OBJECTIVES AND METHODOLOGY

- The objective of this research is to understand what contributes to educated Millennials' appraisal of a country's attractiveness, and in particular the attractiveness of the UK compared to the rest of the G20 countries - its closest economic and cultural competitors.

- To this end, Ipsos MORI conducted an online survey across all 19 countries of the G20, interviewing 18-34 year olds with a minimum of secondary education.

- This is the second wave of this research. The first wave was conducted before the British public voted in a referendum, on 23 June 2016, on whether or not to remain a member of the EU. The study is being repeated in this second wave to assess whether views of the UK have changed in the wake of the British public voting to leave the EU.

- This report provides a comparison between the research findings of the first and second wave of the study. Differences in the data can appear due to random variations in the sample that we draw. However, a significance test gives an indication of the strength of the difference we have seen in this data, relative to the natural variation we would expect when working with samples of this size. Due to the large base sizes reported, only a small change in the data is needed for results to show as significantly different. In some cases, figures that appear to be the same will show as significantly different, this is due to rounding. Statistically significant data shifts are clearly indicated with an arrow showing the direction of the data movement.

- In each market, the data is weighted to be representative of the national population by age (18-24 vs. 25-34) and gender. Additionally, the sample of the second wave is weighted to match the sample profile of the first wave on the following variables: interlocking age and gender quotas, education (secondary and tertiary education), area of residence (urban, semi-urban and rural), and employment status (studying, employed or other/neither). The aim of this weighting is to minimise a possible sample bias and to allow for greater comparability.

- Fieldwork in the first wave of this research across countries took place between 23rd May - 16th June 2016 with a final sample size of 20,594. The second wave of the study took place between 8th September - 16th October 2016, with a final sample size of 19,010. Participants who took part in the first wave were not eligible to take part in the second wave of the research, with the exception of 8 in the UK, who were included to ensure sufficient participant numbers from Wales & Northern Ireland.

- Technical note: where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of "Don't know" categories.

THIS WORK WAS CARRIED OUT IN ACCORDANCE WITH THE REQUIREMENTS OF THE INTERNATIONAL QUALITY STANDARD FOR MARKET RESEARCH, ISO 20252:2012