

YouGov Survey Results

Sample Size: 1388 English Adults
Fieldwork: 5th - 6th 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	North	Yes	No
Weighted Sample	1411	690	720	171	587	322	331	808	603	219	529	269	394	833	544
Unweighted Sample	1388	593	795	132	558	326	372	832	556	157	569	263	399	821	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 June	2-3 July	5-6 July														
Which of the following best describes the way you think of yourself?																	
English not British	17	16	16	17	16	6	14	17	25	14	19	16	15	20	15	17	15
More English than British	15	15	15	17	13	13	13	18	16	14	16	10	18	16	12	16	13
TOTAL MORE ENGLISH	32	31	31	34	29	19	27	35	41	28	35	26	33	36	27	33	28
Equally English and British	35	38	39	35	43	34	39	39	41	38	40	27	37	33	53	39	40
More British than English	10	9	9	10	9	15	10	8	7	12	6	10	10	12	6	8	11
British not English	11	10	10	11	10	17	10	9	7	12	7	21	8	7	9	10	11
TOTAL MORE BRITISH	21	19	19	21	19	32	20	17	14	24	13	31	18	19	15	18	22
Other	6	7	6	6	6	6	7	5	4	6	5	7	8	7	2	6	7
Don't know	5	4	5	6	4	8	7	4	0	4	6	9	4	5	3	4	3
How proud or embarrassed would you say you are about identifying as English?																	
Very proud	36	33	39	36	42	20	29	47	58	35	44	33	39	43	39	42	36
Fairly proud	20	21	20	21	19	25	25	15	14	20	20	16	21	15	24	21	19
TOTAL PROUD	56	54	59	57	61	45	54	62	72	55	64	49	60	58	63	63	55
Neither proud nor embarrassed	26	28	25	25	25	34	25	24	20	27	22	27	26	24	22	23	28
Fairly embarrassed	5	5	4	5	4	5	6	4	1	6	3	4	4	4	5	3	6
Very embarrassed	2	3	1	1	1	0	1	2	1	1	1	0	1	1	1	0	2
TOTAL EMBARRASSED	7	8	5	6	5	5	7	6	2	7	4	4	5	5	6	3	8
Not applicable – I do not identify as English at all	7	7	7	9	6	11	7	8	6	9	6	12	7	8	5	8	7
Don't know	3	3	4	4	3	6	7	1	0	3	5	7	3	5	3	3	2
Are you following the World Cup?																	
Yes I am	49	53	59	65	53	70	60	62	49	60	57	68	55	56	62	100	0
No I am not	49	46	39	32	45	28	36	38	50	37	40	27	43	42	37	0	100
Don't know	2	1	2	3	2	2	4	1	2	2	3	5	2	3	1	0	0
Do you think England is going to win the World Cup?																	
Yes I do	10	12	19	19	20	26	20	16	19	19	20	23	16	22	20	29	6
No I do not	63	56	46	50	43	51	53	45	35	49	42	50	45	49	45	47	46
Don't know	27	32	34	30	38	23	27	40	46	32	37	27	39	28	35	24	47