YouGov / Sunday People Survey Results

Sample Size: 1999 GB Adults
Fieldwork: 11th - 13th November 2009

		Voting intention			Gender		Age			Social Grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	North	Rest of South	Midlands / Wales	Scotland
Weighted Sample	**1999**	629	450	276	960	1039	578	721	700	1099	900	256	492	650	428	174
Unweighted Sample	**1999**	666	430	249	931	1068	458	696	845	1168	831	276	483	679	384	177
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
If you had to choose, which of the following do you think is the greatest Briton from history?																
Winston Churchill	**39**	51	35	32	43	36	31	41	44	39	40	37	42	40	38	36
William Shakespeare	**18**	14	22	25	15	20	27	14	15	19	16	23	17	16	19	17
Queen Elizabeth I	**15**	17	14	14	11	20	12	17	17	17	13	16	13	16	19	8
Horatio Nelson	**11**	9	12	12	15	6	7	11	14	11	11	8	9	14	8	13
John Lennon	**4**	1	4	5	4	4	4	5	2	3	4	4	6	2	3	5
Don't know	**13**	7	14	13	12	15	19	12	10	11	16	12	13	12	14	22
And if you had to choose, which of the following do you think is the greatest LIVING Briton?																
Queen Elizabeth II	**34**	43	33	34	33	35	21	33	46	38	30	30	33	36	38	26
Sir Richard Branson	**21**	16	23	26	22	20	26	22	15	18	24	20	22	21	19	21
Baroness Margaret Thatcher	**13**	25	2	6	15	11	12	12	13	14	11	13	11	13	13	11
Sir Trevor McDonald	**6**	3	7	6	3	8	9	6	2	5	6	6	5	5	6	5
Simon Cowell	**3**	1	2	3	2	4	5	3	1	2	3	3	3	2	4	1
David Beckham	**2**	1	2	3	3	2	4	1	1	2	2	2	2	3	2	0
Gordon Brown	**2**	0	7	1	3	1	2	2	2	2	2	3	3	1	1	4
Don't know	**20**	11	24	21	21	20	21	21	20	19	22	24	20	18	17	31

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
If you had to choose, which of the following do you think is the most appropriate symbol of Britain today?																
The Union Jack	**38**	38	43	36	37	40	32	39	43	39	38	37	42	38	37	36
The Monarchy	**14**	20	13	11	13	15	8	14	19	15	13	12	12	16	15	15
A cup of tea	**12**	8	12	19	10	14	18	11	9	12	13	14	11	14	11	9
The pound (sterling)	**12**	14	12	9	11	13	18	11	8	10	14	14	12	11	12	14
A spitfire aeroplane	**4**	4	4	6	7	2	3	5	5	5	3	3	3	4	6	7
A pint of beer	**4**	3	4	6	6	2	7	3	3	4	5	5	4	3	5	5
The Village Green	**3**	2	4	3	3	3	1	3	4	3	2	4	3	3	3	4
A bulldog	**3**	3	3	1	4	2	2	4	3	3	3	3	3	3	4	0
A tax return	**3**	4	1	3	4	2	4	2	3	2	4	2	3	3	2	3
A black cab	**2**	2	2	2	2	3	3	3	2	2	2	2	3	3	2	1
A glass of wine	**0**	0	1	0	0	1	1	0	0	1	0	1	0	0	0	2
Don't know	**4**	2	4	4	4	5	4	5	3	4	4	4	5	4	4	4
Thinking about your individual perception of 'traditional British values'...If you had to choose, which of these well-known figures do you think best represents those values?																
The Queen	**37**	48	39	32	35	39	32	33	47	40	34	36	36	39	41	30
Dame Judy Dench	**15**	11	17	22	13	17	16	16	13	17	12	17	14	16	12	20
Dame Vera Lynn	**14**	13	15	13	14	15	5	16	21	14	15	15	14	16	13	13
Jeremy Clarkson	**8**	10	6	7	11	5	12	9	3	7	9	5	9	8	10	4
Prince Charles	**6**	6	5	8	6	6	5	7	6	6	5	5	7	5	7	7
Bruce Forsyth	**4**	4	3	5	5	3	6	5	2	3	5	6	5	4	2	4
Jonathan Ross	**2**	2	2	2	2	2	5	1	1	2	2	2	2	2	2	3
Prince Harry	**2**	2	2	2	2	2	2	3	1	1	3	2	2	1	3	2
Anne Robinson	**0**	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0
Don't know	**11**	6	10	10	12	11	17	11	8	9	14	13	11	10	11	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Still thinking about your individual perception of 'traditional British values'...Which, if any, political party do you think best represents those values?																
Conservative	**27**	66	7	12	28	25	26	24	30	31	21	25	23	30	28	25
Labour	**15**	0	59	5	17	13	14	16	15	14	16	19	19	10	13	19
United Kingdom Independence Party (UKIP)	**7**	4	3	3	9	6	4	6	11	6	8	7	6	10	7	3
Liberal Democrat	**7**	2	2	36	8	5	6	7	7	9	4	4	7	7	7	6
British National Party (BNP)	**5**	3	3	1	5	4	5	6	3	3	7	4	5	5	6	2
Scottish National Party / Plaid Cymru	**1**	0	0	1	2	1	2	1	2	1	2	2	0	0	1	11
Green	**1**	0	1	1	2	1	2	2	1	1	1	1	1	2	0	2
Respect	**1**	0	1	0	1	1	0	1	1	0	1	0	1	1	1	0
None of these	**23**	14	20	21	20	26	25	24	21	22	25	25	24	21	26	22
Don't know	**13**	10	6	18	8	18	16	13	11	12	15	14	14	15	12	10
If you had to choose, which of the following TV series do you think best showcases Britain to the rest of the world?																
Pride and Prejudice	**16**	20	19	13	13	20	10	16	21	20	12	17	16	19	13	12
Dad's Army	**15**	17	14	12	19	10	6	15	21	15	14	9	14	16	16	14
Fawlty Towers	**14**	13	11	20	19	10	22	14	8	14	15	18	13	11	15	22
Coronation Street	**12**	9	16	10	11	13	9	15	12	10	15	8	19	8	14	11
Strictly Come Dancing	**8**	9	8	12	6	10	7	8	9	10	6	6	8	11	5	7
X-Factor	**7**	5	10	4	5	9	12	7	3	6	8	9	8	5	8	6
EastEnders	**7**	6	6	4	7	6	14	5	3	5	8	11	3	6	7	7
The Jeremy Kyle show	**3**	2	1	2	3	3	5	2	1	2	3	4	2	2	3	3
Don't know	**19**	17	15	23	19	19	16	18	22	18	20	18	18	21	19	18
Moving on…If Britain were faced with invasion at home, how likely, if at all, do you think British people generally would be to sign up to fight in a war voluntarily?																
Very likely	**26**	29	30	25	34	19	14	25	36	29	23	19	26	28	26	30
Fairly likely	**35**	33	38	44	34	36	32	37	35	36	34	43	34	34	36	30
TOTAL LIKELY	***61***	***61***	***67***	***68***	***68***	***55***	***47***	***63***	***71***	***64***	***57***	***62***	***60***	***62***	***61***	***60***
Fairly unlikely	**22**	24	22	21	20	25	29	22	17	21	24	19	22	23	23	24
Very unlikely	**13**	12	9	8	10	15	18	12	9	12	14	13	14	12	12	13
TOTAL UNLIKELY	***35***	***35***	***31***	***29***	***30***	***40***	***47***	***34***	***26***	***33***	***38***	***32***	***36***	***35***	***35***	***37***
Don't know	**4**	3	2	3	2	6	6	3	3	3	5	6	4	4	4	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And if Britain were faced with invasion at home, how likely, if at all, would YOU be to sign up to fight in a war voluntarily?																
Very likely	21	26	18	19	31	12	15	23	25	20	24	16	20	23	23	27
Fairly likely	20	23	25	19	22	17	24	24	12	21	18	22	21	19	19	14
TOTAL LIKELY	***41***	***49***	***42***	***38***	***54***	***29***	***39***	***46***	***37***	***41***	***41***	***38***	***41***	***42***	***42***	***40***
Fairly unlikely	13	11	13	15	12	14	22	13	6	13	13	14	12	15	14	11
Very unlikely	15	10	17	14	11	19	28	14	5	15	16	18	15	14	14	19
TOTAL UNLIKELY	***28***	***21***	***30***	***29***	***24***	***33***	***50***	***28***	***11***	***28***	***29***	***32***	***27***	***29***	***28***	***29***
Not applicable - I am too old/ too unfit to fight in a war anyway	27	28	25	30	20	34	5	22	51	29	25	23	29	27	28	27
Don't know	4	2	4	4	3	4	6	4	1	3	4	7	4	3	2	4
To what extent do you agree or disagree with the following statement? 'The British Monarchy is an outdated institution and should be got rid of and replaced by an elected president'																
Strongly agree	14	8	20	14	17	10	14	15	12	12	16	12	16	10	15	18
Tend to agree	14	7	21	17	15	13	16	14	13	14	14	15	16	11	12	26
TOTAL AGREE	***28***	***15***	***40***	***30***	***33***	***23***	***31***	***28***	***25***	***26***	***30***	***27***	***31***	***21***	***27***	***45***
Tend to disagree	25	21	22	34	21	29	30	23	23	24	27	26	24	26	25	21
Strongly disagree	41	62	34	30	42	41	31	42	50	46	36	37	39	48	42	30
TOTAL DISAGREE	***66***	***83***	***56***	***64***	***64***	***69***	***60***	***66***	***72***	***70***	***62***	***64***	***62***	***74***	***67***	***52***
Don't know	6	2	4	6	4	8	9	6	3	5	8	9	6	5	6	4

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