

YouGov / Demos Survey Results

Sample Size: 92733 GB Adults
Fieldwork: 5th - 21st May 2010

	Voters						Labour 2005->2010		
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	
Weighted Sample	8270	1077	2041	2624	1835	154	539	1276	878
Unweighted Sample	8335	840	1561	2795	2354	177	608	947	901
	%	%	%	%	%	%	%	%	%

[SPLIT A]

Which of these statements do you most agree with?

"Britain should allow people coming from other countries to live and work here because, on balance, they benefit our economy and society."	11	10	16	3	17	8	7	14	11
"Britain should allow people coming from other countries to live and work here but only grant them access to the benefits of citizenship once they have contributed to our economy and society."	49	40	52	49	57	54	35	54	49
"Britain should limit the number of people coming from other countries to live and work here because, on balance, they damage our economy and society."	34	37	27	44	21	34	54	28	36
None of them	3	5	3	3	3	3	4	2	1
Don't know	3	8	3	1	3	2	1	2	3

Which of these statements do you most agree with?

"Increased international travel, communications and trade bring great benefits to our society and show how we're all citizens of the world. This makes the idea of patriotism towards Britain seem a bit outdated."	12	14	16	4	21	12	7	15	14
"There are some advantages to increased international travel, communication and trade, but the problem is we're losing our sense of identity and pride in Britain. We need to resist this change."	21	21	18	25	14	19	37	20	19
"Increased international travel, communications and trade bring real benefits, and Britain should be engaged with the world. But this shouldn't, come at the expense of pride in Britain and the places we come from."	55	42	52	64	54	59	45	54	56
None of them	5	6	5	3	5	8	6	5	5
Don't know	8	17	9	5	6	2	5	7	7

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	Gender		Age			Social Grade					Region					
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	8270	3992	4278	2012	2591	2541	1960	2427	1076	1366	1198	1022	2702	1825	2004	694
Unweighted Sample	8335	4343	3992	1949	2656	2603	3496	2421	949	593	633	1072	3035	1647	1845	713
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT A]

Which of these statements do you most agree with?

“Britain should allow people coming from other countries to live and work here because, on balance, they benefit our economy and society.”	11	12	9	13	10	6	15	12	6	8	8	13	8	9	11	15
“Britain should allow people coming from other countries to live and work here but only grant them access to the benefits of citizenship once they have contributed to our economy and society.”	49	48	51	50	48	49	55	52	48	46	39	53	49	50	48	48
“Britain should limit the number of people coming from other countries to live and work here because, on balance, they damage our economy and society.”	34	34	34	28	37	41	25	31	41	40	46	27	36	36	35	30
None of them	3	3	3	4	4	2	3	2	2	3	4	3	3	3	3	4
Don't know	3	3	3	6	3	1	3	3	4	3	3	4	3	2	2	3

Which of these statements do you most agree with?

“Increased international travel, communications and trade bring great benefits to our society and show how we're all citizens of the world. This makes the idea of patriotism towards Britain seem a bit outdated.”	12	14	11	15	12	7	16	14	11	8	9	17	11	11	12	16
“There are some advantages to increased international travel, communication and trade, but the problem is we're losing our sense of identity and pride in Britain. We need to resist this change.”	21	20	22	15	22	27	15	18	23	25	32	18	20	23	23	17
“Increased international travel, communications and trade bring real benefits, and Britain should be engaged with the world. But this shouldn't, come at the expense of pride in Britain and the places we come from.”	55	55	54	52	54	57	60	57	54	50	45	52	56	56	54	50
None of them	5	5	4	5	5	4	5	4	4	5	5	6	4	4	4	9
Don't know	8	6	9	13	8	5	4	8	8	11	9	8	9	6	8	9

	Voters						Labour 2005->2010	
Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Which of these statements do you most agree with?

"Greater diversity is a source of strength to our society, and means that British identity continues to evolve – which is a good thing."	24	20	33	12	38	29	11	34	23
"Greater diversity brings benefits to our society, but it's important to maintain a clear sense of British identity."	45	38	43	53	44	50	31	45	51
"Greater diversity is undermining British identity."	22	21	16	30	10	8	49	15	19
None of them	3	5	1	2	3	8	3	1	2
Don't know	6	15	7	4	4	5	6	6	6

Total	Gender		Age			Social Grade					Region				
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Which of these statements do you most agree with?

"Greater diversity is a source of strength to our society, and means that British identity continues to evolve – which is a good thing."	24	24	24	27	23	18	31	26	20	19	18	30	22	22	23	34
"Greater diversity brings benefits to our society, but it's important to maintain a clear sense of British identity."	45	44	46	42	45	50	46	45	46	46	42	41	47	48	46	38
"Greater diversity is undermining British identity."	22	24	20	17	23	28	17	20	26	22	30	19	23	22	24	15
None of them	3	3	3	4	3	2	2	3	2	4	4	4	2	2	3	5
Don't know	6	5	8	10	7	4	3	5	7	10	8	5	7	6	5	8