

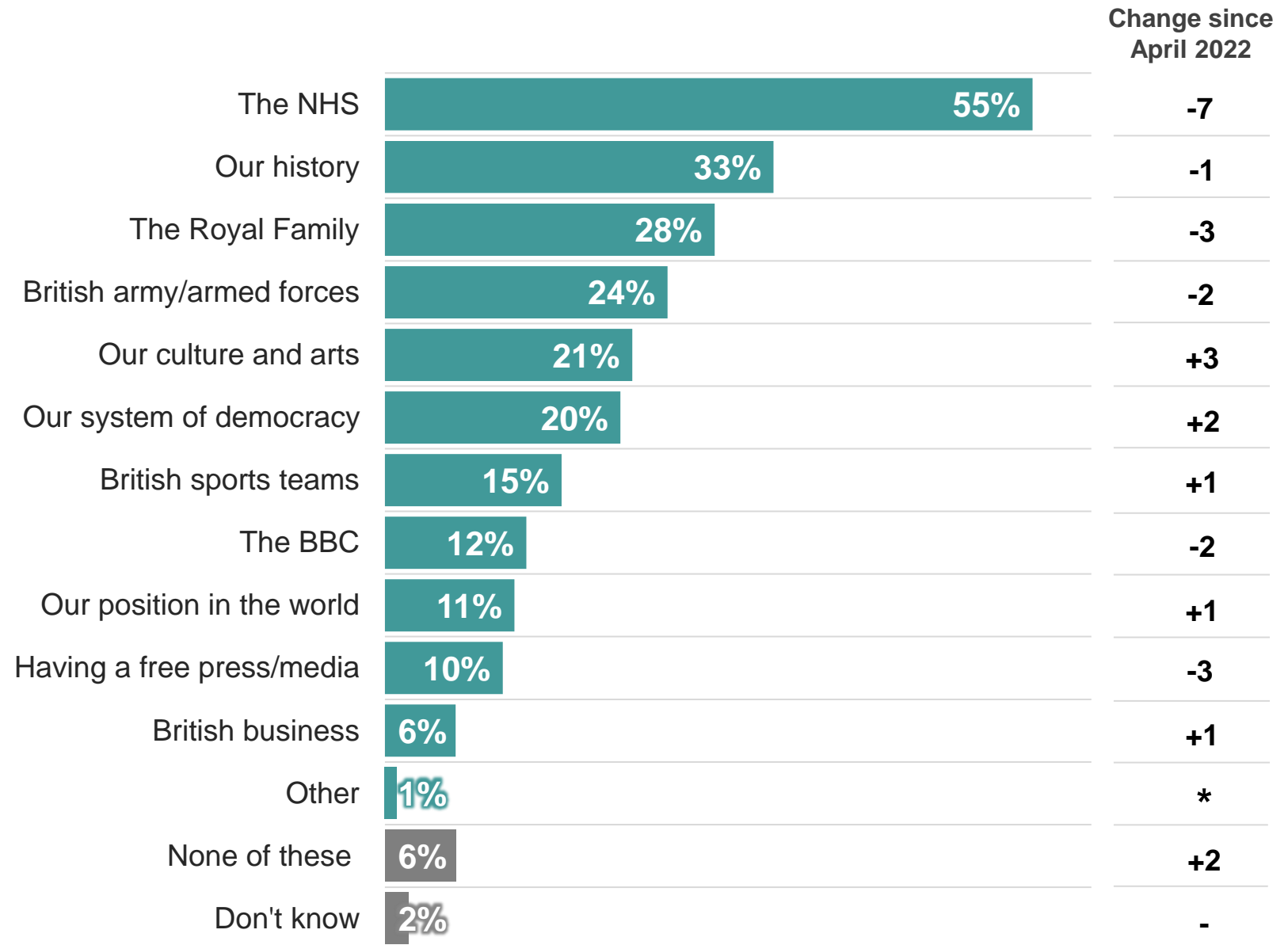
IPSOS Pride in Britain Polling

August 2022

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.



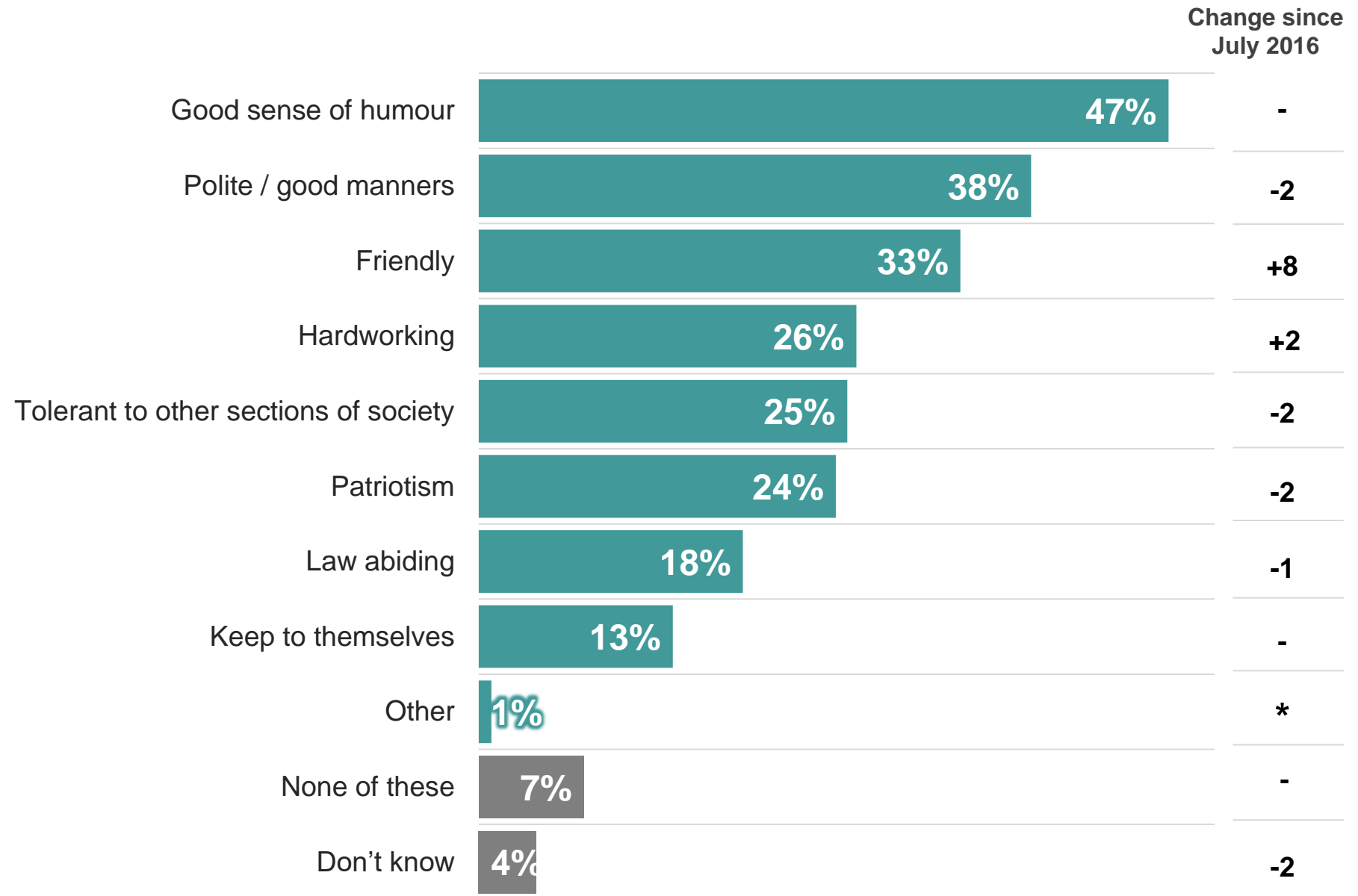
August 2022 Base: 1,661 Online GB Adults aged 18-75 who are British citizens, 3-4 August 2022

* Please note this option was not available when we asked this question previously

Nearly half of British citizens believe the best characteristic of British people is their good sense of humour

From this list, please select which two or three, if any of these you think are the best characteristics of British people as a whole?

Please select up to three options.

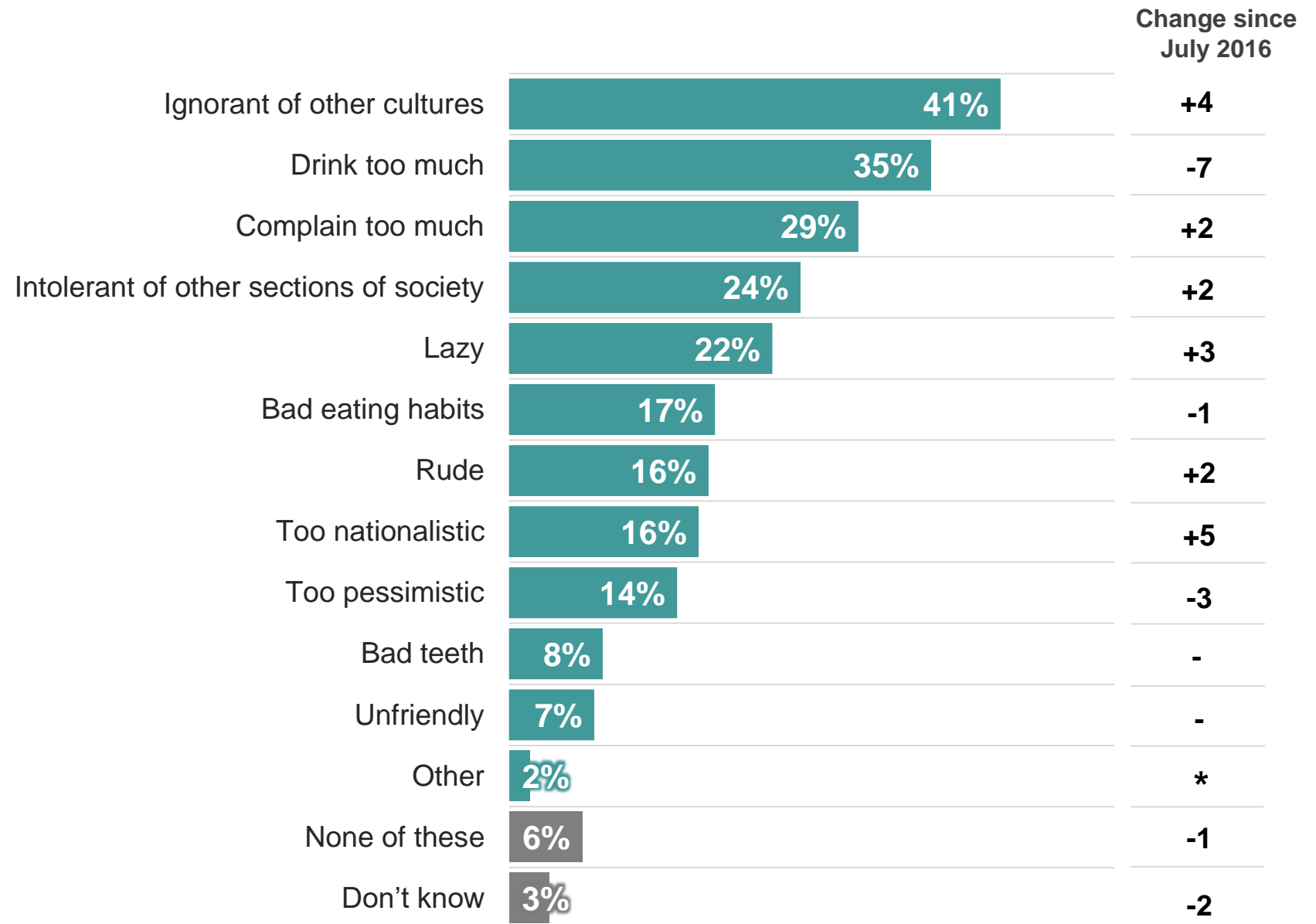


2022 Base: 1,661 Online GB Adults aged 18-75 who are British citizens, 3-4th August 2022
 * Please note this option was not available when we asked this question previously

British citizens think the worst characteristic of British people is their ignorance of other cultures, followed by excessive drinking

From this list, please select which two or three, if any of these you think are the worst characteristics of British people as a whole?

Please select up to three options.



2022 Base: 1,661 Online GB Adults aged 18-75 who are British citizens, 3-4th August 2022

* Please note this option was not available when we asked this question previously

Ipsos

August 2022

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Laura King
Graduate Research Executive
laura.king@ipsos.com

