

# YouGov Flags, England sample

Sample Size: 1707 adults in England  
Fieldwork: 2nd - 3rd April 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>1707</b>	591	423	155	586	659	830	877	179	712	420	396	990	717	480	326	239	662
<b>Unweighted Sample</b>	<b>1707</b>	582	444	171	674	643	779	928	132	733	440	402	1013	694	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	33	53	15	21	21	52	37	30	12	27	41	47	28	40	35	33	29	34
Somewhat favourable	31	33	30	33	31	30	32	30	37	31	28	31	33	28	28	33	30	32
<b>TOTAL FAVOURABLE</b>	<b>64</b>	<b>86</b>	<b>45</b>	<b>54</b>	<b>52</b>	<b>82</b>	<b>69</b>	<b>60</b>	<b>49</b>	<b>58</b>	<b>69</b>	<b>78</b>	<b>61</b>	<b>68</b>	<b>63</b>	<b>66</b>	<b>59</b>	<b>66</b>
Somewhat unfavourable	14	5	27	21	24	6	13	15	17	15	15	9	17	10	15	12	15	13
Very unfavourable	5	1	10	8	9	2	5	5	9	7	4	3	7	3	5	4	6	6
<b>TOTAL UNFAVOURABLE</b>	<b>19</b>	<b>6</b>	<b>37</b>	<b>29</b>	<b>33</b>	<b>8</b>	<b>18</b>	<b>20</b>	<b>26</b>	<b>22</b>	<b>19</b>	<b>12</b>	<b>24</b>	<b>13</b>	<b>20</b>	<b>16</b>	<b>21</b>	<b>19</b>
Don't know	16	7	19	17	15	11	12	20	24	20	12	11	15	18	17	18	20	14

## England flag

Very favourable	32	49	15	16	19	49	34	29	16	25	39	43	26	40	32	33	27	33
Somewhat favourable	29	35	23	34	25	33	31	27	28	27	29	33	30	29	27	31	28	30
<b>TOTAL FAVOURABLE</b>	<b>61</b>	<b>84</b>	<b>38</b>	<b>50</b>	<b>44</b>	<b>82</b>	<b>65</b>	<b>56</b>	<b>44</b>	<b>52</b>	<b>68</b>	<b>76</b>	<b>56</b>	<b>69</b>	<b>59</b>	<b>64</b>	<b>55</b>	<b>63</b>
Somewhat unfavourable	15	7	26	19	25	6	15	15	19	16	16	9	18	9	14	12	18	15
Very unfavourable	9	2	18	15	16	2	8	9	14	12	6	5	11	6	10	7	9	9
<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>9</b>	<b>44</b>	<b>34</b>	<b>41</b>	<b>8</b>	<b>23</b>	<b>24</b>	<b>33</b>	<b>28</b>	<b>22</b>	<b>14</b>	<b>29</b>	<b>15</b>	<b>24</b>	<b>19</b>	<b>27</b>	<b>24</b>
Don't know	16	7	18	16	15	10	11	19	24	20	9	11	15	16	18	17	17	13

## Scotland flag

Very favourable	22	33	13	12	16	32	23	21	11	17	30	27	18	26	25	22	19	20
Somewhat favourable	38	38	40	45	39	37	41	35	41	38	36	40	39	37	34	37	37	42
<b>TOTAL FAVOURABLE</b>	<b>60</b>	<b>71</b>	<b>53</b>	<b>57</b>	<b>55</b>	<b>69</b>	<b>64</b>	<b>56</b>	<b>52</b>	<b>55</b>	<b>66</b>	<b>67</b>	<b>57</b>	<b>63</b>	<b>59</b>	<b>59</b>	<b>56</b>	<b>62</b>
Somewhat unfavourable	13	11	18	17	18	10	12	13	11	14	13	11	15	10	11	12	16	13
Very unfavourable	5	4	4	7	6	4	6	4	6	5	5	5	6	5	6	4	4	5
<b>TOTAL UNFAVOURABLE</b>	<b>18</b>	<b>15</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>14</b>	<b>18</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>18</b>
Don't know	22	15	25	19	21	17	18	27	31	26	17	17	22	23	24	24	24	20

## Wales flag

Very favourable	22	33	14	14	17	32	23	22	12	19	30	26	19	27	25	24	20	21
Somewhat favourable	38	39	39	47	40	37	42	35	40	37	36	41	39	37	33	37	38	42
<b>TOTAL FAVOURABLE</b>	<b>60</b>	<b>72</b>	<b>53</b>	<b>61</b>	<b>57</b>	<b>69</b>	<b>65</b>	<b>57</b>	<b>52</b>	<b>56</b>	<b>66</b>	<b>67</b>	<b>58</b>	<b>64</b>	<b>58</b>	<b>61</b>	<b>58</b>	<b>63</b>
Somewhat unfavourable	12	12	17	15	17	10	12	13	9	13	14	12	15	9	12	12	15	12
Very unfavourable	5	3	5	6	6	4	6	4	8	5	4	5	5	5	6	5	3	5
<b>TOTAL UNFAVOURABLE</b>	<b>17</b>	<b>15</b>	<b>22</b>	<b>21</b>	<b>23</b>	<b>14</b>	<b>18</b>	<b>17</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>14</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>17</b>
Don't know	22	14	26	18	20	17	17	27	32	26	16	16	22	23	24	23	23	19

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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	39	21	27	7	22	15	34	25	12	6	21	14	19	17	26	15
Somewhat acceptable	9	6	9	9	10	5	8	9	14	9	9	4	9	8	8	10	14	6
<b>TOTAL ACCEPTABLE</b>	<b>27</b>	<b>12</b>	<b>48</b>	<b>30</b>	<b>37</b>	<b>12</b>	<b>30</b>	<b>24</b>	<b>48</b>	<b>34</b>	<b>21</b>	<b>10</b>	<b>30</b>	<b>22</b>	<b>27</b>	<b>27</b>	<b>40</b>	<b>21</b>
Somewhat unacceptable	14	15	12	15	15	15	13	16	12	16	13	15	15	14	12	16	16	14
Completely unacceptable	37	62	14	31	22	61	37	38	13	24	48	62	34	42	38	37	21	43
<b>TOTAL UNACCEPTABLE</b>	<b>51</b>	<b>77</b>	<b>26</b>	<b>46</b>	<b>37</b>	<b>76</b>	<b>50</b>	<b>54</b>	<b>25</b>	<b>40</b>	<b>61</b>	<b>77</b>	<b>49</b>	<b>56</b>	<b>50</b>	<b>53</b>	<b>37</b>	<b>57</b>
Don't know	3	1	3	2	2	3	2	4	2	4	2	2	3	3	3	3	3	3
Don't care	19	10	22	23	25	10	19	19	26	22	16	11	18	19	20	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	1	5	8	9	3	6	6	6	5	5	6	7	7	5	5
Fairly closely	23	31	21	23	22	30	28	19	20	20	27	27	26	20	22	23	26	24
Not very closely	26	29	27	30	29	26	28	24	12	26	29	30	26	26	27	23	24	27
I am aware of the story but am not following it	29	24	32	35	32	25	24	33	29	30	23	32	28	29	28	29	27	30
I am not aware of the story	16	8	14	11	11	11	12	20	33	18	15	6	15	18	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	27	18	22	19	22	21	30	25	17	15	22	20	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	34	6	22	19	34	26	21	6	24	17	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>39</b>	61	17	34	27	61	40	39	10	29	49	61	37	43	39	45	25	42
Something else	<b>3</b>	3	4	3	4	3	3	4	3	3	4	3	3	4	2	5	3	3
Don't know	<b>15</b>	9	16	14	13	10	13	18	24	17	9	14	14	17	14	16	16	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.