

YouGov Survey Results

Sample Size: 1424 English Adults
Fieldwork: 8th - 9th 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 / Wales	North	Yes	No
Weighted Sample	1442	701	741	166	606	339	331	831	611	224	541	275	402	975	430
Unweighted Sample	1424	638	786	137	593	344	350	863	561	171	574	269	410	984	410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 June	2-3 July	5-6 July	8-9 July																
Which of the following best describes the way you think of yourself?																				
English not British	17	16	16	17	21	13	4	13	25	24	15	20	13	15	19	21	18	16		
More English than British	15	15	15	18	18	17	16	16	17	23	17	18	10	20	20	18	19	16		
TOTAL MORE ENGLISH	32	31	31	35	39	30	20	29	42	47	32	38	23	35	39	39	37	32		
Equally English and British	35	38	39	36	31	42	37	38	34	36	37	36	30	42	35	34	38	36		
More British than English	10	9	9	10	10	9	14	10	10	7	11	7	10	8	11	11	9	11		
British not English	11	10	10	8	8	9	13	8	10	6	9	8	17	7	7	8	7	11		
TOTAL MORE BRITISH	21	19	19	18	18	18	27	18	20	13	20	15	27	15	18	19	16	22		
Other	6	7	6	7	8	5	8	9	3	4	7	6	13	5	4	6	6	7		
Don't know	5	4	5	4	4	4	7	7	1	0	4	4	7	4	5	3	3	4		
How proud or embarrassed would you say you are about identifying as English?																				
Very proud	36	33	39	36	37	34	19	25	44	55	32	41	20	38	43	36	40	29		
Fairly proud	20	21	20	22	21	24	24	27	19	18	25	19	23	24	20	21	24	20		
TOTAL PROUD	56	54	59	58	58	58	43	52	63	73	57	60	43	62	63	57	64	49		
Neither proud nor embarrassed	26	28	25	25	25	25	29	28	22	20	26	23	24	24	23	27	22	30		
Fairly embarrassed	5	5	4	5	4	5	7	5	3	3	5	4	6	4	3	5	4	6		
Very embarrassed	2	3	1	2	3	1	4	2	2	0	2	2	5	2	0	2	1	3		
TOTAL EMBARRASSED	7	8	5	7	7	6	11	7	5	3	7	6	11	6	3	7	5	9		
Not applicable – I do not identify as English at all	7	7	7	7	7	7	11	7	7	3	7	7	15	4	7	5	6	9		
Don't know	3	3	4	4	4	4	5	5	2	1	3	4	6	3	4	4	2	4		

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

	25-26 June	2-3 July	5-6 July	8-9 July														
Are you following the World Cup?																		
Yes I am	49	53	59	68	71	64	70	71	68	59	70	64	69	68	68	67	100	0
No I am not	49	46	39	30	26	33	22	26	31	40	27	33	28	30	28	31	0	100
Don't know	2	1	2	3	3	3	8	3	1	1	2	3	3	2	4	2	0	0
Do you think England is going to win the World Cup?																		
Yes I do	10	12	19	33	30	35	43	33	30	31	32	34	27	31	36	36	43	12
No I do not	63	56	46	31	35	27	36	39	26	20	34	28	40	31	30	27	30	35
Don't know	27	32	34	36	34	38	21	29	44	49	34	39	33	37	34	37	28	53