

## YouGov Survey Results

Sample Size: 1693 GB Adults  
Fieldwork: 28th - 29th June 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1693</b>	<b>581</b>	<b>555</b>	<b>103</b>	<b>665</b>	<b>723</b>	<b>819</b>	<b>874</b>	<b>190</b>	<b>714</b>	<b>401</b>	<b>388</b>	<b>965</b>	<b>728</b>	<b>227</b>	<b>549</b>	<b>362</b>	<b>408</b>	<b>147</b>
<b>Unweighted Sample</b>	<b>1693</b>	<b>592</b>	<b>543</b>	<b>104</b>	<b>736</b>	<b>707</b>	<b>734</b>	<b>959</b>	<b>172</b>	<b>675</b>	<b>409</b>	<b>437</b>	<b>1023</b>	<b>670</b>	<b>182</b>	<b>584</b>	<b>366</b>	<b>420</b>	<b>141</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you say you are proud of each of the following British institutions?

### NHS

Very proud	62	58	76	64	69	63	63	62	60	59	67	63	60	65	56	63	64	62	65
Fairly proud	25	30	17	29	23	25	25	25	27	23	24	28	28	21	29	24	24	26	21
<b>TOTAL PROUD</b>	<b>87</b>	<b>88</b>	<b>93</b>	<b>93</b>	<b>92</b>	<b>88</b>	<b>88</b>	<b>87</b>	<b>87</b>	<b>82</b>	<b>91</b>	<b>91</b>	<b>88</b>	<b>86</b>	<b>85</b>	<b>87</b>	<b>88</b>	<b>88</b>	<b>86</b>
Not very proud	6	6	4	5	5	6	6	6	6	7	4	7	6	6	8	5	7	6	6
Not proud at all	2	3	1	1	1	2	3	2	1	4	2	1	3	2	1	2	3	3	1
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>7</b>
Don't know	4	3	2	1	3	4	4	5	6	7	3	1	3	6	6	6	2	3	6

### Royal family

Very proud	32	52	22	23	25	43	30	34	26	23	33	50	32	32	26	38	36	28	19
Fairly proud	32	32	33	44	36	31	29	34	35	29	34	32	32	31	41	29	29	34	28
<b>TOTAL PROUD</b>	<b>64</b>	<b>84</b>	<b>55</b>	<b>67</b>	<b>61</b>	<b>74</b>	<b>59</b>	<b>68</b>	<b>61</b>	<b>52</b>	<b>67</b>	<b>82</b>	<b>64</b>	<b>63</b>	<b>67</b>	<b>67</b>	<b>65</b>	<b>62</b>	<b>47</b>
Not very proud	13	7	17	18	16	9	15	11	15	16	11	9	14	12	11	12	16	14	13
Not proud at all	15	5	20	7	18	12	19	12	13	19	16	8	15	16	15	12	13	16	33
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>28</b>	<b>12</b>	<b>37</b>	<b>25</b>	<b>34</b>	<b>21</b>	<b>34</b>	<b>23</b>	<b>28</b>	<b>35</b>	<b>27</b>	<b>17</b>	<b>29</b>	<b>28</b>	<b>26</b>	<b>24</b>	<b>29</b>	<b>30</b>	<b>46</b>
Don't know	8	3	8	8	6	6	7	9	12	12	5	2	7	10	7	9	6	9	8

### Armed forces

Very proud	54	73	47	40	45	70	57	52	43	48	57	69	52	57	43	60	59	54	40
Fairly proud	29	22	31	43	32	23	26	31	35	30	28	24	31	25	34	26	27	29	33
<b>TOTAL PROUD</b>	<b>83</b>	<b>95</b>	<b>78</b>	<b>83</b>	<b>77</b>	<b>93</b>	<b>83</b>	<b>83</b>	<b>78</b>	<b>78</b>	<b>85</b>	<b>93</b>	<b>83</b>	<b>82</b>	<b>77</b>	<b>86</b>	<b>86</b>	<b>83</b>	<b>73</b>
Not very proud	7	1	11	11	11	3	7	6	10	8	6	4	7	7	9	5	6	6	11
Not proud at all	3	1	4	2	5	1	4	3	3	5	3	1	3	4	4	3	3	3	8
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>10</b>	<b>2</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>19</b>
Don't know	7	2	7	4	7	3	6	8	9	9	6	2	7	7	9	7	5	7	8

### BBC

Very proud	18	17	21	30	25	12	21	15	26	15	19	18	20	15	27	18	14	16	15
Fairly proud	42	44	43	49	46	39	40	43	44	41	40	43	44	39	42	40	45	43	36
<b>TOTAL PROUD</b>	<b>60</b>	<b>61</b>	<b>64</b>	<b>79</b>	<b>71</b>	<b>51</b>	<b>61</b>	<b>58</b>	<b>70</b>	<b>56</b>	<b>59</b>	<b>61</b>	<b>64</b>	<b>54</b>	<b>69</b>	<b>58</b>	<b>59</b>	<b>59</b>	<b>51</b>
Not very proud	17	19	13	16	13	23	16	18	10	15	17	23	16	17	12	19	17	16	18
Not proud at all	16	15	14	4	10	20	17	14	7	18	18	14	13	19	9	14	17	17	23
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>33</b>	<b>34</b>	<b>27</b>	<b>20</b>	<b>23</b>	<b>43</b>	<b>33</b>	<b>32</b>	<b>17</b>	<b>33</b>	<b>35</b>	<b>37</b>	<b>29</b>	<b>36</b>	<b>21</b>	<b>33</b>	<b>34</b>	<b>33</b>	<b>41</b>
Don't know	9	5	8	2	6	6	6	11	13	12	6	3	7	11	9	10	7	9	8

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	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1693</b>	581	555	103	665	723	819	874	190	714	401	388	965	728	227	549	362	408	147
<b>Unweighted Sample</b>	<b>1693</b>	592	543	104	736	707	734	959	172	675	409	437	1023	670	182	584	366	420	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Boy Scouts/Girl Guides</b>																			
Very proud	22	29	21	23	21	27	21	24	14	16	25	36	20	26	16	27	25	22	13
Fairly proud	40	45	36	46	40	45	38	43	28	37	44	49	43	37	33	41	42	43	39
<b>TOTAL PROUD</b>	<b>62</b>	<b>74</b>	<b>57</b>	<b>69</b>	<b>61</b>	<b>72</b>	<b>59</b>	<b>67</b>	<b>42</b>	<b>53</b>	<b>69</b>	<b>85</b>	<b>63</b>	<b>63</b>	<b>49</b>	<b>68</b>	<b>67</b>	<b>65</b>	<b>52</b>
Not very proud	12	9	17	8	15	9	14	11	15	15	10	7	14	10	15	10	13	13	13
Not proud at all	6	4	8	2	6	4	8	5	8	8	6	3	6	7	8	5	6	7	10
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>18</b>	<b>13</b>	<b>25</b>	<b>10</b>	<b>21</b>	<b>13</b>	<b>22</b>	<b>16</b>	<b>23</b>	<b>23</b>	<b>16</b>	<b>10</b>	<b>20</b>	<b>17</b>	<b>23</b>	<b>15</b>	<b>19</b>	<b>20</b>	<b>23</b>
Don't know	19	13	18	20	17	14	20	17	35	23	15	6	17	20	28	18	14	16	25
<b>Church of England/Church in Wales/Church of Scotland</b>																			
Very proud	8	10	6	4	6	9	6	9	8	6	7	12	7	9	4	9	10	8	5
Fairly proud	25	33	21	29	24	29	24	27	21	22	28	31	26	25	25	23	28	28	24
<b>TOTAL PROUD</b>	<b>33</b>	<b>43</b>	<b>27</b>	<b>33</b>	<b>30</b>	<b>38</b>	<b>30</b>	<b>36</b>	<b>29</b>	<b>28</b>	<b>35</b>	<b>43</b>	<b>33</b>	<b>34</b>	<b>29</b>	<b>32</b>	<b>38</b>	<b>36</b>	<b>29</b>
Not very proud	24	26	25	31	27	25	24	25	23	22	26	28	27	21	26	25	24	23	26
Not proud at all	26	18	32	23	29	23	29	22	19	30	26	22	25	27	23	25	26	24	34
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>50</b>	<b>44</b>	<b>57</b>	<b>54</b>	<b>56</b>	<b>48</b>	<b>53</b>	<b>47</b>	<b>42</b>	<b>52</b>	<b>52</b>	<b>50</b>	<b>52</b>	<b>48</b>	<b>49</b>	<b>50</b>	<b>50</b>	<b>47</b>	<b>60</b>
Don't know	17	12	16	13	15	14	17	17	29	21	14	7	16	18	23	18	12	18	12
<b>Team GB</b>																			
Very proud	34	39	36	29	34	36	30	37	35	34	35	33	35	33	30	38	39	32	17
Fairly proud	38	40	37	43	38	39	39	37	40	37	36	40	39	36	42	35	35	40	41
<b>TOTAL PROUD</b>	<b>72</b>	<b>79</b>	<b>73</b>	<b>72</b>	<b>72</b>	<b>75</b>	<b>69</b>	<b>74</b>	<b>75</b>	<b>71</b>	<b>71</b>	<b>73</b>	<b>74</b>	<b>69</b>	<b>72</b>	<b>73</b>	<b>74</b>	<b>72</b>	<b>58</b>
Not very proud	10	8	11	10	11	9	12	8	8	10	9	12	9	11	5	10	10	11	17
Not proud at all	6	5	7	4	6	6	8	5	1	7	7	6	6	7	7	6	6	5	10
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>16</b>	<b>13</b>	<b>18</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>20</b>	<b>13</b>	<b>9</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>18</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>27</b>
Don't know	12	8	9	14	11	9	11	13	16	12	12	9	12	12	15	12	9	12	15
<b>House of Commons</b>																			
Very proud	5	8	5	4	7	5	6	4	6	4	6	7	6	5	5	6	5	5	4
Fairly proud	23	34	19	26	22	27	22	24	21	19	24	31	24	23	29	25	24	18	22
<b>TOTAL PROUD</b>	<b>28</b>	<b>42</b>	<b>24</b>	<b>30</b>	<b>29</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>27</b>	<b>23</b>	<b>30</b>	<b>38</b>	<b>30</b>	<b>28</b>	<b>34</b>	<b>31</b>	<b>29</b>	<b>23</b>	<b>26</b>
Not very proud	36	35	39	44	39	36	37	35	39	33	36	40	37	34	36	33	37	42	30
Not proud at all	24	17	26	17	24	24	26	22	13	28	26	20	23	26	15	24	25	23	36
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>60</b>	<b>52</b>	<b>65</b>	<b>61</b>	<b>63</b>	<b>60</b>	<b>63</b>	<b>57</b>	<b>52</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>51</b>	<b>57</b>	<b>62</b>	<b>65</b>	<b>66</b>
Don't know	11	6	11	8	9	8	9	14	21	15	8	3	11	12	14	13	8	12	8

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	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1693</b>	<b>581</b>	<b>555</b>	<b>103</b>	<b>665</b>	<b>723</b>	<b>819</b>	<b>874</b>	<b>190</b>	<b>714</b>	<b>401</b>	<b>388</b>	<b>965</b>	<b>728</b>	<b>227</b>	<b>549</b>	<b>362</b>	<b>408</b>	<b>147</b>
<b>Unweighted Sample</b>	<b>1693</b>	<b>592</b>	<b>543</b>	<b>104</b>	<b>736</b>	<b>707</b>	<b>734</b>	<b>959</b>	<b>172</b>	<b>675</b>	<b>409</b>	<b>437</b>	<b>1023</b>	<b>670</b>	<b>182</b>	<b>584</b>	<b>366</b>	<b>420</b>	<b>141</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>House of Lords</b>																			
Very proud	4	4	5	6	5	3	3	5	6	4	3	3	4	4	8	5	4	2	2
Fairly proud	17	20	16	29	24	13	18	17	19	15	17	21	19	16	22	18	18	16	11
<b>TOTAL PROUD</b>	<b>21</b>	<b>24</b>	<b>21</b>	<b>35</b>	<b>29</b>	<b>16</b>	<b>21</b>	<b>22</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>24</b>	<b>23</b>	<b>20</b>	<b>30</b>	<b>23</b>	<b>22</b>	<b>18</b>	<b>13</b>
Not very proud	31	34	33	43	34	31	32	30	28	32	29	33	35	25	28	30	33	34	27
Not proud at all	34	36	32	13	26	44	38	31	23	32	40	38	31	39	27	33	33	36	51
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>65</b>	<b>70</b>	<b>65</b>	<b>56</b>	<b>60</b>	<b>75</b>	<b>70</b>	<b>61</b>	<b>51</b>	<b>64</b>	<b>69</b>	<b>71</b>	<b>66</b>	<b>64</b>	<b>55</b>	<b>63</b>	<b>66</b>	<b>70</b>	<b>78</b>
Don't know	13	7	15	10	11	9	10	16	24	16	10	4	11	16	15	14	12	12	9
<b>Oxford and Cambridge universities</b>																			
Very proud	19	23	17	21	17	20	19	20	23	17	19	23	20	18	21	22	20	16	14
Fairly proud	38	42	40	43	40	41	36	41	36	36	36	47	39	38	44	37	38	41	29
<b>TOTAL PROUD</b>	<b>57</b>	<b>65</b>	<b>57</b>	<b>64</b>	<b>57</b>	<b>61</b>	<b>55</b>	<b>61</b>	<b>59</b>	<b>53</b>	<b>55</b>	<b>70</b>	<b>59</b>	<b>56</b>	<b>65</b>	<b>59</b>	<b>58</b>	<b>57</b>	<b>43</b>
Not very proud	18	16	19	21	20	19	18	17	17	18	18	18	18	17	13	17	20	17	23
Not proud at all	9	6	11	3	11	8	12	7	4	11	11	6	9	9	6	8	8	9	21
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>27</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>31</b>	<b>27</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>29</b>	<b>29</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>19</b>	<b>25</b>	<b>28</b>	<b>26</b>	<b>44</b>
Don't know	15	13	13	13	12	12	15	16	20	18	16	6	13	18	15	16	15	16	13
<b>Post Office</b>																			
Very proud	15	17	16	9	17	15	14	16	15	13	15	18	15	16	12	16	16	15	15
Fairly proud	47	49	47	55	47	50	48	47	49	42	51	52	48	46	48	48	46	47	43
<b>TOTAL PROUD</b>	<b>62</b>	<b>66</b>	<b>63</b>	<b>64</b>	<b>64</b>	<b>65</b>	<b>62</b>	<b>63</b>	<b>64</b>	<b>55</b>	<b>66</b>	<b>70</b>	<b>63</b>	<b>62</b>	<b>60</b>	<b>64</b>	<b>62</b>	<b>62</b>	<b>58</b>
Not very proud	20	20	19	22	20	19	18	21	18	20	18	22	20	19	19	18	25	18	20
Not proud at all	7	7	8	4	8	7	9	6	3	9	8	6	8	7	8	6	7	9	7
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>27</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>27</b>	<b>21</b>	<b>29</b>	<b>26</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>24</b>	<b>32</b>	<b>27</b>	<b>27</b>
Don't know	11	7	10	10	8	9	11	10	15	16	8	2	9	13	13	12	6	11	15
<b>Police</b>																			
Very proud	33	40	33	29	31	38	31	35	31	29	35	38	32	34	29	35	36	31	25
Fairly proud	43	41	44	51	47	40	42	44	40	44	41	44	45	40	41	42	42	44	46
<b>TOTAL PROUD</b>	<b>76</b>	<b>81</b>	<b>77</b>	<b>80</b>	<b>78</b>	<b>78</b>	<b>73</b>	<b>79</b>	<b>71</b>	<b>73</b>	<b>76</b>	<b>82</b>	<b>77</b>	<b>74</b>	<b>70</b>	<b>77</b>	<b>78</b>	<b>75</b>	<b>71</b>
Not very proud	13	12	13	13	14	13	15	11	14	12	13	14	12	14	14	12	12	15	17
Not proud at all	5	3	5	5	3	5	7	4	5	7	6	3	5	6	6	4	7	4	7
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>18</b>	<b>15</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>22</b>	<b>15</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>17</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>19</b>	<b>24</b>
Don't know	6	5	5	3	5	5	6	6	11	8	5	1	6	6	9	7	3	7	5

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	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1693</b>	581	555	103	665	723	819	874	190	714	401	388	965	728	227	549	362	408	147
<b>Unweighted Sample</b>	<b>1693</b>	592	543	104	736	707	734	959	172	675	409	437	1023	670	182	584	366	420	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Fire brigade</b>																			
Very proud	<b>64</b>	69	69	62	64	70	59	69	56	59	71	69	61	68	60	67	71	59	55
Fairly proud	<b>27</b>	26	24	32	29	24	30	24	30	28	22	28	30	23	30	23	23	32	33
<b>TOTAL PROUD</b>	<b>91</b>	<b>95</b>	<b>93</b>	<b>94</b>	<b>93</b>	<b>94</b>	<b>89</b>	<b>93</b>	<b>86</b>	<b>87</b>	<b>93</b>	<b>97</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>90</b>	<b>94</b>	<b>91</b>	<b>88</b>
Not very proud	<b>2</b>	2	1	3	1	2	3	2	2	2	2	2	2	2	3	2	2	3	2
Not proud at all	<b>1</b>	1	1	2	1	0	2	1	2	2	1	0	2	1	1	2	1	1	3
<b>TOTAL NOT PROUD/ NOT VERY PROUD</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>5</b>
Don't know	<b>5</b>	3	5	1	4	3	6	5	10	8	3	1	5	6	7	6	3	5	7