

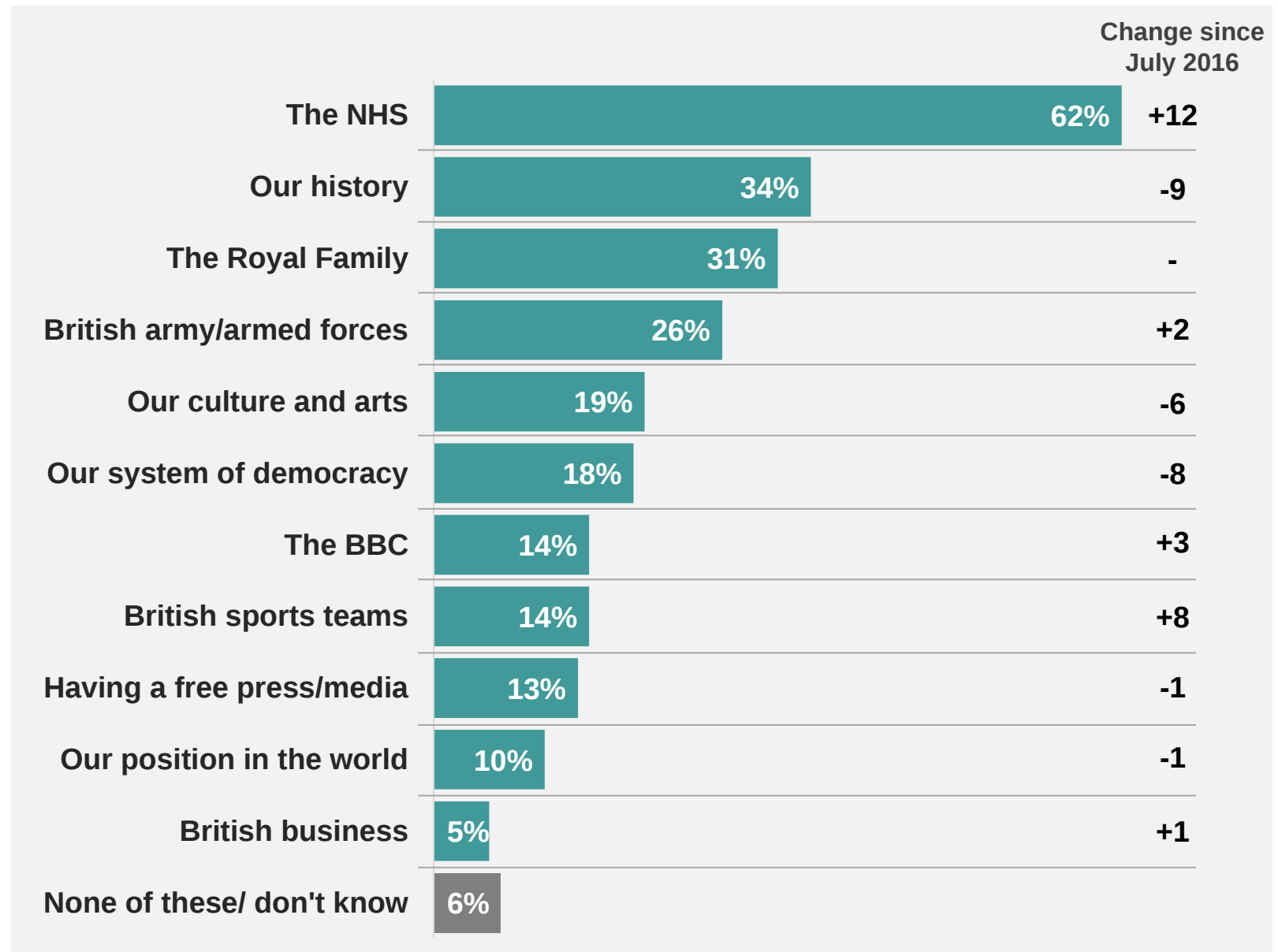
St George's Day & national pride



What makes you proud to be British?

Which two or three of the following, if any, would you say makes you most proud to be British?

Please select up to 3 options.

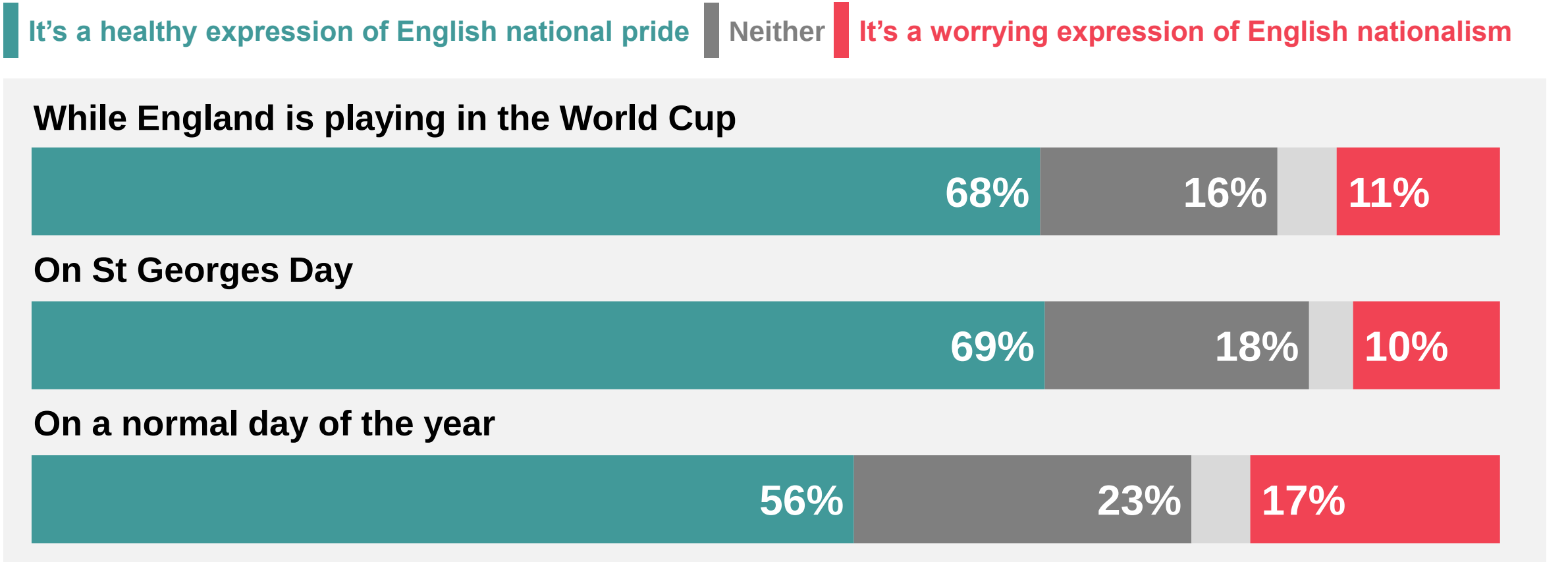


2022 Base: 990 Online GB Adults aged 16-75 who are British citizens, 5th April 2022

2016 Base: 524 Online GB Adults aged 16-75 who are British citizens, 26th-29th July 2016

Which of the following, if any, is closest to how you would feel if you saw an England flag (the St George's Cross) on someone's home, car, shop or pub...

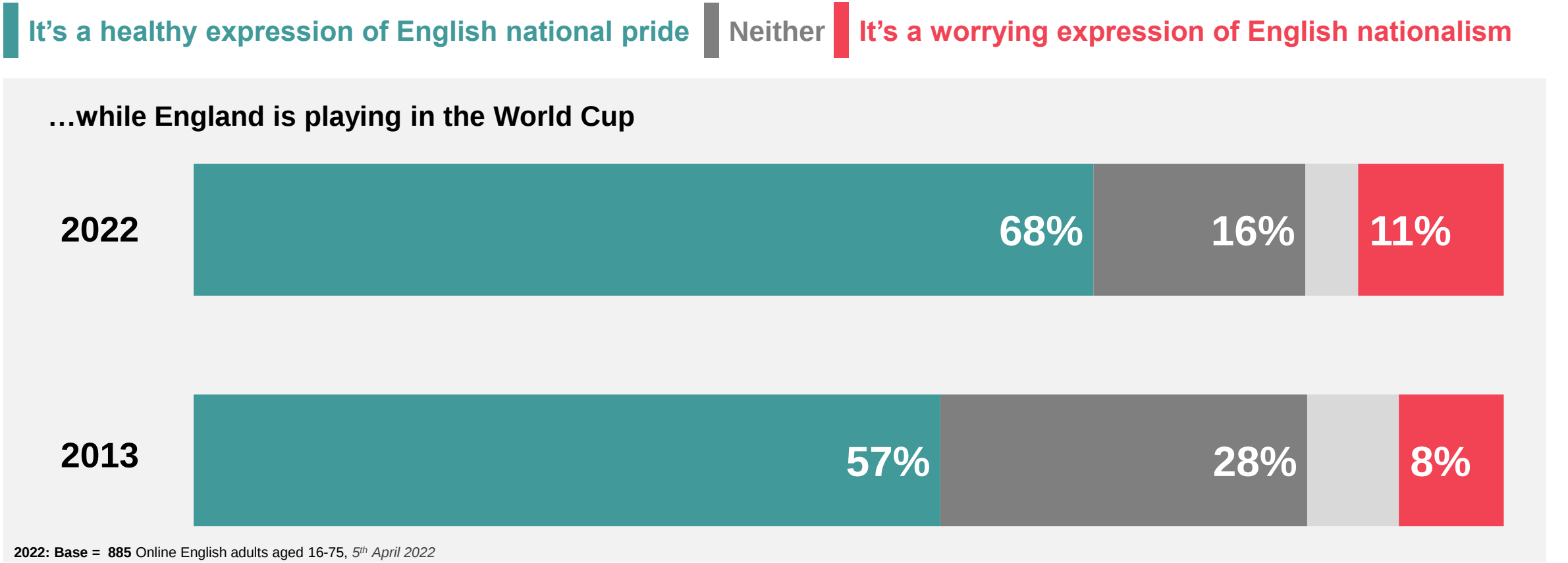
English adults



Base: 885 Online English adults aged 16-75, 5th April 2022

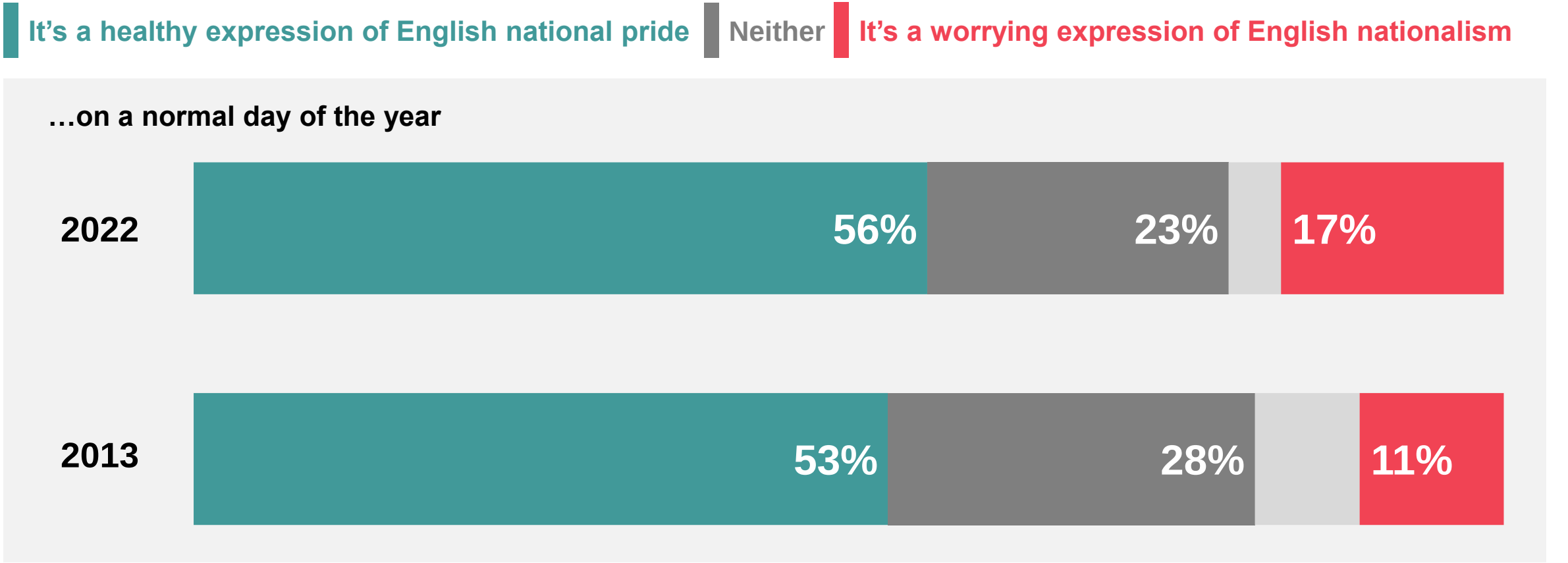
Which of the following, if any, is closest to how you would feel if you saw an England flag (the St George's Cross) on someone's home, car, shop or pub...

English adults (2022 vs. 2013)



Which of the following, if any, is closest to how you would feel if you saw an England flag (the St George's Cross) on someone's home, car, shop or pub...

English adults (2022 vs. 2013)



2022: Base = 885 Online English adults aged 16-75, 5th April 2022

2013: Base = 883 Online English adults aged 16-75, 6 – 11 December 2013

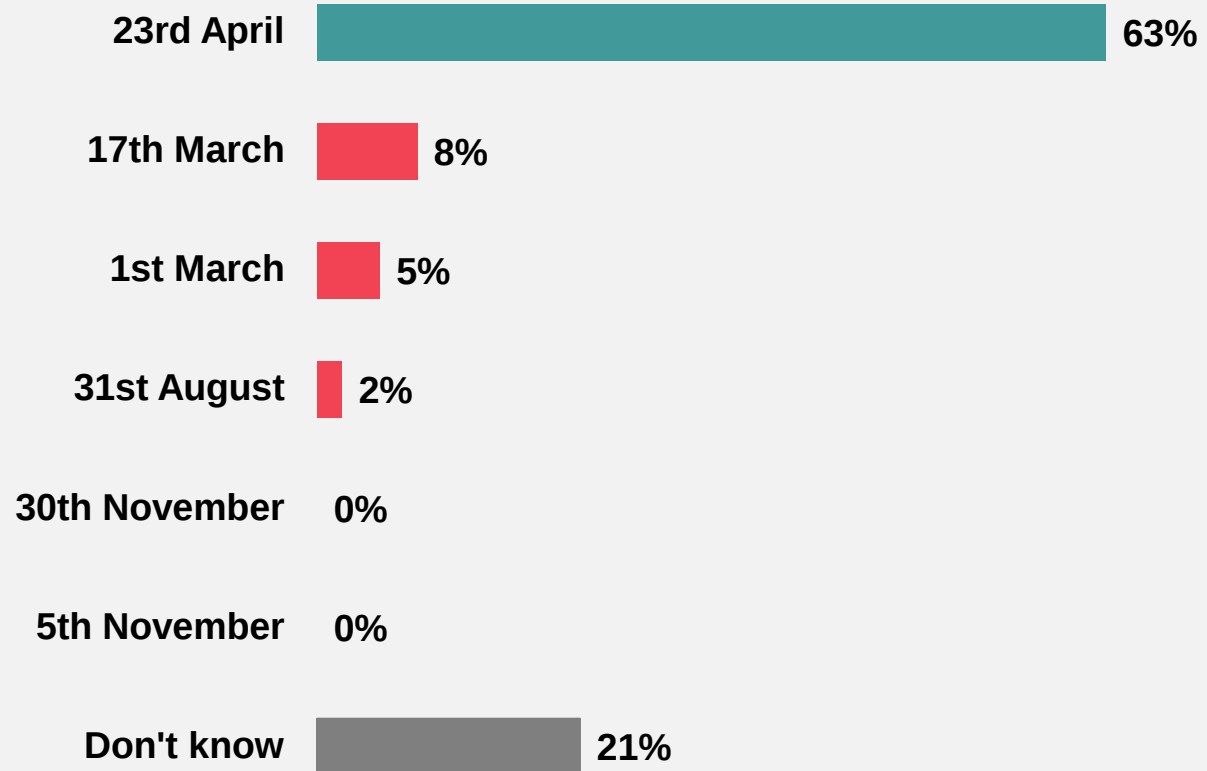


On what date is St. George's day celebrated in England?

Across all of GB (England, Scotland and Wales), we surveyed 1036 respondents. **60%** chose the correct answer; 23rd April.

This compares to **62%** choosing this date in an Ipsos face-to-face survey of 998 GB adults aged 15 and over, conducted in 2012 (27 January – 5 February).

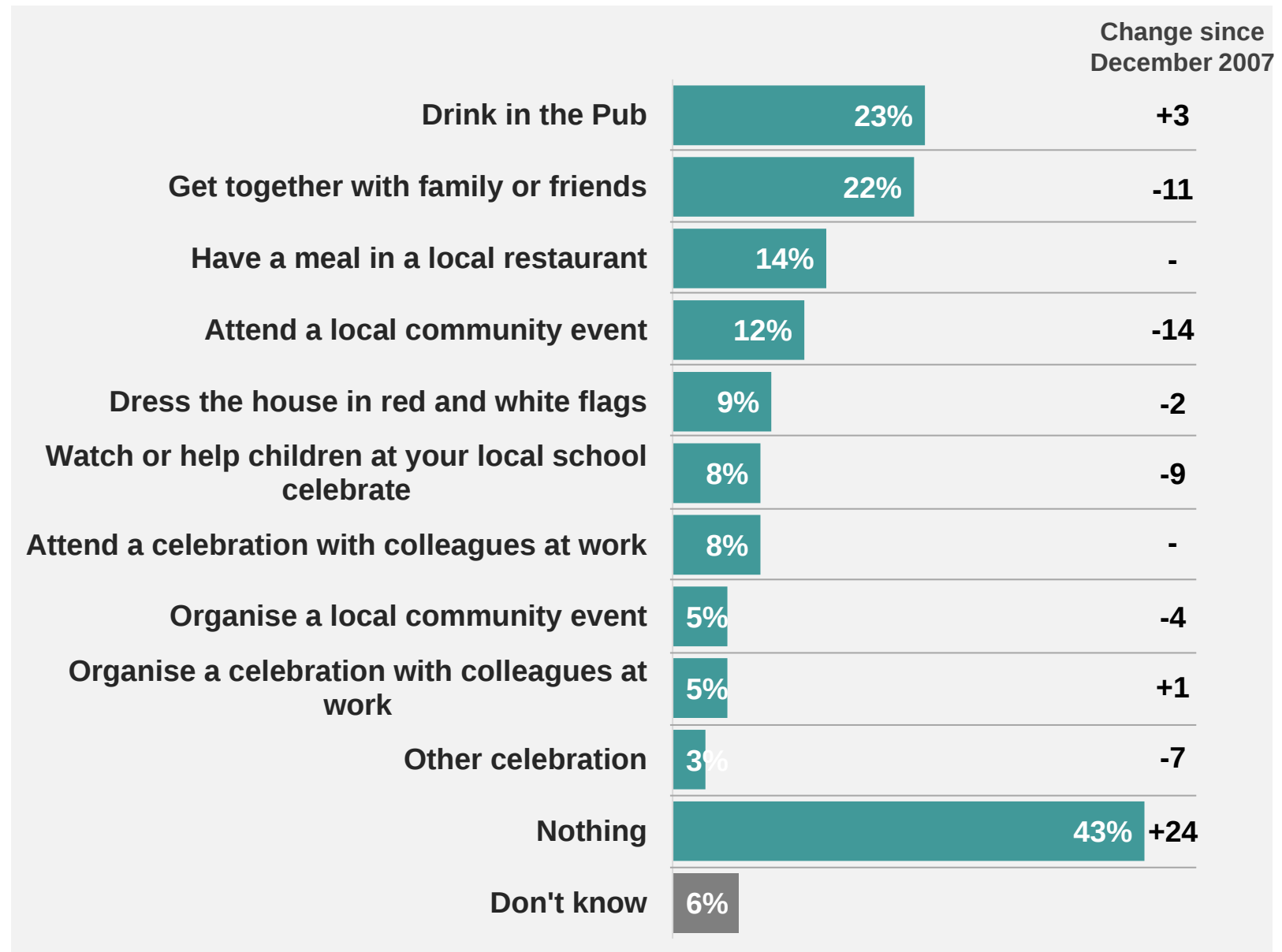
England adults



Base: 885 England adults aged 16-75, 5th April 2022

Celebrating St. George's Day

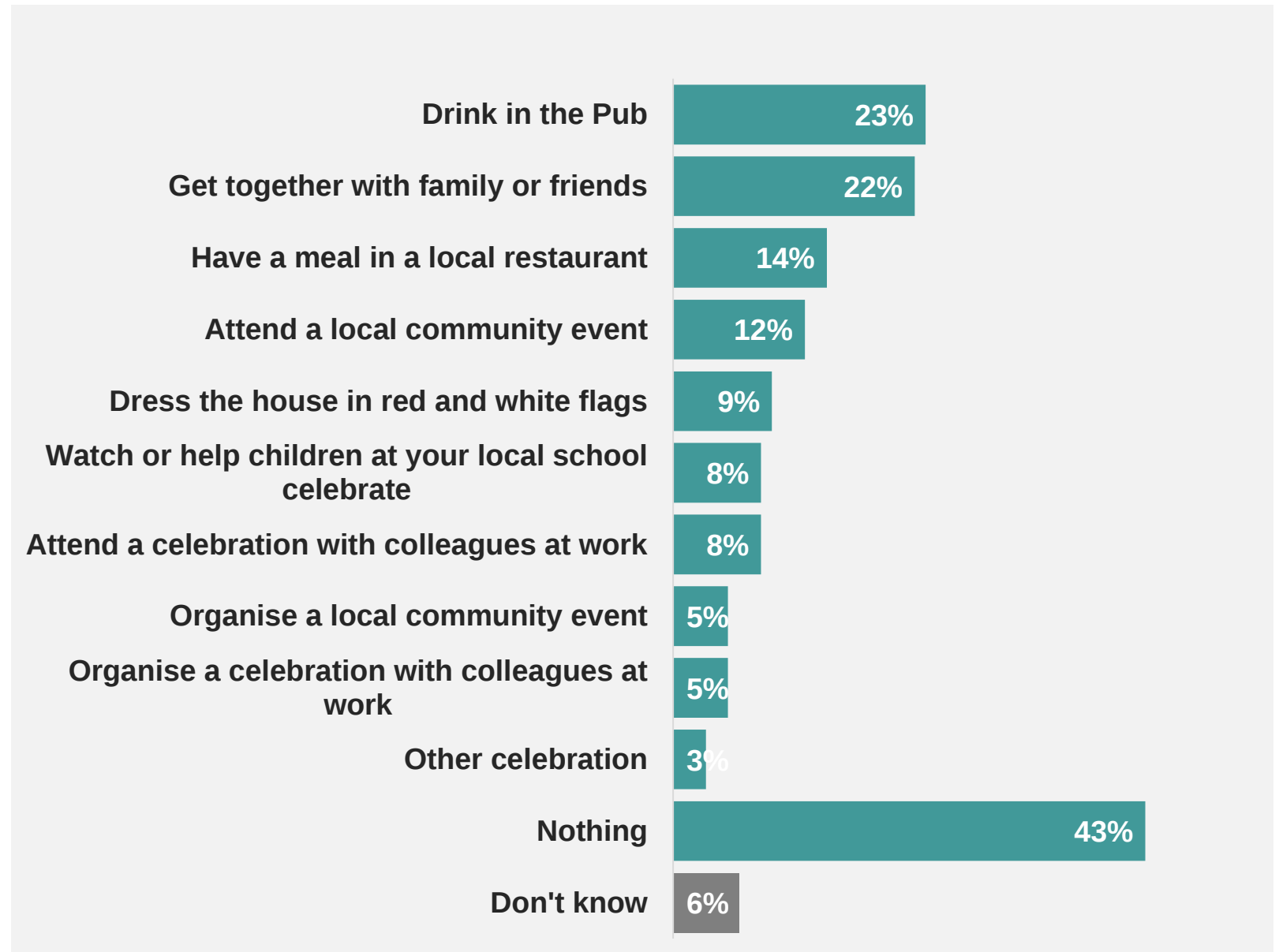
Here is a list of ways in which people might celebrate St George's Day. Which, if any, of the following would you personally be likely to do next St George's Day, April 23rd 2022?



2022 Base: 885 Online English Adults aged 16-75, 5th April 2022
 2007 Base: 1,712 English adults aged 15+, face-to-face survey, 7-12 December 2007

Celebrating St. George's Day

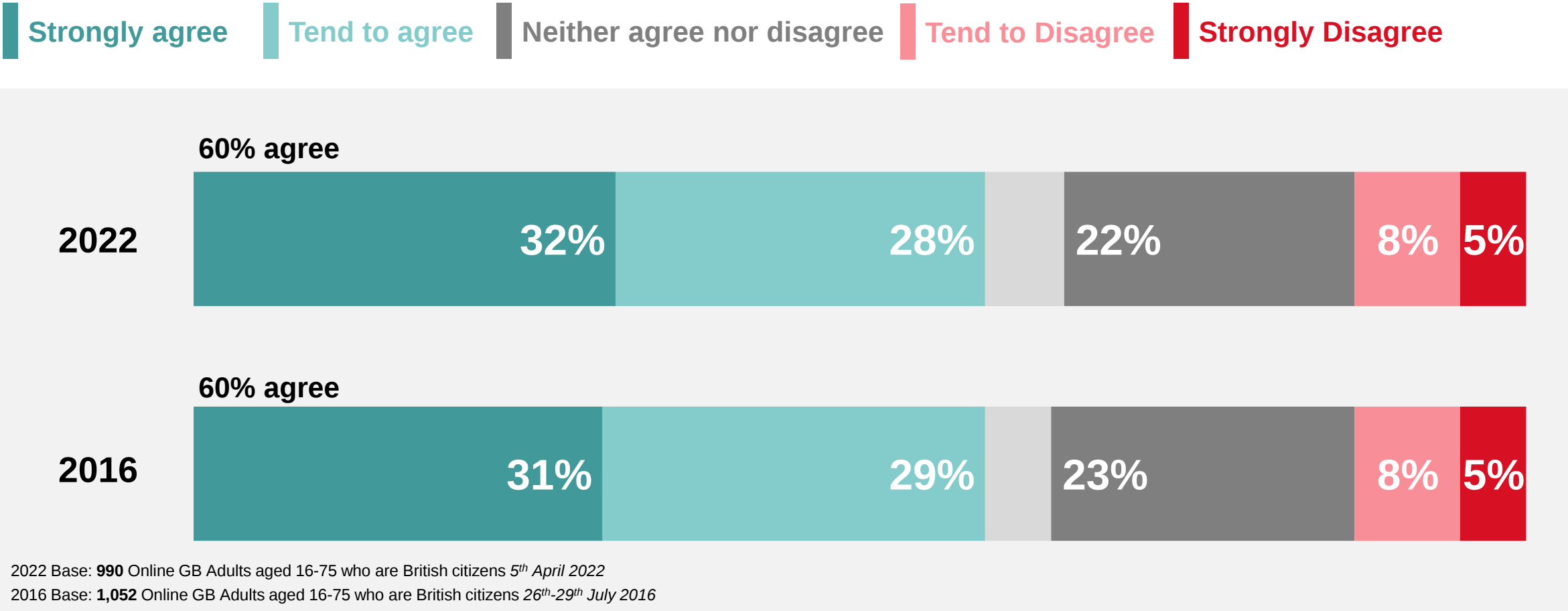
Here is a list of ways in which people might celebrate St George's Day. Which, if any, of the following would you personally be likely to do next St George's Day, April 23rd 2022?



Base: 885 Online English Adults aged 16-75, 5th April 2022

Being a British citizen

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



Technical notes

- The research was carried out by Ipsos UK.
- Ipsos UK interviewed a representative quota sample of 1,036 adults aged 16-75 in Great Britain. 885 of the interviews were held with respondents residing in England. Interviews took place on the online Omnibus using the Ipsos.Digital platform on 5th April 2022.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
 - Social Grade
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of the United Kingdom.

For more information please contact the team at ipsos.com/en-uk/omnibus-surveys



April 2022

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