

Sample Size: 1690 GB Adults
Fieldwork: 3rd - 4th October 2016

	Highest Education Level						Marital Status					Work Status						
	Total	None	GCSE	A level	Degree	Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never married	Full Time	Part Time	ALL WORKING	Full time student	Retired	Unemployed	Not working/ Other
Weighted Results	1690	139	191	272	438	566	770	232	152	58	478	700	252	952	105	390	70	173
Unweighted Sample	1690	119	190	304	461	542	777	224	150	58	481	695	271	966	111	377	68	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	16	14	10	10	15	15	4	23	23	9	10	9	9	8	23	9	13
Britain is better than most other countries	32	38	38	34	29	30	33	28	27	38	33	31	26	30	34	39	30	25
Britain is as good as most other countries	39	30	32	42	44	40	40	46	37	35	37	40	44	41	42	33	48	37
Britain is not as good as most other countries	8	4	8	8	10	9	6	13	6	4	11	12	9	11	4	3	3	9
Britain is the worst country in the world	1	0	1	1	0	1	2	2	1	0	1	2	1	2	2	0	0	2
Don't know	7	12	7	5	6	4	5	7	7	0	9	6	11	7	9	2	9	14

If you had the opportunity to move to any country of your choice, would you take it?

Please select the option that best applies.

Yes, definitely	15	10	10	17	17	15	13	24	12	3	17	20	14	19	20	6	13	15
Yes, probably	30	25	34	35	32	28	27	36	28	21	34	32	31	32	38	23	50	25
TOTAL YES	45	35	44	52	49	43	40	60	40	24	51	52	45	51	58	29	63	40
No, probably not	27	21	26	26	30	28	32	21	24	23	23	26	24	26	20	34	14	29
No, definitely not	15	26	20	11	9	18	17	7	23	42	10	9	17	11	5	30	15	12
TOTAL NO	42	47	46	37	39	46	49	28	47	65	33	35	41	37	25	64	29	41
Don't know	12	19	11	12	12	11	11	12	13	11	16	13	14	13	16	8	10	19

Who would you rather was president of the USA?

Donald Trump	11	15	11	11	9	13	13	10	10	3	11	10	9	10	16	14	11	12
Hillary Clinton	65	51	61	69	78	62	62	72	70	70	64	69	61	67	59	62	68	63
Don't know	23	34	28	20	13	25	25	19	20	27	24	20	31	23	25	24	21	25

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	1	3	3	2	1	2	2	1	0	2	2	2	2	2	2	1	1
No change	29	30	35	25	28	29	31	30	31	19	27	33	27	31	22	26	33	26
Worse	62	58	56	66	64	62	60	61	61	78	62	58	60	59	62	70	59	59
Don't know	8	11	6	6	6	8	7	7	7	3	10	7	11	8	15	2	7	14

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	Household Income (£)					Children in Household					Urban / Rural			Social Media sites used			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	None	1	2	3 or more	ALL WITH CHILDREN	Urban	Town and Fringe	Rural	Facebook	LinkedIn	Google+	Twitter
Weighted Results	1690	365	426	216	152	1190	215	143	64	422	1336	153	201	1126	249	189	397
Unweighted Sample	1690	367	429	213	165	1196	218	147	56	421	1335	160	195	1125	259	172	420
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	18	12	9	9	14	10	8	12	10	13	13	13	12	9	15	9
Britain is better than most other countries	32	30	36	25	32	32	31	30	25	30	32	34	26	31	33	33	29
Britain is as good as most other countries	39	35	37	47	47	39	39	43	38	40	39	38	44	41	41	41	42
Britain is not as good as most other countries	8	9	8	14	7	8	12	6	13	10	8	9	11	8	10	6	11
Britain is the worst country in the world	1	1	2	1	1	1	1	2	7	2	1	2	0	1	2	0	1
Don't know	7	7	4	4	4	6	6	12	6	8	7	4	5	7	6	3	8

If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.

Yes, definitely	15	13	15	16	18	15	18	13	21	16	15	18	14	16	25	19	21
Yes, probably	30	27	29	29	33	27	38	34	33	36	30	29	35	32	31	33	32
TOTAL YES	45	40	44	45	51	42	56	47	54	52	45	47	49	48	56	52	53
No, probably not	27	25	29	33	23	28	28	24	23	26	28	24	26	26	23	24	23
No, definitely not	15	24	16	10	12	18	6	10	9	8	15	18	14	14	10	19	10
TOTAL NO	42	49	45	43	35	46	34	34	32	34	43	42	40	40	33	43	33
Don't know	12	11	11	12	13	12	10	20	14	14	13	10	10	13	12	5	13

Who would you rather was president of the USA?

Donald Trump	11	13	15	9	6	12	8	11	13	10	10	16	15	10	12	13	12
Hillary Clinton	65	59	64	76	83	66	68	63	54	64	65	63	66	68	72	66	72
Don't know	23	27	20	14	11	22	24	26	33	26	24	22	19	22	15	20	16

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	2	3	1	0	2	0	4	0	1	2	2	2	1	1	1	2
No change	29	28	29	34	26	28	36	27	29	32	29	29	31	30	29	34	28
Worse	62	62	65	56	70	64	58	52	59	56	61	65	62	62	66	63	63
Don't know	8	9	3	9	3	6	6	17	12	11	9	4	4	7	3	3	7

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		Religion																	
Total	None	Church of England/ Anglican/ Episcopal	Roman Catholic	Presbyterian/ Church of Scotland	Methodist	Baptist	United Reformed Church	Free Presbyterian	Judaism	Hinduism	Islam	Sikhism	Buddhism	Other	Orthodox Christian	Pentecostal	Evangelical – independent / non- denominational	Prefer not to say	
Weighted Results	1690	809	449	134	35	35	25	3	1	9	7	27	2	12	32	16	8	14	72
Unweighted Sample	1690	833	439	133	32	38	24	3	1	8	7	22	2	14	36	12	7	16	63
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following best describes the way you feel about Britain?

Britain is the best country in the world	13	10	18	18	14	6	4	50	0	23	0	6	0	15	10	14	0	0	14
Britain is better than most other countries	32	29	34	31	32	48	40	30	0	56	55	57	30	25	35	48	33	33	16
Britain is as good as most other countries	39	44	36	36	35	39	53	20	100	0	8	13	0	37	45	22	53	53	29
Britain is not as good as most other countries	8	10	5	9	11	0	2	0	0	20	15	2	70	5	7	5	0	11	16
Britain is the worst country in the world	1	1	0	0	5	7	0	0	0	0	0	9	0	0	2	11	0	0	4
Don't know	7	7	6	4	2	0	0	0	0	0	22	13	0	18	0	0	13	4	22

**If you had the opportunity to move to any country of your choice, would you take it?
Please select the option that best applies.**

Yes, definitely	15	17	11	13	25	9	3	0	0	30	37	0	0	28	16	30	32	5	22
Yes, probably	30	32	29	27	30	30	24	20	0	28	14	29	100	23	36	22	25	28	28
TOTAL YES	45	49	40	40	55	39	27	20	0	58	51	29	100	51	52	52	57	33	50
No, probably not	27	27	27	30	24	33	53	80	100	34	13	22	0	25	26	33	13	39	14
No, definitely not	15	11	23	21	13	17	16	0	0	0	14	14	0	6	20	14	22	7	11
TOTAL NO	42	38	50	51	37	50	69	80	100	34	27	36	0	31	46	47	35	46	25
Don't know	12	13	11	10	8	10	4	0	0	7	22	35	0	18	3	0	8	22	25

Who would you rather was president of the USA?

Donald Trump	11	10	13	16	5	20	15	0	100	25	0	0	0	0	21	22	0	16	6
Hillary Clinton	65	70	63	62	69	57	54	50	0	57	70	40	100	76	62	53	100	71	46
Don't know	23	20	24	22	26	23	32	50	0	18	30	60	0	24	17	25	0	13	48

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Better	2	1	2	3	2	5	0	0	0	0	13	0	0	0	0	13	0	0	
No change	29	30	30	25	21	39	14	30	0	45	14	37	70	17	37	28	11	42	13
Worse	62	61	62	67	62	56	83	20	100	55	51	40	30	54	59	58	75	58	61
Don't know	8	7	6	4	15	0	3	50	0	0	22	23	0	29	5	14	0	0	25

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