

## YouGov / ITV News Central Survey Results

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	BAME
<b>Weighted Sample</b>	<b>2054</b>	811	668	80	688	996	1009	1045	253	815	491	495	1227	827	1944	96
<b>Unweighted Sample</b>	<b>2054</b>	919	771	94	785	1108	909	1145	129	847	518	560	1314	740	1963	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which of the following best describes the way you think of yourself?

English not British	20	25	12	5	7	28	22	17	17	15	25	24	17	24	20	8
More English than British	13	18	12	9	10	17	13	13	6	12	13	19	14	12	14	1
<b>TOTAL MORE ENGLISH</b>	<b>33</b>	<b>43</b>	<b>24</b>	<b>14</b>	<b>17</b>	<b>45</b>	<b>35</b>	<b>30</b>	<b>23</b>	<b>27</b>	<b>38</b>	<b>43</b>	<b>31</b>	<b>36</b>	<b>34</b>	<b>9</b>
Equally English and British	38	39	40	45	39	40	34	43	37	41	36	38	37	40	39	31
More British than English	9	8	10	13	13	5	10	8	10	10	7	7	10	7	8	19
British not English	9	6	12	13	16	6	8	10	9	10	11	5	10	7	8	21
<b>TOTAL MORE BRITISH</b>	<b>18</b>	<b>14</b>	<b>22</b>	<b>26</b>	<b>29</b>	<b>11</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>18</b>	<b>12</b>	<b>20</b>	<b>14</b>	<b>16</b>	<b>40</b>
Other	5	2	8	13	9	2	6	5	2	6	6	5	6	4	5	5
Don't know	6	1	6	3	5	1	7	5	20	7	2	1	6	6	5	15

### You said you identified as [answer]. Why is that?

I was born there	24	32	21	14	16	32	23	24	8	18	29	35	22	25	24	11
Because I am/It's how I feel	12	13	13	12	13	14	12	11	7	10	16	14	12	12	12	9
I live there	10	10	10	12	10	10	10	10	13	10	11	8	11	9	10	10
I am both English and British	6	6	7	5	7	6	6	6	4	6	7	5	5	6	5	11
Support towards the union	6	8	5	10	9	5	8	4	3	6	7	6	7	4	6	0
Ancestors/Generations from there	4	5	5	4	6	4	5	4	5	3	5	6	5	3	4	5
Proud of where I'm from	3	5	3	2	3	5	3	4	0	3	5	4	3	3	4	0
Dislike of Union/Other home nations supporting independence	2	3	1	0	1	3	2	2	2	1	2	3	2	2	2	2
Consider myself a citizen of Europe	1	0	3	8	4	0	2	1	1	2	2	1	2	1	2	1
English has connotations of racism/nationalism	1	0	1	4	2	0	1	1	0	2	1	0	1	0	1	2
Other	7	7	8	7	8	7	8	7	6	8	6	8	8	6	8	3
Don't know	25	20	24	26	24	23	22	29	34	33	16	18	22	30	25	33
N/A	6	2	6	3	5	2	7	6	21	7	2	2	6	6	5	15

## YouGov / ITV News Central Survey Results

Sample Size: 2054 Adults in ITV News Central Region

Fieldwork: 23rd - 29th October 2019

	Region		Which of the following best describes the way you think of yourself?									
	Total	West Midlands	East Midlands	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>2054</b>	1141	913	402	266	668	790	179	185	365	110	122
<b>Unweighted Sample</b>	<b>2054</b>	1096	958	364	280	644	827	189	211	400	114	69
	%	%	%	%	%	%	%	%	%	%	%	%

### Which of the following best describes the way you think of yourself?

English not British	20	19	20	100	0	60	0	0	0	0	0	0
More English than British	13	13	12	0	100	40	0	0	0	0	0	0
<b>TOTAL MORE ENGLISH</b>	<b>33</b>	<b>32</b>	<b>32</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	38	37	41	0	0	0	100	0	0	0	0	0
More British than English	9	9	8	0	0	0	0	100	0	49	0	0
British not English	9	9	9	0	0	0	0	0	100	51	0	0
<b>TOTAL MORE BRITISH</b>	<b>18</b>	<b>18</b>	<b>17</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	5	6	4	0	0	0	0	0	0	0	100	0
Don't know	6	6	5	0	0	0	0	0	0	0	0	100

### You said you identified as [answer]. Why is that?

I was born there	24	24	23	43	38	41	15	13	15	14	36	0
Because I am/It's how I feel	12	10	13	12	12	12	12	8	20	14	13	0
I live there	10	11	9	11	15	13	8	13	10	11	17	0
I am both English and British	6	6	6	1	1	1	13	1	2	2	1	0
Support towards the union	6	5	7	1	2	1	7	13	16	14	8	0
Ancestors/Generations from there	4	5	3	2	5	3	2	10	13	12	8	0
Proud of where I'm from	3	3	4	5	3	5	4	2	2	2	2	0
Dislike of Union/Other home nations supporting independence	2	2	2	4	6	4	1	0	0	0	1	0
Consider myself a citizen of Europe	1	1	2	0	0	0	0	1	1	1	21	0
English has connotations of racism/nationalism	1	1	1	0	0	0	0	5	3	4	2	0
Other	7	8	7	7	7	7	7	11	9	10	9	0
Don't know	25	25	25	22	21	22	36	30	22	26	0	0
N/A	6	7	6	0	0	0	0	0	0	0	1	100

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Fieldwork: 23rd - 29th October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	BAME
<b>Weighted Sample</b>	<b>2054</b>	811	668	80	688	996	1009	1045	253	815	491	495	1227	827	1944	96
<b>Unweighted Sample</b>	<b>2054</b>	919	771	94	785	1108	909	1145	129	847	518	560	1314	740	1963	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**EXCLUDING DON'T KNOWS**

I was born there	34	40	30	20	23	42	32	37	19	30	36	43	32	39	35	22
Because I am/It's how I feel	17	17	18	17	18	18	17	17	15	16	20	17	16	18	17	17
I live there	15	13	15	17	14	13	14	15	29	16	14	9	15	14	14	19
Support towards the union	9	10	8	15	13	7	12	6	7	10	9	8	10	6	9	1
I am both English and British	8	8	10	7	9	8	8	8	8	10	8	6	8	10	8	22
Ancestors/Generations from there	6	6	8	5	8	5	6	7	11	5	6	7	8	5	6	9
Proud of where I'm from	5	6	4	3	4	6	4	6	0	5	6	6	5	5	5	0
Dislike of Union/Other home nations supporting independence	3	4	1	0	2	3	3	3	3	2	2	4	2	3	2	4
Consider myself a citizen of Europe	2	0	4	11	5	0	2	2	2	3	3	1	3	1	2	1
English has connotations of racism/nationalism	1	0	2	6	3	0	2	1	1	2	1	0	2	0	1	3
Other	11	9	12	11	12	9	11	11	12	14	8	10	11	10	11	7

**And, how strongly, if at all, do you identify as [answer]?**

[Not asked to those who said they didn't know what they identified as; n=1985]

Very strongly	41	51	33	36	32	53	42	41	19	34	54	51	40	43	42	28
Fairly strongly	42	40	42	48	44	36	43	41	57	45	33	39	41	42	41	52
<b>TOTAL STRONGLY</b>	<b>83</b>	<b>91</b>	<b>75</b>	<b>84</b>	<b>76</b>	<b>89</b>	<b>85</b>	<b>82</b>	<b>76</b>	<b>79</b>	<b>87</b>	<b>90</b>	<b>81</b>	<b>85</b>	<b>83</b>	<b>80</b>
Not very strongly	11	6	17	9	18	7	11	11	17	13	9	8	13	8	11	13
Not at all strongly	2	1	3	6	3	2	2	2	3	3	1	1	2	2	2	4
<b>TOTAL NOT STRONGLY</b>	<b>13</b>	<b>7</b>	<b>20</b>	<b>15</b>	<b>21</b>	<b>9</b>	<b>13</b>	<b>13</b>	<b>20</b>	<b>16</b>	<b>10</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>13</b>	<b>17</b>
Don't know	3	2	5	1	3	2	2	5	4	5	3	1	3	5	4	2

**Over the past 5 years, would you say your sense of identity as [answer] has got stronger or weaker?**

[Not asked to those who said they didn't know what they identified as; n=1985]

Got weaker	18	24	14	23	14	22	22	15	15	14	21	25	19	17	19	13
Got stronger	11	7	14	12	13	9	11	10	13	11	11	9	10	12	11	17
Remained the same - it was strong and still is	56	61	52	42	54	59	55	57	50	54	57	61	56	56	56	57
Remained the same - it was weak and still is	6	4	11	12	11	4	7	6	11	8	6	3	8	4	6	8
Don't know	8	4	9	12	9	5	5	12	11	13	6	2	7	11	9	5

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	Region			Which of the following best describes the way you think of yourself?								
	Total	West Midlands	East Midlands	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>2054</b>	1141	913	402	266	668	790	179	185	365	110	122
<b>Unweighted Sample</b>	<b>2054</b>	1096	958	364	280	644	827	189	211	400	114	69
	%	%	%	%	%	%	%	%	%	%	%	%

**EXCLUDING DON'T KNOWS**

I was born there	34	35	34	54	48	52	24	19	19	19	37	0
Because I am/It's how I feel	17	15	19	15	15	15	19	12	26	19	13	0
I live there	15	16	13	14	19	16	12	18	13	15	17	0
Support towards the union	9	8	10	1	3	2	11	18	20	19	8	0
I am both English and British	8	8	8	1	1	1	21	2	3	2	1	0
Ancestors/Generations from there	6	8	5	3	6	4	4	15	16	16	8	0
Proud of where I'm from	5	4	6	7	4	6	6	2	3	2	2	0
Dislike of Union/Other home nations supporting independence	3	3	2	5	7	6	1	0	0	0	1	0
Consider myself a citizen of Europe	2	2	3	0	0	0	0	1	2	1	21	0
English has connotations of racism/nationalism	1	1	2	0	0	0	0	7	4	5	2	0
Other	11	12	10	10	9	9	11	16	12	14	9	0

**And, how strongly, if at all, do you identify as [answer]?**

[Not asked to those who said they didn't know what they identified as; n=1985]

Very strongly	41	40	43	62	41	53	31	31	36	33	73	0
Fairly strongly	42	44	39	33	46	38	44	56	40	48	23	0
<b>TOTAL STRONGLY</b>	<b>83</b>	<b>84</b>	<b>82</b>	<b>95</b>	<b>87</b>	<b>91</b>	<b>75</b>	<b>87</b>	<b>76</b>	<b>81</b>	<b>96</b>	<b>0</b>
Not very strongly	11	11	11	4	9	6	16	7	20	14	3	0
Not at all strongly	2	2	2	0	2	1	3	4	4	4	0	0
<b>TOTAL NOT STRONGLY</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>4</b>	<b>11</b>	<b>7</b>	<b>19</b>	<b>11</b>	<b>24</b>	<b>18</b>	<b>3</b>	<b>0</b>
Don't know	3	3	4	1	3	2	6	2	0	1	1	0

**Over the past 5 years, would you say your sense of identity as [answer] has got stronger or weaker?**

[Not asked to those who said they didn't know what they identified as; n=1985]

Got weaker	18	17	19	30	25	28	10	12	9	11	47	0
Got stronger	11	11	11	7	13	9	10	16	19	17	6	0
Remained the same - it was strong and still is	56	56	56	56	49	53	61	58	50	54	44	0
Remained the same - it was weak and still is	6	6	6	3	5	4	7	7	16	12	0	0
Don't know	8	10	7	5	8	6	12	7	6	7	3	0

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Ethnicity		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	BAME	
<b>Weighted Sample</b>	<b>2054</b>	<b>811</b>	<b>668</b>	<b>80</b>	<b>688</b>	<b>996</b>	<b>1009</b>	<b>1045</b>	<b>253</b>	<b>815</b>	<b>491</b>	<b>495</b>	<b>1227</b>	<b>827</b>	<b>1944</b>	<b>96</b>
<b>Unweighted Sample</b>	<b>2054</b>	<b>919</b>	<b>771</b>	<b>94</b>	<b>785</b>	<b>1108</b>	<b>909</b>	<b>1145</b>	<b>129</b>	<b>847</b>	<b>518</b>	<b>560</b>	<b>1314</b>	<b>740</b>	<b>1963</b>	<b>81</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**You said your sense of identity has [answer]. Why is that?**

There's been no change/Nothing has led it to change	<b>27</b>	29	26	27	26	30	24	31	17	31	23	29	29	23	27	28
Because it has/It's how I feel	<b>18</b>	18	19	10	18	19	17	19	15	14	23	18	15	22	18	19
Because of Brexit/Matters related to the EU	<b>15</b>	10	19	31	21	10	16	14	16	16	16	12	16	12	15	21
Because I'm proud/patriotic	<b>8</b>	11	5	7	8	9	8	8	12	7	9	9	8	9	8	4
Because of people from other home nations wanting independence	<b>7</b>	9	3	4	4	9	10	5	15	3	8	9	8	7	8	0
Because it's where I live	<b>5</b>	4	5	7	6	4	4	5	7	6	3	4	5	4	4	9
Because it's where I was born	<b>4</b>	6	4	0	4	4	4	5	2	5	5	5	4	4	5	0
Because national identity is being associated as divisive and racist	<b>3</b>	2	3	6	4	2	2	4	0	4	4	1	3	3	3	4
British/English identity under threat	<b>3</b>	3	4	5	2	4	2	4	0	4	3	4	3	4	3	0
Recent events/Politics	<b>3</b>	4	3	2	4	3	4	2	5	5	2	2	3	2	3	4
Because of immigration	<b>2</b>	3	1	0	1	4	2	2	0	2	3	4	2	3	2	0
Because of my heritage	<b>1</b>	1	1	0	1	1	1	1	0	1	2	1	1	1	1	0
Other	<b>7</b>	6	8	4	7	6	7	6	13	7	5	6	6	7	6	14
Don't know	<b>3</b>	2	3	2	3	4	4	3	5	3	4	3	3	5	3	6

**EXCLUDING DON'T KNOWS**

There's been no change/Nothing has led it to change	<b>28</b>	30	27	27	27	31	25	32	18	32	24	30	30	24	28	30
Because it has/It's how I feel	<b>19</b>	19	20	11	18	20	18	20	15	15	24	19	16	23	18	20
Because of Brexit/Matters related to the EU	<b>15</b>	11	20	32	21	10	16	14	17	16	16	13	16	13	15	22
Because I'm proud/patriotic	<b>9</b>	12	5	7	8	9	9	9	12	7	9	9	8	10	9	4
Because of people from other home nations wanting independence	<b>8</b>	10	3	4	4	9	10	5	16	3	9	9	8	7	8	0
Because it's where I was born	<b>5</b>	6	4	0	4	4	4	5	2	5	5	5	5	5	5	0
Because it's where I live	<b>5</b>	4	6	7	6	4	4	5	7	6	3	4	5	5	5	9
Recent events/Politics	<b>3</b>	4	3	2	5	3	4	2	5	5	2	2	4	2	3	4
Because national identity is being associated as divisive and racist	<b>3</b>	2	3	6	4	2	3	4	0	5	4	1	3	3	3	4
British/English identity under threat	<b>3</b>	3	4	5	2	5	3	4	0	4	3	5	3	5	4	0
Because of immigration	<b>2</b>	3	1	0	1	4	2	3	0	2	3	4	2	3	3	0
Because of my heritage	<b>1</b>	1	1	0	1	1	1	1	0	1	2	1	1	1	1	0
Other	<b>7</b>	6	9	4	7	6	7	6	13	7	5	6	6	7	7	15

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

**You said your sense of identity has [answer]. Why is that?**

There's been no change/Nothing has led it to change	27	27	27	22	33	27	32	30	23	26	11	0
Because it has/It's how I feel	18	19	17	18	15	17	18	12	26	20	17	0
Because of Brexit/Matters related to the EU	15	14	16	6	14	10	12	32	17	24	27	0
Because I'm proud/patriotic	8	8	8	14	5	10	7	8	9	9	8	0
Because of people from other home nations wanting independence	7	8	7	17	9	13	6	3	3	3	1	0
Because it's where I live	5	5	4	3	5	4	5	2	6	4	4	0
Because it's where I was born	4	4	5	8	4	6	4	5	2	3	2	0
Because national identity is being associated as divisive and racist	3	3	3	2	5	3	2	2	4	3	7	0
British/English identity under threat	3	4	3	6	3	5	4	0	3	2	2	0
Recent events/Politics	3	3	3	1	3	2	3	3	4	4	6	0
Because of immigration	2	3	2	4	5	5	1	1	2	2	2	0
Because of my heritage	1	1	1	1	2	1	1	1	1	1	1	0
Other	7	7	6	4	4	4	8	6	8	7	9	0
Don't know	3	3	4	4	2	3	4	0	3	2	8	0

**EXCLUDING DON'T KNOWS**

There's been no change/Nothing has led it to change	28	28	28	23	34	28	33	30	24	27	12	0
Because it has/It's how I feel	19	19	17	19	16	18	19	12	27	20	19	0
Because of Brexit/Matters related to the EU	15	14	16	7	14	10	12	32	17	24	29	0
Because I'm proud/patriotic	9	9	9	14	5	10	7	8	9	9	8	0
Because of people from other home nations wanting independence	8	8	7	17	9	14	6	3	3	3	1	0
Because it's where I was born	5	4	5	8	4	6	4	5	2	3	2	0
Because it's where I live	5	5	5	3	5	4	6	2	6	4	5	0
Recent events/Politics	3	3	3	1	3	2	4	3	4	4	6	0
Because national identity is being associated as divisive and racist	3	3	3	2	5	3	2	2	4	3	8	0
British/English identity under threat	3	4	3	6	3	5	4	0	3	2	2	0
Because of immigration	2	3	2	5	5	5	1	1	2	2	2	0
Because of my heritage	1	1	1	1	2	1	1	1	1	1	1	0
Other	7	7	6	5	4	5	8	6	8	7	10	0

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<b>Weighted Sample</b>	<b>2054</b>	811	668	80	688	996	1009	1045	253	815	491	495	1227	827	1944	96
<b>Unweighted Sample</b>	<b>2054</b>	919	771	94	785	1108	909	1145	129	847	518	560	1314	740	1963	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What words do you think best describe what being 'British' means?**

United/Part of the Union	10	14	9	12	10	12	9	10	2	7	11	16	10	9	10	2
Live in Britain/From Britain	8	7	8	11	10	6	8	7	11	7	6	8	9	6	8	8
Being born in Britain	7	9	8	2	4	10	5	10	5	6	8	10	7	8	8	1
Proud/Patriotic	7	10	6	6	7	9	7	7	4	7	8	8	7	7	7	3
British culture/values	5	5	6	3	6	6	5	5	6	5	4	5	6	3	5	4
Fair	5	7	5	5	6	6	6	4	0	3	10	6	6	4	5	4
Inclusive/Diverse	3	2	3	6	4	2	3	3	1	3	3	3	4	2	3	2
Strong	3	4	2	4	2	4	3	2	1	2	4	2	3	2	3	0
British Isles	2	2	3	1	2	3	2	3	0	2	3	4	2	3	2	1
History	2	3	1	2	2	2	2	1	0	2	1	4	3	1	2	0
Tolerant	2	3	3	3	4	2	3	2	1	2	3	4	3	1	3	0
Traditional	2	2	2	1	2	2	2	2	2	2	2	2	2	1	2	1
Being a citizen of Britain	1	2	2	2	2	1	2	1	1	2	1	2	2	1	1	1
Freedom/Democracy	1	2	2	0	2	1	2	1	0	1	1	2	2	1	1	0
Great	1	2	1	0	1	2	1	1	1	1	1	2	1	2	1	3
It means nothing	1	2	1	0	1	2	2	1	1	2	2	1	1	1	1	0
Loyal	1	1	1	1	1	1	1	1	0	1	1	2	1	1	1	0
Narrow minded/Inward looking	1	0	2	5	1	0	1	1	0	0	2	1	1	0	1	0
Polite	1	1	2	2	2	1	2	1	2	2	1	1	2	1	2	0
Racist	1	0	2	8	3	0	1	1	1	1	2	0	1	1	1	0
Stiff upper lip/Reserved	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	0
Welcoming	1	1	2	6	3	1	1	2	0	2	2	1	2	1	2	1
Other	7	8	7	8	8	8	10	5	7	7	9	7	9	6	7	10
Don't know	42	33	39	29	37	37	40	44	59	49	35	29	37	50	41	65

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Region			Which of the following best describes the way you think of yourself?								
	Total	West Midlands	East Midlands	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>2054</b>	1141	913	402	266	668	790	179	185	365	110	122
<b>Unweighted Sample</b>	<b>2054</b>	1096	958	364	280	644	827	189	211	400	114	69
	%	%	%	%	%	%	%	%	%	%	%	%

**What words do you think best describe what being 'British' means?**

United/Part of the Union	10	10	10	12	17	14	10	7	7	7	8	0
Live in Britain/From Britain	8	8	8	4	8	6	7	12	6	9	12	12
Being born in Britain	7	7	8	6	11	8	9	4	5	5	4	5
Proud/Patriotic	7	6	8	6	8	7	9	9	8	8	2	0
British culture/values	5	6	4	3	4	4	6	6	7	7	8	2
Fair	5	5	5	2	3	2	6	10	9	9	8	1
Inclusive/Diverse	3	3	2	3	2	2	2	6	5	5	3	0
Strong	3	2	3	3	4	3	3	3	1	2	1	0
British Isles	2	2	3	2	3	2	3	2	2	2	2	0
History	2	1	2	1	3	2	2	2	1	1	2	0
Tolerant	2	2	3	1	2	1	2	7	4	6	3	0
Traditional	2	2	2	2	2	2	2	2	2	2	1	3
Being a citizen of Britain	1	1	1	1	1	1	2	2	1	1	2	1
Freedom/Democracy	1	1	2	0	1	1	2	3	2	2	1	0
Great	1	1	1	0	2	1	2	0	3	1	0	1
It means nothing	1	2	1	3	1	2	1	0	2	1	4	3
Loyal	1	1	1	1	1	1	1	1	1	1	4	0
Narrow minded/Inward looking	1	1	1	0	0	0	0	1	2	2	6	0
Polite	1	2	1	0	2	1	2	2	1	1	0	0
Racist	1	1	1	0	1	0	0	1	2	2	11	0
Stiff upper lip/Reserved	1	1	1	1	1	1	1	0	1	0	0	1
Welcoming	1	1	2	1	1	1	2	3	3	3	2	0
Other	7	8	7	10	9	9	5	4	13	9	14	1
Don't know	42	43	41	50	35	44	41	38	34	36	28	72

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	BAME
<b>Weighted Sample</b>	<b>2054</b>	811	668	80	688	996	1009	1045	253	815	491	495	1227	827	1944	96
<b>Unweighted Sample</b>	<b>2054</b>	919	771	94	785	1108	909	1145	129	847	518	560	1314	740	1963	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**EXCLUDING DON'T KNOWS**

United/Part of the Union	17	21	15	18	16	20	15	19	5	15	17	23	16	18	17	5
Being born in Britain	13	13	13	3	7	16	9	17	12	12	13	15	11	16	13	3
Live in Britain/From Britain	13	11	13	15	15	10	14	13	28	14	10	11	14	11	13	21
Proud/Patriotic	12	15	10	8	10	15	12	13	11	13	12	12	11	14	12	9
Fair	9	10	8	6	9	10	10	8	0	7	15	8	9	8	9	10
British culture/values	9	8	10	5	9	9	8	9	15	11	6	8	10	7	9	11
Inclusive/Diverse	5	4	5	8	7	4	4	5	3	6	4	4	6	3	5	6
Strong	5	6	3	6	3	6	5	4	3	5	7	4	5	4	5	0
British Isles	4	3	6	2	3	5	3	5	1	3	4	5	3	5	4	2
Tolerant	4	5	4	4	6	4	5	4	2	3	5	5	5	2	4	0
Welcoming	3	2	3	8	5	1	2	3	0	4	3	1	3	1	3	2
History	3	4	2	3	3	4	4	2	0	3	2	6	4	1	3	1
Traditional	3	4	3	2	3	3	3	4	4	5	2	3	4	3	3	4
Polite	3	2	3	3	4	2	3	3	5	4	2	1	3	2	3	0
Freedom/Democracy	2	3	3	0	3	2	3	2	0	2	2	3	3	2	2	0
Racist	2	0	3	11	4	1	2	2	1	3	3	0	2	2	2	0
Stiff upper lip/Reserved	2	1	2	2	1	2	1	2	2	2	1	1	1	2	2	0
Loyal	2	2	1	2	1	2	1	3	0	2	2	2	2	2	2	0
Great	2	3	2	0	2	3	2	2	2	2	2	3	2	3	2	8
It means nothing	2	3	2	0	2	2	3	2	1	3	3	1	2	3	2	0
Being a citizen of Britain	2	2	3	3	3	2	3	2	3	3	1	2	3	2	2	3
Narrow minded/Inward looking	1	0	3	7	2	1	1	2	1	1	3	1	2	1	1	0
Other	13	12	12	12	13	12	17	9	16	14	13	10	14	12	12	28

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Region			Which of the following best describes the way you think of yourself?								
	Total	West Midlands	East Midlands	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>2054</b>	1141	913	402	266	668	790	179	185	365	110	122
<b>Unweighted Sample</b>	<b>2054</b>	1096	958	364	280	644	827	189	211	400	114	69
	%	%	%	%	%	%	%	%	%	%	%	%
<b>EXCLUDING DON'T KNOWS</b>												
United/Part of the Union	17	17	17	23	26	24	16	11	10	11	11	0
Being born in Britain	13	12	14	11	17	14	15	7	8	7	5	19
Live in Britain/From Britain	13	13	13	9	12	10	13	20	9	14	16	44
Proud/Patriotic	12	11	14	11	13	12	14	14	12	13	3	0
Fair	9	8	9	4	4	4	10	16	13	14	11	2
British culture/values	9	10	7	6	7	7	10	10	10	10	11	6
Inclusive/Diverse	5	6	4	5	3	4	4	9	7	8	4	0
Strong	5	4	6	6	6	6	6	4	2	3	1	0
British Isles	4	3	5	4	4	4	4	3	2	3	2	0
Tolerant	4	4	4	1	3	2	4	12	6	9	4	0
Welcoming	3	3	3	1	1	1	3	5	4	5	2	0
History	3	3	4	2	4	3	4	3	1	2	3	0
Traditional	3	4	3	5	3	4	3	3	3	3	1	10
Polite	3	3	2	1	4	2	4	3	2	2	0	0
Freedom/Democracy	2	2	3	1	1	1	3	5	2	4	1	0
Racist	2	2	2	1	1	1	0	2	3	3	15	0
Stiff upper lip/Reserved	2	2	1	2	2	2	2	0	1	1	1	2
Loyal	2	1	2	1	1	1	2	1	1	1	5	0
Great	2	2	2	0	3	1	3	0	4	2	0	4
It means nothing	2	3	2	5	2	4	1	0	2	1	6	9
Being a citizen of Britain	2	2	3	2	2	2	3	3	1	2	3	2
Narrow minded/Inward looking	1	1	2	1	0	0	0	2	3	3	8	0
Other	13	13	13	19	14	17	9	7	20	14	20	4

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	BAME
<b>Weighted Sample</b>	<b>2054</b>	811	668	80	688	996	1009	1045	253	815	491	495	1227	827	1944	96
<b>Unweighted Sample</b>	<b>2054</b>	919	771	94	785	1108	909	1145	129	847	518	560	1314	740	1963	81
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What words do you think best describe what being 'English' means?**

Born in England	13	17	11	11	11	16	10	16	7	8	15	22	14	11	13	6
Patriotic/Proud	9	14	6	4	4	14	9	9	1	7	11	13	9	9	9	1
Living in England/From England	8	6	10	10	11	6	7	9	13	8	7	6	8	7	8	5
Being English	7	10	7	6	6	10	5	9	4	6	8	9	7	7	7	5
Same as British	5	7	5	3	4	7	5	5	4	5	4	9	6	5	6	2
Heritage	3	4	3	2	3	4	3	2	1	2	3	4	3	2	3	2
Honest/Fair	2	3	1	4	1	3	3	2	0	1	3	4	2	2	2	1
Narrow minded/Inward looking	2	1	4	4	4	1	2	1	1	2	2	2	3	1	2	2
Racist	2	2	3	8	5	0	2	2	2	2	3	1	3	1	2	0
Separate from Scotland/Wales/Northern Ireland	2	3	2	0	2	2	2	2	1	1	2	3	2	2	2	0
Strong	2	2	1	2	1	2	2	1	0	2	2	2	2	1	2	0
Tradition	2	2	2	2	2	2	2	2	0	2	2	2	2	2	2	0
Democracy/Freedom	1	1	1	2	1	2	2	1	0	0	2	3	1	1	1	0
English culture	1	2	2	2	2	1	1	2	0	1	2	2	1	1	1	1
Kind	1	1	1	3	1	1	1	1	0	1	1	1	1	1	1	0
Polite	1	1	1	2	1	1	1	1	1	1	1	0	1	1	1	0
Other	9	9	9	14	10	9	12	7	11	10	11	7	11	8	9	13
Don't know	44	33	45	34	43	38	43	46	59	53	39	29	40	50	43	68

**EXCLUDING DON'T KNOWS**

Born in England	23	26	20	17	19	26	17	29	17	17	24	31	23	23	24	17
Patriotic/Proud	15	21	10	6	8	22	15	16	2	14	18	19	14	17	16	3
Living in England/From England	14	9	18	15	20	9	13	16	31	16	12	9	14	15	14	14
Being English	13	15	12	9	10	16	9	16	11	13	12	13	12	13	13	16
Same as British	10	11	10	5	8	11	9	10	9	10	7	12	9	10	10	5
Heritage	5	6	5	3	5	6	6	4	1	5	5	6	5	5	5	7
Honest/Fair	4	4	2	6	2	5	4	3	0	2	5	5	4	3	4	2
Racist	4	3	5	12	9	1	4	3	6	5	4	1	4	2	4	0
Separate from Scotland/Wales/Northern Ireland	3	4	3	0	3	4	3	3	3	2	3	4	3	4	3	0
Narrow minded/Inward looking	3	2	7	6	8	1	4	2	1	4	4	2	4	1	3	7
Strong	3	4	2	3	2	4	3	2	0	3	3	3	3	3	3	0
Tradition	3	3	3	3	4	3	3	4	0	4	4	3	3	4	3	1
Polite	2	1	2	3	2	1	1	2	2	2	2	0	1	2	1	1
Kind	2	1	2	4	3	1	1	2	0	2	1	2	2	1	2	0
Democracy/Freedom	2	2	1	3	2	3	3	2	0	0	2	4	2	2	2	0
English culture	2	2	3	4	3	2	2	3	1	3	2	3	2	3	2	3
Other	17	14	17	21	18	14	21	12	28	20	17	9	18	15	16	40

Sample Size: 2054 Adults in ITV News Central Region  
Fieldwork: 23rd - 29th October 2019

	Region			Which of the following best describes the way you think of yourself?								
	Total	West Midlands	East Midlands	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>2054</b>	1141	913	402	266	668	790	179	185	365	110	122
<b>Unweighted Sample</b>	<b>2054</b>	1096	958	364	280	644	827	189	211	400	114	69
	%	%	%	%	%	%	%	%	%	%	%	%

**What words do you think best describe what being 'English' means?**

Born in England	13	12	14	15	20	17	15	7	6	7	9	4
Patriotic/Proud	9	8	10	15	14	14	8	6	4	5	2	0
Living in England/From England	8	8	8	4	9	6	8	9	8	9	2	18
Being English	7	7	8	9	8	9	8	5	7	6	5	0
Same as British	5	5	6	3	3	3	9	3	5	4	6	0
Heritage	3	3	3	4	4	4	3	2	1	1	4	0
Honest/Fair	2	2	2	2	3	2	3	1	0	1	0	0
Narrow minded/Inward looking	2	2	1	0	0	0	0	6	9	7	8	0
Racist	2	2	2	0	0	0	0	3	13	8	8	0
Separate from Scotland/Wales/Northern Ireland	2	2	2	1	2	1	2	5	3	4	0	1
Strong	2	1	2	2	2	2	2	2	0	1	0	0
Tradition	2	2	2	2	2	2	1	1	1	1	3	3
Democracy/Freedom	1	1	2	1	3	2	1	0	0	0	0	0
English culture	1	1	2	1	2	1	2	1	1	1	1	0
Kind	1	1	1	1	1	1	1	0	0	0	1	0
Polite	1	1	1	1	2	1	1	1	0	0	0	0
Other	9	10	9	12	9	11	7	13	12	12	20	1
Don't know	44	45	44	44	36	41	43	46	44	45	39	75

**EXCLUDING DON'T KNOWS**

Born in England	23	22	24	26	31	28	26	12	11	12	15	16
Patriotic/Proud	15	14	17	26	22	24	13	11	7	9	4	0
Living in England/From England	14	14	14	8	13	10	15	16	15	15	4	72
Being English	13	12	13	17	12	15	13	10	12	11	7	0
Same as British	10	9	10	5	5	5	15	5	8	7	10	0
Heritage	5	5	5	7	6	6	5	3	2	2	6	0
Honest/Fair	4	3	4	3	4	4	6	2	0	1	0	0
Racist	4	4	3	0	0	0	0	5	23	14	14	0
Separate from Scotland/Wales/Northern Ireland	3	3	3	1	3	2	3	10	4	7	0	3
Narrow minded/Inward looking	3	4	3	0	0	0	0	11	15	13	13	0
Strong	3	2	4	4	3	4	4	3	0	2	0	0
Tradition	3	3	4	4	4	4	3	3	2	2	5	11
Polite	2	2	1	1	3	2	2	1	0	1	0	0
Kind	2	2	1	1	2	1	3	0	0	0	1	0
Democracy/Freedom	2	2	3	2	5	4	2	0	0	0	0	0
English culture	2	2	3	2	3	2	3	2	2	2	1	0
Other	17	18	16	22	13	18	12	24	21	22	33	4