

YouGov Survey Results

Sample Size: 3281 GB Adults
Fieldwork: 14th - 23rd August 2018

	Vote in 2017				EU Ref 16		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3281	1125	1076	200	1289	1401	1588	1693	367	1385	778	751	1870	1411	440	1063	702	791	285
Unweighted Sample	3281	1143	1026	202	1439	1354	1413	1868	305	1340	815	821	1953	1328	319	1123	739	810	290
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

English flag

Very favourable	32	46	24	19	16	51	35	30	23	27	36	42	26	40	28	36	33	37	12
Somewhat favourable	24	26	24	22	24	24	22	26	19	24	26	26	25	24	24	26	25	23	21
TOTAL FAVOURABLE	56	72	48	41	40	75	57	56	42	51	62	68	51	64	52	62	58	60	33
Somewhat unfavourable	15	11	19	24	23	8	17	13	16	16	15	12	19	10	15	15	13	13	26
Very unfavourable	9	5	12	18	16	4	10	8	9	11	8	7	11	6	11	7	10	7	20
TOTAL UNFAVOURABLE	24	16	31	42	39	12	27	21	25	27	23	19	30	16	26	22	23	20	46
Don't know	19	12	22	18	21	13	16	22	32	22	15	12	19	20	23	17	19	20	22

Scottish flag

Very favourable	26	32	21	21	17	37	27	25	19	23	29	31	21	33	20	26	25	29	29
Somewhat favourable	29	32	29	25	30	29	28	30	25	27	31	31	30	28	27	32	29	27	28
TOTAL FAVOURABLE	55	64	50	46	47	66	55	55	44	50	60	62	51	61	47	58	54	56	57
Somewhat unfavourable	14	14	15	22	18	11	16	12	13	15	15	12	17	10	17	14	13	13	16
Very unfavourable	7	7	8	8	9	6	9	6	6	7	7	8	9	5	8	6	9	7	9
TOTAL UNFAVOURABLE	21	21	23	30	27	17	25	18	19	22	22	20	26	15	25	20	22	20	25
Don't know	24	16	28	24	26	17	20	27	37	28	17	17	24	24	28	23	25	25	18

Welsh flag

Very favourable	26	33	22	20	16	37	27	25	17	23	29	32	22	32	20	27	29	29	16
Somewhat favourable	30	32	29	28	30	30	29	30	28	28	31	32	30	28	27	33	29	26	31
TOTAL FAVOURABLE	56	65	51	48	46	67	56	55	45	51	60	64	52	60	47	60	58	55	47
Somewhat unfavourable	13	13	14	21	18	10	15	11	11	13	16	11	16	10	16	12	10	13	19
Very unfavourable	6	6	7	6	8	5	8	5	6	7	5	7	8	4	6	6	8	6	7
TOTAL UNFAVOURABLE	19	19	21	27	26	15	23	16	17	20	21	18	24	14	22	18	18	19	26
Don't know	25	16	28	25	28	18	22	28	38	29	18	17	24	26	30	22	24	26	27

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	Country of GB			Opinion of people flying or displaying an English flag at home			Opinion of people flying or displaying a Scottish flag at home			Opinion of people flying or displaying a Welsh flag at home			
	Total	England	Wales	Scotland	Favourable	Unfavourable	Don't Know	Favourable	Unfavourable	Don't Know	Favourable	Unfavourable	Don't Know
Weighted Sample	3281	1361	147	82	1861	789	631	1797	700	784	1819	643	819
Unweighted Sample	3281	1389	147	91	1871	816	594	1825	700	756	1847	650	784
	%	%	%	%	%	%	%	%	%	%	%	%	%

English flag

Very favourable	32	36	11	18	57	0	0	49	16	9	50	13	9
Somewhat favourable	24	24	20	32	43	0	0	38	10	7	38	8	7
TOTAL FAVOURABLE	56	60	31	50	100	0	0	87	26	16	88	21	16
Somewhat unfavourable	15	13	26	10	0	62	0	7	45	6	7	48	7
Very unfavourable	9	8	22	12	0	38	0	4	29	2	4	31	3
TOTAL UNFAVOURABLE	24	21	48	22	0	100	0	11	74	8	11	79	10
Don't know	19	18	20	29	0	0	100	1	1	77	1	0	74

Scottish flag

Very favourable	26	28	27	20	42	9	1	47	0	0	45	2	2
Somewhat favourable	29	28	32	29	43	18	2	53	0	0	49	5	3
TOTAL FAVOURABLE	55	56	59	49	85	27	3	100	0	0	94	7	5
Somewhat unfavourable	14	15	14	9	6	44	0	0	66	0	4	59	2
Very unfavourable	7	6	12	7	3	22	1	0	34	0	1	33	1
TOTAL UNFAVOURABLE	21	21	26	16	9	66	1	0	100	0	5	92	3
Don't know	24	23	15	35	6	8	95	0	0	100	1	1	92

Welsh flag

Very favourable	26	28	12	36	42	7	1	46	2	1	47	0	0
Somewhat favourable	30	29	32	25	44	18	2	49	10	2	53	0	0
TOTAL FAVOURABLE	56	57	44	61	86	25	3	95	12	3	100	0	0
Somewhat unfavourable	13	13	18	7	5	43	0	2	56	0	0	67	0
Very unfavourable	6	6	10	5	2	21	0	1	29	0	0	33	0
TOTAL UNFAVOURABLE	19	19	28	12	7	64	0	3	85	0	0	100	0
Don't know	25	24	27	26	7	11	96	2	4	97	0	0	100

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	Opinion of people flying or displaying a Union Jack flag at home			Total amount of flags viewed as UNFAVOURABLE					Total amount of flags viewed as FAVOURABLE					Vote in 2017 (England only)			
	Total	Favourable	Unfavourable	Don't Know	0	1	2	3	4	0	1	2	3	4	Con	Lab	Lib Dem
Weighted Sample	3281	2005	643	633	2248	236	265	119	413	1037	206	346	184	1508	1024	965	179
Unweighted Sample	3281	2016	661	604	2230	246	260	119	426	1027	197	336	194	1527	1036	915	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

English flag

Very favourable	32	51	5	2	41	22	28	7	0	0	9	39	30	57	49	25	21
Somewhat favourable	24	38	4	2	31	19	16	3	0	0	7	24	26	43	26	24	23
TOTAL FAVOURABLE	56	89	9	4	72	41	44	10	0	0	16	63	56	100	75	49	44
Somewhat unfavourable	15	7	50	4	0	43	30	58	58	27	45	17	35	0	10	18	23
Very unfavourable	9	2	39	1	0	8	26	30	42	19	17	17	6	0	4	12	15
TOTAL UNFAVOURABLE	24	9	89	5	0	51	56	88	100	46	62	34	41	0	14	30	38
Don't know	19	2	2	91	27	7	0	1	0	55	22	4	3	0	11	21	18

Scottish flag

Very favourable	26	39	9	2	34	19	13	8	0	0	10	10	24	50	32	21	22
Somewhat favourable	29	42	14	3	35	37	26	10	0	0	12	23	48	50	32	29	27
TOTAL FAVOURABLE	55	81	23	5	69	56	39	18	0	0	22	33	72	100	64	50	49
Somewhat unfavourable	14	8	45	1	0	17	34	64	62	26	34	25	19	0	14	15	20
Very unfavourable	7	3	26	1	0	8	17	16	38	16	9	13	5	0	6	8	6
TOTAL UNFAVOURABLE	21	11	71	2	0	25	51	80	100	42	43	38	24	0	20	23	26
Don't know	24	8	6	93	32	19	11	2	0	58	35	29	4	0	15	28	25

Welsh flag

Very favourable	26	40	7	1	34	20	10	3	0	0	3	9	28	50	34	20	22
Somewhat favourable	30	43	13	3	34	49	29	7	0	0	7	25	65	50	32	30	29
TOTAL FAVOURABLE	56	83	20	4	68	69	39	10	0	0	10	34	93	100	66	50	51
Somewhat unfavourable	13	7	45	1	0	3	30	65	64	26	36	23	4	0	12	14	18
Very unfavourable	6	2	25	0	0	1	15	17	36	15	9	11	1	0	5	7	6
TOTAL UNFAVOURABLE	19	9	70	1	0	4	45	82	100	41	45	34	5	0	17	21	24
Don't know	25	8	10	95	31	27	16	8	0	60	45	31	2	0	16	28	25

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	Vote in 2017			EU Ref 16		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3281	1125	1076	200	1289	1401	1588	1693	367	1385	778	751	1870	1411	440	1063	702	791	285
Unweighted Sample	3281	1143	1026	202	1439	1354	1413	1868	305	1340	815	821	1953	1328	319	1123	739	810	290
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Union flag/Union jack

Very favourable	34	48	25	25	20	50	36	31	25	29	38	43	28	41	25	37	36	39	14
Somewhat favourable	27	29	27	29	28	27	26	28	26	27	28	29	29	25	29	31	26	25	22
TOTAL FAVOURABLE	61	77	52	54	48	77	62	59	51	56	66	72	57	66	54	68	62	64	36
Somewhat unfavourable	13	8	17	22	20	7	14	12	12	14	13	10	15	9	15	11	10	11	26
Very unfavourable	7	4	9	8	11	4	8	6	6	8	6	6	9	5	7	4	8	5	19
TOTAL UNFAVOURABLE	20	12	26	30	31	11	22	18	18	22	19	16	24	14	22	15	18	16	45
Don't know	19	11	22	16	21	13	16	23	32	23	15	12	19	20	23	17	20	20	19

Total amount of flags viewed as UNFAVOURABLE

0	69	76	65	56	56	79	63	73	65	66	70	74	63	76	65	71	70	73	45
1	7	5	7	8	9	5	8	6	11	8	6	6	7	7	6	7	8	5	12
2	8	6	7	11	10	6	11	6	12	9	7	6	10	5	9	8	6	7	17
3	4	3	4	5	4	3	5	3	4	4	4	3	4	3	6	3	3	2	8
4	13	10	17	21	20	7	13	12	8	13	14	12	16	8	13	11	13	13	18

Total amount of flags viewed as FAVOURABLE

0	32	21	40	40	43	19	29	34	38	36	28	24	35	27	37	28	31	32	37
1	6	4	6	7	8	4	7	5	10	7	5	4	6	6	7	5	7	4	15
2	11	11	8	11	9	11	13	8	15	11	9	11	12	9	13	10	9	10	14
3	6	4	5	6	7	5	6	5	6	6	6	5	6	5	4	6	8	4	7
4	46	60	40	35	34	61	45	47	31	40	52	57	41	52	39	51	46	50	27

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	Total	England	Wales	Scotland	Favourable	Unfavourable	Don't Know	Favourable	Unfavourable	Don't Know	Favourable	Unfavourable	Don't Know
Weighted Sample	3281	1361	147	82	1861	789	631	1797	700	784	1819	643	819
Unweighted Sample	3281	1389	147	91	1871	816	594	1825	700	756	1847	650	784
	%	%	%	%	%	%	%	%	%	%	%	%	%
Union flag/Union jack													
Very favourable	34	38	13	28	56	5	3	52	14	10	52	12	9
Somewhat favourable	27	27	25	27	39	19	4	39	19	10	39	17	9
TOTAL FAVOURABLE	61	65	38	55	95	24	7	91	33	20	91	29	18
Somewhat unfavourable	13	11	25	7	2	47	1	5	41	4	4	45	6
Very unfavourable	7	5	22	13	1	25	1	3	23	1	3	25	2
TOTAL UNFAVOURABLE	20	16	47	20	3	72	2	8	64	5	7	70	8
Don't know	19	18	15	25	1	4	92	2	2	76	1	1	74
Total amount of flags viewed as UNFAVOURABLE													
0	69	72	44	69	88	0	97	86	0	91	85	0	86
1	7	6	12	13	5	15	3	7	8	5	9	2	8
2	8	7	15	6	6	19	0	6	19	4	6	19	5
3	4	3	9	5	1	13	0	1	14	0	1	15	1
4	13	12	21	8	0	52	0	0	59	0	0	64	0
Total amount of flags viewed as FAVOURABLE													
0	32	31	37	33	0	59	90	0	62	77	0	65	76
1	6	5	17	7	2	16	7	3	13	9	1	15	11
2	11	10	11	8	12	15	2	6	19	13	7	19	13
3	6	4	6	16	5	10	1	7	6	1	9	2	0
4	46	50	29	36	81	0	0	84	0	0	83	0	0

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	Opinion of people flying or displaying a Union Jack flag at home				Total amount of flags viewed as UNFAVOURABLE					Total amount of flags viewed as FAVOURABLE					Vote in 2017 (England only)		
	Total	Favourable	Unfavourable	Don't Know	0	1	2	3	4	0	1	2	3	4	Con	Lab	Lib Dem
Weighted Sample	3281	2005	643	633	2248	236	265	119	413	1037	206	346	184	1508	1024	965	179
Unweighted Sample	3281	2016	661	604	2230	246	260	119	426	1027	197	336	194	1527	1036	915	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Union flag/Union jack																	
Very favourable	34	55	0	0	43	25	22	11	0	0	14	35	32	59	49	26	27
Somewhat favourable	27	45	0	0	30	43	28	37	0	0	38	35	49	41	29	28	30
TOTAL FAVOURABLE	61	100	0	0	73	68	50	48	0	0	52	70	81	100	78	54	57
Somewhat unfavourable	13	0	65	0	0	12	32	35	63	28	23	17	9	0	8	16	20
Very unfavourable	7	0	35	0	0	8	16	13	37	16	10	9	8	0	3	8	7
TOTAL UNFAVOURABLE	20	0	100	0	0	20	48	48	100	44	33	26	17	0	11	24	27
Don't know	19	0	0	100	26	13	2	4	0	56	16	4	3	0	11	22	16
Total amount of flags viewed as UNFAVOURABLE																	
0	69	82	0	94	100	0	0	0	0	53	27	31	12	100	77	66	59
1	7	8	7	5	0	100	0	0	0	3	14	5	88	0	5	7	8
2	8	7	20	1	0	0	100	0	0	3	9	63	0	0	6	7	11
3	4	3	9	1	0	0	0	100	0	2	50	0	0	0	3	4	4
4	13	0	64	0	0	0	0	0	100	40	0	0	0	0	9	16	18
Total amount of flags viewed as FAVOURABLE																	
0	32	0	71	92	25	11	10	13	100	100	0	0	0	0	20	39	38
1	6	5	10	5	2	12	7	87	0	0	100	0	0	0	4	6	6
2	11	12	14	2	5	8	83	0	0	0	0	100	0	0	11	8	11
3	6	7	5	1	1	68	0	0	0	0	0	0	100	0	4	5	7
4	46	75	0	0	67	0	0	0	0	0	0	0	0	100	61	42	38