

YouGov / Sunday People Survey Results

Sample Size: 1999 GB Adults
Fieldwork: 11th - 13th November 2009

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	North	Rest of South	Midlands / Wales	Scotland
Weighted Sample 1999	629	450	276	960	1039	578	721	700	1099	900	256	492	650	428	174
Unweighted Sample 1999	666	430	249	931	1068	458	696	845	1168	831	276	483	679	384	177
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following do you think is the greatest Briton from history?

Winston Churchill	39	51	35	32	43	36	31	41	44	39	40	37	42	40	38	36
William Shakespeare	18	14	22	25	15	20	27	14	15	19	16	23	17	16	19	17
Queen Elizabeth I	15	17	14	14	11	20	12	17	17	17	13	16	13	16	19	8
Horatio Nelson	11	9	12	12	15	6	7	11	14	11	11	8	9	14	8	13
John Lennon	4	1	4	5	4	4	4	5	2	3	4	4	6	2	3	5
Don't know	13	7	14	13	12	15	19	12	10	11	16	12	13	12	14	22

And if you had to choose, which of the following do you think is the greatest LIVING Briton?

Queen Elizabeth II	34	43	33	34	33	35	21	33	46	38	30	30	33	36	38	26
Sir Richard Branson	21	16	23	26	22	20	26	22	15	18	24	20	22	21	19	21
Baroness Margaret Thatcher	13	25	2	6	15	11	12	12	13	14	11	13	11	13	13	11
Sir Trevor McDonald	6	3	7	6	3	8	9	6	2	5	6	6	5	5	6	5
Simon Cowell	3	1	2	3	2	4	5	3	1	2	3	3	3	2	4	1
David Beckham	2	1	2	3	3	2	4	1	1	2	2	2	2	3	2	0
Gordon Brown	2	0	7	1	3	1	2	2	2	2	2	3	3	1	1	4
Don't know	20	11	24	21	21	20	21	21	20	19	22	24	20	18	17	31

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following do you think is the most appropriate symbol of Britain today?

The Union Jack	38	38	43	36	37	40	32	39	43	39	38	37	42	38	37	36
The Monarchy	14	20	13	11	13	15	8	14	19	15	13	12	12	16	15	15
A cup of tea	12	8	12	19	10	14	18	11	9	12	13	14	11	14	11	9
The pound (sterling)	12	14	12	9	11	13	18	11	8	10	14	14	12	11	12	14
A spitfire aeroplane	4	4	4	6	7	2	3	5	5	5	3	3	3	4	6	7
A pint of beer	4	3	4	6	6	2	7	3	3	4	5	5	4	3	5	5
The Village Green	3	2	4	3	3	3	1	3	4	3	2	4	3	3	3	4
A bulldog	3	3	3	1	4	2	2	4	3	3	3	3	3	3	4	0
A tax return	3	4	1	3	4	2	4	2	3	2	4	2	3	3	2	3
A black cab	2	2	2	2	2	3	3	3	2	2	2	2	3	3	2	1
A glass of wine	0	0	1	0	0	1	1	0	0	1	0	1	0	0	0	2
Don't know	4	2	4	4	4	5	4	5	3	4	4	4	5	4	4	4

Thinking about your individual perception of 'traditional British values'...If you had to choose, which of these well-known figures do you think best represents those values?

The Queen	37	48	39	32	35	39	32	33	47	40	34	36	36	39	41	30
Dame Judy Dench	15	11	17	22	13	17	16	16	13	17	12	17	14	16	12	20
Dame Vera Lynn	14	13	15	13	14	15	5	16	21	14	15	15	14	16	13	13
Jeremy Clarkson	8	10	6	7	11	5	12	9	3	7	9	5	9	8	10	4
Prince Charles	6	6	5	8	6	6	5	7	6	6	5	5	7	5	7	7
Bruce Forsyth	4	4	3	5	5	3	6	5	2	3	5	6	5	4	2	4
Jonathan Ross	2	2	2	2	2	2	5	1	1	2	2	2	2	2	2	3
Prince Harry	2	2	2	2	2	2	2	3	1	1	3	2	2	1	3	2
Anne Robinson	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0
Don't know	11	6	10	10	12	11	17	11	8	9	14	13	11	10	11	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Still thinking about your individual perception of 'traditional British values'...Which, if any, political party do you think best represents those values?

Conservative	27	66	7	12	28	25	26	24	30	31	21	25	23	30	28	25
Labour	15	0	59	5	17	13	14	16	15	14	16	19	19	10	13	19
United Kingdom Independence Party (UKIP)	7	4	3	3	9	6	4	6	11	6	8	7	6	10	7	3
Liberal Democrat	7	2	2	36	8	5	6	7	7	9	4	4	7	7	7	6
British National Party (BNP)	5	3	3	1	5	4	5	6	3	3	7	4	5	5	6	2
Scottish National Party / Plaid Cymru	1	0	0	1	2	1	2	1	2	1	2	2	0	0	1	11
Green	1	0	1	1	2	1	2	2	1	1	1	1	1	2	0	2
Respect	1	0	1	0	1	1	0	1	1	0	1	0	1	1	1	0
None of these	23	14	20	21	20	26	25	24	21	22	25	25	24	21	26	22
Don't know	13	10	6	18	8	18	16	13	11	12	15	14	14	15	12	10

If you had to choose, which of the following TV series do you think best showcases Britain to the rest of the world?

Pride and Prejudice	16	20	19	13	13	20	10	16	21	20	12	17	16	19	13	12
Dad's Army	15	17	14	12	19	10	6	15	21	15	14	9	14	16	16	14
Fawlty Towers	14	13	11	20	19	10	22	14	8	14	15	18	13	11	15	22
Coronation Street	12	9	16	10	11	13	9	15	12	10	15	8	19	8	14	11
Strictly Come Dancing	8	9	8	12	6	10	7	8	9	10	6	6	8	11	5	7
X-Factor	7	5	10	4	5	9	12	7	3	6	8	9	8	5	8	6
EastEnders	7	6	6	4	7	6	14	5	3	5	8	11	3	6	7	7
The Jeremy Kyle show	3	2	1	2	3	3	5	2	1	2	3	4	2	2	3	3
Don't know	19	17	15	23	19	19	16	18	22	18	20	18	18	21	19	18

Moving on...If Britain were faced with invasion at home, how likely, if at all, do you think British people generally would be to sign up to fight in a war voluntarily?

Very likely	26	29	30	25	34	19	14	25	36	29	23	19	26	28	26	30
Fairly likely	35	33	38	44	34	36	32	37	35	36	34	43	34	34	36	30
TOTAL LIKELY	61	61	67	68	68	55	47	63	71	64	57	62	60	62	61	60
Fairly unlikely	22	24	22	21	20	25	29	22	17	21	24	19	22	23	23	24
Very unlikely	13	12	9	8	10	15	18	12	9	12	14	13	14	12	12	13
TOTAL UNLIKELY	35	35	31	29	30	40	47	34	26	33	38	32	36	35	35	37
Don't know	4	3	2	3	2	6	6	3	3	3	5	6	4	4	4	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if Britain were faced with invasion at home, how likely, if at all, would YOU be to sign up to fight in a war voluntarily?

Very likely	21	26	18	19	31	12	15	23	25	20	24	16	20	23	23	27
Fairly likely	20	23	25	19	22	17	24	24	12	21	18	22	21	19	19	14
TOTAL LIKELY	41	49	42	38	54	29	39	46	37	41	41	38	41	42	42	40
Fairly unlikely	13	11	13	15	12	14	22	13	6	13	13	14	12	15	14	11
Very unlikely	15	10	17	14	11	19	28	14	5	15	16	18	15	14	14	19
TOTAL UNLIKELY	28	21	30	29	24	33	50	28	11	28	29	32	27	29	28	29
Not applicable - I am too old/ too unfit to fight in a war anyway	27	28	25	30	20	34	5	22	51	29	25	23	29	27	28	27
Don't know	4	2	4	4	3	4	6	4	1	3	4	7	4	3	2	4

To what extent do you agree or disagree with the following statement? 'The British Monarchy is an outdated institution and should be got rid of and replaced by an elected president'

Strongly agree	14	8	20	14	17	10	14	15	12	12	16	12	16	10	15	18
Tend to agree	14	7	21	17	15	13	16	14	13	14	14	15	16	11	12	26
TOTAL AGREE	28	15	40	30	33	23	31	28	25	26	30	27	31	21	27	45
Tend to disagree	25	21	22	34	21	29	30	23	23	24	27	26	24	26	25	21
Strongly disagree	41	62	34	30	42	41	31	42	50	46	36	37	39	48	42	30
TOTAL DISAGREE	66	83	56	64	64	69	60	66	72	70	62	64	62	74	67	52
Don't know	6	2	4	6	4	8	9	6	3	5	8	9	6	5	6	4