

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 1

**Q1a. Can you name the day and month of the following national days?**

**Base: All respondents**

**St. George's Day**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 23rd April	919 39%	413 36%	506 42%a	73 26%	92 24%	170 38%cd	164 41%cd	162 46%cd	259 52%cd	252 40%	253 37%	189 38%	225 41%	63 31%	38 30%	818 40%m	846 39%	58 32%
Incorrect	1441 61%	743 64%b	697 58%	211 74%efgh	286 76%efgh	279 62%h	237 59%h	192 54%	236 48%	385 60%	431 63%	307 62%	318 59%	142 69%o	87 70%	1212 60%	1296 61%	122 68%
Near Miss: 21st,22nd,24th,25th April	161 7%	61 5%	100 8%a	7 3%	20 5%	31 7%c	31 8%c	30 8%c	42 8%c	37 6%	57 8%	36 7%	30 6%	9 4%	8 6%	144 7%	151 7%	9 5%
Near Miss: said April but not 23rd	465 20%	218 19%	247 21%	44 16%	89 23%	91 20%	83 21%	65 18%	93 19%	123 19%	162 24%l	93 19%	87 16%	35 17%	36 29%mo	395 19%	441 21%q	22 12%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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Table 1

**Q1a. Can you name the day and month of the following national days?**

**Base: All respondents**

**St. George's Day**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 23rd April	919 39%	41 38%	110 40%	78 37%	110 50%CF	88 40%	106 36%	122 40%	86 40%	77 42%	15 32%	11 27%	5 42%	6 38%	5 29%	6 21%	5 33%	9 40%O
Incorrect	1441 61%	66 62%	168 60%	130 63%D	108 50%	133 60%	191 64%D	180 60%	129 60%	107 58%	32 68%	30 73%	7 58%	9 62%	13 71%	25 79%Q	11 67%	14 60%
Near Miss: 21st,22nd,24th,25th April	161 7%	11 11%C	35 13%CE	6 2%DEGI	12 6%	13 6%	21 7%	21 7%	17 8%	8 4%	3 7%	1 3%	* 1%	1 9%	1 6%	1 3%	1 4%	* 1%
Near Miss: said April but not 23rd	465 20%	23 22%	60 22%	37 18%	37 17%	47 21%	45 15%	53 17%	55 26%F	37 20%	9 20%	8 21%	* 3%	2 13%	3 18%	6 19%	3 16%	3 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 2  
**Q1b. Can you name the day and month of the following national days?**  
**Base: All respondents**  
**St. Patrick's Day**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 17th March	1008 43%	399 34%	609 51% <sup>a</sup>	80 28%	123 33%	168 37% <sup>c</sup>	177 44% <sup>cd</sup>	195 55% <sup>cdef</sup>	265 53% <sup>cdef</sup>	256 40%	286 42%	207 42%	258 48% <sup>i</sup>	106 52% <sup>o</sup>	51 41%	851 42%	936 44% <sup>q</sup>	61 34%
Incorrect	1352 57%	758 66% <sup>b</sup>	594 49%	203 72% <sup>efgh</sup>	255 67% <sup>fgh</sup>	281 63% <sup>gh</sup>	224 56% <sup>gh</sup>	159 45%	230 47%	381 60% <sup>l</sup>	398 58%	288 58%	284 52%	99 48%	74 59%	1180 58% <sup>m</sup>	1206 56%	118 66% <sup>p</sup>
Near Miss: 15th,16th,18th,19th March	158 7%	75 6%	83 7%	17 6%	23 6%	40 9%	25 6%	24 7%	29 6%	27 4%	61 9% <sup>il</sup>	43 9% <sup>i</sup>	27 5%	17 8%	16 13% <sup>o</sup>	125 6%	151 7%	5 3%
Near Miss: said March but not 17th	488 21%	260 22%	228 19%	55 20%	86 23%	116 26% <sup>gh</sup>	82 20%	67 19%	83 17%	120 19%	177 26% <sup>ikl</sup>	88 18%	104 19%	40 19%	30 24%	418 21%	447 21%	28 16%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 2

**Q1b. Can you name the day and month of the following national days?****Base: All respondents****St. Patrick's Day**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 17th March	1008 43%	35 33%	133 48%AC	76 36%	89 41%	86 39%	120 40%	123 41%	104 49%AC	83 45%	26 56%O	23 57%O	6 47%	7 46%	10 54%	12 37%	7 46%	15 63%O
Incorrect	1352 57%	71 67%BH	144 52%	133 64%BH	129 59%	135 61%	177 60%	179 59%	111 51%	100 55%	21 44%	18 43%	6 53%	8 54%	9 46%	20 63%JKQ	9 54%	8 37%
Near Miss: 15th,16th,18th,19th March	158 7%	6 5%	17 6%	24 12%FGH	22 10%FG	14 6%	10 3%	9 3%	10 5%	13 7%	4 9%	2 4%	* 3%	3 17%K	2 10%	4 11%	* 2%	3 12%
Near Miss: said March but not 17th	488 21%	32 30%BEFG	41 15%	47 23%	53 24%B	40 18%	55 18%	54 18%	55 25%B	41 22%	9 20%	9 22%	* 3%	5 31%	5 26%	5 16%	2 10%	5 20%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 3

**Q1c. Can you name the day and month of the following national days?****Base: All respondents****Burns' Night**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 25th January	497 21%	191 17%	305 25%a	39 14%	66 17%	83 19%	93 23%c	91 26%cde	124 25%cde	133 21%	144 21%	93 19%	126 23%	107 52%no	11 9%	378 19%n	441 21%	44 24%
Incorrect	1863 79%	966 83%b	898 75%	244 86%fgh	312 83%gh	366 81%gh	308 77%	263 74%	371 75%	504 79%	541 79%	403 81%	416 77%	98 48%	114 91%mo	1652 81%m	1700 79%	136 76%
Near Miss: 23rd,24th,26th,27th January	128 5%	49 4%	79 7%a	6 2%	9 2%	20 4%	21 5%	26 7%cd	45 9%cde	33 5%	32 5%	27 5%	36 7%	18 9%no	2 2%	107 5%	121 6%	5 3%
Near Miss: said January but not 25th	782 33%	378 33%	403 34%	63 22%	90 24%	149 33%cd	148 37%cd	133 38%cd	199 40%cd	221 35%l	232 34%	174 35%	154 28%	59 29%	45 36%	677 33%	743 35%q	29 16%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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Table 3

**Q1c. Can you name the day and month of the following national days?****Base: All respondents****Burns' Night**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 25th January	497 21%	19 18%	55 20%	38 18%	42 19%	38 17%	57 19%	49 16%	45 21%	34 19%	30 64%KO	18 45%	5 41%	11 71%KO	9 49%	15 47%	7 44%	12 51%
Incorrect	1863 79%	87 82%	222 80%	170 82%	176 81%	183 83%	240 81%	253 84%	170 79%	149 81%	17 36%	23 55%JM	7 59%	4 29%	10 51%	17 53%JM	9 56%	11 49%
Near Miss: 23rd,24th,26th,27th January	128 5%	8 7%	14 5%	9 4%	14 6%	7 3%	16 5%	17 6%	8 4%	15 8%	5 10%	5 13%	1 8%	1 5%	1 4%	3 9%	2 11%	1 3%
Near Miss: said January but not 25th	782 33%	36 34%	98 35%	70 34%	73 33%	78 35%	86 29%	104 34%	73 34%	59 32%	12 25%	18 44%JMNO39%	5 39%	3 17%	3 18%	7 22%	7 44%	5 21%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 4

**Q1d. Can you name the day and month of the following national days?****Base: All respondents****St. David's day**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 1st March	846 36%	333 29%	513 43%a	67 24%	93 25%	137 31%	150 37%cd	164 46%cdef	235 47%cdef	221 35%	232 34%	195 39%	198 36%	68 33%	97 78%mo	682 34%	770 36%	64 35%
Incorrect	1514 64%	823 71%b	690 57%	216 76%fgh	285 75%fgh	312 69%gh	251 63%gh	190 54%	260 53%	416 65%	452 66%	301 61%	345 64%	137 67%n	28 22%	1349 66%n	1372 64%	116 65%
Near Miss: 2nd,3rd March	44 2%	24 2%	20 2%	2 1%	9 2%	15 3%g	7 2%	3 1%	9 2%	8 1%	11 2%	15 3%	10 2%	2 1%	2 2%	39 2%	42 2%	2 1%
Near Miss: said March but not 1st	329 14%	162 14%	167 14%	41 14%	40 11%	68 15%	58 15%	52 15%	70 14%	81 13%	117 17%il	65 13%	66 12%	27 13%n	6 5%	295 15%n	317 15%q	12 7%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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Absolutes/col percents

Table 4

**Q1d. Can you name the day and month of the following national days?****Base: All respondents****St. David's day**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 1st March	846 36%	33 30%	96 35%	61 29%	67 31%	71 32%	106 36%	113 37%	81 37%	54 29%	18 39%	11 26%	5 45%	6 43%O	6 34%	7 23%	5 33%	8 35%
Incorrect	1514 64%	74 70%	181 65%	147 71%	151 69%	150 68%	191 64%	190 63%	135 63%	130 71%	29 61%	30 74%	7 55%	9 57%	12 66%	24 77%M	11 67%	15 65%
Near Miss: 2nd,3rd March	44 2%	4 4%C	2 1%	* *	6 3%	6 3%	6 2%	6 2%	3 1%	4 2%	1 1%	* 1%	* 2%	- -	1 3%	1 2%	- -	- -
Near Miss: said March but not 1st	329 14%	12 11%	51 18%H	28 13%	39 18%	39 18%	34 12%	42 14%	21 10%	29 16%	4 8%	7 17%	2 15%	1 7%	3 15%	5 17%	3 18%	3 11%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 5

**Q1e. Can you name the day and month of the following national days?****Base: All respondents****Bonfire Night**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 5th November	2010	956	1054	184	273	397	360	336	460	534	574	431	471	179	108	1723	1897	89
	85%	83%	88% <sup>a</sup>	65%	72%	88% <sup>cd</sup>	90% <sup>cd</sup>	95% <sup>cdef</sup>	93% <sup>cde</sup>	84%	84%	87%	87%	87%	87%	85%	89% <sup>q</sup>	50%
Incorrect	350	201	150	99	105	52	41	18	35	104	111	64	71	26	17	307	244	90
	15%	17% <sup>b</sup>	12%	35% <sup>efgh</sup>	28% <sup>efgh</sup>	12% <sup>gh</sup>	10% <sup>g</sup>	5%	7%	16%	16%	13%	13%	13%	13%	15%	11%	50% <sup>p</sup>
Near Miss: 3rd,4th,6th,7th November	45	23	22	6	14	8	8	3	8	8	15	10	12	6	5	34	40	4
	2%	2%	2%	2%	4% <sup>g</sup>	2%	2%	1%	2%	1%	2%	2%	2%	3%	4%	2%	2%	2%
Near Miss: said November but not 5th	124	62	62	29	30	21	21	6	17	27	43	25	29	13	7	104	100	21
	5%	5%	5%	10% <sup>efgh</sup>	8% <sup>gh</sup>	5% <sup>g</sup>	5% <sup>g</sup>	2%	4%	4%	6%	5%	5%	6%	6%	5%	5%	11% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 5

**Q1e. Can you name the day and month of the following national days?****Base: All respondents****Bonfire Night**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 5th November	2010 85%	95 89%F	248 89%F	191 92%DF	182 83%F	193 87%F	195 66%	265 88%F	189 88%F	165 90%F	39 83%	37 89%	11 88%	13 89%	17 89%	28 90%	14 87%	20 88%
Incorrect	350 15%	11 11%	30 11%	18 8%	37 17%C	28 13%	102 34% EGHI	38 12%	26 12%	18 10%	8 17%	5 11%	1 12%	2 11%	2 11%	3 10%	2 13%	3 12%
Near Miss: 3rd,4th,6th,7th November	45 2%	2 2%	3 1%	- -	7 3%C	8 4%C	4 1%	3 1%	3 1%	5 3%	1 3%	1 3%	* 3%	* 3%	- -	1 4%	- -	1 4%
Near Miss: said November but not 5th	124 5%	5 4%	12 4%	7 4%	21 9%CH	13 6%	15 5%	15 5%	7 3%	10 5%	3 6%	2 4%	1 10%	* 3%	* 3%	2 7%	1 6%	3 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 6

**Q1f. Can you name the day and month of the following national days?**

**Base: All respondents**

**Independence Day (US)**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Correct: 4th July	1688	795	893	161	253	330	302	275	367	468	490	347	383	155	89	1444	1567	103
	72%	69%	74% <sup>a</sup>	57%	67% <sup>c</sup>	74% <sup>c</sup>	75% <sup>cd</sup>	78% <sup>cd</sup>	74% <sup>c</sup>	73%	72%	70%	71%	76%	71%	71%	73% <sup>q</sup>	57%
Incorrect	672	361	311	122	125	118	99	79	128	170	194	148	160	50	36	586	574	76
	28%	31% <sup>b</sup>	26%	43% <sup>defg</sup>	33% <sup>fg</sup>	26%	25%	22%	26%	27%	28%	30%	29%	24%	29%	29%	27%	43% <sup>p</sup>
Near Miss: 2nd,3rd,5th,6th July	114	61	53	9	12	23	33	17	21	23	38	26	28	11	6	97	108	6
	5%	5%	4%	3%	3%	5%	8% <sup>cdh</sup>	5%	4%	4%	5%	5%	5%	6%	5%	5%	5%	3%
Near Miss: said July but not 4th	262	124	139	20	35	43	55	51	58	64	84	51	63	24	14	224	245	14
	11%	11%	12%	7%	9%	10%	14% <sup>c</sup>	15% <sup>c</sup>	12%	10%	12%	10%	12%	12%	11%	11%	11%	8%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 6

**Q1f. Can you name the day and month of the following national days?**

**Base: All respondents**

**Independence Day (US)**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Correct: 4th July	1688	73	200	150	161	156	199	218	154	133	35	29	10	12	15	24	11	19
	72%	69%	72%	72%	74%	70%	67%	72%	71%	73%	75%	70%	81%	81%	82%	75%	70%	81%
Incorrect	672	33	77	58	57	66	98	85	62	50	12	12	2	3	3	8	5	4
	28%	31%	28%	28%	26%	30%	33%	28%	29%	27%	25%	30%	19%	19%	18%	25%	30%	19%
Near Miss: 2nd,3rd,5th,6th July	114	4	21	14	6	7	14	15	14	3	3	1	1	2	*	2	*	3
	5%	4%	7%l	7%	3%	3%	5%	5%	6%	2%	5%	2%	6%	11%K	3%	7%	1%	11%
Near Miss: said July but not 4th	262	9	34	31	15	30	25	30	34	17	4	5	1	2	3	4	2	3
	11%	8%	12%	15%D	7%	14%	8%	10%	16%DF	9%	9%	13%	9%	12%	15%	12%	12%	13%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 7

**Q2. Thinking specifically about St Patrick's Day and St George's Day, which if either, do you feel is more widely celebrated in Britain today?**

**Base: All England respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	1739	864	875	191	300	368	297	255	328	696	433	233	377	-	-	1739	1553	155
Weighted base	2030	1003	1027	267	325	394	329	290	425	567	586	414	462	**	**	2030	1829	167
It feels like St Patrick's Day is more celebrated than St George's Day	1350 66%	674 67%	676 66%	139 52%	200 62%	285 72%cd	236 72%cd	206 71%cd	284 67%cd	377 66%	400 68%	281 68%	293 63%	-	-	1350 66%	1277 70%q	60 36%
It feels like St George's Day is celebrated more than St Patrick's Day	152 7%	72 7%	79 8%	26 10%	41 12%efgh	24 6%	16 5%	17 6%	29 7%	44 8%	43 7%	41 10%l	24 5%	-	-	152 7%	109 6%	41 24%p
It feels like the two are celebrated about the same	240 12%	98 10%	142 14%a	48 18%defg	31 10%	42 11%	30 9%	28 10%	61 14%	73 13%j	46 8%	47 11%	74 16%j	-	-	240 12%	211 12%	22 13%
Don't know	289 14%	159 16%	130 13%	54 20%eh	53 16%	43 11%	48 15%	40 14%	51 12%	74 13%	97 17%	45 11%	73 16%	-	-	289 14%	233 13%	45 27%p

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 7

**Q2. Thinking specifically about St Patrick's Day and St George's Day, which if either, do you feel is more widely celebrated in Britain today?**

**Base: All England respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	1739	96	242	184	178	172	271	291	157	148	-	-	-	-	-	-	-	-
Weighted base	2030	107*	277	208	218	221	297	303	215	183	**	**	**	**	**	**	**	**
It feels like St Patrick's Day is more celebrated than St George's Day	1350 66%	84 79%EFG	194 70%F	142 68%F	151 69%F	144 65%	169 57%	191 63%	144 67%	133 72%F	-	-	-	-	-	-	-	-
It feels like St George's Day is celebrated more than St Patrick's Day	152 7%	8 8%	15 6%	12 6%	13 6%	17 8%	37 13%BCD	25 8%	9 4%	14 8%	-	-	-	-	-	-	-	-
It feels like the two are celebrated about the same	240 12%	8 7%	30 11%	19 9%	23 11%	32 15%	33 11%	33 11%	38 18%AC	23 13%	-	-	-	-	-	-	-	-
Don't know	289 14%	7 6%	38 14%	36 17%AI	31 14%	28 13%	57 19%AI	55 18%AI	24 11%	13 7%	-	-	-	-	-	-	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 8

**Q3. Should people in England celebrate St George's Day as much as we celebrate St Patrick's Day?****Base: All England respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	1739	864	875	191	300	368	297	255	328	696	433	233	377	-	-	1739	1553	155
Weighted base	2030	1003	1027	267	325	394	329	290	425	567	586	414	462	-**	-**	2030	1829	167
We should celebrate St George's Day more than St Patricks' Day	930 46%	502 50%b	428 42%	68 25%	140 43%c	191 48%c	159 48%c	142 49%c	230 54%cd	265 47%	273 47%	202 49%	189 41%	-	-	930 46%	890 49%q	35 21%
We should celebrate St George's Day as much as we celebrate St Patricks' Day	610 30%	260 26%	350 34%a	87 33%	96 30%	115 29%	94 29%	92 32%	125 29%	170 30%	156 27%	136 33%	147 32%	-	-	610 30%	541 30%	63 38%
We should celebrate St George's Day less than St Patrick's Day	43 2%	28 3%	15 1%	7 3%	5 2%	13 3%h	10 3%	4 2%	4 1%	13 2%	14 2%	9 2%	7 2%	-	-	43 2%	39 2%	2 1%
Don't know	448 22%	213 21%	234 23%	104 39%defg	84 26%gh	75 19%	66 20%	52 18%	66 16%	118 21%	143 24%k	68 16%	118 26%k	-	-	448 22%	359 20%	67 40%p

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 8

**Q3. Should people in England celebrate St George's Day as much as we celebrate St Patrick's Day?****Base: All England respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	1739	96	242	184	178	172	271	291	157	148	-	-	-	-	-	-	-	-
Weighted base	2030	107*	277	208	218	221	297	303	215	183	._**	._**	._**	._**	._**	._**	._**	._**
We should celebrate St George's Day more than St Patricks' Day	930 46%	54 51%	141 51%	85 41%	104 48%	108 49%	125 42%	134 44%	99 46%	80 43%	-	-	-	-	-	-	-	-
We should celebrate St George's Day as much as we celebrate St Patricks' Day	610 30%	34 32%	72 26%	70 34%	65 30%	70 32%	79 27%	87 29%	73 34%	59 32%	-	-	-	-	-	-	-	-
We should celebrate St George's Day less than St Patrick's Day	43 2%	2 2%	9 3%	3 1%	2 1%	11 5%	6 2%	5 2%	3 1%	3 2%	-	-	-	-	-	-	-	-
Don't know	448 22%	17 15%	55 20%	50 24%	48 22%	33 15%	87 29% ABEH25%E	77 25%	40 19%	42 23%	-	-	-	-	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 9

**Q4. Are there any reasons why St George's Day isn't celebrated more than it currently is? Please select up to three.**

**Base: All England respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	1739	864	875	191	300	368	297	255	328	696	433	233	377	-	-	1739	1553	155
Weighted base	2030	1003	1027	267	325	394	329	290	425	567	586	414	462	**	**	2030	1829	167
It's not a bank holiday	835 41%	401 40%	434 42%	85 32%	133 41%	193 49%ch	138 42%	122 42%	164 39%	258 46%l	252 43%	157 38%	167 36%	-	-	835 41%	765 42%	60 36%
Government and politicians don't focus on it	708 35%	352 35%	356 35%	38 14%	91 28%c	143 36%cd	121 37%cd	124 43%cd	190 45%cde	186 33%	181 31%	166 40%j	175 38%	-	-	708 35%	652 36%	47 28%
Nobody seems to organise anything, but I think people would like it if they did	672 33%	296 30%	375 37%a	59 22%	104 32%c	131 33%c	114 35%c	101 35%c	163 38%c	171 30%	181 31%	149 36%	171 37%	-	-	672 33%	623 34%	43 26%
Worried about offending minorities	637 31%	328 33%	309 30%	36 14%	85 26%c	130 33%c	100 31%c	112 39%cd	173 41%cdf	167 29%	171 29%	142 34%	157 34%	-	-	637 31%	611 33%q	18 10%
People just don't care, which is fine	579 29%	297 30%	282 27%	93 35%f	101 31%f	108 27%	74 22%	92 32%f	112 26%	180 32%k	191 33%k	85 21%	122 26%	-	-	579 29%	519 28%	52 31%
Not taught in schools	523 26%	239 24%	284 28%	61 23%	60 19%	80 20%	86 26%	86 30%de	149 35%cdef	142 25%	126 21%	124 30%j	131 28%j	-	-	523 26%	492 27%q	25 15%
Too embarrassed	65 3%	44 4%b	22 2%	9 4%	20 6%h	14 4%	9 3%	7 2%	6 1%	18 3%	27 5%l	13 3%	7 1%	-	-	65 3%	48 3%	14 9%p
Other	130 6%	70 7%	60 6%	41 16%defgh	21 7%h	24 6%h	24 7%h	9 3%	10 2%	36 6%	34 6%	21 5%	38 8%	-	-	130 6%	98 5%	25 15%p

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 9

**Q4. Are there any reasons why St George's Day isn't celebrated more than it currently is? Please select up to three.**

**Base: All England respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	1739	96	242	184	178	172	271	291	157	148	-	-	-	-	-	-	-	-
Weighted base	2030	107*	277	208	218	221	297	303	215	183	**	**	**	**	**	**	**	**
It's not a bank holiday	835 41%	40 38%	109 39%	100 48%H	97 44%	86 39%	116 39%	139 46%H	73 34%	75 41%	-	-	-	-	-	-	-	-
Government and politicians don't focus on it	708 35%	45 42%	107 39%	60 29%	67 31%	98 44%	98 33%	96 32%	80 37%	58 32%	-	-	-	-	-	-	-	-
Nobody seems to organise anything, but I think people would like it if they did	672 33%	42 40%CD	107 39%	53 25%	58 27%	61 28%	90 30%	116 38%	78 36%	67 37%	-	-	-	-	-	-	-	-
Worried about offending minorities	637 31%	35 33%	98 35%C	46 22%	68 31%	93 42%	78 26%	92 30%	68 32%	58 32%	-	-	-	-	-	-	-	-
People just don't care, which is fine	579 29%	32 30%	68 24%	75 36%BDF	54 25%	65 29%	77 26%	90 30%	67 31%	51 28%	-	-	-	-	-	-	-	-
Not taught in schools	523 26%	25 24%	73 26%	60 29%	51 23%	57 26%	59 20%	82 27%	65 30%F	50 27%	-	-	-	-	-	-	-	-
Too embarrassed	65 3%	-	7 3%	6 3%	12 6%AE	2 1%	13 4%	12 4%	4 2%	8 4%	-	-	-	-	-	-	-	-
Other	130 6%	4 4%	13 5%	12 6%	19 9%	16 7%	31 10%BHI	20 6%	8 3%	7 4%	-	-	-	-	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 10

**Q5. In England should the St George's flag be flown ...?****Base: All England respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	1739	864	875	191	300	368	297	255	328	696	433	233	377	-	-	1739	1553	155
Weighted base	2030	1003	1027	267	325	394	329	290	425	567	586	414	462	-**	-**	2030	1829	167
NET: More	1243	634	609	122	176	244	200	199	301	325	334	295	289	-	-	1243	1171	62
	61%	63%	59%	46%	54%	62% <sup>c</sup>	61% <sup>c</sup>	69% <sup>cd</sup>	71% <sup>cdef</sup>	57%	57%	71% <sup>ijl</sup>	63%	-	-	61%	64% <sup>q</sup>	37%
Much more than it is currently	921	494	427	63	120	182	152	156	248	219	227	230	245	-	-	921	889	25
	45%	49% <sup>b</sup>	42%	23%	37% <sup>c</sup>	46% <sup>cd</sup>	46% <sup>cd</sup>	54% <sup>cd</sup>	58% <sup>cdef</sup>	39%	39%	56% <sup>ij</sup>	53% <sup>ij</sup>	-	-	45%	49% <sup>q</sup>	15%
Slightly more than it is currently	322	140	182	60	56	62	48	43	53	106	106	65	45	-	-	322	282	37
	16%	14%	18%	22% <sup>h</sup>	17%	16%	15%	15%	13%	19% <sup>l</sup>	18% <sup>l</sup>	16% <sup>l</sup>	10%	-	-	16%	15%	22%
As much as it is currently	375	187	188	53	68	78	60	43	73	134	116	58	67	-	-	375	331	39
	18%	19%	18%	20%	21%	20%	18%	15%	17%	24% <sup>kl</sup>	20%	14%	14%	-	-	18%	18%	23%
Slightly less than it is currently	26	12	14	6	9	1	5	3	1	13	6	2	4	-	-	26	18	7
	1%	1%	1%	2%	3% <sup>eh</sup>	*	1%	1%	*	2%	1%	1%	1%	-	-	1%	1%	4% <sup>p</sup>
Not flown at all	76	37	39	7	13	10	15	12	19	25	28	6	17	-	-	76	66	9
	4%	4%	4%	3%	4%	3%	5%	4%	4%	4% <sup>k</sup>	5% <sup>k</sup>	2%	4%	-	-	4%	4%	5%
Don't know	311	134	177	77	59	61	49	34	31	69	103	53	86	-	-	311	243	51
	15%	13%	17% <sup>a</sup>	29% <sup>defg</sup>	18% <sup>h</sup>	15% <sup>h</sup>	15% <sup>h</sup>	12%	7%	12%	18% <sup>i</sup>	13%	19% <sup>i</sup>	-	-	15%	13%	30% <sup>p</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 10

**Q5. In England should the St George's flag be flown ...?****Base: All England respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	1739	96	242	184	178	172	271	291	157	148	-	-	-	-	-	-	-	-
Weighted base	2030	107*	277	208	218	221	297	303	215	183	**	**	**	**	**	**	**	**
NET: More	1243 61%	67 63%	200 72%CFG	111 53%	136 62%	157 71%CFG	153 52%	161 53%	144 67%CFG	115 63%	-	-	-	-	-	-	-	-
Much more than it is currently	921 45%	52 49%F	165 60%CD	86 41%FG	92 42%F	125 57%CD	89 30%	112 37%	110 51%FG	89 49%FG	-	-	-	-	-	-	-	-
Slightly more than it is currently	322 16%	15 14%	35 12%	25 12%	44 20%	31 14%	64 22%BC	48 16%	34 16%	26 14%	-	-	-	-	-	-	-	-
As much as it is currently	375 18%	19 18%	35 13%	55 26%BDE	36 16%	29 13%	56 19%	75 25%BEH	33 15%	37 20%	-	-	-	-	-	-	-	-
Slightly less than it is currently	26 1%	-	6 2%	4 2%	1 1%	1 1%	5 2%	4 1%	2 1%	2 1%	-	-	-	-	-	-	-	-
Not flown at all	76 4%	3 3%	6 2%	6 3%	8 4%	11 5%	15 5%	9 3%	7 3%	11 6%	-	-	-	-	-	-	-	-
Don't know	311 15%	18 16%	31 11%	33 16%	38 17%	22 10%	68 23%BEHI	54 18%	29 14%	19 10%	-	-	-	-	-	-	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)	
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177	
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179	
The Queen	1354 57%	610 53%	745 62%a	139 49%	195 51%	242 54%	233 58%	213 60%cd	332 67%cdef	373 59%	381 56%	279 56%	321 59%	122 60%	74 59%	1158 57%	1250 58%q	87 48%	
Stephen Fry	649 27%	311 27%	337 28%	75 27%h	107 28%h	144 32%h	137 34%h	97 27%h	90 18%	191 30%l	226 33%kl	123 25%	109 20%	52 25%	39 31%	558 27%	612 29%q	30 17%	
David Beckham	525 22%	269 23%	256 21%	60 21%	87 23%	107 24%	91 23%	73 21%	107 22%	149 23%l	156 23%	122 25%l	98 18%	40 19%	18 15%	467 23%	473 22%	42 24%	
Kate Middleton	483 20%	160 14%	323 27%a	70 25%	98 26%fgh	97 22%	69 17%	65 18%	85 17%	118 18%	112 16%	121 24%j	133 24%ij	44 21%	28 23%	411 20%	433 20%	41 23%	
Joanna Lumley	405 17%	151 13%	254 21%a	18 6%	32 8%	73 16%cd	88 22%cd	84 24%cde	109 22%cd	100 16%	119 17%	84 17%	103 19%	29 14%	20 16%	356 18%	386 18%q	17 9%	
Jeremy Clarkson	296 13%	203 18%b	93 8%	27 10%	51 14%	63 14%	59 15%	40 11%	55 11%	84 13%	79 12%	68 14%	65 12%	20 10%	9 7%	267 13%	271 13%	19 11%	
Justin Welby, Archbishop of Canterbury	291 12%	134 12%	156 13%	11 4%	11 3%	35 8%d	55 14%cde	55 20%cde	69 22%cdef	110 14%	92 11%	74 11%	54 11%	70 13%	40 19%o	16 13%	235 12%	276 13%	14 8%
Sir Alan Sugar	287 12%	146 13%	142 12%	41 15%	35 9%	55 12%	46 11%	51 14%	59 12%	73 12%	87 13%	59 12%	68 13%	23 11%	18 15%	246 12%	268 13%	16 9%	
Sir Michael Caine	245 10%	133 12%	112 9%	19 7%	38 10%	50 11%	35 9%	48 13%c	55 11%	50 8%	67 10%	61 12%i	67 12%i	13 6%	16 13%	216 11%m	220 10%	22 12%	
JK Rowling	125 5%	48 4%	77 6%a	45 16%defgh	23 6%h	20 4%	16 4%	12 3%	9 2%	39 6%	41 6%	22 5%	22 4%	9 4%	8 6%	108 5%	109 5%	13 7%	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Simon Cowell	70 3%	29 3%	40 3%	13 5%gh	19 5%gh	14 3%	13 3%	4 1%	6 1%	18 3%	18 3%	19 4%	14 3%	5 2%	- -	65 3%	52 2%	15 8%p
Noel Gallagher	54 2%	41 4%b	13 1%	4 2%	17 4%h	16 4%h	10 2%h	5 2%	1 *	12 2%	25 4%l	9 2%	7 1%	5 3%	4 3%	44 2%	50 2%	4 2%
Dizzee Rascal	40 2%	22 2%	19 2%	13 4%fgh	14 4%fgh	9 2%h	1 *	2 1%	1 *	8 1%	9 1%	12 2%	12 2%	2 1%	1 *	37 2%	29 1%	11 6%p
John Terry	37 2%	26 2%b	11 1%	7 3%h	11 3%h	6 1%	6 2%	5 1%	2 *	7 1%	13 2%	9 2%	7 1%	3 1%	- -	34 2%	32 1%	5 3%
Martin Amis	31 1%	18 2%	13 1%	5 2%	4 1%	3 1%	6 1%	3 1%	11 2%	12 2%	8 1%	4 1%	8 1%	3 2%	3 3%	24 1%	28 1%	3 2%
David Cameron/ Prime Minister	28 1%	15 1%	13 1%	- -	5 1%	5 1%	4 1%	4 1%	10 2%	13 2%j	4 1%	3 1%	8 1%	3 2%	2 2%	22 1%	26 1%	1 1%
Nigel Farage	17 1%	6 *	11 1%	- -	- -	3 1%	* *	4 1%	10 2%df	3 *	* *	10 2%ij	3 1%	1 1%	- -	16 1%	17 1%	* *
Boris Johnson	6 *	2 *	4 *	- -	- -	2 *	* *	1 *	2 *	4 1%	1 *	- -	* *	* *	- -	5 *	6 *	- -
Billy Bragg	5 *	5 *	- -	- -	1 *	- -	3 1%	- -	2 *	2 *	3 *	- -	- -	- -	- -	5 *	5 *	- -
David Attenborough	4 *	1 *	3 *	- -	2 1%	- -	1 *	- -	1 *	1 *	- -	- -	2 *	- -	- -	4 *	1 *	2 1%p
Other	40 2%	19 2%	21 2%	7 2%	5 1%	12 3%g	8 2%	1 *	8 2%	18 3%kl	12 2%	4 1%	6 1%	1 *	1 1%	38 2% 2% m	37 2%	3 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)	
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179	
Don't know	122	75	47	9	17	24	15	27	32	26	36	25	36	10	5	106	112	6	
		5%	6% <sup>b</sup>	4%	3%	4%	5%	4%	7% <sup>f</sup>	6%	4%	5%	5%	7%	5%	4%	5%	5%	3%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
The Queen	1354 57%	61 57%	154 56%	114 55%	128 59%	133 60%	163 55%	173 57%	120 56%	113 62%	26 56%	24 59%	5 46%	8 54%	11 57%	19 60%	11 69%	18 76%JM
Stephen Fry	649 27%	23 21%	85 30%	69 33%F	52 24%	68 31%	67 22%	82 27%	61 28%	52 28%	13 27%	10 25%	4 35%	5 33%	4 21%	8 25%	3 19%	4 19%
David Beckham	525 22%	25 23%	63 23%	40 19%	49 22%	52 23%	87 29%CI	65 22%	52 24%	35 19%	10 21%	9 23%	1 6%	4 27%	6 30%	5 15%	2 13%	3 15%
Kate Middleton	483 20%	24 22%	65 23%	49 23%	42 19%	35 16%	54 18%	60 20%	49 23%	34 19%	8 18%	9 21%	2 16%	3 18%	4 19%	8 25%	5 29%	6 26%
Joanna Lumley	405 17%	19 18%	52 19%	36 17%	31 14%	49 22%	43 15%	60 20%	41 19%	25 14%	4 8%	6 14%	1 9%	4 25%J	3 15%	4 13%	3 17%	5 20%
Jeremy Clarkson	296 13%	12 11%	31 11%	24 11%	29 13%	42 19%G	38 13%	33 11%	25 12%	33 18%	6 12%	4 9%	2 18%	1 5%	1 7%	4 11%	2 10%	2 7%
Justin Welby, Archbishop of Canterbury	291 12%	21 19%CDEFI	34 12%	20 10%	19 9%	21 9%	24 8%	44 15%F	32 15%	19 10%	8 16%	8 20%	2 17%	3 17%	3 15%	9 29%Q	5 29%	3 11%
Sir Alan Sugar	287 12%	17 16%	22 8%	26 12%	26 12%	36 16%B	31 10%	38 13%	24 11%	26 14%	6 12%	4 10%	1 6%	1 5%	3 16%	2 7%	3 16%	4 16%
Sir Michael Caine	245 10%	9 8%	38 14%I	21 10%	17 8%	23 11%	39 13%I	36 12%	23 10%	10 6%	4 9%	2 6%	* 3%	2 13%	2 11%	1 5%	* 1%	1 3%
JK Rowling	125 5%	4 4%	17 6%	16 8%D	5 2%	10 5%	23 8%D	22 7%D	6 3%	5 3%	2 4%	2 4%	1 5%	1 4%	-	2 7%	* 2%	1 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Simon Cowell	70 3%	1 1%	4 2%	2 1%	4 2%	6 3%	19 6%BCDI	19 6%BCD	7 3%	3 2%	1 2%	2 4%	-	-	-	-	-	2 10%JO
Noel Gallagher	54 2%	5 4%EH	10 4%E	7 3%E	7 3%E	-	4 1%	4 1%	1 1%	5 3%E	3 6%	1 2%	-	-	* 2%	1 3%	* 2%	-
Dizzee Rascal	40 2%	-	8 3%	2 1%	9 4%EH	1 *	7 2%	4 1%	1 *	6 3%	-	* 1%	* 1%	1 5%J	-	1 4%	-	-
John Terry	37 2%	1 1%	3 1%	7 3%	7 3%	2 1%	7 2%	3 1%	1 1%	3 2%	* 1%	1 2%	-	-	-	1 4%	* 2%	-
Martin Amis	31 1%	2 2%	1 *	1 *	2 1%	1 1%	7 3%	6 2%	1 *	2 1%	1 3%	1 2%	-	* 1%	* 1%	* 1%	-	1 2%
David Cameron/ Prime Minister	28 1%	3 3%CH	1 *	-	1 *	4 2%	6 2%	4 1%	-	3 2%	1 2%	* 1%	* 4%	1 4%	* 2%	1 2%	-	* 2%
Nigel Farage	17 1%	-	-	1 *	2 1%	7 3%BF	1 *	2 1%	2 1%	1 1%	-	-	1 5%	* 1%	-	* 1%	-	-
Boris Johnson	6 *	-	-	-	-	1 *	4 1%	-	-	1 *	* 1%	-	-	-	-	-	-	-
Billy Bragg	5 *	-	1 *	2 1%	-	-	1 *	2 1%	-	-	-	-	-	-	-	-	-	-
David Attenborough	4 *	1 1%	-	-	2 1%	-	-	-	-	1 *	-	-	-	-	-	-	-	-
Other	40 2%	3 3%	6 2%	2 1%	5 2%	2 1%	7 2%	8 3%	5 2%	1 *	* 1%	-	* 1%	* 1%	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 11

**Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Don't know	122 5%	5 5%	14 5%	6 3%	11 5%	8 4%	11 4%	21 7%	20 9%CF	10 5%	3 7%	2 5%	1 4%	1 5%	2 11%O	* 1%	1 3%	1 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 12

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Summary table**

	<u>First Mention</u>	<u>Second Mention</u>	<u>Third Mention</u>	<u>Top 3 Mentions</u>
Unweighted base	2360	2360	2360	2360
Weighted base	2360	2360	2360	2360
Ed Miliband	208 9%	129 5%	116 5%	453 19%
David Cameron	424 18%	215 9%	121 5%	761 32%
Nigel Farage	339 14%	119 5%	102 4%	559 24%
Boris Johnson	345 15%	408 17%	162 7%	915 39%
Nick Clegg	55 2%	118 5%	180 8%	353 15%
Caroline Lucas	28 1%	28 1%	42 2%	98 4%
Tommy Robinson	25 1%	52 2%	40 2%	117 5%
Nick Griffin	33 1%	52 2%	66 3%	151 6%
None of them	902 38%	1239 53%	1531 65%	902 38%

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 13

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**First Mention**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
David Cameron	424 18%	215 19%	210 17%	62 22%	92 24%efgh	71 16%	62 15%	52 15%	86 17%	147 23%kl	133 19%l	85 17%l	59 11%	41 20%	26 21%	357 18%	361 17%	50 28%p
Boris Johnson	345 15%	158 14%	187 16%	34 12%	40 11%	67 15%	67 17%d	53 15%	83 17%d	102 16%	108 16%	69 14%	65 12%	36 18%	19 15%	289 14%	326 15%	19 11%
Nigel Farage	339 14%	215 19%b	123 10%	9 3%	26 7%	53 12%cd	55 14%cd	71 20%cde	126 25%cdef	86 14%	92 13%	79 16%	82 15%	17 8%	22 18% <sup>m</sup>	300 15% <sup>m</sup>	330 15% <sup>q</sup>	8 4%
Ed Miliband	208 9%	100 9%	109 9%	18 7%	50 13%cfh	45 10%	27 7%	29 8%	38 8%	50 8%	61 9%	29 6%	68 13%ik	18 9%	13 10%	177 9%	170 8%	33 19%p
Nick Clegg	55 2%	32 3%	23 2%	9 3%	11 3%	12 3%	8 2%	10 3%	6 1%	26 4%jl	13 2%	10 2%	7 1%	3 1%	4 3%	49 2%	53 2%	3 2%
Nick Griffin	33 1%	21 2%	12 1%	3 1%	7 2%	6 1%	4 1%	6 2%	6 1%	4 1%	2 *	10 2%j	17 3%ij	1 *	2 2%	30 1%	33 2%	- -
Caroline Lucas	28 1%	13 1%	15 1%	2 1%	3 1%	6 1%	7 2%	3 1%	6 1%	11 2%	7 1%	1 *	9 2%	2 1%	1 1%	26 1%	27 1%	1 *
Tommy Robinson	25 1%	20 2%b	5 *	6 2%h	6 2%h	7 2%h	4 1%	1 *	- -	9 1%	3 *	8 2%	5 1%	1 1%	1 *	24 1%	19 1%	7 4%p
None of them	902 38%	383 33%	520 43%a	140 50%dgh	142 38%h	182 40%h	165 41%h	128 36%	144 29%	202 32%	264 39%i	205 41%i	230 42%i	86 42%n	38 30%	779 38%	823 38%	59 33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 13

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**First Mention**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
David Cameron	424 18%	10 10%	36 13%	26 12%	41 19%	39 17%	70 24%ABC	52 17%	46 21%A	38 21%A	9 19%	8 21%	2 15%	3 18%	5 25%	8 27%	2 15%	4 16%
Boris Johnson	345 15%	13 12%	40 14%	17 8%	35 16%	46 21%C	41 14%	40 13%	35 16%	23 12%	7 15%	7 18%	3 21%	3 22%	4 19%	6 18%	1 6%	6 25%
Nigel Farage	339 14%	15 14%	35 13%	39 19%	23 11%	40 18%	40 13%	46 15%	34 16%	28 15%	4 8%	3 8%	1 10%	*	1 7%	3 9%	2 11%	2 9%
Ed Miliband	208 9%	6 6%	38 14%EG	23 11%G	18 8%	13 6%	30 10%G	14 5%	18 8%	17 9%	5 10%	3 7%	*	3 17%	1 4%	3 11%	1 3%	3 14%
Nick Clegg	55 2%	4 4%	9 3%	7 3%	5 2%	8 4%	7 2%	5 2%	4 2%	1 *	*	1 2%	-	-	*	1 2%	*	* 1%
Nick Griffin	33 1%	-	12 4%CFGH	-	2 1%	4 2%	1 *	1 *	-	10 5%ACDFGH	-	*	-	*	-	-	-	* 1%
Caroline Lucas	28 1%	1 1%	-	8 4%BE	2 1%	1 *	4 1%	4 1%	1 *	6 3%B	-	1 2%	*	1 4%J	*	-	-	-
Tommy Robinson	25 1%	2 2%	2 1%	-	4 2%	-	7 2%	8 3%	1 *	-	-	*	-	*	-	-	1 5%	-
None of them	902 38%	56 53%BEFH	105 38%	88 42%	88 40%	72 32%	96 32%	134 44%EF	77 36%	62 34%	22 46%	18 43%	6 49%	5 33%	8 42%	11 33%	9 58%	8 33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 14

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Second Mention**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Boris Johnson	408 17%	209 18%	200 17%	24 8%	43 11%	85 19%cd	60 15%c	73 21%cd	124 25%cdf	127 20%l	120 17%	79 16%	82 15%	28 14%	23 18%	357 18%	387 18%q	19 10%
David Cameron	215 9%	115 10%	100 8%	28 10%	30 8%	34 8%	27 7%	41 11%f	55 11%	69 11%l	69 10%l	44 9%	34 6%	19 9%	13 10%	184 9%	197 9%	17 10%
Ed Miliband	129 5%	65 6%	64 5%	19 7%	32 8%eh	19 4%	26 7%	17 5%	16 3%	52 8%jk	26 4%	20 4%	32 6%	17 8%o	8 6%	104 5%	103 5%	24 13%p
Nigel Farage	119 5%	86 7%b	33 3%	3 1%	20 5%c	19 4%	23 6%c	16 5%c	38 8%c	31 5%	27 4%	32 7%	28 5%	12 6%	9 7%	98 5%	110 5%	7 4%
Nick Clegg	118 5%	61 5%	57 5%	23 8%h	25 7%	21 5%	19 5%	14 4%	17 4%	34 5%	24 4%	33 7%	27 5%	15 7%o	11 8%	92 5%	98 5%	18 10%p
Nick Griffin	52 2%	39 3%b	14 1%	4 1%	11 3%	8 2%	8 2%	8 2%	14 3%	11 2%	11 2%	17 3%	13 2%	4 2%	-	49 2%	46 2%	7 4%
Tommy Robinson	52 2%	32 3%	20 2%	4 1%	12 3%	10 2%	12 3%	7 2%	7 2%	14 2%	11 2%	16 3%	11 2%	4 2%	3 2%	45 2%	45 2%	6 3%
Caroline Lucas	28 1%	16 1%	12 1%	3 1%	4 1%	8 2%	5 1%	4 1%	3 1%	11 2%	8 1%	2 *	8 1%	2 1%	3 2%	23 1%	24 1%	4 2%
None of them	1239 53%	535 46%	704 59%a	176 62%gh	201 53%h	245 55%h	222 55%h	175 50%	219 44%	289 45%	389 57%i	253 51%	309 57%i	104 51%	57 45%	1078 53%	1133 53%q	78 43%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 14

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Second Mention**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Boris Johnson	408 17%	22 21%	47 17%	30 14%	31 14%	43 19%	55 19%	56 18%	37 17%	37 20%	5 10%	5 12%	2 17%	1 9%	3 13%	7 23%J	1 8%	4 19%
David Cameron	215 9%	7 7%	20 7%	14 7%	21 10%	25 11%	39 13%	28 9%	18 8%	12 6%	3 6%	3 8%	1 8%	2 12%	1 7%	4 12%	2 10%	3 15%
Ed Miliband	129 5%	1 1%	15 5%	8 4%	22 10%	17 8%AGH	16 6%	7 2%	5 2%	13 7%AG	5 11%	2 6%	1 8%	1 9%	3 16%	1 5%	1 7%	2 8%
Nigel Farage	119 5%	2 2%	18 6% <sup>C</sup>	3 1%	12 6%	14 6% <sup>C</sup>	9 3%	15 5%	10 4%	16 9% <sup>CF</sup>	3 6%	3 8%	1 9%	1 7%	-	2 7%	* 1%	1 5%
Nick Clegg	118 5%	1 1%	10 4%	7 3%	4 2%	7 3%	17 6%	21 7% <sup>AD</sup>	19 9% <sup>AD</sup>	7 4%	3 6%	3 7%	-	1 8%	2 12%	3 11%	* 1%	2 9%
Nick Griffin	52 2%	3 3%	11 4%	3 1%	8 4%	2 1%	9 3%	7 2%	2 1%	3 2%	* 1%	2 4%	-	* 3%	* 1%	* 1%	-	1 5%
Tommy Robinson	52 2%	1 1%	1 *	8 4% <sup>BD</sup>	1 *	9 4% <sup>BD</sup>	11 4% <sup>BD</sup>	5 2%	6 3%	4 2%	1 2%	1 3%	-	* 1%	-	* 1%	* 2%	* 1%
Caroline Lucas	28 1%	1 1%	5 2%	4 2%	5 2%	2 1%	1 *	3 1%	3 1%	* *	1 2%	1 2%	-	* 2%	-	* 1%	-	-
None of them	1239 53%	69 64% <sup>EF</sup>	150 54%	132 63% <sup>EFI</sup>	116 53%	103 47%	140 47%	162 54%	116 54%	92 50%	27 57%	21 50%	7 58%	7 48%	10 51%	12 40%	12 71%	9 38%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 15

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Third Mention**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Nick Clegg	180 8%	85 7%	95 8%	23 8%	38 10% <sup>f</sup>	31 7%	20 5%	26 7%	41 8%	66 10% <sup>kl</sup>	64 9% <sup>kl</sup>	20 4%	31 6%	22 11% <sup>o</sup>	7 6%	151 7%	154 7%	24 13% <sup>p</sup>
Boris Johnson	162 7%	106 9% <sup>b</sup>	56 5%	16 6%	29 8%	22 5%	23 6%	29 8%	42 9%	45 7%	38 6%	42 9%	37 7%	15 7%	11 9%	135 7%	144 7%	16 9%
David Cameron	121 5%	68 6%	53 4%	4 1%	11 3%	19 4%	21 5% <sup>c</sup>	24 7% <sup>cd</sup>	41 8% <sup>cde</sup>	35 6%	22 3%	24 5%	39 7% <sup>j</sup>	12 6%	5 4%	103 5%	107 5%	13 7%
Ed Miliband	116 5%	61 5%	55 5%	18 6%	22 6%	24 5%	22 5%	16 4%	14 3%	42 7% <sup>l</sup>	33 5%	24 5%	16 3%	13 6%	11 8%	92 5%	100 5%	13 7%
Nigel Farage	102 4%	49 4%	52 4%	8 3%	10 3%	21 5%	20 5%	16 5%	26 5%	37 6% <sup>j</sup>	22 3%	17 3%	26 5%	9 4%	4 3%	90 4%	95 4%	7 4%
Nick Griffin	66 3%	50 4% <sup>b</sup>	16 1%	9 3%	10 3%	11 3%	13 3%	8 2%	15 3%	19 3%	15 2%	19 4%	13 2%	3 1%	8 7% <sup>mo</sup>	55 3%	63 3%	4 2%
Caroline Lucas	42 2%	19 2%	23 2%	* *	15 4% <sup>ceh</sup>	5 1%	9 2%	7 2%	5 1%	14 2%	14 2%	6 1%	8 1%	5 2%	2 1%	35 2%	37 2%	5 3%
Tommy Robinson	40 2%	27 2% <sup>b</sup>	13 1%	6 2%	11 3% <sup>e</sup>	4 1%	3 1%	10 3%	6 1%	6 1%	12 2%	14 3% <sup>i</sup>	8 1%	4 2%	3 3%	33 2%	32 2%	7 4%
None of them	1531 65%	691 60%	841 70% <sup>a</sup>	198 70%	232 61%	310 69% <sup>dh</sup>	269 67%	218 62%	304 61%	373 59%	464 68% <sup>i</sup>	328 66% <sup>i</sup>	365 67% <sup>i</sup>	123 60%	74 59%	1334 66% <sup>m</sup>	1410 66% <sup>q</sup>	92 51%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 15

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Third Mention**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Nick Clegg	180 8%	5 5%	15 5%	10 5%	23 11%E	9 4%	37 13%BCEGH5%	19 5%	11 5%	21 11%E	4 8%	4 9%	2 20%	2 16%O	3 15%	1 4%	2 10%	4 16%
Boris Johnson	162 7%	2 1%	18 6%	8 4%	14 6%	23 11%AC	20 7%	24 8%A	10 5%	17 9%A	3 6%	5 12%	* 4%	1 8%	1 6%	2 6%	1 6%	2 7%
David Cameron	121 5%	5 4%	12 4%	7 3%	10 5%	14 7%	21 7%	16 5%	10 5%	9 5%	3 6%	2 5%	1 6%	* 1%	* 2%	3 9%	* 3%	3 12%
Ed Miliband	116 5%	7 6%	11 4%	11 5%	9 4%	10 5%	15 5%	11 4%	8 4%	11 6%	2 5%	3 8%	* 3%	* 1%	1 5%	4 14%M	- -	1 5%
Nigel Farage	102 4%	8 7%	14 5%	6 3%	9 4%	12 5%	9 3%	15 5%	5 3%	11 6%	3 5%	2 4%	- -	1 6%	2 8%	1 3%	- -	1 4%
Nick Griffin	66 3%	4 4%	7 2%	4 2%	3 1%	8 4%	14 5%I	8 2%	6 3%	1 1%	* *	1 1%	- -	1 3%	- -	* 1%	1 3%	1 3%
Caroline Lucas	42 2%	- -	5 2%	5 2%	3 1%	3 1%	10 3%	6 2%	5 2%	1 *	2 5%	- -	1 5%	1 6%K	- -	1 4%	- -	- -
Tommy Robinson	40 2%	2 2%	8 3%	2 1%	10 4%GH	3 2%	4 1%	2 1%	1 1%	1 1%	* 1%	1 2%	- -	- -	* 1%	- -	- -	2 9%JO
None of them	1531 65%	75 70%F	189 68%F	155 74%DEFI	138 63%	138 62%	167 56%	202 67%F	158 74%FI	113 61%	29 63%	24 59%	7 61%	9 58%	12 62%	18 58%	13 78%	10 44%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 16

**Q7. Which, if any, of the following politicians speaks convincingly for England today?**

**Base: All respondents**

**Top 3 Mentions**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Boris Johnson	915 39%	473 41%	442 37%	74 26%	112 30%	175 39%cd	151 38%cd	155 44%cd	249 50%cdef	274 43%l	266 39%	191 39%	184 34%	80 39%	53 42%	782 39%	857 40%q	54 30%
David Cameron	761 32%	398 34%	363 30%	94 33%	134 35%ef	125 28%	110 27%	116 33%	182 37%ef	251 39%ijkl	224 33%l	153 31%	132 24%	72 35%	44 35%	645 32%	666 31%	81 45%p
Nigel Farage	559 24%	350 30%b	209 17%	20 7%	55 15%c	93 21%c	98 24%cd	103 29%cd	190 38%cdefg	154 24%	141 21%	128 26%	135 25%	37 18%	35 28%m	487 24%m	535 25%q	22 12%
Ed Miliband	453 19%	225 19%	228 19%	55 19%	104 28%efgh	88 20%h	75 19%	62 17%	69 14%	144 23%jk	120 18%	72 15%	116 21%k	48 24%o	31 25%	374 18%	373 17%	70 39%p
Nick Clegg	353 15%	179 15%	174 14%	54 19%f	74 19%fh	64 14%	47 12%	50 14%	64 13%	125 20%jkl	101 15%	62 13%	65 12%	40 19%o	22 17%	292 14%	304 14%	45 25%p
Nick Griffin	151 6%	110 9%b	42 3%	16 6%	27 7%	25 6%	26 6%	22 6%	36 7%	35 5%	28 4%	46 9%ij	43 8%j	7 4%	10 8%	134 7%m	141 7%	10 6%
Tommy Robinson	117 5%	79 7%b	38 3%	16 6%	29 8%h	20 5%	20 5%	18 5%	14 3%	29 5%	27 4%	38 8%j	24 4%	8 4%	6 5%	102 5%	95 4%	20 11%p
Caroline Lucas	98 4%	48 4%	50 4%	6 2%	23 6%	20 4%	21 5%	14 4%	15 3%	35 5%k	29 4%	10 2%	24 4%	9 4%	5 4%	84 4%	87 4%	10 5%
None of them	902 38%	383 33%	520 43%a	140 50%dgh	142 38%h	182 40%h	165 41%h	128 36%	144 29%	202 32%	264 39%i	205 41%i	230 42%i	86 42%n	38 30%	779 38%	823 38%	59 33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 16

**Q7. Which, if any, of the following politicians speaks convincingly for England today?****Base: All respondents****Top 3 Mentions**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Boris Johnson	915 39%	36 34%	105 38% <b>C</b>	56 27%	79 36%	112 51% <b>ABCD</b> FG	116 39% <b>C</b>	120 40% <b>C</b>	82 38%	76 41% <b>C</b>	15 31%	18 43%	5 42%	6 39%	7 38%	15 47%	3 20%	12 51% <b>J</b>
David Cameron	761 32%	22 21%	68 25%	47 22%	72 33%	78 35% <b>ABC</b> GI	131 44% <b>ABCD</b> GI	95 32% <b>2</b>	74 34% <b>AC</b>	58 32%	15 31%	14 33%	3 29%	5 31%	6 34%	15 48% <b>J</b>	4 28%	10 43%
Nigel Farage	559 24%	24 23%	67 24%	48 23%	44 20%	66 30% <b>F</b>	58 19%	76 25%	49 23%	55 30% <b>F</b>	9 20%	8 19%	2 19%	3 17%	3 15%	6 19%	2 12%	4 18%
Ed Miliband	453 19%	14 13%	64 23% <b>G</b>	42 20% <b>G</b>	49 23% <b>G</b>	40 18%	62 21% <b>G</b>	33 11%	31 14%	40 22% <b>G</b>	13 27%	8 20%	2 14%	4 27%	5 25%	9 29%	2 10%	6 27%
Nick Clegg	353 15%	10 9%	34 12%	24 12%	32 15%	24 11%	62 21% <b>ABCE</b> I5%	45 15%	33 15%	29 16%	7 16%	7 18%	2 20%	4 24%	5 29%	5 17%	2 13%	6 26%
Nick Griffin	151 6%	7 7%	30 11% <b>CGH</b>	7 4%	12 6%	15 7%	24 8%	16 5%	8 4%	14 7%	1 1%	2 6%	- -	1 7% <b>J</b>	* 1%	1 2%	1 3%	2 9% <b>J</b>
Tommy Robinson	117 5%	5 5%	11 4%	10 5%	15 7%	12 5%	22 7%	15 5%	8 4%	5 3%	1 3%	2 6%	- -	* 3%	* 1%	* 1%	1 7%	2 11% <b>O</b>
Caroline Lucas	98 4%	2 2%	9 3%	16 8% <b>E</b>	9 4%	5 2%	14 5%	12 4%	9 4%	7 4%	3 7%	1 3%	1 8%	2 12% <b>KNQ</b>	* 1%	1 4%	- -	- -
None of them	902 38%	56 53% <b>BEFH</b> 38%	105 38%	88 42%	88 40%	72 32%	96 32%	134 44% <b>EF</b>	77 36%	62 34%	22 46%	18 43%	6 49%	5 33%	8 42%	11 33%	9 58%	8 33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 17

**Q8. Which of the following comedy characters best represents Englishness? Please select up to three.**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Del Trotter	886 38%	461 40%	425 35%	63 22%	130 34% <sup>c</sup>	191 42% <sup>cd</sup>	158 39% <sup>c</sup>	132 37% <sup>c</sup>	213 43% <sup>cd</sup>	188 30%	240 35% <sup>i</sup>	216 44% <sup>ij</sup>	242 45% <sup>ij</sup>	74 36%	54 43%	758 37%	845 39% <sup>q</sup>	32 18%
Basil Fawley	677 29%	381 33% <sup>b</sup>	297 25%	73 26%	98 26%	155 35% <sup>dh</sup>	130 32% <sup>h</sup>	114 32% <sup>h</sup>	108 22%	199 31% <sup>l</sup>	204 30%	142 29%	133 24%	61 30%	38 30%	579 29%	628 29% <sup>q</sup>	37 21%
Hyacinth Bucket	626 27%	257 22%	369 31% <sup>a</sup>	54 19%	73 19%	115 26%	93 23%	120 34% <sup>cdef</sup>	171 35% <sup>cdef</sup>	148 23%	189 28%	136 27%	153 28%	74 36% <sup>o</sup>	47 37% <sup>o</sup>	505 25%	581 27%	39 22%
Mr Bean	481 20%	240 21%	241 20%	110 39% <sup>defgh</sup>	104 28% <sup>fgh</sup>	95 21% <sup>gh</sup>	72 18% <sup>h</sup>	43 12%	57 11%	147 23% <sup>l</sup>	129 19%	115 23% <sup>l</sup>	90 17%	32 16%	14 11%	434 21% <sup>mn</sup>	365 17%	98 55% <sup>p</sup>
Alf Garnett	461 20%	279 24% <sup>b</sup>	182 15%	8 3%	39 10% <sup>c</sup>	91 20% <sup>cd</sup>	85 21% <sup>cd</sup>	96 27% <sup>cd</sup>	144 29% <sup>cdef</sup>	85 13%	115 17%	99 20% <sup>i</sup>	163 30% <sup>ijk</sup>	56 27% <sup>o</sup>	35 28% <sup>o</sup>	371 18%	437 20% <sup>q</sup>	20 11%
Vicar of Dibley	424 18%	163 14%	261 22% <sup>a</sup>	57 20% <sup>de</sup>	42 11%	58 13%	86 21% <sup>de</sup>	61 17% <sup>d</sup>	121 24% <sup>deg</sup>	144 23% <sup>ijkl</sup>	116 17%	71 14%	92 17%	29 14%	26 20%	369 18%	400 19% <sup>q</sup>	18 10%
Miranda	316 13%	105 9%	211 18% <sup>a</sup>	41 15%	57 15%	53 12%	61 15%	49 14%	55 11%	90 14%	86 13%	80 16%	60 11%	24 12%	8 7%	284 14%	293 14%	22 12%
Tony Hancock	292 12%	182 16% <sup>b</sup>	110 9%	5 2%	18 5%	34 8% <sup>c</sup>	55 14% <sup>cde</sup>	67 19% <sup>cde</sup>	113 23% <sup>cdef</sup>	91 14% <sup>k</sup>	82 12%	42 9%	76 14% <sup>k</sup>	19 9%	10 8%	263 13%	270 13%	19 11%
Vicky Pollard	224 9%	102 9%	122 10%	39 14% <sup>fgh</sup>	69 18% <sup>fgh</sup>	68 15% <sup>fgh</sup>	24 6% <sup>h</sup>	15 4%	9 2%	53 8%	69 10%	50 10%	51 9%	21 10%	11 9%	192 9%	179 8%	41 23% <sup>p</sup>
David Brent	163 7%	89 8%	74 6%	24 8% <sup>gh</sup>	43 11% <sup>gh</sup>	46 10% <sup>gh</sup>	30 8% <sup>gh</sup>	11 3%	9 2%	49 8% <sup>l</sup>	48 7%	43 9% <sup>l</sup>	23 4%	13 7%	6 5%	143 7%	137 6%	18 10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 17

**Q8. Which of the following comedy characters best represents Englishness? Please select up to three.**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
None of these	295 13%	145 12%	151 13%	46 16%	43 11%	47 10%	50 12%	41 12%	69 14%	80 13%	101 15%	54 11%	61 11%	19 9%	9 7%	268 13% <sup>m</sup>	273 13%	16 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 17

**Q8. Which of the following comedy characters best represents Englishness? Please select up to three.**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Del Trotter	886 38%	39 37%	113 41%F	73 35%	78 36%	103 47%FI	87 29%	111 37%	90 42%F	63 34%	19 41%	16 38%	4 33%	5 31%	6 30%	12 38%	6 34%	7 29%
Basil Fawley	677 29%	21 20%	71 25%	73 35%AD	51 23%	67 30%	91 31%	90 30%	54 25%	60 33%	15 32%	13 31%	3 26%	4 28%	7 39%	10 32%	4 26%	4 19%
Hyacinth Bucket	626 27%	31 30%	59 21%	53 25%	73 33%BEFG20%	43 20%	61 20%	72 24%	61 28%	51 28%	15 32%	12 29%	3 23%	7 45%N	3 17%	14 44%N	9 57%	11 47%N
Mr Bean	481 20%	21 20%	69 25%H	34 16%	53 24%	37 17%	92 31%CEGH20%	61 15%	33 19%	35 19%	8 18%	7 16%	-	3 17%	2 10%	5 15%	2 11%	6 26%
Alf Garnett	461 20%	13 12%	41 15%	40 19%	37 17%	53 24%ABG	56 19%G	35 12%	47 22%G	49 27%ABG	13 28%	12 30%	3 26%	4 27%	6 30%	8 26%	5 33%	4 19%
Vicar of Dibley	424 18%	25 24%F	48 17%	35 17%	30 14%	44 20%	37 12%	66 22%F	52 24%DF	31 17%	6 14%	4 10%	1 7%	5 36%JKNO15%	3 15%	4 11%	4 24%	2 8%
Miranda	316 13%	14 13%	43 15%I	30 14%I	33 15%I	31 14%I	40 13%	52 17%I	30 14%	12 6%	7 15%	4 9%	-	3 17%	2 11%	5 16%	2 11%	1 6%
Tony Hancock	292 12%	10 10%	39 14%	18 9%	35 16%	33 15%	47 16%C	36 12%	27 12%	19 10%	4 8%	4 9%	1 12%	1 6%	2 11%	4 12%	2 11%	2 11%
Vicky Pollard	224 9%	9 8%	29 10%	17 8%	17 8%	27 12%	38 13%	27 9%	15 7%	13 7%	7 14%	4 10%	-	1 9%	* 2%	4 12%	1 7%	3 13%
David Brent	163 7%	5 4%	24 9%	21 10%G	22 10%G	15 7%	26 9%G	12 4%	10 5%	9 5%	5 11%	3 7%	* 3%	1 4%	* 1%	2 6%	1 4%	1 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 17

**Q8. Which of the following comedy characters best represents Englishness? Please select up to three.**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
None of these	295 13%	12 11%	26 9%	33 16%	23 11%	20 9%	49 17%BE	56 18%BDE	28 13%	21 11%	4 9%	5 13%	2 14%	2 12%	2 12%	2 6%	1 7%	1 3%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 18

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Summary table**

	Talking about the weather	Saying 'sorry' unnecessarily	Superior and snobbish	Keeping up appearances	Keeping a 'stiff upper lip'	Distinctive sense of English humour	Happy to queue and wait turn
Unweighted base	2360	2360	2360	2360	2360	2360	2360
Weighted base	2360	2360	2360	2360	2360	2360	2360
Fair generalisation	1891 80%	1412 60%	491 21%	1040 44%	894 38%	1823 77%	1620 69%
Outdated stereotype	278 12%	572 24%	1548 66%	997 42%	1202 51%	267 11%	491 21%
Neither/don't know	192 8%	376 16%	321 14%	323 14%	264 11%	270 11%	249 11%



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 19

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Talking about the weather**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	1891	886	1005	184	265	379	337	305	420	513	554	410	414	168	112	1612	1763	104
	80%	77%	83% <sup>a</sup>	65%	70%	85% <sup>cd</sup>	84% <sup>cd</sup>	86% <sup>cd</sup>	85% <sup>cd</sup>	80%	81%	83%	76%	82%	89% <sup>o</sup>	79%	82% <sup>q</sup>	58%
Outdated stereotype	278	171	107	45	67	45	43	29	48	91	72	52	62	19	8	250	229	45
	12%	15% <sup>b</sup>	9%	16% <sup>gh</sup>	18% <sup>efgh</sup>	10%	11%	8%	10%	14%	11%	11%	11%	9%	7%	12%	11%	25% <sup>p</sup>
Neither/don't know	192	100	92	54	45	24	21	20	27	33	59	34	66	18	5	168	150	30
	8%	9%	8%	19% <sup>defg</sup>	12% <sup>efgh</sup>	5%	5%	6%	5%	5%	9% <sup>i</sup>	7%	12% <sup>ik</sup>	9%	4%	8%	7%	17% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 19

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Talking about the weather**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	1891 80%	84 78%F	222 80%F	182 88%DF	164 75%	179 81%F	196 66%	246 81%F	186 86%DF	153 83%F	39 82%	32 79%	9 74%	12 82%	16 84%	26 84%	15 93%	18 77%
Outdated stereotype	278 12%	15 14%C	35 13%	12 6%	33 15%C	26 12%	59 20%BCGHI	33 11%	18 8%	19 10%	5 11%	3 8%	- -	2 11%	2 13%	3 8%	1 5%	3 12%
Neither/don't know	192 8%	8 7%	21 7%	13 6%	21 10%	16 7%	42 14%BCGHI	24 8%	11 5%	12 7%	3 6%	5 13%	3 26%	1 6%	1 3%	2 7%	* 2%	3 11%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 20

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Saying 'sorry' unnecessarily**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	1412	654	759	156	220	296	247	204	289	387	410	304	311	101	80	1231	1306	88
	60%	57%	63% <sup>a</sup>	55%	58%	66% <sup>cdgh</sup>	62%	58%	58%	61%	60%	61%	57%	49%	64% <sup>m</sup>	61% <sup>m</sup>	61% <sup>q</sup>	49%
Outdated stereotype	572	299	273	62	93	98	101	91	128	168	169	113	122	62	33	477	514	52
	24%	26%	23%	22%	24%	22%	25%	26%	26%	26%	25%	23%	22%	30% <sup>o</sup>	27%	24%	24%	29%
Neither/don't know	376	204	172	66	65	54	54	58	78	82	105	79	110	43	11	322	322	39
	16%	18%	14%	23% <sup>efh</sup>	17%	12%	13%	16%	16%	13%	15%	16%	20% <sup>i</sup>	21% <sup>no</sup>	9%	16%	15%	22% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 20

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Saying 'sorry' unnecessarily**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	1412 60%	68 64%	183 66%DE	151 73%DE	113 52%	121 55%	168 57%	183 60%	129 60%	116 63%	22 46%	19 46%	5 45%	7 45%	9 50%	15 46%	8 51%	16 67%JKMO
Outdated stereotype	572 24%	24 23%	59 21%	28 13%	59 27%C	59 27%C	78 26%C	79 26%C	52 24%C	38 21%	15 32%	12 29%	1 11%	5 32%	6 30%	12 39%Q	6 39%	4 18%
Neither/don't know	376 16%	14 13%	36 13%	29 14%	46 21%	41 19%	50 17%	41 14%	34 16%	29 16%	10 22%	10 25%	5 44%	3 23%	4 20%	5 15%	2 11%	3 14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 21

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Superior and snobbish**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	491 21%	247 21%	244 20%	49 17%	80 21%	105 23%h	102 25%h	79 22%h	77 15%	127 20%	135 20%	115 23%	114 21%	86 42%no	37 30%o	367 18%	430 20%	49 28%
Outdated stereotype	1548 66%	741 64%	807 67%	161 57%	241 64%	294 66%	262 65%	227 64%	364 73%cd ef g	451 71%jl	438 64%	319 64%	340 63%	97 48%	80 64%m	1371 68%m	1446 68%q	90 50%
Neither/don't know	321 14%	168 15%	153 13%	73 26%defg h	57 15%f	50 11%	38 9%	48 14%	55 11%	59 9%	112 16%i	62 13%	88 16%i	22 11%	8 6%	291 14%n	265 12%	40 22%p

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 21

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Superior and snobbish**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	491 21%	13 12%	57 20%	36 17%	33 15%	29 13%	77 26%A	55 18%	37 17%	30 16%	17 36%	22 52%JM	4 31%	5 31%	7 37%	14 44%	10 63%	8 35%
Outdated stereotype	1548 66%	78 73%F	177 64%	143 69%F	149 68%	156 71%F	173 58%	205 68%F	156 72%F	133 73%F	23 49%	16 40%	6 51%	9 58%	11 58%	15 46%	6 35%	12 51%
Neither/don't know	321 14%	16 15%	44 16%	29 14%	36 17%	36 16%	46 16%	42 14%	23 10%	20 11%	7 15%	3 8%	2 18%	2 11%	1 5%	3 9%	* 2%	3 14%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 22

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Keeping up appearances**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	1040	498	542	105	167	214	193	156	206	294	286	232	228	109	68	863	927	96
	44%	43%	45%	37%	44%	48% <sup>c</sup>	48% <sup>c</sup>	44%	42%	46%	42%	47%	42%	53% <sup>o</sup>	55% <sup>o</sup>	43%	43%	54% <sup>p</sup>
Outdated stereotype	997	493	504	103	147	186	170	152	239	283	284	204	227	71	45	881	946	44
	42%	43%	42%	36%	39%	41%	42%	43%	48% <sup>cd</sup>	44%	41%	41%	42%	35%	36%	43% <sup>m</sup>	44% <sup>q</sup>	25%
Neither/don't know	323	165	158	76	64	48	38	46	51	61	115	60	87	25	12	286	269	39
	14%	14%	13%	27% <sup>defg</sup>	17% <sup>efh</sup>	11%	10%	13%	10%	10%	17% <sup>i</sup>	12%	16% <sup>i</sup>	12%	10%	14%	13%	22% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 22

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Keeping up appearances**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	1040 44%	40 38%	130 47%	92 44%	98 45%	80 36%	130 44%	114 37%	90 42%	89 49%EG	26 55%	23 56%	3 23%	7 49%	10 51%	18 56%	11 68%	12 50%
Outdated stereotype	997 42%	49 46%	117 42%	91 44%	84 38%	107 48%	118 40%	140 46%	100 47%	74 40%	16 34%	13 31%	5 42%	6 43%	9 46%	11 34%	4 23%	8 34%
Neither/don't know	323 14%	17 16%	31 11%	25 12%	36 17%	34 15%	49 17%	49 16%	25 12%	20 11%	5 11%	5 13%	4 34%	1 8%	1 4%	3 10%	1 9%	4 15%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 23

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Keeping a 'stiff upper lip'**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	894 38%	444 38%	450 37%	84 30%	127 34%	187 42%cd	158 39%cd	153 43%cd	185 37%	245 38%	244 36%	221 45%jl	183 34%	77 38%	67 54%mo	749 37%	821 38%	57 32%
Outdated stereotype	1202 51%	568 49%	634 53%	127 45%	194 51%	232 52%	204 51%	171 48%	275 56%cd	348 55%k	352 51%	228 46%	274 51%	106 52%	51 40%	1045 51%no	1122 52%q	70 39%
Neither/don't know	264 11%	145 12%	120 10%	72 26%defg	57 15%egh	30 7%	40 10%	30 9%	35 7%	44 7%	89 13%i	47 9%	85 16%ik	21 10%	7 6%	236 12%	199 9%	52 29%p

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 23

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Keeping a 'stiff upper lip'**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	894 38%	24 22%	120 43%ACI	65 31%	95 44%ACI	72 33%	105 35%A	121 40%A	93 43%ACI	54 29%	16 34%	18 44%	4 31%	5 36%	6 30%	14 44%	8 52%	7 29%
Outdated stereotype	1202 51%	73 69%BDEF GH	135 49%	121 58%D	96 44%	121 55%	141 48%	150 49%	102 47%	105 57%D	27 57%	19 46%	6 51%	8 51%	12 66%KO	14 45%	8 48%	13 55%
Neither/don't know	264 11%	10 9%	22 8%	22 11%	27 12%	28 13%	51 17%B	32 11%	20 9%	24 13%	5 10%	4 10%	2 18%	2 13%	1 4%	4 12%	-	4 16%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 24

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Distinctive sense of English humour**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	1823	868	955	181	272	364	317	281	407	508	521	395	399	130	98	1596	1696	110
	77%	75%	79% <sup>a</sup>	64%	72%	81% <sup>cd</sup>	79% <sup>c</sup>	80% <sup>cd</sup>	82% <sup>cd</sup>	80% <sup>l</sup>	76%	80%	74%	63%	78% <sup>m</sup>	79% <sup>m</sup>	79% <sup>q</sup>	61%
Outdated stereotype	267	146	121	35	54	50	53	32	41	72	77	55	63	38	18	210	228	30
	11%	13%	10%	12%	14% <sup>h</sup>	11%	13% <sup>h</sup>	9%	8%	11%	11%	11%	12%	19% <sup>o</sup>	14%	10%	11%	17% <sup>p</sup>
Neither/don't know	270	143	127	68	51	34	31	40	47	57	86	46	81	37	10	224	217	39
	11%	12%	11%	24% <sup>defg</sup>	13% <sup>ef</sup>	8%	8%	11%	9%	9%	13%	9%	15% <sup>ik</sup>	18% <sup>no</sup>	8%	11%	10%	22% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 24

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Distinctive sense of English humour**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	1823 77%	82 77%	231 83%DF	166 80%	160 73%	175 79%	213 72%	237 78%	183 85%DF	149 81%	28 60%	26 63%	8 65%	10 64%	10 54%	20 65%	12 72%	16 69%
Outdated stereotype	267 11%	12 11%	25 9%	22 11%	24 11%	25 11%	36 12%	32 11%	18 8%	17 9%	12 25%	6 15%	2 13%	3 19%	5 29%Q	4 14%	4 23%	2 10%
Neither/don't know	270 11%	13 12%	22 8%	20 10%	34 16%BH	21 9%	48 16%BH	34 11%	15 7%	17 10%	7 14%	9 22%	3 22%	3 17%	3 18%	7 21%	1 5%	5 21%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 25

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Happy to queue and wait turn**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Fair generalisation	1620	779	842	146	255	305	265	259	389	473	479	327	341	121	91	1408	1507	92
	69%	67%	70%	52%	67% <sup>c</sup>	68% <sup>c</sup>	66% <sup>c</sup>	73% <sup>c</sup>	79% <sup>cdef</sup>	74% <sup>kl</sup>	70% <sup>l</sup>	66%	63%	59%	73% <sup>m</sup>	69% <sup>m</sup>	70% <sup>q</sup>	51%
Outdated stereotype	491	253	238	72	75	108	106	58	71	128	128	114	121	60	29	402	441	44
	21%	22%	20%	25% <sup>gh</sup>	20%	24% <sup>gh</sup>	27% <sup>gh</sup>	17%	14%	20%	19%	23%	22%	29% <sup>o</sup>	23%	20%	21%	25%
Neither/don't know	249	125	123	66	48	35	30	36	35	37	77	54	81	24	5	220	194	44
	11%	11%	10%	23% <sup>defg</sup>	13% <sup>fh</sup>	8%	7%	10%	7%	6%	11% <sup>i</sup>	11% <sup>i</sup>	15% <sup>i</sup>	12% <sup>n</sup>	4%	11% <sup>n</sup>	9%	24% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 25

**Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes?**

**Base: All respondents**

**Happy to queue and wait turn**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Fair generalisation	1620 69%	82 77%F	192 69%F	149 71%F	148 68%	171 77%F	176 59%	210 69%F	157 73%F	124 68%	24 50%	26 64%	8 69%	11 71%J	14 74%JQ	17 55%	9 54%	12 51%
Outdated stereotype	491 21%	13 12%	55 20%	40 19%	42 19%	32 15%	76 26%AE	61 20%	39 18%	43 24%A	19 40%K	8 21%	1 10%	4 24%	4 21%	9 30%	6 40%	9 37%
Neither/don't know	249 11%	12 11%	31 11%	20 9%	28 13%	18 8%	45 15%	31 10%	19 9%	16 9%	5 10%	6 16%	2 21%	1 5%	1 6%	5 15%	1 7%	3 12%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 26

**Q10. To what extent do you agree or disagree with the following statement: 'Paying more attention to Englishness will help to unite communities and bring us all together'?**

**Base: All respondents**

	Total	Gender		Age						Social Class				Country			Ethnicity	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
NET: Agree	1191 50%	593 51%	599 50%	140 49%	189 50%	217 48%	207 52%	174 49%	265 54%	329 52%	323 47%	291 59% <sup>jl</sup>	249 46%	42 21%	59 47% <sup>m</sup>	1090 54% <sup>m</sup>	1090 51%	86 48%
Agree a lot	(5) 520 22%	245 21%	274 23%	34 12%	74 20% <sup>c</sup>	82 18%	85 21% <sup>c</sup>	87 25% <sup>c</sup>	157 32% <sup>cdef</sup>	134 21%	136 20%	119 24%	131 24%	11 6%	21 17% <sup>m</sup>	487 24% <sup>m</sup>	489 23% <sup>q</sup>	25 14%
Agree a little	(4) 672 28%	347 30%	325 27%	106 37% <sup>gh</sup>	115 30% <sup>h</sup>	135 30% <sup>h</sup>	121 30% <sup>h</sup>	87 25%	109 22%	195 31% <sup>l</sup>	187 27%	172 35% <sup>jl</sup>	118 22%	31 15%	38 30% <sup>m</sup>	603 30% <sup>m</sup>	601 28%	61 34%
Neither agree nor disagree	(3) 680 29%	340 29%	341 28%	69 24%	103 27%	153 34% <sup>c</sup>	114 28%	104 29%	138 28%	177 28%	194 28%	145 29%	165 30%	80 39% <sup>no</sup>	29 23%	571 28%	614 29%	50 28%
Disagree a little	(2) 201 9%	96 8%	105 9%	29 10%	35 9%	43 10%	33 8%	24 7%	36 7%	58 9% <sup>k</sup>	86 13% <sup>kl</sup>	26 5%	32 6%	23 11% <sup>o</sup>	19 15% <sup>o</sup>	159 8%	187 9%	10 6%
Disagree a lot	(1) 175 7%	83 7%	93 8%	12 4%	33 9% <sup>e</sup>	16 4%	28 7% <sup>e</sup>	42 12% <sup>cef</sup>	43 9% <sup>e</sup>	53 8% <sup>j</sup>	36 5%	24 5%	63 12% <sup>jk</sup>	48 23% <sup>no</sup>	11 9%	116 6%	163 8%	11 6%
NET: Disagree	376 16%	179 15%	197 16%	42 15%	68 18%	59 13%	62 15%	66 19%	79 16%	110 17% <sup>k</sup>	122 18% <sup>k</sup>	49 10%	94 17% <sup>k</sup>	71 35% <sup>no</sup>	30 24% <sup>o</sup>	275 14%	350 16%	21 12%
Don't know	112 5%	46 4%	67 6%	32 11% <sup>defgh</sup>	19 5%	20 4%	18 5%	10 3%	13 3%	21 3%	46 7% <sup>ik</sup>	11 2%	34 6% <sup>ik</sup>	12 6%	7 6%	94 5%	87 4%	22 12% <sup>p</sup>
Mean	3.52	3.52	3.51	3.48	3.45	3.52	3.53	3.44	3.62	3.49	3.47	3.70 <sup>ijl</sup>	3.44	2.66	3.33 <sup>m</sup>	3.61 <sup>mn</sup>	3.52	3.51
Standard deviation	1.17	1.15	1.19	1.03	1.19	1.03	1.15	1.28	1.26	1.18	1.13	1.05	1.28	1.18	1.21	1.12	1.18	1.06
Standard error	0.02	0.03	0.04	0.07	0.06	0.05	0.06	0.07	0.06	0.04	0.05	0.06	0.06	0.05	0.12	0.03	0.03	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 26

**Q10. To what extent do you agree or disagree with the following statement: 'Paying more attention to Englishness will help to unite communities and bring us all together'?**

**Base: All respondents**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
NET: Agree	1191 50%	55 52%	160 58%	103 49%	105 48%	137 62%CDI	164 55%	162 54%	116 54%	88 48%	5 10%	11 26%J	3 24%	4 25%J	2 13%	7 22%	5 30%	6 26%J
Agree a lot	(5) 520 22%	21 20%	88 32%CDG	39 19%	43 20%	62 28%	69 23%	67 22%	59 27%	39 21%	1 3%	4 10%	2 16%	* 3%	* 2%	1 4%	1 4%	2 7%
Agree a little	(4) 672 28%	34 32%	72 26%	64 31%	62 28%	74 34%	95 32%	95 31%	58 27%	49 27%	4 8%	7 16%	1 8%	3 22%J	2 11%	6 18%	4 26%	4 19%
Neither agree nor disagree	(3) 680 29%	28 26%	75 27%	63 30%	69 31%	65 30%	83 28%	78 26%	62 29%	49 27%	19 41%N	16 40%N	4 35%	7 45%N	3 17%	14 46%N	6 38%	9 40%N
Disagree a little	(2) 201 9%	5 5%	21 8%	24 11%EF	19 8%	7 3%	13 4%	31 10%EF	13 6%	26 14%EFH	6 13%	3 8%	2 16%	1 4%	6 31%JKMOQ	1 5%	2 13%	2 9%
Disagree a lot	(1) 175 7%	11 10%	13 5%	13 6%	13 6%	10 4%	14 5%	17 5%	13 6%	13 7%	15 33%	9 21%	1 9%	3 20%	5 28%	7 24%	3 17%	4 18%
NET: Disagree	376 16%	16 15%	34 12%	37 18%EF	32 14%	17 8%	26 9%	48 16%EF	26 12%	39 21%BEF	22 46%KMO	12 29%	3 25%	4 24%	11 59%KMOQ	9 28%	5 30%	6 28%
Don't know	112 5%	7 7%E	9 3%	5 2%	13 6%E	2 1%	23 8%BCE	15 5%E	12 5%E	7 4%	1 3%	2 6%	2 16%	1 6%	2 11%	1 4%	* 2%	1 6%
Mean	3.52	3.50	3.75CI	3.45	3.50	3.79CDI	3.71CI	3.57	3.67	3.43	2.33	2.84JN	3.08	2.83JN	2.19	2.72JN	2.85	2.86JN
Standard deviation	1.17	1.21	1.13	1.13	1.11	1.04	1.05	1.13	1.14	1.20	1.12	1.25	1.29	1.15	1.12	1.16	1.14	1.19
Standard error	0.02	0.13	0.07	0.08	0.09	0.08	0.07	0.07	0.09	0.10	0.11	0.12	0.26	0.17	0.17	0.13	0.19	0.18

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 27

**Q11. Which, if anything, describes the way you think of yourself?****Base: All respondents**

	Total	Gender		Age						Social Class				Country			Ethnicity	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
NET: [Nationality]	982 42%	504 44%	478 40%	103 36%	123 33%	182 41% <sup>d</sup>	174 43% <sup>d</sup>	178 50% <sup>cde</sup>	222 45% <sup>d</sup>	227 36%	277 41%	260 52% <sup>ijl</sup>	217 40%	123 60% <sup>no</sup>	53 42%	806 40%	936 44% <sup>q</sup>	39 22%
[Nationality] not British	(5) 507 21%	266 23%	242 20%	42 15%	59 16%	93 21%	84 21%	101 29% <sup>cdef</sup>	129 26% <sup>cd</sup>	104 16%	136 20%	139 28% <sup>ij</sup>	129 24% <sup>i</sup>	66 32% <sup>o</sup>	27 22%	414 20%	493 23% <sup>q</sup>	9 5%
More [Nationality] than British	(4) 474 20%	239 21%	236 20%	61 22%	65 17%	89 20%	90 22%	77 22%	93 19%	124 19%	141 21%	122 25% <sup>l</sup>	88 16%	57 28% <sup>o</sup>	25 20%	393 19%	443 21%	30 17%
Equally [Nationality] and British	(3) 837 35%	384 33%	453 38%	97 34%	152 40% <sup>g</sup>	175 39% <sup>g</sup>	142 35%	105 30%	167 34%	235 37%	234 34%	169 34%	199 37%	50 24%	38 31%	749 37% <sup>m</sup>	762 36%	56 31%
More British than [Nationality]	(2) 211 9%	113 10%	99 8%	29 10%	31 8%	36 8%	38 9%	38 11%	40 8%	74 12% <sup>kl</sup>	71 10% <sup>k</sup>	27 6%	40 7%	11 5%	10 8%	191 9% <sup>m</sup>	179 8%	31 17% <sup>p</sup>
British not [Nationality]	(1) 195 8%	93 8%	102 8%	14 5%	32 9%	28 6%	28 7%	30 9%	62 13% <sup>cef</sup>	65 10% <sup>jk</sup>	46 7%	30 6%	54 10%	19 9%	18 15% <sup>o</sup>	158 8%	175 8%	17 10%
NET: British	407 17%	206 18%	201 17%	43 15%	63 17%	65 14%	65 16%	68 19%	102 21% <sup>e</sup>	139 22% <sup>k</sup>	117 17% <sup>k</sup>	57 11%	94 17% <sup>k</sup>	29 14%	28 23%	349 17%	353 16%	48 27% <sup>p</sup>
Don't know	135 6%	62 5%	73 6%	41 14% <sup>efgh</sup>	39 10% <sup>efgh</sup>	26 6% <sup>gh</sup>	20 5% <sup>gh</sup>	3 1%	5 1%	36 6% <sup>k</sup>	56 8% <sup>k</sup>	9 2%	33 6% <sup>k</sup>	3 1%	6 5%	126 6% <sup>m</sup>	90 4%	36 20% <sup>p</sup>
Mean	3.40	3.43	3.37	3.36	3.25	3.43	3.43	3.51 <sup>d</sup>	3.38	3.21	3.40 <sup>i</sup>	3.64 <sup>ijl</sup>	3.39 <sup>i</sup>	3.70 <sup>no</sup>	3.28	3.37	3.44 <sup>q</sup>	2.88
Standard deviation	1.19	1.20	1.17	1.08	1.14	1.12	1.15	1.25	1.30	1.19	1.16	1.13	1.24	1.24	1.33	1.17	1.19	1.08
Standard error	0.03	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.06	0.06	0.06	0.13	0.03	0.03	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 27

**Q11. Which, if anything, describes the way you think of yourself?****Base: All respondents**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
NET: [Nationality]	982 42%	28 26%	126 45%ACF	59 28%	87 40%AC	118 53%ACDF G	91 31%	113 37%	98 46%ACF	86 47%ACF	35 74%KMOQJ9%	24 19%	6 47%	8 51%	13 68%	17 54%	9 54%	12 53%
[Nationality] not British	(5) 507 21%	9 9%	75 27%ACFG	26 13%	47 22%ACF	71 32%ACFG	34 12%	55 18%A	49 23%ACF	48 26%ACF	18 38%	13 31%	5 41%	4 29%	5 28%	10 32%	6 34%	5 24%
More [Nationality] than British	(4) 474 20%	19 18%	51 18%	33 16%	40 18%	47 21%	57 19%	58 19%	50 23%	38 21%	17 36%	12 28%	1 6%	3 23%	7 40%	7 22%	3 20%	7 29%
Equally [Nationality] and British	(3) 837 35%	54 51%BDEF I	92 33%	111 53%BDEF GHI	67 31%	67 30%	93 31%	119 39%	82 38%	63 34%	8 16%	12 29%J	2 18%	5 34%J	4 23%	8 27%	2 14%	8 33%J
More British than [Nationality]	(2) 211 9%	10 9%	21 8%	18 9%	33 15%BEG	15 7%	34 12%	24 8%	17 8%	20 11%	1 2%	1 4%	2 16%	1 4%	1 4%	3 8%	1 7%	1 4%
British not [Nationality]	(1) 195 8%	9 8%	29 10%EH	18 8%	15 7%	9 4%	29 10%H	33 11%EH	7 3%	9 5%	4 8%	3 6%	2 18%	1 9%	1 5%	3 8%	4 25%	2 7%
NET: British	407 17%	19 18%	50 18%	35 17%	48 22%EH	24 11%	63 21%EH	58 19%EH	23 11%	29 16%	5 10%	4 10%	4 33%	2 13%	2 9%	5 17%	5 32%	2 11%
Don't know	135 6%	5 5%	10 3%	3 2%	16 7%C	13 6%	49 16%ABCDE GHI	13 4%	11 5%	6 3%	* *	1 2%	* 2%	* 1%	- -	1 3%	- -	1 3%
Mean	3.40	3.10	3.45ACF	3.16	3.35	3.75ABC DFG	3.14	3.27	3.57ACF G	3.54ACF G	3.94	3.75	3.38	3.59	3.82	3.62	3.31	3.61
Standard deviation	1.19	1.00	1.27	1.04	1.21	1.13	1.17	1.20	1.05	1.15	1.16	1.14	1.64	1.25	1.06	1.28	1.64	1.13
Standard error	0.03	0.10	0.08	0.08	0.09	0.09	0.08	0.07	0.09	0.10	0.11	0.11	0.32	0.18	0.15	0.14	0.27	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

**Englishness Survey - GB**  
**ONLINE Fieldwork : 9th - 11th October 2013**

Absolutes/col percents

Table 28

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Yes	1463 62%	723 63%	740 61%	180 63%	244 65%	269 60%	249 62%	220 62%	301 61%	486 76% <sup>ijkl</sup>	443 65% <sup>l</sup>	301 61% <sup>l</sup>	234 43%	132 64%	74 59%	1258 62%	1326 62%	117 65%
No	897 38%	433 37%	463 39%	103 37%	133 35%	180 40%	153 38%	134 38%	194 39%	152 24%	242 35% <sup>i</sup>	194 39% <sup>i</sup>	309 57% <sup>ijk</sup>	73 36%	52 41%	772 38%	816 38%	62 35%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 28

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Yes	1463 62%	64 60%	183 66% <sup>DH</sup>	127 61%	111 51%	135 61%	211 71% <sup>DH</sup>	196 65% <sup>D</sup>	117 54%	115 63%	32 67%	29 70% <sup>O</sup>	6 46%	11 75% <sup>O</sup>	14 74% <sup>O</sup>	16 52%	10 62%	14 61%
No	897 38%	43 40%	95 34%	81 39%	107 49% <sup>BFG</sup>	87 39%	86 29%	107 35%	98 46% <sup>BF</sup>	69 37%	15 33%	12 30%	7 54%	4 25%	5 26%	15 48% <sup>KMN</sup>	6 38%	9 39%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 29  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Single	613 26%	356 31% <sup>b</sup>	257 21%	215 76% <sup>defg</sup>	130 35% <sup>efgh</sup>	116 26% <sup>fgh</sup>	69 17% <sup>h</sup>	47 13% <sup>h</sup>	35 7%	135 21%	236 34% <sup>ikl</sup>	107 22%	135 25%	41 20%	28 23%	544 27% <sup>m</sup>	534 25%	68 38% <sup>p</sup>
Married or co-habiting (including civil partnership)	1466 62%	694 60%	772 64%	56 20%	241 64% <sup>c</sup>	317 71% <sup>c</sup>	280 70% <sup>c</sup>	229 65% <sup>c</sup>	344 69% <sup>c</sup>	450 71% <sup>jl</sup>	374 55%	363 73% <sup>jl</sup>	280 52%	130 63%	80 64%	1256 62%	1345 63%	100 56%
Widowed, separated or divorced	259 11%	97 8%	162 13% <sup>a</sup>	- -	5 1%	11 3% <sup>c</sup>	49 12% <sup>cde</sup>	79 22% <sup>cdef</sup>	114 23% <sup>cdef</sup>	49 8%	72 10% <sup>k</sup>	24 5%	115 21% <sup>ijk</sup>	33 16% <sup>o</sup>	17 13%	209 10%	252 12% <sup>q</sup>	6 3%
Refused	22 1%	10 1%	12 1%	12 4% <sup>defgh</sup>	1 *	4 1%	3 1%	* *	2 *	4 1%	4 1%	2 *	13 2% <sup>ijk</sup>	1 1%	- -	21 1%	10 *	5 3% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 29  
**Marital Status**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Single	613 26%	28 27%	71 25%	52 25%	65 30%	54 24%	116 39% HI	67 22% BCEG	54 25%	37 20%	11 23%	7 16%	1 12%	4 29%	2 13%	7 24%	1 9%	6 27%
Married or co-habiting (including civil partnership)	1466 62%	69 65% F	177 64% F	144 69% DF	123 56%	138 62% F	147 49%	199 66% F	138 64% F	121 66% F	28 60%	28 69%	9 78%	9 58%	11 58%	18 57%	13 78%	14 60%
Widowed, separated or divorced	259 11%	9 9%	28 10%	12 6%	24 11%	29 13% C	31 11%	34 11%	20 9%	22 12%	8 17%	5 13%	1 8%	2 13%	5 29% K	6 19%	2 14%	3 13%
Refused	22 1%	- -	2 1%	- -	7 3% CE	- -	4 1%	3 1%	3 1%	3 2%	- -	1 1%	* 2%	- -	- -	* 1%	- -	- -

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 30  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Owned outright - without mortgage	779 33%	390 34%	389 32%	58 20%	54 14%	63 14%	102 25%de	163 46%cd <sup>ef</sup>	339 69%cd <sup>ef</sup>	240 38% <sup>l</sup>	231 34% <sup>l</sup>	172 35% <sup>l</sup>	136 25%	54 26%	58 46% <sup>mo</sup>	666 33% <sup>m</sup>	729 34% <sup>q</sup>	40 22%
Owned with a mortgage or loan	826 35%	398 34%	428 36%	78 27% <sup>h</sup>	149 39% <sup>cgh</sup>	240 53% <sup>cdgh</sup>	195 49% <sup>cdgh</sup>	102 29% <sup>h</sup>	64 13%	285 45% <sup>ijkl</sup>	242 35% <sup>l</sup>	177 36% <sup>l</sup>	123 23%	73 36%	44 35%	709 35%	771 36% <sup>q</sup>	45 25%
Rented from the council	307 13%	150 13%	156 13%	32 11%	48 13%	69 15%	55 14%	45 13%	57 12%	37 6%	55 8%	52 10% <sup>i</sup>	163 30% <sup>ijkl</sup>	46 22% <sup>no</sup>	8 6%	253 12%	267 12%	34 19% <sup>p</sup>
Rented from a housing association	126 5%	65 6%	61 5%	24 9% <sup>h</sup>	22 6% <sup>h</sup>	21 5%	20 5%	27 8% <sup>h</sup>	11 2%	13 2%	23 3%	35 7% <sup>ij</sup>	55 10% <sup>ij</sup>	14 7%	4 3%	108 5%	101 5%	22 12% <sup>p</sup>
Rented from someone else	281 12%	132 11%	149 12%	71 25% <sup>efgh</sup>	95 25% <sup>efgh</sup>	49 11% <sup>gh</sup>	27 7%	16 4%	23 5%	57 9%	114 17% <sup>il</sup>	56 11%	55 10%	17 8%	11 9%	253 12% <sup>m</sup>	245 11%	31 17%
Rent free	42 2%	22 2%	20 2%	21 7% <sup>defgh</sup>	11 3% <sup>gh</sup>	6 1%	3 1%	1 *	1 *	6 1%	21 3% <sup>i</sup>	5 1%	10 2%	1 *	1 1%	40 2% <sup>m</sup>	29 1%	7 4% <sup>p</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 30  
**Tenure**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Owned outright - without mortgage	779 33%	30 28%	92 33%	75 36%F	62 28%	94 43%ADFI	74 25%	104 34%F	89 41%DFI	46 25%	8 16%	11 26%	5 41%	5 36%J	4 23%	9 29%	6 37%	6 26%
Owned with a mortgage or loan	826 35%	38 36%	114 41%EF	76 37%F	81 37%F	59 26%	77 26%	110 36%F	64 30%	90 49%CDEF34	16 39%	16 39%	3 27%	7 47%	7 38%	11 36%	5 29%	8 34%
Rented from the council	307 13%	15 14%	28 10%	23 11%	35 16%I	31 14%	58 20%BCGHI	33 1%	18 8%	12 7%	16 33%KM	4 11%M	2 19%	-	5 26%KM	7 23%KM	3 20%	8 34%KM
Rented from a housing association	126 5%	11 10%CG	17 6%	5 2%	10 5%	16 7%C	22 7%CG	9 3%	8 4%	10 6%	4 8%	6 14%	* 2%	* 3%	1 4%	2 6%	1 4%	1 3%
Rented from someone else	281 12%	12 11%	25 9%	26 13%	25 11%	16 7%	53 18%BE	40 13%	33 15%E	23 13%	4 8%	4 10%	1 12%	2 12%	2 9%	2 5%	2 10%	* 2%
Rent free	42 2%	1 1%	2 1%	2 1%	6 3%	6 3%	13 4%B	5 2%	3 1%	2 1%	-	-	-	* 3%	-	-	-	* 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 31

**At what age did you finish your full time education?****Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Under 16	829 35%	399 35%	430 36%	27 9%	55 15%	139 31%cd	173 43%cde	178 50%cde	258 52%cd	111 17%	196 29%i	219 44%ij	303 56%ijk	82 40%	39 31%	709 35%	812 38%q	17 9%
17-18	527 22%	253 22%	274 23%	55 20%	59 16%	103 23%d	120 30%cd	77 22%	113 23%d	120 19%	172 25%il	132 27%il	104 19%	46 23%	33 26%	448 22%	511 24%q	9 5%
19-24	674 29%	331 29%	343 29%	86 30%fh	196 52%cefg	145 32%fgh	83 21%	80 23%	84 17%	305 48%ijkl	199 29%kl	98 20%l	73 13%	50 24%	37 30%	588 29%	583 27%	78 44%p
25-34	110 5%	57 5%	52 4%	-	36 10%cfgh	36 8%cfgh	11 3%c	11 3%c	16 3%c	45 7%kl	38 6%k	12 2%	15 3%	10 5%	7 6%	93 5%	85 4%	23 13%p
35-44	17 1%	7 1%	10 1%	-	-	5 1%	6 2%d	2 *	4 1%	11 2%jk	3 *	* *	3 1%	2 1%	2 2%	13 1%	17 1%	* *
45-54	13 1%	5 *	8 1%	-	-	-	3 1%	3 1%	7 1%e	4 1%	1 *	4 1%	3 1%	3 2%o	1 1%	8 *	13 1%	- -
55-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
65+	* *	* *	-	-	-	-	* *	-	-	-	* *	-	-	* *	-	-	* *	-
Still in full time education	93 4%	40 4%	52 4%	81 29%defgh	9 3%efgh	2 *	1 *	-	-	22 3%	46 7%ikl	14 3%	12 2%	6 3%	1 1%	86 4%	67 3%	25 14%p
Never had any full time education	9 *	6 1%	3 *	1 *	6 1%gh	2 *	1 *	-	-	3 1%	1 *	1 *	4 1%	1 *	-	8 *	3 *	6 3%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 31

**At what age did you finish your full time education?****Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Don't know	35 1%	24 2% <sup>b</sup>	11 1%	12 4% <sup>fg</sup>	5 1%	8 2% <sup>f</sup>	1 *	2 1%	8 2%	3 *	9 1%	11 2% <sup>i</sup>	12 2% <sup>i</sup>	2 1%	6 5% <sup>o</sup>	27 1%	23 1%	12 7% <sup>p</sup>
Refused	52 2%	33 3%	19 2%	22 8% <sup>defgh</sup>	12 3% <sup>fg</sup>	10 2% <sup>g</sup>	3 1%	1 *	5 1%	13 2%	20 3%	6 1%	14 3%	3 1%	-	49 2%	28 1%	9 5% <sup>p</sup>
Mean	18.89	18.87	18.91	19.15 <sup>gh</sup>	20.52 <sup>ce fgh</sup>	19.50 <sup>fg h</sup>	18.54	18.02	18.02	20.63 <sup>jk l</sup>	18.97 <sup>kl</sup>	18.02	17.53	18.98	19.58	18.84	18.69	21.69 <sup>p</sup>
Standard deviation	4.44	4.32	4.55	2.34	3.31	4.37	4.72	4.26	5.19	4.83	3.93	3.98	4.24	5.82	5.11	4.22	4.42	3.81
Standard error	0.10	0.13	0.14	0.22	0.18	0.20	0.23	0.22	0.25	0.17	0.17	0.23	0.19	0.26	0.50	0.11	0.10	0.34

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 31

**At what age did you finish your full time education?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Under 16	829 35%	45 42%F	104 38%F	78 37%F	79 36%F	82 37%F	66 22%	107 35%F	88 41%F	60 33%F	20 42%M	15 37%	5 42%	3 22%	6 31%	15 47%M	8 51%	9 39%
17-18	527 22%	26 25%F	66 24%F	57 27%DF	38 17%	62 28%DF	35 12%	74 25%F	43 20%	46 25%F	10 22%	9 22%	3 26%	4 29%	5 24%	7 21%	2 13%	6 24%
19-24	674 29%	22 21%	77 28%	55 26%	64 29%	51 23%	112 38%ABCE	92 30%	61 28%	54 30%	11 24%	9 22%	3 24%	5 32%	5 25%	6 21%	5 30%	6 24%
25-34	110 5%	3 3%	8 3%	7 3%	15 7%	7 3%	29 10%BCEGH	13 4%	8 4%	4 2%	2 5%	2 4%	1 5%	1 9%	1 6%	2 6%	* 1%	* 2%
35-44	17 1%	- -	2 1%	1 1%	1 *	3 1%	1 *	- -	1 *	4 2%G	- -	1 1%	- -	* 1%	1 6%J	* 1%	- -	- -
45-54	13 1%	- -	- -	2 1%	- -	1 *	1 *	2 1%	1 *	2 1%	* 1%	1 1%	- -	* 3%	* 1%	1 3%	- -	1 2%
55-64	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
65+	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -
Still in full time education	93 4%	6 5%C	8 3%	2 1%	12 6%C	13 6%C	23 8%BCGI	8 3%	12 5%C	3 2%	2 4%	1 3%	- -	* 3%	1 7%	* 1%	* 2%	1 3%
Never had any full time education	9 *	1 1%	7 3%FG	- -	- -	- -	- -	- -	1 *	- -	- -	1 2%	- -	- -	- -	- -	- -	- -

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 31

**At what age did you finish your full time education?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Don't know	35 1%	3 3%GH	2 1%	3 1%	1 *	2 1%	14 5%BDGH	-	-	2 1%	*	1 2%	-	-	-	-	-	1 5%
Refused	52 2%	1 1%	4 1%	3 2%	9 4%E	1 *	17 6%BEH	6 2%	1 1%	8 4%E	1 1%	2 4%	*	-	-	*	*	-
Mean	18.89	18.07	18.34	18.83	18.71	18.47	20.20AB CDEGHI	18.92	18.39	19.07	18.54	19.36	18.15	20.73J	20.28	18.87	17.88	18.41
Standard deviation	4.44	3.59	3.46	5.02	3.85	4.18	3.98	4.39	3.82	5.08	4.74	7.18	3.00	7.38	7.35	6.11	2.76	5.35
Standard error	0.10	0.38	0.23	0.38	0.30	0.33	0.27	0.26	0.31	0.43	0.47	0.70	0.59	1.09	1.07	0.70	0.47	0.78

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 32

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Secondary school, high school, NVQ levels 1 to 3, etc.	1232 52%	574 50%	658 55%a	102 36%	141 37%	224 50%cd	245 61%cde	214 60%cde	306 62%cde	178 28%	335 49%i	333 67%ij	386 71%ij	115 56%	65 52%	1052 52%	1177 55%q	48 27%
University degree or equivalent professional qualification, NVQ level 4, etc.	762 32%	404 35%b	358 30%	86 31%	146 39%fgh	162 36%f	112 28%	105 30%	151 31%	317 50%jkl	251 37%kl	99 20%	96 18%	68 33%	42 34%	652 32%	690 32%	59 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238 10%	113 10%	125 10%	18 6%	76 20%cefg h	48 11%h	38 9%	27 8%	31 6%	127 20%jkl	57 8%l	33 7%	22 4%	16 8%	13 11%	208 10%	194 9%	40 22%p
Still in full time education	55 2%	23 2%	32 3%	49 17%defgh	5 1%h	1 *	- -	- -	- -	11 2%	28 4%il	12 2%	5 1%	2 1%	1 1%	52 3%	40 2%	14 8%p
No formal education	25 1%	13 1%	13 1%	3 1%	3 1%	6 1%	5 1%	7 2%	2 *	2 *	2 *	3 1%	18 3%ijk	1 1%	1 *	23 1%	23 1%	3 1%
Refused	48 2%	30 3%	18 1%	25 9%defgh	8 2%g	8 2%	3 1%	1 *	4 1%	4 1%	12 2%	16 3%i	16 3%i	2 1%	3 2%	43 2%	18 1%	15 8%p

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 32

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Secondary school, high school, NVQ levels 1 to 3, etc.	1232 52%	58 54%F	155 56%F	122 59%F	110 51%F	116 52%F	110 37%	166 55%F	127 59%F	88 48%	29 61%M	23 56%	8 65%	6 40%	8 45%	17 55%	11 70%	11 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	762 32%	38 35%	89 32%	55 27%	68 31%	66 30%	101 34%	94 31%	61 29%	80 43% H	14 3%	13 32%	3 29%	5 36%	8 43%	12 37%	3 21%	8 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238 10%	5 5%	19 7%	27 13%I	20 9%	26 12%	53 18% HI	32 11% ABDGI	16 7%	9 5%	2 5%	4 9%	* 3%	3 21% JOQ	2 11%	2 8%	1 4%	1 6%
Still in full time education	55 2%	2 2%	5 2%	1 *	10 5% CI	7 3%	12 4% CI	5 2%	9 4% C	1 *	1 2%	* 1%	- -	* 3%	- -	- -	* 2%	- -
No formal education	25 1%	2 2%	6 2%	1 *	1 1%	6 3% G	2 1%	1 *	1 1%	4 2%	* 1%	- -	- -	- -	- -	- -	- -	1 5%
Refused	48 2%	2 2%	3 1%	1 1%	9 4% EH	- -	18 6% BCEGH I	6 2%	1 *	2 1%	* 1%	* 1%	* 4%	- -	- -	- -	* 2%	1 3%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 33

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
NET: Yes half or more	2192 93%	1036 90%	1156 96%a	235 83%	354 94%c	431 96%c	373 93%c	338 96%c	461 93%c	598 94%j	615 90%	465 94%	514 95%j	188 92%	114 91%	1890 93%	1983 93%	171 95%
Yes, solely responsible	1276 54%	512 44%	765 64%a	105 37%	196 52%c	275 61%cdh	239 60%ch	208 59%c	253 51%c	333 52%	348 51%	246 50%	350 64%ijk	114 55%	72 58%	1091 54%	1144 53%	102 57%
Responsible for more than half (but not all)	484 21%	224 19%	260 22%	51 18%	97 26%f	92 21%	67 17%	71 20%	106 21%	142 22%l	144 21%	110 22%	88 16%	41 20%	25 20%	419 21%	442 21%	38 21%
About half	431 18%	300 26%b	131 11%	78 28%defg	60 16%	63 14%	67 17%	59 17%	103 21%e	123 19%l	122 18%	110 22%l	76 14%	34 16%	17 14%	380 19%	397 19%	32 18%
NET: Less than half	168 7%	121 10%b	47 4%	49 17%defgh	24 6%	18 4%	28 7%	16 4%	34 7%	39 6%	70 10%il	31 6%	29 5%	17 8%	11 9%	140 7%	159 7%	9 5%
Less than half	126 5%	85 7%b	41 3%	38 13%defgh	20 5%	11 2%	18 5%	14 4%	25 5%	33 5%l	58 8%ikl	21 4%	14 3%	12 6%	11 9%	102 5%	119 6%	6 3%
None - someone else does it	43 2%	36 3%b	6 1%	11 4%g	4 1%	7 1%	10 2%	2 1%	9 2%	6 1%	12 2%	9 2%	15 3%i	5 2%	-	38 2%	40 2%	3 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 33

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
NET: Yes half or more	2192 93%	98 92%	260 94%	195 94%	192 88%	208 94%	281 95%D	287 95%D	199 93%	169 92%	45 95%Q	39 95%Q	11 88%	14 96%Q	17 89%	29 92%	15 92%	18 80%
Yes, solely responsible	1276 54%	56 52%	157 56%	120 58%	117 54%	104 47%	194 65%A 53% HI	159 46%	99 46%	86 47%	30 63%K	19 45%	5 39%	10 67%K	10 55%	19 60%	9 55%	12 54%
Responsible for more than half (but not all)	484 21%	22 21%	61 22%	44 21%	39 18%	56 25%F	48 16%	62 20%	54 25%	34 18%	8 16%	12 29%JQ	2 20%	3 19%	3 18%	6 18%	4 26%	2 10%
About half	431 18%	20 18%	43 15%	31 15%	37 17%	48 22%	40 13%	66 22%F	47 22%F	49 27%BCF	7 15%	9 21%	4 29%	1 9%	3 16%	4 14%	2 11%	4 17%
NET: Less than half	168 7%	9 8%	17 6%	13 6%	26 12%FG	14 6%	15 5%	16 5%	16 7%	15 8%	2 5%	2 5%	1 12%	1 4%	2 11%	3 8%	1 8%	5 20%JKM
Less than half	126 5%	9 8%G	12 4%	11 5%	20 9%G	9 4%	14 5%	6 2%	13 6%	8 4%	2 4%	2 5%	1 6%	1 4%	1 4%	2 6%	1 6%	3 14%
None - someone else does it	43 2%	-	5 2%	2 1%	5 2%	5 2%	1 *	10 3%F	3 1%	7 4%F	* 1%	* *	1 6%	-	1 6%	1 2%	* 2%	1 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 34  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
None	477 20%	238 21%	239 20%	95 33%defg h	89 24%fh	80 18%	67 17%	64 18%	81 16%	87 14%	153 22%ik	63 13%	174 32%ijk	44 22%n	12 10%	420 21%n	422 20%	43 24%
1	977 41%	493 43%	484 40%	50 18%	136 36% c	188 42% c	157 39% c	162 46% cd	285 57% cdef g	224 35%	259 38%	227 46% ij	268 49% ij	96 47% o	60 48%	821 40%	904 42%	63 35%
2	691 29%	321 28%	371 31%	70 25%	112 30% h	159 35% ch	133 33% h	111 31% h	107 22%	256 40% jkl	214 31% l	143 29% l	78 14%	51 25%	35 28%	605 30%	628 29%	47 26%
3+	215 9%	105 9%	109 9%	69 24% defg h	41 11% egh	21 5%	44 11% egh	17 5%	23 5%	71 11% l	59 9% l	62 13% l	23 4%	14 7%	18 14% m	183 9%	188 9%	27 15% p

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 34

**How many cars are there in your household?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
None	477 20%	31 29%	52 CEGH9%	35 17%	45 21%E	25 11%	130 44% EGHI	50 ABCDI6%	28 13%	26 14%	11 24%M	10 25%M	2 16%	1 6%	5 27%M	8 27%M	1 7%	6 24%M
1	977 41%	54 50% DF	123 44% F	94 45% F	75 34%	107 48% DF	85 29%	118 39% F	92 43% F	73 40% F	22 47%	19 45%	7 55%	9 58%	8 44%	14 46%	7 40%	11 47%
2	691 29%	21 20%	81 29%	62 30%	72 33% AF	63 28%	64 22%	106 35% AF	71 33% AF	65 35% AF	12 25%	10 24%	2 14%	6 37%	5 26%	7 22%	6 35%	5 20%
3+	215 9%	2 1%	22 8% A	16 8% A	26 12% A	26 12% A	18 6%	28 9% A	25 12% A	19 11% A	2 5%	2 6%	2 15%	-	1 3%	2 5%	3 18%	2 8%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 35

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
White	2142 91%	1035 89%	1107 92%	220 78%	295 78%	412 92%cd	381 95%cd	342 97%cde	492 99%cd	565 89%	624 91%	454 92%	498 92%	200 98%no	112 90%	1829 90%	2142 100%q	-
Mixed	38 2%	16 1%	22 2%	14 5%egh	12 3%eh	1 *	8 2%eh	3 1%	-	8 1%	8 1%	16 3%	6 1%	* *	4 4%m	33 2%m	-	38 21%p
Asian	95 4%	63 5%b	33 3%	29 10%efgh	42 11%efgh	17 4%fgh	4 1%	2 1%	1 *	38 6%kl	27 4%	13 3%	17 3%	2 1%	1 1%	93 5%m	-	95 53%p
Black	24 1%	8 1%	16 1%	7 3%gh	7 2%gh	5 1%	3 1%	-	1 *	5 1%	8 1%	5 1%	6 1%	* *	-	23 1%	-	24 13%p
Chinese	15 1%	11 1%	4 *	4 1%h	6 2%h	2 1%	1 *	2 *	-	9 1%jk	2 *	-	4 1%	2 1%	2 1%	11 1%	-	15 8%p
Other ethnic group	8 *	4 *	4 *	-	3 1%	2 *	1 *	2 1%	-	2 *	2 *	1 *	3 1%	* *	1 1%	7 *	-	8 4%p
Refused	39 2%	21 2%	18 2%	10 3%gh	14 4%fgh	10 2%h	4 1%	1 *	1 *	9 1%	14 2%	7 1%	9 2%	1 *	5 4%m	33 2%	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 35

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
White	2142 91%	105 99%BDF	255 92%DF	198 95%DF	185 85%F	211 95%DF	212 71%	280 92%DF	210 97%BDF	173 94%DF	46 99%	40 97%	12 98%	15 98%	18 94%	31 98%	16 98%	23 99%
Mixed	38 2%	-	1 *	3 1%	3 1%	1 1%	19 7%ABCDEI% GHI	4 1%	1 *	1 *	*	-	-	-	-	*	-	*
Asian	95 4%	1 1%	8 3%	4 2%	17 8%ACEHI1%	3 1%	43 15%ABCEG1% HI	11 2%	3 1%	2 1%	*	1 2%	-	-	*	*	-	-
Black	24 1%	-	3 1%	-	6 3%	2 1%	7 2%	1 *	2 1%	3 2%	-	-	-	*	-	-	-	-
Chinese	15 1%	1 1%	3 1%	-	2 1%	2 1%	4 1%	*	-	-	*	-	*	-	1 5%K	*	-	-
Other ethnic group	8 *	-	-	-	4 2%	1 *	1 *	2 1%	-	-	-	*	-	*	-	-	-	-
Refused	39 2%	-	7 3%	2 1%	2 1%	1 *	11 4%H	5 2%	-	5 3%	-	*	-	-	-	-	-	*

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 36

**Which of the following best describes your current working status?**

**Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Working full time (30+ hrs a week)	1038 44%	655 57%b	383 32%	128 45%gh	272 72%cfgh	294 66%cfgh	226 56%cgh	97 27%h	22 5%	338 53%l	368 54%kl	227 46%l	105 19%	99 48%	50 40%	889 44%	924 43%	92 51%
Working part time (8-29 hrs a week)	283 12%	92 8%	191 16%a	41 14%h	33 9%	57 13%h	59 15%dh	60 17%dh	33 7%	70 11%	99 15%l	66 13%	47 9%	22 11%	11 9%	250 12%	254 12%	23 13%
Not working but seeking work or temporarily unemployed/sick	128 5%	62 5%	66 5%	29 10%h	22 6%h	24 5%h	26 6%h	28 8%h	- -	13 2%	17 3%	20 4%	77 14%ijk	10 5%	6 5%	112 6%	113 5%	14 8%
Not working/Not seeking work	75 3%	39 3%	36 3%	9 3%h	4 1%	16 4%dh	25 6%dh	21 6%dh	* *	3 1%	6 1%	11 2%i	55 10%ijk	10 5%	5 4%	60 3%	69 3%	5 3%
Retired on state pension ONLY	185 8%	54 5%	130 11%a	- -	- -	- -	- -	31 9%cdef	154 31%cdefg	11 2%	9 1%	17 4%	147 27%ijk	13 6%	8 6%	164 8%	182 9%q	3 2%
Retired with a private pension	377 16%	220 19%b	157 13%	* *	- -	2 *	7 2%d	85 24%cdef	283 57%cdefg	150 23%ijkl	115 17%l	82 17%l	30 6%	32 16%	30 24%o	315 16%	373 17%q	4 2%
Student	71 3%	26 2%	45 4%	66 23%defgh	4 1%	1 *	* *	- -	- -	14 2%	43 6%ikl	7 1%	7 1%	5 2%	1 1%	65 3%	53 2%	17 9%p
House person/Housewife/ Househusband	203 9%	9 1%	194 16%a	11 4%h	44 12%ch	55 12%ch	58 14%ch	33 9%ch	2 1%	38 6%	27 4%	65 13%ij	74 14%ij	13 6%	15 12%	175 9%	175 8%	22 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 36

**Which of the following best describes your current working status?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Working full time (30+ hrs a week)	1038 44%	38 36%	129 46%	91 44%	100 46%	88 40%	152 51%	124 AEGH1%	79 37%	89 48%	21 44%	22 52%	7 62%	5 36%	11 58%	13 41%	10 64%	10 43%
Working part time (8-29 hrs a week)	283 12%	12 11%	35 12%	22 11%	33 15%	25 11%	38 13%	39 13%	18 8%	28 15%	6 13%	4 10%	* 3%	2 16%N	1 3%	4 12%	1 7%	4 18%N
Not working but seeking work or temporarily unemployed/sick	128 5%	7 6%	10 4%	19 9%BF	16 7%	12 5%	12 4%	17 6%	9 4%	10 6%	5 10%K	1 2%	- -	* 1%	1 7%	1 4%	1 5%	1 4%
Not working/Not seeking work	75 3%	2 2%	8 3%	5 2%	7 3%	4 2%	10 3%	6 2%	8 4%	10 5%	3 6%	1 2%	1 6%	1 5%	1 3%	3 8%	1 3%	1 6%
Retired on state pension ONLY	185 8%	10 10%	17 6%	10 5%	10 5%	26 12%CD	22 7%	26 9%	32 15%BCDFI5%	10 5%	3 6%	2 4%	1 10%	2 11%	2 12%	1 2%	* 1%	2 10%
Retired with a private pension	377 16%	20 19%	45 16%	36 17%	25 11%	38 17%	34 12%	47 16%	45 21%DF	26 14%	5 11%	7 18%	2 16%	3 19%	3 13%	7 23%	1 8%	4 15%
Student	71 3%	7 7%CI	8 3%	1 *	12 6%CI	9 4%I	12 4%CI	6 2%	11 5%CI	- -	2 4%	1 3%	- -	* 3%	* 2%	* 1%	* 2%	* 2%
House person/Housewife/ Househusband	203 9%	11 10%	27 10%	24 12%F	16 7%	20 9%	16 6%	37 12%F	13 6%	11 6%	3 6%	3 8%	1 5%	1 9%	* 1%	3 9%	2 10%	1 3%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 37

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	1360	748	612	132	313	382	317	168	48	575	422	200	163	303	53	1004	1212	120
Weighted base	1322	747	575	168	305	351	285	156	56*	407	468	293	153	121	60*	1140	1178	115*
Owner manager or proprietor	133 10%	84 11%	49 9%	7 4%	15 5%	31 9%	32 11%cd	33 21%cdef	16 29%cdef	45 11%	51 11%	23 8%	14 9%	11 9%	6 10%	117 10%	126 11%q	3 3%
Managing director or managing partner	16 1%	12 2%	4 1%	4 2%	4 1%	4 1%	1 1%	1 1%	2 3%	8 2%	8 2%	- -	- -	1 1%	1 1%	14 1%	15 1%	1 *
Board level director or partner	5 *	3 *	2 *	- -	- -	1 *	1 *	- -	3 5%cdefg	3 1%	2 *	- -	- -	1 1%	- -	4 *	5 *	- -
Director - not board level	3 *	1 *	1 *	- -	* *	1 *	1 *	- -	- -	2 *	1 *	- -	- -	* *	- -	2 *	2 *	* *
Senior management	45 3%	29 4%	16 3%	3 2%	11 4%	17 5%	6 2%	8 5%	1 2%	37 9%ijkl	8 2%	- -	- -	2 2%	2 3%	41 4%	40 3%	5 4%
Middle management	148 11%	91 12%	57 10%	9 6%	36 12%	50 14%c	39 14%c	11 7%	2 4%	83 20%ijkl	50 11%kl	12 4%	3 2%	11 9%	6 10%	131 12%	126 11%	19 17%
Management	81 6%	43 6%	38 7%	7 4%	17 5%	24 7%	26 9%	8 5%	* 1%	46 11%ijkl	27 6%	6 2%	3 2%	10 8%	3 6%	68 6%	72 6%	8 7%
Executive	50 4%	36 5%	14 3%	17 10%defg	7 2%	9 3%	10 4%	3 2%	4 7%	29 7%ijkl	17 4%l	4 1%	- -	2 2%	1 2%	47 4%	36 3%	14 12%p
Office worker, clerical or office junior	386 29%	161 22%	226 39%a	47 28%	110 36%fgh	105 30%	76 27%	38 24%	10 18%	85 21%l	229 49%ikl	60 20%l	12 8%	30 25%	16 26%	340 30%	350 30%	28 24%
Unskilled manual worker	100 8%	60 8%	39 7%	13 8%	24 8%	22 6%	20 7%	16 10%	5 8%	6 1%	8 2%	20 7%ij	67 44%ijk	13 11%	6 10%	81 7%	90 8%	9 8%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 37

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	1322	747	575	168	305	351	285	156	56*	407	468	293	153	121	60*	1140	1178	115*
Skilled manual worker	202 15%	154 21% <sup>b</sup>	48 8%	24 14%	50 16%	57 16%	48 17%	19 12%	4 7%	17 4%	25 5%	137 47% <sup>ijl</sup>	23 15% <sup>ij</sup>	25 20% <sup>o</sup>	14 24%	163 14%	186 16%	16 14%
Craftsman, tradesman, etc.	14 1%	11 1%	4 1%	2 1%	* *	4 1%	5 2%	2 1%	2 4% <sup>d</sup>	2 *	2 *	9 3% <sup>ij</sup>	2 2%	1 1%	- -	13 1%	13 1%	2 1%
Support functions - e.g. cleaner, security guard, etc.	36 3%	17 2%	19 3%	5 3%	15 5% <sup>e</sup>	4 1%	5 2%	7 5% <sup>e</sup>	- -	6 1%	4 1%	7 3%	19 12% <sup>ijk</sup>	4 4%	1 2%	31 3%	32 3%	5 4%
Other	101 8%	45 6%	56 10% <sup>a</sup>	30 18% <sup>defg</sup>	15 5%	21 6%	16 6%	11 7%	6 12%	39 9%	37 8%	16 5%	10 6%	9 7%	5 8%	88 8%	86 7%	7 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 37

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	1360	45	137	103	112	91	179	165	80	92	62	71	17	26	29	41	27	30
Weighted base	1322	50*	163*	113*	133*	113*	191	163	97*	117*	27*	26*	8**	8**	12**	16*	12**	14**
Owner manager or proprietor	133 10%	3 6%	9 6%	14 12%	17 13%	9 8%	23 12%	21 13%	10 11%	11 9%	1 5%	1 5%	3 35%	1 13%	* 2%	1 8%	3 24%	* 1%
Managing director or managing partner	16 1%	1 2%	-	3 3%	-	-	5 3%	3 2%	1 1%	-	-	* 1%	-	-	* 4%	* 2%	-	* 2%
Board level director or partner	5 *	-	-	1 1%	2 1%	1 1%	-	1 *	-	-	* 1%	-	-	-	* 3%	-	-	* 2%
Director - not board level	3 *	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	* 1%	-	-	-	-	-	-
Senior management	45 3%	1 1%	4 2%	2 2%	5 4%	5 4%	11 6%	5 3%	6 6%	3 2%	1 3%	-	-	1 9%	* 3%	* 1%	* 1%	-
Middle management	148 11%	2 5%	14 8%	15 13%	13 10%	11 9%	37 19%ABGI	15 9%	15 16%	10 9%	1 5%	2 8%	1 11%	2 30%	1 12%	2 9%	* 3%	1 7%
Management	81 6%	4 8%	16 10%	5 4%	6 5%	5 4%	10 5%	6 4%	7 7%	8 7%	2 9%	3 12%	-	1 6%	2 16%	1 3%	* 3%	1 9%
Executive	50 4%	1 1%	4 3%	1 1%	5 4%	7 6%	13 7%	6 4%	7 7%	3 3%	* 1%	1 3%	* 6%	-	-	-	-	1 7%
Office worker, clerical or office junior	386 29%	19 39%	47 29%	34 30%	40 30%	33 29%	53 28%	59 36%	26 27%	29 24%	7 27%	9 36%	2 22%	2 20%	2 16%	4 25%	2 18%	3 19%
Unskilled manual worker	100 8%	4 9%	15 9%F	6 6%	9 7%	13 12%F	5 3%	13 8%	4 4%	10 9%	3 9%	2 8%	* 4%	* 5%	1 10%	3 15%	2 16%	2 17%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 37

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	1322	50*	163*	113*	133*	113*	191	163	97*	117*	27*	26*	8**	8**	12**	16*	12**	14**
Skilled manual worker	202 15%	13 25%FG	36 22%FG	16 14%	18 13%	20 18%F	12 6%	17 11%	15 16%F	16 13%	7 25%	3 12%	2 22%	1 7%	3 24%	4 22%	2 19%	4 28%
Craftsman, tradesman, etc.	14 1%	-	6 4%F	3 3%	-	-	-	1 1%	2 2%	1 1%	-	1 5%	-	-	*	-	-	-
Support functions - e.g. cleaner, security guard, etc.	36 3%	-	2 1%	3 2%	8 6%FH	1 1%	3 1%	8 5%	-	6 5%	1 5%	1 4%	-	*	-	1 4%	-	1 7%
Other	101 8%	1 2%	10 6%	9 8%	9 7%	8 7%	18 10%	7 4%	4 4%	20 17%ABGHI	3 1%	2 6%	-	*	1 6%	2 10%	2 15%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 38

**Do you have any children aged 18 or under?****Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
No	1683 71%	835 72%	848 71%	239 84%def	200 53%e	187 42%	231 57%e	337 95%cdef	490 99%cdef	435 68%	512 75%ik	320 65%	416 77%ik	149 73%	89 72%	1445 71%	1569 73%q	101 56%
NET: Yes	653 28%	306 26%	347 29%	29 10%gh	176 47%cgh	259 58%cdfg	169 42%cgh	17 5%h	5 1%	198 31%jl	168 25%	170 34%jl	116 21%	55 27%	36 28%	562 28%	565 26%	73 40%p
Yes: Aged under 5	220 9%	88 8%	132 11%a	22 8%fgh	122 32%cefg	66 15%cfgh	9 2%gh	-	-	76 12%jl	56 8%	56 11%l	32 6%	19 9%	15 12%	185 9%	167 8%	46 26%p
Yes: Aged 5-10	266 11%	136 12%	130 11%	8 3%h	79 21%cfgh	136 30%cdfg	39 10%cgh	4 1%	-	92 14%kl	87 13%	40 8%	48 9%	22 11%	11 9%	232 11%	231 11%	29 16%
Yes: Aged 11-15	270 11%	138 12%	133 11%	2 1%	30 8%cgh	136 30%cdfg	92 23%cdgh	9 3%h	1 *	81 13%j	57 8%	83 17%jl	50 9%	18 9%	6 5%	246 12%n	246 11%	17 10%
Yes: Aged 16-18	141 6%	61 5%	80 7%	-	2 1%	42 9%cdgh	85 21%cdegh	9 2%c	3 1%	37 6%	36 5%	38 8%	30 5%	15 8%	14 11%o	112 6%	134 6%	4 2%
Refused	24 1%	16 1%	8 1%	15 5%defgh	2 1%	3 1%	2 1%	*	-	4 1%	4 1%	5 1%	10 2%	1 *	-	23 1%	8 *	6 3%p

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 38

**Do you have any children aged 18 or under?****Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
No	1683 71%	75 70%	185 67%	143 69%	155 71%	159 72%	219 74%	213 70%	161 75%	135 73%	31 66%	30 73%	9 78%	12 82%	13 71%	24 75%	12 75%	17 75%
NET: Yes	653 28%	30 28%	90 33%	64 31%	56 25%	63 28%	72 24%	87 29%	54 25%	47 25%	16 33%	11 26%	3 22%	3 18%	5 29%	8 25%	4 25%	6 25%
Yes: Aged under 5	220 9%	8 8%	18 7%	8 4%	25 12%CI	21 9%	37 12%CI	42 14%BCI	18 8%	8 4%	5 11%	3 8%	2 15%	* 3%	3 13%	2 8%	2 13%	1 6%
Yes: Aged 5-10	266 11%	14 14%	35 13%	26 13%	28 13%	19 9%	36 12%	30 10%	22 10%	21 12%	7 14%	3 8%	1 6%	1 8%	3 13%	3 9%	2 13%	3 12%
Yes: Aged 11-15	270 11%	11 10%	51 18%DFG	41 20%DFGH	18 8%	33 15%F	19 6%	30 10%	22 10%	21 11%	4 8%	4 11%	- -	2 12%	1 8%	3 9%	1 5%	3 12%
Yes: Aged 16-18	141 6%	6 6%	12 4%	21 10%BF	9 4%	10 5%	10 3%	15 5%	18 8%	10 6%	5 12%	4 10%	1 5%	* 3%	1 4%	2 7%	- -	2 8%
Refused	24 1%	1 1%	2 1%	1 *	8 4%EH	- -	6 2%	3 1%	- -	2 1%	* 1%	* 1%	- -	- -	- -	- -	- -	- -

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 39

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

		Gender		Age						Social Class				Country			Ethnicity		
		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base		2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base		2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Up to £7000	(3.5)	102 4%	41 4%	61 5%	26 9%defh	11 3%	15 3%	12 3%	31 9%defh	8 2%	12 2%	21 3%	6 1%	63 12%ijk	12 6%	4 3%	86 4%	86 4%	14 8%p
£7001-£14000	(10.5)	300 13%	112 10%	188 16%a	27 10%	33 9%	40 9%	56 14%	51 14%de	93 19%cde	27 4%	61 9%i	37 8%	174 32%ijk	26 13%	23 18%	251 12%	270 13%	29 16%
£14001-£21000	(17.5)	355 15%	181 16%	173 14%	36 13%	44 12%	58 13%	49 12%	58 16%	109 22%cddef	45 7%	98 14%i	99 20%i	112 21%ij	29 14%	13 11%	312 15%	337 16%q	15 8%
£21001-£28000	(24.5)	291 12%	157 14%	134 11%	23 8%	50 13%	48 11%	45 11%	42 12%	82 17%ce	65 10%	96 14%	74 15%	56 10%	29 14%	16 12%	246 12%	271 13%	17 9%
£28001-£34000	(31)	250 11%	117 10%	132 11%	16 6%	47 13%c	61 14%c	39 10%	35 10%	51 10%	72 11%l	90 13%l	58 12%l	30 6%	24 12%	12 9%	213 11%	234 11%	12 7%
£34001-£41000	(37.5)	227 10%	111 10%	116 10%	33 12%g	39 10%g	53 12%gh	47 12%g	20 6%	35 7%	68 11%l	88 13%l	42 8%	29 5%	22 11%	15 12%	190 9%	215 10%	10 6%
£41001-£48000	(44.5)	130 6%	86 7%b	44 4%	13 4%	25 7%	37 8%gh	27 7%h	13 4%	16 3%	62 10%jkl	37 5%l	27 6%l	4 1%	12 6%	8 6%	110 5%	118 6%	12 7%
£48001-£55000	(51.5)	125 5%	72 6%	53 4%	19 7%h	31 8%h	25 5%h	23 6%h	18 5%h	9 2%	55 9%jl	33 5%l	28 6%l	9 2%	10 5%	9 7%	106 5%	108 5%	15 9%
£55001-£62000	(58.5)	96 4%	55 5%	41 3%	10 4%	15 4%h	21 5%h	25 6%h	21 6%h	5 1%	46 7%kl	33 5%l	16 3%l	2 *	6 3%	6 5%	84 4%	87 4%	9 5%
£62001-£69000	(65.5)	58 2%	27 2%	31 3%	8 3%	18 5%gh	11 2%	12 3%	3 1%	6 1%	31 5%jkl	16 2%l	11 2%l	- -	4 2%	3 3%	51 2%	47 2%	11 6%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 39

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Gender		Age						Social Class				Country			Ethnicity	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
£69001-£76000	(72.5) 37 2%	15 1%	22 2%	5 2%	10 3%	8 2%	3 1%	5 2%	5 1%	22 4%jl	6 1%	7 1%	1 *	4 2%	- -	32 2%	33 2%	3 2%
£76001-£83000	(79.5) 37 2%	26 2%b	11 1%	- -	3 1%	13 3%ch	10 3%ch	8 2%ch	2 *	23 4%jkl	9 1%l	5 1%	- -	3 2%	1 1%	32 2%	32 2%	3 2%
£83001 or more	(86) 69 3%	44 4%b	25 2%	5 2%	13 3%h	21 5%h	14 4%h	11 3%	5 1%	51 8%jkl	14 2%l	3 1%	1 *	7 3%	- -	63 3%	58 3%	9 5%
Refused	284 12%	112 10%	172 14%a	61 22%defg h	37 10%	39 9%	40 10%	38 11%	69 14%e	57 9%	84 12%	82 16%i	63 12%	17 8%	15 12%	253 12%m	246 11%	20 11%
Mean (£'000s)	31.92	34.09b	29.72	30.54h	35.74cg h	36.07cg h	34.39gh	29.86h	25.01	44.20jk l	32.46l	30.98l	17.20	31.40	29.92	32.10	31.62	34.97
Standard deviation	20.41	20.80	19.77	20.39	20.32	21.26	21.12	21.72	15.44	22.19	18.45	16.95	11.49	20.39	17.50	20.58	20.00	24.12
Standard error	0.44	0.64	0.61	1.53	1.08	1.00	1.06	1.17	0.79	0.77	0.80	1.01	0.53	0.94	1.79	0.52	0.46	1.93

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 39

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	England GO Regions									Scottish Regions							
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Up to £7000	(3.5) 4%	102 9%	12 CGH 4%	6 3%	9 4%	9 4%	18 6%	9 3%	6 3%	8 4%	3 6%	2 5%	1 5%	* 2%	1 5%	2 7%	1 8%	1 6%
£7001-£14000	(10.5) 13%	300 14%	31 11%	32 15%	24 11%	30 14%	42 14%	34 11%	18 8%	25 14%	8 16%	5 11%	3 22%	1 5%	3 14%	5 15%	1 8%	2 9%
£14001-£21000	(17.5) 15%	355 18%F	52 19%F	30 14%	31 14%	46 21%F	26 9%	41 14%	38 18%F	28 15%	6 12%	6 14%	1 10%	3 17%	5 27%J	5 16%	1 5%	3 12%
£21001-£28000	(24.5) 12%	291 18%EF	34 12%	24 12%	42 19%EF	15 7%	23 8%	37 12%	25 12%	27 15%EF	6 13%	6 14%	3 24%	2 15%	2 11%	5 15%	3 19%	2 8%
£28001-£34000	(31) 11%	250 11%	29 10%	24 12%	21 10%	21 10%	23 8%	27 9%	34 16%F	23 12%	7 14%	5 11%	* 3%	1 10%	1 7%	4 11%	2 13%	4 18%
£34001-£41000	(37.5) 10%	227 5%	33 12%	26 13%	19 9%	24 11%	28 10%	25 8%	17 8%	14 7%	5 11%	3 7%	1 12%	2 13%	3 16%	5 16%	1 8%	1 4%
£41001-£48000	(44.5) 6%	130 7%I	20 7%I	10 5%I	16 7%I	13 6%I	13 4%I	18 6%I	12 6%I	1 *	2 5%	2 5%	1 6%	1 5%	- -	1 2%	3 18%	2 10%
£48001-£55000	(51.5) 5%	125 1%	8 3%	12 6%	6 3%	7 3%	29 10%ABDEI	19 6%	18 8%ABD	6 3%	1 2%	7 18%JNOQ	* 3%	1 5%	* 1%	1 2%	- -	* 1%
£55001-£62000	(58.5) 4%	96 2%	12 4%	5 2%	6 3%	15 7%H	14 5%	17 6%H	3 1%	9 5%	1 2%	- -	1 5%	1 4%K	1 3%	1 4%	- -	2 8%K
£62001-£69000	(65.5) 2%	58 -	9 3%	4 2%	5 3%	4 2%	12 4%	6 2%	6 3%	4 2%	1 2%	1 2%	* 1%	* 1%	- -	1 2%	1 5%	- -

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 39

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	England GO Regions									Scottish Regions								
		North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)	
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*	
£69001-£76000	(72.5)	37 2%	3 3%	5 2%	2 1%	1 1%	2 1%	6 2%	3 1%	7 3%	3 2%	1 3%	* 1%	- -	1 4%	* 3%	* 1%	1 7%	* 1%
£76001-£83000	(79.5)	37 2%	3 3%D	1 *	4 2%	- -	5 2%	7 2%	6 2%	4 2%	2 1%	1 2%	1 2%	- -	- -	1 5%	1 2%	- -	- -
£83001 or more	(86)	69 3%	- -	1 *	7 3%	8 4%B	5 2%	20 7%AB	14 5%B	4 2%	3 2%	2 3%	1 1%	- -	1 5%	1 3%	1 4%	1 6%	1 3%
Refused	284 12%	10 10%	29 10%	23 11%	29 13%	26 12%	36 12%	47 16%	23 11%	29 16%	4 8%	3 7%	1 9%	2 13%O	1 5%	1 3%	* 1%	5 20%KO	
Mean (£'000s)	31.92	26.28	29.88	31.35	30.31	31.23	37.04AB CDEI	34.66AB I	33.20A	29.48	30.51	32.12	25.85	35.48	29.70	30.34	36.49	31.39	
Standard deviation	20.41	18.39	17.50	19.88	19.02	20.41	24.42	21.83	19.48	19.56	20.96	19.16	16.34	21.47	22.38	21.12	22.95	19.80	
Standard error	0.44	1.95	1.20	1.55	1.52	1.64	1.58	1.37	1.63	1.74	2.11	1.84	3.41	3.31	3.26	2.44	3.88	3.13	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 40

**What was your age on your last birthday?****Base: All respondents**

	Gender		Age						Social Class				Country			Ethnicity		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
18-24	283 12%	122 11%	161 13%	283 100%defgh	-	-	-	-	-	66 10%	114 17%il	61 12%	42 8%	7 4%	9 7%	267 13%m	220 10%	54 30%p
25-34	378 16%	195 17%	183 15%	-	378 100%cefg	-	-	-	-	102 16%l	125 18%l	90 18%l	60 11%	30 15%	23 19%	325 16%	295 14%	70 39%p
35-44	449 19%	223 19%	225 19%	-	-	449 100%cdfgh	-	-	-	141 22%l	124 18%	93 19%	90 17%	33 16%	22 17%	394 19%	412 19%	27 15%
45-54	401 17%	194 17%	207 17%	-	-	-	401 100%cddegh	-	-	97 15%	116 17%	102 21%	86 16%	48 23%o	24 19%	329 16%	381 18%q	17 9%
55-64	354 15%	175 15%	179 15%	-	-	-	-	354 100%cdefh	-	83 13%	93 14%	63 13%	115 21%ijk	51 25%no	13 11%	290 14%	342 16%q	10 6%
65+	495 21%	248 21%	248 21%	-	-	-	-	-	495 100%cdef	148 23%jk	112 16%	85 17%	150 28%jk	36 18%	34 27%	425 21%	492 23%q	2 1%
Mean	47.18	47.57	46.81	21.78	30.28c	39.92cd	49.65cd e	59.45cd ef	70.42cd efg	47.43j	44.46	45.67	51.70ij k	50.18o	48.15	46.82	48.68q	32.38
Standard deviation	16.72	16.52	16.91	1.81	2.78	2.94	2.78	2.76	4.25	16.90	16.74	15.91	16.32	14.47	16.10	16.95	16.46	11.32
Standard error	0.34	0.49	0.49	0.12	0.14	0.13	0.13	0.14	0.20	0.56	0.68	0.88	0.71	0.64	1.54	0.41	0.36	0.85

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 40

**What was your age on your last birthday?****Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
18-24	283 12%	13 12%	26 9%	26 13%	30 14%	33 15%	52 18%BG	31 10%	27 13%	27 15%	1 2%	1 3%	1 8%	1 5%	1 7%	* 1%	1 4%	2 7%
25-34	378 16%	16 15%	40 14%	21 10%	42 19%C	30 13%	68 23%BCEI	50 17%	34 16%	24 13%	8 16%	8 19%	1 11%	1 6%	2 10%	5 14%	2 11%	4 17%
35-44	449 19%	24 22%H	60 22%H	62 30%EF	45 21%GH	34 16%	52 18%	56 19%	24 11%	36 20%	8 17%	8 20%	2 20%	1 9%	3 17%	3 11%	3 21%	2 10%
45-54	401 17%	17 16%	56 20%F	38 18%	37 17%	28 13%	37 12%	52 17%	36 17%	27 15%	11 23%	9 23%	4 33%	5 30%N	2 11%	7 22%	5 31%	5 22%
55-64	354 15%	14 13%	43 16%	18 9%	33 15%	31 14%	44 15%	42 14%	30 14%	35 19%C	13 27%	8 19%	2 14%	4 26%	6 34%	10 31%	4 22%	5 21%
65+	495 21%	22 21%	51 19%	42 20%	32 14%	64 29%BDF	44 15%	72 24%DF	64 30%BDFI	34 19%	7 15%	6 15%	2 14%	4 24%	4 21%	7 21%	2 10%	5 23%
Mean	47.18	47.02	47.56F	46.11	44.57	48.71DF	43.23	48.42DF	49.62DF	46.68	49.93	47.73	47.42	54.71K	51.49	52.26	48.39	50.94
Standard deviation	16.72	16.67	15.58	15.84	16.04	18.13	17.34	16.88	17.97	17.12	13.59	14.72	15.26	15.03	15.50	14.08	13.12	16.42
Standard error	0.34	1.70	1.00	1.17	1.20	1.38	1.05	0.99	1.43	1.41	1.31	1.36	2.94	2.19	2.21	1.58	2.19	2.35

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Englishness Survey - GB**  
**ONLINE Fieldwork : 9th - 11th October 2013**

Absolutes/col percents

Table 41  
**Gender**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Male	1157	1157	-	122	195	223	194	175	248	339	341	246	230	94	60	1003	1035	101
	49%	100% <sup>b</sup>	-	43%	52%	50%	48%	49%	50%	53% <sup>l</sup>	50% <sup>l</sup>	50%	42%	46%	48%	49%	48%	56%
Female	1203	-	1203	161	183	225	207	179	248	298	344	250	312	111	65	1027	1107	78
	51%	-	100% <sup>a</sup>	57%	48%	50%	52%	51%	50%	47%	50%	50%	58% <sup>ij</sup>	54%	52%	51%	52%	44%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Englishness Survey - GB**  
**ONLINE Fieldwork : 9th - 11th October 2013**

Absolutes/col percents

Table 41  
**Gender**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Male	1157 49%	60 56%G	124 45%	92 44%	125 57%BCG	107 48%	166 56%BCG	131 43%	102 47%	97 53%	18 37%	20 48%	6 47%	6 41%	10 52%	15 48%	8 50%	12 51%
Female	1203 51%	46 44%	153 55%DF	116 56%DF	94 43%	114 52%	131 44%	172 57%ADF	113 53%	87 47%	30 63%	21 52%	6 53%	9 59%	9 48%	16 52%	8 50%	11 49%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 42

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
ITV1 Anglia	197 8%	78 7%	119 10%a	32 11%g	30 8%	33 7%	30 7%	21 6%	52 11%g	49 8%	57 8%	45 9%	46 9%	* *	- -	197 10%mn	187 9%q	6 3%
ITV1 Border	21 1%	11 1%	10 1%	2 1%	5 1%	4 1%	5 1%	3 1%	2 *	4 1%	5 1%	8 2%	5 1%	11 6%no	- -	9 *	21 1%	- -
ITV1 Central	342 14%	194 17%b	148 12%	43 15%	66 18%h	68 15%	56 14%	52 15%	57 11%	97 15%k	118 17%k	40 8%	87 16%k	2 1%	- -	340 17%mn	309 14%	27 15%
ITV1 Granada	274 12%	121 10%	153 13%	22 8%	35 9%	59 13%	59 15%cd	46 13%	52 11%	74 12%	66 10%	70 14%	64 12%	* *	5 4%m	269 13%mn	255 12%	14 8%
ITV1 London	419 18%	241 21%b	177 15%	70 25%fh	76 20%f	78 17%	49 12%	69 19%f	77 15%	142 22%kl	135 20%k	58 12%	83 15%	* *	- -	418 21%mn	325 15%	82 46%p
ITV1 Meridian	232 10%	106 9%	126 10%	26 9%	37 10%	38 9%	39 10%	28 8%	64 13%g	68 11%j	47 7%	60 12%j	57 11%	* *	1 1%	230 11%mn	214 10%	14 8%
ITV1 Tyne Tees	104 4%	56 5%	48 4%	10 3%	14 4%	25 5%	19 5%	14 4%	23 5%	25 4%	38 6%	16 3%	24 4%	* *	- -	103 5%mn	103 5%q	1 *
ITV1 Wales	127 5%	64 6%	64 5%	10 4%	32 8%cg	21 5%	21 5%	12 3%	32 6%	27 4%	38 6%	39 8%i	24 4%	- -	115 92%mo	12 1%	109 5%	13 7%
ITV1 West	98 4%	47 4%	51 4%	15 5%	13 3%	14 3%	19 5%	20 6%	18 4%	24 4%	26 4%	26 5%	22 4%	* *	1 1%	97 5%m	91 4%	6 4%
ITV1 Westcountry	107 5%	41 4%	66 5%	11 4%	20 5%e	10 2%	17 4%	12 3%	37 7%eg	25 4%	35 5%	18 4%	28 5%	- -	2 2%	104 5%m	105 5%q	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 42

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
ITV1 Yorkshire	248 11%	110 10%	138 11%	35 12%d	23 6%	69 15%dgh	45 11%d	29 8%	47 10%	59 9%	61 9%	76 15%ijl	52 10%	* *	- -	248 12%mn	237 11%q	9 5%
STV	192 8%	88 8%	103 9%	8 3%	27 7%	30 7%	43 11%c	49 14%cdeh	35 7%	44 7%	59 9%	40 8%	50 9%	189 92%no	1 1%	2 *	187 9%q	5 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 42

Which of the following ITV regions do you live in?

Base: All respondents

	England GO Regions										Scottish Regions								
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)	
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49	
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*	
ITV1 Anglia	197 8%	1 1%	1 *	- -	- -	154 70% ABCDF GHI	* *	19 6% ABCDF H	- -	21 12% ABCDF H	1% 1%	- -	- -	- -	- -	- -	- -	- -	
ITV1 Border	21 1%	1 1%	7 3% FG	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	* 3%	- -	- -	- -	11 65%	1 2%	
ITV1 Central	342 14%	- -	1 *	1 *	202 92% ABCEF GHI	1 *	3 1%	14 5% BCEF	6 3% B	112 61% ABCEF GH	2 4%	- -	- -	* 3%	- -	- -	- -	- -	
ITV1 Granada	274 12%	- -	260 94% ACDEF GHI	2 1%	2 1%	1 *	- -	1 *	1 *	2 1%	- -	- -	* 3%	- -	- -	- -	- -	- -	
ITV1 London	419 18%	2 2%	3 1%	1 *	8 4% CI	59 27% ABCD HI	281 95% ABCD EGHI	62 20% ABCDH I	3 1%	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -
ITV1 Meridian	232 10%	- -	- -	* *	- -	5 2%	- -	203 67% ABCDE FHI	20 9% ABCDE FI	2 1%	- -	* 1%	- -	- -	- -	- -	- -	- -	
ITV1 Tyne Tees	104 4%	98 92% BCDEF GHI	- -	5 2% BFG	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	
ITV1 Wales	127 5%	- -	- -	- -	- -	1 *	10 3% BCDGH I	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
ITV1 West	98 4%	- -	1 *	- -	5 2% G	- -	1 *	- -	87 40% ABCDE FGI	3 2%	* 1%	- -	- -	- -	- -	- -	- -	- -	
ITV1 Westcountry	107 5%	- -	4 1%	- -	1 1%	- -	- -	1 *	98 46% ABCDE FGI	- -	- -	- -	- -	- -	- -	- -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 42

Which of the following ITV regions do you live in?

Base: All respondents

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
ITV1 Yorkshire	248 11%	5 5% H	- BDEFG-	200 96% GHI	- ABDEF-	* *	1 *	2 1%	- -	40 22% GH	- ABDEF-	- -	- -	- -	- -	- -	* 2%	- -
STV	192 8%	- -	1 *	- -	- -	1 *	- -	- -	- -	* *	44 94%	41 99%	11 94%	15 97%	19 100%	31 98%	5 33%	23 98%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 43  
**Social class**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
AB	637 27%	339 29% <sup>b</sup>	298 25%	66 23%	102 27%	141 32% <sup>fg</sup>	97 24%	83 23%	148 30%	637 100% <sup>ijkl</sup>	-	-	-	45 22%	25 20%	567 28% <sup>m</sup>	565 26%	63 35% <sup>p</sup>
C1	685 29%	341 29%	344 29%	114 40% <sup>efgh</sup>	125 33% <sup>h</sup>	124 28%	116 29%	93 26%	112 23%	-	685 100% <sup>ikl</sup>	-	-	62 30%	36 29%	586 29%	624 29%	47 26%
C2	496 21%	246 21%	250 21%	61 22%	90 24% <sup>h</sup>	93 21%	102 26% <sup>gh</sup>	63 18%	85 17%	-	-	496 100% <sup>ijl</sup>	-	46 22%	36 29%	414 20%	454 21%	35 19%
DE	543 23%	230 20%	312 26% <sup>a</sup>	42 15%	60 16%	90 20%	86 21%	115 32% <sup>cdef</sup>	150 30% <sup>cdef</sup>	-	-	-	543 100% <sup>ijk</sup>	52 26%	28 22%	462 23%	498 23%	35 20%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 43  
**Social class**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
AB	637 27%	25 23%	77 28%	50 24%	69 32%	55 25%	99 33%	87 29%	57 26%	48 26%	9 19%	10 24%	1 5%	5 32%	7 35%	7 21%	3 20%	4 18%
C1	685 29%	40 38%	68 25%	51 24%	74 34%	66 30%	99 33%	78 26%	57 26%	53 29%	14 30%	14 34%	3 22%	6 42%	6 31%	8 27%	4 25%	6 28%
C2	496 21%	16 15%	70 25%	67 32%	23 10%	52 24%	42 14%	71 24%	52 24%	21 11%	12 25%	9 22%	5 41%	1 8%	1 6%	7 21%	6 39%	5 20%
DE	543 23%	25 24%	62 22%	40 19%	52 24%	48 22%	57 19%	66 22%	50 23%	61 33%	12 26%	8 19%	4 32%	3 18%	5 28%	10 31%	3 17%	8 34%

G

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 44  
Which region do you live in?  
Base: All respondents

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
NET: Scotland	205 9%	94 8%	111 9%	7 3%	30 8% <sup>c</sup>	33 7% <sup>c</sup>	48 12% <sup>ceh</sup>	51 14% <sup>cdeh</sup>	36 7% <sup>c</sup>	45 7%	62 9%	46 9%	52 10%	205 100% <sup>no</sup>	-	-	200 9% <sup>q</sup>	4 2%
Central Scotland	47 2%	18 2%	30 2%	1 *	8 2%	8 2%	11 3%	13 4% <sup>c</sup>	7 1%	9 1%	14 2%	12 2%	12 2%	47 23% <sup>no</sup>	-	-	46 2%	1 *
Glasgow	41 2%	20 2%	21 2%	1 *	8 2%	8 2%	9 2%	8 2%	6 1%	10 2%	14 2%	9 2%	8 1%	41 20% <sup>no</sup>	-	-	40 2%	1 1%
Highlands & Islands	12 1%	6 *	6 1%	1 *	1 *	2 1%	4 1%	2 *	2 *	1 *	3 *	5 1%	4 1%	12 6% <sup>no</sup>	-	-	12 1%	* *
Lothians	15 1%	6 1%	9 1%	1 *	1 *	1 *	5 1%	4 1%	4 1%	5 1%	6 1%	1 *	3 1%	15 7% <sup>no</sup>	-	-	15 1%	* *
Mid Scotland & Fife	19 1%	10 1%	9 1%	1 *	2 *	3 1%	2 1%	6 2%	4 1%	7 1%	6 1%	1 *	5 1%	19 9% <sup>no</sup>	-	-	18 1%	1 1%
NE Scotland	31 1%	15 1%	16 1%	* *	5 1%	3 1%	7 2%	10 3% <sup>c</sup>	7 1%	7 1%	8 1%	7 1%	10 2%	31 15% <sup>no</sup>	-	-	31 1%	1 *
South of Scotland	16 1%	8 1%	8 1%	1 *	2 *	3 1%	5 1%	4 1%	2 *	3 *	4 1%	6 1%	3 *	16 8% <sup>no</sup>	-	-	16 1%	- -
West of Scotland	23 1%	12 1%	11 1%	2 1%	4 1%	2 1%	5 1%	5 1%	5 1%	4 1%	6 1%	5 1%	8 1%	23 11% <sup>no</sup>	-	-	23 1%	* *
North East	107 5%	60 5%	46 4%	13 5%	16 4%	24 5%	17 4%	14 4%	22 5%	25 4%	40 6%	16 3%	25 5%	-	-	107 5% <sup>mn</sup>	105 5% <sup>q</sup>	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 44  
Which region do you live in?  
Base: All respondents

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
North West	277 12%	124 11%	153 13%	26 9%	40 11%	60 13%	56 14%	43 12%	51 10%	77 12%	68 10%	70 14%	62 11%	-	-	277 14%mn	255 12%	15 8%
Yorks & Humber	208 9%	92 8%	116 10%	26 9%	21 6%	62 14%dgh	38 10%	18 5%	42 8%	50 8%	51 7%	67 14%ijl	40 7%	-	-	208 10%mn	198 9%	8 4%
West Midlands	218 9%	125 11%b	94 8%	30 11%	42 11%h	45 10%	37 9%	33 9%	32 6%	69 11%k	74 11%k	23 5%	52 10%k	-	-	218 11%mn	185 9%	31 17%p
Wales	125 5%	60 5%	65 5%	9 3%	23 6%	22 5%	24 6%	13 4%	34 7%	25 4%	36 5%	36 7%	28 5%	-	125 100%mo	-	112 5%	8 4%
Eastern	221 9%	107 9%	114 9%	33 12%	30 8%	34 8%	28 7%	31 9%	64 13%def	55 9%	66 10%	52 11%	48 9%	-	-	221 11%mn	211 10%	9 5%
London	297 13%	166 14%b	131 11%	52 18%efh	68 18%efh	52 12%	37 9%	44 12%	44 9%	99 15%kl	99 15%k	42 9%	57 10%	-	-	297 15%mn	212 10%	74 41%p
South East	303 13%	131 11%	172 14%	31 11%	50 13%	56 13%	52 13%	42 12%	72 15%	87 14%	78 11%	71 14%	66 12%	-	-	303 15%mn	280 13%	18 10%
South West	215 9%	102 9%	113 9%	27 10%	34 9%	24 5%	36 9%	30 9%	64 13%e	57 9%	57 8%	52 10%	50 9%	-	-	215 11%mn	210 10%q	6 3%
East Midlands	183 8%	97 8%	87 7%	27 10%	24 6%	36 8%	27 7%	35 10%	34 7%	48 8%	53 8%	21 4%	61 11%ik	-	-	183 9%mn	173 8%	6 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 44

**Which region do you live in?****Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
NET: Scotland	205 9%	-	-	-	-	-	-	-	-	-	47 100%	41 100%	12 100%	15 100%	19 100%	31 100%	16 100%	23 100%
Central Scotland	47 2%	-	-	-	-	-	-	-	-	-	47 100%	-	-	-	-	-	-	-
Glasgow	41 2%	-	-	-	-	-	-	-	-	-	-	41 100%	-	-	-	-	-	-
Highlands & Islands	12 1%	-	-	-	-	-	-	-	-	-	-	-	12 100%	-	-	-	-	-
Lothians	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	15 100%	-	-	-	-
Mid Scotland & Fife	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	19 100%	-	-	-
NE Scotland	31 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 100%	-	-
South of Scotland	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 100%	-
West of Scotland	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 100%
North East	107 5%	107 100%	BCDEF - GHI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 44  
Which region do you live in?  
Base: All respondents

	England GO Regions									Scottish Regions								
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
North West	277 12%	-	277 100%ACDEF GHI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorks & Humber	208 9%	-	-	208 100%ABDEF GHI	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	218 9%	-	-	-	218 100%ABCEF GHI	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	125 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	221 9%	-	-	-	-	221 100%ABCDF GHI	-	-	-	-	-	-	-	-	-	-	-	-
London	297 13%	-	-	-	-	-	297 100%ABCDE GHI	-	-	-	-	-	-	-	-	-	-	-
South East	303 13%	-	-	-	-	-	-	303 100%ABCDE FHI	-	-	-	-	-	-	-	-	-	-
South West	215 9%	-	-	-	-	-	-	-	215 100%ABCDE FGI	-	-	-	-	-	-	-	-	-
East Midlands	183 8%	-	-	-	-	-	-	-	-	183 100%ABCDE - FGH	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 45  
Nearest City:  
Base: All respondents

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Glasgow	101 4%	46 4%	56 5%	4 2%	17 4%	14 3%	26 7%ce	23 6%c	17 3%	20 3%	33 5%	22 4%	27 5%	101 49%no	-	1 *	100 5%	2 1%
Edinburgh	74 3%	34 3%	39 3%	3 1%	8 2%	12 3%	15 4%	20 6%cd	14 3%	21 3%	21 3%	15 3%	16 3%	71 35%no	1 1%	2 *	71 3%	3 2%
Newcastle	100 4%	56 5%	44 4%	10 4%	14 4%	23 5%	17 4%	14 4%	21 4%	24 4%	36 5%	16 3%	23 4%	-	-	100 5%mn	99 5%q	1 *
Leeds	105 4%	48 4%	57 5%	24 8%dgh	12 3%	22 5%	22 5%	12 3%	13 3%	27 4%	26 4%	34 7%l	17 3%	-	-	105 5%mn	98 5%	6 3%
Hull	33 1%	13 1%	20 2%	3 1%	2 *	10 2%	5 1%	3 1%	11 2%	9 1%	8 1%	11 2%	5 1%	-	-	33 2%m	33 2%	-
Sheffield	73 3%	34 3%	39 3%	6 2%	8 2%	28 6%cdfgh	9 2%	9 2%	15 3%	12 2%	18 3%	22 4%i	21 4%	*	-	72 4%m	67 3%	3 2%
Manchester	194 8%	96 8%	99 8%	17 6%	29 8%	50 11%	35 9%	29 8%	36 7%	58 9%	48 7%	45 9%	43 8%	-	4 3%m	191 9%mn	172 8%	15 8%
Liverpool	90 4%	35 3%	55 5%	9 3%	13 3%	12 3%	21 5%	19 5%	15 3%	23 4%	26 4%	24 5%	17 3%	-	11 9%mo	79 4%m	85 4%	3 2%
Nottingham	103 4%	61 5%	42 3%	10 4%	10 3%	20 4%	20 5%	13 4%	30 6%	28 4%	29 4%	12 2%	34 6%k	*	-	102 5%mn	97 5%	5 3%
Birmingham	183 8%	111 10%b	72 6%	27 9%	39 10%h	37 8%	28 7%	28 8%	25 5%	54 8%k	61 9%k	20 4%	48 9%k	-	1 1%	182 9%mn	154 7%	26 14%p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q  
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Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 45  
**Nearest City:**  
**Base: All respondents**

	Gender		Age							Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Norwich	66 3%	23 2%	43 4%a	11 4%	5 1%	9 2%	9 2%	11 3%	21 4%d	6 1%	20 3%i	19 4%i	20 4%i	-	-	66 3%m	65 3%	-
Milton Keynes	77 3%	40 3%	37 3%	7 3%	15 4%	17 4%	15 4%	11 3%	11 2%	19 3%	22 3%	20 4%	15 3%	-	-	77 4%m	73 3%	3 2%
Brighton	52 2%	26 2%	26 2%	6 2%	3 1%	8 2%	11 3%	5 1%	19 4%d	18 3%j	8 1%	8 2%	19 3%j	-	1 1%	51 3%m	50 2%	2 1%
Oxford	35 1%	13 1%	23 2%	7 2%	4 1%	5 1%	5 1%	4 1%	11 2%	11 2%	10 2%	5 1%	8 2%	-	-	35 2%m	35 2%	-
London	512 22%	268 23%	244 20%	85 30%efh	108 29%efh	88 20%	70 17%	77 22%	85 17%	170 27%kl	161 24%l	88 18%	93 17%	1 1%	1 1%	510 25%mn	407 19%	90 50%p
Southampton	81 3%	39 3%	42 3%	11 4%	10 3%	15 3%	10 2%	8 2%	28 6%g	20 3%	16 2%	30 6%j	15 3%	-	-	81 4%m	74 3%	6 4%
Bristol	105 4%	57 5%	48 4%	11 4%	21 6%	14 3%	20 5%	21 6%	18 4%	25 4%	32 5%	25 5%	22 4%	-	1 1%	104 5%m	98 5%	6 3%
Plymouth	69 3%	26 2%	43 4%	7 3%	9 3%	8 2%	10 2%	8 2%	26 5%e	19 3%	18 3%	14 3%	18 3%	-	-	69 3%m	69 3%q	-
Cardiff	90 4%	39 3%	51 4%	9 3%	18 5%	17 4%	17 4%	8 2%	22 4%	18 3%	27 4%	27 6%	18 3%	-	86 69%mo	4 *	82 4%	5 3%
None of these	218 9%	95 8%	124 10%	15 5%	35 9%	40 9%	38 9%	31 9%	59 12%c	55 9%	64 9%	37 7%	62 11%	31 15%o	21 17%o	166 8%	213 10%q	4 3%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 45  
**Nearest City:**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Glasgow	101 4%	-	-	-	-	1 *	-	-	-	-	26 54%MNO	41 99%JMNO	3 1%	* 3%	* 2%	2 7%	7 45%	22 94%JMNO
Edinburgh	74 3%	-	1 *	-	-	1 *	-	-	-	-	19 40%KQ	-	* 4%	15 97%JKOQ	18 96%JKOQ	13 43%KQ	6 36%	-
Newcastle	100 4%	96 90%BCDEFGHI	4 1%	-	-	* *	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	105 4%	3 3%BDFGH	-	99 48%ABDEFGHI	-	* *	1 *	-	-	1 1%	-	-	-	-	-	-	-	-
Hull	33 1%	1 1%	-	31 15%ABDEFGHI	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Sheffield	73 3%	-	-	57 27%ABDEFGHI	-	-	-	-	-	16 9%ABDEFGH	-	-	-	-	-	-	* 2%	-
Manchester	194 8%	-	176 64%ACDEFGHI	2 1%	9 4%EF	1 *	-	-	1 *	2 1%	-	-	-	-	-	-	-	-
Liverpool	90 4%	-	75 27%ACDEFGHI	-	2 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Nottingham	103 4%	-	-	-	-	2 1%	-	-	1 *	100 55%ABCDEFGH	-	* 1%	-	-	-	-	-	-
Birmingham	183 8%	-	-	-	173 79%ABCEFGHI	-	-	-	1 1%	8 5%BCEFGH	-	-	-	-	-	-	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
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Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 45  
**Nearest City:**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Norwich	66 3%	-	-	-	-	56 25% GHI	* ABCDF	3 1%	-	6 3% BCDFH-	-	-	-	-	-	-	-	-
Milton Keynes	77 3%	-	-	-	-	34 15% GH	- ABCDF	17 6% H	-	26 14% GH	-	-	-	-	-	-	-	-
Brighton	52 2%	-	-	-	-	-	51 17% FHI	-	-	-	-	-	-	-	-	-	-	-
Oxford	35 1%	-	-	-	-	1 *	26 8% FHI	5 2% B	4 2%	-	-	-	-	-	-	-	-	-
London	512 22%	2 2%	-	1 *	3 1%	97 44% HI	291 98% EGHI	112 37% I	3 1%	2 1%	1 1%	* 1%	-	-	-	* 1%	-	-
Southampton	81 3%	-	-	-	1 *	-	-	58 19% EFHI	21 10% FI	1 1%	-	-	-	-	-	-	-	-
Bristol	105 4%	-	-	-	2 1%	1 *	3 1%	1 *	97 45% FGI	-	-	-	-	-	-	-	-	-
Plymouth	69 3%	-	-	-	-	-	-	1 *	68 32% FGI	-	-	-	-	-	-	-	-	-
Cardiff	90 4%	-	-	-	3 2%	-	-	1 *	-	-	-	-	-	-	-	-	-	-
None of these	218 9%	5 5% F	21 8% F	18 9% F	25 11% F	28 13% F	1 *	32 11% F	18 8% F	17 9% F	2 4%	-	9 75%	-	* 2%	16 50% JKMNI Q	3 17%	1 6% K

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
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Prepared on behalf of British Futures by ICM Research



## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 46

**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Facebook	1456 62%	677 59%	778 65%a	236 83%defg h	273 72%fgh	316 70%fgh	241 60%gh	181 51%h	209 42%	381 60%	423 62%	317 64%	334 62%	130 63%	73 58%	1253 62%	1291 60%	140 78%p
Twitter	403 17%	225 19%b	179 15%	79 28%fgh	97 26%fgh	103 23%fgh	66 16%gh	33 9%	26 5%	125 20%l	122 18%	76 15%	79 15%	27 13%	17 13%	360 18%m	348 16%	50 28%p
LinkedIn	229 10%	138 12%b	92 8%	16 5%	52 14%cgh	63 14%cgh	43 11%h	26 7%	30 6%	105 17%ijkl	65 9%l	32 6%	28 5%	18 9%	11 9%	200 10%	202 9%	25 14%
Google+	159 7%	87 8%	72 6%	36 13%gh	34 9%gh	32 7%gh	29 7%gh	10 3%	17 3%	41 6%	35 5%	48 10%j	35 7%	13 6%	8 6%	139 7%	122 6%	34 19%p
Facebook Places	95 4%	32 3%	64 5%a	27 9%efgh	30 8%efgh	15 3%	9 2%	6 2%	10 2%	27 4%	26 4%	22 4%	20 4%	5 3%	2 2%	88 4%	77 4%	17 9%p
Pinterest	81 3%	21 2%	60 5%a	13 4%	22 6%gh	18 4%	10 2%	8 2%	11 2%	27 4%	29 4%	14 3%	12 2%	10 5%	2 2%	69 3%	74 3%	6 4%
Instagram	81 3%	38 3%	43 4%	37 13%defgh	23 6%efgh	12 3%gh	8 2%gh	- -	2 *	29 5%l	22 3%	19 4%	11 2%	8 4%	3 2%	70 3%	62 3%	15 8%p
Flickr	74 3%	38 3%	35 3%	9 3%	28 7%efgh	13 3%	8 2%	9 3%	7 1%	27 4%	17 3%	15 3%	14 3%	4 2%	1 1%	69 3%	53 2%	17 9%p
Tumblr	50 2%	18 2%	31 3%	17 6%efgh	17 5%fgh	8 2%gh	6 1%	1 *	1 *	14 2%	12 2%	13 3%	12 2%	4 2%	- -	46 2%	36 2%	12 7%p
MySpace	43 2%	24 2%	19 2%	3 1%	19 5%cegh	8 2%	9 2%	1 *	3 1%	15 2%	9 1%	11 2%	8 2%	1 1%	1 1%	41 2%	35 2%	7 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 46

**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Google Latitude	33 1%	18 2%	15 1%	12 4% <sup>egh</sup>	8 2% <sup>g</sup>	2 *	8 2% <sup>eg</sup>	* *	4 1%	7 1%	8 1%	17 3% <sup>ijl</sup>	2 *	3 1%	2 1%	29 1%	16 1%	14 8% <sup>p</sup>
orkut	22 1%	16 1%	7 1%	1 *	16 4% <sup>cefg</sup>	1 *	2 *	1 *	2 *	8 1%	3 *	10 2% <sup>jl</sup>	2 *	2 1%	- -	21 1%	8 *	14 8% <sup>p</sup>
hi5	22 1%	19 2% <sup>b</sup>	3 *	2 1%	12 3% <sup>efgh</sup>	3 1%	1 *	1 *	3 1%	5 1%	7 1%	3 1%	9 2%	- -	2 1%	21 1%	12 1%	9 5% <sup>p</sup>
Gowalla	21 1%	6 1%	15 1%	1 *	10 3% <sup>efg</sup>	1 *	1 *	1 *	7 1%	6 1%	4 1%	9 2%	2 *	* *	1 1%	20 1%	15 1%	6 3% <sup>p</sup>
foursquare	18 1%	7 1%	11 1%	3 1%	8 2% <sup>f</sup>	2 *	1 *	2 1%	2 *	7 1%	1 *	7 1%	3 1%	1 1%	- -	17 1%	11 1%	7 4% <sup>p</sup>
Friendster	15 1%	6 *	10 1%	2 1%	10 3% <sup>efgh</sup>	1 *	2 *	- -	- -	8 1% <sup>j</sup>	* *	5 1%	2 *	* *	- -	15 1%	7 *	8 4% <sup>p</sup>
bebo	11 *	9 1%	3 *	1 *	3 1%	2 *	4 1%	- -	1 *	6 1%	2 *	- -	3 1%	3 2% <sup>o</sup>	1 1%	7 *	7 *	3 2% <sup>p</sup>
Another site (that I use once a week or more)	43 2%	10 1%	33 3% <sup>a</sup>	6 2%	2 1%	6 1%	10 2%	8 2%	11 2%	7 1%	11 2%	13 3%	12 2%	4 2%	2 1%	37 2%	41 2%	2 1%
None of these	741 31%	401 35% <sup>b</sup>	339 28%	39 14%	67 18%	103 23% <sup>c</sup>	120 30% <sup>cde</sup>	149 42% <sup>cdef</sup>	263 53% <sup>cdefg</sup>	204 32%	225 33%	136 27%	177 33%	65 32%	46 37%	630 31%	698 33% <sup>q</sup>	29 16%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 46

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**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Facebook	1456 62%	68 64%	169 61%	122 59%	140 64%	141 64%	200 67%I	184 61%	126 59%	102 56%	29 62%	25 60%	8 68%	8 53%	13 70%	20 62%	9 57%	18 79%KM
Twitter	403 17%	21 20%E	54 20%E	32 15%	45 20%E	19 8%	60 20%E	58 19%E	34 16%	37 20%E	6 12%	6 15%	2 13%	2 16%	1 7%	3 9%	2 12%	5 22%
LinkedIn	229 10%	5 5%	26 9%	12 6%	24 11%	14 6%	52 18%ABCE HI	41 14%ACEI	15 7%	11 6%	5 10%	1 3%	1 11%	1 10%	2 13%K	3 10%	1 7%	2 10%
Google+	159 7%	9 8%	13 5%	8 4%	13 6%	17 8%	37 12%BCDH	23 8%	6 3%	13 7%	1 3%	3 7%	1 10%	1 7%	2 10%	1 4%	1 7%	2 7%
Facebook Places	95 4%	7 7%	9 3%	4 2%	11 5%	12 5%	16 5%	12 4%	4 2%	13 7%CH	1 1%	1 2%	1 9%	1 8%	* 1%	1 3%	- -	* 2%
Pinterest	81 3%	4 4%	11 4%	8 4%	7 3%	4 2%	7 2%	11 4%	10 5%	6 4%	3 6%	2 5%	1 8%	2 10%	1 7%	1 2%	* 3%	1 2%
Instagram	81 3%	7 6%G	13 5%G	4 2%	4 2%	10 5%	12 4%	4 1%	5 2%	11 6%G	3 6%	2 5%	* 2%	1 4%	1 5%	1 3%	- -	1 3%
Flickr	74 3%	- -	14 5%AE	3 1%	9 4%	2 1%	17 6%ACE	13 4%	6 3%	6 3%	- -	* 1%	1 5%	1 4%J	- -	1 2%	1 5%	1 3%
Tumblr	50 2%	2 2%	9 3%E	4 2%	1 *	- -	16 5%DEI	9 3%E	4 2%	2 1%	1 2%	1 3%	1 4%	* 3%	* 1%	* 1%	- -	- -
MySpace	43 2%	- -	8 3%	1 *	5 2%	1 *	11 4%C	11 4%C	4 2%	1 1%	- -	* 1%	- -	* 1%	- -	* 1%	- -	* 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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**Prepared on behalf of British Futures by ICM Research**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

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**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Google Latitude	33 1%	2 2%	3 1%	1 1%	- -	- -	11 4%DE	6 2%	4 2%	2 1%	* 1%	1 1%	- -	* 2%	* 1%	* 1%	1 7%	- -
orkut	22 1%	- -	3 1%	- -	2 1%	- -	11 4%CE	2 1%	1 1%	1 1%	* *	* 1%	- -	- -	- -	- -	- -	1 5%
hi5	22 1%	2 2%	5 2%	1 *	2 1%	1 *	8 3%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gowalla	21 1%	3 3%	1 *	- -	1 1%	4 2%	8 3%B	2 1%	- -	1 1%	- -	* *	- -	- -	- -	* *	- -	- -
foursquare	18 1%	- -	2 1%	2 1%	2 1%	- -	7 2%	4 1%	- -	- -	* 1%	- -	- -	- -	1 5%K	- -	- -	- -
Friendster	15 1%	- -	2 1%	- -	1 *	- -	8 3%C	2 1%	3 1%	- -	- -	- -	- -	* 3%	- -	- -	- -	- -
bebo	11 *	- -	3 1%	- -	- -	- -	1 *	- -	2 1%	1 1%	* *	1 2%	- -	* 2%	1 6%J	* 1%	* 1%	- -
Another site (that I use once a week or more)	43 2%	2 2%B	- -	4 2%	2 1%	6 3%B	8 3%B	12 4%BH	- -	2 1%	1 2%	* *	1 7%	- -	- -	1 5%	- -	1 4%
None of these	741 31%	33 31%	88 32%	67 32%	65 30%	66 30%	81 27%	92 30%	77 36%	61 33%	14 29%	14 35%	3 23%	6 42%Q	5 28%	11 36%	7 41%	4 19%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 47

**Do you regularly use any of the following social media services on a mobile phone?**

**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Facebook	890 38%	423 37%	467 39%	197 70%efgh	241 64%efgh	225 50%fgh	138 34%gh	41 12%	48 10%	244 38%l	255 37%l	231 47%ijl	160 29%	78 38%	48 38%	764 38%	758 35%	115 64%p
Twitter	300 13%	180 16%b	120 10%	76 27%efgh	84 22%fgh	79 18%fgh	38 10%gh	17 5%h	6 1%	100 16%l	90 13%l	66 13%l	45 8%	26 13%	11 9%	263 13%	256 12%	40 23%p
Instagram	96 4%	38 3%	58 5%	44 15%defgh	28 7%efgh	16 3%gh	5 1%	2 1%	2 *	32 5%l	37 5%l	17 4%	10 2%	10 5%	5 4%	81 4%	78 4%	15 8%p
LinkedIn	88 4%	56 5%b	32 3%	14 5%gh	28 8%fgh	25 6%gh	10 3%	3 1%	7 1%	39 6%kl	25 4%	14 3%	11 2%	8 4%	2 1%	79 4%	71 3%	17 9%p
Google+	83 4%	48 4%	35 3%	25 9%efgh	21 5%gh	19 4%gh	11 3%g	1 *	5 1%	25 4%	19 3%	21 4%	18 3%	6 3%	5 4%	71 4%	56 3%	22 12%p
Facebook Places	79 3%	34 3%	45 4%	28 10%efgh	22 6%fgh	20 5%fgh	6 2%g	-	3 1%	23 4%	31 4%	15 3%	11 2%	4 2%	3 3%	72 4%	64 3%	15 8%p
Pinterest	46 2%	13 1%	33 3%a	9 3%h	16 4%fgh	10 2%h	5 1%	4 1%	2 1%	15 2%	17 3%	8 2%	5 1%	6 3%	-	40 2%	37 2%	7 4%
Tumblr	31 1%	11 1%	20 2%	11 4%fgh	12 3%fgh	6 1%h	3 1%	-	-	6 1%	11 2%	11 2%	3 1%	2 1%	-	29 1%	26 1%	5 3%
Google Latitude	28 1%	18 2%	10 1%	9 3%gh	8 2%g	5 1%	4 1%	-	2 *	9 1%	8 1%	8 2%	4 1%	3 2%	1 1%	24 1%	17 1%	9 5%p
Flickr	26 1%	13 1%	13 1%	3 1%	16 4%efgh	3 1%	4 1%	-	-	11 2%	8 1%	3 1%	4 1%	3 1%	-	24 1%	15 1%	9 5%p

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scotland (m)	Wales (n)	England (o)	White (p)	Non-White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
foursquare	26 1%	18 2%	8 1%	2 1%	10 3% <i>fgh</i>	10 2% <i>fgh</i>	2 *	- -	2 *	9 1% <i>l</i>	7 1%	10 2% <i>l</i>	* *	2 1%	1 1%	23 1%	20 1%	5 3% <i>p</i>
MySpace	16 1%	10 1%	6 *	1 *	6 2% <i>gh</i>	8 2% <i>gh</i>	1 *	- -	- -	5 1%	5 1%	- -	5 1%	* *	- -	16 1%	11 *	6 3% <i>p</i>
hi5	11 *	6 *	5 *	3 1%	6 2% <i>efh</i>	1 *	- -	1 *	- -	4 1%	1 *	4 1%	2 *	* *	- -	11 1%	2 *	8 5% <i>p</i>
orkut	10 *	6 1%	4 *	2 1%	6 2% <i>fgh</i>	1 *	- -	* *	- -	3 *	1 *	5 1%	1 *	1 1%	- -	9 *	3 *	7 4% <i>p</i>
Gowalla	9 *	4 *	5 *	2 1%	5 1% <i>eh</i>	- -	1 *	1 *	- -	2 *	2 *	4 1%	1 *	- -	- -	9 *	6 *	3 2% <i>p</i>
Friendster	9 *	1 *	8 1%	1 *	5 1% <i>efh</i>	- -	- -	3 1%	- -	3 1%	- -	2 *	3 1%	- -	- -	9 *	5 *	4 2% <i>p</i>
bebo	5 *	3 *	1 *	* *	2 *	1 *	1 *	1 *	- -	3 *	1 *	- -	* *	* *	- -	4 *	4 *	1 *
Another site (that I use once a week or more)	10 *	* *	10 1% <i>a</i>	5 2% <i>dh</i>	- -	2 1%	2 1%	1 *	- -	1 *	3 *	5 1%	2 *	1 1%	- -	9 *	10 *	- -
None of these	1362 58%	665 57%	697 58%	73 26%	105 28%	202 45% <i>cd</i>	244 61% <i>cde</i>	296 84% <i>cdef</i>	442 89% <i>cdef</i>	356 56% <i>k</i>	403 59% <i>k</i>	235 47%	368 68% <i>ijk</i>	119 58%	70 56%	1172 58%	1286 60% <i>q</i>	54 30%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Facebook	890 38%	53 49%	124 CGH45%	69 CGH33%	86 39%	81 37%	125 42% H	100 33%	62 29%	65 35%	18 39%	18 45%	4 34%	5 33%	6 31%	10 33%	4 27%	12 51%
Twitter	300 13%	21 20% E	44 16% E	22 10%	25 12%	14 6%	48 16% E	38 12%	28 13%	24 13%	5 11%	7 16%	2 13%	2 12%	2 9%	3 9%	2 11%	5 21%
Instagram	96 4%	6 6%	21 7% DG	6 3%	5 2%	9 4%	15 5%	7 2%	7 3%	6 3%	1 3%	5 11% JQ	1 4%	* 2%	1 5%	2 6%	- 3%	* 2%
LinkedIn	88 4%	3 3%	13 5%	3 1%	7 3%	3 1%	31 10% ABCDEFGHI	11 4%	8 4%	2 1%	2 5%	1 3%	* 3%	1 4%	1 6%	1 4%	1 3%	* 2%
Google+	83 4%	4 4%	5 2%	5 3%	9 4%	10 4%	24 8% BCGHI	6 2%	4 2%	4 2%	1 1%	2 5%	1 10%	- -	* 1%	* 2%	1 7%	1 2%
Facebook Places	79 3%	7 7% H	8 3%	12 6% H	7 3%	6 3%	11 4%	12 4%	2 1%	6 3%	1 3%	2 4%	* 3%	* 3%	* 1%	* 1%	- -	- -
Pinterest	46 2%	- -	8 3%	5 2%	3 1%	3 1%	8 3%	5 2%	7 3%	1 1%	1 1%	2 6%	1 6%	1 5%	1 6%	- -	- -	- -
Tumblr	31 1%	1 1%	5 2%	1 1%	1 *	- -	11 4% DEH	8 3%	- -	2 1%	* 1%	1 2%	1 4%	- -	- -	- -	- -	- -
Google Latitude	28 1%	- -	4 2%	2 1%	- -	1 1%	11 4% DG	1 *	3 1%	2 1%	- -	1 3%	- -	1 4% J	* 1%	* 1%	1 5%	- -
Flickr	26 1%	- -	5 2%	- -	1 *	- -	9 3% CE	5 2%	2 1%	1 1%	- -	1 2%	* 2%	2 2%	1 5% J	- -	- -	1 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

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	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
foursquare	26 1%	3 3%H	2 1%	3 1%	2 1%	3 1%	9 3%H	2 1%	-	-	*	*	-	-	1 5%	-	-	-
MySpace	16 1%	-	6 2%G	-	-	-	9 3%CDEG	-	1 1%	-	-	-	-	-	*	-	-	-
hi5	11 *	-	2 1%	1 *	-	-	7 2%G	1 *	-	-	-	-	-	*	-	-	-	-
orkut	10 *	-	1 *	-	-	-	8 3%G	-	-	-	*	1 2%	-	*	-	-	-	-
Gowalla	9 *	2 2%	2 1%	1 *	-	-	2 1%	-	-	3 1%	-	-	-	-	-	-	-	-
Friendster	9 *	-	-	-	3 1%	-	4 1%	1 *	-	1 *	-	-	-	-	-	-	-	-
bebo	5 *	1 1%	2 1%	* *	-	-	1 *	-	-	-	-	-	-	*	-	-	-	-
Another site (that I use once a week or more)	10 *	-	-	1 1%	-	1 *	2 1%	3 1%	-	1 1%	-	-	*	-	-	*	-	1 3%
None of these	1362 58%	54 50%	136 49%	120 58%	124 57%	138 62%B	157 53%	188 62%B	144 67%ABF	113 62%B	26 56%	21 52%	7 61%	9 59%	13 67%	21 65%	11 69%	11 48%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 48

**Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Unweighted base	2360	1154	1206	217	390	489	438	387	439	898	607	326	529	512	109	1739	2147	177
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Facebook	473 20%	241 21%	233 19%	81 29% <i>efgh</i>	115 30% <i>efgh</i>	127 28% <i>efgh</i>	63 16% <i>h</i>	38 11%	50 10%	156 24% <i>kl</i>	126 18%	109 22% <i>kl</i>	83 15%	44 22%	26 21%	403 20%	374 17%	83 46% <i>p</i>
Twitter	140 6%	85 7% <i>b</i>	55 5%	26 9% <i>efgh</i>	36 10% <i>efgh</i>	46 10% <i>efgh</i>	17 4% <i>h</i>	12 3% <i>h</i>	3 1%	48 7% <i>l</i>	42 6%	29 6%	21 4%	10 5%	5 4%	125 6%	107 5%	30 17% <i>p</i>
MySpace	17 1%	7 1%	10 1%	3 1%	10 3% <i>efgh</i>	3 1%	1 *	- -	- -	9 1% <i>j</i>	1 *	4 1%	3 1%	2 1%	- -	16 1%	9 *	9 5% <i>p</i>
bebo	6 *	3 *	3 *	1 *	4 1%	- -	1 *	- -	- -	4 1% <i>j</i>	- -	1 *	* *	1 1%	- -	5 *	4 *	2 1% <i>p</i>
Friendster	3 *	- -	3 *	* *	2 1%	- -	- -	- -	- -	* *	- -	2 *	- -	- -	- -	3 *	* *	2 1% <i>p</i>
orkut	9 *	4 *	5 *	3 1%	5 1% <i>h</i>	1 *	- -	- -	- -	4 1%	* *	2 *	1 *	1 1%	- -	7 *	3 *	5 3% <i>p</i>
hi5	9 *	6 1%	2 *	1 *	7 2% <i>efgh</i>	1 *	- -	- -	- -	1 *	4 1%	4 1%	- -	- -	- -	9 *	1 *	8 4% <i>p</i>
Linkedin	59 3%	37 3%	23 2%	12 4% <i>gh</i>	17 5% <i>gh</i>	16 4% <i>gh</i>	7 2%	3 1%	4 1%	27 4% <i>l</i>	18 3%	10 2%	5 1%	5 2%	2 2%	52 3%	36 2%	23 13% <i>p</i>
Foursquare	7 *	2 *	4 *	1 *	5 1% <i>eh</i>	- -	1 *	- -	- -	3 *	1 *	3 1%	* *	1 1%	- -	6 *	1 *	5 3% <i>p</i>
Gowalla	9 *	4 *	6 *	- -	7 2% <i>efgh</i>	2 *	* *	- -	- -	3 *	4 1%	3 1%	- -	1 *	- -	8 *	6 *	4 2% <i>p</i>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 48

**Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?**  
**Base: All respondents**

	Gender			Age						Social Class				Country			Ethnicity	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Scot- land (m)	Wales (n)	England (o)	White (p)	Non- White (q)
Weighted base	2360	1157	1203	283	378	449	401	354	495	637	685	496	543	205	125*	2030	2142	179
Facebook Places	39 2%	19 2%	20 2%	11 4%efgh	17 4%efgh	4 1%	3 1%	1 *	3 1%	14 2%	13 2%	7 1%	5 1%	3 1%	1 1%	35 2%	22 1%	15 8%p
Google Latitude	12 *	9 1%	3 *	6 2%egh	3 1%	* *	2 1%	- -	- -	4 1%	2 *	6 1%	* *	1 1%	- -	11 1%	3 *	7 4%p
Google+	49 2%	29 3%	20 2%	18 6%efgh	10 3%h	6 1%	9 2%h	4 1%	1 *	17 3%	11 2%	11 2%	9 2%	2 1%	- -	46 2%	25 1%	21 12%p
Flickr	25 1%	18 2%	7 1%	- -	16 4%cefg	4 1%	6 1%h	- -	- -	8 1%	13 2%l	3 1%	1 *	1 *	1 1%	23 1%	12 1%	12 7%p
Instagram	30 1%	14 1%	16 1%	10 4%efgh	9 2%g	6 1%	2 1%	* *	3 1%	15 2%	6 1%	3 1%	5 1%	2 1%	1 1%	27 1%	17 1%	12 7%p
Pinterest	17 1%	3 *	14 1%a	1 *	10 3%gh	3 1%	2 1%	- -	1 *	8 1%	3 *	4 1%	2 *	4 2%o	- -	13 1%	10 *	7 4%p
Tumblr	17 1%	7 1%	10 1%	2 1%	7 2%gh	4 1%	3 1%	1 *	- -	7 1%	2 *	4 1%	3 1%	2 1%	- -	15 1%	10 *	7 4%p
Another site (that I use once a week or more)	6 *	1 *	5 *	- -	* *	1 *	3 1%	1 *	- -	* *	1 *	2 *	2 *	* *	- -	6 *	6 *	- -
None of these	1830 78%	887 77%	943 78%	193 68%	244 65%	312 69%	327 82%cde	313 88%cd	441 89%cd	461 72%	542 79%i	369 75%	458 84%ik	157 77%	98 78%	1575 78%	1722 80%q	86 48%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 48

**Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?**

**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Unweighted base	2360	96	242	184	178	172	271	291	157	148	108	117	27	47	49	79	36	49
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Facebook	473 20%	28 26%	65 23%	34 16%	37 17%	34 15%	83 28% CDEGHI	54 18%	39 18%	30 16%	10 20%	7 17%	2 21%	3 18%	5 24%	7 21%	6 35%	6 25%
Twitter	140 6%	8 7%	26 9% EH	11 5%	12 6%	7 3%	28 9% EH	16 5%	7 3%	11 6%	2 5%	2 5%	* 3%	1 4%	1 4%	1 3%	1 7%	2 10%
MySpace	17 1%	1 1%	3 1%	- -	- -	- -	10 3% CDEGH I	1 5%	- -	- -	* 1%	* 1%	- -	- -	1 6%	- -	- -	- -
bebo	6 *	- -	1 *	* *	- -	- -	2 1%	- -	- -	1 1%	- -	- -	- -	* 2%	1 5% JK	- -	- -	- -
Friendster	3 *	- -	- -	* *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
orkut	9 *	- -	2 1%	- -	- -	- -	6 2% G	- -	- -	- -	- -	- -	- -	1 4% JK	* 1%	- -	- -	* 2%
hi5	9 *	- -	1 *	- -	- -	- -	8 3% BDG	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Linkedin	59 3%	1 1%	10 4%	2 1%	4 2%	2 1%	26 9% ABCDE GHI	2 1%	3 1%	2 1%	1 3%	* *	- -	1 4%	2 10% KO	* 1%	1 3%	* 1%
Foursquare	7 *	- -	1 *	- -	- -	- -	5 2%	- -	- -	- -	- -	- -	- -	* 2%	1 5% JK	- -	- -	- -
Gowalla	9 *	- -	3 1%	- -	- -	- -	4 1%	1 *	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	1 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared on behalf of British Futures by ICM Research

## Englishness Survey - GB

### ONLINE Fieldwork : 9th - 11th October 2013

Absolutes/col percents

Table 48

**Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?**  
**Base: All respondents**

	England GO Regions										Scottish Regions							
	Total	North East (A)	North West (B)	Yorks & Humber (C)	West Mids (D)	East-ern (E)	London (F)	South East (G)	South West (H)	East Mids (I)	Central (J)	Glasgow (K)	High-lands & Islands (L)	Loth-ians (M)	Mid & Fife (N)	NE (O)	South (P)	West (Q)
Weighted base	2360	107*	277	208	218	221	297	303	215	183	47*	41*	12**	15*	19*	31*	16**	23*
Facebook Places	39 2%	1 1%	5 2%	3 1%	5 3%	4 2%	12 4%GH	2 1%	-	3 1%	-	1 1%	* 3%	1 6%JO	* 1%	-	-	1 3%
Google Latitude	12 *	-	3 1%	-	-	-	7 2%G	-	-	1 1%	* *	* 1%	-	-	* 1%	* 1%	-	-
Google+	49 2%	2 1%	5 2%	4 2%	7 3%	4 2%	14 5%G	2 1%	3 1%	6 3%	-	1 2%	* 3%	* 2%	* 1%	* 1%	* 2%	* 1%
Flickr	25 1%	-	6 2%	-	-	-	15 5%ACDEGHI	2	-	-	* 1%	* *	-	* 2%	-	* 1%	-	-
Instagram	30 1%	1 1%	6 2%	2 1%	6 3%	4 2%	5 2%	2 1%	1 *	* *	1 2%	-	-	-	-	* 1%	-	* 2%
Pinterest	17 1%	1 1%	1 *	-	-	-	5 2%	3 1%	1 1%	-	2 4%	1 2%	-	1 4%	1 5%	-	-	-
Tumblr	17 1%	-	3 1%	2 1%	-	-	7 2%	2 1%	-	-	* 1%	* 1%	-	1 4%	1 5%	-	-	-
Another site (that I use once a week or more)	6 *	2 2%	-	-	-	-	2 1%	2 1%	-	-	* 1%	-	-	-	-	-	-	-
None of these	1830 78%	78 73%	204 73%	172 83%F	176 80%F	186 84%BF	201 68%	238 79%F	171 79%F	148 81%F	36 77%	34 83%	9 76%	12 80%	14 74%	25 78%	10 63%	17 74%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o - p/q - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O/P/Q**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

	Page	Table	Title	Base Description	Base
●	1	1	Q1a. Can you name the day and month of the following national days? St. George's Day	Base: All respondents	2360
●	2	1	Q1a. Can you name the day and month of the following national days? St. George's Day	Base: All respondents	2360
●	3	2	Q1b. Can you name the day and month of the following national days? St. Patrick's Day	Base: All respondents	2360
●	4	2	Q1b. Can you name the day and month of the following national days? St. Patrick's Day	Base: All respondents	2360
●	5	3	Q1c. Can you name the day and month of the following national days? Burns' Night	Base: All respondents	2360
●	6	3	Q1c. Can you name the day and month of the following national days? Burns' Night	Base: All respondents	2360
●	7	4	Q1d. Can you name the day and month of the following national days? St. David's day	Base: All respondents	2360
●	8	4	Q1d. Can you name the day and month of the following national days? St. David's day	Base: All respondents	2360
●	9	5	Q1e. Can you name the day and month of the following national days? Bonfire Night	Base: All respondents	2360
●	10	5	Q1e. Can you name the day and month of the following national days? Bonfire Night	Base: All respondents	2360
●	11	6	Q1f. Can you name the day and month of the following national days? Independence Day (US)	Base: All respondents	2360
●	12	6	Q1f. Can you name the day and month of the following national days? Independence Day (US)	Base: All respondents	2360
●	13	7	Q2. Thinking specifically about St Patrick's Day and St George's Day, which if either, do you feel is more widely celebrated in Britain today?	Base: All England respondents	1739
●	14	7	Q2. Thinking specifically about St Patrick's Day and St George's Day, which if either, do you feel is more widely celebrated in Britain today?	Base: All England respondents	1739
●	15	8	Q3. Should people in England celebrate St George's Day as much as we celebrate St Patrick's Day?	Base: All England respondents	1739
●	16	8	Q3. Should people in England celebrate St George's Day as much as we celebrate St Patrick's Day?	Base: All England respondents	1739

	Page	Table	Title	Base Description	Base
●	17	9	Q4. Are there any reasons why St George's Day isn't celebrated more than it currently is? Please select up to three.	Base: All England respondents	1739
●	18	9	Q4. Are there any reasons why St George's Day isn't celebrated more than it currently is? Please select up to three.	Base: All England respondents	1739
●	19	10	Q5. In England should the St George's flag be flown ...?	Base: All England respondents	1739
●	20	10	Q5. In England should the St George's flag be flown ...?	Base: All England respondents	1739
●	21	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
●	22	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
●	23	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
●	24	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
●	25	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
●	26	11	Q6. Which of the following people connect with you as a spokesperson for England today? Please select up to three.	Base: All respondents	2360
	27	12	Q7. Which, if any, of the following politicians speaks convincingly for England today? Summary table	Base: All respondents	2360
●	28	13	Q7. Which, if any, of the following politicians speaks convincingly for England today? First Mention	Base: All respondents	2360
●	29	13	Q7. Which, if any, of the following politicians speaks convincingly for England today? First Mention	Base: All respondents	2360
●	30	14	Q7. Which, if any, of the following politicians speaks convincingly for England today? Second Mention	Base: All respondents	2360
●	31	14	Q7. Which, if any, of the following politicians speaks convincingly for England today? Second Mention	Base: All respondents	2360
●	32	15	Q7. Which, if any, of the following politicians speaks convincingly for England today? Third Mention	Base: All respondents	2360



	Page	Table	Title	Base Description	Base
●	33	15	Q7. Which, if any, of the following politicians speaks convincingly for England today? Third Mention	Base: All respondents	2360
●	34	16	Q7. Which, if any, of the following politicians speaks convincingly for England today? Top 3 Mentions	Base: All respondents	2360
●	35	16	Q7. Which, if any, of the following politicians speaks convincingly for England today? Top 3 Mentions	Base: All respondents	2360
●	36	17	Q8. Which of the following comedy characters best represents Englishness? Please select up to three.	Base: All respondents	2360
●	37	17	Q8. Which of the following comedy characters best represents Englishness? Please select up to three.	Base: All respondents	2360
●	38	17	Q8. Which of the following comedy characters best represents Englishness? Please select up to three.	Base: All respondents	2360
●	39	17	Q8. Which of the following comedy characters best represents Englishness? Please select up to three.	Base: All respondents	2360
	40	18	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Summary table	Base: All respondents	2360
●	41	19	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Talking about the weather	Base: All respondents	2360
●	42	19	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Talking about the weather	Base: All respondents	2360
●	43	20	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Saying 'sorry' unnecessarily	Base: All respondents	2360
●	44	20	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Saying 'sorry' unnecessarily	Base: All respondents	2360
●	45	21	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Superior and snobbish	Base: All respondents	2360
●	46	21	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Superior and snobbish	Base: All respondents	2360

	Page	Table	Title	Base Description	Base
●	47	22	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Keeping up appearances	Base: All respondents	2360
●	48	22	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Keeping up appearances	Base: All respondents	2360
●	49	23	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Keeping a 'stiff upper lip'	Base: All respondents	2360
●	50	23	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Keeping a 'stiff upper lip'	Base: All respondents	2360
●	51	24	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Distinctive sense of English humour	Base: All respondents	2360
●	52	24	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Distinctive sense of English humour	Base: All respondents	2360
●	53	25	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Happy to queue and wait turn	Base: All respondents	2360
●	54	25	Q9. Which of the following characteristics sum up the English and which do you think are outdated stereotypes? Happy to queue and wait turn	Base: All respondents	2360
●	55	26	Q10. To what extent do you agree or disagree with the following statement: 'Paying more attention to Englishness will help to unite communities and bring us all together'?	Base: All respondents	2360
●	56	26	Q10. To what extent do you agree or disagree with the following statement: 'Paying more attention to Englishness will help to unite communities and bring us all together'?	Base: All respondents	2360
●	57	27	Q11. Which, if anything, describes the way you think of yourself?	Base: All respondents	2360
●	58	27	Q11. Which, if anything, describes the way you think of yourself?	Base: All respondents	2360
●	59	28	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2360

	Page	Table	Title	Base Description	Base
●	60	28	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2360
●	61	29	Marital Status	Base: All respondents	2360
●	62	29	Marital Status	Base: All respondents	2360
●	63	30	Tenure	Base: All respondents	2360
●	64	30	Tenure	Base: All respondents	2360
●	65	31	At what age did you finish your full time education?	Base: All respondents	2360
●	66	31	At what age did you finish your full time education?	Base: All respondents	2360
●	67	31	At what age did you finish your full time education?	Base: All respondents	2360
●	68	31	At what age did you finish your full time education?	Base: All respondents	2360
●	69	32	What is the highest educational level that you have achieved to date?	Base: All respondents	2360
●	70	32	What is the highest educational level that you have achieved to date?	Base: All respondents	2360
●	71	33	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2360
●	72	33	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2360
●	73	34	How many cars are there in your household?	Base: All respondents	2360
●	74	34	How many cars are there in your household?	Base: All respondents	2360
●	75	35	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2360
●	76	35	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2360
●	77	36	Which of the following best describes your current working status?	Base: All respondents	2360
●	78	36	Which of the following best describes your current working status?	Base: All respondents	2360
●	79	37	What level of seniority are you within the organisation you work for?	Base: All respondents who work full/ part time	1360
●	80	37	What level of seniority are you within the organisation you work for?	Base: All respondents who work full/ part time	1322

	Page	Table	Title	Base Description	Base
●	81	37	What level of seniority are you within the organisation you work for?	Base: All respondents who work full/ part time	1360
●	82	37	What level of seniority are you within the organisation you work for?	Base: All respondents who work full/ part time	1322
●	83	38	Do you have any children aged 18 or under?	Base: All respondents	2360
●	84	38	Do you have any children aged 18 or under?	Base: All respondents	2360
●	85	39	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2360
●	86	39	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2360
●	87	39	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2360
●	88	39	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2360
●	89	40	What was your age on your last birthday?	Base: All respondents	2360
●	90	40	What was your age on your last birthday?	Base: All respondents	2360
●	91	41	Gender	Base: All respondents	2360
●	92	41	Gender	Base: All respondents	2360
●	93	42	Which of the following ITV regions do you live in?	Base: All respondents	2360
●	94	42	Which of the following ITV regions do you live in?	Base: All respondents	2360
●	95	42	Which of the following ITV regions do you live in?	Base: All respondents	2360
●	96	42	Which of the following ITV regions do you live in?	Base: All respondents	2360
●	97	43	Social class	Base: All respondents	2360
●	98	43	Social class	Base: All respondents	2360
●	99	44	Which region do you live in?	Base: All respondents	2360
●	100	44	Which region do you live in?	Base: All respondents	2360
●	101	44	Which region do you live in?	Base: All respondents	2360
●	102	44	Which region do you live in?	Base: All respondents	2360
●	103	45	Nearest City:	Base: All respondents	2360

	Page	Table	Title	Base Description	Base
●	104	45	Nearest City:	Base: All respondents	2360
●	105	45	Nearest City:	Base: All respondents	2360
●	106	45	Nearest City:	Base: All respondents	2360
●	107	46	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2360
●	108	46	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2360
●	109	46	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2360
●	110	46	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2360
●	111	47	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2360
●	112	47	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2360
●	113	47	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2360
●	114	47	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2360
●	115	48	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2360
●	116	48	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2360
●	117	48	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2360
●	118	48	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2360