

## YouGov Survey Results

Sample Size: 1654 GB Adults  
Fieldwork: 25th - 26th January 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Country			Do you like the design of the flag of the United Kingdom?						
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Like it a lot	Like it a little	Neither like nor dislike it	Dislike it a little	Dislike it a lot	Don't know	
<b>Weighted Sample</b>	<b>1654</b>	650	706	466	387	99	159	801	853	192	706	409	347	943	711	1419	83	152	664	250	550	42	47	101
<b>Unweighted Sample</b>	1654	746	710	480	397	109	166	703	951	188	637	432	397	1018	636	1426	80	148	696	236	557	39	45	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Do you like the design of the flag of the United Kingdom?

Like it a lot	40	34	50	60	31	40	54	42	39	27	37	41	52	42	38	43	26	22	100	0	0	0	0	0
Like it a little	15	17	12	12	16	21	12	14	16	23	17	14	9	15	16	15	20	11	0	100	0	0	0	0
<b>TOTAL LIKE</b>	<b>55</b>	<b>51</b>	<b>62</b>	<b>72</b>	<b>47</b>	<b>61</b>	<b>66</b>	<b>56</b>	<b>55</b>	<b>50</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>46</b>	<b>33</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Neither like nor dislike it	33	36	32	25	42	31	23	31	35	28	34	35	34	33	33	32	39	44	0	0	100	0	0	0
Dislike it a little	3	5	1	1	3	2	2	3	2	3	4	1	1	3	1	2	4	10	0	0	0	100	0	0
Dislike it a lot	3	4	2	0	4	1	3	4	2	3	2	4	2	3	3	2	7	8	0	0	0	0	100	0
<b>TOTAL DISLIKE</b>	<b>6</b>	<b>9</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>11</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>
Don't know	6	3	3	2	5	5	6	6	6	15	6	5	2	5	8	6	5	5	0	0	0	0	0	100

### What do you consider to be the correct name for the flag of the United Kingdom?

Union Jack	49	47	50	49	46	45	52	40	57	51	51	44	47	47	51	49	49	44	51	54	49	44	38	29
Union Flag	27	32	30	32	29	31	28	34	20	21	23	32	32	29	25	27	23	32	31	24	28	37	27	3
Both are correct	16	17	15	16	18	18	13	18	13	11	17	15	16	17	13	16	12	14	16	18	17	13	9	6
Neither are correct	1	1	1	0	1	0	1	2	1	2	1	2	2	1	2	1	4	4	0	2	1	4	19	3
Don't know	7	4	5	2	6	6	6	6	8	15	8	6	3	6	9	7	11	5	2	3	6	2	7	60

### Above are two photos of the flag of the United Kingdom. One of the photos shows the flag being flown the correct way up and the other shows the flag being flown upside down. In which of the photos do you think the flag is being flown UPSIDE DOWN?

Flag A is being flown upside down	45	47	50	51	46	50	44	49	42	45	42	46	51	46	44	45	37	48	55	46	37	57	49	19
Flag B is being flown upside down	33	33	32	34	32	31	36	30	35	32	34	28	36	32	34	33	34	32	33	38	35	22	18	19
Don't know	22	20	18	15	22	19	20	21	23	23	24	26	13	22	22	22	30	20	12	16	28	22	32	62

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The flag of the United Kingdom represents elements of the English, Scottish and Northern Irish flags, but not the Welsh flag. In principle, would you support or oppose changing the United Kingdom flag to incorporate Wales in some way?

Strongly support	17	22	14	12	21	22	15	18	16	17	17	18	15	18	16	14	46	28	16	16	16	40	58	4
Somewhat support	38	44	35	37	41	39	42	37	39	39	34	38	45	37	40	39	26	39	37	50	39	49	11	15
<b>TOTAL SUPPORT</b>	<b>55</b>	<b>66</b>	<b>49</b>	<b>49</b>	<b>62</b>	<b>61</b>	<b>57</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>51</b>	<b>56</b>	<b>60</b>	<b>55</b>	<b>56</b>	<b>53</b>	<b>72</b>	<b>67</b>	<b>53</b>	<b>66</b>	<b>55</b>	<b>89</b>	<b>69</b>	<b>19</b>
Somewhat oppose	12	11	14	16	8	6	13	12	11	12	13	8	13	14	9	12	9	9	13	15	12	8	0	2
Strongly oppose	11	6	17	16	8	15	15	13	9	5	12	13	11	12	10	12	4	5	20	5	6	2	6	2
<b>TOTAL OPPOSE</b>	<b>23</b>	<b>17</b>	<b>31</b>	<b>32</b>	<b>16</b>	<b>21</b>	<b>28</b>	<b>25</b>	<b>20</b>	<b>17</b>	<b>25</b>	<b>21</b>	<b>24</b>	<b>26</b>	<b>19</b>	<b>24</b>	<b>13</b>	<b>14</b>	<b>33</b>	<b>20</b>	<b>18</b>	<b>10</b>	<b>6</b>	<b>4</b>
Don't know	22	17	20	18	23	19	15	20	24	27	24	22	16	20	25	23	16	18	14	15	27	2	26	77

If Scotland were to become an independent country, would you support or oppose changing the flag of the United Kingdom to reflect this?

Strongly support	28	26	32	30	23	26	41	35	22	19	25	32	35	29	27	26	42	37	29	22	27	65	63	12
Somewhat support	27	32	25	27	33	32	22	24	31	23	26	28	31	27	28	28	21	25	24	39	31	21	16	10
<b>TOTAL SUPPORT</b>	<b>55</b>	<b>58</b>	<b>57</b>	<b>57</b>	<b>56</b>	<b>58</b>	<b>63</b>	<b>59</b>	<b>53</b>	<b>42</b>	<b>51</b>	<b>60</b>	<b>66</b>	<b>56</b>	<b>55</b>	<b>54</b>	<b>63</b>	<b>62</b>	<b>53</b>	<b>61</b>	<b>58</b>	<b>86</b>	<b>79</b>	<b>22</b>
Somewhat oppose	14	13	14	16	12	10	11	12	15	16	15	11	13	15	11	14	10	11	17	19	11	5	0	2
Strongly oppose	10	10	13	14	10	16	11	11	10	8	11	12	9	11	10	11	8	11	19	4	6	0	2	4
<b>TOTAL OPPOSE</b>	<b>24</b>	<b>23</b>	<b>27</b>	<b>30</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>23</b>	<b>22</b>	<b>26</b>	<b>21</b>	<b>25</b>	<b>18</b>	<b>22</b>	<b>36</b>	<b>23</b>	<b>17</b>	<b>5</b>	<b>2</b>	<b>6</b>
Don't know	20	19	15	13	22	17	16	18	23	34	23	16	13	18	23	21	18	17	12	16	25	10	19	72

Do you think it should or should not be a requirement that the flag of the United Kingdom be flown from all government buildings?

Government buildings should be required to fly the flag of the United Kingdom	56	43	72	69	46	46	76	56	56	35	52	59	71	53	59	58	52	41	74	54	48	22	9	19
Government buildings should NOT be required to fly the flag of the United Kingdom	23	37	13	17	32	37	9	26	21	27	25	24	18	27	19	21	26	41	14	28	29	62	68	8
Don't know	21	20	15	14	21	17	16	18	23	38	23	17	11	20	22	21	22	19	12	18	23	16	22	73