

## YouGov Survey Results - GB

Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

	EU Ref Vote				Vote in 2015				Party ID				Gender		Age			Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Results</b>	<b>1690</b>	664	722	260	477	395	101	163	421	443	100	122	818	872	444	611	635	963	727	203	561	363	407	155
<b>Unweighted Sample</b>	1690	805	688	170	470	445	104	168	427	468	112	119	747	943	443	611	636	1039	651	176	598	360	413	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Globalisation is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALISATION is a force for good or bad for the world?

Force for good	<b>46</b>	58	38	40	49	50	62	36	55	44	64	29	48	44	50	44	44	52	37	49	45	41	45	55
Force for bad	<b>19</b>	14	25	15	18	19	13	31	16	20	18	34	25	13	15	18	23	19	18	14	20	22	17	18
Don't know	<b>36</b>	28	37	45	33	32	24	33	29	36	18	37	28	43	35	38	34	29	45	36	35	38	38	27

Thinking about international trade... Which ONE of the following comes closest to your view?

Britain should be able to meet all of its own needs without needing to rely on imports from other countries	<b>21</b>	13	27	25	18	20	17	36	19	21	12	35	21	22	18	24	21	18	25	19	19	26	21	18
It's fine for Britain to import things it needs from other countries	<b>70</b>	79	68	59	77	71	78	57	75	71	83	61	74	67	70	66	74	75	64	71	73	67	68	74
Don't know	<b>9</b>	8	5	16	5	9	5	7	6	8	5	5	6	11	13	10	5	7	11	10	8	7	11	7

Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Britain?

Acceptable	<b>42</b>	53	32	45	43	45	46	17	44	41	55	21	49	35	51	45	33	49	33	47	37	45	38	54
Unacceptable	<b>34</b>	26	47	27	37	34	35	60	36	37	25	57	35	34	20	31	49	31	39	28	40	35	34	23
Don't know	<b>24</b>	21	22	28	21	21	19	23	20	22	20	22	16	31	29	25	19	20	28	26	23	20	27	23

Overall, do you think immigrants from other countries into Britain have a positive or negative effect on the country?

Positive	<b>32</b>	55	13	30	21	47	46	4	21	43	55	4	36	29	48	34	19	40	21	43	31	28	29	40
Neither positive nor negative	<b>31</b>	27	35	34	38	26	37	31	40	28	30	20	29	33	23	30	37	30	32	28	29	35	31	33
Negative	<b>29</b>	11	48	25	36	20	11	62	34	24	10	73	29	29	17	28	39	22	38	19	33	30	32	21
Don't know	<b>8</b>	7	4	12	6	7	7	4	5	6	5	3	6	9	12	8	5	7	8	11	8	7	8	6

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	Highest Education Level						Marital Status					Work Status						
	Total	None	GCSE	A level	Degree	Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never married	Full Time	Part Time	<b>ALL WORKING</b>	Full time student	Retired	Unemployed	Not working/ Other
<b>Weighted Results</b>	<b>1690</b>	139	191	272	438	566	770	232	152	58	478	700	252	952	105	390	70	173
<b>Unweighted Sample</b>	<b>1690</b>	119	190	304	461	542	777	224	150	58	481	695	271	966	111	377	68	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Globalisation is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world.  
Overall, do you think GLOBALISATION is a force for good or bad for the world?

Force for good	<b>46</b>	27	39	48	56	44	47	42	37	44	48	48	44	47	55	43	52	36
Force for bad	<b>19</b>	14	17	22	21	19	19	24	22	16	16	19	19	19	16	23	11	13
Don't know	<b>36</b>	59	44	29	23	36	34	34	41	40	36	33	37	34	29	34	36	51

Thinking about international trade...  
Which ONE of the following comes closest to your view?

Britain should be able to meet all of its own needs without needing to rely on imports from other countries	<b>21</b>	25	24	21	17	23	23	19	19	17	21	22	21	22	17	19	26	23
It's fine for Britain to import things it needs from other countries	<b>70</b>	57	66	73	78	70	71	73	70	72	67	71	68	70	71	77	63	58
Don't know	<b>9</b>	18	10	6	5	7	6	8	12	11	12	7	11	8	12	4	11	19

Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Britain?

Acceptable	<b>42</b>	27	38	47	55	35	41	49	32	20	45	50	41	48	54	29	45	29
Unacceptable	<b>34</b>	36	37	31	26	42	37	27	45	67	27	28	32	29	22	52	29	35
Don't know	<b>24</b>	36	25	21	19	23	22	24	23	13	28	21	27	23	24	20	26	37

Overall, do you think immigrants from other countries into Britain have a positive or negative effect on the country?

Positive	<b>32</b>	7	17	36	57	23	25	36	25	21	44	40	26	37	48	18	35	27
Neither positive nor negative	<b>31</b>	32	33	32	23	36	34	29	31	44	26	28	33	30	25	38	34	26
Negative	<b>29</b>	52	44	24	15	33	34	28	35	31	20	24	32	26	13	38	27	37
Don't know	<b>8</b>	10	6	8	6	8	7	6	8	4	10	7	10	8	14	5	4	10

## YouGov Survey Results - GB

Sample Size: 1690 GB Adults  
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2010

	Household Income (£)				Children in Household					Urban / Rural			Social Media sites used				
Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	None	1	2	3 or more	ALL WITH CHILDREN	Urban	Town and Fringe	Rural	Facebook	LinkedIn	Google+	Twitter	
Weighted Results	1690	365	426	216	152	1190	215	143	64	422	1336	153	201	1126	249	189	397
Unweighted Sample	1690	367	429	213	165	1196	218	147	56	421	1335	160	195	1125	259	172	420
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Globalisation is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALISATION is a force for good or bad for the world?

Force for good	<b>46</b>	37	47	49	60	46	45	40	47	43	45	43	48	47	59	57	54
Force for bad	<b>19</b>	21	19	19	23	20	18	16	12	16	18	23	21	18	22	19	19
Don't know	<b>36</b>	42	34	32	17	34	37	44	41	40	37	35	30	35	19	24	28

Thinking about international trade... Which ONE of the following comes closest to your view?

Britain should be able to meet all of its own needs without needing to rely on imports from other countries	<b>21</b>	25	21	21	15	21	19	30	25	24	20	26	27	20	18	18	20
It's fine for Britain to import things it needs from other countries	<b>70</b>	62	75	70	82	72	71	61	63	66	71	66	69	71	78	72	73
Don't know	<b>9</b>	12	5	8	3	7	10	10	12	10	9	8	4	8	5	9	7

Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Britain?

Acceptable	<b>42</b>	31	44	48	61	41	47	36	52	44	43	31	41	44	57	46	50
Unacceptable	<b>34</b>	44	36	32	25	36	29	37	21	30	33	42	38	32	29	34	28
Don't know	<b>24</b>	25	21	20	14	23	24	28	27	26	24	27	21	24	14	20	22

Overall, do you think immigrants from other countries into Britain have a positive or negative effect on the country?

Positive	<b>32</b>	24	33	43	47	32	37	24	32	32	33	26	31	36	48	33	46
Neither positive nor negative	<b>31</b>	34	31	25	26	32	26	31	32	29	31	31	34	29	25	36	25
Negative	<b>29</b>	34	31	27	21	29	30	36	25	31	28	35	29	28	20	27	22
Don't know	<b>8</b>	9	5	6	6	7	6	9	11	8	8	8	5	7	7	5	7

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2010

	Religion																		
Total	None	Church of England/ Anglican/ Episcopal	Roman Catholic	Presbyterian/ Church of Scotland	Methodist	Baptist	United Reformed Church	Free Presbyterian	Judaism	Hinduism	Islam	Sikhism	Buddhism	Other	Orthodox Christian	Pentecostal	Evangelical – independent / non- denominational	Prefer not to say	
Weighted Results	1690	809	449	134	35	35	25	3	1	9	7	27	2	12	32	16	14	72	
Unweighted Sample	1690	833	439	133	32	38	24	3	1	8	7	22	2	14	36	12	16	63	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

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Force for good	<b>46</b>	45	46	47	51	46	61	20	100	77	36	46	0	60	58	30	100	43	27
Force for bad	<b>19</b>	19	19	23	24	16	13	30	0	14	14	6	70	5	22	41	0	19	15
Don't know	<b>36</b>	37	34	30	25	38	26	50	0	8	49	48	30	34	21	28	0	38	58

Thinking about international trade... Which ONE of the following comes closest to your view?

Britain should be able to meet all of its own needs without needing to rely on imports from other countries	<b>21</b>	21	23	21	11	24	27	0	0	28	27	17	0	48	18	14	31	16	14
It's fine for Britain to import things it needs from other countries	<b>70</b>	71	70	73	83	73	73	50	100	72	51	55	100	35	75	72	69	84	52
Don't know	<b>9</b>	8	6	6	6	3	0	50	0	0	22	29	0	18	7	14	0	0	34

Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Britain?

Acceptable	<b>42</b>	45	35	41	57	27	33	20	100	33	70	45	0	28	55	75	87	45	29
Unacceptable	<b>34</b>	30	42	44	32	52	51	30	0	39	8	3	70	27	31	5	0	38	27
Don't know	<b>24</b>	24	22	15	11	20	16	50	0	28	22	52	30	45	14	19	13	16	44

Overall, do you think immigrants from other countries into Britain have a positive or negative effect on the country?

Positive	<b>32</b>	40	18	35	33	22	24	20	100	18	56	35	100	29	43	32	52	43	18
Neither positive nor negative	<b>31</b>	27	36	30	30	36	52	30	0	37	22	33	0	37	48	30	48	39	30
Negative	<b>29</b>	26	40	28	29	31	21	50	0	38	0	0	0	16	9	20	0	18	29
Don't know	<b>8</b>	7	6	7	9	11	3	0	0	7	22	32	0	18	0	18	0	0	23

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	EU Ref Vote				Vote in 2015				Party ID				Gender		Age			Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Results</b>	<b>1690</b>	<b>664</b>	<b>722</b>	<b>260</b>	<b>477</b>	<b>395</b>	<b>101</b>	<b>163</b>	<b>421</b>	<b>443</b>	<b>100</b>	<b>122</b>	<b>818</b>	<b>872</b>	<b>444</b>	<b>611</b>	<b>635</b>	<b>963</b>	<b>727</b>	<b>203</b>	<b>561</b>	<b>363</b>	<b>407</b>	<b>155</b>
<b>Unweighted Sample</b>	<b>1690</b>	<b>805</b>	<b>688</b>	<b>170</b>	<b>470</b>	<b>445</b>	<b>104</b>	<b>168</b>	<b>427</b>	<b>468</b>	<b>112</b>	<b>119</b>	<b>747</b>	<b>943</b>	<b>443</b>	<b>611</b>	<b>636</b>	<b>1039</b>	<b>651</b>	<b>176</b>	<b>598</b>	<b>360</b>	<b>413</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about immigration...

Which ONE of the following would you say is closest to your view?

Immigration is enriching and adding to the traditional culture of my country	<b>26</b>	48	8	24	15	40	33	3	15	37	42	2	28	24	41	28	15	34	16	37	25	23	23	34
Immigration is eroding the traditional culture of my country	<b>52</b>	28	77	41	71	36	41	89	69	39	36	87	51	52	28	48	71	46	59	43	57	56	48	41
Immigration has little effect on the traditional culture of my country	<b>12</b>	15	8	16	8	14	18	4	10	13	16	7	12	12	15	13	8	12	11	7	11	12	16	12
Don't know	<b>10</b>	9	7	19	6	10	8	4	6	11	6	4	9	12	16	12	5	8	13	13	7	9	14	12

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Globalisation has mostly benefited the wealthy rather than ordinary citizens

Strongly agree	<b>21</b>	18	26	15	13	25	17	33	13	28	20	36	27	15	15	23	22	19	23	18	20	25	21	16
Somewhat agree	<b>34</b>	37	34	27	37	36	43	31	38	33	35	27	36	32	34	29	38	37	30	35	34	32	35	31
<b>TOTAL AGREE</b>	<b>55</b>	<b>55</b>	<b>60</b>	<b>42</b>	<b>50</b>	<b>61</b>	<b>60</b>	<b>64</b>	<b>51</b>	<b>61</b>	<b>55</b>	<b>63</b>	<b>63</b>	<b>47</b>	<b>49</b>	<b>52</b>	<b>60</b>	<b>56</b>	<b>53</b>	<b>53</b>	<b>54</b>	<b>57</b>	<b>56</b>	<b>47</b>
Neither agree nor disagree	<b>22</b>	21	21	29	25	19	17	19	22	20	26	17	19	25	22	24	21	21	24	24	21	21	23	28
Somewhat disagree	<b>7</b>	10	5	8	9	7	10	3	12	4	10	3	8	7	10	7	6	9	5	8	9	6	5	8
Strongly disagree	<b>3</b>	4	2	3	3	2	3	3	3	2	5	4	4	2	4	2	3	4	2	3	3	2	2	7
<b>TOTAL DISAGREE</b>	<b>10</b>	<b>14</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>6</b>	<b>15</b>	<b>6</b>	<b>15</b>	<b>7</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>13</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>15</b>
Don't know	<b>13</b>	10	12	19	11	11	10	11	12	13	4	13	6	19	15	14	11	10	16	12	13	13	13	11

A country is stronger when its people have a shared and common culture

Strongly agree	<b>21</b>	14	32	15	28	20	13	36	26	21	16	41	25	18	16	19	27	20	24	24	19	24	22	17
Somewhat agree	<b>35</b>	38	34	35	39	30	48	27	41	29	44	27	36	34	35	38	33	39	31	36	37	34	35	35
<b>TOTAL AGREE</b>	<b>56</b>	<b>52</b>	<b>66</b>	<b>50</b>	<b>67</b>	<b>50</b>	<b>61</b>	<b>63</b>	<b>67</b>	<b>50</b>	<b>60</b>	<b>68</b>	<b>61</b>	<b>52</b>	<b>51</b>	<b>57</b>	<b>60</b>	<b>59</b>	<b>55</b>	<b>60</b>	<b>56</b>	<b>58</b>	<b>57</b>	<b>52</b>
Neither agree nor disagree	<b>24</b>	27	19	26	19	29	22	17	19	28	25	12	21	26	24	26	21	23	25	23	23	24	22	31
Somewhat disagree	<b>9</b>	11	6	10	7	11	11	7	7	9	11	7	8	9	11	7	9	9	8	7	9	7	10	8
Strongly disagree	<b>4</b>	5	5	2	3	6	2	8	3	4	4	9	5	4	5	3	5	4	5	4	6	3	4	5
<b>TOTAL DISAGREE</b>	<b>13</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>17</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>13</b>	<b>13</b>	<b>16</b>	<b>10</b>	<b>14</b>	<b>13</b>	<b>13</b>	<b>11</b>	<b>15</b>	<b>10</b>	<b>14</b>	<b>13</b>
Don't know	<b>6</b>	5	4	12	5	6	4	5	4	7	1	5	4	9	9	7	4	5	8	7	6	7	7	4

Multiculturalism is a negative result of globalisation

Strongly agree	<b>10</b>	1	19	7	14	4	4	26	13	6	3	32	13	6	4	7	16	7	13	8	9	11	10	7
Somewhat agree	<b>18</b>	11	27	15	25	14	15	27	25	14	14	26	20	17	11	19	23	17	20	16	20	17	19	14
<b>TOTAL AGREE</b>	<b>28</b>	<b>12</b>	<b>46</b>	<b>22</b>	<b>39</b>	<b>18</b>	<b>19</b>	<b>53</b>	<b>38</b>	<b>20</b>	<b>17</b>	<b>58</b>	<b>33</b>	<b>23</b>	<b>15</b>	<b>26</b>	<b>39</b>	<b>24</b>	<b>33</b>	<b>24</b>	<b>29</b>	<b>28</b>	<b>29</b>	<b>21</b>
Neither agree nor disagree	<b>26</b>	23	28	29	28	23	25	26	30	21	26	19	24	28	22	27	28	24	29	27	23	30	27	25
Somewhat disagree	<b>17</b>	23	12	16	15	20	26	8	16	20	20	7	17	16	21	17	14	20	13	19	18	16	14	21
Strongly disagree	<b>17</b>	33	4	16	7	29	18	2	6	26	31	3	17	17	31	17	7	23	10	21	18	14	16	20
<b>TOTAL DISAGREE</b>	<b>34</b>	<b>56</b>	<b>16</b>	<b>32</b>	<b>22</b>	<b>49</b>	<b>44</b>	<b>10</b>	<b>22</b>	<b>46</b>	<b>51</b>	<b>10</b>	<b>34</b>	<b>33</b>	<b>52</b>	<b>34</b>	<b>21</b>	<b>43</b>	<b>23</b>	<b>40</b>	<b>36</b>	<b>30</b>	<b>30</b>	<b>41</b>
Don't know	<b>12</b>	10	11	17	10	10	11	11	11	12	6	13	8	16	12	13	12	9	16	9	12	12	13	12

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	Highest Education Level						Marital Status					Work Status						
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<b>Weighted Results</b>	<b>1690</b>	139	191	272	438	566	770	232	152	58	478	700	252	952	105	390	70	173
<b>Unweighted Sample</b>	<b>1690</b>	119	190	304	461	542	777	224	150	58	481	695	271	966	111	377	68	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about immigration...

Which ONE of the following would you say is closest to your view?

Immigration is enriching and adding to the traditional culture of my country	<b>26</b>	8	11	30	48	18	19	33	22	14	37	32	23	30	41	14	27	24
Immigration is eroding the traditional culture of my country	<b>52</b>	69	69	47	31	61	60	46	66	72	33	45	53	47	21	72	41	51
Immigration has little effect on the traditional culture of my country	<b>12</b>	11	10	14	14	9	11	10	5	8	17	13	12	13	15	7	25	10
Don't know	<b>10</b>	12	10	9	7	11	10	11	7	5	12	9	12	10	23	6	6	15

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Globalisation has mostly benefited the wealthy rather than ordinary citizens

Strongly agree	<b>21</b>	21	24	19	19	22	20	25	25	19	19	21	20	21	12	21	33	20
Somewhat agree	<b>34</b>	26	30	37	38	34	36	29	36	38	32	33	34	33	35	38	25	32
<b>TOTAL AGREE</b>	<b>55</b>	<b>47</b>	<b>54</b>	<b>56</b>	<b>57</b>	<b>56</b>	<b>56</b>	<b>54</b>	<b>61</b>	<b>57</b>	<b>51</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>47</b>	<b>59</b>	<b>58</b>	<b>52</b>
Neither agree nor disagree	<b>22</b>	29	24	20	18	24	22	26	16	25	24	23	22	23	23	20	25	24
Somewhat disagree	<b>7</b>	3	6	8	11	6	8	5	5	1	9	8	8	8	14	4	11	4
Strongly disagree	<b>3</b>	1	1	4	5	2	2	3	3	4	3	4	1	3	2	3	0	2
<b>TOTAL DISAGREE</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>12</b>	<b>16</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>16</b>	<b>7</b>	<b>11</b>	<b>6</b>
Don't know	<b>13</b>	20	15	12	9	12	12	12	15	13	14	11	16	13	15	13	6	17

A country is stronger when its people have a shared and common culture

Strongly agree	<b>21</b>	23	26	19	22	22	25	15	22	28	18	18	22	19	16	28	21	21
Somewhat agree	<b>35</b>	21	36	41	36	37	36	34	28	40	36	37	35	36	36	33	28	38
<b>TOTAL AGREE</b>	<b>56</b>	<b>44</b>	<b>62</b>	<b>60</b>	<b>58</b>	<b>59</b>	<b>61</b>	<b>49</b>	<b>50</b>	<b>68</b>	<b>54</b>	<b>55</b>	<b>57</b>	<b>55</b>	<b>52</b>	<b>61</b>	<b>49</b>	<b>59</b>
Neither agree nor disagree	<b>24</b>	28	20	18	24	25	21	33	28	19	23	25	26	25	22	20	34	20
Somewhat disagree	<b>9</b>	12	8	9	10	8	9	8	6	2	10	9	6	8	8	9	12	9
Strongly disagree	<b>4</b>	2	4	4	5	4	4	4	7	5	5	5	4	4	6	5	2	3
<b>TOTAL DISAGREE</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>15</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>12</b>
Don't know	<b>6</b>	14	7	9	3	4	6	5	9	5	7	6	8	6	12	5	3	9

Multiculturalism is a negative result of globalisation

Strongly agree	<b>10</b>	13	11	8	6	12	10	6	15	11	8	8	9	8	6	15	9	9
Somewhat agree	<b>18</b>	22	25	18	13	20	22	14	21	22	13	15	17	16	9	25	20	23
<b>TOTAL AGREE</b>	<b>28</b>	<b>35</b>	<b>36</b>	<b>26</b>	<b>19</b>	<b>32</b>	<b>32</b>	<b>20</b>	<b>36</b>	<b>33</b>	<b>21</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>15</b>	<b>40</b>	<b>29</b>	<b>32</b>
Neither agree nor disagree	<b>26</b>	32	28	23	18	30	27	30	25	32	23	26	29	27	18	26	30	24
Somewhat disagree	<b>17</b>	9	11	20	23	16	16	17	13	10	20	18	14	17	21	15	22	16
Strongly disagree	<b>17</b>	2	7	20	34	11	12	23	12	6	26	22	16	21	32	8	14	13
<b>TOTAL DISAGREE</b>	<b>34</b>	<b>11</b>	<b>18</b>	<b>40</b>	<b>57</b>	<b>27</b>	<b>28</b>	<b>40</b>	<b>25</b>	<b>16</b>	<b>46</b>	<b>40</b>	<b>30</b>	<b>38</b>	<b>53</b>	<b>23</b>	<b>36</b>	<b>29</b>
Don't know	<b>12</b>	22	18	10	6	11	12	10	15	19	11	10	14	11	15	12	5	16

Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

	Household Income (£)					Children in Household					Urban / Rural			Social Media sites used			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	None	1	2	3 or more	ALL WITH CHILDREN	Urban	Town and Fringe	Rural	Facebook	LinkedIn	Google+	Twitter
<b>Weighted Results</b>	<b>1690</b>	365	426	216	152	1190	215	143	64	422	1336	153	201	1126	249	189	397
<b>Unweighted Sample</b>	<b>1690</b>	367	429	213	165	1196	218	147	56	421	1335	160	195	1125	259	172	420
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

#### Thinking about immigration...

Which ONE of the following would you say is closest to your view?

Immigration is enriching and adding to the traditional culture of my country	<b>26</b>	20	28	31	40	27	29	20	22	25	27	21	26	29	39	24	38
Immigration is eroding the traditional culture of my country	<b>52</b>	56	51	54	41	53	43	57	50	49	51	56	55	49	45	53	41
Immigration has little effect on the traditional culture of my country	<b>12</b>	11	13	10	15	11	19	10	13	15	12	14	11	12	9	14	11
Don't know	<b>10</b>	12	8	6	4	9	8	12	15	11	11	9	8	10	7	9	11

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Globalisation has mostly benefited the wealthy rather than ordinary citizens

Strongly agree	<b>21</b>	25	22	24	16	21	19	26	27	23	21	19	22	20	20	25	23
Somewhat agree	<b>34</b>	34	36	30	36	35	32	33	37	33	34	32	35	33	35	32	33
<b>TOTAL AGREE</b>	<b>55</b>	<b>59</b>	<b>58</b>	<b>54</b>	<b>52</b>	<b>56</b>	<b>51</b>	<b>59</b>	<b>64</b>	<b>56</b>	<b>55</b>	<b>51</b>	<b>57</b>	<b>53</b>	<b>55</b>	<b>57</b>	<b>56</b>
Neither agree nor disagree	<b>22</b>	23	20	25	20	23	16	19	27	18	21	32	22	23	20	21	21
Somewhat disagree	<b>7</b>	6	6	9	11	7	11	5	6	8	8	6	6	7	13	9	9
Strongly disagree	<b>3</b>	1	3	4	7	3	4	1	0	2	3	3	4	3	6	4	2
<b>TOTAL DISAGREE</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>19</b>	<b>13</b>	<b>11</b>
Don't know	<b>13</b>	11	13	8	11	12	18	16	3	15	14	7	11	14	5	10	12

A country is stronger when its people have a shared and common culture

Strongly agree	<b>21</b>	20	26	18	23	23	21	17	20	20	21	24	22	20	24	23	21
Somewhat agree	<b>35</b>	34	34	42	38	35	38	40	29	37	36	29	34	36	37	38	36
<b>TOTAL AGREE</b>	<b>56</b>	<b>54</b>	<b>60</b>	<b>60</b>	<b>61</b>	<b>58</b>	<b>59</b>	<b>57</b>	<b>49</b>	<b>57</b>	<b>57</b>	<b>53</b>	<b>56</b>	<b>56</b>	<b>61</b>	<b>61</b>	<b>57</b>
Neither agree nor disagree	<b>24</b>	28	20	24	21	24	20	24	34	24	23	26	26	25	20	22	22
Somewhat disagree	<b>9</b>	9	10	7	11	9	8	8	14	9	9	8	7	9	11	11	13
Strongly disagree	<b>4</b>	4	5	5	5	5	2	6	0	3	4	6	5	4	4	3	4
<b>TOTAL DISAGREE</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>10</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>14</b>	<b>17</b>
Don't know	<b>6</b>	5	6	4	2	5	10	5	4	8	6	7	5	6	5	4	5

Multiculturalism is a negative result of globalisation

Strongly agree	<b>10</b>	13	12	5	8	11	6	9	9	7	10	11	8	8	9	12	8
Somewhat agree	<b>18</b>	21	18	15	18	19	14	18	24	17	18	18	18	18	17	18	17
<b>TOTAL AGREE</b>	<b>28</b>	<b>34</b>	<b>30</b>	<b>20</b>	<b>26</b>	<b>30</b>	<b>20</b>	<b>27</b>	<b>33</b>	<b>24</b>	<b>28</b>	<b>29</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>30</b>	<b>25</b>
Neither agree nor disagree	<b>26</b>	29	24	30	18	26	22	28	22	24	25	34	26	26	20	30	22
Somewhat disagree	<b>17</b>	15	18	21	20	17	21	12	26	19	16	19	20	17	22	17	18
Strongly disagree	<b>17</b>	11	18	21	31	16	21	17	14	18	18	12	15	19	27	17	26
<b>TOTAL DISAGREE</b>	<b>34</b>	<b>26</b>	<b>36</b>	<b>42</b>	<b>51</b>	<b>33</b>	<b>42</b>	<b>29</b>	<b>40</b>	<b>37</b>	<b>34</b>	<b>31</b>	<b>35</b>	<b>36</b>	<b>49</b>	<b>34</b>	<b>44</b>
Don't know	<b>12</b>	11	11	8	6	11	16	15	6	14	12	7	13	11	5	6	9

Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

2016

	Religion																		
Total	None	Church of England/ Anglican/ Episcopal	Roman Catholic	Presbyterian/ Church of Scotland	Methodist	Baptist	United Reformed Church	Free Presbyterian	Judaism	Hinduism	Islam	Sikhism	Buddhism	Other	Orthodox Christian	Pentecostal	Evangelical – independent / non- denominational	Prefer not to say	
Weighted Results	1690	809	449	134	35	35	25	3	1	9	7	27	2	12	32	16	8	14	72
Unweighted Sample	1690	833	439	133	32	38	24	3	1	8	7	22	2	14	36	12	7	16	63
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

#### Thinking about immigration...

Which ONE of the following would you say is closest to your view?

Immigration is enriching and adding to the traditional culture of my country	<b>26</b>	33	15	21	36	9	28	20	0	18	57	37	30	50	40	27	52	28	15
Immigration is eroding the traditional culture of my country	<b>52</b>	44	69	54	47	73	70	80	100	75	0	12	70	33	30	42	13	38	40
Immigration has little effect on the traditional culture of my country	<b>12</b>	13	7	10	17	11	2	0	0	0	21	25	0	0	18	17	35	22	17
Don't know	<b>10</b>	9	9	14	0	6	0	0	0	7	22	26	0	18	12	14	0	13	29

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Globalisation has mostly benefited the wealthy rather than ordinary citizens

Strongly agree	<b>21</b>	21	24	18	28	20	16	0	0	14	36	0	0	0	21	34	20	10	13
Somewhat agree	<b>34</b>	36	32	36	16	38	38	30	0	33	0	38	30	41	40	12	32	61	25
<b>TOTAL AGREE</b>	<b>55</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>44</b>	<b>58</b>	<b>54</b>	<b>30</b>	<b>0</b>	<b>47</b>	<b>36</b>	<b>38</b>	<b>30</b>	<b>41</b>	<b>61</b>	<b>46</b>	<b>52</b>	<b>71</b>	<b>38</b>
Neither agree nor disagree	<b>22</b>	19	25	29	35	21	30	0	100	30	37	28	0	0	20	22	34	11	27
Somewhat disagree	<b>7</b>	8	6	4	6	13	3	0	0	0	13	16	0	22	3	22	13	14	3
Strongly disagree	<b>3</b>	3	1	5	3	0	13	20	0	23	0	0	70	0	0	5	0	0	3
<b>TOTAL DISAGREE</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>13</b>	<b>16</b>	<b>20</b>	<b>0</b>	<b>23</b>	<b>13</b>	<b>16</b>	<b>70</b>	<b>22</b>	<b>3</b>	<b>27</b>	<b>13</b>	<b>14</b>	<b>6</b>
Don't know	<b>13</b>	13	13	8	12	8	0	50	0	0	14	18	0	37	16	5	0	4	29

A country is stronger when its people have a shared and common culture

Strongly agree	<b>21</b>	21	23	17	25	40	16	30	0	44	15	0	0	20	19	35	54	16	12
Somewhat agree	<b>35</b>	35	36	38	30	35	59	20	100	36	14	41	0	35	47	38	46	54	21
<b>TOTAL AGREE</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>55</b>	<b>55</b>	<b>75</b>	<b>75</b>	<b>50</b>	<b>100</b>	<b>80</b>	<b>29</b>	<b>41</b>	<b>0</b>	<b>55</b>	<b>66</b>	<b>73</b>	<b>100</b>	<b>70</b>	<b>33</b>
Neither agree nor disagree	<b>24</b>	23	23	28	38	11	22	0	0	11	22	25	30	24	23	13	0	18	32
Somewhat disagree	<b>9</b>	11	6	8	2	10	3	0	0	0	13	20	0	3	8	14	0	4	6
Strongly disagree	<b>4</b>	4	5	7	0	0	0	50	0	8	22	0	0	0	3	0	0	8	2
<b>TOTAL DISAGREE</b>	<b>13</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>2</b>	<b>10</b>	<b>3</b>	<b>50</b>	<b>0</b>	<b>8</b>	<b>35</b>	<b>20</b>	<b>0</b>	<b>3</b>	<b>11</b>	<b>14</b>	<b>0</b>	<b>12</b>	<b>8</b>
Don't know	<b>6</b>	6	6	2	5	4	0	0	0	0	14	14	70	18	0	0	0	0	26

Multiculturalism is a negative result of globalisation

Strongly agree	<b>10</b>	8	13	6	15	11	8	0	0	23	0	0	0	0	4	14	20	15	12
Somewhat agree	<b>18</b>	16	22	21	16	27	24	0	100	33	30	11	0	32	22	14	0	21	11
<b>TOTAL AGREE</b>	<b>28</b>	<b>24</b>	<b>35</b>	<b>27</b>	<b>31</b>	<b>38</b>	<b>32</b>	<b>0</b>	<b>100</b>	<b>56</b>	<b>30</b>	<b>11</b>	<b>0</b>	<b>32</b>	<b>26</b>	<b>28</b>	<b>20</b>	<b>36</b>	<b>23</b>
Neither agree nor disagree	<b>26</b>	22	33	31	12	28	35	0	0	12	35	23	70	7	16	32	35	31	28
Somewhat disagree	<b>17</b>	19	12	15	24	25	11	30	0	0	0	37	0	28	20	29	0	28	17
Strongly disagree	<b>17</b>	24	9	14	15	6	19	20	0	24	22	15	30	16	29	11	32	5	7
<b>TOTAL DISAGREE</b>	<b>34</b>	<b>43</b>	<b>21</b>	<b>29</b>	<b>39</b>	<b>31</b>	<b>30</b>	<b>50</b>	<b>0</b>	<b>24</b>	<b>22</b>	<b>52</b>	<b>30</b>	<b>44</b>	<b>49</b>	<b>40</b>	<b>32</b>	<b>33</b>	<b>24</b>
Don't know	<b>12</b>	12	12	12	19	4	3	50	0	7	14	14	0	18	9	0	13	0	25



Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

2016

	EU Ref Vote				Vote in 2015				Party ID				Gender		Age			Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Results	1690	664	722	260	477	395	101	163	421	443	100	122	818	872	444	611	635	963	727	203	561	363	407	155
Unweighted Sample	1690	805	688	170	470	445	104	168	427	468	112	119	747	943	443	611	636	1039	651	176	598	360	413	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	7	19	11	18	11	6	18	18	12	6	24	14	11	6	10	20	10	17	12	15	11	14	7
Britain is better than most other countries	32	29	37	25	40	26	38	34	41	28	28	32	35	29	30	30	34	35	28	33	36	32	28	23
Britain is as good as most other countries	39	48	32	39	32	45	44	33	32	42	52	31	37	42	40	40	38	41	37	40	36	42	38	46
Britain is not as good as most other countries	8	10	6	12	6	8	6	8	5	8	11	4	8	8	10	11	4	8	8	6	7	7	9	16
Britain is the worst country in the world	1	1	1	2	1	1	1	1	1	1	0	2	1	1	3	1	1	2	1	1	1	2	1	3
Don't know	7	5	5	11	2	8	5	5	3	9	3	7	5	9	11	8	2	5	9	8	5	6	10	5

If you had the opportunity to move to any country of your choice, would you take it?

Please select the option that best applies.

Yes, definitely	15	17	13	18	10	14	12	18	9	15	18	22	19	12	21	18	9	15	15	20	14	14	14	22
Yes, probably	30	32	28	32	29	32	28	26	28	30	34	21	32	29	33	34	24	31	29	28	29	33	30	29
<b>TOTAL YES</b>	<b>45</b>	<b>49</b>	<b>41</b>	<b>50</b>	<b>39</b>	<b>46</b>	<b>40</b>	<b>44</b>	<b>37</b>	<b>45</b>	<b>52</b>	<b>43</b>	<b>51</b>	<b>41</b>	<b>54</b>	<b>52</b>	<b>33</b>	<b>46</b>	<b>44</b>	<b>48</b>	<b>43</b>	<b>47</b>	<b>44</b>	<b>51</b>
No, probably not	27	26	29	26	32	25	28	31	34	26	24	28	26	28	23	24	33	27	27	20	27	27	28	32
No, definitely not	15	13	19	10	20	16	19	16	20	15	12	20	13	17	6	11	26	13	17	12	19	16	14	7
<b>TOTAL NO</b>	<b>42</b>	<b>39</b>	<b>48</b>	<b>36</b>	<b>52</b>	<b>41</b>	<b>47</b>	<b>47</b>	<b>54</b>	<b>41</b>	<b>36</b>	<b>48</b>	<b>39</b>	<b>45</b>	<b>29</b>	<b>35</b>	<b>59</b>	<b>40</b>	<b>44</b>	<b>32</b>	<b>46</b>	<b>43</b>	<b>42</b>	<b>39</b>
Don't know	12	11	12	14	10	13	13	10	9	13	13	9	10	14	17	13	9	13	12	20	11	9	14	10

Who would you rather was president of the USA?

Donald Trump	11	2	20	11	14	6	4	35	13	7	3	43	17	6	8	10	15	9	14	9	12	11	12	11
Hillary Clinton	65	86	53	51	67	79	82	36	66	77	88	29	62	69	67	67	62	71	58	71	65	63	61	71
Don't know	23	12	27	38	19	15	14	29	21	16	9	29	22	25	25	23	23	20	28	20	22	26	27	18

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	2	2	0	2	2	1	1	2	2	2	1	2	1	2	1	2	2	1	0	1	2	2	3
No change	29	24	34	32	38	24	25	28	36	25	25	26	31	28	28	33	26	29	30	27	30	31	25	32
Worse	62	68	60	51	57	66	71	67	57	65	70	70	62	61	58	56	69	64	59	62	64	59	62	57
Don't know	8	6	4	16	3	8	4	4	4	8	3	3	6	10	12	10	3	6	10	10	5	7	11	8

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Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

	Highest Education Level						Marital Status					Work Status						
	Total	None	GCSE	A level	Degree	Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never married	Full Time	Part Time	ALL WORKING	Full time student	Retired	Unemployed	Not working/ Other
<b>Weighted Results</b>	<b>1690</b>	139	191	272	438	566	770	232	152	58	478	700	252	952	105	390	70	173
<b>Unweighted Sample</b>	<b>1690</b>	119	190	304	461	542	777	224	150	58	481	695	271	966	111	377	68	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	16	14	10	10	15	15	4	23	23	9	10	9	9	8	23	9	13
Britain is better than most other countries	32	38	38	34	29	30	33	28	27	38	33	31	26	30	34	39	30	25
Britain is as good as most other countries	39	30	32	42	44	40	40	46	37	35	37	40	44	41	42	33	48	37
Britain is not as good as most other countries	8	4	8	8	10	9	6	13	6	4	11	12	9	11	4	3	3	9
Britain is the worst country in the world	1	0	1	1	0	1	2	2	1	0	1	2	1	2	2	0	0	2
Don't know	7	12	7	5	6	4	5	7	7	0	9	6	11	7	9	2	9	14

If you had the opportunity to move to any country of your choice, would you take it?

Please select the option that best applies.

Yes, definitely	15	10	10	17	17	15	13	24	12	3	17	20	14	19	20	6	13	15
Yes, probably	30	25	34	35	32	28	27	36	28	21	34	32	31	32	38	23	50	25
<b>TOTAL YES</b>	<b>45</b>	<b>35</b>	<b>44</b>	<b>52</b>	<b>49</b>	<b>43</b>	<b>40</b>	<b>60</b>	<b>40</b>	<b>24</b>	<b>51</b>	<b>52</b>	<b>45</b>	<b>51</b>	<b>58</b>	<b>29</b>	<b>63</b>	<b>40</b>
No, probably not	27	21	26	26	30	28	32	21	24	23	23	26	24	26	20	34	14	29
No, definitely not	15	26	20	11	9	18	17	7	23	42	10	9	17	11	5	30	15	12
<b>TOTAL NO</b>	<b>42</b>	<b>47</b>	<b>46</b>	<b>37</b>	<b>39</b>	<b>46</b>	<b>49</b>	<b>28</b>	<b>47</b>	<b>65</b>	<b>33</b>	<b>35</b>	<b>41</b>	<b>37</b>	<b>25</b>	<b>64</b>	<b>29</b>	<b>41</b>
Don't know	12	19	11	12	12	11	11	12	13	11	16	13	14	13	16	8	10	19

Who would you rather was president of the USA?

Donald Trump	11	15	11	11	9	13	13	10	10	3	11	10	9	10	16	14	11	12
Hillary Clinton	65	51	61	69	78	62	62	72	70	70	64	69	61	67	59	62	68	63
Don't know	23	34	28	20	13	25	25	19	20	27	24	20	31	23	25	24	21	25

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	1	3	3	2	1	2	2	1	0	2	2	2	2	2	2	1	1
No change	29	30	35	25	28	29	31	30	31	19	27	33	27	31	22	26	33	26
Worse	62	58	56	66	64	62	60	61	61	78	62	58	60	59	62	70	59	59
Don't know	8	11	6	6	6	8	7	7	7	3	10	7	11	8	15	2	7	14

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Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

	Household Income (£)					Children in Household					Urban / Rural			Social Media sites used			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	None	1	2	3 or more	ALL WITH CHILDREN	Urban	Town and Fringe	Rural	Facebook	LinkedIn	Google+	Twitter
<b>Weighted Results</b>	<b>1690</b>	365	426	216	152	1190	215	143	64	422	1336	153	201	1126	249	189	397
<b>Unweighted Sample</b>	<b>1690</b>	367	429	213	165	1196	218	147	56	421	1335	160	195	1125	259	172	420
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	18	12	9	9	14	10	8	12	10	13	13	13	12	9	15	9
Britain is better than most other countries	32	30	36	25	32	32	31	30	25	30	32	34	26	31	33	33	29
Britain is as good as most other countries	39	35	37	47	47	39	39	43	38	40	39	38	44	41	41	41	42
Britain is not as good as most other countries	8	9	8	14	7	8	12	6	13	10	8	9	11	8	10	6	11
Britain is the worst country in the world	1	1	2	1	1	1	1	2	7	2	1	2	0	1	2	0	1
Don't know	7	7	4	4	4	6	6	12	6	8	7	4	5	7	6	3	8

If you had the opportunity to move to any country of your choice, would you take it?

Please select the option that best applies.

Yes, definitely	15	13	15	16	18	15	18	13	21	16	15	18	14	16	25	19	21
Yes, probably	30	27	29	29	33	27	38	34	33	36	30	29	35	32	31	33	32
<b>TOTAL YES</b>	<b>45</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>51</b>	<b>42</b>	<b>56</b>	<b>47</b>	<b>54</b>	<b>52</b>	<b>45</b>	<b>47</b>	<b>49</b>	<b>48</b>	<b>56</b>	<b>52</b>	<b>53</b>
No, probably not	27	25	29	33	23	28	28	24	23	26	28	24	26	26	23	24	23
No, definitely not	15	24	16	10	12	18	6	10	9	8	15	18	14	14	10	19	10
<b>TOTAL NO</b>	<b>42</b>	<b>49</b>	<b>45</b>	<b>43</b>	<b>35</b>	<b>46</b>	<b>34</b>	<b>34</b>	<b>32</b>	<b>34</b>	<b>43</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>33</b>	<b>43</b>	<b>33</b>
Don't know	12	11	11	12	13	12	10	20	14	14	13	10	10	13	12	5	13

Who would you rather was president of the USA?

Donald Trump	11	13	15	9	6	12	8	11	13	10	10	16	15	10	12	13	12
Hillary Clinton	65	59	64	76	83	66	68	63	54	64	65	63	66	68	72	66	72
Don't know	23	27	20	14	11	22	24	26	33	26	24	22	19	22	15	20	16

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	2	3	1	0	2	0	4	0	1	2	2	2	1	1	1	2
No change	29	28	29	34	26	28	36	27	29	32	29	29	31	30	29	34	28
Worse	62	62	65	56	70	64	58	52	59	56	61	65	62	62	66	63	63
Don't know	8	9	3	9	3	6	6	17	12	11	9	4	4	7	3	3	7

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Sample Size: 1690 GB Adults  
Fieldwork: 3rd - 4th October 2016

2016

	Religion																		
Total	None	Church of England/ Anglican/ Episcopal	Roman Catholic	Presbyterian/ Church of Scotland	Methodist	Baptist	United Reformed Church	Free Presbyterian	Judaism	Hinduism	Islam	Sikhism	Buddhism	Other	Orthodox Christian	Pentecostal	Evangelical – independent / non- denominational	Prefer not to say	
Weighted Results	1690	809	449	134	35	35	25	3	1	9	7	27	2	12	32	16	8	14	72
Unweighted Sample	1690	833	439	133	32	38	24	3	1	8	7	22	2	14	36	12	7	16	63
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	10	18	18	14	6	4	50	0	23	0	6	0	15	10	14	0	0	14
Britain is better than most other countries	32	29	34	31	32	48	40	30	0	56	55	57	30	25	35	48	33	33	16
Britain is as good as most other countries	39	44	36	36	35	39	53	20	100	0	8	13	0	37	45	22	53	53	29
Britain is not as good as most other countries	8	10	5	9	11	0	2	0	0	20	15	2	70	5	7	5	0	11	16
Britain is the worst country in the world	1	1	0	0	5	7	0	0	0	0	0	9	0	0	2	11	0	0	4
Don't know	7	7	6	4	2	0	0	0	0	0	22	13	0	18	0	0	13	4	22

If you had the opportunity to move to any country of your choice, would you take it?

Please select the option that best applies.

Yes, definitely	15	17	11	13	25	9	3	0	0	30	37	0	0	28	16	30	32	5	22
Yes, probably	30	32	29	27	30	30	24	20	0	28	14	29	100	23	36	22	25	28	28
<b>TOTAL YES</b>	<b>45</b>	<b>49</b>	<b>40</b>	<b>40</b>	<b>55</b>	<b>39</b>	<b>27</b>	<b>20</b>	<b>0</b>	<b>58</b>	<b>51</b>	<b>29</b>	<b>100</b>	<b>51</b>	<b>52</b>	<b>52</b>	<b>57</b>	<b>33</b>	<b>50</b>
No, probably not	27	27	27	30	24	33	53	80	100	34	13	22	0	25	26	33	13	39	14
No, definitely not	15	11	23	21	13	17	16	0	0	0	14	14	0	6	20	14	22	7	11
<b>TOTAL NO</b>	<b>42</b>	<b>38</b>	<b>50</b>	<b>51</b>	<b>37</b>	<b>50</b>	<b>69</b>	<b>80</b>	<b>100</b>	<b>34</b>	<b>27</b>	<b>36</b>	<b>0</b>	<b>31</b>	<b>46</b>	<b>47</b>	<b>35</b>	<b>46</b>	<b>25</b>
Don't know	12	13	11	10	8	10	4	0	0	7	22	35	0	18	3	0	8	22	25

Who would you rather was president of the USA?

Donald Trump	11	10	13	16	5	20	15	0	100	25	0	0	0	0	21	22	0	16	6
Hillary Clinton	65	70	63	62	69	57	54	50	0	57	70	40	100	76	62	53	100	71	46
Don't know	23	20	24	22	26	23	32	50	0	18	30	60	0	24	17	25	0	13	48

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	1	2	3	2	5	0	0	0	0	13	0	0	0	0	0	13	0	0
No change	29	30	30	25	21	39	14	30	0	45	14	37	70	17	37	28	11	42	13
Worse	62	61	62	67	62	56	83	20	100	55	51	40	30	54	59	58	75	58	61
Don't know	8	7	6	4	15	0	3	50	0	0	22	23	0	29	5	14	0	0	25

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