

# YouGov Survey Results

Sample Size: 2004 GB Adults  
Fieldwork: 2nd - 3rd 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	
<b>Weighted Sample</b>	<b>2004</b>	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671	
<b>Unweighted Sample</b>	<b>2004</b>	647	497	189	821	731	923	1081	158	860	521	465	1191	813	1707	109	188	495	331	215	666	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of people flying or displaying each of the following types of flag at their home?

## Union flag/Union Jack

Very favourable	31	52	14	20	20	49	35	28	12	25	39	43	27	38	33	21	18	35	33	29	34
Somewhat favourable	30	32	30	33	29	31	30	30	33	31	27	30	32	28	31	31	21	28	33	30	32
<b>TOTAL FAVOURABLE</b>	<b>61</b>	<b>84</b>	<b>44</b>	<b>53</b>	<b>49</b>	<b>80</b>	<b>65</b>	<b>58</b>	<b>45</b>	<b>56</b>	<b>66</b>	<b>73</b>	<b>59</b>	<b>66</b>	<b>64</b>	<b>52</b>	<b>39</b>	<b>63</b>	<b>66</b>	<b>59</b>	<b>66</b>
Somewhat unfavourable	15	6	26	21	25	6	14	16	18	16	16	11	18	12	14	18	29	15	12	15	13
Very unfavourable	7	1	12	8	12	3	8	7	12	8	6	5	9	5	5	12	22	5	4	6	7
<b>TOTAL UNFAVOURABLE</b>	<b>22</b>	<b>7</b>	<b>38</b>	<b>29</b>	<b>37</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>30</b>	<b>24</b>	<b>22</b>	<b>16</b>	<b>27</b>	<b>17</b>	<b>19</b>	<b>30</b>	<b>51</b>	<b>20</b>	<b>16</b>	<b>21</b>	<b>20</b>
Don't know	16	8	19	18	15	10	12	20	25	20	12	11	15	18	16	18	11	17	18	21	14

## England flag

Very favourable	29	47	15	15	17	46	32	27	14	23	36	39	24	37	32	15	11	32	33	27	33
Somewhat favourable	28	34	22	32	24	33	29	27	25	27	28	32	28	28	29	26	20	27	31	28	30
<b>TOTAL FAVOURABLE</b>	<b>57</b>	<b>81</b>	<b>37</b>	<b>47</b>	<b>41</b>	<b>79</b>	<b>61</b>	<b>54</b>	<b>39</b>	<b>50</b>	<b>64</b>	<b>71</b>	<b>52</b>	<b>65</b>	<b>61</b>	<b>41</b>	<b>31</b>	<b>59</b>	<b>64</b>	<b>55</b>	<b>63</b>
Somewhat unfavourable	16	7	25	21	26	7	16	16	18	17	17	11	19	11	15	24	22	14	12	18	15
Very unfavourable	11	3	19	15	18	4	11	11	19	13	8	6	13	8	9	18	28	10	7	9	9
<b>TOTAL UNFAVOURABLE</b>	<b>27</b>	<b>10</b>	<b>44</b>	<b>36</b>	<b>44</b>	<b>11</b>	<b>27</b>	<b>27</b>	<b>37</b>	<b>30</b>	<b>25</b>	<b>17</b>	<b>32</b>	<b>19</b>	<b>24</b>	<b>42</b>	<b>50</b>	<b>24</b>	<b>19</b>	<b>27</b>	<b>24</b>
Don't know	16	8	19	17	16	10	12	20	25	19	11	12	16	17	16	17	20	18	17	17	13

## Scotland flag

Very favourable	23	32	14	14	19	32	24	21	13	18	31	27	20	27	22	23	34	25	22	19	20
Somewhat favourable	37	38	40	42	37	38	39	36	38	38	35	38	38	36	38	38	29	34	37	37	42
<b>TOTAL FAVOURABLE</b>	<b>60</b>	<b>70</b>	<b>54</b>	<b>56</b>	<b>56</b>	<b>70</b>	<b>63</b>	<b>57</b>	<b>51</b>	<b>56</b>	<b>66</b>	<b>65</b>	<b>58</b>	<b>63</b>	<b>60</b>	<b>61</b>	<b>63</b>	<b>59</b>	<b>59</b>	<b>56</b>	<b>62</b>
Somewhat unfavourable	14	11	18	19	19	11	13	14	10	15	13	13	16	11	13	14	21	11	12	16	13
Very unfavourable	5	3	4	7	6	4	6	4	8	5	5	5	5	5	5	8	4	6	4	4	5
<b>TOTAL UNFAVOURABLE</b>	<b>19</b>	<b>14</b>	<b>22</b>	<b>26</b>	<b>25</b>	<b>15</b>	<b>19</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>21</b>	<b>16</b>	<b>18</b>	<b>22</b>	<b>25</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>18</b>
Don't know	21	15	25	19	20	16	17	25	31	25	16	16	21	22	22	17	11	24	24	25	20

## Wales flag

Very favourable	23	32	16	15	18	32	24	22	13	20	30	26	20	27	22	46	17	25	23	20	21
Somewhat favourable	37	39	37	44	38	37	40	34	37	37	35	40	38	36	38	27	35	33	36	38	42
<b>TOTAL FAVOURABLE</b>	<b>60</b>	<b>71</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>69</b>	<b>64</b>	<b>56</b>	<b>50</b>	<b>57</b>	<b>65</b>	<b>66</b>	<b>58</b>	<b>63</b>	<b>60</b>	<b>73</b>	<b>52</b>	<b>58</b>	<b>59</b>	<b>58</b>	<b>63</b>
Somewhat unfavourable	13	12	16	17	18	10	12	14	9	13	14	13	15	10	12	13	18	12	12	15	12
Very unfavourable	5	3	5	6	6	4	6	4	8	5	4	5	5	5	5	4	7	6	5	3	5
<b>TOTAL UNFAVOURABLE</b>	<b>18</b>	<b>15</b>	<b>21</b>	<b>23</b>	<b>24</b>	<b>14</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>17</b>	<b>17</b>	<b>25</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>17</b>
Don't know	22	15	25	19	20	17	17	26	32	25	17	16	21	22	22	10	23	25	23	24	20

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

The above picture is how the England flag is being depicted on the men's 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	18	6	36	22	26	7	22	15	34	24	12	6	20	15	18	20	19	19	17	26	14
Somewhat acceptable	9	6	9	9	9	5	9	9	14	9	9	5	9	8	9	6	10	8	10	14	6
<b>TOTAL ACCEPTABLE</b>	<b>27</b>	<b>12</b>	<b>45</b>	<b>31</b>	<b>35</b>	<b>12</b>	<b>31</b>	<b>24</b>	<b>48</b>	<b>33</b>	<b>21</b>	<b>11</b>	<b>29</b>	<b>23</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>40</b>	<b>20</b>
Somewhat unacceptable	14	16	12	15	14	15	13	15	12	15	13	15	15	13	14	14	11	12	16	16	15
Completely unacceptable	35	60	15	30	21	58	34	36	12	23	43	58	32	40	37	26	18	38	37	21	43
<b>TOTAL UNACCEPTABLE</b>	<b>49</b>	<b>76</b>	<b>27</b>	<b>45</b>	<b>35</b>	<b>73</b>	<b>47</b>	<b>51</b>	<b>24</b>	<b>38</b>	<b>56</b>	<b>73</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>40</b>	<b>29</b>	<b>50</b>	<b>53</b>	<b>37</b>	<b>58</b>
Don't know	3	1	3	2	2	2	2	4	2	4	2	3	3	3	4	2	3	3	3	3	3
Don't care	21	11	24	22	27	13	21	21	26	24	20	15	21	22	19	31	40	19	16	20	19

How closely, if at all, have you been following stories about the depiction of the England flag on the England football kit in recent weeks?

Very closely	6	8	6	2	5	7	9	2	7	6	6	4	5	6	6	7	3	7	6	4	5
Fairly closely	22	30	20	22	20	29	26	18	19	19	25	25	25	19	23	16	15	22	22	26	24
Not very closely	25	29	26	28	28	25	26	23	13	25	27	28	25	25	26	17	17	27	23	24	27
I am aware of the story but am not following it	30	25	34	35	34	28	26	34	29	31	26	35	30	31	29	34	43	28	29	28	30
I am not aware of the story	17	8	14	12	13	11	12	22	31	19	16	8	15	19	16	26	22	16	19	18	14

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

**When it comes to sports kits for national teams (e.g. Team GB, or the England / Scotland / Wales football teams), which of the following comes closest to your view on ways in which the national flag can be used?**

It is acceptable for the design to incorporate stylised aspects of the national flag, so long as there is an unmodified version of the flag somewhere on the kit (e.g. arm, back of neck)	<b>21</b>	20	26	17	22	19	22	20	28	26	16	15	22	20	21	23	19	22	18	24	21
It is acceptable for the design to incorporate stylised aspects of the national flag, and there does not need to be an unmodified version of the flag somewhere on the kit	<b>21</b>	8	36	31	33	7	23	19	34	25	21	7	25	16	21	20	27	22	16	31	18
It is unacceptable for the design to incorporate stylised aspects of the national flag - the only representation of the flag should be in unmodified form	<b>38</b>	60	18	33	27	59	39	37	9	28	47	59	36	41	39	34	26	39	45	25	42
Something else	<b>4</b>	3	4	4	4	3	4	4	4	3	4	4	3	4	3	7	5	2	6	3	3
Don't know	<b>16</b>	9	16	14	15	11	13	19	24	17	12	15	15	18	15	17	23	15	16	17	15

*\*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.*