

MAKE BRITAIN GREAT 8th - 12th MARCH 2024 PUBLIC IPSOS

Table 1 Q1. To what extent, if at all, would you describe Britain today as doing 'great'? BASE: ALL ADULTS AGED 18-75 IN GB

		GET	NDER			AGE				AGE			GENER	ATION			G	OVERNMENT	OFFICE REGION	4		WORKIN	G STATUS	EDUC	ATION
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55+	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	
	TOTAL	(a)	(b)	(c)	(d)	(c)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(0)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)
	1080																								
	1080																								
	100%	48%	49%	12%	19%	18%	18%	33%	31%	36%	33%	15%	30%	25%	30%	24%	26%	23%	14%	5%*	9%*	68%	32%	36%	64%
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%	196	2%	2%	3%	5%	1%	3%	4%	1%	7%	1%
		b				fa			1	1		n	mn									v		×	
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%	1196	16%	19%	17%	24%	13%	9%	21%	11%	15%	18%
		b		fg	fig	fg			1	1		mn	mn				t		t			v			
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%
			a				d	de			h				1										
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%
							cd	cde		h	h			kl	kl	r	r	r			opqr		u		
Don't know	49	21	28	8	24	10	6	2	32	16	2	10	31	6	2	9	16	6	14	1	4	42	7	17	32
	5%	4%	5%	7%	11%	5%	3%	•	10%	4%	•	6%	10%	2%	•	3%	6%	2%	9%	2%	4%	6%	2%	4%	5%
				8	efg	g	g			1		n	mn						oq			v			
A great deal/fair amount	219	131	85	30	67	55	27	40	97	82	40	42	99	41	37	48	59	49	45	7	11	179	40	86	133
	20%	25%	16%	23%	33%	28%	14%	11%	29%	21%	11%	27%	31%	15%	11%	19%	21%	20%	29%	14%	12%	25%	11%	22%	19%
		ь		fg	fig	fg			-	1		mn	mn						tepo			v			
Not very much/ not at all	811	371	420	89	114	131	162	315	203	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%	83%	88%	78%	73%	78%	61%	84%	85%	70%	87%	73%	76%
			a	a l		d	cde	cde		h	hi			kl	kl	r	r	r		r	pr		u		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/q/t/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.



MARE BRITAIN GREAT Bih - 12th MARCH 2024 PUBLIC IPSOS

Table 2 Q1. To what extend, if at all, would you describe Britain today as doing 'great'? BASE: ALL ADULTS AGED 18-75 IN GB

				INCOME				MARITAL STAT			NUMBER IN			CHILDREN IN			INFR OF CHILD						SENERAL ELECT			REFERENDU		PERCEPTION	
				INCOME		1		WARITAL STAT	35		NUMBER IN	HOUSEHOLD		CHILDREN IN	NUUSENULD	NUN	IBER OF CHILD	REN IN HOUSE	ENOLD	EIM	NCI II	1	SENERAL ELECT	ION 2019 VOI		REFERENDO	M 2016 VOIE	DOING	Not very
		118.10	£20000 -	£35000 -		REFFER NOT	MARRIED		WID/ DIV/												FTHNIC	CONSERVATI		LIBERAL				A great deal/	
		£19999	£34999	£54999	£55000+	TO ANSWER	/LIVING AS	SINGLE	SEP				44	ANY	NONE				4+	WHITE	MINORITY	VE	LABOUR	DEMOCRATS	OTHER	REMAIN	LEAVE	fair amount	all
	TOTAL	(a)	(b)	(1)	(d)	(4)	(0)	(e)	(b)	m	â	(1)		(m)	(e)	(0)	(n)	(a)	(1)	(6)	(1)	(1)	(x)	[w]	(v)	(r)	(2)	(4)	(8)
UNWEIGHTED BASE	1080	220	271	252	256	81	618	355	107	205	372	235	268	336	744	194	109	31	2	232	137	295	262	80	130	441	308	213	818
	1080																												
	100%																												
A great deal	31	1	5	6	17	2	22	8	2	4	5	10	12	21	10	11	8	2		23	7	4	8	5	10	12	11	31	
	3%	· ·	2%	2%	7%	3%	4%	2%	1%	2%	1%	4%	4%	6%	1%	5%	75	8%		2%	6%	2%	3%	7%	8%	3%	3%	14%	
					abc									n							5				uv			в	
A fair amount	188	36	50	48	48	7	106	66	16	36	54	49	49	90	98	59	22	9		146	41	72	36	11	21	50	70	188	
	17%	17%	18%	19%	19%	9%	17%	19%	15%	18%	14%	21%	18%	27%	13%	29%	21%	30%		15%	33%	23%	14%	16%	17%	12%	21%	86%	
														n							5	v					Y	в	
Not very much	444	81	120	110	94	39	266	130	48	71	166	96	111	122	322	62	48	11	2	391	50	146	93	34	37	170	130		444
	41%	38%	43%	43%	38%	48%	43%	37%	44%	35%	44%	40%	42%	36%	43%	31%	46%	37%	100%	41%	40%	46%	36%	49%	31%	42%	39%	· ·	55%
															-		0					vx		×					A
Not at all	367	89	95	84	72	27	212	120	36	79	136	68	85	87	281	54	24	8		345	20	94	121	20	51	172	118		367
	34%	41%	34%	33%	29%	33%	34%	34%	33%	39%	36%	28%	32%	26%	38%	27%	23%	25%		36%	16%	29%	46%	28%	41%	42%	35%		45%
		d								k					-								uw		u				A
Don't know	49	9	11	9	14	6	18	25	6	12	12	16	10	17	32	15	2			41	7	4	3		3	6	4	· ·	
	5%	4%	4%	4%	6%	7%	3%	7%	6%	6%	3%	7%	4%	5%	4%	8%	2%			4%	5%	1%	1%		3%	1%	1%	· ·	
								f																					
A rreat deal/ fair amount	219	37	54	54	65	9	128	73	18	40	59	59	60	111	108	69	30	12		169	48	75	44	16	31	62	81	219	
	20%	17%	19%	21%	26%	11%	20%	21%	17%	20%	16%	25%	23%	33%	15%	35%	29%	38%		18%	39%	24%	17%	23%	25%	15%	24%	100%	
					24							1	1	n							s						v	8	
Not very much/ not at all	811	170	216	194	166	66	478	249	84	150	302	164	196	209	602	116	72	19	2	736	69	239	214	53	88	342	248	· ·	811
	75%	79%	77%	75%	68%	81%	77%	72%	77%	74%	81%	69%	74%	62%	81%	58%	69%	62%	100%	78%	56%	75%	82%	77%	72%	84%	74%	· ·	100%
		d	d			d					kl				-								x			2			A

Proportions/Means: Columns Tested (2% risk level) - s/b/c/d/e - l/g/h - l/g/h - m/n - o/p/q/r - v/t - u/v/w/x - γ/z - A/B Overlap formulae used. * small base; ** very small base (under 30) insligible for sig testing

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													IPSOS												13 Mar 20
Table 3 2. Which of the following reason					today as doing	'great'? Pleas	e choose all th	at apply.																	
SE: ALL ADULTS AGED 18-75 IN (SB WHO THINK			AT																					
		GEN MALE	FEMALE	18-24	25-34	AGE 35-44	45-54	55-75	18-34	AGE 35-54	55+	GEN Z	GENER	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	GRADUATES	
IWEIGHTED BASE EIGHTED BASE	TOTAL 818 811	(a) 364	(b) 484	(c) 93	(d) 118	(e) 127 131	(f) 174	(g) 306	(h) 211	(i) 301	(i) 306 315	(k) 114	0) 193 193	(m) 233 227	(n) 278	(o) 2:04	(p) 213	(q) 181	(r) 96	(s) 43	(t) 81	(u) 480	(v) 338	(w) 430	(x) 388 530
IGHTED BASE	811 100% 543	3/1 46% 240	420 52% 288	89* 11%* 47	114 14%	131 16% 76	162 20%	315 39% 240	203 25% 115	293 36% 188	315 39% 240	10/* 13%*	193 24% 110	28%	285 35% 222	25%	25%	23%	95* 12%* 61	44* 5%*	10%* 51	508 63% 324	303 37% 219	281 35% 201	530 65% 341
bic services like nospitals and tools are getting worse	543 67%	65%	288	53%	59%	58%	69%	240 76%	56%	188 64%	240 76%	59	57%	67%	78%	61%	73%	66%	64%	33 74%	65%	324 64%	72%	72%	341 64%
or political leadership	457 56%	229 62%	215 51%	47 52%	54 48%	70 53%	88 54%	198 63%	101 50%	158 54%	198 63%	60 56%	94 49%	123 54%	180 63%	110 55%	0 113 55%	100 53%	54 57%	31 71%	49 62%	273 54%	184 61%	177 63%	280 539
or state of infrastructure e.g. ads, public transport	449 55%	214	225 54%	39 44%	54 48%	63 48%	87 53%	206	93 46%	150 51%	206	50 47%	87 45%	124 54%	189	100	114 56%	116 61%	39 41%	32 74%	49 62%	280	169 56%	169	281 53%
ere is too much poverty and quality in Britain	422	190	219	47	66	63	81	cdef 165	113	144	hi 165	56	102	116	klm 148	97	r 102	or 97	48	00r 27	r 51	255	167	× 169	253
	52%	51%	52%	52%	58%	48%	50%	52%	55%	49%	52%	53%	53%	51%	52%	48%	50%	51%	50%	63%	65% op	50%	55%	60% ×	48%
gh street is run down / lack of od shops	417	171 46%	244	27	45 39%	59 45%	89	197	72	149 51%	197	36 33%	83 43%	119 52%	180	105 52%	114	100 53%	35	24 54%	40	254	163 54%	138	280
at enough affordable, quality busing	407	188	a 206	56	61	c 62	cd 69	cde 158	117	h 131	hi 158	67	98	k 99	klm 142	r 104	r 97	r 91	45	20	49	246	161	144	263
using	50%	51%	49%	63% efg	53%	48%	43%	50%	58% i	45%	50%	63% mn	51%	44%	50%	52%	48%	48%	48%	45%	62% p	48%	53%	51%	50%
ages and the overall standard of ing aren't rising as much as they ed to	399	177	212	46	68	71	82	132	114	153	132	55	110	118	116	86	102	98	46	28	40	269	130	145	254
e are more divided than we	49%	48%	51%	51%	60% g 33	55% g 42	50%	42%	56% i 68	52% i 113	42%	51%	57% n 55	52% n 98	41%	43%	50%	52%	48%	63% 0 21	51%	53% v 200	43%	51%	48%
ed to be	42%	45%	39%	39%	29%	32%	44%	51% de	33%	38%	51% bi	38%	28%	43%	51%	41%	42%	45%	41%	47%	35%	39%	46%	42%	42%
o much money in politics	302 37%	137 37%	158 38%	27 31%	44 39%	39 30%	d 54 33%	00 138 44% cef	72 35%	93 32%	ni 138 44%	34 31%	67 35%	74 33%	127 45% km	73 36%	75 37%	70 37%	28 29%	23 53%	34 43%	185 36%	118 39%	89 32%	213 40%
oo much political instability	301 37%	136 37%	156 37%	35 39%	37 33%	38 29%	59 36%	cef 131 42%	72 35%	97 33%	131 42%	40 37%	60 31%	79 35%	122 43%	78 39%	75 37%	69 37%	31 32%	19 43%	29 37%	180 35%	121 40%	100 35%	201 38%
oo much immigration	296 36%	121 33%	173 41%	12 14%	31 27%	35 27%	67 42%	e 149 47%	44 22%	103 35%	149 47%	15 14%	59 31%	87 38%	135 47%	78 39%	94 45%	60 32%	31 33%	17 38%	16 21%	168 33%	127 42%	58 21%	238 45%
ritain has lost its identity	255 31%	112 30%	138 33%	13 14%	35 31%	28 21%	cde 54 33% 08	cde 125 40%	48 24%	n 82 28%	125 40% hi	19 18%	51 27%	72 32%	113 40%	75 37%	qt 69 34%	51 27%	30 32%	14 32%	16 20%	154 30%	101 33%	72 25%	183 35%
ritain is less important on the orld 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
at enough opportunities for	29%	102	121	39	44	24%	31%	35% cde 87	83	59	35% h 87	47	58	29%	36% kl 83	57	43	58	29%	46% opqt 18	25%	142	30%	100	28%
ung people	28%	27%	29%	44%	38%	19%	22%	28%	41%	20%	28%	44%	30%	18%	29%	28%	21%	31%	28%	41%	35%	28%	29%	35%	24%
oo much prejudice e.g. racism, xiism	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
it enough people are proud to	26%	23%	28%	48% defg 9	28% f 16	27% f 25	17%	24%	37% ij 25	22%	24%	43% Imn 11	28% m 35	20%	24%	24%	25%	28%	27%	18%	33%	25%	29%	31% x 52	24%
a British	202	25%	25%	11%	10	19%	29%	33%	12%	25%	33%	10%	18%	27%	33%	43 21%	27%	29%	33%	15%	12	23%	28%	18%	28%
ur military is less powerful than used to be	185	101	85	5	19	20	cd 43	cde 98	24	h 63	hi 98	8	31	ki 58	kl 88	54	49	t 35	ost 24	15	9	106	79	54	w 132
	23%	27% b	20%	6%	17% c	15%	27% ce	31% cde	12%	21% h	31% hi	8%	16%	26% ki	31% kl	27% t	24% t	18%	26% t	34% qt	11%	21%	26%	19%	25%
o sense of community in my cal area	149 18%	76 21%	69 16%	17 19%	22 19%	15 11%	36 22%	59 19%	40	50	59 19%	22 21%	29 15%	43 19%	55	46 23%	36 18%	36	17	7	7	92 18%	57	40	109
itain is too closed off to the rest	128	76	44	23	21	13	e 20	52	44	33	52	21%	26	26	49	23% t 30	34	26	16%	3	21	77	51	51	21% W 77
the world	16%	21% b	10%	26% ef	18%	10%	12%	16%	22% i	11%	16%	25% Im	14%	12%	17%	15%	17%	14%	14%	7%	27% oqs	15%	17%	18%	14%
omething else	21 3%	9 3%	10 2%	4 5%	1 1%	2 2%	3 2%	10 3%	5 2%	6 2%	10 3%	4 4%	3 2%	3 1%	10 4%	7 3%	5 3%	3 2%	1 1%		5 6%	6 1%	14 5% u	9 3%	12 2%
one of these	6 1%	3 1%	3 1%	1 1% g	1 1%	3 2% g	1 *		2 1%	4 1%		2 2% n	1 1%	2 1%	:	1 1%	1	1		1	3 4% p	4 1%	1 *	3 1%	3 1%
on't know	10 1%	2 1%	7 2%	4	2 2%	2	2 1%		6 3%	4 1%	:	5 5%	1 1%	4 2%	:	3 2%	2 1%	4 2%	:		1 1%	7 1%	3 1%	3 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/t/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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Table 6 Q. Which of the bihaning reasons, if any, best explain why you would not describe bihain tadays a duing 'your?' Heave shows all that apply. Mare, ALL ADATA ADD 15-75 W GB WHOT THERE BETAIN 15-007 SOING GMEAT INFORM

				INCOME			,	MARITAL STATL	ıs		NUMBER IN	HOUSEHOLD		CHILDREN IP	HOUSEHOLD	NUI	MBER OF CHILD	REN IN HOUSE	HOLD	ЕТН	VICITY		GENERAL ELECT	ION 2019 VOTE		REFERENDU	M 2016 VOTE	PERCEPTION O	GREAT'
		UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	ANY	NONE	1	2	3	44	WHITE	ETHNIC MINORITY	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	A great deal/ r fair amount	Not very much/ not a all
UNWEIGHTED BASE WEIGHTED BASE	101AL 818 811	176 170	216 216 27%	189 194	172 166	65 65 85*	475 478	250 240	(h) 84 84*	157 150 18%	305 302 37%	160 164	196 196	205 209	613 602 74%	110 116* 14%*	74 72*	19 19 19**	(r) 2 2**	732 736 01%	80 62*	221 239	224 214	61 53*	97 88* 11%*	367 342	(2) 231 248 81%	(A)	(6) 818 811
ublic services like hospitals and chools are getting worse	543	112	142	127	109	53	319	156	67	106	221	97	119	114	428	63	40	10	1	503	35	171	152	42	55	253	165		543
toor political leadership	67%	66%	66% 130	66% 106	66% 89	80% abcd 43	67%	63%	80% fg 48	71% k 94	73% kl 173	59%	61%	55%	71% m 354	54%	56%	55%	62%	68% t 417	50%	71%	71%	25	63% 52	213	67%		67% 457
oor state of infrastructure e.g.	56% 442	52%	60%	55%	54% 82	66%	263	58%	57%	63% k 89	58%	48%	56%	49%	59% m 360	42%	62% 0 36	46%	100%	57%	49%	51%	67% uw 125	47%	59% 45	62% 209	55%	•	56%
aads, public transport	55%	46%	61%	60%	49%	63%	55%	52%	66%	59%	62%	51%	45%	43%	60%	41%	50%	36%		57%	42%	62%	59%	59%	51%	61%	58%		55%
here is too much poverty and equality in Britain	422	95	100	99	91	37	227	143	я 52	94	149	73	106	96	326	48	33	13	1	383	34	87	153	30	43	209	99		422
ish street is run down / lack of	52% 417	56%	46%	51%	55%	56%	47%	57% f 104	62% f 55	63% ik 81	49%	44%	54%	46%	54%	42%	46%	70%	62%	52%	49%	36%	71% uwx 105	56% u 21	49%	61% 2 176	40%		52%
agnistreet is run down / rack or ood shoos	51%	45%	54%	57%	43%	62%	54%	42%	66%	54%	57%	45%	46%	45%	54%	42%	52%	34%		53%	33%	64%	49%	39%	41%	52%	59%		51%
tot enough affordable, quality tousing	407	85	d 111	ad 98	79	ad 34	222	142	42	82	ki 164	72	89	84	323	45	26	11	1	368	35	89	126	30	43	183	97		407
Wages and the overall standard of	50% 322	50%	51% 105	51%	47%	51% 35	46%	57% f 137	51%	55%	54%	44%	45%	40%	54% m 214	39% 52	36%	60%	62%	50% 359	50% 35	37%	59% u 133	57% u 26	42%	54% 2 185	39%		50%
iving aren't rising as much as they ased to		43%	49%	57%	45%	53%	47%	55%	38 46%	76		48%	53%		40%	45%	41	63%			30 50%		62%	49%	42	54%	43%		49%
We are more divided than we used	49%	43%	101	57% ad 81	45%	26	47%	113	46%	51%	46%	48%	75	50%	49%	45%	26	4	1	49%	30	41%	62% UK 102	49%	43%	54% 2 156	43%		340
o be	42%	42%	47%	42%	37%	40%	40%	45%	43%	46%	45%	37%	39%	30%	46%	29%	36%	20%	38%	41%	43%	51%	48%	38%	32%	46%	43%		42%
too much money in politics	302 37%	58 34%	88 41%	75 39%	56 34%	26 39%	179 37%	88 35%	35 42%	61 41%	112 37%	60 36%	70 36%	65 31%	237 39%	34 29%	26 36%	6 29%	1	278 38%	21 30%	84 35%	75 35%	19 36%	41 47%	128 37%	96 39%	:	302 37%
oo much political instability	301 37% 296	61 36% 67	82 38% 92	70 36% 73	60 36% 38	28 42% 26	171 36% 191	92 37% 75	37 45% 30	54 36% 49	126 42% 126	53 32% 55	68 35% 66	69 33% 76	232 38% 220	41 35% 41	22 31% 24	6 31% 10	1	272 37% 280	26 37% 16	103 43% 154	79 37% 44	19 35% 11	32 36% 23	130 38% 74	102 41% 156		301 37% 296
tritain has lost its identity	36% 255	40% d 61	42% d 65	38% d 62	23%	39% d 26	40% #	30%	36%	33%	42%	34%	34%	36%	37%	35%	34%	54%	38%	38% t 233	22%	64% vwx 130	20%	21%	26%	22%	63% v 129	•	36%
	31%	36% d	30%	32%	24%	39% d	33%	26%	38%	35%	34% 1	31%	24%	27%	33%	32%	23%	22%		32%	30%	54% wxx	19%	20%	23%	21%	52% V		31%
tritain is less important on the world stage than it used to be	232	38 22%	75 35%	56 29%	44 26%	20	144 30%	61 24%	27	44 29%	97 32%	41 25%	50 26%	59 28%	173 29%	35	20 28%	4 22%	1	207	23 34%	70 29%	67 31%	17 32%	31 35%	116 34%	68 27%		232 29%
tot enough opportunities for oung people	229	42	63	62	39	23	129	78	23	39	84	45	62	50	180	21	19	10	1	211	17	48	74	19	31	117	44		229
	28%	25%	29%	32%	23%	35%	27%	31%	27%	26%	28%	27%	31%	24%	30%	18%	26%	52%	38%	29%	25%	20%	34% u	36% u	35% u	34% 2	18%		28%
foo much prejudice e.g. racism, iexism	213 26%	45	58 27%	52 27%	33 20%	25 38%	107	84 34%	22	42 28%	74 24%	38	60 31%	47 22%	166 28%	25 21%	14	8 42%		184	26 38%	32	82 38%	15 28%	21	106	31 13%		213 26%
tot enough people are proud to	202	46	54	49	33	d 19	121	f 56	25	38	84	35	44	45	157	25	15	5	1	187	s 13	112	ux 32	3	13	2 61	97		202
	25%	27%	25%	25%	20%	29%	25%	22%	29%	25%	28%	21%	22%	21%	26%	21%	21%	25%	38%	25%	19%	47% wwx	15%	5%	15%	18%	39% V		25%
Dur military is less powerful than it used to be	185 23%	40 23%	46 22%	46 24%	37	16 25%	115 24%	52 21%	18 21%	38	86 28%	29 17%	33	39 195	147 24%	21	14 20%	4 20%		168 23%	17 25%	96 40%	29 14%	13 24%	14 16%	70	84 34%		185 23%
to sense of community in my	149	30	46	42	21	12	87	45	17	28	ki 56	25	41	43	106	24	15	5		134	12 12	vwx 54	36	4	18	51	55		149
ocal area	18%	17%	21% d	21% d	12%	18%	18%	18%	21%	18%	19%	15%	21%	21%	18%	21%	20%	24%		18%	18%	23% W	17%	7%	20% W	15%	22% V		18%
ritain is too closed off to the rest f the world	128	24	31 14%	30 16%	32	11	68 14%	47	14	19	51	26	32	26 125	103	15	8	2	1 62%	119	8	11	47	10	21	77	9 4%		128 16%
omethine else	21	7	6	2	2	3	2	7	5	6	7	4	3	5	15	4	1			18	2	5	6	u 3 5%	2	12	4		21
ione of these	3% 6 1%	4% 3 2%	3% 1 1%	1% 1 1%	1%	5%	2% 1 •	3% 4 2%	6%	4% 1 1%	2% 1	2% 1	2% 3 1%	3% 3 1%	3% 3	4% 2 1%	2% 1 2%			2% 5 1%	3% 1 1%	2% 1 •	3%	3%	2% 1 2%	3%	2%	:	3% 6 1%
Don't know	10 1%	2	2	1	2	2	7	f 3 1%	1	1	3 1%	2	4 25	3 2%	7 1%	3				9 1%	1 2%	2	:		2	1	2	:	10 1%

Proportions/Means: Column: Tested (5% risk level) - a/b/c/c/e - 1/g/h - 1/g/h - m/n - o/p/q/r - s/t - u/v/w/x - y/z - A/B Overlap formulae used. * small bass; ** very small bass (under 30) ineligible for sig testing

is carried out in accordance with the req ents of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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MAKE BRITAIN GREAT 8th - 12th MARCH 2024 PUBLIC IPSOS

Table 5 QL 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: ALLADUITS ACID 13.75 IN GB

BASE: ALL ADULTS AGED 18-75 IN 0	58																								
		GEN	DER			AGE	1			AGE			GENER	ATION	BABY		G	OVERNMENT	OFFICE REGION			WORKING	S STATUS NOT	EDUC	NON
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	18-34 (b)	35-54	55+	GEN Z	MILLENIALS	GEN X (m)	BOOMER (0)	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	WORKING	GRADUATES	
UNWEIGHTED BASE WEIGHTED BASE	1080 1080	510 523	547 534	127 127 12%	207 205 19%	194 195 18%	208 196 18%	344 357 33%	334 332 31%	402 391 36%	344 357 33%	162	325 323	280	313 324	263 258	282 279 26%	233 244	155 155 14%	52 52* 5%*	95 93*	689 730	391 350 32%	578 385	502 695 64%
Improved public services like schools and hospitals	553	248	292	46	84	89	107	227	130	196	227	61	141	140	211	134	154	23% 121	61	34	49	358	195	213	339
	51%	47%	55% a	36%	41%	46%	54% cd	64% cdef	39%	50% h	64% hi	38%	44%	51% k	65% klm	52% r	55% r	49%	39%	65% r	53%	49%	56%	55% x	49%
Higher wages and a better standard of living	495 46%	227 43%	258	59 46%	87 42%	101 52%	99 51%	151 42%	145 44%	200 51%	151 42%	70 44%	148 46%	143 52%	134 42%	108 42%	127 46%	125 51%	59 38%	25 47%	51	342 47%	154 44%	186 48%	310
More investment in Britain's infrastructure e.g. roads, public	447	218	222	40	62	61	84	200	102	i 145	200	50	97	n 114	186	103	121	r 112	44	26	or 42	277	171	172	275
transport	41%	42%	42%	31%	30%	31%	43% de	56% cdef	31%	37%	56% hi	32%	30%	42%	58% klm	40%	43%	46%	28%	49% r	45% r	38%	49% U	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% cdef	32%	36%	55% hi	36%	31%	39%	56% klm	41%	40%	43% r	31%	59% opgr	47% r	37%	49% u	46% ×	38%
More affordable, quality housing	441	195	238	60 47%	88 43%	64 33%	73	156 44%	148	137	156	71	124 38%	104 38%	142 44%	98 38%	107	114	59	25	39 42%	291 40%	150	164 43%	277 40%
If there was less poverty in Britain	41%	193	43% 222	e 50	4376	71	82	e 148	45% i 125	153	i 148	43%	119	114	134	96	113	99	57	24	38	276	43%	165	260
	39%	37%	42%	39%	37%	36%	42%	41%	38%	39%	41%	37%	37%	42%	41%	37%	40%	41%	37%	45%	41%	38%	43%	43%	37%
Better quality high streets / more good shops	368	156 30%	207	25	61 30%	48	72	161 45%	86 26%	120	161 45%	31	97 30%	95 35%	145 45%	85	103	88 36%	37	26 49%	29	237	131	117 30%	251
More political stability	34%	161	a 170	37	53	55	57% Ce 68	45% cde 126	91	123	+374 hi 126	47	85	33% k 91	+3% klm 116	33%	5/% r 88	r 74	42	43% ort 22	31%	219	121	133	207
	31%	31%	32%	29%	26%	28%	35%	35% d	27%	31%	35% h	29%	27%	33%	36% I	30%	32%	30%	27%	41%	38%	30%	34%	35%	30%
More opportunities for young people	331	146 28%	178	48	63 31%	45 23%	59 30%	116 32%	33%	104 27%	116 32%	57	91 28%	77 28%	105 33%	93 36%	65 23%	87 36%	37 24%	21	29 31%	30%	110	130 34%	201 29%
Less immigration	329	141	185	e 17	45	31	74	e 162	62	105	162	23	62	94	149	pr 80	99	pr 69	40	pr 20	19	189	139	69	260
Less division and more unity	30%	27%	35% a 162	14% 32	22%	16% 56	38% cde	45% cde	19% 80	27% h	45% hi 124	15%	19% 80	34% M	46% klm	31% 69	36% t 81	28%	26%	38% t 19	21%	26%	40% U	18%	37% w
between people	322 30%	30%	30%	25%	40	29%	61 31%	124 35%	24%	117 30%	35%	26%	25%	85 31%	116 36%	27%	29%	34%	28%	36%	30%	28%	116 33%	33%	196 28%
More transparency in politics	318 29%	167 32%	139 26%	38 30%	64 31%	44 23%	53 27%	d 118 33% e	102 31%	98 25%	n 118 33%	46 29%	91 28%	72 26%	110 34%	69 27%	75 27%	77 32%	42 27%	25 47% opr	29 31%	206 28%	112 32%	131 34%	188 27%
Stronger local communities	290 27%	114 22%	169 32%	33 26%	53 26%	45 23%	57 29%	101 28%	86 26%	102 26%	101 28%	45 28%	82 25%	72 26%	90 28%	81 31%	82 29%	67 27%	32 21%	15 28%	13 14%	193 26%	97 28%	106 27%	184 26%
A greater sense of British identity	276	123	152	11	37	31	65	132	48	96	132	15	61	80	120	79	71	64	36	10	17	172	103	83	192
	26%	24%	28%	8%	18% c	16%	33% cde	37% cde	14%	25% h	37% hi	9%	19% k	29% ki	37% kl	31% t	25%	26%	23%	19%	18%	24%	29%	22%	28% w
Less prejudice e.g. racism, sexism	271	121	138	57	51	41 21%	40	81 23%	109	81 21%	81	65 41%	76 23%	55 20%	75 23%	64 25%	66 24%	76	28	11 20%	26 28%	180	91 26%	118 31%	153 22%
More people being proud to be	261	127	131	defg 13	40	24	53	130	ij 54	77	130	Imn 19	56	66	121	71	69	r 57	36	10.4	17	160	101	x 78	183
British	24%	24%	25%	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	c 39	33	ce 30	cdef 60	61	63	hi 60	25	63	k 37	klm 59	31	44	48	32	9	19	131	u 54	86	98
A more powerful military	17%	18%	16%	17%	19%	17%	15%	17%	18%	16%	17%	16%	20%	45	18%	12%	47	20% o 39	21% 0 25	18%	21%	18%	15%	22% × 54	14%
	17%	18%	16%	9%	15%	11%	18% c	23% cde	12%	15%	23% hi	9%	14%	16% k	24% klm	21% t	17% t	16% t	16% t	20% t	6%	14%	22% u	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
Something else	15%	16%	14%	11%	19% e	10%	16%	15%	16%	13%	15%	14%	14%	13%	16%	14%	15%	15%	17%	9%	13%	14%	15%	20% × 11	12%
	2%	3%	12 2%	5 4%	3 1%	2 1%	7 4%	3%	8 2%	2%	3%	6 3%	1%	7 3%	9 3%	7 3%	6 2%	7 3%	3%		2 2%	1%	5% u	11 3%	2%
None of these	17 2%	9 2%	7 1%	4 3% 8	2 1%	7 3% R	2 1%	2 *	6 2%	9 2%	2 *	4 3%	6 2%	4 1%	2 1%	4 1%	7 2% q		3 2% q	1	3 4% q	10 1%	7 2%	4 1%	13 2%
Don't know	76 7%	22 4%	52 10% a	6 5%	25 12% 98	17 9% g	16 8% g	12 3%	31 9%	33 9%	12 3%	10 6%	35 11% n	22 8% n	9 3%	22 8%	17 6%	16 7%	14 9%	1 2%	6 6%	55 8%	21 6%	21 5%	55 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/t/g - h/i/j - k/i/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, ISD 20252 and with the ipros Terms and Conditions.



MARE BRITAIN GREAT 8th - 12th MARCH 2024 PUBLIC IPSOS

															PUBLIC IPSOS														13 Mar 2024
Table 6 Q3. Which of the following, if any, d	o you think w	ould make the	most differen	ice to Britain be	coming 'grea	t' in the future?	Please select al	I that apply.																					13 Mar 2024
BASE: ALL ADULTS AGED 18-75 IN G																													
				INCOME				ARITAL STAT				HOUSEHOLD		CHILDREN IN				REN IN HOUSE			NICITY			TION 2019 VOTE		REFERENDUS		PERCEPTION O	
[UP TO	£20000 -	£35000 -		PREFER NOT	MARRIED		WID/ DIV/												ETHNIC	CONSERVATI		LIBERAL				A great deal/	Not very much/ not at
INWEIGHTED BASE	TOTAL	£19999 (a)	£34999 (b)	£54999 (c)	£55000+ (d)	TO ANSWER	/LIVING AS	SINGLE (g)	SEP (h)	1 (1) (205	2 (0) 372	3 (k) 235	4+ 0) 265	ANY (m)	NONE (n)	1 (0) 104	2 (p)	3 (p)	4+ (r)	6)	MINORITY (t)	VE (u) 205	LABOUR (v)	DEMOCRATS (w)	OTHER (x)	REMAIN (y)	LEAVE (2)	fair amount (A)	all (8)
WEIGHTED BASE	1080 1080 100%	215 20%	281 26%	257 24%	245 23%	81* 8%*	625 58%	347 32%	108*	202	373	239	266 25%	337 31%	743	201	104*	31**	2**	946 88%	124 11%	319 30%	261 24%	62* 6%*	122 11%	409	333 31%	219 20%	811 75%
Improved public services like schools and hospitals	553 51%	109	135	126	128	55	334	149	71	100	216	113	123	144	408	81	47	15	2	496	53	185	148	41	54	249 61%	165 50%	59 27%	487
Higher wages and a better	51%	51%	48%	49%	52%	67% abcd 38	53% R 274	43%	66% fg 54	99	58% kl	47%	40%	43%	55% m 354	40%	45%	45%	100%	52% t	42%	58% x 125	57% x 146	33	44%	217	127	27%	60% A 434
standard of living	46%	44%	49%	49%	41%	47%	44%	48%	50%	49%	45%	42%	49%	42%	48%	37%	52%	43%		46%	41%	39%	56%	48%	41%	53%	38%	26%	53%
More investment in Britain's infrastructure e.g. roads, public	447	96	112	115	90	35	257	130	60	90	186	88	84	88	359	54	0 26	8		405	38	146	ux 127	27	47	2 213	141	43	A 398
transport	41%	44%	40%	45%	37%	43%	41%	38%	56% fa	45%	50% kl	37%	31%	26%	48%	27%	25%	28%		43%	30%	46%	49%	40%	39%	52%	42%	19%	49% A
Better quality political leadership	442	92	111	101	98	41	249	141	52	92	164	85	100	103	339	55	40	7	1	401	37	141	129	35	48	213	136	37	400
More affordable, quality housing	41%	43% 88	39% 115	39%	40%	50%	40%	41%	48%	45% 89	44%	36%	38%	31%	46% m 327	28%	39%	21%	62%	42% t 386	30%	44%	49%	50% 33	32%	52% 2 193	41%	17%	49% A 379
more and data, gamey redsing	41%	41%	41%	46%	36%	42%	37%	44%	51%	44%	45%	34%	40%	34%	44%	32%	33%	55%		41%	40%	34%	52%	47%	39%	47%	34%	25%	47%
If there was less poverty in Britain	425	92	122	d 88	91	32	225	147	f 53	k 90	k 163	80	92	99	m 327	60	26	12		375	47	104	ux 143	23	43	2 196	110	46	A 375
	39%	43%	43%	34%	37%	40%	36%	42%	49% f	44% ki	44%	34%	35%	29%	44%	30%	25%	41%		40%	38%	33%	55%	34%	35%	48%	33%	21%	46% A
Better quality high streets / more good shops	368	69	105	92	67	35	217	95	56	75	144	69	80	93	274	49	34	10		338	28	142	93	15	35	147	135	44	319
More political stability	34%	32%	37% d	36%	27%	43% d 28	35% R 187	27%	51% fg	37%	39% kl 119	29%	30%	28%	37% m 256	25%	33%	33%		36% t	22%	44% wx 109	36% w	21%	29%	36%	41%	20%	39% A 288
	31%	32%	32%	29%	31%	34%	30%	32%	38%	35%	32%	29%	30%	25%	34% m	25%	24%	28%	38%	32%	29%	34%	37%	34%	29%	36%	32%	49 22%	35% A
More opportunities for young people	331 31%	54 25%	82 29%	86 33%	75	34 42%	196 31%	107	28 26%	50 25%	116 31%	64 27%	102	95 29%	235	49 24%	31	17 54%	-	293 31%	35	93 29%	101 39%	24 35%	34 27%	152	84 25%	52 24%	276
Less immigration	329	84	87	87	45	ab 26	195	92	42	64	135	66	ik 64	81	247	48	22	12		306	21	183	41	10	27	2 68	186	59	A 265
Less division and more unity	30%	39% d 70	31% d 85	34% d 76	18%	33% d 25	31% 178	26%	39% # 43	32%	36% kl 128	28%	24%	24%	33% m 246	24%	21%	38%		32% t 288	17%	57% wwx 107	16%	14% 24	22%	17%	56% V 96	27%	33% 285
between people	30%	32%	30%	30%	27%	31%	28%	29%	40%	35%	34%	24%	25%	22%	33%	43	23%	8 26%		30%	22%	34%	39%	35%	22%	38%	29%	15%	35%
More transparency in politics	318 29%	62 29%	76 27%	78 30%	79 32%	24 29%	178 29%	103 30%	fa 37 34%	kl 67 33%	107 29%	65 27%	79 30%	80 2.4%	239 32%	52 26%	22 21%	6 19%		273 29%	40 32%	x 94 29%	94 36%	22 32%	32 26%	2 145 35%	83 25%	37 17%	A 278 34%
Stronger local communities	290 27%	64 30%	74 26%	76 30%	52 21%	24 30%	157 25%	94 27%	39 36%	62 31%	102 27%	54 23%	71 27%	84 25%	m 206 28%	47 23%	27 26%	9 29%	1	256 27%	28 22%	110 34%	74 28%	21 30%	20 16%	2 117 29%	91 27%	49 22%	A 236 29%
A greater sense of British identity	276	58	76	59	56	26	170	75	f 31	48	119	48	61	67	209	35	24	7	1	258	16	x 152	x 48	x 6	15	90	134	45	226
	26%	27%	27%	23%	23%	32%	27%	22%	29%	24%	32% kl	20%	23%	20%	28% m	18%	23%	24%	38%	27% t	13%	48% vwx	18% w	8%	13%	22%	40% Y	20%	28% A
Less prejudice e.g. racism, sexism	271	52	275	63 24%	55 23%	24	136	103	32	46	92 25%	56 23%	295	75 225	196 26%	42	24	9 28%	-	228	40	45	99 38%	20	29 24%	131 32%	49	44	222
More people being groud to be	25%	51	75	67	50	17	159	10% f	34	49	112	43	56	65	195	38	19	8		245	19	14%	30% UX 45	2075	24%	2	13%	47	206
British	24%	24%	27%	26%	21%	22%	25%	20%	31%	24%	30%	18%	21%	19%	26%	19%	18%	27%		25%	15%	43%	17%	12%	20%	21%	38%	21%	25%
Britain being more open to the rest of the world	184	28	50	45	49	12	112	54	# 18	23	ki 76	37	48	60	124	31	23	6	1	160	21	40	64	17	28	105	32	28	152
	17%	13%	18%	18%	20%	14%	18%	15%	17%	12%	20% i	15%	18%	18%	17%	15%	22%	19%	62%	17%	17%	13%	24% u	25% u	23%	26% 2	9%	13%	19%
A more powerful military	180 17%	40 19%	48 17%	37 14%	42 17%	13 16%	110 18%	50 14%	20 18%	37 18%	21%	34 14%	32 12%	43 13%	137 18%	27 13%	11 10%	6 20%		160 17%	19 15%	93 29%	32 12%	10 14%	15 12%	62 15%	89 27%	34 16%	146 18%
Britain playing a more active leadership role on the world stage	157	26	42	34	48	8	94	47	16	33	56	30	38	50	107	25	17	8	-	136	21	45	45	15	16	71	41	33	123
	15%	12%	15%	13%	20% ae	9%	15%	14%	15%	17%	15%	13%	14%	15%	14%	12%	17%	27%	-	14%	17%	14%	17%	22%	13%	17%	12%	15%	15%
Something else	26 2%	9 4% d	6 2%	7 3%	1.	4 5% d	10 2%	12 3%	4 4%	9 4%	6 2%	5 2%	6 2%	7 2%	20 3%	4 2%	1 1%	1 4%		21 2%	4 3%	10 3%	5 2%	4 6%	2 1%	12 3%	8 2%	1 1%	25 3%
None of these	17 2%	4 2%	6 2%	4 1%	1.	3 4%	4 1%	10 3%	3 3%	3 2%	4 1%	2 1%	7 3%	5 2%	11 2%	5 2%	1 1%		-	12 1%	4 4%	1.	2 1%		4 3%	5 1%	3 1%	4 2%	10 1%
Don't know	76 7%	22 10%	13 5%	16 6%	19 8%	6 8%	43 7%	31 9%	2 2%	13 6%	23 6%	23 10%	17 6%	29 8%	47 6%	22 11%	6 6%	:	-	65 7%	10 8%	10 3%	11 4%	3 4%	5 4%	15 4%	16 5%	7 3%	38 5%
		b						h																					

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Proportion/Means: Columns Yested (5% risk level) - a/b/c/d/e - f/g/h - (/j/h) - m/n - o/p/q/r - y/t - u/v/w/x - y/z - A/B Overlap formulae used. * small bass; ** very small bass (under 30) ineligible for sig testing



MAKE BRITAIN GREAT 8th - 12th MARCH 2024 PUBLIC IPSOS

													IPSOS												13 Mar 202
Table 7 Q4. And to the best of your knowle	dge, for which	n reason, if any	, do you think	Britain is refe	rred to as 'Grea	It Britain'?																			13 1101 101
ASE: ALL ADULTS AGED 18-75 IN G	iB																								
		GEN	IDER			AGE				AGE			GENER	ATION			G	OVERNMENT	OFFICE REGION	•		WORKING	G STATUS	EDUC	ATION
[BABY		Ī						NOT		NON
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55+	GEN Z	MILLENIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	WORKING	GRADUATES	
	TOTAL	(a)	(b)	(c)	(d)	(c)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)
	1080																								
ecause of the size and strength	217	48%	49%	12%	19%	18%	18%	33%	31%	35%	33%	15%	30%	25%	30%	24%	26%	23%	14%	5%*	9%* 21	68% 131	32%	36%	64% 147
secause of the size and strength of the British Empire during Queen Victoria's reign	21/	101	109	30	11	32	36	96	52	68	96	34	42	55	86	66	48	51	19	11	л	131	86	70	14/
	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%
				d			d	def			hi	1		1	1	pr		r					u		
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	11	37	43	58	36	38	26	26	8	15	99	51	77	72
	14%	18% b	10%	6%	12%	10%	15% c	19%	10%	12%	19% hi	7%	11%	16% k	18% kl	14%	14%	11%	17%	15%	16%	14%	14%	20% X	10%
The island that makes up England, Scotland and Wales is bigger than slands around it e.g. the island of reland	145	83	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%
he word 'Great' was added by ing Edward III after success in the D0 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%
		b		18	fg	fg			1			mn	mn									v			
iome 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% de	1%	1%	4%	1%	•	1%	4%	2%	2%	1%	1%	4%	3%	1%	3%	3%	1%
ion'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
	41%	32%	50%	42%	46%	43%	48%	33%	45%	45%	33%	41%	45%	45%	34%	37%	41%	44%	45%	48%	39%	42%	40%	35%	45%
			2		8	g	g			1			0	0											w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/t/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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MAKE BRITAIN GREAT Bib - 22th MARCH 2024 PUBLC IPSOS

Table 8 QL And to the base of your knowledge, for which reasos, if any, do you think Britain is referred to an 'Great Britain'? BMSI: ALL ADQLTS AGED 38-75 IN GB

								ADDITAL STAT			NUMBER IN				HOUSTHOLD			IRFN IN HOUSE			NICITY			DON 2019 VOT		REFERENCIA		PERCEPTION	
				INCOME			,	AARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IP	HOUSEHOLD	NUN	IBER OF CHILD	IREN IN HOUSE	HOLD	ETH	NICITY		GENERAL ELECT	TION 2019 VOT	ε	REFERENDUS	M 2016 VOTE	DOING	
		UP TO £19999	£20000 -	£35000 -	£55000+	PREFER NOT TO ANSWER	MARRED	SINGLE	WID/ DIV/ SEP				4	ANY	NONE				4	WHITE	ETHNIC MINORITY	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	A great deal/ fair amount	Not very much/ not at all
	TOTAL	(a)	(h)	(1)	(d)	(4)	(0)	(e)	(b)		â			(m)	(a)	(0)	(n)	(m)	(1)	(4)	(1)	(1)	(v)	(w)	(v)	(4)	(2)	(A)	(8)
UNWEIGHTED BASE	1080	220	271	252	256	81	618	355	107	205	372	235	268	336	744	194	102	31	2	232	137	295	262	80	130	441	308	213	818
WEIGHTED BASE																													811
																													75%
Because of the size and strength of	217	53	52	57	38	17	130	65	23	40	80	40	57	60	157	29	22	8	1	181	34	75	50	13	34	80	79	44	173
the British Empire during Queen																													
Victoria's reien																													
	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%
		d																			s								
The word 'Great' was added after the Act of Union between Britain and Ireland in 1800	150	31	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% b	14%	9%	15%	11%	18%	15%	14%	14%	12%	13%	14%	12%	13%	16%	62%	15%	9%	12%	17%	23% u	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 treland	145	32	38	31	32	11	81	48	15	25	56	34	30	44	101	30	13	2		128	15	47	37	7	19	53	48	46	97
	13%	15%	14%	12%	13%	14%	13%	14%	14%	12%	15%	14%	11%	13%	14%	15%	12%	5%		13%	12%	15%	14%	10%	16%	13%	14%	21% B	12%
The word 'Great' was added by King Edward III 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%
							h	h				i	1								5			wv				в	
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	6	1	19
	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	1%	1%			2%		1%	2%	3%	3%	3%	2%	•	2%
Don't know	445	86	124	91	105	39	248	154	44	84	155	98	108	135	311	83	43	9		400	41	128	101	18	35	155	125	53	349
	41%	40%	44%	35%	43%	48%	40%	44%	40%	42%	42%	41%	41%	40%	42%	41%	41%	28%		42%	33%	40%	39%	26%	29%	38%	38%	24%	43%

Propontion/Means: Column: Tested (55: risk lave) - #*bic/d/s - l/g/s - l/g/s - l/g/s - - a/g/g/r - s/t - u/v/w/s - y/z - A/B* Overlap formulae used. * small base; ** very small base (under 30) inslighte for sig testing

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