

# YouGov / British Future Survey Results

Sample Size: 2600 GB Adults  
Fieldwork: 30th March - 2nd April 2012

	Voting intention				2010 Vote				Gender		Age				Social Grade		Country			
Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	England	Scotland	Wales	
<b>Weighted Sample</b>	<b>2600</b>	599	828	166	83	798	675	577	157	1265	1334	314	658	888	739	1468	1131	2244	226	130
Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Would you say you see yourself as...?

English	<b>78</b>	89	78	75	5	89	73	79	59	78	78	75	75	78	83	79	77	88	11	25
Scottish	<b>9</b>	3	8	9	78	3	12	8	27	9	8	10	7	10	8	7	10	2	77	1
Welsh	<b>4</b>	3	6	2	13	3	7	3	8	5	4	5	4	5	5	4	5	1	1	64
None of these	<b>7</b>	5	8	14	4	4	8	9	5	7	8	8	12	7	4	9	6	7	10	9
Don't know	<b>1</b>	0	0	0	0	0	1	1	1	1	1	3	2	1	1	1	1	1	1	1

## And which, if any, of the following best describes how you see yourself?

*[All those who see themselves as [Country] or None n=2327]*

[Country], not British	<b>20</b>	22	17	7	48	22	17	15	39	21	19	13	15	24	25	17	24	19	31	21
More [Country] than British	<b>19</b>	26	18	17	33	23	16	17	20	22	16	19	18	21	17	20	17	18	26	22
Equally [Country] and British	<b>42</b>	41	43	51	14	42	47	47	27	36	47	42	42	39	45	41	43	43	29	37
More British than [Country]	<b>8</b>	4	11	12	1	6	8	11	5	9	7	13	9	7	6	9	6	8	5	9
British, not [Country]	<b>6</b>	4	7	9	0	4	6	7	3	6	6	5	7	6	5	7	5	6	6	6
Other description	<b>3</b>	2	3	5	3	2	3	2	4	3	3	4	6	2	1	3	3	3	3	4
Don't know	<b>2</b>	1	2	0	0	2	2	1	1	2	2	5	4	1	1	2	3	2	0	1

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Sample Size: 2600 GB Adults  
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	Moreno			Newspaper					Ethnicity		
Total	More [Country] than British	Equal	More British than [Country]	Red Top	Blue Top	Broad-sheet	Other	None	White	BME	
<b>Weighted Sample</b>	<b>2600</b>	960	1031	335	957	386	301	317	638	2420	130
Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

Would you say you see yourself as...?

English	<b>78</b>	82	90	66	82	82	78	62	79	80	58
Scottish	<b>9</b>	12	5	2	10	6	8	13	7	9	5
Welsh	<b>4</b>	4	3	2	4	4	2	8	4	5	2
None of these	<b>7</b>	2	1	28	4	6	13	14	8	6	27
Don't know	<b>1</b>	0	0	2	1	1	0	2	2	1	8

And which, if any, of the following best describes how you see yourself?

*[All those who see themselves as [Country] or None n=2327]*

[Country], not British	<b>20</b>	52	0	0	22	23	13	18	20	21	6
More [Country] than British	<b>19</b>	48	0	0	21	22	16	20	15	19	10
Equally [Country] and British	<b>42</b>	0	100	0	44	39	43	37	42	43	29
More British than [Country]	<b>8</b>	0	0	58	6	7	13	8	9	8	14
British, not [Country]	<b>6</b>	0	0	42	3	7	7	8	7	5	23
Other description	<b>3</b>	0	0	0	1	2	6	7	4	2	11
Don't know	<b>2</b>	0	0	0	2	1	2	2	4	2	8

Fieldwork: 30th March - 2nd April 2012

	Voting intention				2010 Vote				Gender		Age				Social Grade		Country				
	Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	Eng-land	Scot-land	Wales	
<b>Weighted Sample</b>	<b>2600</b>	599	828	166	83	798	675	577	157	1265	1334	314	658	888	739	1468	1131	2244	226	130	
Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you associate each of the following things with the Union Jack?

**Pride and patriotism**

Associate a great deal	50	62	45	47	23	63	44	44	43	47	52	36	40	50	64	47	53	52	32	42
Associate a fair amount	28	26	31	30	15	25	30	33	16	29	27	34	33	26	23	31	24	28	24	26
<b>TOTAL ASSOCIATE</b>	<b>78</b>	<b>88</b>	<b>76</b>	<b>77</b>	<b>38</b>	<b>88</b>	<b>74</b>	<b>77</b>	<b>59</b>	<b>76</b>	<b>79</b>	<b>70</b>	<b>73</b>	<b>76</b>	<b>87</b>	<b>78</b>	<b>77</b>	<b>80</b>	<b>56</b>	<b>68</b>
Associate a little	12	8	15	18	22	7	16	15	17	13	12	13	16	13	8	12	13	11	20	17
Do not associate at all	7	2	7	4	35	2	6	8	21	9	5	12	7	8	4	6	8	5	19	12
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>19</b>	<b>10</b>	<b>22</b>	<b>22</b>	<b>57</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>38</b>	<b>22</b>	<b>17</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>12</b>	<b>18</b>	<b>21</b>	<b>16</b>	<b>39</b>	<b>29</b>
Don't know	3	2	2	1	4	2	4	1	2	2	4	5	4	3	1	3	3	3	5	3

**Racism and extremism**

Associate a great deal	7	1	10	7	22	2	10	8	13	9	5	10	8	7	6	7	8	6	14	8
Associate a fair amount	8	5	10	11	14	6	9	10	8	9	8	6	10	9	7	9	8	8	11	9
<b>TOTAL ASSOCIATE</b>	<b>15</b>	<b>6</b>	<b>20</b>	<b>18</b>	<b>36</b>	<b>8</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>18</b>	<b>13</b>	<b>16</b>	<b>18</b>	<b>16</b>	<b>13</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>25</b>	<b>17</b>
Associate a little	20	15	26	27	17	15	24	25	13	22	18	19	26	19	16	20	20	20	19	19
Do not associate at all	59	75	49	56	39	73	50	52	62	57	61	57	48	60	66	60	57	60	48	57
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>79</b>	<b>90</b>	<b>75</b>	<b>83</b>	<b>56</b>	<b>88</b>	<b>74</b>	<b>77</b>	<b>75</b>	<b>79</b>	<b>79</b>	<b>76</b>	<b>74</b>	<b>79</b>	<b>82</b>	<b>80</b>	<b>77</b>	<b>80</b>	<b>67</b>	<b>76</b>
Don't know	6	4	5	0	8	4	7	5	4	4	8	8	8	5	5	4	8	6	8	7

**The empire**

Associate a great deal	37	43	36	34	39	42	36	36	35	38	37	29	33	40	41	35	40	38	37	35
Associate a fair amount	26	25	28	32	26	25	29	27	22	29	23	32	27	24	24	27	24	26	23	25
<b>TOTAL ASSOCIATE</b>	<b>63</b>	<b>68</b>	<b>64</b>	<b>66</b>	<b>65</b>	<b>67</b>	<b>65</b>	<b>63</b>	<b>57</b>	<b>67</b>	<b>60</b>	<b>61</b>	<b>60</b>	<b>64</b>	<b>65</b>	<b>62</b>	<b>64</b>	<b>64</b>	<b>60</b>	<b>60</b>
Associate a little	17	16	17	21	13	17	16	19	20	16	18	14	20	16	18	19	15	17	19	19
Do not associate at all	15	13	15	13	18	14	15	16	18	14	16	14	13	16	16	15	15	15	17	15
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>32</b>	<b>29</b>	<b>32</b>	<b>34</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>35</b>	<b>38</b>	<b>30</b>	<b>34</b>	<b>28</b>	<b>33</b>	<b>32</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>32</b>	<b>36</b>	<b>34</b>
Don't know	4	2	4	1	4	2	5	2	4	3	6	11	6	3	2	3	6	4	4	6

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<b>Weighted Sample</b>	<b>2600</b>	960	1031	335	957	386	301	317	638	2420	130
Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you associate each of the following things with the Union Jack?

**Pride and patriotism**

Associate a great deal	50	50	55	44	53	63	48	41	42	51	34
Associate a fair amount	28	27	28	29	26	24	31	30	31	28	34
<b>TOTAL ASSOCIATE</b>	<b>78</b>	<b>77</b>	<b>83</b>	<b>73</b>	<b>79</b>	<b>87</b>	<b>79</b>	<b>71</b>	<b>73</b>	<b>79</b>	<b>68</b>
Associate a little	12	12	11	20	12	8	13	20	13	12	17
Do not associate at all	7	9	3	6	6	2	8	7	10	7	3
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>19</b>	<b>21</b>	<b>14</b>	<b>26</b>	<b>18</b>	<b>10</b>	<b>21</b>	<b>27</b>	<b>23</b>	<b>19</b>	<b>20</b>
Don't know	3	2	3	1	3	2	1	3	5	2	13

**Racism and extremism**

Associate a great deal	7	7	6	9	7	5	9	7	7	6	18
Associate a fair amount	8	7	9	9	7	5	12	9	9	8	13
<b>TOTAL ASSOCIATE</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>18</b>	<b>14</b>	<b>10</b>	<b>21</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>31</b>
Associate a little	20	16	21	23	22	15	18	26	19	19	28
Do not associate at all	59	66	57	52	56	69	60	52	58	61	25
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>79</b>	<b>82</b>	<b>78</b>	<b>75</b>	<b>78</b>	<b>84</b>	<b>78</b>	<b>78</b>	<b>77</b>	<b>80</b>	<b>53</b>
Don't know	6	4	6	7	7	6	2	5	7	5	15

**The empire**

Associate a great deal	37	40	38	31	45	41	31	32	29	38	32
Associate a fair amount	26	24	27	25	25	23	29	29	26	26	25
<b>TOTAL ASSOCIATE</b>	<b>63</b>	<b>64</b>	<b>65</b>	<b>56</b>	<b>70</b>	<b>64</b>	<b>60</b>	<b>61</b>	<b>55</b>	<b>64</b>	<b>57</b>
Associate a little	17	16	17	24	14	19	20	21	19	17	18
Do not associate at all	15	16	14	17	12	14	18	14	19	15	11
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>32</b>	<b>32</b>	<b>31</b>	<b>41</b>	<b>26</b>	<b>33</b>	<b>38</b>	<b>35</b>	<b>38</b>	<b>32</b>	<b>29</b>
Don't know	4	4	4	3	5	3	1	4	6	4	13

Fieldwork: 30th March - 2nd April 2012

	Voting intention				2010 Vote				Gender		Age				Social Grade		Country			
	Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	Eng-land	Scot-land	Wales
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Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Modern, diverse Britain**

Associate a great deal	14	16	14	16	3	15	12	15	11	14	13	12	15	13	13	12	15	14	9	13
Associate a fair amount	22	26	22	23	13	25	23	18	16	24	21	21	22	22	23	23	20	23	16	17
<b>TOTAL ASSOCIATE</b>	<b>36</b>	<b>42</b>	<b>36</b>	<b>39</b>	<b>16</b>	<b>40</b>	<b>35</b>	<b>33</b>	<b>27</b>	<b>38</b>	<b>34</b>	<b>33</b>	<b>37</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>37</b>	<b>25</b>	<b>30</b>
Associate a little	26	27	27	30	23	26	26	27	21	25	26	24	30	23	27	26	25	26	25	26
Do not associate at all	32	27	32	28	57	30	31	34	49	32	33	38	27	36	31	34	31	31	44	39
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>58</b>	<b>54</b>	<b>59</b>	<b>58</b>	<b>80</b>	<b>56</b>	<b>57</b>	<b>61</b>	<b>70</b>	<b>57</b>	<b>59</b>	<b>62</b>	<b>57</b>	<b>59</b>	<b>58</b>	<b>60</b>	<b>56</b>	<b>57</b>	<b>69</b>	<b>65</b>
Don't know	6	4	5	2	5	4	7	5	4	4	7	6	6	6	5	4	8	6	7	6

**British pop music**

Associate a great deal	13	13	13	15	7	13	12	13	9	14	12	9	18	12	10	11	15	13	10	13
Associate a fair amount	22	21	23	29	21	20	21	23	15	21	22	29	29	20	14	23	20	23	14	18
<b>TOTAL ASSOCIATE</b>	<b>35</b>	<b>34</b>	<b>36</b>	<b>44</b>	<b>28</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>24</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>47</b>	<b>32</b>	<b>24</b>	<b>34</b>	<b>35</b>	<b>36</b>	<b>24</b>	<b>31</b>
Associate a little	25	22	28	28	18	24	28	24	21	26	24	36	26	23	21	27	22	25	24	22
Do not associate at all	36	42	32	28	50	40	33	36	49	35	37	21	23	40	50	35	37	35	45	43
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>61</b>	<b>64</b>	<b>60</b>	<b>56</b>	<b>68</b>	<b>64</b>	<b>61</b>	<b>60</b>	<b>70</b>	<b>61</b>	<b>61</b>	<b>57</b>	<b>49</b>	<b>63</b>	<b>71</b>	<b>62</b>	<b>59</b>	<b>60</b>	<b>69</b>	<b>65</b>
Don't know	5	3	5	0	5	4	7	3	6	4	6	6	5	5	5	4	6	5	7	4

**The armed forces**

Associate a great deal	54	63	51	51	38	65	54	47	52	58	50	39	44	53	71	49	60	55	44	46
Associate a fair amount	25	22	28	24	25	21	26	29	24	23	27	28	31	25	19	29	21	25	26	31
<b>TOTAL ASSOCIATE</b>	<b>79</b>	<b>85</b>	<b>79</b>	<b>75</b>	<b>63</b>	<b>86</b>	<b>80</b>	<b>76</b>	<b>76</b>	<b>81</b>	<b>77</b>	<b>67</b>	<b>75</b>	<b>78</b>	<b>90</b>	<b>78</b>	<b>81</b>	<b>80</b>	<b>70</b>	<b>77</b>
Associate a little	13	10	13	19	23	9	12	16	13	12	13	23	16	12	7	14	11	12	18	13
Do not associate at all	6	4	6	7	9	3	4	7	8	5	6	6	6	8	3	6	5	5	8	7
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>19</b>	<b>14</b>	<b>19</b>	<b>26</b>	<b>32</b>	<b>12</b>	<b>16</b>	<b>23</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>29</b>	<b>22</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>26</b>	<b>20</b>
Don't know	2	1	2	0	4	1	3	1	3	2	3	5	4	3	0	2	3	2	4	3

**The monarchy**

Associate a great deal	59	70	53	60	56	72	56	52	60	59	59	43	47	63	73	58	61	60	56	56
Associate a fair amount	24	18	26	25	21	19	26	30	18	23	24	28	32	22	17	24	23	24	24	26
<b>TOTAL ASSOCIATE</b>	<b>83</b>	<b>88</b>	<b>79</b>	<b>85</b>	<b>77</b>	<b>91</b>	<b>82</b>	<b>82</b>	<b>78</b>	<b>82</b>	<b>83</b>	<b>71</b>	<b>79</b>	<b>85</b>	<b>90</b>	<b>82</b>	<b>84</b>	<b>84</b>	<b>80</b>	<b>82</b>
Associate a little	10	7	12	11	11	6	10	13	8	10	10	17	13	8	6	11	8	10	10	11
Do not associate at all	5	4	6	3	8	2	5	4	10	5	4	7	4	5	4	5	4	4	6	5
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>15</b>	<b>11</b>	<b>18</b>	<b>14</b>	<b>19</b>	<b>8</b>	<b>15</b>	<b>17</b>	<b>18</b>	<b>15</b>	<b>14</b>	<b>24</b>	<b>17</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>12</b>	<b>14</b>	<b>16</b>	<b>16</b>
Don't know	3	1	3	0	4	1	4	1	3	2	3	6	4	2	1	2	4	3	3	3

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	Moreno			Newspaper					Ethnicity		
Total	More [Country] than British	Equal	More British than [Country]	Red Top	Blue Top	Broad-sheet	Other	None	White	BME	
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Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

**Modern, diverse Britain**

Associate a great deal	14	12	16	12	17	12	10	14	11	13	23
Associate a fair amount	22	20	25	22	23	23	26	21	19	22	26
<b>TOTAL ASSOCIATE</b>	<b>36</b>	<b>32</b>	<b>41</b>	<b>34</b>	<b>40</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>30</b>	<b>35</b>	<b>49</b>
Associate a little	26	25	27	28	25	26	29	27	25	26	23
Do not associate at all	32	39	25	34	28	34	34	34	37	33	17
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>58</b>	<b>64</b>	<b>52</b>	<b>62</b>	<b>53</b>	<b>60</b>	<b>63</b>	<b>61</b>	<b>62</b>	<b>59</b>	<b>40</b>
Don't know	6	5	6	4	7	5	1	4	8	6	11

**British pop music**

Associate a great deal	13	13	14	11	16	9	7	15	11	12	17
Associate a fair amount	22	22	21	23	22	21	21	24	20	22	20
<b>TOTAL ASSOCIATE</b>	<b>35</b>	<b>35</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>30</b>	<b>28</b>	<b>39</b>	<b>31</b>	<b>34</b>	<b>37</b>
Associate a little	25	23	26	27	26	22	24	27	24	24	34
Do not associate at all	36	39	34	36	31	43	45	30	38	37	16
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>63</b>	<b>57</b>	<b>65</b>	<b>69</b>	<b>57</b>	<b>62</b>	<b>61</b>	<b>50</b>
Don't know	5	3	5	4	5	4	2	4	7	4	13

**The armed forces**

Associate a great deal	54	58	57	44	62	64	50	45	42	55	41
Associate a fair amount	25	23	26	29	22	22	29	28	29	25	25
<b>TOTAL ASSOCIATE</b>	<b>79</b>	<b>81</b>	<b>83</b>	<b>73</b>	<b>84</b>	<b>86</b>	<b>79</b>	<b>73</b>	<b>71</b>	<b>80</b>	<b>66</b>
Associate a little	13	12	10	20	10	7	13	20	16	12	18
Do not associate at all	6	6	5	7	4	4	7	4	9	5	7
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>27</b>	<b>14</b>	<b>11</b>	<b>20</b>	<b>24</b>	<b>25</b>	<b>17</b>	<b>25</b>
Don't know	2	2	2	1	2	2	1	2	4	2	9

**The monarchy**

Associate a great deal	59	59	63	55	63	65	62	54	52	61	39
Associate a fair amount	24	23	24	24	23	23	20	27	27	23	32
<b>TOTAL ASSOCIATE</b>	<b>83</b>	<b>82</b>	<b>87</b>	<b>79</b>	<b>86</b>	<b>88</b>	<b>82</b>	<b>81</b>	<b>79</b>	<b>84</b>	<b>71</b>
Associate a little	10	10	8	15	8	7	11	14	12	9	15
Do not associate at all	5	6	3	5	4	3	7	3	6	4	4
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>15</b>	<b>16</b>	<b>11</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>13</b>	<b>19</b>
Don't know	3	2	2	1	3	3	1	2	4	2	10

Fieldwork: 30th March - 2nd April 2012

	Voting intention					2010 Vote				Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	Eng-land	Scot-land	Wales
<b>Weighted Sample</b>	<b>2600</b>	599	828	166	83	798	675	577	157	1265	1334	314	658	888	739	1468	1131	2244	226	130
Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Democracy and tolerance**

Associate a great deal	25	34	20	29	13	34	22	20	24	29	20	14	20	24	34	25	24	26	17	21
Associate a fair amount	28	31	31	23	18	30	29	29	16	30	26	30	26	28	29	28	28	28	24	26
<b>TOTAL ASSOCIATE</b>	<b>53</b>	<b>65</b>	<b>51</b>	<b>52</b>	<b>31</b>	<b>64</b>	<b>51</b>	<b>49</b>	<b>40</b>	<b>59</b>	<b>46</b>	<b>44</b>	<b>46</b>	<b>52</b>	<b>63</b>	<b>53</b>	<b>52</b>	<b>54</b>	<b>41</b>	<b>47</b>
Associate a little	23	17	27	33	26	18	24	29	19	21	25	28	27	20	20	24	22	23	22	21
Do not associate at all	18	13	18	13	38	12	19	19	37	16	21	17	20	22	13	19	17	17	31	24
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>41</b>	<b>30</b>	<b>45</b>	<b>46</b>	<b>64</b>	<b>30</b>	<b>43</b>	<b>48</b>	<b>56</b>	<b>37</b>	<b>46</b>	<b>45</b>	<b>47</b>	<b>42</b>	<b>33</b>	<b>43</b>	<b>39</b>	<b>40</b>	<b>53</b>	<b>45</b>
Don't know	6	5	4	2	5	5	6	4	4	4	8	12	7	6	4	5	8	6	5	7

**Sacrifice in the world wars**

Associate a great deal	42	50	38	36	29	55	41	34	42	46	39	26	30	41	61	39	46	43	35	37
Associate a fair amount	24	25	28	25	22	24	24	24	22	27	22	28	26	24	22	26	23	25	20	26
<b>TOTAL ASSOCIATE</b>	<b>66</b>	<b>75</b>	<b>66</b>	<b>61</b>	<b>51</b>	<b>79</b>	<b>65</b>	<b>58</b>	<b>64</b>	<b>73</b>	<b>61</b>	<b>54</b>	<b>56</b>	<b>65</b>	<b>83</b>	<b>65</b>	<b>69</b>	<b>68</b>	<b>55</b>	<b>63</b>
Associate a little	16	10	17	28	22	9	15	26	14	12	19	19	22	15	9	17	14	15	20	17
Do not associate at all	13	11	13	11	21	9	13	14	20	12	14	18	15	15	6	14	11	12	18	15
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>29</b>	<b>21</b>	<b>30</b>	<b>39</b>	<b>43</b>	<b>18</b>	<b>28</b>	<b>40</b>	<b>34</b>	<b>24</b>	<b>33</b>	<b>37</b>	<b>37</b>	<b>30</b>	<b>15</b>	<b>31</b>	<b>25</b>	<b>27</b>	<b>38</b>	<b>32</b>
Don't know	5	3	4	0	7	3	7	3	2	4	6	10	7	5	2	4	6	5	7	5

**Team GB at the Olympics**

Associate a great deal	46	50	47	45	39	49	47	45	33	44	47	47	45	43	49	43	49	47	36	39
Associate a fair amount	28	29	28	30	23	29	28	27	28	29	27	33	32	25	26	30	26	28	29	32
<b>TOTAL ASSOCIATE</b>	<b>74</b>	<b>79</b>	<b>75</b>	<b>75</b>	<b>62</b>	<b>78</b>	<b>75</b>	<b>72</b>	<b>61</b>	<b>73</b>	<b>74</b>	<b>80</b>	<b>77</b>	<b>68</b>	<b>75</b>	<b>73</b>	<b>75</b>	<b>75</b>	<b>65</b>	<b>71</b>
Associate a little	15	13	16	18	19	13	15	17	20	16	15	12	14	17	15	16	14	15	21	14
Do not associate at all	8	7	7	8	15	7	7	9	17	8	8	4	6	11	9	8	8	8	10	12
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>23</b>	<b>20</b>	<b>23</b>	<b>26</b>	<b>34</b>	<b>20</b>	<b>22</b>	<b>26</b>	<b>37</b>	<b>24</b>	<b>23</b>	<b>16</b>	<b>20</b>	<b>28</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>23</b>	<b>31</b>	<b>26</b>
Don't know	3	1	2	0	4	1	3	2	2	2	3	4	3	3	1	2	3	2	4	4

Fieldwork: 30th March - 2nd April 2012

	Moreno			Newspaper					Ethnicity		
Total	More [Country] than British	Equal	More British than [Country]	Red Top	Blue Top	Broad-sheet	Other	None	White	BME	
<b>Weighted Sample</b>	<b>2600</b>	960	1031	335	957	386	301	317	638	2420	130
Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

**Democracy and tolerance**

Associate a great deal	25	26	26	22	24	33	27	21	21	25	24
Associate a fair amount	28	28	29	30	30	27	33	27	23	28	22
<b>TOTAL ASSOCIATE</b>	<b>53</b>	<b>54</b>	<b>55</b>	<b>52</b>	<b>54</b>	<b>60</b>	<b>60</b>	<b>48</b>	<b>44</b>	<b>53</b>	<b>46</b>
Associate a little	23	22	23	25	24	21	20	26	22	23	22
Do not associate at all	18	20	14	20	15	13	19	21	26	18	14
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>41</b>	<b>42</b>	<b>37</b>	<b>45</b>	<b>39</b>	<b>34</b>	<b>39</b>	<b>47</b>	<b>48</b>	<b>41</b>	<b>36</b>
Don't know	6	4	7	4	7	6	2	5	8	5	18

**Sacrifice in the world wars**

Associate a great deal	42	48	43	33	48	50	40	39	31	43	24
Associate a fair amount	24	24	23	29	23	26	24	24	25	25	22
<b>TOTAL ASSOCIATE</b>	<b>66</b>	<b>72</b>	<b>66</b>	<b>62</b>	<b>71</b>	<b>76</b>	<b>64</b>	<b>63</b>	<b>56</b>	<b>68</b>	<b>46</b>
Associate a little	16	12	15	20	14	10	18	19	18	15	24
Do not associate at all	13	12	13	15	10	10	17	14	17	13	13
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>29</b>	<b>24</b>	<b>28</b>	<b>35</b>	<b>24</b>	<b>20</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>28</b>	<b>37</b>
Don't know	5	4	6	2	5	4	1	4	8	4	17

**Team GB at the Olympics**

Associate a great deal	46	45	49	41	54	44	38	41	39	46	44
Associate a fair amount	28	27	28	30	25	30	35	33	26	29	22
<b>TOTAL ASSOCIATE</b>	<b>74</b>	<b>72</b>	<b>77</b>	<b>71</b>	<b>79</b>	<b>74</b>	<b>73</b>	<b>74</b>	<b>65</b>	<b>75</b>	<b>66</b>
Associate a little	15	15	14	19	13	16	15	17	19	15	18
Do not associate at all	8	11	6	8	5	8	11	7	12	8	6
<b>TOTAL ASSOCIATE A LITTLE / NOT AT ALL</b>	<b>23</b>	<b>26</b>	<b>20</b>	<b>27</b>	<b>18</b>	<b>24</b>	<b>26</b>	<b>24</b>	<b>31</b>	<b>23</b>	<b>24</b>
Don't know	3	2	2	2	2	3	2	2	4	2	10



Fieldwork: 30th March - 2nd April 2012

	Voting intention				2010 Vote				Gender		Age				Social Grade		Country				
	Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	Eng-land	Scot-land	Wales	
<b>Weighted Sample</b>	<b>2600</b>	599	828	166	83	798	675	577	157	1265	1334	314	658	888	739	1468	1131	2244	226	130	
Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, would you say each of the following qualities are for someone to be regarded as [Country]?

**Their parents were born in [Country]**

Very important	28	31	26	20	24	34	28	21	32	26	31	15	21	29	40	24	35	29	24	26
Fairly important	28	31	29	19	24	28	28	27	21	29	26	27	27	28	27	27	28	27	28	33
<b>TOTAL IMPORTANT</b>	<b>56</b>	<b>62</b>	<b>55</b>	<b>39</b>	<b>48</b>	<b>62</b>	<b>56</b>	<b>48</b>	<b>53</b>	<b>55</b>	<b>57</b>	<b>42</b>	<b>48</b>	<b>57</b>	<b>67</b>	<b>51</b>	<b>63</b>	<b>56</b>	<b>52</b>	<b>59</b>
Not very important	25	25	22	32	28	25	21	29	24	26	24	29	31	22	21	28	21	25	28	24
Not at all important	16	11	19	26	22	10	19	21	19	16	15	23	16	17	11	18	12	16	17	14
<b>TOTAL NOT IMPORTANT</b>	<b>41</b>	<b>36</b>	<b>41</b>	<b>58</b>	<b>50</b>	<b>35</b>	<b>40</b>	<b>50</b>	<b>43</b>	<b>42</b>	<b>39</b>	<b>52</b>	<b>47</b>	<b>39</b>	<b>32</b>	<b>46</b>	<b>33</b>	<b>41</b>	<b>45</b>	<b>38</b>
Don't know	3	2	3	2	2	2	4	1	3	3	4	5	5	3	1	2	4	3	3	3

**They were born in [Country]**

Very important	48	52	42	31	45	55	48	37	53	46	50	34	43	50	56	43	55	48	48	50
Fairly important	28	30	31	38	23	28	30	32	25	28	29	30	31	28	26	31	25	29	25	28
<b>TOTAL IMPORTANT</b>	<b>76</b>	<b>82</b>	<b>73</b>	<b>69</b>	<b>68</b>	<b>83</b>	<b>78</b>	<b>69</b>	<b>78</b>	<b>74</b>	<b>79</b>	<b>64</b>	<b>74</b>	<b>78</b>	<b>82</b>	<b>74</b>	<b>80</b>	<b>77</b>	<b>73</b>	<b>78</b>
Not very important	13	11	13	19	18	10	11	16	13	14	12	19	15	11	11	15	11	13	16	13
Not at all important	8	6	11	10	11	6	8	13	8	9	7	12	6	10	6	9	7	8	9	6
<b>TOTAL NOT IMPORTANT</b>	<b>21</b>	<b>17</b>	<b>24</b>	<b>29</b>	<b>29</b>	<b>16</b>	<b>19</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>19</b>	<b>31</b>	<b>21</b>	<b>21</b>	<b>17</b>	<b>24</b>	<b>18</b>	<b>21</b>	<b>25</b>	<b>19</b>
Don't know	3	1	3	2	3	1	3	2	1	3	2	5	4	2	0	2	3	3	3	2

**They pay their taxes in [Country]**

Very important	58	64	57	47	47	65	60	52	55	57	60	44	51	59	70	57	59	62	42	32
Fairly important	25	23	27	37	34	22	24	29	25	25	26	32	30	24	19	26	24	24	31	29
<b>TOTAL IMPORTANT</b>	<b>83</b>	<b>87</b>	<b>84</b>	<b>84</b>	<b>81</b>	<b>87</b>	<b>84</b>	<b>81</b>	<b>80</b>	<b>82</b>	<b>86</b>	<b>76</b>	<b>81</b>	<b>83</b>	<b>89</b>	<b>83</b>	<b>83</b>	<b>86</b>	<b>73</b>	<b>61</b>
Not very important	9	8	8	9	11	8	7	10	13	10	7	14	9	8	7	9	8	7	17	21
Not at all important	4	3	5	5	5	3	5	6	5	5	3	6	4	5	3	4	4	4	7	14
<b>TOTAL NOT IMPORTANT</b>	<b>13</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>10</b>	<b>20</b>	<b>13</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>24</b>	<b>35</b>
Don't know	3	2	3	2	2	2	4	2	2	3	4	5	5	3	1	3	4	3	3	5

Fieldwork: 30th March - 2nd April 2012

	Moreno			Newspaper					Ethnicity		
Total	More [Country] than British	Equal	More British than [Country]	Red Top	Blue Top	Broad-sheet	Other	None	White	BME	
<b>Weighted Sample</b>	<b>2600</b>	960	1031	335	957	386	301	317	638	2420	130
Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, would you say each of the following qualities are for someone to be regarded as [Country]?

**Their parents were born in [Country]**

Very important	28	34	28	22	37	30	14	18	27	30	9
Fairly important	28	31	26	26	29	30	28	27	24	28	20
<b>TOTAL IMPORTANT</b>	<b>56</b>	<b>65</b>	<b>54</b>	<b>48</b>	<b>66</b>	<b>60</b>	<b>42</b>	<b>45</b>	<b>51</b>	<b>58</b>	<b>29</b>
Not very important	25	21	27	30	19	26	32	35	25	24	34
Not at all important	16	12	17	19	11	11	26	18	20	15	28
<b>TOTAL NOT IMPORTANT</b>	<b>41</b>	<b>33</b>	<b>44</b>	<b>49</b>	<b>30</b>	<b>37</b>	<b>58</b>	<b>53</b>	<b>45</b>	<b>39</b>	<b>62</b>
Don't know	3	2	3	3	4	3	0	2	4	3	9

**They were born in [Country]**

Very important	48	57	47	37	57	50	31	39	46	49	35
Fairly important	28	25	29	33	25	30	35	32	28	29	22
<b>TOTAL IMPORTANT</b>	<b>76</b>	<b>82</b>	<b>76</b>	<b>70</b>	<b>82</b>	<b>80</b>	<b>66</b>	<b>71</b>	<b>74</b>	<b>78</b>	<b>57</b>
Not very important	13	10	13	15	10	12	21	18	12	12	19
Not at all important	8	6	9	13	6	6	14	8	10	8	16
<b>TOTAL NOT IMPORTANT</b>	<b>21</b>	<b>16</b>	<b>22</b>	<b>28</b>	<b>16</b>	<b>18</b>	<b>35</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>35</b>
Don't know	3	2	2	2	3	3	0	2	3	2	8

**They pay their taxes in [Country]**

Very important	58	64	61	50	63	62	52	47	58	59	40
Fairly important	25	22	27	32	22	25	29	33	25	25	33
<b>TOTAL IMPORTANT</b>	<b>83</b>	<b>86</b>	<b>88</b>	<b>82</b>	<b>85</b>	<b>87</b>	<b>81</b>	<b>80</b>	<b>83</b>	<b>84</b>	<b>73</b>
Not very important	9	8	7	9	8	7	11	11	8	9	11
Not at all important	4	4	3	7	4	3	7	7	4	4	5
<b>TOTAL NOT IMPORTANT</b>	<b>13</b>	<b>12</b>	<b>10</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>18</b>	<b>18</b>	<b>12</b>	<b>13</b>	<b>16</b>
Don't know	3	2	3	3	4	3	0	3	5	3	10

Fieldwork: 30th March - 2nd April 2012

	Voting intention					2010 Vote				Gender		Age				Social Grade		Country			
	Total	Con	Lab	Lib Dem	SNP / PCY	Con	Lab	Lib Dem	Oth	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	Eng-land	Scot-land	Wales	
<b>Weighted Sample</b>	<b>2600</b>	599	828	166	83	798	675	577	157	1265	1334	314	658	888	739	1468	1131	2244	226	130	
Unweighted Sample	2600	536	819	136	229	712	716	533	283	1266	1334	164	646	991	799	1472	1128	1479	556	565	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**They contribute to [Country] society**

Very important	<b>60</b>	68	56	51	66	68	57	55	64	57	62	52	52	62	67	58	61	61	52	41
Fairly important	<b>29</b>	24	32	37	23	25	31	34	25	31	27	31	35	27	25	31	26	28	31	38
<b>TOTAL IMPORTANT</b>	<b>89</b>	<b>92</b>	<b>88</b>	<b>88</b>	<b>89</b>	<b>93</b>	<b>88</b>	<b>89</b>	<b>89</b>	<b>88</b>	<b>89</b>	<b>83</b>	<b>87</b>	<b>89</b>	<b>92</b>	<b>89</b>	<b>87</b>	<b>89</b>	<b>83</b>	<b>79</b>
Not very important	<b>6</b>	4	5	5	8	4	5	5	4	6	5	8	6	5	5	6	5	5	9	13
Not at all important	<b>3</b>	1	4	4	2	2	3	4	5	3	3	5	2	4	1	2	3	2	5	5
<b>TOTAL NOT IMPORTANT</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>14</b>	<b>18</b>
Don't know	<b>3</b>	2	3	2	2	2	4	1	2	3	3	4	5	3	2	2	4	3	3	3

**They consider themselves [Country]**

Very important	<b>58</b>	66	53	51	70	64	57	53	66	57	59	52	51	59	66	56	61	58	56	59
Fairly important	<b>27</b>	24	33	34	22	25	29	31	17	29	26	33	31	27	23	30	24	27	27	29
<b>TOTAL IMPORTANT</b>	<b>85</b>	<b>90</b>	<b>86</b>	<b>85</b>	<b>92</b>	<b>89</b>	<b>86</b>	<b>84</b>	<b>83</b>	<b>86</b>	<b>85</b>	<b>85</b>	<b>82</b>	<b>86</b>	<b>89</b>	<b>86</b>	<b>85</b>	<b>85</b>	<b>83</b>	<b>88</b>
Not very important	<b>8</b>	6	7	8	4	6	6	10	9	8	8	9	9	7	7	8	8	8	8	5
Not at all important	<b>4</b>	3	5	4	2	3	4	4	6	4	4	3	4	5	3	4	4	4	5	4
<b>TOTAL NOT IMPORTANT</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>9</b>
Don't know	<b>3</b>	2	3	2	2	2	4	1	2	2	3	4	5	3	1	2	4	3	3	3

**They are white**

Very important	<b>11</b>	13	10	7	4	14	13	7	15	11	12	4	8	11	19	9	15	12	6	8
Fairly important	<b>10</b>	12	9	4	8	13	10	5	11	10	10	7	10	8	13	10	10	10	7	7
<b>TOTAL IMPORTANT</b>	<b>21</b>	<b>25</b>	<b>19</b>	<b>11</b>	<b>12</b>	<b>27</b>	<b>23</b>	<b>12</b>	<b>26</b>	<b>21</b>	<b>22</b>	<b>11</b>	<b>18</b>	<b>19</b>	<b>32</b>	<b>19</b>	<b>25</b>	<b>22</b>	<b>13</b>	<b>15</b>
Not very important	<b>25</b>	29	24	19	21	27	24	22	18	25	25	20	22	25	29	22	28	25	20	21
Not at all important	<b>51</b>	43	54	68	66	43	49	64	53	51	50	66	54	53	37	56	43	49	63	60
<b>TOTAL NOT IMPORTANT</b>	<b>76</b>	<b>72</b>	<b>78</b>	<b>87</b>	<b>87</b>	<b>70</b>	<b>73</b>	<b>86</b>	<b>71</b>	<b>76</b>	<b>75</b>	<b>86</b>	<b>76</b>	<b>78</b>	<b>66</b>	<b>78</b>	<b>71</b>	<b>74</b>	<b>83</b>	<b>81</b>
Don't know	<b>3</b>	3	3	2	2	3	4	2	2	3	4	4	5	3	2	3	4	3	4	3

Fieldwork: 30th March - 2nd April 2012

	Moreno			Newspaper					Ethnicity		
Total	More [Country] than British	Equal	More British than [Country]	Red Top	Blue Top	Broad-sheet	Other	None	White	BME	
<b>Weighted Sample</b>	<b>2600</b>	960	1031	335	957	386	301	317	638	2420	130
Unweighted Sample	2600	974	910	322	745	419	320	440	676	2436	104
	%	%	%	%	%	%	%	%	%	%	%

**They contribute to [Country] society**

Very important	60	66	61	51	61	62	61	54	58	61	42
Fairly important	29	24	31	36	29	28	27	34	28	28	40
<b>TOTAL IMPORTANT</b>	<b>89</b>	<b>90</b>	<b>92</b>	<b>87</b>	<b>90</b>	<b>90</b>	<b>88</b>	<b>88</b>	<b>86</b>	<b>89</b>	<b>82</b>
Not very important	6	6	3	7	4	4	8	7	7	5	8
Not at all important	3	3	2	3	2	3	4	3	3	3	3
<b>TOTAL NOT IMPORTANT</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>11</b>
Don't know	3	1	3	3	4	3	0	2	4	3	8

**They consider themselves [Country]**

Very important	58	66	59	42	61	62	55	58	53	59	40
Fairly important	27	23	29	34	26	26	31	28	28	27	30
<b>TOTAL IMPORTANT</b>	<b>85</b>	<b>89</b>	<b>88</b>	<b>76</b>	<b>87</b>	<b>88</b>	<b>86</b>	<b>86</b>	<b>81</b>	<b>86</b>	<b>70</b>
Not very important	8	6	6	13	6	8	9	8	10	7	16
Not at all important	4	4	3	7	4	2	5	4	4	4	6
<b>TOTAL NOT IMPORTANT</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>22</b>
Don't know	3	1	3	4	3	2	0	2	4	2	7

**They are white**

Very important	11	15	11	7	14	15	7	4	11	12	8
Fairly important	10	12	8	13	11	14	8	8	7	10	14
<b>TOTAL IMPORTANT</b>	<b>21</b>	<b>27</b>	<b>19</b>	<b>20</b>	<b>25</b>	<b>29</b>	<b>15</b>	<b>12</b>	<b>18</b>	<b>22</b>	<b>22</b>
Not very important	25	28	24	19	28	27	21	21	22	25	18
Not at all important	51	43	54	58	42	41	64	63	56	50	53
<b>TOTAL NOT IMPORTANT</b>	<b>76</b>	<b>71</b>	<b>78</b>	<b>77</b>	<b>70</b>	<b>68</b>	<b>85</b>	<b>84</b>	<b>78</b>	<b>75</b>	<b>71</b>
Don't know	3	2	3	3	4	3	0	3	5	3	8