## Theos/Patriotism Poll

## Fieldwork : July 20th-22nd 2007

Table 1
Q. 1 Gordon Brown has spoken a great deal about the need to celebrate a sense of Britishness. Which ONE of these statements comes closest to your opinion on this?
Base: All respondents

|  | Sex |  |  |  | Age |  |  |  | Social Class |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $\underline{65+}$ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
| Unweighted base | 1005 | 474 | 531 | 90 | 139 | 195 | 192 | 182 | 207 | 329 | 241 | 138 | 297 | 268 | 260 | 244 | 142 | 91 |
| Weighted base | 1005 | 483 | 522 | 119 | 159 | 199 | 169 | 149 | 209 | 261 | 291 | 211 | 241 | 263 | 263 | 248 | 142 | 88 |
| He is on the right track and we need to be | $\begin{aligned} & 538 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 285 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 104 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ | more willing to

celebrate Britain and
its achievements.
He is on the wrong
track and celebrating Britishness will not

## really achieve very

much.
He has only spoken about Britishness because, being a Scot,
he thinks that he needs
to.

| None of these | 9 | 6 | 3 | - | - | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1\% | 1\% | 1\% | - | - | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | 1\% | 2\% | - |
| Refused | 3 | 3 | - | - | 1 | - | - | 2 | 1 | 1 | - | - | 3 | 1 | 1 | 2 | - | - |
|  | * | 1\% | - | - | * | - | - | 1\% | * | * | - | - | 1\% | * | * | 1\% | - | - |
| Don't know | 33 | 10 | 23 | 2 | 7 | 11 | 3 | 3 | 6 | 6 | 7 | 8 | 12 | 12 | 2 | 8 | 9 | 2 |
|  | 3\% | 2\% | 4\% | 2\% | 5\% | 6\% | 2\% | 2\% | 3\% | 2\% | 2\% | 4\% | 5\% | 4\% | 1\% | 3\% | 7\% | 2\% |

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Table 2
Q. 2 Gordon Brown is expected to visit the United States very soon. Which ONE of the following statements comes closest to your opinion? Base: All respondents

|  | Sex |  |  |  | Age |  |  |  |  | Social Class |  |  |  | Region Wales |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $\underline{65+}$ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
| Unweighted base | 1005 | 474 | 531 | 90 | 139 | 195 | 192 | 182 | 207 | 329 | 241 | 138 | 297 | 268 | 260 | 244 | 142 | 91 |
| Weighted base | 1005 | 483 | 522 | 119 | 159 | 199 | 169 | 149 | 209 | 261 | 291 | 211 | 241 | 263 | 263 | 248 | 142 | 88 |
| The United States provides a good model of patriotism which | $\begin{aligned} & 180 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ |
| Britain would do well to follow. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The United States provides a good model of patriotism but it is | $\begin{aligned} & 361 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 33 \% \end{aligned}$ |

not appropriate for
Britain.

The United States offers a poor model of patriotism and Britain

| 428 | 204 | 224 | 59 | 83 | 75 | 65 | 53 | 93 | 101 | 127 | 87 | 113 | 119 | 108 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $43 \%$ | $42 \%$ | $43 \%$ | $49 \%$ | $52 \%$ | $38 \%$ | $38 \%$ | $36 \%$ | $45 \%$ | $39 \%$ | $43 \%$ | $41 \%$ | $47 \%$ | $45 \%$ | $41 \%$ | would do well not to follow it.

None of these

Refused

Don't know

| 6 | 3 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | 4 | - | - | 2 | - | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1 \%$ | $1 \%$ | $*$ | $1 \%$ | - | $*$ | $*$ | $1 \%$ | $1 \%$ | $1 \%$ | $1 \%$ | - | - | $1 \%$ | - | $1 \%$ |
| 4 | 2 | 2 | - | 1 | 1 | 2 | 1 | - | 1 | 2 | - | 2 | 2 | 2 | - |
| $*$ | $*$ | $*$ | - | $*$ | $*$ | $1 \%$ | $1 \%$ | - | $*$ | $1 \%$ | - | $1 \%$ | $1 \%$ | $1 \%$ | - |
| 26 | 7 | 19 | 3 | 3 | 6 | 2 | 3 | 9 | 3 | 7 | 4 | 13 | 8 | 5 | 8 |
| $3 \%$ | $1 \%$ | $4 \%$ | $3 \%$ | $2 \%$ | $3 \%$ | $1 \%$ | $2 \%$ | $4 \%$ | $1 \%$ | $2 \%$ | $2 \%$ | $5 \%$ | $3 \%$ | $2 \%$ | $3 \%$ |

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Table 3
Q. 3 Which ONE of these statements most accurately reflects how you feel?

Base: All respondents

|  | Sex |  |  |  | Age |  |  |  |  | Social Class |  |  |  | Region Wales |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $\underline{65+}$ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland |
| Unweighted base | 1005 | 474 | 531 | 90 | 139 | 195 | 192 | 182 | 207 | 329 | 241 | 138 | 297 | 268 | 260 | 244 | 142 | 91 |
| Weighted base | 1005 | 483 | 522 | 119 | 159 | 199 | 169 | 149 | 209 | 261 | 291 | 211 | 241 | 263 | 263 | 248 | 142 | 88 |
| I want to live in a more patriotic society. | $\begin{gathered} 164 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ |
| I want to live in a more neighbourly society. | $\begin{aligned} & 682 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 322 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 360 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 132 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ |
| I'm happy with the way society is at present. | $\begin{gathered} 144 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ |
| None of these | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1\% |
| Don't know | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $1$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $1$ | - | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | 1 | 1 | - | - |

