

YouGov Survey Results



Sample Size: 1381 English Adults
Fieldwork: 2nd - 3rd July 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	Don't know
1381	671	710	155	588	325	313	801	580	214	518	264	385	728	634	19
1381	594	787	112	577	352	340	852	529	164	563	264	390	725	638	18
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 June	2-3 July																
Which of the following best describes the way you think of yourself?																		
English not British	17	16	19	13	7	14	19	22	13	21	12	18	17	16	18	15	11	
More English than British	15	15	16	14	17	14	14	17	16	14	10	18	10	18	19	12	0	
TOTAL MORE ENGLISH	32	31	35	27	24	28	33	39	29	35	22	36	27	34	37	27	11	
Equally English and British	35	38	33	42	44	34	37	40	37	39	35	35	43	39	37	39	30	
More British than English	10	9	10	9	9	10	9	8	11	8	15	8	9	9	9	10	0	
British not English	11	10	10	10	12	10	12	8	12	9	12	11	8	11	9	13	0	
TOTAL MORE BRITISH	21	19	20	19	21	20	21	16	23	17	27	19	17	20	18	23	0	
Other	6	7	7	7	3	9	8	4	8	6	13	7	6	4	6	8	22	
Don't know	5	4	4	4	8	7	1	1	4	4	4	4	6	4	3	4	38	
How proud or embarrassed would you say you are about identifying as English?																		
Very proud	36	33	32	33	21	24	39	48	30	37	27	35	32	32	36	29	19	
Fairly proud	20	21	22	20	27	20	19	20	22	20	19	21	21	22	23	18	12	
TOTAL PROUD	56	54	54	53	48	44	58	68	52	57	46	56	53	54	59	47	31	
Neither proud nor embarrassed	26	28	27	29	26	33	27	21	29	26	29	26	25	31	26	30	16	
Fairly embarrassed	5	5	6	5	8	7	5	2	6	5	5	6	6	5	4	7	0	
Very embarrassed	2	3	3	2	5	3	2	2	3	3	3	3	4	2	1	4	6	
TOTAL EMBARRASSED	7	8	9	7	13	10	7	4	9	8	8	9	10	7	5	11	6	
Not applicable – I do not identify as English at all	7	7	6	8	5	8	7	6	8	6	15	5	7	5	5	9	27	
Don't know	3	3	4	3	8	5	1	1	3	4	2	4	5	3	3	3	20	
Are you following the World Cup?																		
Yes I am	49	53	62	44	62	56	53	41	57	47	55	50	51	56	100	0	0	
No I am not	49	46	37	55	36	42	46	58	42	51	43	49	48	42	0	100	0	
Don't know	2	1	1	1	2	1	1	1	2	1	2	1	1	2	0	0	100	
Do you think England is going to win the World Cup?																		
Yes I do	10	12	13	11	14	14	8	10	11	12	11	9	14	14	20	2	4	
No I do not	63	56	58	54	55	62	56	45	59	52	56	60	53	53	59	52	44	
Don't know	27	32	30	35	31	24	36	46	30	36	33	32	32	33	21	45	52	