31%	41%	43%	37%	32%	30%	43%	37%	41%	34%	30%
5 - Strong association	225	85	140	34	39	42	44	38	28	70	60	44	51	22	12	25	18	10	5	17	27	44	30	16	45	89	88	137	-
	11%	9%	13%	14%	12%	11%	13%	13%	6%	13%	10%	10%	11%	12%	12%	10%	10%	6%	3%	15%	14%	17%	12%	9%	15%	10%	15%	9%	-
4	520	242	278	55	80	101	90	86	107	171	146	103	99	51	17	79	46	52	45	28	56	51	54	40	81	224	150	368	1
	25%	24%	27%	22%	24%	26%	26%	28%	25%	31%	25%	24%	21%	29%	19%	33%	25%	27%	28%	26%	29%	20%	21%	21%	28%	26%	26%	25%	30%
3	675	373	302	81	101	127	108	102	155	180	186	154	155	64	36	70	51	72	49	39	61	94	75	64	86	276	190	483	2
	33%	37%	29%	33%	31%	33%	31%	33%	36%	33%	31%	36%	33%	36%	39%	29%	28%	38%	31%	35%	32%	36%	29%	34%	29%	32%	33%	33%	42%
2	328	171	157	41	51	57	49	39	91	72	111	70	76	23	16	34	28	32	35	17	26	33	51	34	48	130	87	240	1
	16%	17%	15%	17%	16%	15%	14%	13%	21%	13%	19%	16%	16%	13%	17%	14%	15%	17%	22%	16%	14%	13%	20%	18%	17%	15%	15%	16%	28%
1 - No association	301	132	169	35	56	62	57	42	49	61	92	59	90	19	11	33	38	23	25	8	23	36	52	33	33	135	64	237	-
	15%	13%	16%	14%	17%	16%	16%	14%	11%	11%	15%	14%	19%	10%	12%	14%	21%	12%	16%	8%	12%	14%	20%	18%	11%	16%	11%	16%	-
SUM: Bottom 2	629	303	326	76	108	119	105	81	140	132	202	129	166	41	27	67	66	55	60	25	49	69	103	67	81	265	151	477	1
	31%	30%	31%	31%	33%	31%	30%	26%	33%	24%	34%	30%	35%	23%	29%	28%	37%	29%	38%	23%	25%	27%	39%	36%	28%	31%	26%	33%	28%
Mean	3.02	2.98	3.06	3.05	2.98	3.01	3.05	3.13	2.94	3.21	2.95	3.01	2.88	3.20	3.02	3.12	2.87	2.97	2.81	3.26	3.20	3.13	2.84	2.85	3.19	3.00	3.19	2.95	3.02
Standard deviation	1.20	1.13	1.26	1.23	1.25	1.21	1.25	1.20	1.08	1.16	1.21	1.17	1.25	1.14	1.16	1.19	1.28	1.07	1.10	1.13	1.19	1.25	1.28	1.20	1.21	1.21	1.19	1.20	0.86
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.07	0.07	0.05	0.04	0.05	0.07	0.06	0.08	0.12	0.08	0.10	0.08	0.09	0.11	0.09	0.08	0.08	0.09	0.07	0.04	0.05	0.03	0.43

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Table 44

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Literature****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	173	85	88	26	25	42	28	23	30	64	46	42	22	7	5	27	12	20	10	17	19	33	20	5	37	72	71	102	-
	8%	8%	8%	10%	8%	11%	8%	7%	7%	12%	8%	10%	5%	4%	5%	11%	6%	10%	6%	15%	10%	13%	8%	3%	13%	8%	12%	7%	-
5 - Strong association	41	24	16	9	4	13	7	4	3	15	9	10	7	2	3	2	-	8	*	8	4	10	3	-	9	19	20	21	-
	2%	2%	2%	4%	1%	3%	2%	1%	1%	3%	2%	2%	1%	1%	3%	1%	-	4%	*	7%	2%	4%	1%	-	3%	2%	3%	1%	-
4	133	60	72	16	21	29	20	19	27	49	37	32	16	5	2	25	12	12	9	9	15	23	17	5	28	53	51	82	-
	6%	6%	7%	7%	6%	7%	6%	6%	6%	9%	6%	7%	3%	3%	2%	10%	6%	6%	6%	8%	8%	9%	6%	3%	10%	6%	9%	6%	-
3	516	262	254	58	94	90	83	86	105	163	126	105	122	55	25	65	41	46	37	32	54	57	56	48	77	214	151	364	1
	25%	26%	24%	24%	29%	23%	24%	28%	24%	29%	21%	24%	26%	31%	27%	27%	23%	24%	23%	30%	28%	22%	21%	26%	26%	25%	26%	25%	12%
2	573	281	292	64	95	91	102	90	132	151	191	109	122	57	30	59	41	49	47	35	53	82	71	49	78	234	161	409	3
	28%	28%	28%	26%	29%	23%	29%	29%	31%	27%	32%	25%	26%	32%	33%	24%	23%	26%	30%	32%	28%	32%	27%	26%	27%	27%	28%	28%	60%
1 - No association	787	376	411	98	114	166	136	109	164	176	231	175	205	60	33	89	87	76	65	25	65	86	116	85	101	335	196	590	1
	38%	38%	39%	40%	35%	43%	39%	35%	38%	32%	39%	41%	43%	34%	35%	37%	48%	40%	41%	23%	34%	33%	44%	45%	34%	39%	34%	40%	28%
SUM: Bottom 2	1360	657	703	162	208	257	238	199	296	326	423	284	327	116	63	148	128	124	112	60	119	168	187	134	179	568	357	999	4
	66%	65%	67%	66%	64%	66%	68%	65%	69%	59%	71%	66%	69%	65%	68%	61%	71%	65%	71%	55%	62%	65%	71%	72%	61%	66%	62%	68%	88%
Mean	2.06	2.08	2.04	2.08	2.11	2.05	2.03	2.09	2.01	2.23	1.99	2.05	1.93	2.06	2.05	2.14	1.87	2.09	1.95	2.44	2.17	2.18	1.93	1.86	2.20	2.05	2.20	2.00	1.84
Standard deviation	1.03	1.04	1.03	1.11	1.00	1.12	1.03	0.99	0.97	1.08	0.99	1.07	0.98	0.93	1.00	1.06	0.98	1.13	0.95	1.14	1.06	1.11	1.00	0.89	1.11	1.04	1.11	1.00	0.69
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.04	0.07	0.10	0.07	0.07	0.08	0.07	0.11	0.08	0.07	0.06	0.06	0.07	0.04	0.05	0.03	0.34

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Table 45

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Theatre****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	137	63	74	22	23	27	17	21	27	52	34	28	23	9	5	20	10	11	3	11	19	24	14	10	29	52	58	79	-
	7%	6%	7%	9%	7%	7%	5%	7%	6%	9%	6%	6%	5%	5%	6%	8%	5%	6%	2%	10%	10%	9%	5%	5%	10%	6%	10%	5%	-
5 - Strong association	33	17	16	10	5	10	6	1	*	15	5	7	6	2	1	1	2	4	-	7	4	8	3	-	12	11	16	17	-
	2%	2%	2%	4%	2%	3%	2%	*	*	3%	1%	2%	1%	1%	1%	1%	2%	-	7%	2%	3%	1%	-	4%	1%	3%	1%	-	
4	104	46	58	12	18	17	11	19	27	37	29	21	18	7	4	19	8	6	3	4	15	16	11	10	17	42	42	62	-
	5%	5%	6%	5%	5%	4%	3%	6%	6%	7%	5%	5%	4%	4%	4%	8%	4%	3%	2%	4%	8%	6%	4%	5%	6%	5%	7%	4%	-
3	440	230	210	53	73	72	71	72	99	136	113	98	92	55	20	60	33	34	43	26	43	45	47	32	66	184	132	306	2
	21%	23%	20%	21%	22%	19%	20%	23%	23%	25%	19%	23%	20%	31%	22%	25%	18%	18%	27%	24%	23%	18%	18%	17%	23%	21%	23%	21%	42%
2	547	275	272	59	92	93	83	87	132	147	171	112	118	47	24	55	42	54	46	31	55	73	69	52	77	209	156	389	1
	27%	27%	26%	24%	28%	24%	24%	28%	31%	27%	29%	26%	25%	27%	25%	23%	23%	28%	29%	28%	29%	29%	26%	28%	26%	24%	27%	27%	30%
1 - No association	926	436	490	113	140	196	177	127	172	219	276	193	238	66	43	106	96	91	67	41	75	115	133	93	121	410	233	691	1
	45%	43%	47%	46%	43%	50%	51%	41%	40%	40%	46%	45%	51%	37%	47%	44%	53%	48%	42%	37%	39%	44%	51%	50%	41%	48%	40%	47%	28%
SUM: Bottom 2	1472	711	762	172	232	290	260	215	304	366	447	304	356	114	67	160	138	145	113	71	130	188	202	145	198	619	389	1081	3
	72%	71%	73%	70%	71%	74%	75%	70%	71%	66%	75%	71%	76%	64%	72%	67%	76%	76%	71%	66%	68%	73%	77%	78%	68%	72%	67%	74%	58%
Mean	1.91	1.94	1.89	1.97	1.95	1.85	1.81	1.96	1.96	2.06	1.85	1.93	1.80	2.06	1.88	1.98	1.77	1.84	1.89	2.14	2.05	1.95	1.79	1.78	2.05	1.87	2.05	1.86	2.14
Standard deviation	1.00	1.00	1.01	1.11	1.01	1.04	0.98	0.97	0.94	1.07	0.95	1.01	0.96	0.98	0.99	1.03	0.97	0.99	0.88	1.16	1.05	1.08	0.96	0.92	1.11	0.99	1.08	0.97	0.93
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.04	0.07	0.10	0.07	0.07	0.07	0.07	0.11	0.08	0.07	0.06	0.07	0.04	0.04	0.03	0.46	



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Table 46

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Fashion****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	138	74	64	33	31	27	22	11	13	42	27	33	36	8	7	28	9	12	6	8	10	24	18	9	25	66	53	84	-
	7%	7%	6%	13%	9%	7%	6%	4%	3%	8%	5%	8%	8%	4%	7%	12%	5%	6%	4%	7%	5%	9%	7%	5%	9%	8%	9%	6%	-
5 - Strong association	37	22	16	12	7	12	4	*	1	10	8	10	9	2	3	4	2	3	-	6	4	10	2	3	11	15	18	20	-
	2%	2%	1%	5%	2%	3%	1%	*	*	2%	1%	2%	2%	1%	3%	2%	1%	1%	-	6%	2%	4%	1%	2%	4%	2%	3%	1%	-
4	100	52	48	21	24	15	18	11	12	32	19	22	27	5	4	24	7	9	6	2	6	14	16	6	14	50	36	64	-
	5%	5%	5%	8%	7%	4%	5%	4%	3%	6%	3%	5%	6%	3%	4%	10%	4%	5%	4%	2%	3%	5%	6%	3%	5%	6%	6%	4%	-
3	450	213	237	65	80	91	71	61	82	140	121	93	95	52	19	58	36	37	48	27	38	56	46	33	68	178	115	334	1
	22%	21%	23%	26%	24%	23%	20%	20%	19%	25%	20%	22%	20%	29%	20%	24%	20%	20%	30%	25%	20%	22%	17%	18%	23%	21%	20%	23%	12%
2	534	268	266	42	82	87	83	103	136	156	166	108	103	50	27	51	37	56	40	36	61	60	61	53	79	219	172	359	3
	26%	27%	25%	17%	25%	22%	24%	34%	32%	28%	28%	25%	22%	28%	29%	21%	21%	30%	25%	33%	32%	23%	23%	29%	27%	26%	30%	25%	60%
1 - No association	928	449	479	106	134	183	172	133	200	215	280	197	237	68	40	104	98	84	65	38	83	118	138	91	121	392	238	688	1
	45%	45%	46%	43%	41%	47%	49%	43%	46%	39%	47%	46%	50%	38%	44%	43%	54%	44%	41%	35%	43%	46%	52%	49%	41%	46%	41%	47%	28%
SUM: Bottom 2	1462	717	745	148	217	271	254	236	336	371	446	304	340	118	67	155	136	141	105	74	144	178	199	145	200	611	410	1048	4
	71%	71%	71%	60%	66%	70%	73%	77%	78%	67%	75%	71%	72%	66%	73%	64%	75%	74%	66%	68%	75%	69%	76%	77%	68%	71%	71%	71%	88%
Mean	1.92	1.93	1.90	2.15	2.05	1.94	1.85	1.84	1.79	2.04	1.84	1.93	1.87	2.01	1.94	2.05	1.76	1.89	1.97	2.09	1.89	1.98	1.79	1.80	2.03	1.92	2.00	1.89	1.84
Standard deviation	1.01	1.03	1.00	1.21	1.07	1.07	1.00	0.87	0.86	1.02	0.95	1.05	1.04	0.95	1.05	1.10	0.96	0.98	0.93	1.09	0.96	1.12	0.98	0.95	1.08	1.03	1.06	0.99	0.69
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.11	0.07	0.07	0.07	0.07	0.10	0.07	0.07	0.06	0.07	0.06	0.04	0.04	0.03	0.34

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Table 47

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Sport****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	952	506	447	90	153	168	148	163	230	301	261	191	200	88	43	118	71	95	73	54	97	121	113	78	143	382	317	632	3
	46%	50%	43%	37%	47%	43%	42%	53%	54%	44%	44%	42%	49%	46%	49%	39%	50%	46%	50%	50%	47%	43%	42%	49%	45%	55%	43%	60%	
5 - Strong association	292	144	148	33	48	56	42	52	62	85	87	52	68	25	11	40	19	30	18	20	28	38	39	26	47	105	94	198	-
	14%	14%	14%	13%	15%	14%	12%	17%	14%	15%	15%	12%	14%	14%	12%	16%	10%	16%	11%	18%	14%	15%	15%	14%	16%	12%	16%	14%	-
4	660	361	299	57	105	112	106	111	169	216	174	139	132	63	31	79	52	65	56	35	69	84	74	52	95	278	224	433	3
	32%	36%	29%	23%	32%	29%	30%	36%	39%	39%	29%	32%	28%	35%	34%	33%	29%	34%	35%	32%	36%	32%	28%	33%	32%	39%	30%	60%	
3	653	318	335	88	98	141	114	87	125	166	186	153	149	67	32	76	65	55	42	33	61	80	83	58	103	264	161	492	1
	32%	32%	32%	36%	30%	36%	33%	28%	29%	30%	31%	36%	32%	38%	34%	31%	36%	29%	27%	30%	32%	31%	32%	31%	35%	31%	28%	34%	12%
2	214	92	122	19	41	37	44	23	50	46	80	40	47	14	11	30	21	18	15	13	20	22	26	24	32	96	60	153	1
	10%	9%	12%	8%	12%	10%	13%	8%	12%	8%	14%	9%	10%	8%	12%	13%	11%	10%	10%	12%	10%	9%	10%	13%	11%	11%	10%	10%	28%
1 - No association	230	88	142	49	36	43	42	34	26	41	67	46	76	9	7	17	24	21	28	8	14	34	41	27	15	112	41	189	-
	11%	9%	14%	20%	11%	11%	12%	11%	6%	7%	11%	11%	16%	5%	8%	7%	13%	11%	17%	8%	7%	13%	16%	14%	5%	13%	7%	13%	-
SUM: Bottom 2	444	180	264	68	77	80	86	58	75	87	147	87	123	23	18	47	44	40	43	21	34	56	66	51	47	208	101	342	1
	22%	18%	25%	28%	23%	21%	25%	19%	18%	16%	25%	20%	26%	13%	20%	20%	25%	21%	27%	19%	18%	22%	25%	27%	16%	24%	17%	23%	28%
Mean	3.28	3.38	3.18	3.02	3.27	3.26	3.17	3.40	3.44	3.47	3.23	3.25	3.15	3.45	3.31	3.39	3.12	3.34	3.13	3.41	3.40	3.27	3.17	3.14	3.44	3.19	3.47	3.20	3.32
Standard deviation	1.17	1.11	1.22	1.28	1.18	1.16	1.17	1.19	1.06	1.08	1.19	1.13	1.26	1.00	1.08	1.11	1.16	1.19	1.26	1.15	1.09	1.21	1.25	1.23	1.05	1.19	1.10	1.19	0.99
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.07	0.06	0.07	0.11	0.07	0.09	0.09	0.10	0.11	0.08	0.08	0.07	0.09	0.06	0.04	0.05	0.03	0.50

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Table 48

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Comedy****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	95	45	50	20	25	23	11	10	6	27	20	21	27	2	7	17	5	12	6	7	3	25	10	3	18	42	34	62	-
	5%	5%	5%	8%	8%	6%	3%	3%	1%	5%	3%	5%	6%	1%	7%	7%	3%	7%	4%	6%	2%	10%	4%	2%	6%	5%	6%	4%	-
5 - Strong association	30	13	17	11	4	8	5	1	1	10	9	5	6	1	2	3	-	3	2	4	3	8	4	*	9	8	13	17	-
	1%	1%	2%	4%	1%	2%	1%	*	*	2%	2%	1%	1%	1%	2%	1%	-	2%	1%	4%	2%	3%	1%	*	3%	1%	2%	1%	-
4	65	32	33	9	21	15	6	9	6	17	10	17	21	1	5	13	5	9	4	2	-	17	6	2	9	34	21	45	-
	3%	3%	3%	4%	6%	4%	2%	3%	1%	3%	2%	4%	5%	*	5%	5%	3%	5%	3%	2%	-	7%	2%	1%	3%	4%	4%	3%	-
3	346	162	184	53	65	68	42	51	66	102	108	69	68	31	16	55	29	33	24	20	26	40	43	29	52	143	91	253	2
	17%	16%	18%	22%	20%	17%	12%	17%	15%	18%	18%	16%	14%	17%	18%	23%	16%	17%	15%	18%	14%	16%	16%	16%	18%	17%	16%	17%	42%
2	531	281	250	47	85	99	86	84	132	163	137	119	113	47	26	51	41	41	50	33	75	62	60	45	81	216	165	365	1
	26%	28%	24%	19%	26%	25%	25%	27%	31%	29%	23%	28%	24%	26%	28%	21%	23%	22%	31%	30%	39%	24%	23%	24%	28%	25%	28%	25%	30%
1 - No association	1077	515	561	126	153	200	209	163	227	262	330	222	263	99	44	118	106	103	80	49	88	131	150	109	142	454	290	786	1
	53%	51%	54%	51%	47%	51%	60%	53%	53%	47%	56%	52%	56%	55%	47%	49%	59%	54%	50%	46%	46%	51%	57%	59%	49%	53%	50%	54%	28%
SUM: Bottom 2	1608	796	812	172	237	299	295	246	358	425	467	340	376	145	70	169	147	144	129	82	163	193	210	155	223	670	454	1151	3
	78%	79%	78%	70%	72%	77%	85%	80%	83%	77%	79%	79%	80%	82%	75%	70%	81%	76%	81%	76%	85%	75%	80%	83%	76%	78%	79%	79%	58%
Mean	1.75	1.75	1.75	1.91	1.90	1.80	1.60	1.70	1.66	1.83	1.71	1.75	1.71	1.64	1.87	1.89	1.63	1.78	1.73	1.89	1.73	1.87	1.68	1.60	1.85	1.74	1.79	1.73	2.14
Standard deviation	0.94	0.93	0.96	1.13	1.02	1.00	0.87	0.87	0.79	0.96	0.93	0.93	0.96	0.82	1.01	1.03	0.85	1.01	0.89	1.03	0.81	1.09	0.92	0.81	1.03	0.93	0.98	0.93	0.93
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.10	0.07	0.06	0.07	0.07	0.10	0.06	0.07	0.05	0.06	0.06	0.03	0.04	0.02	0.46

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Table 49

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Food & drink****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	344	140	204	60	74	64	63	44	39	99	91	67	87	28	13	46	24	36	16	27	38	54	35	27	61	151	117	227	-
	17%	14%	20%	25%	23%	17%	18%	14%	9%	18%	15%	16%	18%	16%	14%	19%	13%	19%	10%	25%	20%	21%	13%	15%	21%	18%	20%	16%	-
5 - Strong association	83	26	57	25	16	17	15	8	3	26	24	17	17	3	3	14	7	8	6	7	6	16	10	4	21	29	35	48	-
	4%	3%	5%	10%	5%	4%	4%	2%	1%	5%	4%	4%	4%	2%	3%	6%	4%	4%	4%	6%	3%	6%	4%	2%	7%	3%	6%	3%	-
4	260	113	147	35	58	47	48	36	36	73	67	50	70	25	10	31	17	29	10	20	32	38	25	23	39	122	81	179	-
	13%	11%	14%	14%	18%	12%	14%	12%	8%	13%	11%	12%	15%	14%	11%	13%	9%	15%	6%	18%	17%	15%	9%	12%	13%	14%	14%	12%	-
3	627	305	322	83	108	122	92	88	134	189	174	139	125	54	33	76	56	54	49	31	68	79	81	47	76	265	175	448	3
	31%	30%	31%	34%	33%	31%	26%	29%	31%	34%	29%	32%	27%	30%	35%	32%	31%	29%	31%	28%	35%	31%	31%	25%	26%	31%	30%	31%	72%
2	524	287	237	49	75	87	87	91	135	149	153	109	112	50	25	54	41	49	51	30	39	57	68	60	82	210	142	381	1
	26%	29%	23%	20%	23%	22%	25%	30%	31%	27%	26%	25%	24%	28%	27%	22%	23%	26%	32%	28%	20%	22%	26%	32%	28%	25%	24%	26%	28%
1 - No association	554	272	282	54	71	116	106	85	123	116	176	115	147	46	21	65	60	50	44	21	48	68	79	52	75	229	145	409	-
	27%	27%	27%	22%	22%	30%	31%	28%	28%	21%	30%	27%	31%	26%	23%	27%	33%	26%	28%	19%	25%	26%	30%	28%	25%	27%	25%	28%	-
SUM: Bottom 2	1078	559	520	103	145	203	194	175	258	265	329	224	259	96	47	119	101	99	95	51	86	125	147	112	156	439	287	790	1
	53%	56%	50%	42%	44%	52%	56%	57%	60%	48%	55%	52%	55%	54%	50%	50%	56%	52%	59%	47%	45%	48%	56%	60%	53%	51%	50%	54%	28%
Mean	2.41	2.34	2.48	2.71	2.62	2.39	2.36	2.32	2.21	2.54	2.34	2.41	2.36	2.38	2.45	2.48	2.27	2.45	2.27	2.65	2.53	2.52	2.31	2.29	2.49	2.43	2.52	2.37	2.72
Standard deviation	1.13	1.07	1.18	1.25	1.15	1.16	1.17	1.07	0.97	1.10	1.13	1.12	1.17	1.07	1.07	1.19	1.13	1.15	1.05	1.17	1.13	1.20	1.11	1.07	1.21	1.13	1.18	1.11	0.51
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.11	0.08	0.08	0.08	0.08	0.11	0.08	0.08	0.07	0.08	0.07	0.04	0.05	0.03	0.25

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Table 50

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Dance****Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	855	401	454	111	130	155	136	154	169	264	242	165	183	82	36	111	63	77	63	49	96	110	101	67	139	355	276	576	3
	42%	40%	43%	45%	40%	40%	39%	50%	39%	48%	41%	38%	39%	46%	39%	46%	35%	41%	40%	45%	50%	43%	38%	47%	42%	48%	39%	60%	
5 - Strong association	252	99	153	43	46	47	39	35	44	72	76	47	58	26	13	35	22	20	7	12	25	41	30	23	48	102	87	165	-
	12%	10%	15%	17%	14%	12%	11%	11%	10%	13%	13%	11%	12%	15%	14%	15%	12%	11%	4%	11%	13%	16%	11%	12%	16%	12%	15%	11%	-
4	602	301	301	69	84	109	97	119	125	192	166	119	125	56	23	75	41	57	57	37	71	70	71	43	90	252	189	410	3
	29%	30%	29%	28%	26%	28%	28%	39%	29%	35%	28%	28%	27%	32%	25%	31%	23%	30%	36%	34%	37%	27%	27%	23%	31%	30%	33%	28%	60%
3	641	321	320	78	107	124	110	86	135	183	180	147	130	53	29	72	49	59	48	42	59	80	80	68	85	277	173	467	1
	31%	32%	31%	32%	33%	32%	32%	28%	31%	33%	30%	34%	28%	30%	32%	30%	27%	31%	30%	39%	31%	31%	30%	37%	29%	32%	30%	32%	12%
2	274	149	124	27	52	41	37	33	84	61	90	56	68	27	14	27	34	29	24	9	19	27	40	24	39	96	64	209	1
	13%	15%	12%	11%	16%	11%	11%	11%	20%	11%	15%	13%	14%	15%	15%	11%	19%	15%	15%	8%	10%	11%	15%	13%	11%	11%	14%	28%	
1 - No association	280	132	147	30	39	69	65	35	43	45	82	62	90	15	14	31	35	25	23	9	19	40	42	28	30	128	65	214	-
	14%	13%	14%	12%	12%	18%	19%	11%	10%	8%	14%	14%	19%	8%	15%	13%	19%	13%	15%	8%	10%	16%	16%	15%	10%	15%	11%	15%	-
SUM: Bottom 2	554	282	272	56	91	110	102	68	127	106	172	118	158	42	27	58	69	53	47	18	37	68	82	52	69	223	129	423	1
	27%	28%	26%	23%	28%	28%	29%	22%	29%	19%	29%	27%	34%	24%	29%	24%	38%	28%	30%	16%	19%	26%	31%	28%	24%	26%	22%	29%	28%
Mean	3.13	3.09	3.18	3.28	3.14	3.06	3.02	3.28	3.10	3.33	3.11	3.07	2.99	3.29	3.09	3.24	2.89	3.10	3.00	3.31	3.34	3.17	3.03	3.05	3.30	3.12	3.29	3.07	3.32
Standard deviation	1.20	1.17	1.24	1.22	1.20	1.25	1.26	1.15	1.13	1.09	1.22	1.19	1.29	1.15	1.25	1.21	1.29	1.18	1.13	1.04	1.12	1.27	1.23	1.21	1.20	1.21	1.19	1.21	0.99
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.07	0.07	0.05	0.04	0.05	0.07	0.06	0.08	0.13	0.08	0.10	0.09	0.09	0.10	0.08	0.08	0.07	0.09	0.07	0.04	0.05	0.03	0.50

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Table 51

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Film****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	138	58	80	30	27	23	17	20	21	49	29	32	28	8	5	23	5	12	5	9	18	29	14	10	26	58	53	85	-
	7%	6%	8%	12%	8%	6%	5%	7%	5%	9%	5%	7%	6%	5%	5%	10%	3%	6%	3%	8%	9%	11%	5%	6%	9%	7%	9%	6%	-
5 - Strong association	35	20	16	7	8	7	10	2	1	12	6	9	8	4	3	5	2	3	-	2	6	4	3	2	7	16	19	16	-
	2%	2%	2%	3%	2%	2%	3%	1%	*	2%	1%	2%	2%	2%	3%	2%	1%	2%	-	2%	3%	2%	1%	2%	2%	2%	3%	1%	-
4	103	38	65	22	20	16	7	18	20	37	23	22	20	4	2	18	3	8	5	7	12	24	11	9	19	42	34	68	-
	5%	4%	6%	9%	6%	4%	2%	6%	5%	7%	4%	5%	4%	2%	2%	7%	1%	4%	3%	6%	6%	9%	4%	5%	7%	5%	6%	5%	-
3	442	243	199	53	83	84	63	67	91	138	117	94	93	46	22	53	39	31	53	28	40	52	41	37	74	191	121	320	1
	22%	24%	19%	22%	25%	22%	18%	22%	21%	25%	20%	22%	20%	26%	24%	22%	22%	16%	33%	26%	21%	20%	15%	20%	25%	22%	21%	22%	12%
2	586	290	297	61	90	114	93	95	133	152	193	109	132	51	23	71	43	57	35	36	62	70	82	55	80	238	169	414	3
	29%	29%	28%	25%	27%	29%	27%	31%	31%	27%	33%	25%	28%	28%	25%	30%	24%	30%	22%	33%	33%	27%	31%	29%	27%	28%	29%	28%	60%
1 - No association	883	414	470	102	128	167	176	125	186	214	255	195	219	74	43	94	93	90	66	35	72	107	126	84	113	367	235	647	1
	43%	41%	45%	41%	39%	43%	50%	41%	43%	39%	43%	45%	46%	41%	46%	39%	52%	47%	42%	33%	37%	41%	48%	45%	38%	43%	41%	44%	28%
SUM: Bottom 2	1470	703	766	163	218	281	268	220	319	366	448	304	351	124	66	165	137	147	101	72	134	177	208	139	193	605	405	1061	4
	72%	70%	73%	66%	66%	72%	77%	72%	74%	66%	75%	71%	75%	70%	71%	69%	76%	77%	64%	66%	70%	69%	79%	74%	66%	71%	70%	72%	88%
Mean	1.94	1.96	1.91	2.07	2.05	1.93	1.80	1.95	1.88	2.06	1.87	1.94	1.87	1.96	1.91	2.04	1.76	1.83	1.98	2.12	2.05	2.03	1.80	1.87	2.07	1.95	2.02	1.90	1.84
Standard deviation	1.00	0.99	1.01	1.12	1.05	0.99	0.99	0.96	0.91	1.05	0.93	1.04	0.98	0.99	1.03	1.05	0.92	0.98	0.94	1.01	1.05	1.07	0.94	0.95	1.05	1.01	1.07	0.97	0.69
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.04	0.07	0.11	0.07	0.07	0.07	0.07	0.10	0.08	0.07	0.06	0.07	0.06	0.04	0.04	0.03	0.34

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Table 52

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Gender equality****Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	96	47	49	27	25	15	8	7	15	28	23	23	23	4	6	11	2	6	6	7	15	24	7	7	15	42	30	66	-
	5%	5%	5%	11%	8%	4%	2%	2%	3%	5%	4%	5%	5%	2%	7%	5%	1%	3%	4%	7%	8%	9%	3%	4%	5%	5%	5%	5%	-
5 - Strong association	36	17	19	14	7	8	5	2	1	11	8	11	6	1	3	6	-	4	*	3	8	9	-	3	5	20	14	22	-
	2%	2%	2%	6%	2%	2%	1%	1%	*	2%	1%	3%	1%	*	3%	2%	-	2%	*	3%	4%	3%	-	2%	2%	2%	2%	2%	-
4	60	30	30	13	18	7	3	5	14	17	14	12	17	4	3	6	2	2	6	4	7	15	7	4	10	22	16	44	-
	3%	3%	3%	5%	5%	2%	1%	2%	3%	3%	2%	3%	4%	2%	4%	2%	1%	1%	4%	4%	4%	6%	3%	2%	3%	3%	3%	3%	-
3	339	163	177	54	61	80	52	46	46	85	88	84	82	33	23	46	33	27	23	21	27	38	37	32	51	145	72	267	1
	17%	16%	17%	22%	19%	20%	15%	15%	11%	15%	15%	20%	17%	19%	25%	19%	18%	14%	15%	19%	14%	15%	14%	17%	17%	17%	12%	18%	12%
2	538	263	275	50	94	87	91	97	119	143	170	119	107	51	23	67	45	50	44	36	56	63	65	40	81	219	159	376	3
	26%	26%	26%	21%	29%	22%	26%	32%	28%	26%	29%	28%	23%	29%	24%	28%	25%	26%	28%	33%	29%	24%	25%	21%	28%	26%	28%	26%	60%
1 - No association	1075	530	545	115	147	208	197	157	251	297	314	204	260	89	41	116	101	107	86	44	95	133	154	109	147	448	317	756	1
	52%	53%	52%	47%	45%	53%	56%	51%	58%	54%	53%	47%	55%	50%	44%	48%	56%	57%	54%	40%	49%	52%	59%	58%	50%	52%	55%	52%	28%
SUM: Bottom 2	1613	794	820	165	242	294	288	254	370	440	484	323	366	141	63	183	145	157	130	80	150	196	219	148	227	667	477	1132	4
	79%	79%	78%	67%	74%	76%	83%	83%	86%	80%	81%	75%	78%	79%	68%	76%	80%	83%	82%	74%	78%	76%	83%	79%	78%	78%	82%	77%	88%
Mean	1.75	1.74	1.76	2.02	1.91	1.77	1.64	1.69	1.59	1.74	1.71	1.85	1.73	1.74	1.98	1.83	1.65	1.65	1.68	1.96	1.84	1.85	1.61	1.68	1.79	1.77	1.70	1.77	1.84
Standard deviation	0.95	0.95	0.96	1.18	1.02	0.97	0.87	0.84	0.82	0.96	0.90	1.00	0.96	0.86	1.06	0.98	0.82	0.90	0.87	1.02	1.06	1.09	0.82	0.94	0.96	0.98	0.96	0.95	0.69
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.11	0.06	0.06	0.07	0.07	0.10	0.08	0.07	0.05	0.07	0.06	0.03	0.04	0.02	0.34

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Table 53

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Technological innovations****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	63	38	25	12	13	15	9	5	10	19	11	16	17	1	3	14	*	9	6	7	4	13	5	3	13	24	24	40	-
	3%	4%	2%	5%	4%	4%	3%	1%	2%	3%	2%	4%	4%	*	3%	6%	*	5%	4%	7%	2%	5%	2%	1%	4%	3%	4%	3%	-
5 - Strong association	23	13	10	7	4	5	4	1	2	9	4	6	4	1	1	3	-	3	-	5	3	4	2	-	8	7	10	12	-
	1%	1%	1%	3%	1%	1%	1%	*	*	2%	1%	1%	1%	*	1%	1%	-	2%	-	5%	1%	2%	1%	-	3%	1%	2%	1%	-
4	41	25	16	6	9	10	5	3	7	10	8	10	12	-	1	10	*	6	6	2	1	9	3	3	5	17	14	27	-
	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	1%	2%	3%	-	1%	4%	*	3%	4%	2%	1%	3%	1%	1%	2%	2%	2%	2%	-
3	258	124	133	37	51	54	42	34	40	66	54	70	66	31	20	35	20	17	18	15	18	26	30	27	37	110	64	192	2
	13%	12%	13%	15%	16%	14%	12%	11%	9%	12%	9%	16%	14%	17%	22%	15%	11%	9%	11%	14%	9%	10%	11%	15%	13%	13%	11%	13%	42%
2	493	236	257	49	82	81	71	97	113	142	145	100	105	45	23	47	37	45	40	28	61	55	65	48	71	186	160	331	1
	24%	24%	25%	20%	25%	21%	20%	32%	26%	26%	24%	23%	22%	25%	25%	20%	20%	24%	25%	25%	32%	21%	25%	26%	24%	22%	28%	23%	30%
1 - No association	1235	605	630	148	181	240	226	172	268	325	383	244	283	102	47	145	124	118	96	58	109	164	164	109	172	535	331	903	1
	60%	60%	60%	60%	55%	62%	65%	56%	62%	59%	64%	57%	60%	57%	50%	60%	68%	62%	60%	54%	57%	64%	62%	58%	59%	63%	57%	62%	28%
SUM: Bottom 2	1728	841	887	196	263	321	297	269	381	468	528	344	388	147	70	192	160	163	136	86	170	219	229	157	243	721	491	1234	3
	84%	84%	85%	80%	80%	82%	85%	88%	88%	85%	89%	80%	82%	82%	75%	80%	89%	86%	85%	79%	89%	85%	87%	84%	83%	84%	85%	84%	58%
Mean	1.60	1.61	1.58	1.68	1.69	1.61	1.53	1.58	1.52	1.62	1.49	1.68	1.62	1.61	1.79	1.67	1.43	1.58	1.58	1.79	1.58	1.58	1.53	1.59	1.65	1.57	1.64	1.58	2.14
Standard deviation	0.86	0.89	0.84	1.00	0.91	0.90	0.85	0.76	0.77	0.89	0.77	0.92	0.89	0.80	0.93	0.97	0.69	0.90	0.83	1.08	0.80	0.92	0.79	0.79	0.95	0.85	0.90	0.85	0.93
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.10	0.06	0.05	0.07	0.06	0.10	0.06	0.06	0.05	0.06	0.06	0.03	0.04	0.02	0.46



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Table 54

Absolutes/col percents

**Q10. How strongly do you associate Africa with each of the following? - Good business****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
SUM: Top 2	101	50	51	24	24	16	17	8	13	31	26	24	20	5	5	12	4	9	3	10	8	23	17	6	18	41	40	61	-
	5%	5%	5%	10%	7%	4%	5%	2%	3%	6%	4%	6%	4%	3%	5%	5%	2%	5%	2%	9%	4%	9%	6%	3%	6%	5%	7%	4%	-
5 - Strong association	34	18	16	12	6	7	6	*	3	9	10	9	6	1	1	3	-	4	2	8	3	8	3	1	9	11	14	20	-
	2%	2%	2%	5%	2%	2%	2%	*	1%	2%	2%	2%	1%	*	1%	1%	-	2%	1%	7%	1%	3%	1%	1%	3%	1%	2%	1%	-
4	67	32	35	13	17	9	11	7	10	22	17	15	14	4	3	9	4	5	1	2	6	15	14	4	9	30	26	41	-
	3%	3%	3%	5%	5%	2%	3%	2%	2%	4%	3%	3%	3%	2%	4%	4%	2%	2%	1%	2%	3%	6%	5%	2%	3%	4%	5%	3%	-
3	413	225	187	48	69	89	57	67	83	119	116	102	76	50	22	47	27	48	32	23	42	51	35	36	57	176	117	294	2
	20%	22%	18%	19%	21%	23%	16%	22%	19%	22%	20%	24%	16%	28%	24%	20%	15%	25%	20%	21%	22%	20%	13%	19%	20%	21%	20%	20%	42%
2	620	302	318	70	96	101	90	96	167	173	176	130	141	50	26	73	46	45	56	43	77	70	78	56	80	253	184	434	1
	30%	30%	30%	28%	29%	26%	26%	31%	39%	31%	30%	30%	30%	28%	28%	30%	25%	24%	35%	40%	40%	27%	30%	30%	27%	30%	32%	30%	30%
1 - No association	916	426	489	104	140	184	185	136	167	231	276	175	234	73	40	108	103	88	68	32	65	114	134	90	137	385	238	677	1
	45%	42%	47%	42%	43%	47%	53%	44%	39%	42%	46%	41%	50%	41%	43%	45%	57%	47%	43%	30%	34%	44%	51%	48%	47%	45%	41%	46%	28%
SUM: Bottom 2	1536	728	807	174	235	285	274	233	335	404	452	304	376	123	66	182	149	133	124	75	141	184	212	146	217	638	422	1111	3
	75%	73%	77%	71%	72%	73%	79%	76%	78%	73%	76%	71%	80%	69%	71%	75%	82%	70%	78%	69%	74%	72%	80%	78%	74%	75%	73%	76%	58%
Mean	1.87	1.92	1.82	2.01	1.95	1.86	1.75	1.83	1.87	1.93	1.84	1.96	1.76	1.93	1.92	1.86	1.63	1.90	1.83	2.17	1.98	1.96	1.76	1.77	1.88	1.86	1.95	1.84	2.14
Standard deviation	0.95	0.97	0.94	1.12	1.01	0.97	0.95	0.86	0.85	0.97	0.94	0.98	0.92	0.90	0.97	0.95	0.83	1.00	0.87	1.10	0.90	1.07	0.94	0.88	1.03	0.94	1.00	0.93	0.93
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.10	0.06	0.06	0.07	0.07	0.11	0.07	0.07	0.06	0.06	0.06	0.03	0.04	0.02	0.46

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Table 55

Absolutes/col percents

**Q11. Which of the following countries/regions, if any, are you most likely to give money to?**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
UK	1075	515	560	117	188	198	187	162	223	299	312	232	232	109	54	120	88	98	97	52	111	125	141	81	164	448	290	783	3
	52%	51%	54%	48%	57%	51%	54%	53%	52%	54%	53%	54%	49%	61%	58%	50%	49%	52%	61%	48%	58%	49%	54%	43%	56%	52%	50%	53%	58%
Europe	144	69	76	24	35	24	22	14	27	39	46	34	26	9	7	14	12	15	9	12	14	24	15	13	29	68	46	97	1
	7%	7%	7%	10%	11%	6%	6%	4%	6%	7%	8%	8%	6%	5%	8%	6%	6%	8%	5%	11%	7%	9%	6%	7%	10%	8%	8%	7%	30%
Africa	617	268	349	108	110	106	83	91	120	195	199	121	102	61	19	65	44	65	38	37	56	89	85	59	103	255	202	415	-
	30%	27%	33%	44%	34%	27%	24%	30%	28%	35%	33%	28%	22%	34%	20%	27%	25%	34%	24%	34%	29%	35%	32%	31%	35%	30%	35%	28%	-
Asia	236	108	128	32	50	45	34	31	44	86	73	40	37	18	8	20	17	28	13	16	18	46	37	14	41	105	82	154	-
	12%	11%	12%	13%	15%	12%	10%	10%	10%	16%	12%	9%	8%	10%	9%	8%	10%	15%	8%	15%	10%	18%	14%	8%	14%	12%	14%	11%	-
South America	124	52	72	20	26	23	21	13	20	40	40	29	16	7	4	12	14	16	7	10	7	20	13	12	18	57	44	80	-
	6%	5%	7%	8%	8%	6%	6%	4%	5%	7%	7%	7%	3%	4%	4%	5%	8%	9%	5%	9%	4%	8%	5%	7%	6%	7%	8%	5%	-
Other	79	47	32	6	9	7	14	14	29	18	19	21	22	9	4	13	4	6	8	4	8	13	5	5	5	20	22	57	-
	4%	5%	3%	2%	3%	2%	4%	5%	7%	3%	3%	5%	5%	5%	5%	5%	2%	3%	5%	4%	4%	5%	2%	3%	2%	2%	4%	4%	-
I do not donate money	477	255	222	41	53	96	99	76	113	98	132	100	147	30	23	65	51	39	40	28	41	55	52	51	60	183	125	349	2
	23%	25%	21%	17%	16%	25%	28%	25%	26%	18%	22%	23%	31%	17%	25%	27%	28%	21%	25%	26%	21%	21%	20%	27%	20%	21%	22%	24%	42%

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Table 56

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?**

**Summary****Base : All respondents**

		If a country is showing signs of becoming more financially independent	If the charity demonstrates the results of its work	If I hear good news stories about the effect that aid is having	If a country is showing signs of becoming more democratic	If I see proof that the country is playing a role in its own improvement
Unweighted Base		2049	2049	2049	2049	2049
Weighted Base		2049	2049	2049	2049	2049
SUM: Top 2		955 47%	1304 64%	1282 63%	979 48%	1275 62%
Much more likely	(5)	283 14%	414 20%	381 19%	264 13%	430 21%
More likely	(4)	672 33%	891 43%	901 44%	715 35%	845 41%
No difference	(3)	731 36%	572 28%	605 30%	801 39%	570 28%
Less likely	(2)	172 8%	47 2%	40 2%	76 4%	64 3%
Much less likely	(1)	70 3%	27 1%	27 1%	44 2%	36 2%
SUM: Bottom 2		242 12%	73 4%	67 3%	120 6%	100 5%
Don't know		120 6%	99 5%	95 5%	149 7%	105 5%
Mean		3.48	3.83	3.80	3.57	3.81
Standard deviation		0.97	0.83	0.82	0.86	0.88
Standard error		0.02	0.02	0.02	0.02	0.02

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Table 57

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?  
 If a country is showing signs of becoming more financially independent**

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
	Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
SUM: Top 2	955	458	498	106	149	163	162	150	226	293	268	206	189	87	31	104	78	95	66	56	96	145	121	76	140	391	302	651	3	
	47%	46%	48%	43%	45%	42%	46%	49%	53%	53%	45%	48%	40%	49%	33%	43%	43%	50%	42%	51%	50%	56%	46%	41%	48%	46%	52%	44%	58%	
Much more likely	(5)	283	135	148	39	50	44	42	47	60	84	76	64	58	27	12	23	16	31	22	12	31	40	41	27	38	122	86	197	-
		14%	13%	14%	16%	15%	11%	12%	15%	14%	15%	13%	15%	12%	15%	13%	10%	9%	17%	14%	11%	16%	15%	15%	13%	14%	15%	13%	-	
More likely	(4)	672	322	350	66	98	118	120	103	166	209	192	141	131	60	19	81	62	64	43	65	105	80	49	103	269	215	454	3	
		33%	32%	34%	27%	30%	30%	34%	34%	39%	38%	32%	33%	28%	34%	20%	34%	34%	34%	40%	34%	41%	31%	26%	35%	31%	37%	31%	58%	
No difference	(3)	731	367	364	59	95	160	143	118	156	163	225	157	186	57	33	95	73	65	39	56	77	89	80	102	298	188	542	1	
		36%	37%	35%	24%	29%	41%	41%	39%	36%	30%	38%	36%	39%	32%	36%	39%	40%	35%	36%	29%	30%	34%	43%	35%	35%	33%	37%	30%	
Less likely	(2)	172	90	82	27	45	28	22	17	33	52	52	26	41	17	10	23	17	15	4	23	15	24	11	25	81	49	122	-	
		8%	9%	8%	11%	14%	7%	6%	5%	8%	9%	9%	6%	9%	9%	11%	10%	8%	8%	4%	12%	6%	9%	6%	9%	10%	9%	8%	-	
Much less likely	(1)	70	44	26	17	7	15	12	10	9	20	15	17	18	10	5	8	3	5	3	6	7	10	8	12	32	21	49	-	
		3%	4%	2%	7%	2%	4%	3%	3%	2%	4%	2%	4%	4%	6%	5%	3%	2%	3%	3%	3%	3%	4%	4%	4%	4%	4%	3%	-	
SUM: Bottom 2		242	134	108	43	53	43	34	27	42	72	67	43	60	27	15	31	20	21	7	29	21	33	18	37	113	71	171	-	
		12%	13%	10%	18%	16%	11%	10%	9%	10%	13%	11%	10%	13%	15%	16%	13%	11%	11%	7%	15%	8%	13%	10%	13%	13%	12%	12%	-	
Don't know		120	45	75	38	32	24	10	11	6	25	34	24	37	7	13	10	9	8	6	11	15	20	13	14	53	18	102	1	
		6%	4%	7%	15%	10%	6%	3%	4%	1%	4%	6%	6%	8%	4%	14%	4%	5%	4%	6%	6%	6%	7%	7%	5%	6%	3%	7%	12%	
Mean		3.48	3.43	3.53	3.41	3.47	3.41	3.46	3.54	3.56	3.54	3.47	3.52	3.39	3.45	3.29	3.38	3.42	3.55	3.42	3.56	3.51	3.64	3.49	3.45	3.46	3.46	3.53	3.46	3.66
Standard deviation		0.97	1.00	0.94	1.17	1.02	0.94	0.92	0.95	0.90	1.00	0.93	0.97	0.98	1.06	1.08	0.92	0.86	0.97	0.86	1.03	0.92	1.01	0.98	0.98	1.00	0.98	0.97	0.54	
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.06	0.04	0.04	0.06	0.04	0.08	0.12	0.06	0.07	0.07	0.08	0.09	0.08	0.06	0.06	0.07	0.06	0.04	0.04	0.03	0.31	

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Table 58

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?  
 If the charity demonstrates the results of its work**

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
SUM: Top 2	1304	618	687	168	211	237	196	203	291	407	361	287	249	128	41	151	111	129	87	72	128	166	175	116	195	541	398	904	3	
	64%	62%	66%	68%	64%	61%	56%	66%	67%	74%	61%	67%	53%	72%	44%	63%	62%	68%	55%	66%	67%	64%	66%	62%	67%	63%	69%	62%	58%	
Much more likely	(5)	414	179	235	66	80	73	48	51	96	134	118	84	77	34	15	54	36	57	27	18	36	53	51	33	52	180	131	280	3
		20%	18%	22%	27%	25%	19%	14%	17%	22%	24%	20%	19%	16%	19%	16%	23%	20%	30%	17%	17%	19%	21%	19%	17%	18%	21%	23%	19%	58%
More likely	(4)	891	439	452	102	130	164	148	151	194	272	243	203	172	94	26	97	76	72	60	54	92	112	124	83	143	361	267	624	-
		43%	44%	43%	42%	40%	42%	43%	49%	45%	49%	41%	47%	36%	53%	28%	40%	42%	38%	38%	50%	48%	44%	47%	45%	49%	42%	46%	43%	-
No difference	(3)	572	311	261	35	68	120	133	88	128	110	177	118	167	37	36	69	57	47	62	31	43	71	66	53	71	233	153	418	1
		28%	31%	25%	14%	21%	31%	38%	29%	30%	20%	30%	27%	35%	21%	39%	29%	32%	25%	39%	28%	22%	28%	25%	28%	24%	27%	26%	29%	30%
Less likely	(2)	47	23	23	5	19	11	6	3	2	9	14	4	20	2	5	6	5	5	2	7	5	4	1	8	22	8	39	-	
		2%	2%	2%	2%	6%	3%	2%	1%	1%	2%	2%	1%	4%	1%	5%	3%	3%	3%	1%	4%	2%	2%	*	3%	3%	3%	1%	3%	-
Much less likely	(1)	27	9	17	6	9	2	5	5	-	9	11	1	6	4	1	5	2	-	1	1	3	2	3	5	6	12	6	21	-
		1%	1%	2%	3%	3%	1%	1%	2%	-	2%	2%	*	1%	2%	1%	2%	1%	-	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	-
SUM: Bottom 2		73	33	41	12	27	13	11	8	2	18	24	5	26	7	5	11	7	5	6	2	10	7	6	14	34	14	60	-	
		4%	3%	4%	5%	8%	3%	3%	3%	1%	3%	4%	1%	6%	4%	6%	5%	4%	3%	2%	5%	3%	3%	3%	5%	4%	2%	4%	-	
Don't know		99	42	57	31	22	19	9	9	10	18	31	21	29	6	10	9	5	8	5	3	11	14	15	13	13	47	14	84	1
		5%	4%	5%	13%	7%	5%	3%	3%	2%	3%	5%	5%	6%	3%	11%	4%	3%	4%	3%	3%	6%	5%	6%	7%	4%	6%	2%	6%	12%
Mean		3.83	3.78	3.87	4.00	3.83	3.80	3.67	3.81	3.91	3.96	3.79	3.89	3.67	3.88	3.60	3.81	3.79	4.00	3.70	3.83	3.83	3.86	3.87	3.79	3.81	3.84	3.90	3.80	4.32
Standard deviation		0.83	0.81	0.86	0.92	0.98	0.80	0.79	0.78	0.74	0.82	0.87	0.74	0.86	0.83	0.89	0.90	0.83	0.83	0.82	0.75	0.84	0.80	0.80	0.85	0.84	0.85	0.80	0.84	1.08
Standard error		0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.05	0.03	0.03	0.04	0.04	0.04	0.06	0.10	0.06	0.06	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.05	0.03	0.03	0.02	0.63

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Table 59

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?  
 If I hear good news stories about the effect that aid is having**

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
	Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
SUM: Top 2	1282	609	673	156	209	223	207	202	285	392	349	285	257	127	42	158	107	121	90	69	119	161	170	117	175	544	389	890	3	
	63%	61%	64%	63%	64%	57%	59%	66%	66%	71%	59%	66%	54%	71%	45%	66%	59%	64%	57%	64%	62%	62%	65%	63%	60%	64%	67%	61%	58%	
Much more likely	(5)	381	161	219	59	70	66	53	49	84	119	105	81	75	27	14	56	25	47	28	22	36	52	44	32	49	166	109	269	3
		19%	16%	21%	24%	21%	17%	15%	16%	19%	22%	18%	19%	16%	15%	15%	23%	14%	25%	17%	20%	19%	20%	17%	17%	17%	19%	19%	18%	58%
More likely	(4)	901	448	453	96	139	158	154	152	201	272	244	204	182	100	29	102	82	75	62	47	83	108	126	86	126	378	280	621	-
		44%	45%	43%	39%	42%	41%	44%	50%	47%	49%	41%	47%	39%	56%	31%	42%	45%	39%	39%	44%	43%	42%	48%	46%	43%	44%	48%	42%	-
No difference	(3)	605	318	288	43	81	134	122	93	133	125	193	120	168	40	32	66	63	57	60	32	59	73	72	51	88	238	159	445	1
		30%	32%	28%	17%	25%	34%	35%	30%	31%	23%	32%	28%	36%	22%	35%	28%	35%	30%	38%	30%	31%	28%	28%	27%	30%	28%	27%	30%	30%
Less likely	(2)	40	27	14	6	11	8	4	4	7	11	9	4	16	5	6	3	4	3	1	3	4	8	2	2	12	10	14	27	-
		2%	3%	1%	2%	3%	2%	1%	1%	2%	2%	1%	1%	3%	3%	6%	1%	2%	1%	3%	2%	3%	1%	1%	4%	1%	4%	2%	2%	-
Much less likely	(1)	27	10	17	9	5	4	6	3	-	6	13	1	6	3	1	5	2	1	4	-	2	2	5	3	4	13	4	23	-
		1%	1%	2%	4%	2%	1%	2%	1%	-	1%	2%	*	1%	2%	1%	2%	1%	3%	-	1%	1%	2%	1%	1%	1%	2%	1%	2%	-
SUM: Bottom 2		67	36	31	15	17	12	10	7	7	17	22	6	23	7	7	8	6	4	6	3	6	10	7	5	16	23	17	50	-
		3%	4%	3%	6%	5%	3%	3%	2%	2%	3%	4%	1%	5%	4%	7%	3%	4%	2%	3%	3%	3%	4%	3%	2%	6%	3%	3%	3%	-
Don't know		95	40	54	33	22	19	10	6	5	20	30	20	24	4	12	9	4	7	4	4	8	15	14	14	13	49	14	80	1
		5%	4%	5%	13%	7%	5%	3%	2%	1%	4%	5%	5%	5%	2%	13%	4%	2%	4%	2%	4%	4%	6%	5%	7%	4%	6%	2%	5%	12%
Mean		3.80	3.75	3.85	3.90	3.84	3.74	3.72	3.80	3.85	3.92	3.74	3.87	3.68	3.82	3.60	3.87	3.69	3.90	3.69	3.85	3.81	3.83	3.81	3.82	3.73	3.84	3.85	3.78	4.32
Standard deviation		0.82	0.80	0.84	0.97	0.88	0.81	0.80	0.76	0.74	0.80	0.86	0.74	0.84	0.78	0.89	0.86	0.79	0.82	0.86	0.78	0.81	0.82	0.80	0.80	0.85	0.82	0.78	0.83	1.08
Standard error		0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.06	0.10	0.06	0.06	0.06	0.07	0.08	0.06	0.06	0.05	0.03	0.03	0.03	0.02	0.63	

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Table 60

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?  
 If a country is showing signs of becoming more democratic**

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
	Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
SUM: Top 2	979	512	468	95	149	166	146	161	264	319	269	203	189	91	33	108	84	100	71	59	102	128	122	82	128	410	326	651	3	
	48%	51%	45%	38%	45%	43%	42%	52%	61%	58%	45%	47%	40%	51%	36%	45%	46%	53%	44%	54%	53%	50%	46%	44%	44%	48%	56%	44%	58%	
Much more likely	(5)	264	127	137	26	40	43	36	50	68	95	79	43	47	19	9	26	18	28	17	16	36	40	32	23	27	109	97	165	1
		13%	13%	13%	11%	12%	11%	10%	16%	16%	17%	13%	10%	10%	11%	10%	11%	10%	15%	11%	15%	19%	15%	12%	12%	9%	13%	17%	11%	30%
More likely	(4)	715	385	331	68	109	123	109	111	195	224	190	160	142	72	24	82	66	72	54	42	65	89	90	59	101	302	228	486	1
		35%	38%	32%	28%	33%	32%	31%	36%	45%	40%	32%	37%	30%	40%	26%	34%	37%	38%	34%	39%	34%	34%	34%	32%	34%	35%	39%	33%	28%
No difference	(3)	801	388	413	79	112	167	166	121	155	172	253	178	197	56	34	94	78	70	75	40	70	105	97	81	116	327	207	593	1
		39%	39%	40%	32%	34%	43%	48%	39%	36%	31%	43%	41%	42%	31%	37%	39%	43%	37%	47%	37%	37%	41%	37%	43%	40%	38%	36%	40%	30%
Less likely	(2)	76	36	41	13	27	15	10	7	5	25	18	4	29	6	5	13	7	6	5	3	6	7	11	8	18	31	18	58	-
		4%	4%	4%	5%	8%	4%	3%	2%	1%	5%	3%	1%	6%	3%	5%	5%	4%	3%	3%	3%	3%	3%	4%	4%	6%	4%	3%	4%	-
Much less likely	(1)	44	21	23	12	8	10	9	6	-	8	14	10	11	8	5	5	5	3	2	-	2	4	8	2	8	26	7	37	-
		2%	2%	2%	5%	2%	2%	3%	2%	-	2%	2%	2%	2%	5%	5%	2%	3%	2%	1%	-	1%	1%	3%	1%	3%	3%	1%	3%	-
SUM: Bottom 2		120	56	64	25	35	24	19	13	5	33	32	15	40	14	9	18	12	9	7	3	7	11	20	9	26	57	25	95	-
		6%	6%	6%	10%	11%	6%	5%	4%	1%	6%	5%	3%	8%	8%	10%	8%	7%	5%	4%	3%	4%	4%	7%	5%	9%	7%	4%	6%	-
Don't know		149	48	101	48	32	32	17	13	7	29	40	35	45	18	16	21	7	11	6	6	12	14	24	14	22	60	21	127	1
		7%	5%	10%	19%	10%	8%	5%	4%	2%	5%	7%	8%	10%	10%	17%	9%	4%	6%	4%	5%	6%	5%	9%	8%	8%	7%	4%	9%	12%
Mean		3.57	3.59	3.55	3.43	3.49	3.49	3.46	3.65	3.77	3.71	3.54	3.56	3.44	3.54	3.37	3.50	3.48	3.65	3.52	3.70	3.72	3.63	3.53	3.54	3.45	3.55	3.70	3.51	4.00
Standard deviation		0.86	0.84	0.88	1.00	0.93	0.86	0.84	0.86	0.72	0.87	0.87	0.80	0.87	0.94	0.98	0.87	0.84	0.84	0.79	0.78	0.86	0.84	0.90	0.81	0.87	0.89	0.84	0.87	0.94
Standard error		0.02	0.03	0.03	0.08	0.05	0.04	0.05	0.05	0.03	0.03	0.04	0.05	0.04	0.07	0.11	0.06	0.06	0.06	0.06	0.08	0.06	0.06	0.06	0.06	0.05	0.03	0.04	0.02	0.54

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Table 61

Absolutes/col percents

**Q12. Does each of the following make you more or less likely to give money to a charity, or do they make no difference?  
 If I see proof that the country is playing a role in its own improvement**

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
	Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
SUM: Top 2	1275	627	648	150	208	213	215	200	289	375	367	282	252	119	47	149	106	126	93	67	127	168	168	106	188	529	403	869	3	
	62%	62%	62%	61%	63%	55%	62%	65%	67%	68%	62%	65%	53%	67%	50%	62%	59%	66%	58%	61%	66%	65%	64%	56%	64%	62%	70%	59%	58%	
Much more likely	(5)	430	219	211	58	69	71	70	72	90	128	113	99	90	36	17	53	28	51	34	19	39	56	58	39	50	185	144	285	1
		21%	22%	20%	23%	21%	18%	20%	24%	21%	23%	19%	23%	19%	20%	18%	22%	16%	27%	22%	18%	21%	22%	22%	21%	17%	22%	25%	19%	30%
More likely	(4)	845	408	437	92	139	142	145	128	199	246	255	183	161	83	30	96	78	75	58	48	87	112	110	67	137	344	259	584	1
		41%	41%	42%	37%	42%	36%	42%	42%	46%	44%	43%	42%	34%	47%	32%	40%	43%	40%	44%	45%	44%	42%	36%	47%	40%	45%	40%	28%	
No difference	(3)	570	292	278	38	66	135	112	89	129	132	176	108	153	39	26	69	60	50	32	51	64	66	57	72	225	142	427	1	
		28%	29%	27%	15%	20%	35%	32%	29%	30%	24%	30%	25%	33%	22%	28%	29%	33%	26%	35%	29%	27%	25%	31%	25%	26%	24%	29%	30%	
Less likely	(2)	64	28	36	12	23	11	9	2	7	17	12	8	26	9	8	6	6	5	4	2	7	8	3	13	29	15	48	-	
		3%	3%	3%	5%	7%	3%	2%	1%	2%	3%	2%	2%	5%	5%	8%	3%	2%	3%	4%	1%	3%	3%	2%	4%	3%	3%	3%	3%	
Much less likely	(1)	36	15	21	8	8	9	5	6	-	10	8	9	9	3	3	7	2	1	2	-	4	4	7	3	8	22	4	32	-
		2%	1%	2%	3%	2%	2%	1%	2%	-	2%	1%	2%	2%	2%	3%	3%	1%	1%	1%	-	2%	2%	3%	1%	3%	3%	1%	2%	-
SUM: Bottom 2		100	43	57	20	31	20	14	8	7	28	20	17	34	13	10	13	8	6	7	4	7	11	15	6	20	51	20	80	-
		5%	4%	5%	8%	9%	5%	4%	3%	2%	5%	3%	4%	7%	7%	11%	5%	4%	3%	4%	4%	3%	4%	6%	3%	7%	6%	3%	5%	-
Don't know		105	42	63	38	22	21	8	10	5	19	31	23	32	8	10	10	6	7	4	6	7	15	14	18	13	49	14	90	1
		5%	4%	6%	15%	7%	5%	2%	3%	1%	3%	5%	5%	7%	4%	10%	4%	3%	4%	6%	4%	6%	5%	10%	4%	6%	2%	6%	12%	
Mean		3.81	3.82	3.80	3.86	3.78	3.70	3.78	3.87	3.88	3.87	3.80	3.87	3.68	3.81	3.61	3.79	3.71	3.93	3.76	3.80	3.84	3.86	3.82	3.80	3.75	3.80	3.93	3.76	4.00
Standard deviation		0.88	0.87	0.89	1.02	0.97	0.90	0.85	0.86	0.75	0.88	0.83	0.88	0.93	0.89	1.02	0.93	0.82	0.85	0.87	0.79	0.85	0.86	0.92	0.87	0.90	0.93	0.82	0.90	0.94
Standard error		0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.11	0.06	0.06	0.06	0.07	0.08	0.06	0.06	0.06	0.07	0.05	0.03	0.03	0.02	0.54



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Table 62

Absolutes/col percents

**Q13. How many of the world's top ten fastest growing economies do you think are in Africa?****Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	Yes	No	Don't know	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5	
0	(0)	329 16%	206 21%	123 12%	23 10%	45 14%	62 16%	67 19%	42 14%	89 21%	104 19%	89 15%	56 13%	80 17%	29 16%	17 18%	38 16%	28 15%	23 12%	28 18%	14 13%	35 18%	42 16%	38 14%	36 19%	34 12%	154 18%	97 17%	231 16%	1 12%
1-2	(1.5)	569 28%	319 32%	251 24%	71 29%	87 27%	115 29%	80 23%	82 27%	134 31%	180 33%	163 27%	109 25%	118 25%	50 28%	18 20%	59 25%	33 19%	58 31%	38 24%	29 27%	65 34%	82 32%	86 33%	50 27%	86 29%	238 28%	200 35%	369 25%	-
3-4	(3.5)	330 16%	166 17%	163 16%	41 17%	67 21%	55 14%	50 14%	50 16%	67 16%	98 18%	113 19%	67 16%	52 11%	31 17%	13 14%	48 20%	29 16%	47 25%	23 15%	17 16%	28 15%	26 10%	38 14%	29 15%	64 22%	135 16%	105 18%	223 15%	1 28%
5-6	(5.5)	109 5%	46 5%	63 6%	18 7%	20 6%	23 6%	18 5%	22 7%	8 2%	27 5%	36 6%	28 7%	18 4%	7 4%	5 6%	14 2%	4 2%	7 4%	12 7%	11 10%	10 5%	23 9%	10 4%	6 3%	21 7%	53 6%	48 8%	60 4%	-
7-8	(7.5)	31 2%	8 1%	24 2%	9 4%	7 2%	3 1%	7 2%	2 1%	4 1%	6 1%	4 2%	8 3%	13 2%	4 1%	1 1%	3 2%	3 1%	2 1%	*	5 4%	*	2 1%	3 1%	7 4%	6 2%	9 1%	7 1%	25 2%	-
9-10	(9.5)	28 1%	10 1%	17 2%	6 2%	6 2%	2 *	8 2%	4 1%	2 1%	9 2%	7 1%	8 2%	4 1%	*	-	5 2%	1 1%	1 *	4 2%	-	2 1%	5 2%	4 2%	6 3%	6 2%	13 2%	14 2%	14 1%	-
Don't know		653 32%	248 25%	405 39%	78 32%	95 29%	130 33%	120 34%	104 34%	126 29%	130 24%	181 31%	154 36%	187 40%	56 32%	39 42%	73 30%	81 45%	50 26%	54 34%	32 29%	52 27%	78 30%	84 32%	54 29%	77 26%	252 29%	108 19%	543 37%	3 60%
Mean		2.22	1.95	2.55	2.79	2.51	2.04	2.26	2.35	1.74	2.10	2.27	2.49	2.08	2.11	1.95	2.42	2.15	2.27	2.29	2.63	1.92	2.25	2.12	2.35	2.62	2.19	2.37	2.15	2.47
Standard deviation		2.07	1.88	2.23	2.33	2.16	1.83	2.34	2.06	1.69	1.99	1.97	2.23	2.14	1.89	1.85	2.19	2.04	1.70	2.25	2.16	1.80	2.21	2.00	2.45	2.14	2.09	2.16	2.02	-
Standard error		0.06	0.07	0.08	0.20	0.14	0.11	0.16	0.15	0.09	0.09	0.10	0.16	0.12	0.17	0.25	0.17	0.20	0.15	0.22	0.26	0.15	0.18	0.14	0.21	0.15	0.09	0.10	0.07	-

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Table 63

Absolutes/col percents

**Q14. The large majority of scientists believe there is strong DNA evidence to suggest that all human life started in Africa.  
 Which of the following statements, if any, describe how you feel about this?**

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector		Have you ever been to Africa?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	Yes	No	Don't know
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	582	1463	4
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	579	1466	5
Unsurprised - I already knew that	830	485	346	65	111	137	145	144	229	281	254	135	161	73	36	87	57	78	62	45	83	110	119	81	115	319	309	521	-
	41%	48%	33%	26%	34%	35%	41%	47%	53%	51%	43%	31%	34%	41%	38%	36%	31%	41%	41%	43%	43%	45%	43%	39%	37%	53%	36%	-	
Intrigued - I want to know more	397	178	219	70	75	75	60	51	66	103	107	97	90	44	11	45	36	36	31	26	38	57	46	26	57	175	97	298	1
	19%	18%	21%	29%	23%	19%	17%	16%	15%	19%	18%	22%	19%	25%	12%	19%	20%	19%	20%	24%	20%	22%	18%	14%	19%	21%	17%	20%	30%
Surprised - I never knew that	297	87	209	51	55	73	54	28	35	56	90	86	65	25	16	37	23	29	23	19	23	33	40	27	65	121	55	240	1
	14%	9%	20%	21%	17%	19%	16%	9%	8%	10%	15%	20%	14%	14%	18%	15%	13%	15%	17%	12%	13%	15%	15%	22%	14%	10%	16%	30%	
Suspicious - I'm not sure I believe that	188	83	105	21	23	27	28	31	58	37	55	40	57	14	11	30	19	13	18	5	16	18	27	17	14	70	59	128	1
	9%	8%	10%	8%	7%	7%	8%	10%	14%	7%	9%	9%	12%	8%	12%	11%	7%	11%	4%	9%	7%	10%	9%	5%	8%	10%	9%	28%	
Unconvinced - I refuse to believe that	142	74	68	11	28	32	26	26	20	25	40	34	43	8	6	18	15	16	13	6	17	20	15	8	15	69	26	116	1
	7%	7%	7%	5%	8%	8%	7%	9%	5%	5%	7%	8%	9%	4%	6%	8%	8%	8%	8%	6%	9%	8%	6%	4%	5%	8%	5%	8%	12%
None of the above	195	96	99	28	36	46	35	28	22	52	49	38	56	14	12	23	31	18	11	8	14	20	16	28	28	100	32	163	-
	10%	10%	9%	11%	11%	12%	10%	9%	5%	9%	8%	9%	12%	8%	13%	10%	17%	9%	7%	7%	7%	8%	6%	15%	9%	12%	5%	11%	-