

YouGov-Cambridge Survey Results

Sample Size: 64303 GB Adults
Fieldwork: 13th April - 20th May 2011

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In which of the following regions do you live?

South East	14	14	14	14	14	15	13	0	0	0	0	61	0	0
London	13	12	13	16	14	9	14	11	0	0	0	100	0	0
North West	12	12	13	12	12	14	12	13	51	0	0	0	0	0
East of England	10	9	10	9	8	11	10	8	0	0	100	0	0	0
West Midlands	9	8	9	10	8	8	9	8	0	54	0	0	0	0
South West	9	8	10	8	9	10	8	10	0	0	0	0	39	0
Scotland	9	9	8	8	9	9	9	9	0	0	0	0	0	100
Yorkshire and the Humber	8	8	9	8	9	8	7	9	33	0	0	0	0	0
East Midlands	7	9	6	6	7	9	7	9	0	45	0	0	0	0
Wales	5	6	4	6	6	4	4	6	0	0	0	0	0	100
North East	4	4	4	3	4	4	4	4	16	0	0	0	0	0
Northern Ireland	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Country?

England	86	85	87	86	85	87	87	85	100	100	100	100	100	0	0
Scotland	9	9	8	8	9	9	9	9	0	0	0	0	0	0	100
Wales	5	6	4	6	6	4	4	6	0	0	0	0	0	100	0

Which of the following best represents how you describe yourself?

[Only asked to those from England= 3637]

Equally English and British	34	30	38	38	35	30	34	34	39	34	31	28	34	0	0
English not British	20	24	17	17	18	25	18	24	19	23	27	17	18	0	0
More English than British	17	17	17	17	15	20	17	17	16	18	16	16	18	0	0
British not English	11	11	12	10	11	12	12	10	10	10	10	12	13	0	0
More British than English	9	10	8	8	10	10	10	8	8	9	8	9	11	0	0
Other	5	6	5	6	8	3	6	5	5	3	4	15	4	100	0
Don't know	3	2	3	5	3	1	2	3	3	3	4	2	2	0	0

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best represents how you describe yourself?

[Only asked to those from Scotland=367]

Equally Scottish and British	31	32	30	39	28	27	32	30	0	0	0	0	0	0	31
More Scottish than British	29	27	32	25	30	31	29	29	0	0	0	0	0	0	29
Scottish not British	22	25	19	24	24	19	20	25	0	0	0	0	0	0	22
British not Scottish	10	8	12	6	12	10	12	7	0	0	0	0	0	0	10
More British than Scottish	5	3	6	2	4	7	3	7	0	0	0	0	0	0	5
Other	3	4	2	3	2	5	4	3	0	0	0	0	0	0	3
Don't know	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

Which of the following best represents how you describe yourself?

[Only asked to those from Wales=212]

Equally Welsh and British	32	33	31	29	37	28	37	27	100	0	0	0	0	32	0
British not Welsh	19	17	20	8	21	30	22	15	0	0	0	0	100	19	0
More Welsh than British	18	15	21	17	18	19	13	22	0	0	0	0	0	18	0
Welsh not British	15	16	14	21	15	4	10	19	0	0	0	0	0	15	0
More British than Welsh	11	12	10	17	3	14	10	12	0	100	0	0	0	10	0
Other	6	7	4	7	5	5	8	4	0	0	0	0	0	6	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Below is a list of phrases that might be used to describe or define Britain and what it means to be British. For each one, please indicate how important you think that word or phrase is in defining 'Britishness'.

British people's right to say what they think

Very important	59	60	59	48	57	72	59	60	59	62	61	60	60	57	51
Fairly important	29	29	30	34	31	23	31	28	29	28	28	27	29	31	37
TOTAL IMPORTANT	88	89	89	82	88	95	90	88	88	90	89	87	89	88	88
Not very important	5	5	5	7	6	2	5	5	5	5	6	6	5	4	5
Not at all important	2	2	2	2	2	1	2	2	2	1	1	2	2	0	2
TOTAL NOT IMPORTANT	7	7	7	9	8	3	7	7	7	6	7	8	7	4	7
Don't know	4	4	5	8	4	2	4	6	5	3	3	5	3	8	5

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The landscape of Britain

Very important	56	49	62	47	54	65	55	56	56	59	56	50	61	44	48
Fairly important	32	36	28	36	33	26	33	29	31	30	31	36	28	37	36
TOTAL IMPORTANT	88	85	90	83	87	91	88	85	87	89	87	86	89	81	84
Not very important	7	9	5	7	7	6	6	7	6	6	9	7	5	6	10
Not at all important	2	2	1	2	2	1	1	2	2	1	0	2	2	4	2
TOTAL NOT IMPORTANT	9	11	6	9	9	7	7	9	8	7	9	9	7	10	12
Don't know	5	4	5	8	4	2	3	6	5	5	3	5	4	9	5

The achievements of Britain's scientists and engineers

Very important	55	55	55	43	53	69	54	57	55	55	54	50	57	55	59
Fairly important	33	33	32	37	35	27	34	31	33	33	37	36	30	31	31
TOTAL IMPORTANT	88	88	87	80	88	96	88	88	88	88	91	86	87	86	90
Not very important	6	6	6	9	6	2	6	5	5	6	6	7	7	5	3
Not at all important	1	2	1	2	2	0	1	2	2	2	1	3	1	0	1
TOTAL NOT IMPORTANT	7	8	7	11	8	2	7	7	7	8	7	10	8	5	4
Don't know	5	4	6	9	4	2	4	6	6	4	3	6	4	8	5

British people's sense of fairness and fair play

Very important	53	52	54	44	52	62	53	54	54	56	56	50	57	44	42
Fairly important	34	36	32	35	36	30	35	32	34	33	32	36	30	39	42
TOTAL IMPORTANT	87	88	86	79	88	92	88	86	88	89	88	86	87	83	84
Not very important	6	7	6	9	6	4	6	7	6	5	8	6	7	7	8
Not at all important	2	2	2	3	2	1	2	2	2	2	2	2	2	3	3
TOTAL NOT IMPORTANT	8	9	8	12	8	5	8	9	8	7	10	8	9	10	11
Don't know	5	4	6	8	4	2	4	6	5	4	3	6	4	8	6

People's politeness and consideration towards one another

Very important	53	49	57	45	50	63	52	53	53	54	55	54	56	46	42
Fairly important	34	37	32	36	37	31	35	33	35	34	35	32	32	35	42
TOTAL IMPORTANT	87	86	89	81	87	94	87	86	88	88	90	86	88	81	84
Not very important	6	8	5	8	8	3	7	5	5	6	5	8	7	10	7
Not at all important	2	2	2	3	2	1	2	2	2	2	2	0	2	0	3
TOTAL NOT IMPORTANT	8	10	7	11	10	4	9	7	7	8	7	8	9	10	10
Don't know	5	4	5	8	4	2	4	6	5	4	2	6	4	9	5

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
British justice															
Very important	49	46	52	36	47	63	50	48	49	50	54	47	51	43	43
Fairly important	35	36	34	41	36	28	36	33	35	34	30	35	35	37	37
TOTAL IMPORTANT	84	82	86	77	83	91	86	81	84	84	84	82	86	80	80
Not very important	9	10	7	11	10	5	8	9	7	9	11	9	8	8	12
Not at all important	3	3	2	3	3	2	3	3	3	3	2	3	2	4	2
TOTAL NOT IMPORTANT	12	13	9	14	13	7	11	12	10	12	13	12	10	12	14
Don't know	5	4	6	9	4	3	4	6	5	4	4	6	4	8	5
Britain's defiance of Nazi Germany in 1940															
Very important	56	59	54	45	53	70	54	59	58	57	61	53	59	52	48
Fairly important	27	26	27	31	29	20	28	24	26	27	25	28	25	26	33
TOTAL IMPORTANT	83	85	81	76	82	90	82	83	84	84	86	81	84	78	81
Not very important	8	7	8	10	8	5	9	6	7	8	5	8	8	10	8
Not at all important	3	3	3	4	4	2	3	3	3	3	3	4	3	2	4
TOTAL NOT IMPORTANT	11	10	11	14	12	7	12	9	10	11	8	12	11	12	12
Don't know	6	5	7	10	5	3	5	7	6	5	6	6	5	9	7
Britain's parliamentary democracy															
Very important	47	48	45	37	42	60	49	43	45	47	49	47	49	44	41
Fairly important	35	33	36	37	39	29	36	34	35	34	33	37	32	36	42
TOTAL IMPORTANT	82	81	81	74	81	89	85	77	80	81	82	84	81	80	83
Not very important	9	11	8	11	11	6	8	11	8	11	12	7	11	8	9
Not at all important	3	3	3	4	4	2	3	4	4	3	1	3	2	4	2
TOTAL NOT IMPORTANT	12	14	11	15	15	8	11	15	12	14	13	10	13	12	11
Don't know	6	5	7	10	5	3	4	8	7	5	5	6	6	9	6
Their tolerance of other people and other people's ideas															
Very important	43	40	45	37	39	51	44	40	43	44	39	45	44	39	35
Fairly important	39	40	39	39	42	37	39	39	39	38	43	39	39	38	44
TOTAL IMPORTANT	82	80	84	76	81	88	83	79	82	82	82	84	83	77	79
Not very important	9	11	7	10	11	7	9	9	8	10	12	6	10	8	11
Not at all important	3	4	3	4	4	2	3	4	5	3	2	3	2	4	4
TOTAL NOT IMPORTANT	12	15	10	14	15	9	12	13	13	13	14	9	12	12	15
Don't know	5	5	6	10	4	3	4	7	6	6	4	6	4	11	5

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Having a strong economy															
Very important	46	44	47	35	41	59	44	48	44	49	43	40	48	44	47
Fairly important	35	37	34	38	38	30	37	33	37	35	38	36	33	32	34
TOTAL IMPORTANT	81	81	81	73	79	89	81	81	81	84	81	76	81	76	81
Not very important	10	10	10	13	11	6	11	9	9	10	13	12	9	12	9
Not at all important	4	5	3	5	4	2	3	4	4	3	2	5	4	3	3
TOTAL NOT IMPORTANT	14	15	13	18	15	8	14	13	13	13	15	17	13	15	12
Don't know	6	4	7	9	5	3	5	6	6	3	4	7	6	9	6
The Royal Navy															
Very important	45	44	46	34	44	57	42	49	47	44	49	38	50	38	40
Fairly important	34	34	34	39	33	30	36	31	34	37	29	35	33	38	35
TOTAL IMPORTANT	79	78	80	73	77	87	78	80	81	81	78	73	83	76	75
Not very important	12	13	11	14	14	8	13	10	10	11	14	15	10	12	13
Not at all important	4	5	3	4	5	2	4	3	4	4	3	5	2	3	5
TOTAL NOT IMPORTANT	16	18	14	18	19	10	17	13	14	15	17	20	12	15	18
Don't know	5	4	6	9	4	2	4	6	5	4	4	6	4	8	6
The fact that Britain has not been conquered since 1066															
Very important	40	37	43	32	36	51	38	42	41	41	38	38	45	35	29
Fairly important	29	29	28	31	28	27	30	26	29	32	31	29	26	28	25
TOTAL IMPORTANT	69	66	71	63	64	78	68	68	70	73	69	67	71	63	54
Not very important	17	19	15	18	20	13	18	17	16	15	19	17	17	19	23
Not at all important	8	10	6	9	10	6	9	7	7	8	7	10	6	8	16
TOTAL NOT IMPORTANT	8	10	6	9	10	6	9	7	7	8	7	10	6	8	16
Don't know	6	4	7	10	5	3	5	7	7	4	5	7	5	10	7

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of phrases that might be used to describe or define Britain and what it means to be British. For each one, please indicate how important you think that word or phrase is in defining 'Britishness'.

British people's stoicism – their ability to 'take it'

Very important	32	29	35	25	29	41	31	33	31	34	34	32	36	25	22
Fairly important	42	44	40	42	42	42	44	39	42	41	44	44	40	42	44
TOTAL IMPORTANT	74	73	75	67	71	83	75	72	73	75	78	76	76	67	66
Not very important	15	16	15	18	17	11	15	16	16	15	14	11	15	20	21
Not at all important	4	5	4	4	5	4	5	3	4	5	3	5	4	5	7
TOTAL NOT IMPORTANT	19	21	19	22	22	15	20	19	20	20	17	16	19	25	28
Don't know	6	6	7	10	6	3	5	8	7	6	4	8	5	8	6

The Monarchy

Very important	43	38	47	39	39	50	42	44	40	45	46	46	48	31	31
Fairly important	31	31	32	33	34	27	33	29	31	33	31	31	30	34	33
TOTAL IMPORTANT	74	69	79	72	73	77	75	73	71	78	77	77	78	65	64
Not very important	12	14	10	12	12	12	12	12	13	8	11	11	12	18	14
Not at all important	9	13	6	8	11	9	9	10	11	9	6	6	8	10	16
TOTAL NOT IMPORTANT	21	27	16	20	23	21	21	22	24	17	17	17	20	28	30
Don't know	5	5	5	8	4	2	4	6	5	4	5	6	3	6	6

The House of Commons

Very important	33	32	34	31	27	41	34	31	31	36	32	35	35	27	25
Fairly important	40	39	41	40	42	39	41	39	40	37	42	39	41	39	46
TOTAL IMPORTANT	73	71	75	71	69	80	75	70	71	73	74	74	76	66	71
Not very important	16	18	14	17	18	12	15	16	16	17	17	14	14	17	17
Not at all important	6	7	5	4	8	5	5	7	7	6	5	3	5	9	7
TOTAL NOT IMPORTANT	22	25	19	21	26	17	20	23	23	23	22	17	19	26	24
Don't know	5	5	6	9	5	3	4	7	6	4	4	9	5	8	6

The Common Law

Very important	31	33	30	25	27	41	31	32	33	33	32	30	35	27	20
Fairly important	42	41	42	44	41	41	43	40	41	42	37	44	41	43	46
TOTAL IMPORTANT	73	74	72	69	68	82	74	72	74	75	69	74	76	70	66
Not very important	15	15	14	16	17	10	14	15	13	16	18	12	15	18	17
Not at all important	4	4	4	3	6	3	4	4	4	5	2	3	3	3	9
TOTAL NOT IMPORTANT	19	19	18	19	23	13	18	19	17	21	20	15	18	21	26
Don't know	8	6	10	12	8	4	8	9	9	5	12	11	7	9	7

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The BBC

Very important	32	33	31	33	29	33	32	31	29	32	31	34	34	29	31
Fairly important	38	36	39	38	37	39	39	37	38	35	39	41	39	35	38
TOTAL IMPORTANT	70	69	70	71	66	72	71	68	67	67	70	75	73	64	69
Not very important	17	17	17	15	19	17	17	16	18	19	20	12	17	21	14
Not at all important	9	10	7	7	11	8	8	10	11	10	7	7	6	9	13
TOTAL NOT IMPORTANT	26	27	24	22	30	25	25	26	29	29	27	19	23	30	27
Don't know	5	4	5	7	5	3	4	6	5	4	3	6	4	7	5

Britain's role in the world today

Very important	26	22	30	29	23	26	23	30	28	29	24	25	25	22	25
Fairly important	43	43	43	43	45	41	46	39	45	41	41	43	43	43	42
TOTAL IMPORTANT	69	65	73	72	68	67	69	69	73	70	65	68	68	65	67
Not very important	19	22	16	16	18	22	20	17	16	20	23	18	20	19	19
Not at all important	7	9	5	4	9	8	6	7	5	7	7	7	7	7	9
TOTAL NOT IMPORTANT	26	31	21	20	27	30	26	24	21	27	30	25	27	26	28
Don't know	5	4	6	8	5	2	4	6	6	4	4	8	4	9	5

Pubs

Very important	29	31	26	35	27	25	28	30	26	30	29	35	33	28	14
Fairly important	40	40	39	38	41	41	42	37	40	39	43	39	39	39	39
TOTAL IMPORTANT	69	71	65	73	68	66	70	67	66	69	72	74	72	67	53
Not very important	20	18	22	16	21	23	21	19	21	22	18	13	19	22	29
Not at all important	7	7	8	5	7	10	7	8	9	7	6	7	6	5	12
TOTAL NOT IMPORTANT	27	25	30	21	28	33	28	27	30	29	24	20	25	27	41
Don't know	4	3	5	7	4	2	3	5	5	2	4	5	4	6	6

**The fact that Britain consists of three countries:
England, Scotland and Wales**

Very important	32	28	36	32	29	35	30	34	32	31	27	34	29	36	39
Fairly important	35	33	36	36	35	33	37	32	34	32	37	32	36	36	39
TOTAL IMPORTANT	67	61	72	68	64	68	67	66	66	63	64	66	65	72	78
Not very important	21	25	17	17	22	23	21	20	20	25	21	21	22	18	11
Not at all important	8	10	6	7	9	7	8	8	9	9	10	6	7	5	6
TOTAL NOT IMPORTANT	29	35	23	24	31	30	29	28	29	34	31	27	29	23	17
Don't know	5	5	6	9	5	2	4	6	5	3	4	7	5	6	5

'God Save the Queen'

Very important	35	29	40	33	32	39	32	38	31	38	39	42	39	22	21
Fairly important	30	29	30	30	31	29	31	28	31	32	31	23	31	29	27
TOTAL IMPORTANT	65	58	70	63	63	68	63	66	62	70	70	65	70	51	48
Not very important	17	20	15	17	18	18	19	15	17	15	15	16	18	20	22
Not at all important	14	17	10	13	16	12	14	13	16	11	11	11	9	21	24
TOTAL NOT IMPORTANT	31	37	25	30	34	30	33	28	33	26	26	27	27	41	46
Don't know	5	5	5	8	5	2	4	6	5	3	4	8	3	8	6

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The fact that Britain has not been divided by civil war since the 17th century

Very important	33	28	37	26	28	44	32	34	34	35	32	32	36	30	19
Fairly important	32	34	31	32	34	31	33	31	32	32	33	33	32	32	33
TOTAL IMPORTANT	65	62	68	58	62	75	65	65	66	67	65	65	68	62	52
Not very important	20	23	18	24	23	14	21	19	19	18	23	19	21	22	23
Not at all important	9	10	7	8	10	8	9	8	9	10	7	8	6	7	18
TOTAL NOT IMPORTANT	29	33	25	32	33	22	30	27	28	28	30	27	27	29	41
Don't know	6	5	7	10	6	3	5	8	6	6	6	8	5	8	7

The battles of Trafalgar and Waterloo

Very important	26	25	26	20	23	33	24	27	24	28	29	30	29	14	12
Fairly important	35	34	36	39	34	33	34	36	35	38	33	33	37	37	28
TOTAL IMPORTANT	61	59	62	59	57	66	58	63	59	66	62	63	66	51	40
Not very important	23	25	22	22	26	22	26	20	24	20	23	20	24	28	29
Not at all important	10	11	8	10	10	9	10	9	10	9	8	9	5	12	24
TOTAL NOT IMPORTANT	33	36	30	32	36	31	36	29	34	29	31	29	29	40	53
Don't know	6	5	8	10	7	3	5	8	7	5	6	9	5	8	7

'Land of Hope and Glory'

Very important	30	26	35	24	28	38	29	33	30	35	34	33	34	15	13
Fairly important	30	30	31	32	28	30	31	29	34	31	31	27	31	30	20
TOTAL IMPORTANT	60	56	66	56	56	68	60	62	64	66	65	60	65	45	33
Not very important	21	24	18	22	23	19	22	21	19	21	21	20	21	29	27
Not at all important	12	16	9	11	15	11	14	10	12	9	9	11	9	18	33
TOTAL NOT IMPORTANT	33	40	27	33	38	30	36	31	31	30	30	31	30	47	60
Don't know	6	5	7	10	6	2	5	8	6	5	5	9	4	9	7

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of phrases that might be used to describe or define Britain and what it means to be British. For each one, please indicate how important you think that word or phrase is in defining 'Britishness'.

William Shakespeare

Very important	32	29	35	32	31	34	32	32	28	37	34	39	35	27	19
Fairly important	41	39	42	43	39	39	43	37	39	39	46	42	43	37	36
TOTAL IMPORTANT	73	68	77	75	70	73	75	69	67	76	80	81	78	64	55
Not very important	16	19	14	13	19	17	16	17	21	14	14	8	14	23	26
Not at all important	6	9	4	5	7	7	5	7	7	5	4	7	4	7	13
TOTAL NOT IMPORTANT	22	28	18	18	26	24	21	24	28	19	18	15	18	30	39
Don't know	5	4	5	7	4	3	4	6	6	4	3	5	4	6	5

Our weather

Very important	26	23	29	28	24	26	24	28	21	26	27	33	29	19	21
Fairly important	41	41	42	41	42	42	43	39	41	41	43	42	42	47	39
TOTAL IMPORTANT	67	64	71	69	66	68	67	67	62	67	70	75	71	66	60
Not very important	22	25	20	19	24	23	23	21	25	25	20	13	21	25	26
Not at all important	7	8	5	6	7	7	6	7	8	6	8	7	5	4	9
TOTAL NOT IMPORTANT	29	33	25	25	31	30	29	28	33	31	28	20	26	29	35
Don't know	4	3	4	7	3	2	3	5	5	2	2	5	3	6	5

Driving on the left

Very important	28	26	31	27	28	30	26	32	28	30	24	31	33	17	20
Fairly important	34	32	36	32	36	34	36	31	34	33	40	31	33	38	33
TOTAL IMPORTANT	62	58	67	59	64	64	62	63	62	63	64	62	66	55	53
Not very important	24	27	21	25	22	25	25	22	23	26	23	23	22	30	27
Not at all important	9	11	7	9	9	9	10	8	9	7	10	9	8	9	15
TOTAL NOT IMPORTANT	33	38	28	34	31	34	35	30	32	33	33	32	30	39	42
Don't know	5	4	5	8	4	2	3	6	6	3	3	6	4	6	5

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Red telephone boxes

Very important	26	21	29	27	24	26	23	29	24	25	23	33	29	19	17
Fairly important	34	31	37	39	34	30	36	32	32	32	41	36	35	36	32
TOTAL IMPORTANT	60	52	66	66	58	56	59	61	56	57	64	69	64	55	49
Not very important	26	30	21	19	26	31	26	25	28	29	26	16	24	29	28
Not at all important	11	14	8	8	13	11	12	9	11	12	7	10	9	10	17
TOTAL NOT IMPORTANT	37	44	29	27	39	42	38	34	39	41	33	26	33	39	45
Don't know	4	4	4	7	3	2	3	5	5	2	3	4	3	6	6
Very important	22	18	26	23	22	22	20	25	20	20	22	36	24	11	16
Fairly important	35	33	38	38	34	34	36	34	34	34	41	33	40	41	25
TOTAL IMPORTANT	57	51	64	61	56	56	56	59	54	54	63	69	64	52	41
Not very important	28	32	24	24	27	33	29	27	32	33	27	17	24	31	36
Not at all important	10	13	7	8	13	9	12	8	10	11	8	10	9	11	17
TOTAL NOT IMPORTANT	38	45	31	32	40	42	41	35	42	44	35	27	33	42	53
Don't know	4	4	5	7	4	2	3	5	5	2	3	4	4	6	6

The fact that Britain once had a great Empire

Very important	24	23	26	27	22	24	22	28	24	25	24	28	26	20	16
Fairly important	32	32	32	34	32	30	32	32	31	30	32	35	33	32	34
TOTAL IMPORTANT	56	55	58	61	54	54	54	60	55	55	56	63	59	52	50
Not very important	24	26	23	18	26	28	26	22	25	26	30	15	25	27	23
Not at all important	14	15	13	11	16	15	15	12	14	14	11	15	11	15	19
TOTAL NOT IMPORTANT	38	41	36	29	42	43	41	34	39	40	41	30	36	42	42
Don't know	6	4	7	10	5	3	5	7	6	5	3	7	5	7	7

Cricket

Very important	21	22	20	19	19	23	20	22	18	27	21	25	24	11	7
Fairly important	35	33	37	36	34	35	37	32	34	37	36	39	37	28	24
TOTAL IMPORTANT	56	55	57	55	53	58	57	54	52	64	57	64	61	39	31
Not very important	24	25	23	23	26	23	24	24	26	22	26	18	23	33	26
Not at all important	16	17	15	14	17	16	16	17	17	11	14	12	13	22	37
TOTAL NOT IMPORTANT	40	42	38	37	43	39	40	41	43	33	40	30	36	55	63
Don't know	5	4	5	8	4	2	4	6	5	3	3	6	4	7	6

The fact that British citizens don't have to carry identity cards

Very important	27	28	27	21	27	33	27	28	30	26	26	27	27	27	25
Fairly important	28	27	28	27	28	28	27	28	26	27	35	29	27	27	24
TOTAL IMPORTANT	55	55	55	48	55	61	54	56	56	53	61	56	54	54	49
Not very important	27	26	27	30	25	25	27	25	25	31	23	26	28	31	23
Not at all important	13	14	12	14	16	11	15	12	12	14	13	12	14	8	20
TOTAL NOT IMPORTANT	40	40	39	44	41	36	42	37	37	45	36	38	42	39	43
Don't know	5	4	6	9	5	3	4	6	7	3	3	6	4	6	7

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Church of England

Very important	20	17	24	16	19	24	19	22	19	26	19	24	22	12	8
Fairly important	32	28	35	31	31	33	33	30	31	33	39	30	34	29	19
TOTAL IMPORTANT	52	45	59	47	50	57	52	52	50	59	58	54	56	41	27
Not very important	26	28	23	27	27	23	26	25	26	23	24	25	24	31	32
Not at all important	17	22	12	18	18	15	18	16	17	14	15	14	15	20	35
TOTAL NOT IMPORTANT	43	50	35	45	45	38	44	41	43	37	39	39	39	51	67
Don't know	5	5	6	8	5	3	5	7	6	4	4	6	5	8	6

The quality of Britain's restaurants

Very important	12	11	14	11	11	15	10	15	12	13	11	8	15	13	11
Fairly important	36	33	38	34	33	40	36	35	35	32	39	39	36	34	34
TOTAL IMPORTANT	48	44	52	45	44	55	46	50	47	45	50	47	51	47	45
Not very important	34	37	30	34	34	33	35	32	31	40	33	31	34	36	32
Not at all important	13	15	11	12	17	10	14	11	14	12	13	15	11	10	16
TOTAL NOT IMPORTANT	47	52	41	46	51	43	49	43	45	52	46	46	45	46	48
Don't know	6	5	7	9	5	3	5	7	7	3	4	7	5	7	7

The motorway network

Very important	14	15	12	12	12	16	11	17	14	14	12	11	15	14	16
Fairly important	30	27	33	26	26	38	30	31	32	33	30	29	30	25	23
TOTAL IMPORTANT	44	42	45	38	38	54	41	48	46	47	42	40	45	39	39
Not very important	35	36	34	37	38	30	37	32	35	37	34	33	33	42	35
Not at all important	16	18	13	15	19	13	17	13	13	12	20	20	16	12	19
TOTAL NOT IMPORTANT	51	54	47	52	57	43	54	45	48	49	54	53	49	54	54
Don't know	6	4	8	9	5	3	5	7	7	4	5	8	5	6	6

Britain's membership of the European Union

Very important	8	8	8	10	7	7	7	9	9	8	5	9	8	8	7
Fairly important	21	19	23	26	17	21	23	19	20	21	24	20	21	25	22
TOTAL IMPORTANT	29	27	31	36	24	28	30	28	29	29	29	29	29	33	29
Not very important	30	30	30	30	33	27	30	29	28	30	26	34	28	36	32
Not at all important	35	39	32	25	37	42	35	36	36	37	39	31	37	24	32
TOTAL NOT IMPORTANT	65	69	62	55	70	69	65	65	64	67	65	65	65	60	64
Don't know	6	5	7	9	6	4	5	7	7	5	6	7	5	6	7

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
Unweighted Sample	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Warm British beer

Very important	8	9	6	8	9	7	7	9	6	9	7	10	9	8	4
Fairly important	20	21	19	24	19	18	21	19	17	23	21	25	23	18	9
TOTAL IMPORTANT	28	30	25	32	28	25	28	28	23	32	28	35	32	26	13
Not very important	37	37	38	37	38	38	39	35	39	38	39	35	36	41	37
Not at all important	28	29	28	22	29	33	28	29	32	24	29	22	26	25	43
TOTAL NOT IMPORTANT	65	66	66	59	67	71	67	64	71	62	68	57	62	66	80
Don't know	6	5	8	9	5	5	6	8	7	5	5	8	6	8	7

The following are often thought of as embodying the British way of life Which of them do you personally take pride in? Please tick all that apply

British people's right to say what they think	65	64	66	53	64	78	66	65	64	67	64	64	69	62	61
British people's sense of fairness and fair play	61	60	62	49	60	73	63	59	59	62	64	59	68	52	53
The Monarchy	50	45	54	41	47	60	50	50	48	51	57	45	55	40	43
British people's tolerance of individuals of all races and faiths	45	43	46	38	43	52	47	41	43	44	46	45	48	39	42
The BBC	43	45	42	41	39	50	47	38	37	40	48	48	49	43	41
The British system of justice	42	42	43	26	40	59	47	37	42	43	46	40	45	33	41
British people's tolerance of all religious faiths	38	37	39	32	37	45	41	34	37	41	39	37	39	32	34
Big Ben	38	32	43	37	35	40	37	38	32	38	48	46	45	29	16
Parliament: the House of Commons and the House of Lords	36	37	35	26	32	49	39	32	32	41	41	35	40	22	32
St. Paul's Cathedral	31	27	35	24	30	39	33	29	23	33	41	41	39	18	14
None of these	10	10	9	14	11	4	9	10	11	13	6	8	6	12	13

	Gender		Age and Gender			Social Grade		Region							
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Split A Unweighted Sample	4216	2049	2167	1319	1439	1458	2403	1813	1037	691	405	540	965	211	367
	4216	2141	2075	1192	1500	1524	2734	1482	941	649	416	510	1097	220	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your view, which two or three of the following do most to serve Britain around the world?

(Please tick up to three)

British armed forces	62	60	63	58	64	63	60	64	64	62	67	52	63	55	63
The BBC radio and TV world services	53	55	51	45	52	61	57	47	50	47	55	59	56	50	56
British culture generally - books, music, films, drama	48	47	48	45	48	50	52	42	47	50	48	54	46	41	44
The intelligence services, such as MI5, SIS (MI6) and the Government Communications Headquarters (GCHQ)	26	25	26	30	24	24	24	28	23	29	30	25	25	31	24
The UK's aid programme/Department for International Development	21	20	22	23	20	22	23	19	20	19	17	23	22	26	26
UK-based multinational companies	15	18	12	12	14	18	17	12	13	16	13	17	17	9	15
British diplomats in its Embassies and High Commissions	14	14	14	12	14	17	14	14	13	17	14	14	16	16	9
None of these	2	2	2	3	2	1	2	3	3	2	1	2	2	6	3
Don't know	6	5	7	10	6	3	5	8	8	6	4	5	6	5	7