

British Social Attitudes 31: Proud to be British

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The NatCen Social Research British Social Attitudes survey has been conducted annually since 1983. Since then around 90,000 people have taken part in the survey. The 2013 survey consisted of 3,244 interviews with a representative, random sample of adults in Britain, carried out between June and October 2013. 904 people were asked in a self-completion survey whether they are proud to be British.

Proud to be British

People are less likely to say they are “very proud” to be British than when we last asked the public 10 years ago. Less than a third of the public now say they are “very proud” with close to half now only saying they are “somewhat proud”.

How proud are you of being British?

	2003	2013
Very Proud	43	35
Somewhat Proud	39	47
Not very proud	10	8
not proud at all	2	2
I am not British	2	3
Can't choose	2	3
not answered	1	1
<i>Unweighted base</i>	<i>881</i>	<i>904</i>

What are we most proud of?

British people are most proud of the armed forces and Britain's history – over half of us say we are proud of these.

How proud are you of Britain in each of the following ways... Britain's armed forces?

	1995	2003	2013
Very proud	44	49	53
Somewhat proud	37	35	30
Not very proud	7	7	8
Not proud at all	4	3	4
Can't choose	5	5	4
Not answered	2	1	2
Base	1079	881	904

How proud are you of Britain in each of the following ways... its history?

	1995	2003	2013
Very proud	47	47	53
Somewhat proud	36	35	34
Not very proud	7	10	7
Not proud at all	4	2	1
Can't choose	5	4	4
Not answered	2	2	2
Base	1079	881	904

Although British people are proud of Britain's history and armed forces they are far less proud of Britain's influence in the world. But we are more proud of this than in the past.

How proud are you of Britain in each of the following ways... its influence in the world?

	1995	2003	2013
Very proud	7	9	10
Somewhat proud	41	45	49
Not very proud	33	29	28
Not proud at all	8	8	3
Can't choose	9	7	8
Not answered	3	2	2
Base	1079	881	904

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How proud are you of Britain in each of the following ways... the way democracy works?

	1995	2003	2013
Very proud	13	15	17
Somewhat proud	47	48	52
Not very proud	25	24	20
Not proud at all	6	4	2
Can't choose	8	8	6
Not answered	2	2	2
Base	1079	881	904

How proud are you of Britain in each of the following ways... its fair and equal treatment of all groups in society?

	1995	2003	2013
Very proud	13	14	19
Somewhat proud	34	40	48
Not very proud	31	27	21
Not proud at all	11	9	5
Can't choose	8	9	6
Not answered	2	2	2
Base	1079	881	904

How proud are you of Britain in each of the following ways... its achievements in sports?

	1995	2003	2013
Very proud	23	16	35
Somewhat proud	48	47	49
Not very proud	17	24	9
Not proud at all	5	6	2
Can't choose	5	6	4
Not answered	2	2	2
Base	1079	881	904

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How proud are you of Britain in each of the following ways... its scientific and technological achievements?

	1995	2003	2013
Very proud	27	26	36
Somewhat proud	52	51	47
Not very proud	9	10	9
Not proud at all	2	2	1
Can't choose	7	7	5
Not answered	3	3	3
Base	1079	881	904

How proud are you of Britain in each of the following ways... its social security system?

	1995	2003	2013
Very proud	7	10	12
Somewhat proud	37	37	43
Not very proud	32	33	29
Not proud at all	17	11	9
Can't choose	6	6	6
Not answered	2	3	2
Base	1079	881	904

How proud are you of Britain in each of the following ways... its achievements in the arts and literature?

	1995	2003	2013
Very proud	21	21	32
Somewhat proud	47	47	49
Not very proud	15	14	10
Not proud at all	3	4	1
Can't choose	11	11	7
Not answered	3	4	2
Base	1079	881	904

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How proud are you of Britain in each of the following ways... Britain's economic achievements?

	1995	2003	2013
1 Very proud	6	13	10
2 Somewhat proud	33	50	46
3 Not very proud	40	24	30
4 Not proud at all	11	3	5
8 Can't choose	8	7	6
9 Not answered	3	3	2
Base	1079	881	904