

## Diamond Jubilee Survey

### ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table 1  
**Q.1 2012 marks The Queen's Diamond Jubilee. Where does the term Jubilee come from?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2056	911	1145	218	356	440	374	331	337	707	521	320	508	315	772
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
Queen Victoria	611 30%	281 28%	330 31%	58 24%	78 24%	121 31%	87 25%	118 38%	149 34%	145 26%	165 28%	143 33%	157 33%	105 31%	215 26%
The Bible	254 12%	161 16%	93 9%	24 10%	30 9%	33 8%	36 10%	38 12%	93 22%	101 18%	75 13%	37 9%	41 9%	37 11%	85 10%
William Shakespeare	134 7%	88 9%	46 4%	18 7%	27 8%	20 5%	35 10%	20 6%	15 4%	40 7%	48 8%	23 5%	23 5%	32 10%	68 8%
Bob Geldof	6 *	6 1%	- -	- -	2 1%	5 1%	- -	- -	- -	1 *	2 *	3 1%	- -	2 1%	5 1%
Other	42 2%	24 2%	18 2%	5 2%	9 3%	9 2%	1 *	9 3%	9 2%	12 2%	18 3%	6 1%	7 1%	9 3%	15 2%
Don't know	1008 49%	447 44%	561 54%	142 58%	183 56%	203 52%	191 55%	123 40%	165 38%	256 46%	287 48%	219 51%	245 52%	150 45%	429 53%

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	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2056	178	90	266	168	161	174	97	190	231	310	191
Weighted base	2056	178	93	242	181	190	160	109	193	259	264	188
Queen Victoria	611 30%	58 32%	29 31%	59 25%	47 26%	64 34%	47 29%	36 33%	61 32%	81 31%	75 28%	54 29%
The Bible	254 12%	24 14%	14 15%	25 10%	16 9%	33 17%	15 10%	8 7%	28 15%	33 13%	30 12%	28 15%
William Shakespeare	134 7%	12 7%	10 11%	16 7%	7 4%	7 4%	9 6%	5 4%	9 5%	27 10%	22 8%	10 6%
Bob Geldof	6 *	- -	- -	- -	1 1%	5 2%	- -	- -	1 *	- -	- -	- -
Other	42 2%	2 1%	2 2%	5 2%	3 2%	6 3%	* *	3 3%	2 1%	7 3%	9 3%	2 1%
Don't know	1008 49%	82 46%	38 41%	136 56%	107 59%	75 40%	88 55%	57 52%	92 48%	111 43%	128 48%	93 50%

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**Base: All respondents**

	To which of the following religious groups do you consider yourself to be a member of?									
	Total	Christian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	2056	1167	186	59	32	8	8	15	64	656
Weighted base	2056	1187	174	49	28	11	11	14	62	657
Queen Victoria	611 30%	400 34%	56 32%	18 38%	9 32%	4 32%	5 44%	2 17%	18 30%	147 22%
The Bible	254 12%	169 14%	18 10%	7 15%	-	1 12%	-	* 3%	9 15%	64 10%
William Shakespeare	134 7%	69 6%	17 10%	4 9%	4 14%	1 10%	-	1 6%	7 11%	43 7%
Bob Geldof	6 *	2 *	3 2%	2 4%	-	-	-	2 11%	-	1 *
Other	42 2%	26 2%	3 2%	2 5%	1 4%	-	-	-	-	11 2%
Don't know	1008 49%	522 44%	75 43%	15 30%	14 50%	5 46%	6 56%	9 63%	27 44%	391 59%

## Diamond Jubilee Survey

### ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table 2

**Q.2 What, if anything, are you doing to celebrate the Diamond Jubilee?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2056	911	1145	218	356	440	374	331	337	707	521	320	508	315	772
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
NET: Anything	1122	539	584	119	197	218	177	153	259	325	318	225	253	179	437
	55%	53%	56%	48%	60%	56%	51%	50%	60%	59%	53%	52%	54%	54%	54%
Watching coverage on television	750	365	385	75	118	140	118	109	190	210	220	136	185	97	287
	36%	36%	37%	30%	36%	36%	34%	35%	44%	38%	37%	31%	39%	29%	35%
Going to a specially organised event	324	150	174	37	54	63	48	32	91	117	84	64	59	49	115
	16%	15%	17%	15%	16%	16%	14%	10%	21%	21%	14%	15%	13%	15%	14%
Street party	283	129	153	52	66	65	22	32	46	91	70	69	54	59	115
	14%	13%	15%	21%	20%	17%	6%	10%	11%	16%	12%	16%	11%	18%	14%
Getting out of the country	50	33	17	3	13	8	6	7	12	20	17	5	7	7	22
	2%	3%	2%	1%	4%	2%	2%	2%	3%	4%	3%	1%	2%	2%	3%
Other	119	50	69	11	19	24	21	19	26	36	37	23	24	35	43
	6%	5%	7%	4%	6%	6%	6%	6%	6%	7%	6%	5%	5%	10%	5%
Nothing	724	386	338	104	94	141	123	120	141	178	219	170	156	121	301
	35%	38%	32%	42%	29%	36%	35%	39%	33%	32%	37%	39%	33%	36%	37%
Don't know	210	83	127	23	37	33	49	35	32	51	58	37	63	34	79
	10%	8%	12%	10%	11%	8%	14%	11%	7%	9%	10%	9%	13%	10%	10%

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**Q.2 What, if anything, are you doing to celebrate the Diamond Jubilee?**

**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2056	178	90	266	168	161	174	97	190	231	310	191
Weighted base	2056	178	93	242	181	190	160	109	193	259	264	188
NET: Anything	1122	71	49	124	86	99	92	57	112	167	164	101
	55%	40%	53%	51%	47%	52%	58%	53%	58%	65%	62%	54%
Watching coverage on television	750	49	35	85	62	66	60	39	73	120	94	66
	36%	27%	37%	35%	34%	34%	38%	36%	38%	47%	36%	35%
Going to a specially organised event	324	14	23	31	21	28	19	12	37	50	49	41
	16%	8%	25%	13%	12%	14%	12%	11%	19%	19%	19%	22%
Street party	283	8	15	32	16	11	30	9	33	53	44	30
	14%	5%	17%	13%	9%	6%	19%	9%	17%	21%	17%	16%
Getting out of the country	50	2	3	4	2	5	1	3	4	6	15	3
	2%	1%	3%	2%	1%	3%	1%	3%	2%	2%	6%	1%
Other	119	7	5	15	7	15	15	6	12	8	21	8
	6%	4%	5%	6%	4%	8%	9%	5%	6%	3%	8%	4%
Nothing	724	94	33	86	76	71	44	41	65	71	75	66
	35%	53%	35%	36%	42%	38%	28%	38%	34%	27%	29%	35%
Don't know	210	13	11	32	19	20	23	10	16	20	25	21
	10%	7%	12%	13%	11%	10%	14%	9%	8%	8%	9%	11%

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	To which of the following religious groups do you consider yourself to be a member of?									
	Total	Christian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	2056	1167	186	59	32	8	8	15	64	656
Weighted base	2056	1187	174	49	28	11	11	14	62	657
NET: Anything	1122	723	105	29	14	10	6	9	37	267
	55%	61%	60%	60%	51%	88%	57%	64%	60%	41%
Watching coverage on television	750	506	70	17	11	9	6	7	20	162
	36%	43%	40%	36%	41%	79%	54%	52%	32%	25%
Going to a specially organised event	324	212	23	5	1	4	2	1	10	81
	16%	18%	13%	10%	5%	35%	23%	8%	16%	12%
Street party	283	163	34	14	4	-	4	1	10	71
	14%	14%	19%	29%	14%	-	38%	9%	17%	11%
Getting out of the country	50	24	6	2	1	1	-	-	1	17
	2%	2%	3%	4%	4%	12%	-	-	2%	3%
Other	119	86	11	2	2	-	-	*	6	23
	6%	7%	6%	3%	9%	-	-	2%	10%	3%
Nothing	724	335	55	18	11	-	5	3	18	325
	35%	28%	32%	38%	39%	-	43%	21%	30%	50%
Don't know	210	129	14	1	3	1	-	2	6	65
	10%	11%	8%	2%	10%	12%	-	14%	10%	10%