

YouGov Survey Results

Sample Size: 3248 GB Adults
Fieldwork: 3rd - 16th October 2025

	Location and ethnicity					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	GB + White	GB + minorit	England + White	England + minority	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	3248	2670	481	2279	449	585	835	299	351	183	1140	1160	1572	1676	341	1341	802	763	1850	1387	2810	156	283	770	533	393	1114
Unweighted Sample	3248	1898	1295	1627	1215	464	1013	314	294	235	1342	906	1418	1830	289	1541	823	595	2172	1070	2889	131	228	722	515	618	1034
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the way members of the public have displayed the UK or England flag on lampposts, bridges etc in recent months, do you think those doing so have mostly been doing so as an expression of national pride, or mostly as a way of expressing anti-migrant and anti-ethnic minority sentiment?

Those displaying UK flags

Mostly as an expression of national pride	30	30	26	32	26	45	18	19	56	13	16	46	33	27	21	27	30	39	27	34	32	22	19	32	33	29	32
Mostly as a way of expressing anti-migrant and/or anti-ethnic minority sentiment	39	39	41	38	40	26	57	51	14	62	56	23	38	40	46	43	39	30	44	33	38	46	46	41	37	38	36
Both equally	24	24	23	24	23	25	19	23	26	21	21	27	23	24	26	22	23	25	23	25	23	24	25	20	26	26	24
Neither	2	1	2	1	2	1	2	2	1	1	2	1	1	2	1	2	2	1	2	1	2	3	1	0	1	2	3
Don't know	6	5	8	5	8	3	5	5	2	3	4	3	4	7	5	6	6	4	4	7	5	4	9	7	3	5	6

Those displaying England flags

Mostly as an expression of national pride	25	26	15	28	16	43	11	11	54	7	11	43	26	23	13	20	26	37	21	30	26	17	11	29	27	20	27
Mostly as a way of expressing anti-migrant and/or anti-ethnic minority sentiment	50	49	55	48	54	30	69	69	20	76	68	29	50	49	67	55	47	35	57	40	49	51	58	48	47	55	48
Both equally	19	19	20	18	20	24	14	13	23	13	16	24	18	20	14	17	20	23	17	22	19	25	20	17	22	19	18
Neither	1	1	2	1	2	1	1	1	1	1	1	1	1	2	2	2	1	1	2	1	1	2	2	1	1	1	2
Don't know	5	5	8	5	8	2	4	6	2	2	5	3	4	7	4	6	6	5	4	7	5	5	9	5	3	5	6

And now thinking about when members of the public display the UK or England flag at their home, do you think those doing so have mostly been doing so as an expression of national pride, or mostly as a way of expressing anti-migrant and anti-ethnic minority sentiment?

Those displaying UK flags

Mostly as an expression of national pride	36	36	31	38	31	52	23	24	63	18	21	51	39	32	28	32	35	45	34	37	37	29	23	36	37	34	39
Mostly as a way of expressing anti-migrant and/or anti-ethnic minority sentiment	34	33	36	32	36	22	49	41	13	57	49	20	32	35	40	37	33	26	37	30	33	41	40	38	34	33	28
Both equally	22	23	22	22	22	21	19	25	20	19	21	24	21	23	25	21	22	23	21	24	22	22	27	18	23	25	23
Neither	1	1	2	1	2	1	1	1	1	1	1	2	2	1	1	2	2	1	2	1	2	2	1	1	1	1	2
Don't know	7	7	9	6	9	3	7	9	3	6	7	4	5	8	5	8	7	6	7	7	7	7	9	6	5	7	7

Those displaying England flags

Mostly as an expression of national pride	29	31	19	33	20	48	15	19	58	9	16	47	32	27	18	25	31	42	26	34	31	25	16	33	30	24	33
Mostly as a way of expressing anti-migrant and/or anti-ethnic minority sentiment	42	41	47	40	46	27	61	54	14	69	59	23	41	43	53	48	39	29	48	33	41	45	51	43	42	47	37
Both equally	21	21	23	20	23	21	17	19	22	16	18	24	20	21	22	19	22	22	18	24	21	21	23	18	23	23	21
Neither	2	2	3	2	3	1	1	1	2	1	1	2	2	1	2	2	2	1	2	2	2	3	1	2	1	1	2
Don't know	6	6	9	5	9	3	5	7	3	5	6	4	5	8	4	7	7	5	6	7	6	6	10	5	4	5	7

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

How comfortable or uncomfortable would you feel about the following scenarios involving the **UK FLAG**?

Large numbers of UK flags being raised on lampposts, bridges etc in your local area

Very comfortable	31	32	22	34	22	44	14	15	74	12	14	53	35	27	15	25	35	44	26	38	33	23	19	35	33	24	34
Fairly comfortable	22	21	27	21	27	29	20	21	18	10	20	23	21	22	20	21	21	25	21	22	22	27	19	18	25	26	21
TOTAL COMFORTABLE	53	53	49	55	49	73	34	36	92	22	34	76	56	49	35	46	56	69	47	60	55	50	38	53	58	50	55
Fairly uncomfortable	21	20	22	20	23	15	29	28	5	36	29	13	19	22	28	22	19	17	23	17	21	21	19	22	21	22	20
Very uncomfortable	18	18	18	17	18	7	28	27	1	37	30	5	18	19	28	21	17	10	22	13	17	21	29	17	16	19	17
TOTAL UNCOMFORTABLE	39	38	40	37	41	22	57	55	6	73	59	18	37	41	56	43	36	27	45	30	38	42	48	39	37	41	37
Don't know	8	8	11	7	11	5	8	8	2	5	7	6	7	10	10	10	8	5	8	9	8	9	13	8	5	9	9

Neighbours of yours displaying the UK flag at their homes

Very comfortable	33	34	21	36	21	46	15	20	75	11	15	54	37	28	18	28	35	45	27	39	34	23	21	35	36	24	36
Fairly comfortable	24	23	31	23	31	28	25	24	20	16	22	25	24	24	27	21	24	27	24	24	24	31	19	21	25	32	23
TOTAL COMFORTABLE	57	57	52	59	52	74	40	44	95	27	37	79	61	52	45	49	59	72	51	63	58	54	40	56	61	56	59
Fairly uncomfortable	19	19	19	19	19	13	28	26	2	33	28	10	18	19	24	22	18	12	22	15	19	20	21	20	20	19	17
Very uncomfortable	16	15	17	14	17	7	23	22	2	33	27	5	13	18	20	18	14	10	19	12	14	18	26	15	12	17	15
TOTAL UNCOMFORTABLE	35	34	36	33	36	20	51	48	4	66	55	15	31	37	44	40	32	22	41	27	33	38	47	35	32	36	32
Don't know	9	8	12	8	12	5	10	8	3	7	8	6	7	11	11	10	9	6	9	10	9	8	13	10	7	9	9

How comfortable or uncomfortable would you feel about the following scenarios involving the **ENGLAND FLAG**?

Large numbers of England flags being raised on lampposts, bridges etc in your local area

Very comfortable	30	31	19	34	20	44	14	14	73	10	13	52	34	26	14	25	32	42	24	37	32	18	15	33	32	24	33
Fairly comfortable	18	18	22	19	23	26	16	15	17	7	15	21	18	18	13	16	18	24	17	19	19	16	11	18	23	18	17
TOTAL COMFORTABLE	48	49	41	53	43	70	30	29	90	17	28	73	52	44	27	41	50	66	41	56	51	34	26	51	55	42	50
Fairly uncomfortable	19	18	23	19	23	15	28	25	4	27	25	12	18	20	24	21	20	14	21	17	20	18	11	19	19	24	20
Very uncomfortable	25	24	25	21	24	10	35	38	4	51	40	9	23	26	39	29	22	14	30	18	21	38	50	20	19	27	22
TOTAL UNCOMFORTABLE	44	42	48	40	47	25	63	63	8	78	65	21	41	46	63	50	42	28	51	35	41	56	61	39	38	51	42
Don't know	8	8	10	8	10	6	8	9	3	5	7	6	7	10	10	10	8	6	8	10	8	10	13	9	7	7	8

Neighbours of yours displaying the England flag at their homes

Very comfortable	31	32	20	35	20	46	13	18	73	11	13	52	35	27	19	25	33	43	25	38	33	17	13	34	36	23	35
Fairly comfortable	20	20	24	21	25	26	20	19	17	11	19	23	21	20	15	19	21	26	20	22	21	22	15	20	23	24	20
TOTAL COMFORTABLE	51	52	44	56	45	72	33	37	90	22	32	75	56	47	34	44	54	69	45	60	54	39	28	54	59	47	55
Fairly uncomfortable	19	18	21	19	21	12	28	24	3	29	25	11	19	18	28	20	17	12	21	15	19	18	14	20	19	21	17
Very uncomfortable	22	21	24	18	23	10	30	32	4	43	35	8	18	25	27	26	20	13	26	16	19	35	44	17	15	25	19
TOTAL UNCOMFORTABLE	41	39	45	37	44	22	58	56	7	72	60	19	37	43	55	46	37	25	47	31	38	53	58	37	34	46	36
Don't know	9	8	11	8	11	6	9	7	3	6	7	6	7	10	11	10	9	6	8	10	8	8	14	9	7	8	8

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

Which of the following comes closest to your view regarding the...?

UK flag																												
	It has become a racist symbol	19	18	26	18	26	10	29	26	3	39	31	9	17	21	21	22	19	15	22	16	19	20	23	21	19	20	17
	It has NOT become a racist symbol	65	67	58	68	58	81	54	54	92	41	52	82	70	60	61	63	67	70	63	68	66	65	58	64	68	61	68
	Don't know	15	15	16	14	16	9	16	20	5	20	17	9	12	18	18	15	14	16	16	15	15	15	20	15	13	19	15
England flag																												
	It has become a racist symbol	39	36	52	36	51	19	58	53	8	71	58	18	37	40	56	46	33	25	46	30	38	42	44	35	40	48	35
	It has NOT become a racist symbol	48	51	34	53	35	71	30	33	88	19	30	72	53	44	31	42	54	61	41	57	50	45	37	51	50	37	53
	Don't know	13	12	14	12	14	10	11	15	4	10	12	10	10	16	13	12	13	14	13	13	12	13	19	14	9	15	12

*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.