

# Ipsos MORI Pride in Britain

July 2021



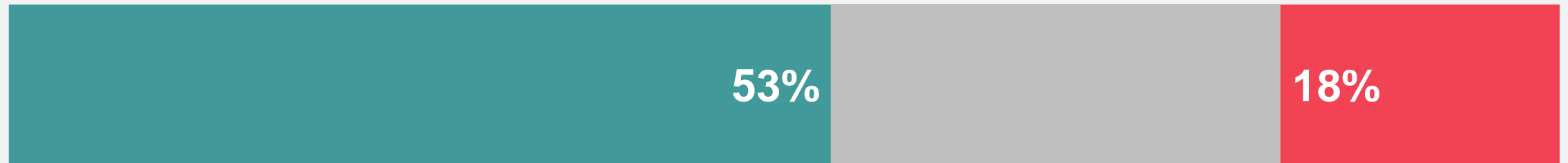
# Pride in being British: Before + after the Euros final

Do you agree or disagree with the statement, “I would rather be a citizen of Britain than of any country on earth?”

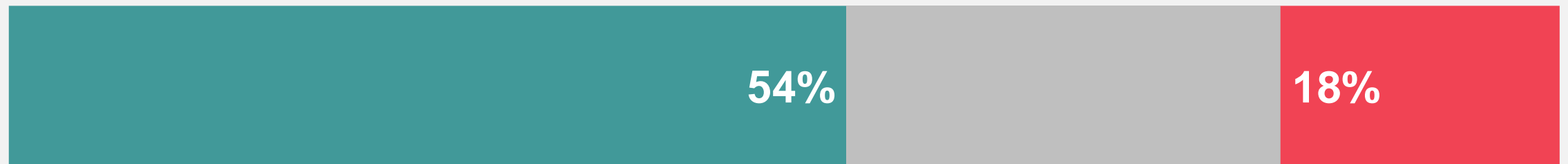
Agree

Disagree

13<sup>th</sup> July 2021 (After the Euros final)



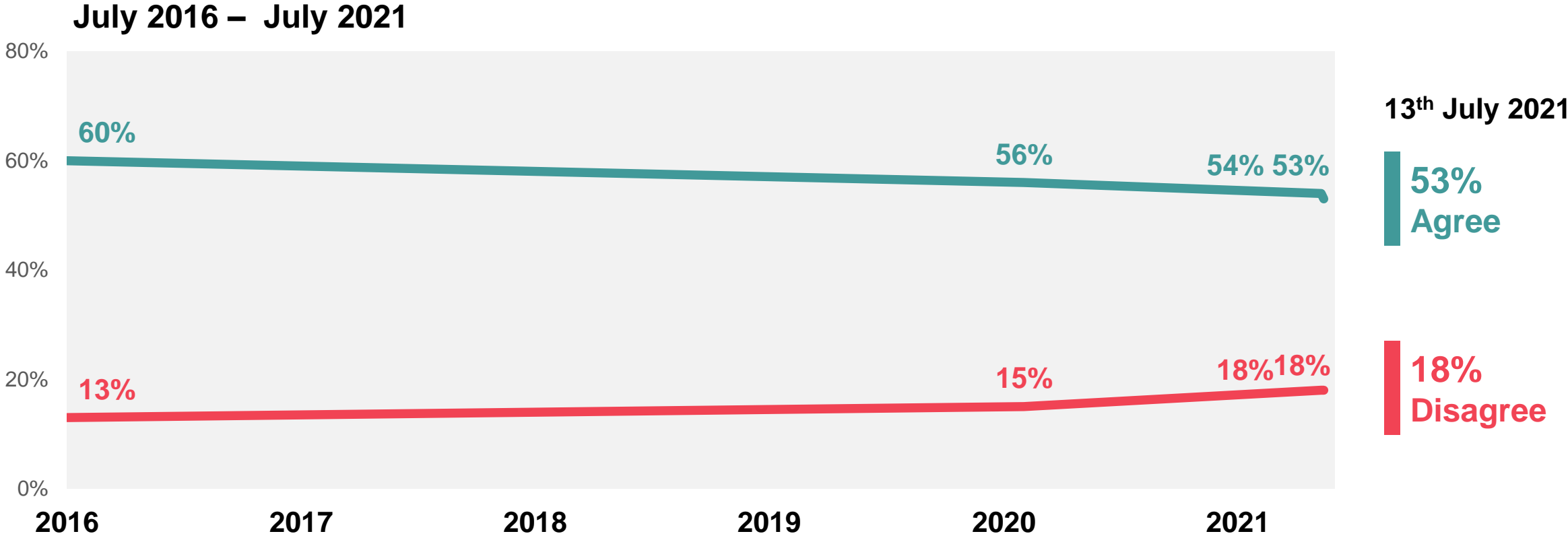
9<sup>th</sup> July 2021 (Before the Euros final)



Base: Each wave included 1,025/1,015 online British adults 16-75. First wave conducted on 9<sup>th</sup> July 2021, second wave 13 July 2021.

# Pride in being British: Long term trend

Do you agree or disagree with the statement, “I would rather be a citizen of Britain than of any country on earth?”



Base: The most recent waves included 1,025/1,015 online British adults 16-75. First wave conducted on 9<sup>th</sup> July 2021, second wave 13 July 2021.

# How divided is British society? Before + after the Euros final

Overall, how divided do you think British society is these days?

**Very/fairly divided**

**Not very/at all divided**

**13<sup>th</sup> July 2021** (After the Euros final)



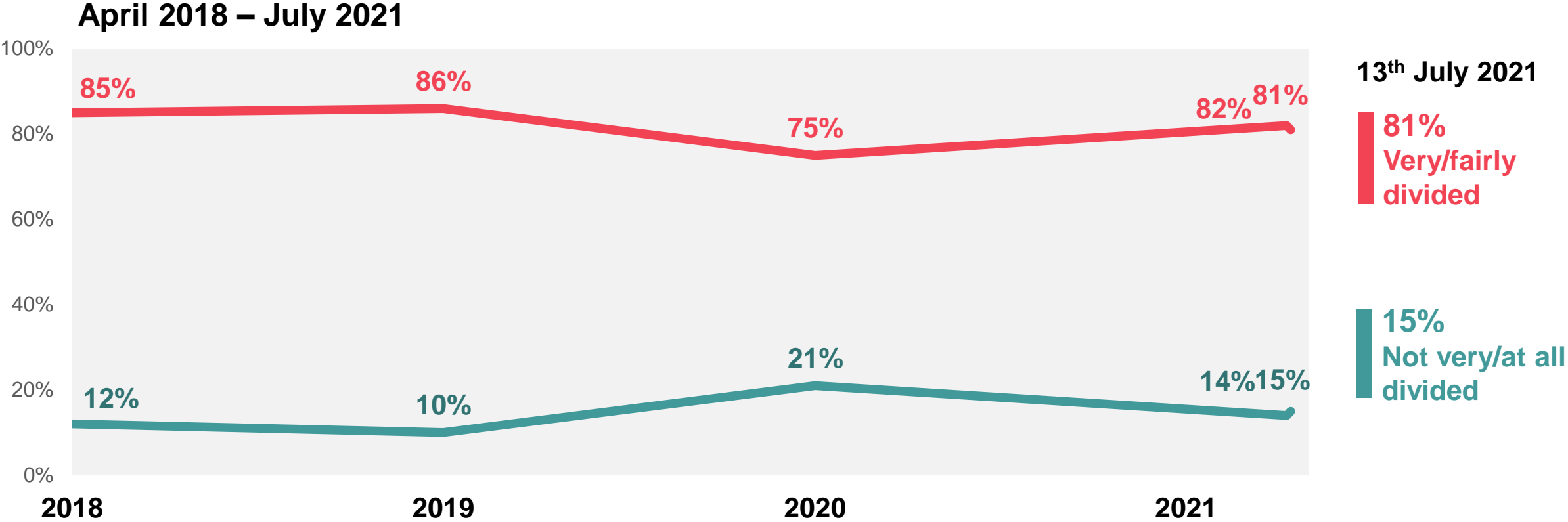
**9<sup>th</sup> July 2021** (Before the Euros final)



Base: Each wave included 1,025/1,015 online British adults 16-75. First wave conducted on 9<sup>th</sup> July 2021, second wave 13 July 2021.

# How divided is British society? Long term trend

Overall, how divided do you think British society is these days?



Base: The two most recent waves included 1,025/1,015 online British adults 16-75. First wave conducted on 9<sup>th</sup> July 2021, second wave 13 July 2021. The 2018 and 2019 waves were conducted on Ipsos MORI's Global Advisor panel.

# Ipsos MORI

**July 2021**

## **For more information**

Kelly Beaver  
Managing Director  
[kelly.beaver@ipsos.com](mailto:kelly.beaver@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Senior Research Executive  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)