YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults
Fieldwork: 3rd - 4th August 2010

		Voting intention			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1763	606	521	179	852	911	415	253	610	485	983	742	228	578	375	430	152
Unweighted Sample	1763	551	504	205	837	926	336	264	661	502	1119	606	257	599	345	399	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think things have got better or worse in Britain over the last 60 years?																	
A lot better	**19**	19	27	22	25	15	10	17	26	22	23	15	17	17	18	25	22
A little better	**20**	21	25	25	21	19	24	19	17	22	22	19	21	18	22	21	19
TOTAL BETTER	**39**	**40**	**52**	**47**	**46**	**34**	**34**	**36**	**43**	**44**	**45**	**34**	**38**	**35**	**40**	**46**	**41**
A little worse	**21**	20	20	21	20	21	27	24	19	16	19	22	17	23	22	19	18
A lot worse	**31**	35	21	24	26	36	24	26	32	39	28	35	34	33	31	28	32
TOTAL WORSE	**52**	**55**	**41**	**45**	**46**	**57**	**51**	**50**	**51**	**55**	**47**	**57**	**51**	**56**	**53**	**47**	**50**
Don't know	**8**	5	8	8	8	9	15	14	7	2	8	9	10	9	8	6	9
Some people have said that that British people and culture are still too concerned about the Second World War, and should be more forward looking. Other people say it is just Britain being proud of its history.																	
Thinking whether or not Britain pays too much attention to the Second World War, which of the following statements do you most agree with?																	
Britain pays too much attention to the Second World War and should move on	**17**	13	17	27	20	15	13	23	16	19	20	14	19	17	20	16	15
Britain pays a lot of attention to the Second World War, but is right to do so	**54**	60	60	50	52	55	50	48	56	58	53	55	48	56	55	54	52
Britain does not pay much attention to the Second World War and is right not to	**8**	8	7	11	8	7	7	9	7	8	8	7	9	6	8	8	9
Britain does not pay much attention to the Second World War and should think about it more	**11**	13	9	3	13	9	9	8	13	12	10	12	8	11	10	12	10
Don't know	**10**	6	7	9	6	14	20	12	8	4	9	12	17	10	8	9	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking more generally about British popular culture, do you think British culture pays too much attention to our past, not enough attention to our past, or gets the balance about right?																	
British popular culture pays too much attention to our present and future, and sometimes neglects our history	**33**	44	27	22	34	31	23	27	31	46	34	32	29	33	35	34	28
British popular culture strikes the right balance between our history and our present and future	**38**	36	46	51	39	38	37	40	42	34	39	37	38	39	36	42	35
British popular culture pays too much attention to our history and past glories, and does not address the present day or	**18**	14	20	18	19	18	18	23	18	16	18	18	20	17	18	16	27
Don't know	**11**	7	7	9	8	13	22	9	8	4	9	13	13	11	11	9	9

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