



Table 1  
Q3. To what extent, if at all, would you describe Britain today as doing 'great'?

BASE: ALL ADULTS AGED 18-75 IN GB

	GENDER		AGE					AGE			GENERATION				GOVERNMENT OFFICE REGION							WORKING STATUS		EDUCATION	
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-24	35-54	55+	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
UNWEIGHTED BASE	1000	513	487	127	207	218	206	244	254	402	244	112	212	200	213	213	212	212	212	212	212	600	221	218	202
WEIGHTED BASE	1080	523	554	127	205	195	196	357	332	391	357	159	323	274	324	258	279	244	155	52*	93*	730	350	385	695
11%	12%	12%	12%	12%	12%	11%	11%	13%	11%	11%	13%	15%	30%	25%	26%	24%	26%	23%	14%	51%	95%	73%	37%	40%	44%
A great deal	31	22	6	2	10	14	3	2	13	17	2	5	20	5	2	6	7	7	8	**	3	29	2	27	5
	3%	4%	1%	2%	5%	7%	1%	1%	4%	4%	1%	3%	6%	2%	1%	2%	2%	3%	5%	1%	3%	4%	1%	7%	1%
	5	5	6	6	10	6	1	1	1	1	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
A fair amount	188	109	79	27	57	41	24	38	85	65	38	38	79	36	35	42	52	42	37	7	8	150	38	60	128
	17%	21%	15%	22%	28%	21%	12%	11%	25%	17%	11%	24%	25%	13%	11%	16%	19%	17%	24%	13%	9%	21%	11%	80	18%
	18	10	8	3	6	5	3	4	10	8	5	5	10	5	5	6	7	6	5	1	1	15	4	7	15
Not very much	444	191	245	55	68	70	86	165	123	156	165	70	111	113	150	105	110	109	63	26	32	291	153	147	297
	41%	37%	46%	43%	33%	36%	44%	46%	37%	40%	46%	44%	34%	41%	46%	41%	39%	45%	40%	50%	34%	40%	44%	38%	43%
	45	25	20	7	12	10	12	22	15	20	22	10	18	15	18	12	14	13	11	4	5	20	10	12	25
Not at all	367	180	176	34	46	61	76	150	80	137	150	37	82	114	135	96	94	80	32	18	47	217	150	134	233
	34%	34%	33%	27%	22%	31%	39%	42%	24%	35%	42%	23%	25%	41%	42%	37%	34%	33%	21%	34%	50%	30%	43%	35%	34%
	40	21	28	8	24	10	6	2	32	16	2	10	31	6	2	9	16	6	14	1	4	42	7	17	32
Don't know	49	4%	5%	7%	11%	5%	3%	*	10%	4%	*	6%	10%	2%	*	3%	6%	2%	0%	2%	4%	6%	2%	4%	5%
	5	3	2	1	4	2	1	0	4	2	0	2	5	1	0	1	2	1	0	0	0	1	0	1	1
A great deal/ fair amount	218	111	85	30	67	55	27	40	97	82	40	42	99	41	37	48	58	49	45	7	11	179	40	86	133
	20%	25%	16%	23%	31%	28%	14%	11%	29%	21%	11%	27%	31%	15%	11%	19%	21%	20%	29%	14%	12%	25%	11%	22%	19%
	23	12	11	4	9	7	4	1	10	6	1	4	11	4	3	5	6	5	4	1	1	10	3	6	13
Not very much/ not at all	811	371	420	89	114	131	162	315	209	293	315	107	193	227	285	201	204	189	95	44	79	508	303	281	530
	75%	71%	79%	70%	56%	67%	83%	88%	61%	75%	88%	67%	60%	61%	61%	58%	58%	58%	61%	61%	61%	70%	87%	73%	76%
	8	4	4	3	6	5	4	8	5	6	5	3	6	4	4	3	4	3	3	1	2	10	5	8	15

Proportions/Means: Columns Tested 5% risk level - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



BASE: ALL ADULTS AGED 18-75 IN GB

Proportions/Mean: Columns Tested (5% risk level) - a/h/c/d/e - i/g/h - j/k/l - m/n - o/p/q/r - s/t - u/v/w/x - y/z - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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MAKE BRITAIN GREAT  
BN - 12th MARCH 2024  
PUBLIC  
IPSO

13 Mar 2024

Table 3  
Q2. Which of the following reasons, if any, best explain why you would not describe Britain today as doing "great"? Please choose all that apply.

BASE: ALL ADULTS AGED 18-75 IN GB WHO THINK BRITAIN IS NOT DOING GREAT

	GENDER		AGE						AGE			GENERATION				GOVERNMENT OFFICE REGION										WORKING STATUS		EDUCATION	
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55+	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	NON GRADUATES				
UNWEIGHTED BASE	811	393	418	23	111	127	174	206	211	202	205	114	193	223	218	224	212	212	85	43	21	400	228	420	281				
WEIGHTED BASE	811	371	420	89*	114	131	162	215	203	203	215	107*	193	227	205	201	204	189	95*	44*	79*	508	303	281	530				
Public services like hospitals and schools are getting worse	543	240	288	47	67	75	111	240	115	188	240	59	130	151	222	123	150	126	61	33	51	324	219	201	341				
Poor political leadership	467	229	215	47	54	70	88	198	101	158	198	60	94	123	180	110	113	100	54	31	49	273	184	177	280				
Poor state of infrastructure e.g. roads, public transport	449	214	225	39	54	63	87	206	93	150	206	50	87	124	189	100	114	116	89	32	49	280	169	149	281				
There is too much poverty and inequality in Britain	422	190	219	47	66	63	81	165	113	144	165	56	102	116	148	97	102	97	48	27	51	255	167	169	253				
High street is run down / lack of good shops	417	171	244	27	45	59	89	197	72	149	197	36	83	119	180	105	114	100	35	24	40	254	163	138	280				
Not enough affordable, quality housing	407	188	206	56	61	62	69	158	117	131	158	67	98	99	142	104	97	91	45	20	49	246	161	144	263				
Wages and the overall standard of living aren't rising as much as they used to	399	177	212	46	68	71	82	132	114	153	132	55	110	118	136	86	102	98	46	28	40	269	130	145	254				
We are more divided than we used to be	340	167	164	34	33	42	71	160	68	113	160	40	55	98	147	83	85	84	39	21	27	200	140	119	220				
Too much money in politics	302	137	158	27	44	39	54	138	72	93	138	34	67	74	127	73	75	70	28	23	34	185	118	89	213				
Too much political instability	301	136	156	35	37	38	59	131	72	97	131	40	60	79	122	78	75	69	31	19	29	180	121	100	201				
Too much immigration	296	121	173	12	31	35	67	149	44	103	149	15	59	87	135	78	94	60	31	17	16	168	127	98	238				
Britain has lost its identity	255	112	138	13	35	28	54	125	48	82	125	19	51	72	113	75	69	51	30	14	16	154	101	72	183				
Britain is less important on the world stage than it used to be	232	116	114	18	23	31	50	110	42	81	110	24	41	66	102	55	58	54	27	20	18	141	91	81	151				
Not enough opportunities for young people	229	102	121	39	44	24	35	87	83	59	87	47	58	41	83	57	43	58	27	18	27	142	88	100	130				
Too much prejudice e.g. racism, sexism	213	86	117	43	32	36	28	75	75	63	75	46	55	44	68	49	51	53	26	8	26	125	88	86	127				
Not enough people are proud to be British	202	94	107	9	16	25	47	104	25	72	104	11	35	62	94	41	54	54	31	7	12	118	84	52	150				
Our military is less powerful than it used to be	185	101	85	5	19	20	43	98	24	63	98	8	31	58	88	54	49	35	24	15	9	106	79	54	132				
No sense of community in my local area	149	76	69	17	22	15	36	99	40	50	99	22	29	43	55	46	36	36	17	7	7	92	57	40	109				
Britain is too closed off to the rest of the world	128	76	44	23	21	13	20	52	44	33	52	27	26	26	49	30	34	26	14	3	21	77	51	51	77				
Something else	21	9	10	4	1	2	3	10	5	6	10	4	3	3	10	7	5	3	1	-	5	6	14	9	12				
None of these	6	3	3	1	1	3	1	-	2	4	-	2	1	2	-	1	1	1	-	-	3	4	1	3	3				
Don't know	10	2	7	4	2	2	2	-	6	4	-	5	1	4	-	3	2	4	-	-	1	7	3	3	7				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x  
Overlap formulae used. \* small base

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13 Mar 2024

Table 4  
Q2. Which of the following reasons, if any, best explain why you would not describe Britain today as doing 'great'? Please choose all that apply  
BASE: ALL ADULTS AGED 18-75 IN GB WHO THINK BRITAIN IS NOT DOING GREAT

		INCOME					MARITAL STATUS				NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD				NUMBER OF CHILDREN IN HOUSEHOLD				ETHNICITY		GENERAL ELECTION 2015 VOTE					REFERENDUM 2016 VOTE		PERCEPTION ON BRITAIN DOING "BETTER"	
	TOTAL	UP TO £9999	£20000 - £34999	£35000 - £49999	£50000+	PREFER NOT TO ANSWER	MARRIED / CIVIL PARTNERSHIP	SINGLE	WIDOW / DIVORCED	1	2	3	4+	ANY	NONE	1	2	3	4+	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	A great deal less amount	No very much less				
UNREGISTERED DATA	818	176	236	180	172	65	475	230	84	157	100	100	196	205	613	110	79	19	7	732	80	221	224	61	97	167	231	**	818				
REGISTERED DATA	818	176	236	180	172	65	475	230	84	157	100	100	196	205	613	110	79	19	7	732	80	221	224	61	97	167	231	**	818				
Public services like hospitals and schools are getting worse	543	123	147	127	129	53	315	136	57	126	72	72	128	129	418	43	40	23	10	519	35	223	252	55	28	165	243	**	543				
Police force's standards e.g. road, public transport	676	66	66	66	66	66	676	676	676	676	676	676	676	676	676	716	56	56	55	636	66	50	723	776	796	636	796	676	-	676			
There is too much poverty and inequality in Britain	467	68	130	100	89	43	268	144	44	63	131	79	110	103	364	58	48	34	7	437	34	122	144	25	53	223	188	-	467				
Post score of infrastructure e.g. roads, public transport	449	79	131	116	82	42	263	130	56	8	137	85	89	50	384	47	38	7	-	457	29	147	199	31	45	209	164	-	449				
Wages and the overall standard of living aren't rising as much as they used to be	535	465	626	605	495	635	535	526	646	595	625	525	435	435	605	425	505	365	-	576	425	626	595	595	515	635	585	-	535				
There is too much poverty and inequality in Britain	422	95	200	99	91	37	227	140	52	94	140	73	106	96	326	48	33	13	1	383	34	87	233	30	43	209	99	-	422				
High street is run down / lack of shops	515	465	545	576	435	626	545	426	665	545	576	435	465	435	545	425	526	345	-	535	335	645	495	395	415	525	595	-	515				
Not enough affordable, quality housing	407	85	111	98	79	34	222	142	42	82	164	72	89	84	323	45	26	11	1	368	35	89	126	30	43	183	97	-	407				
Wages and the overall standard of living aren't rising as much as they used to be	505	505	515	515	476	515	465	576	515	555	445	445	435	405	545	395	365	605	626	505	305	375	595	576	495	545	395	-	505				
Wages and the overall standard of living aren't rising as much as they used to be	399	73	105	111	75	35	224	137	38	76	140	79	104	105	284	52	41	12	-	359	35	98	133	26	42	181	106	-	399				
We are more divided than we used to be	495	435	495	576	455	535	476	535	465	5										495	505	415	626	495	485	545	435	-	495				
We are more divided than we used to be	340	73	101	81	61	26	181	113	36	69	134	61	75	64	276	34	26	4	1	305	30	122	102	20	28	156	107	-	340				
We are more divided than we used to be	425	425	476	425	376	405	405	405	435	435	465	435	375	395	305	465	295	365	205	385	415	435	524	485	385	325	465	435	-	425			
Too much money in politics	302	58	88	75	56	26	179	88	35	61	112	60	70	65	237	34	20	6	-	278	21	53	75	19	41	128	96	-	302				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much political instability	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much political instability	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	375				
Too much money in politics	395	345	425	395	315	345	395	315	425	425	375	365	385	315	395	325	305	295	-	385	305	355	335	365	475	375	395	-	395				
Too much money in politics	375	345	425	395	315	345																											

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k/l - m/n - o/p/q/r - s/t - u/v/w/x - y/z - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for six testing

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Table 5  
Q3. 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.

BASE: ALL ADULTS AGED 18-75 IN GB

	GENDER		AGE						AGE			GENERATION				GOVERNMENT OFFICE REGION										WORKING STATUS		EDUCATION	
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55+	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	NON GRADUATES				
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)			
UNWEIGHTED BASE	1000	513	487	127	207	214	209	244	254	402	244	112	212	210	213	213	212	212	212	212	212	212	212	212	212	212			
WEIGHTED BASE	1080	523	554	127	205	195	196	357	332	391	357	159	323	274	324	258	279	244	155	52*	91*	730	350	385	695				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Improved public services like schools and hospitals	553	248	302	46	84	89	107	227	130	296	227	61	141	140	211	134	154	121	61	34	49	358	195	213	339				
	51%	47%	53%	a	36%	41%	46%	64%	39%	50%	64%	38%	44%	51%	65%	32%	35%	49%	29%	60%	53%	49%	56%	55%	49%	x			
Higher wages and a better standard of living	495	227	258	59	87	101	99	151	145	200	151	70	148	143	134	108	127	125	59	25	51	342	154	186	310				
	46%	43%	48%	46%	42%	52%	51%	42%	44%	51%	42%	44%	46%	52%	42%	42%	46%	51%	38%	47%	55%	47%	44%	48%	45%				
More investment in Britain's infrastructure e.g. roads, public transport	447	218	222	40	62	61	84	200	102	145	200	50	97	114	186	103	121	112	44	26	42	277	171	172	275				
	41%	42%	42%	31%	30%	31%	43%	56%	31%	37%	56%	32%	30%	42%	58%	40%	43%	46%	28%	49%	45%	38%	49%	45%	40%				
Better quality political leadership	442	214	217	45	62	66	75	195	107	140	195	57	99	106	180	105	111	104	47	31	43	270	172	176	266				
	41%	41%	41%	36%	30%	34%	38%	55%	32%	36%	55%	36%	31%	39%	58%	41%	40%	43%	31%	59%	47%	37%	49%	46%	40%	38%			
More affordable, quality housing	441	195	238	60	88	64	73	156	148	137	156	71	124	104	142	98	107	114	59	25	39	291	150	164	277				
	41%	37%	45%	47%	43%	33%	37%	44%	45%	35%	44%	45%	38%	38%	44%	38%	38%	47%	38%	47%	42%	40%	43%	43%	40%				
If there was less poverty in Britain	425	193	232	50	75	71	82	148	125	153	148	58	119	114	134	96	113	99	57	24	38	276	149	165	260				
	39%	37%	42%	39%	37%	36%	42%	45%	38%	39%	45%	37%	37%	42%	43%	37%	40%	43%	37%	45%	41%	34%	43%	43%	37%				
Better quality high streets / more good shops	368	156	207	25	61	48	72	141	86	120	141	31	97	95	145	85	103	88	37	26	29	217	131	117	251				
	34%	30%	39%	20%	30%	25%	37%	45%	26%	31%	45%	20%	30%	35%	45%	33%	37%	36%	24%	49%	31%	32%	37%	30%	36%				
More political stability	340	161	170	37	53	55	68	126	91	123	126	47	86	91	116	77	88	74	42	22	36	219	121	133	207				
	31%	31%	31%	29%	26%	28%	35%	35%	27%	31%	35%	29%	27%	33%	36%	30%	32%	30%	27%	41%	38%	30%	34%	35%	30%				
More opportunities for young people	331	146	178	48	63	45	59	116	111	104	116	57	91	77	105	93	65	87	37	21	29	221	110	130	201				
	31%	28%	33%	38%	31%	23%	30%	32%	33%	27%	32%	36%	28%	28%	33%	36%	23%	36%	24%	40%	31%	30%	32%	34%	29%				
Less immigration	329	141	185	17	45	31	74	162	62	105	162	33	62	94	149	80	99	69	40	20	19	189	139	69	260				
	30%	27%	35%	14%	22%	16%	38%	45%	19%	27%	45%	15%	19%	34%	48%	31%	36%	28%	26%	38%	21%	26%	40%	18%	37%				
Less division and more unity between people	322	154	162	32	48	56	61	124	80	117	124	41	80	85	116	69	81	82	43	19	28	206	116	126	196				
	30%	30%	30%	25%	23%	29%	31%	35%	24%	30%	35%	26%	25%	31%	36%	27%	29%	34%	28%	36%	30%	28%	33%	33%	28%				
More transparency in politics	318	167	139	38	64	44	53	118	102	98	118	46	91	72	113	69	75	77	42	25	29	206	112	121	188				
	29%	32%	26%	30%	31%	23%	27%	33%	31%	25%	33%	29%	28%	26%	34%	27%	27%	32%	27%	47%	31%	28%	32%	34%	27%				
Stronger local communities	290	114	169	33	53	45	57	101	86	102	101	45	82	72	90	81	82	67	32	15	13	193	97	106	184				
	27%	22%	32%	26%	26%	23%	29%	28%	26%	26%	28%	28%	25%	26%	28%	31%	29%	27%	21%	28%	14%	26%	28%	27%	26%				
A greater sense of British identity	276	123	152	11	37	31	65	132	48	96	132	15	61	80	120	78	71	64	36	10	17	172	103	83	192				
	26%	24%	28%	8%	18%	16%	33%	37%	14%	25%	37%	9%	19%	29%	37%	21%	25%	26%	23%	19%	18%	24%	29%	22%	28%				
Less prejudice e.g. racism, sexism	271	121	138	57	51	41	40	81	109	81	81	65	76	55	75	64	66	76	28	11	26	180	91	118	153				
	25%	23%	26%	45%	25%	21%	21%	23%	33%	21%	23%	41%	23%	20%	23%	25%	24%	31%	18%	20%	28%	25%	26%	31%	22%				
More people being proud to be British	261	127	131	13	40	24	53	130	54	77	130	19	56	66	121	71	69	57	36	11	17	160	101	78	183				
	24%	24%	23%	10%	20%	12%	27%	36%	16%	20%	36%	12%	17%	24%	37%	27%	25%	23%	23%	21%	19%	22%	29%	20%	26%				
Britain being more open to the rest of the world	184	97	83	22	39	33	30	60	61	63	60	25	63	37	59	31	44	48	32	9	19	111	54	86	98				
	17%	18%	16%	17%	19%	17%	15%	17%	18%	16%	17%	16%	20%	14%	18%	12%	16%	20%	21%	18%	21%	18%	15%	22%	14%				
A more powerful military	180	94	85	11	30	22	35	82	41	57	82	14	44	45	77	53	47	39	25	10	5	104	76	54	127				
	17%	18%	16%	9%	15%	11%	18%	23%	12%	15%	23%	9%	14%	16%	24%	21%	17%	16%	16%	20%	6%	14%	22%	14%	18%				
Britain playing a more active leadership role on the world stage	157	82	72	14	38	19	32	54	52	52	54	22	46	36	52	35	43	37	26	5	12	106	51	75	82				
	15%	16%	14%	11%	19%	10%	16%	15%	16%	13%	15%	14%	14%	13%	16%	14%	15%	15%	17%	9%	13%	14%	15%	20%	12%				
Something else	26	13	12	5	3	2	7	9	8	10	9	6	4	7	9	7	6	7	4	-	2	10	17	11	15				
	2%	3%	2%	4%	1%	1%	4%	3%	2%	2%	3%	3%	1%	3%	3%	3%	2%	3%	3%	-	2%	1%	5%	3%	2%				
None of these	17	9	7	4	2	7	2	2	6	9	2	4	6	4	2	4	7	-	3	-	3	10	7	4	13				
	2%	2%	1%	3%	1%	3%	1%	1%	2%	2%	1%	3%	2%	1%	1%	1%	2%	-	4%	1%	6%	1%	2%	1%	2%				
Don't know	76	22	52	6	25	17	16	12	31	33	12	10	35	22	9	22	17	16	14	1	6	55	21	21	55				
	7%	4%	10%	5%	12%	9%	8%	3%	9%	9%	3%	6%	11%	8%	3%	8%	6%	7%	9%	2%	6%	8%	6%	5%	8%				

Proportions/Mean: Columns Tested (5% risk level) : a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/t - u/v - w/x  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the International quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 6  
Q3. 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.

BASE: ALL ADULTS AGED 18-75 IN GB

		INCOME					MARITAL STATUS		NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				ETHNICITY		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE		PERCEPTION OF BRITAIN DOING GREAT		
		TOTAL	UP TO £10,999	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	PREFER NOT TO ANSWER	MARRIED / CIVIL PARTNERSHIP	SINGLE	WIDOW / DIVORCED	1	2	3	4+	ANY	NONE	1	2	3	4+	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	A great deal / fair amount	Not very much / not at all
UNWEIGHTED BASE	100%	220	272	252	256	61	618	355	107	200	372	210	268	335	764	104	309	11	2	912	117	295	269	80	130	441	308	213	818	
WEIGHTED BASE	100%	215	271	257	245	61*	625	347	108*	202	373	210	266	317	763	201	304*	10**	2**	906	124	319	261	69*	127	409	311	211	811	
Improved public services like schools and hospitals	55%	209	335	326	328	55	336	349	73	100	236	113	123	344	408	81	47	25	2	406	53	385	348	41	54	380	255	59	487	
Higher wages and a better standard of living	49%	95	136	127	99	38	274	167	54	99	167	101	129	143	354	74	54	13	-	440	51	125	146	93	50	217	127	57	434	
More investment in Britain's infrastructure e.g. roads, public transport	46%	44%	49%	49%	49%	41%	47%	44%	48%	50%	49%	43%	42%	49%	48%	37%	52%	43%	-	46%	41%	38%	56%	48%	41%	53%	38%	26%	53%	
Better quality political leadership	42%	92	111	101	98	41	249	141	52	92	164	85	100	103	339	55	40	7	1	401	37	341	129	35	48	213	136	37	400	
More affordable, quality housing	41%	43%	39%	39%	40%	50%	40%	42%	48%	49%	44%	44%	36%	38%	31%	46%	28%	38%	21%	62%	42%	30%	44%	49%	50%	39%	52%	41%	17%	49%
If there was less poverty in Britain	41%	88	115	117	88	34	233	153	55	89	166	80	106	114	327	63	34	17	-	386	49	309	136	33	47	193	114	56	379	
Better quality high streets / more good shops	39%	43%	43%	34%	37%	40%	36%	42%	49%	44%	44%	34%	31%	29%	44%	30%	25%	41%	-	40%	38%	53%	55%	34%	35%	48%	33%	21%	44%	
More political stability	36%	69	102	92	67	33	217	95	55	75	144	69	80	93	278	49	34	10	-	338	28	342	93	15	35	147	135	44	313	
More opportunities for young people	31%	54	82	86	75	34	196	107	28	50	116	64	102	96	235	49	31	17	-	293	35	93	101	24	34	152	84	52	276	
Less immigration	30%	84	87	87	45	36	195	92	42	64	135	66	64	81	247	48	22	12	-	306	21	283	41	18	27	68	188	59	255	
Less division and more unity between people	30%	99	131	144	18%	13%	31%	20%	39%	32%	36%	28%	24%	24%	31%	24%	21%	38%	-	32%	17%	17%	16%	14%	22%	17%	56%	27%	13%	
More transparency in politics	32%	52	76	78	79	24	218	103	37	67	127	65	79	80	230	52	32	6	-	273	40	94	94	22	32	7	83	37	218	
Stronger local communities	29%	64	74	76	52	24	157	94	39	62	102	54	71	84	206	47	27	9	-	256	28	110	74	21	20	117	91	49	236	
A greater sense of British identity	27%	58	76	59	56	26	170	75	31	48	119	48	61	67	209	35	24	7	1	258	16	252	48	6	15	90	134	45	226	
Less prejudice e.g. racism, sexism	25%	51	77	63	55	24	136	103	32	46	92	56	77	75	196	42	24	9	-	228	40	45	99	20	29	131	49	44	222	
More people being proud to be British	26%	54%	77%	23%	23%	32%	27%	22%	29%	24%	32%	20%	23%	20%	28%	18%	23%	24%	38%	27%	13%	48%	18%	8%	13%	22%	40%	20%	28%	
Britain being more open to the rest of the world	24%	28	50	45	49	12	112	54	14	23	76	37	48	60	134	31	23	6	1	160	21	40	64	17	28	105	32	28	152	
A more powerful military	18%	13%	18%	18%	20%	14%	18%	15%	17%	12%	20%	15%	18%	18%	17%	15%	22%	19%	62%	17%	17%	13%	24%	25%	23%	26%	9%	13%	19%	
Britain playing a more active leadership role on the world stage	15%	12%	15%	13%	20%	9%	15%	14%	15%	17%	13%	13%	14%	15%	14%	12%	17%	27%	-	14%	17%	14%	17%	22%	13%	17%	12%	15%	15%	
Something else	2%	9	6	7	1	4	10	12	4	9	6	5	6	7	20	4	1	1	-	21	4	10	5	4	2	12	8	1	25	
None of these	3%	4	6	4	1	3	4	10	3	3	4	2	7	5	11	5	1	-	-	12	4	1	2	-	4	5	3	4	10	
Don't know	7%	22	13	16	19	6	43	21	2	13	23	23	17	29	47	22	6	-	-	65	28	10	11	3	5	15	16	7	38	

Proportions/Means: Columns Tested (2% risk level) -  $\chi^2/\chi^2/\chi^2 - 1/\chi^2/\chi^2 - \chi^2/\chi^2 - \chi^2/\chi^2 - \chi^2/\chi^2 - \chi^2/\chi^2$   
Overlap formula used. \* small base; \*\* very small base (under 30) (unstable for sig testing)



Table 7  
Q4. And to the best of your knowledge, for which reason, if any, do you think Britain is referred to as 'Great Britain'?

BASE: ALL ADULTS AGED 18-75 IN GB

	GENDER			AGE							GENERATION					GOVERNMENT OFFICE REGION							WORKING STATUS		EDUCATION	
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-24	35-44	55+	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1000	510	490	227	207	198	208	264	334	402	344	162	325	280	213	263	282	233	155	52	95	680	291	338	552	
WEIGHTED BASE	1080	523	554	227	205	195	196	357	332	391	357	159	323	274	324	258	279	244	155	52*	93*	730	350	385	695	
11%	47%	48%	49%	12%	10%	18%	18%	13%	13%	11%	8%	13%	15%	30%	25%	32%	26%	23%	14%	55%	94%	68%	32%	36%	64%	
Because of the size and strength of the British Empire during Queen Victoria's reign	217	101	109	30	22	32	36	96	52	68	96	34	42	55	85	66	49	51	19	11	21	111	86	70	147	
	20%	19%	20%	24%	11%	17%	18%	27%	16%	17%	27%	22%	13%	20%	27%	25%	17%	21%	12%	22%	22%	18%	24%	18%	21%	
The word 'Great' was added after the Act of Union between Britain and Ireland in 1800	150	92	56	7	25	19	29	69	32	49	69	1	37	43	58	36	38	26	26	8	15	99	51	77	72	
	14%	18%	10%	6%	12%	10%	15%	19%	10%	12%	19%	7%	11%	16%	18%	14%	14%	11%	17%	15%	16%	14%	14%	20%	10%	
The island that makes up England, Scotland and Wales is bigger than islands around it e.g. the island of Ireland	145	8	58	14	33	35	25	38	47	60	38	20	52	38	35	36	42	31	21	4	12	104	41	52	93	
	13%	16%	11%	11%	16%	18%	13%	11%	14%	15%	11%	12%	16%	14%	11%	14%	15%	13%	14%	7%	13%	14%	12%	13%	13%	
The word 'Great' was added by King Edward II after success in the 100 Years War with France	104	64	38	21	29	24	9	20	50	33	20	27	44	13	20	20	30	28	17	2	6	84	20	39	65	
	10%	12%	7%	17%	14%	12%	5%	6%	15%	8%	6%	17%	14%	5%	6%	8%	11%	11%	11%	4%	7%	11%	6%	10%	9%	
Some other reason	20	15	4	1	1	1	3	14	2	4	14	2	1	3	14	5	6	1	2	2	3	8	12	12	8	
	2%	3%	1%	1%	*	*	1%	4%	1%	1%	4%	1%	*	1%	4%	2%	2%	1%	1%	4%	3%	1%	3%	3%	1%	
Don't know	445	168	270	54	95	84	94	119	149	178	119	66	147	122	110	95	114	106	69	25	36	305	141	135	310	
	42%	32%	50%	42%	48%	43%	48%	33%	45%	45%	33%	41%	45%	45%	34%	37%	41%	44%	45%	48%	39%	42%	40%	35%	45%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/t - u/v - w/x  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 8  
Q6. And to the best of your knowledge, for which reasons, if any, do you think Britain is referred to as 'Great Britain'?

BASE: ALL ADULTS AGED 18-75 IN GB

		INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				ETHNICITY		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE		PERCEPTION OF BRITAIN DOING GREAT	
		UP TO £19,999	£20,000 - £34,999	£35,000 - £49,999	£50,000+	PREFER NOT TO ANSWER	MARRIED / JOINING AS PARTNER	SINGLE	WIDOW / DIVORCED / SEPARATED	1	2	3	4+	ANY	NONE	1	2	3	4+	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	A great deal or fair amount	Not very much or not at all	
UNWEIGHTED BASE	1000	220	272	252	256	81	618	355	107	205	372	235	268	335	764	104	309	31	2	912	137	295	269	80	130	441	308	213	818	
WEIGHTED BASE	1000	215	271	257	245	81*	625	347	108*	202	373	230	266	337	763	105	304*	30**	2**	906	124	319	263	80*	122	409	315	210	815	
Reason of the size and strength of the British Empire during Queen Victoria's reign	217	53	52	57	38	17	130	65	23	40	80	40	37	60	137	20	22	8	1	181	34	75	50	13	14	80	79	44	173	
	20%	24%	19%	22%	16%	21%	21%	19%	21%	20%	21%	17%	22%	18%	21%	15%	21%	27%	38%	19%	28%	24%	19%	18%	28%	19%	24%	20%	21%	
The word 'Great' was added after the Act of Union between Britain and Ireland in 1800	150	81	30	47	34	7	93	37	20	30	52	34	33	44	105	25	13	5	1	137	11	37	44	16	16	72	43	29	118	
	14%	14%	11%	18%	14%	9%	15%	12%	18%	15%	14%	14%	12%	13%	14%	12%	13%	16%	62%	15%	9%	12%	17%	23%	13%	18%	13%	13%	15%	
The island that makes up England, Scotland and Wales is bigger than islands around it e.g. the island of Ireland	145	32	38	31	32	11	81	48	15	25	56	34	30	44	101	30	13	2	-	118	15	47	37	7	19	53	48	46	97	
	13%	15%	14%	12%	13%	14%	13%	14%	14%	12%	13%	14%	11%	13%	14%	15%	12%	5%	-	13%	12%	15%	14%	10%	16%	13%	14%	21%	12%	
The word 'Great' was added by King Edward II after success in the 100 Years War with France	104	10	31	26	30	5	62	38	3	18	21	29	36	51	52	32	13	7	-	81	23	27	25	13	15	39	33	48	55	
	10%	5%	11%	10%	12%	7%	10%	11%	3%	9%	6%	12%	13%	15%	7%	16%	12%	22%	-	9%	19%	8%	9%	19%	12%	10%	10%	22%	7%	
Some other reason	20	2	6	4	5	2	11	5	3	5	9	4	2	3	17	2	1	-	-	19	-	5	5	2	3	11	8	1	53	
Don't know	465	86	124	91	105	39	248	154	44	84	135	98	108	135	311	83	43	9	-	400	41	128	101	18	35	135	125	53	949	
	61%	40%	44%	33%	43%	48%	40%	44%	40%	42%	42%	41%	41%	40%	42%	41%	41%	28%	-	41%	33%	40%	39%	26%	29%	38%	38%	24%	41%	

Proportions/Means: Columns Totalled 100 (risk level) - u/hi/hihi - lgi/hi - m/h - n/h/h/h - v/h - u/h/w/h - y/h - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.