

YouGov Survey Results

Sample Size: 1416 English Adults
Fieldwork: 25th - 26th June 2018

	Gender		Age				Social Grade		Region				Following World Cup		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Yes	No
Weighted Sample	1421	673	748	160	587	336	339	814	608	220	533	271	396	702	691
Unweighted Sample	1416	617	799	138	585	345	348	836	580	167	571	266	412	702	687
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best describes the way you think of yourself?

English not British	17	18	17	12	13	18	25	14	21	17	17	21	15	19	16
More English than British	15	16	15	10	15	18	17	15	17	15	15	16	16	17	14
TOTAL MORE ENGLISH	32	34	32	22	28	36	42	29	38	32	32	37	31	36	30
Equally English and British	35	31	39	38	33	37	36	37	33	21	38	35	40	35	36
More British than English	10	10	10	14	10	11	8	11	9	14	9	8	10	11	9
British not English	11	14	9	13	13	11	9	13	10	17	12	11	9	10	13
TOTAL MORE BRITISH	21	24	19	27	23	22	17	24	19	31	21	19	19	21	22
Other	6	7	5	6	9	4	4	7	5	11	6	3	5	5	7
Don't know	5	4	5	9	7	2	1	4	6	5	3	5	6	2	6

How proud or embarrassed would you say you are about identifying as English?

Very proud	36	37	36	22	26	43	55	31	44	27	37	36	41	41	32
Fairly proud	20	18	23	30	21	18	17	23	17	18	22	22	19	22	19
TOTAL PROUD	56	55	59	52	47	61	72	54	61	45	59	58	60	63	51
Neither proud nor embarrassed	26	28	25	25	31	25	19	27	25	22	27	29	26	24	29
Fairly embarrassed	5	5	5	8	6	4	2	7	3	5	6	3	5	4	6
Very embarrassed	2	2	2	3	2	3	0	2	1	4	1	2	2	1	2
TOTAL EMBARRASSED	7	7	7	11	8	7	2	9	4	9	7	5	7	5	8
Not applicable – I do not identify as English at all	7	6	7	6	9	5	5	7	7	20	5	3	4	5	9
Don't know	3	4	3	6	4	2	2	3	4	4	2	5	4	2	2

Are you following the World Cup?

Yes I am	49	61	39	54	51	51	43	51	47	45	46	50	56	100	0
No I am not	49	37	59	42	46	48	57	47	51	53	52	48	42	0	100
Don't know	2	2	2	4	3	1	0	2	2	2	2	2	2	0	0

Do you think England is going to win the World Cup?

Yes I do	10	11	9	19	9	8	8	8	12	8	9	7	14	16	4
No I do not	63	66	61	63	70	61	54	69	56	67	62	66	62	66	62
Don't know	27	22	31	18	20	31	38	22	32	25	29	27	24	18	34