



Two thirds of Brits feel proud of their region

Despite the increasingly difficult times in which we live, Brits are still 'proud to be British', with nearly two thirds (60 percent) saying that they have a strong sense of pride for their home region, according to research released today by Halifax Home Insurance.

The research, undertaken among 2000 UK adults, also reveals that:

- The comforts of the home and loved ones give the greatest sense of regional pride
- Those in the North East are proudest of their region
- Brits prefer the comfort of their own home to weekends spent in shops or pubs

The findings are released as part of the Halifax Home Insurance Peace of Mind Campaign, which has delved into the minds of Brits to determine where the strongest sense of pride is in the country, as well as the factors that contribute to this.

According to the research, published in the second report, 'Home is where our hearts are,' the top five aspects giving Brits this sense of pride for where they live are:

- It's where their home and loved ones are (60 percent)
- They feel safe in the area (47 percent)
- There is easy access to good amenities (37 percent)
- It's an area rich in history and tradition (24 percent)
- A strong sense of community spirit (24 percent)

Martyn Foulds, senior claims manager at Halifax Home Insurance comments: “In difficult times, it’s heartening to see the strength of pride that we have for where we live. Living in an area that is safe and has a great sense of community spirit, where everyone looks out for each other, are important reasons why people feel this sense of pride. Recent Government figures* have shown a significant number of us do enjoy living in our local area and believe that our neighbours really do look out for each other, which is particularly positive and something we hope to see continue.”

When comparing these feelings regionally, those that live North East have the strongest sense of regional pride, with nearly three quarters of those in the region (73 percent) feeling proud about where they live. This is followed quickly by the Welsh (71 percent) and those in Northern Ireland (69 percent). Those in the East Midlands have the lowest sense of pride for the area, with less than half (45 percent) having strong feelings for the region.

Interestingly, when planning their next home move, the top factor for choosing where to live is safety, with over a third of us saying that making sure an area feels safe is top on their priority list (36 percent). But wherever they are, it appears that home really is where the heart is; almost two thirds (65 percent) of those polled opt to stay in the comfort of their own homes at weekends rather than going away or venturing out to neighbours’ houses, the local pub or shopping centre.

Concludes Martyn Foulds: “Not only is safety in an area a top reason for feeling ‘regional pride, it is also top on the priority for most people when deciding where to live. Being able to enjoy your home and surroundings is a hugely important factor, so we urge people to be aware of taking every step possible to ensure their homes and families are well protected.”

How the UK feels about a sense of ‘Regional Pride’:

Regions	% of residents that feel ‘regional pride’
North East	73%
Wales	71%
Northern Ireland	69%
East Anglia	62%
London	61%
Yorkshire and the Humber	59%
Scotland	59%
South West	58%
North West	57%

West Midlands	55%
South East	55%
East Midlands	45%

Halifax Home Insurance's top tips for protecting yourself and your home:

1. Let a trusted neighbour or relative know if you are going away and consider leaving a key with them so they can check on your property from time to time
2. Security lights can alert you to people on your property, and gravel driveways can also help as you will hear people's footsteps as they approach.
3. Check you have adequate insurance to protect you and your family's home and personal belongings should the worst happen. Halifax Home Insurance offers unlimited cover for buildings and contents* so homeowners will never find themselves underinsured

For further advice on protecting the home, and to read the Peace of Mind Report, visit www.halifax.co.uk/peaceofmind.

Ends.

For a full regional breakdown of stats or to arrange an interview via ISDN please contact:
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Editors' Notes:

* National statistics (www.statistics.gov.uk/cci/nugget.asp?id=183) 87% enjoy living in their area and three quarters believe that their neighbours look out for each other.

* *Certain inner limits apply, including single & high risk items and contents outside the home

Halifax Peace of Mind Campaign research

Original survey research was carried out by PureProfile in October 2008, with an online sample of 2009 UK adults aged 16 and over. Nationally representative quotas were set by age, gender and region.

Supplementary 'regional pride' research undertaken as part of the Halifax Peace of Mind Campaign

Research undertaken among 2000 UK adults in April 2009 by 72 Point