National identity, and especially what being British means, appears to have become more problematic in recent years. Our research on national identity over the last decade suggests that people regularly construct Britishness in quite diverse ways. This article focuses on "territorial" identity and points to the limits of conventional survey work on national identity. It also explores how different conceptions of Britishness are developing within Scotland and England. It is known that national and ethnic proverbs are an integral part of the worldview of peoples, reflection of stereotypes, and the national and cultural identity. "Proverbs are succinct, memorable expressions that encapsulate the folk wisdom of a culture regarding ways of handling life's predicaments" [20]. In the parameological picture of the world the constants of national consciousness and culture are fixed. According to Wolfgang Mieder, proverbs, as an any folk genre "have for a long time been part of a verbal folk art giving durability to our understanding of the world.