

## 4 Worksheet on Statistics

Text: How to Be an Alien (p. 19: task 8), from: David Beal, *Britain in Europe*, Viewfinder Topics New Edition plus (München: Langenscheidt, 2010).

### A STATISTICS BY IPSOS MORI

Ipsos Mori is one of the largest and best known research companies in the UK. Its website [www.ipsos-mori.com](http://www.ipsos-mori.com) (please copy and paste this hyperlink into your browser) includes a social research on the attitude of the British population towards fascinating issues like Christmas, the Royal Family, politics, Europe and religion.

In their 2011 “North Poll” (what a great pun!), for example, they did research on children's attitude to Christmas\*\* and found that 83% of parents with a child aged 3 to 6 years old think their child believes in Father Christmas. Oddly enough, as many as 8% of parents of 11 to 15 year old kids do so, too!

Source (please copy and paste this hyperlink into your browser):

<http://www.ipsos-mori.com/researchpublications/researcharchive/2896/North-Poll-Childrens-attitude-to-Christmas.aspx>

\*\* The original title on the website is: *North Poll: Childrens' attitude to Christmas*. Find the mistake!

## B WHAT IT MEANS TO BE BRITISH

Ipsos Mori interviewed 998 adults on “What it means to be British”. Print out the topline final results (please copy and paste this hyperlink into your browser) before you do the tasks:

[http://www.ipsos-mori.com/Assets/Docs/c4\\_full%20topline.PDF](http://www.ipsos-mori.com/Assets/Docs/c4_full%20topline.PDF)

**Examine the figures in the tables and find out:**

**1 How many people got the date of St George’s Day right?**

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**2 How many people weren’t able to say what the British national dish is?**

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**3 How does wine rank in the categories “favourite drink” and “Britain’s national drink”?**

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**4 People aged 15 and over had to give three answers to sample citizenship test questions. What did the poll find out?**

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**5 Why are the respondents “proud to be British”?**

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**6 Sum up the findings shown in tables Q5 and Q6 in about four sentences.**

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**7 Look at diagram Q10.**

- **What is the diagram about?**

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- **What is the most obvious statement?**

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**8 Look at diagram Q11.**

- **What is the most obvious statement?**

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- **Are there any conclusions or messages?**

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**9 Imagine you are a Londoner and have to write about the findings of the poll in a newspaper article. Devise a headline and a summarising introductory sentence.**

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*(Daniela Pröls)*