

# YouGov / John Denham Survey Results

Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

	Vote in 2017			EU Ref 2016		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	North	
<b>Weighted Sample</b>	<b>1617</b>	<b>585</b>	<b>544</b>	<b>101</b>	<b>617</b>	<b>711</b>	<b>783</b>	<b>833</b>	<b>176</b>	<b>686</b>	<b>384</b>	<b>371</b>	<b>939</b>	<b>678</b>	<b>253</b>	<b>606</b>	<b>308</b>	<b>450</b>
<b>Unweighted Sample</b>	<b>1618</b>	<b>589</b>	<b>542</b>	<b>105</b>	<b>661</b>	<b>703</b>	<b>728</b>	<b>890</b>	<b>178</b>	<b>647</b>	<b>361</b>	<b>432</b>	<b>952</b>	<b>666</b>	<b>202</b>	<b>650</b>	<b>314</b>	<b>452</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July																	
<b>How strongly, if at all, do you identify yourself as being... English?</b>																			
Very strongly	54	58	71	47	50	41	75	56	60	51	52	58	72	53	65	51	59	59	59
Fairly strongly	26	25	21	29	27	34	17	25	24	25	28	25	18	29	19	22	25	24	27
<b>TOTAL STRONGLY</b>	<b>80</b>	<b>83</b>	<b>92</b>	<b>76</b>	<b>77</b>	<b>75</b>	<b>92</b>	<b>81</b>	<b>84</b>	<b>76</b>	<b>80</b>	<b>83</b>	<b>90</b>	<b>82</b>	<b>84</b>	<b>73</b>	<b>84</b>	<b>83</b>	<b>86</b>
Not very strongly	11	10	4	16	14	16	4	10	9	15	10	9	7	11	8	14	9	8	10
Not at all	8	7	4	7	9	8	4	7	7	6	8	8	3	7	6	13	7	7	4
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>19</b>	<b>17</b>	<b>8</b>	<b>23</b>	<b>23</b>	<b>24</b>	<b>8</b>	<b>17</b>	<b>16</b>	<b>21</b>	<b>18</b>	<b>17</b>	<b>10</b>	<b>18</b>	<b>14</b>	<b>27</b>	<b>16</b>	<b>15</b>	<b>14</b>
Don't know	1	1	0	1	0	1	0	1	1	3	1	0	0	0	2	1	1	2	1
<b>From another country inside the UK (Scottish, Welsh or from Northern Ireland)?</b>																			
Very strongly	3	3	3	3	2	4	3	4	3	1	3	5	3	3	3	1	3	5	4
Fairly strongly	4	4	4	6	4	5	4	5	4	5	5	5	3	4	4	8	4	4	3
<b>TOTAL STRONGLY</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>7</b>
Not very strongly	8	7	6	7	9	9	5	7	7	10	8	5	6	8	6	7	7	7	7
Not at all	82	83	85	84	85	81	87	82	84	81	82	83	87	83	83	83	84	80	84
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>90</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>94</b>	<b>90</b>	<b>92</b>	<b>89</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>88</b>	<b>93</b>	<b>91</b>	<b>89</b>	<b>90</b>	<b>91</b>	<b>87</b>	<b>91</b>
Don't know	3	2	1	1	0	1	1	2	3	3	3	2	2	2	4	2	3	3	2
<b>From another country outside the UK?</b>																			
Very strongly	5	3	1	5	4	5	1	3	4	6	5	3	1	3	4	7	3	3	2
Fairly strongly	6	5	3	7	3	6	3	6	3	7	7	3	2	5	5	12	4	3	4
<b>TOTAL STRONGLY</b>	<b>11</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>7</b>	<b>11</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>13</b>	<b>12</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>9</b>	<b>19</b>	<b>7</b>	<b>6</b>	<b>6</b>
Not very strongly	6	5	2	7	6	7	3	5	5	8	6	4	3	5	5	8	5	3	4
Not at all	81	85	93	81	87	81	91	84	85	78	80	89	93	85	84	71	86	89	87
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>87</b>	<b>90</b>	<b>95</b>	<b>88</b>	<b>93</b>	<b>88</b>	<b>94</b>	<b>89</b>	<b>90</b>	<b>86</b>	<b>86</b>	<b>93</b>	<b>96</b>	<b>90</b>	<b>89</b>	<b>79</b>	<b>91</b>	<b>92</b>	<b>91</b>
Don't know	3	2	2	1	0	1	1	2	2	2	2	2	2	2	3	1	2	2	3

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Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

	How strongly do you identify as English?							How strongly do you identify as British?							
	Total	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know
<b>Weighted Sample</b>	<b>1617</b>	935	404	1340	154	109	263	14	745	626	1370	160	78	238	8
<b>Unweighted Sample</b>	<b>1618</b>	919	419	1338	158	106	264	16	748	636	1384	156	68	224	10
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July														
<b>How strongly, if at all, do you identify yourself as being... English?</b>																
Very strongly	54	58	100	0	70	0	0	0	0	74	45	61	45	40	43	0
Fairly strongly	26	25	0	100	30	0	0	0	0	17	39	27	15	6	12	5
<b>TOTAL STRONGLY</b>	<b>80</b>	<b>83</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>91</b>	<b>84</b>	<b>88</b>	<b>60</b>	<b>46</b>	<b>55</b>	<b>5</b>
Not very strongly	11	10	0	0	0	100	0	59	0	5	10	8	30	4	22	0
Not at all	8	7	0	0	0	0	100	41	0	3	5	4	9	48	22	0
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>19</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>8</b>	<b>15</b>	<b>12</b>	<b>39</b>	<b>52</b>	<b>44</b>	<b>0</b>
Don't know	1	1	0	0	0	0	0	0	100	0	0	0	1	1	1	95
<b>From another country inside the UK (Scottish, Welsh or from Northern Ireland)?</b>																
Very strongly	3	3	1	2	1	2	27	12	7	3	3	3	1	9	4	0
Fairly strongly	4	4	3	5	3	8	9	8	5	5	4	5	2	4	3	0
<b>TOTAL STRONGLY</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>36</b>	<b>20</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>3</b>	<b>13</b>	<b>7</b>	<b>0</b>
Not very strongly	8	7	4	12	6	15	2	10	4	6	8	7	9	0	6	0
Not at all	82	83	89	80	87	73	62	68	36	84	82	83	86	86	86	36
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>90</b>	<b>90</b>	<b>93</b>	<b>92</b>	<b>93</b>	<b>88</b>	<b>64</b>	<b>78</b>	<b>40</b>	<b>90</b>	<b>90</b>	<b>90</b>	<b>95</b>	<b>86</b>	<b>92</b>	<b>36</b>
Don't know	3	2	2	2	2	2	1	1	48	2	2	2	2	1	1	64
<b>From another country outside the UK?</b>																
Very strongly	5	3	1	1	1	4	31	15	28	1	2	2	5	30	13	33
Fairly strongly	6	5	1	9	4	9	11	10	12	4	5	4	5	14	8	0
<b>TOTAL STRONGLY</b>	<b>11</b>	<b>8</b>	<b>2</b>	<b>10</b>	<b>5</b>	<b>13</b>	<b>42</b>	<b>25</b>	<b>40</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>44</b>	<b>21</b>	<b>33</b>
Not very strongly	6	5	2	8	4	13	6	10	0	4	6	5	9	2	7	0
Not at all	81	85	94	80	90	72	51	63	22	89	86	88	79	53	71	11
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>87</b>	<b>90</b>	<b>96</b>	<b>88</b>	<b>94</b>	<b>85</b>	<b>57</b>	<b>73</b>	<b>22</b>	<b>93</b>	<b>92</b>	<b>93</b>	<b>88</b>	<b>55</b>	<b>78</b>	<b>11</b>
Don't know	3	2	2	2	2	2	2	2	38	2	2	2	2	1	1	55

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		Which of the following best describes the way you think of yourself?								
		English not British	More English than British	TOTAL MORE ENGLISH	Equally English and British	More British than English	British not English	TOTAL MORE BRITISH	Other	Don't know
<b>Weighted Sample</b>	<b>1617</b>	302	285	586	572	200	147	347	69	41
<b>Unweighted Sample</b>	<b>1618</b>	280	292	572	583	210	142	352	67	44
		%	%	%	%	%	%	%	%	%

		9-26 March	15-16 July									
<b>How strongly, if at all, do you identify yourself as being... English?</b>												
	Very strongly	54	58	84	79	81	67	22	11	17	2	36
	Fairly strongly	26	25	15	20	17	29	45	17	33	9	25
	<b>TOTAL STRONGLY</b>	<b>80</b>	<b>83</b>	<b>99</b>	<b>99</b>	<b>98</b>	<b>96</b>	<b>67</b>	<b>28</b>	<b>50</b>	<b>11</b>	<b>61</b>
	Not very strongly	11	10	1	1	1	4	30	32	31	21	14
	Not at all	8	7	0	0	0	0	2	39	18	66	1
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>19</b>	<b>17</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>32</b>	<b>71</b>	<b>49</b>	<b>87</b>	<b>15</b>
	Don't know	1	1	0	0	0	0	2	1	1	3	23
<b>From another country inside the UK (Scottish, Welsh or from Northern Ireland)?</b>												
	Very strongly	3	3	1	0	1	1	2	18	9	17	3
	Fairly strongly	4	4	3	2	2	3	9	11	10	4	8
	<b>TOTAL STRONGLY</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>11</b>	<b>29</b>	<b>19</b>	<b>21</b>	<b>11</b>
	Not very strongly	8	7	3	6	5	6	13	10	12	10	4
	Not at all	82	83	91	90	91	88	75	59	68	64	62
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>90</b>	<b>90</b>	<b>94</b>	<b>96</b>	<b>96</b>	<b>94</b>	<b>88</b>	<b>69</b>	<b>80</b>	<b>74</b>	<b>66</b>
	Don't know	3	2	2	1	2	2	1	2	2	4	22
<b>From another country outside the UK?</b>												
	Very strongly	5	3	1	0	0	1	2	11	6	36	12
	Fairly strongly	6	5	4	2	3	3	8	9	8	19	3
	<b>TOTAL STRONGLY</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>10</b>	<b>20</b>	<b>14</b>	<b>55</b>	<b>15</b>
	Not very strongly	6	5	3	4	3	5	9	5	8	8	7
	Not at all	81	85	92	94	93	89	79	72	76	33	58
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>87</b>	<b>90</b>	<b>95</b>	<b>98</b>	<b>96</b>	<b>94</b>	<b>88</b>	<b>77</b>	<b>84</b>	<b>41</b>	<b>65</b>
	Don't know	3	2	1	1	1	2	2	2	2	3	19

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	Vote in 2017			EU Ref 2016		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	North	
<b>Weighted Sample</b>	<b>1617</b>	<b>585</b>	<b>544</b>	<b>101</b>	<b>617</b>	<b>711</b>	<b>783</b>	<b>833</b>	<b>176</b>	<b>686</b>	<b>384</b>	<b>371</b>	<b>939</b>	<b>678</b>	<b>253</b>	<b>606</b>	<b>308</b>	<b>450</b>
<b>Unweighted Sample</b>	<b>1618</b>	<b>589</b>	<b>542</b>	<b>105</b>	<b>661</b>	<b>703</b>	<b>728</b>	<b>890</b>	<b>178</b>	<b>647</b>	<b>361</b>	<b>432</b>	<b>952</b>	<b>666</b>	<b>202</b>	<b>650</b>	<b>314</b>	<b>452</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		9-26 March	15-16 July																	
<b>European?</b>	Very strongly	9	9	3	15	19	20	1	9	10	12	11	9	6	12	6	14	10	7	9
	Fairly strongly	17	17	9	27	25	32	4	20	15	26	22	14	8	20	14	21	17	14	18
	<b>TOTAL STRONGLY</b>	<b>26</b>	<b>26</b>	<b>12</b>	<b>42</b>	<b>44</b>	<b>52</b>	<b>5</b>	<b>29</b>	<b>25</b>	<b>38</b>	<b>33</b>	<b>23</b>	<b>14</b>	<b>32</b>	<b>20</b>	<b>35</b>	<b>27</b>	<b>21</b>	<b>27</b>
	Not very strongly	24	23	24	22	24	23	22	25	20	26	24	20	21	25	20	21	24	23	22
	Not at all	47	48	63	35	31	24	72	43	52	28	40	55	64	42	55	41	48	54	47
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>71</b>	<b>71</b>	<b>87</b>	<b>57</b>	<b>55</b>	<b>47</b>	<b>94</b>	<b>68</b>	<b>72</b>	<b>54</b>	<b>64</b>	<b>75</b>	<b>85</b>	<b>67</b>	<b>75</b>	<b>62</b>	<b>72</b>	<b>77</b>	<b>69</b>
	Don't know	3	3	1	2	0	2	1	2	3	7	3	2	1	1	5	2	2	2	4
<b>From a region or part of England?</b>	Very strongly	21	20	17	23	17	17	22	21	19	26	18	19	21	18	21	14	14	18	31
	Fairly strongly	31	33	33	36	29	34	32	33	33	35	35	31	29	33	32	34	30	29	39
	<b>TOTAL STRONGLY</b>	<b>52</b>	<b>53</b>	<b>50</b>	<b>59</b>	<b>46</b>	<b>51</b>	<b>54</b>	<b>54</b>	<b>52</b>	<b>61</b>	<b>53</b>	<b>50</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>48</b>	<b>44</b>	<b>47</b>	<b>70</b>
	Not very strongly	20	20	24	18	18	24	18	23	17	18	20	20	21	22	17	17	26	21	13
	Not at all	26	26	24	21	34	24	26	22	29	17	25	28	29	25	27	34	28	31	14
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>46</b>	<b>46</b>	<b>48</b>	<b>39</b>	<b>52</b>	<b>48</b>	<b>44</b>	<b>45</b>	<b>46</b>	<b>35</b>	<b>45</b>	<b>48</b>	<b>50</b>	<b>47</b>	<b>44</b>	<b>51</b>	<b>54</b>	<b>52</b>	<b>27</b>
	Don't know	3	2	1	1	1	1	1	1	3	4	2	2	1	1	3	1	2	2	3
<b>From a county in England?</b>	Very strongly	21	20	20	20	16	15	24	21	19	27	17	19	24	18	23	10	17	21	30
	Fairly strongly	27	27	30	28	25	28	29	27	28	29	28	25	28	29	26	22	26	25	33
	<b>TOTAL STRONGLY</b>	<b>48</b>	<b>47</b>	<b>50</b>	<b>48</b>	<b>41</b>	<b>43</b>	<b>53</b>	<b>48</b>	<b>47</b>	<b>56</b>	<b>45</b>	<b>44</b>	<b>52</b>	<b>47</b>	<b>49</b>	<b>32</b>	<b>43</b>	<b>46</b>	<b>63</b>
	Not very strongly	23	24	25	25	23	28	21	27	21	23	25	25	20	26	21	23	28	23	19
	Not at all	26	27	23	26	35	27	25	23	30	16	27	29	27	26	27	44	27	27	16
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>49</b>	<b>51</b>	<b>48</b>	<b>51</b>	<b>58</b>	<b>55</b>	<b>46</b>	<b>50</b>	<b>51</b>	<b>39</b>	<b>52</b>	<b>54</b>	<b>47</b>	<b>52</b>	<b>48</b>	<b>67</b>	<b>55</b>	<b>50</b>	<b>35</b>
	Don't know	3	2	1	1	2	1	1	2	2	4	2	2	1	1	3	2	2	3	3
<b>From a particular village, town or city in England?</b>	Very strongly	21	21	19	24	14	17	23	22	20	26	19	19	23	18	24	20	18	20	26
	Fairly strongly	28	28	28	33	24	31	27	28	28	35	30	26	24	29	28	28	25	30	32
	<b>TOTAL STRONGLY</b>	<b>49</b>	<b>49</b>	<b>47</b>	<b>57</b>	<b>38</b>	<b>48</b>	<b>50</b>	<b>50</b>	<b>48</b>	<b>61</b>	<b>49</b>	<b>45</b>	<b>47</b>	<b>47</b>	<b>52</b>	<b>48</b>	<b>43</b>	<b>50</b>	<b>58</b>
	Not very strongly	24	25	28	24	29	30	24	28	23	20	27	24	26	28	22	18	29	23	26
	Not at all	24	24	24	19	31	22	25	20	28	16	22	29	26	24	24	33	26	26	15
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>48</b>	<b>49</b>	<b>52</b>	<b>43</b>	<b>60</b>	<b>52</b>	<b>49</b>	<b>48</b>	<b>51</b>	<b>36</b>	<b>49</b>	<b>53</b>	<b>52</b>	<b>52</b>	<b>46</b>	<b>51</b>	<b>55</b>	<b>49</b>	<b>41</b>
	Don't know	2	2	1	0	1	1	1	2	2	2	2	1	1	1	3	1	2	2	2

Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

	How strongly do you identify as English?							How strongly do you identify as British?							
	Total	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know
<b>Weighted Sample</b>	<b>1617</b>	935	404	1340	154	109	263	14	745	626	1370	160	78	238	8
<b>Unweighted Sample</b>	<b>1618</b>	919	419	1338	158	106	264	16	748	636	1384	156	68	224	10
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		9-26 March	15-16 July														
<b>European?</b>	Very strongly	9	9	6	9	7	22	25	24	0	10	8	9	9	22	14	0
	Fairly strongly	17	17	12	26	17	28	14	22	15	20	18	19	14	5	11	6
	<b>TOTAL STRONGLY</b>	<b>26</b>	<b>26</b>	<b>18</b>	<b>35</b>	<b>24</b>	<b>50</b>	<b>39</b>	<b>46</b>	<b>15</b>	<b>30</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>27</b>	<b>25</b>	<b>6</b>
	Not very strongly	24	23	20	28	23	29	19	25	5	20	28	23	23	12	20	0
	Not at all	47	48	59	34	52	20	41	29	28	48	45	46	53	60	55	29
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>71</b>	<b>71</b>	<b>79</b>	<b>62</b>	<b>75</b>	<b>49</b>	<b>60</b>	<b>54</b>	<b>33</b>	<b>68</b>	<b>73</b>	<b>69</b>	<b>76</b>	<b>72</b>	<b>75</b>	<b>29</b>
	Don't know	3	3	2	3	2	1	1	1	51	3	2	3	1	0	1	64
<b>From a region or part of England?</b>	Very strongly	21	20	27	11	22	7	9	8	12	26	15	21	9	18	12	6
	Fairly strongly	31	33	34	39	35	29	11	22	12	34	36	35	31	5	23	5
	<b>TOTAL STRONGLY</b>	<b>52</b>	<b>53</b>	<b>61</b>	<b>50</b>	<b>57</b>	<b>36</b>	<b>20</b>	<b>30</b>	<b>24</b>	<b>60</b>	<b>51</b>	<b>56</b>	<b>40</b>	<b>23</b>	<b>35</b>	<b>11</b>
	Not very strongly	20	20	15	28	19	35	12	26	5	17	24	20	29	4	21	0
	Not at all	26	26	22	20	22	29	67	45	24	20	25	22	30	71	44	24
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>46</b>	<b>46</b>	<b>37</b>	<b>48</b>	<b>41</b>	<b>64</b>	<b>79</b>	<b>71</b>	<b>29</b>	<b>37</b>	<b>49</b>	<b>42</b>	<b>59</b>	<b>75</b>	<b>65</b>	<b>24</b>
	Don't know	3	2	2	2	2	0	1	1	47	3	1	2	0	1	0	64
<b>From a county in England?</b>	Very strongly	21	20	29	9	23	7	8	7	12	27	14	21	13	17	14	6
	Fairly strongly	27	27	29	34	31	17	6	12	12	28	32	30	18	10	15	0
	<b>TOTAL STRONGLY</b>	<b>48</b>	<b>47</b>	<b>58</b>	<b>43</b>	<b>54</b>	<b>24</b>	<b>14</b>	<b>19</b>	<b>24</b>	<b>55</b>	<b>46</b>	<b>51</b>	<b>31</b>	<b>27</b>	<b>29</b>	<b>6</b>
	Not very strongly	23	24	19	32	23	42	8	28	5	21	27	24	35	5	25	0
	Not at all	26	27	21	23	22	33	78	52	27	22	25	23	34	69	45	29
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>49</b>	<b>51</b>	<b>40</b>	<b>55</b>	<b>45</b>	<b>75</b>	<b>86</b>	<b>80</b>	<b>32</b>	<b>43</b>	<b>52</b>	<b>47</b>	<b>69</b>	<b>74</b>	<b>70</b>	<b>29</b>
	Don't know	3	2	2	2	2	1	1	1	44	3	1	2	1	0	0	64
<b>From a particular village, town or city in England?</b>	Very strongly	21	21	27	12	23	11	10	11	14	28	14	21	15	23	18	6
	Fairly strongly	28	28	28	36	30	25	11	19	15	28	33	30	21	9	17	5
	<b>TOTAL STRONGLY</b>	<b>49</b>	<b>49</b>	<b>55</b>	<b>48</b>	<b>53</b>	<b>36</b>	<b>21</b>	<b>30</b>	<b>29</b>	<b>56</b>	<b>47</b>	<b>51</b>	<b>36</b>	<b>32</b>	<b>35</b>	<b>11</b>
	Not very strongly	24	25	24	29	25	38	12	27	0	23	29	26	33	7	24	0
	Not at all	24	24	20	22	20	26	65	42	27	19	24	21	31	59	40	24
	<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>48</b>	<b>49</b>	<b>44</b>	<b>51</b>	<b>45</b>	<b>64</b>	<b>77</b>	<b>69</b>	<b>27</b>	<b>42</b>	<b>53</b>	<b>47</b>	<b>64</b>	<b>66</b>	<b>64</b>	<b>24</b>
	Don't know	2	2	1	1	1	0	3	1	44	2	1	1	0	2	1	64

Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

		Which of the following best describes the way you think of yourself?								
Total	English not British	More English than British	TOTAL MORE ENGLISH	Equally English and British	More British than English	British not English	TOTAL MORE BRITISH	Other	Don't know	
<b>Weighted Sample</b>	<b>1617</b>	302	285	586	572	200	147	347	69	41
<b>Unweighted Sample</b>	<b>1618</b>	280	292	572	583	210	142	352	67	44
	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July									
<b>European?</b>											
Very strongly	9	9	3	4	3	9	14	19	16	38	5
Fairly strongly	17	17	7	11	9	21	29	24	27	14	21
<b>TOTAL STRONGLY</b>	<b>26</b>	<b>26</b>	<b>10</b>	<b>15</b>	<b>12</b>	<b>30</b>	<b>43</b>	<b>43</b>	<b>43</b>	<b>52</b>	<b>26</b>
Not very strongly	24	23	13	33	23	23	28	15	23	23	13
Not at all	47	48	76	51	64	44	26	39	31	22	44
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>71</b>	<b>71</b>	<b>89</b>	<b>84</b>	<b>87</b>	<b>67</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>45</b>	<b>57</b>
Don't know	3	3	1	0	1	4	2	4	3	3	16
<b>From a region or part of England?</b>											
Very strongly	21	20	22	21	21	24	10	16	13	8	14
Fairly strongly	31	33	32	40	36	35	33	21	28	16	20
<b>TOTAL STRONGLY</b>	<b>52</b>	<b>53</b>	<b>54</b>	<b>61</b>	<b>57</b>	<b>59</b>	<b>43</b>	<b>37</b>	<b>41</b>	<b>24</b>	<b>34</b>
Not very strongly	20	20	18	20	19	19	33	14	25	15	18
Not at all	26	26	28	18	23	19	22	47	32	58	32
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>46</b>	<b>46</b>	<b>46</b>	<b>38</b>	<b>42</b>	<b>38</b>	<b>55</b>	<b>61</b>	<b>57</b>	<b>73</b>	<b>50</b>
Don't know	3	2	1	1	1	2	2	2	2	3	16
<b>From a county in England?</b>											
Very strongly	21	20	26	20	23	25	6	12	9	10	20
Fairly strongly	27	27	25	38	31	30	30	11	22	10	16
<b>TOTAL STRONGLY</b>	<b>48</b>	<b>47</b>	<b>51</b>	<b>58</b>	<b>54</b>	<b>55</b>	<b>36</b>	<b>23</b>	<b>31</b>	<b>20</b>	<b>36</b>
Not very strongly	23	24	22	24	23	22	36	20	30	17	19
Not at all	26	27	26	18	22	21	26	54	38	60	29
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>49</b>	<b>51</b>	<b>48</b>	<b>42</b>	<b>45</b>	<b>43</b>	<b>62</b>	<b>74</b>	<b>68</b>	<b>77</b>	<b>48</b>
Don't know	3	2	0	1	1	2	2	3	2	3	16
<b>From a particular village, town or city in England?</b>											
Very strongly	21	21	27	19	23	24	13	17	15	9	15
Fairly strongly	28	28	21	35	28	33	30	17	25	18	21
<b>TOTAL STRONGLY</b>	<b>49</b>	<b>49</b>	<b>48</b>	<b>54</b>	<b>51</b>	<b>57</b>	<b>43</b>	<b>34</b>	<b>40</b>	<b>27</b>	<b>36</b>
Not very strongly	24	25	27	26	26	24	38	17	29	17	17
Not at all	24	24	25	20	22	18	18	47	31	50	30
<b>TOTAL NOT VERY STRONGLY/ NOT AT ALL</b>	<b>48</b>	<b>49</b>	<b>52</b>	<b>46</b>	<b>48</b>	<b>42</b>	<b>56</b>	<b>64</b>	<b>60</b>	<b>67</b>	<b>47</b>
Don't know	2	2	0	1	1	2	1	1	1	6	16

Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

	Vote in 2017			EU Ref 2016		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	North
<b>Weighted Sample</b>	<b>1617</b>	585	544	101	617	711	783	833	176	686	384	371	939	678	253	606	308	450
<b>Unweighted Sample</b>	<b>1618</b>	589	542	105	661	703	728	890	178	647	361	432	952	666	202	650	314	452
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July																	
<b>Which of the following best describes the way you think of yourself?</b>																			
English not British	16	19	25	11	10	9	28	23	14	12	15	22	25	16	22	19	19	21	16
More English than British	18	17	24	13	18	15	23	18	17	13	16	21	19	19	16	13	18	18	19
<b>TOTAL MORE ENGLISH</b>	<b>34</b>	<b>36</b>	<b>49</b>	<b>24</b>	<b>28</b>	<b>24</b>	<b>51</b>	<b>41</b>	<b>31</b>	<b>25</b>	<b>31</b>	<b>43</b>	<b>44</b>	<b>35</b>	<b>38</b>	<b>32</b>	<b>37</b>	<b>39</b>	<b>35</b>
Equally English and British	34	35	33	39	38	37	32	30	41	41	36	30	36	34	37	28	36	35	39
More British than English	14	12	10	18	15	19	9	13	12	16	13	11	10	16	8	12	13	8	14
British not English	8	9	6	13	10	13	6	9	9	8	9	11	6	9	9	15	8	10	6
<b>TOTAL MORE BRITISH</b>	<b>22</b>	<b>21</b>	<b>16</b>	<b>31</b>	<b>25</b>	<b>32</b>	<b>15</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>16</b>	<b>25</b>	<b>17</b>	<b>27</b>	<b>21</b>	<b>18</b>	<b>20</b>
Other	6	4	1	3	5	5	2	4	4	3	6	4	2	5	3	9	4	3	3
Don't know	4	3	1	2	4	2	1	2	3	6	4	1	1	1	5	3	2	4	2
<b>How proud or embarrassed would you say you are about identifying as English?</b>																			
Very proud	36	40	56	31	31	27	57	40	40	27	31	45	59	37	45	34	40	42	43
Fairly proud	21	21	22	20	25	22	21	23	20	25	24	20	17	24	19	22	23	20	20
<b>TOTAL PROUD</b>	<b>57</b>	<b>61</b>	<b>78</b>	<b>51</b>	<b>56</b>	<b>49</b>	<b>78</b>	<b>63</b>	<b>60</b>	<b>52</b>	<b>55</b>	<b>65</b>	<b>76</b>	<b>61</b>	<b>64</b>	<b>56</b>	<b>63</b>	<b>62</b>	<b>63</b>
Neither proud nor embarrassed	27	25	16	33	25	33	16	23	26	27	28	22	18	27	21	25	24	23	25
Fairly embarrassed	5	5	1	7	9	8	1	5	5	8	6	3	2	5	4	3	4	4	7
Very embarrassed	2	1	1	2	4	3	0	2	1	1	1	2	1	1	2	2	2	1	1
<b>TOTAL EMBARRASSED</b>	<b>7</b>	<b>6</b>	<b>2</b>	<b>9</b>	<b>13</b>	<b>11</b>	<b>1</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>8</b>
Not applicable – I do not identify as English at all	7	6	3	6	6	6	3	7	5	7	7	7	3	6	7	12	5	7	3
Don't know	2	2	0	1	0	1	1	1	2	5	2	0	1	0	3	2	2	2	1
<b>Thinking about England, which of the following best reflects your view?</b>																			
England was better in the past	49	48	57	35	51	34	63	51	45	22	46	49	65	45	52	44	49	50	48
England is at its best right now	5	4	4	5	4	6	3	4	4	6	4	3	5	5	4	4	5	3	4
England's best years are still in the future	17	20	18	25	16	24	14	22	18	33	20	22	11	23	16	25	19	18	19
Not sure	29	28	21	34	30	36	19	23	32	38	30	26	19	27	28	27	26	30	29

Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

	How strongly do you identify as English?							How strongly do you identify as British?							
	Total	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know	Very strongly	Fairly strongly	TOTAL STRONGLY	Not very strongly	Not at all	TOTAL NOT STRONGLY	Don't know
<b>Weighted Sample</b>	<b>1617</b>	935	404	1340	154	109	263	14	745	626	1370	160	78	238	8
<b>Unweighted Sample</b>	<b>1618</b>	919	419	1338	158	106	264	16	748	636	1384	156	68	224	10
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July														
<b>Which of the following best describes the way you think of yourself?</b>																
English not British	16	19	27	11	22	3	0	1	0	8	21	14	49	46	48	5
More English than British	18	17	24	14	21	2	0	1	0	12	28	19	12	2	8	0
<b>TOTAL MORE ENGLISH</b>	<b>34</b>	<b>36</b>	<b>51</b>	<b>25</b>	<b>43</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>20</b>	<b>49</b>	<b>33</b>	<b>61</b>	<b>48</b>	<b>56</b>	<b>5</b>
Equally English and British	34	35	41	42	41	14	1	9	0	53	27	41	10	0	7	0
More British than English	14	12	5	22	10	38	4	24	19	16	11	14	7	0	4	0
British not English	8	9	2	6	3	30	52	39	7	9	10	9	12	1	8	0
<b>TOTAL MORE BRITISH</b>	<b>22</b>	<b>21</b>	<b>7</b>	<b>28</b>	<b>13</b>	<b>68</b>	<b>56</b>	<b>63</b>	<b>26</b>	<b>25</b>	<b>21</b>	<b>23</b>	<b>19</b>	<b>1</b>	<b>12</b>	<b>0</b>
Other	6	4	0	1	1	9	42	23	13	1	2	1	7	50	21	18
Don't know	4	3	2	3	2	4	1	3	62	2	2	2	4	2	3	77
<b>How proud or embarrassed would you say you are about identifying as English?</b>																
Very proud	36	40	63	14	48	3	2	2	3	51	32	42	29	35	31	0
Fairly proud	21	21	22	33	25	4	1	3	6	21	26	23	16	4	12	9
<b>TOTAL PROUD</b>	<b>57</b>	<b>61</b>	<b>85</b>	<b>47</b>	<b>73</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>9</b>	<b>72</b>	<b>58</b>	<b>65</b>	<b>45</b>	<b>39</b>	<b>43</b>	<b>9</b>
Neither proud nor embarrassed	27	25	13	42	21	60	13	41	23	20	31	25	28	15	24	16
Fairly embarrassed	5	5	1	7	3	19	4	13	7	3	5	4	11	0	8	0
Very embarrassed	2	1	0	2	1	4	6	5	0	0	1	1	5	6	6	0
<b>TOTAL EMBARRASSED</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>23</b>	<b>10</b>	<b>18</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>6</b>	<b>14</b>	<b>0</b>
Not applicable – I do not identify as English at all	7	6	0	0	0	9	71	34	24	3	5	4	9	35	17	24
Don't know	2	2	1	2	1	1	4	2	37	1	1	1	1	5	2	51
<b>Thinking about England, which of the following best reflects your view?</b>																
England was better in the past	49	48	57	40	52	31	37	33	14	45	52	48	53	48	51	0
England is at its best right now	5	4	5	5	5	3	3	3	3	6	3	4	3	4	4	0
England's best years are still in the future	17	20	17	24	19	26	23	25	0	21	19	20	18	23	20	0
Not sure	29	28	22	31	25	40	37	39	83	29	26	27	26	25	26	100



Sample Size: 1640 English Adults  
Fieldwork: 15th - 16th July 2018

		Which of the following best describes the way you think of yourself?								
Total	English not British	More English than British	TOTAL MORE ENGLISH	Equally English and British	More British than English	British not English	TOTAL MORE BRITISH	Other	Don't know	
<b>Weighted Sample</b>	<b>1617</b>	302	285	586	572	200	147	347	69	41
<b>Unweighted Sample</b>	<b>1618</b>	280	292	572	583	210	142	352	67	44
	%	%	%	%	%	%	%	%	%	%

	9-26 March	15-16 July									
<b>Which of the following best describes the way you think of yourself?</b>											
English not British	16	19	100	0	51	0	0	0	0	0	0
More English than British	18	17	0	100	49	0	0	0	0	0	0
<b>TOTAL MORE ENGLISH</b>	<b>34</b>	<b>36</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Equally English and British	34	35	0	0	0	100	0	0	0	0	0
More British than English	14	12	0	0	0	0	100	0	58	0	0
British not English	8	9	0	0	0	0	0	100	42	0	0
<b>TOTAL MORE BRITISH</b>	<b>22</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>
Other	6	4	0	0	0	0	0	0	0	100	0
Don't know	4	3	0	0	0	0	0	0	0	0	100
<b>How proud or embarrassed would you say you are about identifying as English?</b>											
Very proud	36	40	63	48	56	48	17	7	13	4	17
Fairly proud	21	21	19	34	26	21	26	6	18	6	15
<b>TOTAL PROUD</b>	<b>57</b>	<b>61</b>	<b>82</b>	<b>82</b>	<b>82</b>	<b>69</b>	<b>43</b>	<b>13</b>	<b>31</b>	<b>10</b>	<b>32</b>
Neither proud nor embarrassed	27	25	13	15	14	27	42	35	39	22	20
Fairly embarrassed	5	5	3	2	2	3	13	10	12	4	5
Very embarrassed	2	1	2	0	1	1	1	5	2	6	2
<b>TOTAL EMBARRASSED</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>10</b>	<b>7</b>
Not applicable – I do not identify as English at all	7	6	0	0	0	0	1	35	16	54	6
Don't know	2	2	1	0	1	0	0	1	0	4	35
<b>Thinking about England, which of the following best reflects your view?</b>											
England was better in the past	49	48	73	57	65	42	36	40	37	27	22
England is at its best right now	5	4	3	5	4	5	4	4	4	4	1
England's best years are still in the future	17	20	11	15	13	23	27	23	25	26	8
Not sure	29	28	13	23	18	30	33	34	34	43	68