

Theos/Patriotism Poll

Fieldwork : July 20th-22nd 2007

Absolutes/col percents

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

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
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 more willing to celebrate Britain and its achievements.	538 54%	253 52%	285 54%	52 44%	88 55%	104 52%	93 55%	80 53%	121 58%	140 54%	153 52%	115 55%	130 54%	143 54%	148 56%	139 56%	62 44%	46 52%
He is on the wrong track and celebrating Britishness will not really achieve very much.	165 16%	78 16%	87 17%	29 24%	29 18%	35 17%	21 12%	25 17%	27 13%	49 19%	57 19%	27 13%	32 13%	41 16%	45 17%	39 16%	25 18%	15 18%
He has only spoken about Britishness because, being a Scot, he thinks that he needs to.	257 26%	132 27%	125 24%	36 30%	34 22%	47 23%	51 30%	39 26%	50 24%	63 24%	74 25%	59 28%	61 25%	66 25%	64 24%	59 24%	42 30%	26 29%
None of these	9 1%	6 1%	3 1%	- -	- -	3 1%	2 1%	2 1%	3 1%	2 1%	2 1%	2 1%	4 2%	2 1%	2 1%	2 1%	3 2%	- -
Refused	3 *	3 1%	- -	- -	1 *	- -	- -	2 1%	1 *	1 *	- -	- -	3 1%	1 *	1 *	2 1%	- -	- -
Don't know	33 3%	10 2%	23 4%	2 2%	7 5%	11 6%	3 2%	3 2%	6 3%	6 2%	7 2%	8 4%	12 5%	12 4%	2 1%	8 3%	9 7%	2 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

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
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 Britain would do well to follow.	180 18%	97 20%	83 16%	14 12%	29 18%	35 18%	27 16%	30 20%	45 22%	58 22%	41 14%	40 19%	42 17%	40 15%	58 22%	52 21%	15 10%	15 17%
The United States provides a good model of patriotism but it is not appropriate for Britain.	361 36%	169 35%	192 37%	42 35%	43 27%	82 41%	73 43%	62 41%	59 28%	98 37%	112 38%	80 38%	72 30%	92 35%	90 34%	89 36%	61 43%	29 33%
The United States offers a poor model of patriotism and Britain would do well not to follow it.	428 43%	204 42%	224 43%	59 49%	83 52%	75 38%	65 38%	53 36%	93 45%	101 39%	127 43%	87 41%	113 47%	119 45%	108 41%	95 38%	63 45%	42 47%
None of these	6 1%	3 1%	2 *	2 1%	- -	1 *	1 *	1 1%	2 1%	2 1%	4 1%	- -	- -	2 1%	- -	3 1%	- -	- -
Refused	4 *	2 *	2 *	- -	1 *	1 *	2 1%	1 1%	- -	1 *	2 1%	- -	2 1%	2 1%	2 1%	- -	1 1%	- -
Don't know	26 3%	7 1%	19 4%	3 3%	3 2%	6 3%	2 1%	3 2%	9 4%	3 1%	7 2%	4 2%	13 5%	8 3%	5 2%	8 3%	2 2%	2 3%

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

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
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.	164 16%	86 18%	78 15%	21 17%	18 11%	28 14%	29 17%	19 13%	49 23%	45 17%	36 12%	36 17%	46 19%	34 13%	57 22%	43 17%	19 13%	10 12%
I want to live in a more neighbourly society.	682 68%	322 67%	360 69%	79 66%	117 73%	146 74%	125 74%	101 68%	113 54%	186 71%	222 76%	142 67%	132 55%	192 73%	162 62%	165 67%	102 72%	61 69%
I'm happy with the way society is at present.	144 14%	70 14%	75 14%	18 15%	24 15%	22 11%	14 8%	25 17%	42 20%	25 10%	29 10%	31 14%	60 25%	32 12%	41 15%	36 15%	20 14%	16 18%
None of these	9 1%	4 1%	5 1%	- -	- -	2 1%	2 1%	4 2%	2 1%	3 1%	3 1%	- -	3 1%	1 1%	3 1%	3 1%	1 1%	1 1%
Don't know	6 1%	1 *	5 1%	2 1%	1 1%	1 *	- -	- -	3 1%	2 1%	1 *	3 1%	- -	4 2%	1 *	1 *	- -	- -