

IPSOS

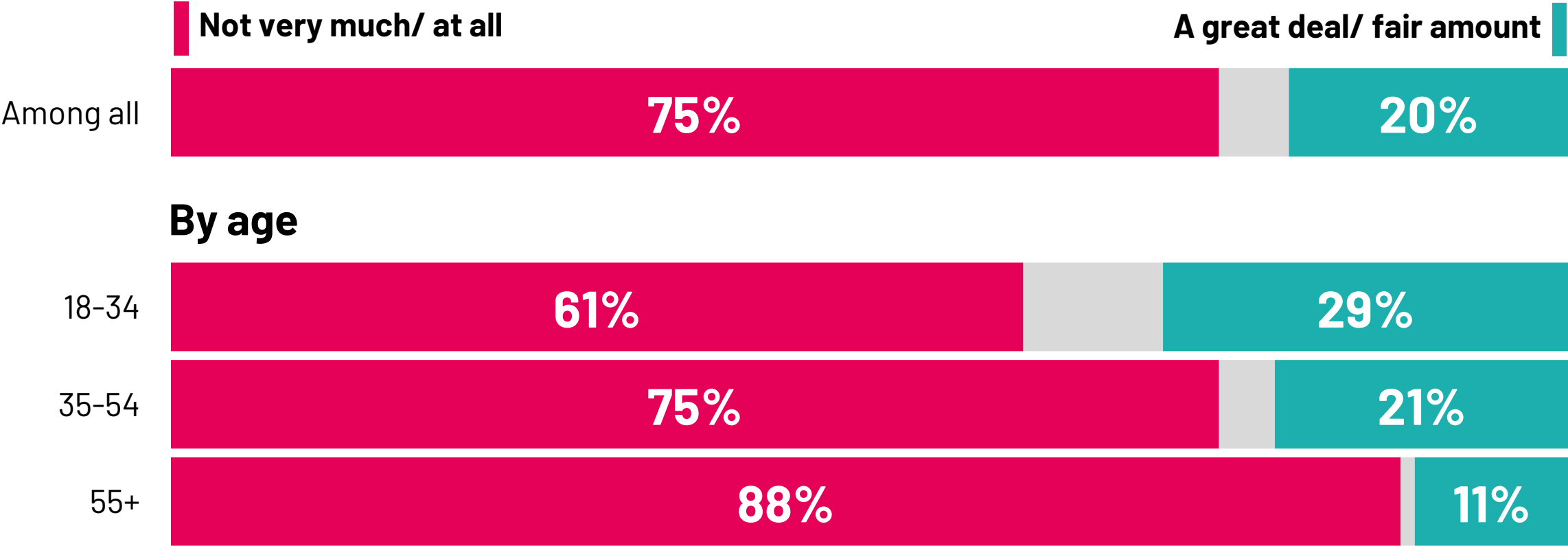
Attitudes towards Great Britain

June 2024



Just one in five would describe Britain today as doing 'great'

To what extent, if at all, would you describe Britain today as doing 'great'?



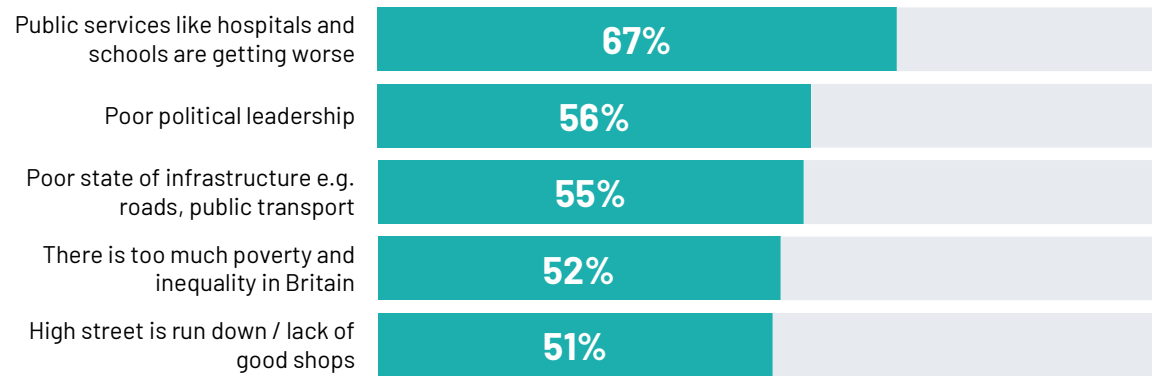
Base: 1,080 Online British adults 18-75, 8 – 12 March 2024, including those aged 18-34 (334), 35-54 (402) and 55+ (344)

Why would you not describe Britain today as doing great? Top five

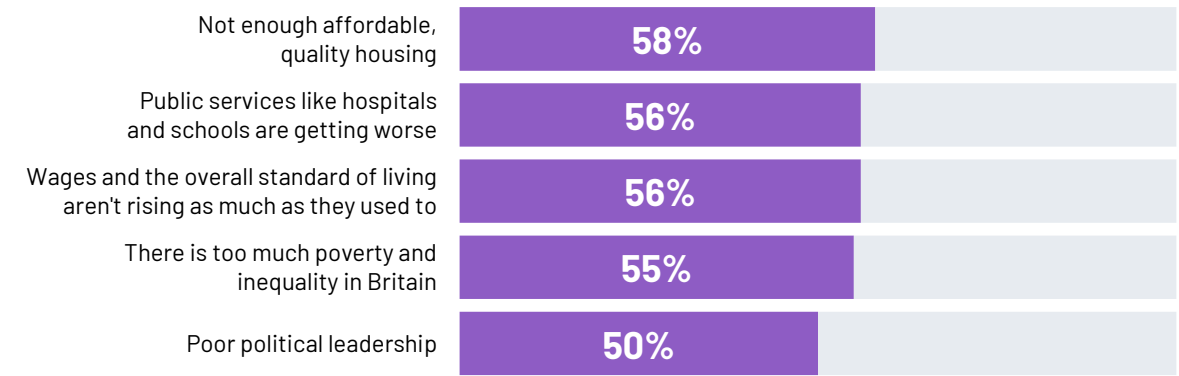
Among those who think Britain is not doing great

Which of the following reasons, if any, best explain why you would not describe Britain today as doing 'great'? Please choose all that apply.

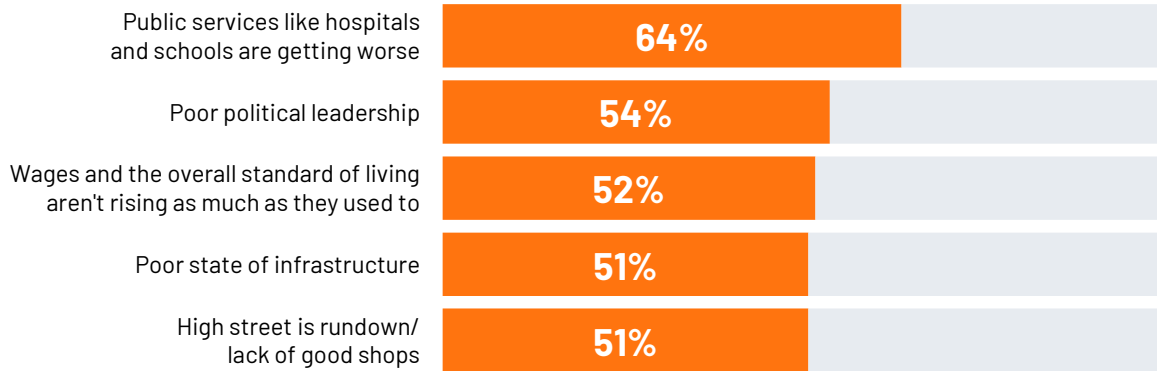
Among all



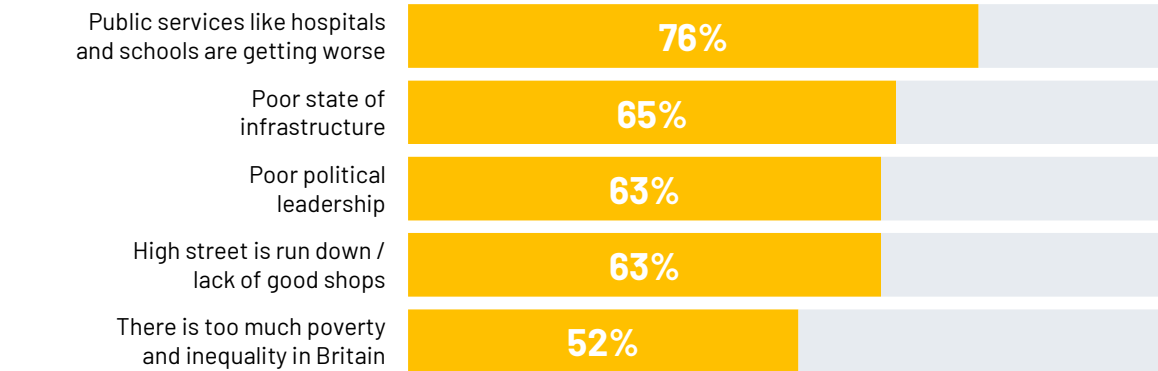
Among 18-34s



Among 35-54s



Among 55+

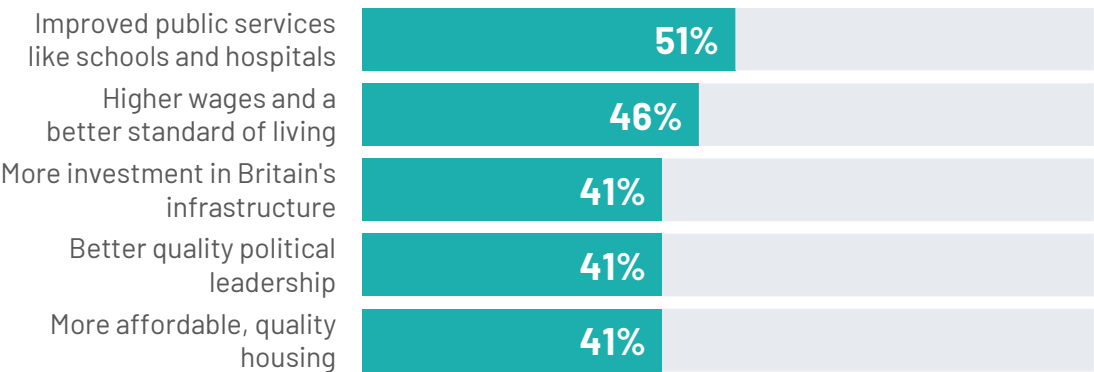


Base: 818 Online British adults 18-75, 8 – 12 March 2024 who think Britain is not doing great, including those aged 18-34 (211), 35-54 (301) and 55+ (306)

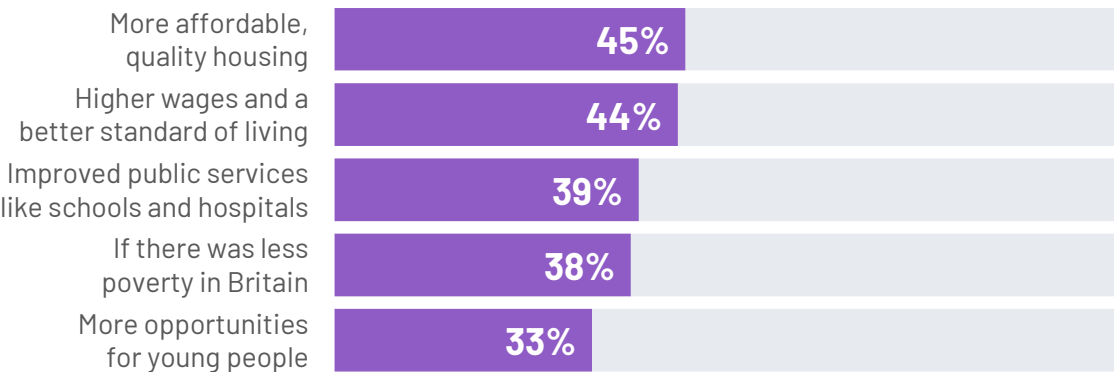
What would make the most difference to Britain becoming 'great' in the future? Top five

Which of the following, if any, do you think would make the most difference to Britain becoming 'great' in the future? Please select all that apply.

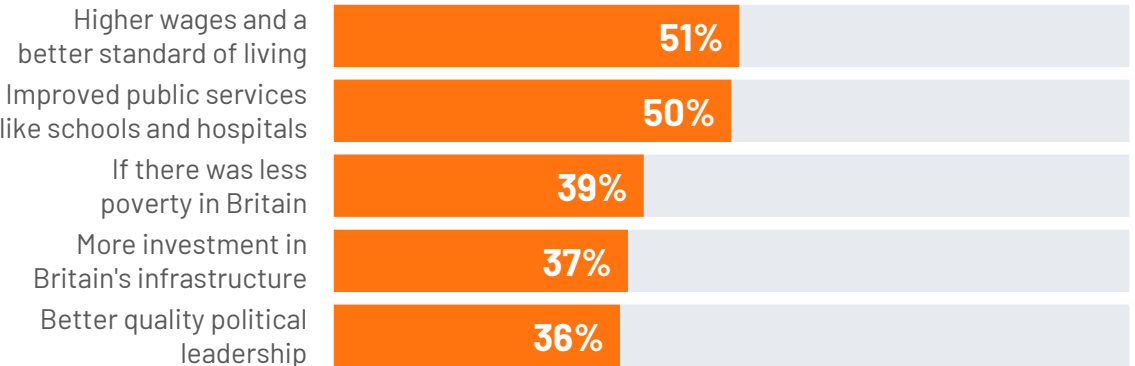
Among all



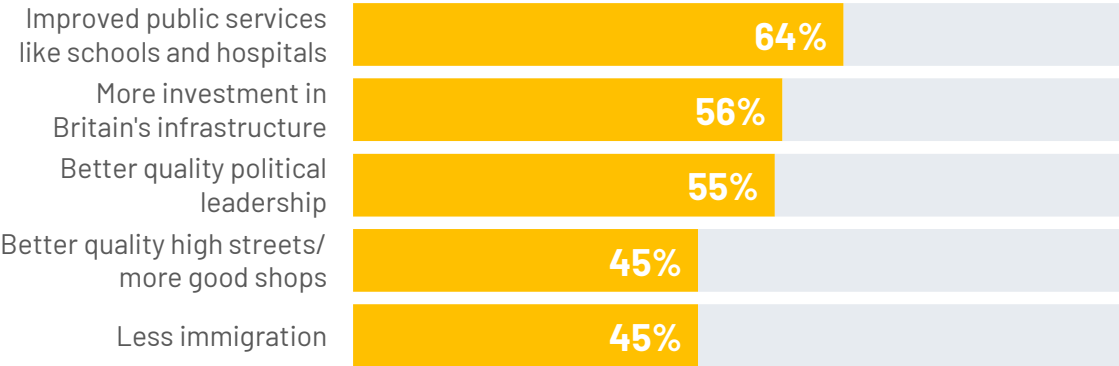
Among 18-34s



Among 35-54s



Among 55+



Base: 1,080 Online British adults 18-75, 8 - 12 March 2024, including those aged 18-34 (334), 35-54 (402) and 55+ (344)



Just over one in ten correctly answered that Britain is referred to as 'Great Britain' because the island that makes up England, Scotland and Wales is bigger than islands around it – two in five say they don't know

And to the best of your knowledge, for which reason, if any, do you think Britain is referred to as 'Great Britain'?

Because of the size and strength of the British Empire during Queen Victoria's reign

20%

The word 'Great' was added after the Act of Union between Britain and Ireland in 1800

14%

The island that makes up England, Scotland and Wales is bigger than islands around it e.g. the island of Ireland

13%

The word 'Great' was added by King Edward III after success in the 100 Years War with France

10%

Some other reason

2%

Don't know

41%

Base: 1,080 Online British adults 18-75, 8 – 12 March 2024

Source: Ipsos General Election 2024 Campaign Tracker





June 2024

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For more information

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