

YouGov Survey Results

Sample Size: 2010 GB Adults
Fieldwork: 4th - 5th April 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2010	657	486	171	708	748	973	1037	211	830	496	472	1146	864	1735	100	175	484	334	243	673	
Unweighted Sample	2010	686	478	181	809	738	955	1055	171	857	527	455	1242	768	1759	109	142	501	350	199	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The above picture is how the England flag is being depicted on the England football kit for Euro 2024. Do you think it is acceptable or unacceptable for the England flag to be depicted in this way?

Completely acceptable	22	7	42	28	33	10	23	21	30	29	20	9	26	17	22	21	25	22	21	29	20
Somewhat acceptable	13	8	15	16	15	9	11	14	17	16	9	9	14	11	12	11	16	12	11	18	12
TOTAL ACCEPTABLE	35	15	57	44	48	19	34	35	47	45	29	18	40	28	34	32	41	34	32	47	32
Somewhat unacceptable	18	19	15	24	18	17	17	19	22	18	19	17	17	20	19	17	15	16	18	21	20
Completely unacceptable	36	61	17	21	22	59	39	32	13	25	44	57	31	42	37	36	24	38	40	22	40
TOTAL UNACCEPTABLE	54	80	32	45	40	76	56	51	35	43	63	74	48	62	56	53	39	54	58	43	60
Don't know	11	5	12	10	12	6	9	13	18	12	9	9	12	10	10	16	19	13	9	10	9

The above picture is a Team GB branded version of the Union flag planned for sale to supporters. Do you think it is acceptable or unacceptable for the Union flag to be depicted in this way?

Completely acceptable	27	10	46	35	38	11	27	27	39	37	21	10	32	20	27	26	25	28	24	35	25
Somewhat acceptable	20	15	22	24	21	16	18	22	29	24	16	12	21	19	19	20	25	18	18	23	20
TOTAL ACCEPTABLE	47	25	68	59	59	27	45	49	68	61	37	22	53	39	46	46	50	46	42	58	45
Somewhat unacceptable	16	19	12	18	17	18	16	16	11	14	18	19	15	18	16	14	19	15	16	15	16
Completely unacceptable	30	53	13	18	16	52	33	27	6	17	39	54	25	36	31	28	19	31	34	21	33
TOTAL UNACCEPTABLE	46	72	25	36	33	70	49	43	17	31	57	73	40	54	47	42	38	46	50	36	49
Don't know	7	3	7	5	7	3	6	9	15	7	6	5	8	7	7	12	12	7	8	6	6

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.